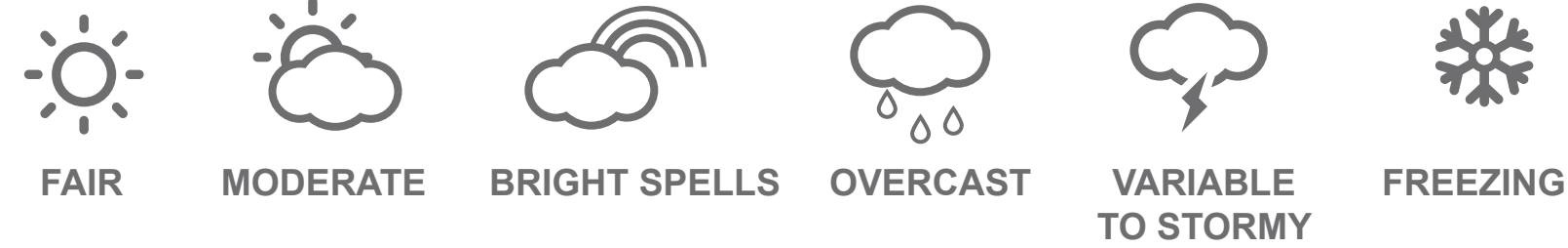




# UK RETAIL TRAFFIC WEATHERMAP



## January 2020

### This month

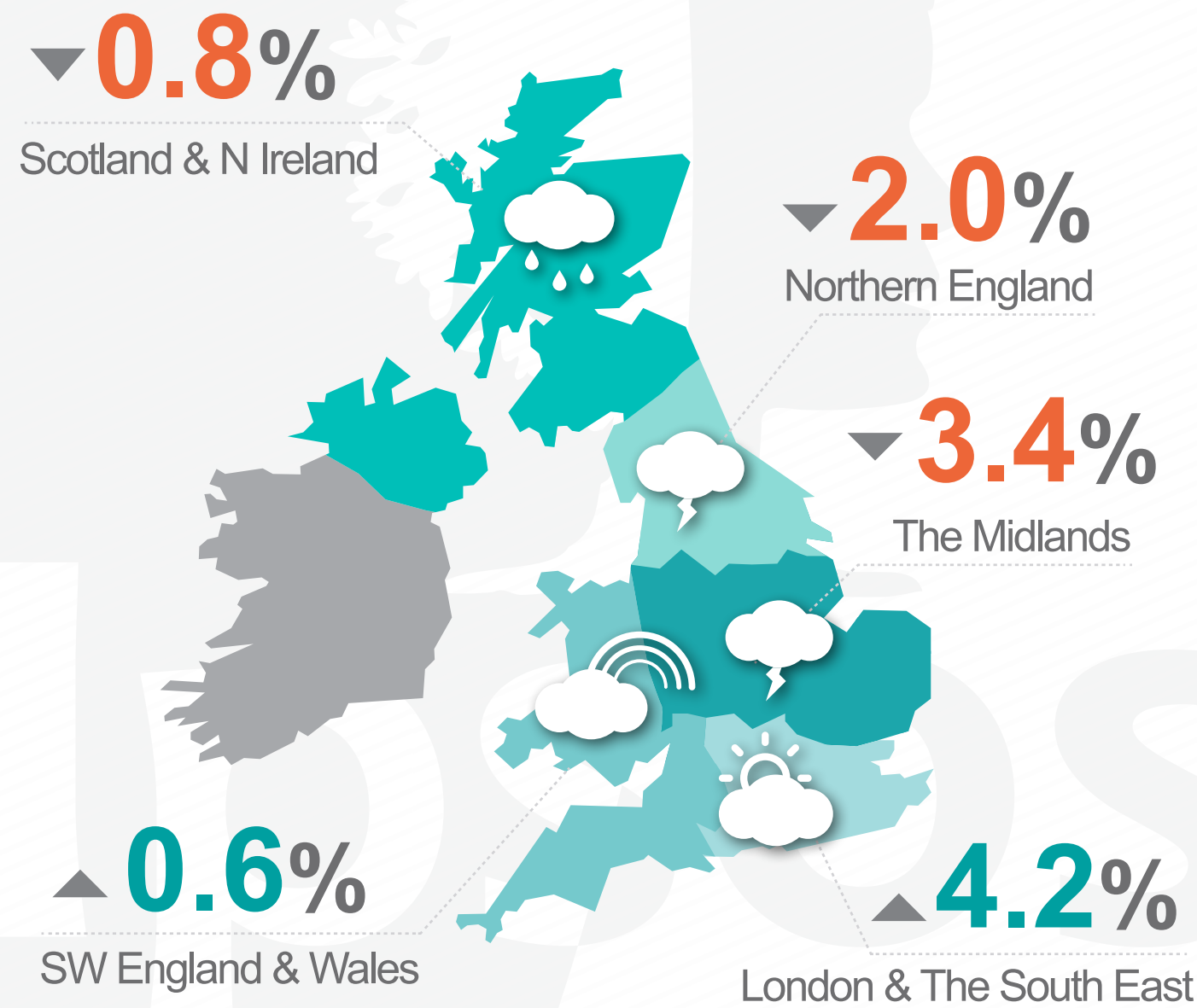
### Last month

A resurgence is not on the cards, but expect a measured response from shoppers to better than expected economic figures

