

H
9011
.1
A31



R. MANN
LIBRARY

MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Domestic Food Consumption and Expenditure: 1964

WITH A SUPPLEMENT GIVING PROVISIONAL
ESTIMATES FOR 1965

Annual Report of the
National Food Survey Committee

LONDON
HER MAJESTY'S STATIONERY OFFICE
PRICE 16s. 6d. NET

MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

**Domestic Food Consumption
and Expenditure: 1964**

WITH A SUPPLEMENT GIVING PROVISIONAL
ESTIMATES FOR 1965

**Annual Report of the
National Food Survey Committee**

LONDON
HER MAJESTY'S STATIONERY OFFICE
1966

THE NATIONAL FOOD SURVEY COMMITTEE

L. NAPOLITAN, M.Sc. (Econ.)

Ministry of Agriculture, Fisheries and Food, *Chairman*

M. A. ABRAMS, Ph.D. (Econ.)

Director of Research, London Press Exchange Ltd.

A. H. J. BAINES, M.A.

Ministry of Agriculture, Fisheries and Food

H. R. BARNELL, M.A., Ph.D., B.Sc., F.I.Biol., F.I.F.S.T.

Ministry of Agriculture, Fisheries and Food

W. T. C. BERRY, M.A., M.D., D.T.M. & H.

Ministry of Health

C. J. BROWN, M.A.

Ministry of Agriculture, Fisheries and Food

PROFESSOR J. A. C. BROWN, M.A.

Department of Economics, University of Bristol

J. A. HEADY, M.A., Ph.D.

Medical Research Council

MISS D. F. HOLLINGSWORTH, O.B.E., B.Sc., F.R.I.C., F.I.F.S.T., M.I.Biol.

Ministry of Agriculture, Fisheries and Food

PROFESSOR J. H. KIRK, C.B.E., M.A.

Wye College, University of London

I. N. SUTHERLAND, M.B., F.R.C.P.(Ed.), D.P.H.

Scottish Home and Health Department

PROFESSOR W. J. THOMAS, M.Sc.

Agricultural Economics Department, University of Manchester

Secretaries

S. CLAYTON

J. P. GREAVES, M.A., Ph.D., M.I.Biol., A.I.F.S.T.

Preface

THIS is the fifteenth in the series of Annual Reports by the National Food Survey Committee and the tenth Report which has been produced since food rationing ended in 1954. The series has become an increasingly valuable source of information for the assessment of food consumption trends under free market conditions during a decade which has seen rapid developments both in food processing and in modern methods of distribution, especially at the retail level. The relevance of the Survey analyses in the context of national planning, e.g. for work on national demand projections, is obvious, but such analyses are also of considerable value to individual firms engaged in the manufacture and marketing of foodstuffs. The current report therefore continues to provide results for households in different areas of the country as well as for different income groups and family sizes. Two special studies have been included on the diets of large families and of pensioner households. A Supplement gives provisional results for the year 1965; more recent summary data are published at regular intervals in the *Monthly Digest of Statistics* and the *Board of Trade Journal*.

The Committee wish to record their appreciation for the long and valuable service of two of the founder members, Dr. Isabella Leitch, O.B.E., and Mr. E. M. H. Lloyd, C.B., C.M.G., who have now retired. They are glad to know that the former Chairman, Mr. J. H. Kirk, C.B.E., on leaving the Ministry to take up an academic appointment, will continue to serve on the Committee. The Committee are also indebted to the Secretaries, who were mainly responsible for preparing the Report; to their departmental colleagues who have been concerned in the Survey; to the Social Survey Division of the Central Office of Information, and to the British Market Research Bureau. The Committee also wish to express their thanks to the many housewives who provided the records on which this Report is based.

LEONARD NAPOLITAN

Chairman, National Food Survey Committee

August, 1966

Contents

	<i>Paragraphs</i>
Introduction	1-3
PART I	
Personal Income, Retail Prices and Food Supplies, 1964	4-9
Household Food Consumption and Expenditure, 1964	10-36
Geographical Differences in Household Food Expenditure and Consumption, 1964	37-44
Household Food Expenditure and Consumption according to Social Class, 1964	45-50
Household Food Expenditure and Consumption according to Family Composition, 1964	51-58
Energy Value and Nutrient Content of Household Food Consumption, 1964	59-71
Family Composition: Special Studies	72-93
A. Nutrition of Large Families	72-84
(i) Regional Differences in Nutrient Consumption	75-78
(ii) Consumption of School Meals by Children	79-84
B. Food Consumption and Expenditure by Selected Groups of Old Age Pensioner Households, 1964	85-93
PART II (tables)	<i>Page</i> 52-82

INDEX TO TABLES

Part I

Table 1	Changes in Earnings, Prices and Consumers' Expenditure, 1958-64	4
Table 2	Changes in National Supplies of Principal Foods moving into Consumption in the United Kingdom, Pre-War and 1958-64	5
Table 3	Household Food Expenditure, Value of Free Food and Total Value of Food obtained for Household Consumption, 1963 and 1964	6
Table 4	Value of Free Supplies, 1963 and 1964	7
Table 5	Percentage Changes in Expenditure, Average Food Prices and Real Value of Food Purchased: Quarters of 1964 compared with Corresponding Quarters of 1963.	8
Table 6	Indices of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1959-64	10
Table 7	Indices of Quantities of Convenience Foods Purchased by Households, 1959-64	11

	<i>Page</i>
Table 8 Regions and Types of Area in which Nutrient Intake deviated by 3¼ per cent or more from the National Average in at least four of the five years 1960 to 1964	32
Table 9 Protein, Calcium and Riboflavine Content of the Food Consumption of Large Families in Classes C & D1, 1958-64	33
Table 10 Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption in Large Families, 1964	39
Table 11 Energy Value and Nutrient Content of Domestic Food Consumption in Scottish Households containing 3 or more Children, or Adolescents and Children, 1953 and 1964	40
Table 12 Age Distribution of Children in Large Families, 1964	41
Table 13 Percentage Distribution of Types of Lunches eaten on Weekdays by School Children in Large Families, 1964	42
Table 14 Energy Value and Nutrient Content of the Diets of Large Families in which the Housewife was earning, compared with that in other Large Families, 1964	43
Table 15 Energy Value and Nutrient Content of the Diets of Large Families, 1964	44
Table 16 Declared Income and Food Expenditure in Old Age Pensioner Households, 1964	46
Table 17 Food Expenditure and Consumption in Old Age Pensioner Households, 1964	48-50
Table 18 Energy Value and Nutrient Content of Food Consumption in Old Age Pensioner Households, 1964	51
 Part II	
Table 19 Indices of Expenditure, Prices and Real Value of Purchases of Main Food Groups, 1962-64	52
Table 20 Household Food Expenditure and Value of Consumption according to Region and Type of Area, 1964.	53
Table 21 Geographical Variations in Household Consumption of the Main Food Groups, 1964	54-58
Table 22 Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1964	59
Table 23 Household Food Expenditure according to Social Class, 1964	60-62
Table 24 Household Food Consumption according to Social Class, 1964	63-65

	<i>Page</i>
Table 25 Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1964	66
Table 26 Household Food Expenditure according to Household Composition, 1964	67-69
Table 27 Household Food Consumption according to Household Composition, 1964	70-72
Table 28 Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1964 .	73
Table 29 Household Food Consumption by Household Composition Groups within Social Classes, 1964 . .	74-76
Table 30 Energy Value and Nutrient Content of Household Food Consumption: All Households, 1958-64 .	77
Table 31 Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1964 .	78
Table 32 Energy Value and Nutrient Content of Household Food Consumption of Households of Different Social Class, 1964	79
Table 33 Energy Value and Nutrient Content of Household Food Consumption of Households of Different Composition, 1964	80
Table 34 Energy Value and Nutrient Content of Household Food Consumption of Households of Different Composition within Social Classes, 1964	81
Table 35 Households of Different Composition within Social Classes, 1964: Comparison of Energy Value and Nutrient Content of Household Food Consumption with Allowances based on the British Medical Association's Recommendations.	82
 CHART	
Seasonal variation in mean quarterly indices for energy value and nutrients, 1957-62	129
 APPENDICES	
A Composition of the Sample	83
B Tables of Consumption, Expenditure and Prices. .	96
C Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption	109
D Household Food Consumption according to Region and Type of Area	117
E Seasonal Variation in the Energy Value and Nutrient Content of Household Food Consumption, 1957-62	123
F Methodology of the National Food Survey . .	130

	<i>Page</i>
SUPPLEMENT	
Provisional Estimates of Consumption, Expenditure and Prices for 1965	140
GLOSSARY OF TERMS	156
INDEX	159

Introduction

1. The Annual Report for 1964 follows the general arrangement adopted in recent years, being divided into two parts and six appendices. In Part I, which includes the main text, a short resumé of changes in incomes, retail prices and food supplies during the year is followed by a discussion of the results of the Survey. Special studies included in this part of the Report deal with food consumption and expenditure in selected groups of pensioner households and in certain large families. The main summary tables of Survey data are grouped in Part II of the Report. Details of the composition of the Survey sample in 1964 are given in Appendix A, and Appendices B, C and D contain tables which present some of the Survey results for Great Britain and for each region and type of area in greater detail than is given in the summary tables. An account of seasonal variations in the nutritional content of household food consumption is given in Appendix E. Appendix F comprises a brief account of the methods used in carrying out the Survey. A glossary of the terms employed in the Report is also included.

2. As soon as they become available, summary estimates of expenditure and consumption for the main food groups are published in the *Monthly Digest of Statistics* for all households, income groups and selected types of family. Summary estimates for 1965 were included in the *Monthly Digest of Statistics* for February 1966 and more detailed estimates of food consumption, expenditure and prices in 1965 for all households in the sample are given in the Supplement to this Report. Unpublished quarterly and annual estimates of average household expenditure, consumption and prices for each of the foods itemized in the detailed classification can be supplied for each income group, type of household, region and type of area on payment of a fee varying according to the amount and nature of the information required. Application should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex.

3. In some of the tables in the Report, an apparent slight discrepancy between the total shown and the sum of the component items is due to rounding. The following symbols are used throughout:—

— = nil

. . . = less than half the final digit shown

n.a. = not available, or not applicable.

Part I

PERSONAL INCOME, RETAIL PRICES AND FOOD SUPPLIES, 1964

4. In money terms, personal disposable income per head¹ rose by about 6 per cent in 1964. Although hourly wage rates rose by only some 5 per cent, average weekly earnings² increased by nearly 9 per cent (Table 1). About half of the rise in personal disposable income per head was absorbed by the increase of just over 3 per cent in retail prices as measured by the official Index, so that in real terms, personal disposable income per head rose by about 3 per cent³, much the same increase as in 1963. Personal saving, including capital investment in house purchase, continued to increase, and of the rise in consumers' expenditure measured at constant prices, food, drink, tobacco, housing, fuel, light and clothing accounted between them for no more than a quarter. Cars and other durables accounted for slightly more than this, and other goods and services, including travel and holidays, for nearly a half.

5. Food prices were nearly 3 per cent higher than in 1963; total food expenditure per head rose only slightly more than this, so that in real terms the increase was under 1 per cent. Indeed, in the three years since 1961, the average annual rate of growth of real food expenditure per head was little more than $\frac{1}{2}$ per cent, significantly less than the average rate for 1958-61. The check in the growth rate may be partly due to the changing age distribution of the population, but may also be associated with the tendency to spend more on house purchase and consumer durables.

6. There is evidence that the consumption of food in catering establishments has been increasing more rapidly than that in private households, and the National Food Survey, which excludes the former element, indicates hardly any increase in real terms in household food expenditure in 1964, following an increase of only $\frac{1}{2}$ per cent in the preceding year. The estimation depends on some rather delicate reweighting of the types of household represented in the Survey, and is discussed further in paragraphs 14 and 15, but there is no doubt that since 1961 housewives' outlay on food has increased by only a little more than was necessary to keep pace with prices. In other words, the income elasticity of demand for food by private households has fallen, partly because of the rising proportions of the very young and the very old in the population. The time-series estimate of this elasticity for 1961-64 was just over +0.20 compared with nearly +0.40 for 1956-60⁴. The proportion of total consumers' expenditure on goods

¹ This is personal income after deduction of taxes on income, national insurance and health contributions and remittances abroad.

² Weekly earnings of manual workers in manufacturing and certain other industries.

³ If the rise in personal disposable income per head is deflated by a price index based on the whole of consumers' expenditure, the increase in real terms in 1964 is about 3 $\frac{1}{2}$ per cent, compared with nearly 4 per cent in 1963.

⁴ The time-series estimate is obtained by regression methods from data for all households over a period of years, during which incomes have changed, whereas cross-sectional estimates are based on data for groups of households at different levels of income in any one year. Very approximately, an income elasticity of +0.20 for 1961-64, for example, implies that the rate of increase in real food expenditure per head in this period tended to be about one-fifth of the rate of increase in real disposable income per head.

and services which was devoted to food accordingly declined from 26·6 per cent in 1963 to 26·0 per cent in 1964: at constant prices the corresponding proportions were 27·2 and 26·6 per cent, compared with 29·8 per cent in the base year (1958).

National food supplies moving into consumption

7. Table 2 records estimates (expressed in quantities per head per year) of the main food supplies moving into consumption in the United Kingdom in 1963 and 1964, with averages for the years 1958–63 and comparative estimates of pre-war supplies in the late thirties. More detailed estimates are given in the *Board of Trade Journal*, Vol. 191, No. 3623, 26th August, 1966. These estimates are not derived from the National Food Survey, but relate to the level of supplies at a primary stage in distribution; they include certain items excluded from the Survey, namely soft drinks, sweets, food consumed in catering establishments and institutions and by H.M. Forces in the United Kingdom, and ice-cream and other food purchased by individuals but not entering the household food supply¹. Also, the estimates relate to the whole of the United Kingdom, while those obtained from the National Food Survey relate to Great Britain.

8. In 1964, consumption of liquid milk and milk products showed a further slight increase. The fall of more than 10 per cent in supplies of beef for home consumption was not completely offset by greater supplies of pork, poultry and imported canned meat. Consumption of fresh fish returned to the level of 1962 because of improved landings. Consumption of eggs reached the highest level of consumption so far recorded, some 23 per cent above the pre-war level. The consumption of butter, although slightly greater than in 1963, was still lower than in 1961 and 1962, and well below the pre-war average, although total consumption of fats continued to be 7 per cent higher than in the pre-war period. Consumption of vegetables, particularly cabbages and greens, was greater than in 1963, when supplies were affected by the severe weather early in the year. Supplies of fresh and canned fruit and fruit juices were greater than in 1963, but there was some further decline in consumption of dried fruit. Consumption of fresh tomatoes was about a third higher than the pre-war level, and purchases of canned tomatoes about two and a half times as much as pre-war, but total consumption of all other fruit (in terms of fresh equivalent) barely reached the pre-war level. The long-term decline in consumption of flour and bread continued.

Energy value and nutrient content of national food supplies

9. Estimates of the energy value and nutrient content of food supplies moving into consumption in the United Kingdom are also shown in Table 2; for the reasons given in paragraph 7 above, these are not directly comparable with the corresponding National Food Survey estimates, which relate to food consumed in private households in Great Britain and are discussed in later sections of the Report. The average energy value of food supplies has remained almost unchanged since 1954; in 1964 it was 1 per cent lower than in 1963 but 4 per cent

¹ Foods *specifically* purchased for domestic pets, such as branded pet foods, are excluded from these estimates, but where pets are given milk, for example, from the normal household supply, this is included in the estimates.

above the pre-war level. Compared with 1963, supplies of animal and vegetable protein and of fat increased slightly, while supplies of carbohydrate declined. Because of the increased supplies of dairy products, including cheese, the provision of calcium and riboflavine was slightly greater in 1964 than in 1963; increased supplies of eggs (which also contributed to the rise in riboflavine) and of carrots (about 7 per cent greater than in 1963) were chiefly responsible for the increased provision of vitamin A. The relatively large increase in vitamin C consumption was due to improved supplies of fresh fruit and vegetables, in spite of a small decrease for potatoes. The iron content of the diet decreased slightly owing to reduced supplies of beef and grain products. However, changes in the nutrient content of the national food supply in the past decade have been very slight in comparison with the changes which occurred during the war and early post-war years.

TABLE 1

Changes in Earnings, Prices and Consumers' Expenditure, 1958-64
(1958 = 100)

	1958	1959	1960	1961	1962	1963	1964
Index of personal disposable income per head (a):—In money terms	100	106	113	120	124	130	139
In real terms	100	106	111	114	115	119	123
Index of average weekly earnings (a) (b)	100	105	111	118	122	128	139
Index of Retail Prices (a):—All items	100	101	102	105	110	112	115
Food	100	101	100	102	106	108	111
Retail food prices:—							
National Food Survey Index	100	102	101	103	106	108	111
Household food expenditure per head (National Food Survey):—							
Current prices	100	103	104	108	111	114	116
1958 prices	100	101	103	105	105	105	105
Total food expenditure per head (a):—							
Current prices	100	103	104	106	110	113	117
1958 prices	100	102	103	104	104	105	106
Total consumers' expenditure per head (a):—							
Current prices	100	105	110	115	120	126	134
1958 prices	100	105	108	110	111	115	119
Total food expenditure as percentage of total consumers' expenditure on goods and services (a):—							
Current prices	29.8	29.1	28.2	27.7	27.4	26.6	26.0
1958 prices	29.8	28.9	28.4	28.3	28.0	27.2	26.6

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

(b) 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 *Ministry of Labour Gazette*.

TABLE 2

Changes in National Supplies of Principal Foods
moving into Consumption in the United Kingdom, Pre-War and 1958-64

	Pre-war	Average 1958-63	1963	1964	Percentage change: 1964 on		
					Pre-war	Average 1958-63	1963
(lb. per head per annum)							
Dairy products excluding butter (as milk solids)	38.4	54.8	55.9	56.8	+48	+ 4	+ 2
Cheese (included also in dairy products)	8.8	10.0	10.2	10.6	+20	+ 6	+ 4
Meat (edible weight)	109.9	115.8	119.7	116.4	+ 6	+ 1	- 3
Poultry, game and rabbits (edible weight)	6.5	9.3	10.8	11.5	+77	+24	+ 6
Fish, including canned fish (edible weight)	26.2	21.3	20.1	21.6	-18	+ 1	+ 7
Eggs and egg products (total shell egg equivalent) (a)	28.3	33.2	33.1	34.5	+22	+ 4	+ 4
Oils and fats:							
Butter	24.7	19.4	19.2	19.7	-20	+ 2	+ 3
Margarine (b)	8.7	13.9	13.3	13.3	+53	- 4	- 0
Lard and compound cooking fats	9.3	12.5	14.1	14.7	+58	+18	+ 4
Other edible oils and fats	10.0	10.4	11.2	11.1	+11	+ 7	- 1
Total (fat content)	47.1	49.5	50.3	50.6	+ 7	+ 2	+ 1
Sugar and syrups (c)	102.3	116.6	116.1	112.9	+10	- 3	- 3
Potatoes	(d)190.0	220.0	229.0	226.1	+19	+ 3	- 1
Pulses, nuts etc.	9.5	11.6	12.8	10.9	+15	- 6	-15
Fruit, including tomatoes (fresh equivalent) (e)	137.4	142.8	142.2	144.6	+ 5	+ 1	+ 2
Vegetables, other than potatoes	107.0	100.9	101.2	109.9	+ 3	+ 9	+ 9
Grain products	210.1	180.8	178.5	173.1	-18	- 4	- 3
Tea	9.3	9.6	9.5	9.4	+ 1	- 2	- 1
Coffee	0.7	2.2	2.9	2.5	+257	+14	-14
Chocolate confectionery (f)	10.3	12.9	12.9	12.9	+ 25	- 0	- 0
Sugar confectionery (f)	12.4	13.3	11.9	11.6	- 6	-13	- 3
(per head per day)							
Total energy value	kcal. 3,050	3,170	3,190	3,170	+ 4	+ 0	- 1
Protein:							
Animal	g. 43.1	50.7	51.8	52.2	+ 21	+ 3	+ 1
Vegetable	g. 36.0	34.8	35.2	35.3	- 2	+ 1	+ 0
Fat	g. 131	142	143	144	+ 9	+ 1	+ 1
Carbohydrate	g. 414	416	414	408	- 1	- 2	- 1
Calcium	mg. 700	1,120	1,110	1,130	+ 61	+ 1	+ 2
Iron	mg. 13.0	15.8	15.9	15.6	+ 20	- 1	- 2
Vitamin A	i.u. 3,690	4,570	4,640	4,800	+ 30	+ 5	+ 3
Thiamine*	mg. 1.30	1.78	1.83	1.84	+ 42	+ 3	+ 1
Riboflavin	mg. 1.59	1.87	1.91	1.95	+ 23	+ 4	+ 2
Nicotinic acid	mg. 13.2	16.6	17.0	16.9	+ 28	+ 2	- 1
Vitamin C*	mg. 96	98	97	106	+ 10	+ 8	+ 9

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

- (a) One egg is approximately 2 oz.
 - (b) Includes some quantities of fats also shown under other headings.
 - (c) Includes sugar in imported manufactured foods but excludes sugar used in brewing and distilling.
 - (d) An approximate figure; pre-war consumer surveys suggest that average consumption may have been about 200 lb. per head per annum.
 - (e) Tomatoes and tomato products have been classified as fruit (in terms of fresh equivalent) to conform with National Food Survey practice.
 - (f) Ingredients of chocolate and sugar confectionery are also included elsewhere.
- * As these estimates relate to the nutrient equivalent of foods moving into consumption, no allowance is made for possible cooking losses.

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE, 1964

10. Estimates of the average weekly expenditure on food obtained for consumption in the home by private households in Great Britain are given in Table 3 for

each quarter of 1963 and 1964 (excluding the Christmas period in each case)¹. The average food expenditure recorded in 1964 was 33s. 0d. per person per week, 8d. more than in 1963, the principal increases being 1½d. for carcase meat, 3¼d. for bacon and other meat and 1½d. for fresh fruit. Vegetables and eggs were much cheaper in the early months of 1964 than during the severe winter of the previous year; hence the smallness of the rise in expenditure shown for the first quarter in Table 3. As usual, expenditure reached its seasonal maximum in the second quarter. The value attributed to free food (see paragraph 11) fell by nearly 1d. in 1964 partly because of the lower prices imputed to eggs and some vegetables, so that the total value of food obtained, by purchase or otherwise, for consumption in the home (abbreviated as "value of consumption") rose by only 7d. (1·7 per cent) compared with 1963.

TABLE 3

Household Food Expenditure, Value of Free Food and Total Value of Food obtained for Household Consumption, 1963 and 1964

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1963	1964	Per-centage change	1963	1964	1963	1964	Per-centage change
1st Quarter . . .	s. d. 31 11	s. d. 32 2	+0·9	s. d. 7	s. d. 8	s. d. 32 6	s. d. 32 10	+1·1
2nd Quarter . . .	33 2	34 1	+2·8	9	9	33 11	34 10	+2·9
3rd Quarter . . .	32 3	32 10	+1·9	1 9	1 7	34 0	34 5	+1·2
4th Quarter . . .	32 1	32 10	+2·3	1 1	11	33 2	33 9	+1·7
<i>Yearly average</i> . . .	32 4	33 0	+2·0	1 0	1 0	33 5	33 11	+1·7

11. Further details of the estimates of value of free food are shown in Table 4. Free food is 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

¹ The effects of the complete change at the beginning of each year in the first-stage sampling units adopted by the National Food Survey are discussed in Appendix A. The choice of first-stage areas (at present parliamentary constituencies) gives rise to sampling variations between years which do not operate within a year. Thus in 1963 wholly rural areas (see Appendix A) were over-represented; for 1964 the choice of areas resulted in some smaller geographical aberrations in the sample and appears to have caused an increase in average household size (from 3·11 to 3·19 persons) which is almost certainly spurious. The over-representation of rural households was corrected in the Report for 1963 by reweighting, but no corresponding adjustment has been attempted for 1964 because the distribution of the household population by family size and type within geographical areas is not accurately known. Some estimates are however given in paragraph 15 of what changes in expenditure and in the real value of purchases would have been expected between 1963 and 1964 had there been no changes in household size and composition. This is defensible since the true demographic changes were undoubtedly much smaller than those shown by the Survey samples. Fieldwork was suspended from 28th September to 16th October, 1964 because of the General Election campaign; the consequential adjustments are described in Appendix A, paragraph 2.

by the donating household. The value imputed to the free supplies received by a group of households is derived from the average prices currently paid by that group for corresponding purchases. This appears to be the only practicable method of valuing free supplies, though if the households concerned had not had access to such supplies, they would probably not have replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk were not valued, and cheap welfare milk and welfare orange juice were recorded at the prices paid for them. Cod liver oil and vitamin A and D tablets have been excluded from the tables and analyses presented in this Report because of their erratic effect on some of the nutritional estimates.

TABLE 4

Value of Free Supplies, 1963 and 1964

(pence per person per week)

	1963					1964				
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average
Milk and cream	1.65	1.75	2.78	2.03	2.06	1.47	2.07	1.96	2.21	1.93
Eggs	1.59	1.79	1.85	1.32	1.64	1.47	1.30	1.42	1.11	1.32
Meat	0.20	0.31	0.74	0.44	0.42	0.44	0.29	0.40	0.17	0.34
Potatoes	1.09	0.79	2.54	1.68	1.52	0.76	0.77	2.34	1.37	1.29
All other vegetables	0.85	1.75	6.48	3.20	3.07	1.60	1.66	6.64	2.51	3.09
Fruit	0.94	1.66	5.48	2.76	2.72	0.78	1.89	4.73	2.46	2.45
All other foods	0.75	0.96	1.21	1.21	1.03	1.41	1.43	1.34	0.72	1.16
<i>All foods</i>	<i>7.07</i>	<i>9.01</i>	<i>21.08</i>	<i>12.64</i>	<i>12.45</i>	<i>7.93</i>	<i>9.41</i>	<i>18.83</i>	<i>10.55</i>	<i>11.68</i>

12. The changes in food expenditure shown in Table 3 can be explained partly by changes in food prices and partly by changes in the quantity (or value at constant prices) of food purchases. An apportionment between these two factors is attempted in Table 5.¹ Such an apportionment between price and quantity, however, cannot be precise because the classification of food items in the Survey cannot be infinitely detailed. The average price paid for each item was 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 the item; conceptually, however, purchase of the more expensive variety should preferably be shown 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 (i.e. an item for which a price relative is calculated) to another; *ceteris paribus*, such a shift is recorded as a change in the standard of food purchases and the price index is not affected.

¹ The changes in prices are indicated by a price index of "Fisher Ideal" type, calculated as the geometric mean of two indices with weights appropriate to the earlier and later periods respectively; the changes in the real value of food purchased were estimated by dividing the index of expenditure by this price index.

13. Subject to these qualifications, a rise of 2·8 per cent in food prices was recorded by the Survey in 1964. Increases in the prices of meat, especially beef, and of liquid milk, sugar and bread, more than offset the reductions for eggs and vegetables. The price of beef averaged 4s. 10d. per lb. in 1964 compared with 4s. 4d. in 1963, and this accounts for more than a quarter of the total increase. The increase of 2·0 per cent in household food expenditure in 1964 is compounded of this rise of 2·8 per cent in food prices, and a fall of 0·8 per cent in the real value at constant prices of food purchases per head. This fall, however, can be fully explained by the increased representation in the Survey in 1964 of the larger families. Because this change in the balance of the sample did not operate uniformly in different regions and types of area, nor indeed in different quarters of the year, no precise adjustment of the recorded estimates is practicable; but if the estimates for different types of household for the year 1964 as a whole were reweighted according to the distribution of those types of household in the 1963 Survey sample, the rise in food expenditure would become 2·9 per cent instead of 2·0 per cent. Since the price index would remain unchanged at 102·8, the change in the real value of food purchases per head would be estimated as + 0·1 per cent, but in view of the existence of other minor sources of bias of which this method of adjustment takes no account, it may be safer to say that there was no measurable increase in 1964 in the real value of food purchases per head.

TABLE 5
*Percentage Changes in Expenditure, Average Food Prices and Real Value
of Food Purchased: Quarters of 1964 compared with
Corresponding Quarters of 1963*
(percentage changes)

	Quarter				1964 on 1963
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a) . . .	-2·9	+0·3	-0·5	+0·1	-0·7
Convenience foods (a) . . .	+1·8	+4·8	+4·2	+4·9	+4·0
All other foods	+2·5	+3·5	+2·3	+2·6	+2·7
All foods	+0·9	+2·8	+1·9	+2·3	+2·0
<i>Average Food Prices</i>					
Seasonal foods (a) . . .	-9·0	-5·2	+1·9	+1·4	-2·6
Convenience foods (a) . . .	+1·3	+2·6	+3·3	+4·0	+2·8
All other foods (b) . . .	+4·7	+6·7	+7·0	+5·0	+5·8
All foods (b)	+0·0	+2·2	+4·8	+3·9	+2·8
<i>Real Value of Food Purchased (c)</i>					
Seasonal foods (a) . . .	+6·8	+5·8	-2·3	-1·3	+2·0
Convenience foods (a) . . .	+0·5	+2·2	+0·9	+0·8	+1·1
All other foods (b) . . .	-2·1	-3·0	-4·4	-2·4	-2·9
All foods (b)	+0·8	+0·6	-2·8	-1·5	-0·8(d)

(a) As defined in paragraph 16.

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

(c) See Glossary.

(d) See paragraph 15.

14. The disparity in household size between 1963 and 1964 arises mainly from the third and fourth quarters. If the distribution of families of different size and composition in the third quarter of 1964 had been the same as that obtained in the Survey sample a year previously, the real value of food purchases would have fallen by only 1·8 per cent instead of the 2·8 per cent shown in Table 5. In the fourth quarter, the fall of 1·5 per cent is entirely removed by a similar reweighting.

15. Changes in expenditure, prices and consumption since 1958 are illustrated in Table 6 by annual index numbers, calculated by the method described in paragraph 12.¹ When results for 1964 are reweighted by household composition as described in paragraph 13, the index for 1964 becomes 105·4 instead of 104·6 so that the apparent fall becomes a rise of 0·1 per cent. In 1962 and 1963 the corresponding rise was nearly 0·5 per cent, about one-third of that in the three preceding years. The diminution in the income elasticity of demand for food which these results imply has been discussed in paragraph 6 above and in paragraph 13 of the Annual Report for 1963.

Seasonal and Convenience Foods

16. The percentage changes in average expenditure on seasonal foods, convenience foods and all other foods in each quarter of 1964 compared with corresponding quarters of the previous year are shown in Table 5. The group of seasonal foods consists of those foods which regularly exhibit a marked seasonal variation in price or in consumption, and comprises liquid milk (full price)², cream, eggs, fresh fish, potatoes, fresh vegetables and fresh fruit. Convenience foods may be defined as those processed foods for which the degree of culinary preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly processed products. Although the Survey classification of foods is not sufficiently detailed to itemize separately all of the foods embraced by this definition of convenience foods, it distinguishes most of them, namely:— cooked and canned meats, meat products, cooked and canned fish, quick-frozen peas and beans, canned vegetables, canned fruit, cakes, pastries, biscuits, breakfast cereals, cereal products, canned and dehydrated soups, puddings and ice-cream bought to serve with a meal. Expenditure on convenience foods continued to expand throughout 1964, but most of the rise was attributable to higher prices. For the year as a whole, the fall of 0·7 per cent in expenditure on seasonal foods was mainly due to reductions of 2½d. per person per week in the outlay on eggs and of 1½d. for potatoes; but the two halves of the year were dissimilar, seasonal foods being cheaper and more plentiful than a year before in the first and second quarters but dearer and scarcer in the third and fourth. But for the severe weather in the early months of 1963, when eggs and vegetables were expensive, the index which measures the real value of all food purchases would have shown a decrease in each quarter of 1964, although, as explained in paragraphs 13 and 14, changes

¹ The adoption of 1958 as a base period for these indices facilitates their comparison with other published statistical series, although with 1958 as base year the changes in the real value of food purchased in some years may be slightly different from those found by taking the preceding year as base period in each case. Thus, the fall in the real value of food purchases between 1963 and 1964 is shown as 0·7 instead of 0·8 per cent.

² In the interests of continuity, liquid milk (full price) has been retained in this group, although its price has not varied seasonally in all years.

in the composition of the Survey sample appear to have exaggerated the fall in the second half of the year.

17. Table 6, which gives a six-year time series, indicates that the rise in the price of convenience foods in 1964 was quite exceptional. The average price of this group of processed commodities rose by 2·8 per cent in that year, twice as much as in the preceding five years: but although their price was no longer falling in relation to other foods, expenditure on them remained buoyant, so that the real value of purchases of convenience foods (as defined in paragraph 16) continued to rise, though only at half the rate of 2·8 per cent per annum which had been maintained over the years 1958–63.

TABLE 6
*Indices of Expenditure, Prices and Real Value of Food
Purchased for Household Consumption, 1959–64*
(1958=100)

	1959	1960	1961	1962	1963	1964
<i>Expenditure Indices</i>						
Seasonal foods (a)	101·6	103·9	109·0	112·3	113·5	112·7
Convenience foods (a)	104·4	106·4	111·8	113·3	116·8	121·5
All other foods (b)	103·7	104·1	105·6	109·9	113·1	116·2
All foods (b)	103·2	104·5	107·7	111·2	113·9	116·1
<i>Indices of Average Prices</i>						
Seasonal foods (a)	96·6	96·3	101·9	106·8	108·6	105·8
Convenience foods (a)	100·5	99·3	101·1	101·1	101·4	104·3
All other foods (b)	105·0	105·1	104·4	107·4	110·3	116·6
All foods (b)	101·7	101·4	103·0	106·0	108·1	111·1
<i>Indices of Real Value of Food Purchases (c)</i>						
Seasonal foods (a)	105·2	107·9	107·0	105·2	104·4	106·5
Convenience foods (a)	103·8	107·2	110·6	112·1	115·1	116·5
All other foods (b)	98·7	99·1	101·1	102·3	102·5	99·7
All foods (b)	101·4	103·0	104·5	104·9	105·3	104·6(d)

(a) As defined in paragraph 16.

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

(c) See Glossary.

(d) See paragraph 15.

18. The broad classification of foods as 'seasonal', 'convenience' and 'other' conceals many divergent trends within each category, details of which are given in Table 19 (Part II). Table 7 illustrates changes over 1958–64 for the main convenience foods. The most rapid growth has been exhibited by quick-frozen peas and beans, fruit juices and ice-cream consumed in the home. Canned peas and canned tomatoes were below their 1958 levels. The collapse in the demand for corned meat in June 1964 is discussed in paragraph 24 below. Throughout the period the share of household food expenditure devoted to convenience foods (as defined above) has varied little from 19 per cent, although at constant (1958) prices it has risen from 18·4 per cent to 20·4 per cent.

TABLE 7
Indices of Quantities of Convenience Foods Purchased by
Households, 1959-64
(1958=100)

	1959	1960	1961	1962	1963	1964
<i>Quick-frozen peas and beans</i>	135	185	191	226	300(a)	244
<i>Canned convenience foods</i>						
Corned meat	85	81	73	74	79	48
Bacon and ham, cooked and canned	105	106	116	110	111	119
Other cooked and canned meats	99	109	108	115	117	129
Canned and bottled fish (b)	144	120	130	124	123	126
Canned peas	102	96	105	101	102	97
Canned beans	99	102	106	107	116	122
Other canned vegetables .	107	95	119	136	160	148
Canned and bottled tomatoes	82	70	75	64	66	80
Canned peaches, pears and pineapples	117	115	121	124	123	129
Other canned and bottled fruit	100	108	116	115	126	122
Canned soups	107	125	131	134	140	141
<i>Total above canned foods</i>	104	105	110	110	115	116
<i>Other convenience foods</i>						
Meat products (c)	102	109	116	116	120	123
Cooked fish	77	88	98	91	102	102
Fruit juices	124	141	155	152	166	186
Cakes and pastries	101	109	108	113	112	110
Biscuits	100	102	100	103	100	103
Puddings and ice-cream served as part of a meal	136	134	151	158	183	199
Breakfast cereals	97	100	106	107	108	112
Other cereals	91	97	86	91	88	83
Dehydrated and powdered soups	117	100	100	100	117	133
<i>Total, other convenience foods</i>	101	106	108	111	113	115
TOTAL—ALL CONVENIENCE FOODS	103	106	110	112	115	117
Total expenditure on con- venience foods (per person per week)	65.19 (5s. 5d.)	66.36 (5s. 6d.)	69.81 (5s. 10d.)	70.75 (5s. 11d.)	72.95 (6s. 1d.)	75.91 (6s. 4d.)
Total expenditure on all foods (per person per week)	351.49 (29s. 3d.)	355.77 (29s. 8d.)	367.02 (30s. 7d.)	379.02 (31s. 7d.)	388.09 (32s. 4d.)	395.76 (33s. 0d.)
Expenditure on convenience foods as a percentage of total household food ex- penditure:—						
At current prices	18.6%	18.7%	19.0%	18.7%	18.8%	19.2%
At constant (1958) prices	18.8%	19.1%	19.4%	19.6%	20.0%	20.4%

(a) Purchases of quick-frozen legumes were particularly high in the early months of 1963, owing to the shortage of fresh vegetables.

(b) Excludes fish paste.

(c) Includes cooked sausages, liver sausage, etc., but excludes uncooked sausages.

Milk and Cheese

19. The rising trend in the household consumption of liquid milk which had been apparent since 1959 was not continued in 1964. The estimates recorded for purchases of milk at the full price fell from 3·86 pints per person per week in 1962 and 3·90 pints in 1963 to 3·77 pints in 1964, and this change cannot be explained by the sampling fluctuation mentioned in the footnote to paragraph 10. A slight reduction was also recorded in free supplies of milk (other than welfare milk). The real price of milk increased in 1964, following a slight fall in the two previous years, but analysis of previous Survey results suggests that the demand for milk is not very elastic with respect to price; further, in 1964 the effect of a higher real price would be offset by higher real incomes¹. Thus there is some evidence that the underlying household demand² for milk may have weakened slightly in 1964, though there was no fall in total sales of liquid milk through the Milk Marketing Schemes (excluding milk for manufacture). The contraction in consumption of full-price milk was to some extent offset by an increase in the recorded average for welfare milk, from 0·66 pints in 1963 to the more normal average of 0·70 pints which has obtained since 1961, but the overall reduction from 4·98 pints to 4·85 pints is nevertheless significant.

20. The consumption of cream continued to increase, averaging 0·54 oz. per person per week compared with 0·52 oz. in 1963, 0·50 oz. in 1962 and only 0·26 oz. in 1956. In 1964, 23 per cent of the participating households bought cream during the week of survey, compared with 13 per cent in 1956; the average size of purchase has shown little change over the past decade.

21. Total consumption of cheese was well maintained at 3·17 oz. per person per week, and the upward trend which has been apparent since 1955 was continued. There appears to have been some temporary substitution of processed cheese (0·35 oz. in 1963, 0·40 oz. in 1964) for natural cheese (2·81 oz. and 2·77 oz. respectively), the real price of which was tending to rise until towards the end of the year.

Meat and Poultry

22. The most important change in food supplies in 1964 was the sharp reduction in both home produced and imported beef. Owing to the substitution relationships between the types of meat, demand for beef is highly elastic to changes in its own price, the estimated elasticity over the period 1956–64 being as great as –1·5. Because of the availability of other meats and meat products, a relatively small increase in the price of beef would normally suffice to cut back purchases to achieve equilibrium with the reduced supply, but the shortage in 1964 was such that beef prices began to rise fairly rapidly early in the year, and by June the average price recorded by the Survey was 5s. 0d. per lb., compared with about 4s. 5d. a year earlier. For the year as a whole, the increase in the real price was approximately 8 per cent, rather less than might have been expected in view of the reduction in supplies; purchases fell from 9·4 oz. per person per week in

¹ Recent estimates of the elasticities of demand with respect to price and income have been of the order of –0·1 and +0·3 respectively.

² Here and elsewhere in this Report, the "underlying demand" denotes the fundamental intrinsic demand, after eliminating the effects of prices and incomes in the short run; it is the product of a complex of factors such as tradition, trends in tastes, etc.

1963 to 8·5 oz. in 1964. The underlying demand per head has remained remarkably stable in recent years. The shortage of beef was partly made good by greater supplies of poultry and canned meat, the real prices of which, as of most types of meat, tended to rise with the price of beef. There was some fall in the recorded consumption of pork and of mutton and lamb, and after making allowance for the sampling fluctuation mentioned in the footnote to paragraph 10, the total consumption of carcase meat in 1964 fell by 0·9 oz. per person per week (5 per cent) compared with 1963; without reweighting (which increases the estimates for each of the carcase meats in 1964) the fall would have been 1·2 oz. Purchases of poultry rose from 2·5 oz. per person per week in 1963 to 2·7 oz. in 1964, in spite of the rise in its real price. Demand is highly elastic to changes in income, as well as to price, and the effect of higher prices in 1964 was more than offset by the continued improvement in consumers' purchasing power and by a shift in their demand towards poultry because of the shortage of beef, after two years during which the underlying demand for poultry had not maintained the rate of expansion apparent in 1956–61. The expansion had taken the form of an increase in the proportion of households buying poultry during the Survey week, from 4 per cent in 1956 to 16 per cent in 1963, and 18 per cent in 1964; the average size of purchase per buying household¹ has changed very little over this period, but has usually been greater, both in quantity and value terms, than for any of the carcase meats.

23. There were few changes of significance in average consumption of the other types of meat and meat products, prices in most cases having increased during 1964 in real terms. For example, the real price of uncooked bacon and ham rose by some 4 per cent compared with 1963, and purchases at 5·3 oz. per person per week were almost the same as in the previous year, so that the underlying demand seems to have strengthened a little. In spite of the shortage of beef, the consumption of beef sausages rose from 1·46 oz. per person per week in 1963 to 1·60 oz. in 1964; consumption of pork sausages, on the other hand, fell from 2·29 to 2·11 oz., while purchases of other meat products (meat pies, cooked sausages, etc.) continued on the rising trend apparent since decontrol.

24. Average consumption of corned meat, which had fallen from 0·89 oz. per person per week in 1958 to 0·66 oz. in 1961 and 1962, showed some signs of recovery in 1963 and the first five months of 1964, but following the typhoid outbreak in Aberdeen, and its association with imported canned corned beef, purchases of corned meat in June and July fell to one-sixth of the average recorded in those months during 1956–63. By the end of the year, consumption had recovered to about half the normal level for the time of the year, but showed signs of levelling off. Purchases of canned meat in Scotland are about one-fifth higher than in England and Wales, and this relative difference was maintained even after the outbreak.

Fish

25. With heavier landings,² the recovery in the consumption of fish from the low level of 5·69 oz. per person per week in 1961 continued in 1964, the recorded average of 5·94 oz. per person per week being the highest observed by the Survey since 1957. A further fall in the consumption of fresh filleted white

¹ Approximately 2½ lbs. for broiler chicken, and 4½ lbs. for other poultry (including turkeys, geese, etc., but excluding the Christmas trade).

² See paragraph 8.

fish (cod, haddock, plaice, etc.) from 1·60 oz. per person per week in 1963 to 1·52 oz. in 1964, was balanced by increased purchases of the quick-frozen white fish (fish sticks, fish fingers, etc.). In addition, housewives in the Survey recorded a significant rise in the consumption of fat processed fish (e.g. kippers) from 0·34 oz. (the average maintained since 1958) to 0·42 oz. per person per week, about the 1956–7 level. Almost three-quarters of the purchases of fat processed fish were in unfileted form.

Eggs

26. The severe weather in the early months of 1963 had reduced the supplies of eggs, but in 1964 there was a normal spring flush of supplies. By April the average price recorded by the Survey was 3s. 8d. per dozen, 11d. (20 per cent) lower than a year before. With increased supplies, average consumption for the year reached a new high level of 4·73 eggs per person per week, of which 4·40 were purchased. The demand for eggs is very inelastic to changes in price at this level of purchases, and despite a fall of nearly 20 per cent in the average real price in 1964 compared with 1963, the expansion in recorded purchases was only 4 per cent. After allowing for the rise in real income, the underlying demand per head in 1964 appears to have been much the same as in the previous year, and a little weaker than in 1960–62.

Fats

27. The consumption of both butter and margarine was almost unchanged in 1964, at 6·0 oz. and 3·3 oz. per person per week, respectively. The average price of butter remained steady throughout most of the year at 3s. 8d.—3s. 9d. per lb. with a slight temporary rise at the end of the year, the overall level being almost the same in real terms as in 1963. Towards the end of 1964 there were indications of a rise in the average price of margarine following nine years of remarkable stability, during which the average price of margarine recorded by the Survey has been within one penny of 1s. 10d. per lb. This represents a continuous fall in the real price, but during this period the demand for margarine has been governed by changes in the price of butter rather than in its own price. The experience of 1964 does not suggest any appreciable change in the underlying demand for butter or for margarine. There were no significant changes in the consumption of other fats.

Sugar and Preserves

28. The price of sugar averaged 9·65d. per lb. in 1964, compared with 9·10d. in the previous year, and was fairly stable in contrast to the fluctuations experienced in 1963. Demand for sugar had previously been observed not to be responsive to moderate changes in price or income, but in 1964, purchases fell from 18·5 to 17·4 oz. per person per week, or more than 5 per cent, although the rise in price was only 3 per cent in real terms, and although the consumption of home-made jams was fully maintained. Purchases of preserves continued to fall.

Vegetables and Fruit

29. Supplies of potatoes from the main crop lifted in the autumn of 1963 were reasonably adequate, while the 1964 crop proved to be heavy. Thus, for most of the year, real prices of both old and new potatoes were lower than in 1963, but the recorded consumption of potatoes fell slightly from 56·9 oz. per person per

week in 1963 to 55·6 oz. in 1964. There was some substitution of new potatoes for old, and of pre-packed potatoes for those sold loose.

30. Supplies of cabbage, brussels sprouts and cauliflower were much more plentiful in the early months of 1964 than a year before; prices were correspondingly lower, and consumption in the first quarter returned to normal levels. In total, average consumption of fresh green vegetables was nearly 10 per cent higher than in 1963. Demand for fresh peas was less than usual, and the average consumption fell from 1·37 oz. per person per week in 1963 to 1·08 oz. in 1964. The average price of quick-frozen peas rose for the first time since this product was distinguished in the Survey, and purchases fell from 0·84 oz. per person per week in 1963, when purchases had been stimulated by the shortage of fresh vegetables, to 0·70 oz. in 1964. Demand for quick-frozen peas appears to be highly elastic to changes in price and in income¹. During 1960–63, the average real price was falling and real incomes increasing, giving rise to a rapid expansion of purchases. However, the proportion of households buying the product increased only from 16 per cent in 1960–61 to about 20 per cent in 1963–64, and when the effects of changes in price and in income have been eliminated, it appears that the underlying demand for quick-frozen peas may have weakened since 1962. Despite the reduced demand for fresh peas and the higher price of quick-frozen peas, purchases of canned peas declined slightly to 3·09 oz. per person per week although their average price was almost unchanged; it has previously been observed that the underlying demand for the latter appears to be declining². By contrast, consumption of canned beans continued to increase from 2·96 oz. per person per week in 1963 to 3·10 oz. in 1964. Prices of carrots and other root vegetables had also hardened somewhat in the early months of 1963, and consumption increased in 1964 as prices fell.

31. Consumption of oranges and other fresh citrus fruit was somewhat above average in 1964, which also proved a good year for some types of home-grown fresh fruit, particularly apples. The substitution relationship between oranges and apples appears to be rather weak, and prices did not ease appreciably to match this combined increase in volume. Purchases of oranges are highly elastic to price changes³, and rose from 3·00 oz. per person per week in 1963 to 3·38 oz. in 1964, while those of apples are less elastic and the recorded average did not increase significantly. The demand for fresh tomatoes appears to be moderately elastic to changes in price and in income⁴, and consumption rose by 6 per cent, from 3·96 oz. per person per week in 1963 to 4·22 oz. in 1964, in response to an improvement in supplies and an easing of prices in the peak third quarter. The favourable supply situation in 1964 stimulated an increase of 3 per cent in the total consumption of fresh fruit (4 per cent if allowance is made for the sampling fluctuation) but this higher level was still below that of 1959 and 1960. In view of the high income elasticities found by cross-section methods for nearly all types of fresh fruit⁵, this failure of purchases to expand implies a contraction in the underlying demand.

¹ Recent estimates of the own-price elasticity and the income elasticity have been $-1·6$ and $+1·4$ respectively.

² See *Domestic Food Consumption and Expenditure: 1963*, paragraph 27. H.M.S.O., 1965.

³ A recent estimate of the own-price elasticity is $-1·5$.

⁴ Recent estimates of the own-price elasticity and the income elasticity have been $-0·5$ and $+0·5$ respectively.

⁵ See also *Domestic Food Consumption and Expenditure: 1963*, paragraph 29. H.M.S.O., 1965.

32. The demand for canned and bottled tomatoes appeared to be falling away rather rapidly before 1963¹, but in 1964, despite a marked increase in prices, and an improvement in supplies of fresh tomatoes, purchases rose from 0·59 oz. to 0·70 oz. per person per week. Similarly, the improvement in supplies of fresh fruit in 1964 did not prevent an increase in purchases of canned peaches, pears and pineapples from 2·76 oz. per person per week in 1963 to 2·90 oz. in 1964, and a further expansion in purchases of fruit juices.

Cereals, Beverages and miscellaneous foods

33. The decline in the consumption of bread continued in 1964, when the Survey estimate fell from 43·3 oz. per person per week to 42·0 oz. The demand for bread has weakened continuously as living standards have risen and the fall in average purchases has been accentuated by the continued rise in the average price of bread (in real terms) which was accelerated in 1964. Indeed, the rise of 7 per cent in the *money* price recorded by the Survey contributed about one-seventh of the rise in the Survey price index for all foods². The decline in consumption has been mainly in white bread, and the estimates recorded for brown bread (including wholemeal) have not varied appreciably for some years. The proportion of bread sold wrapped appears still to be increasing.

34. In real terms, the price of flour rose slightly in 1964, after decreasing since 1959, and this tended to accelerate the long-term decline in consumption, which fell from 6·51 oz. per person per week in 1963 to 6·07 oz. in 1964. The expansion in purchases of cakes had been assisted by a prolonged fall in real prices, but in 1964 both trends were checked. Demand for chocolate biscuits, however, recovered the ground lost in 1963, returning to the level of about 1·0 oz. per person per week which obtained before the 1962 Budget, while consumption of other biscuits was maintained at about 4½ oz. Purchases of puddings (including the convenient canned milk puddings) rose from 1·43 oz. to 1·57 oz. per person per week, while those of rice fell from 0·66 oz. to 0·52 oz. per person per week, with a 5 per cent rise in its average price. Consumption of oatmeal and oat products, which had been declining up to 1961, was maintained at 0·96 oz. per person per week in 1964, while that of breakfast cereals rose from 1·94 oz. per person per week in 1963 to 2·02 oz. in 1964.

35. Purchases of canned soups (including condensed soups) and of dehydrated and powdered soups continued to rise, partly because of falling real prices, though the underlying demand was also increasing. Purchases of pickles and sauces continued to expand.

36. The average consumption of tea recorded by the Survey remained virtually unchanged at 2·8 oz. per person per week from the end of rationing in 1952 until 1963, responding only slightly to price changes and not at all to increases in income, but in 1964 the recorded average fell to 2·69 oz. or 2·72 oz. if allowance is made for the over-representation of the larger families³. The real price of tea fell for the seventh successive year, and it thus appears that the demand for tea is now weakening. The growth in the consumption of instant coffee, however, is

¹ See also Table 7.

² See paragraph 13.

³ See Appendix A, paragraph 4.

strongly dependent on favourable trends in prices and incomes¹, so that when real prices rose in 1964 (following a downward trend) purchases fell back slightly. Purchases of bean and ground coffee and of coffee essences were well maintained.

GEOGRAPHICAL DIFFERENCES IN HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE, 1964

37. For the purpose of considering differences in household food consumption and expenditure between the various parts of Great Britain, two entirely different analyses of Survey data are made. The first of these classifies households according to geographic region, the second according to the degree of urbanization of the polling districts in which they are located. The two classifications are formally independent of each other and no cross-classification according to degree of urbanization within each region has been attempted, although an important characteristic of each region is of course the extent to which its population is concentrated in large towns. In the regional analysis, separate results are given for Wales, for Scotland and for each of the Registrar-General's standard regions of England, except that the London conurbation is treated separately from the remainder of the London and South-Eastern region, which is combined with the Southern region, giving a total of 11 regions² in all. The London conurbation also forms part of the analysis by degree of urbanization (type of area) in which it is distinguished from provincial conurbations³. This analysis also gives separate results for larger towns³, for smaller towns³, for semi-rural areas³ and for rural areas³.

38. The Survey is designed to be representative of Great Britain as a whole, but practical restrictions on the size of the sample and on the number and mobility of fieldworkers place limits on the number of localities which can be included in each regional sub-sample. Thus the sample design cannot ensure that the localities selected from any one region in a single year are fully representative of that region. The size of the national sample had been reduced in 1963 and continued at this reduced level in 1964. This reduction, which was effected by reducing the number of first-stage sampling units from 50 parliamentary constituencies to 44, meant that the sample from each region was less widely scattered than hitherto, and therefore the regional averages are likely to show greater variation from one year to another. This applies particularly to the results for Wales and Scotland, which are the subject of further comment below. Details of the samples drawn in 1964 from each region and from each type of area are given in Appendix A.

¹ Recent estimates of the own-price elasticity and income elasticity have been -1.9 and $+0.8$ respectively.

² Details of the administrative areas comprising each region are given in a footnote to Table 1 of Appendix A.

³ See Glossary.

