

Poll: Coronavirus Brings Neighbors Together at a Safe Distance

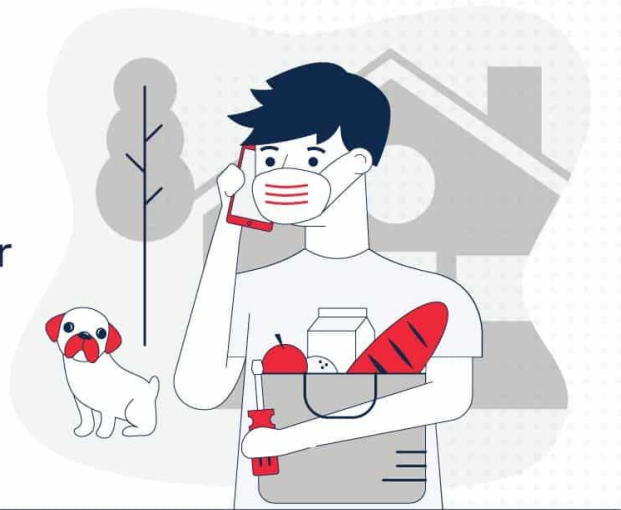
- ❖ 7 in 10 Americans say they offered help to a neighbor during quarantine
- ❖ Seniors were the most likely group to lend a helping hand
- ❖ Wearing a mask was the most popular form of helping a neighbor

Despite the fact that helping neighbors during **coronavirus** carries **some personal risk**, in a recent survey we conducted, nearly two-thirds of Americans claimed to have helped a neighbor during quarantine. Not only did the majority of Americans rise to the occasion, but many helped neighbors in multiple ways from picking up items at the store to checking in virtually.

It's comforting to know that during challenging times we really can count on our neighbors. As our data reveals, most Americans feel we are truly in this together.

7 in 10 Americans helped neighbors in one or more ways

70% of Americans
offered help to a neighbor
during quarantine.



Have you offered to help a neighbor during quarantine? We surveyed 1,000 Americans about their neighborly duties and 70.2 percent checked off that they offered to help a neighbor during these challenging times in one or more of the following ways:

- ❖ Wore a mask
- ❖ Checked in virtually
- ❖ Picked up items at the store
- ❖ Adjusted noise levels
- ❖ Cared for a pet or child
- ❖ Helped fixed something

Key ways Americans rose to the occasion for neighbors

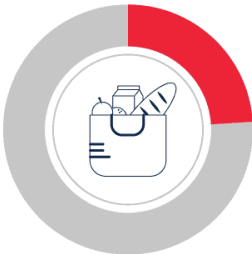
There are many ways to lend a helping hand, especially during a public health crisis and as Aesop, the Greek fabulist, wrote, “No act of kindness, no matter how small, is ever wasted.”

HOW AMERICANS HELPED NEIGHBORS DURING QUARANTINE



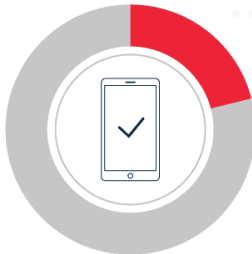
53%

Wore a face mask



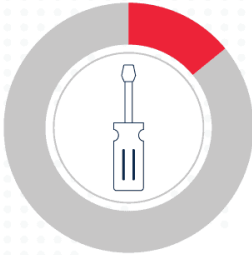
24%

Picked up items at the store



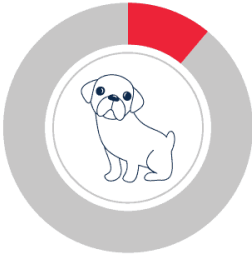
21%

Checked in virtually



14%

Helped fix something



11%

Cared for a pet or child



6%

Adjusted noise levels

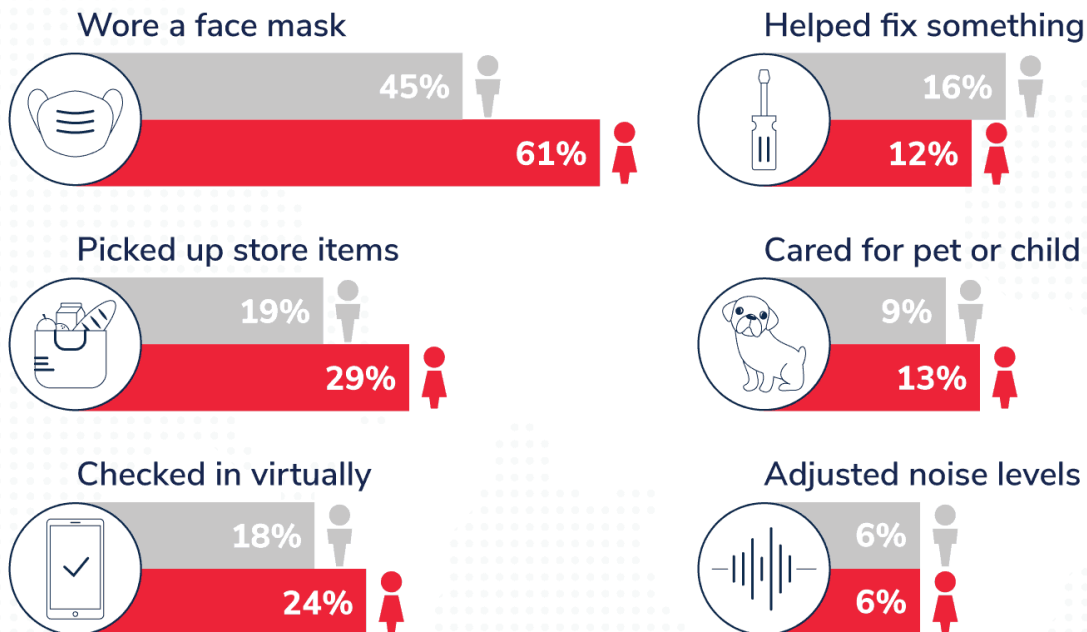
*Percentages exceed 100% to account for respondents selecting more than one answer choice

