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MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1977

Annual Report of the
National Food Survey Committee

HER MAJESTY THE QUEEN

MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1977

Annual Report of the
National Food Survey Committee

LONDON
HER MAJESTY'S STATIONERY OFFICE

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First published 1978

ISBN 0 11 241165 7

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NOTE

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 Applications for unpublished analyses should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex HA5 2DT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

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I Introduction

Household Food Consumption and Expenditure: 1977

I Introduction

1 This is the second of the Committee's Annual Reports to be issued with a shorter text than usual in order to reduce the time-interval between compilation of the results of the National Food Survey and their publication. The Report contains the full range of tables necessary to up-date to the end of 1977 material regularly presented in previous Reports, and briefly reviews changes in that year. It is proposed to continue issuing Annual Reports in this form in four years out of every five, but in every fifth year, commencing with the Report for 1980, the intention is to issue a longer Report reviewing changes over the previous quinquennium.

2 **Personal income, expenditure and retail prices in the United Kingdom.** The rate of inflation, as measured by the General Index of Retail Prices, started to rise again at the beginning of 1977 and continued to rise throughout the first half of the year, but thereafter it fell continuously. Averaged over the whole year, the general level of retail prices was nearly 16 per cent higher than in the previous year, while an enquiry by the Department of Employment into average weekly earnings indicates that these rose by about $8\frac{1}{2}$ per cent. Provisional data from the national accounts, however, indicate that personal disposable income per head may have fallen in real terms by only about $1\frac{1}{2}$ per cent. Some provisional estimates of consumers' expenditure *per head* as derived from the national accounts are given in Table 1: for food and for total expenditure they show decreases of about 1 per cent in real terms compared with the previous year. These estimates are given as a background against which to review the results of the National Food Survey which are presented in the following pages.

II National Food Survey Results, 1977

II National Food Survey Results, 1977

3 The National Food Survey data for 1977 have been derived from records provided by a sample of 7,696 private households in Great Britain (ie England, Wales and Scotland). Only food which enters into the household food supply and which is intended for human consumption is covered, and the Survey excludes such items as soft drinks,¹ alcoholic drinks and chocolate and sugar confectionery which are often purchased by members of the family without coming to the notice of the housewife or other person who keeps the record. The fieldwork of the Survey is carried on continuously throughout the year except for breaks at Christmas and during general election campaigns. The year's fieldwork commenced on Monday 3rd January 1977 and continued until Friday 23rd December 1977. Details of the sample and of the sampling procedure are given in Appendix A. A glossary of terms used in the tables and text appears at the end of the Report.

National Averages—Great Britain

(Tables 2–9 and Appendix B)

4 **Average levels of household food consumption, expenditure and prices.** Expenditure on food for consumption in the home in 1977 averaged £5.10 per person per week and was 15.7 per cent greater than in the previous year. Thus, for the second year in succession the percentage increase in average expenditure on food declined. The rate of increase in food prices also continued to decline, although not quite so much as that in food expenditure, and therefore the estimated real value of food purchases per head fell by 0.6 per cent compared with a fall of 1.0 per cent in the previous year. The slight fall in real value in 1977 was due principally to decreases in purchases of liquid milk and some convenience foods, particularly instant coffee, but these decreases were partially offset by increased purchases of several other foods, notably beef, pork and potatoes. Much of the remainder of the decrease in purchases of convenience foods was no more than a reversion to more normal levels of consumption of processed vegetables in the second half of the year; previously their consumption had been abnormally high because consumers had resorted to them when potatoes and other fresh vegetables had been in short supply owing to lack of rainfall during the 1976 growing season.

5 The further run-down of food subsidies in 1977 contributed to an increase of 30 per cent in the Survey price index for subsidised foods (despite the new butter subsidy from EEC funds) compared with an increase of only 13 per cent in the price index for all other foods. This resulted in some cut-back in demand for subsidised foods while the index of real value for other foods increased slightly.

6 *Milk and cream.* Household consumption of liquid milk continued to decline in 1977 and averaged over the year as a whole it amounted to 4.54 pints per person per week compared with 4.71 pints in the previous year and 4.76 pints in 1975. The decline in 1977, however, appears to have been rather greater than might have been expected to result from the increases in the price of standard grade milk from 9½p to 10½p per pint on 1st January and to 11½p

¹Exceptionally and experimentally, soft drinks bought for the household supply have been recorded since 1975 but not included in the standard tables. They are excluded from all the estimates and tables in this Report except Table 28.

on 22nd May. There was a further small increase in consumption of instant milk but purchases of condensed milk and other dried milk declined slightly. Consumption of yoghurt and cream was fully maintained.

7 *Cheese.* Despite the withdrawal of the cheese subsidy on 17th July, and the rise in the real price, average consumption of cheese was fully maintained in 1977 at 3.80 oz per person per week.

8 *Carcase meat.* It is customary in these Reports to estimate average consumption as being equal to average quantities obtained for consumption ie average purchases plus any free supplies. Such estimates of average consumption may, in the short term, be only an approximation because households may have been building up their stocks of food (or depleting them) during their period of participation in the Survey. Such short-term changes in households' stocks have become more pronounced as ownership of deep-freezers¹ has become more common, and their effects are particularly noticeable in the case of carcass meat. This in itself does not affect the validity of the estimates of purchases plus free supplies, but only their interpretation as a measure of consumption. Because of this problem, the Survey has recorded throughout 1977 all quantities of *purchased food* placed in deep-freezers and all quantities of *purchased food* taken out of the freezer for consumption; the difference between these two measurements enables an estimate of consumption to be made which is not distorted by changes in freezer stocks of such food. For beef, the annual average thus derived is 7.91 oz per person per week compared with the 8.25 oz shown in Table 6; for lamb, the average is 3.84 oz compared with 3.97 oz, and for pork 3.20 oz compared with 3.32 oz, giving a total for carcass meat of 14.95 oz compared with 15.53 oz. Most of the difference between the two estimates for beef accrued in the fourth quarter of the year and seems to have been due partly to a build-up of freezer stocks in that quarter and partly to sampling variation in the estimate of purchases (but not in the estimates adjusted for changes in freezer stocks). The estimates of purchases are subject to a greater degree of sampling variation than hitherto because of the increase in the practice by freezer owners of buying and storing these commodities in bulk. Indeed, the estimate of average purchases of beef in the fourth quarter of 1977 appears to be an over-estimate due to inclusion in the Survey of a slightly greater proportion of purchases of sides and quarters of beef than can reasonably be assumed for the population as a whole. Taking all the above factors into account, it seems that average consumption of beef and of pork increased a little in 1977, while consumption of lamb continued its long-established downward trend and fell to the lowest level recorded since 1951.

9 *Poultry and other meat.* The average price of bacon and ham declined in real terms in 1977 and average consumption made some recovery, reaching 4.34 oz per person per week compared with approximately 4.0 oz in the two previous years. Consumption of frozen convenience meats and of poultry continued their upward trends, reaching record high levels of respectively 1.19 oz and 6.17 oz (0.21 oz cooked poultry, 4.00 oz broiler chicken and 1.96 oz other poultry). Purchases of corned meat again increased while those of other cooked or canned meats declined and those of sausages and other meat products were well-maintained.

¹See Table 10 of Appendix A.

10 Fish. Average consumption of fish fell to a new low level of 4.13 oz in 1977, the decrease being mainly in fresh white fish and cooked fish. Purchases of frozen convenience fish products were fully maintained at the high level of 0.8 oz reached in the previous year.

11 Eggs. Average consumption of eggs continued to decline in 1977 despite the further fall in their average price in real terms.

12 Fats. Average consumption of butter was falling during the first half of 1977, but it made a partial (and temporary) recovery in the second half of the year following the introduction of the EEC subsidy on 1st May. Nevertheless, averaged over the whole year consumption was estimated to be 4.70 oz per person per week compared with 5.16 oz in the previous year and 5.63 oz in 1975. Practically the whole of the decrease was offset by increased purchases of soft margarine, consumption of which averaged 1.10 oz in 1975, 1.58 oz in 1976 and 1.93 oz in 1977; corresponding averages for other margarine were respectively 1.50 oz, 1.48 oz and 1.55 oz. There were no significant changes in consumption of other fats.

13 Sugar and preserves. There was no significant change in average consumption of sugar in 1977 although its average price was rising at a slower rate than the rate of inflation. Consumption of preserves remained steady at 2.36 oz per person per week.

14 Potatoes. Potatoes continued to be in short supply during the early months of 1977, but following the arrival of the new season's main crop of potatoes consumption reverted to more normal levels in the second half of the year. However, memories of the shortages of 1975 and 1976 encouraged garden and allotment production of potatoes to such an extent in 1977 that such supplies depressed the demand for the commercial crop to a lower level than would otherwise have been the case; this may explain why real prices in the second half of the year were lower not only than in the period of shortage but also lower than normal for that time of the year. With the improvement in supplies of potatoes household purchases of chips, instant potato, and canned potatoes all declined.

15 Other vegetables. Supplies of fresh greens and other fresh vegetables also were generally well below average in the first half of 1977, owing to the adverse weather conditions during the growing season, but improved in the second half of the year so that the averages for the entire year were rather higher than for each of the two previous years. Levels of consumption of fresh beans, carrots and onions were especially high, largely because of increased garden and allotment produce. In the first half of the year household purchases of most processed vegetables increased but they were displaced in the second half of the year by the increased supplies of fresh vegetables.

16 Fruit. Average consumption of fresh fruit fell from 18.31 oz per person per week in 1976 to 17.50 oz in 1977 principally because the poor crop of apples resulted in their consumption falling from 7.44 oz to 6.46 oz, the lowest level since 1968. Consumption of canned fruit and of dried fruit also declined but purchases of fruit juices continued their upward trend.

17 Bread. Purchases of bread again declined and reached a new low annual average of 32.7 oz per person per week. Some of the decrease was due to price increases and the reduction in the subsidy in January followed by its removal in July, while disputes in the industry resulted in a loss of production in September and December.

18 Flour, flour confectionery and other cereal foods. Purchases of flour increased further in 1977 when they averaged 6.46 oz per person per week, the highest annual average since 1963. Purchases of buns, scones and teacakes as well as those of biscuits remained steady at respectively 1.07 oz and 5.62 oz per person per week, but purchases of cakes and pastries continued their downward trend and reached a new low level of 2.80 oz. Ready-to-eat breakfast cereals continued to gain favour over oatmeal and oat products, and purchases of canned milk puddings and of other puddings again declined slightly, while purchases of rice once more increased and there were also small increases in purchases of frozen and other convenience cereal foods.

19 Beverages. The average prices of tea and of instant coffee continued to rise at a rapid rate throughout most of 1977 owing to the international supply and demand situation. Although in the fourth quarter of the year the average price of tea fell a little to 113p per lb compared with 63p per lb in the fourth quarter of 1976, that of instant coffee only levelled off at 435p per lb compared with 214p per lb. Household purchases of tea in the first quarter of the year were stimulated by the knowledge that further price increases were to follow, but averaged over the year as a whole they nevertheless amounted to only 2.07 oz per person per week, the lowest annual average since rationing. Purchases of instant coffee fell relatively more than those of tea, the decrease being from 0.51 oz in 1976 to 0.36 oz in 1977, the lowest annual average since 1968. There were modest increases in consumption of cocoa and drinking chocolate and of branded food drinks.

20 Miscellaneous foods. The principal changes in this group of foods in 1977 were the continued decrease in consumption of canned or bottled foods for babies, the decrease in consumption of canned soups, and the further increase in purchases of ice-cream bought to serve as part of a meal. Novel protein foods showed some further growth but consumption was still very small.

Geographical, Income Group and Family Composition Differences

21 Geographical differences (Tables 10 and 11). Two separate geographical analyses of National Food Survey data are made. The analysis according to region is in terms of the standard regions as defined in Table 1 of Appendix A to this Report except that the very small sample from East Anglia has been combined with the sample from the South East region. The analysis according to type of area distinguishes six categories:— (i) Greater London, (ii) the Metropolitan counties of England together with the central Clydeside conurbation, (iii)–(vi) four groups of areas classified according to electoral density. Further details are given in the Glossary.

22 The Survey is designed to be representative of Great Britain as a whole and practical considerations limit the number of localities which can be in-

cluded from each region in any one year¹. The localities selected in a single year from any one region may not therefore be fully representative of that region. The regional estimates given in Tables 10 and 11 should therefore be treated with some reserve. Moreover, direct comparisons with data for earlier years should be avoided for this reason and also because of the changes to regional boundaries. An indication of the variation which occurs from year to year may be obtained from the regional averages for each year from 1970 to 1975 which were shown in Table 17 of the Annual Report for 1975². Further details of the samples of responding households are given in Tables 2-5 of Appendix A.

23 Income group differences (Tables 12-14). The income groups³ in this analysis continue to be defined in terms of the gross weekly income of (in most cases) the head of the household, and the income ranges for each group are revised annually in order to allow for prospective inflation and changes in gross earnings during the following twelve months. This revision must take place in advance of the fieldwork for the year. Further details of the procedure were given in paragraph 53 of the Annual Report for 1975². The income ranges used in 1977 and the distribution of households in the effectively responding sample are shown below. Further details of the sample of households in each group are given in Tables 5, 6, 8 and 9 of Appendix A.

Income group	Gross weekly income of head of household (a)	Number of households	Percentage of households		
			in whole sample	in groups A1 to D	
				realised	target
<i>Households containing one or more earners:</i>					
A1 . . .	£160 or more	162	2.1	2.7	3
A2 . . .	£110 but less than £160	454	5.9	7.5	7
B . . .	£ 70 but less than £110	2,477	32.2	40.7	40
C . . .	£ 40 but less than £ 70	2,565	33.3	42.1	40
D . . .	Less than £40	428	5.6	7.0	10
<i>Total A to D</i> . . .		6,086	79.1	100	100
<i>Households without an earner:</i>					
E1 . . .	£40 or more	291	3.8		
E2 . . .	Less than £40	425	5.5		
Pensioner households (b)	n.a.	894	11.6		
<i>Total all households</i>		7,696	100		

(a) Or of the principal earner if the income of the head of the household was below £40 (the upper limit for group D). See "Income groups" in Glossary.

(b) See Glossary.

¹Details of the sampling scheme are given in Appendix A.

²Household Food Consumption and Expenditure: 1975, HMSO, 1977.

³See Glossary.

24 The distribution of households in the sample according to income was much closer to the target distribution than in the previous year and in some other years. As a result, the averages of food consumption, expenditure and nutrition for each income group in Tables 12–14, 18, 19, 32 and 34 are not fully comparable with those for 1976 and some other years, since the composition of the various groups may be different. However, in so far as this is a *classification* problem the overall averages for all households are not affected.

25 Household composition differences (Tables 15–19). The classification of households according to their composition in terms of numbers of adults and children is comparable with that used in the previous year. The averages of consumption and expenditure for families with four or more children suggest a worsening of their position in 1977 compared with other households, but do not provide conclusive evidence of such worsening because the change is within the range of normal sampling variation. When comparing the averages for households of different composition cross-classified by income group as shown in Tables 18, 19 and 34 with those for earlier years the qualifications mentioned in paragraph 24 above should be borne in mind.

Special Analyses

26 Freezer-owning and other households (Tables 20–23). These tables (except Table 23) up-date similar data presented in the Reports for 1973 to 1976. Ownership of deep-freezers suitable for freezing fresh produce and for its long-term storage continued to expand in 1977 when 36 per cent of the Survey households were in this category. Details of the distribution of ownership are given in Table 10 of Appendix A.

27 The increase in ownership of deep-freezers has been accompanied by an increase in the standard errors of the averages of consumption and expenditure for some foods because of the concomitant increase in bulk buying. Such bulk buying occurs not only in the initial stocking of newly acquired freezers but also in their normal usage; it is particularly prevalent in the case of purchases of carcase meat. The estimates of consumption throughout this Report (except Tables 23 to 25) have all been based on acquisitions of food measured at the time the food is acquired (in the case of purchases) or at the time it is used (in the case of garden and allotment produce)¹. However, *for freezer-owning households*, alternative estimates of consumption have been made which take into account any build-up or depletion of stocks of foods in households' deep-freezers. These estimates are much less affected by sampling and other variation in bulk buying and therefore in the short run give a more accurate representation of consumption. Estimates thus derived in respect of broad food groups are shown in Table 23 as a percentage of the estimates shown in Table 21. Details are not available for the constituent items within each of the broad food groups.

28 Consumption of milk by different categories of person (Tables 24 and 25). Unlike estimates presented elsewhere in this Report the averages in Table 24 showing consumption of milk by people in various age groups in different

¹See Glossary.

types of family have been obtained by recording quantities actually consumed. The presentation of the results is, however, different from that used in previous Reports. The analyses relate solely to families with children, but of the 3,514 such families participating in the Survey in 1977, only 3,262 gave the additional information about milk consumed by each member of the family. The 3,262 families have been classified in two ways. The first classification places them into two income groups of 1,843 and 1,419 households respectively. The second, and alternative, classification places them into two groups of 2,559 and 703 households respectively according to the number of children in the family. Data are also shown for a sub-group consisting of 293 larger families in the lower income groups, and for the 3,262 families as a whole. Results are not shown for infants under one year since some would be breast feeding.

29 In Table 25 the data are presented as frequency distributions of persons according to their level of milk consumption. The household groups and the categories of person are the same as those used in Table 24 except that in each case separate distributions are given for males and for females. The distributions for older female children are less positively skewed than those for males of the same age-group, indicating that it is less common for such females to drink large quantities of milk than it is for males.

30 Meaningful frequency distributions cannot be compiled from the Survey estimates of consumption of other foods or of nutrient intake because in all these other cases the estimates are based on food acquisitions which often differ from actual consumption in an individual household during the week it is participating in the Survey; this is particularly the case in respect of bulk buying and consumption from household stocks.

31 *Meals eaten outside the home* (Tables 26 and 27). Overall, substantially the same number of meals out per head were recorded in 1977 as in 1976. However, rather fewer school meals per child aged 5–14 years were recorded but more packed lunches. Changes in the numbers recorded in different types of household appear erratic and are probably largely due to sampling variation.

32 *Household purchases of soft drinks* (Table 28). The averages presented in Table 28 are from an experimental extension of the normal Survey recording procedure to cover purchases of soft drinks bought for consumption in the home as part of the household supply. Expenditure on these soft drinks, the quantities bought, and the contribution they make to the energy value and nutrient content of the household food supply are *excluded* from all other tables of National Food Survey data presented in this Report.

Nutritional Value

33 As in previous years, the nutritional value of the foods obtained in different categories of household in Great Britain has been calculated by means of nutrient conversion factors developed especially for this purpose. These factors are largely based on the values given in detail in the completely revised

standard textbook *The Composition of Foods*¹, and they automatically allow for inedible material such as peel and bones and for the probable losses of thiamin and vitamin C on cooking. The nutrients obtained throughout the country, and by households with different incomes and family composition, are presented in Tables 29 to 35. In addition, these intakes have been compared with the amounts recommended by DHSS²; in this case, allowance has been made for the age, sex and occupational activity of each person, the proportion of the week's meals taken from sources other than the household food supply, and for an assumed wastage of 10 per cent of the edible portion of all foods³. Further details of the methodology are given in Appendix A.

34 National averages. The nutritional value of the household diet in each quarter of 1977 is given in Table 29, and the main contributions to the totals are summarised in Table 30. At 2,260 kcal (9.5 MJ) per person per day, the total energy content was little different from that in recent years, although the values were lower during the first three quarters of the year. On average, this met 94 per cent of the present energy recommendation, but it would have been supplemented by alcoholic drinks and sweets (supplies of which are estimated to have provided 160 kcal and 144 kcal per person per day respectively) as well as by soft drinks (18 kcal, Table 28). Among the foods, meat contributed 16.2 per cent of the total, the highest proportion since 1973, and milk 11.0 per cent, the lowest since 1973. The contributions from sugar and preserves (9.6 per cent) and bread (14.0 per cent, of which four-fifths was white bread) continued their long-term decline, although these were offset by the increase from other cereal products. Of the fats, margarine was relatively more important and butter less so; this helped to account for an increase in the ratio of polyunsaturated fatty acids to saturated fatty acids from 0.21 in 1976 to 0.22 in 1977.

35 The amount of protein, and especially animal protein, in the diet rose with the increased consumption of meat, as did the amounts of B-vitamins. In contrast, iron intakes were recorded as 11.0 mg per person per day compared with 11.5 mg in 1976 (and 98 per cent of the recommended intake compared with 103 per cent), in large part because of the halving of the iron content attributed to milk and reductions in the levels applied to old potatoes and chocolate in the light of new analyses¹. Vitamin C intakes, however, rose markedly from the low intakes of the very hot summer of 1976 with the recovery in the supplies of potatoes and other fresh vegetables.

36 The cost of nutrients. The amounts of each nutrient obtained for the expenditure of 1p on a variety of common foods, and corresponding index numbers with the diet as a whole set at 100, are shown in Tables 36 and 37. With the fall in their price, potatoes again provided good nutritional value

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

²Department of Health and Social Security, *Recommended Intakes of Nutrients for the United Kingdom*. Reports on Public Health and Medical Subjects No 120, HMSO, 1969.

³A recent survey of the amounts of potentially edible food thrown away or fed to pets by households in Britain estimated such wastage to amount on average to about 6 per cent of household supplies. However, the wastage reported or returned by participants in the survey is considered to be an under-estimate. The conventional deduction of 10 per cent has therefore been retained for use in this Report to preserve continuity.

for money, as did milk (although slightly less than in 1976), cheese, liver and most cereal products. Although meat remained a relatively expensive source of most nutrients, its position improved slightly in 1977.

37 Geographical differences. The nutritional value of the household diet in standard regions of Britain and in areas classified according to electoral density is shown in Table 31. There were few differences between the regions, and, as always, they were much smaller than the regional differences in the types of food purchased.

38 Income group differences. Table 32 shows the effect of the income of the head of the household on the nutrient intake of the family. The apparent substantial improvement in the nutrient intakes recorded for income group A1 compared with the low levels recorded in the previous year should be discounted since the composition of this group in the sample in 1977 is different from that in 1976 in being much closer to the intended composition (See paragraphs 23 and 24 above). Comparisons of the estimates for the other income groups with those obtained in 1976 are similarly affected. The relative position of pensioner households was not quite as high as usual.

39 Household composition differences. The extent to which average nutrient intakes vary between families of different composition is shown in Table 33, and comparisons between the effects of household composition and of income are shown in Table 34. In both cases, interpretation is best made in terms of the extent to which the recommended intakes of nutrients¹ are met rather than in terms of absolute intakes; this is because children have smaller needs for most nutrients, and families with several children would be expected to purchase less food *per head* than would families without children. Nevertheless, even after allowance has been made for differing needs, households without children still obtained more than those with children. The extremes were recorded in single person households which obtained 111 per cent of their estimated energy needs, and in families with three or more children which obtained only 85 per cent; both these intakes would, however, have been supplemented by the energy content of alcoholic drinks, sweets and other items excluded from the Survey. Such family composition differences continue to be much larger than those between the income groups used in the Survey. Intakes of iron and vitamin D were also substantially below the recommended intakes in some categories of household, but the Department of Health and Social Security continue to advise that this presents no cause for alarm. In contrast, the proportion of protein which was derived from animal sources exceeded 70 per cent for the first time; this occurred not only in families in income group A with 1 or 2 children but also in childless households in income group B.

40 Freezer-owning and other households (Table 35). The nutrient intakes recorded by households owning deep-freezers are compared with those recorded by other households in Table 35.

¹See footnote 2 on page 14.

III Tables

TABLE 1

Changes in incomes, prices and consumers' expenditure, 1975-1977

	1975	1976	1977
Index of personal disposable income per head (a) (b):			
In money terms	100	115.3	130.2
In real terms (c)	100	99.3	97.8
Index of average weekly earnings per head (a) (d)	100	113.4	123.1
General Index of Retail Prices (a):			
All items	100	116.5	135.0
Food	100	120.0	142.8
Indices of consumers' expenditure per head (e):			
Household food expenditure (f)			
At current prices	100	116.8	135.0
At 1975 prices	100	101.0	100.0
Catering expenditure on food (g)			
At current prices	100	119.2	136.0
At 1975 prices	100	100.6	99.7
Total food expenditure (h)			
At current prices	100	117.1	135.1
At 1975 prices	100	100.9	100.0
Total consumers' expenditure			
At current prices	100	116.4	132.3
At 1975 prices	100	100.2	99.4
Total food expenditure as percentage of total consumers' expenditure on goods and services (e):			
At current prices	21.9	22.0	22.4
At 1975 prices	21.9	22.1	22.0

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

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

(c) Using the Consumers' Expenditure Deflator (derived from the National Accounts) to remove the effect of price changes. If the General Index of Retail Prices had been used as a deflator the indices would have been 100, 98.9 and 96.4 respectively.

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

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

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

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

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

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

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TABLE 2

*Household food expenditure and total value of
food obtained for consumption, 1977
(per person per week)*

	Expenditure on food			Value of garden and allotment produce, etc (a)		Value of consumption (b)		
	1976	1977	Per-centage change	1976	1977	1976	1977	Per-centage change
1st quarter . . .	£ 4·14	£ 4·90	+18·2	£ 09	£ 12	£ 4·23	£ 5·02	+18·5
2nd quarter . . .	4·33	5·15	+18·8	10	11	4·43	5·25	+18·7
3rd quarter . . .	4·50	5·06	+12·4	21	23	4·70	5·29	+12·5
4th quarter . . .	4·67	5·31	+13·7	12	16	4·79	5·47	+14·3
Yearly average . . .	4·41	5·10	+15·7	13	15	4·54	5·26	+15·9

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

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

TABLE 3

Percentage changes in average expenditure, food prices and
real value of food purchased: 1977

	1977 on 1976	1977 on 1976 Quarters			
		1	2	3	4
<i>Expenditure</i>					
Seasonal foods (a)	+ 4.9	+18.2	+ 7.7	+ 3.9	- 9.7
Convenience foods (a)					
Canned	+ 6.3	+11.0	+12.9	- 2.9	+ 3.4
Frozen	+25.1	+51.5	+45.9	+ 8.4	- 2.9
Other convenience foods	+16.0	+19.0	+18.2	+11.5	+12.6
Total convenience foods	+14.4	+20.5	+20.0	+ 7.2	+ 8.3
All other foods (b)	+20.4	+17.4	+22.2	+17.2	+22.8
All foods (b)	+16.1	+18.2	+18.8	+12.3	+13.6
<i>Food prices</i>					
Seasonal foods (a)	+ 4.4	+21.4	+12.6	+ 2.3	-14.6
Convenience foods (a)					
Canned	+15.6	+15.2	+17.9	+15.5	+12.4
Frozen	+16.2	+19.0	+16.6	+19.1	+10.0
Other convenience foods	+21.6	+20.6	+20.1	+23.2	+21.8
Total convenience foods	+19.4	+18.9	+19.1	+20.7	+17.9
All other foods (b)	+19.6	+20.9	+20.5	+22.0	+13.1
All foods (b)	+16.8	+20.5	+18.6	+18.2	+ 9.5
<i>Real value of food purchased</i>					
Seasonal foods (a)	+ 0.5	- 2.7	- 4.3	+ 1.5	+ 5.7
Convenience foods (a)					
Canned	- 8.0	- 3.6	- 4.2	-16.0	- 8.0
Frozen	+ 7.7	+27.4	+25.2	- 9.0	-11.8
Other convenience foods	- 4.6	- 1.3	- 1.6	- 9.5	- 7.5
Total convenience foods	- 4.1	+ 1.3	+ 0.8	-11.2	- 8.2
All other foods (b)	+ 0.6	- 2.9	+ 1.4	- 3.9	+ 8.6
All foods (b)	- 0.6	- 1.9	+ 0.1	- 5.0	+ 3.7

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

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

TABLE 4

*Indices of expenditure, prices and real value of
food purchased, 1975-1977*
(1975 = 100)

	Expenditure		Prices		Real value of food purchased	
	1976	1977	1976	1977	1976	1977
I Main food groupings						
Liquid milk	134.3	160.2	134.8	170.0	99.6	94.3
Other milk and cream	115.7	130.0	116.5	129.5	99.3	100.4
Milk and cream	131.5	155.7	132.1	163.8	99.6	95.1
Cheese	116.0	145.8	116.4	146.0	99.7	99.9
Beef and veal	110.0	132.2	119.7	134.0	91.9	98.7
Mutton and lamb	117.3	130.1	118.3	139.4	99.1	93.3
Pork	117.5	145.7	112.4	119.9	104.6	121.5
Carcase meat	113.0	134.0	118.1	132.5	95.7	101.1
Bacon and ham, uncooked	118.2	132.0	116.8	121.4	101.2	108.7
Poultry	118.5	145.8	113.4	135.9	104.5	107.3
Other meat and meat products	115.8	132.8	114.2	127.5	101.4	104.2
All meat	115.1	134.5	116.2	129.8	99.0	103.6
Fish, fresh and processed	115.6	134.4	113.8	142.2	101.6	94.6
Fish, convenience	114.9	124.2	116.7	146.2	98.5	85.0
Fish	115.2	129.2	115.3	144.2	100.0	89.6
Eggs	112.1	122.8	112.9	128.6	99.3	95.5
Butter	126.9	144.6	138.2	173.5	91.9	83.3
Margarine	118.9	170.3	101.2	127.3	117.4	133.8
Other fats	91.0	113.9	96.2	117.1	94.6	97.3
Fats	116.7	142.9	119.7	148.4	97.5	96.3
Sugar	94.3	96.9	87.0	90.3	108.4	107.3
Preserves	97.4	111.8	103.4	117.4	94.2	95.3
Potatoes (raw)	158.1	121.9	196.2	134.5	80.6	90.6
Fresh green vegetables	106.2	117.8	110.4	127.9	96.2	92.1
Other fresh vegetables	112.0	126.0	113.8	126.0	98.4	100.0
Other vegetables	121.8	132.3	121.6	136.6	100.1	96.8
Vegetables	127.4	126.0	137.6	132.3	92.6	95.2
Fresh fruit	108.6	133.5	103.0	133.5	105.4	100.0
Other fruit	109.7	133.2	109.1	139.3	100.6	95.6
Fruit	109.0	133.4	105.2	135.6	103.6	98.4
Bread	110.2	131.3	110.6	133.0	99.7	98.7
Cereals other than bread	108.9	128.7	108.1	127.4	100.7	101.0
Cereals	109.4	129.7	109.1	129.6	100.3	100.1
Beverages	125.4	204.2	123.6	236.6	101.4	86.3
Miscellaneous foods (a)	115.7	126.7	110.2	124.5	105.0	101.8
II Seasonal, convenience and other foods						
Seasonal foods (b)	119.9	125.8	126.7	131.5	94.6	95.6
Convenience foods (b)						
Canned	111.4	118.5	111.0	128.4	100.4	92.3
Frozen	133.6	167.1	120.3	139.4	111.1	119.9
Other convenience foods	114.1	132.4	116.0	140.4	98.4	94.3
Total convenience foods	115.3	132.0	115.1	137.0	100.2	96.3
All other foods (a)	116.3	140.0	116.5	139.1	99.8	100.7
III Subsidised and non-subsidised foods						
Subsidised foods (c)	122.8	153.3	124.8	162.1	98.4	94.6
Non-subsidised foods (a)	115.1	130.9	116.1	131.1	99.1	99.9
IV ALL FOODS (a)	116.7	135.5	117.9	137.3	99.0	98.7

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

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

(c) Foods included in this category are all those listed in Table 5.

TABLE 5
Subsidised foods: average expenditure, purchases and prices, 1977

	Total value of food subsidies (a)		Average quantity purchased (per person per week)		Average expenditure (per person per week)		Average price paid (per lb)	
	1977		1977		1977		1977	
	£m		oz		pence		pence	
Milk, liquid	181.6 (b)	4.31 (c)	48.43	11.23 (c)				
Cheese, natural	12.3	3.56	13.99	62.88				
Butter	51.8 (d)	4.69	14.36	48.96				
Bread								
White, large loaves, unsliced		6.77	5.67	13.37				
White, large loaves, sliced		16.54	12.24	11.84				
White, small loaves, unsliced		1.95	2.20	18.09				
White, small loaves, sliced		0.52	0.58	17.79				
Brown		2.96	3.01	16.28				
Wholewheat and wholemeal		0.74	0.76	16.30				
All above bread	19.2	29.48	24.46	13.26				
Flour	3.5	6.45	3.48	8.64				
Tea	0.2	2.06	12.64	98.04				
Total	268.6	n.a.	117.36	n.a.				n.a.

(a) Effective dates of subsidies:

- Milk, liquid — Increased 21 April 1974 and 3 November 1974, decreased 1 April 1975, 1 December 1976 and 1 April 1977, increased 15 July 1977 and withdrawn 31 December 1977.
 Cheese, natural — Introduced 6 May 1974, scope extended 19 August 1974, increased 11 November 1974, decreased 25 January 1976, 14 November 1976 and 28 December 1976 and withdrawn 17 July 1977.
 Butter — Introduced 14 May 1973, increased 1 April 1974 and 3 March 1975, decreased 6 June 1976, 14 November 1976 and withdrawn 28 December 1976.
 Social butter subsidy (tokens) introduced 1 July 1973, reduced 1 January 1974, increased 1 April 1974 and withdrawn 31 December 1974.
 New F.O.G.A. subsidy introduced 1 May 1977.
 Bread — Introduced 24 March 1974, increased and scope extended 12 May 1974, increased 13 August 1974, 29 September 1974 and 12 January 1975, decreased 17 February 1975, 30 November 1975, 9 August 1976 and 2 January 1977 and withdrawn 17 July 1977.
 Flour — Introduced 2 September 1974, withdrawn 30 April 1977.
 Tea — Introduced 2 September 1974, withdrawn 26 September 1976.

(b) Including the general subsidy on full price milk, welfare milk and school milk, but excluding the additional payments to re-imburse suppliers of free welfare and school milk.

(c) Full-price milk; quantity in pints, price in pence per pint.

(d) Includes EEC butter subsidy.

TABLE 6

*Household consumption of individual foods (a): quarterly
and annual national averages, 1977*

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt)	4-46	4-46	4-47	4-44	4-46	4-31
Welfare (pt)	0-02	0-02	0-02	0-02	0-02	—
School (pt)	0-07	0-06	0-04	0-06	0-06	...
<i>Total liquid milk (pt)</i>	<i>4-55</i>	<i>4-54</i>	<i>4-53</i>	<i>4-52</i>	<i>4-54</i>	<i>4-32</i>
Condensed milk (eq pt)	0-13	0-14	0-14	0-14	0-14	0-14
Dried milk, branded (eq pt)	0-04	0-04	0-03	0-03	0-04	0-04
Instant milk (eq pt)	0-11	0-09	0-10	0-09	0-10	0-10
Yoghurt (pt)	0-04	0-05	0-06	0-04	0-05	0-05
Other milk (pt)	0-01	0-02	0-02	0-01	0-02	0-01
Cream (pt)	0-02	0-03	0-03	0-03	0-03	0-03
<i>Total milk and cream (pt or eq pt)</i>	<i>4-89</i>	<i>4-91</i>	<i>4-91</i>	<i>4-87</i>	<i>4-90</i>	<i>4-68</i>
CHEESE:						
Natural	3-51	3-48	3-64	3-60	3-56	3-56
Processed	0-27	0-27	0-23	0-20	0-24	0-24
<i>Total cheese</i>	<i>3-78</i>	<i>3-75</i>	<i>3-87</i>	<i>3-81</i>	<i>3-80</i>	<i>3-80</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	7-53	7-66	7-14	10-67	8-25	8-21
Mutton and lamb	3-92	3-85	4-63	3-46	3-97	3-93
Pork	3-22	3-10	3-44	3-50	3-32	3-29
<i>Total carcase meat</i>	<i>14-67</i>	<i>14-62</i>	<i>15-20</i>	<i>17-63</i>	<i>15-53</i>	<i>15-42</i>
Other meat and meat products						
Liver	0-90	0-85	0-75	0-84	0-84	0-83
Offals, other than liver	0-45	0-28	0-33	0-41	0-37	0-37
Bacon and ham, uncooked	4-26	4-37	4-14	4-60	4-34	4-33
Bacon and ham, cooked, including canned	0-82	1-08	1-09	1-11	1-03	1-02
Cooked poultry, including canned	0-19	0-19	0-21	0-23	0-21	0-21
Corned meat	0-63	0-66	0-82	0-66	0-69	0-69
Other cooked meat, not purchased in cans	0-45	0-49	0-48	0-44	0-47	0-47
Other canned meat and canned meat products	1-46	1-26	1-40	1-42	1-39	1-39
Broiler chicken, uncooked, including frozen	3-76	4-00	4-17	4-08	4-00	3-97
Other poultry, uncooked, including frozen	1-47	2-31	1-69	2-37	1-96	1-92
Rabbit and other meat	0-14	0-04	0-08	0-08	0-09	0-06
Sausages, uncooked, pork	1-81	2-02	1-86	1-98	1-92	1-91
Sausages, uncooked, beef	1-57	1-51	1-45	1-68	1-55	1-55
Meat pies and sausage rolls, ready-to-eat	0-58	0-75	0-87	0-82	0-76	0-75
Frozen convenience meats or frozen convenience meat products	1-28	1-16	1-26	1-07	1-19	1-19
Other meat products	2-25	2-34	2-18	2-31	2-27	2-27
<i>Total other meat and meat products</i>	<i>22-03</i>	<i>23-31</i>	<i>22-78</i>	<i>24-09</i>	<i>23-05</i>	<i>22-94</i>
<i>Total meat and meat products</i>	<i>36-70</i>	<i>37-93</i>	<i>37-98</i>	<i>41-72</i>	<i>38-58</i>	<i>38-36</i>
FISH:						
White, filleted, fresh	0-82	0-77	0-67	0-89	0-79	0-79
White, unfileted, fresh	0-34	0-39	0-46	0-33	0-38	0-36
White, uncooked, frozen	0-35	0-51	0-31	0-42	0-40	0-39
Herrings, filleted, fresh	0-01	0-01	0-01	0-01	0-01
Herrings, unfileted, fresh	0-02	0-03	0-03	0-06	0-04	0-04
Fat, fresh, other than herrings	0-17	0-08	0-13	0-18	0-14	0-13
White, processed	0-22	0-20	0-18	0-15	0-19	0-19
Fat, processed, filleted	0-14	0-08	0-08	0-12	0-11	0-10
Fat, processed, unfileted	0-07	0-06	0-06	0-08	0-07	0-07
Shellfish	0-08	0-06	0-08	0-07	0-07	0-07
Cooked fish	0-48	0-60	0-49	0-43	0-50	0-49
Canned salmon	0-10	0-17	0-12	0-15	0-14	0-14
Other canned or bottled fish	0-41	0-43	0-44	0-38	0-42	0-42
Fish products, not frozen	0-31	0-11	0-10	0-09	0-11	0-11
Frozen convenience fish products	0-72	0-85	0-84	0-79	0-80	0-80
<i>Total fish</i>	<i>4-05</i>	<i>4-34</i>	<i>3-99</i>	<i>4-14</i>	<i>4-13</i>	<i>4-10</i>
EGGS (no)	4-04	4-06	3-98	3-92	4-00	3-79

TABLE 6—continued

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
FATS:						
Butter	4-67	4-51	4-58	5-02	4-70	4-69
Margarine	3-61	3-44	3-06	3-80	3-48	3-48
Lard and compound cooking fat	1-90	1-77	1-80	2-05	1-88	1-88
Vegetable and salad oils (fl oz)	0-64	0-59	0-50	0-74	0-62	0-62
All other fats	0-37	0-26	0-25	0-38	0-32	0-32
<i>Total fats</i>	<i>11-19</i>	<i>10-56</i>	<i>10-20</i>	<i>11-99</i>	<i>10-99</i>	<i>10-98</i>
SUGAR AND PRESERVES:						
Sugar	11-95	11-32	11-76	13-34	12-09	12-09
Jams, jellies and fruit curds	1-17	1-21	1-07	1-08	1-13	1-10
Marmalade	0-82	0-77	0-77	0-83	0-80	0-80
Syrup, treacle	0-32	0-23	0-26	0-31	0-28	0-28
Honey	0-15	0-12	0-15	0-16	0-15	0-14
<i>Total sugar and preserves</i>	<i>14-40</i>	<i>13-65</i>	<i>14-01</i>	<i>15-72</i>	<i>14-45</i>	<i>14-41</i>
VEGETABLES:						
Old potatoes						
January-August						
not prepacked	31-34	19-18	0-19	—	12-68	11-76
prepacked	3-97	2-35	—	—	1-58	1-58
New potatoes						
January-August						
not prepacked	0-93	13-33	23-82	—	9-52	8-32
prepacked	0-04	0-78	1-46	—	0-57	0-57
Potatoes						
September-December						
not prepacked	—	—	15-62	43-88	14-88	12-13
prepacked	—	—	1-57	4-71	1-57	1-57
<i>Total fresh potatoes</i>	<i>36-28</i>	<i>35-65</i>	<i>42-65</i>	<i>48-59</i>	<i>40-79</i>	<i>35-93</i>
Cabbages, fresh	3-62	3-73	5-84	5-12	4-58	3-04
Brussels sprouts, fresh	1-85	0-06	0-35	4-23	1-62	1-24
Cauliflowers, fresh	0-98	2-07	3-28	3-28	2-40	2-07
Leafy salads, fresh	0-49	1-83	2-19	0-70	1-30	0-91
Peas, fresh	0-12	0-14	1-85	0-25	0-59	0-27
Beans, fresh	0-29	0-27	3-79	1-21	1-39	0-33
Other fresh green vegetables	0-17	0-56	0-20	0-11	0-26	0-08
<i>Total fresh green vegetables</i>	<i>7-52</i>	<i>8-67</i>	<i>17-50</i>	<i>14-90</i>	<i>12-15</i>	<i>7-94</i>
Carrots, fresh	3-55	1-65	3-02	4-86	3-27	2-76
Turnips and swedes, fresh	1-79	0-44	0-68	1-95	1-22	0-97
Other root vegetables, fresh	1-05	0-57	0-81	1-14	0-89	0-59
Onions, shallots, leeks, fresh	3-00	2-60	2-91	4-11	3-16	2-68
Cucumbers, fresh	0-40	1-25	1-30	0-51	0-87	0-80
Mushrooms, fresh	0-49	0-47	0-47	0-51	0-49	0-46
Tomatoes, fresh	1-95	3-66	5-84	3-53	3-75	3-05
Miscellaneous fresh vegetables	0-67	0-44	2-01	1-21	1-08	0-80
<i>Total other fresh vegetables</i>	<i>12-90</i>	<i>11-08</i>	<i>17-04</i>	<i>17-82</i>	<i>14-71</i>	<i>12-11</i>
Tomatoes, canned or bottled	1-21	1-32	1-04	1-11	1-17	1-16
Canned peas	2-71	2-86	2-14	2-44	2-54	2-54
Canned beans	4-17	4-07	3-59	4-05	3-97	3-97
Canned vegetables, other than pulses, potatoes or tomatoes	1-31	1-61	0-88	0-80	1-15	1-15
Dried pulses, other than air-dried	0-42	0-26	0-17	0-34	0-30	0-30
Air-dried vegetables	0-04	0-02	0-02	0-03	0-03	0-03
Vegetable juices (fl oz)	0-10	0-12	0-15	0-13	0-13	0-12
Chips, excluding frozen	0-55	0-75	0-65	0-63	0-65	0-64
Instant potato	0-17	0-11	0-08	0-08	0-11	0-11
Canned potato	0-22	0-22	0-09	0-10	0-16	0-16
Crisps and other potato products, not frozen	0-45	0-50	0-45	0-49	0-47	0-47
Other vegetable products	0-25	0-33	0-24	0-20	0-26	0-26
Frozen peas	2-02	2-04	1-26	1-53	1-71	1-71
Frozen beans	0-63	0-72	0-32	0-37	0-51	0-51
Frozen chips and other frozen convenience potato products	0-68	0-68	0-58	0-44	0-60	0-60
All frozen vegetables and frozen vegetable products, not specified elsewhere	1-26	1-21	0-41	0-37	0-81	0-81
<i>Total processed vegetables</i>	<i>16-18</i>	<i>16-83</i>	<i>12-08</i>	<i>13-12</i>	<i>14-55</i>	<i>14-54</i>
<i>Total vegetables</i>	<i>72-88</i>	<i>72-23</i>	<i>89-27</i>	<i>94-43</i>	<i>82-20</i>	<i>70-52</i>

TABLE 6—continued

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	4.29	4.05	2.06	2.18	3.15	3.14
Other citrus fruit	2.28	1.86	0.77	2.08	1.75	1.74
Apples	7.20	6.55	5.04	7.05	6.46	5.83
Pears	0.85	0.51	0.95	0.82	0.78	0.74
Stone fruit	0.09	0.13	1.95	0.24	0.60	0.53
Grapes	0.06	0.09	0.33	0.38	0.22	0.21
Soft fruit, other than grapes	0.12	0.23	2.15	0.29	0.70	0.37
Bananas	2.86	2.97	3.19	2.81	2.96	2.95
Rhubarb	0.23	1.43	0.63	0.12	0.60	0.16
Other fresh fruit	0.05	0.06	0.85	0.22	0.30	0.29
Total fresh fruit	18.01	17.88	17.91	16.20	17.50	15.96
Canned peaches, pears and pineapples	1.28	1.41	1.62	1.61	1.48	1.48
Other canned or bottled fruit	1.67	1.81	1.63	1.71	1.71	1.67
Dried fruit and dried fruit products	0.69	0.62	0.80	1.75	0.97	0.97
Frozen fruit and frozen fruit products	0.09	0.13	0.07	0.04	0.08	0.08
Nuts and nut products	0.27	0.30	0.28	0.58	0.36	0.36
Fruit juices (fl oz)	1.21	1.44	1.76	1.30	1.43	1.42
Total other fruit and fruit products	5.21	5.70	6.15	7.00	6.02	5.98
Total fruit	23.22	23.58	24.06	23.20	23.52	21.94
CEREALS:						
White bread, large loaves, unsliced	6.11	6.84	7.18	6.99	6.78	6.77
White bread, large loaves, sliced	16.44	17.46	15.40	16.91	16.55	16.54
White bread, small loaves, unsliced	1.96	1.89	2.09	1.86	1.95	1.95
White bread, small loaves, sliced	0.54	0.56	0.47	0.52	0.52	0.52
Brown bread	3.06	3.01	2.90	2.87	2.96	2.96
Wholewheat and wholemeal bread	0.72	0.75	0.83	0.66	0.74	0.74
Other bread	3.27	3.37	3.40	2.85	3.22	3.21
Total bread	32.10	33.87	32.27	32.67	32.73	32.70
Flour	6.70	6.35	5.90	6.88	6.46	6.45
Buns, scones and teacakes	1.15	1.08	0.83	1.20	1.07	1.06
Cakes and pastries	2.67	2.92	2.75	2.87	2.80	2.80
Crispbread	0.21	0.24	0.25	0.16	0.22	0.22
Biscuits, other than chocolate biscuits	4.22	4.58	4.47	4.55	4.46	4.45
Chocolate biscuits	0.96	0.95	0.85	0.99	0.94	0.94
Oatmeal and oat products	0.71	0.40	0.33	0.58	0.51	0.51
Breakfast cereals	3.10	3.27	3.39	3.44	3.30	3.30
Canned milk puddings	1.50	1.29	1.27	1.36	1.36	1.36
Other puddings	0.21	0.14	0.09	0.33	0.19	0.19
Rice	0.70	0.62	0.72	0.71	0.69	0.69
Cereal-based invalid foods (including "slimming" foods)	0.01	...	0.01	...	0.01	0.01
Infant cereal foods	0.08	0.08	0.07	0.08	0.08	0.08
Frozen convenience cereal foods	0.31	0.34	0.30	0.34	0.32	0.32
Cereal convenience foods, including canned, not specified elsewhere	2.08	1.98	2.15	2.10	2.08	2.08
Other cereal foods	0.39	0.34	0.36	0.30	0.35	0.35
Total cereals	57.09	58.46	56.02	58.57	57.54	57.49
BEVERAGES:						
Tea	2.41	1.98	1.84	2.03	2.07	2.06
Coffee, bean and ground	0.08	0.07	0.07	0.07	0.07	0.07
Coffee, instant	0.46	0.33	0.33	0.31	0.36	0.36
Coffee, essences (fl oz)	0.07	0.04	0.05	0.05	0.05	0.05
Cocoa and drinking chocolate	0.19	0.15	0.12	0.16	0.16	0.16
Branded food drinks	0.21	0.12	0.17	0.21	0.18	0.18
Total beverages	3.41	2.69	2.59	2.84	2.88	2.88
MISCELLANEOUS:						
Baby foods, canned or bottled	0.22	0.26	0.27	0.30	0.26	0.26
Soups, canned	3.58	2.44	2.00	3.16	2.80	2.80
Soups, dehydrated and powdered	0.16	0.11	0.07	0.13	0.12	0.12
Accelerated freeze-dried foods (excluding coffee)	—	—	—	—	—	—
Spreads and dressings	0.20	0.38	0.44	0.18	0.30	0.30
Pickles and sauces	1.54	1.62	1.51	1.95	1.66	1.65
Meat and yeast extracts	0.20	0.16	0.15	0.17	0.17	0.17
Table jelly, squares and crystals	0.26	0.41	0.36	0.32	0.34	0.34
Ice-cream (served as part of a meal), mousse (fl oz)	1.33	2.19	2.59	1.50	1.90	1.90
All frozen convenience foods, not specified elsewhere	0.01	0.01	0.01	...	0.01	0.01
Salt	0.83	0.65	0.77	1.14	0.85	0.85
Novel protein foods	0.05	0.04	0.06	0.03	0.05	0.05

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

TABLE 7

Household expenditure on individual foods (a): quarterly
and annual national averages, 1977
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
MILK AND CREAM:						
Liquid milk						
Full price	46.36	47.74	50.16	49.47	48.43	97
Welfare	—	—	—	—	—	n.a.
School	0.01	0.04	0.02	0.03	0.03	n.a.
<i>Total liquid milk</i>	<i>46.37</i>	<i>47.78</i>	<i>50.18</i>	<i>49.50</i>	<i>48.46</i>	<i>97</i>
Condensed milk	1.34	1.48	1.46	1.53	1.45	18
Dried milk, branded	0.48	0.55	0.34	0.40	0.44	1
Instant milk	0.80	0.70	0.77	0.74	0.75	5
Yoghurt	1.22	1.92	2.10	1.55	1.70	16
Other milk	0.31	0.41	0.27	0.34	0.33	3
Cream	1.82	2.06	2.58	2.19	2.16	19
<i>Total milk and cream</i>	<i>52.35</i>	<i>54.90</i>	<i>57.70</i>	<i>56.25</i>	<i>55.30</i>	<i>99</i>
CHEESE:						
Natural	12.88	13.26	14.69	15.11	13.99	71
Processed	1.23	1.24	1.08	0.94	1.12	14
<i>Total cheese</i>	<i>14.11</i>	<i>14.49</i>	<i>15.76</i>	<i>16.05</i>	<i>15.10</i>	<i>75</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	39.47	40.84	38.78	53.22	43.08	62
Mutton and lamb	16.44	16.78	19.36	15.48	17.02	34
Pork	13.30	12.57	14.45	15.42	13.94	30
<i>Total carcase meat</i>	<i>69.21</i>	<i>70.18</i>	<i>72.59</i>	<i>84.11</i>	<i>74.02</i>	<i>77</i>
Other meat and meat products						
Liver	2.94	2.75	2.43	2.71	2.71	21
Offals, other than liver	1.18	0.83	1.01	0.99	1.00	7
Bacon and ham, uncooked	19.85	20.06	19.96	22.15	20.51	68
Bacon and ham, cooked, including canned	5.23	6.88	7.18	7.12	6.60	39
Cooked poultry, including canned	0.91	1.04	1.14	1.23	1.08	4
Corned meat	3.27	3.52	4.36	3.51	3.67	24
Other cooked meat, not purchased in cans	2.55	2.60	2.75	2.61	2.63	21
Other canned meat and canned meat products	4.03	3.63	4.20	4.25	4.03	23
Broiler chicken, uncooked, including frozen	10.32	11.40	11.75	11.24	11.18	26
Other poultry, uncooked, including frozen	3.69	6.24	4.76	7.34	5.51	6
Rabbit and other meat	0.40	0.16	0.17	0.26	0.25	1
Sausages, uncooked, pork	5.05	5.55	5.28	5.88	5.44	34
Sausages, uncooked, beef	4.04	3.91	3.88	4.52	4.09	27
Meat pies and sausage rolls, ready-to-eat	1.80	2.39	2.80	2.62	2.40	19
Frozen convenience meats or frozen convenience meat products	4.73	4.47	4.95	4.18	4.58	18
Other meat products	8.26	8.94	8.69	9.10	8.75	45
<i>Total other meat and meat products</i>	<i>78.24</i>	<i>84.35</i>	<i>85.32</i>	<i>89.73</i>	<i>84.41</i>	<i>96</i>
<i>Total meat and meat products</i>	<i>147.45</i>	<i>154.53</i>	<i>157.91</i>	<i>173.84</i>	<i>158.43</i>	<i>97</i>
FISH:						
White, filleted, fresh	3.99	3.84	3.37	4.64	3.96	16
White, unfileted, fresh	1.38	1.46	1.61	1.17	1.41	5
White, uncooked, frozen	1.84	2.65	1.61	2.34	2.11	7
Herrings, filleted, fresh	0.01	0.02	0.03	0.04	0.03	...
Herrings, unfileted, fresh	0.05	0.08	0.10	0.18	0.10	1
Fat, fresh, other than herrings	0.50	0.39	0.44	0.68	0.50	2
White, processed	1.04	0.96	0.95	0.81	0.94	4
Fat, processed, filleted	0.60	0.42	0.36	0.56	0.49	3
Fat, processed, unfileted	0.18	0.17	0.18	0.31	0.21	1
Shellfish	0.57	0.53	0.56	0.70	0.59	2
Cooked fish	2.65	3.44	2.70	2.70	2.87	13
Canned salmon	0.99	1.62	1.19	1.41	1.30	5
Other canned or bottled fish	1.54	1.59	1.78	1.70	1.65	14
Fish products, not frozen	0.67	0.59	0.59	0.62	0.62	8
Frozen convenience fish products	3.04	3.64	3.79	3.68	3.54	17
<i>Total fish</i>	<i>19.03</i>	<i>21.40</i>	<i>19.27</i>	<i>21.55</i>	<i>20.31</i>	<i>64</i>

TABLE 7—continued
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
EGGS	15.88	15.13	14.98	15.45	15.36	78
FATS:						
Butter	15.36	13.70	13.27	15.11	14.36	66
Margarine	6.35	6.52	6.18	7.56	6.65	49
Lard and compound cooking fat	2.56	2.53	2.72	3.10	2.73	38
Vegetable and salad oils	1.22	1.22	1.12	1.43	1.25	5
All other fats	0.93	0.75	0.79	1.11	0.90	10
<i>Total fats</i>	<i>26.41</i>	<i>24.72</i>	<i>24.09</i>	<i>28.31</i>	<i>25.88</i>	<i>86</i>
SUGAR AND PRESERVES:						
Sugar	8.82	8.42	8.86	10.33	9.11	63
Jams, jellies and fruit curds	1.90	1.95	1.83	1.93	1.90	18
Marmalade	1.21	1.19	1.24	1.36	1.25	13
Syrup, treacle	0.40	0.33	0.34	0.42	0.37	4
Honey	0.46	0.39	0.50	0.54	0.47	3
<i>Total sugar and preserves</i>	<i>12.79</i>	<i>12.29</i>	<i>12.78</i>	<i>14.58</i>	<i>13.11</i>	<i>70</i>
VEGETABLES:						
Old potatoes:						
January–August						
not prepacked	19.21	9.99	0.04	—	7.31	(b)
prepacked	2.94	1.40	—	—	1.09	
New potatoes						
January–August						
not prepacked	0.82	10.69	6.93	—	4.61	
prepacked	0.03	0.62	0.57	—	0.31	
Potatoes						
September–December						
not prepacked	—	—	2.67	7.97	2.66	
prepacked	—	—	0.42	1.28	0.43	
<i>Total fresh potatoes</i>	<i>22.99</i>	<i>22.69</i>	<i>10.63</i>	<i>9.25</i>	<i>16.39</i>	<i>64</i>
Cabbages, fresh	2.81	3.43	1.44	1.20	2.22	29
Brussels sprouts, fresh	1.73	0.04	0.29	2.01	1.02	14
Cauliflowers, fresh	1.13	2.20	1.94	1.63	1.73	20
Leafy salads, fresh	1.57	2.88	1.50	1.18	1.78	32
Peas, fresh	—	0.08	0.65	—	0.18	(b)
Beans, fresh	0.02	0.09	1.21	0.17	0.37	(b)
Other fresh green vegetables	0.11	0.20	0.08	0.07	0.12	1
<i>Total fresh green vegetables</i>	<i>7.37</i>	<i>8.92</i>	<i>7.11</i>	<i>6.27</i>	<i>7.42</i>	<i>64</i>
Carrots, fresh	2.62	1.89	1.15	1.35	1.75	32
Turnips and swedes, fresh	0.93	0.26	0.21	0.55	0.49	10
Other root vegetables, fresh	0.69	0.51	0.45	0.52	0.54	11
Onions, shallots, leeks, fresh	2.70	2.72	1.93	1.71	2.27	38
Cucumbers, fresh	0.81	1.98	1.44	0.80	1.26	23
Mushrooms, fresh	1.64	1.49	1.36	1.78	1.57	19
Tomatoes, fresh	4.24	8.79	7.39	3.66	6.02	52
Miscellaneous fresh vegetables	0.90	0.75	1.27	1.09	1.00	12
<i>Total other fresh vegetables</i>	<i>14.53</i>	<i>18.39</i>	<i>15.20</i>	<i>11.47</i>	<i>14.90</i>	<i>79</i>
Tomatoes, canned or bottled	1.30	1.46	1.12	1.16	1.26	19
Canned peas	2.38	2.68	2.05	2.28	2.35	32
Canned beans	3.85	3.82	3.38	3.79	3.71	45
Canned vegetables, other than pulses, potatoes or tomatoes	1.76	2.12	1.31	1.18	1.59	19
Dried pulses, other than air-dried	0.69	0.49	0.33	0.58	0.52	7
Air-dried vegetables	0.35	0.27	0.18	0.24	0.26	3
Vegetable juices	0.17	0.23	0.28	0.23	0.23	3
Chips, excluding frozen	1.72	2.37	2.02	1.84	1.99	15
Instant potato	0.84	0.57	0.39	0.35	0.54	4
Canned potato	0.31	0.27	0.13	0.14	0.21	2
Crisps and other potato products, not frozen	2.54	2.94	2.77	2.86	2.78	25
Other vegetable products	0.72	0.97	0.73	0.69	0.78	9
Frozen peas	3.21	3.55	2.20	2.44	2.85	21
Frozen beans	1.26	1.58	0.71	0.73	1.07	8
Frozen chips and other frozen convenience potato products	1.26	1.27	0.91	0.60	1.01	5
All frozen vegetables and frozen vegetable products, not specified elsewhere	2.46	2.48	1.00	0.88	1.71	10
<i>Total processed vegetables</i>	<i>24.84</i>	<i>27.07</i>	<i>19.52</i>	<i>20.01</i>	<i>22.86</i>	<i>82</i>
<i>Total vegetables</i>	<i>69.73</i>	<i>77.07</i>	<i>52.46</i>	<i>47.00</i>	<i>61.57</i>	<i>98</i>

TABLE 7—continued

(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
FRUIT:						
Fresh						
Oranges	3.75	3.65	2.38	2.38	3.04	29
Other citrus fruit	2.22	1.59	0.94	2.70	1.86	21
Apples	6.75	7.93	6.54	7.90	7.28	52
Pears	0.90	0.65	1.20	0.90	0.91	10
Stone fruit	0.15	0.32	2.78	0.26	0.88	7
Grapes	0.17	0.31	0.75	0.81	0.51	4
Soft fruit, other than grapes	0.03	0.42	2.67	0.05	0.79	3
Bananas	2.95	3.60	4.01	3.44	3.50	37
Rhubarb	0.17	0.31	0.08	...	0.14	2
Other fresh fruit	0.08	0.14	0.95	0.34	0.38	3
<i>Total fresh fruit</i>	<i>17.15</i>	<i>18.92</i>	<i>22.30</i>	<i>18.79</i>	<i>19.29</i>	<i>75</i>
Canned peaches, pears and pineapples						
Other canned or bottled fruit	1.93	2.27	2.66	2.65	2.38	22
Dried fruit and dried fruit products	2.46	2.86	2.71	2.88	2.73	24
Frozen fruit and frozen fruit products	1.68	1.69	2.31	4.76	2.61	15
Nuts and nut products	0.25	0.27	0.19	0.14	0.21	1
Fruit juices	0.99	1.13	1.20	2.67	1.50	11
	1.43	1.68	2.08	1.66	1.71	13
<i>Total other fruit and fruit products</i>	<i>8.75</i>	<i>9.89</i>	<i>11.14</i>	<i>14.76</i>	<i>11.14</i>	<i>54</i>
<i>Total fruit</i>	<i>25.90</i>	<i>28.81</i>	<i>33.44</i>	<i>33.55</i>	<i>30.43</i>	<i>86</i>
CEREALS:						
White bread, large loaves, unsliced						
White bread, large loaves, sliced	4.73	5.49	6.15	6.29	5.67	31
White bread, small loaves, unsliced	11.53	12.56	11.67	13.21	12.24	54
White bread, small loaves, sliced	2.11	2.08	2.42	2.20	2.20	20
Brown bread	0.58	0.61	0.53	0.60	0.58	7
Wholewheat and wholemeal bread	2.95	3.00	3.02	3.07	3.01	29
Other bread	0.69	0.78	0.84	0.71	0.76	7
	4.99	5.11	5.45	4.86	5.10	42
<i>Total bread</i>	<i>27.57</i>	<i>29.61</i>	<i>30.09</i>	<i>30.94</i>	<i>29.55</i>	<i>96</i>
Flour						
Buns, scones and teacakes	3.20	3.29	3.37	4.06	3.48	30
Cakes and pastries	2.27	2.52	1.92	2.48	2.30	25
Crispbread	7.97	8.96	8.80	9.68	8.85	49
Biscuits, other than chocolate biscuits	0.49	0.56	0.64	0.45	0.54	8
Chocolate biscuits	8.32	9.46	9.69	10.34	9.45	68
Oatmeal and oat products	3.79	3.95	3.81	4.41	3.99	30
Breakfast cereals	0.84	0.53	0.43	0.76	0.64	7
Canned milk puddings	5.97	6.55	7.04	6.98	6.64	43
Other puddings	1.28	1.12	1.12	1.23	1.19	16
Rice	0.54	0.39	0.28	0.99	0.55	5
Cereal-based invalid foods (including "slimming" foods)	0.93	0.96	0.98	0.99	0.97	8
Infant cereal foods	0.04	0.02	0.07	0.03	0.04	...
Frozen convenience cereal foods	0.38	0.36	0.35	0.43	0.38	2
Cereal convenience foods, including canned, not specified elsewhere	0.86	1.04	0.87	1.04	0.95	6
Other cereal foods	3.67	3.99	4.56	4.56	4.20	38
	0.60	0.54	0.59	0.49	0.56	6
<i>Total cereals</i>	<i>68.72</i>	<i>73.84</i>	<i>74.60</i>	<i>79.86</i>	<i>74.26</i>	<i>99</i>
BEVERAGES:						
Tea						
Coffee, bean and ground	11.01	11.49	13.70	14.34	12.64	57
Coffee, instant	0.83	0.91	1.20	1.23	1.04	2
Cocoa and drinking chocolate	8.10	7.43	9.08	8.50	8.28	22
Branded food drinks	0.68	0.58	0.52	0.78	0.64	5
	0.72	0.40	0.64	0.79	0.64	4
<i>Total beverages</i>	<i>21.66</i>	<i>21.12</i>	<i>25.52</i>	<i>26.04</i>	<i>23.59</i>	<i>67</i>

TABLE 7—continued

(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct. Dec	Yearly average	
MISCELLANEOUS:						
Baby foods, canned or bottled	0.47	0.58	0.64	0.66	0.59	2
Soups, canned	3.74	2.80	2.29	3.70	3.13	28
Soups, dehydrated and powdered	0.90	0.61	0.42	0.94	0.72	8
Accelerated freeze-dried foods (excluding coffee)	—	—	—	—	—	—
Spreads and dressings	0.58	1.14	1.31	0.63	0.92	9
Pickles and sauces	2.94	3.08	2.95	3.79	3.19	28
Meat and yeast extracts	1.60	1.26	1.25	1.50	1.40	16
Table jelly, squares and crystals	0.62	0.95	0.83	0.69	0.77	14
Ice-cream (served as part of a meal), mousse	1.95	3.13	3.90	2.26	2.81	15
All frozen convenience foods not specified elsewhere	0.03	0.02	0.03	0.02	0.03	...
Salt	0.35	0.27	0.35	0.48	0.36	8
Artificial sweeteners (expenditure only)	0.06	0.14	0.10	0.04	0.09	1
Miscellaneous (expenditure only)	2.45	2.40	3.03	3.36	2.81	32
Novel protein foods	0.11	0.09	0.18	0.09	0.12	1
<i>Total miscellaneous</i>	<i>15.80</i>	<i>16.48</i>	<i>17.29</i>	<i>18.15</i>	<i>16.94</i>	<i>68</i>
<i>Total expenditure</i>	<i>£4.90</i>	<i>£5.15</i>	<i>£5.06</i>	<i>£5.31</i>	<i>£5.10</i>	<i>100</i>

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

(b) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 9 below.

