



Good Neighbor Research

U.S. General Population Survey

Research conducted for State Farm® by The Nielsen Company | August 2015

“Like a good neighbor...”

Background

The familiar bedrock brand philosophy, Like a Good Neighbor, inspires us to ask what a neighbor is and, more importantly, what it means to be a good neighbor. To this end, State Farm® commissioned a survey by Harris Poll to conduct an all new State of Neighbors survey, an exploration of the attitudes and behaviors of neighbors in the United States.

The research goal was to identify and showcase the good neighbor philosophy in today’s social landscape. The objectives were to answer what it means to be a good neighbor today, who is considered a neighbor, and how has technology influenced the concept of neighbors and neighborhoods.

The survey was conducted online June 12 - 30, 2015, among a national sample of 6,051 U.S. adults 18 and over. Data was demographically weighted to reflect the U.S. general population. Harris Poll ensured the national sample included a representative number of completes among Hispanic respondents. There were 1,434 interviews conducted among Hispanic respondents, where they were offered the option to take the survey in Spanish if they so desired.

State Farm wishes to build upon and enhance this position through thought leadership research.

Method

- ▶ To address these objectives, State Farm commissioned Harris Poll to conduct a 15-minute survey among U.S. adults (18+) in the general population. The survey was conducted online between June 12 and June 30, 2015 and was self-administered among 6,051 U.S. adults.
- ▶ The table below reflects sample counts achieved by State Farm region by generation.

	Total	Eastern	South Central	Southeast	Florida	North Central	Western	West Central
Total	6,051	904	863	873	801	915	850	845
Millennials	1,578	235	220	246	200	240	217	220
Gen X	1,509	227	215	222	200	235	210	200
Baby Boomers	1,554	237	225	204	201	240	222	225
Matures	1,410	205	203	201	200	200	201	200

- ▶ Knowing that Hispanics are a demographic of interest to State Farm, we ensured the national sample included a representative number of completes among Hispanic respondents. There were 1,434 interviews conducted among Hispanic respondents, where they were offered the option to take the survey in Spanish if they so desired.
- ▶ Within each State Farm region, total samples and Hispanic samples (i.e., 14 groups) were weighted to be demographically representative of their respective groups. Post-weights were applied to make the total national and the total Hispanic samples consistent with their respective U.S. populations.

Detailed findings

Summary of survey findings

A sense of community among neighbors is a constant desire across generations, but the survey findings show Millennials may not know exactly how to connect, while Baby Boomers are generally most satisfied with relationships. Additionally, culture, gender and technology may play critical roles in neighbor relationships.

Neighbors are still defined as someone living in the neighborhood.

- ▶ Few extend the definition to include those they interact with in non-traditional settings (i.e., hobbies, cultural or online communities).

“Good” neighbors are courteous and proactive.

- ▶ Most say being **respectful** and **quiet** are **traits** of a **good neighbor, watching out for others’ safety and property**, as well as **helping out with an unexpected need** are cited by at least three in five Americans as “good neighbor” characteristics.

Proximity cultivates trust and closer connections.

- ▶ People tend to feel **closer to their immediate neighbor**:
 - ▶ 63% feel at least somewhat personally connected to their neighbor with a shared property line.
 - ▶ 54% feel somewhat personally connected to others in their neighborhood.
- ▶ Over half of Americans agree with statements suggesting a trusting relationship with their neighbors:
 - ▶ 63% have at least one neighbor whom they would trust to watch their kids.
 - ▶ 56% would leave a key with a neighbor in case of emergencies.
 - ▶ 67% would ask a neighbor to house sit.

Summary of survey findings

Socialization is an important element of neighborly interactions.

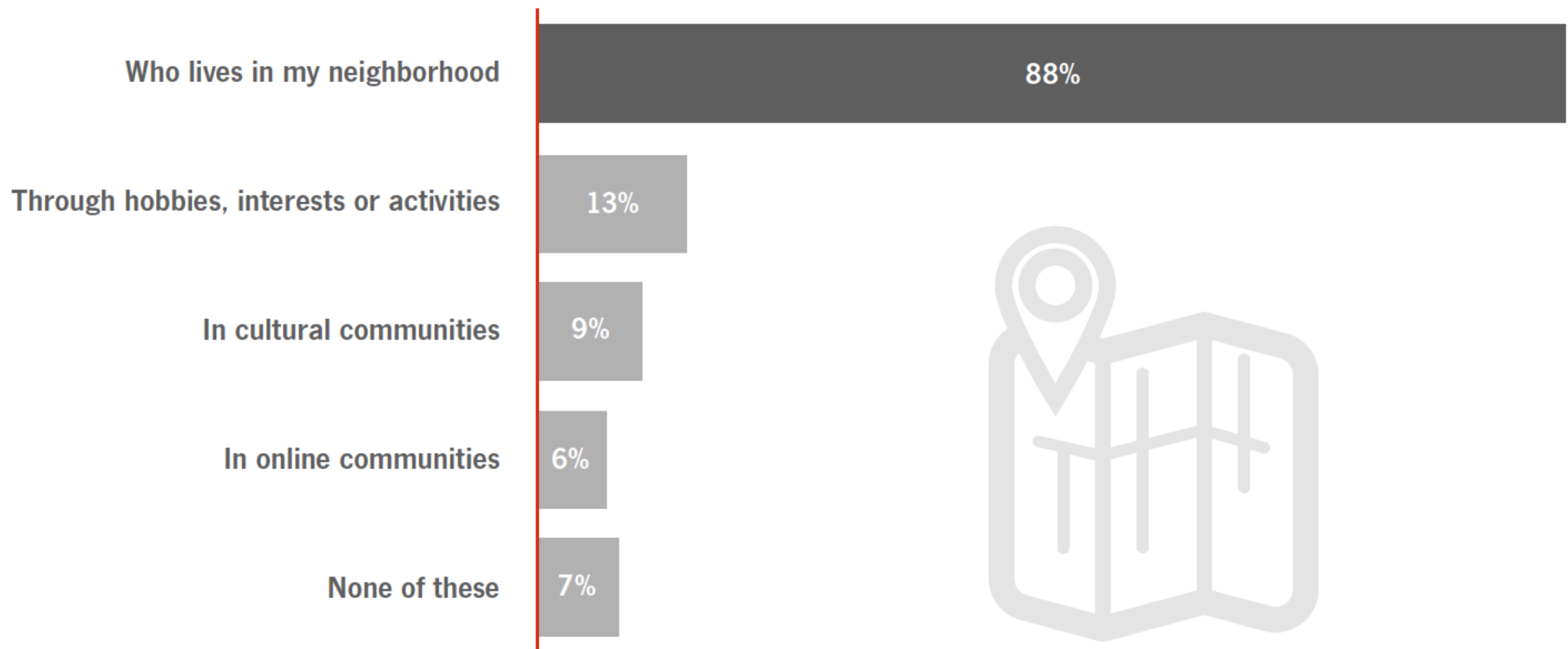
- ▶ 6 in 10 say it is at least somewhat important for neighbors to come together and socialize.
- ▶ Although most people do interact with their neighbors in some fashion, interactions are usually limited **to a wave** or a **face-to-face conversation** on their property or out in the neighborhood.
- ▶ Only 50% (of those who interact with their neighbors) participate in **neighborhood activities**, just over 25% have helped organize a neighborhood event (among those whose neighborhoods have events), and fewer than 50% were welcomed into their neighborhood when they moved in.
- ▶ Still, there is a **clear desire for most to socialize** as over 75% say they would definitely attend a neighborhood get-together if their neighborhood had them.



How survey respondents define a neighbor

Most agree that a neighbor is someone who lives in their neighborhood. Simply sharing mutual interests or interacting through cultural or online communities does not necessarily make someone a “neighbor.”

A neighbor is someone I interact with ...



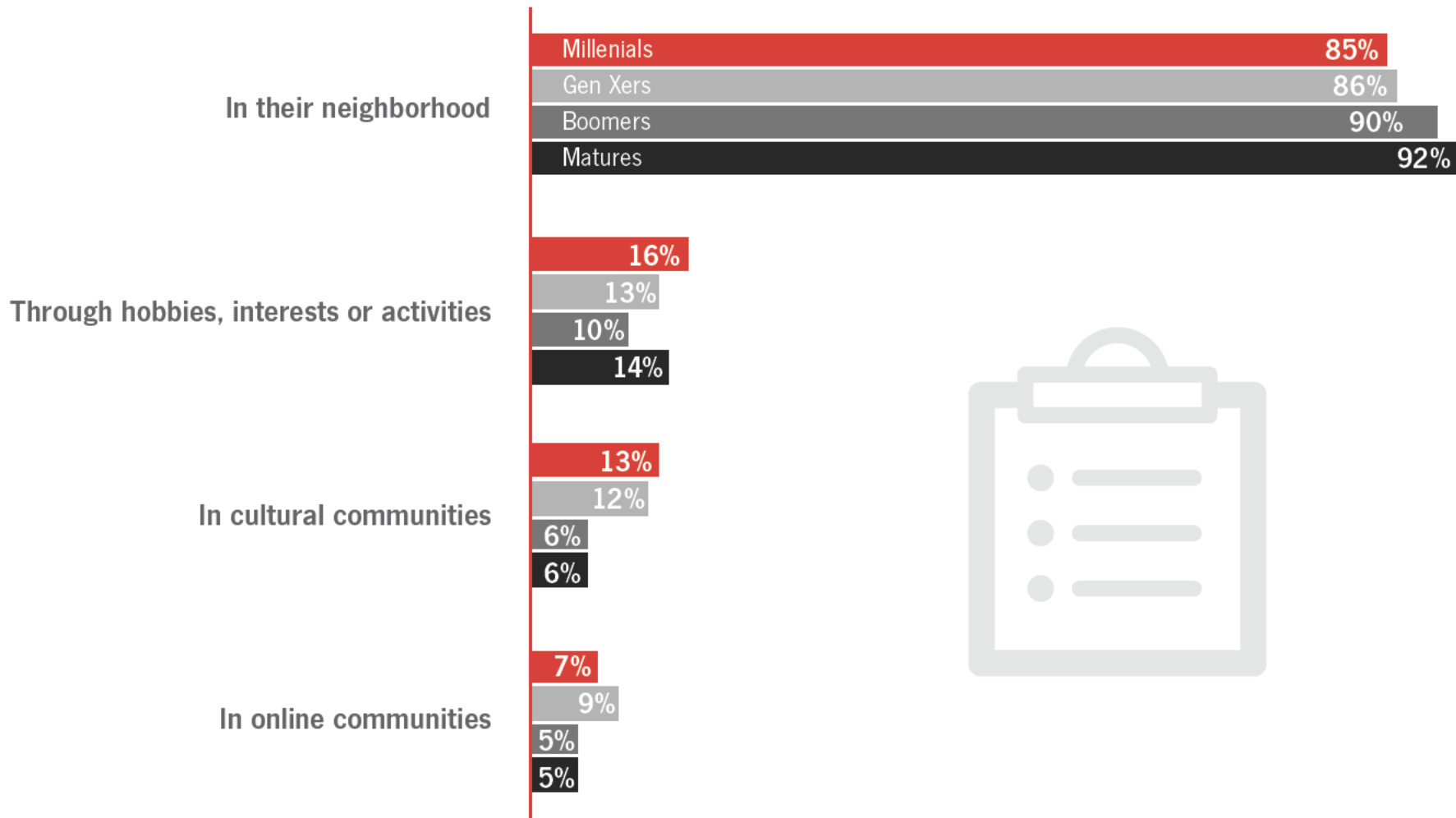
BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q10: When you hear the word “neighbors,” whom do you think of as your neighbors? Please select all that apply.

How survey respondents define a neighbor

Older generations are more likely to see those who live in their neighborhood as neighbors. Younger generations are more likely to see those whom they interact with in cultural communities as neighbors.

Where people interact with others they consider neighbors:



How survey respondents define a neighbor

Urban residents are more likely to have a “non-traditional” view of what a neighbor is.

- ▶ They are more likely than both suburban and rural residents to identify a neighbor as someone with whom they interact with through hobbies or in the same cultural or online communities.
- ▶ **Urbanites** are also the **least likely to know at least one neighbor’s name**.

The nature of neighborly interactions changes depending on the type of neighborhood.

- ▶ **Urban residents have fewer interactions on their property, but more interactions inside their home.**
- ▶ **Urbanites are more likely to use social media** while rural residents are the least likely.
- ▶ Suburban and rural residents practice similar behaviors when it comes to neighborhood interactions.



Welcome to the neighborhood

Most demographic variables play a role in explaining people's attitudes with respect to greeting new neighbors. Older Americans tend to find greeting new neighbors more important; and people who live in "mature" neighborhoods are more likely to have been welcomed upon moving in.


