

# 2024 Community Survey Results



## Survey Methodology

The current cycle of the web-based Community Survey collected survey data between July - September 2024. Respondents were digitally recruited (e.g., over social media, mobile apps, websites, and survey panels). These ads are targeted to residents, and responses are only included in the data when a local valid ZIP code is provided.

Respondents who self-reported being under 18, who declined to provide any demographic information, or those who provided an invalid ZIP code are excluded from the results.

803 valid respondents participated in the web-based Community Survey during this cycle.

## Representation

Zencity ensures broad demographic representation in several ways:

Before data collection, Zencity employs national statistical data to establish response targets. These targets are defined based on race/ethnicity, age, and gender. During data collection, we track the demographic composition of the survey responses in real time, comparing them to the predetermined targets. We fine-tune our distribution and advertising strategies as needed to target all demographic groups.

**In this cycle**, we achieved representation, but some groups may not have a substantial amount of data to be considered reliable. For demographic groups like **Native Americans**, where we aimed to collect 18 respondents and heard from 21 Native American respondents, we do not show the data because the sample size is small (below 30). When we have between 30 and 50 responses, such as in the **Black/African American** and **Latino** demographic groups, we flag those scores with an asterisk because the data may not be as reliable due to the smaller sample size.

After data collection, Zencity employs an industry-standard statistical technique called raking. This assigns a unique weight to each respondent based on their demographic characteristics. This method ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics.

# Sample Composition

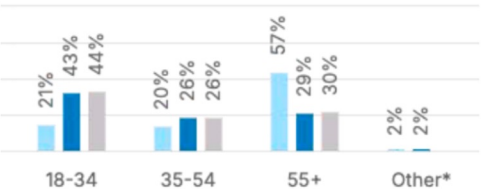
803 valid respondents

Key

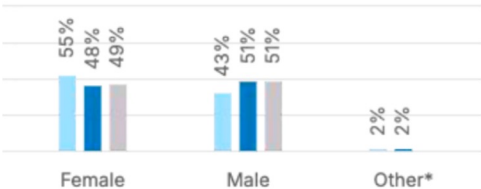
- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

\* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

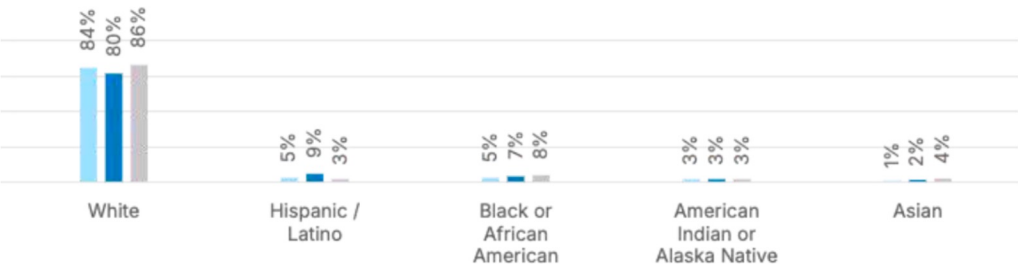
Age



Gender



Ethnicity



# Overall Quality of Life

Residents' quality of life is a key metric for local government leaders. Here, we present how Fargo residents are feeling about their quality of life, looking at how this changes by demographic group and geography.

We will show the percent of valid respondents who reported either a 4 or a 5 on the 1-5 scale, weighted by age, gender, and race/ethnicity (see page 3 for details).

Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!).

