MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Domestic Food Consumption and Expenditure: 1961

Annual Report of the National Food Survey Committee

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Preface

THE Report of the National Food Survey Committee for 1961 is the twelfth of an annual series introduced in 1950 to provide information on trends in the food consumption, expenditure and nutrition of private households in Great Britain. Two earlier reports of the Committee dealt with urban household diets in 1940–49.

In this Report, which is somewhat shorter than its immediate predecessors, attention has been directed to continuing trends and to conclusions which can be reached concerning the basic structure of demand: shorter-term variations have also been investigated because this adds to the precision and range of many of the Survey results, but they are not in this Report featured as a subject in themselves.

Subject to this change of emphasis, the text of the Report in Part I follows the same general arrangement as that for earlier years; the main summary tables, however, have been assembled in Part II so as to follow the text and precede the Appendices. Mr. S. Clayton, in consultation with Mr. A. H. J. Baines, prepared the sections on food supplies, expenditure, consumption, prices and demand, and the Appendices. Miss D. F. Hollingsworth was responsible for the sections dealing with the energy value and nutrient composition of the household diet. The special study on the food expenditure and consumption of households containing an expectant mother was originally prepared by the Secretaries for the 1960 Report, but because of the smallness of the sample the Committee considered it desirable to confirm the conclusions by analysis of a further year's data before publication.

During the preparation of this Report the Committee has suffered serious loss through the deaths of Professor E. F. Nash of Aberystwyth, a member of the Committee since its inception in 1948, and of Mr. H. S. Booker, of the London School of Economics, a member since 1953. The National Food Survey is greatly indebted to their experience and advice.

The Committee wish to renew their thanks to the Ministry's Scientific Adviser (Food), the Chief Statistician and the officers of Food Science and Statistics Divisions who were concerned in the preparation of the Report, to the staffs of the Social Survey Division of the Central Office of Information, the British Market Research Bureau, the Combined Tabulating Installation of H.M. Stationery Office and the Data Processing Division of the Ministry, and to the housewives who provided the records on which the Report is based.

J. H. KIRK

Chairman, National Food Survey Committee

August, 1963

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Introduction

1. The Annual Report for 1961 differs somewhat in arrangement from its predecessors, being divided into two parts and five appendices. In the first part, which includes the main text, a short resumé of changes in incomes, retail prices and food supplies during the year is followed by a discussion of the results of the Survey, including a special study of the food consumption of households containing an expectant mother. The main summary tables of Survey data are grouped in the second part of the Report. A general account of the method of the Survey and of the composition of the sample is given in Appendix A, and further Appendices include tables which present some of the Survey results for Great Britain and for each region and type of area in greater detail than is given in the summary tables.

2. More recent (though less detailed) estimates of expenditure and consumption for the main food groups are published regularly in the *Monthly Digest of Statistics* for all households, income groups and selected types of family. Unpublished quarterly and annual estimates of average household expenditure, consumption and prices for each of 128 foods itemized in the detailed classification can be supplied for each income group, type of household, region and type of area to special order, on payment of a fee varying according to the amount and nature of the information required. Application should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex.

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

— = nil
... = less than half the final digit shown
n.a. = not available, or not applicable.

Part I

PERSONAL INCOME, RETAIL PRICES AND FOOD SUPPLIES, 1961

4. In considering the National Food Survey estimates of household food consumption and expenditure in 1961, it is necessary to distinguish the two distinct phases through which the economy passed during the year. The first half of 1961 was a period of inflationary expansion when total personal disposable income was increasing more rapidly than the indices of industrial production and of retail prices. Even though an appreciable part of the increase in real personal disposable income was absorbed by further growth in savings, personal consumption also rose. In the second half of the year, total personal disposable income rose much less rapidly than it had done in the first (indeed in real terms it declined slightly, since there was a relatively greater rise in the general level of retail prices), and as personal savings continued at a high level, real personal consumption fell a little more than real income, the decrease being mainly in purchases of durable goods.

5. Nevertheless, over the year as a whole, personal disposable income (including savings) per head was 5·5 per cent greater than in 1960, compared with a rise of 3·4 per cent in the Index of Retail Prices, and total consumers' expenditure per head rose in real terms by 0·6 per cent. The latter rise was appreciably less than that recorded in the previous three years, as is shown in Table 1, which summarizes the changes between 1956 and 1961 in incomes, prices and consumers' expenditure. The proportion of total consumers' expenditure devoted to food continued to decline in 1961, but at a diminished rate, and solely because retail food prices rose less than retail prices generally. In real terms the proportion increased from 29·3 per cent to 29·4 per cent, that is, expenditure per head on food, when adjusted to constant prices, increased slightly more than expenditure on all other goods and services.

6. Estimates of the level of *per caput* supplies of the main foods moving into consumption in the United Kingdom in each year from 1957 to 1961 are shown in Table 2 together with comparative pre-war averages representative of the late thirties. More detailed estimates are given in the Board of Trade Journal, Vol. 185, No. 3464, 9th August, 1963. These estimates, which are not derived from the National Food Survey, relate to the level of supplies at a primary stage in distribution; they include certain items excluded from the Survey, namely, soft drinks, sweets, food consumed in catering establishments and institutions and by H.M. Forces based in the United Kingdom, ships' supplies, and ice-cream and other food purchased by individuals but not entering the household food supply. Also, the estimates relate to the whole of the United Kingdom; the National Food Survey is confined to Great Britain.

7. Although the pattern of food supplies in 1961 was broadly similar to that in the previous year, some clearly defined trends in the level of supply of individual commodities continued and there were also other important changes which were due to fluctuations in home production or in world supplies. Thus,

per caput supplies of liquid milk, cream, cheese and eggs moving into consumption again increased while those of fish and flour continued to decline. Total supplies of meat rose to an annual level of 128 lb. (edible weight) per head, mainly because of increased home production of beef, lamb and bacon, but also owing to an acceleration in 1961 in the rate of expansion of poultry production. A rise in production of butter at home and in the main exporting countries resulted in a level of supply in the United Kingdom which was almost as great as that in 1958, and caused a curtailment of demand for, and production of margarine. A decrease in supplies of lard and compound cooking fats was more than offset by an increase in the quantity of edible oils and other fats. Supplies of potatoes were slightly greater than in the previous year, but those of pulses, legumes, most other fresh vegetables and fresh fruit declined.

8. Estimates of the energy value and nutrient content of the food supplies moving into consumption in the United Kingdom are also shown in Table 2. Like the estimates of supplies they are not directly comparable with results obtained from the National Food Survey, which relate only to Great Britain and to food obtained for consumption within the home. The average energy value per head has remained 3 per cent above the pre-war level. The trend of a slight increase in animal protein and less regular decrease in vegetable protein continued, animal protein accounting for 60 per cent of the total protein supplies in 1961 compared with 55 per cent before the war. Supplies of fat increased in 1961, while those of carbohydrate continued to decline. From 1959 onwards, carbohydrate and vegetable protein have been the only nutrients whose supply was less than in the pre-war period. In other respects there was almost no change compared with 1960; vitamin C declined slightly owing to the decreased supplies of fresh fruit and vegetables other than potatoes, and was only 4 per cent above the pre-war average, but the provision of other vitamins, minerals and animal protein was a fifth or more greater in 1961 than in the pre-war period.

TABLE 1

Changes in Earnings, Prices and Consumers' Expenditure, 1956–61

(1958 = 100)

	1956	1957	1958	1959	1960	1961
Index of personal disposable income per head	92	97	100	105	112	118
Index of average weekly earnings (*a*)	92	97	100	105	112	119
Index of Retail Prices (all items)	94	97	100	101	102	105
Retail food prices:						
National Food Survey Index	96	99	100	102	101	103
London and Cambridge Index (*b*)	95	98	100	101	100	102
Household food expenditure per head (National Food Survey)	95	98	100	103	104	108
Total food expenditure per head (*a*):						
current prices	95	98	100	103	103	106
1958 prices	98	100	100	102	103	103
Total consumers' expenditure per head (*a*):						
current prices	91	96	100	104	108	111
1958 prices	97	98	100	103	106	107
Total food expenditure as percentage of total expenditure on goods and services (*a*):						
current prices	31·6	31·1	30·3	29·9	29·1	28·8
1958 prices	30·9	30·8	30·3	29·8	29·3	29·4

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

(*b*) *Bulletin of the London and Cambridge Economic Service* in *The Times Review of Industry*, March 1962.

TABLE 2

Changes in National Supplies of Principal Foods moving into Consumption in the United Kingdom, Pre-War and 1957–61

	Pre-war	1957	1958	1959	1960	1961	1961 Percentage change on 1960	1961 Percentage change on Pre-war
	(lb. per head per annum)							
Dairy products excluding butter (as milk solids)	38·4	53·0	53·8	53·7	54·6	55·3	+ 1	+44
Cheese (included also in dairy products)	8·8	10·0	9·9	9·3	9·8	10·2	+ 4	+16
Meat (edible weight)	110·0	115·6	114·6	111·9	114·8	117·6	+ 2	+ 7
Poultry, game and rabbits (edible weight)	6·5	6·0	7·1	8·3	9·3	10·4	+12	+60
Fish, including canned fish (edible weight)	26·2	21·8	22·7	22·0	21·4	20·3	− 5	−23
Eggs and egg products (total shell egg equivalent) (*a*)	28·3	30·9	31·8	32·9	33·2	33·9	+ 2	+20
Oils and fats:								
Butter	24·7	17·3	20·0	18·5	18·3	19·7	+ 8	−20
Margarine (*b*)	8·7	15·5	13·7	14·8	15·0	13·3	−11	+53
Lard and compound cooking fats	9·3	10·4	10·8	12·0	12·9	12·0	− 7	+29
Other edible oils and fats	10·0	11·2	9·8	10·2	9·6	10·9	+14	+ 9
Total (fat content)	47·1	48·6	48·5	49·2	48·9	49·6	+ 1	+ 5
Sugar and syrups (*c*)	104·6	115·3	118·8	115·3	115·1	118·5	+ 3	+13
Potatoes (*d*)	190·0	223·8	212·0	211·4	220·0	221·7	+ 1	+17
Pulses, nuts, etc.	9·5	12·3	11·1	11·7	12·2	10·0	−18	+ 5
Fruit, including tomatoes (fresh equivalent) (*e*)	137·4	141·1	134·0	149·9	150·4	141·5	− 6	+ 3
Vegetables, other than potatoes	107·0	103·1	100·0	100·6	107·7	103·3	− 4	− 3
Cereal products	210·1	187·1	186·0	183·4	180·9	179·4	− 1	−15
Tea	9·3	9·8	9·9	9·7	9·3	9·9	+ 6	+ 6
Coffee	0·7	1·6	1·7	1·9	2·0	2·1	+ 5	+300
Chocolate confectionery (*f*)	10·3	12·8	12·9	12·0	13·0	13·3	+ 2	+29
Sugar confectionery (*f*)	12·4	14·6	14·4	13·7	13·8	13·2	− 4	+ 6
	(per head per day)							
Total calories	3,060	3,190	3,190	3,150	3,150	3,170	+ 1	+ 4
Protein:								
Animal (g.)	43·1	48·7	49·2	49·2	50·5	51·3	+ 2	+19
Vegetable (g.)	36·0	34·8	34·3	34·8	35·1	34·7	− 1	−14
Fat (g.)	131·3	141·2	141·8	139·5	138·8	141·2	+ 2	+ 8
Carbohydrate (g.)	417·5	421·8	420·7	416·6	414·8	414·0	− 0	− 1
Calcium (mg.)	696	1,126	1,132	1,118	1,113	1,117	+ 0	+60
Iron (mg.)	13·0	15·7	15·5	15·4	15·7	15·7	+ 0	+21
Vitamin A (i.u.)	3,689	4,430	4,490	4,420	4,647	4,647	+ 0	+26
Thiamine (mg.)	1·3	1·8	1·8	1·8	1·8	1·8	− 0	+38
Riboflavin (mg.)	1·6	1·8	1·8	1·8	1·9	1·9	+ 0	+19
Nicotinic acid (mg.)	13·2	16·5	16·6	16·2	16·4	16·4	+ 0	+24
Vitamin C (mg.)	96	100	95	98	102	100	− 2	+ 4

N.B. More detailed estimates were published in the *Board of Trade Journal*, Vol. 185, No. 3464, 9th August, 1963.

(*a*) One egg is approximately 2 oz.

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

(*c*) Includes sugar in manufactured foods (which is not included elsewhere in the table except for confectionery) but excludes sugar used in brewing and distilling.

(*d*) The pre-war estimate has been revised as a result of further research on supply and utilization data but it is still an approximate figure. Pre-war consumer surveys suggest that average consumption may have been about 200 lb. per head per annum.

(*e*) Tomatoes and tomato products have been classified as fruit (in terms of fresh equivalent) to conform with National Food Survey practice.

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

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION, 1961

9. Estimates, obtained from the National Food Survey, of the average weekly expenditure on food for consumption by private households in Great Britain in each quarter of 1960 and 1961 are given in Table 3. Expenditure deviated from the normal seasonal pattern in 1961 by rising to a peak in the third quarter, partly owing to unusually high prices for some fruits and vegetables, and partly because of an increase in purchases of carcase meat; over the year expenditure averaged 30s. 7d. per person per week, 11d. (3·2 per cent) more than in 1960, the principal increases being in expenditure on meat, potatoes, fresh fruit and bread.

TABLE 3

Household Food Expenditure, Value of Free Food(a) and Total Value of Food obtained for Household Consumption, 1960 *and* 1961

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1960	1961	Percentage change	1960	1961	1960	1961	Percentage change
	s. d.	*s. d.*		*s. d.*	*s. d.*	*s. d.*	*s. d.*	
1st Quarter . .	29 1	30 0	+3·0	6	6	29 8	30 6	+2·8
2nd Quarter . .	30 6	31 0	+1·6	8	9	31 1	31 9	+2·0
3rd Quarter . .	29 5	31 1	+5·7	1 4	1 4	30 9	32 5	+5·3
4th Quarter . .	29 7	30 4	+2·4	11	9	30 6	31 1	+1·8
Yearly average . .	*29 8*	*30 7*	*+3·2*	*10*	*10*	*30 6*	*31 5*	*+3·0*

(*a*) As defined in paragraph 10.

10. Table 3 also gives estimates of the value o "free food", and further details are shown in Table 4. Free food is food which enters the household without payment, for consumption during the week of participation in the Survey; it includes supplies obtained from a garden, allotment or farm, or from an employer, but not gifts of food from one household in Great Britain to another if such food has been purchased by the donating household. Addition of the value of free supplies to the average expenditure provides estimates of the total value of food obtained for domestic consumption (abbreviated as "value of consumption" in Table 3 and elsewhere in the Report). The value imputed to the free supplies received by a group of households is derived from the average prices currently paid by that group for corresponding purchases. This appears to be the only practicable method of valuing free supplies, though if the households concerned had not had access to such supplies, they would probably not have replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk were not valued, and cheap welfare milk was entered at the price paid for it. Cod liver oil and vitamin A and D tablets were excluded from the analysis because of their erratic effect on some of the nutritional estimates. Subject to these reservations, the estimated total value of food obtained for domestic consumption averaged 31s. 5d. per person per week in 1961 compared

TABLE 4

Value of Free Supplies (*a*), 1960 *and* 1961

(pence per person per week)

	1960					1961				
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average
Milk and cream	1·54	1·27	1·44	1·53	1·43	1·07	2·14	2·02	1·46	1·67
Eggs . .	1·18	1·17	1·20	1·24	1·20	1·06	1·73	1·73	1·00	1·38
Meat . .	0·95	0·50	0·45	1·20	0·79	0·62	0·88	0·55	0·76	0·68
Potatoes . .	0·67	0·86	2·09	1·20	1·21	0·65	0·67	2·34	1·31	1·24
All other vegetables . .	0·96	2·02	5·99	2·61	2·88	1·33	1·53	5·18	2·37	2·59
Fruit . .	0·72	1·71	4·86	2·56	2·46	1·00	1·85	3·73	1·63	2·04
All other foods	0·27	0·27	0·44	0·28	0·33	0·20	0·30	0·34	0·31	0·34
All foods .	*6·29*	*7·80*	*16·47*	*10·62*	*10·30*	*5·93*	*9·10*	*15·89*	*8·84*	*9·94*

(*a*) As defined in paragraph 10.

with 30s. 6d. in the previous year. Seasonal variation in the value of consumption was greater than in 1960, and more pronounced than that in expenditure, largely because the peak in expenditure coincided with the peak in free supplies in the third quarter. Nevertheless, the trend over the past decade has been for free supplies to account for a decreasing proportion of the overall value of household food consumption, partly because of the decline in the use of gardens and allotments for food production, and partly because of the increase in the element of food expenditure which is attributable to the ancillary services of processing and packing.

Seasonal and Convenience Foods

11. The percentage changes in average expenditure on seasonal foods, convenience foods and all other foods in each quarter of 1961 compared with corresponding quarters of the previous year are shown in Table 5. The group of seasonal foods consists of those foods which regularly exhibit a marked seasonal variation in price or in consumption, and comprises liquid milk (full price), cream, eggs, fresh fish, potatoes, fresh vegetables and fresh fruit. Convenience foods may be defined as those processed foods for which the degree of culinary preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly-processed products. Although the Survey classification of foods is not sufficiently detailed to itemize separately all of the foods embraced by this definition, it distinguishes most of them, namely:—cooked and canned meats, meat products, cooked and canned fish, quick-frozen peas and beans, canned vegetables, canned fruit, cakes, pastries, biscuits, breakfast cereals, cereal products, canned and dehydrated soups, puddings, and ice-cream bought to serve with a meal. Expenditure on these convenience foods rose by 5·1 per cent in 1961 (from 5s. 6d. to 5s. 10d. per person per week) compared with increases of 4·9 per cent (from 8s. 6d. to 8s. 11d.) in expenditure on seasonal foods and of 1·4 per cent (from 15s. 7d. to 15s. 10d.) in that on all other foods.

12. Table 5 shows the extent to which these changes in expenditure were due to price changes in the "quantity" (or value at constant prices) of food purchases.

The changes in prices are those indicated by a price index of "Fisher Ideal" type, calculated as the geometric mean of two indices with weights appropriate to the earlier and later periods respectively; the changes in the quantity of food purchased were estimated by deflating the index of expenditure by this price index. This apportionment between price and quantity, however, cannot be precise because the classification of items cannot be indefinitely detailed. The average price paid for each item was obtained by dividing the total expenditure on that item by the total quantity purchased; hence a shift in purchases from a cheaper to a dearer variety within the same food item (for example, from a lower to a higher grade of liquid milk) is represented as an increase in the average price paid for the item; conceptually, however, purchase of the more expensive variety should preferably be shown as a rise in the standard of purchases. This type of limitation does not arise when there is a shift in purchases from one item in the classification (i.e. an item for which a price relative is calculated) to another; *ceteris paribus*, such a shift is recorded as a quantity change and the price index is not affected. Subject to the qualification mentioned above, the increase of 3·2 per cent in household food expenditure in 1961 may be apportioned as a rise of 1·7 per cent in the general level of food prices and a gain of 1·4 per cent in the real value (at constant prices) of food purchases. The rise of 1·7 per cent in the overall level of food prices was due mainly to an increase of 5·6 per cent in the price index for seasonal foods, most of which,

TABLE 5

Changes in Indices of Expenditure, Average Food Prices and Real Value of Food Purchased: Quarters of 1961 *compared with corresponding Quarters of* 1960

(percentage changes)

	Quarter				1961 on 1960
	1	2	3	4	
Expenditure					
Seasonal foods (*a*) . .	+5·8	+0·9	−11·8	+2·4	+4·9
Convenience foods (*a*) . .	+4·0	+3·4	+ 6·9	+ 6·6	+5·1
All other foods (*b*) . .	+1·1	+1·4	+ 1·9	+0·9	+1·4
All foods	+3·0	+1·6	+ 5·7	+2·4	+3·2
Average Food Prices					
Seasonal foods (*a*) . .	+2·8	+2·8	+10·2	+7·0	+5·6
Convenience foods (*a*) . .	+1·2	+0·6	+ 2·9	+2·4	+1·8
All other foods (*b*) . .	−0·6	+1·0	− 0·7	−1·5	−0·5
All foods (*b*) . . .	+0·7	+1·5	+ 3·1	+1·5	+1·7
Real Value of Food Purchased (*c*)					
Seasonal foods (*a*) . .	+2·9	−1·8	+ 1·4	−4·2	−0·6
Convenience foods (*a*) . .	+2·8	+2·8	+ 3·8	+ 4·1	+3·2
All other foods (*b*) . .	+1·7	+0·4	+ 2·7	+2·5	+1·9
All foods (*b*) . . .	+2·2	+0·2	+ 2·5	−0·9	+1·4

(*a*) As defined in paragraph 11.
(*b*) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded.
(*c*) Calculated by dividing the expenditure index by the corresponding price index.

in turn, was attributable to abnormally high prices for potatoes, fresh vegetables, and fresh fruit in the second half of the year; an increase of 1·8 per cent in the price index for convenience foods accounted for no more than a fifth of the rise in the price index for all foods, and this contribution was almost entirely offset by a decrease of 0·5 per cent in the price index for all other foods. The gain of 1·4 per cent in the real value of food purchases in 1961 was achieved despite a fall of 0·6 per cent in the component relating to seasonal foods. Nearly two-fifths of the overall net gain was contributed by a rise of 3·2 per cent in the real value of purchases of convenience foods and the remainder by a rise of 1·9 per cent in the corresponding component for all other foods; the rise in the latter component was due mainly to increased purchases of meat and butter.

13. Some of these changes in 1961 were thus short-term phenomena, but some were in continuation of already established trends. Differences in the trends in expenditure, prices and consumption of seasonal, convenience and other foods since 1957 are illustrated in Table 6 by annual index numbers, calculated as described in paragraph 12; the adoption of 1958 as a base period for these indices facilitates their comparison with other published statistical series. Although expenditure on seasonal foods exhibited a regularly rising trend throughout the five-year period, annual changes in prices and in consumption of these foods were, as might be expected, dependent on the weather and inversely related to each other. Moreover, these changes were inversely cor-

TABLE 6

Indices of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1957–61

(1958 = 100)

	1957	1958	1959	1960	1961
Expenditure indices					
Seasonal foods (*a*)	98·8	100	101·6	103·9	109·0
Convenience foods (*a*)	93·8	100	104·4	106·4	111·8
All other foods (*b*)	100·6	100	103·7	104·1	105·6
All foods (*b*)	98·8	100	103·2	104·5	107·7
Price indices					
Seasonal foods (*a*)	94·5	100	96·6	96·3	101·9
Convenience foods (*a*)	99·3	100	100·5	99·3	101·1
All other foods (*b*)	100·9	100	105·0	105·1	104·4
All foods (*b*)	98·7	100	101·7	101·4	103·0
Indices of Real Value of Food Purchases (*c*)					
Seasonal foods (*a*)	104·5	100	105·2	107·8	107·0
Convenience foods (*a*)	94·5	100	103·8	107·2	110·6
All other foods (*b*)	99·7	100	98·7	99·1	101·1
All foods (*b*)	100·1	100	101·4	103·0	104·5

(*a*) As defined in paragraph 11.

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

(*c*) Calculated by dividing the expenditure index by the corresponding price index.

related with the corresponding changes in prices and consumption of foods other than convenience foods, to which consumers have greater recourse when seasonal foods are in limited supply. The possible replacement of seasonal foods by convenience foods under such circumstances is obscured by the rapidly rising trend in consumption of the latter. Indeed, expenditure per head on convenience foods increased by 19·2 per cent between 1957 and 1961, compared with a rise of 4·9 per cent in expenditure on all other non-seasonal foods. Moreover, the contrast between these two groups is heightened when expressed in real terms, because the price index for the former rose only half as much as that for the latter; thus the real value of purchases of convenience foods increased by 17·1 per cent compared with a rise of 1·4 per cent for other non-seasonal foods. Over the same period, the real value of all household food purchases per head rose by 4·4 per cent, convenience foods contributing approximately two-thirds of this rise.

14. Although contrasting changes are thus shown for the three broad categories of "seasonal", "convenience" and "other" foods, this does not imply that all of the foods within each category exhibited a common trend in expenditure, or in consumption, or average price. Some of these differences within categories during the period from 1958 to 1961 are revealed in Table 18 (Part II) which gives indices of expenditure, prices and the real value of purchases for each of the main food groups. More detailed estimates of average expenditure, consumption and prices for each of the foods in the Survey classification are shown for each quarter of 1961, together with averages for the year, in Tables 1–3 of Appendix B; comparable detailed results for earlier years are to be found in previous Annual Reports.

Milk and Cheese

15. Average household consumption of liquid milk (excluding school milk), which had fallen slightly in 1958 and 1959, subsequently increased at a rate of approximately 1½ per cent per annum to 4·70 pints per person per week in 1961. Part of this increase was in consumption of milk bought at the full retail price, and part was due to a growth in purchases of welfare milk. Although this latter growth was largely due to the increase in the birth-rate and the consequent increase in the proportion of the population entitled to welfare milk, part of it was attributable to a shift in demand from cheap welfare dried milk to the more expensive branded dried milks for feeding to infants, and the more frequent exercise of the option to purchase the infant's allowance of cheap welfare milk in liquid form. The increase in consumption of branded dried milk made only a small contribution to the rise of 12 per cent in the index of the real value of purchases of "other" milk and cream between 1958 and 1961 (Table 18); most of this rise was due to the increase in consumption of cream from 0·32 oz. per person per week in 1958 to 0·44 oz. in 1961. Purchases of evaporated milk (which is often used as a cheap substitute for cream) decreased after 1959; previously consumption had been increasing.

16. The indices for cheese which are given in Table 18, illustrate both its low overall price elasticity and the slight upward trend in demand over the four-year period. The increase in demand was confined to natural cheese; average purchases of processed cheese were fairly steady at nearly 0·4 oz. per person per week.

Meat and Poultry

17. Over the past few years, the quantity of meat consumed has been determined mainly by the availability of supplies, the price mechanism operating to equate the effective demand to the supply, as is illustrated by the indices of prices and the real value of purchases given in Table 18. Nevertheless, there have also been marked changes in the underlying demand for some kinds of meat which are more clearly revealed by further detailed analysis. For this purpose it is desirable to consider data obtained over as long a period of free market conditions as possible, and since consumers, and suppliers, had not fully adjusted their behaviour to those conditions in 1955, the period chosen for analysis is from 1956 to 1961. Estimates of average consumption of the principal kinds of meat during this period are shown in Table 7.

TABLE 7

Household Consumption of Meat, 1956–61

(oz. per person per week)

	1956	1957	1958	1959	1960	1961
Beef and veal	10·00	10·54	9·57	8·55	8·74	9·10
Mutton and lamb	7·16	6·28	6·04	6·97	6·63	6·75
Pork	1·90	1·98	2·13	2·01	2·02	1·95
Total carcase meat	*19·06*	*18·80*	*17·74*	*17·53*	*17·39*	*17·80*
Bacon and ham, uncooked	5·11	5·08	5·16	5·14	5·32	5·24
Poultry	0·59	0·80	0·97	1·35	1·68	2·32
Other meat and meat products	10·59	10·76	11·30	11·16	11·50	11·40
Total carcase and other meat	*35·35*	*35·44*	*35·17*	*35·18*	*35·89*	*36·76*

18. Total household consumption of meat, which averaged 35·4 oz. per person per week in 1956–57, fell slightly to 35·2 oz. in 1958–59 when the decrease in consumption of beef, which was due to reduced imports and home-production, was not fully offset by increased consumption of other kinds of meat. The total increased to 35·9 oz. in 1960, partly because of greater supplies of beef, but mainly because of increased purchases of poultry, bacon and convenience meats; it attained 36·8 oz. per person per week in 1961 when home production and total supplies of beef, mutton and lamb, pig-meat and poultry all increased. The disposal of these additional supplies in the home market was not achieved without some fall in retail prices in the second half of the year (Appendix B, Table 3), although averaged over the whole year the prices paid by housewives for beef and for pork were higher than in 1960 (Table 18). However, the latter increases were, at least in part, due to the method of calculating the average prices for the two commodities; this method, in effect, produced average prices identical with those which would be obtained for each year by weighting the average prices for each cut by the quantity of that cut purchased in the same year, and the increase between the two years reflects some shift in purchases from cheaper to dearer cuts and from imported to home-killed meat. Unfortunately, (for purposes of analysis), in many cases, housewives appear to be unable to distinguish reliably between the various cuts of meat, or even between home-killed and imported meat.

19. The four-fold increase in consumption of poultry from 0·59 oz. per person per week in 1956 to 2·32 oz. in 1961 was greater than the increase in total meat consumption (from 35·4 oz. to 36·8 oz.). Between 1956 and 1960, consumption of carcase meat declined from 19·1 to 17·4 oz., but it rose to 17·8 oz. in 1961. Although the increase in consumption of poultry (which was more than double the increase in consumption of convenience meats) thus more than offset the decrease in purchases of carcase meat (which was itself partly a reflection of the supply position) the question arises whether these changes can be explained by changes in average prices or by changes in consumer demand. Certainly new methods of poultry production were adopted soon after the return to free-market conditions, and the rapid expansion of the broiler industry was accompanied by a fall in unit production costs and margins, which resulted in poultry being offered to housewives at an average price of 3s. 8d. per lb. in 1961 compared with 5s. 0d. per lb. in 1956, thus placing it within the everyday reach of a wider market which formerly regarded it as a luxury. Over the same period the average price paid by housewives for carcase meat increased from 3s. 4d. per lb. to 3s. 10d. Poultry thus entered into keener price-competition with carcase meat, but there remains the question whether or not consumer demand has shifted from carcase meat to poultry independently of the respective opposing trends in average price; this is discussed in Appendix E. The conclusions are that there has been a significant decline in the underlying demand for mutton and lamb, probably some increase in that for beef and veal, and an accelerating expansion of demand for poultry. If real incomes had not risen during the period, the demand for mutton and lamb would have declined rather more rapidly and that for poultry would have increased at about two-thirds of the observed rate.

20. Bacon has been omitted from the analysis in Appendix E, partly to keep to a minimum the number of variables involved, but also because it is not considered an important substitute for the carcase meats. The own-price elasticity of demand found for uncooked bacon and ham during the period from 1956 to 1961 was −0·69 (standard error 0·12); the fact that this estimate is lower than the corresponding estimates for poultry and each of the carcase meats, given in Appendix E, supports the view that there is less substitution on the basis of price between bacon and the other meats than there is between the separate items making up the latter. Statistically significant annual changes in demand for uncooked bacon and ham were detected throughout the period, but these changes were not in conformity with a clear trend.

Fish

21. The price indices for fish which are shown in Table 18 slightly exaggerate the rise in average prices between 1958 and 1961. In the base year (1958) chosen for the indices, no distinction was made in the Survey classification of foods between filleted and unfilleted fresh white fish, nor between filleted and unfilleted herrings; in consequence, the price-relatives calculated by the method described in paragraph 12 are affected by the increase in the ratio of filleted to unfilleted fish purchases. Although the indices of the value of purchases of fish at constant prices are also affected, the distortion is not sufficient to nullify the overall decrease in consumption which they reflect after 1959.

Eggs

22. Although there had been some slight expansion of demand for eggs, independently of any effect of price, between 1957 and 1960, there was no significant change in 1961 in household consumption, which averaged 4·66 eggs per person per week. Prices fluctuated around an average of 4s. 2d. per dozen in both 1960 and 1961, but the fluctuations were smaller in the later year. At these levels of prices and consumption, the effective demand responds hardly at all to small changes in price; a price-elasticity of −0·12 (standard error 0·06) was estimated after removing seasonal variation from the Survey data for the period from 1956 to 1961.

Fats

23. Increased supplies of butter in 1961 resulted in a fall in the average price from 3s. 1d. per lb. in the first quarter of the year, when household purchases averaged 6·00 oz. per person per week, to 2s. 10d. per lb. in the third quarter when average purchases rose to 6·36 oz. The pressure of supplies eased in the fourth quarter, when the average price increased slightly to 2s. 11d. per lb. and purchases fell to 6·22 oz., giving averages for the whole year of 2s. 11d. per lb. and 6·18 oz. per person per week respectively, compared with 3s. 5d. per lb. and 5·68 oz. in 1960. Quarterly purchases of margarine tended to vary conversely with those of butter, and the average for the year was 3·30 oz. per person per week compared with 3·66 oz. in 1960. The average price paid by housewives for margarine was 1s. 10½d. per lb. in both years, with almost negligible variation during the period.

24. Experience since decontrol in 1954 has shown[1] that when the price of butter is increasing after having exhibited a downward trend for a period, consumer demand for butter at a given price tends to be stronger, and that for margarine weaker, than at the equivalent price when the price of butter is falling. As the downward trend in butter prices in 1960–61 was not reversed until November 1961, it was not clear by the end of the year whether or not a shift in demand had occurred. However, an analysis of the monthly Survey data from mid-1957 to mid-1962 has shown significant annual changes in demand for butter and margarine, and has provided estimates of −0·32 for the own-price elasticity of demand for butter, and of +0·43 for the elasticity of demand for margarine with respect to the price of butter; both these estimates have a standard error of 0·06. Changes in the real price of margarine were negligible over this period, and had no discernible effect on demand. A comparison of the average purchases in each year of the five-year period with the quantities that might have been expected from application of the above price-elasticities to the recorded changes in the "real" or deflated price of butter provides estimates of the extent to which the underlying demand for the two commodities varied throughout the period independently of the changes in price. Such estimates, expressed as percentage deviations from the average demand over the five years are:—

	1957/58	1958/59	1959/60	1960/61	1961/62
Butter	− 5·0	+ 2·0	+ 0·3	+ 0·5	+ 2·4
Margarine	+10·2	− 1·9	− 0·4	+ 0·2	− 7·3
Deflated price of butter	− 4·3	− 3·5	+23·4	− 2·5	−10·0

[1] *Domestic Food Consumption and Expenditure: 1960*, paragraph 24, H.M.S.O., 1962.

These estimates indicate that demand shifted from margarine to butter shortly after the downward trend in butter prices was reversed in mid-1958; part, but not all, of this gain was subsequently lost soon after the reversal of the upward trend in butter prices at the end of 1959, but it was restored shortly after the upturn in butter prices at the end of 1961. Part of the change in demand for the two principal fats can be explained by the increase in real income per head over the period. Estimated income-elasticities of demand for butter and margarine were given in the Annual Report for 1960 (p. 161) for the years 1955, 1958 and 1960, and interpolated values have been used to adjust the percentage deviations (shown above) for the rise in real income, with the following results:—

	1957/58	1958/59	1959/60	1960/61	1961/62
Butter	− 3·3	+ 3·1	+ 0·2	− 0·7	+ 1·6
Margarine	+ 8·3	− 3·0	− 0·3	+ 1·7	− 6·3

Thus, about one-third of the increase in the underlying demand for butter is accounted for by rising incomes, but only about one-sixth of the decrease in the demand for margarine. The remainder represents a change in consumers' taste and habits which is not explained by price and income changes.

25. Total household consumption of visible fats (including lard and cooking fats), which had risen to 12·2 oz. per person per week in 1958, was fairly steady about an average of 12·0 oz. between 1959 and 1961.

Sugar and preserves

26. Although household purchases of sugar averaged 18·1 oz. per person per week in 1961 compared with 17·8 oz. in 1960, this does not necessarily imply an upturn in trend; the annual averages fluctuated between 17·7 oz. and 18·6 oz. during 1956 to 1961, and these changes appear to be closely related to the level of supplies of soft fruit. The long-term decline in consumption of preserves continued in 1961 when average consumption fell to 3·03 oz. per person per week compared with 3·21 oz. in 1960 and 3·69 oz. in 1956; the rate of decline in consumption has been quite slow for marmalade, somewhat faster for jam, and most rapid for syrup and treacle.

Vegetables and fruit

27. The estimated household consumption of potatoes increased from 57·2 oz. per person per week in 1960 to 58·1 oz. in 1961, with a relatively greater rise in average expenditure, from 1s. 0d. per person per week to 1s. 2d. Although the average prices paid by housewives for potatoes in the second half of 1961 were higher by between ¾d. and 1¼d. per lb. than in the corresponding quarters of the previous year, purchases were almost at the same level in both periods; this apparent inelasticity in the demand was probably due in part to anticipation of a shortage in the spring of 1962, and in part to a fall in free supplies from gardens and allotments which caused some housewives to be more dependent on commercial supplies. Pre-packed potatoes, not previously recorded separately, commanded an average price about ¾d. per lb. higher than that of other potatoes

in 1961; averaged over the year, 8 per cent by weight of the potatoes bought by housewives were pre-packed, but in January–March the proportion was as high as 13 per cent.

28. Consumption of fresh green vegetables declined from 15·8 oz. per person per week in 1960 to 15·1 oz. in 1961, largely because of reduced free supplies of fresh peas and beans. Consumption of root and miscellaneous fresh vegetables also decreased (from 10·6 oz. to 9·7 oz.), commercial and free supplies both being less than in 1960. Purchases of canned vegetables and vegetable products, however, increased from 6·75 oz. to 7·23 oz.

29. Consumption of canned peas varied little between 1956 and 1961, but purchases of canned beans, other canned vegetables, vegetable products and especially quick-frozen peas and beans all increased during this period, while consumption of dried pulses declined. These trends, together with changes in consumption of fresh peas and beans, are shown in Table 8.

TABLE 8

Household Consumption of Peas, Beans, Canned Vegetables and Vegetable Products, 1956–61

(oz. per person per week)

	1956	1957	1958	1959	1960	1961
Fresh peas	3·15	3·09	3·19	3·13	1·51	1·34
Fresh beans					2·07	1·39
Quick-frozen peas	0·20	0·22	0·34	0·47	0·54	0·56
Quick-frozen beans					0·09	0·09
Canned peas	3·23	2·94	3·18	3·24	3·06	3·34
Canned beans	2·36	2·15	2·55	2·52	2·60	2·70
Dried pulses	0·71	0·63	0·64	0·52	0·58	0·54
Other canned vegetables	0·32	0·34	0·42	0·45	0·40	0·50
Vegetable products	0·05	0·10	0·07	0·07	0·11	0·15

30. Consumption of fresh fruit fell from 22·9 oz. per person per week in 1960 to 21·8 oz. in 1961, largely because of an exceptionally poor home crop of apples in the latter year; although this was partly made good by increased imports, the average price paid by housewives for apples in the fourth quarter (1s. 5½d. per lb.) was almost double that paid a year earlier. Oranges and other citrus fruits were also dearer and less plentiful than in 1960, and consumption was consequently lower. Consumption of canned and bottled fruit increased slightly, but that of dried fruit declined further. The price of a 6 oz. bottle of welfare orange juice was increased from 5d. to 1s. 6d. on 1st June, 1961, and purchases averaged 0·03 oz. per person per week in the second half of the year compared with 0·07 oz. in the first six months.

Cereals and miscellaneous foods

31. The downward trend in consumption of bread continued in 1961; purchases averaged 45·2 oz. per person per week compared with 45·5 oz. in the previous year and 51·1 oz. in 1956. Purchases of flour fell from 6·76 oz. to 6·37 oz.; in 1956 the average was 7·89 oz. There were further decreases in the consumption of rice and of oat products in 1961, but purchases of chocolate biscuits, puddings and prepared breakfast cereals again increased. Consumption of tea

increased slightly and there was some further displacement of bean and ground coffee by instant coffee. Purchases of canned soups continued to increase, and averaged 2·48 oz. in 1961 compared with 1·61 oz. in 1956.

Quick-frozen foods

32. Estimates of average household purchases of quick-frozen foods in 1960 and 1961 are given in Table 9. The estimates relate to the "cabinet trade"[1] in quick-frozen foods and exclude any products which are not readily identifiable as quick-frozen by the housewife. At constant (1960) prices the increase between 1960 and 1961 in the volume of purchases of quick-frozen foods was about 16 per cent; most of this increase was due to quick-frozen poultry, for which the problem of identification is most acute.

TABLE 9

Quick-frozen Foods:

Household Expenditure, Consumption and Average Prices Paid, 1960 *and* 1961

	Expenditure (pence per person per week)		Consumption (oz. per person per week)		Average price (per lb.)	
	1960	1961	1960	1961	1960	1961
					s. d.	*s. d.*
White fish (fillets and fingers)	1·31	1·36	0·43	0·44	4 1	4 2
Peas	1·26	1·33	0·54	0·56	3 2	3 2
Poultry (uncooked)	0·58	0·98	0·17	0·33	4 8	3 11
Meat products and prepared meat dishes	0·47	0·54	0·13	0·14	4 11	5 1
Beans	0·24	0·24	0·09	0·09	3 8	3 8
Fish cakes and other fish products	0·17	0·16	0·07	0·06	3 2	3 8
Cakes and pastries	0·08	0·13	0·02	0·04	4 8	4 9
Brussels sprouts	0·07	0·08	0·02	0·03	3 11	3 9
Processed fat fish	0·05	0·07	0·02	0·02	3 10	4 0
All other quick-frozen foods	0·35	0·32	0·09	0·09	n.a.	n.a.
Total	*4·58*	*5·21*	*1·58*	*1·80*	*n.a.*	*n.a.*

GEOGRAPHICAL DIFFERENCES IN HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION, 1961

Classification

33. For the purpose of considering differences in household food consumption and expenditure between one part of Great Britain and another, two different analyses of the Survey data have been made. The first of these classifies households according to geographical region, the second according to the degree of urbanization of the polling district in which they are located. The two classifications are formally independent of each other and no cross-classification according to degree of urbanization within each region has been attempted, though an important characteristic of each region is of course the

[1] Branded products sold in cartons.

extent to which its population is concentrated in large towns. In the regional analysis, separate results are given for Wales, for Scotland and for each of the standard regions of England, except that the London conurbation has been treated separately from the remainder of the London and South-Eastern region, which has been combined with the Southern region, giving a total of 11 regions[1] in all. The London conurbation also appears in the analysis by degree of urbanization (type of area), in which it is distinguished from provincial conurbations[2]; this analysis also makes a distinction between larger towns[3] and smaller towns[4], and between semi-rural areas[5] and rural areas[6].

34. The Survey is designed to be representative of Great Britain as a whole, but practical restrictions on the size of the sample and on the number and mobility of the fieldworkers place limits on the number of localities that can be included in each regional sub-sample; the sample design, therefore, cannot ensure that the localities selected from any one region in a single year are fully representative of that region. Although variations in the composition of each of the regional sub-samples between one year and another are not without influence on the results, the broad pattern of regional differences in household food consumption and expenditure revealed each year by the Survey has been remarkably consistent since the analysis was first attempted in 1955; moreover, the year-to-year variations in the composition of the sub-samples are sufficiently random to permit the evaluation of trends in consumption and expenditure from the results obtained over a period of several years. Details of the samples selected in 1961 from each region and from each type of area are given in Appendix A.

