

ENERGY & UTILITIES | TWO CITIES

# In-home interviews with smart-meter households

Twenty-four in-home interviews with households that recently installed smart meters, on how they track and reduce energy use.



## AT A GLANCE

CLIENT

Energy retailer

INDUSTRY

Energy & Utilities

MARKET

Two cities

METHOD

In-home in-depth interviews,  
60 minutes

SAMPLE

24 households

TIMELINE

3 weeks

## THE CHALLENGE

An energy retailer wanted to see how households really use smart-meter displays and apps. It needed recent installers and a mix of engaged and disengaged users.

## OUR APPROACH

We recruited households with recent installs and arranged interviews in their homes.

- 1 Verified a smart-meter install in the last six months
- 2 Balanced engaged and disengaged users
- 3 Scheduled in-home visits at convenient times
- 4 Collected consent for photos of displays and apps

## THE RESULTS

- ✓ 24 in-home interviews completed
- ✓ Even split of engaged and disengaged users
- ✓ Real home settings showed how displays are actually used

## SERVICES USED

Qualitative recruitment

Respondent recruitment

## ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

### Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

### Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

### Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

## WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

## Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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### SEND A BRIEF

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*Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.*