

# Washington, D.C. voters widely support small cell infrastructure.



Recent polls in all eight wards found a majority of District of Columbia voters support improvements for better wireless connectivity. As the demand for mobile data grows with more devices connecting to wireless networks, better connectivity is essential for teleworking, doing homework, accessing vital services and so much more. Next generation of connectivity, known as 5G, supports growing data demand with higher speeds and better capacity. And the universal deployment of small cells is required.

Reliance on wireless devices is up.

**57%** of D.C. voters say they rely more heavily on wireless devices because of Covid-19 restrictions<sup>1</sup>.

Voters support district-wide buildout of 5G.

**80%** of voters strongly or somewhat support D.C. moving to implement 5G technology in all eight wards<sup>2</sup>.

**72%** strongly or somewhat support small cells<sup>3</sup>.

Connectivity keeps the District competitive.

**80%** agree that improving wireless infrastructure is essential to keeping the District competitive compared to neighboring counties, including Arlington County, Virginia and Prince George's County, Maryland, which have all taken steps to update their wireless infrastructure<sup>4</sup>.

## FAST FACTS

- The infrastructure that will deliver 5G, small cells are small, low-powered antennas, often inconspicuously installed on existing right of way infrastructure, like utility poles or streetlights, that transport data from your device to your wireless carrier's network through lightning-fast fiber optic cable. Small cells are critical for helping people connect every day and building the next generation of connectivity, 5G.
- 5G builds on 4G to offer speeds that are as much as 100 times faster and will be able to handle 100 times the number of connected devices. 5G will create an estimated 6,500 jobs and bring over \$1 billion in economic growth to the District<sup>5</sup>.
- 80% of 911 calls are placed from wireless phones—5G supports community safety<sup>6</sup>.

## Small cell infrastructure means better connectivity to ensure a smarter, safer and more economically inclusive future for the District.

### About & Methodology

Lincoln Park Strategies conducted 600 interviews among Washington, D.C. residents from September 9-14, 2020 by cell phone and landline and the results were weighted to ensure proportional responses. The margin of error is  $\pm 4.0$  percent at the 95% confidence level. Lincoln Park Strategies is a full-service analytic research firm that partners with corporate, non-profit, and political clients around the globe to meet their research and data needs.

PSB is a global strategic communication advisory rooted in the science of public opinion that specializes in messaging and strategy. PSB serves Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. PSB conducted a representative sample of 200 DC Registered Voters from March 6th - April 2nd, 2020.

1. Lincoln Park Strategies Poll of D.C. Voters, Fall 2020
2. Lincoln Park Strategies Poll of D.C. Voters, Fall 2020
3. PSB Poll of D.C. Voters, Spring 2020

4. Lincoln Park Strategies Poll of D.C. Voters, Fall 2020
5. <https://www.ctia.org/5g/print?state=DC>
6. <https://www.nena.org/page/911Statistics>

