



2015 Homebuyer Survey

In June and July of 2015, the City of Moorhead surveyed all 2014 purchasers (614) of existing and newly constructed homes regarding their home buying experience and their impressions of Moorhead. The survey was distributed by mail and respondents could complete a paper response (stamped return envelopes were enclosed) or complete it through the City’s website (hidden link). The response rate was 30% (185 responses)¹. Responses to individual questions are detailed below. Please note that the total responses for individual questions may not total 185; some questions allowed for multiple responses and not all respondents answered each question.

1. Did you own a home prior to this home purchase? *Most respondents were previous homeowners.*

Response	%	#	Last Year’s Survey
Yes	71.7%	132	62% - 126 respondents
No	28.3%	52	38% - 78
No response	-	1	1
		184*	204 respondents (2014)

2. What type of home did you purchase? *Most respondents purchased existing homes.*

Response	%	#	Last Year’s Survey
Newly constructed (you are the first occupant)	19.5%	36	11% - 23 respondents
Existing/previously occupied	80.5%	149	89% - 178
		185	201 respondents (2014)

3. Immediately prior to purchasing your home, where did you live? *Approximately 1/3 of the respondents previously lived in Moorhead and approximately 1/3 in Fargo, West Fargo, or elsewhere in North Dakota. The remaining 1/3 lived elsewhere, mostly in Minnesota outside of Moorhead.*

Location	%	#	Last Year’s Survey
Moorhead	35.3%	65	36.8% - 74 respondents
Fargo (south)	19%	35	17.9% - 36
Minnesota outside Clay County	11.4%	21	13.4% - 27
Fargo (north)	3.8%	7	9% - 18
West Fargo	4.4%	8	7.4% - 15
Outside MN/ND (in the US)	11.4%	21	6% - 12
Elsewhere in Clay County	4.4%	8	4% - 8 (included Dilworth/Glyndon)
Elsewhere in ND	4.9%	9	4% - 8
Outside of the US	1.1%	2	1.5% - 3
Dilworth	3.3%	6	Added to survey in 2015
Glyndon	1.1%	2	Added to survey in 2015
No response	-	1	
		184*	201 respondents (2014)

*Excludes “No Opinion” and “No Response” categories. Only ratings are totaled and used for percentage calculations

¹ In 2014, there were 617 purchasers and 205 responses; a 33% response rate.

4. Where else did you consider purchasing a home? *Most homebuyers are “shopping around” the metro area.*

Location	Votes (#)	Last Year's Survey
Fargo	103	106
Did not consider living anywhere but Moorhead	50	57
West Fargo	57	55
Dilworth	49	53
Other	29	27

5. Besides the features of the home you purchased, what were the 3 most important factors influencing your decision about where to live? *Please choose up to 3. Aside from basic features of their home, most homebuyers are choosing Moorhead because of the value of their home purchase, their neighborhood, and for Minnesota residency.*

Reason	Votes (#)	Last Year's Survey
Value of your home purchase	108	103
Neighborhood feature	73	89
Wanted to be a Minnesota resident	62	82 (question revised)
Wanted to live in Moorhead specifically	36	71 (question revised)
Close to work	54	60
Flood protection of home	45	46
Moorhead school system/close to school	34	38
Other	36	38
City incentive (e.g., First & New, tax rebate)	12	14
State financing incentive/program	4	2
Welcome Home Pass	3	0

6. Now that you've lived in Moorhead for a while, how do you feel about these community features? 1=very dissatisfied to 5=very satisfied.

YOUR NEIGHBORHOOD –*Most homebuyers (88.4%) surveyed said they were satisfied or very satisfied with their neighborhoods. The most common written responses in the survey were about great neighborhoods, neighbors, and home value (e.g., more house for the money when compared to surrounding areas).*

Rating	%	#	Last Year's Survey
5	56.7%	102	51.5% – 103
4	31.7%	57	37.5% – 75
3	8.9%	16	9.5% – 19
2	2.2%	4	1.5% – 3
1	0.6%	1	0% – 0
No Opinion	-	2	Added to survey in 2015
No Response	-	3	

180* **200** respondents (2014)

*Excludes “No Opinion” and “No Response” categories. Only ratings are totaled and used for percentage calculations.

AFFORDABILITY/COST OF LIVING –Most homebuyers (75.8%) surveyed said they were satisfied or very satisfied with Moorhead’s affordability and cost of living, which is receiving a higher satisfaction score than last year.

Rating	%	#	Last Year’s Survey
5	27.8%	50	20.1% – 40
4	48%	87	51.3% – 102
3	18.3%	33	22.6% – 45
2	4.4%	8	3.5% – 7
1	0.6%	1	2.5% – 5
No Opinion	-	2	Added to survey in 2015
No Response	-	3	
180*			199 respondents (2014)

K-12 EDUCATION –Most homebuyers (82.6%) surveyed who had an opinion said they were satisfied or very satisfied with Moorhead’s K-12 education, which is receiving a higher satisfaction score than last year.

Rating	%	#	Last Year’s Survey
5	44.2%	38	27 – 27%
4	38.4%	33	49 – 49%
3	11.6%	10	17 – 13%
2	2.3%	2	5 – 5%
1	3.5%	3	2 – 2%
No Opinion**	-	94	Added to survey in 2015
No Response	-	5	
86*			100 respondents (2014)

PARKS AND RECREATION –Most homebuyers (80.5%) surveyed said they were satisfied or very satisfied with Moorhead’s Parks and Recreation opportunities. Most respondents included written comments on the wonderful parks, pools, and trails within close proximity to their homes.

