



Department
of Energy &
Climate Change

Smart Meter Early Learning Project:

Consumer survey and qualitative
research

Technical Report Appendices

Report prepared by Ipsos MORI
March 2015

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URN 15D/083

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Introduction

This document comprises all of the materials used as part of the quantitative and qualitative fieldwork, as well as the background information relating to sampling.

Summaries of all of these documents can be found in the Technical Report.

Appendix A: Quantitative Materials

A1: Advance Contact Letter

<Name>

<<ADDRESS>>

Reference Number: XXXXX

INVITATION TO HELP GUIDE THE UK GOVERNMENT'S UNDERSTANDING OF HOW WE USE ENERGY AT HOME

Dear <Name>,

On behalf of the UK Government's Department of Energy and Climate Change, the independent research organisation Ipsos MORI is carrying out an important survey we would like you to take part in.

What is the survey about? We will be asking people to tell us about the ways they use electricity and gas in their homes. The responses we get will help the UK Government make important decisions about energy policy. There is no selling involved - we would just like to ask you some questions for research purposes. The responses you give to Ipsos MORI will be anonymous. No personal information will be passed on to anyone else without your permission.

Why are we asking you? Your address has been selected at random to be part of the survey. We really hope you will be able to take part because, under the rules of the survey, we can't give your place to anyone else.

What happens next? An Ipsos MORI interviewer will visit your address in the next few weeks. They will explain more about the survey and ask if you would be willing to take part, at a time that is convenient to you. This interviewer will show you an identity card with a photograph and will be able to answer any questions you have. If you wish to take part, you don't need to do anything more at the moment.

Any questions? If you have any further questions, or if you do not want to be contacted again about this survey, please contact Ipsos MORI either by ringing the helpline number 0808 141 3059

(free from landlines) or emailing us at energyusesurvey@ipsos.com - **when contacting us, please give your name and the reference number in the top right corner of this letter.**

On behalf of all of us, thank you for taking time to read this, and thank you in advance for your help with this influential piece of research.

Yours Sincerely,

<<SURVEY MANAGER>>

<<POSITION>>

Ipsos MORI

A2: Data Linking Leaflet

Information routinely collected by your energy company can help us understand much more about your energy usage if linked to the answers you have given us.

There is something else you could help us with...

Why do you want to understand more about my energy use?

This will help improve the UK Government's understanding of how different people across Great Britain use energy at home. This will help them make important decisions about energy policy.

What am I being asked to give permission for?

Your energy company keeps records of all their customers' energy usage data. The UK Government's Department of Energy and Climate Change (DECC) would like to add this information to the responses you have given in this study. DECC may also want to combine your responses with other relevant government data that it holds (e.g. information about property characteristics). You need to give your permission for these things to happen.

What will happen if I do give my permission?

- Your survey results will be passed on from Ipsos MORI to a core team of researchers at DECC. Your name will not be passed on with your survey results.
- The core research team at DECC will match up your survey results with energy usage data provided by your energy supplier.
- The DECC team will remove any of your personal information (e.g. address or meter point number) so that the combined data is no longer identifiable to you.

What will the research be used for and who will use it?

The additional energy usage information will be used by professional social policy researchers for non-commercial research and statistics to inform the UK Government's future energy policy. Information that could identify you (e.g. your name or address) will never be passed on to anyone else or any other organisation.

What if I don't want to give permission?

Though we'd really appreciate your assistance with this important study, it is fine if you don't want to give permission for your energy records to be included with your survey results.

What if I change my mind?

You can withdraw your permission at any time for your energy usage data to be added to your survey responses – just get in touch using the contact details below.

Contact Details

If you want any further information or want to withdraw your permission, don't hesitate to contact us:

<<SURVEY MANAGER>>

79-81 Borough Road

London, SE1 1FY

Telephone: 0808 141 3059 Email: XXX@ipsos.com

Thank you for all your help so far

A3: Questionnaire

NOTE: The showcards referred to here are not included in this document. They simply included the response options displayed below

Good morning/ afternoon/ evening. My name is ... from Ipsos MORI, the independent research organisation. We are carrying out a survey about the way in which people use electricity and gas in their homes on behalf of the Government's Department of Energy and Climate Change. There is no selling involved - we would just like to ask you some questions for research purposes. The survey is very important as it will help the Government to develop policies to take account of how people use energy in their homes. We recently sent a letter about the survey to [named person FROM SAMPLE].

S1. Please can I speak to [named person – FROM SAMPLE]?

SINGLE CODE

1. Yes - GO TO S3
2. No - GO TO S2

IF RESPONDENT IS NOT NAMED PERSON [S1 CODE 2]

S2. Can you confirm if [named person – FROM SAMPLE] lives at this address?

SINGLE CODE

1. Yes, they still live at this address - GO TO S3
2. No, no-one of that name lives at this address- GO TO S2a
3. Information refused - GO TO S2a

IF CODE 2 AT S2A INTERVIEWER READ OUT TEXT (SHOW PRINTED VERSION OF ADVANCED LETTER)

S2a. A letter was recently sent to this property addressed to the previous occupant. The letter explained that Ipsos MORI, on behalf of the Government's Department of Energy and Climate Change, would like to interview someone at the household about their energy use. The survey is very important as it will help the Government to develop policies to take account of how people use energy in their homes. We would still very much like to interview someone in your home for this survey.

ASK ALL

S3. Are you the person in the household best placed to answer questions about your household's electricity and gas use, or would that be someone else?

IF SOMEONE ELSE: Could I speak to them now?

IF NECESSARY: For example, questions about whether the amount of electricity and gas you use has changed over time.

SINGLE CODE

1. Me - GO TO S4 UNLESS S2 CODE 2 WHICH SHOULD GO STRAIGHT TO S6
2. Someone else & available - GO TO S5
3. Someone else but not available - MAKE APPOINTMENT

IF S3 CODE 1

S4. A letter was recently sent to [you/named person – FROM SAMPLE] from Ipsos MORI on behalf of the Government’s Department of Energy and Climate Change explaining that we would like to interview someone at your household about your energy use. The survey is very important as it will help the Government to develop policies to take account of how people use energy in their homes.

TO INTERVIEWER: PLEASE HAND LETTER TO RESPONDENT AND LET THEM READ, IF NECESSARY, BEFORE CONTINUING

IF S3 CODE 2

S5. Good morning/ afternoon/ evening. My name is ... from Ipsos MORI, the independent research organisation. We are carrying out a survey about the way in which people use energy in their homes on behalf of the Government’s Department of Energy and Climate Change. There is no selling involved - we would just like to ask you some questions for research purposes. The survey is very important as it will help the Government to develop policies to take account of how people use energy in their homes.

ASK ALL

S6. I would like to assure you that all the information we collect will be used for research purposes only. Unless you give us permission, all of the responses you give will be kept entirely anonymous. I can reassure you that no selling is involved.

We are aiming to speak to a wide variety of people so the first few questions will just check your eligibility for the survey. If we continue after this then the interview will take between 35 and 45 minutes. We would really like you to take part. Would you be willing to take part in the survey?

SINGLE CODE

1. Yes, now - GO TO S8
2. Yes, later - MAKE APPOINTMENT
3. No – GO TO S7

ASK ALL WHO DO NOT WANT TO TAKE PART IN SURVEY [CODE 3 AT S6]

S7. Please tell me why you feel unable to take part?

DO NOT PROMPT. PROBE FULLY

ASK ALL

S8. First of all please can I check, are you aged 18 or over?

1. Yes
2. No – THANK AND CLOSE
3. Refused – THANK AND CLOSE

ASK ALL

A1. Do you use mains gas in your property?

IF NEEDED: If you use gas for cooking, or for heating your home, and you do not regularly buy bottled gas, you are likely to be connected to mains gas.

SINGLE CODE

1. Yes
2. No
3. Don't know

ASK ALL

A2. Which energy company supplies your electricity?

SINGLE CODE

1. XXX
2. YYY
3. Other – IF S2 CODE 2 or 3 AND A2 CODE 3 THANK AND CLOSE
4. Don't know – IF S2 CODE 2 or 3 AND A2 CODE 4 THANK AND CLOSE

ASK IF CONNECTED TO MAINS GAS [CODE 1 AT A1]

A3. And which energy company supplies your gas?

SINGLE CODE

1. XXX
2. YYY
3. Other
4. Don't know

IF BOTH CODE 1 OR BOTH CODE 2 AT A2 AND A3 THIS MEANS 'DUAL FUEL' - USE THIS FOR ANY ROUTING FOR 'DUAL-FUEL'

ASK ALL

B1. I would like to understand how you currently heat this property. Please look at this list and tell me whether you heat this property in any of the following ways? Please read out as many of the letters as apply.

MULTI CODE

SHOWCARD A

Central heating

- A. Gas
- B. Oil
- C. Solid fuel – coal or biomass (e.g. wood)

Fixed room heaters

- D. Electric (storage)
- E. Gas

- F. Electric (not storage)
- G. Solid fuel (open fire/enclosed stove) – coal or wood

Portable heaters

H. Electric

I. Other

Other

J. Communal or district heating

K. Other (specify)

L. Don't know

IF MORE THAN ONE CODE AT B1

B2. And what is the main way you heat this property during the winter?

SINGLE CODE

INTERVIEWER READ OUT CODES SELECTED AT B1 AND SELECT ONE AS MAIN HEATING SYSTEM

ALLOW DON'T KNOW

ASK ALL

C1. I am now going to read out a number of statements that other people have made about the energy they use at home. Please tell me to what extent you agree or disagree with each one? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD B

- A. Strongly agree**
- B. Tend to agree**
- C. Neither agree nor disagree**
- D. Tend to disagree**
- E. Strongly disagree**
- F. DO NOT PROMPT - Don't know

RANDOMISE STATEMENTS

C1.1 I have tried to reduce the amount of energy I use at home

C1.2. I think there is more I could do to reduce the amount of energy I use at home

C1.3. I am more concerned about having a warm and comfortable home than saving energy

C1.4. I believe it is important to save as much energy at home as possible

C1.5. I feel in control of how much gas I personally use (ONLY IF CONNECTED TO MAINS

GAS A1 CODE 1)

C1.6. I feel in control of how much electricity I personally use

C1.7. I know what uses the most electricity in my home

C1.8. I feel in control of what I spend on my energy bills

**C1a. And please tell me to what extent you agree or disagree with each of these statements?
Please just read out the letter that applies.**

SHOWCARD B AGAIN

A. Strongly agree

B. Tend to agree

C. Neither agree nor disagree

D. Tend to disagree

E. Strongly disagree

F. DO NOT PROMPT - Don't know

REVERSE STATEMENTS FOR 50%

C1.9 The environment is a low priority compared with other things in my life

C1.10 I am constantly looking for ways to save money

ASK ALL

**C2. I am now going to read out some things that people might have done to their home.
Which answer best applies to you and your household at the moment with regards to the
following measures? For each one please read out the letter that applies.**

**When answering please think about whether or not this has been done to your property, even
if the decision was not made by you personally.**

SINGLE CODE

SHOWCARD C

INTERVIEWER: PLEASE USE THE FOLLOWING RULES WHEN CODING:

- ONLY CODE AS 'DON'T KNOW' IF RESPONDENT HAS HEARD OF MEASURE BUT DOES NOT KNOW WHETHER IT HAS BEEN INSTALLED.
- IF RESPONDENT IS RENTING THEIR PROPERTY AND CAN SELECT AN ANSWER, CODE AS APPROPRIATE. IF, BECAUSE THEY ARE RENTING, THEY CANNOT CHOOSE TO INSTALL THE MEASURE, CODE AS 'NOT MY DECISION TO MAKE BECAUSE I'M RENTING THE PROPERTY'.
- IF IT IS NOT PHYSICALLY POSSIBLE TO INSTALL THE MEASURE (E.G.CANNOT INSTALL LOFT INSULATION IF PROPERTY DOES NOT HAVE A LOFT) CODE AS 'NOT POSSIBLE TO INSTALL IN MY PROPERTY'

A. Already done before I moved into the property

B. Done after I moved into the property, but more than a couple of years ago

C. Done after I moved into the property, and within the last couple of years

D. In the process of doing this

E. Thinking about doing this

- F. Would like to do this, but not at this stage**
- G. Don't want to/ won't do this**
- H. Haven't thought about doing this**
- I. Haven't heard of this**
- J. DO NOT PROMPT: Not my decision to make because I'm renting the property
- K. DO NOT PROMPT: Not possible to install in my property
- L. Don't know

RANDOMISE C2.1 TO C2.8. KEEP C2.9 TO C2.11 AT THE BOTTOM OF LIST.

- C2.1. Installing loft insulation or top-up loft insulation**
- C2.2. Installing draught proofing to windows and/or doors**
- C2.3. Installing under floor insulation**
- C2.4. Installing double glazing**
- C2.5. Installing wall insulation**
- C2.6. Installing heating programmer / timer**
- C2.7. Installing central thermostat to control temperature of whole home**
- C2.8. Installing thermostatic valves on individual radiators**
- C2.9. Installing a renewable heating system (for example a biomass boiler, ground or air source heat pump or solar thermal system)**
- C2.10. Replacing an older gas boiler with a more efficient condensing gas boiler**
- C2.11. Installing technology which provides you with a renewable electricity supply (for example solar panels, micro-wind turbine, micro-hydro system)**

ASK ALL CONNECTED TO MAINS GAS [A1 CODE 1]

D1. How much thought, if any, would you say you give to the amount of gas you use in your home? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD D

- A. A great deal**
- B. A fair amount**
- C. Not very much**
- D. None at all**
- E. DO NOT PROMPT - Don't know

ASK ALL CONNECTED TO MAINS GAS [A1 CODE 1]

D3. Thinking back over the last couple of years, do you think the overall amount you pay for your gas has increased, decreased or stayed the same? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD E

- A. Increased a lot
- B. Increased a little
- C. Stayed about the same
- D. Decreased a little
- E. Decreased a lot
- F. DO NOT PROMPT - Don't know

ASK ALL CONNECTED TO MAINS GAS [A1 CODE 1]

D4. Thinking back over the last couple of years, do you think the amount of gas you use (for instance for heating or cooking) has increased, decreased or stayed the same? Please think about the amount you use rather than how much you pay. Please just read out the letter that applies.

INTERVIEWER NOTE: If respondent mentions the price of gas when answering stress this question is asking about the amount used, not the price paid. We want to know if the amount they use has gone up, gone down or stayed the same, regardless of whether they are paying more for it.

SINGLE CODE

SHOWCARD E AGAIN

- A. Increased a lot
- B. Increased a little
- C. Stayed about the same
- D. Decreased a little
- E. Decreased a lot
- F. DO NOT PROMPT - Don't know

ASK ALL CONNECTED TO MAINS GAS WHO THINK GAS USE HAS INCREASED OR DECREASED [D4 CODE A OR B OR D OR E]

D5. What has led you to believe that the amount of gas you use has [increased D4 CODE A OR B / decreased D4 CODE D OR E]? Please look at this list and tell me which of these letters apply to you.

MULTI-CODE

SHOWSCREEN

REVERSE RESPONSES FOR 50% EXCEPT CODE E AND F

- A. There have been changes in the number of people living in my household
- B. There have been changes in the amount of time people are spending in the house
- C. I have made changes to the way I use gas so this should mean I use [more / less]
- D. I am using [more / less] energy efficient appliances now
- E. Changes in the weather over the last couple of years meaning that I use [more/ less] gas
- F. The amount I pay has gone [up / gone] down
- G. Other (specify)
- H. DO NOT PROMPT – Don't know

ASK ALL CONNECTED TO MAINS GAS [A1 CODE 1] EXCEPT THOSE WHO DO NOT KNOW WHETHER GAS USE HAS CHANGED [D4 CODE F]

D5a. And which, if any, of these pieces of information have informed you that the amount of gas you use has [increased - D4 CODE A OR B/ decreased D4 CODE D OR E / stayed the same D4 CODE C]? Please look at this list and tell me which of these letters apply to you.

MULTI-CODE

SHOWCARD G

- A. Information given to me on my bill**
- B. Information sent to me by my gas supplier (e.g. annual statement)**
- C. Information on my in-home energy display**
- D. My own records on how much I'm using**
- E. Other (specify)**
- F. None of these - no information has informed me about my gas use**
- G. DO NOT PROMPT - Don't know**

ASK ALL

D6. How much thought, if any, would you say you give to the amount of electricity you use in your home? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD H

- A. A great deal**
- B. A fair amount**
- C. Not very much**
- D. None at all**
- E. DO NOT PROMPT – Don't know**

ASK ALL

D8. Thinking back over the last couple of years, do you think the overall amount you pay for your electricity has increased, decreased or stayed the same? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD I

- A. Increased a lot**
- B. Increased a little**
- C. Stayed about the same**
- D. Decreased a little**
- E. Decreased a lot**
- F. DO NOT PROMPT - Don't know**

ASK ALL

D9. Thinking back over the last couple of years, do you think the amount of electricity you use has increased, decreased or stayed the same? Please think about the amount you use rather than how much you pay. Please just read out the letter that applies.

INTERVIEWER NOTE: If respondent mentions the price of electricity when answering stress this question is asking about the amount used, not the price paid. We want to know if the amount they use has gone up, gone down or stayed the same, regardless of whether they are paying more for it.

SINGLE CODE

SHOWCARD I AGAIN

- A. Increased a lot**
- B. Increased a little**
- C. Stayed about the same**
- D. Decreased a little**
- E. Decreased a lot**
- F. DO NOT PROMPT - Don't know**

ASK ALL WHO THINK ELECTRICITY USE HAS INCREASED OR DECREASED [D9 CODE A OR B OR D OR E]

D10. What has led you to believe that the amount of electricity you use has [increased - D9 CODE A OR B]/ decreased - D9 CODE D OR E]? Please look at this list and tell me which of these letters apply to you.

MULTI-CODE

SHOWSCREENREVERSE CODES APART FROM CODE G AND H

- A. There have been changes in the number of people living in my household**
- B. There have been changes in the amount of time people are spending in the house**
- C. I have changed the way I use electricity so this should mean I use [more / less]**
- D. I am using [more / less] energy efficient appliances now**
- E. Changes in the weather over the last couple of years meaning that I use [more/ less] electricity**
- F. The amount I pay has gone [up / gone] down**
- G. Other (specify)**
- H. DO NOT PROMPT – Don't know**

ASK ALL EXCEPT THOSE WHO DO NOT KNOW IF ELECTRICITY USE HAS CHANGED [D9 CODE F]

D10a. And which, if any, of these pieces of information have informed you that the amount of electricity you use has [increased D9 CODE A OR B/ decreased D9 CODE D OR E / stayed the same D9 CODE C]? Please look at this list and tell me which of these letters apply to you.

MULTI-CODE

SHOWCARD J1

- A. Information given to me on my bill**
- B. Information sent to me by my electricity supplier (e.g. annual statement)**
- C. Information on my in-home energy display**
- D. My own records on how much I'm using**
- E. None of these - no information has informed me about my electricity use**

F. Other (specify)

G. DO NOT PROMPT - Don't know

ASK ALL

E1. Thinking back over the last couple of years how often, if at all, do you personally tend to do each of the following things? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD K

- A. Always
- B. Very often
- C. Quite often
- D. Occasionally
- E. Never

F. DO NOT PROMPT – Don't know

ASK ALL

E2. And are you doing this more, less or about the same amount as you were a couple of years ago? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD L

- A. A lot more
- B. A little more
- C. About the same
- D. A little less
- E. A lot less

F. DO NOT PROMPT – Don't know

RANDOMISE STATEMENTS

E2.1 Leave the lights on when you are not in the room

E2.2 Boil the kettle with more water than you are going to use

E2.3 Wash clothes at 30 degrees or lower

E2.4 Try to keep rooms that you are not using at a cooler temperature than those you are using

E2.5 Leave the heating on when you go out for a few hours

ASK ALL WHO HAVE A CENTRAL THERMOSTAT [C2.7 CODE A TO C]

E3. Please think about a typical day when you are at home with the heating on. Compared to a couple of years ago, do you think that the temperature or setting your thermostat is set to is...? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD M

- A. A lot higher
- B. A little higher
- C. About the same

- D. A little lower
- E. A lot lower
- F. DO NOT PROMPT - Don't know

ASK ALL

F1. I am now going to read out a list of actions that you may or may not have taken. For each one, please tell me which of the letters on this card applies to you.

SINGLE CODE

SHOWCARD N

- A. I've done this more than once in the last couple of years
- B. I've done this once in the last couple of years
- C. I've previously done this but not in the last couple of years
- D. I've never done this
- E. DO NOT PROMPT - Don't know

RANDOMISE STATEMENTS

F1.1. Found out more information about electricity or gas tariffs

F1.3. Changed the method you use to pay your electricity or gas bills, such as cash, cheque, di meter, while at the same address

F1.4. Changed the tariff you are on while staying with the same electricity or gas supplier and staying at the same address

F1.5. Changed your electricity or gas supplier, while staying at the same address

ASK ALL EXCEPT DUAL FUEL CUSTOMERS

F2. Overall how satisfied or dissatisfied are you with your electricity supplier? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD O

- A. Very satisfied
- B. Fairly satisfied
- C. Neither satisfied nor dissatisfied
- D. Fairly dissatisfied
- E. Very dissatisfied
- F. DO NOT PROMPT -Don't know

ASK ALL CONNECTED TO MAINS GAS EXCEPT DUAL FUEL CUSTOMERS [A1 CODE 1 EXCEPT THOSE DUAL FUEL CUSTOMERS]

F3. Overall how satisfied or dissatisfied are you with your gas supplier? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD P

- A. Very satisfied
- B. Fairly satisfied

C. Neither satisfied nor dissatisfied

D. Fairly dissatisfied

E. Very dissatisfied

F. DO NOT PROMPT -Don't know

ASK ALL DUAL FUEL CUSTOMERS

F4. Overall how satisfied or dissatisfied are you with your gas and electricity supplier?