TABLE 8

Household food prices (a): quarterly and annual national averages,
individual foods (b), 1977

	Average prices paid in 1977				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
MILK AND CREAM:					
Liquid milk, full price	10-62	11-05	11-63	11-63	11-23
Condensed milk	10-66	10-36	10-16	10-78	10-47
Dried milk, branded	12-25	13-08	13-20	13-48	12-95
Instant milk	7-41	7-61	7-93	8-00	7-73
Yoghurt	34-03	36-67	34-04	35-17	34-99
Other milk	31-32	28-25	31-39	26-85	29-16
Cream	79-28	77-56	79-24	84-18	79-97
CHEESE:					
Natural	58-69	61-08	64-56	67-10	62-88
Processed	72-99	73-10	76-24	74-55	74-13
MEAT AND MEAT PRODUCTS:					
Carcase meat					
Beef and veal	84-30	85-93	87-28	80-15	84-07
Mutton and lamb	67-59	69-90	67-70	72-81	69-27
Pork	66-67	64-91	67-90	71-22	67-73
Other meat and meat products					
Liver	52-56	51-79	51-99	52-25	52-16
Offals, other than liver	41-44	46-88	48-74	39-06	43-59
Bacon and ham, uncooked	74-87	73-73	77-21	77-09	75-73
Bacon and ham, cooked, including canned	102-82	102-31	105-53	102-88	103-46
Cooked poultry, including canned	74-69	87-54	88-78	86-71	84-61
Corned meat	83-59	85-02	84-53	85-12	84-57
Other cooked meat, not purchased in cans	90-90	84-43	92-25	93-72	90-18
Other canned meat and canned meat products	44-20	45-99	48-14	47-92	46-56
Broiler chicken, uncooked, including frozen	44-43	45-73	45-28	44-56	45-02
Other poultry, uncooked, including frozen	41-51	44-34	45-61	50-13	45-80
Rabbit and other meat	57-75	58-39	66-45	65-82	61-20
Sausages, uncooked, pork	44-54	44-07	45-74	47-67	45-49
Sausages, uncooked, beef	41-23	41-28	42-78	43-18	42-12
Meat pies and sausage rolls, ready-to-eat	49-46	51-22	51-32	51-62	51-01
Frozen convenience meats or frozen convenience meat products	58-99	61-82	62-98	62-39	61-51
Other meat products	58-66	61-34	63-94	63-09	61-76
FISH:					
White, filleted, fresh	78-01	79-72	80-11	83-06	80-27
White, unfileted, fresh	65-92	59-31	59-94	67-10	62-47
White, uncooked, frozen	83-74	83-82	84-04	91-03	85-65
Herrings, filleted, fresh	42-86	54-30	58-31	70-46	58-73
Herrings, unfileted, fresh	40-38	43-17	51-45	47-68	46-61
Fat, fresh, other than herrings	48-19	75-63	60-11	62-82	59-71
White, processed	76-38	76-55	83-14	87-94	80-33
Fat, processed, filleted	67-30	86-25	72-51	76-40	74-36
Fat, processed, unfileted	38-63	46-43	47-81	61-36	48-88
Shellfish	121-35	144-14	123-39	171-70	138-45
Cooked fish	89-16	92-03	90-31	100-59	92-69
Canned salmon	154-43	152-52	152-88	150-71	152-48
Other canned or bottled fish	59-74	59-33	65-50	72-21	63-92
Fish products, not frozen	83-91	86-60	94-21	105-38	91-59
Frozen convenience fish products	67-70	68-85	72-58	74-46	70-94
EGGS					
	4-11	3-95	4-05	4-10	4-05
FATS:					
Butter	52-65	48-60	46-43	48-25	48-96
Margarine	28-12	30-32	32-33	31-88	30-62
Lard and compound cooking fat	21-56	22-92	24-15	24-15	23-21
Vegetable and salad oils	37-94	41-67	44-95	38-73	40-56
All other fats	40-32	46-89	50-35	46-35	45-54
SUGAR AND PRESERVES:					
Sugar	11-82	11-91	12-07	12-39	12-05
Jams, jellies and fruit curds	26-60	27-00	28-32	29-40	27-77
Marmalade	23-70	24-66	25-74	26-26	25-09
Syrup, treacle	20-03	22-79	20-90	21-35	21-17
Honey	49-20	51-66	54-41	56-00	52-88
VEGETABLES:					
Old potatoes					
January-August not prepacked	10-63	8-89	4-05	—	9-93
prepacked	11-83	9-51	—	—	10-96
New potatoes					
January-August not prepacked	14-01	12-90	5-81	—	8-80
prepacked	13-86	12-82	6-24	—	8-57
Potatoes					
September-December not prepacked	n.a.	n.a.	3-71	3-44	3-51
prepacked	n.a.	n.a.	4-30	4-35	4-34

TABLE 8—continued

	Average prices paid in 1977				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
VEGETABLES—continued					
Cabbages, fresh	14-23	18-56	7-64	6-38	11-72
Brussels sprouts, fresh	19-90	21-80	15-22	9-91	13-19
Cauliflowers, fresh	19-97	19-26	11-54	9-14	13-38
Leafy salads, fresh	52-29	32-86	20-59	32-78	31-28
Peas, fresh	n.a.	32-47	9-97	—	10-85
Beans, fresh	49-00	27-74	17-55	15-59	17-83
Other fresh green vegetables	25-14	21-43	23-28	24-09	22-94
Carrots, fresh	12-62	19-05	8-88	5-33	10-24
Turnips and swedes, fresh	9-06	10-03	8-12	6-39	8-13
Other root vegetables, fresh	14-51	17-14	17-93	11-29	14-70
Onions, shallots, leeks, fresh	16-30	18-15	13-55	8-07	13-61
Cucumbers, fresh	32-76	25-39	20-81	27-58	24-95
Mushrooms, fresh	54-06	51-33	54-04	58-05	54-38
Tomatoes, fresh	35-53	38-91	26-11	27-50	31-58
Miscellaneous fresh vegetables	23-25	33-61	15-75	18-56	19-96
Tomatoes, canned or bottled	17-38	17-78	17-18	16-79	17-31
Canned peas	14-04	15-00	15-34	14-97	14-82
Canned beans	14-79	15-03	15-06	14-96	14-96
Canned vegetables, other than pulses, potatoes or tomatoes	21-62	21-12	23-78	23-77	22-23
Dried pulses, other than air-dried	26-56	30-48	30-96	27-61	28-38
Air-dried vegetables	139-41	190-21	169-06	144-05	156-61
Vegetable juices	35-36	36-17	37-37	36-82	36-55
Chips, excluding frozen	50-23	50-82	50-23	46-87	49-62
Instant potato	80-45	81-60	84-85	71-93	80-06
Canned potato	22-83	19-34	23-82	22-23	21-64
Crisps and other potato products, not frozen	90-91	93-58	97-48	92-92	93-77
Other vegetable products	45-07	46-52	49-17	53-67	48-16
Frozen peas	25-43	27-86	27-84	25-61	26-66
Frozen beans	32-38	35-42	35-44	31-33	33-78
Frozen chips and other frozen convenience potato products	29-88	30-15	25-18	21-72	27-31
All frozen vegetables and frozen vegetable products, not specified elsewhere	31-21	32-72	39-16	38-20	33-58
FRUIT:					
Fresh					
Oranges	13-98	14-47	18-55	17-45	15-50
Other citrus fruit	15-60	13-65	19-65	20-80	17-03
Apples	16-14	19-89	25-47	20-57	20-02
Pears	16-90	20-96	21-67	19-98	19-80
Stone fruit	48-06	44-07	24-81	28-29	26-59
Grapes	43-77	55-08	36-32	35-02	38-29
Soft fruit, other than grapes	n.a.	65-90	31-72	47-08	34-40
Bananas	16-55	19-42	20-15	19-74	19-01
Rhubarb	19-47	12-76	11-69	9-33	13-91
Other fresh fruit	26-60	34-77	18-13	24-51	20-47
Canned peaches, pears and pineapples	24-17	25-90	26-31	26-31	25-75
Other canned or bottled fruit	24-43	25-75	26-70	27-28	26-05
Dried fruit and dried fruit products	38-77	43-60	46-44	43-41	43-27
Frozen fruit and frozen fruit products	46-54	32-80	42-88	52-70	41-01
Nuts and nut products	58-23	61-02	69-51	73-26	67-05
Fruit juices	23-80	23-33	23-65	25-53	24-01
CEREALS:					
White bread, large loaves, unsliced	12-38	12-84	13-72	14-41	13-37
White bread, large loaves, sliced	11-22	11-51	12-12	12-52	11-84
White bread, small loaves, unsliced	17-17	17-63	18-52	19-09	18-09
White bread, small loaves, sliced	17-24	17-46	17-96	18-61	17-79
Brown bread	15-41	16-01	16-68	17-11	16-28
Wholewheat and wholemeal bread	15-25	16-61	16-23	17-21	16-30
Other bread	24-45	24-38	25-75	27-27	25-38
Flour	7-66	8-30	9-16	9-46	8-64
Buns, scones and teacakes	31-68	37-28	37-10	33-10	34-61
Cakes and pastries	47-81	49-39	51-22	53-93	50-60
Crispbread	37-12	38-22	40-68	44-53	39-84
Biscuits, other than chocolate biscuits	31-54	33-02	34-70	36-46	33-95
Chocolate biscuits	63-18	66-18	71-51	71-06	67-92
Oatmeal and oat products	19-05	20-90	20-60	21-20	20-29
Breakfast cereals	30-79	32-10	33-18	32-48	32-18
Canned milk puddings	13-74	13-86	14-04	14-49	14-02
Other puddings	39-83	43-94	48-54	47-26	44-76
Rice	21-30	24-82	21-73	22-24	22-45
Cereal-based invalid foods (including "slimming" foods)	72-30	102-22	126-08	168-00	106-78
Infant cereal foods	78-36	71-56	82-46	87-65	79-79
Frozen convenience cereal foods	44-73	49-22	46-69	49-47	47-60
Cereal convenience foods, including canned, not specified elsewhere	28-30	32-38	33-93	34-70	32-35
Other cereal foods	24-32	25-41	26-05	26-53	25-50

TABLE 8—continued

	Average prices paid in 1977				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
BEVERAGES:					
Tea	73-15	92-88	119-23	112-96	98-04
Coffee, bean and ground	174-20	219-09	270-17	280-70	235-15
Coffee, instant	282-24	357-98	434-59	434-69	368-57
Coffee, essences	97-99	135-90	148-62	155-74	131-50
Cocoa and drinking chocolate	57-10	60-75	69-15	78-02	65-61
Branded food drinks	54-41	54-07	58-78	59-94	57-02
MISCELLANEOUS:					
Baby foods, canned or bottled	34-81	35-41	38-73	35-30	36-14
Soups, canned	16-72	18-36	18-37	18-74	17-94
Soups, dehydrated and powdered	87-40	92-60	100-78	113-71	97-75
Accelerated freeze-dried foods (excluding coffee)	n.a.	n.a.	n.a.	n.a.	n.a.
Spreads and dressings	47-27	47-53	47-93	56-26	48-88
Pickles and sauces	30-58	30-42	31-46	31-46	31-00
Meat and yeast extracts	125-56	124-77	137-61	139-93	131-52
Table jelly, squares and crystals	37-66	37-12	36-34	34-87	36-51
Ice-cream (served as part of a meal), mousse	23-49	22-84	24-12	24-07	23-63
All frozen convenience foods, not specified elsewhere	53-62	49-41	67-00	77-33	60-60
Salt	6-79	6-78	7-34	6-73	6-90
Novel protein foods	34-57	36-38	45-49	46-93	40-83

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

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

TABLE 9

Percentages of all households purchasing seasonal types of food during Survey week, 1977

	Jan/ March	April/ June	July/ Sept	Oct/ Dec
FISH:				
White, fresh, filleted	16	16	14	17
White, fresh, unfileted	6	5	6	4
Herrings, fresh, filleted
Herrings, fresh, unfileted	1	1	1
Fat, fresh, other than herrings	3	1	2	2
White, processed	5	4	4	3
Fat, processed, filleted	4	3	2	3
Fat, processed, unfileted	2	1	1	1
Shell	2	2	2	2
EGGS	80	76	77	79
VEGETABLES:				
Old potatoes				
January–August, not prepacked	55	36	... (a)	—
January–August, prepacked	10	6	— (a)	—
New potatoes				
January–August, not prepacked	5	44	41 (a)	—
January–August, prepacked	3	5 (a)	—
Potatoes				
September–December, not prepacked	—	—	16 (b)	48
September–December, prepacked	—	—	4 (b)	12
Cabbages, fresh	31	32	26	25
Brussels sprouts, fresh	19	1	4	34
Cauliflowers, fresh	10	19	25	25
Leafy salads, fresh	23	46	34	24
Peas, fresh	8	—
Beans, fresh	1	11	2
Other fresh green vegetables	1	2	1	1
Carrots, fresh	42	25	26	38
Turnips, and swedes, fresh	18	5	5	15
Other root vegetables, fresh	13	9	8	13
Onions, shallots, leeks, fresh	39	40	36	37
Cucumbers, fresh	13	34	29	15
Mushrooms, fresh	20	19	17	21
Tomatoes, fresh	39	64	65	38
Miscellaneous fresh vegetables	10	9	16	15
FRUIT:				
Oranges, fresh	36	36	21	23
Other citrus fruit, fresh	26	19	12	26
Apples, fresh	56	56	42	55
Pears, fresh	11	8	11	10
Stone fruit, fresh	1	2	22	2
Grapes, fresh	1	2	7	8
Soft fruit, fresh, other than grapes	2	11	...
Bananas, fresh	35	36	40	36
Rhubarb, fresh	2	5	1	...
Other fresh fruit	1	8	3

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

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

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

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TABLE 10

Household expenditure on seasonal, convenience and other foods according to region and type of area, together with comparative indices of food prices and the real value of food purchased, 1977

	Region													Type of area																													
	Yorkshire and Humber-side							North West				East Mid-lands		West Mid-lands		South West		South East (a)/ East Anglia		England		Wales		Scotland		Greater London		Metro-politan counties and Clydeside conurbation				Non-metropolitan counties				Wards with electorate per acre of—							
	Yorkshire and Humber-side		North West		East Mid-lands		West Mid-lands		South West		South East (a)/ East Anglia		England		Wales		Scotland		Greater London		Metro-politan counties and Clydeside conurbation		Non-metropolitan counties		Wards with electorate per acre of—																		
	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£								
(i) Expenditure and value of garden and allotment produce, etc																																											
Expenditure on:																																											
Seasonal foods	0.85	0.79	0.84	0.75	0.76	0.75	0.76	0.75	0.86	0.82	0.82	0.76	0.85	0.96	0.84	0.83	0.81	0.79	0.67	0.82																							
Convenience foods																																											
Canned	0.40	0.35	0.32	0.33	0.32	0.27	0.29	0.29	0.31	0.31	0.33	0.34	0.31	0.36	0.30	0.32	0.30	0.30	0.29	0.32																							
Frozen	0.12	0.12	0.14	0.15	0.14	0.19	0.20	0.20	0.16	0.16	0.16	0.12	0.22	0.13	0.18	0.17	0.17	0.17	0.12	0.16																							
Other convenience foods	0.84	0.81	0.76	0.81	0.77	0.75	0.77	0.77	0.78	0.78	0.69	0.88	0.77	0.83	0.82	0.78	0.76	0.76	0.70	0.78																							
Total convenience foods	1.36	1.28	1.21	1.28	1.23	1.20	1.26	1.26	1.26	1.26	1.17	1.34	1.30	1.32	1.30	1.27	1.23	1.23	1.10	1.26																							
All other foods	2.98	2.81	3.00	2.92	3.09	2.91	3.11	3.11	3.02	3.02	3.03	3.16	3.24	3.02	3.05	2.96	2.99	2.97	3.03	3.03																							
Total expenditure	5.18	4.88	5.06	4.95	5.08	4.87	5.23	5.23	5.09	5.09	4.96	5.35	5.50	5.18	5.17	5.04	5.00	4.74	5.10	5.10																							
Value of garden and allotment produce, etc	0.19	0.10	0.09	0.15	0.17	0.24	0.14	0.14	0.15	0.15	0.25	0.08	0.09	0.06	0.11	0.09	0.19	0.38	0.15	0.15																							
Value of consumption	5.37	4.98	5.15	5.10	5.24	5.11	5.38	5.25	5.25	5.25	5.21	5.43	5.59	5.24	5.28	5.13	5.19	5.12	5.25	5.25																							
(ii) Comparative indices (b) of expenditure, prices and purchases (all foods)																																											
Expenditure	101.6	95.7	99.1	97.0	99.5	95.5	102.6	99.8	99.8	99.8	97.2	104.9	107.8	101.5	101.4	98.9	98.1	92.9	100																								
Value of consumption	102.3	94.8	98.0	97.0	99.7	97.2	102.3	99.8	99.8	99.8	99.2	103.4	106.4	99.7	100.5	97.7	98.8	97.4	100																								
Prices	99.6	98.6	100.0	100.1	98.1	98.3	100.3	100.3	99.4	99.4	103.5	105.1	101.4	99.7	99.3	100.5	99.9	100.4	100																								
Index of value of consumption deflated by index of food prices	102.8	96.2	98.1	96.7	101.7	98.9	101.9	100.4	100.4	100.4	95.9	98.4	104.8	100.0	101.1	97.2	98.9	97.1	100																								
Food purchases	102.3	97.2	99.3	96.7	101.6	97.0	102.1	100.4	100.4	100.4	94.2	98.6	106.1	101.9	102.5	97.8	98.0	92.2	100																								
"Price of energy"	95.4	95.0	100.9	95.7	95.1	98.4	104.2	99.7	99.7	99.7	100.3	103.6	108.0	98.0	100.7	99.7	100.2	95.9	100																								

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

TABLE 11
Household food consumption according to region and type of area: annual averages for individual foods (a), 1977
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All household	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (6)	England	Wales	Scotland	Metro- politan counties and other cities			Less than 0.5	
												Greater London	Other	Wards with electorate less than 5		Wards with electorate more than 5
MILK AND CREAM:																
Liquid milk	4.46	3.96	4.19	4.50	4.59	4.47	4.73	4.52	4.45	4.45	4.49	4.24	4.21	4.53	4.64	4.61
Full price	0.02	0.02	0.02	0.02	0.01	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.02	0.03	0.02	0.01
Wellfare	0.06	0.06	0.05	0.08	0.04	0.06	0.04	0.06	0.06	0.06	0.05	0.04	0.05	0.04	0.05	0.05
School																
Total liquid milk	4.54	4.03	4.26	4.60	4.64	4.55	4.79	4.60	4.54	4.54	4.57	4.31	4.30	4.60	4.67	4.67
Condensed milk	0.14	0.19	0.13	0.10	0.11	0.14	0.15	0.16	0.14	0.13	0.10	0.15	0.14	0.15	0.15	0.15
Dried milk, branded	0.04	0.04	0.06	0.03	0.05	0.03	0.03	0.02	0.03	0.06	0.05	0.03	0.04	0.03	0.04	0.04
Instant milk	0.10	0.12	0.12	0.09	0.13	0.07	0.12	0.09	0.10	0.09	0.10	0.08	0.10	0.11	0.09	0.10
Yoghurt	0.05	0.04	0.03	0.05	0.04	0.03	0.06	0.06	0.05	0.05	0.05	0.08	0.04	0.05	0.05	0.04
Other milk	0.02	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02
Cream	0.03	0.02	0.02	0.03	0.03	0.02	0.03	0.03	0.03	0.04	0.02	0.03	0.02	0.03	0.03	0.03
Total milk and cream	4.90	4.45	4.63	4.90	5.01	4.85	5.20	4.98	4.90	4.89	4.89	4.76	4.64	4.99	5.08	5.12
CHEESE:																
Natural	3.56	3.12	2.60	3.37	3.48	3.64	3.97	3.95	3.59	3.39	3.35	4.05	3.13	3.60	3.51	3.70
Processed	0.24	0.19	0.28	0.26	0.31	0.24	0.20	0.24	0.24	0.16	0.28	0.23	0.25	0.22	0.26	0.23
Total cheese	3.80	3.31	2.87	3.63	3.80	3.89	4.17	4.19	3.83	3.55	3.63	4.28	3.38	3.82	3.77	3.93
MEAT AND MEAT PRODUCTS:																
Carcass meat	8.25	8.57	8.46	8.52	6.83	8.43	7.56	8.07	8.13	6.61	10.66	8.10	8.18	7.58	7.44	9.71
Beef and veal	3.97	2.95	2.67	4.55	3.01	4.74	3.45	4.70	4.08	4.33	2.61	5.81	3.93	4.55	3.07	3.17
Mutton and lamb	3.32	2.58	2.94	2.34	2.89	5.06	2.68	4.02	3.51	2.30	1.94	4.35	3.05	1.99	3.97	3.91
Pork																
Total carcass meat	15.53	14.10	14.07	15.41	12.74	18.23	13.69	16.79	15.72	13.24	15.21	18.26	15.76	16.12	14.48	17.79

Tables

TABLE 11—continued
 (oz per person per week, except where otherwise stated)

	Region										Type of area							
	All households	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (9)	England	Wales	Scotland	Greater London	Metro-politan counties and Clyde-side conurbation			Non-metropolitan counties		
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5		
Other meat and meat products	0.84	0.84	0.84	0.75	0.92	0.75	0.94	0.91	0.85	0.74	0.88	0.81	0.90	0.89	0.82	0.76		
Liver	0.37	0.18	0.38	0.38	0.31	0.34	0.44	0.42	0.38	0.35	0.54	0.34	0.32	0.48	0.32	0.30		
Offals, other than liver	4.34	5.23	4.36	4.93	4.49	4.89	3.88	3.87	4.36	3.83	3.95	4.72	3.96	4.20	4.23	4.63		
Bacon and ham, uncooked																		
Bacon and ham, cooked, including canned	1.03	1.16	1.06	1.07	1.08	1.13	0.90	0.93	1.02	0.95	1.03	1.12	1.08	0.99	0.93	0.90		
Cooked poultry, including canned	0.21	0.12	0.20	0.26	0.05	0.34	0.09	0.17	0.19	0.28	0.14	0.22	0.16	0.23	0.28	0.19		
Corned meat	0.69	0.90	0.75	0.70	0.65	0.79	0.55	0.60	0.68	0.73	0.62	0.82	0.66	0.64	0.70	0.60		
Other cooked meat, not purchased in cans	0.47	0.66	0.59	0.64	0.42	0.51	0.30	0.32	0.45	0.23	0.27	0.70	0.41	0.52	0.34	0.35		
Other canned meat and canned meat products	1.39	2.49	1.93	1.47	1.37	1.29	1.23	0.98	1.37	1.77	68.0	1.89	1.09	1.24	1.26	1.44		
Broiler chicken, uncooked, including frozen	4.00	3.21	3.05	3.82	3.11	4.34	4.77	4.68	4.12	3.24	5.41	3.94	4.33	3.91	3.99	2.80		
Other poultry, uncooked, including frozen	1.96	1.82	1.74	2.51	1.46	1.77	2.28	2.22	2.06	1.67	2.16	1.83	2.40	2.27	1.37	1.85		
Rabbit and other meat	0.09	0.09	0.15	0.03	0.12	0.06	0.06	0.10	0.09	0.03	0.10	0.09	0.07	0.09	0.06	0.08		
Sausages, uncooked, pork	1.92	2.19	1.71	1.37	2.18	2.57	2.18	2.03	2.02	1.74	2.13	1.84	1.76	1.66	1.86	2.31		
Sausages, uncooked, beef	1.55	1.74	1.34	1.11	1.22	0.73	1.57	1.62	1.38	1.81	1.54	1.46	1.60	1.89	1.60	1.37		
Frozen convenience meats or frozen convenience meat products	1.19	0.99	0.71	1.25	1.01	1.06	1.43	1.46	1.23	1.31	1.64	1.06	1.38	1.19	1.18	0.93		
Meat pies and sausage rolls, ready-to-eat	0.76	0.72	1.12	0.60	1.37	1.00	0.67	0.65	0.80	0.41	0.58	0.80	0.83	0.67	0.75	0.78		
Other meat products	2.27	3.12	2.15	2.55	1.92	1.76	1.68	2.09	2.14	2.03	2.12	2.58	2.51	2.37	2.01	1.72		
Total other meat and meat products	23.05	25.46	22.08	23.45	21.69	23.32	22.98	23.05	23.11	22.49	24.00	24.23	23.45	23.23	21.70	21.01		
Total meat and meat products	38.58	39.56	36.15	38.86	34.43	41.55	36.67	39.84	38.83	35.73	42.26	39.39	39.57	36.71	36.37	36.80		

TABLE 11—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area								
	All household	Yorkshire and Humberside		North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties					
			North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation	7 or more	3 but less than 7	Wards with electorate per acre of	0.5 but less than 3	Less than 0.5
FISH:																			
White, filleted, fresh	0.79	0.93	0.90	1.02	0.69	0.78	0.51	0.54	0.72	0.58	1.71	0.50	1.04	0.71	0.84	0.79	0.62		
White, unfileted, fresh	0.38	0.43	0.57	0.56	0.16	0.30	0.30	0.39	0.40	0.32	0.24	0.50	0.38	0.46	0.28	0.44	0.21		
White, uncooked, frozen	0.40	0.39	0.35	0.39	0.36	0.22	0.49	0.48	0.40	0.75	0.12	0.59	0.33	0.44	0.32	0.38	0.38		
Herrings, filleted, fresh	0.01	—	—	—	0.01	0.01	—	0.01	0.01	0.02	0.06	0.04	0.01	0.01	0.02	0.07	0.04		
Herrings, unfileted, fresh	0.04	0.03	0.05	0.03	0.06	0.04	0.04	0.03	0.03	0.06	0.06	0.21	0.10	0.03	0.01	0.10	0.22		
Fat, fresh, other than herrings	0.14	0.03	0.14	0.14	0.07	0.14	0.19	0.19	0.18	0.14	0.34	0.22	0.16	0.16	0.10	0.23	0.16		
White, processed	0.19	0.12	0.24	0.13	0.13	0.15	0.24	0.19	0.18	0.12	0.08	0.11	0.09	0.12	0.11	0.11	0.10		
Fat, processed, filleted	0.11	0.08	0.09	0.14	0.11	0.08	0.08	0.12	0.11	0.12	0.07	0.10	0.05	0.05	0.01	0.11	0.08		
Fat, processed, unfileted	0.07	0.07	0.05	0.13	0.03	0.02	0.06	0.08	0.07	0.06	0.02	0.15	0.07	0.07	0.07	0.05	0.01		
Shellfish	0.07	0.06	0.08	0.06	0.06	0.04	0.03	0.11	0.07	0.06	0.02	0.15	0.07	0.07	0.07	0.05	0.01		
Cooked fish	0.50	0.49	1.13	0.35	0.45	0.54	0.42	0.51	0.54	0.25	0.18	0.56	0.69	0.50	0.38	0.38	0.31		
Canned salmon	0.14	0.18	0.17	0.16	0.14	0.22	0.08	0.11	0.14	0.15	0.08	0.13	0.20	0.11	0.10	0.13	0.11		
Other canned or bottled fish	0.42	0.46	0.30	0.37	0.53	0.48	0.45	0.47	0.44	0.34	0.19	0.52	0.39	0.42	0.37	0.41	0.42		
Fish products, not frozen	0.11	0.14	0.28	0.06	0.15	0.09	0.09	0.08	0.11	0.06	0.12	0.07	0.15	0.10	0.09	0.11	0.08		
Frozen convenience fish products	0.80	0.97	0.88	0.62	0.89	0.66	0.93	0.84	0.81	0.80	0.72	0.97	0.71	0.80	0.81	0.91	0.74		
Total fish	4.13	4.38	5.70	4.17	3.82	3.78	3.89	4.16	4.17	3.67	4.08	4.66	4.40	4.12	3.78	4.24	1.52		
EGGS																			
(Eggs purchased)	4.00	4.95	4.07	3.64	3.83	3.66	4.12	4.00	3.98	3.93	4.21	3.77	3.90	4.10	3.91	4.04	4.26		
	3.79	4.50	3.85	3.60	3.57	3.42	3.71	3.87	3.78	3.41	4.11	3.71	3.85	4.06	3.87	3.83	3.78		
FATS:																			
Butter	4.70	5.33	3.70	4.44	4.89	4.50	5.03	4.77	4.65	5.60	4.70	4.98	4.41	4.81	4.90	4.57	4.86		
Margarine	3.48	4.14	4.26	3.87	3.79	3.68	3.23	2.99	3.51	2.93	3.39	2.60	3.73	3.21	3.46	3.46	3.98		
Lard and compound cooking fat	1.88	2.46	2.98	1.59	2.58	2.05	1.58	1.55	1.92	2.06	1.40	1.51	2.17	1.89	1.72	1.70	1.97		
Vegetable and salad oils (fl oz)	0.62	0.34	0.30	0.56	0.38	0.68	0.49	0.89	0.64	0.46	0.50	1.21	0.55	0.43	0.72	0.67	0.12		
All other fats	0.32	0.32	0.35	0.24	0.20	0.22	0.37	0.40	0.32	0.33	0.21	0.42	0.28	0.35	0.25	0.34	0.30		
Total fats	10.99	12.59	11.60	10.71	11.84	11.14	10.71	10.61	11.04	11.38	10.19	10.72	11.15	10.70	11.04	10.74	11.42		

TABLE 11—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area							
	All households	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clyde-side con-tair-bairton			Non-metropolitan counties		
													Wards with electorate per acre of—			7 or more	3 but less than 7	0.5 but less than 3
SUGAR AND PRESERVES:																		
Sugar	12.09	13.21	11.63	11.40	12.52	15.07	11.30	11.11	12.05	12.35	12.34	10.45	12.76	11.48	11.53	12.13	13.34	
Jams, jellies and fruit curds	1.13	1.49	1.13	1.05	1.23	1.00	1.13	1.08	1.12	1.22	1.22	1.12	1.23	1.13	1.04	1.07	1.13	
Marmalade	0.80	1.09	0.78	0.82	0.59	0.60	0.98	0.82	0.81	0.72	0.81	0.84	0.73	0.80	0.89	0.80	0.83	
Syrup, treacle	0.28	0.41	0.39	0.24	0.27	0.19	0.30	0.25	0.27	0.28	0.38	0.12	0.22	0.19	0.19	0.38	0.50	
Honey	0.15	0.14	0.06	0.10	0.11	0.09	0.22	0.17	0.14	0.20	0.17	0.19	0.09	0.16	0.15	0.16	0.16	
<i>Total sugar and preserves</i>	<i>14.45</i>	<i>16.34</i>	<i>13.98</i>	<i>13.61</i>	<i>14.71</i>	<i>16.95</i>	<i>13.93</i>	<i>13.43</i>	<i>14.38</i>	<i>14.81</i>	<i>14.93</i>	<i>12.71</i>	<i>15.03</i>	<i>13.86</i>	<i>13.81</i>	<i>14.54</i>	<i>15.96</i>	
VEGETABLES:																		
Old potatoes																		
January–August not prepacked	12.68	15.56	15.70	13.96	11.96	14.77	10.89	10.92	12.86	9.92	12.07	10.83	14.39	12.31	12.64	10.67	13.02	
prepacked	1.58	0.58	1.02	0.75	3.37	1.07	2.06	1.47	1.37	0.16	4.19	1.53	0.89	2.14	2.96	1.22	1.43	
New potatoes																		
January–August not prepacked	9.52	11.44	10.35	10.72	9.53	10.36	8.40	8.60	9.56	10.65	8.16	10.20	11.93	8.20	6.06	11.82	7.83	
prepacked	0.57	0.23	0.34	0.45	0.29	0.77	0.24	0.79	0.56	0.49	0.72	1.01	0.34	0.65	0.49	0.97	0.25	
Potatoes																		
September–December not prepacked	14.88	20.35	18.82	16.21	14.89	14.22	16.01	12.70	15.12	13.18	12.62	11.30	16.23	12.97	14.98	14.66	17.17	
prepacked	1.57	1.02	0.92	0.41	1.52	1.25	0.85	2.24	1.43	0.98	3.87	2.44	1.24	2.09	2.52	0.66	0.81	
<i>Total fresh potatoes</i>	<i>40.79</i>	<i>49.18</i>	<i>47.15</i>	<i>42.50</i>	<i>41.56</i>	<i>42.43</i>	<i>38.44</i>	<i>36.71</i>	<i>40.90</i>	<i>35.38</i>	<i>41.64</i>	<i>37.32</i>	<i>45.01</i>	<i>38.35</i>	<i>39.64</i>	<i>40.00</i>	<i>40.52</i>	
Cabbages, fresh	4.58	4.65	3.76	3.82	4.56	4.62	5.38	5.39	4.77	4.55	2.49	5.67	4.08	5.00	4.09	4.74	4.45	
Brussels sprouts, fresh	1.62	1.41	1.76	1.11	2.52	1.91	1.87	1.74	1.71	1.26	0.82	1.56	1.44	2.14	1.57	1.67	1.40	
Cauliflower, fresh	2.40	2.55	3.41	2.44	2.94	2.64	2.32	2.10	2.46	2.75	1.53	2.07	2.54	2.46	2.40	2.63	2.15	
Leafy salads, fresh	1.30	0.96	1.14	1.32	1.45	1.39	1.45	1.44	1.35	1.39	0.78	1.31	1.16	1.40	1.14	1.57	1.34	
Peas, fresh	0.59	0.53	0.89	0.46	0.53	1.04	0.72	0.51	0.63	0.40	0.22	0.68	0.68	0.41	0.19	0.65	0.92	
Beans, fresh	1.39	0.39	0.72	0.81	1.30	1.61	2.71	1.69	1.45	2.15	0.22	1.25	0.54	1.46	1.32	1.60	2.60	
Other fresh green vegetables	0.26	0.03	0.08	0.10	0.35	0.18	0.42	0.45	0.28	0.14	0.10	0.41	0.06	0.26	0.32	0.30	0.38	
<i>Total fresh green vegetables</i>	<i>12.15</i>	<i>10.52</i>	<i>11.76</i>	<i>10.06</i>	<i>13.65</i>	<i>13.38</i>	<i>14.87</i>	<i>13.32</i>	<i>12.66</i>	<i>12.65</i>	<i>6.16</i>	<i>12.97</i>	<i>10.49</i>	<i>13.13</i>	<i>11.02</i>	<i>13.16</i>	<i>13.26</i>	
Carrots, fresh	3.27	3.59	3.34	4.32	3.30	2.45	3.43	2.95	3.23	3.29	3.78	2.67	3.05	3.30	3.49	3.49	3.74	
Turnips and swedes, fresh	1.22	3.01	1.32	0.90	0.89	0.68	1.28	0.74	1.03	2.21	2.50	0.51	1.42	1.23	1.19	1.17	1.47	
Other root vegetables, fresh	0.89	0.61	0.43	0.47	0.99	1.03	1.10	1.24	0.94	1.12	0.33	1.25	0.59	1.08	0.84	0.97	0.95	
Onions, shallots, leeks, fresh	3.16	3.75	3.28	3.45	3.12	3.48	2.93	2.74	3.12	2.74	3.83	2.98	3.58	2.82	3.14	2.80	3.23	
Cucumbers, fresh	0.87	0.99	0.67	0.59	0.84	0.81	0.87	1.20	0.91	0.95	0.39	1.20	0.65	0.99	0.83	0.96	0.79	
Mushrooms, fresh	0.49	0.53	0.40	0.45	0.45	0.41	0.46	0.59	0.50	0.41	0.39	0.62	0.47	0.54	0.52	0.40	0.41	

TABLE 11—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area				
											Metro-politan counties and Clydeside conurbation				
	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b) Anglia	England	Wales	Scot-land	Greater London	7 or more	3 but less than 7	0.5 but less than 1	Less than 0.5
VEGETABLES—continued															
Tomatoes, fresh	3.82	3.22	3.65	3.72	3.44	4.25	4.00	3.78	3.92	3.20	4.23	3.85	3.57	4.14	3.74
Miscellaneous fresh vegetables	0.61	0.71	0.82	1.31	0.73	1.26	1.64	1.18	0.49	0.37	1.86	1.13	0.93	0.99	1.16
<i>Total other fresh vegetables</i>	<i>16.30</i>	<i>13.38</i>	<i>14.64</i>	<i>14.62</i>	<i>13.03</i>	<i>15.59</i>	<i>15.10</i>	<i>14.71</i>	<i>15.14</i>	<i>14.77</i>	<i>15.32</i>	<i>14.93</i>	<i>14.50</i>	<i>14.91</i>	<i>15.4*</i>
Tomatoes, canned or bottled	1.11	1.64	0.90	1.77	1.65	0.82	1.13	1.24	1.03	0.53	1.25	1.29	1.11	0.92	0.79
Canned peas	4.18	3.16	2.87	2.98	3.00	1.78	2.03	2.61	1.81	2.25	2.08	2.56	2.30	1.93	1.75
Canned beans	4.50	4.24	3.71	3.89	3.96	3.54	4.03	3.98	4.37	3.59	3.84	4.22	3.96	3.57	3.75
Canned vegetables, other than pulses, potatoes or tomatoes	1.41	1.50	1.25	1.15	0.97	1.12	1.09	1.17	0.94	1.07	1.18	1.31	1.04	0.90	0.83
Dried pulses, other than air-dried	0.57	0.42	0.34	0.28	0.17	0.10	0.21	0.27	0.36	0.59	0.31	0.40	0.27	0.22	0.37
Air-dried vegetables	0.03	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.04	0.02
Vegetable juices (fl oz)	0.07	0.11	0.07	0.09	0.09	0.15	0.15	0.12	0.04	0.30	0.18	0.12	0.12	0.13	0.07
Chips, excluding frozen	0.65	1.27	0.64	0.84	0.79	0.57	0.51	0.68	0.53	0.30	0.53	0.98	0.70	0.49	0.49
Instant potato	0.11	0.08	0.10	0.12	0.10	0.13	0.13	0.11	0.05	0.07	0.14	0.11	0.13	0.09	0.06
Canned potato	0.08	0.13	0.13	0.21	0.13	0.30	0.20	0.18	0.06	0.06	0.21	0.22	0.12	0.18	0.12
Crisps and other potato products, not frozen	0.53	0.41	0.44	0.49	0.52	0.54	0.39	0.45	0.39	0.78	0.38	0.45	0.50	0.45	0.50
Other vegetable products	0.26	0.59	0.31	0.18	0.15	0.16	0.28	0.26	0.15	0.27	0.35	0.30	0.20	0.30	0.16
Frozen peas	1.71	1.05	1.03	1.88	1.60	2.06	2.60	1.83	1.69	0.58	3.01	2.08	1.82	2.06	1.18
Frozen beans	0.51	0.36	0.31	0.44	0.55	0.48	0.79	0.54	0.66	0.12	0.96	0.63	0.49	0.53	0.23
Frozen chips and other frozen convenience potato products	0.54	0.58	0.41	0.38	0.45	1.03	0.74	0.63	0.13	0.56	0.58	0.81	0.81	0.63	0.41
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.81	0.77	0.93	0.52	0.61	1.02	0.96	0.84	0.70	0.59	0.93	0.85	1.01	0.88	0.43
<i>Total processed vegetables</i>	<i>14.45</i>	<i>15.93</i>	<i>13.46</i>	<i>15.23</i>	<i>14.79</i>	<i>13.82</i>	<i>15.25</i>	<i>14.93</i>	<i>12.91</i>	<i>11.69</i>	<i>15.94</i>	<i>15.95</i>	<i>14.36</i>	<i>13.33</i>	<i>10.92</i>
<i>Total vegetables</i>	<i>82.20</i>	<i>88.22</i>	<i>80.66</i>	<i>85.06</i>	<i>83.63</i>	<i>82.72</i>	<i>80.38</i>	<i>83.20</i>	<i>76.08</i>	<i>74.26</i>	<i>81.55</i>	<i>82.25</i>	<i>79.52</i>	<i>81.40</i>	<i>80.17</i>

TABLE 11—continued
 (oz per person per week, except where otherwise stated)

	Region										Type of area					
	Region										Non-metropolitan counties					
	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clydeside conurbation	7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5
FRUIT:																
Fresh																
Oranges	3.15	3.19	3.16	2.94	2.77	2.87	3.44	3.16	3.44	2.80	4.07	3.17	3.00	2.95	2.95	2.88
Other citrus fruit	1.75	1.35	1.56	1.78	1.40	1.70	2.15	1.76	1.43	1.77	2.13	1.51	1.79	2.03	1.86	1.47
Apples	6.46	6.00	6.54	5.76	5.79	7.69	7.19	6.60	6.18	5.08	7.83	5.78	6.61	6.02	7.20	6.12
Pears	0.78	0.85	0.83	0.66	0.63	0.59	0.87	0.78	0.87	0.73	1.03	0.73	0.60	0.78	0.67	0.96
Stone fruit	0.60	0.57	0.51	0.45	0.74	0.69	0.69	0.62	0.51	0.46	0.67	0.45	0.52	0.45	0.54	1.08
Grapes	0.22	0.18	0.14	0.20	0.15	0.21	0.27	0.21	0.27	0.22	0.40	0.16	0.21	0.19	0.20	0.19
Soft fruit, other than grapes	0.70	0.57	0.34	0.66	0.63	1.10	0.69	0.67	0.67	0.41	0.80	0.41	0.73	0.42	0.94	1.05
Bananas	2.96	2.40	2.60	2.81	2.43	3.24	3.29	2.93	3.52	2.95	3.49	2.58	2.96	3.02	3.17	2.95
Rhubarb	0.60	0.51	0.55	0.61	0.50	0.57	0.68	0.59	0.88	0.52	0.53	0.40	0.56	0.62	0.77	0.86
Other fresh fruit	0.30	0.13	0.33	0.35	0.18	0.32	0.35	0.30	0.15	0.37	0.45	0.20	0.28	0.32	0.30	0.30
Total fresh fruit	17.50	15.35	16.43	16.18	15.22	18.96	19.61	17.63	18.95	15.32	21.40	15.37	17.26	16.79	18.59	17.86
Canned peaches, pears and pine-apples	1.48	1.25	1.35	1.12	1.27	1.43	1.57	1.45	1.53	1.78	1.76	1.39	1.49	1.47	1.52	1.38
Other canned or bottled fruit	1.71	1.45	1.34	2.12	1.50	2.07	1.91	1.72	1.38	1.78	2.01	1.44	1.92	1.78	1.70	1.64
Dried fruit and dried fruit products	0.97	0.73	0.84	1.20	0.78	1.24	1.08	0.97	1.30	0.75	1.01	0.66	1.08	1.00	1.19	1.11
Frozen fruit and frozen fruit products	0.08	0.05	0.06	0.05	0.04	0.07	0.15	0.09	0.03	0.05	0.19	0.04	0.10	0.07	0.09	0.05
Nuts and nut products	0.36	0.23	0.26	0.40	0.30	0.37	0.48	0.37	0.43	0.18	0.50	0.24	0.36	0.44	0.45	0.32
Fruit juices (fl oz)	1.43	0.69	1.49	0.57	1.00	1.53	2.07	1.44	1.09	1.51	2.71	0.98	1.33	1.50	1.37	1.30
Total other fruit and fruit products	6.02	4.39	5.34	5.45	4.89	6.70	7.26	6.04	5.75	6.05	8.18	4.75	6.28	6.26	6.32	5.79
Total fruit	23.52	19.74	21.77	21.63	20.11	25.66	26.87	23.67	24.70	21.37	29.58	20.12	23.54	23.05	24.91	23.65

TABLE 11—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area									
	All households	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (6)/ East Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clydeside conurbation			Non-metropolitan counties				
													Wards with electorate per acre of	7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5			
CEREALS:																				
White bread, large loaves, unsliced	6.78	2.76	5.73	4.95	4.63	7.79	9.36	7.22	6.51	11.73	7.14	7.94	5.19	5.98	6.70	6.79	9.68			
White bread, large loaves, sliced	16.55	19.68	16.51	17.40	17.80	22.42	13.60	13.62	16.42	15.54	18.16	12.04	20.47	16.33	15.49	14.70	16.08			
White bread, small loaves, unsliced	1.95	2.96	3.51	3.07	1.77	1.64	1.73	1.50	2.10	1.62	0.62	1.41	2.82	1.53	1.45	2.04	1.70			
White bread, small loaves, sliced	0.52	0.70	0.93	0.96	0.61	0.43	0.25	0.37	0.55	0.16	0.46	0.37	0.80	0.46	0.48	0.45	0.33			
Brown bread	2.96	3.89	2.18	3.55	2.64	1.68	3.13	3.22	2.94	2.75	3.35	3.45	2.69	3.27	2.90	3.19	2.64			
Wholewheat and wholemeal bread	0.74	0.43	0.07	0.48	0.89	0.66	1.88	0.79	0.74	1.26	0.50	0.74	0.38	0.93	0.70	0.93	1.04			
Other bread	3.22	3.76	3.04	2.71	4.34	3.33	2.54	2.71	3.00	2.48	6.00	2.99	3.68	2.95	3.62	2.84	2.84			
Total bread	32.73	34.19	31.95	33.12	32.68	37.95	32.49	29.45	32.26	35.53	36.24	28.94	36.03	31.46	31.35	30.93	34.31			
Flour	6.46	9.52	9.37	4.83	7.37	6.66	6.10	5.83	6.60	7.76	4.11	5.47	6.29	6.69	5.10	6.53	8.14			
Buns, scones and tencakes	1.07	1.66	1.71	2.03	0.71	0.65	0.73	0.78	1.10	0.55	1.03	0.89	1.65	0.85	0.83	0.86	0.77			
Cakes and pastries	2.80	2.19	2.79	2.69	3.21	2.96	3.11	2.84	2.83	2.44	2.74	2.81	2.84	3.14	2.74	2.85	2.37			
Crispbread	0.22	0.18	0.18	0.20	0.21	0.15	0.25	0.25	0.22	0.16	0.23	0.24	0.18	0.24	0.25	0.25	0.17			
Biscuits, other than chocolate biscuits	4.46	4.72	4.20	3.97	4.61	4.40	4.38	4.68	4.46	3.95	4.69	4.56	4.48	4.60	4.73	4.49	3.94			
Chocolate biscuits	0.94	1.32	0.98	1.00	0.86	0.69	0.76	0.76	0.86	0.92	1.83	0.71	1.08	0.81	0.99	0.98	0.97			
Oatmeal and oat products	0.51	0.60	0.41	0.37	0.53	0.43	0.54	0.41	0.44	0.46	1.29	0.42	0.45	0.61	0.46	0.47	0.61			
Breakfast cereals	3.30	3.30	2.91	3.55	3.48	3.23	3.63	3.36	3.35	3.12	2.81	3.34	3.07	3.49	3.36	3.56	3.20			
Canned milk puddings	1.36	1.84	1.76	1.22	1.62	1.47	1.12	1.18	1.36	1.37	1.18	1.20	1.61	1.26	1.63	1.22	1.04			
Other puddings	0.19	0.22	0.20	0.22	0.24	0.17	0.16	0.17	0.19	0.25	0.27	0.20	0.23	0.19	0.22	0.13	0.18			
Rice	0.69	0.59	0.44	0.36	0.29	0.70	0.45	1.11	0.72	0.33	0.54	1.82	0.53	0.59	0.59	0.42	0.46			
Cereal-based invalid foods (including "slimming" foods)	0.01	...	0.01	0.02	0.02	...	0.04	0.06	0.01	0.12	0.11	0.06	0.01	...	0.01	...	0.05			
Infant cereal foods	0.08	0.06	0.08	0.10	0.07	0.10	0.10	0.37	0.32	0.26	0.34	0.37	0.27	0.34	0.44	0.29	0.28			
Frozen convenience cereal foods	0.32	0.26	0.18	0.30	0.30	0.30	0.40	0.37	0.32	0.32	0.34	0.37	0.27	0.34	0.44	0.29	0.28			
Cereal convenience foods, including canned, not specified elsewhere	2.08	2.43	1.97	1.87	2.23	2.02	1.82	2.17	2.08	1.82	2.23	2.02	2.19	2.22	2.42	1.84	1.68			
Other cereal foods	0.35	0.30	0.12	0.28	0.20	0.22	0.31	0.50	0.34	0.29	0.49	0.67	0.21	0.35	0.35	0.38	0.29			
Total cereals	57.54	63.39	59.25	56.14	58.62	62.12	56.31	53.91	57.20	59.22	60.11	53.72	61.20	56.91	55.58	55.25	58.47			

TABLE 11—continued
 (oz per person per week, except where otherwise stated)

	Region										Type of area						
	All household	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clyde-side conurbation	Non-metropolitan counties			
														Wards with electorate per acre of—			
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5	
BEVERAGES:																	
Tea	2.07	2.35	2.04	2.09	2.10	2.36	1.70	2.00	2.07	2.10	1.94	2.03	2.34	1.99	1.82	1.99	1.95
Coffee, bean and ground	0.07	0.03	0.03	0.06	0.07	0.04	0.04	0.11	0.07	0.15	0.06	0.12	0.04	0.06	0.07	0.12	0.06
Coffee, instant	0.36	0.38	0.32	0.31	0.36	0.38	0.40	0.38	0.36	0.32	0.35	0.37	0.33	0.42	0.35	0.35	0.35
Coffee, essences, (fl oz)	0.05	0.02	0.05	0.02	0.11	0.11	0.06	0.04	0.05	0.17	0.01	0.02	0.06	0.04	0.03	0.07	0.10
Cocoa and drinking chocolate	0.16	0.12	0.13	0.07	0.27	0.23	0.30	0.14	0.16	0.14	0.11	0.12	0.14	0.17	0.19	0.15	0.20
Branded food drinks	0.18	0.20	0.16	0.15	0.21	0.25	0.21	0.19	0.19	0.07	0.08	0.13	0.19	0.26	0.13	0.15	0.18
Total beverages	2.88	3.09	2.72	2.69	3.12	3.36	2.71	2.86	2.91	2.94	2.55	2.79	3.11	2.93	2.58	2.82	2.84
MISCELLANEOUS:																	
Baby foods, canned or bottled	0.26	0.29	0.23	0.41	0.20	0.16	0.11	0.27	0.25	0.35	0.31	0.27	0.31	0.22	0.38	0.22	0.18
Soups, canned	2.80	3.80	3.24	3.22	2.82	2.65	1.70	2.11	2.60	2.14	5.26	2.06	3.53	2.25	3.41	2.69	2.32
Soups, dehydrated and powdered	0.12	0.09	0.12	0.12	0.15	0.10	0.12	0.10	0.11	0.11	0.19	0.09	0.13	0.14	0.13	0.11	0.09
Accelerated freeze-dried foods (excluding coffee)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Spreads and dressings:	0.30	0.25	0.27	0.28	0.31	0.22	0.39	0.35	0.31	0.19	0.27	0.34	0.21	0.30	0.33	0.40	0.31
Pickles and sauces:	1.66	1.59	1.59	1.37	1.68	1.81	1.47	1.75	1.65	1.75	1.67	1.87	1.78	1.75	1.61	1.49	1.36
Ment and yeast extracts	0.17	0.13	0.15	0.15	0.16	0.15	0.20	0.22	0.18	0.08	0.13	0.24	0.14	0.19	0.16	0.18	0.15
Table jelly, squares and crystals	0.34	0.37	0.26	0.32	0.38	0.31	0.36	0.35	0.33	0.32	0.39	0.30	0.31	0.38	0.35	0.36	0.34
Ice-cream (served as part of a meal), mousse (fl oz)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
All frozen convenience foods, not specified elsewhere	1.90	1.48	1.24	1.90	1.58	1.47	2.96	2.26	1.96	1.41	1.65	2.10	1.60	1.97	1.73	2.55	1.81
Salt	0.01	—	—	—	0.01	—	—	0.01	0.01	—	—	0.02	—	0.01	—	0.01	—
Novel protein foods	0.85	0.77	0.53	0.81	1.07	0.87	0.77	0.81	0.80	1.32	1.04	0.81	0.76	0.93	0.74	0.78	1.08
	0.05	0.09	0.01	0.08	0.04	0.03	0.05	0.06	0.05	—	—	0.04	0.05	0.05	0.04	0.08	0.01

(a) See Appendix A, Table 12 for details of the classification of foods.
 (b) Including Greater London, for which separate results are given in the analysis according to type of area.

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

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TABLE 12

Household expenditure on seasonal, convenience and other foods according to income group, together with comparative indices of food prices and the real value of food purchased, 1977

	Income group													All households			
	Households with one or more earners						Households without an earner						OAP				
	Gross weekly income of head of household																
	£160 and over	£110 and under £160	£110 and over	£70 and under £110	£40 and under £70	Less than £40	£40 or more	Less than £40	E2	£		£					
A1	A2	All A	B	C	D	E1	E2	£		£							
(per person per week)																	
(i) <i>Expenditure and value of garden and allotment produce, etc.</i>																	
Expenditure on:																	
Seasonal foods	1.11	0.88	0.93	0.79	0.76	0.85	1.01	0.94	0.90	0.82							
Convenience foods																	
Canned	0.31	0.27	0.28	0.32	0.32	0.36	0.32	0.32	0.31	0.32							
Frozen	0.15	0.21	0.19	0.17	0.16	0.13	0.11	0.11	0.11	0.16							
Other convenience foods	0.83	0.79	0.81	0.79	0.79	0.76	0.74	0.71	0.68	0.78							
Total convenience foods	1.28	1.27	1.28	1.28	1.27	1.25	1.17	1.14	1.10	1.26							
All other foods	3.79	3.09	3.28	2.93	2.93	3.11	3.40	3.27	3.40	3.03							
Total expenditure	6.18	5.25	5.49	4.99	4.96	5.22	5.58	5.35	5.41	5.10							
Value of garden and allotment produce, etc.	0.29	0.20	0.22	0.13	0.16	0.09	0.23	0.13	0.12	0.15							
Value of consumption	6.47	5.45	5.71	5.13	5.12	5.31	5.81	5.49	5.53	5.25							
(ii) <i>Comparative indices (a) of expenditure, prices and purchases (all foods)</i>																	
Expenditure	121.2	102.8	107.6	97.9	97.3	102.3	109.4	104.9	105.9	100							
Value of consumption	123.1	103.6	108.7	97.6	97.4	101.0	110.6	104.3	105.2	100							
Prices	106.4	102.2	103.3	99.7	99.3	99.4	101.3	100.4	100.8	100							
Index of value of consumption deflated by index of food prices	115.6	101.4	105.2	97.9	98.1	101.5	109.2	103.9	104.5	100							
Food purchases	115.8	101.3	105.2	98.3	97.9	102.4	107.9	104.5	105.1	100							
"Price of energy"	124.9	110.9	114.6	100.6	96.5	93.9	104.8	97.4	97.4	100							

(a) See Glossary.

