

**5G Small Cell  
Installations:  
*Measuring U.S.  
consumers' support***

Market Study  
Fourth Quarter 2020





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# **5G Small Cell Installations: *Measuring U.S. consumers' support***

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## Market Study

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*iGR*

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## Abstract

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The need for dense RANs in U.S. mobile networks has never been greater given the rollout of 5G networks in both the Sub 6 GHz and mmWave bands. In order for 5G to live up to its promise, many 5G small cells are needed in dense urban, urban and heavily populated suburban areas.

Municipality regulations can slow down the deployment of small cells, and the vocal opposition of residents near the areas where small cells are to be deployed can further sidetrack the deployment. With that in mind, *iGR* asked U.S. mobile consumers how likely they would support the deployment of 5G small cells where they live.

This market study, based on results from *iGR*'s October 2020 survey of over 1,000 U.S. mobile consumers, analyzes U.S. mobile consumers' likelihood to support the deployment of 5G small cells where they live. The results are analyzed according to the location of the respondents' residence, demographic variables such as age and employment, the respondents' mobile operator, and the respondents' awareness of and interest in 5G.

Key questions addressed:

- How likely are U.S. mobile consumers to support the deployment of 5G small cells where they live?
- Are respondents who live in urban or rural areas more likely to support 5G small cells deployments?
- Which age groups are most likely to support additional 5G infrastructure?
- How is employment and working from home related to the likelihood to support 5G small cells installations?
- How are U.S. consumers' mobile activities related to the likelihood to support 5G small cells deployments?
- Are mobile consumers of one mobile operator more likely than others to support 5G infrastructure?
- How is U.S. mobile consumers' awareness of and interest in 5G related to their likelihood to support 5G small cells deployments?

Who should read this report?

- Mobile operators
- Mobile infrastructure vendors

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