

nextdoor

Nextdoor Insights Series #6:

The neighborhood is the
community you can count on

October 2021



Neighbor connections keep growing

Localism continues to grow

In a recent survey ...

73% Say neighbors are the most important community

61% Have recently felt it's more important to build connections in their neighborhood vs outside their community

Checking in on the neighborhood continues to be important with neighbors checking Nextdoor

Weekly active neighbors engage nearly **4 times a week**

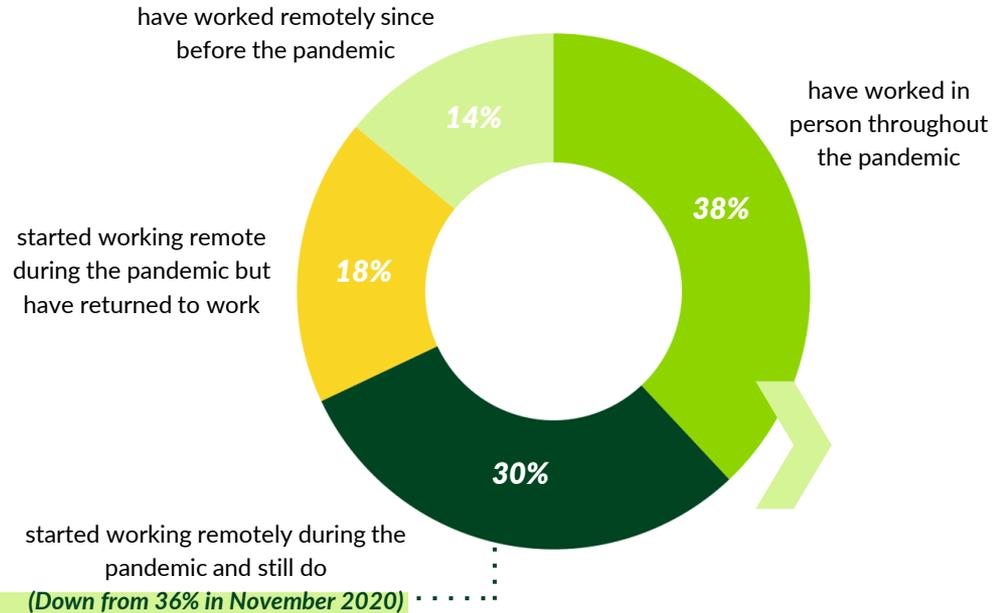
Parents are finding value in their neighborhoods

30% of parents say meeting local parents with same-age children is a top reason to join Nextdoor



Nearly half are still working from home

Based on a recent Nextdoor poll, neighbors:



Neighbors miss colleagues...

Over time, the lack of social interaction with colleagues has proven to be the main reason neighbors are bothered by working from home (GWI)

...yet they continue to make the most of their home

28% of consumers have set up specific work-from-home space, set up a gym at home or renovated/remodeled a home in the past 12 months (McKinsey)

Neighbors are on the move

In the past 18 months...

8% of respondents permanently moved to a different area



- 33% from an urban to a suburban area
- 30% from a suburban to another suburban area
- 27% from an urban to another urban area
- 10% from a suburban to an urban area

2 in 3 neighbors who moved to a different area also purchased a home

Why are neighbors moving?

- 47% be in a more relaxing environment
- 37% for cost savings
- 33% have more physical space
- 27% be closer to family or friends
- 20% work or school
- 17% opportunity to become a homeowner
- 17% other (warmer weather, retirement, health)
- 7% moved in with family or friends
- 3% household member moved out

Discovering neighborhoods

Neighbors are trying to make the most of the situation. **1 in 10** neighbors saying discovering their local area is a benefit of working from home.

11% of neighbors have worked from a new state/city in the past year.

23% of respondents bought or leased a car in the last 18 months.

TOP REASONS:

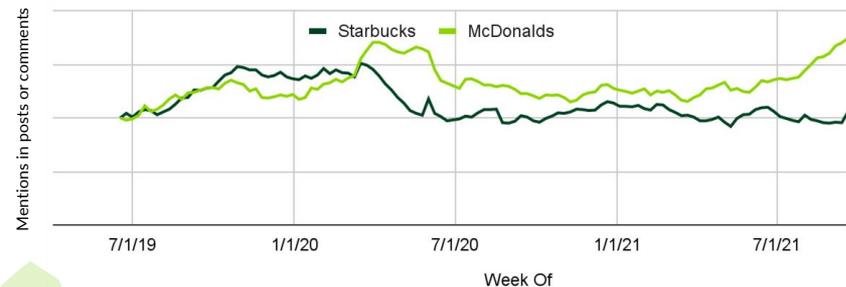
- *Wanted a new model*
- *Prior lease ended*
- *Specifically to go to recreational/outdoor activities*



Looking forward, neighbors...

