

# 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 <sup>2</sup>

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

**a +23 point difference**



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



Previous usage of product / service

General population <sup>2</sup>

**91%**

Nextdoor users <sup>1</sup>

**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 <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](#).

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.