



Delta Good Neighbours Challenge Survey Summary

In 2010 Delta Hotels and Resorts introduced the Good Neighbours Challenge as part of its ongoing corporate social responsibility program, Delta Helps. The Good Neighbours Challenge aims to raise \$1 million and to donate 10,000 employee volunteer hours to local Canadian charities from coast to coast.

To help kick off the challenge, in March 2010 Delta Hotels and Resorts commissioned a survey by Angus Reid of 2,526 adult Canadians asking them what makes a good neighbour.

National Findings

We think we make great neighbours!

- An overwhelming majority of Canadians (94%) consider themselves to be a good neighbour. 44% consider themselves to be a very good neighbour and 50% consider themselves to be a moderately good neighbour.

We trust our neighbours (for the most part)

- 18% of Canadians trust their neighbours completely (rating of 10)
- 3% do not trust their neighbours at all (rating of 0)
- 72% of Canadians trust their neighbours at least somewhat (rating 6-10)
- 13% of Canadians do not trust their neighbours (rating 0-4)

We look out for each other

- Four in ten (42%) of Canadians feel that their neighbourhood does come together to support one another in difficult times

Our dream neighbour is handy

- Canadians see Mike Holmes (21%) as their ideal Canadian celebrity neighbour, followed by David Suzuki (12%) and Wayne Gretzky and Celine Dion (both at 7%)
- Quebecers (27%) are more likely to choose Celine Dion
- Albertans (13%) are more likely to choose Wayne Gretzky
- British Columbian's (10%) are more likely to choose Sarah McLachlan

The Top Three things we do that make us a good neighbour:

1. Kindness and consideration (71%)
2. Looking out for our neighbours (65%)
3. Keeping our property tidy (62%)

The Top Three things our neighbour can do for us:

1. Keep an eye out for us when we're on vacation and bring in our mail/papers (61%)
2. Let us have our privacy (55%)
3. Keeping their property tidy (39%)

Regional Findings

Canada's Best and Worst Neighbours

- British Columbians (41%) are the least likely to consider themselves to be a very good neighbour
- Nova Scotians (49%) and Quebecers (46%) most likely to consider themselves to be a very good neighbour

Canada's closest neighbours

- Nova Scotians (20%) and Quebecers (18%) are more likely than residents of any other provinces to feel that they know their neighbours very well.
- British Columbians (40%) and Albertans (40%) are more likely than residents of any other provinces to feel that they know their neighbours not very well or not at all well

Quebecers prize their privacy

- Most every area in Canada consider having a neighbour 'Keep an eye out when I'm on vacation and bring in my mail/papers' was the top thing a neighbour could do for you except in Quebec where 76% responded 'Let me have my privacy' was the top thing a neighbour could do for them

Canada's trust issues

- Nova Scotians (27%) are the most likely to trust their neighbours completely (rating of 10)
- British Columbians (14%), Quebecers (15%) and Albertans (16%) are the least likely to trust their neighbours completely (rating of 10)

Quebecers aren't supportive, but they love to party!

- Quebecers (31%) are significantly less likely than the national average (42%) to feel that their neighbourhood does come together to support one another in difficult times
- Quebecers (38%) are significantly more likely than those living in any other province (average 26%) to live in a neighbourhood that celebrates with block parties and community events throughout the year

East-coasters are the most supportive

- Nova Scotians (56%) on the other hand are significantly more likely than the national average to feel that their neighbourhood does come together to support one another in difficult times.