TABLE 13
Household food consumption according to income group: main food groups, annual averages, 1977
(oz per person per week, except where otherwise stated)

	Food codes	Income group											All households			
		Households with one or more earners						Households without an earner				OAP				
		Gross weekly income of head of household						£40 or more	Less than £40	E2						
		£160 and over	£110 and over	£70 and over	£40 and over	Less than £40	E1									
A1	A2	All A	B	C	D	E1	E2									
MILK AND CREAM:																
Liquid milk—full price	4	4.74	4.70	4.43	4.36	4.22	4.70	4.80	4.72	4.80	4.72	4.72	4.46			
welfare and school	5, 6	0.10	0.10	0.08	0.07	0.12	0.13	0.18	0.01	0.18	0.01	0.08				
Total liquid milk	4-6	4.83	4.80	4.50	4.43	4.34	4.83	4.98	4.73	4.98	4.73	4.54				
Condensed milk	9	0.09	0.09	0.13	0.14	0.18	0.14	0.15	0.24	0.15	0.24	0.14				
Dried and other milk	10-14	0.15	0.15	0.19	0.19	0.23	0.20	0.24	0.19	0.24	0.19	0.21				
Cream	17	0.05	0.05	0.03	0.02	0.02	0.04	0.02	0.02	0.02	0.02	0.03				
Total milk and cream	4-17	4.99	5.13	5.10	4.85	4.78	5.21	5.40	5.19	5.40	5.19	4.90				
CHEESE:																
Natural	22	4.99	3.75	4.09	3.56	3.46	3.84	3.64	3.32	3.64	3.32	3.56				
Processed	23	0.27	0.30	0.29	0.23	0.25	0.22	0.18	0.27	0.18	0.27	0.24				
Total cheese	22, 23	5.27	4.05	4.38	3.79	3.71	4.06	3.82	3.59	3.82	3.59	3.80				
MEAT:																
Beef and veal	31	16.20	8.59	10.64	8.15	7.74	9.97	7.39	8.37	7.39	8.37	8.25				
Mutton and lamb	36	6.96	4.23	4.99	3.79	3.29	4.81	5.05	5.45	5.05	5.45	3.97				
Pork	41	3.47	4.23	4.03	3.34	3.26	1.92	2.73	2.97	2.73	2.97	3.12				
Total carcase meat	31-41	26.63	17.05	19.66	15.29	14.29	16.70	15.18	16.80	15.18	16.80	15.53				
Bacon and ham, uncooked	55	5.18	4.49	4.67	4.08	4.26	4.80	4.93	5.04	4.93	5.04	4.34				
Poultry, uncooked	73, 77	9.32	6.85	7.45	6.17	5.63	7.89	4.58	5.11	4.58	5.11	5.96				
Other meat and meat products	46-51 58-71 78-94	9.85	11.51	11.10	12.34	13.59	11.15	12.87	12.16	12.87	12.16	12.78				
Total meat	31-94	51.00	39.91	42.89	37.87	37.76	40.64	38.09	39.00	38.09	39.00	38.58				

TABLE 13—continued
 (oz per person per week, except where otherwise stated)

	Food codes	Income group										All households										
		Households with one or more earners					Households without an earner															
		Gross weekly income of head of household																				
		£160 and over	£110 and over	£70 and under £110	£40 and under £70	Less than £40	£40 or more	Less than £40	E2	OAP												
A1	A2	All A	B	C	D	E1																
FISH:																						
Fresh	100,105	1-25	1-73	1-07	1-23	1-52	2-05	1-84	2-32	1-36												
Processed and shell	111-113	0-48	0-59	0-40	0-37	0-49	0-65	0-58	0-56	0-44												
Prepared, including fish products	114-117	0-87	0-81	1-15	1-20	1-41	1-20	1-17	1-24	1-17												
Frozen, including fish products	118-123	0-90	1-32	1-22	1-21	1-04	1-03	1-14	1-00	1-20												
<i>Total fish</i>	100-127	5-87	3-85	4-34	3-85	4-46	4-93	4-65	5-13	4-13												
EGGS																						
(Eggs purchased)	129	4-30	3-99	4-06	3-83	4-21	4-49	4-79	4-69	4-00												
		3-73	3-66	3-66	3-66	4-18	4-41	4-62	4-59	3-79												
FATS:																						
Butter	135	4-25	4-89	4-72	4-51	4-56	5-03	5-12	6-12	4-70												
Margarine	138	2-72	2-84	2-82	3-29	4-06	4-71	4-05	3-37	3-48												
Lard and compound cooking fat	139	0-98	1-09	1-06	1-71	2-52	1-48	1-89	2-14	1-88												
All other fats	143, 148	1-79	0-65	0-92	0-97	0-74	0-98	0-72	0-96	0-94												
<i>Total fats</i>	135-148	9-75	9-46	9-54	10-49	11-87	12-20	11-78	12-59	10-99												
SUGAR AND PRESERVES:																						
Sugar	150	8-68	9-54	9-33	10-75	14-74	11-99	14-81	16-43	12-09												
Honey, preserves, syrup and treacle	151-154	2-30	2-24	2-26	2-14	2-67	3-78	3-78	3-54	2-36												
<i>Total sugar and preserves</i>	150-154	10-98	11-78	11-59	12-89	17-40	15-77	18-59	19-96	14-45												
VEGETABLES:																						
Potatoes	156-161	25-25	30-65	29-24	39-09	51-74	36-25	44-16	37-01	40-79												
Fresh green	162-171	13-78	11-84	12-29	11-23	11-90	17-99	14-99	15-46	12-15												
Other fresh	172-183	17-99	15-62	16-20	14-52	14-53	19-71	15-65	15-44	14-71												
Frozen, including vegetable products	203-208	2-85	4-74	4-25	3-54	2-80	2-77	2-16	2-22	3-63												
Other processed, including vegetable products	184-202	8-42	7-99	8-11	11-03	13-80	7-89	9-65	7-79	10-94												
<i>Total vegetables</i>	156-208	68-29	70-85	70-09	79-97	94-77	84-59	86-58	77-91	82-20												

TABLE 13—continued
(oz per person per week, except where otherwise stated)

Food codes	Income group											All households
	Households with one or more earners						Households without an earner				OAP	
	Gross weekly income of head of household						£40 or more	Less than £40	E1	E2		
	£110 and over	£70 and under £110	£40 and under £70	Less than £40	D	C						
A1	A2	All A	B	C	D	E1	E2					
FRUIT:												
Fresh	26.85	23.94	24.59	17.79	14.81	12.97	25.74	18.84	18.47	17.50		
Other, including fruit products	10.32	8.02	8.60	6.23	5.31	4.35	7.87	6.15	5.16	6.02		
<i>Total fruit</i>	37.17	31.96	33.19	24.02	20.12	17.32	33.61	24.99	23.63	23.52		
CEREALS:												
Brown bread	3.45	3.40	3.40	2.79	2.32	2.91	5.79	4.64	4.83	2.96		
White bread	15.41	18.74	17.92	25.32	28.39	30.64	19.68	24.92	25.80	25.80		
Wholewheat and wholemeal bread	1.90	1.29	1.46	0.64	0.51	0.40	2.58	1.02	0.83	0.74		
Other bread	2.70	3.29	3.14	2.98	3.27	3.76	3.04	3.70	3.95	3.22		
<i>Total bread</i>	23.47	26.72	25.92	31.73	34.49	37.71	31.09	34.29	35.40	32.73		
Flour	5.83	5.31	5.43	5.94	6.17	8.79	9.75	7.49	9.36	6.46		
Cakes	2.84	3.36	3.23	3.70	3.96	4.47	3.96	4.10	4.76	3.87		
Biscuits	5.65	5.07	5.23	5.54	5.65	5.65	5.95	6.14	5.85	5.62		
Oatmeal and oat products	0.42	0.46	0.45	0.45	0.43	0.30	1.02	1.19	0.87	0.51		
Breakfast cereals	4.27	3.90	4.00	3.43	3.13	2.87	3.70	2.81	2.69	3.30		
Other cereals	5.99	4.67	5.01	5.03	4.91	5.52	4.50	6.05	5.40	5.08		
<i>Total cereals</i>	48.47	49.49	49.27	55.82	58.73	65.32	59.96	62.06	64.32	57.54		
BEVERAGES:												
Tea	1.18	1.37	1.32	1.78	2.12	2.90	2.20	2.88	3.24	2.07		
Coffee	0.64	0.68	0.67	0.46	0.46	0.40	0.72	0.39	0.42	0.48		
Cocoa and drinking chocolate	0.10	0.21	0.18	0.16	0.14	0.19	0.32	0.10	0.11	0.16		
Branded food drinks	0.16	0.15	0.16	0.15	0.18	0.27	0.31	0.24	0.24	0.18		
<i>Total beverages</i>	2.09	2.42	2.35	2.56	2.91	3.76	3.55	3.60	4.00	2.88		

TABLE 14
 Household food expenditure according to income group: main food groups, annual averages, 1977
 (pence per person per week)

	Food codes	Income group														All households	
		Households with one or more earners							Households without an earner								
		Gross weekly income of head of household							Less than £40								
		£160 and over	£110 and over	£110 and under £160	A1	A2	All A	B	C	£40 and under £70	D	E1	E2	Less than £40	OAP		
MILK AND CREAM:																	
Liquid milk — full price	4	47.08	49.28	48.62	48.57	46.71	47.64	53.83	53.00	48.43						53.00	48.43
Liquid milk — welfare and school	5, 6	0.18	0.06	0.07	0.02	0.02	—	—	—	—						—	0.03
<i>Total liquid milk</i>	4-6	47.18	49.34	48.69	48.59	46.73	47.64	53.83	53.00	48.46						53.00	48.46
Condensed milk	9	0.79	1.04	0.98	1.30	1.47	1.92	1.45	2.54	1.45						2.54	1.45
Dried and other milk	10-14	4.04	3.79	3.83	3.26	3.10	2.97	3.45	2.72	3.45						2.72	3.22
Cream	17	5.96	3.91	4.44	2.20	1.58	1.72	2.01	1.49	2.16						1.49	2.16
<i>Total milk and cream</i>	4-17	57.96	58.07	57.93	55.36	52.87	54.26	61.01	59.75	55.30						59.75	55.30
CHEESE:																	
Natural	22	21.44	15.18	16.84	13.90	13.37	12.99	16.14	13.03	13.99						13.03	13.99
Processed	23	1.30	1.39	1.37	1.07	1.14	1.05	0.93	1.23	1.12						1.23	1.12
<i>Total cheese</i>	22, 23	22.73	16.57	18.21	14.97	14.51	14.05	17.07	14.26	15.10						14.26	15.10
MEAT:																	
Beef and veal	31	86.57	46.81	57.63	41.47	40.66	37.38	50.99	44.90	43.08						44.90	43.08
Mutton and lamb	36	26.35	18.01	20.30	16.53	14.11	20.44	21.73	23.80	17.02						23.80	17.02
Pork	41	18.44	16.20	16.94	13.96	13.34	14.75	9.18	13.50	13.94						13.50	13.94
<i>Total carcass meat</i>	31-41	131.36	81.03	94.86	71.98	68.12	72.57	81.90	82.00	74.02						82.00	74.02
Bacon and ham, uncooked	55	27.55	22.04	23.45	19.52	19.80	20.01	22.33	23.90	20.51						23.90	20.51
Poultry, uncooked	73, 77	27.63	20.07	21.93	17.27	15.28	13.50	21.90	14.20	16.69						14.20	16.69
Other meat and meat products	46-51, 58-71, 78-94	39.96	44.61	43.44	45.83	49.52	51.65	41.84	46.06	47.23						46.06	47.23
<i>Total meat</i>	31-94	226.50	167.77	183.69	154.59	152.74	157.74	167.96	166.17	158.43						166.17	158.43

TABLE 14. (CONTINUED)
 UNIVERSITY PURCHASING WORKS

FOOD CODES	UNIVERSITY PURCHASING WORKS										TOTAL
	1950 AND 1951		1952 AND 1953		1954 AND 1955		1956 AND 1957		1958 AND 1959		
	QTY	AMOUNT	QTY	AMOUNT	QTY	AMOUNT	QTY	AMOUNT	QTY	AMOUNT	
FISH:											
Fresh	111	113	5	5	481	511	3	3	18	18	699
Processed and shell	114	117	3	3	1	1	1	1	1	1	117
Prepared, including fish products	118	124	4	4	6	6	6	6	6	6	124
Frozen, including fish products	110	122	6	6	4	4	4	4	4	4	122
Total fish	100	122	24	24	59	59	14	14	29	29	122
EGGS	129		13	13	14	14	14	14	14	14	129
FATS:											
Butter	135		14	14	13	13	13	13	13	13	135
Margarine	136		5	5	6	6	6	6	6	6	136
Lard and compound cooking fat	139		1	1	1	1	1	1	1	1	139
Other fats	143	148	1	1	1	1	1	1	1	1	148
Total fats	135	148	24	24	21	21	21	21	21	21	148
SUGAR AND PRESERVES:											
Sugar	150		7	7	8	8	8	8	8	8	150
Honey, preserves, syrup and treacle	151	154	1	1	1	1	1	1	1	1	154
Total sugar and preserves	150	154	8	8	9	9	9	9	9	9	154
VEGETABLES:											
Potatoes	156	161	12	12	13	13	13	13	13	13	161
Fresh green	162	171	7	7	6	6	6	6	6	6	171
Other fresh	172	183	16	16	15	15	15	15	15	15	183
Frozen, including vegetable products	203	208	8	8	7	7	7	7	7	7	208
Other processed, including vegetable products	184	202	13	13	16	16	16	16	16	16	202
Total vegetables	156	208	36	36	37	37	37	37	37	37	208

TABLE 14—continued
 (pence per person per week)

	Food codes	Income group											All households
		Households with one or more earners						Households without an earner			OAP		
		Gross weekly income of head of household											
		£160 and over	£110 and under £160	All A	B	£70 and under £110	£40 and under £70	Less than £40	£40 or more	Less than £40	E1	E2	
FRUIT:		A1	A2			C	D	E1	E2				
Fresh	210-231	32-04	27-20	28-53	19-82	15-95	14-18	27-31	21-24	19-13	19-13	19-29	
Other, including fruit products	233-248	18-92	14-45	15-56	11-59	9-75	7-76	14-55	11-72	9-85	9-85	11-14	
<i>Total fruit</i>	210-248	51-86	41-65	44-11	31-41	25-70	21-94	41-86	32-96	28-98	28-98	30-43	
CEREALS:													
Brown bread	255	3-43	3-46	3-44	2-78	2-35	3-07	5-96	4-79	5-08	5-08	3-01	
White bread	251-254	13-13	15-19	14-67	19-91	22-63	24-52	16-18	20-85	22-65	22-65	20-69	
Wholewheat and wholemeal bread	256	1-95	1-32	1-48	0-65	0-52	0-39	2-46	1-05	0-88	0-88	0-76	
Other bread	263	4-55	5-00	4-88	4-79	5-22	6-22	4-75	5-51	5-84	5-84	5-10	
<i>Total bread</i>	251-263	23-05	24-96	24-48	28-13	30-72	34-20	29-35	32-20	34-44	34-44	29-55	
Flour	264	3-38	2-88	3-00	3-20	3-37	3-91	5-36	4-19	5-23	5-23	3-48	
Cakes	267-270	8-86	9-99	9-71	10-82	11-37	11-95	11-31	11-46	13-44	13-44	11-15	
Biscuits	271-277	13-96	13-78	14-36	13-99	13-98	13-39	14-36	14-20	13-24	13-24	13-98	
Oatmeal and oat products	281	0-60	0-58	0-58	0-55	0-57	0-45	1-32	1-53	1-06	1-06	0-64	
Breakfast cereals	282	8-56	7-99	8-13	6-85	6-27	5-92	7-55	5-61	5-59	5-59	6-64	
Other cereals	285-301	11-66	9-16	9-78	9-13	8-44	8-78	7-90	9-24	7-45	7-45	8-84	
<i>Total cereals</i>	251-301	72-06	69-34	70-05	72-66	74-71	78-58	77-16	78-43	80-45	80-45	74-26	
BEVERAGES:													
Tea	304	7-74	8-56	8-34	11-10	12-89	17-79	13-74	17-60	19-44	19-44	12-64	
Coffee	307-309	13-86	13-31	13-54	9-48	9-26	8-26	13-94	7-76	7-09	7-09	9-67	
Cocoa and drinking chocolate	312	0-41	0-83	0-72	0-66	0-59	0-85	1-12	0-44	0-50	0-50	0-64	
Branded food drinks	313	0-56	0-47	0-51	0-53	0-64	0-91	1-06	0-94	0-94	0-94	0-64	
<i>Total beverages</i>	304-313	22-58	23-17	23-11	21-77	23-37	27-80	29-87	26-74	27-99	27-99	23-59	
MISCELLANEOUS:													
Soups, canned, dehydrated and powdered	318, 319	3-10	3-41	3-36	3-71	3-94	4-64	4-07	4-09	4-18	4-18	3-85	
Other foods	315, 323-339	17-23	15-46	15-95	13-53	12-58	13-25	12-04	10-53	10-22	10-22	13-09	
<i>Total miscellaneous</i>	315-339	20-33	18-86	19-30	17-25	16-52	17-88	16-10	14-62	14-39	14-39	16-94	
TOTAL EXPENDITURE		£6-18	£5-25	£5-49	£4-99	£4-96	£5-22	£5-58	£5-35	£5-41	£5-41	£5-10	

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

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TABLE 15

Household expenditure on seasonal, convenience and other foods according to household composition, together with comparative indices of food prices and the real value of food purchased, 1977

	Households with													All house-holds	
	1			2			3			4 or more					
	No. of adults			No. of children			No. of adults			No. of children					
(i) Expenditure and value of garden and allotment produce, etc.	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
Expenditure on:															
Seasonal foods	1.09	0.72	1.04	0.84	0.68	0.63	0.57	0.92	0.77	0.67	0.85	0.82			
Convenience foods															
Canned	0.44	0.32	0.36	0.35	0.30	0.27	0.26	0.32	0.30	0.26	0.30	0.32	0.30	0.30	0.32
Frozen	0.16	0.18	0.16	0.20	0.16	0.13	0.10	0.17	0.17	0.15	0.14	0.16	0.15	0.14	0.16
Other convenience foods	0.95	0.80	0.85	0.84	0.74	0.69	0.63	0.80	0.78	0.68	0.72	0.78	0.68	0.72	0.78
Total convenience foods	1.53	1.30	1.37	1.38	1.20	1.09	0.99	1.29	1.26	1.09	1.17	1.26	1.09	1.17	1.26
All other foods	3.63	2.66	3.78	3.05	2.57	2.37	2.14	3.54	2.88	2.59	3.47	3.03	2.59	3.47	3.03
Total expenditure	6.26	4.67	6.20	5.27	4.45	4.10	3.70	5.75	4.91	4.35	5.48	5.10	4.35	5.48	5.10
Value of garden and allotment produce, etc.	0.09	0.07	0.18	0.15	0.13	0.16	0.11	0.20	0.14	0.11	0.20	0.15	0.11	0.20	0.15
Value of consumption	6.36	4.74	6.38	5.42	4.58	4.25	3.81	5.94	5.05	4.45	5.69	5.26	4.45	5.69	5.26
(ii) Comparative indices (a) of expenditure, prices and purchases (all foods)	(all households=100)														
Expenditure	122.7	91.6	121.5	103.3	87.2	80.3	72.4	112.6	96.2	85.2	107.5	100	96.2	85.2	107.5
Value of consumption	120.9	90.2	121.3	103.0	87.2	80.9	72.5	113.1	96.1	84.7	108.1	100	96.1	84.7	108.1
Prices	103.4	98.8	101.9	101.2	98.9	98.0	97.2	100.8	99.2	94.7	100.7	100	99.2	94.7	100.7
Index of value of consumption deflated by index of food prices	117.0	91.3	119.0	101.9	88.2	82.5	74.4	112.3	96.9	89.5	107.6	100	96.9	89.5	107.6
Food purchases	118.1	92.5	119.2	102.2	88.2	81.8	74.1	111.7	96.9	90.4	106.7	100	96.9	90.4	106.7
"Price of energy"	107.3	91.8	106.3	104.2	96.6	92.0	82.8	103.1	98.3	90.9	100.8	100	98.3	90.9	100.8

(a) See Glossary.

TABLE 16
Household food consumption according to household composition: main food groups, annual averages, 1977
(oz per person per week, except where otherwise stated)

	No. of adults	Households with					4 or more	3	1 or 2			1 or more		
		No. of children							4 or more	3	1 or 2		1 or more	
		0	1	2	3	4 or more								
Food codes														
MILK AND CREAM:														
Liquid milk—full price		4-43	4-68	4-58	4-35	4-38	4-01	4-56	4-24	4-04	4-22			
welfare and school		0-40	...	0-04	0-17	0-19	0-15	0-03	0-03	0-10	0-10			
Total liquid milk		5-33	4-68	4-62	4-51	4-57	4-16	4-59	4-27	4-14	4-32			
Condensed milk	(pt)	0-01	...	0-11	0-12	0-10	0-13	0-06	0-03	0-13	0-16			
Dried and other milk	(pt or eq pt)	5-34	4-68	4-62	4-51	4-57	4-16	4-59	4-27	4-14	4-32			
Cream	(pt)	0-19	0-18	0-24	0-20	0-15	0-12	0-04	0-02	0-18	0-14			
Total milk and cream	(pt or eq pt)	0-26	0-18	0-24	0-20	0-15	0-12	0-04	0-02	0-18	0-14			
		0-03	0-04	0-03	0-02	0-02	0-01	0-04	0-02	0-18	0-14			
		5-82	5-13	5-02	4-84	4-84	4-44	4-91	4-59	4-17	4-58			
CHEESE:														
Natural		5-15	4-47	3-61	3-12	2-71	2-02	4-01	3-47	2-41	4-08			
Processed		0-28	0-24	0-30	0-21	0-17	0-28	0-29	0-25	0-21	0-52			
Total cheese		5-43	4-72	3-92	3-34	2-89	2-30	4-30	3-72	2-62	4-60			
MEAT:														
Beef and veal		7-57	10-55	8-69	6-80	6-19	4-15	10-73	7-52	9-80	9-42			
Mutton and lamb		4-41	5-96	4-18	2-92	3-07	1-86	4-20	3-29	2-95	4-18			
Pork		2-91	3-93	2-95	3-04	1-68	2-44	3-11	4-38	3-90	5-04			
Total carcass meat		14-89	20-44	15-82	12-76	10-94	8-45	18-05	11-19	16-65	19-24			
Bacon and ham, uncooked		5-08	5-92	4-38	3-11	2-96	2-91	5-89	3-96	3-64	6-33			
Poultry, uncooked		73-77	6-87	6-61	5-50	4-70	3-50	7-71	5-81	4-45	7-03			
Other meat and meat products		46-51	14-21	13-20	11-08	10-46	10-47	14-16	13-29	14-17	13-03			
		58-71	14-21	13-20	11-08	10-46	10-47	14-16	13-29	14-17	13-03			
		78-94	14-21	13-20	11-08	10-46	10-47	14-16	13-29	14-17	13-03			
Total meat		31-94	47-42	40-01	32-46	29-02	25-15	45-81	48-25	49-11	43-06			
FISH:														
Fresh		100, 105	2-11	1-06	0-87	0-77	0-64	2-23	1-06	1-18	1-47			
Processed and shell		111, 113	0-66	0-47	0-31	0-27	0-29	0-51	0-11	0-30	0-42			
Prepared, including fish products		114, 117	0-49	0-30	0-27	0-27	0-29	0-51	0-11	0-30	0-42			
Frozen, including fish products		118, 123	1-36	1-27	1-00	0-86	1-04	1-34	0-73	0-73	1-03			
		110, 127	1-09	1-23	1-22	1-06	0-87	1-36	1-16	1-40	1-11			
Total fish		100-127	5-37	4-01	3-38	2-95	2-62	5-45	2-69	2-70	4-01			
EGGS:														
(Eggs purchased)		129	4-81	3-91	3-42	3-45	3-53	4-46	3-80	3-32	4-23			
		5-09	4-62	3-70	3-23	3-19	3-24	4-20	3-59	3-19	3-70			

TABLE 16—continued
 (oz per person per week, except where otherwise stated)

	Households with										
	No. of adults		1		2		3		3 or more		4 or more
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more
	No. of children										
	Food codes										
FATS:	135	3-21	6-11	4-36	3-74	3-77	3-04	5-97	4-63	3-31	5-75
Butter	380	4-02	3-89	3-00	3-47	3-26	3-58	3-42	3-26	3-41	3-46
Margarine	139	1-77	2-13	2-04	1-67	1-62	1-81	2-02	1-92	1-62	2-13
Lard and compound cooking fat	143, 148	1-11	1-17	0-97	0-80	0-45	0-38	1-30	0-93	0-62	1-32
Other fats	135-148	10-85	13-30	10-37	9-68	9-09	8-82	12-70	10-75	8-97	12-65
Total fats											
SUGAR AND PRESERVES:	150	12-19	14-28	11-00	10-38	10-52	12-34	13-85	11-25	12-16	12-22
Sugar	151-154	4-02	2-92	1-91	2-14	2-04	2-17	2-55	1-95	1-80	2-47
Honey, preserves, syrup and treacle	150-154	18-45	17-19	12-91	12-52	12-57	14-51	16-40	13-21	13-97	14-69
Total sugar and preserves											
VEGETABLES:	156-161	37-32	40-99	41-83	38-51	38-22	39-41	44-35	44-51	46-99	44-62
Potatoes	162-171	15-23	17-11	11-31	9-62	8-98	6-15	14-97	11-43	8-23	14-46
Fresh green	172-183	17-87	19-01	15-60	12-24	11-39	8-61	17-53	13-83	11-46	16-30
Other fresh	203-208	2-69	2-73	4-49	3-50	2-69	1-86	4-10	3-96	3-16	4-21
Frozen, including vegetable products	184-202	10-38	13-18	10-34	12-17	10-99	12-50	10-36	11-25	10-55	10-08
Other processed, including vegetable products	156-208	76-68	71-90	85-40	74-87	72-02	68-52	91-37	84-98	80-41	89-68
Total vegetables											
FRUIT:	210-231	14-78	22-15	18-25	15-54	13-81	10-94	18-91	16-01	12-65	17-42
Fresh	233-248	7-91	5-52	6-37	5-35	4-76	3-48	6-75	5-40	4-10	6-49
Other, including fruit products	210-248	33-28	20-30	24-62	20-89	18-57	14-42	25-66	21-41	16-75	23-91
Total fruit											
CEREALS:	255	2-89	4-43	2-53	1-93	1-79	1-95	3-31	2-81	1-53	3-62
Brown bread	251-254	23-89	25-13	25-13	23-68	25-78	29-13	26-91	28-16	30-82	28-94
White bread	256	1-48	0-52	0-78	0-41	0-44	0-15	1-04	0-43	0-17	0-79
Wholewheat and wholemeal bread	263	4-72	4-26	3-14	2-71	2-49	1-46	3-82	3-24	2-20	2-91
Other bread	251-263	36-50	29-64	31-59	28-73	30-51	32-68	35-08	34-64	34-73	36-26
Total bread											
Flour	264	5-30	6-44	5-43	5-06	5-45	8-10	8-08	5-44	4-83	8-66
Cakes	267-270	5-80	2-90	3-72	3-18	3-08	2-15	4-92	3-82	2-90	4-03
Biscuits	271-277	7-89	6-30	5-98	5-64	5-20	4-68	5-43	5-24	5-00	4-95
Oatmeal and oat products	281	0-70	0-22	0-74	0-29	0-44	0-63	0-39	0-42	0-36	0-27
Breakfast cereals	282	3-12	4-60	3-15	3-82	4-13	4-42	2-49	3-23	3-34	1-89
Other cereals	285-301	5-76	8-05	5-74	5-06	4-56	5-09	4-64	4-32	4-57	4-82
Total cereals											
Total cereals	251-301	65-07	58-14	55-59	51-94	53-48	57-74	61-05	57-10	55-73	60-88
BEVERAGES:	304	1-45	2-95	1-74	1-47	1-41	1-23	2-59	2-01	1-64	2-51
Tea	307-309	0-67	0-59	0-52	0-47	0-35	0-27	0-51	0-44	0-33	0-45
Coffee	312	0-19	0-16	0-15	0-16	0-17	0-17	0-12	0-17	0-09	0-15
Cocoa and drinking chocolate	311	0-35	0-40	0-13	0-16	0-11	0-08	0-24	0-21	0-10	0-10
Branded food drinks	304-313	4-46	2-42	2-55	2-26	2-04	1-76	3-46	2-84	2-76	3-27
Total beverages											

TABLE 17
Household food expenditure according to household composition: main food groups, annual averages, 1977
 (pence per person per week)

	Households with										4 or more	
	No. of adults		1		2		3		3 or more			4 or more
	0	1 or more	0	1	2	3	4 or more	1 or 2	3 or more			
	No. of children											
	Food codes											
MILK AND CREAM:	4											
Liquid milk—full price	59.39	49.98	51.61	50.10	47.49	46.06	42.67	45.36	44.31	43.86		
welfare and school	—	0.03	—	0.03	0.05	0.06	—	0.01	0.04	—		
Total liquid milk	59.39	50.01	51.61	50.14	47.53	46.12	42.67	45.36	44.35	43.86		
Condensed milk	1.88	2.33	1.92	1.20	1.24	1.06	1.32	1.35	0.78	1.78		
Dried and other milk	4.50	4.42	3.47	4.57	3.53	2.57	2.15	2.71	2.54	2.40		
Cream	2.43	1.21	3.23	2.36	1.54	1.39	0.89	1.94	0.88	1.17		
Total milk and cream	68.21	57.97	60.24	57.99	53.84	51.14	47.02	53.79	51.17	51.20		
CHEESE:	22											
Natural	20.85	9.33	17.85	14.23	12.13	10.36	7.57	13.55	9.12	16.18		
Processed	1.43	1.39	1.11	1.37	0.99	0.81	1.23	1.29	0.96	1.17		
Total cheese	22.28	10.71	18.96	15.60	13.13	11.17	8.80	17.31	14.72	17.35		
MEAT:	31											
Beef and veal	42.48	20.36	38.29	46.31	34.08	29.78	20.80	54.45	40.04	50.78		
Mutton and lamb	21.04	22.35	23.71	17.60	12.40	12.44	7.37	19.39	14.24	17.95		
Pork	14.05	13.22	17.25	13.47	12.49	7.47	9.67	14.40	16.35	21.27		
Total carcase meat	77.56	55.93	101.24	77.39	58.97	49.69	37.83	89.24	70.64	90.00		
Bacon and ham, uncooked	24.82	14.47	27.91	20.79	14.68	13.40	13.02	28.02	19.12	30.06		
Poultry, uncooked	17.22	14.86	19.59	18.46	15.06	13.07	8.87	22.30	15.81	19.97		
Other meat and meat products	58.68	46.36	54.54	48.79	40.61	37.77	36.06	52.75	49.23	49.05		
Total meat	178.29	131.61	203.28	165.44	129.31	113.95	95.79	192.30	154.81	190.08		
FISH:	100, 105											
Fresh	9.20	4.03	9.72	4.87	3.76	3.25	2.61	9.41	4.43	6.94		
Prepared and shell	2.10	1.07	3.42	3.18	1.60	1.26	1.37	2.45	1.55	1.94		
Prepared, including fish products	9.36	5.50	8.00	6.62	5.68	4.59	5.65	7.66	6.13	6.22		
Frozen, including fish products	5.88	7.16	6.40	6.07	5.26	4.60	3.93	6.21	5.43	5.07		
Total fish	26.54	17.74	27.52	20.73	16.31	13.70	13.55	25.73	17.56	20.17		

TABLE 17—continued
 (pence per person per week)

	No. of adults	Households with										
		1		2		3		3 or more		4 or more		
		0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more
EGGS	No. of children	21-40	14-11	19-01	14-85	12-87	12-70	12-72	17-37	14-42	12-85	15-53
	Food codes											
FATS:												
Butter	129	19-01	9-64	18-85	13-42	11-27	11-28	9-14	18-35	14-12	10-27	17-49
Margarine		8-11	7-56	7-80	5-73	6-36	5-99	6-66	6-68	6-21	6-19	6-66
Lard and compound cooking fat		2-34	2-49	3-15	2-93	2-36	2-34	2-53	2-99	2-75	2-34	3-18
Other fats		2-82	4-00	2-69	2-28	1-85	1-09	0-93	2-96	2-07	1-42	2-81
Total fats		32-29	23-69	32-49	24-36	21-85	20-70	19-26	30-98	25-15	20-22	30-14
SUGAR AND PRESERVES:												
Sugar	150	11-15	8-92	10-80	8-36	7-74	7-98	9-08	10-49	8-42	9-12	9-34
Honey, preserves, syrup and treacle	151-154	7-56	3-72	5-08	3-26	3-47	3-34	3-49	4-53	3-16	3-04	4-44
Total sugar and preserves	150-154	18-71	12-64	15-88	11-62	11-20	11-31	12-56	15-02	11-59	12-16	13-78
VEGETABLES:												
Potatoes	156-161	15-28	17-50	16-71	17-20	15-13	15-04	15-49	16-91	18-13	18-53	17-37
Fresh green		11-64	6-38	11-00	6-93	5-65	4-90	3-77	8-42	6-93	4-79	7-66
Other fresh		20-43	11-49	19-74	15-82	12-30	10-91	8-82	17-20	13-96	10-78	15-60
Frozen, including vegetable products		6-41	5-06	7-73	8-02	6-28	4-77	3-93	7-53	6-88	5-14	7-55
Other processed, including vegetable products		16-39	18-85	15-74	18-54	16-77	15-73	16-63	14-55	16-05	15-14	15-16
Total vegetables	156-208	70-17	59-27	70-92	66-53	56-13	51-36	48-65	64-63	61-92	54-44	63-31
FRUIT:												
Fresh	210-231	29-31	17-55	24-54	20-81	16-87	15-10	12-02	20-34	17-67	12-71	19-49
Other	233-248	14-06	9-28	14-34	12-29	9-72	8-78	6-53	12-41	9-84	6-98	12-89
Total fruit	210-248	43-37	26-83	38-88	33-10	26-59	23-88	18-55	32-75	27-51	19-69	32-38
CEREALS:												
Brown bread	255	6-95	2-73	4-60	2-57	1-89	1-68	1-79	3-48	2-78	1-54	3-86
White bread	251-254	21-20	18-02	21-21	20-08	18-40	19-88	21-77	22-32	22-08	23-57	23-74
Wholewheat and wholemeal bread	256	1-62	0-83	1-37	0-79	0-39	0-41	0-14	1-05	0-44	0-15	0-74
Other bread	263	7-33	4-04	6-74	5-09	4-30	3-90	2-16	5-93	5-11	3-65	4-96
Total bread	251-263	37-10	25-61	33-93	28-51	24-99	25-86	25-87	32-77	30-42	28-92	33-30

TABLE 17—continued
(pence per person per week)

	Food codes	Households with													
		No. of adults		1		2		3		3 or more		4 or more			
		0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more			
CEREALS—continued		No. of children		0		1		2		3		4 or more		0	
Flour	264	2.94	3.43	2.94	4.68	2.94	2.96	2.96	3.70	4.39	2.94	2.63	4.71	2.63	4.71
Cakes	267-270	16.35	8.19	11.21	14.15	9.02	8.48	8.48	6.33	14.27	11.18	8.07	11.60	8.07	11.60
Biscuits	271-277	19.10	14.33	14.69	15.09	14.08	12.75	10.28	10.28	13.57	13.45	9.66	11.99	9.66	11.99
Oatmeal and oat products	281	0.96	0.32	0.38	0.91	0.53	0.75	0.81	0.81	0.53	0.51	0.51	0.38	0.51	0.38
Breakfast cereals	282	6.60	8.67	6.55	5.57	7.56	8.23	8.33	8.33	5.04	6.57	6.18	3.79	6.18	3.79
Other cereals	285-301	8.99	13.54	11.39	8.94	8.93	8.16	8.03	8.03	8.14	7.44	7.29	7.76	7.29	7.76
Total cereals	251-301	92.03	74.08	75.66	83.25	67.82	67.19	63.37	63.37	78.71	72.49	65.81	73.53	65.81	73.53
BEVERAGES:		No. of children		0		1		2		3		4 or more		0	
Tea	304	19.86	9.32	10.84	18.09	9.02	8.26	8.40	8.40	15.73	12.29	9.87	15.25	9.87	15.25
Coffee	307-309	13.47	8.32	10.23	11.81	9.04	7.47	5.33	5.33	10.64	9.10	7.11	9.02	7.11	9.02
Cocoa and drinking chocolate	312	0.90	0.63	0.62	0.60	0.64	0.70	0.67	0.67	0.50	0.72	0.40	0.73	0.40	0.73
Branded food drinks	313	1.33	1.63	0.47	0.76	0.56	0.40	0.32	0.32	0.83	0.71	0.42	0.32	0.42	0.32
Total beverages	304-313	35.36	19.91	22.15	31.26	19.25	16.83	14.72	14.72	27.71	22.83	17.80	25.32	17.80	25.32
MISCELLANEOUS:		No. of children		0		1		2		3		4 or more		0	
Soups, canned, dehydrated and powdered	318, 319	5.95	3.81	3.73	4.16	3.86	3.32	3.76	3.76	4.01	3.54	3.68	2.58	3.68	2.58
Other foods	315 320-339	11.52	14.90	15.18	14.08	12.72	12.44	10.89	10.89	12.21	12.99	10.09	13.78	10.09	13.78
Total miscellaneous	315-339	17.49	18.72	18.90	18.25	16.57	15.76	14.65	14.65	16.20	16.54	13.77	16.36	13.77	16.36
TOTAL EXPENDITURE		£6.26	£4.67	£5.27	£6.20	£4.45	£4.10	£3.70	£3.70	£5.75	£4.91	£4.35	£5.48	£4.35	£5.48

TABLE 18
Total household food expenditure by certain household composition groups within income groups, 1977

	Income group						Income group						All household
	Households with one or more earners			Households with or without earners			Households with one or more earners			Households with or without earners			
	Gross weekly income of head of household						Gross weekly income of head of household						
	£110 and over	£70 and under £110	£40 and under £70	Less than £40	D & E2	per head	£110 and over	£70 and under £110	£40 and under £70	Less than £40	D & E2	per household	
Households with:	£	£	£	£	£	£	£	£	£	£	£	£	£
adults only	6.45	6.31	6.01	6.01	6.14	15.62	14.76	13.46	10.45	13.39	13.81	13.68	14.07
1 adult, 1 or more children	*	(6.28)	4.73	4.50	4.69	*	(18.84)	13.81	13.68	14.07	15.03	15.32	15.84
2 adults, 1 child	6.82	5.16	5.01	5.11	5.28	20.46	15.49	15.03	15.32	15.84	17.65	16.21	17.79
2 adults, 2 children	5.42	4.41	4.21	4.05	4.45	21.69	17.65	16.82	16.21	17.79	20.63	19.95	20.42
2 adults, 3 children	4.41	4.13	3.99	3.49	4.08	22.05	20.63	19.95	17.43	20.42	27.58	(26.20)	23.27
2 adults, 4 or more children	4.36	3.66	3.44	(4.16)	3.68	27.58	23.33	21.65	(26.20)	23.27	24.34	21.46	23.55
3 or more adults, 1 or more children	4.89	4.87	4.74	4.35	4.62	25.44	24.34	24.57	21.46	23.55	16.03	12.05	15.36
All households (a)	5.49	4.99	4.96	5.26	5.10	19.93	17.33	16.03	12.05	15.36			

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

* Fewer than 4 households in the sample.

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

TABLE 19
Household consumption of main foods by certain household composition groups within income groups:
annual averages, 1977
 (oz per person per week, except where otherwise stated)

	Food codes	Income group A										Income group B														
		Households (a) with					1 or more adults, 1 or more children					Households (a) with					1 or more adults, 1 or more children									
		Adults only	1 child	2 children	3 children	4 or more children (b)	Adults only	1 child	2 children	3 children	4 or more children	Adults only	1 child	2 children	3 children	4 or more children	Adults only	1 child	2 children	3 children	4 or more children					
MILK AND CREAM:																										
Liquid milk—full price	4	4.78	4.82	4.33	4.97	5.41	4.68	4.59	4.55	4.46	4.34	4.38	4.34	4.34	4.34	4.34	4.34	4.34	4.34	4.34	4.34	4.34	4.34	4.34	4.34	4.34
welfare and school	5, 6	...	0.06	0.16	0.24	0.11	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Total liquid milk:	4, 6	4.78	4.88	4.49	5.21	5.52	4.72	4.59	4.56	4.45	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35	4.35
Condensed milk	9	0.13	0.06	0.11	0.05	0.01	0.10	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15	0.15
Dried and other milk	10, 14	0.16	0.36	0.16	0.06	0.07	0.11	0.20	0.27	0.20	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18
Cream	17	0.09	0.07	0.03	0.05	0.01	0.04	0.05	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
Total milk and cream:	4, 17	5.16	5.36	4.79	5.57	5.67	4.97	4.98	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97	4.97
CHEESE:																										
Natural	22	5.12	4.69	4.45	2.73	2.74	3.51	4.79	3.77	3.17	2.90	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17	3.17
Processed	23	0.36	0.29	0.23	0.30	0.22	0.27	0.25	0.28	0.18	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17	0.17
Total cheese:	22, 23	5.48	4.98	4.68	3.02	2.96	3.78	5.04	4.05	3.35	3.07	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34	3.34
MEAT:																										
Beef and veal	31	10.01	15.06	13.63	11.27	4.92	6.68	11.76	8.11	6.15	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92	4.92
Mutton and lamb	36	7.91	4.66	5.37	4.20	3.30	3.08	5.15	4.51	3.07	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46
Pork	41	2.03	4.04	6.56	1.67	4.11	4.92	4.61	2.97	3.08	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70
Total carcass meat:	31, 41	19.95	23.76	25.56	17.14	13.33	14.68	27.53	17.53	12.29	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37	7.37
Bacon and ham, uncooked	55	7.60	5.27	3.26	2.92	5.40	3.85	5.92	4.00	3.15	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98	1.98
Poultry, uncooked	73, 77	9.08	11.49	7.35	6.38	2.61	5.23	8.24	5.51	4.94	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15	3.15
Other meat and meat products:	46, 51, 58, 71, 78-94	11.62	12.85	10.45	10.00	11.95	11.15	14.78	13.16	10.09	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69	9.69
Total meat:	31-94	48.25	53.36	46.61	36.43	35.52	34.88	50.47	38.50	31.92	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07	27.07

TABLE 19—continued
 (oz per person per week, except where otherwise stated)

Food codes	Income group A										Income group B					
	Households (a) with					Households (a) with					Households (a) with					
	Adults only	1 child	2 children	3 children	4 or more children	Adults only	1 child	2 children	3 children	4 or more children	Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children
FISH:					(b)											
Fresh	2-32	2-42	1-93	1-05	0-65	1-89	0-94	0-74	0-72	0-55	0-98					
Processed and shell	0-87	1-15	0-30	0-42	0-35	0-55	0-42	0-38	0-28	0-22	0-32					
Prepared, including fish products	1-01	0-79	1-00	0-65	0-49	1-37	1-30	0-98	0-81	1-29	1-14					
Frozen, including fish products	1-04	1-72	1-05	0-89	0-63	1-23	1-15	1-32	1-04	0-92	1-23					
<i>Total fish</i>	5-24	6-08	4-28	3-01	2-13	5-06	3-80	3-41	2-85	2-99	3-67					
EGGS																
(Eggs purchased)	4-98	4-40	3-71	3-53	3-77	4-58	3-80	3-36	3-58	3-54	3-68					
	4-41	4-24	3-40	3-02	2-70	4-38	3-57	3-20	3-40	3-41	3-46					
FATS:																
Butter	5-85	4-40	4-27	4-08	5-67	6-14	4-42	3-55	3-93	3-27	4-50					
Margarine	2-88	2-78	3-41	2-18	2-40	3-54	2-97	3-39	3-21	3-23	2-93					
Lard and compound cooking fat	1-18	0-82	1-18	1-05	0-87	1-80	1-97	1-58	1-45	2-12	1-74					
All other fats	1-35	0-92	0-82	0-42	0-36	1-45	1-15	0-81	0-49	0-29	0-84					
<i>Total fats</i>	11-26	8-92	9-68	7-73	9-29	12-94	10-51	9-34	9-08	8-91	10-00					
SUGAR AND PRESERVES:																
Sugar	10-37	10-96	8-85	6-82	11-68	12-38	10-22	9-62	9-99	12-32	10-78					
Honey, preserves, syrup and treacle	2-03	2-49	2-47	1-74	4-15	2-35	1-99	2-15	2-11	1-89	1-93					
<i>Total sugar and preserves</i>	12-40	13-45	11-32	8-57	15-82	14-73	12-21	11-78	12-09	14-20	12-70					
VEGETABLES:																
Potatoes	27-53	36-53	30-52	22-26	16-97	39-02	42-35	37-53	37-04	37-75	44-47					
Fresh green	18-81	14-23	11-87	8-44	9-89	16-26	10-49	10-04	9-92	5-10	10-97					
Other fresh	20-69	20-35	14-02	11-69	13-40	19-99	15-01	12-95	12-42	7-28	13-31					
Frozen, including vegetable products	3-94	6-89	4-02	2-17	3-58	5-09	4-78	3-67	2-21	1-80	4-48					
Other processed, including vegetable products	7-77	9-81	8-99	7-09	7-63	11-30	11-70	10-56	10-55	10-64	10-81					
<i>Total vegetables</i>	78-73	87-79	69-44	51-64	51-48	91-67	84-34	74-74	72-15	62-57	84-05					

Household Food Consumption and Expenditure: 1977

TABLE 19—continued
(oz per person per week, except where otherwise stated)

Food codes	Income group A						Income group B												
	Households (a) with			Households (a) with			1 child		2 children		3 children		4 or more children		3 or more adults, 1 or more children				
	Adults only	1 child	2 adults and 2 children	Adults only	1 child	2 adults and 2 children	Adults only	1 child	2 adults and 2 children	Adults only	1 child	2 adults and 2 children	Adults only	1 child	2 adults and 2 children	Adults only	1 child	2 adults and 2 children	
FRUIT:																			
Fresh	31.44	29.88	21.47	16.74	23.35	23.35	22.29	18.90	16.54	15.89	10.12	15.86	10.12	15.86	10.12	15.86	10.12	15.86	10.12
Other, including fruit products	10.75	10.41	7.79	6.31	7.81	7.81	8.46	6.79	5.54	4.86	3.00	5.51	3.00	5.51	3.00	5.51	3.00	5.51	3.00
Total fruit	42.19	40.29	29.26	23.05	31.16	31.16	30.75	25.69	22.08	20.75	13.12	21.37	13.12	21.37	13.12	21.37	13.12	21.37	13.12
CEREALS:																			
Brown bread	4.40	4.42	2.38	3.03	3.45	3.45	4.02	2.48	2.14	2.10	2.66	2.77	2.10	2.66	2.10	2.66	2.10	2.66	2.10
White bread	18.61	16.31	17.08	18.73	15.76	19.35	24.94	25.45	23.03	25.29	30.23	28.11	25.29	30.23	25.29	30.23	25.29	30.23	25.29
Wholewheat and wholemeal bread	3.65	1.30	1.17	0.53	0.12	0.58	1.14	0.49	0.43	0.50	0.21	0.52	0.43	0.21	0.50	0.21	0.52	0.43	0.21
Other bread	3.35	2.95	2.88	2.08	3.97	3.80	3.97	3.24	2.61	2.62	1.02	2.75	2.61	1.02	2.62	1.02	2.75	2.61	1.02
Total bread	20.01	24.97	23.51	24.38	21.70	27.17	34.06	31.67	28.22	30.50	34.12	34.14	30.50	34.12	28.22	30.50	34.12	28.22	30.50
Flour	6.00	4.43	4.88	6.27	8.46	4.81	7.01	5.94	4.95	5.13	6.51	6.10	5.13	6.51	4.95	5.13	6.51	4.95	5.13
Cakes	3.57	3.58	3.10	3.60	1.22	3.01	4.92	3.50	3.14	3.01	2.55	3.68	3.14	2.55	3.01	2.55	3.68	3.14	2.55
Biscuits	5.11	6.43	6.09	4.69	3.44	4.55	5.85	5.56	5.50	5.35	4.90	5.47	5.50	4.90	5.35	4.90	5.47	5.50	4.90
Oatmeal and oat products	0.43	0.29	0.56	0.25	0.67	0.41	0.43	0.40	0.44	0.50	0.69	0.41	0.44	0.50	0.69	0.41	0.44	0.50	0.69
Breakfast cereals	2.96	3.64	4.53	3.74	6.83	4.24	2.71	3.34	3.81	4.24	4.01	3.29	3.81	4.24	4.01	3.29	3.81	4.24	4.01
Other cereals	4.61	8.33	5.04	3.74	4.64	4.27	5.26	5.41	5.20	4.54	4.57	4.48	5.20	4.54	4.57	4.48	5.20	4.54	4.57
Total cereals	52.75	51.67	47.72	46.87	46.94	49.46	60.23	55.81	51.27	53.28	57.34	57.56	53.28	57.34	51.27	53.28	57.34	51.27	53.28
BEVERAGES:																			
Tea	1.96	1.00	1.05	0.94	0.87	1.53	2.61	1.60	1.41	1.28	1.11	1.84	1.41	1.28	1.11	1.84	1.41	1.28	1.11
Coffee	1.03	0.96	0.64	0.27	0.24	0.53	0.60	0.55	0.40	0.34	0.24	0.46	0.40	0.34	0.24	0.46	0.40	0.34	0.24
Cocoa and drinking chocolate	0.17	0.12	0.22	0.22	0.20	0.14	0.09	0.19	0.18	0.14	0.14	0.20	0.18	0.14	0.14	0.20	0.18	0.14	0.14
Branded food drinks	0.22	0.12	0.09	0.19	0.19	0.18	0.18	0.11	0.17	0.13	0.12	0.14	0.17	0.13	0.12	0.14	0.17	0.13	0.12
Total beverages	3.37	2.20	2.01	1.62	1.30	2.38	3.48	2.47	2.15	1.88	1.73	2.63	1.88	1.73	1.88	2.63	1.88	1.73	1.88
EXPENDITURE—ALL FOODS	£6.45	£6.82	£5.42	£4.41	£4.36	£4.89	£6.31	£5.16	£4.41	£4.13	£3.66	£4.87	£4.13	£3.66	£4.41	£4.13	£4.87	£4.13	£4.13

TABLE 19—continued
 (oz per person per week, except where otherwise stated)

Food codes	Income groups D & E2													
	Income group C					Households with								
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children
MILK AND CREAM:														
Liquid milk—full price	4.57	4.49	4.60	4.26	4.16	3.90	4.03	4.87	4.07	4.25	3.70	3.35	3.43	4.24
welfare and school	—	0.21	0.04	0.17	0.19	0.15	0.04	0.01	0.47	0.13	0.54	0.29	0.25	0.04
Total liquid milk	4.57	4.71	4.64	4.42	4.35	4.05	4.07	4.88	4.54	4.39	4.23	3.65	3.68	4.28
Condensed milk	0.17	0.15	0.10	0.14	0.12	0.09	0.14	0.19	0.23	0.12	0.13	0.08	0.10	0.05
Dried and other milk	0.22	0.17	0.24	0.19	0.12	0.14	0.16	0.27	0.09	0.15	0.26	—	0.34	0.43
Cream	0.03	0.01	0.02	0.01	0.01	0.01	0.02	0.03	0.02	0.02	0.01	0.02	—	0.02
Total milk and cream	4.99	5.04	5.00	4.76	4.81	4.29	4.39	5.36	4.90	4.68	4.63	3.75	4.13	4.78
CHEESE:														
Natural	4.57	3.29	3.19	2.70	2.61	1.89	3.27	4.27	2.16	3.24	2.20	1.75	2.05	2.25
Processed	0.27	0.06	0.34	0.24	0.12	0.24	0.22	0.19	0.37	0.21	0.21	0.25	0.24	0.17
Total cheese	4.84	3.35	3.53	2.93	2.73	2.13	3.50	4.46	2.53	3.45	2.41	2.00	2.29	2.42
MEAT:														
Beef and veal	10.01	5.49	7.62	5.32	6.75	3.56	7.95	8.99	3.94	7.75	4.51	2.47	3.11	5.70
Mutton and lamb	4.54	5.64	3.73	1.83	2.21	1.76	3.20	5.90	5.67	3.24	3.11	2.81	2.95	2.53
Pork	4.16	4.84	2.70	1.79	1.48	2.48	4.74	3.51	3.03	2.69	2.92	1.87	1.46	3.12
Total carcass meat	18.71	15.96	14.05	8.93	10.44	7.80	15.88	18.20	12.63	13.68	10.54	7.14	7.52	11.35
Bacon and ham, uncooked	5.79	2.50	4.69	3.01	2.45	2.17	4.20	5.93	2.97	3.75	3.38	1.86	1.78	3.00
Poultry, uncooked	6.91	4.17	6.44	5.13	3.50	3.32	5.01	5.35	5.08	4.14	2.28	3.60	5.78	3.66
Other meat and meat products	15.65	12.50	13.33	11.45	11.25	10.50	14.58	13.96	13.48	13.85	14.41	12.40	11.86	13.11
Total meat	47.08	35.11	38.52	28.51	27.64	23.80	39.66	43.44	34.16	35.43	30.62	25.01	26.93	31.12
FISH:														
Fresh	1.86	1.17	0.86	0.76	0.65	0.63	1.30	2.25	1.23	0.54	0.48	0.88	0.63	1.13
Processed and shell	0.51	0.21	0.41	0.18	0.24	0.17	0.35	0.69	0.47	0.08	0.69	—	0.19	0.16
Prepared, including fish products	1.46	0.54	1.29	0.98	0.95	0.84	1.24	1.46	1.42	1.47	0.82	1.14	1.40	0.62
Frozen, including fish products	1.49	1.02	1.13	1.18	1.14	0.84	1.05	1.01	1.33	2.06	0.86	1.28	0.73	0.61
Total fish	5.31	2.94	3.68	3.12	2.98	2.48	3.93	5.41	4.44	4.15	2.86	3.31	2.95	2.51

TABLE 19—continued
(oz per person per week, except where otherwise stated)

Food codes	Income group C										Income groups D & E2						
	Households with										Households with						
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children			
EGGS (Eggs purchased)	4-65 4-38	3-33 3-30	3-71 3-52	3-38 3-15	3-33 3-02	3-32 3-01	3-65 3-50	5-00 4-90	3-60 3-60	5-23 5-05	3-31 3-20	2-97 2-85	4-67 4-67	3-74 3-74			
FATS:																	
Butter	6-01	3-96	4-37	3-87	3-53	2-15	4-03	5-90	2-52	4-03	3-20	3-00	3-05	4-23			
Margarine	3-71	4-61	2-90	3-57	3-76	3-99	3-84	4-40	4-30	3-41	3-20	3-20	4-19	2-67			
Lard and compound cooking fat	2-43	1-51	2-42	1-82	2-00	1-58	2-15	2-20	2-07	2-24	2-22	2-13	3-05	2-84			
All other fats	1-26	2-97	0-78	0-74	0-44	0-82	0-87	0-72	1-36	0-82	0-95	0-07	0-13	0-20			
Total fats	13-41	13-06	10-47	10-00	9-73	8-14	10-89	13-21	10-25	10-50	9-62	8-40	10-41	9-93			
SUGAR AND PRESERVES:																	
Sugar	14-45	9-84	11-12	11-39	12-56	11-89	12-72	15-85	11-92	15-09	12-04	11-75	18-30	14-49			
Honey, preserves, syrup and treacle	2-51	2-02	1-49	1-99	2-20	1-88	1-89	4-00	1-57	2-93	1-99	1-51	2-51	1-83			
Total sugar and preserves	16-96	11-86	12-61	13-38	14-76	13-77	14-61	19-85	13-50	18-03	14-03	13-27	20-81	16-32			
VEGETABLES:																	
Potatoes	45-43	29-55	41-68	40-61	45-28	45-49	49-49	47-52	42-30	49-31	50-67	38-40	53-59	57-86			
Fresh green	15-57	7-14	11-04	8-46	8-50	6-67	11-20	16-34	8-44	10-89	7-00	4-69	6-60	10-51			
Other fresh	17-45	10-38	14-49	10-93	10-59	7-83	13-10	18-06	9-73	15-59	9-64	6-84	13-84	7-71			
Frozen, including vegetable products	4-42	3-70	3-71	3-27	3-83	1-38	2-76	2-73	2-17	4-34	1-96	1-53	0-88	3-74			
Other processed, including vegetable products	11-75	8-81	12-86	11-92	10-88	13-78	12-62	9-73	15-69	17-56	12-28	18-49	21-85	11-84			
Total vegetables	94-63	59-57	83-79	75-20	79-08	75-04	89-17	94-39	78-35	97-70	81-55	69-96	96-78	91-64			
FRUIT:																	
Fresh	18-85	17-49	14-99	13-12	11-21	8-05	12-81	20-01	13-68	12-38	7-06	5-65	9-67	8-10			
Other, including fruit products	7-01	3-86	5-11	4-50	4-34	3-14	4-14	6-56	4-19	3-69	3-16	2-33	1-35	2-97			
Total fruit	25-86	21-35	20-10	17-62	15-55	11-19	16-95	26-57	17-87	16-07	10-22	7-98	11-02	11-07			
CEREALS:																	
Brown bread	3-60	2-02	2-25	1-38	1-16	1-66	1-88	5-00	3-41	1-31	2-03	0-23	0-67	1-74			
White bread	28-80	19-42	26-51	25-77	28-02	29-34	32-56	26-02	27-41	32-75	32-82	32-90	38-25	29-21			
Wholewheat and wholemeal bread	0-86	0-83	0-99	0-13	0-39	0-13	0-13	0-99	0-13	0-28	0-31	0-12	0-30	0-30			
Other bread	4-28	1-64	3-19	2-87	2-33	1-43	3-07	4-63	2-50	2-57	1-93	3-42	0-16	3-02			
Total bread	37-53	23-91	32-94	30-15	31-90	32-54	37-63	36-64	33-46	36-92	37-09	36-67	39-05	34-28			

TABLE 19—continued
 (oz. per person per week, except where otherwise stated)

Food codes	Income group C										Income groups D & E2					
	Households with					Households with					Households with					
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children and 4 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children and 4 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children and 4 or more children	
CEREALS—continued																
Flour	8.06	6.33	5.03	5.13	5.87	5.25	5.87	5.25	5.87	5.25	8.36	5.80	4.51	4.47	3.51	3.76
Cakes	5.14	2.81	4.09	3.27	2.90	2.05	3.56	3.37	3.19	3.05	5.22	2.58	3.37	3.19	3.05	46.17*
Biscuits	5.94	5.42	5.66	5.71	5.38	4.68	5.38	5.40	5.13	4.57	6.53	5.72	5.40	5.13	4.57	1.33
Outmeal and oat products	2.81	0.45	0.13	0.41	0.76	0.54	0.42	0.54	0.23	0.40	0.93	0.22	0.54	0.23	0.40	3.05
Breakfast cereals	2.36	5.39	2.85	3.62	4.28	4.25	3.12	2.55	3.07	3.20	2.61	4.02	2.55	3.07	3.20	0.44
Other cereals	4.89	8.37	5.45	4.88	4.92	4.51	4.49	5.66	5.22	4.44	5.66	4.02	5.76	5.22	4.44	4.46
<i>Total cereals</i>	64.36	52.76	56.14	53.19	56.01	53.82	59.45	65.99	58.42	55.83	59.99	59.55	59.05	58.42	55.83	104.87
BEVERAGES:																
Tea	2.81	1.69	1.88	1.62	1.70	1.44	2.04	3.54	1.87	1.77	3.54	1.72	3.23	1.87	1.77	1.33
Coffee	0.54	0.48	0.41	0.52	0.43	0.35	0.36	0.49	0.27	0.20	0.17	0.41	0.37	0.27	0.20	0.26
Cocoa and drinking chocolate	312	0.22	0.11	0.12	0.22	0.10	0.11	0.17	0.07	0.07	0.32	0.13	0.27	0.07	0.07	0.14
Branded food drinks	313	0.50	0.18	0.17	0.07	0.05	0.23	0.32	0.22	0.22	0.32	0.37	—	0.22	—	0.13
<i>Total beverages</i>	3.70	2.90	2.57	2.42	2.42	1.94	2.74	4.52	2.42	2.03	4.52	2.63	3.87	2.42	2.03	1.68
EXPENDITURE—ALL FOODS	£6.01	£4.73	£5.01	£4.21	£3.99	£3.44	£4.74	£6.01	£4.05	£3.49	£6.01	£4.50	£5.11	£4.05	£3.49	£4.16

(a) Averages are not shown for households of 1 adult and 1 or more children in income groups A and B because there were fewer than 10 such households in the sample.