Expenditure, prices and free supplies

39. Table 20 gives estimates of average household food expenditure in 1963 and 1964 in each region and type of area together with estimates of the value of food obtained for consumption in the home (i.e. purchases plus free supplies). The sub-samples in Wales and Scotland were drawn from two and four constituencies, respectively, instead of three and five as in 1962, and with so few first-stage sampling units (see Appendix F, paragraphs 4 and 5) rather wide fluctuations are to be expected in the estimates of average household food expenditure recorded from year to year. Thus the estimates in both countries had fallen rather abruptly in 1963 compared with the previous year, and in 1964, these deviations were reversed, so that estimated expenditure rose by 2s. 4d. per person per week in Wales and 4s. 0d. in Scotland. This latter increase—which appears to be aberrant—brought the estimate recorded for Scotland above the national average for the first time since the introduction of this type of analysis in 1955. The households in the Scottish sub-sample in 1964 happened to have appreciably greater average income than those drawn in 1963; also, they included fewer children and more sedentary men, the average size of household having been sharply reduced from 3·56 to 3·27 in 1964, compared with an overall increase from 3·11 to 3·19 for the sample as a whole (see Appendix A). There were no such major changes in the estimates recorded for the various regions of England, the estimated expenditure in London rising by 5d. per person per week, thus maintaining its usual lead. The dispersion of these estimates about the national average can be measured by the coefficient of variation¹, and in 1964, mainly owing to the major increases in the estimates for Wales and Scotland, this coefficient fell to 3·4 per cent, compared with 5·3 per cent in 1963². This would suggest that the tendency observed in 1956–61, for regional disparities in expenditure to widen has since been halted, if not reversed. Regional differences in expenditure tend to be greater than those in the value of consumption (expenditure plus the imputed value of free supplies), but in 1964 the exceptionally high expenditure recorded in Scotland was accompanied by a continued high value of free supplies, so that the average value of consumption, 34s. 6d. per person per week, was second only to that found in London (35s. 11d.). In Wales, on the other hand, the higher expenditure was partially offset by a fall of one-half (10d.) in the value of free supplies, since the sub-sample was less rural than before. There was also some reduction, compared with 1963, in the range for expenditure and value of consumption between types of area classified according to degree of urbanization. Outside the London conurbation, the value of consumption increased with decreasing town size.

40. Table 20 also gives, for each region and type of area, index numbers of food prices paid by households in each region and type of area. The index, which is of Laspeyres type, has been derived by valuing the national diet at the average prices paid in each region and type of area, and expressing the result in each case as a percentage of the cost of the national diet at national prices. Thus the index takes no account of variation in the pattern of food purchases in different localities, but only of price-differences which are presumably due to

¹ The coefficient of variation is the square root of the mean of the squared deviations from the overall average, expressed as a percentage of that average.

² If expenditure in Wales and Scotland in 1963 had remained at the levels recorded in 1962, the coefficient would have been 4·4, as in 1961 and 1962. See *Domestic Food Consumption and Expenditure: 1963*, paragraph 37. H.M.S.O., 1965.

variations in quality of otherwise similar commodities or to differences in the services (in the widest sense) offered by different shops. Differences between these index numbers for different regions and types of area had narrowed in 1963, but widened in 1964, because of the higher prices recorded by the Welsh and Scottish households in the sample. The greatest relative fall was in the North West, while prices in East Anglia and in the South and South-East fell further below the national average. The price level in Greater London was almost the same as the average for Great Britain; elsewhere, prices were below average in the larger towns and above average in smaller towns and rural districts.

41. The "price of energy" indices¹ which are also shown in Table 20 differ from the price indices discussed in the previous paragraph, because they take into account the regional variations in consumer *choice* of food. Thus the "price of energy" index displays much greater variation than the food price index, because it is affected not only by variations in the prices paid for food, but also (and mainly) by differences in dietary patterns. In any one region or type of area, these two factors may or may not be complementary. For example, the food price index estimated for Wales in 1964 was much above the national average at 104·3, but the "price of energy" index for the Welsh choice of diet was below the average at 98·8; corresponding indices for Scotland were 105·3 and 101·9. In the Northern Region, on the other hand, where prices were only slightly below the national average, housewives obtained the cheapest diet (in terms of energy), probably because of the tradition of home baking (cf. Table 21). The range of more than 13 per cent between the cost per calorie in London (where it was as usual highest) and in rural areas was entirely attributable to differences in the pattern of diet, since prices were higher in rural areas than elsewhere.

42. Geographical variations in average household consumption of each of the main foods or groups of foods in 1964 are summarized in relative terms in Table 21, while detailed estimates of the average consumption of each of the foods itemized in the Survey classification are listed in Appendix D. Although the sampling fluctuations already discussed have affected these estimates, certain broad regional characteristics were again revealed in 1964. Thus the Welsh households again recorded relatively high consumption of butter, bread, pig-meat and poultry and low purchases of margarine and coffee, while the Scottish households in the sample continued to record relatively high averages for beef, preserves, cakes and biscuits, and low figures for pork, bacon, lamb, fruit, green vegetables, flour and cooking fats.

43. The diet in households of the Northern Region of England was again of a very distinctive character, having in common with the Scottish diet a relatively high consumption of beef and veal and of eggs, but, in contrast, including much greater quantities of flour, suet and dripping, cooking fats, and bacon and ham, and less milk. Although the overall consumption of liquid milk has been very inelastic with respect both to price and to income, there were certain regional differences, uptake tending to be lower in Wales and the North of England and

¹ This index, which measures the 'cost per calorie' has been obtained by dividing the money value of the food obtained for consumption (purchases plus free supplies) in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.

higher in the South. Over the whole of Great Britain, there was relatively little variation in consumption of tea, but coffee was much less popular in Wales, Scotland and the North of England than in the South, especially in London, where the diet was also characterized by a high proportion of meat, fruit and fresh green vegetables.

44. The proportion of animal protein in the diet was higher in the South of England than in the North: in the London diet, nearly two-thirds of the protein was from animal sources, particularly carcass meat and poultry. The pattern of the diet in towns outside conurbations was close to the national average; there was rather more variation in semi-rural and rural areas (e.g. continuing high purchases of flour) but on the whole it appears that outside London differences associated with town size are smaller than regional differences. The decrease in the recorded consumption of liquid milk, mentioned in paragraph 19, extended to all regions except Scotland and the South-West of England. The consumption of tea increased in Scotland and the North of England, but declined in the South, including London. Consumption of coffee was greatest in the South of England, where it rose in 1964 because of increased use of bean and ground coffee; the increase in the London figure compared with the previous year may however be mainly due to a sampling fluctuation.

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE ACCORDING TO SOCIAL CLASS, 1964

Classification

45. The definition of social class used in the National Food Survey is in terms of the gross weekly income (i.e. before deduction of income tax, etc.) of the head of the household, as stated by the housewife, or if necessary, imputed from occupation or other information. Four broad classes are distinguished (and described in descending order of the gross income of the head of the household as Classes A, B, C and D) but Class A is divided into two sub-groups (A1 and A2), and Class D into three, viz. households containing one or more earners (Class D1), those containing no earner (Class D2) and households solely or mainly dependent on old age pensions¹ (abbreviated as O.A.P.). As an exception to the general rule, if the gross weekly income of the head of the household is within the income range for Class D and the household contains more than one earner, the income of the principal earner is used to determine the social class, even though that earner is not necessarily the head of the household.

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

¹ Including State retirement pension, and pensions of widows over 60 years of age. For this purpose, "pension" includes income from National Assistance funds.

for purposes of classification than estimates imputed from occupation or other factors. The ranges of gross income which were adopted at the beginning of 1964 for use throughout the year were:—

Class A £24 per week and over (Class A1, £39 and over)

Class B £15 and under £24

Class C £9 10s. and under £15

Class D Under £9 10s.

The rise in money incomes in 1964, however, proved greater than had been anticipated when these ranges were determined at the beginning of the year. In consequence, about an eighth of the households which would otherwise have been allocated to Class C were placed in Class B because the income of the head fell within the range previously determined for that class. Similarly, about an eighth of the households which would otherwise have been allocated to Class B were placed in Class A2 and about an eighth of those properly belonging to Class A2 were allocated to Class A1. Since the households thus incorrectly pre-classified spent rather less on food than households which had correctly been allocated to each class, this has contributed to some slight understatement of the estimates of average food expenditure for Classes A, B and C (particularly those for Classes A2 and B) in 1964. The averages for the sample as a whole, and for households grouped according to any other classification are, of course, not affected. Further details of the class distribution of the samples, and of the income ranges used in each year since 1958, are given in Table 3 of Appendix A. Throughout this period the distribution aimed at has been Class A1, 2½ per cent; Class A2, 7½ per cent; Classes B and C, each 35 per cent; Class D, 20 per cent.

47. Further details of the composition of the sample of households from each class in 1964 are given in Appendix A, paragraphs 4 and 5 and Tables 4 and 5. The average size of the households placed in Class A1 was appreciably smaller than in 1963 because the sample from this class contained relatively fewer large families than usual and relatively more childless couples and families with only one or two children. In contrast, the average size of household in the other earning classes was rather greater than in 1963, larger families with children being relatively more strongly represented in Classes A2 and B, and those with children or adolescents (or both) in Classes C and D1.

Expenditure, consumption and prices

48. Estimates are given in Table 22 of the average food expenditure in each social class in 1963 and 1964. The changes in expenditure shown there are, however, at least in part attributable to the changes in the composition of the sub-samples described in paragraphs 46 and 47 above. Thus for Class A1, which contained relatively more younger couples and fewer children than in 1963 (and only two of the largest families), the expenditure recorded in 1964 rose by no less than 3s. 9d. per person per week, whereas for Class A2, which included more children (and more of the largest families) than in the previous year's sample the estimate fell from 35s. 7d. to 35s. 4d. per person. At the other end of the scale, the recorded expenditure in Class D1 rose by 1s. 3d. per person per week

to 31s. 6d., so that in 1964 the lowest value was found in Class C, where the recorded average increased by 8d. to 31s. 4d. per person per week. This apparent anomaly is partly attributable to an increased number of earners and of adolescents in Class D1. This class consists of only a small group of households of rather unstable composition from one year to another; it includes households dependent on the earnings of an adolescent or a widow and contains a rather high proportion of older couples (but not old age pensioners), and relatively fewer children than Class C. There are usually nearly twice as many women as men in this class, but in 1964 this disparity was somewhat reduced. Expenditure recorded by old age pensioners continued at a level very near, but slightly below, the national average.

49. Average expenditure recorded for Class A1 was over 40 per cent greater than that recorded for Class C, but the corresponding range in average value of consumption (expenditure plus value of free supplies) was, as in 1963, even greater because households in Class A1 obtained more free supplies than households in any other class. However, the value of free supplies for households in Class C (which includes most of the agricultural workers) was sufficiently greater than that in Class D1 to offset the anomaly in expenditure already discussed in paragraph 48, so that the lowest value of consumption was found in the latter class. Class variations in food expenditure are partly explained by differences in the average prices paid for food by households in each class. The latter differences are illustrated in Table 22 by index numbers which have been calculated by costing the national average food purchases per head at the average prices paid by each class in turn and expressing the result as a percentage of the average household food expenditure per head for the whole sample. The index numbers therefore take no account of the actual pattern of purchases in each class, but only of differences in prices paid for the same commodities, presumably because of differences in quality and in the services offered by different shops. Thus the general levels of food prices paid by households in Classes A1 and A2 in 1964 were respectively 9 per cent and 3 per cent above the national average, and those in Classes C and D, from 1 to 3 per cent below it. This range of differences, however, is relatively small compared with that in the index numbers of the "price of energy" which are also shown in Table 22. This index has been obtained by dividing the money value of the food obtained for consumption (purchases plus free supplies) in each class by its energy value and expressing the result as a percentage of the corresponding quotient for all households. This index therefore takes some account of differences in the pattern of diet between the different classes; for example, households in Class A as a whole obtained rather fewer calories per head than were obtained by households in other classes, but they obtained relatively more from expensive sources such as carcase meat, fresh fruit, etc. However, in Class A1, which happened to contain relatively more adolescent males in 1964 than in the previous year, there was an increase in the recorded average consumption of most types of food, including bread and potatoes (the cheaper sources of energy), so that the overall energy value of food purchases for this class was rather higher than in other classes, and the index number for price of energy (132), somewhat lower than that for value of consumption (138). The corresponding index numbers for other classes were more closely related, since there was relatively little difference in the estimated levels of energy value.

50. Estimates of average expenditure on each of the main foods in 1964 by households of different class are given in Table 23; corresponding estimates of consumption are shown in Table 24. As usual, for most foods, both expenditure and consumption were greatest in Class A1, falling with declining income to a minimum often found in Class D1, but sometimes found in Class C, (e.g. carcass meat) and Class D2 (cheese); for a few foods, including condensed milk, prepared fish, margarine, potatoes, bread and tea, this gradation tended (as in recent years) to be reversed. The overall contraction in consumption of full-price liquid milk was not uniformly distributed among social classes. The estimate recorded in Class A1 remained at the level of 5·3 pints per person per week observed in 1962 and 1963. However, in Class A2 (containing rather more children than in the previous year), the estimated weekly consumption per person fell by almost one-quarter of a pint. The consumption of milk recorded by old age pensioners taking part in the Survey in 1964 returned to the level of 4·8 pints per person per week estimated in 1962, following a somewhat aberrant increase to 5·2 pints in 1963. Eggs were generally much cheaper in 1964, and purchases recorded by households in Class A1 rose sharply from 4·8 to 5·4 eggs per person per week¹; large increases were also recorded in Classes D1 and D2, but in Class B, estimated weekly purchases were virtually unchanged at 4·3 eggs per person. There was no appreciable change for coffee, the increase of more than 50 per cent recorded in Class A1 being mainly due to a sampling fluctuation for this small sub-sample. Consumption of tea tends to be inversely related to income, as mentioned above, and the overall contraction in estimated consumption (see paragraph 36) was attributable entirely to reductions recorded by households in Classes A and B; consumption in all other classes was well maintained.

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE ACCORDING TO FAMILY COMPOSITION, 1964

Classification

51. Households participating in the National Food Survey have, since 1954, been divided into eleven types, according to their size and composition. Eight of these, in which the adult element consists of one man and one woman² (a 'couple'), are described as 'classified' (or, where they include minors, as 'family households'). In 1964 such households again accounted for 65 per cent of the households surveyed; they included 69 per cent of all persons in the sample, 67 per cent of the adolescents (aged 15–20 inclusive) and 81 per cent of the children under 15. Couples without children are subdivided into 'younger' (both adults under 55) and 'older' (one or both 55 or over). The remaining 'unclassified' households, in which the adult element is other than one man and one woman, are subdivided into three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents.

¹ This increase is partly attributable to the sampling fluctuation discussed in paragraph 47.

² The terms "man" and "woman" refer here and elsewhere in this Report to persons of 21 years of age or over.

52. An analysis of the Survey sample according to household composition and social class is given in Table 4 of Appendix A; details of the average number of earners per household in each of the sub-groups are shown in Table 9 of Appendix A. In 1964, 57 per cent of the younger childless wives were in paid employment, compared with 23 per cent of the mothers with one child, 21 per cent of those with two children, 15 per cent of those with three and only 9 per cent of those with four or more children. Younger childless couples continued to enjoy the largest income per head, but net family income was rather higher in families with several children than in those with only one, since many of the latter were families of younger parents with lower earnings, and with lower tax reliefs and no family allowances. Five of the eight types of classified household are of fixed size and composition, and this facilitates comparison of their food purchasing habits over time, although other characteristics of the samples in these sub-groups, notably their average income, may fluctuate from year to year. Thus the proportion of pensioner households among the older couples declined from 27·9 per cent in 1963 to 26·1 per cent in 1964, and the proportion of younger couples with incomes qualifying them for Class A1 again increased in 1964, partly but not entirely because the lower income limit for this class had not been changed. Similarly, the number of the largest families whose incomes qualified them for Class A rose from only eight in 1963 to twenty-four in 1964; against this, the sample contained an unusual number of families with five or more children in the latter year, and this increase in average household size tends to depress the averages for the sub-group as a whole.

Expenditure, consumption and prices

53. Table 25 gives the average household food expenditure and value of consumption per person per week in 1963 and 1964 in each of the eleven types of household. This classification consistently reveals a much wider variation between these types than that between the income groups used to define social class, because of the smaller food requirements of the younger children. All types of household recorded increased expenditure, that for younger couples (of whom relatively more qualified for Class A1, as already mentioned) rising by 2s. 2d. per person per week, or 5 per cent, while that in the largest families rose by 4d., or less than 2 per cent, for the reasons indicated above. Whether measured by the range between extreme groups or by a coefficient of variation which takes all the eleven types of household into account, group differences in food expenditure per head (and still more those in value of consumption) increased in 1964.

54. Table 25 also shows a price index which compares the level of food prices paid by each of the eleven types of household with the average for all households. The index has been derived by costing the national average food purchases per head at the average prices paid by each of the household groups separately and expressing the results as percentages of the average domestic food expenditure per head for the whole sample. The index therefore takes no account of the variation in the pattern of food purchases between the household groups, but only of price-differences which are presumably due to differences in quality of otherwise similar commodities or to differences in the services (in the widest sense) offered by different shops. The level of food prices paid by each group of classified households (except older couples) varied inversely with household

size. The range of this variation was slightly greater than in 1963, the highest prices (3·5 per cent above the national average) being paid by younger childless couples and the lowest (5·4 per cent below the average) by the families with four or more children. The increase in the relative level of prices paid by pensioner households¹ helped to bring up the level for older couples (of whom more than one-quarter were pensioners) from very slightly below the national average in 1963 to 1 per cent above it in 1964. A similar inverse relationship with household size was also found among the three unclassified types of household, and the gradation there was also rather more steep than in 1963, ranging from nearly 3 per cent above the average in wholly adult households (average size 1·91 persons) to 1 per cent below it in households containing one or more children (average size 4·75 persons).

55. A 'price of energy' index² which is also shown in Table 25, takes account of variation in the *pattern* of purchases between the different household groups and therefore shows a steeper gradation than that in food prices. About three-quarters of the range in this index (from 113·8 for younger childless couples to 81·2 for the largest families) was due to different patterns of food consumption. Thus, the younger childless couples devoted a greater *proportion* of their expenditure to meat (nearly one-third), fresh vegetables and fresh fruit; in contrast, the largest families (with four or more children) were more dependent on the cheaper sources of energy such as bread, potatoes and margarine. The remaining one-quarter of the range was attributable to different prices paid for comparable foods, in so far as the Survey classification of foods enables such comparisons to be made.³ The range in the cost per calorie, as measured by this index, was slightly greater than in 1963, but this may be partly due to the sampling fluctuation in 1964.⁴

56. Estimates of average expenditure on each of the main foods in 1964 by households of different composition are given in Table 26; corresponding estimates of consumption are shown in Table 27. These estimates are similar in broad pattern to those given in previous Annual Reports, *per caput* expenditure and consumption for most foods decreasing with increasing family size, and showing a particularly steep gradation for cream, meat (especially pork and poultry), fish, butter, fresh green vegetables, fruit (especially fresh fruit), coffee and branded beverages. The gradation tended to be reversed in the larger families for dried milk and margarine, and also for potatoes and bread; the younger childless couples also recorded relatively large purchases of the two latter foods. No doubt as a result of the high prices for beef in the spring and summer of 1964, the largest families cut back their purchases by about 14 per cent (from 5·6 oz. per person per week in 1963 to 4·8 oz. in 1964), while the reduction for younger childless couples was less than 7 per cent, from 12·8 oz. to 12·0 oz. Following a considerable rise in prices in 1963, eggs were much cheaper in 1964, but while younger childless couples increased their weekly purchases by only 6 per cent, from 5·4 to 5·7 eggs per person, the rise for the largest families was relatively though not absolutely greater (9 per cent, from 3·2 to 3·5 eggs per person). In real terms, butter prices in 1964 were much the same for most of the year as in 1963, and the purchases recorded by households in nearly all groups showed little change. However, the sample of families with

¹ See Table 22.

² See paragraph 41.

³ See paragraph 12.

⁴ See paragraph 52.

four or more children bought only 3·0 oz. of butter per person per week compared with 3·3 oz. in 1963, when the average household size in this group was smaller. These larger families were in 1964 the only group using more margarine than butter, and they consumed less of the two fats together than did the corresponding families in 1953, the last full year of rationing (6·9 oz. per person per week in 1964, compared with 7·4 in 1953). This group bought more potatoes but rather less bread in 1964 than in 1963. Younger childless couples maintained their consumption of tea, but older couples and the larger families reduced their purchases.

57. Full-price liquid milk was slightly dearer in real terms¹ in 1964 than in the previous year, but purchases by families without adolescents were generally maintained; the provision of welfare milk and school milk was a further stabilising factor. Adult households bought rather less milk, while the greatest reductions were found in families with adolescents. Thus the slowly rising trend in milk consumption observed between 1959 and 1962 in family households appears to have been checked. The total consumption of liquid milk in the families with three children, with four or more children and with adolescents was much the same in 1964 as for the period 1956–62 as a whole.

Family Composition and Social Class

58. Since 1955, National Food Survey data have been analysed according to family composition within each broad social class, in order to examine the relative effects of the composition of the family and the income of its head upon household food expenditure and consumption and the nutritive value of the diet. Households in Class D2 and those of old age pensioners have been excluded from this analysis because they contain few children. The numbers of households with children in Classes A1 and D1 in the sample are too small for separate analysis, and, as in previous years, sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is therefore limited to three broad income groups, A, B and C & D1, and to seven classified types of household, namely, younger childless couples and couples with different numbers of children, with or without adolescents. Details of the composition of the sample in 1964 according to social class and family composition are given in Table 4 of Appendix A. Estimates of the average weekly food expenditure per person and per household for each of the 21 sub-groups are given in Table 28, and details of average consumption (per head) of the main foods, in Table 29. For households in Class A, average weekly food expenditure ranged from 49s. 5d. per person for younger childless couples to 24s. 10d. in the largest families; corresponding ranges were 46s. 0d. to 22s. 8d. for Class B and 44s. 4d. to 20s. 5d. for Classes C & D1. This again illustrates that food expenditure varies much more widely with size of family than with income; for example, families with three children in Class A spent only 3s. 11d. per person per week more than the corresponding group in Classes C & D1. In contrast to the exceptional situation observed in the Survey sample of 1963, food expenditure *per household* in 1964 increased rather more rapidly with increasing family size in the higher income groups; that is, the increment to food expenditure for the addition of each child was, on average, greatest in Class A, and greater in Class B than in Classes C & D1.

¹ That is, when its price is deflated by the Index of Retail Prices.

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION, 1964

59. The methods used for estimating the energy value and nutrient content of the food obtained for household consumption are the same as those used in recent years and described in Appendix F, paragraphs 12 to 16. In the accompanying tables of consumption, allowance has been made as before for inedible wastage and for cooking losses of thiamine and vitamin C. In the tables in which the adequacy of the diet has been assessed, by comparison with allowances (taking account of age, sex and activity) based on the recommendations of the Committee on Nutrition of the British Medical Association (Appendix F, Table 1), a conventional allowance of 10 per cent has been made for wastage of edible food; further adjustments are made to allow for meals to visitors and for meals consumed outside the home.

All Households (Table 30)

60. The daily energy value of the average household food consumption in 1964 was 2600 kcal. per person, a value rather lower than that recorded for any year since the end of food control in 1954. The extent to which the energy value exceeded the recommended household allowance had been increasing steadily since 1959; this trend was reversed in 1964, when allowances were nevertheless exceeded on average by 8 per cent. The consumption of animal protein was 2 per cent less in 1964 than in 1963; there was a somewhat similar decline in total protein consumption, which fell to its 1961 level, thus arresting the upward trend evident since 1959. However, the proportion of the energy value derived from protein was well maintained, and protein derived from animal sources continued to provide just over 60 per cent of the total protein. The consumption of fat, which had been increasing steadily since 1952 (apart from a slight reduction in 1959), was reduced in 1964, while that of carbohydrate, which had been declining since 1955, was further reduced so that it contributed only 48 per cent to the total energy value of the household food consumption, the lowest value yet recorded by the Survey. These changes in household food consumption are consistent with those described for national food supplies (see paragraphs 8 and 9). In consequence of a lowered consumption of liquid milk and of beef and veal, and despite an increase in egg consumption, the consumption of riboflavine was reduced. Decreased consumption of bread, flour and beef and veal was responsible for the decreased consumption of nicotinic acid. As a result of increased consumption of fresh fruits and green vegetables, and in spite of a small decrease in potato consumption, there was a significant increase in vitamin C consumption, reversing the decline evident since 1960. As in previous years, the recommended allowance for each nutrient was exceeded: for vitamin A, by almost as much as the allowance itself, and for vitamin C by an even greater amount. The contribution of individual foods and food groups to the total energy value and nutrient content of domestic food consumption is shown in Appendix C, Table 1.

Geographical Variations (Table 31)

61. The average household food consumption in all regions and types of area analysed (see paragraph 37 et seq.) was nutritionally satisfactory when compared with the recommended allowances of the British Medical Association,

though total protein in Wales and in the South-Western Region, and calcium in Wales, only just reached the recommended allowances. Compared with 1963, consumption of most nutrients by households in Scotland and provincial conurbations increased, while that in London and semi-rural areas decreased. The proportion of calories obtained from protein was lowest in Wales (11·1 per cent), and highest in London (12·0 per cent). Scotland again had the lowest proportion of calories obtained from fat (38·9 per cent), but its proportion of calories obtained from carbohydrate (49·2 per cent) was second to that in the North Midland Region and in rural areas (49·3 per cent): in recent years Scotland has usually obtained a higher proportion of its calories from carbohydrate than any other region, but the Scottish sub-sample in 1964 appeared more affluent than that drawn in 1963 (see Appendix A). The London diet continued to present the highest percentage (42·0 per cent) for fat and the lowest (45·9 per cent) for carbohydrate. Wales obtained the lowest percentage (55·7 per cent) of protein from animal sources and London the highest (64·5 per cent).

62. Although variation in average regional intake from the average for the whole sample has generally been slight, certain constant features concerning the nutritional value of the diet in different regions of Great Britain have been apparent for some years. Table 8 shows the regions and types of area in which the intake deviated by $3\frac{1}{2}$ per cent or more from the national average in at least four of the five years from 1960 to 1964; two-thirds of the estimates of intake for energy and all nutrients for the five years lay within this range. Some nutrients showed greater regional variation than others, and those that have consistently varied by more than 7 per cent above or below the national average are shown in bold type.

63. The major dietary causes of the persisting variations shown in Table 8 may be summarized as follows:—

Animal Protein. High consumption of liquid milk and carcase meat in London and low consumption of these foods and of fish in Wales and Scotland are the main causes of high and low estimates for animal protein.

Fat. The high level of total consumption in rural areas is due to the high consumption of margarine, whilst the low level in Scotland is due to the low consumption of cooking fat.

Carbohydrate. The relatively high consumption in rural areas of sugar and of cereals, particularly of flour and bread, and the low consumption of these foods in London are mainly responsible for the maximum and minimum for carbohydrate.

Calcium. High consumption of milk and cheese in the South-Eastern and Southern region and in rural areas and low consumption of these foods in the East and West Ridings and provincial conurbations explain the calcium variations observed. Higher consumption of cereals in rural areas and lower consumption of these foods in provincial conurbations also make some contribution to the two extreme levels in the respective types of area.

Iron. Consumption of bread, flour, beef and veal, and eggs is high in rural areas.

Vitamin A. High vitamin A levels observed in the South-Eastern and Southern region are caused by the relatively large consumption of dairy products, liver and fresh green vegetables. Generally, smaller amounts of all these foods are consumed in the North and in Scotland.

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

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

Nicotinic acid. The differences shown are chiefly due to variations in the consumption of meat.

Vitamin C. The consistently large consumption of fresh fruit and green vegetables in London and the small consumption of these foods in Scotland and the North of England explain the differences observed in vitamin C levels.

Vitamin D. High vitamin D figures recorded for the East and West Ridings, the North-Western region and for the rural areas are chiefly due to high consumption of margarine. The low level in the South-Western region is due to a relatively low consumption of margarine.

Households of Different Social Class (Table 32)

64. For a discussion of classification, and of household food consumption and expenditure, see paragraph 45 et seq. The average consumption of all nutrients by households in Classes B and D2 was within 5 per cent of the national average; for Classes C and D1 it was within 5 per cent for all nutrients except vitamin C; and in old age pensioner households, only iron and vitamin C were outside (and below) the 5 per cent range. Consumption more than 10 per cent in excess of the national average was recorded for animal protein and vitamin C in Class A households, because they consumed on average more liquid milk, cheese, meat, eggs and fresh fruit than those in the other classes. For most nutrients the downward gradient in consumption from Class A to Classes C or D1 was observed, and the gradient for carbohydrate consumption was as usual in the reverse direction. The average calorie consumption did not vary regularly with class, so that the percentage of energy derived from protein and from fat showed a downward, and that from carbohydrate an upward, gradient.

65. Compared with 1963 there were few changes in intakes of most nutrients; in households of Class D1 there was a slight increase in the energy value of the diet, and increased intakes of all nutrients (except carbohydrate), especially vitamin A and thiamine, were recorded. These increases were due to greater consumption of most foods and especially of eggs, bread and potatoes. They reversed the downward turn in consumption which was noted in the Annual Report for 1963.¹

¹ *Domestic Food Consumption and Expenditure: 1963*, paragraph 61. H.M.S.O., 1965.

66. The average diet of households of all social classes was nutritionally more than adequate, when compared with allowances based on the British Medical Association's recommendations. Consumption gradients between classes were as usual apparent when consumption was expressed as a percentage of the recommended allowances. A downward gradient in the energy value and nutrient adequacy of the diet was observed from Class A to Class C with an upturn in Class D1 (Class D2 for vitamin C) for all nutrients except iron and vitamin A: for these two nutrients the percentages were lowest (though still in excess of 100) in old age pensioner households.

Households of Different Family Composition (Table 33)

67. Comparison between groups of families of different composition may be most appropriately made in relation to their physiological requirements, which vary widely with sex, age and level of activity. The energy value of food consumed in all types of household reached the recommended allowances of the British Medical Association, and in wholly adult households and those with one child the estimated requirements for energy and all nutrients were exceeded by more than 10 per cent. The two nutrients whose average consumption failed to reach the recommended allowances were protein in the larger families containing 3 or more children, or both children and adolescents, and in unclassified households containing adolescents or children, and calcium in the above-mentioned types of household except those unclassified ones containing adolescents. Average consumption of liquid milk (but not in general of meat and bread) in all these types of household was lower than in other family groups (see Table 27).

68. Compared with 1963, changes in average household nutrient consumption were slight. Most household groups except those containing 3 children recorded increases in consumption of vitamin C, following higher consumption of green vegetables and fresh fruits. Households with children (with or without adolescents) recorded increased consumption of most nutrients except iron, which fell following reduced consumption of beef and veal, and bread. The percentage of total protein provided by animal sources increased slightly in nearly all types of households thus continuing the upward trend evident since 1956, but which lapsed in 1963. The percentage of energy derived from protein and fat remained unchanged or slightly increased, while the percentage from carbohydrate decreased in most household groups except unclassified households containing adolescents but no children. The contribution of protein and fat to the total energy value of household food consumption—and of protein from animal sources to the total protein—varied inversely with family size, while that from carbohydrate varied directly. The energy value and nutrient content of the household food consumption of large families is considered further in paragraph 72 et seq.

Households of Different Composition within Social Classes (Tables 34 and 35)

69. It has been shown in previous National Food Survey reports that household composition has more influence than social class on the consumption of most nutrients, and that the households in which the diet is least likely to be satisfactory, compared with the recommended nutrient allowances, are those with large families in the lower income groups. The nutrients for which consumption

was below the recommended allowances were protein and calcium in the larger families, and riboflavine in households in Classes C & D1 with adolescents and children.

70. The protein, calcium and riboflavine consumption of large families in Classes C & D1 are shown in Table 9 for each year since 1958. Intakes of protein and riboflavine were higher in 1964 than in 1958 in each type of household, while in terms of recommended allowances the indices for all three nutrients were greater. In 1964, the recorded levels of protein and calcium consumption (expressed as a percentage of recommended allowances) were lower than in 1963 in families with 3 children because of a fall in consumption of liquid milk and bread, and despite a slightly increased consumption of cheese, meat, fish, eggs and flour. In the families with 4 or more children the percentage for both nutrients was increased in consequence of greater consumption of cheese, meat and eggs. As a result of increased consumption of all major foods except flour, the protein level in households containing adolescents and children was the highest recorded since this classification was adopted in 1955, and the calcium level almost regained the maximum value recorded in 1962.

71. The consumption of riboflavine was well maintained or increased in these large families in Classes C & D1 in 1964, and no higher percentage (of recommended allowances) had been recorded since 1955. This was due to increased consumption of meat and eggs in households containing 4 or more children, and of meat, eggs, potatoes and bread in those households containing children and adolescents.

TABLE 8

Regions and Types of Area in which Nutrient Intake deviated by 3½ per cent or more (a) from the National Average in at least four of the five years 1960 to 1964

Nutrient	3½ per cent or more above the national average	3½ per cent or more below the national average
Animal protein	LONDON	Wales Scotland
Fat	Rural	SCOTLAND
Carbohydrate	RURAL	London
Calcium	South-Eastern and Southern Rural	East and West Ridings Provincial Conurbations
Iron	Rural	<i>None</i>
Vitamin A	South-Eastern and Southern	SCOTLAND Northern
Thiamine	Midland	Scotland
Riboflavine	South-Eastern and Southern London	Northern
Nicotinic acid	London	Scotland
Vitamin C	LONDON	SCOTLAND Northern North-Western
Vitamin D	East and West Ridings North-Western Rural	Scotland South-Western

(a) Regions and types of area where nutrient intake deviated by more than 7 per cent from the national average are shown in bold type.

TABLE 9
Protein, Calcium and Riboflavine Content of the Food Consumption of Large Families in Classes C & D1, 1958—1964

	Households with one man and one woman and											
	3 children				4 or more children				children and adolescents			
	Protein	Calcium	Ribo- flavine		Protein	Calcium	Ribo- flavine		Protein	Calcium	Ribo- flavine	
Consumption per person per day:	g.	mg.	mg.	g.	mg.	mg.	mg.	g.	mg.	mg.	mg.	mg.
1958	62.6	908	1.41	57.0	839	1.22	69.5	956	1.46			
1959	61.4	932	1.40	55.0	802	1.21	68.0	930	1.42			
1960	60.7	888	1.40	56.1	821	1.24	68.9	937	1.45			
1961	61.7	917	1.43	60.2	887	1.33	70.4	953	1.51			
1962	63.4	927	1.46	57.4	831	1.28	72.3	963	1.53			
1963	64.3	931	1.45	60.5	862	1.33	70.0	915	1.46			
1964	63.3	898	1.45	60.2	848	1.33	70.7	938	1.52			
As a percentage of recommended allowances:	%	%	%	%	%	%	%	%	%	%	%	%
1958	89	90	103	83	81	93	81	88	90			
1959	90	93	104	78	77	91	79	86	87			
1960	90	89	106	82	80	95	81	88	90			
1961	90	92	107	87	86	102	83	90	94			
1962	93	93	109	84	81	99	85	91	95			
1963	95	94	109	87	83	102	84	87	92			
1964	93	92	109	90	84	105	87	90	99			

FAMILY COMPOSITION: SPECIAL STUDIES

A. THE NUTRITION OF LARGE FAMILIES

72. Each year, the results of the National Food Survey show that the size of a family has a greater influence on its diet than income, occupation or locality. In nutritional terms the value of the food entering the households of large families is less, *ceteris paribus*, when expressed on a conventional 'per person' basis, than that for small or childless families, and therefore, since physiological requirements vary widely with age, sex, and level of activity, comparisons between families of different composition are ideally best judged in relation to their needs. In so far as the recommended allowances of the British Medical Association accurately reflect the true physiological requirements of children of various ages in relation to those of adults, and in so far as the procedure for estimating the nutritional allowances for households is valid (see Appendix F, paragraph 14), such comparisons, when made on the basis of the extent to which these allowances are met by the food entering the households (the so-called 'percentages'), may be said to present on average a reasonable assessment. However, both assumptions are to some extent arbitrary, and in so far as they may be inaccurate, comparisons made in this way can be misleading. Nevertheless, because the same allowances and similar procedures are used over a period of time, the trends in the percentages of adequacy may be held to possess a validity which may not obtain for the individual figures themselves.

73. When the energy value and nutrient content of the food obtained for domestic consumption are compared with recommended allowances it is regularly found that the comparison is least favourable for the large families, though even in these the allowances for most nutrients (except often for protein and calcium which are recognised as particularly generous) are exceeded (see, for example, paragraph 67).

74. In 1964, a special study was made of the following kinds of large family:—

- (i) households with one man, one woman and three children (5 persons) (299 households);
- (ii) households with one man, one woman and four or more children (average 6.7 persons) (199 households);
- (iii) households with one man, one woman and adolescents and children (average 5.1 persons) (506 households).¹

For each of these groups of families, differences in recorded nutritional content in broad areas of Great Britain (Scotland, the North, the Midlands, including Wales, and the South)² were examined; a further analysis was made of the incidence of school meals and of their effect on nutrition. Furthermore, for

¹ The number of households in each group is rather smaller here than the number shown in Table 4 of Appendix A, because for the purposes of the present analysis, no replication of log-books was attempted to fill the gap caused by suspension of the Survey during the period of the General Election (see footnote to paragraph 10).

² With the exception of Scotland, these areas are combinations of the standard regions listed in footnote (b) to Table 1 of Appendix A. The "North" comprises the Northern, North Western, and East and West Ridings Regions; the "Midlands", the North Midland, Midland, and Eastern Regions and Wales; and the "South", the South Western, Southern and South Eastern Regions and the London conurbation.

each type of family, estimates were obtained of the standard errors of the averages recorded for each nutrient; these are given in Appendix F. The contributions made by each food or group of foods to the average nutrient consumption in these large families are given in Tables 2-4 of Appendix C.

A(i) Regional Differences in Nutrient Consumption

75. The energy value and nutrient content of the household food consumption of large families in Scotland and in three broad areas of England and Wales are shown in Table 10, together with details of household size and declared net family income. It should be noted that the Scottish sub-sample of families with four or more children comprised only 22 households. In the largest families (those with four or more children, and those with adolescents and children) the average household size was greatest in Scotland, and least in the South of England. However, in all types of household the average family income was greatest in the South, and least in Scotland or the North of England.

76. In all types of family the highest percentage of protein obtained from animal sources was found in the South, followed by the Midlands and then Scotland; lowest values were found in the North. Regional differences in the contributions of protein, fat, and carbohydrate to the energy value of the household food consumption were irregular except that for each type of family, the proportion of calories derived from carbohydrate was least in the South. Although Scottish households in general obtained the lowest proportion of calories from fat, and usually obtained the highest from carbohydrate (see paragraph 61), these relationships were true only for families with more than three children or with adolescents; in families containing three children the extreme values were found in the North of England. It has been observed above (paragraph 68) that the contribution of fat to the energy value of the diet varies inversely with family size, while that of carbohydrate varies directly, so that the extreme values observed in Scottish households may be due at least in part to the greater average size of the Scottish families compared with those in the North.

77. A comparison of nutrient consumption with allowances recommended by the British Medical Association reveals no very clear regional pattern. The percentage adequacy of the diet of the large families was least satisfactory for calcium in the North of England; for iron, in the South, and for vitamin C in Scotland. However, the highest percentages for thiamine and nicotinic acid were found for families in the North; these families also had the highest consumption of vitamin D, while those in the South had the lowest. For families with three children, higher values for more nutrients were seen in the North and in the Midlands than in Scotland and the South, while in families with four or more children, Scottish households fared relatively well and those in the Midlands relatively badly.

78. In the Annual Report for 1953¹ a special study compared *inter alia* the diets of families in Scotland with three or more children, or adolescents and children, with corresponding estimates for families in Great Britain. The energy value and nutrient content of the diets of these Scottish households in 1953 (with adjusted values of energy value and some nutrients to take account

¹ *Domestic Food Consumption and Expenditure: 1953*, pages 66-78. H.M.S.O., 1955.

of changes in methodology introduced in 1960—see Appendix F, paragraph 13) are compared in Table 11 with corresponding estimates for 1964. While there has been little change in the proportion of calories derived from protein, that from fat has increased markedly in both types of household and that from carbohydrate has declined. These changes are fully in accord with trends shown for the whole of Great Britain, as is the increase shown in the proportion of protein derived from animal sources. Whereas there were slight reductions in total protein consumption, when compared with the allowances recommended by the British Medical Association (after making the conventional 10 per cent deduction to allow for wastage) there were slight improvements in 1964 compared with 1953; rather greater improvements were seen for calcium, for which nutrient average consumption in 1964 closely approached recommended allowances, and for riboflavine, the consumption of which in households with adolescents and children failed to reach the recommended allowance in 1953, but exceeded it in 1964. For all other nutrients, allowances were exceeded in both periods, and for most there was some increase in 1964 in the percentage adequacy figures, though those for thiamine were slightly reduced, mainly because of lower consumption of bread and flour. Furthermore, in families with three or more children, the estimate of vitamin D consumption fell from 126 to 106 i.u. per person per day, more than half of this decrease being due to the change in fortification¹ of dried milk, while the estimate for vitamin C fell from 41 to 31 mg. per person per day mainly owing to reduced consumption of potatoes. There was a much smaller decline in consumption of vitamin C in families containing children and adolescents (although the percentage of adequacy increased), and indeed in Scottish families as a whole (from 47 to 45 mg. per person per day) which, however, was no greater than the decline (from 53 to 51 mg.) in the average for Great Britain.

A(ii) Consumption of School Meals by Children

79. The large families which participated in the Survey in 1964 have been classified according to whether or not the housewife was in paid employment and according to the number of children at school. Details are shown in Table 12, together with particulars of the number of children of school and of pre-school age, and the number of adolescents. When the housewife was in paid employment the average declared net family income per head per week was approximately £3 18s. in families with three children, £3 8s. in those with four or more children and £5 2s. in the families containing one or more adolescents as well as one or more children; in contrast, the corresponding estimates when the housewife was not earning were £3 12s., £2 12s and £4 4s. Table 13 shows the percentage distribution of types of lunches eaten on weekdays by school children of different ages and sex from each of the types of household examined. No attempt has been made to restrict the coverage of the data to the period of the three school terms, and consequently the averages presented in the table relate to weekdays throughout the whole year (excluding the periods from 28th September to 16th October and from 21st to 31st December, when the fieldwork of the Survey was suspended)² and are not confined to the period of school attendance. Thus, the proportions of children taking their lunches at school will in term-time be *greater than the proportions shown in Table 13*, and on average might be expected to be approximately 1·3 times as great.

¹ Following a recommendation of the Joint Sub-Committee on Welfare Milk in 1957.

² See Appendix A, paragraph 2.

80. Subject to this convention, over half (55 per cent) of the children aged 5-12 in families with three children took school dinners when the housewife was out at work, but as many as 42 per cent ate lunches at home; however, these proportions were reversed in the larger families. When the housewife was not out at work the proportion of children of all ages taking lunches at home was greater than when she was working, except for the children aged 5-12 in households containing 4 or more children, for whom the proportion was already relatively high; correspondingly, the proportion taking school dinners was less. The largest proportion (two-thirds) of children taking school dinners was for the group of girls aged 16 and over, when their mother was earning; when she was at home, the proportion was reduced to the smallest found; just over one quarter.

81. Packed lunches seemed to be more popular with girls than with boys. The proportion of children eating packed lunches was quite small, except for girls aged 13-15 in families with three children where the housewife was not earning, when over a fifth ate this kind of lunch, though this high number may have been due, at least in part, to a sampling fluctuation.

82. The contrast between the energy value and nutrient content of the diet of households when the housewife is earning and that when she is not earning is shown in Table 14: in general, the absolute values for the consumption of the different nutrients tend to be higher for the former type of households. The table also shows a comparison between the two types of households for the consumption figure when these are expressed (after making the normal adjustments for wastage, visitors' meals and meals eaten outside the home), as percentages of the recommended allowances of the British Medical Association (see Appendix F, paragraphs 14-16). On this basis the percentages are often rather lower for the households in which the housewife is earning than they are for those in which she is not: this is particularly so for energy and those nutrients (protein and the B vitamins) for which the allowances are based on calorie requirements, but this result is obtained chiefly because of the convention by which women in certain types of employment are classified in higher activity categories (see Appendix F, Table 1) than are housewives. The effect of this re-assessment of the calorie needs of one member of the family (the housewife) is naturally most apparent in the smallest of the households examined—those with 3 children. On a broad basis, the differences between the figures shown in Table 14 are not such as to suggest that the nutritional value of the diets of large families is appreciably altered whether the housewife does or does not go out to work. A similar analysis was made in 1958¹ and though certain differences in technique make a strict comparison unjustified, in general, comparable results were obtained. While the absolute figures are rather lower in the later sample, there has been some increase in most of the percentages, notably those for protein and riboflavine.

83. If the nutritional value of the average school dinner² is included in the estimates given in Table 14, the percentage adequacy figures are scarcely changed, as the nutrient content of the dinner is similar in amount to the

¹ *Domestic Food Consumption and Expenditure: 1958*, Table 42. H.M.S.O., 1960.

² As recommended in Ministry of Education Circular 290, 5th August, 1955.

allowances made for the value of dinners eaten outside the home by school children (see Appendix F, paragraph 15).

84. Table 15 shows the nutritive value of the diet of large families according to how many children are at school. In a family of given size, the fewer the number of children at school the younger the average age—and the allowances recommended for all nutrients except calcium and vitamin A are substantially less for pre-school children than for children of school age. This is therefore a factor contributing to the fall in the percentage adequacy seen for many nutrients as the number of children at school increases and a reason why, when the absolute intake figures increase, the percentages may be held roughly steady, or even decline. A similar analysis was made for families with three children in the Annual Report for 1956¹ with comparable results; in most cases there has since been some increase in the percentages and the absolute values—though those for vitamin D have declined.

¹ *Domestic Food Consumption and Expenditure: 1956*, Table 43. H.M.S.O., 1958.

TABLE 10
Geographical Variations(a) in Energy Value and Nutrient Content of Household Food Consumption in Large Families, 1964

	Households with one man and one woman and														
	3 children				4 or more children				adolescents and children						
	Scotland	North	Midlands	South	Total	Scotland	North	Midlands	South	Total	Scotland	North	Midlands	South	Total
Energy value (kcal.)	2,218	2,290	2,259	2,088	2,206	2,108	2,121	2,132	2,059	2,109	2,650	2,612	2,545	2,353	2,517
Total protein (g.)	64	66	64	60	63	63	61	59	58	60	75	73	72	68	71
Animal protein (g.)	38	37	38	37	37	33	32	32	34	33	42	40	40	41	40
Fat (g.)	96	98	100	92	96	81	84	86	87	85	107	112	108	103	107
Carbohydrate (g.)	292	306	295	271	290	299	298	299	278	293	368	348	343	308	336
Calcium (mg.)	936	912	962	904	916	937	831	873	901	875	1,019	938	1,007	994	979
Iron (mg.)	12.0	12.4	11.5	11.0	11.7	11.6	11.8	11.4	10.9	11.4	14.4	14.3	13.2	12.7	13.5
Vitamin A (i.u.)	3,456	3,612	3,596	3,592	3,577	2,649	3,216	3,272	3,476	3,267	3,845	4,069	3,603	4,077	3,945
Vitamin B ₁ (mg.)	0.99	1.09	1.06	0.97	1.03	1.02	1.04	0.98	0.98	1.01	1.20	1.24	1.24	1.11	1.20
Vitamin B ₂ (mg.)	1.46	1.45	1.50	1.46	1.47	1.36	1.35	1.33	1.44	1.38	1.60	1.55	1.58	1.63	1.58
Nicotinic acid (mg.)	10.5	11.4	10.8	10.8	11.0	9.8	10.9	10.4	10.5	10.5	13.0	13.5	12.9	12.1	12.8
Vitamin C (mg.)	33	39	38	42	39	28	38	35	39	37	44	47	49	46	47
Vitamin D (i.u.)	113	132	126	86	114	98	125	117	90	113	131	147	125	116	130
Energy value	101	106	108	100	104	106	100	98	100	101	103	102	98	95	100
Protein	94	97	97	91	95	98	89	85	88	90	91	89	87	85	89
Calcium	95	93	99	93	94	96	81	87	90	87	96	90	96	97	95
Iron	111	117	110	105	110	117	111	106	106	106	104	114	104	103	108
Vitamin A	174	185	184	183	182	146	172	181	188	176	179	194	174	198	188
Vitamin B ₁	115	128	128	118	124	129	124	114	121	122	116	120	121	112	119
Riboflavin	109	110	117	114	113	112	104	101	115	108	103	100	100	108	104
Nicotinic acid	122	134	131	130	132	124	130	121	129	128	126	130	126	121	128
Vitamin C	168	199	199	218	202	151	191	172	198	187	187	199	207	197	200
Protein	11.6	11.5	11.3	11.5	11.4	11.9	11.5	11.1	11.3	11.4	11.3	11.2	11.3	11.5	11.3
Fat	39.0	38.4	39.8	39.7	39.1	34.8	35.6	36.2	38.0	36.2	36.4	38.7	38.1	39.3	38.4
Carbohydrate	49.4	50.1	48.9	48.8	49.3	53.3	52.9	52.7	50.7	52.2	52.2	50.1	50.6	49.1	50.1
Animal protein as percentage of total protein	59.1	55.7	59.8	61.5	58.8	52.5	52.5	53.3	58.8	54.4	55.5	54.6	55.7	60.0	56.5
Number of households	38	97	70	94	299	22	77	48	52	199	53	173	129	151	506
Number of persons	190	485	350	470	1,495	153	511	320	343	1,327	274	880	656	756	2,566
Average household size, family declared net	5	5	5	5	5	6.95	6.64	6.67	6.60	6.67	5.17	5.09	5.09	5.01	5.07
Average declared net family income per household per week £	16.40	16.53	18.96	19.65	18.10	17.02	16.22	19.72	19.83	18.07	21.03	21.64	23.49	23.69	22.68
Average declared net family income per person per week £	3.28	3.31	3.79	3.93	3.62	2.45	2.43	2.96	3.00	2.70	4.06	4.22	4.61	4.79	4.48

(a) With the exception of Scotland, these areas are combinations of the standard regions listed in footnote (b) of Table 1 of Appendix A:—

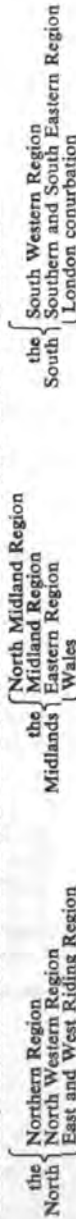


TABLE 11

Energy Value and Nutrient Content of Domestic Food Consumption in Scottish Households containing 3 or more Children, or Adolescents and Children, 1953 and 1964

	Households with one man and one woman and			
	3 or more children		adolescents and children	
	1953	1964	1953	1964
	Consumption per person per day			
Energy value (kcal.)	2,238	2,169	2,572	2,650
Total protein (g.)	64	63	76	75
Animal protein (g.)	30	36	33	42
Fat (g.)	83	90	89	107
Carbohydrate (g.)	328	295	390	368
Calcium (mg.)	918	936	1,006	1,019
Iron (mg.)	10.9	11.8	13.2	14.4
Vitamin A (i.u.)	3,086	3,096	3,279	3,845
Thiamine (mg.)	1.07	1.00	1.26	1.20
Riboflavine (mg.)	1.36	1.42	1.51	1.60
Nicotinic acid (mg.)	10.4	10.2	12.8	13.0
Vitamin C (mg.)	41	31	46	44
Vitamin D (i.u.)	126	106	121	131
	As a Percentage of Allowances based on British Medical Association's Recommendations			
Energy value	105	103	96	103
Protein	95	96	88	91
Calcium	90	96	91	96
Iron	104	114	101	113
Vitamin A	154	162	151	179
Thiamine	128	121	119	116
Riboflavine	103	110	94	103
Nicotinic acid	123	123	121	126
Vitamin C	207	160	185	187
	Percentage of Energy Value derived from Protein, Fat and Carbohydrate			
Protein	11.5	11.7	11.8	11.3
Fat	33.5	37.2	31.3	36.4
Carbohydrate	55.1	51.1	56.9	52.2
Animal protein as percentage of total protein	46.2	56.1	42.9	55.5

TABLE 12
 Age Distribution of Children in Large Families, 1964

	Households with 3 children		Households with 4 or more children		Households with children and adolescents		
	Number of households	Number of children aged 0-4 5-15	Number of households	Number of children aged 0-4 5-15	Number of households	Number of children aged 0-4 5-15	Number of adolescents
<i>Housewife Earning</i>							
Number of children at school							
0	4	8	—	—	3	4	5
1	16	16	6	12	67	1	76
2	28	—	10	13	76	8	73
3	—	—	8	2	16	4	17
4 or more	—	—	—	—	10	5	10
<i>Total</i>	48	24 120	24	27 75	172	22 285	181
<i>Housewife not Earning</i>							
Number of children at school							
0	31	93	1	4	25	32	36
1	54	108	9	29	105	34	129
2	110	110	38	84	118	28	110
3	56	—	64	92	54	20	47
4 or more	—	—	63	66	32	24	27
<i>Total</i>	251	311 442	175	275 552	334	138 579	349
<i>All Above Households</i>	299	335 562	199	302 627	506	160 864	530

TABLE 113
 Percentage Distribution of Types of Lunches eaten on Weekdays by School Children in Large Families, 1964

	Families with 3 children				Families with 4 or more children				Families with adolescents and children			
	School dinners	Packed lunches	Lunches at home	Other	School dinners	Packed lunches	Lunches at home	Other	School dinners	Packed lunches	Lunches at home	Other
<i>Housewife Earning</i>												
Children 5-12	54.6	0.8	42.2	2.4	43.6	0.7	54.8	1.0	43.8	0.4	50.5	5.3
Girls 13-15	57.8	4.4	37.8	—	57.5	10.0	30.0	2.5	54.7	5.0	35.9	4.4
Boys 13-15	54.0	2.0	40.0	4.0	50.0	6.7	40.0	3.3	43.1	4.3	46.5	6.2
Girls 16 and over (a)									66.7	3.3	26.7	3.3
Boys 16 and over (a)									36.3	2.5	50.0	11.3
<i>Total</i>	54.8	1.2	41.7	2.3	45.6	2.1	50.9	1.3	46.5	2.4	45.6	5.5
<i>Housewife not Earning</i>												
Children 5-12	36.9	1.2	60.0	1.8	41.6	1.5	55.0	1.9	33.1	2.5	62.2	2.2
Girls 13-15	32.2	22.2	42.2	3.3	31.0	1.9	65.2	1.9	44.7	5.9	46.5	2.9
Boys 13-15	45.6	—	54.4	—	38.8	—	59.4	1.8	40.9	2.2	56.2	0.7
Girls 16 and over (a)									27.5	8.8	51.9	11.9
Boys 16 and over (a)									38.8	8.1	46.3	6.9
<i>Total</i>	37.1	2.0	59.1	1.8	40.8	1.4	55.9	1.9	36.5	3.6	57.2	2.8
<i>All above Households</i>												
Children 5-12	40.5	1.1	56.5	1.9	41.8	1.4	55.0	1.8	36.3	1.8	58.7	3.1
Girls 13-15	40.7	16.3	40.7	2.2	36.4	3.6	57.9	2.1	48.5	5.6	42.5	3.5
Boys 13-15	48.6	0.7	49.3	1.4	40.5	1.0	56.5	2.0	41.7	3.0	52.6	2.7
Girls 16 and over (a)									38.2	7.3	45.0	9.6
Boys 16 and over (a)									37.9	6.2	47.5	8.3
<i>Total</i>	40.9	1.8	55.4	1.9	41.4	1.5	55.3	1.8	39.7	3.7	53.4	3.7

(a) Not earning.

