

RICS Pub Benchmark Survey Q1 2015, May 2015

Trade Split

Region	Average Rent	Difference to National Average		% over / under National Average		Average Turnover	Difference to National Average		% over / under National Average		Rent as % of Turnover	Difference to National Average		% over / under National Average		Wet Share as % of Turnover	Difference to National Average		% over / under National Average		Dry Share as % of Turnover	Difference to National Average		% over / under National Average		Other Income Share as % of Turnover	Difference to National Average		% over / under National Average	
		£	£	£	£		£	£	£	£		£	£	£	£		£	£	£	£		£	£	£	£		£	£	£	£
Wales	£ 21,746	-£ 3,803	-14.9%	£ 308,138	-£ 27,239	-8.1%	7.1%	-0.6%	84%	7.0%	14%	-7.0%	3%	1.0%																
South West	£ 22,891	-£ 2,658	-10.4%	£ 327,931	-£ 7,446	-2.2%	7.0%	-0.6%	69%	-8.0%	30%	9.0%	1%	-1.0%																
South East	£ 22,217	-£ 3,332	-13.0%	£ 296,778	-£ 38,599	-11.5%	7.5%	-0.1%	76%	-1.0%	22%	1.0%	2%	0.0%																
South Central	£ 27,576	£ 2,027	7.9%	£ 320,003	-£ 15,374	-4.6%	8.6%	1.0%	74%	-3.0%	23%	2.0%	2%	0.0%																
North West	£ 23,481	-£ 2,068	-8.1%	£ 341,504	£ 6,127	1.8%	6.9%	-0.7%	77%	0.0%	22%	1.0%	1%	-1.0%																
North East	£ 16,673	-£ 8,876	-34.7%	£ 268,826	-£ 66,551	-19.8%	6.2%	-1.4%	83%	6.0%	15%	-6.0%	2%	0.0%																
Midlands	£ 19,818	-£ 5,731	-22.4%	£ 291,252	-£ 44,125	-13.2%	6.8%	-0.8%	84%	7.0%	14%	-7.0%	2%	0.0%																
East Anglia	£ 25,794	£ 245	1.0%	£ 318,889	-£ 16,488	-4.9%	8.1%	0.5%	75%	-2.0%	22%	1.0%	4%	2.0%																
London	£ 49,743	£ 24,194	94.7%	£ 545,077	£ 209,700	62.5%	9.1%	1.5%	72%	-5.0%	27%	6.0%	1%	-1.0%																
National	£ 25,549	n/a	n/a	£ 335,377	n/a	n/a	7.6%	n/a	77%	n/a	21%	n/a	2%	n/a																

(Trade Split Percentages may not sum to 100% due to RICS rounding)



Region	Average Turnover		Estimated Wet Turnover		Estimated Dry Turnover		Estimated Other Income Turnover		Estimated Wet Gross Profit		Estimated Dry Gross Profit		Estimated Total Gross Profit Including 100% other income		Estimated Gross Profit After Rent		Overall Score (lower the better)
	£	Rank	£	Rank	£	Rank	£	Rank	£	Rank	£	Rank	£	Rank	£	Rank	
Wales	£ 308,138	6	£ 258,836	3	£ 43,139	7	£ 9,244	2	£ 142,360	3	£ 25,884	7	£ 177,487	6	£ 155,741	5	39
South West	£ 327,931	3	£ 226,272	7	£ 98,379	2	£ 3,279	9	£ 124,450	7	£ 59,028	2	£ 186,757	3	£ 163,866	3	36
South East	£ 296,778	7	£ 225,551	8	£ 65,291	6	£ 5,936	4	£ 124,053	8	£ 39,175	6	£ 169,163	7	£ 146,946	7	53
South Central	£ 320,003	4	£ 236,802	6	£ 73,601	4	£ 6,400	3	£ 130,241	6	£ 44,160	4	£ 180,802	5	£ 153,226	6	38
North West	£ 341,504	2	£ 262,958	2	£ 75,131	3	£ 3,415	8	£ 144,627	2	£ 45,079	3	£ 193,121	2	£ 169,640	2	24
North East	£ 268,826	9	£ 223,126	9	£ 40,324	9	£ 5,377	7	£ 122,719	9	£ 24,194	9	£ 152,290	9	£ 135,617	9	70
Midlands	£ 291,252	8	£ 244,652	4	£ 40,775	8	£ 5,825	5	£ 134,558	4	£ 24,465	8	£ 164,849	8	£ 145,031	8	53
East Anglia	£ 318,889	5	£ 239,167	5	£ 70,156	5	£ 12,756	1	£ 131,542	5	£ 42,093	5	£ 186,391	4	£ 160,597	4	34
London	£ 545,077	1	£ 392,455	1	£ 147,171	1	£ 5,451	6	£ 215,850	1	£ 88,302	1	£ 309,604	1	£ 259,861	1	13
National	£ 335,377	n/a	£ 258,240	n/a	£ 70,429	n/a	£ 6,708	n/a	£ 142,032	n/a	£ 42,258	n/a	£ 190,997	n/a	£ 165,448	n/a	n/a

Note: Turnover Figures are projected per annum over the next two years and are based on brewer/pubco estimates
 Note: Gross Profit Wet at 55% and Dry at 60%