Wearing a mask was the most common way for individuals to help neighbors. **According to the CDC**, wearing a mask is meant to protect other people in case you are infected. Our survey revealed, the majority of Americans (53.4 percent) opted to wear a mask to help neighbors.

Women were more likely to help neighbors than men

Overall, women were more likely to step up to the plate than men. Our survey found that three-quarters of women (74.6 percent) helped neighbors in one or more of the ways, compared to 65.4 percent of men. However, when it came to fixing something or adjusting noise levels, men were slightly more likely to help than women.

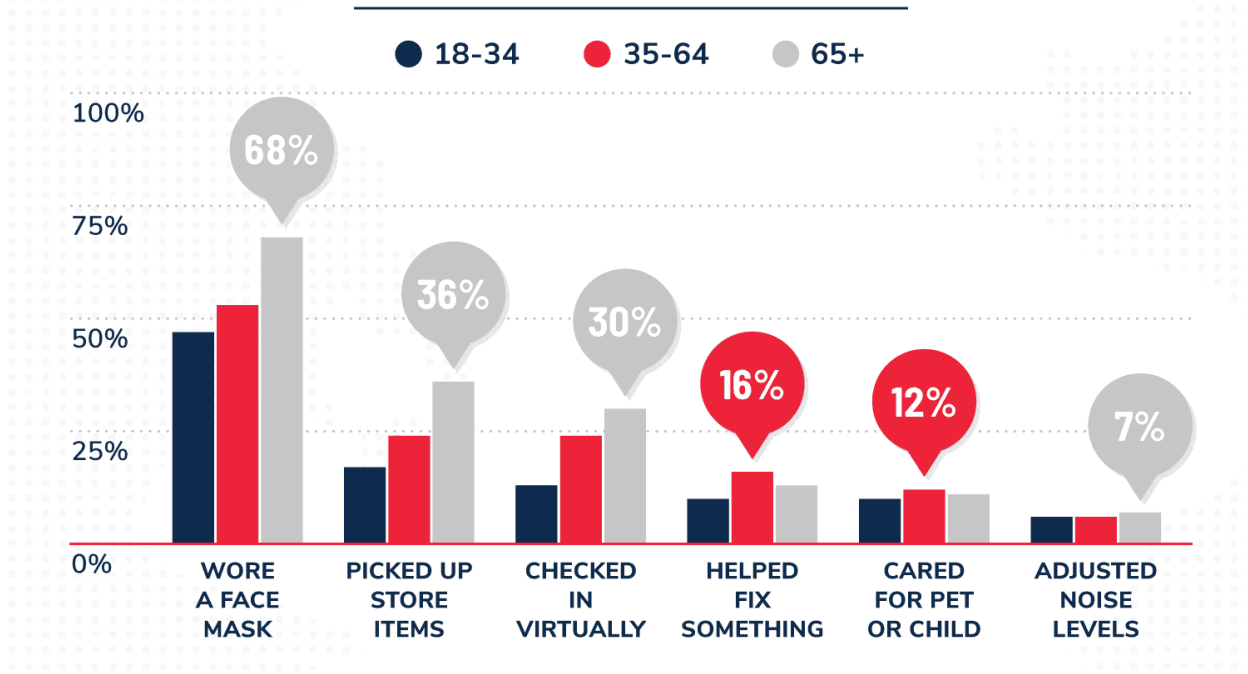
WAYS AMERICANS HELPED NEIGHBORS BY GENDER



Seniors were the most helpful neighbors

It's well established that seniors, those 65 and older, have an **increased risk for severe illness** from COVID-19. Yet, heroically, seniors were the most likely to help neighbors overall. Compared to just 68.5 percent of individuals under 65, 78.5 percent of those 65 and over helped neighbors in one or more ways. Seniors were the most likely age group to wear a mask, with 68.4 percent reporting that they did so in order to help neighbors. They were also more likely to pick up items at the store for neighbors and to check in virtually with neighbors than all other age groups.

WAYS AMERICANS HELPED NEIGHBORS BY AGE GROUP



Seniors were also very grateful to those who offered help. As **one individual who described themselves as elderly revealed**, “I’ve only been in my home for a year now, I’m elderly. I don’t know about me being a better neighbor but the young couple next to me have been. They gave me their number just in case I needed it and told me that they would be happy to take care of my dog. That has helped me so much to know that! They are good neighbors!”

All in all, Americans really rose to the coronavirus challenge. In the coming months, it will be important for us to continue to unite and **help each other stay safe** through these difficult times. Although it’s easy to feel powerless in the face of COVID-19, it’s important to remember that you can make a difference.

Methodology

This study consisted of a multiple-choice survey question conducted using Google Surveys. The sample consisted of no less than 1,000 respondents. The survey applies post-stratification weighting to ensure an accurate and reliable representation of the total population and ran during June 2020.