Please just read out the letter that applies.

SINGLE CODE

SHOWCARD Q

A. Very satisfied

B. Fairly satisfied

C. Neither satisfied nor dissatisfied

D. Fairly dissatisfied

E. Very dissatisfied

F. DO NOT PROMPT -Don't know

ASK ALL EXCEPT DUAL FUEL CUSTOMERS [ASK ALL EXCEPT DUAL FUEL]

F5. Sometimes people receive estimated electricity bills because their supplier does not have a recent meter reading. Have you personally contacted your electricity supplier in the last couple of years to query an estimated bill? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD R

A. Yes

B. No

C. I have not received an estimated bill in the last couple of years

D. DO NOT PROMPT: Don't know / Can't remember

ASK ALL CONNECTED TO MAINS GAS EXCEPT DUAL FUEL CUSTOMERS [A1 CODE 1 EXCEPT DUAL FUEL]

F6. Sometimes people receive estimated gas bills because their supplier does not have a recent meter reading. Have you personally contacted your gas supplier in the last couple of years to query an estimated bill? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD S

A. Yes

B. No

C. I have not received an estimated bill in the last couple of years

D. DO NOT PROMPT: Don't know / Can't remember

ASK ALL DUAL FUEL CUSTOMERS

F7. Sometimes people receive estimated electricity and gas bills because their supplier does not have a recent meter reading. Have you personally contacted your energy supplier in the last couple of years to query an estimated bill? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD T

- A. Yes
- B. No
- C. I have not received an estimated bill in the last couple of years
- D. DO NOT PROMPT: Don't know / Can't remember

ASK ALL

G1. The next question is about smart meters. Here is a picture of some smart meters: [SHOW CARD WITH IMAGES OF SMART METERS]

PICTURE SHOWCARD 1

Smart meters are the next generation of gas and electricity meters. Smart meters are able to communicate directly with energy suppliers by sending and receiving information about the amount of energy being used. Smart meters are installed by a professional engineer from your energy company.

Before today, had you heard of smart meters?

SINGLE CODE

- 1. Yes
- 2. No
- 3. DO NOT PROMPT - Don't know

ASK ALL

G2. Do you have a smart meter?

SINGLE CODE

- 1. Yes
- 2. No
- 3. DO NOT PROMPT - I have an appointment booked to have a smart meter installed/ I am waiting for it to be installed
- 4. DO NOT PROMPT - Don't know

INTERVIEWER NOTE: If respondent says they did have a smart meter but they have recently changed supplier and so it no longer operates as a smart meter, code them as Yes at G2 and ask them to answer the questions thinking about the smart meter they had with their previous supplier.

ASK ALL WHO HAVE A SMART METER [G2 CODE 1] AND WHO HAVE MAINS GAS [A1 CODE 1]

G3. What kind of smart meter(s) do you have?

SINGLE CODE

SHOWCARD V

- A. Both Electricity and Gas
- B. Electricity only
- C. DO NOT PROMPT - Don't know

ASK ALL WHO HAVE A SMART METER [G2 CODE 1]

G9a. Did you receive an in-home energy display or monitor when your ["electricity and gas smart meters were" G3 CODE A / "smart meter was" [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] installed?

[SHOW CARD OF IMAGES OF IHDS]

PICTURE SHOWCARD 2 SINGLE CODE

1. Yes
2. No
3. DO NOT PROMPT – Don't know

ASK ALL IN LEGACY SAMPLE (sample flag) WHO GIVE CODE 1 AT G2

G2a. Please can you tell me whether your smart meter was installed before or after 1st September 2013?

1. Before 1st September 2013 [GO TO I4](#)
2. On or after 1st September 2013 – [IF G2a Code 2 AND G9a Code 2 or 3 GO TO I4 / IF G2a CODE 2 AND G9a Code 1 THANK AND CLOSE with this text - Thank you for your time helping complete this survey. I do not need to ask you any more questions today. The remaining questions are for people who have had a new meter for a longer period of time](#)

[ASK ALL WHO DO NOT HAVE A SMART METER \[G2 CODE 2 AND 4\]](#)

G4. Have you ever been offered a smart meter by an energy supplier?

Interviewer note: Please re-iterate that **this question is asking about smart meters, and not in-home displays. Please re-show Picture Showcard 1 if necessary.**

SINGLE CODE

1. Yes
2. No
3. DO NOT PROMPT - Don't know

[ASK ALL WHO DO NOT HAVE A SMART METER BUT HAVE BEEN OFFERED ONE \[G4 CODE 1\]](#)

G5. Why did you not have a smart meter installed?

Interviewer note: Please re-iterate that **this question is asking about smart meters, and not in-home displays. Please re-show Picture Showcard 1 if necessary.**

MULTI-CODE

DO NOT PROMPT

- 1) Difficult to use/understand
- 2) Friends / family have advised against it
- 3) Generally not interested
- 4) Having to be at home to have the meter changed
- 5) Health risks (general mention)
- 6) I don't know enough about it / I've not heard of it before
- 7) Installation will take a long time
- 8) Invasion of privacy/they will know exactly what I'm doing
- 9) It will be expensive for me
- 10) It will be expensive for the energy companies
- 11) It will be expensive for the government
- 12) I've had my meter replaced recently
- 13) Not being installed correctly (general mention)
- 14) Paying too much attention to the smart meter/checking it too much

- 15) Radiation / radio waves from the meter
- 16) Someone might lose their job (meter checker)
- 17) The data could get into the wrong hands
- 18) The data could lead to greater chance of terrorist attacks
- 19) The installation will be expensive for taxpayers
- 20) The cost will be passed on to energy bills/energy prices will rise as a result
- 21) Too much effort / hassle
- 22) Too ugly for my home
- 23) Installation not possible due to location of my meter
- 24) I have an appointment booked to have a smart meter installed/ I am waiting for it to be installed
- 25) Other (please specify)
- 26) Don't know

ASK ALL WHO HAVE A SMART METER OR WHO DO NOT BUT HAVE BEEN OFFERED ONE OR ARE WAITING TO HAVE ONE INSTALLED [G2 CODE 1 OR G2 CODE 3 OR G4 CODE 1]

G6. How much, if anything, would you say you knew about smart meters before you had any contact with your energy supplier about having one installed? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD W

- A. A great deal**
- B. A fair amount**
- C. Just a little**
- D. Heard of, but knew nothing about**
- E. Had never heard of them**
- F. DO NOT PROMPT - Don't know

ASK ALL WHO DO NOT HAVE A SMART METER [G2 CODE 2 OR 4] AND WHO RECEIVE ELECTRICITY FROM XXX OR YYY [A2 CODE 1 or 2]. ALSO ASK ALL smart meter flag in sample AND named occupant (S1 code 1 or S2 code 1) AND don't think they have smart meter (G2 code 2 or 4)

G7. To the best of your knowledge has your electricity meter been replaced since April 2011?

SINGLE CODE

- 1. Yes
- 2. No
- 3. DO NOT PROMPT - Don't know

ASK ALL WHO DO NOT HAVE A SMART METER WHO ARE CONNECTED TO MAINS GAS [G2 CODE 2 OR 4 AND A1 CODE 1] AND WHO RECEIVE GAS FROM XXX OR YYY [A3 CODE 1 or 2]. ALSO ASK ALL smart meter flag in sample AND named occupant (S1 code 1 or S2 code 1) AND don't think they have smart meter (G2 code 2 or 4)

G8. To the best of your knowledge has your gas meter been replaced since April 2011?

SINGLE CODE

- 1. Yes- IF LEGACY SAMPLE (flagged in sample) AND GIVEN CODE 1 AT G8 BUT NOT CODE 1 AT G7 - GO STRAIGHT TO G10
- 2. No

3. DO NOT PROMPT - Don't know

IF SMART METER FLAG AND CODE 2 or 3 AT G7 (AND IF A1 CODE 1 ALSO GIVE CODE 2 or 3 AT G8, GO DIRECTLY TO G10

ASK ALL WHO HAVE HAD THEIR ELECTRICITY METER REPLACED [G7 CODE 1]

G9. Did you receive an in-home energy display or monitor when your “new meter was” [G7 CODE 1 AND G8 CODE 2 – 3] OR [G7 CODE 2 – 3 AND G8 CODE 1]/ “new meters were” G7 CODE 1 AND G8 CODE 1] installed?

[SHOW CARD OF IMAGES OF IHDS]

Picture SHOWCARD 2

SINGLE CODE

1. Yes
2. No
3. DO NOT PROMPT – Don't know

IF HAVE 2 SMART/NEW METERS – one for electricity and one of gas – CHECK [G3 CODE A OR G7 1 AND G8 CODE 1]

IF YES: **Did you receive separate displays for electricity and gas, or a combined one?**

SINGLE CODE

1. Combined
2. Separate displays
3. DO NOT PROMPT - Don't know

IF SMART METER FLAG AND CODE 1 AT G7 OR CODE 1 G8 (any code at G7), after G9 (any code given) GO DIRECTLY TO H1

ASK ALL IN LEGACY SAMPLE (sample flag) WHO GIVE CODE 1 AT G7 AND CODE 1 AT G9

G7a. Please can you tell me whether your electricity meter was replaced before or after 1st September 2013?

1. Before 1st September 2013 GO TO I4
2. On or after 1st September 2013 – **Thank and Close - Thank you for your time helping complete this survey. I do not need to ask you any more questions today. The remaining questions are for people who have had a new meter for a longer period of time**

ASK ALL IN LEGACY SAMPLE (sample flag) WHO GIVE CODE 1 AT G7 AND CODE 2 OR CODE 3 AT G9

G7b. Please can you tell me whether your electricity meter was replaced before or after 1st September 2013?

1. Before 1st September 2013 GO TO I4
2. On or after 1st September 2013 – GO TO I4

ASK ALL WHO DO NOT HAVE A SMART METER AND HAVE NOT HAD THEIR METER REPLACED [G2 CODE 2, 3, 4 OR G7 CODE 2 or 3 OR G8 CODE 2 or 3 (except if legacy meter sample for latter)]

G10. Do you have an in-home energy display or energy monitor in your home? An in-home energy display is a portable device that displays current and past energy usage and how much it is costing or will cost. You may also know these as a Real Time Display.

Here are a few pictures of what in-home energy displays may look like:
PICTURE SHOWCARD 2

SINGLE CODE

1. Yes
2. No
3. Don't know

IF LEGACY METER SAMPLE, AND G8 CODE 1 BUT NOT G7 CODE 1, ROUTING AFTER G10 AS FOLLOWS:

If G10 = 1, GO STRAIGHT TO M1

If G10 = 2 or 3, GO STRAIGHT TO M14

ASK ALL WHO HAVE A SMART METER (G2 CODE 1) OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag)

H1. Overall how satisfied or dissatisfied are you with your [smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1 / new meters G7 CODE 1 AND G8 CODE 1], including the in-home display if you received one? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD Z

- A. Very satisfied
- B. Fairly satisfied
- C. Neither satisfied nor dissatisfied
- D. Fairly dissatisfied
- E. Very dissatisfied
- F. DO NOT PROMPT - Don't know

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag)

H2. Which of these statements best describes your experience of your [smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1 / new meters G7 CODE 1 AND G8 CODE 1], including the in-home display if you received one. Please read out the letter that applies.

SINGLE CODE

SHOWSCREENREVERSE RESPONSES FOR 50% EXCEPT CODE F

- A. I would be critical of my smart meter(s) / new meter without being asked
- B. I would be critical of my smart meter(s) / new meter if someone asked my opinion
- C. I would be neutral about my smart meter(s) / new meter if someone asked my opinion
- D. I would speak highly of my smart meter(s) / new meter if someone asked my opinion
- E. I would speak highly of my smart meter(s) / new meter without being asked
- F. DO NOT PROMPT – Don't know

ASK ALL WHO HAVE A SMART METER [G2 CODE 1]

I1. Which, if any, of the following best describes what happened before the smart meter was [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters were G3 CODE A installed in your home?

IF HAS TWO SMART METERS INSTALLED AT SEPARATE TIMES: **Please just think about the smart meter that was most recently installed.**

Please just read out the letter that applies.

SINGLE CODE

SHOWCARD BB

- A. My energy supplier contacted me / wrote to me to tell me about smart meters and I agreed to have one installed
- B. My energy supplier contacted me/ wrote to me to tell me about smart meters and I requested to have one installed
- C. My energy supplier contacted me / wrote to me to say that my meter needed replacing and arranged a time to install the new one.
- D. I contacted my energy supplier first stating I would like to receive a smart meter.
- E. I contacted by energy supplier to discuss my account and they offered me a smart meter
- F. I changed energy supplier so that I could sign up to a package that included having a smart meter installed
- G. The installation happened before I moved into the property
- H. Other, please specify
- I. DO NOT PROMPT: Don't know/Can't remember

SCRIPT CHECK: If S2 CODE 2 AND NOT Code G, H OR I AT I1 INTERVIEWER SHOULD CHECK THIS IS CORRECT RESPONSE FROM RESPONDENT.

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag) ALSO EXCLUDE CODE G AT I1.

I2. When you had your [smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1 / new meters G7 CODE 1 AND G8 CODE 1] installed, as far as you were aware, did you change to a different tariff or did you stay on the same one?

SINGLE CODE

1. Changed to a different tariff
2. Stayed on the same one
3. DO NOT PROMPT - Don't know/ Can't remember

ASK ALL WHO HAVE A SMART METER [G2 CODE 1]. EXCLUDE CODE G AT I1.

I3. What were the reasons you agreed to, or decided to, have a smart meter installed?

MULTI-CODE. DO NOT PROMPT

1. My energy supplier told me my meter had to be replaced / my meter had come to the end of its life
2. The old meter no longer worked
3. To see how much electricity and/or gas I was using
4. To reduce my electricity / gas / energy bill
5. To help me budget
6. To avoid wasting electricity / gas / energy
7. To do my bit for the environment / reduce carbon footprint
8. I like to have the latest technology /gadgets
9. To encourage others in my home to think about how they use energy / save money
10. To get an accurate energy bill / end estimated bills
11. So I no longer needed meter readers calling at my property
12. I knew friends and family who already had one installed
13. My friends/family recommended to me that I had one installed
14. I was told everyone was going to have to a smart meter
15. Other specify
16. Don't know

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR ELECTRICITY METER REPLACED (G2 CODE 1 OR G7 CODE 1).

I4. Before the electricity smart meter G2 CODE 1 / your new electricity meter G7 CODE 1 was ever installed, did you already have an electricity in-home display?

In contrast to the display that came with the smart meter / new meter, [IF G2 CODE 1 AND G9a CODE 2 OR 3, or, G7 CODE 1 AND G9 CODE 2 OR 3, REMOVE THIS FIRST PART OF SENTENCE] this would have been fitted by someone in the household as opposed to an engineer from the energy company, although you may have been sent it by your energy supplier.

The display would have been fitted by clipping a receiver onto the wires which feed into the electricity meter. This would have then transmitted data to the display.

Here are a few pictures of what in-home energy displays look like. You may also have referred to it as an energy monitor or real time display. Did you already have an electricity in-home display before your new meter was installed?

SINGLE CODE

PICTURE SHOWCARD 2

1. Yes
2. No
3. DO NOT PROMPT - Don't know

IF CODE G AT I1 AND CODE 2 or 3 at G9a, CHANGE WORDING AT I4 TO BE:

You said earlier that your smart meter did not come with an in-home energy display or monitor. Do you have any other electricity in-home display?

The display would have been fitted by clipping a receiver onto the wires which feed into the electricity meter. This would have then transmitted data to the display.

Here are a few pictures of what in-home energy displays look like. You may also have referred to it as an energy monitor or real time display. Do you have an electricity in-home display like this?

IF CODE G AT I1 AND CODE 1 at G9a, CHANGE WORDING AT I4 TO BE:

You said earlier that you have an in-home energy display or monitor that came with your electricity smart meter. Do you have any other electricity in-home display?

The display would have been fitted by clipping a receiver onto the wires which feed into the electricity meter. This would have then transmitted data to the display.

Here are a few pictures of what in-home energy displays look like. You may also have referred to it as an energy monitor or real time display. Do you have an electricity in-home display like this?

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag) EXCLUDE CODE G AT I1.

I5. Which, if any, of the following happened before the installation? Please read out any of the letters that apply. IF INSTALLED AT SEPARATE TIMES: Please just think about the smart meter G2 CODE 1 /meter G7 CODE 1 that was most recently installed.

MULTI-CODE

SHOWSCREENREVERSE FOR 50% EXCEPT CODES H AND I

- A. I received a letter confirming the date and time of the installation visit
- B. I received a letter advising me what would happen during the installation
- C. I received a phone call to confirm the date and time of the installation visit
- D. I received a phone call advising me what would happen during the installation
- E. I received a text message to confirm the date and time of the installation visit
- F. I received a booklet explaining how the smart meter(s)/meter would work
- G. I received a booklet explaining how the in-home displays would work Do not ask if G9a or G9 CODE 2 OR 3
- H. None of the above
- I. DO NOT PROMPT - Don't know / Can't remember

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag). EXCLUDE CODE G AT I1.

I6. Were you at home when the smart meter / new meter was fitted?

SINGLE CODE

1. Yes
2. No
3. Don't know / Can't remember

ASK ALL WHO WERE AT HOME FOR METER INSTALLATION (I6 CODE 1)

J1. Which, if any, of the following happened during the installation?

IF INSTALLED AT SEPARATE TIMES: Please just think about the smart meter G2 CODE 1 /meter G7 CODE 1 OR G8 CODE 1 that was most recently installed. Please read out any of the letters that apply.

MULTI-CODE

SHOWSCREEN

REVERSE FOR 50% EXCEPT KEEP F and G AT BOTTOM

- A. I asked questions of the installer during the installation visit
- B. The installer explained / showed me how the smart meter(s) /meter works
- C. The installer explained / showed me how the in-home display(s) works DON'T SHOW IF G9a or G9 CODE 2 OR 3
- D. I received a document explaining how the smart meter(s)/meter works
- E. I received a document explaining how the in-home display works DON'T SHOW IF G9a or G9 CODE 2 OR 3
- F. None of the above
- G. DO NOT PROMPT - Don't know

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag). EXCLUDE CODE G AT I1.

J2. Which, if any, of the following happened after the installation?

IF INSTALLED AT SEPARATE TIMES: Please just think about the smart meter G2 CODE 1 /meter G7 CODE 1 OR G8 CODE 1 that was most recently installed. Please read out any of the letters that apply.

MULTI-CODE

SHOWSCREENREVERSE EXCEPT KEEP D AND E AT BOTTOM

- A. I received a booklet in post / by email explaining how the smart meter(s)/meter works
- B. I received a booklet in the post / by email explaining how the in-home display works DON'T SHOW IF G9a or G9 CODE 2 OR 3
- C. I received a follow-up telephone call from my energy supplier after the installation
- D. None of the above
- E. DO NOT PROMPT - Don't know

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag) EXCLUDE CODE G AT I1.

J3. Overall, to what extent were you satisfied or dissatisfied with each of the following in relation to the installation of your the smart meter G2 CODE 1 /meter G7 CODE 1 OR G8 CODE 1? Please read out the letter that applies.

SINGLE CODE

SHOWCARD GG

- A. Very satisfied

- B. Fairly satisfied**
- C. Neither satisfied nor dissatisfied**
- D. Fairly dissatisfied**
- E. Very dissatisfied**
- F. DO NOT PROMPT - Don't know
- G. DO NOT PROMPT – Not applicable

RANDOMISE STATEMENTS

- J3.1. Ease of arranging the appointment for the installer to fit your smart meter / new meter**
- J3.2. Any information you received in advance advising you what would happen during the installation.**
- J3.3. Installer arriving on time for the scheduled appointment ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1)**
- J3.4. How long it took to install ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1)**
- J3.5. The installation taking place without any major difficulties or problems ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1)**
- J3.6. The ability of the installer to answer the questions you had ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1)**
- J3.7. The explanation provided by the installer of how the smart meter(s) / meter works ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1)**
- J3.8. The explanation provided by the installer of how the in-home display(s) works ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1). Do not ask if G2 CODE 1 AND G9a CODE 2 OR 3**
- J3.9. The booklet explaining how the smart meter(s) / meter works ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1)**
- J3.10. The booklet explaining how the in-home display works ONLY IF AT HOME FOR METER INSTALLATION (I6 CODE 1). Do not ask if G2 CODE 1 AND G9a CODE 2 OR 3, or G7 CODE 1 AND G9 CODE 2 OR 3**
- J3.11. How your property was left after the installation visit**
- J3.12. Any follow-up contact (e.g. telephone call) you received from the energy supplier after the installation**

ASK ALL WHO WERE AT HOME FOR METER INSTALLATION (I6 CODE 1)

- J4. Which, if any, of the following did you receive advice or information about from the installer who fitted your [smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] /**

smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1 / new meters G7 CODE 1 AND G8 CODE 1?

