



2008 Moorhead Homebuyers Survey Results
(First Time Buyers with MHFA Financing and New Construction Buyers)
(N=102; 258 household sample size; 39.5% response rate)

1. Did you own a home prior to this home purchase? *n=102* **61** Yes (59.8%) **41** No (40.2%)

2. Was this home: *n=101* **72** Brand new (71.3%) **29** Previously occupied (28.7%)

2. Prior to purchasing this home, where did you live? *n=102*

- | | |
|---|---|
| 24 Moorhead (23.5%) | 3 Fargo (north) (2.9%) |
| 6 Dilworth (5.9%) | 23 Fargo (south) (22.5%) |
| 9 Elsewhere in Clay County (8.8%) | 4 West Fargo (3.9%) |
| 28 Minnesota outside Clay County (27.5%) | 5 Elsewhere in North Dakota (4.9%) |
| 7 Outside MN/ND (6.9%) | |

3. Where else did you consider purchasing a home? *n=89*

- | | | |
|------------------------------|----------------------------|---------------------|
| 52 Fargo (58.4%) | 34 Dilworth (38.2%) | |
| 26 West Fargo (29.2%) | 29 Other: (32.6%) | Only Moorhead 14 |
| | | Other Clay County 9 |
| | | Rural 4 |
| | | South Fargo 1 |
| | | Arizona 1 |

4. What were the 3 most important factors influencing your decision about where to live? *Please choose 3. n=100*

- | | |
|---------------------------------------|---|
| 56 Features of this home | 13 Financing Program |
| 43 Wanted to live in Moorhead | 16 Quality of Moorhead Schools |
| 47 Wanted to live in Minnesota | 25 Proximity to work |
| 35 Low property taxes | 13 Proximity to school |
| 6 Parks | 23 Other: Location/Features of Nbrhd 9 |
| | Family 6 |
| | Employer 2 |
| | Ed prog (spec ed/Sp immersion) 2 |
| | Price 2 |
| | goMoorhead.com 1 |

5. What is the best thing about your neighborhood? $n=97$ (open ended question; multiple responses) Summary:

- Quiet/low traffic 39
- Convenience/access 30
- Trails/ponds/parks 26
- New neighborhood 21
- Friendly neighbors 19
- Open/spacious/green 8
- Good investment/covenants 3
- Clean 2
- GoMoorhead.com 1
- Negative 1

6. What would you tell other potential home buyers in the FM metro area regarding your experience of buying a home in Moorhead? $n=84$ Select responses:

- Property taxes were about half of what they'd be in Fargo or West Fargo for the exact same house
- Great first time homebuyers program
- Small town feel close to the city
- Great prices, new neighborhoods
- I ♥ Mhd
- Good choice
- Great experience, great location, great neighborhood
- People are very friendly
- Fargo offers property tax abatement
- Very good experience except for parking
- The City does not have much to offer
- Special assessments are too high

7. Other comments/questions? $n=36$ Select responses:

- Downside is the lack of restaurants and service stations by the new neighborhoods
- I wish there was a grocery store and Target along Highway 75 South
- Condos and townhomes were hard to find in Moorhead
- Homeowners should get a say in neighborhood development
- We need an over or underpass to get across the train tracks at 11th Street
- Please keep fixing up downtown!
- We never got any incentive for moving here.
- Rabbit and goose problems in Horizon Shores
- Encourage additional retail in Moorhead
- Traffic is often backed up on 8th Street at I94 to Fargo and stands still at rush times



2008 Moorhead Homebuyers Survey
Results from only new construction buyers
(N=72; 197 household sample size; 36.5% response rate)

1. Did you own a home prior to this home purchase? *n=72* **53** Yes (73.6%) **19** No (26.4%)

2. Was this home: *n=72* **72** Brand new (100%) **0** Previously occupied (0%)

3. Prior to purchasing this home, where did you live? *n=72*

18 Moorhead (25.0%)	2 Fargo (north) (2.8%)
3 Dilworth (4.2%)	12 Fargo (south) (16.7%)
8 Elsewhere in Clay County (11.1%)	3 West Fargo (4.2%)
25 Minnesota outside Clay County (34.7%)	3 Elsewhere in North Dakota (4.2%)
4 Outside MN/ND (5.6%)	

4. Where else did you consider purchasing a home? *n=61*

33 Fargo (54.1%)	25 Dilworth (41.0%)	
20 West Fargo (32.8%)	21 Other: (34.4%)	Only Moorhead 11
		Other Clay County 7
		Rural 1
		South Fargo 1
		Arizona 1