(b) The figures in this column are based on a sample of fewer than 20 households.

*This average has been inflated by one household's exceptionally large bulk purchase of 165 lbs of flour; if this household's record had been excluded the average would have been 4.61 oz per person per week.

Tables relating to special analyses

TABLE 20

Household expenditure on seasonal, convenience and other foods according to ownership of deep-freezers and refrigerators, together with comparative indices of food prices and the real value of food purchased, 1977

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
	£	£	£	£
(i) <i>Expenditure and value of garden and allotment produce, etc</i>	(per person per week)			
Expenditure on:				
Seasonal foods	0.79	0.83	0.84	0.82
Convenience foods				
Canned	0.28	0.34	0.38	0.32
Frozen	0.19	0.14	0.08	0.16
Other convenience foods	0.75	0.81	0.76	0.78
<i>Total convenience foods</i>	1.21	1.29	1.21	1.26
All other foods	3.06	3.01	3.03	3.03
<i>Total expenditure</i>	5.06	5.13	5.08	5.10
Value of garden and allotment produce, etc	0.23	0.10	0.09	0.15
Value of consumption	5.29	5.23	5.17	5.25
(ii) <i>Comparative indices (a) of expenditure, prices and purchases (all foods)</i>	(all households = 100)			
Expenditure	99.3	100.5	99.5	100
Value of consumption	100.7	99.5	98.2	100
Prices	98.2	101.5	102.2	100
Index of value of consumption deflated by index of food prices	102.6	98.0	96.2	100
Food purchases	101.2	99.1	97.2	100
"Price of energy"	101.2	99.5	93.0	100
(iii) <i>Summary characteristics of households</i>				
Number of households	2,758	4,505	433	7,696
Number of persons	9,370	12,925	876	23,171
Average number of persons per household	3.40	2.87	2.02	3.01
Average number of earners per household	1.57	1.28	0.61	1.35

(a) See Glossary.

TABLE 21

Food consumption in households owning a deep-freezer compared with consumption in other households: main food groups and selected food items, annual averages, 1977
(oz per person per week, except where otherwise stated)

	Food codes	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
MILK AND CREAM:					
Liquid milk—full price (pt)	4	4.53	4.42	4.33	4.46
welfare and school (pt)	5, 6	0.08	0.08	0.05	0.08
<i>Total liquid milk</i> (pt)	4-6	<i>4.61</i>	<i>4.50</i>	<i>4.38</i>	<i>4.54</i>
Condensed milk (eq pt)	9	0.14	0.14	0.19	0.14
Dried and other milk (pt or eq pt)	10-14	0.21	0.21	0.16	0.21
Cream (pt)	17	0.04	0.02	0.02	0.03
<i>Total milk and cream</i> (pt or eq pt)	4-17	<i>4.98</i>	<i>4.85</i>	<i>4.75</i>	<i>4.90</i>
CHEESE:					
Natural	22	3.70	3.47	3.38	3.56
Processed	23	0.24	0.24	0.23	0.24
<i>Total cheese</i>	22,23	<i>3.94</i>	<i>3.71</i>	<i>3.62</i>	<i>3.80</i>
MEAT:					
Beef and veal	31	9.41	7.46	6.71	8.25
Mutton and lamb	36	4.39	3.66	3.93	3.97
Pork	41	4.03	2.82	2.79	3.32
<i>Total carcass meat</i>	31-41	<i>17.84</i>	<i>13.94</i>	<i>13.43</i>	<i>15.53</i>
Bacon and ham, uncooked	55	4.48	4.25	4.13	4.34
Poultry, uncooked	73, 77	6.50	5.71	3.68	5.96
Frozen convenience meats or frozen convenience meat products	88	1.56	0.97	0.58	1.19
Other meat and meat products	46, 51 58-71 78-83, 94	10.29	12.34	13.73	11.59
<i>Total meat</i>	31-94	<i>40.69</i>	<i>37.21</i>	<i>35.56</i>	<i>38.58</i>
FISH:					
Fresh	100, 105 111-113	1.28	1.37	1.64	1.36
Processed and shell	114-117	0.47	0.40	0.45	0.44
Prepared, including fish products	118-123	0.97	1.28	1.27	1.17
Frozen, including fish products	110, 127	1.34	1.11	0.84	1.20
<i>Total fish</i>	100-127	<i>4.06</i>	<i>4.16</i>	<i>4.17</i>	<i>4.13</i>
EGGS					
(Eggs purchased) (no)	129	3.99	3.97	4.49	4.00
		3.63	3.87	4.44	3.79
FATS:					
Butter	135	4.76	4.66	4.70	4.70
Margarine	138	3.39	3.51	3.74	3.48
Lard and compound cooking fat	139	1.68	2.00	2.17	1.88
Other fats	143, 148	1.06	0.87	0.53	0.94
<i>Total fats</i>	135-148	<i>10.90</i>	<i>11.04</i>	<i>11.15</i>	<i>10.99</i>
SUGAR AND PRESERVES:					
Sugar	150	11.18	12.46	16.49	12.09
Honey, preserves, syrup and treacle	151-154	2.21	2.42	3.01	2.36
<i>Total sugar and preserves</i>	150-154	<i>13.39</i>	<i>14.87</i>	<i>19.49</i>	<i>14.45</i>
VEGETABLES:					
Potatoes	156-161	37.22	43.13	44.63	40.79
Fresh green	162-171	13.10	11.53	10.57	12.15
Other fresh	172-183	15.93	13.91	12.52	14.71
Frozen peas	203	2.25	1.42	0.48	1.71
Frozen beans	204	0.66	0.43	0.11	0.51
Frozen chips and other frozen convenience potato products	205	1.03	0.31	0.25	0.60
All frozen vegetables and frozen vegetable products, not specified elsewhere	208	1.29	0.53	0.08	0.81
Other processed including vegetable products	184-202	8.88	12.27	12.91	10.94
<i>Total vegetables</i>	156-208	<i>80.35</i>	<i>83.52</i>	<i>81.54</i>	<i>82.20</i>

TABLE 21—*continued*
(oz per person per week, except where otherwise stated)

	Food codes	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
FRUIT:					
Fresh	210-231	19.88	15.98	13.34	17.50
Frozen fruit and frozen fruit products	241	0.16	0.03	—	0.08
Other, including fruit products, not frozen	233-240 245-248	6.62	5.60	3.58	5.95
<i>Total fruit</i>	210-248	26.66	21.61	16.92	23.52
CEREALS:					
Brown bread	255	2.82	3.01	3.54	2.96
White bread	251-254	24.02	26.57	34.61	25.80
Wholewheat and wholemeal bread	256	0.89	0.63	0.70	0.74
Other bread	263	3.03	3.35	3.40	3.22
<i>Total bread</i>	251-263	30.76	33.56	42.24	32.73
Flour	264	6.89	6.15	6.53	6.46
Cakes	267, 270	3.35	4.18	4.57	3.87
Biscuits	271-277	5.30	5.83	5.75	5.62
Oatmeal and oat products	281	0.49	0.49	0.88	0.51
Breakfast cereals	282	3.44	3.22	2.93	3.30
Frozen convenience cereal foods	294	0.49	0.21	0.10	0.32
Other cereals	285-291 299-301	4.34	5.01	5.03	4.76
<i>Total cereals</i>	251-301	55.08	58.65	68.01	57.54
BEVERAGES:					
Tea	304	1.82	2.20	2.64	2.07
Coffee	307-309	0.52	0.47	0.33	0.48
Cocoa and drinking chocolate	312	0.17	0.14	0.12	0.16
Branded food drinks	313	0.16	0.19	0.25	0.18
<i>Total beverages</i>	304-313	2.68	3.00	3.33	2.88

TABLE 22

Food expenditure in households owning a deep-freezer compared with expenditure in other households: main food groups and selected food items, annual averages, 1977
(pence per person per week)

	Food codes	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
MILK AND CREAM:					
Liquid milk—full price	4	47.65	49.07	48.29	48.43
welfare and school	5, 6	0.03	0.02	—	0.03
<i>Total liquid milk</i>	4-6	47.68	49.09	48.29	48.46
Condensed milk	9	1.41	1.44	2.22	1.45
Dried and other milk	10-14	3.41	3.16	2.14	3.22
Cream	17	2.96	1.66	1.14	2.16
<i>Total milk and cream</i>	4-17	55.47	55.34	53.78	55.30
CHEESE:					
Natural	22	14.55	13.61	13.47	13.99
Processed	23	1.13	1.11	1.09	1.12
<i>Total cheese</i>	22, 23	15.69	14.72	14.56	15.10
MEAT:					
Beef and veal	31	46.31	40.96	37.42	43.08
Mutton and lamb	36	17.27	16.78	18.02	17.02
Pork	41	15.25	13.00	12.87	13.94
<i>Total carcass meat</i>	31-41	78.83	70.74	68.31	74.02
Bacon and ham, uncooked	55	21.18	20.11	18.99	20.51
Poultry, uncooked	73, 77	17.92	16.18	10.10	16.69
Frozen convenience meats or frozen convenience meat products	88	5.29	4.20	2.54	4.58
Other meat and meat products	46, 51, 58-71, 78-83, 94	37.71	45.73	50.62	42.65
<i>Total meat</i>	31-94	160.92	156.97	150.54	158.43
FISH:					
Fresh	100, 105, 111-113	5.33	6.32	7.66	6.00
Processed and shell	114-117	2.62	1.95	1.90	2.23
Prepared, including fish products	118-123	5.39	7.12	7.83	6.44
Frozen, including fish products	110, 127	6.01	5.46	4.30	5.65
<i>Total fish</i>	100-127	19.34	20.85	21.70	20.31
EGGS					
	129	14.56	15.73	18.55	15.36
FATS:					
Butter	135	14.49	14.27	14.70	14.36
Margarine	138	6.46	6.72	7.31	6.65
Lard and compound cooking fat	139	2.44	2.90	3.18	2.73
Other fats	143, 148	2.36	2.03	1.36	2.15
<i>Total fats</i>	135-148	25.76	25.94	26.55	25.88
SUGAR AND PRESERVES:					
Sugar	150	8.49	9.35	12.23	9.11
Honey, preserves, syrup and treacle	151-154	3.64	4.17	5.46	3.99
<i>Total sugar and preserves</i>	150-154	12.13	13.52	17.70	13.11
VEGETABLES:					
Potatoes	156-161	13.32	18.34	20.13	16.39
Fresh green	162-171	6.88	7.82	7.20	7.42
Other fresh	172-183	14.99	14.99	13.26	14.90
Frozen peas	203	3.37	2.62	1.08	2.85
Frozen beans	204	1.19	1.03	0.32	1.07
Frozen chips and other frozen convenience potato products	205	1.62	0.61	0.53	1.01
All frozen vegetables and frozen vegetable products, not specified elsewhere	208	2.40	1.32	0.25	1.71
Other processed, including vegetable products	184-202	13.52	18.01	18.20	16.22
<i>Total vegetables</i>	156-208	57.31	64.75	60.97	61.57

TABLE 22—*continued*
(pence per person per week)

	Food codes	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
FRUIT:					
Fresh	210-231	21.35	18.00	15.31	19.29
Frozen fruit and frozen fruit products	241	0.41	0.09	—	0.21
Other, including fruit products, not frozen	233-240 245-248	12.26	10.21	6.71	10.93
<i>Total fruit</i>	210-248	34.02	28.31	22.02	30.43
CEREALS:					
Brown bread	255	2.79	3.11	3.73	3.01
White bread	251-254	19.06	21.42	28.03	20.69
Wholewheat and wholemeal bread	256	0.88	0.66	0.71	0.76
Other bread	263	4.70	5.37	5.52	5.10
<i>Total bread</i>	251-263	27.42	30.57	37.97	29.55
Flour	264	3.72	3.30	3.74	3.48
Cakes	267, 270	9.84	11.99	12.62	11.15
Biscuits	271-277	13.37	14.42	13.66	13.98
Oatmeal and oat products	281	0.61	0.63	1.12	0.64
Breakfast cereals	282	6.92	6.45	6.05	6.64
Frozen convenience cereal foods	294	1.43	0.65	0.34	0.95
Other cereals	285-291 299-301	7.35	8.29	7.06	7.89
<i>Total cereals</i>	251-301	70.67	76.32	82.58	74.26
BEVERAGES:					
Tea	304	11.12	13.49	16.34	12.64
Coffee	307-309	10.44	9.30	6.62	9.67
Cocoa and drinking chocolate	312	0.71	0.59	0.52	0.64
Branded food drinks	313	0.56	0.68	0.88	0.64
<i>Total beverages</i>	304-313	22.83	24.06	24.36	23.59
MISCELLANEOUS:					
Soups, canned, dehydrated and powdered	318, 319 315	3.06	4.32	5.34	3.85
Other foods	320-339	14.72	12.18	9.23	13.09
<i>Total miscellaneous</i>	315-339	17.77	16.49	14.56	16.94
TOTAL EXPENDITURE		£5.06	£5.13	£5.08	£5.10

TABLE 23

Estimates of consumption by freezer-owning households after taking into account changes in their freezer stocks of purchased foods, expressed as percentages of the estimates in Table 21

	Per cent
Total liquid milk	100
Total milk and cream	100
Total cheese	101
Total carcass meat	92
Total meat	97
Total fish	107
Eggs	100
Total fats	99
Total sugar and preserves	100
Total vegetables	99
Total fruit	99
Total cereals	98
Total beverages	100

TABLE 24
Average quantities of milk consumed per week in the home by different categories of person, 1977

Households with children	Income groups		Families with		Families with 3 or more children in income groups C, D & E2	All families
	A & B	C, D & E2	1 or 2 children	3 or more children		
Number of households which supplied details of milk consumption .	1,843	1,419	2,559	703	293	3,262
Average quantities (pints) of milk consumed by:						
Persons aged 1-4 years	4.61 (0.07)	4.58 (0.08)	4.58 (0.06)	4.63 (0.11)	4.62 (0.18)	4.59 (0.05)
Persons aged 5-6 years	4.21 (0.08)	3.85 (0.10)	4.18 (0.08)	3.90 (0.09)	3.66 (0.14)	4.07 (0.06)
Persons aged 7-9 years	4.18 (0.07)	3.96 (0.08)	4.07 (0.07)	4.11 (0.08)	3.98 (0.12)	4.09 (0.05)
Persons aged 10-14 years	4.33 (0.06)	4.14 (0.06)	4.39 (0.06)	4.08 (0.06)	3.99 (0.09)	4.24 (0.04)
Persons aged 15-17 years	4.51 (0.10)	4.04 (0.10)	4.49 (0.09)	3.96 (0.10)	3.63 (0.15)	4.29 (0.07)
Males aged 18 years or over	3.48 (0.04)	3.42 (0.04)	3.47 (0.03)	3.36 (0.06)	3.29 (0.10)	3.45 (0.03)
Females aged 18 years or over	3.33 (0.04)	3.21 (0.04)	3.32 (0.03)	3.12 (0.05)	3.06 (0.09)	3.27 (0.02)
All persons	3.83	3.68	3.77	3.76	3.64	3.76
Milk used in cooking or served to visitors	0.56	0.51	0.57	0.47	0.47	0.54
Total	4.39	4.20	4.34	4.23	4.12	4.31

Figures in brackets are standard errors of the averages.

TABLE 25
 Percentage frequency distributions of persons classified according to level of milk consumption in the home, 1977

Age groups	Pints per person per week										Total persons		
	0—	1—	2—	3—	4—	5—	6—	7—	8—	9—	10 and over	%	No.
	<i>1. Households with children: lower income groups</i>												
1-4	3.5	7.7	10.2	29.1	12.3	13.0	16.8	4.6	1.1	1.4	0.4	100	285
	0.4	9.7	11.6	26.7	14.7	13.6	15.5	2.3	2.3	0.4	2.7	100	258
5-6	1.4	17.7	14.9	34.8	9.2	9.9	9.9	0.7	1.4	—	—	100	141
	1.5	12.2	16.0	35.9	12.2	8.4	13.0	—	0.8	—	—	100	131
7-9	2.3	9.3	15.4	27.1	17.3	12.6	10.7	1.9	1.9	—	1.4	100	214
	4.5	13.1	14.7	35.5	13.9	7.3	9.0	2.0	—	—	—	100	245
10-14	1.7	8.2	11.9	32.8	10.8	13.0	13.9	3.9	1.3	0.7	1.7	100	461
	4.2	14.4	14.4	34.0	11.0	10.5	8.6	1.8	0.5	0.3	0.3	100	382
15-17	4.8	11.7	10.0	24.7	7.4	19.9	13.9	4.3	1.3	0.9	1.3	100	231
	6.1	18.7	16.5	28.3	8.7	8.3	8.7	1.7	0.9	—	2.2	100	230
18 and over	5.4	22.8	16.4	30.6	8.5	6.8	6.5	1.3	0.7	0.5	0.5	100	1,492
	6.0	25.5	16.9	30.5	8.5	6.3	4.5	0.9	0.6	0.2	0.1	100	1,572
Total, all ages	5.1	16.5	14.1	29.8	9.7	10.0	10.0	2.4	1.0	0.6	1.0	100	2,884
	5.7	20.0	15.6	30.8	9.9	7.8	7.5	1.3	0.8	0.2	0.6	100	2,868
	<i>2. Households with children: higher income groups</i>												
1-4	1.8	7.3	7.9	26.8	15.2	15.0	18.6	4.5	1.3	0.8	0.8	100	381
	1.4	10.7	10.1	29.2	13.1	13.1	17.2	2.2	1.4	0.5	1.1	100	366
5-6	1.3	8.5	12.9	29.0	14.3	16.5	13.4	1.8	1.8	—	0.4	100	224
	1.0	12.4	13.4	33.0	15.3	12.0	9.6	1.4	0.5	0.5	1.0	100	209
7-9	1.9	8.4	11.4	29.0	17.0	14.8	13.4	1.1	1.7	0.8	0.6	100	359
	2.9	10.7	17.5	29.2	15.9	11.4	8.4	1.3	1.6	1.0	—	100	308
10-14	1.8	8.3	11.4	25.4	15.1	15.8	13.0	4.8	2.0	0.9	1.6	100	563
	2.5	12.0	14.0	35.5	11.1	9.7	9.9	2.3	0.6	1.0	1.4	100	515
15-17	2.2	10.1	9.4	18.8	14.1	13.0	16.6	5.8	2.5	2.9	4.7	100	277
	5.6	15.0	12.7	31.5	11.6	9.0	9.0	3.0	1.1	0.4	1.1	100	267
18 and over	5.9	21.5	16.8	28.8	9.7	7.9	5.7	1.1	1.0	0.6	1.0	100	2,038
	6.4	23.9	16.1	29.3	10.6	6.3	4.5	1.1	0.5	0.6	0.6	100	2,022
Total, all ages	4.8	15.1	13.7	26.9	12.2	11.2	10.1	2.4	1.5	0.8	1.3	100	3,906
	5.6	18.3	14.7	30.0	11.6	8.3	7.5	1.5	0.8	0.7	0.9	100	3,757

TABLE 25—continued

Age groups	Pints per person per week										Per cent of persons		
	0—	1—	2—	3—	4—	5—	6—	7—	8—	9—	10 and over	%	No.
	<i>3. Households with children: families with 1 or 2 children</i>												
1-4	2.4	7.1	9.6	27.6	14.5	13.5	17.8	4.9	1.4	1.2	—	100	510
	1.3	9.3	11.1	28.4	13.8	13.6	16.7	2.2	2.0	0.4	1.1	100	450
5-6	1.8	11.3	10.4	33.5	10.9	14.9	13.6	1.4	2.3	—	—	100	221
	1.4	11.0	15.2	29.0	16.2	11.4	13.3	1.0	0.5	—	1.0	100	210
7-9	1.6	8.9	15.0	24.5	17.2	15.0	14.0	1.0	1.3	0.6	1.0	100	314
	4.6	13.4	14.6	29.5	17.0	9.4	8.5	1.5	0.9	0.6	—	100	329
10-14	1.8	7.6	11.8	24.7	13.3	16.3	14.3	5.3	2.1	0.7	2.1	100	566
	4.4	11.5	13.3	32.7	12.3	10.0	10.6	2.5	0.8	0.6	1.3	100	480
15-17	2.7	8.3	9.2	21.4	12.5	16.0	15.7	5.6	2.1	2.4	4.2	100	337
	7.3	13.6	15.9	28.8	10.3	7.6	10.3	2.6	1.3	0.3	2.0	100	302
18 and over	5.6	21.5	16.6	29.4	9.8	7.8	5.7	1.2	1.0	0.7	0.8	100	2,785
	6.3	23.4	17.2	29.4	9.9	6.6	4.6	1.2	0.5	0.5	0.5	100	2,830
Total, all ages	5.2	15.8	14.2	27.4	11.2	10.7	9.8	2.4	1.4	0.8	1.2	100	4,836
	6.3	18.6	15.6	29.1	11.2	8.1	7.6	1.6	0.8	0.5	0.7	100	4,699
	<i>4. Households with children: families with 3 or more children</i>												
1-4	3.2	9.0	6.4	28.2	12.2	16.0	17.9	3.2	0.6	0.6	2.6	100	156
	—	12.6	9.8	27.6	13.8	12.6	16.1	2.3	1.1	0.6	3.4	100	174
5-6	0.7	13.2	18.8	27.8	14.6	12.5	9.7	1.4	0.7	—	0.7	100	144
	0.8	14.6	13.1	42.3	10.8	9.2	6.9	0.8	0.8	0.8	—	100	130
7-9	2.7	8.5	10.4	32.8	17.0	12.7	10.4	1.9	2.3	0.4	0.8	100	259
	2.2	9.4	18.8	35.7	12.1	9.8	8.9	1.8	0.9	0.4	—	100	224
10-14	1.7	9.2	11.4	33.6	13.1	12.4	12.2	3.3	1.1	0.9	1.1	100	458
	1.9	14.9	15.1	37.4	9.6	10.1	7.9	1.7	0.2	0.7	0.5	100	417
15-17	4.7	15.8	10.5	21.6	8.2	16.4	14.6	4.1	1.8	1.2	1.2	100	171
	3.6	21.5	12.3	31.8	10.3	10.3	6.7	2.1	0.5	—	1.0	100	195
18 and over	5.8	24.0	16.8	30.2	7.0	6.0	7.5	1.3	0.4	—	0.9	100	745
	6.0	29.2	13.6	31.4	8.8	5.2	4.3	0.4	0.9	—	0.1	100	764
Total, all ages	4.3	15.5	13.3	29.9	10.8	10.6	10.7	2.3	1.1	0.4	1.1	100	1,954
	4.2	20.2	13.9	33.3	10.0	8.3	7.2	1.2	0.7	0.3	0.7	100	1,926

TABLE 25—continued

Age groups	Pints per person per week										Per cent of persons		
	0—	1—	2—	3—	4—	5—	6—	7—	8—	9—	10 and over	%	No.
	<i>5. Households with children: families with 3 or more children in lower income groups</i>												
1-4	5.1	10.2	6.8	25.4	8.5	15.3	25.4	1.7	—	—	1.7	100	59
F	—	10.6	7.6	25.8	18.2	15.2	12.1	4.5	—	—	4.5	100	66
M	—	19.6	23.5	35.3	7.8	7.8	5.9	—	—	—	—	100	51
5-6	1.9	13.2	15.1	39.6	11.3	7.5	9.4	—	—	—	—	100	53
F	—	9.8	13.0	33.7	15.2	10.9	8.7	2.2	—	—	1.1	100	92
M	2.2	10.0	17.0	40.0	14.0	7.0	11.6	2.3	—	—	1.4	100	100
10-14	2.8	9.3	12.0	37.0	10.2	11.6	11.6	2.3	—	—	1.4	100	216
F	2.2	15.7	16.3	33.7	10.1	11.2	9.0	0.6	—	—	0.6	100	178
M	7.5	17.5	11.3	22.5	3.8	20.0	12.5	2.5	—	—	1.3	100	80
15-17	5.4	23.7	18.3	26.9	9.7	7.5	6.5	1.1	—	—	1.1	100	93
F	7.2	25.0	14.1	31.3	6.3	5.3	8.9	1.0	—	—	0.7	100	304
M	6.3	31.6	13.6	28.5	9.2	4.1	6.0	—	—	—	—	100	316
Total, all ages	5.3	16.7	13.1	31.8	8.3	9.9	11.0	1.6	1.0	0.2	0.9	100	807
F	4.7	21.4	14.6	31.1	10.8	7.5	7.7	0.9	0.5	0.1	0.6	100	813
	<i>6. All households with children</i>												
1-4	2.5	7.5	8.9	27.8	14.0	14.1	17.9	4.5	1.2	1.1	0.6	100	666
F	1.0	10.3	10.7	28.2	13.8	13.3	16.5	2.2	1.8	0.5	1.8	100	624
M	1.4	12.1	13.7	31.2	12.3	14.0	12.1	1.4	1.6	—	0.3	100	365
5-6	1.2	12.4	14.4	34.1	14.1	10.6	10.9	0.9	0.6	0.3	0.6	100	340
F	2.1	8.7	12.9	28.3	17.1	14.0	12.4	1.4	1.7	0.5	0.9	100	573
M	3.6	11.8	16.3	32.0	15.0	9.6	8.7	1.6	0.9	0.5	—	100	553
10-14	1.8	8.3	11.6	28.7	13.2	14.6	13.4	4.4	1.7	0.8	1.7	100	1,024
F	3.2	13.0	14.2	34.9	11.0	10.0	9.4	2.1	0.6	0.7	0.9	100	897
M	3.3	10.8	9.6	21.5	11.0	16.1	15.4	5.1	2.0	2.0	3.1	100	508
15-17	5.8	16.7	14.5	30.0	10.3	8.7	8.9	2.4	1.0	0.2	1.6	100	497
F	5.7	22.0	16.7	29.5	9.2	7.4	6.1	1.2	0.8	0.5	0.8	100	3,530
M	6.3	24.6	16.4	29.8	9.7	6.3	4.5	1.0	0.6	0.4	0.4	100	3,594
Total, all ages	4.9	15.7	13.9	28.1	11.1	10.7	10.0	2.4	1.3	0.7	1.2	100	6,790
F	5.7	19.0	15.1	30.3	10.9	8.1	7.5	1.4	0.8	0.5	0.7	100	6,625

M = Males.
F = Females.

TABLE 26

Meals eaten outside the home, 1977
(per person per week)

	Meals not from the household supply		Net balance (a)		
	Mid-day meals	All meals out	Persons	Visitors	
All households	1.74	2.99	.89	.04	
<i>Analysis by region</i>					
<i>English regions:</i>					
North	1.57	2.71	.90	.05	
Yorkshire and Humberside	1.65	2.74	.90	.03	
North West	2.06	3.17	.88	.04	
East Midlands	1.48	2.64	.90	.04	
West Midlands	1.61	2.80	.89	.03	
South West	1.62	2.96	.89	.04	
South East (b)/East Anglia	0.92	3.21	.88	.04	
England	1.76	3.00	.89	.04	
Wales	1.57	2.76	.89	.04	
Scotland	1.73	3.00	.89	.04	
<i>Analysis by type of area</i>					
Greater London	2.60	4.52	.86	.04	
Metropolitan counties and Clydeside conurbation	1.74	2.86	.89	.04	
<i>Non-metropolitan counties:</i>					
<i>Wards with electorate per acre of—</i>					
7 or more	1.68	2.95	.89	.04	
3 but less than 7	1.74	2.98	.89	.04	
0.5 but less than 3	1.63	2.88	.89	.04	
less than 0.5	1.60	2.76	.90	.05	
<i>Analysis by income group</i>					
A1	2.42	4.62	.85	.06	
A2	2.43	4.09	.85	.04	
B	1.96	3.29	.88	.04	
C	1.73	2.88	.89	.04	
D	1.43	2.31	.91	.04	
E1	0.98	2.04	.92	.06	
E2	1.13	2.17	.92	.05	
OAP (households containing one adult)	0.92	2.40	.91	.05	
OAP (households containing one male and one female)	0.23	0.64	.98	.04	
OAP ("other" households)	0.71	1.74	.94	.03	
OAP (all)	0.49	1.27	.95	.04	
<i>Analysis by household composition</i>					
No. of adults	No. of children				
1	0	1.41	3.21	.87	.08
1	1 or more	2.78	3.88	.85	.05
2	0	1.25	2.56	.90	.06
2	1	1.74	3.11	.88	.04
2	2	1.94	3.11	.88	.03
2	3	2.09	2.94	.89	.07
2	4 or more	2.17	2.96	.89	.02
3	0	1.47	2.80	.90	.05
3 or more	1 or 2	1.91	3.25	.88	.03
3 or more	3 or more	1.99	3.04	.89	.02
4 or more	0	1.77	3.46	.88	.03

(a) See Glossary.

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

TABLE 27

Average number of mid-day meals per week per child aged 5-14 years, 1977

	Meals not from the household supply		Meals from the household supply	
	School meals	Other meals out	Packed meals	Other
All households	2.78	0.10	0.59	3.53
<i>Analysis by region</i>				
<i>English regions:</i>				
North	2.63	0.13	0.30	3.94
Yorkshire and Humberside	2.82	0.10	0.40	3.68
North West	3.33	0.10	0.82	2.75
East Midlands	2.41	0.15	0.72	3.72
West Midlands	2.86	0.09	0.48	3.57
South West	2.72	0.12	0.88	3.28
South East (a)/East Anglia	2.73	0.09	0.73	3.45
England	2.82	0.10	0.62	3.46
Wales	2.74	0.13	0.54	3.59
Scotland	2.37	0.16	0.29	4.18
<i>Analysis by type of area</i>				
Greater London	2.62	0.10	0.74	3.54
Metropolitan counties and Clydeside Conurbation	2.66	0.23	0.46	3.65
<i>Non-metropolitan counties:</i>				
<i>Wards with electorate per acre of—</i>				
7 or more	2.59	0.10	0.73	3.58
3 but less than 7	2.96	0.08	0.48	3.48
0.5 but less than 3	2.82	0.12	0.56	3.50
less than 0.5	3.11	0.13	0.68	3.08
<i>Analysis by income group</i>				
A1	2.87	0.10	0.67	3.36
A2	2.90	0.13	0.66	3.31
B	2.70	0.10	0.62	3.58
C	2.76	0.10	0.60	3.54
D	2.99	0.08	0.30	3.63
E1	3.06	0.09	0.38	3.47
E2	3.70	0.09	0.14	3.07
<i>Analysis by household composition</i>				
1 adult, 1 or more children	3.63	0.10	0.26	3.01
2 adults, 1 child	2.82	0.19	0.88	3.11
2 adults, 2 children	2.67	0.10	0.59	3.64
2 adults, 3 children	2.78	0.09	0.57	3.56
2 adults, 4 or more children	2.92	0.06	0.52	3.50
3 or more adults, 1 or 2 children	2.54	0.15	0.74	3.57
3 or more adults, 3 or more children	2.79	0.12	0.48	3.61

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

TABLE 28
 Soft drinks: purchases, expenditure and prices, annual averages, 1977

	Concentrated			Unconcentrated			Low-calorie			All soft drinks	
	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Price per pint	(b) Energy
	fl oz	pence	pence	%	fl oz	pence	pence	%	equivalent fl oz (c)	kcal	
<i>All households</i>	3.08	2.80	18.22	21	3.20	2.24	14.04	15	0.32	14.24	18
<i>Analysis by region</i>											
Wales	3.20	3.10	19.73	25	3.16	2.30	14.85	14	0.54	14.10	19
Scotland	2.39	2.42	20.01	19	3.96	2.78	13.61	17	0.11	12.90	16
North	3.23	3.02	18.58	24	4.02	2.64	13.14	17	0.10	13.29	20
Yorkshire and Humberside	2.53	2.18	17.16	19	3.66	2.16	11.80	17	0.19	16.06	16
North West	2.64	2.57	19.06	20	2.96	2.10	14.10	15	0.48	13.45	16
East Midlands	3.51	2.04	17.04	24	3.19	2.39	14.88	17	0.30	12.64	20
West Midlands	3.04	2.64	17.41	23	3.25	2.19	13.49	16	0.31	15.06	18
South West	3.39	3.04	17.82	21	2.26	1.71	13.44	10	0.35	13.55	18
South East (d): East Anglia	3.38	3.05	18.20	22	3.02	2.23	14.84	15	0.35	14.69	19
<i>Analysis by type of area</i>											
Greater London	3.42	3.19	18.80	21	3.05	2.26	14.98	15	0.34	15.03	20
Metropolitan counties and Clydeside conurbation	2.78	2.51	17.84	21	3.80	2.46	12.84	17	0.31	14.76	18
Non-metropolitan counties: wards with electorate per acre of—											
7 or more	3.26	2.91	18.23	19	3.24	2.36	14.71	14	0.32	14.69	19
3 but less than 7	3.10	2.69	17.46	21	3.05	2.10	13.47	16	0.34	13.35	18
0.5 but less than 3	3.32	3.07	18.48	23	2.95	2.20	14.79	15	0.39	13.16	19
Less than 0.5	2.93	2.70	18.67	21	2.56	1.93	15.12	13	0.23	13.96	17

TABLE 28—continued

	Concentrated				Unconcentrated				Low-calorie				All soft drinks		
	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(b) Energy	
	fl oz	pence	pence	%	fl oz	pence	pence	%	fl oz	pence	pence	%	equivalent fl oz (c)	kcal	
<i>Analysis by income group</i>															
A1	3.87	3.91	19.96	28	3.69	2.59	13.72	20	0.62	0.58	16.58	4	23.66	23	
A2	3.25	2.93	18.22	25	4.29	2.89	13.78	20	0.47	0.44	17.08	1	21.01	20	
All A	3.42	3.17	18.74	26	4.13	2.80	13.77	20	0.51	0.42	16.92	3	21.74	21	
B	3.53	3.14	18.01	28	3.38	2.32	13.83	19	0.36	0.23	12.84	2	21.39	21	
C	3.09	2.80	18.10	23	3.18	2.21	13.85	16	0.24	0.17	14.28	2	18.87	18	
D	2.36	2.13	17.93	15	2.22	1.69	14.62	9	0.41	0.25	13.55	2	14.43	14	
E1	1.82	1.97	22.02	9	2.38	1.95	16.68	9	0.72	0.55	16.88	2	12.20	11	
E2	2.09	1.89	18.00	11	3.51	2.67	15.10	11	0.19	0.16	16.37	1	14.15	14	
OAP	1.56	1.49	19.03	8	1.68	1.37	16.20	7	0.04	0.02	12.45	..	9.52	9	
<i>Analysis by household composition</i>															
1	1.70	1.85	19.55	6	1.64	1.45	17.21	5	0.07	0.04	15.08	..	10.21	10	
0	4.59	4.11	18.88	32	4.62	3.13	13.81	20	1.13	0.96	14.08	5	28.70	27	
1 or more	1.76	1.72	19.59	10	2.49	1.86	14.94	10	0.17	0.14	16.16	1	11.46	11	
2	4.38	3.51	18.36	28	4.20	2.98	14.13	21	0.36	0.23	13.16	2	23.66	23	
3	3.86	3.38	18.01	40	3.69	2.45	13.27	23	0.54	0.36	13.60	4	26.13	25	
4 or more	3.16	2.70	17.14	37	3.35	2.05	12.16	24	0.27	0.20	11.49	1	22.90	22	
3 or more	1.95	2.70	19.55	15	2.07	2.09	14.20	22	0.19	0.17	14.67	3	19.02	18	
1 or 2	3.03	2.65	17.48	28	4.03	1.50	14.49	12	0.36	0.27	16.99	1	12.01	12	
3 or more	2.82	2.52	17.85	38	2.37	1.78	14.27	24	0.04	0.03	15.43	4	19.34	19	
4 or more	2.46	2.02	17.31	20	3.08	2.39	15.00	23	0.33	0.22	15.35	3	16.51	16	

(a) Per person per week.

(b) Per person per day.

(c) Converted to unconcentrated equivalent.

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

Corrigendum

Owing to a computer error the averages of expenditure and prices of soft drinks given in Table 45 of the Report for 1975 and Table 35 of the Report for 1976 were incorrect and should have been half the values given. The estimates of average quantities remain as published.

Tables of the average nutritional value of household food

TABLE 29

Nutritional value of household food: national averages, 1977

	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
	<i>(i) Consumption per person per day</i>				
Energy (kcal)	2,220	2,220	2,220	2,390	2,260
	9.3	9.3	9.3	10.0	9.5
Total protein (MJ)	70.5	71.8	71.6	75.2	72.3
Animal protein (g)	45.0	46.1	46.0	48.2	46.3
Fat (g)	104	104	102	112	105
Fatty acids:					
saturated (g)	47.1	46.5	46.5	50.2	47.5
monounsaturated (g)	38.6	38.2	37.7	41.5	39.0
polyunsaturated (g)	10.3	10.3	9.8	11.1	10.4
Carbohydrate (a) (g)	267	268	269	288	273
Calcium (mg)	990	1,000	1,000	1,010	1,000
Iron (mg)	10.7	10.9	11.0	11.4	11.0
Thiamin (mg)	1.20	1.22	1.25	1.27	1.23
Riboflavin (mg)	1.80	1.78	1.80	1.87	1.81
Nicotinic acid (mg)	15.6	15.8	16.0	17.1	16.1
Nicotinic acid equivalent (mg)	28.2	28.5	28.9	30.7	29.1
Vitamin C (mg)	45	48	63	50	52
Vitamin A:					
retinol (µg)	1,050	1,040	970	1,060	1,030
β-carotene (µg)	2,250	1,700	1,880	2,800	2,160
total (retinol equivalent) (µg)	1,500	1,410	1,370	1,620	1,470
Vitamin D (b) (µg)	2.71	2.61	2.49	2.80	2.65
	<i>(ii) As a percentage of recommended intake (c)</i>				
Energy	93	93	92	99	94
Protein	118	120	119	124	120
(as a percentage of minimum re- quirement)	180	183	182	191	184
Calcium	182	183	182	185	183
Iron	96	97	98	102	98
Thiamin	126	129	131	133	129
Riboflavin	127	126	127	131	128
Nicotinic acid equivalent	180	182	184	194	185
Vitamin C	154	167	217	173	178
Vitamin A (retinol equivalent)	213	201	195	230	210
Vitamin D (b)	84	82	79	88	83
	<i>(iii) Percentage of energy derived from protein, fat and carbohydrate</i>				
Protein	12.7	12.9	12.9	12.6	12.8
Fat	42.1	41.9	41.5	42.1	41.9
Carbohydrate	45.2	45.2	45.6	45.3	45.3
	<i>(iv) Animal protein as a percentage of total protein</i>				
	63.9	64.2	64.2	64.1	64.1
	<i>(v) Consumption of nutrients per 1,000 kcal</i>				
Total protein (g)	31.8	32.2	32.3	31.5	32.0
Animal protein (g)	20.3	20.7	20.7	20.2	20.5
Fat (g)	47	47	46	47	47
Fatty acids:					
saturated (g)	21.2	20.9	21.0	21.0	21.0
monounsaturated (g)	17.4	17.2	17.0	17.4	17.3
polyunsaturated (g)	4.6	4.6	4.4	4.7	4.6

TABLE 29—continued

	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
	<i>(v) Consumption of nutrients per 1,000 kcal—continued</i>				
Carbohydrate (g)	120	120	121	121	121
Calcium (mg)	447	448	449	424	442
Iron (mg)	4.8	4.9	5.0	4.8	4.9
Thiamin (mg)	0.54	0.55	0.56	0.53	0.55
Riboflavin (mg)	0.81	0.80	0.81	0.78	0.80
Nicotinic acid equivalent . . . (mg)	12.7	12.8	13.0	12.9	12.9
Vitamin C (mg)	20	22	28	21	23
Vitamin A (retinol equivalent) (μg)	675	634	618	678	652
Vitamin D (b) (μg)	1.22	1.17	1.12	1.17	1.17

(a) As monosaccharide.

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

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

TABLE 30
Contributions made by groups of foods to the nutritional value of household food (a) : national averages, 1977
 (per person per day)

	Energy		Protein		Fat		Fatty acids						Carbohydrate		Calcium		Iron	
	kcal	MJ	g	Per cent of total	g	Per cent of total	Saturated		Mono-unsaturated		Poly-unsaturated		g	Per cent of total	mg	Per cent of total	mg	Per cent of total
							g	Per cent of total	g	Per cent of total	g	Per cent of total						
Liquid milk	248	1.04	12.3	17.0	14.4	13.7	8.6	4.5	11.5	0.4	3.4	18	6.7	45.4	0.2	1.8		
Dried milk	2	0.01	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2	0.1	3	0.3	0.3		
Other milk and cream	23	0.10	0.9	1.3	5.0	4.8	3.0	0.4	1.0	0.1	0.3	2	0.8	31	3.1	0.2		
Cheese	61	0.25	3.9	5.4	5.0	4.8	3.0	1.6	4.1	0.1	1.3	114	11.5	0.5		
<i>Total milk, cream and cheese</i>	<i>334</i>	<i>1.39</i>	<i>17.3</i>	<i>23.9</i>	<i>20.8</i>	<i>19.7</i>	<i>12.4</i>	<i>6.5</i>	<i>16.7</i>	<i>0.5</i>	<i>5.1</i>	<i>21</i>	<i>7.5</i>	<i>603</i>	<i>60.4</i>	<i>2.8</i>		
Beef and veal	68	0.29	5.9	8.2	4.9	4.7	2.1	2.3	6.0	0.2	1.9	2	0.2	0.7		
Mutton and lamb	40	0.17	2.3	3.1	3.6	3.4	1.7	1.3	3.4	0.2	1.6	1	0.1	0.2		
Pork	35	0.15	1.9	2.6	3.1	2.9	1.2	1.4	3.5	0.2	2.3	1	0.1	0.1		
Bacon and ham, uncooked	55	0.23	2.0	2.8	5.2	5.0	2.1	2.3	6.0	0.4	3.7	1	0.1	0.2		
Liver	6	0.02	0.7	1.0	0.3	0.3	0.1	0.1	0.2	0.1	0.5	0.4		
Poultry, uncooked	29	0.12	3.3	4.5	1.7	1.6	0.6	0.8	2.0	0.3	2.6	2	0.2	0.2		
Sausages	47	0.20	1.4	2.0	4.0	3.8	1.6	1.8	4.7	0.3	2.5	1	0.5	6	0.6	0.2		
Other meat and meat products	86	0.36	5.0	7.0	5.8	5.5	2.4	2.4	6.1	0.5	4.4	4	1.4	10	1.0	0.8		
<i>Total meat</i>	<i>366</i>	<i>1.52</i>	<i>22.5</i>	<i>31.1</i>	<i>28.6</i>	<i>27.2</i>	<i>11.8</i>	<i>12.4</i>	<i>31.9</i>	<i>2.0</i>	<i>19.5</i>	<i>5</i>	<i>1.9</i>	<i>24</i>	<i>2.4</i>	<i>2.6</i>		
Fat fish	6	0.03	0.6	0.9	0.4	0.4	0.1	0.2	0.5	0.1	0.9	6	0.6	0.1		
Other fish and fish products	15	0.06	1.9	2.6	0.6	0.6	0.1	0.2	0.6	0.3	2.9	1	0.2	6	0.6	0.1		
<i>Total fish</i>	<i>22</i>	<i>0.09</i>	<i>2.5</i>	<i>3.5</i>	<i>1.0</i>	<i>1.0</i>	<i>0.2</i>	<i>0.4</i>	<i>1.1</i>	<i>0.4</i>	<i>3.7</i>	<i>1</i>	<i>0.2</i>	<i>11</i>	<i>1.1</i>	<i>0.2</i>		
Eggs	42	0.17	3.5	4.9	3.1	2.9	1.0	1.2	3.1	0.3	3.3	15	1.5	0.6		
Butter	141	0.58	0.1	0.1	15.6	14.8	9.3	5.0	12.7	0.4	4.1	3	0.3	...		
Margarine	103	0.42	11.4	10.9	4.1	4.9	12.6	1.9	18.7	0.4		
Other fats	98	0.40	10.8	10.3	4.0	4.4	11.2	1.8	17.5	0.1		
<i>Total fats</i>	<i>341</i>	<i>1.40</i>	<i>0.1</i>	<i>0.1</i>	<i>37.8</i>	<i>36.0</i>	<i>17.3</i>	<i>14.2</i>	<i>36.5</i>	<i>4.2</i>	<i>40.4</i>	<i>...</i>	<i>...</i>	<i>3</i>	<i>0.3</i>	<i>0.1</i>		
Sugar and preserves	218	0.93	58	21.2	5	0.5	0.1		

TABLE 30 continued
(per person per day)

	Energy		Protein		Fat		Saturated		Fatty acids mono-unsaturated		Poly-unsaturated		Carbohydrate		Calcium		Iron	
	Kcal	MD	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	Per cent of total	
Potatoes	106	0.44	4.7	3.4									9.7	1.5	0.7	0.7	0.7	0.7
Cabbage, brussels sprouts and cauliflower	5	0.02	0.2	0.1									0.5	0.1	0.1	0.1	0.1	0.1
Leafy salads	5	0.02	0.2	0.5									0.3	0.4	0.1	0.1	0.1	0.1
Fresh legumes, including frozen	2	0.01	0.1	0.1									0.1	0.1	0.1	0.1	0.1	0.1
Other fresh green vegetables	2	0.01	0.1	0.1									0.5	0.5	0.5	0.5	0.5	0.5
Fresh tomatoes	2	0.01	0.1	0.1									0.1	0.1	0.1	0.1	0.1	0.1
Carrots	2	0.01	0.1	0.1									0.1	0.1	0.1	0.1	0.1	0.1
Other root vegetables	46	0.20	2.1	3.1	1.2	1.1	0.2	0.4	0.4	1.1	0.5	5.0	3.7	1.9	0.7	0.4	0.4	0.4
Other vegetables and vegetable products	169	0.71	5.3	8.6	1.2	1.1	0.7	0.4	0.4	1.1	0.5	3.0	7.9	3.7	1.9	1.7	1.7	1.7
<i>Total vegetables</i>																		
Oranges	3	0.01	0.1	0.1									0.1	0.1	0.1	0.1	0.1	0.1
Other citrus fruit	9	0.04	0.4	0.1									0.9	1.1	0.1	0.1	0.1	0.1
Apples and pears	1	0.01	0.1	0.1									0.1	0.1	0.1	0.1	0.1	0.1
Soft fruit	5	0.02	0.2	0.1									0.5	0.5	0.5	0.5	0.5	0.5
Bananas	1	0.01	0.1	0.1									0.1	0.1	0.1	0.1	0.1	0.1
Other fresh fruit	33	0.14	1.5	0.4	0.7	0.7	0.2	0.5	0.3	0.8	1.7	1.7	2.5	2.6	0.6	0.6	0.6	0.6
Other fruit and fruit products	54	0.23	2.4	0.7	0.7	0.7	0.2	0.5	0.5	0.8	0.7	7.7	4.4	7.3	1.3	0.4	0.4	0.4
<i>Total fruit</i>																		
White bread	251	1.06	11.1	8.5	1.5	1.4	0.3	0.6	0.7	0.5	4.6	4.6	19.9	10.3	1.6	1.6	1.6	1.6
Other bread	65	0.28	2.9	2.6	0.4	0.4	0.1	0.3	0.1	0.3	1.4	1.4	5.1	3.5	0.6	0.6	0.6	0.6
Flour	89	0.38	3.9	2.4	0.3	0.3	0.1	0.1	0.1	0.1	1.1	1.1	2.0	6.0	0.7	0.7	0.7	0.7
Cakes and pastries	54	0.23	2.4	0.9	1.7	1.7	0.8	1.7	0.7	1.7	2.1	2.1	9.3	14.4	0.5	0.5	0.5	0.5
Biscuits	109	0.46	4.8	1.5	5.1	4.8	2.3	4.7	1.5	3.8	4.6	4.6	15.5	3.2	0.4	0.4	0.4	0.4
Other cereals and cereal products	103	0.44	4.6	3.2	1.5	1.4	0.5	1.1	0.5	1.3	4.8	4.8	21.7	1.7	0.8	0.8	0.8	0.8
<i>Total cereals</i>	671	2.84	29.7	18.2	10.4	9.9	4.1	8.6	6.0	7.6	19.3	19.3	49.4	34.1	4.1	4.1	4.1	4.1
Tea	7	0.03	0.3	0.4	0.1	0.1	0.1	0.1	0.1	0.1			1	0.5	0.1	0.1	0.1	0.1
Other beverages	7	0.03	0.3	0.4	0.1	0.1	0.1	0.1	0.1	0.1			1	0.5	0.1	0.1	0.1	0.1
<i>Total beverages</i>																		
Other foods	37	0.16	1.6	1.3	1.4	1.3	0.4	0.9	0.5	1.2	0.3	2.8	6	1.8	0.4	0.4	0.4	0.4
TOTAL ALL FOODS	2,261	9.5	100	72.3	105.2	100	47.5	100	100.0	100	10.4	100	37.3	100	11.0	100	11.0	11.0

TABLE 30—continued
 (per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)		Vitamin A				Vitamin D	
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol		Carotene		Retinol equivalent	
													μ g	Per cent of total	μ g	Per cent of total	μ g	Per cent of total
Liquid milk	0.14	11.6	0.3	2.0	176.9	19.3	3.2	11.2	3.9	7.6	11.3	117	71	3.3	151	10.2	0.08	2.9
Dried milk	...	0.2	...	0.1	1.3	0.1	0.2	0.1	0.2	0.5	0.3	3	1	0.3	4	0.3	0.03	1.3
Other milk and cream	0.01	0.8	...	0.2	12.3	1.3	0.2	0.8	0.2	0.3	0.9	9	6	0.3	12	0.8	0.11	4.0
Cheese	0.01	0.5	...	0.1	53.6	5.8	0.9	3.1	4.5	46	30	1.4	60	4.1	0.04	1.5
<i>Total milk, cream and cheese</i>	0.16	13.0	0.4	2.4	244.1	26.6	4.4	15.2	4.3	8.3	17.0	175	108	5.0	227	15.4	0.26	9.7
Beef and veal	0.01	0.8	1.3	8.2	75.8	8.3	2.6	8.9
Mutton and lamb	0.01	0.6	0.5	3.3	25.8	2.8	1.0	3.3
Pork	0.04	3.6	0.5	3.1	21.0	2.3	0.8	2.9
Bacon and ham, uncooked	0.04	3.6	0.5	2.8	22.7	2.5	0.8	2.9
Liver	0.01	0.5	0.5	3.0	8.9	1.0	0.6	2.2	0.3	0.5	520	10	0.5	522	35.4	0.03	1.0	
Poultry, uncooked	0.01	0.6	1.1	6.7	34.4	3.8	1.6	5.7
Sausages	0.02	1.5	0.6	3.6	18.2	2.0	0.9	3.0
Other meat and meat products	0.05	3.7	0.8	5.1	54.3	5.9	1.8	6.4	0.5	0.9	2.4	24	
<i>Total meat</i>	0.17	13.5	5.8	35.7	261.1	28.5	10.2	35.2	0.8	1.5	545	53.0	11	0.5	547	37.1	0.04	1.3
Fat fish	...	0.1	0.2	1.2	7.0	0.8	0.3	1.1
Other fish and fish products	0.01	0.6	0.3	1.7	21.4	2.3	0.6	2.2
<i>Total fish</i>	0.01	0.8	0.5	3.0	28.3	3.1	0.9	3.3
Eggs	0.02	1.8	...	0.1	61.7	6.7	1.0	3.6
Butter	1.2	0.1	...	0.1	143	89	4.1	188	12.7	0.14	5.4
Margarine	101	9.9	68	135	9.2	1.12	42.1
Other fats	0.1	2	0.2	...	2	0.2	0.02	0.6
<i>Total fats</i>	1.3	0.1	...	0.1	246	23.9	157	325	22.1	1.28	48.2
Sugar and preserves	0.2	1.0	1.9
Potatoes	0.11	9.0	1.5	9.3	43.4	4.7	2.2	7.7	13.1	25.5
Cabbage, brussels sprouts and cauliflower	0.01	0.3	0.1	0.7	9.3	1.0	0.3	0.9	4.0	7.9
Leafy salads	0.03	2.4	0.2	0.1	0.5	0.1	0.1	0.1	0.7	1.5
Fresh legumes, including frozen	0.02	1.2	0.2	1.1	5.5	0.6	0.2	0.9	1.4	2.7
Other fresh green vegetables	0.1	0.7	0.2	0.2	0.4	0.4	0.2	0.4
Fresh tomatoes	0.01	0.7	0.1	0.7	1.3	0.2	0.1	0.4	3.0	5.9

TABLE 30—continued
(per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)		Vitamin A		Vitamin D			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol equivalent µg	Per cent of total	Retinol equivalent µg	Per cent of total		
Carrots	0.01	0.4	0.01	0.3	0.1	0.4	0.1	0.3	0.1	0.3	0.3	0.7	0.7	199	13.5	0.1	0.1	
Other root vegetables	0.04	3.4	0.04	2.2	0.6	3.6	24.5	2.7	1.0	3.3	4.8	9.3	49	3.3	289	13.4	0.1	
Other vegetables and vegetable products	0.20	16.2	0.14	7.9	2.6	16.1	86.0	9.4	4.0	13.7	26.2	54.7	292	19.8	1,752	81.1	0.1	
<i>Total vegetables</i>	0.01	0.8	0.01	0.2	0.1	0.4	0.1	0.4	0.1	0.1	4.8	9.3	5	0.2	1	0.1	0.1	
Oranges	0.01	0.7	0.01	0.3	0.1	0.6	0.1	0.1	0.1	0.1	1.4	2.8	1	0.3	1	0.1	0.1	
Other citrus fruit	0.01	0.7	0.01	0.3	0.1	0.6	0.1	0.1	0.1	0.1	1.5	2.9	2	0.1	2	0.1	0.1	
Apples and pears	0.01	0.7	0.01	0.3	0.1	0.6	0.1	0.1	0.1	0.1	1.5	2.9	2	0.1	2	0.1	0.1	
Soft fruit	0.01	0.7	0.01	0.3	0.1	0.6	0.1	0.1	0.1	0.1	1.5	2.9	2	0.1	2	0.1	0.1	
Bananas	0.01	0.7	0.01	0.3	0.1	0.6	0.1	0.1	0.1	0.1	1.5	2.9	2	0.1	2	0.1	0.1	
Other fresh fruit	0.01	0.7	0.01	0.3	0.1	0.6	0.1	0.1	0.1	0.1	1.5	2.9	2	0.1	2	0.1	0.1	
Other fruit and fruit products	0.01	1.0	0.02	0.8	0.2	1.1	4.0	0.4	0.3	0.9	5.8	11.2	32	1.5	5	0.4	0.4	
<i>Total fruit</i>	0.04	3.1	0.03	1.8	0.3	1.9	6.3	0.7	0.4	1.5	16.8	32.5	76	3.5	13	0.9	0.9	
White bread	0.18	14.9	0.02	1.0	1.6	9.8	98.4	10.7	2.2	7.7	2.2	4.5	1	0.1	1	0.1	0.1	
Other bread	0.13	10.4	0.01	0.6	0.7	4.2	30.6	3.3	0.6	2.2	0.6	1.1	6	0.4	6	0.4	0.4	
Flour	0.06	4.6	0.01	0.4	0.4	2.5	28.7	3.1	0.7	2.4	0.7	1.2	6	0.6	6	0.6	0.6	
Cakes and pastries	0.02	1.9	0.01	0.7	0.1	0.7	11.3	1.2	0.2	0.8	0.2	0.4	3	0.3	3	0.3	0.3	
Biscuits	0.04	3.1	0.02	1.1	0.2	1.5	18.2	2.0	0.4	1.4	0.2	0.4	3	0.3	3	0.3	0.3	
Other cereals and cereal products	0.18	14.2	0.22	12.1	2.2	13.4	25.3	2.8	2.2	7.5	0.1	0.1	11	1.0	17	0.8	0.8	
<i>Total cereals</i>	0.61	49.0	0.29	15.9	5.2	32.2	212.4	23.2	6.4	22.0	0.1	0.1	17	0.8	14	0.9	0.9	
Tea	0.01	0.7	0.08	4.2	0.5	3.1	4.7	0.5	0.5	1.7	0.5	1.0	0.5	0.9	0.5	0.9	0.9	
Other beverages	0.01	0.7	0.01	0.4	0.5	3.1	4.7	0.5	0.6	2.0	0.5	1.0	0.5	0.9	0.5	0.9	0.9	
<i>Total beverages</i>	0.01	0.7	0.08	4.5	1.0	6.2	4.7	0.5	1.1	3.7	0.5	1.0	0.5	0.9	0.5	0.9	0.9	
Other foods	0.02	2.0	0.05	3.0	0.4	2.4	11.1	1.2	0.5	1.9	0.5	1.0	10	0.9	15	1.0	1.0	
<i>TOTAL ALL FOODS</i>	1.23	100	1.81	100	16.1	100	97.3	100	29.1	100	51.5	100	1,029	100	1,474	100	2.65	100

