### 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 this  awareness. | SEM concept good  Energy awareness should be considered by all  Concern for global warming and the environment | Awareness of energy use  Environmental 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 families  needing to monitor costs closely. | Budget feature on the SEM is useful  Control of sending overtime  Low income families could benefit | Positive Elements of the SEM  Awareness of energy use  Financial 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 and  microwave. | Noticing energy fluctuations within appliances  Speedometer useful feature  Understanding which appliances are power hungry  Behaviour change – no part washes  Reduce wash temperature Use fan oven less | Awareness of energy use  Positive elements of the SEM  Investigative behaviours  Post 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 other  measures. In relation to CO2 it might be helpful to give an | Price the main mode used of the monitor  Problems understanding kWh and Kg CO2 modes on SEM  Better information Setting better targets | Money is the primary motivator  Improvements to the SEM – make Kg CO2 mode more relatable  More 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 we  are 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 tariffs  between 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 through  more creative tariffs for example? | Trust issues surrounding how energy information is used  Worries about companies trying to make a profit from the SEMs  Creative tariffs | Security and trust of information  Finance |
| 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 of  the need for energy conservation. | Changing to energy saving light bulbs  More conscious of energy usage  Increased awareness of energy use | Post SEM efficiency measure  Post SEM energy behaviour  Awareness of energy use |