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MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1972

Annual Report of the
National Food Survey Committee

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MINISTRY OF AGRICULTURE, FISHERIES AND FOOD

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Annual Report of the
National Food Survey Committee

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Preface

This Report marks a further stage in speeding up the publication of the results of the National Food Survey. The Reports for 1970 and 1971 were published together in March 1973; our aim now is to publish the full survey results for each calendar year as soon as possible during the following year. This may entail some loss in the descriptive text, but in the Committee's view the gains offset the losses. They hope that the presentation adopted in this Report meets with general approval.

Each month the latest quarterly figures obtained from the Survey are published in the *Monthly Digest of Statistics*; and each quarter commentaries on the results appear in *Trade and Industry*. Applications for unpublished analyses should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex HA5 2DT (telephone 01-868 7161, extension 43 or 44).

The changes made in the conduct of the Survey in 1972 were more numerous than usual, and were intended to secure a greater degree of compatibility with the Family Expenditure Survey conducted on behalf of the Department of Employment. The period under review will clearly provide a standard of reference for the rest of the decade and the present definitions and classifications will, as far as possible, be held constant during the transitional period of the United Kingdom's entry to the European Community.

The Committee once again wish to acknowledge their indebtedness to the housewives who have recorded the details of their food budgets; to the staffs of the Office of Population Censuses and Surveys, the British Market Research Bureau Ltd. and the Ministry of Agriculture, Fisheries and Food; and particularly to their Secretaries, who have overcome many difficulties in order to meet the Committee's wish that the Report should be completed not later than August.

LEONARD NAPOLITAN

Chairman, National Food Survey Committee

August, 1973

Contents

PART I	Introduction and summary
PART II	Survey results 1972
PART III	Main tables
PART IV	Appendices

PART I: Introduction and summary

	<i>Paragraphs</i>
Chapter 1 Introduction and summary	
1.1 Introduction	1
1.2 Changes in the Survey	2-4
1.3 Personal income, expenditure and retail prices	5-7
1.4 Summary of Survey results: 1972	8-16
Table in PART I	<i>Page</i>
Table 1 Changes in earnings, prices and consumers' expenditure, 1970-1972	4

PART II: Survey results 1972

	<i>Paragraphs</i>
Chapter 2 Household food consumption and expenditure: national averages, 1972	
2.1 General levels of food consumption, expenditure and prices	
2.1.1 Introduction	17-18
2.1.2 Main results in 1972	19-21
2.2 Individual foods: consumption and demand analysis	22-55
Chapter 3 Household food consumption and expenditure: geographical, income group and family composition differences, and special studies, 1972	
3.1 Introduction	56
3.2 Geographical differences	
3.2.1 Classification used	57-58
3.2.2 Main results in 1972	59-67
3.3 Income group differences	
3.3.1 Classification used	68
3.3.2 Main results in 1972	69-75
3.4 Household composition differences	
3.4.1 Classification used	76
3.4.2 Main results in 1972	77-83
3.5 Family composition differences within income groups	
3.5.1 Classification used	84
3.5.2 Main results in 1972	85-87
3.6 Special studies	
3.6.1 Consumption of milk by different categories of person	88-96
3.6.2 Mid-day meals eaten by schoolchildren	97-98

PART II (Cont'd)

	<i>Paragraphs</i>
Chapter 4 Nutritional value of household food, 1972	
4.1 Introduction	99-100
4.2 National averages	101-105
4.3 Geographical differences	106-108
4.4 Income group differences	109-112
4.5 Household composition differences	113-116
4.6 Family composition differences within income groups	117-120
4.7 Fatty acids in the diet	121-123

Tables in PART II	<i>Page</i>
Table 2 Household food expenditure and total value of food obtained for consumption, 1972	12
Table 3 Percentage changes in average expenditure, food prices and real value of food purchased; quarters of 1972 compared with corresponding quarters of 1971	13
Table 4 Indices of expenditure, prices and real value of food purchased for household consumption, 1971 and 1972	14
Table 5 Regression estimates of household food expenditure attributable to a pair of adults and to a child, 1972	41
Table 6 Average quantities of liquid milk obtained for consumption per person per week, 1970 and 1972	45
Table 7 Average quantities of milk consumed per week in the home by different categories of persons, February-March 1971, and 1972	47
Table 8 Average number of mid-day meals per week per child aged 5-14 years, 1972	51

PART III: Main tables

	<i>Page</i>
<i>Tables of average consumption, expenditure or prices relating to all households in the National Food Survey sample</i>	
Table 9 Indices of expenditure, prices and real value of food purchased: main food groups, 1971 and 1972	65
Table 10 Household consumption of individual foods: quarterly and annual national averages, 1972	66
Table 11 Household expenditure on individual foods: quarterly and annual national averages, 1972.	70
Table 12 Household food prices: quarterly and annual national averages, individual foods, 1972	74
Table 13 Percentage of households purchasing seasonal types of food during survey week, 1972	77
Table 14 Estimates of price elasticities of demand for certain foods, 1966-1972	78
Table 15 Annual indices of average deflated prices, purchases and demand, 1966-1972	82

PART III—(Cont'd)

Page

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

Table 16	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, 1972	99
Table 17	Geographical variations in household consumption of the main food groups, 1972	100
Table 18	Household food consumption according to region and type of area: annual averages for individual foods, 1972	103

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

Table 19	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, 1972.	113
Table 20	Household food consumption according to income group: main food groups, annual averages, 1972	114
Table 21	Household food expenditure according to income group: main food groups, annual averages, 1972	117

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

Table 22	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, 1972	123
Table 23	Household food consumption according to household composition: main food groups, annual averages, 1972	124
Table 24	Household food expenditure according to household composition: main food groups, annual averages, 1972	127

Tables relating to differences in average consumption and expenditure in certain household composition groups within income groups

Table 25	Total household food expenditure by certain household composition groups within income groups, 1972.	133
Table 26	Household food consumption of main foods by certain household composition groups within income groups: annual averages, 1972	134

PART III—(Cont'd)

<i>Tables of average energy value and nutrient content of the diet</i>		<i>Page</i>
Table 27	Energy value and nutrient content of household food consumption: national averages, 1970–1972	143
Table 28	Contributions made by groups of foods to the energy value and nutrient content of household food consumption: national averages, 1972	145
Table 29	Geographical variations in energy value and nutrient content of household food consumption, 1972	149
Table 30	Energy value and nutrient content of the household food consumption of households in different income groups, 1972	151
Table 31	Energy value and nutrient content of the household food consumption of households of different composition, 1972	153
Table 32	Energy value and nutrient content of the household food consumption of households of different composition within income groups, 1972	155

PART IV: Appendices

APPENDICES

A	Methodology of the National Food Survey, and composition of the sample of responding households in 1972	167
B	Estimates of income elasticities of demand for individual foods, 1972	203
C	Estimates of national supplies of food moving into consumption	209

GLOSSARY OF TERMS USED IN THE SURVEY	211
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INDEX	217
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PART I

Introduction and summary

Chapter 1

INTRODUCTION AND SUMMARY

1.1 Introduction

1. The statistical material presented in this Report for the year 1972 provides a bench mark for the levels of household food consumption, expenditure and nutrition in Great Britain on the eve of entry into the European Economic Community. One of the prime functions of the Survey in the next few years will be to report on any changes which take place in those levels as integration into the systems of the European Economic Community proceeds. However, some of the changes which might have been expected to take place after assimilation to Community conditions and price levels have in fact already occurred, largely because of a sharp rise in world prices. Nevertheless, the situation is far from static and so that the Survey might be better equipped to fulfil its task over the next few years, a number of improvements were made to it at the beginning of 1972. The consequential discontinuity in the Survey data thus precedes by a year, rather than coincides with, entry into the Community. It has been possible to estimate the magnitude of this discontinuity in time-series at the national level but not in respect of the averages for the various geographical, social or economic groupings of households.

1.2 Changes in the Survey

2. Some of the main changes introduced into the National Food Survey at the beginning of 1972 were designed to facilitate linkage of its detailed results on household food consumption, nutrition, expenditure and prices with the information obtained from the Family Expenditure Survey about incomes, other family circumstances, and the whole range of household expenditure outside the food sector. For this purpose, the National Food Survey revised its definitions of persons, adults, children and pensioner households to conform as closely as possible with those used in the Family Expenditure Survey. The system of classification of households according to family composition was also revised so that the types of family distinguished in the published tables of results of the National Food Survey would, with some amalgamation, be comparable with groupings which could be obtained by combining some of the types featured in the tables of results of the Family Expenditure Survey. Further details are given in the relevant sections of the Report and also in Appendix A and the Glossary.

3. The system of classification of foods in the National Food Survey was also revised in 1972. Some foods which had previously been separately identified in the classification were grouped with other foods, and vice versa, according to changes in their relative importance or interest; in total, the number of categories in the basic list was increased from 143 to 154. At the same time arrangements were made to facilitate the selection of a number of food items on a rotational basis each year for more detailed classification and investigation. The success of this depends on the ability and willingness of housewives to describe their purchases with the required degree of precision, and the operation is consequently experimental. Full results are therefore not incorporated in the standard tables of the Report, but the main features are the subject of comment in the text. The items thus covered in greater detail in 1972 (and in 1973) are natural cheese, beef, lamb, pork, butter, margarine and other fats.

4. Other changes introduced into the Survey in 1972 include evaluations of the three main groups of fatty acids found in the diet, and an analysis of the number of mid-day meals eaten away from home by children of school age. Information obtained on these topics, together with the first full year's results from the special questionnaire introduced into the Survey in February 1971 to obtain estimates of the average quantities of milk drunk in the home by various categories of person, form the subject of special sections in Chapters 3 and 4 of this Report.

1.3 Personal income, expenditure and retail prices

5. Estimates of personal income, expenditure and retail prices in 1971 and 1972 are given in index form in Table 1. The index of average weekly earnings of manual workers in manufacturing industry was 15.4 per cent higher in 1972 than in 1971, while total personal disposable income per head averaged over the whole population showed a rise of 12.5 per cent. When the latter rise is deflated by the rise of 6.4 per cent in prices (as measured by the consumers' price index) the real increase in personal disposable income per head in 1972 is estimated to be 5.7

TABLE 1
Changes in earnings, prices and consumers' expenditure, 1970-1972

	1970	1971	1972
Index of personal disposable income per head (a):—			
In money terms	100	110.9	124.8
In real terms (b)	100	102.6	108.4
Index of average weekly earnings per head (a) (c)	100	111.4	128.6
General Index of Retail Prices (a):—			
All items	100	109.4	117.2
Food	100	111.1	120.9
Consumers' price index:—			
All items (d)	100	108.2	115.1
Food (e)	100	109.5	117.4
Consumers' expenditure per head (f):—			
Household food expenditure per head (g)			
Current prices	100	109.1	115.7
1970 prices	100	99.6	98.8
Total food expenditure per head (h)			
Current prices	100	108.9	115.6
1970 prices	100	99.4	98.5
Total consumers' expenditure per head			
Current prices	100	110.6	124.2
1970 prices	100	102.3	107.9
Total food expenditure as percentage of total consumers' expenditure on goods and services:—			
Current prices	23.5	23.1	21.9
1970 prices	23.5	22.8	21.4

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

(b) Using the consumers' price index as a deflator to remove the effect of price changes.

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

(d) Index of total consumers' expenditure per head at current prices divided by the corresponding index at 1970 prices.

(e) Index of consumers' total food expenditure per head at current prices divided by the corresponding index at 1970 prices.

(f) Derived from data in *National Income and Expenditure 1973*, HMSO, 1973.

(g) Includes soft drinks, sweets and casual purchases of food, but not food consumed in catering establishments.

(h) Household food expenditure plus the ingredient cost of food consumed in catering establishments.

per cent. This may be compared with an increase of 5.5 per cent in real terms in total consumers' expenditure per head, with an increase of 7.4 per cent in real terms in their expenditure on all items other than food and with a decrease in real terms of 0.8 per cent in their expenditure on food. The greater part of the increase in purchasing power was devoted to motoring, household durable goods, alcoholic drink and clothing.

6. Food prices continued to rise more sharply in 1972 than the prices of all other goods and services. The food component of the General Index of Retail Prices was 8.8 per cent higher in 1972 than in 1971 but the food component of the consumers' price index, which takes into account current changes in the pattern of consumption and also covers food purchased by caterers, showed a rather smaller rise (7.2 per cent). The National Food Survey index of the average prices paid by housewives for food obtained for consumption in the home rose by 7.8 per cent between 1971 and 1972 compared with 10.7 per cent between 1970 and 1971 (Tables 3 and 4).

7. The explanation of the decline in average real expenditure per head on food between 1970 and 1972 cannot be clear cut. The relative increase in food prices is an obvious cause, and no doubt the immediate one; but for some years total food consumption per head had been approaching stability, and in these circumstances one would expect oscillations around a nearly horizontal trend, the timing of which will be affected by relative prices.

1.4 Summary of Survey results

8. General situation. Average expenditure on food by private households in Great Britain was £2.41 per person per week in 1972, an increase of 6.1 per cent on that for the previous year, or 5.9 per cent for those items for which prices were recorded. Average prices paid by housewives for these foods, however, rose by 7.8 per cent over this period implying a fall of 1.7 per cent in the real value of household food purchases per head, despite an increase in real incomes of 5.7 per cent. This fall in the value of food purchases in 1972 was due principally to decreases for such staple foods as carcass meat, butter, bread, some other cereal foods and fresh fruit and vegetables. In contrast, the real value of purchases of convenience foods, especially quick-frozen products, resumed its upward trend. In 1972 food prices increased rather more than the General Index of Retail Prices, notable exceptions being the prices paid for poultry, eggs, cocoa and instant coffee, which actually decreased, and those for margarine and processed fruit and vegetables, which increased, but not as much as prices generally (Chapter 2).

9. Geographical differences. In 1972 the pattern of regional variation in expenditure on food was similar to that found in previous years. Average expenditure was lowest in Scotland at £2.18 per person per week and highest in Wales at £2.51, while in England it ranged from £2.33 in the East Midlands to £2.47 in the combined South East/East Anglia region. A wider range of average expenditures was associated with the degree of urbanization—from £2.25 per person per week in rural areas to £2.66 in London, but the pattern is changed somewhat when the value of garden and allotment supplies is taken into account, the total value of food obtained for consumption being least in the provincial conurbations but still greatest in London. Indices of the average prices paid for food by housewives in the various regions were all within 1½ per cent of the average for

Great Britain, with the exception of that for Wales which was $2\frac{1}{2}$ per cent above that average. The price indices for the various types of area also show little variation, and range from nearly $1\frac{1}{2}$ per cent below the national average in the provincial conurbations to about $1\frac{3}{4}$ per cent above the national average in wholly rural areas (Chapter 3, section 2).

10. Income group differences. In 1972, the targets for the percentage of households in the various income groups (defined by the gross income of the head of the household) were revised so that the results for the year cannot be precisely compared with those for previous years. In 1972 average weekly food expenditure per head ranged from £2·30 in groups C and D1 to £2·84 in group A1, respectively $4\frac{1}{2}$ per cent below and 18 per cent above the national average. Expenditure by households in group D2 and by pensioner households were respectively 1 per cent and $4\frac{1}{2}$ per cent above the national average, but expenditure on convenience foods was considerably lower in these groups than in groups A1 to C. The gradation of expenditure with income was especially steep for quick-frozen foods, expenditure being more than three times as great in group A1 as in pensioner households. Average prices paid also increased with increasing income but not to the same extent as expenditure; pensioner households, however, paid prices very close to the national level (Chapter 3, section 3).

11. Household composition differences. The classification of households was also revised in 1972 to facilitate comparison with the Family Expenditure Survey. Average weekly food expenditure per head continued to vary more between types of household than between income groups: in 1972 the averages ranged from £3·34 in two-adult childless households where the housewife was between 35 and 54 years of age to only £1·67 in households containing two adults and four or more children where the housewife was under 35 years of age. Generally, the expenditure per head depends more on the number of children in the household than on the number of adults or on the age of the housewife, principally because of the differences in physiological requirements between adults and children. The average prices paid for food by households consisting of two adults and four or more children were around 7·8 per cent lower than those paid by corresponding households without children, the difference being mainly attributable to differences in the average prices paid for meat and vegetables. When income as well as family composition is taken into account the variation in weekly food expenditure per head is slightly extended, ranging from £1·41 in families of two adults and four or more children in income group D to £3·19 in wholly adult households in the highest income group (Chapter 3, sections 4 and 5).

12. Special analyses of milk consumption. Following the changes which were made in 1971 in the entitlement to welfare milk and school milk, households affected by the former, but not by the latter, almost made good in full the decrease in welfare supplies, by buying more milk at the full retail price. Consumption by children under 5 years of age was fully maintained (except in the lower income group) at the expense of consumption by the housewife.

13. In households affected only by the change in arrangements for school milk, the consumption of milk *in the home* by schoolchildren increased slightly (except for those aged 7 or over in the lower income group, and those aged 10 or over in the larger families) but consumption by adults was correspondingly reduced.

14. In households affected by both changes, consumption of milk by children under 5 years of age or between 7 and 10 years, as well as that by adult females, fell somewhat, but that of children between the ages of 5 and 7, and that of adult males was maintained (Chapter 3, section 6.1).

15. **Mid-day meals eaten by school-children.** Throughout 1972, special tabulations have been prepared showing the number and type of mid-day meals eaten outside the home by children of school age. The results indicate some quite marked variations in the incidence of the different types of mid-day meal. The take-up of school dinners was highest in the South West of England, in rural areas in general, in households in income groups A and D, and in one-parent families. Packed lunches were most popular in the south and the midlands and in households in income groups A2 and B. The incidence of both school meals and packed lunches tended to increase with age of housewife (Chapter 3, section 6.2).

16. **Nutritional value.** Declines in both fat and carbohydrate consumption resulted in a drop in the energy content of the average household diet to 2430 kcal (10.2 MJ) per person. The protein, mineral and vitamin contents were, however, broadly similar to those of the diet in 1971, so that the nutritional quality of the foods chosen has in general risen. Seasonal variations in nutritional value are reported for the first time in a decade; the only marked variation occurred with vitamin C, which was highest in the third quarter of the year and lowest in the first. The diet in London continued to contain the greatest excess of energy and nutrients in relation to need, and that in Scotland and the South West the least. The effects of comparative poverty were difficult to assess because the groups at risk were small, but, as in previous years, the propensity of the household to purchase an adequate diet was much more affected by family size than by income. The energy content of the diet in some larger households in each income group was below the recommended intake, but the intake of all nutrients except vitamin D (for which most adults need no dietary source) was well above the recommended intake in every type of household. The proportions of dietary fat provided by saturated, monounsaturated and polyunsaturated fatty acids were estimated in 1972 for the first time. The ratio of polyunsaturated to saturated fatty acids was in general inversely related to the total fat content of the diet, and averaged 0.22 (Chapter 4).

PART II
Survey results 1972

Chapter 2

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES, 1972

2.1 *General levels of food consumption, expenditure and prices*

2.1.1. INTRODUCTION

17. The estimates of food expenditure and consumption from the National Food Survey relate to food obtained for consumption in the home *in Great Britain*; they exclude meals and other food eaten outside the home, food obtained specifically for consumption by animals, and certain items (soft drinks, alcoholic drinks, and chocolate and sugar confectionery) which are often purchased by members of the family without coming under the housewife's purview.¹ The fieldwork of the Survey does not extend over Christmas, and in 1972 records were obtained over the period from Monday 3rd January to Friday 22nd December. In order to correct for some over-representation of rural districts and, to a lesser extent, provincial conurbations and the smaller provincial towns, at the expense of London and the larger provincial towns, the national averages have, as usual, been calculated as weighted averages of the results for each of the six main types of area,² the weights being proportionate to the respective populations.

18. Details of the methodology of the National Food Survey and of the composition of the sample of responding households³ in 1972 are given in Appendix A. A number of improvements were introduced into the Survey in 1972, including a revised method of defining the number of persons in the household when some are absent from home for part of the period of the Survey. The definition is in any case somewhat arbitrary; formerly it was based solely on the number and type of meals eaten at home during the week, but now the number of nights of residence in the home is also taken into account. This change in definition has affected the recorded average size of household in the Survey and therefore the averages of consumption, expenditure and nutrient intake *per head* (but not average prices or nutrient intake expressed as a percentage of the recommended allowances since such averages are not in per head terms); it has also resulted in the inclusion in the Survey of some households which would formerly have been excluded because *all* household members were obtaining most of their meals away from home. It is therefore not possible to make a *precise* adjustment to Survey data for previous years in order to compile strictly continuous time series, as any correction factor is itself subject to sampling variation. However, in order to make an estimate of such a correction factor, the precaution was taken in 1972 of enumerating persons and households on both the revised system and the former system, although only details on the revised system are presented in this Report. The unpublished details, using the former system of enumeration, suggest that the annual national averages affected by the change in method in 1972 were about 1.6 per cent lower than they would have been if the method had not been changed (1.3 per cent due

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

² See Glossary.

³ The response rate in 1972 was 53 per cent of the households selected but 62 per cent of the households contacted; further details are given in Appendix A, paragraph 9.

to the change in definition of a person *per se*, 0.3 per cent due to the additional households brought into the sample). In all comparisons made in the present Report with *national* averages for earlier years the effect of this change in level has been approximately taken into account by reducing the averages for those earlier years by 1.6 per cent; where comparisons are made with specific quarters of earlier years the corresponding adjustments to the data prior to 1972 were -1.5, -1.7, -1.5 and -1.9 per cent respectively for the first, second, third and fourth quarters of the year.

2.1.2 MAIN RESULTS IN 1972

19. Average food expenditure in private households in Great Britain was estimated to be £2.41 per person per week in 1972, 14p (6.1 per cent) more than in 1971.¹ This increase was only about two-thirds as great as that recorded for the previous year. Indeed Table 2 shows that the rate of increase compared with

TABLE 2
Household food expenditure and total value of food obtained for consumption, 1972
(per person per week)

	Expenditure on food			Value of garden and allotment produce, etc.		Value of consumption (a)		
	1971 (b)	1972	Per- centage change	1971 (b)	1972	1971 (b)	1972	Per- centage change
	£	£		£	£	£	£	
1st quarter .	2.16	2.33	+8.2	0.03	0.04	2.19	2.38	+8.5
2nd quarter .	2.28	2.38	+4.4	0.03	0.04	2.31	2.42	+4.8
3rd quarter .	2.30	2.42	+4.9	0.08	0.09	2.39	2.50	+4.8
4th quarter .	2.34	2.50	+7.0	0.05	0.06	2.39	2.56	+7.0
Yearly average	2.27	2.41	+6.1	0.05	0.06	2.32	2.47	+6.2

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

(b) The estimates for 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972 (see also paragraph 18).

corresponding quarters of the previous year fell quite sharply in April-June and although it subsequently rose, the rate at the end of the year was below that at the beginning. The increase in expenditure of 14p per person per week was distributed over a wide range of foods, the principal changes being increases for meat and meat products (4p), cereals (1½p), vegetables (1½p), cheese (1½p) and fish (1p), with a decrease of 1p in expenditure on eggs. The value attributed to garden and allotment produce and other supplies obtained without payment averaged 6p in 1972, much the same as in the previous year. When this value is added to the amount spent on food, the total value of food obtained for consumption in the home averaged £2.47 per person per week, 6.2 per cent more than in 1971.

20. The changes in food expenditure shown in Table 2 can be explained partly by changes in food prices and partly by changes in the "quantity" (value at constant

¹ After making allowance for the effect on the averages of the revised method of enumerating persons in the Survey in 1972 (see paragraph 18).

prices, not necessarily physical quantity) of food purchases. In Table 3, an attempt has been made to apportion the change in expenditure between these two factors; for this purpose an index of food prices paid by housewives has been compiled from the Survey data, and has been used to deflate the index of expenditure and thereby obtain a measure of the relative change in the overall quantity of food purchases.¹ In these comparisons it is necessary to exclude a few food items for which the expenditure but not the quantity and price is recorded in the

TABLE 3
Percentage changes in average expenditure, food prices and real value of food purchased: quarters of 1972 compared with corresponding quarters of 1971(a)

	Quarter				1972 on 1971 (a)
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (b)	- 1.5	- 4.9	+4.9	+ 3.2	- 0.3
Convenience foods (b)	+ 9.2	+13.1	+9.6	+13.1	+10.8
All other foods (c)	+10.6	+ 4.0	+2.8	+ 6.2	+ 5.8
All foods (c)	+ 8.2	+ 4.4	+4.8	+ 7.3	+ 5.9
<i>Food prices</i>					
Seasonal foods (b)	+ 4.9	+ 0.6	+9.7	+11.0	+ 6.2
Convenience foods (b)	+ 8.7	+ 5.3	+5.6	+ 5.4	+ 6.2
All other foods (c)	+13.9	+ 8.3	+6.5	+ 6.9	+ 8.9
All foods (c)	+11.3	+ 6.1	+6.8	+ 7.2	+ 7.8
<i>Real value of food purchased</i>					
Seasonal foods (b)	- 6.1	- 5.5	-4.4	- 7.0	- 6.1
Convenience foods (b)	+ 0.5	+ 7.5	+3.8	+ 7.3	+ 4.4
All other foods (c)	- 1.9	- 4.0	-3.4	- 0.7	- 2.9
All foods (c)	- 2.8	- 1.6	-1.8	+ 0.2	- 1.7

(a) The estimates for 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972 (see also paragraph 18).

(b) See Glossary.

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

Survey. Excluding these items, which together accounted for an expenditure of just over 1p per person per week in 1972, average food expenditure was 5.9 per cent greater than in 1971 while the index of food prices paid by housewives rose by 7.8 per cent, implying a fall of 1.7 per cent in the real value of food purchased. The change in real value was not uniform throughout the year, and compared with the corresponding quarters of the previous year there was a decrease of 2.8 per cent in the first quarter, followed by some improvement in the remainder of the year, the index for the fourth quarter showing a modest gain. Full details

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

of average consumption, expenditure and prices paid for each item in the Survey classification of foods in each quarter of 1972, together with the annual averages, are given in Tables 10–12.

21. Changes in average expenditure, prices and real value of food purchased since 1970 are illustrated in Table 4 by annual index numbers. These indices show that the percentage increases both in average expenditure and in prices were less in 1972 than in 1971, and that expenditure lagged further behind prices in 1972 so that the fall in the real value of purchases in that year was greater than that in 1971. In retrospect, total food expenditure per head attained

TABLE 4
Indices of expenditure, prices and real value of food purchased for household consumption, 1971 and 1972
(1970 (a) = 100)

	Expenditure		Prices		Real value of food purchased	
	1971 (a)	1972	1971	1972	1971 (a)	1972
Seasonal foods (b) . . .	107·7	107·3	106·3	112·7	101·3	95·2
Convenience foods (b)						
Canned	98·8	110·9	108·6	115·9	91·0	95·7
Quick-frozen	109·7	131·1	107·0	109·2	102·5	120·0
Other convenience foods	107·2	117·0	110·7	118·1	96·9	99·0
Total convenience foods .	104·9	116·2	109·8	116·7	95·5	99·6
All other foods (c) . . .	112·1	118·5	112·4	122·3	99·7	96·9
All foods (c)	109·6	116·0	110·7	119·3	99·0	97·3

(a) The estimates for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972 (see also paragraph 18).

(b) See Glossary.

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

its highest level so far in real terms in 1970. Up to that year, the real value of food purchases per head had been rising at an average rate of about $\frac{1}{2}$ per cent per annum, mainly as a result of the growth in demand for convenience foods. The growth in the latter had been sharply reversed (except for quick-frozen foods) in 1971 but in 1972 the real value of purchases of convenience foods recovered almost to the level of 1970. The increase in real value in 1972 was particularly great for quick-frozen foods, and the price index for these foods showed a smaller rise than that for any of the other broad categories of foods shown in Table 4.

2.2 *Individual foods: consumption and demand analysis*

22. Changes in average household consumption of individual foods are summarized in paragraphs 24 to 55 below. Full details of average consumption of individual foods in the Survey classification in 1972 are given in Table 10, and corresponding estimates of the average prices paid by housewives in Table 12.

23. For some of the foods in the Survey classification the changes in purchases in 1972 can be explained in terms of

- (a) the effects of changes in average real personal disposable income per head;
- (b) the response to changes in real (i.e. deflated) prices (which themselves may have resulted from variations in supplies) and
- (c) the effects, in aggregate, of all other factors.

Among the latter effects are included shifts in demand due to changes in consumers' tastes or habits, some of which may have been induced by technological progress or by producers' and distributors' marketing efforts. In cases where these shifts in demand show any discernible trend, this trend is, for convenience, referred to below as the "trend in underlying demand". The method of analysis which was employed to determine these various effects consisted of the fitting of a demand function which assumes that the effects due to changes in income, to changes in prices and to other factors are multiplicative, not additive. The determination of this demand function thus entails the estimation of both income and price elasticities of demand as well as shifts in demand. The income elasticities for this purpose were obtained from a cross-sectional analysis of the Survey data for twelve categories of family in 1969 and are shown in Table 14. The price elasticities are also shown in Table 14 and were derived from a time-series analysis of monthly Survey data of average prices and average quantities purchased during the period from January 1966 to December 1972 using an application of covariance technique. This technique enables any significant seasonal or annual shifts in demand (including shifts due to changes in income) to be detected; the effects of such shifts are then removed from the original data prior to the estimation of the price elasticity coefficient.¹ Once the respective income and price elasticities had been determined, they were used to make estimates of the level 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 level of purchases actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. These shifts in demand are given in the form of indices in Table 15 together with corresponding annual series for prices and purchases. For some important commodities the effects of substitution of one commodity for another which may have taken place as a result of a change in their relative prices were explicitly taken into account in analyses additional to those presented in Tables 14 and 15; in most of these cases the period chosen for analysis was from January 1964 to December 1972, and the estimates of the relevant cross elasticities and revised own-price elasticities are discussed in paragraphs 31-33, 48, 49 and 54 below.

Milk and cream

24. Expenditure on milk and cream accounted for 11½ per cent of household food expenditure in 1972 compared with 10½ per cent in the previous year. Consumption of liquid milk (including welfare milk and school milk) declined by about 1 per cent to an average of 4.62 pints per person per week, an increase of 3 per cent in purchases at the full retail price not being quite sufficient fully to offset decreases due to the changes in the welfare and school milk schemes in April and September 1971 respectively. The effects of these changes in different

¹ An outline of the methods used to determine the income and price elasticities was given in *Household Food Consumption and Expenditure: 1969*, Appendix B, HMSO, 1971

types of family are discussed in detail in Chapter 3, Section 6.1. There was a small increase in consumption of condensed milk and also an increase in purchases of "other" milk (mainly instant milk and yoghurt, which are now separately distinguished in the Survey classification and averaged respectively 0.08 and 0.04 pints per person per week in 1972).

Cheese

25. Average consumption of natural cheese was fully maintained in 1972 at 3.23 oz per person per week despite a sharp increase in the average price from 24.6p per lb to 31.9p per lb. The underlying demand has shown a rising trend for several years. This contrasts with a declining trend for processed cheese, consumption of which fell sharply in 1972 to 0.30 oz per person per week, the fall being due partly to the downward underlying trend and partly to an increase in price similar to that for natural cheese.

26. In 1972 the Survey attempted a more detailed classification of the types of natural cheese purchased by housewives. The information obtained indicated that housewives' purchases of Cheddar and Cheddar-type cheese accounted for just over two-thirds of their purchases of natural cheese, averaging 2.22 oz per person per week; 53 per cent of housewives made a purchase of such cheese during their week of participation in the Survey. For other UK varieties of hard cheese (including any foreign equivalent) the average quantity purchased was 0.73 oz, compared with 0.17 oz for continental varieties of hard cheese and 0.11 oz for soft cheese; the numbers of households purchasing these in any week were respectively 21, 6 and 4 per cent of the total. The average prices paid for the four categories of cheese were remarkably close, ranging from 31.7 to 32.5p per lb, although, of course, there would be much more variation than this between varieties within each category. Further details, including estimates of the income elasticities of expenditure and quantities purchased, are given in the table opposite.

Meat and poultry

27. Average expenditure on meat of all kinds was 74p per person per week in 1972 and continued to account for just over 30 per cent of total household food expenditure.

28. Carcase meat. Expenditure on carcase meat (cuts, etc. of raw beef, veal, mutton, lamb and pork) averaged 34½p per person per week in 1972, 53 per cent of this being expenditure on beef and veal compared with 56 per cent in 1971. Average consumption of carcase meat fell by nearly 7½ per cent in 1972 to 15.0 oz per person per week, most of this decrease being in consumption of beef, for which the average fell by 12 per cent to 6.9oz; average consumption of lamb fell by 7 per cent to 5.0 oz, but that of pork increased by 3½ per cent to 3.1 oz. The average price paid by housewives for beef was 12 per cent greater than in 1971, while that for lamb was nearly 15 per cent greater and that for pork 11 per cent greater.

29. A rather more detailed classification of household purchases of carcase meat was attempted in 1972 than had previously been practised, the results obtained being shown in the table on page 18. For each of the three carcase meats, the distribution of purchases among the component categories showed no significant seasonal variation. It should be borne in mind that the component categories are not, in aggregate, equivalent to the complete animal, because they

Category of natural cheese	Estimated consumption oz(a)	Expenditure p(a)	Average prices paid p/lb	Percentage of households purchasing during survey week	Income elasticity of expenditure (Standard error in brackets)	Income elasticity of quantity purchased (Standard error in brackets)
Hard, Cheddar and Cheddar type	2.22	4.42	31.82	53	0.28 (0.04)	0.28 (0.04)
Hard, other UK varieties or foreign equivalents	0.73	1.47	32.00	21	0.28 (0.05)	0.22 (0.07)
Hard, Edam and other continental	0.17	0.34	32.49	6	0.93 (0.14)	0.82 (0.16)
Soft	0.11	0.22	31.74	4	1.95 (0.20)	1.84 (0.21)
<i>Total natural cheese</i>	3.23	6.45	31.90	71	0.37 (0.02)	0.34 (0.03)

(a) Per person per week

	Estimated consumption oz (a)	Expenditure p (a)	Average prices paid p/lb	Percentage of households purchasing during survey week	Income elasticity of expenditure (Standard error in brackets)	Income elasticity of quantity purchased (Standard error in brackets)
Beef: joints (including sides) on the bone	0.59	1.30	35.30	4	0.29 (0.22)	0.10 (0.26)
Beef: joints (boned)	1.91	5.62	47.30	19	0.42 (0.11)	0.34 (0.09)
Beef steak (including stewing steak and steak and kidney)	2.98	8.70	46.74	48	0.48 (0.04)	0.34 (0.03)
Beef, minced	1.36	2.72	32.11	27	0.08 (0.10)	0.13 (0.10)
Veal	0.02	0.05	38.93	..	1.98 (0.77)	1.72 (0.60)
All other beef	0.05	0.08	26.67	1	-0.02 (1.06)	-0.50 (1.16)
<i>Total beef and veal</i>	6.90	18.46	42.86	69	0.39 (0.03)	0.28 (0.02)
Mutton	0.16	0.27	26.64	2	-0.73 (0.25)	-0.87 (0.24)
Lamb joints (including sides) Lamb chops (including cutlets and fillets)	2.67	5.17	31.01	19	0.52 (0.09)	0.53 (0.07)
All other lamb	1.66	3.69	35.69	31	0.47 (0.06)	0.40 (0.07)
	0.48	0.53	17.60	6	0.29 (0.13)	0.06 (0.16)
<i>Total mutton and lamb</i>	4.96	9.66	31.14	47	0.45 (0.06)	0.39 (0.06)
Pork joints (including sides)	1.39	2.78	32.03	10	0.44 (0.09)	0.58 (0.10)
Pork chops	1.06	2.60	38.94	21	0.48 (0.08)	0.45 (0.09)
Pork fillets and steaks	0.24	0.64	42.24	5	0.23 (0.26)	0.25 (0.27)
All other pork	0.40	0.54	21.51	6	-0.19 (0.17)	-0.08 (0.17)
<i>Total pork</i>	3.10	6.55	33.89	36	0.39 (0.04)	0.44 (0.05)
<i>Total carcass meat</i>	14.96	34.67	37.12	88	0.41 (0.02)	0.35 (0.02)

(a) Per person per week.

reflect only household demand, which is differently structured from the catering and institutional demand and that of food processors.

30. Poultry. Average expenditure on uncooked poultry rose to 6.42p per person per week in 1972, consumption reaching a new high level of 5.46 oz per person per week, two-thirds of which was broiler chicken (under 4 lb plucked weight). In real terms, the average price of broilers continued to show a downward trend.

31. Elasticity of demand for beef, lamb, pork and broiler chicken. Estimates of the elasticities of demand for broiler chicken and each of the three carcass meats with respect to changes in their own prices are given in Table 4. Those estimates, however, were made without taking into account the substitution relationships which are of some importance for these foods. Using an extension of the method of analysis outlined in paragraph 23 the following simultaneously determined own-price and cross-price elasticities (together with their standard errors, given in brackets) were derived using data for the period from January 1964 to December 1972:

	Elasticity with respect to the price of			
	Beef and veal	Mutton and lamb	Pork	Broiler chicken
Beef and veal . . .	-1.24 (.22)	0.10 (.12)	0.22 (.09)	0.03 (.10)
Mutton and lamb . . .	0.19 (.22)	-0.79 (.21)	0.06 (.12)	0.26 (.12)
Pork . . .	0.76 (.31)	0.10 (.22)	-1.24 (.26)	0.02 (.18)
Broiler chicken . . .	0.13 (.40)	0.63 (.29)	0.03 (.25)	-1.04 (.35)

The own-price elasticities are all highly significant, but the only cross elasticities which attain *statistical* significance are those between beef and pork and between lamb and chicken; nevertheless, the inclusion of the full set of cross elasticities in the model results in demand equations which explain a considerably greater proportion of the variation in average monthly purchases of pork and poultry over the period covered by the analysis. The significant cross elasticities and own-price elasticities in the above table are almost identical with those given in the previous Report¹ covering the period up to 1971, except that the estimate of the own-price elasticity for beef has now become -1.24 (formerly -1.03) whilst that for pork is -1.24 (formerly -1.52). These changes may be associated with the greater shortage and much higher price of beef in 1972, and with the continuing growth in consumption of pork and its relatively stable price in real terms.

32. The price elasticities in the above table represent approximately the percentage changes which would be expected to result, other things being equal, in average purchases per head for each 1 per cent change in the respective average prices; for nearly all foods, the degree of approximation is very close for small (say under 5 per cent) changes in price. An elasticity coefficient which is negative in sign implies that an increase in price would be accompanied by a decrease in the quantity purchased (or vice versa), while a positive elasticity coefficient implies that the percentage changes in price and in purchases would each be in

¹ Household Food Consumption and Expenditure: 1970 and 1971, paragraph 33, HMSO 1973.

the same direction. Thus, for example, reading down the first column of coefficients, an *increase* of 1 per cent in the average price of beef and veal would be expected to result in a *decrease* of 1.24 per cent in the average quantity of beef and veal bought, together with an *increase* of 0.19 per cent in average purchases of mutton and lamb, and increases of 0.76 per cent and 0.13 per cent respectively in those of pork and broiler chicken. Similarly, reading across the first row of coefficients, average purchases of beef and veal would be expected to *decrease* by 1.24 per cent for each 1 per cent *increase* in its average price, but to *increase* by 0.10 per cent for each 1 per cent increase in the price of mutton and lamb, by 0.22 per cent for each 1 per cent increase in the price of pork, and by 0.03 per cent for each 1 per cent increase in the price of broiler chicken.

33. The implied annual shifts in the strength of consumer demand per head for broiler chicken and each of the three carcass meats, after removal of the effects attributable to changes in income and in each of their real prices, are illustrated below in the form of indices (geometric mean 1964–1972 = 100); the annual averages of purchases and deflated prices are also given in index form:¹

		1964	1965	1966	1967	1968	1969	1970	1971	1972
Beef and veal	Prices (a) .	93	98	98	96	101	102	100	103	108
	Purchases (b) .	107	103	104	108	98	97	98	99	88
	Demand (c) .	98	101	101	102	99	99	99	104	97
	Demand (d) .	100	102	102	103	99	99	98	103	94
Mutton and lamb	Prices (a) .	99	100	100	97	100	102	99	98	106
	Purchases (b) .	112	106	109	106	100	96	90	95	88
	Demand (c) .	106	103	107	103	100	98	92	96	95
	Demand (d) .	108	104	108	103	100	99	92	95	93
Pork	Prices (a) .	100	97	99	104	101	100	101	97	101
	Purchases (b) .	86	104	99	85	92	104	104	113	117
	Demand (c) .	91	101	99	91	94	103	106	107	111
	Demand (d) .	92	102	100	92	94	103	105	106	108
Broiler chicken	Prices (a) .	126	113	111	103	97	93	91	91	82
	Purchases (b) .	65	83	89	99	108	115	118	112	127
	Demand (c) .	85	95	99	105	105	105	107	102	99
	Demand (d) .	86	96	100	106	105	106	106	101	96

(a) Deflated to allow for changes in the General Index of Retail Prices since 1964.

(b) Per person.

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

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

These results suggest that the underlying consumer preference for beef may have weakened slightly in 1968 when supplies were reduced, with practically no further change in demand in 1969 and 1970. An apparent recovery in the implied underlying demand in 1971 may, however, have been a temporary phenomenon associated with a decrease in supplies of broiler chicken due to the fowl pest epidemic and with some improvement in carcass meat supplies. In 1972, there was a complete reversal of this supply situation, and the shortage of beef led to exceptionally high prices. At this previously unexperienced level of beef prices

¹ These indices differ from those included in Table 15 which were derived from data covering a shorter period of years, and, in the case of the indices of demand, did not take into account the substitution relationships between the three carcass meats and broiler chicken.

it may be that demand is more elastic to changes in price than the average elasticity coefficient estimated over the whole period from 1964 to 1972 would imply; indeed, the increase in the value of this coefficient mentioned in paragraph 31 would support this argument. In so far as -1.24 is an under-estimate of the own-price elasticity for beef in 1972 the value of 94 for the index of demand in that year is understated, and it would therefore be premature to infer from it a sharp fall in the underlying demand. The results for mutton and lamb suggest a continuing downward trend in the underlying demand, and those for pork a continuing upward trend. The estimate of the index of demand for broiler chicken in 1972, however, may have been affected in a similar manner to that for beef, because, with the exceptionally high level of supplies and consumption of chicken in that year, household purchases may have responded less to the price decrease than would be implied by the elasticity coefficient of -1.04 estimated as an average over the period from 1964 to 1972. Certainly it would be unrealistic to conclude that the underlying demand for broilers has weakened since 1970, especially in view of the record high level of purchases in 1972 and the difficult supply situation for carcass meat.

34. Other meat. Household purchases of uncooked bacon and ham fell sharply between the first and second quarters of 1972 but then showed very little variation in the remainder of the year when average prices in real terms rose sharply. Averaged over the whole year, purchases amounted to 4.7 oz per person per week and were about 7 per cent lower than in 1971. In contrast, purchases of cooked ham, assisted by a fall in the real price, were fully maintained at 0.96 oz per person per week although the underlying demand appears to be weakening. A small increase in purchases was recorded for cooked poultry but a slight decrease for other cooked meats, while consumption of canned meats rose by 9 per cent to 2.4 oz. Consumption of sausages and meat pies showed little change at 4.3 oz, but purchases of quick-frozen meat products rose by nearly a fifth to 0.64 oz and purchases of other meat products rose by 5 per cent to 2.3 oz; the underlying demand for the two latter categories of meat products continued to follow a pronounced upward trend.

Fish

35. Expenditure on fish at 10.6p per person per week accounted for 4.4 per cent of household food expenditure in 1972, a slightly higher proportion than in 1971 although consumption continued to average 5.1 oz per person per week. Within this total there were small decreases for fresh and processed white fish and for fat fish, offset by increased purchases of frozen white fish, cooked fish, canned fish, and of fish products particularly frozen fish products.

Eggs

36. The average price paid by housewives for eggs in 1972 was 21.4p per dozen compared with 24.2p in the previous year, a decrease of 12 per cent in money terms or of 18 per cent in real terms. The price elasticity for eggs is estimated to be virtually zero. Household consumption continued to decline averaging 4.4 eggs per person per week, so that expenditure fell to 7.6p and accounted for only 3.1 per cent of household expenditure on food in 1972 compared with 3.8 per cent in 1971 and 4.2 per cent in 1966.

Fats

37. Household consumption of fats in 1972 averaged 11.1 oz per person per week, about $2\frac{1}{2}$ per cent less than in 1971. Average consumption of butter had

been following a downward trend throughout 1971 because of the supply situation and declined further to 4.5 oz per person per week (its lowest level since 1956) in the first quarter of 1972, when the average price paid by housewives rose to 29.5p per lb. Throughout the remainder of the year supplies improved and consumption increased reaching 5.2 oz per person per week in the fourth quarter when the average price fell to 22.3p per lb, nearly 30 per cent lower than in the first quarter in real terms (i.e. after deflation by the General Index of Retail Prices). This change is compatible with a price elasticity of demand of -0.4 , an income elasticity of demand of 0.3 and a downward trend in underlying demand of about 3 per cent per annum, the values indicated by the demand analyses over the period from 1966 to 1972, the results of which are given in Tables 14 and 15.

38. Average consumption of margarine followed an opposite course to that of butter, rising to 3.9 oz per person per week (its highest level since the winter of 1959/60) in the first quarter of 1972, and subsequently falling to 3.2 oz in the fourth quarter of the year. Margarine is, however, a multiple product, and there may well be different trends for different types or qualities. Low fat spreads are not classified as margarine, and command a higher price. In the short run margarine prices tend to be fairly stable; the average fell only from 14.0p per lb to 13.6p between the first and fourth quarters of 1972. In these circumstances demand for margarine is influenced more by changes in the price of butter than by changes in its own price. Taking into account its elasticity of $+0.7$ with respect to the price of butter and its income elasticity of -0.3 , the changes in average consumption during 1972 are broadly compatible with the upward trend in underlying demand of about 3 per cent per annum experienced since 1966 and illustrated by the indices of demand in Table 15.

39. Average purchases of lard and cooking fat declined by 3 per cent in 1972 to 1.9 oz per person per week and the average price also declined slightly. There was no change in consumption of other fats and cooking oil.

40. Throughout 1972 the Survey has attempted a more detailed classification of butter, margarine and other edible oils and fats than has previously been the practice. The results are given in the table opposite.

Sugar and preserves

41. Purchases of sugar averaged 15.0 oz per person per week in 1972 and were some $3\frac{1}{2}$ per cent less than in the previous year. An analysis of the Survey data over the period from 1966 to 1972 suggests that the price elasticity of demand for sugar is virtually zero and that the decrease in purchases in 1972 is mainly in continuation of a downward trend in the underlying demand. Events in 1972 bear out the hypothesis that the price elasticity is virtually zero. The average price rose from 4.6p per lb in December 1971 to 5.4p in February 1972 (mainly because of the increase in the price of sugar bought by the United Kingdom under the Commonwealth Sugar Agreement) but action was taken by the Government in March which had the effect of reducing the average price paid by housewives to about $4\frac{1}{2}$ p per lb, and in real terms it stayed fairly constant for the remainder of the year. However, during the first two months of the year, when the price was rising, purchases also increased, only to fall in March when the price was lowered.

42. Consumption of jam continued its downward trend in 1972, the average falling by about 3 per cent to 1.2 oz per person per week; in real terms the

	Estimated consumption oz (a)	Expenditure p (a)	Average prices paid p/lb	Percentage of households purchasing during survey week	Income elasticity of expenditure (Standard error in brackets)	Income elasticity of quantity purchased (Standard error in brackets)
Butter—New Zealand	1.04	1.69	26.27	17	0.35 (0.15)	0.35 (0.15)
Butter—Danish	1.00	1.69	27.15	18	-0.04 (0.05)	-0.03 (0.06)
Butter—UK	0.86	1.37	25.88	15	0.21 (0.09)	0.22 (0.09)
All other butter (including blended)	1.89	2.90	24.67	30	0.55 (0.10)	0.54 (0.10)
<i>Total butter</i>	4.79	7.65	25.75	72	0.31 (0.05)	0.32 (0.05)
Soft margarine	1.78	1.70	15.34	30	-0.24 (0.07)	-0.25 (0.07)
Other margarine	1.74	1.31	12.02	30	-0.30 (0.11)	-0.31 (0.12)
<i>Total margarine</i>	3.52	3.01	13.70	55	-0.27 (0.06)	-0.28 (0.06)
Lard and compound cooking fat	1.89	1.14	9.68	40	-0.20 (0.07)	-0.22 (0.08)
Vegetable cooking oils	0.59	0.59	19.99	6	0.82 (0.13)	0.87 (0.13)
Salad oils	0.01	0.02	49.13	...	2.79 (2.28)	2.67 (1.39)
<i>Total vegetable and salad oils</i>	0.60	0.61	20.42	6	0.91 (0.13)	1.38 (0.21)
Suet	0.12	0.12	16.31	4	-0.34 (0.09)	-0.39 (0.16)
Low fat spreads	0.05	0.06	17.84	1	1.31 (0.58)	1.30 (0.58)
Dripping	0.13	0.08	9.84	3	-0.57 (0.26)	-0.63 (0.29)
All fats not specified above (including cream substitutes)	0.03	0.10	53.54	2	1.28 (0.30)	1.37 (0.30)
<i>Total "other" fats</i>	0.32	0.35	17.60	10	0.24 (0.16)	-0.13 (0.15)
<i>Total fats</i>	11.12	12.76	18.44	91	0.16 (0.04)	0.05 (0.04)

(a) Per person per week

average price also continued to show a slight downward trend. Consumption of marmalade was also a little lower at 0.84 oz and its real price increased slightly, reversing the previous downward trend.

Vegetables

43. In order to conform with the more general practice adopted in other statistical publications, tomatoes, which were formerly classified by the National Food Survey as fruit, have now been transferred to the vegetable group. Taking this change in classification into account, expenditure on vegetables and vegetable products averaged 27.2p per person per week in 1972 and accounted for 11.3 per cent of household food expenditure compared with 11.0 per cent in the previous year. The increase in their proportionate share of the household food budget is due to some further transfer of demand from fresh to processed vegetables.

44. Potatoes. Between January and August 1972 the average prices of potatoes from the previous season's main crop remained at the same levels as had applied a year earlier, namely 2.0p per lb for pre-packed potatoes and 1.6p per lb for other potatoes. Early and mid-season varieties from the new crop, however, commanded prices which averaged about 3.5p per lb between January and August, compared with 3.0p a year before, while the averages for the main crop on sale from September onwards were 2.2p per lb for pre-packed and 1.8p per lb for other potatoes compared with 1.9p and 1.6p respectively in the corresponding months of 1971. Throughout 1972 consumption was at a lower level than in 1971, the average for the year being about $3\frac{1}{2}$ per cent lower at 46.7 oz per person per week.

45. Fresh green vegetables. Consumption of this group of vegetables, excluding quick-frozen produce, was virtually unchanged in 1972 at 13.3 oz per person per week. In real terms, the average price for the group was about $1\frac{1}{2}$ per cent higher than in the previous year, and it appears that the effect of this on demand was almost exactly offset by the effect of the rise in real incomes, as there appears to be no residual trend in the underlying demand for any of the constituent items within the group. The relative importance of the separate items within the group varies from year to year according to availability of supplies; in 1972 the group contained rather more cabbage, cauliflower, leafy salads and fresh peas, but fewer brussels sprouts and fresh beans.

46. Other fresh vegetables. Average consumption of this group fell by nearly 6 per cent in 1972 to 13.5 oz per person per week, the principal decreases being for root vegetables and tomatoes. Purchases of onions, cucumbers, and mushrooms showed little change.

47. Processed vegetables. Expenditure on all kinds of processed vegetables in 1972 averaged 9.6p per person per week and represented 35 per cent of household expenditure on vegetables compared with 32 per cent in the previous year. In quantity terms, average consumption rose by 10 per cent in 1972 to 13.7 oz per person per week of which 9.0 oz (4.3p) was canned vegetables (including canned tomatoes, canned potatoes and vegetable juices), 2.2 oz (2.1p) frozen vegetables (including frozen potato products), 0.4 oz (0.5p) dried vegetables, 2.0 oz (2.5p) other potato products, and 0.2 oz (0.2p) other vegetable products.

48. Elasticity of demand for vegetables. In order to explore any possible substitution relationships between the main categories of fresh vegetables other than potatoes, canned vegetables and quick-frozen vegetables, the monthly Survey data of average purchases and prices over the period from 1964 to 1972 were analysed in the manner outlined in paragraph 23 above. For the purpose of this analysis the main categories of fresh vegetables which were grouped together were brassicas and root vegetables i.e. cabbage, cauliflower, brussels sprouts, carrots, turnips, swedes, and other root vegetables. The resulting estimates of the respective own-price and cross elasticities of demand are shown in the following table together with estimates of the respective income elasticities of demand obtained by cross-sectional analyses of the Survey data in 1969; the figures in brackets are estimates of the standard errors of the respective coefficients:

	Elasticity with respect to the price of			Estimated income elasticity of demand 1969
	Brassicas and root vegetables	Canned vegetables	Quick-frozen vegetables	
Brassicas and root vegetables	-0.50 (.09)	0.23 (.07)	0.14 (.07)	0.20
Canned vegetables	0.24 (.08)	-1.21 (.31)	0.25 (.14)	-0.32
Quick-frozen vegetables	0.28 (.15)	0.49 (.28)	-1.24 (.31)	0.81

The own-price elasticities in the above table are all highly significant, and all the cross elasticities are either significant or verging on significance at the conventional (5 per cent) level, so that some substitution between one category of vegetables and another appears to have taken place on the basis of changes in their relative prices. When the above estimates of the own-price elasticities and cross-elasticities are used to eliminate from the data on purchases the effects of changes in the real prices, and when the effects due to changes in income are also removed, the underlying demand for brassicas and root vegetables appears to be fairly steady with variations associated with changes in supplies. In contrast, the trend in underlying demand for canned vegetables is seen to be upward with a temporary interruption in 1971. Purchases of quick-frozen vegetables showed a marked upward trend throughout the period of analysis, but the results suggest that although the underlying demand was also rising until 1969, it weakened thereafter and the continued growth in average purchases was achieved only by a marked decrease in the real price and the rise in real incomes. These changes are illustrated by the indices in the table at the top of page 26 (geometric mean 1966-1972 = 100).

Fruit

49. Expenditure on fruit (excluding tomatoes) continued to account for 6 per cent of household food expenditure in 1972, averaging 14.6p per person per week of which 9.5p was expenditure on fresh fruit. Average consumption of fresh fruit was 11 per cent lower than in 1971 at 17.5 oz per person per week but consumption of other fruit was barely changed at 6.6 oz. The decrease in consumption of fresh fruit was common to all the categories distinguished in the Survey classification except rhubarb and soft fruit, and was most pronounced for apples and citrus fruit. For fresh fruit as a whole, average prices were nearly 13 per cent higher than in 1971, the percentage increases being rather greater for apples and pears than for citrus fruit and bananas. The substitution relationships between oranges, apples and pears, as estimated from analysis of the Survey

			1966	1967	1968	1969	1970	1971	1972
Brassicas and root vegetables	Prices	(a)	106	98	98	106	99	95	98
	Purchases	(b)	97	101	101	96	103	103	99
	Demand	(c)	97	98	99	99	104	103	101
	Demand	(d)	98	99	99	99	104	102	99
Canned vegetables	Prices	(a)	107	105	101	98	95	97	98
	Purchases	(b)	92	96	99	104	109	98	103
	Demand	(c)	95	100	99	98	103	98	107
	Demand	(d)	93	98	99	97	104	99	111
Quick-frozen vegetables	Prices	(a)	112	110	106	107	98	92	80
	Purchases	(b)	80	77	94	107	108	113	132
	Demand	(c)	88	85	102	116	108	104	101
	Demand	(d)	92	88	104	118	107	102	93

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

(b) Per person.

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

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

data for 1964 to 1972 by the method outlined in para. 23, are as follows (standard errors in brackets):

	Elasticity with respect to the price of		
	Oranges	Apples	Pears
Oranges	-1.17 (.22)	0.25 (.11)	0.01 (.07)
Apples	0.12 (.05)	-0.56 (.06)	0.02 (.02)
Pears	0.02 (.28)	0.18 (.19)	-1.68 (.21)

The demand for each variety of fruit is much more affected by changes in its own price than by changes in the prices of the other two. Substitution between apples and oranges is sufficiently well established, but there appears to be no substitution at all between oranges and pears on the basis of changes in their prices relative to each other, while any possible substitution between apples and pears is not great enough to attain statistical significance at the conventional 5 per cent level, even over a nine-year period. All these substitution relationships appear to be less strong than those estimated over the period from 1964 to 1971, which were given in the previous Report.¹ The trends in average purchases and in real prices of the three fruits over the period from 1964 to 1972 are illustrated by indices (geometric mean 1964 to 1972 = 100) in the table opposite, together with the corresponding derived indices of demand. These indices suggest that the underlying demand for apples and oranges has weakened at an average rate of about 1½ per cent per annum, and that for pears at a rather faster rate. In all cases the trend in the demand indices is not steady, and this suggests that the underlying demand may change from one year to another in accordance with some factors, perhaps changes in supply levels or in quality or varieties, which are not explicitly taken into account in the equations. The indices for canned, bottled and dried fruits shown in Table 15 suggest that these items also are subject to a downward trend in the underlying demand.

¹ *Household Food Consumption and Expenditure: 1970 and 1971*, paragraph 49, HMSO 1973.

			1964	1965	1966	1967	1968	1969	1970	1971	1972
Oranges	Prices	(a) .	106	105	103	101	99	98	91	97	101
	Purchases	(b) .	96	88	101	103	103	104	106	105	95
	Demand	(c) .	104	95	105	100	99	100	97	103	97
	Demand	(d) .	107	97	107	101	99	100	96	101	92
Apples	Prices	(a) .	93	95	98	119	113	107	88	92	99
	Purchases	(b) .	99	104	107	93	92	95	100	112	98
	Demand	(c) .	95	101	105	102	99	100	95	107	98
	Demand	(d) .	99	104	108	103	99	100	93	104	91
Pears	Prices	(a) .	103	106	98	119	101	94	88	94	99
	Purchases	(b) .	110	91	118	80	99	108	103	104	92
	Demand	(c) .	117	101	115	104	98	97	85	96	90
	Demand	(d) .	123	105	118	105	99	97	84	93	83

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

(b) Per person.

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

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

Bread and flour

50. Average expenditure on bread was 14·9p per person per week and continued to account for just over 6 per cent of household food expenditure. The average quantity purchased, however, declined by about 2 per cent to 34·4 oz per person per week, continuing the long established downward trend. The average price of bread has been rising in real terms for several years, and it appears from various analyses of demand which have been carried out on the Survey data of average quantities and prices that the demand has become more price-elastic as the real price has increased. The most recent estimate of the price elasticity, based on an analysis of the data for the period from 1966 to 1972, is $-0\cdot76$ compared with an estimate of $-0\cdot36$ over the period from 1958 to 1965. The increase in price has thus been a significant factor in the decline in average purchases of bread, as has also the growth in real incomes because the income elasticity of demand for bread is negative. However, these two factors taken together do not fully explain the decline in purchases; a downward trend in the underlying demand is implied.

51. Household purchases of flour resumed their decline in 1972, falling to 5·4 oz per person per week. In real terms the average price has also shown a downward trend for several years, in contrast to the price of bread, and has not contributed to the decline in purchases which, therefore, appears to have occurred mainly because of a weakening in the underlying demand but also, in part, because the income elasticity of demand is negative.

Cakes and biscuits

52. Expenditure on cakes and biscuits averaged 13·3p per person per week in 1972 and again accounted for $5\frac{1}{2}$ per cent of household food expenditure, although the average quantity purchased was $3\frac{1}{2}$ per cent lower at 10·7 oz. The decrease was rather greater for cakes than for biscuits. Indeed, the analyses of demand in Tables 14 and 15 indicate that the underlying demand for cakes is falling while that for biscuits is fairly steady; moreover, in real terms, the average price of cakes rose more in 1972 than that of biscuits.

Other cereal products

53. Expenditure on all other cereal products, most of which are classified as "convenience foods", amounted to 6.6p per person per week in 1972 accounting for about 2½ per cent of household food expenditure. In quantity terms, average purchases increased by 4 per cent to 8.1 oz per person per week, about two-thirds of the increase being in purchases of breakfast cereals, which have shown an upward trend for several years as their real price has fallen. The analysis of Survey data over the period from 1966 to 1972 did not yield conclusive results and it has not been found possible to determine the relative importance of the price trend and any trend in the underlying demand.

Beverages

54. Expenditure on beverages (excluding alcoholic and soft drinks) remained at 8.9p per person per week in 1972, again accounting for just over 3½ per cent of household food expenditure. The average price of instant coffee was about 4 per cent lower than in the previous year, equivalent to a decrease of about 11 per cent in real terms, and there were smaller decreases in real terms in the average prices of most other beverages. Average consumption of tea nevertheless continued its downward trend, falling to 2.2 oz per person per week, while that of instant coffee rose further to 0.46 oz. Estimates of the substitution relationships between tea and instant coffee obtained from analysis of the Survey data over the period from 1964 to 1972 are shown in the following table (standard errors in brackets):

	Elasticity with respect to the price of	
	Tea	Instant coffee
Tea	-0.89 (.25)	0.59 (.14)
Instant coffee	1.42 (.33)	-1.51 (.41)

The trends in average purchases and deflated prices over the period from 1964 to 1972 are shown by the indices in the following table together with corresponding indices illustrating the implicit changes in demand (geometric mean 1964 to 1972 = 100):

		1964	1965	1966	1967	1968	1969	1970	1971	1972
Tea	Prices (a) .	117	111	107	105	99	95	94	91	85
	Purchases (b) .	106	103	103	106	102	99	100	94	89
	Demand (c) .	111	106	104	107	102	96	101	90	85
	Demand (d) .	110	105	103	107	102	96	102	90	87
Instant coffee	Prices (a) .	118	111	109	106	97	96	92	93	84
	Purchases (b) .	68	77	86	88	105	112	124	128	136
	Demand (c) .	70	78	88	89	102	113	119	131	130
	Demand (d) .	72	80	90	90	103	114	117	128	123

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

(b) Per person.

(c) Per person. Including changes in demand (see Glossary) attributable to changes in real personal disposable incomes.

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

The trend in underlying demand for tea was downwards over this period, decreasing at an average rate of over 3 per cent per annum, while that for instant coffee was upwards, increasing at an average rate of 10 per cent per annum.

Miscellaneous foods

55. Purchases in this sector generally increased in 1972, the most important increases being those for canned soups, dehydrated soups, pickles and sauces, and ice-cream bought to serve as part of a meal.

Chapter 3

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: GEOGRAPHICAL, INCOME GROUP AND FAMILY COMPOSITION DIFFERENCES, AND SPECIAL STUDIES, 1972

3.1 Introduction

56. The National Food Survey provides estimates of *average* food consumption and expenditure for different household groups in addition to those for Great Britain as a whole. The estimates for the former are not in general as accurate as those for the whole community because they are each based on fewer household records, while the variation between households within each group is often quite large. The geographical groupings which are considered below are the same as those used in previous Annual Reports and the pattern of differences between the various geographical groups shows a broad consistency from year to year. The classifications according to income group and household composition, however, were revised in 1972 so that precise comparisons with results for previous years are not possible.

3.2 Geographical differences

3.2.1 CLASSIFICATION USED

57. To reveal differences in food consumption patterns between households in different parts of the country, the Survey data are analysed in two separate ways. The first of these classifies households according to geographical region, the second classifies them according to the degree of urbanization of the polling districts in which they are located.¹ The two classifications are made independently of each other and no cross-classification according to degree of urbanization within each region has been attempted.

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

3.2.2 MAIN RESULTS IN 1972

59. Table 16 gives estimates of average food expenditure per person per week in each region and type of area in 1972 and the value of food obtained for consumption in the home inclusive of the value of garden and allotment produce and other food obtained without direct payment. Average expenditure was lowest in Scotland at £2·18 per person per week (10 per cent below the average for Great Britain), and highest in Wales at £2·51 (4 per cent above the average

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

for Great Britain). In the English regions expenditure was within 3 per cent of the average for Great Britain and ranged from £2·33 in the East Midlands to £2·47 in the combined South East/East Anglia region. When supplies from sources such as gardens and allotments are also taken into account the broad pattern is very little changed. Expenditure on convenience foods was greatest in the Northern region where it averaged 68p per person per week and accounted for over 28 per cent of household food expenditure; in the remainder of northern England and in Wales and the East Midlands it was a little above the national average, but it was below that average in Scotland, the West Midlands and the whole of southern England. In Greater London only 21 per cent of the household food budget was devoted to convenience foods.

60. Differences in average expenditure between the types of area continued to be more pronounced than those between regions, the range being from £2·25 per person per week in rural areas (nearly 7 per cent below the average of £2·41 for Great Britain) to £2·66 in London (more than 10 per cent above the average). Average expenditure varied directly with degree of urbanization except for an exceptionally low average of £2·32 recorded for households in the provincial conurbations. Indeed, when the value of garden and allotment produce is taken into account, the total value of food obtained for consumption was least in the provincial conurbations (5 per cent below the national average) but still greatest in London (9 per cent above); it showed hardly any variation between semi-rural areas and larger and smaller towns, and in wholly rural areas it was only just over 2 per cent below the national average. Expenditure on convenience foods was greatest in the provincial towns outside the conurbations and least in rural areas; London, however, retained its lead for quick-frozen convenience foods.

61. Indices which compare the levels of food prices paid by housewives in each region and type of area in 1972 with the national level are also given in Table 16. These indices have been constructed in a manner analogous to that used for the price indices in Tables 3 and 4 and are in fact each the geometric mean of two indices which respectively have weights appropriate to the region under consideration and to the whole of Great Britain. The regional indices are all within $1\frac{1}{2}$ per cent of the national average except that for Wales, which was $2\frac{1}{2}$ per cent above the average for Great Britain, but was based on housewives' experience in only two parliamentary constituencies. The price indices for the various types of area also show comparatively little variation, ranging from nearly $1\frac{1}{2}$ per cent below the national average in provincial conurbations—principally because of lower than average prices for meat and for convenience foods—to about $1\frac{3}{4}$ per cent above the national level in wholly rural areas, where higher than average prices were paid for meat, fresh fruit and bread.

62. Table 16 also gives indices of the real value of average purchases in each region and type of area. These indices were derived in a manner analogous to that described in paragraph 20 above by dividing the expenditure indices (shorn of the few items for which expenditure but not quantity is recorded in the Survey) by the corresponding price indices. The resulting indices represent the regional and type of area differences in food expenditure adjusted to a common level of food prices, and reflect in economic terms differences in dietary pattern as well as differences in physical quantities purchased. The indices for all regions except Scotland and the West Midlands are closer to the national average than are the corresponding indices of expenditure, and so are the indices for London and the provincial conurbations, but not those for the other four types of area.

63. The "price of energy" indices¹ in Table 16 show that the average cost per calorie of the diet in the South East/East Anglia region, and particularly in London, was well above the average for Great Britain (by 4 per cent and 10 per cent respectively) although food prices paid by housewives in those areas differed little from those paid elsewhere. Their relatively high expenditure per calorie was due to the pattern of their diet, which included above-average amounts of carcass meat, poultry, butter, fruit and green vegetables but relatively small amounts of bread, margarine, sugar and potatoes. In contrast, the average cost per calorie in the North region and Scotland and in rural areas was between 5 and 6 per cent below the average for Great Britain, owing to above-average consumption of some of the cheaper sources of energy such as bread, flour, potatoes, margarine and sugar and relatively low consumption of carcass meat.

