

Influence through neighbor recommendations

nextdoor Insights

Nextdoor users



96%

have seen business recommendations on Nextdoor



72%

have been influenced by a business recommendation



71%

have shared a business recommendation

Neighbor recommendations are considered highly valuable

In general, **66%** of people value neighbor recommendations for products and services ²

Specifically for Nextdoor users, that number jumps to **89%** ¹

a +23 point difference



General purchase decisions are impacted by a variety of factors including: ³



Previous usage of product / service

General population ²

91%

Nextdoor users ¹

91%

Neighbor recommendation

68%

84%



Top recommendation categories

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

Home & garden have the **most recommendations** shared on Nextdoor ¹



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

Across categories, ⁷74% of the general population will travel within 10 miles for purchases ²

That goes up to 84% for Nextdoor users ¹

Share & connect



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

1. Online survey of 844 US Nextdoor members, March 2022.
2. 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+.
3. 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.