Find greeting new neighbors important

 **Baby Boomers/Matures**

*Attitudes are very similar across most demographics

Were welcomed into the neighborhood


 **Affluent neighborhood**

 **Mature neighborhood**

 **Children in household**

Welcomed others into the neighborhood

 **Affluent neighborhood**

 **Mature or up-and-coming neighborhoods**

 **Matures/Retired**

 **Owns residence**

 **Married**

Welcome to the neighborhood

Only two in five say they were welcomed (either formally or informally) to their neighborhoods. Slightly more say they welcomed a neighbor into their neighborhood.

Whether welcomed into neighborhood:



Whether welcomed a new neighbor into neighborhood:



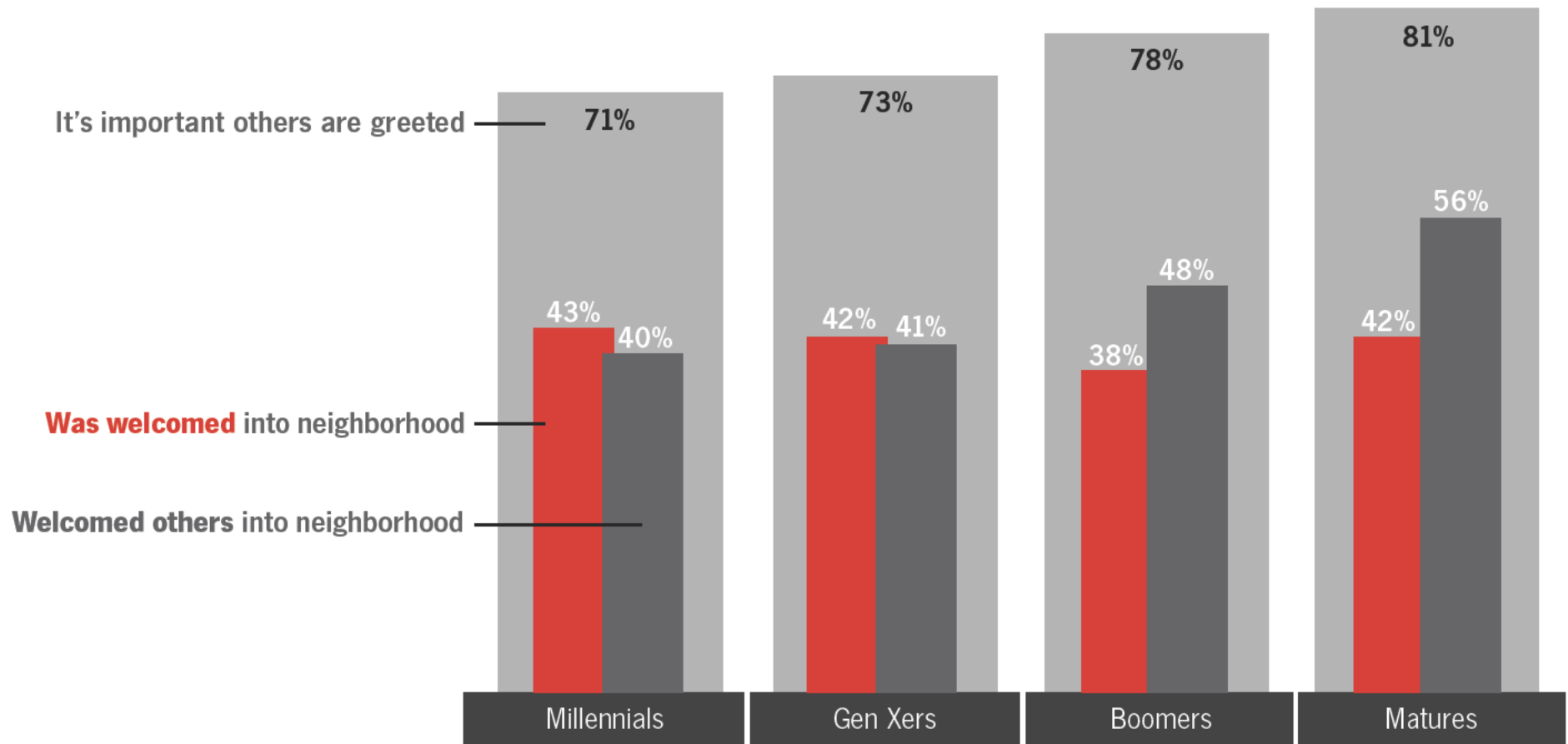
BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q9a: When you moved to your neighborhood, was there any type of welcoming that took place? Please select all that apply.

Q9b: Since moving to your neighborhood, have you participated in welcoming a new neighbor to the neighborhood? Please select all that apply.

Welcome to the neighborhood

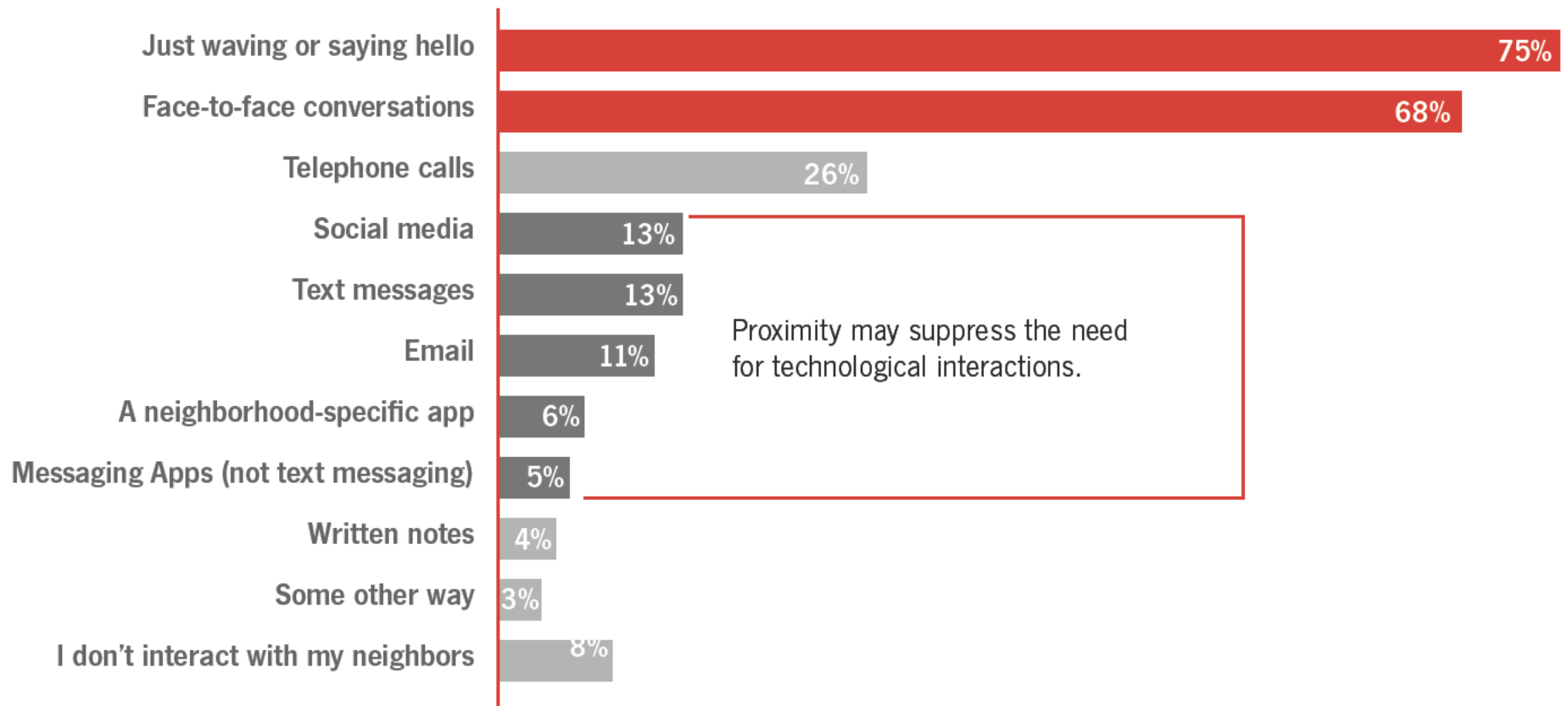
Older generations are more likely to have welcomed a new neighbor. This may be because older generations are also more likely to see greeting new neighbors as important.



Welcome to the neighborhood

Waving and face-to-face interactions are most common. Less than 1 in 10 have had no interaction with their neighbors in the last month.

How interact with neighbors:











BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q13: By what method do you interact with your current neighbors? Please select all that apply.

Welcome to the neighborhood

Millennials, those in urban communities, those in younger neighborhoods, and those with children in the household tend to be more interactive with their neighbors in a physical setting.

Demographic traits of those who are more likely to engage in key behaviors: (Repeated groups bolded)

Organizes neighborhood events	Exercises with neighbors	Welcomed neighbor into neighborhood
<ul style="list-style-type: none">  Urban  Affluent neighborhood  Up and coming  Married  Children in HH  Male  Millennials / Gen X  Hispanic 	<ul style="list-style-type: none">  Millennials  African-Americans  Urban  Children in HH 	<ul style="list-style-type: none">  Owns residence  Affluent neighborhood  Up and coming  Mature/Retired

Welcome to the neighborhood

Over a third believe they have nothing in common with their neighbors.

Agreement with negative neighborhood statements:



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q18: How much do you agree or disagree with each of the following statements?

Generational scorecard

Neighborhood interactions:

	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
Have engaged with neighbors in the last month	86%	82%	86%	88% D	89% D

Where interacted with neighbors in past month	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
Out in the neighborhood	61%	55%	60% D	65% D	66% DE
On my property	53%	49%	55% D	56% DG	51%
Inside my home	20%	20%	20%	18%	25% DEF
Outside of the neighborhood	18%	21% EF	17%	17%	18%
Online	9%	11% F	8%	8%	11% EF
I didn't interact with my neighbors in the last month	14%	18%	14%	12%	11%

Method of neighborhood interactions – Top Mentions	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
Just waving/saying hello	75%	71%	73%	78% DE	79% DE
Face-to-face conversation	68%	58%	61%	77% DE	79% DE
Social media	13%	17% FG	14% FG	11% G	7%
Text messages	13%	17% FG	17% FG	9% G	4%

Letters in table denote statistical significance indicated group.

Race/ethnicity profile

Neighborhood interactions:

	Total	White	African-American/Black	Hispanic	Asian
Was welcomed into neighborhood	41%	40%	45%	42%	41%
Welcomed someone else into neighborhood	46%	46%	47%	45%	39%
Where interacted with neighbors (past month)	Total	White	African-American/Black	Hispanic	Asian
Interacted with neighbors at all (NET)	86%	88%	81%	83%	84%
On my property	53%	55%	47%	49%	44%
Inside my home	20%	20%	21%	21%	17%
Outside of the neighborhood	18%	18%	22%	18%	19%
Online	9%	10%	8%	7%	4%
	Total	White	African-American/Black	Hispanic	Asian
Social media used in neighborhood	27%	25%	32%	36%	25%
	Total	White	African-American/Black	Hispanic	Asian
Participates in neighborhood get-togethers	53%	51%	61%	57%	47%
Regularly gets together for holidays/events in neighborhood	38%	35%	44%	47%	36%

Race/Ethnicity Scorecard – Millennials

Neighborhood interactions:

	Total	White	African-American/Black	Hispanic	Asian
Was welcomed into neighborhood	43%	43%	45%	42%	43%
Welcomed someone else into neighborhood	40%	40%	41%	39%	38%
It's important that new neighbors are greeted when they move into a neighborhood	71%	72%	73%	70%	58%

Where interacted with neighbors (past month)	Total	White	African-American/Black	Hispanic	Asian
Interacted with neighbors at all (NET)	82%	84%	77%	82%	84%
Out in the neighborhood	55%	58%	50%	51%	50%
On my property	49%	53%	49%	43%	46%
Outside of the neighborhood	21%	18%	30%	19%	26%
Inside my home	20%	19%	26%	18%	18%
Online	11%	11%	15%	7%	3%

	Total	White	African-American/Black	Hispanic	Asian
Social media used in neighborhood	35%	30%	44%	40%	32%

	Total	White	African-American/Black	Hispanic	Asian
Participates in neighborhood activities	56%	53%	70%	56%	49%
Regularly gets together for holidays/events in neighborhood	44%	41%	47%	49%	38%

Urbanicity scorecard

Neighborhood interactions:

Where interacted with neighbors in past month	Total	Urban (B)	Suburban (C)	Rural (D)
Out in the neighborhood	61%	59%	63% D	58%
On my property	53%	46%	56% B	53% B
Inside my home	20%	23% C	19%	21%
Outside of the neighborhood	18%	22% C	15%	22% C
Online	9%	11% C	8%	11% C
I didn't interact with my neighbors in the last month	14%	15%	12%	17% C

