### Example Coding Table for YM2 Interview

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| *Extract of text from transcript* | *Descriptive codes* | *Analytical codes* |
| I have been aware of how much energycosts | Awareness of the cost ofenergy | Awareness of energyuse |
| Try and switch things off and keep the heating to bare minimum | Actively turning things offEnergy Behaviour | Pre energy saving behaviours |
| 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 | Energy behaviour influenced by parentsFinanceParents careful with energy useEnergy saving behaviours | Pre energy saving behavioursFinance |
| Monitor certainly did increase myawareness | Increasing energy awareness | Awareness of energyuse |
| Brilliant every time I went into thekitchen 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 werethe power guzzlers | Looking at the monitor in the kitchen oftenComparing energy use between appliances | Position of the monitor Investigative behaviour |
| 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 saythose used quite a lot | Surprised at energy use of certain appliancesRealising the high use of some appliances | Emotional responseAwareness of energy use |
| 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 Iwent in | Checking monitor every time went in kitchenChecking monitor regularly | Engagement and interest |
| Yeah I think the kitchen was a really good place to have it...one of the really good things I thought about the meterwas that the old fashioned meter is | Kitchen good place for monitorBetter than old style meter | Position of monitor |

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| tucked away under the stairs...um thatyou would hardly ever look at and have no reason to look at really | Check more regularly than old meter | Positive elements of SEM |
| It’s 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 thinkthat’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 arereally good from that point of view | User friendly More visibleNot having estimated bills anymoreAccurate device | Positive elements of the SEMAccuracy |
| It had instant appeal...especially things such as the speedometer as its instant real time visuals...and because eventhough 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 areally useful thing | AppealingSpeedometer real time visuals goodLack of time Using CO2 feature Useful | Positive elements of the SEMBarriers - People have busy life’s |
| 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...it’s horrendous really so if we could find ways of producing electricity without producing so much CO2 that would be a real winner | Using the CO2 modeSurprised at how much CO2 usedConcern for the environmentRenewable sustainable energy | Financial savings Vs Environmental concernNew supply vs reducing demand |
| If I was totally honest I would say about 60%..um costs and then 40% environmentalI am mindful of the environment of course | Financial savings slightly more important than environmental concernConcern for the environment | Financial savings Vs Environmental concern |
| 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 perday...per week…per month | Instant and real time Keeping tabs of energy use | Positive elements of the SEMAwareness of energy use |
| It’s all real time so you don’t have towait for the bill to come in and find out | End of the month billsurprises | Financialconcern/savings |

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| you get a nasty surprise and a huge electric bill...and with the smart meter you could see what you were spending | More informed on what spending | Awareness of energy use |
| 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 usageto 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 couldbe potential problems.. | Radio waves affecting healthEnergy providers acting like ‘Big Brother’Not having control Holiday usage Security issues | Health concernsSecurity and trust of energy information |
| Yeah again about the speedometer with the red amber green...it was veryinstant…very easy to understand | Speedometer feature easy to understand | Positive elements of the SEM |
| 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 areyeah | Feelings of guiltReplacement of antique appliances in futureCheck energy rating and efficiency in the future | Emotional responseFuture buy more efficient appliances |
| 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 | Pass on behaviours and advice to childrenRaise awareness of cost of energy useControlling energy use Persuasive device | Household dynamics towards the SEMAwareness of energy usePositives of the SEM |
| 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 somethingthat’s almost smart and intelligent and with all the flashing lightsand…um...and stuff I think they may | Elderly would struggleOlder people may be stuck in their waysFlashing red lights may put off the elderly | Issues for the vulnerable elderly |

