



Contact *iGR*

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## ***iGR* conducts survey of Massachusetts homeowners' preferences for Small Cell locations**

***iGR will be discussing the findings of the study at the upcoming Wireless Infrastructure Show in Orlando, FL May 22<sup>nd</sup> – 24<sup>th</sup>***

**AUSTIN, Texas, May 15th, 2017** – As mobile operators expand their coverage and capacity with additional mobile equipment, they have many options regarding the physical deployments of small cells. As well as deploying more equipment on existing cell towers, the industry is also putting new poles in residential areas. Some of these deployments have proved to be controversial or problematic with local municipalities.

Of course, new small cells can affect the landscape and appearance of municipalities. What types of deployments do the residents of these towns and cities prefer? To answer this question, *iGR*, a market research consultancy focused on the wireless and mobile industry, has just surveyed over 1,000 homeowners from a representative sample of counties across the state of Massachusetts.

The new survey identified respondents' preferences between several small cell deployment options, including siting options and the use of concealment strategies. The survey also analyzed respondents' opinions regarding the relationship between their municipalities and the companies that install small cell equipment. In addition, the survey measured the respondents' satisfaction with their mobile services and determined desired improvements.

"The wireless and mobile industry works with municipalities across the country to locate small cells in neighborhoods and town centers," said Iain Gillott, president and founder of *iGR*. "It is clear from our survey that homeowners have strong views regarding these deployments, how high new poles should be and the importance of concealment. This new data can have profound impact for the wireless industry as it starts to deploy small cells en masse."

Iain Gillott will attend the [WIA's Wireless Infrastructure Show](#) in Orlando, May 22<sup>nd</sup> - 24<sup>th</sup> and will be available to discuss the results of the survey. Please contact him at [iain@iGR-inc.com](mailto:iain@iGR-inc.com) for additional information. More information about *iGR* can be found on [iGR's website](#).

## **About *iGR***

[\*iGR\*](#) is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its seventeenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearables; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; IMT-2020; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).