**Example Interview Transcript (YM2)**

#### Interview Transcript 4: YM2 (25-59 age group) 8pm 4/11/16

**Key:**

R = Researcher YM2 = 55 year old male

* R: So before we talk about the study - Did you partake in any energy saving behaviours/efficiency measures before the study took place?
* YM2: No not really, I thought about it but never actually did…
* R: Ok but did you turn lights off when not needed or anything like that?
* YM2: well I always have done…I have been aware of how much energy costs and do try and switch things off and keep the heating to the bare minimum really.
* R: Ok and what do you think influenced you to do these before and why? Like were you brought up like it or…
* YM2: Um yeah a little bit because my parents didn’t have an awful lot of money…so my mother in particular was always very frugal with her energy…urrm...and that sort of rubbed off on me I think… so yeah I have always gone around and switched the lights off and not leaving the heating on and stuff like that.
* R: Ok that’s interesting and do you think the information you received from the Smart Energy Monitor display increased your awareness of how much energy you use in the house or were you aware of how much energy you were using before the study?
* YM2: No the monitor certainly did increase my awareness...I always thought...brilliant every time I went into the kitchen I would look at it and I’ve been amazed at how much energy certain appliances use like um…the cooker and um the electric shower and um...things like the TV and fridge used comparatively little...and so yeah it’s been really interesting from that point of view...so yeah I could see which were the power guzzlers.
* R: Ah ok well that brings me onto my next question…did the monitor make you aware of anything new or surprising about your energy consumption?
* YM2: So yeah I was really surprised at things such as the kettle for instance...when you boil water in the kettle I didn’t think it would use that much but I guess it does...it uses an awful lot of energy and things like the oven...um...and things like the electric shower because it’s an instant electric shower...so yeah I’d say those used quite a lot.
* R: Ok that’s interesting...and how often would you say you checked your Smart Energy Monitor interface?
* YM2: Well like I say every time I go into the kitchen really...so every time I went in to make a cup of tea or going in to do some cooking or washing or whatever...um yeah I always checked it every time I went in.
* R: So would you say the kitchen was quite a good place to have the monitor?
* YM2: Yeah I think the kitchen was a really good place to have it…one of the really good things I thought about the meter was that the old fashioned meter is tucked away under the stairs...um that you would hardly ever look at and have no reason to look at really.
* R: Yes…
* YM2: But this is very much in your face…um and its user friendly yeah...the only reason I would ever go under the stairs and look at it before was if…um…the power company wanted

a reading…and I’ve had loads of rubbish in front of the cupboard under the stairs so I’ve ended up having an estimated bill...so I think that’s one of the advantages of having one of these meters is that you do away with estimated bills and it seems to be very accurate...so yeah I think they are really good from that point of view.

* R: Ok thanks for that... would you say your engagement and interest with the monitor increased, decreased or stayed the same throughout the past month study?
* YM2: Um no it had instant appeal…especially things such as the speedometer as its instant real time visuals...and because even though I’m really busy and I work full time...I don’t have an awful lot of spare time but I have spent some time actually studying the meter and the various features and things it has on it...it’s like the CO2 and not just the energy cost...and um…yeah I found it a really useful thing.
* R: Ok so you mention the CO2...was it something you could relate to...like could you relate to those numbers in anyway at all?...
* YM2: So well a lot more than I originally did because before I had no idea about how much CO2 was actually involved in the creation of my electricity I was using and was amazed by the amount of CO2 actually produced to be honest...its horrendous really so if we could find ways of producing electricity without producing so much CO2 that would be a real winner.
* R: So would you say you’re more concerned about the environment or the financial savings that could be made from this monitor?
* YM2: Well I would say if I was totally honest I would say about 60%...um costs and then 40% environmental.
* R: So you would say cost is the primary motivator?
* YM2: Yeah only slightly more though...I am mindful of the environment of course.
* R: Ok thanks for your honest opinion on that one…was there anything you liked about the monitor or having the monitor installed in your home? like was there anything you found helpful or useful about the monitor…
* YM2: Yeah I really like it…because…um...it was instant and real time and you could actually see the minute you saw the kettle on the dial go around to red and you could really truly keep tabs on how much energy you were using per day...per week…per month...umm and

it’s all real time so you don’t have to wait for the bill to come in and find out you get a nasty surprise and a huge electric bill...and with the smart meter you could see what you were spending.