IF NO: **Would you have been interested in receiving this information?**

IF INSTALLED AT SEPARATE TIMES: **Please just think about the smart meter G2 CODE 1 / new meter G7 CODE 1 OR (G8 CODE 1 AND G9 CODE 1) that was most recently installed. SINGLE CODE**

SHOWCARD HH

A. Yes

B. No, but I would have been interested in receiving this

C. No, I would not have been interested in receiving this

4. DO NOT PROMPT - Don't know

RANDOMISE STATEMENTS

J4.1. Energy efficiency measures such as loft insulation, cavity wall insulation, etc.

J4.2. Steps you could take to use less energy in your home

J4.3. The range of energy tariffs available

J4.4. Where to receive independent advice on energy issues

J4.5. How to get more detailed information about the energy your household uses

J4.6. The availability of advanced in home display units with extra features or a different design Do not ask if G9a or G9 CODE 2 OR 3

J4.7 How to use the in home display to identify how much energy different appliances are using Do not ask if G9a or G9 CODE 2 OR 3

FOR EACH YES STATEMENT AT J4 (code 1)

J4a. And how satisfied or dissatisfied were you with this advice or information?

SHOWCARD II

A. Very satisfied

B. Fairly satisfied

C. Neither satisfied nor dissatisfied

D. Fairly dissatisfied

E. Very dissatisfied

F. DO NOT PROMPT - Don't know

ASK ALL WHO WERE AT HOME FOR METER INSTALLATION (I6 CODE 1)

J5. To what extent were you satisfied or dissatisfied with your overall experience of the installation of your [smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1 / new meters G7 CODE 1 AND G8 CODE 1],? Please read out the letter that applies

SINGLE CODE

SHOWCARD JJ

- A. Very satisfied
- B. Fairly satisfied
- C. Neither satisfied nor dissatisfied
- D. Fairly dissatisfied
- E. Very dissatisfied
- F. DO NOT PROMPT - Don't know

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag)

K1. What concerns, if any, have you had about your smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1 / new meters G7 CODE 1 AND G8 CODE 1]?

MULTICODE

DO NOT PROMPT. PROBE FULLY

1. The information shown on the IHD is too basic
2. Difficult to use/understand
3. Health risks (general mention)
4. Radiation / radio waves from the meter
5. I don't trust my energy company (general mention) INTERVIEWER PROBE FURTHER
6. I don't trust the technology (general mention) INTERVIEWER PROBE FURTHER
7. Invasion of privacy/they will know exactly what I'm doing
8. The data could get into the wrong hands
9. The data could lead to greater chance of terrorist attacks
10. It will be expensive for me
11. It will be expensive for the energy companies
12. It will be expensive for the government
13. The installation will be expensive for taxpayers
14. The cost will be passed on to energy bills/energy prices will rise as a result
15. Not being installed correctly (general mention)
16. The smart meter may not provide accurate readings
17. I think it means I will receive less information about energy usage on future bills
18. Paying too much attention to the smart meter/checking it too much
19. Someone might lose their job (meter checker)
20. Too ugly for my home
21. Other (please specify)
22. Nothing/no concerns
23. Don't know

ASK ALL WHO HAVE CONCERNS ABOUT DATA PRIVACY [K1B CODE 5 OR 6 OR 7]

K2. You may have received some information about how your energy supplier uses and stores data from your meter. Please tell me which of the following best describes how

you felt about this information. Please just read out the letter that applies.

SINGLE CODE

SHOWCARD KK

- A. I was given some information about this but it did not answer all the queries I had
- B. I was given some information about this and it answered most of the queries I had
- C. I was given some information about this and it answered all of the queries I had
- D. I was not given any information about this but I do not think I need any
- E. I was not given any information about this but I would have liked to receive it
- F. DO NOT PROMPT - Don't know

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag) ALSO EXCLUDE CODE G AT I1.

K3. Which, if any, of the following best describes how you felt about the amount you were requested to pay on the first bill you received after you had your smart meter G2 CODE 1 / new meter G7 CODE 1 OR G8 CODE 1 installed?

SINGLE CODE

SHOWCARD LL

- A. It was a lot more than I expected
- B. It was a little more than I expected
- C. It was about the same as I expected
- D. It was a little less than I expected
- E. It was a lot less than I expected
- F. Not applicable – I have not received my first bill since having my meter installed yet
- G. DO NOT PROMPT - Don't know

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] EXCEPT IF LEGACY CUSTOMER (sample flag) ALSO EXCLUDE CODE G AT I1.

K4. Were you given any information at the time of the installation about what to expect on your first bill after the meter was installed?

SINGLE CODE

- 1. Yes
- 2. No
- 3. DO NOT PROMPT - Don't know

ASK ALL WITH AN IN-HOME DISPLAY (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1))

M1. Is your in-home display generally still plugged in and in use?

INTERVIEWER NOTE – if respondent says they sometimes have the display plugged in but sometimes unplug it this counts as being 'generally plugged in' so please code 1 'Yes'. Code 2 'No' is for respondents who have permanently stopped plugging in and using their in-home display.

If respondent says they have more than one IHD ask them to answer the questions thinking about the one they received at the time their smart meter or new meter was installed.

SINGLE CODE

1. Yes
2. No
3. DO NOT PROMPT - Don't know

ASK ALL IF IHD IS NOT PLUGGED IN [M1 CODE 2]

M2a. How long did you have your in-home display generally turned on and in use for before you unplugged it?

SINGLE CODE

DO NOT READ OUT

1. For the first few days after it was installed
2. For the first few weeks after it was installed
3. For the first few months after it was installed
4. For the first 6 months after it was installed
5. For the first year after it was installed
6. For over a year after it was installed
7. It was never plugged in
8. Other, please specify

DO NOT PROMPT - Don't know

ASK ALL IF IHD IS NOT PLUGGED IN [M1 CODE 2]

M2b. For what reason is your in-home display not generally turned on and in use?

MULTICODE

1. **DO NOT READ OUT.** Did not understand how to use it
2. Did not think it would be useful for me
3. I used it when it was first installed to find out how much all my appliances used and then didn't need to look at it anymore
4. The signal is too weak where I want to put it
5. Other (please specify)
6. Don't know

ASK ALL WITH IN-HOME DISPLAY THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7)

M3. What room do you / did you [IF M1 CODE 2] tend to keep your in-home display in most of the time?

SINGLE CODE

DO NOT READ OUT

1. In the kitchen
2. In the living room
3. In the dining room
4. In the hallway
5. In a utility room
6. In a room we use as an office or study

7. In the basement/cellar
8. In a bedroom
9. In a bathroom
10. In the garage
11. It is not kept in one particular room - it is moved around the house
12. Other (specify)
13. DO NOT PROMPT - Don't know

ASK ALL WITH IN-HOME DISPLAY PLUGGED THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7)

M4. Who in your household looks at the information shown on the in-home display?

IF NEEDED: This means people who live in the household for most of the time – not friends or family who are just visiting

MULTI-CODE

DO NOT READ OUT

1. Me
2. My partner
3. My children
4. My parents
5. Another household member
6. DO NOT PROMPT - Don't know
7. DO NOT PROMPT - No one looks at it

ASK ALL WHERE MORE THAN ONE PERSON IN HOUSEHOLD LOOKS AT IHD (MORE THAN ONE CODE AT M4)

M5. Who in your household do you think tends to look at the in-home display most often?

SINGLE CODE

DO NOT READ OUT. ONLY SHOWN RESPONSES CODED AT M4

1. Me
2. My partner
3. My children
4. My parents
5. Another household member
6. DO NOT PROMPT - Don't know

ASK ALL WITH IN-HOME DISPLAY THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7)

L1. Thinking about your in-home display, which of the following best describes how you feel about doing each of the following? Please read out the letter that applies.

IF SEPARATE DISPLAYS: Please think about both displays when answering

SINGLE CODE

SHOWCARD MM

A. I know how to do this

B. I think I know how to do this, but I'm not entirely sure

C. I know this can be done, but I don't know how

D. I did not know I could do this

E. DO NOT PROMPT - Not applicable - I don't think my display shows this information

F. DO NOT PROMPT - Don't know

RANDOMISE STATEMENTS

L1.1. Switching between the display showing how much you are spending and the display showing how much energy you are using

L1.2. Accessing information on your household's current energy use at that moment in time

L1.3. Accessing information on how much energy your household has used in the past (e.g. past day, week or month)

ASK ALL WHO LOOK AT IHD PERSONALLY [M4 CODE 1]

M8. Thinking about the last few weeks, how often have you personally tended to look at your in-home display? Please just read out the letter that applies.

SHOWCARD MM1

SINGLE CODE.

A. Several times a day

B. Once a day

C. Two or three times a week

D. Once a week

E. Once a fortnight

F. Once a month

G. Less frequently than once a month

H. I never look at it now.

I. DO NOT PROMPT - Don't know

ASK ALL WHO LOOK AT IHD PERSONALLY [M4 CODE 1]

M11. How often, if at all, do you now look at the following features on your in-home display? Please just read out the letter that applies.

SINGLE CODE.

SHOWCARD MM2

1. More than once a day

2. Once a day

3. Several times a week

4. Once a week

5. Once a fortnight

6. Once a month

7. Once every quarter (every three months)

8. Less frequently than once a quarter (once every three months)

9. I have never looked at this

10. DO NOT PROMPT - I don't know how often I look at this

11. DO NOT PROMPT - I don't know how to look at this

12. DO NOT PROMPT - My in home display does not have this feature

RANDOMISE STATEMENTS

M11.1. Information on your past electricity usage (the kilo-watts measure) i.e. how much electricity you have used over the last week or month

M11.2 Information on your current electricity usage (the kilo-watts measure) i.e. how much electricity you are using at that point in time

M11.3. Information on your past gas usage (in meters cubed) i.e. how much gas you have used over the last week or month [ROUTING - ONLY IF MAINS GAS Code 1 at A1]

M11.4 Information on your current gas usage (in meters cubed) i.e. how much gas you are using at that point in time [ROUTING - ONLY IF MAINS GAS Code 1 at A1]

M11.5. Information on how much you have spent in the past on electricity (the money display) i.e. how much you have spent on electricity over the last week or month

M11.6 Information on how much you are currently spending on electricity (the money display) i.e. how much you are spending on electricity at that point in time

M11.7. Information on how much you have spent in the past on gas (the money display) i.e. how much you have spent on gas over the last week or month [ROUTING - ONLY IF MAINS GAS Code 1 at A1]

M11.8 Information on how much you are currently spending on gas (the money display) i.e. how much you are spending on gas at that point in time [ROUTING - ONLY IF MAINS GAS Code 1 at A1]

M11.9. Information on how much carbon you have emitted

ASK ALL WHERE ANYONE IN HOUSEHOLD LOOKS AT IHD (M4 ANY CODE EXCEPT 6 OR 7)

M10. Overall, do you think your household is looking at the in-home display more, less, or about the same amount as when it was first installed? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD NN

A. A lot more

B. A little more

C. About the same

D.A little less

E. A lot less

F. DO NOT PROMPT - Don't know

ASK ALL

M14. How often, if at all, do you and the members of your household discuss the following...? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD OO

IF CODE E – LIVE ALONE - ON FIRST STATEMENT PLEASE SKIP TO M15

- A. Very often**
- B. Sometimes**
- C. Not very often**
- D. Never**

E. Not applicable – I live on my own
F. DO NOT PROMPT - Don't know

RANDOMISE STATEMENTS M14.1 AND M14.2 BUT HOLD M14.3 TO END

M14.1 How you can save energy

M14.2 Who uses the most energy

ASK ALL WITH IN-HOME DISPLAY THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7)

M14.3 Any of the information displayed on your in-home display (e.g. Energy use/ costs, etc.)

ASK ALL WITH IN-HOME DISPLAY THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7) AND IF M14.3 ALSO CODE A – B]

M14a. And which of the following best describes your overall experience of these discussions about the information shown on your in-home display? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD PP

- A. Very positive**
- B. Fairly positive**
- C. Neither positive or negative**
- D. Fairly negative**
- E. Very negative**
- F. DO NOT PROMPT – Don't know

ASK ALL WITH IN-HOME DISPLAY THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7)

M15. In which, if any, of the following ways does your in-home display show you information?

[SHOW CARD]

MULTI CODE

Picture Showcard 3

- A. Traffic light display i.e. it shows red, yellow or green depending on the amount of energy you're using
- B. Speedometer display i.e. a dial or gauge
- C. Other lights/images/graphs/picture display (i.e. not only showing numbers)
- D. None of these
- E. DO NOT PROMPT - Don't know

ASK ALL WHO LOOK AT IHD PERSONALLY [M4 CODE 1]

M16a. Do you tend to look at information on your in-home display most often as numbers and figures, or as images – such as traffic lights, speedometer or other pictures? Please just read out a letter that applies.

SINGLE-CODE

SHOWCARD RR

- A. As numbers and figures
- B. As images (e.g. traffic lights, speedometer or other pictures)
- C. DO NOT PROMPT - Don't know

ASK ALL WITH IN-HOME DISPLAY THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7)

M17. I'd now like to ask you some questions about using your in-home display. To what extent do you agree or disagree with the following statements?

SINGLE CODE

SHOWCARD SS

- A. Strongly agree
- B. Tend to agree
- C. Neither agree nor disagree
- D. Tend to disagree
- E. Strongly disagree
- F. DO NOT PROMPT - Don't know
- G. DO NOT PROMPT – Not applicable

RANDOMISE

M17.4. My in-home display is easy to use

M17.5 I'd like further information about how to use it to manage how much energy I use

M17.6 I looked at it when I first received it to see how much electricity different appliances use

M17.7 I looked at it when I first received it to see how much gas I was using [ONLY IF

ASK ALL WHO LOOK AT IHD PERSONALLY [M4 CODE 1]

M17.1. I've used it to work out what a normal level of energy use is for my household i.e. what we use on a typical day, week or month

M17.2 I've used it to check that nothing is left on in the house when I go out or when I go to sleep

M17.3. I use it to encourage others in my household to reduce their energy use

ASK ALL WHO LOOK AT IHD PERSONALLY [M4 CODE 1]

M19. Have you used the in-home display to try to estimate what your energy bills might be?

SINGLE CODE

1. Yes
2. No
3. DO NOT PROMPT - Don't know

ASK ALL WHO USE IHD TO ESTIMATE BILLS [M19 CODE 1]

M20. How easy or difficult have you found it to use your in-home display to try to estimate what your energy bills might be? Please just read out the letters that apply.

SINGLE CODE

SHOWCARD TT

- A. Very easy
- B. Fairly easy
- C. Neither easy or difficult
- D. Fairly difficult
- E. Very difficult
- F. DO NOT PROMPT - Don't know

ASK ALL WHO LOOK AT IHD PERSONALLY [M4 CODE 1]

M21. Which, if any of the following has your in-home display shown you? Please just read out the letters that apply.

MULTI-CODE EXCEPT CODE A AND B, CODE C AND D. SHOWSCREENREVERSE FOR 50% EXCEPT CODE H TO J

- A. My household is using more electricity than I expected
- B. My household is using less electricity than I expected
- C. My household is using more gas than I expected [ROUTING - ONLY IF MAINS GAS Code 1 at A1]
- D. My household is using less gas than I expected [ROUTING - ONLY IF MAINS GAS Code 1 at A1]
- E. A particular appliance uses more energy than I expected
- F. A particular appliance uses less energy than I expected
- G. My household is using the most energy at a different time of day to when I expected
- H. Other, please specify
- I. DO NOT PROMPT - None of these
- J. DO NOT PROMPT - Don't know

ASK ALL WHO LOOK AT IHD PERSONALLY [M4 CODE 1]

M22. To what extent do you agree or disagree that you have done the following as a result of seeing information on your in-home display? Please just read out the letters that apply.
SINGLE CODE

SHOWCARD VV

- A. Strongly agree
- B. Tend to agree
- C. Neither agree nor disagree
- D. Tend to disagree
- E. Strongly disagree
- F. DO NOT PROMPT - Don't know

RANDOMISE STATEMENTS

M22.1. Started to heat your home less than you need to keep you and members of your household warm

M22.2. Started to use more energy because you've realised you weren't spending as much on energy as you thought

ASK ALL WHO HAVE A SMART METER OR HAVE HAD THEIR METER REPLACED (G2 CODE 1 OR G7 CODE 1 OR G8 CODE 1) OR WHO DO NOT HAVE SMART METER OR NEW METER BUT HAVE IHD (G10 CODE 1 OR I4 CODE 1)

M23. What, if anything would you like to change about your [smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1/ new meters G7 CODE 1 AND G8 CODE 1], or in-home display if you have one?

IF G10 CODE 1 OR I4 CODE 1 ADAPT WORDING TO – **What if anything would you like to change about your in-home display?**

MULTI-CODE

DO NOT PROMPT

1. An in-home display that can be mounted on wall
2. More advanced / up-to-date in-home display with better graphics
3. More information about how to use the in-home display
4. Information on usage at appliance level
5. Other, please specify
6. Nothing
7. Don't know

ASK ALL WITH IN-HOME DISPLAY THAT HAS EVER BEEN PLUGGED IN (G9a or G9 CODE 1 OR G10 CODE 1 OR I4 CODE 1 AND NOT M2a CODE 7)

M24. Have you experienced any of the following issues with your in-home display? Please choose the letter on this card that best applies.

SINGLE CODE

SHOWCARD WW

- A. Yes – I've experienced this and find it inconvenient
- B. Yes – I've experienced this but don't find it inconvenient
- C. No – I haven't experienced this

D. DO NOT PROMPT - Don't know / Can't remember

E. DO NOT PROMPT – Not applicable

RANDOMISE STATEMENTS

M24.1. A delay to how quickly your in-home display responds when you turn electrical appliances on and off

M24.2. A delay to how quickly your in-home display responds when you turn gas appliances on and off

M24.3. A loss of signal between your meter and the in-home display

M24.4 A loss of information on your past energy use when you unplug your in-home display

M24.5. The battery which powers your in-home display running dead

M24.6. Having to keep your in-home display in a part of the house that you do not want to keep it in due to problems receiving a signal from the meter

ASK ALL, EXCEPT IF G2 code 2 or 4 AND at G7 code 2 or 3 (AND IF A1 code 1 AND code 2 or 3 at G8), OR IF G2 CODE 3

N2. What, if anything, has been the greatest disadvantage of having the [smart meter [G2 CODE 1 AND A1 CODE 2 OR 3] OR [G3 CODE B] / smart meters G3 CODE A / new meter G7 CODE 1 OR G8 CODE 1 / new meters G7 CODE 1 AND G8 CODE 1] and in-home display (if you have one) installed?

MULTI-CODE

DO NOT PROMPT

1. Difficult to use/understand
2. Having to be at home to have the meter changed
3. Health risks (general mention)
4. Installation will take a long time
5. Invasion of privacy/they will know exactly what I'm doing
6. It will be expensive for me
7. It will be expensive for the energy companies
8. It will be expensive for the government
9. Not being installed correctly (general mention)
10. Paying too much attention to the smart meter/checking it too much
11. Radiation/ radio waves from the meter
12. Someone might lose their job (meter checker)
13. The data could get into the wrong hands
14. The data could lead to greater chance of terrorist attacks
15. The installation will be expensive for taxpayer
16. The cost will be passed on to energy bills/energy prices will rise as a result
17. Too ugly for my home
18. Concern about how sturdy/robust the meter is and whether it can be easily damaged
19. My energy bills seem to have increased
20. Other (please specify)
21. Nothing/no disadvantages

22. Don't know

ASK ALL WHO HAVE A SMART METER (G2 CODE 1) OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] AND WHO AGREE WITH ENERGY BEHAVIOUR STATEMENTS (ANY CODE A OR B AT C1)

OR WHO HAVE IHD INSTALLED (G10 CODE 1) AND WHO AGREE WITH ENERGY BEHAVIOUR STATEMENTS (ANY CODE A OR B AT C1)

N3. You stated earlier that you agree with each of the following statements. Which, if any, of these were encouraged by having a smart meter / new meter or in-home display in your home?

[IF G10 CODE 1 wording is Which, if any, of these were in part encouraged by having an in-home display in your home?]

MULTI-CODE

SHOWSCREEN

REVERSE FOR 50%

I have tried to reduce the amount of energy I use at home (ONLY C1.1 CODE A OR B)

I believe it is important to save as much energy at home as possible (ONLY C1.4 CODE A OR B)

I feel in control of how much gas I use (ONLY C1.5 CODE A OR B)

I feel in control of how much electricity I use (ONLY C1.6 CODE A OR B)

I know what uses the most electricity in my home (ONLY C1.7 CODE A OR B)

I feel in control of what I spend on my energy bills (ONLY C1.8 CODE A OR B)

None of these

Don't know

ASK ALL WHO HAVE A SMART METER (G2 CODE 1) OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] AND WHO HAVE INSTALLED AT LEAST ONE ENERGY EFFICIENCY MEASURE IN LAST TWO YEARS (ANY CODE C AT C2) OR HAVE ENGAGED WITH TARIFFS AND SUPPLIER (ANY CODE A OR B AT F1)

OR WHO HAVE IHD INSTALLED (G10 CODE 1) AND WHO HAVE INSTALLED AT LEAST ONE ENERGY EFFICIENCY MEASURE IN LAST TWO YEARS (ANY CODE C AT C2) OR HAVE ENGAGED WITH TARIFFS AND SUPPLIER (ANY CODE A OR B AT F1)

N4. You stated earlier that you have installed or done each of the following things in the last couple of years. Which, if any, of these were encouraged by having a smart meter / new meter or in-home display in your home?

