

# IPSOS MORI NEIGHBOURS RESEARCH

GAME CHANGERS



© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos

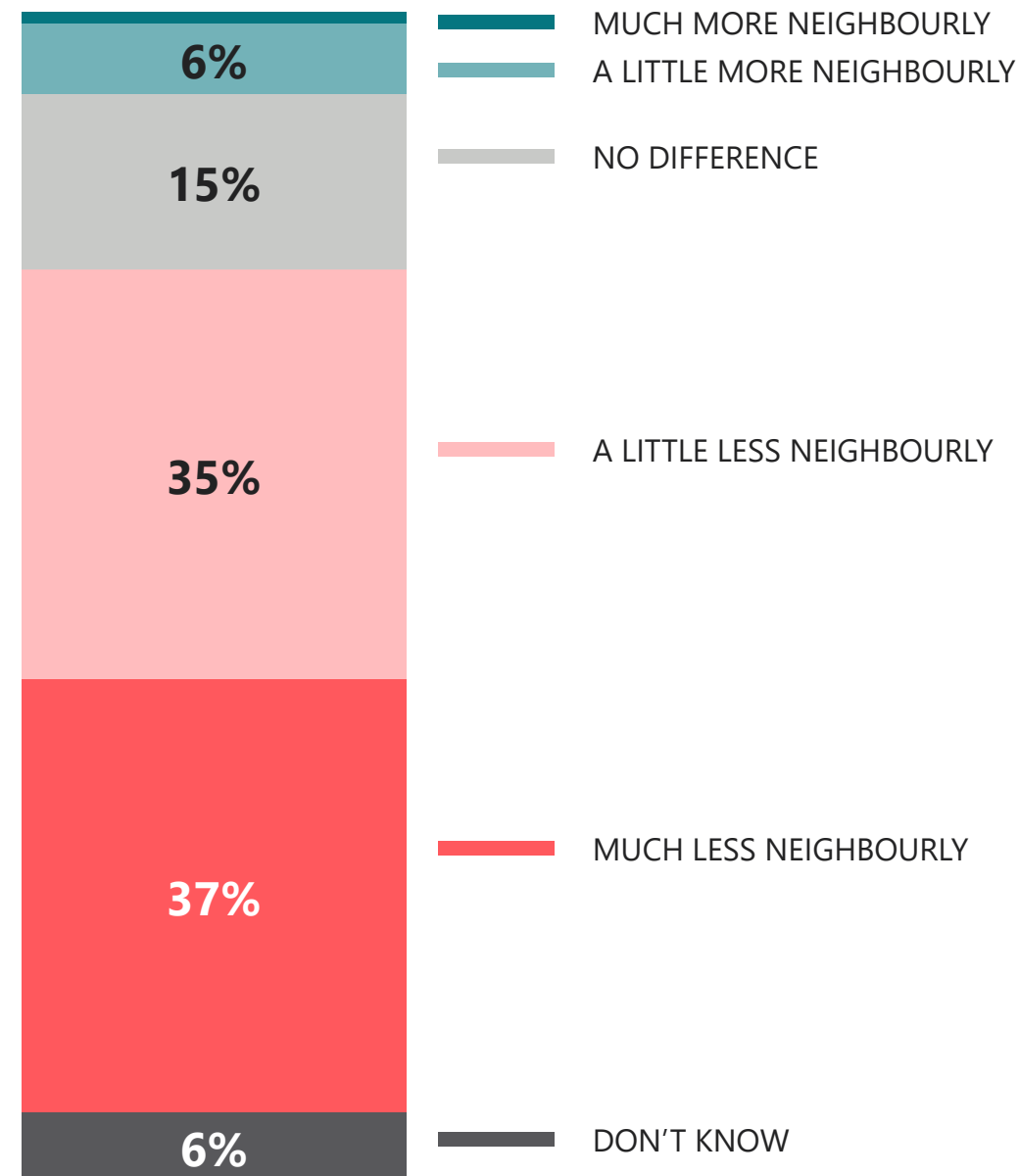


# KEY FINDINGS

- **73%** of people say that Britain has become **less neighbourly** in the last 20 years.
- **3 in 4 people** (75%) *think about neighbours when choosing a new home*, with older people more likely to consider them than younger ones.
- **Selfish parking and noise** are the key neighbour irritants with noisy neighbours a particular problem in London (38% mentioned vs 28% UK average).
- Only **1 in 4 people** *borrow things or exchange favours with their neighbours* though households with children are more likely to do so (35% vs 24% average).
- Garden tools are the item borrowed most from neighbours at one in ten.