TABLE 14
Energy Value and Nutrient Content of the Diets of Large Families in which the Housewife was earning, compared with that in other Large Families, 1964

	Families with one man, one woman and three children			Families with one man, one woman and four or more children			Families with one man, one woman, children and adolescents		
	Housewife earning	Housewife not earning	Total	Housewife earning	Housewife not earning	Total	Housewife earning	Housewife not earning	Total
A. Consumption per person per day									
Energy value	2,210	2,210	2,210	2,190	2,100	2,110	2,540	2,510	2,520
Total protein	63	63	63	63	60	60	72	71	71
Animal protein	36	37	37	34	32	33	40	40	40
Fat	93	97	96	88	84	85	108	107	108
Carbohydrate	296	290	291	305	292	293	339	336	337
Calcium	862	936	924	862	872	871	964	989	981
Iron	11.8	11.7	11.7	21.1	11.4	11.4	13.8	13.5	13.6
Vitamin A	3,300	3,640	3,580	3,530	3,190	3,230	4,120	3,830	3,930
Thiamine	1.05	1.03	1.03	1.02	1.00	1.01	1.21	1.20	1.20
Riboflavin	1.38	1.48	1.47	1.42	1.36	1.37	1.60	1.58	1.59
Nicotinic acid	11.4	10.9	11.0	11.4	10.4	10.6	13.2	12.7	12.9
Vitamin C	40	40	40	36	36	36	50	45	47
Vitamin D	114	114	114	112	110	111	128	131	130
B. As a percentage of recommended allowances									
Energy value	98	105	104	98	100	100	98	99	99
Total protein	90	96	95	88	89	89	87	87	87
Calcium	92	95	95	87	86	86	96	93	94
Iron	112	111	111	113	109	109	112	107	108
Vitamin A	179	183	183	193	173	175	205	181	189
Thiamine	117	125	123	115	122	121	116	118	118
Riboflavin	102	115	113	105	107	107	102	103	103
Nicotinic acid	127	131	131	128	127	127	127	126	126
Vitamin C	202	205	205	178	184	184	218	190	199
Number of households	48	251	299	24	175	199	172	334	506

TABLE 15
Energy Value and Nutrient Content of the Diets of Large Families, 1964

	Families with one man, one woman and three children				Families with one man, one woman and four or more children				Families with one man, one woman and children and adolescents				
	Children at school				Children at school				Children at school				
	0	1	2	3	0	1	2	3	0	1	2	3	4 or more
A. Consumption per person per day													
Energy value (kcal.)	2,140	2,090	2,200	2,330	(2,030)	2,000	2,170	2,110	2,570	2,680	2,510	2,410	2,340
Total protein (g.)	63	60	62	67	(60)	57	62	60	78	76	70	69	64
Animal protein (g.)	39	36	37	38	(33)	32	34	31	47	44	40	39	33
Fat (g.)	95	92	96	100	(78)	84	88	83	110	116	109	102	91
Carbohydrate (g.)	276	272	290	310	(287)	270	300	300	336	353	332	324	334
Calcium (mg.)	1,009	894	910	933	(879)	841	891	868	1,103	1,001	980	971	901
Iron (mg.)	11.0	11.0	11.5	12.8	(11.1)	10.8	11.8	11.5	14.2	14.5	13.4	12.9	12.4
Vitamin A (i.u.)	3,650	3,300	3,640	3,660	(2,850)	3,290	3,280	3,180	3,950	4,140	3,940	3,730	3,650
Thiamine (mg.)	0.99	0.98	1.03	1.09	(1.04)	0.95	1.04	1.00	1.29	1.28	1.18	1.15	1.10
Riboflavin (mg.)	1.54	1.41	1.46	1.49	(1.44)	1.37	1.40	1.33	1.79	1.67	1.57	1.53	1.42
Nicotinic acid (mg.)	10.0	10.4	10.8	12.0	(10.9)	10.0	11.0	10.4	14.0	14.1	12.6	12.2	11.4
Vitamin C (mg.)	40	37	40	42	(42)	41	36	34	53	49	47	50	37
Vitamin D (i.u.)	153	110	110	108	(145)	100	117	106	156	128	126	126	143
B. As a percentage of recommended allowances													
Energy value	112	106	104	101	(112)	100	102	97	105	101	97	97	98
Total protein	106	98	94	91	(104)	90	91	85	101	92	86	85	82
Calcium	100	92	94	96	(90)	84	89	85	105	97	95	93	85
Iron	113	110	109	114	(120)	108	112	106	115	113	106	104	105
Vitamin A	177	164	186	194	(151)	172	176	179	167	186	191	190	196
Thiamine	133	128	123	118	(148)	122	124	116	133	121	114	115	115
Riboflavin	132	117	112	106	(129)	112	108	100	120	104	101	102	98
Nicotinic acid	135	136	128	130	(157)	128	131	120	144	133	122	122	119
Vitamin C	222	201	204	202	(248)	217	180	166	233	204	197	213	161
Number of households	31	58	126	84	9	44	74	71	28	172	194	70	42

B. FOOD CONSUMPTION AND EXPENDITURE BY SELECTED GROUPS OF OLD AGE PENSIONER HOUSEHOLDS, 1964

85. Special interest attaches to the food consumption and expenditure of old age pensioners, since they constitute the largest "vulnerable" group in the population. The pensioner households distinguished in the National Food Survey include only those households whose income is wholly or mainly derived from National Insurance retirement pensions, non-contributory old age pensions or, for widows over 60, widows' pensions, including in all cases any supplementation from National Assistance. Pensioners living with younger relatives or enjoying occupational pensions are thus in general excluded from the group, which has been defined on the same basis since 1950 in order to maintain a continuing check on pensioners' diets.

86. In view of the overstatement of purchases of certain foods by elderly women living alone when participating in the Survey, which is discussed in paragraph 10 of Appendix F, some assurance is needed that the trend, as distinct from the absolute level, of the Survey results for all pensioner households as defined above is not invalidated by changes over time in the degree of overstatement or in the proportion of such single women in the pensioner sample. Since 1953 households consisting of one woman have constituted 49 to 50 per cent of all pensioner households in the Survey sample and have accounted for 32 to 34 per cent of all persons in such households. For households of one man and one woman the corresponding percentages have been 35-37 and 47-50 respectively. There is no discernible trend in these proportions during the twelve years 1953-64, and thus no possibility of the trends in Survey results for pensioners as a whole being invalidated by a change in the number of single female pensioners or of pensioner couples relative to the number of other pensioners. The possibility that the degree of overstatement of purchases by single female pensioners may have varied is discussed in paragraph 92 below.

87. Table 16 gives details of the composition of the sample and the declared weekly household income and food expenditure for these groups of pensioner households in 1964. During that year the standard weekly rates of retirement pension were £3 7s. 6d. for a single person and £5 9s. 0d. for a married couple; the averages shown in Table 16 are £1 and £1 10s. respectively greater than this, but no attempt has been made to isolate those households which were solely dependent on the basic pension. Such an attempt was made in the Annual Report for 1959¹ but the distinction may not always have been reliably made, owing to non-disclosure of income from sources other than the basic pension.

88. Between 1959 and 1964 pension rates increased by 35-36 per cent both for single persons and for couples; since the Index of Retail Prices rose by 15 per cent between the two years, this suggests an improvement in pensioners' real income of the order of 20 per cent, though the Index is not strictly applicable to this special section of the community. For the community as a whole, the rise in real personal disposable income per head over the same period was 17 per cent.

¹ *Domestic Food Consumption and Expenditure: 1959*, paragraphs 115-120. H.M.S.O., 1961.

TABLE 16

Declared Income and Food Expenditure in Old Age Pensioner Households, 1964

	Composition of households			All O.A.P. households
	One woman	One man and one woman	Other	
Number of households	391	284	111	786
Number of persons	391	568	210	1,169
Declared weekly household income per head	£4 8s.	£3 9s.	£3 11s.	£3 16s.
per household	£4 8s.	£6 19s.	£6 14s.	£5 12s.
Weekly food expenditure per head	34s. 6d.	31s. 9d.	29s. 3d.	32s. 4d.
per household	34s. 6d.	63s. 6d.	55s. 3d.	48s. 1d.

89. Table 17 gives details of domestic food expenditure and consumption by the three sub-groups and for pensioner households as a whole. The consumption data for the group may be compared with those given in previous Annual Reports. The changes over the five years since 1959 are mostly quite small, but increases are recorded for eggs, butter, fruit, cakes and biscuits and decreases for margarine, bread and flour. The diet of pensioner couples in 1964 was characterized by relatively large consumption of fresh green vegetables and, despite rising prices, of fresh meat, especially beef (the other sub-groups bought more lamb). Their purchases of flour, at 9.65 oz. per person per week, were again well above those of any other social or demographic group distinguished in the Survey.

90. Table 18 gives the energy value and nutrient content of the food obtained for consumption in each of the three sub-groups, and for the group as a whole. The latter values were similar to those reported for 1959, and for energy value and most nutrients the adequacy of the diet in relation to the recommended allowances was superior to that for the whole Survey sample (Table 32 and paragraph 64). The only nutritionally important exception to this generalization is iron, the average consumption of which only just attained the recommended level, and for the residual group fell below it. However, the scale of allowances used takes no account of possible differences between younger and older adults in their requirements for iron, in contrast to the more recent recommended allowances of the National Research Council of the United States which for elderly men and women are rather lower than the corresponding British figures; thus the needs of the elderly for iron may have been somewhat over-estimated, though it is clear that the iron content of their diet is lower in relation to its energy value than it is for any other social or demographic group.

91. The scales of allowances for protein and the B vitamins are given primarily in terms of the allowances for energy value; they are 27.5 g. of protein, 0.4 mg. of thiamine, 0.6 mg. of riboflavine and 4.0 mg. of nicotinic acid per 1,000 kcal. The corresponding levels in the different types of pensioner households were

in all cases not less than 27·7 g., 0·44 mg., 0·63 mg. and 4·8 mg. respectively. This margin of safety is important, since the overstatement of purchases by elderly women is mainly in relation to storable foods which are important sources of energy.

92. This degree of overstatement can only be estimated by comparing the energy value of food purchases by this sub-group with their average energy requirements and making assumptions about the level of wastage. The comparison has been made from the results in 1957 and 1964 (the 1959 tables did not distinguish households of one woman from those of one man). The energy value of purchases by single female pensioners in 1957, estimated by the revised method adopted since 1960 (see Appendix F, paragraph 13) was 2697 kcal. per day compared with a requirement of 1991 kcal. from meals eaten at home; in 1964 they obtained 2708 kcal. and needed 1950 kcal. To meet these requirements of 1991 and 1950 kcal., apparent intakes of 2212 and 2167 kcal. would be required if the conventional allowance of 10 per cent is to be made for wastage. The recorded intakes exceeded the latter values by 485 and by 541 kcal. respectively. If the whole of the excess in both years is attributed to overstatement by the single female pensioners, and the averages for this group are accordingly reduced by these amounts, then the averages for pensioners as a whole would be reduced from 2565 kcal. per head per day (111 per cent of requirements) to 2402 kcal. (104 per cent) in 1957, and from 2620 kcal. (114 per cent) to 2427 kcal. (106 per cent) in 1964. Even on this extreme assumption, the overstatement of purchases by single female pensioners has had negligible effect, if any, on the upward trend in the results for pensioner households as a whole.

93. It may be concluded that the recorded trends over time in dietary averages for pensioner households as a whole are broadly acceptable, even though the absolute levels are overstated, and that in recent years the adequacy of their diet has increased slightly for most of the nutrients examined (including iron) and significantly for riboflavine and vitamin A.

TABLE 17
Food Expenditure and Consumption in Old Age Pensioner Households, 1964

	Expenditure by				Consumption by			
	O.A.P. households consisting of			All O.A.P. households	O.A.P. households consisting of			All O.A.P. households
	I woman	I man and I woman	Others	(pence per person per week)	I woman	I man and I woman	Others	(oz. (a) per person per week)
MILK AND CREAM:								
Liquid milk—full price								
Liquid milk—welfare	50.65	39.70	37.97	43.02	5.66	4.43	4.18	4.79
		0.01		...		0.05	0.17	0.06
Total Liquid Milk	50.65	39.71	37.97	43.02	5.66	4.48	4.35	4.85
Condensed milk	1.29	1.22	1.74	1.31	0.14	0.12	0.21	0.15
Dried and other milk	0.23	0.04	0.87	0.10	0.01	..	—	0.01
Cream	1.51	1.43	0.87	1.32	0.02	0.02	0.01	0.02
Total Milk and Cream	53.68	42.40	40.58	45.75	5.83	4.62	4.57	5.03
CHEESE:								
Natural	7.74	7.59	7.01	7.55	2.91	2.98	2.64	2.90
Processed	1.77	1.24	0.97	1.39	0.50	0.36	0.25	0.40
Total Cheese	9.51	8.83	7.98	8.94	3.41	3.34	2.89	3.30
MEAT:								
Beef and veal	26.22	30.54	22.67	27.81	7.76	9.48	6.96	8.50
Mutton and lamb	25.24	21.90	24.98	23.67	0.02	8.26	8.92	8.71
Pork	5.21	6.69	8.94	6.64	1.68	2.12	3.06	2.17
Total Carcase Meat	56.67	59.13	56.59	58.12	18.46	19.86	18.94	19.38
Bacon and ham, uncooked	14.18	18.06	19.98	17.26	4.38	5.64	6.31	5.40
Poultry	4.75	5.98	2.98	4.90	1.72	2.68	1.04	2.02
Other meat (b)	27.96	28.36	27.04	27.92	8.98	9.50	9.15	9.29
Total Meat	103.56	111.53	106.59	108.20	33.54	37.68	35.44	36.09
FISH:								
Fresh	10.36	10.26	8.49	9.91	4.08	4.11	3.18	3.92
Processed and shell (c)	1.86	1.95	1.18	1.76	0.91	0.94	0.69	0.87
Prepared (d)	8.18	7.06	6.93	7.45	2.02	1.75	1.79	1.87
Total Fish	20.40	19.27	16.60	19.12	7.01	6.80	5.66	6.66

(a) Except pints or equivalent pints for milk and cream, and number of eggs. (b) Includes cooked and canned meats, and meat products.
(c) Includes smoked, dried and salted fish, but not canned or bottled shellfish. (d) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish) and fish products.

TABLE 17—continued

	Expenditure by				All O.A.P. households	Consumption by			
	O.A.P. households consisting of					O.A.P. households consisting of			
	1 woman	1 man and 1 woman	Others	(pence per person per week)		1 woman	1 man and 1 woman	Others	(oz. (a) per person per week)
EGGS	17.58	14.94	15.97	16.02	(No.) 4.77	(No.) 4.21	(No.) 4.27	(No.) 4.42	
FATS:									
Butter	24.34	18.37	16.94	20.07	8.61	6.63	5.98	7.16	
Margarine	3.50	4.37	5.02	4.27	2.38	3.00	3.43	2.92	
Lard and compound cooking fat	1.86	2.43	1.90	2.18	1.69	2.28	1.74	2.02	
Other fats	0.76	0.80	0.41	0.72	0.48	0.52	0.30	0.47	
Total Fats	30.46	25.97	24.27	27.24	13.16	12.43	11.45	12.57	
SUGAR AND PRESERVES:									
Sugar	13.53	11.44	10.59	12.04	22.64	19.30	17.68	20.21	
Honey, preserves, syrup and treacle	5.36	4.97	3.30	4.86	4.14	3.72	3.18	3.83	
Total Sugar and Preserves	18.89	16.41	13.89	16.90	26.78	23.02	20.86	24.04	
VEGETABLES:									
Potatoes (including chips and crisps)	9.99	10.51	8.94	10.08	37.83	44.29	42.20	42.00	
Fresh green	9.40	9.25	5.47	8.55	15.36	20.03	15.21	17.64	
Other vegetables (c)	10.01	9.46	9.52	9.60	15.13	15.60	15.87	15.43	
Total Vegetables	29.40	29.22	23.93	28.23	68.32	79.92	73.28	75.07	
FRUIT:									
Fresh	23.73	15.97	14.87	18.35	23.85	17.96	16.56	19.68	
Other (f)	5.66	6.11	6.29	6.04	4.13	4.97	4.39	4.63	
Total Fruit (g)	29.39	22.08	21.16	24.39	27.98	22.93	20.95	24.31	
CEREALS:									
Brown bread	3.90	3.05	2.35	3.26	5.27	4.13	3.32	4.44	
White bread	19.22	20.29	17.03	19.35	31.15	34.98	29.42	32.72	
Wholewheat and wholemeal bread	0.70	0.22	0.39	0.39	1.00	0.30	0.58	0.54	
Other bread (h)	4.75	2.84	2.34	3.40	4.13	2.74	2.33	3.15	
Total Bread	28.57	26.40	22.11	26.40	41.55	42.15	35.65	40.85	
Flour	3.38	4.69	2.86	3.96	6.76	9.65	5.82	8.09	

(g) Includes tomatoes.

(h) Includes rolls, fruit bread, sandwiches and milk bread.

(e) Includes dried and canned vegetables, and vegetable products.

(f) Includes dried, canned or bottled fruit.

TABLE 17—continued

	Expenditure by				All O.A.P. households	Consumption by			
	O.A.P. households consisting of					O.A.P. households consisting of			
	1 woman	1 man and 1 woman	Others	(pence per person per week)		1 woman	1 man and 1 woman	Others	(oz. (a) per person per week)
Cakes (1)	14.63	11.64	11.46	12.71	7.94	6.19	6.01	6.81	
Biscuits	12.19	8.38	9.22	9.88	7.38	5.18	5.76	6.14	
Oatmeal and oat products	0.65	1.43	1.57	1.21	0.79	1.56	1.67	1.34	
Breakfast cereals	2.50	1.88	2.13	2.14	1.36	1.02	1.09	1.16	
Other cereals	3.69	4.30	3.27	3.93	3.60	4.43	3.42	4.01	
Total Cereals	65.87	58.72	52.62	60.23	69.38	70.18	59.42	68.40	
BEVERAGES:									
Tea	20.30	17.10	14.75	17.80	4.35	3.64	3.28	3.83	
Coffee	3.72	3.08	2.56	3.23	0.43	0.40	0.22	0.38	
Cocoa	0.38	0.33	0.51	0.37	0.13	0.11	0.18	0.12	
Branded food drinks	1.76	1.31	0.73	1.36	0.42	0.30	0.14	0.32	
Total Beverages	26.16	21.82	18.55	22.76	5.33	4.45	3.82	4.65	
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	3.49	2.74	4.10	3.20	3.38	2.55	4.03	3.08	
Other foods (1)	6.02	7.29	5.10	6.49	—	—	—	—	
Total Miscellaneous	9.51	10.03	9.20	9.69	—	—	—	—	
TOTAL EXPENDITURE	414.18	381.18	351.28	387.53	—	—	—	—	

(1) Includes buns, scones, teacakes and crumpets.

(2) Spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, ice-cream (served as part of a meal) and items on which expenditure only was recorded.

TABLE 18

Energy Value and Nutrient Content of Food Consumption in Old Age Pensioner Households, 1964

	O.A.P. Households consisting of			All O.A.P. Households
	One woman	One man and one woman	Others	
<i>Consumption per person per day:</i>				
Energy value (kcal.)	2,708	2,617	2,398	2,620
Total protein (g.)	75	74	67	73
Animal protein (g.)	46	44	41	44
Fat (g.)	121	116	112	118
Carbohydrate (g.)	351	338	299	337
Calcium (mg.)	1,102	991	916	1,018
Iron (mg.)	13·1	13·6	12·0	13·2
Vitamin A (i.u.)	4,565	4,050	4,151	4,242
Thiamine (mg.)	1·21	1·24	1·15	1·22
Riboflavine (mg.)	1·82	1·64	1·53	1·68
Nicotinic acid (mg.)	13·0	13·8	11·8	13·2
Vitamin C (mg.)	48	44	42	45
Vitamin D (i.u.)	122	122	125	124
<i>As a percentage of recommended allowances:—</i>				
Energy value	125	110	106	114
Total protein	125	113	105	115
Calcium	127	111	104	115
Iron	102	101	94	101
Vitamin A	171	146	160	156
Thiamine	139	130	128	133
Riboflavine	140	113	110	120
Nicotinic acid	150	145	131	144
Vitamin C	224	198	196	207

Part II

TABLE 19

Indices of Expenditure, Prices and Real Value of Purchases^(a) of Main Food Groups, 1962-1964

(1958 = 100)

	Expenditure			Prices			Real Value of Purchases (c)		
	1962	1963	1964	1962	1963	1964	1962	1963	1964
Liquid milk (excluding school milk)	110.7	112.9	115.5	105.2	106.9	112.3	105.2	105.7	102.9
Other milk and cream	115.8	121.9	123.4	94.7	94.4	96.0	122.3	129.1	128.5
Cheese	129.2	133.7	140.4	124.3	127.3	132.5	103.9	105.1	105.9
Milk, cheese and cream	113.8	116.7	119.8	107.1	108.7	113.8	106.3	107.3	105.2
Beef and veal	105.5	111.3	111.9	112.4	113.0	125.5	93.9	98.4	89.2
Mutton and lamb	112.2	107.9	116.5	101.0	102.8	111.9	111.1	104.9	104.1
Pork	117.8	126.6	126.8	109.8	109.1	116.0	107.2	116.0	109.3
Carcass meat	109.1	112.1	115.2	108.3	109.3	119.8	100.8	102.6	96.2
Bacon and ham, uncooked	107.0	106.9	114.6	99.9	103.6	111.6	107.2	103.2	102.7
Poultry	210.1	221.7	256.5	80.5	76.7	82.1	261.1	288.9	312.5
Other meat, and meat products	114.0	115.9	121.5	106.9	107.3	111.9	106.7	108.1	108.6
Meat other than carcass meat	117.5	119.3	127.3	102.1	103.0	108.6	115.1	115.8	117.3
All meat	113.2	115.6	121.1	105.2	106.1	114.0	107.6	109.0	106.2
Fresh fish	127.9	130.2	137.4	121.5	123.6	132.1	105.3	105.4	104.0
Other fish	107.6	110.1	121.8	103.4	105.2	110.4	104.1	104.7	110.4
Fish	116.3	118.8	128.4	111.2	113.1	119.5	104.6	105.0	107.4
Eggs	97.9	109.9	95.8	90.3	104.5	86.9	108.4	105.1	110.2
Butter	122.9	130.7	135.9	120.0	133.0	137.9	102.5	98.3	98.6
Margarine	92.4	98.1	99.4	101.8	102.7	103.3	90.8	95.5	96.2
Other fats	93.9	95.6	95.6	92.2	90.6	90.2	101.8	105.6	106.0
Fats	111.0	117.2	120.7	111.2	118.7	121.7	99.8	98.7	99.2
Sugar	103.4	114.1	113.6	104.0	114.2	121.1	99.4	99.9	93.8
Preserves	98.5	98.3	94.3	107.2	110.7	114.6	91.9	88.7	82.3
Potatoes (including chips and crisps)	114.4	106.6	95.1	113.5	101.8	89.6	100.8	104.7	106.1
Fresh green vegetables	132.9	133.0	135.0	112.3	118.2	113.5	118.3	112.6	119.0
Other vegetables	110.3	122.2	120.5	108.9	113.0	110.0	101.3	108.1	109.6
Vegetables	116.8	117.3	111.8	111.7	109.0	101.6	104.6	107.6	110.1
Fresh fruit	118.0	112.8	121.8	106.7	104.9	107.6	110.6	107.6	113.2
Other fruit	104.1	104.8	108.3	96.0	95.1	97.1	108.4	110.2	111.5
Fruit	113.3	110.1	117.2	103.1	101.6	104.1	109.9	108.4	112.6
Bread	111.0	113.4	116.7	120.6	127.3	135.8	92.0	89.1	86.0
Other cereals	108.5	109.6	113.6	102.4	103.1	103.3	105.9	106.3	109.9
Cereals	109.5	111.1	114.8	109.4	112.4	117.5	100.0	98.9	97.8
Beverages	99.1	101.4	98.1	99.8	99.4	100.4	99.3	101.9	97.7
Miscellaneous foods (b)	121.0	125.5	127.7	103.2	104.8	104.0	117.3	119.8	122.8
ALL FOODS (b)	111.2	113.9	116.1	106.0	108.1	111.1	104.9	105.3	104.6

(a) The index numbers of expenditure divided by the corresponding index numbers of prices.

(b) Excluding certain foods for which the expenditure but not the quantity was recorded, and for which average prices could not be calculated.

(c) See paragraph 15.

TABLE 20
Household Food Expenditure and Value of Consumption according to Region and Type of Area, 1964
(per person per week)

	Region											Type of Area									
	All households		Wales		Scotland	Northern		East and West Ridings		North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern (a)	Conurbations		Other urban areas		Semi-rural areas	Rural areas
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
1963 Expenditure	32 4	31 2	29 3	31 0	33 6	31 0	33 6	31 0	33 6	32 4	31 4	31 8	33 3	31 0	32 8	35 0	32 5	32 3	31 5	31 8	28 10
Value of free food	1 0	1 8	1 3	1 1	3 7	1 1	3 7	1 1	3 7	1 1	1 5	1 1	1 1	2 2	1 5	5 5	3 3	6 6	10 10	2 9	4 0
Value of consumption	33 5	32 11	30 6	32 1	34 1	32 9	32 5	33 1	34 2	33 1	33 1	34 2	33 1	33 1	34 1	35 5	32 8	32 10	32 3	34 6	32 10
1964 Expenditure	33 0	33 6	33 3	31 11	33 3	32 9	32 1	32 7	32 8	31 0	32 9	32 8	31 0	32 9	32 9	35 5	33 1	32 11	32 11	31 10	30 8
Value of free food	1 0	1 10	1 3	1 6	3 9	1 4	1 0	1 7	1 0	2 4	1 2	1 0	2 4	1 2	2 0	6 6	3 3	7 7	9 9	2 2	3 10
Value of consumption	33 11	34 3	34 6	33 5	34 0	33 0	32 11	34 2	33 7	33 4	34 0	33 7	33 4	34 0	34 0	35 11	33 4	33 6	33 8	33 11	34 7
Expenditure as percentage of that in all households 1963	100	96.5	90.3	95.8	103.6	100.0	96.9	97.9	102.7	95.7	101.1	102.7	99.0	95.7	101.1	108.3	100.3	99.8	97.3	98.0	89.2
Value of consumption as percentage of that in all households 1963	100	101.5	100.8	96.7	100.8	99.2	97.4	98.7	99.0	94.0	99.4	99.0	99.0	94.0	99.4	107.4	100.2	99.8	99.7	96.4	93.1
Price index (all foods) 1963	100	98.5	91.4	96.1	102.1	98.1	97.2	99.1	102.4	99.1	102.2	102.4	99.0	99.1	102.2	106.2	97.9	98.3	96.7	103.3	98.4
"Price of energy" index (all foods) (b) 1963	100	100.9	101.7	98.3	100.1	97.3	96.9	100.5	99.0	98.1	100.0	99.0	99.0	98.1	100.0	105.8	98.2	98.7	99.1	100.0	101.8
Price index (all foods) 1964	100	101.7	102.0	99.0	102.5	102.6	98.3	98.8	101.7	98.1	98.5	101.7	101.6	98.1	98.5	99.6	101.2	99.3	100.4	100.3	100.2
"Price of energy" index (all foods) (b) 1964	100	104.3	105.3	99.5	100.8	98.5	100.5	98.2	101.6	99.5	98.0	101.6	99.5	99.5	98.0	99.9	99.3	99.8	100.4	100.9	102.6
Price index (all foods) 1963	100	96.3	94.0	96.3	102.9	99.1	95.2	98.2	100.3	97.5	101.9	100.3	97.5	97.5	101.9	107.6	100.6	99.2	97.4	98.7	92.3
Price index (all foods) 1964	100	98.8	101.9	94.5	99.1	95.3	96.1	100.8	100.2	98.5	101.4	100.2	98.5	98.5	101.4	109.5	97.2	100.6	99.1	98.2	96.1

(a) Excluding London, for which separate results are shown in the analysis according to type of area.
(b) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the result for all households.

TABLE 21

*Geographical Variations^(a) in Household Consumption of the
Main Food Groups, 1964*

(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 +53	Sugar	Bacon and ham - 6
Cooking fats +31	Mutton and lamb	"Other" fruit - 9
Fresh green vegetables +23	Fish	Cakes and biscuits -10
Potatoes +21	Fresh fruit	"Other" vegetables -11
Bread +16	Flour	Eggs -12
Poultry +13	Tea	Liquid milk -19
Pork +11		"Other" cereals -24
Cheese + 7		Beef and veal -26
"Other" meat + 6		Coffee -33
		Preserves -34
		Suet and dripping -35
		Margarine -42
SCOTLAND		
Preserves +34	Butter	Tea - 6
Beef and veal +27	Sugar	Potatoes - 9
"Other" cereals +26	Poultry	Cheese -12
Cakes and biscuits +17	Fish	"Other" fruit -13
"Other" meat +16	"Other" vegetables	Fresh fruit -14
Eggs +15	Bread	Bacon and ham -16
Liquid milk + 6		Flour -23
Margarine + 6		Suet and dripping -29
		Coffee -31
		Mutton and lamb -39
		Cooking fats -40
		Fresh green vegetables -55
		Pork -68
NORTHERN		
Flour +71	Sugar	Fresh fruit - 8
Suet and dripping +44	Preserves	Butter - 9
Margarine +28	Fish	Liquid milk -11
Bacon and ham +24	Potatoes	Mutton and lamb -17
Cooking fats +21	"Other" fruit	Cheese -18
Eggs +17	Bread	Coffee -22
"Other" vegetables +14	Cakes and biscuits	Pork -32
Beef and veal +11	"Other" cereals	Fresh green vegetables -39
Poultry + 9	Tea	
"Other" meat + 7		

(a) The variations shown are affected by sampling fluctuations, but many of the divergences from the national average are well established; see paragraph 42 and results for previous years.

TABLE 21—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
EAST AND WEST RIDINGS		
Flour +32	Eggs	Fresh fruit — 6
Margarine +31	Sugar	Bread — 6
Fish +29	Beef and veal	Coffee — 7
Cooking fats +22	Pork	Suet and dripping — 9
Cakes and biscuits +20	"Other" meat	Fresh green vegetables — 9
Preserves +19	Potatoes	Liquid milk —12
Bacon and ham + 8	"Other" fruit	Butter —17
"Other" vegetables + 8	"Other" cereals	Cheese —23
	Tea	Mutton and lamb —28
		Poultry —34
NORTH WESTERN		
Margarine +32	Liquid milk	Cooking fats — 6
Mutton and lamb +24	Eggs	Beef and veal — 8
Suet and dripping +21	Sugar	Butter —10
Bacon and ham +14	Preserves	Fresh fruit —13
Potatoes +13	Poultry	Coffee —13
Bread +11	Fish	Cheese —17
"Other" meat + 7	"Other" cereals	"Other" fruit —20
"Other" vegetables + 7	Tea	Flour —26
Cakes and biscuits + 7		Pork —27
		Fresh green vegetables —32
NORTH MIDLAND		
Cooking fats +30	Liquid milk	"Other" cereals — 6
Flour +21	Butter	Eggs — 7
Fresh green vegetables +20	Sugar	"Other" meat — 8
"Other" fruit +17	Preserves	Suet and dripping — 9
Bread +11	Pork	Fish — 9
Cheese + 9	Bacon and ham	Margarine —11
Potatoes + 6	"Other" vegetables	Coffee —11
Tea + 6		Cakes and biscuits —12
		Beef and veal —13
		Fresh fruit —15
		Mutton and lamb —21
		Poultry —31
EASTERN		
Pork +46	Liquid milk	"Other" vegetables — 6
Suet and dripping +26	Butter	Mutton and lamb — 7
Fresh green vegetables +25	Eggs	Tea — 7
Flour +22	Sugar	Margarine — 9
Beef and veal +17	Preserves	Bread —10
Fresh fruit +14	Poultry	"Other" meat —12
Other fruit +14	Potatoes	Bacon and ham —15
Cooking fats +11	Cakes and biscuits	
Fish + 9	"Other" cereals	
Coffee + 9		
Cheese + 7		

TABLE 21—continued

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
MIDLAND				
Cheese	+22	Liquid milk	Beef and veal	- 9
Pork	+21	Butter	"Other" meat	- 9
Mutton and lamb	+18	Fresh fruit	Poultry	-11
Bread	+11	"Other" fruit	"Other" vegetables	-11
Fresh green vegetables	+10	Tea	Margarine	-13
Coffee	+ 9		Cooking fats	-13
Sugar	+ 8		"Other" cereals	-13
Bacon and ham	+ 7		Eggs	-14
Potatoes	+ 7		Fish	-16
			Cakes and biscuits	-17
			Preserves	-18
			Suet and dripping	-29
			Flour	-36
SOUTH WESTERN				
Fresh green vegetables	+48	Eggs	Tea	- 6
Pork	+29	Sugar	Mutton and lamb	- 8
Cheese	+27	Poultry	Bacon and ham	- 9
Suet and dripping	+24	Fresh fruit	Potatoes	- 9
Coffee	+22	"Other" fruit	Beef and veal	-10
Butter	+14	Bread	"Other" cereals	-10
Flour	+13	Cakes and biscuits	Cooking fats	-11
Liquid milk	+ 7		"Other" meat	-12
			"Other" vegetables	-14
			Margarine	-17
			Preserves	-17
			Fish	-23
SOUTH EASTERN AND SOUTHERN				
Coffee	+40	Butter	Tea	- 6
Fresh green vegetables	+29	Eggs	Bacon and ham	- 7
Pork	+24	Sugar	Margarine	-10
Cheese	+22	Preserves	Cooking fats	-10
"Other" fruit	+16	Poultry	Fish	-10
Mutton and lamb	+15	"Other" meat	Potatoes	-13
Suet and dripping	+12	Flour	Bread	-13
Fresh fruit	+12	Cakes and biscuits	Beef and veal	-15
Liquid milk	+ 7	"Other" cereals		
"Other" vegetables	+ 6			
TYPE OF AREA				
LONDON CONURBATION				
Poultry	+41	Cooking fats	Suet and dripping	- 6
Coffee	+38	Eggs	Bacon and ham	- 6
Pork	+37	Sugar	Potatoes	- 8
Mutton and lamb	+36	Beef and veal	Preserves	-12
Fresh green vegetables	+32	"Other" meat	Cakes and biscuits	-13
Fresh fruit	+27	Fish	Bread	-16
"Other" fruit	+12	"Other" vegetables	Flour	-22
Liquid milk	+ 9	"Other" cereals	Margarine	-31
Cheese	+ 7	Tea		
Butter	+ 6			

TABLE 21—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
PROVINCIAL CONURBATIONS		
Margarine +23	Eggs	Cooking fats — 6
Suet and dripping +18	Sugar	Liquid milk — 8
"Other" vegetables +12	Preserves	Flour — 8
"Other" meat +11	Beef and veal	Poultry —10
Fish +10	Mutton and lamb	Fresh fruit —10
Cakes and biscuits +10	"Other" cereals	Butter —11
Bacon and ham + 9	Tea	"Other" fruit —16
Potatoes + 8		Cheese —17
Bread + 7		Coffee —18
		Pork —29
		Fresh green vegetables —30
URBAN AREAS (LARGER TOWNS)		
	Liquid milk	Margarine — 7
	Cheese	Mutton and lamb — 8
	Butter	Bacon and ham — 9
	Cooking fats	Flour —13
	Eggs	Suet and dripping —15
	Sugar	Poultry —19
	Preserves	
	Beef and veal	
	Pork	
	"Other" meat	
	Fish	
	Fresh green vegetables	
	Potatoes	
	"Other" vegetables	
	Fresh fruit	
	"Other" fruit	
	Bread	
	Cakes and biscuits	
	"Other" cereals	
	Tea	
	Coffee	
URBAN AREAS (SMALLER TOWNS)		
Pork +13	Liquid milk	Preserves — 6
Cheese + 9	Butter	Mutton and lamb — 9
Flour + 7	Margarine	
Suet and dripping + 6	Cooking fats	
Fresh green vegetables + 6	Eggs	
	Sugar	
	Beef and veal	
	Bacon and ham	
	Poultry	
	"Other" meat	
	Fish	
	Potatoes	
	"Other" vegetables	
	Fresh fruit	
	"Other" fruit	
	Bread	
	Cakes and biscuits	
	"Other" cereals	
	Tea	
	Coffee	

TABLE 21—continued

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
SEMI-RURAL AREAS				
Flour	+30	Liquid milk	"Other" vegetables	- 6
Cooking fats	+21	Margarine	Mutton and lamb	- 7
"Other" fruit	+14	Eggs	Tea	- 7
Pork	+10	Sugar	"Other" meat	- 8
Poultry	+10	Preserves	Suet and dripping	- 9
Fresh green vegetables	+10	Beef and veal	Cakes and biscuits	-11
Butter	+ 9	Bacon and ham	Fish	-15
Cheese	+ 6	Potatoes		
		Fresh fruit		
		Bread		
		"Other" cereals		
		Coffee		
RURAL AREAS				
Flour	+25	Margarine	Tea	- 7
Preserves	+24	Suet and dripping	"Other" fruit	- 9
"Other" cereals	+20	Poultry	Fresh green vegetables	-13
Eggs	+16	"Other" meat	Fresh fruit	-13
Butter	+14	Potatoes	Cooking fats	-17
Cheese	+13	"Other" vegetables	Fish	-17
Beef and veal	+13	Cakes and biscuits	Mutton and lamb	-20
Sugar	+11	Coffee	Pork	-39
Bread	+10			
Liquid milk	+ 8			
Bacon and ham	+ 8			

TABLE 22
Household Food Expenditure, Value of Consumption and Price Indices
according to Social Class, 1964
 (per person per week)

	Class											All house- holds
	A			B	C	D			O.A.P.			
	A1	A2	All			with earners D1	without earners D2					
1963	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure	41 1	35 7	36 8	32 7	30 8	30 3	32 4	31 7	32 4	31 7	32 4	32 4
Value of free food	2 3	1 9	1 10	11	1 0	10	11	10	11	10	10	1 0
Value of consumption	43 4	37 4	38 6	33 7	31 8	31 1	33 3	32 4	33 3	32 4	33 5	33 5
1964	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure	44 10	35 4	37 7	33 0	31 4	31 6	32 7	32 4	32 7	32 4	33 0	33 0
Value of free food	2 0	1 3	1 5	11	10	6	1 2	10	1 2	10	1 0	1 0
Value of consumption	46 10	36 7	39 0	33 11	32 3	32 0	33 8	33 2	33 8	33 2	33 11	33 11
Expenditure as percentage of that in all households, 1963	127.0	110.1	113.4	100.8	94.9	93.5	100.0	97.5	100.0	97.5	100	100
1964	136.0	107.2	113.9	100.0	95.0	95.5	98.8	97.9	98.8	97.9	100	100
Value of consumption as percentage of that in all house- holds	129.9	111.9	115.4	100.6	94.8	93.1	99.7	96.9	99.7	96.9	100	100
1963	138.0	107.8	114.8	100.0	94.9	94.3	99.3	97.7	99.3	97.7	100	100
1964	109.0	103.2	104.4	100.1	99.2	98.0	100.2	96.8	100.2	96.8	100	100
Price index (all foods)	108.6	102.8	104.3	100.1	98.6	97.4	97.9	97.9	97.9	97.9	100	100
'Price of energy' index (a) (all foods)	128.8	111.7	115.0	100.8	94.9	94.4	102.1	96.5	102.1	96.5	100	100
1964	132.2	110.4	115.6	100.5	94.3	93.3	97.4	96.9	97.4	96.9	100	100

(a) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the result for all households.

TABLE 23
Household Food Expenditure according to Social Class, 1964
 (pence per person per week)

	Class									
	A			B	C	D			O.A.P.	All households
	A1	A2	All	B	C	With earners (D1)	Without earners (D2)	O.A.P.	All households	
MILK AND CREAM:										
Liquid milk—full price	46.62	38.23	40.16	33.64	31.27	33.21	39.40	43.02	34.32	
Liquid milk—welfare	2.17	3.74	3.38	3.53	2.98	1.96	0.79	...	3.02	
Total Liquid Milk	48.79	41.97	43.54	37.17	34.25	35.17	40.19	43.02	37.34	
Condensed milk	0.95	1.25	1.19	1.43	1.51	1.81	1.86	1.31	1.45	
Dried and other milk	0.86	0.74	0.78	0.93	1.00	0.77	0.14	0.10	0.86	
Cream	6.94	3.01	3.89	1.70	1.11	0.85	1.73	1.32	1.76	
Total Milk and Cream	57.54	46.97	49.40	41.23	37.87	38.60	43.92	45.75	41.41	
CHEESE:										
Natural	10.94	7.92	8.62	7.08	6.90	6.59	6.27	7.55	7.24	
Processed	2.04	1.44	1.58	1.39	1.34	1.19	1.47	1.39	1.39	
Total Cheese	12.98	9.36	10.20	8.47	8.24	7.78	7.74	8.94	8.63	
MEAT:										
Beef and veal	49.32	33.78	37.32	31.12	28.60	27.21	25.77	27.81	30.69	
Mutton and lamb	28.70	17.78	20.35	16.92	16.79	18.02	19.64	23.67	17.84	
Pork	8.86	9.31	9.24	8.08	6.69	6.15	7.19	6.64	7.59	
Total Carcase Meat	86.88	60.87	66.91	56.12	52.08	51.38	52.60	58.12	56.12	
Bacon and ham, uncooked	20.91	18.37	18.94	17.12	17.12	17.07	16.90	17.26	17.38	
Poultry	21.50	8.78	11.58	7.26	5.50	5.13	7.37	4.90	7.07	
Other meat (a)	36.02	33.45	34.21	34.68	34.98	37.23	30.39	27.92	34.42	
Total Meat	165.31	121.47	131.64	115.18	109.68	110.81	107.26	108.20	114.99	
FISH:										
Fresh	16.80	9.56	11.13	7.92	6.98	8.08	11.10	9.91	8.24	
Processed and shell (b)	4.86	2.83	3.29	1.96	1.64	2.08	2.55	1.76	2.06	
Prepared (c)	6.38	6.43	6.38	7.84	8.15	8.56	7.80	7.45	7.73	
Total Fish	28.04	18.82	20.80	17.72	16.77	18.72	21.45	19.12	18.03	

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

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.

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

TABLE 23—continued
 (pence per person per week)

	Class									
	A			B	C	D		O.A.P.	All households	
	A1	A2	All			With earners (D1)	Without earners (D2)			
EGGS	21.37	17.41	18.31	15.92	15.43	15.44	17.48	16.02	16.11	
FATS:										
Butter	21.90	18.48	19.30	17.17	14.68	14.10	18.47	20.07	16.65	
Margarine	3.56	3.73	3.72	4.42	5.48	5.64	4.32	4.27	4.73	
Lard and compound cooking fat	2.18	2.54	2.47	2.34	2.34	2.00	2.18	2.18	2.33	
Other fats	3.16	0.92	1.43	1.00	0.76	0.63	0.70	0.72	0.95	
Total Fats	30.80	25.67	26.92	24.93	23.26	22.37	25.67	27.24	24.66	
SUGAR AND PRESERVES:										
Sugar	10.36	9.82	9.94	10.44	10.54	10.28	11.38	12.04	10.50	
Honey, preserves, syrup and treacle	4.78	4.27	4.40	3.62	3.57	3.89	4.49	4.86	3.81	
Total Sugar and Preserves	15.14	14.09	14.34	14.06	14.11	14.17	15.87	16.90	14.31	
VEGETABLES:										
Potatoes (including chips and crisps)	10.68	12.41	12.06	14.14	14.82	16.00	13.66	10.08	13.93	
Fresh green	15.33	12.01	12.86	9.39	6.98	6.93	7.92	8.55	8.88	
Other vegetables (d)	17.37	14.29	15.00	13.44	12.67	12.60	11.04	9.60	13.14	
Total Vegetables	43.38	38.71	39.92	36.97	34.47	35.53	32.62	28.23	35.95	
FRUIT:										
Fresh	45.48	28.71	32.62	22.15	18.18	17.26	21.24	18.35	21.92	
Other (e)	18.58	13.39	14.65	10.45	8.43	7.27	8.10	6.04	9.96	
Total Fruit (f)	64.06	42.10	47.27	32.60	26.61	24.53	29.34	24.39	31.88	
CEREALS:										
Brown bread	2.49	2.29	2.34	1.74	1.66	2.01	3.61	3.26	1.92	
White bread	13.02	15.75	15.16	19.34	22.18	23.70	17.61	19.35	19.86	
Wholewheat and wholemeal bread	1.31	0.54	0.71	0.37	0.22	0.30	0.69	0.39	0.38	
Other bread (g)	4.80	3.38	3.70	3.06	3.02	3.38	3.61	3.40	3.18	
Total Bread	21.62	21.96	21.91	24.51	27.08	29.39	25.52	26.40	25.34	

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

TABLE 23—continued
(pence per person per week)

	Class										All households	
	A				C	D		O.A.P.	All households			
	A1	A2	All	B		Excluding O.A.P. With earners (D1)	Without earners (D2)					
CEREALS:—contd.												
Flour	3.32	2.85	2.96	2.82	2.91	2.76	3.21	3.96	2.93			
Cakes (h)	13.00	13.00	12.99	13.10	13.58	12.22	12.18	12.71	13.17			
Biscuits	11.55	10.86	11.07	10.66	10.23	9.85	10.35	9.88	10.48			
Oatmeal and oat products	0.89	0.97	0.94	0.89	0.88	1.06	1.15	1.21	0.93			
Breakfast cereals	4.81	4.06	4.27	4.02	3.73	3.08	2.70	2.14	3.80			
Other cereals	4.29	4.60	4.55	4.27	3.76	3.84	4.18	3.93	4.11			
Total Cereals	59.48	58.30	58.69	60.27	62.17	62.20	59.29	60.23	60.76			
BEVERAGES:												
Tea	11.47	11.08	11.15	11.83	12.82	13.42	14.80	17.80	12.49			
Coffee	10.83	6.45	7.42	4.16	3.23	2.62	4.43	3.23	4.22			
Cocoa	0.72	0.65	0.66	0.54	0.47	0.45	0.52	0.37	0.52			
Branded food drinks	1.22	0.90	0.96	0.68	0.66	0.94	0.64	1.36	0.76			
Total Beverages	24.24	19.08	20.19	17.21	17.18	17.43	20.39	22.76	17.99			
MISCELLANEOUS:												
Soups, canned	3.80	3.00	3.22	3.05	3.04	3.28	2.82	3.20	3.09			
Other foods (f)	12.09	9.22	9.88	8.17	7.31	7.27	7.14	6.49	8.00			
Total Miscellaneous	15.89	12.22	13.10	11.22	10.35	10.55	9.96	9.69	11.09			
TOTAL EXPENDITURE	538.15 (44s. 10d.)	424.10 (35s. 4d.)	450.76 (37s. 7d.)	395.78 (33s. 0d.)	376.15 (31s. 4d.)	378.12 (31s. 6d.)	390.98 (32s. 7d.)	387.53 (32s. 4d.)	395.76 (33s. 0d.)			

(f) Spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, milk, invalid foods, ice-cream (served as part of a meal) and items on which expenditure only was recorded.

(h) Includes buns, scones, tencakes and crumpets.

TABLE 24
Household Food Consumption according to Social Class, 1964
 (oz. per person per week except where otherwise stated)

	Class										All households	
	A			B	C	D		O.A.P.				
	A1	A2	All			Excluding O.A.P. with earners (D1)	without earners (D2)					
MILK AND CREAM:												
Liquid milk—full price (pt.)	5.26	4.46	4.64	3.91	3.62	3.69	4.40	4.79	3.96			
Liquid milk—welfare and school (pt.)	0.66	1.06	0.97	1.03	0.89	0.63	0.50	0.06	0.89			
Total Liquid Milk (pt.)	5.92	5.52	5.61	4.94	4.51	4.32	4.90	4.85	4.85			
Condensed milk (eq. pt.)	0.10	0.15	0.14	0.17	0.18	0.22	0.22	0.15	0.17			
Dried and other milk (pt. or eq. pt.)	0.03	0.09	0.08	0.13	0.13	0.11	0.02	0.01	0.12			
Cream (pt.)	0.08	0.04	0.06	0.03	0.02	0.02	0.03	0.02	0.02			
Total Milk and Cream (pt. or eq. pt.)	6.13	5.80	5.89	5.27	4.84	4.67	5.17	5.03	5.16			
CHEESE:												
Natural	3.51	2.99	3.11	2.73	2.69	2.58	2.40	2.90	2.77			
Processed	0.52	0.39	0.42	0.41	0.38	0.32	0.42	0.40	0.40			
Total Cheese	4.03	3.38	3.53	3.14	3.07	2.90	2.82	3.30	3.17			
MEAT:												
Beef and veal	12.10	8.84	9.59	8.65	8.10	7.94	7.52	8.50	8.53			
Mutton and lamb	9.09	6.06	6.77	5.96	6.03	6.76	7.10	8.71	6.30			
Pork	2.83	2.84	2.84	2.44	2.07	1.84	2.37	2.17	2.33			
Total Carcass Meat	24.02	17.74	19.20	17.05	16.20	16.54	16.99	19.38	17.16			
Bacon and ham, uncooked	5.79	5.36	5.45	5.22	5.35	5.54	5.32	5.40	5.32			
Poultry	7.54	3.24	4.19	2.86	2.10	2.16	2.72	2.02	2.71			
Other meat (e)	11.15	11.28	11.28	12.00	12.54	13.85	10.60	9.29	12.00			
Total Meat	48.50	37.62	40.12	37.13	36.19	38.09	35.63	36.09	37.19			

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

TABLE 24—continued
(oz. per person per week except where otherwise stated)

	Class									
	A			B	C	D		O.A.P.	All households	
	A1	A2	All			with earners (D1)	without earners (D2)			
FISH:										
Fresh	5.17	3.38	3.76	2.96	2.65	3.20	4.41	3.92	3.06	
Processed and shell (b)	1.57	1.03	1.16	0.81	0.74	1.06	0.96	0.87	0.85	
Prepared (c)	1.53	1.60	1.59	2.02	2.23	2.42	2.08	1.87	2.03	
Total Fish	8.27	6.01	6.51	5.79	5.62	6.68	7.45	6.65	5.94	
EGGS (No.)										
Eggs purchased (No.)	5.95	5.17	5.34	4.66	4.62	4.51	4.88	4.42	4.73	
	5.37	4.72	4.88	4.33	4.30	4.30	4.74	4.25	4.40	
FATS:										
Butter	7.50	6.60	6.82	6.19	5.29	5.00	6.63	7.16	5.98	
Margarine	2.38	2.59	2.56	3.10	3.93	4.19	3.17	2.92	3.35	
Lard and compound cooking fat	1.65	2.22	2.09	2.10	2.20	1.90	2.01	2.02	2.12	
Other fats	1.54	0.49	0.73	0.59	0.54	0.45	0.40	0.47	0.58	
Total Fats	13.07	11.90	12.20	11.98	11.96	11.54	12.21	12.57	12.03	
SUGAR AND PRESERVES:										
Sugar	16.17	15.86	15.94	17.32	17.50	17.36	19.18	20.21	17.37	
Honey, preserves, syrup and treacle	3.82	3.21	3.35	2.81	2.83	2.91	3.55	3.83	2.96	
Total Sugar and Preserves	19.99	19.07	19.29	20.13	20.33	20.27	22.73	24.04	20.33	
VEGETABLES:										
Potatoes (including chips and crisps)	43.06	48.36	47.11	55.71	60.26	60.55	58.46	42.00	55.62	
Fresh green	19.91	16.46	17.25	14.77	13.43	12.61	15.83	17.64	14.73	
Other vegetables (d)	19.38	17.70	18.07	18.07	18.05	18.53	17.68	15.43	17.96	
Total Vegetables	82.35	82.52	82.43	88.55	91.74	91.69	91.97	75.07	88.31	
FRUIT:										
Fresh	44.52	29.96	33.27	23.05	18.55	16.72	24.53	19.68	22.57	
Other (e)	12.36	9.66	10.35	7.85	6.54	5.85	6.05	4.63	7.49	
Total Fruit (f)	56.88	39.62	43.62	30.90	25.09	22.57	30.58	24.31	30.06	

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.
(c) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish) and fish products.

(d) Includes dried and canned vegetables, and vegetable products.
(e) Includes dried, canned or bottled fruit.
(f) Includes tomatoes.

TABLE 24—continued
 (oz. per person per week except where otherwise stated)

	Class										All households	
	A			B	C	D		O.A.P.				
	A1	A2	A11			with earners (D1)	without earners (D2)					O.A.P.
CEREALS:												
Brown bread	3.40	3.04	3.12	2.41	2.31	2.70	5.30	4.44	2.64			
White bread	22.65	28.14	26.94	35.27	40.64	42.92	31.48	32.72	36.03			
Wholewheat and wholemeal bread	1.93	0.82	1.08	0.59	0.35	0.42	1.08	0.54	0.58			
Other bread (f)	4.28	2.82	3.15	2.57	2.59	2.87	3.30	3.15	2.72			
Total Bread	32.26	34.82	34.29	40.84	45.89	48.91	41.16	40.85	41.97			
Flour												
Flour	6.84	5.83	6.06	5.85	6.04	5.73	7.04	8.09	6.08			
Cakes (h)	5.73	6.13	6.04	6.33	6.80	6.28	6.60	6.81	6.47			
Biscuits	5.51	5.58	5.59	5.73	5.72	5.65	6.21	6.14	5.73			
Oatmeal and oat products	0.94	1.04	1.01	0.88	0.92	1.11	1.33	1.34	0.96			
Breakfast cereals	2.40	2.14	2.22	2.12	2.00	1.64	1.90	1.16	2.02			
Other cereals	3.25	3.60	3.55	3.65	3.32	3.80	4.22	4.01	3.34			
Total Cereals	56.93	59.14	58.76	65.40	70.99	73.12	68.06	68.40	66.77			
BEVERAGES:												
Tea	2.25	2.30	2.29	2.55	2.79	3.00	3.23	3.83	2.69			
Coffee	1.32	0.69	0.83	0.43	0.35	0.36	0.47	0.38	0.45			
Cocoa	0.22	0.22	0.22	0.18	0.15	0.15	0.17	0.12	0.18			
Branded food drinks	0.30	0.20	0.22	0.16	0.16	0.23	0.14	0.32	0.17			
Total Beverages	4.09	3.41	3.56	3.32	3.45	3.74	4.01	4.65	3.49			

(f) Includes buns, scones, teacakes and crumpets.

