### Example Coding Table for OM5 Diary

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| ***Extract of text from transcript*** | ***Descriptive codes*** | ***Analytical codes*** |
| I think the energy monitors are an excellent idea. In the context of reducing global carbon emissions, it is important that each of us has a greater awareness of our energy usage, and the consequent carbon emissions. The energy monitors will help us develop thisawareness. | SEM concept goodEnergy awareness should be considered by allConcern for global warming and the environment | Awareness of energy useEnvironmental concern |
| The budget feature is extremely useful as it enables us to keep track of our spending on electricity in relation to a pre-set target. It is also useful to be able to use the arrow keys on the monitor to read the spending for the week, the previous week and month to date. This feature will be particularly useful for low income familiesneeding to monitor costs closely. | Budget feature on the SEM is usefulControl of sending overtimeLow income families could benefit | Positive Elements of the SEMAwareness of energy useFinancial savings |
| It is interesting to note the way in which electricity usage fluctuates with the operation of different appliances. The speedometer is a useful feature in this respect. The fan oven and kettle are our highest usage appliances. The washing machine also uses a lot of electricity but this fluctuates with different stages of the wash cycle. In terms of changing behaviour we would probably cease doing part loads in the washing machine and reduce the wash temperature. Also less use of the large fan oven and more use of the small oven andmicrowave. | Noticing energy fluctuations within appliancesSpeedometer useful featureUnderstanding which appliances are power hungryBehaviour change – no part washesReduce wash temperature Use fan oven less | Awareness of energy usePositive elements of the SEMInvestigative behavioursPost SEM behaviours and habits |
| On the monitor we have only been using the £ cost feature on the display. This is because we are not really informed about the other measures, kWh and Kg CO2. When the meters are rolled out it would be useful to receive and information leaflet on these othermeasures. In relation to CO2 it might be helpful to give an | Price the main mode used of the monitorProblems understanding kWh and Kg CO2 modes on SEMBetter information Setting better targets | Money is the primary motivatorImprovements to the SEM – make Kg CO2 mode more relatableMore advice and information from |

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| indication of the typical CO2 emissions for an average household. We would then have a benchmark against which we could measure ourselves. Also perhaps a target level of CO2 to aim for if weare going to reduce CO2 emissions. |  | energy providers/government |
| The kWh indicator will be useful in helping us to choose the right tariff for us. Price comparison websites work better if one has an accurate knowledge of annual usage in kWh. From this we will be in a better position to compare tariffsbetween energy suppliers. | Consideration of comparing prices between providers | Switching energy providers |
| A concern for us is how will the energy companies use the information gained from the monitors? Presumably the monitors will feed information back to the supplier? How will the supplier use this information?Utility companies, since privatisation, are there to make a profit. Will the usage information enable companies to extract more profit out of the consumer throughmore creative tariffs for example? | Trust issues surrounding how energy information is usedWorries about companies trying to make a profit from the SEMsCreative tariffs | Security and trust of informationFinance |
| We have noticed that only about 80% of our light bulbs are energy saving ones. So this exercise has prompted us to change these over to energy saving bulbs. Overall, we have been more conscious of our energy usage over the trial period. It has increased our awareness ofthe need for energy conservation. | Changing to energy saving light bulbsMore conscious of energy usageIncreased awareness of energy use | Post SEM efficiency measurePost SEM energy behaviourAwareness of energy use |