**Interview guides**

**PLEASE NOTE THE RELEVANT SECTIONS FOR THE PAPER: WHY ON EARTH DID I BUY THAT? A STUDY OF REGRETTED PURCHASE, ARE HIGHLIGHTED IN RED**

**EPSRC project: Whole System Energy Modelling project (EP/K039326/1) interview guide:**

**Interview 1 and installation of energy monitoring equipment**

1. Introduction
   1. Remind the participant what is going to happen today in terms of the interview and installation of energy monitoring equipment
   2. Remind interviewee of that the interview is confidential, that they don’t have to answer any questions they are not comfortable with and that they can withdraw at any time.
   3. Ask permission to record
   4. Ask if they are happy to give you a tour of their house.
2. Back ground and context
   1. Age?
   2. Employment status?
      1. Where do you work? (if employed)
      2. What is your job? (If employed)
   3. Current housing status? (E.g. Owner occupier, Private rented, Social Rented)
   4. Length of time living at current address?
   5. Number of people living in property and ages?
   6. Relationship between people living in the house?
   7. Nature of current house? (E.g. Detached, semi-detached, bungalow, maisonette, flat etc.)
      1. If rented, furnished or unfurnished?
      2. Number of rooms and type? (E.g. bedrooms, bathrooms, reception rooms, Kitchen)
      3. Outdoor space?
      4. Type of energy available (E.g. gas/ electricity, solar, oil etc.)
      5. Type of primary heating and auxiliary heating?
      6. Internet access?
   8. Who provides your energy?
      1. Do you know how much your gas/electricity bill is per month?
      2. How long have you been with them?
      3. Why are you with a particular provider?
3. What does home mean?
   1. What activities are undertaken in your home?
      1. Who are these activities undertaken by?
   2. What are the main things you enjoy doing in your home?
      1. What about the rest of your household?
   3. What do you most look forward to about coming home?
   4. What do you think makes a comfortable home?
   5. Do you think you use your home in a similar way to your peers?
4. Features of your home
   1. What do you like about your home?
   2. Is there anything you would like to change about your home?
   3. How much time do you spend maintaining and keeping you home looking ‘nice’?
   4. \*Since you moved into your home have you completed any renovations? (give a brief history)
   5. When you moved in to your current house did you consider the how energy efficient it was?
5. Walking tour of house

*(Questions in this section will not necessarily be asked in this order)*

* 1. Ask the respondents a second time if they are happy to give you a tour of their house.
  2. Ask participants to visualise a typical day and, starting with when they wake up, walk the researcher, through a typical daily routine.
  3. In each room:
     1. Tell me about this room/this place, what happens here:
        1. How do you use it at different times of the day year?
        2. Who in the household uses it?
     2. What electronic devices does it in contain?
        1. When did you purchase them?
        2. Why did you purchase them?
        3. How do you use them?
        4. Is this how you thought you would use them?
        5. Do they live up to your expectations?
        6. Would you buy them again? If not why? Would you look for something different?
        7. How long do you expect them to last for?
  4. Can you walk me through your laundry routine?
  5. Can you take me to locations in your house where you access the internet? (focus on difference between locations, if there are any)
  6. Can you show me where you watch TV in your house (focus on difference between locations, if there are any)

1. Installation of energy monitoring equipment
   1. Explain how equipment works to the participants
   2. Install whole house electricity and gas monitoring equipment
   3. Connect base station to router
   4. Based on the answers to questions 5,e,f,g select 6 devices in the house to attach individual Appliance Monitors to in order to capture the energy used in the performance of Laundry, electronic communication and visual entertainment

1. Changes in energy use
   1. How has your use of energy changed over the last 5, 10, 15 years?
   2. Has this made a difference to your domestic life? If so how?
   3. What do you think has been the biggest technological development in relation to domestic life in last 10 years?
      1. How has it affected you?
   4. Do you think your domestic life is more or less ‘comfortable’ than it was in the past?
   5. Do you think new technology has reduced the amount of time you spend on domestic chores?
   6. Are there any technologies/gadgets you have acquired in the last 10 years which make your life harder?

**British Academy project: Out of sight out of mind: The problem of invisibility for environmental policy SG142500, Interview guide**

**Interview – Part 1 Introduction and Environmental values**

1. Introduction
   1. Interviewer to introduce themselves and the project
   2. Explain that interview is confidential
   3. Explain that they can withdraw at any time and don’t have to answer any questions they do not feel comfortable with
   4. Ask permission to record
   5. Signing of consent form
   6. Any questions before we start?
2. Back ground and context
   1. Age?
   2. Employment status?
      1. Where do you work? (if employed)
      2. What is your job? (If employed)
   3. Current housing status? (E.g. Owner occupier, Private rented, Social Rented)
3. Environmental values
   1. Global and national environmental/energy awareness
      1. Do you think humans are causing climate change?
      2. What do you think is the most important environmental issue globally?
      3. Who do you think is responsible for environmental protection?
      4. Are you aware of the looming energy crisis in the UK?
      5. How do you think the UK should meet the gap between energy demand and supply?
      6. Do you think the local environment is under threat?
         1. If so, what do you think are the most significate environmental threats?

**Interview –Part 2 Energy biography**

1. Home and energy biography
   1. Length of time living at current address?
   2. Number of people living in property and ages?
   3. Relationship between people living in the house?
   4. Nature of current house? (E.g. Detached, semi-detached, bungalow, maisonette, flat etc.)
      1. If rented, furnished or unfurnished?
      2. Number of rooms and type? (E.g. bedrooms, bathrooms, reception rooms, Kitchen)
      3. Outdoor space?
      4. Type of energy available (E.g. gas/ electricity, solar, oil etc.)
      5. Type of primary heating and auxiliary heating?
      6. Internet access?
2. What does home mean?
   1. What activities are undertaken in your home?
      1. Who are these activities undertaken by?
   2. What are the main things you enjoy doing in your home?
      1. What about the rest of your household?
   3. What do you most look forward to about coming home?
   4. What do you think makes a house a home?
   5. What do you think makes a comfortable home?
   6. Do you think you use your home in a similar way to your peers?
3. Walking tour of house

*(Questions in this section will not necessarily be asked in this order)*

* 1. Ask the respondents a second time if they are happy to give you a tour of their house.
  2. Ask participants to visualise a typical day and, starting with when they wake up, walk the researcher, through a typical daily routine.
  3. In each room:
     1. Tell me about this room/this place, what happens here:
        1. How do you use it at different times of the day year?
        2. Who in the household uses it?
     2. What electronic devices does it in contain?
        1. When did you purchase them?
        2. Why did you purchase them?
        3. How do you use them?
        4. Is this how you thought you would use them?
        5. Do they live up to your expectations?
        6. Would you buy them again? If not why? Would you look for something different?
        7. How long do you expect them to last for?
  4. Can you show me how you control the temperature of your home?
  5. Can you walk me through your laundry routine?
  6. Can you take me to locations in your house where you access the internet? (focus on difference between locations, if there are any)
  7. Can you show me where you watch TV in your house (focus on difference between locations, if there are any)