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

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

TABLE 31
 Geographical variations in nutritional value of household food, 1977

	Region										Type of area								
	All households	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East Anglia	England	Wales	Scotland	Greater London	Metropolitan counties and Clydeside conurbation			Non-metropolitan counties			
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5			
Energy (kcal)	2,260	2,430	2,260	2,200	2,290	2,370	2,230	2,220	2,260	2,240	2,260	2,230	2,300	2,210	2,230	2,210	2,230	2,300	
Total protein (g)	72.3	10.2	9.5	9.2	70.3	75.0	72.0	72.4	72.4	69.9	72.3	73.6	73.0	70.2	71.1	70.2	71.1	72.0	
Animal protein (g)	46.3	46.1	44.0	46.1	43.7	47.6	46.4	47.7	46.5	43.7	46.0	48.6	45.8	45.3	45.9	45.3	45.9	45.9	
Fat (g)	105	112	104	103	107	108	104	105	106	104	102	106	105	104	104	104	104	106	
Fatty acids: (g)																			
saturated (g)	47.5	50.2	46.0	46.5	48.6	48.5	47.5	47.6	47.6	47.9	46.5	47.9	47.2	47.3	46.9	47.3	46.9	48.3	
monounsaturated (g)	39.0	41.8	39.1	38.2	39.6	40.3	38.1	38.9	39.2	38.2	37.8	39.3	39.3	38.6	38.3	38.6	38.3	39.4	
polyunsaturated (g)	10.4	10.9	10.6	10.1	10.4	10.8	10.0	10.5	10.5	9.5	9.9	10.9	10.6	10.4	10.2	10.4	10.2	10.0	
Carbohydrate (g)	273	299	277	263	278	292	270	261	272	272	279	259	283	270	264	264	269	281	
Calcium (mg)	1,000	990	970	980	1,020	1,010	1,030	1,000	1,000	1,000	990	980	970	1,000	1,010	1,000	1,040	1,040	
Iron (mg)	11.0	12.0	11.1	10.7	11.0	11.1	10.9	10.8	11.0	10.8	11.2	11.0	11.3	11.1	10.7	10.8	10.8	10.9	
Thiamin (mg)	1.23	1.27	1.17	1.20	1.27	1.28	1.34	1.23	1.24	1.25	1.17	1.23	1.22	1.20	1.24	1.20	1.24	1.26	
Riboflavin (mg)	1.81	1.80	1.72	1.79	1.81	1.80	1.88	1.86	1.82	1.72	1.75	1.85	1.76	1.85	1.81	1.81	1.83	1.80	
Nicotinic acid (mg)	16.1	16.7	15.6	16.0	15.7	16.7	16.2	16.4	16.2	15.3	15.4	16.8	16.2	16.5	15.6	15.6	15.9	15.7	
Nicotinic acid equivalent (mg)	29.1	30.1	28.4	28.7	28.2	30.1	29.0	29.4	29.2	27.6	28.4	30.0	29.3	29.5	28.2	28.7	28.7	28.6	
Vitamin C (mg)	52	52	49	49	50	48	53	55	52	51	46	60	49	51	50	50	53	50	
Vitamin A: (µg)	1,030	1,070	1,010	980	1,100	960	1,100	1,060	1,040	960	980	1,040	1,000	1,070	1,080	1,080	1,020	1,000	
retinol (µg)	2,160	2,280	2,150	2,480	2,200	1,840	2,260	2,100	2,160	2,150	2,230	2,010	2,060	2,210	2,240	2,240	2,250	2,270	
β-carotene (µg)	1,470	1,580	1,440	1,480	1,550	1,360	1,560	1,500	1,480	1,400	1,440	1,460	1,430	1,520	1,540	1,540	1,480	1,470	
total (retinol equivalent) (µg)	2,65	3.00	2.81	2.74	2.76	2.71	2.57	2.55	2.68	2.41	2.52	2.39	2.72	2.62	2.60	2.60	2.61	2.85	
Vitamin D (b) (µg)																			
Energy (kcal)	94	120	117	120	115	124	120	121	121	114	120	126	121	122	118	118	119	116	
Protein (g)	184	188	181	183	177	190	183	185	185	176	184	191	186	185	184	182	186	180	
(as a percentage of minimum requirement) (%)	184	180	177	180	185	185	185	185	185	181	179	184	179	184	184	182	186	180	
Calcium (mg)	98	107	99	97	131	99	98	97	99	96	100	100	101	99	96	96	97	97	
Iron (mg)	129	131	121	127	131	134	142	130	130	129	122	132	127	134	127	131	128	128	
Thiamin (mg)	128	125	122	128	126	127	132	132	128	120	123	132	124	130	129	130	129	124	
Riboflavin (mg)	185	188	181	185	177	191	183	188	186	173	180	194	186	187	180	182	183	178	
Nicotinic acid equivalent (mg)	178	177	171	173	168	167	183	191	186	175	160	170	170	177	173	182	182	168	
Vitamin C (mg)	210	217	208	214	218	193	221	214	211	196	204	211	203	215	221	212	212	206	
Vitamin A (retinol equivalent) (µg)	83	92	86	88	87	86	81	81	84	76	78	78	86	84	84	81	81	90	
Vitamin D (b) (µg)																			

(i) Consumption per person per day

(ii) As a percentage of recommended intake

TABLE 31—continued

	Region							Type of area							
	All house-holds	York-shire & Hum-berside	North West	East Mid-lands	West Mid-lands	South West	South East(Anglia)	Wales	Scot-land	Greater London	Metro-politan counties and Clyde-side conur-bation	Non-metropolitan counties Wards with electorate per acre of			
			North	West	Mid-lands	West	West	East	England	land	London	Clyde-side conur-bation	7 or more	3 but less than 7	0.5 but less than 3
<i>(iii) Percentage of energy derived from protein, fat and carbohydrate</i>															
Protein	12.8	12.4	13.0	12.3	12.7	12.9	13.1	12.8	12.8	13.2	12.7	13.0	12.7	12.8	12.6
Fat	41.9	41.4	42.2	42.1	41.1	41.8	42.7	42.0	41.8	43.0	41.2	42.1	42.5	41.9	41.6
Carbohydrate	45.3	46.2	44.9	45.6	46.2	45.3	44.2	45.2	45.7	43.7	46.1	45.0	44.8	45.4	45.9
<i>(iv) Animal protein as a percentage of total protein</i>															
	64.1	61.6	64.8	62.2	63.5	64.5	65.8	64.3	62.5	66.1	62.7	64.6	64.6	64.5	63.8
<i>(v) Consumption of nutrients per 1,000 kcal</i>															
Total protein	32.0	31.3	32.4	30.7	31.6	32.2	32.6	32.0	31.3	32.0	31.7	32.4	31.7	31.9	31.3
Animal protein	20.5	19.0	21.0	19.1	20.1	20.8	21.5	20.6	19.5	20.4	19.9	20.9	20.5	20.6	20.0
Fat	47	46	47	47	46	46	47	47	46	45	46	47	47	46	46
Fatty acids:															
saturated	21.0	20.7	21.2	21.2	20.5	21.2	21.5	21.1	21.4	21.0	20.5	21.3	21.4	21.1	21.0
monounsaturated	17.3	17.2	17.4	17.3	17.0	17.1	17.5	17.3	17.1	16.7	17.1	17.3	17.4	17.2	17.2
polyunsaturated	4.6	4.5	4.6	4.6	4.6	4.5	4.7	4.6	4.2	4.4	4.6	4.5	4.7	4.6	4.3
Carbohydrate	121	123	120	121	123	118	118	120	122	123	117	120	119	121	122
Calcium	442	409	444	445	426	463	452	442	447	436	440	447	450	455	450
Iron	4.9	4.9	4.9	4.8	4.7	4.9	4.9	4.9	4.8	5.0	4.9	4.9	4.8	4.9	4.8
Thiamin	0.55	0.52	0.55	0.55	0.54	0.60	0.55	0.55	0.56	0.52	0.53	0.57	0.54	0.56	0.55
Riboflavin	0.80	0.74	0.81	0.79	0.76	0.84	0.84	0.80	0.77	0.77	0.83	0.82	0.82	0.82	0.79
Nicotinic acid equivalent	12.9	12.4	13.1	12.3	12.7	13.0	13.3	12.9	12.4	12.6	12.7	13.1	12.8	12.9	12.5
Vitamin C	23	21	22	22	20	24	25	23	23	21	21	23	23	24	22
Vitamin A (retinol equivalent)	652	640	672	678	572	700	675	655	637	638	619	676	694	663	641
Vitamin D (b)	1.17	1.24	1.25	1.21	1.14	1.15	1.15	1.18	1.08	1.12	1.18	1.16	1.17	1.17	1.24

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

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TABLE 32
 Nutritional value of household food in different income groups, 1977

	Income group											All-households
	Households with one or more earners					Households without an earner					OAP	
	Gross weekly income of head of household											
	£160 and over	£110 and under £160	£110 and over	£70 and under £110	£40 and under £70	Less than £40	D	E1	E2	Less than £40		
A1	A2	All A	B	C								
	<i>(1) Consumption per person per day</i>											
Energy	2,230	2,110	2,140	2,190	2,280	2,430	2,380	2,420	2,440	2,260		
	9.3	8.9	9.0	9.2	9.6	10.2	10.0	10.2	10.3	9.5		
Total protein	79.2	70.6	72.9	70.7	71.7	75.3	77.3	76.1	76.0	72.3		
Animal protein	56.9	47.8	50.2	45.4	45.2	45.9	50.1	48.5	48.8	46.3		
Fat	113	102	105	103	105	108	111	109	111	105		
Fatty acids, saturated	50.3	46.8	47.8	46.3	47.4	48.7	50.5	49.8	51.4	47.5		
monounsaturated	42.1	37.5	38.7	38.0	39.2	40.3	41.1	40.5	41.1	39.0		
polyunsaturated	11.7	9.5	10.1	10.3	10.5	10.6	10.6	10.6	10.1	10.4		
Carbohydrate	238	243	242	262	279	308	286	301	303	273		
Calcium	1,010	990	1,000	980	990	1,030	1,070	1,080	1,070	1,000		
Iron	11.0	10.5	10.6	10.8	11.0	12.0	12.0	11.7	11.6	11.0		
Thiamin	1.33	1.25	1.27	1.21	1.21	1.27	1.47	1.31	1.28	1.23		
Riboflavin	1.94	1.87	1.88	1.77	1.77	1.85	1.98	1.95	1.94	1.81		
Nicotinic acid	18.0	16.1	16.6	15.8	15.9	16.8	17.8	16.5	16.5	16.1		
Nicotinic acid equivalent	32.4	28.8	29.8	28.5	28.8	30.2	31.3	30.1	30.0	29.1		
Vitamin C	66	59	61	51	49	50	59	53	49	52		
Vitamin A: retinol	720	1,080	990	970	1,010	1,210	1,200	1,190	1,220	1,030		
β -carotene	2,220	2,080	2,120	2,200	2,120	2,030	2,440	2,160	2,150	2,160		
total retinol equivalent	1,170	1,520	1,420	1,420	1,480	1,630	1,700	1,640	1,680	1,470		
Vitamin D (c)	2.71	2.38	2.47	2.51	2.67	3.02	3.34	3.02	2.89	2.65		
	<i>(1) As a percentage of recommended intake</i>											
Energy	98	92	94	92	92	101	99	103	104	94		
Protein	139	125	127	119	116	124	128	129	129	120		
(as a percentage of minimum requirement)	211	187	193	183	180	186	188	191	187	184		
Calcium	193	186	188	181	180	185	190	194	193	183		
Iron	102	95	97	97	97	105	105	104	104	98		
Thiamin	147	137	140	127	123	133	156	143	142	129		
Riboflavin	146	139	141	129	124	125	128	128	122	128		
Nicotinic acid equivalent	220	193	200	187	182	184	181	181	169	185		
Vitamin C	240	215	220	183	169	164	185	172	149	178		
Vitamin A (retinol equivalent)	179	230	216	210	206	220	218	217	204	210		
Vitamin D (d)	88	77	80	77	83	96	109	98	103	83		

TABLE 32—continued

	Income group											All house-holds
	Households with one or more earners					Households without an earner						
	Gross weekly income of head of household											
	£160 and over	£110 and under £160	£110 and over	£70 and under £110	£40 and under £70	Less than £40	D	E1	E1 or more	Less than £40	E2	
A1	A2	All A	B	C	D	E1	E1	E1	E2	OAP		
Protein	14.2	13.4	13.6	12.9	12.6	12.4	13.0	12.6	12.6	12.5	12.8	
Fat	45.8	43.4	44.0	42.2	41.6	40.1	41.9	40.7	41.0	41.0	41.9	
Carbohydrate	40.0	43.3	42.4	44.9	45.8	47.5	45.1	46.7	46.5	46.5	45.3	
(iii) Percentage of energy derived from protein, fat and carbohydrate												
	72.0	67.7	68.9	64.3	63.0	61.0	64.9	63.8	64.2	64.1	64.1	
(iv) Animal protein as a percentage of total protein												
	35.6	33.4	34.0	32.3	31.4	31.0	33.4	31.4	31.1	32.0		
Total protein	25.6	22.6	23.4	20.7	19.8	18.9	21.0	20.0	20.0	20.5		
Animal protein	51	48	49	47	46	45	47	45	46	47		
Fatty acids:												
saturated	22.6	22.1	22.3	21.1	20.8	20.0	21.2	20.6	21.0	21.0		
monounsaturated	18.9	17.7	18.1	17.3	17.2	16.6	17.2	16.7	16.8	17.3		
polyunsaturated	5.2	4.5	4.7	4.7	4.6	4.4	4.5	4.4	4.1	4.6		
Carbohydrate	107	115	113	120	122	127	120	124	124	121		
Calcium	456	469	466	448	433	424	450	444	436	442		
Iron	5.0	5.0	5.0	4.9	4.8	4.9	5.1	4.8	4.7	4.9		
Thiamin	0.60	0.59	0.59	0.55	0.53	0.52	0.62	0.54	0.53	0.55		
Riboflavin	0.87	0.88	0.88	0.81	0.78	0.76	0.83	0.81	0.79	0.80		
Nicotinic acid equivalent	14.6	13.7	13.9	13.0	12.6	12.4	13.1	12.4	12.3	12.9		
Vitamin C	29	28	28	23	22	20	25	22	20	23		
Vitamin A (retinol equivalent)	527	718	664	648	636	672	714	678	685	652		
Vitamin D (g)	1.22	1.13	1.15	1.15	1.17	1.24	1.40	1.25	1.18	1.17		

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

TABLE 33
 Nutritional value of food in households of different composition, 1977

	Households with										
	No. of adults		1		2		3		4 or more		
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more
Energy	2,250	2,220	2,580	2,240	2,040	1,990	1,980	2,480	2,210	2,110	2,430
Total protein	107.7	9.3	10.8	9.4	8.6	8.3	8.3	10.4	9.3	8.8	10.2
Animal protein	82.2	67.7	83.4	72.9	64.5	59.2	59.2	80.1	70.7	67.5	78.3
Fat	54.1	42.2	55.0	47.4	41.0	38.3	33.9	52.5	44.7	42.5	50.4
Fatty acids:	120	101	124	105	94	89	82	118	103	94	117
saturated	55.3	43.8	56.2	47.5	42.3	40.3	36.7	53.5	46.2	41.6	52.6
monounsaturated	44.0	37.3	46.0	39.0	34.8	32.5	30.4	43.7	38.1	35.4	43.5
polyunsaturated	11.2	12.0	11.7	10.4	9.7	8.7	8.5	11.2	10.3	9.5	11.3
Carbohydrate	304	277	302	266	249	250	266	293	267	264	283
Calcium	1,180	980	1,110	1,010	930	920	880	1,060	960	880	1,030
Iron	12.3	10.5	12.5	11.2	9.8	9.6	9.6	12.0	10.8	10.3	11.9
Thiamin	1.42	1.22	1.40	1.23	1.12	1.11	1.10	1.32	1.21	1.12	1.28
Riboflavin	2.15	1.85	2.03	1.82	1.67	1.64	1.54	1.93	1.74	1.64	1.85
Nicotinic acid	17.7	15.7	18.3	16.2	14.5	14.0	13.5	17.8	15.9	15.4	17.3
Nicotinic acid equivalent	32.2	27.6	33.3	29.4	26.1	25.0	23.7	32.2	28.6	27.6	31.3
Vitamin C	63	44	61	55	46	43	38	55	50	43	55
Vitamin A:											
retinol	1,320	1,120	1,240	1,030	850	830	810	1,210	950	970	1,300
β-carotene	2,430	1,750	2,560	2,340	2,000	1,940	1,430	2,350	2,010	1,570	2,380
total (retinol equivalent)	1,820	1,490	1,770	1,500	1,260	1,230	1,110	1,700	1,370	1,300	1,790
Vitamin D (a)	3.26	2.76	3.11	2.57	2.45	2.33	2.31	2.82	2.46	2.34	2.58
Energy	111	99	103	95	89	85	85	98	89	87	96
Protein	143	121	133	124	113	106	101	126	114	111	123
(as a percentage of minimum requirement)	208	184	200	189	176	166	158	192	175	171	191
Calcium	224	172	205	183	171	163	151	201	177	156	201
Iron	113	89	112	101	91	85	82	108	93	88	109
Thiamin	158	138	141	130	123	120	120	131	122	116	126
Riboflavin	145	149	128	133	131	127	120	123	119	119	120
Nicotinic acid equivalent	193	196	190	194	183	174	166	187	178	180	186
Vitamin C	196	191	191	191	173	162	145	176	174	156	180
Vitamin A (retinol equivalent)	232	237	222	220	203	197	181	217	190	193	236
Vitamin D (a)	122	85	113	67	66	69	70	106	86	78	100

(b) As a percentage of recommended intake

TABLE 33—continued

	Households with									
	1		2		3		4 or more		4 or more	
	No. of adults	No. of children	0	1 or more	0	1	2	3	4 or more	0
(ii) Percentage of energy derived from protein, fat and carbohydrate										
Protein	12.9	12.2	13.0	13.1	12.5	12.0	12.9	12.8	12.8	12.9
Fat	42.4	40.9	43.2	42.4	41.6	40.2	37.5	42.7	41.9	43.3
Carbohydrate	44.7	46.9	43.9	44.6	45.8	47.3	50.6	44.4	45.3	43.8
(iii) Animal protein as a percentage of total protein										
	65.9	62.3	65.9	65.0	63.6	61.6	57.3	65.6	63.2	64.3
(iv) Consumption of nutrients per 1,000 kcal										
Total protein	32.2	30.5	32.3	32.6	31.6	31.3	30.0	32.3	32.0	32.2
Animal protein	21.2	19.0	21.3	21.2	20.1	19.3	17.2	21.2	20.2	20.7
Fat	47	45	48	47	46	45	42	47	46	48
Fatty acids:										
saturated	21.7	19.7	21.8	21.2	20.7	20.3	18.6	21.6	20.9	21.6
monounsaturated	17.3	16.8	17.8	17.5	17.1	16.4	15.4	17.6	17.3	16.8
polyunsaturated	4.4	5.4	4.5	4.7	4.8	4.4	4.3	4.5	4.7	4.5
Carbohydrate	119	125	117	119	122	126	135	118	121	117
Calcium	464	440	430	450	457	463	444	426	433	422
Iron	4.8	4.7	4.9	5.0	4.8	4.9	4.9	4.8	4.9	4.9
Thiamin	0.56	0.55	0.54	0.55	0.55	0.56	0.56	0.53	0.55	0.53
Riboflavin	0.85	0.83	0.79	0.81	0.82	0.83	0.78	0.78	0.79	0.76
Nicotinic acid equivalent	12.6	12.4	12.9	13.2	12.8	12.6	12.0	13.0	13.0	12.9
Vitamin C	25	20	24	25	23	21	19	23	23	23
Vitamin A (retinol equivalent)	715	670	685	673	617	618	564	684	619	618
Vitamin D (a)	1.28	1.24	1.21	1.15	1.20	1.17	1.17	1.14	1.11	1.06

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

TABLE 34
Nutritional value of food in households of different composition within income groups, 1977

	Income group	Households with						
		Adults only	1 adult, 1 or more children	2 adults and			3 or more adults, 1 or more children	
				1 child	2 children	3 children		
				(i) Consumption per person per day				
Energy	A	2,340	*	2,360	2,140	1,890	(2,050)	2,030
	B	2,530	*	2,220	2,010	1,970	1,940	2,190
	C	2,590	2,180	2,200	2,020	2,060	1,860	2,260
	D & E2	2,620	2,170	2,290	2,070	1,830	(2,760)	2,060
	A	9.8	*	9.9	9.0	7.9	(8.6)	8.5
	B	10.6	*	9.3	8.4	8.3	8.2	9.2
	C	10.9	9.2	9.2	8.5	8.7	7.8	9.5
	D & E2	11.0	9.1	9.6	8.7	7.7	(11.6)	8.7
Total protein	A	80.6	*	84.1	73.9	65.0	(63.1)	66.0
	B	80.0	*	71.9	64.1	61.4	57.9	71.4
	C	83.2	66.0	71.0	61.7	63.6	56.0	71.4
	D & E2	82.6	67.5	72.4	62.9	56.0	(79.9)	63.4
Animal protein	A	56.0	*	59.5	52.0	44.8	(41.4)	43.7
	B	56.3	*	46.3	40.9	37.6	33.3	45.2
	C	54.0	43.0	45.6	37.7	37.3	31.9	44.4
	D & E2	53.3	41.1	44.5	37.3	31.2	(34.9)	39.1
Fat	A	118	*	113	106	92	(97)	96
	B	124	*	105	93	88	81	100
	C	123	108	103	91	89	76	104
	D & E2	121	97	101	91	77	(86)	91
Fatty acids: saturated	A	54.4	*	51.2	48.0	42.4	(45.3)	43.8
	B	56.5	*	47.4	41.8	40.3	36.6	45.2
	C	55.9	46.1	47.0	41.0	40.4	33.9	46.1
	D & E2	55.4	41.9	45.0	40.4	34.4	(37.6)	41.9

TABLE 34—continued

	Income group	Households with						
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
Fatty acids—continued monounsaturated (g)	A	43.7	*	42.2	39.8	33.7	(35.6)	35.3
	B	46.4	*	38.9	34.5	32.3	30.0	37.2
	C	46.1	39.9	38.4	33.7	32.9	28.5	39.2
	D & E2	45.0	36.4	37.8	33.8	28.6	(31.9)	33.6
polyunsaturated (g)	A	11.0	*	10.6	10.4	8.4	(8.8)	9.6
	B	12.0	*	10.6	9.7	8.8	8.3	9.8
	C	11.8	13.8	10.0	9.4	8.8	8.1	10.7
	D & E2	11.2	11.5	10.4	9.3	7.9	(9.5)	8.0
Carbohydrate (g)	A	255	*	268	237	215	(248)	239
	B	286	*	264	244	247	260	267
	C	306	252	263	255	270	250	277
	D & E2	320	273	291	266	243	(443)	264
Calcium (mg)	A	1,080	*	1,080	960	950	(990)	960
	B	1,080	*	1,010	940	920	850	950
	C	1,100	940	990	910	930	820	930
	D & E2	1,130	940	980	900	770	(1,260)	890
Iron (mg)	A	11.9	*	12.3	10.6	9.0	(9.8)	9.8
	B	12.4	*	11.1	9.7	9.7	9.3	11.0
	C	12.4	10.1	11.1	9.7	9.9	8.9	10.8
	D & E2	12.6	10.7	11.4	10.0	9.0	(15.8)	10.2
Thiamin (mg)	A	1.53	*	1.35	1.25	1.04	(1.22)	1.19
	B	1.36	*	1.20	1.12	1.13	1.07	1.21
	C	1.35	1.23	1.22	1.07	1.14	1.05	1.19
	D & E2	1.39	1.17	1.17	1.12	1.00	(1.54)	1.09

TABLE 34—continued

	Income group	Households with						3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults and			4 or more children	
				1 child	2 children	3 children		
		<i>(i) Consumption per person per day—continued</i>						
Riboflavin	A	2.08	*	2.05	1.85	1.64	(1.94)	1.80
	B	2.01	*	1.79	1.67	1.64	1.49	1.73
	C	1.97	1.94	1.79	1.60	1.68	1.46	1.70
	D & E2	2.07	1.78	1.78	1.60	1.36	(1.71)	1.62
Nicotinic acid	A	18.6	*	19.4	16.8	13.8	(15.1)	15.2
	B	18.6	*	15.9	14.4	13.8	13.0	16.2
	C	18.0	16.2	15.7	13.9	14.3	12.9	16.1
	D & E2	18.0	15.7	15.4	14.2	12.4	(18.0)	14.0
Nicotinic acid equivalent	A	33.0	*	34.8	30.2	25.7	(26.4)	27.1
	B	33.8	*	29.0	25.9	24.7	22.9	28.9
	C	33.0	27.8	28.5	24.9	25.4	22.7	28.9
	D & E2	32.8	27.5	28.6	25.3	22.1	(30.8)	25.6
Vitamin C	A	76	*	78	55	42	(53)	56
	B	63	*	56	47	45	35	50
	C	58	43	48	43	42	36	47
	D & E2	57	42	52	38	31	(44)	45
Vitamin A: retinol	A	1,450	*	1,000	880	570	(1,040)	900
	B	1,200	*	990	820	870	830	950
	C	1,200	1,370	1,110	830	890	710	940
	D & E2	1,280	1,220	1,020	990	780	(910)	1,280
β -carotene	A	2,390	*	2,780	1,930	1,370	(2,440)	1,960
	B	2,710	*	2,270	2,080	2,200	1,270	1,860
	C	2,410	1,470	2,280	1,890	1,960	1,300	1,930
	D & E2	2,410	1,750	2,240	1,510	1,010	(1,780)	1,400

TABLE 34 continued

Vitamin A continued total (ethanol equivalent)	Income group	Households with						3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
(µg)	A	1,940	*	1,500	1,290	870	(1,530)	1,310
	B	1,750	*	1,450	1,240	1,310	1,110	1,340
	C	1,700	1,700	1,570	1,220	1,290	990	1,340
	D & H2	1,780	1,590	1,470	1,310	1,010	(1,280)	1,580
(µg)	A	2.85	*	2.82	2.55	2.13	(1.91)	2.13
	B	2.87	*	2.53	2.38	2.38	2.31	2.29
	C	2.97	2.83	2.55	2.46	2.39	2.24	2.64
	D & H2	3.35	3.00	2.47	2.51	1.89	(3.26)	2.41
Energy	A	99	*	103	97	84	(90)	86
	B	101	*	96	89	85	83	90
	C	100	99	92	87	86	79	89
	D & H2	107	99	96	93	79	(120)	86
Protein	A	136	*	147	134	116	(110)	112
	B	133	*	123	113	106	98	117
	C	128	119	118	106	103	95	112
	D & H2	134	122	121	113	96	(139)	106
(as % percentage of minimum requirement)	A	204	*	221	207	180	(171)	168
	B	203	*	189	175	166	154	179
	C	198	181	183	166	163	149	174
	D & H2	197	187	181	173	147	(211)	160
Calcium	A	217	*	194	181	173	(171)	178
	B	209	*	184	173	164	148	175
	C	208	175	180	165	161	142	168
	D & H2	206	166	174	165	135	(217)	164

(I) Consumption per person per day continued

(II) As a percentage of recommended intake

TABLE 34—continued

Income group	Households with						3 or more adults, 1 or more children	
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children		
			<i>(ii) As a percentage of recommended intake—continued</i>					
Iron	113 113 112 112	* * 87 92	111 101 99 98	99 90 88 92	82 86 86 78	(83) 80 77 (135)	85 95 91 90	
Thiamin	161 136 131 145	* * 140 134	148 129 127 122	142 124 115 127	117 123 119 108	(136) 116 113 (169)	127 124 118 114	
Riboflavin	142 131 125 129	* * 158 146	152 133 130 125	148 131 124 126	131 128 126 103	(153) 116 114 (133)	129 122 116 114	
Nicotinic acid equivalent	204 200 192 185	* * 200 199	232 193 186 181	218 183 173 179	184 173 172 150	(186) 160 158 (214)	175 183 178 163	
Vitamin C	259 205 184 175	* * 172 162	271 194 167 175	213 176 160 142	164 171 155 118	(202) 136 138 (168)	197 177 160 158	
Vitamin A (retinol equivalent)	265 229 217 218	* * 274 258	222 215 227 207	215 201 195 209	147 213 202 157	(251) 180 161 (204)	187 191 187 223	

TABLE 34—continued

Income group	Households with						3 or more adults, 1 or more children
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
			<i>(ii) As a percentage of recommended intake continued</i>				
Vitamin D (a)	113	*	74	79	61	(61)	75
B	108	*	64	64	69	71	80
C	109	117	67	63	74	67	91
D & E2	120	86	66	62	59	(98)	83
			<i>(iii) Percentage of energy derived from protein, fat and carbohydrate</i>				
Protein	13.7	*	14.3	13.8	13.8	(12.3)	13.0
B	12.7	*	13.0	12.8	12.5	11.9	13.1
C	12.9	12.1	12.9	12.2	12.1	12.1	12.6
D & E2	12.6	12.5	12.6	12.2	12.3	(11.6)	12.3
Fat	45.4	*	43.0	44.7	43.6	(42.5)	42.7
B	44.6	*	42.5	41.7	40.4	37.7	41.1
C	42.9	44.5	42.3	40.5	38.8	37.1	41.4
D & E2	41.5	40.3	39.7	39.5	37.8	(28.1)	39.6
Carbohydrate	40.8	*	42.7	41.5	42.6	(45.2)	44.3
B	42.7	*	44.6	45.5	47.1	50.3	45.8
C	44.3	43.4	44.8	47.3	49.0	50.9	45.9
D & E2	45.9	47.2	47.7	48.3	49.9	(60.4)	48.1
			<i>(iv) Animal protein as a percentage of total protein</i>				
A	69.4	*	70.7	70.4	68.9	(65.6)	66.2
B	70.4	*	64.4	63.8	61.3	57.6	63.3
C	64.9	65.3	64.2	61.2	59.7	57.0	62.3
D & E2	64.4	60.8	61.5	59.4	55.7	(43.7)	61.6

TABLE 34—continued

	Income group	Households with						
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
Total protein	A	34.4	*	35.7	34.6	34.4	(30.7)	32.5
	B	31.6	*	32.3	31.9	31.2	29.8	32.6
	C	32.1	30.2	32.3	30.5	30.3	30.1	31.6
	D & E2	31.5	31.1	31.6	30.4	30.6	(29.0)	30.8
Animal protein	A	23.9	*	25.2	24.3	23.7	(20.1)	21.5
	B	22.3	*	20.8	20.4	19.1	17.2	20.6
	C	20.9	19.7	20.7	18.7	18.1	17.2	19.6
	D & E2	20.3	18.9	19.4	18.0	17.1	(12.7)	18.9
Fat	A	50	*	48	50	48	(47)	47
	B	49	*	47	46	45	42	46
	C	48	49	47	45	43	41	46
	D & E2	46	45	44	44	42	(31)	44
Fatty acids: saturated	A	23.2	*	21.7	22.4	22.4	(22.1)	21.6
	B	22.3	*	21.3	20.8	20.5	18.9	20.6
	C	21.6	21.1	21.4	20.3	19.6	18.2	20.4
	D & E2	21.1	19.3	19.6	19.5	18.9	(13.6)	20.3
monounsaturated	A	18.6	*	17.9	18.6	17.8	(17.3)	17.4
	B	18.4	*	17.5	17.2	16.4	15.5	17.0
	C	17.8	18.3	17.5	16.6	15.9	15.4	17.3
	D & E2	17.2	16.8	16.5	16.3	15.7	(11.6)	16.3

(v) Consumption of nutrients per 1,000 kcal

TABLE 34 continued

	Income group	Households with						3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
Fatty acids—continued				<i>(v) Consumption of nutrients per 1,000 kcal continued</i>				
polyunsaturated	A	4.7	*	4.5	4.9	4.5	(4.3)	4.8
	B	4.8	*	4.8	4.8	4.5	4.3	4.5
	C	4.6	6.3	4.5	4.7	4.2	4.3	4.7
	D & E2	4.3	5.3	4.5	4.5	4.3	(3.5)	3.9
Carbohydrate	A	109	*	114	111	114	(121)	118
	B	113	*	119	121	126	134	122
	C	118	116	119	126	131	135	122
	D & E2	122	126	127	129	133	(161)	128
Calcium	A	460	*	456	447	503	(481)	473
	B	428	*	453	468	468	439	433
	C	425	433	449	452	449	443	413
	D & E2	432	433	427	435	419	(458)	431
Iron	A	5.1	*	5.2	4.9	4.8	(4.8)	4.8
	B	4.9	*	5.0	4.8	4.9	4.8	5.0
	C	4.8	4.6	5.0	4.8	4.8	4.8	4.8
	D & E2	4.8	4.9	5.0	4.8	4.9	(5.7)	5.0
Thiamin	A	0.65	*	0.57	0.58	0.55	(0.60)	0.59
	B	0.54	*	0.54	0.56	0.57	0.55	0.55
	C	0.52	0.57	0.56	0.53	0.55	0.57	0.51
	D & E2	0.53	0.54	0.51	0.54	0.55	(0.56)	0.51
Riboflavin	A	0.89	*	0.87	0.86	0.87	(0.94)	0.89
	B	0.79	*	0.81	0.83	0.83	0.77	0.79
	C	0.76	0.89	0.81	0.79	0.81	0.79	0.75
	D & E2	0.79	0.82	0.78	0.77	0.74	(0.62)	0.79

TABLE 34—continued

Income group	Households with						
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children
	(v) Consumption of nutrients per 1,000 kcal—continued						
Nicotinic acid equivalent (mg)	14.1	*	14.8	14.1	13.6	(12.8)	13.4
A	13.4	*	13.0	12.9	12.6	11.8	13.2
B	12.8	12.8	12.9	12.3	12.3	12.2	12.8
C	12.5	12.7	12.5	12.2	12.1	(11.2)	12.4
D & E2							
Vitamin C (mg)	33	*	33	26	22	(26)	27
A	25	*	25	23	23	18	23
B	22	20	22	21	20	19	21
C	22	19	23	18	17	(16)	22
D & E2							
Vitamin A (retinol equivalent) (µg)	828	*	637	601	462	(746)	644
A	693	*	651	619	665	571	613
B	655	779	713	604	625	532	595
C	679	731	643	633	552	(465)	768
D & E2							
Vitamin D (a) (µg)	1.22	*	1.20	1.19	1.13	(0.93)	1.05
A	1.13	*	1.14	1.19	1.21	1.19	1.05
B	1.15	1.30	1.16	1.22	1.16	1.21	1.17
C	1.28	1.38	1.08	1.21	1.03	(1.18)	1.17
D & E2							
	(vi) "Price of energy" index (b), all foods						
	124	*	128	113	107	(97)	108
A	110	*	103	97	93	82	98
B	103	94	101	92	86	83	93
C	101	91	98	87	83	(65)	93
D & E2							
All income groups (c)	105	92	104	97	92	83	96

*Fewer than 10 households in the sample.
 (a) The contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.
 (b) These indices, which show the relative differences in "cost per calorie", have been obtained by dividing the money value of food obtained for consumption in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.
 (c) Including households not shown elsewhere in this table.

TABLE 35
Nutritional value of food in households owning a deep-freezer or a refrigerator, 1977

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
	<i>(i) Consumption per person per day</i>			
Energy	2,250	2,260	2,390	2,260
Total protein	9.4	9.5	10.0	9.5
Animal protein	73.1	71.5	73.5	72.3
Fat	48.0	45.2	44.5	46.3
Fatty acids:	107	104	104	105
saturated	48.3	47.0	47.1	47.5
monounsaturated	39.7	38.5	38.5	39.0
polyunsaturated	10.6	10.3	9.8	10.4
Carbohydrate	265	276	309	273
Calcium	1,010	990	1,010	1,000
Iron	10.9	11.0	11.6	11.0
Thiamin	1.25	1.22	1.28	1.23
Riboflavin	1.83	1.79	1.81	1.81
Nicotinic acid	16.4	15.9	16.1	16.1
Nicotinic acid equivalent	29.6	28.7	29.0	29.1
Vitamin C	55	50	45	52
Vitamin A:				
retinol	970	1,070	1,170	1,030
β-carotene	2,280	2,090	1,740	2,160
total (retinol equivalent)	1,440	1,500	1,540	1,470
Vitamin D (a)	2.61	2.67	2.88	2.65
	<i>(ii) As a percentage of recommended intake</i>			
Energy	94	94	100	94
Protein	121	119	123	120
(as percentage of minimum requirement)	186	182	185	184
Calcium	184	182	186	183
Iron	97	99	105	98
Thiamin	131	128	136	129
Riboflavin	131	126	121	128
Nicotinic acid equivalent	190	182	175	185
Vitamin C	192	170	146	178
Vitamin A (retinol equivalent)	207	212	206	210
Vitamin D (a)	82	84	97	83

TABLE 35—continued

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
	(iii) Percentage of energy derived from protein, fat and carbohydrate			
Protein	13.0	12.7	12.3	12.8
Fat	42.8	41.4	39.1	41.9
Carbohydrate	44.2	45.9	48.6	45.3
	65.6	63.2	60.5	64.1
	(iv) Animal protein as a percentage of total protein			
	(v) Consumption of nutrients per 1,000 kcal			
Total protein	32.5	31.7	30.8	32.0
Animal protein	21.3	20.0	18.6	20.5
Fat	48	46	43	47
Fatty acids:				
saturated	21.5	20.8	19.7	21.0
monounsaturated	17.6	17.0	16.1	17.3
polyunsaturated	4.7	4.5	4.1	4.6
Carbohydrate	118	122	129	121
Calcium	448	438	423	442
Iron	4.9	4.9	4.9	4.9
Thiamin	0.56	0.54	0.54	0.55
Riboflavin	0.81	0.79	0.76	0.80
Nicotinic acid equivalent	13.1	12.7	12.1	12.9
Vitamin C	24	22	19	23
Vitamin A (retinol equivalent)	638	663	645	652
Vitamin D (a)	1.16	1.18	1.21	1.17

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

TABLE 36
Nutrients obtained for one penny from selected foods, national averages, 1977 (a)

	Energy kcal	Protein g	Fat g	Carbo-hydrate g	Calcium mg	Iron mg	Thiamin mg	Riboflavin mg	Nicotinic acid equivalent mg	Vitamin C mg	Retinol equivalent µg	Vitamin D µg
All foods	30	1.0	1.4	3.6	13	0.1	0.02	0.02	0.4	1	20	0.04
Liquid milk (b)	34	1.7	2.0	2.5	62		0.02	0.08	0.4	1	21	0.01
Cheese	28	1.8	2.3		53			0.03	0.4		28	0.02
Beef and veal	11	1.0	0.8			0.1		0.01	0.4			
Mutton and lamb	16	0.9	1.5			0.1		0.01	0.4			
Pork	17	0.9	1.5			...	0.02	0.01	0.4	1	1,339	0.07
Liver	15	1.8	0.8			1.0		0.27	1.6			
Bacon and ham, uncooked	19	0.7	1.8			0.1		0.02	0.3			
Bacon and ham, cooked	12	1.1	0.8			0.1		0.02	0.4			
Poultry, uncooked	12	1.4	0.7			0.1		0.01	0.7			
Sausages, uncooked	35	1.0	2.9	1.1	5	0.1		0.01	0.6			
Fat fish, including canned or bottled fish (b)	10	1.0	0.7		9	0.1		0.01	0.5			0.56
White fish, including frozen (b)		0.8							0.3			0.05
Frozen convenience fish products	11	0.9	0.5			...			0.2			
Eggs (b)	18	1.5	1.3		7	0.3	0.01	0.06	0.5		17	0.22
Butter	69		7.6								91	0.07
Margarine	108		12.0								142	1.18
Sugar	149			39.6								
Potatoes, old (b)	44	1.0		10.4	5	0.2	0.04	0.02	0.9	4		
Potatoes, new (b)	36	0.9		8.3		0.3	0.04	0.02	0.8	7		
Fresh green vegetables (excluding peas and beans) (b)		0.6			9	0.2	0.01	0.02	0.2	4	17	
Carrots (b)		0.3		2.0	18	0.2	0.02	0.02	0.3	1	692	
Beans, canned	17	1.5		2.9	13	0.4	0.02	0.02	0.4	1	14	
Peas, frozen		0.7		1.1	4	0.2	0.03	0.01	0.3	2	8	
Tomatoes, including canned (b)						0.1	0.01		0.1	3	16	
Oranges (b)				1.9	9	0.1	0.02			11		
Fresh fruit, excluding citrus (b)				1.9		0.1	0.01			2		
Fruit juices	20			5.3		0.1	0.01			17		
Bread, white	85	2.9	0.5	18.3	35	0.5	0.06	0.01	0.8			
Bread, brown and wholemeal	61	2.5		12.7	22	0.7	0.19		0.6			
Biscuits	55		2.6	7.7	11	0.2	0.02		0.2			
Breakfast cereals	50	1.3		10.9		0.5	0.17	0.21	2.0			
Soups, canned	13	0.4	0.7	1.4	6	0.1	0.01		0.1	...	13	
Ice-cream	32	0.7	1.6	4.1	22	0.1	0.01	0.03	0.2			

(a) Values corresponding to indices below 30 have been omitted (see Table 37).

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

TABLE 37
Indices of nutritional value for money of selected foods, national averages 1977 (a)

	Energy	Protein	Fat	Carbo- hydrate	Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Retinol equivalent	Vitamin D
	100	100	100	100	100	100	100	100	100	100	100	100
All foods	100	100	100	100	100	100	100	100	100	100	100	100
Liquid milk (b)	113	176	141	69	469		120	325	115	78	105	30
Cheese	94	188	166		399			144	108		142	52
Beef and veal	37	99	57			75		50	108			
Mutton and lamb	34	96	104			46		41	102			
Pork	38	98	109			32	134	41	108			
Liver	49	185	55			707	103	1,132	417	103	6,819	190
Bacon and ham, uncooked	62	72	127			36	91	35	73			
Bacon and ham, cooked	39	113	60			39	118		91			
Poultry, uncooked	39	141	51			59		47	176			
Sausages, uncooked	115	108	209	30	35	87		53	167			
Fat fish, including canned or bottled fish (b)	34	107	49		71	71		57	133			1,590
White fish, including frozen (b)		84							76			128
Frozen convenience fish products	38	89	35			31			62			
Eggs (b)	61	159	95		50	172	57	241	117		88	612
Butter	228		541								466	109
Margarine	359		838								724	3,331
Sugar	494			1,088								
Potatoes, old (b)	145	101		285	36	165	266	80	230	627		
Potatoes, new (b)	119	98		227		218	252	70	209	1,013		
Fresh green vegetables, excluding peas and beans (b)		61			70	106	70	84	58	551	88	
Carrots (b)		34		56	137	158	109	75	68	171	3,527	
Beans, canned	57	156		80	97	277	130	66	116	156	71	
Peas, frozen		75		30	32	127	169	57	85	315	43	
Tomatoes, including canned (b)						58	59		32	469	80	
Oranges (b)				51	70	42	132			1,613		
Fresh fruit, excluding citrus (b)				51		40	37			290		
Fruit juices	66			147		68	65			2,537		
Bread, white	282	298	36	504	262	374	380		196			
Bread, brown and wholemeal	201	263		350	164	496	1,177	48	162			
Biscuits	184	76	188	213	84	136	116	41	52			
Breakfast cereals	165	134		300		359	1,006	87/4	517			
Soups, canned	44	46	51	39	47	73	33		35	65	68	
Ice-cream	106	70	111	112	168	42	46	124	47			

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



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IV Appendices

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APPENDIX A

Structure of the Survey

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

The sample

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

3 *First stage.* The Parliamentary constituencies in the sampling frame are ordered into 46 strata, stratification being according to two factors:—first, according to current standard region, and second, according to electoral density. For this purpose a list of constituencies is prepared for each region, the listing being in descending order of electoral density and showing numbers of electors in each constituency together with cumulative totals. One constituency is then selected from each of the 46 strata. The number of constituencies to be

¹ Exceptionally (and experimentally) since 1975 particulars have been obtained of soft drinks bought for the household supply, and although details are given in Table 28 of the present Report, such soft drinks are excluded from all other tables and estimates throughout the Report.

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

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

5 *Third stage.* The design of the sample requires that a uniform overall sampling fraction should be applied, and as the preceding stages are drawn with probability proportional to size, this necessitates the selection of a constant number of addresses at the final stage. To meet this requirement, 19 addresses are drawn from the electoral register of each polling district (or combination of small districts) by interval sampling from a random origin.

6 A polling district may by chance be selected more than once in the sample for use during a single calendar year. When this happens, the whole sample of addresses from that polling district is drawn simultaneously and then sub-sampled to provide the samples for the separate periods. Of the 15,000 or so addresses thus selected for the year, a few cannot be visited, and some are found to be ineligible (eg being institutions), but of the total number of households contained in the remainder between 50 and 60 per cent complete a satisfactory log-book (response being rather greater in Scotland and northern England than in Wales and southern England, and least of all in parts of London), giving an effective Survey sample of about 7,500 to 8,000 households. In a number of cases where a log-book was not completed, some information on household composition and income was obtained from the housewife or from another adult in the household. This information indicates that in respect of income group, household composition and geographical distribution, these partial non-respondents are usually similar to the fully participating households.

7 The fieldwork is organised so as to give information throughout the year. For this purpose the year, excluding Christmas, is divided into 17 intervals, each of 21 days. For each interval, two of the selected polling districts are used; one is used in the first part of the interval and another from the same constituency for the second part. In the first polling district the interviewers attempt to place log-books with the pre-selected 19 households during the three days Monday to Wednesday. 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 46 constituencies are divided into 2 sets of 23. These two sets are used alternately, so that in one interval, one set of 23 constituencies is used covering 46 polling districts. In the next interval the other set of 23 constituencies is used covering a further 46 polling districts made up of the second pairs of each of the blocks of four selected as described in paragraph 4 above; and so on for the next 14 intervals throughout the year. In the 17th and final interval (or, alternatively in some years, the first interval) one set of constituencies is used for the first part of the interval and the other set for the second part; this procedure ensures that use of both sets of constituencies is completely balanced, each set being used for a total of $8\frac{1}{2}$ intervals.

8 The 46 Parliamentary constituencies selected for survey in 1977 are listed in Table 1 of this Appendix. At the second stage of sampling, 782 polling districts were selected initially, and at the third stage, 14,858 addresses. When visited, a few of the selected addresses were found to be those of institutions or other establishments not eligible for inclusion in the Survey, while some other addresses were each found to contain more than one household. For operational reasons it proved impossible to visit 27 of the selected households. After allowing for all these factors the estimated effective number of households in the selected sample was 14,335. When visited, it proved impossible within the time available to obtain any contact at all with a number of these households and in some others the housewife was seen but refused to give any information. Furthermore there were a number of housewives who answered a questionnaire¹ but declined to keep a week's record, while some housewives who undertook to keep a record did not in fact complete it; finally a few records were rejected at the editing stage leaving an effective sample of 7,696 households (54 per cent of the selected sample but 63 per cent of the households contacted). Details are as follows:—

	Households	Per cent	
		households selected	households contacted
Number of households at the addresses selected in the sample	14,335	100	
Number visited, but no contact made (Number of households contacted)	2,086 (12,249)	15	(100)
Housewife seen, but refused to give any information	1,720	12	14
Housewife answered a questionnaire but declined to keep a week's record	1,543	11	13
Housewife started to keep a record but did not complete it	1,277	9	10
Completed records rejected at editing stage	13
Effective sample of responding households	7,696	54	63

Information provided by households

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

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

recorded when it enters the household, but free food from a *garden or allotment* or from a farm or other business owned by a member of the household is recorded only at the time it is consumed. To avoid double counting, gifts of food received from another household in Great Britain are not recorded if they have been purchased by the donating household. On each facing page are entered particulars of the persons present at each meal and of the foods served, so that it is possible over the week to make an approximate check between the food entering the house and the meals provided.

10 The Survey records the quantity of food entering the household, not the amount actually consumed. It cannot therefore provide frequency distributions of households classified according to levels of food consumption or nutrition. Averaged over a sufficiently large number of households, the average quantity obtained will, however, agree with the average quantity consumed (in the widest sense, including the quantity of waste food discarded or fed to pets) provided purchasing habits are not upset and that there is no general accumulation or depletion of larder stocks.¹

Main analyses of Survey data

11 The Survey data of food purchases, consumption, expenditure and prices are tabulated for each of over 150 categories of foods; details of the classification are given in Table 12 of this Appendix. Apart from the results for the sample as a whole (referred to in the Report as "national averages", "overall averages", or the results for "all households") the regular analyses are four in number:—

- (i) *By region*. Results are given for England, Wales and Scotland and also for each of the standard regions of England, except that East Anglia is not treated separately but is combined with the South East region.
- (ii) *By type of area*. Six types of area are distinguished, viz (i) Greater London, (ii) the Metropolitan counties of England together with the Clydeside conurbation, (iii)-(iv) four groups of areas classified according to electoral density. Further details are given in the Glossary.
- (iii) *By income group*, which for Survey purposes is defined in terms of the gross weekly income of the head of the household. Details are given in paragraph 23 of the Report.
- (iv) *By household composition*. The classification is as in Tables 15 to 17 of the Report.

Details of the composition of these sub-samples, and of the whole sample in 1977 are given in Tables 2 to 10 of this Appendix.

Nutritional analysis of Survey results

12 The energy value and nutrient content of the quantities of food purchased are evaluated using tables of food composition which are specially compiled for application to the Survey. These nutrient conversion factors are mainly based on values given in *The Composition of Foods*² but are thoroughly reviewed each year for two reasons. Firstly, when new methods of processing and handling are

¹ See "Food obtained for consumption" in Glossary.

² A Paul and D A T Southgate, *McCance and Widdowson's The Composition of Foods*, 4th edition, Ministry of Agriculture, Fisheries and Food and Medical Research Council, HMSO, 1978.

known to have resulted in different nutrient values, or more complete information has become available, this is reflected in the representative value used; and secondly, because the Survey classification of foods is limited to some 150 categories, nutrient analyses for many of them must be weighted according to current information—for example, for the many products classified together as “breakfast cereals”. The factors used make allowance for inedible material such as bones in meat and outer leaves or skins of vegetables, and for certain foods such as potatoes and carrots adjustments are made for seasonal changes in this wastage and/or the nutrient content. The factors also make allowance for the expected losses of thiamin and vitamin C during cooking: average thiamin retention factors are applied to appropriate items within each major food group and the weighted average loss over the *whole* diet has been calculated to be about 20 per cent, while the losses of vitamin C are set at 75 per cent for green vegetables and 50 per cent for other vegetables. No allowance is, however, made for wastage of *edible* food, except when the adequacy of the diet is assessed by comparison with recommended intakes (paragraph 14); then, the assumption is made that in each type of household 10 per cent of all foods, and hence of all nutrients available for consumption, is not eaten but instead lost through wastage or spoilage in the kitchen or on the plate, or is fed to domestic pets.¹

13 The *energy* content of the food is calculated from the protein, fat, and available carbohydrate (expressed as monosaccharide) contents using the conversion factors 4, 9 and 3·75 kcal per gram respectively. It is expressed both in kilocalories and megajoules (1,000 kcal=4·184 MJ). *Nicotinic acid* is expressed both as total nicotinic acid (bound and unbound) and as nicotinic acid equivalents, the latter being the sum of the available nicotinic acid and one-sixtieth of the tryptophan content of the protein in the food. *Vitamin A* activity is expressed as micrograms of retinol equivalent, ie the sum of the weights of retinol and one-sixth of the β -carotene (or one-half of the β -carotene in milk) which allows for the different biological activity and absorption of the forms; 1 i.u. of retinol is defined as 0·3 μ g so that values in early Annual Reports may be compared with recent values after multiplication by 0·3. *Vitamin D* is also expressed in terms of weight: 1 i.u.=0·025 μ g ergocalciferol or cholecalciferol. *Fatty acids*, which, with glycerol, form the triglycerides of which dietary fat largely consists, are grouped according to the number of double bonds present, ie into saturated, monounsaturated and polyunsaturated fatty acids. For the diet as a whole, the total fatty acids constitute about 95 per cent of the weight of the fat; for individual foods this proportion varies slightly, being lower for dairy fats with their greater content of short chain acids, and higher for most other foods. Fuller discussions are given in the Annual Report for 1972².

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

(a) *Per person*. This presentation is directly comparable to the per person presentation in Section II (paragraphs 3 to 27) of the amounts of food obtained, and can also be related to the nutritional value of the total food supplies in the United Kingdom (which are expressed per person in Appendix C), but it has some drawbacks. It does not show the actual nutrient *intakes* of the Survey populations because on the one hand it excludes meals outside the home and

¹ See footnote 3 to paragraph 33 in Section II.

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

certain foods likely to be outside the housewives' purview (paragraph 1 of this Appendix), and on the other makes no allowance for the wastage of *edible* food within the home. Furthermore, estimates of, for example, the average energy intake per person in households with several small children are invariably less than the corresponding estimates for wholly adult households, but this does not of itself indicate that they are less well nourished, as the children have a smaller absolute need for energy.

(b) *As a proportion of intakes recommended by DHSS*¹. Some of these drawbacks are overcome in this presentation, in which intakes are compared with household needs after the age, sex, and occupational activity of each member have been taken into account. Allowance is also made for meals eaten outside the home and for the presence of visitors by redefining, in effect, the number of people consuming the household food (and not by adding or subtracting estimates of the nutrient content of the meals in question). Moreover, for these comparisons the estimated energy and nutrient contents are reduced throughout by 10 per cent to allow for wastage of edible food. Details of the assumptions made by the Department of Health and Social Security in formulating its recommended intakes and of the limitations of using these recommendations in conjunction with surveys of food consumption for identifying potential problems were given in the Annual Report for 1969².

(c) *Per 1,000 kcal.* This presentation gives an indication of the nutritional quality of the food obtained; so also, to some extent, do the tables of the proportions of energy derived from protein, fat and carbohydrate and of the proportion of total protein derived from animal sources.

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

	Per day	Per week
Breakfast03	.21
Dinner04	.29
Tea02	.16
Supper05 } (a)	.34 } (a)
<i>Total</i>14	1.00

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

A person eating every meal at home (including packed meals such as sandwiches which are made from the household food supply) is said to have a *net balance* of 1.00. When meals are eaten away from home, deductions are made for each person, and additions for each visitor, using the values in the Table. For each type of household, the total net balance for each category of person is multiplied by the appropriate recommended nutrient intake from Table 11, the products are summed over all categories, and then (in practice) divided by the total number of persons in that household type to give the average recommended

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

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

intakes per person. The estimated nutritional value per person of the food obtained, less 10 per cent, is then expressed as a percentage of this recommended intake. Thus it is assumed that a meal eaten outside the home is nutritionally equivalent to the corresponding meal eaten within the household, and it can be said that the nutritional value of food obtained from consumption at home is being related only to the needs of household members when they eat at home—the remainder of their needs is assumed to be met elsewhere.

Reliability of Survey results

16 The results obtained from the Survey are subject to chance variations as are all estimates from sampling investigations, but this “sampling error” will not normally be more than two or three times the standard error. Estimates of the percentage standard errors applicable to the averages in Tables 16 and 17 for families of different composition are given in Tables 13 and 14 of this Appendix. Estimates applicable to the average nutrient intakes per head presented in Tables 29 and 31 to 35 (but based on 1976 data) are given in Tables 15 to 20 of this Appendix. Estimates of the standard errors applicable to the yearly national averages in Tables 6, 7 and 8 were given in Tables 15, 16 and 17 of Appendix A in the Annual Report for 1973¹; those applicable to the averages for income groups in Tables 13 and 14 were given in Tables 15 and 16 of Appendix A in the Annual Report for 1974². Estimates of the percentage standard errors of the averages of consumption and expenditure for households owning deep-freezers or refrigerators as applicable to the food groups shown in Tables 29 and 30 were given in Table 13 of Appendix A of the Annual Report for 1975.³

¹ *Household Food Consumption and Expenditure: 1973*, HMSO, 1975.

² *Household Food Consumption and Expenditure: 1974*, HMSO, 1976.

³ *Household Food Consumption and Expenditure: 1975*, HMSO, 1977.

TABLE 1

Constituencies surveyed in 1977

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1977
England: Northern	Cleveland, Cumbria, Durham, Northumberland, Tyne and Wear	†Sunderland South Penrith and the Border †Wallsend
Yorkshire and Humberside	Humberside, North Yorkshire, South Yorkshire, West Yorkshire	†Barnsley †Normanton †Sheffield, Hillsborough Bridlington/Louth (Part)
North West	Cheshire, Lancashire, Greater Manchester, Merseyside	†Manchester, Gorton †Cheadle South Fylde †Salford West †Middleton and Prestwich Chester
East Midlands	Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire	Harborough Nottingham East Grantham
West Midlands	Hereford and Worcester, Salop, Staffordshire, Warwickshire, West Midlands	†Birmingham, Stechford †Aldridge—Brownhills Ludlow †Dudley East Worcester
South West	Avon, Cornwall and the Isles of Scilly, Devon, Dorset, Gloucester, Somerset, Wiltshire	Weston-super-Mare Devizes Bournemouth East Honiton
South East	Greater London, Bedfordshire, Berkshire, Buckinghamshire, East Sussex, Essex, Hampshire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Surrey, West Sussex	†Lewisham West †Merton, Wimbledon †Bromley, Orpington †Newham North East †Haringey, Wood Green †Sutton, Carshalton Spelthorne Hemel Hempstead Isle of Wight Winchester Portsmouth North Dartford South Bedfordshire Aylesbury
East Anglia	Cambridgeshire, Norfolk, Suffolk	Eye
Wales	The whole of Wales	Brecon and Radnor Barry
Scotland	The whole of Scotland	†Glasgow, Hillhead Dumfries Edinburgh South Clackmannan and East Stirling

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

(b) Constituencies marked † are wholly or partly within Greater London, the Metropolitan Counties or the Clydeside conurbation.