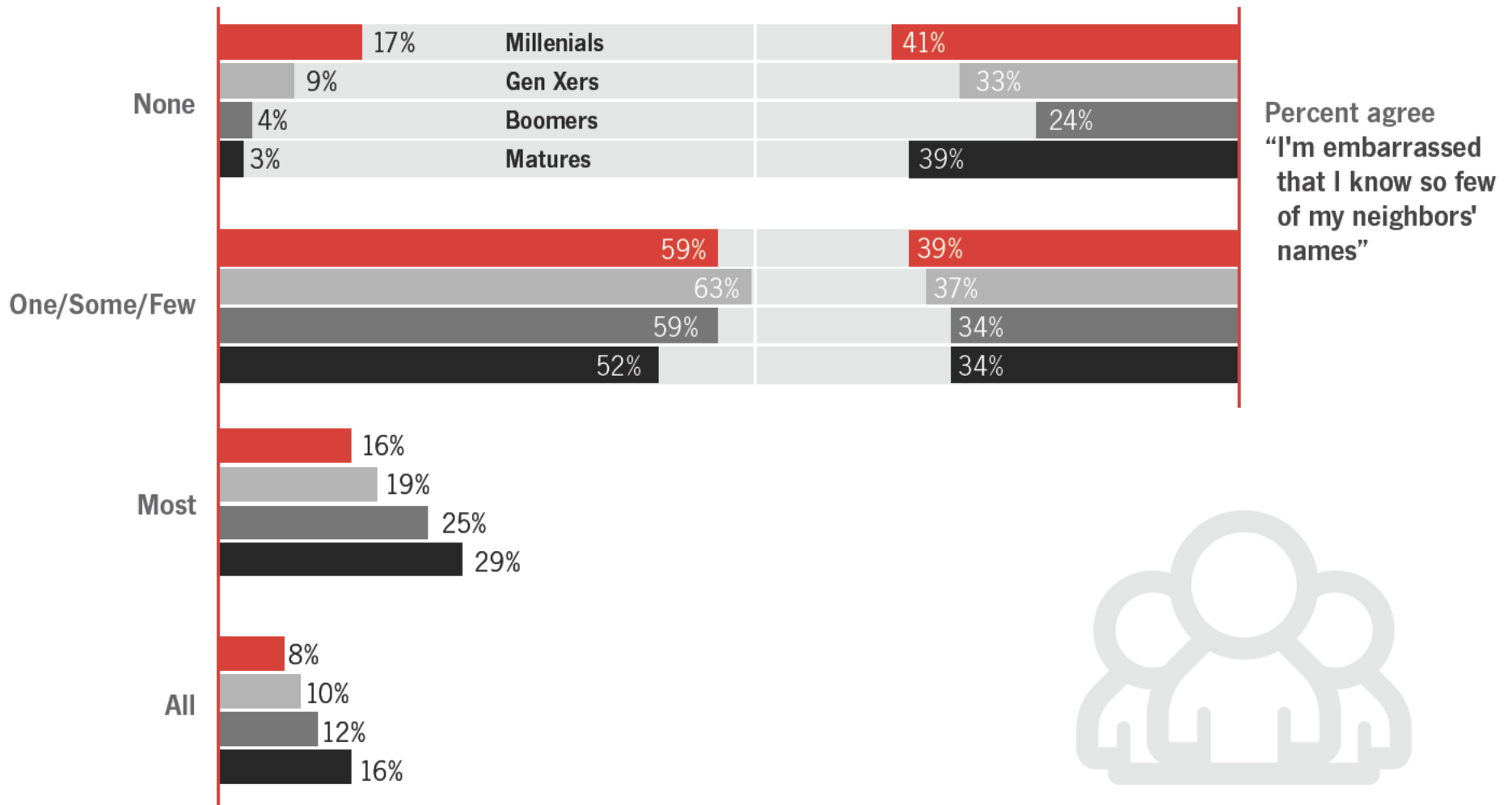
	Total	Urban (B)	Suburban (C)	Rural (D)
Neighborhood uses social media	27%	34% CD	27% D	21%
Participated in neighborhood activities	53%	57% CD	52%	50%
Regularly get together with neighbors for holidays/events	38%	44% CD	37% D	33%
Helped organize neighborhood event or gathering	14%	18% CD	12%	11%

Letters in table denote statistical significance indicated group.

Knowing neighbors by name

Millennials tend to know fewer neighbors' names – they are also more embarrassed by this. Baby Boomers – even those who know none of their neighbors by name – are the least likely group to be embarrassed.

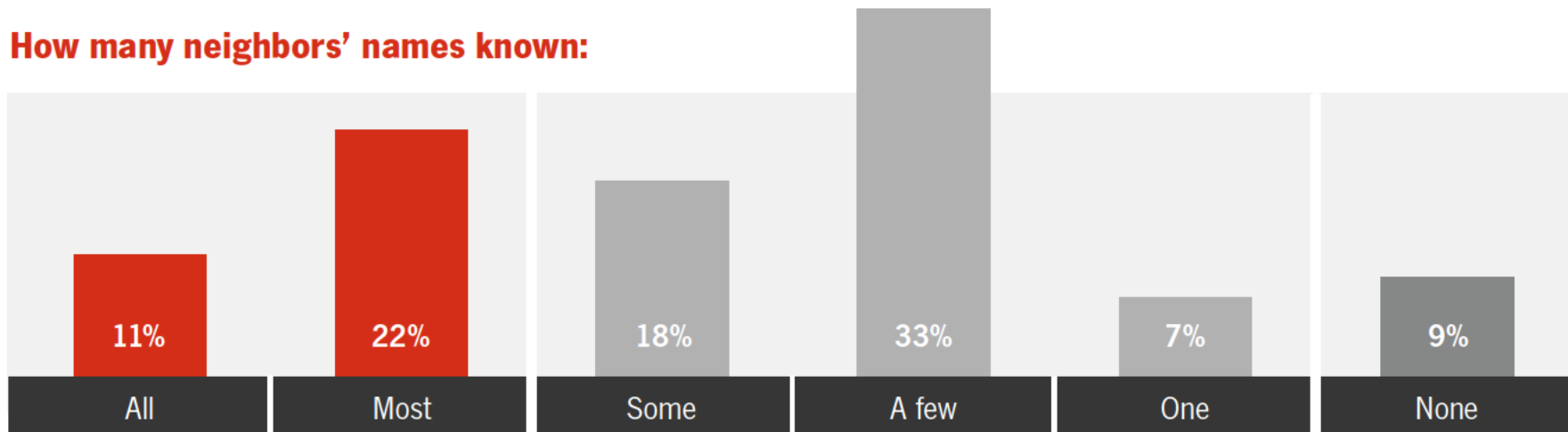
Number of neighbors known by name:



Knowing neighbors by name

More than nine in ten know at least one of their neighbors by name; and at least two in five say they know “a few” of their neighbors’ names. Those who know fewer neighbors’ names are more likely to admit to feeling embarrassed.

How many neighbors’ names known:



“I’m embarrassed that I know so few of my neighbors’ names.”



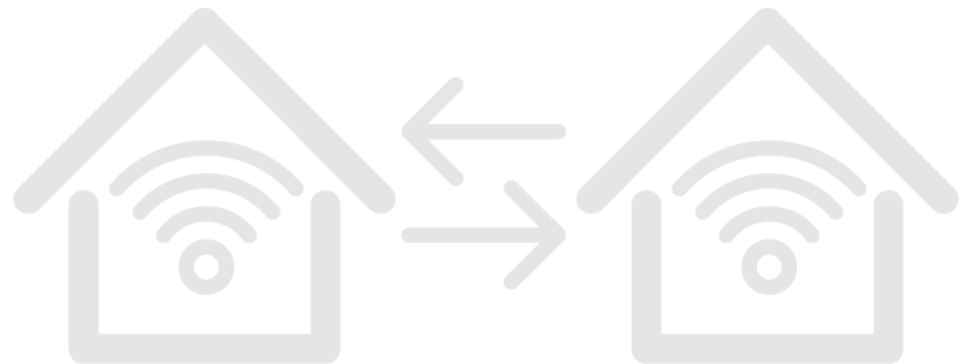
BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q11: Of the neighbors who physically live closest to you, how many do you know by name?

Neighbors and technology

Those who identify neighbors in online communities are significantly more likely to interact with neighbors in online settings and more likely to see tech-related traits as important to being a good neighbor.


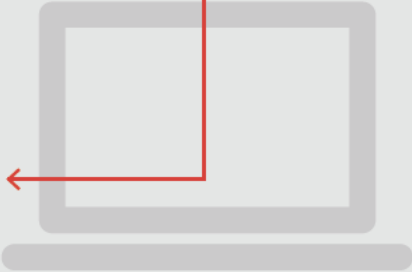
- ▶ Gen Xers are more likely to see those whom they interact with in online communities as neighbors.
- ▶ 36% of **Hispanic Americans** are familiar with Social Media use in their neighborhood – making them one of the **most likely groups to cite social media use** (vs. 27% average).
- ▶ Slightly above average, **40% of Hispanic millennials are familiar with Social Media use in their neighborhood** (vs. 35% millennial average).



Neighbors and technology

Millennials, those in urban communities, those in younger neighborhoods, and those with children in the household tend to interact more with their neighbors in a virtual setting.

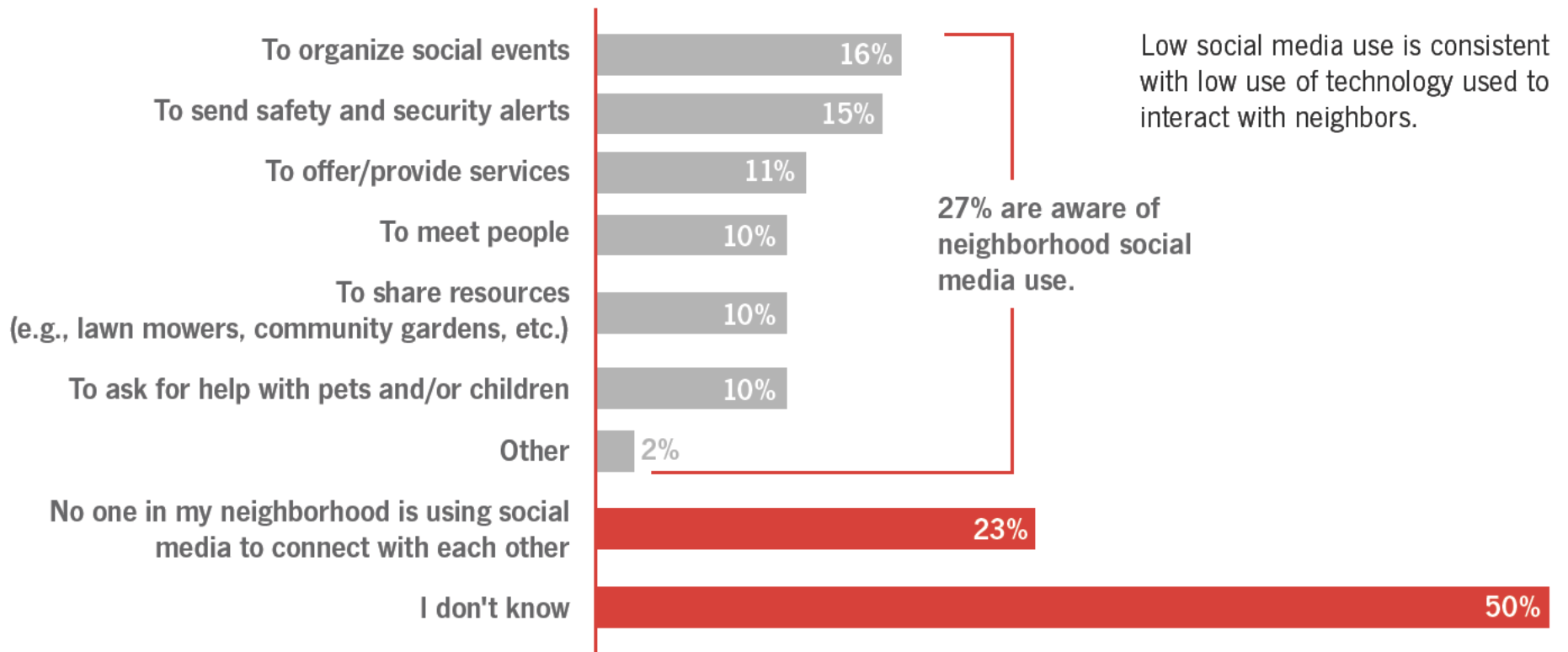
Demographic traits of those who are more likely to engage in key behaviors: (Repeated groups bolded)

Plays computer games with neighbors	Interacts with neighbors online
<div> <div> Millennials Urban Up and coming Children in HH </div> <div>  </div> </div>	<div> <div> Urban or Rural Affluent neighborhood Up and Coming Married Children in HH Millennials or Matures Pet owner </div> <div>  </div> </div> <div> <p>Online interactions may be popular among rural and elderly residents out of necessity.</p> </div>

Neighborhood social media use

Organizing social events and disseminating safety/security alerts are the most common uses for social media in neighborhoods.