Expenditure, prices and free supplies

35. Estimates are given in Table 19 of average domestic food expenditure per person per week in 1960 and 1961 in each region and type of area together with estimates of the value of food obtained for consumption in the home (i.e. purchases plus free supplies). As usual, the analysis by type of area revealed wider differences in average expenditure and in the value of free supplies than the regional analysis; however, the regional variation observed in the average value of food obtained for consumption was greater than that between the different types of area. In each analysis, the differences in average expenditure were, of course, greater than those in the value of consumption, since expenditure tended to be inversely related to the value of free supplies; this inverse relationship was more pronounced in the analysis by type of area than in that by region, but it was weaker in 1961 than in 1960 because the decrease in free supplies of fruit and vegetables in 1961 was not fully offset (particularly in rural areas) by increased purchases. Rural households in consequence recorded not only a lower average food expenditure (8·7 per cent below the national average) in

[1] Details of the administrative areas comprising each region are given in Appendix A.
[2] As defined by the Registrars-General. These are the largest areas of continuous urban development outside London, centred on Birmingham, Manchester, Liverpool, Leeds, Newcastle-on-Tyne and Glasgow.
[3] Boroughs and urban districts with a population of 100,000 or more, urban areas adjoining such boroughs and urban districts, and contiguous urban areas with an aggregate population of 100,000 or more.
[4] All other urban areas.
[5] Rural districts which are either contiguous to urban areas with a population of 25,000 or more, or which themselves have a population density exceeding one person per four acres.
[6] All other rural districts.

1961 than households in other types of area, but also a lower average value of consumption (1·5 per cent below the national average). In the regional analysis, the lowest average expenditure was again that in the South-West (5·8 per cent below the national average), and the lowest average value of consumption that in Scotland (5·1 per cent below); both expenditure and value of consumption were again greatest in London (respectively 8·2 per cent and 6·4 per cent above the national average).

36. Because the estimates of food expenditure which are given in Table 19 relate only to food bought for consumption in the home, it might be expected that the considerable differences between the averages for each region and type of area could be explained at least in part by variations in the number and type of meals eaten outside the home and by the number of meals served to visitors. This, however, does not appear to be the case: when the estimates of average expenditure are each increased in proportion to the number and relative importance of meals eaten outside the home, and further adjusted downwards to allow for meals served to visitors, the regional and area differences are enhanced. The adjusted estimates for 1960 and 1961 are shown as index numbers in Table 19.

37. Table 19 also shows a price index which compares the level of food prices in each region and type of area with the average for Great Britain. The index is of Laspeyres type and has been derived by valuing the national diet at the average prices paid in each region and in each type of area. Prices tended to be lower than the average in London, the Home Counties, East Anglia and the South-West, and higher in Scotland and Wales,[1] but the relative variation was much less than that in expenditure. When the estimates of average food expenditure are adjusted to a uniform level of food prices, they show greater variation between regions and types of area than the unadjusted estimates, so that differences in average food expenditure between one part of Great Britain and another cannot be explained by differences in prices; the main factors are presumably differences in purchasing power and in food habits.

38. A further index number shown in Table 19, the "price of energy" index, measures geographical differences in the relationship between the money value of food obtained for consumption and its energy value; these differences arise partly from variations in the prices paid for food and partly from different dietary patterns. Thus, although housewives in Scotland paid food prices which on average were nearly 4 per cent above those in the whole of Great Britain, they obtained their calories more cheaply because of their greater reliance on the less expensive sources of energy such as potatoes, oatmeal and bread. Conversely, housewives in London had the opportunity to buy many foods at prices slightly below the average, but they also devoted a greater proportion of their expenditure to the more expensive sources of energy such as carcase meat, fresh fruit and green vegetables, so that the cost per calorie of their diet was about 7 per cent above the national average.

39. Regional differences in average household food expenditure per person widened between 1956 and 1961, even when allowance is made for the increase

[1] The high values obtained for prices and expenditure in the East and West Ridings in 1960 were partly due to the fortuitous selection of more middle-class areas in the region in that year.

in food prices over the period. Over the same period, regional differences in food prices tended to decrease. Mainly because of this decrease in the variability of food prices, the increase in the regional differences in food expenditure was less than the increase in the corresponding differences in the value of food obtained for consumption when adjusted to national prices; the latter differences, however, were affected also by relatively large year-to-year variations in garden or allotment produce without counterbalancing changes in expenditure. These trends are illustrated by the following coefficients of variation[1] which have been calculated from the regional averages in each year:

	1956	1957	1958	1959	1960	1961
Coefficients of variation in regional averages of:						
Household food expenditure per person	3·6	3·8	3·8	4·0	4·0	4·4
Food prices[2]	2·1	2·4	2·2	1·9	1·9	1·7
Value (per person) of food obtained for consumption, adjusted to national prices	3·1	2·9	3·1	4·8	3·5	5·9

40. The widening of regional differences in average food expenditure per head between 1956 and 1961 appears to have been at least in part due to different rates of increase in expenditure in three groups of contiguous regions. Thus, over this period, food expenditure per head increased in London, the South and South-East, the South-West and in Wales at an average rate of approximately 0·7 per cent per annum; in the Midlands, which, however, started from a higher level than the first group in 1956, the average rate of increase was 0·6 per cent per annum, and in Scotland, the North-West, the North-East, the North Midlands and East Anglia, which as a group already had a relatively low average food expenditure in 1956, the rate was only about 0·5 per cent. These rates of increase can only be approximate because of variations from one year to another in the composition of the regional sub-samples, but the broad pattern which they reveal may be explained by the greater increase in prosperity in the South than in the North. This widening of broad regional differences in expenditure is confirmed by the coefficients of variation which measure the relative variability between the three groups of regions defined above; in each year from 1956 to 1961, they are, in order, 1·0, 0·7, 1·3, 2·3, 1·6 and 1·9 per cent.

41. In contrast to the variation in expenditure between regions discussed above, that between different types of area does not appear to have increased since 1956. The coefficients of variation for each year are successively 4·3, 5·4, 4·8, 4·4, 3·3 and 4·4 per cent. It is shown below (paragraphs 50 and 59) that differences associated with social class and household composition have also not widened, so that the increased regional disparity cannot be thus explained.

42. Geographical variations in average household consumption of each of the main foods or groups of foods in 1961 are summarized in Table 20. Detailed estimates of average consumption of each of the 128 foods itemized in the

[1] These coefficients express the weighted root-mean-square deviation of the regional averages from the national average in each year as a percentage of the national average.

[2] These coefficients measure the variation in each year between the regional price indices constructed by the method described in paragraph 37.

Survey classification are given in Appendix D. The pattern of consumption in each region and type of area in 1961 was broadly similar to that described in paragraphs 116–131 of the Annual Report for 1960.

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION ACCORDING TO SOCIAL CLASS, 1961

Classification

43. The definition of social class used in the National Food Survey is in terms of the gross weekly income of the head of the household, as stated by the housewife or, if necessary, imputed from occupation or other information. The use of a single criterion for this purpose may result in occasional anomalies in classification, but of all the factors which, taken together, determine the social class of a household, the income of its head appears to be the most relevant for the purpose of studying class-differences in food habits, especially as the distribution of households according to size does not vary much at different income levels except in the lower ranges—in other words, the classifications by income of head and by type of household are nearly orthogonal. In contrast, a classification by family income, or family income per head, would depend very much on differences in household size, so that social class and type of household would be confounded. The joint income of husband and wife has also been suggested as a classificatory variable, but it is dependent on yet another factor, the number of earners per household.

44. Four broad classes are distinguished (and described in descending order of the gross income of the head of the household as Classes A, B, C and D), but Class A is divided into two sub-groups (A1 and A2), and Class D into three, viz. households containing one or more earners (Class D1), those containing no earner (Class D2) and households solely or mainly dependent on old age pensions[1] (abbreviated as O.A.P.). As an exception to the general rule, if the gross weekly income of the head of the household falls within the income range for Class D and the household contains one earner or more, the income of the principal earner is used to determine the social class, even though that earner is not necessarily the head of the household.

45. Because of the continuing rise in money incomes, the income ranges for each class must be re-defined periodically. Moreover, the revision must be made in advance of the field-work for any year, because those housewives who are unwilling or unable to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. The income ranges which were adopted at the beginning of 1961 for use throughout the year were:—

Class A	£21 per week and over (Class A1, £36 and over).
Class B	£12 10s. and under £21.
Class C[2]	£8 10s. and under £12 10s.
Class D	Under £8 10s.

[1] Including non-contributory and contributory retirement pensions, and pensions of widows over 60 years of age. For this purpose, "pensions" include income from National Assistance funds.

[2] In order to keep the occupational composition of Classes C and D1 as consistent as possible with what it had been in previous years, special provision was made for all full-time male agricultural workers to be placed in Class C (or higher), even though some may not have earned more than their statutory minimum wage of £8 9s.

The rise in money incomes during 1961, however, proved greater, especially for skilled and semi-skilled manual workers, than had been anticipated when these ranges were determined at the beginning of the year. In consequence, about a sixth of the households which would otherwise have been allocated to Class C were placed in Class B because the income of the head fell within the range previously determined for that class. The households thus incorrectly pre-classified spent rather less on food than households correctly placed in Class B, but a little more than other Class C households. As a result, the estimates of average food expenditure in both Classes B and C in 1961 are slightly understated; the averages for the sample as a whole and for households grouped according to any other classification are, of course, not affected. The proportion of sampled households falling within each class in each year from 1956 to 1961 is shown in Appendix A, together with the income ranges which were used each year to define the classes.

46. Further details of the composition of each class in 1961 are given in Tables 3 and 4 of Appendix A. As usual, households in each of the three sub-groups of Class D were of much smaller average size (2·66, 1·92, 1·50 persons) than those in Classes A, B and C (3·41 to 3·59 persons). In 54 per cent of the households included in Class D1, the *head* of the household was not gainfully occupied at the time of participation in the Survey, but at least one other member of the household was earning. Class D1 also included a number of households in which the principal earner was in part-time employment or was an adolescent or a widow; it contained nearly twice as many adult females as adult males, and relatively more women over 60 and men over 65 than the other earning classes, but relatively fewer children, and also relatively fewer than the corresponding sample in the previous year. The small sample of households in Class D2 (without earners) is also heterogeneous in character and its composition inherently unstable. This class consists largely of retired persons whose main source of income is other than the state retirement pension, but it also includes a few totally unemployed families with children. The sample of households from Class D2 in 1961 contained relatively fewer retired men and fewer single-person households than that in 1960, but more elderly women; the unemployed families in this class, although no more numerous, contained on average more children.

Expenditure, consumption and prices

47. Estimates are given in Table 21 of average domestic food expenditure per person per week in 1960 and 1961 by households of each class. Average expenditure in 1961 ranged from 38s. 9d. per person per week in Class A1 to 28s. 11d. in Classes D1 and D2. The decrease shown for households in Class D2 in 1961 is entirely attributable to the change in the composition of the sample from that class; all other classes showed increases in expenditure, though the increases shown for Classes B and C are slightly understated for the reasons given in paragraph 45, while the increase shown for Class D1 is partly due to the fortuitous inclusion in that class of fewer children than in 1960. Mainly no doubt because of an increase in their real income[1], old age pensioner households increased their expenditure on food by more than 5 per cent in 1961 compared with an increase of 3·2 per cent for the whole sample; indeed, the

[1] On 3rd April, 1961, the weekly rates of pension were increased from £2 10s. to £2 17s. 6d. for a single person, and from £4 to £4 12s. 6d. for a married couple.

average expenditure recorded by pensioners has risen by 18 per cent since 1956, while that of all households has increased by little more than 12 per cent, and food prices by less than 7 per cent. Of the increase of 4s. 7d. per head in their average weekly food expenditure since 1956, 1s. 5d. was devoted to meat, 6½d. to fruit and 5d. to milk.

48. The range of class differences in the total value of food obtained for consumption in the home was wider than that in average food expenditure because households in Class A not only had the highest expenditure but also obtained more free supplies than households in any other class. Class differences in food expenditure, however, are partly explained by differences in the average prices paid for food by households in each class. The latter differences are illustrated in Table 21 by index numbers which have been calculated by costing the national average food purchases per head at the average prices paid by each class in turn and expressing the result as a percentage of the average domestic food expenditure per head for the whole sample. The index numbers therefore take no account of the actual pattern of purchases in each class, but only of differences in prices paid for the same commodities, presumably because of differences in quality and in the services offered by different shops. Thus the general level of food prices paid by households in Classes A1 and A2 in 1961 were respectively nearly 8 per cent and 3 per cent above the national average, which was the same as that in Class B; in Class C and the three sections of Class D the level was 1–2½ per cent below the national average. A "price of energy" index is also shown in Table 21. This index has been obtained by dividing the money value of the food obtained for consumption (purchases plus free supplies) in each class by its energy value and expressing the result as a percentage of the corresponding quotient for all households. The index in 1961 ranged from nearly 27 per cent above the national average in Class A1 to nearly 5 per cent below it in Class C and in the pensioner households; this range was not very different from the corresponding range in the money value of food obtained for consumption since class differences in the energy value were comparatively small. Furthermore, class differences shown by the price of energy index were attributable far more to different dietary patterns than to differences in food prices, the higher income groups being less dependent on the cheaper sources of energy than those of more limited means.

49. The estimates of average expenditure so far discussed relate only to food bought for consumption in the home. Although the Survey does not obtain information of the amount spent on meals eaten outside the home, it records their number and type; it also records the number and type of meals served to visitors. When the estimates of average expenditure in each class are increased in proportion to the number and relative importance of meals eaten outside the home, and further adjusted downwards to allow for meals served to visitors, the class differences are enhanced, as shown in Table 21, because the proportion of meals taken out varied directly with the income of the head of the household and was almost negligible in pensioner households and households in Class D2.

50. Class differences in the average prices paid for food narrowed between 1956 and 1961, but class differences in the value of food obtained for consumption, when adjusted to national prices, appear to have changed in a less regular manner, and so do those in average food expenditure. These changes

are illustrated by the following coefficients of variation[1] which have been calculated from the averages for each class in each year:

	1956	1957	1958	1959	1960	1961
Coefficients of variation in the averages for each class:						
Household food expenditure per person	5·5	7·0	5·8	6·0	5·1	5·6
Food prices[2]	2·4	2·4	2·2	1·8	1·9	1·7
Value (per person) of food obtained for consumption, adjusted to national prices	4·5	5·3	4·4	5·7	4·5	4·6

The irregularity in the series of coefficients for expenditure and in those for the value of consumption is due partly to the lack of precision in determining the income ranges used to define each class in each year, and partly to year-to-year changes in the composition of households in Classes D1 and D2. Nevertheless, the increase in expenditure by old age pensioner households has brought their average closer to the national average[3]; while households in Class A1 have maintained their relative lead over all the other earning classes, the averages of the latter have also, since 1957, tended to move towards the national average.

51. Estimates of average expenditure on each of the main foods in 1961 by households of different class are given in Table 22; corresponding estimates of consumption are shown in Table 23. For most foods, both expenditure and consumption were greatest, as in previous years, in Class A1, and fell with declining income to a minimum, most often found in Classes D1 or D2. The gradation was particularly steep for meat (of all kinds) on which households in Class A1 spent on average 11s. 8d. per head per week while those in Class D2 (with half as many children) spent 7s. 8d. Although the relative increase in poultry consumption was greater in each of the three sub-groups of Class D than in the highest income group, the absolute increase was smaller, so that the class differences increased, Class A1 recording the highest consumption (6·1 oz. per head per week) and Class D1 the lowest (1·6 oz.). Consumption of bread, potatoes and margarine, which are among the cheaper sources of energy was, as formerly, lowest in Class A1 and increased with diminishing income to a maximum in either Class C or Class D1. As in 1960, the proportion of expenditure allocated to convenience foods was greatest in Classes B and C (19·4 and 19·6 per cent respectively) and least in the pensioner group (14·7 per cent). The latter group of households bought slightly more of most main foods (with the notable exception of bread) than in 1960, and their recorded consumption of most of these foods was either above or very close to the national average.[3]

[1] Cf. footnote [1] to paragraph 39.

[2] Cf. footnote [2] to paragraph 39.

[3] When comparing old age pensioner households with other households on a per person basis, it must be borne in mind that the former contain virtually no children, whereas of the total number of persons in the sample as a whole, about 28 per cent were children.

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION ACCORDING TO FAMILY COMPOSITION, 1961

Classification

52. Households participating in the National Food Survey have, since 1954, been divided into eleven types, according to their size and composition. Eight of these, in which the adult element consists of one man and one woman[1] (a "couple"), are described as "classified" (or, where they include minors, as "family households"). Such households accounted in 1961 for 65 per cent of the households surveyed and included 67 per cent of all persons in the sample, 65 per cent of the adolescents (aged 15–20 inclusive) and 80 per cent of the children under 15. Couples without children are subdivided into "younger" (both adults under 55) and "older" (one or both 55 or over). The remaining "unclassified" households, in which the adult element is other than one man and one woman, are subdivided into three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents.

53. An analysis of the Survey sample by household composition and social class is given in Table 3 of Appendix A; details of the average number of earners per household in each of the sub-groups are shown in Table 8 of Appendix A. Nearly 60 per cent of the younger childless wives were in paid employment in 1961, compared with 27 per cent of the mothers with one child, 21 per cent of those with two children and nearly 16 per cent of those with three or more children. Younger childless couples continued to enjoy the largest net income per head, but total family income was appreciably higher in families with several children than in those with only one; many of the latter were incomplete families of younger parents with lower earnings, and with lower tax reliefs and no family allowances.

Expenditure, consumption and prices

54. Table 24 gives the average domestic food expenditure and value of consumption per person per week in 1961 in each of the eleven types of household. Differences in average expenditure between the groups were still found to be much wider than those between households of different social class, the range being from 20s. 8d. per person per week (or 32 per cent below the national average) in families with four or more children to 42s. 2d. per person per week (38 per cent above the national average) for younger childless couples. The range in the average value of consumption was closely similar—from 21s. 2d. to 43s. 1d. All groups spent more on food in 1961 than in 1960, the greatest increases being those recorded by younger childless couples, families with only one child, or with one or more adolescents but no child, and the unclassified wholly adult households.

55. The estimates of average food expenditure obtained by the Survey relate to food bought for consumption in the home, including food served to visitors. Particulars are not obtained of the amount spent on meals eaten outside the home, but only of their number and type; the number and type of meals served to visitors are also recorded. The relative differences in the average domestic

[1] The terms man and woman refer here and elsewhere in this Report to persons of 21 years of age and over.

food expenditure per head of ten of the eleven types of household distinguished are, however, very little affected by differences in the proportion of meals taken in the home. Indeed, Table 24 shows that when the estimates of average domestic expenditure per head are increased in proportion to the number and relative importance of meals eaten outside the home, and further adjusted downwards to allow for meals served to visitors, the estimates for younger childless couples and families with one child, or with one or more adolescents but no child, all move further above the national average. The estimates for all other household groups move closer to the national average when correspondingly adjusted, but the relative movements are slight except for older couples, who buy very few meals outside the home, and appear to entertain visitors no more frequently than they are themselves similarly entertained; their average expenditure is therefore barely affected by the adjustment, and the change in its relative position is almost entirely due to the adjustments to the national average and to the averages for all other groups.

56. Table 24 also shows a price index which compares the level of food prices paid by each of the eleven household groups with the average for all households. The index has been derived by costing the national average food purchases per head at the average prices paid by each household group in turn and expressing the results as percentages of the average domestic food expenditure per head for the whole sample. The index therefore takes no account of variation in the pattern of food purchases between the household groups, but only of price-differences which are presumably due to differences in quality of otherwise similar commodities or to differences in the services (in the widest sense) offered by different shops. Younger childless couples paid the highest prices (3·2 per cent above the national average) and the largest families the lowest (3·9 per cent below the average)—a range which is only a tenth of the corresponding range in average food expenditure per head. Very little of the difference in average food expenditure between the eleven groups of households can therefore be explained by differences in the average prices which they paid for food.

57. A "price of energy" index, which is also shown in Table 24, takes account of variation in the pattern of purchases between the different household groups. This index is calculated by dividing the money value of food obtained for consumption in each group by its energy value and expressing the result as a percentage of the corresponding quotient for all households. The price of energy index for younger childless couples was 12·9 per cent above the national average, but only a quarter of this deviation was due to their paying higher prices for comparable foods, the remaining three-quarters being due to their different pattern of food consumption. These younger childless couples devoted a greater proportion of their expenditure to meat, butter, green vegetables and fruit; in contrast, families with four or more children were more dependent on the cheaper sources of energy such as bread, potatoes and margarine, and the price of energy index for these families was 17·1 per cent below the national average. Particulars of the contribution of different foods to the nutrient intake of these contrasted groups are shown in Tables 2 and 3 of Appendix C. It will be seen that the largest families obtained some 43 per cent of their vitamin C from potatoes, 44 per cent of their vitamin D from margarine, and 23 per cent of their thiamine from white bread; for all households the corresponding proportions were 34, 33 and 18 per cent, and for younger childless couples only 29, 26

and 15 per cent. The second most important source of vitamin D is fat fish, which supplied 34 per cent of the intake in younger two-adult households and 26 per cent in the whole sample, but only 14 per cent in the largest families.

58. Differences in dietary patterns and in the average prices paid for food thus explain only a small part of the variation in average food expenditure per head between the different household groups. The greater part of the variation in expenditure is due to differences in the amount of food required and consumed by persons of different age, sex and level of activity.

59. Differences in average domestic food expenditure per head between the eleven groups have not widened since 1956, but any decrease has been slight. Over the same period, the average food prices paid by the different groups have, however, become more uniform, but the degree of variability between the groups in the value of consumption (expressed at national prices) has, nevertheless, shown no clear trend over the period. These changes are illustrated by the following coefficients of variation[1] between the averages for the eleven groups in each year:—

	1956	1957	1958	1959	1960	1961
Coefficients of variation in the averages for each type of household:						
Household food expenditure per person	18·3	17·4	16·9	18·0	17·1	17·1
Food prices[2]	2·0	1·2	1·8	1·8	1·4	1·6
Value (per person) of food obtained for consumption, adjusted to national prices	16·6	15·9	15·5	16·5	15·9	16·0

60. Estimates of average expenditure on each of the main foods in 1961 by households of different composition are given in Table 25; corresponding estimates of consumption are shown in Table 26. As in previous years, the estimates of *per caput* expenditure and consumption for most foods decreased with increasing family size: the gradation was particularly steep for fish, meat, butter, fruit and brown and wholemeal bread, but only slight for white bread and potatoes. Consumption of poultry by the younger childless couples (4·8 oz. per head per week) was nearly six times as great as that in the largest families (0·8 oz. per head per week). The only important foods for which consumption per head tended to increase with family size were margarine, oatmeal and other breakfast cereals. Although older couples bought less of most of the main foods than younger couples, mainly because of their smaller needs, they bought rather more carcase meat (especially mutton and lamb), fresh fish and natural cheese—the traditional main-dish animal protein foods. They bought more flour and oatmeal than any other group, but less of processed foods generally than the younger adults.

61. Consumption of liquid milk is one of the most important factors in the nutrition of households with children, and since about 1959 it has tended to

[1] Cf. footnote [1] to paragraph 39.
[2] Cf. footnote [2] to paragraph 39.

increase in all types of family, as is shown in Table 10. The marked rise in the largest families was due to increased purchases both of full-price and welfare milk.

TABLE 10

Consumption of Liquid Milk (including Welfare and School Milk) in Certain Groups of Households, 1956–61

(pints per person per week)

	All households	Households with one man and one woman and						
		no other (both under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
1956(*a*)	4·83	5·33	5·14	5·07	4·79	4·23	4·68	4·37
1957(*b*)	4·84	5·28	5·13	5·04	4·80	4·42	4·87	4·40
1958 .	4·80	5·24	5·16	5·05	4·64	4·10	4·63	4·35
1959 .	4·76	5·08	5·04	4·98	4·69	4·08	4·67	4·33
1960 .	4·84	5·19	5·01	5·02	4·86	4·24	4·74	4·50
1961 .	4·90	5·34	5·25	5·09	4·62	4·50	4·73	4·49

(*a*) On 2nd October, 1956, the rates of family allowances were increased to 10s. per head per week for the second and subsequent qualifying children, the rate for the first qualifying child remaining at 8s. (The first child of a family does not qualify for family allowance.)

(*b*) The subsidy on welfare milk was reduced in April, 1957.

62. All types of household increased their purchases of butter, and in most groups the annual average exceeded the previous (post-war) high level of 1958, while purchases of margarine fell to their lowest level since 1956 in all but two groups. Only the largest families still bought more margarine (3·77 oz. per head per week) than butter (3·35 oz.), compared with 4·16 oz. and 3·20 oz. in 1953, the last full year of rationing.

63. The average weekly expenditure in 1961 on convenience foods, as defined in paragraph 11, ranged from 8s. 3d. per head by the younger childless couples to 4s. 7d. per head in the largest families. These foods accounted for 20·9 per cent of total domestic food expenditure in households with one child, in which 27 per cent of the mothers were in paid employment. In other classified households with children or adolescents or both the proportion was from 19·2 to 20·4 per cent, and in the corresponding unclassified groups 18·4 and 19·0 per cent. For younger childless couples it was 19·6 per cent, for older couples 15·9 per cent and for unclassified adult households (which include many elderly adults) 17·4 per cent.

Family Composition and Social Class

64. Since 1955, National Food Survey data have been analysed by family composition within each broad social class, in order to examine the relative effects of the composition of the family and the income of its head upon household food expenditure and consumption and the nutritive value of the diet. Households in Class D2 and those of old age pensioners have been excluded from this analysis because they contain few children. The numbers of households

with children in Classes A1 and D1 in the sample are too small for separate analysis, and, as in previous years, sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is therefore limited to three broad income groups, A, B and C & D1, and to seven classified types of household, namely, younger childless couples and couples with different numbers of children or with adolescents or with both children and adolescents. Details of the composition of the sample in 1961 by social class and household composition are given in Table 3 of Appendix A. Estimates of the average weekly food expenditure per person and the estimates per household for each of the 21 sub-groups are given in Table 27, and details of consumption per head of the main foods in Table 28. The range of weekly food expenditure was from 49s. 0d. per head for younger childless couples in Class A to 19s. 1d. per head in the largest families of Classes C & D1, compared with 45s. 9d. and 17s. 1d. per head respectively in 1960. In Classes B and C & D1 the first child occasioned a greater increase in household food expenditure than the second and subsequent children, but in Class A the incremental expenditure associated with an additional child was much the same up to the third child, and may even have increased in still larger families. The main interest of this form of analysis attaches to the larger families in the lower income groups, whose nutritional position is indicated in Tables 11, 33 and 34 and discussed in paragraphs 75 to 77 below.

TABLE 11

Protein and Calcium Content of the Food Consumption of Large Families in Classes C & D1, 1956–61

	Households with one man and one woman and					
	3 children		4 or more children		children and adolescents	
	Protein	Calcium	Protein	Calcium	Protein	Calcium
	g.	mg.	g.	mg.	g.	mg.
Consumption per person per day:						
1956	61	886	59	854	70	917
1957	61	887	57	836	68	924
1958	63	908	57	839	69	956
1959	61	932	55	802	68	930
1960	61	888	56	821	69	937
1961	62	917	60	887	70	953
As a percentage of recommended allowances:						
1956	87	87	85	82	81	85
1957	87	88	80	79	79	85
1958	89	90	83	81	81	88
1959	90	93	78	77	79	86
1960	90	89	82	80	81	88
1961	90	92	87	86	83	90

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION, 1961

65. The methods used for estimating the energy value and nutrient content of the food obtained for household consumption are the same as those used in 1960, and discussed in paragraphs 32–34 of the Annual Report for that year. In the accompanying tables of consumption, allowance has been made as before for inedible wastage and for cooking losses of thiamine and vitamin C (Appendix A and Appendix C). In the tables in which the adequacy of the diet has been assessed, by comparison with allowances based on the recommendations of the Committee on Nutrition of the British Medical Association (Appendix A, Table 9), a conventional allowance of 10 per cent has been made for wastage of edible food (Appendix A, paragraph 10); further adjustments are made to allow for meals served to visitors and for meals consumed outside the home.

All Households (*Table* 29)

66. The average household food consumption showed no change in energy value in 1961 from the preceding year. There was likewise no change in total protein consumption, though animal protein consumption rose significantly by 2 per cent, following a trend apparent since 1952 (apart from a stationary phase between 1956 and 1959). The greater consumption of animal protein was due to increased consumption of certain animal products, viz. liquid milk, carcase meat, and, particularly, poultry. There were no other significant changes in the nutrient content of the average household food consumption, which met the recommended allowances for energy value and each nutrient.

Geographical Variations (*Table* 30)

67. The average household food consumption in all regions and types of area analysed was nutritionally satisfactory, when compared with the recommended allowances: the only nutrient which just failed to reach its allowance was protein, in Wales and the North Midland region.

68. The variation in the average regional nutrient consumption from the average for the whole country conformed in 1961 to the pattern discussed in detail in the Annual Report for 1960 (paragraphs 136 to 138).

Households of Different Social Class (*Table* 31)

69. The average consumption of all nutrients for households in Classes B and C was within 5 per cent, and for those in Class D, within 10 per cent of the average for all households. Consumption more than 10 per cent in excess of the national average was recorded for vitamins A and C in Class A2 households, and for most nutrients in Class A1, which as in previous years recorded greater consumption of most main foods, other than potatoes and white bread, than the other classes. For most nutrients the downward gradient in consumption from Classes A1 to D1 or D2 was again observed, and the gradient for carbohydrate consumption was as usual in the reverse direction. The average calorie consumption did not vary regularly with class, so that the percentage of energy derived from protein and from fat showed a downward, and that from carbohydrate an upward, gradient.

70. Compared with 1960 the consumption of calories and of almost all nutrients increased in households of Classes A and D1, and in the old age pensioner

households, following a trend apparent in recent years. However, statistically significant changes were few, and were confined to households in Class D2, which showed decreased consumption of calories and all nutrients: the greatest changes were for vitamin D, riboflavin and nicotinic acid, the reduced consumption of total protein and thiamine being less significant. This reduced consumption in Class D2 (consisting mainly of non-earning elderly adults) was due to reduced consumption of all main foods, particularly potatoes and other vegetables, cheese and fish, which resulted in levels of nutrients much closer to those obtaining in 1959 and the immediately preceding years than to those in 1960. However, the recorded changes in consumption reflected not so much a change in the habits of Class D2, as a change in its composition (see paragraph 46).

71. The average diet of households of all social classes was nutritionally adequate when compared with allowances based on the British Medical Association's recommendations, the only nutrients for which consumption was so low as to be within ± 1 per cent of the recommended allowances being total protein in households of Classes C and D1, and iron in the old age pensioner households. The gradients discussed in paragraph 69 were also apparent when consumption was expressed as a percentage of the recommended allowances, though in this case a clear downward gradient in the energy value of the diet was observed from Classes A to C with an upturn in Class D. The position was similar for those nutrients whose allowances are based on energy requirements. A greater proportion of occupations involving heavy energy expenditure is found in Class C than in the other classes.

Households of Different Family Composition (*Table* 32)

72. Since physiological requirements vary widely with age, sex, and level of activity, comparisons between families of different composition are best judged in relation to their needs. The energy value of the food obtained for domestic consumption was about 100 per cent of estimated requirements in all the household groups except the wholly adult households and those containing one child, in which it was 10 to 20 per cent above. The two nutrients whose average consumption failed to reach the recommended allowances were *protein* in the larger families containing three or more children and in families containing adolescents with or without children, and *calcium* in the families containing three or more children, and in the classified households with children and adolescents (see paragraph 74). As in previous years, there were downward gradients in the percentages for calories and all nutrients with increasing family size.

73. Compared with 1960, the changes in the average figures for nutrient consumption and in the percentages of allowances were slight. The increased estimates for total protein and calcium in the families containing one child or four or more children, and in the residual group of households containing children and adolescents, were associated with an increased consumption of meat and liquid milk. The percentage of total protein provided by animal sources increased in all the sub-groups, while in most of them the percentage of energy derived from protein and fat increased, and that from carbohydrate decreased, following the trend discussed in the Annual Report for 1960 (paragraph 85).

74. Chart I illustrates the trend in consumption of protein and calcium between 1956 and 1961 for all households and for the larger families. The trend over the preceding years was discussed in the Annual Report for 1960 (paragraph 84); the rising trend in protein consumption shown by the families with three children after mid-1961 was due to increased consumption of meat in the third quarter of the year, and of liquid milk in early 1962.

Households of Different Composition within Social Classes (*Tables* 33 *and* 34)

75. Previous National Food Survey reports have repeatedly shown that household composition has more influence than social class on the consumption of most nutrients, and in view of the gradients discussed in paragraphs 69 and 72 it would be expected that the most vulnerable households would be the larger families in the lower income groups. The only nutrients for which consumption did not exceed the recommended allowances were protein and calcium in the larger families, and riboflavin in the families with children and adolescents in Classes C & D1.

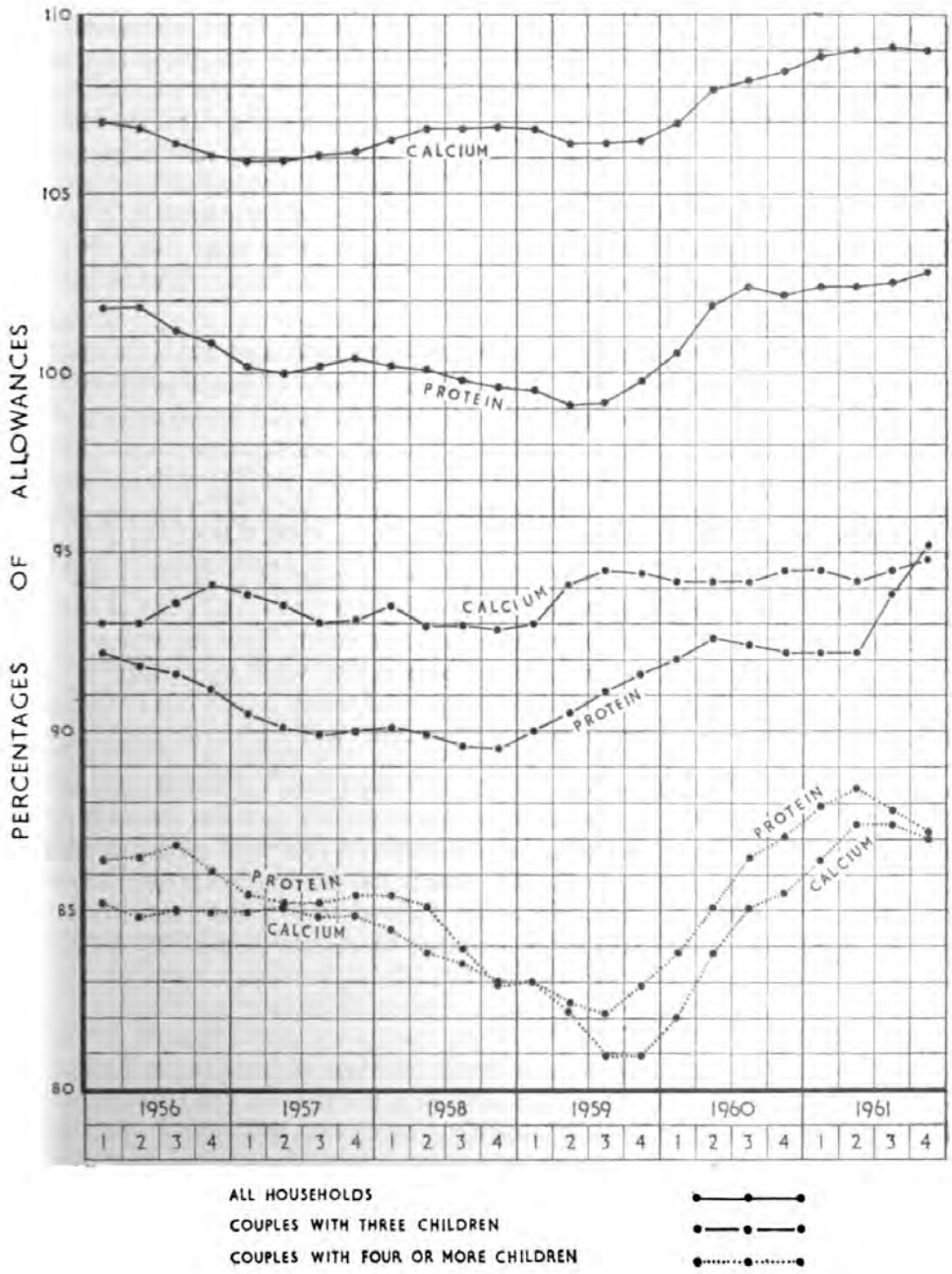
76. The *protein* and *calcium* consumptions of large families in Classes C & D1 are shown in Table 11 for each year since 1956. In 1961 the level of protein consumption (expressed as a percentage of recommended allowances) in families with three children was maintained and that of calcium increased, owing to greater consumption of cheese and flour and in spite of a slightly reduced consumption of liquid milk and total meat. In the families with four or more children the percentages for both nutrients increased considerably compared with 1960 because of greater consumption of liquid milk, carcase meat, bread and cheese; in those with children and adolescents they increased slightly, greater consumption of bread and cheese offsetting reduced consumption of meat. The trends over the earlier years were discussed in the Annual Report for 1960 (paragraph 95).

77. The consumption of *riboflavin* has increased each year since 1959 in the most vulnerable households, viz. those containing four or more children, or adolescents with or without children, in Classes B and C & D1. In 1961 in the families with children and adolescents in Classes C & D1 this was attributable to a greater consumption of eggs, cheese and potatoes; in the two other groups which in 1960 had fallen short of their allowances (families with children and adolescents in Class B, and those with four or more children in Classes C & D1), to a greater consumption of meat and liquid milk.

CHART I

ESTIMATED INTAKES OF PROTEIN AND CALCIUM IN CERTAIN GROUPS AS PROPORTIONS OF ALLOWANCES BASED ON RECOMMENDATIONS OF THE BRITISH MEDICAL ASSOCIATION

MOVING AVERAGES 1956-61



FOOD EXPENDITURE AND CONSUMPTION OF HOUSEHOLDS CONTAINING AN EXPECTANT MOTHER, 1960–61

78. Previous Annual Reports have presented analyses of household food expenditure and consumption designed to demonstrate the effect of the age of the housewife, and of her employment; the effect of the number of adolescents and children of school and pre-school age, and the effect of the presence of an infant in the household. Since child welfare begins with the welfare of the expectant mother, this series has been logically extended to an examination of those households in which the housewife stated that she was pregnant at the time of the Survey. Probably most of these women were in the second half of pregnancy, though there are no records of the stage reached. The standard of living of a household is often raised by the housewife taking up paid employment outside the home; a sudden fall in the standard when she ceases to be employed may have a detrimental effect on the diet if the household is unable or unwilling to confine the reduction in its expenditure to items other than food. Such an adverse effect is particularly evident when the housewife ceases to earn because she is pregnant.

79. This study has been extended over two years, 1960 and 1961, in order to obtain a sufficiently large sample to permit the study of families of different size and class, and has been confined to households within social classes A, B, C and D1 consisting of younger childless couples, and couples with children (up to the age of 14 years) but not adolescents. Of a total of 6,775 such households about one in twenty contained an expectant mother (Table 12). This proportion was much the same for all social classes (though possibly smaller in Class A), but varied considerably with household size, being greatest in families with one child (6·4 per cent) or four or more children (6·0 per cent), and least in families with two children (3·6 per cent) or three (4·0 per cent). Families with one child are thus the most likely to be about to increase in size, while many families with two or three children are already completed, and many which are childless (in which the incidence of pregnancy was 5·3 per cent) will remain so permanently.

80. The expectant mother households in each class are not distributed among families of different size in the same proportions as are the non-expectant (i.e. the classes are not standardized for household composition); in contrast, the distribution of families by household size is standardized—fortuitously—for social class, and the main analysis which follows is therefore restricted to a comparison of households, with and without an expectant mother, by family size.

Family Income and Food Expenditure

81. The effect of pregnancy on the average number of earners per household and on the declared net family income is shown in Table 12. On average, one in twelve of the expectant mothers was earning, compared with one in three of the non-expectant women, but whereas the proportion of non-pregnant earning housewives steadily decreased with family size, the proportion of pregnant housewives who were in employment was greater when there were already three or more children than when there were fewer. In the largest families containing four or more children, there was in fact a slightly greater proportion of pregnant mothers in employment, than of mothers who were not pregnant.

82. The declared weekly net income of families containing children, in which the mother was not pregnant, increased with the number of children, although the average number of earners per household decreased; this presumably reflected the increased earning capacity of the husband as he grew older. However, in families in which the mother was pregnant the weekly income of those with three children was less than that of those with two, even though rather more of the housewives were earning; and the income of the largest families was greater than that of the childless couples, because of the high percentage of wives earning, and because the husbands would on average be older.

83. Evidence that the parents in families containing an expectant mother were usually younger than other parents in families of comparable size is provided by average ages of their children (Table 13). In families of all sizes these were lower when the household contained an expectant mother than when it did not, and in the former the average age increased as the family grew larger, while in the latter the age appeared to be independent of the number of children, averaging just less than 7 years.

84. In the families in which the housewife was pregnant, there were relatively fewer earners per household than in other families, and average declared net family income per household was 28 shillings per week (9 per cent) less. The largest difference (13 per cent) occurred in the families with only one child, which had the lowest declared income; the smallest, (2½ per cent), in the families containing two, and four or more, children.

85. Total food expenditure per household averaged, over all families, about one-third of the declared net family income. This proportion was little influenced by the presence in the family of an expectant mother, and increased from about a quarter in the childless households to just over two-fifths in those with four or more children. The proportion of the net family income spent on food per head was also little influenced by the pregnancy of the housewife; it ranged from about 25 per cent in the childless households to 45 per cent in the largest. Nevertheless the absolute expenditure on food was smaller in families containing an expectant mother. This reduction was considerably greater in Classes C & D1 than in Classes A or B; among families of different size, the greatest reduction (2s. 8d. per head per week, or 8 per cent) occurred in those with one child, and the least (2d., or 1 per cent) in those with four or more children.