[IF G10 CODE 1 wording is Which, if any, of these were in part encouraged by having an in-home display in your home?]

MULTI-CODE

SHOWSCREEN

REVERSE FOR 50%

Installing loft insulation or top-up loft insulation [ONLY IF C2.1 CODE C]

Installing Draught proofing to windows and doors [ONLY IF C2.2 CODE C]

Under floor insulation [ONLY IF C2.3 CODE C]

Installing Double glazing [ONLY IF C2.4 CODE C]

Installing Wall insulation [ONLY IF C2.5 CODE C]

Installing Heating programmer / timer [ONLY IF C2.6 CODE C]

Installing Central thermostat to control temperature of whole home [ONLY IF C2.7 CODE C]

Installing Thermostatic valves on individual radiators [ONLY IF C2.8 CODE C]

Installing Renewable heating system (for example biomass boiler, heat pump or solar thermal system) [ONLY IF C2.9 CODE C]

Replacing an older gas boiler with a more efficient condensing gas boiler [ONLY IF C2.10 CODE C]

Installing technology which provides you with a renewable electricity supply (e.g. solar panels, micro-wind turbine, micro-hydro system) [ONLY IF C2.11 CODE C]

Found out more information about electricity or gas tariffs [ONLY IF F1.1 CODE A OR B]

Changed the method you use to pay your electricity or gas bills [ONLY IF F1.3 CODE A OR B]

Changed the tariff you are on while staying with the same supplier [ONLY IF F1.4 CODE A OR B]

Changed your electricity or gas supplier [ONLY IF F1.5 CODE A OR B]

None of these

Don't know

ASK ALL WHO HAVE A SMART METER (G2 CODE 1) OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] AND WHO ARE PRACTICISING ANY ENERGY EFFICIENT BEHAVIOURS LESS OFTEN THAN 2 YEARS AGO (CODE D OR E AT E2.1 OR E2.2 OR E2.5

OR WHO HAVE IHD INSTALLED (G10 CODE 1) AND WHO ARE PRACTICISING ANY ENERGY EFFICIENT BEHAVIOURS LESS OFTEN THAN 2 YEARS AGO (CODE D or E AT E2.1 OR E2.2 OR E2.5)

N5. You stated earlier that you are doing the following things less than you were a couple of years ago. Which, if any, of these were encouraged by having a smart meter / new meter or in-home display in your home?

[IF G10 CODE 1 wording is Which, if any, of these were in part encouraged by having an in-home display in your home?]

MULTI-CODE

SHOWSCREEN

REVERSE FOR 50%

Leaving the lights on when you are not in the room [ONLY IF E2.1 CODE D OR E]

Boiling the kettle with more water than you are going to use [ONLY IF E2.2 CODE D OR E]

Leaving the heating on when you go out for a few hours [ONLY IF E2.5 CODE D OR E]

None of these

Don't know

ASK ALL WHO HAVE A SMART METER (G2 CODE 1) OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] AND WHO ARE PRACTICISING SOME BEHAVIOURS MORE OFTEN THAN 2 YEARS AGO (CODE A OR B AT E2.1 OR E2.2 OR E2.5)

OR WHO HAVE IHD INSTALLED (G10 CODE 1) AND WHO ARE PRACTICISING SOME BEHAVIOURS MORE OFTEN THAN 2 YEARS AGO (CODE A OR B AT E2.1 OR E2.2 OR E2.5)

N5a. You stated earlier that you are doing the following things more than you were a couple of years ago. Which, if any, of these were encouraged by having a smart meter / new meter or in-home display in your home?

[IF G10 CODE 1 wording is Which, if any, of these were in part encouraged by having an in-home display in your home?]

MULTI-CODE

SHOWSCREEN

REVERSE FOR 50%

Leaving the lights on when you are not in the room [ONLY IF E2.1 CODE A OR B]

Boiling the kettle with more water than you are going to use [ONLY IF E2.2 CODE A OR B]

Leaving the heating on when you go out for a few hours [ONLY IF E2.5 CODE A OR B]

None of these

Don't know

ASK ALL WHO HAVE A SMART METER (G2 CODE 1) OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] AND WHO ARE PRACTICISING ANY ENERGY EFFICIENT BEHAVIOURS MORE OFTEN THAN 2 YEARS AGO (CODE A OR B AT E2.3 OR E2.4)

OR WHO HAVE IHD INSTALLED (G10 CODE 1) AND WHO ARE PRACTICISING ANY ENERGY EFFICIENT BEHAVIOURS MORE OFTEN THAN 2 YEARS AGO (CODE A OR B AT E2.3 OR E2.4)

N6. You stated earlier that you are doing the following things more than you were a couple of years ago. Which, if any, of these were encouraged by having a smart meter / new meter or in-home display in your home?

[IF G10 CODE 1 wording is Which, if any, of these were in part encouraged by having an in-home display in your home?]

MULTI-CODE

SHOWSCREEN

REVERSE FOR 50%

Washing clothes at 30 degrees or lower [ONLY IF E2.3 CODE A OR B]

**Keeping rooms that you are not using at a cooler temperature than those you are using
[ONLY IF E2.4 CODE A OR B]**

None of these

Don't know

ASK ALL WHO HAVE A SMART METER (G2 CODE 1) OR HAVE HAD THEIR METER REPLACED [G7 CODE 1 OR G8 CODE 1] AND WHO ARE PRACTICISING ANY ENERGY EFFICIENT BEHAVIOURS LESS OFTEN THAN 2 YEARS AGO (CODE D OR E AT E2.3 OR E2.4)

OR WHO HAVE IHD INSTALLED (G10 CODE 1) AND WHO ARE PRACTICISING ANY ENERGY EFFICIENT BEHAVIOURS LESS OFTEN THAN 2 YEARS AGO (CODE D OR E AT E2.3 OR E2.4)

N6a. You stated earlier that you are doing the following things less than you were a couple of years ago. Which, if any, of these were encouraged by having a smart meter / new meter or in-home display in your home?

[IF G10 CODE 1 wording is Which, if any, of these were in part encouraged by having an in-home display in your home?]

MULTI-CODE

SHOWSCREEN

REVERSE FOR 50%

Washing clothes at 30 degrees or lower [ONLY IF E2.3 CODE D OR E]

**Keeping rooms that you are not using at a cooler temperature than those you are using
[ONLY IF E2.4 CODE D OR E]**

None of these

Don't know

ASK ALL

Now, thinking about your household's energy bills.

GD1. Which one of these best describes how well you and your household are keeping up with your energy bills at the moment? Please just read out the letter that applies.

SINGLE CODE. SHOWCARD XX

- A. I/we manage very well**
- B. I/we manage quite well**
- C. I/we get by alright**
- D. I/we have some difficulties**
- E. I/we have severe difficulties**
- F. Don't know
- G. Prefer not to answer

ASK ALL

GD2 Thinking now about your home, how much do you agree or disagree with these things that other people have said? It doesn't matter if they don't apply to your current situation; we are interested in what you generally think about this. Please just read out the letter that applies.

SINGLE CODE

SHOWCARD YY

- A. Agree strongly**
- B. Tend to agree**
- C. Neither agree nor disagree**
- D. Tend to disagree**
- E. Disagree strongly**
- F. Don't know**

RANDOMISE STATEMENTS

GD2.1. 1. I'm the type of person who likes to have the newest gadgets in my home

GD2.2. 2. It's not worth me doing things to help the environment if others don't do the same **INTERVIEWER NOTE TO THE 2nd STATEMENT "INTERVIEWER – PLEASE NOTE NEGATIVELY WORDED STATEMENT"**

GD2.3. 3. I'm always looking out for new ideas to improve my home

ASK ALL

GD3. When buying new appliances (e.g. fridge, washing machine) how often, if at all, do you choose those which are more energy efficient? Please just read out the letter that applies.

SINGLE CODE

SHOWCARD ZZ

- A. Always**
- B. Very often**
- C. Quite often**
- D. Occasionally**
- E. Never**
- F. DO NOT PROMPT: Not applicable (e.g. landlord always supplies new appliances)**
- G. DO NOT PROMPT: Don't know**

ASK ALL

Next I'd like you to think about the reasons why you might want to make your home more energy efficient. For example by installing better loft and wall insulation or double glazing

GD4. Which of these reasons would be important to you in making your home more energy efficient? Please read out up to three letters.

MULTI-CODE UP TO THREE RESPONSES

SHOW SCREEN

ROTATE EXCEPT H TO J

- A. To increase your home's value**
- B. To make it easier to sell/rent**
- C. To make your home warmer and more comfortable**
- D. To help reduce the amount you spend on your energy bills**
- E. To bring it up to modern standards**
- F. To reduce amount of wasted energy**
- G. To reduce carbon emissions/better for the environment**
- H. Other (specify)**
- I. No reason – I don't want to make my home more energy efficient**
- J. Don't know**

ASK ALL

GD5. And which of these things prevent you from doing more to make your home more energy efficient? Please just read out the letter that applies.

MULTI-CODE

SHOW SCREEN

ROTATE KEEP Q TO S AT BOTTOM

- A. Cost of improvements is too high**
- B. No guarantee that it will save me money**
- C. Don't know what to do**
- D. Don't know where to get information**
- E. Don't trust installers/suppliers to give me unbiased information**
- F. Confused/received conflicting information**
- G. Hassle/disruption of making improvements**
- H. May change character/appearance of my home**
- I. May lose space (e.g. room space, storage space in loft)**
- J. Structural considerations (e.g. shared walls, lease restrictions, planning permission needed, period features in home, live in conservation area)**
- K. No interest in energy efficiency/green issues**
- L. Lack of time**
- M. Other priorities at the moment (e.g. work, new baby)**
- N. Already doing enough**
- O. Landlord/freeholder won't allow**
- P. Won't stay here long enough**
- Q. Other (specify)**
- R. None of these**
- S. DO NOT PROMPT: Don't know**

DEMOGRAPHICS

ASK ALL

DM1. How do you currently pay for the electricity you use in your home? Please read out the letter that applies

SINGLE CODE

SHOWCARD CCC

- A. Direct debit**
- B. Quarterly payment on receipt of bill**
- C. Pre-payment (PPM, or card or key meter)**
- D. Payment card**
- E. Fuel direct**
- F. Other**
- G. DO NOT PROMPT - Don't know**

ASK ALL CONNECTED TO MAINS GAS [A1 CODE 1]

DM2. How do you currently pay for the gas you use in your home? Please read out the letter that applies

SINGLE CODE

SHOWCARD CCC AGAIN

- A. Direct debit**
- B. Quarterly payment on receipt of bill**
- C. Pre-payment (PPM, or card or key meter)**
- D. Payment card**
- E. Fuel direct**
- F. Other**
- G. DO NOT PROMPT - Don't know**

ASK ALL

DM3. How often, if at all, do you or other members of your household access the internet either at home or at work? Please read out the letter that applies.

SINGLE CODE

SHOWCARD DDD

- A. Every day**
- B. Several times a week**
- C. Once a week**
- D. Once a fortnight**
- E. Once a month**
- F. Less frequently than once a month**
- G. Never - no one in my household has access to the internet either at home or at work**
- H. DO NOT PROMPT - Don't know**
- I. DO NOT PROMPT – Refused**

ASK ALL

DM4. Which of the following best describes the household in this dwelling?

Please clarify with respondent if the way the property is occupied is not clear.

SHOWCARD EEE

- A. One-person household - one person only**
- B. Couple (You and partner/ spouse/ cohabitee are the only occupants)**
- C. Family (one household composed mainly of people who are related to you or your partner/ spouse/ cohabitee, including extended families; includes individuals or couples with non-paying guests)**
- D. Joint owners, some unrelated (i.e. some of the mortgage sharers or joint owners are unrelated)**
- E. Household with lodger(s)/boarder(s) paying rent who are PART of the household**
- F. Household with lodger(s) paying rent who are NOT part of the household**
- G. Tenants sharing, some unrelated (e.g. one or more of the joint tenants are unrelated to both you and your partner/ spouse/ cohabitee)**

ASK ALL

DM5a. Please can you tell me which of these age brackets you fall into?

SINGLE CODE

SHOWCARD FFF

- A. 18-24
- B. 25 -34
- C. 35 - 44
- D. 45 - 59
- E. 60 - 64
- F. 65-74
- G. 75 and over
- J. Refused

ASK ALL

DM5b. Including yourself, how many people normally live at this address?

ENTER NUMBER. CANNOT BE ZERO.

Don't know

Refused

IF MORE THAN 1 ENTERED AT DM5b

DM5c. Including yourself, how many people in the below age brackets normally live at this address? PROBE FULLY. ENSURE RESPONDENT INCLUDES THEMSELVES IN RESPONSE.

Under 2	2-5	6-10	11-15	16-24	
25-34	35-44	45-59	60-64	65-74	75+

Don't know

Refused

INSERT SCREEN THAT SUMS NUMBER OF PEOPLE IN EACH AGE BRACKET TO GIVE TOTAL NUMBER IN HOUSEHOLD.

NOTE TO INTERVIEWER: Please check the total number of people across all age brackets is the total number of people who normally live at the address. This should include the respondent themselves.

IF DON'T KNOW OR REFUSED AT DM5c

DM5d. Without giving me their specific ages, are you able to tell me how many people living in your household are aged either 16 or under or 65 or over?

People living in household aged 16 or under

People living in household aged 65 or over

Don't know

Refused

ASK ALL

DM6. In which of these ways do you occupy this accommodation?

SHOWCARD HHH

A. Own it outright

B. Buying it with the help of a mortgage or loan

C. Pay part rent and part mortgage (shared ownership)

D. Rent it

E. Live here rent-free (including rent-free in relative's/ friend's property; excluding squatting)

F. Squatting

ASK IF: DM6 = 4 OR 5 (ASK RENTERS AND THOSE LIVING RENT-FREE)

Who is your landlord...

1. The local authority/council/Scottish Homes?
2. A housing association, charitable trust or Local Housing Company?
3. Employer (organisation) of a household member?
4. Another organisation?
5. Relative/friend (before you lived here) of a household member?
6. Employer (individual) of a household member?
7. Another individual private landlord?

ASK ALL

DM7. How many years have you lived at this address?

IF RESPONDENT REPLIES LESS THAN 12 MONTHS CODE 0, OTHERWISE IF RESPONDENT PROVIDES ANSWER OF MORE THAN 12 MONTHS ALWAYS ROUND TO NEAREST SIX MONTHS (HALF YEAR) (e.g. 22 MONTHS = 2 YEARS, e.g. 14 MONTHS = 1 YEAR, e.g. 18 MONTHS = 1.5 YEARS). ALLOW DON'T KNOW. ALLOW. REFUSED ENTER NUMERIC VALUE (limit to between 1 and 99)

ASK ALL WHO HAVE LIVED IN PROPERTY FOR LESS THAN A YEAR – RESPONSE OF 0 AT DM7

DM8. How many months have you lived at this address?

ENTER NUMERIC VALUE (limit to between 1 and 11). ALLOW DON'T KNOW. ALLOW REFUSED

SINGLE CODE

ASK ALL

DM9. Do you know approximately when this property was built? Please read out the letter that applies. IF NECESSARY: By that I mean when was the original building built, even if it was extended or converted later.

SINGLE CODE

SHOWCARD III

- A. Before 1850
- B. 1850-1899
- C. 1900-1918
- D. 1919-1930
- E. 1931-1944
- F. 1945-1964
- G. 1965-1980
- H. 1981-1990

I. 1991-1995

J. 1996-2001

K. 2002 or later

[ASK ALL](#)

DM10. How many bedrooms do you have in your property?

Include only rooms that were intended to be used as bedrooms when the property was built, or that have been permanently converted for use as a bedroom e.g. through a loft conversion. Include all rooms intended to be used as a bedroom even if they are currently not being used as a bedroom. Include bedsits. Exclude living rooms or dining rooms currently being used for sleeping.

[ENTER NUMBER]

Don't know

[ASK ALL](#)

DM11. In the last couple of years, have any of the following occurred in your household:

[MULTI-CODE](#)

[SHOWCARD JJJ](#)

A. You have moved property

B. You have started a family

C. You have been made redundant

D. Your household overall is spending more time at home

E. Your household overall is spending less time at home

F. DO NOT PROMPT: Don't know/refused

G. NONE OF THESE APPLY

DM11a. Using this card, please tell me which, if any, is the highest educational or professional qualification you have obtained. Just read out the letter or letters which apply. (IF STILL STUDYING, CHECK FOR HIGHEST ACHIEVED SO FAR)

SINGLE CODE ONLY EXCEPT FOR H

[SHOWCARD JJJ1](#)

A – GCSE / O-level / CSE

B – Vocational qualifications (=NVQ1+2)

C – A-Level or equivalent (=NVQ3)

D – Bachelor Degree or equivalent (=NVQ4)

E – Masters / PhD or equivalent

F – Other

G – No formal qualifications

H – Still studying

Don't know

ASK ALL

DM12. Does anyone in your household have a long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you or them over a period of time or that is likely to affect you or them over a period of time.

SINGLE CODE

1. Yes
2. No
3. Don't know
4. Refused

ASK ALL LIVING IN HOUSEHOLD WHERE SOMEONE HAS LONG TERM CONDITION (DM 12 CODE 1)

DM12b. What type of illness or disability do you or someone in your household have?

CODE ALL THAT APPLY FOR ALL MEMBERS OF HOUSEHOLD

- A. Vision
- B. Hearing
- C. Learning difficulty
- D. Mobility
- E. Breathing problems
- F. Heart disease
- G. Mental health problems
- H. Other
- I. Don't know DO NOT PROMPT
- J. Refused / No answer DO NOT PROMPT

ASK ALL

DM13. Please could you look at this card and tell me which of these represents your household's total income, before tax and any other deductions. This includes earnings from employment or self-employment, income from benefits and pensions, and income from other sources such as interest from savings. Please just tell me the letter that applies to your household.

SINGLE CODE

SHOWCARD KKK

- A. Under £2,500/Under £50/Under £200
- B. £2,500 - £4,999/£50 - £99/£200 - £399
- C. £5,000 - £9,999/£100 - £199/£400 - £829
- D. £10,000 - £15,999/£200 - £309/£830 - £1329
- E. £16,000 - £19,999/£310 - £389/£1,330 - £1,649

- F. £20,000 - £24,999/£390 - £489/£1,650 - £2,099
- G. £25,000 - £29,999/£490 - £579/£2,100 - £2,499
- H. £30,000 - £34,999/£580 - £679/£2,500 - £2,899
- I. £35,000 - £39,999/£680 - £769/£2,900 - £3,349
- J. £40,000 - £44,999/£770 - £869/£3,350 - £3,749
- K. £45,000 - £49,999/£870 - £969/£3,750 - £4,149
- L. £50,000 - £64,999/£970 - £1,249/£4,150 - £5,419
- M. £65,000 - £79,999/£1,250 - £1,539/£5,420 - £6,669
- N. £80,000 - £99,999/£1,540 - £1,929/£6,670 - £8,339
- O. More than £100,000/Over £1,930/Over £8,340
- P. DO NOT PROMPT: Don't know/refused

ASK ALL

DM14. I would now like to ask you about the member of your household who is the Chief Income Earner, that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. Is this you:

SINGLE CODE

- 1. Yes
- 2. No

ASK ALL WHO ARE NOT CIE IN HH (DM 14 Code 2)

DM15. And how old is the Chief Income Earner in your household? Enter actual age_____ ALLOW DON'T KNOW. ALLOW REFUSED,

SINGLE CODE

ASK ALL

DM16. And can you confirm [IF CODE 1 at DM14 = your OR IF CODE 2 at DM14 = their] working status? SINGLE CODE ANSWER ONLY. IF STUDENT AND PART TIME WORK CODE AS STUDENT, IF MORE THAN ONE INCOME SOURCE– CODE THE ACTIVITY WHICH PROVIDES THE RESPONDENT WITH THE HIGHEST INCOME (E.G. IF THEY ARE RETIRED AND WORKING PART-TIME, DO THEY RECEIVE THE HIGHEST INCOME FROM THEIR PENSION OR THE PART-TIME WORK?). ALLOW DON'T KNOW. ALLOW REFUSED.

SINGLE CODE

SHOWCARD LLL

- A. Working full time (30+ hours per week)
- B. Working part time (less than 30 hours a week)
- C. Retired/Not working with private pensions/means
- D. Unemployed less than 6 months
- E. Unemployed more than 6 months
- F. Retired with STATE BENEFIT/PENSION ONLY
- G. Not working with STATE BENEFIT ONLY
- H. Student

ASK ALL

DM17. What is [IF CODE 1 at DM14 = your OR IF CODE 2 at DM14 = their] :

SINGLE CODE

Job title:

Job description:

Industry:

Number employed at location:

Qualifications:

ASK ALL

DM21. How many people are [IF CODE 1 at DM14 = you OR IF CODE 2 at DM14 = they] responsible for? ENTER NUMERIC VALUE. ALLOW DON'T KNOW AND REFUSED

SINGLE COD

INTERVIEWER CODE: CODE SOCIAL GRADE

ASK ALL

DM22. Can I just check is anyone in your household, including yourself, currently receiving any of these benefits? Please just read out the letters that apply.

MULTI-CODE

SHOWCARD MMM

- A. None of these
- B. Job seekers allowance
- C. Income support
- D. Working tax credit
- E. Child tax credit
- F. Pension credit
- G. Housing benefit
- H. Council tax benefit
- I. Disability living allowance

- J. Universal credit
- K. Other state benefits
- L. Don't know
- M. Prefer not to answer

ASK ALL

DM24.