Neighborhood's social media use:



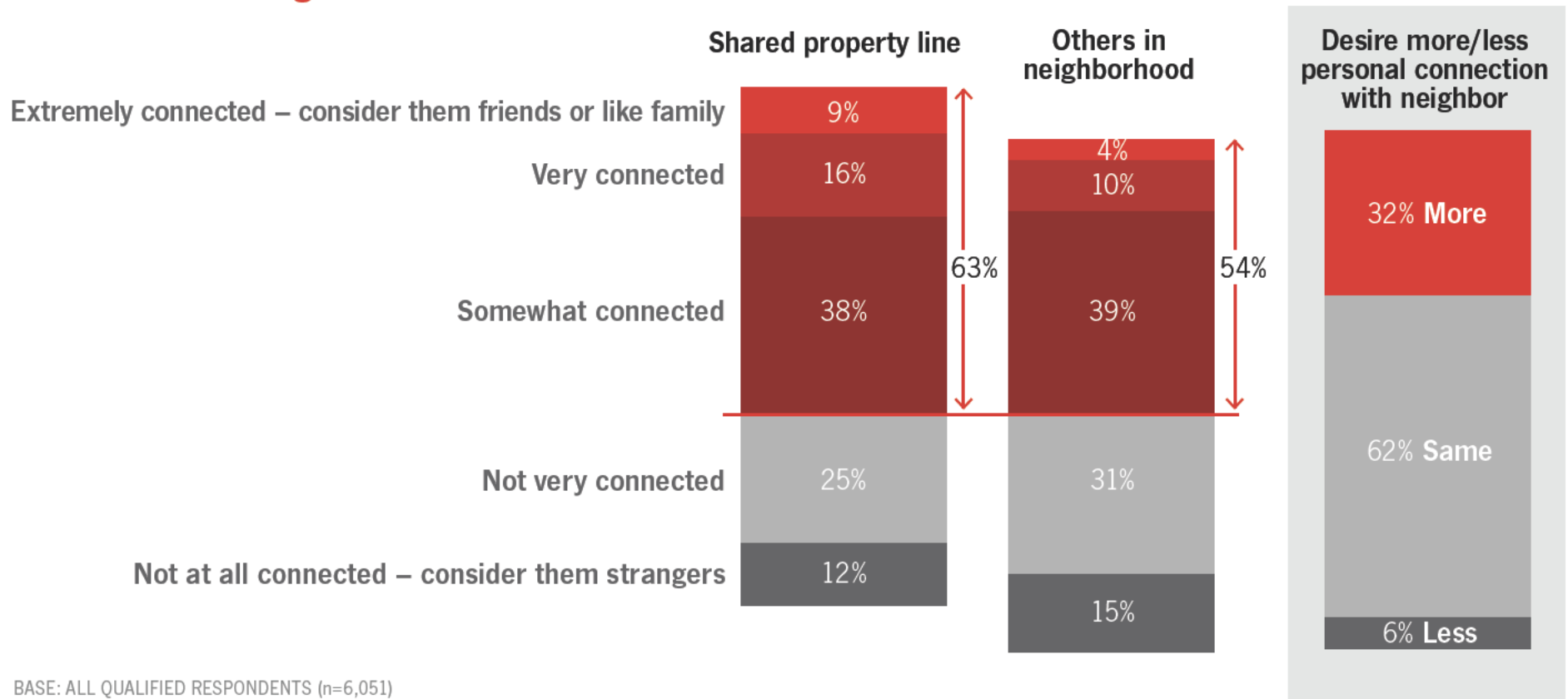
BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q14: How does your neighborhood use social media? Please select all that apply.

Feeling connected

More than half of U.S. residents feel at least somewhat connected to their neighbors. The connection with direct neighbors is typically closer than that with others in their neighborhood. Most are content with the closeness they feel with their neighbors, though about a third hope for a closer relationship.

Closeness with neighbors:



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q8a: How personally connected do you feel to the people with whom you share a property line or wall with?

Q8b: How personally connected do you feel to the other people in your neighborhood?

Q8c: Overall, do you wish you were more or less personally connected to your neighbors?

Feeling connected

Personal connections with neighbors is common – particularly among Matures.

Roughly half or more of each generation feels personally connected with the people who live in their neighborhood – particularly the ones who live closest to them.

- ▶ 74% of Matures feel at least somewhat connected to their immediate neighbors.
- ▶ 25% would like to feel even closer to their neighbors than they do now; are more likely to feel personally connected to their neighbors.
- ▶ In addition **across all remaining generations**, at least **3 in 10 are looking for closer relationships** with their neighbors.

Regardless of their geography, residents feel similarly about their neighborhood relationship regardless of where they are from.

- ▶ More than six in ten **feel personally connected to their closest neighbor**, which is more connected than they feel with people in their neighborhood.
- ▶ For the most part, **people in different regions are happy with the level of connection** they have with their neighbors.
- ▶ And between 50% and 60% of residents in all regions maintain it is **at least “somewhat important” for neighbors to come together and socialize.**



Generational scorecard

Neighborhood connectedness:

At least somewhat personally connected to ...	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
Immediate neighbor (shared property line)	63%	54%	60% D	67% DE	74% DEF
Others in neighborhood	54%	48%	51%	55%	64%

Wish more/less connected with neighbors	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
More	32%	40% EFG	33% G	29% G	23%
Less	6%	9% FG	8% FG	5% G	2%
Same	62%	51%	60% D	66% DE	75% DE

	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
At least somewhat important for neighbors to come together and socialize	58%	57%	61% F	55%	58%

Letters in table denote statistical significance indicated group.

Race/ethnicity scorecard

Neighborhood connectedness:

At least somewhat personally connected to ...	Total	White	African-American/Black	Hispanic	Asian
Immediate neighbor (shared property line)	63%	65%	58%	63%	45%
Others in neighborhood	54%	54%	52%	53%	48%

Wish more/less connected with neighbors	Total	White	African-American/Black	Hispanic	Asian
More	32%	31%	32%	36%	27%
Less	6%	5%	10%	9%	7%
Same	62%	64%	58%	55%	66%

	Total	White	African-American/Black	Hispanic	Asian
At least somewhat important for neighbors to come together and socialize	58%	56%	66%	62%	50%

Race/ethnicity scorecard – Millennials

Neighborhood connectedness:

At least somewhat personally connected to ...	Total	White	African-American/Black	Hispanic	Asian
Immediate neighbor (shared property line)	54%	53%	55%	59%	44%
Others in neighborhood	48%	46%	48%	50%	47%

Wish more/less connected with neighbors	Total	White	African-American/Black	Hispanic	Asian
More	40%	42%	36%	42%	30%
Less	9%	8%	11%	11%	5%
Same	51%	50%	53%	47%	64%

	Total	White	African-American/Black	Hispanic	Asian
At least somewhat important for neighbors to come together and socialize	57%	58%	64%	55%	47%

Urbanicity scorecard

Neighborhood connectedness:

At least somewhat personally connected to ...	Total	Urban (B)	Suburban (C)	Rural (D)
Immediate neighbor (shared property line)	63%	62%	63%	64%
Others in neighborhood	54%	54%	52%	56%

Wish more/less connected with neighbors	Total	Urban (B)	Suburban (C)	Rural (D)
More	32%	35% D	33% D	24%
Less	6%	7%	6%	6%
Same	62%	58%	61%	70% BC

	Total	Urban (B)	Suburban (C)	Rural (D)
At least somewhat important for neighbors to come together and socialize	58%	62% D	58%	54%

	Total	Urban (B)	Suburban (C)	Rural (D)
Know at least one neighbor by name	91%	89%	92% B	95% BC

Letters in table denote statistical significance indicated group.

Regional scorecard

Neighborhood connectedness:

At least somewhat personally connected to ...	Total	East (H)	Midwest (I)	South (J)	West (K)
Immediate neighbor (shared property line)	63%	63%	63%	63%	62%
Others in neighborhood	54%	51%	54%	54%	55%

Wish more/less connected with neighbors	Total	East (H)	Midwest (I)	South (J)	West (K)
More	32%	27%	31%	31%	37% HIJ
Less	6%	6%	9% JK	5%	6%
Same	62%	67% IK	60%	63% K	57%

	Total	East (H)	Midwest (I)	South (J)	West (K)
At least somewhat important for neighbors to come together and socialize	58%	54%	58%	59%	59%

Letters in table denote statistical significance indicated group.

Neighboring traits

Regardless of age, being a good neighbor combines basic courtesy with being proactively aware of one's surroundings. Top neighbor traits include respecting privacy and not making excessive noise while watching out for neighbors' property and safety.

- ▶ 80% feel respecting privacy is a top good neighbor trait.
- ▶ 72% say not making excessive noise is a top good neighbor trait.
- ▶ 77% say watching out for neighbors' property is a top good neighbor trait.
- ▶ 69% feel watching out for neighbors' personal safety is a top good neighbor trait.
- ▶ Helping neighbors with **unexpected needs** and **small favors** is more commonly added to the definition of 'a good neighbor' among **Boomers** and **Matures**.

People's opinions of what behaviors signify a good neighbor are shared by Americans regardless of their geography.

- ▶ Respecting privacy, keeping quiet and practicing good pet etiquette are all mentioned by at least two-thirds of residents in all regions as "good neighbor" characteristics.
- ▶ Similarly, around six in ten or more residents in all regions maintain that "good neighbors" are those who: watch out for other neighbors' property or safety and help out a neighbor with an unexpected need.
- ▶ Some superficial differences exist across regions. For example, west coast residents are more likely to cite good parking etiquette as a "good neighbor" trait, which is likely due to the high incidence of self-identified urban residents and renters.

On what it means to be a "good neighbor" Hispanics and Hispanic millennials are less likely to cite a variety of characteristics, indicating they may have a relaxed definition of a "good neighbor."

Neighborhood traits

African-Americans' priorities regarding what it means to be a good neighbor differ from the average American.

More important to African-Americans than to the general public are:

- ▶ Checking in on elderly neighbors (60% vs. 55%)
- ▶ Socializing with fellow neighbors (57% vs. 49%)
- ▶ Helping out neighbors with financial needs (17% vs. 7%)

African-American millennials' priorities regarding what it means to be a good neighbor differ in a few places from the average millennial.

More important to African-American millennials than to the millennial average are:

- ▶ Watching out for neighbors' personal safety (69% vs. 60%)
- ▶ Socializing with fellow neighbors (62% vs. 55%)
- ▶ Checking in on elderly neighbors (56% vs. 42%)

Half of African-American millennials are likely to trust or feel a close connection with their neighbors.

- ▶ African-American millennials practically mirror the average in saying they have a neighbor they can trust to house-sit (54% vs. 57%), or leave a key with in case of emergencies (47% vs. 44%).
- ▶ Almost identical to the millennial average, 55% of African-American millennials are likely to say they feel at least somewhat personally connected to their immediate neighbors (vs. 54%).

Neighborhoodly traits

Urban neighborhoods have different priorities.

The definition of a “good neighbor” is different between urban, suburban and rural residents.

- ▶ **Urban residents may have a relaxed definition** of what it means to be a “good neighbor” than those in rural or suburban areas.
- ▶ They are the least likely to cite things like, respecting privacy, watching out for neighbors’ property or safety as characteristics of good neighbors.
- ▶ Of the most common “good neighbor” traits, urban residents are less likely to mention them as a characteristic of a good neighbor – other than practicing good parking etiquette.

Different neighborhood types yield different good neighbor priorities.

For example:

- ▶ Practicing **good pet etiquette is most important among suburban residents.**
- ▶ **Parking etiquette is least important among rural residents.**
- ▶ **Taking care of property is least important among urban residents.**

Neighbory traits

While it is important to be respectful and courteous, many people say good neighbors will watch each other's property and safety and help out with unexpected needs.