TABLE 2

Composition of the sample of responding households, 1977

	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Year
HOUSEHOLDS IN CONURBATIONS					
GREATER LONDON					
Households	253	241	255	225	974
Persons	681	684	795	722	2,882
Persons per household	2.69	2.84	3.12	3.21	2.96
METROPOLITAN COUNTIES AND CLYDESIDE CONURBATION					
Households	573	550	476	511	2,110
Persons	1,669	1,625	1,431	1,657	6,382
Persons per household	2.91	2.95	3.01	3.24	3.02
OTHER HOUSEHOLDS					
NON-METROPOLITAN COUNTIES: WARDS WITH ELECTORATE PER ACRE OF—					
7 OR MORE					
Households	321	348	414	324	1,407
Persons	906	993	1,230	1,011	4,140
Persons per household	2.82	2.85	2.97	3.12	2.94
3 BUT LESS THAN 7					
Households	254	266	253	205	978
Persons	763	785	813	580	2,941
Persons per household	3.00	2.95	3.21	2.83	3.01
0.5 BUT LESS THAN 3					
Households	288	257	244	250	1,039
Persons	825	743	779	751	3,098
Persons per household	2.86	2.89	3.48	3.00	2.98
LESS THAN 0.5					
Households	301	317	310	260	1,188
Persons	902	1,006	1,011	809	3,728
Persons per household	3.00	3.17	3.26	3.11	3.14
ALL HOUSEHOLDS					
Households	1,990	1,979	1,952	1,775	7,696
Persons	5,746	5,836	6,059	5,530	23,171
Persons per household	2.89	2.95	3.10	3.12	3.01

TABLE 3

Composition of the sample of responding households:
analysis by region and type of area, 1977

	Number of households	Number of persons	Average number of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1976 estimates)
English regions:						
North	532	1,585	2.98	6.9	6.8	5.7
Yorkshire and Humberside	696	2,134	3.07	9.0	9.2	9.0
North West	896	2,762	3.08	11.6	11.9	12.0
East Midlands	468	1,359	2.90	6.1	5.9	6.9
West Midlands	894	2,781	3.11	11.6	12.0	9.5
South West	683	1,989	2.92	8.8	8.6	7.8
South East (a)/East Anglia	2,559	7,600	2.97	33.3	32.8	34.4
England	6,728	20,210	3.00	87.4	87.2	85.3
Wales	350	1,073	3.07	4.5	4.6	5.1
Scotland	618	1,888	3.06	8.0	8.1	9.6
All households	7,696	23,171	3.01	100	100	100
Greater London						
Metropolitan counties and Clydeside conurbation	974	2,882	2.96	12.7	12.4	12.9
Non-metropolitan counties: Wards with electorate per acre of:—	2,110	6,382	3.02	27.4	27.5	24.6
7 or more	1,407	4,140	2.94	18.3	17.9	} 62.5
3 but less than 7	978	2,941	3.01	12.7	12.7	
0.5 but less than 3	1,039	3,098	2.98	13.5	13.4	
less than 0.5	1,188	3,728	3.14	15.4	16.1	
All households	7,696	23,171	3.01	100	100	100

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

TABLE 4
 Age and sex distributions of persons in the samples of responding households from each region and type of area, 1977
 (per cent)

	Region										Type of area							
	All households	North	Yorks and Humber-side	North West	East Midlands	West Midlands	South West	South East(a) East Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clyde-side conurbation			Non-metropolitan counties		
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5		
Infants (under 1 year)	1.1	0.9	0.9	1.4	1.0	1.2	1.2	1.0	1.1	1.6	1.3	1.2	1.1	1.4	1.0	1.0	1.0	
Children, aged 1-4 years	6.0	6.6	7.6	5.6	5.4	5.7	5.6	6.0	6.0	5.1	6.1	5.3	6.0	5.5	7.3	6.7	5.5	
5-8 years	6.9	8.7	7.6	7.1	7.2	7.4	7.0	5.9	6.9	7.0	6.7	5.4	7.3	6.5	7.6	7.7	7.7	
Males, aged 9-14 years	5.7	4.9	5.5	6.6	5.4	5.4	5.8	5.5	5.6	6.2	6.7	5.6	5.8	5.9	5.6	5.9	5.6	
15-17 years	2.4	1.6	2.3	2.7	1.3	2.6	2.2	2.6	2.4	2.6	2.8	2.9	2.5	2.5	1.9	2.1	2.1	
Females, aged 9-14 years	5.2	4.4	6.0	5.3	4.3	5.8	5.1	5.4	5.3	4.7	4.5	5.2	5.2	4.9	5.0	5.4	5.4	
15-17 years	2.4	2.1	2.1	2.7	2.1	2.7	2.1	2.3	2.3	2.4	2.8	2.0	2.5	2.5	2.2	2.3	2.3	
Males, aged 18-34 years	5.9	5.7	5.0	6.6	5.4	5.2	5.5	6.9	6.1	4.4	5.1	8.0	6.0	6.3	6.0	6.0	4.1	
Sedentary	4.4	4.0	4.6	4.1	5.0	5.6	3.9	4.2	4.4	5.0	4.1	3.9	4.9	3.7	4.9	4.2	4.6	
Moderately active	1.0	1.3	1.7	0.9	1.5	1.0	0.6	0.7	1.0	1.3	1.2	0.5	1.1	0.5	0.6	0.9	2.2	
Very active																		
Males, aged 35-64 years	9.7	9.2	7.0	11.4	9.1	8.7	9.5	10.3	9.6	10.7	10.0	11.8	9.2	9.8	9.5	10.9	8.1	
Sedentary	6.1	6.2	5.5	5.0	6.5	7.6	5.4	6.5	6.2	5.6	5.2	5.6	6.0	6.3	5.8	6.1	6.6	
Moderately active	1.4	2.3	3.3	0.9	1.6	1.1	1.0	1.0	1.4	2.1	1.5	0.7	1.7	0.8	1.3	0.9	2.7	
Very active																		
Males, aged 65-74 years	4.0	4.0	4.5	3.6	4.3	3.2	5.4	4.0	4.1	3.4	3.4	3.6	3.7	4.3	3.7	3.7	4.7	
75 years and over	1.2	1.1	1.3	0.8	1.8	1.3	1.7	1.1	1.2	1.1	1.3	0.8	1.0	1.5	1.3	1.0	1.9	
Females, aged 18-54 years	24.6	24.4	24.1	24.5	25.6	24.7	23.1	25.1	24.6	24.3	24.9	26.2	24.6	24.6	25.3	24.7	22.9	
55-74 years	9.7	10.4	9.3	9.1	10.5	8.9	12.0	9.5	9.7	10.3	9.9	9.5	9.7	10.4	8.9	9.7	10.0	
75 years and over	2.1	2.1	1.7	1.7	2.1	1.9	3.0	2.0	2.0	2.2	2.4	1.7	1.8	2.6	1.9	1.9	2.4	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

TABLE 5
*Income group distributions of samples of responding households
 in different types of area, 1977*
 (per cent)

Income group	All households	Greater London	Metropolitan counties and Clydeside conurbation	Non-metropolitan counties			
				Wards with electorate per acre of—			
				7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5
Proportion of households							
A1 } Households with one or more earners	2.1	3.0	1.2	1.9	2.5	2.0	3.0
A2 } Households with one or more earners	5.9	9.2	3.6	6.1	6.0	6.2	6.6
B } Households with one or more earners	32.2	37.4	32.8	32.0	31.2	35.4	25.1
C } Households with one or more earners	33.3	30.0	35.2	31.8	33.5	29.5	37.8
D } Households with one or more earners	5.6	4.2	6.5	6.3	6.2	4.4	4.5
E1 } Households without an earner	3.8	2.4	2.5	4.0	3.3	5.4	6.0
E2 } Households without an earner	5.5	3.9	6.6	6.3	6.0	5.0	4.0
OAP	11.6	10.0	11.6	11.6	11.2	12.0	13.0
All	100	100	100	100	100	100	100
Number of households	7,696	974	2,110	1,407	978	1,039	1,188
Proportion of persons							
A1 } Households with one or more earners	2.5	3.8	1.3	2.4	3.0	2.6	3.4
A2 } Households with one or more earners	7.1	10.2	4.4	7.5	6.9	8.1	8.4
B } Households with one or more earners	37.1	41.3	38.8	37.5	35.2	41.9	28.2
C } Households with one or more earners	35.7	31.4	37.4	34.2	36.1	30.5	41.8
D } Households with one or more earners	5.0	3.8	6.0	5.5	5.4	3.6	4.2
E1 } Households without an earner	2.8	1.6	2.0	2.9	2.8	3.8	4.1
E2 } Households without an earner	3.5	2.6	4.1	3.8	4.0	3.2	2.5
OAP	6.3	5.2	6.0	6.3	6.5	6.3	7.4
All	100	100	100	100	100	100	100
Number of persons	23,171	2,882	6,382	4,140	2,941	3,098	3,728

TABLE 6
 Age and sex distributions of persons in the samples of responding households in different income groups, 1977
 (per cent)

	All households	Income group										OAP
		Households with one or more earners					Households without an earner					
		Gross weekly income of head of household										
		£160 and over	£110 and under £160	£70 and under £110	£40 and under £70	Less than £40	D	E1	E2	Less than £40	Less than £40	
A1	A2	B	C	D	E1	E2	Less than £40	Less than £40	Less than £40			
Infants (under 1 year)	1.1	0.6	1.0	1.4	1.3	1.2	0.3	0.4	0.4	0.4	0.1	
Children, aged 1-4 years	6.0	6.7	6.2	7.3	6.0	4.8	3.9	4.6	4.6	4.6	0.4	
Children, aged 5-8 years	6.9	11.0	9.7	8.3	6.7	4.4	2.5	4.1	4.1	4.1	0.5	
Males, aged 9-14 years	5.7	6.7	7.0	6.6	5.9	4.9	3.7	4.3	4.3	4.3	0.1	
Males, aged 15-17 years	2.4	1.7	2.7	2.7	2.7	2.3	1.7	0.7	0.7	0.7	0.1	
Females, aged 9-14 years	5.2	4.5	6.8	5.9	5.4	5.4	4.0	3.1	3.1	3.1	0.5	
Females, aged 15-17 years	2.4	3.3	3.0	2.5	2.5	3.1	1.1	0.7	0.7	0.7	0.1	
Males, aged 18-34 years	5.9	5.7	7.9	7.2	5.8	7.0	1.2	3.7	3.7	3.7	0.1	
Sedentary, Moderately active	4.4	2.1	1.6	5.2	6.2	2.3	—	—	—	—	—	
Very active	1.0	0.5	0.5	0.8	1.8	0.5	—	—	—	—	—	
Males, aged 35-64 years	9.7	19.3	17.3	10.5	7.7	12.9	10.4	9.8	9.8	9.8	1.0	
Sedentary, Moderately active	6.1	3.6	3.8	7.5	8.2	0.4	—	—	—	—	—	
Very active	1.4	0.2	0.2	0.9	2.9	0.8	—	—	—	—	—	
Males, aged 65-74 years	4.0	0.7	0.4	1.9	1.9	7.5	19.5	14.0	14.0	14.0	26.3	
Males, aged 75 years and over	1.2	0.2	0.1	0.3	0.5	1.2	4.4	3.6	3.6	3.6	10.3	
Females, aged 18-34 years	24.6	29.6	27.5	28.1	26.9	21.2	10.0	13.4	13.4	13.4	1.8	
Females, aged 35-74 years	9.7	3.3	3.5	3.7	7.0	18.2	33.0	30.3	30.3	30.3	42.0	
Females, aged 75 years and over	2.1	0.5	0.9	0.6	0.7	2.0	4.2	7.3	7.3	7.3	16.4	
Total	100	100	100	100	100	100	100	100	100	100	100	
Total number of persons	23,171	584	1,652	8,602	8,276	1,148	642	808	808	808	1,459	

TABLE 7
Age and sex distributions of persons in the samples of responding households of different composition, 1977
(per cent)

	Households with											All households							
	Number of adults		1					2					3			3 or more		4 or more	0
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	100		100	100	100				
Infants (under 1 year)	—	0.3	—	—	2.0	1.2	1.2	—	—	—	—	—	—	0.6	1.2	—	—	1.1	
Children, aged 1-4 years	—	9.3	—	3.7	12.9	9.4	8.2	—	—	—	—	—	—	3.3	4.6	—	—	6.0	
Children, aged 5-8 years	—	13.5	—	11.3	14.2	16.8	16.6	—	—	—	—	—	—	3.5	9.8	—	—	6.9	
Children, aged 9-14 years	—	17.0	—	4.1	8.5	14.0	15.5	—	—	—	—	—	—	6.0	11.6	—	—	5.7	
Males, aged 15-17 years	—	6.8	—	3.8	2.5	3.6	4.9	—	—	—	—	—	—	5.3	5.5	—	—	2.4	
Females, aged 15-17 years	—	14.0	—	3.7	8.0	11.6	16.9	—	—	—	—	—	—	5.1	10.1	—	—	5.2	
Males, aged 18-34 years	—	6.0	—	3.4	1.9	3.5	4.9	—	—	—	—	—	—	5.4	8.2	—	—	2.4	
Sedentary, aged 18-34 years	4.5	—	—	8.1	5.4	2.7	2.1	—	—	—	—	—	—	7.3	3.8	—	—	5.9	
Moderately active, aged 18-34 years	0.8	—	—	6.6	4.7	2.9	2.6	—	—	—	—	—	—	4.7	5.3	—	—	4.4	
Very active, aged 18-34 years	0.1	—	—	1.1	0.9	0.7	0.7	—	—	—	—	—	—	1.6	1.4	—	—	1.0	
Males, aged 35-64 years	5.9	0.8	—	9.6	7.9	6.8	5.7	—	—	—	—	—	—	10.9	7.3	—	—	9.7	
Moderately active, aged 35-64 years	2.5	0.3	—	5.6	4.8	5.6	3.3	—	—	—	—	—	—	7.1	5.3	—	—	6.1	
Very active, aged 35-64 years	0.8	—	—	1.2	1.0	1.1	1.3	—	—	—	—	—	—	1.9	1.4	—	—	1.4	
Males, aged 65-74 years	8.3	0.5	—	0.5	0.1	—	—	—	—	—	—	—	—	1.4	0.4	—	—	4.0	
Females, aged 65-74 years	4.9	—	—	—	—	—	—	—	—	—	—	—	—	0.4	0.3	—	—	1.2	
Males, aged 75 years and over	9.9	28.0	—	32.2	24.9	19.8	15.9	—	—	—	—	—	—	30.7	21.6	—	—	24.6	
Females, aged 75 years and over	42.3	3.3	—	1.6	0.2	0.3	—	—	—	—	—	—	—	17.8	3.5	—	—	9.7	
Males, aged 75 years and over	19.9	0.3	—	0.2	—	—	—	—	—	—	—	—	—	3.3	0.6	—	—	2.1	
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Total number of persons	875	400	5,044	2,565	4,976	2,190	1,132	1,794	2,504	898	793	23,171							

TABLE 8
Composition of the sample of responding households: analysis by income group and household composition, 1977
 (households)

Household composition:	Income group															All households	Average number of persons per household																						
	Households with one or more earners					Households without an earner					OAP																												
	Gross weekly income of head of household																																						
	£160 and over			£110 and under £160			£70 and under £110			£40 and under £70			Less than £40					£40 or more			Less than £40																		
	A1	A2		B		C		D		E1		E2		E1				E2		E1		E2																	
No of adults	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent							
No of children	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent							
0 or more	4	2.5	8	1.8	67	2.7	120	4.7	67	15.7	59	20.3	157	36.9	393	44.0	875	11.4	1	1	1	1	1	1	1	1	1	1	1	1	1	1							
1	31	19.1	98	21.6	600	24.2	816	31.8	20	4.7	13	4.5	51	12.0	4	0.4	133	1.7	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1						
2	28	17.3	63	13.9	374	15.1	329	12.8	165	38.6	176	60.5	181	42.6	455	50.9	2,322	32.8	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2					
3	38	23.5	111	24.4	597	24.1	442	17.2	38	8.9	7	2.4	8	1.9	4	0.4	855	11.1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3				
4 or more	12	7.4	46	10.1	207	8.4	145	5.7	21	4.9	4	1.4	3	0.7	—	—	438	5.7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4				
3 or more	5	3.1	14	3.1	73	2.9	70	2.7	9	2.1	7	2.4	1	0.2	—	—	179	2.3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5				
3 or more	15	9.3	36	7.9	194	7.8	269	10.5	37	8.6	10	3.4	10	2.4	27	3.0	598	7.8	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3			
4 or more	6	3.7	13	2.9	49	2.0	58	2.3	1	0.2	2	0.7	—	—	1	0.1	130	1.7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6			
4 or more	8	4.9	14	3.1	89	3.6	65	2.5	5	1.2	2	0.7	3	0.7	1	0.1	187	2.4	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6			
Total all household types	162	100	454	100	2,477	100	2,565	100	428	100	291	100	425	100	894	100	7,696	100	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01	3-01
Average number of persons per household:	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	No	Per cent	
adults	2.36		2.32		2.24		2.24		1.98		1.82		1.56		1.98		1.60		2.12		2.12		2.12		2.12		2.12		2.12		2.12		2.12		2.12		2.12		2.12
children under 12 years	0.89		0.87		0.82		0.62		0.40		0.23		0.25		0.02		0.02		0.59		0.59		0.59		0.59		0.59		0.59		0.59		0.59		0.59		0.59		0.59
children 12-17 years	0.35		0.45		0.39		0.36		0.30		0.15		0.09		0.01		0.01		0.31		0.31		0.31		0.31		0.31		0.31		0.31		0.31		0.31		0.31		0.31
Total	3.60		3.64		3.47		3.23		2.68		2.21		1.90		1.63		1.63		3.01		3.01		3.01		3.01		3.01		3.01		3.01		3.01		3.01		3.01		3.01

TABLE 9
Average number of earners per household: analysis by income group and household composition, 1977

Household composition:		All households	Income group										OAP
			Households with one or more earners					Households without an earner					
			Gross weekly income of head of household										
No of adults	No of children		£160 and over	£110 and under £160	£110 and over	£70 and under £110	£40 and under £70	Less than £40	£40 or more	Less than £40	£2		
			A1	A2	All A	B	C	D	E1	E2			
1	0	0.31	1.00	1.00	1.00	1.01	1.00	1.00	1.00	1.01	—	—	
1	1 or more	0.56	—	n.a.	1.00	1.00	1.16	1.20	—	—	—	—	
2	0	1.08	1.55	1.58	1.27	1.70	1.59	1.19	—	—	—	0.04	
2	1	1.43	1.14	1.38	1.31	1.45	1.53	1.26	—	—	—	n.a.	
2	2	1.43	1.29	1.41	1.38	1.44	1.50	1.32	—	—	—	—	
2	3	1.50	1.42	1.34	1.47	1.69	1.48	1.48	—	—	—	—	
2	4 or more	1.48	1.40	1.36	1.37	1.51	1.67	1.35	—	—	—	—	
3	0	1.89	2.20	1.97	1.47	2.30	1.97	2.43	—	—	—	—	
3 or more	1 or 2	2.52	2.07	2.26	2.61	2.72	2.43	2.00	—	—	—	—	
3 or more	3 or more	2.82	2.00	3.13	2.94	3.12	2.40	1.00	—	—	—	—	
4 or more	0	2.89	3.00	3.00	2.98	2.98	2.98	2.98	—	—	—	n.a.	
All households		1.35	1.59	1.62	1.61	1.76	1.74	1.30	—	—	—	0.01	

TABLE 10

Ownership of deep-freezers and refrigerators, 1977

	Total number of households in sample	Number and percentage of households in each group owning a			
		deep-freezer		refrigerator	
		Number	%	Number	%
All households	7,696	2,758	36	7,217	94
<i>Analysis by region</i>					
<i>English regions:</i>					
North	532	167	31	473	89
Yorkshire and Humberside	696	181	26	646	93
North West	896	259	29	842	94
East Midlands	468	142	30	430	92
West Midlands	894	271	30	815	91
South West	683	298	44	651	95
South East (a)/East Anglia	2,559	1,136	44	2,459	96
England	6,728	2,404	36	6,316	94
Wales	350	160	46	324	93
Scotland	618	144	23	577	93
<i>Analysis by type of area</i>					
Greater London	974	390	40	945	97
Metropolitan counties and Clydeside conurbation	2,110	459	22	1,942	92
<i>Non-metropolitan counties:</i>					
<i>Wards with electorate per acre of—</i>					
7 or more	1,407	484	34	1,318	94
3 but less than 7	978	349	36	922	94
0.5 but less than 3	1,039	477	46	992	95
less than 0.5	1,188	599	50	1,098	92
<i>Analysis by income group</i>					
A1	162	130	80	157	97
A2	454	309	68	450	98
B	2,477	1,147	46	2,426	98
C	2,565	849	33	2,438	95
D	428	64	15	386	90
E1	291	117	40	278	96
E2	425	65	15	365	86
OAP	894	77	9	717	80
<i>Analysis by household composition</i>					
Number of adults	Number of children				
1	0	875	72	687	79
1	1 or more	133	32	119	89
2	0	2,522	775	2,359	94
2	1	855	394	836	98
2	2	1,244	587	1,227	99
2	3	438	198	423	97
2	4 or more	179	80	169	94
3	0	598	224	572	96
3 or more	1 or 2	535	254	521	97
3 or more	3 or more	130	58	123	95
4 or more	0	187	84	181	97

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

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

	Energy		Protein		Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Vitamin A (retinol equivalent)	Vitamin D (cholecalciferol)
	MJ	kcal	(recommended intake)	(minimum requirement)								
Infants (under 1 year)	3.3	800	20	8	600	6	0.3	0.4	5	15	450	10
Children aged 1 year	5.0	1,200	30	15	500	7	0.5	0.6	7	20	300	10
aged 2 years	5.9	1,400	35	21	500	7	0.6	0.7	8	20	300	10
aged 3-4 years	6.7	1,600	40	25	500	8	0.6	0.8	9	20	300	10
aged 5-6 years	7.5	1,800	45	28	500	8	0.7	0.9	10	20	300	10
aged 7-8 years	8.8	2,100	53	30	500	10	0.8	1.0	11	20	400	2.5
aged 9-11 years	10.5	2,300	63	36	700	13	1.0	1.2	14	25	575	2.5
aged 12-14 years	11.7	2,800	75	46	700	14	1.1	1.4	16	25	725	2.5
aged 15-17 years	12.6	3,000	88	50	600	15	1.2	1.7	19	30	790	2.5
Females aged 9-11 years	9.6	2,300	58	35	700	13	0.9	1.2	13	25	575	2.5
aged 12-14 years	9.6	2,300	58	44	700	14	0.9	1.4	16	25	725	2.5
aged 15-17 years	11.3	2,700	68	40	600	15	0.9	1.4	16	30	790	2.5
Males aged 9-11 years, sedentary	11.3	3,000	75	45	500	10	1.1	1.7	18	30	790	2.5
aged 12-14 years, sedentary	12.6	3,600	90	45	500	10	1.2	1.7	18	30	790	2.5
aged 18-34 years, moderately active	15.1	4,200	105	45	500	10	1.4	1.7	18	30	790	2.5
aged 35-64 years, very active	10.9	2,900	65	43	500	10	1.0	1.7	18	30	790	2.5
aged 65-74 years, sedentary	12.1	3,600	73	43	500	10	1.2	1.7	18	30	790	2.5
aged 35-64 years, moderately active	15.1	4,200	90	43	500	10	1.4	1.7	18	30	790	2.5
aged 65-74 years, very active	9.8	2,350	50	39	500	10	0.9	1.7	18	30	790	2.5
aged 75 years and over	8.8	2,100	53	38	500	10	0.8	1.7	18	30	790	2.5
Females aged 18-54 years (all, except pregnant)	9.2	2,200	55	38	500	12	0.9	1.3	15	30	790	2.5
aged 18-54 years, pregnant	10.0	2,400	60	44	1,200	15	1.0	1.6	18	60	790	10
aged 55-74 years	8.6	2,050	51	36	500	10	0.8	1.3	15	30	790	2.5
aged 75 years and over	8.0	1,900	48	34	500	10	0.7	1.3	15	30	790	2.5

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

TABLE 12

Survey classification of foods, 1977

Food code, No in 1977	Description	Seasonal food (S) or convenience food (C)	Notes
4	MILK AND CREAM: Liquid milk—full price		Includes long life
5	Liquid milk—welfare		
6	Liquid milk—school		
9	Condensed milk		Includes evaporated milk
11	Dried milk, branded		Full-cream or half-cream dried milk
12	Instant milk		
13	Yoghurt		Includes fruit yoghurt and flavoured yoghurts
14	Other milk		Skimmed milk (other than instant milk), goats' milk, sour milk, fresh cream desserts, etc (including dairy desserts containing cream, milk or skimmed milk solids —not frozen)
17	Cream		Fresh (or processed or frozen) bottled or canned (but excluding "imitation" cream— see code 148)
22	CHEESE: Natural		Includes all cheese, other than processed, eg Cheddar, Cheshire, Caerphilly, Lancashire, Dutch Edam, Danish Blue, cottage cheese, cream cheese
23	Processed		Includes processed cheeses, boxed or portions, lactic cheese, cheese products spreads (including those with added ham, celery, lobster etc), cheese grills
31	MEAT AND MEAT PRODUCTS: Beef and veal		Any cut; fresh, chilled or frozen (but <i>not</i> frozen convenience meats— see code 88)
36	Mutton and lamb		
41	Pork		
46	Liver		
51	Offals, other than liver		eg, kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry; fresh, chilled or frozen
55	Bacon and ham, uncooked		Fresh, chilled or frozen
58	Bacon and ham, cooked, including canned	C	<i>Not</i> frozen
59	Cooked poultry, including canned	C	Includes poultry removed from the can before sale by retailer (but <i>not</i> frozen)
62	Corned meat	C	Includes all corned meat, whether purchased in cans or sliced
66	Other cooked meat (not purchased in cans)	C	Includes meats removed from can by retailer before sale —eg, luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn: (but <i>not</i> frozen)
71	Other canned meat and canned meat products	C	Purchased in a can— eg, stewed steak, luncheon meat, minced meat, meat puddings and pies, pie fillings, meat with vegetables, ready-meals, sausages (Note: corned meats, canned, are coded 62, baby foods, canned or bottled, are coded 315)
73	Broiler chicken, uncooked, including frozen		Uncooked plucked roasting fowl under 4 lb each, parts of any uncooked chicken; fresh, chilled or frozen
77	Other poultry, uncooked, including frozen		Uncooked chicken of 4 lb or more dressed weight or any unplucked chicken or boiling fowl, any size (or parts) of duck, goose, turkey, partridge, pheasant, grouse, pigeon etc; fresh, chilled or frozen
78	Rabbit and other meat		eg, rabbit, hare, horse, whale, goat, venison; fresh, chilled or frozen

TABLE 12—continued

Food code No in 1977	Description	Seasonal food (S) or convenience food (C)	Notes
79	MEAT AND MEAT PRODUCTS— <i>contd</i> Sausages, uncooked, pork		Includes pork sausage meat; fresh, chilled or frozen
80	Sausages, uncooked, beef		Includes beef sausage meat and any mixture, eg, pork/beef sausages; fresh, chilled or frozen
83	Meat pies and sausage rolls, ready-to-eat	C	Sausage rolls, "cold" meat pies (eg, pork pies, veal and ham pies etc) complete or in portions (but <i>not</i> steak pies—see code 94, and <i>not</i> frozen items—see code 88)
88	Frozen convenience meats or frozen convenience meat products	C	eg, frozen—braised/roast beef slices, roast pork, beef-burgers, pork-burgers, steak-burgers, cheeseburgers, steak-lets, ready-meals, sausage rolls, meat pies, chicken pies, cooked chicken breasts/legs, faggots (but <i>not</i> uncooked chops, steak etc)
94	Other meat products	C	Meat pies (except "cold" ready-to-eat varieties—see code 83) eg, steak pies, pasties, puddings, pastes, spreads, liver sausage, cooked sausage, rissoles, haslet, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs, ready-meals; (<i>not</i> frozen)
	FISH:		
100	White, filleted, fresh	S	} eg, cod, haddock, whiting, plaice, skate, sole and other flat fish, hake, conger eel, red mullet
105	White, unfileted, fresh	S	
110	White, uncooked, frozen		eg, frozen-cod, haddock, hake, plaice, lemon sole (includes uncooked fish coated with breadcrumbs, but <i>not</i> fish fingers etc—see code 127)
111	Herrings, filleted, fresh	S	Includes frozen
112	Herrings, unfileted, fresh	S	Includes frozen
113	Fat, fresh, other than herrings	S	eg, mackerel, sprats, salmon, trout, eel, roe; (includes frozen)
114	White, processed	S	ie, smoked, dried or salted, eg, haddock, cod, etc; (includes frozen)
115	Fat, processed, filleted	S	} ie, smoked, dried or salted, eg, kippers, bloaters, soured or pickled herrings, smoked salmon, anchovies, smoked roe; (includes frozen)
116	Fat, processed, unfileted	S	
117	Shell	S	Fresh, prepared or frozen (but <i>not</i> canned or bottled—see code 120)
118	Cooked	C	Fried fish, fried roe, scampi, cooked or jellied eels; (<i>not</i> frozen)
119	Salmon, canned	C	
120	Other canned or bottled fish	C	eg, sardines, pilchards, mackerel, herrings, bristling, shell-fish, roe, anchovies
123	Fish products, not frozen	C	eg, fish cakes, fish pastes, ready-meals (but <i>not</i> "fish and chips" see codes 118 and 197)
127	Frozen convenience fish products	C	Frozen-fish fingers, fish cakes, cod fries, cod-in-sauce, "fish and chips" etc
129	EGGS	S	
	FATS:		
135	Butter		
138	Margarine		Includes "soft" margarine and margarine containing a proportion of butter
139	Lard and compound cooking fat		
143	Vegetable and salad oils		eg, corn oil, groundnut oil, "cooking" oil, olive oil
148	All other fats		eg, suet, dripping, "imitation" cream, "substitute" cream, low fat spreads (but <i>not</i> "soft" margarine—see code 138)

TABLE 12—*continued*

Food code No in 1977	Description	Seasonal food (S) or convenience food (C)	Notes
150	SUGAR AND PRESERVES: Sugar		Includes icing sugar (but <i>not</i> instant icing—see code 323)
151	Jams, jellies, fruit curds		
152	Marmalade		Includes jelly marmalade
153	Syrup, treacle		
154	Honey		Includes honey spreads
	VEGETABLES:		
	<i>Old potatoes:</i>		
156	January–August, not prepacked	S	} Includes all "old" potatoes purchased in the period January to August inclusive
157	January–August, prepacked	S	
	<i>New potatoes:</i>		
158	January–August, not prepacked	S	} Includes all "new" potatoes purchased in the period January to August inclusive
159	January–August, prepacked	S	
	<i>Potatoes:</i>		
160	September–December, not prepacked	S	} Includes all potatoes purchased in the period September to December inclusive
161	September–December, prepacked	S	
162	Cabbages, fresh	S	eg, red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, kale, curly greens, savoy greens
163	Brussels sprouts, fresh	S	
164	Cauliflower, fresh	S	Includes heading broccoli
167	Leafy salads, fresh	S	eg, lettuce, endive, watercress, mustard and cress, chicory
168	Peas, fresh	S	
169	Beans, fresh	S	
171	Other fresh green vegetables	S	eg, spinach, spinach beet, sprouting broccoli, turnip tops
172	Carrots, fresh	S	
173	Turnips and swedes, fresh	S	
174	Other root vegetables, fresh	S	eg, parsnips, beetroot, kohlrabi, artichokes, horseradish, yam
175	Onions, shallots, leeks, fresh	S	
176	Cucumbers, fresh	S	
177	Mushrooms, fresh	S	
178	Tomatoes, fresh	S	
183	Miscellaneous fresh vegetables	S	eg, celery, radishes, marrow, asparagus, celeriac, sea kale, pimentoes, aubergines, corn-on-the-cob, salsify, pot herbs, pumpkin
184	Tomatoes, canned or bottled	C	
185	Peas, canned	C	Garden, processed etc
188	Beans, canned	C	Includes baked beans, broad beans, butter beans etc (but <i>not</i> runner beans or kidney beans—see code 191)
191	Canned vegetables, other than pulses, potatoes or tomatoes	C	eg, carrots, beetroot (but <i>not</i> pickled beetroot—see code 327), celery, spinach, runner beans, kidney beans, mixed vegetables, sweet corn, mushrooms, asparagus tips; (baby foods, canned or bottled, are coded 315)
192	Dried pulses, other than air-dried		eg, lentils, split peas, mixed barley, peas and lentils

TABLE 12—continued

Food code No in 1977	Description	Seasonal food (S) or convenience food (C)	Notes
	VEGETABLES— <i>contd</i>		
195	Air-dried vegetables	C	Air-dried peas, beans, onion flakes, mixed vegetables etc (AFD foods are coded 320)
196	Vegetable juices	C	Includes tomato juice and purée
197	Chips, excluding frozen	C	Includes chips purchased with fish
198	Instant potato	C	
199	Canned potato	C	
200	Crisps and other potato products, not frozen	C	eg, crisps, chippies, mini-chips, puffs, potato scones, pies and cakes, potato salad
202	Other vegetable products	C	eg, vegetable salad, sauerkraut, pease meal, pease pudding, cheese and onion pie, ready-meals
203	Frozen peas	C	
204	Frozen beans	C	All varieties
205	Frozen chips and other frozen convenience potato products	C	Includes puffs, fries, fritters, croquettes
208	All frozen vegetables and frozen vegetable products, not specified elsewhere	C	eg, asparagus, broccoli, carrots, brussels sprouts, cauliflower, mixed vegetables, spinach, corn-on-the-cob, sweet corn
	FRUIT:		
210	Oranges, fresh	S	
214	Other citrus fruit, fresh	S	eg, lemons, grapefruit, tangerines, clementines, limes, oraniques etc
217	Apples, fresh	S	
218	Pears, fresh	S	
221	Stone fruit, fresh	S	eg, plums, greengages, damsons, cherries, peaches, apricots, nectarines
222	Grapes, fresh	S	
227	Soft fruit, fresh, other than grapes	S	eg, gooseberries, raspberries, strawberries, blackberries, loganberries, mulberries, bilberries, cranberries, blackcurrants, redcurrants
228	Bananas, fresh	S	
229	Rhubarb, fresh	S	
231	Other fresh fruit	S	eg, melons, pineapples, fresh figs, pomegranates
233	Canned peaches, pears and pineapples	C	
236	Other canned or bottled fruit	C	eg, fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries, fruit desserts; includes pie fillings
240	Dried fruit and dried fruit products		eg, currants, sultanas, raisins, packeted mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallised fruit, dried fruit juice concentrate
241	Frozen fruit and frozen fruit products	C	Includes frozen fruit juices (frozen fruit pies are coded 294)
245	Nuts and nut products		Nuts shelled or unshelled, shredded or desiccated coconut, ground almonds, peanut butter, vegetarian nut products
248	Fruit juices	C	eg, grapefruit, orange, pineapple, lemon, lime, blackcurrant, rose-hip syrup etc; (baby foods, canned or bottled, are coded 315 and dried fruit juice concentrate is coded 240)
	CEREALS:		
251	White bread, large loaves, unsliced		} Loaves of 28 ounces or more
252	White bread, large loaves, sliced		

TABLE 12—continued

Food code No in 1977	Description	Seasonal food (S) or convenience food (C)	Notes
253	CEREALS— <i>contd</i> White bread, small loaves, unsliced		} Loaves of 14 ounces
254	White bread, small loaves, sliced		
255	Brown bread		Excludes wholewheat and wholemeal bread
256	Wholewheat and wholemeal bread		
263	Other bread		eg, malt bread, fruit bread, French bread, Vienna bread, milk bread, starch-reduced bread, white or brown rolls
264	Flour		
267	Buns, scones and teacakes		Includes crumpets, muffins, tea-bread
270	Cakes and pastries	C	eg, fruit cakes, fancy cakes, cream cakes, iced cakes, chocolate cakes, swiss rolls, sponge cakes, tarts, flans, shortbread, doughnuts, fruit pies
271	Crispbread	C	
274	Biscuits, other than chocolate biscuits	C	Includes cream-crackers, rusks, shortcake
277	Chocolate biscuits	C	Includes marshmallows and wafers
281	Oatmeal and oat products		Porridge oats (but <i>not</i> instant porridge—see code 282), oatcakes, oatmeal, oat flakes
282	Breakfast cereals	C	eg, cornflakes, "instant" porridge oats
285	Canned milk puddings	C	eg, creamed rice, sago, macaroni, tapioca, semolina, custard (made-up)
286	Other puddings	C	eg, Christmas pudding, fruit puddings, sponge puddings, syrup puddings
287	Rice		Includes ground rice, flaked rice
290	Cereal-based invalid foods (including "slimming" foods)	C	
291	Infant cereal foods	C	Includes infant rusk and cereal preparations and dried instant baby foods (baby foods, canned or bottled, are coded 315)
294	Frozen convenience cereal foods	C	eg, frozen sponges (including those with ice-cream), fruit pies, éclairs, pastry, pizza
299	Cereal convenience foods (including canned) not specified elsewhere	C	eg, cake and pudding mixes, custard powder, instant puddings, canned pasta, pastry, sauce mixes
301	Other cereal foods		eg, pearl barley, semolina, macaroni, spaghetti, sago, tapioca
304	BEVERAGES: Tea		Includes tea bags (but <i>not</i> instant tea—see code 336)
307	Coffee, bean and ground		Includes coffee bags and sachets
308	Coffee, instant	C	Includes accelerated freeze-dried instant coffee
309	Coffee, essence	C	
312	Cocoa and drinking chocolate		
313	Branded food drinks		eg, malted milk
315	MISCELLANEOUS: Baby foods, canned or bottled	C	Strained foods and junior meals in glass jars or cans (other infant foods are coded 291; dried milk is coded 10 and 11)
318	Canned soups	C	Includes broths and canned condensed soups (Note: baby food soups are coded 315)
319	Soups, dehydrated and powdered	C	

TABLE 12—continued

Food code No in 1977	Description	Seasonal food (S) or convenience food (C)	Notes
320	MISCELLANEOUS— <i>contd</i> Accelerated freeze-dried foods (excluding coffee)		Includes AFD peas etc (but excludes AFD instant coffee—see code 308, and any item of which only part is AFD)
323	Spreads and dressings		eg, salad cream, cooking chocolate, sandwich spread, chocolate spread, instant icing
327	Pickles and sauces		Includes chutneys and continental sauces (but <i>not</i> sauce mixes—see code 299)
328	Meat and yeast extracts		eg, beef stock cubes, chicken stock cubes
329	Table jelly, squares and crystals		
332	Ice-cream (served as part of a meal), mousse	C	
333	All frozen convenience foods not specified elsewhere	C	Includes frozen dairy desserts
334	Salt		
335	Artificial sweeteners (expenditure only)		eg, saccharine
336	Miscellaneous (expenditure only)		eg, bones, gravy salts, vinegar, forcemeat, mustard, pepper, made-up jellies, flavourings and colourings, gelatine, yeast, herbs, curry powders, spices, instant tea
339	Novel protein foods		eg, textured vegetable protein

TABLE 13
Estimates of the percentage standard errors of average per caput food consumption of households of different composition, 1977

	Food codes	Households with											
		No of adults		1		2		3		3 or more		4 or more	
		0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more	
MILK AND CREAM:													
Total liquid milk:													
	4-6	2-2	3-7	0-9	1-3	0-9	1-5	2-9	1-7	1-6	3-0	3-3	
	9	20-3	23-1	6-5	10-3	7-7	12-2	22-6	11-6	12-2	21-4	20-0	
	10-14	17-9	27-5	8-0	10-0	9-3	13-4	19-2	18-5	16-5	21-0	20-9	
	17	12-4	25-9	5-4	9-2	7-2	11-6	17-2	9-5	9-2	22-0	21-9	
	4-17	2-2	3-6	0-9	1-3	0-9	1-5	2-7	1-7	1-6	2-9	3-0	
CHEESE:													
	22	4-4	10-1	2-1	3-4	3-0	4-5	7-3	3-8	3-5	7-9	6-5	
	23	15-4	23-8	7-5	8-7	7-6	11-4	17-9	13-4	10-0	18-0	21-6	
	22, 23	4-2	9-3	2-0	3-2	2-9	4-3	6-5	3-8	3-3	7-3	6-3	
MEAT:													
	31	5-8	11-2	4-4	7-7	11-3	20-2	9-1	10-0	6-2	41-8	10-5	
	36	7-6	35-3	5-9	13-2	11-1	16-9	13-6	7-7	9-6	32-3	17-2	
	41	8-8	35-7	7-6	7-5	15-7	11-0	17-6	8-3	18-3	44-6	29-2	
	31-41	4-2	22-8	3-5	6-4	9-5	12-8	7-1	6-4	7-3	31-6	10-7	
	55	5-6	19-9	2-5	5-3	3-2	6-6	10-5	5-0	4-9	12-0	8-0	
	73, 77	9-8	16-7	4-4	6-8	5-3	8-6	12-3	9-4	9-5	14-1	10-8	
	46-51	3-5	7-2	1-8	2-9	2-2	3-5	4-7	3-3	3-1	9-9	4-7	
	58-71												
	78-94												
	31-94	2-8	10-8	1-9	3-5	4-2	5-2	4-3	3-2	3-7	14-8	5-6	
FISH:													
	100, 105	8-1	24-2	4-5	9-8	14-3	12-2	19-7	8-7	14-4	46-3	14-0	
	111-113	19-5	47-5	6-3	14-0	11-8	21-0	32-4	12-1	15-2	50-5	23-2	
	114-117	15-6	22-6	3-9	6-5	5-3	8-9	12-8	7-8	9-4	14-1	14-6	
	118-123	10-2	18-9	5-7	8-9	7-9	11-3	19-4	14-2	10-1	23-5	24-5	
	110, 127												
	100-127	6-5	14-5	2-5	4-8	5-1	6-3	9-0	5-4	6-0	22-2	9-4	
EGGS:													
	129	3-9	6-7	1-7	2-6	2-0	3-3	5-0	2-8	3-2	6-0	5-8	
FATS:													
	135	4-5	9-0	2-3	3-7	3-2	5-1	7-6	3-6	4-0	10-0	6-5	
	138	7-6	10-9	3-1	4-8	3-7	5-3	7-6	5-3	5-4	9-7	10-0	
	139	9-3	13-2	3-4	4-6	3-9	5-9	7-9	6-0	5-3	9-4	9-5	
	143, 148	18-9	32-8	8-0	11-5	10-0	16-0	22-4	14-1	14-5	35-3	25-3	
	135-148	4-0	9-2	1-9	2-6	2-2	3-0	4-1	2-9	3-2	5-3	4-9	

TABLE 13—continued

	Food codes	Households with												
		1			2			3			3 or more			
		No of adults	No of children	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more		
SUGAR AND PRESERVES:														
Sugar	150			5.6	9.6	2.2	4.0	2.9	4.6	4.9	4.0	4.2	5.7	7.0
Honey, preserves, syrup and treacle	151-154			8.5	23.0	4.2	6.5	5.0	6.6	10.8	6.6	6.6	12.9	11.4
<i>Total sugar and preserves</i>	150-154			4.9	10.3	2.1	3.7	2.7	4.1	4.7	3.6	3.8	5.5	6.4
VEGETABLES:														
Potatoes	156-161			4.6	10.3	2.9	4.6	4.1	5.2	7.7	5.2	4.9	8.7	8.9
Fresh green	162-171			5.3	9.1	2.0	4.0	3.6	4.5	6.7	3.6	4.0	10.8	9.1
Other fresh	172-183			4.8	9.8	1.8	3.6	3.2	4.5	6.4	3.2	4.1	17.7	8.2
Frozen, including vegetable products	203-208			10.3	26.2	6.3	9.1	7.0	15.0	16.0	10.2	8.8	22.7	17.6
Other processed, including vegetable products	184-202			6.9	7.6	2.6	3.2	2.6	4.3	5.8	5.0	4.4	8.1	7.1
<i>Total vegetables</i>	156-208			3.2	6.3	1.5	2.7	2.5	3.4	4.7	2.9	3.1	6.3	5.5
FRUIT:														
Fresh	210-231			4.1	8.9	2.2	3.5	2.8	4.6	8.1	3.9	4.1	10.3	9.6
Other, including fruit products	233-248			7.9	15.7	3.0	5.0	4.1	7.5	9.7	5.2	5.8	12.1	10.0
<i>Total fruit</i>	210-248			3.8	8.2	1.9	3.1	2.5	4.2	7.1	3.4	3.6	8.9	8.0
CEREALS:														
Brown bread	255			7.5	25.5	3.9	8.3	7.0	12.1	19.6	7.5	8.3	17.6	14.3
White bread	251-254			4.3	7.8	1.7	2.4	1.9	3.0	4.6	2.9	3.2	4.7	4.7
Wholewheat and wholemeal bread	256			16.5	35.8	8.1	19.3	16.6	23.3	43.5	16.8	19.5	51.1	29.5
Other bread	263			7.9	17.0	3.7	6.4	5.0	8.0	22.4	7.5	8.8	16.2	12.6
<i>Total bread</i>	251-263			2.6	6.2	1.2	1.9	1.6	2.4	3.8	2.1	2.6	4.1	3.6
Flour	264			11.5	16.8	3.7	6.9	5.6	8.5	27.9	10.1	6.6	23.0	10.4
Cakes	267-270			6.1	12.6	2.7	4.4	3.3	5.3	9.2	5.2	5.0	10.8	9.6
Biscuits	271-277			5.6	9.7	2.2	3.5	2.3	3.5	5.9	4.1	3.5	7.7	7.6
Oatmeal and oat products	281			19.6	44.0	8.7	17.5	11.7	17.5	29.3	18.7	15.5	25.8	33.7
Breakfast cereals	282			10.5	10.5	4.0	4.7	3.1	4.4	6.8	7.1	5.2	9.5	11.3
Other cereals	285-301			7.9	15.6	3.2	5.4	3.4	5.7	9.1	6.3	5.6	7.9	12.1
<i>Total cereals</i>	251-301			2.4	4.2	1.0	1.6	1.3	1.9	4.6	2.0	1.9	3.3	3.2
BEVERAGES:														
Tea	304			4.9	13.7	2.6	4.5	3.7	9.3	8.1	4.6	4.6	11.5	9.6
Coffee	307-309			10.3	15.6	5.6	9.1	7.8	8.4	15.5	9.8	8.2	12.9	15.8
Cocoa and drinking chocolate	312			26.0	37.0	15.1	16.9	16.8	17.2	28.5	26.6	22.1	35.6	34.4
Branded food drinks	313			28.4	44.3	12.6	22.5	17.1	23.1	36.8	22.5	22.1	38.2	54.8
<i>Total beverages</i>	304-313			4.6	11.1	2.5	3.9	3.6	6.8	7.2	4.3	4.3	9.2	8.8

TABLE 14
Estimates of the percentage standard errors of average per caput food expenditure of different composition, 1977

	Food codes	Households with												
		1		2		3		3 or more		4 or more				
		0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more		
	No of adults													
	No of children													
MILK AND CREAM:														
Total liquid milk	4-6	2.2	4.5	0.9	1.3	1.0	1.8	3.3	1.8	1.8	3.8	3.7	3.7	3.7
Condensed milk	9	17.6	25.6	6.2	9.8	7.4	12.4	21.6	11.3	12.0	22.3	20.4	20.4	20.4
Dried and other milk	10-14	13.9	20.5	5.8	7.7	6.5	11.4	15.6	11.8	10.5	17.6	19.0	19.0	19.0
Cream	17	12.0	26.7	5.2	8.8	7.7	11.8	17.0	9.7	9.7	22.0	22.9	22.9	22.9
Total milk and cream	4-17	2.2	4.6	0.9	1.3	1.0	1.8	3.1	1.9	1.7	3.7	3.8	3.8	3.8
CHEESE:														
Natural	22	4.6	10.9	2.1	3.4	3.0	4.2	7.1	3.7	3.5	7.8	6.6	6.6	6.6
Processed	23	15.6	21.1	7.1	8.3	7.4	11.5	15.8	12.7	9.8	17.6	21.7	21.7	21.7
Total cheese	22, 23	4.4	9.8	2.0	3.2	2.8	4.0	6.3	3.7	3.3	7.2	6.4	6.4	6.4
MEAT:														
Beef and veal	31	6.0	12.1	3.3	7.5	10.6	18.4	9.7	7.5	5.9	35.6	10.1	10.1	10.1
Mutton and lamb	36	8.1	28.7	4.8	11.2	10.2	15.3	14.6	7.7	8.3	27.1	15.6	15.6	15.6
Pork	41	9.0	32.2	5.8	7.4	13.1	10.5	15.6	7.9	13.5	36.3	19.8	19.8	19.8
Total carcass meat	31-41	4.3	18.0	2.7	6.0	9.1	12.2	7.4	5.2	5.6	28.0	8.1	8.1	8.1
Bacon and ham, uncooked	55	5.4	11.2	2.3	4.9	3.2	5.9	10.3	5.2	4.4	9.8	8.2	8.2	8.2
Poultry, uncooked	73-77	9.7	17.5	4.2	6.3	5.4	8.4	13.2	11.4	9.4	14.1	10.9	10.9	10.9
Other meat and meat products	46-51 58-71 78-94	3.3	7.3	1.6	2.6	2.0	3.3	4.6	3.3	2.9	6.9	4.6	4.6	4.6
Total meat	31-94	2.9	9.5	1.6	3.4	4.5	5.7	4.7	2.9	3.1	14.0	4.9	4.9	4.9
FISH:														
Fresh	100, 105 111-113	8.1	24.7	4.3	10.2	13.8	12.1	19.5	7.4	11.2	40.1	13.9	13.9	13.9
Processed and shell	114-117	21.4	39.4	6.9	17.3	13.0	25.1	27.1	12.7	16.2	39.7	22.2	22.2	22.2
Prepared, including fish products	118-123	11.7	16.3	4.2	6.2	5.5	9.5	14.5	7.5	7.5	14.4	13.9	13.9	13.9
Frozen, including fish products	110, 127	10.2	17.7	5.6	8.7	6.5	10.8	17.3	11.9	9.8	23.2	22.8	22.8	22.8
Total fish	100-127	5.6	11.0	2.5	5.3	4.6	6.4	8.8	4.5	5.0	16.7	9.0	9.0	9.0
EGGS	129	3.9	6.7	1.7	2.7	2.1	3.4	5.5	3.0	3.3	6.2	6.2	6.2	6.2
FATS:														
Butter	135	4.5	8.9	2.3	3.8	3.2	5.1	7.6	3.7	3.9	10.4	6.7	6.7	6.7
Margarine	138	8.1	10.9	3.2	4.9	3.7	5.4	8.1	5.2	5.3	9.2	9.7	9.7	9.7
Lard and compound cooking fat	139	9.2	13.1	3.5	4.7	3.9	6.1	7.9	6.1	5.3	9.8	9.6	9.6	9.6
Other fats	143, 148	21.1	31.9	7.0	10.3	8.5	14.4	22.0	13.9	12.8	29.4	23.9	23.9	23.9
Total fats	135-148	3.9	8.8	1.9	2.6	2.2	3.2	4.4	2.9	2.9	5.7	4.7	4.7	4.7

TABLE 14—continued

		Households with											
		1			2			3			3 or more		4 or more
		0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more	0		
No of adults	Food codes	No of children											
		0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more			
SUGAR AND PRESERVES:													
Sugar	150	5.6	9.6	2.2	4.2	2.9	4.6	4.9	4.1	5.8	7.1		
Honey, preserves, syrup and treacle	151-154	9.0	21.1	4.1	6.5	4.7	6.5	10.4	6.5	12.3	13.6		
<i>Total sugar and preserves</i>	150-154	5.1	10.9	2.1	3.7	2.7	4.0	5.0	3.7	5.8	7.1		
VEGETABLES:													
Potatoes	156-161	4.3	6.8	2.6	4.2	4.1	5.1	7.6	4.3	8.9	10.3		
Fresh green	162-171	5.3	9.3	2.4	4.7	3.6	5.6	8.5	4.4	12.0	8.7		
Other fresh	172-183	4.6	7.7	2.0	3.5	2.7	3.8	6.9	3.6	9.4	6.4		
Frozen, including vegetable products	203-208	9.8	21.1	5.2	8.5	6.4	13.7	17.9	7.7	21.9	15.0		
Other processed, including vegetable products	184-202	7.0	7.1	2.4	3.2	2.5	4.0	5.2	4.4	9.5	7.4		
<i>Total vegetables</i>	156-208	3.3	4.0	1.4	2.3	1.9	3.0	4.2	2.4	5.7	4.8		
FRUIT:													
Fresh	210-231	4.6	9.6	2.4	3.9	2.9	5.0	9.0	4.1	9.6	13.7		
Other	233-248	7.6	15.5	3.0	5.6	4.0	7.6	9.3	6.1	12.1	11.1		
<i>Total fruit</i>	210-248	4.1	8.4	2.0	3.4	2.6	4.6	7.6	3.8	8.0	9.8		
CEREALS:													
Brown bread	255	7.8	22.0	3.8	7.9	6.6	11.9	18.2	8.2	17.4	15.1		
White bread	251-254	4.2	7.5	1.7	2.4	1.9	3.0	4.5	3.1	4.6	4.7		
Wholewheat and wholemeal bread	256	17.4	44.3	7.8	17.2	13.9	22.8	42.1	19.3	50.9	27.2		
Other bread	263	7.8	16.4	3.4	5.8	4.4	7.4	15.2	6.6	14.0	11.8		
<i>Total bread</i>	251-263	2.4	5.9	1.1	1.9	1.6	2.4	3.7	2.0	3.3	3.8		
Flour	264	12.0	17.9	3.7	6.9	5.7	9.2	18.3	9.6	20.7	10.0		
Cakes	267-270	6.4	13.1	2.8	4.8	3.4	5.7	9.5	5.2	11.3	9.5		
Biscuits	271-277	7.0	8.5	2.3	3.4	2.5	3.8	5.6	4.1	7.8	7.9		
Oatmeal and oat products	281	19.8	46.0	8.4	18.2	11.0	21.9	31.5	19.0	53.3	30.7		
Breakfast cereals	282	10.2	9.8	4.0	5.0	3.0	4.3	6.5	7.0	9.1	11.2		
Other cereals	285-301	8.6	10.9	3.3	5.2	3.7	6.0	9.1	5.5	8.2	10.9		
<i>Total cereals</i>	251-301	2.6	4.2	1.1	1.8	1.4	1.9	2.8	1.9	3.3	3.4		
BEVERAGES:													
Tea	304	5.4	14.2	2.6	4.4	3.6	6.6	9.9	4.7	9.1	9.5		
Coffee	307-309	10.7	15.5	5.3	8.7	7.9	8.5	15.4	8.8	13.4	15.6		
Cocoa and drinking chocolate	312	25.6	37.6	13.5	16.3	15.3	17.3	26.3	16.7	34.9	33.0		
Branded food drinks	313	27.1	47.0	12.2	21.2	16.4	22.8	37.0	20.9	38.3	53.3		
<i>Total beverages</i>	304-313	5.2	10.1	2.7	4.6	4.4	4.9	8.9	4.1	7.0	9.3		
MISCELLANEOUS:													
Soups, canned, dehydrated and powdered	318-319	11.4	15.8	4.3	6.0	4.5	7.5	9.9	9.3	11.3	14.9		
Other foods	315, 320-339	6.6	13.1	3.0	3.9	3.2	5.2	7.8	5.9	8.8	11.2		
<i>Total miscellaneous</i>	315-339	6.1	11.0	2.6	3.5	2.8	4.4	6.5	5.0	7.1	9.8		
TOTAL EXPENDITURE		1.8	4.4	0.9	1.7	1.7	2.2	2.5	1.6	5.1	3.1		

TABLE 15

Estimates of the percentage standard errors (a) of quarterly and annual average nutrient intakes per head; all households

	Jan/ Mar	April/ June	July/ Sept	Oct/ Dec	Yearly average
<i>(i) of consumption per person per day</i>					
Energy	0.9	0.9	1.0	1.0	0.5
Total protein	0.9	0.9	1.3	1.0	0.5
Animal protein	1.1	1.1	1.8	1.3	0.7
Fat	1.1	1.1	1.3	1.2	0.6
Fatty acids:					
saturated	1.1	1.1	1.2	1.1	0.6
monounsaturated	1.1	1.1	1.3	1.3	0.6
polyunsaturated	1.6	1.6	1.6	1.7	0.8
Carbohydrate	1.0	1.0	1.1	1.2	0.5
Calcium	0.7	0.8	0.8	0.8	0.4
Iron	0.9	1.0	1.1	1.1	0.5
Thiamin	0.9	0.9	1.0	1.1	0.5
Riboflavin	0.8	0.9	1.0	1.0	0.5
Nicotinic acid	1.1	1.1	1.4	1.3	0.6
Nicotinic acid equivalent	1.0	1.0	1.4	1.1	0.6
Vitamin C	1.5	1.4	1.7	1.8	0.8
Vitamin A:					
retinol	2.9	2.8	3.0	3.0	1.5
β -carotene	2.1	2.4	2.0	2.2	1.1
total (retinol equivalent)	2.1	2.2	2.3	2.2	1.1
Vitamin D	1.8	1.8	2.1	2.2	1.0
<i>(ii) of consumption as a percentage of recommended intake</i>					
Energy	0.8	0.8	0.9	1.0	0.4
Protein	0.8	0.9	1.2	1.0	0.5
(as a percentage of minimum requirement)	0.8	0.8	1.2	1.0	0.5
Calcium	0.7	0.8	0.8	0.8	0.4
Iron	0.9	0.9	1.1	1.1	0.5
Thiamin	0.9	0.8	0.9	1.1	0.5
Riboflavin	0.8	0.8	1.0	0.9	0.4
Nicotinic acid equivalent	0.9	0.9	1.3	1.1	0.5
Vitamin C	1.5	1.4	1.6	1.7	0.8
Vitamin A (retinol equivalent)	2.1	2.1	2.2	2.2	1.1
Vitamin D	2.1	2.0	2.3	2.4	1.1

(a) Derived from Survey data for 1976.

TABLE 16
Estimates of the percentage standard errors (a) of annual average nutrient intakes per head; regions and types of area

	Region							Type of area									
	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b)/Anglia	England	Wales	Scotland	Greater London	Metro-politan counties and Clyde-side conurbation	Non-metropolitan counties				
													Wards with electorate per acre of—				
													7 or more	3 but less than 7	0.5 but less than 3	Less than 0.5	
(i) of consumption per person per day																	
Energy	1.6	1.5	1.2	1.7	1.4	1.1	0.9	0.5	2.4	1.7	1.5	0.9	1.0	1.1	1.5	1.6	
Total protein	1.5	1.1	1.1	1.8	1.6	1.6	0.9	0.5	2.6	2.9	1.4	1.0	1.0	1.1	1.6	1.8	
Animal protein	1.8	1.8	1.4	2.3	2.0	2.0	1.1	0.6	3.4	4.4	1.7	1.4	1.2	1.3	2.1	2.5	
Fat	1.8	1.8	1.4	2.1	1.6	2.0	1.1	0.6	3.0	2.3	1.8	1.0	1.1	1.3	1.9	2.0	
Fatty acids: saturated	1.8	1.7	1.3	2.0	1.6	1.9	1.1	0.6	2.8	2.2	1.8	1.0	1.1	1.3	1.8	1.9	
monounsaturated	1.9	1.9	1.4	2.1	1.8	2.1	1.1	0.6	3.2	2.6	1.9	1.1	1.2	1.4	2.0	2.1	
polyunsaturated	2.7	2.6	2.0	3.1	2.2	3.1	1.5	0.9	4.6	2.6	2.7	1.4	1.5	2.1	2.6	2.8	
Carbohydrate	1.8	1.8	1.3	2.0	1.5	2.0	1.0	0.6	2.5	1.7	1.6	0.9	1.2	1.2	1.8	1.7	
Calcium	1.4	1.2	1.0	1.4	1.1	1.4	0.7	0.4	2.0	1.5	1.2	0.7	0.8	0.9	1.2	1.3	
Iron	1.7	1.6	1.2	1.9	1.6	1.7	0.9	0.5	2.4	2.4	1.6	1.0	1.1	1.2	1.6	1.7	
Thiamin	1.6	1.6	1.2	1.7	1.4	1.7	1.0	0.5	2.6	1.6	1.5	0.9	1.0	1.1	1.7	1.6	
Riboflavin	1.6	1.5	1.3	1.7	1.4	1.6	0.8	0.5	2.4	2.0	1.4	0.9	1.0	1.1	1.4	1.5	
Nicotinic acid	1.8	1.9	1.5	2.2	1.8	2.0	1.1	0.6	3.1	3.1	1.9	1.2	1.2	1.3	2.0	2.2	
Nicotinic acid equivalent	1.6	1.7	1.3	2.0	1.7	1.8	1.0	0.6	2.8	3.2	1.6	1.1	1.1	1.2	1.8	2.0	
Vitamin C	3.1	2.8	2.0	2.9	2.6	2.8	1.4	0.9	5.5	2.7	2.2	1.6	1.9	1.8	2.6	2.7	
Vitamin A: retinol	5.2	4.4	4.4	4.7	4.1	5.3	2.7	1.6	6.6	4.7	4.8	2.5	2.9	3.8	4.6	4.3	
β-carotene	3.9	3.4	3.5	4.1	3.1	3.8	1.9	1.2	7.3	3.6	3.1	2.3	2.4	2.5	3.7	3.3	
total (retinol equivalent)	4.0	3.2	3.2	3.5	3.2	3.9	2.0	1.2	5.1	3.6	3.7	1.9	2.2	2.8	3.4	3.2	
Vitamin D	3.5	2.9	2.4	4.4	2.6	3.3	1.9	1.0	4.9	3.2	3.4	1.7	2.0	2.4	3.3	2.9	
(ii) of consumption as a percentage of recommended intake																	
Energy	1.4	1.4	1.1	1.6	1.3	1.5	0.8	0.5	2.2	1.6	1.3	0.8	0.9	1.0	1.4	1.5	
Protein	1.4	1.4	1.0	1.6	1.5	1.4	0.8	0.5	2.4	2.9	1.3	1.0	0.9	1.0	1.5	1.7	
(as a percentage of minimum requirement)	1.4	1.2	1.0	1.3	1.5	1.4	0.8	0.5	2.4	2.9	1.3	1.0	0.9	1.0	1.5	1.7	
Calcium	1.4	1.5	1.2	1.8	1.6	1.6	0.9	0.4	2.0	1.4	1.3	0.7	0.8	0.8	1.1	1.2	
Iron	1.6	1.5	1.2	1.8	1.6	1.5	0.9	0.5	2.3	2.4	1.5	1.0	1.0	1.1	1.6	1.7	
Thiamin	1.5	1.5	1.1	1.5	1.4	1.5	0.9	0.5	2.4	1.5	1.5	0.8	1.0	1.0	1.6	1.5	
Riboflavin	1.5	1.4	1.2	1.5	1.3	1.5	0.8	0.5	2.3	2.0	1.3	0.8	0.9	1.0	1.4	1.4	
Nicotinic acid equivalent	1.5	1.5	1.2	1.8	1.6	1.6	0.9	0.5	2.7	3.2	1.5	1.1	1.0	1.1	1.7	1.9	
Vitamin C	3.0	2.7	2.0	2.8	2.5	2.7	1.4	0.8	5.4	2.7	2.2	1.5	1.8	1.7	2.5	2.6	
Vitamin A (retinol equivalent)	3.9	3.1	3.1	3.4	3.1	3.8	2.0	1.1	5.1	3.5	3.6	1.9	2.2	2.7	3.4	3.1	
Vitamin D	4.0	3.3	2.7	4.6	2.9	3.9	2.1	1.2	5.5	3.6	3.7	1.9	2.3	2.7	3.8	3.2	

(a) Derived from Survey data for 1976.