SHOWCARD MMM1

To which of these ethnic groups do you consider you belong? Is it....

- A. White

- B. Mixed
- C. Asian or Asian British
- D. Black or Black British
- E. Chinese
- F. Other ethnic group

DM25.

Which of the following best describes you?

SINGLE CODE

SHOWCARD NNN

- 1) I speak English as my first language
- 2) English is not my first language, but I speak it fluently
- 3) English is not my first language, and I'm still learning the language
- 4) I can't speak English

IR1. INTERVIEWER CODE PROPERTY TYPE

SINGLE CODE

- 1. House
- 2. Bungalow
- 3. Purpose built flat/maisonette
- 4. Converted flat/maisonette
- 5. Other

IR2. IF HOUSE OR BUNGALOW (code 1 or 2 at IR1)

INTERVIEWER CODE HOUSE/BUNGALOW TYPE

SINGLE CODE

- 1. Detached
- 2. Semi-detached
- 3. End terrace
- 4. Mid-terrace

IR3. RECORD GENDER OF RESPONDENT

ASK ALL

SHOWCARD OOO

RC1. Thank you for taking part in this survey. I will now explain one of the ways we would like to use your answers from today's survey if you give us permission to do so.

We would like to link your answers to other information held by the UK Government's Department of Energy and Climate Change and your energy supplier; for example, your energy meter readings and details about the age and structure of your property. This

allows us to understand more about how different households use energy, and how they can be helped to use energy more efficiently.

If you agree to this, your answers to this survey, together with your address and energy meter readings, would be seen by researchers at the Department of Energy and Climate Change. Your name will not be passed on.

Like everything else you have told us today, the information will be completely confidential, held securely and only used for the purposes of this research. We can also assure you that the research findings will be anonymised before being published.

Here is an information leaflet that provides more detail. Please read it and ask me any questions you may have.

You can withdraw your permission at any time in the future and you do not have to give your consent at all if you don't want to.

GIVE PARTICIPANT COPY OF DATA LINKING LEAFLET

Declaration: I confirm that I consent to the answers I have given in this interview being linked by the Department for Energy and Climate Change to my energy meter reading records, and other administrative databases they hold, for research purposes. I understand that after linking my personal details will not be held with this information.

ASK ALL

SHOWCARD PPP

RC2. The Department of Energy and Climate Change may also wish to conduct follow-up research on this topic in the next couple of years with people who have participated in this survey. This follow-up research may be conducted for the Department of Energy and Climate Change by Ipsos MORI or by another research organisation. Should you agree to this, your contact details and survey responses would be held securely by Ipsos MORI. They would be passed on securely to another research organisation if they are contracted to conduct the follow-up research. Your contact details, and the responses given today, would be used for no other purpose than to invite you to participate in this future research for the Department of Energy and Climate Change. You would be under no obligation to take part. Your participation in any future research would also remain confidential to the appropriate research organisation (unless you agree otherwise). Would you be willing for your details to be stored so that you can be invited to take part in any further research on this topic?

RECORD RESPONSE IN SCRIPT:

- 1. Yes would be willing to be re-contacted to be invited to participate in future research**
- 2. No would not be willing to be re-contacted to be invited to participate in future research**

ASK ALL WILLING TO BE RECONTACTED CODE 1 AT RC2

RC2a. Please can I take your full name? RECORD RESPONDENT NAME

RC2b. Please can I take your telephone number ENTER TELEPHONE NUMBER (including area code)

RC2c. And please can I take your email address if you have one? Please be assured that this will only be used to invite you to participate in any future research on this topic, and

RECORD RESPONSE IN SCRIPT on same page as this declaration text:

1. Yes willing to have survey answers linked to other information
2. No not willing to have survey answers linked to other information

RC3. Thank you very much for being willing to be invited to take part in future research on this topic. Thank you as well for being willing for the Department of Energy and Climate Change to link the answers you have given today with other information they hold. It would be extremely helpful if the research organisation conducting the future research was also able to access this linked information. We can reassure you again that this additional energy usage information will only be used by professional social policy researchers for non-commercial research and statistics to inform the UK Government's future energy policy. However, of course you are under no obligation to provide your permission for this. If you would rather not agree to this, we will only securely transfer your contact details and survey responses for the purposes of future research and no other information.

Would you be willing for your linked data to be passed securely from the Department of Energy and Climate Change to the research organisation conducting any future research?

RECORD RESPONSE IN SCRIPT:

1. Yes would be willing for other data linked to my survey responses to be shared with research organisation conducting future research
2. No would not be willing for other data linked to my survey responses to be shared with research organisation conducting future research

A4: Codeframes

b1.xother
Other
No answer
None / nothing
d10.xother
Children / young people using more electric appliances
Extension / big home improvements / larger house
Getting older / ageing
Health issues of my own / a member of my family
In-home / home display / energy monitor
Kept my own records / monitored it
Less [electric] appliances being used
More [electric] appliances being used
Moved house
Smart meter
Solar panels are now used
Stated on energy bill
Stated online / on the website
No answer
Other
d10a.xother
Decreased electrical usage / trying to economise energy usage
The amount I'm paying
Fewer people living in the property / family member moved out
Found out online / on the internet / used website / email
Gut feeling / I just know / aware of how much I use
Haven't changed my habits / been doing the same things / same appliances being used
I have made some changes (not specified)
Increased electrical usage
Phone / tablet app
Smart Meter
Spend less time at home / I'm out more
Spouse / family member keeps track of energy usage / keeps me informed
We read the meter
No answer
Other
d5.xother
Children at home
Extension / big home improvements / larger house

Health issues of my own / a member of my family
Insulated my house / moved into a more insulated house / double glazing
Kept my own records / monitored it
Moved into a smaller house / flat
Old age / elderly family member
Stated on energy bill
Stated online / on the website / information from my supplier
Smart meter
The house / myself / family member feels cold / warm the house more
No answer
Other
d5a.xother
Family member checks the bills / meter
The amount I'm paying
I don't check my usage / just pay my bills
I haven't increased the usage / been using the same amount / my habits haven't changed
I know how much I'm using / gut feeling
It depends on the weather
I've increased my usage
I've reduced my usage / trying to economise
Online / website / internet
Smart phone supplier application
TV / media / news
Using more because of health issues
No answer
E. Other
g5.xother
Company never came to install it / never replied to me about installation
Don't have the time to get it installed / look into it
Don't need one / does not benefit me
Don't trust them
Happy with with current situation
Haven't decided / not got around to it / forgot about it
Home related - moving, rented etc.
Installation issues / could not be installed
Not available yet / in area
No / bad / weak signal
No answer
Other
gd4.xother
Already done / property is energy efficient
If we could have solar panels / wind turbine

Property is too old / listed property / limits on what we can do
Property owned by council/ housing association / sheltered accommodation
Too old to do it
No answer
Other
gd5.xother
Do not need it / currently happy with current situation
Health issues
I can't be bothered / too lazy
I'm too old / to make changes
Letting other family members deal / improve energy efficiency
Property is rented / don't own the property
Still deciding whether to do so
Trying to implement
Want to use solar power / waiting for solar power technology to develop
Other
i1.xother
Housing association arranged it all
Upgraded my boiler / smart meter came with the new boiler
Other
i3.xother
I was selected for a trial / volunteered to have the meter
It was already installed in the property
It was free / didn't cost anything / cheaper
It was good idea
It was inevitable / had no choice
More convenient / easier for supplier or myself
New and interesting / wanted one
Offered one / told to get one by supplier / fitter
No answer
Other
k1.xother
Cost / payment related mentions
Cannot read the meter
Doesn't show gas usage / minimal information on gas usage
Don't like it when goes red / causes paranoia
It goes red to easily
It uses energy / electricity to work / will increase costs
It's faulty / it broke down
Problems regarding suppliers
Signal issues

Still get people to come round and check meter
What happens when you change supplier
No Answer
Other
m21.xother
Does not show what I expect / want to see
Does not work / it's broken / faulty
No longer use it
Readings are inaccurate
Shows what I expected
Usage and cost
No Answer
Other
m23.xother
Ability to link the meter to other devices
Accurate information / readings / costs
Alert tone to notify of high usage
Appearance / size / physical design
Batteries / battery didn't last long
Battery operated device would be better
Change the settings (threshold levels etc.)
Change the way the information is displayed
Cost / estimated cost indication
Do not have one
Don't use it
Easier instructions / easier to understand
Easier to use / user friendly
Energy / cost saving information
Gas usage information
Have more than one in one home
Individual room usage information
Its position / location
Make it work with solar panels
Meter is faulty / doesn't work very well / at all / poor signal
More information on usage
Wi-Fi built in
Wireless device would be better
Would like to have a new / updated model
Would like a smart / gas meter / in-home display
No answer
Other
m2a.xother

Around about / up to 10 minutes
Around about / up to 2 hours
I don't know how to use it
It is broken / doesn't work / faulty
Turn it on occasionally / only turn it on when I want to use it
Other
m2b.xother
Battery ran out / need new batteries
Broken / faulty / doesn't work
Blind / partially blind
Can't be bothered / too lazy
Caused arguments
Does not give enough information / information I need
Don't like the red / bright lights / flashing lights
Don't like to see how I much energy is used / money spent
Don't need to keep monitoring
Energy levels did not change / stayed the same
Haven't got round to put it on
It got on my nerves / it's annoying
It is pointless / useless / waste of time
It doesn't look good / it's ugly
In the way / taking up space / needed the plug / don't know where to put it
I plug it in when I need to check it
Just did not like it / want it on anymore
Know how much energy we are using
Makes me paranoid / is frightening when switched on
Reading was not accurate
Removed it when decorating / haven't put it back
Uses / wastes energy / electricity / cost money to plug it in
No answer
Other
m3.xother
Conservatory
Cupboard / pantry / drawer
Don't have / haven't use one
Under the stairs
Other
n2.xother
Energy usage scares me / makes me feel paranoid / guilty
I don't have / haven't used one
Inaccurate readings
Issues with fixed / monthly payments

It uses energy / electricity to work / will increase costs
Lack of information it provides / too basic
Lack of space / sockets / have to plug it in
Lights are irritating / too bright / can't switch them off
Location / size / too big / gets in the way
No benefit / pointless / old system was fine
No meter for gas
Not solar powered / loses date during power cuts
Not working properly / faulty / it broke down
Other

Appendix B: Qualitative Materials

B1: Qualitative interviews – Recruitment screener

Good morning/ afternoon/ evening. My name is ... from Ipsos MORI, the independent research organisation. We spoke with [named person – FROM SAMPLE] in the last few months on behalf of the Government’s Department of Energy and Climate Change about how they use electricity and gas in their home. [Named person – FROM SAMPLE] very kindly said that they were happy for us to contact them again if we had further questions on this topic. We are now hoping to speak with a smaller selection of people, in depth, about similar issues. Might I ask if I could speak with [named person – FROM SAMPLE] now?

[If necessary] *There is no selling involved - we would just like to ask you some questions for research purposes. The survey is very important as it will help the Government to develop policies to take account of how people use energy in their homes.*

S1. Please can I speak to [named person – FROM SAMPLE]?

SINGLE CODE

1. Yes - GO TO S5
2. No - GO TO S2

IF RESPONDENT IS NOT NAMED PERSON [S1 CODE 2]

S2. Can you confirm if [named person – FROM SAMPLE] lives at this address?

SINGLE CODE

4. Yes, they still live at this address - GO TO S3
5. No, no-one of that name lives at this address – THANK AND END
6. Information refused – GO TO S2a

IF CODE 3 AT S2 INTERVIEWER READ OUT TEXT

S2a. The research is very important as it will help the Government to develop policies to take account of how people use energy in their homes. We would very much like to talk to [named person – FROM SAMPLE] as part of this research, and he/she did say that she was happy for us to get in touch again.

IF CODE 1 AT S2[S1 CODE 2]

S3. Is there a good time for me to call back and speak with them?

SINGLE CODE

1. Yes – NOTE TIME AND CALL BACK
2. No – THANK AND END

ASK ALL

S5. I would like to assure you that all the information we collect will be used for research purposes only, under the terms of the Market Research Society code of conduct. I can reassure you that no selling is involved. We are aiming to speak to a wide variety of people so the first few questions will just check your eligibility for this research. If we continue after this, an appointment would be booked for a researcher from Ipsos MORI to

come to your home and talk with you for around 90 minutes. The researcher will make notes and ask if you are comfortable with their making a recording for their own use. Unless you give us permission, all of the responses you give will be kept entirely anonymous. We would offer you £30 as a thank you for your time. We would really like you to take part. Would you be willing to help us with this?

SINGLE CODE

1. Yes – GO TO S7
3. No – GO TO S6

ASK ALL

S9. To what extent, if at all, do you agree with the following statement? Day-to-day, I find it hard to find enough free time to do the things I want to do.

SINGLE CODE

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know

IF CODE 1 OR CODE 2 MARK AS 'BUSY LIFESTYLE' IN QUOTAS.

ASK ALL

S10. To what extent, if at all, do you agree with the following statement? I'm a technically minded person, who enjoys using gadgets and is good at understanding how they work.

SINGLE CODE

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know

IF CODE 1 OR CODE 2 MARK AS 'TECHNOPHILE' IN QUOTAS.

ASK ALL

S11. To what extent, if at all, do you agree with the following statement? I prefer to rely on myself and those close to me for information and advice, rather than getting input from 'experts' or other outsiders.

SINGLE CODE

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree

4. Tend to disagree
5. Strongly disagree
6. Don't know

IF CODE 1 OR CODE 2 MARK AS 'RESISTANT TO EXTERNAL ADVICE' IN QUOTAS.

IF MULTI-PERSON HOUSEHOLD IN SAMPLE.

S12. Last time we spoke with you, you mentioned that you live with other people. Is this still the case?

1. Still live with others – GO TO S13
2. No-longer live with others – GO TO S14

IF CODE 1 AT S12

S13. We are hoping to do some interviews where the whole household is present, or with multiple members of the household. This is so that we can ask a few questions about how different people in the home think about energy and how you talk about it together, if at all. The interviews would take a little longer (up to 2 hours instead of an hour and a half), but as a thank you to you and others in your household, you would be given £40 for the interview instead of £30. Would others in your household be willing to take part?

1. Yes
2. No
3. Need to check with them – CONTINUE TO BOOK AS INDIVIDUAL INTERVIEW, THEN CALL BACK TO CHECK IF OTHER HOUSEHOLDERS ARE AVAILABLE.

ASK IF HOUSEHOLD HAS AN IHD

S14. When we talked to you before, you mentioned that you had an in-home display, and that this display [was / wasn't – FROM SAMPLE] still plugged in. Is this still the case?

1. IHD plugged in nowadays – GO TO S15
2. IHD not plugged in nowadays – GO TO S16

S15. As part of this research, we are sending out diaries to put next to your display, which can be filled in if, or when, anyone looks at the display in the two weeks before we come to visit you. It's quick and easy to fill out, and we'd offer you an extra [£5 – IF INDIVIDUAL INTERVIEW, £10 – IF HOUSEHOLD INTERVIEW] for taking it. In total that would mean we would offer you [£35 or £50, AS APPROPRIATE] Would you be happy for us to put one of these diaries in the post for you?

1. Yes
2. No

Arrange a date and time that is convenient for the respondent (or householders if household interview), assign to the interviewer. If possible take an email address to send a reminder, and check address for diary mailing if relevant. Thank and close.

B2: Qualitative interviews - Letter and IHD usage diary

Dear XXXXXXXX,

Thank you for agreeing to take part in further research by Ipsos MORI, working on behalf of the UK Government's Department of Energy and Climate Change. I can confirm that an Ipsos MORI interviewer will come to your home at XXXXXXXX to meet with you and your family.

As discussed, I also enclose a diary, to be completed if or when anyone in your home looks at your in home energy display or energy monitor between now and the meeting. We suggest that, if possible, you keep this diary next to your energy display/monitor, so that you will be reminded to use it.

Please encourage other household members, or even visitors, to complete the diary if they look at the energy display/monitor. If you happen to use the energy display/monitor a lot and run out of space in the diary, please carry on noting things down on another piece of paper.

There is no need to treat the energy display/monitor any differently to how you normally would while you have the diary. If no-one happens to look at it, and nothing gets written down during the time you have the diary, that's not a problem.

When the interviewer comes to your home on XXXXXXXX they will look over the diary with you, and may ask you a few questions about what, if anything, has been written in there. They will also take the diary away with them, to compare it with those completed by others. All information in the diary, including who filled it in, will be confidential, and reporting will be anonymous. When research is complete the diary will be securely destroyed.

We also wanted to confirm that you will receive £XXXXXXXX as a thank you for taking part in the interview. As an extra thank you for taking the diary, you will receive £XXXXXXXX.

Many thanks again for agreeing to be part of this research, which will help the UK Government make important decisions about energy policy.

Yours sincerely,

Date, time, and name(s). Who looked at the display?	What, if anything, made you want to look at the display?	What information did you look at on the display?	What, if anything, did you find out?	What, if anything, did you do or feel because of what you found out?
Date: ____/____/2014 Time: _____am/pm Name(s)				