Food Consumption

86. The number of children in the family appears to have a marked influence on the pattern of household food consumption, as modified by pregnancy (Table 14). Families with up to two children consumed more milk (per person) when the housewife was pregnant than when she was not, but those families with three or more children obtained less when the mother was pregnant, even though their consumption of welfare liquid milk was then greater (cf. paragraph 93). The consumption of fruit and eggs was greater when the housewife was pregnant in families with no child or only one; in larger families fruit consumption was less. In contrast, families containing an expectant mother and three or more children consumed more white bread, margarine, sugar and preserves and prepared fish, than corresponding families in which the mother was not pregnant, while in the families with only one or two children the reverse was

the case. The consumption of potatoes tended to be higher in households containing an expectant mother, particularly in the largest families. The consumption of cheese was less in all types of family in which the mother was pregnant; the finding for meat was similar, with a possibly fortuitous exception in families with three children.

Nutrition

87. Families which included an expectant mother tended to derive a greater proportion of their energy from carbohydrate, and less from fat, than other families of like composition; this was particularly evident in the families with three or more children, which also obtained a smaller proportion from total protein, and especially from animal protein (Table 15). Families with up to two children showed some increase in the percentage of energy derived from protein when the housewife was pregnant, the increase being greatest for childless couples.

88. However, the magnitude of these and of other differences in nutrient consumption is not great, and it is only when intakes are compared with recommended allowances that marked contrasts between the two groups of households emerge. The allowances used by the National Food Survey Committee are based on the recommendations of the Committee on Nutrition of the British Medical Association, and those recommended for pregnancy must influence the assessment of the nutritional adequacy of the food consumption of the households containing an expectant mother. The Committee on Nutrition drew attention to the paucity of data concerning the quantitative aspects of human nutritional requirements on which their recommendations were based, but believed that the allowances recommended were "sufficient to establish and maintain a good nutritional state in representative individuals of the groups concerned". In considering the special needs of pregnancy they are now often held to have been over-generous, and to the extent that this is so will the assessment be spuriously adverse.

89. While it is not possible easily to compare the additional allowances for pregnancy recommended by the British Medical Association with those recommended by the National Research Council of the United States, if this is done for a particular case, for example a moderately active woman aged 25 years, it is found that the additional allowances for calcium, iron, vitamin A and thiamine are the same on each scale; those for calories, and for riboflavin, nicotinic acid, and vitamin C are higher on the American scale; while that for protein is higher on the British scale.

90. When the energy value and nutrient content of the household food consumption are expressed as percentages of allowances based on those recommended by the British Medical Association it is evident that in general the percentages are less for households containing an expectant mother (Table 15). (The same situation must arise whatever scale of allowances is used, if it makes special provision for pregnancy; see paragraph 94.) In fact the only instances in which the percentages were higher were vitamin A in the childless families, and riboflavin in the childless and single-child households. Nevertheless, as judged by the B.M.A. scale, the consumption of all nutrients except protein and calcium was adequate in all types of household, though that of riboflavin was marginal in the largest families containing an expectant mother.

91. While the consumption of protein and calcium by both childless groups of households exceeded the B.M.A. recommendations, the percentage was reduced with the progressive addition of children to the family, so that for families containing three or more children, in which the mother was not pregnant, the average consumption of these nutrients failed to reach the recommended allowances. When the mother was pregnant, however, this situation existed even in families with one child; indeed, in the largest families with an expectant mother consumption was only four-fifths of that recommended, a lower fraction than that found for any other group identified (see paragraph 76).

92. With two exceptions the average consumption of vitamin D was less in households containing an expectant mother, and was in the region of 120 i.u. per person per day (excluding vitamin D obtained from pharmaceutical preparations). There is no agreed allowance of this vitamin for adults; however, the B.M.A. Committee on Nutrition did recommend that women should obtain 600 i.u. daily in the second half of pregnancy and 400 i.u. in the first, and that children should obtain 400 i.u. per day. These amounts will not be provided by the diet alone, but expectant mothers and young children are entitled to certain preparations containing vitamin D under the Welfare Foods Scheme.

93. The contribution made by welfare and school milk to the protein, calcium and riboflavin consumption of families without an expectant mother increased with the number of children in the family, so that in those containing four or more children about a quarter of the calcium and riboflavin came from this source (Table 16). The housewife's pregnancy was associated in all types of family with a greater contribution from welfare milk, but although this increased with the first and second child, it decreased in the larger families. The percentage uptake of welfare (non-school) milk was almost complete in all types of family containing children without an expectant mother; in similar types of family in which the mother was pregnant it was always less, and those containing three or more children obtained only four-fifths of their entitlement. However, even had these large families taken their full entitlement their protein and calcium consumption would not have reached the recommended levels, though their riboflavin consumption would no longer have been marginal (see paragraph 90). It is known that some mothers do not report to their doctors until a late stage in pregnancy, and so do not obtain the certificate which entitles them to Welfare Foods, which may be partly responsible for the low uptakes.

94. In order to demonstrate the influence which the allowances for pregnancy exert on the assessment of the nutritional adequacy of the diets of households containing an expectant mother, these have been re-calculated using instead the allowances for non-pregnant adult women, weighted for degrees of activity in the same proportions as those found in the corresponding control groups. The results are shown in Table 17. In all cases the percentages are, of course, higher than before, though for any one household type they differ from the corresponding control (non-expectant mother households) for, amongst others, two conflicting influences. On the one hand the reduced expenditure on food, and consequent change in pattern of food consumption, tended (but by no means consistently) in the families with one to three children to reduce the absolute consumption of nutrients per head, which would produce lower percentages of adequacy; on the other hand the younger age of the children in the expectant

mother households, particularly in those containing one or two children (see paragraph 83 and Table 13), with their consequently lesser requirements, would, by itself, produce higher percentages. The net result is that for the childless couples and one-child households the adjusted percentages for households with an expectant mother are uniformly higher than those in the control groups, and in all cases are well above 100. For families with two or more children the two sets of percentages do not differ systematically (except for vitamin A, for which the control values are the higher). This means that the extent and nature of the inadequacy of the diet in these large families would be much the same in both the contrasted groups of households, if the special nutritional needs of pregnancy could be ignored. The view taken of the seriousness of the situation depends essentially on the assessment of those needs.

Conclusions

95. With these reservations, it would appear that large families with an expectant mother constituted the group in which, of all those identified by the National Food Survey, the intakes of nutrients were lowest in comparison with the present scale of allowances, including the allowance for pregnant women. It is of interest that families containing three or more children and an expectant mother were those with the lowest income per head. Possibly low income explained why the mother was more likely to remain in paid employment, but, in spite of her earnings, income per head remained low. In the smaller families, pregnancy was associated with some improvement in the pattern of the diet; in the larger families it altered the pattern to generally cheaper, more convenient and less well-balanced foods. It was also among these families that the uptake of cheap welfare milk compared least favourably with entitlement.

TABLE 12

Household Food Expenditure of Families (a) with or without an Expectant Mother: Analyses according to (i) *Social Class and* (ii) *Family Composition*, 1960/61

	Families including an expectant mother					Families not including an expectant mother				
	Number of households	Food expenditure per person per week	Declared net family income per household per week	Average household size	Average number of earners per household	Number of households	Food expenditure per person per week	Declared net family income per household per week	Average household size	Average number of earners per household
		s. d.	£				s. d.	£		
(i) Social Class:										
A	36	31 10	23·1	3·19	1·03	829	32 2	24·7	3·46	1·23
B	190	28 1	14·7	3·45	1·08	3,425	28 9	15·8	3·54	1·32
C & D1 . . .	116	24 11	10·3	3·41	1·10	2,179	26 9	11·6	3·49	1·36
All families (a) . . .	*342*	*27 5*	*14·1*	*3·41*	*1·08*	*6,433*	*28 6*	*15·5*	*3·51*	*1·32*
(ii) Households containing one man and one woman and:										
no other (both under 55)	81	39 1	15·0	2·00	1·16	1,455	41 3	16·7	2·00	1·62
1 child . . .	136	29 2	12·7	3·00	1·05	1,987	31 10	14·6	3·00	1·29
2 children . . .	69	25 2	15·0	4·00	1·04	1,860	26 6	15·4	4·00	1·22
3 children . . .	30	22 5	14·5	5·00	1·06	722	22 11	15·5	5·00	1·17
4 or more children .	26	20 1	15·4	6·54	1·15	409	20 3	15·8	6·55	1·14
All families (a) . . .	*342*	*27 5*	*14·1*	*3·41*	*1·08*	*6,433*	*28 6*	*15·5*	*3·51*	*1·32*

(*a*) Younger childless couples and couples with children (but without adolescents) in Classes A to D1 inclusive.

TABLE 13

Average Ages of Children in Households (a) including an Expectant Mother, (b) not including an Expectant Mother and (c) in Both Groups Combined, 1960/61

	Average age of children (years)		
	Households including an expectant mother	Households not including an expectant mother	Both groups combined
Social Class:			
A	4·50	7·04	6·95
B	5·20	6·78	6·70
C & D1	5·02	6·84	6·75
Combined average	*5·08*	*6·83*	*6·75*
Households with one man and one woman and:			
1 child	3·39	6·89	6·66
2 children	4·89	6·78	6·71
3 children	5·93	6·62	6·59
4 or more children	6·59	7·12	7·08
Combined average	*5·08*	*6·83*	*6·75*

TABLE 14

Household Food Consumption of Families (a) with or without an Expectant Mother, 1960/61

(oz. per person per week unless otherwise stated)

	Households with one man and									
	an expectant mother and					one woman (not an expectant mother) and				
	no other (both under 55)	children only				no other (both under 55)	children only			
		1	2	3	4 or more		1	2	3	4 or more
MILK AND CREAM										
Liquid milk:										
Full price (pt.)	2·88	2·02	1·50	1·66	1·67	5·18	3·94	3·39	2·77	2·30
Welfare (pt.)	3·30	3·75	3·64	2·67	2·32	0·02	0·97	1·33	1·56	1·54
School (pt.)	0·01	0·08	0·16	0·28	0·43	0·01	0·18	0·33	0·42	0·51
Total Liquid Milk	*6·19*	*5·86*	*5·30*	*4·61*	*4·42*	*5·21*	*5·09*	*5·05*	*4·75*	*4·35*
Condensed milk (eq. pt.)	0·22	0·14	0·15	0·23	0·02	0·20	0·17	0·15	0·15	0·11
Dried milk:										
National (eq. pt.)	—	—	0·10	—	0·12	—	0·09	0·06	0·11	0·12
Branded (eq. pt.)	—	—	0·06	—	0·16	—	0·12	0·12	0·18	0·16
Other milk (pt.)	...	...	—	...	—	...	...	...	...	0·01
Cream (pt.)	0·03	0·02	0·01	...	...	0·04	0·02	0·02	0·01	0·01
Total Milk and Cream (pt. or eq. pt.)	*6·45*	*6·02*	*5·62*	*4·84*	*4·74*	*5·45*	*5·50*	*5·40*	*5·21*	*4·76*
CHEESE:										
Natural	2·95	2·42	1·56	1·35	1·37	3·69	2·62	2·15	1·89	1·64
Processed	0·87	0·45	0·29	0·38	0·19	0·46	0·43	0·37	0·32	0·30
Total Cheese	*3·82*	*2·87*	*1·85*	*1·73*	*1·56*	*4·15*	*3·05*	*2·52*	*2·21*	*1·94*
FATS:										
Butter	7·88	5·95	4·75	3·81	3·20	8·25	6·18	5·04	4·08	3·20
Margarine	3·43	3·06	2·84	3·57	5·10	3·23	3·21	3·22	3·41	4·01
Lard and compound cooking fat	2·02	2·24	1·97	1·55	1·20	2·69	2·29	1·98	1·69	1·51
Other fats	1·13	0·89	0·28	0·48	0·50	0·63	0·56	0·52	0·44	0·39
Total Fats	*14·46*	*12·14*	*9·84*	*9·41*	*10·01*	*14·80*	*12·24*	*10·76*	*9·62*	*9·11*
EGGS (No.)	5·95	5·07	4·15	4·00	3·48	5·67	4·80	4·93	3·98	3·55
Eggs purchased (No.)	5·84	4·49	3·97	3·88	3·48	5·43	4·55	4·14	3·78	3·39
SUGAR AND PRESERVES:										
Sugar	18·67	16·70	15·31	18·13	16·00	21·60	18·39	16·22	15·92	14·71
Honey, preserves, syrup and treacle	2·96	2·45	2·93	3·10	2·16	3·60	2·97	2·63	2·56	2·88
Total Sugar and Preserves	*21·63*	*19·15*	*18·24*	*21·23*	*18·16*	*25·20*	*21·36*	*18·85*	*18·48*	*17·59*

(a) Excluding households in Class D2 and O.A.P. households.

TABLE 14—*continued*

(oz. per person per week unless otherwise stated)

	Households with one man and									
	an expectant mother and					one woman (not an expectant mother) and				
	no other (both under 55)	children only				no other (both under 55)	children only			
		1	2	3	4 or more		1	2	3	4 or more
MEAT:										
Beef and veal	10·70	8·04	6·46	7·02	4·44	11·94	8·90	7·59	5·97	5·13
Mutton and lamb	6·68	6·39	5·31	5·23	2·58	8·27	6·73	5·32	4·42	4·12
Pork	2·53	1·99	1·02	1·62	0·58	3·61	2·01	1·40	0·91	0·88
Total Carcase Meat	*19·91*	*16·42*	*12·79*	*13·87*	*7·60*	*23·82*	*17·64*	*14·31*	*11·30*	*10·13*
Bacon and ham, uncooked	6·41	4·83	3·77	3·60	2·89	7·51	5·39	4·29	3·68	3·11
Poultry	1·97	1·96	1·48	0·43	0·56	4·10	1·99	1·39	0·98	0·71
Other meat (*b*)	16·81	11·95	11·45	10·35	8·77	14·54	12·74	10·21	9·80	9·37
Total Meat	*45·10*	*35·16*	*29·49*	*28·25*	*19·82*	*49·97*	*37·76*	*30·20*	*25·76*	*23·32*
FISH:										
Fresh	3·57	2·59	2·15	1·56	1·66	3·73	2·75	2·28	1·80	1·67
Processed and shell (*c*)	0·62	0·56	0·53	1·02	0·08	1·13	0·72	0·61	0·53	0·31
Prepared (*d*)	2·07	1·71	1·82	1·64	1·98	2·75	2·20	1·74	1·54	1·14
Total Fish	*6·26*	*4·86*	*4·50*	*4·22*	*3·72*	*7·61*	*5·67*	*4·63*	*3·87*	*3·12*
VEGETABLES:										
Potatoes (including chips and crisps)	67·18	65·42	55·49	57·50	64·90	61·66	58·63	56·33	52·37	55·84
Fresh green	21·25	14·82	10·84	10·15	7·90	22·53	15·91	12·87	9·96	8·39
Other vegetables (*e*)	24·66	17·41	16·28	13·42	12·26	21·52	18·32	16·42	14·74	13·82
Total Vegetables	*113·09*	*97·65*	*82·61*	*81·07*	*85·06*	*105·71*	*92·86*	*85·62*	*77·07*	*78·05*
FRUIT:										
Fresh fruit	39·94	24·85	19·26	15·35	11·36	31·49	23·47	20·00	15·98	12·51
Welfare orange juice	0·67	0·71	0·22	—	0·18	—	0·13	0·09	0·09	0·14
Other fruit (*f*)	9·76	7·88	6·70	3·61	4·26	9·73	7·89	6·48	5·14	4·24
Total Fruit (*g*)	*50·37*	*33·44*	*26·18*	*18·96*	*15·80*	*41·22*	*31·49*	*26·57*	*21·21*	*16·89*

(*b*) Includes cooked and canned meats, and meat products.
(*c*) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(*d*) Includes cooked fish, canned or bottled fish, (excluding canned or bottled shellfish) and fish products.
(*e*) Includes dried and canned vegetables, and vegetable products.
(*f*) Includes dried, canned or bottled fruit.
(*g*) Includes tomatoes.

(88491)

TABLE 14—*continued*

(oz. per person per week unless otherwise stated)

	Households with one man and									
	an expectant mother and					one woman (not an expectant mother) and				
	no other (both under 55)	children only				no other (both under 55)	children only			
		1	2	3	4 or more		1	2	3	4 or more
CEREALS:										
Brown bread	2·09	1·77	1·12	0·93	0·58	3·30	2·05	1·80	1·37	1·11
White bread	42·34	35·58	32·67	40·32	47·27	37·72	35·55	32·08	32·72	37·26
Wholewheat and wholemeal bread	2·59	0·07	0·30	0·09	0·58	1·10	0·69	0·81	0·43	0·31
Other bread (*h*)	4·22	4·41	3·12	2·10	2·00	8·99	5·59	4·50	3·79	3·46
Total Bread	*51·24*	*41·83*	*37·21*	*43·44*	*50·43*	*51·11*	*43·88*	*39·19*	*38·31*	*42·14*
Flour	6·42	4·93	5·13	3·10	4·05	7·23	6·56	5·91	4·56	4·37
Cakes (*i*)	7·83	5·28	5·05	3·77	3·38	8·66	6·73	5·48	4·74	4·17
Biscuits	7·29	5·26	5·27	5·30	3·86	7·29	6·17	5·73	5·04	4·60
Oatmeal and oat products	0·75	0·47	0·94	0·72	1·81	0·75	0·68	0·81	0·85	1·18
Breakfast cereals	2·70	2·23	2·28	2·35	2·77	1·54	1·94	2·24	2·45	2·42
Other cereals	5·47	3·28	3·72	3·66	2·62	4·31	4·34	3·88	3·46	2·99
Total Cereals	*81·70*	*63·28*	*59·60*	*62·34*	*68·92*	*80·89*	*70·30*	*63·24*	*59·41*	*61·87*
BEVERAGES:										
Tea	2·34	2·44	2·57	1·97	2·12	3·82	2·79	2·23	2·06	1·89
Coffee	0·54	0·38	0·23	0·21	0·32	0·55	0·37	0·31	0·19	0·19
Cocoa	0·32	0·12	0·15	0·08	0·05	0·20	0·20	0·19	0·15	0·11
Branded food drinks	0·37	0·35	0·21	—	—	0·39	0·24	0·17	0·14	0·10
Total Beverages	*3·57*	*3·29*	*3·16*	*2·26*	*2·48*	*4·96*	*3·60*	*2·90*	*2·54*	*2·29*

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

(*i*) Includes buns, scones, teacakes, and crumpets.

TABLE 15

Energy Value and Nutrient Content(a) of the Household Food Consumption of Families with and without an Expectant Mother, 1960/61

	Households with one man and									
	an expectant mother and					one woman (not an expectant mother) and				
	no other (both under 55)	children only				no other (both under 55)	children only			
		1	2	3	4 or more		1	2	3	4 or more
INTAKE PER PERSON PER DAY:										
Energy value (Cal.)	3,145	2,583	2,310	2,271	2,221	3,170	2,708	2,404	2,212	2,131
Total protein (g.)	92·4	74·8	66·2	63·1	60·7	91·1	77·3	68·5	62·4	59·6
Animal protein (g.)	55·4	45·8	39·5	35·8	30·7	56·1	46·4	40·6	36·3	32·4
Fat (g.)	141·0	115·6	98·6	92·4	85·4	145·3	119·8	104·2	93·0	85·8
Carbohydrate (g.)	402	332	309	317	323	399	352	318	300	299
Calcium (mg.)	1,288	1,097	989	894	898	1,198	1,082	1,003	939	885
Iron (mg.)	17·9	14·0	12·4	11·7	11·6	17·4	14·5	12·9	11·6	11·1
Vitamin A (i.u.)	5,942	4,665	3,833	3,271	3,015	5,539	4,597	4,095	3,594	3,115
Thiamine (mg.)	1·57	1·26	1·10	1·06	1·05	1·56	1·30	1·14	1·03	1·01
Riboflavin (mg.)	2·14	1·81	1·60	1·42	1·34	2·03	1·78	1·61	1·48	1·36
Nicotinic acid (mg.)	17·1	13·7	11·6	11·5	10·9	17·6	14·3	12·4	11·0	10·5
Vitamin C (mg.)	78·2	61·1	46·1	37·1	38·6	65·4	54·4	48·0	41·3	37·1
Vitamin D (i.u.)	136·2	115·7	120·4	101·6	118·2	150·2	133·8	117·7	113·9	111·7
INTAKE PER PERSON PER DAY AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:										
Energy value	113	106	100	99	99	119	113	107	103	100
Total protein	107	96	88	84	81	124	110	100	93	87
Calcium	112	96	87	79	78	144	116	104	95	87
Iron	133	118	109	105	103	141	125	116	109	105
Vitamin A	217	193	172	155	149	216	203	196	181	165
Thiamine	141	131	120	117	117	148	137	129	121	120
Riboflavin	130	124	115	103	98	127	122	118	112	104
Nicotinic acid	154	142	127	126	121	167	151	140	129	125
Vitamin C	262	236	189	158	164	316	265	240	210	186
PERCENTAGE OF ENERGY VALUE DERIVED FROM:										
Protein	11·8	11·6	11·5	11·1	10·9	11·5	11·4	11·4	11·3	11·2
Fat	40·4	40·3	38·4	36·6	34·6	41·2	39·8	39·0	37·8	36·2
Carbohydrate	47·9	48·1	50·1	52·3	54·5	47·3	48·8	49·6	50·9	52·6
Animal protein as percentage of total protein	59·9	61·2	59·7	56·7	50·6	61·6	60·0	59·2	58·2	54·5

(a) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960).

TABLE 16

Consumption of Welfare Milk in Certain Households, 1960/61
and its Contribution to the Nutrient Content of their Food Consumption

	Households with one man and an expectant mother and						Households with one man, one woman (not an expectant mother) and					
	(*a*) no other (both under 55)	(*b*)	(*c*)	(*d*)	(*e*)	(*f*) Total (*a*) to (*e*)	(*a*) no other (both under 55)	(*b*)	(*c*)	(*d*)	(*e*)	(*f*) Total (*a*) to (*e*)
		children only						children only				
		1	2	3	4 or more			1	2	3	4 or more	
A. *Contribution made by welfare milk (including school milk) to the protein, calcium and riboflavin contents of food consumption (percentage of recommended allowances).*												
Protein	11	15	16	12	12	14	—	5	8	9	10	7
Calcium	32	37	38	29	28	34	—	15	20	24	24	18
Riboflavin	28	37	39	30	30	34	—	12	18	22	23	15
B. *Take-up of welfare milk (excluding school milk)*												
Pints per eligible person per week	6·6	6·2	6·5	5·7	5·7	6·2	—	7·1	6·8	6·8	6·9	6·9
Percentage of entitlement taken up	94	89	92	82	81	89	—	101	97	97	98	98

TABLE 17

Energy Value and Nutrient Content of the Food Consumption of Households including an Expectant Mother, 1960/61: *Comparison* (i) *of Intake with Calculated Allowances, ignoring those for Pregnancy(a), and* (ii) *of Percentages of Adequacy, calculated with and without Allowances for Pregnancy, with Percentages for Households without an Expectant Mother(b)*

	Households with one man and an expectant mother and									
	no other (both under 55)		children only							
			1		2		3		4 or more	
(i) INTAKE PER PERSON PER DAY AS A PERCENTAGE OF CALCULATED ALLOWANCES (*a*)										
Energy value	122		115		107		105		103	
Total protein	130		114		101		93		88	
Calcium	159		122		104		91		87	
Iron	149		129		117		112		108	
Vitamin A	238		208		183		163		155	
Thiamine	154		144		130		125		124	
Riboflavin	137		132		121		107		101	
Nicotinic acid	168		155		137		135		128	
Vitamin C	389		321		240		192		191	
(ii) INDEX NUMBERS (*b*)	(*c*)	(*d*)	(*c*)	(*d*)	(*c*)	(*d*)	(*c*)	(*d*)	(*c*)	(*d*)
Energy value	95	103	94	102	93	100	96	102	99	103
Total protein	86	105	87	104	88	91	90	100	93	101
Calcium	78	110	83	105	84	100	83	96	90	100
Iron	94	106	95	103	94	101	96	103	98	103
Vitamin A	100	110	95	104	88	93	86	90	90	94
Thiamine	95	103	96	105	93	101	97	103	98	103
Riboflavin	102	108	102	108	97	103	92	96	94	97
Nicotinic acid	92	101	94	103	91	98	98	105	97	103
Vitamin C	83	123	89	121	79	100	75	91	88	103

(*a*) Using allowances recommended by the B.M.A., except those for pregnancy, for which have been substituted those for a non-pregnant adult female, weighted according to the degree of activity of women in the households where they were not pregnant.

(*b*) In each case, the percentage estimate of adequacy for the corresponding group of households where the housewife was not pregnant (Table 15) is taken as 100.

(*c*) Using allowances for pregnancy, i.e. estimates in Table 15

[e.g. energy value for childless couples: $\frac{113}{119} = 95$].

(*d*) Ignoring allowances for pregnancy, i.e. using estimates given at top of table, obtained by method set out in footnote (*a*)

[e.g. energy value for childless couples: $\frac{122}{119} = 103$]

Part II

TABLE 18

Indices of Expenditure, Prices and Real Value of Purchases of Main Food Groups, 1959–1961

(1958 = 100)

	Expenditure			Prices			Real Value of Purchases		
	1959	1960	1961	1959	1960	1961	1959	1960	1961
Liquid milk (excluding school milk)	101·1	103·2	106·9	100·3	99·7	102·8	100·8	103·6	104·0
Other milk and cream	104·3	106·1	109·4	99·1	98·2	97·7	105·2	108·0	112·0
Cheese	131·3	128·2	125·7	133·2	125·2	122·5	98·6	102·4	102·6
Milk, cheese and cream	105·7	107·1	109·9	105·0	103·3	105·2	100·8	103·7	104·4
Beef and veal	94·7	98·8	104·0	105·8	108·8	109·6	89·5	90·8	94·9
Mutton and lamb	110·0	110·1	110·0	96·0	100·1	98·3	114·6	110·0	111·9
Pork	99·5	104·3	102·0	105·8	110·2	118·8	94·0	94·6	85·8
Carcase meat	100·1	103·0	105·6	102·4	106·1	106·1	97·7	97·1	99·5
Bacon and ham, uncooked	101·8	104·5	102·2	103·1	101·6	101·0	98·8	102·9	101·2
Poultry	131·5	163·4	217·0	90·2	86·8	80·6	145·8	188·4	269·3
Other meat, and meat products	102·9	107·6	111·6	104·1	104·8	107·8	98·9	102·7	103·5
Meat other than carcase meat	104·3	109·9	114·8	102·7	102·3	102·9	101·5	107·4	111·6
All meat	102·1	106·4	110·1	102·6	104·2	104·5	99·6	102·1	105·4
Fresh fish	109·3	115·9	117·3	104·0	110·3	118·3	105·0	105·2	99·2
Other fish	112·1	108·4	114·2	100·0	102·5	105·8	112·1	105·7	108·0
Fish	110·9	111·6	115·5	101·7	105·9	111·0	109·1	105·4	104·1
Eggs	96·0	108·4	107·7	92·2	99·5	99·5	104·1	108·9	108·2
Butter	129·1	117·7	110·9	136·6	125·8	108·5	94·5	93·6	102·2
Margarine	108·4	108·4	97·3	101·0	102·6	102·2	107·3	105·7	95·2
Other fats	93·9	90·7	92·1	97·2	92·2	94·8	96·6	98·3	97·1
Fats	118·4	111·0	104·6	121·4	114·5	104·8	97·5	97·0	99·8
Sugar	103·3	98·6	100·0	103·3	102·8	102·3	100·0	95·9	97·8
Preserves	92·1	88·9	87·4	98·0	98·6	100·5	94·0	90·1	86·9
Potatoes (including chips and crisps)	95·9	82·6	95·0	95·9	78·8	86·8	99·9	104·9	109·5
Fresh green vegetables	115·6	122·4	132·6	103·9	101·1	109·9	111·3	121·1	120·6
Other vegetables	97·4	100·0	105·0	100·4	99·1	101·4	97·0	100·9	103·5
Vegetables	100·4	96·6	106·1	99·1	90·3	96·6	101·3	107·0	109·8
Fresh fruit	106·8	107·9	118·0	91·5	94·0	103·3	116·7	114·7	114·2
Other fruit	101·3	97·1	101·6	98·2	94·0	94·8	103·1	103·2	107·3
Fruit	104·9	104·2	112·5	93·7	94·0	100·5	112·0	110·8	111·9
Bread	101·7	101·4	107·1	100·6	104·2	110·6	101·1	97·3	96·9
Other cereals	99·9	101·6	102·1	99·8	98·4	100·1	100·1	103·2	102·0
Cereals	100·7	101·5	104·1	100·1	100·7	104·2	100·5	100·7	99·9
Beverages	97·8	98·7	98·7	100·2	100·2	98·9	97·5	98·5	99·8
Miscellaneous foods	106·7	112·3	118·9	100·0	100·9	102·8	106·8	111·4	115·6
All foods	103·2	104·5	107·7	101·7	101·4	103·0	101·4	103·0	104·5

TABLE 19

Household Food Expenditure, Value of Consumption and Price Indices according to Region and Type of Area, 1961

(per person per week)

	All households	Region or Type of Area															
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
1960	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure	29 8	30 10	28 4	29 6	31 0	29 8	29 11	27 10	30 8	27 6	29 1	31 4	30 0	29 4	29 3	29 2	26 10
Value of free food	10	4	10	3	7	4	9	1 7	1 0	2 8	1 3	5	2	5	11	1 6	4 7
Value of consumption	30 6	31 2	29 2	29 9	31 8	30 0	30 8	29 5	31 8	30 2	30 3	31 9	30 2	29 10	30 2	30 8	31 5
1961																	
Expenditure	30 7	29 3	29 1	30 8	31 1	30 4	30 1	29 0	31 2	28 10	30 11	33 1	30 1	30 9	30 7	29 1	27 11
Value of free food	10	2 2	9	7	6	3	1 2	1 8	9	1 9	11	4	2	6	8	2 1	3 0
Value of consumption	31 5	31 5	29 10	31 2	31 8	30 7	31 3	30 8	31 10	30 6	31 10	33 5	30 3	31 3	31 4	31 2	30 11
Expenditure as percentage of that in all households 1960	100	104·0	95·7	99·4	104·7	100·2	100·9	93·9	103·4	92·7	98·0	105·6	101·3	99·0	98·7	98·3	90·6
1961	100	95·5	95·1	100·2	101·6	99·3	98·5	94·8	101·9	94·2	101·2	108·2	98·4	100·5	100·1	95·1	91·3
Value of consumption as percentage of that in all households 1960	100	102·3	95·6	97·5	103·8	98·5	100·5	96·4	103·7	99·0	99·3	104·0	99·0	97·7	98·9	100·5	103·1
1961	100	99·9	94·9	99·3	100·7	97·4	99·5	97·6	101·5	97·2	101·4	106·4	96·4	99·4	99·7	99·3	98·5
Expenditure adjusted to a uniform incidence of meals taken in the home expressed as a percentage of that in all households (*a*) 1960	100	102·4	93·2	98·0	105·6	100·6	99·7	92·9	103·1	91·2	97·6	110·3	101·0	98·0	97·7	97·3	88·6
1961	100	93·4	93·1	99·7	102·0	100·7	96·9	93·3	101·0	93·7	101·6	111·6	98·7	100·0	98·8	94·7	89·6
Price index (all foods) 1960	100	102·6	104·1	100·5	103·3	99·4	100·2	98·9	101·1	98·4	97·9	99·7	99·4	100·1	100·1	101·3	100·6
1961	100	102·1	103·6	101·6	99·4	101·7	100·4	98·0	100·9	97·8	98·8	99·0	100·7	99·3	100·7	101·1	101·1
"Price of energy" index (all foods) (*b*) 1960	100	100·4	97·9	96·9	105·7	97·3	94·6	96·4	100·9	97·1	100·3	107·9	98·9	100·0	98·9	97·4	96·0
1961	100	97·4	96·4	99·2	98·0	98·1	97·6	97·1	99·8	96·7	104·6	107·3	98·5	99·2	99·9	97·6	92·8

(*a*) That is, the estimates of average expenditure are each increased in proportion to the number and relative importance of meals eaten outside the home, and further adjusted downwards to allow for meals served to visitors.

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

TABLE 20

Geographical Variations in Household Consumption of the Main Food Groups, 1961

(Expressed as Percentage Deviations from the National Average)

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
WALES				
Butter	+43	Liquid milk	Fresh fruit	− 6
Mutton and lamb	+24	Eggs	"Other" cereals	− 6
Bacon and ham	+15	Preserves	Cooking fat	−10
Bread	+12	Poultry	Margarine	−11
Sugar	+ 8	Potatoes	Fish	−11
"Other" vegetables	+ 6	"Other" fruit	Flour	−11
		Tea	"Other" meat	−12
			Fresh green vegetables	−15
			Cakes and biscuits	−20
			Cheese	−22
			Beef and veal	−23
			Pork	−23
			Suet and dripping	−34
SCOTLAND				
Cakes and biscuits	+28	"Other" vegetables	Cheese	− 5
"Other" meat	+27		Liquid milk	− 6
Beef and veal	+21		Butter	− 7
Bread	+17		Sugar	−13
Preserves	+15		Tea	−13
"Other" cereals	+13		Fish	−14
Potatoes	+12		Fresh fruit	−23
Eggs	+ 8		"Other" fruit	−29
Margarine	+ 7		Bacon and ham	−32
Suet and dripping	+ 5		Cooking fat	−43
			Flour	−46
			Mutton and lamb	−52
			Poultry	−53
			Fresh green vegetables	−60
			Pork	−73
NORTHERN				
Suet and dripping	+89	Cooking fat	"Other" fruit	− 7
Flour	+41	Preserves	Butter	− 8
Fish	+22	Potatoes	Fresh fruit	− 9
Cakes and biscuits	+18	Bread	Liquid milk	−12
"Other" meat	+17	"Other" cereals	Sugar	−12
Bacon and ham	+16	Tea	Cheese	−25
Eggs	+ 9		Pork	−31
Margarine	+ 8		Poultry	−31
Beef and veal	+ 7		Fresh green vegetables	−32
"Other" vegetables	+ 6		Mutton and lamb	−35
EAST AND WEST RIDINGS				
Flour	+49	Sugar	Fresh fruit	− 7
Margarine	+45	Beef and veal	"Other" cereals	−11
Suet and dripping	+34	Fresh green vegetables	Liquid milk	−12
Fish	+30	Potatoes	Cheese	−19
Cooking fat	+29	"Other" vegetables	Butter	−20
Bacon and ham	+18	"Other" fruit	Mutton and lamb	−28
Preserves	+16	Bread	Poultry	−30
Cakes and biscuits	+14	Tea		
"Other" meat	+10			
Pork	+ 9			
Eggs	+ 6			

TABLE 20—*continued*

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
NORTH WESTERN				
Margarine	+32	Liquid milk	Fresh fruit	− 8
Mutton and lamb	+11	Sugar	Cheese	−10
Cooking fat	+ 9	Preserves	"Other" cereals	−11
Bacon and ham	+ 7	Poultry	Eggs	−12
Bread	+ 5	"Other" meat	Beef and veal	−12
Cakes and biscuits	+ 5	Fish	Pork	−12
		Potatoes	Butter	−13
		"Other" vegetables	Flour	−13
		Tea	"Other" fruit	−15
			Suet and dripping	−26
			Fresh green vegetables	−41
NORTH MIDLAND				
Cooking fat	+47	Liquid milk	"Other" meat	− 5
Pork	+32	Cheese	Margarine	− 6
Flour	+29	Butter	"Other" vegetables	− 9
Fresh green vegetables	+21	Eggs	Fish	−13
"Other" fruit	+21	Preserves	Cakes and biscuits	−13
Suet and dripping	+13	Beef and veal	Mutton and lamb	−15
Sugar	+ 8	Bacon and ham	Poultry	−30
"Other" cereals	+ 6	Potatoes		
		Fresh fruit		
		Bread		
		Tea		
EASTERN				
Suet and dripping	+50	Liquid milk	Potatoes	− 8
Flour	+46	Butter	Tea	− 9
Fresh green vegetables	+27	Margarine	Bacon and ham	−13
Pork	+23	Cooking fat	"Other" meat	−14
Cheese	+20	Eggs	Poultry	−15
Fresh fruit	+12	Sugar	Cakes and biscuits	−17
"Other" cereals	+ 6	Preserves	Mutton and lamb	−24
		Beef and veal		
		Fish		
		"Other" vegetables		
		"Other" fruit		
		Bread		
MIDLAND				
Pork	+40	Liquid milk	"Other" vegetables	− 7
Bacon and ham	+23	Butter	Fish	− 8
Fresh green vegetables	+20	Margarine	Fresh fruit	− 8
Cooking fat	+18	Eggs	Poultry	−10
Mutton and lamb	+15	"Other" meat	Beef and veal	−12
Sugar	+11	"Other" fruit	"Other" cereals	−13
Tea	+10		Cakes and biscuits	−15
Potatoes	+ 9		Preserves	−18
Cheese	+ 8		Flour	−21
Bread	+ 7		Suet and dripping	−55
SOUTH WESTERN				
Fresh green vegetables	+40	Liquid milk	Fresh fruit	− 6
Flour	+35	Cheese	Preserves	− 9
Pork	+26	Eggs	"Other" meat	− 9
Cooking fat	+16	Sugar	Bacon and ham	−10
Butter	+15	Mutton and lamb	"Other" cereals	−10
Poultry	+15	"Other" vegetables	Fish	−23
Beef and veal	+10	"Other" fruit	Margarine	−24
Suet and dripping	+ 8	Bread		
Potatoes	+ 7	Cakes and biscuits		
		Tea		

TABLE 20—*continued*

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
SOUTH EASTERN AND SOUTHERN				
Fresh green vegetables	+33	Butter	Suet and dripping	− 5
Poultry	+28	Eggs	Fish	− 5
Cheese	+19	Sugar	Cooking fat	− 9
Fresh fruit	+17	Bacon and ham	Beef and veal	−13
Mutton and lamb	+16	"Other" meat	Potatoes	−14
"Other" fruit	+13	"Other" vegetables	Bread	−15
"Other" cereals	+11	Flour	Margarine	−19
Liquid milk	+ 9	Cakes and biscuits		
Pork	+ 7	Tea		
Preserves	+ 6			
LONDON CONURBATION				
Poultry	+66	Butter	Preserves	− 6
Mutton and lamb	+42	Eggs	"Other" meat	− 7
Fresh green vegetables	+29	Sugar	Cakes and biscuits	−10
Fresh fruit	+27	Bacon and ham	Bread	−11
Pork	+20	Potatoes	Cooking fat	−16
Fish	+14	"Other" vegetables	Flour	−17
Cheese	+13		Suet and dripping	−21
"Other" fruit	+11		Margarine	−24
"Other" cereals	+ 9			
Liquid milk	+ 8			
Beef and veal	+ 7			
Tea	+ 6			
PROVINCIAL CONURBATIONS				
Margarine	+13	Sugar	Preserves	− 5
Cakes and biscuits	+ 9	Beef and veal	Liquid milk	− 6
"Other" meat	+ 8	Mutton and lamb	Eggs	− 6
Bread	+ 8	Bacon and ham	"Other" cereals	− 7
		Fish	Butter	−11
		Potatoes	Fresh fruit	−12
		"Other" vegetables	Cheese	−13
		Tea	Cooking fat	−14
			Pork	−15
			Poultry	−16
			"Other" fruit	−19
			Fresh green vegetables	−31
			Suet and dripping	−32
			Flour	−38
URBAN AREAS (LARGER TOWNS)				
Cooking fat	+17	Liquid milk	Poultry	− 9
Fresh green vegetables	+14	Cheese		
Flour	+14	Butter		
Pork	+13	Margarine		
Suet and dripping	+ 8	Eggs		
		Sugar		
		Preserves		
		Beef and veal		
		Mutton and lamb		
		Bacon and ham		
		"Other" meat		
		Fish		
		Potatoes		
		"Other" vegetables		
		Fresh fruit		
		"Other" fruit		
		Bread		
		Cakes and biscuits		
		"Other" cereals		
		Tea		

TABLE 20—*continued*

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
URBAN AREAS (SMALLER TOWNS)				
Suet and dripping	+24	Liquid milk	Poultry	− 6
Cakes and biscuits	+ 8	Cheese	Fresh green vegetables	−12
Margarine	+ 7	Butter	Pork	−13
		Cooking fat	Mutton and lamb	−15
		Eggs		
		Sugar		
		Preserves		
		Beef and veal		
		Bacon and ham		
		"Other" meat		
		Fish		
		Potatoes		
		"Other" vegetables		
		Fresh fruit		
		"Other" fruit		
		Flour		
		Bread		
		"Other" cereals		
		Tea		
SEMI-RURAL AREAS				
Flour	+18	Liquid milk	"Other" vegetables	− 6
Suet and dripping	+11	Cheese	Pork	− 8
Butter	+ 7	Margarine	Tea	−10
Preserves	+ 6	Eggs	Fish	−13
Cooking fat	+ 5	Sugar	Poultry	−17
		Beef and veal	Mutton and lamb	−18
		Bacon and ham		
		"Other" meat		
		Fresh green vegetables		
		Potatoes		
		Fresh fruit		
		"Other" fruit		
		Bread		
		Cakes and biscuits		
		"Other" cereals		
RURAL AREAS				
Flour	+51	Suet and dripping	Fresh fruit	− 9
Butter	+20	Preserves	Cakes and biscuits	−11
Margarine	+14	Bacon and ham	"Other" meat	−14
Beef and veal	+12	Fresh green vegetables	Mutton and lamb	−16
Bread	+11	Potatoes	Fish	−31
Cheese	+ 9	"Other" vegetables	Poultry	−39
Eggs	+ 9	"Other" fruit		
Sugar	+ 9	Tea		
Cooking fat	+ 8			
Liquid milk	+ 5			
Pork	+ 5			
"Other" cereals	+ 5			

TABLE 21

Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1961

	Class								All households
	A			B	C	D			
	A1	A2	All			with earners D1	without earners D2	O.A.P.	
	(per person per week)								
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
1960									
Expenditure	37 8	31 10	33 2	30 0	28 9	26 9	29 8	27 10	29 8
Value of free food	2 7	1 4	1 7	9	10	7	1 2	8	10
Value of consumption	40 3	33 1	34 9	30 9	29 7	27 4	30 10	28 6	30 6
1961									
Expenditure	38 9	34 0	35 0	30 8	29 4	28 11	28 11	29 4	30 7
Value of free food	2 3	1 1	1 4	9	10	8	1 1	9	10
Value of consumption	41 0	35 1	36 4	31 5	30 2	29 7	30 0	30 1	31 5
Expenditure as percentage of that in all households 1960	127·1	107·3	112·0	101·2	97·1	90·2	100·0	94·0	100
1961	126·7	111·1	114·4	100·3	96·0	94·6	94·4	95·9	100
Value of consumption as percentage of that in all households 1960	131·9	108·5	114·0	100·7	97·1	89·6	101·1	93·4	100
1961	130·5	111·7	115·7	100·0	96·1	94·2	95·4	95·7	100
Expenditure adjusted to a uniform incidence of meals taken in the home expressed as a percentage of that in all households (*a*) 1960	129·4	109·4	114·1	102·0	96·3	90·8	95·9	89·8	100
1961	129·8	113·4	116·9	100·7	95·8	94·7	90·0	90·5	100
Price index (all foods) 1960	108·9	102·8	104·3	100·3	99·0	98·0	99·1	97·4	100
1961	107·7	102·9	103·9	100·0	98·9	98·5	98·8	97·5	100
"Price of energy" index (all foods) (*b*) 1960	129·4	110·9	115·4	100·5	96·4	92·6	100·1	94·9	100
1961	126·8	112·0	115·3	100·3	95·3	95·7	99·5	95·1	100

(*a*) That is, the estimates of average expenditure are each increased in proportion to the number and relative importance of meals eaten outside the home, and further adjusted downwards to allow for meals served to visitors.

