

Research Report

Food for thought: applying house price inflation to household goods prices – 2014 edition

From the Shelter policy library

February 2014

www.shelter.org.uk

© 2014 Shelter. All rights reserved. This document is only for your personal, non-commercial use. You may not copy, reproduce, republish, post, distribute, transmit or modify it in any way.

This document contains information and policies that were correct at the time of publication.

Shelter

Introduction

This paper looks at the inflation in house prices from 1971 to 2012 and applies it to the cost of everyday goods, in order to emphasise how out of control house prices are.

Methodology

Information on house price inflation was sourced from the ONS House Price Index tables ([table 22](#), formerly DCLG live table 502).

Average price in 1971:	£5,632
Average price in 2012:	£246,032

This gives an inflation of 43.68 times; that is to say house prices in 2012 were 43.68 times those in 1971.

This inflation multiplier was then applied to the 1971 prices of a range of goods. Prices were sourced from the Office for National Statistics and a major retailer archive. Extra calculations were applied to those groceries which are priced per kilo to give an idea of the cost of a standard portion or package. A full list of the new prices is given in the appendix.

In addition, the average expenditure on food for a four-person household was sourced from the 1971 Family Expenditure Survey. The multiplier was also applied to this.

Key Findings

If prices had increased at the same rate as house prices since 1971, then:

- A 4-pint carton of milk would cost £10.48
- A chicken would cost £51.33
- A bunch of 6 bananas would cost £8.49
- A loaf of sliced white bread would cost £4.37
- The average weekly expenditure on food for a family of four would be £454.55
- A pair of pyjamas would cost £111.40
- A pair of slippers would cost £85.19
- A pair of short nylon socks would cost £10.48.

Full findings

	Weight/ Size	1971 Price (pence)	2012 price (pence, if risen at same rate as house prices)	Standard Weights/ Quantities	Standard quantities price (pounds)
Lamb (leg, frozen, imported)	kg	66	2883.19	1.85kg	£53.34
Lamb (loin, frozen, imported)	kg	67	2926.87	290 g pack of chops	£8.49
Lamb (loin, frozen, home bred)	kg	82	3582.14	290 g pack of chops	£10.39
Lamb (shoulder, frozen, home bred)	kg	58	2533.71	734g	£18.60
Pork (on the bone, home bred)	kg	78	3407.40	1kg	£34.07
Beef (home bred, rump)	kg	144	6290.59	450g	£28.31
Pack of Butter (imported)	250g	14	611.59	250g pack	£6.12
Loaf of Bread (White, wrapped and sliced)	800g	10	436.85	Loaf	£4.37
Pint of Milk	Pint	6	262.11	4 pint carton	£10.48
Cheese (cheddar)	kg	51	2227.92	400g	£8.91
Flour (SR)	1.5kg	12	524.22	1.5kg	£5.24
Eggs 1 Dozen (size 4)	Dozen	23	1004.75	Half dozen	£5.02
Coffee (pure, instant)	100g	25	1092.12	100g	£2.18
Pint of Beer	Pint	15	655.27	1 Pint	£6.55
Cigarettes (filter tip)	Pack of 20	27	1179.49	Pack of 20	£11.79
Bananas	kg	18	786.32	6 loose -1.08kg	£8.49
Oranges	kg	16	698.95	1kg	£6.99
Pears	kg	21	917.38	6 loose - 1.13kg	£10.37
Dessert Apples	kg	22	961.06	6 green - 0.96kg	£9.23
Cooking Apples	kg	13	567.90	6 - 1.5kg	£8.52

	Weight/ Size	1971 Price (pence)	2012 price (pence, if risen at same rate as house prices)	Standard Weights/ Quantities	Standard quantities price (pounds)
Mushrooms	kg	60	2621.08	1 pack of closed cup - 350g	£9.17
Onions	kg	10	436.85	3 loose 0.63Kg	£2.75
Carrots	kg	9	393.16	6 loose - 0.6kg	£2.36
Brussel Sprouts	kg	11	480.53	1kg	£4.81
Cauliflower	kg	18	786.32	1kg	£7.86
Cabbage	kg	9	393.16	1 loose - 0.65kg	£2.56
Tomatoes	kg	35	1528.96	1 pack - 750g	£11.47
Potatoes (new, loose)	kg	9	393.16	1 pack - 2.5kg	£9.83
Bacon (Back)	kg	86	3756.88	300g	£11.27
White fish fillets	kg	58	2533.71	1kg	£25.34
Sugar	kg	9	393.16	1kg	£3.93
Sausages (pork)	kg	44	1922.13	8 pork sausages - 454g	£8.73
Ham (not shoulder)	113g	14	611.59	113g	£6.12
Bacon (Gammon)	kg	79	3451.09	250g pack	£8.63
Chicken	kg	47	2053.18	2.5kg	£51.33
Weekly expenditure on food, family of four (FES)	n/a	1040.531	45455.24	n/a	£454.55
Hand towel (cotton)	n/a	90	3931.61	n/a	£39.32
Bath towel (cotton)	n/a	150	6552.70	n/a	£65.53
Bed sheet (single, terylene / cotton mix)	n/a	240	10484.32	n/a	£104.84
Bed sheet (double, terylene / cotton mix)	n/a	299	13061.71	n/a	£130.62
Pillow case (terylene / cotton mix)	n/a	60	2621.08	n/a	£26.21
Dress (short sleeve, crimplene)	n/a	499	21798.65	n/a	£217.99

	Weight/ Size	1971 Price (pence)	2012 price (pence, if risen at same rate as house prices)	Standard Weights/ Quantities	Standard quantities price (pounds)
Trousers (men's, crimplene)	n/a	499	21798.65	n/a	£217.99
Jumper (Wool)	n/a	275	12013.28	n/a	£120.13
Tie (polyester)	n/a	83	3625.83	n/a	£36.26
Slippers (men's, suede)	n/a	195	8518.51	n/a	£85.19
Pyjamas (cotton)	n/a	255	11139.59	n/a	£111.40
Socks (short, nylon)	n/a	24	1048.43	n/a	£10.48