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| struggle a little bit to be honest...I don’t think they would perhaps reallyunderstand what it’s about and um...one of the dangers I can perhaps think of with older people is that...umm...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 knowit’s not just a comfort thing we are talking about here, it’s a lifesaving thing! | Elderly may not understand how the device worksCould be worrying for some older peopleHealth concerns with the monitorComfort | Issues for the vulnerable elderlyDangers of SEM device Emotional responsesNegative elements of the SEMComfort and Convenience |
| 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 wouldgo for the most efficient | No change in behaviour Frugal with energy useConsidering change of supplierFinancial savingsConsideration of energy efficiency measures in the future | Post SEM energy behavioursPre energy saving behavioursFinancial motivatorPost SEM Energy efficiency measures |
| 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 it’s only on the odd day…for example when thekids come and stay | Frugal with energy use Busy work lifeHigher energy use when children stay | Pre energy saving behavioursEngagement and interestHousehold dynamics around the monitor |
| Yes in the future I certainly would because the electric cooker I have at the moment is probably an antique and it’s certainly nowhere near as energy efficient as...I think you can get for example halogen hobs...and again myelectric shower is very old and don’t think it’s efficient at all…so yes any appliances that I change I will be muchmore aware of how efficient they are | Antique energy inefficient appliancesUnderstanding efficiency of appliancesHave more efficient appliances in the future | Post SEM efficiency measuresAwareness of energy use |
| I think I most certainly would…I’m all forthat...I think it’s a no brainer as far as | Would consider renewableenergy | Environmental concern |

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| I’m concerned...it’s sustainable and I think everyone should be using as muchsustainable and renewable energy as they can | Sustainability important |  |
| 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 | Increased awareness of how much energy appliances useTries to dry things naturally instead of using tumble dryerCost of electricity lower at nightHealth and safety concerns overnight electricity useFinancial savings Vs safety concerns | Awareness of energyPre-SEM energy saving behaviourFinancial savings |
| 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 bemore efficient | Telling kids to reduce useEncourage others to be more efficient | Household negotiations around the monitor |
| 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…havea real comparison...and then you could focus your efforts more | Improvement – how much energy each individual appliance is usingBeing able to pin point high energy consuming appliancesOnly guessing how much each appliance using at presentEfficiency of devices resulting in cost savingsFocussing energy efforts | Improvements to the SEMBeing able to focus energy saving effortsFinancial savings |
| 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 | Comparing the energy use of appliancesOther ways of doing everyday activities to make them more efficient | Investigative behaviour |

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| just boils a cup of water only...but yeah the idea here is that unless you knowexactly what’s using what you can’t focus you’re energy saving towards these appliances | Focussing energy saving efforts | Improvements for the monitor |
| 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… | Awareness of energy use in real timeHaving the monitor in your face makes you more awareMonitor being more visible | Awareness of energy usePosition of the SEM |
| 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...youknow…and why this roll out scheme is occurring...that sort of think | Able to set up the monitor by themselvesSupervision preferableInformation on why the roll out is occurring | Improvement – supervisionImprovement – Background information about roll out scheme |
| 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 families 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...soyeah 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 | Technology and advice focussed to family and the elderlyIncentivesGovernment appeal to a wider audience | Improvement – specific advice for families and elderlyFinancial savingsGovernment to provide more/clearer information |
| 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 toeveryone...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 | Growing elderly populationElderly at home all day using energyMake scheme more appealing to elderlyInformation via older methods e.g. postGetting the community together to discuss SEM and energy use | Improvements to roll out schemeImprovements to the scheme for the elderlyUsing multiple media outlets to get message acrossCommunity |

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| make it more user friendly and explain the features and benefits | Information explaining the benefits of the device and scheme | Improvement to roll out scheme – better information about the benefits of SEMs |
| 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 thatshould hopefully save me some money | No great saving in electricity or moneyAwareness of energy use and potential savingsLooking for a new supplier | Financial savingsAwareness of energy cost and usePost SEM behaviour |
| 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 a more energy efficient house…um but if I was earning more money and saying in this same house the honest answer is no I probablywouldn’t spend any more due to myenvironmental 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 Iwouldn’t change my lifestyle | Higher income would prioritise efficiencyEnergy efficiency measuresConcerned for the environmentWasting valuable resources ComfortBase level of energy use Latent energy use | Financial savings Vs Environmental concernEnvironmental concernEnvironmental concernComfort and convenience |