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

TABLE 22

Household Food Expenditure according to Social Class, 1961

(pence per person per week)

	Class								All households
	A			B	C	D			
						Excluding O.A.P.			
	A1	A2	All			with earners (D1)	without earners (D2)	O.A.P.	
MILK AND CREAM:									
Liquid milk—full price	40·70	35·55	36·64	30·90	29·24	32·21	37·46	40·03	31·62
Liquid milk—welfare	2·18	3·09	2·92	3·57	2·74	1·34	0·48	—	2·92
Total Liquid Milk	*42·88*	*38·64*	*39·56*	*34·47*	*31·98*	*33·55*	*37·94*	*40·03*	*34·54*
Condensed milk	1·07	1·13	1·12	1·43	1·48	1·32	1·20	1·41	1·40
Dried and other milk	1·14	0·44	0·57	0·88	0·94	0·61	0·19	0·08	0·79
Cream	5·78	2·65	3·29	1·39	0·98	0·81	0·91	0·68	1·42
Total Milk and Cream	*50·87*	*42·86*	*44·54*	*38·17*	*35·38*	*36·29*	*40·24*	*42·20*	*38·15*
CHEESE:									
Natural	8·04	7·69	7·76	6·30	6·24	5·50	6·14	7·14	6·44
Processed	1·83	1·37	1·47	1·30	1·20	1·33	1·24	1·30	1·28
Total Cheese	*9·87*	*9·06*	*9·23*	*7·60*	*7·44*	*6·83*	*7·38*	*8·44*	*7·72*
MEAT:									
Beef and veal	40·45	30·51	32·58	28·17	28·35	26·79	26·54	26·50	28·54
Mutton and lamb	22·58	19·03	19·82	16·53	15·66	15·12	16·68	21·30	16·80
Pork	9·21	6·83	7·26	6·40	5·84	4·32	4·71	4·76	6·12
Total Carcase Meat	*72·24*	*56·37*	*59·66*	*51·10*	*49·85*	*46·23*	*47·93*	*52·56*	*51·46*
Bacon and ham, uncooked	18·46	18·63	18·58	15·45	14·70	13·70	12·85	15·58	15·45
Poultry	15·10	9·80	10·86	6·03	4·74	4·06	5·47	3·92	5·98
Other meat (*a*)	34·16	33·16	33·48	31·90	32·08	30·59	25·69	24·03	31·58
Total Meat	*139·96*	*117·96*	*122·58*	*104·48*	*101·37*	*94·58*	*91·94*	*96·09*	*104·47*
FISH:									
Fresh	14·52	8·16	9·47	6·75	6·31	6·89	9·68	8·55	7·05
Processed and shell (*b*)	3·81	2·25	2·59	1·56	1·43	1·49	1·65	1·77	1·65
Prepared (*c*)	6·18	7·74	7·39	7·58	7·73	8·04	5·35	6·39	7·51
Total Fish	*24·51*	*18·15*	*19·45*	*15·89*	*15·47*	*16·42*	*16·68*	*16·71*	*16·21*

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

(*b*) Includes smoked, dried and salted fish, and canned or bottled shellfish.

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

TABLE 22—*continued*

(pence per person per week)

	Class								
	A			B	C	D			All households
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
EGGS	22·48	19·68	20·25	18·15	17·52	17·87	17·34	17·38	18·14
FATS:									
Butter	17·98	15·24	15·80	13·44	12·64	13·09	14·77	16·09	13·58
Margarine	2·85	3·92	3·70	4·48	5·23	5·02	4·15	3·96	4·62
Lard and compound cooking fat	2·18	2·42	2·37	2·52	2·42	2·38	1·92	2·40	2·45
Other fats	1·49	0·84	0·95	0·75	0·62	0·46	0·43	0·59	0·71
Total Fats	*24·50*	*22·42*	*22·82*	*21·19*	*20·91*	*20·95*	*21·27*	*23·04*	*21·36*
SUGAR AND PRESERVES:									
Sugar	9·40	8·88	9·00	9·19	9·30	8·86	8·80	10·13	9·22
Honey, preserves, syrup and treacle	3·50	3·89	3·81	3·46	3·33	3·85	4·58	4·50	3·54
Total Sugar and Preserves	*12·90*	*12·77*	*12·81*	*12·65*	*12·63*	*12·71*	*13·38*	*14·63*	*12·76*
VEGETABLES:									
Potatoes (including chips and crisps)	10·86	12·64	12·29	14·65	14·40	14·16	11·68	11·04	14·07
Fresh green	13·52	11·59	12·03	9·25	7·28	7·00	7·51	7·74	8·75
Other vegetables (*d*)	12·86	12·64	12·73	11·78	11·35	10·99	8·07	8·50	11·50
Total Vegetables	*37·24*	*36·87*	*37·05*	*35·68*	*33·03*	*32·15*	*27·26*	*27·28*	*34·32*
FRUIT:									
Fresh	41·99	29·41	32·01	21·55	17·57	19·06	22·43	17·30	21·20
Other (*e*)	14·81	12·85	13·32	9·82	8·03	7·37	7·60	6·01	9·35
Total Fruit (*f*)	*56·80*	*42·26*	*45·33*	*31·37*	*25·60*	*26·43*	*30·03*	*23·31*	*30·55*

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

(*e*) Includes dried, canned or bottled fruit.

(*f*) Includes tomatoes.

TABLE 22—*continued*

(pence per person per week)

	Class								All households
	A			B	C	D			
						Excluding O.A.P.		O.A.P.	
	A1	A2	All			with earners (D1)	without earners (D2)		
CEREALS:									
Brown bread	2·30	1·82	1·90	1·41	1·22	1·55	2·51	2·01	1·46
White bread	10·07	12·64	12·19	16·62	18·95	18·86	14·50	15·58	16·84
Wholewheat and wholemeal bread	0·72	0·65	0·66	0·44	0·31	0·43	0·92	0·81	0·45
Other bread (*g*)	5·92	4·99	5·18	4·36	4·22	4·45	4·41	5·22	4·47
Total Bread	*19·01*	*20·10*	*19·93*	*22·83*	*24·70*	*25·29*	*22·34*	*23·62*	*23·22*
Flour	3·62	2·97	3·09	2·66	2·91	2·83	3·73	4·16	2·88
Cakes (*h*)	11·32	11·76	11·70	11·89	11·79	11·12	10·90	10·20	11·69
Biscuits	10·97	10·82	10·88	9·84	9·35	8·84	10·10	9·04	9·73
Oatmeal and oat products	0·72	0·74	0·74	0·64	0·72	0·90	0·81	0·98	0·71
Breakfast cereals	3·46	3·74	3·70	3·38	2·95	3·08	1·98	1·90	3·18
Other cereals	5·81	5·45	5·54	4·56	4·25	3·94	3·72	3·07	4·48
Total Cereals	*54·91*	*55·58*	*55·58*	*55·80*	*56·67*	*56·00*	*53·58*	*52·97*	*55·89*
BEVERAGES:									
Tea	11·86	12·62	12·52	13·12	13·84	14·50	15·16	17·73	13·58
Coffee	6·00	4·51	4·81	3·11	2·53	2·95	3·21	2·79	3·10
Cocoa	0·54	0·41	0·43	0·50	0·49	0·50	0·51	0·51	0·48
Branded food drinks	1·18	1·08	1·09	0·86	0·90	1·00	1·27	1·45	0·93
Total Beverages	*19·58*	*18·62*	*18·85*	*17·59*	*17·76*	*18·95*	*20·15*	*22·48*	*18·09*
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	3·33	3·31	3·34	2·98	2·71	2·98	2·72	2·49	2·91
Other foods (*i*)	7·98	8·22	8·19	6·70	5·87	5·22	4·61	4·98	6·42
Total Miscellaneous	*11·31*	*11·53*	*11·53*	*9·68*	*8·58*	*8·20*	*7·33*	*7·47*	*9·33*
TOTAL EXPENDITURE	*465·04 (38s. 9d.)*	*407·72 (34s. 0d.)*	*419·98 (35s. 0d.)*	*368·29 (30s. 8d.)*	*352·40 (29s. 4d.)*	*347·31 (28s. 11d.)*	*346·53 (28s. 11d.)*	*351·97 (29s. 4d.)*	*367·02 (30s. 7d.)*

(*g*) Includes rolls, fruit bread, sandwiches and milk bread.
(*h*) Includes buns, scones, teacakes and crumpets.
(*i*) Spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods and items on which expenditure only was recorded.

TABLE 23

Household Food Consumption according to Social Class, 1961

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

	Class								
	A			B	C	D			All households
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
MILK AND CREAM:									
Liquid milk—full price (pt.)	5·46	4·51	4·71	3·90	3·73	4·08	4·55	4·86	4·00
Liquid milk—welfare and school (pt.)	0·69	0·95	0·90	1·07	0·86	0·51	0·34	0·02	0·90
Total Liquid Milk (pt.)	*6·16*	*5·46*	*5·61*	*4·97*	*4·59*	*4·59*	*4·89*	*4·87*	*4·90*
Condensed milk (eq. pt.)	0·12	0·13	0·13	0·16	0·17	0·15	0·14	0·17	0·16
Dried and other milk (pt. or eq. pt.)	0·09	0·06	0·07	0·12	0·14	0·10	0·02	0·01	0·11
Cream (pt.)	0·08	0·04	0·05	0·02	0·02	0·02	0·02	0·01	0·02
Total Milk and Cream (pt. or eq. pt.)	*6·45*	*5·68*	*5·85*	*5·28*	*4·91*	*4·86*	*5·05*	*5·06*	*5·20*
CHEESE:									
Natural	3·07	3·12	3·11	2·66	2·62	2·34	2·59	3·04	2·70
Processed	0·50	0·38	0·40	0·38	0·35	0·38	0·36	0·38	0·37
Total Cheese	*3·57*	*3·50*	*3·51*	*3·04*	*2·97*	*2·72*	*2·95*	*3·42*	*3·07*
MEAT:									
Beef and veal	11·21	9·36	9·74	8·91	9·25	8·82	8·67	8·97	9·10
Mutton and lamb	7·86	7·37	7·48	6·58	6·37	6·28	7·35	9·37	6·75
Pork	2·92	2·09	2·24	2·03	1·85	1·47	1·66	1·62	1·95
Total Carcase Meat	*21·99*	*18·82*	*19·46*	*17·52*	*17·47*	*16·57*	*17·68*	*19·96*	*17·80*
Bacon and ham, uncooked	5·81	6·26	6·16	5·22	4·99	4·65	4·62	5·66	5·24
Poultry	6·09	3·70	4·18	2·28	1·91	1·61	2·40	1·66	2·32
Other meat (*a*)	11·49	11·21	11·35	11·49	11·87	11·34	9·15	8·74	11·40
Total Meat	*45·38*	*39·99*	*41·15*	*36·51*	*36·24*	*34·17*	*33·85*	*36·02*	*36·76*
FISH:									
Fresh	4·66	3·28	3·57	2·80	2·70	2·89	3·97	3·79	2·93
Processed and shell (*b*)	1·23	0·91	0·97	0·67	0·66	0·69	0·91	0·91	0·72
Prepared (*c*)	1·32	1·94	1·80	2·05	2·16	2·19	1·45	1·72	2·04
Total Fish	*7·21*	*6·13*	*6·34*	*5·52*	*5·52*	*5·77*	*6·33*	*6·42*	*5·69*

(*a*) Includes cooked and canned meats, and meat products.
(*b*) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(*c*) Includes cooked fish, canned or bottled fish, (excluding canned or bottled shellfish), and fish products.

TABLE 23—*continued*

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

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P. with earners (D1)	Excluding O.A.P. without earners (D2)	O.A.P.	
EGGS (No.)	6·11	5·06	5·28	4·64	4·52	4·54	4·34	4·45	4·66
Eggs purchased (No.)	5·10	4·60	4·70	4·34	4·20	4·32	4·14	4·15	4·32
FATS:									
Butter	8·20	6·87	7·14	6·18	5·78	5·86	6·66	7·26	6·20
Margarine	2·00	2·70	2·56	3·19	3·80	3·65	2·98	2·82	3·30
Lard and compound cooking fat	1·67	1·92	1·87	2·13	2·07	2·02	1·60	2·11	2·07
Other fats	0·82	0·50	0·57	0·52	0·45	0·35	0·28	0·44	0·49
Total Fats	*12·69*	*11·99*	*12·14*	*12·02*	*12·10*	*11·88*	*11·52*	*12·63*	*12·06*
SUGAR AND PRESERVES:									
Sugar	17·29	16·98	17·06	18·10	18·36	17·52	17·16	19·91	18·10
Honey, preserves, syrup and treacle	2·80	3·24	3·13	2·97	2·89	3·38	4·05	3·93	3·03
Total Sugar and Preserves	*20·09*	*20·22*	*20·19*	*21·07*	*21·25*	*20·90*	*21·21*	*23·84*	*21·13*
VEGETABLES:									
Potatoes (including chips and crisps)	46·12	50·60	49·52	58·72	61·92	58·64	49·54	48·68	58·08
Fresh green	16·98	16·66	16·79	15·23	14·14	13·37	17·25	17·29	15·09
Other vegetables (*d*)	16·17	17·18	16·99	16·97	17·30	16·70	14·28	14·75	16·93
Total Vegetables	*79·27*	*84·44*	*83·30*	*90·92*	*93·36*	*88·71*	*81·07*	*80·72*	*90·10*
FRUIT:									
Fresh	40·98	29·85	32·14	22·27	18·10	19·16	25·06	19·20	21·84
Other (*e*)	10·47	9·24	9·52	7·41	6·13	5·52	5·61	4·79	7·03
Total Fruit (*f*)	*51·45*	*39·09*	*41·66*	*29·68*	*24·23*	*24·68*	*30·67*	*23·99*	*28·87*

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

TABLE 23—*continued*

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

	Class								All households
	A			B	C	D			
						Excluding O.A.P.			
	A1	A2	All			with earners (D1)	without earners (D2)	O.A.P.	
CEREALS:									
Brown bread	3·88	2·94	3·10	2·30	2·00	2·54	4·09	3·34	2·39
White bread	21·30	27·02	25·99	35·68	40·80	40·22	30·59	32·08	36·10
Wholewheat and wholemeal bread	1·34	1·24	1·26	0·83	0·58	0·84	1·85	1·48	0·84
Other bread (*g*)	7·95	6·54	6·83	5·68	5·59	5·73	5·65	6·76	5·84
Total Bread	*34·47*	*37·74*	*37·18*	*44·49*	*48·97*	*49·33*	*42·18*	*43·66*	*45·17*
Flour	8·18	6·57	6·88	5·91	6·46	6·18	8·14	9·10	6·37
Cakes (*h*)	5·19	5·75	5·65	6·13	6·25	6·03	6·15	5·89	6·09
Biscuits	5·57	5·88	5·83	5·67	5·46	5·21	6·18	5·72	5·60
Oatmeal and oat products	0·78	0·85	0·84	0·70	0·79	1·02	0·88	1·16	0·78
Breakfast cereals	2·05	2·22	2·20	2·02	1·76	1·80	1·18	1·20	1·90
Other cereals	4·26	4·16	4·18	3·66	3·57	3·45	3·26	2·88	3·63
Total Cereals	*60·50*	*63·17*	*62·76*	*68·58*	*73·26*	*73·02*	*67·97*	*69·61*	*69·54*
BEVERAGES:									
Tea	2·35	2·54	2·52	2·74	2·94	3·08	3·17	3·71	2·84
Coffee	0·73	0·51	0·55	0·37	0·34	0·39	0·41	0·40	0·38
Cocoa	0·18	0·14	0·14	0·16	0·16	0·16	0·16	0·15	0·16
Branded food drinks	0·28	0·27	0·27	0·20	0·21	0·24	0·29	0·34	0·22
Total Beverages	*3·54*	*3·46*	*3·48*	*3·47*	*3·65*	*3·87*	*4·03*	*4·60*	*3·60*

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

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

TABLE 24

Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1961

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
	(per person per week)										
1960											
Expenditure	s. d. 36 1	s. d. 40 3	s. d. 30 8	s. d. 26 0	s. d. 22 4	s. d. 19 9	s. d. 34 2	s. d. 26 8	s. d. 33 0	s. d. 32 6	s. d. 26 6
Value of free food	1 1	1 0	10	7	7	7	1 2	9	1 2	1 3	9
Value of consumption	37 2	41 2	31 6	26 7	23 0	20 3	35 4	27 5	34 2	33 9	27 3
1961											
Expenditure	36 10	42 2	32 6	26 10	23 5	20 8	35 10	27 5	34 8	32 11	27 6
Value of free food	1 2	11	9	8	7	6	11	9	1 1	1 5	8
Value of consumption	38 0	43 1	33 3	27 7	24 0	21 2	36 9	28 2	35 9	34 4	28 2
Expenditure as percentage of that in all households 1960	121·8	135·7	103·4	87·7	75·4	66·6	115·2	90·0	111·4	109·6	89·3
1961	120·6	137·9	106·4	87·9	76·5	67·7	117·2	89·7	113·4	107·6	89·6
Value of consumption as percentage of that in all households 1960	121·9	135·1	103·3	87·2	75·3	66·5	115·8	90·0	112·0	110·6	89·2
1961	121·0	137·2	105·9	87·8	76·4	67·4	116·9	89·8	113·8	109·3	89·8
Expenditure adjusted to a uniform incidence of meals taken in the home expressed as a percentage of that in all households (*a*) 1960	114·7	139·4	104·3	88·6	76·2	67·4	115·4	91·9	109·7	110·4	89·8
1961	113·4	139·2	107·1	88·9	77·3	67·8	118·6	92·0	111·3	107·6	90·5
Price index (all foods) 1960	100·5	103·8	100·6	98·9	98·7	96·8	100·2	98·6	101·0	99·7	99·2
1961	100·3	103·2	101·0	99·0	98·1	96·1	101·1	98·1	101·1	100·4	99·6
"Price of energy" index (all foods) (*b*) 1960	105·8	112·5	101·1	95·5	90·2	82·1	103·4	92·4	107·3	101·9	97·1
1961	105·2	112·9	102·2	96·0	90·0	82·9	106·0	92·5	106·8	102·6	96·8

(*a*) That is, estimates of average expenditure are each increased in proportion to the number and relative importance of meals eaten outside the home, and further adjusted downwards to allow for meals served to visitors.

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

TABLE 25

Household Food Expenditure according to Household Composition, 1961

(pence per person per week)

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
MILK AND CREAM:											
Liquid milk—full price	42·09	41·87	31·16	26·40	21·34	17·09	37·54	29·50	40·10	34·97	27·50
Liquid milk—welfare	...	0·87	5·04	6·10	6·58	7·08	0·05	1·51	0·09	0·26	3·41
Total Liquid Milk	*42·09*	*42·74*	*36·20*	*32·50*	*27·92*	*24·17*	*37·59*	*31·01*	*40·19*	*35·23*	*30·91*
Condensed milk	1·53	1·71	1·52	1·31	1·30	0·90	1·66	1·35	1·56	1·31	1·24
Dried and other milk	0·07	0·07	1·44	1·14	2·06	1·92	0·08	0·45	0·10	0·03	1·23
Cream	1·82	2·98	1·52	1·09	0·61	0·34	1·80	1·08	1·88	1·93	1·14
Total Milk and Cream	*45·51*	*47·50*	*40·68*	*36·04*	*31·89*	*27·33*	*41·13*	*33·89*	*43·73*	*38·50*	*34·52*
CHEESE:											
Natural	9·20	9·04	6·32	5·18	4·54	4·02	7·86	5·92	7·80	7·10	5·28
Processed	1·28	1·67	1·30	1·20	1·13	1·08	1·33	1·29	1·51	1·16	1·18
Total Cheese	*10·48*	*10·71*	*7·62*	*6·38*	*5·67*	*5·10*	*9·19*	*7·21*	*9·31*	*8·26*	*6·46*
MEAT:											
Beef and veal	38·70	41·74	29·48	23·90	18·42	15·80	34·61	23·04	31·67	36·60	26·88
Mutton and lamb	26·60	22·02	17·41	12·58	10·47	8·92	20·61	13·08	22·34	17·93	14·20
Pork	8·30	12·12	6·79	4·22	3·55	2·84	7·70	4·45	7·64	8·01	5·01
Total Carcase Meat	*73·60*	*75·88*	*53·68*	*40·70*	*32·44*	*27·56*	*62·92*	*40·57*	*61·65*	*62·54*	*46·09*
Bacon and ham, uncooked	20·74	21·98	16·08	12·37	10·76	8·81	19·85	12·98	19·18	16·76	13·38
Poultry	8·54	12·72	6·04	4·58	2·81	2·04	7·12	4·19	7·90	6·95	5·15
Other meat (*a*)	33·90	44·46	35·26	26·95	24·51	22·26	39·45	29·77	34·22	35·73	28·45
Total Meat	*136·78*	*155·04*	*111·06*	*84·60*	*70·52*	*60·67*	*129·34*	*87·51*	*122·95*	*121·98*	*93·07*
FISH:											
Fresh	11·24	9·80	6·66	5·53	4·50	4·05	8·00	5·28	9·80	8·00	5·77
Processed and shell (*b*)	2·71	2·91	1·54	1·25	1·22	0·67	1·61	1·17	2·44	1·63	1·25
Prepared (*c*)	8·65	12·08	8·21	6·15	5·08	3·79	9·59	6·98	8·67	8·47	6·63
Total Fish	*22·60*	*24·79*	*16·41*	*12·93*	*10·80*	*8·51*	*19·20*	*13·43*	*20·91*	*18·10*	*13·65*

(*a*) Includes cooked and canned meats, and meat products.
(*b*) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(*c*) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish), and fish products.

TABLE 25—*continued*

(pence per person per week)

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
EGGS	21·28	24·22	18·83	16·94	15·79	13·57	19·86	17·05	19·94	17·68	16·12
FATS:											
Butter	17·96	19·06	13·96	11·58	9·35	7·18	15·60	11·64	17·52	14·60	11·76
Margarine	4·45	4·51	4·09	4·24	4·57	5·04	4·86	5·78	3·99	5·54	4·64
Lard and compound cooking fat	2·86	3·26	2·68	2·36	2·11	1·62	2·73	2·35	2·46	2·76	2·14
Other fats	0·89	0·97	0·81	0·62	0·56	0·52	0·69	0·62	0·59	0·80	0·79
Total Fats	*26·16*	*27·80*	*21·54*	*18·80*	*16·59*	*14·36*	*23·88*	*20·39*	*24·56*	*23·70*	*19·33*
SUGAR AND PRESERVES:											
Sugar	10·88	11·23	9·33	8·27	8·35	7·36	10·10	9·06	9·98	9·60	8·36
Honey, preserves, syrup and treacle	4·79	4·35	3·34	3·02	2·86	2·95	3·75	3·25	4·22	3·40	3·18
Total Sugar and Preserves	*15·67*	*15·58*	*12·67*	*11·29*	*11·21*	*10·31*	*13·85*	*12·31*	*14·20*	*13·00*	*11·54*
VEGETABLES:											
Potatoes (including chips and crisps)	13·21	16·07	15·21	13·41	12·64	13·77	15·40	15·07	12·67	14·68	14·16
Fresh green	11·43	15·18	9·72	7·00	5·45	4·20	11·30	6·65	10·83	9·28	7·40
Other vegetables (*d*)	11·52	16·17	13·29	10·66	9·82	9·15	13·96	10·68	11·03	11·31	10·97
Total Vegetables	*36·16*	*47·42*	*38·22*	*31·07*	*27·91*	*27·12*	*40·66*	*32·40*	*34·53*	*35·27*	*32·53*
FRUIT:											
Fresh	23·96	31·48	22·44	18·50	14·70	11·10	27·53	18·98	25·08	23·45	19·09
Other (*e*)	10·15	12·11	11·67	9·50	7·33	5·74	11·15	7·96	10·02	9·57	7·85
***Total Fruit* (*f*)**	*34·11*	*43·59*	*34·11*	*28·00*	*22·03*	*16·84*	*38·68*	*26·94*	*35·10*	*33·02*	*26·94*

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

(*e*) Includes dried, canned or bottled fruit.

(*f*) Includes tomatoes.

TABLE 25—*continued*

(pence per person per week)

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
CEREALS:											
Brown bread	2·34	2·10	1·32	1·13	1·74	0·57	1·82	1·01	2·32	1·59	1·17
White bread	16·78	17·88	16·34	14·75	15·40	17·39	17·22	19·29	16·34	18·21	16·80
Wholewheat and wholemeal bread	0·94	0·60	0·30	0·38	0·28	0·12	0·52	0·36	0·78	0·34	0·23
Other bread (*g*)	5·63	7·23	4·48	3·53	2·69	2·41	5·09	4·10	5·76	5·35	3·85
Total Bread	*25·69*	*27·81*	*22·44*	*19·79*	*19·11*	*20·49*	*25·65*	*24·76*	*25·20*	*25·49*	*22·05*
Flour	4·54	3·35	2·88	2·57	2·17	1·80	3·18	2·43	3·19	3·60	2·42
Cakes (*h*)	12·02	17·49	13·02	10·48	8·80	7·69	15·49	10·39	13·04	11·92	10·52
Biscuits	10·15	13·16	11·42	9·64	8·65	7·85	11·02	8·42	10·03	9·21	8·68
Oatmeal and oat products	0·94	0·53	0·64	0·72	0·72	0·95	0·49	0·68	0·67	0·60	0·76
Breakfast cereals	2·12	2·67	3·42	4·12	4·18	3·96	2·73	3·32	2·43	2·81	3·15
Other cereals	4·08	5·49	5·66	4·72	4·63	3·65	4·68	4·05	4·00	3·85	4·40
Total Cereals	*59·54*	*70·50*	*59·48*	*52·04*	*48·26*	*46·39*	*63·24*	*54·05*	*58·56*	*57·48*	*51·98*
BEVERAGES:											
Tea	19·24	18·38	13·31	10·78	9·42	8·76	15·89	11·90	17·26	14·41	11·68
Coffee	3·97	5·24	3·31	2·61	1·76	1·32	3·64	2·69	3·93	3·62	2·54
Cocoa	0·39	0·58	0·57	0·58	0·36	0·35	0·36	0·55	0·56	0·47	0·41
Branded food drinks	1·69	1·74	1·14	0·72	0·42	0·28	0·90	0·51	1·33	0·93	0·73
Total Beverages	*25·29*	*25·94*	*18·33*	*14·69*	*11·96*	*10·71*	*20·79*	*15·65*	*23·08*	*19·43*	*15·36*
MISCELLANEOUS:											
Soups, canned, dehydrated and powdered	2·96	4·37	3·59	3·04	2·64	2·34	3·02	2·44	2·83	2·64	2·55
Other foods (*i*)	5·96	8·84	7·91	6·62	5·67	5·16	7·12	5·83	6·39	5·86	5·82
Total Miscellaneous	*8·92*	*13·21*	*11·50*	*9·66*	*8·31*	*7·50*	*10·14*	*8·27*	*9·22*	*8·50*	*8·37*
TOTAL EXPENDITURE	*442·48 (36s. 10d.)*	*506·28 (42s. 2d.)*	*390·46 (32s. 6d.)*	*322·50 (26s. 10d.)*	*280·92 (23s. 5d.)*	*248·41 (20s. 8d.)*	*429·98 (35s. 10d.)*	*329·13 (27s. 5d.)*	*416·10 (34s. 8d.)*	*394·92 (32s. 11d.)*	*329·92 (27s. 6d.)*

(*g*) Includes rolls, fruit bread, sandwiches and milk bread.
(*h*) Includes buns, scones, teacakes and crumpets.
(*i*) Spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, and items on which expenditure only was recorded.

TABLE 26

Household Food Consumption according to Household Composition, 1961

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
MILK AND CREAM:											
Liquid milk—full price (pt.)	5·22	5·12	3·89	3·32	2·65	2·32	4·65	3·78	5·06	4·71	3·58
Liquid milk—welfare and school (pt.)	...	0·22	1·36	1·77	1·97	2·18	0·07	0·72	0·02	0·10	1·09
Total Liquid Milk (pt.)	*5·22*	*5·34*	*5·25*	*5·09*	*4·62*	*4·50*	*4·73*	*4·49*	*5·08*	*4·80*	*4·67*
Condensed milk (eq. pt.)	0·18	0·19	0·17	0·15	0·16	0·11	0·19	0·16	0·18	0·14	0·15
Dried and other milk (pt. or eq. pt.)	0·02	...	0·19	0·16	0·31	0·31	...	0·06	0·01	0·01	0·17
Cream (pt.)	0·03	0·05	0·02	0·02	0·01	0·01	0·03	0·02	0·03	0·03	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·45*	*5·58*	*5·64*	*5·42*	*5·10*	*4·92*	*4·95*	*4·74*	*5·29*	*4·99*	*5·00*
CHEESE:											
Natural	3·83	3·66	2·63	2·20	1·92	1·67	3·29	2·50	3·26	2·96	2·24
Processed	0·37	0·48	0·38	0·34	0·34	0·31	0·38	0·37	0·44	0·32	0·34
Total Cheese	*4·20*	*4·14*	*3·01*	*2·54*	*2·26*	*1·98*	*3·67*	*2·87*	*3·70*	*3·28*	*2·58*
MEAT:											
Beef and veal	12·45	12·55	9·24	7·67	6·13	5·33	10·87	7·54	10·06	11·34	8·65
Mutton and lamb	10·81	8·30	6·77	5·21	4·48	4·00	8·03	5·38	8·99	6·94	5·65
Pork	2·65	3·74	2·11	1·37	1·12	0·98	2·42	1·47	2·44	2·50	1·62
Total Carcase Meat	*25·91*	*24·59*	*18·12*	*14·25*	*11·73*	*10·31*	*21·32*	*14·39*	*21·49*	*20·78*	*15·92*
Bacon and ham, uncooked	7·06	7·32	5·35	4·26	3·74	3·22	6·50	4·56	6·45	5·48	4·56
Poultry	3·22	4·77	2·36	1·79	1·07	0·84	2·94	1·70	3·02	2·86	1·94
Other meat (*a*)	11·66	14·63	12·58	10·13	9·80	9·38	13·43	11·19	11·55	12·78	10·67
Total Meat	*47·85*	*51·31*	*38·41*	*30·43*	*26·34*	*23·75*	*44·19*	*31·84*	*42·51*	*41·90*	*33·09*
FISH:											
Fresh	4·71	3·70	2·74	2·32	1·82	1·59	3·31	2·26	4·04	3·46	2·40
Processed and shell (*b*)	1·18	1·13	0·64	0·54	0·55	0·28	0·72	0·51	1·11	0·79	0·54
Prepared (*c*)	2·02	2·86	2·21	1·82	1·52	1·24	2·39	2·09	2·17	2·20	1·93
Total Fish	*7·91*	*7·69*	*5·59*	*4·68*	*3·89*	*3·11*	*6·42*	*4·86*	*7·32*	*6·45*	*4·87*

(*a*) Includes cooked and canned meats, and meat products.
(*b*) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(*c*) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish), and fish products.

TABLE 26—*continued*

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
EGGS (No.)	5·29	5·80	4·75	4·39	4·09	3·52	5·04	4·51	5·10	4·92	4·22
Eggs purchased (No.)	4·97	5·53	4·51	4·16	3·86	3·40	4·64	4·13	4·62	4·18	3·88
FATS:											
Butter	8·10	8·57	6·42	5·36	4·33	3·35	7·12	5·44	7·86	6·55	5·42
Margarine	3·14	3·11	2·94	3·07	3·33	3·77	3·47	4·16	2·80	3·87	3·33
Lard and compound cooking fat	2·46	2·66	2·27	2·02	1·78	1·40	2·32	1·98	2·05	2·30	1·79
Other fats	0·59	0·59	0·57	0·46	0·42	0·42	0·48	0·42	0·38	0·58	0·50
Total Fats	*14·29*	*14·93*	*12·20*	*10·91*	*9·86*	*8·94*	*13·39*	*12·00*	*13·09*	*13·30*	*11·04*
SUGAR AND PRESERVES:											
Sugar	21·22	21·90	18·46	16·32	16·37	14·64	19·64	17·80	19·41	18·79	16·47
Honey, preserves, syrup and treacle	4·10	3·68	2·76	2·60	2·52	2·76	3·24	2·93	3·48	2·95	2·76
Total Sugar and Preserves	*25·32*	*25·58*	*21·22*	*18·92*	*18·89*	*17·40*	*22·88*	*20·73*	*22·89*	*21·74*	*19·23*
VEGETABLES:											
Potatoes (including chips and crisps)	56·85	62·79	60·95	55·86	52·35	56·71	60·02	63·11	53·15	63·15	57·97
Fresh green	21·75	22·98	15·78	12·41	9·87	8·01	18·18	12·02	18·56	17·14	12·36
Other vegetables (*d*)	18·52	22·17	18·64	16·27	14·81	13·66	19·64	15·47	16·50	16·74	15·99
Total Vegetables	*97·12*	*107·94*	*95·37*	*84·54*	*77·03*	*78·38*	*97·84*	*90·60*	*88·21*	*97·03*	*86·32*
FRUIT:											
Fresh	26·07	30·46	22·91	19·69	15·59	12·07	27·97	19·49	25·89	23·97	18·93
Other (*e*)	7·87	9·39	8·18	6·84	5·47	4·45	8·54	6·19	7·62	7·44	5·98
Total Fruit (*f*)	*33·94*	*39·85*	*31·09*	*26·53*	*21·06*	*16·52*	*36·51*	*25·68*	*33·51*	*31·41*	*24·91*

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

(*e*) Includes dried, canned or bottled fruit.

(*f*) Includes tomatoes.

TABLE 26—*continued*

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
CEREALS:											
Brown bread	3·85	3·40	2·11	1·85	1·24	0·96	2·95	1·67	3·77	2·61	1·95
White bread	35·23	37·70	34·96	31·74	33·45	37·85	39·20	41·92	34·14	39·30	36·31
Wholewheat and wholemeal bread	1·73	1·13	0·54	0·73	0·53	0·22	0·96	0·69	1·47	0·71	0·45
Other bread (*g*)	7·31	9·29	5·86	4·69	3·49	3·20	6·60	5·44	7·58	7·27	4·94
Total Bread	*48·12*	*51·52*	*43·47*	*39·01*	*38·71*	*42·23*	*49·71*	*49·72*	*46·96*	*49·89*	*43·65*
Flour	10·07	7·35	6·37	5·73	4·76	4·07	6·95	5·38	6·94	8·03	5·40
Cakes (*h*)	6·52	8·77	6·70	5·43	4·62	4·06	7·93	5·35	6·82	6·51	5·48
Biscuits	6·15	7·14	6·30	5·59	5·00	4·77	6·22	4·98	5·87	5·06	5·02
Oatmeal and oat products	1·08	0·57	0·67	0·77	0·80	1·06	0·51	0·73	0·76	0·66	0·84
Breakfast cereals	1·30	1·60	1·99	2·38	2·48	2·39	1·64	2·04	1·47	1·72	1·88
Other cereals	3·55	4·25	4·26	3·74	3·81	3·06	3·91	3·39	3·40	3·19	3·58
Total Cereals	*76·79*	*81·20*	*69·76*	*62·65*	*60·18*	*61·64*	*76·87*	*71·59*	*72·22*	*75·06*	*65·85*
BEVERAGES:											
Tea	3·97	3·86	2·79	2·27	2·02	1·98	3·27	2·55	3·53	2·98	2·46
Coffee	0·54	0·67	0·40	0·29	0·22	0·18	0·44	0·36	0·47	0·45	0·33
Cocoa	0·12	0·19	0·19	0·19	0·11	0·11	0·12	0·18	0·18	0·16	0·13
Branded food drinks	0·40	0·40	0·27	0·18	0·10	0·08	0·20	0·12	0·32	0·22	0·18
Total Beverages	*5·03*	*5·12*	*3·65*	*2·93*	*2·45*	*2·35*	*4·03*	*3·21*	*4·50*	*3·81*	*3·10*

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

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

TABLE 27

Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1961

(per week)

	Class						All households	
	A		B		C & D1			
	Per person	Per household	Per person	Per household	Per person	Per household	Per person	Per household
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Households of one man and one woman and:								
no other (both under 55) . .	49 0	98 1	41 10	83 7	39 9	79 6	42 2	84 5
1 child	36 1	108 4	33 0	98 11	30 10	92 5	32 6	97 7
2 children	29 6	118 1	27 5	109 7	24 7	98 5	26 10	107 6
3 children	25 10	129 1	24 1	120 5	21 7	107 11	23 5	117 1
4 or more children . . .	(24 9)	(155 11)	21 0	138 8	19 1	125 3	20 8	135 7
adolescents only	41 9	134 1	35 10	117 3	33 7	108 2	35 10	116 1
adolescents and children . .	31 5	149 11	27 6	138 6	25 9	130 10	27 5	137 8
All households	*35 0*	*120 5*	*30 8*	*110 2*	*29 4*	*96 8*	*30 7*	*98 6*

Figures in parenthesis are averages based on a sample of only 23 households.

