



# UK RETAIL TRAFFIC WEATHERMAP



December 2020



FAIR



MODERATE



BRIGHT SPELLS



OVERCAST



VARIABLE TO STORMY



FREEZING

## This Month

With restricted occupancy levels in all stores and some lockdowns still in place, we expect to see little more than half the number of people out shopping this December compared to last year.

## FORECAST FOR THIS MONTH

December 2020

VS

December 2019

▼ 69.5%

Scotland & N Ireland

▼ 61.4%

Northern England

▼ 54.1%

The Midlands

▼ 52.6%

SW England & Wales

▼ 48.0%

London & The South East

REGIONAL VARIATIONS AGAINST UK OVERALL OF

▼ 55.7%



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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