



# UK RETAIL TRAFFIC WEATHERMAP



FAIR



MODERATE



BRIGHT SPELLS



OVERCAST



VARIABLE TO STORMY



FREEZING

## July 2020

### This month

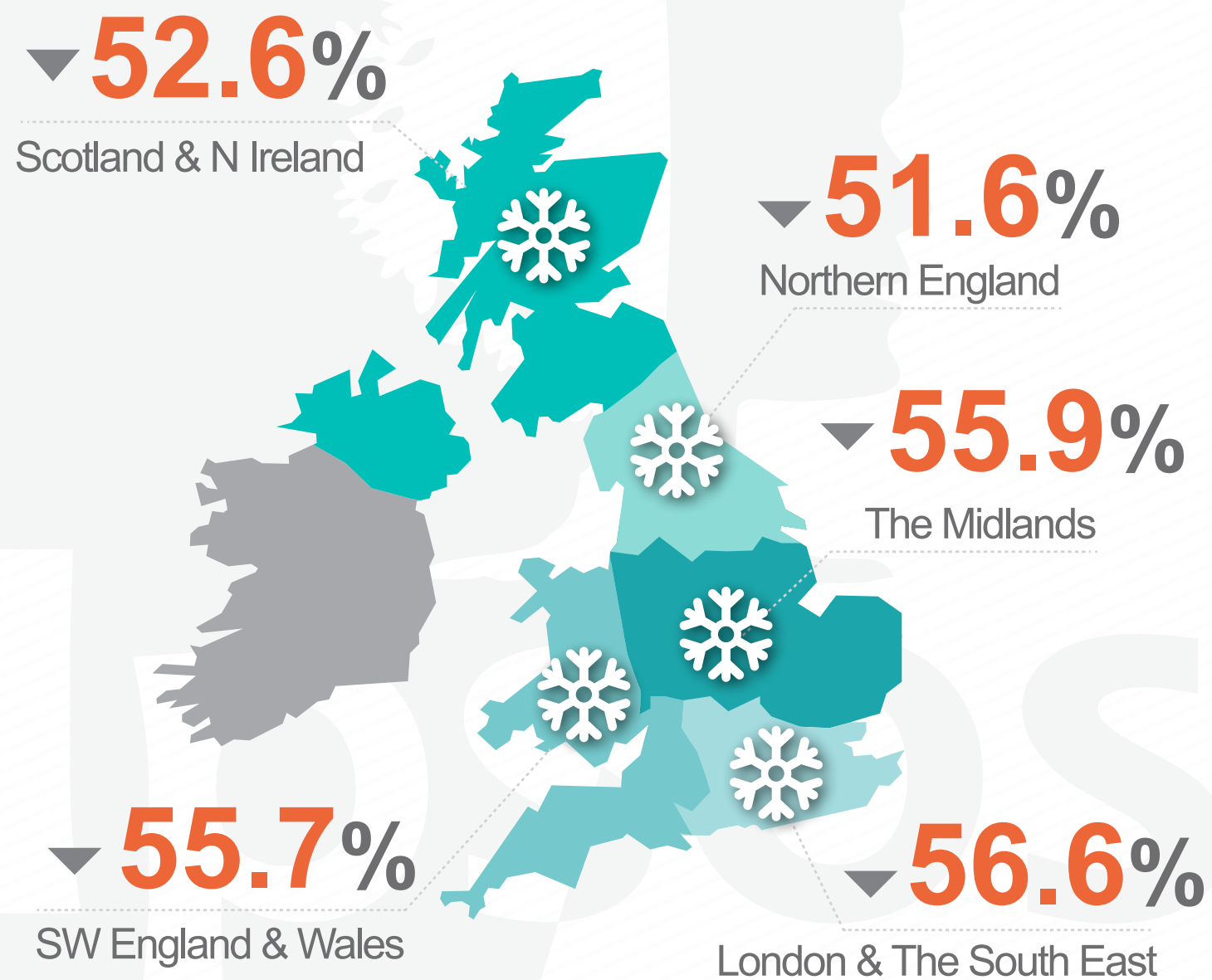
Never a busy month. Expect a marginal improvement on July, but little more.

### Last month

The improvement was gradual week-on-week, but the jury is out on the impact of mandatory masks.

