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MINISTRY OF  
AGRICULTURE, FISHERIES AND FOOD

# Household Food Consumption and Expenditure: 1978

Annual Report of the  
National Food Survey Committee



LONDON  
HER MAJESTY'S STATIONERY OFFICE

£7.50 net



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AGRICULTURE, FISHERIES AND FOOD

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National Food Survey Committee

*LONDON*  
HER MAJESTY'S STATIONERY OFFICE

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## Preface

The National Food Survey Committee exists to report the findings of the Survey and also to assist the Ministry of Agriculture, Fisheries and Food by keeping the Survey under continuous review and recommending any changes that appear desirable. The Ministry, however, has overall responsibility for the Survey, for processing the results and arranging publication of the Committee's Reports. The Social Survey Division of the Office of Population Censuses and Surveys is responsible for the selection of the Survey sample and for supervising and contracting-out the fieldwork and coding of the Survey to a commercial agency.

The Committee wishes to renew its thanks to the Social Survey Division of the Office of Population Censuses and Surveys, to the British Market Research Bureau Limited for carrying out the fieldwork and coding of the Survey, to the Ministry of Agriculture, Fisheries and Food, and in particular to the many housewives who have given freely of their time to provide the basic information from which the Survey tabulations have been derived.

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 Applications for unpublished analyses should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex, HA5 2DT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

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## I Introduction



# Household Food Consumption and Expenditure: 1978

## I Introduction

1 This is the third of the Committee's Annual Reports to be issued with an abbreviated text, but it contains the full range of tables necessary to update, to the end of 1978, material regularly presented in previous Reports, and briefly reviews changes in that year. Some new analyses of data according to housing tenure and to age of housewife are also included. It is proposed to continue issuing Annual Reports in this form in four years out of every five, but in every fifth year, commencing with the Report for 1980, the intention is to issue a longer Report reviewing changes over the previous quinquennium.

2 **Personal income, expenditure and retail prices in the United Kingdom.** The rate of inflation, as measured by the General Index of Retail Prices, continued to fall throughout the first half of 1978 but thereafter stabilised until near the end of the year. Averaged over the whole year, the general level of retail prices was over 8 per cent higher than in the previous year, while an enquiry by the Department of Employment into average weekly gross earnings indicates that these rose by nearly 14 per cent. Provisional data from the National Accounts indicate that personal disposable income per head in real terms rose by about 6½ per cent, the first substantial increase since 1973. Some provisional estimates of consumers' expenditure *per head* as derived from the National Accounts are also given in Table 1: these show, for food, an increase of over 2 per cent in real terms compared with the previous year but a greater increase (nearly 5½ per cent) for total expenditure on all goods and services so that there was a fall in the share of consumers' expenditure devoted to food. These estimates are given as a background against which to review the results of the National Food Survey which are presented in the following pages.





## II National Food Survey Results, 1978



## II National Food Survey Results, 1978

3 The National Food Survey data for 1978 have been derived from records provided by a sample of 7,173 private households in Great Britain (ie England, Wales and Scotland). Only food which enters into the household food supply and which is intended for human consumption is covered, and the Survey excludes such items as soft drinks,<sup>1</sup> alcoholic drinks and chocolate and sugar confectionery which are often purchased by members of the family without coming to the notice of the housewife or other person who keeps the record. The fieldwork of the Survey is carried on continuously throughout the year except for breaks at Christmas and during general election campaigns. The year's fieldwork commenced on Monday 2nd January 1978 and continued until Friday 22nd December 1978. Details of the sample and of the sampling procedure are given in Appendix A. A glossary of terms used in the tables and text appears at the end of the Report.

### National Averages—Great Britain

(Tables 2–10, 28 and Appendix B)

4 **Average levels of household food consumption, expenditure and prices.** Expenditure on food for consumption in the home in 1978 averaged £5·61 per person per week and was 10·0 per cent greater than in the previous year. For the third year in succession the percentage increase in food prices and in average expenditure on food declined, the fall in the rates being much more pronounced than in the two previous years. Moreover, the fall in the rate of increase of food prices was, for the first time in three years, greater than the corresponding fall for expenditure, so that the real value of household food expenditure per head increased by 1·8 per cent. The main contributions to this increase came from a reversion to more normal levels of consumption of potatoes and other fresh vegetables, potato products and instant coffee and also from continued growth in consumption of some meat products.

5 *Milk and cream.* Household consumption of liquid milk continued to decline in 1978, averaging 4·44 pints per person per week compared with 4·54 pints in the previous year and 4·71 pints in 1976. There was a further small shift in purchases from condensed milk to instant milk. Consumption of yoghurt increased slightly and that of cream was fully maintained.

6 *Cheese.* Average consumption of cheese declined slightly to 3·49 oz per person per week, the decline being mainly in cheddar type and processed cheeses; in contrast, consumption of soft cheese continued its upward trend and was more than twice as great as in 1972.

7 *Carcass meat.* Consumption (defined as purchases plus any free supplies) of beef, lamb and pork in 1978 was virtually the same (8·27, 3·92 and 3·34 oz per person per week respectively) as in the previous year despite increases in their prices which averaged about 6 per cent in real terms. The demand analyses which are presented in Appendix B suggest that the maintenance of the level of consumption can only be in part attributed to the rise in real incomes.

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<sup>1</sup>Exceptionally, soft drinks bought for the household supply have been recorded since 1975 but not included in the standard tables. They are excluded from all the estimates and tables in this Report except Table 32.

8 It is now possible from the Survey data to derive alternative estimates of consumption which take into account actual usage from households' deep-freezers rather than the quantities purchased to store in them. These alternative estimates thus give a more direct measure of *current* consumption; they also have the advantage of being less subject to both seasonal fluctuations and to sampling variation than the conventional estimates used in the Survey, which assume that acquisitions, on average, equate with consumption. The alternative estimates are shown in Table 28 and in 1978 are, in the event, but little different from the conventional estimates shown elsewhere in the Report. Such differences as are shown for the three carcass meats should not, however, be interpreted as measures of changes in freezer stocks because some bulk purchases of meat will include a proportion of fat, bone and other trimmings which, although forming part of the quantity purchased, may never be used for human consumption.

9 *Poultry and other meat.* Consumption of poultry at 6·15 oz per person per week was almost fully maintained although average prices were slightly higher in real terms. Consumption of bacon, offals, sausages and canned and cooked meats showed no significant change but there was an increase from 2·27 oz to 2·52 oz in purchases of some non-frozen convenience meat products.

10 Expenditure on carcass meat, poultry and all other meat and meat products amounted to £1·80 per person per week and continued to account for nearly a third of total household food expenditure.

11 *Fish.* Consumption of fish averaged 4·25 oz compared with the low level of 4·13 oz in 1977; the increase in 1978 was mainly in respect of white fish and cooked fish. Consumption of canned salmon was increasing at the expense of that of other canned fish in the first half of the year, but consumption of both fell sharply in late summer after some supplies of canned salmon were temporarily withdrawn from the market for health reasons.

12 *Eggs.* The average price paid by housewives for eggs in 1978 was 48·6p per dozen, exactly the same as in 1977, so that in real terms the average price was, in effect, almost 8 per cent lower. However, demand for eggs continued to be inelastic to changes in their price or in income, and average purchases were barely different from those recorded in 1977.

13 *Fats.* Despite the various EEC subsidies the average price of butter continued to rise in real terms in 1978 and consumption fell to 4·55 oz per person per week compared with 4·70 oz in the previous year and 5·63 oz in 1975. Most, but not all, of the decrease in consumption was offset by increased purchases of soft margarine which reached a new high level of 2·37 oz compared with 1·93 oz in 1977 and 1·10 oz in 1975; its average price in 1978 rose appreciably less than that of butter and actually fell by more than 5 per cent in real terms. Purchases of other margarine fell to 1·17 oz so that total consumption of butter and margarine taken together (8·09 oz) continued its downward trend. Purchases of cooking oils rose significantly to 0·81 oz but there was virtually no change in consumption of other fats.

14 *Sugar and preserves.* There was again no significant change in consumption of sugar. Purchases of preserves resumed their downward trend.

**15 Potatoes.** Throughout 1978, supplies of main crop potatoes were at more normal levels than in the 1975/6 and 1976/7 crop years when they had been affected by adverse growing conditions. Prices averaged about 3·8p per lb over the year and were nearly 25 per cent lower in real terms than in 1974 (the previous "normal" calendar year). Nevertheless, purchases averaged 30·72 oz per person per week which, though greater than in 1976 and 1977, were about 5 per cent less than in 1974, implying a weakening in the general strength of household demand even after allowing for the decrease due to the rise in real incomes. With the improvement in commercial supplies, there was some decrease in garden and allotment production of potatoes. Consumption of new potatoes was only slightly greater in 1978 than in 1974, and that of new potatoes and of main crop potatoes (including free supplies) in total averaged 44·05 oz compared with 45·66 oz. Purchases of crisps and of frozen chips and other frozen potato products continued their upward trend, and those of cooked chips made some recovery, though not to the level of 1974, while consumption of canned potato and instant potato declined.

**16 Other vegetables.** Supplies of fresh vegetables had been adversely affected in the first half of 1977 by poor growing conditions, but in the remainder of the year and throughout 1978 they were much improved. Average consumption of fresh greens rose to 13·45 oz per person per week in 1978 compared with 12·15 oz in 1977 and 12·70 oz in 1974; corresponding averages for other fresh vegetables were 15·80 oz, 14·71 oz and 13·95 oz. Because of these improved supplies, purchases of canned vegetables and of frozen vegetables declined.

**17 Fruit.** Average consumption of fresh fruit rose from 17·50 oz per person per week in 1977 to 18·15 oz in 1978 principally because of a better crop of apples; this resulted in their consumption rising from the low level of 6·46 oz to 7·02 oz, which is almost the same as the average of 6·99 oz for the period 1970–1978. Consumption of oranges and of pears fell slightly while that of other citrus fruit, stone fruit and soft fruit was rather greater than in the previous year. Purchases of canned fruit again declined but those of fruit juices continued their upward trend.

**18 Bread.** Household purchases of bread continued their downward trend reaching a new low level of 32·1 oz per person per week; the continued decline for white bread was accentuated by disputes within the industry towards the end of the year, and the decrease was not fully offset by the further growth in consumption of brown, wholemeal and other bread. In real terms, the average price paid by housewives increased by about  $7\frac{1}{2}$  per cent, but the results of the demand analyses given in Appendix B indicate that most of the recorded fall of 1·8 per cent in purchases of bread was not due to the rises in its real price and in real incomes.

**19 Flour, flour confectionery and other cereal foods.** Purchases of flour fell from the exceptionally high level of 6·46 oz per person per week in the previous year to 5·96 oz in 1978 but the average was, nevertheless, greater than throughout the first half of the nineteen-seventies. Purchases of cakes continued their downward trend but there was no significant change in consumption of buns, scones and teacakes. Demand for chocolate biscuits increased at the expense of that for other biscuits, part of this shift being attributable to the rise in real incomes. Consumption of ready-to-eat breakfast cereals continued to exhibit an upward

trend while that of oatmeal and oat products moved in the opposite direction. Purchases of puddings continued to lose ground to other cereal convenience foods, particularly frozen varieties. There was also a significant increase shown by the residual group of cereal foods which includes pasta products.

**20 Beverages.** Although the average prices of tea and of instant coffee were falling throughout 1978, the averages for the year were slightly higher (though not in real terms) than those for 1977 when the prices had risen more rapidly than they fell in 1978. Purchases of tea fell slightly in 1978 by 0·08 oz to 1·99 oz per person per week, while those of instant coffee rose by a similar amount to 0·44 oz. There was also some cutback in purchases of cocoa, drinking chocolate and other branded food drinks, the prices of which rose sharply in real terms.

**21 Miscellaneous foods.** The principal change in this group of foods in 1978 was the further growth in consumption of ice-cream bought to serve as part of a meal. Purchases of baby foods and of canned soups again appear to have fallen slightly.

#### **Averages for Social, Economic and Other Groups**

**22 Regions and type of area** (Tables 11 and 12). Two separate geographical analyses of National Food Survey data are made. The analysis according to region is in terms of the standard regions as defined in Table 1 of Appendix A to this Report except that the very small sample from East Anglia has been combined with the sample from the South East region. The analysis according to type of area distinguishes six categories:—(i) Greater London, (ii) the Metropolitan counties of England together with the central Clydeside conurbation, (iii)–(vi) four groups of areas classified according to electoral density. Further details are given in the Glossary.

**23** The Survey is designed to be representative of Great Britain as a whole and practical considerations limit the number of localities which can be included from each region in any one year.<sup>1</sup> The localities selected in a single year from any one region may not therefore be fully representative of that region. The regional estimates given in Tables 11 and 12 should therefore be treated with some reserve. Moreover, direct comparisons with data for earlier years should be avoided for this reason and also because of the changes to regional boundaries which have been made from time to time. An indication of the variation which occurs from year to year may be obtained from the regional averages for each year from 1970 to 1975 which are shown in Table 17 of the Annual Report for 1975.<sup>2</sup> Further details of the samples of responding households are given in Tables 2–6 and 13 of Appendix A.

**24 Income groups** (Tables 13–15). The income groups<sup>3</sup> in this analysis continue to be defined in terms of the gross weekly income of (in most cases) the head of the household, and the income ranges for each group are revised annually in order to allow for prospective inflation and changes in gross earnings during the following twelve months. This revision must take place in advance of the

<sup>1</sup>Details of the sampling scheme are given in Appendix A.

<sup>2</sup>*Household Food Consumption and Expenditure: 1975*, HMSO, 1977.

<sup>3</sup>See Glossary.

fieldwork for the year. Further details of the procedure were given in the Annual Report for 1975.<sup>1</sup> The income ranges used in 1978 and the distribution of households in the effectively responding sample are shown below. Further details of the sample of households in each group are given in Tables 5, 7, 9, 10, and 13 of Appendix A.

Income group	Gross weekly income of head of household (a)	Number of households	Percentage of households		
			in whole sample	in groups A1 to D	
				realised	target
<i>Households containing one or more earners:</i>					
A1	£180 or more	170	2.4	2.9	3
A2	£128 but less than £180	426	5.9	7.2	7
B	£ 80 but less than £128	2,220	30.9	37.6	40
C	£ 48 but less than £ 80	2,687	37.5	45.5	40
D	Less than £48	407	5.7	6.9	10
<i>Total A to D</i>		<i>5,910</i>	<i>82.4</i>	<i>100</i>	<i>100</i>
<i>Households without an earner:</i>					
E1	£48 or more	229	3.2		
E2	Less than £48	370	5.2		
Pensioner households (b)	n.a.	664	9.3		
<i>Total all households</i>		<i>7,173</i>	<i>100</i>		

(a) Or of the principal earner if the income of the head of the household was below £48 (the upper limit for group D). See "Income groups" in Glossary.

(b) See Glossary.

**25** The distribution of households in the sample according to income differs from the target distribution by different amounts (usually small) each year. In 1978 there were rather too many households classified in group C at the expense of those classified in groups B and D. As a result, the averages of food consumption, expenditure and nutrition for each income group are not perfectly comparable with those for some other years since the composition of the various groups may be different. However, in so far as this is a *classification* problem the overall averages for all households are not affected.

**26 Household composition groups** (Tables 16–20). The classification of households according to their composition in terms of numbers of adults and children is fully comparable with that used in the three previous years. Compared with corresponding indices for 1977, those of food expenditure and of the real value of food purchases per head in section (ii) of Table 16 do not show any significant change in the position of the various types of family relative to the national average. When comparing the averages for households of different composition cross-classified by income group (as shown in Tables 19, 20 and 40) with those for earlier years the qualifications mentioned in paragraph 25 should be borne in mind.

<sup>1</sup>Household Food Consumption and Expenditure: 1975, paragraph 53, HMSO, 1977.

**27 Age of housewife groups** (Tables 21–23). This classification is now to be included regularly in Reports because of requests from users of the data. The averages for the various groups differ appreciably but, as with other classifications according to a single characteristic, they are purely descriptive and do not directly give a measure of the effect that age of housewife has on food consumption patterns; for this latter purpose, it would be necessary to standardise the data in each group to allow for differences between the groups in income, family composition and other factors.

**28 Housing tenure groups** (Tables 24–26). This classification, which is also to feature regularly in future Reports, is subject to the same type of limitation noted in the previous paragraph. There have been marked shifts in the pattern of tenure over the last few years, particularly in the growth of home ownership and the decrease in relative importance of rental of unfurnished property.

### **Special Analyses**

**29 Freezer-owning and other households** (Tables 27–29). Ownership of deep-freezers suitable for freezing fresh produce and for its long-term storage grew further to 41 per cent of the responding sample in 1978, and that of refrigerators to 96 per cent, while households owning neither fell to less than 4 per cent. In view of the small size of the latter group, it has been merged in the published tables with the group of households owning a refrigerator but no deep-freezer to form a new group consisting of all households not owning a deep-freezer. Details of the distributions of deep-freezer and refrigerator ownership are given in Table 13 of Appendix A.

**30** The increase in ownership of deep-freezers has been accompanied by an increase in the standard errors of the averages of expenditure and consumption (defined as purchases plus free supplies) for some foods because of the concomitant increase in bulk buying. Such bulk buying occurs not only in the initial stocking of newly acquired freezers but also in their normal usage; it is particularly prevalent in the case of purchases of carcase meat. The estimates of consumption throughout this Report (except in Tables 30 and 31 and the last two columns of Table 28) have all been based on acquisitions of food measured at the time it is acquired (in the case of purchases) or at the time it is used (in the case of garden and allotment produce).<sup>1</sup> However, *for freezer-owning households*, estimates of consumption have also been made which, in the case of food that was explicitly purchased to put into the freezer, measures it at the time and in the quantity it is *removed* from the freezer. These estimates are much less affected by sampling and other variation, and therefore in the short run give a more accurate representation of actual consumption. Estimates thus derived are shown in the penultimate column of Table 28, while the final column of that table has used these estimates, in conjunction with the conventional estimates for households not owning a freezer, to derive alternative national averages. It should be noted that the alternative estimates are not obtained by actually measuring the *change* in households' freezer stocks: indeed, the measurements which are made do not in all cases enable the change in stocks to be ascertained. For example, the weight recorded at the time a bulk purchase of carcase meat is made is the weight which is used for pricing purposes and which will, in some

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<sup>1</sup>See Glossary.



cases, include fat, bone or other trimmings which have been removed at the purchaser's request before delivery.

**31 Meals eaten outside the home** (Tables 30 and 31). Overall, substantially the same number of meals out per head were recorded in 1978 as in the previous two years. However, the average number of school meals per child aged 5–14 years again declined but there was a further very small increase in the number of other mid-day meals eaten out by this age group. Changes in the numbers recorded in different types of household appear erratic and are probably largely due to sampling variation.

**32 Household purchases of soft drinks** (Table 32). The averages presented in Table 32 are from an extension of the normal Survey recording procedure to cover purchases of soft drinks bought for consumption in the home as part of the household supply. Expenditure on these soft drinks, the quantities bought, and the contribution they make to the energy value and nutrient content of the household food supply are *excluded* from all other tables of National Food Survey data presented in this Report.

### Nutritional Value

**33 Introduction.** The nutritional value of the food obtained in different categories of household in Great Britain was determined by the methods described in Appendix A (paragraphs 12 and 13), and the results are shown in Tables 33 and 35 to 41. The estimates are based on the quantities of food recorded by the Survey and therefore differ from actual intakes in a number of respects, the most important being (i) they are derived from quantities of food acquired as distinct from food actually consumed, (ii) they do not include contributions made by the nutrients—mainly energy (calories)—from items not recorded, namely alcoholic drinks, soft drinks, sweets and meals or snacks obtained outside the home, and (iii) they have not been abated in respect of edible food which is wasted (although allowance has been made for wastage of inedible food such as bones in meat, outer leaves or skins of vegetables etc). The tables also show comparisons with the amounts of nutrients recommended by the Department of Health and Social Security for different population groups,<sup>1</sup> and, for these comparisons only, allowance *has* been made for wastage<sup>2</sup> and for meals eaten out (see Appendix A, paragraph 15). The limitations of using recommended intakes in conjunction with surveys of food intake to identify potential health problems were discussed in the Annual Report for 1969.<sup>3</sup>

**34 National averages.** The nutritional value of food brought into the home in each quarter of 1978 and during the year as a whole is summarised in Table 33,

<sup>1</sup>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. From 1979, comparisons will be made with the revised *Recommended Daily Amounts of Food Energy and Nutrients for Groups of People in the United Kingdom* (Reports on Health and Social Subjects No 15), HMSO 1979.

<sup>2</sup>Recent enquiries into the amounts of potentially edible food which are thrown away or fed to pets in Great Britain indicate that, on average, such recorded wastage represented about 6 per cent of households' food supplies (R W Wenlock, D H Buss, B J Derry and E J Dixon, *British Journal of Nutrition* 43, 53–70, 1980). As this is considered likely to be a minimum estimate, the conventional deduction of 10 per cent has been retained in this Report to preserve continuity.

<sup>3</sup>*Household Food Consumption and Expenditure: 1969*, paragraphs 85 to 87, HMSO, 1971.

while the contributions which are made to the intakes by the major groups of foods are shown in Table 34. The average energy content of the diet in 1978 was 2,260 kilocalories or 9.5 megajoules per person per day, the same as in 1977; it is estimated to have been supplemented, on average, by 171 kcal from alcoholic drinks (Appendix C), 19 kcal from soft drinks (Table 32), and 145 kcal from sweets—values very similar to those reported for 1977. The proportion of food energy derived from protein and from fat increased slightly, while that from carbohydrate decreased. These changes reflect the decreases in the contributions made by cereals and cereal products (particularly flour and white bread, and especially in the fourth quarter of the year), sugar, milk and cheese, and the increases in the contributions from meat products, visible fats and potatoes. These changes also mean that, for the first time, the Survey shows that meat and meat products contributed more than 30 per cent of the protein in the average household diet, while cereals in total contributed less than 25 per cent (and bread less than 15 per cent). Decreased purchases of butter and lard, and increased purchases of cooking oils and soft margarine led to an increase in the ratio of polyunsaturated to saturated fatty acids. This ratio rose from 0.196 in 1975 to 0.218 in 1977 and 0.224 in 1978.

35 Intakes of all the other nutrients which are regularly evaluated in the Survey continued to be well in excess of the amounts recommended by the Department of Health and Social Security,<sup>1</sup> except for vitamin D. However, most adults need no dietary source of vitamin D because they can derive enough for their needs from the action of sunlight on the skin, and therefore, from 1979, DHSS will no longer be making recommendations for dietary intakes of this nutrient. Among the main changes recorded for vitamins and minerals between 1977 and 1978 were increases in (i) vitamin C, because of the increased consumption of most vegetables and fruits, (ii) iron, and (iii) riboflavin. The increase in the latter, however, was due to new analyses of the riboflavin content of milk; this resulted in an increase in the estimated dietary contribution from milk and cheese (which are among the richest sources of this nutrient) despite the decrease in the consumption of these foods.

36 The average costs of nutrients from a variety of major foods during 1978 are compared in Tables 42 and 43.

37 *Geographical, income group and household composition averages.* Nutrient intakes in households in each standard region of Britain, in different income groups and with different family compositions are shown in Tables 35 to 37 respectively. An analysis showing the effects of income and household composition separately is also given, in Table 38. A discussion of the characteristics of these households is given in paragraphs 22 to 26 of this Report.

38 Intakes of most nutrients increased with increasing earned income, but households with unearned income (groups E1, E2 and pensioner households) tended to have the highest intakes of all, both absolutely and in relation to recommended intakes. As in previous years, households without children had greater *per caput* energy and nutrient intakes than did large families, and when the effects of income and family size were separated, it could be seen that the

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<sup>1</sup>See footnote 1 to paragraph 33.

latter continued to have the greater influence on nutritional adequacy (Table 38).

**39** *Nutritional effects of age of housewife, type of dwelling, and freezer ownership.* Nutrient intakes in households classified according to these characteristics are shown in Tables 39 to 41 respectively, and will become a regular feature of National Food Survey reports. Details of these households are discussed in paragraphs 27 to 30 and their food purchases are shown in Tables 22, 25 and 28 respectively. Differences between the nutritional value of diets in these households are as likely to reflect differences in the numbers and ages of children in them, and income, as they are to reflect the characteristics used for classifying them here.



### III Tables



TABLE 1

*Changes in incomes, prices and  
consumers' expenditure, 1975-1978*

	1975	1976	1977	1978
Index of personal disposable income per head (a)				
(b):				
In money terms . . . . .	100	115.6	130.5	150.8
In real terms (c) . . . . .	100	100.1	98.2	104.7
Index of average weekly earnings per head (a) (d)	100	113.4	123.1	140.1
General Index of Retail Prices (a):				
All items . . . . .	100	116.5	135.0	146.2
Food . . . . .	100	120.0	142.8	152.9
Indices of consumers' expenditure per head (e):				
Household food expenditure (f)				
At current prices . . . . .	100	116.9	134.3	148.9
At 1975 prices . . . . .	100	101.0	99.9	102.1
Catering expenditure on food (g)				
At current prices . . . . .	100	119.2	134.4	145.9
At 1975 prices . . . . .	100	100.4	98.9	101.2
Total food expenditure (h)				
At current prices . . . . .	100	117.2	134.3	148.5
At 1975 prices . . . . .	100	100.9	99.8	102.0
Total consumers' expenditure				
At current prices . . . . .	100	115.8	132.2	151.0
At 1975 prices . . . . .	100	100.3	99.5	104.9
Total food expenditure as percentage of total consumers' expenditure on goods and services (e):				
At current prices . . . . .	21.8	22.0	22.1	21.4
At 1975 prices . . . . .	21.8	21.9	21.8	21.2

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

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

(c) Using the Consumers' Expenditure Deflator (derived from the National Accounts) to remove the effect of price changes. If the General Index of Retail Prices had been used as a deflator the indices would have been 100, 99.2, 96.7 and 103.1 respectively.

(d) Estimated average weekly earnings as measured by the Department of Employment's monthly enquiry into the total wage and salary bills of manufacturing and some other industries and services in Great Britain.

(e) Derived from data in *National Income and Expenditure, 1978*, HMSO, 1979. The expenditure incurred by public authorities in providing welfare and school milk and welfare foods has been excluded throughout; such expenditure amounted to £24 million in 1975, £33 million in 1976, £39 million in 1977 and £48 million in 1978.

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

(g) Expenditure on food (generally at wholesale prices) by commercial and non-commercial catering establishments including institutions and public authorities (excluding expenditure incurred on welfare items—see footnote (e) above).

(h) Household food expenditure plus total catering expenditure on food as defined in (g) above.





**Average consumption, expenditure  
and prices relating to all households in  
the National Food Survey sample**



TABLE 2

*Household food expenditure and total value of  
food obtained for consumption*

(per person per week)

	Expenditure on food			Value of garden and allotment produce, etc (a)		Value of consumption (b)		
	1977	1978	Per-centage change	1977	1978	1977	1978	Per-centage change
	£	£		£	£	£	£	
1st quarter . . .	4·90	5·39	+10·1	·12	·12	5·02	5·51	+ 9·9
2nd quarter . . .	5·15	5·49	+ 6·7	·11	·10	5·25	5·59	+ 6·4
3rd quarter . . .	5·06	5·81	+14·8	·23	·21	5·29	6·01	+13·7
4th quarter . . .	5·31	5·76	+ 8·5	·16	·18	5·47	5·93	+ 8·5
Yearly average. . .	5·10	5·61	+10·0	·15	·15	5·26	5·76	+ 9·6

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

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

TABLE 3

Percentage changes in average expenditure, food prices and  
real value of food purchased

	1978 on 1977	1978 on 1977 Quarters			
		1	2	3	4
<i>Expenditure</i>					
Seasonal foods (a)	+ 0.8	- 8.8	- 1.2	+10.3	+ 2.9
Convenience foods (a)					
Canned	+ 6.8	+11.5	+ 5.3	+ 8.9	+ 1.1
Frozen	+ 2.8	-13.9	- 9.3	+16.3	+27.2
Other convenience foods	+17.1	+17.8	+16.7	+20.0	+15.0
Total convenience foods	+12.7	+11.6	+10.2	+16.8	+12.8
All other foods (b)	+11.2	+15.3	+ 7.6	+15.3	+ 8.2
All foods (b)	+ 9.9	+10.1	+ 6.7	+14.9	+ 8.6
<i>Food prices</i>					
Seasonal foods (a)	- 5.0	-19.0	- 5.8	+ 1.4	+ 1.0
Convenience foods (a)					
Canned	+ 6.5	+ 9.0	+ 5.9	+ 5.2	+ 6.4
Frozen	+ 4.9	+ 4.7	+ 0.2	+ 4.0	+11.3
Other convenience foods	+ 8.8	+15.4	+10.0	+ 4.9	+ 5.9
Total convenience foods	+ 7.7	+12.3	+ 7.7	+ 4.9	+ 6.6
All other foods (b)	+11.8	+11.9	+12.1	+10.9	+13.1
All foods (b)	+ 8.0	+ 6.2	+ 7.6	+ 7.9	+ 9.8
<i>Real value of food purchased</i>					
Seasonal foods (a)	+ 6.2	+12.6	+ 4.9	+ 8.8	+ 1.9
Convenience foods (a)					
Canned	+ 0.4	+ 2.4	- 0.5	+ 3.5	- 5.0
Frozen	- 2.0	-17.7	- 9.4	+11.9	+14.3
Other convenience foods	+ 7.6	+ 2.1	+ 6.1	+14.4	+ 8.6
Total convenience foods	+ 4.6	- 0.6	+ 2.3	+11.4	+ 5.8
All other foods (b)	- 0.5	+ 3.0	- 4.0	+ 4.0	- 4.4
All foods (b)	+ 1.8	+ 3.7	- 0.9	+ 6.6	- 1.1

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

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

TABLE 4

Indices of expenditure on main food groups, 1975-1978

(1975=100)

	Food codes (1978)	Indices of expenditure		
		1976	1977	1978
<b>I Main food groupings</b>				
Liquid milk . . . . .	4	134.3	160.2	179.8
Other milk and cream . . . . .	9-17	115.7	130.0	157.5
Milk and cream . . . . .	4-17	131.5	155.7	176.5
Cheese . . . . .	22, 23	116.0	145.8	160.3
Beef and veal . . . . .	31	110.0	132.2	151.7
Mutton and lamb . . . . .	36	117.3	130.1	148.2
Pork . . . . .	41	117.5	145.7	172.2
Carcase meat . . . . .	31-41	113.0	134.0	154.4
Bacon and ham, uncooked . . . . .	55	118.2	132.0	142.7
Poultry . . . . .	73, 77	118.5	145.8	158.4
Other meat and meat products . . . . .	46-51, 58-71 78-94	115.8	132.8	150.6
All meat . . . . .	31-94	115.1	134.5	152.1
Fish, fresh and processed . . . . .	100-117	115.6	134.4	155.8
Fish, convenience . . . . .	118-127	114.9	124.2	146.8
Fish . . . . .	100-127	115.2	129.2	151.2
Eggs . . . . .	129	112.1	122.8	123.7
Butter . . . . .	135	126.9	144.6	158.4
Margarine . . . . .	138	118.9	170.3	178.8
Other fats . . . . .	139-148	91.0	113.9	128.6
Fats . . . . .	135-148	116.7	142.9	155.7
Sugar . . . . .	150	94.3	96.9	101.7
Preserves . . . . .	151-154	97.4	111.8	115.2
Potatoes (raw) . . . . .	156-161	158.1	121.9	91.2
Fresh green vegetables . . . . .	162-171	106.2	117.8	127.9
Other fresh vegetables . . . . .	172-183	112.0	126.0	135.8
Other vegetables . . . . .	184-208	121.8	132.3	135.5
Vegetables . . . . .	156-208	127.4	126.0	122.4
Fresh fruit . . . . .	210-231	108.6	133.5	145.4
Other fruit . . . . .	233-248	109.7	133.2	148.2
Fruit . . . . .	210-248	109.0	133.4	146.5
Bread . . . . .	251-263	110.2	131.3	150.4
Cereals other than bread . . . . .	264-301	108.9	128.7	143.6
Cereals . . . . .	251-301	109.4	129.7	146.3
Beverages . . . . .	304-313	125.4	204.2	221.0
Miscellaneous foods (a) . . . . .	315-334, 339	115.7	126.7	140.9
<b>II Seasonal, convenience and other foods</b>				
Seasonal foods . . . . .	(b)	119.9	125.8	126.8
Convenience foods . . . . .	(b)			
Canned . . . . .		111.4	118.5	126.5
Frozen . . . . .		133.6	167.1	171.7
Other convenience foods . . . . .		114.1	132.4	155.0
Total convenience foods . . . . .		115.3	132.0	148.7
All other foods (a) . . . . .		116.3	140.0	155.7
<b>III ALL FOODS</b>				
	(a)	116.7	135.5	148.9

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

(b) Foods included in these categories are itemised in Appendix A, Table 15.

TABLE 5  
Indices of prices for main food groups, 1975-1978

(1975=100)

	Food codes (1978)	Indices of prices		
		1976	1977	1978
<b>I Main food groupings</b>				
Liquid milk . . . . .	4	134.8	170.0	192.5
Other milk and cream . . . . .	9-17	116.5	129.5	143.9
Milk and cream . . . . .	4-17	132.1	163.8	184.7
Cheese . . . . .	22, 23	116.4	146.0	164.5
Beef and veal . . . . .	31	119.7	134.0	153.1
Mutton and lamb . . . . .	36	118.3	139.4	161.0
Pork . . . . .	41	112.4	119.9	141.0
Carcase meat . . . . .	31-41	118.1	132.5	152.6
Bacon and ham, uncooked . . . . .	55	116.8	121.4	132.0
Poultry . . . . .	73, 77	113.4	135.9	147.2
Other meat and meat products . . . . .	46-51, 58-71 78-94	114.2	127.5	140.0
All meat . . . . .	31-94	116.2	129.8	145.4
Fish, fresh and processed . . . . .	100-117	113.8	142.2	157.5
Fish, convenience . . . . .	118-127	116.7	146.2	160.1
Fish . . . . .	100-127	115.3	144.2	158.8
Eggs . . . . .	129	112.9	128.6	128.6
Butter . . . . .	135	138.2	173.5	196.0
Margarine . . . . .	138	101.2	127.3	131.5
Other fats . . . . .	139-148	96.2	117.1	120.0
Fats . . . . .	135-148	119.7	148.4	160.8
Sugar . . . . .	150	87.0	90.3	96.6
Preserves . . . . .	151-154	103.4	117.4	127.7
Potatoes (raw) . . . . .	156-161	196.2	134.5	87.6
Fresh green vegetables . . . . .	162-171	110.4	127.9	117.4
Other fresh vegetables . . . . .	172-183	113.8	126.0	128.3
Other vegetables . . . . .	184-208	121.6	136.6	134.2
Vegetables . . . . .	156-208	137.6	132.3	117.7
Fresh fruit . . . . .	210-231	103.0	133.5	141.0
Other fruit . . . . .	233-248	109.1	139.3	153.9
Fruit . . . . .	210-248	105.2	135.6	145.6
Bread . . . . .	251-263	110.6	133.0	155.0
Cereals other than bread . . . . .	264-301	108.1	127.4	142.6
Cereals . . . . .	251-301	109.1	129.6	147.4
Beverages . . . . .	304-313	123.6	236.6	247.2
Miscellaneous foods (a) . . . . .	315-334, 339	110.2	124.5	133.9
<b>II Seasonal, convenience and other foods</b>				
Seasonal foods . . . . .	(b)	126.7	131.5	124.3
Convenience foods . . . . .	(b)			
Canned . . . . .		111.0	128.4	136.5
Frozen . . . . .		120.3	139.4	145.6
Other convenience foods . . . . .		116.0	140.4	153.5
Total convenience foods . . . . .		115.1	137.0	148.1
All other foods (a) . . . . .		116.5	139.1	155.5
<b>III ALL FOODS</b> . . . . .	(a)	117.9	137.3	148.1

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

(b) Foods included in these categories are itemised in Appendix A, Table 15.

TABLE 6

## Indices of real value of purchases of main food groups, 1975-1978

(1975=100)

	Food codes (1978)	Indices of real value of purchases		
		1976	1977	1978
<b>I Main food groupings</b>				
Liquid milk . . . . .	4	99.6	94.3	93.4
Other milk and cream . . . . .	9-17	99.3	100.4	109.4
Milk and cream . . . . .	4-17	99.6	95.1	95.6
Cheese . . . . .	22, 23	99.7	99.9	97.4
Beef and veal . . . . .	31	91.9	98.7	99.1
Mutton and lamb . . . . .	36	99.1	93.3	92.0
Pork . . . . .	41	104.6	121.5	122.1
Carcase meat . . . . .	31-41	95.7	101.1	101.2
Bacon and ham, uncooked . . . . .	55	101.2	108.7	108.1
Poultry . . . . .	73, 77	104.5	107.3	107.6
Other meat and meat products . . . . .	46-51, 58-71, 78-94	101.4	104.2	107.6
All meat . . . . .	31-94	99.0	103.6	104.6
Fish, fresh and processed . . . . .	100-117	101.6	94.6	99.0
Fish, convenience . . . . .	118-127	98.5	85.0	91.7
Fish . . . . .	100-127	100.0	89.6	95.2
Eggs . . . . .	129	99.3	95.5	96.2
Butter . . . . .	135	91.9	83.3	80.8
Margarine . . . . .	138	117.4	133.8	136.0
Other fats . . . . .	139-148	94.6	97.3	107.2
Fats . . . . .	135-148	97.5	96.3	96.9
Sugar . . . . .	150	108.4	107.3	105.3
Preserves . . . . .	151-154	94.2	95.3	90.2
Potatoes (raw) . . . . .	156-161	80.6	90.6	104.1
Fresh green vegetables . . . . .	162-171	96.2	92.1	109.0
Other fresh vegetables . . . . .	172-183	98.4	100.0	105.9
Other vegetables . . . . .	184-208	100.1	96.8	101.0
Vegetables . . . . .	156-208	92.6	95.2	104.0
Fresh fruit . . . . .	210-231	105.4	100.0	103.2
Other fruit . . . . .	233-248	100.6	95.6	96.3
Fruit . . . . .	210-248	103.6	98.4	100.6
Bread . . . . .	251-263	99.7	98.7	97.1
Cereals other than bread . . . . .	264-301	100.7	101.0	100.7
Cereals . . . . .	251-301	100.3	100.1	99.3
Beverages . . . . .	304-313	101.4	86.3	89.4
Miscellaneous foods (a) . . . . .	315-334, 339	105.0	101.8	105.2
<b>II Seasonal, convenience and other foods</b>				
Seasonal foods . . . . .	(b)	94.6	95.6	102.1
Convenience foods . . . . .	(b)			
Canned . . . . .		100.4	92.3	92.7
Frozen . . . . .		111.1	119.9	118.0
Other convenience foods . . . . .		98.4	94.3	101.0
Total convenience foods . . . . .		100.2	96.3	100.4
All other foods (a) . . . . .		99.8	100.7	100.1
<b>III ALL FOODS . . . . .</b>				
	(a)	99.0	98.7	100.5

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

(b) Foods included in these categories are itemised in Appendix A, Table 15.

TABLE 7

Household consumption of individual foods (a): quarterly  
and annual national averages, 1978

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . . (pt)	4-36	4-36	4-35	4-39	4-37	4-27
Welfare . . . . . (pt)	0-04	0-02	0-01	0-01	0-02	—
School . . . . . (pt)	0-05	0-07	0-04	0-08	0-06	...
<i>Total liquid milk . . . . . (pt)</i>	<i>4-45</i>	<i>4-45</i>	<i>4-40</i>	<i>4-48</i>	<i>4-44</i>	<i>4-28</i>
Condensed milk . . . . . (eq pt)	0-11	0-11	0-13	0-10	0-11	0-11
Dried milk, branded . . . . . (eq pt)	0-05	0-04	0-06	0-06	0-05	0-05
Instant milk . . . . . (eq pt)	0-11	0-11	0-09	0-12	0-11	0-11
Yoghurt . . . . . (pt)	0-05	0-07	0-06	0-06	0-06	0-06
Other milk . . . . . (pt)	0-02	0-02	0-02	0-03	0-02	0-02
Cream . . . . . (pt)	0-03	0-03	0-04	0-02	0-03	0-03
<i>Total milk and cream . . . . . (pt or eq pt)</i>	<i>4-82</i>	<i>4-83</i>	<i>4-79</i>	<i>4-87</i>	<i>4-82</i>	<i>4-65</i>
<b>CHEESE:</b>						
Natural . . . . .	3-37	3-40	3-59	3-61	3-49	3-48
Processed . . . . .	0-24	0-25	0-23	0-21	0-23	0-23
<i>Total cheese . . . . .</i>	<i>3-61</i>	<i>3-65</i>	<i>3-82</i>	<i>3-81</i>	<i>3-72</i>	<i>3-71</i>
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	9-15	7-30	7-97	8-65	8-27	8-22
Mutton and lamb . . . . .	3-76	3-68	4-45	3-80	3-92	3-88
Pork . . . . .	3-42	3-12	3-33	3-47	3-34	3-31
<i>Total carcase meat . . . . .</i>	<i>16-33</i>	<i>14-09</i>	<i>15-75</i>	<i>15-93</i>	<i>15-52</i>	<i>15-41</i>
Other meat and meat products						
Liver . . . . .	0-89	0-77	0-80	0-74	0-80	0-79
Offals, other than liver . . . . .	0-38	0-27	0-27	0-33	0-31	0-31
Bacon and ham, uncooked . . . . .	4-29	4-12	4-48	4-37	4-31	4-31
Bacon and ham, cooked, including canned . . . . .	0-90	1-11	1-25	1-05	1-08	1-08
Cooked poultry, including canned . . . . .	0-16	0-19	0-19	0-19	0-18	0-18
Corned meat . . . . .	0-72	0-81	0-85	0-72	0-78	0-78
Other cooked meat, not purchased in cans . . . . .	0-43	0-56	0-52	0-46	0-49	0-49
Other canned meat and canned meat products . . . . .	1-35	1-46	1-53	1-22	1-39	1-39
Broiler chicken, uncooked, includ- ing frozen . . . . .	4-44	3-86	4-38	3-85	4-13	4-11
Other poultry, uncooked, including frozen . . . . .	1-78	1-53	1-77	2-28	1-84	1-81
Rabbit and other meat . . . . .	0-07	0-08	0-07	0-11	0-08	0-07
Sausages, uncooked, pork . . . . .	1-89	1-54	1-86	1-87	1-79	1-78
Sausages, uncooked, beef . . . . .	1-80	1-58	1-74	1-88	1-75	1-74
Meat pies and sausage rolls, ready- to-eat . . . . .	0-64	0-78	0-90	0-71	0-76	0-76
Frozen convenience meats or frozen convenience meat products . . . . .	1-07	1-14	1-31	1-19	1-18	1-18
Other meat products . . . . .	2-57	2-39	2-58	2-56	2-52	2-52
<i>Total other meat and meat products . . . . .</i>	<i>23-38</i>	<i>22-20</i>	<i>24-50</i>	<i>23-52</i>	<i>23-40</i>	<i>23-30</i>
<i>Total meat and meat products . . . . .</i>	<i>39-71</i>	<i>36-29</i>	<i>40-25</i>	<i>39-45</i>	<i>38-92</i>	<i>38-71</i>
<b>FISH:</b>						
White, filleted, fresh . . . . .	0-93	0-73	0-89	1-10	0-91	0-91
White, unfileted, fresh . . . . .	0-30	0-26	0-26	0-25	0-27	0-26
White, uncooked, frozen . . . . .	0-47	0-41	0-47	0-46	0-45	0-45
Herrings, filleted, fresh . . . . .	0-01	0-01	...	0-01	0-01	0-01
Herrings, unfileted, fresh . . . . .	0-04	0-02	0-02	0-04	0-03	0-03
Fat, fresh, other than herrings . . . . .	0-13	0-08	0-11	0-21	0-13	0-12
White, processed . . . . .	0-21	0-17	0-17	0-21	0-19	0-19
Fat, processed, filleted . . . . .	0-11	0-11	0-10	0-10	0-10	0-10
Fat, processed, unfileted . . . . .	0-04	0-04	0-05	0-09	0-05	0-05
Shellfish . . . . .	0-08	0-10	0-09	0-07	0-09	0-09
Cooked fish . . . . .	0-61	0-62	0-75	0-58	0-64	0-64
Canned salmon . . . . .	0-16	0-25	0-14	0-07	0-16	0-16
Other canned or bottled fish . . . . .	0-37	0-38	0-39	0-27	0-35	0-35
Fish products not frozen . . . . .	0-15	0-17	0-15	0-10	0-14	0-14
Frozen convenience fish products . . . . .	0-74	0-70	0-77	0-69	0-73	0-73
<i>Total fish . . . . .</i>	<i>4-35</i>	<i>4-05</i>	<i>4-35</i>	<i>4-25</i>	<i>4-25</i>	<i>4-22</i>
<b>EGGS.</b>						
EGGS. . . . . (no)	4-08	3-92	3-96	3-89	3-96	3-82



TABLE 7—continued

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
<b>FATS:</b>						
Butter . . . . .	4.74	4.39	4.53	4.54	4.55	4.54
Margarine . . . . .	3.34	3.56	3.40	3.87	3.54	3.54
Lard and compound cooking fat . . . . .	2.05	1.67	1.92	2.02	1.91	1.91
Vegetable and salad oils . . . . . (fl oz)	0.79	0.68	0.93	0.85	0.81	0.81
All other fats . . . . .	0.38	0.29	0.31	0.33	0.33	0.33
<i>Total fats . . . . .</i>	<i>11.29</i>	<i>10.60</i>	<i>11.08</i>	<i>11.60</i>	<i>11.14</i>	<i>11.14</i>
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	11.23	10.79	12.89	12.65	11.89	11.89
Jams, jellies and fruit curds . . . . .	1.11	1.05	1.05	0.94	1.04	1.02
Marmalade . . . . .	0.70	0.66	0.69	0.67	0.68	0.68
Syrup, treacle . . . . .	0.27	0.22	0.17	0.25	0.23	0.23
Honey . . . . .	0.25	0.17	0.19	0.19	0.20	0.20
<i>Total sugar and preserves . . . . .</i>	<i>13.57</i>	<i>12.89</i>	<i>14.99</i>	<i>14.68</i>	<i>14.03</i>	<i>14.01</i>
<b>VEGETABLES:</b>						
Old potatoes						
January–August						
not prepacked . . . . .	40.24	17.00	0.05	—	14.32	13.56
prepacked . . . . .	6.84	3.79	—	—	2.66	2.66
New potatoes						
January–August						
not prepacked . . . . .	0.62	14.88	23.81	—	9.83	8.87
prepacked . . . . .	0.06	0.93	2.79	—	0.95	0.95
Potatoes						
September–December						
not prepacked . . . . .	—	—	15.19	43.01	14.55	12.75
prepacked . . . . .	—	—	2.10	4.89	1.75	1.75
<i>Total fresh potatoes . . . . .</i>	<i>47.76</i>	<i>36.60</i>	<i>43.94</i>	<i>47.90</i>	<i>44.05</i>	<i>40.52</i>
Cabbages, fresh . . . . .						
Brussels sprouts, fresh . . . . .	4.83	4.58	5.48	4.46	4.84	3.64
Cauliflowers, fresh . . . . .	4.32	0.22	0.37	3.90	2.20	1.73
Leafy salads, fresh . . . . .	1.23	3.62	3.19	3.02	2.76	2.44
Peas, fresh . . . . .	0.60	1.82	2.23	0.78	1.36	1.05
Beans, fresh . . . . .	0.16	0.11	1.36	0.24	0.47	0.16
Other fresh green vegetables . . . . .	0.41	0.54	3.89	1.33	1.54	0.40
Miscellaneous fresh vegetables . . . . .	0.17	0.69	0.15	0.09	0.27	0.07
<i>Total fresh green vegetables . . . . .</i>	<i>11.71</i>	<i>11.59</i>	<i>16.68</i>	<i>13.82</i>	<i>13.45</i>	<i>9.49</i>
Carrots, fresh . . . . .						
Turnips and swedes, fresh . . . . .	4.92	3.01	3.19	4.18	3.83	3.40
Other root vegetables, fresh . . . . .	2.09	0.69	0.80	1.85	1.36	1.12
Onions, shallots, leeks, fresh . . . . .	1.12	0.59	0.90	1.13	0.94	0.65
Cucumbers, fresh . . . . .	3.84	2.98	3.12	3.67	3.40	2.94
Mushrooms, fresh . . . . .	0.41	1.26	1.37	0.52	0.89	0.82
Tomatoes, fresh . . . . .	0.54	0.51	0.50	0.42	0.49	0.48
Miscellaneous fresh vegetables . . . . .	2.14	3.54	5.74	3.26	3.67	3.01
<i>Total other fresh vegetables . . . . .</i>	<i>0.93</i>	<i>0.53</i>	<i>1.97</i>	<i>1.46</i>	<i>1.22</i>	<i>0.97</i>
<i>Total processed vegetables . . . . .</i>	<i>15.99</i>	<i>13.12</i>	<i>17.60</i>	<i>16.50</i>	<i>15.80</i>	<i>13.38</i>
Tomatoes, canned or bottled . . . . .						
Canned peas . . . . .	1.36	1.34	1.03	0.93	1.16	1.16
Canned beans . . . . .	2.52	2.50	2.45	2.36	2.46	2.46
Canned vegetables, other than pulses, potatoes or tomatoes . . . . .	4.00	3.82	3.92	3.93	3.92	3.92
Dried pulses, other than air-dried . . . . .	0.99	1.02	1.15	0.95	1.03	1.03
Air-dried vegetables . . . . .	0.41	0.46	0.32	0.48	0.42	0.42
Vegetable juices . . . . . (fl oz)	0.01	0.02	0.03	0.01	0.02	0.02
Chips, excluding frozen . . . . .	0.13	0.09	0.11	0.09	0.10	0.10
Instant potato . . . . .	0.83	0.91	0.14	0.72	0.90	0.90
Canned potato . . . . .	0.06	0.11	0.09	0.08	0.08	0.08
Crisps and other potato products, not frozen . . . . .	0.07	0.20	0.17	0.11	0.14	0.14
Other vegetable products . . . . .	0.56	0.64	0.56	0.58	0.59	0.59
Frozen peas . . . . .	0.23	0.38	0.28	0.30	0.30	0.30
Frozen beans . . . . .	1.62	1.91	1.45	1.62	1.65	1.65
Frozen chips and other frozen convenience potato products . . . . .	0.47	0.61	0.47	0.36	0.48	0.47
All frozen vegetables and frozen vegetable products, not specified elsewhere . . . . .	0.58	1.03	0.70	0.76	0.77	0.77
<i>Total processed vegetables . . . . .</i>	<i>14.43</i>	<i>15.79</i>	<i>14.61</i>	<i>13.97</i>	<i>14.70</i>	<i>14.69</i>
<i>Total vegetables . . . . .</i>	<i>89.89</i>	<i>77.10</i>	<i>92.83</i>	<i>92.19</i>	<i>88.00</i>	<i>78.08</i>

TABLE 7—continued  
(oz per person per week, except where otherwise stated)

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
<b>FRUIT:</b>						
Fresh						
Oranges . . . . .	4.05	3.94	2.09	1.63	2.93	2.92
Other citrus fruit . . . . .	2.59	1.66	1.17	1.95	1.84	1.84
Apples . . . . .	6.51	6.40	6.67	8.50	7.02	6.08
Pears . . . . .	0.67	0.41	0.70	0.88	0.67	0.62
Stone fruit . . . . .	0.07	0.13	2.54	0.27	0.75	0.68
Grapes . . . . .	0.11	0.05	0.41	0.44	0.26	0.25
Soft fruit, other than grapes . . . . .	0.14	0.44	2.35	0.21	0.78	0.41
Bananas . . . . .	2.66	2.99	3.17	3.02	2.96	2.96
Rhubarb . . . . .	0.24	1.48	0.65	0.04	0.60	0.16
Other fresh fruit . . . . .	0.05	0.11	0.97	0.27	0.35	0.34
<i>Total fresh fruit . . . . .</i>	<i>17.08</i>	<i>17.61</i>	<i>20.71</i>	<i>17.21</i>	<i>18.15</i>	<i>16.25</i>
Canned peaches, pears and pineapples . . . . .	1.28	1.63	1.60	1.55	1.51	1.51
Other canned or bottled fruit . . . . .	1.67	1.59	1.34	1.54	1.54	1.51
Dried fruit and dried fruit products . . . . .	0.74	0.65	0.79	1.78	0.99	0.99
Frozen fruit and frozen fruit products . . . . .	0.13	0.11	0.05	0.04	0.08	0.08
Nuts and nut products . . . . .	0.26	0.27	0.27	0.51	0.33	0.33
Fruit juices . . . . . (fl oz)	1.66	1.58	2.04	1.91	1.80	1.79
<i>Total other fruit and fruit products . . . . .</i>	<i>5.75</i>	<i>5.82</i>	<i>6.10</i>	<i>7.33</i>	<i>6.25</i>	<i>6.22</i>
<i>Total fruit . . . . .</i>	<i>22.82</i>	<i>23.43</i>	<i>26.81</i>	<i>24.54</i>	<i>24.40</i>	<i>22.47</i>
<b>CEREALS:</b>						
White bread, large loaves, unsliced . . . . .	6.16	5.99	6.00	7.07	6.31	6.29
White bread, large loaves, sliced . . . . .	17.31	17.21	17.00	14.15	16.42	16.41
White bread, small loaves, unsliced . . . . .	1.82	1.67	1.72	2.34	1.89	1.89
White bread, small loaves, sliced . . . . .	0.40	0.48	0.48	0.38	0.44	0.43
Brown bread . . . . .	2.77	3.03	3.47	3.32	3.15	3.15
Wholewheat and wholemeal bread . . . . .	0.60	0.75	0.65	0.77	0.69	0.69
Other bread . . . . .	3.13	3.41	3.34	3.07	3.24	3.23
<i>Total bread . . . . .</i>	<i>32.19</i>	<i>32.55</i>	<i>32.66</i>	<i>31.10</i>	<i>32.13</i>	<i>32.09</i>
Flour . . . . .	6.03	6.14	5.47	6.19	5.96	5.96
Buns, scones and teacakes . . . . .	1.42	0.91	1.00	1.08	1.10	1.10
Cakes and pastries . . . . .	2.48	2.66	2.78	2.77	2.67	2.67
Crispbread . . . . .	0.23	0.31	0.23	0.21	0.24	0.24
Biscuits, other than chocolate biscuits . . . . .	3.89	4.13	4.26	4.33	4.15	4.15
Chocolate biscuits . . . . .	1.03	1.04	1.01	1.19	1.06	1.06
Oatmeal and oat products . . . . .	0.60	0.39	0.33	0.55	0.47	0.47
Breakfast cereals . . . . .	3.28	3.52	3.59	3.41	3.45	3.45
Canned milk puddings . . . . .	1.48	1.07	1.13	1.11	1.20	1.20
Other puddings . . . . .	0.18	0.12	0.16	0.36	0.21	0.20
Rice . . . . .	0.61	0.54	0.65	0.64	0.61	0.61
Cereal-based invalid foods (including "slimming" foods) . . . . .	0.01	...	0.01	0.02	0.01	0.01
Infant cereal foods . . . . .	0.10	0.09	0.11	0.09	0.10	0.10
Frozen convenience cereal foods . . . . .	0.29	0.34	0.41	0.56	0.40	0.40
Cereal convenience foods, including canned, not specified elsewhere . . . . .	2.05	2.03	2.10	2.27	2.11	2.11
Other cereal foods . . . . .	0.52	0.32	0.41	0.52	0.44	0.44
<i>Total cereals . . . . .</i>	<i>56.39</i>	<i>56.16</i>	<i>56.28</i>	<i>56.39</i>	<i>56.31</i>	<i>56.27</i>
<b>BEVERAGES:</b>						
Tea . . . . .	1.92	1.86	2.05	2.12	1.99	1.99
Coffee, bean and ground . . . . .	0.07	0.04	0.09	0.07	0.07	0.07
Coffee, instant . . . . .	0.41	0.43	0.47	0.48	0.44	0.44
Coffee, essences . . . . . (fl oz)	0.05	0.02	0.04	0.03	0.04	0.04
Cocoa and drinking chocolate . . . . .	0.17	0.10	0.10	0.12	0.12	0.12
Branded food drinks . . . . .	0.20	0.09	0.14	0.17	0.15	0.15
<i>Total beverages . . . . .</i>	<i>2.82</i>	<i>2.54</i>	<i>2.90</i>	<i>3.00</i>	<i>2.81</i>	<i>2.81</i>
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled . . . . .	0.34	0.22	0.20	0.25	0.25	0.25
Soups, canned . . . . .	3.66	2.08	2.09	3.20	2.76	2.76
Soups, dehydrated and powdered . . . . .	0.17	0.10	0.09	0.13	0.12	0.12
Accelerated freeze-dried foods (excluding coffee) . . . . .	—	—	—	—	—	—
Spreads and dressings . . . . .	0.21	0.47	0.41	0.18	0.32	0.32
Pickles and sauces . . . . .	1.71	1.79	1.56	1.90	1.74	1.73
Meat and yeast extracts . . . . .	0.19	0.13	0.14	0.19	0.16	0.16
Table jelly, squares and crystals . . . . .	0.29	0.38	0.32	0.37	0.34	0.34
Ice-cream (served as part of a meal), mousse . . . . . (fl oz)	1.49	2.81	2.68	1.96	2.24	2.23
All frozen convenience foods, not specified elsewhere . . . . .	0.01	...	0.01	0.01	0.01	0.01
Salt . . . . .	0.85	0.66	0.77	0.83	0.78	0.78
Novel protein foods . . . . .	0.04	0.04	0.02	0.03	0.03	0.03

(a) See Appendix A, Table 15 for further details of the classification of foods.

TABLE 8

## Household expenditure on individual foods (a): quarterly and annual national averages, 1978

(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	
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . .	53·67	54·07	54·19	55·86	54·45	98
Welfare . . . . .	0·03	0·04	0·03	0·02	0·03	n.a.
School . . . . .						n.a.
<i>Total liquid milk</i> . . . . .	<i>53·70</i>	<i>54·11</i>	<i>54·21</i>	<i>55·87</i>	<i>54·47</i>	<i>98</i>
Condensed milk . . . . .	1·21	1·37	1·57	1·31	1·37	17
Dried milk, branded . . . . .	0·57	0·59	0·80	0·82	0·69	1
Instant milk . . . . .	0·87	0·88	0·74	1·01	0·87	5
Yoghurt . . . . .	1·86	2·45	2·30	2·10	2·17	19
Other milk . . . . .	0·53	0·45	0·49	0·63	0·53	4
Cream . . . . .	2·37	2·58	3·45	2·27	2·67	21
<i>Total milk and cream</i> . . . . .	<i>61·11</i>	<i>62·43</i>	<i>63·56</i>	<i>64·01</i>	<i>62·77</i>	<i>n.a.</i>
<b>CHEESE:</b>						
Natural . . . . .	14·56	14·66	15·97	16·62	15·45	71
Processed . . . . .	1·23	1·29	1·18	1·20	1·22	13
<i>Total cheese</i> . . . . .	<i>15·78</i>	<i>15·95</i>	<i>17·15</i>	<i>17·82</i>	<i>16·68</i>	<i>75</i>
<b>MEAT AND MEAT PRODUCTS:</b>						
<b>Carcase meat</b>						
Beef and veal . . . . .	51·78	43·61	48·93	53·50	49·45	64
Mutton and lamb . . . . .	16·82	17·99	22·90	20·33	19·51	33
Pork . . . . .	16·16	14·96	16·85	18·23	16·55	33
<i>Total carcase meat</i> . . . . .	<i>84·76</i>	<i>76·56</i>	<i>88·68</i>	<i>92·06</i>	<i>85·51</i>	<i>79</i>
<b>Other meat and meat products</b>						
Liver . . . . .	2·96	2·72	2·94	2·93	2·89	21
Offals, other than liver . . . . .	1·11	0·72	0·83	1·09	0·94	6
Bacon and ham, uncooked . . . . .	21·02	20·77	23·43	23·71	22·23	70
Bacon and ham, cooked, including canned . . . . .	6·26	7·67	9·04	7·52	7·62	42
Cooked poultry, including canned . . . . .	1·00	1·22	1·19	1·30	1·18	5
Corned meat . . . . .	3·70	3·99	4·25	3·74	3·92	27
Other cooked meat, not purchased in cans . . . . .	2·73	3·48	3·51	3·17	3·22	23
Other canned meat and canned meat products . . . . .	4·07	4·48	4·74	3·92	4·30	25
Broiler chicken, uncooked, including frozen . . . . .	12·58	12·11	14·03	12·21	12·73	27
Other poultry, uncooked, including frozen . . . . .	4·97	4·45	5·42	6·91	5·44	7
Rabbit and other meat . . . . .	0·18	0·25	0·22	0·35	0·25	1
Sausages, uncooked, pork . . . . .	5·69	4·78	5·92	6·11	5·63	33
Sausages, uncooked, beef . . . . .	5·10	4·63	5·13	5·61	5·12	30
Meat pies and sausage rolls, ready-to-eat . . . . .	2·13	2·70	3·29	2·69	2·70	19
Frozen convenience meats or frozen convenience meat products . . . . .	4·24	4·74	5·64	5·42	5·01	18
Other meat products . . . . .	10·39	10·22	11·74	11·32	10·92	48
<i>Total other meat and meat products</i> . . . . .	<i>88·14</i>	<i>88·91</i>	<i>101·32</i>	<i>98·01</i>	<i>94·09</i>	<i>96</i>
<i>Total meat and meat products</i> . . . . .	<i>172·90</i>	<i>165·47</i>	<i>190·00</i>	<i>190·07</i>	<i>179·60</i>	<i>n.a.</i>
<b>FISH:</b>						
White, filleted, fresh . . . . .	5·01	4·08	4·79	6·12	5·00	17
White, unfileted, fresh . . . . .	1·40	1·03	1·03	0·98	1·11	4
White, uncooked, frozen . . . . .	2·64	2·34	2·71	2·59	2·57	8
Herrings, filleted, fresh . . . . .	0·02	0·04	0·02	0·05	0·03	...
Fat, fresh, other than herrings . . . . .	0·59	0·36	0·36	0·95	0·56	2
White, processed . . . . .	1·14	0·96	1·05	1·26	1·10	4
Fat, processed, filleted . . . . .	0·54	0·46	0·49	0·63	0·53	3
Fat, processed, unfileted . . . . .	0·13	0·15	0·17	0·36	0·20	1
Shellfish . . . . .	0·81	0·91	0·94	0·62	0·82	3
Cooked fish . . . . .	3·79	3·99	4·72	3·79	4·07	17
Canned salmon . . . . .	1·55	2·10	1·29	0·65	1·40	6
Other canned or bottled fish . . . . .	1·82	1·72	1·78	1·42	1·69	13
Fish products, not frozen . . . . .	0·89	1·02	0·91	0·67	0·87	9
Frozen convenience fish products . . . . .	3·71	3·58	3·87	3·64	3·70	17
<i>Total fish</i> . . . . .	<i>24·16</i>	<i>22·81</i>	<i>24·22</i>	<i>23·84</i>	<i>23·76</i>	<i>66</i>

HFC—B\*

TABLE 8—continued  
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
EGGS . . . . .	17-06	15-13	14-63	14-88	15-43	79
FATS:						
Butter . . . . .	14-94	14-41	16-50	17-32	15-79	65
Margarine . . . . .	6-57	6-85	6-79	7-82	7-01	50
Lard and compound cooking fat . . . . .	3-08	2-48	2-88	2-94	2-85	39
Vegetable and salad oils . . . . .	1-61	1-41	1-95	1-75	1-68	7
All other fats . . . . .	1-14	0-83	0-93	0-98	0-97	10
<i>Total fats</i> . . . . .	27-35	26-00	29-05	30-80	28-30	87
SUGAR AND PRESERVES:						
Sugar . . . . .	8-64	8-52	10-46	10-84	9-62	63
Jams, jellies and fruit curds . . . . .	1-98	1-95	1-97	1-83	1-93	18
Marmalade . . . . .	1-15	1-11	1-23	1-22	1-18	12
Syrup, treacle . . . . .	0-36	0-31	0-26	0-39	0-33	3
Honey . . . . .	0-82	0-57	0-65	0-67	0-68	4
<i>Total sugar and preserves</i> . . . . .	12-96	12-45	14-56	14-94	13-73	70
VEGETABLES:						
Old potatoes						
January–August						
not prepacked . . . . .	8-27	5-00	0-01	—	3-32	} n.a.
prepacked . . . . .	1-88	1-39	—	—	0-82	
New potatoes						
January–August						
not prepacked . . . . .	0-43	10-75	6-55	—	4-43	
prepacked . . . . .	0-03	0-69	1-03	—	0-44	
Potatoes						
September–December						
not prepacked . . . . .	—	—	2-66	7-85	2-63	
prepacked . . . . .	—	—	0-58	1-35	0-48	
<i>Total fresh potatoes</i> . . . . .	10-61	17-82	10-83	9-19	12-11	64 (b)
Cabbages, fresh . . . . .	1-83	2-35	2-24	1-72	2-03	33
Brussels sprouts, fresh . . . . .	2-16	0-11	0-32	2-14	1-18	19
Cauliflowers, fresh . . . . .	1-16	2-64	2-19	1-90	1-97	24
Leafy salads, fresh . . . . .	1-78	3-67	1-97	1-37	2-20	36
Peas, fresh . . . . .	—	0-03	0-56	—	0-15	(b)
Beans, fresh . . . . .	0-01	0-14	1-32	0-24	0-42	(b)
Other fresh green vegetables . . . . .	0-11	0-12	0-06	0-06	0-09	1
<i>Total fresh green vegetables</i> . . . . .	7-04	9-06	8-67	7-42	8-05	70
Carrots, fresh . . . . .	1-62	1-58	1-57	1-49	1-56	38
Turnips and swedes, fresh . . . . .	0-74	0-30	0-31	0-63	0-50	12
Other root vegetables, fresh . . . . .	0-61	0-48	0-58	0-61	0-57	11
Onions, shallots, leeks, fresh . . . . .	1-75	2-18	2-09	2-04	2-02	40
Cucumbers, fresh . . . . .	0-90	2-21	1-54	0-83	1-37	24
Mushrooms, fresh . . . . .	2-09	1-90	1-81	1-71	1-88	22
Tomatoes, fresh . . . . .	5-06	9-97	7-42	4-25	6-67	54
Miscellaneous fresh vegetables . . . . .	1-39	1-06	1-53	1-65	1-41	15
<i>Total other fresh vegetables</i> . . . . .	14-18	19-68	16-85	13-20	15-98	82
Tomatoes, canned or bottled . . . . .	1-46	1-44	1-17	1-02	1-27	19
Canned peas . . . . .	2-44	2-48	2-41	2-38	2-43	33
Canned beans . . . . .	3-93	3-81	3-95	3-92	3-90	47
Canned vegetables, other than pulses, potatoes or tomatoes . . . . .	1-43	1-50	1-67	1-35	1-49	18
Dried pulses, other than air-dried . . . . .	0-68	0-78	0-60	0-80	0-72	8
Air-dried vegetables . . . . .	0-16	0-13	0-30	0-17	0-19	2
Vegetable juices . . . . .	0-24	0-19	0-23	0-20	0-21	3
Chips, excluding frozen . . . . .	2-21	2-45	3-03	2-00	2-42	19
Instant potato . . . . .	0-26	0-40	0-38	0-29	0-34	3
Canned potato . . . . .	0-09	0-25	0-20	0-13	0-17	2
Crisps and other potato products, not frozen . . . . .	3-19	3-75	3-31	3-30	3-39	30
Other vegetable products . . . . .	0-67	1-19	0-85	0-95	0-92	10
Frozen peas . . . . .	2-45	2-80	2-30	2-71	2-57	20
Frozen beans . . . . .	0-96	1-16	0-95	0-70	0-94	7
Frozen chips and other frozen convenience potato products . . . . .	0-68	1-12	0-99	1-06	0-96	6
All frozen vegetables and frozen vegetable products, not specified elsewhere . . . . .	1-26	1-59	1-54	1-44	1-46	9
<i>Total processed vegetables</i> . . . . .	22-11	25-04	23-90	22-44	23-37	84
<i>Total vegetables</i> . . . . .	53-94	71-60	58-25	52-25	59-51	n.a.

TABLE 8—continued

(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	
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	4.00	3.88	2.42	1.89	3.05	29
Other citrus fruit . . . . .	2.88	1.65	1.43	2.65	2.15	22
Apples . . . . .	8.02	9.02	7.83	5.64	7.63	54
Pears . . . . .	0.84	0.60	0.90	0.87	0.80	9
Stone fruit . . . . .	0.18	0.39	3.62	0.24	1.11	9
Grapes . . . . .	0.38	0.21	0.93	0.90	0.61	5
Soft fruit, other than grapes . . . . .	0.02	0.87	3.25	0.04	1.04	5
Bananas . . . . .	3.36	3.92	4.23	3.85	3.84	38
Rhubarb . . . . .	0.19	0.32	0.07	—	0.15	2
Other fresh fruit . . . . .	0.11	0.21	1.26	0.47	0.51	3
<i>Total fresh fruit</i> . . . . .	<i>19.98</i>	<i>21.06</i>	<i>25.95</i>	<i>16.56</i>	<i>20.89</i>	<i>76</i>
Canned peaches, pears and pine-apples . . . . .	2.19	2.83	2.80	2.68	2.63	24
Other canned or bottled fruit . . . . .	3.01	2.92	2.52	2.91	2.84	23
Dried fruit and dried fruit products . . . . .	2.15	1.96	2.26	4.74	2.77	15
Frozen fruit and frozen fruit products . . . . .	0.42	0.35	0.13	0.16	0.27	1
Nuts and nut products . . . . .	1.12	1.25	1.30	2.43	1.53	10
Fruit juices . . . . .	2.20	2.18	2.84	2.67	2.47	15
<i>Total other fruit and fruit products</i> . . . . .	<i>11.09</i>	<i>11.47</i>	<i>11.86</i>	<i>15.59</i>	<i>12.50</i>	<i>57</i>
<i>Total fruit</i> . . . . .	<i>31.07</i>	<i>32.53</i>	<i>37.81</i>	<i>32.15</i>	<i>33.39</i>	<i>n.a.</i>
<b>CEREALS:</b>						
White bread, large loaves, unsliced . . . . .	5.63	5.82	6.05	7.32	6.21	31
White bread, large loaves, sliced . . . . .	14.14	14.95	15.27	13.19	14.39	55
White bread, small loaves, unsliced . . . . .	2.29	2.21	2.32	3.21	2.51	19
White bread, small loaves, sliced . . . . .	0.49	0.63	0.63	0.51	0.56	6
Brown bread . . . . .	3.17	3.51	4.17	3.98	3.71	30
Wholewheat and wholemeal bread . . . . .	0.69	0.89	0.81	0.94	0.83	7
Other bread . . . . .	5.25	5.92	6.00	5.76	5.73	42
<i>Total bread</i> . . . . .	<i>31.66</i>	<i>33.92</i>	<i>35.24</i>	<i>34.90</i>	<i>33.93</i>	<i>95</i>
Flour . . . . .	3.62	3.75	3.44	3.89	3.67	27
Buns, scones and teacakes . . . . .	3.21	2.20	2.46	2.68	2.64	26
Cakes and pastries . . . . .	8.81	9.55	9.91	10.37	9.66	49
Crispbread . . . . .	0.62	0.79	0.64	0.57	0.65	9
Biscuits, other than chocolate biscuits . . . . .	8.96	9.71	10.17	10.81	9.91	67
Chocolate biscuits . . . . .	4.75	4.96	4.74	5.83	5.07	34
Oatmeal and oat products . . . . .	0.81	0.56	0.44	0.78	0.65	7
Breakfast cereals . . . . .	6.86	7.59	7.76	7.50	7.43	44
Canned milk puddings . . . . .	1.36	1.01	1.13	1.12	1.16	15
Other puddings . . . . .	0.55	0.36	0.48	1.29	0.67	5
Rice . . . . .	0.88	0.82	0.99	1.07	1.94	7
Cereal-based invalid foods (including "slimming" foods) . . . . .	0.09	0.01	0.04	0.14	0.07	...
Infant cereal foods . . . . .	0.48	0.54	0.75	0.63	0.60	3
Frozen convenience cereal foods . . . . .	0.99	1.27	1.58	2.29	1.53	8
Cereal convenience foods, including canned, not specified elsewhere . . . . .	4.35	4.63	4.76	5.46	4.80	39
Other cereal foods . . . . .	0.64	0.57	0.65	0.70	0.64	7
<i>Total cereals</i> . . . . .	<i>78.65</i>	<i>82.24</i>	<i>85.20</i>	<i>90.02</i>	<i>84.02</i>	<i>n.a.</i>
<b>BEVERAGES:</b>						
Tea . . . . .	12.88	11.85	12.90	12.21	12.46	59
Coffee, bean and ground . . . . .	1.05	0.63	1.23	0.95	0.96	2
Coffee, instant . . . . .	10.30	10.29	10.61	10.43	10.41	30
Coffee, essences . . . . .	0.39	0.18	0.31	0.23	0.28	1
Cocoa and drinking chocolate . . . . .	0.95	0.65	0.71	0.77	0.77	4
Branded food drinks . . . . .	0.81	0.41	0.60	0.75	0.64	3
<i>Total beverages</i> . . . . .	<i>26.37</i>	<i>24.01</i>	<i>26.34</i>	<i>25.34</i>	<i>25.52</i>	<i>72</i>

TABLE 8—continued  
(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 . . . . .	0·83	0·60	0·53	0·69	0·66	2
Soups, canned . . . . .	4·17	2·48	2·56	4·00	3·30	28
Soups, dehydrated and powdered . . . . .	1·12	0·70	0·66	0·91	0·85	9
Accelerated freeze-dried foods (excluding coffee) . . . . .	—	—	—	—	—	—
Spreads and dressings . . . . .	0·74	1·60	1·39	0·72	1·11	10
Pickles and sauces . . . . .	3·46	3·63	3·28	4·19	3·64	30
Meat and yeast extracts . . . . .	1·60	1·14	1·21	1·61	1·39	16
Table jelly, squares and crystals . . . . .	0·66	0·89	0·75	0·86	0·79	14
Ice-cream (served as part of a meal), mousse . . . . .	2·26	4·32	4·07	2·94	3·40	17
All frozen convenience foods not specified elsewhere . . . . .	0·03	0·01	0·03	0·03	0·02	...
Salt . . . . .	0·38	0·30	0·38	0·41	0·37	8
Artificial sweeteners (expenditure only) . . . . .	0·10	0·11	0·06	0·07	0·08	...
Miscellaneous (expenditure only) . . . . .	2·45	2·63	2·96	3·10	2·78	29
Novel protein foods . . . . .	0·10	0·11	0·07	0·11	0·10	1
<i>Total miscellaneous</i> . . . . .	<i>17·90</i>	<i>18·51</i>	<i>17·93</i>	<i>19·63</i>	<i>18·50</i>	<i>n.a.</i>
<i>Total expenditure</i> . . . . .	<i>£5·39</i>	<i>£5·49</i>	<i>£5·81</i>	<i>£5·76</i>	<i>£5·61</i>	<i>100</i>

(a) See Appendix A, Table 15 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 10 below.

