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News Release | For Immediate Release**TODAY'S NEIGHBORS CRAVE INTERACTION,
BUT DATA SHOW THERE'S LITTLE FOLLOW THROUGH**

State Farm® releases new data highlighting generational and cultural differences of neighbors

Bloomington, Ill., (May 16, 2016)—With all of society's changes, people still value interacting with their neighbors, whether it takes place next door or within a virtual community. However, when it comes to how they connect with each other, several surprising disconnects have emerged.

To understand what's really happening in the neighborhood, State Farm commissioned a survey by Harris Poll to examine how people across the United States see neighbor relationships. The survey was conducted online among a national sample of 6,051 US adults 18 and over. Findings include specific areas where attitudes and actions do not align. However, with simple actions, these are bridgeable gaps.

Key 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. Below are highlights of the findings.

- **Millennials aren't connecting, but they want to:** 40 percent of Millennials wish they were more connected with neighbors, but are least likely to have had a face-to-face interaction in the last month (58 percent among millennials vs. 61 percent to 79 percent among older generations).
- **The neighborhood gathering is organized by a dedicated few:** 58 percent of neighbors say it's important for neighbors to socialize, but only 16 percent of men and 11 percent of women have ever organized a social event. And, 42 percent of men/34 percent of women regularly get together for holidays/events with their neighbors.
- **Welcoming is important, but not happening:** The majority (71 percent) of neighbors say it is important to welcome new neighbors, but only 41 percent say they were welcomed when they moved in. Only 46 percent actually welcomed someone new into the neighborhood.
- **Everyday helpfulness is valued, but not requested:** Though indicated as a good neighbor trait, only 37 percent of respondents reported that they were more likely to ask a neighbor for help with a small project than a friend who does not live in their neighborhood. Although for those 51 and older helping a neighbor in need is commonly defined as a good neighbor.

Bridging the neighbor gap

State Farm enlisted the help of [Andrea Minski](#), a Latina TV host, lifestyle expert and founder of Mujer Balance, to help Hispanic neighbors take the first step. "Hispanics value interaction and togetherness, and are connecting everywhere," said Minski. "As neighbors, we should all strive to create shared



harmony where it matters greatly – our neighborhoods and communities. All it takes is that small first action of reaching out to say hello and extend a welcome. “

Digital neighbors are emerging: A small, but significant, group of neighbors are relying on digital communication – from using social media to playing video games together. Hispanic Americans are leading the way in online communication, in their neighborhood with 36 percent saying their neighborhood uses social media. And, seven percent of millennial males report playing computer games with a neighbor.

“When it comes to connecting online with their neighbors, Hispanics are leading the way. Virtual interactions – like using social media to organize an event or catch up with a neighbor – are becoming just as important as face-to-face interactions,” said Minski. “It’s important for everyone to understand the role technology can play in building meaningful relationships and bringing neighbors together.”

Shared Values

Though they don’t always know it, many neighbors share values, including a mutual desire to be more connected. Good neighbors are universally regarded as being proactive, helpful and respectful across all generations and cultures in the United States. Often, neighbor relationships are nuanced. For example, although neighbors want privacy, they also want neighbors to help watch out for their property and personal safety.

“It’s easy to assume that there are not that many commonalities between Latinos and their neighbors, but the reality is that we all share similar values – like helpfulness, respect, trust and safety,” said Minski. “Recognizing this and coming closer together with our neighbors can foster healthier ties in our neighborhoods and strengthen our communities.”

The full State of Neighbors survey results are available and include further findings around age, location, ethnic group and more. Visit www.statefarm.com/neighbors for more information.

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About the State of Neighbors Survey

State Farm commissioned Harris Poll to conduct a 15-minute survey among U.S. adults (age 18+) in the general population. The survey was conducted online between June 12 and June 30, 2015 and was self-administered among 6,051 US adults. Knowing that Hispanics are a demographic of interest to State



Farm, Harris Poll ensured the national sample included a representative number of completes among Hispanic respondents. 1,434 interviews were conducted among Hispanic respondents where they were offered the option to take the survey in Spanish if they so desired. Data were demographically weighted to reflect the U.S. general population and each of the 7 State Farm regions.