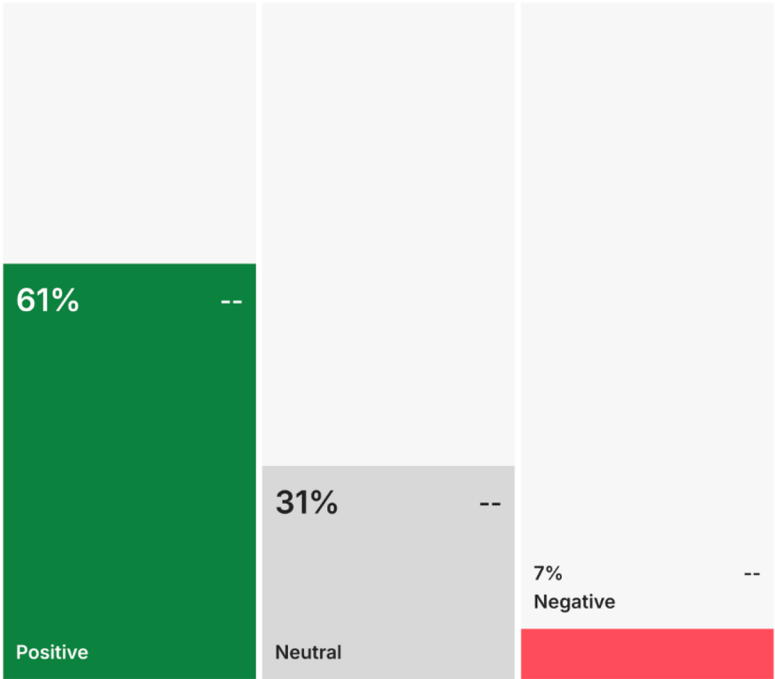


How is the overall quality of life in Fargo?  
(Numbers rounded to the nearest percent)

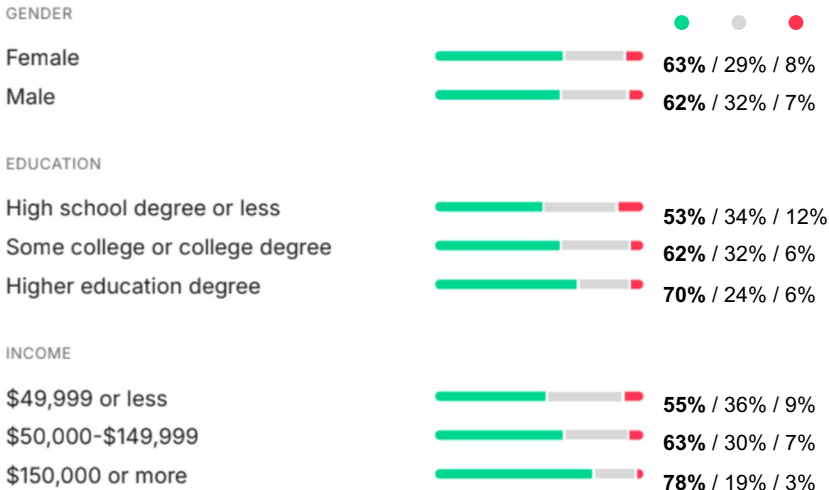
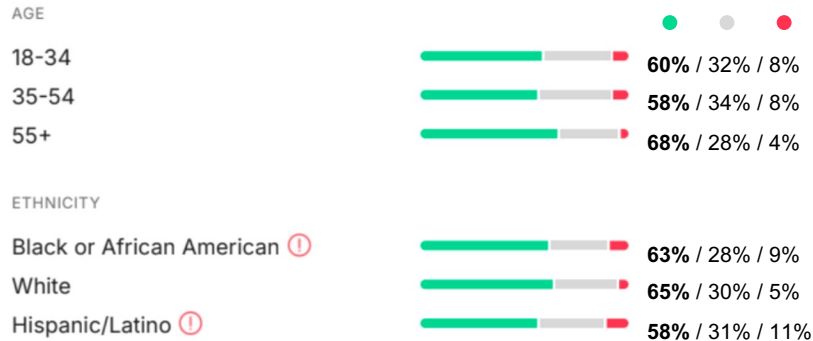
61%  
Neutral  
31%

of 803 surveyed residents are  
satisfied with the overall  
quality of life in Fargo

A combined 92% of the 803  
surveyed residents view  
their quality of life as  
either positive or neutral