64. The main characteristics of the diet recorded in each region and type of area in 1972 are summarized in Table 17. In some instances these may not be typical of the whole region or area for the reasons given in paragraph 58. Nevertheless, the broad pattern is very similar to that found over the five-year period from 1966 to 1970, details of which were given in the previous Report.²

65. Estimates of average consumption in 1972 of each of the items in the main Survey classification of foods are given for each region and type of area in Table 18. For some of these foods an experimental sub-division was attempted in 1972. Full details are not tabulated in this Report but a broad picture emerged revealing some noteworthy geographical variations. Thus, the results for natural cheese suggest that Cheddar and Cheddar-type cheese, whether home-produced or imported, was the predominant variety in most areas (especially in Scotland and the south of England), the only exceptions being in the three northernmost regions of England where other British varieties predominated. Average consumption of soft cheese and of continental varieties of hard cheese was much greater in London and the South East at nearly $\frac{1}{2}$ oz per person per week than in any other region, and much lower in the provincial conurbations ($\frac{1}{8}$ oz) than in any other type of area.

66. The marked regional variation in average consumption of beef and veal, ranging from 5.9 oz per person per week in Wales to 8.9 oz in Scotland, was accompanied by equally marked variation in the relative importance of the various cuts and types of beef. For example, purchases of joints "on the bone" (including sides), although nowhere as important as purchases of boned joints, were most prevalent in Wales, Scotland and, to a lesser extent, the southern parts of England. In general, purchases of beef on the bone may be associated with the possession of a deep freezer, as evidenced by their relative importance in semi-rural areas, smaller towns and London, the notable exception to this generalization being the comparatively low level of purchases recorded by the small sample of rural households in 1972. Steak of all kinds (including stewing steak, and "steak and kidney") was the predominant category of beef everywhere

¹ These "price of energy" indices showing relative differences in "cost per calorie" have been obtained by dividing the money value of food obtained for consumption (purchases plus supplies from gardens, allotments, etc.) in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households. These indices take into account variations in consumers' choice of food as well as variations in prices paid.

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

except in the South West. Purchases of minced beef were much the highest in Scotland, and were also comparatively large in the north of England and the South East/East Anglia region, but lowest in Wales and the midlands. Veal was not prevalent in any part of the country, the highest average quantity recorded being that of 0·06 oz per person per week in London. Average consumption of mutton and lamb varied even more than that of beef and ranged from 1·8 oz per person per week in Scotland to over 6·0 oz in Wales and 7·1 oz in Greater London. Very little mutton was purchased except in Scotland, the north-east and the East Midlands. Joints were the principal category of lamb everywhere except in Scotland where chops predominated. Average consumption of pork was greatest in London and the South West where joints predominated over chops, and least in Scotland and the North West where the pattern was reversed. Pork fillets were most common in Wales and the West Midlands.

67. The detailed results for butter in 1972 indicate that Danish butter was the predominant variety purchased by housewives in northern England and the West Midlands, but it barely penetrated to the South West and Wales. In contrast, New Zealand butter led the field in the southern part of the country and barely penetrated to Scotland and the north. Consumption of UK butter exceeded that of Danish or New Zealand only in Wales, Scotland and the East Midlands and tended to be inversely related to degree of urbanization. Total consumption of all other varieties of butter (including blended) tended to be inversely related to distance from London. Regional differences in average consumption of margarine on the whole complemented those for butter. Purchases of soft margarine were slightly greater than those of other margarine only in the northern regions of England and in the midlands where butter consumption is relatively low. Consumption of low fat spreads averaged less than 0·1 oz per person per week in all regions; it was greatest in the East Midlands and the South West and least in the West Midlands and North West. Purchases of cooking oil were greatest in London and the South East and in Wales, and least in Scotland and northern England where the more traditional cooking fats are still preferred.

3.3 Income group differences

3.3.1 CLASSIFICATION USED

68. Households participating in the National Food Survey are classified into income groups, defined in terms of the gross weekly income (i.e. before deduction of direct taxes and analogous payments) of the head of the household, as stated by the housewife, or, if necessary, imputed from occupation or other information. In defining these groups, the aim is to maintain as far as possible a constant proportion of households in each group from year to year, and therefore, because of the continuing rise in money incomes, the income ranges for each group must be reviewed annually. Moreover, revisions must be made in advance of the fieldwork for any year, because those housewives who are unable or unwilling to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. In descending order of income the groups are designated A1, A2, B, C and D, the last-named group being sub-divided into three categories, namely: households containing at least one earner (group D1), those containing no earner (group D2), and households solely or largely dependent on contributory

state retirement pensions or non-contributory old age pensions (abbreviated as OAP). Prior to 1972 it was the practice to choose income ranges which might be expected to result in respectively 2½, 7½, 35, 35 and 20 per cent of the households in the sample being allocated to groups A1, A2, B, C and D. However, the gradual increase in the number of pensioner and retired households in the population meant that fewer and fewer households with earners were being allocated to group D1 by this procedure. To avoid this, a revised procedure was adopted in 1972 whereby the income ranges defining groups A1 to D1 only were determined in such a way that the expected percentages of households within these groups would be 3 per cent in group A1, 7 per cent in group A2, 40 per cent in B, 40 per cent in C and 10 per cent in D1. Once these ranges were determined, the same range was adopted for group D2 as for D1. The opportunity was also taken to revise the definition of pensioner households to conform with that used in the Family Expenditure Survey; the revised definition, which is more restrictive than the one previously in use, requires that at least three-quarters of the total income of the household be derived from national insurance retirement or similar pensions and/or supplementary pensions or allowances paid in supplementation or instead of such pensions, and that such households include at least one person over the national insurance retirement age. The income ranges used in 1972 and the distribution of the households in the sample are as follows:

Income group	Gross weekly income (a) of head of household (b)	Percentage of households		
		In whole sample	In groups A1 to D1	
A	A1	£80 or over	1·8	2·2
	A2	£53 but under £80	6·3	7·8
B		£30 but under £53	34·3	42·3
C (c)		£17 but under £30	33·7	41·6
D (c)	D1	Under £17	4·9	6·0
	D2	Under £17	4·4	
	OAP	Under £17	14·5	

(a) As declared by the housewife, or imputed from other information. These estimates are therefore approximate and may be understated.

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

(c) Households headed by adult male full-time agricultural workers earning under £17 a week are placed in group C.

Further details of the composition of the sample of households in each group in 1972 are given in Tables 5 to 8 of Appendix A.

3.3.2 MAIN RESULTS IN 1972

69. Estimates of average expenditure on food in 1972 in each of the income groups are given in Table 19. Average weekly expenditure per head ranged from £2·30 in groups C and D1 to £2·84 in group A1, respectively 4½ per cent below and 18 per cent above the national average. Expenditure by households in group D2 and by pensioner households was respectively 1 per cent and 4½ per cent above the national average. These relativities were barely altered when the value of garden and allotment produce and other free supplies was taken into account.

Average expenditure on convenience foods showed very little variation among groups A1 to C at approximately 60p per person per week, but fell to about 55p in groups D1 and D2 and to 50p in pensioner households. Expenditure on quick-frozen foods showed a steep gradation with income, being more than three times as great in group A1 as in pensioner households. Expenditure on other convenience foods, however, showed greater uniformity but was slightly higher for households in the middle income groups than for those in other groups.

70. Table 19 also gives indices which compare the levels of food prices paid by housewives in each income group with the national level. The indices were derived by the method outlined in paragraphs 20 and 61 above. They show that the levels of prices paid for food varied directly with the income of the head of the household, with housewives in the highest income group paying prices which exceeded the average by about $7\frac{1}{2}$ per cent, and those in the lower income groups paying prices about 1 per cent below the average. As an exception to this generalisation, the level of prices paid by pensioner households was virtually the same as the national average. The different price levels presumably reflect differences in quality in the widest sense and include differences due to the type of shop patronised and the type of service offered. These differences in "quality" can be eliminated from the expenditure indices by dividing the latter by the corresponding price indices as described in paragraphs 20 and 62 above. The resulting indices of the real value of food purchased, which are also given in Table 19, provide a measure in economic terms of the variation in dietary pattern and level of food purchases between the income groups; they show a less steep gradation with income than the corresponding indices of expenditure.

71. The "price of energy"¹ indices given in Table 19 take into account not only price variation but also differences between groups in dietary pattern. They show a range of only 6 per cent in the average cost per calorie between income groups B and D1 but increase markedly in groups A1 and A2 where the cost was respectively 29 and 14 per cent above the national average. Most of this increased cost is due to these groups spending relatively more on low-energy foods and less on high-energy foods.

72. Tables 20 and 21 show details of average consumption of and expenditure on the main foods in each of the income groups in 1972. For most foods both average expenditure and consumption per head showed a steady downward gradient between income groups A1 and D1; the gradient was in the reverse direction, however, for condensed milk, processed meat, margarine, lard and compound cooking fat, sugar and preserves, potatoes, bread, flour and tea, all of which have low or even negative income elasticities. For some foods with comparatively high income elasticities, not only was average expenditure greatest in the highest income group but it also accounted for a relatively greater proportion of household food expenditure; included in this group of foods are cream, carcase meat, fruit, fresh green vegetables and quick-frozen vegetables. Average expenditure per head on most foods by income group D2 fell within the range spanned by groups A1 and D1; there are some exceptions to this, however, notably sugar, preserves, flour, tea, branded food drinks and soups, on which they spent more per head than any of the groups with earners, and cakes, biscuits, breakfast cereals, "other" cereals and cocoa, on which they spent

¹ See footnote to paragraph 63.

less. Expenditure per head by pensioner households (which contain few children) exceeded that by any other group on condensed milk, fresh fish, butter, lard and compound cooking fat, sugar, preserves, bread, flour, cakes, oatmeal, tea and branded food drinks; however, they recorded the lowest averages for breakfast cereals, some other cereal convenience foods, soups, vegetables and cooking oils. The proportions of the total food budget allocated by pensioner households to liquid milk, fresh fish, eggs, butter, sugar and preserves, flour, oatmeal and tea were higher than in any other income group, while the proportions allocated to meat, vegetables, breakfast and other convenience cereals were lower.

73. The additional detailed information obtained for certain foods in 1972 showed that about 70 per cent of the natural cheese purchased was Cheddar or Cheddar-type in all income groups except groups A1 and A2 where it accounted for 53 and 61 per cent respectively. These two groups consumed the greatest amounts per head of soft cheese and continental varieties of hard cheese, and their consumption of other hard cheese was exceeded only by pensioner households.

74. The average quantities of beef joints (on or off the bone) and steak (including stewing steak, and steak and kidney) recorded by pensioner households were second only to those recorded in group A, but pensioner households tended to concentrate their purchases on the cheaper cuts; in contrast, they purchased smaller quantities of minced beef than any other group, but generally at higher prices. Veal was of importance only in group A, and "other" beef only in groups C and D. Purchases of lamb joints and lamb chops were greatest in group A1 and generally tended to diminish with decreasing income in those groups containing earners; however, pensioner households and other non-earning households in group D2 both recorded levels of purchases close to those in group A. Purchases of mutton were negligible in group A (and completely absent from the small sample of households in group A1) but increased sharply at lower income levels to a maximum of 0.5 oz per person per week in pensioner households. Purchases of pork joints (including sides) exhibited a fairly steep downward gradient with decreasing income, falling from over 3½ oz per person per week in group A1 to around 1 oz in group D2 and in pensioner households; the corresponding gradient for pork chops was less steep (from 1½ oz in group A1 to around 1 oz in all sections of group D).

75. Purchases of Danish butter showed a marked inverse relationship with the income of the head of the household, rising from ½ oz per person per week in group A1 to 2 oz in pensioner households, where it was the predominant variety. This inverse relationship may at first sight suggest that the income elasticity of demand for Danish butter is not only quite marked but also negative in sign. However, when the consumption data are related to net family income per head, and any effect due to family composition is removed, the estimated income elasticity, though negative in sign, is virtually zero, and it seems probable that, if the effect due to geographical factors was also removed, the estimate of the elasticity would become positive in sign. Purchases of other varieties of butter generally showed a direct relationship with income, with only minor irregularities, the gradient being rather steeper for New Zealand butter and for UK varieties than for other kinds of butter. Purchases of soft margarine and of other margarine were each negatively correlated with income in the groups containing earners, and in all groups except C and D2 soft margarine predominated slightly

over other margarine. Purchases of cooking oils exhibited a very steep gradient with income, falling from over 1 oz per person per week in group A1 to under $\frac{1}{2}$ oz in groups D1 and D2 and $\frac{1}{4}$ oz in pensioner households.

3.4 Household composition differences

3.4.1 CLASSIFICATION USED

76. A revised classification of households participating in the National Food Survey was introduced in 1972. The new classification is designed to enable comparisons to be made with information obtained from the Family Expenditure Survey, and compresses the classification used in that Survey into ten main categories according to the number of adults (aged 16 or over) and the number of children (aged under 16). Four of the ten categories consist of households containing two adults with various numbers of children, and in order to illustrate consumption and expenditure patterns at different stages of the family life-cycle these four categories have been sub-divided into ten groups according to the age of the housewife (or the person acting as housewife in households containing no female adult). The resulting sixteen groups are as follows:

One adult

One adult, one or more children

Two adults, housewife under 35 years of age

Two adults, housewife aged between 35 and 54 years

Two adults, housewife 55 years of age or over

Two adults, one or two children, housewife under 25 years of age

Two adults, one or two children, housewife aged between 25 and 34 years

Two adults, one or two children, housewife 35 years of age or over

Two adults, three children, housewife under 35 years of age

Two adults, three children, housewife 35 years of age or over

Two adults, four or more children, housewife under 35 years of age

Two adults, four or more children, housewife 35 years of age or over

Three adults

Four or more adults

Three or more adults, one or two children

Three or more adults, three or more children

Details of the sample in 1972 according to household composition are given in Tables 7 and 8 of Appendix A.

3.4.2 MAIN RESULTS IN 1972

77. Table 22 gives estimates of the average weekly expenditure on food for consumption in the home in 1972 in each of the sixteen types of household. The averages ranged from £3.34 per head (£6.68 per household) in two-adult childless households where the housewife was aged between 35 and 54 to half that amount per head (£1.67, but £11.01 per household) in two-adult households with four or more children and where the housewife was under 35 years of age. Generally, the level of expenditure per head depends more on the number of children in the family than on the number of adults or the age of the housewife, principally because adults and children have unequal physiological requirements for food. With increasing numbers of children in the family, average expenditure per head decreases, but at a diminishing rate. The pattern of differences between the groups is barely changed when the value of garden and allotment produce and other food obtained without direct payment is taken into account. Expenditure per head on convenience foods showed a less steep downward gradient with

increasing household size than did total food expenditure, but showed no consistent relationship with the age of the housewife; in childless households it was greater for those containing two adults than for those containing only one or those with three or more.

78. The price index¹ given in Table 22 shows that the average prices paid for food by two-adult households with four or more children were about 7–8 per cent lower than those paid by corresponding households without children, more than half this difference being attributable to differences in prices paid for meat and vegetables. More generally, the level of prices paid appears to be more strongly negatively correlated with the number of children in the family than with the number of adults, but it does not appear to vary in a regular or a pronounced manner according to the age of the housewife. The different price levels reflect differences in quality in the widest sense and include differences due to the type of shop patronised and the type of service offered. These differences in “quality” can be eliminated from the expenditure indices by dividing the latter by the corresponding price indices. The resulting indices of the real value of food purchases per head, which are also given in Table 22, provide a more useful measure in economic terms of the variation in dietary pattern and level of food purchases per head between the various family-size groups; they exhibited only a slightly less steep downward gradient with increasing family size than did average food expenditure.

79. The “price of energy” index² included in Table 22 shows that the average cost per calorie of the diet in two-adult households containing four or more children was about 25 per cent lower than that in corresponding childless two-adult households. Generally, as with the indices for average food expenditure and prices, the average cost per calorie depends more on the number of children in the family than on the number of adults, and it shows no regular gradation with the age of the housewife. The wide variation among the various groups in the average cost per calorie is caused more by variation in dietary pattern than by variation in food prices.

80. The differences in dietary pattern between the various family size groups are illustrated in Tables 23 and 24 which respectively give estimates of average consumption of and expenditure on the main foods or groups of foods. Generally, expenditure patterns showed very little variation with age of housewife, the main exceptions being for two-adult households without children and those with one or two children. In those childless households where the housewife’s age was 55 years or over a greater proportion of the household food budget was devoted to milk, fish, eggs, butter, margarine, sugar, potatoes, bread, flour, oatmeal and tea than in younger households, but a smaller proportion to cream, cheese, quick-frozen vegetables, fruit and coffee. In families with two adults and one or two children, the youngest housewives allocated greater proportions of their budget to eggs, margarine, potatoes, and convenience foods than the older housewives allocated, but smaller proportions to cream, cheese, carcase meat, fish, butter, green vegetables, fruit, flour, cakes and biscuits, tea and coffee. The most marked contrast in dietary pattern was that between childless two-adult households where the housewife was under 55 years of age and families with two adults and four or more children. The former group was able to allocate

¹ These indices were compiled by methods described in paragraphs 20 and 61 above.

² See footnote to paragraph 63.

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greater proportions of their food budget than the latter to relatively income-elastic foods such as cream, cheese, meat, butter, green vegetables, quick-frozen vegetables, fruit and coffee but allocated smaller proportions to milk, eggs, margarine, sugar and preserves, potatoes, bread, cakes and biscuits, oatmeal, breakfast cereals, and soups. Among households with children, a contrast can be drawn between those with only one adult and those with two; the former spent relatively more than the latter on eggs, sugar, vegetables (but not frozen vegetables), bread, breakfast cereals and soups, but less on meat.

81. The expenditure data given in Table 24 for two-adult childless households and those for families with two adults and various numbers of children have been used to derive regression estimates of the food expenditure attributable to a pair of adults and that attributable to each child. In households where the housewife was under 35 years of age the expenditure attributable to the pair of adults was £5.53 per week, and the average attributable to each child was £1.24. However, in households where the housewife was 35 years of age or over (excluding childless households where the housewife was 55 or over) the expenditure associated with the pair of adults was greater at £6.79 per week while that associated with each child was less at £1.12. The contrast between the estimates for the two categories of household is probably due to the fact that the older adults have higher incomes than the younger adults and can more readily meet part of the requirements of an additional child out of the existing food budget, even though their children are, on average, slightly older.

82. Corresponding estimates for expenditure on each of the main foods or groups of foods are shown in Table 5. The general pattern that emerges is that expenditure attributable to each child was generally lower than that attributable to *each* adult, but that there were variations from this pattern. The expenditure attributable to each child was particularly small in comparison with that attributable to each adult in respect of natural cheese, meat (especially in households where the housewife was 35 or over), processed and shell fish, fresh green vegetables, fruit, coffee and branded food drinks. In contrast, in at least one of the two age categories, the expenditure associated with each child was greater than that associated with each adult for condensed milk, margarine, lard and compound cooking fat, preserves, potatoes, white bread, oatmeal, breakfast cereals and cocoa. These differences clearly reflect differences in economic and physiological factors as well as in food preferences. The expenditure attributable to the adults tended to be greater for most foods in the households where the housewife was 35 or over than in the younger households, the main exceptions being for "other" milk, quick-frozen fish, "other" fats, quick-frozen vegetables, "other" vegetables, breakfast cereals, "other" cereals and cocoa. On the other hand the expenditure associated with a child tended to be lower in families where the housewife was 35 or over than in the younger families, the main exceptions being liquid milk, natural cheese, quick-frozen fish, margarine, "other" fats, "other" vegetables, fresh fruit, biscuits, breakfast cereals and cocoa.

83. The additional detailed information obtained about household purchases of certain foods in 1972 in each type of household indicated that Cheddar-type cheese accounted for between 65 and 79 per cent of purchases of natural cheese. The percentage was higher in households with children than in those with none but did not vary in a regular manner with the age of the housewife. Soft cheeses and continental hard varieties enjoyed less popularity in families with children

TABLE 5
Regression estimates of household food expenditure attributable to a pair of adults and to a child, 1972

	Families in which housewife is under 35 years of age			Families in which housewife is 35 or over		
	Expenditure attributable to		Child as percentage of the adult pair	Expenditure attributable to		Child as percentage of the adult pair
	the pair of adults	each child		the pair of adults	each child	
	p	p	per cent	p	p	per cent
MILK AND CREAM:						
Liquid milk—full price	55.7	16.4	29	58.8	18.8	32
Condensed milk	1.6	1.2	75	2.1	0.6	29
Dried and other milk	5.6	2.1	38	3.7	0.7	19
Cream	3.9	-0.4	n.a.	4.7	-0.3	n.a.
<i>Total Milk and Cream</i>	<i>66.8</i>	<i>19.4</i>	<i>29</i>	<i>69.3</i>	<i>19.9</i>	<i>29</i>
CHEESE:						
Natural	17.8	0.5	3	20.0	2.1	10
Processed	1.5	0.6	40	1.6	0.5	31
<i>Total Cheese</i>	<i>19.3</i>	<i>1.1</i>	<i>6</i>	<i>21.6</i>	<i>2.6</i>	<i>12</i>
MEAT:						
Beef and veal	41.6	5.1	12	63.4	1.0	2
Mutton and lamb	20.0	3.2	16	31.2	0.9	3
Pork	15.8	2.6	16	22.0	-0.4	n.a.
<i>Total Carcase Meat</i>	<i>77.4</i>	<i>10.9</i>	<i>14</i>	<i>116.6</i>	<i>1.5</i>	<i>1</i>
Bacon and ham, uncooked	19.9	3.7	19	30.9	1.7	6
Poultry, uncooked	18.6	1.2	6	21.1	1.3	6
Other meat	57.4	11.9	21	63.8	10.7	17
<i>Total Meat</i>	<i>173.3</i>	<i>27.7</i>	<i>16</i>	<i>232.4</i>	<i>15.2</i>	<i>7</i>
FISH:						
Fresh	4.3	1.1	26	10.2	0.2	2
Processed and shell (a)	1.8	0.1	6	3.5	-0.3	n.a.
Prepared (b)	9.7	2.5	26	12.6	1.8	14
Quick-frozen	6.3	1.2	19	5.0	1.9	38
<i>Total Fish</i>	<i>22.1</i>	<i>4.9</i>	<i>22</i>	<i>31.3</i>	<i>3.6</i>	<i>12</i>
EGGS	<i>15.1</i>	<i>4.7</i>	<i>31</i>	<i>19.8</i>	<i>4.3</i>	<i>22</i>
FATS:						
Butter	15.9	2.8	18	23.0	2.4	10
Margarine	5.5	2.4	44	6.2	3.1	50
Lard and compound cooking fat	2.0	1.0	50	2.9	0.7	24
Other fats	3.6	-0.1	n.a.	2.7	0.6	22
<i>Total Fats</i>	<i>27.0</i>	<i>6.1</i>	<i>23</i>	<i>34.8</i>	<i>6.8</i>	<i>20</i>
SUGAR AND PRESERVES:						
Sugar	7.8	3.4	44	11.4	3.2	28
Honey, preserves, syrup and treacle	2.5	1.4	56	5.1	1.2	24
<i>Total Sugar and Preserves</i>	<i>10.3</i>	<i>4.8</i>	<i>47</i>	<i>16.5</i>	<i>4.4</i>	<i>27</i>
VEGETABLES:						
Potatoes	10.4	5.7	55	12.1	5.3	44
Fresh green	10.2	0.8	8	14.1	0.4	3
Quick-frozen	7.5	7.2
Other vegetables	41.0	7.9	19	38.9	9.1	23
<i>Total Vegetables</i>	<i>69.1</i>	<i>14.4</i>	<i>21</i>	<i>72.3</i>	<i>14.8</i>	<i>20</i>
FRUIT:						
Fresh	25.9	1.0	4	29.9	2.3	8
Other	13.6	1.8	13	17.0	1.2	7
<i>Total Fruit</i>	<i>39.5</i>	<i>2.8</i>	<i>7</i>	<i>46.9</i>	<i>3.5</i>	<i>7</i>
CEREALS:						
Brown bread	1.6	0.3	19	3.7	0.3	8
White bread	17.1	11.9	70	22.8	10.9	48
Wholewheat and wholemeal bread	0.4	...	1	0.6	0.1	13
Other bread	5.2	0.9	17	7.3	0.9	12
<i>Total Bread</i>	<i>24.3</i>	<i>13.1</i>	<i>54</i>	<i>34.4</i>	<i>12.2</i>	<i>35</i>

TABLE 5—continued

	Families in which housewife is under 35 years of age			Families in which housewife is 35 or over		
	Expenditure attributable to		Child as percentage of the adult pair	Expenditure attributable to		Child as percentage of the adult pair
	the pair of adults	each child		the pair of adults	each child	
	p	p	per cent	p	p	per cent
Flour	2.0	0.6	30	3.6	0.7	19
Cakes (c)	15.6	3.1	20	21.3	2.8	13
Biscuits	14.9	4.3	29	15.9	5.3	33
Oatmeal and oat products	0.3	0.3	94	0.6	0.5	90
Breakfast cereals	5.4	3.6	67	4.3	4.5	105
Other cereals	9.3	3.3	35	8.4	2.8	33
Total Cereals (including bread)	71.8	28.3	39	88.5	28.8	33
BEVERAGES:						
Tea	7.1	2.5	35	14.6	1.0	7
Coffee	8.3	1.3	16	10.4	0.8	8
Cocoa	0.6	0.1	12	0.3	0.6	218
Branded food drinks	0.8	0.1	6	1.5	...	1
Total Beverages	16.8	4.0	24	26.8	2.4	9
MISCELLANEOUS:						
Soups, canned, dehydrated and powdered	4.7	1.7	36	4.9	1.3	27
Other foods	17.6	4.4	25	13.7	4.9	36
Total Miscellaneous	22.3	6.1	27	18.6	6.2	33
TOTAL EXPENDITURE	553.4	124.3	22	678.8	112.5	17

(a) Includes smoked, salted, pickled and dried fish.

(b) Includes all cooked, canned or bottled fish, and fish products, not quick-frozen.

(c) Includes buns, scones, teacakes, cakes and pastries.

than in single-adult households, while UK varieties of hard cheese had greatest appeal in wholly adult households. Steak (including stewing steak and steak and kidney) was the predominant category of beef in all groups except households with two adults and four or more children, where minced beef predominated. Veal featured significantly only in wholly adult households and tended to be more popular with older than with younger housewives. Lamb joints predominated over chops in all types of household except those containing only one person. Purchases of mutton were greatest among the elderly but also of some importance to the larger families. Average consumption of pork, in common with that of beef and lamb, was greatest in wholly adult households. Pork chops had a clear predominance over pork joints only in the smaller and younger families. Average purchases of all varieties of butter tended to increase with age of housewife; there was no marked relationship between the variety purchased and the type of family. Soft margarine predominated over other margarine in all the wholly adult groups of households except the very largest and also in the older two-adult families with one or two children.

3.5 Household composition differences within income groups

3.5.1 CLASSIFICATION USED

84. In order to examine the effect of the size of family upon food consumption and expenditure patterns at different income levels, and vice versa, the Survey data have been analysed according to household composition within each broad income group. Because they rarely include children, pensioner households have been excluded from this analysis. The samples of households in income groups A1 and A2 are too small for separate analysis according to family composition

and have therefore been combined, as have those for income groups D1 and D2. Similarly, the classification according to family composition has been compressed to eliminate the sub-classification according to age of housewife, and all wholly adult households have been placed in a single category regardless of household size; in addition, all households with three or more adults and one or more children have been combined. The analysis is therefore confined to twenty-four sub-groups of households as designated in Table 25. Details of the composition of the samples included in those groups in 1972 are given in Table 7 of Appendix A.

3.5.2 MAIN RESULTS IN 1972

85. Estimates of average weekly food expenditure per head and per household in each of the twenty-four sub-groups are given in Table 25. Average weekly food expenditure *per head* ranged from £1.41 in families of two adults and four or more children in the lowest income group to £3.19 in wholly adult households in the highest income group. For wholly adult households the average decreased by 15p with each step down the income scale; for families with two adults and up to three children the decrements from group A to group B were greater than those from group B to group C, which in turn were greater than those from C to D, but in families with only one parent and those with two adults and four or more children the corresponding decrements were greatest at the lower levels of the income scale. In two-adult families in income groups B, C and D, those with one or two children spent between 42p and 44p more per head per week than those with four or more children, but the recorded difference between corresponding families in the highest income group was appreciably greater, no doubt owing to sampling variation.

86. Average food expenditure *per household* ranged from £4.74 per week for wholly adult households in the lowest income group to £12.81 for families of two adults with four or more children in the highest of the income groups. Among two-adult households with children the rate of increase in average household expenditure with increasing family size tended to be greater in the higher income groups than in the lower.

87. Details of the food consumption patterns of each of the twenty-four sub-groups are given in Table 26.

3.6 Special Studies

3.6.1 CONSUMPTION OF MILK BY DIFFERENT CATEGORIES OF PERSON

Introduction

88. Following the announcement¹ in October 1970 that the supply of welfare milk at reduced price to young children and expectant mothers was to be discontinued in April 1971,² 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,³ arrangements were made to produce special analyses of National Food

¹ *New Policies for Public Spending*, Cmnd. 4515, HMSO, 1970.

² *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.

³ *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.

Survey data which would highlight any changes which might take place in the level of milk consumption in various types of family. 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. For these analyses, three broad categories 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”.¹
- 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,¹ but virtually none of the households who were affected by the change in regulations for welfare milk.² 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.¹ For convenience, this group is referred to below as “households affected by the changes in arrangements for both welfare milk and school milk”.

The three broad categories of household were further sub-divided into families in the higher income groups (income groups A & B as defined in paragraph 68 above) and those in the lower income groups (income groups C & D). A further (alternative) sub-division distinguishes between families with only one or two children and those with three or more. Details of average quantities of milk obtained by each of these groups in 1970 (the last full calendar year before the changes) and in 1972 (the first full calendar year following the changes) are given in Table 6.

89. The second category of analyses entailed tabulation of quantities of milk consumed in the home by various categories of *person* living in the households

¹ The system of coding and processing National Food Survey 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. The matching could only be attempted in terms of distinguishing households containing children in either the age range from 7 to 12 (i.e. under 13) years or that from 10 to 12 years or that from 7 to 9 years, the latter being the one which was adopted. Although a closer match would have been possible if the relevant computer tapes had carried the ages of children in single years instead of a range, an exact match would still not have been possible because, in fact, only about half of the children aged seven or eleven years would have been affected (see footnote 3 p. 43).

² A very small quantity of welfare milk was recorded by this group owing to the presence of “visitors” (see Glossary) in households in the group.

TABLE 6
Average quantities of liquid milk obtained for consumption per person per week, 1970 and 1972

	Income groups				Families with				All families	
	A & B		C & D		1 or 2 children		3 or more children		1970	1972
	1970	1972	1970	1972	1970	1972	1970	1972	1970	1972
<i>Households containing one or more children aged 0-4 years and/or an expectant mother, but no child aged 7-9 years</i>										
Number of households	779	722	547	531	1102	1069	224	184	1326	1253
Full price milk	2.31	4.71	2.03	3.86	2.32	4.49	1.78	3.78	2.20	4.34
Welfare milk	2.42	0.05	2.40	0.34	2.43	0.11	2.34	0.41	2.41	0.18
School milk	0.09	0.07	0.09	0.07	0.07	0.05	0.18	0.10	0.09	0.07
Total liquid milk	4.82	4.83	4.52	4.27	4.82	4.65	4.30	4.29	4.70	4.60
<i>Households containing one or more children aged 7-9 years, but no expectant mother and no child aged 0-4 years</i>										
Number of households	359	421	318	299	461	521	216	199	508	720
Full price milk	4.26	4.43	3.52	3.92	4.11	4.43	3.59	3.81	3.90	4.21
Welfare milk	0.01	...	0.03	...	0.03	...	0.01	...	0.02	...
School milk	0.35	0.11	0.39	0.10	0.33	0.10	0.43	0.12	0.37	0.10
Total liquid milk	4.62	4.54	3.94	4.02	4.47	4.53	4.03	3.93	4.29	4.32
<i>Households containing at least one child aged 0-4 years and/or an expectant mother, and at least one child aged 7-9 years</i>										
Number of households	227	210	221	201	104	94	344	317	448	411
Full price milk	2.75	4.43	2.43	3.56	2.88	4.65	2.53	3.89	2.59	4.01
Welfare milk	1.43	0.01	1.48	0.31	1.68	0.02	1.41	0.20	1.45	0.17
School milk	0.33	0.15	0.29	0.14	0.27	0.07	0.32	0.16	0.31	0.14
Total liquid milk	4.51	4.59	4.20	4.02	4.83	4.74	4.26	4.25	4.35	4.32

included in the groups defined in paragraph 88. With this purpose in mind, a special questionnaire was introduced into the Survey in February 1971¹ 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 which she used in cooking or served to visitors. Results obtained during February and March 1971, though perforce based on small samples and confined to part of a single school term, are given in Table 7 together with results obtained in 1972. A number of housewives who took part in the normal National Food Survey refused or were unable to complete the additional questionnaire so that the averages for 1972 in Table 7 are based on fewer household records than those in Table 6.

Quantities of milk obtained (Table 6).

90. The average quantities of milk obtained in 1972 by families affected by the change in arrangements for welfare milk but not by that for school milk was 4·60 pints per person per week compared with 4·70 pints in 1970. This slight decrease in 1972 is not statistically significant and may in part be due to the revised method of defining a person which was introduced into the Survey in 1972.² In 1970 just over half of the milk obtained by this group was welfare milk, and this was replaced almost in its entirety by purchases at the full retail price. Families in the higher income group and those with three or more children also maintained their level of consumption, but for families in the lower income group, and those with one or two children, the average quantity of milk obtained showed statistically significant decreases between 1970 and 1972 of 0·25 and 0·17 pt per person per week respectively.

91. The households affected by the change in arrangements for school milk but not by that for welfare milk fully maintained their average consumption in 1972 except those in the higher income group and those with larger families, which recorded decreases (not statistically significant) of 0·08 and 0·10 pt per person per week respectively.

92. The households affected by the changes in arrangements for both welfare milk and school milk showed very slight decreases in the average quantity obtained, except in the higher income group, but none of the changes were large enough to attain statistical significance.

Quantities of milk consumed in the home by different categories of person (Table 7)

93. The results for households affected by the change in arrangements for welfare milk but not by that for school milk suggest that, on average, the quantity of milk drunk by adult women fell from 4·1 pints per week in February/March 1971 to 3·6 pints in 1972. Consumption by children under 5 years of age was, however, fully maintained except in the lower income group, where the average fell from 4·7 pints to 4·4. For persons in other age groups there were no marked decreases.

94. In households affected by the change in arrangements for school milk but not by that for welfare milk, the average quantities drunk at home by children of school age increased slightly except for those aged 7 or over in the lower income group and those aged 10 or over in the larger families, but the quantities drunk by adults decreased.

¹ This was the earliest date at which this questionnaire could be introduced.

² See paragraph 18.

TABLE 7
Average quantities of milk consumed per week in the home by different categories of persons, February/March 1971, and 1972

	Income groups				Families with				All families		
	A & B		C & D		1 or 2 children		3 or more children		Feb/Mar 1971	1972	
	Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972	
Households containing one or more children aged 0-4 years and/or an expectant mother, but no child aged 7-9 years	76	632	56	461							1093
Number of households which supplied details of milk consumption					114	943	18	150	132		
Average quantities of milk consumed by:											
Persons aged 0-4 years pt	4.7	4.9	4.7	4.4	4.7	4.7	4.4	4.6	4.6		4.7
Persons aged 5-6 years pt	4.6	4.5	(4.2)	4.3	(4.4)	4.5	(4.6)	4.2	4.5		4.4
Persons aged 10-17 years pt	(3.3)	4.0	(3.6)	3.6	(3.5)	4.4	(3.4)	3.4	3.5		3.8
Males aged 18 years or over pt	4.0	3.8	3.6	3.5	3.9	3.8	(3.4)	3.2	3.7		3.7
Females aged 18 years or over pt	3.7	3.7	4.3	3.4	4.2	3.6	(2.5)	3.0	4.1		3.6
All persons pt	4.2	4.2	4.2	3.8	4.3	4.1	3.7	3.8	4.2		4.0
Milk used in cooking or served to visitors pt	0.8	0.6	0.6	0.4	0.7	0.5	0.6	0.4	0.7		0.5
Total pt	5.0	4.7	4.8	4.2	5.0	4.6	4.3	4.2	4.9		4.5

TABLE 7—continued

	Income groups		C & D		1 or 2 children		Families with 3 or more children		All families	
	A & B		Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972
	Feb/Mar 1971	1972								
<i>Households containing one or more children aged 7-9 years but no expectant mother, and no child aged 0-4 years</i>										
Number of households which supplied details of milk consumption	44	357	29	251	54	457	19	151	73	608
Average quantities of milk consumed by:										
Persons aged 5-6 years pt	(3-8)	4-4	(3-5)	4-2	(3-8)	4-5	(3-4)	4-2	3-6	4-4
Persons aged 7-9 years pt	4-1	4-8	4-4	4-3	4-3	4-8	4-0	4-1	4-2	4-6
Persons aged 10-17 years pt	4-1	4-3	3-8	3-7	4-1	4-2	3-9	3-7	4-0	4-0
Males aged 18 years or over pt	(4-0)	3-4	3-6	3-1	3-7	3-4	(4-2)	3-0	3-8	3-3
Females aged 18 years or over pt	3-4	3-2	3-1	2-8	3-2	3-1	(3-3)	2-9	3-3	3-0
All persons pt	3-9	3-9	3-7	3-5	3-8	3-9	3-8	3-5	3-8	3-8
Milk used in cooking or served to visitors pt	0-8	0-6	0-4	0-4	0-7	0-6	0-5	0-4	0-6	0-5
<i>Total</i> pt	4-7	4-5	4-2	4-0	4-5	4-4	4-3	3-9	4-5	4-3

TABLE 7—continued

	Income groups				Families with				All families	
	A & B		C & D		1 or 2 children		3 or more children		Feb/Mar 1971	1972
	Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972	Feb/Mar 1971	1972
<i>Households containing at least one child aged 0-4 years and/or an expectant mother, and at least one child aged 7-9 years</i>										
Number of households which supplied details of milk consumption	20	182	21	173	9	87	32	268	41	355
Average quantities of milk consumed by:										
Persons aged 0-4 years pt	5.5 (5.7)	4.8	4.9 (2.8)	4.4 (3.6)	(4.1)	4.8 (4.5)	5.5 (4.0)	4.6	5.2	4.6
Persons aged 5-6 years pt	5.4	4.2	3.6	3.8	—	4.5	4.5	4.0	4.0	4.0
Persons aged 7-9 years pt	(6.1)	4.2	(2.9)	3.4	—	*	4.1	3.9	4.5	4.0
Persons aged 10-17 years pt	(3.9)	3.4	2.4	3.1	(3.1)	3.4	3.1	3.7	4.1	3.8
Males aged 18 years or over pt	4.6	3.3	2.6	2.8	(3.5)	3.4	3.6	3.2	3.3	3.3
Females aged 18 years or over pt								2.8	3.6	3.0
All persons pt	5.1	4.0	3.3	3.5	3.8	4.0	4.2	3.8	4.1	3.8
Milk used in cooking or served to visitors pt	0.8	0.4	0.6	0.3	0.7	0.5	0.6	0.4	0.6	0.4
Total pt	5.9	4.5	3.8	3.9	4.5	4.6	4.8	4.2	4.8	4.2

Figures in brackets are derived from samples of more than 2 but less than 20 persons.

*Fewer than 3 persons in the sample.

95. In the households affected by the changes in arrangements for both welfare milk and school milk the overall average quantity drunk in the home fell from 4.1 pints per person per week to 3.8 pints, the decrease being mainly in the quantity consumed by children under 5 or between 7 and 10 years of age and by the adult females. Consumption by children between 5 and 7 and by adult males was maintained. Generally, quantities drunk by persons in the higher income group were smaller in 1972 than those recorded by the very small sub-samples in February and March of 1971, while those recorded by persons in the lower income group increased except for children under 5. There was a tendency for average quantities of milk drunk to decrease in the larger families, but the pattern was not uniform for all age groups, perhaps because of sampling variation.

96. The nutritional consequences of these changes depend on what, if anything, replaces the milk which would otherwise have been drunk. The Survey data cannot be used to assess these consequences because individuals' consumption of foods other than milk was not determined.

3.6.2 MID-DAY MEALS EATEN BY SCHOOLCHILDREN

97. Throughout 1972 special tabulations have been prepared showing the number of mid-day meals eaten outside the home by children of 5-14 years of age. These meals have been further classified according to the number of school dinners, the number of packed lunches prepared from the household food supply, and the number of other mid-day meals eaten outside the home. Meals eaten when the child was away from home (e.g. on holiday) are excluded except in a very small minority of cases where the absence was of such short duration that the child qualified as a member of the household for purposes of the Survey.¹ The results are shown in Table 8 as the average number of each type of mid-day meal per schoolchild per week throughout the year (inclusive of such portion of the school holiday periods as was spent at home).

98. The results show some quite marked variations in incidence of the various types of mid-day meal. The greatest incidence of school dinners and of packed lunches was in the South West, and in rural areas generally. Children in Scotland had the fewest mid-day meals away from home, and in particular had relatively few school dinners or packed lunches. In London school dinners and packed lunches were much more prevalent than in the provincial conurbations. With the exception of income groups D1 and D2, which had a relatively high incidence of school meals (perhaps because a number of the children in these groups would qualify for free dinners), the number of school dinners per schoolchild was positively correlated with the income of the head of the household. In terms of family composition the highest incidence of school meals was in the one-parent families. In families with two adults and various numbers of children the incidence of school meals and of packed lunches tended to increase with age of housewife.

¹ See definition of "person" in Glossary.

TABLE 8
Average number of mid-day meals per week per child aged 5-14 years, 1972

	Meals not from the household supply		Meals from the household supply	
	School meals	Other meals out	Packed meals	Other
All households	2.52	0.11	0.38	3.99
<i>Analysis by region</i>				
Wales	2.20	0.17	0.28	4.35
Scotland	1.92	0.11	0.13	4.84
North	2.66	0.11	0.06	4.17
Yorkshire and Humberside	2.52	0.10	0.14	4.24
North West	2.61	0.11	0.37	3.91
East Midlands	2.54	0.08	0.35	4.03
West Midlands	2.57	0.11	0.51	3.81
South West	2.90	0.16	0.54	3.40
South East/East Anglia (a)	2.72	0.11	0.42	3.75
<i>Analysis by type of area</i>				
London conurbation	2.74	0.16	0.50	3.60
Provincial conurbations	2.20	0.09	0.19	4.52
Larger towns	2.33	0.11	0.33	4.23
Smaller towns	2.29	0.10	0.33	4.28
Semi-rural areas	3.12	0.13	0.53	3.22
Rural areas	3.17	0.06	0.33	3.44
<i>Analysis by income group</i>				
A1	3.27	0.13	0.27	3.33
A2	2.91	0.15	0.63	3.31
B	2.49	0.12	0.41	3.98
C	2.38	0.09	0.27	4.26
D1	2.81	0.12	0.18	3.89
D2	3.63	0.07	0.01	3.29
<i>Analysis by household composition</i>				
1 adult, 1 or more children	3.88	0.10	0.28	2.74
2 adults, 1 or 2 children:				
Housewife under 25	1.88	0.08	—	5.04
Housewife 25-34	2.58	0.09	0.25	4.08
Housewife 35 or over	2.55	0.16	0.52	3.77
2 adults, 3 children:				
Housewife under 35	2.27	0.11	0.23	4.39
Housewife 35 or over	2.36	0.11	0.51	4.02
2 adults, 4 or more children:				
Housewife under 35	2.47	0.07	0.14	4.32
Housewife 35 or over	2.72	0.05	0.30	3.93
3 or more adults, 1 or 2 children	2.49	0.14	0.49	3.88
3 or more adults, 3 or more children	2.44	0.10	0.27	4.19

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

Chapter 4

NUTRITIONAL VALUE OF HOUSEHOLD FOOD, 1972

4.1 Introduction

99. The nutritional value of the food itemized in Chapters 2 and 3 is estimated *via* appropriate conversion factors. These factors are revised annually to reflect changing knowledge of the composition of foods and the relative contribution of separate foods to the composite food items in the Survey classification (Appendix A, Table 11), and they allow both for inedible waste and for the losses of thiamin and vitamin C which are likely to occur during cooking.

100. The results are given 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 of the amounts of food obtained in each category of household (Chapters 2 and 3), and can also be related to the nutritional value of the total food supplies in the United Kingdom (which are expressed per person in Appendix C), but it has some drawbacks. It does not show the actual nutrient intakes of the Survey populations because on the one hand it excludes food likely to be outside the housewives' knowledge,¹ and on the other makes no allowance for 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.**² 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 of the household 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 purchases (and not by adding or subtracting estimates of the nutrient content of the meals in question). Moreover, for these comparisons the estimated energy and nutrient content is reduced throughout by 10 per cent³ to allow for wastage of edible food. Further details of methodology are given in Appendix A, paragraphs 17 to 22, and 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 1969.⁴

(c) **Per 1000 kcal.** This presentation gives an indication of the nutritional quality of the foods obtained; so also, to some extent, do the tables of the

¹ Among the foods excluded from the Survey are most snacks and meals eaten outside the home as well as sweets, and alcoholic and soft drinks (for more details see General Note in Glossary).

² 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.

³ This estimate is the best available, but wastage doubtless varies not only with household income and composition but also with the relative cost of foods.

⁴ *Household Food Consumption and Expenditure: 1969*, paragraphs 85–87, HMSO, 1971.

proportions of the energy derived from protein, fat and carbohydrate and of the proportion of total protein derived from animal sources.

4.2 National averages

101. Estimates of the energy and nutrient intake for 1972 are compared with those for 1970 and 1971 in Table 27. Comparisons with earlier years can be drawn from the five-year review (1966–1970) included in the last Annual Report¹ but, for intakes *per person*, allowance should be made for the changes resulting from the redefinition of a “person” (paragraph 18).

102. Although the amount of food available for consumption in the United Kingdom remained constant (Appendix C),² the energy content of the average *household* diet in 1972 was, at 2430 kcal (10·2 MJ), the lowest ever recorded by the Survey. This reflects decreasing requirements for energy (this value still represented 105 per cent of the intake recommended by DHSS, even after allowing for wastage of 10 per cent of the edible portion of the food) as well as the increasing proportion of those requirements which in some households are now satisfied by snacks and meals eaten outside the home, and which are not included in this Survey. Furthermore, the energy content of the alcohol available for consumption in the United Kingdom is increasing steadily and in 1972 reached 141 kcal per person per day, or 197 kcal per person aged 18 years or more, and the chocolate and sugar confectionery available for consumption in 1972 could provide about another 142 kcal per person per day.

103. There was also a slight decrease between 1971 and 1972 in the absolute intake of some of the nutrients evaluated in this Survey. But the requirements of the population were also estimated to be lower; when intakes were recalculated in terms of recommended intakes there was little change from 1971, and all nutrients except Vitamin D³ continued to be well in excess of the recommendations. Moreover, the nutritional quality of the diet (expressed as nutrients per 1000 kcal) was in general higher than in 1971, and the proportion of energy derived from protein has not been as high since the end of rationing.

104. Table 27 also shows quarterly variations in national average nutrient intake, reflecting seasonal variations in purchases of foods and in the nutrient content of some foods. The Survey has traditionally shown quarterly variations in food consumption and expenditure, but has not done so for nutrients since the review of the years 1957–1962.⁴ The only marked seasonal variation was, as before, for vitamin C, which was highest in the third quarter and lowest in the first; this is largely the result of the seasonal variation of this vitamin in potatoes. Other variations were, as before, very small, although the highest intake tended to occur in the fourth quarter of the year.

105. Table 28 shows that in 1972 the major contributions to energy intake were from cereals and cereal products (28·9 per cent), meat and meat products (16·7 per cent), visible fats (14·5 per cent), milk and milk products excluding butter

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

² For an account of the differences between the food available in the UK and that obtained by households, see Appendix A, paragraph 23.

³ A dietary source of vitamin D is not necessary for most adults because they obtain all they need from the action of sunlight on the skin; furthermore the Survey does not record pharmaceutical sources of this or any other vitamin.

⁴ *Domestic Food Consumption and Expenditure: 1964*, Appendix E, HMSO, 1966.

(13·8 per cent), sugar (bought as such) and preserves (together 11·1 per cent). The contributions from cereals, cereal products and potatoes continued to decline. The contribution from butter also declined, but those from margarine and milk rose. Meat provided the same proportion of the energy intake as in 1971, but the contributions from pork, poultry and "other" meat increased while that from beef declined slightly.

4.3 Geographical differences

106. Although each region of Great Britain cannot be fully represented by the households selected for this Survey, the variations in nutritional value shown in Table 29 are similar to those occurring in previous years. Household diets in Wales, the North, the North West, the West Midlands, London and the larger towns in general contained more than the national average of the nutrients evaluated, while household diets in Scotland, the South West, provincial conurbations, smaller towns, and rural areas in general contained less than the national average. But these regional variations were, as in previous years, much less pronounced than the variations which occurred in purchases of individual foods (Tables 17 and 18), because the foods for which regional differences were most marked tended to be replaced by other foods of broadly similar nutritional value. An exception occurred, however, in some instances with fruit and vegetables other than potatoes: in London consumption of both was much higher than the average while in Scotland consumption of both was much lower, and this largely accounted for the extremes which were found in vitamin C intake (21 per cent more and 18 per cent less than the national average respectively) in these regions.

107. It is also useful to compare nutrient intakes with recommended intakes which differ between regions because of the different age, sex and occupation (activity) distributions which occur (Appendix A, Table 4). London had the highest intake in relation to need of all the regions, for every nutrient evaluated except vitamin D. The South East/East Anglia and the North West also continued to be above the average, while Scotland, the South West, the smaller towns and rural areas were joined by the semi-rural areas as parts of the country where the household diet in relation to need was below the national average for most nutrients; nevertheless, all the regions and types of area remained well above the levels recommended by the Department of Health and Social Security for all nutrients except vitamin D.¹ Some of the differences were accounted for by variations in the quality of the various diets, and some by variations in the total amount of food purchased (and thus perhaps by differences in the amounts of food wasted).

108. In terms of nutritional quality (estimated as nutrients per 1000 kcal in the diet), the relative position of Scotland was much higher than when considered in terms of absolute intakes or intakes as percentages of the recommended allowances. Households in London continued to obtain the greatest quantity of most nutrients in relation to energy. The diets in South East/East Anglia and the South West were also generally above the average, and those in Wales, the North, the North West, the Midlands and rural areas were generally below the average—the national average being almost exactly reproduced by diets in larger towns. The proportion of protein which was derived from animal sources was, as in previous years, highest in London and in the South East/East Anglia region, with the South West also above the average, and Wales, Scotland, the

¹ See footnote 3 on page 54.

E

North and provincial towns continuing more than 1 per cent below the average. The proportion of the total energy which was derived from protein was highest in London, the South East/East Anglia region and in Scotland, and lowest in the East Midlands and rural areas. Although the diet in London continued to derive a greater proportion of its energy content from fat and a smaller proportion from carbohydrate than in any other region, the contribution from fat has never quite reached that from carbohydrate; the opposite occurs in Scotland where the contribution from fat in 1972 was only about three-quarters of that from carbohydrate.

4.4 Income group differences

109. An explanation of the revised income classifications used is given in paragraph 68; the changes mean that the results for 1972 are not directly comparable with those obtained in previous years.

110. The nutritional consequences of comparative "poverty" will, as far as possible, be discussed in section 4.6 because the propensity of a household to obtain an adequate diet is normally reduced more by an increased number of children than by a decreased income.

111. The nutritional value of the diets of households in each income group is given in Table 30. The energy content varied inversely with income and was highest in pensioner households, whether it was considered in absolute terms or in relation to the recommended intake. Intakes per head also increased with decreasing income for total protein, carbohydrate, iron, thiamin, and vitamin D; in contrast, average intakes of animal protein, fat, riboflavin, nicotinic acid equivalents and β -carotene decreased from group A1 to group C, although they rose again in either group D1 or group D2 and for pensioner households. However, households in the latter two groups contain fewer children and more older people than the other income groups (Appendix A, Table 6), so that it is more useful to consider the relationship between income and nutrient intakes expressed in terms of recommended intakes. There were then declines in protein, calcium, thiamin, riboflavin, nicotinic acid, vitamin C (the only nutrient for which there is a pronounced income effect) and vitamin A with decreasing income, but for the first four of these there was still a reversal in one or other of the subsections of group D. Only for vitamin D did the intake increase fairly steadily with decreasing income, largely because of the high concentration of this vitamin in margarine and the comparatively large purchases by low-income families.

112. As happened between 1969 and 1970, there was an interruption to the long established trend¹ of an increasing contribution of fat to the energy content of the diet. This occurred in every income group except group A1, which in 1972 derived nearly 47 per cent of its energy from fat. The quality of the household diet measured as nutrients per 1000 kcal was in general highest in the higher income groups; however, the proportion of the energy derived from protein increased between 1971 and 1972 for every income group.

4.5 Household composition differences

113. The substantial changes which have been introduced in the way in which households of different composition are classified (paragraph 76) makes it

¹ *Household Food Consumption and Expenditure: 1970 and 1971*, Chart, pages 46–48, HMSO, 1973.

impracticable to compare results obtained in 1972 with those for earlier years. For example, differences between families containing one and two children or those with adolescents can no longer be studied, but it is now possible to identify some effects of the age of the housewife (as in the special studies in 1968 and 1969).¹

114. The nutritional value of the diets in each of the sixteen household composition categories is shown in Table 31. The highest intakes of energy and nutrients per person were in households without children, as expected from their proportionately greater requirements. In those households with two adults and no child, the age of the housewife made a substantial difference to the intake of most nutrients: housewives aged 35–54 obtained for their households more than housewives aged 55 or over, while housewives under 35 obtained the least. With children as well as two adults present, the largest intakes per person were in households with one or two children and when the housewife was 35 or over, presumably because the children were also older; otherwise, the number of children or age of the housewife had only small effects.

115. The differences were less marked when intakes were compared with recommended intakes. Households consisting of one adult only had an energy intake 23 per cent in excess of requirements, but several categories of larger households had energy intakes slightly below the recommended intake. However, in households consisting of three or more adults and three or more children, the energy value of the diet was only 92 per cent of that recommended, largely because of a very low intake in the third quarter of the year. Although the allowed wastage of 10 per cent of all edible food may have been too high, and the intake may have been supplemented by alcohol, sweets and other foods not included in the Survey, this result may nevertheless be a cause for watchful concern.

116. In general the highest intakes of nutrients in relation to need were in households without children and the lowest in households with three or more adults *and* three or more children, but in no category of household did any nutrient fall below the recommended levels except for vitamin D² (and this only in households with children, because of the high intake recommended for children up to the age of 5 years).

4.6 Household composition differences within income groups

117. The nutritional value of the diets in households classified simultaneously according to composition and income is given in Table 32. In 1972, six combinations of household type were considered instead of the previous seven, and four income subdivisions instead of the previous three (paragraph 84) so that the results cannot be compared with those from earlier years. However, because increasing numbers of children and decreasing income are the two factors which (apart from lack of knowledge) most constrain the ability of the household to purchase an adequate diet, and because the lowest income range evaluated in 1972 was group D1 & D2 rather than the much larger group C & D1 previously evaluated, some nutritional consequences of comparative “poverty” can to some extent be estimated from these results.

¹ *Household Food Consumption and Expenditure: 1968*, paragraphs 102–104, HMSO, 1970 and *Household Food Consumption and Expenditure: 1969*, paragraph 102, HMSO, 1971.

² See footnote 3 on page 54.

118. As in earlier years, the size of the household was much more important than income for determining the amounts of energy and nutrients obtained. This would be expected when expressed “per person” because of the smaller physiological requirements of children, but it is also true when the intakes are expressed in terms of recommended intakes, although the magnitude of the differences is reduced. The energy intake in wholly adult households was over 2500 kcal per person regardless of income, a value which was not reached in any other household category. The lowest intakes, about 2000–2100 kcal per person, were in one-adult families and families with two adults and three or more children, again regardless of income. In terms of recommended intakes, wholly adult households obtained 108–113 per cent of their energy requirements, while most other categories of household obtained an amount nearer to 100 per cent (after allowing for 10 per cent wastage of the edible portion of the food). Two-adult households in income group D1 & D2 with four or more children (the households in which poverty would be most expected), obtained substantially less than their requirements; however, this result is based on a sample of only 17 households.

119. The effect of poverty on the intake of nutrients is difficult to establish because several of the household categories with low incomes and large numbers of children were too small for reliable evaluation. Intakes per person were nearly always highest in wholly adult households and lowest in households with two adults and four or more children; the only appreciable income effects superimposed on this were for vitamin C (where higher income groups obtained the most) and vitamin D (where lower income groups obtained the most largely because of increased purchases of margarine). A more valid interpretation is, however, in terms of recommended intakes where allowance is made for the smaller requirements of children. The overall pattern was similar to that for intakes per person, and it is reassuring that the intake of no nutrient fell below the recommended intake except for vitamin D.¹

120. The quality of the diet in terms of nutrients per 1000 kcal was broadly similar in all types of household and income groups, again with the exception of vitamin C which was greatest in the higher income groups. Income group A also obtained the greatest proportion of its energy from protein, and the greatest proportion of this protein from animal sources.

4.7 Fatty acids in the diet

121. The fatty acid content of the dietary fat was evaluated for the first time in 1972, and is shown in Tables 27 to 32. For simplicity, the large variety of fatty acids which are found in foods were divided into three groups: saturated, mono-unsaturated, and polyunsaturated fatty acids; for details of methodology, see Appendix A, paragraph 19. Although no specific intake has been recommended by the Department of Health and Social Security, they state²: “A dietary supply of [certain polyunsaturated fatty acids] is almost certainly required by man On present evidence, 1 to 2 per cent of the energy value of a diet provided by [these acids] meets the requirements.” There is also interest in the amounts and relative proportions of these groups of fatty acids in the diet because of their possible relationship with ischaemic heart disease.

¹ See footnote 3 on page 54.

² 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.

122. National averages. The 112 g of fat in the average diet contained the equivalent of 52 g of saturated fatty acids, 43 g of monounsaturated fatty acids and 12 g of polyunsaturated fatty acids. These polyunsaturated acids contributed 4.5 per cent of the energy in the diet. Table 28 shows that the major contributors to the intake of polyunsaturated fatty acids were visible fats (37.0 per cent), meat and meat products (26.6 per cent) and cereals and cereal products (14.6 per cent), and the major contributors to the intake of saturated fatty acids were visible fats (35.2 per cent), meat and meat products (27.2 per cent) and milk, cream and cheese (24.6 per cent). The ratio of polyunsaturated to saturated fatty acids was 0.22 and was slightly higher in the first and second than in the third and fourth quarters of the year.

123. Geographical, income group and household composition differences. The relative proportions of the three groups of fatty acids were broadly similar: for most categories of household the ratio of polyunsaturated to saturated fatty acids (P/S ratio) ranged only between 0.21 and 0.24 although extremes of 0.20 and 0.26 were found. There was a strong negative correlation between this P/S ratio and the total amount of fat in the diet. Thus households in Scotland, in income groups C and D1 or with three or more children, which obtained the least fat, also obtained relatively less saturated fat, while households in Wales, in income group A (and pensioner households) or without children obtained the most fat and relatively more saturated fat. This was largely because these families preferred, or were best able to purchase, dairy products, beef and lamb, all of which, coming from ruminants, are low in polyunsaturated fatty acids.

PART III

Main tables

PART III

Main tables

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

TABLE 9
Indices of expenditure, prices and real value of food purchased:
main food groups (a), 1971 and 1972
 (1970 (b) = 100)

	Expenditure		Prices		Real value of food purchased	
	1971 (b)	1972	1971 (b)	1972	1971 (b)	1972
Liquid milk	122.1	126.1	117.3	121.5	104.1	103.7
Other milk and cream	115.1	134.5	118.6	134.3	97.1	100.1
Milk and cream	121.2	127.2	117.4	123.1	103.3	103.3
Cheese	122.5	156.1	120.6	156.3	101.6	99.9
Beef and veal	115.2	114.0	113.0	126.7	102.0	90.0
Mutton and lamb	114.4	122.1	109.7	126.0	104.3	96.9
Pork	112.7	129.8	105.0	116.9	107.3	111.0
Carcase meat	114.5	118.9	110.7	124.6	103.5	95.4
Bacon and ham, uncooked	102.2	108.2	105.6	120.1	96.8	90.1
Poultry	107.6	123.5	110.6	107.7	97.3	114.6
Other meat and meat products	102.6	113.4	109.4	117.8	93.8	96.3
All meat	108.4	116.0	109.6	120.3	99.0	96.4
Fish, fresh and processed	111.4	117.9	113.9	131.0	97.8	90.0
Fish, convenience	105.4	123.8	111.4	120.9	94.7	102.4
Fish	108.2	121.1	112.6	125.5	96.1	96.5
Eggs	108.3	94.4	110.2	97.3	98.3	97.0
Butter	125.7	119.2	135.4	146.6	92.8	81.3
Margarine	126.9	148.0	115.6	117.7	109.8	125.8
Other fats	106.1	107.8	111.9	115.0	94.8	93.7
Fats	122.3	122.7	126.9	134.0	96.3	91.5
Sugar	100.7	111.1	108.1	123.1	93.2	90.2
Preserves	111.4	116.8	105.8	114.9	105.3	101.7
Potatoes (raw)	83.2	86.8	88.0	96.7	94.5	89.7
Fresh green vegetables	103.4	114.0	102.0	112.5	101.4	101.3
Other fresh vegetables	114.6	118.0	109.4	119.5	104.8	98.7
Other vegetables	104.7	120.0	109.6	113.7	95.5	105.6
Vegetables	101.2	109.6	102.6	110.6	98.6	99.1
Fresh fruit	121.8	122.5	114.2	128.7	106.7	95.3
Other fruit	111.3	116.6	103.2	106.8	107.9	109.1
Fruit	118.0	120.4	110.2	120.4	107.1	100.0
Bread	102.2	108.3	108.4	116.9	94.3	92.7
Cereals other than bread	109.1	116.8	110.7	121.0	98.5	96.6
Cereals	106.1	113.1	109.7	119.2	96.7	94.9
Beverages	102.4	101.4	107.7	107.1	95.1	94.6
Miscellaneous foods (c)	102.0	112.1	107.0	110.4	95.3	101.5
ALL FOODS (c)	109.6	116.0	110.7	119.3	99.0	97.3

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

(b) The estimates for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972 (see also paragraph 18).