B3: Qualitative interviews topic guide – Smart meter customers

Section title	Section reference	Overview of section:	Additional prompts for householder interview
		<p>Interviewer notes</p> <ul style="list-style-type: none"> - Review respondent quant fact sheet before interview, and bring this with you to the interview for reference. - USE THIS VERSION OF THE GUIDE IF THE RESPONDENT IS AWARE THAT THEIR NEW METER IS A SMART METER. 	
<p>1. Introduction & discussion of attitudes and behaviours towards energy use</p>		<p>Warm up respondents by discussing current attitudes to energy use, typical energy use behaviours around the home, and a sense of whether this is any different now to a few years ago.</p>	
		<p>Interviewer introduction</p> <ul style="list-style-type: none"> - Moderator introduces self, Ipsos MORI (including role – independent research agency). - Re-cap for respondent that this interview follows on from the survey they've already completed for DECC. Thank them for completing this and for being willing to help further with the research. - Explain main aim of the discussion is to understand more about their experience of receiving a smart meter (and IHD) and what impact, if any, this has had for themselves and their household. - Interview length and incentives. - (If household interview) Explain that you want to hear from everyone present at the interview as interested in the experiences of everyone, even those who feel they may know less about the smart meter (and IHD) or who use it less or were not there when it was installed. Explain that people should answer for themselves, be as honest as possible and feel free to disagree with one another, - Explain that findings will be collated across interviews and included in a published report, but reassure about confidentiality and anonymity. - In some cases, we may also want to produce case-studies of individuals or households whose experiences are a good example of general findings, to be published on the gov.uk website. These case studies would be anonymous, unless you expressly state that you are happy to be identified. We would give you the opportunity to review and approve what was written, before it was used. Not every interview will become a case study, and if you don't want yours to, that's fine. We'll look back over what we talked about and you can decide if this is something you are ok with or not, at the end of the interview. - Seek permission to record. 	
	<p>Household composition</p>	<p>Could you start us off by telling me who lives here?</p> <ul style="list-style-type: none"> - Names - Ages - Relationships to each other 	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Energy supply	Just to check, does your energy here come from electricity or gas or both? [If relevant] And can I also check which company supplies your electricity? [CHECK AGAINST SAMPLE. IF THEY HAVE SWITCHED, CHECK WHEN THIS WAS] [If relevant] And can I also check which company supplies your gas? [CHECK AGAINST SAMPLE. IF THEY HAVE SWITCHED, CHECK WHEN THIS WAS]	
	Sense of energy use day-to-day	During the survey you already helped us with we asked you a lot of questions about how you use energy at home, but how much do you usually tend to think about the energy you're using day-to-day? Probe: - <i>Why do you think you do/don't think about this?</i> - <i>Does anything specific tend to prompt you to think about it at a particular moment?</i>	
	Awareness of energy-heavy appliances and activities	What activities or appliances do you think use a lot of energy in your home? IF APPROPRIATE: Can you walk me around to show me the things you think you do and use that need a lot of energy? Probe: - <i>Why do you think this uses a lot of energy? How do you know this?</i> - <i>How long have you known this?</i> - <i>Does knowing this make you do anything differently/ more or less often than you otherwise would?</i> Have you bought any new appliances or made any big changes to your home recently? In what ways, if at all, do you think this has made a difference to how you use energy?	
Customer journey			
2. Pre-installation		Explore initial engagement approach (whether passive/active), existing knowledge/interest and expectations	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
		<p>We understand that you had a smart meter installed in the last few years. Can you tell me how it was you came to have the smart meter installed?</p> <p><i>NOTE TO MODERATOR - start the conversation about how the household came to have a smart meter and then introduce the idea of plotting the stages they went through on a customer journey map. Add to this throughout the rest of the interview and refer back to it as needed. Try to record a sense of timing for each touchpoint if possible. (If householder interview, consider whether multiple lines are needed i.e. one per person, to plot when different people found out about things and how)</i></p> <p>As we talk through the process of you getting a smart meter, and then having it installed I'd like to mark down on this sheet the various things that happened, who you spoke to, what information you received and so on.</p>	<p>Establish who in the household first found out about smart (new) meters</p> <p>Who had any conversations with energy companies, or other orgs about smart (new) meters?</p> <p>What did others in HH know about these conversations?</p> <p>How involved or not were others in the household about decisions to have a smart (new) meter installed?</p>
	Initial smart meter approach	<p><i>Let's start by noting down how you first heard about smart meters. Where/when was the first time you heard about smart meters? From where/who? Can you remember what you thought about smart meters?</i></p> <p>[RECORD ON TIMELINE HOW SMART METER WAS FIRST HEARD ABOUT, WHERE, WHEN etc.]</p>	
	Active requests for smart meters	<p><i>If aware they have smart meter and actively requested it:</i></p> <ul style="list-style-type: none"> - How did you go about asking for a smart meter? Who did you contact? How did you contact them? [RECORD ON TIMELINE] - How easy or not did you find this? - What was it that made you decide to ask for one? Was there anything specific that happened around that time that prompted you to request one then? <i>Probe: advert, newspaper story, letter/email received (check who from?), conversation with family or friend</i> [RECORD ON TIMELINE] 	<p>NOTE TO MODERATOR: these prompts may also be relevant in individual interviews depending whether respondent was person involved in pre-installation stage</p>
	Prior knowledge of smart meters and choice	<p>ASK ALL:</p> <p>What, if anything, did you hear about smart meters before you agreed to have one installed / before you requested to have one installed?</p> <p>How was it described to you? What did you think would be different about it to your old meter?</p> <p>Did you feel that you had a choice about whether to have one installed or not? Why do you say this? How did this make you feel?</p> <p><i>Probe:</i></p> <ul style="list-style-type: none"> - <i>Who/where did you hear this from?: Energy company? Friends/family? Media - TV, newspapers? Local authority? Housing Association? A charity or other organisation giving information and advice about energy?</i> <p>[RECORD ON TIMELINE]</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Charities as a source of smart meter information	<p><i>If received info via charity:</i></p> <ul style="list-style-type: none"> - What connection, if any, do you have to this organisation? Have you received help or advice from them in the past? - How did you come to hear from them about smart meters? Were you asking for information or advice about energy or about smart meters specifically? - What format was the information about smart meters you received from them in? [RECORD ON TIMELINE] <p><i>Probe: word of mouth, leaflet dropped through door, letter personally addressed to them, poster (where did they see this?)</i></p>	
	Barriers and motivators for uptake	<p>ASK ALL:</p> <p>What, if anything, did you like about what you heard about smart meters at this time? Why did you like this?</p> <p>What, if anything, put you off the idea of getting a smart meter? Why was this?</p> <p>(If relevant) - In the end you decided to go ahead and get a smart meter installed, why was this? How did you overcome this?</p>	
	Expectations	<p>ASK ALL:</p> <p>Before you agreed to / requested a smart meter, did you ask for any further information from anyone?</p> <p>Probe:</p> <ul style="list-style-type: none"> - What information did you want to know? Why? - Who did you ask? Why this person/organisation? [RECORD ON TIMELINE] - How satisfied or not were you with the response you got? How did it make you feel and why? <p>What were your expectations of your smart meter? In what ways did you think it would be different from your old meter?</p> <p>What do you think led you to have these expectations?</p> <p>Probe around role of information received in informing these expectations</p>	
	Installation booking and confirmation	<p>ASK ALL: Can you tell me how you booked an appointment to have your smart meter installed? Who did you contact? How did you contact them? [RECORD ON TIMELINE] How did you find this process? Probe: - What, if anything, pleased you about the process? - What, if anything, didn't please you? - Was there anything you wish had been done differently? What information, if any, do you remember receiving once your installation visit had been booked? Who was this from? How did you receive it (phone call, letter, email)? [RECORD ON TIMELINE] How helpful, or not, did you find this? Do you still have this now? How often, if all, do you refer to it?</p>	
3. During installation		Experience of installation visit, engagement with installer, reaction to any materials/advice provided	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Installation process	<p>I'd now like you to tell me about when your smart meter was installed.</p> <p>ASK ALL present at installation: What do you remember about the day the installation happened in your home? [RECORD KEY DETAILS ON TIMELINE]</p> <p>What, if anything, pleased you about the visit What, if anything didn't please you?</p> <p>Did the installation go as you expected, or did anything unexpected happen? What? Why was this as/not as you expected? <i>Probe:</i> <i>Did it run smoothly or was it a difficult process? Did it cause any disruption? What?</i></p> <p>How would you describe the person who came do to the installation? <i>Probe:</i> <i>How friendly / helpful / professional/ respectful /tidy did you find them?</i></p> <p>What do you remember about how long the installation visit took? [RECORD ON TIMELINE] Was this as you expected? Did you feel that the installer had plenty of time, or were they in a hurry? How did this make you feel?</p>	<p>Observe any reactions/comments made by other household members whilst these questions are answered. E.g. look out for others indicating they were not aware of something before (maybe a problem that happened, or a piece of information or advice given etc.)</p>
	What information was given verbally by the installer?	<p>ASK ALL present at installation: What do you remember about what the installer talked to you about during the time they were in your home? (NOTE TO MODERATOR: try to keep discussion of IHD to later section, but be prepared to be flexible here if needed)</p> <p>What do you remember about what they told you about the meter? [RECORD KEY DETAILS ON EACH PIECE OF INFO ON TIMELINE] <i>Probe on each of following - for each ask about format of info (i.e. whether talked through by installer, or printed info given), & whether it was a good time and way to be given this information? If they would have preferred it at another time, when and how would have been better?</i></p> <ul style="list-style-type: none"> - Anything about how the meter worked? - Anything about how the meter might help your household? - Anything about how energy is used in your home? Anything about how you could make changes to this? - Anything about the energy tariff/package/price plan you are on with your supplier, or other energy products and services they sell? - Anything about why smart meters are being installed in many homes? - Anything about how the data collected by the smart meter would be used? 	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Novelty, relevance, usefulness and salience of verbal information from installer</p>	<p>ASK ALL present at installation: Did you learn anything new from the installer about any of these things or were they things you already knew or had heard before? <i>Probe: What was new? What did you feel you already knew?</i></p> <p>Which parts of the information you were given did you find most helpful? Why? [RECORD ON TIMELINE] Which parts of the information did you find least helpful? Why? Is there any way this could have been made more helpful for you?</p> <p>Was the information you were given at the right level of detail or was it too much or too little? Why do you say this? Which bits of information in particular were too detailed/not detailed enough?</p> <p>If installer gave energy efficiency advice or information on energy tariffs or other products: - Is this something you've looked for information on yourself in the past? Why/why not? Where did you go for this information? - What did you think about the suggestions the installer gave you? How helpful did you find this? Why? - Is there anything you think the installer could have done differently to make this information more useful to you? - What did you think about the fact they were doing this whilst they came to install your meter? What, if anything, was good about talking about this at this time? Was there anything you felt was less good about it? Did it feel like an appropriate time to talk about this or not? Why/why not? When do you think is the best time to get this type of advice? Why?</p> <p>Ask all present for installation - Is there anything the installer did not discuss with you that you would have found helpful? Why would that have been helpful? What would have been the best way to present this information to you? In what format, level of detail etc.? <i>If relevant - Why do you think it would not have been helpful for the installer to discuss anything else with you?</i></p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Asking questions of the installer	<p>ASK ALL present at installation: How able did you feel to ask questions of the installer? Why do you say this? <i>Probe:</i> - Did the installer ask you directly if you had any questions? At what point during the visit were you offered the opportunity to ask questions? - Did you feel the installer was willing to help answer questions? What gave you this impression?</p> <p>Did you ask the installer any questions while they were in your home? [RECORD ON TIMELINE]</p> <p>If asked questions of installer: - What questions did you ask? - Why these questions? <i>Probe around whether because they felt these issues had not been covered at all by the installer, or because they weren't covered in enough detail or because they had an interest in that issue for a particular reason?</i> - Do you remember the answers you were given? How helpful or not were they? - Was there anything you wanted to know that the installer couldn't answer, and if so, how did they deal with this?</p> <p>If did not ask questions of installer: - Why do you think you had no questions for the installer? - Did you feel that everything you needed to know had been covered by the installer? - Is there anything, looking back now, that you wish you had asked at that time? Why do you think you didn't ask this at the time of the installation visit?</p>	
	Passing installation info to other householders	<p>Ask all present for installation: Did you pass on any of the information / show any of the materials you were given to anyone else in the house? [RECORD ON TIMELINE] <i>Probe:</i> - Who did you tell about it / give information to? - Can you remember which bits of information you shared with them? Was there anything you felt they didn't need to know about? Why was this? - How did they react? What questions did they have for you when you told them about this? How able did you feel to answer their questions?</p>	Ask other HH members if there are any other questions they would have wanted to ask the installer if they had been present during the visit
	Evaluating the installation experience	<p>Ask all present for installation: Thinking back to the installation visit overall, was there anything you thought should have been done differently at this stage? How, if at all, was the experience different to having other things installed / other tradesmen in the home? <i>Probe:</i> - What was better about it? What was less good about it?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Getting installation info from other householders</p>	<p><i>If not present for installation:</i></p> <ul style="list-style-type: none"> - Who in your household was home for the installation visit? What is your relationship with this person (husband/wife/partner/child/housemate etc.)? - What, if anything did you hear from this person about the installation process? <p><i>(NOTE TO MODERATOR: try to keep discussion of IHD to later section, but be prepared to be flexible here if needed)</i></p> <p><i>Probe: [RECORD KEY DETAILS FOR EACH PIECE OF INFO ON TIMELINE]</i></p> <ul style="list-style-type: none"> - Anything about how the meter worked? - Anything about how the meter might help your household? - Anything about how energy is used in your home? Anything about how you could make changes to this? - Anything about the energy tariff/package/price plan you are on with your supplier, or other energy products and services they sell? - Anything about why smart meters are being installed in many homes? - Anything about how the data collected by the smart meter would be used? <p><i>ASK ALL not present at time of installation:</i></p> <ul style="list-style-type: none"> - Can you remember if you had any questions at this time? - How able was this person to answer your questions? Did they give you any printed information that they had received about the smart meter? - Did you look up any information or contact anyone for further information about the smart meter around this time? <p><i>[RECORD ON TIMELINE]</i></p> <p><i>Probe:</i></p> <ul style="list-style-type: none"> - What information did you look for/request? Who/where from? Why? - How helpful or not did you find it in answering your questions? <ul style="list-style-type: none"> - Can you remember how you felt about having a smart meter (and IHD) installed? Was this something you were pleased about, or worried about for any reason? Why do you say this? 	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Moving into a house with a smart meter already in place	<p><i>If moved into the house after the installation:</i> We understand that when you moved into this house, the smart meter and IHD were already in place. How did you find out you had a smart meter (and IHD if relevant)? Probe: [RECORD KEY DETAILS ON TIMELINE] - Who told you about this? When was this? - What did they tell you? - What questions, if any, did you have about it at this time? - How did you feel when you found out you had a smart meter?</p> <p>Can you tell me a bit more about your first experiences of the smart meter and IHD when you moved in? Probe: - Was it clear to you how, if at all, the meter was different from an old-style meter? - Where was the IHD? - Was it clear how the meter and IHD should be used? Was there any information about this in the house when you moved in? - Did the energy company make contact with you after you had moved in? Did this contact mention the meter? What did it say? Was the information useful to you? - In what ways, if at all, could this information have been made more useful / improved?</p>	
4. Interaction with IHD		IHD owner – length of time plugged in, frequency of use, knowledge of functions, need for further information	
		<i>ASK RESPONDENT TO SHOW YOU THE IHD - WHETHER PLUGGED IN OR NOT, IF REASONABLY ACCESSIBLE TO THEM.</i>	
	Talking through how the IHD works	<p>Can you talk me through what this is and how it works? What do you tend to call this? NOTE TO MODERATOR: the guide refers to IHD but use terminology used by respondent themselves</p>	
	Installer info about the IHD	<p><i>Ask all present for installation:</i> Can you think back to when the installer was here. What do you remember about what they told you about the display? Can you show me the things the installer told you about? Any specific screens or bits of information they showed to you? Is there anything you think the installer could have done differently when they were showing you the display? What difference do you think this would have made?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Self-taught IHD use, and secondary sources of info on the IHD</p>	<p>Ask all who have ever used the IHD: Can you show me the things you've taught yourself about using it? How did you go about working out how to use the display? Probe: - Did you use any information booklet you were given at the time of the installation? - Did you look up any information about how to use it on the web? Where did you look for this information? - Did you receive any advice from anyone else in the household about how to use it?</p> <p>If sought information on how to use it: What specifically were you looking for help doing? What did you think about the information you found/received? How helpful or not was this? Did it help you do what you wanted to do?</p>	<p>Ask each HH member in turn to show you the IHD to talk through the screens they tend to look at and the specific bits of info they go to. Also ask each HH member to point out any bits of info they overlook, or do not understand.</p> <p>If someone in the HH does not look at the IHD, ask if anyone ever shows it to them - what is shown? When? How does this make them feel?</p>
	<p>Location of the IHD</p>	<p>Ask all who have ever used the IHD: How did you decide where to put the IHD in your home? Did you receive any advice about this from the installer? How are you finding it having it in this position? Is there anywhere else you'd rather have it? Why? Why is it in the current position?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Individual use of the IHD	<p>How, if at all, do you use the IHD nowadays?</p> <p><i>If IHD still being used:</i></p> <p><i>IF COMPLETED DIARY TASK, LOOK THROUGH THE DIARY WITH THEM AND ASK THEM TO TALK ABOUT HOW THEY USED THE IHD IN THE LAST FEW WEEKS COMPARED TO HOW THEY NORMALLY USE IT. ALSO ASK THEM TO EXPAND ON PARTICULAR ENTRIES WHICH ARE OF INTEREST.</i></p> <p>Probe questions about the respondent's own personal use of the IHD:</p> <ul style="list-style-type: none"> - Can you show me the information you tend to look at personally? Any particular screens you tend to go to? Why these? - Anything you tend to always overlook and not focus on? Which bits of information in particular? Any screens you always flick past? Why these? - How often do you tend to look at it yourself - in a typical day / week / month? - Why do you tend to look at it this often? What prompts you to look at it at a particular moment? - What have you found out from your IHD? - How helpful or not has this information been for you? Why? - Has anything you've seen on it particularly struck you? - Has it shown you anything unexpected about your energy use or has it tended to confirm things you already knew? What was unexpected? What has it shown you that you already know? - What, if anything, have you done as a result of seeing that information? - Has the way you use the IHD changed at all since you first got it? In what ways? Why do you think it has changed? 	
	Other householder(s)'s use of the IHD	<p><i>If IHD still being used:</i></p> <p>[If relevant] Aside from yourself, who else in your household tends to look at the IHD? What do you know about how they use it? Do you think this is any different to the way you use it? Why do you think this is?</p> <p>Who, if anyone, in the household would you say is most familiar with the IHD? Why do you think that is? Is this the person you would have expected to be most familiar with it? Why / why not?</p>	
	Ceasing to use the IHD	<p><i>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at):</i></p> <p>Why do you no longer tend to have your IHD plugged in?</p> <p>Probe:</p> <ul style="list-style-type: none"> - Did anything specific prompt you to unplug it or to just generally stop using it? Why did this have this effect? - Was it the decision of any one particular person in the household to unplug it? Who? Why do you think this was? <p>For how long did you have it plugged in? [RECORD ON TIMELINE]</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Individual use of the IHD	<p><i>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at):</i> How did you tend to use the IHD when it was plugged in? Probe questions about the respondent's own personal use of the IHD when it was plugged in: - <i>What information did you tend to look at personally? Any particular screens you tended to go to? Why these?</i> - <i>Anything you tended to always overlook and not focus on? Which bits of information in particular? Any screens you'd always flick past? Why these?</i> - <i>How often did you tend to look at it yourself - in a typical day / week / month?</i> - <i>What did you find out from your IHD?</i> - <i>How helpful or not was this information for you? Why?</i> - <i>Did anything you saw on the IHD particularly strike you?</i> - <i>Did it show you anything unexpected about your energy use or did it tend to confirm things you already knew? What was unexpected? What did it shown you that you already know?</i></p>	
	Other householder(s)'s use of the IHD	<p><i>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at):</i> Did anyone else in the household tend to use the IHD when it was plugged in? Who? What do you know about how they used it? Do you think this was any different to the way you used it? Why do you think this was? Do you know if they stopped using the IHD around the same time as you or was this different?</p>	
	Restarting use of the IDH in the future	<p><i>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at):</i> What, if anything, do you think would lead you to use the IHD again in the future? Why do you say this? Probe: - Does it depend on who is living in the home? Why? What difference does this make? - Does it depend on how much your energy bills are? Why? What difference does this make? - Would it help to have any further information on how to use it? What exactly would you want to know? What is best way of giving this information? From who/ format / content / level of detail?</p>	
	Comparing smart and non-smart IHDs	<p><i>If respondent had a (non-smart) IHD before:</i> You mentioned when we spoke to you before that you had a different IHD before. Which IHD do you have plugged in now? Why this one?</p> <p><i>If using new IHD:</i> at what point did you switch over to start using the IHD you received with your smart meter? Straight away at the installation or some time after this? (If later - why was this?)</p> <p>How, if at all, was the IHD you had before different to having the meter and IHD that you have now? Probe: - <i>In what ways did it look different? Which do you prefer in terms of how it shows information? Why?</i> - <i>Did you use it any differently? How? (If necessary - look at different pieces of info, look at it more/less often). Why do you think this is?</i></p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Barriers to plugging in or using the IHD	<p>IF IHD has never been in use: Why do you think your IHD has never been plugged in or used?</p> <p>Probe:</p> <ul style="list-style-type: none"> - Were you curious / tempted to use it at all? - What, if anything put you off using it? Is this related to how useful or not you think the information it shows will be for you, or is it related to how able you feel to use the IHD? Is there any other reason that has stopped you using the IHD? 	
	Starting use of the IHD in future	<p>IF IHD has never been in use: What, if anything, would lead you to start using the IHD?</p> <p>Probe:</p> <ul style="list-style-type: none"> - Does it depend on who is living in the home? Why? What difference does this make? - Does it depend on how much your energy bills are? Why? What difference does this make? - Would it help to have any further information on how to use it? What exactly would you want to know? What is best way of giving this information? From who/ format / content / level of detail? 	
	Exploring 'technical mindedness'	<p>If relevant: You said when we arranged this interview that you were / weren't particularly technically minded. Could you expand on that a bit?</p> <p>Probe:</p> <ul style="list-style-type: none"> - What do / don't you like about gadgets and technical things? - What sort of things do / don't you like to use? - Is there anyone who lives / comes here who is/is also good with this sort of thing? Have they seen/used the IHD? What do they make of it? <p>How do you think this affects how often you look at your IHD or does it not affect this? How do you think this affects how you use the IHD and what information you look at on it?</p> <p><i>If relevant:</i> What, if anything, do you think would make you feel more comfortable using your IHD more often? Is there anything that would make you feel more comfortable using it to find out other pieces of information that are shown on it but which you currently don't use or skip past?</p> <p>Probe:</p> <ul style="list-style-type: none"> - Would it help to have any further information on how to use it? What exactly would you want to know? What is best way of giving this information? From who/ format / content / level of detail? 	
	Overall usefulness of IHD	<p>ASK ALL:</p> <p>Overall, how useful or not do you think the IHD is to have in your house? Why do you say this?</p> <p>What, if anything, would make it more helpful to you?</p> <p>[If relevant] Do you have a sense of whether it is more or less useful to different members of the household? Why do you say this?</p>	
5. Post-installation receptiveness to information		Explore any follow-up contact after the installation visit, and any ongoing information needs as well as receptiveness and engagement to further information	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Information received since installation</p>	<p>ASK ALL: What, if any, contact information or data have you had from your energy company since the smart meter (and IHD) was installed?</p> <p>Explore spontaneously first, and then expand: this may have been information about your smart meter, or about your bills, price plan or tariff, about insulation or other information about saving energy</p> <p>Probe: [RECORD KEY DETAILS ON INFO RECEIVED ON TIMELINE] - Channels for information - post / paper, online, SMS, any other? What channels do you prefer? Why? - Type of information/ data</p> <p>What has been the most useful information you have received? Why?</p> <p>Is there anything you use less / don't bother looking at? If yes: Why is this? What puts you off? Why do you look at other things, but not this?</p> <p>How, if at all, is the information you have received since you've had your smart meter installed different from what you were getting from your energy company before with your old meter? <i>Probe around level of detail compared to before the smart meter, usefulness</i></p>	
	<p>Information needed or sought since installation</p>	<p>ASK ALL: Is there any other information you would have liked to have received since having your smart meter (and IHD) installed? Why would this be useful for you?</p> <p>Probe: - Would you have liked any further contact with your supplier? Further contact with anyone else? Who? How i.e. letter, phone call, home visit?</p> <p>Have you contacted anyone with any queries about your energy use or smart meter since the installation visit? [RECORD ON TIMELINE] Probe: - Who did you contact? What did you ask? Why? How helpful or not was the response? What have you done as a result of this information?</p> <p>ASK RESPONDENT TO SHOW EXAMPLES OF INFORMATION RECEIVED IF POSSIBLE AND TO TALK THROUGH WHAT IS SHOWN, AND WHAT THEY LOOK AT.</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>External information on energy use since installation</p>	<p>ASK ALL: Have you seen any information from anyone else about energy use since your smart meter was installed that has been interesting, or useful to you? <i>If so:</i> What information, and from where (source and channel)? Why did you find this interesting or useful?</p> <p>How do you generally feel now when you see information in the media or from your energy company about energy saving, for example advice about how to use less energy in the home or information about the energy performance of different products and so on? <i>Probe:</i> - <i>Would you say you tend to feel interested in this information or not?</i> - <i>How, if at all, has your interest in this type of information changed in the last few years? Why do you say that?</i></p> <p>Does it depend on who the information is from? Who do you tend to be most interested in hearing about these issues from? Who are you less inclined to listen to? Why?</p> <p>Does it depend on what the information is about? What are you most interested in hearing more about? What are you less interested in hearing about?</p>	
	<p>Reactions to example information</p>	<p><i>If has IHD:</i> SHOW IMAGES OF EXAMPLE INFORMATION How interested would you be, if at all, in receiving information similar to what you see on your IHD but online or via a smartphone app? Why do you say this? Do you think the way you feel about this information is affected by how you feel about the information on your IHD? Why/Why not? How would you use this information? In what ways would you use it differently to the information you see on your IHD?</p> <p>How useful do you think this would be compared to seeing this information on your IHD? What would be the best way of showing you this information, if at all? When do you think it would be best to look for information like this on your IHD and when would it be best to see this information displayed in another way, e.g. online or on your phone?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Reaction to (idea of) comparisons with other households</p>	<p>ASK ALL: Have you ever seen any information on how much energy you use as a household compared to other households? I'm thinking more in terms of how much you use, rather than how much you actually pay on your bills. <i>Probe:</i> - <i>What did it tell you about your energy use? Was this for electricity or for gas?</i> - <i>Where did you see this information? Who was it from?</i></p> <p>If not seen any info on this: Is this something you'd like to see information on or not? Why do you say this? What do you think would be good about receiving this type of information? What would be less good?</p> <p>If seen info: How does this make you feel? <i>Probe:</i> - <i>What is it about your household that you think means you use more/less than other households?</i> - <i>Are you talking about electricity and gas use, or is it one or the other that you think you uses more/less of as a household? Why do you think this is?</i> - <i>Is this something you're concerned about at all, or not? Why do you say this?</i> - <i>Is it something you feel you're able to do anything about or not? Why do you say this?</i></p>	
	<p>Household energy use compared to a few years ago</p>	<p>ASK ALL: How would you compare your energy usage as a household to a few years ago? And how about for just you yourself? <i>Probe:</i> - <i>Why do you say this? Based on any information you have seen?</i> - <i>Have there been any changes which you think have led your household / you to be using more / less than before?</i> - <i>Is this different for electricity and gas? How is this different?</i></p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Interest in personalised information from smart meter</p>	<p><i>If aware has smart meter:</i> The information that is collected by your smart meter could be used to send you more personalised information and advice on saving energy.</p> <p>For example, a report which looks at when your household tends to use most energy, with advice on how to reduce this if you want to. How interested, if at all, would you be in receiving information such as this?</p> <p>How about information showing you how your energy use this year or month compares to the year or month before?</p> <p>How about information about what times of day or days of the week you tend to use most energy on?</p> <p>How about information on how your household's energy use compares to other similar households? SHOW IMAGES OF EXAMPLE INFORMATION</p> <p>For each type of information, probe: - <i>Why do you say this?</i> - <i>Does how interested you are in it depend on anything? What? Why? Who do you think would be best placed to send you this information? Why?</i></p>	
<p>6. Impact of having smart meter (and IHD) installed</p>		<p>Explore impacts experienced since having smart meter and IHD installed – explore spontaneously first and then prompt to consider any impact felt on energy bills, heating pattern, use of appliances, household interactions, engagement with supplier and tariff. Explore customer's ideas for reasons for extent to which benefits have or have not been felt, prompting on whether this is related to experiences at particular points in their customer timeline, information received, pre-existing attitudes and engagement levels etc.</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Differences in behaviour since installation of smart meter</p>	<p>ASK ALL: Have you noticed yourself doing anything differently since your smart meter (and IHD) were installed? What? Why do you think you are doing this?</p> <p>Have you noticed anyone else in your household doing anything differently? What? [RECORD KEY DETAILS ON TIMELINE]</p> <p>Probe if different response for respondent themselves vs. others in household - why do you think you/someone else is doing things differently while you/others are not?</p> <p><i>Probe:</i></p> <ul style="list-style-type: none"> - Know different things about their energy use - Think about energy differently - Any differences to discussions had as a household about energy use? - Using energy any differently? In what ways? Any specific appliances? - Any differences to how in control you feel of the energy you're using? Is this the same for both electricity and gas? - Any differences to how in control of your energy bills you feel you are? Is this the same for both electricity and gas? - Consider different things when choosing between products / appliances - what was considered? Was energy efficiency rating considered? If not, why not? <p>Something in particular we're interested to understand is whether having a smart meter (and IHD) affects how people heat their homes. Do you think you're doing anything differently in terms of heating your home? What is different? Why do you think you've done this?</p> <p>(NOTE TO MODERATOR: IF survey response was that they have started to heat home less than they need to keep themselves and household warm, probe this further)</p> <p>If no differences - why do you think it is that there have been no differences since your smart meter (and IHD) were installed?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Review of the timeline	<p>ASK ALL: Looking back to the timeline we've created is there anything that happened along the way that you think might have led you to do things, or think about things differently? Looking back at the process now, are there any particular points on the timeline that you think have affected you most? <i>Probe:</i> <i>Can you tell me more about how this affected you? Has it affected how you feel/ how you think/ how you use your IHD/ how you use energy around the home? Affected something else?</i></p> <p>Do you think the way you feel and think now about your energy use would have been any different if anything different had happened at any point along this timeline? What do you think could have been different? What effect would that have had? Why do you say this?</p>	
	Impact of specific customer journey elements (prompted)	<p>ASK ALL: After general discussion, probe specifically on: What, if anything, do you think the impact of the following has been? What makes you say this? - The smart meter itself; - The IHD - The installation process, and any discussions you had with the installer - Information or materials provided to you during or after the installation - Changes to the information / data you now get from your energy supplier</p> <p>Do you feel like you are being given the right information in a way that makes it easier for you to manage your electricity / gas use and/or your bills? If not: How might things be done differently to enable you to do this? What other help or support would be useful, and how might it best be delivered to you?</p>	
	Overall impact of smart meter and IHD on household	<p>If relevant: We've talked a bit about how different members of the household use the smart meter and IHD. What impact, if any, do you think the smart meter has had on your household overall? - The way you use energy - Discussions you have about energy use - The way you interact with each other more generally.</p>	
	Impact of quant interview on respondent	<p>ASK ALL: Finally, back in [date of interview], we talked quite a lot about how you use energy, and your smart meter and IHD. Do you think this in itself had any impact on how you use the smart meter? Did it have any impact on how you use energy in the home? If so, what impact did it have? Why do you think that was?</p>	
7. Close and re-contact		<p>The last time we came to see you, you agreed that you were happy to be contacted to help us with further research. Can I check whether this is still the case, and if you are happy for us to contact you again in future? If you say 'yes' now, there would be no obligation to take part in further research, if you then decide you do not want to. [RECORD PARTICIPANT RESPONSE]</p> <p>Ask for final comments, any questions and bring discussion to a close.</p>	