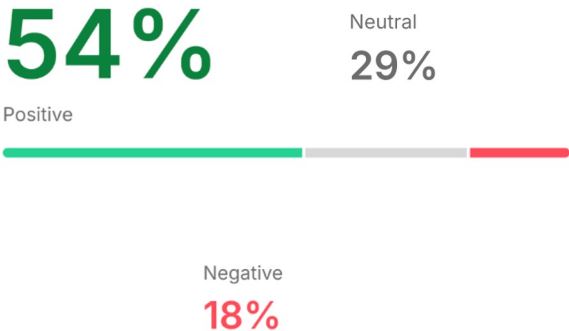


## How is the overall quality of life in Fargo? | Demographic Breakdown

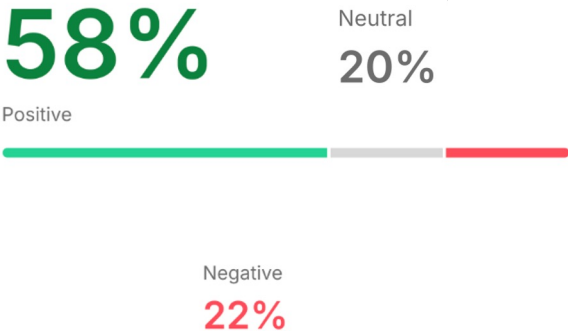


## Other measures of satisfaction with life in Fargo

How likely are you to recommend  
Fargo as a place to live?



How likely are you to be living in Fargo  
5 years from now?