TABLE 28

Household Food Consumption by Household Composition Groups within Social Classes, 1961

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

	Class A							Class B							Classes C & D1						
	Households with one man and one woman and																				
	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
MILK AND CREAM:																					
Liquid milk—full price (pt.)	5·97	4·42	3·94	3·54	3·12	5·55	4·31	5·04	3·88	3·36	2·67	2·26	4·65	3·88	4·86	3·74	2·95	2·37	2·17	4·33	3·42
Liquid milk—welfare and school (pt.)	0·27	1·12	1·70	1·91	2·10	0·09	0·80	0·23	1·48	1·86	1·98	2·26	0·08	0·73	0·19	1·27	1·64	1·96	1·99	0·06	0·69
Total Liquid Milk (pt.)	*6·24*	*5·57*	*5·63*	*5·44*	*5·22*	*5·64*	*5·11*	*5·27*	*5·36*	*5·22*	*4·66*	*4·52*	*4·73*	*4·60*	*5·05*	*5·01*	*4·60*	*4·32*	*4·16*	*4·39*	*4·11*
Condensed milk (eq. pt.)	0·16	0·13	0·10	0·14	0·16	0·20	0·13	0·19	0·18	0·15	0·18	0·10	0·18	0·15	0·19	0·18	0·19	0·14	0·10	0·20	0·18
Dried and other milk (pt. or eq. pt.)	...	0·19	0·13	0·06	0·19	0·01	0·02	...	0·16	0·16	0·32	0·24	—	0·04	...	0·24	0·19	0·37	0·39	0·01	0·12
Cream (pt.)	0·09	0·04	0·03	0·02	0·01	0·06	0·05	0·05	0·02	0·02	0·01	0·01	0·03	0·01	0·02	0·02	0·01	0·01	...	0·01	0·01
Total Milk and Cream (pt. or eq. pt.)	*6·49*	*5·93*	*5·89*	*5·66*	*5·58*	*5·90*	*5·31*	*5·51*	*5·73*	*5·54*	*5·16*	*4·87*	*4·94*	*4·81*	*5·26*	*5·45*	*4·99*	*4·84*	*4·65*	*4·61*	*4·42*
CHEESE:																					
Natural	4·16	3·03	2·39	2·59	1·76	3·66	2·98	3·92	2·53	2·28	1·74	1·64	3·39	2·50	2·95	2·64	1·95	1·98	1·72	3·03	2·32
Processed	0·29	0·35	0·42	0·37	0·39	0·36	0·35	0·47	0·38	0·33	0·36	0·34	0·42	0·39	0·59	0·38	0·33	0·28	0·27	0·32	0·34
Total Cheese	*4·45*	*3·38*	*2·81*	*2·96*	*2·15*	*4·02*	*3·33*	*4·39*	*2·91*	*2·61*	*2·10*	*1·98*	*3·81*	*2·89*	*3·54*	*3·02*	*2·28*	*2·26*	*1·99*	*3·35*	*2·66*
MEAT:																					
Beef and veal	14·72	8·92	8·78	6·03	6·25	9·79	8·14	11·82	9·22	7·82	6·24	5·00	10·47	7·82	12·97	9·36	6·89	6·01	5·63	11·81	6·91
Mutton and lamb	6·95	8·04	5·57	5·43	4·03	10·34	5·63	8·78	6·71	5·35	4·60	4·09	8·19	5·32	7·92	6·47	4·79	3·92	3·97	6·90	5·29
Pork	4·08	1·93	1·17	1·20	2·15	2·91	2·18	3·69	2·27	1·33	1·29	1·00	2·71	1·60	3·74	1·95	1·58	0·85	0·67	1·80	1·00
Total Carcase Meat	*25·75*	*18·89*	*15·52*	*12·66*	*12·43*	*23·04*	*15·95*	*24·29*	*18·20*	*14·50*	*12·13*	*10·09*	*21·37*	*14·74*	*24·63*	*17·78*	*13·26*	*10·78*	*10·27*	*20·51*	*13·20*
Bacon and ham, uncooked	8·98	6·20	4·40	3·97	4·35	6·94	5·36	7·18	5·24	4·42	3·84	3·16	6·57	4·76	6·72	5·23	3·91	3·50	2·87	6·19	3·94
Poultry	7·28	4·67	2·53	1·01	1·28	8·41	2·92	4·38	2·29	1·70	1·07	1·02	2·20	1·85	4·31	1·67	1·63	1·11	0·32	1·97	1·00
Other meat (*a*)	14·93	11·53	10·03	8·97	9·04	12·84	10·93	14·36	12·81	9·93	10·09	9·63	13·31	11·02	14·92	12·51	10·43	9·66	9·25	13·82	11·57
Total Meat	*56·94*	*41·29*	*32·48*	*26·61*	*27·10*	*51·23*	*35·16*	*50·21*	*38·54*	*30·55*	*27·13*	*23·90*	*43·45*	*32·37*	*50·58*	*37·19*	*29·23*	*25·05*	*22·71*	*42·49*	*29·71*

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

TABLE 28—*continued*

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

	Class A							Class B							Classes C & D1						
	Households with one man and one woman and																				
	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
FISH:																					
Fresh	5·03	3·04	2·72	2·61	2·58	4·21	2·87	3·58	2·67	2·41	1·84	1·61	3·13	2·29	3·31	2·71	1·98	1·53	1·28	3·22	2·00
Processed and shell (*b*)	1·87	1·03	0·58	0·77	0·32	1·11	0·66	1·00	0·57	0·60	0·59	0·33	0·75	0·50	1·00	0·59	0·44	0·40	0·21	0·62	0·47
Prepared (*c*)	2·48	1·74	1·46	1·41	1·56	2·13	2·43	2·88	2·28	1·92	1·82	1·26	2·46	1·82	3·03	2·31	1·80	1·39	1·17	2·41	2·31
Total Fish	*9·38*	*5·81*	*4·76*	*4·79*	*4·46*	*7·45*	*5·96*	*7·46*	*5·52*	*4·93*	*4·25*	*3·20*	*6·34*	*4·61*	*7·34*	*5·61*	*4·22*	*3·32*	*2·66*	*6·25*	*4·78*
EGGS (No.)	6·44	5·38	4·65	4·91	4·04	5·71	4·86	5·71	4·61	4·43	4·00	3·57	5·01	4·59	5·69	4·72	4·18	3·99	3·33	4·85	4·23
Eggs purchased (No.)	6·31	5·03	4·38	4·88	4·04	5·22	4·31	5·41	4·44	4·27	3·85	3·41	4·60	4·16	5·41	4·43	3·83	3·58	3·18	4·44	4·02
FATS:																					
Butter	9·98	7·21	6·05	4·84	4·63	8·61	6·88	8·65	6·51	5·45	4·49	3·42	7·24	5·56	7·81	6·03	4·83	3·89	2·84	6·39	4·65
Margarine	2·55	2·21	2·18	3·20	2·46	2·67	2·67	3·09	2·78	2·84	3·25	3·57	3·13	4·15	3·38	3·43	3·90	3·50	4·51	4·17	4·74
Lard and compound cooking fat	2·46	2·07	1·64	1·79	1·66	1·72	2·05	2·56	2·27	2·06	1·73	1·71	2·48	1·97	2·96	2·37	2·14	1·86	0·94	2·29	1·95
Other fats	0·58	0·58	0·41	0·43	0·45	0·65	0·43	0·60	0·66	0·48	0·46	0·40	0·41	0·47	0·56	0·45	0·45	0·30	0·42	0·54	0·39
Total Fats	*15·57*	*12·07*	*10·28*	*10·26*	*9·20*	*13·65*	*12·03*	*14·90*	*12·22*	*10·83*	*9·93*	*9·10*	*13·26*	*12·15*	*14·71*	*12·28*	*11·32*	*9·55*	*8·71*	*13·39*	*11·73*
SUGAR AND PRESERVES:																					
Sugar	22·09	15·64	14·56	15·03	12·69	19·72	16·86	21·40	18·49	16·70	16·66	15·48	20·25	18·20	22·65	19·61	16·34	16·19	14·12	18·99	17·45
Honey, preserves, syrup and treacle	4·51	2·80	2·79	1·92	3·62	2·95	3·49	3·70	2·76	2·66	2·87	2·54	3·34	2·78	3·22	2·75	2·45	2·23	2·82	3·18	2·94
Total Sugar and Preserves	*26·60*	*18·44*	*17·35*	*16·95*	*16·31*	*22·67*	*20·35*	*25·10*	*21·25*	*19·36*	*19·53*	*18·02*	*23·59*	*20·98*	*25·87*	*22·36*	*18·79*	*18·42*	*16·94*	*22·17*	*20·39*
VEGETABLES:																					
Potatoes (including chips and crisps)	55·62	47·44	47·28	37·20	47·73	51·19	53·65	60·38	64·42	55·36	51·62	58·68	55·63	63·40	70·88	59·86	60·82	58·42	57·47	69·18	66·52
Fresh green	24·21	18·69	12·50	10·96	10·75	21·07	13·86	23·47	15·91	13·02	10·17	7·55	19·40	12·24	21·33	15·00	11·00	9·07	7·59	14·92	10·57
Other vegetables (*d*)	24·67	18·25	14·56	12·17	11·52	21·10	16·40	21·19	18·62	16·47	15·05	14·10	18·90	15·46	23·06	18·83	16·96	15·32	13·71	20·06	15·24
Total Vegetables	*104·50*	*84·38*	*74·34*	*60·33*	*70·00*	*93·36*	*83·91*	*105·04*	*98·95*	*84·85*	*76·84*	*80·33*	*93·93*	*91·10*	*115·27*	*93·69*	*88·78*	*82·81*	*78·77*	*104·16*	*92·33*

(*b*) Includes smoked, dried and salted fish, and canned or bottled shellfish.

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

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

TABLE 28—*continued*

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

	Class A							Class B							Classes C & D1						
	Households with one man and one woman and																				
	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
FRUIT:																					
Fresh	45·55	31·64	27·68	24·51	16·95	42·14	30·03	29·32	23·86	20·07	16·22	12·46	28·29	20·17	25·01	19·08	15·32	11·90	9·54	22·27	14·24
Other (*e*)	11·84	10·91	7·82	7·19	7·85	10·72	8·67	9·72	8·11	7·07	5·58	4·62	9·43	6·43	7·71	7·36	6·01	4·65	3·48	6·44	4·89
Total Fruit (*f*)	*57·39*	*42·55*	*35·50*	*31·70*	*24·80*	*52·86*	*38·70*	*39·04*	*31·97*	*27·14*	*21·80*	*17·08*	*37·72*	*26·60*	*32·72*	*26·44*	*21·33*	*16·55*	*13·02*	*28·71*	*19·13*
CEREALS:																					
Brown bread	5·05	2·48	2·38	1·27	1·21	4·18	2·71	3·77	2·20	1·92	1·48	0·94	2·58	1·70	1·97	1·86	1·48	0·87	0·82	2·98	1·28
White bread	25·44	24·58	22·33	24·36	26·16	26·05	29·50	38·16	34·85	31·47	33·40	36·89	39·98	40·44	42·35	38·84	36·53	36·36	43·96	43·07	48·63
Wholewheat and wholemeal bread	2·63	0·62	1·03	1·17	0·19	2·17	0·78	1·05	0·48	0·58	0·59	0·27	0·93	0·96	0·59	0·64	0·88	0·23	0·15	0·57	0·26
Other bread (*g*)	10·20	8·14	5·65	2·69	3·73	7·85	5·70	9·61	5·95	4·78	3·48	3·02	5·54	5·83	8·41	4·79	3·84	3·85	3·14	7·41	4·74
Total Bread	*43·32*	*35·82*	*31·39*	*29·49*	*31·29*	*40·25*	*38·69*	*52·59*	*43·48*	*38·75*	*38·95*	*41·12*	*49·03*	*48·93*	*53·32*	*46·13*	*42·73*	*41·31*	*48·07*	*54·03*	*54·91*
Flour	7·12	6·63	5·80	6·03	3·64	7·23	5·53	6·86	6·03	5·64	4·46	4·12	6·74	5·52	8·44	6·81	5·90	4·89	4·15	7·03	5·10
Cakes (*h*)	8·05	5·80	5·18	5·37	5·34	6·99	5·22	9·16	7·42	5·68	4·50	4·00	7·58	5·31	8·42	5·99	5·07	4·52	3·86	8·68	5·47
Biscuits	7·28	6·34	5·92	4·87	4·98	6·49	5·38	6·99	6·40	5·59	5·40	5·25	6·17	4·95	7·38	6·16	5·37	4·36	3·95	6·23	4·83
Oatmeal and oat products	0·86	0·85	0·80	0·71	1·21	0·81	0·65	0·52	0·66	0·79	0·73	0·80	0·30	0·77	0·53	0·63	0·74	0·92	1·46	0·69	0·75
Breakfast cereals	1·52	2·28	2·46	3·30	2·13	1·84	2·12	1·57	2·01	2·34	2·59	2·63	1·85	2·03	1·70	1·91	2·42	2·05	1·98	1·31	2·04
Other cereals	3·99	4·99	4·40	4·69	4·26	4·50	3·22	4·59	4·13	3·60	3·64	2·88	3·53	3·59	3·85	4·24	3·72	3·78	2·91	4·13	3·10
Total Cereals	*72·14*	*62·71*	*55·95*	*54·46*	*52·85*	*68·11*	*60·81*	*82·28*	*70·13*	*62·39*	*60·27*	*60·80*	*75·20*	*71·10*	*83·64*	*71·87*	*65·95*	*61·83*	*66·38*	*82·10*	*76·20*
BEVERAGES:																					
Tea	4·06	2·35	1·91	1·73	1·90	3·28	2·41	3·75	2·79	2·30	2·05	1·98	3·14	2·57	3·99	2·96	2·34	2·09	2·01	3·43	2·57
Coffee	0·95	0·51	0·47	0·31	0·20	0·79	0·49	0·65	0·36	0·29	0·17	0·16	0·45	0·37	0·55	0·42	0·25	0·26	0·21	0·32	0·29
Cocoa	0·18	0·18	0·09	0·13	0·03	0·12	0·13	0·19	0·17	0·21	0·10	0·14	0·12	0·20	0·20	0·22	0·21	0·13	0·08	0·09	0·18
Branded food drinks	0·31	0·35	0·20	0·26	0·28	0·21	0·17	0·29	0·27	0·19	0·08	0·06	0·24	0·12	0·62	0·24	0·14	0·10	0·06	0·16	0·09
Total Beverages	*5·50*	*3·39*	*2·67*	*2·43*	*2·41*	*4·40*	*3·20*	*4·88*	*3·59*	*2·99*	*2·40*	*2·34*	*3·95*	*3·26*	*5·36*	*3·84*	*2·94*	*2·58*	*2·36*	*4·00*	*3·13*
EXPENDITURE—ALL FOODS	s. d. *49 0*	s. d. *36 1*	s. d. *29 6*	s. d. *25 10*	s. d. *24 9*	s. d. *41 9*	s. d. *31 5*	s. d. *41 10*	s. d. *33 0*	s. d. *27 5*	s. d. *24 1*	s. d. *21 0*	s. d. *35 10*	s. d. *27 6*	s. d. *39 9*	s. d. *30 10*	s. d. *24 7*	s. d. *21 7*	s. d. *19 1*	s. d. *33 7*	s. d. *25 9*

(*e*) Includes dried, canned or bottled fruit.
(*f*) Includes tomatoes.
(*g*) Includes rolls, fruit bread, sandwiches and milk bread.
(*h*) Includes buns, scones, teacakes and crumpets.

TABLE 29

Energy Value and Nutrient Content of Household Food Consumption: All Households 1957–1961(*a*)

	1957	1958	1959	1960	1961
CONSUMPTION PER PERSON PER DAY:					
Energy value (Cal.)	2,590	2,600	2,580	2,590 2,630	2,630
Total protein (g.)	75	75	74	76 75	75
Animal protein (g.)	43	43	43	44 44	45
Fat (g.)	110	111	110	112 115	116
Carbohydrate (g.)	325	325	324	320 345	343
Calcium (mg.)	1,028	1,036	1,030	1,037	1,041
Iron (mg.)	14·1	14·2	13·9	14·1	14·2
Vitamin A (i.u.)	4,290	4,350	4,280	4,360	4,320
Thiamine (mg.)	1·29	1·25	1·27	1·27	1·26
Riboflavin (mg.)	1·66	1·64	1·65	1·70	1·70
Nicotinic acid (mg.)	13·8	13·6	13·8	14·0	13·9
Vitamin C (mg.)	52	49	52	52	51
Vitamin D (i.u.)	145	133	145	130	128
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (*b*):					
Energy value	103	104	103	105 106	107
Total protein	100	100	99	102 101	102
Calcium	106	107	106	108	109
Iron	113	115	113	115	116
Vitamin A	180	184	181	186	186
Thiamine	129	126	128	130	130
Riboflavin	109	108	109	114	115
Nicotinic acid	138	137	139	142	143
Vitamin C (*b*)	234	222	235	240	237
PERCENTAGE OF ENERGY VALUE DERIVED FROM:					
Protein	11·6	11·5	11·5	11·7 11·4	11·4
Fat	38·1	38·3	38·3	38·9 39·3	39·6
Carbohydrate	50·3	50·2	50·3	49·4 49·3	49·0
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN	57·6	58·1	58·8	58·8 59·1	59·8

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

(*b*) Use of the Vitamin C allowances recommended by the National Research Council of the U.S.A., which are over three times those of the British Medical Association, would give much lower figures here and in Tables 15, 17, 30, 31, 32 and 34; in particular, that for all households in 1961 would be 71.

TABLE 30

Geographical Variations in Energy Value and Nutrient Content (a) of Household Food Consumption, 1961

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
	Consumption per person per day																
Energy value (Cal.)	2,630	2,700	2,590	2,630	2,700	2,610	2,680	2,640	2,670	2,640	2,550	2,610	2,570	2,630	2,620	2,670	2,790
Total protein (g.)	75	74	75	75	76	73	75	75	76	75	74	77	74	75	75	75	76
Animal protein (g.)	45	43	42	44	45	43	44	45	46	44	46	49	43	45	44	44	44
Fat (g.)	116	120	107	116	120	114	117	115	118	117	115	117	111	116	115	117	122
Carbohydrate (g.)	343	352	353	344	350	343	354	348	348	345	325	331	341	343	344	351	371
Calcium (mg.)	1,041	1,051	1,021	984	1,003	1,003	1,053	1,092	1,066	1,041	1,082	1,073	996	1,032	1,038	1,069	1,109
Iron (mg.)	14·2	13·8	14·4	14·6	14·6	13·5	14·0	14·2	13·9	14·4	13·8	14·4	13·9	14·1	14·1	14·1	14·4
Vitamin A (i.u.)	4,320	4,940	3,790	4,050	4,200	4,200	4,090	4,570	4,280	4,520	4,580	4,530	3,900	4,280	4,460	4,340	4,750
Thiamine (mg.)	1·26	1·28	1·20	1·26	1·29	1·23	1·28	1·27	1·33	1·28	1·22	1·29	1·23	1·27	1·25	1·27	1·31
Riboflavin (mg.)	1·70	1·67	1·60	1·61	1·65	1·60	1·69	1·75	1·74	1·73	1·79	1·84	1·61	1·70	1·68	1·70	1·73
Nicotinic acid (mg.)	13·9	13·7	13·3	13·8	14·1	13·4	13·7	13·8	14·1	14·3	13·8	15·0	13·5	13·8	13·8	13·7	13·9
Vitamin C (mg.)	51	49	46	48	50	47	53	54	52	53	53	58	48	52	50	51	49
Vitamin D (i.u.)	128	132	122	134	149	135	124	132	126	110	118	129	128	127	128	128	133
	As a Percentage of Allowances based on British Medical Association's Recommendations																
Energy value	107	106	104	107	109	108	107	106	107	108	106	110	106	107	106	108	110
Protein	102	98	100	102	103	101	99	101	101	102	103	109	101	101	101	101	102
Calcium	109	108	104	102	105	107	108	113	111	109	114	116	104	108	108	111	116
Iron	116	110	118	119	121	113	113	115	113	119	114	122	115	115	115	116	118
Vitamin A	186	206	162	173	181	184	174	198	183	194	197	201	170	183	189	187	200
Thiamine	130	126	122	129	131	128	128	128	134	132	128	137	128	130	127	129	131
Riboflavin	115	108	106	107	111	109	111	116	115	116	122	128	110	114	112	113	112
Nicotinic acid	143	135	135	140	144	139	137	140	142	147	144	160	141	142	140	139	138
Vitamin C	237	221	211	219	232	221	241	248	237	243	247	275	222	237	228	235	224
	Percentage of Energy Value derived from Protein, Fat and Carbohydrate																
Protein	11·4	11·0	11·6	11·5	11·3	11·2	11·1	11·4	11·4	11·3	11·6	11·9	11·5	11·4	11·4	11·2	10·9
Fat	39·6	40·0	37·3	39·6	40·1	39·5	39·3	39·2	39·8	39·7	40·7	40·5	38·8	39·8	39·5	39·5	39·2
Carbohydrate	49·0	49·0	51·1	49·0	48·6	49·3	49·6	49·4	48·9	49·0	47·8	47·6	49·7	48·9	49·1	49·3	49·9
Animal Protein as percentage of total protein	59·8	58·6	56·1	57·8	58·5	58·9	58·4	59·5	60·0	59·3	62·8	63·7	58·4	59·7	59·2	58·8	57·5

(a) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960). Prior to 1960, these figures were based on nutrient equivalents given in *Nutritive Values of Wartime Foods* (M.R.C. War Memorandum No. 14; H.M.S.O., 1945).

TABLE 31

Energy Value and Nutrient Content of Household Food Consumption of Households of Different Social Class, 1961(*a*)

	Class								All households
	A			B	C	D			
						Excluding O.A.P.			
	A1	A2	All			with earners (D1)	without earners (D2)	O.A.P.	
CONSUMPTION PER PERSON PER DAY:									
Energy value (Cal.)	2,700	2,620	2,640	2,620	2,650	2,590	2,520	2,640	2,630
Total protein (g.)	82	77	78	75	75	74	71	74	75
Animal protein (g.)	55	49	50	45	44	42	43	44	45
Fat (g.)	128	121	123	116	114	111	110	117	116
Carbohydrate (g.)	325	326	326	342	353	346	331	345	343
Calcium (mg.)	1,181	1,093	1,113	1,044	1,024	1,006	1,013	1,036	1,041
Iron (mg.)	15·1	14·4	14·6	14·1	14·3	14·0	13·2	13·4	14·2
Vitamin A (i.u.)	5,000	4,780	4,830	4,320	4,230	4,050	4,110	4,080	4,320
Thiamine (mg.)	1·36	1·29	1·30	1·26	1·26	1·23	1·20	1·23	1·26
Riboflavin (mg.)	1·98	1·82	1·86	1·71	1·66	1·63	1·62	1·67	1·70
Nicotinic acid (mg.)	15·7	14·4	14·7	13·9	13·9	13·6	13·2	13·5	13·9
Vitamin C (mg.)	69	58	60	52	49	48	50	45	51
Vitamin D (i.u.)	133	129	130	127	132	126	118	118	128
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:									
Energy value	115	111	112	107	105	106	109	114	107
Total protein	115	108	109	102	99	101	108	115	102
Calcium	126	116	118	108	107	106	110	116	109
Iron	125	121	122	118	117	112	103	101	116
Vitamin A	218	212	214	190	181	169	158	148	186
Thiamine	145	138	139	130	126	127	131	133	130
Riboflavin	138	127	129	116	109	110	115	119	115
Nicotinic Acid	167	154	157	143	138	140	144	146	143
Vitamin C	321	271	281	243	223	215	226	204	237
PERCENTAGE OF ENERGY VALUE DERIVED FROM:									
Protein	12·2	11·7	11·8	11·4	11·3	11·4	11·3	11·1	11·4
Fat	42·7	41·6	41·9	39·7	38·8	38·4	39·4	39·9	39·6
Carbohydrate	45·1	46·7	46·3	48·9	49·9	50·2	49·3	49·0	49·0
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN	66·9	63·7	64·4	60·0	58·0	57·3	60·0	60·4	59·8

(*a*) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods* by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960). Prior to 1960, these figures were based on nutrient equivalents given in *Nutritive Values of Wartime Foods* (M.R.C. Memorandum No. 14; H.M.S.O., 1945).

TABLE 32

Energy Value and Nutrient Content of Household Food Consumption of Households of Different Composition, 1961(a)

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both 55 or over	both under 55	1	2	3	4 or more					
CONSUMPTION PER PERSON PER DAY:											
Energy value (Cal.)	3,020	3,200	2,720	2,400	2,230	2,140	2,900	2,550	2,800	2,800	2,440
Protein (g.)	87	93	78	68	63	60	83	71	81	81	70
Animal protein (g.)	54	57	47	41	37	33	50	40	50	48	41
Fat (g.)	138	147	121	105	94	86	130	108	127	124	105
Carbohydrate (g.)	382	401	354	317	302	298	372	345	355	363	323
Calcium (mg.)	1,166	1,214	1,096	1,002	934	899	1,090	984	1,100	1,066	979
Iron (mg.)	16·1	17·7	14·7	12·8	11·7	11·2	15·9	13·6	14·9	15·5	13·1
Vitamin A (i.u.)	4,860	5,540	4,600	4,050	3,600	3,060	4,910	4,080	4,660	4,660	3,950
Thiamine (mg.)	1·46	1·57	1·31	1·14	1·04	1·02	1·41	1·21	1·36	1·37	1·17
Riboflavin (mg.)	1·95	2·07	1·80	1·61	1·48	1·38	1·83	1·58	1·83	1·78	1·58
Nicotinic acid (mg.)	16·6	17·8	14·4	12·3	11·1	10·6	15·9	13·2	15·2	15·4	12·8
Vitamin C (mg.)	57	68	56	48	42	38	59	47	55	55	47
Vitamin D (i.u.)	141	154	130	117	116	111	137	128	135	134	121
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:											
Energy value	118	119	114	107	103	101	105	98	112	102	101
Total protein	123	124	110	100	92	88	98	86	117	97	95
Calcium	131	142	116	104	94	88	110	94	128	110	100
Iron	121	141	127	116	109	106	118	107	117	115	110
Vitamin A	176	214	202	194	182	161	196	190	176	182	178
Thiamine	143	148	139	129	122	121	127	116	137	124	122
Riboflavin	125	128	125	118	112	107	109	100	121	107	108
Nicotinic acid	163	167	153	139	130	126	143	126	153	140	134
Vitamin C	258	316	268	239	210	188	243	198	258	227	219
PERCENTAGE OF ENERGY VALUE DERIVED FROM:											
Protein	11·6	11·6	11·5	11·4	11·2	11·3	11·4	11·2	11·5	11·6	11·4
Fat	41·1	41·3	39·8	39·2	38·0	36·4	40·4	38·2	40·9	39·8	38·9
Carbohydrate	47·3	47·1	48·7	49·4	50·8	52·4	48·2	50·7	47·5	48·6	49·7
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN:	62·2	62·0	60·5	59·7	58·4	55·3	60·1	56·3	62·0	59·4	58·8

(a) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960). Prior to 1960, these figures were based on nutrient equivalents given in *Nutritive Values of Wartime Foods*, (M.R.C. War Memorandum No. 14; H.M.S.O., 1945).

TABLE 33

Energy Value and Nutrient Content(a) of the Household Food Consumption of Households of Different Composition within Social Classes, 1961(*a*)

Consumption per person per day	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
Energy value (Cal.)	A	3,260	2,640	2,320	2,210	(2,140)	2,910	2,530
	B	3,180	2,740	2,420	2,260	2,150	2,880	2,560
	C & D1	3,210	2,740	2,410	2,200	2,120	2,910	2,530
Total protein (g.)	A	97	78	69	63	(61)	88	72
	B	92	79	69	63	60	82	72
	C & D1	92	77	67	62	60	83	70
Animal protein (g.)	A	64	50	44	40	(38)	57	45
	B	57	47	42	37	33	49	41
	C & D1	56	46	38	35	32	48	38
Fat (g.)	A	157	123	105	100	(96)	138	115
	B	146	121	105	96	87	130	109
	C & D1	143	119	103	90	82	127	104
Carbohydrate (g.)	A	388	326	293	282	(274)	353	321
	B	398	356	318	306	300	369	345
	C & D1	414	361	324	304	304	383	352
Calcium (mg.)	A	1,302	1,121	1,034	989	(951)	1,184	1,031
	B	1,215	1,104	1,020	942	895	1,094	985
	C & D1	1,175	1,084	963	917	887	1,064	953
Iron (mg.)	A	18·4	14·7	12·7	11·6	(11·0)	16·6	13·6
	B	17·4	14·9	12·9	11·8	11·2	15·5	13·7
	C & D1	17·7	14·5	12·8	11·5	11·2	16·1	13·6
Vitamin A (i.u.)	A	6,700	5,010	4,350	4,140	(3,240)	5,600	4,600
	B	5,390	4,620	4,010	3,680	3,020	4,840	4,100
	C & D1	5,240	4,440	4,000	3,330	2,980	4,710	3,840
Thiamine (mg.)	A	1·65	1·30	1·12	1·02	(1·03)	1·48	1·22
	B	1·55	1·32	1·14	1·05	1·02	1·38	1·22
	C & D1	1·56	1·29	1·13	1·03	1·01	1·39	1·19
Riboflavin (mg.)	A	2·30	1·87	1·70	1·58	(1·50)	2·03	1·72
	B	2·03	1·82	1·63	1·48	1·38	1·80	1·60
	C & D1	2·01	1·76	1·52	1·43	1·33	1·77	1·51
Nicotinic acid (mg.)	A	19·1	14·9	12·4	10·6	(10·6)	17·6	13·5
	B	17·6	14·6	12·4	11·4	10·6	15·5	13·3
	C & D1	17·9	14·1	12·2	10·8	10·5	15·8	12·8
Vitamin C (mg.)	A	81	60	53	45	(42)	72	55
	B	65	58	48	42	37	57	47
	C & D1	63	50	44	37	34	52	42
Vitamin D (i.u.)	A	170	132	108	106	(106)	147	126
	B	154	125	117	118	108	136	125
	C & D1	146	136	120	117	115	134	132

(*a*) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960). Prior to 1960, these figures were based on nutrient equivalents given in *Nutritive Values of Wartime Foods*, (M.R.C. War Memorandum No. 14; H.M.S.O., 1945).

The figures in brackets are based on a sample of only 23 households.

TABLE 34

Households of Different Composition within Social Classes, 1961: *Comparison of Energy Value and Nutrient Content(a) of Household Food Consumption with Allowances based on the British Medical Association's Recommendations*

(per cent)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
Energy value	A	130	119	107	107	(103)	107	102
	B	119	115	109	105	101	106	99
	C & D1	115	112	105	100	99	102	96
Total protein	A	138	118	103	97	(92)	105	91
	B	124	111	101	93	88	98	86
	C & D1	118	107	96	90	87	95	83
Calcium	A	155	123	108	102	(94)	119	101
	B	143	116	106	95	87	112	94
	C & D1	134	114	99	92	86	106	90
Iron	A	151	130	116	111	(104)	122	109
	B	140	127	117	110	106	117	108
	C & D1	139	124	115	107	106	117	106
Vitamin A	A	265	229	212	214	(172)	222	216
	B	210	202	192	185	160	196	192
	C & D1	198	195	191	166	156	185	178
Thiamine	A	167	148	131	125	(125)	136	123
	B	147	140	130	123	121	127	118
	C & D1	141	133	125	118	119	122	112
Riboflavin	A	153	138	128	125	(118)	123	114
	B	126	125	120	112	107	109	102
	C & D1	119	119	109	107	102	103	94
Nicotinic acid	A	193	169	144	130	(129)	162	136
	B	166	154	141	133	126	142	128
	C & D1	161	146	135	125	124	139	121
Vitamin C	A	387	301	264	234	(213)	294	236
	B	307	275	241	211	186	239	197
	C & D1	288	239	216	186	168	209	174

(*a*) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960). Prior to 1960, these figures were based on nutrient equivalents given in *Nutritive Values of Wartime Foods* (M.R.C. War Memorandum No. 14; H.M.S.O., 1945).

The percentages in brackets are based on a sample of only 23 households.

APPENDIX A

Survey Methods[1] and Composition of the Sample

1. The National Food Survey is a continuous inquiry into the domestic food consumption and expenditure of representative samples of private households in Great Britain. The Survey was initiated in July 1940; no preliminary pilot inquiry was undertaken, but much use was made of the experience of the pre-war surveys carried out by Sir William Crawford and Sir Herbert Broadley[2] and by the Carnegie United Kingdom Trust[3]. Until January 1950, the main survey was confined to urban working-class households, but thereafter it was extended to all classes and to all parts of Great Britain except the crofting counties of Scotland.

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

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[1] A general account of the Survey has also been given by D. F. Hollingsworth and A. H. J. Baines in *Family Living Studies* (pages 120–138). International Labour Office, Geneva, 1961.
[2] W. Crawford and H. Broadley, *The People's Food*. Heinemann, 1938.
[3] Rowett Research Institute, *Family Diet and Health in Pre-War Britain*. Carnegie United Kingdom Trust, 1955.

Selection of the Sample

3. The National Food Survey sample in 1961 was selected as in previous years by means of a three-stage stratified random sampling scheme. The sampling frame covered the whole of Great Britain, except that the exclusion of the crofting counties of Scotland reduced the number of parliamentary constituencies from 618 to 612. The first stage involved the selection of constituencies; the second, the selection of polling districts within the chosen constituencies, and the third, the selection of households within these polling districts.

4. The parliamentary constituencies were first stratified according to region and degree of urbanization and were then further classified as follows:—

Wholly urban constituencies in England and Wales

By the "juror index", i.e. the proportion of the electorate qualified for jury service[1]; the constituencies with a high proportion of such persons being listed first.

Wholly urban constituencies in Scotland

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

Mixed urban and rural constituencies

By the proportion of population living in rural districts (the "percentage rural"), those with a high proportion being listed first. Following this stratification, 50 constituencies[2] were selected at the first stage; these are listed in Table 1.

5. Four polling districts per quarter were then chosen from each constituency, with probability proportional to the size of the electorate, so that the chances of any particular household appearing are approximately equalized. In wholly urban constituencies in England and Wales, polling districts were stratified by the juror index, already used at the first stage. In mixed urban and rural constituencies, the percentage rural, used at the first stage, determined how many of the four polling districts should be rural; the urban and rural polling districts of the constituency were then stratified separately by the juror index. In Scotland, polling districts were selected at random, since there, no economic indicator was readily available for polling districts. In some of the more sparsely populated constituencies, it was necessary to take more than four polling districts per quarter, making a total of 898 districts for the year.

6. Finally, approximately 17,000 addresses were selected from the electoral registers of the 898 polling districts, about 85 from each constituency per quarter. Of these addresses, 16,255 were actually visited and were found to contain a total of 16,282 households, of whom 12,912 (79 per cent) agreed to keep a record book. 3,716 books (23 per cent) were either not completed or were rejected at the editing stage, giving an effective sample of 9,196 and a net response rate of 56 per cent, compared with 57 per cent in 1959 and 1960. In the

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

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

first half of the year, 1,909 households answered questions at the first interview but did not complete a log-book. In respect of social class, household composition and geographical distribution, these partial non-respondents were closely similar to the 4,619 who participated fully during the same period, and on average they gave almost the same answers when asked to recall how much they had spent on food during the preceding week. These results give some support to the representativeness of the effective Survey sample in spite of its comparatively low response rate. (Interviewers are not permitted to substitute another household for one which is not contacted for any reason, or which refuses to participate.)

7. Interviews were made in half the constituencies alternately for periods of three weeks, during which two polling districts within each of these constituencies were sampled for ten days each. A polling district was worked for only one ten-day period at a time. The selected polling districts in a constituency were surveyed systematically so that the sample covered, even in a shorter period than a quarter, should approximate as closely as possible to a representative sample of the whole.

Information recorded by housewives

8. The log-book contains two pages for each day of the Survey week. On one page are entered the description, quantity and cost of all items of food bought for the household supply; food obtained from an employer, free of payment, is recorded when it enters the household, but free food from any garden or allotment or from a farm or other business owned by a member of the household is recorded only at the time it is consumed. To avoid double counting, gifts of food received from another household in Great Britain are not recorded if they have been purchased by the donating household. On each facing page are entered particulars of the persons present at each meal and of the foods served, so that it is possible over the week to make an approximate check between the food entering the house and the meals provided. Detailed records are not now obtained of changes in larder stocks between the beginning and end of the Survey week, since such recording has been found to involve so much time and trouble as to affect the response rate adversely, to distort the normal pattern of consumption (though not its total volume) and to depress the normal food expenditure by drawing the housewife's attention to her existing stocks; these she thereupon tends to use instead of food which she would otherwise have purchased during the week. The weighing and recording of larder stocks was therefore discontinued in June 1951, with a resulting improvement in Survey results except those for elderly women living alone,[1] who now tend to increase their stocks of certain storable foods, particularly sugar and flour, during the Survey week. There is some evidence that, at least for sugar, this change in their normal buying habits is confined to the first two shopping days of the Survey week. Comparison of Survey results obtained before and after the change of technique provides no evidence that this source of bias extends to other groups: changes in the national averages are consistent with corresponding changes in estimates of food supplies moving into consumption.

9. The Survey thus records the quantity of food entering the household, not the amount actually consumed. Averaged over a sufficiently large number of

[1] Cf. *Domestic Food Consumption and Expenditure: 1959*, paragraph 58. H.M.S.O., 1961.

households, the average quantity obtained will, however, agree with the average quantity consumed (in the widest sense, including the quantity wasted or fed to pets) provided there is no general accumulation or depletion of larder stocks. Such a general change in larder stocks is possible in the short run, or seasonally, but is very unlikely over a longer period of time.

Nutritional Analysis of Survey Results

10. The energy value and nutrient content of the recorded quantities of food are evaluated using tables of food composition[1] which make automatic allowance for the presence of inedible material such as bones, the skins of fruits and vegetables and the outside leaves of such vegetables as cabbage[2], but not for losses of edible material. Of necessity, the Survey classification of foods must be confined to some 128 categories, to almost all of which separate nutrient conversion factors are applied. These are specially compiled for use in the National Food Survey and are, so far as possible, modified annually to keep them up-to-date. With so limited a number of categories the nutrient analysis for many of them must be weighted according to the best information available, to take account, for example, of the various cuts of meat, measured together as "carcase meat—beef and veal". In addition to making allowance for inedible waste, allowance is also made in the conversion factors for seasonal changes in the energy and nutrient content of certain foods, and for losses of vitamin C and thiamine in cooking; thiamine is reduced by 15 per cent, the vitamin C contributions from green vegetables are reduced by 75 per cent, and those from other vegetables by 50 per cent.

11. The estimates, thus obtained, of the energy value and nutrient content of food obtained for consumption are then compared with estimates of nutritional requirements in order to assess the adequacy of the average diet, adjustments being made for meals taken outside the home (see paragraph 12), and on the assumption that 10 per cent[3] of all foods, and hence of all nutrients available for consumption, is not ingested, but is lost through wastage or spoilage in the kitchen or on the plate or is given to domestic pets. The precision with which the adequacy can be estimated depends on the accuracy of the scales of allowances used, and the exactitiude with which these can be applied. The log-book records the sex and age of members of the household and the occupation of working members. From this information an assessment of requirements of calories, protein, calcium, iron and some vitamins, using as a basis the recommendations of the Committee on Nutrition of the British Medical Association (1950), (Table 9), is made on the assumption that occupation determines activity. No adjustment is made, except in old age, for the decrease in activity of adults with increasing age, nor for variations in body weight.

12. Since the main purpose of the Survey is to study the pattern of the diet in the home, its records relate to quantities of food obtained for consumption

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

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

[3] This deduction of 10 per cent is somewhat arbitrary and the degree of food wastage is far from uniform among different families. With this conventional deduction, the energy value of the food obtained for consumption by all households, which under rationing was very close to the estimated requirements, has since 1954 been from 3 to 7 per cent above them, and no doubt wastage varies with the scarcity, or otherwise, of food.

in the home, which are expressed "per person per week"; a "person" was until 1960 defined as an individual eating at least sixteen meals (of a possible twenty-eight), and in 1961 at least half of his or her meals, at home during the Survey week, the meals being weighted as in the table below; anyone eating fewer is a "visitor". In comparing this estimate of consumption with an estimate of nutritional need, the nutrient requirements of the household are adjusted to allow for visitors' consumption and for outside consumption by members of the household. It is assumed that the normal meal pattern is that of four meals (breakfast, dinner, tea and supper) each day. A person having all his meals at home during the week is said to have a net balance of 1·00. When meals are eaten away from home[1], the meal allowances in the table below (which were changed in January 1960) are deducted from 1·00 to give a "net balance" of meals eaten at home by that person. Meals eaten by visitors are given the same weights and are added to the household total, so that a visitor's meal cancels a corresponding meal taken out by a similar person. In 1960, the weight given to breakfast (which is usually taken at home) was reduced, while that for mid-day dinner, which is the meal most commonly taken away from home, was increased; as a result, the average net balance was slightly lower in 1960 and 1961 than in preceding years[2]. Nutritional requirements are calculated by reference to the net balance for each person. Thus, if it is assumed that the nutritional value of similar meals eaten at home and elsewhere is the same, it can be said that the nutritional value of food obtained for consumption at home is being related to the nutritional needs of the members of the household when they eat at home; the remainder of their nutritional needs is assumed to be met elsewhere.

Weighting of Meals for the Calculation of Net Balance

	Up to and including 1959		1960 and 1961	
	per day	per week	per day	per week
Breakfast	·04	·28	·02	·14
Dinner	·05	·35	·06	·42
Tea	·03	·21	·02 (*a*)	·14 (*a*)
Supper	·02	·14	·04 (*a*)	·28 (*a*)
Total	·14	·98 (say 1·00)	·14	·98 (say 1·00)

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

Reconciliation of Nutritional Results

13. The energy requirement of the British population, calculated according to the recommendations of the British Medical Association, is about 2,400 Calories per day at the physiological level if allowance is made for different degrees of activity in adults. As the total supplies of food available in recent years have been equivalent to more than 3,100 Calories per head per day, this implies that wastage (including food fed to animals) was of the order of 700 Calories per

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

[2] In 1958, the overall net balance per head was 0·959, and in 1959, 0·960; in 1960, 0·946, and in 1961, 0·941.

head per day, or more than one-fifth of the food supply. These large gaps between supplies and physiological requirements cannot yet be satisfactorily explained, but their occurrence in all well-developed countries is confirmed by comparisons between estimates of the calorie value of food supplies in F.A.O. Food Balance Sheets and of calorie requirements according to F.A.O. recommendations. In the United Kingdom the gap between the total supply estimates at the retail level and domestic consumption recorded by the Survey can be bridged[1]. That between either of these estimates of food consumption and estimated physiological requirements cannot, unless the wastage actually occurring is much greater than has yet been assumed.

Composition of the Sample in 1961

14. The numbers of households surveyed in each quarter of 1961 are given in Table 2: the number of persons per household was slightly greater in 1961 than in 1960 (3·22 compared with 3·12). The increase was greatest in provincial conurbations. The mean household size was again greatest in semi-rural and rural areas (3·39 and 3·34 respectively) but in 1961 it was least in the smaller towns (3·11); in previous years it had been least in London.

15. The distribution of the sample according to household composition within each social class (Table 3) shows that family households with two children were more numerous than those with one child in both Classes A2 and B. There was also an absolute and relative increase in the representation of the largest families with four or more children in Class C, which had been unusually low in 1960. As usual, the average number of children per household was greatest in Classes A2 and B (1·03 and 1·12 respectively) and the number of adolescents was greatest (0·34) in Class A1. The income ranges used to define social classes in each year since 1956 are shown below, together with the proportions of households in each class. The intended proportions were:—

Class A1, 2½ per cent; A2, 7½ per cent; B and C each 35 per cent; D, 20 per cent.

Income Ranges used to define Social Classes, 1956–61

	Gross weekly income of head of household(*a*)					Percentage of households in sample					
	1956	1957	1958–9	1960	1961	1956	1957	1958	1959	1960	1961
Class:											
A:											
A1 . .	£27 or more	£30 or more	£32 or more	£34 or more	£36 or more	2·9	2·6	2·5	3·2	2·4	2·2
A2 . .	£16 and under £27	£18 and under £30	£19 and under £32	£20 and under £34	£21 and under £36	10·1	7·7	6·6	8·4	7·6	8·7
B . .	£10 and under £16	£10 10s. and under £18	£11 10s. and under £19	£12 and under £20	£12 10s. and under £21	37·5	38·1	34·3	35·0	38·5	41·8
C (*b*) . .	£6 10s. and under £10	£7 and under £10 10s.	£7 10s. and under £11 10s.	£8 and under £12	£8 10s. and under £12 10s.	33·1	32·8	38·2	35·5	32·4	28·6
D (*b*) (*c*) .	Under £6 10s.	Under £7	Under £7 10s.	Under £8	Under £8 10s.	16·5	18·9	18·4	18·0	19·2	18·7

(*a*) Or of the principal earner if the gross weekly income of the head of the household was below the upper limit for Class D.
(*b*) Adult male agricultural workers have been included in Class C (or a higher class if appropriate) throughout the period, even though their statutory minimum weekly wage rate has sometimes been slightly below the lower limit for Class C.
(*c*) Sub-divided into D1 (with earners), D2 (without earners), and old age pensioner households.

[1] D. F. Hollingsworth and A. H. J. Baines, *Family Living Studies*, pp. 120–138. International Labour Office, Geneva, 1961.

16. The age and sex distribution of persons in the sample within each social class (Table 4) indicates that there were rather fewer sedentary men in Class A1 than in 1960 and more who were active. About two-thirds of persons of pensionable age were women. The analysis in Table 5 reveals some improvement in the representativeness of the sample compared with previous years: the under-representation of larger towns outside conurbations was almost completely corrected, and there was a fairly close agreement between the regional distribution of the Survey sample and the populations recorded in the Census of 1961. The only marked departures were the over-representation of Scotland and the under-representation of the South-Eastern and Southern counties. The average household size was smallest in the South-east and South (3·05 persons) and largest, as hitherto, in Scotland (3·50).