(g) Includes rolls, fruit bread, sandwiches and milk bread.

TABLE 25
Household Food Expenditure, Value of Consumption and Price Indices
according to Household Composition, 1964

(per person per week)

	Households with one man and one woman and										Other households with					
	no other		children only				adolescents and children				adults only		adolescents but no children		one or more children without adolescents	
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children without adolescents			
1963	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure	38 3	43 10	33 4	27 11	24 7	21 7	38 0	28 7	28 7	36 9	35 7	36 9	35 7	27 8	27 8	27 8
Value of free food	1 3	1 2	10	10	10	1 1	1 2	1 0	1 0	1 0	1 10	1 0	1 10	1 0	1 0	1 0
Value of consumption	39 7	45 0	34 2	28 8	25 5	22 8	39 1	29 8	29 8	37 9	37 4	37 9	37 4	28 8	28 8	28 8
1964																
Expenditure	39 8	46 0	35 2	28 8	25 1	21 11	38 9	28 11	28 11	38 3	36 10	38 3	36 10	28 9	28 9	28 9
Value of free food	1 3	1 4	11	9	10	6	1 1	1 1	1 1	1 2	1 3	1 2	1 3	1 1	1 1	1 1
Value of consumption	40 11	47 4	36 1	29 5	25 11	22 5	39 11	29 11	29 11	39 6	38 1	39 6	38 1	29 8	29 8	29 8
Expenditure as percentage of that in all households	118.4	135.5	103.1	86.2	75.9	66.7	117.4	88.5	88.5	113.6	109.9	113.6	109.9	85.4	85.4	85.4
Value of consumption as percentage of that in all households	120.3	139.5	106.6	87.0	76.0	66.4	117.6	87.8	87.8	116.1	111.6	116.1	111.6	87.3	87.3	87.3
Price index (all foods)	118.5	134.8	102.5	86.0	76.2	67.8	117.2	88.8	88.8	113.1	111.9	113.1	111.9	85.8	85.8	85.8
"Price of energy" index (all foods) (a) 1963	120.5	139.5	106.2	86.7	76.2	63.9	117.5	88.1	88.1	116.3	112.1	116.3	112.1	87.4	87.4	87.4
1964	99.5	102.9	100.9	99.1	97.2	96.3	101.3	98.6	98.6	101.1	100.8	101.1	100.8	99.3	99.3	99.3
1963	101.0	103.5	101.3	99.7	97.3	94.6	100.7	97.4	97.4	102.9	101.4	102.9	101.4	99.0	99.0	99.0
1964	104.4	111.1	101.6	96.0	89.2	82.2	104.3	92.4	92.4	106.7	102.0	106.7	102.0	95.2	95.2	95.2
1963	105.6	113.8	103.4	96.6	89.8	81.2	104.0	90.9	90.9	108.4	104.2	108.4	104.2	95.4	95.4	95.4

(a) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the result for all households.

TABLE 26
Household Food Expenditure according to Household Composition, 1964
 (pence per person per week)

	Households with one man and one woman and						Other households with					
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more						
MILK AND CREAM:												
Liquid milk—full price	46.15	43.01	34.85	28.04	23.09	19.49	41.20	31.90	43.96	37.71	28.82	
Liquid milk—welfare	0.01	1.12	5.75	6.72	6.32	6.28	0.06	1.86	0.03	0.32	3.73	
Total Liquid Milk	46.16	44.13	40.60	34.76	29.41	25.77	41.26	33.76	43.99	38.03	32.55	
Condensed milk	1.70	1.72	1.47	1.52	1.05	1.09	1.60	1.23	1.63	1.49	1.40	
Dried and other milk	0.17	0.32	1.93	1.17	1.23	2.10	0.10	0.69	0.23	0.24	1.24	
Cream	2.26	3.73	1.92	1.31	0.95	0.67	2.53	1.07	2.45	2.01	1.32	
Total Milk and Cream	50.29	49.90	45.92	38.76	32.64	29.63	45.49	36.75	48.32	41.77	36.51	
CHEESE:												
Natural	9.82	11.28	6.95	5.46	4.77	4.31	8.73	6.76	9.44	7.73	5.72	
Processed	1.37	1.77	1.49	1.34	1.04	0.82	1.62	1.25	1.53	1.86	1.36	
Total Cheese	11.19	13.05	8.44	6.80	5.81	5.13	10.35	8.01	10.97	9.59	7.08	
MEAT:												
Beef and veal	38.77	46.08	31.61	23.72	22.50	15.39	37.70	23.98	38.68	40.99	26.69	
Mutton and lamb	26.70	23.48	17.45	14.36	10.72	10.12	20.79	14.76	24.54	18.66	14.60	
Pork	9.70	13.10	8.49	5.60	4.76	2.83	10.52	5.26	9.23	9.82	6.94	
Total Carcase Meat	75.17	82.66	57.55	43.68	37.98	28.34	69.01	44.00	72.45	69.47	48.23	
Bacon and ham, uncooked	23.74	26.31	17.85	13.41	11.54	9.06	21.98	14.16	22.12	20.48	14.20	
Poultry	9.63	13.27	8.57	5.18	4.10	2.32	10.99	4.52	9.01	7.53	5.46	
Other meat (a)	36.53	50.32	37.43	30.11	26.50	24.18	42.12	31.07	36.72	41.53	31.10	
Total Meat	145.07	172.56	121.40	92.38	80.12	63.90	144.10	93.75	140.30	139.01	98.99	
FISH:												
Fresh	13.17	11.96	7.33	6.29	5.06	3.98	8.55	6.24	12.76	8.37	6.68	
Processed and shell (b)	3.45	3.13	2.09	1.36	1.41	0.79	2.54	1.56	3.05	2.08	1.50	
Prepared (c)	9.12	12.98	8.38	6.64	5.78	4.43	9.65	7.32	8.23	9.06	6.16	
Total Fish	25.74	28.07	17.80	14.30	12.25	9.20	20.74	15.12	24.04	19.51	14.34	

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

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.

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

TABLE 26—continued
(pence per person per week)

	no other				Households with one man and one woman and children only					Other households with			
	one or both adults aged 55 or over		both adults under 55		1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
EGGS:	19.37	21.61	16.50	14.68	12.68	11.76			18.34	14.50	17.72	18.20	14.38
FATS:													
Butter	22.60	23.90	17.32	13.92	11.53	8.12			19.54	13.52	21.72	18.62	13.99
Margarine	4.99	4.55	4.25	4.25	4.48	5.21			5.15	5.68	4.36	5.09	4.42
Lard and compound cooking fat	2.37	3.13	2.72	2.20	2.16	1.61			2.75	2.14	2.31	2.45	2.16
Other fats	1.28	1.54	0.84	0.86	0.64	0.36			0.95	0.74	1.02	0.82	1.21
Total Fats	31.24	33.12	25.13	21.23	18.81	15.30			28.39	22.08	29.41	26.98	21.78
SUGAR AND PRESERVES:													
Sugar	12.33	12.52	10.45	9.36	8.90	8.61			11.80	10.57	11.25	11.05	9.57
Honey, preserves, syrup and treacle	5.43	5.02	3.67	3.18	3.19	2.82			4.02	3.25	4.53	3.91	3.33
Total Sugar and Preserves	17.76	17.54	14.12	12.54	12.09	11.43			15.82	13.82	15.78	14.96	12.90
VEGETABLES:													
Potatoes (including chips and crisps)	12.10	15.90	15.06	13.14	12.24	14.12			15.80	15.55	11.99	14.78	14.28
Fresh green	11.80	15.09	10.95	7.42	5.49	3.63			11.47	6.64	10.82	9.94	6.77
Other vegetables (d)	12.20	19.63	15.04	12.50	11.21	10.88			14.99	12.27	13.24	14.95	11.51
Total Vegetables	36.10	50.62	41.05	33.06	28.94	28.63			42.26	34.46	36.05	39.67	32.56
FRUIT:													
Fresh	26.49	34.35	24.54	19.58	14.43	11.03			26.90	17.27	26.91	24.23	18.48
Other (e)	10.86	13.47	12.78	10.03	7.92	6.15			11.57	8.14	10.64	11.11	8.33
Total Fruit (f)	37.35	47.82	37.32	29.61	22.35	17.18			38.47	25.41	37.55	35.34	26.81

(d) Includes dried and canned vegetables, and vegetable products.

(e) Includes dried, canned or bottled fruit.

(f) Includes tomatoes.

TABLE 26—continued
 (pence per person per week)

	Households with one man and one woman and							Other households with				
	no other			children only				adults only	adolescents and children	adolescents but no children	one or more children with or without adolescents	
	one or both adults aged \$5 or over	both adults under \$5	1	2	3	4 or more	adolescents only					
CEREALS:												
Brown bread	3.67	2.63	1.55	1.42	0.95	0.75	2.35	1.34	3.35	1.54	1.20	
White bread	19.34	22.20	19.28	16.91	17.20	20.06	22.17	22.55	19.42	23.41	19.36	
Wholewheat and wholemeal bread	0.51	0.46	0.28	0.32	0.24	0.43	0.40	0.27	0.70	0.24	0.22	
Other bread (g)	4.34	4.74	2.70	2.39	2.01	1.78	4.11	2.69	4.20	3.50	2.89	
Total Bread	27.86	30.03	23.81	21.04	20.40	23.02	29.03	26.85	27.67	28.69	23.67	
Flour	4.53	3.87	2.78	2.42	2.30	1.87	3.37	2.48	3.45	2.86	2.58	
Cakes (h)	15.17	18.39	13.84	10.84	9.63	8.40	16.41	11.70	15.69	15.71	11.64	
Biscuits	11.19	13.28	11.81	10.83	9.27	7.85	11.81	9.53	10.92	11.01	8.89	
Oatmeal and oat products	1.20	1.05	0.86	0.90	1.16	1.00	0.81	0.78	0.96	0.99	0.75	
Breakfast cereals	2.46	3.45	3.62	4.77	4.93	4.74	3.70	4.20	2.73	3.09	3.96	
Other cereals	4.52	4.99	5.03	4.58	4.55	3.41	3.92	3.42	3.76	3.83	3.77	
Total Cereals	66.73	75.06	61.75	55.38	52.04	50.29	69.05	58.96	65.20	66.18	55.26	
BEVERAGES:												
Tea	17.54	18.10	12.14	9.29	8.52	7.76	13.90	11.18	16.53	12.61	10.90	
Coffee	4.62	7.50	4.76	3.96	3.18	1.89	5.13	3.36	4.95	5.15	3.23	
Cocoa	0.58	0.61	0.66	0.44	0.32	0.62	0.59	0.57	0.40	0.54	0.42	
Branded food drinks	1.19	1.26	0.92	0.52	0.44	0.35	0.91	0.46	1.30	0.50	0.47	
Total Beverages	23.93	27.47	18.48	14.21	12.66	10.62	20.53	15.57	23.18	18.80	15.02	
MISCELLANEOUS:												
Soups, canned, dehydrated and powdered	2.98	4.30	3.72	3.18	2.87	2.72	2.98	2.61	3.11	3.18	2.84	
Other foods (i)	8.44	10.78	10.27	8.07	7.47	6.91	8.67	6.39	7.80	8.32	6.95	
Total Miscellaneous	11.42	15.08	13.99	11.25	10.34	9.63	11.65	9.00	10.91	11.50	9.79	
TOTAL EXPENDITURE	476.18	551.90	421.84	344.14	300.77	262.72	465.26	347.46	459.39	441.50	345.40	
	a. d.	a. d.	a. d.	a. d.	a. d.	a. d.	a. d.	a. d.	a. d.	a. d.	a. d.	
	(39 8)	(46 0)	(35 2)	(28 8)	(25 1)	(21 11)	(38 9)	(28 11)	(38 3)	(36 10)	(28 9)	

(g) Includes rolls, fruit bread, sandwiches and milk bread.

(h) Includes buns, scones, teacakes and crumpets.

(i) Includes spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, ice-cream (served as part of a meal) and items on which expenditure only was recorded.

TABLE 27
Household Food Consumption according to Household Composition, 1964
 (oz. per person per week except where otherwise stated)

	Households with one man, one woman and										Other households with									
	no other		children only					adolescents only			adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents			
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents									
MILK AND CREAM:																				
Liquid milk—full price (pt.)	5.14	4.96	3.92	3.23	2.86	2.28	4.67	3.72	4.99	4.55	3.42	4.67	3.72	4.99	4.55	3.42	4.67	3.72	4.99	4.55
Liquid milk—welfare and school (pt.)	0.01	0.26	1.46	1.84	1.87	2.02	0.08	0.80	0.01	0.12	1.12	0.08	0.80	0.01	0.12	1.12	0.08	0.80	0.01	0.12
Total Liquid Milk (pt.)	5.15	5.22	5.38	5.07	4.73	4.30	4.75	4.52	5.00	4.67	4.54	4.75	4.52	5.00	4.67	4.54	4.75	4.52	5.00	4.67
Condensed milk (eq. pt.)	0.19	0.19	0.17	0.18	0.12	0.14	0.19	0.16	0.18	0.19	0.16	0.19	0.16	0.18	0.19	0.16	0.19	0.16	0.18	0.19
Dried and other milk (pt. or eq. pt.)	0.01	0.02	0.25	0.14	0.18	0.28	0.04	0.08	0.02	0.03	0.18	0.04	0.08	0.02	0.03	0.18	0.04	0.08	0.02	0.03
Cream (pt.)	0.03	0.06	0.03	0.02	0.02	0.01	0.04	0.02	0.04	0.03	0.02	0.04	0.02	0.04	0.03	0.02	0.04	0.02	0.04	0.03
Total Milk and Cream (pt. or eq. pt.)	5.38	5.49	5.83	5.41	5.05	4.73	4.98	4.78	5.24	4.89	4.90	4.98	4.78	5.24	4.89	4.90	4.98	4.78	5.24	4.89
CHEESE:																				
Natural	3.75	4.27	2.66	2.10	1.85	1.69	3.39	2.56	3.50	3.01	2.24	3.39	2.56	3.50	3.01	2.24	3.39	2.56	3.50	3.01
Processed	0.40	0.49	0.43	0.38	0.30	0.24	0.46	0.36	0.42	0.50	0.40	0.46	0.36	0.42	0.50	0.40	0.46	0.36	0.42	0.50
Total Cheese	4.15	4.76	3.09	2.48	2.15	1.93	3.85	2.92	3.92	3.51	2.64	3.85	2.92	3.92	3.51	2.64	3.85	2.92	3.92	3.51
MEAT:																				
Beef and veal	10.95	11.95	8.70	6.70	6.54	4.84	10.18	6.94	10.51	10.93	7.56	10.18	6.94	10.51	10.93	7.56	10.18	6.94	10.51	10.93
Mutton and lamb	9.48	8.14	6.14	5.07	4.00	3.85	7.15	5.45	8.31	6.71	5.20	7.15	5.45	8.31	6.71	5.20	7.15	5.45	8.31	6.71
Pork	3.16	3.94	2.60	1.68	1.48	0.90	3.28	1.70	2.77	2.90	2.07	3.28	1.70	2.77	2.90	2.07	3.28	1.70	2.77	2.90
Total Carcass Meat	23.59	24.03	17.44	13.45	12.02	9.59	20.61	14.09	21.59	20.54	14.83	20.61	14.09	21.59	20.54	14.83	20.61	14.09	21.59	20.54
Bacon and ham, uncooked	7.32	5.51	4.04	3.66	3.66	3.12	6.61	4.51	6.66	6.04	4.32	6.61	4.51	6.66	6.04	4.32	6.61	4.51	6.66	6.04
Poultry	3.71	4.87	3.33	1.97	1.64	1.03	4.19	1.92	3.31	2.81	2.05	4.19	1.92	3.31	2.81	2.05	4.19	1.92	3.31	2.81
Other meat (a)	11.97	16.25	12.69	10.81	10.14	9.62	14.11	11.47	12.21	14.44	11.31	14.11	11.47	12.21	14.44	11.31	14.11	11.47	12.21	14.44
Total Meat	46.59	53.06	38.97	30.27	27.46	23.36	45.52	31.99	43.77	43.83	32.51	45.52	31.99	43.77	43.83	32.51	45.52	31.99	43.77	43.83
FISH:																				
Fresh	4.90	4.12	2.63	2.27	1.96	1.53	3.24	2.55	4.53	3.34	2.56	3.24	2.55	4.53	3.34	2.56	3.24	2.55	4.53	3.34
Processed and shell (b)	1.50	1.17	0.74	0.54	0.64	0.32	1.02	0.68	1.32	0.94	0.64	1.02	0.68	1.32	0.94	0.64	1.02	0.68	1.32	0.94
Prepared (c)	2.20	3.09	2.18	1.85	1.75	1.40	2.37	2.11	1.98	2.24	1.74	2.37	2.11	1.98	2.24	1.74	2.37	2.11	1.98	2.24
Total Fish	8.60	8.38	5.55	4.66	4.35	3.25	6.63	5.34	7.83	6.52	4.94	6.63	5.34	7.83	6.52	4.94	6.63	5.34	7.83	6.52

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

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.

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

TABLE 27—continued
 (oz. per person per week except where otherwise stated)

	Households with one man, one woman and										Other households with			
	no other					children only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only							
EGGS (No.)	5.37	6.08	4.75	4.36	4.03	3.66	5.28	4.50	5.09	5.35	4.28			
Eggs purchased (No.)	5.11	5.70	4.50	4.12	3.68	3.49	4.94	4.10	4.68	4.86	3.94			
FATS:														
Butter	8.00	8.46	6.23	5.08	4.19	2.96	7.05	4.88	7.65	6.71	5.04			
Margarine	3.38	3.07	2.98	3.01	3.34	3.98	3.56	4.12	2.97	3.48	3.22			
Lard and compound cooking fat	2.18	2.70	2.54	1.95	1.99	1.54	2.45	2.02	2.08	2.18	1.93			
Other fats	0.82	0.79	0.52	0.53	0.38	0.20	0.59	0.51	0.60	0.56	0.69			
Total Fats	14.38	15.02	12.27	10.57	9.90	8.68	13.65	11.53	13.30	12.93	10.88			
SUGAR AND PRESERVES:														
Sugar	20.27	20.44	17.27	15.51	14.62	14.25	19.47	17.62	18.55	18.16	16.07			
Honey, preserves, syrup and treacle	4.03	3.78	2.70	2.45	2.66	2.35	3.15	2.66	3.57	2.97	2.62			
Total Sugar and Preserves	24.30	24.22	19.97	17.96	17.28	16.60	22.62	20.28	22.12	21.13	18.69			
VEGETABLES:														
Potatoes (including chips and crisps)	50.85	61.07	55.63	51.18	49.11	55.76	65.67	61.87	50.33	61.19	56.24			
Fresh green	21.70	22.01	16.06	11.85	9.33	7.62	18.25	12.22	18.43	15.56	11.37			
Other vegetables (d)	18.42	24.03	19.22	16.76	15.63	15.67	20.46	17.09	18.34	20.00	16.12			
Total Vegetables	90.97	107.11	90.91	79.79	74.07	79.05	104.38	91.18	87.10	96.75	83.73			
FRUIT:														
Fresh	27.89	33.30	24.54	20.81	16.24	12.67	27.74	18.68	27.01	23.60	18.64			
Other (e)	8.33	10.01	9.25	7.14	5.89	4.96	8.68	6.97	7.77	8.50	6.15			
Total Fruit (f)	36.22	43.31	33.79	27.95	22.13	17.63	36.42	25.65	34.78	32.10	24.79			
CEREALS:														
Brown bread	5.08	3.63	2.11	1.96	1.28	1.08	3.20	1.82	4.64	2.14	1.70			
White bread	33.56	38.80	35.09	31.06	31.85	37.59	40.22	41.97	33.81	42.37	35.84			
Wholewheat and wholemeal bread	0.82	0.70	0.42	0.51	0.38	0.73	0.64	0.39	1.01	0.40	0.34			
Other bread (g)	3.78	4.01	2.25	2.05	1.74	1.47	3.52	2.31	3.65	2.86	2.43			
Total Bread	43.24	47.14	39.87	35.58	35.25	40.87	47.58	46.49	43.11	47.77	40.31			

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

TABLE 27—continued
(oz. per person per week except where otherwise stated)

	no other				Households with one man, one woman and					Other households with			
	one or both adults aged 55 or over		both adults under 55		children only			4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	1	2	3	3	4 or more								
CEREALS—contd.													
Flour	9.35	7.84	7.84	7.84	5.84	5.12	4.84	3.91	7.03	5.19	6.96	5.87	5.32
Cakes (fl)	7.64	8.63	8.63	8.63	6.64	5.15	5.00	4.30	8.06	5.84	7.71	7.57	5.82
Biscuits	6.30	6.77	6.77	6.77	6.13	5.84	5.28	4.65	6.30	5.32	6.05	5.66	4.96
Oatmeal and oat products	1.29	1.01	1.01	1.01	0.78	0.86	1.14	1.32	0.86	0.85	1.04	1.04	0.73
Breakfast cereals	1.31	1.83	1.83	1.83	1.82	2.48	2.62	2.59	2.02	2.30	1.42	1.68	2.10
Other cereals	4.25	4.05	4.05	4.05	3.94	3.64	3.68	2.99	3.48	3.07	3.41	3.53	3.32
Total Cereals	73.38	77.27	77.27	77.27	65.02	58.67	57.81	60.63	75.33	69.06	69.70	73.12	62.56
BEVERAGES:													
Tea	3.70	3.82	3.82	3.82	2.60	2.02	1.87	1.75	2.97	2.45	3.50	2.69	2.40
Coffee	0.53	0.89	0.89	0.89	0.47	0.41	0.38	0.18	0.54	0.36	0.61	0.49	0.32
Cocoa	0.18	0.19	0.19	0.19	0.23	0.16	0.17	0.21	0.20	0.20	0.13	0.18	0.14
Branded food drinks	0.28	0.30	0.30	0.30	0.21	0.12	0.09	0.08	0.21	0.10	0.30	0.11	0.10
Total Beverages	4.69	5.20	5.20	5.20	3.51	2.71	2.51	2.22	3.92	3.11	4.54	3.47	2.96

(t) Includes buns, scones, teacakes and crumpets.

TABLE 28
*Household Food Expenditure by Certain Household Composition
 Groups within Social Classes, 1964*

(per week)

	Class			All households	Class			All households
	A	B	C & D1		A	B	C & D1	
	Per head	Per head	Per head		Per household	Per household	Per household	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	
Households of one man and one woman and:								
no other (both under 55)	49 5	46 0	44 4	46 0	92 1	88 7	91 11	
1 child	39 11	34 9	32 9	35 2	104 3	98 4	105 5	
2 children	32 5	28 11	26 5	28 8	115 8	105 10	114 8	
3 children	27 7	25 3	23 8	25 1	126 1	118 6	125 6	
4 or more children	(24 10)	22 8	20 5	21 11	150 0	138 11	146 3	
adolescents only	41 11	39 9	36 7	38 10	129 2	119 0	126 3	
adolescents and children	33 11	29 3	27 1	28 11	145 8	144 0	146 11	
All households	37 8	33 0	31 4	33 0	116 10	106 1	105 2	

Figures in parenthesis are averages based on a sample of only 24 households.

TABLE 29
Household Food Consumption by Household Composition
Groups within Social Classes, 1964
 (oz. per person per week except where otherwise stated)

	Class A						Class B						Classes C & D1														
	no other (both under 55)	1 child	2 child-ren	3 child-ren	4 or more child-ren	adolescents and child-ren	no other (both under 55)	1 child	2 child-ren	3 child-ren	4 or more child-ren	adolescents and child-ren	no other (both under 55)	1 child	2 child-ren	3 child-ren	4 or more child-ren	adolescents and child-ren	no other (both under 55)	1 child	2 child-ren	3 child-ren	4 or more child-ren	adolescents and child-ren	no other (both under 55)		
MILK AND CREAM:																											
Liquid milk—full price (pt.)	5.67	4.56	3.81	3.44	3.00	5.29	5.15	4.87	3.87	3.20	2.92	2.52	4.78	3.88	4.73	3.61	2.99	2.46	1.72	4.30	3.13						
Liquid milk—welfare and school (pt.)	0.34	1.35	1.88	1.84	2.13	0.11	0.65	0.27	1.57	1.86	1.87	1.90	0.06	0.74	0.22	1.38	1.81	1.93	2.04	0.09	0.90						
Total Liquid Milk (pt.)	6.00	5.90	5.69	5.28	5.13	5.40	5.81	5.14	5.45	5.05	4.78	4.42	4.84	4.62	4.96	4.99	4.80	4.39	3.76	4.39	4.03						
Condensed milk (eq. pt.)	0.19	0.14	0.10	0.10	0.13	0.18	0.10	0.19	0.17	0.20	0.11	0.16	0.15	0.16	0.20	0.17	0.17	0.15	0.12	0.22	0.16						
Dried and other milk (pt. or eq. pt.)	0.01	0.15	0.08	0.07	0.12	0.01	0.01	0.02	0.24	0.12	0.20	0.23	0.01	0.08	0.02	0.33	0.21	0.22	0.38	0.02	0.11						
Cream (pt.)	0.08	0.05	0.04	0.03	0.02	0.06	0.04	0.06	0.03	0.02	0.01	0.01	0.05	0.02	0.04	0.02	0.01	0.01	0.01	0.02	0.01						
Total Milk and Cream (pt. or eq. pt.)	6.29	6.25	5.91	5.48	5.39	5.65	5.97	5.41	5.89	5.40	5.10	4.82	5.04	4.89	5.22	5.51	5.19	4.77	4.27	4.64	4.30						
CHEESE:																											
Natural	4.77	3.16	2.40	2.29	1.98	3.90	2.76	4.19	2.51	2.22	1.73	1.65	3.49	2.70	4.06	2.55	1.79	1.83	1.60	3.10	2.38						
Processed	0.34	0.48	0.49	0.26	0.32	0.42	0.41	0.48	0.42	0.36	0.36	0.22	0.49	0.38	0.55	0.46	0.33	0.25	0.24	0.40	0.33						
Total Cheese	5.11	3.64	2.89	2.55	2.30	4.32	3.16	4.67	2.93	2.58	2.09	1.87	3.98	3.08	4.62	3.01	2.12	2.08	1.84	3.51	2.71						
MEAT:																											
Beef and veal	12.93	9.62	8.50	7.48	4.99	11.18	7.39	11.59	9.01	6.35	6.17	5.35	10.18	7.79	12.04	7.74	6.69	6.23	4.42	9.68	6.14						
Mutton and lamb	8.90	7.02	5.35	4.38	2.92	8.03	5.55	7.63	6.44	5.13	4.17	3.73	7.05	4.89	8.50	5.29	4.65	3.62	4.31	6.93	5.92						
Pork	4.08	2.96	1.90	1.92	1.38	3.47	2.73	4.14	2.79	1.83	1.88	1.27	3.55	1.81	3.70	2.07	1.43	0.87	0.40	2.91	1.32						
Total Carcass Meat	25.92	19.60	15.96	13.78	9.29	22.68	15.67	23.37	18.24	13.31	12.21	10.34	20.78	14.49	24.24	15.11	12.76	10.71	9.14	19.53	13.38						
Bacon and ham, uncooked	8.05	5.62	4.13	3.78	2.61	5.86	5.51	8.15	5.57	4.06	3.95	3.16	6.69	4.36	7.49	5.49	3.90	3.27	3.20	6.88	4.33						
Poultry	5.81	5.69	2.30	1.39	1.39	6.04	3.66	5.99	2.86	2.13	2.01	1.19	4.47	2.11	3.56	2.56	1.47	1.52	0.85	2.95	1.26						
Other meat (a)	14.26	12.09	10.04	9.00	8.78	11.64	11.42	16.40	12.56	10.74	10.04	9.06	14.14	11.18	16.78	13.19	11.32	11.06	10.29	15.27	11.80						
Total Meat	54.04	42.99	32.62	27.95	22.09	23.53	36.26	53.53	39.22	30.26	28.20	23.74	46.09	32.13	52.07	36.35	29.45	26.56	23.48	44.62	30.76						

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

TABLE 29—continued
 (oz. per person per week except where otherwise stated)

	Class A										Class B				Classes C & D1							
	Households with one man and one woman and										Households with one man, and one woman and											
	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and only	adolescents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and only	adolescents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and only	adolescents and child- ren	
FISH:																						
Fresh	4.51	3.12	3.12	2.51	1.47	4.23	3.69	4.33	2.70	2.35	1.87	1.85	3.10	2.52	3.73	2.35	1.80	1.82	2.96	2.18		
Processed and shell (b)	2.06	0.80	0.80	0.79	—	1.06	1.08	0.90	0.89	0.48	0.52	0.52	0.32	0.61	0.98	0.43	0.49	0.65	1.06	0.64		
Prepared (c)	1.98	1.73	1.54	1.68	1.90	1.77	1.61	3.27	2.22	1.64	1.35	1.40	2.31	2.30	3.36	2.36	2.21	2.24	2.71	2.03		
Total Fish	8.55	5.77	5.45	4.98	3.37	7.07	6.38	8.50	5.82	4.49	3.75	3.56	6.34	5.41	8.08	5.13	4.50	4.71	2.96	4.86		
EGGS (No.)	6.86	5.17	4.80	4.47	3.64	6.00	5.48	5.88	4.60	4.36	3.98	3.72	5.12	4.32	5.80	4.80	4.12	3.85	5.13	4.35		
Eggs purchased (No.)	6.60	4.73	4.67	4.09	3.59	5.49	4.52	5.48	4.39	4.15	3.68	3.52	4.86	4.08	5.39	4.57	3.82	3.42	4.79	3.98		
FATS:																						
Butter	9.04	7.42	6.15	5.00	4.08	7.42	6.63	8.54	6.20	5.42	4.59	3.36	7.63	5.40	8.06	5.62	4.05	3.34	6.30	3.83		
Margarine	2.16	2.33	1.84	2.31	3.82	2.58	2.87	2.93	2.96	3.13	3.19	3.36	3.31	3.42	3.72	3.47	3.43	3.99	4.62	5.20		
Lard and compound cooking fat	2.09	2.82	1.64	2.10	2.09	2.01	2.98	2.59	2.19	2.05	1.71	1.55	2.77	1.98	3.17	2.93	1.98	2.19	1.34	1.80		
Other fats	0.62	0.56	0.63	0.30	0.20	0.47	0.61	0.79	0.44	0.59	0.48	0.17	0.54	0.44	0.83	0.63	0.42	0.31	0.27	0.56		
Total Fats	13.90	13.13	10.26	9.70	10.19	12.48	13.09	14.84	11.77	11.19	9.97	8.43	14.25	11.24	15.80	12.66	9.88	9.83	13.71	11.39		
SUGAR AND PRESERVES:																						
Sugar	16.97	16.98	13.16	14.37	13.55	16.29	17.49	21.20	17.35	15.91	14.82	15.18	20.23	17.76	21.26	17.29	16.18	14.51	20.31	17.33		
Honey, preserves, syrup and treacle	3.75	2.54	2.69	3.04	3.34	4.30	3.34	3.41	2.91	2.62	2.69	2.35	3.09	2.43	4.38	2.40	2.18	2.35	2.69	2.68		
Total Sugar and Preserves	20.73	19.53	15.85	17.40	16.89	20.60	20.82	24.62	20.27	18.52	17.50	17.54	23.32	20.20	25.64	19.69	18.37	16.87	23.01	20.01		
VEGETABLES:																						
Potatoes (including chips and crisps)	39.11	47.55	41.25	43.12	41.82	49.80	48.45	57.60	58.29	49.12	43.27	58.95	71.18	61.02	76.61	55.05	59.04	58.08	63.05	66.97		
Fresh green	24.38	19.90	13.51	10.20	9.28	20.96	16.64	22.00	15.62	11.82	9.73	9.62	19.40	12.80	20.30	13.68	10.15	8.22	13.87	9.87		
Other vegetables (d)	24.33	17.73	16.26	14.54	16.04	19.98	15.78	23.58	18.62	16.76	15.92	15.39	19.74	17.01	24.58	20.66	17.12	15.71	15.62	17.71		
Total Vegetables	87.82	85.18	71.02	67.86	67.14	90.74	80.87	103.18	92.53	77.70	68.92	83.96	110.32	90.83	121.49	89.39	86.31	82.01	77.58	94.55		

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.

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

(d) Includes dried and canned vegetables, and vegetable products.

TABLE 29—continued
(oz. per person per week except where otherwise stated)

	Class A										Class B										Classes C & D ¹																																																																																																																																																																																																																																																																																																					
	no other (both under 55)					adolescents and only children					1 child					2 child-					3 child-					4 or more children																																																																																																																																																																																																																																																																																																
FRUIT:	Households with one man and one woman and															adolescents and only children															1 child					2 child-					3 child-					4 or more children					adolescents and only children					adolescents and children																																																																																																																																																																																																																																																																		
Fresh	47.02	31.64	31.13	23.20	21.31	38.94	27.90	32.41	24.72	21.73	16.00	14.09	28.07	19.28	26.92	19.56	14.00	13.01	9.25	22.58	14.80	12.37	11.74	10.22	8.36	7.58	10.69	8.62	10.40	9.27	7.14	6.10	5.36	9.18	7.17	8.31	7.61	5.53	4.50	9.25	22.58	14.80	59.39	43.38	41.35	31.56	28.89	49.63	36.52	42.81	33.99	28.87	22.10	19.45	37.25	26.45	35.23	27.17	19.53	17.51	13.27	29.85	21.08	4.77	2.21	2.33	1.29	1.43	3.96	3.36	3.44	2.05	2.08	1.62	1.15	3.12	1.71	3.31	2.14	1.66	0.87	0.90	2.86	1.43	25.14	29.62	21.34	25.07	30.05	26.69	32.34	38.69	33.55	30.77	31.02	34.19	42.07	39.66	45.53	41.03	35.90	35.62	43.06	44.62	47.10	1.28	0.99	0.63	0.87	0.48	1.12	1.00	0.49	0.34	0.72	0.32	1.61	0.52	0.42	0.67	0.23	0.14	0.19	0.07	0.52	0.17	4.59	2.56	2.95	1.91	1.99	4.30	1.87	3.50	2.12	1.95	1.82	1.38	3.45	2.24	4.18	2.14	1.76	1.56	1.22	3.25	2.53	36.40	35.38	27.25	29.12	33.95	36.06	38.57	46.11	38.08	35.52	34.79	38.34	49.16	44.03	54.87	45.53	39.46	39.14	45.26	51.25	51.22	8.14	6.92	4.87	4.54	3.46	6.55	6.14	6.51	6.05	5.75	4.92	4.79	6.48	4.93	9.37	4.90	4.41	4.83	3.16	7.80	5.24	6.16	6.58	4.88	4.81	4.70	7.87	5.86	9.48	6.41	5.09	5.09	4.38	6.72	6.27	9.00	6.92	5.14	4.13	8.62	5.30	5.62	5.88	5.14	4.85	5.06	6.96	5.99	7.39	6.10	6.11	5.72	4.79	5.96	5.12	6.64	6.33	5.73	5.12	4.43	6.44	5.30	0.52	0.75	0.99	1.28	1.27	0.91	0.88	0.94	0.64	1.04	1.07	0.79	0.80	0.75	1.45	0.92	0.58	1.15	1.91	0.88	0.98	1.46	1.62	2.62	2.53	3.17	1.84	3.10	1.96	1.94	2.49	2.65	2.67	2.24	2.08	1.76	1.74	2.42	2.62	2.33	1.93	2.23	3.93	4.14	3.54	4.78	3.30	3.19	3.06	3.48	4.15	3.77	3.60	2.88	3.43	3.25	4.78	3.52	3.38	3.19	2.89	3.65	2.92	62.23	61.27	49.29	51.92	54.92	63.38	63.60	75.86	63.36	59.77	57.85	58.64	75.68	66.44	87.87	69.86	61.49	61.19	64.10	80.37	73.39
BEVERAGES	Households with one man and one woman and															adolescents and only children															1 child					2 child-					3 child-					4 or more children					adolescents and only children					adolescents and children																																																																																																																																																																																																																																																																		
Tea	3.02	2.73	1.59	1.68	1.40	2.28	2.25	3.71	2.56	2.13	1.79	1.64	2.97	2.48	4.33	2.59	2.09	2.06	1.93	3.28	2.48	1.76	0.77	0.73	0.42	0.45	1.10	0.71	0.70	0.44	0.36	0.40	0.21	0.40	0.35	0.69	0.34	0.28	0.13	0.37	0.28	0.18	0.31	0.19	0.29	0.25	0.30	0.17	0.18	0.14	0.17	0.24	0.21	0.21	0.21	0.23	0.25	0.16	0.09	0.14	0.17	0.15	0.33	0.36	0.17	0.05	0.05	0.28	0.22	0.27	0.18	0.12	0.10	0.13	0.21	0.07	0.33	0.13	0.10	0.11	0.05	0.18	0.10	6.15	4.17	2.69	2.43	2.15	3.90	3.47	6.54	3.36	2.74	2.47	2.23	3.79	3.11	7.02	3.31	2.64	2.54	2.24	4.01	3.00	49.5	39.11	32.5	27.7	24.10	41.11	33.11	46.0	34.9	28.11	25.3	22.8	39.9	29.3	44.4	32.9	26.5	23.8	20.5	36.7	27.1																																																																																																																																																																																													
EXPENDITURE—ALL FOODS	Households with one man and one woman and															adolescents and only children															1 child					2 child-					3 child-					4 or more children					adolescents and only children					adolescents and children																																																																																																																																																																																																																																																																		
Total	615	417	269	243	215	390	347	654	336	274	247	223	379	311	702	331	264	254	224	401	300	49.5	39.11	32.5	27.7	24.10	41.11	33.11	46.0	34.9	28.11	25.3	22.8	39.9	29.3	44.4	32.9	26.5	23.8	20.5	36.7	27.1																																																																																																																																																																																																																																																																																

(e) Includes dried, canned or bottled fruit.

(f) Includes tomatoes.

(g) Includes rolls, fruit bread, sandwiches and milk bread.

(h) Includes buns, scones, tencakes and crumpets.

TABLE 30

*Energy Value and Nutrient Content of Household Food Consumption:
All Households, 1958-1964 (a)*

	1958	1959	1960	1961	1962	1963	1964
CONSUMPTION PER PERSON PER DAY:							
Energy value (kcal.)	2,600	2,580	2,590 2,630	2,630	2,640	2,650	2,600
Total protein (g.)	74.6	73.9	75.6 74.7	75.1	75.3	76.5	75.1
Animal protein (g.)	43.4	43.5	44.5 44.1	44.9	45.7	46.0	45.1
Fat (g.)	111	110	112 115	116	117	118	116
Carbohydrate (g.)	325	324	320 345	343	342	343	333
Calcium (mg.)	1,040	1,030	1,040	1,040	1,030	1,040	1,030
Iron (mg.)	14.2	13.9	14.1	14.2	14.2	14.3	14.1
Vitamin A (i.u.)	4,350	4,280	4,360	4,320	4,310	4,420	4,420
Thiamine (mg.)	1.25	1.27	1.27	1.26	1.26	1.28	1.26
Riboflavine (mg.)	1.64	1.65	1.70	1.70	1.72	1.75	1.71
Nicotinic acid (mg.)	13.6	13.8	14.0	13.9	13.8	14.0	13.7
Vitamin C (mg.)	49	52	52	51	50	49	51
Vitamin D (i.u.)	133	145	130	128	126	127	130
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (b):							
Energy value	104	103	105	107	108	109	108
Total protein	100	99	106 102	107	108	109	108
Calcium	107	106	101 108	102	103	105	104
Iron	115	113	115 116	116	117	118	118
Vitamin A	184	181	186 186	186	185	190	193
Thiamine	126	128	130 130	130	130	132	131
Riboflavine	108	109	114 115	115	116	118	116
Nicotinic acid	137	139	142 143	143	143	145	143
Vitamin C (b)	222	235	240 237	237	233	226	236
PERCENTAGE OF ENERGY VALUE DERIVED FROM:							
Protein	11.5	11.5	11.7 11.4	11.4	11.4	11.5	11.6
Fat	38.3	38.3	38.9 39.3	39.6	40.0	39.8	40.3
Carbohydrate	50.2	50.3	49.4 49.3	49.0	48.6	48.5	48.0
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN							
	58.1	58.8	58.8 59.1	59.8	60.6	60.2	60.1

(a) Figures for protein, fat and carbohydrate prior to 1960 were based on nutrient equivalents given in *Nutritive Values of Wartime Foods* (M.R.C. War Memorandum No. 14; H.M.S.O., 1945); since 1960 they have been based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960). Two figures are given for 1960; the upper obtained on the former basis, the lower on the latter.

(b) Use of the Vitamin C allowances recommended by the National Council of the U.S.A., which are over three times those of the British Medical Association, would give much lower figures here and in Tables 31-33 and 35; in particular, that for all households in 1964 would be 73.

TABLE 31
Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1964

	Region										Type of Area							
	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (a) Southern	Comurbations		Other urban areas		Semi-rural areas	Rural areas	
												London	Provincial	Larger towns	Smaller towns			
Energy value (kcal.)	2,600	2,650	2,590	2,700	2,620	2,650	2,620	2,590	2,570	2,590	2,560	2,510	2,620	2,550	2,600	2,640	2,750	
Total protein . . . (g.)	75.1	73.6	76.1	77.2	74.5	75.9	74.6	75.2	74.5	73.8	74.0	75.4	75.9	73.7	74.9	74.6	78.1	
Animal protein . . . (g.)	45.1	41.0	45.4	44.2	43.8	44.7	42.6	46.5	44.7	44.5	46.0	48.6	44.4	44.4	44.6	44.4	45.7	
Fat . . . (g.)	116	119	112	120	118	118	114	117	113	116	117	117	116	114	116	119	120	
Carbohydrate . . . (g.)	333	342	340	349	336	341	344	329	333	331	324	307	339	328	335	338	362	
Calcium . . . (mg.)	1,030	960	1,040	1,000	980	1,000	1,050	1,050	1,050	1,080	1,070	1,050	990	1,020	1,040	1,050	1,110	
Iron . . . (mg.)	14.1	14.0	14.4	14.8	14.3	14.3	13.9	14.0	13.5	13.8	13.8	13.8	14.4	13.8	14.0	13.9	14.6	
Vitamin A . . . (i.u.)	4,420	4,200	4,250	4,140	4,480	4,490	4,270	4,370	4,230	4,630	4,830	4,580	4,330	4,370	4,500	4,430	4,350	
Thiamine . . . (mg.)	1.26	1.30	1.19	1.30	1.25	1.27	1.29	1.26	1.27	1.24	1.23	1.26	1.26	1.22	1.26	1.27	1.29	
Riboflavin . . . (mg.)	1.71	1.57	1.69	1.64	1.63	1.68	1.70	1.76	1.69	1.74	1.78	1.83	1.66	1.69	1.71	1.71	1.75	
Nicotinic acid . . . (mg.)	13.7	14.0	13.2	14.0	13.6	14.1	13.3	13.8	13.6	13.2	13.6	14.3	13.9	13.3	13.6	13.6	13.6	
Vitamin C . . . (mg.)	51	53	45	48	51	48	50	54	51	50	53	57	49	51	51	51	47	
Vitamin D . . . (i.u.)	130	122	131	147	143	143	127	129	123	116	126	120	140	124	131	129	136	
As a percentage of allowances based on British Medical Association's recommendations																		
Energy value . . .	108	107	106	109	110	110	107	106	105	105	107	108	110	106	106	108	106	
Protein . . .	104	100	104	103	104	104	101	104	102	100	104	108	105	102	102	102	101	
Calcium . . .	108	100	108	102	104	104	109	110	111	113	113	114	104	107	108	110	112	
Iron . . .	118	114	118	119	120	118	114	115	113	112	115	118	120	115	114	115	116	
Vitamin A . . .	193	181	182	178	198	198	185	188	187	198	209	203	192	192	192	193	181	
Thiamine . . .	131	132	131	132	131	133	132	131	132	126	130	137	132	128	129	131	125	
Riboflavin . . .	116	104	114	109	112	116	114	120	114	116	122	130	114	116	114	115	111	
Nicotinic acid . . .	143	142	136	142	144	147	136	144	140	134	144	156	146	141	139	140	132	
Vitamin C . . .	236	243	206	217	240	224	231	250	238	230	247	274	228	237	232	234	208	
Percentage of energy value derived from protein, fat, and carbohydrate																		
Protein . . .	11.6	11.1	11.8	11.4	11.4	11.5	11.4	11.6	11.6	11.4	11.5	12.0	11.6	11.6	11.5	11.3	11.3	
Fat . . .	40.3	40.4	38.9	40.0	40.5	40.1	39.2	40.6	39.6	40.4	41.0	42.0	39.9	40.1	40.0	40.6	39.1	
Carbohydrate . . .	48.0	48.4	49.2	48.4	48.1	48.3	49.3	47.7	48.6	48.0	47.4	45.9	48.4	48.2	48.3	48.0	49.3	
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN . . .	60.1	55.7	59.7	57.2	58.7	58.9	57.1	61.8	60.0	60.3	62.1	64.5	58.5	60.3	59.6	59.5	58.5	

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

TABLE 32

*Energy Value and Nutrient Content of Household Food Consumption
of Households of Different Social Class, 1964*

	Class								All house- holds
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
CONSUMPTION PER PERSON PER DAY:									
Energy value (kcal.)	2,710	2,540	2,580	2,580	2,610	2,630	2,650	2,620	2,600
Total protein (g.)	84.7	74.7	77.0	74.8	74.8	76.4	75.1	73.2	75.1
Animal protein (g.)	57.1	47.6	49.8	45.3	43.2	43.9	44.9	44.4	45.1
Fat (g.)	132	119	122	116	114	113	117	118	116
Carbohydrate (g.)	316	311	313	330	341	345	345	337	333
Calcium (mg.)	1,160	1,080	1,100	1,030	1,000	990	1,020	1,020	1,030
Iron (mg.)	15.8	13.8	14.3	14.0	14.1	14.4	14.0	13.2	14.1
Vitamin A (i.u.)	5,200	4,640	4,770	4,440	4,320	4,230	4,350	4,240	4,420
Thiamine (mg.)	1.36	1.25	1.28	1.25	1.26	1.28	1.28	1.22	1.26
Riboflavine (mg.)	2.01	1.79	1.84	1.72	1.66	1.67	1.72	1.68	1.71
Nicotinic acid (mg.)	16.6	13.5	14.2	13.7	13.6	14.0	13.9	13.2	13.7
Vitamin C (mg.)	72	59	62	51	48	46	52	45	51
Vitamin D (i.u.)	146	125	129	128	133	140	126	124	130
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:									
Energy value	113	110	111	108	105	107	115	114	108
Total protein	118	107	110	104	100	103	113	115	104
Calcium	123	114	116	109	104	102	110	115	108
Iron	128	118	120	118	116	114	110	101	118
Vitamin A	223	210	213	198	188	180	170	156	193
Thiamine	144	138	139	131	126	130	141	133	131
Riboflavine	138	128	130	118	110	112	123	120	116
Nicotinic acid	175	148	154	144	137	144	152	144	143
Vitamin C	329	278	291	239	219	204	237	207	236
PERCENTAGE OF ENERGY VALUE DERIVED FROM:									
Protein	12.5	11.8	11.9	11.6	11.4	11.6	11.3	11.2	11.6
Fat	43.7	42.1	42.5	40.4	39.4	38.9	39.7	40.5	40.3
Carbohydrate	43.7	46.0	45.5	47.9	49.0	49.3	48.8	48.2	48.0
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN									
	67.5	63.7	64.6	60.5	57.8	57.4	59.7	60.7	60.1

TABLE 33
Energy Value and Nutrient Content of Household Food Consumption of Households of Different Composition, 1964

CONSUMPTION PER PERSON PER DAY:	Households with one man and one woman and						Other households with				
	no other		children only				adults only	adolescents but no children	adolescents and children	one or more children without adolescents	
	one or both 55 or over	both under 55	1	2	3	4 or more					
Energy value (kcal.)	2,970	3,180	2,670	2,330	2,210	2,110	2,930	2,520	2,790	2,800	2,380
Protein (g.)	85.9	93.8	77.8	67.0	62.9	60.2	84.7	71.4	81.6	82.0	68.6
Animal protein (g.)	53.9	58.5	47.9	40.4	37.0	32.7	50.6	40.3	51.0	49.1	40.3
Fat (g.)	138	150	122	103	96	85	133	107	129	126	104
Carbohydrate (g.)	366	389	335	302	290	293	373	336	344	355	311
Calcium (mg.)	1,140	1,280	1,100	980	920	880	1,090	980	1,090	1,060	950
Iron (mg.)	15.8	17.8	14.5	12.5	11.7	11.4	16.2	13.5	15.0	15.7	12.8
Vitamin A (i.u.)	4,960	5,770	4,780	4,200	3,580	3,270	4,990	3,940	4,900	5,040	3,880
Thiamine (mg.)	1.44	1.59	1.30	1.11	1.03	1.01	1.46	1.20	1.36	1.37	1.14
Riboflavin (mg.)	1.93	2.10	1.83	1.60	1.46	1.38	1.86	1.58	1.86	1.81	1.56
Nicotinic acid (mg.)	16.1	17.7	14.1	11.9	11.0	10.5	16.2	12.8	15.1	15.2	12.5
Vitamin C (mg.)	57	68	56	47	39	37	60	47	55	55	45
Vitamin D (i.u.)	151	159	133	115	114	113	141	130	138	139	117
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:											
Energy value	115	119	114	108	104	101	106	100	111	101	102
Total protein	121	125	112	102	95	90	100	89	118	97	95
Calcium	128	141	118	104	94	87	111	95	126	106	97
Iron	118	142	126	116	110	110	122	108	117	118	108
Vitamin A	180	222	211	204	182	176	207	188	184	208	180
Thiamine	141	149	141	131	124	122	132	119	137	123	123
Riboflavin	124	130	130	122	113	108	112	104	123	108	110
Nicotinic acid	158	166	154	140	132	128	146	128	153	137	134
Vitamin C	256	313	272	241	202	187	250	200	256	230	211
PERCENTAGE OF ENERGY VALUE DERIVED FROM:											
Protein	11.6	11.8	11.7	11.5	11.4	11.4	11.6	11.3	11.7	11.7	11.5
Fat	42.0	42.3	41.1	39.9	39.1	36.2	40.7	38.4	41.8	40.6	39.3
Carbohydrate	46.3	45.8	47.1	48.5	49.3	52.2	47.6	50.1	46.3	47.5	49.0
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN	62.7	62.4	61.6	60.2	58.8	54.4	59.7	56.5	62.5	59.9	58.7

TABLE 34

*Energy Value and Nutrient Content of Household Food Consumption of
Households of Different Composition within Social Classes, 1964*

(per person per day)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value (kcal.)	A	2,930	2,720	2,240	2,190	(2,130)	2,750	2,650
	B	3,160	2,640	2,370	2,210	2,120	2,990	2,480
	C & D I	3,330	2,680	2,320	2,220	2,090	2,960	2,510
Total protein (g.)	A	91.2	80.8	67.6	63.7	(59.6)	83.2	75.9
	B	93.2	77.3	67.3	62.7	60.6	86.2	71.1
	C & D I	96.2	76.9	66.7	63.3	60.2	84.3	70.7
Animal protein (g.)	A	62.0	52.2	44.4	40.0	(34.7)	54.4	47.1
	B	58.6	48.1	40.3	37.0	33.4	51.1	41.0
	C & D I	56.9	45.3	38.7	35.6	31.5	48.5	37.7
Fat (g.)	A	147	130	106	98	(93)	131	123
	B	149	120	106	97	85	135	106
	C & D I	151	121	99	94	83	131	104
Carbohydrate (g.)	A	331	327	272	279	(283)	332	329
	B	386	334	306	288	296	380	330
	C & D I	422	341	310	299	294	383	344
Calcium (mg.)	A	1,260	1,160	1,030	960	(950)	1,140	1,100
	B	1,200	1,090	990	920	880	1,110	980
	C & D I	1,220	1,080	950	900	850	1,060	940
Iron (mg.)	A	16.6	15.0	12.5	11.7	(11.1)	15.7	14.0
	B	17.7	14.4	12.6	11.6	11.5	16.5	13.4
	C & D I	18.5	14.5	12.5	11.9	11.5	16.1	13.6
Vitamin A (i.u.)	A	5,830	5,110	4,490	3,720	(3,220)	5,210	4,360
	B	5,870	4,740	4,330	3,580	3,400	5,060	3,800
	C & D I	5,640	4,620	3,820	3,520	3,120	4,820	3,970
Thiamine (mg.)	A	1.54	1.34	1.10	1.04	(0.96)	1.39	1.26
	B	1.56	1.29	1.12	1.03	1.03	1.50	1.18
	C & D I	1.65	1.27	1.10	1.04	1.00	1.44	1.20
Riboflavin (mg.)	A	2.14	1.96	1.69	1.55	(1.40)	1.93	1.79
	B	2.08	1.82	1.61	1.45	1.41	1.89	1.59
	C & D I	2.10	1.76	1.54	1.45	1.33	1.79	1.52
Nicotinic acid (mg.)	A	16.9	15.0	12.0	10.9	(10.0)	15.9	13.4
	B	17.7	14.0	12.0	11.0	10.7	16.6	12.7
	C & D I	18.2	13.5	11.7	11.1	10.5	15.7	12.8
Vitamin C (mg.)	A	77	62	58	46	(44)	66	59
	B	66	56	46	37	39	63	46
	C & D I	63	50	41	38	32	54	43
Vitamin D (i.u.)	A	142	129	114	106	(105)	137	142
	B	164	132	116	110	106	137	119
	C & D I	161	137	114	121	123	149	137

The figures in brackets are based on a sample of only 24 households.

