

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 Hispanic neighbors value interaction and here’s how they’re connecting.

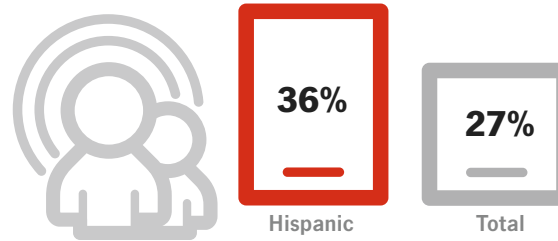
¡Bienvenido, vecino!

Among Hispanics, there is a significant expectation gap in terms of welcoming new neighbors.



Won't you be my digital neighbor...

Hispanic neighbors are leading the way in terms of digital communication – over a third are familiar with social media use in their neighborhood.



Wanting to feel *más conectados*

Hispanics feel generally connected to their neighbors. However, roughly one in three Hispanics wish they were more personally connected to their neighbors.



Top “good neighbor” traits

What does it mean to be a “good neighbor”? Hispanics are less likely to cite a variety of characteristics.

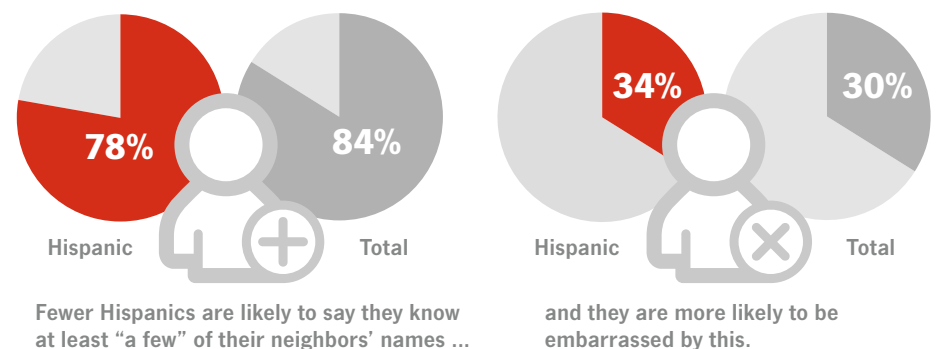


¿Fiesta? Send me the invite and I'm there

Hispanic neighbors value getting together with their neighbors, and often do so. More than six in ten say it is important for neighbors to come and socialize yet not many have organized an event.



Let me introduce myself



Visit 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 including 1,434 Hispanics.