**UK Retail Traffic Weathermap**

**Year-on-Year Change**

- **Scotland & N Ireland**: 8.5% decrease vs. December 2018
- **Northern England**: 9.2% decrease
- **The Midlands**: 12.2% decrease
- **SW England & Wales**: 5.1% decrease
- **London & The South East**: 0.8% decrease
- **UK Overall**: 7.2% decrease

**Month-on-Month Change**

- **Scotland & N Ireland**: 1.3% decrease vs. November 2019
- **Northern England**: 0.6% decrease
- **The Midlands**: 0.9% decrease
- **SW England & Wales**: 2.0% decrease
- **London & The South East**: 4.8% decrease
- **UK Overall**: 27.7% decrease

**Forecast for This Month**

- **Scotland & N Ireland**: 6.3% decrease vs. December 2019
- **Northern England**: 0.8% decrease
- **The Midlands**: 6.3% decrease
- **SW England & Wales**: 3.1% decrease
- **London & The South East**: 1.5% decrease

**Consumers may begin the year in bullish spirits, rather than hungover from excessive festive shopping.**

Black Friday boosted the start of the month, but took the stuffing out of Christmas footfall later on.

For a detailed explanation visit Ipsos Retail Performance at [www.ipsos-retailperformance.com](http://www.ipsos-retailperformance.com)

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Derived from over a billion visits to retail stores across the UK.

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