Basic Courtesy Traits	Total
Respects my privacy	80%
Is quiet – does not make excessive noise	72%
Practices good pet etiquette	67%
Takes care of their property	67%
Practices good parking etiquette	59%

Proactive Traits	Total
Watches out for neighbors' property	77%
Watches out for their fellow neighbors' personal safety	69%
Helps out a neighbor with an unexpected need	61%
Helps fellow neighbors with small favors	58%
Checks in on elderly neighbors	55%
Socializes with fellow neighbors	49%

Less Important Traits	Total
Leaves interactions to a quick hello or wave of the hand	33%
Provides babysitting	10%
Helps out a neighbor with a financial need	7%

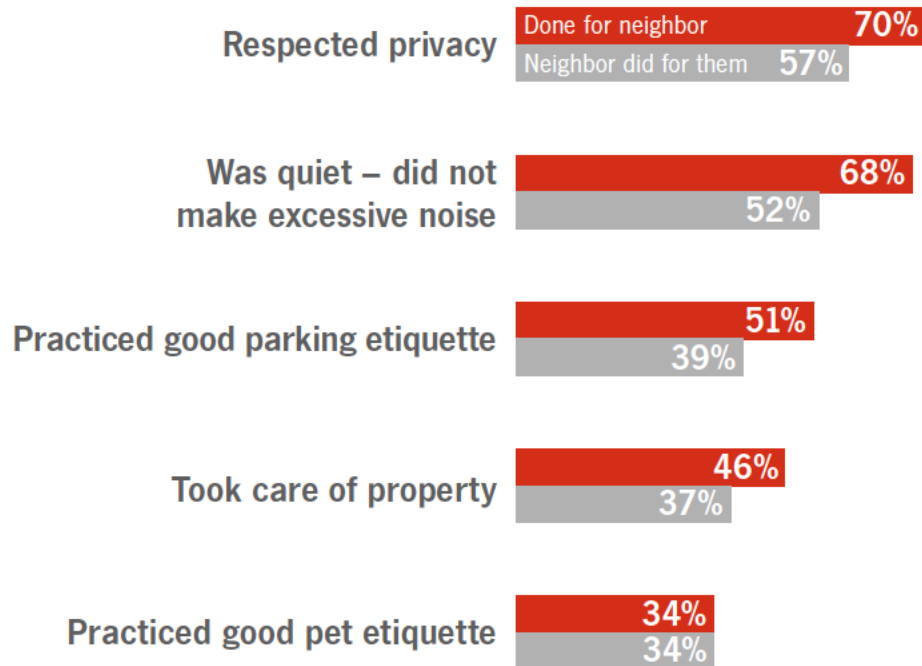
BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q19a: Which of the following characteristics or behaviors, if any, would you say generally define a good neighbor? Please select all that apply.

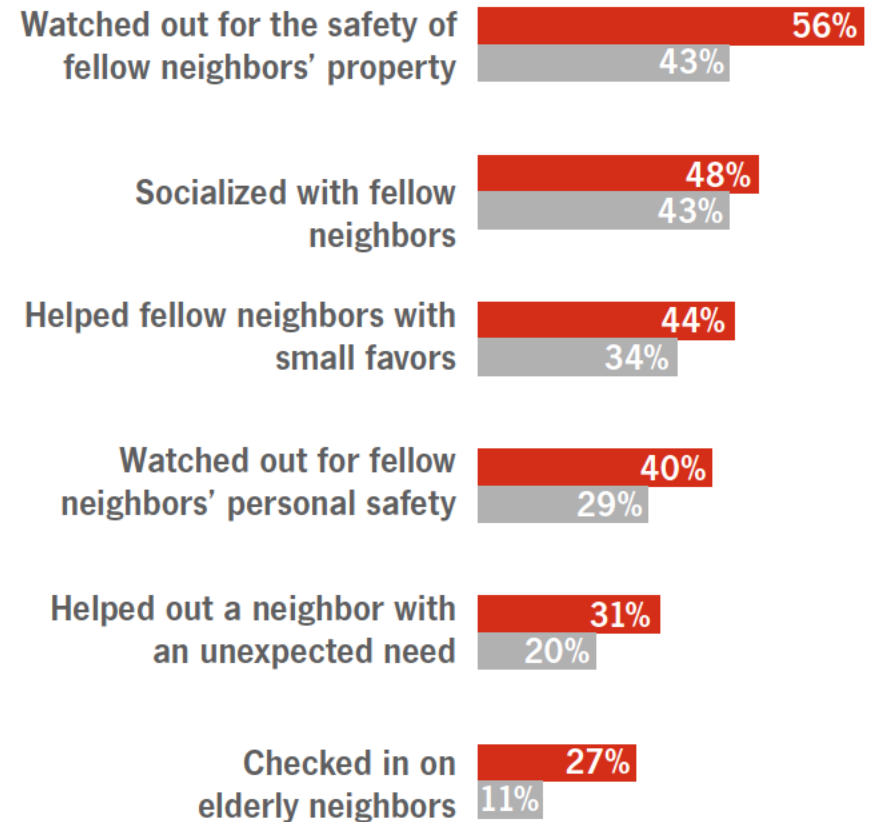
Neighbory traits

People are more likely to recall instances where they practiced good neighbor traits, rather than instances where someone was a good neighbor to them.

Basic courtesy traits:



Proactive traits:



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q20: In the past year, what have you done to help any of your neighbors and what, if anything, has a neighbor done for you? Please select all that apply for each column.

Generational scorecard

Top “good neighbor” traits:

Good neighbor traits: Basic courtesy	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
Respects my privacy	80%	76%	75%	84% DE	85% DE
Is quiet – does not make excessive noise	72%	62%	67% D	79% DE	83% DE
Practices good pet etiquette	67%	62%	62%	73% DE	72% DE
Takes care of their property	67%	59%	64%	73% DE	74% DE
Practices good parking etiquette	59%	62% E	55%	59%	60% E

Good neighbor traits: Proactive	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
Watches out for neighbors’ property	77%	66%	75% D	84% DE	84% DE
Watches out for their fellow neighbors’ personal safety	69%	60%	66% D	76% DE	76% DE
Helps out a neighbor with an unexpected need	61%	59%	56%	65% DE	68% DE
Helps fellow neighbors with small favors	58%	51%	53%	63% DE	70% DEF
Checks in on elderly neighbors	55%	42%	51% D	64% DE	66% DE
Socializes with fellow neighbors	49%	55% EFG	46%	45%	48%

Letters in table denote statistical significance indicated group.

Race/ethnicity scorecard

Top “good neighbor” traits:

Good neighbor traits: Basic courtesy	Total	White	African-American/Black	Hispanic	Asian
Respects my privacy	80%	81%	81%	72%	78%
Is quiet – does not make excessive noise	72%	76%	67%	59%	66%
Practices good pet etiquette	67%	72%	57%	53%	66%
Takes care of their property	67%	71%	61%	52%	61%
Practices good parking etiquette	59%	61%	55%	53%	54%

Good neighbor traits: Proactive	Total	White	African-American/Black	Hispanic	Asian
Watches out for neighbors’ property	77%	80%	72%	66%	66%
Watches out for their fellow neighbors’ personal safety	69%	71%	70%	57%	65%
Helps out a neighbor with an unexpected need	61%	64%	59%	49%	58%
Helps fellow neighbors with small favors	58%	62%	47%	50%	55%
Checks in on elderly neighbors	55%	58%	60%	43%	38%
Socializes with fellow neighbors	49%	48%	57%	44%	54%
Helps out a neighbor with a financial need	7%	5%	17%	9%	5%

Race/ethnicity scorecard – Millennials

Top “good neighbor” traits:

Good neighbor traits: Basic courtesy	Total	White	African-American/Black	Hispanic	Asian
Respects my privacy	76%	77%	81%	71%	79%
Practices good pet etiquette	62%	70%	55%	50%	63%
Is quiet – does not make excessive noise	62%	67%	63%	52%	57%
Practices good parking etiquette	62%	69%	52%	54%	50%
Takes care of their property	59%	64%	58%	48%	60%

Good neighbor traits: Proactive	Total	White	African-American/Black	Hispanic	Asian
Watches out for neighbors’ property	66%	69%	65%	59%	57%
Watches out for their fellow neighbors’ personal safety	60%	61%	69%	51%	58%
Helps out a neighbor with an unexpected need	59%	60%	63%	51%	56%
Socializes with fellow neighbors	55%	57%	62%	45%	54%
Helps fellow neighbors with small favors	51%	53%	48%	47%	49%
Checks in on elderly neighbors	42%	43%	56%	32%	32%

Urbanicity scorecard

Top “good neighbor” traits:

Good neighbor traits: Basic courtesy	Total	Urban (B)	Suburban (C)	Rural (D)
Respects my privacy	80%	75%	82% B	80% B
Is quiet — does not make excessive noise	72%	68%	75% BD	70%
Practices good pet etiquette	67%	60%	72% BD	63%
Takes care of their property	67%	59%	71% B	68% B
Practices good parking etiquette	59%	60% D	64% D	47%

Good neighbor traits: Proactive	Total	Urban (B)	Suburban (C)	Rural (D)
Watches out for neighbors' property	77%	67%	80% B	80% B
Watches out for their fellow neighbors' personal safety	69%	62%	71% B	71% B
Helps out a neighbor with an unexpected need	61%	57%	62% B	66% BC
Helps fellow neighbors with small favors	58%	53%	59% B	63% B
Checks in on elderly neighbors	55%	51%	56% B	59% B
Socializes with fellow neighbors	49%	46%	49%	51%

Letters in table denote statistical significance indicated group.

Regional scorecard

Top “good neighbor” traits:

Good neighbor traits: Basic courtesy	Total	East (H)	Midwest (I)	South (J)	West (K)
Respects my privacy	80%	83% I	78%	79%	79%
Is quiet — does not make excessive noise	72%	73%	72%	72%	70%
Practices good pet etiquette	67%	67%	67%	65%	70% J
Takes care of their property	67%	67%	69% K	68% K	63%
Practices good parking etiquette	59%	58%	57%	57%	66% HIJ

Good neighbor traits: Proactive	Total	East (H)	Midwest (I)	South (J)	West (K)
Watches out for neighbors' property	77%	76%	77%	78% K	74%
Watches out for their fellow neighbors' personal safety	69%	71%	69%	70% K	65%
Helps out a neighbor with an unexpected need	61%	62%	61%	63%	59%
Helps fellow neighbors with small favors	58%	62% K	61% K	57%	54%
Checks in on elderly neighbors	55%	60% JK	57% K	55% K	50%
Socializes with fellow neighbors	49%	45%	51% H	49%	50%

Letters in table denote statistical significance indicated group.

Neighbor trust attributes

Across generations and gender, neighbors tend to trust their neighbors. People at least somewhat agree with the following statements regarding neighbor trust:

- ▶ 67% say they have at least one trusted neighbor they could ask to house-sit.
- ▶ 63% feel they have at least one trusted neighbor they could ask to watch their kids.
- ▶ 56% think they have at least one trusted neighbor they leave a key with in case of emergencies.

Trust in one's neighbors grows with age.

Each generation has more trust in their neighbors than the generation that precedes it when it comes to house-sitting, babysitting or leaving a key with a neighbor in case of emergencies.



Neighbor trust attributes

At least two-thirds would sign for a neighbor's package or trust a neighbor to house sit.

Agreement with positive trust-related neighborhood statements:

If I know my neighbor won't be home, I would sign for a package delivery on their behalf.

78%

I have at least one trusted neighbor I could ask to house sit.

67%

I have at least one trusted neighbor I could ask to watch my kids.

63%

I have at least one trusted neighbor I leave a key with in case of emergencies.

56%

"Agree"

BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q18: How much do you agree or disagree with each of the following statements?

Generational scorecard

Neighbor-trust attributes:

Strongly/Somewhat agree with statements	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
If I know my neighbor won't be home, I would sign for a package delivery on their behalf	78%	57%	76% D	88% DE	92% DEF
I have at least one trusted neighbor I could ask to house-sit	67%	57%	65% D	71% DE	78% DEF
I have at least one trusted neighbor I could ask to watch my kids	63%	56%	65% D	66% D	71% D
I have at least one trusted neighbor I leave a key with in case of emergencies	56%	44%	53% D	63% D	70% DEF
If my neighborhood had get-togethers like a block party or garage sale, I would definitely attend	76%	72%	76%	77% D	82% DEF
I am more likely to ask my neighbor for help with a house/apartment or yard project than one of my friends who does not live in my neighborhood	37%	35%	38%	36%	43% DF
It's important that new neighbors are greeted when they move into a neighborhood	75%	71%	73%	78% DE	81% DE

Letters in table denote statistical significance indicated group.

Race/ethnicity scorecard

Neighbor-trust attributes:

Strongly/Somewhat agree with statements	Total	White	African-American/Black	Hispanic	Asian
If I know my neighbor won't be home, I would sign for a package delivery on their behalf	78%	82%	65%	67%	61%
I have at least one trusted neighbor I could ask to house-sit	67%	70%	59%	60%	54%
I have at least one trusted neighbor I could ask to watch my kids	63%	65%	62%	57%	45%
I have at least one trusted neighbor I leave a key with in case of emergencies	56%	59%	51%	51%	41%

Race/ethnicity scorecard – Millennials

Neighbor-trust attributes:

Strongly/Somewhat agree with statements	Total	White	African-American/Black	Hispanic	Asian
If I know my neighbor won't be home, I would sign for a package delivery on their behalf	57%	60%	49%	58%	44%
I have at least one trusted neighbor I could ask to house-sit	57%	59%	54%	55%	45%
I have at least one trusted neighbor I could ask to watch my kids	56%	57%	59%	56%	40%
I have at least one trusted neighbor I leave a key with in case of emergencies	44%	46%	47%	39%	36%

Socializing in the neighborhood

Socializing with neighbors is important to many.

