

TABLE 3.—Percentage of Shops in Each Area stocking One, Two, Three or more Types of Butter.

Area.	One Type.	Two Types.	Three Types.	More than Three Types.
London	38	43	14	6
Bristol and South Wales ..	41	47	12	1
Birmingham	14	31	41	15
Liverpool	41	50	6	2
Manchester	53	35	12	1
Yorkshire	70	27	3	—
Scotland	59	37	3	1
All Areas	47	38	12	3

Table 3 is taken from the figures for the First Survey; as the position in the Second Survey was not appreciably different, it has not been recorded here.

It will be seen that only 15 per cent. of the total number of shops visited were stocking more than two types of butter, the remainder being fairly evenly divided between one and two types. In the Northern areas with the exception of Liverpool, the majority of the shops were stocking only one type. Birmingham was peculiar in that more shops were stocking three types than two.

Generally speaking, independent shops were found to stock fewer types than branches of multiple organisations.

TABLE 4.—Percentage of Independent and Multiple Shops stocking One, Two, Three or more Types of Butter.

Organisation.	One Type.	Two Types.	Three Types.	More than Three Types.
Independent	56	32	9	3
Multiple	39	43	15	4
All Shops	47	38	12	3