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

TABLE 10
Household consumption of individual foods (a); quarterly and annual
national averages, 1972

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

	Consumption					Purchases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt)	4.47	4.49	4.47	4.64	4.52	4.40
Welfare (pt)	0.04	0.06	0.07	0.04	0.05	—
School (pt)	0.06	0.06	0.04	0.05	0.05	...
<i>Total Liquid Milk</i> (pt)	<i>4.56</i>	<i>4.61</i>	<i>4.57</i>	<i>4.73</i>	<i>4.62</i>	<i>4.40</i>
Condensed milk (eq.pt)	0.20	0.18	0.19	0.18	0.19	0.19
Dried milk						
National (eq. pt)	0.01	0.01
Branded (eq. pt)	0.08	0.08	0.10	0.08	0.08	0.08
Instant milk (eq. pt)	0.09	0.06	0.08	0.10	0.08	0.08
Yoghurt (pt)	0.03	0.04	0.04	0.03	0.04	0.04
Other milk (pt)	0.01	0.01	0.01	0.01	0.01	0.01
Cream (pt)	0.03	0.03	0.04	0.03	0.03	0.03
<i>Total Milk and Cream</i> (pt or eq. pt)	<i>4.99</i>	<i>5.02</i>	<i>5.02</i>	<i>5.16</i>	<i>5.05</i>	<i>4.83</i>
CHEESE:						
Natural	3.33	3.20	3.17	3.23	3.23	3.23
Processed	0.29	0.29	0.29	0.31	0.30	0.30
<i>Total Cheese</i>	<i>3.62</i>	<i>3.49</i>	<i>3.46</i>	<i>3.54</i>	<i>3.53</i>	<i>3.53</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	7.59	6.51	6.31	7.18	6.90	6.87
Mutton and lamb	4.87	5.11	4.67	5.21	4.96	4.94
Pork	3.21	3.20	2.83	3.16	3.10	3.08
<i>Total Carcase Meat</i>	<i>15.67</i>	<i>14.83</i>	<i>13.81</i>	<i>15.54</i>	<i>14.96</i>	<i>14.89</i>
Other meat and meat products						
Liver	0.85	0.77	0.80	0.81	0.81	0.81
Offals, other than liver	0.48	0.38	0.35	0.51	0.43	0.43
Bacon and ham, uncooked	4.96	4.62	4.54	4.58	4.68	4.67
Bacon and ham, cooked, including canned	0.75	0.99	1.11	0.99	0.96	0.96
Cooked poultry, including canned	0.16	0.22	0.29	0.24	0.23	0.22
Corned meat	0.33	0.45	0.52	0.49	0.45	0.45
Other cooked meat, not purchased in cans	0.61	0.68	0.67	0.56	0.63	0.63
Other canned meat and canned meat products	1.88	1.95	2.01	1.95	1.95	1.95
Broiler chicken, uncooked	3.64	3.47	3.96	3.56	3.66	3.65
Other poultry, uncooked	2.03	1.63	1.84	1.69	1.80	1.72
Rabbit and other meat	0.09	0.08	0.08	0.10	0.09	0.08
Sausages, uncooked, pork	2.28	1.97	2.05	2.04	2.08	2.08
Sausages, uncooked, beef	1.40	1.49	1.46	1.53	1.47	1.46
Meat pies and sausage rolls, ready- to-eat	0.71	0.68	0.80	0.68	0.72	0.72
Quick-frozen meat (other than un- cooked poultry) and quick-frozen meat products	0.59	0.60	0.63	0.76	0.64	0.64
Other meat products	2.38	2.28	2.19	2.27	2.28	2.27
<i>Total Other Meat and Meat Products</i>	<i>23.14</i>	<i>22.25</i>	<i>23.31</i>	<i>22.73</i>	<i>22.88</i>	<i>22.74</i>
<i>Total Meat and Meat Products</i>	<i>38.81</i>	<i>37.08</i>	<i>37.12</i>	<i>38.27</i>	<i>37.84</i>	<i>37.63</i>
FISH:						
White, filleted, fresh	1.11	1.08	0.85	0.85	0.97	0.97
White, unfileted, fresh	0.60	0.44	0.49	0.61	0.54	0.52
White, uncooked, quick-frozen	0.30	0.33	0.36	0.29	0.32	0.32
Herring, filleted, fresh	0.01	0.01	0.01	0.01	0.01	0.01
Herring, unfileted, fresh	0.11	0.05	0.08	0.09	0.08	0.08
Fat, fresh, other than herring	0.08	0.08	0.12	0.08	0.09	0.08
White, processed	0.25	0.26	0.23	0.19	0.23	0.23
Fat, processed, filleted	0.08	0.08	0.06	0.09	0.08	0.08
Fat, processed, unfileted	0.11	0.07	0.11	0.16	0.11	0.11
Shell fish	0.04	0.05	0.06	0.04	0.05	0.05
Cooked fish	0.83	1.21	1.10	1.01	1.04	1.03
Canned salmon	0.34	0.40	0.43	0.33	0.38	0.38
Other canned or bottled fish	0.25	0.27	0.33	0.30	0.29	0.29
Fish products, not quick-frozen	0.13	0.16	0.13	0.13	0.14	0.14
Quick-frozen fish products and quick- frozen fish not specified elsewhere	0.74	0.69	0.69	0.74	0.72	0.72
<i>Total Fish</i>	<i>4.96</i>	<i>5.18</i>	<i>5.04</i>	<i>4.92</i>	<i>5.05</i>	<i>5.01</i>

TABLE 10—continued
(oz per person per week, except where otherwise stated)

	Consumption					Purchases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
EGGS (no)	4-50	4-48	4-36	4-30	4-41	4-24
FATS:						
Butter	4-48	4-61	4-85	5-21	4-79	4-78
Margarine	3-90	3-75	3-20	3-24	3-52	3-52
Lard and compound cooking fat	2-03	1-86	1-74	1-93	1-89	1-89
Vegetable and salad oils (fl. oz)	0-61	0-55	0-50	0-74	0-60	0-60
All other fats	0-36	0-30	0-26	0-37	0-32	0-32
<i>Total Fats</i>	<i>11-37</i>	<i>11-08</i>	<i>10-55</i>	<i>11-49</i>	<i>11-12</i>	<i>11-11</i>
SUGAR AND PRESERVES:						
Sugar	15-56	15-00	14-50	15-03	15-02	15-02
James, jellies and fruit curds	1-33	1-27	1-14	1-13	1-22	1-16
Marmalade	0-89	0-74	0-76	0-95	0-84	0-83
Syrup, treacle	0-38	0-28	0-26	0-29	0-30	0-30
Honey	0-24	0-18	0-13	0-25	0-20	0-20
<i>Total Sugar and Preserves</i>	<i>18-39</i>	<i>17-48</i>	<i>16-79</i>	<i>17-65</i>	<i>17-58</i>	<i>17-51</i>
VEGETABLES:						
Old potatoes						
January–August						
not prepacked	40-36	22-99	0-17	—	15-88	14-66
prepacked	10-20	6-21	—	—	4-10	4-10
New potatoes						
January–August						
not prepacked	0-67	13-21	24-83	—	9-68	8-60
prepacked	0-04	1-18	2-89	—	1-03	1-02
Potatoes						
September–December						
not prepacked	—	—	12-87	40-30	13-29	11-65
prepacked	—	—	2-27	8-60	2-72	2-72
<i>Total Fresh Potatoes</i>	<i>51-26</i>	<i>43-60</i>	<i>43-03</i>	<i>48-90</i>	<i>46-70</i>	<i>42-75</i>
Cabbages, fresh	4-23	5-47	4-95	4-19	4-71	3-78
Brussels sprouts, fresh	4-23	0-10	0-29	4-34	2-24	1-89
Cauliflowers, fresh	1-85	3-85	3-09	2-90	2-92	2-67
Leafy salads, fresh	0-56	1-75	2-24	0-68	1-31	1-07
Peas, fresh	0-06	0-09	2-39	0-13	0-67	0-41
Beans, fresh	0-13	0-21	3-54	1-00	1-22	0-50
Other fresh green vegetables	0-15	0-51	0-14	0-08	0-22	0-09
<i>Total Fresh Green Vegetables</i>	<i>11-21</i>	<i>11-97</i>	<i>16-63</i>	<i>13-33</i>	<i>13-29</i>	<i>10-41</i>
Carrots, fresh	3-51	2-43	2-44	3-38	2-94	2-66
Turnips and swedes, fresh	1-73	0-43	0-51	1-60	1-07	0-88
Other root vegetables, fresh	1-05	0-61	0-75	0-95	0-84	0-62
Onions, shallots, leeks, fresh	3-37	2-82	2-60	3-26	3-01	2-72
Cucumbers, fresh	0-41	1-09	1-04	0-41	0-74	0-72
Mushrooms, fresh	0-46	0-42	0-38	0-44	0-42	0-42
Tomatoes, fresh	1-95	3-84	5-45	3-42	3-66	3-31
Miscellaneous fresh vegetables	0-64	0-36	1-18	1-20	0-84	0-74
Tomatoes, canned or bottled	1-12	1-13	0-74	0-91	0-98	0-97
Canned peas	2-90	3-19	2-86	2-86	2-95	2-95
Canned beans	3-71	3-89	3-64	3-63	3-72	3-72
Canned vegetables, other than pulses, potatoes or tomatoes	1-26	1-34	1-05	1-17	1-20	1-20
Dried pulses, other than air-dried	0-45	0-30	0-29	0-57	0-40	0-40
Air-dried vegetables	0-04	0-06	0-03	0-03	0-04	0-04
Vegetable juices (fl. oz)	0-10	0-10	0-11	0-07	0-10	0-10
Chips, excluding quick-frozen	1-03	1-37	1-31	1-13	1-21	1-20
Instant potato	0-10	0-12	0-08	0-06	0-09	0-09
Canned potato	0-20	0-27	0-19	0-20	0-22	0-22
Crisps and other potato products not quick-frozen	0-41	0-44	0-49	0-43	0-44	0-44
Other vegetable products	0-15	0-20	0-19	0-20	0-18	0-18
Quick-frozen peas	1-20	1-26	1-07	1-28	1-20	1-20
Quick-frozen beans	0-43	0-44	0-39	0-33	0-40	0-40
Quick-frozen chips and other quick- frozen potato products	0-18	0-28	0-28	0-37	0-28	0-28
All quick-frozen vegetables not speci- fied elsewhere	0-24	0-32	0-26	0-34	0-29	0-29
<i>Total Other Vegetables</i>	<i>26-63</i>	<i>26-70</i>	<i>27-32</i>	<i>28-24</i>	<i>27-22</i>	<i>25-75</i>
<i>Total Vegetables</i>	<i>89-10</i>	<i>82-27</i>	<i>86-98</i>	<i>90-47</i>	<i>87-21</i>	<i>78-91</i>

TABLE 10—continued
(oz per person per week, except where otherwise stated)

	Consumption					Purchases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	4.32	4.26	2.46	2.28	3.33	3.33
Other citrus fruit	1.72	1.37	1.00	1.79	1.47	1.47
Apples	7.26	6.51	5.80	6.71	6.57	5.91
Pears	0.96	0.64	0.64	0.80	0.76	0.71
Stone fruit	0.06	0.15	1.90	0.09	0.55	0.54
Grapes	0.19	0.19	0.34	0.45	0.29	0.29
Soft fruit, other than grapes	0.06	0.31	2.40	0.19	0.74	0.43
Bananas	2.57	3.12	2.77	3.08	2.88	2.88
Rhubarb	0.33	1.26	0.61	0.06	0.56	0.18
Other fresh fruit	0.06	0.07	1.00	0.43	0.39	0.39
Total Fresh Fruit	17.52	17.86	18.92	15.87	17.54	16.13
Canned peaches, pears and pineapples	1.97	2.15	2.23	2.22	2.14	2.14
Other canned or bottled fruit	2.04	2.27	2.24	2.25	2.20	2.14
Dried fruit and dried fruit products	0.73	0.79	0.75	1.70	0.99	0.99
Quick-frozen fruit and quick-frozen fruit products	0.04	0.08	0.05	0.06	0.06	0.06
Nuts and nut products	0.23	0.21	0.14	0.51	0.27	0.27
Fruit juices (fl. oz)	0.82	0.92	1.04	0.94	0.93	0.92
Total Other Fruit and Fruit Products	5.83	6.42	6.45	7.68	6.59	6.52
Total Fruit	23.35	24.28	25.37	23.55	24.13	22.65
CEREALS:						
White bread, large loaves, unsliced	5.73	6.24	6.55	6.32	6.21	6.20
White bread, large loaves, sliced	18.88	18.43	17.92	16.21	17.86	17.86
White bread, small loaves, unsliced	2.79	2.91	2.94	3.25	2.97	2.97
White bread, small loaves, sliced	1.69	1.54	1.53	1.62	1.60	1.60
Brown bread	2.45	2.33	2.34	2.52	2.41	2.41
Wholewheat and wholemeal bread	0.48	0.50	0.39	0.43	0.45	0.45
Other bread	2.72	2.91	3.01	3.12	2.94	2.93
Total Bread	34.74	34.87	34.69	33.47	34.44	34.42
Flour	5.51	5.14	5.39	5.62	5.42	5.42
Buns, scones and teacakes	1.65	1.11	1.04	1.31	1.28	1.27
Cakes and pastries	3.55	4.00	3.86	3.91	3.83	3.82
Crispbread	0.21	0.37	0.28	0.26	0.28	0.28
Biscuits, other than chocolate biscuits	4.07	4.27	4.54	4.37	4.31	4.31
Chocolate biscuits	1.01	1.05	1.00	1.06	1.03	1.03
Oatmeal and oat products	0.86	0.50	0.36	0.61	0.58	0.58
Breakfast cereals	2.49	2.96	3.02	2.98	2.86	2.86
Canned milk puddings	1.57	1.58	1.33	1.62	1.52	1.52
Other puddings	0.29	0.24	0.17	0.49	0.30	0.30
Rice	0.55	0.46	0.49	0.55	0.51	0.51
Cereal-based invalid foods (including slimming foods)	0.03	0.03	0.02	0.03	0.03	0.03
Infant cereal foods	0.12	0.13	0.11	0.09	0.11	0.11
Quick-frozen cereals foods	0.15	0.14	0.18	0.13	0.15	0.15
Cereal convenience foods, including canned, not specified elsewhere	1.70	1.83	1.78	1.87	1.80	1.80
Other cereal foods	0.28	0.24	0.25	0.24	0.25	0.25
Total Cereals	58.77	58.91	58.51	58.60	58.70	58.66
BEVERAGES:						
Tea	2.26	2.18	2.18	2.32	2.24	2.23
Coffee, bean and ground	0.11	0.09	0.13	0.13	0.12	0.12
Coffee, instant	0.46	0.45	0.43	0.50	0.46	0.46
Coffee, essences (fl. oz)	0.06	0.06	0.05	0.07	0.06	0.06
Cocoa and drinking chocolate	0.19	0.13	0.10	0.24	0.16	0.16
Branded food drinks	0.20	0.16	0.15	0.28	0.20	0.20
Total Beverages	3.28	3.07	3.04	3.54	3.24	3.23

TABLE 10—*continued*
(oz per person per week, except where otherwise stated)

	Consumption					Purchases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
MISCELLANEOUS:						
Baby foods, canned or bottled . . .	0.79	0.78	0.63	0.55	0.69	0.68
Soups, canned	3.72	2.94	2.44	3.82	3.23	3.23
Soups, dehydrated and powdered . . .	0.16	0.09	0.07	0.14	0.12	0.12
Accelerated freeze-dried foods (excl. coffee)	—
Spreads and dressings	0.19	0.38	0.40	0.20	0.29	0.29
Pickles and sauces	1.50	1.66	1.40	1.72	1.57	1.56
Meat and vegetable extracts	0.17	0.15	0.11	0.17	0.15	0.15
Table jelly, squares and crystals . . .	0.28	0.39	0.47	0.36	0.38	0.38
Ice-cream (served as part of a meal), mousse	0.73	0.96	1.43	0.82	0.98	0.98
All quick-frozen foods, not specified elsewhere	—	...	0.01
Salt	1.06	0.75	1.08	1.02	0.98	0.98
Synthetic foods	0.03	—	0.01	...

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

TABLE 11

Household expenditure on individual foods (a);
quarterly and annual national averages, 1972

(new pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
MILK AND CREAM:						
Liquid milk						
Full price	24.55	22.66	23.72	25.84	24.19	97
Welfare (quality premium)	0.01	...	—
School	0.02	0.01	0.01	0.01	0.01	...
<i>Total Liquid Milk</i>	<i>24.58</i>	<i>22.67</i>	<i>23.73</i>	<i>25.86</i>	<i>24.20</i>	<i>97</i>
Condensed milk	0.97	0.95	0.99	0.93	0.96	24
Dried milk						
National	0.02	0.04	0.01	0.02	0.02	...
Branded	0.43	0.42	0.58	0.46	0.47	2
Instant milk	0.34	0.25	0.30	0.35	0.31	4
Yoghurt	0.51	0.76	0.77	0.65	0.67	11
Other milk	0.09	0.18	0.12	0.15	0.14	2
Cream	1.03	1.18	1.46	1.13	1.20	23
<i>Total Milk and Cream</i>	<i>27.97</i>	<i>26.45</i>	<i>27.97</i>	<i>29.55</i>	<i>27.97</i>	<i>99</i>
CHEESE:						
Natural	6.43	6.38	6.37	6.63	6.45	71
Processed	0.66	0.70	0.72	0.75	0.71	17
<i>Total Cheese</i>	<i>7.10</i>	<i>7.07</i>	<i>7.09</i>	<i>7.38</i>	<i>7.16</i>	<i>76</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	18.87	17.21	17.47	20.29	18.46	69
Mutton and lamb	8.55	9.52	9.72	10.85	9.66	47
Pork	6.47	6.59	5.98	7.17	6.55	36
<i>Total Carcase Meat</i>	<i>33.89</i>	<i>33.32</i>	<i>33.17</i>	<i>38.31</i>	<i>34.67</i>	<i>88</i>
Other meat and meat products						
Liver	1.57	1.47	1.55	1.57	1.54	24
Offals, other than liver	0.66	0.51	0.58	0.74	0.62	15
Bacon and ham, uncooked	9.54	9.04	9.65	10.58	9.70	77
Bacon and ham, cooked, including canned	2.62	3.33	3.85	3.47	3.32	40
Cooked poultry, including canned	0.35	0.53	0.61	0.54	0.51	4
Corned meat	0.99	1.35	1.57	1.49	1.35	17
Other cooked meat, not purchased in cans	1.65	1.81	1.89	1.60	1.74	28
Other canned meat and canned meat products	2.61	2.75	2.99	2.97	2.83	32
Broiler chicken, uncooked	4.09	3.99	4.80	4.38	4.32	24
Other poultry, uncooked	2.41	1.79	2.19	2.03	2.10	7
Rabbit and other meat	0.14	0.11	0.14	0.16	0.14	1
Sausages, uncooked, pork	3.08	2.73	2.96	3.05	2.96	40
Sausages, uncooked, beef	1.70	1.92	1.89	2.05	1.89	27
Meat pies and sausage rolls, ready-to-eat	1.04	0.98	1.16	1.06	1.06	19
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	1.17	1.24	1.40	1.53	1.34	14
Other meat products	3.82	3.58	3.57	3.85	3.70	45
<i>Total Other Meat and Meat Products</i>	<i>37.45</i>	<i>37.12</i>	<i>40.80</i>	<i>41.08</i>	<i>39.12</i>	<i>97</i>
<i>Total Meat and Meat Products</i>	<i>71.34</i>	<i>70.44</i>	<i>73.97</i>	<i>79.39</i>	<i>73.79</i>	<i>99</i>
FISH:						
White, filleted, fresh	2.15	2.13	1.74	1.79	1.95	19
White, unfileted, fresh	1.01	0.76	0.90	1.18	0.96	10
White, uncooked, quick-frozen	0.65	0.71	0.81	0.70	0.72	7
Herring, filleted, fresh	0.01	0.01	0.01	0.01	0.01	...
Herring, unfileted, fresh	0.11	0.05	0.10	0.10	0.09	1
Fat, fresh, other than herring	0.12	0.16	0.24	0.11	0.16	2
White, processed	0.47	0.50	0.41	0.40	0.44	5
Fat, processed, filleted	0.14	0.15	0.09	0.15	0.13	2
Fat, processed, unfileted	0.13	0.08	0.15	0.20	0.14	3
Shell fish	0.14	0.15	0.20	0.16	0.16	2
Cooked fish	1.64	2.32	2.22	2.17	2.09	21
Canned salmon	1.19	1.44	1.58	1.29	1.38	15
Other canned or bottled fish	0.51	0.55	0.61	0.63	0.58	12
Fish products, not quick-frozen	0.35	0.38	0.33	0.34	0.35	9
Quick-frozen fish products and quick-frozen fish not specified elsewhere	1.46	1.39	1.49	1.57	1.48	19
<i>Total Fish</i>	<i>10.07</i>	<i>10.78</i>	<i>10.89</i>	<i>10.82</i>	<i>10.64</i>	<i>75</i>

TABLE 11—*continued*
(new pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
EGGS	8·07	7·48	7·00	7·71	7·56	85
FATS:						
Butter	8·24	7·97	7·11	7·28	7·65	72
Margarine	3·42	3·18	2·70	2·74	3·01	55
Lard and compound cooking fat	1·27	1·11	1·06	1·12	1·14	40
Vegetable and salad oils	0·64	0·54	0·49	0·78	0·61	6
All other fats	0·37	0·32	0·29	0·43	0·35	10
<i>Total Fats</i>	13·93	13·13	11·65	12·35	12·76	91
SUGAR AND PRESERVES:						
Sugar	4·91	4·27	4·13	4·46	4·44	74
Jams, jellies and fruit curds	0·95	0·95	0·86	0·84	0·90	20
Marmalade	0·59	0·53	0·56	0·67	0·59	15
Syrup, treacle	0·21	0·16	0·14	0·17	0·17	4
Honey	0·30	0·25	0·19	0·36	0·28	4
<i>Total Sugar and Preserves</i>	6·96	6·16	5·89	6·51	6·38	80
VEGETABLES:						
Old potatoes						
January–August not prepacked	3·52	2·36	0·02	—	1·48	} (b)
prepacked	1·21	0·81	—	—	0·50	
New potatoes						
January–August not prepacked	0·24	3·80	3·56	—	1·90	
prepacked	0·01	0·33	0·55	—	0·22	
Potatoes						
September–December not prepacked	—	—	1·34	3·95	1·32	
prepacked	—	—	0·32	1·17	0·37	
<i>Total Fresh Potatoes</i>	4·98	7·32	5·79	5·12	5·79	65
Cabbages, fresh	0·98	1·49	1·00	0·85	1·08	33
Brussels sprouts, fresh	1·07	0·03	0·13	1·37	0·65	21
Cauliflowers, fresh	0·83	1·37	1·07	0·96	1·06	24
Leafy salads, fresh	0·85	1·52	1·16	0·63	1·04	35
Peas, fresh	—	0·02	0·56	0·01	0·15	(b)
Beans, fresh	0·01	0·08	0·92	0·18	0·30	(b)
Other fresh green vegetables	0·03	0·08	0·02	0·02	0·04	1
<i>Total Fresh Green Vegetables</i>	3·77	4·60	4·87	4·03	4·32	72
Carrots, fresh	0·75	0·68	0·63	0·76	0·70	34
Turnips and swedes, fresh	0·31	0·09	0·11	0·32	0·21	10
Other root vegetables, fresh	0·29	0·28	0·26	0·27	0·28	12
Onions, shallots, leeks, fresh	0·90	1·00	1·01	0·98	0·97	39
Cucumbers, fresh	0·45	0·88	0·75	0·35	0·61	21
Mushrooms, fresh	0·76	0·66	0·60	0·72	0·68	18
Tomatoes, fresh	2·43	4·48	4·71	2·46	3·52	56
Miscellaneous fresh vegetables	0·39	0·30	0·50	0·63	0·46	11
Tomatoes, canned or bottled	0·53	0·54	0·36	0·43	0·46	17
Canned peas	1·27	1·39	1·28	1·29	1·31	38
Canned beans	1·75	1·86	1·78	1·84	1·81	46
Canned vegetables, other than pulses, potatoes or tomatoes	0·75	0·75	0·60	0·74	0·71	20
Dried pulses, other than air-dried	0·31	0·24	0·23	0·41	0·30	10
Air-dried vegetables	0·17	0·22	0·14	0·13	0·16	4
Vegetable juices	0·07	0·07	0·08	0·05	0·07	2
Chips, excluding quick-frozen	0·95	1·30	1·28	1·14	1·17	23
Instant potato	0·19	0·23	0·16	0·12	0·18	4
Canned potato	0·12	0·15	0·11	0·11	0·12	3
Crisps and other potato products not quick-frozen	0·97	1·08	1·16	1·04	1·06	24
Other vegetable products	0·15	0·24	0·21	0·22	0·20	6
Quick-frozen peas	1·10	1·21	0·96	1·06	1·08	20
Quick-frozen beans	0·51	0·49	0·40	0·36	0·44	9
Quick-frozen chips and other quick-frozen potato products	0·16	0·20	0·23	0·27	0·22	4
All quick-frozen vegetables and quick-frozen vegetable products, not specified elsewhere	0·26	0·39	0·33	0·34	0·33	6
<i>Total Other Vegetables</i>	15·53	18·73	17·85	16·05	17·05	95
<i>Total Vegetables</i>	24·28	30·65	28·51	25·20	27·16	97

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TABLE 11—*continued*
(new pence per person per week)

	Expenditure.					Percentage of all households purchasing each type of food during survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
FRUIT:						
Fresh						
Oranges	1.87	1.86	1.34	1.32	1.60	31
Other citrus fruit	0.97	0.75	0.64	1.24	0.90	18
Apples	3.16	3.60	3.43	3.55	3.44	52
Pears	0.48	0.36	0.39	0.45	0.42	9
Stone fruit	0.08	0.16	1.55	0.05	0.46	7
Grapes	0.21	0.25	0.36	0.41	0.31	5
Soft fruit, other than grapes	0.01	0.32	1.35	0.05	0.43	5
Bananas	1.33	1.68	1.64	1.81	1.62	36
Rhubarb	0.14	0.12	0.04	0.01	0.08	3
Other fresh fruit	0.04	0.06	0.49	0.23	0.20	3
Total Fresh Fruit	8.29	9.16	11.21	9.12	9.46	74
Canned peaches, pears and pineapples	1.20	1.30	1.38	1.34	1.30	28
Other canned or bottled fruit	1.35	1.57	1.59	1.63	1.54	29
Dried fruit and dried fruit products	0.64	0.68	0.65	1.47	0.86	16
Quick-frozen fruit and quick-frozen fruit products	0.08	0.11	0.09	0.10	0.10	1
Nuts and nut products	0.41	0.37	0.26	1.06	0.52	8
Fruit juices	0.73	0.80	0.89	0.77	0.80	9
Total Other Fruit and Fruit Products	4.41	4.82	4.85	6.38	5.12	59
Total Fruit	12.70	13.98	16.06	15.50	14.58	85
CERIALS:						
White bread, large loaves, unsliced	2.11	2.29	2.48	2.41	2.32	28
White bread, large loaves, sliced	6.75	6.56	6.67	6.05	6.51	54
White bread, small loaves, unsliced	1.26	1.34	1.42	1.60	1.40	28
White bread, small loaves, sliced	0.80	0.74	0.78	0.82	0.78	18
Brown bread	1.16	1.09	1.16	1.27	1.17	28
Wholewheat and wholemeal bread	0.22	0.23	0.18	0.20	0.21	5
Other bread	2.22	2.40	2.65	2.69	2.49	41
Total Bread	14.50	14.66	15.33	15.04	14.88	98
Flour	1.32	1.22	1.30	1.47	1.33	31
Buns, scones and teacakes	1.71	1.18	1.13	1.36	1.34	30
Cakes and pastries	4.97	5.66	5.61	5.94	5.54	58
Crispbread	0.25	0.47	0.35	0.32	0.35	10
Biscuits, other than chocolate biscuits	3.70	4.04	4.27	4.35	4.09	67
Chocolate biscuits	1.98	1.90	1.89	2.05	1.96	31
Oatmeal and oat products	0.47	0.27	0.23	0.37	0.34	9
Breakfast cereals	2.31	2.83	2.94	2.85	2.73	42
Canned milk puddings	0.65	0.68	0.60	0.73	0.66	19
Other puddings	0.29	0.26	0.21	0.56	0.33	7
Rice	0.29	0.25	0.27	0.29	0.28	8
Cereal-based invalid foods (including slimming foods)	0.09	0.09	0.08	0.07	0.08	1
Infant cereal foods	0.19	0.20	0.20	0.16	0.19	3
Quick-frozen cereal foods	0.25	0.21	0.28	0.18	0.23	4
Cereal convenience foods, including canned, not specified elsewhere	1.40	1.61	1.59	1.68	1.57	34
Other cereal foods	0.18	0.16	0.18	0.17	0.17	6
Total Cereals	34.54	35.71	36.45	37.58	36.07	100
BEVERAGES:						
Tea	4.88	4.70	4.67	5.00	4.81	70
Coffee, bean and ground	0.34	0.30	0.44	0.42	0.38	3
Coffee, instant	2.92	2.82	2.70	3.20	2.91	28
Coffee, essences	0.10	0.12	0.10	0.13	0.11	2
Cocoa and drinking chocolate	0.27	0.19	0.16	0.35	0.24	5
Branded food drinks	0.41	0.33	0.33	0.58	0.41	5
Total Beverages	8.92	8.46	8.40	9.68	8.86	79
MISCELLANEOUS:						
Baby foods, canned or bottled	0.66	0.69	0.55	0.53	0.61	6
Soups, canned	1.78	1.48	1.31	2.02	1.65	33
Soups, dehydrated and powdered	0.46	0.27	0.23	0.37	0.33	8
Accelerated freeze-dried foods (excl. coffee)	—
Spreads and dressings	0.24	0.50	0.51	0.27	0.38	8
Pickles and sauces	1.34	1.44	1.26	1.62	1.42	28
Meat and vegetable extracts	0.86	0.76	0.59	0.87	0.77	16
Table jelly, squares and crystals	0.30	0.45	0.53	0.40	0.42	15

TABLE 11—*continued*
(new pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
MISCELLANEOUS (contd.)						
Ice cream (served as part of a meal), mousse	0·70	0·95	1·46	0·77	0·97	14
All quick-frozen foods, not specified else- where	...	—	0·01	0·02	0·01	...
Salt	0·21	0·15	0·19	0·21	0·19	10
Artificial sweeteners (expenditure only)	0·02	0·04	0·04	0·05	0·04	...
Miscellaneous (expenditure only)	0·95	1·02	1·12	1·24	1·08	28
Synthetic foods	0·01	—	0·01
<i>Total Miscellaneous.</i>	<i>7·52</i>	<i>7·76</i>	<i>7·81</i>	<i>8·38</i>	<i>7·87</i>	<i>76</i>
<i>Total Expenditure</i>	<i>£2·33</i>	<i>£2·38</i>	<i>£2·42</i>	<i>£2·50</i>	<i>£2·41</i>	<i>100</i>

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

(b) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 13 below.

TABLE 12
Household food prices (a); quarterly and annual national averages,
individual foods (b), 1972

	Average prices paid in 1972				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	5.66	5.17	5.49	5.64	5.49
Welfare					
School	5.07	5.21	4.26	4.84	4.91
<i>Total Liquid Milk Purchased</i>	<i>5.66</i>	<i>5.17</i>	<i>5.49</i>	<i>5.64</i>	<i>5.49</i>
Condensed milk	4.91	5.38	5.35	5.12	5.18
Dried milk					
National	3.69	4.94	3.26	4.30	4.26
Branded	5.19	5.27	5.96	6.11	5.62
"Instant" milk	3.93	4.10	3.95	3.70	3.91
Yoghurt	19.34	19.20	19.52	20.47	19.59
Other milk	12.40	23.18	19.78	26.67	19.81
Cream	38.12	36.96	38.90	40.66	38.57
CHEESE:					
Natural	30.96	31.89	32.14	32.82	31.90
Processed	36.60	38.04	39.64	39.09	38.30
MEAT AND MEAT PRODUCTS:					
Carcass meat					
Beef and veal	39.91	42.48	44.42	45.53	42.86
Mutton and lamb	28.19	29.85	33.48	33.54	31.14
Pork	32.38	33.07	33.88	36.70	33.89
Other meat and meat products					
Liver	29.52	30.29	31.08	31.18	30.46
Offals, other than liver	21.90	22.37	26.16	23.35	23.28
Bacon and ham, uncooked	30.79	31.39	34.06	36.99	33.10
Bacon and ham, cooked, including canned	56.10	53.79	55.67	56.24	55.41
Cooked poultry, including canned	36.10	38.74	35.50	36.30	36.60
Corned meat	48.05	48.48	47.92	48.47	48.22
Other cooked meat, not purchased in cans	43.62	42.39	45.16	45.79	44.14
Other canned meat and canned meat products	22.21	22.64	23.87	24.32	23.23
Broiler chicken, uncooked	18.07	18.38	19.44	19.76	18.89
Other poultry, uncooked	19.98	18.58	19.66	19.95	19.58
Rabbit and other meat	26.93	29.06	28.61	29.14	28.35
Sausages, uncooked, pork	21.75	22.22	23.21	24.06	22.73
Sausages, uncooked, beef	19.61	20.52	20.81	21.63	20.61
Meat pies and sausage rolls, ready-to-eat	23.46	23.09	23.30	24.91	23.64
Quick-frozen meat (other than uncooked, poultry) and quick-frozen meat products	31.94	32.96	35.28	32.41	33.14
Other meat products	25.93	25.16	26.21	27.25	26.10
FISH:					
White, filleted, fresh	31.24	31.51	32.85	33.80	32.17
White, unfileted, fresh	27.16	28.53	30.52	32.50	29.56
White, uncooked, quick-frozen	34.85	34.73	36.19	39.35	36.11
Herring, filleted, fresh	19.75	18.26	21.87	17.65	19.18
Herring, unfileted, fresh	16.82	16.27	20.71	17.71	17.88
Fat, fresh, other than herring	23.67	35.12	34.79	22.47	29.33
White, processed	30.70	30.78	29.24	33.14	30.81
Fat, processed, filleted	27.31	27.66	25.41	27.12	27.00
Fat, processed, unfileted	19.20	19.79	21.11	20.62	20.24
Shell fish	57.90	52.98	58.86	57.48	56.88
Cooked fish	31.89	30.76	32.61	34.84	32.40
Canned salmon	56.70	57.14	58.46	62.98	58.56
Other canned or bottled fish	32.82	33.08	29.20	33.89	32.06
Fish products, not quick-frozen	45.16	36.87	42.01	40.85	41.03
Quick frozen fish products and quick-frozen fish not specified elsewhere	31.67	32.31	34.55	34.00	33.07
EGGS:					
	1.88	1.75	1.67	1.84	1.78
FATS:					
Butter	29.48	27.70	23.46	22.34	25.75
Margarine	14.03	13.59	13.50	13.56	13.70
Lard and compound cooking fat	10.01	9.60	9.74	9.28	9.68
Vegetable and salad oils	20.94	19.54	19.77	21.13	20.42
All other fats	16.64	17.15	18.14	18.72	17.60
SUGAR AND PRESERVES:					
Sugar	5.05	4.56	4.56	4.75	4.74
Jams, jellies and fruit curds	11.94	12.23	12.76	12.83	12.39
Marmalade	10.60	11.37	11.70	11.37	11.22
Syrup, treacle	8.97	8.92	8.80	9.30	8.99
Honey	21.21	21.91	24.24	23.99	22.66

TABLE 12—continued

	Average prices paid in 1972				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
VEGETABLES:					
Old potatoes					
January–August					
not prepacked	1-52	1-76	1-77	n.a.	1-60
prepacked	1-91	2-10	—	n.a.	1-97
New potatoes					
January–August					
not prepacked	5-75	4-76	2-72	n.a.	3-52
prepacked	5-21	4-59	3-05	n.a.	3-50
Potatoes					
September–December					
not prepacked	n.a.	n.a.	2-05	1-75	1-82
prepacked	n.a.	n.a.	2-28	2-18	2-21
Cabbages, fresh	4-27	5-03	4-47	4-28	4-55
Brussels sprouts, fresh	5-06	7-86	7-87	5-72	5-49
Cauliflower, fresh	7-37	6-33	6-23	5-71	6-36
Leafy salads, fresh	24-60	15-84	11-89	16-60	15-70
Peas, fresh	13-00	11-78	5-68	9-42	5-84
Beans, fresh	28-29	15-81	9-53	8-53	9-71
Other fresh green vegetables	6-29	6-48	10-13	8-73	6-99
Carrots, fresh	3-62	4-60	5-16	4-00	4-22
Turnips and swedes, fresh	3-43	3-88	4-57	3-75	3-71
Other root vegetables, fresh	5-99	8-28	8-36	6-38	7-05
Onions, shallots, leeks, fresh	4-82	6-02	6-99	5-39	5-72
Cucumbers, fresh	17-77	12-90	12-55	14-20	13-71
Mushrooms, fresh	26-88	25-64	26-15	26-70	26-37
Tomatoes, fresh	20-29	18-76	15-79	14-42	17-11
Miscellaneous fresh vegetables	10-10	16-11	8-87	8-69	9-81
Tomatoes, canned or bottled	7-72	7-66	7-87	7-59	7-70
Canned peas	6-98	6-97	7-14	7-19	7-06
Canned beans	7-58	7-66	7-82	8-10	7-77
Canned vegetables, other than pulses, potatoes or tomatoes	9-52	9-01	9-12	10-11	9-42
Dried pulses, other than air-dried	11-14	12-84	12-64	11-48	11-84
Air-dried vegetables	70-22	59-49	68-43	73-15	66-39
Vegetable juices	13-71	14-54	13-75	15-57	14-23
Chips, excluding quick-frozen	14-85	15-22	15-97	16-21	15-55
Instant potato	29-61	32-14	30-76	33-57	31-24
Canned potato	9-32	8-93	9-22	8-95	9-10
Crisps and other potato products not quick-frozen	37-92	39-00	37-65	38-91	38-32
Other vegetable products	15-75	18-67	17-58	18-93	17-77
Quick-frozen peas	14-71	15-36	14-37	13-22	14-45
Quick-frozen beans	19-06	17-94	16-31	17-72	17-82
Quick-frozen chips and other quick-frozen potato products	13-81	11-32	12-97	11-58	12-29
All quick-frozen vegetables and quick-frozen vegetable products, not specified elsewhere	17-59	19-44	19-79	15-96	18-18
FRUIT:					
Fresh					
Oranges	6-94	6-98	8-71	9-27	7-63
Other citrus fruit	9-04	8-81	10-21	11-06	9-74
Apples	7-45	9-07	10-62	10-64	9-22
Pears	8-01	9-15	10-89	10-44	9-36
Stone fruit	21-27	17-37	13-23	13-95	13-77
Grapes	17-32	20-79	17-06	14-95	17-00
Soft fruit, other than grapes	77-60	27-74	14-38	23-81	16-00
Bananas	8-33	8-63	9-49	9-42	8-96
Rhubarb	8-55	5-90	5-88	10-18	7-05
Other fresh fruit	10-41	16-11	7-86	8-76	8-54
Canned peaches, pears and pineapples	9-81	9-64	9-92	9-67	9-76
Other canned or bottled fruit	10-98	11-27	11-57	11-77	11-39
Dried fruit and dried fruit products	13-99	13-79	13-86	13-86	13-87
Quick-frozen fruit and quick-frozen fruit products	31-22	22-61	30-78	25-33	26-79
Nuts and nut products	28-80	28-26	29-58	33-58	30-86
Fruit juices	17-90	17-48	16-97	16-50	17-21
CEREALS:					
White bread, large loaves, unsliced	5-89	5-88	6-06	6-09	5-98
White bread, large loaves, sliced	5-72	5-70	5-95	5-97	5-83
White bread, small loaves, unsliced	7-26	7-40	7-74	7-85	7-56
White bread, small loaves, sliced	7-55	7-69	8-10	8-13	7-85
Brown bread	7-56	7-48	7-92	8-06	7-75
Wholewheat and wholemeal bread	7-32	7-47	7-40	7-52	7-42
Other bread	13-09	13-20	14-17	13-81	13-57
Flour	3-83	3-81	3-85	4-19	3-92
Buns, scones and teacakes	16-63	17-05	17-48	16-69	16-91
Cakes and pastries	22-47	22-67	23-29	24-30	23-15
Crispbread	19-71	20-55	20-13	19-77	20-10
Biscuits, other than chocolate biscuits	14-56	15-12	15-06	15-94	15-15
Chocolate biscuits	31-32	29-03	30-24	30-91	30-38
Oatmeal and oat products	8-73	8-68	10-12	9-78	9-18
Breakfast cereals	14-88	15-31	15-54	15-30	15-27

TABLE 12—continued

	Average prices paid in 1972				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
Canned milk puddings	6.57	6.92	7.16	7.22	6.94
Other puddings	16.33	17.91	20.72	18.23	18.01
Rice	8.41	8.72	8.76	8.33	8.55
Cereal-based invalid foods (including slimming foods)	47.10	45.70	60.34	43.73	48.51
Infant cereal foods	25.32	25.12	29.97	26.91	26.70
Quick-frozen cereal foods	25.64	24.86	24.42	22.77	24.55
Cereal convenience foods, including canned, not specified elsewhere	13.14	14.07	14.30	14.42	13.97
Other cereal foods	10.03	10.33	11.08	10.95	10.56
BEVERAGES:					
Tea	34.51	34.49	34.37	34.58	34.48
Coffee, bean and ground	49.24	52.05	56.51	50.83	52.23
Coffee, instant	101.06	99.68	100.99	101.91	100.91
Coffee, essences	36.51	37.85	36.78	38.74	37.48
Cocoa and drinking chocolate	22.81	23.29	24.80	23.45	23.42
Branded food drinks	32.88	34.01	34.49	33.84	33.73
MISCELLANEOUS:					
Baby foods, canned or bottled	13.30	14.25	14.14	15.51	14.15
Soups, canned	7.67	8.06	8.57	8.45	8.14
Soups, dehydrated and powdered	44.98	49.34	49.36	42.97	45.98
Accelerated freeze-dried foods (excl. coffee)	65.33	122.67	136.00	n.a.	89.60
Spreads and dressings	20.88	21.03	20.56	21.47	20.91
Pickles and sauces	14.49	13.99	14.45	15.05	14.49
Meat and vegetable extracts	82.40	82.40	82.89	80.29	81.94
Table jelly, squares and crystals	17.33	18.58	18.10	17.96	18.04
Ice-cream (served as part of a meal), mousse	15.29	15.73	16.38	15.12	15.77
All quick-frozen foods, not specified elsewhere	31.11	n.a.	36.48	50.29	41.94
Salt	3.12	3.22	2.87	3.36	3.12
Synthetic foods	70.40	n.a.	67.00	67.20	71.30

(a) New pence per lb, except per pint of milk, yoghurt, cream, vegetable and salad oils, vegetable juices, fruit juices, coffee essences, per equivalent pint of condensed, dried and instant milk, per egg.

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

TABLE 13

Percentages of all households purchasing seasonal types of food during survey week, 1972

	Jan- March	April- June	July- Sept	Oct- Dec
FISH:				
White, fresh, filleted	22	21	17	16
White, fresh, unfileted	10	8	9	12
Herrings, fresh, filleted
Herrings, fresh, unfileted	2	1	1	2
Fat, fresh, other than herring	2	1	2	1
White, processed	5	6	5	4
Fat, processed, filleted	2	3	2	2
Fat, processed, unfileted	3	2	2	4
Shell	2	2	2	2
EGGS:	82	83	80	81
VEGETABLES:				
Old potatoes				
January-August, not pre-packed	46	33	... (a)	—
January-August, pre-packed	18	12	— (a)	...
New potatoes				
January-August, not pre-packed	4	45	62 (a)	—
January-August, pre-packed	—	4	12 (a)	—
Potatoes				
September-December, not pre-packed	—	—	52 (b)	49
September-December, pre-packed	—	—	14 (b)	17
Cabbages, fresh	32	43	30	27
Brussels sprouts, fresh	37	1	4	40
Cauliflowers, fresh	19	33	28	25
Leafy salads, fresh	25	51	41	22
Peas, fresh	13	...
Beans, fresh	2	16	5
Other fresh green vegetables	1	3	1	...
Carrots, fresh	40	31	27	38
Turnips and swedes, fresh	17	4	5	15
Other root vegetables, fresh	13	10	10	12
Onions, shallots, leeks, fresh	40	42	36	38
Cucumbers, fresh	14	32	27	12
Mushrooms, fresh	21	19	15	18
Tomatoes, fresh	40	48	72	46
Miscellaneous fresh vegetables	10	8	12	15
FRUIT:				
Oranges, fresh	37	38	25	24
Other citrus fruit, fresh	21	17	12	21
Apples, fresh	54	57	48	47
Pears, fresh	11	8	9	9
Stone fruit, fresh	1	3	22	1
Grapes, fresh	4	4	6	8
Soft fruit, fresh, other than grapes	4	17	1
Bananas, fresh	33	39	34	37
Rhubarb, fresh	4	4	1	1
Other fresh fruit	1	8	4

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

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

TABLE 14
Estimates of price elasticities of demand for certain foods, 1966-1972

Food code in 1972 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages				Income elasticities of quantity purchased (g)	
			By the price elasticity (d)	By the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)			
					Mean	Range	Mean	Range		
					Mean	Min	Max	Min	Max	1969
MLK AND CREAM:										
Liquid milk, full price and welfare	-0.06 (0.09)	A	0.005	0.32	3.24	3.07	3.60	4.45	4.17	0.11 (0.02)
Condensed milk	-0.91 (0.40)	S & A	0.07	0.51	2.98	2.53	3.46	0.18	0.12	-0.25 (0.14)
CHEESE:										
Cheese, natural	-0.09 (0.15)	A	0.005	0.62	15.98	13.73	19.83	3.96	2.51	0.19 (0.04)
Cheese, processed	-0.93 (0.16)	S	0.32	0.52	20.87	17.63	24.98	0.34	0.25	0.46 (0.13)
MEAT:										
Beef and veal (h)	-1.06 (0.23)	S & A	0.25	0.87	24.56	22.16	28.48	7.67	5.88	0.25 (0.04)
Mutton and lamb (h)	-0.91 (0.22)	S & A	0.21	0.71	17.98	16.45	20.44	5.37	4.30	0.19 (0.05)
Pork (h)	-1.19 (0.30)	S & A	0.19	0.79	20.59	17.73	22.84	2.70	1.83	0.25 (0.12)
All carcass meat	-0.70 (0.18)	S & A	0.18	0.82	21.59	20.28	23.91	15.73	13.14	0.23 (0.03)
Liver	-0.04 (0.38)	S & A	0.00	0.41	19.78	17.97	21.44	0.82	0.67	0.17 (0.07)
Offals (other than liver)	-0.66 (0.20)	S & A	0.14	0.86	14.07	11.04	17.15	0.40	0.25	0.31 (0.17)
All offals (including liver)	-0.39 (0.25)	S & A	0.04	0.79	17.63	15.68	19.47	1.30	0.98	0.22 (0.05)
Bacon & ham, uncooked	-0.45 (0.19)	A	0.07	0.33	19.78	17.52	21.91	5.04	4.19	0.03 (0.04)
Bacon & ham, cooked (including canned)	-0.98 (0.39)	S & (A)	0.09	0.75	36.27	32.34	39.22	0.93	0.71	1.26
Chicken, cooked	-1.44 (0.26)	S & A	0.32	0.82	23.25	16.70	30.23	0.21	0.11	0.45
Corned meat	-2.48 (0.36)	S & A	0.42	0.80	25.07	21.49	31.18	0.52	0.24	0.19 (0.11)
Other cooked meat (not canned)	-0.13 (0.29)	S & (A)	0.003	0.62	27.82	23.80	31.69	0.66	0.46	-0.20 (0.16)
Other canned meat (excluding corned meat)	-1.16 (0.38)	S & A	0.13	0.61	14.99	12.64	17.38	1.78	1.15	-0.32 (0.09)
Other cooked & canned meat	-0.95 (0.20)	S & A	0.26	0.73	18.49	16.00	21.28	2.45	1.79	-0.30 (0.09)
Broiler chicken (h)	-0.69 (0.40)	S & (A)	0.04	0.63	13.34	11.14	16.41	3.09	2.11	0.25 (0.09)
Sausages (pork or beef), uncooked	-0.89 (0.26)	S	0.14	0.45	13.36	12.89	13.95	3.57	3.11	-0.09 (0.09)
Meat pies, sausage rolls, ready to eat	-0.84 (0.40)	—	0.05	0.05	14.12	13.26	15.69	0.73	0.55	0.10 (0.14)
Meat products (other than uncooked sausages)	-0.48 (0.25)	S & A	0.05	0.82	15.97	15.00	17.81	3.27	2.57	-0.39 (1.03)
Quick-frozen meat and quick-frozen meat products	-1.29 (0.28)	S & A	0.25	0.81	21.60	16.05	24.40	0.48	0.28	0.02 (0.20)
Other meat products	-0.39 (0.26)	S & A	0.03	0.74	15.38	13.93	17.25	2.04	1.46	-0.10 (0.07)
All meat and meat products	-0.14 (0.17)	S & A	0.01	0.69	19.10	18.13	20.14	37.62	34.96	0.14 (0.62)

TABLE 14—continued

	Food code in 1972 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages				Income elasticities of quantity purchased (g)			
				By the price elasticity (d)	By the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)					
						Mean	Range	Mean	Range				
FISH:	Uncooked white fish (including smoked & quick frozen)	-0.18 (0.29) -0.97 (0.47)	S & A A	0.01 0.05	0.68 0.36	17.20 21.44	15.17 17.68	21.42 24.31	2.39 0.28	1.64 0.16	3.25 0.47	0.08 (0.09) 0.47 (0.24)	
	Quick-frozen white fish												
	Cooked, fish quick-frozen fish & fish products	-0.93 (0.29) -2.35 (0.41)	S & A S & A	0.14 0.33	0.52 0.81	19.17 35.27	15.09 31.34	21.11 40.07	1.71 0.45	1.31 0.25	2.31 0.77	-0.17 (0.09) -0.05 (0.13)	
	Canned salmon	-0.86 (0.21)	S & A	0.21	0.57	20.51	16.35	28.39	0.30	0.14	0.45	0.41 (0.08)	
	Other canned or bottled fish	-1.42 (0.52)	S & A	0.23	0.79	29.16	25.36	31.94	0.76	0.43	1.17	0.14 (0.08)	
	All canned and bottled fish												
	All convenience fish	-0.74 (0.17)	S & A	0.22	0.66	22.33	18.63	30.36	2.46	1.78	3.18	0.08 (0.07)	
	EGGS	129	(i)			1.32	0.98	1.67	4.56	4.01	5.00		0.05 (0.03)
	FATS:												
	Butter	135	-0.41 (0.07)	A	0.33	0.82	14.30	12.30	18.82	5.75	4.25	6.98	0.10 (0.03)
Margarine (with respect to the price of butter)	138	+0.67 (0.10)	A	0.36	0.68	14.30	12.30	18.82	3.00	2.31	4.09	-0.31 (0.06)	
Vegetable & salad oils	143	-0.37 (0.42)	(S) & A	0.01	0.54	13.45	10.99	17.04	0.50	0.21	0.91	0.31 (0.25)	
SUGAR AND PRESERVES:													
Sugar	150	-0.95 (0.50)	S & A	0.05	0.51	2.90	2.64	3.39	16.22	13.87	18.50	-0.17 (0.04)	
Jams, jellies & fruit curds	151	-1.22 (0.44)	S & A	0.32	0.47	8.23	7.26	9.35	1.24	0.90	1.57	-0.07 (0.09)	
Marmalade	152	-0.51 (0.27)	S & A	0.05	0.66	7.05	6.41	7.87	0.89	0.57	1.16	0.25 (0.15)	
Syrup, treacle & honey	153, 154		S & A			8.39	6.96	10.0	0.49	0.18	0.86	0.55 (0.15)	
All preserves	151, 152, 153, 154	-0.16 (0.41)	S & A	0.002	0.52	7.86	7.08	9.00	2.62	1.93	3.14	0.16 (0.10)	

TABLE 14—continued

	Food code in 1972 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages						Income elasticities of quantity purchased (g)
				By the price elasticity (d)	By the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)			Purchases (f)			
						Mean	Range	Max	Mean	Range	Max	
VEGETABLES:												
Potatoes (excluding potato products)	156-161	-0.08 (0.08)	S & A	0.02	0.85	1.52	0.99	3.13	34.22	45.36	56.55	-0.19 (0.08)
Cabbages	162	-0.43 (0.09)	S	0.25	0.75	2.84	1.94	5.67	2.35	3.59	8.12	0.22 (0.12)
Cauliflowers	164	-1.38 (0.18)	S	0.44	0.88	4.25	2.99	6.02	0.89	2.42	5.02	0.33 (0.05)
Leafy salads	167	-0.42 (0.17)	S	0.08	0.96	11.81	6.18	19.09	0.18	1.00	2.10	0.62 (0.09)
Fresh beans (j)	169	-0.94 (0.30)	S	0.25	0.90	5.13	3.58	7.62	0.22	1.24	2.72	0.41 (0.14)
Brassicas	162, 163, 164, 171	-0.57 (0.07)	S & A	0.49	0.90	3.43	2.83	5.71	5.13	7.98	10.40	0.25 (0.24)
Carrots	172	-0.40 (0.10)	S & A	0.19	0.94	2.77	1.99	4.73	1.37	2.70	4.26	0.09 (0.08)
All root vegetables (excluding carrots)	173, 174	-0.73 (0.16)	S	0.22	0.96	3.27	2.16	6.09	0.29	1.60	2.86	0.19 (0.08)
Onions, shallots, leeks (fresh)	175	-0.35 (0.11)	S & A	0.13	0.80	3.74	2.73	5.62	1.80	2.69	3.63	0.14 (0.04)
Cucumbers	176	-0.57 (0.45)	S & A	0.02	0.93	9.56	6.88	13.51	0.08	0.65	1.50	0.48 (0.06)
Mushrooms	177	-0.25 (0.37)	S & A	0.01	0.67	17.56	14.67	21.38	0.24	0.37	0.49	0.83 (0.16)
Tomatoes, fresh	178	-0.20 (0.09)	S & A	0.07	0.58	10.39	7.03	16.01	1.67	3.55	6.12	0.35 (0.04)
Tomatoes, canned & bottled	184	-0.93 (0.17)	S	0.30	0.55	5.72	4.37	6.73	0.42	0.79	1.30	-0.22 (0.13)
Canned peas	185	-1.45 (0.42)	S & A	0.16	0.61	4.45	4.13	4.91	2.21	2.96	3.64	-0.45 (0.11)
Canned beans	188	-0.27 (0.27)	S & A	0.02	0.60	4.83	4.30	5.68	2.86	3.49	4.17	-0.27 (0.06)
Canned vegetables (other than pulses, potatoes or tomatoes)	191	-0.61 (0.28)	S & A	0.08	0.75	6.03	5.34	7.41	0.55	1.03	1.70	-0.13 (0.16)
Dried pulses other than air dried	192	-1.57 (0.33)	S & A	0.26	0.78	7.81	6.15	9.92	0.19	0.41	0.84	-0.67 (0.19)
Other potato products not quick-frozen	198, 199	-1.02 (0.18)	S & A	0.32	0.92	18.47	14.63	22.88	0.29	0.65	1.11	0.39 (0.10)
Quick-frozen peas	200	-1.32 (0.35)	S & A	0.18	0.76	10.90	7.73	12.79	1.01	1.01	1.47	0.78 (0.08)
Quick-frozen peas and beans	203, 208	-1.16 (0.35)	S & A	0.15	0.83	11.55	7.96	13.27	0.69	1.28	1.95	0.84 (0.05)
FRUIT:												
Oranges (h)	210	-1.01 (0.23)	S & (A)	0.23	0.93	4.75	3.78	5.92	1.81	3.55	6.60	0.46 (0.10)
Other citrus fruit	214	-1.77 (0.25)	S & A	0.44	0.86	5.85	4.67	8.32	0.43	1.38	3.28	0.89 (0.11)
Apples (h)	217	-0.56 (0.06)	S & A	0.60	0.89	5.95	3.66	8.14	3.98	5.92	7.68	0.60 (0.08)
Pears (h)	218	-1.61 (0.17)	S & A	0.59	0.87	5.90	3.72	7.59	0.30	0.77	1.72	0.70 (0.12)
Stone fruit, fresh (j)	221	-1.55 (0.34)	S	0.42	0.91	8.07	3.96	12.28	0.04	1.26	3.40	1.07 (0.25)
Bananas	228	-1.22 (0.25)	S & A	0.26	0.68	5.39	4.67	6.39	1.84	3.17	4.23	0.42 (0.03)
Rhubarb (k)	229	-0.65 (0.47)	S	0.04	0.72	4.34	2.28	7.80	0.01	0.26	0.58	0.52 (0.34)
Canned peaches, pears & pine-apples	233	-1.20 (0.58)	S & A	0.06	0.77	6.36	5.26	6.96	1.66	2.44	3.72	0.16 (0.11)
Other canned & bottled fruit	236	-0.32 (0.18)	S	0.04	0.37	7.66	6.61	9.05	2.16	2.16	3.10	0.41 (0.08)
All canned & bottled fruit	233, 236	-0.79 (0.52)	S & A	0.03	0.69	6.96	5.90	7.67	3.41	4.60	6.32	0.28 (0.17)
Dried fruit & dried fruit products	240	-1.21 (0.43)	S & A	0.11	0.93	9.28	7.52	10.25	0.41	1.00	2.31	0.36 (0.16)

TABLE 14—continued

	Food code in 1972 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages						Income elasticities of quantity purchased (g)	
				By the price elasticity (d)	By the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)		Range	Range		
						Mean	Range	Mean	Range				Min
CEREALS:													
Bread	251-263	-0.76 (0.19)	S & A	0.20	0.88	4.09	3.83	4.36	37.03	31.09	40.60	-0.23 (0.06)	
Flour	264	-0.92 (0.36)	S & A	0.09	0.61	2.54	2.11	2.83	5.67	4.00	8.75	-0.23 (0.10)	
Cakes, pastries, buns, scones & tea-cakes	267, 270	-0.45 (0.35)	S & A	0.02	0.71	12.54	11.73	13.73	5.77	4.60	8.13	0.12 (0.14)	
Chocolate biscuits	277	-0.48 (0.24)	S & A	0.06	0.53	18.02	16.57	23.47	1.01	0.71	1.30	0.30 (0.06)	
All biscuits	271, 274, 277	-0.71 (0.25)	S & A	0.11	0.73	11.05	10.60	11.90	5.72	4.27	6.44	0.03 (0.07)	
Oatmeal & oat products	281	-1.72 (0.32)	S & A	0.31	0.84	5.51	4.42	6.53	0.61	0.14	1.31	-0.22 (0.14)	
Canned milk puddings & other puddings	285, 286	-0.49 (0.24)	S & A	0.06	0.71	5.29	4.61	7.20	1.86	1.31	2.49	-0.15 (0.09)	
Rice	287	-1.58 (0.57)	(S) & A	0.11	0.29	5.61	4.72	6.68	0.49	0.30	1.31	-0.23 (0.22)	
BEVERAGES:													
Tea (h)	304	-0.62 (0.29)	S & A	0.06	0.76	23.85	20.34	27.27	2.48	2.03	2.84	-0.14 (0.03)	
Instant coffee (h)	308	-1.27 (0.45)	S & A	0.11	0.86	70.90	58.11	81.69	0.37	0.23	0.59	0.52 (0.09)	
Coffee essences	309	-0.96 (0.81)	A	0.02	0.15	24.23	19.41	27.92	0.07	0.01	0.16	-0.75 (0.20)	
Cocoa & drinking chocolate	312	-0.95 (0.38)	S & A	0.09	0.59	15.95	12.86	19.90	0.18	0.09	0.35	-0.16 (0.35)	
MISCELLANEOUS:													
Baby foods, canned & bottled	315	-1.44 (0.55)	A	0.08	0.26	9.80	7.47	11.75	0.71	0.29	1.14	-0.13 (0.17)	
Canned soups	318	-1.51 (0.50)	S & A	0.12	0.90	5.35	4.76	6.03	3.14	1.75	4.89	-0.05 (0.07)	
Dehydrated & powdered soups	319	-1.52 (0.24)	S	0.36	0.73	32.97	24.68	42.34	0.10	0.03	0.22	0.15 (0.09)	
Pickles & sauces	327	-0.60 (0.36)	S & A	0.04	0.85	9.59	8.12	11.37	1.40	0.92	2.53	0.32 (0.09)	

(a) For further details of the items included in each category see Appendix A, Table 11.
 (b) Calculated from monthly Survey data from 1966 to 1972 except where otherwise stated. The figures in brackets are estimates of the standard errors.
 (c) Where S or A is shown in brackets this indicates that the shifts in demand did not quite attain formal statistical significance at the customary 5 per cent level, but that they nevertheless appear to be real.
 (d) This is the proportion of the variation in monthly average purchases explained by the price elasticity, once any variability due to seasonal or annual shifts in demand has been removed. pint of condensed milk, and new pence per egg.
 (e) New pence per lb, deflated to January 1962 general price level, except for new pence per pint of milk and cream, vegetable and salad oils and coffee essences, new pence per equivalent ounce of condensed milk, and new pence per egg.
 (f) Ounces per person per week except for milk and cream (pint) vegetable and salad oils and coffee essences (fl. oz) condensed milk (eq. pint) and eggs (no.)
 (g) Estimated from cross-sectional analyses of Survey data in 1969. The figures in brackets are estimates of the standard errors. Details of income elasticities of quantity and of expenditure in 1972 for the full list of items in the Survey classification of foods are given in Appendix B, Table 2.
 (h) Own-price elasticities for these commodities estimated in conjunction with cross-price elasticities for related commodities are given in the following paragraphs of the Report:
 Paragraph 31 - Beef, lamb, pork, broiler chicken
 Paragraph 49 - Oranges, apples, pears
 Paragraph 54 - Tea, instant coffee.
 (i) Estimated elasticity virtually zero.
 (j) Calculated from data for June to October, 1966 to 1972.
 (k) Calculated from data for January to August, 1966 to 1972.