- ▶ Regardless of age, 6 in 10 feel it's important to socialize with their neighbors – supported by the fact that two-thirds talked face-to-face with a neighbor in the last month.

African-Americans value neighborhood socialization.

- ▶ 66% of African-Americans say it is important for neighbors to come together and socialize (vs. 58% average).
- ▶ 61% of African-Americans participate in neighborhood get-togethers (vs. 53% average) and 44% get together regularly for holidays/events in the neighborhood (vs. 38% average).

Neighborhood socialization is important to Hispanic residents and they tend to be **more likely to regularly get together for holidays/events in the neighborhood** than the average American.

- ▶ 62% of Hispanics say it is at least somewhat important for neighbors to come together and socialize (vs. 58% average).
- ▶ And 47% regularly get together for holidays/events in the neighborhood (vs. 38% average).
- ▶ Compared to the U.S. general public, Hispanics are no more or less likely to feel personally connected to their neighbors.

Socializing in the neighborhood

Many African-American millennials value neighborhood socialization.

- ▶ 64% of African-American millennials say it is important for neighbors to come together and socialize (vs. 57% average).
- ▶ Seven in ten African-American millennials participate in neighborhood get-togethers: well above the millennial average (vs. 56% average).
- ▶ And 47% get together regularly for holidays/events in the neighborhood similar to other millennials (vs. 44% average).

Neighborhood socialization is important to many Hispanic millennials and they tend to be average in their neighborhood participation levels.

- ▶ 55% of Hispanic millennials say it is at least somewhat important for neighbors to come together and socialize (vs. 57% average).
- ▶ And 49% regularly get together for holidays/events in the neighborhood (vs. 44% average).
- ▶ Compared to the average millennial, Hispanic millennials are no more or less likely to feel personally connected to their neighbors and have a similar level of desire to feel closer (42% vs. 40%).

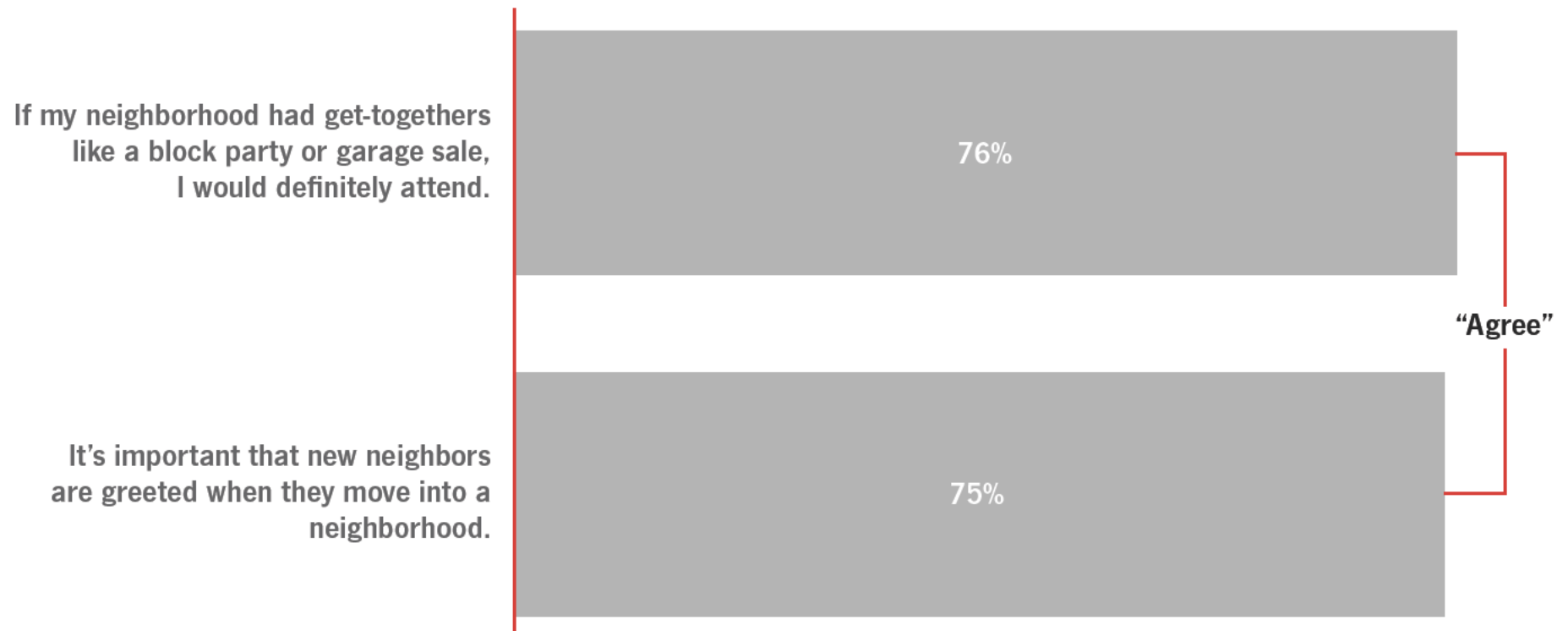
Urbanites are ostensibly the most social – consistent with the fact that they are the most likely to see neighbors coming together and socializing as important – but some express a desire for closer neighborly relationships.

- ▶ **Urbanites are most likely** to have **helped organize a neighborhood event, participated in neighborhood activities, and regularly get together for holidays or events.**
- ▶ Over a third say they wish they were more personally connected with their neighbors and over half say they don't "make the time to really get to know their neighbors."

Socializing in the neighborhood

Socializing is more than a greeting. It is also how we connect with neighbors. Three in four also acknowledge the importance of greeting new neighbors into the neighborhood.

Agreement with positive neighborhood statements:



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q18: How much do you agree or disagree with each of the following statements?

Socializing in the neighborhood

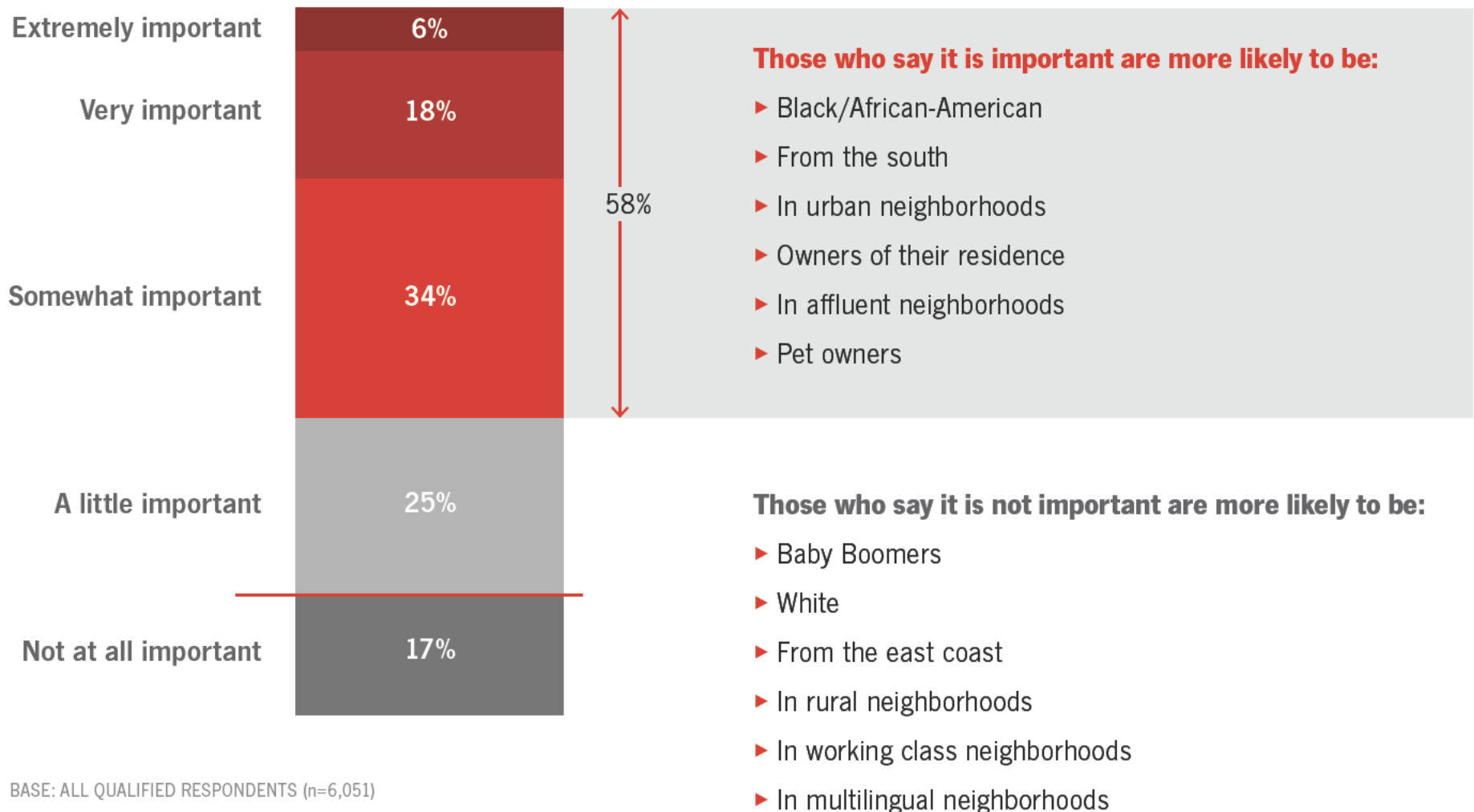
Those with children in the HH are more likely to engage in neighborhood activities on a variety of levels. Those in affluent and urban neighborhoods are also more likely to participate and see the importance of neighborhood socialization.

Importance	Active engagement	Attendance	Intention
It's important for neighbors to come together and socialize	Organizes neighborhood events	Regularly attends neighborhood get-togethers	Would attend neighborhood get together
<div> <div>U</div> Urban </div> <div> <div>\$</div> Affluent neighborhood </div> <div> <div>👶</div> Children in HH </div> <div> <div>A-A</div> African-Americans </div> <p>Agreement in the importance for socialization across demographics is mostly universal.</p>	<div> <div>U</div> Urban </div> <div> <div>\$</div> Affluent neighborhood </div> <div> <div>↑↑</div> Up and coming </div> <div> <div>💍</div> Married </div> <div> <div>👶</div> Children in HH </div> <div> <div>♂</div> Male </div> <div> <div>Mi/X</div> Millennials/Gen X </div> <div> <div>H</div> Hispanic </div>	<div> <div>Mi</div> Millennials </div> <div> <div>A-A</div> African-Americans </div> <div> <div>U</div> Urban </div> <div> <div>\$</div> Affluent neighborhood </div> <div> <div>↑↑</div> Up and coming </div> <div> <div>👶</div> Children in HH </div>	<div> <div>♀</div> Women </div> <div> <div>Ma</div> Matures </div> <div> <div>🏠</div> Owns residence </div> <div> <div>💍</div> Married </div> <div> <div>👶</div> Children in HH </div>

Groups referenced in light grey boxes indicate demographic characteristic of those who over-index on measure.

Socializing in the neighborhood

Importance for neighbors to come together and socialize:



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q17a: In general, how important is it for neighbors to come together and socialize?

Socializing in the neighborhood

Different attitudes and behaviors are reflected in different demographic groups.

- ▶ **Women** are more likely to say they would attend a get-together.
- ▶ **Men** are more likely to ask for the help of a neighbor before they ask a friend.
- ▶ There is little gender difference in trusting neighbors with a key.

Trust a neighbor with a key in case of emergency

-  Owns residence
-  Mature neighborhood
-  Married
-  Boomers and Matures

*No gender difference

Attend a neighborhood get-together

-  Women
-  Matures
-  Owns residence
-  Married
-  Children in household

Ask a neighbor for help before asking a friend

-  Men
-  Rural
-  Owns residence
-  Mature or up-and-coming neighborhood
-  Children in household

Disconnect between importance of socialization and efforts to organize

Across generations and gender, neighbors tend to emphasize the importance of neighborhood interactions; only small percentages are proactive in organizing neighborhood events.