- People are comfortable for neighbours to take in packages but less so to mind children or pets. Generally, **older people are more trusting of neighbours than younger people** and those with higher salaries/social grades more so than those on lower salaries/social grades.
- **Nearly half** (46%) **talk to their neighbours at least once a week**, with older people, on average, speaking to their neighbours more than younger people (56% of over 55s vs 28% of 16-24s talk to their neighbours at least once a week).
- Aside from voting personally, the key civic action is urging others to vote.
- Only **8%** overall are **social activists** and they are more likely to be male, in their 35-44s and have a degree.

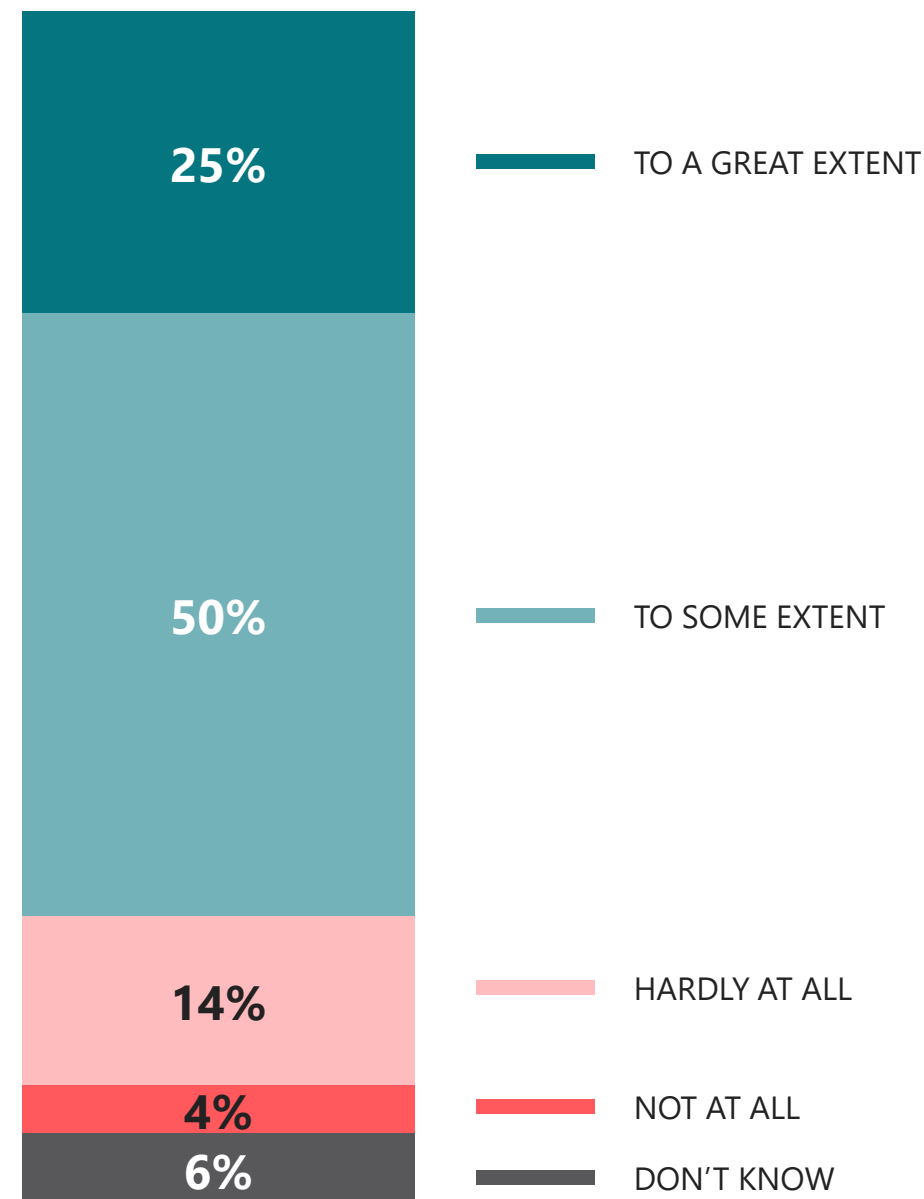
# OVER 7 IN 10 BELIEVE THAT BRITAIN HAS BECOME LESS NEIGHBOURLY IN THE LAST 20 YEARS

