



# UK RETAIL TRAFFIC WEATHERMAP



FAIR



MODERATE



BRIGHT SPELLS



OVERCAST



VARIABLE TO STORMY



FREEZING

## YEAR-ON-YEAR-CHANGE

December 2020 VS December 2019

▼ **59.2%**

Scotland & N Ireland

▼ **44.8%**

Northern England

▼ **52.1%**

The Midlands

▼ **50.9%**

SW England & Wales

▼ **61.9%**

London & The South East

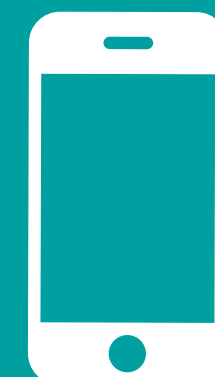
UK OVERALL

▼ **53.7%**

## December 2020

### Last month

UK footfall in December ended up very close to our forecast unfortunately, the second worst year-on-year performance of 2020, after June when non-essential stores started to re-open.



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