TABLE 15
Annual indices of average deflated prices (a), purchases and demand, 1966-1972
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
Liquid milk—full price and welfare	04, 05	98 101 101 102	98 100 100 101	99 100 100 100	99 102 102 102	98 97 97 97	106 100 100 100	102 100 100 99
Condensed milk	09	101 93 94 93	105 104 103	100 98 98 98	98 94 92 92	94 109 104 104	96 103 99 100	106 104 109 109 112
Cream	17	107 94 na na	105 87 na na	103 100 na na	97 107 na na	91 109 na na	98 110 na na	100 94 na na
Cheese, natural	22	101 90 90 91	100 96 96 97	96 99 98 99	91 102 101 102	91 104 104 103	101 105 105 104	122 105 107 105
Cheese processed	23	102 101 103 105	103 101 103 105	101 96 97 99	95 101 96 97	94 103 98 97	93 111 104 103	113 88 98 94
Total cheese	22, 23	102 91 na na	101 97 na na	96 98 na na	92 102 na na	91 104 na na	100 105 na na	121 104 na na

TABLE 15—continued
(Average for the whole period = 100)

		1966	1967	1968	1969	1970	1971	1972
Beef and veal (e)	Prices	97	95	100	100	99	102	107
	Purchases	105	109	99	98	100	101	89
	Demand (c)	102	104	99	99	98	103	96
	Demand (d)	103	105	99	99	98	102	94
Mutton and lamb (e)	Prices	100	96	100	101	99	98	106
	Purchases	112	109	102	98	93	98	90
	Demand (c)	112	105	102	99	92	96	95
	Demand (d)	113	106	102	100	92	96	93
Pork (e)	Prices	99	103	101	100	100	97	101
	Purchases	97	84	91	102	103	112	115
	Demand (c)	96	87	92	102	103	107	116
	Demand (d)	97	87	93	102	103	106	113
All carcass meat	Prices	98	97	100	101	100	100	105
	Purchases	106	104	98	99	98	101	94
	Demand (c)	105	102	98	99	97	101	97
	Demand (d)	106	103	99	100	97	101	95
Liver	Prices	105	103	100	100	100	99	94
	Purchases	109	101	102	96	97	97	99
	Demand (c)	109	101	102	96	97	97	98
	Demand (d)	110	102	102	96	97	97	97
Offals (other than liver)	Prices	102	99	98	99	103	97	102
	Purchases	104	109	104	99	102	98	86
	Demand (c)	105	108	102	99	104	96	87
	Demand (d)	106	110	103	99	104	95	84
All offals (including liver)	Prices	104	101	99	99	101	98	97
	Purchases	107	104	103	97	99	98	93
	Demand (c)	109	105	102	97	99	97	92
	Demand (d)	110	106	103	97	99	96	90

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
Bacon and ham, uncooked	55	Prices	102	99	100	100	96	102
		Purchases	104	101	101	100	99	93
		Demand (c)	104	102	100	100	97	94
		Demand (d)	104	102	100	100	97	94
Bacon and ham, cooked (including canned)	58	Prices	105	104	101	99	97	93
		Purchases	99	102	100	98	99	102
		Demand (c)	104	106	101	99	100	95
		Demand (d)	105	107	101	99	100	94
Chicken cooked	59	Prices	108	109	106	97	94	96
		Purchases	80	104	97	105	99	108
		Demand (c)	89	117	105	101	90	103
		Demand (d)	91	119	106	102	98	98
Corned meat	62	Prices	88	94	100	98	112	118
		Purchases	94	105	102	112	74	87
		Demand (c)	69	89	102	106	97	131
		Demand (d)	68	88	101	105	98	134
Other cooked meat (not canned)	66	Prices	101	107	102	100	94	97
		Purchases	102	101	102	99	100	95
		Demand (c)	102	102	102	99	101	95
		Demand (d)	101	101	102	98	101	97
Other canned meat (excluding corned meat)	71	Prices	109	105	101	98	95	95
		Purchases	85	85	99	103	101	110
		Demand (c)	94	101	100	101	95	103
		Demand (d)	92	99	100	100	96	106
Other cooked and canned meat	66, 71	Prices	109	107	102	99	94	94
		Purchases	89	97	99	102	101	105
		Demand (c)	96	103	101	100	96	99
		Demand (d)	95	102	101	100	97	102

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)		1966	1967	1968	1969	1970	1971	1972
Broiler chicken (e)	73	Prices Purchases Demand (c) Demand (d)	116 82 91 92	108 91 96 97	103 99 101 101	98 105 104 104	95 108 105 105	95 103 99 99	87 116 105 103
Sausages (pork or beef), uncooked	79, 80	Prices Purchases Demand (c) Demand (d)	103 99 102 101	102 97 98 98	100 101 101 101	98 101 99 99	99 103 102 103	99 100 99 99	100 99 99 100
Meat pies and sausage rolls, ready-to-eat	83	Prices Purchases Demand (c) Demand (d)	99 101 101 101	101 92 92 92	98 104 102 102	99 102 101 101	100 105 105 105	102 97 98 98	102 100 101 100
Quick-frozen meat and quick-frozen meat products	88	Prices Purchases Demand (c) Demand (d)	106 75 81 81	106 81 87 87	101 87 88 88	101 106 107 107	97 116 111 111	96 114 108 108	93 137 125 124
Other meat products	94	Prices Purchases Demand (c) Demand (d)	97 81 80 80	97 97 96 97	99 100 99 99	102 96 97 97	100 113 113 113	102 105 106 106	103 111 113 114
Meat products (other than uncooked sausages)	83, 88, 94	Prices Purchases Demand (c) Demand (d)	98 84 84 82	99 93 93 91	99 98 98 97	102 99 99 99	100 111 111 111	101 104 105 106	102 113 114 119
All meat and meat products	31-41, 46-94	Prices Purchases Demand (c) Demand (d)	102 99 99 100	101 99 99 100	100 99 99 99	100 100 100 100	99 102 102 102	99 101 101 100	100 99 99 98

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)		1966	1967	1968	1969	1970	1971	1972
Uncooked white fish (including smoked and quick-frozen)	100, 105, 110, 114	Prices	99	98	98	95	94	103	114
		Purchases	111	107	107	102	96	94	86
		Demand (c)	111	107	106	101	95	94	88
		Demand (d)	112	107	106	101	95	94	87
Quick-frozen white fish	110	Prices	105	104	98	95	94	103	102
		Purchases	87	80	106	110	115	95	95
		Demand (c)	91	83	103	105	108	97	116
		Demand (d)	93	84	105	106	108	96	111
Fat fish	111, 112, 113, 115, 116	Prices	103	101	102	97	89	103	105
		Purchases	111	109	98	107	97	92	88
		Demand (c)	na	na	na	na	na	na	na
		Demand (d)	na	na	na	na	na	na	na
Cooked, quick-frozen fish and fish products	118, 123, 127	Prices	101	99	97	98	99	101	105
		Purchases	93	99	99	98	104	97	110
		Demand (c)	94	98	97	97	102	98	116
		Demand (d)	93	98	96	96	103	99	118
Canned salmon	119	Prices	101	99	94	98	107	100	102
		Purchases	113	123	119	99	86	84	84
		Demand (c)	116	120	104	94	101	84	88
		Demand (d)	116	120	104	94	101	84	87
Other canned or bottled fish	120	Prices	102	104	95	96	101	105	98
		Purchases	108	106	107	102	104	82	94
		Demand (c)	110	109	103	99	105	85	92
		Demand (d)	112	111	104	100	105	84	88
All canned and bottled fish	119, 120	Prices	101	102-	96	96	103	102	100
		Purchases	111	116	114	103	92	82	87
		Demand (c)	113	120	107	97	96	84	87
		Demand (d)	114	120	108	98	96	84	86

TABLE 15—*continued*
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
All convenience fish	118, 119, 120, 123, 127	102 98 100 99	101 104 105 105	97 104 101 101	97 100 98 97	99 101 100 100	103 91 93 93	101 103 104 104
Quick-frozen fish products	127	104 84 na na	100 87 na na	98 87 na na	97 107 na na	97 112 na na	100 108 na na	105 121 na na
Eggs	129	109 103 na na	103 102 na na	104 100 na na	105 99 na na	100 100 na na	100 98 na na	82 96 na na
Butter	135	106 104 107 107	103 107 108 108	95 105 103 103	91 106 102 102	88 103 98 98	110 95 98 98	110 82 86 85
Margarine	138	106 94 91 89	103 100 99 97	95 94 98 97	91 93 99 98	88 96 104 105	110 105 99 99	110 120 113 116
Lard and compound cooking fat	139	112 102 na na	104 100 na na	93 102 na na	91 100 na na	103 107 na na	104 96 na na	95 93 na na
Vegetable and salad oils	143	117 77 83 84	109 73 76 77	100 96 96 97	94 104 102 102	93 119 116 115	97 124 122 121	93 119 115 112

9

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
Sugar	150	Prices	104	101	100	95	94	99
		Purchases	106	100	99	102	96	93
		Demand (c)	na	na	na	na	na	na
Jams, jellies and fruit curds	151	Demand (d)	na	na	na	na	na	na
		Prices	108	105	101	96	93	92
		Purchases	109	105	94	100	95	94
Marmalade	152	Demand (c)	109	110	95	96	89	87
		Demand (d)	109	110	95	96	89	87
		Prices	105	105	99	98	95	97
Syrup, treacle and honey	153, 154	Purchases	105	102	105	94	96	94
		Demand (c)	112	103	103	91	91	91
		Demand (d)	113	103	104	91	90	88
All preserves	151, 152, 153, 154	Prices	103	97	101	101	96	102
		Purchases	99	107	88	85	114	104
		Demand (c)	101	105	88	85	112	105
Potatoes (excluding potato products)	156-161	Demand (d)	103	107	89	85	110	100
		Prices	106	102	100	97	94	96
		Purchases	106	104	96	95	100	96
Cabbages	162	Demand (c)	107	105	96	94	99	95
		Demand (d)	107	105	97	94	98	94
		Prices	114	92	105	107	87	88
Cabbages	162	Purchases	104	103	99	104	97	93
		Demand (c)	102	102	99	105	96	92
		Demand (d)	101	102	99	105	96	94
Cabbages	162	Prices	96	96	107	99	98	97
		Purchases	97	104	95	101	100	101
		Demand (c)	96	102	98	101	99	100
Cabbages	162	Demand (d)	97	102	99	101	99	98
		Demand (d)	97	102	99	101	99	98

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)		1966	1967	1968	1969	1970	1971	1972
Brussels sprouts	163	Prices Purchases Demand (c) Demand (d)	102 96 na na	103 91 na na	108 95 na na	110 95 na na	99 110 na na	86 116 na na	94 99 na na
Cauliflowers	164	Prices Purchases Demand (c) Demand (d)	109 90 101 103	101 102 103 104	100 94 101 95	103 97 101 102	99 107 106 106	95 101 95 94	94 110 101 97
Leafy salads	167	Prices Purchases Demand (c) Demand (d)	103 101 102 105	103 96 98 100	102 96 96 98	102 98 99 101	101 96 97 96	95 105 103 101	94 109 106 100
Fresh beans	169	Prices Purchases Demand (c) Demand (d)	100 106 106 108	94 100 94 96	88 108 96 97	110 108 118 119	94 109 103 102	105 83 87 86	112 89 99 95
Brassicas	162, 163, 164, 171	Prices Purchases Demand (c) Demand (d)	106 96 100 101	100 99 98 99	100 99 98 99	107 95 98 99	99 105 105 105	94 104 100 99	96 103 100 98
Carrots	172	Prices Purchases Demand (c) Demand (d)	112 97 101 102	96 109 108 108	100 103 103 103	104 98 99 99	93 98 95 95	99 97 97 97	97 99 97 97
All root vegetables (excluding carrots)	173, 174	Prices Purchases Demand (c) Demand (d)	98 96 95 96	94 99 94 95	97 101 98 99	110 96 103 103	101 102 103 103	95 112 107 107	108 95 100 98

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)		1966	1967	1968	1969	1970	1971	1972
Onions, shallots, leeks (fresh)	175	Prices Purchases Demand (c) Demand (d)	98 101 100 101	108 99 102 102	96 99 98 98	98 102 101 102	112 101 105 105	94 98 96 96	96 100 98 97
Cucumbers	176	Prices Purchases Demand (c) Demand (d)	102 92 93 96	106 77 79 81	106 95 98 99	102 103 104 105	96 108 105 105	96 115 112 110	93 117 112 107
Mushrooms	177	Prices Purchases Demand (c) Demand (d)	114 84 87 91	108 95 96 100	100 105 105 108	98 100 100 102	95 96 95 94	95 112 111 108	91 110 108 99
Tomatoes, fresh	178	Prices Purchases Demand (c) Demand (d)	101 101 101 103	98 103 103 104	101 102 103 104	99 102 102 103	96 98 97 97	101 102 102 101	104 92 93 90
Tomatoes, canned and bottled	184	Prices Purchases Demand (c) Demand (d)	113 88 98 97	109 94 102 101	103 96 99 98	106 92 97 96	99 106 105 106	91 106 97 98	83 121 101 104
Canned peas	185	Prices Purchases Demand (c) Demand (d)	106 96 105 102	105 99 105 103	100 102 103 102	98 104 100 99	96 108 102 102	99 93 102 92	97 99 95 99
Canned beans	188	Prices Purchases Demand (c) Demand (d)	108 90 92 91	107 97 99 98	102 97 98 97	96 101 100 100	93 109 107 107	96 101 99 100	99 106 106 109

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
Canned vegetables (other than pulses, potatoes or tomatoes)	191	Prices	104	103	103	97	100	95
		Purchases	87	84	94	113	100	116
		Demand (c)	89	85	96	110	100	113
Dried pulses other than air-dried	192	Demand (d)	88	85	96	110	101	114
		Prices	95	101	100	102	95	94
		Purchases	102	120	102	87	99	95
Other potato products (not quick-frozen)	198, 199, 200	Demand (c)	95	123	103	106	103	90
		Demand (d)	91	119	101	104	103	92
		Prices	110	106	95	95	98	101
Quick-frozen peas and beans	203, 204	Purchases	59	73	107	120	120	120
		Demand (c)	64	77	101	113	124	121
		Demand (d)	66	79	102	114	123	120
Quick-frozen peas	203	Prices	111	108	106	107	93	81
		Purchases	85	83	97	106	110	123
		Demand (c)	96	91	103	115	100	95
Quick-frozen peas	203	Demand (d)	100	94	106	117	98	88
		Prices	111	108	105	107	99	81
		Purchases	88	87	96	108	99	117
Oranges (e)	210	Demand (c)	101	97	101	117	100	88
		Demand (d)	105	100	103	119	97	82
		Prices	105	103	100	99	92	103
Other citrus fruit	214	Purchases	98	101	101	102	102	93
		Demand (c)	103	104	101	101	95	101
		Demand (d)	106	106	102	102	95	99
Other citrus fruit	214	Prices	97	101	93	102	107	104
		Purchases	85	88	103	93	99	132
		Demand (c)	81	90	90	96	94	148
Demand (d)	85	93	93	98	93	144		

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
Apples (e)	217	Prices 96 Purchases 107 Demand (c) 105 Demand (d) 109	117 93 102 105	111 93 98 100	105 96 99 100	87 101 93 93	90 113 106 104	98 99 97 92
Pears (e)	218	Prices 100 Purchases 119 Demand (c) 118 Demand (d) 122	121 80 108 111	102 99 102 104	96 108 100 102	90 103 86 85	96 104 97 95	100 93 92 86
Stone fruit, fresh	221	Prices 109 Purchases 84 Demand (c) 96 Demand (d) 102	133 67 105 110	86 143 114 117	89 134 111 114	87 90 72 72	98 104 101 98	106 97 106 96
Bananas	228	Prices 101 Purchases 111 Demand (c) 113 Demand (d) 115	102 104 106 108	101 101 103 104	98 106 103 105	98 93 91 91	97 98 95 94	102 89 91 87
Rhubarb	229	Prices 94 Purchases 120 Demand (c) 115 Demand (d) 119	96 118 116 118	96 115 112 113	109 91 96 97	101 69 70 69	99 93 92 91	104 106 109 103
Canned peaches, pears and pineapples	233	Prices 106 Purchases 106 Demand (c) 114 Demand (d) 115	103 112 116 117	100 106 106 106	99 99 99 99	100 96 96 96	98 93 91 91	94 89 82 81
Other canned and bottled fruit	236	Prices 106 Purchases 98 Demand (c) 100 Demand (d) 102	109 96 99 101	104 96 97 98	99 109 109 110	97 102 101 101	94 100 98 97	91 99 96 92

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
All canned and bottled fruit	233, 236	106 103 107 109	106 104 109 110	102 101 103 103	100 104 104 104	99 99 98 98	96 96 93 92	93 94 88 86
Dried fruit and dried fruit products	240	105 104 110 112	104 104 109 110	104 96 100 101	103 98 102 102	101 93 94 94	93 104 95 94	91 102 91 88
Bread	251-263	95 103 99 98	98 107 105 104	100 102 102 102	100 100 100 100	102 101 103 103	102 95 96 97	103 93 95 97
Flour	264	106 106 112 111	108 102 109 108	103 96 99 98	99 95 94 94	95 100 95 96	96 104 101 101	94 97 91 93
Cakes, pastries, buns, scones and teacakes	267, 270	100 111 111 112	100 103 103 104	99 104 103 104	98 100 99 99	98 99 98 97	100 95 95 94	105 90 92 91
Chocolate biscuits	277	96 94 92 93	98 105 104 105	99 101 101 101	100 101 101 102	102 99 100 99	102 98 99 98	103 103 105 102
All biscuits	271, 274, 277	101 98 99 99	101 102 103 103	100 101 101 101	99 100 100 100	99 100 99 99	99 101 100 100	101 99 99 99

TABLE 15—continued
(Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
Oatmeal and oat products	281	94 129 116 115	100 120 120 119	105 100 109 108	96 88 83 83	99 74 73 73	103 94 99 99	103 105 111 113
Breakfast cereals	282	110 87 na na	108 92 na na	104 96 na na	100 102 na na	95 108 na na	94 105 na na	91 113 na na
Canned milk puddings, and other puddings	285, 286	104 90 91 91	104 97 99 99	98 105 104 103	100 98 98 98	98 111 110 110	95 103 101 101	101 98 98 99
Rice	287	96 95 89 88	99 96 95 94	107 102 113 112	109 97 112 111	102 109 111 112	95 97 90 91	93 104 93 95
Tea (e)	304	111 104 111 110	109 108 113 113	103 103 104 104	98 100 99 98	97 103 101 102	95 95 92 92	88 90 83 84
Coffee bean and ground	307	102 101 na na	100 101 na na	101 86 na na	97 112 na na	103 88 na na	101 101 na na	96 115 na na
Instant coffee (e)	308	113 78 91 94	110 80 90 92	101 96 97 98	99 103 102 103	95 113 106 106	97 116 112 110	87 124 104 98

TABLE 15—continued
 (Average for the whole period = 100)

	Food code in 1972 (b)	1966	1967	1968	1969	1970	1971	1972
Coffee essences	309	Prices	105	104	101	94	94	96
		Purchases	114	120	98	90	102	71
		Demand (c)	120	125	99	85	97	68
		Demand (d)	116	123	97	85	99	73
Cocoa and drinking chocolate	312	Prices	103	99	103	103	100	90
		Purchases	107	97	109	111	88	92
		Demand (c)	110	100	113	114	89	83
		Demand (d)	110	101	113	114	88	81
Baby foods (canned and bottled)	315	Prices	110	100	99	96	92	89
		Purchases	94	103	107	118	90	96
		Demand (c)	117	109	105	112	80	81
		Demand (d)	116	108	105	112	80	82
Canned soups	318	Prices	106	103	100	95	94	93
		Purchases	96	96	100	114	95	104
		Demand (c)	110	105	100	106	87	94
		Demand (d)	110	104	100	106	87	94
Dehydrated and powdered soups	319	Prices	109	106	96	94	97	87
		Purchases	83	84	114	111	108	119
		Demand (c)	100	96	108	101	102	95
		Demand (d)	101	97	108	101	102	94
Pickles and sauces	327	Prices	106	102	99	96	94	92
		Purchases	91	94	102	111	106	112
		Demand (c)	95	96	101	108	102	107
		Demand (d)	94	97	102	108	101	104

(a) Deflated by the General Index of Retail Prices.
 (b) For further details of the items included in each category see Appendix A, Table 11.
 (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) Indices obtained for these foods taking into account the effects of cross-price elasticities for related commodities are given in the following paragraphs:
 Paragraph 31—Beef, lamb, pork, broiler chicken. Paragraph 49—Oranges, apples, pears. Paragraph 54—Tea, instant coffee.

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

TABLE 16
 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, 1972

	Region										Type of area						All house-holds
	Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b) East Anglia	Conurbations	Other urban areas		Semi-rural areas	Rural areas			
	£	£	£	£	£	£	£ (per person per week)	£	£	London	Pro- vincial	Larger towns	Smaller towns	£	£	£	
(i) Expenditure and value of gar- den and allotment produce, etc. (a)																	
Expenditure on:																	
Seasonal foods	0.43	0.32	0.36	0.37	0.40	0.35	0.37	0.36	0.41	0.49	0.38	0.38	0.38	0.34	0.30	0.39	
Convenience foods																	
Canned	0.20	0.16	0.22	0.18	0.18	0.17	0.17	0.15	0.15	0.16	0.18	0.19	0.17	0.16	0.14	0.17	
Quick-frozen	0.07	0.02	0.04	0.04	0.04	0.05	0.06	0.05	0.05	0.07	0.04	0.05	0.05	0.05	0.04	0.05	
Other convenience foods	0.35	0.37	0.42	0.41	0.37	0.38	0.34	0.36	0.34	0.35	0.37	0.38	0.38	0.35	0.34	0.37	
Total convenience foods	0.62	0.56	0.68	0.63	0.60	0.60	0.57	0.56	0.57	0.57	0.58	0.62	0.61	0.55	0.52	0.59	
All other foods	1.46	1.30	1.34	1.39	1.46	1.38	1.48	1.42	1.49	1.60	1.36	1.42	1.42	1.44	1.43	1.43	
Total expenditure	2.51	2.18	2.38	2.39	2.46	2.33	2.42	2.34	2.47	2.66	2.32	2.42	2.41	2.33	2.25	2.41	
Value of garden and allot- ment produce, etc. (a)	0.06	0.07	0.04	0.05	0.04	0.07	0.05	0.09	0.07	0.03	0.02	0.04	0.06	0.12	0.16	0.06	
Value of consumption	2.57	2.25	2.42	2.44	2.50	2.40	2.47	2.43	2.53	2.69	2.34	2.46	2.46	2.45	2.41	2.47	
(ii) Indices (a) of expenditure, prices and purchases (all foods)																	
Expenditure	104.2	90.3	98.8	99.2	102.0	96.9	100.4	97.0	102.4	110.4	96.2	100.6	100.0	96.6	93.4	100.0	
Value of consumption	104.3	91.2	98.0	99.1	101.2	97.4	100.1	98.6	102.8	109.2	94.9	99.7	99.9	99.2	97.7	100.0	
Prices	102.5	101.5	98.5	99.1	101.4	98.8	99.5	100.3	100.1	101.4	98.6	99.4	100.4	100.5	101.8	100.0	
Real value of food purchased	102.0	89.0	100.2	100.3	100.6	98.2	101.1	97.0	102.2	108.7	97.6	101.2	99.6	96.2	92.1	100.0	
Price of energy	101.1	95.3	94.1	98.9	99.7	95.8	96.1	101.7	104.3	109.6	95.6	99.4	100.9	98.8	94.3	100.0	

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

TABLE 17

*Geographical variations (a) in household consumption of the
main food groups (b), 1972*

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
REGION		
WALES		
Butter +36	Bacon and ham, uncooked	Milk - 6
Cooking fat +30	Fish	"Other" cereals - 11
Poultry, uncooked +29	Eggs	Cheese - 13
"Other" fats +25	Fresh green vegetables	Beef and veal - 14
Mutton and lamb +22	Fresh fruit	Preserves - 18
Bread +12	"Other" fruit	Coffee - 28
"Other" vegetables +11	Sugar	Margarine - 29
"Other" meat + 9	Potatoes	
Pork + 8	Flour	
Tea + 8	Cakes and biscuits	
SCOTLAND		
Preserves +33	Liquid milk	Sugar - 8
Beef and veal +28	Eggs	Fish - 9
Margarine +19		Tea - 15
"Other" cereals +19		"Other" fruit - 17
Cakes and biscuits +19		"Other" vegetables - 19
Bread +12		Cheese - 19
"Other" meat +11		"Other" fats - 21
Potatoes + 7		Fresh fruit - 26
		Bacon and ham, uncooked - 28
		Butter - 34
		Coffee - 38
		Cooking fat - 39
		Flour - 42
		Poultry, uncooked - 42
		Fresh green vegetables - 60
		Mutton and lamb - 64
		Pork - 66
NORTH		
Flour +40	Beef and veal	Liquid milk - 15
"Other" meat +28	Butter	Pork - 16
Fish +23	Margarine	"Other" fruit - 17
Potatoes +23	"Other" fats	Poultry, uncooked - 19
Cooking fat +22	Preserves	Coffee - 22
Cakes and biscuits +17	"Other" cereals	Mutton and lamb - 23
Bacon and ham, uncooked +16	Tea	Fresh green vegetables - 23
Eggs +11		Cheese - 27
"Other" vegetables +10		Fresh fruit - 29
Bread + 6		
YORKSHIRE AND HUMBERSIDE		
Fish +49	Pork	Bread - 6
Cooking fat +41	"Other" meat	Coffee - 6
Flour +30	Sugar	Fresh green vegetables - 8
Margarine +23	Tea	Liquid milk - 10
Beef and veal +18		"Other" cereals - 10
Preserves +12		Poultry, uncooked - 12
Bacon and ham, uncooked +12		Butter - 13
"Other" vegetables + 9		Fresh fruit - 13
Cakes and biscuits + 9		Mutton and lamb - 23
Eggs + 6		Cheese - 24
Potatoes + 6		"Other" fruit - 24
		"Other" fats - 26
NORTH WEST		
Margarine +30	Liquid milk	Cheese - 7
Mutton and lamb +14	"Other" meat	Poultry, uncooked - 8
Bacon and ham, uncooked +12	Fish	Fresh fruit - 12
Preserves +12	Butter	"Other" fats - 13
Cakes and biscuits + 9	Eggs	Flour - 15
Potatoes + 8	Sugar	Fresh green vegetables - 22
Tea + 8	"Other" vegetables	Pork - 33
Beef and veal + 7	"Other" fruit	
Cooking fat + 6	Bread	
	"Other" cereals	
	Coffee	
EAST MIDLANDS		
Cooking fat +30	Liquid milk	Butter - 6
Flour +20	Bacon and ham, uncooked	Poultry, uncooked - 7
Fresh green vegetables +20	"Other" meat	Cakes and biscuits - 10
Pork +13	Fish	Preserves - 10

TABLE 17—*continued*
(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
EAST MIDLANDS (contd.)				
Coffee	+12	Potatoes	"Other" fats	-11
Margarine	+11	"Other" vegetables	Beef and veal	-12
Sugar	+9	Bread	Eggs	-12
Cheese	+7	"Other" cereals	Mutton and lamb	-24
		Fresh fruit		
		"Other" fruit		
		Tea		
WEST MIDLANDS				
Bacon and ham, uncooked	+26	Liquid milk	Eggs	-6
Pork	+25	Butter	"Other" meat	-8
Sugar	+20	Cooking fat	Beef and veal	-9
Cheese	+17	Poultry, uncooked	Fresh fruit	-9
Mutton and lamb	+15	Potatoes	Cakes and biscuits	-10
Bread	+15	"Other" vegetables	Flour	-10
Fresh green vegetables	+11	"Other" cereals	Fish	-12
Margarine	+11	Coffee	"Other" fruit	-14
Tea	+11		Preserves	-18
			"Other" fats	-18
SOUTH WEST				
Pork	+39	Liquid milk	"Other" vegetables	-9
Fresh green vegetables	+28	Mutton and lamb	Flour	-9
Cheese	+22	Eggs	Cooking fat	-10
Coffee	+11	Sugar	Fish	-12
"Other" fruit	+11	Bread	Potatoes	-12
Butter	+10	Cakes and biscuits	"Other" cereals	-13
Poultry, uncooked	+9	Fresh fruit	"Other" meat	-13
"Other" fats	+9	Tea	Preserves	-13
			Bacon and ham, uncooked	-14
			Beef and veal	-16
			Margarine	-24
SOUTH EAST/EAST ANGLIA				
Fresh green vegetables	+23	Liquid milk	"Other" meat	-7
"Other" fats	+22	Beef and veal	Bacon and ham, uncooked	-7
Fresh fruit	+21	Eggs	Fish	-7
Mutton and lamb	+20	Preserves	Flour	-9
Coffee	+20	"Other" vegetables	Cakes and biscuits	-10
"Other" fruit	+18	"Other" cereals	Potatoes	-10
Pork	+17	Sugar	Cooking fat	-11
Poultry, uncooked	+16	Tea	Bread	-12
Cheese	+11		Margarine	-17
Butter	+9			
TYPE OF AREA				
LONDON CONURBATION				
Mutton and lamb	+43	Liquid milk	Sugar	-8
Fresh fruit	+40	Eggs	"Other" meat	-9
Poultry, uncooked	+34	Bacon and ham, uncooked	Bread	-12
"Other" fats	+33	Fish	Cakes and biscuits	-14
Pork	+33	Preserves	Cooking fat	-20
Coffee	+23	Potatoes	Margarine	-27
Fresh green vegetables	+23	Tea		
"Other" fruit	+20			
Butter	+16			
Flour	+9			
Beef and veal	+9			
Cheese	+9			
"Other" vegetables	+9			
"Other" cereals	+8			
PROVINCIAL				
Bread	+15	Liquid milk	Cooking fat	-7
Margarine	+12	Beef and veal	Mutton and lamb	-7
Potatoes	+12	Bacon and ham, uncooked	Preserves	-9
"Other" meat	+9	Fish	Butter	-13
		Eggs	Pork	-16
		Sugar	Cheese	-17
		Cakes and biscuits	Poultry, uncooked	-18
		"Other" cereals	Coffee	-19
		Tea	Fresh fruit	-21
		"Other" vegetables	"Other" fats	-22
			Fresh green vegetables	-23
			Flour	-25
			"Other" fruit	-33

TABLE 17—continued
(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
URBAN AREAS (LARGER TOWNS)				
"Other" fats	+ 8	Liquid milk	Fresh fruit	- 6
		Cheese	Beef and veal	- 7
		Mutton and lamb	Fresh green vegetables	- 8
		Pork		
		Bacon and ham, uncooked		
		Poultry		
		"Other" meat		
		Fish		
		Eggs		
		Butter		
		Margarine		
		Cooking fat		
		Sugar		
		Preserves		
		Potatoes		
		"Other" vegetables		
		"Other" fruit		
		Bread		
		Flour		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
		Coffee		
URBAN AREAS (SMALLER TOWNS)				
"Other" fruit	+11	Liquid milk	Potatoes	- 6
Preserves	+ 6	Cheese	Mutton and lamb	-10
Coffee	+ 6	Beef and veal	Bacon and ham, uncooked	-10
		Pork	"Other" meat	-11
		Poultry, uncooked		
		Butter		
		Fish		
		Eggs		
		Margarine		
		Cooking fat		
		Sugar		
		"Other" vegetables		
		Fresh fruit		
		Bread		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
		"Other" fats		
		Fresh green vegetables		
		Flour		
SEMI-RURAL AREAS				
Fresh green vegetables	+14	Liquid milk	"Other" meat	- 6
Margarine	+14	Beef and veal	Pork	- 6
Flour	+10	Bacon and ham, uncooked	Mutton and lamb	- 8
Preserves	+ 9	Poultry, uncooked	"Other" vegetables	- 9
"Other" fruit	+ 9	Eggs	Fish	-10
Cheese	+ 8	Butter	Potatoes	-10
		Cooking fat	"Other" fats	-12
		Sugar		
		Bread		
		"Other" cereals		
		Cakes and biscuits		
		Fresh fruit		
		Tea		
		Coffee		
RURAL AREAS				
Flour	+42	Liquid milk	Butter	- 7
Margarine	+26	Beef and veal	Coffee	- 8
Preserves	+23	Bacon and ham, uncooked	"Other" meat	-10
Sugar	+21	Cooking fat	"Other" vegetables	-16
Pork	+17	Fish	Fresh fruit	-16
Other fats	+11	Eggs	Poultry, uncooked	-21
Cakes and biscuits	+10	Potatoes	Mutton and lamb	-42
Cheese	+ 7	Fresh green vegetables		
		"Other" fruit		
		Bread		
		"Other" cereals		
		Tea		

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

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

TABLE 18
 Household food consumption according to region and type of area: annual averages for individual foods (a), 1972
 (oz per person per week, except where otherwise stated)

	All households	Region										Type of area				
		Region										Type of area				
		Wales	Scotland	North	Yorkshire and Humber	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	London	Provincial	Larger towns	Smaller towns	Semi-rural areas	Rural areas
MILK AND CREAM:																
Liquid milk	4.52	4.42	3.82	4.07	4.54	4.60	4.63	4.76	4.73	4.73	4.73	4.73	4.73	4.73	4.73	4.73
Full price	(pt)	0.18	0.07	0.05	0.05	0.08	0.02	0.03	0.07	0.08	0.08	0.08	0.08	0.08	0.08	0.08
Welfare	(pt)	0.04	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
School	(pt)	0.04	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Total liquid milk	4.33	4.68	3.95	4.16	4.63	4.73	4.70	4.79	4.81	4.87	4.87	4.87	4.87	4.87	4.87	4.87
Condensed milk	0.19	0.10	0.21	0.16	0.18	0.18	0.20	0.15	0.23	0.20	0.20	0.20	0.20	0.20	0.20	0.20
Dried milk	(eq pt)	0.08	0.09	0.12	0.13	0.10	0.06	0.05	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08
National	(eq pt)	0.06	0.09	0.12	0.13	0.10	0.06	0.05	0.08	0.08	0.08	0.08	0.08	0.08	0.08	0.08
Branded	(eq pt)	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
Instant milk	(pt)	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
Yoghurt	(pt)	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
Other milk	(pt)	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
Cream	(pt)	0.03	0.04	0.02	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04
Total milk and cream (pt or eq pt)	6.05	6.00	4.44	4.63	6.07	6.09	6.10	6.15	6.31	6.17	6.17	6.17	6.17	6.17	6.17	6.17
CHEESE:																
Natural	3.23	2.52	2.20	2.40	2.95	3.53	3.88	4.06	3.63	3.55	3.55	3.55	3.55	3.55	3.55	3.55
Processed	0.30	0.35	0.36	0.30	0.33	0.24	0.25	0.23	0.29	0.30	0.30	0.30	0.30	0.30	0.30	0.30
Total cheese	3.53	3.08	2.86	2.70	3.28	3.77	4.13	4.29	3.92	3.85	3.85	3.85	3.85	3.85	3.85	3.85
MEAT AND MEAT PRODUCTS:																
Carcass meat	6.90	8.86	6.60	8.11	7.38	6.06	6.25	5.77	6.53	7.53	7.53	7.53	7.53	7.53	7.53	7.53
Beef and veal	4.96	1.78	3.80	3.84	5.63	3.78	5.72	5.00	5.96	7.08	7.08	7.08	7.08	7.08	7.08	7.08
Mutton and lamb	3.10	1.05	2.61	3.20	2.09	3.50	3.86	4.30	3.64	4.11	4.11	4.11	4.11	4.11	4.11	4.11
Pork	14.96	11.69	13.01	15.15	15.10	13.34	15.83	15.07	16.13	18.72	18.72	18.72	18.72	18.72	18.72	18.72
Total carcass meat	23.02	23.38	25.22	29.30	27.19	26.64	29.37	29.77	30.69	36.43	36.43	36.43	36.43	36.43	36.43	36.43
Other meat and meat products	0.81	0.68	0.72	0.89	0.72	0.76	0.79	0.95	0.88	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Liver	0.43	0.22	0.37	0.47	0.56	0.40	0.36	0.45	0.48	0.62	0.62	0.62	0.62	0.62	0.62	0.62
Offals, other than liver	4.68	3.38	5.43	5.24	5.24	4.64	5.91	4.01	4.37	4.52	4.52	4.52	4.52	4.52	4.52	4.52
Bacon and ham, uncooked	1.16	0.73	1.04	1.13	0.93	1.19	1.08	1.00	0.85	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Bacon and ham, cooked, including canned	0.96	0.73	1.04	1.13	0.93	1.19	1.08	1.00	0.85	0.96	0.96	0.96	0.96	0.96	0.96	0.96

TABLE 18—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All household	Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Comurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro- vinctial	Larger towns	Smaller towns		
MEAT AND MEAT PRODUCTS (contd.)																
Cooked poultry, including canned	0.23	0.18	0.26	0.29	0.40	0.42	0.20	0.14	0.12	0.13	0.16	0.28	0.24	0.20	0.24	0.06
Corned meat	0.45	0.48	0.55	0.65	0.43	0.44	0.43	0.49	0.35	0.38	0.38	0.50	0.52	0.44	0.35	0.41
Other cooked meat, not purchased in cans	0.63	0.59	1.10	0.70	0.56	0.70	0.67	0.64	0.47	0.46	0.50	0.77	0.68	0.66	0.49	0.64
Other canned meat and canned meat products	1.95	2.78	1.78	3.90	2.56	2.14	1.82	1.72	1.62	1.42	1.13	2.23	2.32	1.77	1.93	1.49
Broiler chicken, uncooked	3.66	3.41	2.41	3.09	2.88	3.35	3.71	3.97	3.78	4.22	4.88	3.32	3.87	3.54	3.21	2.12
Other poultry, uncooked	1.80	3.66	0.76	1.32	1.92	1.69	1.38	1.56	2.17	2.14	2.82	1.14	1.66	1.78	2.16	2.20
Rabbit and other meat	0.09	0.05	0.06	0.19	0.14	0.06	0.04	0.11	—	0.10	0.09	0.08	0.12	0.06	0.04	0.19
Sausages, uncooked, pork	2.08	1.76	0.85	1.79	1.64	1.49	3.17	2.88	—	2.58	2.70	1.65	1.84	0.96	2.22	2.26
Sausages, uncooked, beef	1.47	1.89	3.52	1.98	1.24	1.38	0.60	0.43	1.46	1.20	1.11	2.12	1.50	1.14	1.32	1.38
Meat pies and sausage rolls, ready-to-eat	0.72	0.50	0.46	0.69	1.31	0.44	1.42	0.86	0.53	0.67	0.50	0.66	0.67	0.88	0.82	0.86
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0.64	0.75	0.35	0.36	0.40	0.54	0.60	0.78	0.71	0.86	0.72	0.58	0.64	0.68	0.62	0.67
Other meat products	2.28	2.86	3.60	3.64	1.70	2.77	1.91	1.50	1.86	1.79	1.79	2.92	2.45	2.24	1.86	1.76
Total other meat and meat products	22.88	25.63	20.71	26.16	22.91	22.87	22.94	23.22	21.10	22.53	23.45	23.09	23.58	22.13	22.19	20.49
Total meat and meat products	37.84	40.94	32.40	39.17	38.06	37.97	36.28	39.05	36.17	38.66	42.17	37.33	38.11	36.44	36.63	34.16
FISH:																
White, filleted, fresh	0.97	0.74	1.96	1.14	1.04	1.01	0.93	0.84	0.68	0.68	0.86	1.13	1.13	0.96	0.66	1.04
White, unfileted, fresh	0.54	0.93	0.44	0.55	0.95	0.76	0.42	0.24	0.71	0.43	0.50	0.54	0.52	0.56	0.54	0.66
White, uncooked, quick-frozen	0.32	0.46	0.07	0.18	0.30	0.28	0.18	0.49	0.33	0.42	0.42	0.20	0.30	0.35	0.34	0.45
Herring, filleted, fresh	0.01	0.06	0.04	0.04	0.01	0.04	0.02	0.06	0.05	0.12	0.17	0.07	0.05	0.07	0.06	0.13
Herring, unfileted, fresh	0.08	0.06	0.07	0.04	0.10	0.04	0.06	0.06	0.05	0.12	0.14	0.08	0.06	0.08	0.10	0.16
Fat, fresh, other than herring	0.09	0.14	0.04	0.02	0.06	0.08	0.02	0.13	0.18	0.12	0.14	0.08	0.10	0.23	0.20	0.42
White, processed	0.23	0.12	0.47	0.17	0.14	0.14	0.11	0.11	0.07	0.07	0.37	0.08	0.10	0.06	0.10	0.08
Fat, processed, filleted	0.08	0.11	0.06	0.16	0.06	0.07	0.08	0.06	0.10	0.15	0.18	0.06	0.10	0.14	0.10	0.20
Fat, processed, unfileted	0.11	0.13	0.12	0.16	0.07	0.06	0.03	0.11	0.12	0.15	0.18	0.04	0.10	0.14	0.10	0.20
Shell fish	0.05	0.07	0.02	0.02	0.07	0.02	0.04	0.03	0.02	0.08	0.13	0.04	0.03	0.03	0.05	0.02
Cooked fish	1.04	0.39	0.36	1.83	3.16	0.76	1.48	0.74	0.71	0.84	0.86	1.22	1.10	1.16	0.84	0.76
Canned salmon	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
Other canned or bottled fish	0.38	0.63	0.22	0.25	0.38	0.48	0.47	0.52	0.27	0.28	0.30	0.39	0.42	0.40	0.34	0.30
Fish products, not quick-frozen	0.29	0.27	0.13	0.25	0.31	0.25	0.34	0.28	0.39	0.32	0.37	0.26	0.27	0.28	0.29	0.22
Quick-frozen fish products and quick-frozen fish not specified elsewhere	0.14	0.07	0.13	0.30	0.26	0.14	0.12	0.12	0.08	0.10	0.09	0.20	0.15	0.14	0.11	0.05
Total fish	5.05	5.07	4.58	6.21	7.53	4.79	5.05	4.43	4.44	4.70	5.22	5.02	5.15	5.19	4.66	5.19

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

	All households	Region										Type of area				
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Eggs (Eggs purchased)	4.41 (4.24)	4.47 (4.26)	4.46 (4.19)	4.90 (4.79)	4.67 (4.36)	4.31 (4.12)	3.89 (3.74)	4.14 (3.92)	4.48 (4.26)	4.44 (4.29)	4.53 (4.50)	4.38 (4.34)	4.34 (4.28)	4.35 (4.29)	4.54 (3.99)	4.30 (3.49)
FATS:																
Butter	4.79	6.50	3.14	4.79	4.18	4.65	4.48	4.76	5.25	5.34	5.58	4.16	4.98	4.74	4.67	4.44
Margarine	3.52	2.50	4.19	3.65	4.56	4.56	3.92	3.90	2.67	2.92	2.57	3.94	3.35	3.38	4.01	4.42
Lard and compound cooking fat	1.89	2.45	1.15	2.31	2.66	2.00	2.46	1.96	1.70	1.69	1.52	2.02	0.96	1.86	1.98	1.90
Vegetable and salad oils (fl oz)	0.60	0.91	0.36	0.35	0.46	0.46	0.57	0.14	0.62	0.78	0.96	0.44	0.66	0.53	0.48	0.56
All other fats	0.32	0.24	0.37	0.54	0.34	0.34	0.25	0.14	0.38	0.34	0.26	0.28	0.33	0.36	0.33	0.46
Total fats	11.12	12.60	9.91	11.61	11.84	12.01	11.68	11.37	10.62	10.07	10.89	10.81	11.26	10.87	11.47	11.78
SUGAR AND PRESERVES:																
Sugar	15.02	15.59	13.82	15.54	14.35	15.64	16.31	18.04	14.33	14.48	13.84	14.92	14.94	15.11	15.40	18.17
Jams, jellies and fruit curds	1.22	1.16	1.31	1.56	1.42	1.40	1.10	0.99	1.00	1.08	1.04	1.27	1.24	1.28	1.23	1.12
Marmalade	0.84	0.70	0.78	0.68	0.80	1.06	0.80	0.78	0.70	0.90	1.04	0.72	0.77	0.95	0.75	1.17
Syrup, treacle	0.30	0.03	0.86	0.24	0.51	0.22	0.21	0.20	0.29	0.24	0.14	0.21	0.22	0.31	0.57	0.63
Honey	0.20	0.21	0.26	0.08	0.14	0.20	0.19	0.13	0.23	0.24	0.28	0.12	0.20	0.18	0.25	0.22
Total sugar and preserves	17.58	17.69	17.33	18.10	17.22	18.52	18.61	20.14	16.56	16.92	16.34	17.24	17.37	17.83	18.18	21.31
VEGETABLES:																
Old potatoes	15.88	13.65	12.38	20.58	16.71	17.87	19.68	16.65	16.11	14.28	15.16	15.72	16.12	16.25	15.51	17.60
Not pre-packed	4.10	3.96	9.41	3.63	2.98	3.16	2.63	3.82	2.50	3.37	4.72	7.12	4.16	2.77	2.38	0.54
Pre-packed																
New potatoes	9.68	14.30	7.35	11.27	8.89	11.70	9.65	8.91	8.56	9.04	11.16	9.72	10.12	8.87	9.14	6.99
Not pre-packed	1.03	0.77	3.42	0.14	0.62	0.40	0.36	0.76	0.32	1.09	0.71	2.17	0.71	1.01	0.77	0.11
Pre-packed																
Potatoes	13.29	10.62	12.11	18.26	18.03	14.70	14.93	12.71	12.23	12.12	11.06	12.88	13.80	13.52	13.06	19.65
September-December	2.72	5.06	5.05	3.62	2.04	2.44	1.35	2.69	1.36	2.01	2.57	4.72	3.26	1.65	1.27	0.88
Not pre-packed																
Pre-packed																
Total fresh potatoes	46.70	48.36	49.92	57.50	49.97	50.97	48.60	45.54	41.08	41.91	45.38	53.33	48.17	44.07	42.13	46.77
Cabbages, fresh	4.71	5.02	2.47	3.76	3.71	3.34	4.30	5.02	6.03	6.08	6.52	3.77	4.38	5.02	4.56	4.65
Brussels sprouts, fresh	2.24	1.86	0.92	1.96	2.30	1.69	3.02	2.56	2.75	2.60	2.68	1.90	2.20	2.24	2.34	2.07
Cauliflower, fresh	2.92	3.07	1.10	2.84	3.59	2.89	4.24	3.38	2.73	2.93	3.47	2.56	2.82	2.81	3.34	2.10
Leafy salads, fresh	1.31	1.11	0.51	0.85	1.33	1.40	1.68	1.34	1.29	1.61	1.44	1.08	1.30	1.41	1.33	1.42
Peas, fresh	0.67	0.66	0.19	0.53	0.71	0.49	0.99	0.74	0.86	0.74	0.70	0.51	0.51	0.63	1.00	1.10
Beans, fresh	1.22	1.77	0.06	0.24	0.59	0.53	1.57	1.17	2.92	1.94	1.15	0.36	0.90	1.48	2.24	2.11
Other fresh green vegetables	0.22	0.10	0.01	0.08	0.05	0.05	0.19	0.14	0.41	0.46	0.33	0.04	0.18	0.24	0.36	0.28
Total fresh green vegetables	13.29	13.59	5.26	10.26	12.28	10.39	15.99	14.69	16.99	16.36	16.29	10.22	12.29	13.83	16.17	13.73

TABLE 18—continued
(oz per person per week, except where otherwise stated)

	All house-holds	Region										Type of area			
		Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b)	Conurbations	Other urban areas		Semi-rural areas	Rural areas
												Larger towns	Smaller towns		
VEGETABLES (contd.)															
Carrots, fresh	2.94	3.07	2.90	2.88	4.64	2.38	2.62	2.38	2.61	2.72	2.94	3.24	2.66	2.95	2.38
Turnips and swedes, fresh	1.07	2.00	1.94	1.78	0.89	0.40	0.54	0.76	0.74	0.68	1.30	1.06	0.97	1.16	1.28
Other root vegetables, fresh	0.84	0.23	0.41	0.52	0.45	0.81	1.00	1.20	1.16	1.31	0.46	0.78	0.94	0.83	1.06
Onions, shallots, leeks, fresh	3.01	2.86	3.36	3.51	3.87	2.86	3.04	2.21	2.68	3.27	3.48	3.04	2.66	2.69	2.66
Cucumbers, fresh	0.74	0.68	0.18	0.40	0.38	1.05	0.72	0.80	1.13	1.13	0.48	0.66	0.83	0.74	0.77
Mushrooms, fresh	0.42	0.42	0.38	0.37	0.38	0.43	0.49	0.40	0.52	0.60	0.33	0.45	0.40	0.40	0.30
Tomatoes, fresh	3.66	4.07	3.41	3.60	3.41	3.70	3.42	3.42	4.14	4.56	3.14	3.54	3.62	3.82	3.97
Miscellaneous fresh vegetables	0.84	0.44	0.12	0.59	0.57	0.92	0.76	1.09	1.37	1.47	0.51	0.72	0.92	0.82	0.87
Tomatoes, canned or bottled	0.98	0.14	1.12	0.97	0.58	2.00	1.60	0.57	0.90	0.99	1.02	1.16	0.97	0.77	0.41
Canned peas	2.95	2.26	4.88	3.46	3.26	3.02	2.89	2.75	2.44	2.32	3.57	3.37	2.83	2.47	1.96
Canned beans	3.72	3.95	4.40	3.92	3.42	3.52	3.75	3.39	3.51	3.41	4.35	3.86	3.62	3.34	2.78
Canned vegetables, other than pulses, potatoes or tomatoes	1.20	0.74	1.76	1.68	1.35	1.13	1.09	0.95	1.16	1.24	1.31	1.35	1.14	0.98	0.79
Dried pulses, other than air-dried	0.40	1.15	0.80	0.40	0.39	0.28	0.19	0.06	0.22	0.42	0.58	0.37	0.33	0.27	0.55
Air-dried vegetables	0.04	0.06	0.03	0.02	0.04	0.03	0.07	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04
Vegetable juices (fl oz)	0.10	0.10	0.07	0.06	0.05	0.09	0.05	0.12	0.12	0.18	0.05	0.10	0.07	0.11	0.06
Chips, excluding quick-frozen	1.21	1.06	1.97	3.02	1.38	1.46	1.01	0.83	0.84	0.66	1.65	1.30	1.38	0.97	0.80
Instant potato	0.09	0.06	0.05	0.12	0.12	0.10	0.09	0.10	0.08	0.09	0.08	0.13	0.08	0.07	0.03
Canned potato	0.22	0.03	0.19	0.42	0.22	0.26	0.16	0.12	0.25	0.26	0.20	0.22	0.25	0.20	0.02
Crisps and other potato products not quick-frozen	0.44	0.72	0.38	0.36	0.30	0.52	0.43	0.50	0.41	0.26	0.60	0.44	0.46	0.41	0.43
Other vegetable products	0.18	0.14	0.52	0.07	0.10	0.06	0.07	0.14	0.26	0.34	0.17	0.20	0.16	0.12	0.04
Quick-frozen peas	1.20	0.19	0.22	0.90	0.60	1.08	1.55	1.56	1.80	2.37	0.74	1.13	1.06	0.99	1.43
Quick-frozen beans	0.40	0.05	0.14	0.19	0.27	0.27	0.42	0.50	0.62	0.68	0.23	0.38	0.51	0.29	0.33
Quick-frozen chips and other quick-frozen potato products	0.28	0.22	0.20	0.22	0.26	0.17	0.45	0.19	0.34	0.28	0.37	0.29	0.30	0.17	0.17
All quick-frozen vegetables and quick-frozen vegetable products, not specified elsewhere	0.29	0.14	0.20	0.18	0.34	0.19	0.29	0.24	0.38	0.49	0.23	0.32	0.30	0.20	0.12
Total other vegetables	27.22	21.95	29.82	29.71	27.37	26.73	26.70	24.75	27.72	29.77	27.83	28.15	26.51	24.81	29.96
Total vegetables	87.21	92.25	97.58	91.26	88.03	91.32	86.93	82.82	85.99	91.44	90.38	88.61	84.41	82.11	82.46

TABLE 18—continued
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area						
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations	Other urban areas		Semi-rural areas	Rural areas			
											London	Pro-vincial	Larger towns	Smaller towns				
FRUIT:																		
Fresh																		
Oranges	3.33	2.98	2.57	2.98	2.91	3.18	3.01	3.10	3.86	4.97	2.98	3.12	3.24	3.12	3.12	3.12	2.15	
Other citrus fruit	1.47	1.26	0.82	1.34	1.45	1.03	1.24	1.25	1.92	2.44	1.26	1.28	1.47	1.28	1.28	1.28	1.32	
Apples	6.57	3.98	4.58	5.76	5.94	7.59	6.50	7.26	7.86	8.36	4.93	6.27	7.07	7.18	7.18	7.18	5.36	
Pears	0.76	0.52	0.68	0.73	0.62	0.55	0.72	0.54	0.94	1.50	0.58	0.70	0.58	0.70	0.70	0.70	0.49	
Stone fruit	0.55	0.32	0.16	0.31	0.47	0.70	0.44	0.86	0.74	0.83	0.35	0.53	0.46	0.67	0.67	0.67	0.52	
Grapes	0.29	0.24	0.23	0.22	0.24	0.38	0.24	0.23	0.33	0.44	0.20	0.33	0.27	0.26	0.26	0.26	0.20	
Soft fruit, other than grapes	0.74	0.31	0.34	0.38	0.58	0.88	0.80	0.87	1.06	0.70	0.40	0.76	0.73	1.04	1.04	1.04	0.98	
Bananas	2.88	2.43	2.42	2.47	2.45	3.01	2.44	3.06	3.39	3.96	2.56	2.69	2.85	2.82	2.82	2.82	2.54	
Rhubarb	0.56	0.59	0.29	0.47	0.48	0.48	0.48	0.68	0.70	0.57	0.26	0.46	0.61	0.90	0.90	0.90	0.95	
Other fresh fruit	0.39	0.43	0.34	0.32	0.38	0.21	0.16	0.37	0.50	0.74	0.27	0.40	0.32	0.33	0.33	0.33	0.22	
Total fresh fruit	17.54	13.06	12.43	15.18	15.62	18.01	16.03	18.22	21.30	24.51	13.79	16.64	17.60	18.30	18.30	18.30	14.73	
Canned peaches, pears and pine-apples	2.14	2.11	1.70	1.55	2.24	2.12	1.93	2.19	2.40	2.50	1.62	2.12	2.40	2.20	2.20	2.20	2.33	
Other canned or bottled fruit	2.20	1.76	2.27	1.71	2.06	2.53	1.99	2.24	2.51	2.42	1.50	2.35	2.48	2.30	2.30	2.30	2.17	
Dried fruit and dried fruit products	0.99	0.79	0.79	1.06	0.88	1.03	0.87	1.11	1.17	0.97	0.59	1.00	1.12	1.23	1.23	1.23	1.38	
Quick-frozen fruit and quick-frozen fruit products	0.06	0.02	0.06	0.04	0.06	0.03	0.02	0.06	0.07	0.09	0.02	0.06	0.04	0.08	0.08	0.08	0.07	
Nuts and nut products	0.27	0.09	0.21	0.16	0.32	0.24	0.18	0.41	0.36	0.46	0.14	0.25	0.30	0.29	0.29	0.29	0.13	
Fruit juices (ft oz)	0.93	0.70	0.44	0.48	0.98	0.09	0.69	1.28	1.17	1.47	0.57	0.83	0.96	1.07	1.07	1.07	0.77	
Total other fruit and fruit products	6.59	5.47	5.47	5.00	6.54	6.85	5.68	7.29	7.68	7.91	4.44	6.59	7.30	7.17	7.17	7.17	6.85	
Total fruit	24.13	18.53	17.90	20.18	22.06	24.86	21.71	25.51	28.98	32.42	18.23	23.13	24.90	25.47	25.47	25.47	21.68	
CEREALS:																		
White bread, large loaves, unsliced	6.21	5.04	2.06	3.48	4.47	5.56	6.94	10.98	7.36	7.48	3.70	5.76	6.04	8.15	8.15	8.15	8.90	
White bread, large loaves, sliced	17.86	24.52	21.41	14.74	17.76	20.59	24.36	12.86	14.14	12.72	25.29	17.28	16.42	16.48	16.48	16.48	16.54	
White bread, small loaves, unsliced	2.97	0.74	3.48	4.96	4.58	2.48	2.44	3.37	2.52	3.00	3.22	3.10	2.80	2.84	2.84	2.84	2.14	
White bread, small loaves, sliced	1.60	1.02	2.51	3.29	2.80	1.71	1.40	0.80	1.00	1.34	2.26	1.71	1.46	1.16	1.16	1.16	1.09	
Brown bread	2.41	1.67	3.53	3.02	3.08	1.74	1.89	2.08	2.26	2.43	2.12	2.70	2.34	2.33	2.33	2.33	2.29	
Wholewheat and wholemeal bread	0.45	0.07	0.05	0.16	0.31	0.38	0.40	0.62	0.79	0.73	0.18	0.44	0.49	0.52	0.52	0.52	0.34	
Other bread	2.94	5.59	3.51	2.56	2.73	2.65	2.28	2.63	2.36	2.62	2.90	3.24	3.22	2.53	2.53	2.53	2.67	
Total bread	34.44	38.65	36.65	32.21	35.73	35.11	39.71	33.34	30.43	30.32	39.67	34.23	32.77	34.01	34.01	34.01	33.97	

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TABLE 18—continued
(oz per person per week, except where otherwise stated)

	All house-holds	Region										Type of area				
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro- vincial	Larger towns	Smaller towns		
<i>CEREALS (contd.)</i>																
Flour	5.42	3.14	7.58	7.06	4.63	6.52	4.86	4.91	5.90	4.09	5.34	5.53	5.96	7.70		
Buns, scones and teacakes	1.28	2.02	1.81	2.43	2.21	0.80	0.67	0.92	0.81	1.68	1.14	1.14	1.22	1.73		
Cakes and pastries	3.83	3.80	3.83	3.73	4.13	4.04	3.74	4.23	3.35	3.54	4.00	4.37	3.72	3.82		
Crispbread	0.28	0.26	0.23	0.33	0.30	0.25	0.19	0.28	0.27	0.20	0.29	0.32	0.30	0.23		
Biscuits, other than chocolate biscuits	4.31	4.98	5.36	4.06	4.00	3.75	4.20	4.68	4.05	3.97	4.51	4.33	4.36	5.08		
Chocolate biscuits	1.03	1.68	1.37	1.12	1.05	0.77	0.90	0.86	0.76	1.15	1.06	1.02	1.09	0.99		
Oatmeal and oat products	0.58	1.95	0.34	0.33	0.47	0.33	0.68	0.53	0.37	0.44	0.50	0.54	0.81	1.80		
Breakfast cereals	2.86	2.32	2.82	2.58	2.82	2.96	2.88	3.07	2.99	2.58	3.06	2.84	2.88	2.41		
Canned milk puddings	1.52	1.51	2.16	2.07	1.91	1.75	1.77	0.98	1.27	1.90	1.62	1.45	1.32	1.13		
Other puddings	0.30	0.29	0.26	0.36	0.39	0.36	0.36	0.15	0.28	0.36	0.34	0.27	0.21	0.18		
Rice	0.51	0.42	0.32	0.38	0.31	0.46	0.39	0.36	0.92	0.36	0.46	0.50	0.46	0.47		
Cereal-based invalid foods (in- cluding stinging foods)	0.03	0.01	0.01	0.07	0.02	0.04	0.02	0.02	0.04	0.03	0.02	0.04	0.03	0.01		
Infant cereal foods	0.11	0.11	0.13	0.09	0.16	0.09	0.15	0.06	0.12	0.16	0.10	0.09	0.09	0.09		
Quick-frozen cereal foods	0.15	0.10	0.11	0.12	0.15	0.07	0.16	0.12	0.25	0.13	0.15	0.14	0.13	0.05		
Cereal convenience foods, in- cluding canned, not specified elsewhere	1.80	2.33	1.78	1.17	1.44	1.57	1.61	1.58	2.12	1.76	1.77	1.87	1.64	1.42		
Other cereal foods	0.25	0.63	0.14	0.11	0.18	0.16	0.09	0.19	0.37	0.19	0.24	0.25	0.25	0.34		
<i>Total cereals</i>	<i>58.70</i>	<i>64.20</i>	<i>64.80</i>	<i>58.22</i>	<i>60.90</i>	<i>69.03</i>	<i>62.38</i>	<i>56.28</i>	<i>64.17</i>	<i>62.21</i>	<i>58.98</i>	<i>67.47</i>	<i>68.48</i>	<i>61.42</i>		
<i>BEVERAGES:</i>																
Tea	2.24	1.90	2.25	2.31	2.41	2.34	2.49	2.22	2.20	2.30	2.28	2.24	2.14	2.14		
Coffee, bean and ground	0.12	0.06	0.04	0.08	0.12	0.07	0.04	0.12	0.20	0.06	0.09	0.10	0.16	0.13		
Coffee, instant	0.46	0.32	0.44	0.46	0.49	0.40	0.45	0.47	0.57	0.42	0.48	0.49	0.41	0.32		
Coffee, essences (fl oz)	0.06	0.02	0.02	0.06	0.02	0.16	0.12	0.12	0.02	0.04	0.05	0.09	0.08	0.14		
Cocoa and drinking chocolate	0.16	0.11	0.30	0.14	0.12	0.15	0.23	0.18	0.11	0.11	0.17	0.22	0.18	0.30		
Branded food drinks	0.20	0.06	0.11	0.20	0.23	0.24	0.25	0.25	0.22	0.15	0.18	0.26	0.19	0.24		
<i>Total beverages</i>	<i>3.24</i>	<i>2.47</i>	<i>3.16</i>	<i>3.26</i>	<i>3.59</i>	<i>3.34</i>	<i>3.58</i>	<i>3.36</i>	<i>3.31</i>	<i>3.08</i>	<i>3.26</i>	<i>3.40</i>	<i>3.16</i>	<i>3.27</i>		

TABLE 18—continued
(oz per person per week, except where otherwise stated)

	All house-holds	Region								Type of area							
		Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Pro-vincial	Larger towns	Smaller towns			
MISCELLANEOUS:																	
Baby foods, canned or bottled	0.69	0.47	0.70	0.90	0.85	0.36	0.74	0.46	0.74	0.40	0.92	0.82	0.54	0.74	0.56	0.64	
Soups, canned	3.23	5.93	4.64	3.48	3.45	2.56	2.88	2.35	3.48	2.33	2.25	4.34	3.54	3.04	2.76	2.06	
Soups, dehydrated and powdered	0.12	0.14	0.08	0.13	0.12	0.13	0.10	0.10	0.13	0.13	0.10	0.10	0.12	0.14	0.12	0.12	
Accelerated, freeze-dried foods (excluding coffee)	0.29	0.21	0.21	0.34	0.20	0.27	0.24	0.36	0.34	0.40	0.34	0.21	0.28	0.37	0.29	0.30	
Spreads and dressings	1.57	1.56	1.81	1.43	1.20	1.52	1.59	1.44	1.43	1.65	1.95	1.68	1.48	1.63	1.32	1.17	
Pickles and sauces	0.15	0.10	0.14	0.16	0.12	0.12	0.14	0.13	0.16	0.20	0.23	0.13	0.15	0.12	0.13	0.14	
Meat and vegetable extracts	0.38	0.38	0.32	0.22	0.38	0.39	0.40	0.37	0.22	0.40	0.38	0.30	0.38	0.40	0.40	0.45	
Table jelly, squares and crystals																	
Ice-cream (served as part of a meal) mousse	0.98	0.78	0.62	0.44	0.76	0.76	0.78	1.12	0.44	1.44	1.53	0.66	0.96	0.79	1.08	1.26	
All quick-frozen foods not speci-fied elsewhere	0.98	1.20	0.67	0.84	0.68	0.93	0.86	2.01	0.84	1.05	0.01	0.77	0.83	1.10	0.82	2.53	
Salt	0.01	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	
Synthetic foods																	

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

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

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

TABLE 18—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
MEAT AND MEAT PRODUCTS (contd.)																
Cooked poultry, including canned	0.23	0.18	0.26	0.29	0.40	0.42	0.20	0.14	0.12	0.13	0.16	0.28	0.24	0.20	0.24	0.06
Other cooked meat, not purchased in cans	0.45	0.48	0.35	0.65	0.43	0.44	0.43	0.49	0.35	0.38	0.38	0.50	0.52	0.44	0.35	0.41
Other canned meat and canned meat products	0.63	0.59	1.10	0.70	0.56	0.70	0.67	0.64	0.47	0.46	0.50	0.77	0.68	0.66	0.49	0.64
Broiler chicken, uncooked	1.95	2.78	1.78	3.90	2.56	2.14	1.82	1.72	1.62	1.42	1.13	2.23	2.32	1.77	1.93	1.49
Other poultry, uncooked	3.66	3.41	2.41	3.09	2.88	3.35	3.97	3.97	3.78	4.22	4.88	3.32	3.87	3.54	3.21	2.12
Rabbit and other meat	1.80	3.66	0.76	1.32	1.92	1.69	1.38	1.56	2.17	2.14	2.42	1.14	1.66	1.78	2.16	2.20
Sausages, uncooked, pork	0.09	0.05	0.06	0.19	0.14	0.06	0.04	0.11	—	0.10	0.09	0.08	0.12	0.06	0.04	0.19
Sausages, uncooked, beef	2.08	1.76	0.85	1.79	1.64	1.49	3.17	2.88	1.62	2.58	2.70	1.65	1.84	2.30	2.22	2.26
Meat pies and sausage rolls, ready-to-eat	1.47	1.89	3.52	1.98	1.24	1.38	0.60	0.43	1.46	1.20	1.11	2.12	1.50	1.14	1.32	1.38
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0.72	0.50	0.46	0.69	1.31	0.44	1.42	0.86	0.53	0.67	0.50	0.66	0.67	0.88	0.82	0.86
Other meat products	0.64	0.75	0.35	0.36	0.40	0.54	0.60	0.78	0.71	0.86	0.72	0.58	0.64	0.68	0.62	0.67
	2.28	2.86	3.60	3.64	1.70	2.77	1.91	1.50	1.86	1.79	1.79	2.92	2.45	2.24	1.86	1.76
Total other meat and meat products	22.88	25.63	20.71	26.16	22.91	22.87	22.94	23.22	21.10	22.63	23.45	23.09	23.68	22.13	22.19	20.49
	37.84	40.94	32.40	39.17	38.06	37.97	36.28	39.05	36.17	38.66	42.17	37.33	38.11	36.44	36.63	34.15
Total meat and meat products																
FISH:	0.97	0.74	1.96	1.14	1.04	1.01	0.93	0.84	0.68	0.68	0.86	1.13	1.13	0.96	0.66	1.04
White, filleted, fresh	0.54	0.93	0.44	0.55	0.95	0.76	0.42	0.24	0.71	0.43	0.50	0.54	0.52	0.56	0.54	0.66
White, unfileted, fresh	0.32	0.46	0.07	0.18	0.30	0.28	0.18	0.49	0.33	0.42	0.42	0.20	0.30	0.35	0.34	0.45
Herring, filleted, fresh	0.01	—	0.04	—	0.01	—	0.02	—	—	—	—	0.02	—	0.01	—	—
Herring, unfileted, fresh	0.08	0.06	0.04	0.04	0.06	0.08	0.06	0.06	0.05	0.12	0.17	0.07	0.05	0.07	0.06	0.13
Fat, fresh, other than herring	0.09	0.14	0.04	0.02	0.06	0.08	0.13	0.11	0.18	0.12	0.14	0.08	0.06	0.08	0.10	0.16
Fat, processed	0.23	0.12	0.47	0.17	0.14	0.14	0.18	0.10	0.07	0.28	0.37	0.17	0.20	0.23	0.20	0.42
White, processed, filleted	0.08	0.11	0.06	0.16	0.06	0.07	0.08	0.11	0.07	0.07	0.06	0.08	0.10	0.06	0.10	0.08
Fat, processed, unfileted	0.11	0.13	0.12	0.16	0.07	0.06	0.11	0.11	0.12	0.13	0.18	0.06	0.10	0.14	0.10	0.20
Shell fish	0.05	0.07	0.02	0.02	0.07	0.02	0.04	0.03	0.02	0.08	0.13	0.04	0.03	0.03	0.05	0.02
Cooked fish	1.04	0.39	0.36	1.83	3.16	0.76	1.48	0.74	0.71	0.84	0.86	1.22	1.10	1.16	0.84	0.76
Other canned or bottled fish	0.38	0.63	0.22	0.48	0.38	0.48	0.48	0.52	0.39	0.32	0.30	0.36	0.42	0.40	0.34	0.30
Fish products, not quick-frozen	0.29	0.27	0.13	0.25	0.31	0.25	0.34	0.28	0.29	0.28	0.37	0.29	0.27	0.28	0.29	0.22
Quick-frozen fish products and quick-frozen fish not specified elsewhere	0.14	0.07	0.13	0.30	0.26	0.14	0.12	0.12	0.08	0.10	0.09	0.20	0.15	0.14	0.11	0.05
	0.72	0.95	0.45	0.89	0.62	0.70	0.68	0.66	0.65	0.81	0.77	0.56	0.72	0.72	0.82	0.70
Total fish	5.05	6.07	4.58	6.21	7.53	4.79	5.05	4.43	4.44	4.70	5.22	5.02	5.15	5.19	4.65	5.19

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

	All household	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
EGGS (Eggs purchased) . . . (no)	4.41 (4.24)	4.47 (4.26)	4.46 (4.19)	4.90 (4.79)	4.67 (4.36)	4.31 (4.12)	3.89 (3.74)	4.14 (3.92)	4.48 (4.26)	4.44 (4.29)	4.53 (4.34)	4.38 (4.34)	4.34 (4.28)	4.35 (4.29)	4.54 (3.99)	4.30 (3.49)	
FATS:																	
Butter	4.79	3.14	4.79	4.18	4.65	4.48	4.76	5.25	5.24	5.58	4.16	4.98	4.74	4.67	4.44		
Margarine	3.52	4.19	3.65	4.32	4.56	3.92	3.90	2.67	2.92	2.37	3.94	3.35	3.38	4.01	4.42		
Lard and compound cooking fat	1.89	1.15	2.31	2.66	2.00	2.46	1.96	1.70	1.69	1.52	2.02	1.94	1.86	1.98	1.90		
Vegetable and salad oils (fl oz)	0.60	0.36	0.35	0.34	0.46	0.57	0.61	0.62	0.78	0.96	0.44	0.66	0.53	0.48	0.56		
All other fats	0.32	0.37	0.54	0.34	0.34	0.25	0.14	0.38	0.34	0.26	0.28	0.33	0.36	0.33	0.46		
Total fats	11.12	9.21	11.64	11.84	12.01	11.68	11.37	10.62	10.97	10.89	10.81	11.26	10.87	11.47	11.73		
SUGAR AND PRESERVES:																	
Sugar	15.02	13.82	15.54	14.35	15.64	16.31	18.04	14.33	14.48	13.84	14.92	14.94	15.11	15.40	18.17		
Jams, jellies and fruit curds	1.22	1.51	1.56	1.42	1.40	1.10	0.99	1.00	1.08	1.04	1.27	1.24	1.28	1.23	1.12		
Marmalade	0.84	0.78	0.68	0.80	0.78	0.80	0.70	0.70	0.90	0.77	0.72	0.77	0.95	0.73	1.17		
Syrup, treacle	0.30	0.86	0.24	0.51	0.22	0.21	0.20	0.29	0.21	0.14	0.21	0.22	0.31	0.57	0.63		
Honey	0.20	0.26	0.08	0.14	0.20	0.19	0.13	0.23	0.24	0.28	0.12	0.20	0.18	0.25	0.22		
Total sugar and preserves	17.58	17.33	18.10	17.22	18.52	18.61	20.14	16.55	16.92	16.34	17.24	17.37	17.83	18.18	21.31		
VEGETABLES:																	
Old potatoes																	
January–August	15.88	12.58	20.58	16.71	17.87	19.68	16.65	16.11	14.28	15.16	15.72	16.12	16.25	15.51	17.60		
Not pre-packed	4.10	9.41	3.63	2.98	3.16	2.63	3.82	2.50	3.37	4.72	7.12	4.16	2.77	2.38	0.54		
Pre-packed																	
New potatoes																	
January–August	9.68	7.35	11.27	8.89	11.70	9.65	8.91	8.56	9.04	11.16	9.72	10.12	8.87	9.14	6.99		
Not pre-packed	1.03	3.42	0.14	0.62	0.40	0.36	0.76	0.32	1.09	0.71	2.17	0.71	1.01	0.77	0.11		
Pre-packed																	
Potatoes																	
September–December	13.29	12.11	18.26	18.03	14.70	14.93	12.71	12.23	12.12	11.06	12.88	13.80	13.52	13.06	19.65		
Not pre-packed	2.72	5.05	3.62	2.04	2.44	1.35	2.69	1.36	2.01	2.37	4.72	3.26	1.65	1.27	0.88		
Pre-packed																	
Total fresh potatoes	46.70	49.92	67.50	49.27	60.27	48.60	45.54	41.08	41.91	46.38	52.33	48.17	44.97	42.13	46.77		
Cabbages, fresh	4.71	2.47	3.76	3.71	3.34	4.30	5.02	6.03	6.08	6.52	3.77	4.38	5.02	4.56	4.65		
Brussels sprouts, fresh	2.24	0.92	1.96	2.30	1.69	3.02	2.56	2.75	2.60	2.68	1.90	2.20	2.24	2.34	2.07		
Cauliflower, fresh	2.92	1.10	2.84	3.59	2.89	4.24	3.38	2.73	2.93	3.47	2.56	2.82	2.81	3.34	2.10		
Leafy salads, fresh	1.31	0.51	0.85	1.33	1.40	1.68	1.34	1.29	1.61	1.41	1.08	1.30	1.41	1.33	1.42		
Peas, fresh	0.67	0.19	0.53	0.71	0.49	0.99	1.08	0.86	0.74	0.70	0.51	0.51	0.51	1.00	1.10		
Beans, fresh	1.22	0.06	0.24	0.59	0.53	1.57	1.17	2.92	1.94	1.15	0.36	0.90	1.48	2.24	2.11		
Other fresh green vegetables	0.22	0.01	0.08	0.05	0.05	0.19	0.14	0.41	0.46	0.33	0.04	0.18	0.24	0.36	0.28		
Total fresh green vegetables	13.29	5.26	10.26	12.28	10.39	15.99	14.69	16.99	16.36	16.29	10.22	12.29	13.83	15.17	13.73		

TABLE 18—continued
(oz per person per week, except where otherwise stated)