(b) Including Greater London.

TABLE 17
Estimates of the percentage standard errors (a) of annual average nutrient intakes per head; income groups

	Income group										OAP
	Households with one or more earners					Households without an earner					
	Gross weekly income of head of household										
	£120 and over	£91 and under £120	£91 and over	£57 and under £91	£33 and under £57	Less than £33	£33 or more	Less than £33	E2		
A1	A2	All A	B	C	D	E1	E2				
	(i) of consumption per person per day										
Energy	2.3	2.1	1.6	0.8	0.8	2.4	2.8	2.1	1.2		
Total protein	2.4	3.0	2.1	0.8	0.8	2.8	2.8	1.9	1.1		
Animal protein	3.0	4.4	2.9	0.9	1.1	3.7	3.5	2.2	1.2		
Fat	2.7	2.6	1.9	1.0	1.0	3.1	3.5	2.7	1.3		
Fatty acids:											
saturated	2.6	2.5	1.8	0.9	1.0	3.2	3.4	2.7	1.3		
monounsaturated	2.9	2.8	2.1	1.0	1.0	3.1	2.7	3.6	1.4		
polyunsaturated	3.9	3.5	2.6	1.3	1.3	3.7	6.2	3.3	2.0		
Carbohydrate	2.6	2.3	1.7	0.9	0.9	2.6	3.6	2.3	1.5		
Calcium	1.7	1.4	1.1	0.6	0.7	1.9	2.2	1.7	1.1		
Iron	2.4	2.6	1.8	0.8	0.9	2.7	3.1	2.1	1.3		
Thiamin	2.4	1.9	1.5	0.8	0.9	2.2	2.9	2.2	1.3		
Riboflavin	2.2	2.0	1.5	0.8	0.9	2.4	2.5	2.0	1.3		
Nicotinic acid	3.0	3.3	2.3	1.0	1.0	3.3	3.2	2.5	1.4		
Nicotinic acid equivalent	2.7	3.3	2.3	0.9	0.9	3.1	2.9	2.1	1.2		
Vitamin C	3.7	3.2	2.4	1.4	1.4	4.0	4.3	3.5	2.2		
Vitamin A:											
retinol	7.4	5.2	4.2	2.4	2.9	7.0	6.6	5.8	3.6		
β-carotene	4.6	3.7	2.9	1.9	2.2	5.8	5.6	5.9	3.5		
total (retinol equivalent)	5.2	3.7	3.0	1.8	2.2	5.5	4.8	4.5	2.8		
Vitamin D	5.3	3.8	3.1	1.6	1.6	4.9	6.7	4.1	2.7		
	(ii) of consumption as a percentage of recommended intake										
Energy	2.2	2.0	1.5	0.7	0.7	2.2	2.6	1.9	1.2		
Protein	2.3	3.0	2.1	0.7	0.8	2.5	2.6	1.7	1.0		
(as a percentage of minimum requirement)											
Calcium	2.3	3.0	2.1	0.7	0.8	2.5	2.6	1.6	1.0		
Iron	1.6	1.3	1.0	0.6	0.7	1.8	2.0	1.6	1.0		
Thiamin	2.4	2.6	1.8	0.8	0.8	2.5	2.9	2.0	1.2		
Riboflavin	2.3	1.8	1.4	0.8	0.8	2.0	2.7	2.0	1.2		
Nicotinic acid	2.1	2.0	1.5	0.7	0.8	2.2	2.3	2.0	1.2		
Nicotinic acid equivalent	2.6	3.3	2.3	0.8	0.8	2.8	2.8	1.9	1.1		
Vitamin C	3.7	3.1	2.4	1.3	1.4	3.8	3.9	3.3	2.1		
Vitamin A (retinol equivalent)	5.2	3.6	3.0	1.8	2.1	5.4	4.4	4.4	2.7		
Vitamin D	5.8	4.0	3.3	1.8	1.9	5.2	7.3	4.7	2.7		

(a) Derived from Survey data for 1976.

TABLE 18
Estimates of the percentage standard errors (a) of annual average nutrient intakes per head; household composition groups

	Households with											
	1		2		3		4 or more		3 or more		4 or more	
	No. of adults	No. of children	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more
Energy	1.5	3.3	0.9	1.2	1.1	1.6	2.3	1.7	1.8	2.5	2.8	2.8
Total protein	1.4	3.7	0.8	1.3	1.0	1.6	2.3	1.7	2.6	2.4	2.4	2.4
Animal protein	1.5	5.2	1.0	1.7	1.2	2.0	2.9	2.2	3.7	3.2	3.2	2.8
Fat	1.6	4.1	1.0	1.5	1.2	1.9	2.6	2.1	2.3	3.1	3.1	3.4
Fatty acids:												
saturated	1.5	3.9	1.0	1.4	1.2	1.8	2.5	2.1	2.3	3.3	3.3	3.7
monounsaturated	1.7	4.6	1.1	1.5	1.3	2.1	2.7	2.2	2.6	3.1	3.1	3.4
polyunsaturated	2.5	5.4	1.7	2.1	1.9	2.4	3.5	2.8	3.0	3.7	3.7	3.9
Carbohydrate	1.9	3.5	1.0	1.4	1.3	1.8	2.8	1.9	1.7	3.0	3.0	3.0
Calcium	1.3	2.5	0.7	1.0	0.8	1.3	2.0	1.4	1.3	2.3	2.3	2.7
Iron	1.7	3.3	0.9	1.4	1.1	1.7	2.9	1.7	2.2	2.8	2.8	2.5
Thiamin	1.7	3.8	0.9	1.3	1.0	1.8	2.5	1.8	1.8	2.7	2.7	2.5
Riboflavin	1.5	3.1	0.9	1.2	1.0	1.4	2.7	1.6	1.8	2.7	2.7	2.6
Nicotinic acid	4.0	4.0	1.1	1.7	1.3	2.0	3.0	2.1	2.8	2.8	2.8	3.0
Nicotinic acid equivalent	1.6	3.9	0.9	1.5	1.1	1.8	2.6	1.9	2.8	2.5	2.5	2.7
Vitamin C	1.6	3.9	0.9	1.5	1.1	1.8	2.6	1.9	2.8	2.5	2.5	2.7
Vitamin A:	2.5	5.3	1.5	2.1	1.8	2.9	3.7	3.4	3.1	5.0	5.0	4.1
retinol	4.3	12.0	2.7	4.0	3.2	5.1	11.6	5.0	4.5	9.1	9.1	8.3
β-carotene	3.8	7.6	2.0	3.3	2.9	4.2	5.7	4.0	3.4	6.4	6.4	6.5
total (retinol equivalent)	3.4	8.9	2.0	3.0	2.5	3.7	8.3	3.8	3.4	7.0	7.0	6.2
Vitamin D	2.8	6.6	2.0	2.9	2.1	3.4	6.2	3.2	3.3	5.5	5.5	5.2
Energy	1.4	2.9	0.8	1.1	1.0	1.5	2.2	1.6	1.7	2.4	2.4	2.6
Protein	1.2	3.5	0.7	1.2	0.9	1.5	2.3	1.6	2.6	2.4	2.4	2.2
(as a percentage of minimum requirement)	1.2	3.5	0.8	1.2	0.9	1.6	2.3	1.6	2.6	2.4	2.4	2.2
Calcium	1.2	2.5	0.7	1.0	0.8	1.2	1.9	1.2	1.2	2.4	2.4	2.6
Iron	1.6	3.1	0.9	1.3	1.0	1.6	2.8	1.6	2.2	2.8	2.8	2.4
Thiamin	1.6	3.6	0.8	1.2	1.0	1.7	2.5	1.7	1.7	2.7	2.7	2.3
Riboflavin	1.4	3.1	0.8	1.2	0.9	1.4	2.7	1.6	1.8	2.7	2.7	2.6
Nicotinic acid equivalent	1.4	3.7	0.9	1.4	1.0	1.7	2.6	1.8	2.8	2.6	2.6	2.5
Vitamin C	2.4	5.2	1.5	2.1	1.8	2.9	3.7	3.3	3.1	5.2	5.2	4.1
Vitamin A (retinol equivalent)	3.3	8.6	2.0	3.0	2.4	3.7	8.2	3.8	3.3	6.9	6.9	6.3
Vitamin D	2.8	7.2	2.0	3.1	2.4	3.8	6.7	3.2	3.4	5.7	5.7	5.3

(a) Derived from Survey data for 1976.

TABLE 19

Estimates of the percentage standard errors (a) of annual average nutrient intakes per head; household composition groups within income groups

	Income group	Households with						
		Adults only	1 adult, 1 or more children	2 adults and				3 or more adults, 1 or more children
				1 child	2 children	3 children	4 or more children	
(i) of consumption per person per day								
Energy	A	2.9	*	3.7	2.9	4.6	7.2	4.4
	B	1.5	8.7	1.7	1.4	2.0	3.9	2.3
	C	1.1	5.6	2.2	2.0	2.8	3.0	2.1
	D & E2	1.9	4.0	6.0	5.7	8.0	*	7.0
Total protein	A	3.0	*	3.6	2.6	4.9	7.9	8.7
	B	1.4	6.8	2.0	1.3	1.9	3.8	2.3
	C	1.1	6.0	2.0	2.0	3.2	3.1	2.7
	D & E2	1.9	3.6	5.8	4.0	7.2	*	13.2
Animal protein	A	3.8	*	4.7	3.1	6.1	11.0	12.7
	B	1.6	7.6	2.6	1.6	2.0	4.5	2.9
	C	1.2	7.9	2.4	2.3	4.6	4.1	3.8
	D & E2	2.3	4.0	6.4	4.1	8.4	*	20.0
Fat	A	3.2	*	4.2	3.2	5.5	9.3	6.1
	B	1.8	9.4	2.0	1.7	2.2	4.3	3.0
	C	1.3	7.1	2.6	2.2	4.1	3.4	2.7
	D & E2	2.5	4.9	7.0	4.8	8.7	*	10.8
Fatty acids: saturated	A	3.0	*	4.0	3.3	5.3	8.6	6.0
	B	1.7	9.8	1.9	1.6	2.1	4.0	3.0
	C	1.3	6.9	2.5	2.0	3.9	3.5	2.7
	D & E2	2.6	4.6	7.2	4.7	7.7	*	11.1
monounsaturated	A	3.3	*	4.4	3.2	5.8	10.5	7.0
	B	1.9	9.4	2.2	1.8	2.3	4.5	3.1
	C	1.3	7.5	2.8	2.4	4.6	3.5	2.9
	D & E2	2.5	5.2	7.1	5.0	9.8	*	12.4
polyunsaturated	A	5.0	*	6.1	4.3	7.0	10.4	8.2
	B	2.7	14.9	2.8	2.7	3.0	6.2	3.5
	C	1.9	10.3	4.1	4.0	4.3	4.1	3.3
	D & E2	3.1	6.9	8.3	6.6	13.9	*	12.8
Carbohydrate	A	3.3	*	4.8	3.4	4.9	7.5	3.9
	B	1.8	9.7	2.0	1.6	2.6	4.7	2.4
	C	1.3	6.4	2.4	2.5	3.1	3.3	2.2
	D & E2	2.1	4.5	6.4	8.1	9.9	*	5.9
Calcium	A	2.2	*	2.8	1.9	3.5	3.3	2.6
	B	1.2	5.7	1.3	1.1	1.6	3.5	1.8
	C	1.1	4.6	1.9	1.7	2.4	2.6	1.9
	D & E2	1.6	3.7	4.8	4.0	6.8	*	4.8
Iron	A	2.8	*	4.1	2.8	4.7	7.8	6.9
	B	1.6	9.4	2.0	1.5	2.3	4.7	2.4
	C	1.2	6.6	2.3	2.2	3.0	3.6	2.5
	D & E2	2.1	4.3	6.3	5.0	8.3	*	10.5
Thiamin	A	2.8	*	3.8	2.8	4.1	9.3	3.2
	B	1.6	7.9	1.8	1.3	2.3	4.0	2.6
	C	1.3	6.3	2.5	2.2	3.9	3.4	2.2
	D & E2	1.9	4.3	5.7	5.3	7.4	*	8.4
Riboflavin	A	2.6	*	3.2	2.4	3.9	8.0	5.0
	B	1.5	7.6	1.7	1.3	1.8	3.8	2.0
	C	1.2	6.1	2.3	2.0	2.9	4.8	2.5
	D & E2	1.9	4.0	5.6	4.1	7.0	*	10.1
Nicotinic acid	A	3.5	*	5.1	3.4	6.0	11.0	8.6
	B	1.9	7.5	2.6	1.7	2.4	4.5	2.7
	C	1.4	6.8	2.5	2.5	3.9	4.5	3.0
	D & E2	2.5	3.9	6.9	4.9	8.8	*	15.9
Nicotinic acid equivalent	A	3.2	*	4.4	2.9	5.4	9.6	9.3
	B	1.6	6.8	2.3	1.5	2.1	4.0	2.5
	C	1.2	6.5	2.2	2.2	3.5	3.8	2.9
	D & E2	2.2	3.4	6.2	4.0	7.5	*	15.1
Vitamin C	A	4.5	*	6.3	4.2	6.7	10.8	6.9
	B	2.5	10.9	2.7	2.5	4.2	5.8	4.1
	C	2.0	9.6	4.1	3.8	5.1	5.4	3.7
	D & E2	3.3	7.8	8.6	8.4	12.6	*	13.0
Vitamin A: retinol	A	8.6	*	9.8	6.4	8.3	33.7	10.0
	B	4.4	27.7	5.4	4.3	7.2	15.3	6.0
	C	3.7	27.9	7.7	7.8	10.3	20.6	7.0
	D & E2	5.5	14.1	16.4	14.0	30.9	*	23.2

TABLE 19—continued

	Income group	Households with						3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults and				
				1 child	2 children	3 children	4 or more children	
<i>(i) of consumption per person per day—continued</i>								
Vitamin A—continued								
β-carotene	A	5.0	*	6.9	5.7	9.5	16.5	7.6
	B	3.0	19.7	4.2	4.5	5.7	7.6	4.6
	C	3.1	15.4	7.1	5.0	8.2	10.5	5.4
	D & E2	5.2	9.5	20.1	11.7	21.2	*	16.7
total (retinol equivalent)	A	6.2	*	7.3	4.9	6.5	23.5	6.9
	B	3.3	22.1	4.0	3.3	5.3	11.5	4.7
	C	2.8	20.6	6.0	5.6	7.3	14.5	5.4
	D & E2	4.3	10.6	13.0	11.0	21.6	*	16.5
Vitamin D	A	6.2	*	9.4	5.6	8.1	11.3	7.7
	B	2.9	16.5	4.0	2.8	4.6	12.2	4.3
	C	2.5	10.4	5.0	4.0	6.5	5.6	4.3
	D & E2	3.9	10.4	11.2	9.1	19.7	*	11.9
<i>(ii) of consumption as a percentage of recommended intake</i>								
Energy	A	2.7	*	3.7	2.8	4.5	7.1	4.5
	B	1.4	6.6	1.6	1.3	1.8	3.8	2.2
	C	1.0	4.9	1.9	1.8	2.6	2.7	2.0
	D & E2	1.8	3.6	4.8	5.3	7.5	*	6.0
Protein	A	2.9	*	3.6	2.4	4.9	8.3	8.8
	B	1.3	5.1	1.9	1.2	1.7	3.7	2.3
	C	1.0	5.0	1.8	1.8	3.1	2.8	2.5
	D & E2	1.7	3.3	4.8	3.7	6.0	*	12.5
(as a percentage of minimum requirement)	A	2.9	*	3.6	2.4	4.9	8.4	8.8
	B	1.3	5.6	1.9	1.2	1.8	3.6	2.3
	C	1.0	5.0	1.8	1.8	3.1	2.9	2.6
	D & E2	1.7	3.2	4.7	3.6	5.6	*	12.4
Calcium	A	1.9	*	2.7	1.7	3.4	4.0	2.4
	B	1.2	4.5	1.4	1.0	1.6	3.4	1.9
	C	1.0	4.8	1.9	1.7	2.3	2.5	1.9
	D & E2	1.4	3.6	4.1	3.7	5.5	*	4.6
Iron	A	2.8	*	4.0	2.7	4.7	8.1	7.0
	B	1.5	8.6	1.9	1.4	2.2	4.6	2.3
	C	1.1	6.1	2.1	2.1	2.8	3.5	2.5
	D & E2	1.9	3.9	5.6	4.5	7.7	*	9.8
Thiamin	A	2.6	*	3.8	2.6	4.0	9.9	3.0
	B	1.5	5.4	1.6	1.2	2.2	3.9	2.5
	C	1.1	5.4	2.3	2.0	3.8	3.2	2.1
	D & E2	1.8	4.2	4.9	4.9	6.2	*	8.4
Riboflavin	A	2.5	*	3.3	2.3	3.9	8.6	5.0
	B	1.4	6.2	1.7	1.3	1.8	3.7	2.0
	C	1.1	5.6	2.2	1.9	3.1	4.7	2.4
	D & E2	1.8	4.1	4.8	4.0	5.3	*	9.7
Nicotinic acid equivalent	A	3.2	*	4.4	2.7	5.5	10.3	9.4
	B	1.5	4.9	2.2	1.4	2.0	3.9	2.4
	C	1.1	5.6	1.9	2.0	3.5	3.5	2.8
	D & E2	2.1	3.1	5.2	3.8	6.1	*	14.6
Vitamin C	A	4.4	*	6.2	4.0	6.7	11.9	6.8
	B	2.5	12.8	2.6	2.4	4.1	5.8	4.1
	C	2.0	8.8	4.1	3.7	5.1	5.4	3.7
	D & E2	3.1	7.6	8.3	8.0	11.6	*	13.5
Vitamin A (retinol equivalent)	A	6.2	*	7.3	4.7	6.7	23.6	6.9
	B	3.2	20.9	4.0	3.3	5.3	11.3	4.6
	C	2.8	19.7	5.9	5.6	7.3	14.5	5.2
	D & E2	4.3	10.2	12.7	11.6	20.0	*	16.2
Vitamin D	A	6.2	*	10.1	6.0	8.9	12.1	7.7
	B	3.0	14.9	4.4	3.2	5.1	12.7	4.6
	C	2.5	9.5	5.5	4.7	7.5	6.6	4.6
	D & E2	3.8	11.4	10.8	10.2	22.6	*	12.7

(a) Derived from Survey data for 1976.

* Fewer than 10 households in the sample.

TABLE 20

Estimates of the percentage standard errors (a) of annual average nutrient intakes per head; households owning a deep-freezer or a refrigerator

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households
	<i>(i) of consumption per person per day</i>		
Energy	1.1	0.5	1.6
Total protein	1.3	0.5	1.5
Animal protein	1.8	0.5	1.7
Fat	1.3	0.6	1.8
Fatty acids:			
saturated	1.3	0.6	1.7
monounsaturated	1.4	0.6	1.8
polyunsaturated	1.8	0.9	2.9
Carbohydrate	1.2	0.6	2.0
Calcium	0.8	0.5	1.6
Iron	1.2	0.6	1.7
Thiamin	1.0	0.5	1.8
Riboflavin	1.0	0.5	1.6
Nicotinic acid	1.5	0.6	1.7
Nicotinic acid equivalent	1.4	0.5	1.5
Vitamin C	1.7	1.0	2.8
Vitamin A:			
retinol	3.2	1.7	4.7
β -carotene	2.4	1.3	4.4
total (retinol equivalent)	2.4	1.3	3.6
Vitamin D	2.1	1.1	3.3
	<i>(ii) of consumption as a percentage of recommended intake</i>		
Energy	1.0	0.5	1.5
Protein	1.3	0.4	1.3
(as a percentage of minimum requirement)	1.3	0.4	1.3
Calcium	0.7	0.4	1.6
Iron	1.2	0.5	1.6
Thiamin	1.0	0.5	1.6
Riboflavin	1.0	0.5	1.4
Nicotinic acid equivalent	1.4	0.5	1.4
Vitamin C	1.6	0.9	2.7
Vitamin A (retinol equivalent)	2.3	1.2	3.5
Vitamin D	2.3	1.3	3.9

(a) Derived from Survey data for 1976.

APPENDIX B

Demand analyses and estimates of demand parameters

1 The tables in this Appendix present the results of various demand analyses which have been made from the National Food Survey data for 1977 and some earlier years, and these up-date corresponding estimates given in the Report for 1976¹. The methods of calculation of the various estimates were described in the Report for 1969².

2 The estimates of income elasticities of demand³ in Tables 1 and 2 have been derived by cross-section analyses of the Survey data for 1977. For this purpose the analysis was confined to a sub-sample of 4,365 households which fell into one or other of the twelve categories listed in Table 1 and which also gave particulars of their total family income. The elasticity coefficients were calculated with respect to total family income net of income tax and national insurance contributions. The income elasticities of total household food expenditure relate to food purchased for consumption in the home. Clearly, other things remaining equal, household expenditure on such food will be greater the more the household depends on meals in the home and does not obtain meals out. In Table 1, the overall elasticities have therefore been resolved into two additive components. The first of these components relates to the number of meals provided from the household food supply, which, in most cases *decreases* as real income increases because most families then have more meals out. The second component, which relates to food expenditure per meal provided from the household food supply, is almost invariably positive in sign, implying that it increases as income increases. The income elasticities of expenditure on individual foods and of quantities purchased (Table 2) are not shown resolved into two components in this way since the component relating to the *number* of meals in the home is constant for all foods at -0.05 , and the income elasticities per meal at home can therefore be simply derived by subtracting -0.05 from the values shown in Table 2. For most of the foods for which the income elasticities are positive in sign, the income elasticity of expenditure is greater than the income elasticity of quantity, because as income rises not only is more of such foods bought, but there is a tendency to buy varieties of better quality or, at least, higher price. Similarly, for certain items for which the elasticity of quantity is negative, the expenditure elasticity may be closer to zero or even positive in sign.

3 The estimates of price elasticities of demand in Table 3 have been derived from time-series analysis of the monthly Survey averages of purchases and *real* (deflated) prices over the period from 1972 to 1977. The technique which is used to estimate the price elasticity of demand also enables any significant seasonal or annual shifts in the price/quantity demand curve (including shifts due to changes in income) to be detected. Indeed, the effects of such shifts are removed from the original data prior to the estimation of the selected price elasticity coefficient. At a further stage in the analysis, the price elasticity, and the income elasticity derived from cross-section analysis in the middle of the period are used to make estimates of the levels of purchases which might have been expected each year, other things being equal, given the changes in

¹ *Household Food Consumption and Expenditure: 1976*, Appendix B, HMSO, 1977.

² *Household Food Consumption and Expenditure: 1969*, Appendix B, HMSO, 1971.

³ See "Elasticity of demand" in the Glossary.

average price and in income which in fact occurred. The differences between these estimates of expected purchases and the levels of purchases actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. These shifts in demand from year to year are given in the form of indices in Table 4 together with corresponding annual series for prices and purchases.

4 The type of analysis used to determine the own-price elasticities presented in Table 3 has been extended to produce sets of simultaneously-determined own-price and cross-price elasticities for a number of commodities. In general, the own-price elasticity estimates produced in this way will differ in magnitude from those given in Table 3, because some of the variation in purchases of each commodity is now related to variation in the prices of a number of commodities instead of as much of it as possible being related simply to changes in its own price. Some results obtained from analyses of the monthly Survey data over the eight-year period from 1970 to 1977 are given in Table 5.

5 In a manner analogous to that described in paragraph 3, the sets of elasticity coefficients in Table 5 and the appropriate income elasticity coefficients have been used to make estimates of the levels of purchases of the several commodities which might have been expected each year, other things being equal, given the changes in their prices and in income which in fact occurred. The differences between these estimates of expected purchases and those actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. These estimates of shifts from year to year are given in the form of indices in Table 6 together with corresponding annual series for prices and purchases. In general, they are, in the instances presented, to be preferred to the estimates obtained by taking into account only one commodity at a time as presented in Table 4.

6 A further extension of the type of analysis described in paragraphs 4 and 5 to 16 main food groups has been attempted for the period 1970-1977. In order to extend the analysis in this way it is necessary to use income as an explanatory variable at an earlier stage in the analysis, average expenditure on some of the 16 groups being sufficiently large for a price increase to be equivalent in effect to a decrease in income so large that it cannot be ignored. The cross-section income elasticities determined in 1973 were specified in the demand equation in preference to conventional time-series estimates which have often proved unreliable.

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

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

where

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

μ_k = a constant for commodity k .

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

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

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

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

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

ζ_k = the income elasticity of quantity for commodity k .

ε_{ijk} = an error term.

8 Results from the analysis are given in Tables 7 and 8 together with estimates of the standard errors of the own-price elasticities; the estimates of the cross-elasticities which are statistically significant are indicated by an asterisk. Those estimates of the *individual* cross-elasticities which did not attain statistical significance are unreliable (even to the point of carrying the wrong sign in some cases), but it is expected that their use *collectively* in making demand projections will give better results than if they are ignored. Estimates of the proportion of variation in monthly average purchases which can be explained by

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

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

TABLE 1
Estimated income elasticity of household food expenditure, 1977
 (standard errors of the estimates are shown in brackets)

Type of household	Income elasticity of			Number of household records from which the elasticity estimates have been compiled
	household food expenditure	number of meals provided from the household food supply	food expenditure per meal provided from the household food supply	
1 adult only (under 55)	-0.01 (0.17)	-0.03 (0.06)	0.02 (0.13)	124
1 adult only (55 and over)	0.18 (0.07)	-0.03 (0.03)	0.20 (0.06)	585
2 adults only (housewife under 55)	-0.01 (0.05)	-0.10 (0.02)	0.09 (0.04)	646
2 adults only (housewife 55 or over)	0.18 (0.03)	-0.04 (0.01)	0.23 (0.03)	941
2 adults, 1 child	0.22 (0.05)	-0.04 (0.02)	0.26 (0.05)	524
2 adults, 2 children	0.18 (0.04)	-0.06 (0.01)	0.24 (0.04)	776
2 adults, 3 children	0.28 (0.06)	-0.07 (0.02)	0.35 (0.08)	257
2 adults, 4 children	-0.11 (0.11)	-0.07 (0.03)	-0.04 (0.11)	97
3 adults	0.13 (0.06)	-0.03 (0.02)	0.16 (0.05)	244
4 adults	0.16 (0.17)	-0.00 (0.04)	0.16 (0.17)	39
3 adults, 1 child	0.23 (0.10)	-0.06 (0.02)	0.29 (0.09)	109
4 adults, 1 child	0.05 (0.22)	0.05 (0.06)	0.01 (0.21)	23
All above households (weighted averages)	0.14 (0.02)	-0.05 (0.01)	0.19 (0.02)	4,365

TABLE 2

Estimates of income elasticities of demand for individual foods, 1977 (a)

	Income elasticities of expenditure	Income elasticities of quantity purchased
MILK AND CREAM:		
Liquid milk, full price	0.08 (0.02)	0.06 (0.02)
Condensed milk	-0.25 (0.13)	-0.24 (0.15)
Dried milk, branded	-1.33 (0.66)	-1.37 (0.66)
Instant milk	-0.21 (0.19)	-0.15 (0.20)
Yoghurt	0.80 (0.13)	0.80 (0.14)
Other milk	0.62 (0.41)	1.23 (0.62)
Cream	0.92 (0.13)	0.90 (0.11)
<i>Total milk and cream (b)</i>	<i>0.11 (0.01)</i>	<i>0.05 (0.01)</i>
CHEESE:		
Natural	0.37 (0.02)	0.34 (0.03)
Processed	0.15 (0.12)	0.17 (0.13)
<i>Total cheese</i>	<i>0.35 (0.03)</i>	<i>0.33 (0.03)</i>
MEAT AND MEAT PRODUCTS:		
Carcase meat		
Beef and veal	0.39 (0.06)	0.42 (0.08)
Mutton and lamb	0.40 (0.07)	0.34 (0.09)
Pork	0.48 (0.05)	0.46 (0.10)
<i>Total carcase meat</i>	<i>0.41 (0.05)</i>	<i>0.41 (0.05)</i>
Other meat and meat products		
Liver	-0.11 (0.11)	-0.11 (0.12)
Offals, other than liver	0.40 (0.16)	0.29 (0.21)
Bacon and ham, uncooked	0.25 (0.07)	0.20 (0.05)
Bacon and ham, cooked, including canned	0.12 (0.10)	0.11 (0.11)
Cooked poultry, including canned	1.19 (0.24)	1.14 (0.33)
Corned meat	-0.07 (0.07)	-0.07 (0.08)
Other cooked meat, not purchased in cans	-0.15 (0.15)	-0.19 (0.12)
Other canned meat and canned meat products	-0.09 (0.07)	-0.03 (0.09)
Broiler chicken, uncooked, including frozen	0.24 (0.12)	0.19 (0.12)
Other poultry, uncooked, including frozen	0.61 (0.27)	0.62 (0.25)
Rabbit and other meat	0.36 (0.38)	0.28 (0.13)
Sausages, uncooked, pork	0.03 (0.07)	0.02 (0.08)
Sausages, uncooked, beef	-0.13 (0.06)	-0.14 (0.06)
Meat pies and sausage rolls, ready-to-eat	0.13 (0.15)	0.15 (0.16)
Frozen convenience meats or frozen convenience meat products	0.26 (0.17)	0.30 (0.17)
Other meat products	0.27 (0.06)	0.08 (0.05)
<i>Total other meat and meat products</i>	<i>0.19 (0.03)</i>	<i>0.15 (0.04)</i>
FISH:		
White, filleted, fresh	-0.00 (0.09)	0.01 (0.08)
White, unfileted, fresh	0.60 (0.19)	0.53 (0.25)
White, uncooked, frozen	0.27 (0.28)	0.31 (0.30)
Herrings, filleted, fresh	0.61 (0.97)	0.21 (0.97)
Herrings, unfileted, fresh	-0.47 (0.48)	-0.83 (0.62)
Fat, fresh, other than herrings	1.57 (0.54)	1.43 (0.34)
White, processed	0.37 (0.11)	0.36 (0.16)
Fat, processed, filleted	0.65 (0.36)	0.65 (0.40)
Fat, processed, unfileted	1.02 (0.64)	0.82 (0.57)
Shellfish	2.04 (1.06)	1.74 (0.88)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
<i>FISH—continued</i>		
Cooked fish	-0.00 (0.06)	-0.05 (0.05)
Canned salmon	0.78 (0.16)	0.85 (0.18)
Other canned or bottled fish	0.55 (0.11)	0.41 (0.17)
Fish products, not frozen	-0.41 (0.31)	-0.51 (0.28)
Frozen convenience fish products	0.03 (0.08)	0.06 (0.13)
<i>Total fish</i>	<i>0.30 (0.05)</i>	<i>0.29 (0.06)</i>
<i>EGGS</i>		
	0.03 (0.02)	0.01 (0.02)
<i>FATS:</i>		
Butter	0.13 (0.05)	0.13 (0.05)
Margarine	-0.16 (0.06)	-0.21 (0.06)
Lard and compound cooking fat	-0.26 (0.08)	-0.34 (0.09)
Vegetable and salad oils	0.49 (0.28)	0.50 (0.31)
All other fats	0.11 (0.21)	0.07 (0.22)
<i>Total fats</i>	<i>0.03 (0.04)</i>	<i>-0.03 (0.04)</i>
<i>SUGAR AND PRESERVES:</i>		
Sugar	-0.17 (0.01)	-0.20 (0.02)
Jams, jellies and fruit curds	0.15 (0.05)	0.11 (0.05)
Marmalade	0.05 (0.14)	0.09 (0.14)
Syrup, treacle	0.38 (0.23)	0.34 (0.18)
Honey	0.24 (0.48)	0.29 (0.49)
<i>Total sugar and preserves</i>	<i>-0.07 (0.03)</i>	<i>-0.15 (0.01)</i>
<i>VEGETABLES:</i>		
<i>Old potatoes</i>		
January–August not prepacked	-0.33 (0.12)	-0.42 (0.12)
prepacked	-0.04 (0.18)	-0.09 (0.18)
<i>New potatoes</i>		
January–August not prepacked	-0.25 (0.10)	-0.34 (0.13)
prepacked	0.33 (0.22)	0.18 (0.31)
<i>Potatoes</i>		
September–December not prepacked	0.01 (0.13)	0.00 (0.12)
prepacked	0.52 (0.23)	0.43 (0.23)
<i>Total fresh potatoes</i>	<i>-0.20 (0.06)</i>	<i>-0.19 (0.06)</i>
Cabbage, fresh	0.03 (0.10)	0.03 (0.08)
Brussels sprouts, fresh	0.19 (0.10)	0.08 (0.07)
Cauliflowers, fresh	0.46 (0.06)	0.44 (0.08)
Leafy salads, fresh	0.64 (0.08)	0.41 (0.09)
Peas, fresh	0.24 (0.73)	-0.23 (0.28)
Beans, fresh	0.17 (0.15)	0.18 (0.17)
Other fresh green vegetables	0.32 (0.49)	0.65 (0.34)
<i>Total fresh green vegetables</i>	<i>0.31 (0.05)</i>	<i>0.18 (0.06)</i>
Carrots, fresh	0.23 (0.08)	0.12 (0.08)
Turnips and swedes, fresh	-0.26 (0.20)	-0.27 (0.20)
Other root vegetables, fresh	0.32 (0.25)	0.13 (0.18)
Onions, shallots, leeks, fresh	0.38 (0.07)	0.37 (0.06)
Cucumbers, fresh	0.56 (0.08)	0.53 (0.10)
Mushrooms, fresh	1.04 (0.08)	0.97 (0.10)
Tomatoes, fresh	0.34 (0.05)	0.30 (0.05)
Miscellaneous fresh vegetables	0.77 (0.31)	0.54 (0.15)
<i>Total other fresh vegetables</i>	<i>0.43 (0.04)</i>	<i>0.28 (0.04)</i>

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
VEGETABLES—continued		
Tomatoes, canned or bottled	0.41 (0.11)	0.40 (0.12)
Canned peas	-0.51 (0.13)	-0.52 (0.13)
Canned beans	-0.06 (0.04)	-0.05 (0.04)
Canned vegetables, other than pulses, potatoes or tomatoes	0.13 (0.11)	-0.04 (0.12)
Dried pulses, other than air-dried	-0.14 (0.16)	-0.14 (0.26)
Air-dried vegetables	-0.32 (0.48)	-0.41 (0.57)
Vegetable juices	1.43 (0.36)	1.52 (0.49)
Chips, excluding frozen	-0.09 (0.12)	-0.11 (0.11)
Instant potato	-0.29 (0.58)	-0.04 (0.53)
Canned potato	0.64 (0.28)	0.60 (0.34)
Crisps and other potato products, not frozen	0.23 (0.07)	0.21 (0.07)
Other vegetable products	0.87 (0.07)	0.82 (0.06)
Frozen peas	0.72 (0.12)	0.73 (0.12)
Frozen beans	0.67 (0.11)	0.64 (0.12)
Frozen chips and other frozen convenience potato products	0.79 (0.27)	0.80 (0.22)
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.80 (0.17)	0.83 (0.18)
<i>Total processed vegetables</i>	<i>0.24 (0.05)</i>	<i>0.14 (0.05)</i>
FRUIT:		
Fresh		
Oranges	0.45 (0.08)	0.43 (0.08)
Other citrus fruit	0.80 (0.10)	0.86 (0.08)
Apples	0.58 (0.08)	0.49 (0.06)
Pears	0.51 (0.18)	0.58 (0.18)
Stone fruit	0.73 (0.34)	0.37 (0.30)
Grapes	0.97 (0.24)	0.90 (0.21)
Soft fruit, other than grapes	1.13 (0.59)	0.52 (0.28)
Bananas	0.40 (0.07)	0.39 (0.06)
Rhubarb	-0.31 (0.49)	0.16 (0.15)
Other fresh fruit	1.54 (0.41)	1.56 (0.47)
<i>Total fresh fruit</i>	<i>0.58 (0.04)</i>	<i>0.50 (0.04)</i>
Canned peaches, pears and pineapples	0.26 (0.12)	0.24 (0.12)
Other canned or bottled fruit	0.58 (0.07)	0.58 (0.09)
Dried fruit and dried fruit products	0.46 (0.16)	0.43 (0.15)
Frozen fruit and frozen fruit products	1.83 (0.33)	2.13 (0.45)
Nuts and nut products	0.90 (0.16)	0.81 (0.19)
Fruit juices	1.25 (0.13)	1.47 (0.15)
<i>Total other fruit and fruit products</i>	<i>0.64 (0.08)</i>	<i>0.69 (0.07)</i>
CEREALS:		
White bread, large loaves, unsliced	-0.08 (0.04)	-0.13 (0.04)
White bread, large loaves, sliced	-0.19 (0.06)	-0.18 (0.06)
White bread, small loaves, unsliced	-0.22 (0.12)	-0.25 (0.11)
White bread, small loaves, sliced	-0.40 (0.24)	-0.38 (0.24)
Brown bread	0.28 (0.11)	0.30 (0.11)
Wholewheat and wholemeal bread	0.69 (0.31)	0.72 (0.30)
Other bread	0.15 (0.10)	0.07 (0.09)
<i>Total bread</i>	<i>-0.05 (0.03)</i>	<i>-0.08 (0.03)</i>
Flour	-0.19 (0.09)	-0.30 (0.09)
Buns, scones and teacakes	-0.08 (0.10)	-0.09 (0.11)
Cakes and pastries	0.23 (0.06)	0.16 (0.06)
Crispbread	0.57 (0.11)	0.49 (0.09)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
<i>CEREALS—continued</i>		
Biscuits, other than chocolate biscuits	0.02 (0.03)	-0.02 (0.03)
Chocolate biscuits	0.33 (0.10)	0.33 (0.08)
<i>Total cakes and biscuits</i>	<i>0.14 (0.04)</i>	<i>0.07 (0.04)</i>
Oatmeal and oat products	-0.24 (0.18)	-0.23 (0.19)
Breakfast cereals	0.19 (0.05)	0.16 (0.04)
Canned milk puddings	-0.47 (0.06)	-0.56 (0.09)
Other puddings	0.20 (0.36)	0.07 (0.34)
Rice	0.30 (0.34)	0.29 (0.31)
Cereal-based invalid foods (including "slim- ming" foods)	1.04 (1.06)	0.33 (1.66)
Infant cereal foods	-1.43 (0.33)	-1.35 (0.27)
Frozen convenience cereal foods	0.75 (0.24)	0.85 (0.27)
Cereal convenience foods, including canned, not specified elsewhere	0.21 (0.07)	0.03 (0.08)
Other cereal foods	0.37 (0.33)	0.40 (0.28)
<i>Total other cereals</i>	<i>0.14 (0.06)</i>	<i>0.03 (0.03)</i>
<i>BEVERAGES:</i>		
Tea	-0.10 (0.06)	-0.14 (0.06)
Coffee, bean and ground	1.52 (0.69)	1.43 (0.66)
Coffee, instant	0.43 (0.05)	0.41 (0.07)
Coffee, essences	-0.39 (0.20)	-0.28 (0.26)
Cocoa and drinking chocolate	0.31 (0.12)	0.44 (0.19)
Branded food drinks	-0.26 (0.14)	-0.19 (0.17)
<i>Total beverages</i>	<i>0.15 (0.03)</i>	<i>-0.02 (0.03)</i>
<i>MISCELLANEOUS:</i>		
Baby foods, canned or bottled	-0.92 (0.24)	-0.85 (0.27)
Soups, canned	-0.11 (0.05)	-0.17 (0.05)
Soups, dehydrated and powdered	0.22 (0.15)	0.22 (0.21)
Spreads and dressings	0.30 (0.07)	0.25 (0.05)
Pickles and sauces	0.46 (0.09)	0.39 (0.11)
Meat and yeast extracts	-0.24 (0.15)	-0.28 (0.16)
Table jellies, squares and crystals	-0.10 (0.19)	-0.12 (0.20)
Ice-cream (served as part of a meal), mousse All frozen convenience foods, not specified elsewhere	0.77 (0.20)	0.86 (0.19)
Salt	0.21 (0.45)	0.06 (0.59)
Novel protein foods	0.11 (0.20)	0.11 (0.18)
	0.40 (0.57)	-0.07 (0.57)
<i>ALL ABOVE FOODS</i>	<i>0.14 (0.02)</i>	<i>n.a.</i>

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

(b) Excluding welfare milk and school milk.

TABLE 3
Estimates of price elasticities of demand for certain foods, 1972-1977

	Food codes (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages			Purchases (I)	
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Mean	Range	Mean	Range	
MILK AND CREAM:										
Liquid milk, full price (g)	4	-0.18 (0.04)	S and A	0.28	0.66	2.95	2.16	4.48	4.18	4.75
Condensed milk	9	-0.35 (0.43)	S and A	0.01	0.55	3.06	2.73	0.16	0.09	0.22
Instant milk	12	-1.57 (0.41)	A	0.19	0.39	2.41	1.94	0.08	0.04	0.11
Yoghurt	13	-2.10 (0.31)	S	0.43	0.74	16.89	9.44	0.04	0.02	0.07
Cream	17	-0.23 (0.37)	S and A	0.01	0.64	22.47	19.73	0.03	0.02	0.05
CHEESE:										
Cheese, natural	22	-0.11 (0.29)	[S] and A	0.10	0.42	17.85	15.91	3.43	2.87	3.83
Cheese, processed	23	-0.94 (0.34)	A	0.01	0.45	21.64	18.81	0.29	0.18	0.40
Total cheese	22, 23	-0.23 (0.28)	[S] and [A]	0.01	0.39	18.14	16.13	3.72	3.17	4.10
MEAT:										
Beef and veal (g)	31	-1.31 (0.19)	S and A	0.46	0.81	26.49	20.76	7.42	5.38	12.30
Mutton and lamb (g)	36	-1.03 (0.19)	S and A	0.35	0.63	20.47	17.50	4.24	2.80	5.65
Pork (g)	41	-1.49 (0.20)	S and A	0.51	0.63	21.68	15.96	3.01	1.76	4.33
All carcase meat	31, 36, 41	-0.99 (0.16)	S and A	0.40	0.69	23.64	20.65	14.66	11.98	19.29
Liver	46	-1.00 (0.26)	S and A	0.22	0.52	19.04	13.41	0.76	0.55	0.95
Offals, other than liver	51	-0.73 (0.30)	S and A	0.10	0.60	14.27	9.34	0.59	0.18	0.59
All offals including liver	46, 51	-0.90 (0.27)	S and A	0.17	0.62	17.39	12.83	1.15	0.81	1.49
Bacon and ham, uncooked (g)	55	-0.60 (0.14)	A	0.22	0.56	23.46	18.79	27.99	3.64	5.13
Bacon and ham, cooked, including canned	58	-0.43 (0.11)	S	0.22	0.78	34.19	27.78	42.30	0.64	1.42
Poultry, cooked	59	-1.35 (0.28)	S and A	0.26	0.26	24.84	23.48	35.57	0.04	0.38
Corned meat	62	-1.25 (0.27)	S and A	0.28	0.87	28.76	19.35	37.07	0.20	0.93
Other canned meat, excluding corned meat	71	-0.37 (0.26)	[S] and A	0.03	0.67	14.53	12.41	17.05	1.04	2.24
Other cooked and canned meat	66, 71	-0.39 (0.25)	S and A	0.04	0.71	17.80	15.36	2.30	1.53	2.86
Broiler chicken, uncooked, including frozen (g)	73	-0.89 (0.25)	S and A	0.19	0.52	12.80	11.14	15.19	2.79	4.70
Other poultry, uncooked, including frozen	77	-0.08 (0.62)	S and [A]	...	0.50	12.86	11.08	16.80	0.84	6.19
Rabbit and other meat	78	-1.15 (0.41)	S and A	0.13	0.58	17.50	9.74	0.08	0.02	0.26
Sausages, uncooked, pork	79	-1.18 (0.43)	S and A	0.12	0.54	14.11	11.93	15.86	1.46	2.59
Sausages, uncooked, beef	80	-0.16 (0.43)	S and [A]	...	0.36	12.97	11.58	1.49	1.12	1.86
Sausages, pork and/or beef, uncooked	79, 80	-0.38 (0.36)	S and [A]	0.02	0.48	13.61	12.04	14.70	2.81	4.23
Meat pies, sausage rolls, ready-to-eat	83	-1.27 (0.44)	S and A	0.11	0.11	14.94	13.60	3.40	0.46	1.03

TABLE 3—continued

	Food codes (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages			Purchases (U)		
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Mean	Deflated prices (e)		Mean	Range	
							Min	Max		Min	Max
MEAT—continued											
Frozen convenience meats and frozen convenience meat products	88	-1.29 (0.31)	A	0.21	0.72	19.31	14.70	24.44	0.88	0.50	1.59
Meat products, other than cooked sausages	83, 88, 94	-0.33 (0.27)	A	0.02	0.40	17.28	15.39	19.50	3.84	3.22	4.78
All meat and meat products	31-41, 46-94	-0.39 (0.07)	S	0.38	0.56	20.17	18.37	23.35	36.97	33.19	42.86
FISH:											
Fresh white fish, filleted	100	-0.83 (0.42)	S and A	0.07	0.65	22.04	18.78	27.36	0.77	0.39	1.30
Fresh white fish, unfileted	105	-1.20 (0.36)	A	0.15	0.50	19.22	14.46	24.37	0.51	0.20	0.84
Frozen white fish	110	-1.06 (0.38)	A	0.11	0.41	24.01	17.68	30.35	0.36	0.20	0.60
Fresh fat fish, other than herrings	113	-0.27 (0.18)	A	0.03	0.16	17.84	9.12	41.83	0.10	0.02	0.30
Processed white fish	114	-1.12 (0.25)	[S]	0.26	0.37	21.86	14.05	26.66	0.21	0.12	0.35
Uncooked white fish, including smoked and frozen	100, 105 110, 114	-0.93 (0.16)	S	0.38	0.57	21.61	18.66	26.08	1.85	1.19	2.45
Processed fat fish, filleted	115	-0.47 (0.34)	S and [A]	0.03	0.33	20.16	12.42	30.20	0.10	0.03	0.19
Processed fat fish, unfileted	116	-0.34 (0.33)	S and A	0.02	0.50	13.75	9.30	37.16	0.09	0.03	0.21
Shellfish	117	-0.75 (0.26)	A	0.12	0.43	38.98	26.54	55.57	0.06	0.02	0.20
Cooked fish	118	-1.65 (0.43)	A	0.19	0.69	24.26	17.94	28.49	0.72	0.36	1.45
Canned salmon	119	-1.85 (0.41)	S and A	0.27	0.81	41.59	34.24	61.40	0.24	0.07	0.49
Other canned or bottled fish	120	-0.53 (0.20)	S and A	0.11	0.76	18.44	14.99	23.91	0.39	0.21	0.62
All canned and bottled fish	119, 120	-0.09 (0.28)	S and A	0.11	0.60	26.49	20.73	31.91	0.63	0.40	0.92
Fish products, not frozen	123	-0.87 (0.23)	[S] and A	0.21	0.49	26.84	19.96	36.04	0.13	0.07	0.20
Uncooked white fish and fish products, not frozen	100, 105, 114, 123	-1.10 (0.24)	S and A	0.27	0.71	21.50	18.29	25.11	1.62	1.13	2.25
Frozen white fish and frozen convenience fish products	110, 127	-0.48 (0.36)	A	0.03	0.35	21.27	18.25	24.76	1.09	0.59	1.51
Fish products (including frozen) and cooked fish	118, 123, 127	-0.45 (0.41)	S and A	0.02	0.58	22.32	19.08	25.44	1.59	1.06	2.31
All convenience fish	118, 119, 120, 123, 127	-0.51 (0.32)	S and A	0.04	0.66	23.48	21.42	26.58	2.22	1.57	3.02
EGGS	129	-0.11 (0.05)	S and A	0.07	0.57	1.28	0.98	1.98	3.99	3.50	4.47
FATS:											
Butter (g)	135	-0.30 (0.08)	S and A	0.23	0.79	12.74	10.30	18.40	5.18	4.25	6.12

TABLE 3—continued

	Food codes (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages					
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)			Purchases (f)		
						Mean	Range	Min	Max	Mean	Range
FATS—continued											
Margarine (g)	138	-0.58 (0.22)	S and A	0.11	0.73	8.64	7.54	10.61	3.08	1.91	4.09
Lard and compound cooking fat	139	-0.11 (0.13)	S and [A]	0.01	0.53	6.81	5.39	9.16	1.89	1.54	2.63
Vegetable and salad oils	143	-0.96 (0.39)	A	0.08	0.19	12.70	9.97	18.55	0.66	0.34	1.28
All other fats	148	-0.87 (0.23)	S and A	0.21	0.69	12.29	9.82	16.85	0.31	0.17	0.47
SUGAR AND PRESERVES:											
Sugar	150	-0.47 (0.08)	S and A	0.41	0.79	3.55	2.54	6.32	12.98	9.29	16.77
Jams, jellies and fruit curds	151	-0.26 (0.40)	S and [A]	0.01	0.41	8.03	7.09	9.71	1.13	0.82	1.45
Marmalade	152	-1.39 (0.47)	[S] and A	0.14	0.45	7.26	6.41	8.98	0.82	0.57	1.14
Syrup and treacle	153	-0.33 (0.24)	S	0.03	0.39	6.15	4.71	8.84	0.27	0.13	0.44
Honey	154	-0.39 (0.45)	[S]	0.01	0.20	15.81	12.51	19.61	0.18	0.03	0.56
VEGETABLES:											
Potatoes, excluding potato products	156-161	-0.17 (0.04)	S and A	0.29	0.84	2.04	0.95	5.29	39.51	24.31	53.27
Cabbages	162	-0.15 (0.09)	S and A	0.05	0.42	3.11	1.60	5.76	3.50	2.50	4.99
Brussels sprouts (h)	163	-0.83 (0.19)	S and A	0.44	0.87	3.94	2.43	6.32	2.78	0.69	4.44
Cauliflowers	164	-1.98 (0.18)	S and A	0.68	0.87	4.07	2.42	6.87	2.31	0.20	5.21
Leafy salads	167	-0.46 (0.14)	S and A	0.17	0.97	11.20	5.29	18.18	1.02	0.26	2.22
Peas, fresh (i)	168	-3.60 (0.81)	[S] and A	0.69	0.88	4.59	2.52	7.06	0.82	0.03	2.10
Beans, fresh (j)	169	-1.87 (0.25)	S and A	0.74	0.94	5.58	3.07	8.52	0.90	0.13	2.26
Other fresh green vegetables	171	-0.51 (0.32)	S	0.04	0.68	5.75	3.04	11.73	0.09	0.01	0.42
Brussicas	162, 163, 164, 171	-0.67 (0.06)	S and A	0.73	0.92	3.56	2.38	5.76	7.37	4.43	10.39
Carrots	172	-0.49 (0.07)	S and A	0.50	0.92	3.14	1.43	6.73	2.68	0.94	4.43
Turnips and swedes, fresh	173	-1.05 (0.30)	S and A	0.19	0.95	2.65	1.65	5.03	1.04	0.04	2.42
Other root vegetables, fresh	174	-0.98 (0.23)	S	0.23	0.80	4.81	3.01	8.37	0.56	0.16	0.92
Onions, shallots and leeks, fresh	175	-0.36 (0.06)	S	0.42	0.79	4.21	1.86	7.63	2.60	1.86	3.90
Cucumbers	176	-0.42 (0.18)	S	0.09	0.95	8.73	5.51	13.02	0.75	0.23	1.72
Mushrooms	177	-0.21 (0.13)	S	0.04	0.42	15.78	12.44	35.52	0.44	0.31	0.58
Tomatoes, fresh	178	-0.20 (0.12)	S and A	0.05	0.95	10.39	5.13	17.23	3.16	1.16	5.76
Miscellaneous fresh vegetables	183	-0.95 (0.18)	S	0.32	0.86	6.73	3.14	13.04	1.00	0.22	1.87
Tomatoes, canned and bottled	184	-0.21 (0.25)	S and A	0.01	0.61	5.60	4.37	7.47	1.00	0.57	1.45
Canned peas	185	-1.07 (0.36)	[S] and A	0.14	0.49	4.33	3.78	4.88	2.79	1.97	3.61
Canned beans	188	-0.62 (0.19)	[S] and [A]	0.17	0.48	4.77	4.05	5.85	3.82	3.09	4.45

TABLE 3—continued

	Food codes (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages						
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)			Purchases (f)			
						Mean	Min	Max	Mean	Min	Max	
VEGETABLES—continued												
Canned vegetables, other than pulses, potatoes or tomatoes	191	-1.42 (0.30)	S and A	0.25	0.25	6.03	5.18	7.11	1.27	0.70	1.89	
Dried pulses, other than air-dried	192	-1.58 (0.34)	A	0.29	0.74	8.47	6.18	11.38	0.33	0.11	0.84	
Vegetable juices	196	-1.24 (0.21)	S and A	0.34	0.43	10.38	8.81	21.51	0.11	0.03	0.26	
Chips excluding frozen	197	-0.79 (0.17)	S and A	0.29	0.81	11.31	7.36	17.86	0.97	0.50	1.46	
Instant potato	198	-1.05 (0.41)	A	0.11	0.60	21.31	14.78	29.20	0.11	0.03	0.28	
Canned potato	199	-1.52 (0.61)	S and A	0.09	0.28	5.90	4.26	7.45	0.23	0.04	0.52	
Crisps and other potato products not frozen	200	-0.73 (0.17)	S and A	0.25	0.66	23.56	17.00	28.28	0.51	0.35	0.75	
Other vegetable products	202	-0.59 (0.30)	S and A	0.07	0.62	13.12	9.31	17.25	0.25	0.12	0.43	
Frozen peas	203	-1.04 (0.32)	S and A	0.17	0.65	7.94	6.60	9.68	1.41	0.79	2.25	
Frozen beans	204	-1.04 (0.26)	S	0.21	0.65	10.08	6.56	12.55	0.45	0.18	0.83	
Frozen chips and other frozen convenience potato products	205	-1.49 (0.31)	A	0.26	0.53	7.38	5.36	10.40	0.52	0.16	1.46	
All frozen vegetables and frozen vegetable products, not specified elsewhere	208	-2.40 (0.39)	S and A	0.41	0.76	10.54	8.48	12.52	0.56	0.16	1.35	
All frozen vegetables (g)	203, 204, 205, 208	-1.44 (0.37)	S and A	0.22	0.68	8.60	7.38	10.38	2.93	1.64	4.86	
FRUIT:												
Oranges (g)	210	-0.85 (0.22)	S and A	0.22	0.94	4.79	4.03	6.42	3.28	1.60	6.26	
Other citrus fruit	214	-1.28 (0.31)	S and A	0.24	0.90	5.51	3.44	7.72	1.58	0.47	3.39	
Apples (g)	217	-0.64 (0.06)	S	0.67	0.82	5.63	3.86	8.15	6.03	3.05	7.73	
Pears (g)	218	-1.71 (0.26)	S and A	0.45	0.76	5.80	3.92	7.79	0.70	0.21	1.38	
Stone fruit, fresh (f)	221	-2.15 (0.88)	S and [A]	0.24	0.92	8.65	4.91	14.86	1.18	0.04	3.16	
Grapes, fresh	222	-2.06 (0.26)	S	0.51	0.89	12.24	6.51	25.34	0.29	0.02	0.91	
Soft fruit, fresh, other than grapes (f)	227	-3.66 (0.93)	S and [A]	0.63	0.91	10.91	8.38	18.29	1.36	0.07	3.78	
Bananas	228	-0.98 (0.31)	S and A	0.16	0.65	5.55	4.80	6.39	2.86	1.84	3.77	
Rhubarb (h)	229	-0.42 (0.42)	S and A	0.03	0.72	4.40	1.33	8.06	0.23	0.03	0.47	
Other fresh fruit (i)	231	-0.59 (0.38)	S	0.05	0.84	7.35	4.13	18.35	0.47	0.02	1.93	
Canned peaches, pears and pineapples	233	-0.94 (0.26)	S and A	0.19	0.83	6.79	5.26	8.15	1.83	1.14	3.08	
All canned and bottled fruit	233, 236	-0.50 (0.26)	S and A	0.06	0.80	7.12	5.91	8.39	3.81	2.73	5.28	
Dried fruit and dried fruit products	240	-0.39 (0.11)	S	0.18	0.88	10.89	7.52	14.12	0.99	0.45	2.28	
Fruit juices	248	-1.00 (0.14)	S	0.46	0.60	8.22	6.32	11.74	1.21	0.68	2.04	

TABLE 3—continued

	Food codes (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages				
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)		
						Mean	Range	Mean	Range	
					Min	Max	Mean	Min	Max	
CEREALS:										
All bread	251-256, 263	-0.03 (0.14)	S	0.12	0.26	4.20	3.89	33.43	24.49	36.51
Flour	264	-0.78 (0.29)	S and A	0.58	0.38	2.52	2.00	5.69	3.82	9.84
Crispbread	271	-0.13 (0.44)	S and A	0.55	0.55	11.63	9.25	0.26	0.12	0.50
Biscuits, other than chocolate biscuits	274	-0.19 (0.16)	S and A	0.03	0.67	9.74	8.56	4.34	3.36	4.89
Chocolate biscuits	277	-0.70 (0.18)	S and A	0.23	0.77	18.82	15.64	1.05	0.77	1.43
All biscuits	271, 274, 277	-0.18 (0.09)	S	0.07	0.67	11.90	10.46	5.64	4.54	6.61
Oatmeal and oat products (g)	281	-1.00 (0.33)	S and A	0.15	0.81	5.93	4.71	0.51	0.14	0.88
Breakfast cereals (g)	282	-0.45 (0.33)	S and A	0.03	0.59	9.41	8.70	3.04	2.26	3.79
Canned milk puddings	285	-0.67 (0.90)	A	0.03	0.28	4.20	3.66	1.55	1.08	2.00
Puddings other than canned milk puddings	286	-1.00 (0.32)	S and A	0.03	0.88	11.79	8.90	0.27	0.06	0.73
Rice	287	-0.08 (0.35)	[S] and A	0.15	0.34	6.71	4.72	0.57	0.26	1.01
Infant cereal foods	291	-0.52 (0.22)	[S]	0.09	0.23	18.80	13.28	0.09	0.04	0.17
Frozen convenience cereal foods	294	-0.42 (0.38)	[S] and A	0.02	0.64	14.80	11.62	0.23	0.07	0.42
Cereal convenience foods (including canned not specified elsewhere)	299	-0.54 (0.17)	A	0.14	0.41	8.92	7.57	1.98	1.65	2.57
Other cereal foods	301	-0.99 (0.40)	S and A	0.10	0.53	7.54	5.91	0.31	0.17	0.50
All cereals	251-301	-0.25 (0.12)	S and [A]	0.07	0.43	6.06	5.60	57.76	52.88	61.92
BEVERAGES:										
Tea (g)	304	-0.43 (0.10)	A	0.23	0.31	20.38	15.47	2.18	1.70	2.89
Coffee, bean and ground	307	-0.41 (0.13)	S	0.12	0.12	38.43	25.41	0.09	0.04	0.20
Instant coffee (g)	308	-0.52 (0.03)	[S] and A	0.62	0.67	67.90	49.89	0.46	0.27	0.65
Coffee essences (g)	309	-1.70 (0.49)	S and [A]	0.18	0.47	25.51	18.25	0.05	0.01	0.12
Cocoa and drinking chocolate (g)	312	-1.10 (0.49)	S and A	0.09	0.53	15.19	11.86	0.16	0.07	0.35
Branded food drinks	313	-0.94 (0.75)	S and A	0.03	0.44	17.67	14.14	0.17	0.06	0.31

TABLE 3—continued

	Food codes (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages				
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)		
						Mean	Range Min Max	Mean	Range Min Max	
MISCELLANEOUS:										
Baby foods, canned and bottled	315	-0.86 (0.63)	S	0.03	9.40	7.47	11.20	0.52	0.18	1.13
Canned soups	318	-0.60 (0.35)	S and A	0.05	5.11	4.65	5.71	3.23	1.66	5.02
Dehydrated and powdered soups	319	-0.89 (0.29)	S	0.13	28.40	20.39	35.52	0.12	0.05	0.25
Spreads and dressings	323	-0.83 (0.27)	S	0.14	13.54	11.48	17.03	0.30	0.10	0.71
Pickles and sauces	327	-1.02 (0.38)	S and A	0.12	8.90	8.06	9.70	1.62	1.15	3.19
Ment and yeast extracts	328	-1.14 (0.28)	S and A	0.24	42.66	33.27	56.77	0.16	0.08	0.25
Table jelly, squares and crystals	329	-0.05 (0.33)	S and A	0.01	11.31	9.34	13.85	0.39	0.21	0.60
Ice-cream (served as part of a meal), mousse	332	-1.80 (0.16)	S	0.69	7.88	6.15	10.54	1.46	0.57	3.32

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

(b) Calculated from monthly Survey data from 1972 to 1977 except where otherwise stated. The figures in brackets are estimates of the standard errors.