Winter Sales drew the crowds at the start of the month, energised by the release of some pent-up demand

### YEAR-ON-YEAR-CHANGE

January 2020 VS January 2019

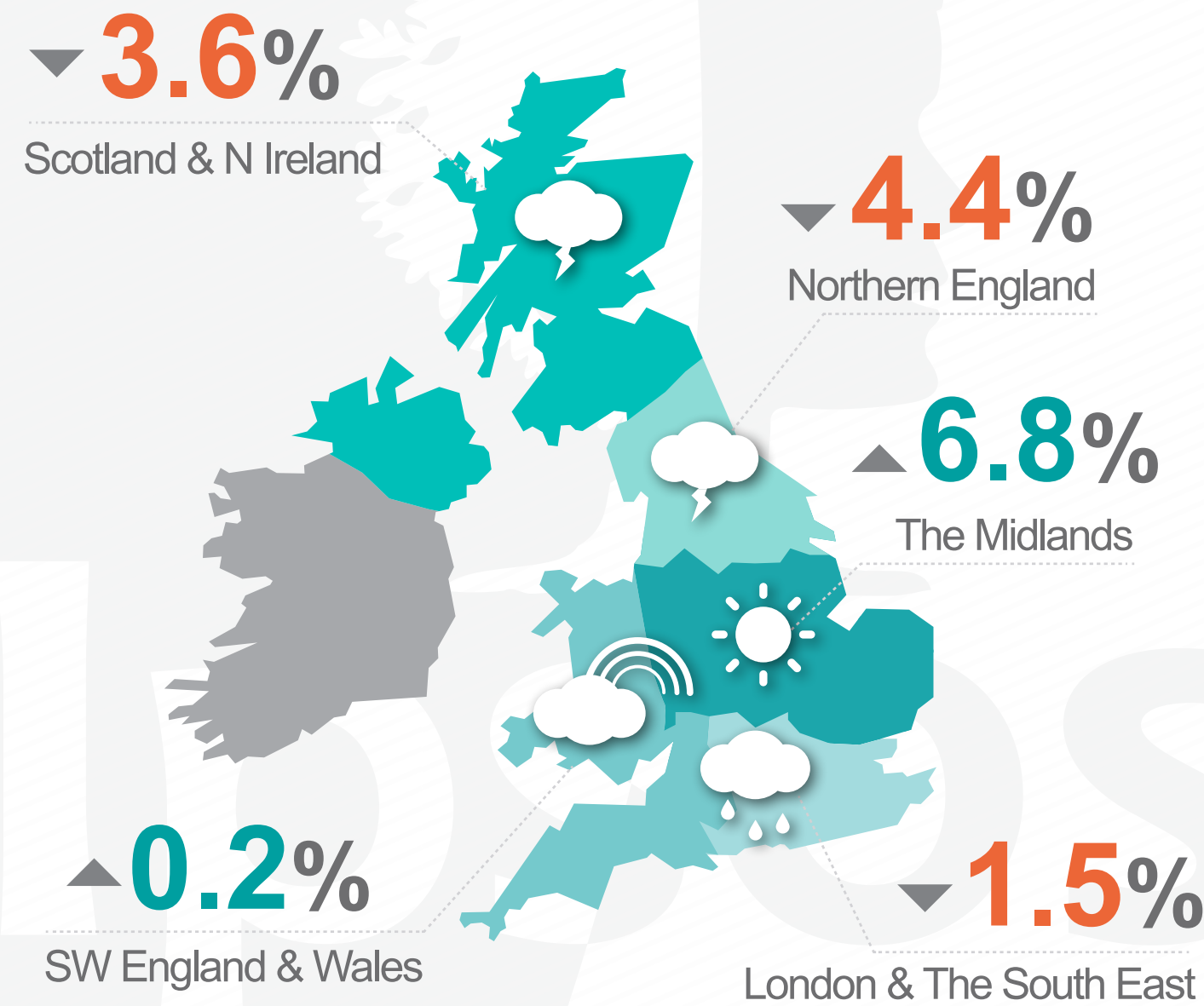


UK OVERALL

**-0.5%**

### MONTH-ON-MONTH CHANGE

January 2020 VS December 2019