	All household	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East(b)/Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
VEGETABLES (cont'd)	2.94	3.07	2.90	2.88	4.64	2.38	2.62	2.38	2.61	2.72	2.94	3.24	2.66	2.95	2.58		
Carrots, fresh	1.07	2.00	1.94	1.78	0.89	0.40	0.54	0.76	0.74	0.68	1.30	1.06	0.97	1.16	1.28		
Turnips and swedes, fresh	0.84	0.23	0.41	0.52	0.45	0.81	1.00	1.20	1.16	1.31	0.46	0.78	0.94	0.83	1.06		
Other root vegetables, fresh	3.01	2.86	3.36	3.51	3.87	2.86	3.04	2.21	2.68	3.27	3.48	3.04	2.66	2.69	2.66		
Onions, shallots, leeks, fresh	0.74	0.18	0.40	0.47	0.38	1.05	0.72	0.82	1.13	1.13	0.48	0.66	0.83	0.74	0.77		
Cucumbers, fresh	0.42	0.14	0.38	0.37	0.38	0.43	0.49	0.40	0.52	0.60	0.33	0.45	0.40	0.40	0.30		
Mushrooms, fresh	3.66	4.07	3.13	3.60	3.41	3.70	3.42	3.83	4.14	4.56	3.14	3.54	3.62	3.82	3.38		
Miscellaneous fresh vegetables	0.84	0.44	0.37	0.59	0.57	0.92	0.76	1.09	1.37	1.47	0.51	0.72	0.92	0.82	0.97		
Tomatoes, canned or bottled	0.98	0.14	1.12	0.97	0.68	2.00	1.60	0.57	0.90	0.99	1.02	1.16	0.97	0.77	0.41		
Tomatoes, fresh	2.95	2.26	4.88	3.46	3.26	3.02	2.89	2.75	2.44	2.32	3.57	3.37	2.83	2.47	1.96		
Canned peas	3.73	3.95	4.40	3.92	3.42	3.52	3.75	3.39	3.51	3.41	4.35	3.86	3.62	3.34	2.78		
Canned beans	1.20	0.74	1.76	1.68	1.35	1.13	1.09	0.95	1.16	1.24	1.31	1.35	1.14	0.98	0.79		
Canned vegetables, other than pulses, potatoes or tomatoes	0.40	1.15	0.80	0.40	0.39	0.28	0.19	0.06	0.22	0.42	0.58	0.37	0.33	0.27	0.55		
Dried pulses, other than air-dried	0.04	0.06	0.03	0.02	0.04	0.03	0.07	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04		
Air-dried vegetables	0.10	0.10	0.07	0.06	0.05	0.09	0.05	0.12	0.12	0.18	0.05	0.10	0.07	0.11	0.06		
Vegetable juices (fl oz)	1.21	0.72	1.97	3.02	1.38	1.46	1.01	0.83	0.84	0.66	1.65	1.30	1.38	0.97	0.80		
Chips, excluding quick-frozen	0.09	0.06	0.05	0.12	0.12	0.10	0.09	0.10	0.08	0.09	0.08	0.13	0.08	0.07	0.03		
Instant potato	0.22	0.03	0.19	0.42	0.22	0.26	0.16	0.12	0.25	0.26	0.20	0.22	0.25	0.20	0.02		
Crisps and other potato products not quick-frozen	0.44	0.72	0.38	0.36	0.30	0.52	0.43	0.50	0.41	0.26	0.60	0.44	0.46	0.41	0.43		
Other vegetable products	0.18	0.14	0.52	0.07	0.10	0.08	0.07	0.14	0.26	0.34	0.17	0.20	0.16	0.12	0.04		
Quick-frozen peas	1.20	0.19	0.22	0.90	0.60	1.08	1.55	1.56	1.80	2.37	0.74	1.13	1.06	0.99	1.43		
Quick-frozen beans	0.40	0.05	0.14	0.19	0.27	0.27	0.42	0.50	0.62	0.68	0.23	0.38	0.51	0.29	0.33		
Quick-frozen chips and other quick-frozen potato products	0.28	0.22	0.20	0.22	0.26	0.17	0.45	0.19	0.34	0.28	0.37	0.29	0.30	0.17	0.17		
All quick-frozen vegetable products, not specified elsewhere	0.29	0.14	0.20	0.18	0.34	0.19	0.29	0.24	0.38	0.49	0.23	0.32	0.30	0.20	0.12		
Total other vegetables	27.22	21.95	29.82	29.71	27.37	26.73	26.70	24.75	27.72	29.77	27.83	28.15	26.51	24.81	22.96		
Total vegetables	87.21	77.13	97.58	91.26	88.03	91.32	86.93	82.82	85.99	91.44	90.38	88.61	84.41	82.11	82.46		

TABLE 18—continued
(oz per person per week, except where otherwise stated)

	All household	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Pro- vincial	Larger towns	Smaller towns			
FRUIT:																	
Fresh	3.33	2.98	2.57	2.98	2.91	3.18	3.01	3.10	3.86	4.97	2.98	3.12	3.24	3.12	2.15		
Oranges	1.47	1.26	0.82	1.34	1.45	1.03	1.24	1.25	1.92	2.44	1.26	1.28	1.47	1.28	1.32		
Other citrus fruit	6.57	3.98	4.58	5.76	5.94	7.59	6.50	7.26	7.86	8.36	4.93	6.27	7.07	7.18	5.36		
Apples	0.76	0.52	0.68	0.73	0.62	0.55	0.72	0.54	0.94	1.50	0.58	0.70	0.58	0.70	0.49		
Pears	0.55	0.32	0.32	0.31	0.47	0.70	0.44	0.85	0.74	0.83	0.35	0.53	0.46	0.52	0.52		
Stone fruit	0.29	0.24	0.23	0.22	0.24	0.38	0.24	0.23	0.33	0.44	0.20	0.27	0.27	0.26	0.20		
Grapes	0.74	0.31	0.34	0.28	0.58	0.88	0.80	0.87	1.06	0.70	0.40	0.76	0.73	1.04	0.98		
Soft fruit, other than grapes	2.88	2.43	2.42	2.47	2.45	3.01	2.44	3.06	3.39	3.96	2.36	2.69	2.85	2.82	2.54		
Bananas	0.56	0.59	0.29	0.47	0.48	0.48	0.48	0.68	0.70	0.57	0.26	0.46	0.61	0.90	0.95		
Rhubarb	0.39	0.43	0.34	0.32	0.38	0.21	0.16	0.37	0.50	0.74	0.27	0.40	0.32	0.33	0.22		
Other fresh fruit	17.54	13.06	12.43	15.18	15.52	18.01	16.03	18.22	21.30	24.51	13.79	16.54	17.60	18.30	14.73		
Total fresh fruit	2.14	2.11	1.70	1.55	2.24	2.12	1.93	2.19	2.40	2.50	1.62	2.12	2.40	2.20	2.33		
Canned peaches, pears and pine-apples	2.20	1.76	2.27	1.71	2.06	2.53	1.99	2.24	2.51	2.42	1.30	2.33	2.48	2.30	2.17		
Other canned or bottled fruit	0.99	0.79	0.79	1.06	0.88	1.03	0.87	1.11	1.17	0.97	0.59	1.00	1.12	1.23	1.38		
Dried fruit and dried fruit products	0.06	0.02	0.06	0.04	0.06	0.03	0.02	0.06	0.07	0.09	0.02	0.06	0.04	0.08	0.07		
Quick-frozen fruit and quick-frozen fruit products	0.27	0.09	0.21	0.16	0.32	0.24	0.18	0.41	0.36	0.46	0.14	0.25	0.30	0.29	0.13		
Nuts and nut products	0.93	0.70	0.44	0.48	0.98	0.09	0.69	1.28	1.17	1.47	0.57	0.83	0.96	1.07	0.77		
Fruit juices (fl oz)	6.59	5.47	5.47	5.00	6.54	6.85	5.68	7.29	7.68	7.91	4.44	6.59	7.30	7.17	6.85		
Total other fruit and fruit products	24.13	18.53	17.90	20.18	22.06	24.86	21.71	25.51	28.98	32.42	18.28	23.13	24.90	25.47	21.68		
Total fruit	6.21	5.04	2.06	3.48	4.47	5.56	6.94	10.98	7.36	7.48	3.70	5.76	6.04	8.15	8.90		
CEREALS:	17.86	17.38	21.41	14.74	17.76	20.59	24.36	12.86	14.14	12.72	25.29	17.28	16.42	16.48	16.54		
White bread, large loaves, un-sliced	2.97	4.32	3.48	4.96	4.58	2.48	2.44	3.37	2.52	3.00	3.22	3.10	2.80	2.84	2.14		
White bread, large loaves, sliced	1.60	0.74	2.51	3.29	2.80	1.40	1.40	0.80	1.00	1.34	2.26	1.71	1.46	1.16	1.09		
White bread, small loaves, un-sliced	2.41	1.67	3.53	3.02	3.08	1.74	1.89	2.08	2.26	2.43	2.12	2.70	2.34	2.33	2.29		
White bread, small loaves, sliced	0.45	0.07	0.05	0.16	0.31	0.38	0.40	0.62	0.79	0.73	0.18	0.44	0.49	0.52	0.34		
Brown bread	2.94	5.59	3.51	2.56	2.73	2.65	2.28	2.63	2.36	2.62	2.90	3.24	3.22	2.53	2.67		
Wholewheat and wholemeal bread	34.44	38.65	36.55	32.21	35.73	35.11	39.71	33.34	30.43	30.32	39.67	34.23	32.77	34.01	33.97		
Total bread	38.74	38.65	36.55	32.21	35.73	35.11	39.71	33.34	30.43	30.32	39.67	34.23	32.77	34.01	33.97		

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TABLE 18—*continued*
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	London	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												Provincial	Smaller towns	Larger towns	Smaller towns		
CEREALS (cont'd.)																	
Flour	5.42	3.14	7.58	7.06	4.63	6.52	4.86	4.91	5.90	4.09	5.34	4.51	4.33	5.96	7.70		
Buns, scones and teacakes	1.28	0.94	1.81	2.43	2.21	0.80	0.67	0.92	0.71	1.68	1.29	1.06	1.02	1.14	1.73		
Cakes and pastries	3.83	3.80	3.83	3.73	4.13	3.74	3.74	4.23	3.66	3.54	4.00	3.06	3.54	3.72	3.82		
Crispbread	0.28	0.26	0.23	0.33	0.30	0.25	0.19	0.28	0.31	0.20	0.29	0.29	0.32	0.30	0.23		
Biscuits, other than chocolate biscuits	4.31	4.00	5.36	4.06	4.00	3.75	4.20	4.68	4.18	3.97	4.51	4.33	4.33	4.36	5.08		
Chocolate biscuits	1.03	1.68	1.37	1.12	1.05	0.77	0.90	0.86	0.82	1.15	1.06	1.02	1.02	1.09	0.99		
Oatmeal and oat products	0.58	1.95	0.34	0.33	0.47	0.33	0.68	0.53	0.40	0.44	0.50	0.54	0.54	0.81	1.80		
Breakfast cereals	2.86	2.32	2.82	2.38	2.82	2.96	2.88	3.07	3.05	2.38	3.06	2.84	2.84	2.88	2.41		
Canned milk puddings	1.52	1.51	2.16	2.07	1.91	1.75	1.77	0.98	1.12	1.90	1.62	1.45	1.45	1.32	1.13		
Other puddings	0.30	0.29	0.26	0.36	0.39	0.36	0.36	0.15	0.22	0.28	0.34	0.27	0.27	0.21	0.18		
Rice	0.51	0.42	0.32	0.38	0.31	0.46	0.39	0.36	0.72	0.36	0.46	0.46	0.50	0.46	0.47		
Cereal-based, invalid foods (including slimming foods)	0.03	0.01	0.01	0.07	0.02	0.04	0.02	0.02	0.02	0.03	0.02	0.02	0.04	0.03	0.01		
Infant cereal foods	0.11	0.11	0.13	0.09	0.16	0.09	0.15	0.06	0.10	0.16	0.10	0.10	0.09	0.09	0.09		
Quick-frozen cereal foods	0.15	0.10	0.11	0.12	0.15	0.07	0.16	0.12	0.20	0.13	0.15	0.15	0.14	0.13	0.05		
Cereal convenience foods, including canned, not specified elsewhere	1.80	2.33	1.78	1.17	1.44	1.57	1.61	1.58	2.04	1.76	1.77	1.77	1.87	1.64	1.42		
Other cereal foods	0.25	0.63	0.14	0.11	0.18	0.16	0.09	0.19	0.29	0.19	0.24	0.24	0.25	0.25	0.34		
Total cereals	53.70	64.20	64.80	63.22	59.90	59.03	62.38	56.28	54.17	62.21	58.98	57.47	58.48	61.42			
BEVERAGES:																	
Tea	2.24	1.90	2.25	2.31	2.41	2.34	2.49	2.22	2.12	2.30	2.28	2.24	2.24	2.14	2.14		
Coffee, bean and ground	0.12	0.06	0.04	0.08	0.12	0.07	0.04	0.12	0.20	0.20	0.09	0.10	0.10	0.16	0.13		
Coffee, instant	0.46	0.32	0.44	0.46	0.49	0.40	0.45	0.47	0.52	0.42	0.48	0.49	0.49	0.41	0.32		
Coffee, essences	0.06	0.02	0.02	0.06	0.02	0.12	0.12	0.12	0.05	0.04	0.05	0.05	0.05	0.08	0.14		
Cocoa and drinking chocolate	0.16	0.11	0.30	0.14	0.12	0.13	0.23	0.18	0.20	0.11	0.17	0.22	0.22	0.18	0.30		
Branded food drinks	0.20	0.06	0.11	0.20	0.23	0.24	0.25	0.25	0.22	0.15	0.18	0.26	0.26	0.19	0.24		
Total beverages	3.24	2.47	3.16	3.25	3.39	3.34	3.58	3.36	3.31	3.08	3.25	3.40	3.16	3.27			

TABLE 18—continued
 (oz per person per week, except where otherwise stated)

	All house-holds	Region								Type of area						
		Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro-vincial	Larger towns	Smaller towns		
MISCELLANEOUS:	0.69	0.47	0.70	0.90	0.85	0.36	0.74	0.46	0.74	0.82	0.54	0.74	0.56	0.64		
Baby foods, canned or bottled	3.23	5.93	4.64	3.48	3.45	2.56	2.88	2.35	2.33	4.34	3.54	3.04	2.76	2.06		
Soups, canned	0.12	0.14	0.08	0.13	0.12	0.13	0.10	0.10	0.13	0.10	0.12	0.14	0.12	0.12		
Soups, dehydrated and powdered		
Accelerated freeze-dried foods (excluding coffee)	0.29	0.21	0.21	0.34	0.20	0.27	0.24	0.36	0.40	0.21	0.28	0.37	0.29	0.30		
Spreads and dressings	1.57	1.56	1.81	1.43	1.20	1.52	1.59	1.44	1.65	1.68	1.48	1.63	1.32	1.17		
Pickles and sauces	0.15	0.10	0.14	0.16	0.12	0.12	0.14	0.13	0.20	0.13	0.15	0.12	0.13	0.14		
Meat and vegetable extracts	0.38	0.38	0.32	0.22	0.38	0.39	0.40	0.37	0.40	0.30	0.38	0.40	0.40	0.45		
Table jelly, squares and crystals		
Ice-cream (served as part of a meal)	0.98	0.78	0.62	0.44	0.76	0.76	0.78	1.12	1.44	0.66	0.96	0.79	1.08	1.26		
All quick-frozen foods not speci-fied elsewhere	0.98	1.20	0.67	0.84	0.68	0.93	0.86	2.01	1.05	0.01	0.83	1.10	0.82	2.53		
Salt	0.01	0.06	0.01	..	0.77		
Synthetic foods	0.01	..	0.04		

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

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

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

TABLE 19

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, 1972

	Income group										All house-holds
	A			B		C		D			
	A1	A2	A1 & A2	£ (per person per week)		£ (per person per week)		With earners (D1)	Without earners (D2)	OAP	
	£	£	£	£	£	£	£	£	£	£	
(i) <i>Expenditure and value of garden and allotment produce, etc. (a)</i>											
Expenditure on:											
Seasonal foods	0.52	0.46	0.47	0.38	0.35	0.37	0.42	0.41	0.39		
Convenience foods											
Canned	0.16	0.16	0.16	0.17	0.17	0.17	0.17	0.15	0.17		
Quick-frozen	0.10	0.07	0.08	0.06	0.04	0.04	0.04	0.03	0.05		
Other convenience foods	0.35	0.37	0.37	0.37	0.37	0.36	0.33	0.32	0.37		
Total convenience foods	0.62	0.60	0.60	0.61	0.59	0.56	0.55	0.50	0.59		
All other foods	1.70	1.54	1.58	1.42	1.36	1.37	1.46	1.59	1.43		
Total expenditure	2.84	2.60	2.65	2.41	2.30	2.30	2.43	2.51	2.41		
Value of garden and allotment produce, etc. (a)	0.08	0.07	0.07	0.06	0.06	0.07	0.09	0.06	0.06		
Value of consumption	2.92	2.66	2.72	2.47	2.37	2.36	2.52	2.57	2.47		
(ii) <i>Indices (a) of expenditure, prices and purchases (all foods)</i>											
Expenditure	118.1	107.9	110.0	100.2	95.6	95.4	100.9	104.4	100.0		
Value of consumption	118.6	108.0	110.4	100.1	96.0	95.9	102.1	104.2	100.0		
Prices	107.4	102.0	103.2	100.4	98.9	99.1	98.7	100.1	100.0		
Real value of food purchased	110.0	106.0	106.9	100.1	96.3	95.8	102.2	104.3	100.0		
"Price of energy"	128.6	114.1	117.0	101.4	95.1	95.0	97.9	97.0	100.0		

(All households = 100)

(a) See Glossary.

TABLE 20
 Household food consumption according to income group: main food groups (a), annual averages, 1972
 (oz per person per week, except where otherwise stated)

	Income group										All house-holds
	A			B	C	D			OAP		
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)						
MILK AND CREAM:											
Liquid milk—Full price	5.10	4.84	4.90	4.64	4.27	4.08	4.23	4.93	4.52		4.52
Welfare and school	0.06	0.07	0.07	0.08	0.12	0.27	0.42	—	0.10		0.10
	(pt)										
Total liquid milk											
Condensed milk	5.16	4.91	4.97	4.72	4.39	4.35	4.65	4.93	4.62		4.62
Dried and other milk	0.10	0.14	0.13	0.20	0.20	0.18	0.18	0.19	0.19		0.19
Cream	0.13	0.17	0.17	0.22	0.21	0.31	0.29	0.12	0.21		0.21
	0.10	0.06	0.07	0.04	0.02	0.02	0.03	0.02	0.03		0.03
	(pt)										
Total milk and cream											
	5.49	5.28	5.34	5.18	4.82	4.86	5.15	5.26	5.05		5.05
	(pt or eq pt)										
CHEESE:											
Natural	3.66	3.72	3.72	3.23	3.07	2.84	3.34	3.56	3.23		3.23
Processed	0.26	0.30	0.29	0.27	0.32	0.31	0.30	0.32	0.30		0.30
Total cheese											
	3.92	4.02	4.01	3.50	3.39	3.15	3.64	3.88	3.53		3.53
MEAT:											
Beef and veal	8.28	8.94	8.76	6.70	6.57	6.24	6.82	7.81	6.90		6.90
Mutton and lamb	7.09	5.41	5.73	4.93	4.25	3.90	5.61	6.57	4.96		4.96
Pork	5.75	3.37	3.91	3.28	2.78	2.62	2.99	2.79	3.10		3.10
Total carcass meat											
Bacon and ham, uncooked	21.12	17.72	18.40	14.91	13.60	12.76	15.42	17.17	14.96		14.96
Poultry, uncooked	4.40	4.81	4.77	4.51	4.62	4.56	4.94	5.66	4.68		4.68
Other meat	7.79	6.62	6.81	5.75	4.92	5.27	4.91	4.08	5.46		5.46
	10.25	11.62	11.32	12.44	13.44	14.40	13.80	11.14	12.74		12.74
	(pt)										
Total meat											
	43.56	40.77	41.30	37.61	36.58	36.99	39.07	38.05	37.84		37.84
	(pt)										

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

	Income group							All house- holds	
	A			B	C	D			
	A1	A2	A1 & A2			With earners (D1)	Without earners (D2)		OAP
FISH:									
Fresh	1.71	1.78	1.73	1.50	1.55	2.26	2.43	2.79	1.69
Processed and shell	0.94	0.73	0.77	0.43	0.41	0.50	0.53	0.61	0.47
Prepared	1.18	1.47	1.43	1.81	2.02	1.84	1.71	1.65	1.85
Quick-frozen	1.56	1.27	1.32	1.12	0.92	0.80	1.14	0.85	1.04
<i>Total fish</i>	5.39	5.25	5.25	4.86	4.90	5.40	5.81	5.90	5.05
EGGS									
(Eggs purchased)	4.63	4.57	4.59	4.37	4.29	4.59	4.71	4.75	4.41
	4.46	4.41	4.43	4.20	4.03	4.51	4.58	4.65	4.24
FATS:									
Butter	4.89	4.88	4.91	5.02	4.24	4.19	4.87	5.95	4.79
Margarine	2.51	2.74	2.68	3.18	4.12	4.31	3.95	3.68	3.52
Lard and compound cooking fat	1.06	1.28	1.23	1.90	2.04	1.86	1.98	2.04	1.89
All other fats	1.43	0.92	1.04	0.94	0.90	0.83	0.84	0.68	0.92
<i>Total fats</i>	9.89	9.82	9.86	11.04	11.30	11.19	11.64	12.35	11.12
SUGAR AND PRESERVES:									
Sugar	8.62	12.21	11.42	14.11	16.14	16.11	17.11	19.12	15.02
Honey, preserves, syrup and treacle	2.87	2.33	2.51	2.36	2.43	3.03	3.44	4.09	2.56
<i>Total sugar and preserves</i>	11.49	14.54	13.93	16.47	18.57	19.14	20.55	23.21	17.58
VEGETABLES:									
Potatoes	26.53	38.36	36.25	45.46	50.27	59.18	48.84	40.14	46.70
Fresh green	15.82	13.76	14.32	12.69	12.83	13.60	16.45	15.62	13.29
Quick-frozen	4.94	3.76	4.00	2.50	1.61	0.91	1.34	0.95	2.17
Other	22.28	24.59	24.17	25.02	25.35	24.95	25.50	23.03	25.05
<i>Total vegetables</i>	69.57	80.47	78.74	85.67	90.06	98.64	92.13	79.74	87.21

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

	Income group										All house- holds	
	A				B		C		D			OAP
	A1	A2	A1 & A2			With earners (D1)	Without earners (D2)					
FRUIT:												
Fresh	30.56	25.14	26.27	17.83	14.72	13.53	19.74	17.19	17.54			
Other	10.06	8.95	9.28	7.02	5.66	4.54	6.37	6.54	6.59			
<i>Total fruit</i>	40.62	34.09	35.55	24.85	20.38	18.07	26.11	23.73	24.13			
CEREALS:												
Brown bread	3.04	2.30	2.47	2.27	2.00	2.51	3.36	4.50	2.41			
White bread	17.70	20.27	19.71	28.03	31.97	30.76	29.86	26.96	28.64			
Wholewheat and wholemeal bread	1.99	0.77	1.05	0.44	0.23	0.38	0.39	0.81	0.45			
Other bread	2.01	2.80	2.64	2.80	2.92	3.31	3.26	3.94	2.94			
<i>Total bread</i>	24.74	26.14	25.87	33.54	37.12	36.96	36.87	36.21	34.44			
Flour	3.49	4.72	4.50	4.95	5.58	5.65	6.75	8.40	5.42			
Cakes	4.37	4.49	4.44	5.07	5.26	4.83	4.58	6.15	5.11			
Biscuits	5.12	5.24	5.23	5.59	5.72	6.20	5.32	6.14	5.62			
Oatmeal and oat products	0.92	0.47	0.56	0.45	0.67	0.70	0.84	1.21	0.58			
Breakfast cereals	2.64	3.24	3.12	2.98	2.84	2.56	2.29	1.99	2.86			
Other cereals	3.87	4.54	4.40	4.57	4.58	4.56	4.76	5.20	4.67			
<i>Total cereals</i>	45.15	48.84	48.12	57.15	61.77	61.46	61.41	65.30	58.70			
BEVERAGES:												
Tea	1.51	1.62	1.60	2.02	2.28	2.67	2.98	3.52	2.24			
Coffee	1.34	0.92	1.02	0.62	0.57	0.49	0.55	0.57	0.64			
Cocoa	0.20	0.16	0.16	0.20	0.16	0.11	0.12	0.16	0.16			
Branded food drinks	0.07	0.18	0.16	0.18	0.19	0.17	0.26	0.41	0.20			
<i>Total beverages</i>	3.12	2.88	2.94	3.02	3.20	3.44	3.91	4.66	3.24			

(a) See Appendix A, Table 12 for further details of the food groups.

TABLE 21
Household food expenditure according to income group: main food groups (a), annual averages, 1972
 (new pence per person per week)

	Income group										All house- holds	
	A			B		C		D				
	A1	A2	A1 & A2	B	C	With earners (D1)	Without earners (D2)	OAP				
MILK AND CREAM:												
Liquid milk—Full price	28.12 0.05	25.74 0.02	26.27 0.03	24.72 0.02	22.52 0.01	22.52 0.02	23.16 0.02	26.85 ...	24.19 0.01			
Welfare and school			
Total liquid milk	28.17	25.76	26.30	24.74	22.53	22.54	23.18	26.85	24.20			
Condensed milk	0.50	0.71	0.68	1.00	1.00	0.94	0.96	1.06	0.96			
Dried and other milk	2.39	2.14	2.21	1.61	1.52	1.84	1.40	0.86	1.61			
Cream	4.44	2.41	2.82	1.25	0.82	0.60	1.20	0.92	1.20			
Total milk and cream	35.50	31.02	32.01	28.60	25.87	25.92	26.74	29.69	27.97			
CHEESE:												
Natural	8.42	7.72	7.89	6.44	6.06	5.63	6.64	7.08	6.45			
Processed	0.76	0.74	0.74	0.65	0.77	0.71	0.72	0.76	0.71			
Total cheese	9.18	8.46	8.63	7.09	6.83	6.34	7.36	7.84	7.16			
MEAT:												
Beef and veal	25.96	23.97	24.27	18.20	17.35	16.40	17.54	20.02	18.46			
Mutton and lamb	14.62	10.42	11.26	9.66	8.37	7.42	10.40	12.22	9.66			
Pork	11.63	6.88	7.95	6.89	6.00	5.68	6.38	5.93	6.55			
Total carcass meat	52.21	41.27	43.48	34.75	31.72	29.50	34.32	38.17	34.67			
Bacon and ham, uncooked	9.68	10.38	10.32	9.64	9.29	9.39	9.66	11.25	9.70			
Poultry, uncooked	10.45	8.25	8.67	6.74	5.60	5.97	5.49	4.85	6.42			
Other meat	19.91	21.58	21.25	22.72	23.67	25.31	24.33	20.66	23.00			
Total meat	92.25	81.48	83.72	73.85	70.28	70.17	73.80	74.93	73.79			

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

	Income group							All house- holds	
	A		B		C		D		
	A1	A2	A1 & A2	B	C	With earners (D1)	Without earners (D2)		OAP
FISH:									
Fresh	4.04	3.60	3.67	2.83	2.87	3.87	4.35	5.22	3.17
Processed and shell	2.07	1.47	1.58	0.83	0.69	0.91	1.02	0.94	0.87
Prepared	3.43	3.69	3.65	4.31	4.68	4.41	4.09	4.23	4.40
Quick-frozen	4.00	2.77	3.01	2.32	1.95	1.66	2.48	1.88	2.20
<i>Total fish</i>	13.54	11.53	11.91	10.29	10.19	10.85	11.94	12.27	10.64
EGGS	8.42	7.88	8.02	7.44	7.08	7.98	8.38	8.82	7.56
FATS:									
Butter	8.11	7.79	7.91	8.01	6.72	6.81	7.88	9.83	7.65
Margarine	2.15	2.39	2.34	2.71	3.49	3.69	3.34	3.30	3.01
Lard and compound cooking fats	0.71	0.78	0.77	1.15	1.20	1.15	1.17	1.30	1.14
Other fats	1.58	1.08	1.18	1.00	0.91	0.77	0.84	0.69	0.96
<i>Total fats</i>	12.55	12.04	12.20	12.87	12.32	12.42	13.23	15.12	12.76
SUGAR AND PRESERVES:									
Sugar	3.04	3.75	3.60	4.14	4.80	4.69	5.04	5.58	4.44
Honey, preserves, syrup and treacle	2.52	1.84	2.03	1.75	1.86	2.12	2.67	3.09	1.94
<i>Total sugar and preserves</i>	5.56	5.59	5.63	5.89	6.66	6.81	7.71	8.67	6.38
VEGETABLES:									
Potatoes	3.71	4.79	4.58	5.70	5.88	7.02	6.06	5.11	5.79
Fresh green	5.69	4.98	5.12	4.25	3.75	4.00	4.97	4.83	4.32
Quick-frozen	4.22	3.19	3.39	2.38	1.57	1.00	1.62	1.02	2.07
Other	15.24	15.82	15.73	15.27	14.80	13.89	14.21	12.35	14.98
<i>Total vegetables</i>	28.86	28.78	28.82	27.60	26.00	25.91	26.86	23.31	27.16

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

	Income group										All house- holds	
	A			B	C	D			OAP			
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)							
FRUIT:												
Fresh	18.55	13.54	14.54	9.68	7.75	7.09	9.78	9.24	9.46			
Other	8.59	7.62	7.90	5.42	4.24	3.45	4.57	5.01	5.12			
Total fruit	27.14	21.16	22.44	15.10	11.99	10.54	14.35	14.25	14.58			
CEREALS:												
Brown bread	1.38	1.12	1.18	1.10	0.97	1.24	1.64	2.16	1.17			
White bread	6.98	7.97	7.76	10.71	12.15	11.98	11.73	11.09	11.01			
Wholewheat and wholemeal bread	0.92	0.36	0.49	0.21	0.10	0.17	0.18	0.38	0.21			
Other bread	1.66	2.29	2.16	2.38	2.54	2.84	2.54	3.17	2.49			
Total bread	10.94	11.74	11.59	14.40	15.76	16.23	16.09	16.80	14.88			
Flour	0.90	1.17	1.12	1.20	1.35	1.41	1.76	2.22	1.33			
Cakes	6.28	6.35	6.32	6.95	7.03	6.58	5.92	7.79	6.88			
Biscuits	6.85	7.21	7.08	6.44	6.42	6.47	5.60	6.18	6.40			
Oatmeal and oat products	0.56	0.29	0.34	0.26	0.38	0.40	0.41	0.70	0.34			
Breakfast cereals	2.80	3.13	3.08	2.86	2.67	2.42	2.23	1.93	2.73			
Other cereals	3.92	3.89	3.91	3.55	3.35	3.25	3.22	3.17	3.51			
Total cereals	32.25	33.78	33.44	35.66	36.96	36.76	35.23	38.79	36.07			
BEVERAGES:												
Tea	3.58	3.57	3.54	4.37	4.89	5.84	6.50	7.46	4.81			
Coffee	6.43	4.52	4.90	3.41	2.99	2.73	3.17	3.16	3.40			
Cocoa	0.30	0.24	0.25	0.27	0.24	0.18	0.17	0.28	0.24			
Branded food drinks	0.15	0.38	0.32	0.38	0.39	0.38	0.52	0.87	0.41			
Total beverages	10.46	8.71	9.01	8.43	8.51	9.13	10.36	11.77	8.86			

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

	Income group								All house- holds	
	A			B	C		D			
	A1	A2	A1 & A2		With earners (D1)	Without earners (D2)	OAP			
MISCELLANEOUS:										
Soups, canned, dehydrated and powdered	1.98	1.90	1.89	1.97	2.00	2.06	2.40	1.86	1.98	
Other foods	6.63	7.39	7.19	6.37	5.43	4.79	4.63	4.01	5.89	
<i>Total miscellaneous</i>	8.61	9.29	9.08	8.34	7.43	6.85	7.03	5.87	7.87	
TOTAL EXPENDITURE	£2.84	£2.60	£2.65	£2.41	£2.30	£2.30	£2.43	£2.51	£2.41	

(a) See Appendix A, Table 12 for further details of the food groups.

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

TABLE 19

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, 1972

	Income group										All house- holds
	A			B	C		D		OAP	£	
	A1	A2	A1 & A2	£	£	£	£	Without earners (D2)	£		
	£	£	£	(per person per week)	£	£	£	£	£		
<i>(i) Expenditure and value of garden and allotment produce, etc. (a)</i>											
Expenditure on:											
Seasonal foods	0.52	0.46	0.47	0.38	0.35	0.37	0.42	0.41	0.39		
Convenience foods											
Canned	0.16	0.16	0.16	0.17	0.17	0.17	0.17	0.15	0.17		
Quick-frozen	0.10	0.07	0.08	0.06	0.04	0.04	0.04	0.03	0.05		
Other convenience foods	0.35	0.37	0.37	0.37	0.37	0.36	0.33	0.32	0.37		
Total convenience foods	0.62	0.60	0.60	0.61	0.59	0.56	0.55	0.50	0.59		
All other foods	1.70	1.54	1.58	1.42	1.36	1.37	1.46	1.59	1.43		
Total expenditure	2.84	2.60	2.65	2.41	2.30	2.30	2.43	2.51	2.41		
Value of garden and allotment produce, etc. (a)	0.08	0.07	0.07	0.06	0.06	0.07	0.09	0.06	0.06		
Value of consumption	2.92	2.66	2.72	2.47	2.37	2.36	2.52	2.57	2.47		
<i>(ii) Indices (a) of expenditure, prices and purchases (all foods)</i>											
Expenditure	118.1	107.9	110.0	100.2	95.6	95.4	100.9	104.4	100.0		
Value of consumption	118.6	108.0	110.4	100.1	96.0	95.9	102.1	104.2	100.0		
Prices	107.4	102.0	103.2	100.4	98.9	99.1	98.7	100.1	100.0		
Real value of food purchased	110.0	106.0	106.9	100.1	96.3	95.8	102.2	104.3	100.0		
"Price of energy"	128.6	114.1	117.0	101.4	95.1	95.0	97.9	97.0	100.0		

(a) See Glossary.

TABLE 20
 Household food consumption according to income group: main food groups (a), annual averages, 1972
 (oz per person per week, except where otherwise stated)

	Income group										All house- holds
	A			B	C	D			OAP		
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)						
MILK AND CREAM:											
Liquid milk—Full price	5.10	4.84	4.90	4.64	4.27	4.08	4.23	4.93	4.52		4.52
Welfare and school	0.06	0.07	0.07	0.08	0.12	0.27	0.42	—	0.10		0.10
<i>Total liquid milk</i>	5.16	4.91	4.97	4.72	4.39	4.35	4.65	4.93	4.62		4.62
Condensed milk	0.10	0.14	0.13	0.20	0.20	0.18	0.18	0.19	0.19		0.19
Dried and other milk	0.13	0.17	0.17	0.22	0.21	0.31	0.29	0.12	0.21		0.21
Cream	0.10	0.06	0.07	0.04	0.02	0.02	0.03	0.02	0.03		0.03
<i>Total milk and cream</i>	5.49	5.28	5.34	5.18	4.82	4.86	5.15	5.26	5.05		5.05
CHEESE:											
Natural	3.66	3.72	3.72	3.23	3.07	2.84	3.34	3.56	3.23		3.23
Processed	0.26	0.30	0.29	0.27	0.32	0.31	0.30	0.32	0.30		0.30
<i>Total cheese</i>	3.92	4.02	4.01	3.50	3.39	3.15	3.64	3.88	3.53		3.53
MEAT:											
Beef and veal	8.28	8.94	8.76	6.70	6.57	6.24	6.82	7.81	6.90		6.90
Mutton and lamb	7.09	5.41	5.73	4.93	4.25	3.90	5.61	6.57	4.96		4.96
Pork	5.75	3.37	3.91	3.28	2.78	2.62	2.99	2.79	3.10		3.10
<i>Total carcass meat</i>	21.12	17.72	18.40	14.91	13.60	12.76	15.42	17.17	14.96		14.96
Bacon and ham, uncooked	4.40	4.81	4.77	4.51	4.62	4.56	4.94	5.66	4.68		4.68
Poultry, uncooked	7.79	6.62	6.81	5.75	4.92	5.27	4.91	4.08	5.46		5.46
Other meat	10.25	11.62	11.32	12.44	13.44	14.40	13.80	11.14	12.74		12.74
<i>Total meat</i>	43.56	40.77	41.30	37.61	36.58	36.99	39.07	38.05	37.84		37.84

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

	Income group										All house- holds	
	A			B	C	D			OAP			
	A1	A2	A1 & A2			With earners (D1)	Without earners (D2)					
FISH:												
Fresh	1.71	1.78	1.73	1.50	1.55	2.26	2.43	2.79	1.69			
Processed and shell Prepared	0.94	0.73	0.77	0.43	0.41	0.50	0.53	0.61	0.47			
Quick-frozen	1.18	1.47	1.43	1.81	2.02	1.84	1.71	1.65	1.85			
<i>Total fish</i>	1.56	1.27	1.32	1.12	0.92	0.80	1.14	0.85	1.04			
<i>Total fish</i>	5.39	5.25	5.25	4.86	4.90	5.40	5.81	5.90	5.05			
EGGS												
(Eggs purchased)	4.63	4.57	4.59	4.37	4.29	4.59	4.71	4.75	4.41			
	4.46	4.41	4.43	4.20	4.03	4.51	4.58	4.65	4.24			
FATS:												
Butter	4.89	4.88	4.91	5.02	4.24	4.19	4.87	5.95	4.79			
Margarine	2.51	2.74	2.68	3.18	4.12	4.31	3.95	3.68	3.52			
Lard and compound cooking fat All other fats	1.06	1.28	1.23	1.90	2.04	1.86	1.98	2.04	1.89			
	1.43	0.92	1.04	0.94	0.90	0.83	0.84	0.68	0.92			
<i>Total fats</i>	9.89	9.82	9.86	11.04	11.30	11.19	11.64	12.35	11.12			
SUGAR AND PRESERVES:												
Sugar	8.62	12.21	11.42	14.11	16.14	16.11	17.11	19.12	15.02			
Honey, preserves, syrup and treacle <i>Total sugar and preserves</i>	2.87	2.33	2.51	2.36	2.43	3.03	3.44	4.09	2.56			
	11.49	14.54	13.93	16.47	18.57	19.14	20.55	23.21	17.58			
VEGETABLES:												
Potatoes	26.53	38.36	36.25	45.46	50.27	59.18	48.84	40.14	46.70			
Fresh green	15.82	13.76	14.32	12.69	12.83	13.60	16.45	15.62	13.29			
Quick-frozen	4.94	3.76	4.00	2.50	1.61	0.91	1.34	0.95	2.17			
Other	22.28	24.59	24.17	25.02	25.35	24.95	25.50	23.03	25.05			
<i>Total vegetables</i>	69.57	80.47	78.74	85.67	90.06	98.64	92.13	79.74	87.21			

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

	Income group										All house- holds	
	A			B		C		D				
	A1	A2	A1 & A2	B		C		With earners (D1)	Without earners (D2)	OAP		
FRUIT:												
Fresh	30.56	25.14	26.27	17.83	14.72	13.53	19.74	17.19	17.54			
Other	10.06	8.95	9.28	7.02	5.66	4.54	6.37	6.54	6.59			
<i>Total fruit</i>	40.62	34.09	35.55	24.85	20.38	18.07	26.11	23.73	24.13			
CEREALS:												
Brown bread	3.04	2.30	2.47	2.27	2.00	2.51	3.36	4.50	2.41			
White bread	17.70	20.27	19.71	28.03	31.97	30.76	29.86	26.96	28.64			
Wholewheat and wholemeal bread	1.99	0.77	1.05	0.44	0.23	0.38	0.39	0.81	0.45			
Other bread	2.01	2.80	2.64	2.80	2.92	3.31	3.26	3.94	2.94			
<i>Total bread</i>	24.74	26.14	25.87	33.54	37.12	36.96	36.87	36.21	34.44			
Flour	3.49	4.72	4.50	4.95	5.58	5.65	6.75	8.40	5.42			
Cakes	4.37	4.49	4.44	5.07	5.26	4.83	4.58	6.15	5.11			
Biscuits	5.12	5.24	5.23	5.59	5.72	6.20	5.32	6.14	5.62			
Oatmeal and oat products	0.92	0.47	0.56	0.45	0.67	0.70	0.84	1.21	0.58			
Breakfast cereals	2.64	3.24	3.12	2.98	2.84	2.56	2.29	1.99	2.86			
Other cereals	3.87	4.54	4.40	4.57	4.58	4.56	4.76	5.20	4.67			
<i>Total cereals</i>	45.15	48.84	48.12	57.15	61.77	61.46	61.41	65.30	58.70			
BEVERAGES:												
Tea	1.51	1.62	1.60	2.02	2.28	2.67	2.98	3.52	2.24			
Coffee	1.34	0.92	1.02	0.62	0.57	0.49	0.55	0.57	0.64			
Cocoa	0.20	0.16	0.16	0.20	0.16	0.11	0.12	0.16	0.16			
Branded food drinks	0.07	0.18	0.16	0.18	0.19	0.17	0.26	0.41	0.20			
<i>Total beverages</i>	3.12	2.88	2.94	3.02	3.20	3.44	3.91	4.66	3.24			

(a) See Appendix A, Table 12 for further details of the food groups.

TABLE 21

Household food expenditure according to income group: main food groups (a), annual averages, 1972
 (new pence per person per week)

	Income group										All house- holds	
	A			B		C		D				
	A1	A2	A1 & A2	B	C	With earners (D1)	Without earners (D2)	OAP				
MILK AND CREAM:												
Liquid milk—Full price	28.12 0.05	25.74 0.02	26.27 0.03	24.72 0.02	22.52 0.01	22.52 0.02	23.16 0.02	26.85 ...	24.19 0.01			
Welfare and school			
Total liquid milk	28.17	25.76	26.30	24.74	22.53	22.54	23.18	26.85	24.20			
Condensed milk	0.50	0.71	0.68	1.00	1.00	0.94	0.96	1.06	0.96			
Dried and other milk	2.39	2.14	2.21	1.61	1.52	1.84	1.40	0.86	1.61			
Cream	4.44	2.41	2.82	1.25	0.82	0.60	1.20	0.92	1.20			
Total milk and cream	35.50	31.02	32.01	28.60	25.87	25.92	26.74	29.69	27.97			
CHEESE:												
Natural	8.42	7.72	7.89	6.44	6.06	5.63	6.64	7.08	6.45			
Processed	0.76	0.74	0.74	0.65	0.77	0.71	0.72	0.76	0.71			
Total cheese	9.18	8.46	8.63	7.09	6.83	6.34	7.36	7.84	7.16			
MEAT:												
Beef and veal	25.96	23.97	24.27	18.20	17.35	16.40	17.54	20.02	18.46			
Mutton and lamb	14.62	10.42	11.26	9.66	8.37	7.42	10.40	12.22	9.66			
Pork	11.63	6.88	7.95	6.89	6.00	5.68	6.38	5.93	6.55			
Total carcass meat	52.21	41.27	43.48	34.75	31.72	29.50	34.32	38.17	34.67			
Bacon and ham, uncooked	9.68	10.38	10.32	9.64	9.29	9.39	9.66	11.25	9.70			
Poultry, uncooked	10.45	8.25	8.67	6.74	5.60	5.97	5.49	4.85	6.42			
Other meat	19.91	21.58	21.25	22.72	23.67	25.31	24.33	20.66	23.00			
Total meat	92.25	81.48	83.72	73.85	70.28	70.17	73.80	74.93	73.79			

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

	Income group							All house- holds	
	A			B	C	D			
	A1	A2	A1 & A2			With earners (D1)	Without earners (D2)		OAP
FISH:									
Fresh	4.04	3.60	3.67	2.83	2.87	3.87	4.35	5.22	3.17
Processed and shell	2.07	1.47	1.58	0.83	0.69	0.91	1.02	0.94	0.87
Prepared	3.43	3.69	3.65	4.31	4.68	4.41	4.09	4.23	4.40
Quick-frozen	4.00	2.77	3.01	2.32	1.95	1.66	2.48	1.88	2.20
<i>Total fish</i>	<i>13.54</i>	<i>11.53</i>	<i>11.91</i>	<i>10.29</i>	<i>10.19</i>	<i>10.85</i>	<i>11.94</i>	<i>12.27</i>	<i>10.64</i>
EGGS	8.42	7.88	8.02	7.44	7.08	7.98	8.38	8.82	7.56
FATS:									
Butter	8.11	7.79	7.91	8.01	6.72	6.81	7.88	9.83	7.65
Margarine	2.15	2.39	2.34	2.71	3.49	3.69	3.34	3.30	3.01
Lard and compound cooking fats	0.71	0.78	0.77	1.15	1.20	1.15	1.17	1.30	1.14
Other fats	1.58	1.08	1.18	1.00	0.91	0.77	0.84	0.69	0.96
<i>Total fats</i>	<i>12.55</i>	<i>12.04</i>	<i>12.20</i>	<i>12.87</i>	<i>12.32</i>	<i>12.42</i>	<i>13.23</i>	<i>15.12</i>	<i>12.76</i>
SUGAR AND PRESERVES:									
Sugar	3.04	3.75	3.60	4.14	4.80	4.69	5.04	5.58	4.44
Honey, preserves, syrup and treacle	2.52	1.84	2.03	1.75	1.86	2.12	2.67	3.09	1.94
<i>Total sugar and preserves</i>	<i>5.56</i>	<i>5.59</i>	<i>5.63</i>	<i>5.89</i>	<i>6.66</i>	<i>6.81</i>	<i>7.71</i>	<i>8.67</i>	<i>6.38</i>
VEGETABLES:									
Potatoes	3.71	4.79	4.58	5.70	5.88	7.02	6.06	5.11	5.79
Fresh green	5.69	4.98	5.12	4.25	3.75	4.00	4.97	4.83	4.32
Quick-frozen	4.22	3.19	3.39	2.38	1.57	1.00	1.62	1.02	2.07
Other	15.24	15.82	15.73	15.27	14.80	13.89	14.21	12.35	14.98
<i>Total vegetables</i>	<i>28.86</i>	<i>28.78</i>	<i>28.82</i>	<i>27.60</i>	<i>26.00</i>	<i>25.91</i>	<i>26.86</i>	<i>23.31</i>	<i>27.16</i>

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

	Income group										All house- holds	
	A			B	C	D		OAP				
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)							
FRUIT:												
Fresh	18.55	13.54	14.54	9.68	7.75	7.09	9.78	9.24	9.46			
Other	8.59	7.62	7.90	5.42	4.24	3.45	4.57	5.01	5.12			
Total fruit	27.14	21.16	22.44	15.10	11.99	10.54	14.35	14.25	14.58			
CEREALS:												
Brown bread	1.38	1.12	1.18	1.10	0.97	1.24	1.64	2.16	1.17			
White bread	6.98	7.97	7.76	10.71	12.15	11.98	11.73	11.09	11.01			
Wholewheat and wholemeal bread	0.92	0.36	0.49	0.21	0.10	0.17	0.18	0.38	0.21			
Other bread	1.66	2.29	2.16	2.38	2.54	2.84	2.54	3.17	2.49			
Total bread	10.94	11.74	11.59	14.40	15.76	16.23	16.09	16.80	14.88			
Flour	0.90	1.17	1.12	1.20	1.35	1.41	1.76	2.22	1.33			
Cakes	6.28	6.35	6.32	6.95	7.03	6.58	5.92	7.79	6.88			
Biscuits	6.85	7.21	7.08	6.44	6.42	6.47	5.60	6.18	6.40			
Oatmeal and oat products	0.56	0.29	0.34	0.26	0.38	0.40	0.41	0.70	0.34			
Breakfast cereals	2.80	3.13	3.08	2.86	2.67	2.42	2.23	1.93	2.73			
Other cereals	3.92	3.89	3.91	3.55	3.35	3.25	3.22	3.17	3.51			
Total cereals	32.25	33.78	33.44	35.66	36.96	36.76	35.23	38.79	36.07			
BEVERAGES:												
Tea	3.58	3.57	3.54	4.37	4.89	5.84	6.50	7.46	4.81			
Coffee	6.43	4.52	4.90	3.41	2.99	2.73	3.17	3.16	3.40			
Cocoa	0.30	0.24	0.25	0.27	0.24	0.18	0.17	0.28	0.24			
Branded food drinks	0.15	0.38	0.32	0.38	0.39	0.38	0.52	0.87	0.41			
Total beverages	10.46	8.71	9.01	8.43	8.51	9.13	10.36	11.77	8.86			

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

	Income group							All house- holds
	A		B	C	D		OAP	
	A1	A2	A1 & A2		With earners (D1)	Without earners (D2)		
MISCELLANEOUS:								
Soups, canned, dehydrated and powdered	1.98	1.90	1.89	1.97	2.00	2.06	1.86	1.98
Other foods	6.63	7.39	7.19	6.37	5.43	4.79	4.01	5.89
<i>Total miscellaneous</i>	8.61	9.29	9.08	8.34	7.43	6.85	5.87	7.87
TOTAL EXPENDITURE	£2.84	£2.60	£2.65	£2.41	£2.30	£2.30	£2.51	£2.41

(a) See Appendix A, Table 12 for further details of the food groups.

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

TABLE 22

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, 1972

	Households with															All households	
	1		2						3		4 or more		3 or more				
	0		1 or 2		3		4 or more		0		1 or 2		3 or more				
	All ages		25-34		35 or over		Under 35		0		1 or 2		3 or more				
(i) Expenditure and value of garden and allotment produce (a)																	
Seasonal foods	0.51	0.33	0.45	0.56	0.49	0.28	0.32	0.39	0.27	0.31	0.23	0.27	0.47	0.41	0.35	0.28	0.39
Convenience foods	0.18	0.16	0.21	0.22	0.17	0.22	0.18	0.16	0.13	0.13	0.16	0.13	0.18	0.17	0.16	0.13	0.17
Canned	0.04	0.05	0.09	0.07	0.04	0.06	0.06	0.06	0.05	0.04	0.03	0.05	0.06	0.05	0.05	0.05	0.05
Quick-frozen	0.41	0.34	0.42	0.46	0.36	0.34	0.37	0.39	0.33	0.34	0.27	0.32	0.39	0.35	0.37	0.30	0.37
Other convenience foods	0.63	0.56	0.73	0.76	0.56	0.63	0.60	0.61	0.53	0.51	0.46	0.50	0.63	0.57	0.57	0.47	0.59
Total convenience foods	1.73	1.12	1.55	2.02	1.82	1.11	1.22	1.46	1.06	1.17	0.98	1.03	1.78	1.51	1.33	1.07	1.43
All other foods	2.87	2.01	2.73	3.34	2.87	2.02	2.14	2.46	1.86	1.99	1.67	1.80	2.88	2.49	2.25	1.82	2.41
Total expenditure	0.05	0.05	0.06	0.09	0.08	0.04	0.06	0.07	0.06	0.04	0.06	0.05	0.08	0.08	0.05	0.04	0.06
Value of garden and allotment produce etc. (a)	2.92	2.05	2.79	3.43	2.95	2.05	2.20	2.53	1.91	2.03	1.73	1.84	2.95	2.57	2.30	1.86	2.47
(ii) Indices (a) of expenditure, prices and purchases (all foods)																	
Expenditure	119.4	83.4	113.5	138.8	119.1	83.9	88.7	102.3	76.9	82.5	69.4	74.7	119.4	103.6	93.6	75.6	100.0
Value of consumption	118.5	83.3	113.4	139.0	119.5	83.3	89.1	102.6	77.4	82.2	70.4	74.8	119.8	104.3	93.5	75.3	100.0
Prices	102.8	97.8	102.2	103.2	101.1	99.2	99.3	100.1	98.0	97.6	95.4	94.8	101.6	100.4	99.2	96.8	100.0
Real value of food purchased	116.2	82.9	111.3	134.5	118.0	84.9	89.4	102.2	78.0	84.8	71.9	79.3	117.6	103.7	94.5	78.4	100.0
"Price of energy"	105.6	92.4	111.8	110.3	102.3	97.9	99.4	100.8	94.0	90.3	84.4	82.7	106.4	101.8	96.0	86.2	100.0

(all households = 100)

(a) See Glossary.

TABLE 23
Household food consumption according to household composition: main food groups (a), annual averages, 1972
 (oz per person per week, except where otherwise stated)

	Households with																
	1			2						3				4 or more			
	0			1 or 2		3		4 or more		3		0		1 or 2		3 or more	
	All ages			Under 25		25-34		35 or over		Under 35		35 or over		0		All ages	
No. of adults	4-00			4-35		4-79		4-85		4-42		4-45		4-75		4-28	
No. of children	4-62			4-18		4-64		4-80		4-04		4-32		4-75		4-32	
Age of housewife	0-62			0-17		0-15		0-05		0-38		0-13		—		0-06	
MILK AND CREAM:	5-50			4-30		5-16		4-90		4-30		4-30		4-75		3-85	
Liquid milk	—			0-01		—		—		—		—		—		—	
Full price	(pt)			4-31		5-16		4-90		4-31		4-45		4-75		4-38	
Welfare and school	(pt)			0-18		0-24		0-19		0-18		0-14		0-18		0-17	
Total liquid milk	0-22			0-16		0-16		0-16		0-13		0-16		0-16		0-20	
Condensed milk	(eq pt)			0-20		0-16		0-16		0-13		0-16		0-16		0-12	
Dried and other milk	0-04			0-05		0-06		0-04		0-02		0-02		0-04		0-01	
Cream	(pt)			4-74		5-62		5-29		5-29		4-77		5-13		4-30	
Total milk and cream	(pt or eq pt)			4-50		4-93		4-00		2-74		2-85		4-01		3-00	
CHEESE:	4-42			0-34		0-30		0-28		0-28		0-32		0-36		0-18	
Natural	0-40			—		—		—		—		—		—		—	
Processed	4-82			4-84		5-23		4-28		2-54		3-17		4-37		2-34	
Total cheese	7-10			7-61		10-26		9-34		4-40		4-56		10-05		5-94	
MEAT:	6-58			5-65		7-62		7-50		3-10		3-87		6-10		4-26	
Beef and veal	3-23			3-71		4-64		3-82		2-10		2-18		4-28		3-22	
Mutton and lamb	16-91			16-97		22-62		20-66		8-60		10-61		20-43		13-42	
Pork	5-54			5-23		6-79		6-59		3-05		3-20		6-06		4-51	
Total carcass meat	13-44			15-41		16-69		12-80		13-87		10-87		14-47		13-26	
Bacon and ham, uncooked	4-02			4-48		64-47		45-83		31-66		28-31		47-44		36-26	
Poultry, uncooked	29-37			—		—		—		—		—		—		—	
Other meat	—			—		—		—		—		—		—		—	
Total meat	40-25			45-48		64-47		45-83		31-66		28-31		47-44		36-26	

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

No. of adults	Households with																	
	1		2				3				4 or more		3	4 or more		3 or more		
	0	1 or more	0		1 or 2		3		4 or more		0	0		1 or 2	3 or more			
All ages	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	Under 35	35 or over	Under 35	35 or over	All ages	0	1 or 2	3 or more	
FISH:																		
Fresh	2-74	0-66	1-31	2-68	3-06	0-62	0-87	1-57	0-89	1-22	0-95	1-23	2-50	2-16	1-39	1-15	1-15	
Processed and shell	0-57	0-15	0-25	0-90	0-87	0-24	0-31	0-47	0-23	0-37	0-12	0-17	0-66	0-57	0-39	0-30	0-30	
Prepared	2-11	1-61	1-86	2-49	1-81	1-77	1-73	1-81	1-39	1-41	1-34	1-72	2-32	1-86	1-93	1-43	1-43	
Quick-frozen	1-01	1-18	1-02	1-10	1-07	1-20	1-25	1-05	1-11	0-82	0-55	1-49	1-15	1-04	0-84	0-72	0-72	
Total fish	6-43	3-60	4-44	7-17	6-81	3-83	4-16	4-90	3-62	3-82	2-96	4-61	6-03	5-63	4-55	3-60	3-60	
EGGS																		
(Eggs purchased)	5-27	4-26	4-52	5-65	5-24	3-77	3-89	4-42	3-52	4-13	3-52	3-84	5-12	4-56	4-13	3-71	3-71	
	5-20	4-26	4-38	5-43	5-05	3-65	3-70	4-09	3-42	3-97	3-33	3-72	4-90	4-36	3-90	3-52	3-52	
FATS:																		
Butter	6-90	3-36	4-88	6-71	6-25	3-17	3-92	5-05	2-84	3-56	2-84	3-10	6-02	4-72	5-01	2-77	2-77	
Margarine	3-34	3-44	3-62	3-91	4-21	2-93	2-96	3-25	2-99	4-24	3-40	3-88	3-86	4-13	3-50	4-25	4-25	
Lard and compound cooking fats	1-54	1-59	1-66	2-40	2-36	2-13	1-68	1-84	1-66	1-46	1-82	1-69	2-10	2-08	1-86	1-77	1-77	
Other fats	0-91	0-70	1-87	1-28	1-02	0-67	0-83	1-16	0-82	0-81	0-51	0-78	1-06	0-90	0-60	0-77	0-77	
Total fats	12-69	9-09	12-03	14-30	13-84	8-90	9-39	11-30	8-31	10-07	8-67	9-45	13-04	11-83	10-97	9-66	9-66	
SUGAR AND PRESERVES:																		
Sugar	18-65	14-91	11-70	20-83	19-34	10-88	12-70	14-64	11-61	13-99	11-94	16-30	16-78	15-22	15-04	14-06	14-06	
Honey, preserves, syrup and treacle	4-77	2-22	1-83	3-23	4-05	1-09	2-04	2-66	1-61	2-35	1-99	2-10	2-90	2-20	2-15	2-15	2-15	
Total sugar and preserves	23-42	17-13	13-53	24-06	23-39	11-97	14-74	17-30	13-22	16-34	13-93	18-40	19-68	17-42	17-19	16-21	16-21	
VEGETABLES:																		
Potatoes	35-24	42-31	42-84	51-72	48-13	46-71	43-06	45-28	42-59	47-25	49-66	53-88	48-24	55-14	45-99	52-43	52-43	
Fresh green	16-74	8-67	13-28	21-41	20-29	8-35	10-73	13-77	7-82	8-54	5-79	7-12	17-96	16-43	11-48	7-34	7-34	
Quick-frozen	1-50	1-18	3-92	3-58	1-68	1-48	2-32	2-22	2-05	1-51	1-00	1-50	3-29	2-26	1-86	0-87	0-87	
Other	26-05	25-14	32-82	31-64	25-83	25-06	23-85	24-45	21-04	20-89	21-23	21-95	27-51	26-07	23-78	22-32	22-32	
Total vegetables	79-53	77-30	92-86	108-35	96-93	81-60	79-96	85-72	73-50	78-19	77-68	84-45	97-00	99-87	83-11	82-96	82-96	

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

	Households with													
	1			2			3			4 or more				
	0	1 or more	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	3	4 or more	3 or more
No. of adults														
No. of children														
Age of housewife														
FRUIT:														
Fresh	24.68	16.90	22.38	10.59	14.79	19.25	12.11	14.10	7.74	11.48	20.73	17.96	11.56	
Other	6.79	4.23	8.69	4.56	6.20	7.27	4.68	5.39	4.19	3.03	7.88	7.45	5.94	3.84
<i>Total fruit</i>	<i>31.47</i>	<i>21.13</i>	<i>31.07</i>	<i>15.15</i>	<i>20.99</i>	<i>26.52</i>	<i>16.79</i>	<i>19.49</i>	<i>11.93</i>	<i>14.51</i>	<i>28.61</i>	<i>25.41</i>	<i>21.57</i>	<i>15.40</i>
CEREALS:														
Brown bread	5.10	1.38	4.20	0.86	1.18	2.39	1.03	2.50	1.10	1.45	3.47	2.74	1.88	1.12
White bread	26.15	31.05	27.66	26.39	25.07	28.09	25.94	27.50	34.17	32.54	29.61	31.06	31.82	32.48
Wholewheat and wholemeal bread	1.25	—	0.68	0.06	0.34	0.46	0.17	0.49	0.02	0.25	0.59	0.61	0.32	0.30
Other bread	4.44	3.00	4.25	1.79	2.31	2.82	1.89	2.40	1.48	1.85	3.64	3.18	2.54	2.16
<i>Total bread</i>	<i>36.94</i>	<i>35.43</i>	<i>36.79</i>	<i>29.10</i>	<i>28.90</i>	<i>33.76</i>	<i>29.03</i>	<i>32.89</i>	<i>36.77</i>	<i>36.09</i>	<i>37.31</i>	<i>37.59</i>	<i>36.56</i>	<i>36.08</i>
Flour	6.52	2.83	9.20	2.62	4.35	5.69	3.28	4.89	2.71	3.66	7.44	5.71	4.84	4.80
Cakes	7.38	4.16	6.00	3.74	4.98	5.67	3.75	4.34	2.91	3.62	6.29	4.94	4.96	3.44
Biscuits	6.92	5.63	6.31	5.22	5.36	5.95	5.00	5.62	4.51	5.86	5.48	4.95	5.45	4.77
Oatmeal and oat products	1.27	0.60	0.99	0.38	0.43	0.57	0.48	0.56	0.30	0.75	0.76	0.39	0.46	0.45
Breakfast cereals	2.20	4.28	2.10	2.90	3.25	3.14	3.55	3.90	3.76	4.19	2.12	2.14	2.44	3.57
Other cereals	4.92	4.50	4.91	5.39	4.90	4.63	4.68	4.74	5.09	4.44	3.88	3.54	4.36	3.96
<i>Total cereals</i>	<i>66.15</i>	<i>67.43</i>	<i>66.30</i>	<i>49.35</i>	<i>52.07</i>	<i>59.41</i>	<i>49.77</i>	<i>66.94</i>	<i>66.25</i>	<i>58.61</i>	<i>63.28</i>	<i>59.46</i>	<i>59.07</i>	<i>67.05</i>
BEVERAGES:														
Tea	3.78	1.54	3.64	1.34	1.45	2.11	1.26	1.56	1.29	1.55	2.99	2.27	2.11	1.59
Coffee	0.92	0.45	0.69	0.42	0.57	0.62	0.44	0.47	0.34	0.44	0.88	0.71	0.53	0.45
Cocoa	0.14	0.04	0.20	0.16	0.18	0.20	0.07	0.17	0.10	0.58	0.14	0.15	0.13	0.22
Branded food drinks	0.40	0.18	0.30	0.16	0.14	0.19	0.02	0.12	0.10	0.18	0.28	0.19	0.12	0.17
<i>Total beverages</i>	<i>5.24</i>	<i>2.21</i>	<i>4.83</i>	<i>2.08</i>	<i>2.34</i>	<i>3.12</i>	<i>1.79</i>	<i>2.32</i>	<i>1.85</i>	<i>2.76</i>	<i>4.29</i>	<i>3.32</i>	<i>2.89</i>	<i>2.43</i>

(a) See Appendix A, Table 12 for further details of the food groups.

TABLE 24
Household food expenditure according to household composition: main food groups (a), annual averages, 1972
 (new pence per person per week)

	Households with														
	1		2				3				4 or more		3 or more		
	0	1 or more	Under 35	25-34	35 or over	Under 35	35 or over	Under 35	35 or over	Under 35	35 or over	0	1 or 2	3 or more	
No. of adults	All ages	All ages	55 or over	1 or 2	3	4 or more	3	4 or more	3	4 or more	0	0	0	1 or 2	3 or more
No. of children	All ages	All ages	35-54	0	1 or 2	3	4 or more	3	4 or more	3	0	0	0	1 or 2	3 or more
Age of housewife	All ages	All ages	35-54	0	1 or 2	3	4 or more	3	4 or more	3	0	0	0	1 or 2	3 or more
All ages															
MILK AND CREAM:															
Liquid milk	30.23	21.98	26.63	22.42	24.64	25.78	17.09	20.32	25.16	22.66	25.16	22.66	22.30	20.51	...
Full price	—	—	—	0.02	0.04	0.02	0.04	0.02	0.05	0.03	0.02	0.04	0.06
Welfare and school	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Total liquid milk	30.83	21.98	26.63	22.42	24.64	25.78	17.09	20.32	25.16	22.66	25.16	22.66	22.30	20.51	...
Condensed milk	1.23	0.85	1.02	0.92	0.96	0.83	1.19	0.96	1.04	0.69	0.96	1.02	0.90	0.97	20.57
Dried and other milk	1.78	1.36	1.01	4.24	2.25	1.41	2.13	1.40	2.13	1.40	2.14	1.02	0.90	0.86	0.86
Cream	1.63	0.74	1.76	0.66	1.07	1.32	0.66	0.83	0.57	0.83	0.23	1.08	0.95	0.38	0.38
Total milk and cream	34.87	24.93	30.42	28.26	28.96	29.36	20.69	22.58	29.12	25.90	29.12	25.90	25.29	22.72	22.72
CHEESE:															
Natural	9.00	4.00	8.04	4.46	5.44	6.49	2.92	4.42	8.10	7.60	8.10	7.60	5.94	4.42	4.42
Processed	0.94	1.11	0.70	0.66	0.66	0.74	0.73	0.43	0.90	0.77	0.90	0.77	0.68	0.51	0.51
Total cheese	9.94	5.11	8.74	5.12	6.10	7.23	3.65	4.85	9.00	8.37	9.00	8.37	6.62	4.93	4.93
MEAT:															
Beef and veal	19.32	12.39	25.14	11.27	14.58	19.62	8.98	10.18	28.24	22.29	28.24	22.29	15.69	12.79	12.79
Mutton and lamb	12.62	5.00	14.63	5.92	7.00	9.56	5.52	4.73	12.09	9.14	12.09	9.14	8.58	6.63	6.63
Pork	6.90	3.86	8.18	4.74	5.65	6.58	4.96	2.32	9.27	7.57	9.27	7.57	6.64	2.89	2.89
Total carcass meat	38.84	21.25	47.96	21.93	27.23	35.76	19.46	17.23	49.60	39.00	49.60	39.00	30.91	22.37	22.37
Bacon and ham, uncooked	11.34	5.48	13.48	6.11	7.05	10.06	6.24	5.84	13.17	12.28	13.17	12.28	9.28	6.79	6.79
Poultry, uncooked	5.52	5.82	7.14	5.66	5.81	7.05	3.62	3.94	7.75	6.96	7.75	6.96	5.78	4.20	4.20
Other meat	25.70	20.20	23.92	23.89	20.20	22.56	17.15	17.93	26.82	23.86	26.82	23.86	23.75	18.01	18.01
Total meat	81.36	52.75	92.49	57.59	60.29	75.43	46.47	44.94	97.34	82.10	97.34	82.10	69.72	51.37	51.37
FISH:															
Fresh	5.02	1.25	5.99	1.16	1.66	2.91	1.39	1.81	4.73	4.11	4.73	4.11	2.60	1.91	1.91
Processed and shell	1.03	0.35	1.49	0.48	0.67	0.92	0.23	0.30	1.16	1.08	1.16	1.08	0.71	0.57	0.57
Prepared	5.45	3.74	4.63	3.98	4.04	3.16	3.16	3.68	5.55	4.53	5.55	4.53	4.44	3.35	3.35
Quick-frozen	2.29	2.57	2.33	2.14	2.60	2.34	1.15	1.77	2.52	2.25	2.52	2.25	1.81	1.52	1.52
Total fish	13.79	7.91	14.44	7.76	8.97	10.49	5.93	8.08	13.96	11.97	13.96	11.97	9.56	7.35	7.35

TABLE 24—continued
(new pence per person per week)

	Households with																
	1			2						3							
	No. of adults	1 or more		0		1 or 2		3		4 or more		3	4 or more	3 or more			
		All ages	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	Under 35	35 or over	Under 35	35 or over	3 or more	
		9-94	7-26	7-62	10-26	9-51	6-21	6-30	7-21	5-86	6-61	5-53	6-31	8-99	8-02	6-88	5-88
		11-48	5-34	7-64	11-01	10-28	5-08	6-12	7-96	4-49	5-60	4-40	5-01	9-71	7-67	7-76	4-52
		2-98	2-83	3-23	3-44	3-78	2-42	2-46	2-76	2-51	3-52	2-74	3-12	3-44	3-48	2-95	3-52
		0-99	0-99	0-99	1-51	1-48	1-23	0-96	1-10	0-98	0-89	1-05	1-02	1-29	1-25	1-12	1-02
		1-08	0-68	2-12	1-34	1-06	0-75	0-87	1-21	0-80	0-84	0-48	0-84	1-08	0-94	0-60	0-75
		16-53	9-84	13-98	17-30	16-60	9-48	10-41	13-03	8-78	10-85	8-67	9-99	15-52	13-34	12-43	9-81
		5-48	4-30	3-40	6-26	5-82	4-28	3-70	4-28	3-40	4-02	3-49	4-63	5-00	4-40	4-37	3-97
		3-87	1-60	1-41	2-51	3-14	0-80	1-46	2-01	1-21	1-72	1-45	1-54	2-20	1-68	1-63	1-43
		9-35	5-90	4-81	8-77	8-96	6-08	5-16	6-29	4-61	5-74	4-94	6-17	7-20	6-08	6-00	5-40
		5-16	5-75	5-49	6-46	5-95	6-42	5-07	5-46	5-12	5-69	6-06	5-88	5-94	6-12	5-68	5-98
		6-02	3-32	4-74	6-90	5-97	2-90	3-43	4-29	2-65	3-00	1-79	2-28	5-63	4-65	3-69	2-33
		1-68	1-17	3-91	3-52	1-72	1-61	2-15	2-13	1-80	1-37	0-93	1-06	2-99	2-17	1-71	0-74
		15-52	15-77	21-34	19-49	14-17	14-87	14-66	15-06	12-91	12-61	12-11	12-70	16-19	14-77	14-44	12-74
		28-38	26-01	35-48	36-37	27-81	25-80	25-31	26-94	22-48	22-67	20-89	21-92	30-75	27-71	25-52	21-79
		14-27	7-98	13-38	13-88	11-59	5-92	7-96	10-37	6-57	6-88	4-01	5-53	11-60	8-77	8-37	5-84
		5-30	3-33	6-60	7-59	6-61	3-82	4-96	6-02	3-73	4-23	3-14	2-51	5-85	5-57	4-40	2-74
		19-67	11-31	19-68	21-47	18-20	9-74	12-92	16-39	10-30	11-11	7-15	8-04	17-45	14-34	12-77	8-68

TABLE 24—continued
 (new pence per person per week)

	Households with													
	1		2						3					
	1 or more		1 or 2		3		4 or more		3		4 or more		3 or more	
	0	All ages	Under 25	25-34	35 or over	Under 35	35 or over	Under 35	35 or over	0	0	0	1 or 2	3 or more
No. of adults														
No. of children														
Age of housewife														
CEREALS:														
Brown bread	2-47	0-67	2-03	0-56	1-16	0-51	1-24	0-62	1-69	1-31	0-92	0-52		
White bread	11-17	11-65	11-19	9-49	10-73	9-71	10-48	12-11	11-39	11-82	11-98	11-93		
Wholewheat and wholemeal bread	0-58	—	0-32	0-16	0-20	0-08	0-22	0-11	0-30	0-27	0-14	0-12		
Other bread	3-59	2-43	3-44	1-96	2-42	1-67	2-02	1-72	3-21	2-77	2-17	1-91		
Total bread	17-81	14-75	16-98	12-17	14-51	11-97	13-96	14-36	16-79	16-17	15-21	14-48		
Flour	1-73	0-72	2-38	0-93	1-43	0-73	1-20	0-66	1-84	1-45	1-20	1-07		
Cakes	9-68	5-58	7-90	6-35	7-58	5-17	5-72	3-87	4-99	6-72	6-67	4-65		
Biscuits	7-28	6-47	6-71	6-34	7-01	5-67	6-48	4-77	8-76	6-04	6-62	5-36		
Oatmeal and oat products	0-69	0-33	0-58	0-23	0-33	0-26	0-41	0-27	0-42	0-34	0-27	0-31		
Breakfast cereals	2-22	3-95	2-07	3-06	3-08	3-39	3-36	3-31	2-15	2-07	2-32	3-16		
Other cereals	3-23	3-42	3-25	4-03	3-64	3-88	3-48	3-56	2-93	2-74	3-17	2-79		
Total cereals	42-64	35-22	39-87	33-11	37-58	31-07	34-91	30-80	39-25	35-53	35-46	31-82		
BEVERAGES:														
Tea	8-18	3-51	7-81	3-14	4-53	2-88	3-28	2-85	6-34	4-89	4-50	3-51		
Coffee	5-14	2-84	3-69	3-27	3-27	2-56	2-35	1-95	4-40	3-94	2-87	2-39		
Cocoa	0-22	0-10	0-32	0-26	0-31	0-11	0-22	0-16	0-22	0-21	0-18	0-30		
Branded food drinks	0-86	0-36	0-62	0-31	0-40	0-06	0-26	0-22	0-58	0-41	0-23	0-44		
Total beverages	14-40	6-81	12-44	6-98	8-51	5-61	6-11	5-18	11-54	9-45	7-78	6-64		
MISCELLANEOUS:														
Soups, canned, dehydrated and powdered	2-45	3-12	2-02	1-91	1-96	1-80	1-80	2-18	1-90	1-59	1-82	1-73		
Other foods	4-26	4-59	5-23	7-30	6-03	5-88	5-73	4-96	5-63	5-03	5-61	4-12		
Total miscellaneous	6-71	7-71	7-25	9-21	7-99	7-68	7-53	7-14	7-53	6-62	7-43	6-85		
TOTAL EXPENDITURE	£2-87	£2-01	£2-87	£2-14	£2-46	£1-85	£1-99	£1-67	£2-88	£2-49	£2-25	£1-82		

(a) See Appendix A, Table 12 for further details of the food groups.