- *are looking for more flexibility in work location*
- *hope for convenience, i.e. restaurants or shops, closer to home*

When looking at posts and comments related to 'commute' we can see brands like McDonald's have been recovering. Brands like Starbucks are still finding the best ways to connect with neighbors in today's new realities.



Marketing to various city clusters will be a challenge and the need for locally-tailored messaging will grow in importance ... the granularity could go even further - marketing to neighborhoods, not just cities.

(GWI, Connecting the Dots)

Mental health is top of mind

Keeping connected and checking in with one another makes a difference

Knowing as few as 6 neighbors reduces the likelihood of loneliness



Sources of support

% who feel able to turn to the following sources for help with their mental wellbeing



Of 66% who say they are optimistic about the rest of 2021... 39% are optimistic based on being able to socialize in person (AdWeek)

The majority of neighbors are not comfortable attending large indoor events

very uncomfortable **58%**

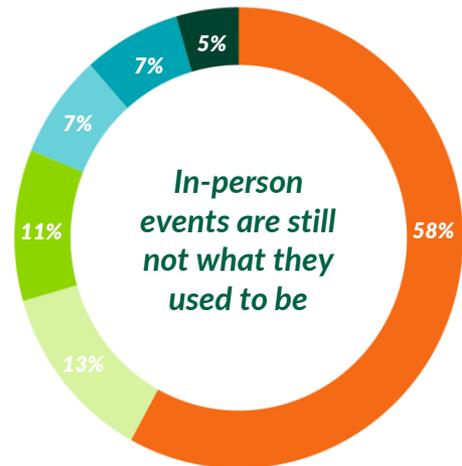
somewhat uncomfortable **13%**

restricted in my area **11%**

very comfortable **7%**

neutral **7%**

somewhat comfortable **5%**



Neighbors who are open to attending events have bought tickets to:

18% Concerts / Plays

17% Movie Theaters

16% Museums / Exhibitions

10% Sports Games / Athletic Events

7% Theme Parks

“Something is extraordinary when we reach out to each other as neighbors”

Sarah Harmeyer, a Dallas neighbor who sent out an open invite to neighbors to come over for dinner



Neighbors are trying to fill the void, by making the most of smaller neighborhood get-togethers

38% of neighbors say they've been getting back together

We know 23% of neighbors are concerned about life events being cancelled and will continue to look for creative ways to make sure they can still be celebrated

91 guests later she had hosted her first dinner

Since then, Harmeyer has hosted 3,500+ neighbors for potlucks, backyard concerts or holiday parties

Get-togethers are adapting to be more community-focused

This year:

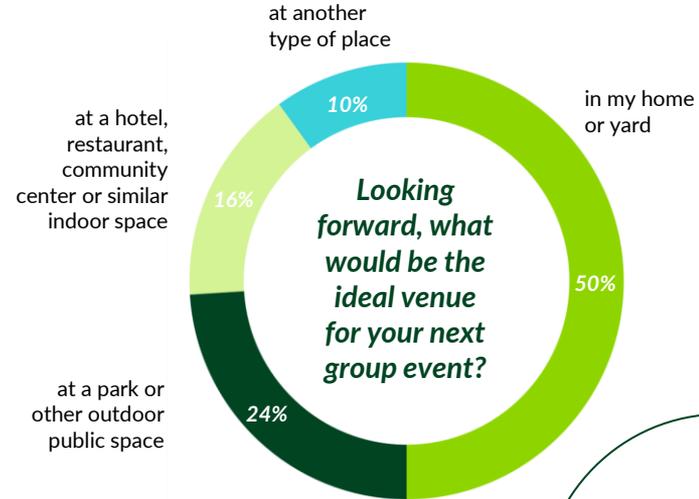
- 60%** have attended a social gathering in someone's home or yard
- 39%** have hosted a social gathering in their home or yard

Types of events attended:

- 54%** Birthday party
- 40%** 'Just because' get togethers
- 14%** Graduation party
- 11%** Religious or Cultural celebration
- 10%** Watch Party (e.g., sports or special event)
- 9%** Work-related get togethers
- 8%** Wedding
- 7%** Anniversary party
- 6%** Baby shower or Gender reveal party

58%
increase in
mentions of "yard
birthday" in 2021
vs 2019

96%
increase in mentions of "yard
wedding" in 2021 vs 2019



When local businesses thrive, neighborhoods thrive

Nextdoor Poll: Has the pandemic made you more likely to spend more locally?



