

RICS Pub Benchmark Survey Q2 2017, August 2017

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	Wet Share as % of Turnover	Difference to National Average		% over / under National Average		Other Income Share as % of Turnover	Difference to National Average
		£	£	£	£		£	£	£	£			£	£				
Wales	£ 22,307	-£ 15,384	-40.8%	£ 350,561	-£ 45,646	-11.5%	6.4%	-3.1%	68%	-5.0%	30%	6.0%	2%	-1.0%				
South West	£ 27,804	-£ 9,887	-26.2%	£ 335,213	-£ 60,994	-15.4%	8.3%	-1.2%	74%	1.0%	22%	-2.0%	4%	1.0%				
South East	£ 42,626	£ 4,935	13.1%	£ 458,741	£ 62,534	15.8%	9.3%	-0.2%	77%	4.0%	21%	-3.0%	2%	-1.0%				
South Central	£ 46,713	£ 9,022	23.9%	£ 475,934	£ 79,727	20.1%	9.8%	0.3%	63%	-10.0%	36%	12.0%	1%	-2.0%				
North West	£ 25,236	-£ 12,455	-33.0%	£ 332,116	-£ 64,091	-16.2%	7.6%	-1.9%	75%	2.0%	21%	-3.0%	4%	1.0%				
North East	£ 29,250	-£ 8,441	-22.4%	£ 391,110	-£ 5,097	-1.3%	7.5%	-2.0%	72%	-1.0%	25%	1.0%	3%	0.0%				
Midlands	£ 20,969	-£ 16,722	-44.4%	£ 291,167	-£ 105,040	-26.5%	7.2%	-2.3%	78%	5.0%	20%	-4.0%	2%	-1.0%				
East Anglia	£ 36,953	-£ 738	-2.0%	£ 412,271	£ 16,064	4.1%	9.0%	-0.5%	62%	-11.0%	35%	11.0%	3%	0.0%				
London	£ 87,357	£ 49,666	131.8%	£ 518,999	£ 122,792	31.0%	16.8%	7.3%	87%	14.0%	8%	-16.0%	5%	2.0%				
National	£ 37,691	n/a	n/a	£ 396,207	n/a	n/a	9.5%	n/a	73%	n/a	24%	n/a	3%	n/a				

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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	£ 350,561	6	£ 238,381	8	£ 105,168	3	£ 7,011	7	£ 131,110	8	£ 68,359	3	£ 206,480	6	£ 184,173	6	47
South West	£ 335,213	7	£ 248,058	7	£ 73,747	6	£ 13,409	2	£ 136,432	7	£ 47,935	6	£ 197,776	7	£ 169,972	8	50
South East	£ 458,741	3	£ 353,231	2	£ 96,336	5	£ 9,175	6	£ 194,277	2	£ 62,618	5	£ 266,070	3	£ 223,444	2	28
South Central	£ 475,934	2	£ 299,838	3	£ 171,336	1	£ 4,759	9	£ 164,911	3	£ 111,369	1	£ 281,039	2	£ 234,326	1	22
North West	£ 332,116	8	£ 249,087	6	£ 69,744	7	£ 13,285	3	£ 136,998	6	£ 45,334	7	£ 195,616	8	£ 170,380	7	52
North East	£ 391,110	5	£ 281,599	4	£ 97,778	4	£ 11,733	5	£ 154,880	4	£ 63,555	4	£ 230,168	5	£ 200,918	5	36
Midlands	£ 291,167	9	£ 227,110	9	£ 58,233	8	£ 5,823	8	£ 124,911	9	£ 37,852	8	£ 168,586	9	£ 147,617	9	69
East Anglia	£ 412,271	4	£ 255,608	5	£ 144,295	2	£ 12,368	4	£ 140,584	5	£ 93,792	2	£ 246,744	4	£ 209,791	4	30
London	£ 518,999	1	£ 451,529	1	£ 41,520	9	£ 25,950	1	£ 248,341	1	£ 26,988	9	£ 301,279	1	£ 213,922	3	26
National	£ 396,207	n/a	£ 289,231	n/a	£ 95,090	n/a	£ 11,886	n/a	£ 159,077	n/a	£ 61,808	n/a	£ 232,772	n/a	£ 195,081	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 65%