

# RENTAL INDEX

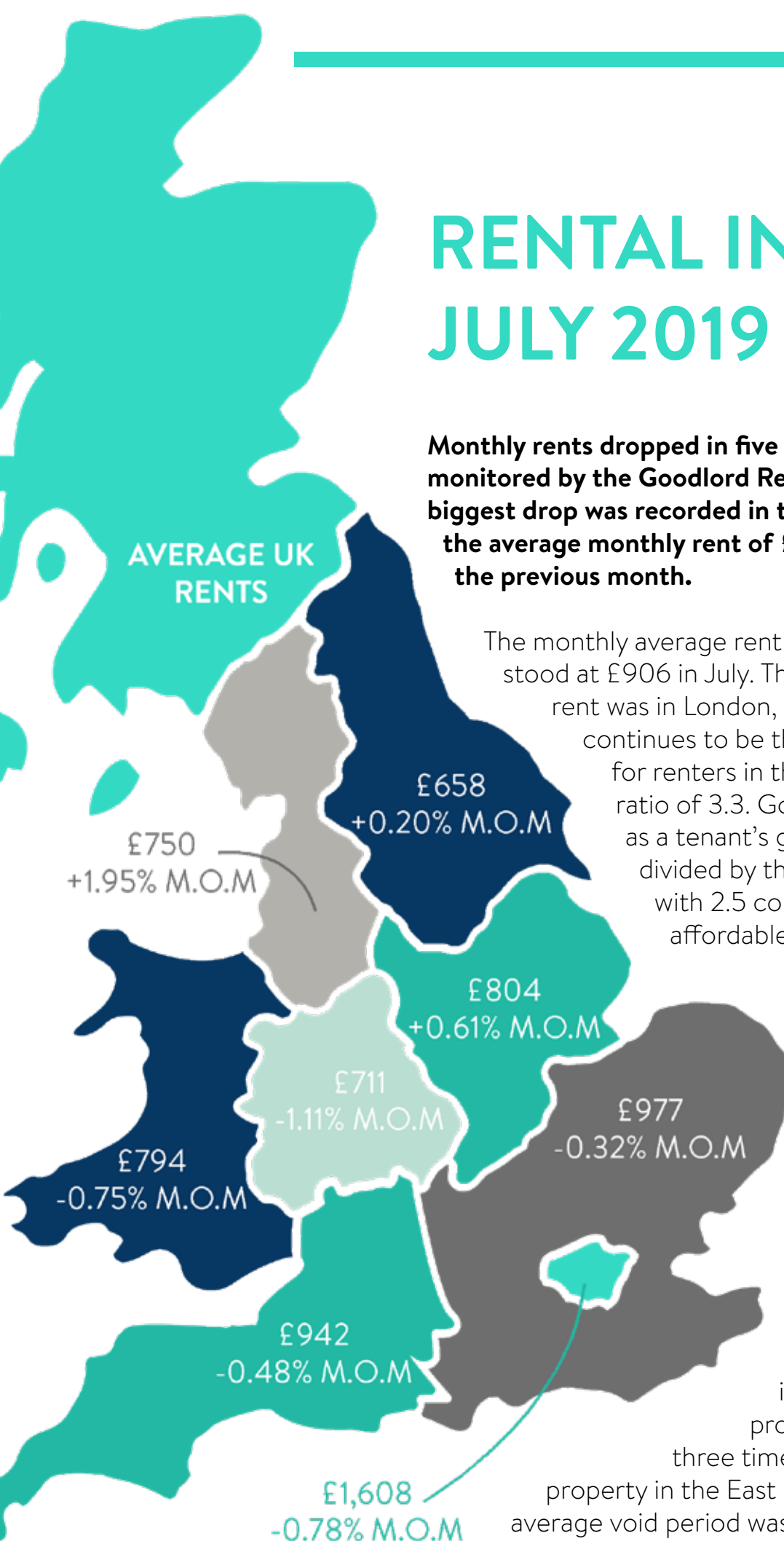
## JULY 2019

Monthly rents dropped in five of the eight regions monitored by the Goodlord Rental Index in July. The biggest drop was recorded in the West Midlands, where the average monthly rent of £711 was 1.11% less than in the previous month.

The monthly average rent for the whole of the UK stood at £906 in July. The highest monthly average rent was in London, at £1,608, which also continues to be the least affordable region for renters in the UK, with an affordability ratio of 3.3. Goodlord defines affordability as a tenant's guaranteed yearly income divided by their yearly rent share, with 2.5 considered the minimum affordable ratio.