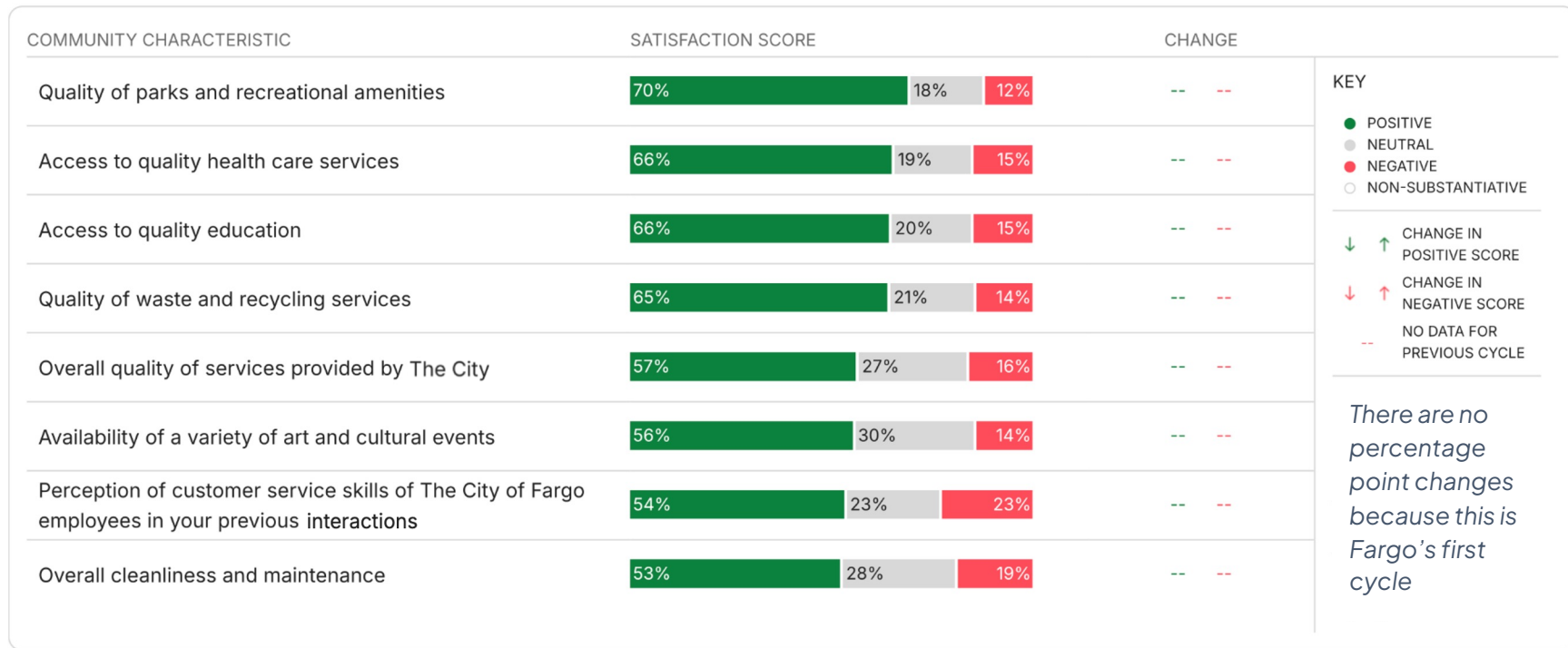
# Community Characteristics

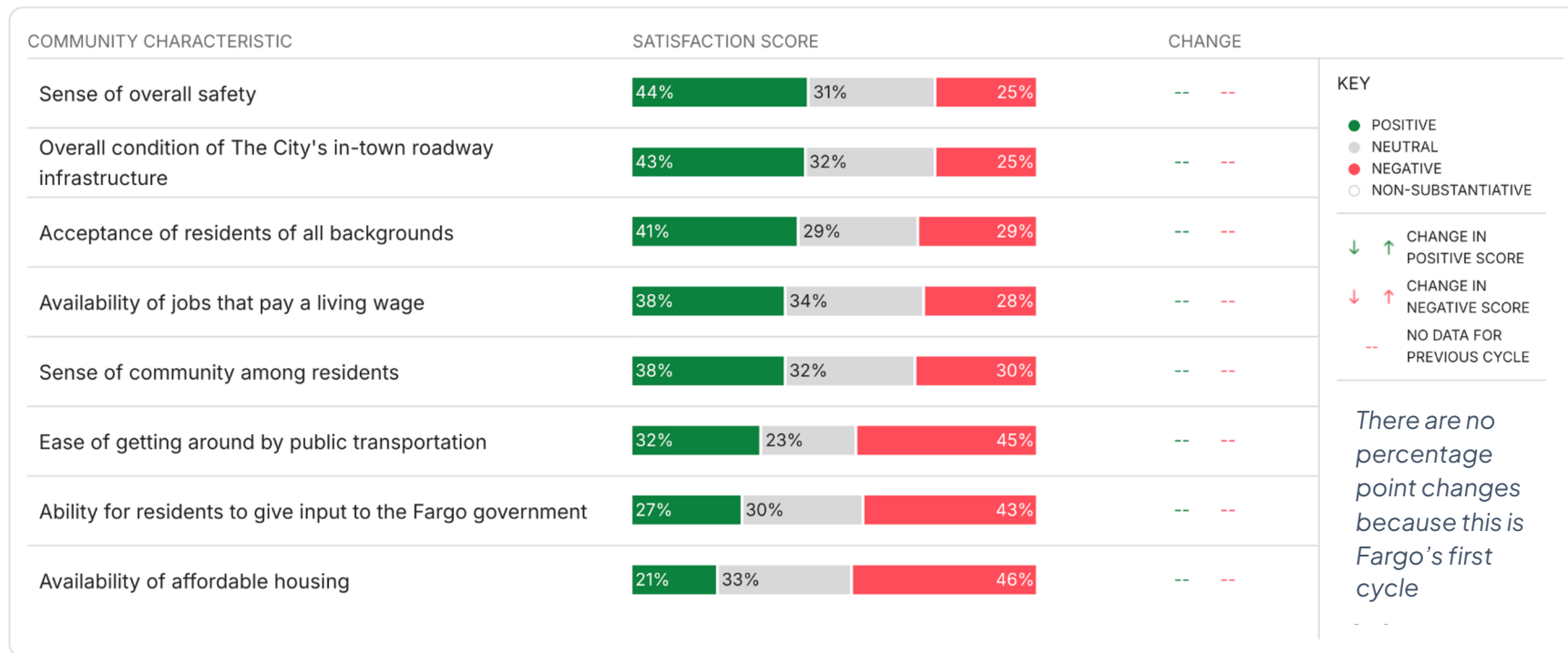
Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

