

# State of Neighbors

An overview of research on the meaning and role of “good neighbors” in today’s communities – Quantitative Research by Harris Poll, 2015

## Today’s neighbors value interaction, but are they really connecting?

### Welcome to the neighborhood

There is a large expectation gap in terms of welcoming new neighbors.



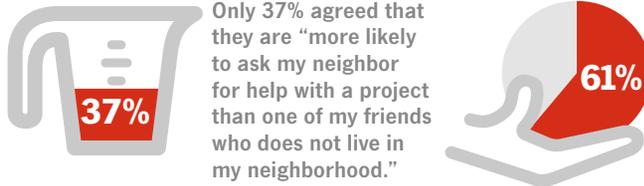
### Won't you be my digital neighbor...

A small, albeit significant, percentage of Millennials appear to be digital neighbors (communicating online/via text).



### Need anything, neighbor?

People are more likely to ask a neighbor for help with a small project than a friend who does not live in their neighborhood.



Although six in ten (61%) say that helping a neighbor out with an unexpected need is a trait of a good neighbor...

### Checking in on elderly neighbors



### Helping out neighbors with financial needs

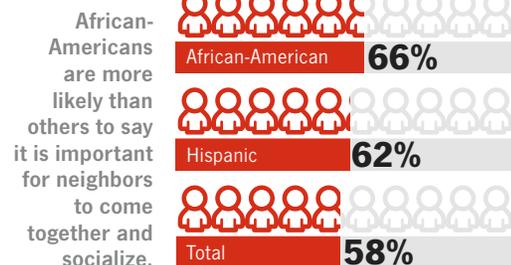


### Come to our block party

Neighbors are willing to attend gatherings and desire to do so, but report a lack of events in their neighborhood – across all generations. Furthermore, only 14% of people have organized a neighborhood event, and half of those people report being the regular organizers.



Men are more likely than women to have organized a neighborhood event.

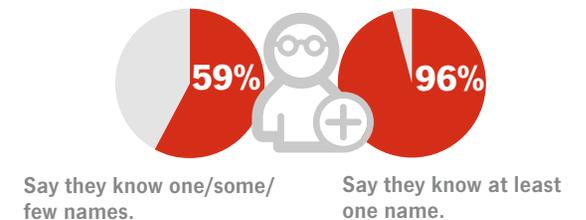


### Let me introduce myself

When it comes to knowing neighbors’ names, generational gaps exist.

**Millennials** tend to know fewer neighbors’ names – they are also more embarrassed by this.

**Baby Boomers** – even those who know none of their neighbors’ names – are the least likely to be embarrassed.



Visit [statefarm.com/neighbors](http://statefarm.com/neighbors) for more survey results.

The survey was conducted online June 12-30, 2015, among a national sample of 6,051 U.S. adults 18 and over.