TABLE 9

Household food prices (a): quarterly and annual national averages,  
individual foods (b), 1978

	Average prices paid in 1978				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
<b>MILK AND CREAM:</b>					
Liquid milk, full price . . . . .	12-60	12-62	12-62	13-13	12-72
Condensed milk . . . . .	11-20	12-16	12-29	12-66	12-06
Dried milk, branded . . . . .	13-67	14-62	14-40	15-18	14-47
Instant milk . . . . .	7-91	8-03	8-32	8-28	8-12
Yoghurt . . . . .	34-74	37-08	36-93	37-01	36-45
Other milk . . . . .	31-84	28-92	36-45	27-62	30-87
Cream . . . . .	92-15	91-82	94-97	98-97	94-08
<b>CHEESE:</b>					
Natural . . . . .	69-78	68-91	71-25	73-78	70-82
Processed . . . . .	82-28	82-82	81-70	92-90	84-30
<b>MEAT AND MEAT PRODUCTS:</b>					
Carcase meat					
Beef and veal . . . . .	90-90	96-36	98-51	99-86	96-05
Mutton and lamb . . . . .	71-79	78-60	82-90	87-95	80-00
Pork . . . . .	75-90	77-46	81-52	84-69	79-67
Other meat and meat products					
Liver . . . . .	53-05	56-86	59-21	64-27	57-76
Offals, other than liver . . . . .	46-39	42-36	50-00	52-71	47-67
Bacon and ham, uncooked . . . . .	78-59	80-64	83-86	86-97	82-32
Bacon and ham, cooked, including canned . . . . .	111-75	110-63	115-63	115-12	113-29
Cooked poultry, including canned . . . . .	97-34	103-43	99-54	109-72	102-32
Corned meat . . . . .	82-78	78-46	79-60	83-03	80-74
Other cooked meat, not purchased in cans . . . . .	102-25	99-74	107-69	111-30	104-75
Other canned meat and canned meat products . . . . .	48-23	49-07	49-70	51-16	49-42
Broiler chicken, uncooked, including frozen . . . . .	45-69	50-29	51-45	51-30	49-49
Other poultry, uncooked, including frozen . . . . .	45-02	46-95	50-68	49-35	48-00
Rabbit and other meat . . . . .	60-22	64-46	58-18	58-80	60-36
Sausages, uncooked, pork . . . . .	48-31	49-96	51-02	52-49	50-34
Sausages, uncooked, beef . . . . .	45-52	46-97	47-31	47-92	46-88
Meat pies and sausage rolls, ready-to-eat . . . . .	52-91	55-43	58-21	60-52	56-72
Frozen convenience meats or frozen convenience meat products . . . . .	63-61	66-83	68-88	72-83	67-93
Other meat products . . . . .	64-84	68-56	73-00	70-89	69-21
<b>FISH:</b>					
White, filleted, fresh . . . . .	86-31	89-87	86-52	89-24	87-89
White, unfileted, fresh . . . . .	73-56	64-19	67-61	66-44	68-34
White, uncooked, frozen . . . . .	89-15	91-23	91-78	90-81	90-71
Herrings, filleted, fresh . . . . .	69-50	62-93	86-67	67-49	68-96
Herrings, unfileted, fresh . . . . .	43-18	62-39	59-02	48-40	50-82
Fat, fresh, other than herrings . . . . .	72-52	79-06	82-86	78-36	77-39
White, processed . . . . .	86-28	89-61	96-26	94-34	91-29
Fat, processed, filleted . . . . .	82-68	70-14	81-48	99-66	82-52
Fat, processed, unfileted . . . . .	59-79	61-36	57-92	64-24	61-34
Shellfish . . . . .	170-20	143-09	165-59	133-94	153-83
Cooked fish . . . . .	99-67	102-34	101-02	105-35	101-85
Canned salmon . . . . .	151-73	136-56	147-71	144-35	143-93
Other canned or bottled fish . . . . .	79-63	72-99	73-83	85-02	76-99
Fish products, not frozen . . . . .	92-60	96-56	99-01	112-05	98-26
Frozen convenience fish products . . . . .	80-02	81-53	80-71	84-10	81-42
<b>EGGS . . . . .</b>					
	4-31	4-06	3-84	3-95	4-05
<b>FATS:</b>					
Butter . . . . .	50-58	52-48	58-42	61-11	55-29
Margarine . . . . .	31-49	30-84	31-96	32-36	31-64
Lard and compound cooking fat . . . . .	24-04	23-80	24-01	23-32	23-81
Vegetable and salad oils . . . . .	40-66	41-30	42-02	41-34	41-35
All other fats . . . . .	48-54	44-85	48-76	47-83	47-56
<b>SUGAR AND PRESERVES:</b>					
Sugar . . . . .	12-31	12-64	12-99	13-71	12-90
Jams, jellies and fruit curds . . . . .	28-92	30-20	30-52	32-12	30-28
Marmalade . . . . .	26-21	26-85	28-45	29-10	27-56
Syrup, treacle . . . . .	21-57	22-27	23-69	25-16	22-99
Honey . . . . .	52-75	54-12	56-21	58-96	55-11
<b>VEGETABLES:</b>					
Old potatoes					
January-August not prepacked . . . . .	3-46	5-00	4-47	n.a.	3-92
prepacked . . . . .	4-40	5-89	n.a.	n.a.	4-93
New potatoes					
January-August not prepacked . . . . .	11-42	11-63	5-22	n.a.	8-06
prepacked . . . . .	8-48	11-79	5-88	n.a.	7-42
Potatoes					
September-December not prepacked . . . . .	n.a.	n.a.	3-30	3-29	3-30
prepacked . . . . .	n.a.	n.a.	4-42	4-40	4-41

TABLE 9—continued

	Average prices paid in 1978				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
<b>VEGETABLES—continued</b>					
Cabbages, fresh . . . . .	7.49	10.00	9.86	8.44	8.95
Brussels sprouts, fresh . . . . .	11.02	13.91	15.52	10.33	11.02
Cauliflowers, fresh . . . . .	16.66	13.20	13.14	11.00	13.07
Leafy salads, fresh . . . . .	48.13	38.55	22.17	32.44	33.58
Peas, fresh . . . . .	n.a.	22.82	14.11	n.a.	14.43
Beans, fresh . . . . .	70.00	20.69	16.44	19.07	17.02
Other fresh green vegetables . . . . .	28.62	14.26	20.80	18.18	19.00
Carrots, fresh . . . . .	5.68	8.73	9.93	6.56	7.38
Turnips and swedes, fresh . . . . .	6.61	7.32	8.66	7.06	7.12
Other root vegetables, fresh . . . . .	11.38	15.80	19.74	12.53	14.13
Onions, shallots, leeks, fresh . . . . .	8.42	12.94	12.77	10.51	10.98
Cucumbers, fresh . . . . .	34.97	28.13	21.08	29.13	26.64
Mushrooms, fresh . . . . .	62.87	59.99	62.81	66.51	62.71
Tomatoes, fresh . . . . .	38.52	45.32	27.07	33.12	35.63
Miscellaneous fresh vegetables . . . . .	25.70	35.45	18.86	21.60	23.50
Tomatoes, canned or bottled . . . . .	17.23	17.23	18.22	17.49	17.49
Canned peas . . . . .	15.51	15.87	15.77	16.14	15.80
Canned beans . . . . .	15.71	15.97	16.13	15.94	15.94
Canned vegetables, other than pulses, potatoes or tomatoes . . . . .	23.14	23.60	23.28	22.81	23.24
Dried pulses, other than air-dried . . . . .	26.99	27.08	29.50	26.78	27.47
Air-dried vegetables . . . . .	187.50	124.92	158.76	187.83	161.41
Vegetable juices . . . . .	36.58	43.91	42.72	45.17	41.32
Chips, excluding frozen . . . . .	42.57	43.07	42.66	44.87	43.12
Instant potato . . . . .	67.44	61.47	64.76	61.41	63.55
Canned potato . . . . .	19.98	19.50	19.37	18.72	19.39
Crisps and other potato products, not frozen . . . . .	92.03	93.36	94.18	90.54	92.63
Other vegetable products . . . . .	47.45	49.37	49.31	51.11	49.33
Frozen peas . . . . .	24.25	23.53	25.34	26.92	24.83
Frozen beans . . . . .	32.43	31.18	32.40	31.18	31.81
Frozen chips and other frozen convenience potato products . . . . .	18.77	17.51	22.61	22.29	19.96
All frozen vegetables and frozen vegetable products, not specified elsewhere . . . . .	33.99	33.64	33.52	33.63	33.69
<b>FRUIT:</b>					
Fresh					
Oranges . . . . .	15.85	15.77	18.54	18.64	16.62
Other citrus fruit . . . . .	17.83	15.90	19.55	21.97	18.57
Apples . . . . .	20.48	22.95	22.49	14.59	20.35
Pears . . . . .	20.18	23.16	22.79	18.27	20.89
Stone fruit . . . . .	50.04	46.49	24.91	20.58	26.35
Grapes . . . . .	53.81	62.22	37.72	33.03	39.43
Soft fruit, other than grapes . . . . .	n.a.	66.25	36.96	84.57	41.24
Bananas . . . . .	20.22	20.96	21.36	20.51	20.79
Rhubarb . . . . .	21.88	12.83	11.46	n.a.	14.65
Other fresh fruit . . . . .	35.83	31.07	21.09	28.53	23.69
Canned peaches, pears and pineapples Other canned or bottled fruit . . . . .	27.51	27.77	28.09	27.60	27.76
Dried fruit and dried fruit products . . . . .	29.33	29.84	30.40	30.58	29.97
Frozen fruit and frozen fruit products . . . . .	46.20	48.45	45.72	42.57	45.05
Nuts and nut products . . . . .	50.97	52.40	39.50	66.93	51.10
Fruit juices . . . . .	71.42	74.69	76.45	76.26	74.93
	26.41	27.55	27.78	28.24	27.49
<b>CEREALS:</b>					
White bread, large loaves, unsliced . . . . .	14.79	15.54	16.16	16.56	15.74
White bread, large loaves, sliced . . . . .	13.10	13.90	14.38	14.92	13.99
White bread, small loaves, unsliced . . . . .	20.19	21.17	21.55	21.92	21.21
White bread, small loaves, sliced . . . . .	19.31	20.94	21.03	21.55	20.68
Brown bread . . . . .	18.31	18.52	19.20	19.19	18.82
Wholewheat and wholemeal bread . . . . .	18.27	18.81	19.99	19.45	19.12
Other bread . . . . .	26.97	27.76	28.77	30.02	28.28
Flour . . . . .	9.59	9.77	10.05	10.06	9.85
Buns, scones and teacakes . . . . .	36.12	38.68	39.55	39.84	38.24
Cakes and pastries . . . . .	56.91	57.48	57.15	60.08	57.83
Crispbread . . . . .	43.91	40.97	44.15	42.84	42.80
Biscuits, other than chocolate biscuits . . . . .	36.90	37.57	38.22	39.99	38.11
Chocolate biscuits . . . . .	73.98	76.49	75.23	78.70	76.06
Oatmeal and oat products . . . . .	21.48	22.99	21.37	22.75	22.12
Breakfast cereals . . . . .	33.47	34.45	34.62	35.22	34.41
Canned milk puddings . . . . .	14.76	15.14	16.11	16.25	15.47
Other puddings . . . . .	48.18	49.30	48.83	57.05	51.94
Rice . . . . .	22.97	24.17	24.61	26.53	24.50
Cereal-based invalid foods (including "slimming" foods) . . . . .	117.26	192.00	67.86	107.15	102.02
Infant cereal foods . . . . .	73.20	100.67	109.84	109.83	97.30
Frozen convenience cereal foods . . . . .	54.97	60.49	62.00	65.25	61.27
Cereal convenience foods, including canned, not specified elsewhere . . . . .	34.02	36.43	36.29	38.53	36.25
Other cereal foods . . . . .	19.78	28.62	25.68	21.48	23.32



TABLE 9—continued

	Average prices paid in 1978				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
<b>BEVERAGES:</b>					
Tea . . . . .	107-04	102-07	100-48	92-04	100-65
Coffee, bean and ground . . . . .	252-18	237-42	210-48	205-02	224-43
Coffee, instant . . . . .	406-36	386-61	364-54	350-07	377-10
Coffee, essences . . . . .	143-09	143-77	141-69	145-33	143-20
Cocoa and drinking chocolate . . . . .	90-05	103-72	108-39	105-30	100-05
Branded food drinks . . . . .	63-99	74-09	69-35	69-00	68-09
<b>MISCELLANEOUS:</b>					
Baby foods, canned or bottled . . . . .	39-59	42-49	41-78	43-69	41-58
Soups, canned . . . . .	18-23	19-06	19-57	20-00	19-10
Soups, dehydrated and powdered . . . . .	107-56	114-69	114-96	111-05	111-30
Accelerated freeze-dried foods (excluding coffee) . . . . .	n.a.	n.a.	n.a.	n.a.	n.a.
Spreads and dressings . . . . .	57-34	54-44	54-95	63-35	56-18
Pickles and sauces . . . . .	32-71	32-56	33-69	35-45	33-53
Meat and yeast extracts . . . . .	134-34	138-88	137-35	138-07	136-91
Table jelly, squares and crystals . . . . .	36-47	37-63	37-05	36-96	37-07
Ice-cream (served as part of a meal), mousse . . . . .	24-18	24-64	24-35	24-10	24-37
All frozen convenience foods, not specified elsewhere . . . . .	74-18	74-67	64-37	64-00	67-87
Salt . . . . .	7-14	7-20	7-76	7-94	7-49
Novel protein foods . . . . .	42-15	48-83	51-29	61-43	49-68

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

(b) See Appendix A, Table 15 for further details of the classification of foods.

TABLE 10

Percentages of all households purchasing seasonal types of food during Survey week, 1978

	Jan/ March	April/ June	July/ Sept	Oct/ Dec
<b>FISH:</b>				
White, fresh, filleted . . . . .	18	15	17	19
White, fresh, unfileted . . . . .	4	4	4	3
Herrings, fresh, filleted . . . . .	...	...	...	...
Herrings, fresh, unfileted . . . . .	1	...	...	...
Fat, fresh, other than herrings . . . . .	3	2	1	3
White, processed . . . . .	4	4	4	4
Fat, processed, filleted . . . . .	3	3	2	3
Fat, processed, unfileted . . . . .	1	1	1	2
Shell . . . . .	2	3	3	2
<b>EGGS</b> . . . . .	83	77	79	77
<b>VEGETABLES:</b>				
Potatoes, raw . . . . .	57	74	68	56
Cabbages, fresh . . . . .	34	36	32	27
Brussels sprouts, fresh . . . . .	35	2	5	34
Cauliflowers, fresh . . . . .	12	31	27	25
Leafy salads, fresh . . . . .	29	50	38	25
Peas, fresh . . . . .	—	...	5	—
Beans, fresh . . . . .	...	1	12	2
Other fresh green vegetables . . . . .	1	2	1	1
Carrots, fresh . . . . .	45	36	32	39
Turnips and swedes, fresh . . . . .	21	8	6	14
Other root vegetables, fresh . . . . .	14	10	9	12
Onions, shallots, leeks, fresh . . . . .	40	44	40	35
Cucumbers, fresh . . . . .	15	36	31	14
Mushrooms, fresh . . . . .	24	22	21	19
Tomatoes, fresh . . . . .	45	66	64	38
Miscellaneous fresh vegetables . . . . .	15	12	16	16
<b>FRUIT:</b>				
Oranges, fresh . . . . .	35	38	23	18
Other citrus fruit, fresh . . . . .	31	20	15	24
Apples, fresh . . . . .	57	59	52	47
Pears, fresh . . . . .	10	7	9	10
Stone fruit, fresh . . . . .	1	3	27	2
Grapes, fresh . . . . .	3	2	8	8
Soft fruit, fresh, other than grapes . . . . .	...	5	13	...
Bananas, fresh . . . . .	36	40	41	37
Rhubarb, fresh . . . . .	2	6	1	—
Other fresh fruit . . . . .	1	1	8	4

**Regional and type of area averages of consumption,  
expenditure and relative food price levels**



TABLE 11

*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, 1978*

	Region										Type of area								
	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties			All households			
													Wards with electorate per acre of—						
£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	
(i) <i>Expenditure and value of garden and allotment produce, etc.</i>																			
Expenditure on:																			
Seasonal foods . . . . .	0.82	0.74	0.83	0.76	0.78	0.69	0.90	0.81	0.85	0.86	1.00	0.84	0.81	0.80	0.75	0.73	0.82		
Convenience foods																			
Canned . . . . .	0.40	0.34	0.34	0.37	0.32	0.28	0.30	0.33	0.46	0.39	0.35	0.37	0.36	0.34	0.33	0.30	0.34		
Frozen . . . . .	0.14	0.14	0.15	0.15	0.15	0.15	0.21	0.17	0.18	0.11	0.23	0.14	0.16	0.18	0.17	0.13	0.16		
Other convenience foods . . . . .	1.05	0.94	0.92	0.96	0.82	0.85	0.90	0.91	0.85	1.02	0.95	0.96	0.92	0.94	0.86	0.82	0.92		
Total convenience foods	1.60	1.43	1.42	1.48	1.29	1.29	1.41	1.41	1.48	1.52	1.49	1.47	1.43	1.46	1.36	1.25	1.42		
All other foods . . . . .	3.44	3.19	3.39	3.46	3.26	3.22	3.48	3.38	3.32	3.40	3.70	3.37	3.30	3.29	3.30	3.49	3.37		
Total expenditure	5.86	5.35	5.64	5.70	5.33	5.22	5.79	5.60	5.65	5.78	6.19	5.68	5.55	5.54	5.41	5.47	5.61		
Value of garden and allotment produce, etc. . . . .	0.14	0.17	0.07	0.12	0.13	0.28	0.15	0.16	0.14	0.09	0.08	0.07	0.11	0.12	0.19	0.40	0.15		
Value of consumption . . . . .	6.00	5.52	5.71	5.82	5.46	5.50	5.94	5.76	5.79	5.87	6.27	5.75	5.66	5.66	5.60	5.87	5.76		
(ii) <i>Comparative indices (b) of expenditure, prices and purchases (all foods).</i>																			
Expenditure . . . . .	104.4	95.4	100.4	101.6	95.0	93.0	103.2	99.7	100.6	102.9	110.4	101.2	98.9	98.7	96.4	97.5	100		
Value of consumption . . . . .	104.1	95.9	99.1	101.1	94.7	95.5	103.1	99.8	100.4	101.8	108.9	99.8	98.2	98.3	97.1	101.8	100		
Prices . . . . .	100.7	99.4	99.3	100.7	96.9	97.9	101.0	99.6	102.6	103.5	102.3	99.3	99.4	99.3	100.6	101.0	100		
Index of value of consumption deflated by index of food prices																			
Food purchases . . . . .	103.3	96.5	99.8	100.4	97.8	97.5	102.0	100.2	97.8	98.4	106.5	100.6	98.8	99.0	96.5	100.8	100		
"Price of energy" . . . . .	103.4	95.9	101.2	101.2	98.1	95.2	102.2	100.1	97.7	99.6	108.0	101.9	99.6	99.5	95.1	96.7	100		
"Price of energy" . . . . .	97.8	96.9	97.3	96.4	94.8	98.1	106.0	100.0	98.4	101.0	109.1	97.8	99.0	99.3	98.2	100.1	100		

(All households = 100)

(a) Including Greater London, for which separate results are shown in the analysis according to type of area  
 (b) See Glossary.

TABLE 12  
*Household food consumption according to region and type of area: annual averages for individual foods (a), 1978*  
 (oz per person per week, except where otherwise stated)

	Region										Type of area						
	All households	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clydeside conurbation	Non-metropolitan counties Wards with electorate per acre of—			
														7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5
<b>MILK AND CREAM:</b>																	
Liquid milk . . . . .	4.37	4.01	4.21	4.45	4.71	4.40	4.56	4.42	4.40	3.68	4.36	4.41	4.26	4.30	4.37	4.33	4.70
Full price . . . . .	0.02	0.02	0.04	0.02	0.01	0.02	0.01	0.01	0.02	0.02	0.02	0.01	0.03	0.01	0.03	0.02	0.01
Welfare . . . . .	0.06	0.06	0.05	0.05	0.06	0.07	0.03	0.06	0.06	0.07	0.09	0.07	0.07	0.05	0.06	0.05	0.05
School . . . . .																	
<i>Total liquid milk . . . . .</i>	<i>4.44</i>	<i>4.08</i>	<i>4.30</i>	<i>4.52</i>	<i>4.77</i>	<i>4.50</i>	<i>4.60</i>	<i>4.49</i>	<i>4.48</i>	<i>3.76</i>	<i>4.47</i>	<i>4.49</i>	<i>4.36</i>	<i>4.36</i>	<i>4.45</i>	<i>4.41</i>	<i>4.76</i>
Condensed milk . . . . .	0.11	0.14	0.12	0.11	0.09	0.14	0.07	0.13	0.12	0.10	0.08	0.12	0.12	0.11	0.13	0.09	0.10
Dried milk, branded (eq pt)	0.05	0.03	0.06	0.05	0.04	0.06	0.03	0.04	0.04	0.06	0.10	0.04	0.08	0.04	0.05	0.04	0.05
Instant milk . . . . .	0.11	0.19	0.10	0.11	0.07	0.10	0.13	0.11	0.11	0.11	0.07	0.10	0.09	0.13	0.11	0.11	0.10
Yoghurt . . . . .	0.06	0.06	0.04	0.06	0.05	0.04	0.06	0.08	0.06	0.04	0.05	0.09	0.04	0.06	0.06	0.06	0.05
Other milk . . . . .	0.02	0.04	0.03	0.01	0.02	0.03	0.05	0.02	0.02	0.02	0.01	0.03	0.02	0.02	0.02	0.02	0.04
Cream . . . . .	0.03	0.03	0.02	0.03	0.03	0.02	0.03	0.04	0.03	0.02	0.02	0.04	0.02	0.03	0.03	0.03	0.03
<i>Total milk and cream (pt or eq pt)</i>	<i>4.82</i>	<i>4.57</i>	<i>4.66</i>	<i>4.90</i>	<i>5.07</i>	<i>4.89</i>	<i>4.96</i>	<i>4.90</i>	<i>4.87</i>	<i>4.10</i>	<i>4.79</i>	<i>4.90</i>	<i>4.73</i>	<i>4.75</i>	<i>4.84</i>	<i>4.77</i>	<i>5.13</i>
<b>CHEESE:</b>																	
Natural . . . . .	3.49	2.98	2.72	3.22	3.78	3.49	4.14	3.92	3.56	2.64	3.20	3.89	2.91	3.39	3.71	3.50	3.97
Processed . . . . .	0.23	0.32	0.24	0.24	0.23	0.23	0.19	0.19	0.22	0.28	0.29	0.18	0.26	0.26	0.23	0.20	0.22
<i>Total cheese . . . . .</i>	<i>3.72</i>	<i>3.30</i>	<i>2.95</i>	<i>3.45</i>	<i>4.01</i>	<i>3.73</i>	<i>4.32</i>	<i>4.11</i>	<i>3.79</i>	<i>2.92</i>	<i>3.50</i>	<i>4.07</i>	<i>3.17</i>	<i>3.65</i>	<i>3.95</i>	<i>3.69</i>	<i>4.19</i>
<b>MEAT AND MEAT PRODUCTS:</b>																	
Carcass meat	8.27	8.22	8.18	8.99	8.76	7.12	7.64	8.19	8.17	5.80	10.65	8.44	9.33	7.86	6.97	8.15	9.75
Beef and veal . . . . .	3.92	3.36	3.24	4.06	3.35	4.48	4.21	4.57	4.10	4.40	1.86	5.62	3.25	3.82	4.01	3.38	4.19
Mutton and lamb . . . . .	3.34	3.46	2.88	3.01	3.30	3.94	3.86	3.82	3.54	2.86	1.55	4.26	3.10	3.41	3.65	2.85	2.84
Pork . . . . .																	
<i>Total carcass meat . . . . .</i>	<i>15.52</i>	<i>15.05</i>	<i>14.31</i>	<i>16.06</i>	<i>15.41</i>	<i>15.55</i>	<i>15.71</i>	<i>16.58</i>	<i>15.81</i>	<i>13.07</i>	<i>14.06</i>	<i>18.31</i>	<i>15.68</i>	<i>15.09</i>	<i>14.62</i>	<i>14.38</i>	<i>16.77</i>

TABLE 12—continued  
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All-households	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties		
														Wards with electorate per acre of—		
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5
Other meat and meat products	0.80	0.83	0.81	0.59	0.86	0.89	0.86	0.83	0.74	0.53	0.98	0.80	0.72	0.84	0.81	0.77
Liver	0.31	0.23	0.26	0.16	0.34	0.42	0.39	0.33	0.26	0.19	0.46	0.33	0.30	0.29	0.28	0.26
Offals, other than liver, cooked	4.31	4.82	5.02	4.74	4.73	3.68	3.69	4.35	4.75	3.74	3.87	4.54	4.15	4.29	4.13	5.07
Bacon and ham, uncooked	1.08	1.00	1.20	1.25	1.07	0.95	1.00	1.06	1.12	1.21	1.08	1.20	1.06	1.11	1.04	0.92
Bacon and ham, cooked, including canned	0.18	0.16	0.25	0.16	0.12	0.13	0.17	0.17	0.34	0.19	0.21	0.23	0.17	0.18	0.18	0.13
Cooked poultry, including canned	0.78	0.68	0.75	0.71	0.83	0.71	0.63	0.73	1.60	0.85	0.66	0.78	0.86	0.75	0.79	0.72
Corned meat	0.49	0.58	0.65	0.62	0.45	0.36	0.31	0.46	0.50	0.81	0.31	0.67	0.54	0.49	0.42	0.36
Other cooked meat, not purchased in cans	1.39	2.09	1.63	1.60	1.00	1.08	0.73	1.29	3.35	1.34	0.59	1.70	1.55	1.35	1.47	1.21
Other canned meat and canned meat products	4.13	3.22	4.21	3.33	4.49	4.07	5.00	4.24	3.24	3.55	5.44	3.82	4.06	4.35	3.76	3.75
Broiler chicken, uncooked, including frozen	1.84	1.68	1.50	1.39	2.11	1.60	2.14	1.88	2.59	1.07	2.02	2.00	1.71	1.61	1.73	2.21
Other poultry, uncooked, including frozen	0.08	0.14	0.07	0.05	0.03	0.09	0.10	0.09	0.04	0.01	0.11	0.10	0.10	0.04	0.05	0.09
Rabbit and other meat	1.79	1.80	1.64	1.83	2.23	1.38	2.15	1.91	1.51	0.73	2.15	1.63	1.62	1.90	1.91	1.84
Sausages, uncooked, pork	1.75	1.43	1.43	1.25	0.89	1.93	1.46	1.44	2.14	4.77	1.49	2.18	1.86	1.40	1.68	1.70
Sausages, uncooked, beef	0.76	1.03	0.56	1.14	1.02	0.63	0.68	0.80	0.50	0.47	0.74	0.77	0.71	0.79	0.78	0.79
Meat pies and sausage rolls, ready-to-eat																
Frozen convenience meats or frozen convenience meat products	1.18	1.05	1.33	0.95	1.15	1.26	1.30	1.21	1.14	0.84	1.46	1.13	1.16	1.20	1.20	0.93
Other meat products	2.52	1.91	2.90	1.93	2.08	2.06	2.25	2.34	2.88	4.19	2.56	2.99	2.78	2.29	2.13	1.95
Total other meat and meat products	23.40	26.18	24.21	21.69	23.39	21.24	22.86	23.12	26.72	24.49	24.11	24.85	23.36	22.88	22.37	22.70
Total meat and meat products	38.92	41.23	40.27	37.10	38.94	36.95	39.44	38.93	39.79	38.35	42.42	40.53	38.45	37.50	36.75	39.47

TABLE 12—continued  
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area								
		North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (8)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties						
														7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5			
FISH:																				
White, filleted, fresh . . . . .	0.91	0.92	1.09	1.02	0.87	0.71	0.73	0.72	0.83	0.63	1.91	0.61	1.33	0.94	0.75	0.80	0.84	0.94	0.84	
White, unfileted, fresh . . . . .	0.27	0.38	0.07	0.39	0.13	0.35	0.17	0.35	0.29	0.32	0.04	0.28	0.21	0.38	0.19	0.18	0.36	0.38	0.18	
White, uncooked, frozen . . . . .	0.45	0.32	0.48	0.38	0.28	0.50	0.60	0.52	0.47	0.75	0.16	0.62	0.34	0.45	0.47	0.48	0.45	0.45	0.45	
Herrings, filleted, fresh . . . . .	0.01	—	0.01	0.01	0.01	—	—	0.01	0.01	—	0.03	0.01	0.01	0.01	—	0.01	0.01	0.01	0.01	
Herrings, unfileted, fresh . . . . .	0.03	0.03	—	0.01	0.02	0.03	0.01	0.07	0.03	—	0.03	0.06	0.01	0.04	0.04	0.03	0.03	0.04	0.03	
Fat, fresh, other than herrings . . . . .	0.13	0.01	0.09	0.17	0.05	0.13	0.07	0.19	0.13	0.17	0.10	0.20	0.10	0.11	0.17	0.08	0.14	0.11	0.08	
White, processed . . . . .	0.19	0.13	0.13	0.13	0.12	0.14	0.16	0.26	0.18	0.14	0.36	0.32	0.17	0.17	0.19	0.18	0.14	0.17	0.18	
Fat, processed, filleted . . . . .	0.10	0.15	0.09	0.07	0.10	0.11	0.08	0.13	0.11	0.08	0.08	0.12	0.07	0.10	0.10	0.14	0.08	0.10	0.14	
Fat, processed, unfileted . . . . .	0.05	0.07	0.05	0.04	0.02	0.05	0.04	0.05	0.05	0.15	0.05	0.07	0.06	0.05	0.04	0.06	0.06	0.05	0.06	
Shellfish . . . . .	0.09	0.06	0.08	0.07	0.08	0.06	0.02	0.14	0.09	0.04	0.06	0.13	0.06	0.08	0.12	0.10	0.04	0.08	0.10	
Cooked fish . . . . .	0.64	0.88	1.35	0.60	0.58	0.45	0.45	0.64	0.68	0.37	0.33	0.68	0.86	0.65	0.52	0.55	0.49	0.65	0.55	
Canned salmon . . . . .	0.16	0.18	0.09	0.16	0.27	0.15	0.10	0.14	0.15	0.32	0.16	0.15	0.15	0.20	0.17	0.14	0.07	0.20	0.14	
Other canned or bottled fish . . . . .	0.35	0.42	0.33	0.33	0.37	0.39	0.33	0.39	0.37	0.38	0.11	0.40	0.32	0.36	0.38	0.29	0.38	0.36	0.29	
Fish products, not frozen . . . . .	0.14	0.32	0.35	0.14	0.10	0.11	0.08	0.09	0.15	0.08	0.10	0.10	0.23	0.14	0.10	0.11	0.12	0.14	0.11	
Frozen convenience fish products . . . . .	0.73	0.87	0.68	0.60	0.77	0.66	0.80	0.81	0.74	0.94	0.43	0.80	0.58	0.75	0.82	0.82	0.58	0.75	0.82	
Total fish . . . . .	4.25	4.73	4.88	4.12	3.77	3.84	3.65	4.51	4.28	4.35	3.95	4.55	4.49	4.43	4.06	3.98	3.85	4.43	3.98	
EGGS:																				
(Eggs purchased) . . . . .	3.96	4.61	4.23	3.73	3.73	3.83	3.93	3.82	3.92	3.86	4.51	3.75	4.16	3.90	3.83	3.86	4.29	3.90	3.86	
	3.82	4.41	3.82	3.68	3.59	3.70	3.70	3.72	3.76	3.78	4.44	3.72	4.10	3.86	3.78	3.64	3.62	3.86	3.64	
FATS:																				
Butter . . . . .	4.55	4.43	3.88	3.93	5.09	4.34	4.62	4.74	4.46	6.34	4.55	5.25	4.14	4.38	4.40	4.83	4.83	4.38	4.83	
Margarine . . . . .	3.54	4.43	4.15	4.62	3.78	3.53	3.45	2.94	3.64	2.61	3.06	2.49	3.78	3.81	3.29	3.64	3.80	3.81	3.64	
Lard and compound cooking fat . . . . .	1.91	2.23	2.44	1.85	2.59	1.95	1.84	1.56	1.92	2.98	1.29	1.55	1.91	1.92	2.01	2.22	1.71	1.92	2.22	
Vegetable and salad oils (8 oz) . . . . .	0.81	0.66	0.44	0.74	0.52	0.98	0.61	1.13	0.83	0.45	0.79	1.46	0.87	0.66	0.59	0.74	0.88	0.66	0.74	
All other fats . . . . .	0.33	0.44	0.29	0.27	0.33	0.31	0.28	0.35	0.33	0.45	0.26	0.32	0.30	0.31	0.35	0.39	0.32	0.31	0.39	
Total fats . . . . .	11.14	12.19	11.20	11.41	12.30	11.12	10.81	10.72	11.17	12.82	9.95	11.08	11.01	11.08	10.63	11.81	11.54	11.08	11.81	



TABLE 12—continued  
 (oz per person per week, except where otherwise stated)

	Region										Type of area					
	All household	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties			
													Wards with electorate per acre of—			
												7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5	
<b>SUGAR AND PRESERVES:</b>																
Sugar	11.89	11.56	13.27	13.41	12.46	11.92	10.67	11.89	11.91	11.80	10.14	12.30	11.98	11.52	12.14	12.86
Jams, jellies and fruit curds	1.04	1.20	1.06	1.02	0.73	0.78	1.00	0.99	1.13	1.53	1.18	1.23	0.93	1.01	1.00	0.93
Marmalade	0.68	0.62	0.56	0.65	0.51	0.72	0.84	0.69	0.69	0.59	0.83	0.53	0.68	0.65	0.67	0.89
Syrup, treacle	0.23	0.42	0.28	0.15	0.12	0.15	0.23	0.24	0.05	0.20	0.15	0.20	0.24	0.27	0.20	0.32
Honey	0.20	0.25	0.18	0.21	0.11	0.16	0.29	0.21	0.17	0.13	0.47	0.16	0.13	0.17	0.19	0.25
<i>Total sugar and preserves</i>	<i>14.03</i>	<i>14.04</i>	<i>15.34</i>	<i>15.44</i>	<i>13.94</i>	<i>13.73</i>	<i>13.03</i>	<i>14.02</i>	<i>13.95</i>	<i>14.25</i>	<i>12.77</i>	<i>14.41</i>	<i>13.96</i>	<i>13.61</i>	<i>14.20</i>	<i>15.24</i>
<b>VEGETABLES:</b>																
Old potatoes																
January–August	14.32	15.70	19.09	17.80	16.20	12.41	10.88	14.26	18.33	12.51	10.41	13.81	14.68	14.27	16.86	14.62
not prepacked	2.66	3.04	1.27	1.62	2.31	2.17	2.70	2.29	2.43	6.29	3.21	4.44	2.13	2.12	1.88	2.07
New potatoes																
January–August	9.83	9.04	9.94	8.82	8.39	8.73	9.04	9.37	15.19	11.96	9.60	10.36	10.44	9.57	9.02	8.99
not prepacked	0.95	1.06	0.84	0.44	0.77	0.47	0.93	0.80	1.16	2.43	0.83	1.71	0.60	1.25	0.45	0.68
Potatoes																
September–December	14.55	16.30	16.41	18.20	12.18	13.61	12.93	14.36	14.58	16.29	12.34	13.92	14.96	14.91	14.96	15.78
not prepacked	1.75	1.99	1.45	0.90	1.78	0.61	1.53	1.47	1.89	4.46	1.58	3.45	1.51	1.55	1.11	0.61
prepacked																
<i>Total fresh potatoes</i>	<i>44.05</i>	<i>47.13</i>	<i>49.00</i>	<i>47.78</i>	<i>41.63</i>	<i>37.99</i>	<i>38.02</i>	<i>42.55</i>	<i>53.57</i>	<i>53.94</i>	<i>37.96</i>	<i>47.69</i>	<i>44.32</i>	<i>43.66</i>	<i>44.28</i>	<i>42.75</i>
Cabbages, fresh	4.84	4.83	3.85	4.44	4.85	5.31	5.72	4.97	5.07	3.30	6.47	4.51	4.50	4.77	4.73	4.91
Brussels sprouts, fresh	2.20	2.05	1.97	2.41	2.61	2.88	2.57	2.41	1.06	0.83	2.62	1.79	2.13	2.47	2.24	2.21
Cauliflower, fresh	2.76	2.09	2.52	2.81	2.85	3.36	2.85	2.81	3.54	1.82	2.68	2.53	2.80	2.58	3.03	3.07
Leafy salads, fresh	1.36	1.10	1.35	1.32	1.49	1.62	1.55	1.42	1.22	1.70	1.70	1.17	1.29	1.51	1.38	1.27
Peas, fresh	0.47	0.49	0.43	0.32	0.52	1.17	0.39	0.50	0.61	0.09	0.36	0.23	0.47	0.48	0.52	0.86
Beans, fresh	1.54	0.40	0.86	1.71	1.54	3.69	1.88	1.63	2.57	0.06	1.22	0.46	1.61	1.45	2.45	2.63
Other fresh green vegetables	0.27	0.08	0.08	0.08	0.33	0.82	0.40	0.31	0.05	0.05	0.35	0.08	0.18	0.31	0.29	0.66
<i>Total fresh green vegetables</i>	<i>13.45</i>	<i>12.32</i>	<i>10.89</i>	<i>13.29</i>	<i>14.18</i>	<i>18.85</i>	<i>15.36</i>	<i>14.05</i>	<i>14.12</i>	<i>6.90</i>	<i>15.39</i>	<i>10.77</i>	<i>12.98</i>	<i>13.57</i>	<i>14.64</i>	<i>15.61</i>
Carrots, fresh	3.83	3.89	5.18	4.22	3.68	3.75	3.56	3.91	2.77	3.50	3.47	4.07	3.73	4.04	3.52	4.00
Turnips and swedes, fresh	1.36	1.63	1.31	0.84	1.00	0.96	0.80	1.15	2.91	2.60	0.71	1.83	1.24	1.43	1.19	1.53
Other root vegetables, fresh	0.94	0.50	0.45	0.88	1.24	1.04	1.29	0.97	1.59	0.27	1.31	0.62	0.86	1.00	0.96	1.18

TABLE 12—continued  
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All households	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties			
		North	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London		7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5
VEGETABLES—continued	3.40	3.44	3.37	3.84	3.48	2.78	3.53	3.43	2.93	3.45	4.06	3.73	3.38	3.16	2.87	3.32
Onions, shallots, leeks, fresh	0.89	0.66	0.50	0.80	0.95	1.04	1.27	0.93	1.07	0.34	1.33	0.61	0.87	0.95	0.97	0.84
Cucumbers, fresh	0.49	0.45	0.47	0.43	0.48	0.55	0.64	0.52	0.35	0.27	0.65	0.47	0.49	0.49	0.42	0.49
Mushrooms, fresh	3.67	3.22	3.54	3.57	3.69	3.99	3.98	3.72	3.99	3.00	4.34	3.36	3.76	3.48	3.64	3.74
Miscellaneous fresh vegetables	1.22	0.85	0.68	0.97	1.59	1.10	1.96	1.34	0.70	0.33	2.14	1.05	1.10	1.11	0.99	1.38
Total other fresh vegetables	15.80	14.64	15.51	15.56	16.11	15.21	17.05	15.98	16.31	13.77	18.01	15.74	15.43	15.64	14.57	16.48
Tomatoes, canned or bottled	1.16	1.16	1.01	1.87	1.53	0.77	1.31	1.23	1.44	0.33	1.45	1.10	1.16	1.26	1.13	0.92
Canned peas	2.46	3.11	2.95	2.88	2.58	1.83	1.63	2.40	3.03	2.78	1.58	3.08	2.70	2.54	2.27	1.83
Canned beans	3.92	3.99	3.52	4.54	4.12	3.22	3.65	3.81	4.15	4.94	3.56	4.41	4.02	3.86	3.89	3.35
Canned vegetables, other than pulses, potatoes or tomatoes	1.03	1.20	1.21	1.00	1.03	0.70	0.90	0.99	1.15	1.30	0.89	1.29	1.14	1.07	0.84	0.63
Dried pulses, other than air-dried	0.42	0.48	0.35	0.55	0.33	0.13	0.29	0.35	0.63	0.95	0.53	0.57	0.37	0.29	0.36	0.43
Air-dried vegetables	0.02	0.06	0.03	0.01	0.01	0.01	0.01	0.02	0.02	0.03	0.02	0.05	0.01	0.02	0.01	0.01
Vegetable juices (fl oz)	0.10	0.12	0.03	0.07	0.09	0.05	0.13	0.09	0.09	0.20	0.18	0.13	0.09	0.08	0.09	0.07
Chips, excluding frozen	0.90	1.66	1.00	0.97	1.00	0.82	0.67	0.95	0.88	0.50	0.62	1.42	0.97	0.81	0.66	0.53
Instant potato	0.08	0.07	0.07	0.06	0.12	0.16	0.06	0.08	0.13	0.08	0.08	0.08	0.09	0.08	0.09	0.09
Canned potato	0.14	0.12	0.16	0.08	0.14	0.20	0.14	0.14	0.16	0.05	0.13	0.12	0.17	0.14	0.20	0.04
Crisps and other potato products, not frozen	0.59	0.42	0.55	0.94	0.56	0.59	0.47	0.55	0.65	0.89	0.47	0.60	0.59	0.69	0.60	0.46
Other vegetable products	0.30	0.25	0.24	0.37	0.18	0.21	0.34	0.31	0.22	0.23	0.43	0.23	0.30	0.32	0.27	0.25
Frozen peas	1.65	1.02	1.03	1.48	1.78	1.76	2.62	1.77	1.67	0.38	2.88	1.12	1.51	1.72	1.68	1.60
Frozen beans	0.48	0.34	0.37	0.32	0.40	0.58	0.74	0.50	0.77	0.09	0.93	0.30	0.45	0.46	0.55	0.35
Frozen chips and other frozen convenience potato products	0.77	0.57	0.80	0.53	0.65	1.12	0.93	0.79	0.27	0.81	0.86	0.56	0.62	1.09	1.04	0.51
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.69	0.60	0.73	0.33	0.46	0.64	0.94	0.70	0.51	0.73	1.26	0.69	0.66	0.61	0.46	0.56
Total processed vegetables	14.70	15.15	14.03	16.01	14.97	12.59	14.83	14.69	15.56	14.30	15.86	15.75	14.87	15.03	14.14	11.61
Total vegetables	88.00	89.24	89.43	92.64	86.89	84.64	85.26	87.27	99.36	88.91	87.22	89.85	87.60	87.90	87.63	86.45

TABLE 12—continued  
(oz per person per week, except where otherwise stated)

	Region										Type of area						
	All households	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clydeside conurbation	Non-metropolitan counties			
														7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5
<b>FRUIT:</b>																	
Fresh																	
Oranges	2.93	3.05	2.43	2.69	3.20	2.54	2.46	3.42	2.93	3.72	2.43	3.99	2.67	2.78	3.00	2.78	2.79
Other citrus fruit	1.84	1.49	1.29	1.74	1.70	1.50	1.98	2.49	1.91	1.18	1.49	3.05	1.50	1.49	2.05	1.75	1.88
Apples	7.02	6.40	6.14	6.86	7.07	7.24	8.07	7.96	7.32	6.00	4.50	8.24	5.96	6.91	7.04	7.13	7.86
Pears	0.67	0.74	0.56	0.63	0.56	0.58	0.49	0.77	0.65	1.01	0.61	0.96	0.57	0.72	0.49	0.68	0.66
Stone fruit	0.75	0.54	0.39	0.75	0.59	0.69	0.89	1.00	0.77	0.96	0.43	1.12	0.60	0.79	0.62	0.83	0.72
Grapes	0.26	0.15	0.21	0.20	0.24	0.18	0.17	0.38	0.26	0.30	0.20	0.51	0.24	0.23	0.18	0.22	0.24
Soft fruit, other than grapes	0.78	0.70	0.71	0.57	0.60	0.68	1.81	0.93	0.87	0.26	0.18	0.73	0.41	0.62	1.13	0.84	1.22
Bananas	2.96	2.73	2.42	2.81	3.00	2.77	2.70	3.47	2.98	2.76	2.86	3.86	2.67	3.00	2.86	2.78	2.76
Rhubarb	0.60	0.62	0.50	0.60	0.42	0.49	0.95	0.65	0.61	0.45	0.52	0.54	0.59	0.42	0.63	0.69	0.90
Other fresh fruit	0.35	0.28	0.27	0.28	0.24	0.35	0.25	0.51	0.36	0.14	0.31	0.71	0.36	0.25	0.28	0.33	0.34
<b>Total fresh fruit</b>	<b>18.15</b>	<b>16.71</b>	<b>14.93</b>	<b>17.13</b>	<b>17.62</b>	<b>17.04</b>	<b>19.76</b>	<b>21.38</b>	<b>18.67</b>	<b>16.79</b>	<b>13.55</b>	<b>23.71</b>	<b>15.57</b>	<b>17.23</b>	<b>18.29</b>	<b>18.05</b>	<b>19.37</b>
Canned peaches, pears and pineapples	1.51	1.71	1.22	1.45	1.51	1.32	1.20	1.52	1.43	1.84	2.19	1.61	1.52	1.49	1.53	1.42	1.56
Other canned or bottled fruit	1.54	1.34	1.30	1.62	1.72	1.48	1.71	1.62	1.56	1.43	1.33	1.48	1.37	1.60	1.70	1.55	1.38
Dried fruit and dried fruit products	0.99	1.11	0.99	0.76	0.87	0.87	1.18	1.19	1.03	1.01	0.61	1.08	0.74	0.85	1.08	0.96	1.58
Frozen fruit and frozen fruit products	0.08	0.16	0.05	0.07	0.03	0.04	0.05	0.14	0.09	0.07	0.02	0.20	0.05	0.07	0.05	0.06	0.13
Nuts and nut products	0.33	0.35	0.29	0.25	0.31	0.25	0.32	0.48	0.35	0.12	0.17	0.54	0.25	0.30	0.34	0.30	0.32
Fruit juices (R oz)	1.80	1.03	0.91	1.64	1.52	1.55	1.81	2.68	1.86	1.19	1.48	2.71	1.36	1.77	1.86	1.95	1.48
<b>Total other fruit and fruit products</b>	<b>6.25</b>	<b>5.70</b>	<b>4.75</b>	<b>5.80</b>	<b>5.95</b>	<b>5.51</b>	<b>6.27</b>	<b>7.62</b>	<b>6.33</b>	<b>5.67</b>	<b>5.81</b>	<b>7.61</b>	<b>5.29</b>	<b>6.08</b>	<b>6.57</b>	<b>6.25</b>	<b>6.44</b>
<b>Total fruit</b>	<b>24.40</b>	<b>22.41</b>	<b>19.68</b>	<b>22.93</b>	<b>23.57</b>	<b>22.55</b>	<b>26.03</b>	<b>29.20</b>	<b>25.00</b>	<b>22.46</b>	<b>19.36</b>	<b>31.32</b>	<b>20.86</b>	<b>23.31</b>	<b>24.86</b>	<b>24.30</b>	<b>25.81</b>

## Household Food Consumption and Expenditure: 1978

TABLE 12—continued  
(oz per person per week, except where otherwise stated)

	Region										Type of area						
	All households	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties			
														Wards with electorate per acre of—			
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5	
<b>CEREALS:</b>																	
White bread, large loaves, unsliced	6.31	4.26	3.30	5.24	5.35	6.05	9.75	7.10	6.19	12.11	4.36	7.17	4.42	6.21	6.67	8.58	
White bread, large loaves, sliced	16.42	19.13	15.39	18.93	19.51	19.48	13.73	11.58	15.61	16.43	24.66	11.57	20.78	17.01	16.15	12.84	
White bread, small loaves, unsliced	1.89	2.70	3.77	2.55	2.61	1.38	1.11	1.37	1.98	3.22	0.26	1.40	2.23	1.90	1.75	2.00	
White bread, small loaves, sliced	0.44	0.67	1.02	0.64	0.41	0.44	0.23	0.25	0.46	0.24	0.26	0.28	0.61	0.43	0.50	0.38	
Brown bread	3.15	3.68	3.67	3.27	2.79	2.93	2.56	3.45	3.25	2.97	2.16	3.88	2.94	3.16	3.01	3.39	
Wholewheat and wholemeal bread	0.69	0.49	0.33	0.51	0.69	0.40	1.20	0.92	0.71	1.33	0.21	0.84	0.33	0.70	0.85	0.93	
Other bread	3.24	3.47	3.24	2.64	3.61	3.31	1.98	2.91	2.96	2.53	6.46	3.05	3.90	3.26	2.75	2.62	
<b>Total bread</b>	<b>32.13</b>	<b>34.39</b>	<b>30.74</b>	<b>33.78</b>	<b>34.97</b>	<b>34.00</b>	<b>30.57</b>	<b>27.58</b>	<b>31.17</b>	<b>38.84</b>	<b>38.38</b>	<b>28.19</b>	<b>35.19</b>	<b>32.67</b>	<b>31.89</b>	<b>30.75</b>	
Flour	5.96	9.02	6.99	5.41	6.50	6.26	6.01	6.00	6.33	5.41	2.44	6.09	5.35	5.57	5.84	7.45	
Buns, scones and teacakes	1.10	1.58	2.34	1.64	1.05	0.67	0.66	0.73	1.12	0.72	1.10	0.83	1.64	1.05	1.02	1.02	
Cakes and pastries	2.67	2.62	2.47	2.48	2.81	2.29	2.43	2.81	2.60	3.28	3.09	3.11	2.63	2.62	2.88	2.26	
Crispbread	0.24	0.27	0.31	0.25	0.24	0.22	0.23	0.26	0.25	0.20	0.18	0.22	0.23	0.27	0.24	0.27	
Biscuits, other than chocolate biscuits	4.15	4.50	4.20	3.92	4.23	3.89	4.89	4.07	4.17	3.92	4.08	3.97	4.12	4.26	4.41	4.01	
Chocolate biscuits	1.06	1.57	1.14	1.11	0.95	0.76	0.84	0.90	0.99	1.23	1.76	0.95	1.22	1.04	1.10	1.01	
Oatmeal and oat products	0.47	0.46	0.39	0.52	0.36	0.41	0.42	0.41	0.43	0.14	1.08	0.41	0.49	0.55	0.40	0.34	
Breakfast cereals	3.45	3.27	3.35	3.75	3.57	3.46	3.81	3.58	3.56	2.34	2.87	3.10	3.26	3.57	3.50	3.48	
Canned milk puddings	1.20	1.39	1.55	1.30	1.38	1.11	0.90	1.04	1.19	1.24	1.31	0.74	1.47	1.27	1.31	1.00	
Other puddings	0.21	0.27	0.29	0.22	0.19	0.19	0.10	0.17	0.20	0.22	0.30	0.18	0.29	0.20	0.19	0.10	
Rice	0.61	0.38	0.54	0.46	0.34	1.07	0.39	0.82	0.65	0.33	0.38	1.22	0.92	0.37	0.44	0.47	
Cereal-based invalid foods (including "slimming" foods)	0.01	0.01	0.02	0.01	0.02	0.02	0.07	0.09	0.01	—	0.02	0.07	0.02	0.01	0.01	0.02	
Infant cereal foods	0.10	0.04	0.06	0.15	0.15	0.12	0.07	0.09	0.10	0.09	0.11	0.07	0.09	0.06	0.20	0.08	
Frozen convenience cereal foods	0.40	0.28	0.42	0.37	0.39	0.36	0.31	0.46	0.40	0.29	0.50	0.51	0.43	0.33	0.45	0.39	
Cereal convenience foods, including canned, not specified elsewhere	2.11	2.17	1.82	1.78	2.07	2.03	2.01	2.17	2.03	1.38	3.35	2.14	2.27	2.24	2.22	1.71	
Other cereal foods	0.44	0.20	0.14	0.28	0.26	0.68	0.34	0.64	0.45	0.15	0.54	0.95	0.55	0.34	0.33	0.35	
<b>Total cereals</b>	<b>56.31</b>	<b>62.42</b>	<b>56.77</b>	<b>57.43</b>	<b>59.48</b>	<b>57.54</b>	<b>54.00</b>	<b>51.73</b>	<b>55.64</b>	<b>59.78</b>	<b>61.50</b>	<b>52.68</b>	<b>60.17</b>	<b>56.42</b>	<b>54.41</b>	<b>55.10</b>	

TABLE 12—continued  
 (oz per person per week, except where otherwise stated)

	Region										Type of area						
	All households	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties			
														7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5
<b>BEVERAGES:</b>																	
Tea	1.99	2.32	1.87	2.10	2.14	1.91	1.76	1.94	1.97	2.47	1.91	2.06	1.99	2.06	1.89	1.84	
Coffee, bean and ground	0.07	0.07	0.06	0.06	0.14	0.04	0.06	0.09	0.08	0.08	0.04	0.10	0.06	0.09	0.08	0.07	
Coffee, instant	0.44	0.52	0.49	0.44	0.47	0.39	0.49	0.46	0.46	0.23	0.38	0.47	0.45	0.47	0.42	0.47	
Coffee, essences (fl oz)	0.04	...	0.03	0.01	0.04	0.05	0.08	0.03	0.03	0.15	0.02	0.02	0.03	0.03	0.05	0.06	
Cocoa and drinking chocolate	0.12	0.13	0.10	0.09	0.11	0.19	0.16	0.14	0.13	0.04	0.05	0.15	0.09	0.14	0.13	0.13	
Branded food drinks	0.15	0.08	0.11	0.15	0.26	0.23	0.13	0.17	0.17	0.06	0.05	0.12	0.14	0.18	0.20	0.13	
<b>Total beverages</b>	<b>2.81</b>	<b>3.13</b>	<b>2.66</b>	<b>2.85</b>	<b>3.16</b>	<b>2.81</b>	<b>2.68</b>	<b>2.83</b>	<b>2.84</b>	<b>2.95</b>	<b>2.45</b>	<b>2.92</b>	<b>2.77</b>	<b>2.98</b>	<b>2.77</b>	<b>2.70</b>	
<b>MISCELLANEOUS:</b>																	
Baby foods, canned or bottled	0.25	0.26	0.16	0.26	0.10	0.40	0.22	0.29	0.26	0.15	0.27	0.28	0.24	0.30	0.23	0.19	
Soups, canned	2.76	3.53	2.73	3.12	2.65	2.31	1.61	2.05	2.43	2.57	6.25	2.01	2.73	2.69	2.52	2.23	
Soups, dehydrated and powdered	0.12	0.06	0.15	0.14	0.10	0.12	0.11	0.12	0.12	0.06	0.16	0.12	0.12	0.14	0.10	0.12	
Accelerated freeze-dried foods (excluding coffee)	0.32	0.34	0.36	0.17	0.34	0.29	0.34	0.38	0.33	0.20	0.28	0.37	0.27	0.38	0.29	0.38	
Spreads and dressings	1.74	1.94	1.50	1.32	1.74	1.52	1.35	1.92	1.66	2.44	2.19	2.11	1.75	1.69	1.72	1.39	
Pickles and sauces	0.16	0.17	0.20	0.13	0.12	0.14	0.19	0.20	0.17	0.07	0.13	0.17	0.19	0.14	0.14	0.16	
Table jelly, squares and crystals	0.34	0.40	0.32	0.39	0.32	0.28	0.29	0.36	0.34	0.44	0.29	0.36	0.33	0.34	0.38	0.34	
Ice-cream (served as part of a meal), mousse (fl oz)	2.24	1.45	1.80	1.98	1.46	1.95	2.55	2.97	2.27	1.58	2.21	3.23	2.32	2.25	2.05	1.88	
All frozen convenience foods, not specified elsewhere	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	
where	0.78	0.75	0.72	0.67	0.78	0.95	0.58	0.77	0.75	1.22	0.85	0.86	0.72	0.78	0.83	0.76	
Salt	0.03	0.02	0.02	0.02	0.01	0.02	0.02	0.06	0.03	0.06	0.02	0.05	0.04	0.05	0.02	0.03	
Novel protein foods																	

(a) See Appendix A, Table 15 for details of the classification of foods.  
 (b) Including Greater London, for which separate results are given in the analysis according to type of area.



**Income group averages of consumption, expenditure  
and relative food price levels**

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TABLE 13

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, 1978

	Income group														All households			
	Households with one or more earners							Households without an earner										
	Gross weekly income of head of household																	
	£180 and over	£128 and under £180	All A	B	C	D	£48 or more	Less than £48	E1	Less than £48	E2	OAP						
(i) Expenditure and value of garden and allotment produce, etc.	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	
Expenditure on:																		
Seasonal foods	1.09	0.87	0.94	0.81	0.77	0.78	1.09	0.97	0.92	0.82								
Convenience foods																		
Canned	0.33	0.30	0.31	0.33	0.35	0.40	0.30	0.36	0.32	0.34								
Frozen	0.20	0.20	0.20	0.18	0.16	0.13	0.16	0.13	0.09	0.16								
Other convenience foods	0.99	0.87	0.90	0.95	0.93	0.89	0.80	0.87	0.77	0.92								
Total convenience foods	1.53	1.38	1.41	1.46	1.43	1.42	1.27	1.36	1.18	1.42								
All other foods	3.76	3.35	3.47	3.27	3.33	3.09	4.28	3.78	3.86	3.37								
Total expenditure	6.38	5.60	5.82	5.54	5.53	5.29	6.63	6.11	5.96	5.61								
Value of garden and allotment produce etc.	0.29	0.21	0.24	0.14	0.13	0.11	0.26	0.14	0.10	0.15								
Value of consumption	6.67	5.81	6.06	5.68	5.66	5.40	6.89	6.25	6.06	5.76								
(ii) Comparative indices (a) of expenditure, prices and purchases (all foods),	(all households = 100)																	
Expenditure	113.7	99.8	102.7	98.6	98.5	94.3	118.2	108.9	106.2	100								
Value of consumption	115.8	100.8	105.2	98.5	98.1	93.8	119.6	108.6	105.2	100								
Prices	105.8	101.0	102.4	100.3	99.3	99.4	101.8	99.7	100.2	100								
Index of value of consumption deflated by index of food prices	109.4	99.8	102.7	98.2	98.9	94.4	117.5	108.9	105.0	100								
Food purchases	107.6	98.6	101.2	98.5	99.1	94.4	116.8	108.6	106.3	100								
"Price of energy"	126.2	109.7	114.3	101.3	96.9	92.7	108.4	98.6	94.3	100								

(a) See Glossary.

TABLE 14  
Household food consumption according to income group: main food groups, annual averages, 1978  
(oz per person per week, except where otherwise stated)

Food codes	Income group													All households
	Households with one or more earners						Households without an earner						OAP	
	Gross weekly income of head of household						£48 or more	Less than £48	E1	E2	Less than £48			
	£180 and over	£128 and under £180	£128 and over	£80 and under £128	£48 and under £80	D						C		
A1	A2	All A	A1 A	B	C	D	E1	E2						
MILK AND CREAM:														
Liquid milk—full price . . . (pt)	4.60	4.41	4.47	4.33	4.35	4.12	4.69	4.48	4.63	4.37				
. . . welfare and school . . . (pt)	0.06	0.08	0.08	0.07	0.07	0.18	0.02	0.20	0.01	0.08				
Total liquid milk . . . (pt)	4.66	4.49	4.54	4.40	4.42	4.29	4.71	4.68	4.63	4.44				
Condensed milk . . . (eq pt)	0.06	0.08	0.08	0.10	0.12	0.15	0.08	0.13	0.18	0.11				
Dried and other milk . . . (pt or eq pt)	0.17	0.28	0.24	0.24	0.24	0.21	0.31	0.27	0.28	0.24				
Cream . . . (pt)	0.07	0.05	0.06	0.03	0.02	0.02	0.06	0.03	0.02	0.03				
Total milk and cream (pt or eq pt)	4.96	4.90	4.92	4.77	4.80	4.68	5.17	5.11	5.11	4.82				
CHEESE:														
Natural . . . . .	3.98	3.98	3.96	3.62	3.25	2.95	4.45	3.56	3.76	3.49				
Processed . . . . .	0.26	0.24	0.24	0.23	0.24	0.25	0.16	0.28	0.18	0.23				
Total cheese . . . . .	4.24	4.22	4.21	3.85	3.48	3.19	4.61	3.84	3.94	3.72				
MEAT:														
Beef and veal . . . . .	14.64	9.49	10.89	8.07	7.99	6.15	9.15	8.40	8.68	8.27				
Mutton and lamb . . . . .	2.87	4.17	3.77	3.55	3.77	3.34	9.80	4.19	5.45	3.92				
Pork . . . . .	2.97	3.69	3.38	3.31	3.46	2.33	3.12	4.04	3.30	3.34				
Total carcase meat . . . . .	20.48	17.36	18.05	14.93	15.22	11.82	22.07	16.63	17.44	15.52				
Bacon and ham, uncooked . . . . .	4.88	4.19	4.42	4.13	4.21	4.02	5.59	5.56	5.20	4.31				
Poultry, uncooked . . . . .	7.94	6.33	6.83	6.05	5.98	4.86	7.02	6.47	4.47	5.97				
Other meat and meat products . . . . .	46.51	46.51	46.51	46.51	46.51	46.51	46.51	46.51	46.51	46.51				
Total meat . . . . .	10.53	10.72	10.65	12.65	14.09	15.12	11.02	13.52	11.79	13.11				
	43.82	38.59	39.94	37.78	39.51	35.80	45.70	42.17	38.91	38.92				

**TABLE 14—continued**  
 (oz per person per week, except where otherwise stated)

Food codes	Income group											All household	
	Households with one or more earners					Households without an earner					OAP		
	Gross weekly income of head of household												
	£180 and over A1	£128 and under £180 A2	£128 and over All A	£80 and under £128 B	£48 and under £80 C	Less than £48 D	£48 or more E1	Less than £48 E2					
<b>FISH:</b>													
Fresh . . . . .	1.66	1.32	1.40	1.22	1.19	1.24	2.19	2.61	2.46	1.35			
Processed and shell . . . . .	0.97	0.47	0.62	0.43	0.34	0.42	0.72	0.49	0.67	0.43			
Prepared, including fish products . . . . .	1.14	1.11	1.11	1.23	1.33	1.53	1.02	1.48	1.41	1.29			
Frozen, including fish products . . . . .	1.31	1.52	1.45	1.19	1.11	1.10	1.66	1.40	0.84	1.18			
<i>Total fish . . . . .</i>	<i>5.08</i>	<i>4.42</i>	<i>4.58</i>	<i>4.05</i>	<i>3.99</i>	<i>4.27</i>	<i>5.58</i>	<i>5.97</i>	<i>5.40</i>	<i>4.25</i>			
<b>EGGS</b> (Eggs purchased) . . . . . (no)	3.91	3.92	3.94	3.79	3.95	4.21	4.63	4.66	4.38	3.96			
. . . . . (no)	3.57	3.61	3.62	3.64	3.81	4.14	4.57	4.64	4.31	3.82			
<b>FATS:</b>													
Butter . . . . .	3.68	4.42	4.22	4.58	4.35	4.18	5.93	5.12	5.85	4.55			
Margarine . . . . .	2.33	3.00	2.84	3.17	3.71	3.95	4.22	4.29	4.70	3.84			
Lard and compound cooking fat . . . . .	1.39	1.31	1.16	1.79	2.07	2.29	1.67	2.39	2.34	1.91			
All other fats . . . . .	1.12	1.09	1.11	1.29	1.04	0.73	1.50	1.12	1.27	1.14			
<i>Total fats . . . . .</i>	<i>7.89</i>	<i>9.82</i>	<i>9.33</i>	<i>10.82</i>	<i>11.17</i>	<i>11.16</i>	<i>13.32</i>	<i>12.93</i>	<i>14.17</i>	<i>11.14</i>			
<b>SUGAR AND PRESERVES:</b>													
Sugar . . . . .	9.20	8.24	8.60	10.90	12.18	14.40	12.79	14.61	17.11	11.89			
Honey, preserves, syrup and treacle . . . . .	1.95	2.06	2.06	1.85	2.08	1.84	3.83	2.77	3.83	2.15			
<i>Total sugar and preserves . . . . .</i>	<i>11.16</i>	<i>10.30</i>	<i>10.66</i>	<i>12.76</i>	<i>14.26</i>	<i>16.25</i>	<i>16.62</i>	<i>17.39</i>	<i>20.93</i>	<i>14.03</i>			
<b>VEGETABLES:</b>													
Potatoes . . . . .	29.12	38.23	35.84	42.26	46.41	51.06	39.24	48.42	44.45	44.05			
Fresh green . . . . .	13.69	12.74	12.98	13.08	13.05	11.16	22.96	15.42	16.55	13.45			
Other fresh . . . . .	18.99	16.61	17.28	15.80	14.92	14.60	23.32	17.72	16.47	15.80			
Frozen, including vegetable products . . . . .	4.80	4.50	4.62	4.21	3.27	1.83	4.36	2.65	2.12	3.59			
Other processed, including vegetable products . . . . .	7.61	8.45	8.23	11.02	12.43	13.54	6.71	10.52	6.93	11.12			
<i>Total vegetables . . . . .</i>	<i>74.21</i>	<i>80.53</i>	<i>78.94</i>	<i>86.37</i>	<i>90.07</i>	<i>92.20</i>	<i>96.60</i>	<i>94.72</i>	<i>86.53</i>	<i>88.00</i>			

TABLE 14—continued  
(oz per person per week, except where otherwise stated)

Food codes	Income group														All households						
	Households with one or more earners							Households without an earner													
	Gross weekly income of head of household																				
	£180 and over	£128 and under £180	£128 and over	£80 and under £128	£48 and under £80	Less than £48	£48 or more	Less than £48	£48 or more	Less than £48	£48 or more	Less than £48	£48 or more								
A1	A2	All A	B	C	D	E1	E2	F1	F2	G1	G2	H1	H2								
FRUIT:																					
Fresh . . . . .	29.32	22.79	24.57	18.84	15.54	13.81	18.84	15.54	13.81	29.72	20.82	29.72	20.82	19.25	18.15						
Other, including fruit products	10.71	9.02	9.65	6.37	5.31	4.58	6.37	5.31	4.58	9.93	6.48	9.93	6.48	6.45	6.25						
<i>Total fruit.</i>	40.03	31.81	34.22	25.21	20.85	18.39	25.21	20.85	18.39	39.65	27.30	39.65	27.30	25.70	24.40						
CEREALS:																					
Brown bread . . . . .	4.56	3.31	3.71	2.91	2.81	2.32	2.91	2.81	2.32	5.37	4.27	5.37	4.27	5.27	3.15						
White bread . . . . .	14.21	18.10	16.97	24.04	27.74	30.82	24.04	27.74	30.82	17.30	24.17	17.30	24.17	24.13	25.06						
Wholewheat and wholemeal bread . . . . .	1.33	1.09	1.19	0.66	0.55	0.51	0.66	0.55	0.51	2.21	0.84	2.21	0.84	0.62	0.69						
Other bread . . . . .	3.30	3.07	3.13	3.14	3.20	3.62	3.14	3.20	3.62	3.19	3.84	3.19	3.84	3.54	3.24						
<i>Total bread</i>	23.40	25.57	24.99	30.74	34.30	37.47	30.74	34.30	37.47	28.06	33.14	28.06	33.14	33.56	32.13						
Flour . . . . .	5.29	4.76	5.02	5.18	6.05	5.06	5.18	6.05	5.06	9.06	8.82	9.06	8.82	9.96	5.96						
Cakes . . . . .	3.46	3.02	3.10	3.58	3.90	4.05	3.58	3.90	4.05	3.78	4.35	3.78	4.35	4.69	3.77						
Biscuits . . . . .	4.55	5.07	4.90	5.43	5.62	5.55	5.43	5.62	5.55	5.30	5.47	5.30	5.47	5.54	5.45						
Oatmeal and oat products . . . . .	0.37	0.51	0.48	0.35	0.40	0.43	0.35	0.40	0.43	0.99	1.07	0.99	1.07	1.22	0.47						
Breakfast cereals . . . . .	3.95	3.72	3.81	3.76	3.35	2.64	3.76	3.35	2.64	3.74	2.95	3.74	2.95	2.43	3.45						
Other cereals . . . . .	4.66	4.44	4.48	5.28	5.07	5.22	5.28	5.07	5.22	4.38	5.31	4.38	5.31	4.74	5.08						
<i>Total cereals</i>	45.68	47.10	46.79	54.30	58.68	60.42	54.30	58.68	60.42	53.31	61.11	53.31	61.11	62.15	56.31						
BEVERAGES:																					
Tea . . . . .	1.59	1.30	1.38	1.67	2.06	2.35	1.67	2.06	2.35	2.59	3.12	2.59	3.12	3.26	1.99						
Coffee . . . . .	0.97	0.59	0.69	0.56	0.51	0.52	0.56	0.51	0.52	0.82	0.54	0.82	0.54	0.47	0.55						
Cocoa and drinking chocolate . . . . .	0.15	0.14	0.15	0.13	0.11	0.10	0.13	0.11	0.10	0.20	0.05	0.20	0.05	0.16	0.12						
Branded food drinks . . . . .	0.19	0.11	0.14	0.13	0.12	0.18	0.13	0.12	0.18	0.37	0.14	0.37	0.14	0.42	0.15						
<i>Total beverages</i>	2.90	2.14	2.36	2.49	2.80	3.15	2.49	2.80	3.15	3.97	3.85	3.97	3.85	4.31	2.81						

**TABLE 15**  
*Household food expenditure according to income group: main food groups, annual averages, 1978*  
 (pence per person per week)

	Food codes	Income group													All households
		Households with one or more earners						Households without an earner						OAP	
		Gross weekly income of head of household						£48 or more	E1	E2	Less than £48				
		£180 and over	£128 and under £180	All A	£128 and over	£80 and under £128	£48 and under £80					D	Less than £48		
		A1	A2	A1/A	B	C	D	E1	E2						
MILK AND CREAM: Liquid milk—full price welfare and school :	4 5, 6	53.51 0.02	52.11 0.03	52.61 0.03	54.40 0.05	54.15 0.02	51.58 0.02	60.04 —	57.50 ...	59.30 —	54.45 0.03				
Total liquid milk	4-6	53.53	52.14	52.64	54.45	54.17	51.60	60.04	57.51	59.30	54.47				
Condensed milk	9	0.84	1.02	0.98	1.13	1.51	1.74	0.95	1.68	2.29	1.37				
Dried and other milk	11-14	4.96	5.78	5.57	4.46	3.90	3.37	5.55	4.51	3.52	4.26				
Cream	17	7.52	4.72	5.50	2.71	1.93	1.74	6.60	2.70	2.00	2.67				
Total milk and cream	4-17	66.84	63.66	64.68	62.76	61.51	58.46	73.15	66.39	67.12	62.77				
CHEESE: Natural	22	19.69	18.21	18.56	15.99	14.12	13.07	20.22	15.75	16.42	15.45				
Processed	23	1.53	1.23	1.31	1.18	1.26	1.31	0.93	1.43	0.98	1.22				
Total cheese	22, 23	21.22	19.44	19.87	17.17	15.38	14.38	21.15	17.18	17.40	16.68				
MEAT: Beef and veal	31	81.47	54.98	62.51	48.50	48.16	36.89	56.94	51.89	50.75	49.45				
Mutton and lamb	36	14.26	19.30	17.78	18.07	18.60	16.09	47.95	21.19	27.67	19.51				
Pork	41	15.57	17.62	16.60	16.38	17.10	11.82	16.84	19.35	16.84	16.55				
Total carcase meat	31-41	111.30	91.90	96.89	82.95	83.87	64.80	121.72	92.43	95.27	85.51				
Bacon and ham, uncooked	55	26.86	22.40	23.86	21.44	21.55	20.36	28.69	28.11	25.84	22.23				
Poultry, uncooked	73-77	25.86	19.79	21.56	18.33	17.88	14.88	22.19	20.17	14.28	18.17				
Other meat and meat products	46-51 58-71 78-94	50.66	45.34	46.50	52.61	56.73	58.64	46.11	54.48	48.70	53.70				
Total meat	31-94	214.69	179.44	188.82	175.33	180.03	158.69	218.69	195.20	184.07	179.60				

TABLE 15—continued  
(pence per person per week)

Food codes	Income group												All house-holds
	Households with one or more earners						Households without an earner						
	Gross weekly income of head of household												
	£180 and over	£128 and under £180	All A	B	C	D	£48 or more	E1	E2	OAP			
FISH:													
Fresh . . . . .	10.34	6.85	7.86	5.82	5.90	6.12	12.21	13.49	12.75	6.80			
Processed and shell. products, including fish	7.64	3.82	4.95	2.59	2.05	2.46	3.81	2.77	3.15	2.65			
Frozen, including fish products.	9.36	7.01	7.67	7.72	8.21	8.74	6.13	8.92	8.87	8.03			
110, 127	6.95	8.01	7.64	6.16	5.95	5.87	9.20	7.87	5.09	6.27			
Total fish . . . . .	34.30	25.68	28.11	22.28	22.11	23.18	31.36	33.06	29.86	23.76			
EGGS . . . . .	15.05	14.78	14.93	14.62	15.27	16.40	19.16	19.28	17.94	15.43			
FATS:													
Butter . . . . .	12.77	15.31	14.59	15.85	15.04	14.72	21.02	17.75	20.68	15.79			
Margarine . . . . .	5.07	6.03	5.82	6.29	7.25	7.71	8.68	8.54	9.60	7.01			
Lard and compound cooking fat . . . . .	1.16	2.00	1.77	2.69	3.03	3.35	2.66	3.51	3.61	2.85			
Other fats . . . . .	3.08	2.90	2.94	2.87	2.39	2.04	3.53	2.46	2.91	2.65			
Total fats . . . . .	22.07	26.23	25.12	27.70	27.72	27.83	35.89	32.27	36.79	28.30			
SUGAR AND PRESERVES:													
Sugar . . . . .	7.87	6.97	7.30	8.87	9.72	11.30	10.87	11.81	13.98	9.62			
Honey, preserves, syrup and treacle . . . . .	4.62	4.13	4.36	3.59	3.91	3.36	7.08	5.04	7.43	4.12			
Total sugar and preserves . . . . .	12.50	11.11	11.66	12.45	13.63	14.67	17.95	16.85	21.41	13.73			
VEGETABLES:													
Potatoes . . . . .	8.14	9.81	9.42	11.53	12.80	14.65	11.28	13.62	12.48	12.11			
Fresh green . . . . .	9.09	7.97	8.33	7.90	7.80	7.43	10.70	8.77	9.42	8.05			
Other fresh . . . . .	22.40	17.80	19.07	16.23	15.08	14.83	20.53	16.49	14.16	15.98			
Frozen, including vegetable products . . . . .	8.91	7.40	7.84	6.68	5.37	3.42	7.68	4.84	4.23	5.93			
Other processed, including vegetable products . . . . .	13.92	14.77	14.46	17.61	19.10	19.96	10.65	15.89	10.56	17.45			
Total vegetables . . . . .	62.47	57.75	59.14	59.96	60.17	60.28	60.84	59.61	50.87	59.51			

TABLE 15—continued  
 (pence per person per week)

Food codes	Income group												All house-holds
	Households with one or more earners						Households without an earner						
	Gross weekly income of head of household												
	£180 and over	£128 and under £180	£128 and over	£80 and under £128	£48 and under £80	Less than £48	£48 or more	Less than £48	£48 or more	E1	E2	OAP	
A1	A2	All A	B	C	D	EI	E2						
<b>FRUIT:</b>													
Fresh . . . . .	35.94	26.37	28.99	21.93	17.82	16.37	31.14	22.36					20.89
Other, including fruit products.	21.19	17.89	19.09	12.81	10.57	9.28	19.67	11.99					12.50
<b>Total fruit.</b>	<b>57.13</b>	<b>44.26</b>	<b>48.08</b>	<b>34.74</b>	<b>28.39</b>	<b>25.65</b>	<b>50.81</b>	<b>34.35</b>					<b>33.39</b>
<b>CEREALS:</b>													
Brown bread . . . . .	5.10	3.93	4.31	3.38	3.28	3.04	6.40	5.21					3.71
White bread . . . . .	14.31	17.21	16.38	22.35	26.04	29.01	17.12	24.01					23.67
Wholewheat and wholemeal bread.	1.65	1.30	1.44	0.78	0.66	0.63	2.56	1.07					0.83
Other bread . . . . .	5.69	5.61	5.64	5.58	5.07	6.05	5.79	6.81					5.73
<b>Total bread</b>	<b>26.75</b>	<b>28.06</b>	<b>27.77</b>	<b>32.09</b>	<b>35.05</b>	<b>38.74</b>	<b>31.86</b>	<b>37.10</b>					<b>33.93</b>
Flour . . . . .	3.38	3.02	3.18	3.20	3.07	3.07	5.80	5.54					3.67
Cakes . . . . .	11.76	9.70	10.19	12.05	12.55	13.00	11.56	13.96					12.30
Biscuits . . . . .	271-277	15.29	15.01	16.03	15.83	15.22	14.63	14.62					15.63
Oatmeal and oat products . . . . .	0.60	0.70	0.68	0.49	0.54	0.59	1.21	1.50					0.65
Breakfast cereals . . . . .	8.65	8.25	8.40	8.05	7.16	5.89	7.75	6.45					7.43
Other cereals . . . . .	11.38	10.63	10.81	11.35	10.26	9.12	8.75	9.31					10.41
<b>Total cereals</b>	<b>77.07</b>	<b>75.64</b>	<b>76.04</b>	<b>83.26</b>	<b>85.66</b>	<b>85.62</b>	<b>81.57</b>	<b>88.49</b>					<b>84.02</b>
<b>BEVERAGES:</b>													
Tea . . . . .	10.42	8.27	8.92	10.53	12.91	14.98	15.78	19.34					12.46
Coffee . . . . .	20.78	12.25	14.50	12.29	10.65	10.22	16.33	10.72					11.65
Cocoa and drinking chocolate . . . . .	1.01	0.92	0.95	0.80	0.68	0.66	1.26	0.34					0.77
Branded food drinks . . . . .	0.69	0.45	0.53	0.53	0.55	0.79	1.61	0.60					0.64
<b>Total beverages</b>	<b>32.89</b>	<b>21.89</b>	<b>24.92</b>	<b>24.16</b>	<b>24.78</b>	<b>26.66</b>	<b>34.99</b>	<b>31.01</b>					<b>25.52</b>
<b>MISCELLANEOUS:</b>													
Soups, canned, dehydrated and powdered . . . . .	3.35	3.59	3.51	4.07	4.29	4.87	3.12	4.71					4.15
Other foods . . . . .	18.39	16.60	17.18	15.08	13.84	12.54	14.72	12.86					14.35
<b>Total miscellaneous</b>	<b>21.74</b>	<b>20.19</b>	<b>20.67</b>	<b>19.14</b>	<b>18.12</b>	<b>17.42</b>	<b>17.83</b>	<b>17.57</b>					<b>18.50</b>
<b>TOTAL EXPENDITURE</b>	<b>£6.38</b>	<b>£5.60</b>	<b>£5.82</b>	<b>£5.54</b>	<b>£5.33</b>	<b>£5.29</b>	<b>£6.63</b>	<b>£6.11</b>					<b>£5.60</b>





Household composition group averages of  
consumption, expenditure and relative  
food price levels



TABLE 16

*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, 1978*

	Households with													All households
	1			2			3			4 or more				
	0	1 or more	£	0	1	2	2	3	3 or more	1 or 2	3 or more	4 or more	0	
(i) <i>Expenditure and value of garden and allotment produce, etc.</i>	(per person per week)													£
Expenditure on:	£	£	£	£	£	£	£	£	£	£	£	£	£	£
Seasonal foods . . . . .	1.18	0.70	1.06	0.83	0.67	0.63	0.57	0.97	0.77	0.63	0.89	0.82		
Convenience foods														
Canned . . . . .	0.42	0.36	0.39	0.40	0.31	0.28	0.29	0.34	0.31	0.27	0.34	0.34	0.34	0.34
Frozen . . . . .	0.15	0.27	0.17	0.19	0.17	0.16	0.14	0.14	0.16	0.10	0.18	0.16	0.16	0.16
Other convenience foods . . . . .	1.04	0.96	1.00	1.01	0.89	0.84	0.75	0.91	0.88	0.74	0.87	0.92	0.92	0.92
Total convenience foods . . . . .	1.61	1.59	1.55	1.59	1.38	1.28	1.18	1.40	1.34	1.11	1.39	1.42	1.42	1.42
All other foods . . . . .	4.24	2.87	4.22	3.43	2.83	2.64	2.41	4.08	3.30	2.57	3.72	3.37	3.37	3.37
Total expenditure	7.02	5.16	6.83	5.85	4.87	4.55	4.16	6.46	5.41	4.31	6.01	5.61	5.61	5.61
Value of garden and allotment produce, etc . . . . .	0.09	0.09	0.16	0.13	0.14	0.14	0.11	0.21	0.12	0.07	0.20	0.15	0.15	0.15
Value of consumption . . . . .	7.11	5.25	6.99	5.98	5.01	4.69	4.27	6.67	5.53	4.38	6.21	5.76	5.76	5.76
(ii) <i>Comparative indices (a) of expenditure, prices and purchases (all foods).</i>	(all households = 100)													
Expenditure . . . . .	125.1	92.0	121.8	104.3	86.8	81.1	74.2	115.0	96.4	76.8	107.1	100	100	100
Value of consumption . . . . .	123.4	91.2	121.4	103.8	87.0	81.3	74.1	115.7	95.9	76.0	107.8	100	100	100
Prices . . . . .	104.4	100.4	102.0	100.4	98.6	98.7	95.0	102.4	98.7	96.6	100.2	100	100	100
Index of value of consumption deflated by index of food prices . . . . .	118.2	90.8	119.1	103.4	88.2	82.4	78.0	113.0	97.2	78.7	107.6	100	100	100
Food purchases . . . . .	121.1	90.7	119.7	103.8	88.3	81.9	78.3	112.5	97.6	79.7	106.3	100	100	100
"Price of energy" . . . . .	106.7	95.1	106.1	102.4	97.7	92.8	82.8	105.7	96.7	84.9	103.0	100	100	100

(a) See Glossary.

