

The Pricey Pint

As drinks prices soar at three times the rate of inflation, customers are staying away from the local pub.

A *Which?* report indicates that prices vary widely from pub to pub.

On average northerners still pay less for their drinks than people in the south east

33%

never visit the pub

25%

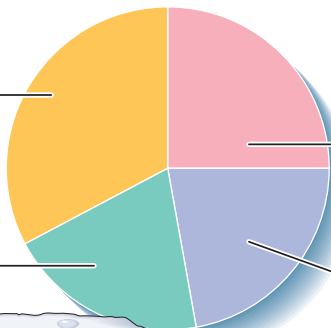
now visit less than once a month

20%

no change

22%

visit less frequently



LAGER

National average price/pint:

£1.39

North west:

£1.00

London:

£1.82



BITTER

National average:

£1.24

North west:

86p

London:

£1.72



GIN & TONIC

Yorkshire and Humberside:

85p

North:

£1.95

London:

£1.96



SOFT DRINKS

Orange juice: up to **£3 per pint**

Mineral water: up to **£1 per glass**