

Texans support faster implementation of 5G technology.



Recent statewide polling research shows that a majority of Texas voters and Opinion Leaders support faster implementation of 5G networks in their cities to increase wireless connectivity and enhance public safety in their community.

Awareness and support of 5G is strong.

54% of Texans are aware of 5G¹.

80% of Texas Opinion Leaders support small cell technology and 5G in their community².

Public safety is a top priority.

70% of Texans think 5G technology and increased wireless connectivity will improve public safety in their community through enhanced first responder and emergency response efforts and telemedicine access and efficiency³.

Connectivity keeps businesses competitive.

78% of Texans are highly-dependent on wireless connectivity to stay competitive in the workplace⁴.

Texans support city and state action on 5G.

78% of Texans support their city leadership taking faster action to implement 5G technology to increase wireless connectivity⁵.

87% of Texas Opinion Leaders believe that keeping wireless infrastructure up-to-date is essential for keeping Texas competitive⁶.

FAST FACTS

- ▶ Small cells, the infrastructure that will deliver 5G, are small, low-powered antennas, often inconspicuously installed on existing right of way infrastructure, like street signs, utility poles, or streetlights, that transport data from your device to your wireless carrier's network through lightning-fast fiber optic cable.
- ▶ The wireless industry contributes \$50.9 billion a year to the Texas economy⁷.
- ▶ Today, there are over 461,000 wireless-related jobs in Texas⁸.
- ▶ 5G supports community safety—80% of 911 calls are placed from wireless phones⁹.

Texas Markets

Major Texas markets lead in general awareness and understanding of the benefits 5G will bring to their cities, and their desire for their cities to move faster to implement the technology¹⁰.

Market Action	Awareness of 5G Benefits	5G Increases Public Safety	5G Enhances Work Connectivity	Support Quick Action to Implement 5G
Austin	70%	68%	88%	87%
DFW	46%	76%	76%	77%
Houston	48%	75%	84%	79%
San Antonio	44%	67%	84%	80%

About & Methodology

WPAi is a leading provider of political, policy and corporate intelligence. From Presidents, Governors and Senators, to more than 120 Fortune 500 corporations and 250 of the largest and most successful not-for-profit organizations around the country, WPAi has helped turn data into impactful results. WPAi selected a random sample of registered voters from the Texas voter file for this survey which was stratified based on geography, age, gender, and ethnicity. Respondents were contacted by phone via a live telephone operator interview March 29th – 31st, 2020. The study has a sample size of n=809 likely voters with a margin of error of ±3.5% in 95 out of 100 cases.

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 n=200 Opinion Leaders in Texas March 6th - April 2nd, 2020. Opinion Leaders are college-educated adults ages 25+ who have a total household income above \$75,000, follow local news, read a national news publication regularly, and have been civically engaged in the past year. This audience is more likely to be informed on issues related to technology and telecommunications, and is a leading indicator of public opinion.

1. WPA Intelligence Poll of Likely Texas Voters
2. PSB Poll of Opinion Leaders
3. WPA Intelligence Poll of Likely Texas Voters
4. WPA Intelligence Poll of Likely Texas Voters
5. WPA Intelligence Poll of Likely Texas Voters

6. PSB Poll of Opinion Leaders
7. https://www.ctia.org/4g-assets/WirelessImpact_TX.pdf
8. https://www.ctia.org/4g-assets/WirelessImpact_TX.pdf
9. <https://www.nena.org/page/911Statistics>
10. WPA Intelligence Poll of Likely Texas Voters

