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NEWS RELEASE

Travis Kelce is the football player Americans most want as their neighbor

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Among big-game QBs, more Americans want to be neighbors with Patrick Mahomes than Brock Purdy

- Snoop Dogg is the big-game halftime performer Americans most want to live next door to.
- Terry Bradshaw is the most desirable neighbor among football broadcasters.

SEATTLE, Jan. 30, 2024 /PRNewswire/ -- A new survey from Zillow® finds the football player Americans most want to be next-door neighbors with is Travis Kelce, the Kansas City Chiefs tight end who is in a relationship with Taylor Swift. Kelce (12%) topped the list of professional football players, beating out his teammate Patrick Mahomes (11%) and Odell Beckham Jr. (7%), wide receiver for the Chiefs' AFC Championship Game opponent, the Baltimore Ravens.

Kelce was the overwhelming favorite among 18- to 34-year-old women, 26% of whom selected the tight end as their preferred next-door neighbor, compared to 8% of men in that age range. In the battle of the big-game quarterbacks, Americans would rather share a fence with Patrick Mahomes than Brock Purdy (3%), according to the recent survey commissioned by Zillow and conducted by The Harris Poll.

Snoop Dogg (12%) is the halftime performer Americans would most want to live next door to, with strong support from elder millennials ages 35–44 (17%). Jennifer Lopez tied Lady Gaga for second place (11% each). Only 3% of Americans picked Usher, this year's halftime headliner, as their top choice for a next-door neighbor.

In the football broadcasters category, Terry Bradshaw (17%) is America's preferred celebrity neighbor, favored by those ages 45 and older (21%). The Pro Football Hall of Fame quarterback came out ahead of his FOX Sports co-host Michael Strahan, who was selected by 13% of Americans.

Of course, real-life neighbors can make or break big-game festivities. Zillow's survey finds 60% of Americans could be friends with a neighbor who actively supports a rival football team, but fewer than half — 46% — would invite a neighbor who roots against their team to their big-game watch party. Only 12% of Americans admit to snooping on their big-game party host's home value online.

Many Americans would throw a penalty flag on a neighbor who made a party foul during the big game. More than 2 in 5 (44%) would issue a penalty for "unneighborly conduct" if a neighbor fired up their noisy leaf blower or snow blower during the big game. Four in 10 (40%) would throw a flag if a neighbor showed up empty-handed to a watch party, while 36% would blow the whistle for double-dipping into the guacamole.

If there was a trophy for "most valuable neighbor," more than 2 in 5 Americans (44%) would award it to the neighbor who makes the best big-game food, and 16% to the biggest football fan. Fewer Americans would award the coveted "MVN" trophy to the neighbor with the biggest TV (13%) or the comfiest couch (7%).

Most Desirable Neighbors of 2024

Football Player	Percent	Halftime Performer	Percent	Football Broadcaster	Percent
Travis Kelce	12 %	Snoop Dogg	12 %	Terry Bradshaw	17 %
Patrick Mahomes	11 %	Jennifer Lopez	11 %	Michael Strahan	13 %
Odell Beckham Jr.	7 %	Lady Gaga	11 %	Tony Romo	9 %
Lamar Jackson	6 %	Rihanna	7 %	Troy Aikman	6 %
Josh Allen	5 %	Eminem	6 %	Jimmy Johnson	5 %
Christian McCaffrey	4 %	Beyonce	6 %	Pat McAfee	5 %
Baker Mayfield	4 %	Bruno Mars	6 %	Joe Buck	5 %
Brock Purdy	3 %	Justin Timberlake	6 %	Mike Greenberg	2 %
Jordan Love	2 %	The Weeknd	3 %	Nate Burleson	2 %
C.J. Stroud	2 %	Usher	3 %	Jason McCourty	2 %
Jared Goff	2 %	Other	4 %	Other	3 %
Mike Evans	1 %				
Other	6 %				

Survey Method

This survey was conducted online within the United States by The Harris Poll on behalf of Zillow from January 18 - 22, 2024 among 2,085 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact press@zillow.com.

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