



2018 Homebuyer Survey

During the spring of 2018, the City of Moorhead surveyed all 2017 homebuyers (599) of existing and newly constructed homes about their home buying experience and new residents' impressions of Moorhead. The survey was distributed by mail and could either be completed online or mailed back. The response rate was 29% (176 responses). Please note that some questions allowed for multiple responses and not all respondents answered each question.

1. **Did you own a home prior to this home purchase?** *The majority of respondents did not previously own a home, which is a change from previous years.*

Response – 175 respondents	%	#
Yes	46	80
No	54	95

2. **What type of home did you purchase?** *Most survey respondents purchased existing homes in Moorhead, 89% of the total 2017 home sales were existing homes and 11% were newly constructed homes.*

Response – 173 respondents	%	#
Newly constructed (1 st occupant)	16	27
Existing/previously occupied	84	146

3. **Immediately prior to purchasing your home, where did you live?** *Almost half of the respondents previously lived in Moorhead, approximately 34% in Fargo, West Fargo, or elsewhere in North Dakota, and the remaining 20% lived elsewhere, mostly in Minnesota outside of Moorhead. There is a slight increase in the number of Moorhead residents buying their homes in Moorhead. These proportions are fairly consistent over the years.*

Location – 176 respondents	%	#
Moorhead	46	81
Dilworth	3	6
Outside MN/ND (in the U.S.)	3	6
North Fargo	8	14
Elsewhere in Clay County	<2	2
Outside of the U.S.	0	0
South Fargo	20	36
MN outside of Clay County	11	20
West Fargo	3	6
Elsewhere in ND	<3	4
Glyndon	<1	1

4. **Where else also did you consider purchasing a home?** *Most of the people who chose to buy a home in Moorhead considered other places, mainly in the metro area, although nearly as many did not consider purchasing anywhere but Moorhead.*

Location – 251 responses	(# responses)
Fargo	76
Dilworth	43
West Fargo	38
Did not consider anywhere but Moorhead	70
Other	24

5. **Choosing up to 4 Answers only, what are the most important factors that influenced your decision to buy a Moorhead property?** *Aside from basic features of their home, most homebuyers are choosing Moorhead in order to be Minnesota residents, the neighborhood in which they purchased, and the value of their home purchase. These top reasons continue to rank the highest each year.*

Reason – 592 responses	(# responses)
Wanted to be a MN resident	95
Wanted to Live in Moorhead	49
Flood Protection	11
City Incentives	8
State Financing incentives	5
Wanted to be closer to family	62
Value of your home purchase	83
Close proximity to work	61
Neighborhood	92
Recreational Welcome Package	5
Moorhead Public Schools	33
Characteristic of Home purchase	88

6. **Do you currently have children in the Moorhead school system (K-12)?** *More than 80% of Moorhead’s 2017 homebuyers responding did not have children in the Moorhead school system.*

Response – 175 respondents	%	#
Yes	19	34
No	81	141

7. **If you answered “Yes” to #6, how do you feel about the Moorhead school system (K-12)?** *Most respondents (80%) are happy and very happy with the Moorhead school system.*

Response – 35 respondents	%	#
Very Happy	26	9
Happy	54	19
Neutral/No Opinion	14	5
Unhappy	0	0
Very Unhappy	6	2

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

YOUR NEIGHBORHOOD –Most of the homebuyers (88%) surveyed are happy or very happy with their neighborhoods.

Rating – 174 respondents	%	#
5 – Very happy	36	63
4 – Happy	52	90
3 – Neutral	9	16
2 – Unhappy	2	4
1 – Very unhappy	<1	1

AFFORDABILITY/COST OF LIVING –Most of the homebuyers (70%) surveyed are happy or very happy with Moorhead's affordability and cost of living.

Rating – 173 respondents	%	#
5 – Very happy	17	30
4 – Happy	53	92
3 – Neutral	21	36
2 – Unhappy	7	12
1 – Very unhappy	2	3

PARKS AND RECREATION –Most homebuyers (76%) surveyed said they were happy or very happy 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 – 170 respondents	%	#
5 – Very happy	21	35
4 – Happy	55	93
3 – Neutral	22	37
2 – Unhappy	2	4
1 – Very unhappy	<1	1

SHOPPING OPTIONS Many respondents (43%) are happy with shopping options in Moorhead.

Rating – 174 respondents	%	#
5 – Very happy	7	12
4 – Happy	36	62
3 – Neutral	34	60
2 – Unhappy	19	33
1 – Very unhappy	4	7

ENTERTAINMENT OPTIONS – A total of 31% of homebuyers surveyed are happy with Moorhead’s entertainment options.

Rating – 174 respondents	%	#
5 – Very happy	6	10
4 – Happy	26	45
3 – Neutral	44	76
2 – Unhappy	19	33
1 – Very unhappy	6	10

RESTAURANT OPTIONS – Many homebuyers surveyed (40%) are happy with Moorhead’s restaurant options.

Rating – 172 respondents	%	#
5 – Very happy	7	13
4 – Happy	33	57
3 – Neutral	35	60
2 – Unhappy	20	34
1 – Very unhappy	5	8

9. Please tell us about your neighborhood’s best attribute, amenity, or feature. The most common responses are listed below:

- Near natural or recreational amenity (e.g., green space, water, golf course, pathways)
- Safe, quiet, clean, peaceful, and friendly
- Well established with mature trees and large yards
- Connectivity within infrastructure/ease of access: I-94, HWY 10, major arterial streets
- Walkability

10. What would you say to other potential homebuyers about buying a home in Moorhead? The most common responses are listed below:

- You get more for your money, great value, affordable homes, availability of homes
- Small hometown feel with big town amenities, convenience
- Nice town and neighborhoods, great place to live, quiet
- Personal income taxes are higher in MN than in ND
- Accessibility to schools and amenities

11. IF YOU BOUGHT AN EXISTING/PREVIOUSLY OCCUPIED HOME, you should have received a Welcome Home Pass good for a complimentary round of golf at any Moorhead public golf course. Did/will you use it?

Response – 148 respondents	%	#
Yes	52	77
No	30	45
I’m not sure	12	18
I haven’t received it yet	6	8

12. ***IF YOU BOUGHT A NEWLY CONSTRUCTED HOME OF WHICH YOU ARE THE FIRST OCCUPANT, you should have received a Welcome Home Pass for the whole household, good for 12 months from the date it's issued. This pass is for Moorhead Parks and Recreation programming, including the public golf courses and the municipal swimming pool. Which free activities did/will you try?***

Activity – 40 responses	#
Golf	16
Swimming	11
Recreation Programs	7
I will not use it	0
I'm not sure	6
I haven't received it yet	0

13. ***ALL HOMEBUYERS, what recreational activities do you see yourself participating in next season?***

Activity – 224 responses	#
Golf – season pass	14
Golf – occasional use	62
Swimming – season pass	10
Swimming – occasional use	55
Recreation programs	19
I will not purchase/participate	16
I'm not sure	48