TABLE 35

Households of Different Composition within Social Classes, 1964:
Comparison of Energy Value and Nutrient Content of Household Food
Consumption with Allowances based on the British Medical
Association's Recommendations

(per cent)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value . . .	A	116	122	110	105	(110)	104	109
	B	120	114	111	105	99	108	99
	C & D1	118	111	104	102	100	106	99
Total protein . . .	A	128	121	108	97	(96)	102	98
	B	127	112	103	95	88	102	89
	C & D1	122	108	98	93	90	99	87
Calcium	A	145	125	109	98	(99)	116	110
	B	142	116	105	95	87	112	96
	C & D1	138	114	100	92	84	108	90
Iron	A	133	132	118	110	(112)	118	113
	B	144	125	117	111	108	124	107
	C & D1	144	124	115	112	111	121	108
Vitamin A	A	227	231	219	189	(177)	218	210
	B	230	209	211	183	183	210	182
	C & D1	212	202	184	178	166	200	188
Thiamine	A	155	153	138	126	(126)	131	131
	B	149	141	133	125	122	135	117
	C & D1	147	133	126	122	122	128	118
Riboflavine . . .	A	141	144	135	121	(118)	119	122
	B	131	130	123	113	108	113	104
	C & D1	123	120	114	109	105	106	99
Nicotinic acid .	A	170	171	149	132	(131)	149	138
	B	169	154	142	133	127	149	126
	C & D1	163	142	134	130	127	141	128
Vitamin C	A	354	302	299	233	(239)	276	253
	B	313	270	237	189	193	261	198
	C & D1	287	241	207	195	162	223	184

The percentages in brackets are based on a sample of only 24 households.

APPENDIX A

Composition of the Sample

1. As in previous years, the National Food Survey sample for 1964 was selected by a three-stage stratified random sampling scheme which is outlined in paragraphs 3 to 8 of Appendix F. For reasons of economy, the size of the sample had been reduced in 1963, since when 44 parliamentary constituencies have been selected at the first stage of sampling compared with 50 in 1957–62¹ and 60 in 1950–56. The reduction in the scale of representation has led to increased variation in the annual estimates, especially at regional level, and this probably accounts for most of the increase in average household size which was apparent in the 1964 sample (see paragraph 3 below); but in the absence of firm estimates of the distribution of the British population by size and composition of household, no formal re-weighting is possible.

2. The 44 parliamentary constituencies chosen as first-stage sampling units for 1964 are listed in Table 1. At the second stage, 774 polling districts were selected from these constituencies. At the third stage, 14,080 addresses² were drawn from these polling districts: a few of these addresses, when visited, were found to be institutions or other establishments not eligible for the Survey. At some of the addresses which were called on it was impossible to obtain any interview at all within the limited time available for making repeated 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 sample was 13,363. Of this number 3,647 (27 per cent) were at addresses at which it was impossible to obtain an interview; 1,778 of those in this latter group were seen, but refused to give any information. A further 1,403 households (10 per cent) answered a questionnaire,³ but declined to keep a log-book,⁴ while 1,226 housewives (9 per cent) who undertook to keep a log-book did not in fact complete it; a further 98 log-books were rejected at the editing stage, leaving an effective sample of 6,989 households (52 per cent) compared with 7,532 households (53 per cent) in 1963. The fieldwork of the Survey was suspended from 28th September to 16th October while the General Election campaign was in progress, and in order to minimize the effect of the loss of information during this period, results for the last ten-day cycle in September immediately before the break, and from all log-books collected in October, were given double weight when calculating the quarterly and annual averages. With this replication, the sample was treated as if it contained 7,464 households; thus in Tables 2–9 of this Appendix, replicated households are counted twice.

3. The numbers of households (including replicated households) who participated fully in the Survey in each type of area during each quarter of 1964 are given in Table 2, with comparable figures for 1963. The average household size

¹ Temporarily reduced to 48 in 1960.

² This total was about 880 addresses short of the number originally envisaged, because fieldwork was suspended for three weeks during the period of the General Election campaign.

³ The questionnaire relates to family composition, occupation and income of earners, etc.

⁴ See Appendix F, paragraph 2.

was greater in 1964 in all types of area, except smaller towns and wholly rural areas. Over all households in the sample, the average was 3·19 in 1964, compared with 3·11 in 1963 and 3·12 in 1962.¹

4. In Table 3 are given the income ranges used to define social classes, and the distributions obtained, since 1958. In Table 4, the numbers of households are classified according to family composition within social class. Nearly half the increase in average household size mentioned in paragraph 3 above was attributable to the increased representation of the larger families with three or more children, from 6·2 per cent of the sample in 1963 to 7·0 per cent in 1964, together with a decrease from 10·5 to 9·5 per cent in the representation of families with only one child. There were also slightly more adolescents in the sample than in 1963. There were relatively, as well as absolutely, more families with four or more children in Class A (8 in 1963, 24 in 1964) and indeed in all income groups. Elderly couples accounted for 14·6 per cent of the sample in 1964, compared with 15·9 per cent in the previous year; pensioner households accounted for nearly half the decline in the numbers in this group. There were also fewer pensioners in the unclassified group of wholly adult households.

5. The age and sex distribution of persons in the sample within each social class is given in Table 5. There were relatively more sedentary men and women in the sample than in 1963, but fewer men and women of pensionable age. The increase in the number of children was mainly in those of school age: the number of infants under one year old actually declined, compared with 1963.

6. The regional distribution of the Survey sample, given in Table 6, shows some slight variation from the Registrars-General's estimate of the actual distribution of population. Households in Scotland were again over-represented, the effective response rate there being 66 per cent compared with 51 per cent for England and Wales, while households in London and the South-East were again under-represented. These differences raise the average household size because households in Scotland are, on average, larger than those in London. The analysis by degree of urbanization indicates rather too many persons from provincial conurbations, from smaller towns and wholly rural areas, with too few from London, larger towns, and semi-rural areas, but with only 44 first-stage units in the sample, it is impossible to ensure correct representation according to the degree of urbanization. In terms of food expenditure, these variations tended to be compensating in 1964 and had relatively little overall effect on the average recorded for all households in the sample.

7. The age and sex distribution of persons in the sample according to region and type of area is given in Table 7. London again had the highest proportion of sedentary men (14·3 per cent) and rural areas the lowest (5·8 per cent); in contrast, London had the lowest proportion of active or very active men (1·5 per cent) and rural areas the highest (13·4 per cent). Elderly men were again most numerous in the South-West. The increase in the proportion of children compared with 1963 was not evenly distributed regionally and did not extend to households in Wales and Scotland.

¹ The average size of household in Great Britain was recorded as 3·06 by the Census of Population, 1961.

8. Table 8 indicates that in London, households in the highest income group (Class A1) were relatively more numerous, and those in the three sub-groups of Class D less numerous, than elsewhere. The reduction in the representation of pensioners was far from uniform, being greatest in the larger towns; three of the six types of area actually showed increases.

9. The classification given in Table 9 again illustrates the fact that, in general, the average number of earners per household tends to vary inversely both with the income of the head of the household (down to Class C, but not in D1) and with the number of children: thus, in Class A1, none of the mothers of large families (with three children or more) and only one of those with two children, was in paid employment. In all income groups there were most earners in families containing adolescents.

TABLE I
Constituencies (a) Surveyed in 1964

Region (b)	Constituency (a)	Region (b)	Constituency (a)
Northern	†Gateshead West †Newcastle-upon-Tyne West *Penrith and the Border (Cumberland)	Eastern	*Bury St. Edmunds (Suffolk) Hornchurch Yarmouth (Norfolk)
East and West Ridings	†Batley and Morley Kingston-upon-Hull, Haltemprice Pontefract †Shipley (Yorkshire, West Riding)		
North Western	†Bootle *†Huyton (Lancashire) †Liverpool, Scotland †Liverpool, Wavertree *Morecambe and Lonsdale (Lancashire) †Rochdale	South Eastern and Southern	*Farnham (Surrey) *Maidstone (Kent) *Portsmouth, Langstone *Wokingham (Berkshire)
North Midland	*Belper (Derbyshire) *Ilkeston (Derbyshire) Nottingham South	South Western	Exeter *Wells (Somerset) *Westbury (Wiltshire)
Midland	†Birmingham, Edgbaston *Kidderminster (Worcestershire) *Meriden (Warwickshire) Stoke-on-Trent North	Wales	Bedwellty (Monmouthshire) *Llanelly (Carmarthenshire)
London (Conurbation)	†Bermondsey †Chelsea †Croydon North-West †Ealing North †East Ham South †Lewisham West †Orpington (Kent) †Wembley North	Scotland	*Argyll (Argyll) Edinburgh West †Glasgow, Craigton *Perth and East Perthshire (Perthshire and Kinross-shire)

(a) 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.

(b) These are the standard regions as defined by the Registrar-General for 1964, except that the London conurbation has been treated separately and the remainder of the London and South-Eastern region has been combined with the Southern region, giving 11 regions, as defined below.

NORTHERN

Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire.

EAST AND WEST RIDINGS

The East and West Ridings of Yorkshire, and the City of York.

NORTH WESTERN

Cheshire; Derbyshire, part (those areas not included in the North Midland Region), and Lancashire.

NORTH MIDLAND

Derbyshire (all except Buxton M.B., Glossop M.B., New Mills U.D., Whaley Bridge U.D. and Chapel en le Frith R.D., which are included in the North Western region); Leicestershire; Lincolnshire; Northamptonshire (including the Soke of Peterborough); Nottinghamshire, and Rutland.

MIDLAND

Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.

LONDON (conurbation)

London (whole county); Middlesex (whole county); Essex, part (county boroughs of East Ham and West Ham, municipal boroughs of Barking, Chingford, Dagenham, Ilford, Leyton, Walthamstow, and Wanstead and Woodford, and the urban districts of Chigwell and Waltham Holy Cross); Hertfordshire, part (urban districts of Barnet, Bushey, Cheshunt and East Barnet, and the rural district of Elstree); Kent, part (municipal boroughs of Beckenham, Bexley, Bromley, and Erith, and the urban districts of Chislehurst and Sidcup, Crayford, Orpington and Penge); Surrey, part (county borough of Croydon, municipal boroughs of Barnes, Beddington and Wallington, Epsom and Ewell, Kingston-upon-Thames, Malden and Coombe, Mitcham, Richmond, Surbiton, Sutton and Cheam, and Wimbledon, and the urban districts of Banstead, Carshalton, Coulsdon and Purley, Esher, and Merton and Morden).

EASTERN

Bedfordshire; Cambridgeshire (including the Isle of Ely); Essex (except those areas included in the London conurbation); Hertfordshire (except those areas included in the London conurbation); Huntingdonshire; Norfolk, and Suffolk.

SOUTH EASTERN AND SOUTHERN

Berkshire; Buckinghamshire; Dorset, part (Poole M.B. only); Hampshire (including the Isle of Wight); Oxfordshire; Kent (except those areas included in the London conurbation); Surrey (except those areas included in the London conurbation), and Sussex.

SOUTH WESTERN

Cornwall (including the Isles of Scilly); Devon; Dorset (all except Poole M.B.); Gloucestershire; Somerset, and Wiltshire.

WALES

The whole of Wales and Monmouthshire.

SCOTLAND

The whole of Scotland.

TABLE 2

Composition of the Sample, 1964

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year	
					1963	1964
HOUSEHOLDS IN CONURBATIONS						
<i>London</i>						
Households	312	293	224	250	1,139	1,079
Persons	985	921	635	783	3,361	3,324
Persons per household	3·16	3·14	2·83	3·13	2·95	3·08
<i>Provincial</i>						
Households	459	459	393	461	1,435	1,772
Persons	1,562	1,419	1,295	1,500	4,412	5,776
Persons per household	3·40	3·09	3·30	3·25	3·07	3·26
OTHER URBAN HOUSEHOLDS						
<i>Larger Towns</i>						
Households	880	856	656	736	3,687	3,128
Persons	2,726	2,720	2,116	2,293	11,478	9,855
Persons per household	3·10	3·18	3·23	3·12	3·11	3·15
<i>Smaller Towns</i>						
Households	372	347	284	303	2,066	1,306
Persons	1,215	1,094	950	985	6,217	4,244
Persons per household	3·27	3·15	3·35	3·25	3·01	3·25
SEMI-RURAL HOUSEHOLDS						
Households	508	509	372	433	1,621	1,822
Persons	1,511	1,626	1,166	1,308	5,261	5,611
Persons per household	2·97	3·19	3·13	3·02	3·25	3·08
RURAL HOUSEHOLDS						
Households	278	283	272	217	702	1,050
Persons	917	914	912	704	2,261	3,447
Persons per household	3·30	3·23	3·35	3·24	3·22	3·28
ALL HOUSEHOLDS						
Households	125	121	73	116	569	435
Persons	417	347	267	384	1,940	1,415
Persons per household	3·34	2·87	3·66	3·31	3·41	3·25
ALL HOUSEHOLDS						
Households	2,054	2,012	1,618	1,780	7,532	7,464
Persons	6,607	6,321	5,225	5,664	23,452	23,817
Persons per household	3·22	3·14	3·23	3·18	3·11	3·19

TABLE 3
Income Ranges used to Define Social Classes, 1958-64

CLASS:	Gross weekly income of head of household (a)						Percentage of households in sample						
	1958-59	1960	1961	1962	1963	1964	1958	1959	1960	1961	1962	1963	1964
A:													
A1	£32 or more £19 and under £32	£34 or more £20 and under £34	£36 or more £21 and under £36	£39 or more £23 and under £39	£39 or more £23 10s. and under £39	£39 or more £24 and under £39	2.5	3.2	2.4	2.2	2.0	2.0	3.5
A2	£11 10s. and under £19	£12 and under £20	£12 10s. and under £21	£14 10s. and under £23	£14 10s. and under £23 10s.	£15 and under £24	6.6	8.4	7.6	8.7	8.9	8.6	10.5
B	£7 10s. and under £11 10s.	£8 and under £12	£8 10s. and under £12 10s.	£9 and under £14 10s.	£9 and under £14 10s.	£9 10s. and under £15	34.3	35.0	38.5	41.8	31.7	34.3	35.4
C(b)	Under £7 10s.	Under £8	Under £8 10s.	Under £9	Under £9	Under £9 10s.	38.2	35.5	32.4	28.6	36.8	34.5	31.6
D(b)(c)						Under £9 10s.	18.4	18.0	19.2	18.7	20.6	20.6	19.1

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

(b) Adult male agricultural workers have been included in Class C (or a higher class if appropriate) throughout the period, even though their statutory minimum weekly wage rate has sometimes been slightly below the lower limit for Class C.

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

TABLE 4
Composition of the Sample: Analysis by Social Class and Household Composition, 1964
(households)

	Class												All households						
	A1		A2		B		C		D				No.	per cent	All persons	Adults	Children	Adolescents	
	No.	per cent	No.	per cent	No.	per cent	No.	per cent	with earners (D1)		without earners (D2)								No.
									No.	per cent	No.	per cent	No.	per cent					
Households containing one man and one woman and:																			
No other	27	10.5	67	8.6	233	8.8	312	13.2	79	19.8	87	35.8	284	36.1	1,089	14.6	2	—	—
(i) Older couples (one or both 55 or over)	32	12.4	83	10.6	269	10.2	215	9.1	17	4.3	1	0.4	—	—	617	8.3	2	—	—
(ii) Younger couples (both under 55)	30	11.6	111	14.2	341	12.9	210	8.9	10	2.5	3	1.2	1	0.1	706	9.5	3	—	—
1 child (0-14)	31	12.0	103	13.2	409	15.5	262	11.1	11	2.8	—	—	1	0.1	817	10.9	4	1	—
2 children (0-14)	7	2.7	54	6.9	138	5.2	109	4.6	7	1.8	2	0.8	—	—	317	4.2	2	2	—
3 children (0-14)	2	0.8	22	2.8	92	3.5	78	3.3	13	3.3	4	1.6	—	—	211	2.8	6.68	3	—
4 or more children (0-14)	33	12.8	82	10.5	233	8.8	213	9.0	29	7.3	2	0.8	—	—	592	7.9	3.25	4.68	—
Adolescents only (15-20)	20	7.8	58	7.4	235	8.9	196	8.3	30	7.5	—	—	—	—	539	7.2	5.08	2	1.80
Adolescents and children.																			
Total of above households	182	70.5	580	74.4	1,950	73.8	1,595	67.6	196	49.2	99	40.7	286	36.4	4,888	65.5	3.37	2	1.07
Other households:																			
Adults only	37	14.3	87	11.2	325	12.3	393	16.7	123	30.9	118	48.6	489	62.2	1,572	21.1	1.91	—	—
With adolescents (15-20) but no children	12	4.7	42	5.4	110	4.2	124	5.3	44	11.1	1	0.4	2	0.3	335	4.5	3.54	2.31	—
With children (0-14)	27	10.5	71	9.1	256	9.7	246	10.4	35	8.8	25	10.3	9	1.1	669	9.0	4.75	2.50	1.81
Total unclassified households	76	29.5	200	25.6	691	26.2	763	32.4	202	50.8	144	59.3	500	63.6	2,576	34.5	2.86	2.11	0.47
Total all household types	258	100	780	100	2,641	100	2,358	100	398	100	243	100	786	100	7,464	100	3.19	2.04	0.87
Average number of persons per household:																			
Adults	2.16		2.09		2.15		2.17		1.80		1.53		1.47		2.04		1.91		1.23
Adolescents (15-20)	0.33		0.31		0.30		0.36		0.40		0.03		0.02		0.29		0.25		0.45
Children (0-14)	0.74		1.05		1.08		0.96		0.57		0.31		0.31		0.86		0.47		0.28
Total	3.22		3.45		3.54		3.49		2.77		1.88		1.49		3.19		2.86		2.04

TABLE 5
*Age and Sex Distribution of Persons in Households of
Different Social Class, 1964*

(per cent)

	All house- holds	Class						O.A.P.
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	
Men, 21-64:								
Sedentary	11.0	24.2	20.7	11.7	7.2	12.0	8.8	0.8
Moderately active	10.6	2.2	4.6	12.4	14.6	2.5	—	—
Active or very active	4.2	2.0	2.2	4.1	6.2	2.4	—	—
Men, 65 and over	3.9	1.6	1.4	1.6	2.6	6.5	17.5	30.5
Women, 21-59:								
Sedentary	17.2	26.6	21.7	18.4	15.5	14.7	21.7	3.2
Moderately active	7.5	5.1	5.3	7.7	8.9	13.1	—	0.2
Active or pregnant	1.3	1.1	1.6	1.4	1.3	1.5	0.2	—
Women, 60 and over	8.2	4.2	3.0	3.6	5.7	12.2	33.5	63.9
Adolescents and children:								
15-20 male	4.6	6.0	5.2	4.4	5.1	6.5	0.7	0.2
15-20 female	4.4	4.2	3.9	4.2	5.1	7.9	1.1	—
5-14	17.2	16.2	18.7	19.3	17.5	13.7	10.7	0.8
1-4	8.0	5.3	9.7	9.3	7.9	5.8	5.0	0.4
Under 1	1.9	1.3	2.0	2.0	2.2	1.1	0.9	—
	100	100	100	100	100	100	100	100

TABLE 6
Composition of the Sample: Analysis by Region and Type of Area, 1964

	No. of households	No. of persons	Average no. of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1964 estimates).
Wales	302	931	3.08	4.0	3.9	5.1
Scotland	851	2,781	3.27	11.4	11.7	9.9
Northern	561	1,869	3.33	7.5	7.8	6.3
East and West Ridings	815	2,456	3.01	10.9	10.3	8.1
North Western	1,027	3,355	3.27	13.8	14.1	12.7
North Midland	475	1,561	3.29	6.4	6.6	7.1
Eastern	490	1,533	3.13	6.6	6.4	7.5
Midland	649	2,151	3.31	8.7	9.0	9.4
South Western	510	1,573	3.08	6.8	6.6	6.7
South Eastern and Southern	705	2,283	3.24	9.4	9.6	11.6
London	1,079	3,324	3.08	14.5	14.0	15.6
All households	7,464	23,817	3.19	100	100	100
London conurbation	1,079	3,324	3.08	14.5	14.0	15.6
Provincial conurbations	1,772	5,776	3.26	23.7	24.3	20.1
Other urban: Larger towns	1,306	4,244	3.25	17.5	17.8	26.2
Smaller towns	1,822	5,611	3.08	24.4	23.6	17.1
Semi-rural	1,050	3,447	3.28	14.1	14.5	16.4
Rural	435	1,415	3.25	5.8	5.9	4.7
All households	7,464	23,817	3.19	100	100	100

TABLE 7
Age and Sex Distribution of Persons in the Samples from Each Region and Type of Area, 1964
 (per cent)

	Region										Type of Area						
	All house-holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Mid-land	South Western	South Eastern and South-ern (a)	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provin-cial	Larger towns	Smaller towns		
Men, 21-64:	11.0	8.9	12.0	10.1	11.0	9.3	8.7	12.3	10.3	8.2	12.7	14.3	10.6	13.0	9.9	10.2	5.8
Sedentary	10.6	9.1	9.2	9.3	10.9	11.4	11.4	9.7	11.7	11.7	10.3	11.0	11.9	8.6	12.0	9.1	8.8
Moderately active	4.2	8.2	4.7	5.3	4.2	3.6	3.1	4.4	4.7	5.5	3.3	1.5	2.7	3.7	3.8	6.7	13.4
Active or very active	3.9	4.3	3.2	3.6	4.2	4.0	4.4	4.0	3.0	5.7	4.1	3.4	3.6	3.5	4.9	3.7	3.5
Women, 21-59:	17.2	19.2	19.1	17.6	15.7	15.0	17.7	19.2	16.2	17.6	17.8	17.0	15.2	18.3	17.4	18.2	18.9
Sedentary	7.5	5.4	5.8	7.0	8.7	8.3	5.9	6.8	9.0	6.1	6.6	9.5	8.9	6.5	7.3	6.2	3.9
Moderately active	1.3	1.5	1.3	0.7	1.3	1.5	1.3	1.2	1.2	1.4	1.8	1.1	1.2	1.2	1.2	1.7	1.7
Active or pregnant	8.2	9.5	8.8	8.2	8.4	8.7	7.4	8.0	6.6	9.2	8.1	8.0	7.8	7.7	9.4	7.4	9.0
Women, 60 and over:																	
Adolescents and children:																	
15-20 male	4.6	4.8	4.8	4.3	5.1	5.0	4.2	3.5	5.1	4.6	4.1	4.4	4.9	4.6	4.5	4.2	4.7
15-20 female	4.4	4.6	3.5	5.6	4.9	5.0	5.1	3.7	4.0	4.7	3.2	4.4	5.4	4.2	4.0	4.0	3.5
5-14	17.2	15.8	17.4	18.6	16.2	17.4	18.0	17.0	19.2	16.8	17.5	15.6	17.9	17.7	16.5	18.3	16.9
1-4	8.0	7.2	7.8	7.7	7.2	9.0	9.2	8.8	7.3	7.1	8.7	7.9	7.8	9.1	7.3	8.4	8.1
Under 1	1.9	1.5	2.3	1.9	2.2	1.9	1.7	1.3	1.7	1.3	1.9	2.0	2.0	1.9	1.7	1.8	1.9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

TABLE 8

Social Class Distribution of Urban and Rural Samples, 1964
(per cent)

	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
		<i>Proportion of households</i>					
A1	3.5	6.9	2.4	4.5	1.9	4.0	1.1
A2	10.5	16.4	6.9	14.0	7.8	12.0	6.4
B	35.4	42.5	32.0	40.0	31.3	37.9	28.7
C	31.6	21.3	36.3	24.2	36.1	30.1	44.8
D1 (with earners)	5.3	3.2	7.8	4.5	5.2	4.6	5.3
D2 (without earners)	3.3	1.9	2.9	3.2	4.6	3.1	2.8
O.A.P.	10.5	7.7	11.5	9.6	13.2	8.3	10.8
<i>All</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
No. of households	7,464	1,079	1,772	1,306	1,822	1,050	435
		<i>Proportion of persons</i>					
A1	3.5	7.4	2.5	4.3	1.9	4.0	1.1
A2	11.3	17.3	7.3	14.9	8.7	13.7	7.4
B	39.2	46.2	34.8	44.5	35.8	41.8	31.9
C	34.6	22.3	41.5	25.4	40.3	31.2	47.9
D1 (with earners)	4.6	2.1	7.4	4.4	4.1	3.5	4.9
D2 (without earners)	1.9	1.1	1.6	2.0	2.9	1.7	1.6
O.A.P.	4.9	3.6	5.0	4.5	6.3	4.1	5.2
<i>All</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
No. of persons	23,817	3,324	5,776	4,244	5,611	3,447	1,415

TABLE 9
Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1964

	All households	Class								
		A			B	C	D			
		A1	A2	AII			excluding O.A.P.	O.A.P.		
<i>Households of one man and one woman and:</i>										
no other (both under 55)	1.57	1.16	1.42	1.35	1.62	1.64	1.53	—	—	—
1 child	1.23	1.17	1.18	1.18	1.24	1.26	1.40	—	—	1.00
2 children	1.21	1.03	1.09	1.07	1.19	1.30	1.27	—	—	—
3 children	1.15	1.00	1.07	1.07	1.15	1.23	1.14	—	—	—
4 or more children	1.09	1.00	1.18	1.17	1.09	1.12	1.08	—	—	—
Adolescents only	2.27	1.67	1.90	1.83	2.35	2.46	2.03	—	—	—
Adolescents and children	2.17	1.45	1.71	1.64	2.16	2.39	2.23	—	—	—
No other (one or both 55 or over)	0.75	1.07	1.03	1.04	1.11	1.13	1.20	—	—	0.06
<i>Other households with:</i>										
Adults only	0.97	1.62	1.55	1.57	1.66	1.57	1.22	—	—	0.03
Adolescents but no children	2.52	1.83	2.29	2.19	2.68	2.90	1.66	—	—	—
Children	1.79	1.52	1.63	1.60	1.82	2.10	1.66	—	—	—
All households	1.38	1.36	1.43	1.41	1.60	1.70	1.45	—	—	0.04

APPENDIX B

Tables of Consumption, Expenditure and Prices

TABLE 1

Domestic Food Expenditure, 1964, All Households

(pence per person per week)

	1st Quarter (Jan.- March)	2nd Quarter (April- June)	3rd Quarter (July- Sept.)	4th Quarter (Oct.- Dec.)	Yearly average	Percentage of all households purchasing each type of food during Survey week
MILK AND CREAM:						
Liquid milk						
Full price	33·13	35·37	34·62	34·16	34·32	95
Welfare	3·17	3·11	3·01	2·80	3·02	23
<i>Total Liquid Milk</i>	<i>36·29</i>	<i>38·48</i>	<i>37·64</i>	<i>36·97</i>	<i>37·34</i>	
Condensed milk						
Sweetened	0·15	0·22	0·21	0·17	0·19	3
Unsweetened	1·19	1·21	1·36	1·27	1·26	25
Dried milk						
National	0·08	0·04	0·10	0·07	0·07	...
Branded	0·62	0·53	0·82	0·59	0·64	2
Other milk	0·15	0·14	0·12	0·20	0·15	2
Cream	1·56	2·08	1·97	1·45	1·76	23
<i>Total Milk and Cream</i>	<i>40·04</i>	<i>42·70</i>	<i>42·24</i>	<i>40·72</i>	<i>41·41</i>	
CHEESE:						
Natural	6·82	7·54	7·04	7·54	7·24	70
Processed	1·30	1·37	1·52	1·38	1·39	22
<i>Total Cheese</i>	<i>8·12</i>	<i>8·91</i>	<i>8·57</i>	<i>8·92</i>	<i>8·63</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	32·31	28·67	28·76	33·02	30·69	80
Mutton and lamb	16·34	18·92	19·50	16·58	17·84	60
Pork	8·19	7·20	6·76	8·21	7·59	31
<i>Total Carcase Meat</i>	<i>56·84</i>	<i>54·80</i>	<i>55·02</i>	<i>57·82</i>	<i>56·12</i>	
Other meat and meat products						
Corned meat	2·14	1·95	0·72	1·24	1·51	16
Bones	0·25	0·22	0·15	0·19	0·20	3
Bacon and ham, uncooked	17·15	16·82	18·35	17·18	17·38	85
Bacon and ham, cooked (including canned)	4·64	6·12	6·92	5·64	5·83	43
Cooked chicken	0·36	0·54	0·60	0·46	0·49	2
Other cooked meat (not canned)	2·72	3·58	3·62	3·28	3·30	32
Other canned meat	3·89	4·72	4·54	4·45	4·40	31
Liver	2·66	3·00	2·90	3·11	2·92	28
Offals (other than liver)	1·64	1·21	1·01	1·35	1·30	19
Poultry	7·39	6·76	6·97	7·16	7·07	18
Rabbit, game and other meat	0·25	0·24	0·20	0·27	0·24	1

TABLE 1—continued
(pence per person per week)

	1964					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
MEAT AND MEAT PRODUCTS:—						
<i>contd.</i>						
Sausages, uncooked, pork	5·31	5·23	4·80	5·04	5·10	44
Sausages, uncooked, beef	3·02	2·72	3·15	3·28	3·04	29
Other meat products	5·76	6·13	6·01	6·45	6·09	56
<i>Total Other Meat and Meat Products</i>	<i>57·16</i>	<i>59·24</i>	<i>59·96</i>	<i>59·09</i>	<i>58·87</i>	
<i>Total Meat and Meat Products</i>	<i>114·00</i>	<i>114·04</i>	<i>114·98</i>	<i>116·91</i>	<i>114·99</i>	
FISH:						
White, filleted, fresh	4·24	4·37	3·93	4·02	4·14	29
White, filleted, quick-frozen	1·86	2·04	1·78	1·72	1·85	17
White, other, fresh	1·92	1·54	1·57	1·88	1·73	13
Herrings, fresh	0·21	0·17	0·21	0·28	0·22	3
Fat, fresh, other	0·33	0·44	0·27	0·14	0·30	2
White, processed	0·93	0·79	0·89	1·03	0·91	8
Fat, processed	0·81	0·71	0·78	0·92	0·80	9
Shell	0·38	0·39	0·35	0·29	0·35	3
Cooked	2·32	2·64	3·29	2·85	2·78	22
Salmon, canned	2·72	4·07	3·56	2·73	3·27	22
Canned, other	0·89	1·19	0·90	0·96	0·98	12
Fish products	0·69	0·61	0·84	0·67	0·70	13
<i>Total Fish</i>	<i>17·30</i>	<i>18·96</i>	<i>18·39</i>	<i>17·48</i>	<i>18·03</i>	
EGGS	16·54	16·09	15·46	16·35	16·11	95
FATS:						
Butter	16·58	16·94	16·87	16·22	16·65	87
Margarine	4·47	4·72	4·50	5·22	4·73	56
Lard and compound cooking fat	2·38	2·29	2·28	2·37	2·33	50
Suet	0·29	0·15	0·15	0·35	0·24	6
Dripping	0·23	0·17	0·19	0·25	0·21	5
Other fats, oils and creams	0·47	0·51	0·44	0·59	0·50	4
<i>Total Fats</i>	<i>24·43</i>	<i>24·80</i>	<i>24·42</i>	<i>25·00</i>	<i>24·66</i>	
SUGAR AND PRESERVES:						
Sugar	10·12	10·21	10·85	10·80	10·50	85
Jams, jellies and fruit curds	1·99	2·23	1·79	1·89	1·98	24
Marmalade	1·12	1·24	1·21	1·25	1·20	17
Syrup, treacle and honey	0·68	0·62	0·46	0·76	0·63	7
<i>Total Sugar and Preserves</i>	<i>13·91</i>	<i>14·30</i>	<i>14·30</i>	<i>14·70</i>	<i>14·31</i>	

TABLE 1—continued
(pence per person per week)

	1964					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
VEGETABLES:						
Old potatoes (1963 crop)						} (b)
Not pre-packed	9.39	5.08	0.02	—	3.62	
Pre-packed	2.57	1.40	—	—	0.99	
Old potatoes (1964 crop) (a)						
Not pre-packed	—	—	2.25	9.03	2.82	
Pre-packed	—	—	0.25	1.76	0.50	
New potatoes (a)						
Not pre-packed	0.33	7.74	5.87	—	3.48	
Pre-packed	0.02	0.27	0.57	—	0.22	
Chips	1.29	1.54	1.87	1.60	1.58	
Crisps	0.70	0.74	0.70	0.73	0.72	13
Total Potatoes	14.30	16.77	11.52	13.13	13.93	
Cabbages	1.31	2.43	1.33	1.45	1.63	35
Brussels sprouts	2.08	0.07	0.16	1.98	1.07	22
Brussels sprouts, quick-frozen	0.09	0.12	0.10	0.10	0.10	1
Cauliflower	0.96	2.29	1.37	1.39	1.50	24
Leafy salads	1.22	3.01	1.71	0.86	1.70	36
Peas, fresh	0.34	1.15	0.02	0.38	(b)
Peas, quick-frozen	1.81	1.90	1.02	1.41	1.54	19
Beans, fresh	0.02	0.16	1.69	0.16	0.51	(b)
Beans, quick-frozen	0.47	0.45	0.20	0.34	0.36	5
Other fresh green vegetables	0.10	0.12	0.05	0.08	0.09	1
Total Fresh Green Vegetables	8.06	10.90	8.78	7.78	8.88	
Carrots	1.35	1.19	1.00	1.19	1.18	40
Other root vegetables	1.02	0.54	0.58	0.94	0.77	28
Onions, shallots, etc.	1.46	1.59	1.42	1.56	1.51	45
Miscellaneous fresh vegetables	1.82	3.24	2.65	1.95	2.42	34
Dried pulses	0.72	0.51	0.37	0.67	0.57	12
Canned peas	2.42	2.61	2.20	2.62	2.46	43
Canned beans	2.72	2.66	2.61	3.00	2.75	46
Other canned vegetables	0.76	0.86	0.57	0.68	0.72	12
Vegetable products	0.78	0.81	0.72	0.72	0.76	12
Total Other Vegetables	13.06	14.01	12.12	13.34	13.14	
Total Vegetables	35.42	41.68	32.42	34.25	35.95	
FRUIT:						
Oranges	3.75	3.02	2.03	1.98	2.70	35
Other citrus fruit	1.10	1.09	0.67	0.80	0.92	15
Apples	5.47	6.26	4.63	4.38	5.18	54

(a) Potatoes from the 1964 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

(b) These foods were not available during certain months; the proportions of households purchasing such foods in each quarter is given in Table 1A.

TABLE 1—continued
(pence per person per week)

	1964					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
FRUIT—contd.						
Pears	0·63	0·77	0·97	0·94	0·83	12
Stone fruit	0·16	0·32	1·94	0·17	0·65	7
Soft fruit (including quick-frozen)	0·60	2·15	1·74	0·93	1·36	12
Bananas	2·87	3·79	3·69	2·96	3·33	44
Other fresh fruit	0·39	0·43	0·48	0·34	0·41	6
Tomatoes	3·38	9·65	8·59	4·54	6·54	62
Total Fresh Fruit	18·35	27·48	24·73	17·05	21·92	
Other fruit						
Tomatoes, canned and bottled	0·81	0·83	0·62	0·76	0·76	13
Canned peaches, pears and pineapples	3·02	3·42	3·53	3·03	3·25	36
Other canned and bottled fruit	2·42	3·01	2·78	2·58	2·70	29
Dried vine fruit	0·71	0·80	0·77	1·42	0·92	12
Other dried fruit	0·31	0·28	0·13	0·31	0·26	4
Nuts, and fruit and nut products	0·70	0·50	0·46	1·81	0·87	10
Fruit juices	1·10	1·12	1·00	1·11	1·08	9
Welfare orange juice	0·07	0·18	0·16	0·07	0·12	1
Total Other Fruit and Fruit Products	9·14	10·14	9·46	11·10	9·96	
Total Fruit	27·49	37·62	34·19	28·15	31·88	
CEREALS:						
Brown bread, unwrapped	1·07	1·08	1·11	1·06	1·08	19
Brown bread, wrapped	0·75	1·00	0·75	0·84	0·84	14
White bread, large loaves, unwrapped	3·88	4·19	3·86	3·80	3·93	29
White bread, large loaves, wrapped	12·09	12·26	12·88	13·22	12·61	60
White bread, small loaves, unwrapped	2·24	2·19	2·11	2·13	2·17	29
White bread, small loaves, wrapped	0·99	1·14	1·30	1·15	1·14	17
Wholewheat and wholemeal bread	0·37	0·33	0·38	0·42	0·38	6
Malt bread	0·29	0·33	0·28	0·28	0·30	6
Other bread	2·68	2·90	2·97	2·97	2·88	35
Total Bread	24·37	25·42	25·65	25·87	25·34	
Self-raising flour	2·18	2·09	2·02	2·21	2·12	33
Other flour	0·95	0·65	0·74	0·90	0·81	13
Buns, scones and teacakes	2·69	2·06	1·88	2·45	2·27	35
Cakes and pastries	10·49	11·45	10·98	10·68	10·90	68
Chocolate biscuits	2·67	2·68	2·63	2·83	2·70	29
Other biscuits	7·52	7·98	8·10	6·53	7·78	76
Puddings	1·60	1·42	1·23	1·78	1·51	33

TABLE 1—continued

(pence per person per week)

	1964					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
CEREALS—contd.						
Oatmeal and oat products	1·07	0·81	0·56	1·27	0·93	13
Breakfast cereals	3·36	3·99	4·33	3·51	3·80	40
Rice	0·47	0·44	0·40	0·60	0·48	10
Cereals, flour base	1·30	1·15	1·09	1·16	1·18	20
Other cereals	0·84	0·96	0·98	0·96	0·94	19
<i>Total Cereals</i>	<i>59·51</i>	<i>61·10</i>	<i>60·58</i>	<i>61·75</i>	<i>60·76</i>	
BEVERAGES:						
Tea	12·48	12·49	12·36	12·63	12·49	85
Coffee, bean and ground	0·73	0·66	0·57	0·60	0·64	4
Coffee, powders and crystals	2·93	3·15	3·18	3·50	3·19	23
Coffee, essences	0·38	0·33	0·40	0·46	0·39	4
Cocoa and drinking chocolate	0·57	0·47	0·45	0·58	0·52	7
Branded food drinks	1·01	0·68	0·64	0·69	0·76	6
<i>Total Beverages</i>	<i>18·10</i>	<i>17·78</i>	<i>17·60</i>	<i>18·46</i>	<i>17·99</i>	
MISCELLANEOUS:						
Spreads and dressings	0·29	0·73	0·77	0·29	0·52	8
Soups, canned	3·10	2·14	1·99	3·31	2·64	32
Soups, dehydrated and powdered	0·52	0·38	0·35	0·55	0·45	6
Meat and vegetable extracts	1·48	1·05	1·02	1·51	1·26	17
Pickles and sauces	2·04	2·15	1·71	2·19	2·02	26
Table jellies, squares and crystals	0·64	0·87	0·79	0·53	0·71	17
Salt	0·40	0·32	0·36	0·37	0·36	12
Invalid and infant foods	0·69	0·63	0·87	0·73	0·73	7
Ice-cream (served as part of a meal)	0·50	1·33	1·35	0·51	0·92	12
Miscellaneous (expenditure only)	1·34	1·42	1·62	1·54	1·48	28
<i>Total Miscellaneous</i>	<i>10·99</i>	<i>11·01</i>	<i>10·82</i>	<i>11·54</i>	<i>11·09</i>	
TOTAL EXPENDITURE	385·86 (32s. 2d.)	408·98 (34s. 1d.)	393·97 (32s. 10d.)	394·22 (32s. 10d.)	395·76 (33s. 0d.)	

TABLE 1A

*Percentage of all Households Purchasing Seasonal Types of Food
During Survey Week, 1964*

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
CREAM	22	26	26	20
BACON AND OTHER MEAT:				
Bacon and ham, cooked (including canned)	38	44	49	42
Sausages, uncooked, pork (a)	46	44	41	44
FISH:				
Herrings, fresh (a)	3	2	3	3
Fat, processed (a)	9	7	9	10
EGGS	94	95	95	95
VEGETABLES:				
Old potatoes (1963 crop)				
Not pre-packed	63	40	...	—
Pre-packed	20	11	—	—
Old potatoes (1964 crop) (b)				
Not pre-packed	—	—	19	64
Pre-packed	—	—	3	14
New potatoes (b)				
Not pre-packed	4	55	50	—
Pre-packed	...	2	5	—
Cabbages	31	47	30	31
Brussels sprouts	44	2	3	36
Brussels sprouts, quick-frozen	2	2	1	1
Cauliflower	15	33	26	21
Leafy salads	23	58	42	22
Peas, fresh	...	4	18	...
Peas, quick-frozen	23	23	14	17
Beans, fresh	...	2	23	3
Beans, quick-frozen	6	7	3	4
Carrots	49	35	31	45
Onions, shallots, etc.	48	47	40	45
Miscellaneous fresh vegetables (a)	24	44	41	30
Dried pulses	15	11	9	15
Canned peas	43	44	37	45
Canned beans	47	45	44	49
Other canned vegetables	12	14	12	12
FRUIT:				
Oranges	44	38	28	28
Other citrus fruit	19	17	12	13
Apples	57	58	48	51
Pears	10	11	14	13
Tomatoes	44	74	79	54
Tomatoes, canned and bottled	14	13	10	12
Dried vine fruit	10	11	11	16
Oatmeal and oat products	15	11	8	18
Breakfast cereals	37	42	44	37
Cocoa and drinking chocolate	7	6	6	8
Branded food drinks	7	5	5	5
Spreads and dressings	5	12	11	4
Soups, canned	37	26	26	39
Soups, dehydrated and powdered	8	5	5	7
Meat and vegetable extracts	20	14	14	20
Table jellies, squares and crystals	16	21	19	13
Ice-cream (served as part of a meal)	7	17	17	7

(a) Excluding purchases of quick-frozen foods.

(b) Potatoes from the 1964 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 2

Domestic Food Consumption and Purchases, 1964, All Households

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

	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
MILK AND CREAM:						
<i>Liquid Milk</i>						
Full price (pt.)	3.96	4.03	3.94	3.90	3.96	3.77
Welfare (pt.)	0.74	0.69	0.71	0.67	0.70	0.69
School (pt.)	0.19	0.20	0.13	0.25	0.19	—
<i>Total Liquid Milk</i>	<i>4.89</i>	<i>4.92</i>	<i>4.78</i>	<i>4.82</i>	<i>4.85</i>	<i>4.46</i>
Condensed milk						
Sweetened (eq. pt.)	0.02	0.03	0.02	0.02	0.02	0.02
Unsweetened (eq. pt.)	0.14	0.14	0.16	0.15	0.15	0.15
Dried milk						
National (eq. pt.)	0.02	0.01	0.02	0.02	0.02	0.02
Branded (eq. pt.)	0.08	0.07	0.10	0.08	0.08	0.08
Other milk (pt.)	0.01	0.02	0.01	0.02	0.02	0.01
Cream (pt.)	0.02	0.03	0.03	0.02	0.02	0.02
<i>Total Milk and Cream (pt. or eq. pt.)</i>	<i>5.18</i>	<i>5.21</i>	<i>5.13</i>	<i>5.12</i>	<i>5.16</i>	<i>4.76</i>
CHEESE:						
Natural	2.70	2.90	2.68	2.79	2.77	2.77
Processed	0.37	0.39	0.44	0.39	0.40	0.40
<i>Total Cheese</i>	<i>3.07</i>	<i>3.29</i>	<i>3.12</i>	<i>3.18</i>	<i>3.17</i>	<i>3.17</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	9.76	7.91	7.62	8.82	8.53	8.49
Mutton and lamb	6.24	6.62	6.64	5.71	6.30	6.26
Pork	2.59	2.20	2.08	2.45	2.33	2.31
<i>Total Carcase Meat</i>	<i>18.59</i>	<i>16.73</i>	<i>16.34</i>	<i>16.99</i>	<i>17.16</i>	<i>17.06</i>
Other meat						
Corned meat	0.61	0.56	0.21	0.35	0.43	0.43
Bones	0.34	0.25	0.19	0.28	0.26	0.26
Bacon and ham, uncooked	5.27	5.24	5.60	5.18	5.32	5.31
Bacon and ham, cooked (including canned)	0.77	0.99	1.10	0.90	0.94	0.94
Cooked chicken	0.09	0.13	0.13	0.10	0.11	0.11
Other cooked meat (not canned)	0.58	0.78	0.79	0.70	0.71	0.71
Other canned meat	1.63	1.80	1.71	1.66	1.70	1.70
Liver	0.82	0.91	0.86	0.93	0.88	0.88
Offals (other than liver)	0.77	0.54	0.42	0.64	0.59	0.59
Poultry	3.04	2.55	2.55	2.69	2.71	2.52
Rabbit, game and other meat	0.10	0.12	0.10	0.12	0.11	0.08
Sausages, uncooked, pork	2.22	2.15	1.98	2.08	2.11	2.10
Sausages, uncooked, beef	1.62	1.41	1.67	1.71	1.60	1.60
Other meat products	2.50	2.54	2.52	2.67	2.56	2.55
<i>Total Other Meat and Meat Products</i>	<i>20.36</i>	<i>19.98</i>	<i>19.83</i>	<i>20.00</i>	<i>20.03</i>	<i>19.78</i>
<i>Total Meat and Meat Products</i>	<i>38.95</i>	<i>36.71</i>	<i>36.17</i>	<i>36.99</i>	<i>37.19</i>	<i>36.84</i>

TABLE 2—continued

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

	1964					
	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
FISH:						
White, filleted, fresh	1·58	1·64	1·42	1·45	1·52	1·52
White, filleted, quick-frozen	0·56	0·61	0·53	0·50	0·55	0·55
White, other, fresh	0·80	0·61	0·71	0·73	0·71	0·68
Herrings, fresh	0·17	0·12	0·16	0·23	0·17	0·17
Fat, fresh, other	0·14	0·16	0·07	0·06	0·11	0·09
White, processed	0·38	0·32	0·34	0·40	0·36	0·36
Fat, processed	0·41	0·35	0·43	0·50	0·42	0·42
Shell	0·07	0·08	0·06	0·07	0·07	0·07
Cooked	0·86	0·96	1·19	0·97	1·00	0·99
Salmon, canned	0·47	0·71	0·61	0·47	0·56	0·56
Canned, other	0·25	0·32	0·27	0·25	0·27	0·27
Fish products	0·21	0·17	0·24	0·18	0·20	0·20
<i>Total Fish</i>	<i>5·90</i>	<i>6·06</i>	<i>6·04</i>	<i>5·82</i>	<i>5·94</i>	<i>5·88</i>
EGGS (No.)	4·62	4·91	4·76	4·64	4·73	4·40
FATS:						
Butter	5·91	6·14	6·14	5·71	5·98	5·96
Margarine	3·23	3·35	3·17	3·64	3·35	3·35
Lard and compound cooking fat	2·17	2·09	2·06	2·14	2·12	2·12
Suet	0·17	0·08	0·09	0·18	0·13	0·13
Dripping	0·23	0·18	0·20	0·24	0·21	0·21
Other fats, oils and creams	0·25	0·22	0·19	0·28	0·24	0·24
<i>Total Fats</i>	<i>11·95</i>	<i>12·05</i>	<i>11·85</i>	<i>12·19</i>	<i>12·03</i>	<i>12·01</i>
SUGAR AND PRESERVES:						
Sugar	17·18	17·16	17·59	17·54	17·37	17·36
Jams, jellies and fruit curds	1·52	1·68	1·49	1·40	1·52	1·37
Marmalade	0·93	1·03	0·96	0·97	0·97	0·97
Syrup, treacle and honey	0·48	0·47	0·36	0·57	0·47	0·46
<i>Total Sugar and Preserves</i>	<i>20·11</i>	<i>20·33</i>	<i>20·40</i>	<i>20·47</i>	<i>20·33</i>	<i>20·16</i>
VEGETABLES:						
Old potatoes (1963 crop)						
Not pre-packed	45·93	24·72	0·07	—	17·68	16·23
Pre-packed	9·95	5·37	—	—	3·83	3·81
Old potatoes (1964 crop) (a)						
Not pre-packed	—	—	14·11	51·90	16·50	14·00
Pre-packed	—	—	1·22	7·77	2·25	2·24
New potatoes (a)						
Not pre-packed	0·61	17·76	33·90	—	13·07	11·08
Pre-packed	0·05	0·62	2·47	—	0·78	0·78
Chips	1·12	1·31	1·51	1·37	1·33	1·32
Crisps	0·18	0·18	0·17	0·18	0·18	0·18
<i>Total Potatoes</i>	<i>57·85</i>	<i>49·96</i>	<i>53·44</i>	<i>61·22</i>	<i>55·62</i>	<i>49·64</i>

(a) Potatoes from the 1964 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 2—continued
(oz. per person per week, except where otherwise stated)

	1964					
	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
VEGETABLES—contd.						
Cabbages	4·03	6·46	5·03	4·81	5·08	3·85
Brussels sprouts	5·02	0·19	0·21	3·60	2·26	1·88
Brussels sprouts, quick-frozen	0·03	0·04	0·04	0·04	0·04	0·04
Cauliflower	1·20	3·44	2·51	2·31	2·36	2·10
Leafy salads	0·43	1·92	2·28	0·55	1·30	1·03
Peas, fresh	0·62	3·65	0·03	1·08	0·71
Peas, quick-frozen	0·85	0·87	0·46	0·64	0·70	0·70
Beans, fresh	0·05	0·28	5·39	0·61	1·58	0·66
Beans, quick-frozen	0·17	0·16	0·07	0·12	0·13	0·13
Other fresh green vegetables	0·17	0·39	0·10	0·12	0·20	0·08
Total Fresh Green Vegetables	11·94	14·38	19·76	12·83	14·73	11·18
Carrots	3·72	2·46	2·70	3·51	3·10	2·74
Other root vegetables	3·54	1·18	2·09	3·50	2·58	1·90
Onions, shallots, etc.	3·42	2·84	2·80	3·47	3·13	2·82
Miscellaneous fresh vegetables	0·79	1·70	2·62	1·45	1·64	1·48
Dried pulses	0·61	0·40	0·30	0·58	0·47	0·47
Canned peas	3·08	3·23	2·74	3·32	3·09	3·09
Canned beans	3·10	3·01	2·95	3·32	3·10	3·10
Other canned vegetables	0·65	0·70	0·52	0·62	0·62	0·62
Vegetable products	0·24	0·22	0·25	0·21	0·23	0·23
Total Other Vegetables	19·15	15·75	16·97	19·98	17·96	16·45
Total Vegetables	88·94	80·09	90·17	94·03	88·31	77·27
FRUIT:						
Fresh:						
Oranges	4·93	3·84	2·38	2·35	3·38	3·36
Other citrus fruit	1·26	1·25	0·66	0·80	0·99	0·99
Apples	6·92	6·24	6·67	8·46	7·07	6·02
Pears	0·68	0·72	0·97	1·16	0·88	0·85
Stone fruit	0·08	0·19	1·61	0·18	0·52	0·46
Soft fruit (including quick-frozen)	0·24	1·31	2·27	0·75	1·14	0·78
Bananas	2·87	3·67	3·56	3·15	3·31	3·30
Other fresh fruit	0·39	2·44	1·01	0·42	1·06	0·51
Tomatoes	2·17	4·47	6·77	3·49	4·22	3·93
Total Fresh Fruit	19·54	24·14	25·90	20·76	22·57	20·20
Other fruit:						
Tomatoes, canned and bottled	0·75	0·86	0·55	0·65	0·70	0·70
Canned peaches, pears and pineapples	2·67	3·07	3·17	2·69	2·90	2·90
Other canned and bottled fruit	2·03	2·44	2·12	1·97	2·14	2·00
Dried vine fruit	0·50	0·56	0·53	0·97	0·64	0·64
Other dried fruit	0·19	0·16	0·08	0·19	0·16	0·15
Nuts, and fruit and nut products	0·29	0·20	0·22	0·77	0·37	0·37
Fruit juices	0·59	0·52	0·49	0·54	0·54	0·54
Welfare orange juice	0·02	0·06	0·05	0·02	0·04	0·04
Total Other Fruit and Fruit Products	7·04	7·86	7·22	7·80	7·49	7·34
Total Fruit	26·58	32·00	33·12	28·56	30·06	27·54

TABLE 2—continued

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

	1964					
	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
CEREALS:						
Brown bread, unwrapped	1.48	1.52	1.53	1.44	1.49	1.49
Brown bread, wrapped	1.06	1.36	1.04	1.15	1.15	1.15
White bread, large loaves, unwrapped	7.54	8.09	7.44	7.12	7.55	7.54
White bread, large loaves wrapped	22.90	23.14	24.28	24.34	23.66	23.66
White bread, small loaves, unwrapped	3.41	3.28	3.11	3.13	3.23	3.23
White bread, small loaves, wrapped	1.38	1.61	1.76	1.57	1.58	1.58
Wholewheat and wholemeal bread	0.59	0.51	0.57	0.65	0.58	0.58
Malt bread	0.27	0.30	0.27	0.26	0.28	0.28
Other bread	2.32	2.46	2.52	2.48	2.44	2.43
<i>Total Bread</i>	<i>40.95</i>	<i>42.27</i>	<i>42.52</i>	<i>42.13</i>	<i>41.97</i>	<i>41.94</i>
Self-raising flour	4.57	4.38	4.16	4.58	4.42	4.42
Other flour	1.95	1.31	1.48	1.87	1.65	1.65
Buns, scones and teacakes	1.85	1.40	1.32	1.77	1.58	1.58
Cakes and pastries	4.77	5.22	4.95	4.62	4.89	4.88
Chocolate biscuits	0.96	0.95	0.94	0.97	0.96	0.96
Other biscuits	4.67	4.90	4.97	4.55	4.77	4.77
Puddings	1.65	1.54	1.38	1.70	1.57	1.57
Oatmeal and oat products	1.13	0.83	0.54	1.33	0.96	0.96
Breakfast cereals	1.84	2.11	2.24	1.87	2.02	2.02
Rice	0.53	0.49	0.44	0.64	0.52	0.52
Cereals, flour base	1.02	0.85	0.86	0.89	0.90	0.90
Other cereals	0.52	0.55	0.55	0.59	0.55	0.55
<i>Total Cereals</i>	<i>66.42</i>	<i>66.80</i>	<i>66.34</i>	<i>67.50</i>	<i>66.76</i>	<i>66.72</i>
BEVERAGES:						
Tea	2.69	2.70	2.66	2.71	2.69	2.69
Coffee, bean and ground	0.13	0.12	0.10	0.10	0.11	0.11
Coffee, powders and crystals	0.22	0.23	0.22	0.25	0.23	0.23
Coffee, essences	0.11	0.09	0.11	0.13	0.11	0.11
Cocoa and drinking chocolate	0.19	0.16	0.15	0.20	0.18	0.18
Branded food drinks	0.23	0.16	0.15	0.15	0.17	0.17
<i>Total Beverages</i>	<i>3.58</i>	<i>3.45</i>	<i>3.39</i>	<i>3.54</i>	<i>3.49</i>	<i>3.49</i>
MISCELLANEOUS:						
Spreads and dressings	0.12	0.33	0.34	0.11	0.22	0.22
Soups, canned	3.20	2.09	1.99	3.40	2.67	2.67
Soups, dehydrated and powdered	0.09	0.07	0.05	0.09	0.08	0.08
Meat and vegetable extracts	0.15	0.10	0.10	0.15	0.12	0.12
Pickles and sauces	1.10	1.20	0.95	1.20	1.11	1.09
Table jellies, squares and crystals (pt.)	0.08	0.11	0.10	0.06	0.09	0.09
Salt	1.03	0.82	0.90	1.04	0.95	0.95
Invalid and baby foods	0.31	0.27	0.36	0.34	0.32	0.32
Ice-cream (served as part of a meal)	0.30	0.77	0.80	0.31	0.54	0.54