Tables relating to differences in average
consumption and expenditure in certain
household composition groups within
income groups

TABLE 25
 Total household food expenditure by certain household composition groups within income groups, 1972
 (per week)

	Income group						All house- holds (a)		Income group						All house- holds (a)					
	A		B		C		D1 & D2		Per head	£	A		B		C		D1 & D2		Per household	£
	Per head	£	Per head	£	Per head	£	Per head	£			Per household	£	Per household	£	Per household	£	Per household	£		
Households with:																				
Adults only	3.19	3.04	2.89	2.74	2.95	2.95	2.74	2.95	2.95	2.95	7.79	7.33	6.73	4.74	6.67	7.79	7.33	6.73	4.74	6.67
1 adult, 1 or more children	•	(2.28)	2.11	1.74	1.95	1.95	1.74	1.95	•	(6.23)	•	(6.23)	6.15	5.69	5.93	•	(6.23)	6.15	5.69	5.93
2 adults, 1 or 2 children	2.60	2.27	2.10	1.95	2.24	2.24	1.95	2.24	9.20	8.03	9.20	8.03	7.44	6.81	7.95	9.20	8.03	7.44	6.81	7.95
2 adults, 3 children	2.32	1.94	1.75	(1.74)	1.89	1.89	(1.74)	1.89	11.58	9.69	11.58	9.69	8.75	(8.68)	9.47	11.58	9.69	8.75	(8.68)	9.47
2 adults, 4 or more children	(1.90)	1.85	1.63	(1.41)	1.72	1.72	(1.41)	1.72	(12.81)	12.11	(12.81)	12.11	10.77	(9.04)	11.28	(12.81)	12.11	10.77	(9.04)	11.28
3 or more adults, 1 or more chil- dren	2.33	2.17	2.02	2.04	2.12	2.12	2.04	2.12	12.34	11.37	12.34	11.37	11.10	10.46	11.32	12.34	11.37	11.10	10.46	11.32
All households (a)	2.65	2.41	2.30	2.34	2.41 (a)	2.41 (a)	2.34	2.41 (a)	9.32	8.44	9.32	8.44	7.80	5.44	7.37 (a)	9.32	8.44	7.80	5.44	7.37 (a)

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

* Fewer than 3 households in the sample.

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

TABLE 26
 Household food consumption of main foods (a) by certain household composition groups within income groups: annual averages, 1972
 (oz per person per week, except where otherwise stated)

	Income group A						Income group B					
	Households (b) with						Households with					
	Adults only	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	
MILK AND CREAM:												
Liquid milk												
Full price	5.02	4.94	4.62	5.28	4.76	4.93	5.00	4.72	4.40	3.98	4.38	
Welfare and school	—	0.07	0.23	0.29	0.07	...	—	0.08	0.20	0.18	0.05	
Total liquid milk	5.02	5.01	4.85	5.57	4.82	4.93	5.00	4.81	4.60	4.16	4.42	
Condensed milk	0.11	0.12	0.12	0.31	0.15	0.22	0.33	0.18	0.20	0.22	0.19	
Dried and other milk	0.17	0.23	0.20	0.04	0.10	0.15	—	0.28	0.24	0.32	0.14	
Cream	0.09	0.07	0.04	0.03	0.05	0.06	—	0.03	0.02	0.01	0.02	
Total milk and cream	5.39	5.42	5.21	5.95	5.12	5.36	5.33	5.29	5.07	4.71	4.76	
CHIESE:												
Natural	4.79	3.52	2.81	2.43	3.28	4.48	2.20	2.91	2.57	1.87	2.73	
Processed	0.30	0.28	0.17	0.27	0.33	0.31	0.33	0.28	0.29	0.26	0.21	
Total cheese	5.09	3.80	2.98	2.70	3.62	4.79	2.53	3.20	2.86	2.13	2.95	
MEAT:												
Beef and veal	11.04	9.33	7.12	5.48	5.80	9.08	4.40	6.14	4.67	4.15	6.05	
Mutton and lamb	6.65	6.95	3.31	2.19	4.66	7.20	4.27	4.02	3.69	3.98	4.10	
Pork	4.58	4.06	4.29	1.32	2.89	4.65	2.33	2.97	1.90	2.52	2.79	
Total carcass meat	22.27	20.34	14.72	8.99	13.35	20.93	11.00	13.13	10.27	10.65	12.94	
Bacon and ham, uncooked	6.34	4.31	3.50	4.88	3.87	6.17	4.30	3.88	3.24	3.10	4.27	
Poultry, uncooked	8.12	6.75	6.81	3.06	5.80	7.77	9.73	5.38	3.87	4.67	4.71	
Other meat	13.81	10.67	11.32	7.84	10.04	14.68	10.44	11.77	10.42	10.50	12.00	
Total meat	50.53	42.06	36.34	24.76	33.07	49.57	35.47	34.17	27.80	28.93	33.92	

TABLE 26—continued
 (oz per person per week, except where otherwise stated)

	Income group A					Income group B					
	Households (b) with					Households with					
	Adults only	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
FISH:											
Fresh	2.65	1.43	1.25	0.53	1.63	2.41	1.20	1.13	0.95	0.81	1.30
Processed and shell	1.09	0.63	0.52	0.84	0.84	0.74	—	0.36	0.33	0.25	0.26
Prepared	1.68	1.34	1.50	0.74	1.31	2.02	1.63	1.75	1.37	1.65	1.90
Quick-frozen	1.12	1.45	2.00	1.46	0.98	1.31	0.33	1.11	0.90	1.51	0.86
Total fish	6.53	4.83	5.27	2.73	4.75	6.60	3.17	4.35	3.54	4.21	4.32
EGGS											
(Eggs purchased)	5.71 (5.47)	4.38 (4.18)	3.68 (3.68)	3.41 (3.33)	4.07 (3.97)	5.28 (5.12)	5.80 (5.80)	4.09 (3.86)	3.84 (3.69)	3.76 (3.59)	3.98 (3.84)
FATS:											
Butter	5.54	4.88	3.71	3.26	5.18	6.43	5.07	4.55	3.63	3.71	4.91
Margarine	3.01	2.49	2.29	2.37	2.67	3.56	4.13	2.82	3.23	2.74	3.30
Lard and compound cooking fat	1.15	1.20	0.91	1.09	1.53	2.18	1.87	1.88	1.60	1.70	1.75
All other fats	1.16	1.06	1.00	1.38	0.93	1.24	2.20	0.94	0.91	0.83	0.54
Total fats	10.85	9.63	7.91	8.30	10.31	13.40	13.27	10.19	9.37	8.99	10.50
SUGAR AND PRESERVES:											
Sugar	12.89	10.61	11.20	10.07	11.62	15.96	16.00	13.33	11.89	14.76	13.70
Honey, preserves, syrup and treacle	2.66	2.77	2.11	1.93	2.30	3.00	3.06	2.12	1.91	1.88	2.20
Total sugar and preserves	15.56	13.37	13.30	12.00	13.93	18.96	19.07	15.46	13.81	16.65	15.90
VEGETABLES:											
Potatoes	42.57	35.52	30.13	51.95	30.08	45.36	32.53	45.01	42.51	47.67	47.04
Fresh green	20.36	14.37	9.39	7.31	10.50	19.10	12.97	11.21	8.01	6.65	10.55
Quick-frozen	4.62	3.57	5.52	0.49	3.90	3.84	1.46	2.31	1.52	1.98	1.53
Other	30.50	24.50	18.85	19.79	19.04	29.47	24.88	23.95	20.50	20.42	24.19
Total vegetables	98.06	77.97	63.88	79.56	63.51	97.79	71.84	82.49	72.52	76.72	83.30

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TABLE 26—continued
(oz per person per week, except where otherwise stated)

	Income group A					Income group B					
	Households (b) with					Households with					
	Adults only	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
FRUIT: fresh	32.91	25.43	21.62	21.64	22.01	24.76	18.33	16.05	13.50	10.21	15.55
Other	10.78	9.64	7.59	5.96	8.25	9.73	7.13	6.51	5.04	3.73	6.00
Total fruit	43.69	35.07	29.21	27.60	30.26	34.49	25.46	22.56	18.54	13.94	21.55
CEREALS:											
Brown bread	3.23	2.13	1.89	3.28	2.16	3.68	2.80	1.67	1.78	1.49	1.74
White bread	20.31	18.78	20.11	20.05	20.78	28.17	24.27	26.27	25.83	29.17	31.67
Wholewheat and wholemeal bread	1.66	0.89	0.77	—	0.79	0.78	—	0.33	0.39	0.28	0.22
Other bread	3.36	2.52	1.63	1.16	2.52	3.93	4.43	2.48	1.90	1.63	2.51
Total bread	28.55	24.32	24.40	24.49	26.24	36.57	31.50	30.75	29.90	32.38	36.14
Flour	6.07	4.05	3.05	2.96	4.01	6.20	3.20	4.90	3.56	3.06	4.55
Cakes	5.26	4.09	4.04	2.64	4.48	6.03	4.44	5.00	4.26	3.33	4.77
Biscuits	5.14	5.54	4.94	4.45	5.01	5.64	4.03	5.85	5.17	5.13	5.43
Oatmeal and oat products	0.71	0.37	0.55	1.68	0.48	0.56	—	0.44	0.43	0.53	0.29
Breakfast cereals	2.24	3.26	4.38	4.57	3.19	2.36	3.47	3.16	3.69	4.41	2.80
Other cereals	4.36	4.58	4.01	3.70	4.6	4.22	6.57	4.92	4.42	5.14	4.36
Total cereals	52.34	46.22	45.37	44.48	48.07	61.58	53.20	55.04	51.44	54.17	58.34
BEVERAGES:											
Tea	2.10	1.37	1.11	1.19	1.61	2.86	2.40	1.68	1.43	1.40	1.87
Coffee	1.83	0.70	0.76	0.75	0.75	0.85	0.67	0.56	0.54	0.40	0.49
Cocoa	0.10	0.23	0.05	0.40	0.17	0.22	—	0.16	0.13	0.50	0.17
Branded food drinks	0.22	0.20	—	—	0.12	0.25	1.07	0.17	0.11	0.06	0.14
Total beverages	4.25	2.50	1.91	2.33	2.65	4.18	4.13	2.57	2.21	2.35	2.66
EXPENDITURE—ALL FOODS	£3.19	£2.60	£2.32	£1.90	£2.33	£3.04	£2.28	£2.27	£1.94	£1.85	£2.17

TABLE 26—continued
 (oz per person per week, except where otherwise stated)

	Income group C										Income groups D1 & D2										
	Households with					Households with					Households with										
	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children			
MILK AND CREAM:																					
Liquid milk—full price	4.71	4.70	4.48	3.84	3.23	3.86	4.73	3.21	3.83	2.80	3.81	4.73	3.21	3.83	2.80	3.81	4.73	3.21	3.83	2.80	3.81
—welfare and school	—	0.26	0.11	0.36	0.48	0.10	0.01	1.16	0.57	0.80	0.30	0.01	1.16	0.57	0.80	0.30	0.01	1.16	0.57	0.80	0.30
Total liquid milk	4.71	4.96	4.59	4.19	3.70	3.96	4.74	4.37	4.39	3.60	4.11	4.74	4.37	4.39	3.60	4.11	4.74	4.37	4.39	3.60	4.11
Condensed milk	0.21	0.08	0.19	0.15	0.21	0.19	0.20	0.17	0.18	0.32	0.06	0.20	0.17	0.18	0.32	0.06	0.20	0.17	0.18	0.32	0.06
Dried and other milk	0.17	0.14	0.33	0.32	0.32	0.13	0.32	0.32	0.48	0.56	0.40	0.32	0.32	0.48	0.56	0.40	0.32	0.32	0.48	0.56	0.40
Cream	0.04	0.02	0.02	0.01	0.01	0.01	0.03	0.01	0.02	—	0.01	0.03	0.01	0.02	—	0.01	0.03	0.01	0.02	—	0.01
Total milk and cream	5.13	5.20	5.13	4.62	4.23	4.29	5.20	4.87	5.07	4.47	4.68	5.20	4.87	5.07	4.47	4.68	5.20	4.87	5.07	4.47	4.68
CHEESE:																					
Natural	4.26	2.78	2.63	1.93	1.74	2.65	3.84	1.60	2.16	2.20	2.73	3.84	1.60	2.16	2.20	2.73	3.84	1.60	2.16	2.20	2.73
Processed	0.36	0.82	0.31	0.29	0.27	0.27	0.31	0.41	0.24	0.20	0.34	0.31	0.41	0.24	0.20	0.34	0.31	0.41	0.24	0.20	0.34
Total cheese	4.62	3.69	2.94	2.22	2.01	2.92	4.14	2.01	2.41	2.40	3.07	4.14	2.01	2.41	2.40	3.07	4.14	2.01	2.41	2.40	3.07
MEAT:																					
Beef and veal	9.69	4.78	5.10	4.05	4.19	5.37	8.01	4.22	4.26	3.43	5.84	8.01	4.22	4.26	3.43	5.84	8.01	4.22	4.26	3.43	5.84
Mutton and lamb	6.08	4.61	3.12	2.95	1.85	3.93	5.80	1.64	3.80	2.36	3.59	5.80	1.64	3.80	2.36	3.59	5.80	1.64	3.80	2.36	3.59
Pork	3.91	1.43	2.30	1.61	1.26	2.60	3.57	1.29	1.24	2.41	2.27	3.57	1.29	1.24	2.41	2.27	3.57	1.29	1.24	2.41	2.27
Total carcass meat	19.68	10.82	10.62	8.61	7.30	11.90	17.38	7.14	9.29	8.20	11.70	17.38	7.14	9.29	8.20	11.70	17.38	7.14	9.29	8.20	11.70
Bacon and ham, uncooked	6.41	3.09	3.91	2.66	2.60	4.32	6.19	1.52	3.83	2.71	3.06	6.19	1.52	3.83	2.71	3.06	6.19	1.52	3.83	2.71	3.06
Poultry, uncooked	6.07	5.32	5.21	3.53	2.49	3.31	4.42	3.31	4.42	1.18	4.13	4.42	3.31	4.42	1.18	4.13	4.42	3.31	4.42	1.18	4.13
Other meat	14.79	9.78	12.68	11.90	11.45	13.46	14.48	12.41	14.98	13.82	13.94	14.48	12.41	14.98	13.82	13.94	14.48	12.41	14.98	13.82	13.94
Total meat	46.96	29.00	32.31	26.70	23.53	33.93	43.98	24.38	32.53	25.89	32.84	43.98	24.38	32.53	25.89	32.84	43.98	24.38	32.53	25.89	32.84
FISH:																					
Fresh	2.46	0.69	0.96	1.01	1.11	1.27	2.98	0.58	1.01	0.80	1.81	2.98	0.58	1.01	0.80	1.81	2.98	0.58	1.01	0.80	1.81
Processed and shell	0.66	—	0.28	0.20	0.11	0.34	0.60	0.25	0.27	—	0.65	0.60	0.25	0.27	—	0.65	0.60	0.25	0.27	—	0.65
Prepared	2.37	2.00	1.96	1.33	1.56	1.79	2.09	1.22	1.25	2.56	1.27	2.09	1.22	1.25	2.56	1.27	2.09	1.22	1.25	2.56	1.27
Quick-frozen	0.99	1.22	1.17	0.80	0.56	0.71	1.01	1.05	1.07	0.68	0.69	1.01	1.05	1.07	0.68	0.69	1.01	1.05	1.07	0.68	0.69
Total fish	6.48	3.89	4.39	3.34	3.34	4.11	6.68	3.09	3.59	4.03	4.44	6.68	3.09	3.59	4.03	4.44	6.68	3.09	3.59	4.03	4.44
EGGS:																					
(Eggs purchased)	5.10	4.01	3.95	3.70	3.56	3.98	5.13	4.06	3.91	3.36	4.73	5.13	4.06	3.91	3.36	4.73	5.13	4.06	3.91	3.36	4.73
	(4.84)	(4.01)	(3.67)	(3.57)	(3.36)	(3.63)	(4.99)	(4.06)	(3.82)	(3.30)	(4.73)	(4.99)	(4.06)	(3.82)	(3.30)	(4.73)	(4.99)	(4.06)	(3.82)	(3.30)	(4.73)

TABLE 26—continued
(oz per person per week, except where otherwise stated)

	Income group C						Income groups D1 & D2					
	Households with						Households with					
	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
FATS:												
Butter	5.85	2.95	3.67	2.41	2.52	3.54	5.84	2.51	2.46	2.13	1.76	3.58
Margarine	4.46	3.89	3.47	4.01	4.25	4.42	4.17	3.31	4.85	4.00	4.26	4.47
Lard and compound cooking fat	2.31	2.32	1.94	1.69	1.88	1.98	2.05	1.03	1.57	2.04	1.69	2.13
All other fats	1.24	0.21	0.85	0.59	0.46	0.69	0.91	0.62	1.05	0.40	0.22	0.67
Total fats	13.86	9.37	9.92	8.71	9.11	10.62	12.97	7.47	9.94	8.68	7.93	10.86
SUGAR AND PRESERVES:												
Sugar	19.13	12.63	14.08	13.30	12.99	16.33	18.54	14.63	11.85	14.04	12.92	16.94
Honey, preserves, syrup and treacle	3.17	1.79	2.04	1.82	2.25	1.94	3.83	2.48	1.43	1.40	1.98	4.42
Total sugar and preserves	22.31	14.42	16.13	15.12	15.23	18.27	22.36	17.11	13.29	15.44	14.90	21.35
VEGETABLES:												
Potatoes	52.10	52.46	45.71	50.78	54.38	52.40	53.94	42.31	61.71	41.24	60.77	63.22
Fresh green	18.54	6.82	10.94	8.06	5.92	9.69	19.23	7.98	11.45	7.76	5.38	9.58
Quick-frozen	2.13	1.71	1.66	1.29	0.99	1.04	1.49	0.51	0.84	0.36	0.56	0.56
Other	28.25	25.38	24.61	21.51	22.45	23.67	26.42	23.55	24.81	23.96	20.23	22.96
Total vegetables	101.01	66.35	82.91	81.63	83.75	86.79	101.07	74.34	98.80	73.31	86.37	96.30
FRUIT:												
Fresh	20.44	20.71	12.87	10.64	8.04	11.86	20.72	13.98	10.27	8.60	5.82	9.85
Other	7.60	5.54	5.18	4.26	3.44	3.92	6.81	3.48	3.92	3.16	2.22	3.12
Total fruit	28.04	26.25	18.05	14.90	11.48	15.78	27.53	17.46	14.19	11.76	8.04	12.97
CEREALS:												
Brown bread	3.20	1.29	1.28	1.33	1.19	1.41	4.27	1.20	1.14	0.31	0.26	2.06
White bread	32.01	25.79	28.80	28.74	38.76	35.13	27.80	34.70	32.02	33.28	37.38	35.73
Wholewheat and wholemeal bread	0.43	—	0.15	0.05	0.02	0.19	—	—	0.10	—	0.26	1.36
Other bread	3.96	4.13	2.25	2.46	1.80	2.29	4.07	1.71	2.89	0.83	1.30	2.70
Total bread	39.60	31.21	32.48	32.58	41.78	39.02	36.58	37.61	36.14	34.43	39.19	41.86

TABLE 26—continued
 (oz per person per week, except where otherwise stated)

	Income group C										Income groups D1 & D2					
	Households with					Households with					Households with					
	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children
Flour	7.44	3.16	4.76	4.63	3.14	5.01	7.41	3.20	2.46	2.67	2.94	3.20	2.46	2.67	2.94	8.73
Cakes	6.72	5.84	5.21	3.73	3.31	4.26	5.65	2.48	4.06	3.55	2.40	2.48	4.06	3.55	2.40	4.19
Biscuits	6.21	7.31	5.48	5.26	5.36	5.15	6.25	5.39	5.76	6.13	4.01	5.39	5.76	6.13	4.01	5.01
Oatmeal and oat products	0.86	0.21	0.61	0.59	0.48	0.60	0.86	0.84	0.28	0.27	0.88	0.84	0.28	0.27	0.88	0.79
Breakfast cereals	2.31	4.57	3.13	3.46	3.71	2.64	1.94	4.24	2.67	4.00	2.76	4.24	2.67	4.00	2.76	2.92
Other cereals	4.74	3.37	4.76	5.08	4.43	4.00	4.29	4.88	6.02	5.46	5.10	4.88	6.02	5.46	5.10	3.93
Total cereals	67.88	55.67	56.43	55.33	62.20	60.68	62.98	58.64	57.39	56.50	57.26	58.64	57.39	56.50	57.26	67.43
BEVERAGES:																
Tea	3.16	1.21	1.81	1.31	1.41	2.08	3.57	1.40	1.45	2.04	1.80	1.40	1.45	2.04	1.80	2.27
Coffee	0.78	0.37	0.56	0.29	0.27	0.48	0.64	0.55	0.23	0.38	0.35	0.55	0.23	0.38	0.35	0.31
Cocoa	0.16	0.11	0.24	0.11	0.04	0.15	0.13	—	0.07	0.09	0.15	0.13	0.07	0.09	0.15	0.10
Branded food drinks	0.30	—	0.13	0.01	0.22	0.13	0.22	0.23	0.14	0.04	0.29	0.23	0.14	0.04	0.29	0.10
Total beverages	4.40	1.68	2.74	1.73	1.94	2.83	4.55	2.17	1.89	2.56	2.59	2.17	1.89	2.56	2.59	2.79
EXPENDITURE—ALL FOODS	£2.89	£2.11	£2.10	£1.75	£1.63	£2.02	£2.74	£1.74	£1.95	£1.74	£1.41	£1.74	£1.95	£1.74	£1.41	£2.04

(a) See Appendix A, Table 12 for further details of the food groups.

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

**Tables of average energy value
and nutrient content of the diet**

Energy value and nutrient content of household food consumption: national averages, 1970-1972

		1972				Oct/Dec		
		1972			July/Sept			
		1970	1971	1972				
Energy value	(kcal)	2,560	2,490	2,430	2,450	2,380	2,480	
Total protein	(MJ)	10.7	10.4	10.2	10.2	10.0	10.4	
Animal protein	(g)	73.7	72.4	72.5	73.1	71.9	73.3	
Fat	(g)	45.5	45.1	44.7	45.0	44.3	44.7	
Fatty acids:	(g)	119	117	112	113	109	116	
saturated	(g)	n.a.	n.a.	52.0	52.2	50.8	53.7	
monounsaturated	(g)	n.a.	n.a.	42.9	43.6	41.5	43.9	
polyunsaturated	(g)	n.a.	n.a.	11.5	11.7	11.0	11.7	
Carbohydrate (b)	(g)	317	305	301	303	297	304	
Calcium	(mg)	1,030	1,020	1,010	1,010	1,000	1,020	
Iron	(mg)	13.4	13.3	13.2	13.3	13.0	13.5	
Thiamin	(mg)	1.17	1.18	1.26	1.25	1.26	1.27	
Riboflavin	(mg)	1.77	1.75	1.78	1.78	1.77	1.83	
Nicotinic acid	(mg)	16.1	16.2	16.6	16.5	16.5	17.0	
Nicotinic acid equivalent	(mg)	29.4	28.9	29.3	29.4	29.0	29.9	
Vitamin C	(mg)	52	53	52	44	64	50	
Vitamin A: retinol	(µg)	890	880	890	880	880	900	
β-carotene	(µg)	2,120	2,140	2,120	2,290	1,810	2,340	
total (retinol equivalent)	(µg)	1,350	1,340	1,340	1,350	1,280	1,390	
Vitamin D (c)	(µg)	2.82	2.78	2.91	2.95	2.93	2.79	
Energy value		111	107	105	105	103	108	
Protein		128	124	125	125	124	128	
(as a percentage of minimum requirement)		195	190	192	192	191	196	
Calcium		194	193	189	188	188	194	
Iron		124	122	123	122	121	127	
Thiamin		124	124	137	135	137	140	
Riboflavin		130	128	131	129	130	135	
Nicotinic acid equivalent		194	190	194	193	191	199	
Vitamin C		184	186	184	154	228	179	
Vitamin A (retinol equivalent)		200	197	198	198	191	208	
Vitamin D (c)		84	85	88	90	86	86	
		(i) Consumption per person per day (a)					(ii) As a percentage of recommended intake (d)	
		2,410	2,410	2,410	2,410	2,410	2,410	
		10.1	10.1	10.1	10.1	10.1	10.1	
		71.8	71.8	71.8	71.8	71.8	71.8	
		44.3	44.3	44.3	44.3	44.3	44.3	
		111	111	111	111	111	111	
		51.1	51.1	51.1	51.1	51.1	51.1	
		42.5	42.5	42.5	42.5	42.5	42.5	
		11.5	11.5	11.5	11.5	11.5	11.5	
		298	298	298	298	298	298	
		1,000	1,000	1,000	1,000	1,000	1,000	
		13.0	13.0	13.0	13.0	13.0	13.0	
		1.26	1.26	1.26	1.26	1.26	1.26	
		1.76	1.76	1.76	1.76	1.76	1.76	
		16.3	16.3	16.3	16.3	16.3	16.3	
		28.8	28.8	28.8	28.8	28.8	28.8	
		49	49	49	49	49	49	
		880	880	880	880	880	880	
		2,050	2,050	2,050	2,050	2,050	2,050	
		1,320	1,320	1,320	1,320	1,320	1,320	
		2.98	2.98	2.98	2.98	2.98	2.98	
		104	104	104	104	104	104	
		124	124	124	124	124	124	
		191	191	191	191	191	191	
		188	188	188	188	188	188	
		121	121	121	121	121	121	
		137	137	137	137	137	137	
		130	130	130	130	130	130	
		191	191	191	191	191	191	
		175	175	175	175	175	175	
		196	196	196	196	196	196	
		91	91	91	91	91	91	

TABLE 27—continued

	1970	1971	1972			
			Jan/Mar	April/June	July/Sept	Oct/Dec
Protein	11.5	11.6	11.9	11.9	12.1	11.8
Fat	41.8	42.3	41.5	41.3	41.1	42.0
Carbohydrate	46.5	46.0	46.4	46.5	46.8	46.1
	61.7	62.3	61.6	61.7	61.5	61.6
			<i>(iii) Percentage of energy value derived from protein, fat and carbohydrate</i>			
Total protein	28.9	29.0	29.9	29.8	30.2	29.6
Animal protein	17.8	18.1	18.4	18.4	18.6	18.2
Fat	46	47	46	46	46	47
Fatty acids:						
saturated	n.a.	n.a.	21.3	21.2	21.3	21.7
monounsaturated	n.a.	n.a.	17.8	17.6	18.0	17.7
polyunsaturated	n.a.	n.a.	4.8	4.8	4.8	4.7
Carbohydrate	124	123	124	124	125	123
Calcium	403	411	411	416	421	411
Iron	5.3	5.3	5.4	5.4	5.5	5.4
Thiamin	0.46	0.47	0.51	0.52	0.53	0.51
Riboflavin	0.69	0.70	0.73	0.73	0.74	0.74
Nicotinic acid equivalent	11.5	11.6	12.0	12.0	12.2	12.1
Vitamin C	20	21	18	20	27	20
Vitamin A (retinol equivalent)	528	536	549	547	539	563
Vitamin D (c)	1.11	1.12	1.20	1.24	1.23	1.13
			<i>(iv) Animal protein as a percentage of total protein</i>			
			<i>(v) Consumption of nutrients per 1,000 kcal</i>			

(a) The estimates in section (i) of this table for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972. See paragraph 18.

(b) As monosaccharide.

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

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

TABLE 28

Contributions made by groups of foods to the energy value and nutrient content of household food consumption: national averages, 1972
 (per person per day)

	Energy value		Protein		Fat		Fatty acids				Carbo- hydrate		Calcium		Iron			
	kcal	MJ	g	Per cent of total	g	Per cent of total	Saturated		Mono-unsaturated		Poly-unsaturated		g	Per cent of total	mg	Per cent of total	mg	Per cent of total
							g	Per cent of total	g	Per cent of total	g	Per cent of total						
Liquid milk	256	1.07	12.5	17.3	14.7	13.1	9.2	17.7	4.5	10.4	0.4	3.3	18	6.1	462	45.9	0.4	3.0
Dried milk	5	0.02	0.3	0.3	0.3	0.2	0.2	0.3	0.1	0.2	...	0.1	...	0.1	9	0.9	0.1	0.5
Other milk and cream	24	0.10	1.0	1.3	1.5	1.3	0.9	1.8	0.5	1.1	...	0.4	...	0.6	34	3.3	...	0.2
Cheese	50	0.21	3.6	4.9	4.0	3.6	2.5	4.8	1.2	2.8	0.1	0.9	110	10.9	0.1	0.6
<i>Total milk, cream and cheese</i>	335	1.40	17.4	23.8	20.5	18.2	12.8	24.6	6.2	14.4	0.5	4.6	21	6.8	614	61.0	0.6	4.3
Beef and veal	66	0.28	4.3	6.0	5.4	4.8	2.6	4.9	2.4	5.7	0.2	1.5	3	0.3	1.1	8.2
Mutton and lamb	53	0.22	2.6	3.5	4.8	4.2	2.3	4.5	1.9	4.5	0.2	2.2	2	0.2	0.4	2.7
Pork	43	0.18	1.8	2.5	4.3	3.8	1.7	3.3	2.0	4.7	0.3	2.9	1	0.1	0.1	0.9
Bacon (uncooked)	74	0.31	3.1	4.3	7.4	6.6	2.8	5.4	3.3	7.6	1.0	8.7	2	0.2	0.2	1.4
Liver	5	0.02	0.6	0.8	0.3	0.2	0.1	0.2	0.1	0.2	0.1	0.5	0.5	3.4
Poultry (uncooked)	23	0.10	3.1	4.3	1.1	1.0	0.3	0.6	0.4	1.0	0.3	2.4	0.3	2.0
Sausages	47	0.20	1.9	2.0	3.6	3.2	1.5	2.9	1.7	4.0	0.2	2.1	2	0.7	3	0.3	0.2	1.4
Other meat	95	0.40	4.9	6.7	7.0	6.2	2.8	5.4	3.2	7.3	0.7	6.3	3	1.2	7	0.7	1.1	8.0
<i>Total meat</i>	406	1.70	20.1	27.7	33.8	30.0	14.2	27.2	15.1	35.0	3.1	26.6	6	1.9	21	2.0	3.7	28.0
Fat fish	7	0.03	0.7	1.0	0.4	0.4	0.1	0.2	0.2	0.4	0.1	1.0	9	0.9	0.1	0.6
Other fish	20	0.08	2.4	3.3	0.8	0.7	0.2	0.3	0.3	0.7	0.3	2.9	1	0.3	7	0.7	0.2	1.2
<i>Total fish</i>	27	0.11	3.2	4.3	1.2	1.1	0.3	0.5	0.4	1.1	0.5	3.9	1	0.3	16	1.6	0.2	1.8
Eggs	49	0.21	3.7	5.1	3.8	3.4	1.5	2.8	1.6	3.8	0.5	4.2	19	1.9	0.9	7.0
Butter	144	0.60	0.1	0.1	16.0	14.3	9.9	19.1	4.8	11.2	0.4	3.5	3	0.3	...	0.2
Margarine	110	0.46	0.1	0.1	12.2	10.9	4.3	8.3	5.0	11.6	2.3	19.9	1	0.3
Other fats	99	0.42	11.0	9.8	4.0	7.8	4.9	11.4	1.6	13.6	0.1
<i>Total fats</i>	353	1.48	0.1	0.2	39.2	35.0	18.3	35.2	14.7	34.2	4.2	37.0	4	0.3	0.1	0.6
Sugar and preserves	268	1.12	...	0.1	71	23.7	3	0.3	0.1	0.9

TABLE 28—continued
(per person per day)

	Energy value		Protein		Fat		Fatty acids				Carbo- hydrate		Calcium		Iron			
	kcal	MJ	Per cent of total	g	Per cent of total	g	Saturated	g	Per cent of total	Mono-unsaturated	g	Per cent of total	g	Per cent of total	mg	Per cent of total	mg	Per cent of total
Potatoes	110	0.46	4.5	2.8	3.9	—	—	—	—	—	—	—	26	8.6	13	1.3	1.0	7.7
Cabbage, brussels sprouts and cauliflow- ers	8	0.03	0.3	0.8	1.0	—	—	—	—	—	—	—	1	0.5	15	1.5	0.3	2.2
Leafy salads	1	—	—	0.1	0.1	—	—	—	—	—	—	—	—	—	1	0.1	—	0.3
Fresh legumes, including quick-frozen	5	0.02	0.2	0.4	0.6	—	—	—	—	—	—	—	1	0.3	2	0.2	0.1	1.1
Other fresh green vegetables	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Fresh tomatoes	2	0.01	0.1	0.2	0.2	—	—	—	—	—	—	—	—	—	—	—	—	0.4
Carrots	2	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	—	—	—	—	0.5
Other root vegetables	1	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	—	—	—	—	0.2
Other vegetables and vegetable products	54	0.23	2.2	2.3	3.2	1.3	0.2	0.4	0.5	1.1	4.9	0.6	9	3.0	21	2.1	0.9	6.5
Total vegetables	184	0.77	7.5	6.7	9.2	1.3	0.2	0.4	0.5	1.1	0.6	4.9	38	12.8	63	6.1	2.5	19.0
Oranges	3	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	—	—	—	—	0.2
Other citrus fruit	9	0.04	0.4	0.1	0.1	—	—	—	—	—	—	—	—	—	—	—	—	0.1
Apples and pears	1	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	—	—	—	—	0.5
Soft fruit	5	0.02	0.2	0.1	0.1	—	—	—	—	—	—	—	—	—	—	—	—	0.2
Bananas	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0.1
Other fresh fruit	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0.1
Other fruit	36	0.15	1.5	0.3	0.4	0.6	0.2	0.4	0.5	1.1	0.1	1.1	8	2.6	6	0.6	0.2	1.9
Total fruit	57	0.24	2.4	0.7	0.7	0.6	0.2	0.4	0.5	1.1	0.1	1.1	13	4.5	16	1.6	0.4	3.0
White bread	295	1.23	12.1	10.2	14.1	1.2	0.5	0.9	0.3	0.7	0.4	3.6	65	21.6	115	11.4	1.8	14.0
Other bread	56	0.23	2.3	2.1	2.9	0.4	0.1	0.2	0.1	0.2	0.1	0.1	12	3.9	21	2.0	0.5	3.7
Flour	77	0.32	3.1	2.2	3.1	0.2	0.1	0.2	0.1	0.1	0.1	0.7	17	5.8	29	2.8	0.4	3.3
Cakes and pastries	75	0.32	3.1	1.2	1.6	2.8	1.0	1.9	1.1	2.6	0.4	3.8	12	4.0	19	1.9	0.3	2.2
Biscuits	106	0.45	4.4	2.3	2.3	4.2	3.8	2.0	1.7	4.0	2.7	5.5	16	5.5	24	2.4	0.4	2.8
Other cereals	95	0.40	3.9	2.1	2.8	1.2	0.4	0.9	0.4	1.0	0.3	2.8	20	6.7	21	2.1	0.6	4.8
Total cereals	704	2.94	28.9	19.5	26.8	10.1	4.0	7.9	3.7	8.6	1.7	14.5	143	47.5	228	22.6	4.1	30.8
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other beverages	10	0.04	0.4	0.3	0.4	0.1	0.1	0.2	0.1	0.1	—	—	—	—	—	—	—	1.4
Total beverages	10	0.04	0.4	0.3	0.4	0.1	0.1	0.2	0.1	0.1	—	—	—	—	—	—	—	1.4
Other foods	37	0.15	1.5	0.9	1.2	1.4	0.5	0.9	0.5	1.1	0.4	3.2	5	1.8	17	1.6	0.4	3.0
TOTAL ALL FOODS	2,430	10.16	100.0	72.5	100.0	112.0	52.0	100.0	42.9	100.0	11.5	100.0	301	100.0	1,008	100.0	13.2	100.0

TABLE 28—continued
(per person per day)

	Thiamin (a)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (a)		Vitamin A (b)				Vitamin D (b)			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total		
																			µg	Per cent of total
Liquid milk	0.16	12.6	0.58	37.6	0.3	2.0	180.3	19.6	3.3	11.3	4.0	7.7	121	13.6	74	3.5	155	11.6	0.10	3.4
Dried milk	0.01	0.2	0.01	0.5	...	0.1	3.6	0.4	0.1	0.3	0.3	0.7	9	1.0	2	0.1	10	0.7	0.09	3.0
Other milk and cream	0.01	0.7	0.04	2.4	...	0.2	13.1	1.4	0.2	0.8	0.2	0.4	13	1.4	7	0.3	16	1.2	0.03	1.0
Cheese	0.01	0.4	0.07	3.9	...	0.1	43.2	4.7	0.7	2.5	—	—	44	5.0	28	1.3	58	4.3	0.05	1.7
<i>Total milk, cream and cheese</i>	<i>0.18</i>	<i>13.9</i>	<i>0.70</i>	<i>39.4</i>	<i>0.4</i>	<i>2.4</i>	<i>240.1</i>	<i>26.1</i>	<i>4.4</i>	<i>14.9</i>	<i>4.5</i>	<i>8.8</i>	<i>186</i>	<i>21.0</i>	<i>111</i>	<i>6.2</i>	<i>239</i>	<i>17.8</i>	<i>0.27</i>	<i>9.1</i>
Beef and veal	0.01	0.8	0.05	3.0	1.4	8.1	48.6	5.3	2.2	7.4	—	—	4	0.4	—	—	4	0.3	—	—
Mutton and lamb	0.02	1.2	0.04	2.5	0.9	5.3	32.3	3.5	1.4	4.8	—	—	3	0.3	—	—	3	0.2	—	—
Pork	0.06	5.0	0.02	1.2	0.5	3.3	18.1	2.0	0.8	2.9	—	—	—	—	—	—	—	—	—	—
Bacon (uncooked)	0.05	4.1	0.03	1.5	0.3	1.8	25.4	2.8	0.7	2.5	—	—	—	—	—	—	—	—	—	—
Liver	0.01	0.5	0.10	5.5	0.4	2.6	8.5	0.9	0.6	1.9	0.5	1.0	323	36.5	—	—	323	24.2	0.02	0.8
Poultry (uncooked)	0.01	0.5	0.02	1.4	0.9	5.6	32.0	3.5	1.5	5.0	—	—	—	—	—	—	—	—	—	—
Sausages	—	—	0.01	0.7	0.3	1.7	18.2	2.0	0.6	1.9	—	—	1	0.1	—	—	1	0.6	—	—
Other meat	0.07	5.3	0.08	4.2	1.2	7.1	59.7	6.5	2.1	7.3	0.1	0.3	8	0.8	5	0.2	8	0.6	0.01	0.2
<i>Total meat</i>	<i>0.22</i>	<i>17.4</i>	<i>0.36</i>	<i>20.0</i>	<i>5.9</i>	<i>35.5</i>	<i>242.7</i>	<i>26.5</i>	<i>9.9</i>	<i>33.7</i>	<i>0.6</i>	<i>1.3</i>	<i>338</i>	<i>38.1</i>	<i>6</i>	<i>0.2</i>	<i>339</i>	<i>26.3</i>	<i>0.03</i>	<i>1.0</i>
Fat fish	0.1	0.4	0.01	0.4	0.2	1.3	8.2	0.9	0.4	1.2	—	—	3	0.3	—	—	3	0.2	0.49	16.7
Other fish	0.01	0.6	0.02	0.9	0.4	2.4	27.7	3.0	0.9	2.9	—	—	—	0.1	—	—	—	—	0.06	1.9
<i>Total fish</i>	<i>0.01</i>	<i>0.7</i>	<i>0.02</i>	<i>1.3</i>	<i>0.6</i>	<i>3.7</i>	<i>35.9</i>	<i>3.9</i>	<i>1.2</i>	<i>4.1</i>	—	—	3	0.4	—	—	3	0.2	0.54	18.6
Eggs	0.04	3.2	0.14	7.8	...	0.2	55.7	6.1	1.0	3.3	—	—	95	10.7	—	—	95	7.1	0.47	16.2
Butter	—	—	—	—	—	—	1.4	0.1	...	0.1	—	—	140	15.8	111	5.2	195	14.6	0.24	8.3
Margarine	—	—	—	—	—	—	0.4	—	—	103	11.6	68	3.2	137	10.3	1.13	38.9
Other fats	—	—	—	—	—	—	0.1	—	—	1	0.1	—	—	1	0.1	—	—
<i>Total fats</i>	—	—	—	—	—	—	<i>1.8</i>	<i>0.2</i>	...	<i>0.1</i>	—	—	<i>243</i>	<i>27.5</i>	<i>179</i>	<i>8.4</i>	<i>333</i>	<i>25.0</i>	<i>1.38</i>	<i>47.2</i>
Sugar and preserves	—	—	—	—	—	—	0.2	1.1	2.1	2	0.1
Potatoes	0.13	10.0	0.05	3.1	1.7	10.3	49.5	5.4	2.5	8.7	13.0	25.2	—	—	—	—	—	—	—	—
Cabbage, brussels sprouts and cauliflower	0.01	1.1	0.03	1.5	0.1	0.8	9.0	1.0	0.3	0.9	5.2	10.0	—	—	70	3.3	12	0.9	—	—

TABLE 28—continued
(per person per day)

	Thiamin (a)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (a)		Retinol		Carotene		Retinol equivalent		Vitamin D (b)	
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total
Leafy salads	0.02	0.3	0.01	0.2	0.2	0.1	0.6	0.1	0.1	0.9	1.7	—	—	—	55	2.6	9	0.7	—	—
Fresh legumes, including quick-frozen.	—	1.3	—	0.8	—	1.3	4.5	0.5	1.0	1.0	2.0	—	—	—	32	1.5	5	0.4	—	—
Other fresh green vegetables	—	—	—	—	—	—	—	—	—	—	—	—	—	—	26	1.2	4	0.3	—	—
Fresh tomatoes	0.01	0.7	0.01	0.3	0.1	0.5	1.2	0.1	0.4	3.0	5.8	—	—	—	104	4.9	17	1.3	—	—
Carrots	—	0.4	—	0.3	0.1	0.4	0.5	0.1	0.2	0.3	0.6	—	—	—	1,079	50.8	180	13.5	—	—
Other root vegetables	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other vegetables and vegetable products	0.05	4.0	0.04	2.1	0.5	3.1	26.2	2.9	0.9	3.5	6.8	—	—	—	290	13.7	49	3.6	—	0.1
Total vegetables	0.23	18.0	0.16	8.6	2.8	16.7	92.4	10.2	4.3	14.7	33.3	—	—	—	1,656	78.0	276	20.7	—	0.1
Oranges	0.01	0.8	—	0.2	—	0.1	0.4	—	—	5.1	9.8	—	—	—	5	0.2	1	0.1	—	—
Other citrus fruit	—	—	—	—	—	—	—	—	—	1.2	2.3	—	—	—	—	—	—	—	—	—
Apples and pears	0.01	0.7	0.01	0.3	—	—	0.6	0.1	—	1.1	2.1	—	—	—	—	—	—	—	—	—
Soft fruit.	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Bananas	—	—	—	—	—	—	—	—	—	0.1	0.1	—	—	—	—	—	—	—	—	—
Other fresh fruit	—	—	—	—	—	—	—	—	—	0.7	1.4	—	—	—	—	—	—	—	—	—
Other fruit	0.01	0.6	0.01	0.8	0.1	0.8	2.5	0.3	0.2	6.8	13.2	—	—	—	38	1.8	7	0.5	—	—
Total fruit	0.03	2.7	0.03	1.8	0.3	1.4	5.0	0.6	0.4	17.1	33.0	—	—	—	83	3.8	14	1.1	—	—
White bread	0.23	18.2	0.04	2.1	1.8	10.9	120.3	13.1	2.7	9.1	—	—	—	—	—	—	—	—	—	—
Other bread	0.05	3.9	0.01	0.7	0.5	2.8	25.1	2.7	0.5	1.9	—	—	—	—	—	—	—	—	—	—
Flour	0.05	3.9	0.01	0.5	0.4	2.4	26.4	2.9	0.6	2.1	—	—	—	—	—	—	—	—	—	—
Cakes and pastries	0.02	1.6	0.02	1.1	0.1	0.8	15.3	1.7	0.3	1.1	0.1	—	—	—	—	—	—	—	—	—
Biscuits	0.04	3.2	0.01	0.7	0.3	2.0	19.7	2.1	0.5	1.5	—	—	—	—	—	—	—	—	—	—
Other cereals	0.15	11.5	0.17	9.4	1.6	9.7	24.3	2.6	1.5	5.2	0.2	—	—	—	13	0.6	6	0.5	—	—
Total cereals	0.53	42.3	0.26	14.6	4.7	28.6	231.1	25.1	6.1	20.9	0.3	—	—	—	13	0.6	17	1.4	—	—
Tea	—	—	0.08	4.6	0.5	3.3	—	—	0.5	1.9	—	—	—	—	—	—	—	—	—	—
Other beverages	0.01	0.6	—	0.3	1.1	6.4	2.8	0.3	1.1	3.8	—	—	—	—	—	—	—	—	—	—
Total beverages	0.01	0.6	0.09	4.9	1.6	9.7	2.8	0.3	1.6	5.7	—	—	—	—	—	—	—	—	—	—
Other foods	0.02	1.3	0.04	2.0	0.3	1.8	10.9	1.2	0.4	1.5	0.7	—	—	—	—	—	—	—	—	—
TOTAL ALL FOODS	1.26	100.0	1.78	100.0	16.6	100.0	918.7	100.0	29.3	100.0	61.7	100.0	886	100.0	2,134	100.0	1,335	100.0	2.91	100.0

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

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TABLE 29

Geographical variations in energy value and nutrient content of household food consumption, 1972

	All households	Region							Type of area										
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)	Conurbations			Other urban areas		Semi-rural areas	Rural areas		
											London	Provincial	Larger towns	Smaller towns					
Energy value (kcal)	2,430	2,510	2,330	2,540	2,440	2,470	2,470	2,470	2,470	2,470	2,470	2,470	2,470	2,470	2,470	2,470	2,470	2,470	
Total protein (g)	72.5	74.0	70.3	74.9	72.8	72.5	72.5	72.5	72.5	72.5	72.5	72.5	72.5	72.5	72.5	72.5	72.5	72.5	
Animal protein (g)	44.7	44.7	40.8	43.7	44.8	44.6	44.6	44.6	44.6	44.6	44.6	44.6	44.6	44.6	44.6	44.6	44.6	44.6	
Fat (g)	112	116	98	114	115	114	114	114	114	114	114	114	114	114	114	114	114	114	
Fatty acids: (g)																			
saturated (g)	52.0	54.7	45.2	52.1	51.7	52.9	52.1	52.1	52.1	52.1	52.1	52.1	52.1	52.1	52.1	52.1	52.1	52.1	
monounsaturated (g)	42.9	44.4	37.7	44.3	44.8	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	
polyunsaturated (g)	11.5	11.5	10.7	11.9	12.4	11.8	11.9	11.9	11.9	11.9	11.9	11.9	11.9	11.9	11.9	11.9	11.9	11.9	
Carbohydrate (g)	301	309	308	322	297	305	308	308	308	308	308	308	308	308	308	308	308	308	
Calcium (mg)	1,010	970	980	950	950	1,010	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	1,020	
Iron (mg)	13.2	13.4	13.2	14.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	13.2	
Thiamin (mg)	1.26	1.28	1.18	1.31	1.26	1.25	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28	1.28	
Riboflavin (mg)	1.78	1.72	1.64	1.71	1.73	1.77	1.76	1.76	1.76	1.76	1.76	1.76	1.76	1.76	1.76	1.76	1.76	1.76	
Nicotinic acid (mg)	16.6	17.0	14.8	17.2	16.9	16.7	16.2	16.8	16.2	16.8	16.2	16.8	16.2	16.8	16.2	16.8	16.2	16.8	
Nicotinic acid equivalent (mg)	29.3	29.8	26.9	30.1	29.7	29.4	28.8	29.8	28.7	29.6	28.9	31.1	29.5	28.8	28.6	28.1	28.6	28.1	
Vitamin C (mg)	52	54	42	47	48	50	53	49	52	57	62	62	51	51	52	47	52	47	
Vitamin A: (μg)	890	850	800	840	910	880	860	890	940	920	960	840	880	890	890	880	890	880	
retinol (μg)	2,120	1,970	1,930	2,120	2,100	2,700	1,920	2,010	1,910	2,090	2,170	2,070	2,250	2,020	2,090	1,870	2,090	1,870	
β-carotene (μg)	1,340	1,280	1,200	1,280	1,350	1,430	1,270	1,320	1,350	1,350	1,420	1,270	1,350	1,320	1,330	1,290	1,330	1,290	
total (retinol equivalent) (μg)	2.91	2.78	2.86	3.11	3.15	3.26	2.93	3.09	2.58	2.75	2.75	3.00	2.86	2.88	3.02	2.86	3.02	2.86	
Energy value (kcal)	105	106	101	108	105	108	106	107	100	105	110	105	105	102	104	105	102	104	
Protein (g)	125	124	122	127	126	126	123	125	120	126	135	126	126	122	123	126	122	123	
(as a percentage of minimum requirement)	192	191	188	198	194	193	189	193	184	193	205	194	192	186	189	194	186	185	
Calcium (mg)	189	179	183	177	181	190	192	193	191	195	201	182	187	187	194	187	187	194	
Iron (mg)	123	122	122	130	127	124	118	120	116	122	131	124	122	119	120	120	119	120	
Thiamin (mg)	137	135	129	141	137	138	137	140	134	138	147	138	138	132	134	132	132	134	
Riboflavin (mg)	131	124	122	125	128	131	128	129	129	137	145	127	131	127	130	122	127	130	
Nicotinic acid equivalent (mg)	194	192	181	198	197	195	189	193	184	198	214	195	195	187	188	179	187	188	
Vitamin C (mg)	184	186	154	167	172	178	187	172	181	204	230	169	180	179	182	180	182	179	
Vitamin A (retinol equivalent) (μg)	198	184	182	190	201	212	188	192	194	205	217	192	201	191	196	184	191	184	
Vitamin D (b) (μg)	88	82	87	94	97	99	89	95	79	84	87	90	86	88	92	88	88	92	
Protein (g)	11.9	11.8	12.1	11.8	11.9	11.7	11.6	11.7	12.0	12.1	12.4	12.0	11.9	11.9	11.8	11.9	11.9	11.8	
Fat (g)	41.5	41.8	38.1	40.4	42.3	41.7	41.4	41.2	41.9	42.4	42.6	40.6	41.6	41.3	41.8	40.4	41.3	41.8	
Carbohydrate (g)	46.4	46.2	49.6	47.6	45.7	46.4	46.8	46.9	45.9	45.4	44.9	47.3	46.3	46.6	46.3	46.3	46.6	46.3	

TABLE 29 (continued)

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East Anglia	London	Provincial	Larger towns	Smaller towns	Semi-rural areas	Rural areas
	61.6	60.4	58.1	58.4	61.5	61.6	60.7	61.1	62.6	63.7	64.2	59.3	61.6	62.0	61.9	60.2
Total protein (g)	29.9	29.5	30.2	29.5	29.8	29.4	29.1	29.4	30.1	30.1	30.9	30.0	29.8	29.7	29.5	28.5
Animal protein (g)	18.4	17.8	17.5	17.2	18.4	18.1	17.7	17.9	18.9	19.2	19.8	17.8	18.4	18.4	18.2	17.1
Fat (g)	46	46	42	45	47	46	46	46	47	47	47	45	46	46	46	45
Fatty acids: (g)																
saturated (g)	21.4	21.8	19.4	20.5	21.2	21.4	21.1	21.1	22.0	22.1	22.3	20.6	21.5	21.4	21.6	20.7
monounsaturated (g)	17.7	17.7	16.2	17.5	18.3	17.8	17.6	17.6	17.9	17.9	18.0	17.4	17.7	17.6	17.8	17.2
polyunsaturated (g)	4.7	4.6	4.6	4.7	5.1	4.8	4.7	4.6	4.7	4.7	4.7	4.8	4.8	4.7	4.7	4.7
Carbohydrate (g)	124	123	132	127	122	124	125	125	122	121	120	126	124	124	123	128
Calcium (mg)	415	389	422	375	391	408	413	411	402	430	423	402	411	418	422	413
Iron (mg)	5.4	5.4	5.7	5.6	5.5	5.4	5.2	5.2	5.4	5.4	5.6	5.5	5.4	5.4	5.3	5.2
Thiamin (mg)	0.52	0.51	0.51	0.52	0.52	0.51	0.52	0.52	0.53	0.52	0.53	0.52	0.52	0.51	0.51	0.50
Riboflavin (mg)	0.73	0.69	0.70	0.67	0.71	0.72	0.71	0.71	0.77	0.77	0.79	0.70	0.73	0.73	0.73	0.69
Nicotinic acid equivalent (mg)	12.0	11.9	11.5	11.9	12.2	11.9	11.7	11.8	12.2	12.3	12.9	12.0	12.1	11.9	11.7	11.1
Vitamin C (mg)	21	21	18	18	20	20	21	19	22	24	26	19	21	21	21	19
Vitamin A (retinol equivalent) (μg)	549	509	517	505	555	578	516	522	575	562	585	527	555	548	547	510
Vitamin D (b) (μg)	1.20	1.11	1.23	1.23	1.29	1.32	1.19	1.22	1.10	1.15	1.14	1.24	1.17	1.20	1.24	1.25

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

(b) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded in 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 30
 Energy value and nutrient content of the household food consumption of households in different income groups, 1972

	Income group							All house- holds
	A		B	C	D		OAP	
	A1	A2	A1 & A2	Consumption per person per day	With earners (D1)	Without earners (D2)		
Energy value	2,230	2,300	2,290	2,400	2,460	2,530	2,610	2,430
Total protein	9.4	9.6	9.6	10.0	10.2	10.6	10.9	10.2
Animal protein	71.6	72.0	72.0	72.0	73.3	75.2	75.4	72.5
Fat	49.4	47.9	48.3	44.7	43.0	46.1	46.5	44.7
Fatty acids:	116	112	113	112	110	114	119	112
saturated	54.2	52.6	53.0	52.2	50.6	53.1	56.2	52.0
monounsaturated	44.1	42.4	42.8	42.7	42.6	44.0	45.3	42.9
polyunsaturated	12.0	11.1	11.3	11.4	11.7	11.6	11.2	11.5
Carbohydrate	240	268	262	294	312	319	329	301
Calcium	1,000	1,010	1,010	1,010	990	1,040	1,070	1,010
Iron	12.5	13.0	12.9	13.1	13.3	13.7	13.4	13.2
Thiamin	1.22	1.23	1.23	1.25	1.26	1.28	1.27	1.26
Riboflavin	1.85	1.86	1.86	1.78	1.73	1.85	1.85	1.78
Nicotinic acid	17.1	17.0	17.0	16.5	16.4	16.9	16.6	16.6
Nicotinic acid equivalent	30.1	29.9	30.0	29.1	28.9	30.1	29.8	29.3
Vitamin C	70	63	65	53	47	53	47	52
Vitamin A:								
retinol	800	900	880	880	870	950	910	890
β-carotene	2,150	2,350	2,320	2,100	2,060	2,490	2,260	2,120
total (retinol equivalent)	1,260	1,390	1,370	1,330	1,300	1,470	1,400	1,340
Vitamin D (a)	2.70	2.74	2.74	2.80	3.05	3.12	2.99	2.91
Energy value	102	105	104	104	104	112	113	105
Protein	131	131	131	124	122	133	130	125
(as percentage of minimum requirement)	198	198	198	190	190	195	188	192
Calcium	198	195	196	190	186	192	195	189
Iron	119	124	123	122	122	127	122	123

(i) Consumption per person per day

(ii) As a percentage of recommended intake

TABLE 30—continued

	Income group							All house-holds		
	A			B	C	D				
	A1	A2	A1 & A2			With earners (D1)	Without earners (D2)		OAP	
Thiamin	140	141	141	136	134	139	146	142	137	
Riboflavin	144	144	144	134	127	126	128	118	131	
Nicotinic acid equivalent	211	208	209	197	191	188	187	170	194	
Vitamin C	200	235	242	194	170	168	176	144	184	
Vitamin A (retinol equivalent)	91	215	215	202	194	196	198	171	198	
Vitamin D (a)	82	84	84	83	92	97	98	108	88	
	(iii) Percentage of energy value derived from protein, fat and carbohydrate									
Protein	12.8	12.5	12.6	12.0	11.7	11.9	11.9	11.6	11.9	
Fat	46.8	43.7	44.3	41.9	40.5	39.9	40.7	41.0	41.5	
Carbohydrate	40.3	43.6	42.9	45.9	47.7	48.0	47.3	47.3	46.4	
	(iv) Animal protein as a percentage of total protein									
	69.1	66.6	67.0	62.1	59.6	59.3	61.3	61.7	61.6	
	(v) Consumption of nutrients per 1,000 kcal									
Total protein	32.0	31.3	31.4	30.0	29.4	29.9	29.7	28.9	29.9	
Animal protein	22.1	20.8	21.1	18.6	17.5	17.7	18.2	17.8	18.4	
Fat	52	49	49	47	45	44	45	46	46	
Fatty acids: saturated	24.3	22.9	23.1	21.7	20.6	20.4	21.0	21.6	21.4	
monounsaturated	19.7	18.4	18.7	17.8	17.3	17.1	17.4	17.3	17.7	
polyunsaturated	5.4	4.8	4.9	4.7	4.8	4.7	4.6	4.3	4.7	
Carbohydrate	107	116	114	122	127	128	126	126	124	
Calcium	449	440	442	420	403	403	412	411	415	
Iron	5.6	5.6	5.6	5.4	5.4	5.6	5.4	5.1	5.4	
Thiamin	0.55	0.53	0.54	0.52	0.51	0.52	0.51	0.49	0.52	
Riboflavin	0.83	0.81	0.81	0.74	0.70	0.73	0.73	0.71	0.73	
Nicotinic acid equivalent	13.5	13.0	13.1	12.1	11.8	11.9	11.9	11.4	12.0	
Vitamin C	31	27	28	22	19	20	21	18	21	
Vitamin A (retinol equivalent)	564	604	596	553	531	562	580	535	549	
Vitamin D (a)	1.21	1.19	1.20	1.17	1.24	1.32	1.23	1.15	1.20	

... of this (for any other) vitamin are not recorded in the Survey. Furthermore, most adults need no dietary

Energy value and nutrient content of the household food consumption of households of different composition, 1972

	Households with														
	1			2						3			4 or more		
	No. of adults			No. of children			Age of housewife			3			4 or more		
	0	1 or more	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	35 or over	1 or 2	3 or more	
Energy value	2,730	2,190	2,460	3,060	2,840	2,070	2,170	2,470	2,000	2,220	2,190	2,740	2,490	2,370	2,130
Total protein	11.4	9.2	10.3	12.8	11.9	8.7	9.1	10.3	8.4	9.3	9.2	11.4	10.4	9.9	8.9
Animal protein	(g) 80.6	(g) 76.5	(g) 82.9	(g) 92.1	(g) 82.9	(g) 64.8	(g) 65.7	(g) 73.5	(g) 60.1	(g) 63.9	(g) 62.6	(g) 83.0	(g) 75.1	(g) 69.7	(g) 61.7
Fat	(g) 127	(g) 93	(g) 122	(g) 147	(g) 134	(g) 95	(g) 100	(g) 115	(g) 89	(g) 98	(g) 90	(g) 131	(g) 116	(g) 108	(g) 90
Fatty acids:															
saturated	(g) 60.7	(g) 42.9	(g) 55.5	(g) 68.1	(g) 62.3	(g) 43.8	(g) 46.4	(g) 53.4	(g) 40.7	(g) 44.9	(g) 41.1	(g) 60.8	(g) 53.3	(g) 50.3	(g) 40.7
monounsaturated	(g) 47.8	(g) 35.6	(g) 47.0	(g) 56.4	(g) 51.4	(g) 36.4	(g) 37.9	(g) 44.0	(g) 34.1	(g) 37.3	(g) 34.1	(g) 50.4	(g) 44.9	(g) 41.4	(g) 34.9
polyunsaturated	(g) 12.0	(g) 10.1	(g) 13.8	(g) 14.7	(g) 13.1	(g) 9.9	(g) 10.2	(g) 12.0	(g) 9.7	(g) 10.7	(g) 10.0	(g) 13.1	(g) 12.0	(g) 10.8	(g) 10.2
Carbohydrate	(g) 336	(g) 290	(g) 280	(g) 364	(g) 346	(g) 255	(g) 271	(g) 303	(g) 255	(g) 287	(g) 272	(g) 325	(g) 305	(g) 297	(g) 285
Calcium	(mg) 1,190	(mg) 940	(mg) 1,010	(mg) 1,210	(mg) 1,120	(mg) 950	(mg) 1,020	(mg) 970	(mg) 890	(mg) 930	(mg) 850	(mg) 1,090	(mg) 1,000	(mg) 960	(mg) 850
Iron	(mg) 14.0	(mg) 11.8	(mg) 13.9	(mg) 16.7	(mg) 15.0	(mg) 12.2	(mg) 11.9	(mg) 13.3	(mg) 11.1	(mg) 11.7	(mg) 11.3	(mg) 15.0	(mg) 13.8	(mg) 12.6	(mg) 11.5
Thiamin	(mg) 1.36	(mg) 1.19	(mg) 1.30	(mg) 1.53	(mg) 1.39	(mg) 1.12	(mg) 1.16	(mg) 1.28	(mg) 1.10	(mg) 1.18	(mg) 1.19	(mg) 1.39	(mg) 1.29	(mg) 1.21	(mg) 1.41
Riboflavin	(mg) 2.04	(mg) 1.67	(mg) 1.84	(mg) 2.23	(mg) 2.01	(mg) 1.65	(mg) 1.69	(mg) 1.82	(mg) 1.55	(mg) 1.61	(mg) 1.48	(mg) 1.96	(mg) 1.76	(mg) 1.65	(mg) 1.48
Nicotinic acid	(mg) 17.8	(mg) 14.9	(mg) 17.9	(mg) 21.6	(mg) 18.8	(mg) 14.2	(mg) 14.9	(mg) 16.8	(mg) 13.6	(mg) 14.5	(mg) 14.5	(mg) 19.2	(mg) 17.3	(mg) 15.4	(mg) 14.3
Nicotinic acid equivalent	(mg) 31.9	(mg) 25.9	(mg) 31.4	(mg) 38.0	(mg) 33.4	(mg) 25.5	(mg) 26.5	(mg) 29.7	(mg) 24.1	(mg) 25.4	(mg) 25.0	(mg) 33.9	(mg) 30.5	(mg) 27.7	(mg) 24.7
Vitamin C	(mg) 58	(mg) 43	(mg) 60	(mg) 72	(mg) 60	(mg) 43	(mg) 48	(mg) 53	(mg) 40	(mg) 42	(mg) 38	(mg) 61	(mg) 57	(mg) 47	(mg) 38
Vitamin A: retinol	(µg) 1,010	(µg) 800	(µg) 970	(µg) 1,220	(µg) 1,030	(µg) 850	(µg) 810	(µg) 880	(µg) 720	(µg) 740	(µg) 680	(µg) 1,030	(µg) 950	(µg) 850	(µg) 650
β-carotene	(µg) 2,590	(µg) 1,970	(µg) 2,340	(µg) 2,960	(µg) 2,550	(µg) 1,810	(µg) 1,980	(µg) 2,220	(µg) 1,660	(µg) 1,720	(µg) 1,400	(µg) 2,460	(µg) 2,030	(µg) 1,920	(µg) 1,780
total (retinol equivalent)	(µg) 1,560	(µg) 1,210	(µg) 1,460	(µg) 1,830	(µg) 1,550	(µg) 1,230	(µg) 1,220	(µg) 1,350	(µg) 1,070	(µg) 1,110	(µg) 980	(µg) 1,550	(µg) 1,380	(µg) 1,260	(µg) 1,020
Vitamin D (a)	(µg) 3.21	(µg) 2.42	(µg) 2.76	(µg) 3.72	(µg) 3.43	(µg) 3.12	(µg) 2.69	(µg) 2.74	(µg) 2.53	(µg) 2.90	(µg) 2.65	(µg) 3.26	(µg) 2.95	(µg) 2.70	(µg) 2.63
Energy value	123	108	109	118	114	101	104	105	97	98	98	108	99	98	92
Protein (as a percentage of minimum requirement)	145	128	135	141	133	127	125	124	117	112	115	131	119	115	107
Calcium	210	194	206	219	199	195	195	193	185	174	183	201	185	178	166
Iron	227	177	208	231	204	175	188	188	168	166	156	185	156	158	155
Thiamin	132	110	138	145	136	127	122	118	114	104	113	135	126	111	102
Riboflavin	158	147	142	146	143	136	139	136	135	130	139	138	128	126	125
Nicotinic acid equivalent	142	149	137	144	124	142	144	144	139	127	133	127	117	118	115
Nicotinic acid equivalent	197	203	212	222	187	198	203	198	193	179	192	199	185	179	172
Vitamin C	185	178	216	230	182	163	189	194	164	162	156	196	191	168	147
Vitamin A (retinol equivalent)	201	213	218	235	190	207	213	203	201	181	187	200	186	183	164
Vitamin D (a)	122	71	102	140	123	56	61	97	55	91	63	124	118	94	86
Protein	11.8	11.9	12.4	12.0	11.7	12.5	12.1	11.9	12.0	11.5	11.8	12.1	12.1	11.8	11.6
Fat	42.0	38.3	44.7	43.2	42.4	41.1	41.2	42.0	40.0	39.7	37.8	43.1	41.9	41.1	38.1
Carbohydrate	46.2	49.8	42.7	44.6	45.8	46.2	46.9	46.0	47.8	48.6	50.3	44.6	45.9	47.0	50.1