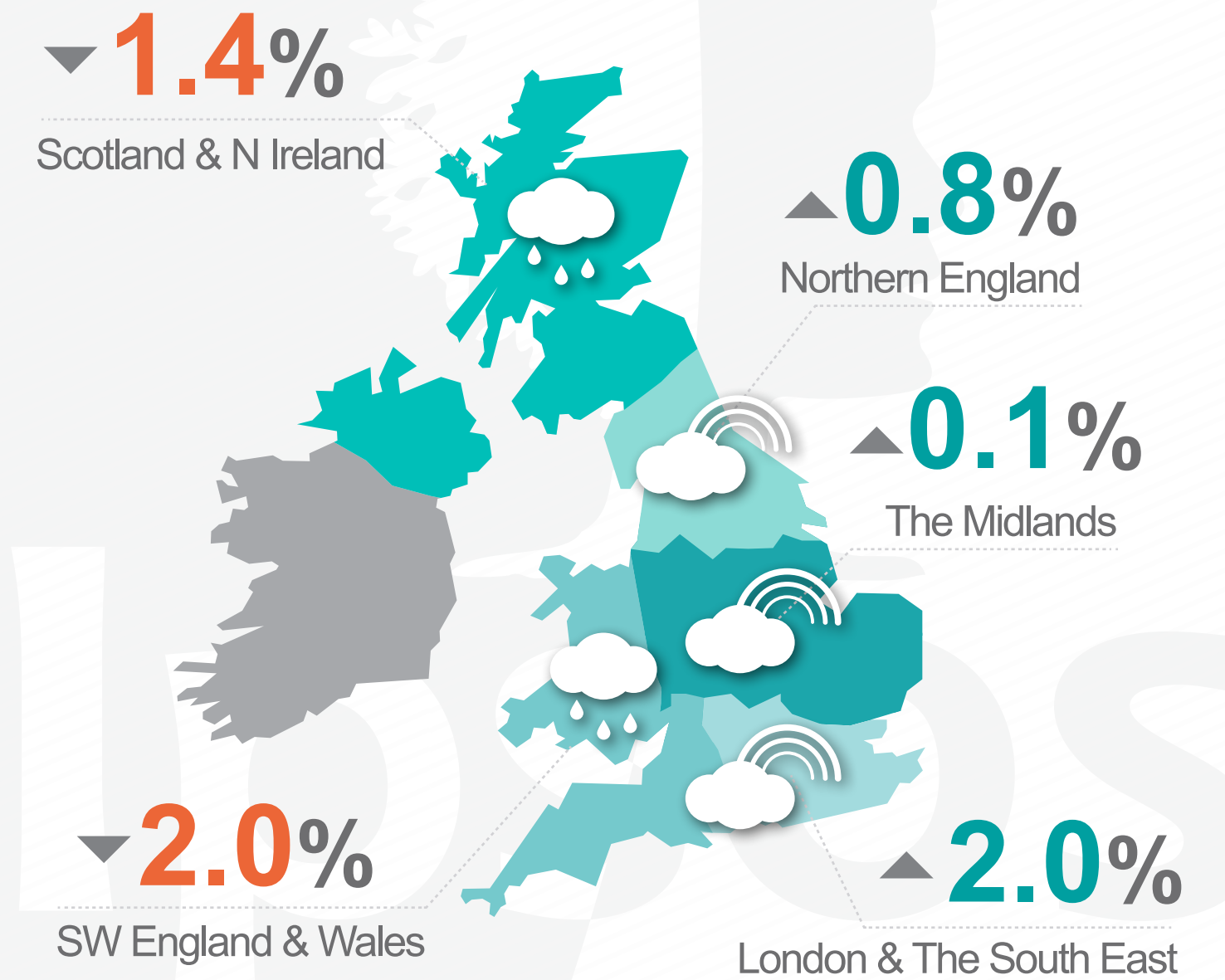


REGIONAL VARIATIONS AGAINST UK OVERALL OF

**-24.6%**

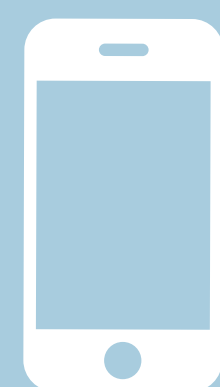
### FORECAST FOR THIS MONTH

February 2020 VS January 2020



REGIONAL VARIATIONS AGAINST A PREDICTED UK OVERALL OF

**-10.5%**



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