|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Pre-SEM energy saving behaviours | Post-SEM behaviours | Efficiency measures | Investigative behaviours | Reasons for pre-SEM energy saving behaviours |
| Awareness of energy use | Financial savings | Low vs high income | Financial savings vs environmental concern | Budgeting |
| Efficiency measures | Emotional response | Essential appliances | Interest and engagement in the monitor | No behavioural change |
| Novelty factor | Younger vs older generation | Issues for the elderly and vulnerable | Comfort and convenience | Security of information |
| Trusting the energy provider | Learning from others | Wider issues | Advice and tips | Aesthetics of the monitor |
| Accuracy | Negative elements of the SEM | Improvements to the roll out scheme | Improvements to the SEM | Positive elements of the SEM |
| Positive elements of the roll out scheme | Household dynamics and negotiations around the monitor | Better background information to the population | Busy lives and Lack of time | Position of the monitor |
| Environmental concern | Switching energy supplier |  |  |  |

***Table.2*** - All analytical codes derived from the interview and diary data.