Strongly/Somewhat agree with statements	Total	Female (B)	Male (C)
At least somewhat important for neighbors to come together and socialize	58%	57%	58%
Helped organize neighborhood event/gathering	14%	11%	16% B
If my neighborhood had get-togethers like a block party or garage sale, I would definitely attend	76%	78% C	74%
Regularly gets together for holidays/events	38%	34%	42% B

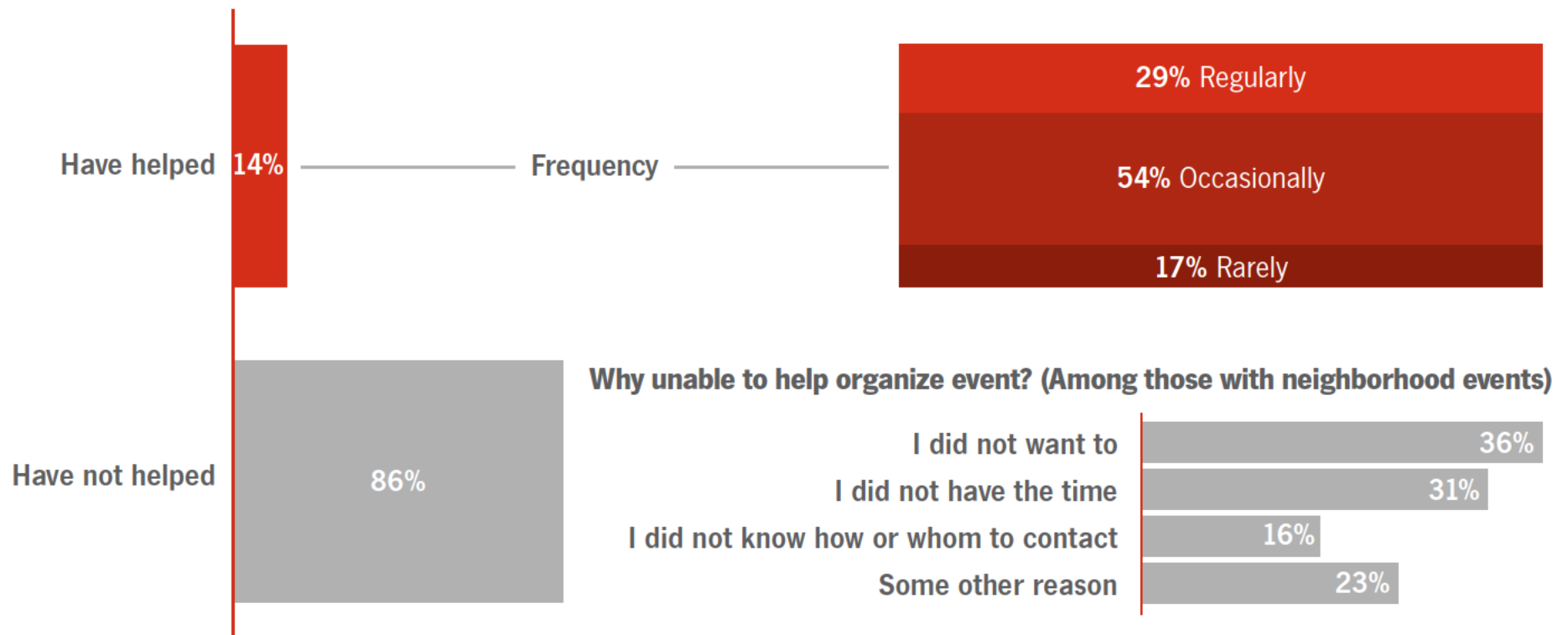
Younger generations are more likely to have organized events/gatherings.

Strongly/Somewhat agree with statements	Total	Millennials (D)	Gen X (E)	Boomers (F)	Matures (G)
At least somewhat important for neighbors to come together and socialize	58%	57%	61% F	55%	58%
Helped organize neighborhood event/gathering	14%	16% FG	16% FG	10%	12%
If my neighborhood had get-togethers like a block party or garage sale, I would definitely attend	76%	72%	76%	77% D	82% DEF
Regularly gets together for holidays/events	38%	44% FG	39% F	33%	35%

Socializing in the neighborhood

Of those who have neighborhood events, only a quarter have helped – and few do so regularly.

Involvement in organizing neighborhood events or gatherings:



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q17b: In the past year, have you helped to organize a neighborhood event or gathering?

BASE: ALL QUALIFIED RESPONDENTS WHO HAVE HELPED TO ORGANIZE A NEIGHBORHOOD EVENT (Q17B/1) (n=768)

Q17c: In the past year, how often have you helped to organize a neighborhood event?

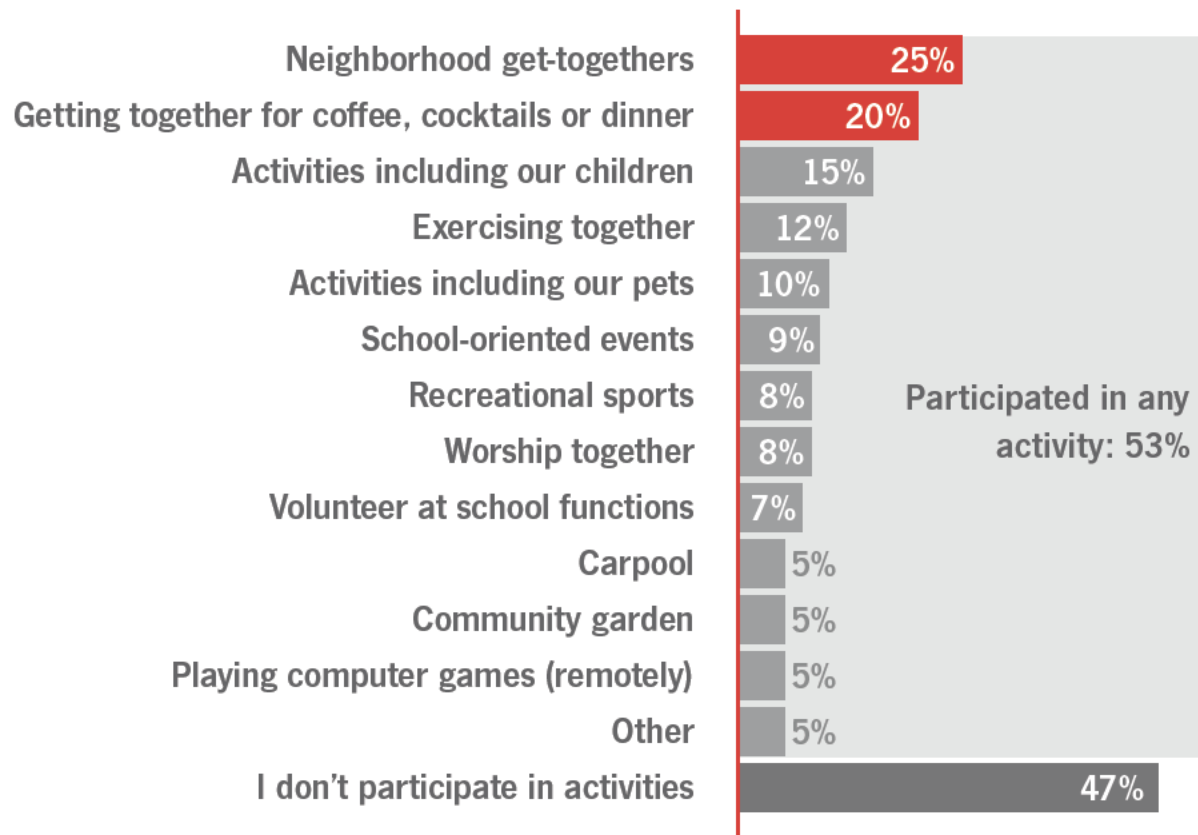
BASE: ALL QUALIFIED RESPONDENTS WHO HAVE NOT HELPED ORGANIZE A NEIGHBORHOOD EVENT (Q17B/2) (n=2,085)

Q17d: What was the reason you were unable to help? Please select all that apply.

Socializing in the neighborhood

Generic get-togethers and coffee, cocktails or dinner are the most common neighborhood activities. Those participating in activities involving shared interests is less common.

Neighborhood activities among those who interact with their neighbors:



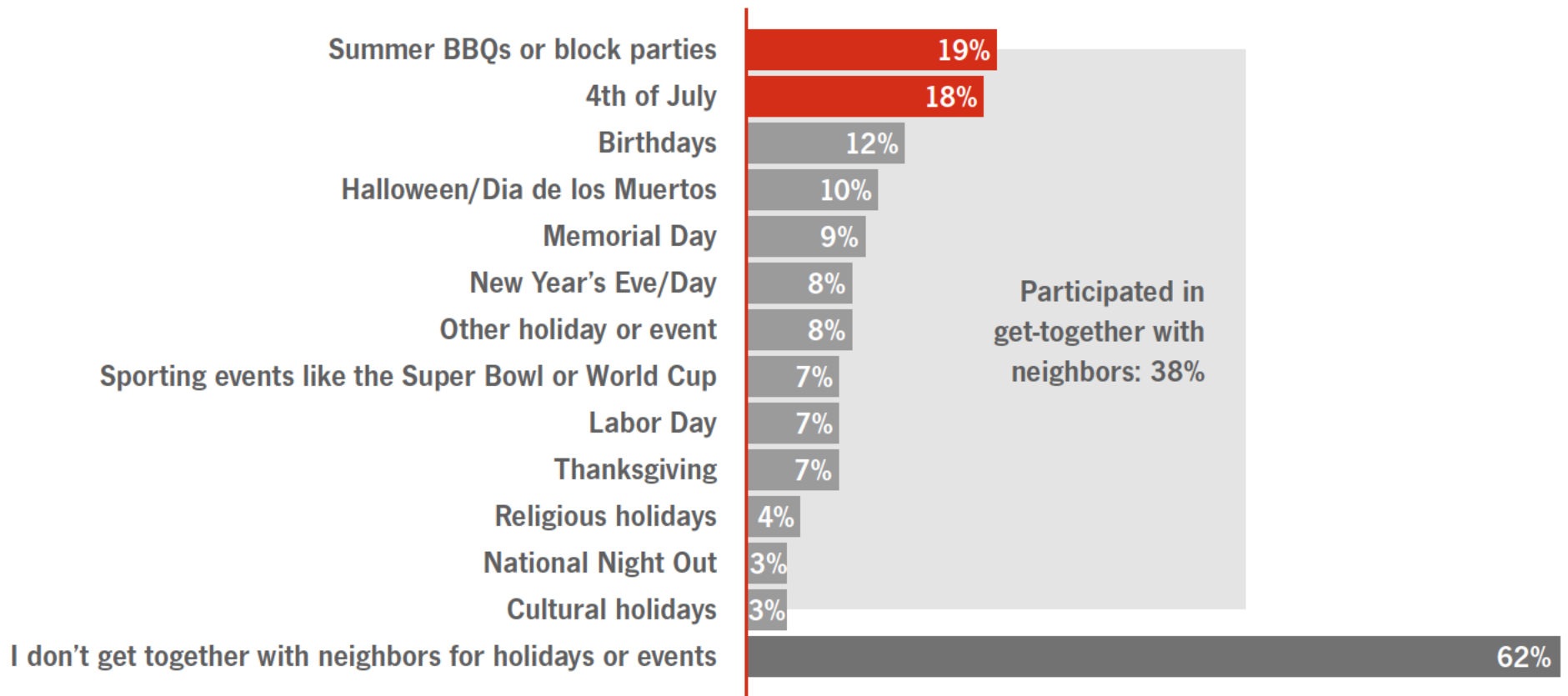
Women and men show similar penchants for behaviors. A key difference: Men are more likely to have organized a neighborhood event.

	Female	Male
Organize neighborhood events	11%	16%
Play computer games	2%	7%
Interacted online	8%	10%
Exercise	12%	13%
Welcomed someone to neighborhood	46%	46%

BASE: ALL QUALIFIED RESPONDENTS WHO INTERACT WITH THEIR NEIGHBORS (Q12/NE6) (n=5,182)
Q15: What activities, if any, do you participate in with your neighbors? Please select all that apply.

Socializing in the neighborhood

Out of those who do get together with their neighbors, summer events tend to be more regularly celebrated together. This coincides with the idea that neighbors tend to interact more outside and in the neighborhood rather than in each other's homes.



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q16: Which of the following holidays/events do you regularly get together with your neighbors? Please select all that apply.

Pet ownership and being a good neighbor

The definition of a good neighbor between pet owners and non-owners is very similar:

Both groups are similarly likely to cite various traits as being part of the “good neighbor” definition. A lone difference is that pet owners are more likely to emphasize the importance of good pet etiquette.

Pet owners tend to be much more social than non-pet owners:

- ▶ They are more likely to feel connected to their immediate neighbor as well as others in the neighborhood. They also seek a closer connection than do non-owners.
- ▶ Pet owners are more likely to acknowledge the importance of neighbors coming together. And they are more likely to actually interact with their neighbors in a variety of settings.
- ▶ Pet owners are also nearly three times as likely to have organized a neighborhood event.



