Next Century Cities commissioned independent researcher RVA LLC to conduct market research with the goal of determining the current deployment status of and attitudes toward small cell deployment and smart city applications. **176 surveys were completed by local government employees from a diverse array of communities.** * Full research findings are here: [http://nextcenturycities.org/wp-content/uploads/5Gresearch.pdf](http://nextcenturycities.org/wp-content/uploads/5Gresearch.pdf)

**Key Findings: Small Cell Deployment**

- **Small cell deployment is already underway:** Nearly half of respondents (44%) reported small cell deployment in their community, while an additional 26% reported consideration of deployment.

- **Small cell deployment is very likely in large communities that already have fiber:** 95% of communities with a population greater than 500,000 and fiber already deployed reported deployment or consideration of small cells, while just 21% of communities with a population of under 50,000 and with no fiber activity reported small cell deployment or consideration.

- **Communities are concerned about maintaining local control and input:** Over half of respondents reported being greatly concerned about state laws (59%) and federal regulations (52%) that are passed without city input. 84% of respondents believe that state laws under consideration related to pole use for small cells are negative for their community.

- **Communities face a variety of obstacles related to small cell deployment:**
  - 58% of respondents reported complaints from citizens about deployment aesthetics
  - 42% reported complaints from citizens about safety concerns of deployments

- **$1,200:** Median annual lease rate per pole, from communities currently leasing poles. **

**Key Findings: Smart City Technology**

- **Over half (55%) of respondents’ communities are pursuing smart city solutions.**

- **Presence of fiber is key for smart city deployments:** 65% of communities with residential and/or business fiber deployed are pursuing smart city applications, while 39% of communities with no residential or business fiber are doing the same.

- **Larger communities are far more likely to deploy smart city technology:** 93% of communities with populations larger than 500,000 are pursuing smart city applications, while 29% of communities smaller than 50,000 are doing the same.

- **Citizen safety and improved quality of life are primary drivers:** Among communities deploying smart city applications, 75% said the purpose of deployment was to improve public safety, and 88% responded that improving citizens’ quality of life was a very important driver for deploying smart city technology.

- **Respondents are most concerned with hacking, privacy, and digital equity:** When considering smart city deployments, communities are interested in developing cybersecurity to prevent hacking (67% of respondents), maintaining an acceptable level of citizen privacy (64%), and serving all residents equally (61%).

* It should be noted that these communities overall display higher than average fiber deployment and community involvement in deployment.
** Caution should be used due to small sample size and large variance.