# Zencity Community Survey

Fargo, ND  
2024 Community Survey

Powered by  Zencity

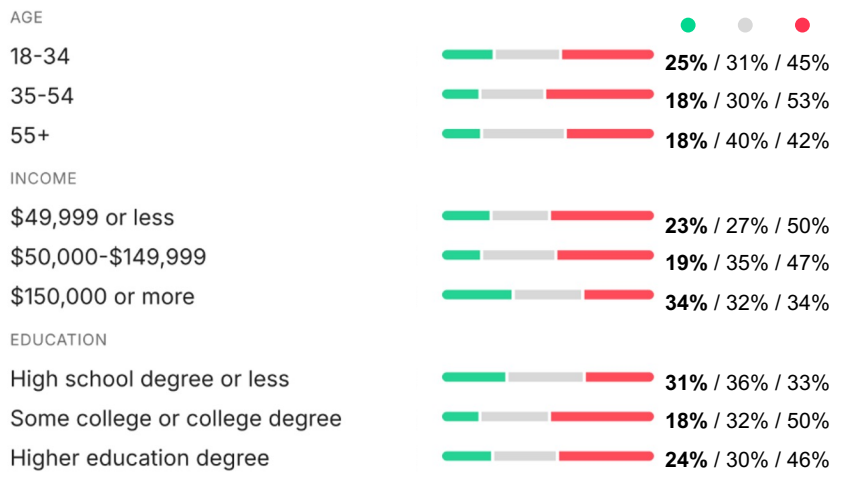
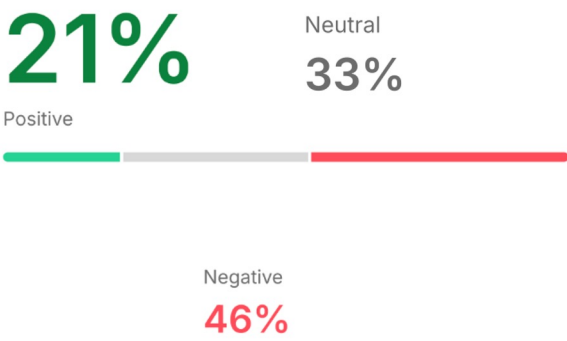




# Focus Areas

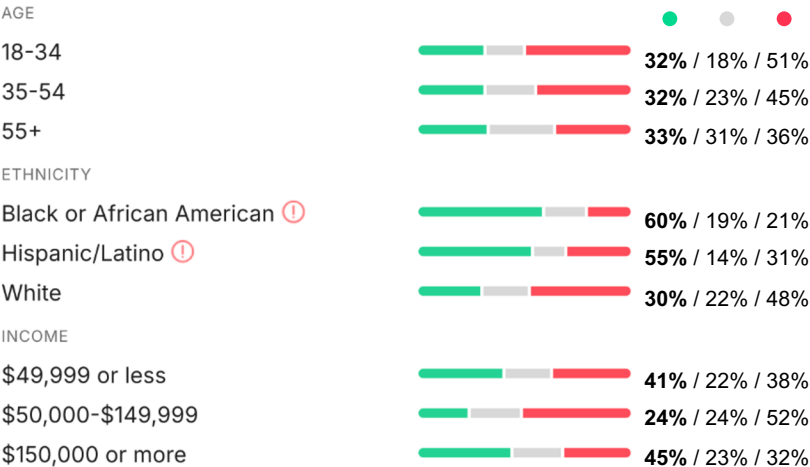
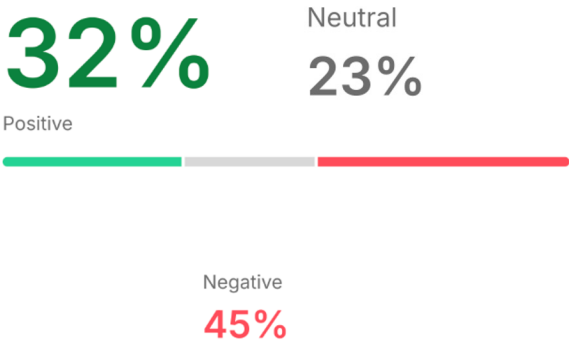
The next pages highlight seven community characteristics of interest, selected by our analysts, along with breakdowns by relevant groups for further analysis.

