



E B U R Y P U B L I S H I N G

NOTES TO EDITORS: Embargoed for release on Tuesday 14 October 2008

WHERE TO FIND THE CHEAPEST PINT

The Good Pub Guide's annual drinks price survey has been running for more than 20 years and shows just how much prices change from year to year and vary for each region. The average price for a pint of bitter is now **£2.58** – up **7%** on last year.

**Extract from the Introduction of *The Good Pub Guide 2009*
edited by Alisdair Aird & Fiona Stapley (Ebury Press, £15.99)**

Where you drink also has a major effect on your pocket. Pubs in some areas set much lower prices than others.

Each year we check the price of the cheapest cask-conditioned Bitter sold by a number of pubs right across Great Britain, and compare it with the price charged by those same pubs 12 months earlier. We make sure we get a price from every single pub in the sample. This year, there were 1,002 pubs in this year-on-year sample. This is the most accurate long-running survey of pub beer prices carried out in the UK, as it makes sure that, from one year to the next, it's the same pubs which are compared. Surveys which simply take an overall average price one year and compare it with an average for the previous year run the risk that their sample of pubs, different from one year to the next, may include a changing proportion of 'cheap' or 'expensive' pubs.

Table: How beer prices vary	£/pint
extraordinarily cheap	
West Midlands	2.25
very cheap	
Nottinghamshire	2.33
Lancashire	2.34
Staffordshire	2.35
Cheshire	2.38
Cumbria	2.41
quite cheap	
Derbyshire	2.44
Herefordshire	2.45
Yorkshire	2.46
Worcestershire	2.47
Northumbria, Lincolnshire, Shropshire	2.48
Cornwall	2.49
Channel Islands	2.52
Devon	2.53

average

Cambridgeshire, Gloucestershire, Somerset	2.56
Wales	2.57
Leicestershire and Rutland, Wiltshire	2.59
Northamptonshire	2.60
Dorset, Essex	2.63

quite expensive

Isle of Wight	2.65
Scotland	2.66
Hampshire, Hertfordshire, Norfolk	2.67
Bedfordshire, Kent	2.69
Sussex	2.70
Oxfordshire	2.71
Suffolk, Warwickshire	2.72

very expensive

Buckinghamshire	2.76
Berkshire	2.78
London	2.81
Surrey	2.88

To put this in perspective, that pint-a-week pub-goer in Surrey has to shell out over £30 a year more than someone in the West Midlands.

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