**Diaries**

Each time you go shopping, whether as an actual shopping trip or using Internet shopping, please report in your diary:

Type of location shopped at

Length of time spent shopping

Amount of money spent

Why did you choose this location?

Which stores did you visit? In what order? Why?

How did you travel?

Please describe the route you took once within the shopping location. Why did you choose this route?

What you did – did you buy something or did you do anything else, e.g. browsing, visiting the town centre for any other purpose?

Did you do anything else apart from shopping in this location?

How did shopping in this place overall make you feel? How did you feel at each of the individual stores etc. you visited?

What did you enjoy about this shopping trip? What were the negatives?

Were there any particularly memorable impressions of that visit to the town centre? What particular features of the town centre do you remember?

Did you use the Internet at any time, before, during or after? Smartphone? How?

Were any other people involved at any stage of this shopping experience?

What about other people involved in this shopping experience? Did you shop alone or with others? Was anyone else involved at any stage? What about the people you meet in the town centre?

Where else could you have chosen to make a comparable shopping trip? Why didn’t you choose this place?

Did you tell anyone else about any aspect of the shopping experience you have described?

Anything else you would like to tell us about the experience?