17. The age and sex distribution of persons in the samples from each region and type of area is given in Table 6; for the first time, the proportion of sedentary men in the sample was greater in the South-East and South (12·8 per cent) than in London (12·6 per cent) which, as before, had the smallest proportion of active or very active men (2·0 per cent). Elderly men, and also active or very active men, were again relatively most numerous in the rural sample; the proportion of elderly women was greatest in Wales, and of non-sedentary women in London.

18. Table 7 shows that households in Class A, and especially in Class A1, were much more numerous in London than elsewhere. Two-thirds of the households in London were in Classes A and B, but only two-fifths of those in rural areas, where Class C households were, as usual, relatively most numerous.

19. The inverse relationship between the number of earners per household and the income of the head of the household is again apparent in Table 8; the exception in Class D1 is explained by the smaller number of adults per household in this group, of whom a relatively large proportion were elderly. Within each social class there is a similar inverse relationship between the number of earners and the number of children in the family. There were as usual most earners in households containing adolescents, especially where there were no children.

TABLE 1

Constituencies Surveyed in 1961

Region(*a*)	Constituency*	Region(*a*)	Constituency*
Northern	Carlisle Darlington ‡Sedgefield (Durham)	Eastern	‡Colchester (Essex) Norwich North ‡Saffron Walden (Essex)
East and West Ridings	‡Goole (Yorkshire, West Riding) †Halifax Sheffield, Brightside York		
North Western	†Bolton West †Bury and Radcliffe ‡Chorley (Lancashire) ‡Crewe (Cheshire) Ince (Lancashire) †Liverpool, West Derby †Stockport South	South Eastern and Southern	‡Chichester (West Sussex) Hove Southampton, Test ‡Windsor (Berkshire) ‡Woking (Surrey)
North Midland	‡Melton (Leicestershire) Nottingham North ‡Wellingborough (Northamptonshire)	South Western	‡Bodmin (Cornwall) Bristol South ‡South Gloucestershire (Gloucestershire)
Midland	†Birmingham, Small Heath †Birmingham, Stetchford ‡Burton (Staffordshire) Coventry North ‡Oswestry (Shropshire)	Wales	‡Anglesey (Anglesey) Cardiff South East ‡Denbigh (Denbighshire)
London (Conurbation)	†Dagenham †Ealing South †Feltham †Hendon North †Stepney †Sutton and Cheam †Wandsworth, Putney †Willesden West †Woodford	Scotland	Dunfermline Burghs †Glasgow, Central ††Lanark (Lanarkshire) ††Motherwell (Lanarkshire) ‡West Lothian (West Lothian)

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

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

NORTHERN

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

EAST AND WEST RIDINGS

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

NORTH WESTERN

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

NORTH MIDLAND

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

MIDLAND

Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.

LONDON (conurbation)

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

EASTERN

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

SOUTH EASTERN AND SOUTHERN

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

SOUTH WESTERN

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

WALES

The whole of Wales and Monmouthshire.

SCOTLAND

The whole of Scotland.

TABLE 2

Composition of the Sample, 1961

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year	
					1960	1961
HOUSEHOLDS IN CONURBATIONS						
London						
Households	389	399	370	372	1,591	1,530
Persons	1,240	1,297	1,133	1,194	4,857	4,864
Persons per household	3·19	3·25	3·06	3·21	3·05	3·18
Provincial Conurbations						
Households	477	385	410	410	1,899	1,682
Persons	1,653	1,253	1,323	1,363	5,844	5,592
Persons per household	3·47	3·25	3·23	3·32	3·08	3·32
OTHER URBAN HOUSEHOLDS						
Households	1,084	1,022	1,111	1,036	3,503	4,253
Persons	3,513	3,253	3,403	3,163	10,851	13,332
Persons per household	3·24	3·18	3·06	3·05	3·10	3·13
Larger Towns						
Households	595	524	600	564	1,763	2,283
Persons	1,950	1,651	1,854	1,755	5,443	7,210
Persons per household	3·28	3·15	3·09	3·11	3·09	3·16
Smaller Towns						
Households	489	498	511	472	1,740	1,970
Persons	1,563	1,602	1,549	1,408	5,408	6,122
Persons per household	3·20	3·22	3·03	2·98	3·11	3·11
SEMI-RURAL HOUSEHOLDS						
Households	293	311	332	321	1,484	1,257
Persons	950	1,084	1,100	1,125	4,852	4,259
Persons per household	3·24	3·49	3·31	3·50	3·27	3·39
RURAL HOUSEHOLDS						
Households	116	143	110	105	414	474
Persons	409	485	366	322	1,327	1,582
Persons per household	3·53	3·39	3·33	3·07	3·21	3·34
ALL HOUSEHOLDS						
Households	2,359	2,260	2,333	2,244	8,891	9,196
Persons	7,765	7,372	7,325	7,167	27,731	29,629
Persons per household	3·29	3·26	3·14	3·19	3·12	3·22

TABLE 3
Composition of the Sample: Analysis by Social Class and Household Composition, 1961

(households)

	Class														All households		Average number of persons per household			
	A1		A2		B		C		D											
									Excluding O.A.P.				O.A.P.							
									with earners (D1)		without earners (D2)									
	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	All persons	Adults	Children	Adolescents
Households containing one man and one woman and:																				
No other																				
(i) Older couples (one or both 55 or over)	24	11·7	79	9·9	364	9·5	346	13·2	100	17·4	84	35·1	332	36·8	1,329	14·5	2	2	—	—
(ii) Younger couples (both under 55)	20	9·8	89	11·1	415	10·8	212	8·1	25	4·3	1	0·4	—	—	762	8·3	2	2	—	—
1 child (0–14)	25	12·2	110	13·7	553	14·4	337	12·8	32	5·6	3	1·3	2	0·2	1,062	11·5	3	2	1	—
2 children (0–14)	19	9·3	114	14·2	579	15·1	269	10·2	20	3·5	5	2·1	—	—	1,006	10·9	4	2	2	—
3 children (0–14)	4	2·0	39	4·9	217	5·6	124	4·7	11	1·9	—	—	—	—	395	4·3	5	2	3	—
4 or more children (0–14)	3	1·5	20	2·5	133	3·5	76	2·9	7	1·2	—	—	—	—	239	2·6	6·55	2	4·55	—
Adolescents only (15–20)	20	9·8	51	6·4	262	6·8	168	6·4	43	7·5	—	—	1	0·1	545	5·9	3·24	2	—	1·24
Adolescents and children	17	8·3	73	9·1	333	8·7	206	7·8	27	4·7	—	—	—	—	656	7·1	5·02	2	1·75	1·27
Total of above households	*132*	*64·4*	*575*	*71·8*	*2,856*	*74·3*	*1,738*	*66·2*	*265*	*46·0*	*93*	*38·9*	*335*	*37·1*	*5,994*	*65·1*	*3·33*	*2*	*1·08*	*0·25*
Other households:																				
Adults only	27	13·2	94	11·7	445	11·6	466	17·7	205	35·6	125	52·3	558	61·8	1,920	20·9	2·00	2·00	—	—
With adolescents (15–20) but no children	17	8·3	34	4·2	140	3·6	117	4·5	47	8·2	2	0·8	1	0·1	358	3·9	3·81	2·58	—	1·23
With children (0–14)	29	14·1	98	12·2	404	10·5	306	11·6	59	10·2	19	7·9	9	1·0	924	10·1	4·79	2·60	1·78	0·41
Total unclassified households	*73*	*35·6*	*226*	*28·2*	*989*	*25·7*	*889*	*33·8*	*311*	*54·0*	*146*	*61·1*	*568*	*62·9*	*3,202*	*34·8*	*3·01*	*2·24*	*0·51*	*0·26*
Total all household types	*205*	*100*	*801*	*100*	*3,845*	*100*	*2,627*	*100*	*576*	*100*	*239*	*100*	*903*	*100*	*9,196*	*100*	*3·22*	*2·08*	*0·89*	*0·25*
Average number of persons per household:																				
Adults	No. 2·20		No. 2·13		No. 2·19		No. 2·21		No. 1·82		No. 1·64		No. 1·48		No. 2·08					
Adolescents (15–20)	0·34		0·28		0·28		0·29		0·32		0·02		…		0·25					
Children (0–14)	0·87		1·03		1·12		0·94		0·52		0·26		0·02		0·89					
Total	*3·41*		*3·44*		*3·59*		*3·44*		*2·66*		*1·92*		*1·50*		*3·22*					

TABLE 4

Age and Sex Distribution of Persons in Households of Different Social Class, 1961

(per cent)

	All households	Class						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	O.A.P.
Men, 21–64:								
Sedentary	10·2	21·6	18·4	10·8	7·2	11·4	8·7	0·8
Moderately active	11·7	1·6	7·0	13·8	14·5	3·9	—	—
Active or very active	4·4	3·3	2·7	4·0	6·9	2·0	—	—
Men, 65 and over	3·8	2·7	1·6	1·6	2·7	6·4	16·8	30·5
Women, 21–59:								
Sedentary	16·9	24·4	20·6	17·8	15·8	15·3	22·5	3·2
Moderately active	7·9	3·9	6·6	7·9	9·2	14·5	—	—
Active or pregnant	1·6	1·3	1·5	1·5	2·1	1·2	0·2	—
Women, 60 and over	8·1	5·7	3·6	3·7	5·7	13·8	37·3	64·1
Adolescents and children:								
15–20 male	3·8	5·6	3·6	3·7	4·3	5·2	0·2	—
15–20 female	4·1	4·4	4·5	4·1	4·2	6·9	0·9	0·1
5–14	17·5	19·1	19·7	19·1	17·6	14·2	9·9	1·1
1–4	8·0	5·3	8·2	9·8	7·6	4·0	3·3	0·1
Under 1	2·0	1·1	1·9	2·2	2·1	1·5	0·4	0·1
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 5

Composition of the Sample: Analysis by Region and Type of Area, 1961

	No. of households	No. of persons	Average No. of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (based on Census of Population, 1961)
Wales	537	1,737	3·23	5·8	5·9	5·2
Scotland	1,021	3,574	3·50	11·1	12·1	10·1
Northern	557	1,770	3·18	6·1	6·0	6·3
East and West Ridings	734	2,291	3·12	8·0	7·7	8·1
North Western	1,200	3,889	3·24	13·0	13·1	12·8
North Midland	561	1,826	3·25	6·1	6·2	7·1
Eastern	582	1,785	3·07	6·3	6·0	7·3
Midland	925	2,974	3·22	10·1	10·0	9·3
South Western	610	2,056	3·37	6·6	6·9	6·6
South Eastern and Southern	939	2,863	3·05	10·2	9·7	11·2
London	1,530	4,864	3·18	16·6	16·4	15·9
All households	*9,196*	*29,629*	*3·22*	*100*	*100*	*100*
London conurbation	1,530	4,864	3·18	16·6	16·4	15·9
Provincial conurbations	1,682	5,592	3·32	18·3	18·9	20·5
Other urban: Larger towns	2,283	7,210	3·16	24·8	24·3	25·0
Smaller towns	1,970	6,122	3·11	21·4	20·7	18·2
Semi-rural	1,257	4,259	3·39	13·7	14·4	15·6
Rural	474	1,582	3·34	5·2	5·3	4·8
All households	*9,196*	*29,629*	*3·22*	*100*	*100*	*100*

TABLE 6

Age and Sex Distribution of Persons in the Samples from Each Region and Type of Area, 1961

(per cent)

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Men, 21–64:																	
Sedentary . .	10·2	8·2	9·1	10·2	8·3	10·6	10·2	9·0	9·3	8·0	12·8	12·6	10·6	10·4	9·9	8·6	5·3
Moderately active .	11·7	8·8	10·4	12·3	12·9	12·5	11·3	11·6	13·8	11·8	10·0	12·4	12·4	12·3	12·1	9·7	9·0
Active or very active	4·4	8·6	6·5	4·4	5·1	3·4	5·0	4·8	4·2	5·7	2·5	2·0	2·9	3·5	4·1	8·2	11·9
Men, 65 and over .	3·8	4·7	2·9	4·4	3·6	3·7	4·2	4·5	3·1	4·2	4·8	3·3	2·9	4·0	4·3	3·9	5·4
Women, 21–59:																	
Sedentary . .	16·9	18·5	19·0	18·1	16·1	15·4	15·1	17·1	15·0	19·3	17·5	16·3	15·4	17·2	17·6	17·4	18·5
Moderately active .	7·9	5·5	4·8	6·6	8·9	9·1	9·3	7·4	9·2	5·4	8·3	10·0	9·0	8·5	7·2	5·8	3·9
Active or pregnant	1·6	1·6	1·8	2·0	2·2	1·7	1·0	2·2	1·7	1·3	1·3	1·1	1·6	1·3	1·8	2·4	1·5
Women, 60 and over	8·1	10·9	6·6	7·8	7·4	8·3	7·8	9·9	8·0	7·9	9·7	7·4	7·3	8·4	9·2	7·4	10·1
Adolescents and children:																	
15–20 male .	3·8	4·0	3·6	3·7	3·9	3·8	3·8	3·4	3·8	3·8	3·2	4·2	3·8	4·0	3·4	3·7	3·1
15–20 female .	4·1	4·0	4·1	3·7	4·8	4·1	4·3	3·7	4·1	4·1	3·4	4·5	4·6	4·4	3·5	3·7	3·4
5–14 . .	17·5	16·6	19·0	17·3	16·7	17·7	17·9	16·2	18·1	17·6	17·2	16·9	18·5	16·6	17·7	18·2	16·8
1–4 . . .	8·0	6·7	9·7	8·1	7·8	7·9	8·7	8·2	8·2	8·5	7·4	7·3	9·0	7·4	7·5	9·0	9·5
Under 1 . .	2·0	2·0	2·5	1·5	2·3	1·9	1·5	2·0	1·4	2·2	1·9	2·0	2·0	2·1	1·8	2·1	1·6
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 7

Social Class Distribution of Urban and Rural Samples, 1961

(per cent)

	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
				Proportion of households			
A1	2·2	4·2	1·6	1·4	1·8	2·9	2·1
A2	8·7	12·3	8·6	7·7	8·2	7·8	7·0
B	41·8	50·1	39·4	43·8	37·3	43·8	27·6
C	28·6	20·2	31·0	27·4	31·7	28·4	39·9
D1 (with earners)	6·3	3·9	7·9	6·2	6·9	5·8	7·0
D2 (without earners)	2·6	2·1	1·8	2·9	2·9	2·9	3·6
O.A.P.	9·8	7·2	9·6	10·6	11·3	8·5	12·9
All	*100*	*100*	*100*	*100*	*100*	*100*	*100*
No. of households	9,196	1,530	1,682	2,283	1,970	1,257	474
				Proportion of persons			
A1	2·4	4·5	1·7	1·4	1·7	3·3	2·2
A2	19·3	13·4	9·3	7·8	8·6	8·5	8·3
B	46·5	54·4	43·9	49·6	42·5	47·7	30·7
C	30·5	20·2	33·2	29·1	34·5	30·3	43·8
D1 (with earners)	5·2	2·9	6·7	5·2	5·6	4·6	6·3
D2 (without earners)	1·5	1·1	0·9	2·0	1·7	1·7	2·1
O.A.P.	4·6	3·4	4·2	4·9	5·4	4·1	6·5
All	*100*	*100*	*100*	*100*	*100*	*100*	*100*
No. of persons	29,629	4,864	5,592	7,210	6,122	4,259	1,582

TABLE 8

Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1961

	All households	Class							
		A			B	C	D		
		A1	A2	All			excluding O.A.P.		O.A.P.
							with earners (D1)	without earners (D2)	
Households of one man and one woman and:									
No other (both under 55)	1·59	1·30	1·52	1·48	1·61	1·65	1·36	—	—
1 child	1·27	1·23	1·21	1·28	1·28	1·30	1·31	—	—
2 children	1·21	1·05	1·11	1·11	1·21	1·28	1·20	—	—
3 children	1·16	1·00	1·10	1·09	1·15	1·20	1·27	—	—
4 or more children	1·15	1·00	1·15	1·13	1·13	1·21	1·00	—	—
Adolescents only	2·38	1·80	2·20	2·08	2·46	2·45	2·21	—	—
Adolescents and children	2·33	1·59	1·99	1·91	2·25	2·62	2·48	—	—
No other (one or both 55 or over)	0·80	0·92	1·04	1·01	1·15	1·16	1·23	—	0·05
Other households with:									
Adults only	1·04	1·33	1·62	1·55	1·82	1·62	1·14	—	0·03
Adolescents but no children	2·66	2·35	2·38	2·37	2·86	2·89	2·02	—	—
Children	1·99	1·66	1·63	1·64	2·10	2·23	1·64	—	—
All households	*1·43*	*1·41*	*1·49*	*1·48*	*1·65*	*1·71*	*1·44*	—	*0·03*

TABLE 9

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

(per person per day)

Category		Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Nicotinic acid	Vitamin C
			(g.)	(g.)	(mg.)	(i.u.)	(mg.)	(mg.)	(mg.)	(mg.)
Man:	Over 65 years	2,250	62	0·8	12	2,500	0·9	1·4	9	20
	Sedentary	2,500	69	0·8	12	2,500	1·0	1·5	10	20
	Moderately active	3,000	82	0·8	12	2,500	1·2	1·8	12	20
	Active	3,500	96	0·8	12	2,500	1·4	2·1	14	20
	Very active	4,250	117	0·8	12	2,500	1·7	2·6	17	20
Woman:	Over 60 years	2,000	55	0·8	12	2,500	0·8	1·2	8	20
	Sedentary	2,100	58	0·8	12	2,500	0·8	1·3	8	20
	Moderately active	2,500	69	0·8	12	2,500	1·0	1·5	10	20
	Active	3,000	82	0·8	12	2,500	1·2	1·8	12	20
	Pregnancy, latter part	2,750	96	1·5	15	3,000	1·1	1·6	11	40
Child:	Under 1 year	800	28	1·0	6	1,500	0·3	0·5	3	10
	1–3 years	1,300	46	1·0	7	1,500	0·5	0·8	5	15
	4–6 years	1,600	56	1·0	8	1,500	0·6	1·0	6	15
	7–9 years	1,950	68	1·0	10	1,500	0·8	1·2	8	20
	10–12 years	2,450	86	1·2	12	1,500	1·0	1·5	10	25
Boy:	13–15 years	3,150	110	1·4	15	1,500	1·3	1·9	13	30
	16–20 years	3,400	119	1·4	15	2,500	1·4	2·1	14	30
Girl:	13–15 years	2,750	96	1·3	15	1,500	1·1	1·6	11	30
	16–20 years	2,500	88	1·0	15	2,500	1·0	1·5	10	30

APPENDIX B

Tables of Consumption, Expenditure and Prices

TABLE 1

Domestic Food Expenditure, 1961, *All Households*

(pence per person per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
MILK AND CREAM:						
Liquid milk						
Full price	31·51	31·39	32·22	31·37	31·62	96
Welfare	3·05	2·59	2·95	3·11	2·92	23
Total Liquid Milk	*34·56*	*33·98*	*35·17*	*34·48*	*34·54*	
Condensed milk						
Sweetened	0·17	0·20	0·16	0·17	0·18	3
Unsweetened	1·13	1·14	1·44	1·19	1·22	25
Dried milk						
National	0·10	0·12	0·16	0·12	0·12	1
Branded	0·57	0·56	0·63	0·74	0·62	3
Other milk	0·05	0·04	0·05	0·06	0·05	1
Cream	1·15	1·58	1·79	1·16	1·42	20 (*a*)
Total Milk and Cream	*37·73*	*37·62*	*39·40*	*37·92*	*38·15*	
CHEESE:						
Natural	6·40	6·42	6·51	6·44	6·44	70
Processed	1·24	1·29	1·46	1·14	1·28	22
Total Cheese	*7·64*	*7·71*	*7·97*	*7·58*	*7·72*	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	29·57	26·73	27·26	30·62	28·54	81 (*b*)
Mutton and lamb	15·17	17·82	18·67	15·52	16·80	61 (*b*)
Pork	6·66	5·46	5·68	6·68	6·12	28 (*b*)
Total Carcase Meat	*51·40*	*50·01*	*51·61*	*52·82*	*51·46*	

TABLE 1—*continued*

(pence per person per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
MEAT AND MEAT PRODUCTS:—*contd.*						
Other meat						
Corned meat	2·08	2·48	2·63	2·21	2·35	26
Bones	0·21	0·09	0·07	0·10	0·12	2
Bacon and ham, uncooked	15·50	15·94	15·56	14·81	15·45	n.a.
Bacon and ham, cooked (including canned)	4·72	5·84	6·07	4·98	5·40	44 (*a*)
Cooked chicken	0·40	0·45	0·40	0·37	0·40	2 (*b*)
Other cooked meat (not canned)	3·04	3·71	3·52	2·89	3·29	34
Other canned meat	2·83	3·09	3·68	3·11	3·18	26
Liver	2·50	2·56	2·53	2·66	2·56	27 (*b*)
Offals (other than liver)	1·36	1·07	1·05	1·42	1·22	20 (*b*)
Poultry	5·99	6·18	6·15	5·62	5·98	n.a.
Rabbit, game and other meat	0·34	0·20	0·09	0·37	0·25	1 (*b*)
Sausages, uncooked, pork	5·27	4·70	4·57	5·20	4·94	44 (*a*) (*b*)
Sausages, uncooked, beef	2·77	2·63	2·44	2·80	2·66	27 (*b*)
Other meat products	5·30	5·18	5·15	5·20	5·21	n.a.
Total Other Meat and Meat Products	*52·31*	*54·12*	*53·91*	*51·74*	*53·01*	
Total Meat and Meat Products	*103·71*	*104·13*	*105·52*	*104·56*	*104·47*	
FISH:						
White, filleted, fresh	4·04	3·55	3·47	3·70	3·69	30
White, filleted, quick-frozen	1·31	1·36	1·44	1·33	1·36	14
White, other, fresh	1·95	1·76	1·56	1·22	1·62	13
Herrings, fresh	0·18	0·10	0·20	0·17	0·16	2 (*a*) (*b*)
Fat, fresh, other	0·29	0·27	0·19	0·14	0·22	2 (*b*)
White, processed	1·00	0·71	0·67	0·78	0·79	8 (*b*)
Fat, processed	0·63	0·42	0·49	0·77	0·58	7 (*a*) (*b*)
Shell	0·27	0·35	0·31	0·18	0·28	3 (*b*)
Cooked	2·06	2·54	2·55	2·58	2·43	23 (*b*)
Salmon, canned	2·88	3·59	3·96	2·77	3·30	21
Canned, other	1·08	1·08	1·14	0·96	1·06	14
Fish products	0·71	0·67	0·71	0·79	0·72	11 (*b*)
Total Fish	*16·40*	*16·40*	*16·69*	*15·39*	*16·21*	
EGGS	18·47	16·74	18·71	18·63	18·14	88 (*a*)
FATS:						
Butter	13·76	13·51	13·57	13·49	13·58	89
Margarine	4·87	4·87	4·27	4·46	4·62	58
Lard and compound cooking fat	2·54	2·33	2·41	2·53	2·45	52
Suet	0·29	0·14	0·12	0·37	0·23	6
Dripping	0·27	0·23	0·22	0·24	0·24	6
Other fats, oils and creams	0·20	0·24	0·33	0·18	0·24	2
Total Fats	*21·93*	*21·32*	*20·92*	*21·27*	*21·36*	

TABLE 1—*continued*
(pence per person per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
SUGAR AND PRESERVES:						
Sugar	9·14	9·32	9·34	9·08	9·22	88
Jams, jellies and fruit curds	1·90	2·01	1·78	1·83	1·88	26
Marmalade	1·03	1·03	1·06	1·13	1·06	18
Syrup, treacle and honey	0·62	0·57	0·53	0·66	0·60	8
Total Sugar and Preserves	*12·69*	*12·93*	*12·71*	*12·70*	*12·76*	
VEGETABLES:						
Old potatoes (1960 crop)						
Not pre-packed	9·03	4·89	0·03	—	3·49	29 (*a*)
Pre-packed	1·82	0·85	—	—	0·67	6 (*a*)
Old potatoes (1961 crop) (*c*)						
Not pre-packed	—	—	3·60	10·13	3·43	24 (*a*)
Pre-packed	—	—	0·20	1·45	0·41	3 (*a*)
New potatoes (*c*)						
Not pre-packed	0·73	8·88	7·34	—	4·24	30 (*a*)
Pre-packed	...	0·10	0·16	—	0·06	1 (*a*)
Chips	1·08	1·44	1·42	1·51	1·36	23 (*b*)
Crisps	0·36	0·37	0·48	0·39	0·40	8
Total Potatoes	*13·02*	*16·53*	*13·24*	*13·48*	*14·07*	
Cabbages	1·62	2·57	1·56	1·32	1·77	38 (*a*)
Brussels sprouts	1·84	0·12	0·26	2·20	1·10	19 (*a*) (*b*)
Cauliflower	1·67	1·85	1·24	1·16	1·48	26 (*a*)
Leafy salads	1·43	2·77	1·74	0·72	1·66	37 (*a*)
Peas, fresh	—	0·39	1·96	0·03	0·60	8 (*a*)
Peas, quick-frozen	1·39	1·78	0·88	1·26	1·33	16 (*a*)
Beans, fresh	—	0·10	1·71	0·15	0·49	7 (*a*)
Beans, quick-frozen	0·29	0·37	0·14	0·18	0·24	4 (*a*)
Other fresh green vegetables	0·08	0·12	0·05	0·05	0·08	1 (*b*)
Total Fresh Green Vegetables	*8·32*	*10·07*	*9·54*	*7·07*	*8·75*	
Carrots	1·12	0·96	1·05	1·29	1·10	39 (*a*)
Other root vegetables	0·75	0·47	0·55	0·86	0·66	n.a.
Onions, shallots, etc.	1·47	1·50	1·32	1·31	1·40	45 (*a*)
Miscellaneous fresh vegetables	1·26	2·56	2·24	1·69	1·94	31 (*a*) (*b*)
Dried pulses	0·66	0·56	0·40	0·66	0·57	13 (*a*)
Canned peas	2·89	3·08	2·21	2·45	2·66	47 (*a*)
Canned beans	2·53	2·23	2·13	2·43	2·33	44 (*a*)
Other canned vegetables	0·45	0·59	0·58	0·53	0·54	10 (*a*)
Vegetable products	0·36	0·26	0·22	0·34	0·30	5 (*b*)
Total Other Vegetables	*11·49*	*12·21*	*10·70*	*11·56*	*11·50*	
Total Vegetables	*32·83*	*38·81*	*33·48*	*32·11*	*34·32*	

TABLE 1—*continued*
(pence per person per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
FRUIT:						
Fresh						
Oranges	3·42	2·83	1·87	1·72	2·46	33 (*a*)
Other citrus fruit	0·90	0·69	0·75	0·79	0·78	13 (*a*)
Apples	4·75	5·15	4·87	5·86	5·16	54 (*a*)
Pears	0·53	0·62	1·00	0·60	0·69	10 (*a*)
Stone fruit	0·07	0·41	2·22	0·06	0·69	n.a.
Soft fruit (including quick-frozen)	0·46	1·75	1·81	0·71	1·18	n.a.
Bananas	3·25	3·94	3·77	3·21	3·54	47
Other fresh fruit	0·28	0·22	0·45	0·22	0·29	n.a.
Tomatoes	3·93	9·11	8·55	4·04	6·41	66 (*a*)
Total Fresh Fruit	*17·59*	*24·72*	*25·29*	*17·21*	*21·20*	
Other fruit						
Tomatoes, canned and bottled	0·77	0·70	0·46	0·60	0·63	12 (*a*)
Canned peaches, pears and pineapples	2·93	3·30	3·76	3·05	3·26	35
Other canned and bottled fruit	2·28	2·68	2·87	2·63	2·62	30
Dried vine fruit	0·63	0·78	0·79	1·26	0·86	13 (*a*)
Other dried fruit	0·24	0·21	0·18	0·37	0·25	4
Nuts and fruit and nut products	0·48	0·33	0·35	1·62	0·70	9
Fruit juices	1·02	0·83	0·93	1·05	0·96	9
Welfare orange juice	0·07	0·06	0·09	0·07	0·07	1
Total Other Fruit and Fruit Products	*8·42*	*8·89*	*9·43*	*10·65*	*9·35*	
Total Fruit	*26·01*	*33·61*	*34·72*	*27·86*	*30·55*	
CEREALS:						
Brown bread, unwrapped	0·81	0·88	0·83	0·79	0·83	17
Brown bread, wrapped	0·56	0·58	0·76	0·62	0·63	11
White bread, large loaves, unwrapped	4·02	4·57	4·06	3·99	4·16	31
White bread, large loaves, wrapped	10·81	10·81	10·24	10·73	10·65	57
White bread, small loaves, unwrapped	1·29	1·33	1·52	1·28	1·36	23
White bread, small loaves, wrapped	0·62	0·66	0·81	0·61	0·68	13
Wholewheat and wholemeal bread	0·44	0·43	0·50	0·42	0·45	8
Malt bread	0·21	0·21	0·20	0·24	0·22	5
Other bread	4·01	4·02	4·52	4·46	4·25	45
Total Bread	*22·79*	*23·51*	*23·44*	*23·14*	*23·22*	

TABLE 1—*continued*

(pence per person per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
CEREALS:—*contd.*						
Self-raising flour	2·10	2·12	2·19	2·32	2·18	38
Other flour	0·79	0·68	0·67	0·65	0·70	13
Buns, scones and teacakes	2·03	1·56	1·59	2·02	1·80	32
Cakes and pastries	9·24	9·75	10·31	10·26	9·89	67 (*b*)
Chocolate biscuits	2·25	2·61	2·27	2·93	2·52	29
Other biscuits	6·90	7·26	7·47	7·21	7·21	76
Puddings	0·92	0·90	0·98	1·70	1·12	17 (*b*)
Ice-cream (served as part of a meal)	0·50	1·01	1·33	0·63	0·87	13 (*a*)
Oatmeal and oat products	0·82	0·54	0·48	0·99	0·71	12 (*a*)
Breakfast cereals	3·00	3·41	3·37	2·96	3·18	40 (*a*)
Rice	0·56	0·52	0·49	0·44	0·50	13
Cereals, flour base	1·04	1·01	1·07	1·15	1·07	19 (*b*)
Other cereals	0·91	0·90	0·96	0·89	0·92	20
Total Cereals	*53·85*	*55·78*	*56·62*	*57·29*	*55·89*	
BEVERAGES:						
Tea	13·74	13·57	13·25	13·74	13·58	89
Coffee, bean and ground	0·43	0·37	0·49	0·37	0·42	4
Coffee, powders and crystals	2·17	2·05	2·37	2·18	2·19	21
Coffee, essences	0·57	0·41	0·41	0·58	0·49	7
Cocoa and drinking chocolate	0·61	0·41	0·39	0·53	0·48	7 (*a*)
Branded food drinks	1·21	0·84	0·68	1·00	0·93	8 (*a*)
Total Beverages	*18·73*	*17·65*	*17·59*	*18·40*	*18·09*	
MISCELLANEOUS:						
Spreads and dressings	0·25	0·67	0·64	0·25	0·45	8 (*a*)
Soups, canned	3·04	2·16	1·90	3·26	2·59	32 (*a*)
Soups, dehydrated and powdered	0·42	0·24	0·20	0·41	0·32	5 (*a*)
Meat and vegetable extracts	1·42	1·05	0·91	1·32	1·18	20 (*a*)
Pickles and sauces	1·89	1·91	1·75	2·00	1·89	26
Table jellies, squares and crystals	0·51	0·81	0·89	0·69	0·72	18 (*a*)
Salt	0·33	0·30	0·32	0·33	0·32	13
Invalid and infant foods	0·71	0·54	0·58	0·74	0·64	7
Miscellaneous (expenditure only)	1·15	1·17	1·32	1·23	1·22	28
Total Miscellaneous Foods	*9·72*	*8·85*	*8·51*	*10·23*	*9·33*	
TOTAL EXPENDITURE	*359·73 (30s. 0d.)*	*371·52 (31s. 0d.)*	*372·85 (31s. 1d.)*	*363·99 (30s. 4d.)*	*367·02 (30s. 7d.)*	

(*a*) Details of the proportions of all households purchasing these types of seasonal foods in each quarter of 1961 are given in Table 1A.

(*b*) Excluding purchases of quick-frozen foods.

(*c*) Potatoes from the 1961 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

TABLE 1A

Percentage of All Households Purchasing Seasonal Types of Food During Survey Week, 1961

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
Cream	17	22	24	16	20
Bacon and other meat:					
Bacon and ham, cooked (including canned)	42	47	48	41	44
Sausages, uncooked, pork	48(*a*)	42(*a*)	41(*a*)	46(*a*)	44(*a*)
Fish:					
Herrings, fresh	3	2	3(*a*)	3	2(*a*)
Fat, processed	8(*a*)	5(*a*)	6(*a*)	9(*a*)	7(*a*)
Eggs	90	87	87	89	88
Vegetables:					
Old potatoes (1960 crop)					
Not pre-packed	71	42	...	—	29
Pre-packed	16	8	—	—	6
Old potatoes (1961 crop) (*b*)					
Not pre-packed	—	—	27(*b*)	72	24
Pre-packed	—	—	2	12	3
New potatoes (*b*)					
Not pre-packed	8	62	50(*b*)	—	30
Pre-packed	...	1	2	—	1
Cabbages	37	50	34	31	38
Brussels sprouts	33(*a*)	—(*a*)	4(*a*)	39(*a*)	19(*a*)
Cauliflower	28	30	22	23	26
Leafy salads	28	58	42	20	37
Peas, fresh	—	5	27	...	8
Peas, quick-frozen	18	21	11	16	16
Beans, fresh	—	2	24	3	7
Beans, quick-frozen	4	6	2	3	4
Carrots	47	33	30	48	39
Onions, shallots, etc.	49	46	40	44	45
Miscellaneous fresh vegetables	19(*a*)	41(*a*)	35(*a*)	29(*a*)	31(*a*)
Dried pulses	15	13	9	14	13
Canned peas	52	53	38	46	47
Canned beans	48	43	39	45	44
Other canned vegetables	9	11	11	10	10
Fruit:					
Oranges	44	37	26	23	33
Other citrus fruit	16	12	12	12	13
Apples	57	56	51	53	54
Pears	9	9	14	8	10
Tomatoes	52	77	81	54	66
Tomatoes, canned and bottled	15	14	9	12	12
Dried vine fruit	11	12	12	17	13
Cereals:					
Ice-cream (served as part of a meal)	8	16	19	10	13
Oatmeal and oat products	15	9	7	16	12
Breakfast cereals	38	41	41	37	40
Beverages:					
Cocoa and drinking chocolate	9	6	5	8	7
Branded food drinks	10	7	6	8	8
Spreads and dressings	4	11	10	5	8
Soups, canned	38	27	24	40	32
Soups, dehydrated and powdered	7	4	3	6	5
Meat and vegetable extracts	24	19	16	22	20
Table jellies, squares and crystals	14	21	22	17	18

(*a*) Excluding purchases of quick-frozen foods.

(*b*) Potatoes from the 1961 crop were classified as "new" until 31st August and as "old" from 1st September onwards. Both in July-August and in September, 77 per cent of households purchased potatoes from this crop.

TABLE 2

Domestic Food Consumption and Purchases, 1961, *All Households*

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

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	3·92	4·04	4·11	3·94	4·00	3·82
Welfare (pt.)	0·71	0·62	0·70	0·75	0·70	0·69
School (pt.)	0·22	0·21	0·14	0·24	0·20	—
Total Liquid Milk	*4·86*	*4·87*	*4·95*	*4·93*	*4·90*	*4·51*
Condensed milk						
Sweetened (eq. pt.)	0·02	0·02	0·02	0·02	0·02	0·02
Unsweetened (eq. pt.)	0·13	0·13	0·17	0·14	0·14	0·14
Dried milk						
National (eq. pt.)	0·02	0·03	0·04	0·03	0·03	0·03
Branded (eq. pt.)	0·07	0·07	0·08	0·09	0·08	0·08
Other milk (pt.)	...	...	...	0·01	...	...
Cream (pt.)	0·02	0·02	0·03	0·02	0·02	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·12*	*5·15*	*5·29*	*5·24*	*5·20*	*4·80*
CHEESE:						
Natural	2·69	2·70	2·71	2·70	2·70	2·70
Processed	0·36	0·38	0·41	0·33	0·37	0·37
Total Cheese	*3·05*	*3·08*	*3·12*	*3·03*	*3·07*	*3·07*
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	9·49	8·36	8·63	9·90	9·10	9·08
Mutton and lamb	6·12	6·85	7·58	6·46	6·75	6·74
Pork	2·12	1·71	1·81	2·15	1·95	1·94
Total Carcase Meat	*17·73*	*16·92*	*18·02*	*18·51*	*17·80*	*17·76*
Other meat						
Corned meat	0·59	0·69	0·73	0·60	0·65	0·65
Bones	0·31	0·15	0·13	0·20	0·20	0·20
Bacon and ham, uncooked	5·23	5·26	5·21	5·26	5·24	5·22
Bacon and ham, cooked (including canned)	0·80	1·00	1·04	0·84	0·92	0·92
Cooked chicken	0·09	0·11	0·10	0·08	0·10	0·10
Other cooked meat (not canned)	0·69	0·84	0·76	0·63	0·73	0·73
Other canned meat	1·15	1·22	1·45	1·26	1·27	1·27
Liver	0·79	0·80	0·80	0·84	0·81	0·81
Offals (other than liver)	0·70	0·49	0·49	0·72	0·60	0·60
Poultry	2·21	2·45	2·39	2·24	2·32	2·18
Rabbit, game and other meat	0·17	0·10	0·06	0·18	0·13	0·09
Sausages, uncooked, pork	2·27	2·03	1·96	2·24	2·12	2·12
Sausages, uncooked, beef	1·53	1·44	1·35	1·55	1·47	1·47
Other meat products	2·45	2·45	2·27	2·43	2·40	2·40
Total Other Meat and Meat Products	*18·98*	*19·03*	*18·74*	*19·07*	*18·96*	*18·76*
Total Meat and Meat Products	*36·71*	*35·95*	*36·76*	*37·58*	*36·76*	*36·52*

TABLE 2—*continued*

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

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
FISH:						
White, filleted, fresh	1·71	1·46	1·43	1·48	1·52	1·52
White, filleted, quick-frozen	0·43	0·44	0·45	0·42	0·44	0·44
White, other, fresh	0·86	0·76	0·67	0·54	0·71	0·70
Herrings, fresh	0·15	0·09	0·17	0·16	0·14	0·14
Fat, fresh, other	0·12	0·13	0·11	0·10	0·12	0·09
White, processed	0·44	0·31	0·30	0·33	0·34	0·34
Fat, processed	0·35	0·22	0·28	0·42	0·32	0·32
Shell	0·06	0·07	0·05	0·04	0·06	0·06
Cooked	0·82	1·00	1·01	1·02	0·96	0·95
Salmon, canned	0·47	0·58	0·63	0·44	0·53	0·53
Canned, other	0·32	0·34	0·36	0·30	0·33	0·33
Fish products	0·22	0·20	0·20	0·24	0·22	0·22
Total Fish	*5·95*	*5·60*	*5·66*	*5·49*	*5·69*	*5·64*
EGGS (No.)	4·64	4·83	4·67	4·48	4·66	4·32
FATS:						
Butter	6·00	6·18	6·41	6·22	6·20	6·18
Margarine	3·42	3·50	3·08	3·22	3·30	3·30
Lard and compound cooking fat	2·15	1·95	2·00	2·17	2·07	2·07
Suet	0·18	0·08	0·07	0·22	0·14	0·14
Dripping	0·25	0·24	0·22	0·23	0·24	0·24
Other fats, oils and creams	0·10	0·11	0·15	0·08	0·11	0·11
Total Fats	*12·10*	*12·06*	*11·93*	*12·14*	*12·06*	*12·04*
SUGAR AND PRESERVES:						
Sugar	18·01	18·24	18·27	17·86	18·10	18·10
Jams, jellies and fruit curds	1·60	1·67	1·51	1·45	1·56	1·49
Marmalade	0·97	0·94	0·98	1·03	0·98	0·98
Syrup, treacle and honey	0·51	0·51	0·39	0·56	0·49	0·49
Total Sugar and Preserves	*21·09*	*21·36*	*21·15*	*20·90*	*21·13*	*21·06*
VEGETABLES:						
Old potatoes (1960 crop)						
Not pre-packed	52·46	26·94	0·31	—	19·93	18·59
Pre-packed	7·64	3·51	—	—	2·79	2·78
Old potatoes (1961 crop) (*a*)						
Not pre-packed	—	—	18·72	55·19	18·48	16·25
Pre-packed	—	—	0·81	5·75	1·64	1·64
New potatoes (*a*)						
Not pre-packed	1·47	21·56	31·65	—	13·67	11·99
Pre-packed	...	0·25	0·49	—	0·18	0·18
Chips	1·04	1·41	1·25	1·45	1·29	1·27
Crisps	0·09	0·10	0·13	0·10	0·10	0·10
Total Potatoes	*62·70*	*53·77*	*53·36*	*62·49*	*58·08*	*52·80*