**Q.** Overall, do you think people in Britain have become more or less neighbourly in the last 20 years?



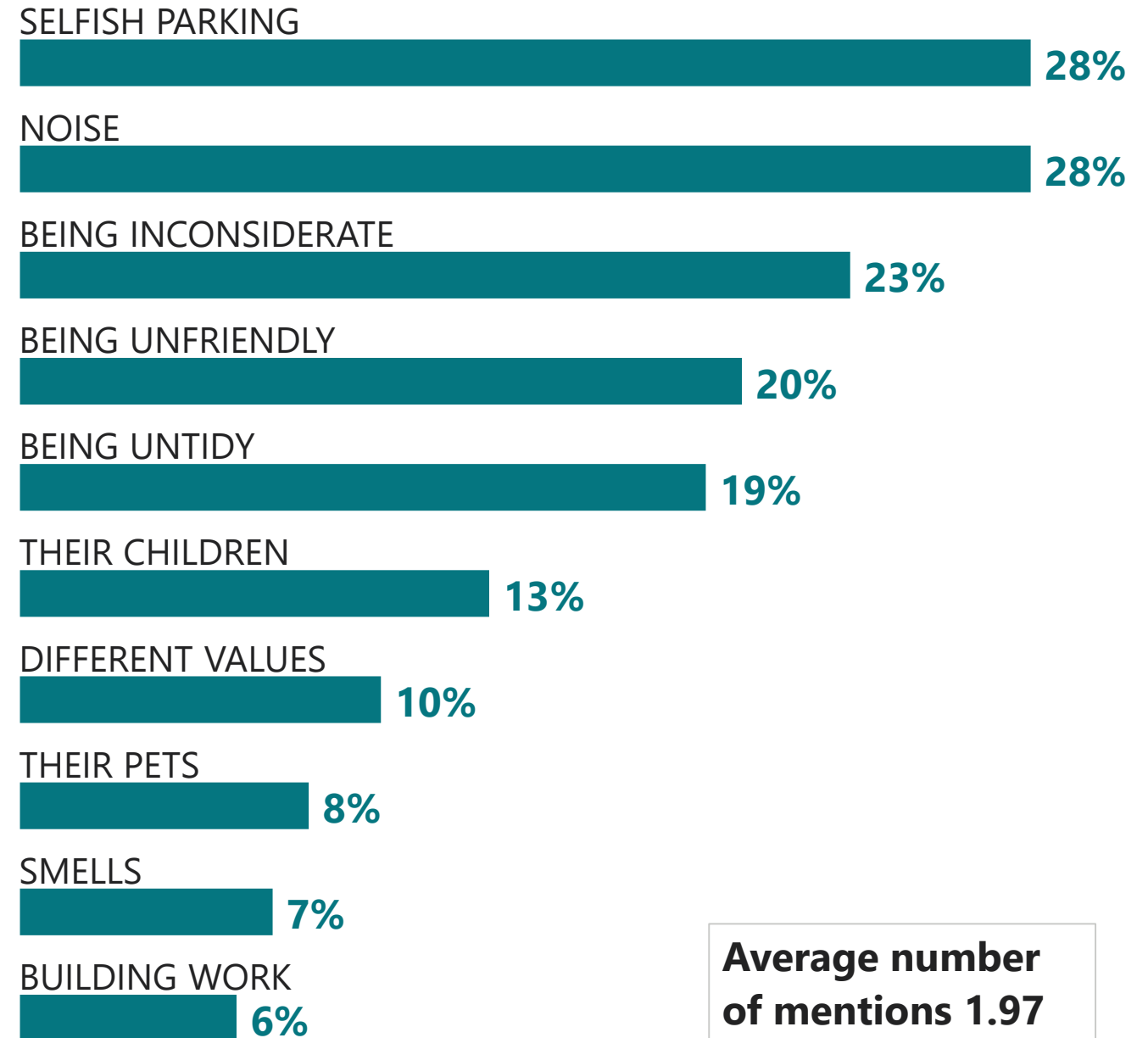
# THREE QUARTERS THINK ABOUT NEIGHBOURS WHEN CHOOSING A NEW HOME

**Q.** If you were choosing a new home to live in, to what extent would you think about the impact (a) new neighbour(s) might have on your life?