B4: Qualitative interviews topic guide – legacy meter customers

Section title	Section reference	Overview of section:	Additional prompts for householder interview
1. Introduction & discussion of attitudes and behaviours towards energy use		Warm up respondents by discussing current attitudes to energy use, typical energy use behaviours around the home, and a sense of whether this is any different now to a few years ago.	
	Section reference	Interviewer notes - Review respondent quant fact sheet before interview, and bring this with you to the interview for reference. - USE THIS VERSION OF THE GUIDE IF THE RESPONDENT IS UNAWARE THAT THEIR NEW METER IS A SMART METER.	
		Interviewer introduction - Moderator introduces self, Ipsos MORI (including role – independent research agency). - Re-cap for respondent that this interview follows on from the survey they've already completed for DECC. Thank them for completing this and for being willing to help further with the research. - Explain main aim of the discussion is to understand more about their experience of receiving a new meter (and IHD) and what impact, if any, this has had for themselves and their household. - Interview length and incentives. - (If household interview) Explain that you want to hear from everyone present at the interview as interested in the experiences of everyone, even those who feel they may know less about the new meter (and IHD) or who use it less or were not there when it was installed. Explain that people should answer for themselves, be as honest as possible and feel free to disagree with one another, - Explain that findings will be collated across interviews and included in a published report, but reassure about confidentiality and anonymity. - In some cases, we may also want to produce case-studies of individuals or households whose experiences are a good example of general findings, to be published on the gov.uk website. These case studies would be anonymous, unless you expressly state that you are happy to be identified. We would give you the opportunity to review and approve what was written, before it was used. Not every interview will become a case study, and if you don't want yours to, that's fine. We'll look back over what we talked about and you can decide if this is something you are ok with or not, at the end of the interview. - Seek permission to record.	
	Household composition	Could you start us off by telling me who lives here? -Names -Ages - Relationships to each other	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Energy supply	Just to check, does your energy here come from electricity or gas or both? [If relevant] And can I also check which company supplies your electricity? [CHECK AGAINST SAMPLE. IF THEY HAVE SWITCHED, CHECK WHEN THIS WAS] [If relevant] And can I also check which company supplies your gas? [CHECK AGAINST SAMPLE. IF THEY HAVE SWITCHED, CHECK WHEN THIS WAS]	
	Sense of energy use day-to-day	During the survey you already helped us with we asked you a lot of questions about how you use energy at home, but how much do you usually tend to think about the energy you're using day-to-day? <i>Probe:</i> - <i>Why do you think you do/don't think about this?</i> - <i>Does anything specific tend to prompt you to think about it at a particular moment?</i>	
	Awareness of energy-heavy appliances and activities	What activities or appliances do you think use a lot of energy in your home? IF APPROPRIATE: Can you walk me around to show me the things you think you do and use that need a lot of energy? <i>Probe:</i> - <i>Why do you think this uses a lot of energy? How do you know this?</i> - <i>How long have you known this?</i> - <i>Does knowing this make you do anything differently/ more or less often than you otherwise would?</i> Have you bought any new appliances or made any big changes to your home recently? In what ways, if at all, do you think this has made a difference to how you use energy?	
Customer journey			
2. Pre-installation		Explore initial engagement approach (whether passive/active), existing knowledge/interest and expectations	
		We understand that you had a new meter installed in the last few years. Can you tell me how it was you came to have the new meter installed? <i>NOTE TO MODERATOR - start the conversation about how the household came to have a new meter and then introduce the idea of plotting the stages they went through on a customer journey map. Add to this throughout the rest of the interview and refer back to it as needed. Try to record a sense of timing for each touchpoint if possible. (If householder interview, consider whether multiple lines are needed i.e. one per person, to plot when different people found out about things and how)</i> As we talk through the process of you getting a new meter, and then having it installed I'd like to mark down on this sheet the various things that happened, who you spoke to, what information you received and so on.	Establish who in the household first found out about smart (new) meters Who had any conversations with energy companies, or other orgs about smart (new) meters? What did others in HH know about these conversations? How involved or not were others in the household about decisions to have a smart (new) meter installed?
	Initial smart meter approach	<i>Let's start by noting down how you first heard about getting a new meter. Where/when was the first time you heard about getting a new meter (having a new meter)? From where/who? Can you remember what you thought about getting a new meter?</i> [RECORD ON TIMELINE HOW NEW METER WAS FIRST HEARD ABOUT, WHERE, WHEN etc.]	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
			NOTE TO MODERATOR: these prompts may also be relevant in individual interviews depending whether respondent was person involved in pre-installation stage
	Prior knowledge of smart meters and choice	<p>ASK ALL: What, if anything, did you hear about your new meter before you agreed to have one installed / before you requested to have one installed? How was it described to you? What did you think would be different about it to your old meter? Did you feel that you had a choice about whether to have one installed or not? Why do you say this? How did this make you feel? Probe: - Who/where did you hear this from? Energy company? Friends/family? Media - TV, newspapers? Local authority? Housing Association? A charity or other organisation giving information and advice about energy? [RECORD ON TIMELINE]</p>	
	Charities as a source of smart meter information	<p>If received info via charity: - What connection, if any, do you have to this organisation? Have you received help or advice from them in the past? - How did you come to hear from them about your new meter? Were you asking for information or advice about energy or about new meters specifically? - What format was the information about the new meter you received from them in? [RECORD ON TIMELINE] Probe: word of mouth, leaflet dropped through door, letter personally addressed to them, poster (where did they see this?)</p>	
	Barriers and motivators for uptake	<p>ASK ALL: What, if anything, did you like about what you heard about your new meter at this time? Why did you like this? What, if anything, put you off the idea of getting a new meter? Why was this? (If relevant) - In the end you decided to go ahead and get a new meter installed, why was this? How did you overcome this?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Expectations	<p>ASK ALL: Before you agreed to / requested a new meter, did you ask for any further information from anyone? <i>Probe:</i> - What information did you want to know? Why? - Who did you ask? Why this person/organisation? [RECORD ON TIMELINE] - How satisfied or not were you with the response you got? How did it make you feel and why?</p> <p>What were your expectations of your new meter? In what ways did you think it would be different from your old meter? What do you think led you to have these expectations? <i>Probe around role of information received in informing these expectations</i></p>	
	Installation booking and confirmation	<p>ASK ALL: Can you tell me how you booked an appointment to have your new meter installed? Who did you contact? How did you contact them? [RECORD ON TIMELINE]How did you find this process? <i>Probe:</i> - What, if anything, pleased you about the process?- What, if anything, didn't please you?- Was there anything you wish had been done differently?What information, if any, do you remember receiving once your installation visit had been booked? Who was this from? How did you receive it (phone call, letter, email)? [RECORD ON TIMELINE]How helpful, or not, did you find this? Do you still have this now? How often, if all, do you refer to it?</p>	
3. During installation		Experience of installation visit, engagement with installer, reaction to any materials/advice provided	
	Installation process	<p>I'd now like you to tell me about when your new meter was installed.</p> <p>ASK ALL present at installation: What do you remember about the day the installation happened in your home? [RECORD KEY DETAILS ON TIMELINE]</p> <p>What, if anything, pleased you about the visit What, if anything didn't please you?</p> <p>Did the installation go as you expected, or did anything unexpected happen? What? Why was this as/not as you expected? <i>Probe:</i> <i>Did it run smoothly or was it a difficult process? Did it cause any disruption? What?</i></p> <p>How would you describe the person who came do to the installation? <i>Probe:</i> <i>How friendly / helpful / professional/ respectful /tidy did you find them?</i></p> <p>What do you remember about how long the installation visit took? [RECORD ON TIMELINE] Was this as you expected? Did you feel that the installer had plenty of time, or were they in a hurry? How did this make you feel?</p>	<p>Observe any reactions/comments made by other household members whilst these questions are answered. E.g. look out for others indicating they were not aware of something before (maybe a problem that happened, or a piece of information or advice given etc.)</p>