**TABLE 17**  
*Household food consumption according to household composition: main food groups, annual averages, 1978*  
 (oz per person per week, except where otherwise stated)

	No of adults	Households with													
		1		2		3		3 or more		4 or more					
		0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more			
<b>MILK AND CREAM:</b>															
Liquid milk—full price	4	5.23	4.31	4.56	4.25	4.15	3.86	4.57	4.22	4.10	4.24	4.24	4.10	4.24	0
welfare and school	5, 6	0.07	0.37	0.07	0.15	0.16	0.24	—	0.03	0.04	—	—	0.04	—	—
<b>Total liquid milk</b>	4-6	5.30	4.68	4.63	4.40	4.31	4.09	4.57	4.26	4.14	4.24	4.24	4.14	4.24	0.16
Condensed milk	9	0.16	0.08	0.12	0.08	0.12	0.09	0.11	0.10	0.09	0.16	0.16	0.09	0.16	0.16
Dried and other milk	10-14	0.32	0.20	0.36	0.24	0.21	0.30	0.23	0.22	0.13	0.12	0.12	0.13	0.12	0.12
Cream	17	0.04	0.02	0.03	0.02	0.02	0.01	0.03	0.03	0.02	0.04	0.04	0.02	0.04	0.04
<b>Total milk and cream</b>	4-17	5.81	4.98	5.13	4.74	4.65	4.49	4.94	4.60	4.38	4.56	4.56	4.38	4.56	4.56
<b>CHEESE:</b>															
Natural	22	5.16	2.73	3.53	3.14	2.65	2.04	4.00	3.23	2.33	3.73	3.73	2.33	3.73	3.73
Processed	23	0.32	0.33	0.24	0.25	0.20	0.18	0.24	0.24	0.22	0.19	0.19	0.22	0.19	0.19
<b>Total cheese</b>	22, 23	5.48	3.06	3.77	3.39	2.85	2.22	4.23	3.47	2.55	3.92	3.92	2.55	3.92	3.92
<b>MEAT:</b>															
Beef and veal	31	7.50	5.12	8.59	7.13	5.91	4.62	10.57	8.50	6.21	9.42	9.42	6.21	9.42	9.42
Mutton and lamb	36	5.50	2.74	3.44	2.81	2.28	2.53	6.12	3.52	1.99	4.94	4.94	1.99	4.94	4.94
Pork	41	3.29	1.74	3.94	2.45	2.22	1.04	4.08	3.69	1.63	5.40	5.40	1.63	5.40	5.40
<b>Total carcass meat</b>	36-41	16.29	9.59	15.97	12.40	10.41	8.19	20.77	15.71	9.82	19.76	19.76	9.82	19.76	19.76
Bacon and ham, uncooked	55	5.69	2.77	4.14	3.30	3.16	2.38	5.58	4.14	3.05	5.24	5.24	3.05	5.24	5.24
Poultry, uncooked	73, 77	6.45	5.74	6.63	5.36	4.78	4.83	7.02	6.65	4.26	5.33	5.33	4.26	5.33	5.33
Other meat and meat products	46-51 58-71 78-94	14.79	13.55	14.46	11.85	11.09	13.01	14.06	12.52	11.22	14.31	14.31	11.22	14.31	14.31
<b>Total meat</b>	31-94	43.23	31.65	41.19	32.89	29.46	28.39	47.42	39.02	28.33	44.64	44.64	28.33	44.64	44.64
<b>FISH:</b>															
Fresh	100, 105	2.33	0.42	1.01	0.84	0.71	0.75	2.22	1.27	1.07	1.47	1.47	1.07	1.47	1.47
Processed and shell	111-113	0.56	0.26	0.36	0.30	0.22	0.11	0.59	0.34	0.26	0.87	0.87	0.26	0.87	0.87
Prepared, including fish products	114-117	1.45	1.12	1.36	1.19	1.04	1.04	1.29	1.22	0.95	1.42	1.42	0.95	1.42	1.42
Frozen, including fish products	118-123	0.74	1.46	1.13	1.22	1.18	1.21	1.01	1.21	0.69	1.53	1.53	0.69	1.53	1.53
<b>Total fish</b>	100-127	5.07	3.26	3.85	3.54	3.14	3.09	5.10	4.03	2.95	5.30	5.30	2.95	5.30	5.30
<b>EGGS:</b>															
(Eggs purchased)	129	4.90	3.85	4.00	3.46	3.45	3.52	4.31	3.88	3.97	4.31	4.31	3.88	4.31	4.31
		4.87	3.78	3.89	3.32	3.29	3.40	4.10	3.72	3.68	4.04	4.04	3.68	4.04	4.04

Tables

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

		Households with															
		1			2			3			3 or more			4 or more			
No of adults		0			1			2			3			3 or more			4 or more
No of children		0			1			2			3			4 or more			0
Food codes		0			1			2			3			4 or more			0
<b>FATS:</b>																	
Butter	135	6.41	3.96	5.69	4.62	3.51	3.43	3.02	5.68	4.86	3.60	5.25	3.70	3.83	3.67		
Margarine	138	3.99	4.42	4.13	3.24	3.18	3.10	3.78	2.06	1.79	1.71	2.13	1.92	1.71	2.13		
Lard and compound cooking fat	139	1.81	2.43	2.19	1.95	0.97	0.83	0.73	1.32	1.33	0.80	1.25	1.71	0.80	1.25		
Other fats	143, 148	1.20	0.96	1.40	1.21	0.97	0.83	0.73	1.32	1.33	0.80	1.25	1.71	0.80	1.25		
<i>Total fats</i>	135-148	13.41	11.77	13.42	11.02	9.37	9.07	9.45	12.76	11.25	9.95	12.33	11.25	9.95	12.33		
<b>SUGAR AND PRESERVES:</b>																	
Sugar	150	14.61	13.03	14.65	11.10	9.63	10.88	11.65	13.93	10.56	11.32	11.96	10.56	11.32	11.96		
Honey, preserves, syrup and treacle	151-154	3.45	2.01	2.81	1.84	1.83	1.75	2.05	2.32	2.00	1.49	2.23	2.00	1.49	2.23		
<i>Total sugar and preserves</i>	150-154	18.06	15.05	17.46	12.93	11.46	12.63	13.69	16.24	12.56	12.81	14.19	12.56	12.81	14.19		
<b>VEGETABLES:</b>																	
Potatoes	156-161	39.11	37.15	46.07	45.11	40.65	42.00	45.30	45.16	46.21	43.43	49.42	46.21	43.43	49.42		
Fresh green	162-171	16.00	8.60	19.04	13.08	10.84	8.81	7.94	17.54	12.36	7.49	15.74	12.36	7.49	15.74		
Other fresh	172-183	19.65	11.91	20.36	16.48	13.34	11.46	10.42	18.69	15.37	10.70	17.53	15.37	10.70	17.53		
Frozen, including vegetable products	203-208	3.11	4.37	3.79	3.88	3.69	2.93	2.94	3.50	3.60	2.65	5.12	3.60	2.65	5.12		
Other processed, including vegetable products	184-202	9.29	15.34	10.27	12.73	11.19	11.45	12.11	9.53	11.54	11.07	10.49	11.54	11.07	10.49		
<i>Total vegetables</i>	156-208	87.16	77.36	99.52	91.28	79.72	76.65	78.73	94.42	89.07	75.34	98.29	89.07	75.34	98.29		
<b>FRUIT:</b>																	
Fresh	210-231	28.62	16.46	23.46	18.18	15.85	15.17	10.98	20.75	16.04	12.33	17.87	16.04	12.33	17.87		
Other, including fruit products	233-248	8.36	4.50	8.03	6.26	5.71	5.10	4.33	7.06	5.46	4.35	6.38	5.46	4.35	6.38		
<i>Total fruit</i>	210-248	36.98	20.96	31.49	24.44	21.56	20.27	15.31	27.81	21.50	16.68	24.25	21.50	16.68	24.25		
<b>CEREALS:</b>																	
Brown bread	255	6.89	1.71	4.85	2.74	2.14	1.84	1.44	4.35	3.07	1.53	3.62	3.07	1.53	3.62		
White bread	251-254	22.15	27.11	23.68	26.06	22.62	24.93	30.80	24.85	27.08	32.06	26.87	27.08	32.06	26.87		
Wholewheat and wholemeal bread	256	1.41	0.47	1.20	0.65	0.53	0.32	0.15	1.16	0.44	0.16	0.42	0.44	0.16	0.42		
Other bread	263	4.64	2.76	4.11	3.66	2.77	2.45	1.84	3.83	2.93	2.17	3.37	2.93	2.17	3.37		
<i>Total bread</i>	251-263	35.09	32.06	33.82	33.11	28.06	29.52	34.23	34.18	33.52	35.02	34.28	33.52	35.02	34.28		
Flour	264	6.19	3.71	8.18	4.50	4.50	4.17	4.87	7.71	7.09	4.97	5.96	7.09	4.97	5.96		
Cakes	267-270	6.19	3.35	4.92	3.90	3.15	2.67	2.19	4.34	3.60	2.49	4.07	3.60	2.49	4.07		
Biscuits	271-277	6.68	4.86	5.72	5.73	5.45	5.55	4.98	5.14	5.24	4.76	4.68	5.24	4.76	4.68		
Oatmeal and oat products	281	1.65	0.50	0.69	0.38	0.36	0.24	0.61	0.50	0.29	0.43	0.36	0.29	0.43	0.36		
Breakfast cereals	282	3.00	4.10	2.82	3.54	4.04	4.26	4.71	2.32	3.06	3.50	2.23	3.06	3.50	2.23		
Other cereals	285-301	5.90	6.28	5.13	5.59	5.06	4.82	5.24	4.56	4.75	6.09	4.47	4.75	6.09	4.47		
<i>Total cereals</i>	251-301	64.32	54.85	61.36	56.76	50.64	51.21	56.82	58.76	57.55	58.16	56.05	57.55	58.16	56.05		
<b>BEVERAGES:</b>																	
Tea	304	2.99	2.13	2.91	1.97	1.32	1.33	1.49	2.61	1.68	1.38	2.43	1.68	1.38	2.43		
Coffee	307-309	0.78	0.72	0.76	0.52	0.46	0.46	0.30	0.64	0.48	0.42	0.51	0.48	0.42	0.51		
Cocoa and drinking chocolate	312	0.15	0.12	0.13	0.17	0.09	0.13	0.08	0.10	0.15	0.10	0.08	0.15	0.10	0.08		
Branded food drinks	313	0.35	0.17	0.25	0.19	0.10	0.06	0.11	0.20	0.09	0.06	0.12	0.09	0.06	0.12		
<i>Total beverages</i>	304-313	4.28	3.13	4.05	2.85	1.98	1.93	1.97	3.56	2.40	1.97	3.13	2.40	1.97	3.13		

TABLE 18  
Household food expenditure according to household composition: main food groups, annual averages, 1978  
(pence per person per week)

	No of adults	Households with										4 or more						
		1					2						3	3 or more				
		0	1	2	3	4 or more	0	1 or 2	3 or more	0								
	No of children																	
	Food codes																	
MILK AND CREAM:	4	67.02	54.75	57.75	57.19	52.87	50.92	47.51	55.91	53.08	49.88	51.55						
Liquid milk—full price welfare and school	5, 6	—	—	—	0.03	0.04	0.09	0.08	—	0.03	0.03	—						
Total liquid milk	4-6	67.02	54.75	57.75	57.22	52.91	51.01	47.59	55.91	53.11	49.91	51.55						
Condensed milk	9	1.84	1.12	1.84	1.40	0.98	1.38	1.03	1.37	1.16	1.08	1.88						
Dried and other milk	11-14	7.04	5.43	3.94	6.33	4.50	3.55	3.72	3.75	3.77	2.39	2.59						
Cream	17	4.23	2.04	4.22	2.68	1.84	1.78	0.95	2.79	2.43	1.57	3.58						
Total milk and cream	4-17	80.13	63.34	67.74	67.93	60.22	57.71	53.28	63.82	60.47	54.94	59.61						
CHEESE:																		
Natural	22	23.75	12.21	19.91	15.60	13.69	11.56	8.69	18.11	14.28	9.98	16.47						
Processed	23	1.86	1.69	1.21	1.24	1.27	1.10	0.89	1.27	1.30	1.09	1.06						
Total cheese	22, 23	25.61	13.90	21.12	16.84	14.96	12.66	9.58	19.38	15.57	11.07	17.53						
MEAT:																		
Beef and veal	31	47.51	28.60	66.27	50.24	41.04	33.64	26.17	67.62	48.76	33.49	56.21						
Mutton and lamb	36	28.70	12.12	29.19	17.38	13.88	11.88	11.03	30.38	16.57	10.84	23.49						
Pork	41	16.80	9.20	22.84	19.15	11.95	11.63	5.24	20.21	17.27	7.94	26.26						
Total carcass meat	31-41	93.01	49.92	118.30	86.77	66.87	57.15	42.43	118.21	82.60	52.27	105.96						
Bacon and ham, uncooked	55	30.05	15.88	30.71	21.52	17.04	16.00	10.96	29.55	21.78	15.14	27.17						
Poultry, uncooked	73-77	21.96	17.20	21.01	19.40	15.73	14.48	13.88	21.87	20.33	12.49	15.73						
Other meat and meat products	46-51 58-71 78-94	63.17	54.90	61.66	59.92	47.17	44.02	45.79	59.46	51.47	43.53	59.09						
Total meat	31-94	208.19	137.92	231.69	187.41	146.82	131.66	113.05	229.09	176.17	123.43	207.97						
FISH:																		
Fresh	100, 105 111-113	12.22	2.05	11.42	5.27	3.85	2.94	3.13	11.55	6.45	4.72	7.94						
Processed and shell	114-117	3.39	1.41	4.61	2.52	1.80	1.40	0.49	3.20	1.95	1.88	4.82						
Prepared, including fish products	118-123	8.60	6.93	10.07	8.78	7.42	6.17	5.76	8.27	7.54	5.31	8.86						
Frozen, including fish products	110, 127	4.50	7.44	7.26	6.08	6.28	6.04	4.95	5.82	6.23	3.62	7.57						
Total fish	100-127	28.68	17.83	33.37	22.64	19.34	16.56	14.34	28.85	22.18	15.53	29.19						

TABLE 18—continued  
 (pence per person per week)

	No of adults	Households with											
		1			2			3			3 or more		
		0	1	2	0	1	2	0	1 or 2	3 or more	3 or more	4 or more	
EGGS	No of children	20-36	14-88	18-44	15-46	13-01	13-01	17-23	15-04	14-47	16-46		
	Food codes												
	129												
FATS:	135	22-87	13-78	19-91	16-03	12-07	11-78	20-07	16-65	12-07	18-39		
Butter	138	8-41	8-56	8-59	6-34	6-12	5-84	7-69	6-33	7-05	7-48		
Margarine	139	2-87	3-64	3-32	2-83	2-48	2-50	3-22	2-62	2-45	3-27		
Lard and compound cooking fat	143, 148	3-11	2-49	3-31	2-77	2-29	1-83	3-08	2-96	1-95	2-98		
Other fats	135-148	37-26	28-47	35-12	27-96	22-97	21-95	34-06	28-56	23-51	32-11		
Total fats													
SUGAR AND PRESERVES:	150	12-03	10-16	11-91	9-03	7-79	8-79	11-42	8-43	9-05	9-58		
Sugar	151-154	7-55	3-91	5-39	3-66	3-53	3-18	4-73	3-64	2-53	4-29		
Honey, preserves syrup and treacle	150-154	19-57	14-06	17-30	12-69	11-32	11-97	16-15	12-07	11-58	13-87		
Total sugar and preserves													
VEGETABLES:	156-161	12-72	12-33	13-11	13-12	10-76	11-27	12-74	11-90	11-77	12-09		
Potatoes	162-171	12-31	6-47	11-27	8-25	6-25	5-08	10-38	7-47	4-78	9-22		
Fresh green	172-183	22-18	14-24	20-34	16-61	13-23	11-66	18-86	15-92	11-44	17-30		
Other fresh	203-208	6-59	8-17	6-83	6-64	5-61	4-76	6-31	5-29	4-09	8-42		
Frozen, including vegetable products	184-202	14-22	23-32	16-20	20-18	18-14	18-19	15-02	17-57	15-68	15-49		
Other processed, including vegetable products	156-208	68-02	64-52	67-74	64-79	53-98	50-97	63-30	58-15	47-77	62-33		
Total vegetables													
FRUIT:	210-231	34-39	18-41	27-06	21-60	17-94	17-45	23-42	18-31	13-59	21-58		
Fresh	233-248	16-69	8-44	16-07	12-73	11-26	10-78	14-60	10-37	8-04	12-39		
Other	210-248	51-08	26-85	43-13	34-33	29-20	28-23	38-02	28-68	21-63	33-97		
Total fruit													
CEREALS:	255	8-51	2-02	5-89	3-24	2-42	1-93	5-19	3-51	1-81	4-37		
Brown bread	251-254	23-03	25-18	23-90	24-48	20-85	22-54	23-93	25-01	28-47	26-05		
White bread	256	1-84	0-53	1-40	0-76	0-62	0-37	1-49	0-53	0-19	0-46		
Wholewheat and wholemeal bread	263	8-17	5-38	7-32	6-26	4-89	4-34	6-79	5-44	3-26	6-22		
Other bread	251-263	41-54	33-12	38-51	34-74	28-78	29-18	37-39	34-49	33-73	37-11		
Total bread													

TABLE 18—continued  
(pence per person per week)

	No of adults	Households with														
		1			2			3			4 or more					
		0	1	2	0	1 or 2	3	0	1 or 2	3 or more	0	1 or 2	3 or more			
<b>CEREALS—continued</b>																
Flour . . . . .	264	3-90	2-83	2-74	2-59	2-96	4-84	4-18	4-93	3-78						
Cakes . . . . .	267-270	19-90	12-90	10-22	8-82	6-78	14-22	11-65	8-22	13-66						
Biscuits . . . . .	271-277	18-01	17-34	15-91	15-53	12-67	15-08	15-36	12-37	14-07						
Oatmeal and oat products . . . . .	281	2-10	0-51	0-49	0-35	0-85	0-70	0-41	0-57	0-59						
Breakfast cereals . . . . .	282	7-33	7-81	8-59	8-91	9-62	5-13	6-65	7-19	5-08						
Other cereals . . . . .	285-301	10-49	13-02	11-16	9-68	9-25	9-05	9-16	9-18	9-21						
<i>Total cereals</i> . . . . .	251-301	103-26	89-14	77-90	75-07	74-51	86-43	81-90	74-18	83-52						
<b>BEVERAGES:</b>																
Tea . . . . .	304	18-99	12-38	8-34	8-49	9-52	16-43	10-33	9-13	15-16						
Coffee . . . . .	307-309	17-23	11-47	10-26	8-76	6-61	13-42	10-28	8-36	10-51						
Cocoa and drinking chocolate . . . . .	312	1-32	0-60	0-58	0-81	0-59	0-68	0-97	0-70	0-48						
Branded food drinks . . . . .	313	1-62	0-79	0-41	0-27	0-42	0-85	0-37	0-28	0-51						
<i>Total beverages</i> . . . . .	304-313	39-16	31-72	19-59	18-33	17-13	31-38	21-95	18-47	26-65						
<b>MISCELLANEOUS:</b>																
Soups, canned, dehydrated and powdered . . . . .	318, 319	6-86	4-99	3-88	3-91	3-79	4-55	4-07	3-63	4-09						
Other foods . . . . .	315 } 320-339 }	13-76	14-28	14-14	13-11	11-84	13-36	16-13	10-50	13-36						
<i>Total miscellaneous</i> . . . . .	315-339	20-61	19-28	18-03	17-02	15-64	17-91	20-21	14-13	17-44						
<b>TOTAL EXPENDITURE</b> . . . . .		£7-02	£5-16	£4-87	£4-55	£4-16	£6-46	£5-41	£4-31	£6-01						



TABLE 19  
*Total household food expenditure by certain household composition groups within income groups, 1978*

	Income group				All households	Income group				All households
	Households with one or more earners		Households with or without earners			Households with one or more earners		Households with or without earners		
	Gross weekly income of head of household					Gross weekly income of head of household				
	£128 and over	£80 and under £128	£48 and under £80	Less than £48		£128 and over	£80 and under £128	£48 and under £80	Less than £48	
All A	B	C	D & E2	per head	All A	B	C	D & E2	per household	per household
£	£	£	£	£	£	£	£	£	£	£
Households with: adults only . . . . .	7.16	7.04	6.70	6.44	6.79	17.27	16.18	15.74	12.24	15.28
1 adult, 1 or more children . . . . .	*	*	4.53	5.17	5.08	*	*	14.67	14.27	14.49
2 adults, 1 child . . . . .	6.26	5.91	5.75	5.48	5.84	18.77	17.72	17.24	16.45	17.51
2 adults, 2 children . . . . .	5.50	4.90	4.70	4.41	4.88	22.00	19.58	18.82	17.65	19.50
2 adults, 3 children . . . . .	4.68	4.63	4.42	4.08	4.53	23.39	23.14	22.08	20.42	22.65
2 adults, 4 or more children . . . . .	(4.29)	4.27	4.13	(3.89)	4.17	(27.77)	26.95	26.30	(24.29)	26.48
3 or more adults, 1 or more children . . . . .	5.79	5.16	5.05	4.37	5.15	28.59	25.97	25.89	24.30	26.22
All households . . . . .	5.82	5.54	5.53	5.60	5.61 (a)	21.24	19.21	18.30	14.18	17.51 (a)

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

\* Fewer than 10 households in the sample.

Figures in brackets are averages based on samples of more than 10 but fewer than 20 households; details of the number of households in each sub-group are shown in Table 9 of Appendix A.

**TABLE 20**  
*Household consumption of main foods by certain household composition groups within income groups:*  
*annual averages, 1978*  
 (oz per person per week, except where otherwise stated)

Food codes	Income group A										Income group B					
	Households (a) with										Households (a) with					
	Adults only	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children	Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children				
4	4.51	4.60	4.51	4.11	4.03	4.58	4.46	4.55	4.21	4.38	3.76	4.31				
5-6	...	0.04	0.12	0.13	0.15	0.03	—	0.05	0.14	0.14	0.19	0.03				
4-6	4.57	4.64	4.63	4.25	4.18	4.62	4.46	4.60	4.35	4.52	3.95	4.34				
9	0.09	0.13	0.06	0.10	0.03	0.07	0.12	0.11	0.08	0.09	0.07	0.10				
10-14	0.22	0.37	0.18	0.30	0.39	0.24	0.21	0.28	0.25	0.21	0.38	0.20				
17	0.09	0.06	0.05	0.04	0.02	0.06	0.05	0.04	0.02	0.02	0.01	0.02				
4-17	4.91	5.20	4.91	4.69	4.62	4.99	4.83	5.03	4.69	4.84	4.41	4.66				
22	5.24	4.21	3.76	3.03	1.90	3.73	4.63	3.83	3.34	2.85	2.33	3.38				
23	0.29	0.29	0.26	0.13	0.49	0.19	0.23	0.23	0.24	0.20	0.12	0.27				
22, 23	5.53	4.50	4.02	3.16	2.39	3.92	4.86	4.06	3.58	3.05	2.45	3.65				
31	11.88	7.54	13.11	5.09	4.37	14.83	11.31	9.04	6.87	5.62	5.24	7.43				
36	5.58	2.00	3.66	3.24	6.33	2.50	5.37	3.42	3.10	2.18	2.35	3.10				
41	5.66	2.87	3.46	2.51	1.18	2.24	4.67	3.77	2.51	2.02	1.39	4.06				
31-41	23.13	12.42	20.23	10.65	11.88	19.57	21.35	16.23	12.49	9.82	8.99	14.59				
55	5.76	4.05	3.77	3.87	1.76	5.01	6.12	4.13	3.25	3.26	2.52	3.84				
73, 77	9.18	7.96	5.89	2.71	2.94	8.61	7.01	7.09	5.43	5.25	3.87	5.88				
46-51	13.08	12.67	9.26	8.79	10.77	10.46	14.82	13.73	11.91	11.13	11.68	11.45				
58-71																
78-94																
31-94	51.14	37.11	39.16	26.01	27.35	43.70	49.29	41.21	33.09	29.48	27.08	35.75				

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

Food codes	Income group A						Income group B					
	Households (a) with						Households (c) with					
	Adults only	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children	Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children
<b>FISH:</b>												
100-103 } 111-113 } 114-117 }	1-82 1-15	1-97 0-74	1-19 0-39	0-54 0-47	0-72 —	1-34 0-40	2-14 0-79	0-98 0-40	0-79 0-31	0-80 0-14	0-73 0-07	1-22 0-44
118-123 110, 127	1-36 0-73	1-13 2-00	1-36 1-65	0-99 1-72	0-72 2-05	0-79 1-07	1-60 1-28	1-28 1-05	1-15 1-20	0-98 1-12	0-85 1-79	1-11 1-02
100-127	5-05	5-84	4-57	3-73	3-49	3-63	5-81	3-72	3-46	3-02	3-45	3-79
129	4-39 4-02	3-94 3-73	3-50 3-29	3-69 3-39	3-84 3-84	4-16 3-58	4-40 4-19	4-02 3-91	3-50 3-35	3-45 3-28	3-22 3-10	3-67 3-57
<b>FATS:</b>												
135 138	5-54 2-21	5-22 3-40	3-08 2-84	3-92 2-93	2-76 2-76	4-42 3-05	5-82 3-58	4-99 2-74	3-62 3-07	4-00 2-88	3-87 3-26	4-88 3-14
139 143, 148	1-24 1-16	1-39 1-67	0-96 1-05	1-03 1-30	1-75 0-82	1-20 0-83	2-04 1-54	1-88 1-43	1-60 1-12	1-72 0-83	2-25 0-64	1-52 1-58
135-148	10-16	11-68	7-93	9-18	8-09	9-50	12-98	11-04	9-42	9-43	10-02	11-13
<b>SUGAR AND PRESERVES:</b>												
150 151-154	8-77 2-14	10-86 1-73	6-94 1-53	9-42 2-52	7-53 3-17	9-27 2-29	13-76 2-25	10-50 1-83	9-15 1-73	10-97 1-77	10-26 1-75	9-89 1-69
150-154	10-90	12-59	8-48	11-94	10-69	11-57	16-02	12-33	10-87	12-74	12-01	11-59
<b>VEGETABLES:</b>												
156-161 162-171 172-183	42-46 21-13 23-13	34-93 13-57 18-78	32-70 10-99 15-65	26-77 7-47 12-64	35-78 11-90 10-25	42-88 11-25 17-27	47-00 18-59 21-84	41-24 13-04 17-09	39-42 11-73 13-48	40-35 9-15 11-63	44-15 5-78 9-45	42-08 11-89 14-68
203-208 184-202	5-34 8-97	4-77 9-78	4-26 7-18	5-46 8-32	5-85 10-05	3-20 8-31	4-69 11-32	4-26 12-76	4-50 10-59	2-93 10-48	4-10 11-00	4-09 10-29
156-208	101-05	81-87	70-78	60-67	73-82	82-91	103-43	88-39	79-71	74-53	74-47	83-04

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

Food codes	Income group A										Income group B							
	Households (a) with					Households (a) with					Households (a) with							
	Adults only	1 child	2 children	3 children	4 or more children (b)	Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	
FRUIT:																		
Fresh	29.82	29.33	24.63	19.61	17.65	22.01	20.28	16.21	17.32	11.67	15.73	25.33	20.28	16.21	17.32	11.67	15.73	
Other, including fruit products	10.24	12.00	9.14	7.18	6.61	9.68	6.37	5.57	6.07	4.68	4.78	8.58	6.37	5.57	6.07	4.68	4.78	
Total fruit	40.06	41.33	33.77	26.79	24.26	31.69	26.65	21.78	23.39	16.35	20.51	33.91	26.65	21.78	23.39	16.35	20.51	
CEREALS:																		
Brown bread	4.51	3.43	3.65	2.98	2.45	3.75	2.72	2.13	2.05	0.96	3.07	4.65	2.72	2.13	2.05	0.96	3.07	
White bread	16.16	19.75	15.28	17.44	19.73	18.47	23.71	22.37	24.40	31.73	25.51	23.45	23.71	22.37	24.40	31.73	25.51	
Wholewheat and wholemeal bread	1.43	1.53	1.17	1.19	0.13	0.85	0.85	0.49	0.24	0.12	0.40	1.23	0.85	0.49	0.24	0.12	0.40	
Other bread	2.79	4.77	2.59	3.48	2.37	3.51	3.87	2.73	2.17	1.92	2.75	4.19	3.87	2.73	2.17	1.92	2.75	
Total bread	24.89	29.47	22.68	25.09	24.67	26.58	31.15	27.70	28.87	34.74	32.73	33.51	31.15	27.70	28.87	34.74	32.73	
Flour	6.21	4.36	3.64	4.68	5.31	5.69	4.07	4.53	4.90	5.18	5.46	6.70	4.07	4.53	4.90	5.18	5.46	
Cakes	4.00	3.41	2.82	2.22	3.10	3.13	4.04	3.23	2.74	2.51	3.21	4.54	4.04	3.23	2.74	2.51	3.21	
Biscuits	4.42	5.91	4.89	5.26	4.68	4.86	5.74	5.32	5.63	5.44	4.92	5.53	5.74	5.32	5.63	5.44	4.92	
Oatmeal and oat products	0.37	0.64	0.50	0.14	—	0.89	0.33	0.34	0.20	0.35	0.23	0.51	0.33	0.34	0.20	0.35	0.23	
Breakfast cereals	3.35	3.43	4.14	3.72	4.40	4.24	3.86	4.16	5.06	4.82	3.05	2.78	3.86	4.16	5.06	4.82	3.05	
Other cereals	5.27	5.26	4.50	3.08	5.49	4.14	5.47	5.00	5.18	4.99	5.55	5.18	5.47	5.00	5.18	4.99	5.55	
Total cereals	48.52	52.49	43.18	44.18	47.65	49.54	54.67	50.28	52.58	58.02	55.14	58.76	54.67	50.28	52.58	58.02	55.14	
BEVERAGES:																		
Tea	2.07	1.64	1.08	1.15	0.91	1.25	1.82	1.29	1.35	1.45	1.39	2.43	1.82	1.29	1.35	1.45	1.39	
Coffee	1.18	0.68	0.61	0.36	0.44	0.61	0.56	0.45	0.44	0.35	0.35	0.79	0.56	0.45	0.44	0.35	0.35	
Cocoa and drinking chocolate	0.09	0.39	0.07	0.19	—	0.22	0.21	0.09	0.13	0.05	0.15	0.20	0.21	0.09	0.13	0.05	0.15	
Branded food drinks	0.20	0.35	0.06	—	—	0.22	0.13	0.13	0.05	0.16	0.07	0.20	0.13	0.13	0.05	0.16	0.07	
Total beverages	3.53	3.05	1.83	1.71	1.35	2.30	2.72	1.95	1.98	2.02	2.17	3.55	2.72	1.95	1.98	2.02	2.17	
EXPENDITURE—ALL FOODS	£7.16	£6.26	£5.50	£4.68	£4.29	£5.79	£5.91	£4.90	£4.63	£4.27	£5.16	£7.04	£5.91	£4.90	£4.63	£4.27	£5.16	

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

Food codes	Income group C						Income groups D & E2							
	Households with						Households with							
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children
MILK AND CREAM: Liquid milk—full price welfare and school (pt)	4-59	4-35	4-61	4-23	4-02	4-20	4-03	4-56	4-30	4-49	4-20	3-15	2-78	3-78
5, 6	...	0-14	0-06	0-14	0-14	0-20	0-04	0-02	0-51	0-25	0-43	0-57	0-47	—
Total liquid milk (pt)	4-59	4-49	4-66	4-37	4-15	4-40	4-07	4-57	4-82	4-74	4-62	3-72	3-25	3-78
Condensed milk (eq pt)	0-16	0-02	0-09	0-10	0-16	0-13	0-10	0-14	0-33	0-33	0-04	0-10	0-07	0-16
Dried and other milk (pt or eq pt)	0-22	0-11	0-41	0-23	0-13	0-20	0-18	0-22	0-18	0-30	0-34	0-30	0-35	0-16
Cream (pt)	0-03	0-02	0-02	0-01	0-01	0-01	0-02	0-03	0-02	0-01	0-02	0-01	0-01	0-02
Total milk and cream (pt or eq pt)	5-00	4-64	5-18	4-72	4-46	4-74	4-37	4-96	5-13	5-38	5-03	4-12	3-68	4-13
CHEESE: Natural	4-18	3-60	3-33	2-78	2-34	2-04	2-70	4-08	2-59	2-41	2-74	2-03	1-11	1-53
Processed	0-24	0-13	0-25	0-26	0-25	0-17	0-21	0-30	0-33	0-13	0-24	0-13	0-11	0-35
Total cheese	4-42	3-74	3-59	3-04	2-59	2-20	2-91	4-38	2-92	2-54	2-97	2-16	1-23	1-89
MEAT: Beef and veal	10-29	6-01	8-59	6-01	6-95	4-41	6-93	8-87	5-14	7-95	3-67	2-81	3-42	4-93
Mutton and lamb	5-78	2-04	3-91	2-27	2-00	1-79	3-41	4-81	3-10	2-95	2-35	1-75	2-79	2-12
Pork	4-62	0-97	4-67	2-16	2-42	0-91	3-02	4-17	1-90	2-27	1-56	2-10	1-21	1-22
Total carcass meat	20-69	9-03	17-17	10-44	11-36	7-11	13-36	17-85	10-14	13-16	7-58	6-65	7-42	8-27
Bacon and ham, uncooked	5-79	2-29	4-17	3-16	2-78	2-46	3-74	5-87	3-13	3-60	3-38	2-56	3-17	3-37
Poultry, uncooked	6-91	4-94	5-95	5-12	5-08	6-18	5-80	6-16	6-34	5-77	4-54	4-71	5-10	1-97
Other meat and meat products	15-89	10-12	15-17	12-62	11-77	12-71	13-31	14-52	14-00	15-69	12-47	12-37	18-81	13-50
Total meat	49-28	26-38	42-46	31-35	31-00	28-49	36-21	44-39	33-60	38-23	27-97	26-29	34-50	27-10
FISH: Fresh	1-87	0-44	0-86	0-77	0-69	0-68	1-05	2-61	0-42	0-90	0-44	0-48	0-98	1-69
Processed and shell	0-62	0-21	0-26	0-23	0-24	0-16	0-16	0-58	0-23	0-22	0-43	0-18	0-11	0-58
Prepared, including fish products	1-50	1-16	1-46	1-24	1-08	1-01	1-35	1-68	1-22	1-54	0-99	1-38	2-43	1-09
Frozen, including fish products	1-26	1-00	1-09	1-12	0-95	0-65	1-12	1-34	0-97	1-14	1-27	1-61	0-57	1-13
Total fish	5-22	2-81	3-68	3-34	2-97	2-50	3-67	6-21	2-84	3-82	3-13	3-64	4-08	4-49



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

Food codes	Income group C										Income groups D & E2							
	Households with										Households with							
	1 adult, 1 or more children			2 adults and 1 child			2 adults and 2 children			2 adults and 3 children			2 adults and 4 or more children (b)			3 or more adults, 1 or more children		
CEREALS:																		
Brown bread . . . . .	4.33	2.88	2.62	1.78	1.28	1.66	2.26	5.06	1.40	2.12	1.43	0.10	0.53	1.04				
White bread . . . . .	27.26	20.39	28.38	24.90	26.94	32.00	31.71	24.43	30.39	31.90	26.72	35.88	37.37	36.50				
Wholewheat and wholemeal bread . . . . .	1.05	1.44	0.37	0.32	0.09	0.22	0.25	1.08	0.23	0.27	0.20	—	—	0.28				
Other bread . . . . .	4.15	2.37	3.48	2.85	2.22	1.85	2.65	4.72	2.67	2.62	3.29	3.10	1.64	2.24				
Total bread . . . . .	36.78	27.07	34.85	29.85	30.52	35.74	36.86	35.27	34.68	36.91	31.65	39.09	39.55	40.05				
Flour . . . . .	7.44	6.24	5.01	4.27	3.43	4.63	8.24	8.08	3.79	3.12	8.91	1.97	2.16	5.43				
Cakes . . . . .	5.03	2.65	3.92	3.28	2.88	2.14	3.55	5.32	3.43	3.93	2.09	2.37	1.86	2.93				
Biscuits . . . . .	5.61	4.63	5.60	5.92	5.50	5.18	5.31	5.94	4.95	6.09	4.11	5.41	4.54	5.24				
Oatmeal and oat products . . . . .	0.47	0.18	0.41	0.32	0.28	0.87	0.26	0.94	0.60	0.02	0.34	0.30	0.99	0.16				
Breakfast cereals . . . . .	2.70	4.04	3.31	4.03	3.64	5.11	3.11	2.38	4.16	2.36	2.98	3.11	4.00	2.47				
Other cereals . . . . .	4.91	3.92	5.61	5.19	4.90	4.99	4.97	5.28	6.74	6.03	5.62	5.33	4.55	2.70				
Total cereals . . . . .	62.94	48.72	58.70	52.85	51.15	58.65	62.29	63.21	58.34	58.45	55.71	57.59	57.67	58.98				
BEVERAGES:																		
Tea . . . . .	2.86	1.59	1.96	1.40	1.36	1.71	1.83	3.24	2.33	2.64	1.61	1.54	1.47	1.97				
Coffee . . . . .	0.68	0.71	0.45	0.46	0.35	0.26	0.39	0.59	0.58	0.57	0.37	0.47	0.19	0.21				
Cocoa and drinking chocolate . . . . .	0.10	0.12	0.11	0.10	0.12	0.12	0.13	0.08	0.15	0.12	0.15	0.06	0.08	—				
Branded food drinks . . . . .	0.21	0.12	0.13	0.07	0.06	0.05	0.05	0.20	0.26	0.05	0.07	0.24	0.15	0.11				
Total beverages . . . . .	3.86	2.53	2.65	2.03	1.90	2.15	2.40	4.11	3.34	3.38	2.19	2.30	1.89	2.20				
EXPENDITURE—ALL FOODS . . . . .	£6.70	£4.53	£5.75	£4.70	£4.42	£4.13	£5.05	£6.44	£5.17	£5.48	£4.41	£4.08	£3.89	£4.37				

(a) Averages are not shown for households of 1 adult and 1 or more children in income groups A and B because there were fewer than 10 such households in the sample.  
(b) The figures in this column are based on a sample of more than 10 but fewer than 20 households.

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

Food codes	Income group C										Income groups D & E2														
	Households with					Households with					Households with					Households with									
	Adults only	1 adult, 1 or more children	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children					
129	4-68 4-33	3-76 3-62	3-41 3-30	3-30 3-18	3-63 3-39	3-98 3-82	4-73 4-68	4-02 3-97	3-93 3-87	3-87 3-87	3-45 3-45	4-46 4-46	129	4-68 4-33	3-76 3-62	3-41 3-30	3-30 3-18	3-63 3-39	3-98 3-82	4-73 4-68	4-02 3-97	3-93 3-87	3-87 3-87	3-45 3-45	4-46 4-46
135	5-44 4-08 2-29 1-34	4-03 3-06 1-06 1-16	3-58 3-32 1-98 0-78	2-71 3-10 1-80 0-71	2-80 4-44 1-81 0-90	4-50 2-02 0-97	5-81 4-11 2-27 1-13	3-96 4-04 2-77 1-17	3-05 3-31 2-23 0-56	2-01 4-92 2-96 0-12	2-34 3-70 1-13 0-29	3-39 4-85 2-61 0-11	135	5-44 4-08 2-29 1-34	4-03 3-06 1-06 1-16	3-58 3-32 1-98 0-78	2-71 3-10 1-80 0-71	2-80 4-44 1-81 0-90	4-50 2-02 0-97	5-81 4-11 2-27 1-13	3-96 4-04 2-77 1-17	3-05 3-31 2-23 0-56	2-01 4-92 2-96 0-12	2-34 3-70 1-13 0-29	3-39 4-85 2-61 0-11
135-148	13-16	9-31	9-67	8-32	9-94	11-05	13-33	11-94	9-67	10-08	7-46	10-96	135-148	13-16	9-31	9-67	8-32	9-94	11-05	13-33	11-94	9-67	10-08	7-46	10-96
150	14-14 2-49	10-16 1-66	10-74 2-05	10-66 1-50	13-41 2-16	11-47 1-86	15-52 2-57	15-16 2-12	14-54 1-56	13-65 1-29	11-97 0-90	12-67 2-51	150	14-14 2-49	10-16 1-66	10-74 2-05	10-66 1-50	13-41 2-16	11-47 1-86	15-52 2-57	15-16 2-12	14-54 1-56	13-65 1-29	11-97 0-90	12-67 2-51
151-154	16-63	11-81	12-80	12-16	15-57	13-34	18-09	17-29	16-10	13-66	12-88	15-18	151-154	16-63	11-81	12-80	12-16	15-57	13-34	18-09	17-29	16-10	13-66	12-88	15-18
156-161	47-33 17-92 18-59	27-79 5-19 11-18	43-28 10-14 12-07	43-03 8-76 11-08	46-65 8-09 11-31	47-14 10-96 13-08	43-69 17-10 19-55	49-54 8-57 13-52	61-82 11-44 10-32	82-49 8-42 8-44	44-83 6-00 6-83	48-21 6-42 11-73	156-161	47-33 17-92 18-59	27-79 5-19 11-18	43-28 10-14 12-07	43-03 8-76 11-08	46-65 8-09 11-31	47-14 10-96 13-08	43-69 17-10 19-55	49-54 8-57 13-52	61-82 11-44 10-32	82-49 8-42 8-44	44-83 6-00 6-83	48-21 6-42 11-73
203-208	3-95	4-35	2-84	2-25	1-84	3-12	2-65	2-11	2-28	0-48	0-82	2-50	203-208	3-95	4-35	2-84	2-25	1-84	3-12	2-65	2-11	2-28	0-48	0-82	2-50
184-202	11-40	9-75	13-01	12-95	12-33	13-09	9-84	15-27	15-48	13-97	16-39	13-73	184-202	11-40	9-75	13-01	12-95	12-33	13-09	9-84	15-27	15-48	13-97	16-39	13-73
156-208	99-19	58-26	81-34	78-08	80-21	87-38	92-83	89-02	101-34	88-48	74-88	82-59	156-208	99-19	58-26	81-34	78-08	80-21	87-38	92-83	89-02	101-34	88-48	74-88	82-59
210-231	19-98 6-97	15-47 4-03	13-28 4-75	11-76 3-08	10-60 3-54	13-71 4-37	22-04 6-87	14-95 3-38	10-88 5-09	12-35 4-20	4-42 2-78	8-79 2-69	210-231	19-98 6-97	15-47 4-03	13-28 4-75	11-76 3-08	10-60 3-54	13-71 4-37	22-04 6-87	14-95 3-38	10-88 5-09	12-35 4-20	4-42 2-78	8-79 2-69
210-248	26-95	19-50	18-03	14-84	14-14	18-08	28-91	18-33	15-97	16-55	7-20	11-48	210-248	26-95	19-50	18-03	14-84	14-14	18-08	28-91	18-33	15-97	16-55	7-20	11-48



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

Food codes	Income group C										Income groups D & E2					
	Households with					Households with					Households with					
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children		
<b>CEREALS:</b>																
Brown bread . . . . .	4.33	2.88	2.62	1.78	1.28	1.66	2.26	5.06	1.40	2.12	1.43	0.10	0.53	1.04		
White bread . . . . .	27.26	20.39	28.38	24.90	26.94	32.00	31.71	24.43	30.39	31.90	26.72	35.88	37.37	36.50		
Wholewheat and wholemeal bread . . . . .	1.05	1.44	0.37	0.32	0.09	0.22	0.25	1.08	0.23	0.27	0.20	—	—	0.28		
Other bread . . . . .	4.15	2.37	3.48	2.85	2.22	1.85	2.65	4.72	2.67	2.62	3.29	3.10	1.64	2.24		
<b>Total bread</b> . . . . .	36.78	27.07	34.85	29.85	30.52	35.74	36.86	35.27	34.68	36.91	31.65	39.09	39.55	40.05		
Flour . . . . .	7.44	6.24	5.01	4.27	3.43	4.63	8.24	8.08	3.79	3.12	8.91	1.97	2.16	5.43		
Cakes . . . . .	5.03	2.65	3.92	3.28	2.88	2.14	3.55	5.32	3.43	3.93	2.09	2.37	1.86	2.93		
Biscuits . . . . .	5.61	4.63	5.60	5.92	5.50	5.18	5.31	5.94	4.95	6.09	4.11	5.41	4.54	5.24		
Oatmeal and oat products . . . . .	0.47	0.18	0.41	0.32	0.28	0.87	0.26	0.94	0.60	0.02	0.34	0.30	0.99	0.16		
Breakfast cereals . . . . .	2.70	4.04	3.31	4.03	3.64	5.11	3.11	2.38	4.16	2.36	2.98	3.11	4.00	2.47		
Other cereals . . . . .	4.91	3.92	5.61	5.19	4.90	4.99	4.97	5.28	6.74	6.03	5.62	5.33	4.55	2.70		
<b>Total cereals</b> . . . . .	62.94	48.72	58.70	52.85	51.15	58.65	62.29	63.21	58.34	58.45	55.71	57.59	57.67	58.98		
<b>BEVERAGES:</b>																
Tea . . . . .	2.86	1.59	1.96	1.40	1.36	1.71	1.83	3.24	2.33	2.64	1.61	1.54	1.47	1.97		
Coffee . . . . .	0.68	0.71	0.45	0.46	0.35	0.26	0.39	0.59	0.58	0.57	0.37	0.47	0.19	0.21		
Cocoa and drinking chocolate . . . . .	0.10	0.12	0.11	0.10	0.12	0.12	0.13	0.08	0.15	0.12	0.15	0.06	0.08	—		
Branded food drinks . . . . .	0.21	0.12	0.13	0.07	0.06	0.05	0.05	0.20	0.26	0.05	0.07	0.24	0.15	0.11		
<b>Total beverages</b> . . . . .	3.86	2.53	2.65	2.03	1.90	2.15	2.40	4.11	3.34	3.38	2.19	2.30	1.89	2.29		
<b>EXPENDITURE—ALL FOODS</b> . . . . .	£6.70	£4.53	£5.75	£4.70	£4.42	£4.13	£5.05	£6.44	£5.17	£5.48	£4.41	£4.08	£3.89	£4.37		

(a) Averages are not shown for households of 1 adult and 1 or more children in income groups A and B because there were fewer than 10 such households in the sample.  
 (b) The figures in this column are based on a sample of more than 10 but fewer than 20 households.



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

Food codes	Income group C										Income groups D & E2					
	Households with 2 adults and						Households with 1 adult, 1 or more children				2 adults and			3 or more adults, 1 or more children		
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children		
<b>CEREALS:</b>																
Brown bread . . . . .	4.33	2.88	2.62	1.78	1.28	1.66	2.26	5.06	1.40	2.12	1.43	0.10	0.53	1.04		
White bread . . . . .	27.26	20.39	28.38	24.90	26.94	32.00	31.71	24.43	30.39	31.90	26.72	35.88	37.37	36.50		
Wholewheat and wholemeal bread . . . . .	1.05	1.44	0.37	0.32	0.09	0.22	0.25	1.08	0.23	0.27	0.20	—	—	0.28		
Other bread . . . . .	4.15	2.37	3.48	2.85	2.22	1.85	2.65	4.72	2.67	2.62	3.29	3.10	1.64	2.24		
<i>Total bread</i> . . . . .	36.78	27.07	34.85	29.85	30.52	35.74	36.86	35.27	34.68	36.91	31.65	39.09	39.55	40.05		
Flour . . . . .	7.44	6.24	5.01	4.27	3.43	4.63	8.24	8.08	3.79	3.12	8.91	1.97	2.16	5.43		
Cakes . . . . .	5.03	2.65	3.92	3.28	2.88	2.14	3.35	5.32	3.43	3.93	2.09	2.37	1.86	2.93		
Biscuits . . . . .	5.61	4.63	5.60	5.92	5.18	5.31	5.94	5.94	4.95	6.09	4.11	5.41	4.54	5.24		
Oatmeal and oat products . . . . .	0.47	0.18	0.41	0.32	0.28	0.87	0.26	0.94	0.60	0.02	0.34	0.30	0.99	0.16		
Breakfast cereals . . . . .	2.70	4.04	3.31	4.03	3.64	5.11	3.11	2.38	4.16	2.36	2.98	3.11	4.00	2.47		
Other cereals . . . . .	4.91	3.92	5.61	5.19	4.90	4.99	4.97	5.28	6.74	6.03	5.62	5.33	4.55	2.70		
<i>Total cereals</i> . . . . .	62.94	48.72	58.70	52.85	51.15	58.65	62.29	63.21	58.34	58.45	55.71	57.59	57.67	58.98		
<b>BEVERAGES:</b>																
Tea . . . . .	2.86	1.59	1.96	1.40	1.36	1.71	1.83	3.24	2.33	2.64	1.61	1.54	1.47	1.97		
Coffee . . . . .	0.68	0.71	0.45	0.46	0.35	0.26	0.39	0.59	0.58	0.57	0.37	0.47	0.19	0.21		
Cocoa and drinking chocolate . . . . .	0.10	0.12	0.11	0.10	0.12	0.12	0.13	0.08	0.15	0.12	0.15	0.06	0.08	—		
Branded food drinks . . . . .	0.21	0.12	0.13	0.07	0.06	0.05	0.05	0.20	0.26	0.05	0.07	0.24	0.15	0.11		
<i>Total beverages</i> . . . . .	3.86	2.53	2.65	2.03	1.90	2.15	2.40	4.11	3.34	3.38	2.19	2.30	1.89	2.20		
<i>EXPENDITURE—ALL FOODS</i> . . . . .	£6.70	£4.53	£5.75	£4.70	£4.42	£4.13	£5.05	£6.44	£5.17	£5.48	£4.41	£4.08	£3.89	£4.37		

(a) Averages are not shown for households of 1 adult and 1 or more children in income groups A and B because there were fewer than 10 such households in the sample.  
 (b) The figures in this column are based on a sample of more than 10 but fewer than 20 households.

## Household Food Consumption and Expenditure: 1978

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

Food codes	Income group C										Income groups D & E2									
	Households with										Households with									
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children						
129	4.68 4.33	3.76 3.62	4.02 3.92	3.41 3.30	3.30 3.18	3.63 3.39	3.98 3.82	4.73 4.68	4.02 3.97	3.93 3.87	3.89 3.76	3.87 3.87	3.45 3.45	4.46 4.46						
135	5.44 4.08 2.29 1.34	4.03 3.06 1.06 1.16	4.37 3.59 2.05 1.06	3.58 3.32 1.98 0.78	2.71 3.10 1.80 0.71	2.80 4.44 1.81 0.90	4.50 3.56 2.02 0.97	5.81 4.11 2.27 1.13	3.96 4.04 2.77 1.17	3.05 3.83 2.23 0.56	3.53 3.31 2.25 0.98	2.01 4.92 2.96 0.12	2.34 3.70 1.13 0.29	3.39 4.85 2.61 0.11						
135-148	13.16	9.31	11.06	9.67	8.32	9.94	11.05	13.33	11.94	9.67	10.08	10.01	7.46	10.96						
150	14.14	10.16	10.82	10.74	10.66	13.41	11.47	15.52	15.16	14.54	11.66	13.65	11.97	12.67						
151-154	2.49	1.66	1.75	2.05	1.50	2.16	1.86	2.57	2.12	1.56	2.01	1.29	0.90	2.51						
150-154	16.63	11.81	12.57	12.80	12.16	15.57	13.34	18.09	17.29	16.10	13.66	14.94	12.88	15.18						
156-161	47.33	27.79	49.06	43.28	43.03	46.65	47.14	43.69	49.54	61.82	51.13	82.49	44.83	48.21						
162-171	17.92	5.19	12.79	10.14	8.76	8.09	10.96	17.10	8.57	11.44	6.84	8.42	6.00	6.42						
172-183	18.59	11.18	16.48	12.07	11.08	11.31	13.08	19.55	13.52	10.32	14.96	8.44	6.83	11.73						
203-208	3.95	4.35	3.69	2.84	2.25	1.84	3.12	2.65	2.11	2.28	1.57	0.48	0.82	2.50						
184-202	11.40	9.75	12.97	13.01	12.95	12.33	13.09	9.84	15.27	15.48	13.97	17.23	16.39	13.73						
156-208	99.19	58.26	94.99	81.34	78.08	80.21	87.38	92.83	89.02	101.34	88.48	117.05	74.88	82.59						
210-231	19.98	15.47	14.96	13.28	11.76	10.60	13.71	22.04	14.95	10.88	12.35	7.52	4.42	8.79						
233-248	6.97	4.03	5.23	4.75	3.08	3.54	4.37	6.87	3.38	5.09	4.20	2.53	2.78	2.69						
210-248	26.95	19.50	20.19	18.03	14.84	14.14	18.08	28.91	18.33	15.97	16.55	10.05	7.20	11.48						

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

Food codes	Income group C										Income groups D & E2					
	Households with 2 adults and						Households with 1 adult, 1 or more children				2 adults and			3 or more adults, 1 or more children		
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children		
<b>CEREALS:</b>																
Brown bread . . . . .	4.33	2.88	2.62	1.78	1.28	1.66	2.26	5.06	1.40	2.12	1.43	0.10	0.53	1.04		
White bread . . . . .	27.26	20.39	28.38	24.90	26.94	32.00	31.71	24.43	30.39	31.90	26.72	35.88	37.37	36.50		
Wholewheat and wholemeal bread . . . . .	1.05	1.44	0.37	0.32	0.09	0.22	0.25	1.08	0.23	0.27	0.20	—	—	0.28		
Other bread . . . . .	4.15	2.37	3.48	2.85	2.22	1.85	2.65	4.72	2.67	2.62	3.29	3.10	1.64	2.24		
<b>Total bread . . . . .</b>	<b>36.78</b>	<b>27.07</b>	<b>34.85</b>	<b>29.85</b>	<b>30.52</b>	<b>35.74</b>	<b>36.86</b>	<b>35.27</b>	<b>34.68</b>	<b>36.91</b>	<b>31.65</b>	<b>39.09</b>	<b>39.55</b>	<b>40.05</b>		
Flour . . . . .	7.44	6.24	5.01	4.27	3.43	4.63	8.24	8.08	3.79	3.12	8.91	1.97	2.16	5.43		
Cakes . . . . .	5.03	2.65	3.92	3.28	2.88	2.14	3.55	5.32	3.43	3.93	2.09	2.37	1.86	2.93		
Biscuits . . . . .	5.61	4.63	5.60	5.92	5.50	5.18	5.31	5.94	4.95	6.09	4.11	5.41	4.54	5.24		
Oatmeal and oat products . . . . .	0.47	0.18	0.41	0.32	0.28	0.87	0.26	0.94	0.60	0.02	0.34	0.30	0.99	0.16		
Breakfast cereals . . . . .	2.70	4.04	3.31	4.03	3.64	5.11	3.11	2.38	4.16	2.36	2.98	3.11	4.00	2.47		
Other cereals . . . . .	4.91	3.92	5.61	5.19	4.90	4.99	4.97	5.28	6.74	6.03	5.62	5.33	4.55	2.70		
<b>Total cereals . . . . .</b>	<b>62.94</b>	<b>48.72</b>	<b>58.70</b>	<b>52.85</b>	<b>51.15</b>	<b>58.65</b>	<b>62.29</b>	<b>63.21</b>	<b>58.34</b>	<b>58.45</b>	<b>55.71</b>	<b>57.59</b>	<b>57.67</b>	<b>58.98</b>		
<b>BEVERAGES:</b>																
Tea . . . . .	2.86	1.59	1.96	1.40	1.36	1.71	1.83	3.24	2.33	2.64	1.61	1.54	1.47	1.97		
Coffee . . . . .	0.68	0.71	0.45	0.46	0.35	0.26	0.39	0.59	0.58	0.57	0.37	0.47	0.19	0.21		
Cocoa and drinking chocolate . . . . .	0.10	0.12	0.11	0.10	0.12	0.12	0.13	0.08	0.15	0.12	0.15	0.06	0.08	0.11		
Branded food drinks . . . . .	0.21	0.12	0.13	0.07	0.06	0.05	0.05	0.20	0.26	0.05	0.07	0.24	0.15	0.11		
<b>Total beverages . . . . .</b>	<b>3.86</b>	<b>2.53</b>	<b>2.65</b>	<b>2.03</b>	<b>1.90</b>	<b>2.15</b>	<b>2.40</b>	<b>4.11</b>	<b>3.34</b>	<b>3.38</b>	<b>2.19</b>	<b>2.30</b>	<b>1.89</b>	<b>2.20</b>		
<b>EXPENDITURE—ALL FOODS . . . . .</b>	<b>£6.70</b>	<b>£4.53</b>	<b>£5.75</b>	<b>£4.70</b>	<b>£4.42</b>	<b>£4.13</b>	<b>£5.05</b>	<b>£6.44</b>	<b>£5.17</b>	<b>£5.48</b>	<b>£4.41</b>	<b>£4.08</b>	<b>£3.89</b>	<b>£4.37</b>		

(a) Averages are not shown for households of 1 adult and 1 or more children in income groups A and B because there were fewer than 10 such households in the sample.  
 (b) The figures in this column are based on a sample of more than 10 but fewer than 20 households.

Household Food Consumption and Expenditure: 1978

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

Food codes	Income group C										Income groups D & E2					
	Households with						Households with									
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children		
129	4-68 4-33	3-76 3-62	4-02 3-92	3-41 3-30	3-30 3-18	3-63 3-39	3-98 3-82	4-73 4-68	4-02 3-97	3-93 3-87	3-89 3-76	3-87 3-87	3-45 3-45	4-46 4-46		
135	5-44	4-03	4-37	3-58	2-71	2-80	4-50	5-81	3-96	3-05	3-53	2-01	2-34	3-39		
138	4-08	3-06	3-59	3-32	3-10	4-44	3-56	4-11	4-04	3-83	3-31	4-92	3-70	4-85		
139	2-29	1-06	2-05	1-98	1-80	1-81	2-02	2-27	2-77	2-23	2-25	2-96	1-13	2-61		
143, 148	1-34	1-16	1-06	0-78	0-71	0-90	0-97	1-13	1-17	0-56	0-98	0-12	0-29	0-11		
135-148	13-16	9-31	11-06	9-67	8-32	9-94	11-05	13-33	11-94	9-67	10-08	10-01	7-46	10-96		
150	14-14	10-16	10-82	10-74	10-66	13-41	11-47	15-52	15-16	14-54	11-66	13-65	11-97	12-67		
151-154	2-49	1-66	1-75	2-05	1-50	2-16	1-86	2-37	2-12	1-56	2-01	1-29	0-90	2-51		
150-154	16-63	11-81	12-57	12-80	12-16	15-57	13-34	18-09	17-29	16-10	13-66	14-94	12-88	15-18		
156-161	47-33	27-79	49-06	43-28	43-03	46-65	47-14	43-69	49-54	61-82	51-13	82-49	44-83	48-21		
162-171	17-92	5-19	12-79	10-14	8-76	8-09	10-96	17-10	8-57	11-44	6-84	8-42	6-00	6-42		
172-183	18-59	11-18	16-48	12-07	11-08	11-31	13-08	19-55	13-52	10-32	14-96	8-44	6-83	11-73		
203-208	3-95	4-35	3-69	2-84	2-25	1-84	3-12	2-65	2-11	2-28	1-57	0-48	0-82	2-50		
184-202	11-40	9-75	12-97	13-01	12-95	12-33	13-09	9-84	15-27	15-48	13-97	17-23	16-39	13-73		
156-208	99-19	58-26	94-99	81-34	78-08	80-21	87-38	92-83	89-02	101-34	88-48	117-05	74-88	82-59		
210-231	19-98	15-47	14-96	13-28	11-76	10-60	13-71	22-04	14-95	10-88	12-35	7-52	4-42	8-79		
233-248	6-97	4-03	5-23	4-75	3-08	3-54	4-37	6-87	3-38	5-09	4-20	2-53	2-78	2-69		
210-248	26-95	19-50	20-19	18-03	14-84	14-14	18-08	28-91	18-33	15-97	16-55	10-05	7-20	11-48		

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

Food codes	Income group C										Income groups D & E2							
	Households with										Households with							
	1 adult, 1 or more children		2 adults and 1 child		2 adults and 2 children		3 adults and 3 children		4 or more adults, 1 or more children		1 adult, 1 or more children		2 adults and 1 child		2 adults and 2 children		3 or more adults, 1 or more children	
CEREALS:	4.33	2.88	2.62	1.78	1.28	1.66	2.26	5.06	1.40	2.12	1.43	0.10	0.53	1.04	36.50	0.28	2.24	40.05
Brown bread . . . . .	27.26	20.39	28.38	24.90	26.94	32.00	31.71	24.43	30.39	31.90	26.72	35.88	37.37	36.50	36.50	0.28	2.24	40.05
White bread . . . . .	1.05	1.44	0.37	0.32	0.09	0.22	0.25	1.08	0.23	0.27	0.20	—	—	—	—	—	—	—
Wholewheat and wholemeal bread . . . . .	4.15	2.37	3.48	2.85	2.22	1.85	2.65	4.72	2.67	2.62	3.29	3.10	1.64	2.24	2.24	2.24	2.24	2.24
Other bread . . . . .	36.78	27.07	34.85	29.85	30.52	35.74	36.86	35.27	34.68	36.91	31.65	39.09	39.55	40.05	40.05	40.05	40.05	40.05
Total bread . . . . .	7.44	6.24	5.01	4.27	3.43	4.63	8.24	8.08	3.79	3.12	8.91	1.97	2.16	5.43	5.43	5.43	5.43	5.43
Flour . . . . .	5.03	2.65	3.92	3.28	2.88	2.18	3.55	5.32	3.43	3.93	2.09	2.37	1.86	2.93	2.93	2.93	2.93	2.93
Cakes . . . . .	5.61	4.63	5.60	5.92	5.30	5.18	5.31	5.94	4.95	6.09	4.11	5.41	4.54	5.24	5.24	5.24	5.24	5.24
Biscuits . . . . .	0.47	0.18	0.41	0.32	0.87	0.87	0.26	0.94	0.60	0.02	0.34	0.30	0.99	0.16	0.16	0.16	0.16	0.16
Oatmeal and oat products . . . . .	2.70	4.04	3.31	4.03	3.64	5.11	3.11	2.38	4.16	2.36	2.98	3.11	4.00	2.47	2.47	2.47	2.47	2.47
Breakfast cereals . . . . .	4.91	3.92	5.61	5.19	4.90	4.99	4.97	5.28	6.74	6.03	5.62	5.33	4.55	2.70	2.70	2.70	2.70	2.70
Other cereals . . . . .	62.94	48.72	58.70	52.85	51.15	58.65	62.29	63.21	58.34	58.45	55.71	57.59	57.67	58.98	58.98	58.98	58.98	58.98
Total cereals . . . . .	2.86	1.59	1.96	1.40	1.36	1.71	1.83	3.24	2.33	2.64	1.61	1.54	1.47	1.97	1.97	1.97	1.97	1.97
BEVERAGES:	0.68	0.71	0.45	0.46	0.35	0.26	0.39	0.59	0.58	0.57	0.37	0.47	0.19	0.21	0.21	0.21	0.21	0.21
Tea . . . . .	0.10	0.12	0.11	0.10	0.12	0.12	0.13	0.08	0.15	0.12	0.15	0.06	0.08	—	—	—	—	—
Coffee . . . . .	0.21	0.12	0.13	0.07	0.06	0.05	0.05	0.20	0.26	0.05	0.07	0.24	0.15	0.11	0.11	0.11	0.11	0.11
Cocos and drinking chocolate . . . . .	3.86	2.53	2.65	2.03	1.90	2.15	2.40	4.11	3.34	3.38	2.19	2.30	1.89	2.20	2.20	2.20	2.20	2.20
Branded food drinks . . . . .	£6.70	£4.53	£5.75	£4.70	£4.42	£4.13	£5.05	£6.44	£5.17	£5.48	£4.41	£4.08	£3.89	£4.37	£4.37	£4.37	£4.37	£4.37
Total beverages . . . . .	EXPENDITURE—ALL FOODS																	

(a) Averages are not shown for households of 1 adult and 1 or more children in income groups A and B because there were fewer than 10 such households in the sample.  
 (b) The figures in this column are based on a sample of more than 10 but fewer than 20 households.