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

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

(e) Pence per lb deflated to January 1962 general price level, except for pence per pint of milk, yoghurt, cream, vegetable and salad oils, vegetable juices, fruit juices, coffee essences; per equivalent pint of condensed and instant milk; per one-tenth gallon of ice-cream; per egg.

(f) Ounces per person per week except for pints of milk, yoghurt, cream, fluid ounces of vegetable and salad oils, vegetable juices, fruit juices, coffee essences, ice-cream; equivalent pints of condensed and instant milk; number of eggs.

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

(h) Calculated from data for January to March and October to December 1972 to 1977.

(i) Calculated from data for June to August, 1972 to 1977.

(j) Calculated from data for June to October, 1972 to 1977.

(k) Calculated from data for January to August, 1972 to 1977.

(l) Calculated from data for April to December 1972 to 1977.

TABLE 4

Annual indices of average deflated prices (a), purchases and demand,
1972-1977

(average for the whole period = 100)

	Food codes (b)		1972	1973	1974	1975	1976	1977
Liquid milk—full price (e)	4	Prices	114	108	83	88	102	110
		Purchases	98	101	101	102	102	96
		Demand (c)	100	102	98	100	102	98
		Demand (d)	100	102	98	100	102	98
Condensed milk	9	Prices	103	97	97	102	103	98
		Purchases	120	109	104	90	93	88
		Demand (c)	121	108	103	90	94	88
		Demand (d)	119	108	103	91	95	88
Dried milk, branded	11	Prices	95	97	96	104	105	103
		Purchases	158	130	106	90	87	59
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Instant milk	12	Prices	99	98	107	104	100	92
		Purchases	108	86	89	86	107	130
		Demand (c)	107	84	99	92	107	114
		Demand (d)	106	84	100	92	107	114
Yoghurt	13	Prices	110	104	98	101	96	92
		Purchases	76	100	110	98	109	113
		Demand (c)	92	108	107	99	101	95
		Demand (d)	95	108	106	98	99	95
Cream	17	Prices	105	98	96	100	100	102
		Purchases	100	112	106	102	89	93
		Demand (c)	102	111	105	102	89	94
		Demand (d)	106	111	103	100	87	94
Cheese, natural	22	Prices	109	104	100	94	94	101
		Purchases	94	99	100	102	102	104
		Demand (c)	95	99	100	102	101	104
		Demand (d)	96	99	100	101	100	104
Cheese, processed	23	Prices	108	104	100	95	96	98
		Purchases	105	117	96	100	101	85
		Demand (c)	113	121	96	95	97	83
		Demand (d)	114	121	96	95	96	83
Total cheese	22, 23	Prices	109	104	100	94	94	100
		Purchases	95	100	100	102	102	102
		Demand (c)	97	101	100	101	100	102
		Demand (d)	98	101	99	100	100	102
Beef and veal (e)	31	Prices	100	118	105	92	96	92
		Purchases	93	85	99	113	103	109
		Demand (c)	93	105	106	102	97	98
		Demand (d)	94	105	105	102	96	98
Mutton and lamb (e)	36	Prices	93	111	108	94	97	98
		Purchases	115	102	95	100	98	92
		Demand (c)	107	114	103	94	95	89
		Demand (d)	108	114	102	94	95	89
Pork (e)	41	Prices	96	112	102	102	100	90
		Purchases	103	100	105	91	93	109
		Demand (c)	97	118	109	93	92	93
		Demand (d)	99	118	108	93	92	93

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
All carcase meat	31, 36, 41	Prices	96	113	105	95	97	94
		Purchases	101	93	99	104	99	104
		Demand (c)	97	105	104	100	96	97
		Demand (d)	99	105	104	99	96	97
Liver	46	Prices	98	115	121	103	90	79
		Purchases	106	96	90	99	102	108
		Demand (c)	105	110	109	102	91	86
		Demand (d)	106	110	109	101	91	86
Offals, other than liver	51	Prices	101	118	108	97	90	89
		Purchases	107	106	98	100	96	93
		Demand (c)	108	119	104	98	89	85
		Demand (d)	108	119	104	98	89	85
All offals, including liver	46, 51	Prices	99	115	116	102	90	82
		Purchases	106	99	93	99	100	103
		Demand (c)	106	113	106	100	91	87
		Demand (d)	106	113	106	100	90	87
Bacon and ham, uncooked (e)	55	Prices	86	107	108	104	104	93
		Purchases	110	104	98	94	94	101
		Demand (c)	100	108	102	96	96	97
		Demand (d)	102	108	102	96	96	97
Bacon and ham, cooked, including canned	58	Prices	99	110	111	99	96	87
		Purchases	98	96	97	102	102	106
		Demand (c)	97	100	102	102	100	100
		Demand (d)	99	100	102	101	99	100
Poultry, cooked	59	Prices	90	92	113	108	99	100
		Purchases	112	113	86	91	99	103
		Demand (c)	98	101	101	101	98	102
		Demand (d)	99	101	100	101	97	102
Corned meat	62	Prices	103	105	125	97	89	85
		Purchases	85	102	72	106	116	131
		Demand (c)	88	108	95	103	101	107
		Demand (d)	88	108	94	102	101	107
Other cooked meat, not canned	66	Prices	97	104	109	100	98	93
		Purchases	113	102	109	106	90	84
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other canned meat, excluding corned meat	71	Prices	98	109	112	97	94	92
		Purchases	113	112	103	97	98	80
		Demand (c)	112	116	107	96	96	78
		Demand (d)	111	116	108	96	96	78
Other cooked and canned meat	66, 71	Prices	97	106	112	99	94	93
		Purchases	113	110	104	99	96	81
		Demand (c)	112	112	109	99	94	79
		Demand (d)	111	112	109	99	94	79
Broiler chicken, uncooked, including frozen (e)	73	Prices	90	107	103	100	99	101
		Purchases	95	101	95	98	105	105
		Demand (c)	87	108	98	98	105	106
		Demand (d)	88	108	98	98	104	106
Other poultry, uncooked, including frozen	77	Prices	92	105	105	101	98	101
		Purchases	100	105	82	100	105	109
		Demand (c)	100	105	83	100	105	109
		Demand (d)	103	105	82	99	103	109

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Rabbit and other meat	78	Prices	100	110	112	87	91	102
		Purchases	99	129	88	92	121	80
		Demand (c)	100	145	100	79	108	81
		Demand (d)	99	145	100	79	109	81
Sausages, uncooked, pork	79	Prices	98	108	106	98	98	93
		Purchases	109	103	101	93	96	100
		Demand (c)	107	112	107	91	94	92
		Demand (d)	108	112	107	91	93	92
Sausages, uncooked, beef	80	Prices	97	109	107	98	98	93
		Purchases	98	98	104	99	97	105
		Demand (c)	98	99	105	98	97	103
		Demand (d)	97	99	105	99	97	103
Sausages, pork and/or beef, uncooked	79, 80	Prices	98	108	106	98	98	93
		Purchases	104	100	102	95	97	102
		Demand (c)	103	104	104	94	96	99
		Demand (d)	104	104	104	94	96	99
Meat pies, sausage rolls, ready-to-eat	83	Prices	96	101	104	101	101	98
		Purchases	101	103	91	103	100	103
		Demand (c)	96	104	95	104	101	100
		Demand (d)	97	104	95	104	101	100
Frozen convenience meats and frozen convenience meat products	88	Prices	104	112	111	91	92	92
		Purchases	75	82	86	104	130	138
		Demand (c)	79	95	99	92	117	124
		Demand (d)	81	95	98	92	116	124
Meat products, other than cooked sausages	83, 88, 94	Prices	94	105	107	97	99	99
		Purchases	95	96	96	101	104	109
		Demand (c)	93	98	98	99	103	109
		Demand (d)	94	98	98	99	103	109
All meat and meat products	31-41 46-94	Prices	95	109	107	98	98	94
		Purchases	101	98	97	100	100	104
		Demand (c)	99	102	100	100	99	101
		Demand (d)	100	102	99	99	98	101
Fresh white fish, filleted	100	Prices	90	104	109	96	98	105
		Purchases	128	100	85	88	102	103
		Demand (c)	116	103	91	85	100	108
		Demand (d)	119	103	90	85	99	108
Fresh white fish, unfilleted	105	Prices	95	108	111	100	92	96
		Purchases	105	112	118	126	82	70
		Demand (c)	98	123	134	126	74	66
		Demand (d)	98	123	134	127	74	66
Frozen white fish	110	Prices	91	104	115	94	94	103
		Purchases	89	94	79	103	134	108
		Demand (c)	81	98	92	96	126	112
		Demand (d)	84	98	92	95	125	112
Fresh herrings, unfilleted	112	Prices	92	104	98	95	100	112
		Purchases	158	123	112	83	88	63
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Fresh fat fish, other than herrings	113	Prices	100	107	109	98	89	99
		Purchases	87	117	75	109	94	128
		Demand (c)	87	119	77	108	91	128
		Demand (d)	88	119	77	108	91	128

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Processed white fish	114	Prices	86	103	109	99	97	107
		Purchases	110	112	88	102	101	89
		Demand (c)	93	116	97	101	98	96
		Demand (d)	96	115	97	100	97	96
Uncooked white fish, including smoked and frozen	100, 105, 110, 114	Prices	91	104	109	96	97	104
		Purchases	111	102	92	102	101	94
		Demand (c)	101	106	100	99	98	97
		Demand (d)	102	106	99	98	98	97
Processed fat fish, filleted	115	Prices	81	103	105	110	97	107
		Purchases	83	106	103	82	123	108
		Demand (c)	75	108	106	86	121	112
		Demand (d)	75	108	106	86	121	112
Processed fat fish, un-filleted	116	Prices	89	104	104	103	94	107
		Purchases	119	113	130	95	87	69
		Demand (c)	115	114	132	96	85	71
		Demand (d)	120	114	131	95	84	71
Fat fish	111, 112, 113, 115, 116	Prices	88	102	104	102	96	108
		Purchases	102	112	106	90	97	94
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Shellfish	117	Prices	93	105	95	105	99	103
		Purchases	64	89	91	130	133	112
		Demand (c)	60	93	87	135	132	115
		Demand (d)	65	92	86	132	128	115
Cooked fish	118	Prices	82	98	107	103	103	110
		Purchases	145	105	106	94	92	71
		Demand (c)	104	101	120	98	96	84
		Demand (d)	105	101	119	98	96	84
Canned salmon	119	Prices	87	95	123	95	97	106
		Purchases	172	127	84	124	71	62
		Demand (c)	132	115	123	114	67	69
		Demand (d)	134	115	123	114	67	69
Other canned or bottled fish	120	Prices	108	95	104	96	96	100
		Purchases	73	98	103	103	122	108
		Demand (c)	76	96	106	101	120	108
		Demand (d)	77	96	105	101	119	108
All canned and bottled fish	119, 120	Prices	110	101	110	100	88	94
		Purchases	105	106	94	107	101	89
		Demand (c)	106	106	95	107	100	88
		Demand (d)	107	106	95	107	100	88
Fish products, not frozen	123	Prices	94	95	110	99	102	100
		Purchases	105	108	99	107	102	81
		Demand (c)	99	103	108	106	104	81
		Demand (d)	99	103	108	106	105	81
Uncooked white fish and fish products, not frozen	100, 105, 114, 123	Prices	91	104	109	98	97	103
		Purchases	115	104	96	102	95	90
		Demand (c)	104	108	105	99	92	92
		Demand (d)	105	108	105	99	92	92
Frozen convenience fish products	127	Prices	101	103	107	92	95	102
		Purchases	122	122	114	115	70	73
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Frozen white fish and frozen convenience fish products	110, 127	Prices	97	103	109	93	95	103
		Purchases	96	97	88	96	116	109
		Demand (c)	95	99	92	93	113	111
		Demand (d)	95	99	92	93	113	111
Fish products (including frozen) and cooked fish	118, 123, 127	Prices	91	100	109	99	99	104
		Purchases	120	102	99	93	100	89
		Demand (c)	115	102	103	93	99	90
		Demand (d)	115	102	103	93	99	90
All convenience fish	118, 119, 120, 123, 127	Prices	96	101	109	100	95	100
		Purchases	115	103	98	97	100	89
		Demand (c)	113	103	102	97	98	89
		Demand (d)	113	103	102	97	97	89
Eggs	129	Prices	86	116	119	97	94	92
		Purchases	105	102	99	100	99	95
		Demand (c)	104	104	101	99	98	95
		Demand (d)	104	104	101	99	98	95
Butter (e)	135	Prices	124	94	85	87	104	111
		Purchases	92	101	109	109	100	91
		Demand (c)	98	100	104	105	101	94
		Demand (d)	99	100	104	104	101	94
Margarine (e)	138	Prices	97	92	108	108	94	102
		Purchases	117	102	84	86	101	114
		Demand (c)	115	98	88	90	97	115
		Demand (d)	114	98	88	90	98	115
Lard and compound cooking fat	139	Prices	87	89	121	115	94	98
		Purchases	101	98	97	105	99	100
		Demand (c)	99	97	100	106	98	100
		Demand (d)	98	97	100	107	99	100
Vegetable and salad oils	143	Prices	98	90	117	116	89	94
		Purchases	91	119	109	97	93	94
		Demand (c)	89	108	127	111	83	89
		Demand (d)	92	108	126	110	82	89
All other fats	148	Prices	88	92	107	104	102	109
		Purchases	106	95	107	97	96	100
		Demand (c)	94	89	113	100	98	108
		Demand (d)	95	89	113	100	97	108
Sugar	150	Prices	83	79	89	150	112	100
		Purchases	118	108	101	88	95	94
		Demand (c)	108	97	96	106	100	94
		Demand (d)	107	97	96	106	101	94
Jams, jellies and fruit curds	151	Prices	94	93	98	114	102	100
		Purchases	102	102	101	104	95	97
		Demand (c)	101	100	100	107	95	97
		Demand (d)	99	100	101	108	96	97
Marmalade	152	Prices	95	92	97	116	102	100
		Purchases	102	110	105	100	89	97
		Demand (c)	94	98	100	122	91	96
		Demand (d)	94	98	100	122	91	96
Syrup, treacle	153	Prices	90	89	93	127	106	100
		Purchases	121	88	103	93	95	104
		Demand (c)	116	85	100	100	97	104
		Demand (d)	115	85	101	101	97	104

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Honey	154	Prices	88	107	114	102	94	97
		Purchases	110	114	91	93	111	85
		Demand (c)	105	117	95	94	108	84
		Demand (d)	106	117	95	93	108	84
Syrup, treacle and honey	153, 154	Prices	87	107	101	112	102	93
		Purchases	115	97	100	92	101	95
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
All preserves	151-154	Prices	93	95	99	114	102	98
		Purchases	105	103	102	100	94	96
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Potatoes, excluding potato products	156-161	Prices	71	76	80	109	197	107
		Purchases	108	109	109	104	81	93
		Demand (c)	102	104	105	106	91	94
		Demand (d)	101	104	105	106	91	94
Cabbages	162	Prices	90	95	109	102	104	101
		Purchases	103	106	100	101	103	87
		Demand (c)	102	106	101	102	104	87
		Demand (d)	102	106	101	102	104	87
Brussels sprouts	163	Prices	86	98	105	98	112	103
		Purchases	134	122	105	84	84	83
		Demand (c)	118	121	109	83	92	85
		Demand (d)	118	121	109	82	92	85
Cauliflowers	164	Prices	99	97	101	99	97	107
		Purchases	119	111	127	98	79	77
		Demand (c)	115	104	129	96	75	89
		Demand (d)	116	104	129	96	75	89
Leafy salads	167	Prices	98	104	106	105	98	90
		Purchases	102	107	99	107	95	91
		Demand (c)	101	108	101	110	94	87
		Demand (d)	105	108	101	108	93	87
Peas, fresh	168	Prices	100	98	115	104	99	86
		Purchases	127	102	169	67	79	87
		Demand (c)	125	96	284	75	77	50
		Demand (d)	125	96	284	75	77	50
Beans, fresh	169	Prices	104	102	96	120	87	93
		Purchases	120	105	131	77	98	81
		Demand (c)	129	110	121	108	76	71
		Demand (d)	130	110	120	108	75	71
Other fresh green vegetables	171	Prices	94	95	104	98	93	117
		Purchases	89	126	113	93	91	92
		Demand (c)	86	124	116	92	88	100
		Demand (d)	86	124	116	92	88	100
Brassicas	162, 163, 164, 171	Prices	93	96	107	100	101	105
		Purchases	112	111	107	95	92	86
		Demand (c)	107	108	112	95	92	89
		Demand (d)	107	108	112	95	92	89
Carrots	172	Prices	88	96	100	117	100	102
		Purchases	101	102	101	90	109	98
		Demand (c)	95	100	101	97	109	99
		Demand (d)	95	100	101	97	109	99

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Turnips and swedes, fresh	173	Prices	98	97	102	97	104	101
		Purchases	84	101	117	116	102	85
		Demand (c)	83	98	120	113	107	86
		Demand (d)	81	98	120	114	108	85
Other root vegetables, fresh	174	Prices	93	104	100	112	98	94
		Purchases	111	101	102	82	100	107
		Demand (c)	103	105	101	92	98	101
		Demand (d)	105	105	101	91	98	101
Onions, shallots and leeks, fresh	175	Prices	86	111	101	97	114	95
		Purchases	103	98	104	98	94	102
		Demand (c)	98	101	105	97	99	100
		Demand (d)	98	101	104	97	98	100
Cucumbers	176	Prices	102	108	105	102	95	88
		Purchases	94	100	100	100	97	110
		Demand (c)	95	103	103	101	95	104
		Demand (d)	98	103	102	100	93	104
Mushrooms	177	Prices	102	100	108	93	97	100
		Purchases	93	103	99	103	99	104
		Demand (c)	93	103	101	101	98	104
		Demand (d)	97	103	100	100	97	104
Tomatoes, fresh	178	Prices	106	108	103	100	93	91
		Purchases	104	103	102	103	92	96
		Demand (c)	105	105	103	103	91	95
		Demand (d)	107	105	102	102	90	95
Miscellaneous fresh vegetables	183	Prices	103	100	111	92	93	102
		Purchases	89	105	92	111	105	99
		Demand (c)	91	105	102	103	99	101
		Demand (d)	95	105	101	102	97	101
Tomatoes, canned and bottled	184	Prices	85	101	130	111	90	89
		Purchases	95	90	97	95	107	118
		Demand (c)	92	90	103	97	104	116
		Demand (d)	92	90	103	97	104	116
Canned peas	185	Prices	100	94	103	106	100	98
		Purchases	106	101	101	100	102	91
		Demand (c)	105	94	104	105	102	90
		Demand (d)	103	94	105	106	103	90
Canned beans	188	Prices	100	92	115	107	98	90
		Purchases	97	100	94	100	105	104
		Demand (c)	97	95	103	104	103	98
		Demand (d)	97	95	103	105	103	98
Canned vegetables, other than pulses, potatoes or tomatoes	191	Prices	95	96	96	100	105	108
		Purchases	95	110	105	100	103	88
		Demand (c)	89	104	99	100	110	98
		Demand (d)	89	104	99	101	110	98
Dried pulses, other than air-dried	192	Prices	87	89	124	109	95	99
		Purchases	120	107	97	97	94	88
		Demand (c)	97	90	137	111	87	87
		Demand (d)	96	90	137	111	87	87
Vegetable juices	196	Prices	87	90	87	122	114	107
		Purchases	79	111	130	88	91	110
		Demand (c)	66	97	109	112	107	120
		Demand (d)	70	97	107	109	104	120

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Chips, excluding frozen	197	Prices	86	86	81	90	143	129
		Purchases	128	106	116	112	83	68
		Demand (c)	113	94	99	103	111	84
		Demand (d)	113	94	99	103	111	84
Instant potato	198	Prices	93	89	89	102	121	110
		Purchases	79	100	91	86	165	98
		Demand (c)	73	89	81	88	200	108
		Demand (d)	73	89	81	88	200	108
Canned potato	199	Prices	94	92	94	101	112	108
		Purchases	99	126	106	100	119	63
		Demand (c)	90	111	98	102	142	71
		Demand (d)	91	111	97	101	141	71
Crisps and other potato products, not frozen	200	Prices	100	88	89	104	107	115
		Purchases	89	101	110	106	101	95
		Demand (c)	89	92	101	109	106	105
		Demand (d)	90	92	101	109	105	105
Other vegetable products	202	Prices	82	95	104	105	109	107
		Purchases	73	96	109	110	114	104
		Demand (c)	65	93	112	113	121	108
		Demand (d)	67	93	111	112	119	108
Frozen peas	203	Prices	111	102	100	98	94	97
		Purchases	84	93	94	106	107	121
		Demand (c)	93	94	94	104	101	116
		Demand (d)	95	94	93	103	100	116
Frozen beans	204	Prices	106	106	101	95	96	96
		Purchases	89	99	101	107	96	109
		Demand (c)	95	105	102	101	92	105
		Demand (d)	97	105	101	100	91	105
Frozen chips and other frozen convenience potato products	205	Prices	105	90	84	89	133	106
		Purchases	56	101	102	120	120	120
		Demand (c)	61	86	78	101	183	131
		Demand (d)	63	86	77	100	180	132
All frozen vegetables and frozen vegetable products, not specified elsewhere	208	Prices	105	103	105	95	97	96
		Purchases	56	89	85	119	144	140
		Demand (c)	63	96	95	104	133	127
		Demand (d)	66	96	93	102	130	127
All frozen vegetables (e)	203, 204, 205, 208	Prices	108	101	98	95	102	98
		Purchases	74	94	94	111	113	122
		Demand (c)	83	94	91	103	116	118
		Demand (d)	85	94	91	102	114	118
Oranges (e)	210	Prices	102	101	106	97	97	96
		Purchases	101	103	98	104	97	97
		Demand (c)	103	105	104	101	94	94
		Demand (d)	105	104	103	100	94	94
Other citrus fruit	214	Prices	110	105	103	98	93	91
		Purchases	95	113	91	95	101	106
		Demand (c)	108	121	95	93	92	94
		Demand (d)	113	121	94	92	90	94
Apples (e)	217	Prices	103	114	98	100	83	105
		Purchases	97	95	103	100	111	95
		Demand (c)	99	103	102	100	99	98
		Demand (d)	101	103	101	99	98	98

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Pears (e)	218	Prices	101	113	101	101	85	100
		Purchases	101	89	100	98	106	107
		Demand (c)	104	110	103	100	80	106
		Demand (d)	108	110	102	99	79	106
Stone fruit, fresh	221	Prices	98	119	97	119	81	92
		Purchases	98	97	153	57	109	111
		Demand (c)	93	141	143	83	69	93
		Demand (d)	97	140	141	83	67	93
Grapes fresh	222	Prices	95	106	103	97	88	114
		Purchases	121	98	103	111	108	68
		Demand (c)	109	111	110	104	83	88
		Demand (d)	116	111	108	101	80	88
Soft fruit, fresh, other than grapes	227	Prices	97	97	98	110	88	111
		Purchases	124	113	151	83	67	85
		Demand (c)	112	102	140	120	42	125
		Demand (d)	112	102	140	120	42	125
Bananas	228	Prices	99	102	105	102	95	98
		Purchases	98	101	99	99	100	103
		Demand (c)	97	103	104	101	95	101
		Demand (d)	99	103	103	100	94	101
Rhubarb	229	Prices	101	101	103	103	87	106
		Purchases	123	120	89	111	68	101
		Demand (c)	124	121	90	113	64	103
		Demand (d)	126	121	90	112	64	103
Other fresh fruit	231	Prices	101	95	92	108	95	111
		Purchases	97	101	105	132	98	75
		Demand (c)	97	98	100	138	94	80
		Demand (d)	101	98	99	137	92	80
Canned peaches, pears and pineapples	233	Prices	88	92	108	105	101	109
		Purchases	120	123	97	96	88	82
		Demand (c)	107	113	105	100	89	89
		Demand (d)	107	113	105	100	89	89
Other canned and bottled fruit	236	Prices	94	99	107	103	97	101
		Purchases	108	114	97	101	96	86
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
All canned and bottled fruit	233, 236	Prices	91	95	108	104	99	104
		Purchases	114	118	97	98	92	84
		Demand (c)	109	116	101	100	92	86
		Demand (d)	110	116	101	100	91	86
Dried fruit and dried fruit products	240	Prices	79	103	122	101	86	115
		Purchases	104	95	94	101	111	96
		Demand (c)	95	96	102	101	105	101
		Demand (d)	96	96	102	101	105	101
Nuts and nut products	245	Prices	102	94	102	103	94	106
		Purchases	85	95	86	94	124	124
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Fruit juices	248	Prices	128	105	104	92	91	85
		Purchases	76	105	89	111	108	117
		Demand (c)	97	110	93	102	98	100
		Demand (d)	102	110	92	100	96	100

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Bread, standard white, brown, wholemeal and wholewheat loaves	251-256	Prices	100	98	108	99	96	100
		Purchases	103	100	100	102	98	97
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
All bread	251-256, 263	Prices	100	99	107	99	95	99
		Purchases	103	100	99	101	99	98
		Demand (c)	103	100	99	101	99	98
		Demand (d)	103	100	99	101	99	98
Flour	264	Prices	95	98	123	102	87	99
		Purchases	97	93	98	93	107	114
		Demand (c)	93	92	115	94	96	113
		Demand (d)	93	92	115	94	96	113
Buns, scones and teacakes	267	Prices	101	99	109	100	95	97
		Purchases	118	96	86	104	102	96
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cakes and pastries	270	Prices	96	97	104	105	100	99
		Purchases	118	114	106	95	86	86
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Crispbread	271	Prices	105	104	104	99	90	99
		Purchases	105	117	119	95	87	83
		Demand (c)	106	118	120	95	85	83
		Demand (d)	108	117	119	94	85	83
Cakes, pastries, buns, scones and teacakes	267, 270	Prices	97	98	106	104	98	98
		Purchases	118	109	101	97	90	88
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Biscuits, other than chocolate biscuits	274	Prices	95	92	103	110	101	100
		Purchases	100	98	97	101	102	103
		Demand (c)	99	97	97	102	102	103
		Demand (d)	99	97	98	103	102	103
Chocolate biscuits	277	Prices	99	89	101	108	100	104
		Purchases	100	119	108	92	95	90
		Demand (c)	99	110	108	97	95	92
		Demand (d)	101	110	108	96	94	92
All biscuits	271, 274, 277	Prices	97	94	104	108	99	100
		Purchases	100	103	100	99	99	99
		Demand (c)	100	102	100	100	99	99
		Demand (d)	100	102	100	100	99	99
Oatmeal and oat products (e)	281	Prices	96	91	109	107	98	99
		Purchases	123	91	99	95	96	100
		Demand (c)	118	83	108	101	95	99
		Demand (d)	118	83	108	101	95	99
Breakfast cereals (e)	282	Prices	99	94	105	107	98	98
		Purchases	94	98	95	100	106	108
		Demand (c)	93	95	97	103	105	107
		Demand (d)	94	95	97	103	105	107
Canned milk puddings	285	Prices	101	96	100	106	101	96
		Purchases	98	112	104	101	99	87
		Demand (c)	99	109	104	106	100	84
		Demand (d)	96	109	104	107	102	84

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Puddings, other than canned milk puddings	286	Prices	95	94	99	103	103	108
		Purchases	116	126	111	97	87	73
		Demand (c)	110	118	110	99	89	79
		Demand (d)	109	118	110	99	89	79
Rice	287	Prices	79	95	140	107	91	97
		Purchases	89	92	97	96	108	122
		Demand (c)	87	92	99	97	107	121
		Demand (d)	88	92	99	96	107	121
Infant cereal foods	291	Prices	87	91	92	97	115	122
		Purchases	121	109	104	88	101	83
		Demand (c)	113	104	100	86	108	92
		Demand (d)	107	104	101	88	110	92
Frozen convenience cereal foods	294	Prices	101	98	104	104	101	92
		Purchases	65	80	81	113	144	145
		Demand (c)	65	80	83	115	145	140
		Demand (d)	66	80	82	114	143	140
Cereal convenience foods (including canned) not specified elsewhere	299	Prices	96	95	99	107	100	104
		Purchases	90	104	105	99	98	105
		Demand (c)	88	101	105	103	98	107
		Demand (d)	88	101	105	103	98	107
Other cereal foods	301	Prices	86	89	118	112	102	98
		Purchases	84	92	94	99	123	113
		Demand (c)	73	81	111	111	125	110
		Demand (d)	75	81	110	110	124	110
All cereals	251-301	Prices	99	98	107	103	96	98
		Purchases	102	100	99	99	100	100
		Demand (c)	102	100	101	100	99	99
		Demand (d)	102	100	101	100	99	99
Tea (e)	304	Prices	105	99	94	86	85	140
		Purchases	102	99	103	100	102	94
		Demand (c)	104	99	100	94	95	109
		Demand (d)	103	99	100	94	95	109
Coffee, bean and ground	307	Prices	87	90	88	81	100	180
		Purchases	123	94	101	113	99	77
		Demand (c)	116	90	96	104	98	98
		Demand (d)	126	90	94	101	95	98
Instant coffee (e)	308	Prices	94	95	89	81	95	163
		Purchases	99	101	109	109	109	77
		Demand (c)	96	99	103	97	106	100
		Demand (d)	97	99	102	97	106	100
Coffee essences (e)	309	Prices	94	83	83	96	105	154
		Purchases	128	107	102	86	73	113
		Demand (c)	114	79	74	81	79	234
		Demand (d)	108	79	75	82	81	234
Cocoa and drinking chocolate (e)	312	Prices	95	86	92	104	101	126
		Purchases	108	100	105	90	96	102
		Demand (c)	102	85	96	94	97	132
		Demand (d)	102	85	96	94	97	132
Branded food drinks	313	Prices	117	105	101	95	91	93
		Purchases	115	100	100	91	90	105
		Demand (c)	134	105	101	87	83	99
		Demand (d)	134	105	100	87	83	99

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

	Food codes (b)		1972	1973	1974	1975	1976	1977
Baby foods, canned and bottled	315	Prices	93	95	94	108	102	110
		Purchases	140	127	138	87	86	55
		Demand (c)	131	121	132	93	88	59
		Demand (d)	127	121	132	93	89	59
Canned soups	318	Prices	97	96	98	108	101	101
		Purchases	102	113	109	94	99	86
		Demand (c)	100	110	108	99	99	87
		Demand (d)	100	110	108	99	99	87
Dehydrated and powdered soups	319	Prices	100	100	100	99	101	100
		Purchases	95	99	105	103	104	95
		Demand (c)	96	99	104	102	105	95
		Demand (d)	94	99	105	103	105	95
Spreads and dressings	323	Prices	96	91	94	108	106	106
		Purchases	98	107	105	100	90	101
		Demand (c)	95	99	100	106	94	106
		Demand (d)	98	99	99	105	93	106
Pickles and sauces	327	Prices	99	97	98	104	102	100
		Purchases	96	96	97	105	102	103
		Demand (c)	96	93	96	109	104	103
		Demand (d)	96	93	96	109	104	103
Meat and yeast extracts	328	Prices	118	106	100	98	90	89
		Purchases	93	95	106	95	103	109
		Demand (c)	113	102	107	93	91	96
		Demand (d)	112	102	107	94	92	96
Table jelly, squares and crystals	329	Prices	97	92	99	116	105	93
		Purchases	98	111	108	96	101	88
		Demand (c)	98	110	108	96	101	88
		Demand (d)	99	110	108	96	100	88
Ice-cream (served as part of a meal), mousse	332	Prices	122	105	102	99	90	87
		Purchases	68	97	89	102	121	135
		Demand (c)	98	105	92	99	101	104
		Demand (d)	104	105	91	97	98	104

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

(b) For further details of the items included in each category see Appendix A, Table 12. In a number of cases estimates of demand parameters have been given for aggregations of two or more closely related individual food items in the Survey classification as well as for each of the constituent items. Such aggregations, however, may give rise to a series of annual demand constants which are not compatible with the corresponding constants for the constituent items.

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

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

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

TABLE 5

Estimates of price and cross-price elasticities of demand (a) for certain foods, 1970-1977

	Elasticity with respect to the price of				R ²
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	
Beef and veal	-1.46 (.18)	0.16 (.09)	0.13 (.07)	0.07 (.06)	0.46
Mutton and lamb	0.36 (.20)	-1.24 (.21)	0.03 (.11)	0.16 (.13)	0.32
Pork	0.39 (.22)	0.04 (.16)	-1.61 (.18)	0.01 (.11)	0.53
Broiler chicken	0.28 (.25)	0.28 (.24)	0.02 (.15)	-1.09 (.28)	0.16

	Elasticity with respect to the price of					R ²
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	Bacon and ham, uncooked	
Beef and veal	-1.46 (.18)	0.15 (.09)	0.12 (.07)	0.08 (.06)	0.00 (.07)	0.46
Mutton and lamb	0.34 (.20)	-1.26 (.21)	-0.02 (.12)	0.15 (.13)	0.18 (.13)	0.33
Pork	0.38 (.22)	-0.02 (.16)	-1.64 (.18)	0.10 (.11)	0.17 (.13)	0.52
Broiler chicken	0.34 (.24)	0.28 (.23)	0.13 (.15)	-0.88 (.27)	-0.83 (.21)	0.26
Bacon and ham, uncooked	0.00 (.13)	0.15 (.11)	0.11 (.08)	-0.39 (.10)	-0.65 (.15)	0.32

	Elasticity with respect to the price of		R ²
	Butter	Margarine	
Butter	-0.37 (0.06)	0.26 (0.03)	0.35
Margarine	0.66 (0.09)	-0.52 (0.18)	0.44

	Elasticity with respect to the price of			R ²
	Brassicas and root vegetables	Canned vegetables	Frozen vegetables	
Brassicas and root vegetables	-0.61 (0.05)	0.24 (0.05)	0.39 (0.06)	0.58
Canned vegetables	0.25 (0.05)	-0.99 (0.21)	0.03 (0.12)	0.34
Frozen vegetables	0.61 (0.09)	0.04 (0.18)	-1.75 (0.26)	0.55

	Elasticity with respect to the price of			R ²
	Oranges	Apples	Pears	
Oranges	-1.08 (0.21)	0.19 (0.10)	-0.00 (0.08)	0.29
Apples	0.09 (0.05)	-0.67 (0.07)	0.04 (0.03)	0.54
Pears	-0.02 (0.31)	0.34 (0.22)	-1.97 (0.26)	0.51

TABLE 5—continued

	Elasticity with respect to the price of		R ²
	Oatmeal and oat products	Breakfast cereals	
Oatmeal and oat products	-1.36 (.33)	0.94 (.66)	0.18
Breakfast cereals	0.10 (.07)	-0.46 (.28)	0.05

	Elasticity with respect to the price of		R ²
	Tea	Instant coffee	
Tea	-0.63 (0.11)	0.33 (0.10)	0.29
Instant coffee	0.50 (0.16)	-1.06 (0.21)	0.18

	Elasticity with respect to the price of					R ²
	Milk	Tea	Instant coffee	Coffee essences	Cocoa and drinking chocolate	
Milk	-0.14 (0.06)	-0.02 (0.02)	-0.05 (0.02)	-0.00 (0.00)	-0.01 (0.01)	0.10
Tea	-0.11 (0.10)	-0.69 (0.11)	0.35 (0.11)	0.05 (0.02)	0.06 (0.03)	0.32
Instant coffee	-0.31 (0.17)	0.52 (0.16)	-1.06 (0.21)	-0.02 (0.04)	-0.08 (0.05)	0.22
Coffee essences	-0.15 (0.84)	2.17 (0.95)	-0.03 (1.05)	-2.26 (0.57)	-0.04 (0.55)	0.18
Cocoa and drinking chocolate	-0.71 (0.45)	1.12 (0.52)	-1.01 (0.56)	-0.02 (0.23)	-0.85 (0.46)	0.07

(a) Calculated from monthly Survey data from 1970 to 1977. The figures in brackets are estimates of the standard errors.

TABLE 6

Annual indices of average deflated prices, purchases and demand taking into account the effect of cross-price elasticities for related commodities, 1970-1977

(average for the whole period = 100)

		1970	1971	1972	1973	1974	1975	1976	1977
Beef and veal	Prices (a) . . .	94	96	101	120	107	94	97	94
	Purchases (b) . . .	103	104	92	84	98	112	102	108
	Demand (c) . . .	95	101	95	105	105	102	98	99
	Demand (d) . . .	98	104	96	104	104	101	96	98
Mutton and lamb	Prices (a) . . .	90	90	97	115	112	98	101	101
	Purchases (b) . . .	112	118	110	98	90	95	94	87
	Demand (c) . . .	102	105	106	107	101	94	95	91
	Demand (d) . . .	103	106	107	107	100	94	94	90
Pork	Prices (a) . . .	97	94	98	113	104	103	101	92
	Purchases (b) . . .	93	101	104	101	106	92	94	110
	Demand (c) . . .	92	92	100	114	110	100	96	98
	Demand (d) . . .	94	94	101	113	108	98	95	97
Broiler chicken	Prices (a) . . .	100	99	90	107	104	100	99	101
	Purchases (b) . . .	92	87	99	105	99	102	109	109
	Demand (c) . . .	96	90	89	104	98	104	109	112
	Demand (d) . . .	99	93	90	102	96	103	107	111
Beef and veal	Prices (a) . . .	94	96	101	120	107	94	97	94
	Purchases (b) . . .	103	104	92	84	98	112	102	108
	Demand (c) . . .	95	101	95	105	105	102	98	99
	Demand (d) . . .	98	104	96	104	104	101	96	98
Mutton and lamb	Prices (a) . . .	90	90	97	115	112	98	101	101
	Purchases (b) . . .	112	118	110	98	90	95	94	87
	Demand (c) . . .	103	107	108	106	99	93	94	91
	Demand (d) . . .	105	109	108	106	98	92	93	90
Pork	Prices (a) . . .	97	94	98	113	104	103	101	92
	Purchases (b) . . .	93	101	104	101	106	92	94	110
	Demand (c) . . .	93	94	102	113	108	98	95	98
	Demand (d) . . .	96	96	103	112	107	97	94	97
Broiler chicken	Prices (a) . . .	100	99	90	107	104	100	99	101
	Purchases (b) . . .	92	87	99	105	99	102	109	109
	Demand (c) . . .	87	80	84	109	107	112	117	111
	Demand (d) . . .	91	82	84	108	105	110	115	110
Bacon and ham, uncooked	Prices (a) . . .	88	85	91	112	113	109	109	97
	Purchases (b) . . .	116	112	105	100	93	90	90	97
	Demand (c) . . .	109	103	95	106	101	95	95	97
	Demand (d) . . .	111	104	96	106	100	94	94	96
Butter	Prices (a) . . .	97	121	121	92	83	85	102	108
	Purchases (b) . . .	112	103	89	99	107	107	97	89
	Demand (c) . . .	112	110	97	98	97	98	99	91
	Demand (d) . . .	114	111	97	97	96	97	98	90
Margarine	Prices (a) . . .	97	102	97	92	108	108	94	102
	Purchases (b) . . .	94	103	118	103	85	86	101	114
	Demand (c) . . .	95	92	102	105	100	100	97	110
	Demand (d) . . .	92	90	102	106	101	102	99	111

TABLE 6—continued
(average for the whole period = 100)

		1970	1971	1972	1973	1974	1975	1976	1977
Brassicas and root vegetables	Prices (a)	96	92	95	98	107	105	102	105
	Purchases (b)	107	107	104	105	103	92	95	88
	Demand (c)	97	97	100	108	109	98	97	95
	Demand (d)	98	97	100	108	108	98	97	95
Canned vegetables	Prices (a)	93	96	101	96	109	107	102	97
	Purchases (b)	93	83	104	106	102	105	108	102
	Demand (c)	87	81	106	102	110	111	109	98
	Demand (d)	85	79	106	103	111	112	111	99
Frozen vegetables	Prices (a)	124	117	102	95	92	89	95	92
	Purchases (b)	54	59	89	113	114	134	137	148
	Demand (c)	81	81	95	104	94	107	124	124
	Demand (d)	89	87	96	101	90	102	118	120
Oranges	Prices (a)	93	99	103	103	108	98	98	98
	Purchases (b)	109	108	98	100	96	101	94	94
	Demand (c)	102	108	101	101	104	99	95	91
	Demand (d)	108	113	102	99	101	96	93	89
Apples	Prices (a)	93	97	105	116	100	102	84	107
	Purchases (b)	98	110	96	94	102	98	110	94
	Demand (c)	94	107	98	103	101	100	99	98
	Demand (d)	100	112	100	101	99	97	96	97
Pears	Prices (a)	92	98	103	115	103	103	87	102
	Purchases (b)	109	111	98	86	97	95	102	103
	Demand (c)	95	109	102	108	103	100	82	104
	Demand (d)	105	117	104	105	99	96	78	101
Oatmeal and oat products	Prices (a)	93	98	98	93	111	108	100	101
	Purchases (b)	91	110	123	91	99	95	96	100
	Demand (c)	80	104	121	87	110	100	99	103
	Demand (d)	83	107	122	86	109	99	97	102
Breakfast cereals	Prices (a)	102	102	98	94	104	106	97	97
	Purchases (b)	93	90	97	101	98	103	109	112
	Demand (c)	94	91	96	99	98	105	108	110
	Demand (d)	95	92	96	98	98	105	107	110
Tea	Prices (a)	112	109	102	96	91	83	82	136
	Purchases (b)	114	105	99	96	100	97	99	92
	Demand (c)	122	109	103	96	98	93	89	95
	Demand (d)	121	109	103	96	98	93	89	95
Instant coffee	Prices (a)	102	104	93	94	88	80	94	162
	Purchases (b)	93	96	101	103	111	111	111	79
	Demand (c)	90	96	93	99	102	96	115	112
	Demand (d)	95	100	94	97	100	93	112	110

TABLE 6—continued
(average for the whole period = 100)

		1970	1971	1972	1973	1974	1975	1976	1977
Milk	Prices (a) . . .	113	115	109	103	80	84	97	105
	Purchases (b) . . .	83	98	101	104	105	105	105	100
	Demand (c) . . .	85	100	102	104	101	101	104	104
	Demand (d) . . .	86	101	102	104	100	101	104	103
Tea	Prices (a) . . .	112	109	102	96	91	83	82	136
	Purchases (b) . . .	114	105	99	96	100	97	99	92
	Demand (c) . . .	124	111	105	97	96	91	87	93
	Demand (d) . . .	124	111	104	98	87	91	87	93
Instant coffee	Prices (a) . . .	102	104	93	94	88	80	94	162
	Purchases (b) . . .	93	96	101	103	111	111	111	79
	Demand (c) . . .	94	100	95	98	94	91	115	117
	Demand (d) . . .	99	105	96	96	92	89	111	114
Coffee essences	Prices (a) . . .	94	94	96	85	84	98	107	157
	Purchases (b) . . .	121	138	118	98	94	79	67	104
	Demand (c) . . .	85	104	100	73	72	101	117	185
	Demand (d) . . .	79	98	99	74	74	104	121	189
Cocoa and drinking chocolate	Prices (a) . . .	107	104	93	85	91	102	99	124
	Purchases (b) . . .	125	99	104	96	101	87	93	99
	Demand (c) . . .	130	107	95	84	77	77	106	143
	Demand (d) . . .	133	109	96	83	76	76	105	142

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

(b) Per person.

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

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

TABLE 7
Estimates of price and cross-price elasticities of demand (a) for broad food groups, 1970-1977

	Elasticity with respect to the price of:													Standard error of own-price elasticities	Proportion of variation explained by demand parameters (b)				
	Milk and cream	Cheese	Carcass meat	Other meat	Fish	Eggs	Fats	Sugar and preserves	Potatoes	Other fresh vegetables	Other veg. etables	Fresh fruit	Other fruit		Bread	Other cereals	Beverages	I	II
Milk and cream	-.20*	-.03	-.04	-.11	-.01	-.05	-.01	-.04*	-.05	-.06	-.00	-.05	-.08*	-.15*	-.08*	-.06	-.45	-.20	-.17
Cheese	-.11	-.21	-.14	-.04	-.02	-.28*	-.03	-.02	-.06	-.17	-.16	-.07	-.05	-.05	-.19	-.18	-.36	-.27	-.31
Carcass meat	-.02	-.03	-.11*	-.19*	-.04	-.02	-.07*	-.01	-.02	-.07	-.07	-.04	-.05	-.09	-.05	-.18	-.58	-.27	-.41
Other meat	-.03	-.04	-.53*	-.23*	-.08	-.05	-.02	-.03	-.02	-.03	-.03	-.03	-.06	-.05	-.03	-.24	-.48	-.22	-.34
Fish	-.28	-.02	-.64*	-.32	-.07	-.20	-.07	-.05	-.22*	-.02	-.02	-.20	-.22	-.03	-.22	-.23	-.66	-.04	-.28
Eggs	-.03	-.01	-.15	-.22	-.09	-.10	-.02	-.08	-.03	-.00	-.03	-.10	-.07	-.06	-.05	-.07	-.65	-.02	-.20
Fats	-.11	-.15*	-.06	-.16	-.11	-.11	-.01	-.06	-.02	-.03	-.05	-.06	-.02	-.07	-.03	-.11	-.59	-.01	-.05
Sugar and preserves	-.05	-.03	-.39*	-.12	-.11	-.11	-.11	-.47*	-.02	-.12	-.01	-.11	-.09	-.14	-.13	-.09	-.80	-.32	-.43
Potatoes	-.14*	-.02	-.04	-.15	-.06	-.03	-.04	-.02	-.17*	-.04	-.06	-.01	-.03	-.03	-.08	-.07	-.81	-.26	-.27
Other fresh vegetables	-.12	-.03	-.05	-.07	-.20*	-.00	-.04	-.07	-.03	-.36*	-.17	-.02	-.07	-.06	-.07	-.05	-.53	-.28	-.44
Other vegetables	-.16	-.11	-.24	-.11	-.02	-.09	-.05	-.01	-.04	-.41*	-.76*	-.15	-.10	-.06	-.26	-.20	-.61	-.04	-.50
Fresh fruit	-.01	-.11	-.28	-.13	-.02	-.03	-.08	-.08	-.01	-.28*	-.19	-.56*	-.18	-.03	-.18	-.14	-.53	-.17	-.22
Other fruit	-.25	-.32	-.25	-.40	-.39	-.17	-.04	-.11	-.05	-.21	-.05	-.26	-.40	-.05	-.15	-.04	-.75	-.02	-.19
Bread	-.26*	-.02	-.49*	-.15	-.02	-.04	-.06	-.06	-.02	-.08	-.04	-.02	-.30	-.62*	-.30	-.03	-.61	-.18	-.36
Other cereals	-.17*	-.06	-.14	-.05	-.11	-.02	-.04	-.04	-.03	-.14*	-.12	-.08	-.04	-.20	-.85*	-.13	-.67	-.18	-.36
Beverages	-.23	-.04	-.19	-.28	-.23	-.05	-.04	-.05	-.05	-.09	-.02	-.11	-.02	-.04	-.13	-.37*	-.62	-.26	-.31
Average deflated price (c)	3.21	17.46	23.04	17.66	21.56	1.27	10.58	3.96	1.70	5.19	7.12	5.48	8.31	4.19	8.53	27.24			
Average purchases (d)	4.83	3.67	14.84	22.30	4.61	4.06	11.07	16.05	40.36	21.27	13.90	16.37	6.13	34.05	24.45	3.17			

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

TABLE 8
 Annual indices of average deflated prices, purchases and demand (a)
 for broad food groups, 1970-1977
 (average for the whole period = 100)

		1970	1971	1972	1973	1974	1975	1976	1977
Milk and cream	Prices	104	112	109	104	83	87	98	105
	Purchases	97	100	100	102	102	102	102	97
	Demand	96	100	100	100	99	100	103	101
Cheese	Prices	85	94	113	108	103	97	97	104
	Purchases	96	97	96	101	101	103	103	103
	Demand	98	97	98	103	97	101	102	104
Carcase meat	Prices	93	94	99	116	107	98	99	96
	Purchases	103	107	99	91	97	103	97	102
	Demand	100	103	100	101	96	102	100	97
Other meat	Prices	97	96	95	108	110	101	99	95
	Purchases	103	98	101	101	96	98	100	103
	Demand	105	98	96	101	100	98	100	101
Fish	Prices	89	92	96	105	112	102	100	106
	Purchases	113	107	108	100	93	96	97	89
	Demand	107	103	103	96	94	99	103	95
Eggs	Prices	103	103	85	115	118	96	93	91
	Purchases	107	105	103	100	97	98	97	93
	Demand	107	107	103	98	97	100	96	92
Fats	Prices	97	112	106	92	96	96	98	103
	Purchases	105	101	99	100	99	100	98	98
	Demand	109	104	96	97	95	101	101	97
Sugar and preserves	Prices	85	86	89	88	97	148	115	105
	Purchases	119	113	110	102	96	85	90	89
	Demand	105	102	103	102	99	101	95	93
Potatoes	Prices	93	75	76	81	85	116	209	113
	Purchases	116	108	104	105	105	100	78	89
	Demand	112	101	100	102	103	105	89	90
Other fresh vegetables	Prices	97	96	97	103	105	104	99	98
	Purchases	104	106	103	103	101	95	95	93
	Demand	108	106	101	102	98	96	97	93
Other vegetables	Prices	97	99	96	95	102	103	106	101
	Purchases	96	89	97	102	101	105	107	103
	Demand	99	96	97	96	97	101	107	106
Fresh fruit	Prices	94	98	104	109	104	101	90	100
	Purchases	102	110	96	97	98	97	98	92
	Demand	105	114	97	97	95	98	100	96
Other fruit	Prices	98	95	94	98	110	102	97	106
	Purchases	100	103	103	110	94	99	98	92
	Demand	106	102	96	98	97	101	103	97
Bread	Prices	100	99	101	99	107	99	95	99
	Purchases	109	103	101	98	97	99	97	96
	Demand	112	108	102	93	93	97	97	100
Other cereals	Prices	97	97	100	98	107	107	97	97
	Purchases	102	102	100	100	99	96	100	101
	Demand	103	102	100	100	99	98	100	97
Beverages	Prices	103	104	98	96	92	85	90	138
	Purchases	112	104	101	97	101	98	99	90
	Demand	117	112	101	94	92	90	93	101

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

APPENDIX C

Estimates of national supplies of food moving into consumption

The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For some purposes, however, it is useful to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food used in the manufacture of soft drinks and sweets, food consumed in catering establishments or in institutions such as hospitals, boarding schools and prisons, food consumed by HM Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain.¹ Estimates (expressed as averages per head per year) of national supplies of the main foods moving into consumption in the United Kingdom in 1975, 1976 and 1977 are given on the next page.

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

APPENDIX C

National supplies of principal foods moving into consumption in the United Kingdom, 1975-1977

	1975	1976	1977
	lb per head per year		
Dairy products, excluding butter (as milk solids)	58.8	56.3	54.8
Cheese (also included in dairy products)	13.8	13.4	12.2
Meat (edible weight)	107.9	102.7	104.9
Poultry, game and rabbits (edible weight)	17.9	18.0	17.6
Fish (edible weight)	17.5	18.5	16.3
Eggs	31.5	31.8	31.8
Butter	18.5	18.2	17.1
Margarine (a)	11.1	12.8	14.3
Lard and compound cooking fat	13.1	12.1	14.2
Other edible oils and fats	12.1	12.6	12.1
Total fats (fat content)	48.1	49.3	50.1
Sugar and syrups (b)	105.2	106.9	106.8
Potatoes (raw equivalent)	224.5	187.4	213.0
Other vegetables (fresh equivalent)	133.5	145.3	144.6
Fruit (fresh equivalent)	118.3	123.9	116.7
Pulses, nuts etc	11.9	12.8	12.7
Grain products	159.5	165.6	163.0
Tea	7.7	8.0	7.1
Coffee	4.7	4.5	3.8
Chocolate confectionery (c)	13.0	14.1	13.9
Sugar confectionery (c)	11.7	12.3	13.0
<i>Nutritional value</i>			
	per head per day		
Energy	kcal 2,920	2,920	2,920
Protein: animal	g 52.8	51.4	50.8
vegetable	g 31.4	31.7	31.9
total	g 84.2	83.1	82.7
Fat: animal	g 104	102	103
vegetable	g 26	28	27
total	g 130	130	130
Carbohydrate: animal	g 24	23	23
vegetable	g 352	355	356
total	g 376	378	379
Calcium	mg 1,150	1,130	1,110
Iron	mg 13.1	13.2	13.0
Thiamin (d)	mg 1.67	1.66	1.68
Riboflavin	mg 1.98	1.94	1.93
Nicotinic acid (e)	mg 19.6	19.4	19.3
Nicotinic acid equivalent (f)	mg 34.6	33.7	33.7
Vitamin C (d)	mg 95	96	103
Vitamin A: retinol equivalent (g)	µg 1,320	1,360	1,340
Vitamin D	µg 2.76	2.99	2.86
Energy: alcoholic drink (h)	kcal 160	166	160

NB: More detailed estimates for the years 1974-1977 were published in *Trade and Industry*, vol 32, no 13, pages 746-748, 29th September, 1978.

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

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

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

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

(e) Total nicotinic acid.

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

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

(h) Not included in total energy shown above.

GLOSSARY OF TERMS USED IN THE SURVEY

General note. The Survey records household food purchases and food obtained without payment during one week. It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters, squashes and alcoholic drinks¹; vitamin preparations; food obtained specifically for consumption by domestic animals.

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

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

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

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

Child. A person under 18 years of age.

Consumption. See "Food obtained for consumption".

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

Deflated price. See "Real price".

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

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

¹Exceptionally, and experimentally, soft drinks bought for the household supply have been recorded since 1975 but not included in the standard tables. They are excluded from all the estimates and tables in this Report except Table 28.

elasticity where it is necessary to avoid confusion with *cross elasticities of demand* or *cross-price elasticities* which are the terms used to describe the elasticity of the demand for one commodity with respect to changes in the prices of other commodities. The elasticity of demand for a commodity with respect to changes in real income is called the *income elasticity of demand*; if the change in purchases of the commodity is measured in terms of the percentage change in the physical amount of the commodity, the elasticity may be referred to as an *income elasticity of quantity*, but if the change is measured in terms of the percentage change in expenditure, the elasticity is referred to as an *income elasticity of expenditure*. More formally, if the relationship between the quantity (Q) of a commodity and the level of income (Y), the price of the commodity (P) and the prices of other commodities $P_1, P_2, \dots, P_i, \dots, P_n$ is known, then the own-price elasticity is given by $\frac{P}{Q} \cdot \frac{\delta Q}{\delta P}$, the cross-price elasticities by $\frac{P_i}{Q} \cdot \frac{\delta Q}{\delta P_i}$, and the income elasticity of quantity by $\frac{Y}{Q} \cdot \frac{\delta Q}{\delta Y}$.

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

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

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

Food obtained for consumption. Food purchases from all sources (including purchases in bulk) made by households during their week of participation in the Survey and intended for human consumption during that week or later, plus any garden or allotment produce etc (q.v.) which households actually consume while participating in the Survey. For an individual household, the quantity of food thus obtained for consumption, or estimates of nutrient intake derived from it, may differ from actual consumption because of changes in household stocks during the week and because of wastage. Averaged over a sufficiently large group of households and a sufficiently long period of time household stock increases might reasonably be expected to differ but little from household stock depletions provided other things remain equal. However, such near equality may not be achieved under special circumstances such as during a rapid expansion of freezer ownership or when there is a special incentive to buy in bulk. For these reasons, the Survey, throughout 1977, has recorded separately quantities of purchased food placed in deep freezers during the Survey week and quantities of purchased food removed from the deep freezer for immediate consumption. Further details are given in paragraphs 8 and 27.

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

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

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

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

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

Intake. See "Food obtained for consumption."

Net balance. The net balance of an individual (a member of the household or a visitor) is a measure of the number of meals eaten in the home by that individual during the Survey week, each meal being given a weight in proportion to its importance. The relative weights are breakfast 3, dinner (mid-day) 4, tea 2 and supper 5. The weights for tea and supper are interchanged according to whichever of the two meals is the larger; if only one evening meal is taken it is given a relative weight of 7. The net balance is used when relating nutrient intake to need.

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

Protein (animal and total), fat (including the component saturated, mono-unsaturated and polyunsaturated fatty acids), carbohydrate, calcium, iron, vitamin A (retinol, β -carotene, retinol equivalent), thiamin, riboflavin, nicotinic acid (total, tryptophan, nicotinic acid equivalent), vitamins C and D. Separate figures for animal and total protein are included; as a generalisation, foods of animal origin are of greater value than those of vegetable origin, because of a greater content of some B vitamins and trace elements, so that the proportion of animal protein is to some extent an indication of the nutritive value of the diet.

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

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

Person. An individual of any age who during the week of the Survey spends at least four nights in the household ("at home"), and has at least one meal a day

from the household food supply on at least four days, except *that if he/she is the head of the household, or the housewife, he or she is regarded as a person in all cases.*

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

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

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

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

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

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

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

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

Standard errors. Like all estimates based on samples, the results of the Survey are subject to chance variations. The magnitude of the possible inaccuracy

from this cause is indicated by the standard error of the estimate, examples of which (expressed as percentages of the averages to which they relate) are given in Appendix A, Tables 13–20. Conceptually, the extent of this inaccuracy (above or below the estimate presented) is expected rarely to exceed twice the standard error. Standard errors of certain derived statistics (for example, some of the demand parameters given in Appendix B) may be interpreted in the same way even though, in this case, the chance variation is not wholly a result of sampling procedure, but is augmented by the attempt to fit smooth demand curves.

Type of area. The following are distinguished:—

Greater London, sometimes referred to as “the Greater London Council area”, “the London conurbation” or “London”.

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

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

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

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

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

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

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

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

Symbols and conventions used

Symbols. The following are used throughout:—

— = nil

... = less than half the final digit shown

n.a. = not available or not applicable

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