

TABLE 17.—Percentage of Shops in each Area selling various Proportions of Empire Butter.  
(First Survey, April-June.)

	London.	Bristol and South Wales.	Birmingham.	Liverpool.	Manchester.	Yorkshire.	Scotland.	All Areas.
Only Empire Butter ..	9	49	4	15	2	2	10	12
More Empire than other Butters ..	22	32	19	12	3	4	3	13
Less Empire than other Butters ..	30	8	52	39	28	10	20	25
No Empire Butter ..	39	11	25	34	67	85	67	50

The information obtained on this point is further analysed in Table 18 according to the type of organisation of the shops.

TABLE 18.—Percentage of Independent and Multiple Shops selling various Proportions of Empire Butter.  
(First Survey, April-June.)

	Independent.	Multiple.	All Shops.
Only Empire Butter ..	15	9	12
More Empire than other Butters ..	12	14	13
Less Empire than other Butters ..	15	34	25
No Empire Butter ..	58	43	50

The relatively low percentage of multiple shops selling only Empire butter is due to the tendency of these shops to stock a variety of types. It appears that Empire butters by themselves are not regarded as providing a sufficient variety; Australian and New Zealand butters are generally considered by retailers as of similar type and are seldom stocked simultaneously in the same shop, while neither is in season at the same time as Irish. Home farm butter is a distinct Empire type, but in view of the small quantities available it is rarely stocked by the larger multiple firms.