## Household Food Consumption and Expenditure: 1978

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

Food codes	Income group C										Income groups D & E2									
	Households with										Households with									
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children (b)	3 or more adults, 1 or more children						
EGGS: (Eggs purchased) . . . (no)	4.68	3.76	4.02	3.41	3.30	3.63	3.98	4.73	4.02	3.93	3.89	3.87	3.45	4.46						
EGGS: (Eggs purchased) . . . (no)	4.33	3.62	3.92	3.30	3.18	3.82	4.68	3.97	3.97	3.87	3.76	3.87	3.45	4.46						
FATS:																				
Butter . . . . .	5.44	4.03	4.37	3.58	2.71	2.80	5.81	3.96	3.96	3.05	3.53	2.01	2.34	3.39						
Margarine . . . . .	4.08	3.06	3.59	3.32	3.10	4.44	4.11	4.04	4.04	3.83	3.31	4.92	3.70	4.85						
Lard and compound cooking fat . . . . .	2.29	1.06	2.05	1.98	1.80	1.81	2.27	2.77	2.77	2.23	2.25	2.96	1.13	2.61						
All other fats . . . . .	1.34	1.16	1.06	0.78	0.71	0.90	1.13	1.17	1.17	0.56	0.98	0.12	0.29	0.11						
Total fats . . . . .	13.16	9.31	11.06	9.67	8.32	9.94	13.33	11.94	11.94	9.67	10.08	10.01	7.46	10.96						
SUGAR AND PRESERVES:																				
Sugar . . . . .	14.14	10.16	10.82	10.74	10.66	13.41	15.52	15.16	15.16	14.54	11.66	13.65	11.97	12.67						
Honey, preserves, syrup and treacle . . . . .	2.49	1.66	1.75	2.05	1.50	2.16	2.57	2.12	2.12	1.56	2.01	1.29	0.90	2.51						
Total sugar and preserves . . . . .	16.63	11.81	12.57	12.80	12.16	15.57	18.09	17.29	17.29	16.10	13.66	14.94	12.88	15.18						
VEGETABLES:																				
Potatoes . . . . .	47.33	27.79	49.06	43.28	43.03	46.65	43.69	49.54	49.54	61.82	51.13	82.49	44.83	48.21						
Fresh green . . . . .	17.92	5.19	12.79	10.14	8.76	8.09	17.10	8.57	8.57	11.44	6.84	8.42	6.00	6.42						
Other fresh . . . . .	18.59	11.18	16.48	12.07	11.08	11.31	19.55	13.52	13.52	10.32	14.96	8.44	6.83	11.73						
Frozen, including vegetable products . . . . .	3.95	4.35	3.69	2.84	2.25	1.84	2.65	2.11	2.11	2.28	1.57	0.48	0.82	2.50						
Other processed, including vegetable products . . . . .	11.40	9.75	12.97	13.01	12.95	12.33	9.84	15.27	15.27	15.48	13.97	17.23	16.39	13.73						
Total vegetables . . . . .	99.19	58.26	94.99	81.34	78.08	80.21	92.83	89.02	89.02	101.34	88.48	117.05	74.88	82.59						
FRUIT:																				
Fresh . . . . .	19.98	15.47	14.96	13.28	11.76	10.60	22.04	14.95	14.95	10.88	12.35	7.52	4.42	8.79						
Other, including fruit products . . . . .	6.97	4.03	5.23	4.75	3.08	3.54	6.87	3.38	3.38	5.09	4.20	2.53	2.78	2.69						
Total fruit . . . . .	26.95	19.50	20.19	18.03	14.84	14.14	28.91	18.33	18.33	15.97	16.55	10.05	7.20	11.48						







**Age of housewife group averages of  
consumption, expenditure and relative  
food price levels**



**TABLE 21**  
*Household expenditure on seasonal, convenience and other foods according to age of housewife, together with comparative indices of food prices and the real value of food purchased, 1978*

	Age of housewife							All households
	Under 25	25-34	35-44	45-54	55-64	65-74	75 and over	
	£	£	£	£	£	£	£	
(i) <i>Expenditure and value of garden and allotment produce, etc.</i>								
Expenditure on:								
Seasonal foods . . . . .	0.68	0.69	0.74	0.93	1.06	0.98	0.92	0.82
Convenience foods								
Canned . . . . .	0.43	0.34	0.31	0.35	0.38	0.33	0.28	0.34
Frozen . . . . .	0.19	0.17	0.18	0.17	0.15	0.11	0.12	0.16
Other convenience foods . . . . .	0.91	0.87	0.94	1.00	0.94	0.81	0.74	0.92
<i>Total convenience foods</i> . . . . .	<i>1.53</i>	<i>1.37</i>	<i>1.43</i>	<i>1.51</i>	<i>1.47</i>	<i>1.25</i>	<i>1.14</i>	<i>1.42</i>
All other foods . . . . .	2.71	2.81	3.09	3.87	4.24	4.10	3.83	3.37
<i>Total expenditure</i> . . . . .	<i>4.92</i>	<i>4.88</i>	<i>5.25</i>	<i>6.30</i>	<i>6.77</i>	<i>6.33</i>	<i>5.89</i>	<i>5.61</i>
Value of garden and allotment produce, etc. . . . .	0.10	0.13	0.13	0.16	0.18	0.18	0.12	0.15
Value of consumption . . . . .	5.02	5.00	5.38	6.47	6.95	6.51	6.01	5.76
(ii) <i>Comparative indices (a) of expenditure, prices and purchases (all foods)</i>								
Expenditure . . . . .	87.6	86.9	93.6	112.3	120.6	112.8	105.0	100
Value of consumption . . . . .	87.1	86.8	93.4	112.2	120.6	112.9	104.3	100
Prices . . . . .	100.7	99.4	99.2	100.1	101.2	101.1	102.3	100
Index of value of consumption deflated by index of food prices . . . . .	86.4	87.3	94.2	112.1	119.1	111.7	101.9	100
Food purchases . . . . .	87.2	87.4	94.5	112.0	119.2	111.9	104.1	100
Price of energy <sup>1</sup> . . . . .	98.4	98.8	97.1	102.0	103.2	100.5	100.5	100

(a) See Glossary.

TABLE 22  
Household food consumption according to age of housewife: main food groups, annual averages, 1978  
(oz per person per week, except where otherwise stated)

	Food codes	Age of housewife							All households
		Under 25	25-34	35-44	45-54	55-64	65-74	75 and over	
<b>MILK AND CREAM:</b>									
Liquid milk—full price	4 5, 6	4-13 0-16	4-16 0-17	4-24 0-07	4-55 0-01	4-66 ...	4-65 0-01	4-76 —	4-37 0-08
welfare and school	(pt) (pt)								
<b>Total liquid milk.</b>	4-6	4-33	4-31	4-31	4-57	4-66	4-67	4-76	4-44
Condensed milk	9	0-08	0-09	0-11	0-11	0-15	0-16	0-11	0-11
Dried and other milk	(eq pt)	0-44	0-29	0-17	0-23	0-24	0-27	0-14	0-24
Cream	(pt or eq pt)	0-01	0-02	0-03	0-04	0-04	0-04	0-03	0-03
	(pt)								
<b>Total milk and cream</b>	4-17	4-82	4-73	4-62	4-95	5-08	5-13	5-04	4-82
	(pt or eq pt)								
<b>CHEESE:</b>									
Natural.	22	3-04	3-12	3-09	4-06	4-28	3-75	3-72	3-49
Processed	23	0-22	0-23	0-23	0-25	0-20	0-22	0-25	0-23
<b>Total cheese</b>	22, 23	3-26	3-35	3-32	4-32	4-48	3-97	3-96	3-72
<b>MEAT:</b>									
Beef and veal.	31	6-13	6-76	7-59	10-08	10-22	9-58	8-93	8-27
Mutton and lamb	36	2-23	2-51	3-26	4-34	6-08	7-12	6-66	3-92
Pork	41	2-49	2-59	2-82	4-77	4-05	3-83	3-17	3-34
<b>Total carcass meat</b>	31-41	10-85	11-87	13-67	19-18	20-34	20-53	18-77	15-52
Bacon and ham, uncooked	55	2-82	3-15	3-78	5-42	6-08	5-75	4-69	4-31
Poultry, uncooked	73, 77	5-35	5-72	5-74	6-71	6-44	5-78	4-92	5-97
Other meat and meat products.	46-51 58-71 78-94	13-81	11-86	13-27	14-04	14-89	12-09	11-29	13-11
<b>Total meat</b>	31-94	32-84	32-59	36-47	45-35	47-75	44-17	39-68	38-92
<b>FISH:</b>									
Fresh	100, 105 111-113	0-62	0-67	1-07	1-66	2-26	2-77	2-34	1-35
Processed and shell	114-117	0-21	0-32	0-29	0-56	0-69	0-71	0-56	0-43
Prepared, including fish products	118-125	1-09	1-18	1-27	1-35	1-49	1-28	1-68	1-29
Frozen, including fish products	110, 127	1-06	1-18	1-14	1-26	1-31	1-10	0-80	1-18
<b>Total fish</b>	100-127	2-97	3-36	3-78	4-83	5-75	5-86	5-37	4-25
<b>EGGS</b> (Eggs purchased)	129	3-43 3-30	3-45 3-34	3-69 3-48	4-48 4-36	4-75 4-59	4-46 4-28	4-34 4-31	3-96 3-82
	(no) (no)								

TABLE 22—continued  
(oz per person per week, except where otherwise stated)

	Food codes	Age of housewife						All households
		Under 25	25-34	35-44	45-54	55-64	65-74	
<b>FATS:</b>								
Butter . . . . .	135	3.29	3.58	4.09	5.41	5.94	5.87	5.66
Margarine . . . . .	138	2.91	2.92	3.44	3.78	4.53	4.38	3.52
Lard and compound cooking fat . . . . .	139	1.87	1.68	1.86	2.02	2.25	2.21	1.99
All other fats . . . . .	143, 148	1.03	1.13	1.07	1.20	1.26	1.16	0.81
<b>Total fats . . . . .</b>	<b>135-148</b>	<b>9.10</b>	<b>9.32</b>	<b>10.46</b>	<b>12.41</b>	<b>13.99</b>	<b>13.63</b>	<b>11.98</b>
<b>SUGAR AND PRESERVES:</b>								
Sugar . . . . .	150	9.28	9.14	11.40	12.92	15.61	15.61	16.17
Honey, preserves, syrup and treacle . . . . .	151-154	1.09	1.70	1.89	2.27	2.92	3.31	3.89
<b>Total sugar and preserves . . . . .</b>	<b>150-154</b>	<b>10.36</b>	<b>10.83</b>	<b>13.30</b>	<b>15.19</b>	<b>18.53</b>	<b>18.92</b>	<b>20.06</b>
<b>VEGETABLES:</b>								
Potatoes . . . . .	156-161	44.63	40.65	41.61	49.31	48.75	45.91	35.62
Fresh green . . . . .	162-171	9.11	10.62	11.08	15.45	20.49	17.43	15.87
Other fresh . . . . .	172-183	13.49	13.90	13.85	17.85	20.46	18.54	14.26
Frozen, including vegetable products . . . . .	203-208	3.25	3.47	4.02	3.68	3.41	3.39	3.59
Other processed, including vegetable products . . . . .	184-202	16.47	12.19	11.22	10.87	9.56	7.42	5.86
<b>Total vegetables . . . . .</b>	<b>156-208</b>	<b>86.95</b>	<b>80.84</b>	<b>81.77</b>	<b>97.16</b>	<b>102.92</b>	<b>91.70</b>	<b>75.00</b>
<b>FRUIT:</b>								
Fresh . . . . .	210-231	13.19	15.25	16.99	20.74	22.66	22.01	19.90
Other, including fruit products . . . . .	233-248	5.51	5.38	5.88	7.00	7.75	7.21	5.39
<b>Total fruit . . . . .</b>	<b>210-248</b>	<b>18.70</b>	<b>20.63</b>	<b>22.87</b>	<b>27.74</b>	<b>30.41</b>	<b>29.22</b>	<b>25.29</b>
<b>CEREALS:</b>								
Brown bread . . . . .	255	1.89	2.05	2.45	3.77	5.03	5.21	5.43
White bread . . . . .	251-254	23.63	22.71	26.75	27.55	25.91	22.66	22.56
Wholewheat and wholemeal bread . . . . .	256	0.49	0.54	0.53	0.92	0.97	0.88	1.08
Other bread . . . . .	263	2.84	2.45	3.06	3.88	4.27	3.76	3.53
<b>Total bread . . . . .</b>	<b>251-263</b>	<b>28.83</b>	<b>27.75</b>	<b>32.79</b>	<b>36.12</b>	<b>36.19</b>	<b>32.50</b>	<b>32.60</b>
Flour . . . . .	264	4.90	4.21	4.99	6.75	8.49	9.17	7.82
Cakes . . . . .	267, 270	2.75	2.99	3.40	4.38	5.10	4.73	4.84
Biscuits . . . . .	271-277	5.11	5.25	5.37	5.92	5.59	5.65	4.59
Oatmeal and oat products . . . . .	281	0.35	0.28	0.39	0.41	0.58	1.28	1.10
Breakfast cereals . . . . .	282	2.97	3.94	4.05	3.08	2.58	2.65	2.22
Other cereals . . . . .	285-301	6.41	5.78	4.66	4.80	4.48	4.50	3.45
<b>Total cereals . . . . .</b>	<b>251-301</b>	<b>51.33</b>	<b>50.19</b>	<b>55.66</b>	<b>61.45</b>	<b>63.01</b>	<b>60.47</b>	<b>57.82</b>
<b>BEVERAGES:</b>								
Tea . . . . .	304	1.34	1.36	1.55	2.45	3.01	3.12	3.14
Coffee . . . . .	307-309	0.42	0.46	0.56	0.64	0.63	0.60	0.46
Cocoa and drinking chocolate . . . . .	312	0.09	0.12	0.11	0.16	0.15	0.08	0.08
Branded food drinks . . . . .	313	0.17	0.10	0.10	0.14	0.28	0.29	0.24
<b>Total beverages . . . . .</b>	<b>304-313</b>	<b>2.02</b>	<b>2.04</b>	<b>2.32</b>	<b>3.38</b>	<b>4.08</b>	<b>4.09</b>	<b>3.91</b>

TABLE 23  
Household food expenditure according to age of housewife: main food groups, annual averages, 1978  
(pence per person per week)

	Food codes	Age of housewife								All households
		Under 25	25-34	35-44	45-54	55-64	65-74	75 and over		
<b>MILK AND CREAM:</b>										
Liquid milk—full price	4	51.29	52.12	52.31	57.01	58.20	58.14	59.38	54.45	
welfare and school	5, 6	—	0.05	0.04	0.02	—	—	—	0.03	
<b>Total liquid milk.</b>	4-6	51.29	52.17	52.35	57.03	58.20	58.14	59.38	54.47	
Condensed milk	9	0.97	1.11	1.33	1.34	1.84	1.99	1.31	1.37	
Dried and other milk	10-14	6.89	5.14	3.48	3.83	3.94	3.76	3.16	4.26	
Cream	17	1.22	2.19	2.40	3.23	3.55	3.34	2.74	2.67	
<b>Total milk and cream</b>	4-17	60.37	60.61	59.55	65.42	67.54	67.24	66.79	62.77	
<b>CHEESE:</b>										
Natural	22	13.44	13.66	13.62	18.15	19.13	16.61	16.89	15.45	
Processed	23	1.11	1.20	1.21	1.33	1.12	1.19	1.36	1.22	
<b>Total cheese</b>	22, 23	14.55	14.86	14.83	19.48	20.25	17.80	18.25	16.68	
<b>MEAT:</b>										
Beef and veal	31	35.60	38.91	45.22	60.17	65.01	58.73	53.57	49.45	
Mutton and lamb	36	11.61	12.61	15.76	21.66	30.40	35.54	33.40	19.51	
Pork	41	13.18	12.90	14.26	22.15	20.68	19.98	16.22	16.55	
<b>Total carcass meat</b>	31-41	60.40	64.42	75.24	103.98	116.09	114.25	103.19	85.51	
Bacon and ham, uncooked	55	14.55	16.16	19.58	28.02	31.32	29.53	24.26	22.23	
Poultry, uncooked	73-77	15.45	16.99	17.52	20.37	20.29	18.51	15.42	18.17	
Other meat and meat products.	46-51 58-71 78-94	57.03	48.06	53.25	58.29	62.14	50.55	46.61	53.70	
<b>Total meat</b>	31-94	147.43	145.63	165.61	210.65	229.82	212.85	189.47	179.60	



TABLE 23—continued  
 (pence per person per week)

	Food codes	Age of housewife							All households
		Under 25	25-34	35-44	45-54	55-64	65-74	75 and over	
<b>FISH:</b>									
Fresh . . . . .	100, 105 } 111-113 }	2-72	3-26	4-88	8-61	11-71	14-71	12-98	6-80
Processed and shell . . . . .	114-117	1-50	2-33	1-85	3-31	3-93	3-55	2-86	2-65
Prepared, including fish products . . . . .	118-123	6-79	7-20	7-85	8-70	9-49	8-17	10-49	8-03
Frozen, including fish products . . . . .	110, 127	6-11	6-01	5-83	6-81	7-24	6-27	4-96	6-27
<i>Total fish</i> . . . . .	100-127	17-11	18-79	20-40	27-42	32-37	32-68	31-29	23-76
<b>EGGS.</b> . . . . .	129	12-98	12-95	14-12	17-66	19-15	17-99	18-59	15-43
<b>FATS:</b>									
Butter . . . . .	135	11-30	12-36	14-11	18-81	20-84	20-56	19-46	15-79
Margarine . . . . .	138	5-54	5-63	6-63	7-65	9-31	8-95	7-39	7-01
Lard and compound cooking fat . . . . .	139	2-68	2-39	2-77	3-07	3-45	3-36	3-06	2-85
All other fats . . . . .	143, 148	2-49	2-57	2-47	2-83	2-98	2-73	2-17	2-65
<i>Total fats</i> . . . . .	135-148	22-02	22-95	25-97	32-36	36-59	35-60	32-09	28-30
<b>SUGAR AND PRESERVES:</b>									
Sugar . . . . .	150	7-28	7-40	9-14	10-43	12-69	12-90	13-15	9-62
Honey, preserves, syrup and treacle . . . . .	151-154	2-12	3-26	3-56	4-41	5-51	6-39	7-66	4-12
<i>Total sugar and preserves</i> . . . . .	150-154	9-40	10-66	12-71	14-83	18-20	19-30	20-80	13-73
<b>VEGETABLES:</b>									
Potatoes . . . . .	156-161	12-96	11-32	11-46	12-84	13-73	12-32	11-60	12-11
Fresh green . . . . .	162-171	6-58	6-56	6-70	9-26	11-63	9-74	9-04	8-05
Other fresh . . . . .	172-183	14-56	14-81	14-70	17-53	20-06	15-42	13-82	15-98
Frozen, including vegetable products . . . . .	203-208	5-82	5-68	6-31	6-02	6-43	4-57	6-02	5-93
Other processed, including vegetable products . . . . .	184-202	24-56	18-83	18-43	17-34	14-19	11-44	9-72	17-45
<i>Total vegetables</i> . . . . .	156-208	64-47	57-20	57-59	62-99	66-03	53-46	50-20	59-51
<b>FRUIT:</b>									
Fresh . . . . .	210-231	16-39	17-95	19-87	23-44	25-30	24-11	22-92	20-89
Other, including fruit products . . . . .	233-248	10-23	10-70	11-88	13-84	15-57	14-58	12-22	12-50
<i>Total fruit</i> . . . . .	210-248	26-62	28-65	31-75	37-28	40-87	38-69	35-14	33-39

TABLE 23—continued  
(pence per person per week)

	Food codes	Age of housewife							All households
		Under 25	25-34	35-44	45-54	55-64	65-74	75 and over	
<b>CEREALS:</b>									
Brown bread . . . . .	255	2-12	2-38	2-73	4-49	6-05	6-44	6-66	3-71
White bread . . . . .	251-254	21-65	20-91	24-51	26-44	25-73	22-96	23-05	23-67
Wholewheat and wholemeal bread . . . . .	256	0-56	0-66	0-65	1-06	1-17	1-06	1-28	0-83
Other bread . . . . .	263	5-00	4-44	5-35	6-88	7-48	6-62	6-05	5-73
<b>Total bread</b> . . . . .	251-263	29-33	28-39	33-24	38-87	40-42	37-08	37-05	33-93
Flour . . . . .	264	2-81	2-57	3-05	4-15	5-34	5-83	5-04	3-67
Cakes . . . . .	267-270	8-90	9-75	11-14	14-58	16-51	14-58	15-83	12-30
Biscuits . . . . .	271-277	15-14	15-18	15-45	17-47	15-63	14-82	11-94	15-63
Oatmeal and oat products . . . . .	281	0-39	0-59	0-53	0-59	0-84	1-66	1-68	0-65
Breakfast cereals . . . . .	282	6-45	8-34	8-57	6-87	5-62	6-01	5-03	7-43
Other cereals . . . . .	285-301	14-29	11-99	9-77	10-14	8-68	7-71	7-96	10-41
<b>Total cereals</b> . . . . .	251-301	77-38	76-60	81-74	92-67	93-05	87-70	84-52	84-02
<b>BEVERAGES:</b>									
Tea . . . . .	304	8-76	8-69	9-74	15-24	18-72	19-25	19-10	12-46
Coffee . . . . .	307-309	9-10	10-01	12-14	13-57	12-77	11-72	9-41	11-65
Cocoa and drinking chocolate . . . . .	312	0-58	0-72	0-65	0-99	1-02	0-55	0-54	0-77
Branded food drinks . . . . .	313	0-70	0-41	0-45	0-59	1-19	1-24	1-05	0-64
<b>Total beverages</b> . . . . .	304-313	19-14	19-82	22-98	30-39	33-69	32-76	30-09	25-52
<b>MISCELLANEOUS:</b>									
Soups, canned, dehydrated and powdered . . . . .	318, 319	4-77	4-16	3-92	4-23	4-49	3-83	3-76	4-15
Other foods . . . . .	315 } 320-339 }	15-32	14-60	13-96	15-09	14-91	12-93	8-20	14-34
<b>Total miscellaneous</b> . . . . .	315-339	20-08	18-76	17-88	19-32	19-38	16-75	11-96	18-50
<b>TOTAL EXPENDITURE</b> . . . . .		£4-92	£4-88	£5-25	£6-30	£6-77	£6-33	£5-89	£5-61

Housing tenure group averages of  
consumption, expenditure and relative  
food price levels



TABLE 24

Household expenditure on seasonal, convenience and other foods according to housing tenure, together with comparative indices of food prices and the real value of food purchased, 1978

	Type of dwelling										All households
	Unfurnished		Furnished, rented		Rent free	Owned outright	Owned with mortgage				
	Council	Other rented	£	£				£	£		
(i) Expenditure and value of garden and allotment produce, etc.	(per person per week)										£
Expenditure on:											£
Seasonal foods . . . . .	0.77	0.88	0.84	0.83	0.97	0.77	0.82				0.82
Convenience foods:											
Canned . . . . .	0.37	0.36	0.35	0.36	0.32	0.32	0.34				0.34
Frozen . . . . .	0.15	0.18	0.14	0.10	0.15	0.18	0.16				0.16
Other convenience foods . . . . .	0.92	0.93	0.84	0.87	0.88	0.94	0.92				0.92
Total convenience foods . . . . .	1.44	1.47	1.33	1.34	1.35	1.43	1.42				1.42
All other foods . . . . .	3.28	3.56	3.39	3.17	3.83	3.19	3.37				3.37
Total expenditure . . . . .	5.49	5.91	5.55	5.34	6.16	5.40	5.61				5.61
Value of garden and allotment produce, etc. . . . .	0.08	0.18	0.12	0.30	0.22	0.15	0.15				0.15
Value of consumption . . . . .	5.57	6.09	5.67	5.64	6.37	5.55	5.76				5.76
(ii) Comparative indices (a) of expenditure, prices and purchases (all foods)	(all households = 100)										
Expenditure . . . . .	97.9	105.3	99.0	95.1	109.7	96.2	100				100
Value of consumption . . . . .	96.7	105.7	98.4	97.8	110.6	96.3	100				100
Prices . . . . .	99.4	101.3	103.1	99.6	101.1	99.6	100				100
Index of value of consumption deflated by index of food prices . . . . .	97.2	104.3	95.5	98.3	109.3	96.6	100				100
Food purchases . . . . .	98.1	104.3	5.4	96.1	108.5	96.7	100				100
"Price of energy" . . . . .	94.6	102.3	107.6	94.8	102.3	102.1	100				100

(a) See Glossary.

**TABLE 25**  
*Household food consumption according to housing tenure: main food groups, annual averages, 1978*  
 (oz per person per week, except where otherwise stated)

	Food codes	Type of dwelling						All households
		Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
		Council	Other rented					
<b>MILK AND CREAM:</b>								
Liquid milk—full price	4	4.18	4.50	4.26	4.98	4.63	4.37	
welfare and school.	5, 6	0.11	0.09	0.06	0.07	0.03	0.08	
<b>Total liquid milk:</b>								
Condensed milk	4-6	4.29	4.59	4.32	5.05	4.67	4.44	
Dried and other milk	9	0.12	0.10	0.12	0.15	0.13	0.11	
Cream	10-14	0.23	0.26	0.72	0.15	0.24	0.24	
	17	0.02	0.03	0.02	0.01	0.04	0.03	
<b>Total milk and cream</b>	4-17	4.65	4.98	5.18	5.36	5.09	4.82	
<b>CHEESE:</b>								
Natural	22	2.98	3.59	4.68	3.60	3.93	3.49	
Processed	23	0.24	0.22	0.21	0.29	0.25	0.23	
<b>Total cheese</b>	22, 23	3.22	3.81	4.88	3.89	4.19	3.72	
<b>MEAT:</b>								
Beef and veal	31	8.04	8.68	7.47	8.60	8.55	8.27	
Mutton and lamb	36	3.68	4.57	2.85	2.97	5.08	3.92	
Pork	41	2.66	3.65	3.38	3.88	3.98	3.34	
<b>Total carcass meat</b>	31-41	14.38	16.89	13.70	15.45	17.62	15.52	
Bacon and ham, uncooked	55	4.22	4.87	3.33	3.60	5.08	4.31	
Poultry, uncooked	73, 77	5.51	6.64	7.63	3.59	6.42	5.97	
Other meat and meat products	46-51 58-71 78-94	15.09	13.89	10.38	12.48	12.18	13.11	
<b>Total meat</b>	31-94	39.20	42.28	35.04	35.12	41.30	38.92	
<b>FISH:</b>								
Fresh	100, 105 111-113	1.39	1.28	0.64	1.75	2.15	1.35	
Processed and shell	114-117	0.33	0.44	0.64	0.22	0.66	0.43	
Prepared, including fish products	118-123	1.43	1.37	0.73	1.59	1.28	1.29	
Frozen, including fish products	110, 127	1.03	1.37	0.46	0.57	1.22	1.18	
<b>Total fish</b>		4.09	4.50	2.45	4.13	5.29	4.25	

TABLE 25—continued  
 (oz per person per week, except where otherwise stated)

	Food codes	Type of dwelling						All households
		Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
		Council	Other rented					
EGGS: (Eggs purchased)	129	4-00 3-93	4-18 3-87	3-93 3-51	5-12 4-78	4-41 4-18	3-67 3-55	3-96 3-82
FATS:								
Butter	135	4-38	4-99	3-44	5-00	5-52	4-14	4-55
Margarine	138	3-61	3-45	2-66	4-12	4-18	3-20	3-54
Lard and compound cooking fat	139	2-44	2-13	1-27	1-89	1-86	1-57	1-91
All other fats	143, 148	0-81	1-38	1-39	1-28	1-33	1-23	1-14
Total fats	135-148	11-23	11-95	8-76	12-29	12-89	10-14	11-14
SUGAR AND PRESERVES:								
Sugar	150	13-07	11-91	7-42	13-68	13-86	10-17	11-89
Honey, preserves, syrup and treacle	151-154	1-99	2-66	2-22	2-42	2-80	1-88	2-15
Total sugar and preserves	150-154	15-05	14-57	9-62	16-09	16-67	12-05	14-03
VEGETABLES:								
Potatoes	156-161	53-28	50-32	29-15	42-58	39-71	39-28	44-05
Fresh green	162-171	11-84	15-31	9-08	14-04	17-72	12-34	13-45
Other fresh	172-183	13-35	16-63	18-85	14-58	19-31	15-65	15-80
Frozen, including vegetable products	203-208	2-83	3-48	3-37	1-75	3-68	4-11	3-59
Other processed, including vegetable products	184-202	13-23	11-61	11-03	10-31	8-64	10-75	11-12
Total vegetables	156-208	94-53	97-36	71-49	83-26	89-08	82-15	88-00
FRUIT:								
Fresh	210-231	13-20	18-55	17-27	16-95	23-51	18-96	18-15
Other, including fruit products	233-248	4-55	5-84	11-75	5-85	7-88	6-62	6-25
Total fruit	210-248	17-75	24-39	29-02	22-80	31-39	25-58	24-40
CEREALS:								
Brown bread	255	2-34	3-37	5-74	3-65	4-46	3-01	3-15
White bread	251-254	31-69	24-62	19-08	25-48	22-97	21-66	25-06
Wholewheat and wholemeal bread	256	0-30	0-55	1-15	0-30	1-21	0-75	0-69
Other bread	263	3-36	3-34	3-89	3-31	3-54	2-99	3-24
Total bread	251-263	37-68	31-87	29-85	32-75	32-18	28-42	32-13

TABLE 25—continued  
(oz per person per week, except where otherwise stated)

	Food codes	Type of dwelling						All households
		Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
		Council	Other rented					
Flour . . . . .	264	4-85	6-06	4-72	6-78	8-70	5-42	5-96
Cakes . . . . .	267-270	3-93	4-03	2-56	3-47	4-16	3-47	3-77
Biscuits . . . . .	271-277	5-78	5-01	4-38	6-03	5-26	5-42	5-45
Oatmeal and oat products . . . . .	281	0-50	0-57	0-77	0-32	0-66	0-34	0-47
Breakfast cereals . . . . .	282	3-07	3-03	3-75	3-79	3-08	3-93	3-45
Other cereals . . . . .	285-301	5-10	4-82	8-48	5-09	5-11	5-03	5-08
<i>Total cereals</i> . . . . .	251-301	60-90	55-41	54-50	58-24	59-14	52-04	56-31
<b>BEVERAGES:</b>								
Tea . . . . .	304	2-26	2-18	1-55	1-88	2-46	1-56	1-99
Coffee . . . . .	307-309	0-45	0-59	0-62	0-54	0-67	0-55	0-55
Cocoa and drinking chocolate . . . . .	312	0-09	0-12	0-51	0-09	0-13	0-13	0-12
Branded food drinks . . . . .	313	0-11	0-17	0-31	—	0-21	0-15	0-15
<i>Total beverages</i> . . . . .	304-313	2-90	3-07	2-99	2-51	3-48	2-40	2-81



**TABLE 26**  
*Household food expenditure according to housing tenure: main food groups, annual averages, 1978*  
 (pence per person per week)

	Food codes	Type of dwelling						All households
		Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
		Council	Other rented					
<b>MILK AND CREAM:</b>								
Liquid milk—full price welfare and school.	4 5, 6	52.77 0.03	53.12 ...	51.07	51.84	57.48 0.02	54.60 0.03	54.45 0.03
<b>Total liquid milk</b>	4-6	52.80	53.12	51.07	51.84	57.50	54.63	54.47
Condensed milk	9	1.41	1.32	1.43	1.61	1.60	1.25	1.37
Dried and other milk:	10-14	3.30	4.55	10.53	3.38	4.24	4.79	4.26
Cream	17	1.50	2.45	1.63	0.63	3.83	3.01	2.67
<b>Total milk and cream</b>	4-17	59.01	61.43	64.66	57.46	67.16	63.68	62.77
<b>CHEESE:</b>								
Natural	22	12.98	16.16	20.81	16.17	17.67	15.82	15.45
Processed	23	1.31	1.23	1.18	1.68	1.32	1.10	1.22
<b>Total cheese</b>	22, 23	14.28	17.39	22.00	17.85	18.99	16.93	16.68
<b>MEAT:</b>								
Beef and veal	31	48.78	51.42	38.86	48.60	53.22	48.21	49.45
Mutton and lamb	36	18.11	23.03	14.53	15.12	23.90	17.04	19.51
Pork	41	14.07	18.63	17.55	16.62	19.85	16.23	16.55
<b>Total carcass meat</b>	31-41	80.97	93.09	70.95	80.34	98.98	81.48	85.51
Bacon and ham, uncooked	55	21.92	25.62	18.64	18.09	26.17	20.20	22.23
Poultry, uncooked	73-77	16.70	19.98	24.23	9.75	20.04	18.07	18.17
Other meat and meat products	46-51 58-71 78-94	59.88	58.82	42.93	49.39	50.31	50.48	53.70
<b>Total meat</b>	31-94	179.47	197.52	156.76	157.58	195.50	170.23	179.60
<b>FISH:</b>								
Fresh	100-105 111-113	6.88	6.42	3.17	8.33	11.15	4.82	6.80
Processed and shell	114-117	1.90	2.68	2.88	1.18	3.86	2.67	2.65
Prepared, including fish products	118-123	8.18	9.01	5.31	8.97	8.29	7.69	8.03
Frozen, including fish products	110, 127	5.55	7.53	2.84	3.10	6.55	6.51	6.27
<b>Total fish</b>	100-127	22.51	25.65	14.19	21.59	29.84	21.68	23.76

TABLE 26—continued  
(pence per person per week)

	Food codes	Type of dwelling						All households
		Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
		Council	Other rented					
EGGS:	129	15.76	15.77	13.71	19.72	17.32	14.20	15.43
FATS:								
Butter	135	15.31	17.34	12.36	17.22	19.18	14.30	15.79
Margarine	138	7.00	6.93	5.96	8.30	8.42	6.33	7.01
Lard and compound cooking fat	139	3.61	3.07	2.82	2.89	2.82	2.33	2.85
All other fats	143, 148	1.78	3.22	3.79	2.74	3.22	2.86	2.65
Total fats	135-148	27.69	30.55	24.15	31.15	33.65	25.82	28.30
SUGAR AND PRESERVES:								
Sugar	150	10.35	9.61	6.51	10.97	11.16	8.30	9.62
Honey, preserves, syrup and treacle	151-154	3.65	5.26	5.92	3.94	5.42	3.66	4.12
Total sugar and preserves	150-154	14.00	14.87	12.43	14.91	16.80	11.95	13.73
VEGETABLES:								
Potatoes	156-161	15.33	14.07	9.08	12.79	10.61	10.39	12.11
Fresh green	162-171	7.49	9.93	8.03	8.37	9.69	7.38	8.05
Other fresh	172-183	13.59	17.07	24.27	14.94	18.61	16.08	15.98
Frozen, including vegetable products	203-208	4.84	6.30	7.40	3.53	6.17	6.51	5.93
Other processed, including vegetable products	184-202	19.44	17.72	18.81	17.12	13.87	17.73	17.45
Total vegetables	156-208	60.68	65.08	67.58	56.74	58.97	58.08	59.51
FRUIT:								
Fresh	210-231	15.97	21.57	22.55	18.16	26.09	21.74	20.89
Other, including fruit products	233-248	8.88	11.79	26.38	11.87	16.15	13.16	12.50
Total fruit	210-248	24.85	33.36	48.93	30.03	42.24	34.90	33.39
CEREALS:								
Brown bread	255	2.78	4.16	6.33	4.04	5.32	3.47	3.71
White bread	251-254	29.47	23.90	18.29	25.32	22.62	20.24	23.67
Wholewheat and wholemeal bread	256	0.35	0.66	1.43	0.38	1.42	0.90	0.83
Other bread	263	6.11	6.06	6.40	5.84	5.91	5.35	5.73
Total bread	251-263	38.70	34.78	32.45	35.57	35.27	29.97	33.93

TABLE 26—continued  
 (pence per person per week)

	Food codes	Type of dwelling						All households
		Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
		Council	Other rented					
<b>CEREALS—continued</b>								
Flour . . . . .	264	3-01	3-73	3-21	4-38	5-46	3-28	
Cakes . . . . .	267-270	12-58	13-47	8-09	12-41	13-46	11-44	
Biscuits . . . . .	271-277	16-40	14-15	12-64	16-89	14-73	15-84	
Oatmeal and oat products . . . . .	281	0-70	0-90	0-85	0-49	0-86	0-48	
Breakfast cereals . . . . .	282	6-67	6-78	8-52	8-18	6-66	8-37	
Other cereals . . . . .	285-301	10-00	9-69	16-55	9-48	9-80	11-03	
<b>Total cereals</b> . . . . .	251-301	88-03	83-49	82-31	87-39	86-26	80-41	
<b>BEVERAGES:</b>								
Tea . . . . .	304	14-45	13-65	10-32	12-15	15-02	9-74	
Coffee . . . . .	307-309	9-14	12-04	15-29	11-59	14-07	12-05	
Cocoa and drinking chocolate . . . . .	312	0-58	0-82	3-40	0-68	0-82	0-83	
Branded food drinks . . . . .	313	0-50	0-73	1-43	—	0-92	0-61	
<b>Total beverages</b> . . . . .	304-313	24-66	27-24	30-45	24-41	30-83	23-23	
<b>MISCELLANEOUS:</b>								
Soups, canned, dehydrated and powdered . . . . .	318, 319	4-92	4-00	4-65	2-74	3-69	3-90	
Other foods . . . . .	315 320-339	13-32	14-78	13-57	12-13	14-34	15-06	
<b>Total miscellaneous</b> . . . . .	315-339	18-24	18-80	18-23	14-89	18-03	18-96	
<b>TOTAL EXPENDITURE</b> . . . . .		£5-49	£5-91	£5-55	£5-34	£6-16	£5-40	



## Special Analyses



TABLE 27

*Household expenditure on seasonal, convenience and other foods according to ownership of deep-freezers, together with comparative indices of food prices and the real value of food purchased, 1978*

	Households owning a deep-freezer	Households not owning a deep-freezer	All households
	£	£	£
(i) <i>Expenditure and value of garden and allotment produce, etc.</i>	(per person per week)		
Expenditure on:			
Seasonal foods . . . . .	0·81	0·82	0·82
Convenience foods			
Canned . . . . .	0·30	0·37	0·34
Frozen . . . . .	0·20	0·14	0·16
Other convenience foods . . . . .	0·89	0·93	0·92
<i>Total convenience foods</i> . . . . .	<i>1·39</i>	<i>1·44</i>	<i>1·42</i>
All other foods . . . . .	3·41	3·35	3·37
<i>Total expenditure</i> . . . . .	<i>5·62</i>	<i>5·61</i>	<i>5·61</i>
Value of garden allotment produce, etc. . . . .	0·22	0·10	0·15
Value of consumption . . . . .	5·83	5·71	5·76
(ii) <i>Comparative indices (a) of expenditure, prices and purchases (all foods)</i>	(all households = 100)		
Expenditure . . . . .	100·1	100·0	100
Value of consumption . . . . .	101·2	99·0	100
Prices . . . . .	98·6	101·3	100
Index of value of consumption deflated by index of food prices . . . . .	102·6	97·7	100
Food purchases . . . . .	101·5	98·7	100
"Price of energy" . . . . .	101·8	98·6	100
(iii) <i>Summary characteristics of households</i> .			
Number of households . . . . .	2,924	4,249	7,173
Number of persons . . . . .	9,904	12,500	22,404
Average number of persons per household . . . . .	3·39	2·94	3·12
Average number of earners per household . . . . .	1·64	1·29	1·43

(a) See Glossary.

TABLE 28  
*Food consumption in households owning a deep-freezer compared with consumption in other households:  
 main food groups and selected food items, annual averages, 1978*  
 (oz per person per week, except where otherwise stated)

	Food codes	Households owning a deep-freezer	Households not owning a deep-freezer	All households	Alternative estimates of consumption which take into account changes in deep-freezer stocks (g)	
					Households owning a deep-freezer	All households
<b>MILK AND CREAM:</b>						
Liquid milk—full price, welfare and school	4, 5, 6	4-42 0-08	4-32 0-09	4-37 0-08	4-43 0-08	4-37 0-08
Total liquid milk		4-50	4-41	4-44	4-50	4-45
Condensed milk	4-6	0-11	0-12	0-11	0-11	0-11
Dried and other milk	9	0-25	0-24	0-24	0-25	0-24
Cream	10-14, 17	0-03	0-02	0-03	0-04	0-03
Total milk and cream	4-17	4-88	4-79	4-82	4-90	4-84
<b>CHEESE:</b>						
Natural	22	3-67	3-36	3-49	3-73	3-52
Processed	23	0-21	0-25	0-23	0-21	0-23
Total cheese	22, 23	3-88	3-60	3-72	3-94	3-75
<b>MEAT:</b>						
Beef and veal	31	8-99	7-70	8-27	8-88	8-22
Mutton and lamb	36	4-68	3-33	3-92	4-18	3-71
Pork	41	3-71	3-04	3-34	3-81	3-38
Total carcass meat	31-41	17-38	14-06	15-52	16-87	15-31
Bacon and ham, uncooked	55	4-43	4-22	4-31	4-34	4-28
Poultry, uncooked	73, 77	6-45	5-59	5-97	6-34	5-92
Frozen convenience meats or frozen convenience meat products:	88	1-54	0-89	1-18	1-25	1-05
Other meat and meat products	46, 51, 58-71, 78-83, 94	11-05	12-66	11-93	11-21	12-04
Total meat	31-94	40-83	37-41	38-92	40-01	38-57



TABLE 28—continued  
 (oz per person per week, except where otherwise stated)

	Food codes	Households owning a deep-freezer	Households not owning a deep-freezer	All households	Alternative estimates of consumption which take into account changes in deep-freezer stocks (d)	
					Households owning a deep-freezer	All households
<b>FISH:</b>						
Fresh . . . . .	100, 105 } 111-113 }	1-25	1-45	1-35	1-52	1-47
Processed and shell . . . . .	114-117	0-50	0-38	0-43	0-51	0-45
Prepared, including fish products . . . . .	118-123	1-15	1-38	1-29	1-29	1-29
Frozen, including fish products . . . . .	110, 127	1-41	0-99	1-18	1-41	1-17
<i>Total fish</i> . . . . .	100-127	4-32	4-20	4-25	4-58	4-37
<b>EGGS:</b>						
(Eggs purchased) . . . . .	129	3-94 3-70	3-98 3-91	3-96 3-82	3-95 3-71	3-97 3-82
<b>FATS:</b>						
Butter . . . . .	135	4-61	4-50	4-55	4-53	4-51
Margarine . . . . .	138	3-36	3-68	3-54	3-36	3-54
Lard and compound cooking fat . . . . .	139	1-70	2-08	1-91	1-71	1-92
Other fats . . . . .	143, 148	1-31	1-01	1-14	1-36	1-16
<i>Total fats</i> . . . . .	135-148	10-98	11-27	11-14	10-95	11-13
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	150	11-46	12-24	11-89	11-46	11-89
Honey, preserves, syrup and treacle . . . . .	151-154	1-94	2-32	2-15	1-98	2-17
<i>Total sugar and preserves</i> . . . . .	150-154	13-40	14-55	14-03	13-44	14-05
<b>VEGETABLES:</b>						
Potatoes . . . . .	156-161	40-94	46-48	44-05	41-04	44-11
Fresh green . . . . .	162-171	14-65	12-50	13-45	14-73	13-49
Other fresh . . . . .	172-183	16-77	15-05	15-80	16-91	15-87
Frozen peas . . . . .	203	2-10	1-29	1-65	2-41	1-79
Frozen beans . . . . .	204	0-68	0-31	0-48	0-66	0-47
Frozen chips and other frozen convenience potato products . . . . .	205	1-24	0-39	0-77	0-75	0-55
All frozen vegetables and frozen vegetable products, not specified elsewhere . . . . .	208	1-05	1-41	0-69	1-19	0-75
Other processed, including vegetable products . . . . .	184-202	9-44	12-47	11-12	9-45	11-13
<i>Total vegetables</i> . . . . .	156-208	86-86	88-89	88-00	87-11	88-14

TABLE 28—continued  
(oz per person per week, except where otherwise stated)

	Food codes	Households owning a deep-freezer	Households not owning a deep-freezer	All households	Alternative estimates of consumption which take into account changes in deep-freezer stocks (a)	
					Households owning a deep-freezer	All households
<b>FRUIT:</b>						
Fresh	210-231	20-40	16-39	18-15	20-64	18-26
Frozen fruit and frozen fruit products	241	0-13	0-04	0-08	0-20	0-11
Other, including fruit products, not frozen	233-240 } 245-248 }	6-82	5-64	6-17	6-86	6-18
<i>Total fruit</i>	210-248	27-35	22-07	24-40	27-69	24-55
<b>CEREALS:</b>						
Brown bread	255	3-01	3-25	3-15	2-87	3-08
White bread	251-254	22-85	26-77	25-06	21-78	24-58
Wholewheat and wholemeal bread	256	0-74	0-65	0-69	0-74	0-70
Other bread	263	3-06	3-38	3-24	2-99	3-21
<i>Total bread</i>	251-263	29-68	34-06	32-13	28-37	31-55
Flour	264	6-31	5-67	5-96	6-33	5-97
Cakes	267, 270	3-35	4-12	3-77	3-44	3-81
Biscuits	271-277	5-27	5-62	5-45	5-34	5-49
Oatmeal and oat products	281	0-42	0-51	0-47	0-43	0-47
Breakfast cereals	282	3-63	3-31	3-45	3-68	3-47
Frozen convenience cereal foods	294	0-53	0-29	0-40	0-45	0-36
Other cereals	285-291 } 299-301 }	4-20	5-07	4-68	4-24	4-71
<i>Total cereals</i>	251-301	53-39	58-63	56-31	52-25	55-81
<b>BEVERAGES:</b>						
Tea	304	1-76	2-18	1-99	1-77	2-00
Coffee	307-309	0-61	0-49	0-55	0-63	0-56
Cocoa and drinking chocolate	312	0-13	0-12	0-12	0-14	0-13
Branded food drinks	313	0-12	0-18	0-15	0-12	0-15
<i>Total beverages</i>	304-313	2-62	2-97	2-81	2-65	2-83

(a) See paragraph 30.

TABLE 29

*Food expenditure in households owning a deep-freezer compared with expenditure in other households: main food groups and selected food items, annual averages 1978*

(pence per person per week)

	Food codes	All households owning a deep-freezer	All households not owning a deep-freezer	All households
<b>MILK AND CREAM:</b>				
Liquid milk—full price . . . . .	4	54.37	54.54	54.45
welfare and school . . . . .	5, 6	0.04	0.02	0.03
<i>Total liquid milk . . . . .</i>	<i>4-6</i>	<i>54.41</i>	<i>54.56</i>	<i>54.47</i>
Condensed milk . . . . .	9	1.28	1.44	1.37
Dried and other milk . . . . .	10-14	4.41	4.16	4.26
Cream . . . . .	17	3.30	2.17	2.67
<i>Total milk and cream . . . . .</i>	<i>4-17</i>	<i>63.40</i>	<i>62.33</i>	<i>62.77</i>
<b>CHEESE:</b>				
Natural . . . . .	22	16.20	14.87	15.45
Processed . . . . .	23	1.12	1.31	1.22
<i>Total cheese . . . . .</i>	<i>22, 23</i>	<i>17.32</i>	<i>16.18</i>	<i>16.68</i>
<b>MEAT:</b>				
Beef and veal . . . . .	31	51.24	48.09	49.45
Mutton and lamb . . . . .	36	22.36	17.27	19.51
Pork . . . . .	41	17.27	15.97	16.55
<i>Total carcass meat . . . . .</i>	<i>31-41</i>	<i>90.88</i>	<i>81.32</i>	<i>85.51</i>
Bacon and ham, uncooked . . . . .	55	22.68	21.85	22.23
Poultry, uncooked . . . . .	73, 77	19.23	17.31	18.17
Frozen convenience meats or frozen convenience meat products . . . . .	88	5.93	4.29	5.01
Other meat and meat products . . . . .	46, 51, 58 } 71, 78-83 } 94 }	44.71	51.83	48.69
<i>Total meat . . . . .</i>	<i>31-94</i>	<i>183.44</i>	<i>176.61</i>	<i>179.60</i>
<b>FISH:</b>				
Fresh . . . . .	100, 105 } 111-113 }	6.13	7.32	6.80
Processed and shell . . . . .	114-117	3.10	2.31	2.65
Prepared, including fish products . . . . .	118-123	7.25	8.64	8.03
Frozen, including fish products . . . . .	110, 127	7.00	5.68	6.27
<i>Total fish . . . . .</i>	<i>100-127</i>	<i>23.48</i>	<i>23.95</i>	<i>23.76</i>
<b>EGGS . . . . .</b>				
	129	14.97	15.79	15.43
<b>FATS:</b>				
Butter . . . . .	135	15.90	15.70	15.79
Margarine . . . . .	138	6.57	7.35	7.01
Lard and compound cooking fat . . . . .	139	2.54	3.09	2.85
Other fats . . . . .	143, 148	3.00	2.37	2.65
<i>Total fats . . . . .</i>	<i>135-148</i>	<i>28.01</i>	<i>28.52</i>	<i>28.30</i>
<b>SUGAR AND PRESERVES:</b>				
Sugar . . . . .	150	9.35	9.84	9.62
Honey, preserves, syrup and treacle . . . . .	151-154	3.64	4.49	4.12
<i>Total sugar and preserves . . . . .</i>	<i>150-154</i>	<i>12.99</i>	<i>14.33</i>	<i>13.73</i>
<b>VEGETABLES:</b>				
Potatoes . . . . .	156-161	10.13	13.68	12.11
Fresh green . . . . .	162-171	7.74	8.30	8.05
Other fresh . . . . .	172-183	16.36	15.68	15.98
Frozen peas . . . . .	203	2.95	2.26	2.57
Frozen beans . . . . .	204	1.18	0.76	0.94
Frozen chips and other frozen convenience potato products . . . . .	205	1.38	0.63	0.96
All frozen vegetables and frozen vegetable products, not specified elsewhere . . . . .	208	1.98	1.04	1.46
Other processed, including vegetable products . . . . .	184-202	15.25	19.19	17.45
<i>Total vegetables . . . . .</i>	<i>156-208</i>	<i>56.99</i>	<i>61.53</i>	<i>59.51</i>

TABLE 29—continued

(pence per person per week)

	Food codes	All households owning a deep-freezer	All households not owning a deep-freezer	All households
<b>FRUIT:</b>				
Fresh	210-231	22.86	19.36	20.89
Frozen fruit and frozen fruit products	241	0.44	0.13	0.27
Other, including fruit products, not frozen	233-240 } 245-248 }	13.47	11.23	12.24
<i>Total fruit</i>	210-248	36.77	30.72	33.39
<b>CEREALS:</b>				
Brown bread	255	3.46	3.90	3.71
White bread	251-254	21.17	25.64	23.67
Wholewheat and wholemeal bread	256	0.86	0.80	0.83
Other bread	263	5.41	5.98	5.73
<i>Total bread</i>	251-263	30.91	36.32	33.93
Flour	264	3.89	3.50	3.67
Cakes	267, 270	10.90	13.44	12.30
Biscuits	271-277	15.00	16.15	15.63
Oatmeal and oat products	281	0.57	0.71	0.65
Breakfast cereals	282	7.76	7.17	7.43
Frozen convenience cereal foods	294	2.11	1.07	1.53
Other cereals	285-291 } 299-301 }	8.30	9.36	8.88
<i>Total cereals</i>	251-301	79.43	87.72	84.02
<b>BEVERAGES:</b>				
Tea	304	10.94	13.67	12.46
Coffee	307-309	13.08	10.48	11.65
Cocoa and drinking chocolate	312	0.82	0.73	0.77
Branded food drinks	313	0.51	0.75	0.64
<i>Total beverages</i>	304-313	25.34	25.62	25.52
<b>MISCELLANEOUS:</b>				
Soups, canned, dehydrated and powdered	318, 319 } 315 }	3.53	4.62	4.15
Other foods	320-339 }	15.85	13.17	14.34
<i>Total miscellaneous</i>	315-339	19.39	17.79	18.50
<b>TOTAL EXPENDITURE</b>		<b>£5.62</b>	<b>£5.61</b>	<b>£5.61</b>

TABLE 30

*Meals eaten outside the home, 1978*

(per person per week)

	Meals not from the household supply		Net balance (a)	
	Mid-day meals	All meals out	Persons	Visitors
All households . . . . .	1.75	3.01	.89	.04
<i>Analysis by region</i>				
<i>English regions:</i>				
North . . . . .	1.72	2.81	.89	.04
Yorkshire and Humberside . . . . .	1.79	3.03	.89	.04
North West . . . . .	1.85	2.94	.89	.04
East Midlands . . . . .	1.61	2.76	.90	.04
West Midlands . . . . .	1.55	2.55	.90	.03
South West . . . . .	1.63	2.99	.89	.04
South East (b)/East Anglia . . . . .	1.92	3.48	.87	.04
England . . . . .	1.78	3.06	.88	.04
Wales . . . . .	1.49	2.59	.90	.03
Scotland . . . . .	1.62	2.79	.89	.05
<i>Analysis by type of area</i>				
Greater London . . . . .	2.12	3.77	.86	.04
Metropolitan counties and Clydeside conurbation . . . . .	1.70	2.84	.89	.04
<i>Non-metropolitan counties:</i>				
<i>Wards with electorate per acre of—</i>				
7 or more . . . . .	1.71	2.96	.89	.04
3 but less than 7 . . . . .	1.68	2.82	.89	.04
0.5 but less than 3 . . . . .	1.73	3.04	.89	.04
less than 0.5 . . . . .	1.69	2.98	.89	.04
<i>Analysis by income group</i>				
A1 . . . . .	2.59	4.68	.82	.06
A2 . . . . .	2.21	4.02	.85	.04
B . . . . .	1.99	3.43	.87	.04
C . . . . .	1.72	2.85	.89	.03
D . . . . .	1.57	2.48	.90	.04
E1 . . . . .	0.89	1.99	.93	.03
E2 . . . . .	0.87	1.79	.93	.06
OAP (households containing one adult) . . . . .	0.92	2.32	.91	.06
OAP (households containing one male and one female) . . . . .	0.33	0.93	.96	.03
OAP ("other" households) . . . . .	0.57	1.08	.96	.05
OAP (all) . . . . .	0.45	1.16	.96	.04
<i>Analysis by household composition</i>				
No. of adults	No. of children			
1	0	1.76	4.03	.85
1	1 or more	2.62	4.34	.84
2	0	1.29	2.64	.90
2	1	1.72	3.08	.88
2	2	1.92	3.16	.88
2	3	2.10	3.05	.88
2	4 or more	2.03	2.72	.89
3	0	1.53	2.91	.89
3 or more	1 or 2	1.82	3.06	.88
3 or more	3 or more	2.10	2.96	.89
4 or more	0	1.83	3.47	.87

TABLE 30—continued

(per person per week)

	Meals not from the household supply		Net balance (a)	
	Mid-day meals	All meals out	Persons	Visitors
<i>Analysis by age of housewife</i>				
Under 25 years . . . . .	2.01	3.83	.86	.04
25-34 " . . . . .	1.96	3.39	.87	.03
35-44 " . . . . .	2.16	3.32	.87	.03
45-54 " . . . . .	1.77	3.05	.89	.05
55-64 " . . . . .	1.19	2.32	.91	.05
65-74 " . . . . .	0.61	1.43	.95	.04
75 and over . . . . .	0.72	1.67	.94	.03
<i>Analysis by housing tenure</i>				
Unfurnished: Council . . . . .	1.60	2.64	.90	.04
other rented . . . . .	1.78	3.17	.89	.04
Furnished, rented . . . . .	2.39	4.87	.83	.06
Rent free . . . . .	1.67	2.76	.90	.05
Owned outright . . . . .	1.39	2.54	.90	.05
Owned with mortgage . . . . .	2.01	3.44	.87	.03
<i>Analysis by ownership of deep-freezers</i>				
Households owning a deep-freezer . . . . .	1.91	3.29	.88	.04
Households not owning a deep-freezer . . . . .	1.62	2.80	.89	.04

(a) See Glossary.

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

TABLE 31

*Average number of mid-day meals per week per child aged 5-14 years, 1978*

	Meals not from the household supply		Meals from the household supply	
	School meals	Other meals out	Packed meals	Other
All households . . . . .	2.61	0.11	0.31	3.97
<i>Analysis by region</i>				
<i>English regions:</i>				
North . . . . .	3.21	0.14	0.11	3.54
Yorkshire and Humberside . . . . .	2.85	0.11	0.12	3.92
North West . . . . .	2.63	0.17	0.43	3.77
East Midlands . . . . .	2.79	0.08	0.33	3.80
West Midlands . . . . .	2.63	0.08	0.25	4.04
South West . . . . .	2.68	0.06	0.45	3.81
South East (a)/East Anglia . . . . .	2.54	0.10	0.43	3.93
England . . . . .	2.69	0.11	0.34	3.86
Wales . . . . .	2.60	0.18	0.33	3.89
Scotland . . . . .	1.83	0.12	0.09	4.96
<i>Analysis by type of area</i>				
Greater London . . . . .	2.47	0.09	0.46	3.98
Metropolitan counties and Clydeside conurbation . . . . .	2.34	0.10	0.24	4.32
<i>Non-metropolitan counties:</i>				
<i>Wards with electorate per acre of—</i>				
7 or more . . . . .	2.61	0.11	0.29	3.99
3 but less than 7 . . . . .	2.63	0.14	0.35	3.88
0.5 but less than 3 . . . . .	2.68	0.11	0.31	3.90
less than 0.5 . . . . .	3.10	0.11	0.32	3.47
<i>Analysis by income group</i>				
A1 . . . . .	3.26	0.17	0.42	3.15
A2 . . . . .	2.81	0.12	0.55	3.52
B . . . . .	2.46	0.12	0.36	4.06
C . . . . .	2.59	0.09	0.24	4.08
D . . . . .	3.19	0.09	0.09	3.63
E1 . . . . .	3.54	—	0.06	3.40
E2 . . . . .	2.35	0.14	0.14	4.37
<i>Analysis by household composition</i>				
1 adult, 1 or more children . . . . .	2.92	0.07	0.16	3.85
2 adults, 1 child . . . . .	2.55	0.24	0.26	3.95
2 adults, 2 children . . . . .	2.55	0.10	0.35	4.00
2 adults, 3 children . . . . .	2.59	0.11	0.29	4.01
2 adults, 4 or more children . . . . .	2.82	0.03	0.24	3.91
3 or more adults, 1 or 2 children . . . . .	2.67	0.18	0.56	3.59
3 or more adults, 3 or more children . . . . .	2.50	0.11	0.14	4.25
<i>Analysis by age of housewife</i>				
Under 25 years . . . . .	3.46	0.05	0.01	3.48
25-34 " . . . . .	2.53	0.10	0.25	4.12
35-44 " . . . . .	2.66	0.11	0.35	3.88
45-54 " . . . . .	2.70	0.14	0.45	3.71
55-64 " . . . . .	1.67	0.21	0.21	4.91
65-74 " . . . . .	1.94	0.06	0.44	4.56
75 and over . . . . .	3.33	—	—	3.67

TABLE 31—continued

	Meals not from the household supply		Meals from the household supply	
	School meals	Other meals out	Packed meals	Other
<i>Analysis by housing tenure</i>				
Unfurnished: Council . . . . .	2.52	0.11	0.17	4.20
other rented . . . . .	3.18	0.15	0.18	3.49
Furnished, rented . . . . .	5.25	—	0.06	1.69
Rent free . . . . .	2.92	0.02	0.22	3.84
Owned outright . . . . .	2.55	0.11	0.40	3.94
Owned with mortgage . . . . .	2.60	0.11	0.39	3.90
<i>Analysis by ownership of deep-freezers</i>				
Households owning a deep-freezer . . . . .	2.74	0.39	0.11	3.76
Households not owning a deep-freezer . . . . .	2.48	0.23	0.11	4.18

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



TABLE 32  
 Soft drinks; purchases, expenditure and prices, annual averages, 1978

	Concentrated				Unconcentrated				Low-calorie				All soft drinks		
	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(b) Energy	
	fl oz	pence	pence	%	fl oz	pence	pence	%	fl oz	pence	pence	%	equivalent fl oz (c)	kcal	
<i>All households</i>	3.02	2.92	19.29	22	3.92	2.99	15.20	19	0.27	0.22	15.72	2	19.29	19	
<i>Analysis by region</i>															
Wales	2.78	2.69	19.42	23	6.07	4.13	13.59	26	0.57	0.43	15.04	3	20.54	21	
Scotland	2.18	2.04	18.72	18	5.69	3.74	13.12	23	0.16	0.10	12.77	1	16.75	17	
North	3.26	3.09	18.97	26	4.16	3.37	16.39	23	0.29	0.34	24.42	2	20.75	20	
Yorkshire and Humberside	2.98	2.84	19.05	22	4.58	3.34	14.60	21	0.12	0.09	16.09	1	19.60	20	
North West	2.74	2.85	20.82	22	2.90	2.39	16.51	15	0.21	0.16	14.96	1	16.81	16	
East Midlands	2.67	2.69	20.06	21	4.14	3.09	14.93	21	0.10	0.08	16.41	1	17.59	18	
West Midlands	3.28	3.08	18.73	23	4.19	3.14	14.87	20	0.34	0.22	12.57	3	20.93	20	
South West	3.35	3.11	18.54	24	2.03	1.55	15.25	12	0.42	0.30	14.29	3	19.20	18	
South East (d)/East Anglia	3.27	3.15	19.29	23	3.73	3.02	16.21	18	0.29	0.25	16.58	2	20.37	20	
<i>Analysis by type of area</i>															
Greater London	2.68	2.62	19.53	19	4.65	3.71	16.01	19	0.33	0.26	15.98	2	18.38	18	
Metropolitan counties and Clydeside conurbation	2.76	2.59	18.72	21	5.17	3.66	14.11	21	0.21	0.15	14.21	1	19.18	19	
Non-metropolitan counties: Wards with electorate per acre of—															
7 or more	2.93	2.81	19.19	22	3.89	2.91	14.94	18	0.18	0.17	18.20	2	18.72	18	
3 but less than 7	3.38	3.26	19.27	25	3.45	2.63	15.29	19	0.37	0.29	16.00	3	20.72	20	
0.5 but less than 3	2.96	2.92	19.78	24	3.20	2.54	15.87	19	0.24	0.16	12.93	2	18.24	18	
Less than 0.5	3.51	3.44	19.61	25	2.81	2.39	16.88	17	0.38	0.31	15.92	3	20.74	20	
<i>Analysis by income group</i>															
A1	2.62	2.65	20.51	24	6.83	5.79	17.01	24	0.20	0.19	19.29	2	20.13	21	
A2	3.96	3.91	19.51	32	3.73	2.94	15.78	23	0.29	0.21	14.58	3	23.82	23	
All A	3.60	3.56	19.71	30	4.54	3.71	16.29	23	0.26	0.20	15.50	3	22.80	22	
B	3.55	3.43	19.31	27	4.44	3.35	15.05	22	0.40	0.29	14.79	3	22.59	22	
C	2.96	2.81	19.01	24	3.77	2.84	15.08	20	0.19	0.16	17.39	2	18.76	18	
D	2.28	2.22	19.38	17	3.53	2.56	14.48	16	0.27	0.22	15.91	2	15.20	15	
E1	1.61	1.71	21.00	10	1.87	1.58	16.83	8	0.39	0.28	14.54	1	10.31	10	
E2	1.88	1.84	19.58	12	3.66	2.75	14.84	12	0.22	0.19	17.19	1	13.28	13	
OAP	1.18	1.21	20.59	6	1.95	1.53	15.64	8	0.09	0.08	16.94	1	7.94	8	

TABLE 32—continued

	Concentrated				Unconcentrated				Low-calorie				All soft drinks	
	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(b) Energy
	fl oz	pence	pence	%	fl oz	pence	pence	%	fl oz	pence	pence	%	equivalent fl oz (c)	kcal
<i>Analysis by household composition</i>														
No. of adults	2.39	2.33	19.69	8	3.02	2.65	17.26	7	0.29	0.35	24.80	1	15.26	15
No. of children	3.71	3.60	19.08	28	2.58	2.43	18.98	22	0.36	0.31	15.74	3	21.49	20
0	1.64	1.65	20.04	10	3.39	2.66	15.68	12	0.26	0.22	17.26	1	11.85	12
1 or more	2	3.52	19.66	25	4.57	4.08	17.87	22	0.23	0.21	18.53	2	22.70	22
2	4.35	4.18	19.18	40	5.14	3.60	13.94	30	0.38	0.27	14.13	3	27.27	27
3	4.04	3.82	18.88	44	4.08	3.00	13.94	27	0.37	0.23	12.37	3	24.65	24
4 or more	3.03	2.75	17.95	38	2.98	2.21	14.49	26	0.17	0.11	12.75	3	18.30	18
0	1.61	1.65	20.49	13	2.29	1.80	15.74	13	0.09	0.08	17.90	1	10.43	10
1 or 2	2.87	2.81	19.55	32	4.06	3.05	14.99	27	0.23	0.22	19.37	2	18.64	18
3 or more	2.47	2.17	17.65	34	3.00	2.22	14.86	22	0.27	0.15	10.57	5	15.62	15
4 or more	2.81	2.63	18.69	23	3.44	2.33	13.45	18	0.16	0.17	20.92	2	17.65	17
<i>Analysis by age of housewife</i>														
Under 25 years	3.77	3.52	18.56	27	5.38	4.10	15.45	24	0.32	0.24	14.82	3	24.55	24
25-34	3.91	3.75	19.16	33	4.67	3.42	14.61	26	0.42	0.29	13.94	3	24.64	24
35-44	3.73	3.58	19.21	33	4.42	3.47	15.73	26	0.26	0.22	16.68	3	23.33	23
45-54	2.50	2.45	19.56	19	3.71	2.85	15.23	18	0.20	0.19	18.65	1	16.41	16
55-64	1.54	1.53	19.79	10	2.30	1.79	14.73	10	0.16	0.14	17.71	1	10.16	10
65-74	1.24	1.28	20.58	8	2.22	1.79	16.10	9	0.09	0.07	14.93	1	8.51	9
75 and over	0.95	1.02	21.45	5	1.84	1.57	16.90	6	0.12	0.13	21.49	1	6.71	7
<i>Analysis by housing tenure</i>														
Unfurnished:														
Council	2.32	2.20	19.05	20	3.17	2.32	14.64	17	0.24	0.18	14.29	2	15.01	15
Other rented	2.95	2.79	19.02	19	4.44	3.39	15.38	18	0.28	0.31	21.56	2	19.47	19
Furnished, rented	3.14	3.42	21.33	18	3.32	3.16	19.29	12	—	—	—	—	19.02	19
Rent free	2.96	2.78	19.21	27	3.48	3.13	18.19	25	—	—	—	—	18.28	18
Owned outright	2.22	2.22	20.03	14	3.34	2.67	15.98	14	0.23	0.18	15.41	1	14.67	14
Owned with mortgage	3.88	3.73	19.21	30	4.66	3.51	15.06	24	0.32	0.25	15.73	3	24.38	24
<i>Analysis by ownership of deep-freezers</i>														
Households owning a deep-freezer	3.47	3.33	19.80	25	4.34	3.21	14.77	21	0.32	0.25	15.49	2	22.01	21
Households not owning a deep-freezer	2.67	2.58	19.41	20	3.60	2.81	15.61	18	0.24	0.19	15.96	2	17.19	17

(a) Per person per week.  
 (b) Per person per day.  
 (c) Converted to unconcentrated equivalent.

## Average nutritional value of household food



TABLE 33

*Nutritional value of household food: national averages, 1978*

	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
	<i>(i) Consumption per person per day</i>				
Energy . . . . . (kcal)	2,250	2,170	2,300	2,320	2,260
	9.4	9.1	9.6	9.7	9.5
	(MJ)				
Total protein . . . . . (g)	73.2	70.4	73.7	73.3	72.6
Animal protein . . . . . (g)	46.9	44.7	47.1	46.7	46.3
Fat . . . . . (g)	105	102	107	109	106
Fatty acids:					
saturated . . . . . (g)	47.4	45.3	47.7	48.5	47.2
monounsaturated . . . . . (g)	39.4	37.5	39.7	40.5	39.3
polyunsaturated . . . . . (g)	10.4	10.2	10.8	10.9	10.6
Carbohydrate (a) . . . . . (g)	269	261	277	281	272
Calcium . . . . . (mg)	980	980	990	990	990
Iron . . . . . (mg)	11.2	10.9	11.5	11.3	11.2
Thiamin . . . . . (mg)	1.19	1.17	1.22	1.20	1.19
Riboflavin . . . . . (mg)	1.96	1.90	1.97	1.97	1.95
Nicotinic acid . . . . . (mg)	16.5	15.6	17.0	16.8	16.5
Nicotinic acid equivalent . . . . . (mg)	29.7	28.2	30.2	30.0	29.5
Vitamin C . . . . . (mg)	49	51	67	51	54
Vitamin A:					
retinol . . . . . (µg)	1,040	980	1,010	980	1,000
β-carotene . . . . . (µg)	2,770	2,160	2,000	2,550	2,370
total (retinol equivalent) (µg)	1,580	1,430	1,430	1,500	1,490
Vitamin D (b) . . . . . (µg)	2.63	2.62	2.63	2.72	2.65
	<i>(ii) As a percentage of recommended intake (c)</i>				
Energy . . . . .	93	91	95	98	94
Protein . . . . .	121	117	122	123	121
(as a percentage of minimum requirement)					
Calcium . . . . .	185	180	187	189	185
Iron . . . . .	179	180	181	184	181
Thiamin . . . . .	99	97	103	102	100
Riboflavin . . . . .	124	122	127	127	125
Nicotinic acid equivalent . . . . .	138	135	138	140	138
Vitamin C . . . . .	188	181	191	193	188
Vitamin A (retinol equivalent) . . . . .	169	176	230	177	188
Vitamin D (b) . . . . .	224	206	203	216	212
	81	83	83	86	83
	<i>(iii) Percentage of energy derived from protein, fat and carbohydrate</i>				
Protein . . . . .	13.0	13.0	12.8	12.6	12.9
Fat . . . . .	42.2	42.0	41.9	42.1	42.0
Carbohydrate . . . . .	44.8	45.1	45.3	45.3	45.1
	<i>(iv) Animal protein as a percentage of total protein</i>				
	64.0	63.5	63.8	63.8	63.8

TABLE 33—continued

	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
(v) Consumption of nutrients per 1,000 kcal					
Total protein . . . . . (g)	32.5	32.4	32.1	31.6	32.1
Animal protein . . . . . (g)	20.8	20.6	20.5	20.1	20.5
Fat . . . . . (g)	47	47	47	47	47
Fatty acids:					
saturated . . . . . (g)	21.1	20.8	20.8	20.9	20.9
monounsaturated . . . . . (g)	17.5	17.2	17.3	17.4	17.4
polyunsaturated . . . . . (g)	4.6	4.7	4.7	4.7	4.7
Carbohydrate . . . . . (g)	119	120	121	121	120
Calcium . . . . . (mg)	437	452	431	427	437
Iron . . . . . (mg)	5.0	5.0	5.0	4.9	5.0
Thiamin . . . . . (mg)	0.53	0.54	0.53	0.52	0.53
Riboflavin . . . . . (mg)	0.87	0.87	0.86	0.85	0.86
Nicotinic acid equivalent . . . . . (mg)	13.2	13.0	13.2	12.9	13.1
Vitamin C . . . . . (mg)	22	23	29	22	24
Vitamin A (retinol equivalent) . . . . . (μg)	700	658	625	646	657
Vitamin D (b) . . . . . (μg)	1.17	1.21	1.15	1.17	1.17

(a) As monosaccharide.

(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.

(c) 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 given in Section (i) of the table to allow for wastage.