Rating	%	#	Last Year’s Survey
5	35.4%	58	35.9% – 66
4	45.1%	74	44.6% – 82
3	14.6%	24	17.4% – 32
2	2.4%	4	2.2% – 4
1	2.4%	4	0 – 0%
No Opinion	-	19	Added to survey in 2015
No Response	-	2	
164*			184 respondents (2014)

*Excludes “No Opinion” and “No Response” categories. Only ratings are totaled and used for percentage calculations

** More than half of the homebuyers surveyed said they had no opinion about Moorhead’s K-12 education. Many said they did not have kids or school aged kids yet. This occurrence may be related to Moorhead’s average age being only 28 (US Census 2010). Millennials, among other recent generations, often work to establish their careers before starting families and statistics highlight this shift; Moorhead’s fertility rate has been declining since 2011 for women aged 20 to 34 and rising for women aged 35 to 50 (US Census American Community Survey).

SHOPPING OPTIONS –A total of 42.2% of homebuyers surveyed were satisfied or very satisfied with Moorhead’s shopping options. This is a 16.6% year-to-year improvement in the rate of satisfaction with shopping options.

Rating	%	#	Last Year’s Survey
5	16.3%	29	9.2% – 18
4	25.9%	46	27% – 53
3	32.6%	58	32.1% – 63
2	14%	25	23.5% – 46
1	11.2%	20	8.2% – 16
No Opinion	-	3	Added to survey in 2015
No Response	-	4	
178*			196 respondents (2014)

ENTERTAINMENT OPTIONS – A total of 27.8% of homebuyers surveyed were satisfied or very satisfied with Moorhead’s entertainment options. This is a 25.2% year-to-year improvement in the rate of satisfaction with entertainment options.

Rating	%	#	Last Year’s Survey
5	7.1%	12	3.8% – 7
4	20.7%	35	18.4% – 34
3	45.6%	77	41.6% – 77
2	16%	27	21.1% – 39
1	10.7%	18	15.1% – 28
No Opinion	-	10	Added to survey in 2015
No Response	-	6	
169*			185 respondents (2014)

RESTAURANT OPTIONS –A total of 35.9% of homebuyers surveyed were satisfied or very satisfied with Moorhead’s restaurant options. This is 38.1% year-to-year improvement in the rate of satisfaction with restaurant options.

Rating	%	#	Last Year’s Survey
5	11.6%	21	5.1% – 10
4	24.3%	44	20.9% – 41
3	32.6%	59	36.7% – 72
2	17.7%	32	23% – 45
1	13.8%	25	14.3% – 28
No Opinion	-	3	Added to survey in 2015
No Response	-	1	
181*			196 respondents (2014)

7. What is your neighborhood’s best attribute, amenity, or feature? *The most common responses are listed below and have not changed from last year (2014):*

- *Near natural or recreational amenity (e.g., green space, water, golf course, pathways)*
- *The neighbors or neighborhood*
- *Quiet and peaceful*
- *Well established with mature trees*
- *Connectivity within infrastructure/ease of access: I-94, HWY 10, major arterial streets*

*Excludes “No Opinion” and “No Response” categories. Only ratings are totaled and used for percentage calculations

8. If you bought an existing home, you should have received (or will receive) a Welcome Home Pass for a complimentary round of golf at any Moorhead public golf course. Did you (or do you plan to) use it? *Most respondents owned homes prior to their 2014 Moorhead home purchase.*

Response	%	#	Last Year's Survey
Yes	53.1%	69	22% - 40 respondents
No	46.9%	61	78% - 138
Not applicable, I bought new	-	35	Added to survey in 2015
No response	-	20	
		130	178 respondents (2014)

9. If you bought a newly constructed home of which you are the first occupant, you should have received (or will receive) a Welcome Home Pass which gives your household full access to a season of Moorhead Parks and Recreation programming, the public golf courses, and the municipal pool. Which free activities did you (or do you plan to) try?

Activity	Votes(#)	Last Year's Survey
Golf	17	11
Recreation Programs	6	1
Swimming	11	3
I have not used/received my pass yet	15	25 (question revised)
I will not use my pass	1	Added to survey in 2015
Not applicable, bought existing home	147	Added to survey in 2015
No response	3	

10. If you used (or plan to use) your Welcome Home Pass to try some of Moorhead's recreational programs and services, what do you think you will purchase/participate in again next season?

Activity	Votes(#)	Last Year's Survey
Golf –season pass	11	19
Golf –occasional use	41	Added to survey in 2015
Recreation Programs	10	8
Swimming –season pass	11	18
Swimming –occasional use	25	Added to survey in 2015
I'm not sure	44	74
I will not purchase/participate next season	27	39
No response	47	

11. What would you say to other potential homebuyers about buying a home in Moorhead? *The most frequently reported responses are listed below:*

- *Better home value than surrounding areas (e.g., larger homes/lots for less cost)*
- *It's nice, quiet, and friendly*
- *Great neighborhoods and community, especially to raise a family*
- *Moorhead has a small town feeling*
- *It's on the grow*