TABLE 3

Domestic Food Prices, 1964: All Households

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	8.7	9.2	9.2	9.2	9.1
Welfare	4.3	4.5	4.3	4.3	4.4
<i>Total Liquid Milk Purchased</i>	8.0	8.5	8.5	8.5	8.4
Condensed milk					
Sweetened	8.4	8.9	8.8	9.6	8.9
Unsweetened	8.3	8.6	8.4	8.5	8.4
Dried milk					
National	4.0	4.7	4.5	4.0	4.2
Branded	8.0	7.8	8.3	7.9	8.0
Other milk	16.4	21.0	15.4	18.1	17.6
Cream	64.2	68.2	66.4	65.4	66.2
CHEESE:					
Natural	40.4	41.6	42.0	43.2	41.8
Processed	56.4	57.0	55.8	56.6	56.5
MEAT AND MEAT PRODUCTS:					
Carcass meat	49.3	52.7	54.3	54.6	52.5
Beef and veal	53.4	58.2	60.6	60.0	57.6
Mutton and lamb	42.2	46.1	47.4	46.7	45.5
Pork	51.0	52.5	53.0	53.6	52.4
Other meat					
Corned meat	56.0	55.7	55.3	56.5	55.9
Bones	11.9	14.0	12.6	11.0	12.3
Bacon and ham, uncooked	52.1	51.6	52.5	53.1	52.3
Bacon and ham, cooked (including canned)	96.7	99.3	101.4	101.0	99.6
Cooked chicken	65.5	66.5	71.2	73.1	68.9
Other cooked meat (not canned)	75.1	73.6	73.2	75.0	74.2
Other canned meat	38.2	42.0	42.6	42.8	41.3
Liver	51.7	52.7	53.7	53.9	53.0
Offals (other than liver)	34.4	35.5	39.0	34.0	35.2
Poultry	44.0	45.1	46.6	44.1	44.8
Rabbit, game and other meat	46.6	45.8	47.2	48.8	47.1
Sausages, uncooked, pork	38.5	39.0	39.0	38.8	38.8
Sausages, uncooked, beef	29.9	30.8	30.2	30.7	30.4
Other meat products	36.9	38.6	38.2	38.8	38.1
FISH:					
White, filleted, fresh	43.0	43.2	44.2	44.4	43.6
White, filleted, quick-frozen	52.6	53.3	54.2	54.8	53.6
White, other, fresh	39.7	43.3	40.2	41.5	41.1
Herrings, fresh	20.1	23.6	20.6	19.3	20.6
Fat, fresh, other	38.7	61.8	68.0	37.3	50.1
White, processed	39.6	39.2	41.3	41.0	40.2
Fat, processed	31.3	32.7	28.8	29.0	30.4
Shell	82.7	76.0	91.0	68.4	79.0
Cooked	43.1	44.4	44.7	47.3	44.8
Salmon, canned	93.6	91.0	93.5	92.9	92.6
Canned, other	57.6	58.9	53.2	61.0	57.8
Fish products	52.9	58.9	55.7	58.4	56.2
EGGS	3.9	3.5	3.5	3.7	3.7

TABLE 3—continued

	Average prices paid (a) in 1964				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FATS:					
Butter	44.9	44.4	44.0	45.4	44.7
Margarine	22.2	22.6	22.7	22.9	22.6
Lard and compound cooking fat	17.6	17.6	17.7	17.8	17.6
Suet	26.8	28.8	27.3	31.7	28.8
Dripping	16.0	15.6	15.2	16.1	15.8
Other fats, oils and creams	30.4	37.4	37.7	34.2	34.5
SUGAR AND PRESERVES:					
Sugar	9.4	9.5	9.9	9.8	9.6
Jams, jellies and fruit curds	22.5	23.0	23.1	23.9	23.1
Marmalade	19.2	19.2	20.2	20.7	19.8
Syrup, treacle and honey	22.7	21.5	21.2	21.4	21.7
VEGETABLES:					
Old potatoes (1963 crop)					
Not pre-packed	3.5	3.6	3.9	—	3.6
Pre-packed	4.2	4.2	—	—	4.2
Old potatoes (1964 crop) (b)					
Not pre-packed	—	—	3.3	3.2	3.2
Pre-packed	—	—	3.3	3.6	3.6
New potatoes (b)					
Not pre-packed	8.7	7.2	3.6	—	4.8
Pre-packed	6.7	7.0	3.7	—	4.5
Chips	18.3	18.9	19.8	18.8	19.0
Crisps	62.6	65.2	65.5	65.0	64.5
Cabbages	6.6	7.1	6.3	6.9	6.8
Brussels sprouts	8.1	8.8	12.1	10.4	9.0
Brussels sprouts, quick-frozen	45.0	46.4	43.9	44.6	45.0
Cauliflower	13.6	11.7	10.2	11.1	11.5
Leafy salads	46.1	28.5	18.1	28.3	27.1
Peas, fresh	36.0	10.2	8.1	11.9	8.6
Peas, quick-frozen	34.0	35.2	35.5	35.3	34.9
Beans, fresh	65.6	10.4	12.5	11.3	12.3
Beans, quick-frozen	45.2	46.2	46.3	46.4	45.9
Other fresh green vegetables	18.5	15.9	26.8	15.9	17.5
Carrots	6.2	8.0	7.8	6.3	6.9
Other root vegetables	5.6	8.3	8.5	5.9	6.4
Onions, shallots, etc.	7.6	9.4	9.4	8.2	8.6
Miscellaneous fresh vegetables	37.9	31.3	19.8	23.5	26.8
Dried pulses	18.9	20.2	20.0	18.5	19.2
Canned peas	12.6	12.9	12.8	12.7	12.8
Canned beans	14.0	14.2	14.1	14.5	14.2
Other canned vegetables	18.8	19.8	17.6	17.5	18.6
Vegetable products	51.1	57.6	46.9	55.6	52.8
FRUIT:					
Fresh					
Oranges	12.2	12.6	13.6	13.6	12.8
Other citrus fruit	14.1	14.0	16.3	16.2	14.8
Apples	13.6	16.4	14.6	10.8	13.8
Pears	14.6	17.1	16.7	14.3	15.6
Stone fruit	34.7	26.4	21.4	20.1	22.6
Soft fruit (including quick-frozen)	41.0	32.8	24.3	22.1	28.4
Bananas	16.0	16.5	16.6	15.3	16.1
Other fresh fruit	17.0	9.9	13.0	13.4	12.8
Tomatoes	25.1	34.7	22.8	23.5	27.0

(b) Potatoes from the 1964 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 3—continued

	Average prices paid (a) in 1964				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FRUIT—contd.					
Other fruit					
Tomatoes, canned and bottled	17.4	15.4	18.0	18.8	17.2
Canned peaches, pears and pineapples	18.2	17.8	17.8	18.0	17.9
Other canned and bottled fruit	21.0	21.6	21.7	21.9	21.6
Dried vine fruit	22.7	23.0	23.2	23.6	23.2
Other dried fruit	27.2	28.6	26.6	26.8	27.4
Nuts, and fruit and nut products	38.8	39.4	33.8	38.0	37.8
Fruit juices	37.1	43.0	41.1	41.3	40.4
Welfare orange juice	60.0	60.0	60.0	60.0	60.0
CEREALS:					
Brown bread, unwrapped	11.6	11.4	11.6	11.8	11.6
Brown bread, wrapped	11.4	11.8	11.5	11.8	11.6
White bread, large loaves, unwrapped	8.2	8.3	8.3	8.6	8.3
White bread, large loaves, wrapped	8.4	8.5	8.5	8.7	8.5
White bread, small loaves, unwrapped	10.5	10.7	10.9	10.9	10.7
White bread, small loaves, wrapped	11.4	11.4	11.9	11.8	11.6
Wholewheat and wholemeal bread	10.2	10.3	10.6	10.4	10.4
Malt bread	17.0	17.7	16.9	17.4	17.3
Other bread	18.6	19.0	18.9	19.2	18.9
Self-raising flour	7.6	7.6	7.8	7.7	7.7
Other flour	7.8	7.9	7.9	7.7	7.8
Buns, scones and teacakes	23.3	23.5	22.8	22.2	23.0
Cakes and pastries	35.2	35.1	35.6	37.0	35.7
Chocolate biscuits	44.4	45.0	45.0	46.7	45.2
Other biscuits	25.7	26.1	26.1	26.5	26.1
Puddings	15.5	14.7	14.3	16.7	15.4
Oatmeal and oat products	15.1	15.7	16.5	15.3	15.5
Breakfast cereals	29.2	30.3	30.9	30.0	30.1
Rice	14.4	14.3	14.3	14.8	14.5
Cereals, flour base	20.5	21.7	20.4	20.7	20.8
Other cereals	25.9	27.9	28.4	26.1	27.0
BEVERAGES:					
Tea	74.2	74.1	74.4	74.7	74.3
Coffee, bean and ground	87.6	91.2	90.1	91.5	89.9
Coffee, powders and crystals	212.6	217.3	229.9	226.8	221.2
Coffee essences	68.6	72.4	72.0	70.0	70.6
Cocoa and drinking chocolate	47.8	47.6	48.1	47.4	47.7
Branded food drinks	69.0	68.6	68.7	71.4	69.4
MISCELLANEOUS:					
Spreads and dressings	38.8	35.6	36.2	41.6	37.0
Soups, canned	15.5	16.4	16.0	15.6	15.8
Soups, dehydrated and powdered	90.2	90.4	102.3	96.8	94.0
Meat and vegetable extracts	161.5	160.9	167.8	164.8	163.4
Pickles and sauces	30.1	29.0	29.5	30.0	29.6
Table jellies, squares and crystals	8.3	8.1	8.2	8.3	8.2
Salt	6.2	6.2	6.4	5.7	6.1
Invalid and baby foods	35.2	36.8	38.6	35.0	36.4
Ice-cream (served as part of a meal)	27.2	27.6	26.9	26.6	27.2

(a) Pence per lb. except pence per pint of milk and cream, pence per equivalent pint of condensed or dried milk, welfare orange juice and coffee essences, pence per shell egg and pence per pint of table jelly made from squares and crystals.

TABLE I
Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption (a)—All Households, 1964
 (per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	256	9.9	13.2	17.5	14.6	12.5	485	47.1	0.4	3.0	452	10.2	0.15	12.1	0.61	35.6	0.4	3.1	4.2	8.2	4	3.1
Dried milk	6	0.2	0.3	0.4	0.3	0.2	10	1.0	...	0.1	12	0.3	...	0.2	0.01	0.8	...	0.1	0.1	0.3	4	3.1
Other milk and cream	14	0.5	0.6	0.8	0.9	0.8	20	1.9	...	0.1	37	0.8	...	0.3	0.02	1.4	...	0.2	0.2	0.3	1	0.5
Cheese	53	2.0	3.2	4.3	4.4	3.8	104	10.1	0.1	0.6	167	3.8	...	0.2	0.06	3.7	...	0.4	2	1.5
Total Milk, Cream and Cheese	329	12.7	17.2	23.0	20.2	17.3	619	60.1	0.5	3.8	668	15.1	0.16	12.9	0.71	41.4	0.5	3.6	4.5	8.8	11	8.2
Beef and veal	79	3.0	5.6	7.5	6.3	5.4	4	0.4	1.3	9.5	17	0.4	0.02	1.8	0.08	4.8	1.5	11.2
Mutton and lamb	65	2.5	3.2	4.3	5.8	5.0	3	0.3	0.4	3.1	11	0.2	0.03	2.5	0.04	2.3	0.9	6.6
Pork	31	1.2	1.0	1.4	3.0	2.6	1	0.1	0.1	0.6	0.05	2.9	0.01	0.8	0.3	2.0
Bacon	84	3.2	2.1	2.8	8.4	7.3	2	0.2	0.2	1.4	0.10	7.7	0.02	1.2	0.4	3.1
Liver	5	0.2	0.6	0.8	0.3	0.2	0.5	3.5	927	20.9	0.01	1.0	0.11	6.2	0.5	3.5
Poultry	10	0.4	1.4	1.8	0.5	0.5	0.3	2.1	0.01	0.8	0.01	0.5	0.6	4.5
Sausages	47	1.8	1.4	1.8	3.6	3.1	4	0.4	0.2	1.4	2	...	0.03	2.5	0.01	0.8	0.3	2.1
Other meat	75	2.9	3.9	5.2	5.9	5.0	8	0.8	0.8	5.5	39	0.9	0.05	4.1	0.05	2.8	0.8	5.7
Total Meat	396	15.2	19.3	25.6	33.9	29.1	23	2.2	3.8	27.1	996	22.5	0.31	24.4	0.33	19.3	5.3	38.8	0.6	1.2	1	0.8
Fat fish (c)	8	0.3	1.0	1.3	0.5	0.5	11	1.1	0.1	0.6	14	0.3	...	0.2	0.01	0.8	0.3	2.0
Other fish	17	0.7	2.7	3.6	0.6	0.5	8	0.8	0.2	1.4	0.01	0.6	0.02	1.1	0.3	2.0
Total Fish	25	1.0	3.7	4.9	1.1	1.0	19	1.8	0.3	2.1	14	0.3	0.01	0.8	0.03	1.9	0.6	4.0
Eggs	53	2.0	4.0	4.0	5.3	3.5	22	2.1	1.0	7.0	338	7.6	0.04	3.4	0.15	8.7	...	0.2
Butter	180	6.9	0.2	0.1	20.0	17.2	3	0.3	...	0.2	725	16.4
Margarine	104	4.0	11.6	9.9	0.3	406	9.2
Other fats	95	3.7	0.1	0.2	10.5	9.0	0.1	4	0.1
Total Fats	379	14.6	0.2	0.3	42.1	36.2	3	0.3	0.1	0.6	1,135	25.6
Sugar and Preserves	309	11.9	3	0.3	0.1	0.8	1	0.2
Potatoes (d)	150	5.8	3.7	4.9	0.8	0.7	16	1.6	1.3	9.2	0.18	14.5	0.12	7.2	1.9	13.7
Cabbages, brussels sprouts and cauliflower	8	0.3	0.7	1.0	14	1.4	0.3	2.1	53	1.2	0.02	1.8	0.02	1.2	0.1	0.9
Leafy salads	1	...	0.1	0.1	2	0.2	...	0.4	59	1.3	...	0.2	...	0.2	...	0.1

(a) Welfare fish liver oil and Vitamin A and D tablets excluded.
 (b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B₁) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
 (c) Includes canned salmon and other canned fish.
 (d) Including chips and crisps.

TABLE 1—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Fresh legumes including quick-frozen	4	0.2	0.4	0.5	—	—	1	0.1	0.1	0.8	16	0.4	0.02	1.5	0.01	0.5	0.1	0.4	0.6	1.1	—	—
Other fresh green vegetables	1	0.1	0.1	0.1	20	0.4	...	0.1	...	0.1	...	0.5	0.1	0.2
Carrots	2	0.1	0.1	0.1	—	—	5	0.5	0.1	0.4	637	14.4	...	0.4	...	0.2	0.1	0.4	0.5	1.0
Other root vegetables	27	1.0	1.8	2.4	4	0.4	0.3	0.3	126	2.8	0.03	2.5	0.02	1.4	0.2	0.8	1.5	3.0
Other vegetables	194	7.5	6.8	9.0	0.8	0.7	18	1.7	0.6	4.5	912	20.6	0.27	21.3	0.19	11.0	2.5	18.0	26.0	50.9
Total Vegetables	3	0.1	0.1	0.1	—	—	4	0.4	...	0.2	10	0.2	0.01	0.6	...	0.2	...	0.3	5.6	11.0
Oranges
Other citrus fruits	11	0.4	0.1	0.2	—	—	...	0.1	0.1	0.8	0.01	0.7	0.01	0.5	0.1	0.7	0.9	1.8
Apples and pears	2	0.1	0.1	0.1	—	—	1	0.1	...	0.1	3	0.1	...	0.6	...	0.1	...	0.1	1.1	2.2
Soft fruit	6	0.2	0.1	0.1	—	—	0.2	2	0.3	...	0.2	...	0.1	2.3	4.6
Bananas	2	0.1	0.2	0.2	—	—	...	0.2	0.1	0.5	171	3.9	0.01	0.6	0.01	0.4	0.1	0.4	0.8	1.6
Fresh tomatoes	2	0.1	0.2	0.2	—	—	2	0.2	...	0.1	0.6	...	0.4	0.1	0.4	4.3	8.4
Other fresh fruit	1	0.1	0.1	0.1	—	—	3	0.3	0.3	0.1	3	0.1	...	0.1	...	0.1	...	0.1	0.4	0.9
Other fruit (e)	27	1.0	0.2	0.3	0.3	0.3	6	0.6	0.3	2.0	51	1.2	0.01	0.5	0.01	0.6	0.1	0.6	2.8	5.4
Total Fruit	52	2.0	0.8	1.1	0.3	0.3	17	1.6	0.6	4.1	241	5.4	0.04	3.5	0.04	2.2	0.4	2.8	18.3	35.9
White bread	371	14.3	12.4	16.4	1.6	1.3	139	13.5	2.3	16.5	—	—	0.23	18.0	0.05	3.0	2.0	14.6	—	—
Other bread	57	2.2	2.0	2.7	0.3	0.3	21	2.0	0.5	3.8	—	—	0.05	3.8	0.02	0.9	0.5	3.8	—	—
Flour	87	3.4	2.4	3.2	0.3	0.2	32	3.1	0.5	3.5	—	—	0.06	4.5	0.01	0.6	0.4	3.0	—	—
Cakes and pastries	94	3.6	1.7	2.3	3.1	2.7	19	1.8	0.4	2.8	48	1.1	0.02	1.9	0.03	1.5	0.2	1.4	—	—
Biscuits	119	4.6	1.6	2.2	5.9	5.1	20	1.9	0.4	2.7	—	—	0.02	1.8	...	0.3	0.3	1.9	—	—
Other cereals	93	3.6	1.9	2.5	1.8	1.6	13	1.3	0.6	4.6	16	0.4	0.03	2.3	0.03	1.7	0.5	3.5	0.1	0.1
Total Cereals	821	31.6	22.0	29.3	13.0	11.2	244	23.7	4.8	34.0	64	1.4	0.40	32.2	0.14	8.0	3.9	28.2	0.1	0.1	3	2.6
Tea	8	0.3	0.3	0.4	0.2	0.2	3	0.3	0.2	1.1	2	0.2	0.10	5.8
Other beverages	8	0.3	0.3	0.4	0.2	0.2	3	0.3	0.2	1.1	2	0.2	0.10	5.8
Total Beverages	32	1.2	0.8	1.0	0.7	0.6	10	1.0	0.3	1.9	57	1.3	0.01	0.8	0.02	1.3	0.4	3.1	0.9	1.8	2	1.4
Other foods (f)	2,598	100	75.1	100	116.3	100	1,030	100	14.1	100	4,425	100	1.26	100	1.71	100	13.7	100	51.0	100	130	100
TOTAL ALL FOODS																						

(e) Including welfare orange juice.
(f) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).

TABLE 2
 Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption (a)—
 Households with One Man, One Woman and Three Children, 1964
 (per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	250	11.3	12.8	20.4	14.2	14.8	472	51.5	0.4	3.4	439	12.3	0.15	14.4	0.59	40.6	0.4	3.6	4.0	10.2	4	3.6
Dried milk	10	0.4	0.6	0.9	0.5	0.6	19	2.1	...	0.2	22	0.6	...	0.5	0.02	1.6	...	0.2	0.2	0.6	7	6.4
Other milk and cream	9	0.4	0.4	0.6	0.6	0.6	14	1.5	...	0.1	24	0.7	...	0.3	0.02	1.2	...	0.2	0.1	0.3	...	0.4
Cheese	36	1.6	2.2	3.5	3.0	3.1	71	7.8	...	0.4	114	3.2	...	0.2	0.04	2.9	...	0.3	1	1.1
Total Milk, Cream and Cheese	305	13.8	15.9	25.3	18.3	19.1	576	62.9	0.5	4.1	599	16.7	0.16	15.4	0.68	46.3	0.5	4.3	4.4	11.2	13	11.5
Beef and veal	61	2.8	4.3	6.8	4.9	5.1	3	0.3	1.0	8.7	13	0.4	0.02	1.7	0.06	4.4	1.2	10.7
Mutton and lamb	41	1.9	2.1	3.3	3.7	3.8	2	0.2	0.3	2.4	7	0.2	0.02	1.8	0.02	1.7	0.6	5.2
Pork	20	0.9	0.6	1.0	1.9	2.0	1	0.1	...	0.4	0.03	3.0	0.01	0.5	0.2	1.6
Bacon	58	2.6	1.5	2.3	5.8	6.0	2	0.2	0.1	1.2	0.07	6.5	0.01	1.0	0.3	2.7
Liver	4	0.2	0.4	0.7	0.2	0.2	0.4	3.0	668	18.7	0.01	0.9	0.08	5.3	0.3	3.1	0.4	1.0	1	0.7
Poultry	6	0.3	0.8	1.3	0.3	0.3	0.2	1.4	2	0.1	0.01	0.6	...	0.3	0.4	3.4
Sausages	41	1.9	1.2	2.0	3.1	3.3	3	0.3	0.2	1.5	0.03	2.5	0.01	0.8	0.3	2.4
Other meat	58	2.6	3.1	4.9	4.7	4.9	5	0.5	0.6	5.2	41	1.1	0.02	3.7	0.04	2.5	0.6	5.4
Total Meat	289	13.1	14.1	22.4	24.6	25.7	16	1.8	2.8	23.9	731	20.4	0.21	20.7	0.24	16.5	3.8	34.6	0.4	1.1	1	0.7
Fat fish (c)	6	0.3	0.7	1.0	0.4	0.4	7	0.8	0.1	0.5	9	0.3	...	0.1	0.01	0.7	0.2	1.5	25	21.6
Other fish	15	0.7	2.1	3.4	0.5	0.6	6	0.7	0.1	1.4	0.5	0.01	1.0	0.2	1.8
Total Fish	21	1.0	2.8	4.4	0.9	1.0	13	1.4	0.2	1.9	9	0.3	0.01	0.6	0.02	1.6	0.4	3.4	25	21.6
Eggs	45	2.0	3.4	5.4	3.4	3.6	18	2.0	0.8	7.2	288	8.1	0.04	3.6	0.13	8.7	...	0.3	17	15.2
Butter	126	5.7	0.1	0.1	14.0	14.6	2	0.2	...	0.2	509	14.2	10	9.0
Margarine	104	4.7	11.5	12.0	405	11.3	43	37.7
Other fats	85	3.8	0.1	0.1	9.4	9.8	0.1	4	0.1	0.2
Total Fats	315	14.3	0.1	0.2	34.9	36.4	2	0.2	0.1	0.6	918	25.7	0.4	53	46.8
Sugar and preserves	261	11.8	3	0.3	0.1	0.9	1	0.1	...	0.1	0.6	1.5

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

(b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B₁) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.

(c) Includes canned salmon and other canned fish.

TABLE 2—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D		
	kcal.	Per cent of total	g.	Per cent of total	%	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	
Potatoes (d)	133	6.0	3.2	5.1	0.8	0.8	15	1.6	1.2	9.8	—	—	0.16	15.4	0.11	7.4	1.7	15.1	14.0	35.4	—	—	
Cabbages, brussels sprouts and cauliflower	6	0.3	0.5	0.8	—	—	10	1.1	0.2	1.7	39	1.1	0.02	1.5	0.01	1.0	0.1	0.8	3.8	9.7	—	—	
Leafy salads	—	—	1	0.1	33	0.9	...	0.2	0.1	0.5	1.2	—	—	
Fresh legumes including quick-frozen	2	0.1	0.2	0.3	—	—	1	0.1	0.1	0.5	9	0.3	0.01	1.0	...	0.3	...	0.2	0.3	0.7	—	—	
Other fresh green vegetables	—	—	14	0.4	0.1	0.1	0.2	—	—	
Carrots	2	0.1	0.1	0.1	—	—	3	0.3	563	15.7	...	0.5	...	0.2	0.1	0.5	0.4	1.1	—	—	
Other root vegetables	—	—	0.2	...	0.2	...	0.5	0.6	1.5	—	—	
Other vegetables	26	1.1	1.8	2.9	18	2.0	0.6	5.5	108	3.0	0.03	2.8	0.02	1.5	0.3	2.4	1.2	3.2	—	—	
Total Vegetables	170	7.7	5.9	9.4	0.8	0.9	52	5.7	2.2	18.6	767	21.4	0.22	21.5	0.16	10.8	2.2	19.5	20.9	52.9	—	—	
Oranges	2	0.1	0.1	0.1	—	—	3	0.3	...	0.2	7	0.2	...	0.4	...	0.2	...	0.3	3.7	9.3	—	—	
Other citrus fruits	—	—	0.5	0.5	1.3	—	—	
Apples and pears	—	—	0.7	0.01	0.8	2.4	—	—	
Soft fruit	9	0.4	0.1	0.1	—	—	1	0.1	0.1	0.8	3	0.1	0.01	0.1	0.01	0.4	0.1	0.1	0.9	2.4	—	—	
Bananas	5	0.2	0.1	0.1	—	—	0.2	2	0.1	...	0.3	...	0.1	...	0.5	0.7	1.7	—	—	
Fresh tomatoes	2	0.1	0.1	0.2	—	—	2	0.2	...	0.3	112	3.1	0.01	0.6	...	0.3	...	0.4	2.8	7.1	—	—	
Other fresh fruit	—	—	0.1	...	0.1	...	0.2	0.3	0.7	—	—	
Other fruit (e)	24	1.1	0.2	0.3	0.4	0.4	5	0.5	0.2	1.9	41	1.1	0.01	0.6	0.01	0.5	0.1	0.5	2.3	5.9	—	—	
Total Fruit	44	2.0	0.6	1.0	0.4	0.4	14	1.5	0.4	3.6	168	4.7	0.03	3.1	0.02	1.6	0.3	2.7	12.2	31.0	—	—	
White bread	328	14.9	10.9	17.3	1.4	1.4	123	13.4	2.0	17.5	—	—	0.20	19.6	0.04	3.1	1.8	16.2	—	—	—	—	
Other bread	33	1.5	1.2	1.9	0.2	0.2	26	2.8	0.3	2.6	—	—	0.03	2.7	0.01	0.5	0.3	2.7	—	—	—	—	
Flour	69	3.1	1.9	3.1	0.2	0.2	26	2.8	0.4	3.3	—	—	0.04	4.4	0.01	0.5	0.3	3.0	—	—	—	—	
Cakes and pastries	73	3.3	1.3	2.1	2.4	2.5	15	1.6	0.3	2.6	38	1.1	0.02	1.8	0.02	1.4	0.2	1.4	—	—	—	—	
Biscuits	110	5.0	1.5	2.4	5.4	5.7	19	2.1	0.4	3.0	—	—	0.02	1.9	0.03	2.2	0.2	2.2	—	—	—	—	
Other cereals	106	4.8	2.2	3.5	2.0	2.1	15	1.6	0.8	6.7	15	0.4	0.03	3.3	0.03	2.2	0.6	5.4	0.1	0.2	...	0.4	
Total Cereals	719	32.6	19.0	30.3	11.6	12.1	210	22.9	4.2	35.8	53	1.5	0.35	33.4	0.12	8.1	3.4	30.9	0.1	0.2	3	2.4	
Tea	—	—
Other beverages	7	0.3	0.3	0.4	0.2	0.2	2	0.2	0.1	1.2	1	0.2	0.01	0.4	...	0.3	
Total Beverages	7	0.3	0.3	0.4	0.2	0.2	2	0.2	0.1	1.2	1	0.2	0.08	5.1	...	0.3	
Other foods (f)	30	1.4	0.8	1.3	0.6	0.7	10	1.1	0.2	2.1	52	1.5	0.01	1.0	0.02	1.4	0.4	3.6	0.8	2.1	2	1.9	
TOTAL ALL FOODS	2,206	100	62.9	100	95.8	100	916	100	11.7	100	3,577	100	1.03	100	1.46	100	11.0	100	39.4	100	114	100	

(d) Including chips and crisps
(e) Including welfare cereals juice
(f) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).

Generated on 2016-05-13 15:37 GMT / http://hdl.handle.net/2027/coo.31924066629779
Creative Commons Attribution / http://www.hathitrust.org/access_use#cc-by-4.0

*Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption (a) —
 Households with One Man, One Woman and Four or more Children, 1964*
 (per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	227	10.8	11.7	19.7	12.9	15.2	430	49.1	0.4	3.2	399	12.2	0.14	13.4	0.54	39.2	0.4	3.5	3.7	10.0	4	3.3
Dried milk	16	0.8	0.9	1.5	0.8	1.0	30	3.4	...	0.2	35	1.1	0.01	0.8	0.04	2.8	...	0.2	0.4	1.1	12	10.3
Other milk and cream	9	0.4	0.4	0.7	0.6	0.7	14	1.6	...	0.1	22	0.7	...	0.3	0.02	1.3	...	0.2	0.1	0.3	...	0.4
Cheese	32	1.5	2.0	3.2	2.7	3.2	63	7.2	...	0.4	101	3.1	...	0.2	0.04	2.8	...	0.2	1	1.0
Total Milk, Cream and Cheese	284	13.5	14.9	24.7	17.0	20.0	537	61.4	0.4	3.9	557	17.0	0.15	14.7	0.64	46.1	0.4	4.1	4.2	11.4	17	14.9
Beef and veal	45	2.1	3.2	5.3	3.6	4.2	2	0.2	0.8	6.6	10	0.3	0.01	1.3	0.05	3.4	0.9	8.3
Mutton and lamb	40	1.9	2.0	3.3	3.5	4.2	2	0.2	0.3	2.4	7	0.2	0.02	1.9	0.02	1.7	0.6	5.2
Pork	12	0.6	0.4	0.7	1.2	1.4	0.02	0.9	...	0.4	0.1	1.0
Bacon	50	2.4	1.2	2.1	5.0	5.8	1	0.1	0.1	1.0	0.06	5.7	0.01	0.9	0.2	2.4
Liver	3	0.1	0.4	0.7	0.2	0.2	0.4	3.1	659	20.2	0.01	0.9	0.08	5.5	0.3	3.2	0.4	1.1	1	0.7
Poultry	4	0.2	0.5	0.9	0.2	0.2	0.1	1.0	3	0.1	0.02	1.9	0.01	0.9	0.2	2.3
Sausages	37	1.8	1.2	2.0	2.7	3.2	3	0.3	0.2	1.7	3	0.1	0.02	1.9	0.01	0.9	0.3	2.6
Other meat	56	2.7	3.0	5.0	4.4	5.2	5	0.6	0.6	5.3	37	1.1	0.04	3.5	0.03	2.3	0.6	5.2
Total Meat	247	11.7	12.0	19.9	20.8	24.5	13	1.5	2.4	21.3	716	21.9	0.18	17.4	0.21	15.3	3.2	30.2	0.4	1.1	1	0.7
Fat fish (c)	3	0.1	0.4	0.7	0.3	0.3	6	0.7	0.4	0.4	5	0.2	...	0.1	...	0.4	0.1	1.2	16	14.6
Other fish	12	0.6	1.6	2.6	0.4	0.5	4	0.5	0.2	1.3	0.3	0.01	0.7	0.2	1.5
Total Fish	15	0.7	2.0	3.3	0.7	0.8	10	1.1	0.2	1.7	5	0.2	...	0.4	0.02	1.1	0.3	2.8	16	14.6
Eggs	41	1.9	3.1	5.1	3.1	3.7	17	1.9	0.8	6.7	262	8.0	0.03	3.4	0.12	8.3	...	0.3	16	13.9
Butter	89	4.2	...	0.1	9.9	11.7	2	0.2	...	0.4	359	11.0	7	6.4
Margarine	124	5.9	13.8	16.2	1	0.1	...	0.4	484	14.8	51	45.3
Other fats	62	2.9	...	0.1	7.0	8.2	0.1	1	0.1
Total Fats	275	13.0	0.1	0.1	30.6	36.1	3	0.3	0.1	0.6	844	25.8	58	51.7
Sugar and preserves	252	11.9	2	0.2	0.1	0.9	1	0.6	1.5	...
Potatoes (d)	152	7.2	3.7	6.1	0.9	1.0	17	1.9	1.3	11.4	0.18	18.1	0.12	8.8	1.9	17.9	15.3	41.5

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
 (b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B₁) and 75 and 30 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
 (c) Includes canned salmon and other canned fish.
 (d) Including chips and crisps.

TABLE 3—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D		
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	
Cabbages, brussels sprouts and cauliflower	6	0.3	0.4	0.7	—	—	10	1.1	0.2	1.6	1.2	0.01	1.3	0.01	0.01	0.9	0.1	0.1	0.7	3.4	9.1	—	—
Leafy salads	1	0.1	...	0.2	0.6	...	0.1	0.1	0.3	0.8	—	—	
Fresh legumes including quick-frozen	1	...	0.1	0.1	—	—	0.1	...	0.5	0.1	...	0.2	0.2	0.2	—	—	
Other fresh green vegetables	
Carrots	0.1	0.1	—	—	0.2	...	0.4	0.2	0.5	0.4	1.0	—	
Other root vegetables	1	...	0.1	0.1	—	—	3	0.3	...	0.4	14.3	...	0.2	0.2	0.6	1.5	—	—	
Other vegetables	31	1.5	2.1	3.5	0.1	0.1	17	1.9	6.1	6.1	2.8	0.04	3.6	0.04	0.03	2.5	0.2	2.4	1.2	3.3	—	—	
Total Vegetables	193	9.2	6.4	10.6	0.9	1.1	52	5.9	2.3	20.4	19.2	0.24	24.1	0.18	12.8	2.3	22.0	2.3	21.3	57.6	—	—	
Oranges	2	0.1	...	0.1	—	—	2	0.2	...	0.1	4	...	0.3	0.1	2.5	6.7	—	—	
Other citrus fruits	0.2	0.6	—	—	
Apples and pears	0.1	0.1	—	—	0.6	2	0.01	0.6	0.4	0.7	2.0	—	—	
Soft fruit	0.1	0.9	2.5	—	
Bananas	0.1	0.1	—	—	0.2	2	0.1	0.3	0.1	0.4	1.6	—	—	
Fresh tomatoes	0.1	0.2	—	—	0.4	96	2.9	0.5	0.2	0.3	2.4	6.5	—	
Other fresh fruit	1	0.1	0.1	0.2	0.6	—	
Other fruit (e)	0.2	0.3	0.1	0.2	2	0.2	0.2	1.4	47	1.4	0.5	0.01	0.4	0.5	0.5	0.1	2.1	5.6	—	—	
Total Fruit	31	1.5	0.5	0.8	0.1	0.2	8	0.9	0.3	2.8	4.7	0.02	2.4	0.02	1.5	0.2	2.2	0.2	9.6	26.1	—	—	
White bread	387	18.4	12.9	21.4	1.6	1.9	145	16.6	2.4	21.2	—	0.24	23.4	0.05	3.8	2.1	20.0	—	—	
Other bread	—	
Flour	—	
Cakes and pastries	—	
Biscuits	—	
Other cereals	—	
Total Cereals	732	34.7	20.1	33.4	10.6	12.5	217	24.8	4.4	38.3	1.5	0.37	36.3	0.12	8.8	3.6	34.0	0.1	2	2.2	
Tea	—	
Other beverages	—	
Total Beverages	6	0.3	0.2	0.4	0.2	0.3	2	0.2	0.1	1.1	0.2	0.07	5.0	...	0.2	
Other foods (f)	31	1.5	0.8	1.3	0.6	0.7	9	1.0	0.2	2.2	47	1.4	0.01	0.9	0.02	1.5	0.4	3.8	0.8	2.2	2	2.2	
TOTAL ALL FOODS	2,109	100	60.2	100	84.8	100	875	100	11.4	100	3,267	100	1.01	100	1.38	100	10.5	100	37.0	100	113	100	

(e) Including welfare orange juice.

(f) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).

*Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption (a)—
 Households with One Man, One Woman and Adolescents and Children, 1964*
 (per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D		
	Per cent of total kcal.	g.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	Per cent of total	Per cent of total	i.u.	Per cent of total
Liquid milk	9.5	12.3	17.2	13.5	12.6	46.2	0.4	2.9	10.6	0.14	11.9	0.57	35.8	0.4	3.0	3.9	8.2	3.0	4	3.0	4	3.0	
Dried milk	4	0.2	0.4	0.2	0.2	0.8	...	0.1	0.3	...	0.2	0.01	0.7	...	0.1	0.1	0.2	0.1	3	2.5	3	2.5	
Other milk and cream	12	0.5	0.7	0.7	0.7	1.7	0.1	0.5	0.3	...	0.3	0.02	1.3	...	0.2	0.1	0.2	0.2	0.2	0.4	0.2	0.4	
Cheese	49	1.9	3.0	4.1	3.8	9.8	0.1	0.5	3.9	...	0.2	0.06	3.7	...	0.4	2	1.4	2	1.4	
<i>Total Milk, Cream and Cheese</i>	<i>12.1</i>	<i>16.0</i>	<i>22.4</i>	<i>18.6</i>	<i>17.3</i>	<i>57.3</i>	<i>0.5</i>	<i>3.6</i>	<i>15.5</i>	<i>0.15</i>	<i>12.6</i>	<i>0.66</i>	<i>41.5</i>	<i>0.5</i>	<i>3.7</i>	<i>4.1</i>	<i>8.7</i>	<i>10</i>	<i>7.3</i>	<i>10</i>	<i>7.3</i>	<i>10</i>	<i>7.3</i>
Beef and veal	64	2.5	4.6	5.2	4.8	3	1.1	8.0	0.4	0.02	1.6	0.07	4.2	1.2	9.7
Mutton and lamb	56	2.2	3.9	5.0	4.6	2	0.4	2.8	0.2	0.03	2.2	0.03	2.1	0.8	6.1
Pork	23	0.9	1.1	2.2	2.0	0.1	0.1	0.4	0.4	0.04	3.0	0.01	0.6	0.2	1.6
Bacon	72	2.9	1.8	2.5	6.7	1	0.2	1.3	...	0.08	6.8	0.02	1.1	0.4	2.9
Liver	4	0.2	0.5	0.7	0.3	...	0.4	3.2	20.8	0.01	0.9	0.10	6.0	0.4	3.3
Poultry	7	0.3	1.0	1.4	0.4	...	0.2	1.5	...	0.01	0.6	0.01	0.4	0.4	3.4
Sausages	44	1.7	1.4	3.3	3.1	3	0.3	1.6	0.1	0.03	2.3	0.01	0.9	0.3	2.3
Other meat	69	2.7	3.8	5.5	5.1	6	0.6	5.4	0.9	0.04	3.8	0.04	2.7	0.7	5.5
<i>Total Meat</i>	<i>339</i>	<i>13.5</i>	<i>16.5</i>	<i>28.9</i>	<i>27.0</i>	<i>18</i>	<i>1.8</i>	<i>3.3</i>	<i>24.2</i>	<i>0.25</i>	<i>21.1</i>	<i>0.28</i>	<i>17.9</i>	<i>4.5</i>	<i>34.8</i>	<i>0.5</i>	<i>1.1</i>	<i>1</i>	<i>0.7</i>	<i>1</i>	<i>0.7</i>	<i>1</i>	<i>0.7</i>
Fat fish (c)	8	0.3	0.9	0.5	0.5	10	0.1	0.7	0.3	...	0.3	0.01	0.8	0.2	1.9
Other fish	17	0.7	2.4	0.6	0.6	7	0.2	1.4	...	0.01	0.5	0.02	1.1	0.2	1.9
<i>Total Fish</i>	<i>25</i>	<i>1.0</i>	<i>3.3</i>	<i>1.1</i>	<i>1.0</i>	<i>17</i>	<i>0.3</i>	<i>2.1</i>	<i>0.3</i>	<i>0.01</i>	<i>0.8</i>	<i>0.03</i>	<i>1.8</i>	<i>0.5</i>	<i>3.8</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>
Eggs	50	2.0	3.8	3.9	3.6	21	1.0	7.0	8.2	0.04	3.4	0.14	9.0	...	0.2
Butter	147	5.8	0.1	16.3	15.2	3	0.3	0.1	593	15.0
Margarine	128	5.1	...	14.2	13.3	1	0.1	...	500	12.7
Other fats	90	3.6	0.1	10.0	9.3	4	0.1
<i>Total Fats</i>	<i>365</i>	<i>14.5</i>	<i>0.1</i>	<i>40.6</i>	<i>37.8</i>	<i>4</i>	<i>0.4</i>	<i>0.1</i>	<i>1,097</i>	<i>27.8</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>0.3</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>	<i>...</i>
Sugar and preserves	310	12.3	3	0.3	0.1	1	0.1
Potatoes (d)	168	6.7	4.1	5.7	1.0	18	1.8	1.4	10.6	...	0.20	16.8	8.6	2.1	16.3	17.6	37.2

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
 (b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B₁) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
 (c) Includes canned salmon and other canned fish.
 (d) Including chips and crisps.

TABLE 4—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavine		Nicotinic acid		Vitamin C (b)		Vitamin D		
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	
																							Total
Cabbages, brussels sprouts and cauliflower . . .	8	0.3	0.6	0.9	—	—	13	1.3	0.2	1.8	45	1.1	0.02	0.02	0.02	1.6	0.02	0.1	0.8	4.7	9.9	—	—
Leafy salads	0.1	—	—	2	0.2	...	0.3	45	1.1	0.2	0.2	0.6	1.3	—	—
Fresh legumes including quick-frozen . . .	3	0.1	0.3	0.4	—	—	1	0.1	0.1	0.7	14	0.4	0.02	0.02	1.4	0.01	0.4	0.4	0.4	0.4	1.0	—	—
Other fresh green vegetables	—	—	4	0.1	—	—
Carrots . . .	2	0.1	0.1	0.1	—	—	4	0.4	473	12.0	—	—
Other root vegetables . . .	1	...	0.1	0.1	—	—	3	0.3	...	0.2	1	—	—
Other vegetables . . .	30	1.2	2.0	2.9	0.1	0.1	19	1.9	0.7	5.4	108	2.7	0.04	0.04	2.9	0.02	1.6	0.3	1.4	3.1	—	—	
Total Vegetables . . .	212	8.4	7.2	10.1	1.1	1.0	60	6.1	2.6	19.5	690	17.5	0.28	0.28	23.4	0.19	12.2	2.6	25.8	54.6	—	—	
Oranges . . .	3	0.1	0.1	0.1	—	—	4	0.4	...	0.2	9	0.2	0.01	0.01	0.5	...	0.3	...	5.1	10.7	—	—	
Other citrus fruits	—	—	—	—
Apples and pears . . .	9	0.4	0.1	0.1	—	—	3	0.1	0.01	0.01	0.6	0.01	0.4	0.1	0.6	0.5	1.0	—	—
Soft fruit . . .	1	—	—	1	0.1	...	0.2	1	—	—
Bananas . . .	6	0.2	0.1	0.1	—	—	0.2	2	0.1	—	—
Fresh tomatoes . . .	2	0.1	0.1	0.2	—	—	0.4	134	3.4	0.01	0.01	0.6	...	0.2	—	—
Other fresh fruit . . .	1	—	—	3	0.3	...	0.1	2	0.1	—	—
Other fruit (e) . . .	22	0.9	0.2	0.3	0.2	0.2	5	0.5	0.2	1.7	74	1.9	—	—
Total Fruit . . .	44	1.8	0.7	1.0	0.2	0.2	16	1.6	0.5	3.6	225	5.7	0.04	0.04	2.9	0.03	1.9	0.3	15.4	32.6	—	—	
White bread . . .	432	17.2	14.4	20.2	1.8	1.7	162	16.5	2.7	19.9	—	—	0.26	0.26	22.0	0.06	3.8	2.3	—	—	—	—	
Other bread . . .	43	1.7	1.5	2.2	0.2	0.2	15	1.5	0.4	3.0	—	—	0.04	0.04	2.9	0.01	0.6	0.4	—	—	—	—	
Flour . . .	74	2.9	2.1	2.9	0.2	0.2	27	2.8	0.4	3.1	—	—	0.05	0.05	4.1	0.01	0.5	0.4	—	—	—	—	
Cakes and pastries . . .	85	3.4	1.5	2.1	2.8	2.7	17	1.7	0.4	2.7	45	1.1	0.02	0.02	1.8	0.02	1.5	0.2	—	—	—	—	
Biscuits . . .	111	4.4	1.5	2.1	5.5	5.1	19	1.9	0.4	2.6	—	—	0.02	0.02	1.7	...	0.2	0.2	—	—	—	—	
Other cereals . . .	89	3.5	1.8	2.6	1.6	1.5	12	1.2	0.7	4.9	13	0.3	0.03	0.03	2.3	0.03	1.7	0.5	—	—	—	—	
Total Cereals . . .	834	33.1	22.9	32.0	12.2	11.4	252	25.7	4.9	36.1	58	1.5	0.42	0.42	34.8	0.13	8.4	4.0	31.2	61.1	3	2.4	
Tea . . .	—	0.3	0.3	0.4	0.2	0.2	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other beverages . . .	—	0.3	0.3	0.4	0.2	0.2	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Total Beverages . . .	8	0.3	0.3	0.4	0.2	0.2	2	0.2	0.2	1.1	1
Other foods (f) . . .	23	0.9	0.6	0.8	0.5	0.5	8	0.8	0.2	1.6	47	1.2	0.01	0.01	0.7	0.02	1.1	0.3	0.8	1.7	...	0.4	
TOTAL ALL FOODS . . .	2,517	100	71.4	100	107.4	100	979	100	13.5	100	3,945	100	1.20	100	1.58	100	12.8	100	47.2	100	130	100	

(g) Including welfare orange juice.
(f) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal)

APPENDIX D

Household Food Consumption according to Region and Type of Area, 1964 (a)

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

	All household	Region										Type of Area						
		Wales	Scotland	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations	Other urban areas		Semi-rural areas	Rural areas			
											London	Provincial	Larger towns	Smaller towns				
MILK AND CREAM:																		
Liquid milk	3.96	4.25	3.53	3.41	3.65	3.85	4.04	4.47	4.22	4.42	3.52	3.86	3.97	4.12	4.49			
Full price (pt.)	0.70	0.66	0.70	0.70	0.77	0.79	0.67	0.55	0.79	0.72	0.21	0.80	0.66	0.70	0.59			
Welfare (pt.)	0.19	0.22	0.18	0.19	0.20	0.20	0.24	0.16	0.17	0.19	0.21	0.21	0.18	0.19	0.16			
School (pt.)																		
Total Liquid Milk (pt.)	4.85	5.13	4.31	4.30	4.62	4.84	4.95	5.18	5.18	5.33	4.44	4.87	4.81	5.01	5.24			
Condensed milk	0.02	0.04	0.04	0.02	0.02	0.01	0.01	0.02	0.03	0.03	0.02	0.02	0.02	0.02	0.03			
Sweetened (eq. pt.)	0.15	0.11	0.15	0.15	0.15	0.14	0.13	0.10	0.24	0.15	0.14	0.16	0.14	0.16	0.14			
Unsweetened (eq. pt.)																		
Dried milk	0.02	0.02	0.02	0.02	0.04	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.01	0.03			
National (eq. pt.)	0.08	0.06	0.12	0.15	0.09	0.10	0.05	0.03	0.04	0.06	0.12	0.06	0.08	0.06	0.06			
Branded (eq. pt.)	0.02	0.01	0.03	0.03	0.02	0.04	0.03	0.01	0.02	0.02	0.02	0.02	0.01	0.02	0.01			
Other milk (pt.)	0.02	0.02	0.01	0.03	0.02	0.03	0.03	0.03	0.03	0.05	0.02	0.03	0.02	0.02	0.03			
Cream (pt.)																		
Total Milk and Cream (pt. or eq. pt.)	5.16	4.22	5.35	4.65	4.94	5.17	5.19	5.39	5.56	5.65	4.76	5.17	5.10	5.30	5.54			
CHEESE:																		
Natural	2.77	2.34	2.26	2.08	2.17	3.00	3.55	3.72	3.49	3.04	2.26	2.66	3.03	2.90	3.20			
Processed	0.40	0.45	0.34	0.34	0.44	0.44	0.37	0.28	0.35	0.32	0.36	0.40	0.42	0.47	0.36			
Total Cheese	3.17	2.79	2.60	2.42	2.61	3.44	3.85	4.00	3.84	3.36	2.62	3.06	3.45	3.37	3.56			
MEAT AND MEAT PRODUCTS:																		
Carcase meat	8.53	10.80	9.50	8.86	7.85	7.38	7.77	7.72	7.26	8.85	8.46	8.39	8.40	8.22	9.67			
Beef and veal	6.30	3.85	5.20	4.52	7.82	4.96	7.42	5.77	7.25	8.56	6.50	5.77	5.76	5.84	5.07			
Mutton and lamb	2.33	0.75	1.59	2.29	1.69	2.32	2.81	3.00	2.88	3.20	1.66	2.26	2.64	2.57	1.41			
Pork																		
Total Carcase Meat	17.16	15.17	16.29	15.67	17.36	14.66	18.00	16.49	17.39	20.61	16.62	16.42	16.80	16.63	16.15			

(a) See footnote (b) to table 1 of Appendix A.