**TABLE 34**  
*Contributions made by groups of foods to the nutritional value of household food (a): national averages, 1978*  
 (per person per day)

	Energy		Protein		Fat		Fatty acids				Carbohydrate		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	g	Per cent of total						
Liquid milk . . . . .	243	1.01	12.1	16.6	14.1	13.4	8.4	17.9	4.5	11.5	0.4	3.6	18	6.5	444	45.0	0.2	1.7
Dried milk . . . . .	3	0.01	0.1	0.1	0.1	0.1	0.1	0.2	..	0.4	..	0.1	..	0.1	3	0.3	..	0.3
Other milk and cream . . . . .	23	0.10	1.0	1.3	1.2	1.2	0.7	1.6	0.4	1.0	..	0.3	..	2	32	3.3	..	0.2
Cheese . . . . .	58	0.24	3.7	5.1	4.8	4.5	2.8	6.0	1.5	3.9	0.1	1.2	..	..	108	11.0	0.1	0.5
<i>Total milk, cream and cheese</i>	<i>327</i>	<i>1.36</i>	<i>16.8</i>	<i>23.1</i>	<i>20.3</i>	<i>19.2</i>	<i>12.1</i>	<i>25.5</i>	<i>6.5</i>	<i>16.5</i>	<i>0.6</i>	<i>5.3</i>	<i>20</i>	<i>7.5</i>	<i>587</i>	<i>59.5</i>	<i>0.3</i>	<i>2.8</i>
Beef and veal . . . . .	68	0.28	6.0	8.3	5.0	4.7	2.1	4.4	2.3	5.9	0.2	1.9	..	..	2	0.2	0.7	6.0
Mutton and lamb . . . . .	40	0.16	2.0	2.7	3.5	3.3	1.7	3.6	1.3	3.4	0.2	1.5	..	..	1	0.1	0.2	1.5
Pork . . . . .	35	0.15	1.9	2.6	3.1	2.9	1.2	2.6	1.4	3.5	0.2	2.3	..	..	1	0.1	0.1	0.9
Bacon and ham, uncooked . . . . .	55	0.23	2.4	2.8	5.2	4.9	2.1	4.4	2.3	5.9	0.4	3.6	..	..	1	0.1	0.2	1.4
Liver . . . . .	5	0.02	0.2	0.9	0.3	0.3	0.1	0.2	0.1	0.2	0.1	0.5	..	..	..	..	0.4	3.4
Poultry, uncooked . . . . .	28	0.12	1.3	3.3	1.7	1.6	0.5	1.2	0.7	1.8	0.2	2.4	..	..	..	..	0.2	1.9
Sausages . . . . .	48	0.20	1.4	2.0	4.0	3.8	1.6	3.4	1.9	4.7	0.3	2.5	2	0.6	7	0.7	0.2	1.6
Other meat and meat products . . . . .	90	0.38	5.3	7.2	6.0	5.7	2.5	5.2	2.5	6.4	0.5	4.8	4	1.5	11	1.1	0.8	7.2
<i>Total meat</i>	<i>371</i>	<i>1.54</i>	<i>22.6</i>	<i>31.1</i>	<i>28.8</i>	<i>27.3</i>	<i>11.8</i>	<i>24.9</i>	<i>12.5</i>	<i>31.7</i>	<i>2.0</i>	<i>19.4</i>	<i>6</i>	<i>2.0</i>	<i>25</i>	<i>2.6</i>	<i>2.7</i>	<i>23.7</i>
Fat fish . . . . .	6	0.02	0.6	0.8	0.4	0.4	0.1	0.2	0.2	0.4	0.1	0.8	..	..	5	0.5	0.1	0.5
Other fish and fish products . . . . .	16	0.07	2.1	2.9	0.6	0.5	0.1	0.2	0.2	0.5	0.2	2.2	..	..	6	0.7	0.1	1.0
<i>Total fish</i>	<i>22</i>	<i>0.09</i>	<i>2.7</i>	<i>3.7</i>	<i>1.0</i>	<i>0.9</i>	<i>0.2</i>	<i>0.3</i>	<i>0.3</i>	<i>0.9</i>	<i>0.3</i>	<i>3.0</i>	<i>1</i>	<i>0.3</i>	<i>11</i>	<i>1.2</i>	<i>0.2</i>	<i>1.5</i>
Eggs . . . . .	42	0.17	3.5	4.8	3.1	2.9	1.0	2.1	1.2	3.1	0.3	3.2	..	..	15	1.6	0.6	5.2
Butter . . . . .	136	0.56	0.1	0.1	15.1	14.3	9.0	19.0	4.8	12.3	0.4	3.9	..	..	3	0.3	..	0.2
Margarine . . . . .	105	0.43	..	..	11.6	11.0	4.0	8.4	4.9	12.6	2.1	20.0	..	..	1	0.1	..	0.4
Other fats . . . . .	106	0.44	..	..	11.7	11.1	4.2	8.8	4.7	12.0	2.1	20.3	..	..	..	..	..	0.1
<i>Total fats</i>	<i>347</i>	<i>1.43</i>	<i>0.1</i>	<i>0.1</i>	<i>38.4</i>	<i>36.4</i>	<i>17.1</i>	<i>36.3</i>	<i>14.5</i>	<i>36.9</i>	<i>4.7</i>	<i>44.3</i>	<i>..</i>	<i>..</i>	<i>3</i>	<i>0.3</i>	<i>0.1</i>	<i>0.7</i>
Sugar and preserves . . . . .	212	0.90	..	..	..	..	..	..	..	..	..	..	56	20.7	4	0.4	0.1	0.8

TABLE 34—continued  
(per person per day)

	Energy		Protein		Fat		Fatty acids				Carbohydrate		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	
							g	Per cent of total	g	Per cent of total	g	Per cent of total					
Potatoes . . . . .	115	0.48	2.7	3.7	—	—	—	—	—	—	—	27	10.0	13	1.3	0.8	6.7
Cabbage, brussels sprouts and cauliflower . . . . .	6	0.02	0.8	1.1	—	—	—	—	—	—	—	1	0.3	11	1.1	0.2	1.5
Leafy salads . . . . .	...	...	...	0.1	—	—	—	—	—	—	—	...	...	2	0.2	...	0.4
Fresh legumes, including frozen . . . . .	6	0.02	0.6	0.8	...	...	...	...	...	...	...	1	0.3	4	0.4	0.1	1.3
Other fresh green vegetables . . . . .	...	...	...	...	—	—	—	—	—	—	—	...	...	1	0.1	...	0.2
Fresh tomatoes . . . . .	2	0.01	0.2	...	—	—	—	—	—	—	—	...	...	2	0.2	0.1	0.5
Carrots . . . . .	3	0.01	0.1	0.2	—	—	—	—	—	—	—	1	0.3	6	0.6	0.1	0.7
Other root vegetables . . . . .	2	0.01	0.1	0.1	—	—	—	—	—	—	—	...	...	3	0.3	...	0.2
Other vegetables and vegetable products . . . . .	53	0.23	2.4	3.2	1.6	1.5	0.5	1.0	0.6	1.5	0.4	8	3.0	21	2.1	0.7	6.4
<b>Total vegetables . . . . .</b>	<b>187</b>	<b>0.79</b>	<b>6.8</b>	<b>9.4</b>	<b>1.6</b>	<b>1.5</b>	<b>0.5</b>	<b>1.0</b>	<b>0.6</b>	<b>1.5</b>	<b>0.4</b>	<b>39</b>	<b>14.2</b>	<b>62</b>	<b>6.3</b>	<b>2.0</b>	<b>17.9</b>
Oranges . . . . .	3	0.01	0.1	0.1	—	—	—	—	—	—	—	1	0.3	4	0.4	...	0.2
Other citrus fruit . . . . .	1	...	...	...	—	—	—	—	—	—	—	...	...	1	0.1	...	0.1
Apples and pears . . . . .	10	0.04	0.1	0.2	—	—	—	—	—	—	—	3	1.0	1	0.1	0.1	0.7
Soft fruit . . . . .	1	0.01	...	...	—	—	—	—	—	—	—	...	...	1	0.1	...	0.3
Bananas . . . . .	5	0.02	0.1	0.1	—	—	—	—	—	—	—	1	0.5	...	...	...	0.3
Other fresh fruit . . . . .	1	0.01	...	...	...	...	...	...	...	...	...	...	...	...	...	...	0.2
Other fruit and fruit products . . . . .	34	0.15	0.4	0.5	0.7	0.7	0.2	0.5	0.3	0.7	0.2	7	2.6	6	0.6	0.2	2.0
<b>Total fruit . . . . .</b>	<b>57</b>	<b>0.24</b>	<b>0.7</b>	<b>1.0</b>	<b>0.7</b>	<b>0.7</b>	<b>0.2</b>	<b>0.5</b>	<b>0.3</b>	<b>0.7</b>	<b>0.2</b>	<b>13</b>	<b>4.7</b>	<b>16</b>	<b>1.6</b>	<b>0.4</b>	<b>3.7</b>
White bread . . . . .	243	1.03	8.2	11.3	1.4	1.4	0.3	0.6	0.2	0.6	0.5	53	19.3	104	10.5	1.8	15.7
Other bread . . . . .	66	0.28	2.5	3.5	0.5	0.5	0.1	0.2	0.1	0.2	0.2	14	5.1	27	2.8	0.7	5.8
Flour . . . . .	81	0.34	3.3	4.5	0.3	0.2	...	0.1	...	0.1	0.1	19	6.8	55	5.6	0.6	5.0
Cakes and pastries . . . . .	52	0.22	0.9	1.3	1.7	1.6	...	1.6	...	1.6	0.2	9	3.2	13	1.4	0.2	1.9
Biscuits . . . . .	107	0.45	1.6	2.2	5.0	4.7	2.2	4.7	1.5	3.7	0.5	15	5.5	21	2.2	0.4	3.7
Other cereals and cereal products . . . . .	104	0.44	2.4	3.3	1.5	1.4	0.5	1.0	0.5	1.3	0.4	22	8.1	16	1.6	0.8	7.2
<b>Total cereals . . . . .</b>	<b>652</b>	<b>2.77</b>	<b>18.0</b>	<b>24.7</b>	<b>10.3</b>	<b>9.8</b>	<b>3.9</b>	<b>8.2</b>	<b>2.9</b>	<b>7.3</b>	<b>1.8</b>	<b>131</b>	<b>48.1</b>	<b>237</b>	<b>24.1</b>	<b>4.4</b>	<b>39.3</b>
Tea . . . . .	—	0.03	0.4	0.5	0.1	0.1	0.1	0.1	...	0.1	...	—	0.4	3	0.3	0.1	1.1
Other beverages . . . . .	6	0.03	0.4	0.5	0.1	0.1	0.1	0.1	...	0.1	...	—	0.4	4	0.4	...	...
<b>Total beverages . . . . .</b>	<b>6</b>	<b>0.03</b>	<b>0.4</b>	<b>0.5</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>...</b>	<b>0.1</b>	<b>...</b>	<b>1</b>	<b>0.4</b>	<b>7</b>	<b>0.7</b>	<b>0.1</b>	<b>1.1</b>
Other foods . . . . .	38	0.16	1.0	1.4	1.4	1.3	0.5	1.1	0.5	1.3	0.3	6	2.1	19	1.9	0.4	3.4
<b>TOTAL ALL FOODS . . . . .</b>	<b>2,261</b>	<b>9.48</b>	<b>72.6</b>	<b>100</b>	<b>105.7</b>	<b>100</b>	<b>47.2</b>	<b>100</b>	<b>39.3</b>	<b>100</b>	<b>10.6</b>	<b>272</b>	<b>100</b>	<b>987</b>	<b>100</b>	<b>11.2</b>	<b>100</b>



TABLE 34—continued  
 (per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)		Vitamin A						Vitamin D	
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol		Carotene		Retinol equivalent		µg	Per cent of total
													µg	Per cent of total	µg	Per cent of total	µg	Per cent of total		
Liquid milk . . . . .	0.14	11.7	0.70	36.1	0.3	1.9	174.0	18.8	3.2	10.8	3.8	7.0	114	11.4	70	2.9	148	9.9	0.07	2.8
Dried milk . . . . .	...	0.2	...	0.2	...	0.2	1.2	0.1	0.1	0.2	0.3	0.5	4	0.4	1	...	4	0.3	0.05	1.8
Other milk and cream . . . . .	0.01	0.9	0.05	2.5	...	0.1	12.6	1.4	0.2	0.8	0.2	0.4	9	0.9	6	0.3	12	0.8	0.09	3.3
Cheese . . . . .	0.01	0.5	0.07	3.6	...	0.1	50.6	5.5	0.9	2.9	...	...	43	4.3	28	1.2	57	3.9	0.04	1.4
<i>Total milk, cream and cheese</i>	<i>0.16</i>	<i>13.2</i>	<i>0.83</i>	<i>42.4</i>	<i>0.4</i>	<i>2.4</i>	<i>238.3</i>	<i>25.8</i>	<i>4.3</i>	<i>14.7</i>	<i>4.3</i>	<i>7.8</i>	<i>171</i>	<i>17.0</i>	<i>105</i>	<i>4.4</i>	<i>222</i>	<i>14.9</i>	<i>0.25</i>	<i>9.3</i>
Beef and veal . . . . .	0.01	0.8	0.07	3.8	1.3	8.0	76.4	8.3	2.6	8.8	...	...	...	...	...	...	...	...	...	...
Mutton and lamb . . . . .	0.01	0.7	0.02	1.2	0.5	3.2	25.5	2.8	1.0	3.2	...	...	...	...	...	...	...	...	...	...
Pork . . . . .	0.04	3.7	0.02	1.0	0.5	3.0	21.1	2.3	0.8	2.9	...	...	...	...	...	...	...	...	...	...
Bacon and ham, uncooked . . . . .	0.04	3.7	0.02	1.3	0.4	2.7	22.6	2.4	0.8	2.8	...	...	...	...	...	...	...	...	...	...
Liver . . . . .	0.01	0.5	0.10	5.2	0.5	2.8	8.5	0.9	0.6	0.7	0.7	0.7	505	50.3	11	0.5	506	34.1	0.02	0.9
Poultry, uncooked . . . . .	0.01	0.6	0.03	1.4	1.0	6.1	34.4	3.7	1.6	5.3	...	...	1	0.1	...	...	1	0.1	...	...
Sausages . . . . .	...	0.1	0.02	0.9	0.6	3.7	18.5	2.0	0.9	3.1	...	...	26	2.6	1	...	26	1.8	0.01	0.4
Other meat and meat products . . . . .	0.05	3.9	0.07	3.5	0.8	5.1	56.0	6.1	1.9	6.5	0.5	1.0	...	...	...	...	...	...	...	...
<i>Total meat . . . . .</i>	<i>0.17</i>	<i>13.9</i>	<i>0.36</i>	<i>18.2</i>	<i>5.7</i>	<i>34.6</i>	<i>263.0</i>	<i>28.5</i>	<i>10.2</i>	<i>34.6</i>	<i>0.9</i>	<i>1.7</i>	<i>532</i>	<i>53.0</i>	<i>11</i>	<i>0.5</i>	<i>533</i>	<i>36.0</i>	<i>0.03</i>	<i>1.3</i>
Fat fish . . . . .	...	0.1	0.01	0.4	0.2	1.1	6.6	0.7	0.3	1.0	...	...	1	0.1	...	...	1	0.1	0.33	12.4
Other fish and fish products . . . . .	0.01	0.8	0.01	0.5	0.3	1.6	23.2	2.5	0.6	2.2	...	...	...	...	...	...	...	...	0.02	0.6
<i>Total fish . . . . .</i>	<i>0.01</i>	<i>1.0</i>	<i>0.02</i>	<i>0.9</i>	<i>0.5</i>	<i>2.8</i>	<i>29.8</i>	<i>3.2</i>	<i>0.9</i>	<i>3.2</i>	...	...	<i>1</i>	<i>0.1</i>	...	...	<i>1</i>	<i>0.1</i>	<i>0.34</i>	<i>13.0</i>
Eggs . . . . .	0.02	1.8	0.13	6.8	...	0.1	61.2	6.6	1.0	3.5	...	...	40	4.0	...	...	40	2.7	0.50	18.7
Butter . . . . .	...	...	...	...	...	...	1.2	0.1	...	...	...	...	138	13.8	86	3.7	182	12.3	0.14	5.3
Margarine . . . . .	...	...	...	...	...	...	0.1	...	...	...	...	...	103	10.3	69	2.9	138	9.3	1.14	43.0
Other fats . . . . .	...	...	...	...	...	...	...	...	...	...	...	...	2	0.2	...	...	2	0.1	0.01	0.5
<i>Total fats . . . . .</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>1.3</i>	<i>0.1</i>	<i>...</i>	<i>0.1</i>	...	...	<i>243</i>	<i>24.2</i>	<i>155</i>	<i>6.6</i>	<i>321</i>	<i>21.6</i>	<i>1.29</i>	<i>48.8</i>
Sugar and preserves . . . . .	...	...	...	...	...	...	0.2	...	...	...	0.7	1.4	...	...	2	0.1	...	...	...	...
Potatoes . . . . .	0.12	10.0	0.05	2.7	1.6	9.8	46.8	5.1	2.4	8.1	13.7	25.2	...	...	...	...	...	...	...	...
Cabbage, brussels sprouts and cauliflower . . . . .	0.01	1.2	0.02	1.3	0.1	0.8	9.7	1.1	0.3	1.0	4.6	8.5	...	...	...	...	...	...	...	...
Leafy salads . . . . .	...	0.3	...	0.2	...	0.1	0.5	0.1	...	0.1	0.8	1.4	...	...	...	...	...	...	...	...
Fresh legumes, including frozen . . . . .	0.02	1.8	0.01	0.7	0.2	1.5	6.0	0.7	0.3	1.1	1.4	2.5	...	...	...	...	...	...	...	...

TABLE 34—continued  
(per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)		Vitamin A				Vitamin D					
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol		Carotene		Retinol equivalent		µg	Per cent of total		
													µg	Per cent of total	µg	Per cent of total	µg	Per cent of total				
Other fresh green vegetables,	0.1	0.1	0.1	0.6	0.3	0.1	0.4	0.2	0.4	0.2	0.4	0.4	33	1.4	5	0.4	—	—	—	—	—	
Fresh tomatoes	0.01	0.3	0.1	0.5	0.9	0.1	0.1	0.2	0.3	0.1	0.1	3.0	89	3.8	15	1.0	—	—	—	—	—	
Carrots	0.01	0.3	0.1	0.5	0.8	0.1	0.1	0.2	0.3	0.1	0.1	0.4	1,403	59.2	234	15.8	—	—	—	—	—	
Other root vegetables	...	0.2	...	0.3	0.8	...	0.1	0.1	0.2	0.1	0.1	0.6	...	...	...	...	...	...	...	...	...	
Other vegetables and vegetable products	0.05	3.8	0.04	2.1	26.3	2.9	1.1	3.7	5.2	9.5	3.1	273	11.5	46	3.1	0.1	...	...	...	...	0.1	
Total vegetables	0.22	18.5	0.15	7.8	2.9	17.6	4.4	15.0	29.8	54.9	327	22.0	1,959	82.6	327	22.0	...	...	...	...	0.1	
Oranges	0.01	0.7	...	0.1	0.5	0.1	0.1	0.5	8.2	4.5	0.2	5	0.2	1	0.1	...	...	...	...	...	...	
Other citrus fruit	0.01	0.8	...	0.2	0.7	0.1	0.1	0.2	1.6	3.0	0.1	1.6	7	0.3	...	...	...	...	...	...	...	
Apples and pears	...	0.1	...	0.1	0.3	0.1	0.1	0.3	2.2	4.0	0.1	1.6	2	0.1	...	...	...	...	...	...	...	
Soft fruit	...	0.3	0.01	0.3	0.9	0.1	0.1	0.3	0.2	0.7	1.3	14	0.6	3	0.2	...	...	...	...	...	...	
Bananas	...	0.1	...	0.1	0.2	0.1	0.1	0.2	0.1	0.5	0.8	16	0.7	3	0.2	...	...	...	...	...	...	
Other fresh fruit	0.01	0.8	0.01	0.5	4.0	0.4	0.3	0.9	6.9	12.7	2.8	28	1.2	5	0.3	...	...	...	...	...	...	
Other fruit and fruit products	0.04	3.0	0.03	1.3	6.6	0.7	0.4	1.5	17.9	33.0	73	3.1	12	0.8	...	...	...	...	...	...	...	
Total fruit	0.19	16.2	0.03	1.3	1.5	8.9	2.2	7.5	22.2	45.2	10.8	2.2	7.5	1	0.1	...	...	...	...	...	...	
White bread	0.06	5.3	0.01	0.7	4.4	30.9	3.4	0.7	2.3	3.0	0.1	1	0.1	1	0.1	...	...	...	...	...	...	
Other bread	0.06	4.7	0.01	0.4	0.4	2.5	0.7	2.2	0.8	1.2	0.6	6	0.6	6	0.4	...	...	...	...	...	...	
Flour	0.02	1.9	0.01	0.7	11.0	1.2	0.2	0.8	0.8	1.4	0.4	1.4	...	...	...	...	...	...	...	...	...	
Cakes and pastries	0.03	2.2	0.02	1.0	19.2	2.1	0.4	1.4	0.4	1.4	0.4	0.4	...	...	...	...	...	...	...	...	...	
Biscuits	0.18	15.0	0.22	11.5	26.8	2.9	2.3	7.7	0.1	0.1	0.1	0.1	5	0.5	3	0.1	6	0.4	0.08	2.9	...	
Other cereals and cereal pro- ducts	0.54	45.3	0.30	15.6	5.2	31.8	6.5	21.9	0.1	0.1	0.1	0.1	12	1.2	13	0.9	13	0.9	0.14	5.2	...	
Total cereals	0.01	0.8	0.01	0.5	0.5	3.3	0.5	1.6	2.1	2.1	0.2	2	0.2	2	0.1	...	...	...	...	...	...	
Tea	0.01	0.8	0.01	0.5	4.9	0.5	0.6	3.7	1.1	3.7	0.5	1.1	2	0.2	2	0.1	2	0.1	0.10	3.6	...	
Other beverages	0.01	0.8	0.01	0.5	4.9	0.5	0.6	3.7	1.1	3.7	0.5	1.1	2	0.2	2	0.1	2	0.1	0.10	3.6	...	
Total beverages	0.03	2.6	0.05	2.7	11.4	1.2	0.6	1.9	0.5	1.0	1.0	0.5	4	0.4	4	0.9	14	0.9	...	...	...	
Other foods	1.19	100	1.95	100	16.5	100	29.5	100	54.3	100	1,004	100	2,370	100	1,485	100	2.65	100	2.65	100	0.1	
TOTAL ALL FOODS	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...

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

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

TABLE 35  
 Geographical variations in nutritional value of household food, 1978

	Region										Type of area							
	All households	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation			Non-metropolitan counties		
													7 or more	3 but less than 7	0.5 but less than 3	Less than 3	0.5	
Energy (kcal)	2,260	2,410	2,240	2,300	2,370	2,260	2,200	2,200	2,260	2,310	2,280	2,250	2,240	2,240	2,240	2,240	2,240	2,300
Total protein (g)	9.5	10.1	9.4	9.7	9.9	9.5	9.2	9.2	9.5	9.7	9.6	9.4	9.4	9.4	9.4	9.4	9.4	9.6
Animal protein (g)	72.6	75.9	71.2	73.3	73.6	72.5	71.0	72.2	72.6	71.4	74.0	74.6	72.1	71.6	71.6	71.6	70.3	73.9
Fat (g)	46.3	47.1	44.7	46.8	45.9	45.8	45.7	47.4	46.5	43.5	46.3	48.9	45.8	45.3	45.3	45.3	44.6	47.9
Fatty acids: saturated (g)	47.2	49.3	46.0	47.1	50.2	46.6	47.0	46.9	47.3	49.8	45.8	48.6	46.7	46.9	46.9	46.9	47.4	48.7
monounsaturated (g)	39.3	42.1	39.1	40.0	41.2	38.9	38.3	38.6	39.4	40.4	37.8	39.9	39.6	38.6	38.6	39.2	39.2	40.2
polyunsaturated (g)	10.6	11.6	10.7	11.0	10.6	10.8	9.9	10.6	10.7	9.7	9.9	11.1	11.0	10.4	10.1	10.4	10.4	10.7
Carbohydrate (g)	272	292	271	281	288	273	263	258	270	279	285	261	282	271	271	271	268	275
Calcium (mg)	990	1,000	960	990	1,030	990	1,010	990	990	910	970	1,000	970	970	1,000	970	1,030	1,030
Iron (mg)	11.2	12.1	11.1	11.3	11.3	11.0	10.8	10.9	11.1	11.4	11.7	11.3	11.6	11.1	11.1	11.1	10.9	11.2
Thiamin (mg)	1.19	1.24	1.18	1.22	1.25	1.21	1.18	1.17	1.17	1.17	1.16	1.18	1.21	1.19	1.20	1.17	1.17	1.20
Riboflavin (mg)	1.95	1.94	1.90	1.97	1.96	1.95	1.99	2.00	1.97	1.75	1.88	2.01	1.93	1.93	1.95	1.93	1.91	2.02
Nicotinic acid (mg)	16.5	17.0	16.1	16.8	16.6	16.3	16.2	16.6	16.5	16.1	16.1	16.9	16.7	16.4	16.3	16.4	16.0	16.5
Nicotinic acid equivalent (mg)	29.5	30.6	28.9	30.0	29.8	29.3	29.0	29.6	29.6	28.8	29.6	30.3	30.1	29.3	29.2	28.6	29.9	29.9
Vitamin C (mg)	54	52	49	52	54	51	55	60	55	56	49	63	51	53	56	53	54	54
Vitamin A: retinol (µg)	1,000	1,030	1,000	1,030	900	1,030	1,060	1,040	1,020	970	850	1,120	1,000	960	1,020	1,020	1,010	1,010
β-carotene (µg)	2,370	2,170	2,360	2,840	2,500	2,310	2,390	2,320	2,410	1,980	2,180	2,340	2,450	2,320	2,460	2,230	2,420	2,420
total (retinol equivalent) (µg)	1,490	1,480	1,480	1,590	1,410	1,500	1,550	1,510	1,510	1,390	1,290	1,590	1,490	1,430	1,510	1,480	1,510	1,510
Vitamin D (b) (µg)	2.65	3.00	2.75	2.94	2.81	2.71	2.45	2.51	2.68	2.42	2.46	2.34	2.71	2.69	2.66	2.67	2.70	2.70

  

	(i) As a percentage of recommended intake		
	94	94	94
Energy	98	92	95
Protein	124	117	122
(as a percentage of minimum requirement)	185	180	188
Calcium	181	176	181
Iron	100	100	100
Thiamin	125	123	125
Riboflavin	138	133	136
Nicotinic acid equivalent	188	183	187
Vitamin C	177	169	171
Vitamin A (retinol equivalent)	212	210	211
Vitamin D (b)	83	89	86

TABLE 35—continued

	Region										Type of area							
	All households	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (a) East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation			Non-metropolitan counties		
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5		
Protein . . . . .	12.9	12.6	12.7	12.7	12.4	12.9	13.1	12.9	12.4	13.0	13.2	12.9	12.9	12.8	12.6	12.8		
Fat . . . . .	42.0	41.9	41.6	42.1	42.1	41.8	42.3	42.8	42.2	40.2	43.3	41.3	41.3	41.9	42.5	42.4		
Carbohydrate . . . . .	45.1	45.5	45.7	45.5	45.5	45.3	44.7	44.0	44.9	46.9	43.5	45.8	45.2	45.3	44.9	44.8		
(iii) Percentage of energy derived from protein, fat and carbohydrate																		
	63.8	62.1	62.8	63.9	62.4	63.2	64.4	65.6	64.1	60.9	62.5	65.6	63.0	63.6	63.5	64.9		
(iv) Animal protein as a percentage of total protein																		
Total protein . . . . .	32.1	31.5	31.8	31.8	31.1	32.1	32.3	32.9	32.2	30.9	32.4	33.1	32.2	32.1	32.0	32.1		
Animal protein . . . . .	20.5	19.6	20.0	20.3	19.4	20.3	20.8	21.6	20.6	18.8	20.3	21.7	20.3	20.4	20.3	20.8		
Fat . . . . .	47	47	47	46	47	46	47	48	47	47	45	48	46	47	47	47		
Fatty acids: . . . . .																		
saturated . . . . .	20.9	20.5	20.5	20.4	21.2	20.6	21.3	21.4	20.9	21.6	20.1	21.6	20.2	20.8	21.0	21.2		
monounsaturated . . . . .	17.4	17.5	17.5	17.4	17.4	17.2	17.4	17.6	17.4	17.5	16.6	17.7	17.2	17.2	17.6	17.5		
polyunsaturated . . . . .	4.7	4.8	4.8	4.8	4.5	4.8	4.5	4.8	4.7	4.2	4.4	4.9	4.8	4.6	4.5	4.6		
Carbohydrate . . . . .	120	121	122	121	121	121	119	118	120	121	125	116	122	121	120	120		
Calcium . . . . .	437	415	428	427	436	438	457	452	440	393	427	444	421	434	434	449		
Iron . . . . .	5.0	5.0	5.0	4.9	4.8	4.9	4.9	5.0	4.9	5.0	5.1	5.0	5.0	5.0	4.9	4.9		
Thiamin . . . . .	0.53	0.52	0.53	0.53	0.53	0.54	0.54	0.53	0.53	0.51	0.51	0.52	0.52	0.53	0.54	0.52		
Riboflavin . . . . .	0.86	0.81	0.85	0.86	0.83	0.86	0.91	0.91	0.87	0.76	0.82	0.89	0.84	0.86	0.87	0.88		
Nicotinic acid equivalent . . . . .																		
Vitamin C . . . . .	13.1	12.7	12.9	13.0	12.6	13.0	13.2	13.5	13.1	12.5	13.0	13.5	13.0	13.1	12.8	13.0		
Vitamin A (retinol equivalent) . . . . .	24	21	22	23	23	23	25	27	24	24	22	28	22	24	25	23		
Vitamin D (b) . . . . .	657	615	661	689	594	666	703	687	669	600	567	706	644	637	676	655		
	1.17	1.25	1.23	1.28	1.19	1.20	1.11	1.14	1.19	1.05	1.08	1.04	1.17	1.20	1.19	1.17		

(a) Including Greater 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.

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TABLE 36

Nutritional value of household food in different income groups, 1978

	Income group											All households
	Households with one or more earners					Households without an earner					OAP	
	Gross weekly income of head of household											
	£180 and over	£128 and under £180	£128 and over	£80 and under £128	£48 and under £80	Less than £48	£48 or more	Less than £48	E2			
A1	A2	All A	B	C	D	E1	E2					
	(i) Consumption per person per day											
Energy	2,070	2,080	2,080	2,200	2,290	2,290	2,490	2,490	2,490	2,520	2,260	
Total protein	8.7	8.7	8.7	9.2	9.6	9.6	10.4	10.4	10.4	10.6	9.5	
Animal protein	73.8	70.0	71.0	70.9	73.2	70.8	80.8	80.8	79.4	76.9	72.6	
Fat	51.3	47.1	48.2	45.4	43.4	43.4	53.5	53.5	50.9	49.2	46.3	
Fatty acids:												
saturated	44.4	45.9	45.5	46.4	47.1	45.8	55.2	55.2	51.6	52.6	47.2	
monounsaturated	36.9	37.5	37.4	38.4	39.4	38.3	45.0	45.0	43.3	43.5	39.3	
polyunsaturated	9.6	9.8	9.8	10.5	10.6	10.1	11.5	11.5	11.6	11.4	10.6	
Carbohydrate	236	237	237	262	278	288	288	288	301	310	272	
Calcium	980	970	970	970	980	970	1,100	1,100	1,070	1,070	990	
Iron	10.9	10.5	10.6	10.9	11.4	11.2	12.3	12.3	12.1	11.7	11.2	
Thiamin	1.14	1.13	1.13	1.18	1.21	1.16	1.31	1.31	1.28	1.25	1.19	
Riboflavin	2.02	1.94	1.97	1.93	1.94	1.86	2.22	2.22	2.10	2.07	1.95	
Nicotinic acid	17.4	15.9	16.3	16.3	16.5	15.7	18.9	18.9	17.6	16.7	16.5	
Nicotinic acid, equivalent	30.8	28.7	29.3	29.0	29.7	28.5	33.4	33.4	31.9	30.5	29.5	
Vitamin C	72	63	66	54	51	48	74	74	58	52	54	
Vitamin A: retinol	780	930	890	970	1,020	1,000	1,010	1,010	1,100	1,230	1,000	
β-carotene, total (retinol equivalent)	2,400	2,370	2,380	2,490	2,220	2,090	3,220	3,220	2,500	2,470	2,370	
Vitamin D (a)	1,260	1,410	1,360	1,470	1,480	1,440	1,650	1,650	1,610	1,740	1,490	
	2.53	2.48	2.53	2.46	2.66	2.83	3.24	3.24	3.07	3.40	2.65	
	(ii) As a percentage of recommended intake											
Energy	90	91	91	93	93	95	103	103	104	107	94	
Protein	128	123	124	120	119	118	133	133	132	130	121	
(as a percentage of minimum requirement)	193	186	188	185	185	177	195	195	195	188	185	
Calcium	186	180	182	180	180	174	197	197	190	194	181	
Iron	98	96	97	99	101	97	108	108	107	105	100	
Riboflavin	124	125	125	125	123	122	140	140	138	137	125	
Thiamin	149	146	147	141	136	129	139	139	136	128	138	
Nicotinic acid equivalent	204	194	197	194	188	178	189	189	186	171	188	
Nicotinic acid, equivalent	263	229	240	240	240	228	228	228	207	211	188	
Vitamin C	186	214	206	219	211	200	206	206	207	211	212	
Vitamin A (retinol equivalent)	86	76	80	76	83	87	115	115	97	122	83	

HFC—E

TABLE 36—continued

	Income group													All households
	Households with one or more earners						Households without an earner						OAP	
	Gross weekly income of head of household													
	£180 and over	£128 and under £180	£128 and over	A	B	£80 and under £128	C	£48 and under £80	D	Less than £48	E	£48 or more		
Protein.	14.2	13.5	13.7	12.9	12.8	12.4	13.0	12.8	12.8	12.2	12.9	12.9	12.9	12.9
Fat	43.1	43.9	43.6	42.4	41.6	40.4	43.9	41.9	41.9	41.7	42.0	42.0	42.0	42.0
Carbohydrate	42.7	42.6	42.7	44.7	45.6	47.3	43.2	45.4	45.4	46.1	45.1	45.1	45.1	45.1
	69.5	67.3	67.8	64.0	62.8	61.3	66.2	64.1	64.1	64.0	63.8	63.8	63.8	63.8
	(iii) Percentages of energy derived from protein, fat and carbohydrate													
Total protein:	35.7	33.7	34.2	32.3	32.0	31.0	32.4	31.9	31.9	30.5	32.1	32.1	32.1	32.1
Animal protein	24.8	22.7	23.2	20.7	20.1	19.0	21.4	20.4	20.4	19.5	20.5	20.5	20.5	20.5
Fat	48	49	49	47	46	45	49	47	47	46	47	47	47	47
Fatty acids:														
saturated	21.4	22.1	21.9	21.1	20.6	20.0	22.1	20.7	20.7	20.9	20.9	20.9	20.9	20.9
monounsaturated	17.8	18.1	18.0	17.5	17.2	16.7	18.0	17.4	17.4	17.2	17.4	17.4	17.4	17.4
polyunsaturated	4.7	4.7	4.7	4.8	4.7	4.4	4.6	4.7	4.7	4.5	4.7	4.7	4.7	4.7
Carbohydrate	114	114	114	119	122	126	115	121	121	123	120	120	120	120
Calcium	475	466	468	441	430	424	439	428	428	426	437	437	437	437
Iron	5.3	5.0	5.1	5.0	5.0	4.9	4.9	4.9	4.9	4.7	5.0	5.0	5.0	5.0
Thiamin	0.55	0.54	0.55	0.54	0.53	0.51	0.53	0.52	0.52	0.50	0.53	0.53	0.53	0.53
Riboflavin	0.98	0.93	0.95	0.88	0.85	0.81	0.89	0.84	0.84	0.82	0.86	0.86	0.86	0.86
Nicotinic acid equivalent	14.9	13.8	14.1	13.2	13.0	12.4	13.4	12.8	12.8	12.1	13.1	13.1	13.1	13.1
Vitamin C	35	30	32	25	22	21	30	23	23	21	24	24	24	24
Vitamin A (retinol equivalent)	607	677	656	670	645	627	663	648	648	689	657	657	657	657
Vitamin D (a)	1.22	1.19	1.22	1.12	1.16	1.24	1.30	1.23	1.23	1.35	1.17	1.17	1.17	1.17
	(iv) Animal protein as a percentage of total protein													
	(v) Consumption of nutrients per 1,000 kcal													
Total protein:	35.7	33.7	34.2	32.3	32.0	31.0	32.4	31.9	31.9	30.5	32.1	32.1	32.1	32.1
Animal protein	24.8	22.7	23.2	20.7	20.1	19.0	21.4	20.4	20.4	19.5	20.5	20.5	20.5	20.5
Fat	48	49	49	47	46	45	49	47	47	46	47	47	47	47
Fatty acids:														
saturated	21.4	22.1	21.9	21.1	20.6	20.0	22.1	20.7	20.7	20.9	20.9	20.9	20.9	20.9
monounsaturated	17.8	18.1	18.0	17.5	17.2	16.7	18.0	17.4	17.4	17.2	17.4	17.4	17.4	17.4
polyunsaturated	4.7	4.7	4.7	4.8	4.7	4.4	4.6	4.7	4.7	4.5	4.7	4.7	4.7	4.7
Carbohydrate	114	114	114	119	122	126	115	121	121	123	120	120	120	120
Calcium	475	466	468	441	430	424	439	428	428	426	437	437	437	437
Iron	5.3	5.0	5.1	5.0	5.0	4.9	4.9	4.9	4.9	4.7	5.0	5.0	5.0	5.0
Thiamin	0.55	0.54	0.55	0.54	0.53	0.51	0.53	0.52	0.52	0.50	0.53	0.53	0.53	0.53
Riboflavin	0.98	0.93	0.95	0.88	0.85	0.81	0.89	0.84	0.84	0.82	0.86	0.86	0.86	0.86
Nicotinic acid equivalent	14.9	13.8	14.1	13.2	13.0	12.4	13.4	12.8	12.8	12.1	13.1	13.1	13.1	13.1
Vitamin C	35	30	32	25	22	21	30	23	23	21	24	24	24	24
Vitamin A (retinol equivalent)	607	677	656	670	645	627	663	648	648	689	657	657	657	657
Vitamin D (a)	1.22	1.19	1.22	1.12	1.16	1.24	1.30	1.23	1.23	1.35	1.17	1.17	1.17	1.17

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

TABLE 37  
 Nutritional value of food in households of different composition, 1978

	Households with											
	No of adults		1		2		3		3 or more		4 or more	
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more	
	(i) Consumption per person per day											
Energy . . . . .	2,620	2,170	2,590	2,290	2,020	1,980	2,020	2,480	2,240	2,030	2,360	
Total protein . . . . .	11.0	9.1	10.8	9.6	8.4	8.3	8.5	10.4	9.4	8.5	9.9	
Animal protein . . . . .	83.6	66.2	83.7	74.7	64.9	61.7	61.3	80.9	72.6	62.9	77.0	
Fat . . . . .	54.8	40.7	54.8	48.2	41.3	38.0	35.6	53.0	45.3	36.6	50.0	
Fatty acids: . . . . .	125	100	124	108	93	89	87	119	104	88	115	
saturated . . . . .	57.0	44.5	55.5	48.5	41.7	39.7	38.1	53.2	46.5	38.9	51.3	
polyunsaturated . . . . .	46.0	37.4	46.2	40.2	34.6	32.9	32.4	44.3	38.7	32.5	42.9	
Carbohydrate . . . . .	11.9	10.6	12.1	10.8	9.5	9.2	9.3	11.6	10.7	9.1	11.1	
Calcium . . . . .	309	267	304	272	245	249	265	289	270	263	273	
Iron . . . . .	1,190	950	1,090	1,010	920	890	870	1,050	970	870	980	
Thiamin . . . . .	12.6	10.4	12.7	11.7	10.1	9.7	10.0	12.1	11.2	10.0	11.6	
Riboflavin . . . . .	1.34	1.11	1.32	1.23	1.10	1.09	1.12	1.24	1.19	1.08	1.21	
Nicotinic acid . . . . .	2.31	1.90	2.17	2.04	1.83	1.76	1.73	2.04	1.87	1.69	1.93	
Nicotinic acid equivalent . . . . .	18.2	15.2	18.9	17.1	14.9	14.2	14.6	17.8	16.3	13.8	17.0	
Vitamin C . . . . .	33.1	27.1	33.9	30.6	26.6	25.2	25.4	32.5	29.3	24.9	31.1	
Vitamin A: . . . . .	68	51	65	57	49	45	42	59	51	43	57	
retinol . . . . .	1,290	900	1,180	1,160	870	760	760	1,090	970	920	1,050	
β-carotene . . . . .	2,750	2,200	2,820	2,550	2,220	1,920	1,730	2,530	2,270	1,550	2,430	
total (retinol equivalent) . . . . .	1,860	1,350	1,750	1,670	1,320	1,150	1,120	1,610	1,430	1,260	1,540	
Vitamin D (a) . . . . .	3.17	2.65	3.17	2.80	2.33	2.18	2.44	2.82	2.42	2.33	2.86	
	(ii) As a percentage of recommended intake											
Energy . . . . .	113	97	104	98	88	86	86	98	89	82	93	
Protein . . . . .	144	118	135	127	114	107	104	127	115	101	122	
(as a percentage of minimum requirement) . . . . .	212	179	202	194	177	167	163	194	176	156	187	
Calcium . . . . .	226	170	204	183	169	158	150	201	178	153	194	
Iron . . . . .	116	88	114	106	93	86	86	110	96	84	107	
Thiamin . . . . .	148	124	135	130	121	119	121	123	118	110	120	
Riboflavin . . . . .	157	151	138	150	143	138	134	130	127	120	126	
Nicotinic acid equivalent . . . . .	200	191	196	202	187	178	177	188	179	159	185	
Vitamin C . . . . .	216	194	205	199	184	172	161	190	174	155	187	
Vitamin A (retinol equivalent) . . . . .	239	215	222	244	213	187	181	206	196	183	204	
Vitamin D (a) . . . . .	117	85	116	73	63	64	72	107	86	80	111	

TABLE 37—continued

	Households with										
	No of adults		1		2		3		3 or more		4 or more
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	0
Protein . . . . .	12.8	12.2	12.9	13.0	12.9	12.5	12.1	13.1	12.9	12.4	13.0
Fat . . . . .	43.0	41.6	43.1	42.5	41.7	40.4	38.7	43.1	41.9	39.0	43.6
Carbohydrate . . . . .	44.3	46.2	44.0	44.5	45.5	47.1	49.1	43.8	45.1	48.6	43.3
(iii) Percentage of energy derived from protein, fat and carbohydrate											
Total protein . . . . .	65.5	61.5	65.5	64.6	63.6	61.6	58.0	65.5	62.5	58.1	64.9
Animal protein . . . . .	31.9	30.6	32.3	32.6	32.2	31.2	30.3	32.7	32.4	31.0	32.6
Fat . . . . .	20.9	18.8	21.2	21.0	20.5	19.2	17.6	21.4	20.2	18.0	21.1
Carbohydrate . . . . .	48	46	48	47	46	45	43	48	47	43	49
(iv) Animal protein as a percentage of total protein											
Total protein . . . . .	21.8	20.5	21.4	21.2	20.7	20.0	18.9	21.5	20.8	19.2	21.7
Animal protein . . . . .	17.6	17.3	17.9	17.6	17.2	16.6	16.0	17.9	17.3	16.0	18.2
Fat . . . . .	4.6	4.9	4.7	4.7	4.7	4.6	4.6	4.7	4.8	4.5	4.7
Carbohydrate . . . . .	118	123	117	119	121	126	131	117	120	130	116
Calcium . . . . .	454	439	423	442	457	450	431	425	432	430	416
Iron . . . . .	4.8	4.8	4.9	5.1	5.0	4.9	5.0	4.9	5.0	5.0	4.9
Thiamin . . . . .	0.51	0.51	0.51	0.54	0.55	0.55	0.55	0.50	0.53	0.54	0.51
Riboflavin . . . . .	0.88	0.88	0.84	0.89	0.91	0.89	0.85	0.82	0.83	0.83	0.82
Nicotinic acid equivalent . . . . .	12.6	12.5	13.1	13.4	13.2	12.7	12.6	13.1	13.1	12.3	13.2
Vitamin C . . . . .	26	23	25	25	24	23	21	24	23	21	24
Vitamin A (retinol equivalent) . . . . .	711	622	678	727	654	580	553	650	639	620	652
Vitamin D (a) . . . . .	1.21	1.22	1.22	1.22	1.16	1.10	1.21	1.14	1.08	1.15	1.21
(v) Consumption of nutrients per 1,000 kcal											
Total protein . . . . .	31.9	30.6	32.3	32.6	32.2	31.2	30.3	32.7	32.4	31.0	32.6
Animal protein . . . . .	20.9	18.8	21.2	21.0	20.5	19.2	17.6	21.4	20.2	18.0	21.1
Fat . . . . .	48	46	48	47	46	45	43	48	47	43	49
Fatty acids: . . . . .											
saturated . . . . .	21.8	20.5	21.4	21.2	20.7	20.0	18.9	21.5	20.8	19.2	21.7
monounsaturated . . . . .	17.6	17.3	17.9	17.6	17.2	16.6	16.0	17.9	17.3	16.0	18.2
polyunsaturated . . . . .	4.6	4.9	4.7	4.7	4.7	4.6	4.6	4.7	4.8	4.5	4.7
Carbohydrate . . . . .	118	123	117	119	121	126	131	117	120	130	116
Calcium . . . . .	454	439	423	442	457	450	431	425	432	430	416
Iron . . . . .	4.8	4.8	4.9	5.1	5.0	4.9	5.0	4.9	5.0	5.0	4.9
Thiamin . . . . .	0.51	0.51	0.51	0.54	0.55	0.55	0.55	0.50	0.53	0.54	0.51
Riboflavin . . . . .	0.88	0.88	0.84	0.89	0.91	0.89	0.85	0.82	0.83	0.83	0.82
Nicotinic acid equivalent . . . . .	12.6	12.5	13.1	13.4	13.2	12.7	12.6	13.1	13.1	12.3	13.2
Vitamin C . . . . .	26	23	25	25	24	23	21	24	23	21	24
Vitamin A (retinol equivalent) . . . . .	711	622	678	727	654	580	553	650	639	620	652
Vitamin D (a) . . . . .	1.21	1.22	1.22	1.22	1.16	1.10	1.21	1.14	1.08	1.15	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 38  
 Nutritional value of food in households of different composition within income groups, 1978

	Income group	Households with						(i) Consumption per person per day
		Adults only	1 adult, 1 or more children	2 adults and			3 or more adults, 1 or more children	
				1 child	2 children	3 children		
Energy . . . . .	(kcal)	2,290	*	2,270	1,930	1,890	2,160	
		2,540	*	2,260	2,010	2,030	2,140	
		2,580	1,850	2,310	2,040	1,920	2,250	
		2,550	2,280	2,280	2,090	2,090	2,100	
	(MJ)	9.6	*	9.5	8.1	7.9	9.0	
		10.7	*	9.5	8.4	8.5	9.0	
		10.8	7.8	9.7	8.6	8.1	9.4	
		10.7	9.6	9.6	8.8	8.8	8.8	
Total protein . . . . .	(g)	81.2	*	73.0	68.7	58.2	74.6	
		83.7	*	74.1	65.0	62.8	69.2	
		84.2	59.3	75.8	64.0	61.3	71.0	
		81.5	68.7	73.1	64.2	62.0	62.2	
Animal protein . . . . .	(g)	56.2	*	47.8	47.9	37.1	50.5	
		55.2	*	48.6	41.5	38.7	43.5	
		54.7	37.4	48.5	39.6	37.8	42.1	
		52.8	41.8	46.0	38.2	34.5	35.4	
Fat . . . . .	(g)	115	*	109	94	90	102	
		124	*	109	93	91	101	
		123	85	109	93	86	100	
		120	103	99	91	85	92	
Fatty acids: saturated . . . . .	(g)	52.3	*	48.9	42.1	40.1	46.5	
		55.4	*	48.9	41.8	41.2	44.9	
		55.1	39.0	48.8	41.4	37.8	44.5	
		54.1	45.4	44.2	40.7	36.8	40.7	

TABLE 38—continued

	Income group	Households with										
		Adults only	1 adult, 1 or more children	2 adults and			3 or more adults, 1 or more children					
				1 child	2 children	3 children		4 or more children				
				(i) Consumption per person per day—continued								
Fatty acids—continued												
monounsaturated	A B C D & E2	42.6 46.0 46.2 44.8	* * 31.3 38.4	40.0 40.1 40.8 37.4	35.2 34.6 34.4 33.7	32.7 33.5 31.9 32.3	(30.9) 33.1 32.7 (31.3)	38.1 37.1 37.2 34.7				
polyunsaturated	A B C D & E2	10.4 12.1 12.2 11.5	* * 8.2 11.0	11.4 10.9 10.9 9.8	9.4 9.6 9.4 9.3	9.6 9.1 8.9 9.2	(8.7) 9.3 9.6 (9.1)	9.2 10.6 10.3 9.4				
Carbohydrate	A B C D & E2	250 294 304 305	* * 227 289	268 263 275 292	215 242 254 270	228 255 242 286	(229) 260 277 (263)	251 254 284 273				
Calcium	A B C D & E2	1,050 1,070 1,080 1,080	* * 900 980	1,040 1,000 1,020 1,000	930 920 910 980	890 920 850 840	(860) 870 900 (760)	980 950 950 860				
Iron	A B C D & E2	12.0 12.6 12.7 12.3	* * 9.1 10.8	11.7 11.5 11.9 11.5	9.9 10.1 10.1 10.3	9.0 9.8 9.6 10.3	(9.2) 9.8 10.2 (10.4)	11.3 10.5 11.3 10.3				
Thiamin	A B C D & E2	1.25 1.31 1.32 1.28	* * 0.98 1.18	1.20 1.21 1.25 1.15	1.08 1.10 1.10 1.11	1.01 1.13 1.04 1.15	(1.02) 1.14 1.15 (1.08)	1.20 1.13 1.20 1.07				

TABLE 38—continued

	Income group	Households with					3 or more adults, 1 or more children	
		Adults only	1 adult, 1 or more children	1 child	2 children	2 adults and 3 children		4 or more children
		(i) Consumption per person per day—continued						
Riboflavin . . . . . (mg)	A B C D & E2	2.15 2.13 2.13 2.10	* * 1.71 1.96	2.07 2.05 2.04 1.98	1.93 1.85 1.80 1.78	1.70 1.85 1.69 1.62	(1.63) 1.69 1.83 (1.55)	2.04 1.82 1.80 1.61
Nicotinic acid . . . . . (mg)	A B C D & E2	19.4 18.9 18.8 17.7	* * 13.4 15.8	16.6 17.0 17.2 16.4	15.7 14.9 14.6 14.0	12.7 14.7 13.8 14.4	(13.2) 14.5 15.0 (14.9)	17.4 15.3 15.8 13.3
Nicotinic acid equivalent . . . . . (mg)	A B C D & E2	34.3 34.1 33.9 32.3	* * 23.9 28.2	29.7 30.5 31.0 29.8	28.3 26.7 26.1 25.6	23.1 25.9 24.9 25.7	(23.8) 25.2 25.9 (25.6)	31.0 27.7 28.4 24.4
Vitamin C . . . . . (mg)	A B C D & E2	80 68 61 58	* * 34 47	80 57 52 51	59 48 45 43	49 46 39 45	(57) 41 37 (31)	63 47 46 37
Vitamin A: retinol . . . . . (µg)	A B C D & E2	1,050 1,150 1,160 1,200	* * 750 970	1,240 1,110 1,200 1,110	850 910 850 810	760 740 800 690	(390) 670 930 (730)	770 1,000 990 920
β-carotene . . . . . (µg)	A B C D & E2	2,720 2,970 2,560 2,520	* * 1,360 2,540	2,360 2,750 2,430 2,190	2,140 2,290 2,070 2,030	1,760 2,040 1,760 1,590	(1,830) 1,870 1,770 (1,140)	2,760 2,180 1,830 1,390

TABLE 38—continued

Income group	Households with					
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children
Vitamin A—continued total (retinol equivalent) . (µg)	(i) Consumption per person per day—continued					
	A 1,590	*	1,730	1,280	1,130	(760)
B 1,740	*	1,650	1,370	1,160	1,060	1,450
C 1,680	1,060	1,690	1,270	1,160	1,300	1,380
D & E2 1,720	1,470	1,550	1,220	1,020	(980)	1,220
Vitamin D (a) . . . . . (µg)	A 2.83	*	3.40	2.24	2.36	(1.89)
B 2.89	*	2.49	2.33	2.06	2.18	2.37
C 3.02	2.29	2.90	2.30	2.13	2.72	2.43
D & E2 3.09	2.62	2.91	2.51	2.98	(2.60)	2.82
Energy . . . . .	(ii) As a percentage of recommended intake					
	A 97	*	103	87	86	(79)
B 103	*	97	88	88	85	87
C 101	86	96	88	82	88	87
D & E2 102	101	96	92	93	(87)	88
Protein . . . . .	A 137	*	132	124	105	(100)
B 135	*	128	114	109	103	112
C 131	110	126	110	104	105	110
D & E2 131	121	123	113	110	(107)	103
(as a percentage of minimum requirement)	A 205	*	199	190	161	(155)
B 206	*	195	178	170	162	172
C 202	166	195	173	164	165	170
D & E2 192	184	182	174	171	(162)	155
Calcium . . . . .	A 210	*	198	173	161	(142)
B 210	*	183	170	163	150	175
C 206	169	182	166	151	155	169
D & E2 194	171	176	176	151	(133)	154

TABLE 38—continued

	Income group	Households with							3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults and			4 or more children		
				1 child	2 children	3 children			
		<i>(ii) As a percentage of recommended intake—continued</i>							
Iron	A	113	*	111	92	81	(78)	98	
	B	117	*	105	93	87	84	90	
	C	115	80	106	92	85	88	95	
	D & E2	107	91	100	95	94	(90)	87	
Thiamin	A	132	*	136	123	116	(111)	126	
	B	132	*	130	122	124	122	115	
	C	129	115	129	119	112	123	116	
	D & E2	131	131	122	123	129	(120)	112	
Riboflavin	A	146	*	159	153	137	(128)	144	
	B	141	*	152	145	145	131	127	
	C	137	142	147	139	131	142	121	
	D & E2	129	156	139	139	129	(122)	114	
Nicotinic acid equivalent.	A	212	*	206	202	165	(166)	197	
	B	205	*	203	188	182	175	174	
	C	198	176	202	182	174	180	172	
	D & E2	179	198	188	180	184	(180)	155	
Vitamin C	A	268	*	291	227	190	(217)	223	
	B	225	*	199	181	174	156	164	
	C	194	141	180	167	149	142	156	
	D & E2	176	173	172	158	172	(118)	129	
Vitamin A (retinol equivalent).	A	217	*	264	209	184	(123)	187	
	B	231	*	246	222	188	170	204	
	C	216	176	244	203	188	210	188	
	D & E2	208	232	216	197	171	(158)	172	

TABLE 38—continued

	Income group	Households with					3 or more adults, 1 or more children	
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children		4 or more children
Vitamin D (a)	A	110	*	89	62	71	(53)	85
	B	111	*	64	66	60	65	85
	C	113	93	75	60	63	83	84
	D & E2	109	76	77	61	84	(75)	90
Protein	A	14.2	*	12.8	14.3	12.3	(12.7)	13.8
	B	13.1	*	13.1	12.9	12.4	12.1	13.0
	C	13.0	12.8	13.1	12.5	12.7	12.0	12.6
	D & E2	12.8	12.0	12.8	12.3	11.9	(12.3)	11.8
Fat	A	45.0	*	43.1	43.9	42.5	(40.8)	42.6
	B	43.6	*	43.2	41.9	40.4	39.7	42.4
	C	42.9	41.3	42.4	40.8	40.1	38.0	40.1
	D & E2	42.4	40.5	39.2	39.1	36.8	(37.7)	39.5
Carbohydrate	A	40.8	*	44.1	41.8	45.2	(46.6)	43.6
	B	43.3	*	43.7	45.2	47.2	48.2	44.7
	C	44.0	45.9	44.5	46.6	47.2	50.0	47.3
	D & E2	44.8	47.5	48.0	48.6	51.4	(50.0)	48.7
	A	69.3	*	65.5	69.7	63.7	(61.2)	67.7
	B	66.0	*	65.5	63.8	61.7	57.4	62.9
	C	64.9	63.0	62.0	62.0	61.7	58.3	59.2
	D & E2	64.8	60.9	63.0	59.6	55.6	(56.5)	56.9

(ii) As a percentage of recommended intake—continued

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

(iv) Animal protein as a percentage of total protein

TABLE 38—continued

	Income group	Households with						3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults and			4 or more children	
				1 child	2 children	3 children		
		(v) Consumption of nutrients per 1,000 kcal						
Total protein.	(g).	35.5	*	32.1	35.7	30.8	(31.7)	34.6
		32.9	*	32.8	32.4	31.0	30.2	32.4
		32.6	32.0	32.8	31.4	31.9	30.1	31.6
	D & E2	32.0	30.1	32.1	30.8	29.7	(30.8)	29.6
Animal protein	(g)	24.6	*	21.1	24.9	19.6	(19.4)	23.4
		21.7	*	21.5	20.7	19.1	17.3	20.4
		21.2	20.2	21.0	19.4	19.7	17.5	18.7
	D & E2	20.7	18.3	20.2	18.3	16.5	(17.4)	16.8
Fat	(g)	50	*	48	49	47	(45)	47
		48	*	48	47	45	44	47
		48	46	47	45	45	42	45
	D & E2	47	45	44	43	41	(42)	44
Fatty acids:—								
saturated	(g)	22.9	*	21.5	21.9	21.2	(20.2)	21.6
		21.8	*	21.6	20.9	20.3	19.7	21.0
		21.3	21.1	21.1	20.3	19.7	18.4	19.8
	D & E2	21.2	19.9	19.4	19.5	17.6	(17.9)	19.4
monounsaturated	(g)	18.6	*	17.6	18.3	17.3	(16.8)	17.7
		18.1	*	17.8	17.2	16.6	16.3	17.4
		17.9	16.9	17.6	16.9	16.6	15.7	16.6
	D & E2	17.6	16.8	16.4	16.2	15.5	(15.9)	16.5
polyunsaturated	(g)	4.6	*	5.0	4.9	5.1	(4.7)	4.3
		4.8	*	4.8	4.8	4.5	4.6	5.0
		4.7	4.4	4.7	4.6	4.6	4.6	4.6
	D & E2	4.5	4.8	4.3	4.5	4.4	(4.6)	4.5

TABLE 38—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children	
		(v) Consumption of nutrients per 1,000 kcal—continued					
Carbohydrate	(g)	109	*	118	112	121	116
		116	*	117	121	126	119
		118	123	119	124	126	126
	D & E2	120	127	128	130	137	130
Calcium	(mg)	460	*	459	484	470	456
		420	*	443	460	456	444
		420	488	440	447	444	421
	D & E2	424	428	438	469	405	408
Iron	(mg)	5.3	*	5.2	5.2	4.8	5.2
		5.0	*	5.1	5.0	4.8	4.9
		4.9	4.9	5.1	4.9	5.0	5.0
	D & E2	4.8	4.7	5.0	4.9	4.9	4.9
Thiamin	(mg)	0.55	*	0.53	0.56	0.53	0.56
		0.51	*	0.54	0.55	0.56	0.53
		0.51	0.53	0.54	0.54	0.54	0.53
	D & E2	0.50	0.52	0.51	0.53	0.55	0.51
Riboflavin	(mg)	0.94	*	0.91	1.00	0.90	0.95
		0.83	*	0.91	0.92	0.91	0.85
		0.83	0.93	0.88	0.88	0.88	0.80
	D & E2	0.82	0.86	0.87	0.85	0.78	0.77
Nicotinic acid equivalent.	(mg)	15.0	*	13.1	14.7	12.2	14.4
		13.4	*	13.5	13.3	12.8	13.0
		13.1	12.9	13.4	12.8	13.0	12.6
	D & E2	12.7	12.4	13.1	12.3	12.3	11.6



TABLE 38—continued

	Income group	Households with						3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
Vitamin C . . . . . (mg)	A	35	*	35	31	26	(31)	29
	B	27	*	25	24	23	20	22
	C	24	19	23	22	21	18	21
	D & E2	23	20	22	21	21	(16)	18
Vitamin A (retinol equivalent) . . . . . (µg)	A	696	*	761	664	597	(413)	610
	B	683	*	731	682	571	523	678
	C	651	570	729	621	602	628	612
	D & E2	673	645	682	585	491	(495)	582
Vitamin D (a) . . . . . (µg)	A	1.24	*	1.50	1.16	1.24	(1.03)	1.08
	B	1.13	*	1.10	1.16	1.02	1.08	1.11
	C	1.17	1.24	1.25	1.13	1.11	1.31	1.08
	D & E2	1.21	1.15	1.28	1.20	1.43	(1.32)	1.34
			(vi) "Price of energy" index (b), all foods					
	A	129	*	111	115	100	(94)	110
	B	111	*	105	99	93	85	97
	C	104	97	100	93	92	80	90
	D & E2	102	91	96	86	78	(79)	82
	All income groups (c)	106	95	102	98	93	83	94

\*Fewer than 10 households in the sample. Figures in brackets are based on samples of more than 10 but fewer than 20 households.

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

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

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

TABLE 39  
 Nutritional value of food in households classified according to age of housewife, 1978

	Age of housewife						All households	
	Under 25	25-34	35-44	45-54	55-64	65-74		75 and over
Energy . . . . .	2,000	1,980	2,180	2,490	2,640	2,540	2,350	2,260
Total protein . . . . .	8.4	8.3	9.1	10.4	11.1	10.6	9.9	9.5
Animal protein . . . . .	64.8	64.4	69.1	80.7	84.7	80.2	74.1	72.6
Fat . . . . .	40.2	40.8	43.2	52.0	55.1	52.3	48.8	46.3
Fatty acids: . . . . .	91	92	100	118	126	120	109	106
saturated . . . . .	40.5	41.0	44.6	52.9	56.4	54.2	50.0	47.2
monounsaturated . . . . .	33.9	34.0	37.3	43.9	46.9	44.7	40.5	39.3
polyunsaturated . . . . .	9.5	9.6	10.3	11.5	12.1	11.5	10.0	10.6
Carbohydrate . . . . .	245	240	266	294	313	303	286	272
Calcium . . . . .	920	910	940	1,060	1,110	1,080	1,030	990
Iron . . . . .	10.5	10.1	10.7	12.2	12.9	12.0	10.8	11.2
Thiamin . . . . .	1.08	1.09	1.17	1.30	1.33	1.28	1.15	1.19
Riboflavin . . . . .	1.76	1.82	1.87	2.08	2.19	2.10	1.97	1.95
Nicotinic acid . . . . .	14.5	14.8	15.9	18.1	18.8	17.8	15.9	16.5
Nicotinic acid equivalent . . . . .	26.3	26.4	28.3	32.7	34.1	32.2	29.1	29.5
Vitamin C . . . . .	51	49	51	60	65	58	48	54
Vitamin A: . . . . .								
retinol . . . . .	810	890	920	1,110	1,300	1,090	1,050	1,000
β-carotene . . . . .	2,080	2,240	2,150	2,530	2,850	2,660	2,120	2,370
total (retinol equivalent) . . . . .	1,230	1,330	1,360	1,630	1,870	1,640	1,500	1,490
Vitamin D (a) . . . . .	2.53	2.32	2.39	2.81	3.30	3.25	2.80	2.65
Energy . . . . .	91	89	89	96	104	105	105	94
Protein . . . . .	118	116	113	124	133	132	131	121
(as a percentage of minimum requirement)	182	181	174	191	201	194	189	185
Calcium . . . . .	176	170	168	193	205	195	190	181
Iron . . . . .	105	97	91	102	117	108	99	100
Thiamin . . . . .	122	123	125	133	133	136	135	125
Riboflavin . . . . .	140	146	134	136	138	131	126	138
Nicotinic acid equivalent . . . . .	188	191	182	193	194	181	168	188
Vitamin C . . . . .	185	186	183	197	202	176	149	188
Vitamin A (retinol equivalent) . . . . .	197	221	198	214	235	201	186	212
Vitamin D (a) . . . . .	56	59	87	105	119	116	103	83
			(ii) As a percentage of recommended intake					

TABLE 39—continued

	Age of housewife						All households
	Under 25	25-34	35-44	45-54	55-64	65-74	
Protein . . . . .	13.0	13.0	12.7	13.0	12.8	12.6	12.9
Fat . . . . .	41.0	41.7	41.5	42.7	42.7	41.8	42.0
Carbohydrate . . . . .	46.0	45.3	45.8	44.3	44.5	45.6	45.1
	(iii) Percentage of energy derived from protein, fat and carbohydrate						
	62.0	63.4	62.5	64.4	65.0	65.2	63.8
	(iv) Animal protein as a percentage of total protein						
Total protein . . . . .	32.4	32.5	31.8	32.4	32.1	31.6	32.1
Animal protein . . . . .	20.1	20.6	19.9	20.9	20.8	20.6	20.5
Fat . . . . .	46	46	46	47	48	47	47
Fatty acids: . . . . .							
saturated . . . . .	20.3	20.6	20.5	21.3	21.3	21.3	20.9
monounsaturated . . . . .	16.9	17.2	17.2	17.7	17.7	17.6	17.4
polyunsaturated . . . . .	4.8	4.8	4.8	4.6	4.6	4.5	4.7
Carbohydrate . . . . .	123	121	122	118	119	119	120
Calcium . . . . .	463	458	432	426	421	423	437
Iron . . . . .	5.3	5.1	4.9	4.9	4.9	4.7	5.0
Thiamin . . . . .	0.54	0.55	0.54	0.52	0.50	0.50	0.53
Riboflavin . . . . .	0.88	0.92	0.86	0.84	0.83	0.83	0.86
Nicotinic acid equivalent . . . . .	13.2	13.3	13.0	13.1	12.9	12.7	13.1
Vitamin C . . . . .	25	25	23	24	24	23	24
Vitamin A (retinol equivalent) . . . . .	618	672	624	655	709	645	657
Vitamin D (a) . . . . .	1.27	1.17	1.10	1.13	1.25	1.28	1.17
	(v) Consumption of nutrients per 1,000 kcal						
	31.5	31.6	31.5	31.6	31.6	31.6	31.5
	20.8	20.6	20.8	20.6	20.6	20.6	20.8
	46	47	46	47	48	47	46
	21.3	21.3	21.3	21.3	21.3	21.3	21.3
	17.2	17.6	17.2	17.7	17.7	17.6	17.2
	4.3	4.5	4.3	4.6	4.6	4.5	4.7
	122	119	122	118	119	119	120
	437	423	437	426	421	423	437
	4.6	4.7	4.6	4.9	4.9	4.6	5.0
	0.49	0.50	0.49	0.52	0.50	0.50	0.53
	0.84	0.83	0.84	0.84	0.83	0.83	0.86
	12.4	12.7	12.4	13.1	12.9	12.7	13.1
	20	23	20	24	24	23	24
	636	645	636	655	709	645	657
	1.19	1.28	1.19	1.13	1.25	1.28	1.17

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

TABLE 40  
Nutritional value of food in households classified according to housing tenure, 1978

	Type of dwelling						All households
	Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
	Council	Other rented					
	(i) Consumption per person per day						
Energy	2,310	2,330	2,060	2,340	2,440	2,130	2,260
Total protein	9.7	9.8	8.6	9.8	10.2	8.9	9.5
Animal protein	73.2	75.7	71.0	72.8	77.7	69.5	72.6
Fat	45.2	49.1	45.1	46.9	50.0	44.9	46.3
Fatty acids:	105	111	96	110	115	101	106
saturated							
monounsaturated	46.9	49.7	41.9	49.1	51.8	44.9	47.2
polyunsaturated	39.3	41.4	35.5	40.7	42.8	37.3	39.3
Carbohydrate	10.3	11.1	10.7	11.0	11.4	10.3	10.6
Calcium	286	275	245	282	292	253	272
Iron	960	1,010	1,010	1,050	1,070	960	990
Thiamin	11.5	11.5	10.9	11.1	11.8	10.7	11.2
Riboflavin	1.20	1.22	1.17	1.19	1.26	1.16	1.19
Nicotinic acid	1.90	2.00	1.99	2.01	2.06	1.92	1.95
Nicotinic acid equivalent	16.5	17.0	16.3	15.9	17.3	16.0	16.5
Vitamin C	29.7	30.8	28.8	29.2	31.2	28.5	29.5
Vitamin A: retinol	49	58	62	52	61	54	54
β-carotene	1,030	1,040	970	850	1,050	960	1,000
total (retinol equivalent)	2,080	2,410	2,290	2,170	2,660	2,440	2,370
Vitamin D (a)	1,460	1,530	1,430	1,310	1,590	1,450	1,490
	2.60	2.69	2.50	3.01	3.04	2.48	2.65
	(ii) As a percentage of recommended intake						
Energy	95	97	88	91	99	91	94
Protein	119	125	120	113	126	119	121
(as a percentage of minimum requirement)	184	192	182	176	190	183	185
Calcium	175	188	192	186	195	178	181
Iron	102	105	101	95	104	97	100
Thiamin	123	127	124	117	130	124	125
Riboflavin	133	139	141	136	135	143	138
Nicotinic acid equivalent	187	193	185	177	185	190	188

TABLE 40—continued

	Type of dwelling						All households
	Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
	Council	Other rented					
Vitamin C . . . . .	168	197	214	176	198	196	188
Vitamin A (retinol equivalent) . . . . .	207	213	203	180	208	219	212
Vitamin D (a) . . . . .	81	87	78	100	106	75	83
<i>(ii) As a percentage of recommended intake—continued</i>							
Protein . . . . .	12.7	13.0	13.8	12.5	12.7	13.0	12.9
Fat . . . . .	40.9	42.9	41.8	42.2	42.5	42.5	42.0
Carbohydrate . . . . .	46.4	44.2	44.4	45.3	44.8	44.5	45.1
<i>(iii) Percentage of energy derived from protein, fat and carbohydrate</i>							
	61.8	64.9	63.5	64.4	64.4	64.6	63.8
<i>(iv) Animal protein as a percentage of total protein</i>							
Total protein . . . . .	31.6	32.4	34.4	31.2	31.8	32.6	32.1
Animal protein . . . . .	19.6	21.0	21.9	20.1	20.5	21.1	20.5
Fat . . . . .	45	48	46	47	47	47	47
<i>(v) Consumption of nutrients per 1,000 kcal</i>							
Fatty acids:							
saturated . . . . .	20.3	21.3	20.3	21.0	21.2	21.1	20.9
monounsaturated . . . . .	17.0	17.8	17.2	17.4	17.5	17.5	17.4
polyunsaturated . . . . .	4.5	4.8	5.2	4.7	4.7	4.8	4.7
Carbohydrate . . . . .	124	118	119	121	120	119	120
Calcium . . . . .	417	432	492	451	436	450	437
Iron . . . . .	5.0	4.9	5.3	4.8	4.8	5.0	5.0
Thiamin . . . . .	0.52	0.52	0.57	0.51	0.52	0.54	0.53
Riboflavin . . . . .	0.82	0.86	0.96	0.86	0.84	0.90	0.86
Nicotinic acid equivalent . . . . .	12.8	13.2	14.0	12.5	12.8	13.4	13.1
Vitamin C . . . . .	21	25	30	22	25	25	24
Vitamin A (retinol equivalent) . . . . .	632	655	691	559	650	681	657
Vitamin D (a) . . . . .	1.12	1.15	1.21	1.29	1.24	1.16	1.17

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

TABLE 41  
 Nutritional value of food in households owning a deep-freezer and in other households, 1978

	Households owning a deep-freezer	Households not owning a deep-freezer	All households	Alternative estimates which take into account changes in deep-freezer stocks (b)	
				Households owning a deep-freezer	All households
Energy . . . . . (kcal)	2,250	2,270	2,260	2,220	2,250
Protein . . . . . (g)	94	95	95	93	94
Total protein . . . . . (g)	73.3	72.2	72.6	72.7	72.4
Animal protein . . . . . (g)	47.8	45.2	46.3	47.5	46.3
Fat . . . . . (g)	107	105	106	106	105
Fatty acids: . . . . . (g)					
saturated . . . . . (g)	47.8	46.7	47.2	47.3	47.0
monounsaturated . . . . . (g)	39.7	38.9	39.3	39.3	39.1
polyunsaturated . . . . . (g)	10.7	10.5	10.6	10.7	10.6
Carbohydrate . . . . . (g)	265	278	272	262	271
Calcium . . . . . (mg)	1,000	980	990	990	980
Iron . . . . . (mg)	11.1	11.3	11.2	11.0	11.2
Thiamin . . . . . (mg)	1.19	1.20	1.19	1.19	1.19
Riboflavin . . . . . (mg)	1.98	1.93	1.95	1.99	1.95
Nicotinic acid . . . . . (mg)	16.7	16.2	16.5	16.7	16.4
Nicotinic acid equivalent . . . . . (mg)	30.0	29.2	29.5	29.9	29.5
Vitamin C . . . . . (mg)	57	52	54	58	55
Vitamin A: . . . . . (µg)					
retinol . . . . . (µg)	990	1,020	1,000	1,040	1,030
β-carotene . . . . . (µg)	2,490	2,280	2,370	2,500	2,380
total (retinol equivalent) . . . . . (µg)	1,490	1,480	1,490	1,550	1,510
Vitamin D (a) . . . . . (µg)	2.55	2.73	2.65	2.58	2.66
(i) Consumption per person per day					
Energy . . . . . (kcal)	94	95	94	93	94
Protein . . . . . (g)	122	120	121	121	120
Total protein . . . . . (g)	188	183	185	186	184
Animal protein . . . . . (g)	183	179	181	182	180
Fat . . . . . (g)	99	101	100	99	100
Fatty acids: . . . . . (g)					
saturated . . . . . (g)	125	125	125	124	125
monounsaturated . . . . . (g)	142	135	138	142	138
polyunsaturated . . . . . (g)	193	184	188	192	188
Carbohydrate . . . . . (g)	202	178	188	203	189
Calcium . . . . . (mg)	216	210	212	224	216
Iron . . . . . (mg)	81	85	83	81	84
Thiamin . . . . . (mg)					
Riboflavin . . . . . (mg)					
Nicotinic acid . . . . . (mg)					
Nicotinic acid equivalent . . . . . (mg)					
Vitamin C . . . . . (mg)					
Vitamin A: . . . . . (µg)					
retinol . . . . . (µg)					
β-carotene . . . . . (µg)					
total (retinol equivalent) . . . . . (µg)					
Vitamin D (a) . . . . . (µg)					
(ii) As a percentage of recommended intake					
Energy . . . . . (kcal)	94	95	94	93	94
Protein . . . . . (g)	122	120	121	121	120
Total protein . . . . . (g)	188	183	185	186	184
Animal protein . . . . . (g)	183	179	181	182	180
Fat . . . . . (g)	99	101	100	99	100
Fatty acids: . . . . . (g)					
saturated . . . . . (g)	125	125	125	124	125
monounsaturated . . . . . (g)	142	135	138	142	138
polyunsaturated . . . . . (g)	193	184	188	192	188
Carbohydrate . . . . . (g)	202	178	188	203	189
Calcium . . . . . (mg)	216	210	212	224	216
Iron . . . . . (mg)	81	85	83	81	84
Thiamin . . . . . (mg)					
Riboflavin . . . . . (mg)					
Nicotinic acid . . . . . (mg)					
Nicotinic acid equivalent . . . . . (mg)					
Vitamin C . . . . . (mg)					
Vitamin A: . . . . . (µg)					
retinol . . . . . (µg)					
β-carotene . . . . . (µg)					
total (retinol equivalent) . . . . . (µg)					
Vitamin D (a) . . . . . (µg)					

TABLE 41—continued

	Households owning a deep-freezer	Households not owning a deep-freezer	All households	Alternative estimates which take into account changes in deep-freezer stocks (b)	
				Households owning a deep-freezer	All households
Protein . . . . .	13.0	12.7	12.9	13.1	12.9
Fat . . . . .	42.8	41.5	42.0	42.8	42.1
Carbohydrate . . . . .	44.2	45.8	45.1	44.1	45.1
	65.2	(iii) Percentage of energy derived from protein, fat and carbohydrate	63.8	65.4	63.8
		(iv) Animal protein as a percentage of total protein			
Total protein . . . . . (g)	32.6	31.8	32.1	32.7	32.2
Animal protein . . . . . (g)	21.3	19.9	20.5	21.4	20.5
Fat . . . . . (g)	48	46	47	48	47
Fatty acids:					
saturated . . . . . (g)	21.3	20.6	20.9	21.3	20.9
monounsaturated . . . . . (g)	17.7	17.1	17.4	17.7	17.4
polyunsaturated . . . . . (g)	4.8	4.6	4.7	4.8	4.7
Carbohydrate . . . . . (g)	118	122	120	118	120
Calcium . . . . . (mg)	443	431	437	444	437
Iron . . . . . (mg)	4.9	5.0	5.0	5.0	5.0
Thiamin . . . . . (mg)	0.53	0.53	0.53	0.53	0.53
Riboflavin . . . . . (mg)	0.88	0.85	0.86	0.90	0.87
Nicotinic acid equivalent . . . . . (mg)	13.4	12.8	13.1	13.4	13.1
Vitamin C . . . . . (mg)	26	23	24	26	24
Vitamin A (retinol equivalent) . . . . . (µg)	661	653	657	695	671
Vitamin D (a) . . . . . (µg)	1.13	1.20	1.17	1.16	1.18
		(v) Consumption of nutrients per 1,000 kcal			
Total protein . . . . . (g)	32.6	31.8	32.1	32.7	32.2
Animal protein . . . . . (g)	21.3	19.9	20.5	21.4	20.5
Fat . . . . . (g)	48	46	47	48	47
Fatty acids:					
saturated . . . . . (g)	21.3	20.6	20.9	21.3	20.9
monounsaturated . . . . . (g)	17.7	17.1	17.4	17.7	17.4
polyunsaturated . . . . . (g)	4.8	4.6	4.7	4.8	4.7
Carbohydrate . . . . . (g)	118	122	120	118	120
Calcium . . . . . (mg)	443	431	437	444	437
Iron . . . . . (mg)	4.9	5.0	5.0	5.0	5.0
Thiamin . . . . . (mg)	0.53	0.53	0.53	0.53	0.53
Riboflavin . . . . . (mg)	0.88	0.85	0.86	0.90	0.87
Nicotinic acid equivalent . . . . . (mg)	13.4	12.8	13.1	13.4	13.1
Vitamin C . . . . . (mg)	26	23	24	26	24
Vitamin A (retinol equivalent) . . . . . (µg)	661	653	657	695	671
Vitamin D (a) . . . . . (µg)	1.13	1.20	1.17	1.16	1.18

(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.

