

Stoke student housing rent report

Overview

This report provides an overview of student housing rental trends, based on live listings on Accommodation for Students (AFS). It compares private student housing with purpose built student accommodation (PBSA) to help landlords and letting agents benchmark their properties. This July 2026 edition includes:

- **Average room rents** (monthly and yearly change, by segment)
- **Rent trend** (13 months of average advertised rents)
- **Year-to-date comparison** (2026 vs 2025)
- **City comparison** (how the city sits against the UK market)

Throughout, student housing means the widest range of privately rented student accommodation, including shared houses and flats marketed to students, rather than solely the legal definition of a house in multiple occupation (HMO).

£91

Average room rent
(£/week)

↑ 3%

—

PBSA average
(£/week)

135

Rooms analysed

36

Properties
advertised

Average room rents

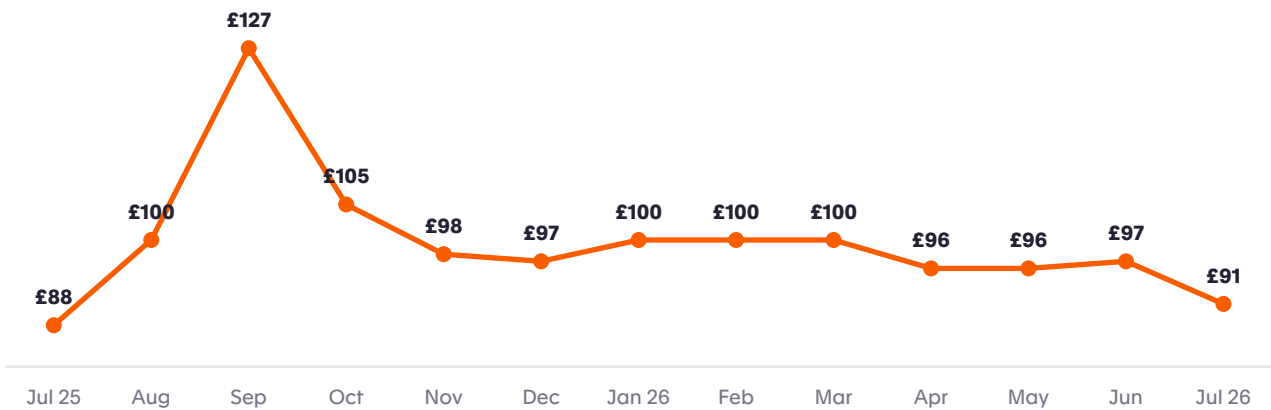
Stoke / July 2026

Segment	Average rent (£/week)	Rooms (n)	Monthly change (vs Jun 2026)	Yearly change (vs Jul 2025)
All student housing	£91	135	↓ 6%	↑ 3%
Bills included	£90	133	↓ 7%	↑ 2%
Bills excluded	—	0	—	—
1-3 bedrooms	—	10	—	—
4+ bedrooms	£86	125	↓ 8%	0%

Source: AFS live listings snapshot 2026-07-31 | averages of advertised weekly room rents

Rent trend

Stoke / 13 months to Jul 2026



Source: Average advertised room rent at each month-end snapshot | late-summer months carry a smaller, dearer advertised mix as let stock delists

Market insight

Compared with July 2025, the average advertised room rent rose 3%; month on month it eased 6%.