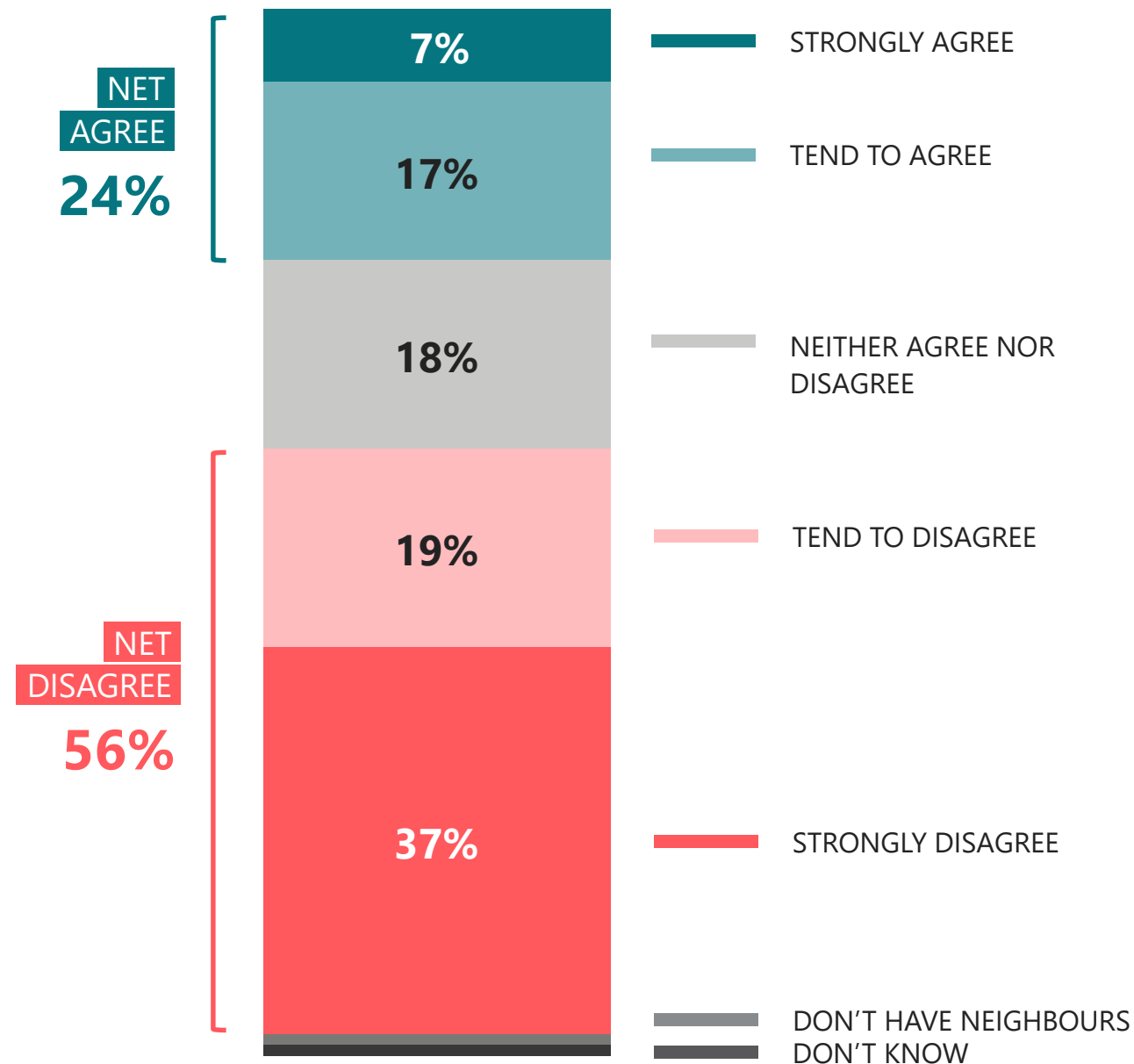
# SELFISH PARKING AND NOISE ARE THE KEY NEIGHBOUR IRRITANTS

**Q.** Which, if any, of the following do you like least about your neighbour(s)?



# ONLY A QUARTER BORROW THINGS OR EXCHANGE FAVOURS WITH NEIGHBOURS

**Q.** How strongly do you agree or disagree with the following statement? Generally, I borrow things and exchange favours with my neighbour(s).



