## Influence through neighbor recommendations

## nextdoor Insights



## Nextdoor users



have been influenced by a business recommendation



have shared a business recommendation

## Neighbor recommendations are considered highly valuable

In general, 66% of people value neighbor recommendations for products and services <sup>2</sup>

Specifically for Nextdoor users, that number jumps to 89% <sup>1</sup>

a +23 point difference n



General purchase decisions are impacted by a variety of factors including:<sup>3</sup>

General population <sup>2</sup>

Nextdoor users 1

Previous usage of product / service

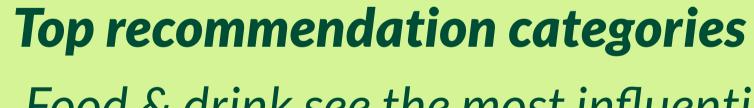
91%

91%

Neighbor recommendation

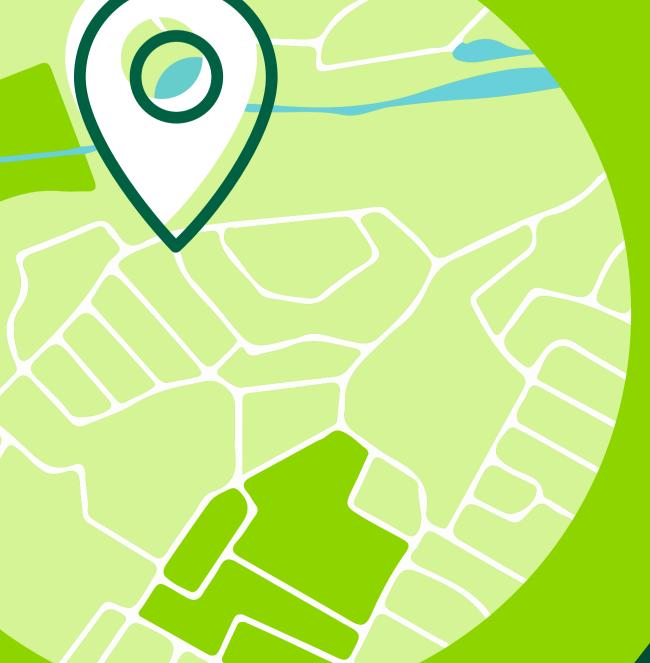
68%

84%



Food & drink see the most influential neighbor recommendations, followed by events & attractions and home & garden

Home & garden have the **most recommendations** shared on Nextdoor <sup>1</sup>



Proximity is the main reason Nextdoor users list for choosing a retailer for products or services <sup>1</sup>

Across categories, 74% of the general population will travel within 10 miles for purchases <sup>2</sup>



That goes up to 84% for Nextdoor users <sup>1</sup>

Share & connect









To learn more about Nextdoor for small businesses, visit our blog.

<sup>1.</sup> Online survey of 844 US Nextdoor members, March 2022.

<sup>2.</sup> YouGov Plc on behalf of Nextdoor. Online survey of 1,033, surveyed March 7 – March 11 2022. Figures weighted and representative of all US adults 18+.

<sup>3.</sup> Everyday purchases: Represents average response across those that make purchases in the following categories: fuel, groceries, fast food, gym membership, casual dining, oil change, hair cut, home & garden, auto service, movies, clothing / shoes.