TABLE 2—*continued*

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

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
VEGETABLES:—*contd.*						
Cabbages	4·53	6·32	5·69	5·36	5·48	4·26
Brussels sprouts	3·72	0·06	0·32	4·13	2·06	1·78
Cauliflower	2·73	3·11	2·34	2·27	2·61	2·32
Leafy salads	0·60	2·01	2·11	0·55	1·32	1·08
Peas, fresh	...	0·64	4·68	0·05	1·34	1·08
Peas, quick-frozen	0·59	0·76	0·37	0·53	0·56	0·56
Beans, fresh	0·05	0·20	4·85	0·46	1·39	0·65
Beans, quick-frozen	0·11	0·13	0·05	0·06	0·09	0·09
Other fresh green vegetables	0·36	0·32	0·12	0·17	0·24	0·10
Total Fresh Green Vegetables	*12·69*	*13·55*	*20·53*	*13·58*	*15·09*	*11·92*
Carrots	3·92	2·22	2·21	3·50	2·96	2·80
Other root vegetables	2·83	0·99	1·69	3·14	2·16	1·66
Onions, shallots, etc.	3·45	2·72	2·74	3·28	3·05	2·76
Miscellaneous fresh vegetables	0·62	1·69	2·33	1·49	1·53	1·38
Dried pulses	0·63	0·53	0·37	0·62	0·54	0·54
Canned peas	3·64	3·85	2·76	3·10	3·34	3·34
Canned beans	2·97	2·59	2·43	2·80	2·70	2·70
Other canned vegetables	0·40	0·57	0·54	0·47	0·50	0·50
Vegetable products	0·18	0·16	0·11	0·14	0·15	0·15
Total Other Vegetables	*18·64*	*15·32*	*15·18*	*18·54*	*16·93*	*15·83*
Total Vegetables	*94·03*	*82·64*	*89·07*	*94·61*	*90·10*	*80·55*
FRUIT:						
Fresh						
Oranges	4·74	3·60	2·33	1·97	3·16	3·16
Other citrus fruit	1·02	0·73	0·79	0·75	0·82	0·82
Apples	7·26	5·83	6·40	6·10	6·40	5·72
Pears	0·59	0·58	1·03	0·62	0·70	0·67
Stone fruit	0·04	0·29	2·46	0·07	0·72	0·66
Soft fruit (including quick-frozen)	0·22	1·50	2·12	0·52	1·09	0·73
Bananas	3·36	3·99	3·80	3·11	3·56	3·56
Other fresh fruit	0·52	1·74	0·98	0·24	0·87	0·39
Tomatoes	2·77	4·90	6·98	3·41	4·52	4·25
Total Fresh Fruit	*20·52*	*23·16*	*26·89*	*16·79*	*21·84*	*19·96*
Other fruit						
Tomatoes, canned and bottled	0·81	0·73	0·46	0·63	0·66	0·66
Canned peaches, pears and pineapples	2·47	2·79	3·13	2·56	2·74	2·73
Other canned and bottled fruit	1·79	2·07	2·06	2·03	1·99	1·90
Dried vine fruit	0·50	0·60	0·60	0·98	0·67	0·67
Other dried fruit	0·15	0·13	0·11	0·21	0·15	0·15
Nuts and fruit and nut products	0·23	0·15	0·15	0·75	0·32	0·32
Fruit juices	0·43	0·44	0·46	0·47	0·45	0·45
Welfare orange juice	0·08	0·06	0·03	0·02	0·05	0·05
Total Other Fruit and Fruit Products	*6·46*	*6·97*	*7·00*	*7·65*	*7·03*	*6·93*
Total Fruit	*26·98*	*30·13*	*33·89*	*24·44*	*28·87*	*26·89*

TABLE 2—*continued*

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

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
CEREALS:						
Brown bread, unwrapped	1·38	1·44	1·33	1·26	1·35	1·35
Brown bread, wrapped	0·94	0·96	1·23	1·02	1·04	1·04
White bread, large loaves, unwrapped	9·33	10·42	8·94	8·80	9·37	9·37
White bread, large loaves, wrapped	23·97	23·72	21·81	22·86	23·09	23·09
White bread, small loaves, unwrapped	2·47	2·46	2·72	2·31	2·49	2·49
White bread, small loaves, wrapped	1·08	1·15	1·34	1·02	1·15	1·15
Wholewheat and wholemeal bread	0·86	0·83	0·92	0·77	0·84	0·84
Malt bread	0·22	0·22	0·21	0·23	0·22	0·22
Other bread	5·34	5·22	5·98	5·96	5·62	5·62
Total Bread	*45·58*	*46·42*	*44·49*	*44·22*	*45·17*	*45·17*
Self-raising flour	4·66	4·67	4·90	5·15	4·84	4·84
Other flour	1·73	1·48	1·47	1·43	1·53	1·53
Buns, scones and teacakes	1·49	1·14	1·17	1·52	1·33	1·33
Cakes and pastries	4·53	4·72	4·99	4·82	4·76	4·76
Chocolate biscuits	0·94	1·06	0·93	1·17	1·02	1·02
Other biscuits	4·44	4·62	4·75	4·53	4·58	4·58
Puddings	0·81	0·85	0·93	1·43	1·00	1·00
Ice-cream (served as part of a meal)	0·34	0·73	0·92	0·43	0·60	0·60
Oatmeal and oat products	0·90	0·59	0·55	1·08	0·78	0·78
Breakfast cereals	1·81	2·04	2·03	1·74	1·90	1·90
Rice	0·68	0·63	0·59	0·52	0·60	0·60
Cereals, flour base	0·86	0·83	0·84	0·90	0·86	0·86
Other cereals	0·60	0·53	0·58	0·57	0·57	0·57
Total Cereals	*69·37*	*70·31*	*69·14*	*69·51*	*69·54*	*69·54*
BEVERAGES:						
Tea	2·89	2·84	2·76	2·87	2·84	2·84
Coffee, bean and ground	0·08	0·07	0·10	0·07	0·08	0·08
Coffee, powders and crystals	0·16	0·15	0·17	0·16	0·16	0·16
Coffee, essences	0·17	0·12	0·12	0·17	0·14	0·14
Cocoa and drinking chocolate	0·20	0·13	0·13	0·17	0·16	0·16
Branded food drinks	0·29	0·20	0·16	0·24	0·22	0·22
Total Beverages	*3·79*	*3·51*	*3·44*	*3·68*	*3·60*	*3·60*
MISCELLANEOUS:						
Spreads and dressings	0·10	0·28	0·27	0·11	0·19	0·19
Soups, canned	2·91	2·04	1·79	3·18	2·48	2·48
Soups, dehydrated and powdered	0·07	0·04	0·03	0·08	0·06	0·06
Meat and vegetable extracts	0·15	0·10	0·10	0·13	0·12	0·12
Pickles and sauces	1·06	1·07	0·99	1·17	1·07	1·06
Table jellies, squares and crystals (pt.)	0·07	0·10	0·11	0·08	0·09	0·09
Salt	0·87	0·75	0·85	0·90	0·84	0·84
Invalid and baby foods	0·41	0·28	0·29	0·35	0·33	0·33

(*a*) Potatoes from the 1961 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

TABLE 3

Domestic Food Prices, 1961, *All Households*

	Average prices paid (*a*)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	8·3	8·3	8·3	8·3	8·3
Welfare	4·3	4·2	4·2	4·2	4·2
Total Liquid Milk Purchased	*7·7*	*7·7*	*7·7*	*7·6*	*7·7*
Condensed milk					
Sweetened	9·2	9·4	8·9	9·6	9·3
Unsweetened	8·6	8·5	8·5	8·5	8·5
Dried milk					
National	4·0	4·0	4·0	4·3	4·1
Branded	8·1	8·1	7·9	8·2	8·1
Other milk	17·0	33·9	28·0	18·7	21·7
Cream	68·6	65·1	66·9	67·9	66·9
CHEESE:					
Natural	38·1	38·1	38·6	38·2	38·2
Processed	55·8	54·7	56·8	55·6	55·7
MEAT AND MEAT PRODUCTS:					
Carcase meat	46·5	47·4	45·9	45·8	46·4
Beef and veal	49·9	51·2	50·6	49·6	50·3
Mutton and lamb	39·9	41·7	39·5	38·5	39·9
Pork	50·5	51·0	50·5	50·2	50·5
Other meat					
Corned meat	56·4	57·3	57·9	59·0	57·6
Bones	11·0	9·1	8·9	8·2	9·6
Bacon and ham, uncooked	47·5	48·7	47·9	45·1	47·3
Bacon and ham, cooked (including canned)	93·9	93·8	93·4	95·2	94·0
Cooked chicken	74·0	62·7	66·0	71·8	68·2
Other cooked meat (not canned)	70·9	71·1	74·1	73·5	72·3
Other canned meat	39·4	40·7	40·6	39·4	40·1
Liver	50·7	50·9	50·6	50·3	50·6
Offals (other than liver)	31·1	35·5	34·0	31·6	32·7
Poultry	45·7	44·0	42·9	43·3	44·0
Rabbit, game and other meat	44·2	42·6	42·3	40·2	42·2
Sausages, uncooked, pork	37·2	37·0	37·3	37·3	37·2
Sausages, uncooked, beef	28·9	29·2	28·9	28·8	28·9
Other meat products	34·6	33·8	36·4	34·4	34·8
FISH:					
White, filleted, fresh	37·7	38·8	38·7	40·4	38·8
White, filleted, quick-frozen	48·3	49·1	50·9	51·1	49·8
White, other, fresh	37·4	37·6	37·9	36·8	37·4
Herrings, fresh	18·5	18·6	19·3	16·7	18·2
Fat, fresh, other	41·7	44·2	32·7	33·4	38·7
White, processed	35·9	36·3	36·6	37·5	36·5
Fat, processed	29·1	31·4	27·6	29·3	29·2
Shell	71·7	80·0	104·1	71·9	81·2
Cooked	40·7	40·8	40·8	41·4	40·9
Salmon, canned	98·4	98·5	99·9	99·7	99·1
Canned, other	53·6	51·2	50·1	51·3	51·6
Fish products	51·9	55·0	57·3	52·3	53·9
EGGS	4·2	3·8	4·4	4·4	4·2

TABLE 3—*continued*

	Average prices paid (*a*)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FATS:					
Butter	36·7	35·2	34·1	34·7	35·2
Margarine	22·8	22·3	22·2	22·1	22·4
Lard and compound cooking fat	18·9	19·1	19·3	18·7	19·0
Suet	26·5	26·5	27·6	27·1	26·9
Dripping	16·8	15·2	16·1	16·9	16·2
Other fats, oils and creams	33·2	33·8	36·4	33·6	34·4
SUGAR AND PRESERVES:					
Sugar	8·1	8·2	8·2	8·1	8·2
Jams, jellies and fruit curds	19·8	19·8	19·9	21·0	20·1
Marmalade	16·9	17·4	17·3	17·6	17·3
Syrup, treacle and honey	19·4	17·9	21·6	18·8	19·3
VEGETABLES:					
Old potatoes (1960 crop)					
Not pre-packed	3·0	3·1	3·2	—	3·0
Pre-packed	3·8	3·9	—	—	3·8
Old potatoes (1961 crop) (*b*)					
Not pre-packed	—	—	3·6	3·3	3·4
Pre-packed	—	—	4·0	4·0	4·0
New potatoes (*b*)					
Not pre-packed	8·0	6·8	4·6	—	5·7
Pre-packed	11·0	6·4	5·2	—	5·6
Chips	16·7	16·3	18·4	17·1	17·1
Crisps	62·3	59·9	60·1	60·8	60·7
Cabbages	6·6	7·4	6·2	5·9	6·6
Brussels sprouts	9·2	38·5(*c*)	13·5	9·9	9·9
Cauliflower	10·6	10·6	10·0	9·4	10·2
Leafy salads	38·9	25·4	18·5	24·5	24·8
Peas, fresh	—	11·2	8·4	10·8	8·8
Peas, quick-frozen	37·8	37·3	37·8	38·0	37·7
Beans, fresh	—	11·7	12·0	13·8	12·1
Beans, quick-frozen	43·0	43·5	45·3	44·6	43·8
Other fresh green vegetables	11·1	12·4	17·1	11·0	12·3
Carrots	4·7	7·1	8·4	6·4	6·3
Other root vegetables	5·3	8·7	8·2	5·7	6·4
Onions, shallots, etc.	7·3	9·4	8·8	7·2	8·1
Miscellaneous fresh vegetables	34·0	25·3	18·4	20·1	22·6
Dried pulses	16·8	16·9	17·7	17·1	17·1
Canned peas	12·7	12·8	12·8	12·7	12·8
Canned beans	13·6	13·8	14·1	13·9	13·8
Other canned vegetables	17·8	16·6	17·1	17·9	17·3
Vegetable products	32·5	25·0	32·0	40·0	32·0
FRUIT:					
Fresh					
Oranges	11·6	12·6	12·9	14·0	12·5
Other citrus fruit	14·1	15·2	15·2	16·9	15·2
Apples	11·8	14·4	14·6	17·5	14·4
Pears	14·5	17·1	16·1	17·3	16·4
Stone fruit	26·2	22·3	15·9	13·8	16·7
Soft fruit (including quick-frozen)	33·3	28·2	23·3	25·0	26·0
Bananas	15·4	15·8	15·9	16·5	15·9
Other fresh fruit	13·9	7·6	12·9	15·0	11·9
Tomatoes	22·8	30·0	21·6	21·3	24·2

TABLE 3—*continued*

	Average prices paid (*a*)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FRUIT—*contd.*					
Other fruit					
Tomatoes, canned and bottled	15·5	15·4	16·1	15·3	15·5
Canned peaches, pears and pineapples	19·0	19·1	19·3	19·1	19·1
Other canned and bottled fruit	22·0	21·9	22·5	21·6	22·0
Dried vine fruit	20·2	20·8	20·9	20·7	20·6
Other dried fruit	25·9	25·6	26·3	28·8	26·9
Nuts and fruit and nut products	33·8	34·6	37·7	34·5	34·8
Fruit juices	47·2	37·5	40·3	44·1	42·3
Welfare orange juice	16·7	20·4	60·6	60·2	29·5
CEREALS:					
Brown bread, unwrapped	9·5	9·7	10·0	10·0	9·8
Brown bread, wrapped	9·6	9·7	9·9	9·7	9·7
White bread, large loaves, unwrapped	6·9	7·0	7·3	7·3	7·1
White bread, large loaves, wrapped	7·2	7·3	7·5	7·5	7·4
White bread, small loaves, unwrapped	8·4	8·7	8·9	8·9	8·7
White bread, small loaves, wrapped	9·2	9·2	9·6	9·6	9·4
Wholewheat and wholemeal bread	8·2	8·4	8·6	8·8	8·5
Malt bread	14·9	14·8	15·1	16·5	15·3
Other bread	12·0	12·3	12·1	12·0	12·1
Self-raising flour	7·2	7·3	7·2	7·2	7·2
Other flour	7·3	7·4	7·3	7·3	7·3
Buns, scones and teacakes	22·0	21·8	21·8	21·2	21·7
Cakes and pastries	32·7	33·1	33·1	34·2	33·2
Chocolate biscuits	38·2	39·3	39·2	40·1	39·2
Other biscuits	24·9	25·2	25·2	25·4	25·2
Puddings	18·1	17·0	16·8	19·0	17·9
Ice-cream (served as part of a meal)	23·5	22·3	23·0	23·2	22·9
Oatmeal and oat products	14·6	14·8	14·4	14·7	14·6
Breakfast cereals	26·6	26·8	26·6	27·2	26·8
Rice	13·3	13·3	13·4	13·3	13·3
Cereals, flour base	19·4	19·5	20·5	20·4	20·0
Other cereals	24·2	27·2	26·3	25·0	25·6
BEVERAGES:					
Tea	76·0	76·3	76·7	76·6	76·4
Coffee, bean and ground	83·5	79·6	80·3	83·6	81·7
Coffee, powders and crystals	219·6	217·4	218·2	217·8	218·3
Coffee, essences	67·8	67·9	66·4	68·6	67·8
Cocoa and drinking chocolate	49·9	50·4	48·6	49·2	49·5
Branded food drinks	68·0	67·2	67·9	65·6	67·2
MISCELLANEOUS:					
Spreads and dressings	39·2	38·3	37·9	35·6	37·9
Soups, canned	16·7	17·0	17·0	16·4	16·7
Soups, dehydrated and powdered	94·0	102·2	97·9	87·2	93·7
Meat and vegetable extracts	154·5	161·5	147·4	160·0	156·0
Pickles and sauces	28·7	28·6	28·3	28·1	28·4
Table jellies, squares and crystals	7·4	7·9	8·0	8·2	7·9
Salt	6·1	6·4	6·0	5·9	6·1
Invalid and baby foods	28·0	30·6	31·8	33·8	30·8

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

(*b*) Potatoes from the 1961 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

(*c*) All the brussels sprouts recorded in this quarter were quick-frozen.

APPENDIX C

TABLE 1

Energy Value and Nutrient Content of Domestic Food Consumption(a)—All Households, 1961

(per person per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine(b)		Riboflavin		Nicotinic acid		Vitamin C(b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	260	9·9	13·3	17·7	14·7	12·7	490	47·1	0·4	3·0	458	10·6	0·15	12·2	0·62	36·3	0·4	3·0	4	8·2	4	3·4
Dried milk	6	0·2	0·3	0·5	0·3	0·3	11	1·1	...	0·1	14	0·3	...	0·2	0·01	0·8	...	0·1	...	0·3	4	3·4
Other milk and cream	14	0·5	0·5	0·7	0·8	0·7	18	1·7	...	0·1	32	0·7	...	0·2	0·02	1·2	...	0·1	...	0·3	1	0·5
Cheese	51	1·9	3·1	4·2	4·3	3·7	101	9·7	0·1	0·6	162	3·8	...	0·2	0·06	3·6	...	0·4	—	—	2	1·5
Total Milk, Cream and Cheese	*331*	*12·6*	*17·3*	*23·0*	*20·1*	*17·4*	*620*	*59·6*	*0·5*	*3·7*	*666*	*15·4*	*0·16*	*12·9*	*0·71*	*41·9*	*0·5*	*3·6*	*5*	*8·8*	*11*	*8·7*
Beef and veal	84	3·2	6·0	8·0	6·8	5·8	4	0·4	1·4	9·8	18	0·4	0·02	2·0	0·09	5·1	1·6	11·8	—	—	—	—
Mutton and lamb	70	2·7	3·5	4·6	6·2	5·3	3	0·3	0·5	3·4	12	0·3	0·03	2·6	0·04	2·4	1·0	6·9	—	—	—	—
Pork	26	1·0	0·9	1·1	2·5	2·1	1	0·1	0·1	0·6	—	—	0·04	3·3	0·01	0·6	0·2	1·7	—	—	—	—
Bacon	86	3·3	2·0	2·7	8·7	7·5	2	0·2	0·2	1·4	—	—	0·10	7·6	0·02	1·2	0·4	3·1	—	—	—	—
Liver	4	0·2	0·5	0·7	0·3	0·2	...	...	0·4	3·2	850	19·7	0·01	0·9	0·10	5·8	0·4	3·2	1	1·0	1	0·8
Poultry	9	0·3	1·2	1·6	0·5	0·4	1	0·1	0·2	1·7	—	—	0·01	0·6	0·01	0·4	0·5	3·9	—	—	—	—
Sausages	45	1·7	1·3	1·8	3·6	3·1	4	0·4	0·2	1·3	2	...	0·03	2·5	0·01	0·7	0·3	2·0	—	—	—	—
Other meat	70	2·7	3·9	5·1	5·5	4·8	5	0·5	0·8	5·8	30	0·7	0·05	3·9	0·05	2·8	0·8	5·5	...	0·1	...	...
Total Meat	*394*	*15·0*	*19·3*	*25·6*	*33·9*	*29·3*	*20*	*1·9*	*3·8*	*27·1*	*912*	*21·1*	*0·30*	*23·3*	*0·32*	*19·0*	*5·3*	*38·0*	*1*	*1·1*	*1*	*0·8*
Fat fish (c)	9	0·3	0·9	1·2	0·5	0·4	11	1·1	0·1	0·7	13	0·3	...	0·2	0·01	0·7	0·2	1·9	—	—	33	25·9
Other fish	17	0·6	2·6	3·4	0·6	0·5	5	0·5	0·2	1·4	...	...	0·01	0·6	0·02	1·0	0·3	2·0	—	—	—	—
Total Fish	*26*	*1·0*	*3·5*	*4·7*	*1·1*	*0·9*	*16*	*1·5*	*0·3*	*2·1*	*13*	*0·3*	*0·01*	*0·8*	*0·03*	*1·7*	*0·5*	*3·9*	—	—	*33*	*25·9*
Eggs	52	2·0	3·9	5·2	4·0	3·5	21	2·0	1·0	6·9	333	7·7	0·04	3·3	0·15	8·6	...	0·2	—	—	20	15·6
Butter	187	7·1	0·1	0·1	20·8	18·0	4	0·4	...	0·2	754	17·5	—	—	—	—	—	—	—	—	15	11·8
Margarine	103	3·9	—	—	11·4	9·9	...	...	...	0·3	402	9·3	—	—	—	—	—	—	—	—	42	33·2
Other fats	90	3·4	0·1	0·1	10·1	8·7	...	...	...	0·1	4	0·1	...	...	...	...	...	0·3	—	—	...	0·2
Total Fats	*380*	*14·5*	*0·2*	*0·2*	*42·3*	*36·6*	*4*	*0·4*	*0·1*	*0·6*	*1,160*	*26·9*	...	...	...	...	...	*0·3*	—	—	*58*	*45·2*
Sugar and Preserves	322	12·3	...	...	...	...	3	0·3	0·1	0·8	1	...	...	...	...	0·1	...	0·1	1	1·3	—	—

(b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B_1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
(c) Includes canned salmon and other canned fish.

ing quick-frozen	4	0·2	0·3	0·4	—	—	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Other fresh green vegetables	...	...	...	...	—	—	1	0·1	...	0·1	25	0·6	...	...	...	0·1	...	...	...	0·3	—	—
Carrots	2	0·1	0·1	0·1	—	—	5	0·5	0·1	0·4	612	14·2	...	0·4	...	0·2	0·1	0·5	...	0·9	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	3	0·3	...	0·2	...	...	...	0·2	...	0·2	...	0·4	1	1·3	—	—
Other vegetables	25	1·0	1·8	2·4	...	...	16	1·5	0·6	4·3	103	2·4	0·03	2·6	0·02	1·5	0·2	1·7	1	2·8	—	—
Total Vegetables	*194*	*7·4*	*6·8*	*9·1*	*0·7*	*0·6*	*61*	*5·9*	*2·6*	*18·0*	*870*	*20·2*	*0·28*	*22·1*	*0·20*	*11·6*	*2·6*	*18·5*	*27*	*52·6*	—	—
Oranges	3	0·1	0·1	0·1	—	—	4	0·4	...	0·2	10	0·2	0·01	0·5	...	0·2	...	0·3	5	10·2	—	—
Other citrus fruits	...	...	...	...	—	—	...	...	...	0·1	...	...	0·01	0·6	...	0·1	...	0·1	1	1·5	—	—
Apples and pears	10	0·4	0·1	0·1	—	—	1	0·1	0·1	0·7	3	0·1	0·01	0·6	0·01	0·4	0·1	0·6	1	2·0	—	—
Soft fruit	2	0·1	...	...	—	—	1	0·1	...	0·1	1	...	...	0·1	...	0·1	...	0·1	2	4·6	—	—
Bananas	6	0·2	0·1	0·1	—	—	...	...	...	0·2	2	...	...	0·3	...	0·2	0·1	0·4	1	1·7	—	—
Fresh tomatoes	3	0·1	0·2	0·3	—	—	3	0·3	0·1	0·5	183	4·2	0·01	0·7	0·01	0·4	0·1	0·4	5	8·9	—	—
Other fresh fruit	1	...	...	...	—	—	3	0·3	...	0·1	4	0·1	...	0·1	...	0·1	...	0·2	...	0·8	—	—
Other fruit (e)	27	1·0	0·2	0·3	0·3	0·2	5	0·5	0·3	1·8	50	1·2	0·01	0·6	0·01	0·6	0·1	0·6	3	5·0	—	—
Total Fruit	*52*	*2·0*	*0·8*	*1·1*	*0·3*	*0·2*	*17*	*1·6*	*0·5*	*3·8*	*253*	*5·9*	*0·04*	*3·4*	*0·03*	*2·0*	*0·4*	*2·8*	*18*	*34·6*	—	—
White bread	372	14·2	11·9	15·8	1·5	1·3	144	13·8	2·2	15·7	—	—	0·23	18·0	0·04	2·4	2·1	14·8	—	—	—	—
Other bread	88	3·3	3·0	3·9	0·5	0·4	32	3·1	0·7	5·2	—	—	0·06	5·1	0·02	1·0	0·7	5·0	—	—	—	—
Flour	92	3·5	2·6	3·4	0·3	0·2	36	3·5	0·6	3·9	—	—	0·06	4·6	0·01	0·6	0·5	3·4	—	—	—	—
Cakes and pastries	90	3·4	1·6	2·1	3·0	2·6	18	1·7	0·4	2·7	47	1·1	0·02	1·8	0·02	1·5	0·2	1·3	—	—	3	2·2
Biscuits	116	4·4	1·6	2·1	5·8	5·0	20	1·9	0·4	2·8	—	—	0·02	1·7	...	0·3	0·2	1·8	—	—	—	—
Other cereals	86	3·3	1·8	2·4	1·7	1·5	15	1·4	0·6	4·0	11	0·3	0·03	2·1	0·03	1·6	0·4	3·2	...	0·1	...	0·3
Total Cereals	*844*	*32·1*	*22·3*	*29·7*	*12·7*	*11·0*	*265*	*25·5*	*4·8*	*34·2*	*58*	*1·3*	*0·42*	*33·3*	*0·13*	*7·4*	*4·1*	*29·6*	...	*0·1*	*3*	*2·5*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·11	6·2	—	—	—	—	—	—
Other beverages	9	0·3	0·3	0·4	0·2	0·2	3	0·3	0·1	1·0	2	...	...	0·2	0·01	0·5	...	0·2	—	—	—	—
Total Beverages	*9*	*0·3*	*0·3*	*0·4*	*0·2*	*0·2*	*3*	*0·3*	*0·1*	*1·0*	*2*	...	...	*0·2*	*0·11*	*6·7*	...	*0·2*	—	—	—	—
Other foods (f)	25	1·0	0·7	0·9	0·4	0·3	7	0·7	0·2	1·7	48	1·1	0·01	0·6	0·02	0·9	0·4	3·0	1	1·6	2	1·5
Total All Foods	*2,628*	*100*	*75·1*	*100*	*115·6*	*100*	*1,041*	*100*	*14·2*	*100*	*4,315*	*100*	*1·26*	*100*	*1·70*	*100*	*13·9*	*100*	*51*	*100*	*128*	*100*

(d) Including chips and crisps.
(e) Including welfare orange juice.

(f) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt and invalid and infant foods.

TABLE 2

Energy Value and Nutrient Content of Domestic Food Consumption(a)—Younger Childless Couples, 1961

(per person per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine(b)		Riboflavin		Nicotinic acid		Vitamin C(b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	282	8·8	14·5	15·7	16·0	10·9	535	44·1	0·5	2·6	497	9·0	0·17	10·7	0·67	32·5	0·5	2·6	5	6·8	5	3·0
Dried milk	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other milk and cream	17	0·5	0·6	0·6	1·2	0·8	21	1·7	...	0·1	49	0·9	...	0·3	0·03	1·3	...	0·1	...	0·2	1	0·6
Cheese	69	2·2	4·2	4·5	5·8	4·0	136	11·2	0·1	0·6	218	3·9	...	0·2	0·08	4·0	0·1	0·3	—	—	3	1·6
Total Milk, Cream and Cheese	*368*	*11·5*	*19·3*	*20·9*	*23·0*	*15·7*	*692*	*57·0*	*0·6*	*3·2*	*764*	*13·8*	*0·18*	*11·1*	*0·78*	*37·9*	*0·5*	*3·0*	*5*	*7·0*	*8*	*5·1*
Beef and veal	116	3·6	8·3	8·9	9·3	6·4	6	0·5	1·9	10·9	26	0·5	0·03	2·2	0·12	5·8	2·3	12·8	—	—	—	—
Mutton and lamb	85	2·7	4·3	4·6	7·6	5·2	4	0·3	0·6	3·3	14	0·3	0·04	2·5	0·05	2·4	1·2	6·7	—	—	—	—
Pork	50	1·6	1·7	1·8	4·8	3·2	2	0·2	0·1	0·8	—	—	0·08	5·1	0·02	1·1	0·5	2·6	—	—	—	—
Bacon	120	3·8	2·8	3·1	12·1	8·3	3	0·2	0·3	1·5	—	—	0·13	8·5	0·03	1·3	0·6	3·4	—	—	—	—
Liver	6	0·2	0·7	0·8	0·4	0·2	...	...	0·6	3·5	1,148	20·7	0·02	1·0	0·13	6·4	0·6	3·3	1	1·0	1	0·9
Poultry	18	0·6	2·5	2·7	1·0	0·7	1	0·1	0·5	2·8	—	—	0·02	1·1	0·01	0·7	1·1	6·2	—	—	—	—
Sausages	55	1·7	1·5	1·6	4·5	3·0	4	0·3	0·2	1·1	2	...	0·04	2·7	0·01	0·7	0·3	1·9	—	—	—	—
Other meat	94	2·9	5·3	5·7	7·5	5·1	8	0·7	1·1	6·2	37	0·7	0·07	4·5	0·07	3·1	1·1	6·1	...	0·1	...	...
Total Meat	*544*	*17·0*	*27·0*	*29·2*	*47·2*	*32·2*	*28*	*2·4*	*5·3*	*30·1*	*1,227*	*22·2*	*0·43*	*27·6*	*0·45*	*21·5*	*7·6*	*42·8*	*1*	*1·1*	*1*	*0·9*
Fat fish (c)	12	0·4	1·5	1·6	0·8	0·6	18	1·5	0·2	0·9	22	0·4	0·01	0·4	0·02	1·1	0·4	2·4	—	—	52	33·9
Other fish	22	0·7	3·3	3·5	0·7	0·5	10	0·8	0·3	1·5	—	—	0·01	0·6	0·02	1·1	0·3	1·9	—	—	—	—
Total Fish	*34*	*1·1*	*4·8*	*5·2*	*1·5*	*1·0*	*28*	*2·3*	*0·4*	*2·4*	*22*	*0·4*	*0·02*	*1·0*	*0·05*	*2·2*	*0·8*	*4·2*	—	—	*52*	*33·9*
Eggs	65	2·0	4·9	5·3	5·0	3·4	27	2·2	1·2	6·9	415	7·5	0·05	3·4	0·18	8·8	...	0·2	—	—	25	16·2
Butter	258	8·1	0·1	0·1	28·7	19·6	5	0·4	...	0·2	1,042	18·8	—	—	—	—	—	—	—	—	21	13·6
Margarine	97	3·0	—	—	10·8	7·3	...	...	...	0·2	378	6·8	—	—	—	—	—	—	—	—	40	26·0
Other fats	116	3·6	0·1	0·1	12·8	8·7	...	...	...	0·1	5	0·1	...	...	...	...	0·1	0·3	—	—	...	0·2
Total Fats	*471*	*14·7*	*0·2*	*0·2*	*52·3*	*35·6*	*5*	*0·4*	*0·1*	*0·6*	*1,425*	*25·7*	...	...	...	...	*0·1*	*0·3*	—	—	*61*	*39·8*
Sugar and Preserves	391	12·2	...	...	...	...	4	0·3	0·1	0·7	2	...	...	...	...	0·1	...	0·1	1	1·2	—	—

(*a*) Welfare fish liver oil and vitamin A and D tablets excluded.
(*b*) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B_1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
(*c*) Includes canned salmon and other canned fish.

TABLE 2—*continued*

(per person per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine(*b*)		Riboflavin		Nicotinic acid		Vitamin C(*b*)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Potatoes (*d*)	164	5·1	4·2	4·5	0·6	0·4	18	1·5	1·5	8·4	—	—	0·21	13·4	0·14	7·0	2·2	12·3	20	29·4	—	—
Cabbages, brussels sprouts and cauliflower	12	0·4	1·1	1·2	—	—	23	1·9	0·5	2·5	75	1·4	0·04	2·2	0·03	1·5	0·2	1·1	8	12·4	—	—
Leafy salads	1	...	0·1	0·1	—	—	4	0·3	0·1	0·5	99	1·8	0·01	0·3	0·01	0·2	...	0·2	1	2·0	—	—
Fresh legumes including quick-frozen	6	0·2	0·6	0·6	—	—	3	0·2	0·2	1·1	25	0·5	0·03	2·0	0·02	0·7	0·1	0·5	1	1·3	—	—
Other fresh green vegetables	...	...	...	...	—	—	1	0·1	...	0·1	29	0·5	...	0·1	...	0·1	...	...	...	0·3	—	—
Carrots	3	0·1	0·1	0·1	—	—	6	0·5	0·1	0·4	786	14·2	0·01	0·4	...	0·2	0·1	0·5	1	0·9	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	5	0·4	0·1	0·3	1	...	...	0·3	0·01	0·2	0·1	0·4	1	1·5	—	—
Other vegetables	28	0·9	1·9	2·1	...	...	21	1·7	0·7	3·8	130	2·3	0·04	2·4	0·03	1·5	0·3	1·6	2	2·9	—	—
Total Vegetables	*216*	*6·8*	*8·1*	*8·7*	*0·6*	*0·4*	*81*	*6·7*	*3·0*	*17·1*	*1,145*	*20·7*	*0·33*	*21·1*	*0·23*	*11·3*	*3·0*	*16·7*	*34*	*50·6*	—	—
Oranges	5	0·2	0·1	0·1	—	—	6	0·5	...	0·2	14	0·3	0·01	0·6	0·01	0·2	0·1	0·3	8	11·3	—	—
Other citrus fruits	1	...	...	...	—	—	1	0·1	...	0·1	1	...	0·01	0·9	...	...	...	0·1	1	2·1	—	—
Apples and pears	13	0·4	0·1	0·1	—	—	1	0·1	0·1	0·7	4	0·1	0·01	0·6	0·01	0·4	0·1	0·7	1	1·9	—	—
Soft fruit	2	0·1	0·1	0·1	—	—	2	0·2	...	0·2	2	...	...	0·1	...	0·1	...	0·1	4	5·4	—	—
Bananas	8	0·3	0·1	0·1	—	—	1	0·1	...	0·2	3	0·1	0·01	0·3	...	0·2	0·1	0·4	1	1·5	—	—
Fresh tomatoes	4	0·1	* 0·3	0·3	—	—	4	0·3	0·1	0·6	280	5·1	0·01	0·9	0·01	0·5	0·1	0·6	7	10·4	—	—
Other fresh fruit	2	0·1	...	...	—	—	4	0·3	...	0·2	6	0·1	...	0·2	...	0·2	...	0·2	1	0·9	—	—
Other fruit (*e*)	31	1·0	0·3	0·3	0·2	0·1	5	0·4	0·3	1·9	64	1·2	0·01	0·5	0·01	0·6	0·1	0·4	3	4·6	—	—
Total Fruit	*66*	*2·1*	*1·1*	*1·1*	*0·2*	*0·1*	*24*	*2·0*	*0·8*	*4·2*	*374*	*6·8*	*0·07*	*4·1*	*0·05*	*2·3*	*0·5*	*2·7*	*26*	*38·1*	—	—
White bread	388	12·1	12·4	13·4	1·6	1·1	151	12·4	2·3	13·1	—	—	0·24	15·1	0·04	2·1	2·2	12·1	—	—	—	—
Other bread	135	4·2	4·5	4·8	0·7	0·5	51	4·2	1·1	6·2	—	—	0·10	6·1	0·03	1·3	1·0	5·8	—	—	—	—
Flour	105	3·3	3·0	3·2	0·3	0·2	42	3·5	0·6	3·6	—	—	0·07	4·2	0·01	0·6	0·5	3·0	—	—	—	—
Cakes and pastries	127	4·0	2·3	2·5	4·3	2·9	25	2·1	0·6	3·1	68	1·2	0·03	2·1	0·04	1·7	0·3	1·5	—	—	4	2·6
Biscuits	148	4·6	2·1	2·3	7·3	5·0	26	2·1	0·5	2·9	—	—	0·03	1·8	0·01	0·3	0·3	1·8	—	—	—	—
Other cereals	86	2·7	1·7	1·8	1·9	1·3	17	1·4	0·5	2·8	13	0·2	0·02	1·5	0·03	1·5	0·4	2·2	...	0·1	...	0·3
Total Cereals	*989*	*31·0*	*25·8*	*27·9*	*16·1*	*11·0*	*312*	*25·7*	*5·6*	*31·7*	*81*	*1·5*	*0·49*	*30·8*	*0·15*	*7·5*	*4·7*	*26·4*	...	*0·1*	*4*	*2·9*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·14	7·0	—	—	—	—	—	—
Other beverages	13	0·4	0·5	0·5	0·3	0·2	6	0·5	0·2	1·2	5	0·1	0·01	0·4	0·01	0·6	0·1	0·3	—	—	—	—
Total Beverages	*13*	*0·4*	*0·5*	*0·5*	*0·3*	*0·2*	*6*	*0·5*	*0·2*	*1·2*	*5*	*0·1*	*0·01*	*0·4*	*0·16*	*7·6*	*0·1*	*0·3*	—	—	—	—
Other Foods (*f*)	33	1·0	0·8	0·9	0·5	0·3	10	0·8	0·4	2·0	75	1·4	0·01	0·8	0·02	1·1	0·6	3·1	1	1·7	2	1·1
Total All Foods	*3,195*	*100*	*92·6*	*100*	*146·6*	*100*	*1,214*	*100*	*17·7*	*100*	*5,536*	*100*	*1·57*	*100*	*2·07*	*100*	*17·8*	*100*	*68*	*100*	*154*	*100*

(*d*) Including chips and crisps.
(*e*) Including welfare orange juice.
(*f*) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt and invalid and infant foods.

(38491)

TABLE 3

Energy Value and Nutrient Content of Domestic Food Consumption(a)—Households with One Man and One Woman and 4 or more Children, 1961

(per person per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine(b)		Riboflavin		Nicotinic acid		Vitamin C(b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	238	11·1	12·2	20·3	13·5	15·6	450	50·1	0·4	3·4	425	13·9	0·14	13·9	0·57	40·9	0·4	3·6	4	10·3	4	3·6
Dried milk	17	0·8	0·9	1·5	0·9	1·0	31	3·4	...	0·3	37	1·2	0·01	0·6	0·04	2·9	...	0·3	...	1·1	12	10·9
Other milk and cream	8	0·4	0·4	0·6	0·4	0·5	13	1·4	...	0·1	16	0·5	...	0·2	0·02	1·1	...	0·1	...	0·3	...	0·2
Cheese	33	1·6	2·0	3·3	2·8	3·2	65	7·2	0·1	0·4	104	3·4	...	0·2	0·04	2·8	...	0·2	—	—	1	1·1
Total Milk, Cream and Cheese	*296*	*13·9*	*15·5*	*25·8*	*17·6*	*20·4*	*559*	*62·2*	*0·5*	*4·2*	*582*	*19·0*	*0·15*	*14·9*	*0·66*	*47·7*	*0·4*	*4·2*	*4*	*11·7*	*18*	*15·8*
Beef and veal	50	2·3	3·5	5·8	4·0	4·6	2	0·2	0·8	7·3	11	0·4	0·01	1·4	0·05	3·7	1·0	9·2	—	—	—	—
Mutton and lamb	41	1·9	2·1	3·4	3·7	4·2	2	0·2	0·3	2·5	6	0·2	0·02	2·0	0·02	1·7	0·6	5·4	—	—	—	—
Pork	13	0·6	0·4	0·7	1·2	1·4	...	...	...	0·4	—	—	0·02	2·1	0·01	0·4	0·1	1·1	—	—	—	—
Bacon	53	2·5	1·2	2·1	5·4	6·2	2	0·2	0·1	1·1	—	—	0·06	5·8	0·01	0·9	0·3	2·5	—	—	—	—
Liver	3	0·1	0·3	0·6	0·2	0·2	—	—	0·3	2·5	518	17·0	0·01	0·7	0·06	4·3	0·3	2·6	...	0·8	1	0·5
Poultry	3	0·1	0·4	0·7	0·2	0·2	—	—	0·1	0·8	—	—	...	0·3	...	0·1	0·2	1·8	—	—	—	—
Sausages	41	1·9	1·3	2·2	3·1	3·6	3	0·3	0·2	1·9	3	0·1	0·02	2·3	0·01	1·0	0·3	2·6	—	—	—	—
Other meat	52	2·4	2·9	4·8	4·1	4·7	4	0·4	0·6	5·6	24	0·8	0·03	3·1	0·03	2·3	0·5	4·9	...	0·1	...	...
Total Meat	*256*	*12·0*	*12·2*	*20·4*	*21·7*	*25·1*	*13*	*1·4*	*2·5*	*22·0*	*562*	*18·4*	*0·18*	*17·6*	*0·20*	*14·5*	*3·3*	*29·9*	...	*0·9*	*1*	*0·5*
Fat fish (c)	4	0·2	0·4	0·7	0·3	0·3	4	0·4	0·1	0·4	5	0·2	...	0·1	0·01	0·4	0·1	1·1	—	—	16	14·3
Other fish	10	0·5	1·6	2·6	0·4	0·5	4	0·4	0·1	1·1	—	—	...	0·4	0·01	0·7	0·2	1·4	—	—	—	—
Total Fish	*14*	*0·7*	*2·0*	*3·3*	*0·7*	*0·8*	*8*	*0·9*	*0·2*	*1·5*	*5*	*0·2*	*0·01*	*0·5*	*0·02*	*1·2*	*0·3*	*2·6*	—	—	*16*	*14·3*
Eggs	39	1·8	3·0	5·0	3·0	3·5	16	1·8	0·7	6·6	252	8·2	0·03	3·1	0·11	8·0	...	0·3	—	—	15	13·6
Butter	101	4·7	0·1	0·1	11·2	13·0	2	0·2	...	0·1	407	13·3	—	—	—	—	—	—	—	—	8	7·3
Margarine	118	5·5	—	—	13·1	15·1	1	0·1	0·1	0·4	459	15·0	—	—	—	—	—	—	—	—	49	43·7
Other fats	65	3·0	...	...	7·2	8·3	...	...	...	0·1	3	0·1	...	...	...	...	...	0·2	—	—	...	0·3
Total Fats	284	13·3	0·1	0·1	31·5	36·5	3	0·3	0·1	0·6	869	28·4	...	...	...	...	...	0·2	—	—	57	51·4
Sugar and Preserves	265	12·4	...	...	...	...	3	0·3	0·1	1·1	1	...	...	...	...	...	...	...	1	1·6	—	—

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

(b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B_1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.

(c) Includes canned salmon and other canned fish.