# GARDEN TOOLS ARE THE MOST BORROWED ITEM

**Q.** Which of the following, if any, have you borrowed from your neighbours in the last 12 months?

BORROWED ANYTHING (NET)



GARDEN TOOLS (NET)



FOOD OR DRINK (NET)



INTERNET/SUBSCRIPTIONS (NET)



HOUSEHOLD PRODUCTS (NET)



PARKING SPACE



LADDER



MILK



LAWNMOWER/JET WASH



WIFI CODE/PASSWORD



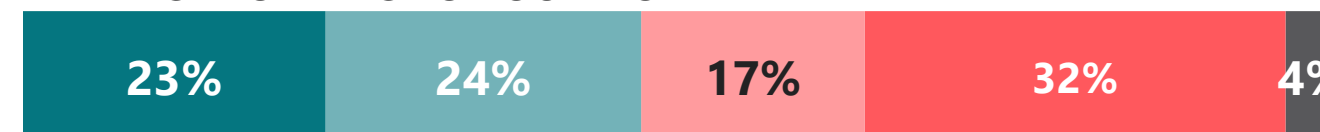
# PEOPLE ARE COMFORTABLE FOR NEIGHBOURS TO TAKE IN PACKAGES BUT LESS SO TO MIND CHILDREN OR PETS

