

## PRESS RELEASE



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### **New Consumer Research to be Released at Smart Grid Symposium**

*Industry experts to explore market research and customer engagement at annual event*

**ATLANTA, GA – January 13, 2012** – Smart Grid Consumer Collaborative (SGCC), a nonprofit specializing in research and education on smart grid consumer engagement, announced that the second wave of findings from its Smart Grid Consumer Pulse research study will be released at the SGCC Consumer Symposium to be held January 23, 2012 at DistribuTECH in San Antonio. The findings, developed through telephone surveys of energy end-users nationwide, bring up to date industry knowledge of consumer opinion about smart grid and smart meters, with all research completed in November and December of 2011. Attendees of the symposium will be the first members of the smart grid community to learn the results.

Symposium guests will also hear from a slate of industry experts addressing consumer-centric smart grid topics. Linda Jackman, Vice President of Industry Strategy at Oracle, will discuss market segmentation; Jules Polonetsky, Director of the Future of Privacy Forum, will speak on how best to respond to consumer concerns about privacy; and Jack Lloyd, Vice President of Market Strategies International—the market research firm which has led both waves of the Consumer Pulse Study—will provide in-depth research analysis. In addition, SGCC has announced that it will release its 2012 State of the Consumer Report at the event. The report offers a concise synopsis of current U.S. energy consumer attitudes. Each attendee of the symposium will take home complimentary copies of both reports.

“The second wave of our national market research effort has generated broadly-applicable findings that will be very empowering for smart grid operations. Moreover, our symposium panel discussions are sure to provide useful insights,” said SGCC Executive Director Patty Durand. “We believe attendees of this year’s event will be very satisfied with their experience.”

Admittance to the consumer symposium costs \$125 for SGCC members and \$175 for non-members. Press may attend at no charge. Learn more and register at [smartgridcc.org](http://smartgridcc.org).

#### **About Smart Grid Consumer Collaborative**

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart grid. Membership is open to advocacy groups, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education.

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