**Interview questions**

General questions about:

1. Where do you live?(city or region is expected) Does it influence your energy usage?
2. What is your current profession or field of work? do you work mostly in person, blended or remote and how this influences your energy usage?
3. Which age group do you fall into? (18-24, 25-34, 35-44, 45-54, 55-64, 65+)
4. Walk me through the process of choosing your first energy company?
   1. Has your decision-making process changed since then? If so, how?
5. When was the last time you switched your energy plan?
   1. How did you find your current energy company? Did any friend suggest it to you or did you check online reviews?
   2. What motivated you to switch plans at that time? Were there any events or changes in your needs?
6. Considering your actual energy plan, what additional services do you find most valuable from your energy provider? Would you be willing to pay extra fees for these services? Do you face any challenges with your current energy provider? What would you like to see improved?
7. If you could improve or customize your current energy plan, what changes or features would you like to see?
   1. Are there any of these features or changes that you feel are essential, compared to those that would just be nice to have?
8. How many people live in your household, and what appliances or equipment do you typically use that consume energy?
   1. What energy-intensive appliances do you use most frequently, and how often do you use them? (e.g., air conditioning, heating, etc.)
9. Could you describe me your home? is it an apartment, a house, or shared accommodation?
   1. Could you share a bit about your energy usage habits? For instance, do you tend to use more energy at specific times, like in the evenings, or rely heavily on certain appliances?"
10. Do you actively monitor or manage your energy consumption? if yes:

7.1 what tools/strategies do you use to monitor and manage consumption? If no,

7.2 would you like to have a service that will help you monitor your energy consumption?

1. What source of energy does your provider use? (take a moment to hear the respondent's answer, even if there's no answer it means that they don't know).
   1. What proportion do you think that your current provider uses from renewable sources?
2. What digital features does your energy provider have? (take a moment to hear the respondent's answer, even if there's no answer it means that they don't know or don’t care) if they knew about it, ask this follow up:
   1. Did you know these features before or after the contract? If it was before, did it influence your decision?

**Conjoint**

Pick 2-3 companies (possibly keeping fixed Octopus energy and changing the others for each interview). Ask the respondent to compare the offer in terms of pricing.

Then show the additional service page and ask them to comment them, then ask:

1. are you willing to pay a bit more to have this service by your energy provider? (for each one they show interest in).

**Positioning**

Pick 3 options of companies show the respondent the website or a printed option in which the logo and the brand in general is very visible.

1. Rank the following companies in order of “preference” and ask them to tell you based on what they arranged them in that way.

**All the interviewees were chosen because:**

1. **They own an energy contract**
2. **They have different demographical features (age group, family members, location, beliefs etc.)**