44%

Yes, I'm making an effort to spend more at local businesses

Top states that are shopping local
Connecticut
Massachusetts
New Jersey



35%

My spending habits are about the same as before



21%

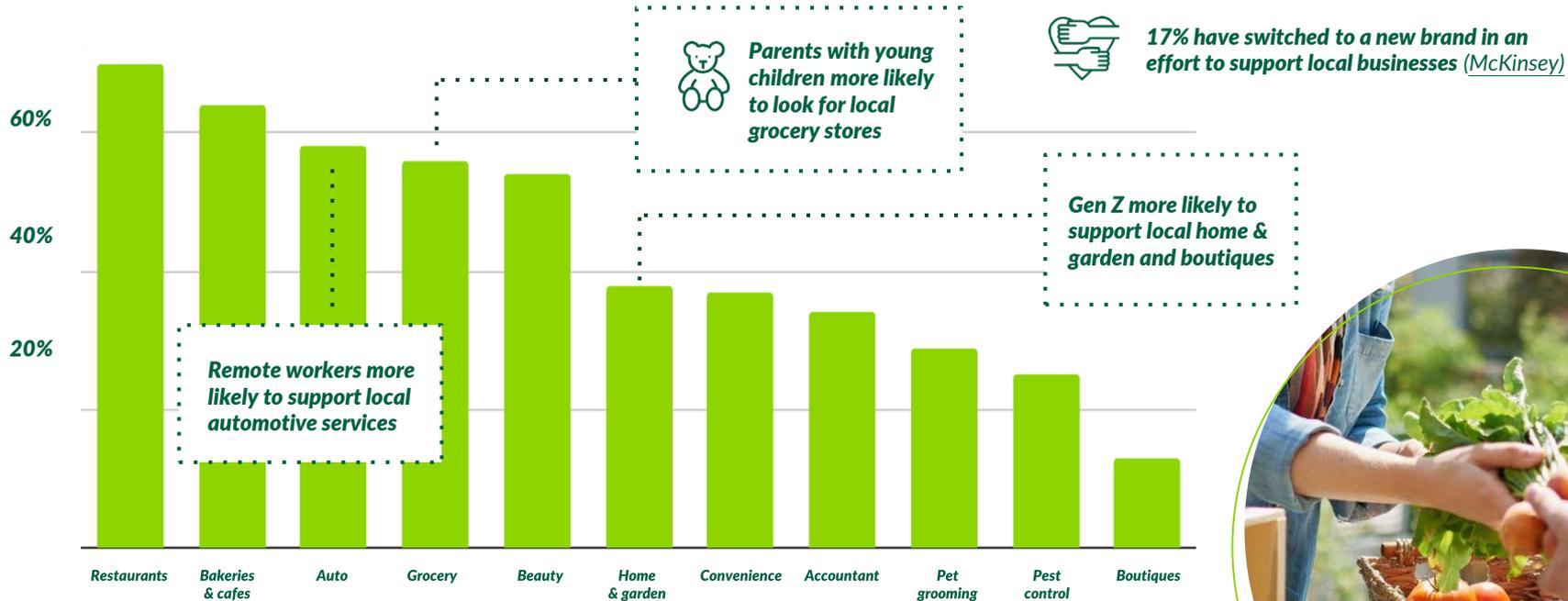
No, I'm spending more on non-local or online businesses



57% shop local to keep money close to home
(Intuit 2021 study)

Looking ahead - Generally, 72% of US adults have made it more of a priority to support local businesses compared to before the pandemic

Neighbors prefer to shop locally at a variety of businesses



This growing trend, described as “localism,” disrupted retail, and changed how people consumed and engaged with brands.

(Think with Google)

Whether online or offline, bound by location, interest, or situation, loyalty and value are unlocked when brands engage in local communities and culture.

-Susie Walker VP of Awards & Insight at Cannes Lions

Neighbors are connecting with creative campaigns with local focus and customization

8M
nominations

Neighborhood Favorites 🗨️

Neighborhood Favorites 2021

Check out this year's best local businesses — recommended by neighbors.

See the list



Inspired by:
Local businesses

Traegerhood 🗨️

Traeger Grills
Sponsored

Nominate your Traegerhood to Win!

It's not too late to win an epic Traeger Grill and lessons from a pitmaster for you and your friends. Nominate your neighborhood by sharing what makes is special for a chance to win and be featured like the winner below.



Submit your neighborhood story to win a Traeger!

Submit now

Inspired by:
Kind neighbors

Inspired by:
New movers

Xfinity - Welcome to the Neighborhood

Localized messaging drives 58% higher engagement

Neighbors celebrate and support people and places in their neighborhood

The #LoveYourNeighborhood Awards have kicked off to celebrate the people and places nearby that make neighborhoods wonderful.

To participate:

1. Post on Nextdoor telling us about a neighbor or local business that deserves recognition.
2. Include the hashtag #LoveYourNeighborhood.

Select posts from around the world will be featured by Nextdoor at the end of Neighbor Month on October 25, 2021. Head to the Nextdoor app or nextdoor.com to share why you #LoveYourNeighborhood.



For inspiration of great neighbor stories check out our recent partnership with Disney, which recognized Neighborhood Magic Makers.