(b) See paragraph 30.

TABLE 42  
Nutrients obtained for one penny from selected foods, national averages, 1978 (a)

	Energy kcal	Protein g	Fat g	Carbo- hydrate g	Calcium mg	Iron mg	Thiamin mg	Riboflavin mg	Nicotinic acid equivalent mg	Vitamin C mg	Retinol equivalent µg	Vitamin D µg
All foods . . . . .	27	0.9	1.3	3.3	12	0.1	0.01	0.02	0.4	1	18	0.03
Liquid milk (b) . . . . .	30	1.5	1.7	2.2	55		0.02	0.09	0.4	...	18	0.02
Cheese . . . . .	24	1.5	2.0		45			0.03	0.4		24	
Beef and veal . . . . .	10	0.8	0.7			0.1		0.01	0.4			
Mutton and lamb . . . . .	14	0.7	1.3			0.1		0.01	0.3			
Pork . . . . .	15	0.8	1.3					0.08	0.4			
Liver . . . . .	13	1.6	0.7			0.9	0.02	0.25	1.4	1	1,222	0.06
Bacon and ham, uncooked . . . . .	17	0.6	1.6			..	0.01	0.01	0.3			
Bacon and ham, cooked . . . . .	10	0.9	0.7			0.1	0.02	0.01	0.3			
Poultry, uncooked . . . . .	11	1.3	0.6			0.1		0.01	0.6			
Sausages, uncooked . . . . .	31	0.9	2.6	1.0	4	0.1		0.01	0.6			
Fat fish, including canned or bottled fish (b) . . . . .	9	0.9	0.6		8	0.1		0.01	0.5			0.50
White fish, including frozen (b) . . . . .		0.8					...		0.3			0.01
Frozen convenience fish products . . . . .	9	0.7							0.2			
Eggs (b) . . . . .	18	1.5	1.3		7	0.3	0.01	0.06	0.5		17	0.22
Butter . . . . .	60		6.7								81	0.62
Margarine . . . . .	105		11.6								137	1.14
Sugar . . . . .	138			36.8								
Potatoes old (b) . . . . .	77	1.7	18.3	18.3	9	0.4	0.08	0.03	1.6	7		
Potatoes, new (b) . . . . .	39	1.0	9.1	9.1	4	0.4	0.05	0.02	0.9	8		
Fresh green vegetables (excluding peas and beans) (b) . . . . .		0.7			10	0.2	0.01	0.02	0.2	4	19	
Carrots (b) . . . . .	11	0.4		2.7	24	0.3	0.02	0.02	0.4	2	925	
Beans, canned . . . . .	16	1.4		2.7	12	0.4	0.02	0.02	0.4	1	13	
Peas, frozen . . . . .	10	1.0		1.3	6	0.2	0.05	0.02	0.5	2	9	
Tomatoes, including canned (b) . . . . .						0.1	0.01		0.1	3	14	
Oranges (b) . . . . .				1.7	9	0.1	0.02			10		
Fresh fruit, excluding citrus (b) . . . . .				4.6		0.1	0.01			2		
Fruit juices . . . . .	17									16		
Bread, white . . . . .	72	2.4	0.4	15.5	31	0.5	0.06	0.01	0.7			
Bread, brown and wholemeal . . . . .	53	2.1	0.4	10.9	22	0.6	0.06	0.01	0.5			
Biscuits . . . . .	48	0.6	2.3	6.7	10	0.2	0.01	0.01	0.2			
Breakfast cereals . . . . .	47	1.3		10.4		0.3	0.15	0.20	1.9			
Soups, canned . . . . .	13	0.3	0.7	1.4	6	0.1	0.01	0.01	0.2		13	
Ice cream . . . . .	31	0.7	1.4	4.1	22	0.1	0.01	0.03	0.2			

(a) Values corresponding to indices below 30 have been omitted (See Table 43).

(b) These foods show seasonal variation in nutritional value or prices.



TABLE 43  
*Indices of nutritional value for money of selected foods, national averages, 1978 (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) . . . . .	109	169	136	66	458		119	368	109	71	101	
Cheese . . . . .	88	175	156		378			124	100		133	49
Beef and veal . . . . .	35	96	54			70		43	102			
Mutton and lamb . . . . .	51	79	98			42		36	95			
Pork . . . . .	54	91	101			42	128	35	99			
Liver . . . . .	48	181	54			665	100	1,034	403	146	6,776	185
Bacon and ham, uncooked . . . . .	63	107	127			36	95	33	72			
Bacon and ham, cooked . . . . .	36	72	53			37	124		87			
Poultry, uncooked . . . . .	39	144	50			59		43	167			
Sausages, uncooked . . . . .	113	106	204	30	36	85		47	164			
Fat fish, including canned or bottled fish (b) . . . . .	32	101	46		64	63	30	49	126			1,555
White fish, including frozen (b) . . . . .	92	92						77	77			39
Frozen convenience fish products . . . . .	34	82						57	57			
Eggs (b) . . . . .	67	174	104		56	185	65	245	126		96	673
Butter . . . . .	220		520			30					447	192
Margarine . . . . .	381		904								762	3,531
Sugar . . . . .	504			1,114								
Potatoes, old (b) . . . . .	279	193		554	71	324	528	144	435	1,089		
Potatoes, new (b) . . . . .	143	117		276	35	259	315	78	248	1,162		
Fresh green vegetables, (excluding peas and beans) (b) . . . . .		74			82	124	90	95	70	627	103	
Carrots (b) . . . . .	41	49		81	202	226	164	102	98	236	5,130	
Beans, canned . . . . .	59	159		82	101	281	139	64	118	152	72	
Peas, frozen . . . . .	35	116		39	48	160	340	76	152	350	50	
Tomatoes, including canned (b) . . . . .						57	60		34	443	79	
Oranges (b) . . . . .				52	72	42	139			1,555		
Fresh fruit, excluding citrus (b) . . . . .				53		42	39			280		
Fruit juices . . . . .	64			139		70	61			2,382		
Bread, white . . . . .	262	275	33	470	256	380	394	31	183			
Bread, brown and wholemeal . . . . .	192	238	33	329	187	476	432	55	150			
Biscuits . . . . .	176	73	179	203	81	127	78	37	48			
Breakfast cereals . . . . .	172	142		315		362	1,043	831	522			
Soups, canned . . . . .	46	38	52	43	49	98	35	31	42		69	
Ice-cream . . . . .	112	74	113	123	186	39	50	119	49			

(a) Values below 30 have been omitted.  
 (b) These foods show seasonal variation in nutritional value or price.



## IV Appendices



## APPENDIX A

### Structure of the Survey

**1** The National Food Survey is a continuous sampling inquiry into the domestic food consumption and expenditure of private households in Great Britain. Each household which participates in the Survey does so voluntarily, and without payment, for one week only. By regularly changing the households surveyed, information is obtained continuously throughout the year except for a short break at Christmas and during General Election periods. Each household is provided with a specially designed log-book in which the housewife (or other nominee) records, under supervision by an interviewer, the description, quantity and cost of food intended for human consumption which enters the household during the week it participates in the Survey. Ice-cream, fish and chips, and other take-away meals are excluded unless bought to eat at a meal in the home, and certain items which individual members of the family often purchase for themselves, such as chocolates, sugar confectionery, soft drinks,<sup>1</sup> and alcohol are also excluded. Households are also asked to record particulars of the number and type of meals obtained and consumed outside the home by each member of the family, but not of the cost or composition of such meals; however, the quantity of milk obtained by children under the School Milk Scheme is recorded. Information about characteristics of the household and of its members is recorded on a separate questionnaire. The information obtained from individual households is strictly confidential.

#### *The sample*

**2** The National Food Survey sample is selected by means of a three-stage stratified random sampling scheme. The sampling frame covers the whole of Great Britain. The first stage involves the selection of 46 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. The re-organisation of Local Government areas in 1974 (1975 in Scotland) necessitated some minor changes to the method of selection formerly used. Thus, re-organisation caused certain of the new regional boundaries to pass through constituencies. In these cases, the part-constituency in each region is now combined *for sampling purposes* with a contiguous constituency within the same region to produce a "combined constituency", the whole of which is then treated as a first-stage sampling unit. Furthermore, it is no longer possible to classify constituencies according to whether they contain only urban administrative districts or whether they include some rural administrative districts. Since the beginning of 1976, this stratification has therefore been replaced by one based upon the number of electors per acre.

**3** *First stage.* The Parliamentary constituencies in the sampling frame are ordered into 46 strata, stratification being according to two factors:—first, according to current standard region, and second, according to electoral density. For this purpose a list of constituencies is prepared for each region, the

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<sup>1</sup>Exceptionally, since 1975 particulars have been obtained of soft drinks bought for the household supply, and although details are given in Table 32 of the present Report, such soft drinks are excluded from all other tables and estimates throughout the Report.

listing being in descending order of electoral density and showing numbers of electors in each constituency together with cumulative totals. One constituency is then selected from each of the 46 strata. The number of constituencies to be selected from each region is calculated on the basis of the percentage of the *total* (G.B.) electorate represented by that region. The lists for each region are then divided into as many approximately equal-size groups of electorate as the number of constituencies to be selected, and one constituency is selected randomly from each group. If a constituency which has been included in the *selected* sample in either of the two preceding years is selected, it is discarded and replaced by another selected at random from the same stratum.

**4** *Second stage.* The second-stage units are polling districts or, where the electorate is below 350, combinations of polling districts. To facilitate selection of these secondary units, the polling districts (or combinations of polling districts) within each of the selected 46 constituencies are listed in descending order of the electoral density of the wards in which they are situated; the lists are then each divided into four groups, each group having an approximately equal size of electorate. Four secondary units at a time are selected from each constituency, one being selected from each of the four groups with a probability of selection proportional to the size of the electorate. This process is repeated, as necessary, to provide further samples of blocks of four secondary units to be used later in the year (see paragraph 7 below).

**5** *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, 19 addresses are drawn from the electoral register of each polling district (or combination of small districts) by interval sampling from a random origin.

**6** A polling district may by chance be selected more than once in the sample for use during a single calendar year. 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 14,000 or so addresses thus selected for the year, a few cannot be visited, and some are found to be ineligible (eg being institutions), but of the total number of households contained in the remainder about half 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 over 7,000 households.

**7** 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 from the same constituency for the second part. In the first polling district the interviewers attempt to place log-books with the pre-selected 19 households during the three days Monday to Wednesday. During the following three days the interviewers make further calls to check that the records are being properly maintained and to deal with any queries. The completed records are collected by the interviewers after a period of seven days. Fieldwork in the second polling district begins in the middle of the 21 days, and the interviewers attempt to place log-books on Wednesday after-

noon and during the three days Thursday to Saturday. Again, intermediate calls are made and the completed records collected after seven days of recording. This cycle of operations is repeated throughout the year and in order to facilitate it the 46 constituencies are divided into 2 sets of 23. These two sets are used alternately, so that in one interval, one set of 23 constituencies is used covering 46 polling districts. In the next interval the other set of 23 constituencies is used covering a further 46 polling districts made up of the second pairs of each of the blocks of four selected as described in paragraph 4 above; and so on for the next 14 intervals throughout the year. In the 17th and final interval (or, alternatively in some years, the first interval) one set of constituencies is used for the first part of the interval and the other set for the second part; this procedure ensures that use of both sets of constituencies is completely balanced, each set being used for a total of  $8\frac{1}{2}$  intervals.

8 The 46 Parliamentary constituencies selected for survey in 1978 are listed in Table 1 of this Appendix. At the second stage of sampling, 782 polling districts were selected initially, and at the third stage, 14,858 addresses. When visited, a few of the selected addresses were found to be those of institutions or other establishments not eligible for inclusion in the Survey, or of unoccupied or demolished premises, while some other addresses were each found to contain more than one household. For operational reasons it proved impossible to visit 115 of the selected households. After allowing for these factors the estimated effective number of households in the selected sample was 14,388. When visited, it proved impossible within the time available to contact a number of these households and in some others the housewife was seen but refused to give any information. Furthermore, there were a number of housewives who answered a questionnaire<sup>1</sup> but declined to keep a week's record, while some housewives who undertook to keep a record did not in fact complete it; finally a few records were rejected at the editing stage leaving an effective sample of 7,173 households (50 per cent of the selected sample but 59 per cent of the households contacted). Details are as follows:—

	Households	Per cent	
		households selected	households contacted
Number of households at the addresses selected in the sample	14,388	100	
Number visited, but no contact made	2,215	15	
(Number of households contacted)	(12,173)		(100)
Housewife seen, but refused to give any information	1,841	13	15
Housewife answered a questionnaire but declined to keep a week's record	1,758	12	14
Housewife started to keep a record but did not complete it	1,384	10	11
Completed records rejected at editing stage	17	...	...
Effective sample of responding households.	7,173	50	59

*Information provided by households*

9 The log-book contains two pages for each day of the Survey week. On one page are entered the description, quantity and cost of each item of food bought

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

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 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 household and the meals provided.

**10** The Survey records the quantity of food entering the household, not the amount actually consumed. It cannot therefore provide frequency distribution 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 any wasted food which was discarded or fed to pets) provided purchasing habits are not upset and that there is no general accumulation or depletion of larger stocks.<sup>1</sup>

#### *Main analyses of Survey data*

**11** The Survey data of food purchases, consumption, expenditure and prices are tabulated for each of over 150 categories of foods; details of the classification are given in Table 15 of this Appendix. Apart from the results for the sample as a whole (referred to in the Report as "national averages", "overall averages", or the results for "all households") the regular analyses are now six in number:—

- (i) *By region.* Results are given for England, Wales and Scotland and also 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, viz (i) Greater London, (ii) the Metropolitan counties of England together with the Clydeside conurbation, (iii)–(vi) four groups of areas classified according to electoral density. Further details are given in the Glossary.
- (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 paragraph 24 of the Report.
- (iv) *By household composition.* The classification is as in Tables 16 to 18 of the Report. For the purpose of classifying households according to their composition, heads of household and housewives under 18 years of age are regarded as adults since they have the responsibilities of adults. However, for all other purposes such persons are classified according to their true age.
- (v) *By age of housewife.* Seven age ranges are used as in Tables 21 to 23 of the Report.
- (vi) *By housing tenure.* Six categories are used as in Tables 24 to 26 of the Report.

Details of the composition of these sub-samples, and of the whole sample in 1978 are given in Tables 2 to 13 of this Appendix.

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<sup>1</sup>See "Food obtained for consumption" in Glossary.



*Nutritional analysis of Survey results*

**12** 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*<sup>1</sup> 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 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 comparison with recommended intakes (paragraph 14); 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 pets.<sup>2</sup>

**13** 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 (1,000 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, ie the sum of the weights of retinol and one-sixth of the  $\beta$ -carotene (or one-half of the  $\beta$ -carotene in milk) which allows for the different biological activity and absorption of the forms. *Fatty acids*, which, with glycerol, form the triglycerides of which dietary fat largely consists, are grouped according to the number of double bonds present, ie 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.

**14** 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 Section II (paragraphs 3 to 32) of the amounts of food obtained,

<sup>1</sup>A A Paul and D A T Southgate, *McCance and Widdowson's The Composition of Foods*, 4th edition, Ministry of Agriculture, Fisheries and Food and Medical Research Council, HMSO, 1978.

<sup>2</sup>See footnote 2 to paragraph 33 in Section II.

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 sample households because on the one hand it excludes meals outside the home and certain foods likely to be outside the housewives' purview (paragraph 1 of this Appendix), and on the other it 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 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 DHSS.*<sup>1</sup> 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 are 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 1969.<sup>2</sup>

(c) *Per 1,000 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.

15 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
Breakfast . . . . .	.03	.21
Dinner . . . . .	.04	.29
Tea . . . . .	.02 } (a)	.16 } (a)
Supper . . . . .	.05 } (a)	.34 } (a)
<i>Total</i> . . . . .	.14	1.00

(a) These weights are interchangeable, whichever meal 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 values in the Table. For each

<sup>1</sup>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. From 1979, intakes will be compared with revised recommendations from DHSS.

<sup>2</sup>*Household Food Consumption and Expenditure: 1969*, paragraphs 85 to 87, HMSO, 1971.

type of household, the total net balance for each category of person is multiplied by the appropriate recommended nutrient intake from Table 14, 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 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*

**16** 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, and very rarely more than, three times, the standard error. Estimates of the standard errors applicable to the yearly national averages in Tables 7, 8 and 9 were given in Table 15 of Appendix A in the Annual Report for 1973.<sup>1</sup> Estimates of percentage standard errors applicable to the averages for income groups in Tables 14 and 15 were given in Tables 15 and 16 of Appendix A in the Annual Report for 1974<sup>2</sup>; those applicable to the averages in Tables 17 and 18 for households of different composition were given in Tables 13 and 14 of Appendix A in the Annual Report for 1977.<sup>3</sup> Standard errors applicable to the averages shown in Table 28 and 29 for freezer-owning households were given in Table 13 of Appendix A in the Annual Report for 1975.<sup>4</sup> Percentage standard errors applicable to the nutrient averages in Tables 33, 35 to 38 and 41 were given in Tables 15 to 20 of Appendix A in the Annual Report for 1977.<sup>3</sup>

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<sup>1</sup>*Household Food Consumption and Expenditure: 1973*, HMSO, 1975.

<sup>2</sup>*Household Food Consumption and Expenditure: 1974*, HMSO, 1976.

<sup>3</sup>*Household Food Consumption and Expenditure: 1977*, HMSO, 1978.

<sup>4</sup>*Household Food Consumption and Expenditure: 1975*, HMSO, 1977.



TABLE I  
Constituencies surveyed in 1978

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1978
England: Northern	Cleveland, Cumbria, Durham, Northumberland, Tyne and Wear	Hartlepool †Hexham Carlisle
Yorkshire and Humberside	Humberside, North Yorkshire, South Yorkshire, West Yorkshire	†Bradford North †Hemsworth †Huddersfield West Thirsk and Malton; Richmond (part)
North West	Cheshire, Lancashire, Greater Manchester, Merseyside	Blackburn Preston North †Ince Blackpool North †Bebington and Ellesmere Port Macclesfield
East Midlands	Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire	Ilkeston Bosworth High Peak; Stalybridge and Hyde (part)
West Midlands	Hereford and Worcester, Salop, Staffordshire, Warwickshire, West Midlands	†Birmingham, Handsworth Nuneaton Rugby †Birmingham, Edgbaston Shrewsbury
South West	Avon, Cornwall and the Isles of Scilly, Devon, Dorset, Gloucester, Somerset, Wiltshire	Bristol North West Wells North Somerset Taunton
South East	Greater London, Bedfordshire, Berkshire, Buckinghamshire, East Sussex, Essex, Hampshire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Surrey, West Sussex	†Hammersmith, Fulham †Waltham Forest, Chingford †Kingston-upon-Thames, Surbiton †Lambeth, Streatham †Merton, Mitcham and Morden †Hounslow, Feltham and Heston Eton and Slough Epping Forest Canterbury Mid-Sussex Hove Esher Colchester Buckingham
East Anglia	Cambridgeshire, Norfolk, Suffolk	Norwich South
Wales	The whole of Wales	Merthyr Tydfil Llanelli
Scotland	The whole of Scotland	†Hamilton Kilmarnock †Glasgow, Springburn †West Stirlingshire

(a) These are the standard regions as revised with effect from 1st April 1974.

(b) Constituencies marked † are wholly or partly within Greater London, the Metropolitan Counties or the Clydeside conurbation. See paragraph 2 of this Appendix.

TABLE 2  
Composition of the sample of responding households, 1978

	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Year
<b>HOUSEHOLDS IN CONURBATIONS</b>					
<b>GREATHER LONDON</b>					
Households . . . . .	204	230	218	207	859
Persons . . . . .	570	675	625	588	2,458
Persons per household . . . . .	2.79	2.93	2.87	2.84	2.86
<b>METROPOLITAN COUNTIES AND CLYDESIDE CONURBATION</b>					
Households . . . . .	366	351	340	298	1,355
Persons . . . . .	1,194	1,149	1,129	881	4,353
Persons per household . . . . .	3.26	3.27	3.32	2.96	3.21
<b>OTHER HOUSEHOLDS</b>					
<b>NON-METROPOLITAN COUNTIES: WARDS WITH ELECTORATE PER ACRE OF—</b>					
<b>7 OR MORE</b>					
Households . . . . .	508	494	512	411	1,925
Persons . . . . .	1,650	1,552	1,558	1,206	5,966
Persons per household . . . . .	3.25	3.14	3.04	2.93	3.10
<b>3 BUT LESS THAN 7</b>					
Households . . . . .	314	295	302	319	1,230
Persons . . . . .	975	950	1,002	920	3,847
Persons per household . . . . .	3.11	3.22	3.32	2.88	3.13
<b>0.5 BUT LESS THAN 3</b>					
Households . . . . .	284	260	215	238	997
Persons . . . . .	949	872	648	742	3,211
Persons per household . . . . .	3.34	3.35	3.01	3.12	3.22
<b>LESS THAN 0.5</b>					
Households . . . . .	202	231	232	142	807
Persons . . . . .	631	747	750	441	2,569
Persons per household . . . . .	3.12	3.23	3.23	3.11	3.18
<b>ALL HOUSEHOLDS</b>					
Households . . . . .	1,878	1,861	1,819	1,615	7,173
Persons . . . . .	5,969	5,945	5,712	4,778	22,404
Persons per household . . . . .	3.18	3.19	3.14	2.96	3.12

TABLE 3  
Composition of the sample of responding households:  
analysis by region and type of area, 1978

	Number of house- holds	Number of persons	Average number of persons per household	Percentage of all house- holds	Percentage of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1977 estimates)
<b>English regions:</b>						
North . . . . .	467	1,504	3.22	6.5	6.7	5.7
Yorkshire and Humberside . . . . .	712	2,232	3.13	9.9	10.0	9.0
North West . . . . .	896	2,816	3.14	12.5	12.6	12.0
East Midlands . . . . .	506	1,596	3.15	7.1	7.1	6.9
West Midlands . . . . .	811	2,644	3.26	11.3	11.8	9.5
South West . . . . .	655	2,068	3.16	9.1	9.2	7.9
South East (a)/East Anglia . . . . .	2,220	6,637	2.99	30.9	29.6	34.4
England . . . . .	6,267	19,497	3.11	87.4	87.0	85.3
Wales . . . . .	333	1,020	3.06	4.6	4.6	5.1
Scotland . . . . .	573	1,887	3.29	8.0	8.4	9.6
<i>All households</i> . . . . .	7,173	22,404	3.12	100	100	100
<b>Greater London.</b>						
Metropolitan Counties and Clydeside conurbation . . . . .	1,355	4,353	3.21	18.9	19.4	24.5
<b>Non-metropolitan counties: Wards with electorate per acre of—</b>						
7 or more . . . . .	1,925	5,966	3.10	26.8	26.6	} 62.7
3 but less than 7 . . . . .	1,230	3,847	3.13	17.1	17.2	
0.5 but less than 3 . . . . .	997	3,211	3.22	13.9	14.3	
less than 0.5 . . . . .	807	2,569	3.18	11.3	11.5	
<i>All households</i> . . . . .	7,173	22,404	3.12	100	100	100

(a) Including Greater 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, 1978*  
 (per cent)

	Region										Type of area							
	All households	North	Yorks and Humber-side	North West	East Midlands	West Midlands	South West	South East(a)/ East Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clydeside conurbation			Non-metropolitan counties		
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5	100	100
Infants, (under 1 year)	1.3	0.9	1.3	1.2	1.0	1.4	1.0	1.3	1.2	1.1	1.7	1.1	1.4	1.0	1.6	1.1	1.5	
Children, aged 1-4 years	5.8	5.8	5.0	5.7	6.5	5.5	6.4	6.0	5.9	5.2	6.2	5.3	5.1	6.0	6.5	6.7	5.3	
Children, aged 5-8 years	7.1	7.6	6.7	7.6	7.5	8.0	6.8	6.3	7.0	5.8	8.3	5.0	7.0	7.3	7.7	7.8	6.7	
Males, aged 9-14 years	5.5	6.4	6.2	5.9	5.5	6.1	6.3	4.6	5.5	4.6	5.9	3.9	6.7	5.5	5.2	5.7	5.6	
Males, aged 15-17 years	2.5	3.1	2.9	2.2	2.6	3.0	2.6	1.9	2.4	1.8	3.4	1.7	2.8	2.5	2.4	2.6	2.6	
Females, aged 9-14 years	5.4	4.3	5.4	6.6	5.2	6.3	5.2	5.0	5.4	4.9	5.6	4.9	6.4	5.2	5.2	5.8	4.7	
Females, aged 15-17 years	2.6	2.6	2.3	2.7	2.4	2.9	2.7	2.4	2.5	3.0	2.4	2.4	3.0	2.3	2.5	2.4	2.8	
Males, aged 18-34 years	6.2	5.4	5.7	5.7	5.6	5.9	6.0	7.4	6.3	5.0	6.5	9.0	6.3	6.3	5.4	5.8	5.1	
Sedentary	4.9	5.3	5.3	5.4	5.6	5.4	3.8	4.4	4.9	5.8	4.4	4.1	4.7	5.1	5.1	5.2	4.6	
Moderately active	1.0	1.1	1.8	0.9	1.6	0.7	1.5	0.6	1.0	1.4	1.0	0.4	1.1	1.0	0.9	0.9	1.5	
Very active																		
Males, aged 35-64 years	9.5	9.9	8.6	9.3	8.7	8.2	11.0	10.5	9.7	10.0	7.8	10.9	8.3	9.2	10.0	9.5	10.3	
Sedentary	6.3	5.6	6.4	6.4	6.9	6.9	5.9	6.1	6.3	6.4	6.5	6.1	6.3	6.3	6.0	6.4	7.0	
Moderately active	1.3	1.4	2.2	1.4	2.5	1.2	1.1	0.8	1.3	1.8	1.1	0.3	1.5	1.2	1.4	1.7	1.7	
Very active	3.8	3.7	3.8	3.6	2.9	3.9	4.1	3.9	3.8	4.6	3.5	4.3	3.2	4.0	3.8	3.5	3.9	
Males, aged 65-74 years	1.2	1.5	1.2	0.9	0.6	0.9	1.6	1.6	1.3	1.6	0.9	1.2	1.1	1.2	1.0	1.3	1.9	
Males, aged 75 years and over	24.8	25.2	24.5	24.7	26.2	23.7	23.0	25.4	24.7	24.0	25.4	26.4	24.9	24.4	25.0	24.5	24.0	
Females, aged 18-54 years	9.2	9.2	9.1	8.6	7.7	8.7	9.5	9.7	9.1	11.4	8.3	10.6	8.5	9.7	8.9	8.0	9.6	
Females, aged 55-74 years	1.6	1.1	1.7	1.2	1.0	1.4	1.4	2.2	1.6	1.8	1.3	2.4	1.6	1.7	1.5	1.3	1.3	
Females, aged 75 years and over	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

TABLE 5

*Income group distributions of samples of responding households in different types of area, 1978*

(per cent)

Income group	All households	Greater London	Metro-politan counties and Clydeside conurbation	Non-metropolitan counties				
				Wards with electorate per acre of—				
				7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5	
Proportion of households								
A1 } A2 } B } C } D }	Households with one or more earners	2.4	2.8	0.9	2.2	2.8	1.9	4.8
		5.9	9.2	4.2	5.0	7.1	4.8	7.2
		30.9	36.6	27.9	29.2	30.6	36.0	28.5
		37.5	31.1	41.9	39.1	35.9	35.9	37.1
		5.7	3.5	8.0	6.0	5.4	4.6	5.0
E1 } E2 }	Households without an earner	3.2	3.4	1.7	3.3	3.6	2.7	5.2
		5.2	4.9	6.9	4.7	5.0	5.0	3.8
OAP		9.3	8.6	8.5	10.3	9.6	9.0	8.4
All		100	100	100	100	100	100	100
No of households		7,173	859	1,355	1,925	1,230	997	807
Proportion of persons								
A1 } A2 } B } C } D }	Households with one or more earners	2.8	3.5	1.0	2.6	3.4	2.2	5.5
		6.9	11.3	4.9	5.9	8.6	5.1	8.4
		34.4	40.6	30.6	32.3	34.1	40.8	31.9
		39.7	30.6	45.3	41.7	37.9	38.0	38.8
		5.4	3.1	8.0	6.1	4.9	3.7	4.6
E1 } E2 }	Households without an earner	2.2	2.4	1.0	2.3	2.5	1.8	3.6
		3.4	3.3	4.5	3.1	3.3	3.1	2.5
OAP		5.3	5.1	4.7	6.0	5.3	5.2	4.8
All		100	100	100	100	100	100	100
No of persons		22,404	2,458	4,353	5,966	3,847	3,211	2,569



TABLE 6

*Household composition distributions of samples of responding households in different types of area, 1978*

(per cent)

Household composition		All households	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties			
					Wards with electorate per acre of—			
					7 or more	3 but less than 7	0·5 but less than 3	Less than 0·5
		Proportion of households						
No of adults	No of children							
1	0	6·1	9·8	6·4	5·8	6·2	4·6	3·6
1	1 or more	1·4	1·6	1·4	1·8	1·6	1·1	0·6
2	0	34·7	39·5	33·0	35·3	33·3	33·6	34·2
2	1	12·0	9·5	12·9	13·3	11·8	11·4	11·2
2	2	17·4	13·2	15·8	16·7	19·1	20·5	19·6
2	3	6·5	4·4	6·7	6·2	6·8	7·6	7·1
2	4 or more	2·3	1·0	4·4	1·7	2·4	2·1	1·4
3	0	8·4	9·5	8·1	8·2	7·8	7·4	10·3
3 or more	1 or 2	7·3	8·0	6·5	7·0	7·6	7·6	7·7
3 or more	3 or more	1·5	0·8	2·2	1·7	0·9	1·6	1·4
4 or more	0	2·5	2·6	2·5	2·4	2·4	2·4	3·1
<i>All</i>		100	100	100	100	100	100	100
No of households		7,173	859	1,355	1,925	1,230	997	807
		Proportion of persons						
No of adults	No of children							
1	0	1·9	3·4	2·0	1·9	2·0	1·4	1·1
1	1 or more	1·3	1·6	1·2	1·7	1·4	1·2	0·5
2	0	22·2	27·6	20·5	22·8	21·3	20·9	21·5
2	1	11·5	10·0	12·1	12·9	11·3	10·7	10·5
2	2	22·2	18·4	19·7	21·5	24·4	25·4	24·6
2	3	10·4	7·7	10·5	10·0	10·9	11·8	11·1
2	4 or more	4·6	2·3	8·7	3·4	5·1	4·2	2·6
3	0	8·1	10·0	7·6	7·9	7·5	6·9	9·7
3 or more	1 or 2	11·0	13·2	9·6	10·9	11·0	11·1	11·4
3 or more	3 or more	3·3	1·9	5·0	3·9	1·9	3·3	2·8
4 or more	0	3·4	3·9	3·2	3·2	3·2	3·1	4·1
<i>All</i>		100	100	100	100	100	100	100
No of persons		22,404	2,458	4,353	5,966	3,847	3,211	2,569

TABLE 7  
Age and sex distributions of persons in the samples of responding households in different income groups, 1978  
(per cent)

	All households	Income group										OAP
		Households with one or more earners					Households without an earner					
		Gross weekly income of head of household										
		£180 and over	£128 and under £180	£80 and under £128	£48 and under £80	Less than £48	D	£48 or more	E1	E2	Less than £48	
A1	A2	B	C									
Infants (under 1 year)	1.3	1.4	1.8	1.4	1.4	1.2	1.6	0.8	0.9	0.1		
Children, aged 1-4 years	5.8	4.2	7.5	6.8	6.8	6.1	5.6	2.0	4.0	0.2		
Children, aged 5-8 years	7.1	6.1	8.2	8.7	8.7	7.1	6.6	1.6	4.2	0.3		
Males, aged 9-14 years	5.5	7.8	6.6	6.5	6.5	5.5	5.9	0.4	2.0	0.2		
Males, aged 15-17 years	2.5	5.1	2.4	2.6	2.6	2.6	3.7	1.6	0.7	0.2		
Females, aged 9-14 years	5.4	6.6	8.1	6.4	6.4	5.2	5.4	1.6	2.4	0.2		
Females, aged 15-17 years	2.6	3.7	2.9	2.8	2.8	2.7	3.0	1.2	0.7	0.2		
Males, aged 18-34 years	6.2	6.7	8.0	7.2	7.2	6.2	7.4	1.8	3.5	0.2		
Sedentary	4.9	1.4	2.6	5.7	5.7	6.6	1.8	—	—	—		
Moderately active	1.0	0.5	0.5	0.8	0.8	1.7	0.4	—	—	—		
Very active	9.5	20.5	15.4	10.4	10.4	7.8	11.6	10.0	10.1	1.0		
Males, aged 35-64 years	6.3	3.4	3.9	7.5	7.5	8.4	0.9	—	—	—		
Sedentary	1.3	—	0.3	0.9	0.9	2.4	0.7	—	—	—		
Moderately active	3.8	0.5	0.9	0.4	0.4	1.6	6.2	24.3	15.5	28.9		
Very active	1.2	—	0.3	0.1	0.1	0.5	0.8	6.9	6.0	11.4		
Males, aged 65-74 years	24.8	29.1	26.7	27.8	27.8	26.6	25.0	7.3	12.9	0.9		
Males, aged 75 years and over	9.2	2.1	3.3	3.6	3.6	7.1	12.7	36.1	30.8	44.0		
Females, aged 18-54 years	1.6	1.0	0.6	0.5	0.5	0.8	0.7	5.7	6.4	12.7		
Females, aged 55-74 years	100	100	100	100	100	100	100	100	100	100		
Total	22,404	6,235	1,552	7,697	8,886	1,214	490	713	1,187			
Total number of persons												

**TABLE 8**  
*Age and sex distributions of persons in the samples of responding households of different composition, 1978*  
 (per cent)

	Households with												All house- holds	
	No of adults (a)		1		2		3		3 or more		4 or more			
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	0	4 or more		
Infants (under 1 year)	—	1.0	—	—	—	—	—	—	—	—	—	—	—	1.3
Children, aged	—	7.4	—	4.0	1.8	1.6	1.9	—	—	—	—	—	—	5.8
1-4 years	—	16.1	—	10.6	12.8	9.0	7.7	—	—	—	—	—	—	7.1
5-8 years	—	13.4	—	5.0	14.2	17.3	16.9	—	—	—	—	—	—	5.5
9-14 years	—	7.4	—	3.7	8.6	12.3	15.9	—	—	—	—	—	—	2.5
Males, aged	—	14.4	—	2.3	2.3	2.9	6.6	—	0.1	—	—	—	—	5.4
15-17 years	—	5.7	—	3.9	8.1	12.8	14.6	—	—	—	—	—	—	2.6
18-34 years	—	—	—	3.8	2.1	4.0	4.8	—	0.1	6.1	7.3	—	—	—
Males, aged	6.5	0.3	5.2	8.4	5.9	3.5	1.6	10.1	7.4	5.1	13.3	13.1	6.2	
Sedentary	1.8	—	3.9	7.3	4.9	2.5	2.0	6.5	6.5	4.2	10.3	7.8	4.9	
Moderately active	0.2	—	0.6	1.2	0.8	0.5	0.9	1.2	1.8	2.0	3.0	2.4	1.0	
Very active	—	—	—	—	—	—	—	—	—	—	—	—	—	
Males, aged	4.8	2.7	12.9	8.7	6.9	6.8	4.9	14.0	11.5	6.5	6.5	13.1	9.5	
Sedentary	3.7	0.7	7.1	5.9	5.6	5.5	4.7	10.2	6.4	4.3	4.3	7.8	6.3	
Moderately active	0.2	—	1.6	1.0	0.8	1.1	1.2	1.9	1.9	2.0	2.0	2.4	1.3	
Very active	5.3	—	12.7	0.6	0.1	—	—	6.5	1.1	0.7	0.7	3.2	3.8	
Males, aged	4.4	—	4.1	—	—	—	—	1.8	0.3	0.3	1.6	1.6	1.2	
65-74 years	17.3	30.1	21.2	31.4	24.9	20.0	15.9	26.0	31.1	21.6	32.6	32.6	24.8	
75 years and over	41.0	1.0	27.0	2.1	0.1	—	0.1	18.1	2.3	1.3	9.9	9.9	9.2	
Females, aged	14.7	—	3.7	0.1	—	—	—	3.6	0.8	0.4	2.6	2.6	1.6	
18-54 years	—	—	—	—	—	—	—	—	—	—	—	—	—	
55-74 years	—	—	—	—	—	—	—	—	—	—	—	—	—	
75 years and over	—	—	—	—	—	—	—	—	—	—	—	—	—	
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Total number of persons	434	299	4,972	2,586	4,980	2,325	1,035	1,806	2,466	744	757	22,404		

(a) See "Adult" and "Child" in the Glossary.

TABLE 9  
Composition of the sample of responding households: analysis by income group and household composition, 1978  
(households)

Household composition: No of adults No of children	Income group												All households			Average number of persons per household (a)								
	Households with one or more earners						Households without an earner						OAP		All persons		Children							
	Gross weekly income of head of household												No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent
	£180 and over		£128 and under £180		£80 and under £128		£48 and under £80		Less than £48		£48 or more													
A1		A2		B		C		D		E1		E2		Per cent		Per cent		Per cent						
1	0.6	8	1.9	36	1.6	73	2.7	36	8.8	21	9.2	81	21.9	178	26.8	434	6.1	1	1.11	0.77				
1	21.8	90	0.2	9	0.4	21	0.8	31	7.6	6	2.6	35	9.5	455	0.2	104	1.4	1	1.11	0.77				
2	9.4	53	12.4	572	25.8	801	29.8	135	33.2	178	77.7	218	58.9	455	68.5	2,486	34.7	2	0.69	0.31				
2	22.4	116	27.2	349	15.7	381	14.2	51	12.5	3	1.3	4	1.1	5	0.8	862	12.0	2	1.52	0.48				
2	10.6	52	12.2	553	24.9	479	17.8	45	11.1	1	0.4	10	2.7	1	0.2	1,245	17.4	2	2.05	0.95				
3	2.4	13	3.1	204	9.2	163	6.1	24	5.9	2	0.9	3	0.8	19	2.9	163	6.5	2	2.73	1.62				
3	11.8	31	7.3	54	2.4	73	2.7	14	3.4	2	0.9	3	0.8	19	2.9	602	8.4	3	0.45	0.91				
3 or more	15.3	43	10.1	149	6.7	320	11.9	41	10.1	9	3.9	13	3.5	2	0.3	524	7.3	3	3.34	2.10				
3 or more	2.9	47	1.6	200	9.0	235	8.7	15	3.7	1	0.4	2	0.5	2	0.3	107	1.5	3	3.36	1.49				
4 or more	2.9	12	2.8	60	2.7	90	3.3	5	1.2	5	2.2	1	0.3	3	0.5	181	2.5	4	4.18	0.01				
Total all household types	170	426	100	2,220	100	2,687	100	407	100	229	100	370	100	664	100	7,173	100	3.12	2.18	0.61	0.33			
Average number of persons per household:	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No			
adults	2.39	2.27	2.25	2.30	2.03	2.30	2.30	2.03	1.97	1.97	1.97	1.73	1.73	1.77	1.77	2.18	2.18	1.11	1.11	0.77	0.33			
children under 12 years	0.66	0.89	0.83	0.64	0.55	0.64	0.64	0.55	0.10	0.10	0.10	0.24	0.24	0.01	0.01	0.61	0.61	0.69	0.69	0.31	0.48			
children 12-17 years	0.62	0.47	0.39	0.36	0.40	0.36	0.36	0.40	0.07	0.07	0.07	0.06	0.06	...	...	0.33	0.33	0.69	0.69	0.31	0.48			
Total	3.68	3.64	3.47	3.31	2.98	3.31	3.31	2.98	2.14	2.14	2.14	2.04	2.04	1.79	1.79	3.12	3.12	1.11	1.11	0.77	0.33			

(a) See "Adult" and "Child" in the Glossary.

TABLE 10  
*Average number of earners per household: analysis by income group and household composition, 1978*

Household composition: No of adults	No of children	All households	Income group										OAP				
			Households with one or more earners					Households without an earner									
			Gross weekly income of head of household														
			£180 and over	£128 and under £180	£128 and over	£80 and under £128	£48 and under £80	Less than £48	£48 or more	Less than £48	E1	E2					
A1	A2	All A	B	C	D	E1	D	E1	E2								
1	0	0.36	*	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
2	1 or more	0.67	1.38	1.52	1.48	1.22	1.70	1.10	1.13	1.10	1.13	1.10	1.13	1.10	1.13	1.10	1.13
2	1	1.04	1.56	1.42	1.45	1.46	1.51	1.50	1.58	1.27	1.27	1.27	1.27	1.27	1.27	1.27	1.27
2	2	1.49	1.39	1.37	1.38	1.54	1.54	1.67	1.55	1.42	1.42	1.42	1.42	1.42	1.42	1.42	1.42
2	3	1.54	1.33	1.35	1.34	1.54	1.54	1.67	1.55	1.42	1.42	1.42	1.42	1.42	1.42	1.42	1.42
2	4 or more	1.49	1.25	1.38	1.35	1.48	1.48	1.63	1.63	1.50	1.50	1.50	1.50	1.50	1.50	1.50	1.50
3	0	1.95	2.20	2.10	2.14	2.30	2.30	2.06	2.06	1.56	1.56	1.56	1.56	1.56	1.56	1.56	1.56
3 or more	1 or 2	2.66	2.23	2.07	2.13	2.73	2.73	2.86	2.86	2.07	2.07	2.07	2.07	2.07	2.07	2.07	2.07
3 or more	3 or more	2.80	1.60	2.29	2.00	2.91	2.91	2.90	2.90	2.90	2.90	2.90	2.90	2.90	2.90	2.90	2.90
4 or more	0	2.91	2.60	3.42	3.18	3.02	3.02	3.16	3.16	1.40	1.40	1.40	1.40	1.40	1.40	1.40	1.40
All households		1.43	1.66	1.59	1.61	1.77	1.77	1.80	1.80	1.37	1.37	1.37	1.37	1.37	1.37	1.37	1.37

\* Fewer than 3 households.

TABLE 11  
Age and sex distributions of persons in the samples of responding households classified according to age of housewife, 1978  
(per cent)

	Age of housewife							All households
	Under 25	25-34	35-44	45-54	55-64	65-74	75 and over	
Infants (under 1 year) . . . . .	5.5	2.9	0.3	0.1	0.1	—	0.2	1.3
Children, aged 1-4 years . . . . .	18.2	14.2	2.5	0.5	0.3	0.4	0.2	5.8
5-8 years . . . . .	4.0	15.5	8.6	1.2	0.4	0.5	—	7.1
Males, aged 9-14 years . . . . .	0.2	5.7	11.2	5.3	0.8	0.5	—	5.5
15-17 years . . . . .	0.2	0.4	5.6	4.3	0.9	0.2	—	2.5
Females, aged 9-14 years . . . . .	0.5	5.3	12.0	4.4	0.5	0.1	0.6	5.4
15-17 years . . . . .	0.4	0.3	5.5	5.0	1.2	0.2	0.2	2.6
Males, aged 18-34 years								
Sedentary . . . . .	16.1	11.0	2.3	5.2	4.6	0.8	0.8	6.2
Moderately active . . . . .	14.1	7.7	2.1	4.7	3.1	1.1	0.2	4.9
Very active . . . . .	3.4	1.0	0.7	1.2	0.9	0.2	—	1.0
Males, aged 35-64 years								
Sedentary . . . . .	0.8	4.0	11.5	16.2	16.8	3.8	3.9	9.5
Moderately active . . . . .	0.4	3.1	8.7	9.9	9.3	2.3	3.5	6.3
Very active . . . . .	0.2	0.5	1.7	2.1	2.6	0.4	0.6	1.3
Males, aged 65-74 years . . . . .	0.1	0.2	0.3	0.8	9.5	29.4	4.9	3.8
75 years and over . . . . .	0.1	...	0.1	0.3	0.9	6.3	24.8	1.2
Females, aged 18-54 years . . . . .	36.0	27.9	26.5	37.6	5.2	3.6	5.9	24.8
55-74 years . . . . .	0.1	0.2	0.3	0.4	41.9	49.3	3.0	9.2
75 years and over . . . . .	—	...	0.3	0.9	1.2	0.9	51.2	1.6
<b>Total . . . . .</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total number of persons . . . . .</b>	<b>1,325</b>	<b>6,334</b>	<b>5,508</b>	<b>4,271</b>	<b>2,772</b>	<b>1,686</b>	<b>508</b>	<b>22,404</b>

TABLE 12  
Age and sex distributions of persons in the samples of responding households classified according to housing tenure, 1978  
(per cent)

	Type of dwelling						All households
	Unfurnished		Furnished, rented	Rent free	Owned outright	Owned with mortgage	
	council	other rented					
Infants (under 1 year)	1.2	1.2	1.3	0.8	0.2	1.8	1.3
Children, aged 1-4 years	6.1	4.9	6.5	3.4	2.0	7.7	5.8
5-8 years	7.7	4.9	1.9	8.5	3.2	8.8	7.1
Males, aged 9-14 years	5.8	4.7	0.6	7.6	3.6	6.4	5.5
15-17 years	3.1	1.4	1.3	3.0	1.7	2.6	2.5
Females, aged 9-14 years	5.6	3.3	2.6	5.9	3.1	6.7	5.4
15-17 years	2.7	1.8	0.6	3.0	2.2	2.8	2.6
Males, aged 18-34 years	4.9	6.5	23.9	8.1	4.2	7.8	6.2
Sedentary	5.3	5.5	3.2	1.3	2.6	5.7	4.9
Moderately active	1.6	2.0	3.2	2.5	0.6	0.6	1.0
Very active							
Males, aged 35-64 years	7.4	7.4	6.5	7.2	12.0	10.3	9.5
Sedentary	6.8	7.5	1.9	3.8	6.0	6.1	6.3
Moderately active	2.3	1.1	0.6	7.6	1.3	0.6	1.3
Very active							
Males, aged 65-74 years	3.9	6.3	2.6	2.1	9.8	0.5	3.8
75 years and over	1.3	1.7	—	2.1	3.4	0.1	1.2
Females, aged 18-54 years	23.2	23.1	38.7	23.7	18.9	28.6	24.8
55-74 years	10.1	13.4	3.9	8.1	20.9	2.4	9.2
75 years and over	1.2	3.3	0.6	1.3	4.2	0.4	1.6
Total	100	100	100	100	100	100	100
Total number of persons	6,478	1,543	155	236	4,468	9,524	22,404

TABLE 13

## Ownership of deep-freezers and refrigerators, 1978

	Total number of households in sample	Number and percentage of households in each group owning a			
		deep-freezer		refrigerator	
		Number	%	Number	%
All households . . . . .	7,173	2,924	41	6,857	96
<i>Analysis by region</i>					
<i>English regions:</i>					
North . . . . .	467	150	32	436	93
Yorkshire and Humberside . . . . .	712	247	35	658	92
North West . . . . .	896	334	37	848	95
East Midlands . . . . .	506	169	33	487	96
West Midlands . . . . .	811	301	37	765	94
South West . . . . .	655	341	52	639	98
South East (a)/East Anglia . . . . .	2,220	1,101	50	2,169	98
England . . . . .	6,267	2,643	42	6,002	96
Wales . . . . .	333	133	40	310	93
Scotland . . . . .	573	148	26	545	95
<i>Analysis by type of area</i>					
Greater London . . . . .	859	402	47	841	98
Metropolitan counties and Clydeside conurbation . . . . .	1,355	363	27	1,262	93
<i>Non-metropolitan counties:</i>					
<i>Wards with electorate per acre of—</i>					
7 or more . . . . .	1,925	724	38	1,830	95
3 but less than 7 . . . . .	1,230	523	43	1,184	96
0.5 but less than 3 . . . . .	997	481	48	964	97
less than 0.5 . . . . .	807	431	53	776	96
<i>Analysis by income group</i>					
A1 . . . . .	170	145	85	168	99
A2 . . . . .	426	287	67	424	100
B . . . . .	2,220	1,195	54	2,186	98
C . . . . .	2,687	969	36	2,612	97
D . . . . .	407	82	20	360	88
E1 . . . . .	229	90	39	224	98
E2 . . . . .	370	72	19	338	91
OAP . . . . .	664	84	13	545	82
<i>Analysis by household composition</i>					
No of adults	No of children				
1	0	434	49	366	84
1	1 or more	104	24	95	91
2	0	2,486	853	2,355	95
2	1	862	376	835	97
2	2	1,245	652	1,224	98
2	3	465	248	452	97
2	4 or more	163	57	152	93
3	0	602	253	580	96
3 or more	1 or 2	524	268	517	99
3 or more	3 or more	107	51	101	94
4 or more	0	181	93	180	99
<i>Analysis by age of housewife</i>					
Under 25 years . . . . .		478	120	445	93
25-34 years . . . . .		1,756	823	1,714	98
35-44 years . . . . .		1,326	720	1,299	98
45-54 years . . . . .		1,323	617	1,292	98
55-64 years . . . . .		1,176	435	1,131	96
65-74 years . . . . .		838	183	750	90
75 and over . . . . .		276	26	226	82
<i>Analysis by housing tenure</i>					
Unfurnished: council . . . . .		1,993	517	1,865	94
other rented . . . . .		582	175	533	92
Furnished, rented . . . . .		76	12	66	87
Rent free . . . . .		73	23	72	99
Owned outright . . . . .		1,711	726	1,616	94
Owned with mortgage . . . . .		2,738	1,471	2,705	99

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



TABLE 14  
*Recommended intakes of nutrients (a)*  
 (per person per day)

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

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

TABLE 15

## Survey classification of foods, 1978

Food code No in 1978	Description	Seasonal food (S) or convenience food (C)	Notes
4	<b>MILK AND CREAM:</b> Liquid milk—full price		Includes long life
5	Liquid milk—welfare		
6	Liquid milk—school		
9	Condensed milk		Includes evaporated milk
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 (including dairy desserts containing cream, milk or skimmed milk solids—not frozen)
17	Cream		Fresh (or processed or frozen) bottled or canned (but excluding "imitation" cream—see code 148)
22	<b>CHEESE:</b> Natural		Includes all cheese, other than processed, eg Cheddar, Cheshire, Caerphilly, Lancashire, Dutch Edam, Danish Blue, cottage cheese, cream cheese
23	Processed		Includes processed cheeses, boxed or portiers, lactic cheese, cheese products/spreads (including those with added ham, celery, lobster etc), cheese grills
31	<b>MEAT AND MEAT PRODUCTS:</b> Beef and veal		} Any cut; fresh, chilled or frozen (but <i>not</i> frozen convenience meats—see code 88)
36	Mutton and lamb		
41	Pork		
46	Liver		Fresh, chilled or frozen
51	Offals, other than liver		eg, kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry; fresh, chilled or frozen
55	Bacon and ham, uncooked		Fresh, chilled or frozen
58	Bacon and ham, cooked, including canned	C	<i>Not</i> frozen
59	Cooked poultry, including canned	C	Includes poultry removed from the can before sale by retailer (but <i>not</i> frozen)
62	Corned meat	C	Includes all corned meat, whether purchased in cans or sliced
66	Other cooked meat (not purchased in cans)	C	Includes meats removed from can by retailer before sale—eg, luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn; (but <i>not</i> frozen)
71	Other canned meat and canned meat products	C	Purchased in a can—eg, stewed steak, luncheon meat, minced meat, meat puddings and pies, pie fillings, meat with vegetables, ready-meats, sausages (Note: corned meats, canned, are coded 62, baby foods, canned or bottled, are coded 315)
73	Broiler chicken, uncooked, including frozen		Uncooked plucked roasting fowl under 4 lb each, parts of any uncooked chicken; fresh, chilled or frozen
77	Other poultry, uncooked, including frozen		Uncooked chicken of 4 lb or more dressed weight or any unplucked chicken/or boiling fowl; any size (or parts) of duck, goose, turkey, partridge, pheasant, grouse, pigeon etc; fresh, chilled or frozen
78	Rabbit and other meat		eg, rabbit, hare, horse, whale, goat, venison fresh, chilled or frozen

TABLE 15—continued

Food code No in 1978	Description	Seasonal food (S) or convenience food (C)	Notes
	<b>MEAT AND MEAT PRODUCTS— continued</b>		
79	Sausages, uncooked, pork		Includes pork sausage meat; fresh, chilled or frozen
80	Sausages, uncooked, beef		Includes beef sausage meat and any mixture, eg, pork/beef sausages; fresh, chilled or frozen
83	Meat pies and sausage rolls, ready-to-eat	C	Sausage rolls, "cold" meat pies (eg, pork pies, veal and ham pies etc) complete or in portions (but <i>not</i> steak pies—see code 94, and <i>not</i> frozen items—see code 88)
88	Frozen convenience meats or frozen convenience meat products	C	eg, frozen—braised/roast beef slices, roast pork, beefburgers, porkburgers, steakburgers, cheeseburgers, steaklets, ready-meals, sausage rolls, meat pies, chicken pies, cooked chicken breasts/legs, faggots (but <i>not</i> uncooked chops, steak etc)
94	Other meat products	C	Meat pies (except "cold" ready-to-eat varieties—see code 83) eg, steak pies, pasties, puddings, pastes, spreads, liver sausage, cooked sausage, rissoles, hashlet, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs, ready-meals; ( <i>not</i> frozen)
	<b>FISH:</b>		
100	White, filleted, fresh	S	} eg, cod, haddock, whiting, plaice, skate, sole and other flat fish, hake, conger eel, red mullet
105	White, unfileted, fresh	S	
110	White, uncooked, frozen		eg, frozen—cod, haddock, hake, plaice, lemon sole, (includes uncooked fish coated with bread-crumbs, but <i>not</i> fish fingers etc—see code 127)
111	Herrings, filleted, fresh	S	Includes frozen
112	Herrings, unfileted, fresh	S	Includes frozen
113	Fat, fresh, other than herrings	S	eg, mackerel, sprats, salmon, trout, eel, roe; (includes frozen)
114	White, processed	S	ie, smoked, dried or salted, eg, haddock, cod, etc; (includes frozen)
115	Fat, processed, filleted	S	} ie, smoked, dried or salted, eg, kippers, bloaters, soured or pickled herrings, smoked salmon, anchovies, smoked roe; (includes frozen)
116	Fat, processed, unfileted	S	
117	Shell	S	Fresh, prepared or frozen (but <i>not</i> canned or bottled—see code 120)
118	Cooked	C	Fried fish, fried roe, scampi, cooked or jellied eels; ( <i>not</i> frozen)
119	Salmon, canned	C	
120	Other canned or bottled fish	C	eg, sardines, pilchards, mackerel, herrings, brisling, shellfish, roe, anchovies
123	Fish products, not frozen	C	eg, fish cakes, fish pastes, ready-meals (but "fish and chips" see codes 118 and 197)
127	Frozen convenience fish products	C	Frozen-fish fingers, fish cakes, cod fries, cod-in-sauce, "fish and chips" etc
129	<b>EGGS</b>	S	
	<b>FATS:</b>		
135	Butter		
138	Margarine		Includes "soft" margarine and margarine containing a proportion of butter
139	Lard and compound cooking fat		
143	Vegetable and salad oils		eg, corn oil, groundnut oil, "cooking" oil, olive oil
148	All other fats		eg, suet, dripping, "imitation" cream, "substitute" cream, low fat spreads (but <i>not</i> "soft" margarine—see code 138)

TABLE 15—continued

Food code No in 1978	Description	Seasonal food (S) or convenience food (C)	Notes
150	<b>SUGAR AND PRESERVES:</b> Sugar		Includes icing sugar (but <i>not</i> instant icing—see code 323)
151	Jams, jellies, fruit curds		
152	Marmalade		Includes jelly marmalade
153	Syrup, treacle		
154	Honey		Includes honey spreads
	<b>VEGETABLES:</b>		
	<i>Old potatoes:</i>		
156	January–August, not pre-packed	S	} Includes all "old" potatoes purchased in the period January to August inclusive
157	January–August, prepacked	S	
	<i>New potatoes:</i>		
158	January–August, not pre-packed	S	} Includes all "new" potatoes purchased in the period January to August inclusive
159	January–August, prepacked	S	
	<i>Potatoes:</i>		
160	September–December not prepacked	S	} Includes all potatoes purchased in the period September to December inclusive
161	September–December, pre-packed	S	
162	Cabbages, fresh	S	eg, red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, kale, curly greens, savoy greens
163	Brussels sprouts, fresh	S	
164	Cauliflower, fresh	S	Includes heading broccoli
167	Leafy salads, fresh	S	eg, lettuce, endive, watercress, mustard and cress, chicory
168	Peas, fresh	S	
169	Beans, fresh	S	eg, runner beans, broad beans, French beans
171	Other fresh green vegetables	S	eg, spinach, spinach beet, sprouting broccoli, turnip tops
172	Carrots, fresh	S	
173	Turnips and swedes, fresh	S	
174	Other root vegetables, fresh	S	eg, parsnips, beetroot, kohlrabi, artichokes, horse-radish, yam
175	Onions, shallots, leeks, fresh	S	
176	Cucumbers, fresh	S	
177	Mushrooms, fresh	S	
178	Tomatoes, fresh	S	
183	Miscellaneous fresh vegetables	S	eg, celery, radishes, marrow, asparagus, celeriac, sea kale, pinnacles, artichokes, corn-on-the-cob, salsify, pot herbs, pumpkin
184	Tomatoes, canned or bottled	C	
185	Peas, canned	C	Canned, processed, etc
188	Beans, canned	C	Includes baked beans, broad beans, butter beans etc (but <i>not</i> runner beans or kidney beans—see code 151)
191	Canned vegetables, other than pulses, potatoes or tomatoes	C	eg, carrots, beetroot (but <i>not</i> pickled beetroot—see code 327), celery, spinach, runner beans, kidney beans, mixed vegetables, sweet corn, mushrooms, asparagus tips; (baby foods, canned or bottled, are coded 315)
192	Dried pulses, other than air-dried		eg, lentils, split peas, mixed barley, peas and lentils

TABLE 15—*continued*

Food code No in 1978	Description	Seasonal food (S) or convenience food (C)	Notes
195	VEGETABLES— <i>continued</i> Air-dried vegetables	C	Air-dried peas, beans, onion flakes, mixed vegetables etc (AFD foods are coded 320)
196	Vegetable juices	C	Includes tomato juice and purée
197	Chips, excluding frozen	C	Includes chips purchased with fish
198	Instant potato	C	
199	Canned potato	C	
200	Crisps and other potato products, not frozen	C	eg, crisps, chippies, mini-chips, puffs, potato scones, pies and cakes, potato salad
202	Other vegetable products	C	eg, vegetable salad, sauerkraut, pease meal, pease pudding, cheese and onion pie, ready-meals
203	Frozen peas	C	
204	Frozen beans	C	All varieties
205	Frozen chips and other frozen convenience potato products	C	Includes puffs, fries, fritters, croquettes
208	All frozen vegetables and frozen vegetable products, not specified elsewhere	C	eg, asparagus, broccoli, carrots, brussels sprouts, cauliflower, mixed vegetables, spinach, corn-on-the-cob, sweet corn
210	FRUIT: Oranges, fresh	S	
214	Other citrus fruit, fresh	S	eg, lemons, grapefruit, tangerines, clementines, limes, sataniques etc
217	Apples, fresh	S	
218	Pears, fresh	S	
221	Stone fruit, fresh	S	eg, plums, greengages, damsons, cherries, peaches, apricots, nectarines
222	Grapes, fresh	S	
227	Soft fruit, fresh, other than grapes	S	eg, gooseberries, raspberries, strawberries, blackberries, loganberries, mulberries, bilberries, cranberries, blackcurrants, redcurrants
228	Bananas, fresh	S	
229	Rhubarb, fresh	S	
231	Other fresh fruit	S	eg, melons, pineapples, fresh figs, pomegranates
233	Canned peaches, pears and pineapples	C	
236	Other canned or bottled fruit	C	eg, fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries, fruit desserts; includes pie fillings
240	Dried fruit and dried fruit products	C	eg, currants, sultanas, raisins, packed mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallised fruit, dried fruit juice concentrate
241	Frozen fruit and frozen fruit products	C	Includes frozen fruit juices (frozen fruit pies are coded 294)
245	Nuts and nut products	C	Nuts shelled or unshelled, shredded or desiccated coconut, ground almonds, peanut butter, vegetarian nut products
248	Fruit juices	C	eg, grapefruit, orange, pineapple, lemon, lime, blackcurrant, rose-hip syrup etc; (baby foods, canned or bottled, are coded 315 and dried fruit juice concentrate is coded 240)

TABLE 15—continued

Food code No in 1978	Description	Seasonal food (S) or convenience food (C)	Notes
251	<b>CEREALS:</b> White bread, large loaves, unsliced		} Loaves of 28 ounces or more
252	White bread, large loaves, sliced		
253	White bread, small loaves, unsliced		} Loaves of 14 ounces
254	White bread, small loaves, sliced		
255	Brown bread		Excludes wholewheat and wholemeal bread
256	Wholewheat and wholemeal bread		
263	Other bread		eg, malt bread, fruit bread, French bread, Vienna bread, milk bread, starch-reduced bread, white or brown rolls
264	Flour		
267	Buns, scones and teacakes		Includes crumpets, muffins, tea-bread
270	Cakes and pastries	C	eg, fruit cakes, fancy cakes, cream cakes, iced cakes, chocolate cakes, swiss rolls, sponge cakes, tarts, fians, shortbread, doughnuts, fruit pies
271	Crispbread	C	
274	Biscuits, other than chocolate biscuits	C	Includes cream-crackers, rusks, shortcake
277	Chocolate biscuits	C	Includes marshmallows and wafers
281	Oatmeal and oat products		Porridge oats (but <i>not</i> instant porridge—see code 282), oatcakes, oatmeal, oat flakes
282	Breakfast cereals	C	eg, cornflakes, "instant" porridge oats
285	Canned milk puddings	C	eg, creamed rice, sago, macaroni, tapioca semolina, custard (made-up)
286	Other puddings	C	eg, Christmas pudding, fruit puddings, sponge puddings, syrup puddings
287	Rice		Includes ground rice, flaked rice
290	Cereal-based invalid foods (including "slimming" foods)	C	
291	Infant cereal foods	C	Includes infant rusk and cereal preparations and dried instant baby foods (baby foods, canned or bottled, are coded 315)
294	Frozen convenience cereal foods	C	eg, frozen sponges (including those with ice-cream), fruit pies, éclairs, pastry, pizza
299	Cereal convenience foods (including canned) not specified elsewhere	C	eg, cake and pudding mixes, custard powder instant puddings, canned pasta, pastry, sauce mixes
301	Other cereal foods		eg, pearl barley, semolina, macaroni, spaghetti, sago, tapioca
304	<b>BEVERAGES:</b> Tea		Includes tea bags (but <i>not</i> instant tea—see code 336)
307	Coffee, bean and ground		Includes coffee bags and sachets
308	Coffee, instant	C	Includes accelerated freeze-dried instant coffee
309	Coffee, essence	C	
312	Cocoa and drinking chocolate		
313	Branded food drinks		eg, malted milk

TABLE 15—continued

Food code No in 1978	Description	Seasonal food (S) or convenience food (C)	Notes
315	MISCELLANEOUS: Baby foods, canned or bottled	C	Strained foods and junior meals in glass jars or cans (other infant foods are coded 291; dried milk is coded 10 and 11)
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)		Includes AFD peas etc (but excludes AFD instant coffee—see code 308, and any item of which only part is AFD)
323	Spreads and dressings		eg, salad cream, cooking chocolate, sandwich spread, chocolate spread, instant icing
327	Pickles and sauces		Includes chutneys and continental sauces (but <i>not</i> sauce mixes—see code 299)
328	Meat and yeast extracts		eg, beef stock cubes, chicken stock cubes
329	Table jelly, squares and crystals		
332	Ice-cream (served as part of a meal), mousse	C	
333	All frozen convenience foods not specified elsewhere	C	Includes frozen dairy desserts
334	Salt		
335	Artificial sweeteners (expenditure only)		eg, saccharine
336	Miscellaneous (expenditure only)		eg, bones, gravy salts, vinegar, forcemeat, mustard, pepper, made-up jellies, flavourings and colourings, gelatine, yeast, herbs, curry powders, spices, instant tea
339	Novel protein foods		eg, textured vegetable protein





## APPENDIX B

### Demand analyses and estimates of demand parameters

1 The tables in this Appendix present the results of various demand analyses which have been made from the National Food Survey data for 1978 and some earlier years, and these up-date corresponding estimates given in the Report for 1977.<sup>1</sup> The methods of calculation of the various estimates are described in paragraphs 9 to 18 below.

2 The elasticity of demand for a commodity with respect to changes in income (income elasticity of demand), to changes in its own price (own-price elasticity of demand) or to changes in the price of another commodity (cross-price elasticity of demand) may be regarded, *in simplified terms and with some degree of approximation*, as a measure of the extent to which the amount demanded will change in percentage terms in response to a change of 1 per cent in income (or in price), other things remaining equal.

3 The estimates of income elasticity of demand in Tables 1 and 2 have been derived by cross-sectional analysis of the Survey data for 1978. For this purpose, the analysis was confined to a sub-sample of 3,952 households which fell into one or other of the twelve categories listed in Table 1 and which also gave particulars of their total family income. The elasticity coefficients were calculated with respect to total declared family income net of income tax and national insurance contributions. The income elasticities of total household food expenditure relate to food purchased for consumption in the home. Clearly, other things remaining equal, household expenditure on such food will be greater the more the household depends on meals in the home and does not obtain meals out. In Table 1, the overall elasticities have therefore been resolved into two additive components. The first of these components relates to the number of meals provided from the household food supply, which, in most cases *decreases* as real income increases because most families then have more meals out. The second component, which relates to food expenditure per meal provided from the household food supply, is almost invariably positive in sign, implying that it increases as income increases. The income elasticities of expenditure on individual foods and of quantities purchased (Table 2) are not shown resolved into two components in this way, since such subdivision would be unrealistic because all meals do not have an identical food composition. For most of the foods for which the income elasticities are positive in sign, the income elasticity of expenditure is greater than the income elasticity of quantity, because as income rises not only is more of such foods bought, but there is a tendency to buy varieties of better quality or, at least, higher price. Similarly, for certain items for which the elasticity of quantity is negative, the expenditure elasticity may be closer to zero or even positive in sign. The estimate of the income elasticity of total household food expenditure given in Table 2 is to be preferred to that given in Table 1 for reasons given in paragraph 11 below.

4 The estimates of price-elasticity of demand in Table 3 have been derived from time-series analysis of the monthly Survey averages of purchases and *real* (deflated) prices over the period from 1973 to 1978. The technique which is used

<sup>1</sup>*Household Food Consumption and Expenditure: 1977*, Appendix B, HMSO, 1978.

to estimate the price elasticity of demand also enables any significant seasonal or annual shifts in the location of the price/quantity demand curve (including shifts due to changes in income) to be detected (as distinct from movements from one price to another along a fixed demand curve). 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 mean income elasticity derived from successive annual cross-section analyses over the whole 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.

**5** The type of analysis used to determine the own-price elasticities presented in Table 3 has been extended to produce sets of simultaneously-determined own-price and cross-price elasticities for a number of commodities. In general, the own-price elasticity estimates produced in this way will differ in magnitude from those given in Table 3, and are to be preferred 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 1971 to 1978 are given in Table 5.

**6** In a manner analogous to that described in paragraph 3, 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.

**7** A further extension of the type of analysis described in paragraph 4 to cover 16 main food groups has been attempted for the period 1971–1978. 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, since average expenditure on some of the 16 groups is sufficiently large for a price increase to be equivalent in effect to a decrease in income such that cannot be ignored. For each group, the average cross-sectional income elasticity over the period 1971 to 1978 was specified in the demand equation in preference to a time-series estimate which has often proved unreliable.

**8** Results from the analysis are given in Tables 7 and 8 together with estimates of the standard errors of the own-price elasticities; the estimates of the cross-



expenditure *at that point in time*. This functional relationship is not fixed and immutable, since consumers collectively (as well as individually) can and do change their ideas of relative values from one point in time to another. Even in a comparatively short period they are subjected to changing pressures from the advertising industry, from manufacturers and agencies who provide new products and services, and from a host of environmental changes, including changes in the value of money. The condition about "other things being equal" is rarely realised in practice, and for this reason it is an over-simplification to attempt to estimate the demand function by fitting a regression to a set of observations of income and expenditure taken at different points in time (time-series analysis), even when deflated, since the locus of such points may trace out *shifts* in the demand curve rather than the demand curve itself. Indeed, a demand relationship estimated in this way would not satisfy the condition that demand may change even though there may be no change in incomes. Moreover, it would imply that any response to a change in income would be instantaneous when in practice there is likely to be a lag. Cross-sectional methods of analysis have therefore been used, and so that the relationship between income and expenditure can be ascertained without being affected by differences in family composition, separate estimates of the income elasticity of total household food expenditure have been obtained for each of the twelve types of household shown in Table 1. The estimates for each of these twelve types were obtained by fitting double logarithmic linear regressions of the form in equation (2) to the individual observations of declared net family income and of food expenditure from each household within each type. An overall estimate was then obtained by forming a weighted average of these twelve estimates, using as a weight in each case the sum of squared deviations of income from the group's mean. A weighted average of this type gives an estimate of the overall income elasticity identical with the estimate which would be obtained by fitting a demand function that assumes a constant income elasticity over all types of household but allows the demand curves for the different groups to have different *locations*. Nearly half of the households in the sample either did not fall into one of the twelve categories or did not disclose their income, and were excluded from the calculations. Although the twelve selected types of household therefore are not fully representative of the whole sample, there is evidence from earlier studies that the inclusion of the more complex household types would not materially have affected the results.

**11** A different procedure was followed in order to obtain the estimates shown in Table 2 of the income elasticity of expenditure and of quantity purchased for each food in the Survey classification. For this purpose, the samples of households from each quarter of the year were each subdivided into the same twelve groups as described in Table 1. Within each of these groups, households were ranked in order of declared net family income and the octiles of income then determined; 8 octile groups were thus formed each quarter within each of the 12 household groups. Each of the resulting 96 groups for the first quarter were then merged with their corresponding octile/household groups for the remaining three quarters of the year, and *annual* per caput averages of income, expenditure and quantity purchased were then calculated for each of the 96 merged groups. The averages for each of these variables were then arranged into tables of 12 rows (one row for each household type) and eight columns (one column for each octile group). Weighted averages were then formed of the entries in each column, the weights being the total number of persons in each of the twelve household types included in the analysis. The resulting weighted averages were

then arranged into sets of eight pairs of income/expenditure co-ordinates and eight pairs of income/quantity co-ordinates. Double logarithmic linear regressions were then fitted to each of these two sets to provide estimates of, respectively, the income elasticity of expenditure and the income elasticity of the quantity purchased. This procedure of fitting regressions to the logarithms of averages for groups of households avoids the difficulties inherent in fitting logarithmic regressions to individual household observations, some of which may be zero simply because the household participates in the Survey only for one week and happens not to buy the food during that week. The averages of expenditure and quantity for the groups are taken over a range of observations extending from zero upwards and, provided the groups are large enough, constitute a valid estimate of the average level of purchases in each octile of income. To exclude the households which did not record a purchase (whether this is due to the household never buying the food or buying it only infrequently) would give averages relating to the average size of purchases made by *households which made a purchase during the Survey week* and not average purchases by *all households* in the octile group; it would therefore not produce income elasticities of average quantity purchased but of average size of purchase, and the latter would have limited practical value unless they were supplemented by an income elasticity of the proportion of households buying. The use of means of octile groups also has the advantage (compared with the method outlined in paragraph 10) of reducing the effect of extreme observations, eg at extreme incomes or, more commonly, bulk purchases to cover consumption over a long period. The formation of octile groups at quarterly intervals also has the advantage of compensating, to some extent, for distortion in the estimates of income elasticity that might otherwise result from income and price inflation during the year; it may also, in some instances, reduce biases in the estimates which might result from seasonality in supplies. Moreover, the grouping together of all first octile groups into a single first octile group, and similarly for each of the remaining seven octile groups, ensures that the resulting groups all have virtually identical household type distributions. These advantages seem great enough to make the estimate of the income elasticity of total household food expenditure of 0.21 shown in Table 2 preferable to that of 0.12 shown in Table 1, although the use of the grouping method does, of course, entail some loss of information compared with the method outlined in paragraph 10.