The North East, West Midlands and Wales were the most affordable regions in July, each with an average affordability ratio of 3.9.

Meanwhile, the South West continues to have the lowest average void periods in the UK, where it took just nine days to fill a property in July. It took almost three times as long to fill a vacant property in the East Midlands in July, where the average void period was 25 days.



# AVERAGE MONTHLY RENT

## NORTH WEST

May £711  
June: £735  
**July: £750**

**Average this year: £757**

## NORTH EAST

May £634  
June: £657  
**July: £658**

**Average this year: £643**

## WEST MIDLANDS

May £720  
June: £719  
**July: £711**

**Average this year: £697**

## SOUTH WEST

May £896  
June: £947  
**July: £942**

**Average this year: £911**

## SOUTH EAST

May £1,044  
June: £980  
**July: £977**

**Average this year: £992**

## EAST MIDLANDS

May £805  
June: £800  
**July: £804**

**Average this year: £824**

## WALES

May £756  
June: £800  
**July: £794**

**Average this year: £756**

## LONDON

May £1,643  
June: £1,621  
**July: £1,608**

**Average this year: £1,641**

# AVERAGE VOID PERIODS

## NORTH WEST

May: 25 days  
June: 19 days  
July: 19 days

**Average this year: 23 days**

## NORTH EAST

May: 28 days  
June: 21 days  
July: 22 days

**Average this year: 27 days**

## WEST MIDLANDS

May: 16 days  
June: 13 days  
July: 15 days

**Average this year: 27 days**

## SOUTH WEST

May: 15 days  
June: 9 days  
July: 9 days

**Average this year: 21 days**

## SOUTH EAST

May: 18 days  
June: 14 days  
July: 16 days

**Average this year: 20 days**

## EAST MIDLANDS

May: 20 days  
June: 25 days  
July: 25 days

**Average this year: 29 days**

## WALES

May: 20 days  
June: 9 days  
July: 11 days

**Average this year: 19 days**

## LONDON

May: 21 days  
June: 15 days  
July: 15 days

**Average this year: 15 days**

# AVERAGE TENANCY TERM

## NORTH WEST

May: 9 months  
June: 9 months  
July: 9 months

**Average this year: 9 months**

## NORTH EAST

May: 10 months  
June: 10 months  
July: 10 months

**Average this year: 10 months**

## WEST MIDLANDS

May: 9 months  
June: 10 months  
July: 10 months

**Average this year: 9 months**

## SOUTH WEST

May: 10 months  
June: 10 months  
July: 10 months

**Average this year: 10 months**

## SOUTH EAST

May: 12 months  
June: 12 months  
July: 12 months

**Average this year: 11 months**

## EAST MIDLANDS

May: 10 months  
June: 10 months  
July: 10 months

**Average this year: 9 months**

## WALES

May: 10 months  
June: 11 months  
July: 11 months

**Average this year: 10 months**

## LONDON

May: 14 months  
June: 13 months  
July: 13 months

**Average this year: 14 months**

# AVERAGE AFFORDABILITY

## NORTH WEST

May: 3.6  
June: **4.0**  
July: **3.8**

**Average this year: 3.8**

## NORTH EAST

May: 4.1  
June: 4.1  
July: 3.9

**Average this year: 3.9**

## WEST MIDLANDS

May: 4.1  
June: 4.1  
July: 3.9

**Average this year: 3.9**

## SOUTH WEST

May: 3.6  
June: 3.5  
July: 3.4

**Average this year: 3.5**

## SOUTH EAST

May: 3.5  
June: 3.5  
July: 3.6

**Average this year: 3.6**

## EAST MIDLANDS

May: 3.8  
June: 3.9  
July: 3.7

**Average this year: 3.8**

## WALES

May: 3.9  
June: 3.8  
July: 3.9

**Average this year: 3.8**

## LONDON

May: 3.4  
June: 3.3  
July: 3.3

**Average this year: 3.4**

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## GOODLORD INSIGHTS

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# TENANT BREAKDOWN

## NORTH EAST

Age: 31

Income: £18,650 pa

## EAST MIDLANDS

Age: 33

Income: £25,200 pa

## LONDON

Age: 31

Income: £36,000 pa

## SOUTH EAST

Age: 33

Income: £26,600 pa

## NORTH WEST

Age: 30

Income: £19,400 pa

## WEST MIDLANDS

Age: 32

Income: £22,600 pa

## WALES

Age: 32

Income: £23,200 pa

## SOUTH WEST

Age: 33

Income: £20,600 pa

