

## 2014 Homebuyer Survey

In June and July of 2014, the City of Moorhead surveyed all 2013 purchasers (617) 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 33% (205 responses). Responses to individual questions are detailed below. Please note that the total responses for individual questions may not total 205; some questions allowed for multiple responses and not all respondents answered each question.

### 1. Did you own a home prior to this home purchase?

Yes = 62% (126 respondents)  
 No = 38% (78 respondents)

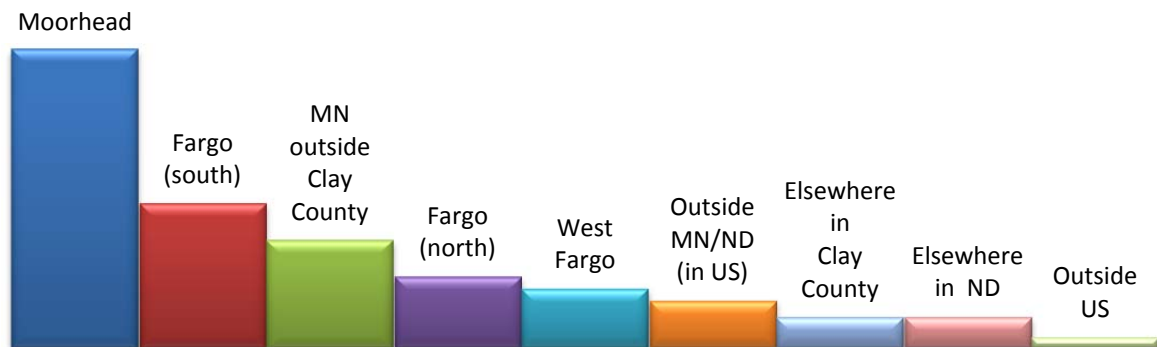
*Most respondents owned homes prior to their 2013 Moorhead home purchase.*

### 2. Is your current home:

Newly constructed (you are the first occupant) = 11% (23 respondents)  
 Existing/previously occupied = 89% (178 respondents)

*A significant majority of respondents purchased existing homes.*

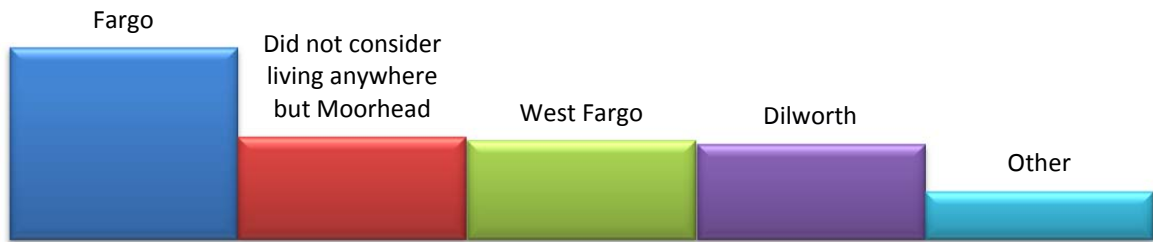
### 3. Immediately prior to purchasing your home, where did you live?



Location	Percentage	Respondents
Moorhead	36.8%	74
Fargo (south)	17.9%	36
Minnesota outside Clay County	13.4%	27
Fargo (north)	9%	18
West Fargo	7.4%	15
Outside MN/ND (in the US)	6%	12
Elsewhere in Clay County	4%	8
Elsewhere in ND	4%	8
Outside of the US	1.5%	3
	<b>100%</b>	<b>201</b>

*37% of respondents most recently lived in Moorhead before buying their current home; 34% lived in Fargo or West Fargo; 7% came from states outside of MN/ND or from another country.*

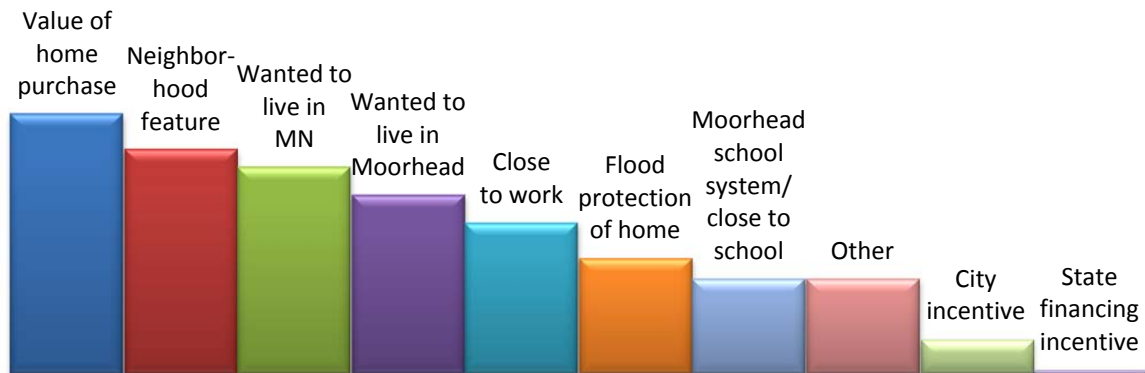
4. Where else did you consider purchasing a home?