12 As stated in paragraph 3, the income elasticity of demand for most foods is higher for expenditure than for quantity, although for most foods the difference is very small. The relationship between the two can be readily deduced because  $E = PQ$  where  $E$ ,  $P$  and  $Q$  are respectively expenditure, price and quantity purchased; it follows that:

$$\frac{dE}{dY} = P \frac{dQ}{dY} + Q \frac{dP}{dY}, \text{ where } Y \text{ is family income}$$

$$\text{whence } \frac{Y}{E} \cdot \frac{dE}{dY} = \frac{Y}{Q} \cdot \frac{dQ}{dY} + \frac{Y}{P} \cdot \frac{dP}{dY} \quad (3)$$

Thus the expenditure elasticity is the sum of the quantity elasticity and what may be called the quality elasticity, in so far as quality is measured by price. The difference between the elasticities of expenditure and quantity shown in Table 2 is formally the "income elasticity of price", but may be regarded as meaning the elasticity of quality in a broad sense covering the quality of the food itself and

the services associated with its sale, including the saving of the housewife's time which results from shopping at the most convenient shop instead of at that charging the lowest price.

*Method of calculating the estimates of price elasticity of demand*

13 The estimates of price elasticity of demand given in Table 3 were all calculated by analysis of the time-series of monthly Survey data of average quantities purchased and average prices paid by housewives from 1973 to 1978. For this purpose, the monthly series of average prices (in money terms) were converted to real terms by deflating by the General Index of Retail Prices. As in the case of the estimates of income elasticity, a constant elasticity form of the demand function was used throughout. The real price was treated as the independent variable ( $p$ ), and the quantity purchased ( $q$ ) as the dependent variate. In order to determine the relationship between price and quantity after the effects of any seasonal or annual shifts in the price/quantity demand curve were eliminated from the data, a mathematical model was used which expressly takes into account such shifts. This model is

$$q_{ij} = \alpha_i + \beta_j + \gamma p_{ij} + \varepsilon_{ij} \quad (4)$$

where  $q_{ij}$  and  $p_{ij}$  are respectively average quantities purchased and average (deflated) prices paid in the  $i$ th month of the  $j$ th year, and are expressed in logarithms as deviations from their average values during the whole period considered. The  $\alpha_i$  are monthly constants which measure (in logarithms) the regular seasonal shifts in the demand curve in each of the months  $i$ , and are also expressed in deviation form so that  $\sum \alpha_i = 0$ . Similarly, the  $\beta_j$  are annual constants which measure the shifts in the demand curve from one year to another and are also expressed as logarithmic deviations so that  $\sum \beta_j = 0$ ;  $\gamma$  is the price elasticity of demand and the  $\varepsilon_{ij}$  are random disturbances, assumed to be independent of  $\alpha_i$ ,  $\beta_j$  and  $p_{ij}$ , and to be normally distributed about zero.

14 The method used to estimate  $\gamma$  and to test for the existence of seasonal or annual shifts in the demand curve is an application of co-variance analysis developed by Professor J A C Brown.<sup>1</sup> If the analysis is carried out over a period of  $n$  years and there are  $m$  monthly pairs of averages of purchases and prices in each year, the following regressions are calculated:

	Degrees of freedom
Between months (regression fitted to $m$ means of corresponding months in $n$ years) . . . . .	$m-1$
Between years (regression fitted to $n$ yearly means) . . . . .	$n-1$
Residual . . . . .	$(m-1)(n-1)$
<hr/>	
Total regression . . . . .	$mn-1$
<hr/>	
Within months . . . . .	$m(n-1)$
Within years . . . . .	$n(m-1)$

15 If there have been no seasonal or annual shifts in the price/quantity demand curve over the period covered by the analysis, each of the regressions calculated as in paragraph 14 will provide an unbiased estimate of the price elasticity of demand, and these estimates will differ from each other only by amounts which could have occurred by chance alone. In this case, the total regression based on

<sup>1</sup>On the use of co-variance techniques in demand analysis: FAO/ECE Study Group on the Demand for Agricultural Products (1958).

the maximum number ( $mn-1$ ) of degrees of freedom may be the logical choice. If, however, the estimate derived from the "between months" component is significantly different from that obtained from the residual component, then this difference may have arisen because the  $m$  pairs of averages of quantity and price (each pair being the average over corresponding months in  $n$  years) do not trace out seasonal movements along a fixed demand curve, but instead trace out seasonal shifts in the location of the whole demand curve; in this case, one or more of the  $\alpha_i$  will differ significantly from zero, and the logical choice may be the "within months" estimate which excludes the seasonal component of variation and co-variation and is based on  $m(n-1)$  degrees of freedom. Similarly, if the "between years" regression is significantly different from that obtained from the residual component this may be because one or more of the  $\beta_j$  differ significantly from zero and the location of the demand curve has shifted from one year to another; in this case, the logical choice of estimate may be that derived from the "within years" component based on  $n(m-1)$  degrees of freedom. If the series of tests indicate that there may have been both seasonal and annual shifts in the location of the demand curve, then the choice of estimate will be that derived from the residual component of variation and co-variation which is free from the effects of both kinds of shift and is based on  $(m-1)(n-1)$  degrees of freedom.

**16** Once the elasticity of demand has been determined, the constants  $\alpha_i$  and  $\beta_j$  in equation (4) which measure the seasonal and annual shifts in demand can be estimated. The causes of seasonal shifts in demand for a commodity are in the main self-evident, but include seasonal changes in its quality and in the supply and quality of other commodities which are alternative or complementary to it. Annual shifts in the price/quantity demand curve may arise simply because of a rise in real incomes if the commodity is at all income elastic, but may also come about because of gradual changes in consumers' tastes and preferences caused by developments in food technology and by advertising pressures and other environmental changes.

**17** In the extension of the above form of analysis to the multivariate case, so as to arrive at the estimates of own-price and cross-price elasticities and associated demand parameters shown in Tables 5 and 6, seasonal and annual shifts in the demand curves were assumed to have occurred in all cases. Furthermore, when the parameters were estimated, constraints were imposed so that each pair of cross-elasticities would comply with the theoretical relationship which should exist between them (eg the elasticity for beef with respect to the price of pork should be in the same ratio to the coefficient for pork with respect to beef as expenditure on pork is to expenditure on beef).

**18** The further extension of this method to arrive at the own-price and cross-price elasticities of demand and associated demand parameters for the *broad* food groups shown in Tables 7 and 8 also assumed the existence of seasonal and annual shifts in demand. However, because average expenditure on at least some of the sixteen food groups was sufficiently large for a price increase to be equivalent in effect to a decrease in income, it was necessary to use income as an explanatory variable at an earlier stage of the analysis. Also, in imposing constraints analagous to those mentioned in paragraph 17, further account was taken of this type of income effect, as, indeed, is required in the strict application

of the "Slutsky constraints".<sup>1</sup> The demand function used in this case is as follows:—

$$\log q_{ijk} = \mu_k + \alpha_{ik} + \beta_{jk} + \sum_{m=1}^{16} \gamma_{km} \log p_{ijm} + \eta_k \log y_{ij} + \varepsilon_{ijk}$$

where

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

$\mu_k$  = a constant for commodity k.

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

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

$p_{ijm}$  = the deflated price of commodity m in month i of year j.

$\gamma_{km}$  = the elasticity of demand for commodity k with respect to the price of commodity m.

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

$\eta_k$  = the income elasticity of quantity for commodity k.

$\varepsilon_{ijk}$  = an error term.

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<sup>1</sup>The rigorous form of Slutsky constraint is:

$$\frac{1}{E_m} \cdot \gamma_{km} + \eta_k = \frac{1}{E_k} \cdot \gamma_{mk} + \eta_m$$

where  $E_m$  and  $E_k$  are the proportions of income devoted to commodities m and k respectively, and  $\gamma_{km}$ ,  $\eta_k$ , etc are as defined at the end of paragraph 18 above. If commodities m and k are such that only a small fraction of consumers' incomes is devoted to each of them, or if the difference between their income elasticities of quantity is relatively small, then this constraint approaches the simplified form (referred to in paragraph 17 above):

$$\frac{\gamma_{km}}{\gamma_{mk}} = \frac{E_m}{E_k}$$

See also J R Hicks, *Value and Capital*, p 307 et seq, Oxford University Press, 1961.



TABLE 1  
*Estimated income elasticity of household food expenditure, 1978*  
 (standard errors of the estimates are shown in brackets)

Type of household	Income elasticity of			Number of household records from which the elasticity estimates have been compiled
	household food expenditure	number of meals provided from the household food supply	food expenditure per meal provided from the household food supply	
1 adult only (under 55)	0.15 (0.13)	-0.04 (0.07)	0.19 (0.11)	92
1 adult only (55 and over)	0.23 (0.10)	-0.12 (0.05)	0.36 (0.09)	237
2 adults only (housewife under 55)	-0.09 (0.05)	-0.13 (0.02)	0.04 (0.05)	585
2 adults only (housewife 55 or over)	-0.15 (0.03)	-0.04 (0.01)	0.19 (0.03)	988
2 adults, 1 child.	0.16 (0.05)	-0.07 (0.02)	0.23 (0.04)	539
2 adults, 2 children	0.13 (0.04)	-0.06 (0.01)	0.19 (0.04)	801
2 adults, 3 children	0.24 (0.06)	-0.02 (0.02)	0.26 (0.06)	283
2 adults, 4 children	0.06 (0.11)	-0.04 (0.04)	0.10 (0.11)	85
3 adults	0.24 (0.07)	-0.07 (0.02)	0.31 (0.06)	180
4 adults	0.18 (0.12)	-0.09 (0.06)	0.27 (0.11)	38
3 adults, 1 child.	0.25 (0.09)	-0.06 (0.03)	0.31 (0.10)	104
4 adults, 1 child.	0.21 (0.28)	-0.05 (0.10)	0.26 (0.29)	20
All above households (weighted averages)	0.12 (0.02) (a)	-0.07 (0.01)	0.19 (0.02)	3,952

(a) For an alternative (and preferred) estimate of this elasticity coefficient see Table 2 and paragraph 11 of this Appendix.

TABLE 2

Estimates of income elasticities of demand for individual foods, 1978 (a)

	Income elasticities of expenditure	Income elasticities of quantity purchased
<b>MILK AND CREAM:</b>		
Liquid milk, full price . . . . .	0.03 (0.02)	0.02 (0.02)
Condensed milk . . . . .	-0.21 (0.11)	-0.24 (0.11)
Dried milk, branded . . . . .	-1.55 (0.72)	-1.55 (0.69)
Instant milk . . . . .	-0.43 (0.23)	-0.58 (0.20)
Yoghurt . . . . .	0.66 (0.12)	0.69 (0.11)
Other milk . . . . .	0.45 (0.22)	0.56 (0.38)
Cream . . . . .	1.16 (0.13)	0.96 (0.17)
<i>Total milk and cream (b)</i> . . . . .	<i>0.07 (0.01)</i>	<i>-0.01 (0.02)</i>
<b>CHEESE:</b>		
Natural . . . . .	0.35 (0.03)	0.31 (0.03)
Processed . . . . .	0.31 (0.05)	0.25 (0.07)
<i>Total cheese</i> . . . . .	<i>0.34 (0.02)</i>	<i>0.31 (0.02)</i>
<b>MEAT AND MEAT PRODUCTS:</b>		
<b>Carcase meat</b>		
Beef and veal . . . . .	0.37 (0.07)	0.29 (0.07)
Mutton and lamb . . . . .	0.44 (0.17)	0.43 (0.19)
Pork . . . . .	0.24 (0.11)	0.20 (0.15)
<i>Total carcase meat</i> . . . . .	<i>0.36 (0.03)</i>	<i>0.31 (0.05)</i>
<b>Other meat and meat products</b>		
Liver . . . . .	-0.06 (0.10)	-0.15 (0.11)
Offals, other than liver . . . . .	0.33 (0.25)	0.18 (0.25)
Bacon and ham, uncooked . . . . .	0.20 (0.04)	0.15 (0.04)
Bacon and ham, cooked, including canned . . . . .	0.25 (0.10)	0.22 (0.11)
Cooked poultry, including canned . . . . .	0.69 (0.24)	0.79 (0.25)
Corned meat . . . . .	-0.22 (0.11)	-0.20 (0.12)
Other cooked meat, not purchased in cans . . . . .	-0.25 (0.15)	-0.25 (0.19)
Other canned meat and canned meat products . . . . .	-0.40 (0.11)	-0.45 (0.10)
Broiler chicken, uncooked, including frozen . . . . .	0.29 (0.09)	0.27 (0.10)
Other poultry, uncooked, including frozen . . . . .	0.89 (0.16)	0.76 (0.18)
Rabbit and other meat . . . . .	0.07 (0.29)	0.01 (0.53)
Sausages, uncooked, pork . . . . .	0.29 (0.03)	0.30 (0.04)
Sausages, uncooked, beef . . . . .	-0.22 (0.09)	-0.24 (0.10)
Meat pies and sausage rolls, ready-to-eat . . . . .	0.34 (0.15)	0.32 (0.16)
Frozen convenience meats or frozen con- venience meat products . . . . .	0.32 (0.12)	0.35 (0.13)
Other meat products . . . . .	0.33 (0.06)	0.16 (0.03)
<i>Total other meat and meat products</i> . . . . .	<i>0.20 (0.03)</i>	<i>0.16 (0.04)</i>
<b>FISH:</b>		
White, filleted, fresh . . . . .	0.06 (0.11)	0.01 (0.12)
White, unfileted, fresh . . . . .	0.25 (0.36)	0.33 (0.41)
White, uncooked, frozen . . . . .	0.08 (0.11)	0.06 (0.12)
Herrings, filleted, fresh . . . . .	0.77 (0.89)	0.58 (0.71)
Herrings, unfileted, fresh . . . . .	-1.17 (0.38)	-1.24 (0.63)
Fat, fresh, other than herrings . . . . .	1.29 (0.66)	0.99 (0.49)
White, processed . . . . .	0.35 (0.21)	0.44 (0.24)
Fat, processed, filleted . . . . .	0.85 (0.29)	0.39 (0.38)
Fat, processed, unfileted . . . . .	0.04 (0.49)	-0.13 (0.55)
Shellfish . . . . .	1.49 (0.63)	1.04 (0.48)
Cooked fish . . . . .	-0.21 (0.20)	-0.25 (0.20)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
<i>FISH—continued</i>		
Canned salmon . . . . .	0.27 (0.16)	0.38 (0.14)
Other canned or bottled fish . . . . .	0.07 (0.18)	-0.14 (0.17)
Fish products, not frozen . . . . .	-0.05 (0.25)	-0.37 (0.24)
Frozen convenience fish products . . . . .	0.21 (0.13)	0.24 (0.12)
<i>Total fish</i> . . . . .	<i>0.18 (0.05)</i>	<i>0.11 (0.05)</i>
<i>EGGS</i> . . . . .		
	0.03 (0.02)	-0.01 (0.03)
<i>FATS:</i>		
Butter . . . . .	0.13 (0.04)	0.13 (0.04)
Margarine . . . . .	-0.20 (0.09)	-0.25 (0.10)
Lard and compound cooking fat . . . . .	-0.28 (0.08)	-0.28 (0.08)
Vegetable and salad oils . . . . .	0.64 (0.18)	0.73 (0.19)
All other fats . . . . .	0.21 (0.23)	0.10 (0.27)
<i>Total fats</i> . . . . .	<i>0.04 (0.03)</i>	<i>-0.03 (0.04)</i>
<i>SUGAR AND PRESERVES:</i>		
Sugar . . . . .	-0.08 (0.08)	-0.12 (0.09)
Jams, jellies and fruit curds . . . . .	-0.04 (0.14)	-0.12 (0.14)
Marmalade . . . . .	-0.07 (0.10)	-0.07 (0.11)
Syrup, treacle . . . . .	0.15 (0.36)	0.16 (0.35)
Honey . . . . .	0.29 (0.40)	0.17 (0.43)
<i>Total sugar and preserves</i> . . . . .	<i>-0.05 (0.06)</i>	<i>-0.11 (0.08)</i>
<i>VEGETABLES:</i>		
Old potatoes		
January–August		
not prepacked . . . . .	-0.18 (0.09)	-0.22 (0.08)
prepacked . . . . .	-0.19 (0.22)	-0.30 (0.23)
New potatoes		
January–August		
not prepacked . . . . .	-0.21 (0.07)	-0.26 (0.05)
prepacked . . . . .	0.79 (0.30)	0.66 (0.32)
Potatoes		
September–December		
not prepacked . . . . .	-0.17 (0.08)	-0.23 (0.14)
prepacked . . . . .	-0.12 (0.27)	-0.22 (0.28)
<i>Total fresh potatoes</i> . . . . .	<i>-0.16 (0.05)</i>	<i>-0.23 (0.06)</i>
Cabbage, fresh . . . . .	-0.03 (0.10)	-0.08 (0.07)
Brussels sprouts, fresh . . . . .	0.14 (0.13)	0.13 (0.15)
Cauliflowers, fresh . . . . .	0.28 (0.05)	0.18 (0.06)
Leafy salads, fresh . . . . .	0.41 (0.07)	0.43 (0.06)
Peas, fresh . . . . .	0.91 (0.52)	0.55 (0.15)
Beans, fresh . . . . .	0.18 (0.39)	0.40 (0.15)
Other fresh green vegetables . . . . .	0.32 (0.59)	-0.03 (0.28)
<i>Total fresh green vegetables</i> . . . . .	<i>0.22 (0.05)</i>	<i>0.14 (0.03)</i>
Carrots, fresh . . . . .	0.32 (0.08)	0.31 (0.10)
Turnips and swedes, fresh . . . . .	-0.39 (0.15)	-0.38 (0.19)
Other root vegetables, fresh . . . . .	0.50 (0.11)	0.27 (0.12)
Onions, shallots, leeks, fresh . . . . .	0.18 (0.05)	0.06 (0.06)
Cucumbers, fresh . . . . .	0.64 (0.08)	0.58 (0.08)
Mushrooms, fresh . . . . .	0.85 (0.06)	0.79 (0.11)
Tomatoes, fresh . . . . .	0.35 (0.07)	0.36 (0.02)
Miscellaneous fresh vegetables . . . . .	0.64 (0.22)	0.43 (0.23)
<i>Total other fresh vegetables</i> . . . . .	<i>0.42 (0.03)</i>	<i>0.26 (0.02)</i>

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
<b>VEGETABLES—continued</b>		
Tomatoes, canned or bottled . . . . .	0·08 (0·16)	0·09 (0·16)
Canned peas . . . . .	-0·53 (0·14)	-0·56 (0·14)
Canned beans . . . . .	-0·15 (0·11)	-0·15 (0·11)
Canned vegetables, other than pulses, potatoes or tomatoes . . . . .	0·13 (0·14)	-0·07 (0·18)
Dried pulses, other than air-dried . . . . .	-0·17 (0·24)	-0·18 (0·30)
Air-dried vegetables . . . . .	-0·04 (0·34)	0·09 (0·43)
Vegetable juices . . . . .	1·20 (0·40)	1·18 (0·39)
Chips, excluding frozen . . . . .	-0·30 (0·14)	-0·36 (0·14)
Instant potato . . . . .	-0·38 (0·16)	-0·38 (0·23)
Canned potato . . . . .	0·44 (0·45)	0·39 (0·45)
Crisps and other potato products, not frozen . . . . .	0·16 (0·11)	0·19 (0·10)
Other vegetable products . . . . .	0·45 (0·23)	0·53 (0·18)
Frozen peas . . . . .	0·31 (0·10)	0·36 (0·14)
Frozen beans . . . . .	0·50 (0·22)	0·66 (0·22)
Frozen chips and other frozen convenience potato products . . . . .	0·71 (0·21)	0·74 (0·26)
All frozen vegetables and frozen vegetable products, not specified elsewhere . . . . .	0·93 (0·08)	1·02 (0·15)
<i>Total processed vegetables</i> . . . . .	<i>0·09 (0·06)</i>	<i>0·02 (0·08)</i>
<b>FRUIT:</b>		
Fresh		
Oranges . . . . .	0·39 (0·09)	0·41 (0·10)
Other citrus fruit . . . . .	0·72 (0·11)	0·73 (0·11)
Apples . . . . .	0·42 (0·09)	0·39 (0·07)
Pears . . . . .	0·39 (0·27)	0·45 (0·27)
Stone fruit . . . . .	0·66 (0·34)	0·58 (0·34)
Grapes . . . . .	0·72 (0·22)	0·81 (0·17)
Soft fruit, other than grapes . . . . .	1·19 (0·44)	0·81 (0·24)
Bananas . . . . .	0·39 (0·15)	0·40 (0·15)
Rhubarb . . . . .	-0·00 (0·64)	0·18 (0·22)
Other fresh fruit . . . . .	1·25 (0·62)	1·21 (0·59)
<i>Total fresh fruit</i> . . . . .	<i>0·50 (0·08)</i>	<i>0·47 (0·07)</i>
Canned peaches, pears and pineapples . . . . .	0·05 (0·11)	0·04 (0·11)
Other canned or bottled fruit . . . . .	0·43 (0·13)	0·34 (0·13)
Dried fruit and dried fruit products . . . . .	0·57 (0·17)	0·53 (0·14)
Frozen fruit and frozen fruit products . . . . .	2·58 (0·46)	2·19 (0·44)
Nuts and nut products . . . . .	0·85 (0·09)	0·93 (0·10)
Fruit juices . . . . .	0·81 (0·18)	0·90 (0·23)
<i>Total other fruit and fruit products</i> . . . . .	<i>0·55 (0·08)</i>	<i>0·51 (0·08)</i>
<b>CEREALS:</b>		
White bread, large loaves, unsliced . . . . .	-0·16 (0·05)	-0·16 (0·05)
White bread, large loaves, sliced . . . . .	-0·27 (0·07)	-0·25 (0·07)
White bread, small loaves, unsliced . . . . .	-0·00 (0·15)	-0·00 (0·15)
White bread, small loaves, sliced . . . . .	-0·11 (0·24)	-0·11 (0·25)
Brown bread . . . . .	0·31 (0·09)	0·33 (0·08)
Wholewheat and wholemeal bread . . . . .	0·97 (0·23)	1·04 (0·23)
Other bread . . . . .	0·30 (0·04)	0·27 (0·05)
<i>Total bread</i> . . . . .	<i>-0·03 (0·02)</i>	<i>-0·08 (0·02)</i>
Flour . . . . .	-0·20 (0·11)	-0·21 (0·10)
Buns, scones and teacakes . . . . .	0·08 (0·10)	0·04 (0·10)
Cakes and pastries . . . . .	0·30 (0·06)	0·25 (0·07)
Crispbread . . . . .	0·35 (0·17)	0·31 (0·16)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
<b>CEREALS—continued</b>		
Biscuits, other than chocolate biscuits . . . . .	-0.05 (0.03)	-0.10 (0.03)
Chocolate biscuits . . . . .	0.35 (0.10)	0.36 (0.10)
<i>Total cakes and biscuits</i> . . . . .	<i>0.16 (0.04)</i>	<i>0.08 (0.04)</i>
Oatmeal and oat products . . . . .	-0.15 (0.30)	-0.18 (0.32)
Breakfast cereals . . . . .	0.22 (0.05)	0.23 (0.03)
Canned milk puddings . . . . .	-0.72 (0.11)	-0.71 (0.12)
Other puddings . . . . .	0.14 (0.39)	0.08 (0.34)
Rice . . . . .	0.07 (0.23)	0.12 (0.21)
Cereal-based invalid foods (including "slimming" foods) . . . . .	-0.82 (0.43)	-0.85 (0.25)
Infant cereal foods . . . . .	-1.43 (0.37)	-1.34 (0.27)
Frozen convenience cereal foods . . . . .	1.33 (0.23)	1.24 (0.17)
Cereal convenience foods, including canned, not specified elsewhere . . . . .	0.14 (0.07)	0.09 (0.08)
Other cereal foods . . . . .	0.58 (0.10)	0.57 (0.11)
<i>Total other cereals</i> . . . . .	<i>0.14 (0.03)</i>	<i>0.05 (0.03)</i>
<b>BEVERAGES:</b>		
Tea . . . . .	-0.13 (0.05)	-0.14 (0.06)
Coffee, bean and ground . . . . .	2.05 (0.53)	2.02 (0.60)
Coffee, instant . . . . .	0.52 (0.08)	0.47 (0.09)
Coffee essences . . . . .	-1.28 (0.61)	-1.25 (0.66)
Cocoa and drinking chocolate . . . . .	-0.13 (0.44)	-0.21 (0.38)
Branded food drinks . . . . .	-0.22 (0.27)	-0.15 (0.30)
<i>Total beverages</i> . . . . .	<i>0.21 (0.05)</i>	<i>0.00 (0.05)</i>
<b>MISCELLANEOUS:</b>		
Baby foods, canned or bottled . . . . .	-0.82 (0.34)	-0.77 (0.34)
Soups, canned . . . . .	-0.14 (0.13)	-0.20 (0.13)
Soups, dehydrated and powdered . . . . .	-0.01 (0.16)	-0.07 (0.22)
Spreads and dressings . . . . .	0.62 (0.11)	0.49 (0.09)
Pickles and sauces . . . . .	0.34 (0.13)	0.33 (0.13)
Meat and yeast extracts . . . . .	0.14 (0.13)	0.22 (0.17)
Table jellies, squares and crystals . . . . .	-0.22 (0.15)	-0.25 (0.15)
Ice-cream (served as part of a meal), mousse All frozen convenience foods, not specified elsewhere . . . . .	0.86 (0.09)	1.05 (0.12)
Salt . . . . .	0.65 (1.36)	0.57 (1.36)
Novel protein foods . . . . .	-0.01 (0.09)	-0.07 (0.11)
Novel protein foods . . . . .	1.59 (1.24)	0.50 (1.73)
<b>ALL ABOVE FOODS</b> . . . . .	<b>0.21 (0.02)</b>	<b>n.a.</b>

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

(b) Excluding welfare milk and school milk.

TABLE 3  
*Estimates of price elasticities of demand for certain foods, 1973-1978*

	Food codes (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 Purchases (£)			
				by the price elasticity (d)	by the price elasticity and any seasonal or annual shifts in demand	Mean	Range		Mean	Range		
							Min	Max		Min	Max	
MILK:												
Liquid milk, full price (g)	4	-0.16 (0.03)	S and A	0.29	0.79	2.95	2.16	3.47	4.46	4.18	4.75	
Condensed milk	9	-0.39 (0.45)	S and A	0.01	0.64	3.07	2.73	3.40	0.15	0.09	0.22	
Instant milk	12	-2.13 (0.36)	A	0.37	0.44	2.37	1.94	2.96	0.08	0.04	0.16	
Yoghurt	13	-1.70 (0.54)	S and A	0.16	0.80	10.51	9.28	11.85	0.05	0.03	0.07	
Other milk	14	-1.58 (0.18)		0.52	0.52	11.38	5.27	19.63	0.01	...	0.03	
CHEESE:												
Cheese, processed	23	-0.97 (0.35)	A	0.11	0.51	21.47	18.81	24.39	0.27	0.15	0.40	
MEAT:												
Beef and veal (g)	31	-1.37 (0.22)	S and [A]	0.41	0.78	26.37	20.76	32.83	7.65	5.38	12.30	
Mutton and lamb (g)	36	-0.94 (0.20)	S and A	0.30	0.62	20.84	17.61	25.05	4.08	2.80	5.65	
Pork (g)	41	-1.65 (0.20)	S and A	0.56	0.68	21.76	15.96	26.39	3.06	1.76	5.23	
All carcase meat	31, 36, 41	-1.01 (0.18)	S and A	0.37	0.69	23.77	20.65	28.22	14.78	11.98	19.29	
Liver	46	-0.99 (0.23)	S and A	0.25	0.53	18.52	13.41	24.84	0.76	0.55	0.95	
Offals, other than liver	51	-0.36 (0.31)	S and A	0.11	0.62	14.02	9.34	18.76	0.37	0.15	0.58	
All offals, including liver	46, 51	-0.99 (0.25)	S and A	0.23	0.62	16.98	12.83	21.33	1.13	0.81	1.49	
Bacon and ham, uncooked (g)	55	-0.62 (0.15)	A	0.20	0.43	23.73	20.82	27.99	4.23	3.64	4.94	
Bacon and ham, cooked, including canned	58	-0.52 (0.10)	S	0.34	0.79	33.55	27.78	42.30	1.00	0.64	1.42	
Poultry, cooked	59	-1.26 (0.29)	[S]	0.24	0.36	25.69	19.35	36.57	0.19	0.04	0.38	
Corned meat	62	-1.37 (0.08)	S	0.84	0.87	27.43	20.37	37.07	0.59	0.27	0.93	
Other canned meat, excluding corned meat	71	-0.44 (0.28)	S and A	0.04	0.68	14.36	12.18	17.05	1.64	1.04	2.24	
Other cooked and canned meat	66, 71	-0.42 (0.25)	S and A	0.05	0.72	17.74	15.36	20.87	2.18	1.53	2.86	
Broiler chicken, uncooked, including frozen (g)	73	-0.99 (0.24)	S and A	0.24	0.55	13.07	11.56	15.19	3.85	2.79	4.97	
Other poultry, uncooked, including frozen	77	-0.65 (0.60)	S and [A]	0.02	0.55	13.00	11.18	16.80	1.81	0.84	6.19	
Sausages, uncooked, pork	79	-1.13 (0.49)	S and A	0.09	0.47	14.03	11.93	15.86	1.86	1.45	2.59	
Sausages, uncooked, beef	80	-0.35 (0.42)	S and A	0.01	0.53	12.94	11.58	14.70	1.54	1.12	2.05	
Sausages, pork and/or beef, uncooked	79, 80	-0.23 (0.39)	S and A	0.01	0.50	13.53	12.04	15.33	3.40	2.81	4.23	

TABLE 3—continued

	Food codes (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	Min	Max	Mean	Range
<b>MEAT—continued</b>											
Meat pies, sausage rolls, ready-to eat	83	-0.97 (0.58)	S and [A]	0.05	0.44	15.05	13.97	16.28	0.73	0.46	1.03
Frozen convenience meats and frozen convenience meat products	88	-1.16 (0.37)	[S] and A	0.15	0.74	18.97	14.70	24.44	0.97	0.50	1.61
Other meat products	94	-0.18 (0.24)	[S] and A	0.01	0.48	17.80	15.95	20.07	2.28	1.90	2.82
Meat products other than cooked sausages	83, 88, 94	-0.29 (0.29)	[S] and A	0.02	0.60	17.51	15.72	19.50	3.98	3.25	5.04
All meat and meat products	31-41 46-94	-0.59 (0.16)	S and A	0.21	0.63	20.26	18.38	23.35	37.22	33.19	43.34
<b>FISH:</b>											
Fresh white fish, filleted	100	-0.18 (0.38)	S and A	0.15	0.67	22.66	18.78	27.36	0.76	0.39	1.15
Fresh white fish, unfileted	105	-1.14 (0.37)	[S] and A	0.15	0.71	19.26	14.05	24.37	0.47	0.09	0.84
Frozen white fish	110	-1.72 (0.42)	[S] and A	0.23	0.58	24.39	20.12	30.35	0.39	0.20	0.60
Fresh fat fish, other than herrings	113	-0.03 (0.23)	S and [A]	..	0.34	18.45	9.42	41.83	0.11	0.02	0.30
Processed white fish	114	-1.27 (0.33)	[S]	0.20	0.28	22.75	14.05	26.66	0.20	0.12	0.35
Uncooked white fish, including smoked and frozen	100, 105 110, 114	-1.10 (0.29)	S and [A]	0.21	0.51	22.16	19.09	26.08	1.81	1.19	2.43
Processed fat fish, filleted	115	-0.61 (0.30)	[S] and [A]	0.07	0.30	21.17	13.59	30.20	0.10	0.03	0.19
Processed fat fish, unfileted	116	-0.38 (0.33)	S and A	0.02	0.51	14.46	9.30	37.16	0.08	0.02	0.21
Shellfish	117	-0.52 (0.27)	[S] and A	0.06	0.35	39.80	26.44	55.57	0.07	0.03	0.20
Cooked fish	118	-1.24 (0.46)	[S] and A	0.12	0.60	25.47	21.07	29.05	0.66	0.36	1.04
Canned salmon	119	-1.95 (0.53)	S and A	0.20	0.67	42.15	32.58	61.40	0.20	0.04	0.45
Other canned or bottled fish	120	-0.54 (0.21)	S and A	0.10	0.62	18.55	14.99	23.19	0.40	0.24	0.62
Fish products, not frozen	123	-0.90 (0.25)	[S] and A	0.20	0.45	27.13	20.51	36.04	0.13	0.06	0.20
Frozen convenience fish and frozen convenience fish products	127	-0.17 (0.35)	S and A	..	0.36	20.23	16.68	23.46	0.73	0.39	0.95
Frozen white fish and frozen convenience fish products	110, 127	-0.53 (0.36)	A	0.03	0.37	21.59	18.25	24.76	1.12	0.59	1.51
All convenience fish	118, 119, 120 123, 127	-0.07 (0.30)	S and A	..	0.59	23.85	21.44	26.58	2.13	1.57	2.76
EGGS	129	-0.09 (0.05)	S and A	0.06	0.48	1.27	0.99	1.98	3.92	3.50	4.32

TABLE 3—continued

	Food codes (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	Min	Max	Mean	Range
<b>FATS:</b>											
Butter (g)	135	-0.33 (0.10)	S and A	0.17	0.79	12.56	10.30	16.02	5.15	4.14	6.12
Margarine (g)	138	-0.80 (0.21)	S and A	0.21	0.79	8.64	7.54	10.61	3.08	1.91	4.18
Lard and compound cooking fat	139	-0.18 (0.13)	S and [A]	0.03	0.59	6.89	5.39	9.16	1.89	1.48	2.63
Vegetable and salad oils	143	-0.71 (0.42)	[S] and A	0.05	0.36	12.45	9.97	18.55	0.70	0.34	1.43
All other fats	148	-0.70 (0.22)	S and A	0.16	0.64	12.61	9.83	16.85	0.31	0.17	0.47
<b>SUGAR AND PRESERVES:</b>											
Sugar	150	-0.51 (0.08)	S and A	0.43	0.73	3.64	2.54	6.32	12.43	9.29	15.89
Jams, jellies and fruit curds	151	-0.21 (0.46)	S and A	0.05	0.42	8.12	7.09	9.71	1.11	0.79	1.39
Marmalade	152	-0.87 (0.51)	[S] and A	0.01	0.51	7.33	6.42	8.98	0.80	0.57	1.14
Syrup and treacle	153	-0.52 (0.59)	S and [A]	0.01	0.43	6.26	5.14	8.84	0.25	0.11	0.44
Honey	154	-0.60 (0.73)	[S] and [A]	0.01	0.24	15.96	12.51	19.61	0.18	0.03	0.56
<b>VEGETABLES:</b>											
Potatoes, excluding potato products	156-161	-0.17 (0.04)	S and A	0.28	0.84	2.03	0.86	5.29	39.21	24.31	53.27
Cabbages	162	-0.12 (0.09)	S and A	0.03	0.40	3.05	1.60	5.76	3.51	2.50	4.99
Brussels sprouts (h)	163	-0.81 (0.21)	S and A	0.39	0.83	3.87	2.43	6.32	2.72	0.69	4.35
Cauliflowers	164	-1.97 (0.18)	S and A	0.68	0.87	4.03	2.42	6.87	2.27	0.20	5.21
Leafy salads	167	-0.46 (0.12)	S and A	0.20	0.97	11.01	5.31	18.18	1.02	0.26	2.22
Peas, fresh (j)	168	-3.32 (0.83)	[S] and A	0.64	0.86	4.58	2.52	7.06	0.70	0.03	1.71
Beans, fresh (j)	169	-1.82 (0.27)	S and A	0.70	0.94	5.38	3.07	8.52	0.88	0.13	2.26
Brassicac.	162, 163, 164, 171	-0.63 (0.06)	S and A	0.64	0.89	3.50	2.38	5.76	7.31	4.43	10.31
Carrots	172	-0.53 (0.06)	S	0.60	0.90	3.05	1.43	6.73	2.81	0.94	4.85
Turnips and swedes, fresh	173	-0.87 (0.26)	S	0.16	0.93	2.56	1.51	4.65	1.09	0.04	2.42
Other root vegetables, fresh	174	-0.77 (0.18)	S	0.24	0.83	4.76	2.75	8.37	0.57	0.16	1.00
Onions, shallots and leeks, fresh	175	-0.38 (0.05)	S	0.49	0.77	4.11	1.86	7.63	2.64	1.86	3.99
Cucumbers	176	-0.52 (0.15)	S	0.17	0.96	5.41	3.52	13.02	0.77	0.23	1.72
Mushrooms, fresh	177	-0.10 (0.15)	S and [A]	0.01	0.50	15.89	12.44	35.52	0.45	0.31	0.62
Tomatoes, fresh	178	-0.32 (0.14)	S and A	0.09	0.96	10.21	5.13	17.23	3.12	1.16	5.76
Miscellaneous fresh vegetables	183	-0.92 (0.21)	S and A	0.27	0.86	6.76	3.14	13.04	1.04	0.22	1.88
Tomatoes, canned and bottled	184	-0.13 (0.23)	S and A	0.01	0.68	5.59	4.47	7.47	2.71	1.97	4.48
Canned peas	185	-1.04 (0.36)	[S] and A	0.13	0.53	4.31	3.78	4.88	2.71	1.97	3.61
Canned beans	188	-0.82 (0.21)	[S] and A	0.23	0.51	4.68	3.99	5.85	3.86	3.09	4.45



TABLE 3—continued

	Food codes (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 Min Max	Mean	Range Min Max		
<b>VEGETABLES—continued</b>											
Canned vegetables, other than pulses, potatoes or tomatoes	191	-1.35 (0.37)	S and A	0.20	0.56	6.09	5.17	7.11	1.24	0.70	1.89
Dried pulses, other than air-dried	192	-1.91 (0.33)	S and A	0.38	0.70	8.51	6.40	11.38	0.33	0.11	0.67
Air-dried vegetables	195	-1.16 (0.35)	[S] and A	0.17	0.60	44.98	20.73	60.10	0.03	0.01	0.08
Vegetable juices	196	-1.25 (0.16)	—	0.48	0.48	10.80	7.07	21.51	0.11	0.03	0.26
Chips excluding frozen	197	-0.81 (0.19)	S and A	0.26	0.73	11.65	7.36	17.86	0.92	0.50	1.40
Instant potato	198	-0.98 (0.39)	[S] and A	0.10	0.52	20.87	13.12	29.20	0.11	0.05	0.28
Canned potato	199	-1.03 (0.71)	S and A	0.04	0.50	5.83	4.26	7.45	0.22	0.02	0.52
Crisps and other potato products, not frozen	200	-0.69 (0.18)	S and A	0.22	0.66	23.73	17.00	28.28	0.53	0.40	0.75
Other vegetable products	202	-0.42 (0.32)	S and [A]	0.03	0.54	13.53	10.37	17.25	0.27	0.12	0.47
Frozen peas	203	-1.08 (0.33)	S and A	0.16	0.61	7.58	6.10	8.51	1.49	1.07	2.25
Frozen beans	204	-1.29 (0.45)	S and [A]	0.13	0.62	9.69	7.66	12.14	0.46	0.18	0.83
Frozen chips and other frozen convenience potato products	205	-1.27 (0.33)	[S] and A	0.21	0.49	6.99	4.33	10.40	0.60	0.17	1.46
All frozen vegetables and frozen vegetables products, not specified elsewhere	208, 203, 204, 205, 208	-2.69 (0.41) -1.24 (0.42)	S and A S and A	0.44 0.14	0.70 0.57	10.19 8.23	7.95 6.46	12.48 9.44	0.63 3.19	0.16 1.94	1.35 4.86
<b>FRUIT:</b>											
Oranges (g)	210	-0.85 (0.24)	S and A	0.19	0.94	4.73	4.03	6.42	3.22	1.40	6.26
Other citrus fruit	214	-1.24 (0.32)	S and A	0.22	0.90	5.33	3.44	7.25	1.65	0.47	3.39
Apples (g)	217	-0.52 (0.07)	S	0.49	0.74	5.57	3.68	8.15	6.07	3.05	7.73
Pears (g)	218	-1.74 (0.30)	S and A	0.39	0.81	5.77	3.92	7.79	0.69	0.20	1.38
Stone fruit, fresh (j)	221	-3.05 (0.68)	S and A	0.52	0.93	8.52	4.83	12.97	1.24	0.04	3.16
Grapes, fresh	222	-1.90 (0.30)	S	0.40	0.88	12.54	6.51	25.34	0.28	0.02	0.91
Soft fruit, fresh other than grapes (i)	227	-3.33 (1.09)	S and [A]	0.51	0.91	11.19	8.49	18.29	1.37	0.07	4.11
Bananas	228	-0.67 (0.25)	S and [A]	0.12	0.77	5.55	4.80	6.20	2.88	2.02	3.77
Rhubarb (k)	229	-0.51 (0.43)	S and A	0.04	0.73	4.40	1.33	8.06	0.23	0.03	0.53
Other fresh fruit (l)	231	-0.45 (0.37)	S	0.03	0.84	7.32	4.13	18.35	0.47	0.02	1.93
Canned peaches, pears and pineapples	233	-0.94 (0.27)	S and A	0.18	0.81	7.02	5.82	11.72	1.72	1.09	2.86
All canned and bottled fruit	233, 236	-0.39 (0.29)	S and A	0.03	0.81	7.32	6.38	8.39	3.60	2.46	5.28
Dried fruit and dried fruit products	240	-0.49 (0.12)	S	0.21	0.90	11.51	8.15	14.12	0.99	0.45	2.28
Nuts and nut products	245	-0.09 (0.21)	S and A	0.21	0.90	18.07	13.25	23.90	0.32	0.11	0.99
Fruit juices	248	-1.18 (0.26)	A	0.24	0.52	7.70	6.32	10.74	1.35	0.74	2.26

TABLE 3—continued

	Food codes (g)	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 Min	Max	Mean	Range Min	Max
<b>CEREALS:</b>											
Standard white loaves	251-254	-0.01 (0.22)	S and A	0.52	3.76	3.43	4.34	26.76	20.78	30.49	
All bread	251-256, 263	-0.16 (0.12)	S	0.29	4.24	3.89	4.82	33.04	24.49	36.51	
Flour	264	-0.74 (0.34)	S and A	0.55	2.55	2.00	3.36	5.77	3.82	9.84	
Biscuits, other than chocolate biscuits	274	-0.18 (0.15)	S and A	0.67	9.88	8.56	12.07	4.30	3.36	4.89	
Chocolate biscuits	277	-0.83 (0.22)	S and A	0.74	19.07	15.64	21.95	1.05	0.77	1.43	
All biscuits	271, 274, 277	-0.23 (0.09)	S	0.62	11.67	10.46	13.98	5.61	4.54	6.61	
Oatmeal and oat products (g)	281	-0.95 (0.39)	S and A	0.76	5.96	4.71	7.85	0.49	0.14	1.00	
Breakfast cereals (g)	282	-0.31 (0.33)	S and A	0.02	9.38	8.70	10.78	3.14	2.51	3.86	
Canned milk puddings	285	-0.74 (0.59)	S and A	0.03	4.18	3.66	4.63	1.50	0.90	2.00	
Puddings other than canned milk puddings	286	-1.15 (0.30)	S and A	0.21	12.20	8.90	17.30	0.25	0.06	0.64	
Rice	287	-0.23 (0.19)	[S]	0.20	6.93	5.18	9.97	0.59	0.26	1.01	
Infant cereal foods	291	-0.14 (0.20)	[S]	0.18	20.34	13.28	33.96	0.09	0.04	0.17	
Frozen convenience cereal foods	294	-0.43 (0.39)	[S] and A	0.02	15.00	11.62	18.71	0.27	0.07	0.65	
Other cereal foods	301	-1.58 (0.23)	A	0.42	7.57	4.04	9.72	0.34	0.17	1.10	
<b>BEVERAGES:</b>											
Tea (g)	304	-0.45 (0.09)	S and A	0.57	21.30	15.47	33.77	2.15	1.70	2.89	
Coffee, bean and ground	307	-0.45 (0.13)	[S]	0.18	43.15	25.41	81.68	0.09	0.02	0.20	
Instant coffee (g)	308	-0.58 (0.16)	[S] and A	0.20	73.89	49.89	126.27	0.46	0.27	0.65	
Cocoa and drinking chocolate (g)	312	-1.21 (0.51)	S and [A]	0.10	17.32	11.86	30.52	0.15	0.07	0.27	
Branded food drinks	313	-1.16 (0.66)	S and [A]	0.05	17.28	14.14	20.70	0.16	0.06	0.26	

TABLE 3—continued

	Food codes (n)	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 Purchases (f)			
				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	
MISCELLANEOUS:												
Canned soups . . . . .	318	-0.71 (0.38)	S and A	0.06	0.90	5.13	4.65	5.71	3.15	1.66	5.02	0.25
Dehydrated and powdered soups . . . . .	319	-1.02 (0.27)	S and [A]	0.21	0.75	28.62	20.39	35.52	0.12	0.05	0.71	0.71
Spreads and dressings . . . . .	323	-0.40 (0.24)	S	0.05	0.87	13.92	11.48	18.01	0.31	0.11	1.15	3.19
Pickles and sauces . . . . .	327	-1.01 (0.42)	S and [A]	0.10	0.71	8.91	8.06	9.70	1.66	0.08	0.25	0.25
Meat and yeast extracts . . . . .	328	-1.12 (0.29)	S and A	0.22	0.78	40.33	33.27	48.59	0.16	0.08	0.25	0.25
Ice-cream (served as part of a meal), mousse . . . . .	332	-1.19 (0.32)	S and A	0.21	0.89	7.36	4.90	9.89	1.68	0.69	4.17	4.17

(a) For further details of the items included in each category see Appendix A, Table 15.  
 (b) Calculated from monthly Survey data from 1973 to 1978 except where otherwise stated. The figures in brackets are estimates of the standard errors.  
 (c) Where S or A is shown in brackets this indicates that the shift in demand did not quite attain formal statistical significance at the customary 5 per cent level, but that it nevertheless appears to be real.  
 (d) This is the proportion of the variation in monthly average purchases explained by the price elasticity, once any variability due to seasonal or annual shifts in demand has been removed.  
 (e) Pence per lb deflated to January 1962 general price level, except for pence per pint of milk, yoghurt, cream, vegetable and salad oils, vegetable juices, fruit juices, coffee essences; per equivalent pint of condensed and instant milk; per one-tenth gallon of ice-cream; per egg.  
 (f) Ounces per person per week except for pints of milk, yoghurt, cream; fluid ounces of vegetable and salad oils, vegetable juices, fruit juices, coffee essences, ice-cream; equivalent pints of condensed and instant milk; number of eggs.  
 (g) Own-price elasticities for these commodities estimated in conjunction with cross-price elasticities for related commodities are given in Table 5 of this Appendix.  
 (h) Calculated from data for January to March and October to December 1973 to 1978.  
 (i) Calculated from data for June to August, 1973 to 1978.  
 (j) Calculated from data for June to October, 1973 to 1978.  
 (k) Calculated from data for January to August, 1973 to 1978.  
 (l) Calculated from data for April to December 1973 to 1978.

TABLE 4

Annual indices of average deflated prices (a), purchases and demand  
1973-1978

(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Liquid milk—full price (e)	4	Prices	107	83	87	101	110	115
		Purchases	101	102	102	102	97	96
		Demand (c)	102	99	100	102	98	98
		Demand (d)	102	99	100	102	98	98
Condensed milk	9	Prices	97	97	101	103	98	104
		Purchases	119	113	98	102	96	78
		Demand (c)	117	112	98	103	95	79
		Demand (d)	117	111	98	103	95	80
Dried milk, branded	11	Prices	96	94	102	104	101	104
		Purchases	142	116	99	95	65	100
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Instant milk	12	Prices	100	109	106	101	94	91
		Purchases	82	85	82	102	124	140
		Demand (c)	82	102	93	105	108	115
		Demand (d)	81	102	92	105	107	116
Yoghurt	13	Prices	107	102	104	100	96	92
		Purchases	90	99	88	98	101	129
		Demand (c)	101	103	94	97	94	111
		Demand (d)	103	103	95	97	95	107
Other milk	14	Prices	115	103	104	118	83	82
		Purchases	67	90	102	92	108	165
		Demand (c)	84	95	109	119	80	121
		Demand (d)	85	95	109	119	81	118
Cream	17	Prices	97	95	99	99	101	110
		Purchases	113	106	103	89	94	97
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cheese, natural	22	Prices	105	100	94	94	102	106
		Purchases	97	99	101	100	102	100
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cheese, processed	23	Prices	104	100	96	97	99	104
		Purchases	122	100	104	105	88	84
		Demand (c)	127	101	100	102	88	88
		Demand (d)	128	101	100	102	88	87
Total cheese	22, 23	Prices	105	100	94	94	101	106
		Purchases	99	99	101	101	101	99
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Beef and veal (e)	31	Prices	118	105	93	96	93	97
		Purchases	83	97	110	100	106	108
		Demand (c)	104	104	99	94	95	104
		Demand (d)	105	104	100	94	95	103
Mutton and lamb (e)	36	Prices	109	106	93	95	96	102
		Purchases	106	99	104	102	95	95
		Demand (c)	115	104	97	97	91	97
		Demand (d)	116	104	97	97	92	96

TABLE 4—*continued*  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Pork (e) . . . . .	41	Prices	111	102	101	99	90	98
		Purchases	99	104	90	91	107	110
		Demand (c)	117	107	92	90	90	106
		Demand (d)	118	107	92	90	90	105
All carcase meat . . . . .	31, 36, 41	Prices	113	105	95	97	93	99
		Purchases	92	98	104	98	103	105
		Demand (c)	104	103	98	95	96	104
		Demand (d)	105	103	98	95	96	102
Liver . . . . .	46	Prices	119	124	106	92	82	84
		Purchases	96	91	99	102	109	105
		Demand (c)	114	112	105	94	89	88
		Demand (d)	114	112	105	94	89	88
Offals, other than liver . . . . .	51	Prices	120	110	99	92	91	92
		Purchases	111	103	105	101	98	84
		Demand (c)	129	112	104	94	90	79
		Demand (d)	129	112	104	94	90	78
All offals, including liver . . . . .	46, 51	Prices	118	119	104	92	85	87
		Purchases	101	94	101	101	105	98
		Demand (c)	119	112	105	94	89	86
		Demand (d)	119	112	105	94	89	85
Bacon and ham, uncooked (e) . . . . .	55	Prices	106	107	102	103	92	92
		Purchases	105	99	95	95	103	103
		Demand (c)	109	103	97	97	97	98
		Demand (d)	109	103	97	97	98	97
Bacon and ham, cooked, including canned . . . . .	58	Prices	112	113	101	98	89	90
		Purchases	94	95	100	100	104	109
		Demand (c)	99	102	100	99	97	103
		Demand (d)	100	102	100	99	98	102
Poultry, cooked . . . . .	59	Prices	89	109	104	96	96	107
		Purchases	116	88	93	101	105	99
		Demand (c)	100	98	99	96	100	107
		Demand (d)	102	98	99	96	101	104
Corned meat . . . . .	62	Prices	111	132	103	94	90	79
		Purchases	93	65	97	106	119	135
		Demand (c)	107	95	100	97	103	98
		Demand (d)	107	95	100	97	103	98
Other cooked meat, not canned . . . . .	66	Prices	104	108	100	98	92	99
		Purchases	106	113	111	94	87	92
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other canned meat, excluding corned meat . . . . .	71	Prices	110	114	98	95	93	92
		Purchases	119	109	103	104	85	85
		Demand (c)	124	115	102	102	82	82
		Demand (d)	124	115	102	102	82	83
Other cooked and canned meat . . . . .	66, 71	Prices	106	112	100	94	93	96
		Purchases	116	110	105	101	86	86
		Demand (c)	119	115	105	99	83	85
		Demand (d)	118	115	105	99	83	86
Broiler chicken, uncooked, including frozen (e) . . . . .	73	Prices	105	101	98	97	99	101
		Purchases	99	93	96	103	103	107
		Demand (c)	104	94	94	100	102	107
		Demand (d)	104	94	94	100	102	106

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Other poultry, uncooked, including frozen . . . . .	77	Prices	103	104	99	96	99	98
		Purchases	104	81	99	104	108	106
		Demand (c)	106	84	99	101	107	105
		Demand (d)	108	84	99	101	108	101
Sausages, uncooked pork . . . . .	79	Prices	108	107	99	98	93	95
		Purchases	105	103	95	99	102	96
		Demand (c)	115	111	94	97	95	91
		Demand (d)	116	111	94	97	95	90
Sausages, uncooked, beef . . . . .	80	Prices	109	107	98	98	93	96
		Purchases	95	101	96	95	102	114
		Demand (c)	98	103	95	94	99	112
		Demand (d)	97	103	95	94	99	113
Sausages, pork and/or beef, uncooked.	79, 80	Prices	109	107	98	98	93	96
		Purchases	100	102	95	97	102	104
		Demand (c)	102	104	95	96	100	103
		Demand (d)	102	104	95	96	100	103
Meat pies, sausage rolls, ready-to-eat .	83	Prices	100	103	100	100	97	100
		Purchases	103	90	103	99	102	104
		Demand (c)	103	93	102	100	99	104
		Demand (d)	103	93	103	100	99	102
Frozen convenience meats and frozen convenience meat products . . . . .	88	Prices	114	113	93	93	94	95
		Purchases	74	78	94	118	125	125
		Demand (c)	87	90	86	109	116	118
		Demand (d)	87	90	86	109	117	116
Other meat products	94	Prices	102	103	95	98	100	103
		Purchases	98	100	98	94	99	112
		Demand (c)	98	101	97	94	99	112
		Demand (d)	99	101	97	94	99	112
Meat products, other than cooked sausages . . . . .	83, 88, 94	Prices	104	105	95	97	98	101
		Purchases	93	93	97	100	106	113
		Demand (c)	94	94	96	100	105	113
		Demand (d)	94	94	96	100	105	112
All meat and meat products	31-41, 46-94	Prices	109	107	98	97	94	97
		Purchases	97	96	100	99	103	104
		Demand (c)	102	100	99	97	99	103
		Demand (d)	103	100	99	97	99	102
Fresh white fish, filleted . . . . .	100	Prices	101	106	94	95	102	103
		Purchases	101	85	89	103	104	120
		Demand (c)	102	91	83	97	107	125
		Demand (d)	102	91	83	97	107	124
Fresh white fish, unfileted . . . . .	105	Prices	108	111	100	92	96	95
		Purchases	127	133	143	93	79	57
		Demand (c)	138	150	143	84	75	53
		Demand (d)	138	150	143	84	75	53
Frozen white fish . . . . .	110	Prices	102	113	92	93	102	100
		Purchases	89	75	97	126	102	120
		Demand (c)	92	93	85	111	105	119
		Demand (d)	93	93	85	111	106	116
Fresh herrings, unfileted . . . . .	112	Prices	100	95	92	97	108	110
		Purchases	143	130	96	102	73	75
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Fresh fat fish, other than herrings .	113	Prices	103	104	94	85	95	122
		Purchases	112	72	104	91	123	106
		Demand (c)	112	72	104	90	123	107
		Demand (d)	114	73	105	90	124	103
Processed white fish .	114	Prices	99	105	95	93	102	106
		Purchases	116	91	105	105	92	93
		Demand (c)	114	97	99	96	95	101
		Demand (d)	115	97	99	96	96	99
Uncooked white fish, including smoked and frozen .	100, 105, 110, 114	Prices	101	107	94	94	101	103
		Purchases	104	94	104	103	96	100
		Demand (c)	105	100	97	97	97	104
		Demand (d)	106	101	97	97	97	103
Processed fat fish, filleted .	115	Prices	98	100	104	92	102	105
		Purchases	101	98	78	117	103	107
		Demand (c)	100	98	80	111	104	110
		Demand (d)	101	98	81	111	105	108
Processed fat fish, unfileted .	116	Prices	98	99	98	90	102	115
		Purchases	127	147	108	98	78	65
		Demand (c)	126	146	107	94	78	69
		Demand (d)	128	147	107	94	79	67
Shellfish .	117	Prices	103	93	103	97	101	103
		Purchases	78	80	114	116	98	123
		Demand (c)	79	77	116	115	99	125
		Demand (d)	82	78	117	115	101	118
Cooked fish .	118	Prices	93	102	98	97	105	106
		Purchases	114	115	101	100	77	98
		Demand (c)	104	118	98	97	81	106
		Demand (d)	103	118	98	97	81	106
Canned salmon .	119	Prices	94	121	94	96	105	93
		Purchases	151	100	148	84	74	71
		Demand (c)	132	146	132	78	81	62
		Demand (d)	134	147	132	78	81	61
Other canned or bottled fish .	120	Prices	95	104	95	95	100	112
		Purchases	95	99	100	118	104	87
		Demand (c)	92	102	97	115	104	93
		Demand (d)	92	102	97	115	104	92
All canned and bottled fish .	119, 120	Prices	103	112	102	90	95	99
		Purchases	111	98	112	106	93	83
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Fish products, not frozen .	123	Prices	94	109	98	101	99	99
		Purchases	108	99	107	102	81	105
		Demand (c)	102	107	105	104	81	104
		Demand (d)	101	107	105	104	80	106
Frozen convenience fish products .	127	Prices	102	106	91	94	101	107
		Purchases	98	92	93	108	109	100
		Demand (c)	99	93	91	106	110	102
		Demand (d)	99	94	91	106	110	101
Frozen white fish and frozen convenience fish products .	110, 127	Prices	102	108	92	94	101	105
		Purchases	95	86	94	114	107	106
		Demand (c)	96	90	90	110	108	109
		Demand (d)	97	90	90	110	108	108

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
All convenience fish .	118, 119, 120, 123, 127	Prices	99	107	98	94	99	104
		Purchases	107	102	101	104	92	95
		Demand (c)	107	102	101	104	92	95
		Demand (d)	107	102	101	104	92	94
Eggs . . . . .	129	Prices	117	119	97	94	92	85
		Purchases	104	100	101	101	97	97
		Demand (c)	105	102	101	100	96	96
		Demand (d)	105	102	101	100	96	96
Butter (e) . . . . .	135	Prices	95	86	88	105	113	118
		Purchases	102	110	110	100	91	89
		Demand (c)	100	104	105	102	95	94
		Demand (d)	101	104	105	102	95	93
Margarine (e) . . . . .	138	Prices	92	108	108	94	102	97
		Purchases	102	84	86	101	114	117
		Demand (c)	96	90	92	96	116	114
		Demand (d)	95	89	92	96	115	115
Lard and compound cooking fat . . . . .	139	Prices	88	120	114	93	97	92
		Purchases	98	97	104	99	100	101
		Demand (c)	96	101	107	98	100	100
		Demand (d)	95	100	107	98	99	101
Vegetable and salad oils . . . . .	143	Prices	92	119	118	91	96	89
		Purchases	112	103	91	88	89	121
		Demand (c)	106	116	103	82	86	111
		Demand (d)	107	117	103	82	87	108
All other fats . . . . .	148	Prices	90	104	101	100	106	101
		Purchases	95	106	97	96	100	107
		Demand (c)	88	109	97	95	104	107
		Demand (d)	88	109	97	95	104	107
All fats . . . . .	135, 138, 139, 143, 148	Prices	94	98	98	100	105	105
		Purchases	101	100	101	99	99	100
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Sugar . . . . .	150	Prices	77	87	146	109	97	96
		Purchases	113	105	91	99	98	96
		Demand (c)	99	98	111	103	96	94
		Demand (d)	98	98	110	103	96	95
Jams, jellies and fruit curds . . . . .	151	Prices	92	97	113	101	98	100
		Purchases	104	103	106	97	99	92
		Demand (c)	102	102	109	97	99	92
		Demand (d)	102	102	108	97	99	93
Marmalade . . . . .	152	Prices	91	96	114	101	99	100
		Purchases	114	108	104	92	100	86
		Demand (c)	105	105	116	93	99	86
		Demand (d)	105	105	116	93	99	85
Syrup, treacle . . . . .	153	Prices	87	91	124	104	98	99
		Purchases	94	109	99	101	110	89
		Demand (c)	87	104	110	103	109	89
		Demand (d)	87	104	110	103	109	88
Honey . . . . .	154	Prices	106	113	101	93	95	93
		Purchases	114	90	93	110	85	112
		Demand (c)	118	97	93	106	83	107
		Demand (d)	119	98	93	106	83	105



TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Potatoes, excluding potato products	156-161	Prices	77	81	110	199	108	68
		Purchases	110	110	105	81	93	104
		Demand (c)	105	106	107	91	94	98
		Demand (d)	105	106	107	91	94	98
Cabbages	162	Prices	98	112	105	106	104	79
		Purchases	106	100	101	103	87	104
		Demand (c)	106	101	102	104	87	101
		Demand (d)	106	101	102	104	87	101
Brussels sprouts	163	Prices	101	107	100	115	106	76
		Purchases	124	106	85	84	83	127
		Demand (c)	124	112	85	94	87	102
		Demand (d)	125	113	85	94	87	101
Cauliflowers	164	Prices	98	102	100	99	109	93
		Purchases	114	130	101	81	80	103
		Demand (c)	110	136	101	79	94	90
		Demand (d)	110	136	101	79	94	89
Leafy salads	167	Prices	106	108	107	100	92	90
		Purchases	106	98	106	95	91	105
		Demand (c)	109	102	110	94	87	100
		Demand (d)	110	102	110	94	88	98
Peas, fresh	168	Prices	98	115	103	99	86	100
		Purchases	111	185	73	86	95	82
		Demand (c)	105	296	81	84	57	83
		Demand (d)	105	297	81	84	57	82
Beans, fresh	169	Prices	106	99	124	91	97	87
		Purchases	108	134	79	100	83	106
		Demand (c)	120	132	118	84	78	82
		Demand (d)	121	133	118	84	78	81
Brassicas	162, 163, 164, 171	Prices	98	109	102	103	107	83
		Purchases	112	108	96	92	86	108
		Demand (c)	110	114	97	94	90	96
		Demand (d)	110	114	97	94	90	96
Carrots	172	Prices	100	105	122	104	107	70
		Purchases	98	96	86	105	94	125
		Demand (c)	98	99	96	107	97	103
		Demand (d)	98	99	96	107	97	103
Turnips and swedes, fresh	173	Prices	101	106	101	108	104	82
		Purchases	94	109	109	96	79	117
		Demand (c)	95	115	110	102	82	98
		Demand (d)	94	115	109	102	82	100
Other root vegetables, fresh	174	Prices	105	102	114	100	96	85
		Purchases	100	101	81	99	106	117
		Demand (c)	104	102	90	99	102	104
		Demand (d)	105	102	90	99	103	102
Onions, shallots and leeks, fresh	175	Prices	114	104	100	118	97	74
		Purchases	96	103	97	93	101	111
		Demand (c)	101	104	97	99	100	99
		Demand (d)	102	104	97	99	100	98
Cucumbers	176	Prices	111	108	105	97	91	90
		Purchases	97	98	97	94	107	107
		Demand (c)	103	102	100	93	102	102
		Demand (d)	104	102	100	93	102	99

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Mushrooms . . .	177	Prices	100	107	93	97	99	106
		Purchases	100	96	100	96	101	106
		Demand (c)	100	97	99	96	101	107
		Demand (d)	102	98	100	96	102	103
Tomatoes, fresh . . .	178	Prices	110	105	102	95	93	96
		Purchases	105	103	104	94	98	97
		Demand (c)	108	105	105	92	95	96
		Demand (d)	109	105	105	92	96	94
Miscellaneous fresh vegetables . . .	183	Prices	100	111	92	93	101	105
		Purchases	99	87	105	100	94	117
		Demand (c)	99	96	97	93	95	123
		Demand (d)	100	96	98	93	96	119
Tomatoes, canned and bottled . . .	184	Prices	101	130	111	90	90	84
		Purchases	87	94	92	103	114	112
		Demand (c)	87	98	93	102	113	110
		Demand (d)	88	98	93	102	113	109
Canned peas . . .	185	Prices	94	103	106	101	99	97
		Purchases	104	104	103	105	94	91
		Demand (c)	98	108	109	106	93	88
		Demand (d)	97	107	109	106	92	90
Canned beans . . .	188	Prices	94	118	109	100	92	91
		Purchases	99	93	99	103	103	102
		Demand (c)	94	106	107	103	97	94
		Demand (d)	94	106	107	103	96	95
Canned vegetables, other than pulses, potatoes or tomatoes . . .	191	Prices	95	95	99	104	107	101
		Purchases	113	107	103	105	90	84
		Demand (c)	106	100	101	110	99	85
		Demand (d)	105	100	101	110	99	86
Dried pulses, other than air-dried . . .	192	Prices	89	123	109	95	99	89
		Purchases	106	97	96	93	88	124
		Demand (c)	85	144	112	84	86	100
		Demand (d)	85	144	112	84	86	101
Air-dried vegetables . . .	195	Prices	100	90	105	99	108	100
		Purchases	165	124	107	107	79	54
		Demand (c)	165	109	112	106	86	54
		Demand (d)	165	109	112	106	86	54
Vegetable juices . . .	196	Prices	86	83	117	109	103	107
		Purchases	108	127	85	88	107	91
		Demand (c)	90	100	103	99	110	99
		Demand (d)	92	102	104	98	113	93
Chips, excluding frozen . . .	197	Prices	83	79	87	139	125	101
		Purchases	111	122	118	88	72	98
		Demand (c)	96	101	106	114	86	99
		Demand (d)	96	101	106	114	86	100
Instant potato . . .	198	Prices	91	91	105	123	112	83
		Purchases	100	91	86	164	97	80
		Demand (c)	91	84	90	202	109	67
		Demand (d)	91	84	90	202	109	67
Canned potato . . .	199	Prices	93	96	102	114	110	88
		Purchases	138	116	109	129	68	65
		Demand (c)	128	111	112	148	75	57
		Demand (d)	129	111	112	148	76	56

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Crisps and other potato products, not frozen . . .	200	Prices	87	88	103	106	114	104
		Purchases	96	105	101	96	91	112
		Demand (c)	88	97	104	100	99	115
		Demand (d)	88	97	104	100	99	114
Other vegetable products . . .	202	Prices	92	101	101	106	104	98
		Purchases	88	100	101	105	95	113
		Demand (c)	85	100	102	107	97	112
		Demand (d)	86	101	102	107	98	108
Frozen peas . . .	203	Prices	106	104	103	99	101	88
		Purchases	87	89	100	101	114	112
		Demand (c)	94	93	103	100	115	97
		Demand (d)	95	94	104	100	116	94
Frozen beans . . .	204	Prices	110	105	99	100	100	87
		Purchases	96	97	103	93	106	106
		Demand (c)	109	104	101	93	106	89
		Demand (d)	110	105	102	93	107	86
Frozen chips and other frozen convenience potato products . . .	205	Prices	95	89	95	141	113	79
		Purchases	85	86	101	101	101	134
		Demand (c)	80	74	94	156	118	99
		Demand (d)	81	74	94	156	119	95
All frozen vegetables and frozen vegetable products, not specified elsewhere	208	Prices	107	108	98	100	99	89
		Purchases	76	73	102	123	120	120
		Demand (c)	91	90	96	124	118	86
		Demand (d)	93	91	97	123	120	82
All frozen vegetables.	203, 204, 205, 208	Prices	105	102	99	106	102	86
		Purchases	86	86	102	103	112	115
		Demand (c)	91	89	101	112	115	95
		Demand (d)	93	89	101	111	116	92
Oranges (e) . . .	210	Prices	103	108	98	98	98	96
		Purchases	106	101	106	99	99	91
		Demand (c)	108	107	104	97	97	88
		Demand (d)	109	108	104	97	98	86
Other citrus fruit . . .	214	Prices	108	107	102	96	94	94
		Purchases	109	88	91	97	102	116
		Demand (c)	121	95	93	92	95	107
		Demand (d)	123	96	94	92	96	102
Apples (e) . . .	217	Prices	116	99	102	84	107	96
		Purchases	94	102	99	110	94	101
		Demand (c)	102	102	100	101	97	99
		Demand (d)	103	102	100	101	98	97
Pears (e). . .	218	Prices	114	102	102	86	100	99
		Purchases	91	103	101	109	110	88
		Demand (c)	114	107	104	83	110	86
		Demand (d)	116	107	104	83	111	84
Stone fruit, fresh . . .	221	Prices	122	99	122	83	94	87
		Purchases	91	144	54	103	104	132
		Demand (c)	167	141	99	58	87	85
		Demand (d)	169	142	100	58	88	82
Grapes, fresh . . .	222	Prices	104	101	95	86	112	105
		Purchases	105	110	119	116	72	87
		Demand (c)	113	112	107	87	89	95
		Demand (d)	115	113	108	87	90	91

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Soft fruit, fresh, other than grapes . . .	227	Prices	95	95	108	86	108	111
		Purchases	121	161	89	71	91	90
		Demand (c)	101	138	113	43	118	127
		Demand (d)	102	139	114	42	119	124
Bananas . . . . .	228	Prices	102	105	102	95	98	99
		Purchases	100	98	98	99	103	103
		Demand (c)	101	101	99	96	101	102
		Demand (d)	102	102	99	96	101	100
Rhubarb. . . . .	229	Prices	102	104	104	88	107	98
		Purchases	124	92	115	71	104	105
		Demand (c)	125	93	117	66	107	104
		Demand (d)	126	94	117	66	108	103
Other fresh fruit . . .	231	Prices	94	92	108	94	111	103
		Purchases	100	105	131	97	75	100
		Demand (c)	98	101	136	94	78	102
		Demand (d)	100	102	139	94	79	94
Canned peaches, pears and pineapples . . .	233	Prices	88	104	101	98	105	105
		Purchases	130	103	102	94	87	90
		Demand (c)	116	107	103	91	91	94
		Demand (d)	116	108	103	91	92	93
Other canned and bottled fruit. . . .	236	Prices	97	105	101	95	98	105
		Purchases	121	103	106	101	91	82
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
All canned and bottled fruit. . .	233, 236	Prices	93	105	101	96	101	105
		Purchases	125	103	104	98	89	86
		Demand (c)	122	105	104	96	89	87
		Demand (d)	122	105	105	96	90	86
Dried fruit and dried fruit products . . .	240	Prices	97	115	95	81	108	107
		Purchases	96	95	102	112	96	100
		Demand (c)	94	102	99	101	100	103
		Demand (d)	95	102	100	101	101	102
Nuts and nut products . . . . .	245	Prices	92	100	101	93	104	110
		Purchases	90	82	89	118	118	108
		Demand (c)	90	82	89	117	118	109
		Demand (d)	92	83	90	117	120	104
Fruit juices . . . . .	248	Prices	111	111	98	96	91	95
		Purchases	94	79	98	96	105	135
		Demand (c)	106	89	96	92	93	128
		Demand (d)	109	90	96	92	94	122
Standard white loaves	251-254	Prices	98	107	98	94	98	107
		Purchases	104	104	104	99	97	93
		Demand (c)	104	104	104	99	97	93
		Demand (d)	103	104	104	99	96	94
All bread . . . . .	251-256 263	Prices	98	106	98	94	98	106
		Purchases	102	100	102	100	99	97
		Demand (c)	101	101	102	99	99	98
		Demand (d)	101	101	102	99	99	98
Flour . . . . .	264	Prices	96	121	100	85	98	103
		Purchases	92	96	92	106	113	104
		Demand (c)	89	111	92	94	110	106
		Demand (d)	89	111	92	94	110	107

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Buns, scones and tea-cakes . . . . .	267	Prices	99	109	100	95	97	100
		Purchases	98	89	107	105	99	103
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cakes and pastries . . . . .	270	Prices	95	102	104	99	97	103
		Purchases	121	113	101	92	91	87
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Crispbread . . . . .	271	Prices	105	105	100	91	101	99
		Purchases	119	121	97	88	84	96
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Biscuits, other than chocolate biscuits . . . . .	274	Prices	90	102	109	99	99	103
		Purchases	99	98	101	102	103	97
		Demand (c)	97	98	103	102	103	97
		Demand (d)	97	98	103	102	103	97
Chocolate biscuits . . . . .	277	Prices	88	99	107	98	103	106
		Purchases	119	107	91	94	89	102
		Demand (c)	107	107	96	93	91	107
		Demand (d)	108	107	96	93	91	106
All biscuits . . . . .	271, 274 277	Prices	92	102	106	98	98	104
		Purchases	103	100	99	100	100	98
		Demand (c)	101	101	101	99	99	99
		Demand (d)	101	101	101	99	99	98
Oatmeal and oat products (e) . . . . .	281	Prices	91	109	106	98	99	99
		Purchases	95	104	99	101	104	95
		Demand (c)	86	112	105	99	103	97
		Demand (d)	86	112	105	99	103	98
Breakfast cereals (e) . . . . .	282	Prices	95	105	107	98	98	97
		Purchases	95	92	97	103	105	111
		Demand (c)	93	93	99	102	104	110
		Demand (d)	93	93	99	102	105	109
Canned milk puddings . . . . .	285	Prices	96	101	107	102	96	99
		Purchases	117	108	106	104	90	80
		Demand (c)	114	108	111	105	88	79
		Demand (d)	113	108	111	105	87	81
Puddings, other than canned . . . . .	286	Prices	91	96	99	99	105	112
		Purchases	134	118	103	93	78	85
		Demand (c)	120	112	102	92	82	96
		Demand (d)	120	112	102	92	82	96
Rice . . . . .	287	Prices	91	135	103	88	94	96
		Purchases	89	93	93	104	118	106
		Demand (c)	87	100	94	101	116	104
		Demand (d)	88	100	94	101	116	103
Infant cereal foods . . . . .	291	Prices	85	86	90	107	114	126
		Purchases	112	107	90	104	85	105
		Demand (c)	109	105	89	104	87	108
		Demand (d)	107	104	88	105	85	115
Frozen convenience cereal foods . . . . .	294	Prices	96	103	103	99	91	108
		Purchases	68	69	95	122	122	152
		Demand (c)	67	69	97	121	117	157
		Demand (d)	68	70	97	121	119	149

TABLE 4—continued  
(average for the whole period=100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Other cereal foods .	301	Prices	88	118	112	102	97	87
		Purchases	85	87	91	113	104	127
		Demand (c)	70	112	108	117	100	102
		Demand (d)	70	112	109	117	100	99
Tea (e) . . . . .	304	Prices	96	90	82	81	135	128
		Purchases	101	104	102	104	96	93
		Demand (c)	99	100	94	94	110	104
		Demand (d)	99	100	94	94	110	105
Coffee, bean and ground . . . . .	307	Prices	81	79	73	90	162	147
		Purchases	103	111	124	108	84	78
		Demand (c)	93	100	107	103	105	92
		Demand (d)	97	101	108	103	107	85
Instant coffee (e) . . . . .	308	Prices	88	82	74	88	151	140
		Purchases	101	110	109	110	77	97
		Demand (c)	94	98	92	102	98	118
		Demand (d)	95	98	92	102	99	116
Cocoa and drinking chocolate (e) . . . . .	312	Prices	78	83	93	91	113	161
		Purchases	105	110	95	101	108	82
		Demand (c)	77	88	88	90	126	147
		Demand (d)	77	88	88	90	126	147
Branded food drinks . . . . .	313	Prices	107	103	97	93	95	106
		Purchases	105	105	95	94	110	92
		Demand (c)	113	108	92	87	104	98
		Demand (d)	113	108	92	87	104	98
Baby foods, canned and bottled . . . . .	315	Prices	91	91	103	98	105	113
		Purchases	151	165	104	102	65	58
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Canned soups . . . . .	318	Prices	95	98	107	100	101	99
		Purchases	116	112	97	102	89	87
		Demand (c)	112	110	102	102	89	87
		Demand (d)	112	110	102	102	89	87
Dehydrated and powdered soups . . . . .	319	Prices	100	99	98	100	99	104
		Purchases	98	104	102	103	94	101
		Demand (c)	97	102	100	103	93	105
		Demand (d)	97	102	100	103	93	104
Spreads and dressings . . . . .	323	Prices	88	92	105	103	103	110
		Purchases	106	104	98	89	100	104
		Demand (c)	101	100	101	90	101	108
		Demand (d)	102	101	101	90	102	105
Pickles and sauces . . . . .	327	Prices	97	98	104	102	100	100
		Purchases	94	95	103	100	101	106
		Demand (c)	91	94	107	102	101	106
		Demand (d)	92	94	107	102	101	105
Meat and yeast extracts . . . . .	328	Prices	112	106	104	95	94	90
		Purchases	94	105	94	101	107	101
		Demand (c)	106	112	98	96	100	90
		Demand (d)	106	112	98	96	100	90
Table jelly, squares and crystals . . . . .	329	Prices	94	101	118	107	94	89
		Purchases	112	110	97	102	90	91
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

TABLE 4—*continued*  
(average for the whole period = 100)

	Food codes (b)		1973	1974	1975	1976	1977	1978
Ice-cream (served as part of a meal), mousse	332	Prices	112	109	105	97	93	88
		Purchases	85	78	89	106	118	137
		Demand (c)	96	86	94	101	107	117
		Demand (d)	98	87	95	101	109	112

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

(b) For further details of the items included in each category see Appendix A, Table 15. 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 constituent items.