* R: Ok and was there anything you did not like about the monitor or having the monitor installed in your home?
* YM2: Ummm…no…there was concerns I could think about and one of them is about potential radio waves and some people are concern about mobiles...and also if the smart meters are connected to some central location then it could be like sort of ‘Big Brothers’ watching you...so it could be fairly obvious if you are on holiday for instance cos you go from your normal...you know average usage to very little I would imagine if you were on holiday and so I think security may be an issue...and yeah that and the health issue with the radio waves could be potential problems...
* R: Ok that’s interesting… so was there anything you did not like about the monitor or having the monitor installed in your home? Like was there anything you found less helpful or useful or…
* YM2: Yeah again about the speedometer with the red amber green...it was very instant...very easy to understand…
* R: So there was nothing you didn’t like?
* YM2: No nothing I disliked…no not even about the information...the only thing is perhaps how guilty you feel about how much energy some of the things are using and some of my stuff is quite antiquated really…and so when I go and replace things now...like the fridge for instance I will check the energy rating and how efficient they are yeah.
* R: Ok that’s interesting…so the next question... in your opinion is the Smart Energy Monitor a useable and useful technology for people in your age group (25-59)?
* YM2: Yeah I would say yes absolutely and I would encourage my children, visitors to engage and have similar meters installed...I think it’s a very good tool to raise awareness and keep tabs on how much energy you’re using and how much it is costing you...I think it’s a good incentive to...um…to perhaps try and persuade people to reduce their energy consumption.
* R: Ok nice... and do you think it will be a useable and useful technology for say the older generation over 60?
* YM2: Ummm…yes but again speaking from personal experience of my elderly parents they would struggle a little bit...I’m not saying that all older people...I mean I’m fairly competent with new technology but for older people that…um have just been used to an old fashioned meter and they can read a number to having something that’s almost smart and intelligent and with all the flashing lights and...um...and stuff I think they may struggle a little bit to be honest...I don’t think they would perhaps really understand what it’s about and um...one of the dangers I can perhaps think of with older people is that…um...in the winter, older people...some of them really worry about the energy costs and perhaps don’t have their heating on as much as they should...and if they have got something in the corners of their homes flashing red...you know it might put vulnerable people off using a heater that they might really need...you know it’s not just a comfort thing we are talking about here, it’s a lifesaving thing!
* R: So you think the monitor could make them feel guilty and put them in a worse sort of position health wise?
* YM2: Yeah that was definitely a potential downside I just thought...not just elderly but also vulnerable people as well.
* R: Ok that’s really interesting…and has your behaviour or daily routine changed in an effort to reduce energy use as a result of the Smart Energy Monitor being in the home? Or has your behaviour and routine pretty much stayed the same as it was before the study started?
* YM2: To be totally honest no…because I have always been very frugal with my energy use anyway...I’ve only got electricity in this house, I haven’t got gas so my only form of heating for everything is electric...what it has made me more aware of though is how much I’m paying for my electric and so I think I’m going to go a shop around…and if I ever changed or did up the house I’d definitely consider loft insulation or if I ever replace the double glazing I would go for the most efficient.
* R: Ok that’s interesting...so you touched on this a bit already...but why don’t you think your behaviour has changed?
* YM2: Well like I said I’ve always been a bit frugal and I’m at work most of the time so I’m barely in the house…and I’m here mostly on my own so if I have the heating on, I tend to only have the heating on the room that I am in...but um I don’t have the electric heaters on all the time its only on the odd day...for example when the kids come and stay.
* R: Ok so the next question have you made any appliance changes in the house to save energy as a result of your experience using the Smart Energy Monitor?
* YM2: No not yet...but yes in the future I certainly would because the electric cooker I have at the moment is probably an antique and its certainly nowhere near as energy efficient as...I

think you can get for example halogen hobs...and again my electric shower is very old and don’t think its efficient at all…so yes any appliances that I change I will be much more aware of how efficient they are.

* R: and would you maybe consider renewables sources of energy as a result of having the monitor?
* YM2: Yes I think I most certainly would...I’m all for that...I think it’s a no brainer as far as I’m concerned...its sustainable and I think everyone should be using as much sustainable and renewable energy as they can.
* R: Ok that’s interesting so we talked about this a bit but sometimes it is hard to change behaviours and habits to reduce energy…Is there anything in particular you can think of that is stopping you from reducing your energy demand any further?
* YM2: Actually the tumble dryer uses an awful lot of energy and I do try to dry things naturally whenever I can...but I have been thinking of using the tumble dryer in the middle of the night when I believe the cost of electricity may cost less...off peak times my only concern here though is that it could be a fire hazard you know when I’m asleep or not in the house even so would have a safety aspect...so yeah the cost of saving a few pence on the electric to the cost of a fire or even just the worry of leaving something on over night.
* R: Ok yes so this could be a thing that’s introduced with the monitor as part of the smart grid so you can see when the price of the electricity is the lowest...off peak…
* YM2: Yeah so that would be good but I feel the safety aspect of leaving something on overnight would be more of an issue with me personally.
* R: Ok that’s interesting...so when you have your children around does this affect your energy use at all?
* YM2: Yes if the kids are too long in the shower I’ll tell them...and tell them in a nice way do you have any idea how much energy and water you are using?...or...yeah... I’d definitely encourage other people to be more efficient.
* R: Ah ok can you suggest any ways to improve the monitor? Like how would you change the device in any way to make it more user friendly towards your needs? Or is there any other information would you like to see on the screen? That sort of thing?
* YM2: Yeah...um...well on reflection on having the meter for some time...what I think would be really useful...and I’m not sure if the technology is available yet...but if it could tell you how much energy each appliance in your house is using…so you could pin point the power guzzlers…for instance my cooker I’m just guessing it uses an awful lot of energy as compared to a new one but I wouldn’t really know that...but if I had a print out or something with this is how much power your cooker has consumed within a month then I could go to somewhere else and say well if I bought one of these new ones and it was cheaper...then I could...you know… have a real comparison...and then you could focus your efforts