**Q.** How comfortable would you be asking a neighbour for each of the following?

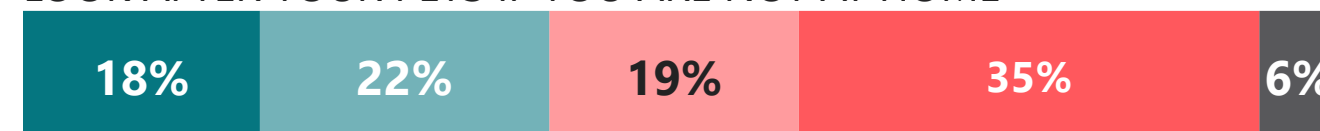
## TAKING DELIVERY OF PACKAGES



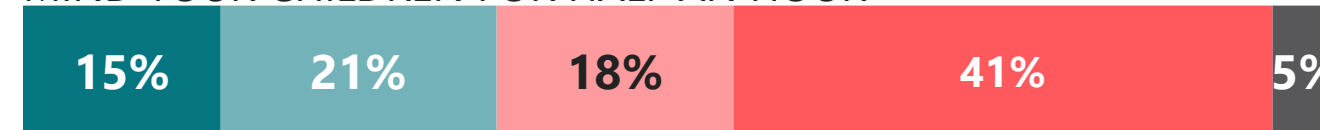
## KEEP A SET OF KEYS TO YOUR HOME



## LOOK AFTER YOUR PETS IF YOU ARE NOT AT HOME



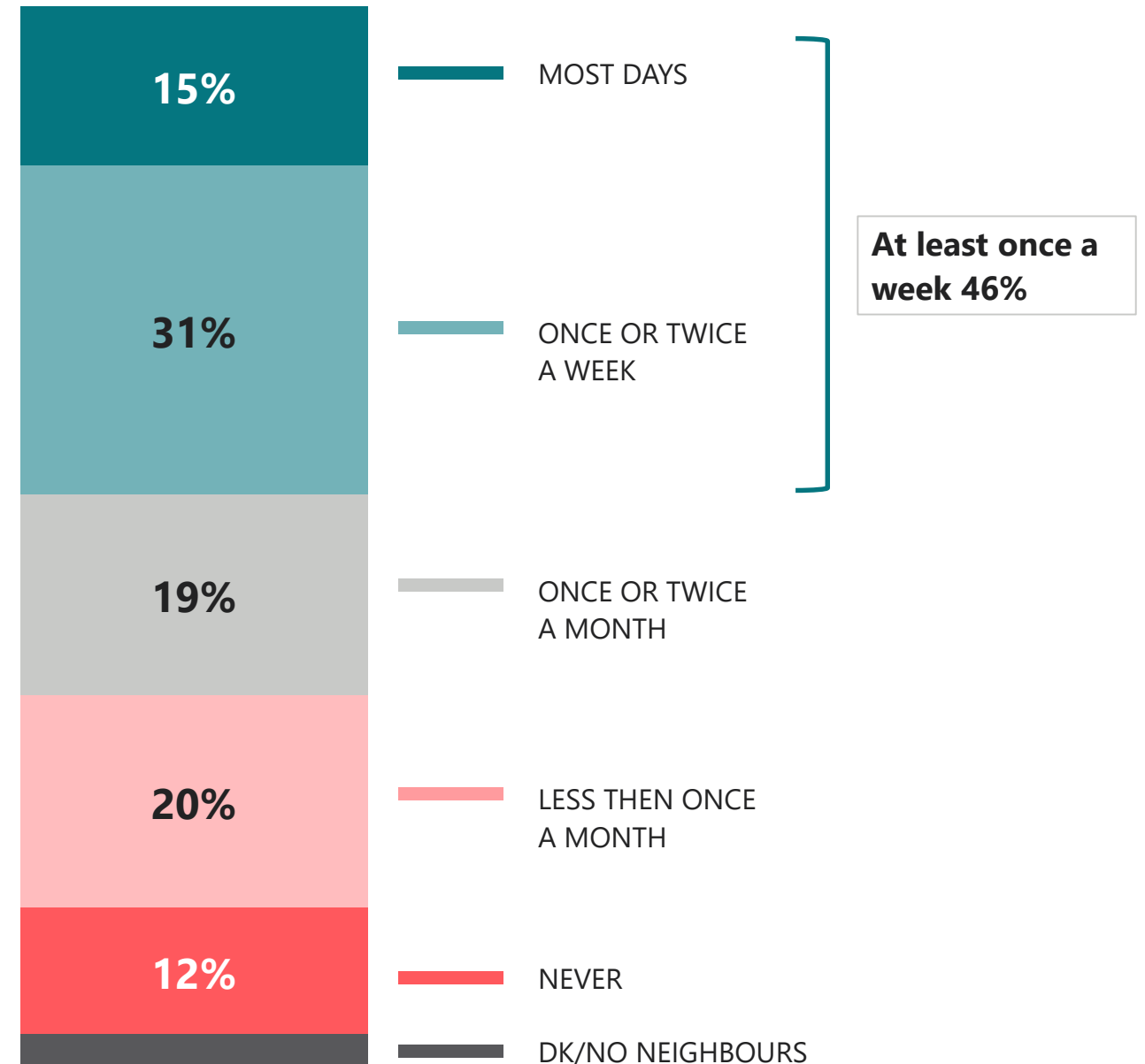
## MIND YOUR CHILDREN FOR HALF AN HOUR





# NEARLY HALF TALK TO THEIR NEIGHBOURS AT LEAST ONCE A WEEK

**Q.** How often do you talk with your neighbour(s)? When we say “talk with your neighbour(s)”, we mean more than to just say hello.



# ASIDE FROM VOTING PERSONALLY THE KEY CIVIC ACTION IS URGING OTHERS TO VOTE

**Q.** Which, if any, of the things on this list have you done in the last two or three years?

ANY CIVIC ACTION (NET)



VOTED IN LAST AGENERAL ELECTION



URGED SOMEONE OUTSIDE MY FAMILY TO VOTE



HELPED ON FUND RAISING DRIVES



PRESENTED MY VIEWS TO A LOCAL COUNCILLOR OR MP



URGED SOMEONE TO GET IN TOUCH WITH A LOCAL COUNCILLOR OR MP



BEEN AN OFFICER OF AN ORGANISATION OR CLUB



MADE A SPEECH BEFORE AN ORGANISED GROUP



WRITTEN A LETTER OR SENT AN EMAIL TO AN EDITOR



TAKEN AN ACTIVE PART IN A POLITICAL CAMPAIGN



STOOD FOR OFFICE



**Social Activist 8%**  
(at least 4 activities)

# PROJECT SPECIFICATIONS

- The research was conducted on i:omnibus, Ipsos MORI's online omnibus
- Interviews were carried out amongst adults aged 16-75 in the UK
- The respondent comprises 1,121 adults who completed the survey between 17th and 21st May 2019
- The sample obtained is representative of the population with quotas on:
  - Age
  - Gender
  - Region
- The data has been weighted to the known population profile by age, gender, region, social grade and working status to be nationally representative and reflect the adult population of the UK.

GAME CHANGERS



**Federica Curcurú**  
**Research Manager**  
Federica.Curcuru@ipsos.com  
**Phone: +44 (0)20 3059 5169**

**Hannah Millard**  
**Media Relations Director**  
Hannah.Millard@Ipsos.com  
**Phone: +44 207 3473452**

**Press Office**  
**Phone: +44 207 3473960**

**THANK YOU**