TABLE 31—continued

	Households with																		
	1			2						3									
	0	1 or more	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	35 or over	Under 35	35 or over	35 or over	4 or more	3	4 or more	3 or more
No. of adults	63.8	58.8	64.0	64.8	62.8	61.5	62.3	62.1	60.5	58.6	55.6	55.1	63.2	61.3	60.1	56.0			
No. of children	29.5	29.7	31.1	30.1	29.2	31.3	30.2	29.7	30.1	28.8	29.5	28.5	30.3	30.1	29.5	29.0			
Age of housewife	18.8	17.5	19.9	19.5	18.3	19.3	18.8	18.5	18.2	16.9	16.4	15.7	19.2	18.5	17.7	16.2			
	47	42	50	48	47	46	46	47	44	44	42	41	48	47	46	42			
Total protein (g)	22.3	19.6	22.5	22.3	22.0	21.2	21.4	21.6	20.4	20.3	19.2	18.7	22.2	21.4	21.3	19.1			
Animal protein (g)	17.5	16.3	19.1	18.4	18.1	17.6	17.4	17.8	17.0	16.8	16.2	15.7	18.4	18.0	17.5	16.4			
Fat (g)	4.4	4.6	5.6	4.8	4.6	4.8	4.7	4.9	4.8	4.8	4.5	4.6	4.8	4.8	4.6	4.8			
Fatty acids: (g)	133	133	114	119	122	123	125	123	127	130	134	138	119	122	125	134			
saturated (g)	435	428	411	396	395	457	447	414	443	420	418	400	399	402	404	400			
monounsaturated (g)	5.1	5.4	5.6	5.5	5.3	5.9	5.5	5.4	5.5	5.3	5.6	5.4	5.5	5.5	5.3	5.4			
polyunsaturated (g)	0.50	0.54	0.53	0.50	0.49	0.54	0.54	0.52	0.55	0.53	0.56	0.54	0.51	0.52	0.51	0.54			
Carbohydrate (mg)	0.75	0.76	0.75	0.73	0.71	0.80	0.78	0.73	0.78	0.73	0.73	0.71	0.72	0.71	0.70	0.69			
Calcium (mg)	11.7	11.8	12.7	12.4	11.8	12.3	12.2	12.0	12.1	11.4	11.8	11.4	12.4	12.3	11.7	11.6			
Iron (mg)	2.1	2.0	2.5	2.3	2.1	2.1	2.2	2.1	2.0	1.9	1.8	1.7	2.2	2.3	2.0	1.8			
Thiamin (mg)	572	553	592	598	547	594	561	545	534	501	484	460	566	555	533	480			
Riboflavin (mg)	1.18	1.11	1.12	1.22	1.21	1.51	1.24	1.11	1.27	1.31	1.31	1.21	1.19	1.18	1.14	1.23			
Nicotinic acid equivalent (mg)	11.7	11.8	12.7	12.4	11.8	12.3	12.2	12.0	12.1	11.4	11.8	11.4	12.4	12.3	11.7	11.6			
Vitamin C (mg)	21	20	25	23	21	21	22	21	20	19	18	17	22	23	20	18			
Vitamin A (retinol equivalent) (μg)	572	553	592	598	547	594	561	545	534	501	484	460	566	555	533	480			
Vitamin D (a) (μg)	1.18	1.11	1.12	1.22	1.21	1.51	1.24	1.11	1.27	1.31	1.31	1.21	1.19	1.18	1.14	1.23			

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

TABLE 32
 Energy value and nutrient content of the household food consumption of households of different composition within income groups, 1972

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Energy value	A	2,570	(t) *	2,260	2,080	(2,010)	2,140
	B	2,770	(2,370)	2,300	2,080	2,130	2,290
	C	2,860	2,180	2,260	2,070	2,100	2,320
	D1 & D2	2,710	2,050	2,230	(2,060)	(1,960)	2,460
(MJ)	A	10.8	*	9.5	8.7	(8.4)	8.9
	B	11.6	(9.9)	9.6	8.7	8.9	9.6
	C	12.0	9.1	9.5	8.6	8.8	9.7
D1 & D2		11.3	8.6	9.3	(8.6)	(8.2)	10.3
Total protein	A	83.0	*	71.5	65.3	(59.8)	64.0
	B	84.7	(68.0)	68.6	61.4	62.1	67.9
	C	84.3	65.0	67.3	60.5	60.8	67.2
	D1 & D2	80.4	61.0	69.1	(60.2)	(58.6)	72.0
Animal protein	A	56.0	*	48.5	43.7	(36.8)	41.9
	B	54.6	(43.1)	42.6	37.3	36.5	40.4
	C	52.4	39.7	40.6	34.2	31.5	38.5
	D1 & D2	50.4	34.0	39.1	(34.1)	(31.0)	39.7
Fat	A	129	*	113	100	(92)	105
	B	136	(113)	106	95	92	104
	C	135	98	101	88	85	102
	D1 & D2	127	81	100	(87)	(78)	101

TABLE 32—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Fatty acids: saturated (g)	A	59.9	* (50.9)	53.2	45.9	(42.6)	49.3
	B	63.2	45.3	49.4	43.8	42.1	48.5
	C	62.0	37.0	46.6	39.5	38.3	45.8
	D1 & D2	58.7		44.4	(39.3)	(34.6)	46.3
monounsaturated (g)	A	48.9	* (42.7)	42.7	37.7	(34.2)	39.3
	B	52.0	37.4	40.3	35.8	34.8	39.5
	C	52.0	30.4	38.8	33.7	32.7	39.4
	D1 & D2	48.5		38.4	(33.9)	(30.2)	38.9
polyunsaturated (g)	A	12.8	* (13.5)	11.1	10.7	(10.3)	10.4
	B	13.5	10.0	10.8	10.1	9.8	10.3
	C	13.9	8.8	10.7	9.8	9.4	11.2
	D1 & D2	12.5		11.5	(9.4)	(8.7)	10.4
Carbohydrate (g)	A	290	* (289)	256	246	(250)	251
	B	322	276	284	262	282	290
	C	349	289	288	277	293	304
	D1 & D2	333		283	(277)	(275)	337
Calcium (mg)	A	1,100	* (960)	1,010	930	(980)	950
	B	1,130	980	1,000	920	870	940
	C	1,120	900	970	870	850	900
	D1 & D2	1,090		960	(870)	(790)	970
Iron (mg)	A	15.2	* (11.7)	12.8	11.5	(11.2)	11.1
	B	15.3	11.4	12.5	11.1	11.7	12.3
	C	15.3	11.3	12.3	11.4	11.6	12.4
	D1 & D2	14.6		12.9	(11.9)	(11.0)	13.9

TABLE 32—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Thiamin	(mg)	1.36	*	1.21	1.23	(1.16)	1.11
	A	1.42	(1.16)	1.21	1.11	1.17	1.20
	B	1.42	1.16	1.18	1.12	1.17	1.19
	C	1.35	1.15	1.18	(1.13)	(1.07)	1.28
Riboflavin	(mg)	2.09	*	1.84	1.74	(1.75)	1.69
	A	2.05	(1.83)	1.74	1.60	1.60	1.62
	B	1.99	1.67	1.68	1.50	1.44	1.55
	C	1.96	1.55	1.65	(1.60)	(1.33)	1.71
Nicotinic acid	(mg)	20.3	*	16.7	15.7	(14.0)	14.7
	A	19.6	(15.7)	15.6	13.9	14.7	15.3
	B	19.3	14.2	15.0	13.4	13.8	15.2
	C	18.2	14.0	14.7	(14.1)	(12.8)	16.0
Nicotinic acid equivalent	(mg)	35.4	*	29.6	27.2	(24.6)	26.0
	A	34.7	(27.6)	27.7	24.6	25.3	27.0
	B	34.1	25.3	26.8	23.7	23.8	26.7
	C	32.4	24.1	26.5	(24.3)	(22.8)	28.3
Vitamin C	(mg)	83	*	64	52	(49)	52
	A	68	(44)	50	41	38	46
	B	58	50	43	38	36	39
	C	59	37	47	(33)	(32)	41
Vitamin A: retinol	(µg)	1,090	*	840	750	(690)	790
	A	1,060	(1,190)	860	730	690	790
	B	1,060	640	820	690	660	760
	C	1,060	690	820	(920)	(600)	1,000

TABLE 32 — continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
β -carotene (μ g)	A	2,720	*	2,550	1,610	(1,840)	1,790
	B	2,550	(2,270)	2,000	1,670	1,470	1,870
	C	2,400	1,960	1,930	1,640	1,480	1,900
	D1 & D2	2,590	1,580	1,690	(1,470)	(900)	1,490
total (retinol equivalent) (μ g)	A	1,650	*	1,360	1,100	(1,080)	1,180
	B	1,600	(1,670)	1,290	1,090	1,020	1,200
	C	1,580	1,060	1,230	1,040	990	1,170
	D1 & D2	1,600	1,020	1,190	(1,240)	(820)	1,340
Vitamin D (a) (μ g)	A	3.09	*	2.68	2.55	(2.44)	2.49
	B	3.25	(2.74)	2.70	2.62	2.53	2.50
	C	3.47	2.58	2.87	2.70	2.70	2.87
	D1 & D2	3.29	2.40	3.16	(3.21)	(2.96)	3.30
Energy value	A	108	(ii) As a percentage of recommended intake	108	101	(96)	97
	B	111	*	105	97	99	96
	C	111	(117)	102	95	99	96
	D1 & D2	113	105	101	(102)	(93)	101
Protein	A	139	*	136	126	(114)	116
	B	136	(134)	125	115	115	113
	C	132	127	121	111	114	111
	D1 & D2	134	125	125	(118)	(111)	118
(as a percentage of minimum requirements)	A	207	*	208	196	(177)	176
	B	208	(203)	194	180	182	175
	C	205	193	190	175	181	173
	D1 & D2	197	190	190	(183)	(172)	179

TABLE 32—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Calcium	A	217	*	196	178	(175)	184
	B	218	(186)	187	171	158	174
	C	214	188	182	160	157	165
	D1 & D2	203	172	174	(162)	(143)	171
Iron	A	139	*	126	115	(107)	103
	B	140	(109)	121	108	111	108
	C	139	104	119	109	112	109
	D1 & D2	132	110	121	(120)	(106)	117
Thiamin	A	144	*	145	149	(141)	128
	B	143	(143)	138	131	138	126
	C	140	141	133	129	140	124
	D1 & D2	145	149	135	(141)	(128)	134
Riboflavin	A	141	*	154	152	(152)	131
	B	135	(164)	140	136	137	118
	C	129	148	135	126	126	113
	D1 & D2	126	146	129	(141)	(114)	120
Nicotinic acid equivalent	A	216	*	221	213	(191)	182
	B	208	(216)	200	188	195	177
	C	201	196	194	179	186	175
	D1 & D2	188	199	186	(193)	(175)	178
Vitamin C	A	277	*	250	217	(199)	199
	B	223	(189)	188	166	155	167
	C	186	204	162	149	152	143
	D1 & D2	185	159	172	(136)	(131)	144

TABLE 32—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Vitamin A (retinol equivalent)	A	222	*	231	203	(198)	187
	B	212	(290)	211	196	185	178
	C	205	186	200	182	182	174
	D1 & D2	201	191	187	(224)	(150)	192
Vitamin D (a)	A	120	*	70	70	(60)	90
	B	122	(107)	68	64	66	86
	C	131	88	70	66	70	96
	D1 & D2	121	61	73	(66)	(73)	104
				(iii) Percentage of energy value derived from protein, fat and carbohydrate			
Protein	A	12.9	12.6	12.6	12.5	(11.9)	12.0
	B	12.2	(11.5)	12.0	11.8	11.7	11.8
	C	11.8	11.9	11.9	11.7	11.5	11.6
	D1 & D2	11.9	11.9	12.4	(11.7)	(11.9)	11.7
Fat	A	44.9	*	45.0	43.1	(41.3)	44.0
	B	44.2	(43.0)	41.6	41.0	38.7	40.8
	C	42.5	40.5	40.4	38.1	36.3	39.5
	D1 & D2	42.0	35.3	40.1	(38.1)	(35.6)	37.0
Carbohydrate	A	42.2	*	42.4	44.4	(46.7)	44.0
	B	43.6	(45.6)	46.4	47.2	49.6	47.4
	C	45.7	47.5	47.7	50.2	52.2	49.0
	D1 & D2	46.1	52.8	47.6	(50.3)	(52.5)	51.4
Total protein			(iv) Consumption of nutrients per 1,000 kcal				
	A	32.2	31.6	31.6	31.3	(29.8)	29.9
	B	30.6	(28.7)	29.9	29.5	29.2	29.6
	C	29.5	29.8	29.8	29.2	28.9	28.9
	D1 & D2	29.6	29.8	30.9	(29.2)	(29.8)	29.3

TABLE 32—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Animal protein	A	21.7	* (18.2)	21.4	21.0	(18.3)	19.6
	B	19.7		18.5	17.9	17.1	17.6
	C	18.3		18.0	16.6	15.0	16.6
	D1 & D2	18.6		17.5	(16.5)	(15.8)	16.2
Fat	A	50	*	50	48	(46)	49
	B	49	(48)	46	46	43	45
	C	47	45	45	42	40	44
	D1 & D2	47	39	45	(42)	(40)	41
Fatty acids: saturated	A	23.3	*	23.5	22.0	(21.3)	23.1
	B	22.8	(21.5)	21.5	21.0	19.8	21.2
	C	21.7	20.8	20.6	19.1	18.2	19.7
	D1 & D2	21.7	18.0	19.9	(19.0)	(17.6)	18.8
monounsaturated	A	19.0	*	18.9	18.1	(17.1)	18.3
	B	18.8	(18.0)	17.6	17.2	16.3	17.2
	C	18.2	17.2	17.1	16.3	15.5	17.0
	D1 & D2	17.9	14.8	17.2	(16.4)	(15.4)	15.8
polyunsaturated	A	5.0	*	4.9	5.1	(5.1)	4.9
	B	4.9	(5.7)	4.7	4.9	4.6	4.5
	C	4.9	4.6	4.7	4.7	4.5	4.8
	D1 & D2	4.6	4.3	5.2	(4.6)	(4.4)	4.2
Carbohydrate	A	112	*	113	118	(125)	117
	B	116	(122)	124	126	132	126
	C	122	127	127	134	139	131
	D1 & D2	123	141	127	(134)	(140)	137

TABLE 32—continued

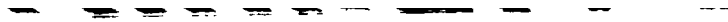
	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Calcium	A	428	*	446	446	(489)	442
	B	407	(405)	434	444	410	411
	C	390	452	430	423	403	387
	D1 & D2	402	439	428	(421)	(401)	393
Iron	A	5·9	*	5·7	5·5	(5·6)	5·2
	B	5·5	(4·9)	5·4	5·3	5·5	5·4
	C	5·4	5·2	5·5	5·5	5·5	5·3
	D1 & D2	5·4	5·5	5·8	(5·8)	(5·6)	5·7
Thiamin	A	0·53	*	0·54	0·59	(0·58)	0·52
	B	0·51	(0·49)	0·53	0·54	0·55	0·52
	C	0·50	0·53	0·52	0·54	0·56	0·51
	D1 & D2	0·50	0·56	0·53	(0·55)	(0·54)	0·52
Riboflavin	A	0·81	*	0·82	0·83	(0·87)	0·79
	B	0·74	(0·77)	0·76	0·77	0·75	0·71
	C	0·70	0·77	0·74	0·72	0·69	0·67
	D1 & D2	0·72	0·76	0·74	(0·78)	(0·68)	0·70
Nicotinic acid equivalent	A	13·7	*	13·1	13·1	(12·2)	12·2
	B	12·5	(11·6)	12·0	11·8	11·9	11·8
	C	11·9	11·6	11·9	11·5	11·3	11·5
	D1 & D2	12·0	11·8	11·9	(11·8)	(11·6)	11·5
Vitamin C	A	32	*	28	25	(24)	24
	B	25	(19)	22	20	18	20
	C	20	23	19	18	17	17
	D1 & D2	22	18	21	(16)	(16)	17

TABLE 32—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Vitamin A (retinol equivalent) (μg)	A	642	*	602	529	(541)	554
	B	579	(705)	560	525	479	523
	C	553	486	544	503	469	503
	D1 & D2	592	500	534	(602)	(420)	546
Vitamin D (a) (μg)	A	1·20	*	1·19	1·22	(1·22)	1·16
	B	1·17	(1·15)	1·18	1·26	1·19	1·09
	C	1·21	1·19	1·27	1·31	1·28	1·23
	D1 & D2	1·21	1·17	1·41	(1·56)	(1·51)	1·34
"Price of energy" index (b) all foods (All households = 100)							
	A	126	*	116	111	(95)	109
	B	111	(95)	100	94	88	95
	C	102	96	94	86	79	88
	D1 & D2	102	87	89	(86)	(76)	83
All income groups (c)	105	92	100	93	84	93	

* Fewer than 3 households in the sample.
 (a) The contributions from pharmaceutical sources are not recorded in the Survey.
 (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.

PART IV
Appendices



APPENDIX A

Methodology of the National Food Survey¹ and composition of the sample of responding households in 1972

1. The National Food Survey is a continuous sampling inquiry into the domestic food consumption and expenditure of private households in Great Britain. The Survey was initiated in July 1940; no preliminary pilot inquiry was undertaken, but much use was made of the experience of the pre-war surveys carried out by Crawford and Broadley² and by the Carnegie United Kingdom Trust.³ Until January 1950, the main survey was confined to urban working-class households, but thereafter it was extended to all classes and to all parts of Great Britain.

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

Selection of the sample

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

¹ A general account of the Survey has also been given by D. F. Hollingsworth and A. H. J. Baines in *Family Living Studies* (pages 120–138), International Labour Office, Geneva, 1961.

² W. Crawford and H. Broadley, *The People's Food*, Heinemann, 1938.

³ Rowett Research Institute, *Family Diet and Health in Pre-War Britain*, Carnegie United Kingdom Trust, 1955. See also A. H. J. Baines, D. F. Hollingsworth and I. Leitch (1963), *Nutrition Abstracts and Reviews* 33, 653–668.

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

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

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

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

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

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

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

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

8. The fieldwork is organised so as to give information throughout the year. For this purpose the year, excluding Christmas, is divided into 17 intervals, each of 21 days. For each interval, two of the selected polling districts are used; one is used in the first part of the interval and another from the same constituency for the second part. In the first polling district the interviewers attempt to place log-books with the pre-selected 20 housewives during the three days Monday to Wednesday. The completed records are collected by the interviewers after a period of seven days. Fieldwork in the second polling district begins in the middle of the 21 days, and the interviewer attempts to place log-books on Wednesday afternoon and during the three days Thursday to Saturday. She collects the completed records seven days later, that is, at the end of the interval. The cycle of operations is repeated throughout the year and in order to facilitate it the 44 constituencies are divided into 2 sets of 22. These two sets are used alternately, so that in one interval, one set of 22 constituencies is used covering 44 polling districts. In the next interval the other set of 22 constituencies is used covering a further 44 polling districts. However, as there are only 17 such intervals in the year, the two sets of constituencies are not in complete balance, one set normally being used nine times and the other eight.

Composition of the sample

9. The 44 Parliamentary constituencies selected for survey in 1972 are listed in Table 1 of this Appendix. At the second stage of sampling, 860 polling districts were selected, and at the third stage, 14,960 addresses. When visited, a few of these addresses were found to be those of institutions or other establishments not eligible for inclusion in the Survey. At some other addresses which were visited it was impossible to obtain any interview at all within the limited time

available for making calls, and the number of households resident at some of these addresses has been estimated. Subject to this qualification, and after allowing for adjustments brought about by the presence of more than one household at an address, the effective number of households in the selected sample was 14,286. When visited, it proved impossible within the time available to obtain any contact at all with a number of these households and in some others the housewife was seen but refused to give any information. Furthermore there were a number of households which answered a questionnaire¹ but declined to keep a log-book, while some of the housewives who undertook to keep a log-book did not in fact complete it; finally a few log-books were rejected at the editing stage leaving an effective sample of 7,587 households (53 per cent of the selected sample). Details are as follows:

	1972	
	Households	Per cent
Number of households at the addresses selected in the sample	14,286	100
Number visited, but no contact made	2,099	15
Housewife seen, but refused to give any information	1,795	13
Housewife answered a questionnaire but declined to keep a log-book	1,579	11
Housewife started to keep a log-book but did not complete it	1,186	8
Completed log-books rejected at editing stage	40	...
Effective sample of responding households ²	7,587	53

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

11. The average household size in the sample was 3.06 persons in 1972. This is based on the revised definition of a person (see Glossary) introduced in 1972 to achieve closer conformity with the Family Expenditure Survey. Employing the definition formerly in use, of "an individual who has at least half of his/her meals in the household during the week of Survey (i.e. a net balance of 0.50 or more)", the average household size would have been 3.04 persons, the same as in 1971. In 1972, in order further to conform with the practice in the Family Expenditure Survey, the definition of an adult was widened to include all persons of 16 years

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

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

of age or over, and all persons under that age were classified as children. On these definitions, the average household included in the sample contained 2·18 adults and 0·88 children, of whom 0·68 were under 12 years of age.

12. When households were grouped according to the gross weekly income of the head of the household the average household size was greatest in income group A1 (3·56 persons), lower (but still above the overall national average) in groups A2, B and C (3·51, 3·50 and 3·39 persons respectively) and below the overall national average in groups D1 and D2 and in pensioner households (2·68, 1·94 and 1·49 persons respectively) (Table 7 of this Appendix). The income ranges used to define income groups in 1972 are set out in Chapter 3, paragraph 68 of this Report, together with the distribution of households obtained. Further details of the samples from each income group in 1972 are given in Tables 5 to 8 of this Appendix; Tables 7 and 8 also give some details of the distribution of the sample according to household composition.

Information recorded by housewives

13. The log-book contains two pages for each day of the Survey week. On one page are entered the descriptions, quantity and cost of all items of food bought for the household supply; food obtained from an employer, free of payment, is recorded when it enters the household, but free food from a garden or allotment or from a farm or other business owned by a member of the household is recorded only at the time it is consumed. To avoid double counting, gifts of food received from another household in Great Britain are not recorded if they have been purchased by the donating household. On each facing page are entered particulars of the persons present at each meal and of the foods served, so that it is possible over the week to make an approximate check between the food entering the house and the meals provided.

14. Before June 1951, detailed records were obtained of changes in larder stocks between the beginning and end of the Survey week, but such recording was found to involve so much time and trouble as to affect the response rate adversely, to distort the normal pattern of consumption (though not its total volume) and to depress the normal food expenditure by drawing the housewife's attention to her existing stocks; those stocks she thereupon tended to use instead of food which she would otherwise have purchased during the week. The weighing and recording of larder stocks was therefore discontinued in June 1951, with a resulting improvement in Survey results except those for elderly women living alone,¹ who now, on average, increase their stocks of certain storable foods, particularly sugar and flour, during the Survey week. There is evidence that this change in their normal buying habits is confined to the first half of the Survey week. Although this "impact effect" is not confined to elderly women living alone, comparison of Survey results obtained before and after the change of technique provides no evidence that over-purchasing extends to the Survey week as a whole in the other groups; changes in the national averages are consistent with corresponding changes in estimates of food supplies moving into consumption.

15. The Survey thus records the quantity of food entering the household, not the amount actually consumed; it cannot therefore provide frequency distribu-

¹ Cf. *Domestic Food Consumption and Expenditure: 1959*, paragraph 58, HMSO, 1961, and see Platt, Gray, Parr, Baines, Clayton, Hobson, Hollingsworth, Berry and Washington (1964), "The food purchases of elderly women living alone; a statistical inconsistency and its investigation", *British Journal of Nutrition*, 18, 413-429.

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

Main analyses of Survey data

16. The Survey data of food purchases, consumption, expenditure and prices are tabulated for each of 154 categories of foods; details of the classification are given in Table 11 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 four in number:

- (i) *By region.* Nine regions are distinguished, separate results being given for Wales, for Scotland and for each of the standard regions of England, except that East Anglia is not treated separately but is combined with the South East region.
- (ii) *By type of area.* Six types of area are distinguished according to degree of urbanization, viz. London conurbation (identified with Greater London), provincial conurbations, larger towns, smaller towns, semi-rural areas and rural areas.
- (iii) *By income group,* which for Survey purposes is defined in terms of the gross weekly income of the head of the household. The income ranges used in 1972 and the distribution of the households in the sample are given in Chapter 3, paragraph 68.
- (iv) *By household composition.* A revised classification of households participating in the National Food Survey was introduced in 1972 and is described in paragraph 76.

Nutritional analysis of Survey results

17. The energy value and nutrient content of the recorded quantities of foods consumed (cf. paragraph 15 above) are evaluated using tables of food composition which make automatic allowance for the presence of inedible material such as bones, skins of fruits and vegetables and the outside leaves of such vegetables as cabbage, but not for losses of edible material. In addition to making allowances for inedible waste, allowance is also made in the conversion factors for seasonal changes in the wastage and nutrient content of certain foods, for example, potatoes. The nutrient conversion factors are especially compiled for application to the 154 categories of foods as classified in the National Food Survey; they are reviewed annually and revised in the light of accumulating knowledge about the composition of foods and the relative contribution of separate food items to the composite codes. The conversion factors, especially the estimates for protein, fat and carbohydrate, are based largely on those given in *The Composition of Foods*,¹ although the nutritive value of bread and flour is estimated from continuing analyses of flour made by the Government Chemist, and the energy conversion factors that are used for protein, fat and available carbohydrate (expressed in terms of monosaccharides) are respectively 4, 9 and 3.75 kcal

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

per g.¹ The nutrient conversion factors for minerals and vitamins were thoroughly revised for application to the Survey data for 1969 and subsequent years.

18. Allowances are made for losses of vitamin C and thiamin during cooking. The vitamin C contribution from green vegetables is reduced by 75 per cent and that from other vegetables by 50 per cent. Since 1969 appropriate cooking or reheating losses for thiamin have been applied to items within each major type of food in the diet, i.e. meat, fish, eggs, vegetables, fruit and cereals. The average retention factors for each food group are based on values derived from an extensive study of the literature. The weighted average loss of thiamin for the whole diet is calculated to be about 20 per cent.

19. Values for vitamin A (retinol) and nicotinic acid are expressed in terms of equivalents² in units of weight. Vitamin D is also expressed in units of weight: 1 i.u. vitamin D = 0.025 μg cholecalciferol. Energy is expressed in terms of kilocalories and also, in some instances, megajoules: 1,000 kcal = 4.184 MJ.

Retinol equivalent

Preformed vitamin A (retinol) and carotene are added together to give the total vitamin A activity or retinol equivalent in the diet: 1 μg retinol equivalent is defined as 1 μg retinol or 6 μg β -carotene.³ In earlier years total vitamin A was expressed as international units, allowance having been made for β -carotene being less biologically effective than retinol; 1 i.u. of retinol is defined as 0.3 μg retinol, so that values expressed in previous Annual Reports in terms of international units of vitamin A (or retinol) can be converted to retinol equivalents by multiplying by 0.3.

Nicotinic acid equivalent

Because the amino acid tryptophan (which occurs in almost all proteins) can be metabolised by the body to nicotinic acid, the requirements for nicotinic acid may be met by both nicotinic acid and tryptophan, 60 mg tryptophan being equivalent to 1 mg nicotinic acid. The nicotinic acid equivalent in the diet is the sum of the available nicotinic acid, and of the tryptophan divided by 60: nicotinic acid found naturally in cereal foods (other than that added under the policy of fortification) is ignored as it occurs in a bound form considered to be unavailable to man. Tables 27 to 32 of the Report show nicotinic acid equivalent in the average diet, and also nicotinic acid as such (which includes available nicotinic acid plus forms considered to be unavailable but excludes the amount derived from tryptophan); the latter figures are similar to those for nicotinic acid published in the previous Reports. Table 28, in addition, shows the national averages for tryptophan.⁴

Fatty acids

Dietary fat consists mainly of a complex mixture of triglycerides, each of which contains three fatty acids combined with glycerol. The acids were grouped in

¹ For fuller discussion see *Household Food Consumption and Expenditure: 1965*, Appendix F, paragraph 14, HMSO 1967; and see Southgate & Durnin, (1970) "Calorie conversion factors. An experimental reassessment of the factors used in the calculation of the energy value of human diets", *British Journal of Nutrition*, 24, 517-535.

² For fuller discussion see A. A. Paul (1969) "The calculation of nicotinic acid equivalents and retinol equivalents in the British diet". *Nutrition, London*, 23, 131-136.

³ Because the β -carotene in milk appears to be more efficiently absorbed than that from other sources, the DHSS report recommended for milk the relationship 2 μg β -carotene = 1 μg retinol equivalent; this has been adopted.

⁴ Calculated from *The amino-acid content of foods and biological data on proteins*, FAO Nutritional Studies No. 24, 1970.

this Survey according to the number of double bonds present, i.e. into saturated, monounsaturated and polyunsaturated fatty acids. For the diet as a whole, the total fatty acids constituted about 95 per cent of the weight of the fat; for individual foods this proportion varied slightly, being lower for dairy fats, with their greater content of short chain acids, and higher for most other foods.

20. The estimates of the energy value and nutrient content of the food obtained for consumption are compared with estimates of nutritional need, these being based on the recommendations of the Department of Health and Social Security (Table 10 of this Appendix). Such a comparison provides a means of evaluating the nutritional status of groups varying in composition or from year to year, but it should be noted that the recommended intakes for nutrients are judged to be sufficient or more than sufficient for practically all healthy persons in a population—and hence are necessarily in excess of the requirements of most individuals—while the recommended intake for energy is equated with the estimated average requirement of a group, not of individuals. Two sorts of adjustments have to be made to the Survey data in order to compare them with the estimate of nutritional need. Thus, what might be termed “household recommended intakes” are assessed from a knowledge of the age, sex and occupation of the members of the household, making allowance for the number and types of meals taken outside the home by persons belonging to the household, and inside the home by visitors (see paragraph 21 below). Also an assumption is made that 10 per cent¹ of all foods, and hence of all nutrients available for consumption, is not ingested, but is lost through wastage or spoilage in the kitchen or on the plate or is given to domestic pets (see paragraph 22 below).

21. Since the main purpose of the Survey is to study the pattern of the diet in the home (household), its records relate to quantities of food obtained for consumption in the home, which are expressed “per person per week”. For the purpose of the Survey a “person” is defined in the period under review as anyone who spends at least four nights in the household during the week of Survey *and* also 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, the “cross-over” head of household, or the housewife, he/she is regarded as a “person” in *all* cases. Anyone who does not qualify as a “person” under the above definition but has at least one meal from the household food supply during the week of Survey is a “visitor”. In comparing the estimates of consumption with estimates of nutritional need, the recommended intakes for the household are adjusted to allow for visitors’ consumption and for outside consumption by members of the household. It is assumed that the normal meal pattern is that of four meals (breakfast, dinner, tea and supper) each day. A person having all his meals at home during the week is said to have a total net balance of 1·00. When meals are eaten away from home² *deductions* are made from this total to give a “net balance” of meals eaten at home by that person; the scale of deductions currently used for this purpose is as follows³:

¹ This deduction of 10 per cent is somewhat arbitrary, and the degree of food wastage is likely to be far from uniform among different families. With this conventional deduction, the energy value of the food obtained for consumption on average by all households, which under rationing was very close to the estimated requirements, has since 1954 been from 3 to 11 per cent above them, and no doubt wastage varies with the scarcity, or otherwise, of food.

² Packed meals, such as sandwiches, provided by the housewife for consumption away from home, are treated as if they have been eaten at home.

³ These values were changed in January 1960; for a fuller discussion see *Household Food Consumption and Expenditure: 1965*, Appendix F, paragraph 16 and Table 2, HMSO, 1967.

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

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

Meals eaten by visitors are similarly weighted and are *added* to the household total, so that a visitor's meal in effect cancels a corresponding meal taken out by a similar person. Household recommended intakes are calculated by reference to the net balance for each person and for each visitor. A meal eaten outside the home is therefore assumed to be nutritionally equivalent to the corresponding meal eaten within the household, but estimates of the nutrient content of a meal eaten out are never added to the household food purchases.

22. The procedure adopted for comparing the estimates of the energy value and nutrient content of food obtained for consumption with estimates of nutritional need is as follows. For each type of household analysed, the recommended intakes given in Table 10 for each category of person are multiplied by the total net balance for that category; the products are summed over all categories (and in practice divided by the total number of persons in that household type) to give average recommended intakes (per person) for the group of households. Recorded nutrient consumptions (per person)—less 10 per cent (see paragraph 20 above)—are then expressed as percentages of these household recommended intakes. Thus, if it is assumed that the nutritional value of similar meals eaten at home and elsewhere is the same, it can be said that the nutritional value of food obtained for consumption at home is being related to the nutritional needs of the members of the household when they eat at home; the remainder of their nutritional needs is assumed to be met elsewhere.

Reconciliation of nutritional results

23. The weighted daily per caput energy requirement of the British population, calculated according to the recommendations of the Department of Health and Social Security, is about 2,350 kcal (9.8 MJ) at the level of ingestion. As the total supplies of food (excluding alcohol) available for human consumption in recent years have been equivalent to about 3,100 kcal (13.0 MJ) per head per day, this implies that wastage (including food fed to animals and any excessive human intake) is more than 700 kcal per head per day, or more than one-fifth of the food supply. Such a large gap between supplies and physiological requirements cannot yet be satisfactorily explained, but its occurrence in all well-developed countries is confirmed by comparing estimates of the energy value of food supplies in FAO Food Balance Sheets with those of energy requirements according to the FAO recommendations. In this country the gap between the total supply and household consumption recorded by the Survey can be bridged by taking into account the meals and food not included in the Survey; that between either of these estimates of food consumption and estimated physiological

requirements cannot, unless wastage between the level of measurement and actual intake is considerably greater than ordinarily assumed,¹ or unless intakes are markedly in excess of physiological requirements which themselves may be inaccurately assessed.

Reliability of Survey results

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

¹ See footnote (1) on page 167.

TABLE I
Constituencies surveyed in 1972

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1972
Wales	The whole of Wales and Monmouthshire	Cardiff West *Llanelli (Carmarthenshire)
Scotland	The whole of Scotland	Edinburgh, Pentlands *West Aberdeenshire (Aberdeenshire) †Glasgow, Provan *East Fife (Fife)
North	Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire	†Jarrow *North West Durham (Durham) Teesside, Redcar
Yorkshire and Humberside	The East and West Ridings of Yorkshire (including the City of York), and Lincolnshire (Parts of Lindsey excluding Lincoln CB)	†Colne Valley (Yorkshire West Riding) †*Normanton (Yorkshire West Riding) †Leeds South East *Bridlington (Yorkshire East Riding)
North West	Cheshire; Derbyshire (those areas not included in the East Midlands Region), and Lancashire	Blackpool North †Wallasey *Clitheroe (Lancashire) †Farnworth (Lancashire) †Oldham East *Northwich (Cheshire)
East Midlands	Derbyshire (all except Buxton MB, Glossop MB, New Mills UD, Whaley Bridge UD and Chapel-en-le-Frith RD, which are included in the North West Region); Leicestershire; Lincolnshire (Parts of Holland, Parts of Kesteven, and Lincoln CB); Northamptonshire; Nottinghamshire, and Rutland	Derby South *Holland with Boston (Lincoln—Parts of Holland) *Bosworth (Leicestershire)
West Midlands	Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire	Warley East *Ludlow (Shropshire) †Birmingham, Northfield *Newcastle under Lyme
South West	Cornwall (including the Isles of Scilly); Devonshire; Dorset (all except Poole MB); Gloucestershire; Somerset, and Wiltshire	*Yeovil (Somerset) Bristol South East *North Dorset (Dorset)
South East	Bedfordshire; Berkshire; Buckinghamshire; Dorset (Poole MB only); Essex; Hampshire (including the Isle of Wight); Hertfordshire; Kent; London (Greater London Council area); Oxfordshire; Surrey, and Sussex	†Ealing, Southall †Havering, Upminster †Sutton, Carshalton †Barnet, Finchley †Hammersmith, Fulham †Redbridge, Ilford South, *Bedford (Bedfordshire) *Horsham and Crawley (West Sussex) *Winchester (Hampshire) Fareham Rochester and Chatham *Farnham (Surrey) *Newbury (Berkshire), Oxford
East Anglia	Cambridgeshire and the Isle of Ely; Huntingdonshire and the Soke of Peterborough; Norfolk, and Suffolk	*Eye (Suffolk)

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

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

TABLE 2

Composition of the sample of responding households, 1972

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
HOUSEHOLDS IN CONURBATIONS					
LONDON					
Households	219	206	225	193	843
Persons	677	603	696	574	2,550
Persons per household	3.09	2.93	3.09	2.97	3.02
PROVINCIAL					
Households	396	347	372	322	1,437
Persons	1,235	1,124	1,266	1,004	4,629
Persons per household	3.12	3.24	3.40	3.12	3.22
OTHER URBAN HOUSEHOLDS					
Households	952	793	838	762	3,345
Persons	2,864	2,494	2,472	2,239	10,069
Persons per household	3.01	3.15	2.95	2.94	3.01
LARGER TOWNS					
Households	563	483	485	449	1,980
Persons	1,730	1,512	1,464	1,353	6,059
Persons per household	3.07	3.13	3.02	3.01	3.06
SMALLER TOWNS					
Households	389	310	353	313	1,365
Persons	1,134	982	1,008	886	4,010
Persons per household	2.92	3.17	2.86	2.83	2.94
SEMI-RURAL HOUSEHOLDS					
Households	439	373	371	325	1,508
Persons	1,363	1,136	1,111	994	4,604
Persons per household	3.10	3.05	2.99	3.06	3.05
RURAL HOUSEHOLDS					
Households	84	120	116	134	454
Persons	248	387	365	385	1,385
Persons per household	2.95	3.23	3.15	2.87	3.05
ALL HOUSEHOLDS					
Households	2,090	1,839	1,922	1,736	7,587
Persons	6,387	5,744	5,910	5,196	23,237
Persons per household	3.06	3.12	3.07	2.99	3.06

TABLE 3

Composition of the sample of responding households:
analysis by region and type of area, 1972

	Number of households	Number of persons	Average number of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1971 estimates)
Wales	327	1,014	3.10	4.3	4.4	5.0
Scotland	828	2,792	3.37	10.9	12.0	9.7
North	502	1,662	3.31	6.6	7.2	6.1
Yorkshire and Humberside	638	1,835	2.88	8.4	7.9	8.9
North West	1,012	2,886	2.85	13.3	12.4	12.5
East Midlands	584	1,769	3.03	7.7	7.6	6.3
West Midlands	819	2,501	3.05	10.8	10.8	9.5
South West	516	1,552	3.01	6.8	6.7	7.0
South East (a)/East Anglia	2,361	7,226	3.06	31.1	31.1	35.1
<i>All households</i>	<i>7,587</i>	<i>23,237</i>	<i>3.06</i>	<i>100</i>	<i>100</i>	<i>100</i>
London conurbation	843	2,550	3.02	11.1	11.0	13.7
Provincial conurbations	1,437	4,629	3.22	18.9	19.9	19.0
Other urban areas:						
larger towns	1,980	6,059	3.06	26.1	26.1	28.3
smaller towns	1,365	4,010	2.94	18.0	17.3	16.8
Semi-rural areas	1,508	4,604	3.05	19.9	19.8	18.3
Rural areas	454	1,385	3.05	6.0	6.0	3.8
<i>All households</i>	<i>7,587</i>	<i>23,237</i>	<i>3.06</i>	<i>100</i>	<i>100</i>	<i>100</i>

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

TABLE 4
Age and sex distributions of persons in the samples of responding households from each region and type of area, 1972
(per cent)

	All households	Region										Type of area																					
		Wales					Scotland					North		Yorks and Humberside		North West		East Midlands		West Midlands		South West		South East/ East Anglia		Conurbations		Other urban areas		Semi-rural areas		Rural areas	
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infants (under 1 year)	1.7	1.4	1.8	1.7	2.2	1.8	1.4	1.4	1.4	1.9	1.1	1.9	1.9	1.9	1.8	1.6	1.9	1.6	1.9	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.4	
Children, aged 1-4 years	7.4	8.2	8.0	7.7	6.8	7.6	7.6	7.6	7.6	7.4	6.9	7.4	7.4	7.4	8.4	7.5	6.8	7.5	6.8	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	7.4	6.9		
Children, aged 5-8 years	7.7	6.3	9.3	9.2	7.8	6.9	7.7	7.7	7.8	7.7	6.7	7.7	7.7	6.8	8.6	8.1	7.0	8.1	7.0	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	6.9		
Males, aged 9-14 years	5.2	4.7	5.8	5.7	4.5	4.7	4.8	4.8	4.5	5.3	4.8	5.3	5.3	4.8	5.8	5.3	4.8	5.3	4.8	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.3			
Males, aged 15-17 years	2.1	2.1	2.6	2.0	1.4	1.8	2.3	2.3	1.4	2.1	2.0	2.1	2.1	2.2	2.2	2.0	2.3	2.0	2.3	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.8			
Females, aged 9-14 years	5.1	4.4	6.8	6.2	4.5	4.5	4.6	4.6	4.5	5.1	4.5	5.1	5.1	4.9	6.1	5.1	4.9	5.1	4.9	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	5.4			
Females, aged 15-17 years	2.2	2.1	2.5	2.6	2.0	2.3	2.3	2.3	2.0	2.8	2.3	2.8	2.8	2.3	2.8	2.5	2.5	2.5	2.5	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	1.4			
Males, aged 18-34 years	5.3	6.1	4.8	3.7	5.7	5.9	5.5	5.5	5.7	5.9	4.3	5.9	5.9	4.7	5.5	4.7	5.4	5.4	4.8	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.3			
Sedentary	4.4	4.4	3.7	4.1	5.2	4.5	5.1	5.1	5.2	4.5	5.0	4.0	4.0	4.2	4.8	4.5	4.3	4.5	4.3	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	3.3				
Moderately active	1.1	1.2	1.2	1.1	1.9	0.9	0.8	0.8	1.9	0.9	0.9	1.0	1.0	1.4	0.9	1.4	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	1.1	2.2			
Very active																																	
Males, aged 35-64 years	8.7	8.6	7.5	8.7	7.7	8.0	8.1	8.1	7.7	8.0	9.8	9.8	8.0	8.0	6.8	8.9	8.9	8.9	9.2	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	8.7	6.9				
Sedentary	6.2	7.8	5.2	5.4	6.0	6.0	7.0	7.0	6.0	6.0	7.0	6.0	7.3	7.3	6.4	6.3	6.4	6.3	6.4	6.4	6.4	6.4	6.4	6.4	6.4	6.4	6.4	5.9					
Moderately active	1.9	1.5	2.3	3.5	2.4	1.9	2.6	2.6	2.4	1.9	0.8	1.5	2.1	2.1	2.0	1.6	2.0	1.6	2.0	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	4.9					
Very active																																	
Males, aged 65-74 years (all)	3.4	3.6	3.6	3.3	3.7	4.2	3.4	3.4	3.7	4.2	4.9	2.8	3.2	3.2	2.9	3.4	3.4	3.4	3.7	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	4.9					
Males, aged 75 years and over	1.2	0.3	0.9	1.0	1.1	1.6	1.1	1.1	1.1	1.6	1.9	1.4	1.3	1.3	1.0	1.0	1.0	1.0	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	2.5					
Females, aged 18-54 years (all)	24.2	24.5	23.4	23.1	24.2	23.0	24.4	24.4	24.2	23.0	23.6	25.0	24.8	24.8	23.2	24.4	24.4	24.4	24.2	24.6	24.6	24.6	24.6	24.6	24.6	24.6	24.6	21.2					
Females, aged 55-74 years	9.8	10.9	9.2	9.3	10.5	11.7	8.9	8.9	10.5	11.7	11.3	9.0	9.5	9.5	8.7	9.8	9.8	9.8	10.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	12.9						
Females, aged 75 years and over	2.2	1.9	1.5	1.5	2.5	2.9	2.4	2.4	2.5	2.9	2.5	2.2	2.4	2.4	2.0	2.0	2.0	2.0	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.8						

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

TABLE 5
Income group distribution of
urban and rural samples of responding households, 1972
(per cent)

Income group	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
				<i>Proportion of households</i>			
A1	1.8	4.2	0.3	1.1	1.7	2.9	1.8
A2	6.3	11.7	2.2	5.7	6.6	8.6	3.1
B	34.3	47.0	31.9	36.3	31.1	33.0	23.8
C	33.7	20.4	36.8	33.1	34.6	34.4	47.1
D1 (with earners)	4.9	3.0	6.1	4.8	5.3	5.2	3.3
D2 (without earners)	4.4	4.7	5.8	4.0	4.8	3.8	2.9
O.A.P.	14.5	9.0	16.8	15.1	16.0	12.2	18.1
All	100	100	100	100	100	100	100
No. of households	7,587	843	1,437	1,980	1,365	1,508	454
				<i>Proportion of persons</i>			
A1	2.1	4.8	0.3	1.3	2.2	3.1	2.4
A2	7.2	13.1	2.6	6.8	8.3	9.3	3.6
B	39.2	52.2	36.9	41.0	36.9	37.3	27.6
C	37.4	20.9	42.8	36.9	37.0	37.9	51.0
D1 (with earners)	4.3	2.4	5.5	4.1	4.8	4.4	3.2
D2 (without earners)	2.8	2.6	4.3	2.5	2.8	2.1	1.9
O.A.P.	7.1	4.1	7.5	7.4	8.1	6.0	10.3
All	100	100	100	100	100	100	100
No. of persons	23,237	2,550	4,629	6,059	4,010	4,604	1,385

TABLE 6
Age and sex distribution of persons in responding households
in different income groups, 1972
(per cent)

	All households	Income group						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	OAP
Infants (under 1 year)	1.7	—	1.7	1.9	1.9	2.2	1.4	—
Children aged 1-4 years	7.4	7.1	8.7	8.5	7.7	6.9	5.8	—
5-8 years	7.7	11.9	9.1	8.9	7.7	5.7	6.1	0.1
Males, aged 9-14 years	5.2	6.2	5.2	5.7	5.9	3.5	3.1	0.2
15-17 years	2.1	2.9	2.3	2.1	2.3	3.5	0.6	—
Females, aged 9-14 years	5.1	6.0	5.7	5.8	5.6	4.1	3.7	—
15-17 years	2.2	1.7	2.7	2.3	2.5	2.0	0.5	0.1
Males, aged 18-34 years								
Sedentary	5.3	5.0	7.4	6.6	4.7	6.1	3.4	0.3
Moderately active	4.4	0.8	2.4	5.4	5.5	1.1	0.2	—
Very active	1.1	—	0.2	0.9	1.9	0.5	—	—
Males, aged 35-64 years								
Sedentary	8.7	20.0	16.9	9.5	6.8	11.6	9.2	0.7
Moderately active	6.2	3.5	3.4	7.7	7.5	2.3	—	—
Very active	1.9	0.2	0.1	1.4	3.7	0.8	—	—
Males, aged 65-74 years (all)	3.4	1.2	1.1	0.8	2.1	6.1	11.0	23.2
75 years & over (all)	1.2	0.8	0.2	0.2	0.6	0.9	6.6	9.7
Females, aged 18-54 years (all)	24.2	26.2	27.9	27.1	25.3	23.4	13.6	1.6
55-74 years	9.8	5.2	3.8	4.5	7.3	17.9	28.1	47.5
75 years & over	2.2	1.0	1.0	0.7	1.1	1.5	7.0	16.7
	100	100	100	100	100	100	100	100

TABLE 7
 Composition of the sample of responding households: analysis by income group and household composition, 1972
 (households)

Household composition: No. of adults	No. of children	Age of housewife	Income group												All households			Average number of persons per household						
			A1		A2		B		C		D with earners (D1)		D without earners (D2)		OAP		Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.
			No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent								
1	0	all ages	2	1.5	11	2.3	62	2.4	177	6.9	71	19.0	136	40.4	595	54.1	1,054	13.9	1	1.43	0.60			
1	1	all ages	1	0.7	1	0.2	11	0.4	26	1.0	11	2.9	32	9.5	1	0.1	83	1.1	1	1.43	0.60			
2	0	under 35	4	3.0	23	4.8	194	7.5	127	5.0	10	2.7	4	1.2	—	—	362	4.8	2	2.86	—			
2	0	35-54	16	11.9	53	11.1	235	9.0	223	8.7	25	6.7	4	1.2	4	0.4	560	7.4	2	2.86	—			
2	0	55 or over	14	10.4	30	6.3	215	8.3	357	13.9	109	29.1	123	36.5	470	42.7	1,318	17.4	2	2.86	—			
2	1 or 2	Under 25	4	3.0	7	1.5	116	4.5	126	4.9	14	3.7	4	1.2	—	—	271	3.6	2	2.86	—			
2	1 or 2	25-34	13	9.6	90	18.9	443	17.0	266	10.4	22	5.9	3	0.9	—	—	857	11.0	2	2.86	0.01			
2	1 or 2	35 or over	25	18.5	83	17.4	320	12.3	217	8.5	16	4.3	8	2.4	1	0.1	670	8.8	2	2.86	0.59			
2	3	under 35	6	4.4	18	3.8	121	4.6	105	4.1	8	2.1	4	1.2	—	—	262	3.5	2	2.86	0.15			
2	3	35 and over	4	3.0	16	3.4	66	2.5	56	2.2	5	1.3	4	1.2	1	0.1	154	2.0	2	2.86	0.96			
2	4 or more	under 35	—	—	2	0.4	52	2.0	45	1.8	6	1.6	1	0.3	—	—	120	1.6	2	2.86	0.48			
2	4 or more	35 and over	4	3.0	6	1.3	32	1.2	45	1.8	6	1.6	1	0.3	—	—	94	1.2	2	2.86	1.40			
3	0	all ages	18	13.3	47	9.9	281	10.8	300	11.7	34	9.1	11	3.3	27	2.5	718	9.5	3	4.29	—			
4	0	all ages	2	1.5	23	4.8	103	4.0	130	5.1	8	2.1	1	0.3	1	0.1	268	3.5	4	5.71	—			
3	or more 1 or 2	all ages	17	12.6	48	10.1	286	11.0	252	9.8	22	5.9	1	0.3	—	—	626	8.3	3	4.29	0.64			
3	or more 3 or more	all ages	5	3.7	19	4.0	67	2.6	92	3.6	7	1.9	—	—	—	—	190	2.5	7	9.43	1.25			
Total all household types			135	100	477	100	2,604	100	2,560	100	374	100	337	100	1,100	100	7,587	100	3	4.29	0.68	0.20		
Average number of persons per household			No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent		
adults			2.37	100	2.37	100	2.37	100	2.36	100	2.02	100	1.54	100	1.49	100	2.18	100	2.18	100	2.18	100		
children under 12 years			0.90	100	0.89	100	0.89	100	0.79	100	0.50	100	0.32	100	...	100	0.68	100	0.68	100	0.68	100		
children 12-15 years			0.29	100	0.25	100	0.24	100	0.25	100	0.16	100	0.08	100	...	100	0.20	100	0.20	100	0.20	100		
Total			3.66	100	3.51	100	3.50	100	3.39	100	2.68	100	1.94	100	1.49	100	3.06	100	3.06	100	3.06	100		

TABLE 8
Average number of earners per household: analysis by income group and family composition, 1972

No. of adults	Household composition: No. of children	Age of housewife	All households	Income group							
				A			B	C	D		OAP
				A1	A2	A1 & A2	With earners (D1)	Without earners (D2)			
1	0	all ages	0.25	1.00	0.91	0.92	0.77	0.69	1.00	—	0.02
1	1 or more	all ages	0.52	1.00*	0.91	0.92*	0.91	0.73	1.18	—	—
2	0	under 35	1.72	1.50	1.52	1.52	1.76	1.76	1.70	—	—
2	0	35-54	1.51	1.31	1.38	1.36	1.58	1.54	1.36	—	0.25
2	0	55 or over	0.60	1.00	1.00	1.00	1.10	1.00	1.14	—	0.05
2	1 or 2	under 25	1.12	1.00	1.14	1.09	1.16	1.12	1.07	—	—
2	1 or 2	25-34	1.25	1.15	1.13	1.14	1.24	1.31	1.23	—	—
2	1 or 2	35 or over	1.43	1.12	1.33	1.28	1.45	1.52	1.63	—	—
2	3	under 35	1.18	1.17	1.06	1.08	1.26	1.17	1.13	—	—
2	3	35 and over	1.40	1.00	1.31	1.25	1.38	1.48	1.67	—	—
2	4 or more	under 35	1.06	—	1.00	1.00	1.17	1.02	1.17	—	—
2	4 or more	35 and over	1.32	1.00	1.17	1.10	1.47	1.29	1.33	—	—
3	0	all ages	1.87	1.56	1.96	1.85	2.05	1.98	1.56	—	0.15
4	0	all ages	2.95	2.50	2.39	2.40	2.85	3.22	2.25	—	—
3	1 or 2	all ages	2.38	1.59	1.94	1.85	2.41	2.52	2.23	—	—
3	3 or more	all ages	2.36	2.00	1.79	1.83	2.42	2.49	1.86	—	—
All households			1.28	1.30	1.45	1.42	1.62	1.60	1.32	—	0.04

* Fewer than 3 households in the sample.

TABLE 9
 Analysis of the sample of responding households according to type of dwelling occupied

	Year	Type of dwelling						All households
		Unfurnished, council	Unfurnished, other rented	Furnished, rented	Rent free	Owned outright	Owned with mortgage	
No. of households	1970	2,527	1,365	139	143	1,573	1,793	7,540
	1971	2,236	1,004	131	176	1,803	2,094	7,444
	1972	2,259	982	113	138	1,869	2,226	7,587
Percentage of households	1970	33.5	18.1	1.8	1.9	20.9	23.8	100
	1971	30.0	13.5	1.8	2.4	24.2	28.1	100
	1972	29.8	12.9	1.5	1.8	24.6	29.3	100
Average number of persons per household	1970	3.42	2.71	2.29	3.29	2.57	3.51	3.11
	1971	3.27	2.67	2.44	3.18	2.47	3.49	3.04
	1972	3.33	2.64	2.44	3.20	2.42	3.54	3.06
Average food expenditure per person per week expressed as a percentage of all households	1970	96	102	96	98	112	96	100
	1971	96	100	94	100	111	99	100
	1972	95	102	91	97	116	100	100

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TABLE 10
Recommended intakes (based on the Department of Health and Social Security's recommendations, 1969)
(per person per day)

	Energy		Protein		Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Vitamin A (retinol equivalent)	Vitamin D (cholecalciferol)
	MJ	kcal	(recom- mended intake)	(minimum require- ment)								
Infants (under 1 year)	3.3	800	20	15	600	6	0.3	0.4	5	15	450	10
Children aged 1 year	5.0	1,200	30	19	500	7	0.5	0.6	7	20	300	10
Children aged 2 years	5.9	1,400	35	21	500	7	0.6	0.7	8	20	300	10
Children aged 3-4 years	6.7	1,600	40	25	500	8	0.6	0.8	9	20	300	10
Children aged 5-6 years	7.5	1,800	45	28	500	8	0.7	0.9	10	20	300	2.5
Children aged 7-8 years	8.8	2,100	53	30	500	10	0.8	1.0	11	20	400	2.5
Children aged 9-11 years	10.5	2,500	63	36	700	13	1.0	1.2	14	25	575	2.5
Males aged 12-14 years	11.7	2,800	70	46	700	14	1.1	1.4	16	25	775	2.5
Males aged 15-17 years	12.6	3,000	75	50	600	15	1.2	1.7	19	30	750	2.5
Females aged 9-11 years	9.6	2,300	58	35	700	13	0.9	1.2	13	25	575	2.5
Females aged 12-14 years	9.6	2,300	58	44	700	14	0.9	1.4	16	25	725	2.5
Females aged 15-17 years	9.6	2,300	58	40	600	15	0.9	1.4	16	30	750	2.5
Males aged 18-34 years, sedentary	11.3	2,700	68	45	500	10	1.1	1.7	18	30	750	2.5
Males aged 18-34 years, moderately active	12.6	3,000	75	45	500	10	1.2	1.7	18	30	750	2.5
Males aged 18-34 years, very active	15.1	3,600	90	45	500	10	1.4	1.7	18	30	750	2.5
Males aged 35-64 years, sedentary	10.9	2,600	65	43	500	10	1.0	1.7	18	30	750	2.5
Males aged 35-64 years, moderately active	12.1	2,900	73	43	500	10	1.2	1.7	18	30	750	2.5
Males aged 35-64 years, very active	15.1	3,600	90	43	500	10	1.4	1.7	18	30	750	2.5
Males aged 65-74 years, (all)	9.8	2,350	59	39	500	10	0.9	1.7	18	30	750	2.5
Males aged 75 years and over	8.8	2,100	53	38	500	10	0.8	1.7	18	30	750	2.5
Females aged 18-54 years (all, except pregnant)	9.2	2,200	55	38	500	12	0.9	1.3	18	30	750	2.5
Females aged 18-54 years, pregnant	10.0	2,400	60	44	1,200	15	1.0	1.6	18	60	750	10
Females aged 55-74 years	8.6	2,050	51	36	500	10	0.8	1.3	15	30	750	2.5
Females aged 75 years and over	8.0	1,900	48	34	500	10	0.7	1.3	15	30	750	2.5

TABLE 11
Survey classification of foods

Food code no. in 1972	Description	Seasonal food (S) or convenience food (C)	Notes
4	MILK AND CREAM: Liquid milk—full price		
5	Liquid milk—welfare		
6	Liquid milk—school		
9	Condensed milk		
10	Dried milk, National		
11	Dried milk, branded		Full cream or half cream dried milk
12	Instant milk		
13	Yoghurt		Includes fruit yoghurt and flavoured yoghurts
14	Other milk		Skimmed milk (other than instant milk), goat's milk, sour milk, fresh cream desserts etc.
17	Cream		Fresh (or processed) bottled or canned (but excluding "imitation" cream—see code 148)
22	CHEESE: Natural		Includes all cheese, other than processed, e.g. Cheddar, Cheshire, Caerphilly, Lancashire, Dutch Edam, Danish Blue, cottage cheese, cream cheese.
23	Processed		Includes processed cheeses, boxed or portions, lactic cheese, cheese products/spreads (including those with added ham, celery, lobster etc.), cheese grills
31	MEAT AND MEAT PRODUCTS: Beef and veal		} Fresh, chilled or frozen (but <i>not</i> quick-frozen—see code, 88), any cut
36	Mutton and lamb		
41	Pork		
46	Liver		
51	Offals, other than liver		e.g., kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry
55	Bacon & ham, uncooked		
58	Bacon & ham, cooked, including canned	C	
59	Cooked poultry, including canned	C	Includes poultry removed from the can before sale by retailer
62	Corned meat	C	Includes all corned meat, whether purchased in cans or sliced
66	Other cooked meat (not purchased in cans)	C	Includes meats removed from can by retailer before sale—e.g., luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal & ham, tongue, brawn
71	Other canned meat and canned meat products	C	Purchased in a can—e.g., stewed steak, luncheon meat, minced meat, meat puddings and pies, pie fillings, meat with vegetables, ready-meals, sausages (Note: corned meats, canned, are coded 62; baby foods, canned or bottled, are coded 315).
73	Broiler chicken, uncooked		Plucked roasting fowl under 4 lb each, parts of any uncooked chicken (including "quick-frozen", e.g. branded "cabinet trade" packs)
77	Other poultry, uncooked		Chicken of 4 lb or more dressed weight or any unplucked chicken or boiling fowl; duck, goose, turkey, partridge, pheasant, grouse, pigeon etc. (including quick-frozen—e.g., branded "cabinet trade" packs)
78	Rabbit and other meat		e.g., rabbit, hare, horse, whale

TABLE 11—continued

Food code no. in 1972	Description	Seasonal food (S) or convenience food (C)	Notes
	MEAT AND MEAT PRODUCTS (contd.)		
79	Sausages, uncooked, pork		Includes pork sausage meat
80	Sausages, uncooked, beef		Includes beef sausage meat and any mixture e.g., pork/beef sausages
83	Meat pies and sausage rolls, ready-to-eat	C	Sausage rolls, "cold" meat pies (e.g., pork pies, veal and ham pies etc.) complete or in portions (not steak pies—see code 94)
88	Any quick-frozen meats (other than uncooked poultry) or quick-frozen meat products	C	e.g., beef slices, steak, chops, beef burgers, pork-burgers, steakburgers, cheeseburgers, steaklets ready-meals, sausages, meat pies, chicken pies etc.
94	Other meat products	C	Meat pies (except "cold" ready-to-eat varieties—see code 83) e.g., steak pies; pasties, puddings, pastes, spreads, liver sausage, cooked sausage, rissoles, haslet, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs, ready-meals
	FISH:		
100	White, filleted, fresh	S	} e.g., cod, haddock, whiting; plaice, skate, sole and other flat fish, hake, conger eel, red mullet
105	White, unfilleted, fresh	S	
110	White, uncooked, quick-frozen		e.g., cod, haddock, hake, plaice, lemon sole (including ready-breaded but not fish fingers, etc.—see code 127)
111	Herrings, filleted, fresh	S	
112	Herrings, unfilleted, fresh	S	
113	Fat, fresh, other than herrings	S	e.g., mackerel, sprats, salmon, trout, eel, roe
114	White, processed	S	i.e., smoked, dried or salted, e.g., haddock, cod
115	Fat, processed, filleted	S	} i.e., smoked, dried or salted, e.g., kippers, bloaters, soused or pickled herrings, smoked salmon, anchovies, smoked roe
116	Fat, processed, unfilleted	S	
117	Shell	S	Fresh prepared (but not canned or bottled—see code 120)
118	Cooked	C	Fried fish, fried roe, scampi, cooked or jellied eels
119	Salmon, canned	C	
120	Other canned or bottled fish	C	e.g., sardines, pilchards, mackerel, herrings, brisling, shellfish, roes, anchovies
123	Fish products, not quick-frozen	C	Fish cakes, fish pastes, ready-meals (but not "fish & chips"—see codes 118 & 197)
127	Quick-frozen fish products, and quick-frozen fish not specified elsewhere	C	Herrings, kippers, shellfish, fish fingers etc., fish cakes, fish and chips etc.
129	EGGS:	S	
	FATS:		
135	Butter		
138	Margarine		Includes "soft" margarine and margarine containing a proportion of butter
139	Lard and compound cooking fat		
143	Vegetable and salad oils		Corn oil, groundnut oil, "cooking" oil, olive oil
148	All other fats		Suet, dripping, "imitation" cream, "substitute" cream, low-fat spreads (but not "soft" margarine—see code 138)
	SUGAR AND PRESERVES:		
150	Sugar		Includes icing sugar (but not instant icing—see code 323)
151	Jams, jellies, fruit curds		
152	Marmalade		Includes jelly marmalade

TABLE 11—continued

Food code no. in 1972	Description	Seasonal food (S) or convenience food (C)	Notes
153	SUGAR AND PRESERVES (contd.) Syrup, treacle		
154	Honey		Includes honey spreads
	VEGETABLES:		
156	<i>Old Potatoes</i> January–August, not pre-packed	S	Includes all "old" potatoes purchased in the period January to August inclusive
157	January–August, pre-packed	S	
158	<i>New Potatoes</i> January–August, not pre-packed	S	Includes all "new" potatoes purchased in the period January to August inclusive
159	January–August, pre-packed	S	
160	<i>Potatoes</i> September–December, not pre-packed	S	Includes all potatoes purchased in the period September to December inclusive
161	September–December, pre-packed	S	
162	Cabbages, fresh	S	e.g., red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, kale, curly greens, savoy greens
163	Brussels sprouts, fresh	S	
164	Cauliflower, fresh	S	Includes heading broccoli
167	Leafy salads, fresh	S	e.g., lettuce, endive, watercress, mustard and cress, chicory
168	Peas, fresh	S	
169	Beans, fresh	S	
171	Other fresh green vegetables	S	e.g., spinach, spinach beet, sprouting broccoli, turnip tops
172	Carrots, fresh	S	
173	Turnips and swedes, fresh	S	
174	Other root vegetables, fresh	S	e.g., parsnips, beetroot, kohlrabi, artichokes, horse-radish
175	Onions, shallots, leeks, fresh	S	
176	Cucumbers, fresh	S	
177	Mushrooms, fresh	S	
178	Tomatoes, fresh	S	
183	Miscellaneous fresh vegetables	S	e.g., celery, radishes, marrow, asparagus, celeriac, sea kale, pimentoes, aubergines, corn-on-the-cob, salsify, pot herbs, pumpkin
184	Tomatoes, canned or bottled	C	
185	Peas, canned	C	Garden, processed etc.
188	Beans, canned	C	Includes baked beans, broad beans, butter beans, etc. (but not runner beans or kidney beans—see code 191)
191	Canned vegetables, (other than pulses, potatoes or tomatoes)	C	e.g., carrots, beetroot (not pickled beetroot—see code 327), celery, spinach, runner beans, kidney beans, mixed vegetables, sweet corn, mushrooms, asparagus tips. (Baby foods, canned or bottled, are coded 315)
192	Dried pulses, other than air-dried		e.g., lentils, split peas, mixed barley, peas and lentils
195	Air-dried vegetables	C	Air-dried peas, beans, onion flakes, mixed vegetables etc., (AFD foods are coded 320)
196	Vegetable juices	C	Includes tomato juice and purée
197	Chips, excluding quick-frozen	C	Includes chips purchased with fish