TABLE 3—*continued*

(per person per week)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine(*b*)		Riboflavin		Nicotinic acid		Vitamin C(*b*)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Potatoes (*d*)	151	7·1	3·7	6·2	0·8	0·9	16	1·8	1·3	11·9	—	—	0·19	18·5	0·13	9·2	2·0	18·4	16	42·7	—	—
Cabbages, brussels sprouts and cauliflower	5	0·2	0·4	0·7	—	—	9	1·0	0·2	1·6	34	1·1	0·01	1·3	0·01	0·9	0·1	0·9	3	8·9	—	—
Leafy salads	...	...	...	...	—	—	...	...	...	0·2	23	0·8	...	0·1	...	0·1	...	0·1	...	0·9	—	—
Fresh legumes, including quick-frozen	...	...	0·1	0·2	—	—	...	...	...	0·4	6	0·2	0·01	0·5	...	0·2	...	0·1	...	0·5	—	—
Other fresh green vegetables	...	...	...	...	—	—	...	...	...	0·1	7	0·2	...	...	...	...	...	...	...	0·1	—	—
Carrots	2	0·1	0·1	0·1	—	—	3	0·3	...	0·4	390	12·8	...	0·3	...	0·1	...	0·4	...	0·8	—	—
Other root vegetables	1	...	...	0·1	—	—	2	0·2	...	0·2	...	...	...	0·2	...	0·1	...	0·3	...	1·1	—	—
Other vegetables	27	1·3	1·9	3·1	0·1	0·1	16	1·8	0·6	5·6	90	2·9	0·03	3·1	0·02	1·7	0·2	2·3	1	3·0	—	—
Total Vegetables	*186*	*8·7*	*6·3*	*10·4*	*0·8*	*0·9*	*46*	*5·1*	*2·3*	*20·3*	*550*	*18·0*	*0·24*	*23·9*	*0·17*	*12·3*	*2·4*	*22·4*	*22*	*58·1*	—	—
Oranges	2	0·1	0·1	0·1	—	—	2	0·2	...	0·2	6	0·2	...	0·4	...	0·1	...	0·2	3	8·8	—	—
Other citrus fruits	...	...	...	...	—	—	...	...	...	...	...	...	...	0·2	...	...	...	...	...	0·7	—	—
Apples and pears	6	0·3	0·1	0·1	—	—	...	...	0·1	0·5	2	0·1	...	0·4	...	0·3	0·1	0·6	1	1·5	—	—
Soft fruit	...	...	...	...	—	—	...	...	...	...	...	...	...	...	...	...	...	...	...	0·9	—	—
Bananas	4	0·2	0·1	0·1	—	—	...	...	...	0·2	2	0·1	...	0·3	...	0·1	...	0·4	1	1·5	—	—
Fresh tomatoes	1	...	0·1	0·2	—	—	1	0·1	...	0·4	101	3·3	0·01	0·5	...	0·3	...	0·4	3	6·7	—	—
Other fresh fruit	...	...	...	...	—	—	2	0·2	...	...	1	...	...	...	...	0·1	...	...	...	0·6	—	—
Other fruit (*e*)	14	0·7	0·1	0·2	0·2	0·2	1	0·1	0·2	1·4	43	1·4	0·01	0·5	0·01	0·4	...	0·4	2	5·1	—	—
Total Fruit	*27*	*1·3*	*0·4*	*0·7*	*0·2*	*0·2*	*6*	*0·7*	*0·3*	*2·7*	*155*	*5·1*	*0·02*	*2·3*	*0·02*	*1·3*	*0·2*	*1·9*	*10*	*25·9*	—	—
White bread	389	18·2	12·5	20·7	1·6	1·9	151	16·9	2·3	20·9	—	—	0·24	23·4	0·04	3·2	2·2	20·4	—	—	—	—
Other bread	43	2·0	1·4	2·4	0·2	0·3	16	1·9	0·3	3·1	—	—	0·03	3·1	0·01	0·5	0·3	3·2	—	—	—	—
Flour	59	2·8	1·6	2·7	0·2	0·2	23	2·6	0·4	3·2	—	—	0·04	3·5	0·01	0·5	0·3	2·8	—	—	—	—
Cakes and pastries	60	2·8	1·0	1·7	2·0	2·3	12	1·4	0·3	2·2	33	1·1	0·01	1·4	0·02	1·2	0·1	1·1	—	—	2	1·8
Biscuits	99	4·6	1·4	2·2	4·9	5·7	16	1·7	0·3	2·8	—	—	0·02	1·9	0·01	0·3	0·2	2·0	—	—	—	—
Other cereals	91	4·3	2·0	3·3	1·5	1·8	11	1·2	0·7	6·0	9	0·3	0·03	3·1	0·03	2·3	0·5	5·0	...	0·1	...	0·2
Total Cereals	*741*	*34·7*	*19·9*	*33·0*	*10·5*	*12·2*	*230*	*25·6*	*4·3*	*38·1*	*42*	*1·4*	*0·37*	*36·3*	*0·11*	*8·0*	*3·6*	*34·4*	...	*0·1*	*2*	*2·0*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·07	5·3	—	—	—	—	—	—
Other beverages	4	0·2	0·2	0·2	0·1	0·2	1	0·1	0·1	0·7	1	...	...	0·1	...	0·2	...	0·2	—	—	—	—
Total Beverages	*4*	*0·2*	*0·2*	*0·2*	*0·1*	*0·2*	*1*	*0·1*	*0·1*	*0·8*	*1*	...	...	*0·1*	*0·07*	*5·6*	...	*0·2*	—	—	—	—
Other foods (*f*)	21	1·0	0·6	1·1	0·3	0·3	6	0·7	0·2	1·8	36	1·2	0·01	0·7	0·02	1·2	0·4	3·5	1	1·7	3	2·4
Total All Foods	*2,136*	*100*	*60·1*	*100*	*86·3*	*100*	*899*	*100*	*11·2*	*100*	*3,056*	*100*	*1·02*	*100*	*1·38*	*100*	*10·6*	*100*	*38*	*100*	*111*	*100*

(*d*) Including chips and crisps.
(*e*) Including welfare orange juice.
(*f*) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt and invalid and infant foods.

APPENDIX D

Household Food Consumption according to Region and Type of Area, 1961(*a*)

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

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
MILK AND CREAM:																	
Liquid milk																	
Full price (pt.)	4·00	4·43	3·57	3·42	3·33	3·78	4·04	4·11	4·27	3·96	4·44	4·40	3·62	3·95	3·96	4·10	4·29
Welfare (pt.)	0·70	0·50	0·80	0·70	0·77	0·68	0·71	0·70	0·65	0·75	0·70	0·66	0·77	0·66	0·66	0·75	0·67
School (pt.)	0·20	0·19	0·23	0·19	0·21	0·21	0·19	0·19	0·22	0·15	0·20	0·21	0·23	0·19	0·20	0·19	0·20
Total Liquid Milk (pt.)	*4·90*	*5·12*	*4·60*	*4·31*	*4·31*	*4·67*	*4·95*	*5·00*	*5·14*	*4·87*	*5·34*	*5·27*	*4·62*	*4·80*	*4·81*	*5·05*	*5·16*
Condensed milk																	
Sweetened (eq. pt.)	0·02	0·03	0·01	0·03	0·03	0·02	0·01	0·02	0·01	0·01	0·02	0·02	0·01	0·02	0·03	0·02	0·01
Unsweetened (eq. pt.)	0·14	0·16	0·08	0·15	0·18	0·15	0·12	0·17	0·13	0·14	0·20	0·14	0·12	0·16	0·15	0·16	0·14
Dried milk																	
National (eq. pt.)	0·03	0·06	0·04	0·04	0·03	0·05	0·03	0·05	0·01	0·01	...	0·04	0·04	0·03	0·02	0·03	0·03
Branded (eq. pt.)	0·08	0·08	0·10	0·09	0·14	0·07	0·06	0·06	0·06	0·07	0·05	0·07	0·07	0·07	0·09	0·09	0·06
Other milk (pt.)	...	...	...	—	...	...	—	0·03	...	...	0·01	0·01	...	...	0·01	...	0·02
Cream (pt.)	0·02	0·02	0·01	0·01	0·02	0·02	0·02	0·02	0·02	0·04	0·03	0·03	0·02	0·02	0·02	0·02	0·03
Total Milk and Cream (pt. or eq. pt.)	*5·20*	*5·46*	*4·85*	*4·62*	*4·71*	*4·98*	*5·19*	*5·36*	*5·36*	*5·14*	*5·64*	*5·58*	*4·88*	*5·10*	*5·12*	*5·36*	*5·44*
CHEESE:																	
Natural	2·70	2·08	2·45	1·92	2·03	2·44	2·81	3·28	3·00	2·81	3·30	3·07	2·30	2·70	2·61	2·81	3·06
Processed	0·37	0·32	0·46	0·38	0·46	0·32	0·39	0·40	0·32	0·26	0·34	0·39	0·37	0·37	0·40	0·32	0·28
Total Cheese	*3·07*	*2·40*	*2·91*	*2·30*	*2·49*	*2·76*	*3·20*	*3·68*	*3·32*	*3·07*	*3·64*	*3·46*	*2·67*	*3·07*	*3·01*	*3·13*	*3·34*
MEAT AND MEAT PRODUCTS:																	
Carcase meat																	
Beef and veal	9·10	7·00	11·02	9·72	9·29	8·03	9·16	9·42	8·02	10·05	7·96	9·78	8·88	8·68	8·90	9·20	10·23
Mutton and lamb	6·75	8·37	3·26	4·37	4·88	7·49	5·76	5·11	7·77	6·82	7·82	9·56	6·68	6·68	5·75	5·56	5·68
Pork	1·95	1·50	0·53	1·35	2·12	1·71	2·57	2·40	2·73	2·46	2·08	2·34	1·66	2·21	1·69	1·80	2·05
Total Carcase Meat	*17·80*	*16·87*	*14·81*	*15·44*	*16·29*	*17·23*	*17·49*	*16·93*	*18·52*	*19·33*	*17·86*	*21·68*	*17·22*	*17·57*	*16·34*	*16·56*	*17·96*

(*a*) See footnote (*a*) to Table 1 of Appendix A, and paragraph 33.

APPENDIX D—*continued*

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

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
MEAT AND MEAT PRODUCTS :—*contd.*																	
Other meat																	
Corned meat	0·65	0·78	0·79	0·80	0·72	0·57	0·64	0·65	0·71	0·65	0·51	0·54	0·74	0·71	0·68	0·58	0·50
Bones	0·20	0·16	0·40	0·22	0·25	0·14	0·30	0·05	0·15	0·17	0·19	0·14	0·31	0·19	0·21	0·14	0·15
Bacon and ham, uncooked	5·24	6·03	3·55	6·09	6·16	5·62	5·02	4·54	6·42	4·71	5·02	5·14	5·02	5·26	5·26	5·48	5·42
Bacon and ham, cooked (including canned)	0·92	0·97	0·75	0·92	1·03	0·92	0·90	0·88	1·05	1·01	0·82	0·96	0·88	0·99	0·93	0·86	0·74
Cooked chicken	0·10	0·08	0·04	0·08	0·25	0·14	0·07	0·02	0·11	0·09	0·10	0·06	0·12	0·14	0·11	0·04	—
Other cooked meat (not canned)	0·73	0·62	1·00	0·92	0·86	0·92	0·66	0·60	0·67	0·50	0·53	0·60	0·91	0·80	0·78	0·59	0·34
Other canned meat	1·27	1·68	1·13	1·81	1·80	1·46	1·11	1·01	1·09	1·31	1·24	0·90	1·22	1·38	1·32	1·46	1·40
Liver	0·81	0·67	0·50	0·72	0·78	0·63	0·80	1·04	0·81	0·96	1·02	1·01	0·62	0·88	0·81	0·76	0·71
Offals (other than liver)	0·60	0·43	0·36	0·50	0·76	0·74	0·49	0·44	0·71	0·58	0·68	0·72	0·71	0·64	0·57	0·42	0·30
Poultry	2·32	2·34	1·10	1·60	1·62	2·22	1·63	1·98	2·08	2·67	2·97	3·85	1·94	2·12	2·19	1·93	1·41
Rabbit, game and other meat	0·13	0·04	0·07	0·08	0·17	0·08	0·18	0·13	0·19	0·09	0·12	0·21	0·05	0·10	0·11	0·15	0·28
Sausages, uncooked, pork	2·12	2·08	1·20	2·10	1·64	1·40	2·34	3·19	2·86	1·66	2·52	2·69	1·60	1·96	2·19	2·13	2·73
Sausages, uncooked, beef	1·47	0·98	4·16	1·46	1·51	1·01	0·76	0·39	0·60	1·59	1·29	1·26	2·20	1·29	1·36	1·47	0·80
Other meat products	2·40	1·52	4·04	3·77	2·72	2·88	2·55	1·42	2·10	1·80	1·94	1·54	2·94	2·30	2·80	2·48	1·91
Total Other Meat and Meat Products	*18·96*	*18·38*	*19·09*	*21·07*	*20·27*	*18·73*	*17·45*	*16·34*	*19·55*	*17·79*	*18·95*	*19·62*	*19·26*	*18·76*	*19·32*	*18·49*	*16·69*
Total Meat and Meat Products	*36·76*	*35·25*	*33·90*	*36·51*	*36·56*	*35·96*	*34·94*	*33·27*	*38·07*	*37·12*	*36·81*	*41·30*	*36·48*	*36·33*	*35·66*	*35·05*	*34·65*
FISH:																	
White, filleted, fresh	1·52	1·20	2·41	1·80	2·24	1·57	1·29	1·07	1·55	1·06	1·02	1·25	1·86	1·36	1·84	1·39	1·03
White, filleted, quick-frozen	0·44	0·60	0·11	0·45	0·25	0·40	0·50	0·42	0·56	0·44	0·64	0·52	0·31	0·44	0·49	0·40	0·51
White, other, fresh	0·71	0·66	0·35	0·52	0·56	0·78	0·59	0·86	0·52	0·74	0·88	1·01	0·70	0·85	0·52	0·54	0·32
Herrings, fresh	0·14	0·10	0·15	0·20	0·08	0·03	0·10	0·18	0·12	0·03	0·26	0·25	0·11	0·14	0·11	0·15	0·10
Fat, fresh, other	0·12	0·06	0·05	0·18	0·12	0·05	0·07	0·14	0·05	0·20	0·17	0·16	0·06	0·13	0·12	0·09	0·12
White, processed	0·34	0·30	0·43	0·22	0·16	0·32	0·20	0·27	0·19	0·24	0·44	0·63	0·34	0·27	0·33	0·23	0·21
Fat, processed	0·32	0·44	0·24	0·34	0·24	0·30	0·19	0·37	0·20	0·20	0·32	0·53	0·24	0·28	0·34	0·23	0·26
Shell	0·06	0·01	—	0·04	0·08	0·04	0·10	0·13	0·01	0·04	0·06	0·11	0·02	0·08	0·04	0·04	0·01
Cooked	0·96	0·52	0·44	1·95	2·06	1·11	0·72	1·29	0·80	0·60	0·63	0·94	0·90	1·18	1·01	0·82	0·50
Salmon, canned	0·53	0·59	0·42	0·62	0·66	0·66	0·66	0·38	0·76	0·42	0·29	0·46	0·60	0·58	0·50	0·54	0·38
Canned, other	0·33	0·32	0·12	0·23	0·38	0·23	0·36	0·55	0·32	0·27	0·40	0·48	0·27	0·37	0·28	0·26	0·36
Fish products	0·22	0·28	0·15	0·39	0·54	0·17	0·18	0·15	0·16	0·14	0·27	0·13	0·21	0·25	0·25	0·26	0·11
Total Fish	*5·69*	*5·08*	*4·87*	*6·94*	*7·37*	*5·66*	*4·96*	*5·81*	*5·24*	*4·38*	*5·38*	*6·47*	*5·62*	*5·93*	*5·83*	*4·95*	*3·91*

APPENDIX D—*continued*

(oz. per person per week unless otherwise stated)

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
EGGS (No.)	4·66	4·58	5·01	5·08	4·94	4·10	4·55	4·86	4·45	4·50	4·59	4·78	4·40	4·56	4·69	4·81	5·06
Eggs purchased (No.)	4·32	3·57	4·65	4·91	4·69	4·01	4·12	4·13	4·15	3·72	4·30	4·76	4·32	4·46	4·51	3·74	3·32
FATS:																	
Butter	6·20	8·88	5·79	5·69	4·97	5·41	6·12	6·32	6·14	7·14	6·44	6·46	5·54	6·23	5·94	6·62	7·41
Margarine	3·30	2·94	3·53	3·56	4·77	4·35	3·10	3·18	3·24	2·50	2·68	2·52	3·73	3·16	3·52	3·43	3·76
Lard and compound cooking fat	2·07	1·87	1·19	2·01	2·66	2·25	3·05	2·13	2·44	2·40	1·89	1·74	1·78	2·43	2·03	2·18	2·24
Suet	0·14	0·08	0·04	0·17	0·14	0·07	0·15	0·36	0·08	0·17	0·18	0·16	0·07	0·14	0·14	0·17	0·18
Dripping	0·24	0·17	0·36	0·55	0·37	0·21	0·28	0·21	0·09	0·24	0·18	0·14	0·19	0·27	0·33	0·25	0·19
Other fats, oils and creams	0·11	0·10	0·02	0·01	0·08	0·04	0·02	0·18	0·07	0·05	0·09	0·35	0·04	0·08	0·09	0·06	0·03
Total Fats	*12·06*	*14·04*	*10·93*	*11·99*	*12·99*	*12·33*	*12·72*	*12·38*	*12·06*	*12·50*	*11·46*	*11·37*	*11·35*	*12·31*	*12·05*	*12·71*	*13·81*
SUGAR AND PRESERVES:																	
Sugar	18·10	19·53	15·70	15·99	17·37	18·89	19·51	18·99	20·13	17·31	17·56	18·34	17·50	18·26	17·56	18·37	19·80
Jams, jellies and fruit curds	1·56	1·43	2·24	1·64	2·05	1·58	1·57	1·15	1·33	1·20	1·39	1·36	1·69	1·59	1·58	1·55	1·46
Marmalade	0·98	1·14	0·77	0·98	0·85	0·98	1·01	1·13	0·78	0·92	1·28	1·06	0·87	0·98	1·04	0·99	0·92
Syrup, treacle and honey	0·49	0·48	0·46	0·50	0·62	0·42	0·51	0·70	0·36	0·64	0·55	0·44	0·31	0·48	0·55	0·66	0·70
Total Sugar and Preserves	*21·13*	*22·58*	*19·17*	*19·11*	*20·89*	*21·87*	*22·60*	*21·97*	*22·60*	*20·07*	*20·78*	*21·20*	*20·37*	*21·31*	*20·73*	*21·57*	*22·88*
VEGETABLES:																	
Old potatoes (1960 crop)																	
Not pre-packed	19·93	15·74	22·91	18·58	19·74	15·90	22·49	20·25	22·12	25·38	18·36	19·18	17·30	19·07	21·38	21·14	25·52
Pre-packed	2·79	2·71	3·68	0·86	2·75	4·97	1·50	0·07	3·70	0·82	2·43	2·88	5·51	2·46	1·98	1·34	0·76
Old potatoes (1961 crop) (*b*)																	
Not pre-packed	18·48	22·79	20·27	19·22	18·14	16·18	20·10	18·65	19·72	19·50	15·53	16·99	16·16	18·88	18·09	21·91	20·71
Pre-packed	1·64	1·59	3·03	1·73	2·33	2·76	0·52	0·32	0·98	0·19	1·38	1·46	4·25	1·04	0·80	0·74	1·49
New potatoes (*b*)																	
Not pre-packed	13·67	13·22	14·05	13·62	11·79	13·57	11·82	12·66	15·08	15·29	11·28	15·46	14·93	14·08	12·84	12·34	9·27
Pre-packed	0·18	0·22	0·58	—	0·40	0·15	0·09	—	0·06	—	0·19	0·14	0·32	0·18	0·21	0·10	0·03
Chips	1·29	0·77	0·66	2·04	3·32	1·57	1·36	1·56	1·40	0·78	0·73	0·84	1·37	1·64	1·46	1·12	0·59
Crisps	0·10	0·12	0·10	0·15	0·12	0·08	0·24	0·10	0·09	0·11	0·10	0·07	0·09	0·13	0·13	0·12	0·06
Total Potatoes	*58·08*	*57·16*	*65·27*	*56·20*	*58·58*	*55·18*	*58·12*	*53·61*	*63·15*	*62·07*	*50·01*	*57·01*	*59·94*	*57·47*	*56·90*	*58·81*	*58·43*
Total Potatoes purchased	*52·80*	*46·19*	*60·02*	*52·47*	*55·02*	*54·00*	*48·11*	*39·99*	*58·35*	*51·10*	*45·46*	*55·85*	*58·98*	*54·68*	*52·01*	*45·14*	*35·13*

(*b*) Potatoes from the 1961 crop were classified as "new" until 31st August, and as "old" from 1st September onwards.

APPENDIX D—*continued*

(oz. per person per week unless otherwise stated)

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
VEGETABLES:—*contd.*																	
Cabbages	5·48	4·47	3·20	4·26	5·09	2·93	4·84	6·21	5·47	8·36	7·06	7·96	4·05	5·85	4·24	5·37	6·12
Brussels sprouts	2·06	1·50	0·66	1·23	2·26	1·19	3·25	2·94	2·98	2·06	2·33	2·71	1·43	2·44	1·92	1·85	1·84
Cauliflower	2·61	2·79	1·18	2·54	3·26	2·15	3·73	3·24	3·06	3·39	3·36	2·02	2·02	3·30	2·68	2·80	2·77
Leafy salads	1·32	1·12	0·58	1·08	1·56	1·25	1·42	1·66	1·34	1·22	1·67	1·61	1·04	1·36	1·38	1·26	1·05
Peas, fresh	1·34	0·96	0·28	0·59	1·33	0·84	1·96	1·73	2·39	1·45	1·32	1·98	1·06	1·50	1·20	1·28	0·44
Peas, quick-frozen	0·56	0·54	0·06	0·18	0·44	0·29	0·58	0·38	0·75	0·64	0·82	1·12	0·35	0·67	0·42	0·34	0·28
Beans, fresh	1·39	1·23	0·05	0·35	0·74	0·22	2·25	2·50	1·88	3·04	2·56	1·59	0·36	1·74	1·08	1·90	2·52
Beans, quick-frozen	0·09	0·12	0·02	0·04	0·06	0·06	0·10	0·04	0·12	0·07	0·14	0·15	0·07	0·10	0·08	0·07	0·05
Other fresh green vegetables	0·24	0·08	0·04	0·02	0·02	0·01	0·13	0·47	0·08	0·86	0·78	0·30	0·01	0·19	0·24	0·40	0·71
Total Fresh Green Vegetables	*15·09*	*12·81*	*6·07*	*10·29*	*14·76*	*8·94*	*18·26*	*19·17*	*18·07*	*21·09*	*20·04*	*19·44*	*10·39*	*17·15*	*13·24*	*15·27*	*15·78*
Carrots	2·96	5·67	3·11	2·77	2·38	4·00	2·04	2·38	2·87	3·00	2·37	2·41	2·89	2·52	3·68	2·92	4·38
Other roots	2·16	2·32	3·23	2·37	1·62	1·16	1·55	2·12	1·60	3·20	2·32	2·30	1·89	1·86	2·34	2·26	3·13
Onions, shallots, etc.	3·05	2·47	3·53	3·08	3·36	3·74	2·90	2·47	3·04	2·46	2·44	3·06	3·56	2·86	3·08	2·70	2·85
Miscellaneous fresh vegetables	1·53	1·05	0·30	0·82	1·16	0·97	1·86	2·34	1·44	1·50	2·41	2·64	1·00	1·65	1·17	1·43	1·10
Dried pulses	0·54	0·60	1·26	0·86	0·56	0·78	0·54	0·23	0·39	0·32	0·17	0·18	0·85	0·52	0·62	0·48	0·44
Canned peas	3·34	2·84	2·65	4·27	3·42	3·32	3·41	3·72	3·22	3·52	3·61	3·32	3·24	3·70	3·32	3·12	2·68
Canned beans	2·70	2·50	3·06	2·98	2·97	2·37	2·74	2·48	2·74	2·50	2·72	2·63	2·99	2·68	2·67	2·54	2·52
Other canned vegetables	0·50	0·50	0·18	0·60	0·86	0·51	0·32	0·66	0·31	0·26	0·69	0·62	0·40	0·52	0·58	0·40	0·40
Vegetable products	0·15	0·04	0·34	0·25	0·06	0·24	0·09	0·05	0·08	0·04	0·11	0·13	0·28	0·10	0·15	0·08	0·09
Total Other Vegetables	*16·93*	*17·99*	*17·66*	*18·00*	*16·39*	*17·09*	*15·45*	*16·45*	*15·69*	*16·80*	*16·84*	*17·29*	*17·10*	*16·41*	*17·61*	*15·93*	*17·59*
Total Vegetables	*90·10*	*87·96*	*89·00*	*84·49*	*89·73*	*81·21*	*91·83*	*89·23*	*96·91*	*99·96*	*86·89*	*93·74*	*87·43*	*91·03*	*87·75*	*90·01*	*91·80*
FRUIT:																	
Fresh																	
Oranges	3·16	2·55	3·13	2·74	3·57	3·58	2·79	3·36	2·71	1·96	3·18	3·88	3·36	2·87	3·06	2·95	2·53
Other citrus fruit	0·82	0·72	0·29	0·73	0·83	0·93	0·94	0·94	0·72	0·63	1·12	1·10	0·66	0·89	0·85	0·68	0·56
Apples	6·40	6·20	4·34	5·63	6·01	5·94	5·77	6·63	5·98	7·29	7·32	8·32	5·49	6·38	5·93	6·04	6·72
Pears	0·70	0·80	0·54	0·69	0·85	0·70	0·45	0·60	0·53	0·42	0·90	0·98	0·70	0·65	0·64	0·62	0·68
Stone fruit	0·72	0·64	0·29	0·48	0·45	0·39	0·70	1·24	0·72	0·61	1·12	1·18	0·48	0·68	0·58	0·79	0·66
Soft fruit	1·09	1·02	0·69	1·13	0·98	0·70	1·71	1·86	0·86	1·22	1·29	1·18	0·62	1·12	1·13	1·45	1·04
Bananas	3·56	3·24	3·09	3·27	3·22	2·94	3·48	3·57	3·22	3·22	4·62	4·59	3·18	3·65	3·48	3·21	2·68
Other fresh fruit	0·87	1·00	1·37	1·00	0·50	0·71	0·69	1·10	0·61	0·74	0·96	0·85	0·77	0·62	1·18	0·88	1·08
Tomatoes	4·52	4·28	3·10	4·18	4·00	4·12	4·36	5·08	4·72	4·42	5·13	5·74	3·92	4·45	4·49	4·24	3·82
Total Fresh Fruit	*21·84*	*20·45*	*16·84*	*19·85*	*20·41*	*20·01*	*20·89*	*24·38*	*20·07*	*20·51*	*25·64*	*27·82*	*19·18*	*21·31*	*21·34*	*20·86*	*19·77*

APPENDIX D—*continued*

(oz. per person per week unless otherwise stated)

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
FRUIT:—*contd.*																	
Other fruit:																	
Tomatoes, canned and bottled	0·66	0·55	0·11	0·59	1·39	0·29	1·83	0·29	1·44	0·32	0·39	0·57	0·41	0·90	0·68	0·70	0·50
Canned peaches, pears and pine-apples	2·74	2·77	2·40	2·68	2·60	2·50	2·81	2·83	2·58	2·77	3·04	3·10	2·51	2·82	2·73	2·61	2·49
Other canned and bottled fruit	1·99	2·18	1·21	1·68	1·79	1·72	2·26	2·16	2·08	1·96	2·51	2·42	1·52	2·05	2·09	1·91	1·82
Dried vine fruit	0·67	0·82	0·44	0·61	0·68	0·61	0·62	1·07	0·57	0·97	0·74	0·61	0·45	0·62	0·74	0·82	1·20
Other dried fruit	0·15	0·13	0·16	0·12	0·12	0·09	0·12	0·25	0·06	0·18	0·27	0·17	0·10	0·15	0·12	0·21	0·20
Nuts and fruit and nut products	0·32	0·39	0·12	0·37	0·41	0·35	0·49	0·35	0·26	0·33	0·40	0·28	0·23	0·33	0·37	0·36	0·46
Fruit juices	0·45	0·42	0·52	0·44	0·30	0·42	0·33	0·35	0·36	0·46	0·56	0·59	0·45	0·42	0·45	0·40	0·38
Welfare orange juice	0·05	0·08	0·05	0·04	0·04	0·03	0·05	0·04	0·03	0·04	0·05	0·06	0·04	0·03	0·05	0·07	0·02
Total Other Fruit and Fruit Products	*7·03*	*7·34*	*5·01*	*6·53*	*7·33*	*6·01*	*8·51*	*7·34*	*7·38*	*7·03*	*7·96*	*7·80*	*5·71*	*7·32*	*7·23*	*7·08*	*7·07*
Total Fruit	*28·87*	*27·79*	*21·85*	*26·38*	*27·74*	*26·02*	*29·40*	*31·72*	*27·45*	*27·54*	*33·60*	*35·62*	*24·89*	*28·63*	*28·57*	*27·94*	*26·84*
CEREALS:																	
Brown bread	2·39	2·36	1·89	5·47	2·73	2·82	1·85	1·76	1·54	1·57	2·46	2·44	2·25	2·12	2·76	2·54	2·22
White bread, large loaves	32·46	37·49	39·20	27·44	30·83	34·80	36·00	33·68	37·85	34·23	25·04	25·03	35·08	32·64	32·31	34·53	39·86
White bread, small loaves	3·64	4·22	0·68	5·98	4·30	4·51	3·90	4·15	3·01	3·36	3·58	4·04	3·35	4·12	3·98	2·52	3·16
Wholewheat and wholemeal bread	0·84	0·90	0·14	0·37	0·56	0·74	0·39	0·96	0·91	0·98	1·64	1·31	0·45	0·87	0·87	0·91	0·56
Malt bread	0·22	0·12	0·14	0·54	0·42	0·40	0·15	0·05	0·22	0·17	0·16	0·14	0·33	0·22	0·26	0·16	0·13
Other bread	5·62	5·70	10·64	4·78	4·91	4·28	2·74	3·06	4·88	2·96	5·48	7·24	7·52	4·02	5·13	5·34	4·03
Total Bread	*45·17*	*50·79*	*52·69*	*44·58*	*43·75*	*47·55*	*45·03*	*43·66*	*48·41*	*43·27*	*38·36*	*40·20*	*48·98*	*43·99*	*45·31*	*46·00*	*49·96*

APPENDIX D—*continued*

(oz. per person per week unless otherwise stated)

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
CEREALS:—*contd.*																	
Self-raising flour	4·84	4·96	2·80	5·18	6·02	4·70	5·42	6·50	4·40	6·59	5·10	4·34	3·34	5·27	4·98	5·52	7·32
Other flour	1·53	0·68	0·63	3·82	3·47	0·86	2·81	2·83	0·64	2·00	1·03	0·96	0·64	2·02	1·66	2·02	2·28
Buns, scones and teacakes	1·33	0·88	2·52	2·46	2·32	1·76	0·81	0·38	0·69	0·82	0·90	0·77	1·95	1·06	1·62	1·40	0·80
Cakes and pastries	4·76	3·83	5·11	4·79	5·11	5·51	4·36	4·32	4·45	5·54	4·59	4·34	5·07	4·88	5·10	4·34	4·31
Chocolate biscuits	1·02	0·66	2·42	1·53	1·23	1·13	0·72	0·63	0·62	0·58	0·78	0·60	1·38	0·81	1·24	1·19	0·82
Other biscuits	4·58	3·98	4·96	5·04	4·63	3·90	4·30	4·42	4·15	5·12	5·05	4·81	4·32	4·68	4·62	4·48	4·42
Puddings	1·00	0·74	1·33	1·36	1·45	1·10	1·23	0·74	0·94	0·71	0·70	0·79	1·21	1·13	1·00	0·90	0·64
Ice-cream (served as part of a meal)	0·60	0·41	0·55	0·52	0·46	0·46	0·48	0·85	0·39	0·45	1·12	0·78	0·44	0·59	0·67	0·55	0·58
Oatmeal and oat products	0·78	0·86	1·46	0·61	0·52	0·60	0·86	0·85	0·72	0·82	0·58	0·68	0·83	0·64	0·76	0·92	1·33
Breakfast cereals	1·90	2·06	1·43	1·74	1·61	1·91	2·20	2·13	1·79	1·97	2·12	2·10	1·68	1·96	1·89	1·88	1·93
Rice	0·60	0·75	0·45	0·88	0·48	0·60	0·54	0·69	0·57	0·55	0·59	0·67	0·50	0·56	0·66	0·61	0·80
Cereals, flour base	0·86	0·62	1·08	0·64	0·68	0·54	0·79	0·84	0·57	0·67	1·22	1·24	0·74	0·86	0·81	0·72	0·59
Other cereals	0·57	0·49	0·85	0·47	0·44	0·42	0·56	0·56	0·52	0·50	0·70	0·60	0·46	0·48	0·63	0·67	0·77
Total Cereals	*69·54*	*71·71*	*78·28*	*73·62*	*72·17*	*71·04*	*70·11*	*69·40*	*68·86*	*69·39*	*62·84*	*62·88*	*71·54*	*68·93*	*70·95*	*71·20*	*76·55*
BEVERAGES:																	
Tea	2·84	2·85	2·46	2·72	2·90	2·96	2·86	2·58	3·12	2·79	2·81	3·01	2·85	2·95	2·80	2·57	2·73
Coffee, bean and ground	0·08	0·03	0·04	0·05	0·06	0·10	0·10	0·09	0·06	0·06	0·14	0·12	0·08	0·07	0·06	0·09	0·08
Coffee, powders and crystals	0·16	0·10	0·08	0·16	0·18	0·16	0·15	0·22	0·13	0·12	0·21	0·22	0·15	0·14	0·16	0·16	0·10
Coffee essences	0·14	0·10	0·06	0·08	0·17	0·08	0·30	0·25	0·21	0·25	0·16	0·11	0·08	0·19	0·12	0·21	0·22
Cocoa and drinking chocolate	0·16	0·14	0·06	0·14	0·13	0·12	0·12	0·33	0·18	0·19	0·21	0·18	0·10	0·14	0·17	0·16	0·28
Branded food drinks	0·22	0·15	0·02	0·14	0·24	0·21	0·28	0·36	0·30	0·26	0·31	0·24	0·15	0·22	0·22	0·28	0·27
Total Beverages	*3·60*	*3·37*	*2·72*	*3·29*	*3·68*	*3·63*	*3·81*	*3·83*	*4·00*	*3·67*	*3·84*	*3·88*	*3·41*	*3·71*	*3·53*	*3·47*	*3·68*
MISCELLANEOUS:																	
Spreads and dressings	0·19	0·13	0·15	0·20	0·14	0·10	0·21	0·25	0·13	0·20	0·36	0·23	0·12	0·18	0·21	0·24	0·16
Soups, canned	2·48	2·38	4·02	3·25	3·05	2·49	2·31	1·90	1·88	1·74	2·16	2·00	2·88	2·37	2·92	2·34	1·85
Soups, dehydrated and powdered	0·06	0·05	0·10	0·05	0·02	0·04	0·05	0·04	0·03	0·04	0·08	0·06	0·05	0·05	0·07	0·04	0·05
Meat and vegetable extracts	0·12	0·10	0·05	0·08	0·14	0·06	0·12	0·18	0·11	0·12	0·21	0·17	0·08	0·12	0·12	0·13	0·12
Pickles and sauces	1·07	1·00	1·16	1·08	1·42	0·81	1·28	1·04	1·09	0·80	0·96	1·18	1·12	1·07	1·00	1·01	0·96
Table jellies, squares and crystals (pt.)	0·09	0·12	0·09	0·08	0·08	0·07	0·09	0·08	0·08	0·12	0·11	0·11	0·08	0·09	0·09	0·10	0·09
Salt	0·84	0·58	0·99	0·84	0·77	0·60	1·00	0·90	0·91	0·97	0·86	0·86	0·82	0·87	0·84	0·80	0·84
Invalid and infant foods	0·33	0·31	0·31	0·36	0·36	0·42	0·42	0·28	0·30	0·26	0·32	0·33	0·32	0·30	0·34	0·39	0·35

APPENDIX E

Demand for Carcase Meat and Poultry, 1956-61

1. Among the most significant changes in the pattern of consumer demand during the years following decontrol was the expansion of the market for broiler poultry, which proceeded much more rapidly than can be explained by the fall in their price. It has been suggested that, as broilers entered the mass market, some of the demand for carcase meat was transferred to them. To investigate this problem, the monthly Survey data of average prices and purchases of each of the three carcase meats and poultry in the period from January 1956 to December 1961, have been subjected to further analysis to provide estimates of the extent to which changes in purchases of each of the four commodities can be explained by changes in its own price and in those of the other three. This analysis has taken the form of fitting sets of demand equations by multiple regression methods to the logarithms of the data on purchases and deflated prices, and presumes a constant elasticity form of the demand relationships. Separate sets of demand equations were calculated on the assumptions of there being regular seasonal shifts in demand, or annual shifts, or neither, or both. Tests were then applied to discover whether the shifts in demand were statistically significant or not, and according to the results of these tests, the appropriate equation from each set was selected and the remainder rejected[1].

2. The selected equations are:—

$$Q_1 = -1{\cdot}56P_1 + {\cdot}09P_2 - {\cdot}00P_3 + {\cdot}10P_4 \quad \text{(S.A.)}$$
$$\qquad ({\cdot}21) \quad ({\cdot}16) \quad ({\cdot}17) \quad ({\cdot}09)$$

$$Q_2 = +1{\cdot}00P_1 - 1{\cdot}17P_2 + {\cdot}21P_3 - {\cdot}06P_4 \quad \text{(S.A.)}$$
$$\qquad ({\cdot}29) \quad ({\cdot}21) \quad ({\cdot}22) \quad ({\cdot}12)$$

$$Q_3 = +{\cdot}16P_1 + {\cdot}53P_2 - 1{\cdot}32P_3 - {\cdot}23P_4 \quad \text{(S.)}$$
$$\qquad ({\cdot}43) \quad ({\cdot}37) \quad ({\cdot}42) \quad ({\cdot}13)$$

$$Q_4 = +3{\cdot}20P_1 - {\cdot}47P_2 + {\cdot}80P_3 - 1{\cdot}55P_4 \quad \text{(A.)}$$
$$\qquad (1{\cdot}17) \quad ({\cdot}83) \quad ({\cdot}88) \quad ({\cdot}38)$$

where the Qs and Ps respectively indicate the logarithms of the quantities and the deflated prices expressed as deviations from their means, and the subscripts $_{1, 2, 3, 4}$ are used to distinguish respectively beef and veal, mutton and lamb, pork and poultry. Estimates of the standard errors of the coefficients are shown, in parenthesis, beneath each coefficient. The presence of the letters S or A alongside the equations indicates that there were significant seasonal or annual shifts in demand for the commodity represented by the dependent variable.

3. The reader is cautioned against interpreting the coefficients in the above equations as own-price elasticities and cross-price elasticities of demand, since in determining the coefficients by the method of least squares, no restraints were imposed to ensure that, for example, the coefficient for beef with respect

[1] A detailed account of this method of analysis is to be found in a paper, prepared by Mr. J. A. C. Brown for the F.A.O./E.C.E. Study Group on the Demand for Agricultural Products in 1958, entitled *On the use of covariance techniques in demand analysis.*

to the price of pork is 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. In the absence of these conditions, the coefficients obtained are usually greater than the true elasticities of demand, and therefore to interpret them as being identical with the latter is to exaggerate the substitution relationships. In an earlier study, J. A. C. Brown[1] carried out a simultaneous analysis for the three carcase meats for the period July, 1954 to June, 1957, with restraints on each pair of cross-elasticities to ensure that they obeyed the symmetry conditions, and obtained the following results:

	Elasticity with respect to price of:		
	Beef	Mutton	Pork
Beef and veal	−1·4	+0·3	+0·1
Mutton and lamb	+0·4	−1·7	−0·2
Pork	+0·3	−0·6	−1·9

4. Estimates of the own-price elasticities of demand which have been obtained from the monthly Survey data of average purchases and prices in the period from January 1956 to December 1961 by the methods described in the Annual Report[2] for 1958, together with estimates (in parenthesis) of their standard errors, are:—

Beef and veal	−1·45 (·18)
Mutton and lamb	− ·80 (·20)
Pork	− ·90 (·36)
Poultry	− ·90 (·49)

5. The analysis described in paragraphs 1 and 2 has revealed statistically significant shifts in the underlying household demand for beef and veal, mutton and lamb, and poultry (but not for pork) over and above the changes in purchases due to the changes in prices. Estimates of the extent of the shifts in demand for each of these meats have been obtained by comparing the changes in the level of purchases actually recorded in each year with the corresponding changes in the quantities imputed from the equations given in paragraph 2, since the latter represent (apart from residual error inherent in the analysis) changes which were due to the changes in prices. The differences thus obtained, expressed as percentage deviations from the average (geometric mean) purchases over the whole six-year period are as follows:—

	1956	1957	1958	1959	1960	1961
Beef and veal	− 2·4	+ 2·2	−1·4	−3·0	+1·5	+ 3·3
Mutton and lamb	+14·6	+ 4·6	−3·1	−2·4	−4·4	− 7·0
Poultry	−19·3	−8·7	−4·0	−6·4	+7·3	+40·8

The series for poultry and for mutton and lamb are very regular, and indicate an increasingly rapid expansion of demand for the former over the period and a contraction in that for the latter. The series for beef and veal is much less

[1] *Journal of Agricultural Economics*, Vol. XIII (1959), pp. 228–249.
[2] *Domestic Food Consumption and Expenditure: 1958*, paragraphs 60–65. H.M.S.O., 1960.

regular, although it offers some suggestion that demand may have been stronger towards the end of the period than at the beginning, and no doubt stronger than in 1959 when total supplies were appreciably lower.

6. As for fats (cf. paragraph 24) part of the explanation of the changes in demand for meat is provided by the rise in real income per head during the period under review. Estimates of the income-elasticity of demand for the various kinds of meat were given in *Domestic Food Consumption and Expenditure:* 1960, p. 160, for the years 1955, 1958 and 1960, and those for other years can be interpolated. Using these values to adjust the percentage deviations in paragraph 5 for changes in real income, the following series are obtained:

	1956	1957	1958	1959	1960	1961
Beef and veal	− 2·1	+2·5	−1·1	−3·0	+1·0	+ 2·8
Mutton and lamb . . .	+16·8	+6·2	−1·7	−2·5	−7·0	− 8·9
Poultry	−12·4	−2·5	+1·4	−6·6	−0·5	+27·2

Thus the decrease in demand for mutton and lamb would have been rather steeper if real incomes had not risen, while the rise in demand for poultry would have been only about two-thirds as rapid as that acutally observed. Since about 1959, when the marketing of broiler poultry was intensified, there appears to have been some shift in the underlying demand for carcase meat as a whole to poultry, although this tendency has not been so pronounced as to lead to an actual fall in consumption of carcase meat. The causes of the changes in demand which are explained neither by price changes nor by income remain to some extent a matter for conjecture. Changes in retail distribution and in shopping and other habits have all played a part.

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(Numbers refer to paragraphs; App.—Appendix)

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