

the isolation of distant communities and helped improve the national standard of taste and behavior

Britain spending on consumer goods like luxury items was increasingly drastically which therefore increased their living standards as they could worry less about money. As over the course of a year spending on luxury items rose from £1 billion on consumer goods to £1.5 billion by 1960 illustrating the drastic increase in a short space in time. Wages were on average twice what they were, therefore individual's income was a lot more disposable. Many brought labour-saving devices such as vacuum cleaners, washing machines, and fridges. The ownership of household labour-saving devices dramatically increased throughout the 1950s and 1960s. For example, in 1955 only 17 per cent of homes had washing machines, but eleven years later the figure had risen to 60 per cent. The growth in consumption of labour-saving devices took much of the drudgery out of the women's households chores and helped change the role of women in the homes. Household chores would normally fill a week but could now be done in hours. Married women were portrayed in adverts and television shows 'housewives' in charge of the kitchen with the help of modern consumer products. Advertisers and manufacturers were particularly keen to appeal to women who were often the managers of the household budget. These new labour-saving devices for the home improve many women's living standards as it meant that they could spend less time cleaning.

On average people's wages doubled which allowed them to have an improved living standards as they would have more of a disposable income. This was a factor that allowed working-class families to buy consumer goods such as household furnishings, televisions fitted kitchens and cars this was possible due to the relaxation of the rules surrounding consumer credit in 1954. Being able to borrow in order to afford luxuries increased at a rapid pace in 1955; for example, the demand for television sets rose by 10%. Shops selling electrical announced delays of up to three months while the new stock was ordered. However, in the pre-war years buying on credit had been popularly seen as far less accessible, particularly in working class communities: 'respectable' people lived within their means and did not borrow. The 1950s saw an intervention of the ice and respectably often came through the ability to purchase new and desirable products. The economic shocks of the 1970s seemed to do very little to slow down consumer spending or the expansion of consumer choice. Throughout the decade British taste for foreign food and drink rapidly grew, early as a result of cheaper travel and access to overseas holidays and partly to the rapid growth of supermarket chains providing low-cost food.

In conclusion, the post-war era saw improvements in living standards across society which would have been almost unimaginable to many in the pre-war period. However, there were still many pockets of poverty, particularly within the inner cities. Nevertheless, many in Britain enjoyed a consumer culture in which goods were readily available and often on credit and living standards improved dramatically, fuelled by low unemployment and rising wages, therefore many people had more disposable income and consequentially worried about money or much less. This led to people being able to do more leisurely activities and go on holiday. Many of the problems; for the example with high rise flats would surface to a later degree later in the period.