### YEAR-ON-YEAR-CHANGE

July 2020 VS July 2019

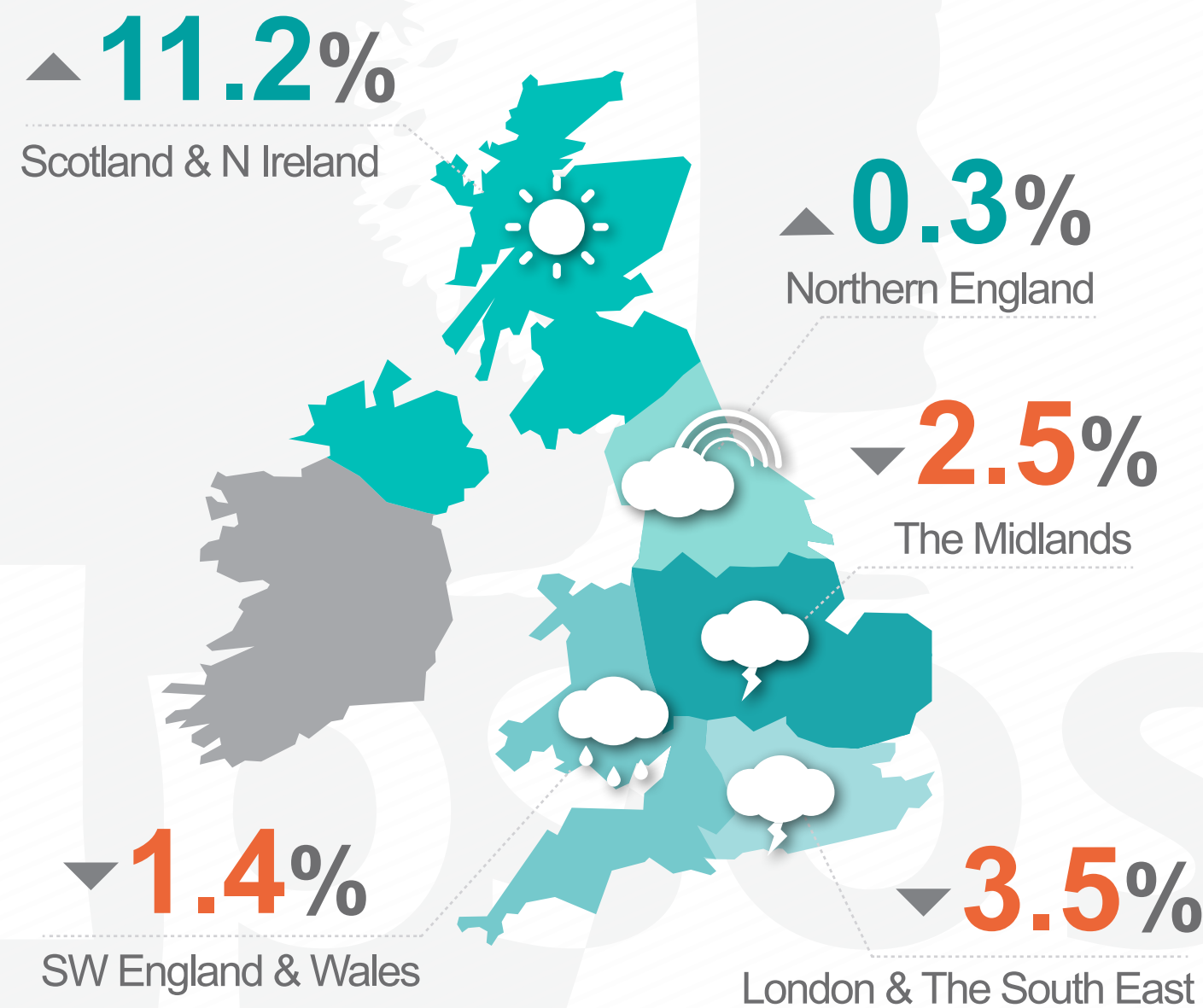


UK OVERALL

**-53.0%**

### MONTH-ON-MONTH CHANGE

July 2020 VS June 2020

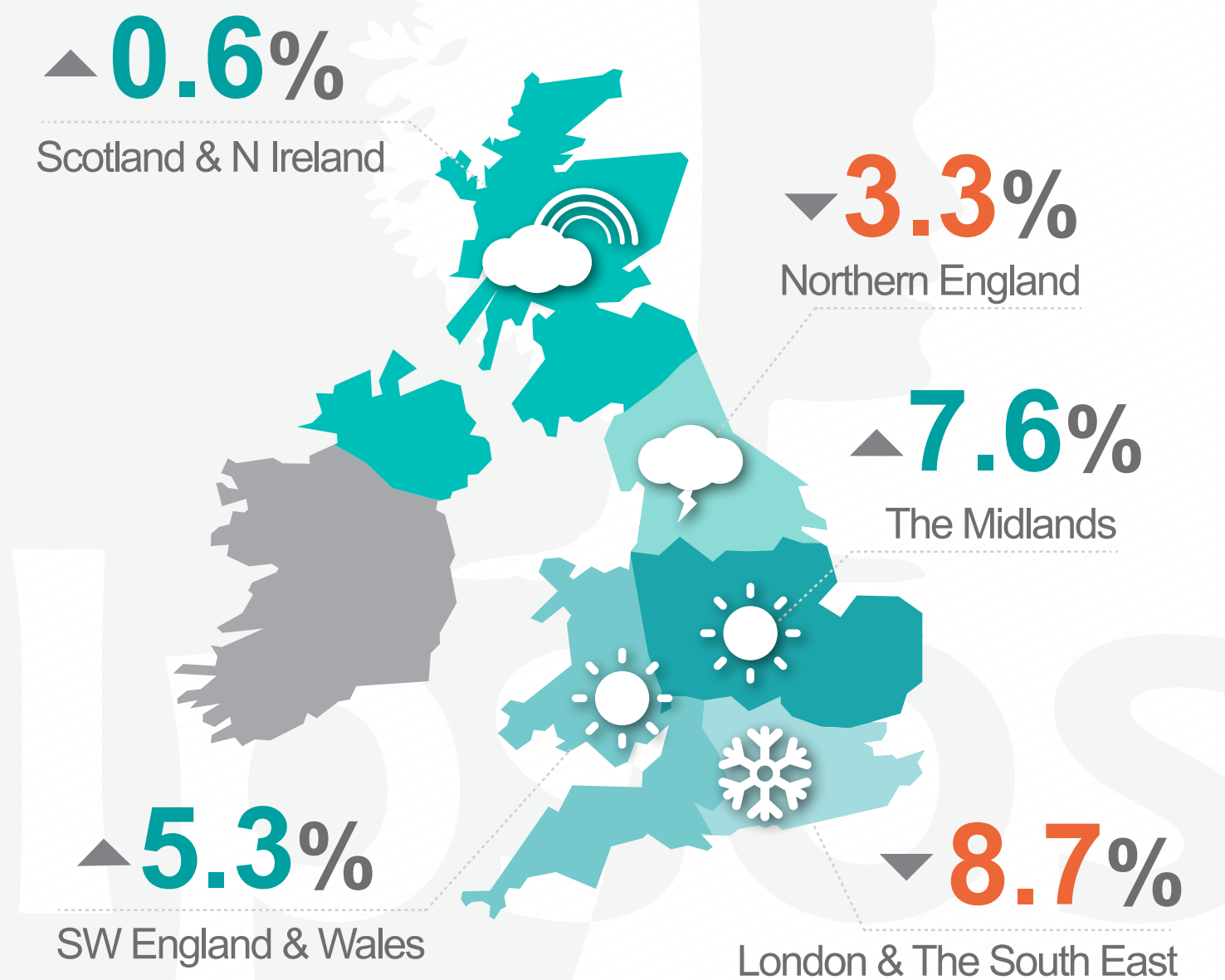


REGIONAL VARIATIONS AGAINST UK OVERALL OF

**+12.7%**

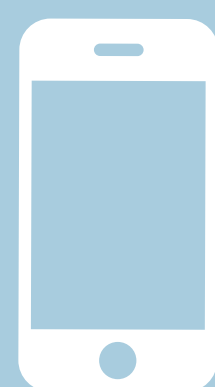
### FORECAST FOR THIS MONTH

August 2020 VS July 2020



REGIONAL VARIATIONS AGAINST A PREDICTED UK OVERALL OF

**+3.0%**



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