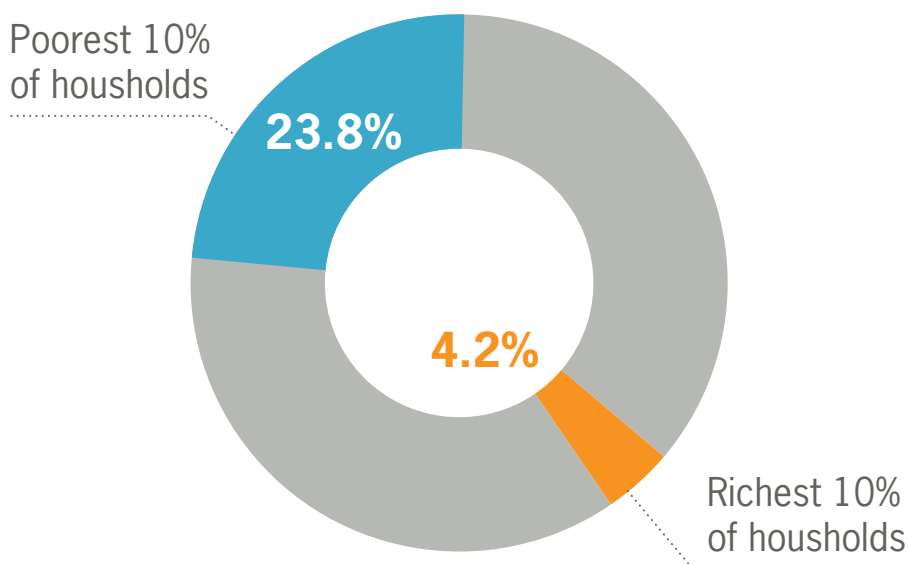


The poor cannot afford to eat as healthily as the rich

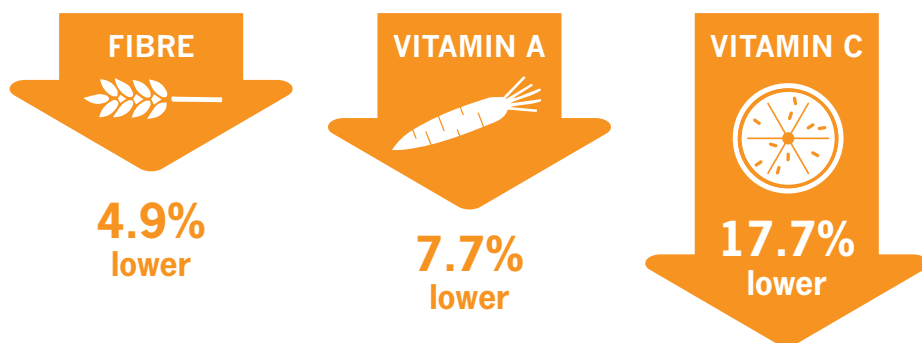
HOUSEHOLD INCOME SPENT ON FOOD



What does this mean?

Food is getting more expensive – but more for the poorest in the country than the richest. While the poorest 10% spend nearly a quarter of their household income on food, for the wealthiest 10% it's just over 4%. And research also suggests that low incomes lead to a less healthy diet – the nutritional quality of food purchased in the UK declined in the aftermath of the 2008-09 recession as households switched to away from fruit and vegetables towards cheaper sources of calories, such as processed food.

NUTRITIONAL INTAKE POOREST FIFTH OF HOUSEHOLDS COMPARED TO THE RICHEST FIFTH



Explaining the data

This data comes from 'Hard to Swallow' a report funded by Kellogs and the Centre for Economics and Business Research (CEBR) and published in March 2013. A report from the Institute for Fiscal Studies, 'Food expenditure and nutritional quality over the great recession' documents the change in nutritional quality of household food purchases since 2005