Pet owner scorecard

Neighborhood interactions:

Where interacted with neighbors in past month	Pet-Owner (Q)	Non Pet-Owner (R)
Out in the neighborhood	62% R	59%
On my property	55% R	50%
Inside my home	22% R	18%
Outside of the neighborhood	20% R	16%
Online	10% R	7%
I didn't interact with my neighbors in the last month	12%	16% Q

	Pet-Owner (Q)	Non Pet-Owner (R)
Neighborhood uses social media	31% R	22%
Participated in neighborhood activities	55% R	48%
Regularly get together with neighbors for holidays/events	41% R	33%
Helped organize neighborhood event or gathering	17% R	9%

Letters in table denote statistical significance indicated group.

Pet owner scorecard

Neighborhood connectedness:

At least somewhat personally connected to ...	Pet-Owner (Q)	Non Pet-Owner (R)
Immediate neighbor (shared property line)	65% R	60%
Others in neighborhood	55%	52%
Wish more/less connected with neighbors	Pet-Owner (Q)	Non Pet-Owner (R)
More	34% R	29%
Less	7% R	5%
Same	59%	66% R
	Pet-Owner (Q)	Non Pet-Owner (R)
At least somewhat important for neighbors to come together and socialize	61% R	53%
	Pet-Owner (Q)	Non Pet-Owner (R)
Know at least one neighbor by name	93% R	89%

Letters in table denote statistical significance indicated group.

Pet owner scorecard

Top “good neighbor” traits:

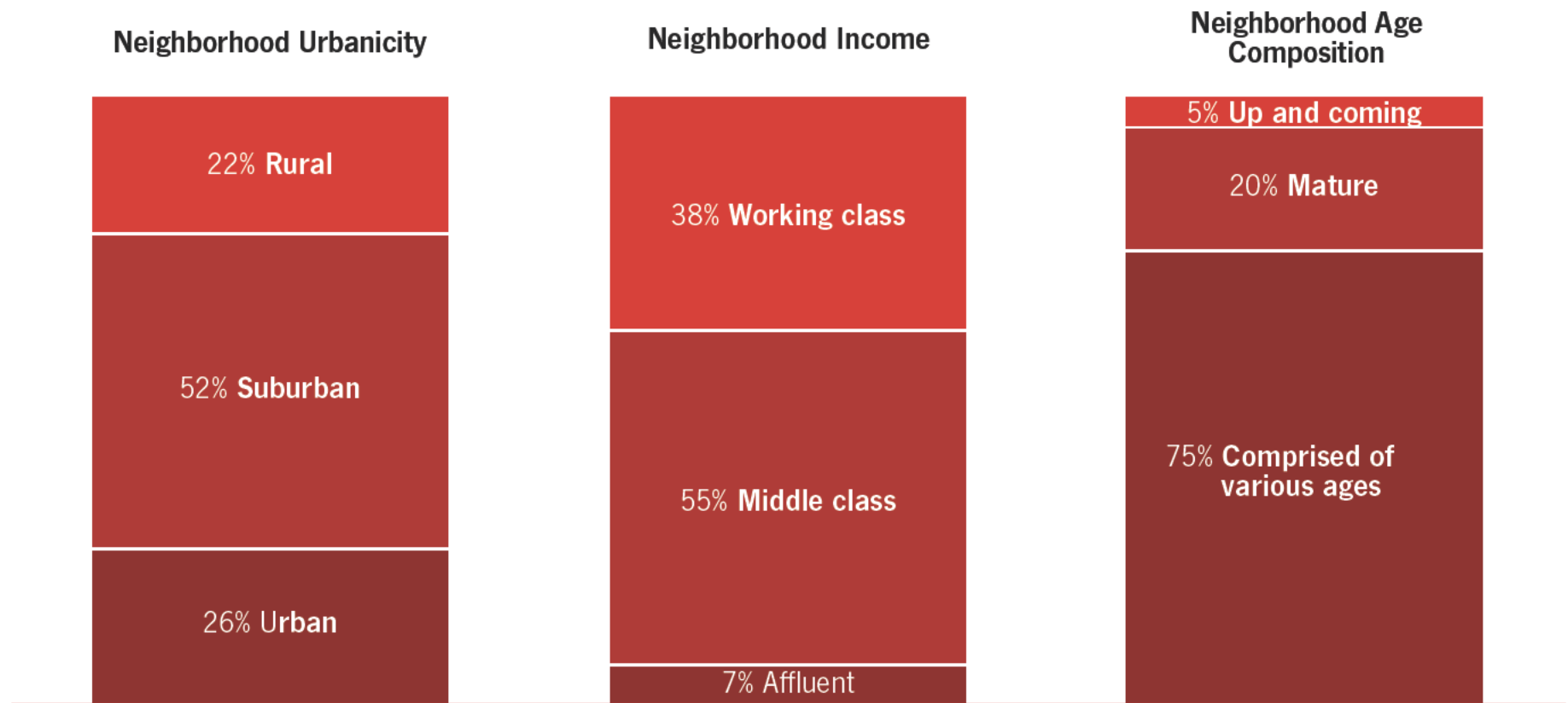
Good neighbor traits: Basic courtesy	Pet Owner (Q)	Non-Pet Owner (R)
Respects my privacy	79%	82%
Is quiet – does not make excessive noise	69%	76%
Practices good pet etiquette	69% R	64%
Takes care of their property	66%	68%
Practices good parking etiquette	58%	61%
Good neighbor traits: Proactive	Pet Owner (Q)	Non-Pet Owner (R)
Watches out for neighbors' property	77%	76%
Watches out for their fellow neighbors' personal safety	69%	69%
Helps out a neighbor with an unexpected need	62%	61%
Helps fellow neighbors with small favors	59%	57%
Checks in on elderly neighbors	56%	53%
Socializes with fellow neighbors	50%	47%

Letters in table denote statistical significance indicated group.

Appendix: Basic neighborhood compositions

Middle class and various ages most predominant

Most say their neighborhood is comprised of middle class residents and typically of various age groups.



BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q4a/Q4b: We would like to learn more about your neighborhood. The next set of questions will include descriptions of neighborhoods.

Please select one item from each group that best describes the neighborhood in which you live.

Single family homes most prevalent

Two-thirds own their residence and average tenure of current address is more than 14 years.

Primary residence	
Apartment	13%
Condo	5%
Mobile home	4%
Single family home	70%
Multi-family home	2%
Townhouse	3%
Duplex	2%
Other	1%

Current residence	
Own	66%
Rent	23%
Neither, I live with parents or other family member	10%
None of these	1%
Years living in current address	
0	5%
1-4	23%
5-9	18%
10-19	26%
20-29	13%
30+	15%
Mean	14.3

BASE: ALL QUALIFIED RESPONDENTS

Q1: Which of the following best describes the area in which you live?

Q2: Would you describe your primary residence as a(n)...? Please select one.

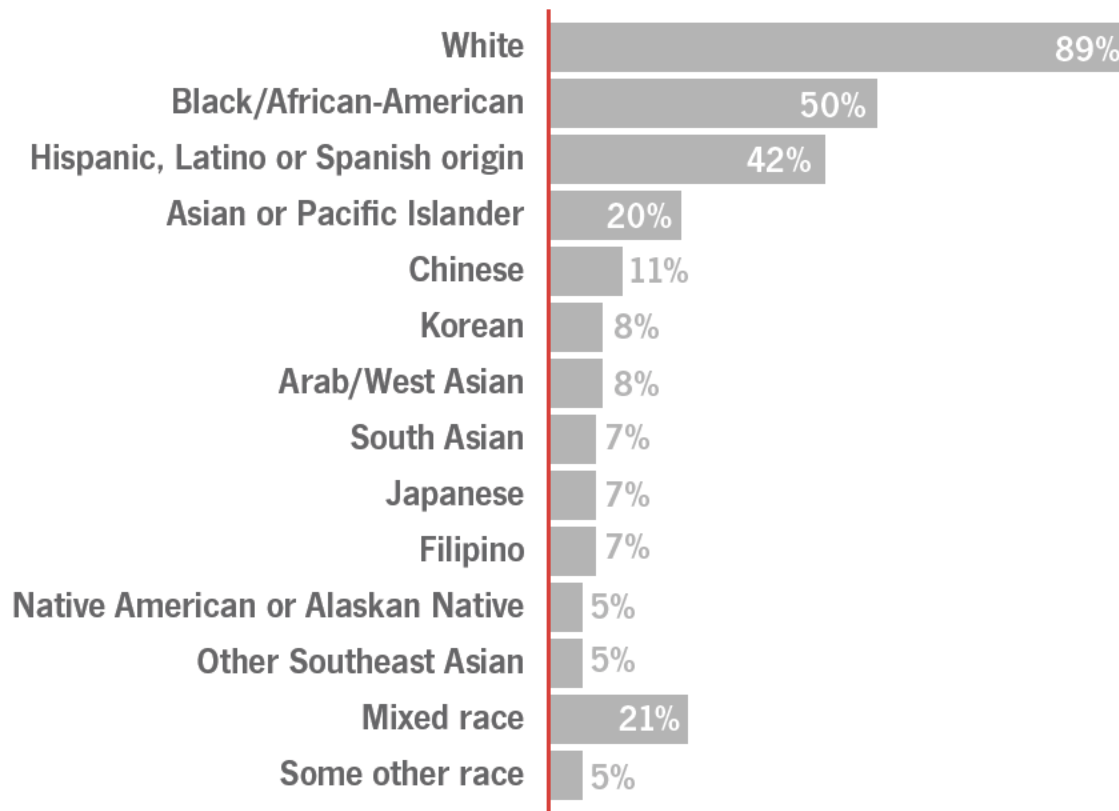
Q3: Do you own or rent your current residence?

Q7: How long have you lived at your current address?

Diversity is present in many neighborhoods

White is the most commonly represented race in U.S. neighborhoods, followed by Black/African-American and Hispanic. Half say their neighborhoods are multilingual.

Races/Ethnicities represented in neighborhood



Languages other than English spoken in neighborhood*

Any non-English language (NET)	50%
Spanish	36%
Chinese or Mandarin	7%
Korean	3%
Arabic	3%
Japanese	2%
Tagalog	2%
French	2%
Russian	2%

*Response shown only if 2% or more of respondents mentioned.

BASE: ALL QUALIFIED RESPONDENTS (n=6,051)

Q5b: Are any of the following races/ethnicities represented in your neighborhood? Please select all that apply.

Q6: Are there languages other than English spoken in your neighborhood? [OF THOSE WHO SAID 'YES'] What are those languages?

Appendix: Demographics

Demographics

Gender	Total
n	6,051
Male	48%
Female	52%
Age	
18-34	28%
35-39	8%
40-44	7%
45-54	15%
55+	42%
Race/Ethnicity	
White	70%
Hispanic	15%
Black/African-American (NET)	10%
Asian or Pacific Islander	3%
Native American or Alaskan Native	0%
Some other race	1%
Decline to Answer	1%
Employment Status	
Employed full time	34%
Employed part time	9%
Self-employed	5%
Not employed, but looking for work	6%
Not employed and not looking for work	1%
Retired	27%
Not employed, unable to work due to a disability or illness	4%
Student	6%
Stay-at-home spouse or partner	8%

Education	
High school or less (NET)	32%
Less than high school	1%
Completed some high school	3%
Completed high school	29%
Attended college or college degree (NET)	49%
Some college, but no degree	20%
Associate Degree	10%
College (such as BA, BS)	19%
Attended graduate school or graduate degree (NET)	12%
Some graduate school, but no degree	3%
Graduate degree (such as MBA, MS, MD, PhD)	9%
Job-specific training program(s) after high school	7%
Income	
Less than \$15,000	8%
\$15,000 to \$24,999	8%
\$25,000 to \$34,999	8%
\$35,000 to \$49,999	12%
\$50,000 to \$74,999	17%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	11%
\$125,000 to \$149,999	6%
\$150,000 to \$199,999	4%
\$200,000 to \$249,999	1%
\$250,000 or more	1%
Decline to answer	11%

Demographics

Types of pets	Total
n	6,051
Dogs	42%
Cats	30%
Birds	5%
Guinea pigs, hamsters, rats or mice	3%
Reptiles (e.g., snakes, lizards)	2%
Other type of pet	7%
I don't own any pets	38%
Time taken to get to work/school	
Less than 15 minutes	19%
15 minutes to 30 minutes	19%
31 minutes to 45 minutes	9%
46 minutes to 1 hour	5%
Over an hour	2%
I work from home or attend school virtually	4%
I do not work outside the home or go to school	41%

Family members living in HH	
Mother	18%
Father	14%
In-law(s)	2%
Grandparent(s)	2%
Other extended family member(s)	7%
Child under 18 for whom you are a parent or guardian	24%
Child 18 or older for whom you are a parent or guardian of and who has never left home	8%
Child 18 or older for whom you are a parent or guardian of and who has left home but has returned to live with you	5%
None of these	51%
Languages spoken in HH	
1	85%
2	14%
3 or more	1%