5. What were the 3 most important factors influencing your decision about where to live? *Please choose 3. n=70*

39 Features of this home	4 Financing Program
34 Wanted to live in Moorhead	13 Quality of Moorhead Schools
34 Wanted to live in Minnesota	19 Proximity to work
24 Low property taxes	9 Proximity to school
5 Parks	15 Other: Location/Features of Nbrhd 7
	Family 3
	Employer 1
	Ed prog (Sp immersion) 1
	Price 2
	goMoorhead.com 1

6. What is the best thing about your neighborhood? $n=69$ (open ended question; multiple responses) Summary:

- | | |
|-----------------------------|----|
| • Quiet/low traffic | 25 |
| • Convenience/access | 23 |
| • New neighborhood | 20 |
| • Trails/ponds/parks | 19 |
| • Friendly neighbors | 14 |
| • Open/spacious/green | 8 |
| • Good investment/covenants | 3 |
| • Clean | 1 |
| • Negative | 1 |

7. What would you tell other potential home buyers in the FM metro area regarding your experience of buying a home in Moorhead? $n=59$ Select responses:

- Property taxes were about half of what they'd be in Fargo or West Fargo for the exact same house
- A lot more house for the money
- Nice communities with quality schools
- I ♥ Mhd
- Good choice
- Great experience, great location, great neighborhood
- People are very friendly
- Fargo offers property tax abatement
- Special assessments are too high

8. Other comments/questions? $n=23$ Select responses:

- Downside is the lack of restaurants and service stations by the new neighborhoods
- I wish there was a grocery store and Target along Highway 75 South
- Extend the whistle-free area
- Please keep fixing up downtown!
- Rabbit and goose problems in Horizon Shores
- Encourage additional retail in Moorhead
- All our questions were answered and all employees were helpful
- We had to work hard to get the services we needed
- Special assessments are extremely difficult for first time buyers



2008 Moorhead Homebuyers Survey Results
Results from only first-time buyers
(N=41; approx. 83 household sample size; 49.3% response rate)

1. Did you own a home prior to this home purchase? *n=41* **0** Yes (0%) **41** No (100.0%)

2. Was this home: *n=41* **19** Brand new (46.3%) **22** Previously occupied (53.7%)

3. Prior to purchasing this home, where did you live? *n=41*

12 Moorhead (29.3%)	2 Fargo (north) (4.9%)
2 Dilworth (4.9%)	17 Fargo (south) (41.5%)
2 Elsewhere in Clay County (4.9%)	2 West Fargo (4.9%)
4 Minnesota outside Clay County (9.8%)	4 Elsewhere in North Dakota (9.8%)
1 Outside MN/ND (2.4%)	

4. Where else did you consider purchasing a home? *n=38*

24 Fargo (63.2%)	17 Dilworth (44.7%)	
13 West Fargo (34.2%)	11 Other: (28.9%)	Only Moorhead 3
		Other Clay County 5
		Rural 3

5. What were the 3 most important factors influencing your decision about where to live? *Please choose 3. n=41*

20 Features of this home	12 Financing Program
15 Wanted to live in Moorhead	6 Quality of Moorhead Schools
19 Wanted to live in Minnesota	13 Proximity to work
18 Low property taxes	7 Proximity to school
4 Parks	6 Other: Location/Features of Nbrhd 1
	Family 2
	Ed prog (spec ed/Sp immersion) 2
	Price 1

6. What is the best thing about your neighborhood? $n=37$ (open ended question; multiple responses) Summary:

- Quiet/low traffic 17
- Convenience/access 11
- Trails/ponds/parks 5
- New neighborhood 5
- Friendly neighbors 6
- Open/spacious/green 2
- Good investment/covenants 1
- Clean 1
- GoMoorhead.com 1
- Negative 0

7. What would you tell other potential home buyers in the FM metro area regarding your experience of buying a home in Moorhead? $n=31$ Select responses:

- Property taxes were about half of what they'd be in Fargo or West Fargo for the exact same house
- Great first time homebuyers program
- Small town feel close to the city
- Great prices, new neighborhoods
- It was easy and everyone involved was very helpful
- Smooth transition
- Great prices, new neighborhoods
- Very good experience except for parking
- The City does not have much to offer
- Special assessments are too high

8. Other comments/questions? $n=18$ Select responses:

- I wish there was a grocery store and Target along Highway 75 South
- Condos and townhomes were hard to find in Moorhead
- Homeowners should get a say in neighborhood development
- We need an over or underpass to get across the train tracks at 11th Street
- Street lights in my area don't provide enough light to see people walking, biking, rollerblading, etc.
- Where are the boulevard trees?