



Contact iGR

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## **New iGR study looks at U.S. mobile consumers' likelihood to support 5G small cells where they live**

### ***Study identifies which consumers are most likely to support necessary 5G small cell infrastructure***

**AUSTIN, Texas, November 20th, 2020** – 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, as can the opposition of nearby residents. With that in mind, iGR, a market research consultancy focused on the wireless and mobile industry, asked U.S. mobile consumers how likely they would support the deployment of 5G small cells where they live. iGR has just released a new market study that discusses the results of that question.

“The vocal opposition of the people who live near the areas where small cells are to be installed can sidetrack the deployment of small cell infrastructure,” said Iain Gillott, president and founder of iGR. “In this market study we aim to quantify likely support and also identify those who would be the most supportive.”

iGR's market study, [5G Small Cell Installations: Measuring U.S. consumers' support](#), analyzes U.S. mobile consumers' likelihood to support the deployment of 5G small cells where they live. The results, based on results from iGR's October 2020 survey of over 1,000 U.S. mobile consumers, 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.

The following key questions are addressed in the new study:

- 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?

The information in this market study will be valuable for:

- Mobile operators
- Mobile infrastructure vendors
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

The new market study can be [purchased](#) and downloaded directly from *iGR*'s website at [www.igr-inc.com](http://www.igr-inc.com). Alternatively, contact Iain Gillott at [iain@igr-inc.com](mailto:iain@igr-inc.com) for additional details.

## **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 twentieth 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: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload, and enterprise private LTE.

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