

LOVE THY NEIGHBOUR? MORE LIKE LOATHE THY NEIGHBOUR!

Brits' attitude to community relations is more akin to loathe thy neighbour than love thy neighbour, according to a new report from Lloyds TSB Insurance. The research reveals that while 93 per cent of homeowners claim to know who their neighbours worryingly, only one in ten (7 per cent) feel they can 'trust' them. As a result, the insurer is calling on all homeowners to ditch their traditional British reserve and make the effort to get to know their neighbours better.

Of the seven per cent who don't know their neighbours 38 per cent say it is because they value their privacy, whilst 14 per cent claim they are simply too busy to make the effort to get to know them. For an unfortunate 14 per cent, testy neighbourhood relations are the result of respondents suffering from a bad experience with those living next door.

When asked to explain the reasons behind this breakdown in community spirit nearly half (47 per cent) believed that not knowing your neighbours is a condition of modern life. A further 45 per cent believe that in the current climate, people are naturally becoming more and more suspicious of people that they don't know.

However, it's not all doom and gloom on Britain's streets. A third (33 per cent) admit they would like to get to know their neighbours better with those in the East, Midlands and South East most keen to improve neighbourly life. Half (49 per cent) of those surveyed agree that a close-knit community would make them feel safer and help to reduce crime in the community.

Phil Loney, managing director, Lloyds TSB Insurance, said: "With people moving around more often, it's little wonder that we don't feel we know our neighbours well enough to trust them. But it is encouraging that there is a general desire to know our neighbours better and a recognition that knowing those who live around us can help to make our communities safer."

.../more

LOVE THY NEIGHBOUR? MORE LIKE LOATHE THY NEIGHBOUR! .../2

“Spending time getting to know your neighbours is worthwhile as they can help to keep an eye on your property whilst you are away and it’s easy to return the favour. Whilst vigilant neighbours can be a valuable tool against crime however, they are no substitute for home insurance. Ultimately it’s essential to have both home buildings and contents insurance in the unfortunate event that you suffer a break in or vandalism to your property.”

When it comes to the ideal next door neighbours, an older family was voted in as the most desirable neighbours (34 per cent) followed by an elderly couple (29 per cent). Perhaps unsurprisingly, students came in bottom of the class with only one per cent of the vote.

The ideal celebrity or soap neighbours were found to be comedy show family the ‘Kumars from Number 42’ (27 per cent) followed by the ‘Beckhams’ (25 per cent). The ‘Slaters’ from Eastenders were the least desirable neighbours with only 6 per cent of the vote.

For more information on Lloyds TSB Home Insurance or a quote visit your local branch, log onto www.insurance.co.uk or telephone 0800 056 0114. Save up to 15 per cent off normal premiums when you buy online.

-ends-

Notes to editors:

¹ Research conducted by Tickbox.net in August 2005. Sample size of 1,329.

For more information:

Amy Davies

Lloyds TSB Press Office

Tel: 020 7356 1714

amy.davies@lloydstsb.co.uk

www.mediacentre.lloydstsb.com