(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, 1971-1978*

	Elasticity with respect to the price of				R <sup>2</sup>
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	
Beef and veal . . . . .	-1.50 (.19)	0.20 (.10)	0.10 (.08)	0.03 (.06)	0.45
Mutton and lamb . . . . .	0.47 (.22)	-1.25 (.23)	0.11 (.12)	0.13 (.14)	0.25
Pork . . . . .	0.31 (.23)	0.15 (.16)	-1.68 (.19)	0.03 (.12)	0.53
Broiler chicken . . . . .	0.14 (.26)	0.23 (.25)	0.04 (.15)	-1.02 (.29)	0.14

	Elasticity with respect to the price of					R <sup>2</sup>
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	Bacon and ham, uncooked	
Beef and veal . . . . .	-1.50 (.19)	0.20 (.10)	0.10 (.08)	0.05 (.06)	0.01 (.06)	0.46
Mutton and lamb . . . . .	0.46 (.22)	-1.28 (.23)	0.06 (.13)	0.11 (.14)	0.26 (.13)	0.26
Pork . . . . .	0.31 (.23)	0.08 (.16)	-1.72 (.19)	0.13 (.11)	0.15 (.12)	0.52
Broiler chicken . . . . .	0.20 (.24)	0.20 (.24)	0.17 (.15)	-0.70 (.28)	-1.03 (.21)	0.26
Bacon and ham, uncooked . . . . .	0.01 (.13)	0.22 (.11)	0.10 (0.08)	-0.51 (.10)	-0.54 (.15)	0.32

	Elasticity with respect to the price of		R <sup>2</sup>
	Butter	Margarine	
Butter . . . . .	-0.37 (.06)	0.26 (.03)	0.37
Margarine . . . . .	0.65 (.08)	-0.54 (.17)	0.46

	Elasticity with respect to the price of			R <sup>2</sup>
	Brassicas and root vegetables	Canned vegetables	Frozen vegetables	
Brassicas and root vegetables . . . . .	-0.54 (.06)	0.25 (.05)	0.37 (.05)	0.52
Canned vegetables . . . . .	0.26 (.05)	-1.02 (.20)	0.03 (.12)	0.37
Frozen vegetables . . . . .	0.64 (.09)	0.05 (.20)	-1.53 (.26)	0.55

	Elasticity with respect to the price of			R <sup>2</sup>
	Oranges	Apples	Pears	
Oranges . . . . .	-0.86 (.22)	0.28 (.10)	-0.00 (.08)	0.22
Apples . . . . .	0.12 (.05)	-0.58 (.07)	0.05 (.02)	0.41
Pears . . . . .	-0.01 (.32)	0.46 (.21)	-2.09 (.27)	0.50



TABLE 5—continued

	Elasticity with respect to the price of		R <sup>2</sup>
	Oatmeal and oat products	Breakfast cereals	
Oatmeal and oat products . . .	-1.17 (.33)	1.04 (.68)	0.15
Breakfast cereals . . .	0.11 (.07)	-0.47 (.29)	0.05

	Elasticity with respect to the price of		R <sup>2</sup>
	Tea	Instant coffee	
Tea . . . . .	-0.63 (.11)	0.28 (.11)	0.30
Instant coffee . . . . .	0.39 (.15)	-0.94 (.20)	0.19

	Elasticity with respect to the price of				R <sup>2</sup>
	Milk	Tea	Instant coffee	Cocoa and drinking chocolate	
Milk . . . . .	-0.13 (.06)	-0.03 (.02)	-0.04 (.03)	-0.01 (.01)	0.09
Tea . . . . .	-0.12 (.10)	-0.65 (.11)	0.29 (.11)	0.07 (.03)	0.33
Instant coffee . . . . .	-0.26 (.16)	0.41 (.15)	-0.96 (.20)	-0.04 (.04)	0.21
Cocoa and drinking chocolate . . . . .	-0.68 (.45)	1.19 (.52)	-0.57 (.55)	-1.62 (.48)	0.14

(a) Calculated from monthly Survey data from 1971 to 1978. The figures in brackets are estimates of the standard error. The values of R<sup>2</sup> give the proportion of variation in monthly average purchases explained by the own- and cross-price elasticities.

TABLE 6

Annual indices of average deflated prices, purchases and demand taking into account the effect of cross-price elasticities for related commodities, 1971-1978

(Average for the whole period=100)

		1971	1972	1973	1974	1975	1976	1977	1978
Beef and veal . . . . .	Prices (a)	96	101	119	106	93	97	93	98
	Purchases (b)	103	91	84	98	111	101	107	109
	Demand (c)	100	94	104	104	101	96	97	105
	Demand (d)	103	95	104	103	100	95	97	102
Mutton and lamb . . . . .	Prices (a)	88	94	112	109	96	98	99	106
	Purchases (b)	122	113	101	93	98	97	90	90
	Demand (c)	107	107	105	101	96	96	93	97
	Demand (d)	110	108	105	100	95	95	93	95
Pork . . . . .	Prices (a)	93	97	113	103	103	101	91	99
	Purchases (b)	98	102	98	104	90	91	107	110
	Demand (c)	91	98	112	107	97	94	94	109
	Demand (d)	94	100	112	106	96	93	94	106
Broiler chicken . . . . .	Prices (a)	99	90	107	103	100	99	101	102
	Purchases (b)	85	96	103	96	99	107	107	110
	Demand (c)	88	88	104	96	101	106	109	112
	Demand (d)	90	88	104	96	100	106	108	110
Beef and veal . . . . .	Prices (a)	96	101	119	106	93	97	93	98
	Purchases (b)	103	91	84	98	111	101	107	109
	Demand (c)	100	94	104	104	101	96	97	105
	Demand (d)	103	95	104	103	100	95	97	102
Mutton and lamb . . . . .	Prices (a)	88	94	112	109	96	98	99	106
	Purchases (b)	122	113	101	93	98	97	90	90
	Demand (c)	111	110	104	98	94	94	93	98
	Demand (d)	114	111	103	98	93	94	93	96
Pork . . . . .	Prices (a)	93	97	113	103	103	101	91	99
	Purchases (b)	98	102	98	104	90	91	107	110
	Demand (c)	92	100	112	105	96	93	94	110
	Demand (d)	95	102	111	105	95	92	94	107
Broiler chicken . . . . .	Prices (a)	99	90	107	103	100	99	101	102
	Purchases (b)	85	96	103	96	99	107	107	110
	Demand (c)	74	81	110	107	108	115	106	108
	Demand (d)	76	82	110	106	108	114	106	106
Bacon and ham, uncooked	Prices (a)	84	89	111	112	107	108	96	97
	Purchases (b)	114	107	102	96	92	92	99	99
	Demand (c)	107	97	107	101	96	96	99	98
	Demand (d)	109	98	107	100	96	95	99	97
Butter . . . . .	Prices (a)	119	118	90	81	83	100	106	111
	Purchases (b)	106	92	102	110	110	101	92	89
	Demand (c)	113	99	100	100	101	102	93	93
	Demand (d)	115	100	100	99	100	101	93	92
Margarine . . . . .	Prices (a)	102	97	92	108	108	94	102	97
	Purchases (b)	100	115	100	82	84	99	111	114
	Demand (c)	91	101	103	99	99	96	108	105
	Demand (d)	88	100	103	99	100	97	109	107

TABLE 6—continued

(Average for the whole period=100)

		1971	1972	1973	1974	1975	1976	1977	1978
Brassicas and root vegetables . . . . .	Prices (a)	95	97	100	110	108	105	107	81
	Purchases (b)	107	104	105	102	92	94	88	110
	Demand (c)	98	99	105	105	95	98	94	106
	Demand (d)	99	100	105	105	95	98	93	106
Canned vegetables . . . . .	Prices (a)	96	101	95	109	107	102	97	95
	Purchases (b)	82	103	105	102	104	107	101	98
	Demand (c)	79	104	100	108	109	108	96	98
	Demand (d)	78	103	100	109	109	108	97	100
Frozen vegetables . . . . .	Prices (a)	120	107	103	101	97	96	96	84
	Purchases (b)	77	79	93	94	110	113	124	122
	Demand (c)	105	89	97	89	99	103	112	107
	Demand (d)	115	92	97	88	97	101	111	101
Oranges . . . . .	Prices (a)	99	103	102	107	98	98	97	96
	Purchases (b)	111	101	104	99	104	97	97	89
	Demand (c)	111	103	101	105	101	100	93	87
	Demand (d)	118	105	101	104	100	99	93	83
Apples . . . . .	Prices (a)	96	104	116	99	101	84	107	96
	Purchases (b)	109	96	94	102	98	110	94	100
	Demand (c)	107	97	101	100	99	100	97	98
	Demand (d)	113	100	100	99	98	99	97	95
Pears . . . . .	Prices (a)	97	102	114	102	102	86	101	99
	Purchases (b)	115	102	89	101	98	106	107	86
	Demand (c)	111	104	109	105	102	83	105	85
	Demand (d)	120	107	109	104	100	82	104	81
Oatmeal and oat products	Prices (a)	97	97	92	110	107	99	100	100
	Purchases (b)	109	123	90	99	94	96	99	94
	Demand (c)	102	119	87	105	96	97	101	97
	Demand (d)	100	118	87	105	96	97	101	98
Breakfast cereals . . . . .	Prices (a)	103	99	95	105	107	98	98	97
	Purchases (b)	87	94	98	95	100	106	109	114
	Demand (c)	86	94	96	96	103	105	108	113
	Demand (d)	90	94	96	96	102	105	107	111
Tea . . . . .	Prices (a)	107	100	94	89	81	81	133	126
	Purchases (b)	108	102	99	103	101	102	95	92
	Demand (c)	113	106	99	101	95	92	100	96
	Demand (d)	111	105	99	101	96	92	100	97
Instant coffee. . . . .	Prices (a)	99	89	90	84	76	90	154	144
	Purchases (b)	95	100	102	110	110	110	78	98
	Demand (c)	92	89	95	98	92	108	105	126
	Demand (d)	96	91	94	97	91	107	104	122

TABLE 6—continued

(Average for the whole period=100)

		1971	1972	1973	1974	1975	1976	1977	1978
Milk . . . . .	Prices (a)	115	110	103	80	84	98	106	111
	Purchases (b)	96	99	102	103	103	103	98	97
	Demand (c)	98	100	102	99	99	102	101	100
	Demand (d)	99	100	102	98	99	101	101	100
Tea . . . . .	Prices (a)	107	100	94	89	81	81	133	126
	Purchases (b)	108	102	99	103	101	102	95	92
	Demand (c)	115	108	100	99	94	92	100	94
	Demand (d)	114	107	101	99	94	92	100	95
Instant . . . . .	Prices (a)	99	89	90	84	76	90	154	144
	Purchases (b)	95	100	102	110	110	110	78	98
	Demand (c)	95	91	94	92	88	108	107	133
	Demand (d)	99	93	94	91	87	106	107	128
Cocoa and drinking chocolate . . . . .	Prices (a)	98	87	80	85	96	93	116	166
	Purchases (b)	106	111	102	107	93	99	105	80
	Demand (c)	103	89	73	73	84	106	127	181
	Demand (d)	104	89	73	73	84	105	127	180

(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 (a) for broad food groups, 1971-1978

	Elasticity with respect to the price of:														Standard error of own-price elasticities	Proportion of variation explained by demand parameters (b)				
																I	II	III	IV	
	Milk and cream	Cheese	Carcass meat	Other meat	Fish	Eggs	Fats	Sugar and preserves	Potatoes	Other fresh vegetables	Other veg- etables	Fresh fruit	Other fruit	Bread						Other cereals
Milk and cream	-.06	-.05	-.11	-.05	-.04	-.00	-.07	-.02	-.01	-.05	-.06	.05	-.09*	-.13*	-.06	-.06	.51	.03	.19	.60
Cheese	-.18	-.23	.07	.16	.06	-.01	.24*	.03	.00	-.01	.26	.15	.10	.04	.27	.06	.34	.27	.36	.57
Carcass meat	-.08	-.01	-1.16*	.58*	.18*	-.03	-.05	-.05	-.02	-.04	.07	.01	.01	.18*	-.13	.06	.56	.27	.36	.72
Other meat	-.03	-.03	.51*	-1.20*	.04	-.03	-.04	-.03	-.03	.01	.03	.02	.05	-.02	-.08	.24	.49	.22	.39	.69
Fish	-.09	-.04	.61*	.14	-1.08*	-.03	.31	-.06	-.00	.15	.03	.22	.11	.12	.30	.21*	.59	.04	.26	.70
Eggs	-.01	-.01	.11	.13	-.04	-.12	-.07	-.09	-.02	-.07	-.07	.10	.10	-.05	-.03	.03	.62	.04	.17	.68
Fats	.16	-.13	-.15	-.26	.26	-.05	.03	.05	.03	.08	.03	.08	.03	-.04	-.03	.04	.59	.01	.02	.60
Sugar and preserves	.09	-.03	-.27	.12	-.11	-.11	-.09	.43*	-.03	-.12	.05	.16	.10	-.14	-.09	.07	.75	.30	.43	.86
Potatoes	-.02	-.00	-.10	-.17	-.00	-.02	-.05	-.02	-.18*	-.02	.09*	.09	.02	-.01	-.09	.05	.79	.28	.30	.85
Other fresh vegetables	.11	-.01	.14	-.05	.13	-.01	-.09	.07	-.01	-.42*	.34*	.28*	.09	-.16	-.27*	.04	.55	.31	.52	.78
Other vegetables	-.16	-.17	.25	.12	-.03	-.06	-.03	-.03	-.06*	.38*	.78*	-.09	-.05	-.13	-.04	.05	.63	.03	.50	.82
Fresh fruit	.15	.11	.04	-.09	.24	-.01	.11	-.11	-.01	.34*	.09	.42*	.14	-.02	.05	.17	.58	.09	.16	.65
Other fruit	-.46*	-.13	.04	-.40	-.20	.15	.06	.13	-.03	.20	.10	.24	-.59*	-.08	-.05	.10	.74	.03	.23	.80
Bread	-.24*	-.02	.43*	-.07	-.09	-.03	-.04	-.06	-.01	-.12	-.09	-.01	-.03	-.54*	-.24	.02	.50	.03	.17	.59
Other cereals	-.08	-.08	-.22	-.03	.14	-.01	-.02	.03	-.03	-.14*	.02	.02	.01	-.16	-.73*	.05	.66	.15	.29	.76
Beverages	-.18	-.04	-.24	-.36	.24*	-.03	-.05	.05	-.04	-.05	.06	.17	.06	-.03	.11	.42*	.59	.29	.31	.71
Average deflated price (c)	3.25	18.00	23.30	17.66	22.15	1.24	10.66	4.06	1.64	5.11	7.08	5.50	8.41	4.22	8.59	28.33				
Average purchases (d)	4.81	3.70	14.86	22.34	4.49	4.00	11.00	15.44	39.58	21.34	13.71	16.31	6.09	33.41	24.35	3.08				

(a) Estimates followed by an asterisk are significantly different from zero at the conventional 95 per cent level.  
 (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 similar to that used in Tables 3 and 4.  
 Column II shows the proportion of the residual variation in average purchases (after removal of seasonal and annual shifts and income effects) which can be explained by the own-price variation in a single-equation model similar to that used in Tables 3 and 4.  
 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 may be slightly smaller than those given in column II for the single-equation model.  
 Column IV shows the proportion of the total variation in average purchases which can be explained by seasonal and annual shifts in demand, by changes in income and by variation in all prices in the multivariate model.  
 (c) Pence per lb (except for pence per pint of milk and cream, and pence per egg) all deflated to the January 1962 general price level.  
 (d) Ounces (except for pints of milk and cream, and number of eggs) per person per week.

TABLE 8

Annual indices of average deflated prices, purchases and demand (a) for broad food groups, 1971-1978

(average for the whole period = 100)

		1971	1972	1973	1974	1975	1976	1977	1978
Milk and cream . . . . .	Prices	113	108	103	82	86	98	104	110
	Purchases	97	100	102	102	102	102	97	97
	Demand	99	100	100	100	100	102	99	100
Cheese . . . . .	Prices	91	110	105	100	94	94	101	106
	Purchases	97	95	100	100	103	102	103	100
	Demand	96	97	104	99	99	101	104	99
Carcass meat . . . . .	Prices	93	98	115	106	97	98	95	101
	Purchases	107	99	91	97	103	97	102	104
	Demand	102	100	102	99	102	99	96	101
Other meat . . . . .	Prices	96	95	108	110	101	99	96	97
	Purchases	97	101	101	96	98	100	103	105
	Demand	97	96	103	102	99	101	103	101
Fish . . . . .	Prices	89	94	103	109	100	97	103	108
	Purchases	110	111	102	95	99	100	91	94
	Demand	102	103	99	100	103	104	92	97
Eggs . . . . .	Prices	106	87	118	121	98	96	94	86
	Purchases	107	105	102	99	99	99	95	96
	Demand	109	104	100	99	103	99	94	93
Fats . . . . .	Prices	111	106	91	96	96	98	102	102
	Purchases	102	100	101	99	100	99	98	100
	Demand	102	96	101	102	104	103	96	97
Sugar and preserves	Prices	84	87	85	95	145	112	103	102
	Purchases	118	114	106	100	89	94	93	90
	Demand	106	105	103	102	104	97	95	90
Potatoes . . . . .	Prices	77	78	84	88	120	216	117	74
	Purchases	110	106	107	107	102	79	91	101
	Demand	102	101	105	107	108	91	91	96
Other fresh vegetables . . . . .	Prices	98	99	105	106	106	101	100	86
	Purchases	106	102	103	101	95	94	93	107
	Demand	107	102	103	101	98	98	93	100
Other vegetables . . . . .	Prices	100	97	95	102	103	107	102	95
	Purchases	87	96	101	100	105	106	103	104
	Demand	95	96	94	97	104	107	103	106
Fresh fruit . . . . .	Prices	98	104	108	103	101	90	100	98
	Purchases	110	96	98	98	97	103	98	100
	Demand	113	98	100	99	105	104	92	90
Other fruit . . . . .	Prices	94	93	97	108	101	96	105	107
	Purchases	104	104	111	94	100	99	93	96
	Demand	100	98	104	103	103	102	94	96
Bread . . . . .	Prices	99	100	99	107	98	95	98	106
	Purchases	105	103	100	99	101	99	98	96
	Demand	109	104	94	96	99	98	102	99

TABLE 8—continued  
(average for the whole period=100)

		1971	1972	1973	1974	1975	1976	1977	1978
Other cereals . . . . .	Prices	96	99	98	106	107	96	96	102
	Purchases	102	100	101	99	97	100	102	99
	Demand	102	100	101	101	100	101	97	99
Beverages . . . . .	Prices	100	95	93	89	82	87	133	136
	Purchases	107	104	99	104	101	102	93	91
	Demand	114	105	95	93	91	96	104	104

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





## APPENDIX C

### Estimates of national supplies of food moving into consumption

The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For some purposes, however, it is useful to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food used in the manufacture of soft drinks and sweets, food consumed in catering establishments or in institutions such as hospitals, boarding schools and prisons, food consumed by HM Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain.<sup>1</sup> 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 1975 to 1978 are given on the next page.

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<sup>1</sup>The 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.

## APPENDIX C

## National supplies of principal foods moving into consumption in the United Kingdom, 1975-1978

	1975	1976	1977	1978
	lb per head per year			
Dairy products, excluding butter (as milk solids)	58.8	56.3	54.3	53.7
Cheese (also included in dairy products)	13.8	13.4	12.1	12.8
Meat (edible weight)	107.9	102.7	104.8	107.3
Poultry, game and rabbits (edible weight)	17.9	18.0	18.8	20.0
Fish (edible weight)	17.5	18.5	16.3	16.3
Eggs	31.5	31.8	31.5	31.8
Butter	18.5	18.2	17.2	16.5
Margarine (a)	11.1	12.8	14.3	13.9
Lard and compound cooking fat	13.1	12.1	13.6	13.0
Other edible oils and fats	12.1	12.6	12.1	12.5
Total fats (fat content)	48.1	49.3	49.3	49.3
Sugar and syrups (b)	105.2	106.9	106.8	106.4
Potatoes (raw equivalent)	224.5	187.4	210.8	223.5
Other vegetables (fresh equivalent)	133.5	145.3	150.0	147.0
Fruit (fresh equivalent)	118.3	123.9	116.6	120.1
Pulses, nuts etc	11.9	12.8	12.5	11.0
Grain products	159.5	165.6	162.8	160.6
Tea	7.7	8.0	7.0	6.4
Coffee	4.7	4.5	3.7	4.2
Chocolate confectionery (c)	13.0	14.1	13.9	15.2
Sugar confectionery (c)	11.7	12.3	13.0	13.2
	per head per day			
Nutritional value				
Energy	2,920	2,920	2,930	2,920
Protein: animal	52.8	51.4	51.0	51.4
vegetable	31.4	31.7	31.9	31.4
total	84.2	83.1	82.9	82.8
Fat: animal	104	102	103	102
vegetable	26	28	28	28
total	130	130	131	130
Carbohydrate: animal	24	23	23	22
vegetable	352	355	355	357
total	376	378	378	379
Calcium	1,150	1,130	1,105	1,080
Iron	13.1	13.2	13.1	13.1
Thiamin (d)	1.67	1.66	1.69	1.68
Riboflavin	1.98	1.94	1.93	1.92
Nicotinic acid (e)	19.6	19.4	19.5	19.7
Nicotinic acid equivalent (f)	34.6	33.7	33.9	34.3
Vitamin C (d)	95	96	98	102
Vitamin A: retinol equivalent (g)	1,350	1,360	1,345	1,370
Vitamin D	2.76	2.99	2.86	2.73
Energy: alcoholic drink (h)	160	166	160	171

N.B. More detailed estimates for the years 1975-1978 were published in *British Business*, vol 37 no 11 pages 573-575, 14th December, 1979.

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

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

(e) Total nicotinic acid.

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

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

(h) Not included in total energy shown above.

## APPENDIX D

### Estimates of quantities of milk consumed in the home by individual members of households containing children, 1971–1978

**1** Following the announcement<sup>1</sup> in October 1970 that the supply of welfare milk at a reduced price to young children and expectant mothers was to be discontinued in April 1971,<sup>2</sup> and that the supply of free milk in schools to most children over seven years of age was to be discontinued in September of the same year,<sup>3</sup> arrangements were made to produce special analyses of National Food Survey data which would highlight any changes which might take place in the level of milk consumption in various types of families containing children under 10 years of age or an expectant mother. Two categories of analyses were planned. The first of these entailed tabulation of the quantities of milk obtained for consumption in the home by the household as a whole, plus quantities of milk obtained at school. The second category of analyses entailed tabulation of quantities of milk consumed in the home by various categories of *person*. With this second purpose in mind, a special questionnaire was introduced into the NFS in mid-February 1971<sup>4</sup> on which the housewife was asked to record the quantities of milk drunk or consumed in beverages each day by each member of her family and also the quantity used in cooking or served to visitors.

**2** For both categories of analyses, three broad groups of households were distinguished, namely:

**Group I:** households containing one or more children aged 0–4 years and/or an expectant mother, but no child aged 7–9 years. This group includes all households which would have been entitled to welfare milk under the regulations applicable before April 1971, but excludes some (though not all) households containing a child which would have been eligible for free school milk 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”.<sup>5</sup>

**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 milk was removed by the new regulations,<sup>5</sup>

<sup>1</sup>*New Policies for Public Spending*, Cmnd. 4515, HMSO, 1970.

<sup>2</sup>*The Welfare Food Order 1971*, SI No. 457, HMSO, 1971. This order 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.

<sup>3</sup>*Education (Milk) Act, 1971*. This Act 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 free milk would be supplied to pupils up to the end of the summer term next following their seventh birthday.

<sup>4</sup>This was the earliest date at which the questionnaire could be introduced.

<sup>5</sup>The system of coding and processing NFS data which was in use at the time 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 (effectively, those households with children aged 7–10 years in junior schools). The matching could only be attempted in terms of distinguishing households containing children in either the age range 7 to 12 (ie under 13) years, or that from 10 to 12 years, or that from 7 to 9 years, the latter being the one which was adopted.

but virtually none of the households who were affected by the changes in regulations for welfare milk.<sup>1</sup> 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.<sup>2</sup> For convenience, this group is referred to below as “households affected by the changes in arrangements for both welfare milk and school milk”.

3 Results for these three groups are shown in Tables 1 to 4 for the period from 1971 to 1976, and the corresponding sample sizes are shown in Tables 5 to 7. Throughout this period, the three broad groups of households were further subdivided into families in higher income groups (ie income groups A and B<sup>3</sup>) and those in lower income groups. A further (alternative) sub-division distinguishes between families with only one or two children aged *under 10 years* and those with three or more such children. Subsequent to 1976 the analyses were extended to include all households with children under 18 years of age, but separate results for each of groups I, II and III have not been tabulated; however, the analyses do distinguish between families in higher and lower income groups and (alternatively) between those with 1 or 2 children *under 18 years* of age and those with 3 or more such children. These results are shown in Tables 8 and 10, and the sample sizes are given in Table 9. The inclusion of the additional households in the analyses in 1977 and 1978 increased the sample size sufficiently to justify tabulation of separate results for larger families (those with 3 or more children under 18 years of age) in the lower income group.

#### *Results for 1971–1976*

4 Table 1 shows national results for households in each of Groups I, II and III; corresponding results for these households further subdivided into high or low income and large or small families are given in Tables 2 to 4. The numbers of households and persons in the samples from each group are shown in Tables 5 to 7. Small differences between the average quantities of milk obtained and the average quantities consumed are due to the latter excluding all milk which was wasted, fed to pets or added to household stocks. The data for the first quarter of 1971, and especially those relating to individuals' consumption, are based on samples which are really too small to provide accurate bench-marks for the levels of consumption before the changes in arrangements for welfare and school milk.

5 The data suggest that households affected by the change in arrangements for welfare milk, but not by that for school milk (Group I), on the whole replaced nearly all their reduced price welfare milk by increased purchases at the full retail price after April 1971. Within Group I households, average consumption by children aged 0–4 years (ie those whose entitlement to welfare milk was affected by the change in arrangements) was maintained after April 1971 except that children of this age in families in the lower income groups *temporarily*

<sup>1</sup>A very small quantity of welfare milk was recorded by this group owing to the presence of visitors in households in this group.

<sup>2</sup>See footnote 5 on page 213.

<sup>3</sup>See “income groups” in Glossary.

recorded (in 1972) a rather lower average level of consumption than previously. There were no significant lasting changes in consumption by other categories of persons.

6 The households affected by the change in arrangements for school milk, but not by that for welfare milk (Group II), appear not to have increased their purchases of full price milk to compensate for the loss of school milk. Indeed, average consumption *in the home* by all children of school age did not change significantly; in particular, average consumption in the home by children aged 7–9 (ie those whose entitlement to free school milk was withdrawn) although at least fully maintained, even in lower income groups and in larger families, did not rise sufficiently to offset fully the loss of school milk.

7 Households affected by the changes in arrangements for both welfare milk and school milk (Group III) appear to have increased their average purchases of full price milk in April 1971 and again in October 1971, but not sufficiently to compensate fully for the loss in welfare and school milk. The averages for this group are derived from information provided by a very small number of households and are subject to a degree of sampling error which is so great as to mask any real changes that may have occurred in the levels of consumption of milk in the home by the various categories of persons.

8 On the whole, the data obtained from this special study between 1971 and 1976 provide no evidence of any significant change in milk consumption *in the home* by any age group resulting from changes in arrangements for welfare and school milk. The differences between the age groups remained virtually unchanged, with consumption varying inversely with age. No nutritional interpretation can be placed on these data because nutritional status depends on the diet as a whole rather than on any single component.

#### *Results for 1977 and 1978*

9 Details of average milk consumption in the home in 1977 and 1978 for each category of person in various types of family are shown in Table 8 together with (in brackets) their standard errors; corresponding sample sizes are given in Table 9. In these analyses children under 1 year of age have been excluded from the lowest age group since many of them were breast fed or fed on dried milk, but to conform with normal Survey practice they have been included in the overall averages. Separate averages of quantities of milk obtained are not shown because of their close similarity to the overall average quantities consumed.

10 In the two years, the average quantities of milk drunk in the home by children aged 1–4 years and those aged 7–9 years in lower income families did not differ significantly from those in higher income families, nor did those in larger families (even larger families in the lower income groups) differ significantly from those in smaller families. For children aged 5–6 years the results are somewhat inconclusive in that they show a significantly higher level of consumption in 1977 by those in higher income groups or smaller families than by those in lower income groups or larger families, but the opposite situation in 1978, although in that year the differences were not statistically significant. In contrast, there was a generally significant tendency for average milk consumption in the home by older children (10–14 and 15–17 years) to vary directly with

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income and inversely with size of family. Although average consumption by adult males did not vary significantly in different income or family size groups, that by adult females was significantly greater in smaller families than in larger families (especially larger families in lower income groups).

**11** It is possible to present the data obtained from this study not only as group averages but also in the form of frequency distributions of persons classified according to the quantity of milk consumed in the home during the week they participated in the Survey. Examples of such distributions are shown in percentage form in Table 10 for persons of each sex within each age group in the combined samples for 1977/78. Separate distributions for the higher and the lower income groups and for larger and smaller families are not shown because they are broadly similar to the overall distributions. Although some of the distributions appear to be bimodal this is largely due to quantities having been recorded by individuals to the nearest quarter of a pint, thus giving a clustering of weekly totals at multiples of  $7 \times \frac{1}{4}$  pints, ie  $1\frac{3}{4}$ ,  $3\frac{1}{2}$ , and  $5\frac{1}{4}$  pints. Despite this limitation, up to about the seventh birthday the distributions for boys are almost identical with those for girls of the same age. Thereafter, those for girls move to the left as their ages increase and are in contrast with those for boys, thereby suggesting a reluctance on the part of older girls to drink relatively large quantities of milk in the home. The distributions for all ages of juvenile males show little variation with age, but that for the much wider age group containing all adult males shows an abrupt cut back in average consumption in the home, the distribution moving to the left to coincide almost exactly with that for all adult females.

TABLE 1  
 Milk acquired by households containing children under 10 years of age or an expectant mother, and milk consumed by individuals therein, 1971-1976  
 (pints per person per week)

	1971					1972	1973	1974	1975	1976
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec						
<b>I Households affected by the change in arrangements for welfare milk but not by that for school milk:</b>										
(i) Milk acquired:										
Full price milk	2.48	4.21	4.29	4.40	4.34	4.61	4.61	4.64	4.56	
Welfare milk	2.38	0.26	0.14	0.20	0.18	0.11	0.09	0.08	0.05	
School milk	0.10	0.06	0.04	0.07	0.07	0.08	0.08	0.09	0.09	
Total	4.93	4.53	4.47	4.67	4.58	4.81	4.78	4.81	4.70	
(ii) Consumption in the home by:										
individuals aged 0-4	4.6	4.6	4.7	5.1	4.7	4.7	4.8	4.7	4.5	
" 5-6	4.5	4.3	4.0	4.6	4.4	4.3	4.4	4.5	4.3	
" 7-9										
" 10-14	3.6	4.2	3.4	3.5	3.7	4.3	4.6	4.3	4.1	
" 15-17	3.2	3.1	2.7	2.8	3.9	3.9	4.1	3.4	3.8	
males aged 18 or over	3.7	3.4	3.5	3.4	3.7	3.7	3.7	3.9	3.8	
females aged 18 or over	4.0	3.3	3.5	3.3	3.5	3.6	3.5	3.7	3.7	
pregnant females	5.2	5.2	5.0	4.4	4.6	5.2	5.4	5.3	5.1	
All above	4.2	3.9	3.9	4.0	4.0	4.1	4.1	4.2	4.1	
Visitors and cooking	0.7	0.6	0.5	0.6	0.5	0.6	0.5	0.6	0.5	
Total	4.9	4.5	4.4	4.6	4.5	4.7	4.6	4.7	4.6	
<b>II Households affected by the change in arrangements for school milk but not by that for welfare milk:</b>										
(i) Milk acquired:										
Full price milk	4.38	4.35	4.42	4.51	4.21	4.47	4.38	4.43	4.35	
Welfare milk	0.01	0.20	0.09	0.12	0.10	0.11	0.11	0.12	0.12	
School milk	0.44									
Total	4.83	4.55	4.51	4.63	4.32	4.58	4.48	4.55	4.47	

TABLE 1—continued  
(pints per person per week)

	1971					1972	1973	1974	1975	1976
	1971				Oct-Dec					
	Jan-Mar (a)	Apr-June	July-Sept							
<b>II—continued</b>										
(ii) Consumption in the home by:										
individuals aged 0-4	3.6	4.2	4.5	4.6	4.4	4.4	4.6	4.1	4.5	—
" " 5-6	4.2	4.4	4.5	4.8	4.6	4.7	4.5	4.5	4.4	—
" " 7-9	3.9	4.2	4.1	4.2	4.2	4.3	4.2	4.3	4.3	—
" " 10-14	4.3	3.7	3.3	4.4	3.6	3.9	3.8	4.0	3.9	—
" " 15-17	3.8	3.4	3.3	3.5	3.3	3.6	3.4	3.6	3.6	—
males aged 18 or over	3.3	3.1	3.3	3.2	3.0	3.3	3.3	3.3	3.2	—
females aged 18 or over	—	—	—	—	—	—	—	—	—	—
pregnant females	—	—	—	—	—	—	—	—	—	—
All above	3.8	3.8	3.8	4.0	3.8	4.0	3.9	3.9	3.9	—
Visitors and cooking	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	—
Total	4.5	4.3	4.4	4.5	4.3	4.4	4.4	4.5	4.4	—
<b>III Households affected by the changes in arrangements for both welfare and school milk:</b>										
(i) Milk acquired:										
Full price milk	3.13	3.81	3.99	4.17	4.01	4.17	4.26	4.42	4.38	—
Welfare milk	1.32	0.23	0.08	0.16	0.17	0.09	0.09	0.03	0.05	—
School milk	0.38	0.21	0.12	0.15	0.14	0.14	0.16	0.18	0.15	—
Total	4.83	4.25	4.19	4.48	4.32	4.40	4.51	4.63	4.57	—
(ii) Consumption in the home by:										
individuals aged 0-4	5.2	4.4	4.5	4.3	4.6	4.7	4.7	4.7	4.5	—
" " 5-6	4.0	4.3	3.6	3.8	4.0	4.1	4.1	4.2	4.2	—
" " 7-9	4.5	4.0	3.9	3.9	4.0	4.2	4.2	4.2	4.2	—
" " 10-14	4.4	3.2	3.7	3.8	3.8	3.7	4.0	4.3	4.0	—
" " 15-17	2.8	2.8	4.1	3.2	3.6	3.0	2.9	3.9	3.0	—
males aged 18 or over	3.1	3.3	2.9	3.4	3.3	3.4	3.5	3.6	3.6	—
females aged 18 or over	3.6	2.9	2.7	3.1	3.0	3.2	3.2	3.5	3.5	—
pregnant females	—	—	*	*	4.6	4.0	5.3	5.6	3.9	—
All above	4.1	3.7	3.6	3.7	3.8	3.9	4.0	4.1	4.0	—
Visitors and cooking	0.6	0.6	0.4	0.5	0.4	0.4	0.4	0.5	0.5	—
Total	4.8	4.3	4.0	4.2	4.2	4.2	4.4	4.6	4.4	—



**TABLE 2**  
*Milk acquired by households containing children under 10 years of age or an expectant mother, and milk consumed by individuals therein, 1971-1976*  
 (pints per person per week)

I. Households affected by the change in arrangements for welfare milk but not by that for school milk

	1971					1972	1973	1974	1975	1976
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec						
<b>A. Households in higher income groups†</b>										
(i) Milk acquired:										
Full price milk . . . . .	2.56	4.45	4.66	4.78	4.71	4.74	4.77	4.75	4.62	
Welfare milk . . . . .	2.37	0.21	0.04	0.03	0.05	0.04	0.04	0.04	0.03	
School milk. . . . .	0.10	0.07	0.03	0.07	0.07	0.09	0.09	0.09	0.09	
Total . . . . .	5.03	4.73	4.73	4.88	4.83	4.88	4.89	4.88	4.73	
(ii) Consumption in the home by:										
individuals aged 0-4 . . . . .	4.7	4.6	4.8	5.0	4.9	4.7	4.7	4.7	4.4	
" 5-6 . . . . .	4.6	4.4	4.3	4.4	4.5	4.4	4.5	4.5	4.3	
" 7-9 . . . . .	3.5	4.4	3.5	4.4	4.1	4.4	4.6	4.8	3.8	
" 10-14 . . . . .	*	4.8	2.8	3.1	3.6	4.1	4.6	3.4	3.6	
" 15-17 . . . . .	4.0	3.6	3.6	3.4	3.8	3.8	3.8	3.8	3.8	
males aged 18 or over . . . . .	3.6	3.5	3.6	3.5	3.6	3.8	3.6	3.7	3.7	
females aged 18 or over . . . . .	6.2	5.2	5.9	4.5	4.8	5.3	5.5	5.3	5.3	
pregnant females . . . . .										
All above . . . . .	4.2	4.0	4.1	4.1	4.2	4.2	4.2	4.2	4.1	
Visitors and cooking . . . . .	0.8	0.7	0.5	0.6	0.6	0.6	0.6	0.6	0.6	
Total . . . . .	5.0	4.7	4.6	4.7	4.7	4.7	4.8	4.7	4.6	
<b>B. Households in lower income groups†</b>										
(i) Milk acquired:										
Full price milk . . . . .	2.37	3.94	3.76	3.88	3.86	4.30	4.39	4.47	4.47	
Welfare milk . . . . .	2.32	0.31	0.27	0.43	0.34	0.26	0.17	0.16	0.12	
School milk. . . . .	0.10	0.06	0.06	0.08	0.07	0.07	0.07	0.08	0.08	
Total . . . . .	4.79	4.31	4.09	4.39	4.27	4.62	4.63	4.70	4.66	

TABLE 2—continued  
(pints per person per week)

	1971						1972	1973	1974	1975	1976
	1971			1971							
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec	Jan-Mar (a)	Apr-June					
<i>B—continued</i>											
(ii) Consumption in the home by:											
individuals aged 0-4 . . . . .	4.7	4.7	4.6	5.2	4.4	4.8	4.4	4.8	4.7	4.6	
" 5-6 . . . . .	4.2	4.3	3.8	4.9	4.3	4.1	4.3	4.6	4.6	4.2	
" 7-9 . . . . .	—	—	—	—	—	—	—	—	—	—	
" 10-14 . . . . .	3.6	4.0	3.2	2.8	3.3	3.9	3.3	4.2	3.6	4.7	
" 15-17 . . . . .	3.5	2.0	2.5	2.7	4.2	3.9	4.2	3.7	3.2	4.4	
males aged 18 or over . . . . .	3.6	3.2	3.4	3.4	3.5	3.6	3.5	3.6	4.1	3.9	
females aged 18 or over . . . . .	4.4	3.2	3.3	2.9	3.3	3.5	3.3	3.3	3.6	3.7	
pregnant females . . . . .	*	*	4.0	4.2	4.4	5.5	4.4	5.2	5.4	4.6	
All above . . . . .	4.2	3.8	3.8	3.9	3.8	4.0	3.8	4.0	4.2	4.2	
Visitors and cooking . . . . .	0.6	0.5	0.4	0.5	0.4	0.5	0.4	0.5	0.5	0.5	
Total . . . . .	4.8	4.3	4.1	4.4	4.2	4.5	4.2	4.5	4.7	4.6	
<i>C. Households containing 1 or 2 children under 10 years of age.</i>											
(i) Milk acquired:											
Full price milk . . . . .	2.51	4.20	4.42	4.54	4.49	4.71	4.49	4.70	4.78	4.62	
Welfare milk . . . . .	2.42	0.27	0.08	0.12	0.11	0.08	0.11	0.06	0.06	0.04	
School milk . . . . .	0.06	0.06	0.04	0.07	0.05	0.06	0.05	0.07	0.07	0.07	
Total . . . . .	4.99	4.53	4.54	4.73	4.65	4.85	4.65	4.83	4.91	4.73	
(ii) Consumption in the home by:											
individuals aged 0-4 . . . . .	4.7	4.6	4.7	5.1	4.7	4.8	4.7	4.8	4.6	4.5	
" 5-6 . . . . .	4.4	4.4	4.1	4.8	4.5	4.5	4.5	4.5	4.6	4.4	
" 7-9 . . . . .	—	—	—	—	—	—	—	—	—	—	
" 10-14 . . . . .	4.0	4.0	4.3	3.7	4.5	5.0	4.5	4.5	5.2	5.1	
" 15-17 . . . . .	3.2	3.4	2.9	2.8	4.2	4.2	4.2	3.9	3.4	4.1	
males aged 18 or over . . . . .	3.9	3.4	3.7	3.4	3.8	3.8	3.8	3.8	4.0	3.8	
females aged 18 or over . . . . .	4.2	3.4	3.6	3.4	3.5	3.7	3.5	3.6	3.7	3.8	
pregnant females . . . . .	5.2	5.2	5.0	4.4	4.7	5.2	4.7	5.4	5.4	5.0	
All above . . . . .	4.3	3.9	4.0	4.1	4.1	4.2	4.1	4.1	4.2	4.1	
Visitors and cooking . . . . .	0.7	0.6	0.5	0.6	0.5	0.6	0.5	0.6	0.6	0.6	
Total . . . . .	5.0	4.5	4.5	4.7	4.6	4.7	4.6	4.7	4.8	4.7	

TABLE 2—continued  
 (pints per person per week)

	1971					1972	1973	1974	1975	1976
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec						
D. Households containing 3 or more children under 10 years of age.										
(i) Milk acquired:										
Full price milk . . . . .	2.38	4.26	3.86	3.91	3.78	4.23	4.19	4.01	4.23	
Welfare milk . . . . .	2.05	0.19	0.33	0.47	0.41	0.24	0.23	0.20	0.14	
School milk . . . . .	0.28	0.11	0.06	0.07	0.10	0.17	0.13	0.14	0.16	
Total . . . . .	4.71	4.56	4.25	4.45	4.29	4.63	4.54	4.34	4.52	
(ii) Consumption in the home by:										
individuals aged 0-4 . . . . .	4.4	4.6	5.1	5.0	4.6	4.5	4.6	4.7	4.3	
" 5-6 . . . . .	4.6	4.2	4.0	4.3	4.2	4.0	4.4	4.4	4.0	
" 7-9 . . . . .	—	—	—	—	—	—	—	—	—	
" 10-14 . . . . .	3.4	4.3	3.0	3.5	3.4	3.9	4.6	3.8	3.6	
" 15-17 . . . . .	—	*	2.0	2.9	3.3	3.3	4.2	3.2	3.2	
males aged 18 or over . . . . .	3.4	3.7	2.4	3.2	3.2	3.4	3.5	3.2	3.7	
females aged 18 or over . . . . .	2.5	3.1	2.7	2.9	3.0	3.5	3.1	3.1	3.3	
pregnant females . . . . .	—	—	*	—	3.8	6.1	*	*	*	
All above . . . . .	3.7	4.0	3.6	3.9	3.8	3.9	4.1	3.9	3.8	
Visitors and cooking . . . . .	0.6	0.6	0.3	0.4	0.4	0.5	0.5	0.4	0.5	
Total . . . . .	4.3	4.6	3.9	4.3	4.2	4.4	4.5	4.3	4.2	

(a) Except that the averages of consumption relate to the period from mid-February to end March 1971.

\*Fewer than 3 persons.

†See paragraph 3 of this Appendix.

TABLE 3  
Milk acquired by households containing children under 10 years of age or an expectant mother, and milk consumed by individuals therein, 1971-1976

	II. Households affected by the change in arrangements for school milk but not by that for welfare milk (pints per person per week)						1976
	1971						
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec	1972	1973	
A. Households in higher income groups†							
(i) Milk acquired:							
Full price milk	4.63	4.55	4.61	4.72	4.43	4.60	4.37
Welfare milk	0.02	0.20	0.10	0.12	0.11	0.11	0.13
School milk	0.47						
Total	5.12	4.75	4.71	4.84	4.54	4.71	4.50
(ii) Consumption in the home by:							
individuals aged							
0-4	3.8	4.0	4.9	4.8	4.4	4.5	4.7
5-6	4.1	4.3	4.6	5.1	4.8	4.8	4.5
7-9	4.2	4.4	4.5	4.5	4.5	4.4	4.4
10-14	3.7	4.0	3.1	5.4	3.6	4.0	4.1
15-17	4.0	3.5	3.6	3.5	3.4	3.6	3.6
males aged 18 or over	3.4	3.3	3.5	3.3	3.2	3.5	3.2
females aged 18 or over							
pregnant females							
All above	3.9	3.8	4.0	4.2	3.9	4.1	3.9
Visitors and cooking	0.8	0.6	0.6	0.6	0.6	0.5	0.5
Total	4.7	4.5	4.6	4.8	4.5	4.6	4.4
B. Households in lower income groups†							
(i) Milk acquired:							
Full price milk	4.12	4.07	4.15	4.12	3.92	4.20	4.27
Welfare milk	0.41	0.20	0.08	0.13	0.10	0.09	0.10
School milk							
Total	4.53	4.27	4.23	4.25	4.02	4.28	4.37

	1971							1972	1973	1974	1975	1976
	(pints per person per week)											
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec								
<b>B—continued</b>												
(ii) Consumption in the home by:												
individuals aged												
0-4	3.5	4.7	4.0	4.3	4.2	4.3	4.2	4.3	4.1	4.1	4.2	4.2
5-6	4.4	4.6	4.3	4.3	4.4	4.3	4.4	4.3	4.4	4.4	4.4	4.3
7-9	3.4	3.8	3.6	3.6	3.8	3.6	4.0	4.1	4.3	4.3	4.0	4.0
10-14	4.8	3.2	3.5	3.3	3.8	3.5	3.6	3.5	3.9	3.7	3.6	3.6
15-17	3.6	3.1	2.8	3.6	3.4	3.3	3.1	3.4	3.7	3.7	3.6	3.6
18 or over	3.1	2.9	3.0	3.1	3.0	3.1	2.8	3.1	3.1	3.2	3.2	3.2
males aged												
females aged												
pregnant females												
All above	3.7	3.7	3.5	3.7	3.7	3.7	3.5	3.7	3.7	3.9	3.8	3.8
Visitors and cooking	0.4	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Total	4.2	4.1	4.0	4.1	4.1	4.1	4.0	4.1	4.1	4.4	4.4	4.3
<b>C. Households containing 1 or 2 children under 10 years of age.</b>												
(i) Milk acquired:												
Full price milk	4.59	4.38	4.60	4.55	4.66	4.49	4.43	4.66	4.49	4.53	4.39	4.39
Welfare milk	0.01											
School milk	0.38	0.18	0.08	0.10	0.10	0.11	0.10	0.10	0.11	0.12	0.12	0.12
Total	4.98	4.56	4.68	4.65	4.76	4.60	4.53	4.76	4.60	4.65	4.51	4.51
(ii) Consumption in the home by:												
individuals aged												
0-4	3.8	4.5	4.4	4.8	4.7	4.8	4.5	4.7	4.8	4.1	4.6	4.6
5-6	4.3	4.4	4.6	5.0	4.9	5.0	4.8	4.9	4.6	4.6	4.6	4.5
7-9	4.0	4.4	4.2	4.4	4.6	4.4	4.5	4.6	4.4	4.5	4.5	4.5
10-14	4.3	3.6	3.2	3.9	4.5	3.9	3.8	4.5	4.0	4.1	3.8	3.8
15-17	3.7	3.5	3.3	3.6	3.7	3.4	3.4	3.7	3.4	3.7	3.6	3.6
18 or over	3.2	3.2	3.5	3.2	3.4	3.2	3.1	3.4	3.4	3.4	3.4	3.2
males aged												
females aged												
pregnant females												
All above	3.8	3.8	3.8	4.0	4.1	3.9	3.9	4.1	3.9	4.0	3.9	3.9
Visitors and cooking	0.7	0.6	0.6	0.6	0.5	0.5	0.6	0.5	0.5	0.6	0.6	0.6
Total	4.5	4.4	4.4	4.6	4.6	4.4	4.4	4.6	4.4	4.5	4.5	4.4

TABLE 3—continued  
(pints per person per week)

	1971					1972	1973	1974	1975	1976
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec						
D. Households containing 3 or more children under 10 years of age.										
(i) Milk acquired:										
Full price milk . . . . .	4.05	4.29	4.12	4.44	3.81	4.14	4.18	4.21	4.24	
Welfare milk . . . . .	0.54	0.24	0.10	0.16	0.12	0.12	0.11	0.13	0.12	
School milk . . . . .										
Total . . . . .	4.59	4.53	4.22	4.60	3.93	4.26	4.29	4.34	4.35	
(ii) Consumption in the home by:										
individuals aged 0-4 . . . . .	3.4	4.1	4.7	4.3	4.2	4.2	4.5	4.0	4.4	
" " 5-6 . . . . .	4.0	4.4	4.2	4.5	4.1	4.3	4.5	4.3	4.3	
" " 7-9 . . . . .	3.8	4.0	4.0	4.0	3.8	4.0	4.2	4.3	4.2	
" " 10-14 . . . . .	4.3	3.7	3.5	5.1	3.2	3.1	3.5	3.5	3.9	
" " 15-17 . . . . .	4.2	3.0	3.4	3.2	3.0	3.3	3.3	3.4	3.6	
males aged 18 or over . . . . .	3.3	2.8	2.9	3.2	2.9	3.0	3.2	3.2	3.2	
females aged 18 or over . . . . .										
pregnant females . . . . .										
All above . . . . .	3.8	3.7	3.8	4.0	3.5	3.7	3.9	3.9	3.9	
Visitors and cooking . . . . .	0.5	0.5	0.5	0.4	0.4	0.4	0.5	0.4	0.4	
Total . . . . .	4.3	4.2	4.3	4.4	3.9	4.1	4.3	4.3	4.3	

(a) Except that the averages of consumption relate to the period from mid-February to end March 1971.

†See paragraph 3 of this Appendix.

**TABLE 4**  
*Milk acquired by households containing children under 10 years of age or an expectant mother, and milk consumed by individuals therein, 1971-1976*

(pints per person per week)  
 III. Households affected by the changes in arrangements for both welfare milk and school milk

	1971					1972	1973	1974	1975	1976
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec						
<b>A. Households in higher income groups.†</b>										
(i) Milk acquired:										
Full price milk . . . . .	3.98	4.24	4.36	4.72	4.43	4.47	4.51	4.63	4.50	
Welfare milk . . . . .	1.29	0.20	—	—	0.01	0.02	0.01	0.01	0.01	
School milk . . . . .	0.41	0.20	0.09	0.18	0.15	0.13	0.16	0.18	0.14	
Total . . . . .	5.68	4.64	4.45	4.90	4.59	4.62	4.68	4.81	4.65	
(ii) Consumption in the home by:										
individuals aged 0-4 . . . . .	5.6	4.3	4.6	4.2	4.8	4.8	4.5	4.9	4.5	
" 5-6 . . . . .	5.7	4.3	4.0	3.8	4.2	4.3	4.2	4.3	4.5	
" 7-9 . . . . .	5.4	4.2	4.3	4.1	4.2	4.4	4.3	4.4	4.3	
" 10-14 . . . . .	6.3	3.4	4.2	4.0	4.2	4.2	4.1	4.3	3.9	
" 15-17 . . . . .	*	*	4.6	*	4.3	2.9	2.9	4.1	3.2	
males aged 18 or over . . . . .	3.9	3.6	2.9	3.6	3.4	3.5	3.4	3.5	3.7	
females aged 18 or over . . . . .	4.6	3.1	3.0	3.5	3.2	3.3	3.3	3.6	3.6	
pregnant females . . . . .	—	—	*	*	5.3	4.4	4.7	*	4.1	
All above . . . . .	5.1	3.8	3.9	3.9	4.0	4.0	4.0	4.2	4.1	
Visitors and cooking . . . . .	0.8	0.6	0.4	0.6	0.4	0.5	0.5	0.5	0.6	
Total . . . . .	5.9	4.4	4.3	4.6	4.5	4.5	4.5	4.7	4.6	
<b>B. Households in lower income groups.†</b>										
(i) Milk acquired:										
Full price milk . . . . .	2.41	3.45	3.56	3.74	3.56	3.68	3.97	4.12	4.08	
Welfare milk . . . . .	1.33	0.26	0.18	0.28	0.31	0.20	0.21	0.06	0.12	
School milk . . . . .	0.35	0.27	0.14	0.13	0.14	0.15	0.15	0.18	0.16	
Total . . . . .	4.09	3.93	3.88	4.15	4.02	4.03	4.33	4.36	4.37	

TABLE 1—continued  
(pints per person per week)

	1971					1972	1973	1974	1975	1976
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec						
<b>II—continued</b>										
(ii) Consumption in the home by:										
individuals aged										
0-4	3.6	4.2	4.5	4.6	4.4	4.4	4.6	4.1	4.5	4.5
5-6	4.2	4.4	4.5	4.8	4.6	4.7	4.5	4.5	4.4	4.4
7-9	3.9	4.2	4.1	4.2	4.2	4.3	4.2	4.3	4.3	4.3
10-14	4.3	3.7	3.3	4.4	3.6	3.9	3.8	4.0	3.9	3.9
15-17	3.8	3.4	3.3	3.5	3.3	3.6	3.4	3.6	3.6	3.6
18 or over	3.3	3.1	3.3	3.2	3.0	3.3	3.3	3.3	3.2	3.2
pregnant females	—	—	—	—	—	—	—	—	—	—
All above	3.8	3.8	3.8	4.0	3.8	4.0	3.9	3.9	3.9	3.9
Visitors and cooking	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Total	4.5	4.3	4.4	4.5	4.3	4.4	4.4	4.5	4.4	4.4
<b>III Households affected by the changes in arrangements for both welfare and school milk:</b>										
(i) Milk acquired:										
Full price milk	3.13	3.81	3.99	4.17	4.01	4.17	4.26	4.42	4.38	4.38
Welfare milk	1.32	0.23	0.08	0.16	0.17	0.09	0.09	0.03	0.05	0.05
School milk	0.38	0.21	0.12	0.15	0.14	0.14	0.16	0.18	0.15	0.15
Total	4.83	4.25	4.19	4.48	4.32	4.40	4.51	4.63	4.57	4.57
(ii) Consumption in the home by:										
individuals aged										
0-4	5.2	4.4	4.5	4.3	4.6	4.7	4.7	4.7	4.5	4.5
5-6	4.0	4.3	3.6	3.8	4.0	4.1	4.1	4.2	4.2	4.2
7-9	4.5	4.0	3.9	3.9	4.0	4.2	4.2	4.2	4.2	4.2
10-14	4.4	3.2	3.7	3.8	3.8	3.7	4.0	4.3	4.0	4.0
15-17	2.8	2.8	4.1	3.2	3.6	3.0	2.9	3.9	3.0	3.0
18 or over	3.1	3.3	2.9	3.4	3.3	3.4	3.5	3.6	3.6	3.6
females aged	3.6	2.9	2.7	3.1	3.0	3.2	3.2	3.5	3.5	3.5
pregnant females	—	—	*	*	4.6	4.0	5.3	5.6	3.9	3.9
All above	4.1	3.7	3.6	3.7	3.8	3.9	4.0	4.1	4.0	4.0
Visitors and cooking	0.6	0.6	0.4	0.5	0.4	0.4	0.4	0.5	0.5	0.5
Total	4.8	4.3	4.0	4.2	4.2	4.2	4.4	4.6	4.4	4.4



TABLE 2—continued  
 (pints per person per week)

	1971				1972	1973	1974	1975	1976
	Jan-Mar (a)	Apr-June	July-Sept	Oct-Dec					
D. Households containing 3 or more children under 10 years of age.									
(i) Milk acquired:									
Full price milk . . . . .	2.38	4.26	3.86	3.91	3.78	4.23	4.19	4.01	4.23
Welfare milk . . . . .	2.05	0.19	0.33	0.47	0.41	0.24	0.23	0.20	0.14
School milk . . . . .	0.28	0.11	0.06	0.07	0.10	0.17	0.13	0.14	0.16
Total . . . . .	4.71	4.56	4.25	4.45	4.29	4.63	4.54	4.34	4.52
(ii) Consumption in the home by:									
individuals aged 0-4 . . . . .	4.4	4.6	5.1	5.0	4.6	4.5	4.6	4.7	4.3
" " 5-6 . . . . .	4.6	4.2	4.0	4.3	4.2	4.0	4.4	4.4	4.0
" " 7-9 . . . . .	—	—	—	—	—	—	—	—	—
" " 10-14 . . . . .	3.4	4.3	3.0	3.5	3.4	3.9	4.6	3.8	3.6
" " 15-17 . . . . .	—	*	2.0	2.9	3.3	3.3	4.2	3.2	3.2
males aged 18 or over . . . . .	3.4	3.7	2.4	3.2	3.2	3.4	3.5	3.2	3.7
females aged 18 or over . . . . .	2.5	3.1	2.7	2.9	3.0	3.5	3.1	3.1	3.3
pregnant females . . . . .	—	—	*	—	3.8	6.1	*	*	*
All above . . . . .	3.7	4.0	3.6	3.9	3.8	3.9	4.1	3.9	3.8
Visitors and cooking . . . . .	0.6	0.6	0.3	0.4	0.4	0.5	0.5	0.4	0.5
Total . . . . .	4.3	4.6	3.9	4.3	4.2	4.4	4.5	4.3	4.2

(a) Except that the averages of consumption relate to the period from mid-February to end March 1971.

\*Fewer than 3 persons.

†See paragraph 3 of this Appendix.

TABLE 7  
 Numbers of persons and of households recording quantities of milk consumed  
 III. Households affected by the changes in arrangements for both welfare milk and school milk

	1971					1972	1973	1974	1975	1976
	Feb-Mar	Apr-June	July-Sept	Oct-Dec						
A. Households in higher income groups.†										
No of households . . . . .	20	32	61	43	182	205	188	170	177	
No of persons aged										
0-4 . . . . .	24	37	71	47	210	220	210	182	187	
5-6 . . . . .	7	11	24	11	73	71	70	42	51	
7-9 . . . . .	24	37	74	49	227	233	212	195	198	
10-14 . . . . .	11	14	36	19	77	94	71	80	65	
15-17 . . . . .	1	2	11	2	12	7	17	17	15	
18 or over . . . . .	18	31	64	44	192	212	195	174	187	
females aged . . . . .	21	35	63	45	188	208	186	183	187	
pregnant females . . . . .	—	—	2	2	8	9	9	2	5	
Total no of persons . . . . .	106	167	345	219	987	1,054	907	875	895	
B. Households in lower income groups.†										
No of households . . . . .	21	36	45	43	173	102	122	110	81	
No of persons aged										
0-4 . . . . .	24	49	53	50	215	116	146	127	97	
5-6 . . . . .	10	11	23	20	70	32	45	38	26	
7-9 . . . . .	24	44	60	53	213	114	148	126	98	
10-14 . . . . .	14	18	21	24	108	65	70	57	38	
15-17 . . . . .	5	3	4	8	20	13	19	8	12	
18 or over . . . . .	21	33	45	42	172	95	121	107	86	
females aged . . . . .	22	40	46	44	186	107	125	112	78	
pregnant females . . . . .	—	—	—	—	3	4	3	2	6	
Total no of persons . . . . .	120	198	252	241	987	546	677	577	441	

TABLE 7—continued

	1971					1972	1973	1974	1975	1976
	Feb-Mar	Apr-June	July-Sept	Oct-Dec						
C. Households containing 1 or 2 children under 10 years of age.										
No of households . . . . .	9	18	27	21	87	101	82	90	93	
No of persons aged										
0-4 . . . . .	9	18	26	20	71	96	77	88	87	
5-6 . . . . .	—	—	—	—	1	2	1	—	2	
7-9 . . . . .	9	18	27	21	77	101	82	90	93	
10-14 . . . . .	—	—	—	1	1	2	2	1	1	
15-17 . . . . .	—	1	1	2	1	5	9	7	3	
18 or over . . . . .	10	16	27	23	84	104	83	92	94	
18 or over . . . . .	9	20	27	23	78	107	78	101	89	
18 or over . . . . .	—	—	1	1	4	6	5	3	9	
18 or over . . . . .	—	—	—	—	—	—	—	—	—	
18 or over . . . . .	—	—	—	—	—	—	—	—	—	
18 or over . . . . .	—	—	—	—	—	—	—	—	—	
pregnant females . . . . .	—	—	—	—	—	—	—	—	—	
Total no of persons . . . . .	37	73	109	91	317	423	337	372	378	
D. Households containing 3 or more children under 10 years of age.										
No of households . . . . .	32	50	79	65	268	206	228	190	165	
No of persons aged										
0-4 . . . . .	39	68	98	77	313	240	279	221	197	
5-6 . . . . .	17	22	47	31	131	101	114	80	75	
7-9 . . . . .	39	63	107	81	316	246	278	231	203	
10-14 . . . . .	25	32	57	42	171	157	139	136	102	
15-17 . . . . .	6	4	14	8	29	15	27	18	24	
18 or over . . . . .	29	48	82	63	244	203	233	189	179	
18 or over . . . . .	34	55	82	66	261	208	233	204	176	
18 or over . . . . .	—	—	1	1	6	7	7	1	2	
18 or over . . . . .	—	—	—	—	—	—	—	—	—	
pregnant females . . . . .	—	—	—	—	—	—	—	—	—	
Total no of persons . . . . .	189	292	488	369	1,471	1,177	1,310	1,080	958	

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TABLE 7—continued

	1971					1972	1973	1974	1975	1976
	1971				Oct-Dec					
	Feb-Mar	Apr-June	July-Sept	Oct-Dec						
E. All households.*	41	68	106	86	355	307	310	280	258	
No of households	.	.	.	.	.	.	.	.	.	
No of persons aged 0-4	48	86	124	97	425	336	356	309	284	
" " " 5-6	17	22	47	31	143	103	115	80	77	
" " " 7-9	48	81	134	102	440	347	360	321	296	
" " " 10-14	25	32	57	43	185	159	141	137	103	
" " " 15-17	6	5	15	10	32	20	36	25	27	
" " males aged 18 or over	39	64	109	86	364	307	316	281	273	
" " females aged 18 or over	43	75	109	89	374	315	311	295	265	
" " pregnant females	—	—	2	2	11	13	12	4	11	
Total no of persons	226	365	597	460	1,974	1,600	1,647	1,452	1,336	

†See paragraph 3 of this Appendix.

\*A+B+C+D=E (See footnote to Table 5).

TABLE 8  
 Average quantities (pints) of milk consumed in the home per week by different categories of person in families with children aged under 18 years, 1977 and 1978\*

	Income groups		Families with		Families with 3 or more children in lowest income groups	All families with children
	Highest†	Lower†	1 or 2 children	3 or more children		
1977						
Consumption in the home by:						
individuals aged 1-4	4.61 (0.07)	4.58 (0.08)	4.58 (0.06)	4.63 (0.11)	4.62 (0.18)	4.59 (0.05)
"    "    5-6	4.21 (0.08)	3.85 (0.10)	4.18 (0.08)	3.90 (0.09)	3.66 (0.14)	4.07 (0.06)
"    "    7-9	4.18 (0.07)	3.96 (0.08)	4.07 (0.07)	4.11 (0.08)	3.98 (0.12)	4.09 (0.05)
"    "    10-14	4.33 (0.06)	4.14 (0.06)	4.39 (0.06)	4.08 (0.06)	3.99 (0.09)	4.24 (0.04)
"    "    15-17	4.51 (0.10)	4.04 (0.10)	4.49 (0.09)	3.96 (0.10)	3.63 (0.15)	4.29 (0.07)
males aged 18 or over	3.48 (0.04)	3.42 (0.04)	3.47 (0.03)	3.36 (0.06)	3.29 (0.10)	3.45 (0.03)
females aged 18 or over and expectant mothers	3.33 (0.04)	3.21 (0.04)	3.32 (0.03)	3.12 (0.05)	3.06 (0.09)	3.27 (0.02)
All above plus individuals aged under 1 year.	3.83	3.68	3.77	3.76	3.64	3.76
visitors and cooking	0.56	0.51	0.57	0.47	0.47	0.54
Total†.	4.39	4.20	4.34	4.23	4.12	4.31

TABLE 8—continued

	Income groups		Families with		Families with 3 or more children in lowest income groups	All families with children
	Higher†	Lower†	1 or 2 children	3 or more children		
1978						
Consumption in the home by:						
individuals aged 1-4	4.46 (0.08)	4.58 (0.09)	4.54 (0.07)	4.43 (0.12)	4.27 (0.21)	4.51 (0.06)
" 5-6	3.91 (0.08)	4.11 (0.10)	3.97 (0.08)	4.03 (0.10)	4.05 (0.15)	4.00 (0.06)
" 7-9	4.12 (0.07)	4.16 (0.08)	4.20 (0.07)	4.08 (0.08)	3.92 (0.11)	4.14 (0.05)
" 10-14	4.26 (0.06)	4.13 (0.06)	4.44 (0.06)	3.91 (0.06)	3.78 (0.08)	4.20 (0.04)
" 15-17	4.39 (0.10)	4.04 (0.08)	4.30 (0.08)	4.04 (0.10)	3.85 (0.12)	4.21 (0.06)
males aged 18 or over	3.50 (0.04)	3.53 (0.05)	3.55 (0.03)	3.36 (0.07)	3.27 (0.10)	3.51 (0.03)
females aged 18 or over and expectant mothers	3.23 (0.03)	3.20 (0.04)	3.26 (0.03)	3.07 (0.05)	2.90 (0.07)	3.21 (0.02)
All above plus individuals aged under 1 year.	3.75	3.74	3.76	3.71	3.60	3.75
visitors and cooking	0.51	0.42	0.50	0.38	0.32	0.47
Total‡	4.27	4.17	4.27	4.09	3.91	4.22

\*Figures in brackets are standard errors of the averages.

†See paragraph 3 of this Appendix.

‡Including liquid milk consumed by infants under one year of age.



TABLE 10  
*Percentage frequency distributions of persons in families with children aged under 18 years classified according to level of milk consumption in the home, 1977/1978*

Age groups	Pints per person per week										Total persons		
	0-	1-	2-	3-	4-	5-	6-	7-	8-	9-	10 and over	%	No
1-4	3	9	9	27	13	14	17	4	2	1	2	100	1,316
M.	.	10	12	29	13	13	15	2	2	1	2	100	1,189
F.	2	12	13	32	13	14	12	2	1	—	...	100	739
5-6	2	12	15	33	15	11	10	1	1	...	1	100	674
M.	.	9	13	27	15	14	14	2	1	...	1	100	1,137
F.	3	13	15	35	14	11	8	2	1	...	2	100	1,102
7-9	2	8	11	28	13	15	14	4	2	1	...	100	1,982
M.	.	15	14	33	11	11	9	2	1	...	3	100	1,837
F.	3	15	10	25	11	14	15	5	2	...	1	100	1,026
10-14	6	16	14	32	11	9	9	2	1	...	1	100	1,007
M.	.	22	17	29	9	8	6	1	1	...	...	100	7,098
F.	5	22	17	29	9	8	6	1	1	...	...	100	7,257
15-17	6	24	17	30	9	6	4	1	1	...	...	100	7,257
18 and over	4	16	14	28	11	11	10	2	1	1	1	100	12,098
M.	.	19	16	31	11	8	7	1	1	...	1	100	13,066
F.	5	19	16	31	11	8	7	1	1	...	1	100	13,066



## 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<sup>1</sup>; vitamin preparations; food obtained specifically for consumption by domestic animals.

*Adult.* A person of 18 years of age or over; however, solely for purposes of classifying households according to their composition, heads of household and housewives under 18 years of age are regarded as adults.

*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 by the households in the sample 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; however, solely for purposes of classifying households according to their composition, heads of household and housewives under 18 years of age are regarded as adults.

*Consumption.* See "Food obtained for consumption".

*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 uncooked 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 visualised 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

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<sup>1</sup>Exceptionally, soft drinks bought for the household supply have been recorded since 1975 but not included in the standard tables. They are excluded from all the estimates and tables in this Report except Table 34.

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

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

*Foods, Survey classification of—*See Appendix A, Table 15, which lists the 154 categories into which the Survey normally classifies food purchases.

*Food obtained for consumption.* Food purchases from all sources (including purchases in bulk) made by households during their week of participation in the Survey and intended for human consumption during that week or later, plus any garden or allotment produce etc (q.v.) which households actually consume while participating in the Survey, but excluding sweets, alcohol, soft drinks and meals or snacks purchased to eat outside the home. For an individual household, the quantity of food thus obtained for consumption, or estimates of nutrient intake derived from it, may differ from actual consumption because of changes in household stocks during the week and because of wastage. Averaged over a sufficiently large group of households and a sufficiently long period of time household stock increases might reasonably be expected to differ but little from household stock depletions provided other things remain equal. However, such near equality may not be achieved under special circumstances such as during a rapid expansion of freezer ownership or when there is a special incentive to buy in bulk. For these reasons, the Survey now records separately quantities of purchased food placed in deep freezers during the Survey week and quantities of purchased food removed from the deep freezer for immediate consumption.

This additional information enables alternative estimates of consumption to be derived (see paragraph 30) which are presented in Tables 28 and 41.

*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" (q.v.) living in the same dwelling and sharing common catering arrangements.

*Income group.* Households are grouped into eight income groups (A1, A2, B, C, D, E1, E2 and OAP) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of the head is less than the amount defining the upper limit to income group D. All households whose heads are adult male full-time agricultural workers earning less than the lower limit for income group C are nevertheless placed in that group so as to keep the occupational composition of income groups C and D as closely as possible the same over time.

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

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

*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 relative weights are breakfast 3, dinner (mid-day) 4, tea 2 and supper 5. The weights for tea and supper are interchanged according to whichever of the two meals is the larger; if only one evening meal is taken it is given a relative weight of 7. The net balance is used when relating nutrient intake to need.

*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, mono-unsaturated and polyunsaturated fatty acids), carbohydrate, calcium, iron, vitamin A (retinol,  $\beta$ -carotene, retinol equivalent), thiamin, riboflavin, nicotinic acid (total, tryptophan, nicotinic acid equivalent), vitamins C and D.

Separate figures for animal and total protein are included; as a generalization, foods of animal origin are of greater value than those of vegetable origin, because of a greater content of some B vitamins and trace elements, so that the

proportion of animal protein is to some extent an indication of the nutritive value of the diet.

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

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

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

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

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

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

*"Price of energy" indices.* These indices show relative differences in the "cost per calorie". They have been obtained by dividing the money value of food obtained for consumption (purchases plus supplies from garden and allotments etc) in each group of households by its energy value and expressing the result as as 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.

*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 after deduction of 10 per cent as an allowance for wastage of the edible portion of all food, and after the proportion of meals eaten at home has been calculated by means of the "net balance" (q.v.).

*Regions.* The standard regions for statistical purposes except that East Anglia is combined with the South East Region: *see* Table 1 of Appendix A.

*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 15 in Appendix A).

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

*Type of area.* The following are distinguished:—

*Greater London,* sometimes referred to as "the Greater London Council area", "the London conurbation" or "London".

*The Metropolitan counties of England and the Clydeside conurbation,* i.e. Greater Manchester, Merseyside, South Yorkshire, Tyne and Wear, West Midlands, West Yorkshire, and the following Local Government Districts in Scotland: Renfrew, Clydebank, Bearsden and Milngavie, Glasgow City, Strathkelvin, Eastwood, Cumbernauld and Kilsyth, Monklands, Motherwell, Hamilton and East Kilbride.

*Non-metropolitan districts.* These are sub-divided into wards and classified according to the ward electoral density as follows:—

*High density*—wards with an electorate of 7 or more persons per acre.

*Medium density*—wards with an electorate of 3 but fewer than 7 persons per acre.

*Low density*—wards with an electorate of 0·5 but less than 3 persons per acre.

*Very low density*—wards with an electorate of fewer than 0·5 persons per acre.

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

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

*Symbols and conventions used*

*Symbols.* The following are used throughout:—

— = nil

... = less than half the final digit shown

n.a. = not available or not applicable

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