TABLE 11—continued

Food code no. in 1972	Description	Seasonal food (S) or convenience food (C)	Notes
198	VEGETABLES (contd.) Instant potato	C	
199	Canned potato	C	
200	Crisps and other potato products, not quick-frozen	C	e.g., crisps, chipples, mini-chips, puffs, potato scones, pies and cakes, potato salad
202	Other vegetable products	C	e.g., vegetable salad, sauerkraut, pease meal, pease pudding, cheese and onion pie, ready meals
203	Quick-frozen peas	C	
204	Quick-frozen beans	C	
205	Quick-frozen chips and other quick-frozen potato products	C	Includes puffs
208	All quick-frozen vegetables and quick-frozen vegetable products, not specified elsewhere	C	e.g., asparagus, broccoli, brussels sprouts, cauliflower, mixed vegetables, spinach, corn-on-the-cob
210	FRESH FRUIT: Oranges, fresh	S	
214	Other citrus fruits	S	e.g., lemons, grapefruit, tangerines, clementines, limes, ortaniques etc.
217	Apples	S	
218	Pears	S	
221	Stone fruit	S	e.g., plums, greengages, damsons, cherries, peaches, apricots, nectarines
222	Grapes	S	
227	Soft fruit, other than grapes	S	e.g., gooseberries, raspberries, strawberries, blackberries, loganberries, mulberries, bilberries, cranberries, blackcurrants, redcurrants
228	Bananas	S	
229	Rhubarb	S	
231	Other fresh fruit	S	e.g., melon, pineapples, fresh figs, pomegranates
233	OTHER FRUIT: Canned peaches, pears and pineapples	C	
236	Other canned or bottled fruit	C	e.g., fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries. Includes pie fillings
240	Dried fruit and dried fruit products		e.g., currants, sultanas, raisins, packeted mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallised fruit
241	Quick-frozen fruit and quick-frozen fruit products	C	Includes quick-frozen fruit juices
245	Nuts and nut products		Nuts shelled or unshelled, shredded or desiccated coconut, ground almonds, peanut butter, vegetarian nut products
248	Fruit juices	C	e.g., grapefruit, orange (excl. welfare), pineapple, lemon, lime, blackcurrant, rose-hip syrup. (Baby foods, canned or bottled, are coded 315)
249	Welfare orange juice	C	
251	CEREALS White bread, large, unsliced		} Loaves of 28 ounces or more
252	White bread, large, sliced		
253	White bread, small, unsliced		} Loaves of 14 ounces
254	White bread, small, sliced		

TABLE 11—continued

Food code no. in 1972	Description	Seasonal food (S) or convenience food (C)	Notes
255	CEREALS (contd.) Brown bread		Excludes wholewheat & wholemeal bread
256	Wholewheat & wholemeal bread		
263	Other bread		Malt bread, fruit bread, French bread, Vienna bread, milk bread, "slimming" bread, white or brown rolls
264	Flour		
267	Buns, scones and teacakes		Includes crumpets, muffins, tea-bread
270	Cakes and pastries	C	e.g., fruit cakes, fancy cakes, cream cakes, iced cakes, chocolate cakes, swiss rolls, sponge cakes, tarts, flans, shortbread, doughnuts, fruit pies
271	Crispbread	C	
274	Biscuits other than chocolate biscuits	C	Includes cream crackers, rusks, shortcake
277	Chocolate biscuits	C	Includes marshmallows and wafers
281	Oatmeal and oat products		Porridge oats, (but not instant porridge—see code 282) oatcakes, oatmeal, oat flakes
282	Breakfast cereals	C	e.g., cornflakes, "instant" porridge oats
285	Canned milk puddings	C	e.g., creamed rice, sago, macaroni, tapioca, semolina, custard (made-up)
286	Other puddings	C	e.g., Christmas pudding, fruit puddings, sponge puddings, syrup puddings
287	Rice		Includes ground rice, flaked rice
290	Cereal-based invalid foods (including "slimming" foods)	C	
291	Infant cereal foods	C	Includes infant rusk and cereal preparations and dried instant baby foods (baby foods, canned or bottled, are coded 315).
294	Quick-frozen cereal foods	C	e.g., sponges (including those with ice-cream), fruit pies, eclairs, pastry
299	Cereal convenience foods (including canned) not specified elsewhere	C	e.g., cake and pudding mixes, custard powder, instant puddings, canned pasta, pastry, sauce mixes
301	Other cereal foods		e.g., pearl barley, semolina, macaroni, spaghetti, sago, tapioca
304	BEVERAGES: Tea		Includes tea bags but not instant tea (see code 336)
307	Coffee, bean and ground		Includes coffee bags and sachets
308	Coffee, instant (including AFD)	C	includes accelerated freeze-dried instant coffee
309	Coffee, essences	C	
312	Cocoa and drinking chocolate		
313	Branded food drinks		e.g., malted milk
315	MISCELLANEOUS: Baby foods, canned or bottled	C	Strained foods and junior meals in glass jars or cans (other infant foods are coded 291) (Note dried milk is coded 10 & 11)
318	Canned soups	C	Includes broths and canned condensed soups (Note: baby food soups are coded 315)
319	Soups, dehydrated and powdered	C	
320	Accelerated freeze-dried foods (excluding coffee)		Excludes any item of which only part is AFD

TABLE 11—continued

Food code no. in 1972	Description	Seasonal food (S) or convenience food (C)	Notes
323	MISCELLANEOUS (<i>contd.</i>) Spreads and dressings		e.g., salad cream, cooking chocolate, sandwich spread, chocolate spread, instant icing
327	Pickles and sauces		Includes chutneys and continental sauces (but not sauce mixes—see code 299)
328	Meat and vegetable extracts		e.g., 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 quick-frozen foods not specified elsewhere	C	
334	Salt		
335	Artificial sweeteners (expenditure only)		e.g., saccharine
	Miscellaneous (expenditure only)		e.g., bones, gravy salts, vinegar, forcemeat, mustard, pepper, made-up jellies, flavourings and colourings, gelatine, yeast, herbs, curry powders, spices, instant tea.
	Synthetic foods		

TABLE 12
Foods included in the main food groups in the summary Tables (a) in Part III

Main food groups	Food codes 1972	Foods included
Liquid milk—full price welfare and school	4 5-6	
Condensed milk	9	
Dried and other milk	10-14	Dried (natural and branded); instant; yoghurt; other milk
Cream	17	
Cheese	22, 23	Natural; processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Bacon and ham, uncooked	55	
Poultry, uncooked	73-77	Broiler chicken uncooked; other uncooked poultry (including quick-frozen)
Other meat	46, 51, 58, 59, 62, 66, 71, 78, 79, 80, 83, 88, 94	Liver; offals (other than liver); bacon and ham, cooked (including canned); cooked poultry (including canned); corned meat; other cooked meat (not purchased in cans); other canned meat and canned meat products; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any quick-frozen meats (other than uncooked poultry) or quick-frozen meat products; other meat products
Fish, fresh	100, 105, 111, 112, 113	Fish, white, filleted and unfilleted; fish, herrings, filleted and unfilleted; fish, fat, other than herrings
Fish, processed and shell	114-117	Fish, white; fish, fat filleted and unfilleted; shell fish (not bottled or canned)
Fish, prepared	118-120, 123	Fish, cooked; salmon, canned; other canned or bottled fish; fish products, not quick-frozen
Fish, quick-frozen	110, 127	Fish, white uncooked; fish products; quick-frozen fish, not specified elsewhere
Eggs	129	
Butter	135	
Margarine	138	
Lard and compound cooking fat	139	
Other fats	143, 148	Vegetable and salad oils; all other fats
Sugar	150	

TABLE 12—continued

Main food groups	Food codes 1972	Foods included
Honey, preserves, syrup and treacle	151-154	Jams, jellies, fruit curds; marmalade; syrup, treacle; honey
Potatoes	156-161	Includes "old" and "new" potatoes, pre-packed and non-prepacked
Fresh green vegetables	162-171	Cabbages; brussels sprouts; cauliflowers; leafy salad; peas; beans; other fresh green vegetables
Quick-frozen vegetables	203-205, 208	Peas; beans; chips and other quick-frozen potato products; all other quick-frozen vegetables
Other vegetables	172-202	Carrots; turnips and swedes; other root vegetables; onions, shallots, leeks; cucumbers; mushrooms; tomatoes; canned or bottled tomatoes; peas canned; beans canned; canned vegetables other than pulses, potatoes and tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding quick-frozen; instant potato; canned potato; crisps and other potato products, not quick-frozen; other vegetable products
Fresh fruit	210-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
Other fruit	233-249	Canned peaches, pears and pineapples; other canned or bottled fruit; dried fruit and dried fruit products; quick-frozen fruit and quick-frozen fruit products; nuts and nut products; fruit juices; welfare orange juice
Brown bread	255	
White bread	251-254	Large loaves, sliced and unsliced; small loaves, sliced and unsliced
Wholewheat and whole-meal bread	256	
Other bread	263	
Flour	264	
Cakes	267, 270	Buns, scones and tea cakes; cakes and pastries
Biscuits	271, 274, 277	Crispbread; biscuits, other than chocolate; biscuits, chocolate
Oatmeal and oat products	281	
Breakfast cereals	282	
Other cereals	285-301	Canned milk puddings; other puddings; rice; cereal-based invalid foods (including "slimming" foods); infant cereal foods; quick-frozen cereal foods; cereal convenience foods (including canned); other cereal foods
Tea	304	

TABLE 12—*continued*

Main food groups	Food codes 1972	Foods included
Coffee	307-309	Coffee, bean and ground; coffee, instant (including accelerated freeze-dried); coffee essences
Cocoa	312	
Branded food drinks	313	
Miscellaneous foods (b)	315, 318-320, 323, 327-329, 332-336, 339	Baby foods, canned or bottled; soups, canned; soups, dehydrated and powdered; accelerated freeze-dried foods (excluding coffee); spreads and dressings; pickles and sauces; meat and vegetable extracts; table jelly squares and crystals; ice-cream (served as part of a meal); mousse; all quick-frozen foods not specified elsewhere; salt; artificial sweeteners; other miscellaneous foods (e.g. vinegar; pepper); synthetic foods

(a) See Tables 20, 21, 23, 24 and 26.

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

TABLE 13
Foods included in the main food groups in Table 9 of Part III

Main food groups	Food codes 1972	Foods included
Liquid milk	4, 5	Full price; welfare
Other milk and cream	9-14, 17	Condensed; dried (National and branded); instant; yoghurt; other milk; cream
Milk and cream	4, 5, 9-14, 17	As above.
Cheese	22, 23	Natural; processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Carcase meat	31, 36, 41	As above.
Bacon and ham, uncooked	55	
Poultry, uncooked	73-77	Broiler chicken, uncooked; other uncooked poultry (including quick-frozen).
Other meat and meat products	46, 51, 58, 59, 62, 66, 71, 78-80, 83, 88, 94	Liver; offals (other than liver); bacon and ham, cooked (including canned); cooked poultry (including canned); corned meat; other cooked meat (not purchased in cans); other canned meat and canned meat products; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any quick-frozen meats (other than uncooked poultry) or quick-frozen meat products; other meat products
All meat	31, 36, 41, 55, 73-77, 46, 51, 58, 59, 62, 66, 71, 78-80, 83, 88, 94	
Fish, fresh and processed	100, 105, 110, 111-117	Fish, white, filleted and unfileted, fresh; fish, white, uncooked, quick-frozen; herrings, filleted and unfileted, fresh; fish, fat, fresh, other than herrings; fish, white, processed; fish, fat, processed, filleted and unfileted; shellfish
Fish, convenience	118-120, 123, 127	Fish, cooked; salmon, canned; other canned or bottled fish; fish products, not quick-frozen; quick-frozen fish products; quick-frozen fish, not specified elsewhere
Fish	100-127	As above
Eggs	129	
Butter	135	
Margarine	138	
Other fats	139, 143, 148	Lard and compound cooking fat; vegetable and salad oils; all other fats

TABLE 13—continued

Main food groups	Food codes 1972	Foods included
Fats	135, 138, 139, 143, 148	As above
Sugar	150	
Preserves, syrup and treacle, honey	151-154	Jams, jellies, fruit curds; marmalade; syrup, treacle; honey
Potatoes	156-161	Includes "old" and "new" potatoes, pre-packed and non-prepacked.
Fresh green vegetables	162-164, 167-171	Cabbages; brussels sprouts; cauliflower; leafy salad; peas; beans; other fresh green vegetables
Other fresh vegetables	172-178, 183	Carrots; turnips and swedes; other root vegetables; onions, shallots, leeks; cucumbers; mushrooms; tomatoes; miscellaneous fresh vegetables
Other vegetables	184, 185, 188, 191, 192, 195-205, 208	Canned tomatoes; peas, canned; beans, canned; canned vegetables, other than pulses, potatoes or tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding quick-frozen; instant potato; canned potato; crisps and other potato products, not quick-frozen; other vegetable products; quick-frozen peas; quick-frozen beans; quick-frozen chips and other quick-frozen potato products; all quick-frozen vegetables and quick-frozen vegetable products, not specified elsewhere
Vegetables	156-161, 162-164, 167-171, 172, 178, 183-185, 188, 191, 192, 195-205, 208	As above
Fresh fruit	210, 214, 217, 218, 221, 222, 227-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
Other fruit	233, 236, 240, 241, 245, 248, 249	Canned peaches, pears and pineapples; other canned or bottled fruit; dried fruit and dried fruit products; quick-frozen fruit and quick-frozen fruit products; nuts and nut products; fruit juices; welfare orange juice
Fruit	210, 214, 217, 218, 221, 222, 227-231, 233, 236, 240, 241, 245, 248, 249	As above
Bread	251-256, 263	White, large, sliced and unsliced; white, small, sliced and unsliced; brown; wholewheat and wholemeal; other bread

TABLE 13—*continued*

Main food groups	Food codes 1972	Foods included
Cereals, other than bread	264, 267, 270, 271, 274, 277, 281, 282, 285-287, 290, 291, 294, 299-301	Flour; buns, scones and teacakes; cakes and pastries; crispbread; biscuits, other than chocolate; biscuits, chocolate; oatmeal and oat products; breakfast cereals; canned milk puddings; other puddings; rice; cereal-based invalid foods (including "slimming" foods); infant cereal foods; quick-frozen cereal convenience foods; cereal convenience foods (including canned); other cereal foods
Cereals	251-256, 263, 264, 267, 270, 271, 274, 277, 281, 282, 285-287, 290, 291, 294, 299-301	As above
Beverages	304, 307-309, 312, 313	Tea, coffee bean and ground; coffee instant, (including accelerated freeze-dried); coffee essences; cocoa and drinking chocolate; branded food drinks
Miscellaneous foods	315, 318-320, 323, 327-329, 332-334	Baby foods, canned or bottled; soups, canned; soups, dehydrated and powdered; accelerated freeze-dried foods (excluding coffee); spreads and dressings; pickles and sauces; meat and vegetable extracts; table jelly squares and crystals; ice-cream (served as part of a meal); all quick-frozen convenience foods, not specified elsewhere; salt

TABLE 14

Foods included in the main food groups in Table 17 of Part III

Main food groups	Food codes 1972	Foods included
Milk	4, 5, 6	Liquid, full price; liquid, welfare; liquid, school
Cheese	22, 23	Natural and processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Bacon and ham, uncooked	55	
Poultry, uncooked	73, 77	Broiler chicken, uncooked; other poultry, uncooked (including quick-frozen)
"Other" meat	46, 51, 58, 59, 62, 66, 71, 78, 79, 80, 83, 88, 94	Liver; offals, other than liver; bacon and ham, cooked, including canned; cooked poultry, including canned; corned meat; other cooked meat (not purchased in cans); other canned meat and canned meat products; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any quick-frozen meats (other than uncooked poultry) or quick-frozen meat products; other meat products
Fish	100-127	Fish, white, filleted and unfileted, fresh; fish, white, uncooked, quick-frozen; herrings, filleted and unfileted, fresh; fish, fat, fresh, other than herrings; fish, white, processed; fish, fat, processed, filleted and unfileted; shellfish; fish, cooked; salmon, canned; other canned or bottled fish; fish products not quick-frozen; quick-frozen fish products and quick-frozen fish, not specified elsewhere
Eggs	129	
Butter	135	
Margarine	138	
Cooking fat	139	Lard and compound cooking fat
"Other" fats	143, 148	Vegetable and salad oils; all other fats
Sugar	150	
Preserves	151-154	Jams, jellies, fruit curds; marmalade; syrup, treacle; honey
Potatoes	156-161	Includes "old" and "new" potatoes, pre-packed and non-prepacked
Fresh green vegetables	162-171	Cabbages; brussels sprouts; cauliflower; leafy salad; peas; beans; other fresh green vegetables

TABLE 14—continued

Main food groups	Food codes 1972	Foods included
"Other" vegetables	172-208	Carrots, fresh; turnips and swedes, fresh; other root vegetables, fresh; onions, shallots, leeks, fresh; cucumbers, fresh; mushrooms, fresh; tomatoes, fresh; miscellaneous fresh vegetables; tomatoes, canned or bottled; peas, canned; beans, canned; canned vegetables, other than pulses, potatoes or tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding quick-frozen; instant potato; canned potato; crisps and other potato products, not quick-frozen; other vegetable products; quick-frozen peas; quick-frozen beans; quick-frozen chips and other quick-frozen potato products; all quick-frozen vegetables and quick-frozen vegetable products, not specified elsewhere
Fresh fruit	210-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
"Other" fruit	233-248	Canned peaches, pears and pineapples; other canned and bottled fruit; dried fruit and dried fruit products; quick-frozen fruit and quick-frozen fruit products; nuts and nut products; fruit juices
Bread	251-263	White, large, sliced and unsliced; white, small, sliced and unsliced; brown; whole-wheat and wholemeal; other bread
Flour	264	
Cakes and biscuits	267-277	Buns, scones and tea cakes; cakes and pastries; crispbread; biscuits, other than chocolate; biscuits, chocolate
"Other" cereals	281-301	Oatmeal and oat products; breakfast cereals; canned milk puddings; other puddings; rice; cereal-based invalid foods (including "slimming" foods); infant cereal foods; quick-frozen cereal foods; cereal convenience foods (including canned); other cereal foods
Tea	304	
Coffee	307-309	Coffee, bean and ground; coffee, instant (including accelerated freeze-dried); coffee essences

TABLE 15

*Estimates of the standard errors of the yearly national averages
of expenditure, purchases and prices, 1972.*

	Standard errors			Percentage standard errors		
	Expenditure	Purchases	Prices	Expenditure	Purchases	Prices
MILK AND CREAM:						
Liquid milk						
Full price	0-13	0-02	0-01	0-52	0-52	0-11
School	0-02	19-78	19-58	3-21
<i>Total liquid milk</i>	<i>0-13</i>	<i>0-02</i>		<i>0-52</i>	<i>0-53</i>	
Condensed milk						
Dried milk	0-03	0-01	0-04	3-24	3-31	0-75
National	0-01	...	0-42	29-36	32-78	10-02
Branded	0-04	0-01	0-08	8-06	7-95	1-41
"Instant" milk	0-02	0-01	0-08	6-73	7-78	2-04
Yoghurt	0-03	...	0-24	4-22	4-26	1-23
Other milk	0-01	...	1-91	10-76	14-77	9-50
Cream	0-03	...	0-42	2-75	2-65	1-09
<i>Total milk and cream</i>	<i>0-15</i>	<i>0-02</i>		<i>0-53</i>	<i>0-52</i>	
CHEESE:						
Natural	0-08	0-04	0-10	1-27	1-26	0-30
Processed	0-02	0-01	0-39	3-20	3-08	1-01
<i>Total cheese</i>	<i>0-08</i>	<i>0-04</i>		<i>1-19</i>	<i>1-18</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	0-26	0-12	0-11	1-38	1-72	0-27
Mutton and lamb	0-19	0-10	0-23	1-97	2-17	0-74
Pork	0-16	0-09	0-40	2-39	2-99	1-19
<i>Total carcase meat</i>	<i>0-33</i>	<i>0-20</i>		<i>0-95</i>	<i>1-32</i>	
Other meat and meat products:						
Liver	0-04	0-02	0-20	2-45	2-45	0-66
Offals, other than liver	0-03	0-02	0-44	4-35	4-45	1-90
Bacon and ham, uncooked	0-12	0-06	0-16	1-22	1-27	0-50
Bacon and ham, cooked, including canned	0-06	0-02	0-34	1-94	1-99	0-61
Cooked poultry, including canned	0-03	0-02	1-04	6-55	7-54	2-85
Corned meat	0-04	0-01	0-29	2-89	2-98	0-61
Other cooked meat, not purchased in cans	0-04	0-02	0-50	2-44	2-36	1-12
Other canned meat and canned meat products	0-07	0-05	0-17	2-49	2-52	0-74
Broiler chicken, uncooked	0-10	0-09	0-13	2-44	2-44	0-71
Other poultry, uncooked	0-10	0-08	0-28	5-00	4-78	1-42
Rabbit and other meat	0-02	0-01	0-11	13-57	13-09	3-93
Sausages, uncooked, pork	0-05	0-04	0-09	1-79	1-78	0-40
Sausages, uncooked, beef	0-04	0-04	0-09	2-34	2-34	0-43
Meat pies and sausage rolls, ready-to-eat	0-03	0-02	0-18	2-96	3-00	0-78
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0-06	0-04	0-64	4-93	5-88	1-92
Other meat products	0-07	0-04	0-22	1-92	1-92	0-87
<i>Total other meat and meat products</i>	<i>0-30</i>	<i>0-18</i>		<i>0-77</i>	<i>0-81</i>	
<i>Total meat and meat products</i>	<i>0-48</i>	<i>0-28</i>		<i>0-65</i>	<i>0-76</i>	
FISH:						
White, filleted, fresh	0-06	0-03	0-26	2-87	2-77	0-81
White, unfileted, fresh	0-04	0-02	0-42	4-39	4-48	1-42
White, uncooked, quick-frozen	0-05	0-02	0-91	6-44	7-52	2-54
Herring, filleted, fresh	1-16	25-34	25-03	5-86
Herring, unfileted, fresh	0-01	0-01	0-63	11-41	10-81	3-50
Fat, fresh, other than herring	0-02	0-01	2-54	12-87	10-86	8-59
White, processed	0-02	0-01	0-42	5-77	5-66	1-36
Fat, processed, filleted	0-01	0-01	0-84	9-05	8-95	3-13
Fat, processed, unfileted	0-01	0-01	0-72	8-64	8-10	3-59
Shell fish	0-02	...	3-38	10-30	10-79	5-93
Cooked fish	0-06	0-03	0-30	2-98	3-05	0-94
Canned salmon	0-04	0-01	0-36	3-05	3-06	0-61
Other canned or bottled fish	0-02	0-01	0-70	4-00	3-92	2-18
Fish products, not quick-frozen	0-02	0-01	1-39	5-42	5-69	3-40
Quick-frozen fish products and quick-frozen fish not specified elsewhere	0-05	0-02	0-48	3-17	3-46	1-45
<i>Total fish</i>	<i>0-14</i>	<i>0-07</i>		<i>1-30</i>	<i>1-35</i>	

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TABLE 15—continued

	Standard errors			Percentage standard errors		
	Expenditure	Purchases	Prices	Expenditure	Purchases	Prices
EGGS:	0-07	0-04	0-01	0-91	0-89	0-32
FATS:						
Butter	0-09	0-06	0-10	1-21	1-25	0-38
Margarine	0-04	0-05	0-05	1-42	1-40	0-36
Lard and compound cooking fat	0-02	0-03	0-05	1-68	1-64	0-54
Vegetable and salad oils	0-03	0-04	0-32	5-63	6-04	1-58
All other fats	0-02	0-01	0-44	4-30	4-34	2-56
<i>Total fats</i>	0-11	0-09		0-83	0-80	
SUGAR AND PRESERVES:						
Sugar	0-07	0-17	0-04	1-47	1-10	0-91
Jams, jellies and fruit curds	0-02	0-03	0-08	2-54	2-54	0-63
Marmalade	0-02	0-03	0-09	3-08	3-16	0-77
Syrup, treacle	0-01	0-02	0-16	7-12	7-50	1-77
Honey	0-02	0-01	0-35	6-65	6-46	1-52
<i>Total sugar and preserves</i>	0-08	0-18		1-24	1-03	
VEGETABLES:						
Old potatoes						
January–August, not prepacked	0-04	0-50	0-02	2-75	3-45	1-51
January–August, prepacked	0-02	0-20	0-03	4-68	5-01	1-39
New potatoes:						
January–August, not prepacked	0-05	0-25	0-05	2-61	2-98	1-41
January–August, prepacked	0-02	0-08	0-11	8-50	7-77	3-04
Potatoes:						
September–December, not prepacked	0-04	0-46	0-03	3-14	3-97	1-67
September–December, prepacked	0-02	0-15	0-03	5-74	5-83	1-54
<i>Total fresh potatoes</i>	0-07	0-71		1-27	1-68	
Cabbages, fresh	0-02	0-08	0-04	2-09	2-08	0-77
Brussels sprouts, fresh	0-02	0-05	0-04	2-63	2-68	0-75
Cauliflowers, fresh	0-02	0-06	0-06	2-19	2-32	0-92
Leafy salads, fresh	0-02	0-02	0-18	1-92	2-08	1-12
Peas, fresh	0-01	0-04	0-16	8-04	8-77	2-73
Beans, fresh	0-02	0-03	0-26	6-06	6-07	2-75
Other fresh green vegetables	...	0-01	0-32	11-60	12-10	4-59
<i>Total fresh green vegetables</i>	0-05	0-13		1-26	1-32	
Carrots, fresh	0-01	0-06	0-05	2-09	2-26	1-23
Turnips and swedes, fresh	0-01	0-04	0-10	4-69	4-10	2-73
Other root vegetables, fresh	0-01	0-03	0-18	4-64	4-40	2-50
Onions, shallots, leeks, fresh	0-02	0-06	0-05	1-98	2-15	0-93
Cucumbers, fresh	0-02	0-02	0-14	2-54	2-58	1-04
Mushrooms, fresh	0-02	0-01	0-21	2-95	3-07	0-81
Tomatoes, fresh	0-05	0-04	0-10	1-36	1-38	0-57
Miscellaneous fresh vegetables	0-02	0-03	0-32	5-20	4-46	3-30
Tomatoes, canned or bottled	0-01	0-03	0-07	3-10	3-20	0-85
Canned peas	0-02	0-06	0-04	1-83	1-86	0-50
Canned beans	0-04	0-06	1-00	2-06	1-62	1-27
Canned vegetables, other than pulses, potatoes or tomatoes	0-02	0-04	0-14	3-12	2-98	1-53
Dried pulses, other than air-dried	0-02	0-03	0-26	6-24	7-32	2-26
Air-dried vegetables	0-01	...	2-50	6-65	7-16	3-75
Vegetable juices	0-01	0-01	0-61	10-10	11-58	4-27
Chips, excluding quick-frozen	0-03	0-04	0-11	2-83	2-96	0-73
Instant potato	0-01	0-01	0-89	7-53	8-46	2-83
Canned potato	0-01	0-02	0-19	7-86	7-98	2-07
Crisps and other potato products not quick-frozen	0-03	0-01	0-53	2-74	2-96	1-38
Other vegetable products	0-01	0-01	0-53	5-76	5-72	3-01
Quick-frozen peas	0-03	0-05	0-21	3-19	4-00	1-43
Quick-frozen beans	0-02	0-03	0-68	4-62	6-86	3-81
Quick-frozen chips and other quick-frozen potato products	0-02	0-02	0-41	7-27	8-94	3-33
All quick-frozen vegetables and quick-frozen vegetable products, not specified elsewhere	0-02	0-02	0-47	6-92	8-00	2-60
<i>Total other vegetables</i>	0-14	0-21		0-83	0-83	
<i>Total vegetables</i>	0-19	0-81		0-72	1-04	

TABLE 15—continued

	Standard errors			Percentage standard errors		
	Expenditure	Purchases	Prices	Expenditure	Purchases	Prices
FRUIT:						
Fresh						
Oranges	0-04	0-07	0-06	2-33	2-23	0-84
Other citrus fruit	0-03	0-05	0-11	3-25	3-29	1-12
Apples	0-06	0-11	0-09	1-62	1-87	0-98
Pears	0-02	0-03	0-14	4-27	4-32	1-44
Stone fruit	0-02	0-03	0-35	5-67	6-19	2-60
Grapes	0-02	0-02	0-35	6-28	5-88	2-04
Soft fruit, other than grapes	0-03	0-03	0-57	7-70	8-07	3-60
Bananas	0-03	0-05	0-06	1-89	1-90	0-62
Rhubarb	0-01	0-02	0-29	7-76	8-66	4-12
Other fresh fruit	0-01	0-03	0-30	7-21	7-04	3-48
Total fresh fruit	0-12	0-21		1-35	1-33	
Canned peaches, pears and pineapples	0-03	0-05	0-05	2-18	2-25	0-50
Other canned or bottled fruit	0-04	0-05	0-09	2-43	2-42	0-75
Dried fruit and dried fruit products	0-03	0-04	0-15	3-58	3-69	1-08
Quick-frozen fruit and quick-frozen fruit products	0-01	0-01	1-32	13-24	14-77	4-95
Nuts and nut products	0-04	0-02	0-73	6-98	6-88	2-36
Fruit juices	0-04	0-04	0-41	4-76	5-07	2-38
Total other fruit and fruit products	0-09	0-10		1-71	1-60	
Total fruit	0-17	0-26		1-17	1-14	
CERIALS:						
White bread, large loaves, unsliced	0-06	0-15	0-01	2-42	2-42	0-20
White bread, large loaves, sliced	0-09	0-25	0-01	1-36	1-36	0-16
White bread, small loaves, unsliced	0-04	0-08	0-02	2-63	2-61	0-30
White bread, small loaves, sliced	0-02	0-05	0-03	3-24	3-20	0-35
Brown bread	0-03	0-06	0-04	2-52	2-61	0-57
Wholewheat and wholemeal bread	0-02	0-03	0-09	7-25	7-41	1-21
Other bread	0-05	0-06	0-11	2-11	2-12	0-80
Total bread	0-09	0-22		0-62	0-63	
Flour	0-03	0-16	0-05	2-41	2-89	1-18
Buns, scones and teacakes	0-03	0-03	0-12	2-47	2-42	0-73
Cakes and pastries	0-09	0-06	0-13	1-57	1-50	0-57
Crispbread	0-01	0-01	0-28	4-17	4-05	1-38
Biscuits, other than chocolate biscuits	0-05	0-05	0-07	1-30	1-24	0-49
Chocolate biscuits	0-06	0-02	0-82	3-17	2-16	2-69
Oatmeal and oat products	0-02	0-03	0-18	4-35	4-60	1-96
Breakfast cereals	0-04	0-05	0-08	1-61	1-64	0-49
Canned milk puddings	0-02	0-04	0-04	2-90	2-86	0-58
Other puddings	0-02	0-01	0-26	4-72	4-76	1-44
Rice	0-01	0-03	0-12	5-15	5-34	1-46
Cereal-based invalid foods (including slimming foods)	0-01	...	2-89	15-23	15-87	5-93
Infant cereal foods	0-01	0-01	0-75	7-49	6-96	2-82
Quick-frozen cereal foods	0-02	0-01	1-08	8-97	8-96	4-35
Cereal convenience foods, including canned, not specified elsewhere	0-03	0-04	0-17	2-12	2-16	1-19
Other cereal foods	0-01	0-01	0-17	5-52	5-46	1-66
Total cereals	0-20	0-31		0-66	0-53	
BEVERAGES:						
Tea	0-06	0-03	0-13	1-23	1-23	0-39
Coffee, bean and ground	0-03	0-01	1-49	8-76	9-33	2-85
Coffee, instant	0-07	0-01	0-54	2-30	2-41	0-53
Coffee, essences	0-01	0-01	0-86	9-34	10-04	2-31
Cocoa and drinking chocolate	0-02	0-01	0-32	7-22	7-80	1-35
Branded food drinks	0-03	0-01	0-52	6-17	6-10	1-52
Total beverages	0-10	0-04		1-16	1-18	

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TABLE 15—continued

	Standard errors			Percentage standard errors		
	Expenditure	Purchases	Prices	Expenditure	Purchases	Prices
MISCELLANEOUS:						
Baby foods, canned or bottled	0-04	0-04	0-24	6-06	6-11	1-72
Soups, canned	0-04	0-07	0-05	2-19	2-18	0-61
Soups, dehydrated and powdered	0-02	0-01	1-01	4-93	5-31	2-19
Accelerated freeze-dried foods (excl. coffee)	15-42	47-44	50-20	17-21
Spreads and dressings	0-02	0-01	0-43	4-26	4-73	2-07
Pickles and sauces	0-03	0-04	0-13	2-28	2-37	0-87
Meat and vegetable extracts	0-02	0-01	1-10	3-29	3-80	1-34
Table, jelly, squares and crystals	0-01	0-01	0-20	3-21	3-08	1-13
Ice cream (served as part of a meal), mousse	0-04	0-05	0-34	4-02	5-08	2-17
All quick-frozen foods, not specified elsewhere	3-55	35-92	34-00	8-59
Salt	0-01	0-08	0-20	4-01	8-28	6-43
Artificial sweeteners (expenditure only)	0-02	—	—	34-98	—	—
Miscellaneous (expenditure only)	0-06	—	—	5-04	—	—
Synthetic foods	0-53	58-17	58-28	0-78
<i>Total miscellaneous</i>	<i>0-09</i>	<i>0-14</i>		<i>1-18</i>	<i>1-63</i>	
<i>Total expenditure</i>	<i>1-00</i>	<i>n.a</i>	<i>n.a</i>	<i>0-42</i>	<i>n.a</i>	<i>n.a</i>

APPENDIX B

Estimates of income elasticities of demand for individual foods, 1972

1. The elasticity of demand for a commodity with respect to changes in income 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, other things remaining equal. Estimates of the income elasticity of total household food expenditure per head in 1972 for each of twelve household types and for the twelve groups combined are given in Table 1 of this Appendix.¹ The changes in the classification of households adopted in 1972 and described in Chapter 3 of this Report necessitated some revision of the groups used in the estimation of income elasticities, and the opportunity was taken to make the twelve groups in total more representative of the household population. This was achieved by including most of the households previously excluded, the only exceptions being some rather heterogeneous groups of large families. In 1972, the twelve groups accounted for 92 per cent of those households which declared their income, compared with only 78 per cent in 1971, and had an average household size of 2.73 persons compared with 2.62 in 1971. Since about three quarters of the households taking part in the Survey in 1972 declared their income, the twelve elasticity groups accounted for 69 per cent of the total sample. The changes mentioned above preclude a comparison of the elasticity obtained in 1972 for a particular type of household with previous estimates. However, the overall elasticity, obtained as a weighted average of the twelve individual elasticities, may with some justification be compared with similar estimates made in previous years. The following table gives estimates of the overall income elasticity of total food expenditure for a selection of years from 1955 to 1972; the standard errors of the four most recent estimates were each 0.01.

Income elasticity of total food expenditure

1955	1958	1960	1962	1965	1966	1967	1969	1971	1972
0.30	0.28	0.25	0.27	0.23	0.23	0.20	0.20	0.20	0.23

Between 1955 and 1967 the elasticity followed a downward trend, falling from 0.30 to 0.20, but after remaining at 0.20 for a further four years it increased in 1972 to its 1966 value of 0.23. This increase is certainly significant in relation to its standard error and does not appear to be due to the changes in the twelve household groups, since the individual elasticities increased for those types of household in the original classification for which there is an approximately corresponding group in the new classification. An increase in the income elasticity in 1972 is consistent with the hypothesis that the income elasticity for food increases when food prices rise relative to other prices (as happened in 1972) and decreases when food prices fall relative to other prices, other things being equal.

2. Estimates of the income elasticities of expenditure on individual foods as classified in the Survey in 1972 are given in Table 2 of this Appendix, together with corresponding estimates of the income elasticities of quantity purchased.¹

¹ The estimates were derived from National Food Survey data using cross-sectional methods of analysis as described in *Household Food Consumption and Expenditure: 1969*, Appendix B, HMSO, 1971.

Most of the estimates given in Table 2 are positive in sign and indicate that, other things being equal, the expenditure on food (or the quantity purchased) increases when real incomes rise; the negative signs indicate food items on which expenditure (or quantity purchased) decreases with increasing income. For most of the foods for which the income elasticity is positive, the elasticity of expenditure is greater than that for quantity, because as income rises not only is more food bought, but there is a tendency to buy varieties of better quality or at least higher price. Similarly, for certain items for which the elasticity of quantity is negative, the expenditure elasticity may be closer to zero or even be positive in sign. Compared with the estimates obtained in 1971, most of the individual foods are now more elastic with respect to income, and some foods for which the income elasticity was formerly negative in sign have now assumed a positive sign; these changes are to be expected in view of the increase in the income elasticity of total food expenditure.

TABLE 1

Estimated income elasticity of household food expenditure, 1972

(Standard errors of the estimates are shown in brackets)

Type of household	
1 adult only (under 55)	0.06 (0.10)
1 adult only (55 and over)	0.35 (0.03)
2 adults only (housewife under 55)	0.14 (0.07)
2 adults only (housewife 55 or over)	0.23 (0.02)
2 adults, 1 child	0.23 (0.03)
2 adults, 2 children	0.15 (0.03)
2 adults, 3 children	0.29 (0.04)
2 adults, 4 children	0.21 (0.06)
3 adults	0.17 (0.04)
4 adults	0.13 (0.09)
3 adults, 1 child	0.16 (0.06)
4 adults, 1 child	0.31 (0.15)
All above households (weighted average)	0.23 (0.01)

TABLE 2

Estimates of income elasticities of demand for individual foods, 1972 (a)

	Income elasticities of expenditure	Income elasticities of quantity purchased
MILK AND CREAM		
Liquid milk		
Full price	0.15 (0.02)	0.13 (0.02)
School	1.27 (0.53)	0.03 (0.12)
<i>Total liquid milk</i>	<i>0.15 (0.02)</i>	<i>0.12 (0.02)</i>
Condensed milk	0.09 (0.13)	0.09 (0.12)
Dried milk		
National	0.02 (0.80)	-0.26 (0.86)
Branded	-1.64 (0.25)	-1.63 (0.24)
Instant milk	-0.05 (0.14)	-0.03 (0.17)
Yoghurt	1.23 (0.19)	1.24 (0.18)
Other milk	0.78 (0.36)	0.70 (0.77)
Cream	1.03 (0.08)	0.90 (0.09)
<i>Total milk and cream</i>	<i>0.35 (0.07)</i>	<i>-0.12 (0.10)</i>
CHEESE		
Natural	0.37 (0.02)	0.34 (0.03)
Processed	0.04 (0.12)	0.04 (0.10)
<i>Total cheese</i>	<i>0.34 (0.03)</i>	<i>0.32 (0.03)</i>
MEAT AND MEAT PRODUCTS		
Carcase meat		
Beef and veal	0.39 (0.03)	0.28 (0.02)
Mutton and lamb	0.45 (0.06)	0.39 (0.06)
Pork	0.39 (0.04)	0.44 (0.05)
<i>Total carcase meat</i>	<i>0.41 (0.02)</i>	<i>0.35 (0.02)</i>
Other meat and meat products		
Liver	0.06 (0.11)	0.01 (0.13)
Offals, other than liver	0.34 (0.14)	0.20 (0.15)
Bacon and ham, uncooked	0.21 (0.04)	0.11 (0.04)
Bacon and ham, cooked, including canned	0.31 (0.06)	0.27 (0.06)
Cooked poultry, including canned	0.40 (0.19)	0.45 (0.23)
Corned meat	0.02 (0.11)	0.03 (0.12)
Other cooked meat, not purchased in cans Other canned meat and canned meat products	0.16 (0.11)	0.05 (0.08)
Broiler chicken, uncooked	-0.08 (0.07)	-0.15 (0.07)
Other poultry, uncooked	0.39 (0.06)	0.33 (0.08)
Rabbit and other meat	0.75 (0.08)	0.60 (0.09)
Sausages, uncooked, pork	0.77 (0.35)	0.83 (0.31)
Sausages, uncooked, beef	0.29 (0.03)	0.26 (0.03)
Meat pies and sausage rolls, ready-to-eat Quick-frozen meat (other than uncooked poultry) and quick-frozen meat pro- ducts	-0.30 (0.04)	-0.33 (0.05)
Other meat products	0.27 (0.06)	0.27 (0.09)
Other meat products	0.45 (0.22)	0.53 (0.25)
Other meat products	0.10 (0.05)	-0.01 (0.04)
<i>Total other meat and meat products</i>	<i>0.21 (0.02)</i>	<i>0.16 (0.01)</i>
FISH		
White, filleted, fresh	0.16 (0.07)	0.05 (0.06)
White, unfilleted, fresh	0.05 (0.13)	-0.02 (0.14)
White, uncooked, quick-frozen	0.83 (0.30)	0.82 (0.32)
Herring, filleted, fresh	-0.06 (0.88)	-0.10 (0.76)
Herring, unfilleted, fresh	0.75 (0.61)	0.91 (0.57)
Fat, fresh, other than herring	1.76 (0.48)	1.01 (0.51)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
FISH—contd.		
White, processed	0.28 (0.25)	0.25 (0.24)
Fat, processed, filleted	0.60 (0.37)	0.53 (0.40)
Fat, processed, unfileted	0.57 (0.28)	0.36 (0.20)
Shell fish	2.40 (0.31)	1.86 (0.28)
Cooked fish	0.04 (0.09)	0.02 (0.08)
Canned salmon	0.43 (0.11)	0.41 (0.09)
Other canned or bottled fish	0.34 (0.16)	0.25 (0.13)
Fish products, not quick-frozen	0.18 (0.21)	0.05 (0.22)
Quick-frozen fish products and quick-frozen fish not specified elsewhere	0.42 (0.08)	0.35 (0.12)
Total fish	0.31 (0.04)	0.23 (0.03)
EGGS		
	0.19 (0.01)	0.13 (0.02)
FATS		
Butter	0.31 (0.05)	0.32 (0.05)
Margarine	-0.27 (0.06)	-0.28 (0.06)
Lard and compound cooking fat	-0.20 (0.07)	-0.22 (0.08)
Vegetable and salad oils	0.91 (0.13)	1.38 (0.21)
All other fats	0.24 (0.16)	-0.13 (0.15)
Total fats	0.16 (0.04)	0.05 (0.04)
SUGAR AND PRESERVES		
Sugar	-0.10 (0.04)	-0.08 (0.03)
Jams, jellies and fruit curds	-0.11 (0.06)	-0.12 (0.06)
Marmalade	0.12 (0.11)	0.18 (0.12)
Syrup, treacle	-0.18 (0.16)	-0.11 (0.14)
Honey	0.48 (0.21)	0.41 (0.21)
Total sugar and preserves	-0.05 (0.04)	-0.06 (0.02)
VEGETABLES		
Old potatoes		
January–August		
Not prepacked	-0.00 (0.05)	-0.11 (0.07)
Prepacked	-0.30 (0.17)	-0.42 (0.16)
New potatoes		
January–August		
Not prepacked	0.14 (0.07)	-0.00 (0.09)
Prepacked	0.17 (0.23)	0.13 (0.24)
Potatoes		
September–December		
Not prepacked	0.20 (0.11)	0.11 (0.10)
Prepacked	-0.20 (0.16)	-0.30 (0.15)
Total fresh potatoes	0.05 (0.03)	-0.07 (0.03)
Cabbage, fresh	0.23 (0.05)	0.10 (0.06)
Brussels sprouts, fresh	0.40 (0.08)	0.19 (0.06)
Cauliflowers, fresh	0.42 (0.09)	0.34 (0.08)
Leafy salads, fresh	0.57 (0.04)	0.50 (0.06)
Peas, fresh	-0.05 (0.15)	-0.20 (0.22)
Beans, fresh	0.98 (0.11)	0.22 (0.18)
Other fresh green vegetables	0.67 (0.56)	0.59 (0.32)
Total fresh green vegetables	0.43 (0.04)	0.21 (0.04)
Carrots, fresh	0.19 (0.06)	0.11 (0.06)
Turnips and swedes, fresh	0.16 (0.10)	-0.13 (0.09)
Other root vegetables, fresh	0.56 (0.15)	0.22 (0.09)
Onions, shallots, leeks, fresh	0.30 (0.06)	0.12 (0.05)
Cucumber, fresh	0.64 (0.07)	0.66 (0.07)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
VEGETABLES—contd.		
Mushrooms, fresh	0.75 (0.08)	0.73 (0.07)
Tomatoes, fresh	0.45 (0.03)	0.44 (0.03)
Miscellaneous fresh vegetables	0.93 (0.18)	0.80 (0.13)
Tomatoes, canned or bottled	-0.03 (0.06)	-0.01 (0.07)
Canned peas	-0.33 (0.07)	-0.33 (0.07)
Canned beans	-0.11 (0.02)	-0.10 (0.03)
Canned vegetables, other than pulses, pota- toes or tomatoes	0.25 (0.14)	0.20 (0.12)
Dried pulses, other than air-dried	-0.14 (0.21)	-0.36 (0.24)
Air-dried vegetables	0.18 (0.27)	-0.07 (0.28)
Vegetable juices	1.14 (0.17)	1.30 (0.18)
Chips, excluding quick-frozen	-0.12 (0.06)	-0.12 (0.07)
Instant potato	0.23 (0.22)	0.34 (0.21)
Canned potato	0.55 (0.27)	0.56 (0.29)
Crisps and other potato products, not quick-frozen	0.05 (0.17)	0.05 (0.13)
Other vegetable products	0.96 (0.24)	0.75 (0.14)
Quick-frozen peas	0.93 (0.10)	1.08 (0.13)
Quick-frozen beans	1.02 (0.13)	1.03 (0.13)
Quick-frozen chips and other quick-frozen potato products	1.15 (0.24)	1.34 (0.26)
All quick-frozen vegetables	1.08 (0.12)	1.30 (0.16)
<i>Total other vegetables</i>	<i>0.20 (0.03)</i>	<i>0.12 (0.04)</i>
FRUIT		
Fresh		
Oranges	0.68 (0.06)	0.72 (0.06)
Other citrus fruit	1.02 (0.12)	1.05 (0.13)
Apples	0.46 (0.04)	0.40 (0.04)
Pears	0.70 (0.17)	0.69 (0.17)
Stone fruit	1.18 (0.09)	1.02 (0.16)
Grapes	1.15 (0.15)	1.15 (0.16)
Soft fruit, other than grapes	1.00 (0.15)	0.78 (0.15)
Bananas	0.54 (0.03)	0.50 (0.03)
Rhubarb	0.26 (0.27)	0.02 (0.27)
Other fresh fruit	1.12 (0.30)	1.03 (0.28)
<i>Total fresh fruit</i>	<i>0.67 (0.03)</i>	<i>0.59 (0.03)</i>
Canned peaches, pears and pineapples	0.14 (0.10)	0.19 (0.08)
Other canned or bottled fruit	0.39 (0.05)	0.35 (0.06)
Dried fruit and dried fruit products	0.37 (0.07)	0.27 (0.07)
Quick-frozen fruit and quick-frozen fruit products	2.71 (0.35)	2.62 (0.34)
Nuts and nut products	1.33 (0.20)	1.22 (0.20)
Fruit juices	0.97 (0.10)	1.14 (0.13)
<i>Total other fruit and fruit products</i>	<i>0.52 (0.03)</i>	<i>0.43 (0.04)</i>
CEREALS		
White bread, large loaves, unsliced	0.01 (0.07)	0.00 (0.07)
White bread, large loaves, sliced	-0.23 (0.06)	-0.24 (0.06)
White bread, small loaves, unsliced	0.05 (0.05)	0.05 (0.06)
White bread, small loaves, sliced	-0.03 (0.14)	-0.02 (0.14)
Brown bread	0.24 (0.06)	0.22 (0.08)
Wholewheat and wholemeal bread	0.82 (0.36)	0.79 (0.38)
Other bread	0.15 (0.07)	0.17 (0.06)
<i>Total bread</i>	<i>-0.03 (0.03)</i>	<i>-0.07 (0.03)</i>
Flour	-0.30 (0.08)	-0.30 (0.12)
Buns, scones and teacakes	-0.17 (0.11)	-0.19 (0.11)
Cakes and pastries	0.26 (0.05)	0.22 (0.05)

TABLE 2—continued

	Income elasticities of expenditure	Incom elasticities of quantity purchased
CEREALS—contd.		
Crispbread	0.68 (0.10)	0.60 (0.10)
Biscuits, other than chocolate biscuits	0.03 (0.06)	-0.03 (0.05)
Chocolate biscuits	0.40 (0.12)	0.31 (0.07)
<i>Total cakes and biscuits</i>	<i>0.18 (0.05)</i>	<i>0.09 (0.05)</i>
Oatmeal and oat products	-0.18 (0.13)	-0.18 (0.10)
Breakfast cereals	0.18 (0.04)	0.13 (0.03)
Canned milk puddings	-0.39 (0.10)	-0.40 (0.09)
Other puddings	-0.09 (0.18)	-0.18 (0.19)
Rice	0.50 (0.21)	0.45 (0.21)
Cereal-based invalid foods (including slim- ming foods)	0.21 (0.50)	0.35 (0.59)
Infant cereal foods	-1.12 (0.24)	-0.98 (0.21)
Quick-frozen cereal foods	1.08 (0.25)	1.12 (0.31)
Cereal convenience foods, including canned, not specified elsewhere	0.12 (0.05)	0.03 (0.05)
Other cereal foods	0.13 (0.12)	0.05 (0.16)
<i>Total other cereals</i>	<i>0.07 (0.02)</i>	<i>-0.02 (0.02)</i>
BEVERAGES		
Tea	0.02 (0.03)	-0.01 (0.04)
Coffee, bean and ground	1.51 (0.16)	1.49 (0.17)
Coffee, instant	0.48 (0.06)	0.47 (0.07)
Coffee, essences	-0.87 (0.30)	-0.81 (0.32)
Cocoa and drinking chocolate	0.08 (0.26)	0.13 (0.26)
Branded food drinks	0.04 (0.18)	0.09 (0.19)
<i>Total beverages</i>	<i>0.21 (0.02)</i>	<i>0.10 (0.03)</i>
MISCELLANEOUS		
Baby foods, canned or bottled	-0.78 (0.26)	-0.72 (0.25)
Soups, canned	0.05 (0.09)	0.02 (0.09)
Soups, dehydrated and powdered	0.20 (0.15)	0.17 (0.16)
Spreads and dressings	0.74 (0.12)	0.77 (0.13)
Pickles and sauces	0.40 (0.06)	0.32 (0.04)
Meat and vegetable extracts	0.09 (0.13)	0.14 (0.13)
Table jellies, squares and crystals	0.11 (0.09)	0.15 (0.09)
Ice-cream (served as part of a meal), mousse All quick-frozen foods, not specified else- where	0.78 (0.08)	1.02 (0.10)
Salt	-1.50 (1.20)	-1.12 (1.11)
Synthetic foods	0.17 (0.12)	0.01 (0.08)
	-0.95 (3.34)	-3.38 (2.58)
ALL ABOVE FOODS	0.23 (0.01)	

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

APPENDIX C

Estimates of national supplies of food moving into consumption

The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For some purposes, however, it is useful to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food used in the manufacture of soft drinks and sweets, food consumed in catering establishments or in institutions such as hospitals, boarding schools and prisons, food consumed by HM Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain.¹ Estimates (expressed as averages per head per year) of national supplies of the main foods moving into consumption in the United Kingdom for each of the years 1970 to 1972 are given on the next page.

¹ 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.

*National supplies of principal foods moving into
consumption in the United Kingdom, 1970-1972*

(lb per head per year)

	1970	1971	1972
Dairy products, excluding butter (as milk solids)	56.1	56.1	56.4
Cheese (also included in dairy products)	11.8	12.4	11.9
Meat (edible weight)	115.0	117.0	115.2
Poultry, game and rabbits (edible weight)	17.0	16.9	19.5
Fish (edible weight)	19.6	18.4	18.3
Eggs	34.9	34.1	37.1
Butter	19.4	18.0	15.9
Margarine (a)	11.9	12.7	14.0
Lard and compound cooking fats	12.1	11.2	12.4
Other edible oils and fats	13.9	13.5	12.3
Total fats (fat content)	51.3	49.7	48.9
Sugar and syrups (b)	114.5	112.8	115.2
Sugar (c)	102.0	99.9	101.4
Fruit (fresh equivalent)	124.7	129.2	125.0
Pulses, nuts, etc.	12.5	11.7	12.5
Potatoes	226.3	219.5	219.1
Other vegetables	138.8	134.4	139.2
Grain Products	162.9	160.7	158.5
Tea	8.6	8.2	8.0
Coffee	4.4	4.7	4.4
Chocolate confectionery (d)	12.7	13.0	13.8
Sugar confectionery (d)	11.6	12.0	12.2
(per head per day)			
Energy value	3110	3080	3080
Protein: Animal	52.5	52.6	52.8
Vegetable	33.6	32.3	32.5
Total	86.1	84.9	85.3
Fat	145	144	143
Carbohydrate	390	385	386
Calcium	1120	1120	1110
Iron	15.0	14.8	15.0
Vitamin A, retinol equivalent (e)	1320	1320	1360
Thiamin (f)	1.89	1.88	1.90
Riboflavin	1.90	1.89	1.96
Nicotinic acid (g)	20.1	20.3	21.0
Nicotinic acid equivalent (h)	35.4	35.0	35.7
Vitamin C (f)	101	100	100
Vitamin D	2.94	2.98	3.15
Energy value: Alcoholic drink (i)	129	136	141

N.B. More detailed estimates for the years 1955-1972 were published in *Trade and Industry* Vol. 12, No. 9, pages 459-466, 30 August, 1973.

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

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

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

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

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

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

(g) Total nicotinic acid.

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

(i) Not included in total energy value shown above.

GLOSSARY OF TERMS USED IN THE SURVEY

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

Adult. A person of 16 years of age or over.

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

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

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

Child. A person under 16 years of age.

Consumption. See "Food obtained for consumption".

Conurbation. See "Type of area".

Convenience foods. Those processed foods for which the degree of preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly processed products. The convenience foods distinguished by the Survey are cooked and canned meats, meat products (other than sausages), cooked and canned fish, fish products, canned vegetables, vegetable products, canned fruit, fruit juices, cakes and pastries, biscuits, breakfast cereals, puddings (including canned milk puddings), cereal products, instant coffee and coffee essences, baby foods, canned soups, dehydrated soups, ice-cream bought to serve with a meal, and all "cabinet trade" quick-frozen foods, but not uncooked frozen poultry or uncooked frozen white fish.

Deflated price. See "Real price".

Demand. This term is popularly, and mistakenly, confused with "consumption" or "sales". The economic concept of demand is best visualized as a demand schedule or demand curve which represents the whole series of quantities which would be demanded by consumers at different prices, other things being equal. Thus, a change in demand signifies a shift in the entire demand schedule or curve and is generally associated with such major factors as a change in incomes, tastes or marketing policies. See also paragraph 23.

Elasticity of demand. A measure for evaluating the influence of variations in prices (or in incomes) on purchases. With some approximation it can be said that the elasticity indicates by how much in percentage terms the amount bought (in quantity or value as appropriate) will change if the price (or income) increases by one per cent; a minus sign attached to the elasticity coefficient indicates that purchases will *decrease* if the price (or income) rises. The elasticity of demand for a commodity with respect to changes in its own price is usually called the *price elasticity of demand*, but may be described as the *own-price elasticity* where it is necessary to avoid confusion with *cross elasticities of demand* or *cross-price elasticities* which are the terms used to describe the elasticity of the demand for one commodity with respect to changes in the prices of other commodities. The elasticity of demand for a commodity with respect to changes in real income is called the *income elasticity of demand*; if the change in purchases of the com-

modity is measured in terms of the percentage change in the physical amount of the commodity, the elasticity may be referred to as an *income elasticity of quantity*, but if the change is measured in terms of the percentage change in expenditure, the elasticity is referred to as an *income elasticity of expenditure*. More formally, if the relationship between the quantity (Q) of a commodity and the level of income (Y), the price of the commodity (P) and the prices of other commodities $P_1, P_2, \dots, P_i, \dots, P_n$ is known, then the own-price elasticity is given by $\frac{P}{Q} \cdot \frac{\delta Q}{\delta P}$, the cross-price elasticities by $\frac{P_i}{Q} \cdot \frac{\delta Q}{\delta P_i}$, and the income elasticity

of quantity by $\frac{Y}{Q} \cdot \frac{\delta Q}{\delta Y}$. When determining a set of own-price and cross-price

elasticities of demand for a group of commodities, constraints are imposed to ensure that each pair of cross-elasticities complies with the theoretical relationships which should exist between them (e.g. the elasticity for beef with respect to the price of pork should be in the same ratio to the coefficient for pork with respect to the price of beef as expenditure on pork is to expenditure on beef).

Expenditure index. The average expenditure at one period in time expressed as a percentage of the corresponding average at another period.

*Foods, Survey classification of—*See Appendix A, Table 11, which lists the 154 categories into which the Survey normally classifies food purchases. Exceptionally, in 1972, cheese, carcase meats and fats were classified in greater detail; particulars are given in Chapter 2, paragraphs 26, 29 and 40.

Food obtained for consumption. Food purchases plus garden and allotment produce, etc. (q.v.). The average consumption quantities may differ slightly from the sum of the components, owing to rounding.

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

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

Income group. Households are grouped into seven income groups (A1, A2, B, C, D1, D2 and OAP) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of the head is less than the amount defining the upper limit to income group D. All households whose heads are adult male full-time agricultural workers earning less than the lower limit for income group C are nevertheless placed in that group so as to keep the occupational composition of income groups C and D1 as closely as possible the same over time.

Index of real value of food purchased. 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.

Larger towns. See "Type of area".

Net balance. The net balance of an individual (a member of the household or a visitor) is a measure of the number of meals eaten in the home by that individual during the Survey week, each meal being given a weight in proportion

to its importance. The net balance is used when relating nutrient intake to need. (See paragraph 21 of Appendix A).

Nutrients. In addition to the energy value of food expressed in terms of kilocalories and megajoules (4.184 megajoules = 1,000 kilocalories), the food is evaluated in terms of the following nutrients:

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

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

Nutrient conversion factors. Quantities of nutrients available per unit weight of each of the categories into which foods are classified for Survey purposes. (See paragraph 17 of Appendix A.)

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

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

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

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

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

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

into account variations in consumers' choice of food as well as variations in prices paid.

Provincial conurbation. See "Type of area".

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

Recommended intakes of nutrients. Estimates consistent with and based on recommendations of the Department of Health and Social Security given in *Recommended Intakes of Nutrients for the United Kingdom*; Reports on Public Health and Medical Subjects, No. 120; HMSO 1969. Averages of nutrient intakes are compared with these recommendations for each group of households identified in the Survey. (See paragraph 20 of Appendix A.)

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

Rural areas. See "Type of area".

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

Semi-rural areas. See "Type of area".

Smaller towns. See "Type of area".

Type of area. The following are distinguished:

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

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

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

Smaller towns. All other urban areas.

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

Rural areas. All other rural districts.

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

Symbols and conventions used

Symbols. The following are used throughout:

— = nil

... = less than half the final digit shown

n.a. = not available or not applicable.

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

Index

(Numbers refer to paragraphs: App—Appendix)

- Adults, food expenditure attributable to 81, 82
Alcoholic drinks 5, 17, 102, 115
Apples 49
- Bacon 34
Bananas 49
Beans 45
Beef and veal 28–33, 66, 74, 83, 105, 123
Beverages 54, 72, 82 (*see also* individual foods)
Biscuits 52, 72, 80, 82
Bread 8, 50, 51, 72, 80, 82
Breakfast cereals 53, 72, 80, 82
Broiler chicken (*see* Poultry)
Brussels sprouts 45, 48
Butter 8, 37, 40, 67, 72, 75, 80
- Cabbage 45, 48
Cakes and pastries 52, 72, 80
Calcium 111
Calories (*see* Energy value)
Canned foods 55 (*see also* individual foods)
Canned meats 34
Carbohydrates 16, 100, 111
Carcass meat 8, 28–33, 72, 80
Carotene (*see* Vitamin A)
Carrots 48
Cauliflower 45, 48
Cereal Foods 8, 19, 53, 72, 82, 105, 123
Cheese 19, 25, 26, 65, 73, 80, 82, 83, 123
Chicken (*see* Poultry)
Children—
 Food expenditure attributable to 81, 82
 Schoolchildren 88–95, 97, 98
Citrus fruit 49
Cocoa 8, 72, 82
Coffee 8, 54, 80, 82
Chocolate and sugar confectionery 17, 102, 115
Consumers' expenditure 5
Consumers' price index 5, 6
Consumption patterns—
 family type within income groups 87
 household type 80
 income group 72–75
 national averages 22–55
 national food supplies App. C
 regions 64–67
 type of area 64–67
Convenience foods 8, 10, 21, 59, 60, 69, 72, 77, 80 (*see also* individual foods)
Cooked meats 34
Cooking fats 39, 40, 67, 72, 82
Cooking losses (*see* Wastage)
Cream 24, 72, 80, 123
Cucumbers 46
- Dairy products 123 (*see also* individual foods)
- Earnings, Index of 5
European Economic Community 1
Eggs 8, 19, 36, 72, 80
Elasticities of demand (*See* income elasticities and price elasticities)
- Energy value—
 general 16, 100
 family type within income groups 16, 117–120
 household type 16, 114–116
 income group 16, 111, 112
 national averages 16, 101–105
 national food supplies App. C
 regions 16, 108
 type of area 108
Errors, standard (*see* standard errors)
Expenditure on food—
 family type within income groups 84–86
 household type 11, 77, 80
 income group 69, 72
 national averages 5, 7, 8, 19–55
 regions 59
 type of area 60
- Family Expenditure Survey 2
Fat (content of the diet) 16, 100, 111, 112
Fats 3, 37–40, 82, 105, 123 (*see also* individual foods)
Fatty acids 4, 16, 121–123
Fieldwork of the Survey 17, App. A 2, 8
Fish 19, 35, 72, 80, 82
Flour 51, 72, 80
Food, classification used in the Survey App. A Table 11
Food consumption levels App. C
Free food (*see* Garden and allotment supplies)
Fruit 8, 49, 72, 80, 82, 106
- Garden and allotment supplies 9, 19, 59, 60, 69, 77
Geographical differences 9, 56–67
- Ham (*see* bacon)
Health and Social Security, Department of—
 recommended intakes 16, 100, 102, 103, 107, 111, 115, 118, 119, 121
Household composition differences 10, 76–98
- Ice cream 55
Income—
 elasticities 23, 26, 29, 37, 38, 40, 48, 50, 51, 72, App. B
 group definitions 68
 group differences 10, 68
 head of household 68
 personal disposable 5
Indices—
 earnings 5
 food expenditure 5, 20, 21, 59, 60, 69, 77
 food prices 5, 6, 20, 21, 61, 70, 78
 food purchases (real value) 20, 21, 62, 70, 78
 personal income 5
 price of energy 63, 71, 79
 retail prices 5, 6
Iron 111
Jam 42

- Lamb 28-33, 66, 74, 83, 123
Lard 39, 40, 72, 82
Leafy salads 45
Low fat spreads 38, 40, 67
- Margarine 8, 38, 40, 67, 72, 75, 80, 82, 83, 105, 111, 119
Marmalade 42
Meals taken outside the home 15, 17, 97, 98
Meat including meat products 19, 27-34, 72, 80, 82, 105, 123 (*see also* individual foods)
Meat pies 34
Meat products 34
Methodology App. A
Milk 12, 13, 14, 24, 72, 80, 82, 88-96, 123
Mushrooms 46
Mutton and lamb (*see* lamb)
- Nicotinic acid 111
Nutrient content of the diet—
 general 16, 99-123
 family type within income groups 16, 117-120
 household type 16, 113-116
 income group differences 16, 111, 112
 national averages 16, 101-105
 national food supplies 100, App. C
 regions 16, 106-108
 seasonal variation 16, 104
 type of area 16, 106-108
Nutritional analysis of Survey results App. A 17-23
- Oatmeal and oat products 72, 80, 82
OAPs (*see* pensioner households)
Onions 46
Oranges 49
Oils, vegetable and salad 39, 40, 67, 72, 75
- Peas 45
Pears 49
Pensioner households 10, 68-75, 111
Personal disposable income (*see* Income)
Pickles and sauces 55
Pork 28-33, 66, 74, 83, 105
Potatoes, including products 44, 47, 72, 80, 82, 104, 105
Poultry 8, 30-34, 105
Preserves 42, 72, 82, 105 (*see also* individual foods)
Price elasticities 23, 31-38, 41, 48-50, 54
Price of energy indices—
 household type 79
 income groups 71
 regions 63
 type of area 63
Protein 16, 100, 103, 108, 111, 112, 120
- Quick-frozen foods 8, 10, 21, 60, 69, 80, 82
 (*see also* individual foods)
- Real value of food purchases—
 general 20, 21
 household type 78
 income groups 70
 regions 62
 type of area 62
Recommended allowances (*see* Health and Social Security, Department of)
Response rate 18, App. A 9
Retail prices, General index of 5, 6, 8 (*see also* Indices)
Retinol equivalent (*see* Vitamin A)
Rhubarb 49
Riboflavin 111
- Sample—
 composition of App. A 9-12
 selection of App. A 3-7
Sampling errors (*see* Standard errors)
Sauces 55
Sausages 34
Schoolchildren (*see* Children)
School meals 15, 97, 98
School milk 12, 14, 24, 88-96 (*see also* Milk)
Soft drinks 17
Soups 55, 72, 80
Standard errors App. A 24
Sugar 41, 72, 80, 105
- Tea 54, 72, 80
Thiamin 99, 111
Tomatoes 43, 46, 47
Tryptophan (*see* Nicotinic acid)
- Veal (*see* Beef and veal)
Vegetables 8, 11, 19, 43-48, 72, 80, 82, 106
 (*see also* individual foods)
 canned 47, 48
 dried 47
 frozen 47, 48, 72, 80, 82
Vegetable and salad oils (*see* Oils)
Vitamin A 111
Vitamin B (*see* Thiamin)
Vitamin C 16, 99, 104, 106, 111, 119, 120
Vitamin D 16, 103, 107, 111, 116, 119
- Wastage 99, 100, 102, App. A 17, 18, 20, 22, 23
Welfare milk 12-14, 24, 88-96 (*see also* Milk)
- Yoghurt 24