Location	Votes (#)
Fargo	106
Did not consider living anywhere but Moorhead	57
West Fargo	55
Dilworth	53
Other	27

*Most homebuyers are “shopping around” the metro area.*

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.



Reason	Votes (#)
Value of your home purchase	103
Neighborhood feature	89
Wanted to live in Minnesota	82
Wanted to live in Moorhead	71
Close to work	60
Flood protection of home	46
Moorhead school system/close to school	38
Other	38
City incentive (e.g., First & New, tax rebate)	14
State financing incentive/program	2
Welcome Home Pass	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**

89% of Moorhead homebuyers surveyed said they were satisfied or very satisfied with their neighborhoods!

Rating	#	%
<b>5</b>	<b>103</b>	<b>51.5%</b>
4	75	37.5%
3	19	9.5%
2	3	1.5%
1	0	0%
200		

**AFFORDABILITY/COST OF LIVING**

71.4% of Moorhead homebuyers surveyed said they were satisfied or very satisfied with Moorhead's affordability and cost of living!

Rating	Respondents	%
5	40	20.1%
<b>4</b>	<b>102</b>	<b>51.3%</b>
3	45	22.6%
2	7	3.5%
1	5	2.5%
199		

**K-12 EDUCATION**

76% of Moorhead homebuyers surveyed said they were satisfied or very satisfied Moorhead's K-12 education!

Rating	#	%
5	27	27%
<b>4</b>	<b>49</b>	<b>49%</b>
3	17	17%
2	5	5%
1	2	2%
100		

**PARKS AND RECREATION**

80.4% of Moorhead homebuyers surveyed said they were satisfied or very satisfied with Moorhead's parks and recreation opportunities!

Rating	#	%
5	66	35.9%
<b>4</b>	<b>82</b>	<b>44.5%</b>
3	32	17.4%
2	4	2.2%
1	0	0%
184		

**SHOPPING, ENTERTAINMENT, AND RESTAURANT OPTIONS**

On a scale of 1 – 5, most Moorhead homebuyers surveyed rated Moorhead's shopping, entertainment, and restaurant options a "3."

<i>Shopping</i>			<i>Entertainment</i>			<i>Restaurant</i>		
Rating	#	%	Rating	#	%	Rating	#	%
5	18	9.2%	5	7	3.8%	5	10	5.1%
4	53	27%	4	34	18.4%	4	41	20.9%
<b>3</b>	<b>63</b>	<b>32.1%</b>	<b>3</b>	<b>77</b>	<b>41.6%</b>	<b>3</b>	<b>72</b>	<b>36.7%</b>
2	46	23.5%	2	39	21.1%	2	45	23%
1	16	8.2%	1	28	15.1%	1	28	14.3%
196			185			196		

7. **What is your neighborhood’s best attribute, amenity, or feature?** *The most common responses are listed in order below:*

- 1) *Near natural or recreational amenity (e.g., green space, water, golf course, pathways)*
- 2) *The neighbors (e.g., friendly, young families, few children, 55+ community)*
- 3) *Quiet and peaceful*
- 4) *Well established with mature trees*
- 5) *Connectivity within infrastructure/ease of access: I-94, HWY 10, major arterial streets*

8. **Homebuyers in 2013 received a “Welcome Home Pass”. Buyers of existing homes received a round of golf and buyers of newly constructed homes received an “all access” recreational pass.**

a) If you bought an **existing** home, did you use your free round of golf?

Yes = 22% (40 respondents)

No = 78% (138 respondents)

b) If you bought a **newly constructed** home, which free activities did you use? Choose all that apply.

Activity	Votes(#)
Golf	11
Recreation Programs	1
Swimming	3
<b><i>I did not use my pass</i></b>	<b>25</b>
	40

c) Now that you have tried Moorhead’s recreational programs and services, what will you purchase/participate in again next season? Choose all that apply.

Activity	Votes(#)
Golf –season pass	19
Recreation Programs	8
Swimming –season pass	18
<b><i>I’m not sure</i></b>	<b>74</b>
I will not purchase/participate next season	39
	158

**2013 was the first year of the Welcome Home program. More data will be collected to determine the value and cost of the program for residential recruitment and post-purchase satisfaction.**

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

- 1) *Great neighborhoods and community, nice place to live*
- 2) *Better home value and quality than surrounding areas (e.g., larger homes/lots for less cost)*
- 3) *Do it! Move to Moorhead!*
- 4) *Moorhead has a small town feeling with large town opportunities and amenities, it’s quiet with great schools with school involvement, take your time looking, know your options, and do the math and comparisons*
- 5) *Tie: Income taxes are high; it’s a great community for families*

10. **Why did you buy in Moorhead?** *The most frequently reported responses are listed in order below:*

- 1) *Wanted to live or stay in Minnesota or Moorhead*
- 2) *Affordability, better home value and quality than surrounding areas*
- 3) *Found the right house*
- 4) *Neighborhood and/or location: close to work, school, family, friends*
- 5) *School system*