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

Appendix D—continued
 (oz. per person per week except where otherwise stated)

	All household-holds	Region										Type of Area							
		Region										Conurbations		Other urban areas		Semi-rural areas	Rural areas		
		Waies	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	London	Provincial	Larger towns	Smaller towns				
MEAT AND MEAT PRODUCTS—contd.																			
Other meat	0.43	0.69	0.53	0.42	0.45	0.41	0.36	0.42	0.47	0.38	0.32	0.50	0.44	0.45	0.40	0.40			
Corned meat	0.26	0.06	0.59	0.42	0.09	0.22	0.16	0.15	0.07	0.22	0.14	0.41	0.18	0.24	0.25	0.32			
Bacon and ham, uncooked	5.32	5.02	4.48	6.59	5.73	5.20	4.54	5.70	4.82	4.96	5.00	5.80	4.83	5.10	5.59	5.76			
Bacon and ham, cooked (including canned)	0.94	1.19	0.78	0.81	0.97	0.94	1.03	1.00	0.97	0.79	1.08	0.96	0.88	0.98	0.90	0.66			
Cooked chicken	0.11	0.09	0.14	0.02	0.25	0.16	0.06	0.14	0.03	0.06	0.08	0.14	0.18	0.08	0.08	0.07			
Other cooked meat (not canned)	0.71	0.45	0.91	0.66	0.70	0.73	0.62	0.69	0.62	0.45	0.65	0.87	0.74	0.79	0.45	0.45			
Other canned meat	1.70	2.28	1.56	1.84	2.69	1.57	1.08	1.78	1.27	1.58	1.17	2.16	1.72	1.44	1.73	1.92			
Liver	0.88	0.74	0.66	0.71	0.86	0.85	0.98	0.77	1.08	1.06	1.05	0.80	0.91	0.92	0.85	0.64			
Offals (other than liver)	0.59	0.17	0.41	0.44	0.60	0.52	0.65	0.56	0.44	0.59	0.87	0.65	0.50	0.62	0.41	0.31			
Poultry	2.71	3.07	2.63	2.96	1.80	1.86	2.69	2.40	2.68	2.85	3.82	2.45	2.20	2.58	2.98	2.68			
Rabbit, game and other meat	0.11	0.11	0.15	0.06	0.17	0.13	0.19	0.06	0.09	0.09	0.18	0.05	0.13	0.09	0.08	0.32			
Sausages, uncooked, pork	2.11	2.44	1.70	2.06	1.49	2.34	3.15	2.38	1.73	2.41	2.84	1.44	2.05	2.13	2.69	1.84			
Sausages, uncooked, beef	1.60	1.53	3.01	2.08	1.44	0.72	0.91	0.66	1.92	1.61	1.24	2.27	1.70	1.30	0.99	2.18			
Other meat products	2.56	3.03	3.52	3.30	2.57	2.40	1.42	2.30	1.89	2.28	1.94	3.10	2.69	2.51	2.24	2.26			
Total Other Meat and Meat Products	20.03	20.87	21.07	22.37	19.81	18.05	17.84	19.01	18.08	19.33	20.38	21.60	19.15	19.23	19.64	19.81			
Total Meat and Meat Products	37.19	36.04	36.47	38.66	35.48	32.71	37.08	37.01	34.57	36.72	40.99	38.22	35.57	36.03	36.27	35.96			
FISH:	1.52	1.10	3.16	1.54	1.85	1.61	0.95	1.01	0.65	1.14	1.15	1.72	1.79	1.57	1.26	1.24			
White, filleted, fresh	0.55	0.84	0.18	0.51	0.36	0.58	0.54	0.56	0.55	0.74	0.71	0.46	0.54	0.52	0.65	0.50			
White, filleted, quick-frozen	0.71	1.14	0.25	0.82	0.64	0.42	1.21	0.37	0.85	0.56	1.04	0.85	0.50	0.70	0.50	0.61			
White, other, fresh	0.17	0.18	0.34	0.21	0.11	0.15	0.24	0.12	0.12	0.29	0.16	0.12	0.24	0.13	0.16	0.34			
Herrings, fresh	0.11	0.18	0.09	0.02	0.09	0.12	0.08	0.09	0.11	0.13	0.17	0.07	0.08	0.10	0.13	0.12			
Fat, fresh, other	0.36	0.02	0.59	0.24	0.24	0.16	0.66	0.16	0.31	0.39	0.46	0.38	0.38	0.32	0.25	0.45			
White, processed	0.42	0.02	0.46	0.60	0.35	0.28	0.52	0.28	0.40	0.35	0.59	0.38	0.34	0.32	0.32	0.44			
Fat, processed	0.07	0.49	0.46	0.02	0.08	0.08	0.18	0.01	0.02	0.06	0.20	0.03	0.08	0.07	0.04	0.04			
Shell	1.00	0.64	0.21	1.10	2.64	0.78	1.20	1.13	0.85	0.71	0.77	1.33	1.18	0.98	0.68	0.48			
Cooked	0.56	0.87	0.38	0.65	0.67	0.79	0.47	0.36	0.38	0.36	0.38	0.67	0.51	0.64	0.60	0.40			
Salmon, canned	0.27	0.16	0.14	0.15	0.27	0.31	0.33	0.30	0.26	0.38	0.39	0.23	0.28	0.23	0.30	0.25			
Canned, other	0.20	0.07	0.13	0.29	0.40	0.16	0.09	0.14	0.17	0.24	0.10	0.32	0.21	0.18	0.15	0.13			
Fish products	5.94	5.71	5.93	6.15	7.70	5.44	6.47	4.99	4.30	5.85	6.12	6.36	6.13	5.94	5.04	4.96			
Total Fish	5.94	5.71	5.93	6.15	7.70	5.44	6.47	4.99	4.30	5.85	6.12	6.36	6.13	5.94	5.04	4.96			

Appendix D—continued
(oz. per person per week except where otherwise stated)

	Region											Type of Area					
	All house- holds	Wales	Scotland	Northern Ridings	East and West Ridings	North			Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi- rural areas	Rural areas
						North Western	North Midland	North Eastern				Provin- cial	Larger towns	Smaller towns			
															London		
EGGS (No.)	4.73	4.18	5.42	5.52	4.71	4.48	4.42	4.59	4.06	4.76	4.83	4.77	4.63	4.58	4.64	5.51	
Eggs purchased (No.)	4.40	4.06	4.76	4.76	4.46	4.35	4.20	4.17	3.86	4.48	4.77	4.69	4.55	4.42	3.82	3.39	
FATS:																	
Butter	5.98	9.17	6.00	5.44	4.97	5.41	5.85	5.71	5.93	6.27	6.31	5.32	5.88	6.00	6.52	6.83	
Margarine	3.35	1.94	3.54	4.29	4.38	4.43	2.97	3.04	2.90	3.02	2.30	4.13	3.10	3.30	3.31	3.47	
Lard and compound cooking fat	2.12	2.60	1.19	2.60	2.69	2.11	2.99	2.36	1.98	2.04	1.82	2.01	2.06	2.19	2.62	1.91	
Suet	0.13	0.04	0.04	0.17	0.13	0.05	0.11	0.27	0.10	0.13	0.20	0.10	0.12	0.12	0.15	0.10	
Dripping	0.21	0.18	0.20	0.32	0.18	0.36	0.20	0.16	0.14	0.17	0.12	0.30	0.17	0.24	0.16	0.25	
Other fats, oils and creams	0.24	0.49	0.22	0.26	0.18	0.11	0.08	0.25	0.08	0.23	0.56	0.22	0.22	0.11	0.24	0.05	
Total Fats	12.03	14.42	11.19	13.08	12.53	12.47	12.20	11.79	11.13	12.09	11.31	12.08	11.55	11.96	13.00	12.61	
SUGAR AND PRESERVES:																	
Sugar	17.37	17.76	16.86	16.83	16.94	17.69	17.76	17.59	18.75	17.48	16.50	16.79	17.12	17.66	18.07	19.24	
Jams, jellies and fruit curds	1.52	1.30	2.19	1.53	1.75	1.59	1.37	1.54	1.33	1.08	1.20	1.76	1.48	1.44	1.49	1.78	
Marmalade	0.97	0.57	1.06	0.94	1.00	0.97	1.01	1.08	0.76	1.00	1.04	0.93	1.05	0.96	0.90	1.03	
Syrup, treacle and honey	0.47	0.09	0.73	0.52	0.78	0.33	0.52	0.47	0.34	0.38	0.37	0.40	0.46	0.39	0.67	0.86	
Total Sugar and Preserves	20.33	19.72	20.84	19.82	20.47	20.58	20.66	20.68	21.18	19.94	19.11	19.88	20.11	20.45	21.13	22.91	
VEGETABLES:																	
Old potatoes (1963 crop)	17.68	23.18	14.95	17.20	19.80	16.43	16.97	20.86	17.74	19.94	16.16	15.45	19.07	18.01	18.80	21.83	
Not pre-packed	3.83	2.58	6.48	2.09	2.09	9.02	3.54	1.04	4.06	1.59	2.32	8.20	2.80	3.05	2.32	0.34	
Pre-packed																	
Old potatoes (1964 crop) (c)	16.50	25.23	11.24	19.07	14.62	17.48	22.32	17.79	18.80	13.13	15.60	14.52	14.06	18.61	19.07	20.99	
Not pre-packed	2.25	0.73	3.63	1.14	3.30	3.98	0.76	1.11	3.01	0.99	1.60	6.08	2.02	1.38	0.49	0.19	
Pre-packed																	
New potatoes (c)	13.07	14.19	10.80	15.72	12.80	13.89	13.85	11.36	12.06	10.57	14.04	13.30	13.23	12.74	12.30	11.97	
Not pre-packed	0.78	0.12	2.75	0.31	0.56	0.58	0.04	0.50	1.56	0.02	0.72	0.80	0.33	0.45	0.26	—	
Pre-packed	1.33	1.19	0.49	1.30	3.28	1.50	1.37	1.27	1.27	1.41	0.86	1.76	1.68	1.20	1.03	0.81	
Chips																	
Crisps																	
Total Potatoes	55.62	67.53	50.52	57.05	56.57	63.02	59.22	54.06	59.22	50.85	51.40	60.21	53.41	55.68	54.48	56.31	
Total Potatoes purchased	49.64	57.79	42.96	46.28	52.39	61.89	54.92	43.60	51.58	37.19	49.75	58.77	50.94	50.40	38.79	32.34	

(c) Potatoes from the 1964 crop were classified as "new" until 31st August, and as "old" from 1st September onwards.

Appendix D—continued
(oz. per person per week except where otherwise stated)

	All house- holds	Region												Type of Area					
		Region												Other urban areas		Semi- rural areas	Rural areas		
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	London	Provin- cial	Larger towns	Smaller towns				
VEGETABLES:—contd.	5.08	2.92	3.66	4.32	3.94	4.52	6.08	4.46	7.30	6.39	7.38	4.12	5.12	4.90	4.65	5.54			
Cabbages	2.26	1.02	1.29	2.18	1.60	3.16	2.94	2.65	3.68	2.98	2.77	1.64	2.31	2.62	2.27	2.00			
Brussels sprouts	0.04	0.03	0.03	0.05	0.04	0.02	0.02	0.03	0.02	0.07	0.02	0.04	0.05	0.04	0.02	0.03			
Brussels sprouts, quick-frozen	2.36	1.32	1.75	2.68	2.08	2.92	3.11	2.94	2.70	2.88	1.95	1.99	2.84	2.64	2.62	1.54			
Cauliflower	1.30	0.76	0.88	1.56	1.19	1.70	1.32	1.26	1.38	1.52	1.70	1.24	1.36	1.26	1.22	0.72			
Leafy salads	1.08	0.24	0.76	1.20	0.54	1.81	1.40	1.21	1.20	0.85	1.81	0.66	1.04	1.08	1.35	0.34			
Peas, fresh	0.70	0.17	0.20	0.42	0.29	0.98	0.81	0.82	0.68	1.03	1.45	0.29	0.88	0.62	0.76	0.28			
Peas, quick-frozen	1.58	0.06	0.33	0.82	0.20	2.26	2.33	2.62	4.26	2.48	1.83	0.27	1.39	2.03	2.84	2.04			
Beans, fresh	0.13	0.04	0.02	0.11	0.06	0.14	0.12	0.16	0.07	0.20	0.26	0.08	0.11	0.10	0.16	0.02			
Beans, quick-frozen	0.20	0.04	0.07	0.02	0.09	0.10	0.26	0.16	0.57	0.60	0.24	0.02	0.11	0.31	0.34	0.26			
Other fresh green vegetables																			
Total Fresh Green Vegetables	14.73	6.60	8.99	13.36	10.03	17.61	18.39	16.24	21.86	19.00	19.41	10.35	15.21	15.60	16.23	12.77			
Carrots	3.10	3.78	2.84	3.59	3.73	2.66	2.31	3.06	2.64	3.31	2.63	3.45	2.84	3.33	2.85	3.21			
Other root vegetables	2.58	3.61	3.92	2.42	2.00	1.90	2.51	1.54	2.38	2.68	2.37	2.54	2.37	2.48	2.94	3.30			
Onions, shallots, etc.	3.13	3.62	3.45	3.66	3.63	3.15	2.12	2.93	2.84	2.85	2.86	3.65	2.78	3.03	2.93	3.57			
Miscellaneous fresh vegetables	1.64	0.37	1.21	1.52	0.94	1.75	2.45	1.66	1.74	2.47	2.92	1.14	1.62	1.54	1.69	1.14			
Dried pulses	0.47	1.12	0.80	0.42	0.56	0.83	0.15	0.26	0.14	0.20	0.14	0.66	0.40	0.58	0.34	0.66			
Canned peas	3.09	2.24	3.84	3.22	4.20	2.93	3.60	2.91	2.60	3.49	2.34	4.09	2.99	3.06	2.58	2.54			
Canned beans	3.10	2.92	3.58	3.57	3.25	3.39	2.73	2.96	2.52	3.22	2.84	3.60	3.17	2.95	2.84	2.71			
Other canned vegetables	0.62	0.36	0.40	0.85	0.63	0.61	0.92	0.64	0.49	0.68	0.68	0.60	0.71	0.56	0.62	0.52			
Vegetable products	0.23	0.48	0.37	0.17	0.24	0.12	0.13	0.08	0.15	0.19	0.27	0.34	0.19	0.17	0.16	0.23			
Total Other Vegetables	17.96	16.07	20.41	19.42	19.18	17.34	16.92	16.04	15.50	19.09	17.05	20.07	17.07	17.70	16.95	17.88			
Total Vegetables	88.31	101.75	86.45	89.35	92.23	94.17	89.37	91.50	88.21	86.74	87.86	90.63	85.69	88.98	87.66	86.96			
FRUIT:																			
Fresh																			
Oranges	3.38	3.24	3.02	3.83	3.14	2.63	3.52	3.60	2.66	3.28	4.01	3.34	3.41	3.29	3.34	2.44			
Other citrus fruit	0.99	0.70	0.87	1.07	0.90	0.77	0.99	0.91	0.78	1.25	1.44	0.88	1.10	0.86	0.94	0.71			
Apples	7.07	5.71	6.26	5.93	6.03	6.73	8.24	7.15	7.51	8.14	9.12	6.09	7.46	6.61	7.27	6.45			
Pears	0.88	0.66	0.96	0.92	1.03	0.47	1.09	0.95	0.74	0.62	1.13	0.95	0.91	0.81	0.68	0.82			
Stone fruit	0.52	0.24	0.28	0.43	0.27	0.56	0.62	0.46	0.42	0.73	1.12	0.38	0.53	0.44	0.44	0.20			
Soft fruit	1.14	0.86	0.84	1.32	0.78	0.82	1.57	0.89	1.26	1.50	1.55	0.81	1.29	1.00	1.41	0.89			
Bananas	3.31	3.26	3.20	2.86	2.80	3.10	3.81	2.94	3.03	3.88	4.04	2.98	3.50	3.18	3.41	2.71			
Other fresh fruit	1.06	1.69	1.02	0.84	0.83	0.72	1.08	0.91	1.15	1.27	1.16	0.82	0.94	1.16	1.14	1.53			
Tomatoes	4.22	3.16	4.44	3.93	3.86	3.50	4.91	4.40	4.22	4.65	5.19	3.99	4.01	4.15	4.23	3.79			
Total Fresh Fruit	22.57	19.52	20.89	21.13	19.64	19.30	25.83	22.21	21.77	25.32	28.76	20.24	23.15	21.50	22.86	19.54			

Appendix D—continued
(oz. per person per week except where otherwise stated)

	All house-holds	Region										Type of Area						
		Wales	Scotland	Northern Ireland	East and West Midlands	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
												London	Provincial	Larger towns	Smaller towns			
FRUIT—contd.																		
Other fruit:																		
Tomatoes, canned and bottled	0.70	0.10	0.47	1.22	0.38	2.60	0.31	1.36	0.33	0.50	0.37	0.45	0.88	0.93	1.09	0.21		
Canned peaches, pears and pineapples	2.90	3.02	3.13	2.74	2.62	2.76	3.58	2.42	3.10	3.17	2.92	2.75	3.06	2.90	3.01	2.89		
Other canned and bottled fruit	2.14	1.78	1.79	2.00	1.68	1.83	2.76	2.18	2.12	2.57	2.98	1.69	2.12	2.04	2.29	2.16		
Dried vine fruit	0.64	0.56	0.87	0.56	0.44	0.52	0.67	0.48	0.88	0.90	0.71	0.50	0.56	0.64	0.89	0.73		
Other dried fruit	0.16	0.18	0.12	0.12	0.10	0.10	0.16	0.12	0.18	0.29	0.20	0.10	0.16	0.16	0.18	0.14		
Nuts, and fruit and nut products	0.37	0.16	0.44	0.47	0.30	0.41	0.50	0.22	0.44	0.57	0.34	0.28	0.41	0.34	0.56	0.30		
Fruit juices	0.54	0.62	0.42	0.44	0.47	0.53	0.50	0.36	0.61	0.63	0.75	0.47	0.56	0.52	0.49	0.40		
Welfare orange juice	0.04	0.08	0.03	0.02	0.03	0.03	0.06	0.02	0.02	0.02	0.06	0.03	0.07	0.03	0.03	0.01		
Total Other Fruit and Fruit Products	7.49	6.50	7.27	7.37	6.02	8.78	8.54	7.16	7.68	8.65	8.33	6.27	7.82	7.56	8.54	6.84		
Total Fruit	30.06	26.02	28.16	28.70	25.66	28.08	34.37	29.37	29.45	33.97	37.09	26.51	30.97	29.06	31.40	26.38		
CEREALS:																		
Brown bread	2.64	2.88	4.54	3.17	3.02	1.74	1.64	1.86	1.84	2.37	2.37	2.93	2.24	2.64	2.78	3.07		
White bread, large loaves	31.22	33.08	30.68	27.10	33.28	37.77	29.06	38.12	32.59	27.37	24.42	31.99	31.19	31.84	32.50	38.12		
White bread, small loaves	4.81	1.55	5.88	5.70	7.58	3.52	4.34	4.23	4.71	4.10	4.88	6.76	3.38	4.88	4.05	2.72		
Wholewheat and wholemeal bread	0.58	0.33	0.20	0.26	0.52	1.12	0.68	0.41	0.43	0.87	1.06	0.38	0.46	0.66	0.60	0.27		
Milk bread	0.28	0.04	0.64	0.63	0.32	0.15	0.09	0.38	0.12	0.15	0.09	0.48	0.22	0.22	0.29	0.22		
Other bread	2.44	5.98	2.03	2.30	1.79	2.14	1.95	1.76	1.49	1.76	2.40	2.54	3.25	2.45	1.53	1.93		
Total Bread	41.97	44.07	43.97	39.36	46.51	46.44	37.76	46.76	41.18	36.62	35.22	45.08	40.74	42.69	41.75	46.33		

Appendix D—continued
(oz. per person per week except where otherwise stated)

	All household	Region									Type of Area				Rural areas		
		Wales	Scotland	Northern	East and West Ridings	North Western		North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations			Other urban areas	Semi-rural areas
						London	Provincial						Larger towns	Smaller towns			
CEREALS:—contd.																	
Self-raising flour	4.42	4.92	2.95	6.74	5.30	3.66	5.00	5.18	3.17	5.38	5.02	3.74	4.13	3.87	4.77	4.61	
Other flour	1.65	1.37	1.71	3.66	2.73	0.83	2.32	2.23	0.74	1.46	1.33	1.00	1.46	1.42	1.72	2.96	
Buns, scones and teacakes	1.58	0.74	2.25	2.56	3.36	1.96	1.03	0.83	0.69	1.17	0.96	0.86	2.34	1.48	1.54	1.84	
Cakes and pastries	4.89	5.58	4.80	4.12	4.84	5.59	4.28	5.12	4.61	5.23	5.11	4.50	5.18	5.11	4.93	4.59	
Chocolate biscuits	0.96	0.91	1.70	1.25	1.44	0.86	0.68	0.71	0.63	0.68	0.64	0.67	1.17	1.16	0.80	0.96	
Other biscuits	4.77	3.80	5.46	4.58	4.98	4.64	4.76	4.90	4.16	5.38	4.82	4.63	4.72	4.94	4.94	5.38	
Puddings	1.57	1.11	1.61	1.50	2.37	2.20	1.84	1.42	1.20	1.09	1.28	1.14	2.14	1.62	1.58	1.12	
Oatmeal and oat products	0.96	0.58	2.42	1.00	0.77	0.76	0.62	0.78	0.88	0.67	0.66	0.80	0.76	0.77	0.94	2.61	
Breakfast cereals	2.02	1.85	1.65	1.73	1.84	2.07	2.02	2.13	2.00	2.31	2.34	2.16	2.00	2.00	1.94	1.80	
Rice	0.52	0.54	0.49	0.78	0.38	0.54	0.52	0.56	0.36	0.27	0.59	0.69	0.48	0.47	0.50	0.48	
Cereals, flour base	0.90	0.70	1.15	0.68	0.45	0.90	0.70	1.02	0.68	0.86	1.27	1.18	0.75	1.05	0.80	0.85	
Other cereals	0.55	0.19	0.88	0.57	0.42	0.31	0.44	0.69	0.56	0.67	0.70	0.55	0.39	0.62	0.54	0.66	
Total Cereals	66.76	70.97	71.14	73.14	68.24	70.83	70.65	63.33	66.44	66.35	61.40	57.14	70.60	65.25	67.69	66.90	74.48
BEVERAGES:																	
Tea	2.69	2.77	2.52	2.70	2.70	2.82	2.86	2.50	2.80	2.53	2.53	2.81	2.79	2.59	2.75	2.51	2.49
Coffee, bean and ground	0.11	—	0.10	0.02	0.10	0.12	0.04	0.06	0.08	0.10	0.18	0.26	0.08	0.13	0.08	0.08	0.06
Coffee, powders and crystals	0.23	0.12	0.17	0.26	0.26	0.21	0.18	0.25	0.19	0.21	0.30	0.30	0.23	0.23	0.20	0.22	0.21
Coffee essences	0.11	0.18	0.04	0.07	0.06	0.06	0.18	0.18	0.22	0.24	0.15	0.06	0.06	0.08	0.17	0.17	0.16
Cocoa and drinking chocolate	0.18	0.16	0.14	0.12	0.16	0.10	0.16	0.28	0.17	0.26	0.25	0.20	0.14	0.19	0.17	0.17	0.22
Branded food drinks	0.17	0.10	0.04	0.06	0.13	0.14	0.32	0.29	0.24	0.28	0.20	0.21	0.12	0.14	0.24	0.18	0.20
Total Beverages	3.49	3.33	3.01	3.23	3.41	3.45	3.74	3.56	3.70	3.62	3.61	3.84	3.42	3.36	3.61	3.33	3.34
MISCELLANEOUS:																	
Spreads and dressings	0.22	0.09	0.18	0.18	0.26	0.15	0.19	0.19	0.17	0.28	0.34	0.34	0.18	0.26	0.16	0.26	0.20
Soups, canned	2.67	1.60	4.22	3.55	3.24	3.17	2.23	2.00	2.11	1.82	2.11	2.01	3.51	2.93	2.43	2.11	2.35
Soups, dehydrated and powdered	0.08	0.02	0.12	0.10	0.07	0.07	0.04	0.06	0.03	0.06	0.10	0.10	0.07	0.09	0.06	0.09	0.08
Meat and vegetable extracts	0.12	0.08	0.06	0.05	0.15	0.10	0.09	0.14	0.12	0.12	0.23	0.18	0.11	0.15	0.10	0.13	0.10
Pickles and sauces	1.11	1.50	1.05	1.14	1.06	1.04	1.03	1.00	1.18	1.17	1.16	1.11	1.13	1.18	1.10	1.08	0.92
Table jellies, squares and crystals (pt.)	0.09	0.08	0.09	0.08	0.06	0.08	0.08	0.09	0.08	0.10	0.12	0.09	0.07	0.10	0.09	0.09	0.10
Salt	0.95	0.73	1.28	1.06	0.80	0.72	0.84	0.95	1.12	1.06	0.96	0.88	0.84	0.95	0.93	1.06	1.29
Invalid and infant foods	0.32	0.30	0.30	0.28	0.43	0.39	0.24	0.31	0.28	0.37	0.37	0.24	0.33	0.32	0.30	0.44	0.30
Ice-cream (served as part of a meal)	0.54	0.30	0.77	0.44	0.47	0.23	0.40	0.70	0.45	0.56	0.74	0.76	0.43	0.63	0.44	0.60	0.54

APPENDIX E

Seasonal Variation in the Energy Value and Nutrient Content of Household Food Consumption, 1957-62

1. Quarterly results of the National Food Survey for the six years 1957 to 1962 have been examined to assess the extent of seasonal variation in the household consumption of nutrients. In order to reduce the variation due to differences in household type in different quarterly samples, figures for percentage adequacy have been used for all nutrients except vitamin D. Thus, the paper examines the extent of seasonal variation in the degree to which the British Medical Association's recommended allowances for nutrients other than vitamin D are met by food obtained for consumption in the home. As there is no recommended scale of allowance for vitamin D for adults, the measure of seasonality for this nutrient has been obtained from the estimates of consumption.

2. Quarterly indices have been constructed by expressing each "all households" quarterly percentage adequacy figure (i.u.'s. for vitamin D) as a percentage of the corresponding annual estimates. These indices have then been averaged, for each quarter, over the six years under review, to give mean quarterly index figures: results are given in Table 1, together with the standard deviations of the indices and with estimates of the standard errors of the differences between the means.

3. The mean quarterly indices are shown graphically in Chart I. Differences between indices for consecutive quarters are shown by a solid line if they are significant at the 5 per cent level; differences which do not attain significance at that level are shown by a dotted line. In general, a fairly consistent pattern emerges (vitamins C and D are exceptions), with consumption lowest in the spring (second quarter) and highest in the autumn (fourth quarter). While most of the seasonal changes are statistically significant, they are generally small, mean quarterly indices lying within ± 2 per cent of the annual average, except that variation is slightly greater than this for nicotinic acid, greater still for vitamins A and D, and markedly greater for vitamin C, for which the indices range from 20 per cent below (first quarter) to 29 per cent above (third quarter) the annual average.

4. In order to interpret the seasonal changes in nutrient consumption, similar quarterly indices have been calculated for the consumption of certain foods; results are shown in Table 2. There was relatively little seasonal variation (within ± 2 per cent of the annual average) in the consumption of liquid milk, cheese, non-fat fish and bread, but marked variation for fruit and vegetables. Because the wastage in old potatoes is much greater than in new (with average wastage least in the third quarter), variation in the actual quality of potatoes eaten is markedly less than that in the quantity entering the household. The seasonal patterns of consumption for butter and margarine were mirror images of each other, as were those for beef and veal, pork, and sausages on the one hand, and mutton and lamb, and bacon and ham, on the other. Seasonal

changes in purchases of individual foods were described in the Annual Report for 1963¹.

5. Comments on the indices for each nutrient are as follows.

Calories. The energy value of the household food consumption exceeded estimated allowances to the greatest degree in the fourth quarter, and to the least degree in the second (2 per cent above and below the annual average respectively). This pattern is similar to that for protein consumption.

Protein. The highest intake (in the fourth quarter) was the result of increased consumption of liquid milk (slight), beef and veal, pork, sausages, fat fish and potatoes. The lowest intake occurred in the second quarter, because of the seasonal fall in consumption of most of these foods, (which was continued in some cases into the third quarter) and despite the increased consumption of mutton and lamb, poultry, bacon and ham, cheese and eggs (which also persisted, except for poultry and eggs, in the third quarter).

Calcium. Least variation was shown in the indices for calcium, since the consumption of milk and bread, which are the main sources of this nutrient, remained almost constant throughout the year. The highest value occurred in the fourth quarter, and was associated with a slightly increased consumption of milk and with increased consumption of potatoes and flour, which more than offset the loss in calcium due to a small reduction in consumption of bread.

Iron. The three chief sources of iron in the diet are bread, beef and veal, and potatoes, and seasonal variation in consumption of the two latter foods accounted for the low iron index in the second quarter of the year, and for the high indices in the first and fourth quarters; increased consumption of mutton and lamb, and canned meats, raised the index for the third quarter to a slightly higher level than that in the second quarter.

Thiamine. The lowest index, in the second quarter, was due to the seasonal fall in consumption of potatoes and pork. There was little difference in the indices in the other three quarters: in the first and fourth, consumption of potatoes and pork was high, and in the third, though the consumption of pork was at its lowest, increased consumption of bacon and ham, mutton and lamb, and canned meats maintained the level of the index.

Riboflavine. Again, the lowest index occurred in the second quarter—despite egg consumption then being at its highest—as the contribution from beef and veal and from potatoes was then lowest. Though the consumption of mutton and lamb and canned meats was greater in the summer than in the winter, contributions from these foods to riboflavine consumption were not sufficient to offset the effect of reduced consumption of beef and veal and potatoes. The difference in the indices for the second and third quarters was not statistically significant, and for none of the B vitamins was the difference between the first and fourth quarters significant: indices were highest in the winter quarters because of greater consumption of beef and veal, potatoes and offals other than liver.

¹ *Domestic Food Consumption and Expenditure: 1963*, paragraph 73. H.M.S.O., 1965.

Nicotinic acid. The variation was rather greater than that shown by the other B vitamins (thiamine and riboflavine), since a smaller proportion of the intake of this vitamin is provided by milk, which shows very little seasonality. The quarterly indices for nicotinic acid followed the same pattern as those for iron, since the chief sources of both these nutrients are bread, beef and potatoes.

Vitamin A. The consumption of vitamin A was highest in the fourth quarter and least in the first, though the difference between the indices for the first and second quarters was not statistically significant. During the first nine months of the year, consumption of fresh green vegetables and tomatoes increased and the indices for vitamin A followed a similar pattern, despite the lower content of carotene in young carrots. The index was at its highest level in the fourth quarter when consumption of carrots was at a maximum and when consumption of margarine was also above average and that of butter no lower than average.

Vitamin D. The only important dietary sources of this vitamin are margarine (as a result of fortification), fat fish, eggs and butter. The highest index of consumption was found in the third quarter, when the consumption of fat fish and butter was at its maximum. The consumption of these foods was at its minimum in the first quarter, when the index was also at its lowest, though not significantly different from the higher value in the fourth quarter when the consumption of margarine and fat fish were both high, but when butter consumption was equal to the annual average and the consumption of eggs was at its lowest.

Vitamin C. As would be expected, by far the greatest seasonal variation was shown by this nutrient, with a peak in the third quarter due to maximum consumption of new potatoes, fresh green vegetables, soft fruit and tomatoes, though the consumption of oranges and other citrus fruit was greatest in the first quarter when the index for vitamin C was least. While the consumption of all types of potatoes was greater in the first and fourth quarters than in the second and third, their influence on the intake of vitamin C depends not so much on the quantity consumed as on their vitamin C content, which decreases after harvesting. Thus the average vitamin C content of the total potato supply (new and old) is highest during the third quarter, when the consumption of new potatoes is greatest, and lowest during the first quarter. However, even during the first quarter, when the index of vitamin C consumption was lowest, actual consumption (when averaged over the six years) was 188 per cent of the recommended allowance; during the third quarter it was 302 per cent. Use of the vitamin C allowances recommended by the National Research Council of the U.S.A. would reduce these percentages to approximately 58 per cent and 93 per cent respectively.

6. Because all nutrients are provided by a number of different foods, each of which may show a seasonal variation, the seasonal variation in nutrient consumption is markedly less than that shown by most foods—especially as the consumption of milk and bread, which are important sources of many nutrients, shows little seasonal change. Consumption of most nutrients is least in the spring and greatest in the autumn, though the variations observed are probably

of no nutritional significance, in that for all nutrients the allowances recommended by the British Medical Association were exceeded in each quarter. Only for vitamin C was there a marked seasonal fluctuation in consumption, and the allowances recommended by the National Research Council of the U.S.A. were little more than half met during the first quarter, though those of the British Medical Association were exceeded by over four-fifths.

TABLE 1
Seasonal Variation in Consumption of Nutrients, 1957-62

	Quarterly Indices (Mean)				Standard Deviation				Estimated standard error of difference between means
	Quarter 1 (January-March)	Quarter 2 (April-June)	Quarter 3 (July-September)	Quarter 4(a) (October-December)	Quarter 1 (January-March)	Quarter 2 (April-June)	Quarter 3 (July-September)	Quarter 4(a) (October-December)	
Calories	100.0	98.1	99.5	102.1	1.2	0.8	0.8	0.7	0.5
Protein	100.3	99.0	99.8	102.0	0.8	0.9	1.3	1.1	0.6
Calcium	99.1	100.2	99.4	101.2	0.6	1.2	1.1	0.5	0.5
Iron	100.6	98.3	99.9	102.2	0.9	1.1	1.0	1.1	0.6
Vitamin A	97.1	98.3	100.3	104.4	1.3	1.6	1.3	1.9	0.9
Thiamine	100.5	98.3	100.6	100.9	1.2	1.6	1.2	1.1	0.7
Riboflavin	100.2	98.4	99.5	101.3	1.3	1.4	1.2	0.7	0.7
Nicotinic acid	101.0	97.1	99.9	102.1	1.8	1.1	1.1	1.0	0.7
Vitamin C	80.4	97.4	129.4	92.7	2.1	5.5	2.9	2.6	2.0
Vitamin D	96.8	100.4	104.0	99.1	1.2	1.1	2.1	2.9	1.1

(a) Excluding the Christmas period.

TABLE 2

Seasonal Variation in Consumption of Certain Foods, 1957-62

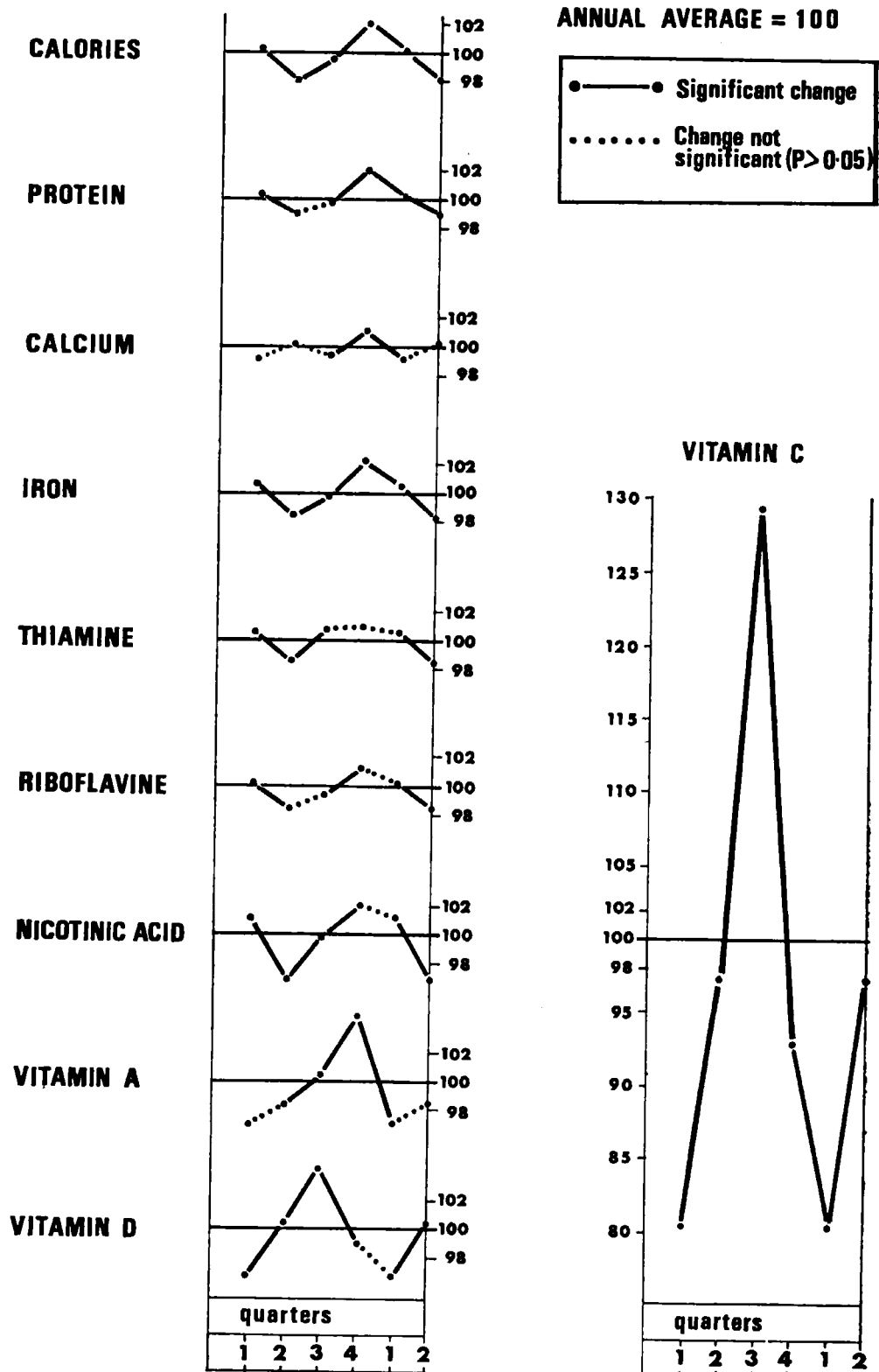
(Annual average = 100)

	Quarterly Indices			
	Quarter 1 (January- March)	Quarter 2 (April- June)	Quarter 3 (July- September)	Quarter 4(a) (October- December)
Liquid milk	100	100	99	101
Cheese	98	102	101	99
Beef and veal	108	94	94	105
Mutton and lamb	94	102	107	97
Pork	112	92	88	107
Bacon and ham	95	103	104	98
Poultry (b)	98	110	98	93
Sausages	105	94	96	104
Fat fish	95	95	106	104
Other fish	100	101	100	99
Eggs	100	104	99	97
Butter	97	101	103	100
Margarine	102	99	96	102
Potatoes	107	90	95	109
Potatoes (allowing for wastage)	103	92	101	106
Fresh green vegetables	80	93	136	91
Carrots	121	68	82	129
Oranges	139	116	74	71
Soft fruit	18	119	214	49
Tomatoes	52	108	161	80
Bread	100	102	101	98

(a) Excluding the Christmas period.

(b) After removal of secular trend.

Seasonal variation in mean quarterly indices for energy value and nutrients, 1957-1962



APPENDIX F

Methodology of the National Food Survey¹

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 Trust³. 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 obtaining it, say, from 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, soft drinks 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.

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.

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 Great Britain. The first stage involves the selection of parliamentary constituencies; the second, the selection of polling districts within the chosen constituencies; and the third, the selection of households within these polling districts.

4. *First stage.* The parliamentary constituencies included in the sampling frame are first stratified according to region¹ and degree of urbanization and are then further classified as follows:—

Wholly urban constituencies in England and Wales

By a “juror index”, i.e. the proportion of the electorate qualified for jury service in 1955²; the constituencies with a high proportion of such persons being listed first.

Wholly urban constituencies in Scotland

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

Mixed urban and rural constituencies

By the proportion of population living in rural districts (the “percentage rural”), those with a high proportion being listed first.

5. The sampling frame is divided into 44 groups of constituencies by region.³ The populations 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’ selection 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 constituencies which are purely urban, the polling districts are ranked in descending order of the current juror index, that is, using the J markings on the electoral register for the year in question. The polling districts in each urban constituency are divided into four groups of approximately equal population. In the remaining constituencies the polling districts are also divided into four groups of approximately equal population; the proportion of the electorate in rural polling districts determined the number of rural groups out of the four, as follows:—

	Percentage rural				
	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

¹ See paragraph 37 above.

² In England and Wales liability to serve on a jury depends primarily on occupation of a house or flat exceeding a certain annual value.

³ From 1950 to 1956, 60 constituencies were surveyed each year; in 1957 and subsequent years the scale of representation was reduced to 50 (in order to reduce costs), temporarily to 48 in 1960, and to 44 in 1963.

Within each group the polling districts are ranked by the current juror index. In Scotland, polling districts are arranged in the order in which they appear in the registers after they have been stratified by whether urban or rural where this division is applicable. Four polling districts are selected at a time from each constituency, one being selected from each of the four groups with probability 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). The sequence in which polling districts are used in the field is such that the distribution between urban and rural and by the juror index 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. Of the 15,000 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, giving an effective Survey sample of about 7,500 households¹. 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 social class, household composition and geographical distribution, these partial non-respondents are usually similar to the fully participating households.

8. The fieldwork is organized 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. This 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 of constituencies is normally used nine times and the other eight times but owing to the suspension of fieldwork during the General Election campaign, the second set was used only seven times in 1964.

¹ See also paragraph 2 of Appendix A.

Information recorded by housewives

9. 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 any 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.

10. 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; these 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 alone¹, 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.

11. The Survey thus records the quantity of food entering the household, not the amount actually consumed: it cannot therefore provide frequency distributions of households classified according to levels of food consumption or nutrition. Averaged over a sufficiently large number of households, the average quantity obtained will, however, agree with the average quantity consumed (in the widest sense, including the quantity wasted or fed to pets) provided 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 is very unlikely over a longer period of time.

Nutritional Analysis of Survey Results

12. The energy value and nutrient content of the recorded quantities of food

¹ Cf. *Domestic Food Consumption and Expenditure: 1959*, paragraph 58. H.M.S.O., 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.

are evaluated using tables of food composition¹ which make automatic allowance for the presence of inedible material such as bones, the skins of fruits and vegetables and the outside leaves of such vegetables as cabbage¹, but not for losses of edible material. Of necessity, the Survey classification of foods must be confined to some 130 categories, to almost all of which separate nutrient conversion factors are applied. These are specially compiled for use in the National Food Survey and are, so far as possible, modified annually to keep them up-to-date. With so limited a number of categories the nutrient analysis for many of them must be weighted according to the best information available, to take account, for example, of the various cuts of meat, measured together as "carcase meat—mutton and lamb". In addition to making allowance for inedible waste, allowance is also made in the conversion factors for seasonal changes in the energy and nutrient content of certain foods, and for losses of vitamin C and thiamine in cooking; thiamine is reduced by 15 per cent, the vitamin C contributions from green vegetables are reduced by 75 per cent, and those from other vegetables by 50 per cent.

13. Before 1960 the energy value and nutrient content of the diet were based in the main on data published in *Nutritive Values of Wartime Foods*², in which publication the values given for carbohydrates were based on direct chemical estimations of "available carbohydrate" and were expressed as starch, and the calorie value of protein, fat and carbohydrate was calculated by using the factors 4, 9 and 4 kcal. per g. respectively. This method of calculation resulted in an underestimate of carbohydrate and a smaller underestimate of the calories from carbohydrate and hence of the calorie value of foods. In 1960 and subsequently most of the estimates of protein, fat and carbohydrate were, and are, based on those given in *The Composition of Foods*³: the major exceptions to this are that, as in all recent years, the nutritive value of flour and bread has been estimated from analyses of flour made by the Government Chemist, and that no changes have been made in the nutritive factors for meats. In this publication the values for carbohydrate are based on separate determinations of glucose, fructose, sucrose, dextrans and starch, their sum being expressed in terms of monosaccharides and given as "available carbohydrate", the calorie conversion factor being 3.75 kcal. per g. (the heat of combustion of glucose and other monosaccharides); the conversion factors used for protein and fat are respectively 4.1 and 9.3 kcal. per g. To make some allowance for losses in digestion and also to maintain as much conformity as possible with earlier National Food Survey results, while correcting for the previous underestimates of carbohydrate and calories from carbohydrate, the factors 4, 9 and 3.75 kcal. per g. have been used since 1960 in the National Food Survey for protein, fat and available carbohydrate respectively. The estimates for minerals and vitamins have not been revised, since it is desired to have a continuous series of data, and allowing for individual variation in composition between different samples of foods, they are not appreciably different from those given in *The Composition of Foods*.⁴

¹ Based largely on *The Composition of Foods* by R. A. McCance and E. M. Widdowson. Medical Research Council Special Report Series No. 297 (Third revised edition of Special Report No. 235). H.M.S.O., 1960.

² Data on inedible wastage are given, for example in *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum No. 14, H.M.S.O., 1945.

³ *Ibid.*

⁴ See footnote ¹ to paragraph 12 of this Appendix.

14. The estimates, thus obtained, of the energy value and nutrient content¹ of food obtained for consumption are then compared with estimates of nutritional requirements in order to assess the adequacy of the average diet, adjustments being made for meals taken outside the home (see paragraph 15), and on the assumption that 10 per cent² 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. The precision with which the adequacy can be estimated depends on the accuracy of the scales of allowances used, and the exactitude with which these can be applied. The log-book records the sex and age of members of the household, while information about the occupation of working members is also obtained by the interviewer. From this information an assessment of requirements of calories, protein, calcium, iron and some vitamins, using as a basis the recommendations of the Committee on Nutrition of the British Medical Association (1950) (Table 1), is made on the assumption that occupation determines activity. No adjustment is made, except in old age, for the decrease in activity of adults with increasing age, nor for variations in body weight. As the British Medical Association made no quantitative recommendations for the requirements of adults for vitamin D, no comparison can be made of the average consumption of this nutrient with estimated need.

15. 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". Before 1961 a "person" was defined as an individual (of any age, including infants) eating at least sixteen (of a possible twenty-eight) meals at home during the Survey week; in 1961 the definition was changed to include individuals eating at least half of their meals at home during the Survey week, the meals being weighted as in Table 2: any one eating fewer is a "visitor". In comparing the estimates of consumption with estimates of nutritional need, the nutrient requirements of 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 net balance of 1·00. When meals are eaten away from home³, the meal allowances in the table below (which were changed in January, 1960) are deducted from 1·00 to give a "net balance" of meals eaten at home by that person. Meals eaten by visitors are similarly weighted and are added to the household total, so that a visitor's meal cancels a corresponding meal taken out by a similar person. In 1960, the weight given to breakfast (which is usually taken at home) was reduced, while that for mid-day dinner, which is the meal most commonly taken

¹ The tables in the report exclude the contributions made by fish liver oil and vitamin tablets whether proprietary or welfare, to the nutritional evaluation of the diet (see paragraph 2), but the amounts of the contributions from welfare and cod liver oil and vitamin A and D tablets are recorded separately.

² 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 by all households, which under rationing was very close to the estimated requirements, has since 1954 been from 3 to 8 per cent above them, and no doubt wastage varies with the scarcity, or otherwise, of food.

³ Packed meals, such as sandwiches provided by the housewife for consumption away from home, are treated as if they had been eaten at home.

TABLE 1
*Nutrient Allowances (based on British Medical Association's
 Recommendations, 1950) used in the National Food Survey*

(per bead per day)

Category	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavine	Nicotinic acid	Vitamin C
	kcal.	g.	g.	mg.	i.u.	mg.	mg.	mg.	mg.
Man:									
Over 65 years	2,250	62	0.8	12	2,500	0.9	1.4	9	20
Sedentary	2,500	69	0.8	12	2,500	1.0	1.5	10	20
Moderately active	3,000	82	0.8	12	2,500	1.2	1.8	12	20
Active	3,500	96	0.8	12	2,500	1.4	2.1	14	20
Very active	4,250	117	0.8	12	2,500	1.7	2.6	17	20
Woman:									
Over 60 years	2,000	55	0.8	12	2,500	0.8	1.2	8	20
Sedentary	2,100	58	0.8	12	2,500	0.8	1.3	8	20
Moderately active	2,500	69	0.8	12	2,500	1.0	1.5	10	20
Active	3,000	82	0.8	12	2,500	1.2	1.8	12	20
Pregnancy, latter part	2,750	96	1.5	15	3,000	1.1	1.6	11	40
Child:									
Under 1 year	800	28	1.0	6	1,500	0.3	0.5	3	10
1-3 years	1,300	46	1.0	7	1,500	0.5	0.8	5	15
4-6 years	1,600	56	1.0	8	1,500	0.6	1.0	6	15
7-9 years	1,950	68	1.0	10	1,500	0.8	1.2	8	20
10-12 years	2,450	86	1.2	12	1,500	1.0	1.5	10	25
Boy:									
13-15 years	3,150	110	1.4	15	1,500	1.3	1.9	13	30
16-20 years	3,400	119	1.4	15	2,500	1.4	2.1	14	30
Girl:									
13-15 years	2,750	96	1.3	15	1,500	1.1	1.6	11	30
16-20 years	2,500	88	1.0	15	2,500	1.0	1.5	10	30

away from home, was increased: as a result, the net balance per person (including the net balance of visitors) was slightly lower in 1960 and subsequently than in preceding years¹. Nutritional requirements are calculated by reference to the net balance for each person and for each visitor.

TABLE 2
Weighting of Meals for the Calculation of Net Balance

	Up to and including 1959		1960 and subsequently	
	per day	per week	per day	per week
Breakfast04	.28	.02	.14
Dinner05	.35	.06	.42
Tea03	.21	.02	.14
Supper02	.14	.04	.28
	<i>Total</i>	.98 (say 1.00)	<i>Total</i>	.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.

16. The procedure adopted for comparing the estimates of the energy value and nutrient content of food obtained for consumption with estimates of nutritional requirements is as follows. For each type of household analysed, the recommended allowances given in Table 1 for each category of person are multiplied by the total net balance for that category; the products are summed over all categories and divided by the total number of persons in that household type, to give average requirements per person for the group of households. Nutrient consumptions (per person) less 10 per cent (see paragraph 14) are then expressed as percentages of these final values. 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 the nutritional needs is assumed to be met elsewhere.

Reconciliation of Nutritional Results

17. The energy requirements of the British population, calculated according to the recommendations of the British Medical Association, is about 2,400 kcal. per day at the physiological level if allowance is made for different degrees of activity in adults. As the total supplies of food available in recent years have been equivalent to more than 3,100 kcal. per head per day, this implies that wastage (including food fed to animals) is of the order of 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 calorie value of food supplies in F.A.O. Food Balance Sheets and calorie requirements according to F.A.O. recommendations. In this country the gap between the total supply and household consumption recorded by the Survey can be bridged; that between either of these estimates of food consumption and estimated physiological requirements cannot.²

¹ 0.96 in 1958 and 1959; 0.95 in 1960; 0.94 in 1961-64.

² See footnote ¹ to paragraph 1 of this appendix.

Reliability of Survey Results

18. Estimates of the coefficients of variation and percentage standard errors of Survey data were published in the Annual Report for 1960.¹ These estimates 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 will almost certainly be more than offset by the increase in variance caused by the use of several stages in the sample design, and therefore the percentage standard errors given for 1960 may be somewhat under-stated. Although standard errors have not been re-calculated for 1964, *approximate* estimates can be derived from the coefficients of variation for 1960, since the latter are independent of the diminution of the sample size, and will probably be almost unchanged over a short period (see also paragraph 19). For example, the coefficient of variation of average food expenditure in 1960 was 39, and division of this value by the square root of the number of households in the sample in 1964 (6,989) yields an estimated percentage standard error for the latter year of nearly 0·5 per cent, or about 2d.

19. Estimates of the coefficients of variation and of the percentage standard errors of average nutrient intake and adequacy *in the larger families* are given in Table 3. The percentage standard errors given in the table are in respect of a year's sample of 199, 299 and 506 households, respectively, in these three groups, and can be applied directly to the values given in Table 33. Thus in Table 33 the average calorie intake in families with three children was 2210 kcal. per person per day, which (from Table 3) has an estimated standard error of 1·3 per cent or 29 kcal. This may be interpreted as implying that in the absence of bias, the observed average of 2210 kcal. per person per day can safely be assumed to be within ± 3 standard errors (86 kcal) of the (unknown) true value. As explained in paragraph 18, to derive percentage standard errors for other sizes of sample, the coefficient of variation should be divided by the square root of the number of households in the sample. The estimates of the coefficients of variation in Table 3 are very close to those given for family households (i.e. households with one man, one woman and one or more children with or without adolescents) in the Annual Report for 1953.² It thus appears that, even over a period as long as eleven years, which included the transition from a controlled to a free market in food, the coefficients have undergone very little change.

¹ *Domestic Food Consumption and Expenditure: 1960*. Appendix A. H.M.S.O., 1962.

² *Domestic Food Consumption and Expenditure: 1953*, Appendix A, Table 6. H.M.S.O., 1955.

TABLE 3

*Energy Value and Nutrient Content of Food Consumption of Large Families:
Percentage Standard Errors and Coefficients of Variation of Estimates of Average
Consumption and Percentages of Allowances*

	Percentage standard error			Coefficient of variation		
	Households with 1 man 1 woman and			Households with 1 man 1 woman and		
	3 children	4 or more children	children and adoles- cents	3 children	4 or more children	children and adoles- cents
CONSUMPTION:						
Energy value	1.3	1.7	1.4	23	24	31
Total protein	1.2	1.7	1.2	21	23	27
Animal protein	1.3	1.6	1.2	23	23	28
Fat	1.4	1.7	1.6	25	24	35
Carbohydrate	1.6	2.0	1.6	27	28	36
Calcium	1.2	1.8	1.3	21	26	29
Iron	1.5	1.9	1.3	25	27	29
Vitamin A	2.4	3.2	2.0	42	46	48
Thiamine	1.5	1.9	1.4	26	27	32
Riboflavine	1.3	1.8	1.3	22	25	28
Nicotinic acid	1.6	1.9	1.4	29	27	31
Vitamin C	2.7	3.8	2.3	47	54	53
Vitamin D	3.5	3.9	2.9	60	54	64
PERCENTAGE OF ALLOWANCES:						
Energy value	1.3	1.5	1.0	22	21	23
Total protein	1.2	1.5	0.9	21	21	20
Calcium	1.2	1.8	1.1	20	25	24
Iron	1.4	1.7	1.0	25	24	22
Vitamin A	2.5	3.4	2.1	43	48	46
Thiamine	1.4	1.8	1.1	25	25	24
Riboflavine	1.4	1.9	1.1	24	27	24
Nicotinic acid	1.6	1.8	1.1	27	25	26
Vitamin C	2.7	4.1	2.3	47	58	52
PERCENTAGE OF ENERGY VALUE FROM:						
Protein	0.7	0.8	1.8	12	11	41
Fat	0.7	0.9	0.6	12	13	14
Carbohydrate	0.6	0.6	0.5	11	9	11
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PRO- TEIN						
	0.7	1.0	0.6	13	13	14

SUPPLEMENT

Provisional Estimates of Consumption, Expenditure and Prices for 1965

1. Certain summary data from the Survey for 1965 were published in the *Monthly Digest of Statistics* for February, 1966. Further provisional results, for the full Survey classification of foods, are given in Tables 2 to 4. These estimates were derived from an effective sample of 7,782 households in 1965.

2. The provisional estimates of average weekly expenditure and value of free food per person for all households in 1965 are given in Table 1. The rise of 1s. 5d. (4·5 per cent) in average expenditure includes increases of 3d. for carcase meat, 3½d. for other meat, 1½d. for liquid milk and 1½d. for eggs. These increases were mainly attributable to higher prices. After deflation to take account of price increases in 1965, the rise of 4·5 per cent in average food expenditure represents a gain in real value of 0·8 per cent. However, if the estimate of expenditure in 1964 is adjusted on the lines suggested in paragraph 14 of the Report, the real value of food purchases in 1965 appears to have been almost the same as in the two previous years (see paragraph 5 of the Report), although because of the decrease in the quantity of free supplies, the average volume (in real terms) of food obtained for consumption appears to have fallen by about 0·3 per cent in 1965.

TABLE 1

*Household Food Expenditure, Value of Free Food and
Total Value of Food obtained for Household Consumption,
1964 and 1965*

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1964	1965	Per-centage change	1964	1965	1964	1965	Per-centage change
	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	
1st Quarter .	32 2	33 3	+3·5	8	7	32 10	33 10	+3·1
2nd Quarter .	34 1	35 0	+2·7	10	9	34 10	35 9	+2·6
3rd Quarter .	32 10	34 8	+5·5	1 7	1 3	34 5	35 10	+4·2
4th Quarter .	32 10	34 11	+6·3	11	11	33 9	35 10	+6·3
Yearly average	33 0	34 5	+4·5	1 0	10	33 11	35 4	+4·1

3. Average household consumption of liquid milk remained in 1965 at the level of 4·85 pints per person per week, to which it had fallen in 1964. The consumption of cream and natural cheese continued to increase, but purchases of processed cheese reverted to the level found in 1961–1963.

4. The continued shortage of beef was reflected in higher prices in 1965, and consumption fell to 8·1 oz. per person per week compared with 8·5 oz. in 1964. Purchases of mutton and lamb also fell (from 6·3 oz. to 5·9 oz.) but consumption of pork increased by almost half an ounce per person per week over the aberrantly low value recorded in 1964 to 2·8 oz. Consumption of bacon and ham was well maintained and purchases of poultry, stimulated by a fall of 5 per cent in the average price, rose by three-quarters of an ounce per person per week to 3·3 oz. The total consumption of meat and meat products thus showed a slight increase over that in 1964 (37·6 oz. compared with 37·2 oz.). The consumption of white fish was well maintained at 3·2 oz. but consumption of fat fish fell from 0·70 oz. to 0·59 oz.

5. Although egg prices were rising rapidly in the latter half of 1965, demand exhibited its usual inelasticity, so that average purchases over the year (and indeed, in the final quarter) were very slightly higher than a year previously. Butter prices were falling towards the end of 1965, and consumption rose slightly, but this was more than offset by a decline in purchases of margarine in face of higher real prices.

6. The consumption of sugar and preserves was well maintained in 1965, and total consumption of vegetables and fruit was virtually unchanged. The demand for bread continued to contract, average consumption falling from 42·0 oz. per person per week in 1964 to 40·6 oz. in 1965; the decrease was almost entirely in consumption of large white loaves, purchases of most other types of bread increasing slightly.

7. Despite a further fall in average prices, purchases of tea fell slightly, confirming the weakening of demand observed in 1964. On the other hand purchases of instant coffee and branded food drinks increased. Consumption of canned soups rose by one-eighth to 3·0 oz. per person per week, while purchases of dehydrated soups were maintained at 0·08 oz. product weight.

