**Focus group Questions:**

What information do you use to support your shopping trip? When? Why? What do you think of the quality of the information that you access and that is available to you? What information would it be useful to access? E.g. store locator, product availability

What about click and collect?

Were there any highlights from your visit?

What about the service you got in the town centre? How does the service you get influence the way you shop?

Are there any aspects that deter you from visiting particular places in your town centre journey? Are there places you don’t go?

Where else would you shop apart from Swindon town centre? Why do you choose to shop in Swindon rather than there?