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>What information was given verbally by the installer?</p>	<p>ASK ALL present at installation: What do you remember about what the installer talked to you about during the time they were in your home? (NOTE TO MODERATOR: try to keep discussion of IHD to later section, but be prepared to be flexible here if needed)</p> <p>What do you remember about what they told you about the meter? [RECORD KEY DETAILS ON EACH PIECE OF INFO ON TIMELINE] <i>Probe on each of following - for each ask about format of info (i.e. whether talked through by installer, or printed info given), & whether it was a good time and way to be given this information? If they would have preferred it at another time, when and how would have been better?</i></p> <ul style="list-style-type: none"> - Anything about how the meter worked? - Anything about how the meter might help your household? - Anything about how energy is used in your home? Anything about how you could make changes to this? - Anything about the energy tariff/package/price plan you are on with your supplier, or other energy products and services they sell? 	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Novelty, relevance, usefulness and salience of verbal information from installer</p>	<p>ASK ALL present at installation: Did you learn anything new from the installer about any of these things or were they things you already knew or had heard before? <i>Probe: What was new? What did you feel you already knew?</i></p> <p>Which parts of the information you were given did you find most helpful? Why? [RECORD ON TIMELINE] Which parts of the information did you find least helpful? Why? Is there any way this could have been made more helpful for you?</p> <p>Was the information you were given at the right level of detail or was it too much or too little? Why do you say this? Which bits of information in particular were too detailed/not detailed enough?</p> <p>If installer gave energy efficiency advice or information on energy tariffs or other products: - Is this something you've looked for information on yourself in the past? Why/why not? Where did you go for this information? - What did you think about the suggestions the installer gave you? How helpful did you find this? Why? - Is there anything you think the installer could have done differently to make this information more useful to you? - What did you think about the fact they were doing this whilst they came to install your meter? What, if anything, was good about talking about this at this time? Was there anything you felt was less good about it? Did it feel like an appropriate time to talk about this or not? Why/why not? When do you think is the best time to get this type of advice? Why?</p> <p>Ask all present for installation - Is there anything the installer did not discuss with you that you would have found helpful? Why would that have been helpful? What would have been the best way to present this information to you? In what format, level of detail etc.? <i>If relevant - Why do you think it would not have been helpful for the installer to discuss anything else with you?</i></p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Asking questions of the installer	<p>ASK ALL present at installation: How able did you feel to ask questions of the installer? Why do you say this? <i>Probe:</i> - Did the installer ask you directly if you had any questions? At what point during the visit were you offered the opportunity to ask questions? - Did you feel the installer was willing to help answer questions? What gave you this impression?</p> <p>Did you ask the installer any questions while they were in your home? [RECORD ON TIMELINE]</p> <p>If asked questions of installer: - What questions did you ask? - Why these questions? <i>Probe around whether because they felt these issues had not been covered at all by the installer, or because they weren't covered in enough detail or because they had an interest in that issue for a particular reason?</i> - Do you remember the answers you were given? How helpful or not were they? - Was there anything you wanted to know that the installer couldn't answer, and if so, how did they deal with this?</p> <p>If did not ask questions of installer: - Why do you think you had no questions for the installer? - Did you feel that everything you needed to know had been covered by the installer? - Is there anything, looking back now, that you wish you had asked at that time? Why do you think you didn't ask this at the time of the installation visit?</p>	
	Passing installation info to other householders	<p>Ask all present for installation: Did you pass on any of the information / show any of the materials you were given to anyone else in the house? [RECORD ON TIMELINE] <i>Probe:</i> - Who did you tell about it / give information to? - Can you remember which bits of information you shared with them? Was there anything you felt they didn't need to know about? Why was this? - How did they react? What questions did they have for you when you told them about this? How able did you feel to answer their questions?</p>	<p>Ask other HH members if there are any other questions they would have wanted to ask the installer if they had been present during the visit</p>
	Evaluating the installation experience	<p>Ask all present for installation: Thinking back to the installation visit overall, was there anything you thought should have been done differently at this stage? How, if at all, was the experience different to having other things installed / other tradesmen in the home? <i>Probe:</i> - What was better about it? What was less good about it?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Getting installation info from other householders</p>	<p><i>If not present for installation:</i></p> <ul style="list-style-type: none"> - Who in your household was home for the installation visit? What is your relationship with this person (husband/wife/partner/child/housemate etc.)? - What, if anything did you hear from this person about the installation process? (NOTE TO MODERATOR: try to keep discussion of IHD to later section, but be prepared to be flexible here if needed) <p><i>Probe: [RECORD KEY DETAILS FOR EACH PIECE OF INFO ON TIMELINE]</i></p> <ul style="list-style-type: none"> - Anything about how the meter worked? - Anything about how the meter might help your household? - Anything about how energy is used in your home? Anything about how you could make changes to this? - Anything about the energy tariff/package/price plan you are on with your supplier, or other energy products and services they sell? <p><i>ASK ALL not present at time of installation:</i></p> <ul style="list-style-type: none"> - Can you remember if you had any questions at this time? - How able was this person to answer your questions? Did they give you any printed information that they had received about the new meter? - Did you look up any information or contact anyone for further information about the new meter around this time? <i>[RECORD ON TIMELINE]</i> <p><i>Probe:</i></p> <ul style="list-style-type: none"> - What information did you look for/request? Who/where from? Why? - How helpful or not did you find it in answering your questions? <ul style="list-style-type: none"> - Can you remember how you felt about having a new meter (and IHD) installed? Was this something you were pleased about, or worried about for any reason? Why do you say this? 	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Moving into a house with a smart meter already in place	<p><i>If moved into the house after the installation:</i> We understand that when you moved into this house, the new meter and IHD were already in place. How did you find out you had a new meter (and IHD if relevant)? Probe: <i>[RECORD KEY DETAILS ON TIMELINE]</i></p> <ul style="list-style-type: none"> - Who told you about this? When was this? - What did they tell you? - What questions, if any, did you have about it at this time? - How did you feel when you found out you had a new meter? <p>Can you tell me a bit more about your first experiences of the new meter and IHD when you moved in? Probe:</p> <ul style="list-style-type: none"> - Was it clear to you how, if at all, the meter was different from an old-style meter? - Where was the IHD? - Was it clear how the meter and IHD should be used? Was there any information about this in the house when you moved in? - Did the energy company make contact with you after you had moved in? Did this contact mention the meter? What did it say? Was the information useful to you? - In what ways, if at all, could this information have been made more useful / improved? 	
4. Interaction with IHD		IHD owner – length of time plugged in, frequency of use, knowledge of functions, need for further information	
		<i>ASK RESPONDENT TO SHOW YOU THE IHD - WHETHER PLUGGED IN OR NOT, IF REASONABLY ACCESSIBLE TO THEM.</i>	
	Talking through how the IHD works	Can you talk me through what this is and how it works? What do you tend to call this? <i>NOTE TO MODERATOR: the guide refers to IHD but use terminology used by respondent themselves</i>	
	Installer info about the IHD	<p><i>Ask all present for installation:</i> Can you think back to when the installer was here. What do you remember about what they told you about the display? Can you show me the things the installer told you about? Any specific screens or bits of information they showed to you? Is there anything you think the installer could have done differently when they were showing you the display? What difference do you think this would have made?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Self-taught IHD use, and secondary sources of info on the IHD	<p>Ask all who have ever used the IHD: Can you show me the things you've taught yourself about using it? How did you go about working out how to use the display? <i>Probe:</i> - Did you use any information booklet you were given at the time of the installation? - Did you look up any information about how to use it on the web? Where did you look for this information? - Did you receive any advice from anyone else in the household about how to use it?</p> <p>If sought information on how to use it: What specifically were you looking for help doing? What did you think about the information you found/received? How helpful or not was this? Did it help you do what you wanted to do?</p>	<p>Ask each HH member in turn to show you the IHD to talk through the screens they tend to look at and the specific bits of info they go to. Also ask each HH member to point out any bits of info they overlook, or do not understand.</p> <p>If someone in the HH does not look at the IHD, ask if anyone ever shows it to them - what is shown? When? How does this make them feel?</p>
	Location of the IHD	<p>Ask all who have ever used the IHD: How did you decide where to put the IHD in your home? Did you receive any advice about this from the installer? How are you finding it having it in this position? Is there anywhere else you'd rather have it? Why? Why is it in the current position?</p>	
	Individual use of the IHD	<p>How, if at all, do you use the IHD nowadays?</p> <p>If IHD still being used:</p> <p>IF COMPLETED DIARY TASK, LOOK THROUGH THE DIARY WITH THEM AND ASK THEM TO TALK ABOUT HOW THEY USED THE IHD IN THE LAST FEW WEEKS COMPARED TO HOW THEY NORMALLY USE IT. ALSO ASK THEM TO EXPAND ON PARTICULAR ENTRIES WHICH ARE OF INTEREST.</p> <p>Probe questions about the respondent's own personal use of the IHD: - Can you show me the information you tend to look at personally? Any particular screens you tend to go to? Why these? - Anything you tend to always overlook and not focus on? Which bits of information in particular? Any screens you always flick past? Why these? - How often do you tend to look at it yourself - in a typical day / week / month? - Why do you tend to look at it this often? What prompts you to look at it at a particular moment? - What have you found out from your IHD? - How helpful or not has this information been for you? Why? - Has anything you've seen on it particularly struck you? - Has it shown you anything unexpected about your energy use or has it tended to confirm things you already knew? What was unexpected? What has it shown you that you already know? - What, if anything, have you done as a result of seeing that information? - Has the way you use the IHD changed at all since you first got it? In what ways? Why do you think it has changed?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Other householder(s)'s use of the IHD	<p><i>IF IHD still being used:</i> [If relevant] Aside from yourself, who else in your household tends to look at the IHD? What do you know about how they use it? Do you think this is any different to the way you use it? Why do you think this is?</p> <p>Who, if anyone, in the household would you say is most familiar with the IHD? Why do you think that is? Is this the person you would have expected to be most familiar with it? Why / why not?</p>	
	Ceasing to use the IHD	<p><i>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at):</i> Why do you no longer tend to have your IHD plugged in? <i>Probe:</i> - Did anything specific prompt you to unplug it or to just generally stop using it? Why did this have this effect? - Was it the decision of any one particular person in the household to unplug it? Who? Why do you think this was?</p> <p>For how long did you have it plugged in? [RECORD ON TIMELINE]</p>	
	Individual use of the IHD	<p><i>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at):</i> How did you tend to use the IHD when it was plugged in? Probe questions about the respondent's own personal use of the IHD when it was plugged in: - What information did you tend to look at personally? Any particular screens you tended to go to? Why these? - Anything you tended to always overlook and not focus on? Which bits of information in particular? Any screens you'd always flick past? Why these? - How often did you tend to look at it yourself - in a typical day / week / month? - What did you find out from your IHD? - How helpful or not was this information for you? Why? - Did anything you saw on the IHD particularly strike you? - Did it show you anything unexpected about your energy use or did it tend to confirm things you already knew? What was unexpected? What did it shown you that you already know?</p>	
	Other householder(s)'s use of the IHD	<p><i>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at):</i> Did anyone else in the household tend to use the IHD when it was plugged in? Who? What do you know about how they used it? Do you think this was any different to the way you used it? Why do you think this was? Do you know if they stopped using the IHD around the same time as you or was this different?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Restarting use of the IDH in the future	<p>IF IHD was used to start with, but is no longer used (may still be plugged in but never looked at): What, if anything, do you think would lead you to use the IHD again in the future? Why do you say this? Probe: - Does it depend on who is living in the home? Why? What difference does this make? - Does it depend on how much your energy bills are? Why? What difference does this make? - Would it help to have any further information on how to use it? What exactly would you want to know? What is best way of giving this information? From who/ format / content / level of detail?</p>	
	Comparing smart and non-smart IHDs	<p>If respondent had a (non-smart) IHD before: You mentioned when we spoke to you before that you had a different IHD before. Which IHD do you have plugged in now? Why this one?</p> <p>If using new IHD: at what point did you switch over to start using the IHD you received with your new meter? Straight away at the installation or some time after this? (If later - why was this?)</p> <p>How, if at all, was the IHD you had before different to having the meter and IHD that you have now? Probe: - In what ways did it look different? Which do you prefer in terms of how it shows information? Why? - Did you use it any differently? How? (If necessary - look at different pieces of info, look at it more/less often). Why do you think this is?</p>	
	Barriers to plugging in or using the IHD	<p>IF IHD has never been in use: Why do you think your IHD has never been plugged in or used? Probe: - Were you curious / tempted to use it at all? - What, if anything put you off using it? Is this related to how useful or not you think the information it shows will be for you, or is it related to how able you feel to use the IHD? Is there any other reason that has stopped you using the IHD?</p>	
	Starting use of the IHD in future	<p>IF IHD has never been in use: What, if anything, would lead you to start using the IHD? Probe: - Does it depend on who is living in the home? Why? What difference does this make? - Does it depend on how much your energy bills are? Why? What difference does this make? - Would it help to have any further information on how to use it? What exactly would you want to know? What is best way of giving this information? From who/ format / content / level of detail?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Exploring 'technical mindedness'	<p>If relevant: You said when we arranged this interview that you were / weren't particularly technically minded. Could you expand on that a bit?</p> <p><i>Probe:</i></p> <ul style="list-style-type: none"> - <i>What do / don't you like about gadgets and technical things?</i> - <i>What sort of things do / don't you like to use?</i> - <i>Is there anyone who lives / comes here who is/is also good with this sort of thing? Have they seen/used the IHD? What do they make of it?</i> <p>How do you think this affects how often you look at your IHD or does it not affect this? How do you think this affects how you use the IHD and what information you look at on it?</p> <p><i>If relevant:</i> What, if anything, do you think would make you feel more comfortable using your IHD more often? Is there anything that would make you feel more comfortable using it to find out other pieces of information that are shown on it but which you currently don't use or skip past?</p> <p><i>Probe:</i></p> <ul style="list-style-type: none"> - <i>Would it help to have any further information on how to use it? What exactly would you want to know? What is best way of giving this information? From who/ format / content / level of detail?</i> 	
	Overall usefulness of IHD	<p>ASK ALL:</p> <p>Overall, how useful or not do you think the IHD is to have in your house? Why do you say this? What, if anything, would make it more helpful to you?</p> <p>[If relevant] Do you have a sense of whether it is more or less useful to different members of the household? Why do you say this?</p>	
5. Post-installation receptiveness to information		Explore any follow-up contact after the installation visit, and any ongoing information needs as well as receptiveness and engagement to further information	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Information received since installation	<p>ASK ALL: What, if any, contact information or data have you had from your energy company since the new meter (and IHD) was installed?</p> <p>Explore spontaneously first, and then expand: this may have been information about your new meter, or about your bills, price plan or tariff, about insulation or other information about saving energy</p> <p>Probe: [RECORD KEY DETAILS ON INFO RECEIVED ON TIMELINE] - Channels for information - post / paper, online, SMS, any other? What channels do you prefer? Why? - Type of information/ data</p> <p>What has been the most useful information you have received? Why?</p> <p>Is there anything you use less / don't bother looking at? If yes: Why is this? What puts you off? Why do you look at other things, but not this?</p> <p>How, if at all, is the information you have received since you've had your new meter installed different from what you were getting from your energy company before with your old meter? <i>Probe around level of detail compared to before the new meter, usefulness</i></p>	
	Information needed or sought since installation	<p>ASK ALL: Is there any other information you would have liked to have received since having your new meter (and IHD) installed? Why would this be useful for you?</p> <p>Probe: - Would you have liked any further contact with your supplier? Further contact with anyone else? Who? How i.e. letter, phone call, home visit?</p> <p>Have you contacted anyone with any queries about your energy use or new meter since the installation visit? [RECORD ON TIMELINE]</p> <p>Probe: - Who did you contact? What did you ask? Why? How helpful or not was the response? What have you done as a result of this information?</p> <p>ASK RESPONDENT TO SHOW EXAMPLES OF INFORMATION RECEIVED IF POSSIBLE AND TO TALK THROUGH WHAT IS SHOWN, AND WHAT THEY LOOK AT.</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>External information on energy use since installation</p>	<p>ASK ALL: Have you seen any information from anyone else about energy use since your new meter was installed that has been interesting, or useful to you? <i>If so: What information, and from where (source and channel)? Why did you find this interesting or useful?</i></p> <p>How do you generally feel now when you see information in the media or from your energy company about energy saving, for example advice about how to use less energy in the home or information about the energy performance of different products and so on? <i>Probe:</i> - <i>Would you say you tend to feel interested in this information or not?</i> - <i>How, if at all, has your interest in this type of information changed in the last few years? Why do you say that?</i></p> <p>Does it depend on who the information is from? Who do you tend to be most interested in hearing about these issues from? Who are you less inclined to listen to? Why?</p> <p>Does it depend on what the information is about? What are you most interested in hearing more about? What are you less interested in hearing about?</p>	
	<p>Reactions to example information</p>	<p><i>If has IHD: SHOW IMAGES OF EXAMPLE INFORMATION</i> How interested would you be, if at all, in receiving information similar to what you see on your IHD but online or via a smartphone app? Why do you say this? Do you think the way you feel about this information is affected by how you feel about the information on your IHD? Why/Why not? How would you use this information? In what ways would you use it differently to the information you see on your IHD?</p> <p>How useful do you think this would be compared to seeing this information on your IHD? What would be the best way of showing you this information, if at all? When do you think it would be best to look for information like this on your IHD and when would it be best to see this information displayed in another way, e.g. online or on your phone?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Reaction to (idea of) comparisons with other households	<p>ASK ALL: Have you ever seen any information on how much energy you use as a household compared to other households? I'm thinking more in terms of how much you use, rather than how much you actually pay on your bills. <i>Probe:</i> - What did it tell you about your energy use? Was this for electricity or for gas? - Where did you see this information? Who was it from?</p> <p>If not seen any info on this: Is this something you'd like to see information on or not? Why do you say this? What do you think would be good about receiving this type of information? What would be less good?</p> <p>If seen info: How does this make you feel? <i>Probe:</i> - What is it about your household that you think means you use more/less than other households? - Are you talking about electricity and gas use, or is it one or the other that you think you use more/less of as a household? Why do you think this is? - Is this something you're concerned about at all, or not? Why do you say this? - Is it something you feel you're able to do anything about or not? Why do you say this?</p>	
	Household energy use compared to a few years ago	<p>ASK ALL: How would you compare your energy usage as a household to a few years ago? And how about for just you yourself? <i>Probe:</i> - Why do you say this? Based on any information you have seen? - Have there been any changes which you think have led your household / you to be using more / less than before? - Is this different for electricity and gas? How is this different?</p>	
	Interest in personalised information from smart meter		
6. Impact of having smart meter (and IHD) installed		Explore impacts experienced since having new meter and IHD installed – explore spontaneously first and then prompt to consider any impact felt on energy bills, heating pattern, use of appliances, household interactions, engagement with supplier and tariff. Explore customer's ideas for reasons for extent to which benefits have or have not been felt, prompting on whether this is related to experiences at particular points in their customer timeline, information received, pre-existing attitudes and engagement levels etc.	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	<p>Differences in behaviour since installation of smart meter</p>	<p>ASK ALL: Have you noticed yourself doing anything differently since your new meter (and IHD) were installed? What? Why do you think you are doing this?</p> <p>Have you noticed anyone else in your household doing anything differently? What? [RECORD KEY DETAILS ON TIMELINE] Probe if different response for respondent themselves vs. others in household - why do you think you/someone else is doing things differently while you/others are not?</p> <p><i>Probe:</i></p> <ul style="list-style-type: none"> - Know different things about their energy use - Think about energy differently - Any differences to discussions had as a household about energy use? - Using energy any differently? In what ways? Any specific appliances? - Any differences to how in control you feel of the energy you're using? Is this the same for both electricity and gas? - Any differences to how in control of your energy bills you feel you are? Is this the same for both electricity and gas? - Consider different things when choosing between products / appliances - what was considered? Was energy efficiency rating considered? If not, why not? <p>Something in particular we're interested to understand is whether having a new meter (and IHD) affects how people heat their homes. Do you think you're doing anything differently in terms of heating your home? What is different? Why do you think you've done this? (NOTE TO MODERATOR: IF survey response was that they have started to heat home less than they need to keep themselves and household warm, probe this further)</p> <p>If no differences - why do you think it is that there have been no differences since your new meter (and IHD) were installed?</p>	
	<p>Review of the timeline</p>	<p>ASK ALL: Looking back to the timeline we've created is there anything that happened along the way that you think might have led you to do things, or think about things differently? Looking back at the process now, are there any particular points on the timeline that you think have affected you most?</p> <p><i>Probe:</i> Can you tell me more about how this affected you? Has it affected how you feel/ how you think/ how you use your IHD/ how you use energy around the home? Affected something else?</p> <p>Do you think the way you feel and think now about your energy use would have been any different if anything different had happened at any point along this timeline? What do you think could have been different? What effect would that have had? Why do you say this?</p>	

Section title	Section reference	Overview of section:	Additional prompts for householder interview
	Impact of specific customer journey elements (prompted)	<p>ASK ALL: After general discussion, probe specifically on: What, if anything, do you think the impact of the following has been? What makes you say this?</p> <ul style="list-style-type: none"> - The new meter itself; - The IHD - The installation process, and any discussions you had with the installer - Information or materials provided to you during or after the installation - Changes to the information / data you now get from your energy supplier <p>Do you feel like you are being given the right information in a way that makes it easier for you to manage your electricity / gas use and/or your bills? If not: How might things be done differently to enable you to do this? What other help or support would be useful, and how might it best be delivered to you?</p>	
	Overall impact of smart meter and IHD on household	<p>If relevant: We've talked a bit about how different members of the household use the new meter and IHD. What impact, if any, do you think the new meter has had on your household overall?</p> <ul style="list-style-type: none"> - The way you use energy - Discussions you have about energy use - The way you interact with each other more generally. 	
	Impact of quant interview on respondent	<p>ASK ALL: Finally, back in [date of interview], we talked quite a lot about how you use energy, and your new meter and IHD. Do you think this in itself had any impact on how you use the new meter? Did it have any impact on how you use energy in the home? If so, what impact did it have? Why do you think that was?</p>	
7. Close and re-contact		<p>The last time we came to see you, you agreed that you were happy to be contacted to help us with further research. Can I check whether this is still the case, and if you are happy for us to contact you again in future? If you say 'yes' now, there would be no obligation to take part in further research, if you then decide you do not want to. [RECORD PARTICIPANT RESPONSE]</p> <p>Ask for final comments, any questions and bring discussion to a close.</p>	

B5: Qualitative interviews topic guide – children’s guide

	8-11 year olds	12 - 15 year olds
Introduction	<p>[BEFORE STARTING, CONFIRM WITH PARENT THAT THEY ARE STILL HAPPY FOR YOU TO SPEAK WITH THEIR CHILD, ENSURE THEY HAVE SIGNED THE CONSENT FORM. REMIND THEM THAT NO INFORMATION WILL BE RECORDED WHICH COULD IDENTIFY THEM OR THEIR CHILD]</p> <p>Introduce yourself and explain you are doing an interview with their parent(s) about how energy is used in their home. And as an important member of the home you would also like to have a quick chat with them.</p> <p>Explain that energy is used for all sorts of different things in the home. For example, televisions and computers use energy. We also use energy to cook, to heat our homes and to wash our clothes.</p> <p>Check they understand what you mean by energy.</p> <p>Explain there are no right or wrong answers; you would just like to have a chat about the different things that use energy in their home.</p> <p>Check if they have any questions.</p> <p>Ask if it's ok for you to record the conversation. Explain that no-one else will hear it but it's just so that you don't have to write everything down as you talk. Tell them it's fine if they'd rather you didn't record.</p>	<p>[BEFORE STARTING, CONFIRM WITH PARENT THAT THEY ARE STILL HAPPY FOR YOU TO SPEAK WITH THEIR CHILD, ENSURE THEY HAVE SIGNED THE CONSENT FORM. REMIND THEM THAT NO INFORMATION WILL BE RECORDED WHICH COULD IDENTIFY THEM OR THEIR CHILD]]</p> <p>Introduce yourself and explain you are doing an interview with their parent(s) about how energy is used in their home. And as an important member of the home you would also like to have a quick chat with them.</p> <p>Explain that you would like them to think about how electricity is used in the home, as well as gas [if applicable].</p> <p>Explain there are no right or wrong answers; you would just like to have a chat about the different things that use energy in their home.</p> <p>Check if they have any questions.</p> <p>Check it's ok to record the conversation. Explain that no-one else will hear the recording and it's only so that you don't have to try to write everything down as you talk. Tell them it's fine if they'd rather you didn't record.</p>
About them	<p>First of all, it would be really helpful if you could tell me a bit more about yourself...What is your favourite thing to do after school? What do you normally do at the weekend?</p> <p>Homework? Sport? TV? Hanging out with friends?</p>	<p>First of all, it would be really helpful if you could tell me a bit more about yourself...What is your favourite thing to do after school? What do you normally do at the weekend?</p> <p>Homework? Sport? TV? Hanging out with friends?</p>

<p>Energy use</p>	<p>I wonder if you could show me some of the things in the living room and kitchen which you think use energy. [write down on different cards what they describe]</p> <p>Once you have been around main rooms: Let's go through all the things we have noted and sort them into two piles. Things that use a lot of energy and things that use only a little energy. [sorting exercise] What do you think might use the most energy? How do you know this? <i>Probe:</i> - is this something you've talked about at school? <i>Who with teachers / friends</i> - is this something you've talked about at home with your mum/dad/parents?</p>	<p>I wonder if you could think about some of the things in the home which you think use electricity or gas. I will write down all the ones you can think of. If it would be helpful please have a look around you. [write down on different cards what they describe]</p> <p>Which of these things do you think use a lot of electricity or gas? What do you think might use the most? How do you know this? <i>Probe:</i> - is this something you've talked about at school? <i>Who with teachers / friends</i> - is this something you've talked about at home with your mum/dad/parents?</p>
<p>IHD</p>	<p>I would like to ask you some questions about the display / monitor you have in the X. Can we take a look at it?</p> <p>At display: Can you tell me what you know about what this display is for?</p> <p>Have you ever looked at it yourself? - <i>When did you look at it?</i> - <i>Can you remember what you saw on it?</i> - <i>Can you show me how it works?</i></p> <p>Do you think the display is a good idea or a bad idea? Why do you think that?</p> <p>Have you spoken to anyone about the display? - <i>Who did you speak to? Friends, relatives, teachers</i> - <i>What sort of things did you tell them about the display?</i> - <i>Did they have any questions? What did they ask you?</i> - <i>Did they say whether they thought the display was a good idea or a bad idea? Why did they say that?</i></p>	<p>I would like to ask you some questions about the display / monitor you have in the X. Can we take a look at it?</p> <p>At display: Can you tell me what you know about what this display is for?</p> <p>Have you ever looked at it yourself? - <i>When did you look at it?</i> - <i>Can you remember what you saw on it?</i> - <i>Can you show me how it works?</i></p> <p>What do you think about the display? Do you like it or not? Why? Do you think it is useful or not? Why?</p> <p>Have you spoken to anyone about the display? - <i>Who did you speak to? Friends, relatives, teachers</i> - <i>What sort of things did you tell them about the display?</i> - <i>How did they react to what you told them the display? What questions, if any did they ask you about it?</i></p>

<p>Discussions at home</p>	<p>Do you think it is a good or bad idea to use less energy? Why do you say that?</p> <p>What, if anything, do you do to use less energy?</p> <p>Have you talked with your mum or dad about how your family uses energy? What have you talked about?</p> <ul style="list-style-type: none"> - Do they ever ask you to use less energy? - How does that make you feel? - Do you listen to them why / why not? 	<p>Do you think it is important or not to use less energy? Why do you say that?</p> <p>What, if anything, do you do to use less energy?</p> <p>Have you talked with your mum or dad about how your family uses energy? What have you talked about?</p> <ul style="list-style-type: none"> - <i>Do they ever ask you to use less energy?</i> - <i>How does that make you feel?</i> - <i>Do you listen to them why / why not?</i>
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