TABLE 2

Domestic Food Expenditure, 1965: All Households

(pence per person per week)

	1st Quarter (Jan.- March)	2nd Quarter (April- June)	3rd Quarter (July- Sept.)	4th Quarter (Oct.- Dec.)	Yearly average	Percentage of all households purchasing each type of food during Survey week
MILK AND CREAM:						
Liquid milk						
Full price	35·24	35·13	36·41	36·70	35·87	95
Welfare	3·16	3·15	3·07	2·96	3·08	23
<i>Total Liquid Milk</i>	<i>38·40</i>	<i>38·28</i>	<i>39·48</i>	<i>39·66</i>	<i>38·95</i>	
Condensed milk						
Sweetened	0·19	0·19	0·19	0·17	0·18	2
Unsweetened	1·17	1·29	1·36	1·39	1·30	23
Dried milk						
National	0·06	0·05	0·08	0·08	0·07	...
Branded	0·92	0·76	0·89	0·83	0·85	3
Other milk	0·29	0·35	0·24	0·50	0·34	4
Cream	1·63	2·07	2·40	1·79	1·97	24
<i>Total Milk and Cream</i>	<i>42·66</i>	<i>42·99</i>	<i>44·65</i>	<i>44·41</i>	<i>43·66</i>	
CHEESE:						
Natural	7·36	7·52	7·93	8·26	7·77	70
Processed	1·26	1·43	1·31	1·28	1·32	20
<i>Total Cheese</i>	<i>8·63</i>	<i>8·95</i>	<i>9·24</i>	<i>9·53</i>	<i>9·09</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef	32·72	31·11	30·37	33·72	31·98	77
Veal	0·27	0·16	0·21	0·27	0·23	1
Mutton and lamb	17·53	17·91	18·04	17·80	17·82	57
Pork	9·73	8·35	8·95	10·04	9·27	35
<i>Total Carcase Meat</i>	<i>60·25</i>	<i>57·54</i>	<i>57·57</i>	<i>61·84</i>	<i>59·30</i>	
Other meat and meat products						
Corned meat	1·24	1·87	2·06	1·60	1·69	16
Bones	0·19	0·15	0·11	0·15	0·15	2
Bacon and ham, uncooked	17·27	18·53	17·70	17·36	17·72	84
Bacon and ham, cooked (including canned)	4·84	6·31	6·01	5·58	5·68	40
Cooked chicken	0·51	0·56	0·59	0·57	0·56	2
Other cooked meat (not canned)	2·95	3·54	3·47	3·14	3·28	31
Other canned meat	4·44	4·59	5·09	5·01	4·78	31
Liver	2·94	2·88	2·62	2·92	2·84	26
Offals (other than liver)	1·65	1·05	1·08	1·65	1·36	20
Poultry	8·24	9·28	8·81	8·46	8·70	22
Rabbit, game and other meat	0·51	0·14	0·22	0·42	0·32	1

TABLE 2—continued

(pence per person per week)

	1965					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
Other meat and meat products <i>contd.</i>						
Sausages, uncooked, pork	5·74	5·33	5·35	5·38	5·45	45
Sausages, uncooked, beef	3·16	2·78	3·16	3·30	3·10	27
Other meat products	6·59	6·50	6·61	7·29	6·75	59
Total Other Meat and Meat Products	60·27	63·50	62·88	62·84	62·38	
Total Meat and Meat Products	120·52	121·04	120·45	124·68	121·68	
FISH:						
White, filleted, fresh	4·49	4·32	4·00	4·12	4·23	28
White, filleted, quick-frozen	1·83	2·01	1·98	2·04	1·96	17
White, other, fresh	1·95	1·96	1·86	2·15	1·98	13
Herrings, fresh	0·17	0·20	0·26	0·21	0·21	3
Fat, fresh, other	0·27	0·39	0·47	0·19	0·33	2
White, processed	1·12	0·80	0·65	0·93	0·88	8
Fat, processed	0·80	0·57	0·65	0·79	0·70	8
Shell	0·33	0·38	0·31	0·31	0·33	3
Cooked	2·53	3·10	3·34	2·91	2·97	23
Salmon, canned	2·63	3·50	3·37	2·89	3·10	20
Canned, other	1·11	1·22	1·15	1·03	1·13	14
Fish products	0·71	0·67	0·78	0·74	0·72	13
Total Fish	17·93	19·13	18·82	18·31	18·54	
EGGS	16·86	15·95	17·99	20·69	17·87	96
FATS:						
Butter	16·96	16·79	16·82	17·10	16·92	88
Margarine	4·61	4·75	4·50	4·67	4·63	53
Lard and compound cooking fat	2·60	2·31	2·37	2·63	2·48	50
Suet	0·27	0·15	0·14	0·36	0·23	5
Dripping	0·20	0·15	0·18	0·21	0·18	4
Other fats, oils and creams	0·54	0·56	0·62	0·89	0·65	4
Total Fats	25·19	24·72	24·64	25·87	25·09	
SUGAR AND PRESERVES:						
Sugar	10·37	9·92	9·76	9·89	9·98	84
Jams, jellies and fruit curds	2·17	2·41	2·07	2·03	2·17	25
Marmalade	1·23	1·25	1·29	1·16	1·23	17
Syrup, treacle and honey	0·78	0·67	0·55	1·02	0·76	8
Total Sugar and Preserves	14·55	14·24	13·67	14·10	14·14	

TABLE 2—continued

(pence per person per week)

	1965					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
VEGETABLES:						
Old potatoes (1964 crop)						} (b)
Not pre-packed	9·00	5·28	0·10	—	3·60	
Pre-packed	2·35	1·20	0·02	—	0·89	
Old potatoes (1965 crop) (a)						
Not pre-packed	—	—	2·37	8·45	2·70	
Pre-packed	—	—	0·46	2·01	0·62	
New potatoes (a)						
Not pre-packed	0·55	8·17	6·86	—	3·90	
Pre-packed	—	0·09	0·47	—	0·14	
Chips	1·35	1·68	1·85	1·61	1·62	
Crisps	0·65	0·75	0·90	0·98	0·82	15
Total Potatoes	13·91	17·18	13·03	13·05	14·29	
Cabbages	1·48	2·51	1·41	1·18	1·64	34
Brussels sprouts	2·38	0·04	0·28	2·11	1·20	22
Brussels sprouts, quick-frozen	0·09	0·17	0·14	0·09	0·12	2
Cauliflower	1·24	2·43	1·42	1·49	1·64	26
Leafy salads	1·19	3·08	1·42	0·80	1·62	34
Peas, fresh	—	0·28	1·37	0·01	0·42	(b)
Peas, quick-frozen	1·60	2·07	1·08	1·48	1·56	19
Beans, fresh	0·01	0·12	1·74	0·24	0·53	(b)
Beans, quick-frozen	0·42	0·60	0·27	0·30	0·40	6
Other fresh green vegetables	0·09	0·14	0·04	0·07	0·08	2
Total Fresh Green Vegetables	8·50	11·44	9·17	7·78	9·21	
Carrots	1·43	1·23	1·16	1·24	1·26	40
Other root vegetables	1·09	0·55	0·63	1·11	0·84	27
Onions, shallots, etc.	1·71	1·75	1·44	1·71	1·65	44
Miscellaneous fresh vegetables	1·92	3·30	2·71	2·48	2·60	36
Dried pulses	0·66	0·53	0·46	0·63	0·57	12
Canned peas	2·60	2·53	2·09	2·29	2·38	40
Canned beans	2·91	2·72	2·98	2·87	2·87	46
Other canned vegetables	0·78	1·06	0·81	0·79	0·86	15
Vegetable products	0·78	0·84	0·60	0·59	0·70	11
Total Other Vegetables	13·89	14·50	12·90	13·71	13·73	
Total Vegetables	36·30	43·12	35·10	34·54	37·23	

(a) Potatoes from the 1965 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

(b) These foods were not available during certain months; the proportions of households purchasing such foods in each quarter is given in Table 2A below.

TABLE 2—continued
(pence per person per week)

	1965					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
FRUIT:						
Oranges	3·47	3·13	1·88	2·12	2·65	32
Other citrus fruit	1·17	1·04	0·83	1·21	1·06	16
Apples	5·36	6·63	5·32	5·61	5·73	54
Pears	0·56	0·70	0·71	0·92	0·72	10
Stone fruit	0·07	0·34	2·26	0·22	0·72	8
Soft fruit (including quick-frozen)	0·39	1·65	2·91	1·31	1·56	13
Bananas	2·81	3·66	3·71	3·39	3·39	44
Other fresh fruit	0·34	0·32	0·54	0·46	0·42	5
Tomatoes	3·17	9·44	8·77	4·47	6·46	61
<i>Total Fresh Fruit</i>	<i>17·33</i>	<i>26·90</i>	<i>26·93</i>	<i>19·71</i>	<i>22·71</i>	
Tomatoes, canned and bottled	0·92	0·85	0·64	0·74	0·79	13
Canned peaches, pears and pineapples	2·54	3·30	3·34	2·90	3·02	33
Other canned and bottled fruit	2·58	3·38	3·07	2·75	2·94	30
Dried vine fruit	0·77	0·79	0·83	1·57	0·99	11
Other dried fruit	0·31	0·26	0·25	0·51	0·33	4
Nuts and fruit and nut products	0·69	0·50	0·42	2·01	0·90	9
Fruit juices	1·26	1·24	1·30	1·28	1·27	10
Welfare orange juice	0·09	0·12	0·18	0·12	0·13	1
<i>Total Other Fruit and Fruit Products</i>	<i>9·16</i>	<i>10·44</i>	<i>10·03</i>	<i>11·89</i>	<i>10·37</i>	
<i>Total Fruit</i>	<i>26·49</i>	<i>37·34</i>	<i>36·96</i>	<i>31·60</i>	<i>33·08</i>	
CEREALS:						
Brown bread, unwrapped	1·12	1·11	1·19	1·33	1·19	20
Brown bread, wrapped	0·81	0·91	0·95	0·98	0·91	14
White bread, large loaves, unwrapped	4·44	4·18	4·21	4·37	4·30	30
White bread, large loaves, wrapped	11·95	12·50	12·76	11·67	12·22	57
White bread, small loaves, unwrapped	2·33	2·34	2·37	2·15	2·30	30
White bread, small loaves, wrapped	1·14	1·17	1·15	1·07	1·13	17
Wholewheat and wholemeal bread	0·47	0·49	0·42	0·46	0·46	7
Malt bread	0·23	0·29	0·25	0·24	0·25	5
Other bread	2·93	2·78	3·29	2·94	2·98	34
<i>Total Bread</i>	<i>25·42</i>	<i>25·78</i>	<i>26·59</i>	<i>25·22</i>	<i>25·75</i>	
Self-raising flour	2·07	2·00	1·94	2·21	2·06	31
Other flour	0·76	0·74	0·80	1·06	0·84	13
Buns, scones and teacakes	2·74	2·92	2·59	2·73	2·74	36
Cakes and pastries	10·33	11·77	11·71	10·83	11·16	67
Chocolate biscuits	2·80	3·17	3·14	3·42	3·13	31
Other biscuits	7·59	8·36	8·28	8·43	8·16	74
Puddings	1·64	1·48	1·40	1·75	1·57	24

TABLE 2—continued

(pence per person per week)

	1965					Percentage of all households purchasing each type of food during Survey week
	1st Quarter (Jan.—March)	2nd Quarter (April—June)	3rd Quarter (July—Sept.)	4th Quarter (Oct.—Dec.)	Yearly average	
CEREALS—contd.						
Oatmeal and oat products	1·17	0·65	0·69	1·21	0·93	13
Breakfast cereals	3·21	3·82	4·48	3·66	3·79	37
Rice	0·54	0·60	0·42	0·51	0·52	10
Cereals, flour base	1·08	1·08	1·19	1·13	1·12	18
Other cereals	0·94	1·10	1·17	1·03	1·06	20
<i>Total Cereals</i>	<i>60·29</i>	<i>63·46</i>	<i>64·41</i>	<i>63·18</i>	<i>62·83</i>	
BEVERAGES:						
Tea	12·32	12·13	11·78	12·08	12·08	83
Coffee, bean and ground	0·66	0·56	0·54	0·72	0·62	4
Coffee, powders and crystals	3·25	3·54	3·30	4·19	3·57	24
Coffee, essences	0·39	0·21	0·30	0·31	0·30	3
Cocoa and drinking chocolate	0·68	0·43	0·48	0·63	0·56	7
Branded food drinks	0·79	0·69	0·83	1·22	0·88	6
<i>Total Beverages</i>	<i>18·08</i>	<i>17·56</i>	<i>17·23</i>	<i>19·15</i>	<i>18·01</i>	
MISCELLANEOUS:						
Spreads and dressings	0·28	0·82	0·69	0·31	0·52	8
Soups, canned	3·53	2·32	2·70	3·51	3·02	34
Soups, dehydrated and powdered	0·58	0·47	0·46	0·61	0·53	6
Meat and vegetable extracts	1·67	1·35	1·35	1·82	1·55	18
Pickles and sauces	2·05	1·97	2·16	2·31	2·12	26
Table jellies, squares and crystals	0·50	0·86	0·85	0·58	0·70	16
Salt	0·38	0·27	0·32	0·39	0·34	11
Invalid and infant foods	0·85	0·75	0·97	0·86	0·86	7
Ice-cream (served as part of a meal)	0·50	1·23	1·41	0·70	0·96	11
Miscellaneous (expenditure only)	1·39	1·42	1·57	1·78	1·54	28
<i>Total Miscellaneous</i>	<i>11·73</i>	<i>11·46</i>	<i>12·47</i>	<i>12·87</i>	<i>12·14</i>	
TOTAL EXPENDITURE	399·25 (33s. 3d.)	420·01 (35s. 0d.)	415·66 (34s. 8d.)	418·96 (34s. 11d.)	413·47 (34s. 5d.)	

TABLE 2A

Percentage of All Households Purchasing Seasonal Types of Food During Survey Week, 1965

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
CREAM	22	26	28	22
BACON AND OTHER MEAT:				
Bacon and ham, cooked (including canned)	36	43	43	40
Sausages, uncooked, pork (a)	47	45	43	44
FISH:				
Herrings, fresh (a)	2	2	3	3
Fat, processed (a)	9	6	6	8
EGGS	96	94	95	96
VEGETABLES:				
Old potatoes (1964 crop)				
Not pre-packed	63	41	1	—
Pre-packed	19	11	...	—
Old potatoes (1965 crop) (b)				
Not pre-packed	—	—	20	61
Pre-packed	—	—	5	16
New potatoes (b)				
Not pre-packed	6	52	51	—
Pre-packed	—	1	4	—
Cabbages	30	45	31	27
Brussels sprouts	43	1	6	40
Brussels sprouts, quick-frozen	1	2	2	1
Cauliflower	18	35	26	26
Leafy salads	23	54	38	20
Peas, fresh	—	3	19	...
Peas, quick-frozen	20	24	14	19
Beans, fresh	2	24	4
Beans, quick-frozen	6	8	4	5
Carrots	48	34	34	43
Onions, shallots, etc.	46	45	41	45
Miscellaneous fresh vegetables (a)	25	44	39	30
Dried pulses	14	11	10	13
Canned peas	43	42	34	40
Canned beans	47	45	45	46
Other canned vegetables	13	18	14	13
FRUIT:				
Oranges	40	36	24	27
Other citrus fruit	19	15	13	16
Apples	53	57	52	53
Pears	8	9	10	14
Tomatoes	40	75	76	53
Tomatoes, canned and bottled	15	13	11	12
Dried vine fruit	11	10	11	15
Oatmeal and oat products	17	9	9	16
Breakfast cereals	33	38	42	36
Cocoa and drinking chocolate	8	6	6	7
Branded food drinks	6	5	6	9
Spreads and dressings	4	11	10	5
Soups, canned	40	26	30	39
Soups, dehydrated and powdered	8	5	5	7
Meat and vegetable extracts	21	17	16	19
Table jellies, squares and crystals	12	20	19	14
Ice-cream (served as part of a meal)	6	14	16	8

(a) Excluding purchases of quick-frozen foods.

(b) Potatoes from the 1965 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 3

Domestic Food Consumption and Purchases, 1965: All Households

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

	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
MILK AND CREAM:						
Liquid Milk						
Full price (pt.)	3·90	3·97	3·96	3·94	3·94	3·78
Welfare (pt.)	0·74	0·74	0·72	0·70	0·72	0·72
School (pt.)	0·22	0·18	0·13	0·22	0·19	—
<i>Total Liquid Milk</i>	<i>4·85</i>	<i>4·89</i>	<i>4·82</i>	<i>4·87</i>	<i>4·85</i>	<i>4·50</i>
Condensed milk						
Sweetened (eq. pt.)	0·02	0·02	0·02	0·02	0·02	0·02
Unsweetened (eq. pt.)	0·14	0·15	0·16	0·16	0·15	0·15
Dried Milk						
National (eq. pt.)	0·01	0·01	0·02	0·02	0·02	0·02
Branded (eq. pt.)	0·11	0·09	0·11	0·11	0·10	0·10
Other milk (pt.)	0·02	0·02	0·02	0·03	0·02	0·02
Cream (pt.)	0·02	0·03	0·04	0·03	0·03	0·03
<i>Total Milk and Cream (pt. or eq. pt.)</i>	<i>5·18</i>	<i>5·22</i>	<i>5·18</i>	<i>5·24</i>	<i>5·19</i>	<i>4·84</i>
CHEESE:						
Natural	2·71	2·76	2·91	2·99	2·84	2·84
Processed	0·36	0·40	0·35	0·34	0·36	0·36
<i>Total Cheese</i>	<i>3·07</i>	<i>3·16</i>	<i>3·25</i>	<i>3·33</i>	<i>3·20</i>	<i>3·20</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef	8·54	7·87	7·38	8·29	8·02	7·98
Veal	0·08	0·05	0·05	0·07	0·06	0·06
Mutton and lamb	5·93	5·87	5·97	5·81	5·90	5·88
Pork	2·92	2·51	2·76	3·01	2·80	2·79
<i>Total Carcase Meat</i>	<i>17·47</i>	<i>16·30</i>	<i>16·17</i>	<i>17·18</i>	<i>16·78</i>	<i>16·71</i>

TABLE 3—continued

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

	1965					
	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
MEAT AND MEAT PRODUCTS—contd.						
Other meat						
Corned meat	0·34	0·52	0·56	0·43	0·46	0·46
Bones	0·29	0·17	0·17	0·23	0·22	0·22
Bacon and ham, uncooked	5·32	5·78	5·37	5·24	5·43	5·41
Bacon and ham, cooked (including canned)	0·76	0·99	0·94	0·88	0·89	0·89
Cooked chicken	0·12	0·13	0·14	0·14	0·13	0·13
Other cooked meat (not canned)	0·60	0·74	0·76	0·64	0·68	0·68
Other canned meat	1·73	1·69	1·87	1·84	1·78	1·78
Liver	0·87	0·84	0·75	0·84	0·82	0·82
Offals (other than liver)	0·72	0·45	0·43	0·72	0·58	0·58
Poultry	3·27	3·45	3·38	3·44	3·38	3·28
Rabbit, game and other meat	0·19	0·07	0·08	0·15	0·12	0·10
Sausages, uncooked, pork	2·36	2·17	2·17	2·21	2·23	2·22
Sausages, uncooked, beef	1·57	1·34	1·50	1·57	1·50	1·49
Other meat products	2·63	2·54	2·51	2·73	2·60	2·60
<i>Total Other Meat and Meat Products</i>	20·76	20·91	20·63	21·04	20·82	20·66
<i>Total Meat and Meat Products</i>	38·23	37·21	36·80	38·22	37·60	37·37
FISH:						
White, filleted, fresh	1·61	1·49	1·44	1·49	1·51	1·50
White, filleted, quick-frozen	0·53	0·57	0·56	0·56	0·56	0·56
White, other, fresh	0·77	0·73	0·66	0·82	0·74	0·73
Herrings, fresh	0·14	0·14	0·18	0·16	0·16	0·16
Fat, fresh, other	0·10	0·09	0·16	0·07	0·10	0·10
White, processed	0·43	0·31	0·25	0·36	0·34	0·34
Fat, processed	0·38	0·27	0·30	0·37	0·33	0·33
Shell	0·06	0·06	0·05	0·06	0·06	0·06
Cooked	0·89	1·10	1·09	0·93	1·00	1·00
Salmon, canned	0·43	0·58	0·55	0·46	0·50	0·50
Canned, other	0·30	0·31	0·32	0·26	0·30	0·30
Fish products	0·18	0·16	0·20	0·19	0·18	0·18
<i>Total Fish</i>	5·79	5·81	5·76	5·72	5·78	5·76
EGGS (No.)	4·78	4·91	4·75	4·67	4·78	4·47

TABLE 3—continued

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

	1965					
	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
FATS:						
Butter	5·89	6·00	6·19	6·34	6·10	6·10
Margarine	3·07	3·10	2·96	3·04	3·04	3·04
Lard and compound cooking fat	2·26	1·99	1·99	2·22	2·12	2·11
Suet	0·15	0·08	0·07	0·19	0·12	0·12
Dripping	0·20	0·15	0·16	0·21	0·18	0·18
Other fats, oils and creams	0·26	0·23	0·31	0·40	0·30	0·30
Total Fats	11·82	11·55	11·69	12·39	11·86	11·85
SUGAR AND PRESERVES:						
Sugar	17·14	17·02	17·88	18·18	17·56	17·56
Jams, jellies and fruit curds	1·58	1·70	1·49	1·44	1·55	1·44
Marmalade	0·94	0·95	0·99	0·89	0·94	0·94
Syrup, treacle and honey	0·53	0·45	0·36	0·68	0·50	0·50
Total Sugar and Preserves	20·20	20·12	20·72	21·19	20·55	20·44
VEGETABLES:						
Old potatoes (1964 crop)						
Not pre-packed	46·17	25·63	0·53	—	18·08	16·73
Pre-packed	9·73	4·67	0·07	—	3·62	3·62
Old potatoes (1965 crop) (a)						
Not pre-packed	—	—	13·38	48·78	15·54	13·61
Pre-packed	—	—	2·06	8·74	2·70	2·70
New potatoes (a)						
Not pre-packed	0·90	16·58	33·59	—	12·77	11·20
Pre-packed	—	0·18	1·94	—	0·53	0·53
Chips	1·12	1·50	1·44	1·32	1·34	1·34
Crisps	0·16	0·19	0·22	0·24	0·20	0·20
Total Potatoes	58·08	48·75	53·24	59·07	54·78	49·92
Cabbages	3·81	6·00	5·05	4·54	4·85	3·70
Brussels sprouts	5·08	0·14	0·46	4·96	2·66	2·14
Brussels sprouts, quick-frozen	0·03	0·06	0·05	0·03	0·04	0·04
Cauliflower	1·50	3·99	2·70	2·82	2·75	2·46
Leafy salads	0·41	1·99	2·01	0·51	1·23	0·95
Peas, fresh	0·50	3·80	0·05	1·09	0·78
Peas, quick-frozen	0·72	0·94	0·49	0·67	0·70	0·70
Beans, fresh	0·04	0·31	4·96	0·86	1·54	0·72
Beans, quick-frozen	0·15	0·21	0·10	0·11	0·14	0·14
Other fresh green vegetables	0·13	0·51	0·15	0·08	0·22	0·08
Total Fresh Green Vegetables	11·86	14·64	19·77	14·64	15·22	11·71
Carrots	3·88	2·32	2·74	3·65	3·15	2·84
Other root vegetables	3·56	1·07	1·52	3·63	2·44	1·93
Onions, shallots, etc.	3·46	2·72	2·58	3·64	3·10	2·83
Miscellaneous fresh vegetables	0·82	1·85	2·37	1·83	1·72	1·56
Dried pulses	0·57	0·41	0·36	0·50	0·46	0·46
Canned peas	3·21	3·16	2·59	2·84	2·95	2·95

(a) Potatoes from the 1965 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 3—*continued*

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

	1965					
	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
VEGETABLES—<i>contd.</i>						
Canned beans	3·31	3·02	3·33	3·20	3·22	3·21
Other canned vegetables	0·72	0·95	0·74	0·73	0·78	0·78
Vegetable products	0·26	0·24	0·21	0·19	0·22	0·22
<i>Total Other Vegetables</i>	<i>19·79</i>	<i>15·74</i>	<i>16·44</i>	<i>20·22</i>	<i>18·04</i>	<i>16·78</i>
<i>Total Vegetables</i>	<i>89·73</i>	<i>79·13</i>	<i>89·45</i>	<i>93·93</i>	<i>88·04</i>	<i>78·41</i>
FRUIT:						
Fresh						
Oranges	4·47	3·68	2·10	2·46	3·18	3·18
Other citrus fruit	1·31	1·21	0·87	1·15	1·14	1·13
Apples	7·23	6·47	6·46	9·29	7·36	6·26
Pears	0·52	0·58	0·73	1·27	0·78	0·72
Stone fruit	0·03	0·22	1·75	0·20	0·55	0·52
Soft fruit (including quick- frozen)	0·20	1·07	2·81	1·07	1·29	0·93
Bananas	3·16	3·73	3·84	3·51	3·56	3·55
Other fresh fruit	0·33	1·75	1·15	0·49	0·93	0·49
Tomatoes	1·98	4·47	5·65	3·59	3·92	3·69
<i>Total Fresh Fruit</i>	<i>19·23</i>	<i>23·19</i>	<i>25·37</i>	<i>23·03</i>	<i>22·71</i>	<i>20·47</i>
Other fruit						
Tomatoes, canned and bottled	0·79	0·66	0·56	0·65	0·66	0·66
Canned peaches, pears and pineapples	2·22	2·89	2·93	2·54	2·64	2·64
Other canned and bottled fruit	2·09	2·70	2·31	2·03	2·28	2·16
Dried vine fruit	0·52	0·53	0·55	1·05	0·66	0·66
Other dried fruit	0·17	0·13	0·15	0·25	0·18	0·18
Nuts and fruit and nut products	0·27	0·20	0·16	0·74	0·34	0·34
Fruit juices	0·56	0·64	0·68	0·65	0·63	0·63
Welfare orange juice	0·03	0·04	0·06	0·04	0·04	0·04
<i>Total Other Fruit and Fruit Products</i>	<i>6·65</i>	<i>7·79</i>	<i>7·38</i>	<i>7·94</i>	<i>7·43</i>	<i>7·31</i>
<i>Total Fruit</i>	<i>25·88</i>	<i>30·98</i>	<i>32·75</i>	<i>30·97</i>	<i>30·14</i>	<i>27·78</i>
CEREALS:						
Brown bread, unwrapped	1·53	1·50	1·57	1·78	1·60	1·60
Brown bread, wrapped	1·12	1·26	1·27	1·31	1·24	1·24
White bread, large loaves, unwrapped	8·11	7·61	7·58	7·87	7·79	7·79
White bread, large loaves, wrapped	21·26	22·21	22·53	20·65	21·66	21·66
White bread, small loaves, unwrapped	3·39	3·38	3·41	3·04	3·30	3·30
White bread, small loaves, wrapped	1·59	1·60	1·57	1·46	1·56	1·56

TABLE 3—continued

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

	1965					
	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
CEREALS:—contd.						
Wholewheat and wholemeal bread	0·70	0·75	0·62	0·69	0·69	0·69
Malt bread	0·21	0·25	0·22	0·20	0·22	0·22
Other bread	2·54	2·38	2·71	2·48	2·53	2·52
Total Bread	40·45	40·93	41·49	39·49	40·60	40·58
Self-raising flour	4·36	4·22	4·08	4·69	4·34	4·34
Other flour	1·56	1·58	1·67	2·19	1·75	1·75
Buns, scones and teacakes	1·93	1·89	1·76	1·95	1·88	1·88
Cakes and pastries	4·52	5·06	5·08	4·73	4·85	4·84
Chocolate biscuits	1·00	1·07	1·06	1·15	1·07	1·07
Other biscuits	4·51	4·89	4·82	4·82	4·76	4·76
Puddings	1·64	1·50	1·52	1·63	1·57	1·57
Oatmeal and oat products	1·23	0·71	0·71	1·30	0·99	0·99
Breakfast cereals	1·69	1·97	2·33	1·89	1·97	1·97
Rice	0·58	0·65	0·46	0·56	0·56	0·56
Cereals, flour base	0·83	0·81	0·94	0·84	0·86	0·86
Other cereals	0·60	0·60	0·58	0·59	0·59	0·59
Total Cereals	64·88	65·88	66·49	65·83	65·79	65·76
BEVERAGES:						
Tea	2·68	2·62	2·54	2·59	2·61	2·61
Coffee, bean and ground	0·11	0·09	0·09	0·12	0·10	0·10
Coffee, powders and crystals	0·23	0·26	0·24	0·31	0·26	0·26
Coffee, essences	0·10	0·06	0·08	0·08	0·08	0·08
Cocoa and drinking chocolate	0·23	0·14	0·16	0·21	0·18	0·18
Branded food drinks	0·19	0·16	0·19	0·29	0·21	0·21
Total Beverages	3·54	3·32	3·31	3·60	3·44	3·44
MISCELLANEOUS:						
Spreads and dressings	0·11	0·34	0·28	0·12	0·21	0·21
Soups, canned	3·59	2·30	2·63	3·48	3·00	3·00
Soups, dehydrated and powdered	0·09	0·07	0·07	0·10	0·08	0·08
Meat and vegetable extracts	0·16	0·12	0·12	0·16	0·14	0·14
Pickles and sauces	1·12	1·07	1·16	1·26	1·15	1·14
Table jellies, squares and crystals (pt.)	0·06	0·10	0·10	0·07	0·08	0·08
Salt	0·97	0·71	0·80	1·01	0·87	0·87
Invalid and baby foods	0·35	0·30	0·38	0·34	0·34	0·34
Ice-cream (served as part of a meal)	0·28	0·67	0·81	0·39	0·54	0·54

TABLE 4

Domestic Food Prices, 1965: All Households

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	9·3	9·3	9·6	9·8	9·5
Welfare	4·3	4·3	4·3	4·3	4·3
<i>Total Liquid Milk Purchased</i>	8·5	8·5	8·8	8·9	8·6
Condensed milk					
Sweetened	10·3	9·7	10·0	9·9	10·0
Unsweetened	8·5	8·4	8·5	8·4	8·4
Dried milk					
National	4·2	5·1	4·4	4·4	4·5
Branded	8·5	8·4	8·2	8·0	8·3
Other milk	15·7	16·4	15·1	14·9	15·5
Cream	70·8	66·8	68·0	67·5	68·1
CHEESE:					
Natural	43·5	43·6	43·6	44·2	43·7
Processed	56·6	57·0	60·7	60·7	58·5
MEAT AND MEAT PRODUCTS:					
Carcase meat	55·4	56·9	57·2	57·6	56·7
Beef	61·7	63·9	65·9	65·2	64·0
Veal	54·2	58·1	67·6	62·2	59·6
Mutton and lamb	47·4	49·0	48·5	49·0	48·4
Pork	53·4	53·3	52·5	53·3	53·1
Other meat					
Corned meat	58·4	57·0	58·3	60·3	58·3
Bones	10·9	13·8	10·9	10·5	11·4
Bacon and ham, uncooked	52·1	51·6	53·0	53·1	52·4
Bacon and ham, cooked (including canned)	102·8	102·4	102·0	101·9	102·3
Cooked chicken	68·6	70·3	67·0	65·6	67·9
Other cooked meat (not canned)	79·1	76·2	73·2	79·2	76·7
Other canned meat	40·9	43·4	43·6	43·5	42·8
Liver	54·2	54·9	56·0	55·9	55·2
Offals (other than liver)	36·7	37·3	40·8	36·6	37·5
Poultry	41·4	44·2	42·5	41·7	42·5
Rabbit, game and other meat	50·0	47·0	46·3	55·7	50·4
Sausages, uncooked, pork	38·9	39·4	39·5	39·0	39·2
Sausages, uncooked, beef	32·3	33·1	33·6	33·7	33·1
Other meat products	40·1	41·0	42·2	42·6	41·4
FISH:					
White, filleted, fresh	44·7	46·7	44·4	44·4	45·1
White, filleted, quick-frozen	55·4	56·0	56·8	58·1	56·5
White, other, fresh	41·9	43·3	45·1	42·7	43·2
Herrings, fresh	20·0	22·0	22·6	20·8	21·4
Fat, fresh, other	45·1	70·4	50·4	42·2	52·3
White, processed	42·1	42·0	42·3	41·3	41·9
Fat, processed	33·3	34·6	35·0	34·4	34·2
Shell	86·9	109·8	104·4	80·4	95·0
Cooked	45·9	45·5	49·2	50·3	47·5
Salmon, canned	98·9	96·1	98·5	101·1	98·4
Canned, other	59·6	62·6	57·0	63·7	60·5
Fish products	64·6	66·0	63·3	63·2	64·3
EGGS					
	3·8	3·5	4·0	4·7	4·0

TABLE 4—continued

	Average prices paid (a) in 1965				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FATS:					
Butter	46.1	44.8	43.5	43.3	44.5
Margarine	24.1	24.6	24.4	24.6	24.4
Lard and compound cooking fat	18.5	18.6	19.1	19.0	18.8
Suet	30.0	31.4	32.6	30.9	30.9
Dripping	16.3	16.1	17.7	16.3	16.6
Other fats, oils and creams	33.9	38.7	31.9	35.5	34.9
SUGAR AND PRESERVES:					
Sugar	9.7	9.3	8.7	8.7	9.1
Jams, jellies and fruit curds	23.8	24.1	24.2	24.8	24.2
Marmalade	20.9	20.9	20.9	21.0	20.9
Syrup, treacle and honey	23.9	23.7	24.7	24.3	24.1
VEGETABLES:					
Old potatoes (1964 crop)					
Not pre-packed	3.4	3.5	3.6	—	3.4
Pre-packed	3.9	4.1	4.8	—	4.0
Old potatoes (1965 crop) (b)					
Not pre-packed	—	—	3.3	3.2	3.2
Pre-packed	—	—	3.6	3.7	3.7
New potatoes (b)					
Not pre-packed	9.8	8.2	3.9	—	5.7
Pre-packed	—	7.8	3.9	—	4.3
Chips	19.3	18.0	20.6	19.5	19.3
Crisps	63.8	62.8	65.6	64.9	64.3
Cabbages	7.3	8.0	6.4	6.3	7.2
Brussels sprouts	9.6	9.2	10.1	8.3	9.1
Brussels sprouts, quick-frozen	46.4	46.2	45.7	46.6	46.2
Cauliflower	13.6	11.0	9.7	9.5	10.8
Leafy salads	46.5	29.8	17.5	28.2	27.6
Peas, fresh	—	10.1	8.3	11.8	8.6
Peas, quick-frozen	35.4	35.4	35.0	35.2	35.3
Beans, fresh	21.2	10.6	11.9	11.5	11.8
Beans, quick-frozen	45.9	45.6	43.6	45.7	45.4
Other fresh green vegetables	17.7	13.6	22.3	24.9	16.8
Carrots	6.3	8.8	8.2	6.2	7.2
Other root vegetables	5.8	9.6	9.8	6.4	7.0
Onions, shallots, etc.	8.8	10.8	9.9	8.3	9.4
Miscellaneous fresh vegetables	38.4	30.2	20.9	24.4	27.0
Dried pulses	18.5	20.7	20.6	20.2	19.8
Canned peas	13.0	12.8	13.0	12.9	12.9
Canned beans	14.1	14.4	14.3	14.4	14.3
Other canned vegetables	17.4	17.8	17.5	17.3	17.5
Vegetable products	48.9	56.9	46.5	48.8	50.6
FRUIT:					
Fresh					
Oranges	12.4	13.6	14.3	13.8	13.3
Other citrus fruit	14.4	13.8	15.3	16.9	14.9
Apples	13.7	16.9	15.6	12.7	14.7
Pears	17.3	19.4	17.6	13.2	16.4
Stone fruit	33.8	24.7	21.9	18.3	22.1
Soft fruit (including quick-frozen)	32.0	35.0	25.1	22.8	27.2
Bananas	14.3	15.7	15.5	15.5	15.2
Other fresh fruit	16.8	11.4	11.9	15.8	13.5
Tomatoes	25.7	33.9	27.1	22.6	28.3

(b) Potatoes from the 1965 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 4—continued

	Average prices paid (a) in 1965				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FRUIT:—contd.					
Other fruit					
Tomatoes, canned and bottled	18·8	20·4	18·6	18·4	19·1
Canned peaches, pears and pineapples	18·3	18·3	18·2	18·4	18·3
Other canned and bottled fruit	21·2	21·5	22·2	22·5	21·8
Dried vine fruit	23·7	24·0	24·3	24·1	24·0
Other dried fruit	28·3	31·4	27·5	32·5	30·1
Nuts and fruit and nut products	40·2	39·5	42·7	43·4	42·0
Fruit juices	45·5	39·1	38·6	39·6	40·6
Welfare orange juice	60·0	60·0	60·0	60·0	60·0
CEREALS:					
Brown bread, unwrapped	11·7	11·9	12·0	11·9	11·9
Brown bread, wrapped	11·7	11·6	12·0	12·0	11·8
White bread, large loaves, unwrapped	8·8	8·8	8·9	8·9	8·8
White bread, large loaves, wrapped	9·0	9·0	9·1	9·0	9·0
White bread, small loaves, unwrapped	11·1	11·1	11·1	11·3	11·1
White bread, small loaves, wrapped	11·5	11·8	11·7	11·7	11·7
Wholewheat and wholemeal bread	10·7	10·4	10·9	10·8	10·7
Malt bread	17·8	18·8	18·4	18·7	18·5
Other bread	18·5	18·8	19·4	19·0	18·9
Self-raising flour	7·6	7·6	7·6	7·6	7·6
Other flour	7·8	7·5	7·7	7·7	7·7
Buns, scones and teacakes	22·9	24·8	23·6	22·4	23·4
Cakes and pastries	36·7	37·2	36·9	36·7	36·9
Chocolate biscuits	45·0	47·6	47·4	47·6	46·9
Other biscuits	26·9	27·4	27·5	28·0	27·4
Puddings	16·0	15·9	14·8	17·2	16·0
Oatmeal and oat products	15·1	14·6	15·6	14·9	15·0
Breakfast cereals	30·5	31·0	30·8	31·0	30·8
Rice	15·0	14·7	14·6	14·7	14·8
Cereals, flour base	20·8	21·4	20·2	21·5	21·0
Other cereals	25·1	29·4	32·7	28·0	28·7
BEVERAGES:					
Tea	73·5	74·2	74·1	74·6	74·1
Coffee, bean and ground	92·4	96·5	92·8	93·6	93·8
Coffee, powders and crystals	223·5	218·6	219·4	219·0	220·1
Coffee essences	59·6	61·0	60·8	60·5	60·4
Cocoa and drinking chocolate	47·6	48·8	48·7	48·4	48·3
Branded food drinks	68·4	69·7	69·8	67·5	68·7
MISCELLANEOUS:					
Spreads and dressings	40·5	39·0	39·9	41·6	39·8
Soups, canned	15·7	16·1	16·6	16·1	16·1
Soups, dehydrated and powdered	99·5	107·6	106·0	102·6	103·5
Meat and vegetable extracts	165·9	175·5	178·2	182·2	174·6
Pickles and sauces	29·6	29·4	29·9	30·0	29·7
Table jellies, squares and crystals	8·5	8·5	8·5	8·4	8·5
Salt	6·3	6·2	6·5	6·2	6·3
Invalid and baby foods	38·6	39·8	40·6	40·6	39·8
Ice-cream (served as part of a meal)	29·2	29·5	27·8	28·3	28·6

(a) Pence per lb. except pence per pint of milk and cream, pence per equivalent pint of condensed and dried milk, pence per pint of fruit juices, welfare orange juice and coffee essences, pence per shell egg and pence per pint of table jelly made from squares and crystals.

Glossary of Terms as used in the Survey

General Note. The Survey records domestic food purchases and food obtained "free" during one week (*see also* below). It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters and alcoholic drinks; proprietary brands of vitamin tablets or fish liver oil; food obtained specifically for consumption by domestic animals. These remarks apply to all the following definitions.

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

Person. An individual of any age who during the week of the Survey has at least half of his meals in the household ("at home"); for this purpose meals taken at different times of the day are weighted according to their relative importance (*see* Table 2 of Appendix F).

Age Groups. "Child" = under 15 years; "adolescent" = 15 to 20 years inclusive; "adult" = 21 years and over; "younger couples" = both adults under 55 years of age; "older couples" = one or both adults 55 years or over.

Conurbations. As defined by the Registrars-General. These are the largest contiguous urbanized areas in the country, which are, to a greater or lesser extent, focal points of economic and social activity.

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, 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.

Regions. As defined by the Registrar-General, except for London and the South-Eastern Region: *see* footnote (b) to Table 1 of Appendix A.

Social Class. Households are grouped into five social classes (A1, A2, B, C and D) 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 Class D. Agricultural workers are placed in Class C (even though the minimum weekly wage has sometimes been slightly less than the lower limit for that class), so as to keep

the occupational composition of Classes C and D1 as closely as possible the same as that in previous years. (See also Appendix A, Table 4).

Old Age Pensioner Households (O.A.P.) Households in which the head of the household is in receipt of a state retirement pension (contributory) or non-contributory old age pension (or pension of a widow over 60 years of age), such a pension forming the sole or the main source of the household income.

Classified households. Those households containing one adult of each sex.

Family households. Classified households including children or adolescents.

Unclassified households. Other households, viz. those containing only one adult, two of the same sex or more than two, with or without children or adolescents.

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, cooked and canned fish, quick-frozen peas and beans, canned vegetables, canned fruit, cakes, pastries, biscuits, breakfast cereals, cereal products, canned and dehydrated soups, puddings, and ice-cream bought to serve with a meal.

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

Free food. 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 paragraph 11, page 6)

Food obtained for consumption. Food purchases plus "free" food. The average consumption quantities may differ slightly from the sum of the components, owing to rounding.

Nutrients. In addition to the energy value of food expressed in terms of kilocalories, the food is evaluated in terms of the following nutrients:

Protein (animal and vegetable), fat, carbohydrate, calcium, iron, vitamin A, thiamine (vitamin B₁), riboflavine, nicotinic acid, vitamins C and D.

Separate figures for animal and vegetable protein are included: as a generalization, proteins of animal origin are of greater value than those of vegetable origin, and are often associated with sources of B vitamins, so that the proportion of animal protein is to some extent an indication of the nutritive value of the diet. All figures for vitamin A are in terms of the pre-formed vitamin; carotene is assumed to be utilized to the extent of one-third of pre-formed vitamin A.

Nutrient Conversion Factors. Quantities of nutrients available per unit weight of each of the some 130 categories into which foods are classified for Survey purposes. (See paragraphs 12 and 13 of Appendix F).

Nutritional Allowances (Table 1 of Appendix F). Estimates of requirements consistent with and based on recommendations of the Committee on Nutrition of the British Medical Association (1950). Calculated consumption of nutrients are compared with these allowances for each group of households identified in the Survey. (See paragraph 14 of Appendix F).

Net Balance. A measure of the proportion of meals a person consumes at home, different meals in the day receiving different weights, and visitors' meals cancelling meals eaten out by members of the household; used in relating nutrient consumption to requirements. (See paragraph 15 of Appendix F).

Index

(Numbers refer to paragraphs; App.—Appendix; Sup.—Supplement)

- Adolescents, *see* Household composition
 Allotment produce, *see* Gardens and allotments
 Apples 31
 Ascorbic acid, *see* Vitamin C
- Bacon 10, 23, 42, 43, 63, Sup.
 Beans 16, 18, 30
 Beef
 consumption 22, 60, App. E, Sup.
 by household composition, 56, 68
 by regions 42–43
 by social class 89
 prices 13, 22, 56
 supplies 8
 Beverages 56, Sup. (*see also* Tea and Coffee)
 Biscuits 34, 42, 89
 Board of Trade Journal 7
 Bread
 brown and wholemeal 33
 consumption 8, 33, 60, App. E, Sup.
 by household composition 55–56, 70–71
 by regions 42, 63
 by social class 49, 89
 prices 13, 33
 Breakfast cereals 16, 34
 British Medical Association—Committee on Nutrition, Recommended energy and nutrient allowances 59, 66–67, 72, 77, 82, App. E, App. F.
 Brussels sprouts 30
 Butter
 consumption 27, App. E, Sup.
 by household composition 56
 by regions 42
 by social class 89
 prices 27, 56, Sup.
 supplies 8
- Cabbage 8, 30
 Cakes and pastries 34, 42, 89
 Calcium (*see also* individual foods)
 content of the diet 9, App. E
 by household composition 67, 69–70, 78
 by regions 63, 78
 recommended allowances 72, 84, App. F
 Calories, *see* Energy value
 Canned foods (*see* individual foods)
 Carbohydrate
 content of the diet 8, 60
 by household composition 68
 by regions 63
 by social class 64
 energy value from 60, 61
 Carotene (*see* Vitamin A)
 Carrots 9, 30, App. E
- Catering establishments 6–7
 Cauliflower 30
 Cereals (*see also* Breakfast cereals and individual foods) 16, 63
 Cheese 9, 21, 50, 63, 64, 70, App. E, Sup.
 Children, *see* Household composition
 Christmas 10, 22
 Cod liver oil, *see* Fish liver oil
 Coefficients of variation 39, 53
 Coffee 36, 42, 43, 44, 50, 56, Sup.
 Consumption, value of, 10, 39, 49
 Confectionery 7
 Convenience foods (*see also* individual foods) 16–18
 Cooking fats 43
 Cooking losses 59
 Cream 16, 20, 56, Sup.
- Diet, nutritive value of (*see also* under individual nutrients) 9 contribution of different foods to, App. C
 Drinks (*see also* Beverages, Coffee and Tea) 7
- Earners, number per household, 52, App. A.
 Earnings 4
 Eggs
 consumption 26, 60, App. E., Sup.
 by household composition 56, 70–71
 by regions 43, 63,
 by social class 50, 64, 89
 expenditure 16, Sup.
 prices 10, 13, 26, 56, Sup.
 supplies 8–9, 26
- Elasticities of demand 6, 15, 22, 30, 31
 Elderly women 86, App. F.
 Energy value
 all households 60, App. E
 by household composition 67
 by regions 61
 by social class 64
 calories from carbohydrate, fat and protein 60, 61, 68, 76, 78
 of food supplies 9
 price of, indices 41, 49, 55
 recommended allowances (*see also* under British Medical Association) 60, 61, 67, App. F.
 Errors, standard, App. A, App. E, App. F
 Expenditure—Domestic food (general) 5 (*see also* individual foods and App. B)
 Expenditure, personal 4
- Family composition, family income and allowances, *see* Household composition
 Farm, free food from, 11

- Fat content of the diet 9, 60
 energy value from 60, 61
- Fats (*see also* Butter and Margarine) 27, 56
- Fieldwork of the Survey 10, 79, App. A, App. F.
- Fish, fresh, canned, cooked and processed consumption 25, App. E., Sup.
 by household composition 56
 by regions 63
 by social class 50
- filleted 25
- liver oil 11
- quick-frozen 25
- supplies 8
- Fisher Ideal price index 12
- Flour 8, 34, 42, 43, 60, 63, 70, 89
- Food and Agriculture Organization App. F.
- Food consumption levels 7-8
- Free food, self supplies (*see also* individual foods) 11
- Fruit (*see also* individual fruits)
 canned and bottled 32
- citrus 31
- consumption 31, App. E.
 by household composition 55-56
 by regions 43
 by social class 49, 64
- fresh 31, 55, 60
- juices 8, 18, 32
- supplies 8, 32
- vitamin C from, App. C.
- Gardens and allotments, food from, 11
- General Election 10, App. A
- Geographical differences, *see* Regional variations *and* individual foods
- Gifts of food 11, App. F
- Glucose App. F.
- Ham 23
- H. M. Forces 7
- Household composition
 adolescents 48, 51, 57
 analysis, classification, definition 51-52
 consumption by, 53-58
 effect of children on
 consumption 53
 expenditure 58
 nutrient content of diet 67-68
 expenditure 53
 family allowances 52
 family income 52, 79
 nutrient content of diets 67-68
 prices paid by, 54-55
 social class, distribution within 58, App. A
 expenditure 58
 nutrients and energy value 69-71
- Household size 14
- Ice-cream 7, 16, 18
- Income (*see also* Social Class)
 elasticities 6, 15
 family 52
 gross,
 of head of household 45-46
 of principal earner 45-46
 net, of family, 52
 personal disposable 4
- Index
 Fisher Ideal 12
 food expenditure 4, 15
 food prices 4, 15
 Laspeyres 40
 personal disposable income 4
 price of energy 41, 49, 55
 quantity (*see also* individual foods) 12
 Retail Prices (all items) 4, 88
- Iron content of the diet, 9, 63, 64, 68, 90, 93, App. E.
- Jam, *see* Preserves
- Kippers 25
- Lamb, *see* Mutton and lamb
- Larder stocks App. F
- Laspeyres price index 40
- Liver 63, App. E
- London (conurbation) 37-44
- Margarine
 consumption 27, App. E., Sup.
 by household composition 55-56
 by regions 42, 63
 by social class 50, 89
 price 27, Sup.
 vitamin A from, App. C
 vitamin D from, App. C
- McCance and Widdowson App. F
- Meals eaten away from home 7, App. F
- Meals served to visitors App. F
- Meat
 canned 8, 18, 22, 24
 carcass
 consumption 22
 by household composition 55-56, 70-71
 by regions 43, 63
 by social class 49-50, 64, 89
 expenditure 10, 49, Sup.
 pies 23
 prices 13
 supplies 8
 products 23
- Medical Research Council App. C, App. F.
- Milk
 calcium from, 63
 consumption 8, 19, App. E., Sup.
 by household composition, 67, 70
 by regions 43, 44, 63
 by social class 50, 64
 dried 56, 78

- evaporated 50
 price 13, 19, 57
 protein from, 63
 riboflavine from, 63
 school 11, 57
 welfare 11, 19, 57
 Monthly Digest of Statistics 2, Sup.
 Mutton and lamb 22, App. E., Sup.
- National Assistance 85
 National Research Council (U.S.A.) 90, App. E.
 Net balance App. F
 Nicotinic acid (niacin) (*see also* under individual foods)
 content of the diet 60, App. E
 by regions 63
 by social class 91
 recommended allowances 91, App. F.
 Nutrient content of the diet (*see also* individual nutrients) 9
 all households 60, App. C
 by household composition 67–68
 by regions 61–62
 by social class 64–66
- Oatmeal and oat products 34
 Old age pensioners (*see* Pensioner households and Social Class)
 Oranges 31, App. E
 Orange juice 11
- Packed meals 81
 Peas 16, 18, 30
 Pensioner households 48, 50, 52, 54, 58, 64, 85–93
 Pension rates 87
 Personal disposal income 4
 Pets 7
 Pickles 35
 Pork 8, 22, 42, 56, 63, App. E., Sup.
 Potatoes
 consumption 29, App. E
 by household composition 55–56, 71
 by social class 49
 expenditure 16
 prices 29
 supplies 29
 vitamin C from, 9
 Poultry
 consumption 8, 22, 42, 56, App. E., Sup.
 prices 22
 production 8, 22
 Preserves 28, 42, Sup.
 Price of energy, index *see* Energy value
 Prices (*see also* under individual foods) 5, 13, 40, 49, 54
 Protein (*see also* under individual foods)
 animal 9, 60, 63
 by household composition 68
 by regions 44, 63
 by social class, 64
 total 9, 60, App. E.
 by household composition 67, 68, 69–70
 by regions 61
 by social class 64
 energy value from, 60, 61, 64, 68, App. F.
 recommended allowances 72, 91
 Puddings 34
- Quantity index 12
 Quick-frozen foods 16, 18, 30
- Rationing 56
 Recommended allowances, *see* British Medical Association and individual nutrients
 Regional variations (*see also* individual foods)
 composition of the sample 37–38, App. A.
 consumption 42
 expenditure 39
 free supplies 39
 nutrient content 44, 61–63
 Registrars-General's population estimates App. A.
 Response rate App. A
 Retail Prices, Index of, 4, 88
 Riboflavine (*see also* individual foods)
 content of the diet 9, 60, App. E
 by household composition 69–70, 78
 by regions 63
 by social class 93
 recommended allowances 91, App. F
 Rice 34
- Sample, sampling 10, 38, App. A.
 Sauces 35
 Sausages 23, App. E
 Saving, personal 4
 School meals 79–84
 Scotland 37–44, 75–78
 Seasonal foods 16
 Seasonal variations in energy value App. E
 Ships' supplies 7
 Social class
 classification 45–46
 composition of the sample 46–47, App. A.
 consumption 50
 expenditure 48–50
 free food 49
 household composition within (*see also* Household Composition) 58
 nutrient content of diet 64–66
 old age pensioners 48, 50, 52, 54, 58, 64, 85–93
 prices paid by, 49
 Soups 16, 35, Sup.
 Standard errors App. A, App. E, App. F.
 Suet and dripping 43
 Sugar, syrup and treacle 13, 28, 63, Sup.
 Supplies moving into consumption 7–8

- Sweets 7
Syrup, *see* Sugar
- Tea 36, 42, 43, 44, 50, 56, Sup.
- Thiamine (vitamin B1)
content of the diet App. E.
by household composition 78
by regions 63
by social class 65
cooking losses 59, App. F
recommended allowances 91, App. F
- Tomatoes 8, 31-32, App. E.
- Value of consumption 10, 39, 49
- Vegetables (other than potatoes) (*see also*
individual vegetables)
canned and dried 16, 30
consumption 30, 60
by household composition 55-56
by regions 43
by social class 50
supplies 8
prices 10, 13
quick-frozen 16, 18, 30
root 30
supplies 8
vitamin C from, App. C.
- Visitors App. F
- Vitamin A
content of the diet 9, App. E.
by regions 63
by social class 65, 93
recommended allowances 84, App. F
- Vitamin A and D tablets 11
- Vitamin B1 (*see* Thiamine)
- Vitamin C (ascorbic acid)
content of the diet 9, App. E.
by household composition 68, 78
by regions 63
by social class 64
cooking losses 59, App. F
recommended allowances App. F
- Vitamin D
content of the diet App. E.
by household composition 78
by regions 63
- Wage rates 4
- Wales 37-44, 75
- Waste, allowances for, 59, App. F
- Welfare foods, *see* Milk, Fish liver oil, Fruit
juices, *and* Vitamin tablets
- Widdowson, Dr. E. M., *see* McCance and
Widdowson
- Widows 48, 85

Printed in England for Her Majesty's Stationery Office
by Elliott Bros. and Yeoman Ltd., Speke, Liverpool

M104652 Dd. 127031 K16 10/66 Gp. 474