more…because for things like the TV doesn’t use a lot per hour but things like the kettle does so if there was another way of boiling water...because I expect there are loads of people that boil far too much water in the kettle than they actually need, but if you could have something that just boils a cup of water only...but yeah the idea here is that unless you know exactly what’s using what you can’t focus you’re energy saving towards these appliances.

* R: Ok yes that would be useful…so by 2020 you should have the option to receive a free Smart Energy Monitor by your energy provider similar to the one you have been using during this study...have you been approached already by your energy provider?
* YM2: No I haven’t.
* R: Ok so would you be interested in and accept a free Smart Energy Monitor from your energy provider?
* YM2: Yes absolutely...I think they are good and the way forward…
* R: and why would you accept it? I guess for similar reasons you have told me so far…
* YM2: Umm…yeah lots of them we have already covered...I think it’s important to be aware of how much energy you use in real time...and having it there in your face as opposed to it being tucked away out of sight in a cupboard and forgotten about…
* R: Yes definitely...and so when this monitor comes would you be happy to install and work out how to use the device yourself with the instructions provided in the information handout or would you have preferred supervision or a tutorial sort of thing as given in the set up process to explain how to use it and what it’s for?
* YM2: I think I would be pretty competent and happy to set it up myself...but having said that I would prefer someone...um to come and install it and set it up...and then at my leisure you know explore its capabilities and read up about it...and the supervision they could then explain the device and its capabilities...you know... and why this roll out scheme is occurring…that sort of thing.
* R: Oh yes that all makes sense…so apart from this is there anything else you can suggest to improve the roll out scheme?
* YM2: Yeah so British Gas are advertising about having apps that turn on your heating on your phone which is all whoopee do…it might appeal to the kids and stuff...but there doesn’t seem to be anything focussed to...um…to family’s or older people…and what incentive is there for them…to them it might just be another gizmo or gadget that they may or may not get any benefit from...so yeah I think if it’s a government scheme they should be promoting it in various ways to appeal to a much broader audience than they are...so this seems to be for a younger audience.
* R: Yes definitely…
* YM2: and people tend to forget the proportion of elderly people in our population and it’s only going to get bigger…so the elderly population is going to grow and they’re the people that are going to be home all day and using more power than others...so the government need to do their research and make the scheme much more appealing to everyone...including the elderly…not just TV you know...through post as opposed to email because not everyone looks at their email…and even getting people together in community halls and places like that to discuss it and maybe make it more user friendly and explain the features and benefits.
* R: Ok thanks for that they’re some really good ideas... do you think the monitor has helped you save electricity and or money?
* YM2: Umm...no not directly but it will do though because it has raised my awareness of how much I’m actually spending on energy and the potential savings...so yeah I’m definitely going to shop around for a new supplier and that should hopefully save me some money.
* R: Ok thanks so this is a bit of a scenario question here... if you had a higher income would you use more energy? And likewise if you had a lower income do you think you would use less energy?
* YM2: That’s a good question...so if I had a higher income, I would probably live in a newer house that would probably be insulated better and have more energy efficient appliances...so even though I was earning more I would be spending less on my energy bills as I’d be more energy efficient house…um but if I was earning more money and staying in

this same house the honest answer is no I probably wouldn’t spend any more due to my

environmental concerns and there’s no point wasting valuable resources...like yes…everyone needs to be comfortable and warm but then there’s just darn wasteful and leaving the

heating on all night and it’s just ridiculous when you’re in a warm bed under a duvet for instance...so yeah if I had more money I wouldn’t change my lifestyle.

* R: Ok thanks very much for that...and I think that brings us to the end of the interview so thank you very much for your time.
* YM2: Thank you very much, it’s been a pleasure trying it out and I’ve enjoyed having the meter and wish you all the very best.