Year-to-date comparison

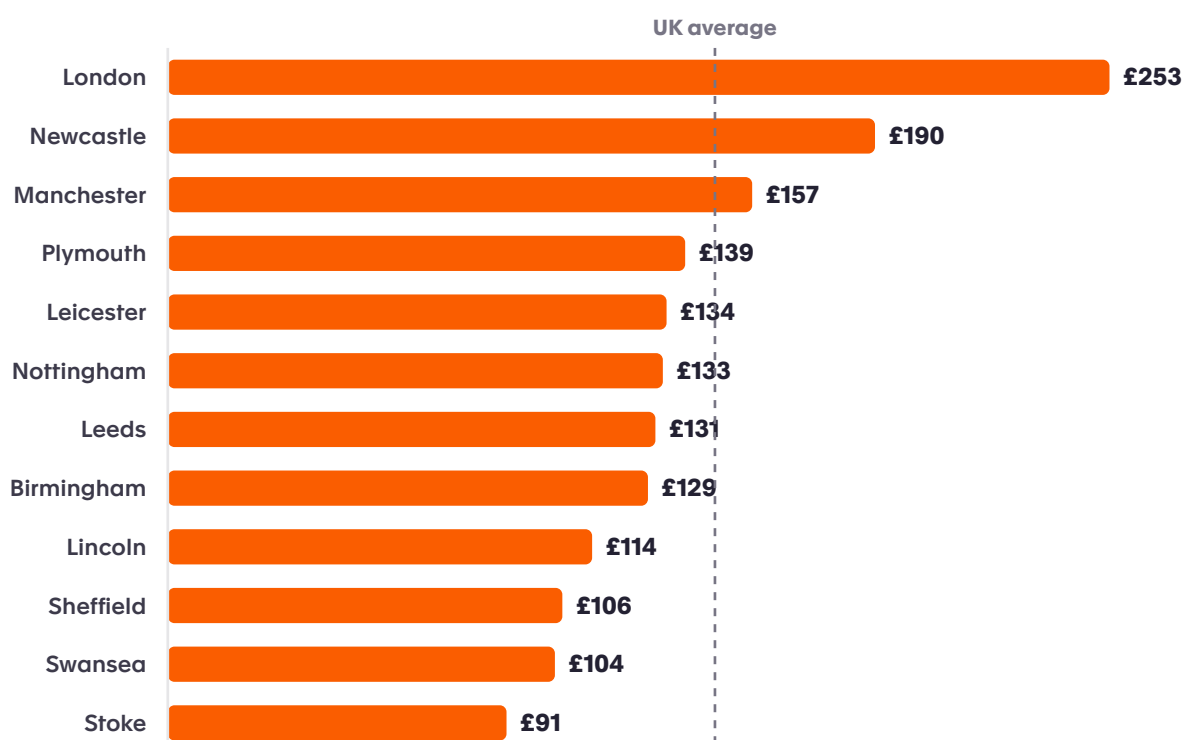
Jan-Jul 2026 vs Jan-Jul 2025

Segment	2025 avg (£/week)	2026 avg (£/week)	% change
All student housing	£92	£97	↑ 5%
Bills included	£92	£98	↑ 6%
Bills excluded	—	—	—
1-3 bedrooms	—	—	—
4+ bedrooms	£89	£94	↑ 5%

Source: Average of monthly averages over months with 30+ advertised rooms in both years

How Stoke compares

average room rent / July 2026



Source: Largest markets by advertised rooms, of 30 cities with 100+ rooms | highest Edinburgh £300 and lowest Stoke £91 among cities with 25+ properties | UK average £147

Methodology

- **Where the data comes from.** Live listings on AFS, captured in a daily snapshot. This edition uses 31 July 2026, compared with 30 June 2026 and 31 July 2025.
- **What we measure.** The average advertised weekly room rent. Obvious pricing errors (below £30 or above £1,000 a week) and purpose built student rooms cross-listed as shared housing are removed first, so the figures reflect genuine student houses and flats.
- **Small numbers.** Any figure based on fewer than 30 advertised rooms is shown as a dash. The city chart covers cities with at least 100 advertised rooms.
- **Bills and bedrooms.** Bills included means all bills are included; bills excluded means none are; listings with partial or optional bills packages (2 rooms this month) sit in neither segment. Bedroom bands use the advertised bedroom count.
- **Prices or mix?** Monthly and yearly changes are checked against properties advertised in both periods. When a change mostly reflects a different mix of advertised properties rather than price changes, the commentary says so.
- **Year to date.** The average of the monthly figures, using months with enough data in both years.

Source: AFS live listings | data extracted 4 August 2026 | 135 rooms across 36 properties in Stoke



Need further insights or bespoke data analysis?



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