## Availability of affordable housing





Ease of getting around by public transportation



## Sense of community among residents

38%

Positive

Neutral

32%

Negative

30%



### AGE

18-34



35-54



55+



### ETHNICITY

Black or African American ⓘ



Hispanic/Latino ⓘ



White



### INCOME

\$49,999 or less






\$50,000-\$149,999



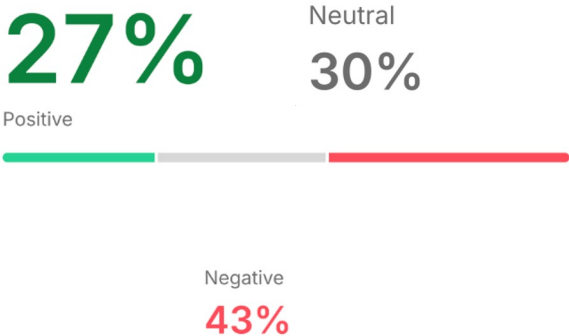
\$150,000 or more








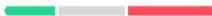



### KEY

-  POSITIVE
-  NEUTRAL
-  NEGATIVE

Ability for residents to give input to the  
Fargo government



AGE		
18-34		30% / 30% / 40%
35-54		20% / 31% / 49%
55+		29% / 29% / 42%
ETHNICITY		
Black or African American ⓘ		50% / 32% / 18%
Hispanic/Latino ⓘ		41% / 31% / 27%
White		27% / 31% / 42%
INCOME		
\$49,999 or less		25% / 31% / 43%
\$50,000-\$149,999		25% / 32% / 43%
\$150,000 or more		46% / 22% / 32%



## Overall quality of services provided by the City

57%

Positive

Neutral

27%

Negative

16%



### AGE

18-34



35-54



55+



### INCOME

\$49,999 or less



\$50,000-\$149,999



\$150,000 or more



### EDUCATION

High school degree or less






Some college or college degree



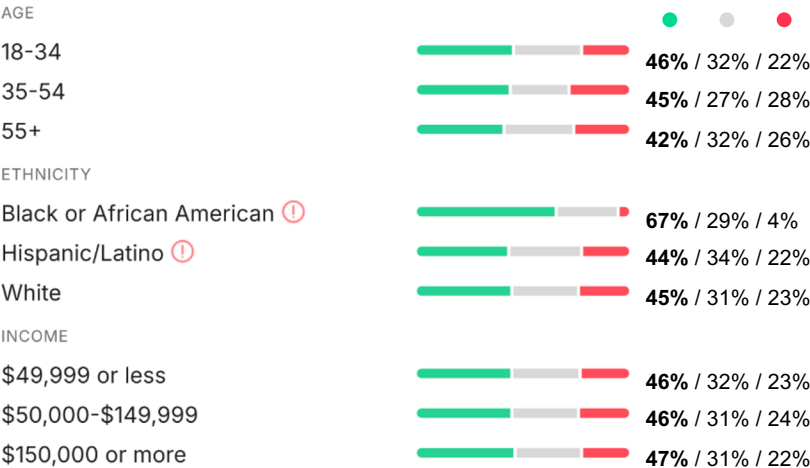
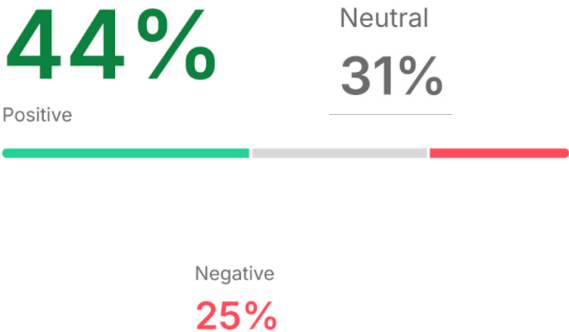
Higher education degree



### KEY

-  POSITIVE
-  NEUTRAL
-  NEGATIVE

Sense of overall safety



How likely are you to be living in Fargo  
5 years from now?

58%

Positive

Neutral  
20%

Negative  
22%



AGE






ETHNICITY



INCOME



KEY

-  POSITIVE
-  NEUTRAL
-  NEGATIVE

# Community Benchmark

We aim to help Zencity clients understand their results and put them into context. To that end, we will compare Fargo's results to the United States as a whole and against communities with similar characteristics such as size, population density, and region (their "cohort").

These cohorts help to distinguish patterns unique to each client from those that are common in similar communities.

## How we compare Fargo to other similar communities

### Creating the cohorts

First, all cities and towns in the US are put into cohorts based on geography and demographics. In this report, we used all cities in the Midwest with a population of 100,000 or more (excluding Chicago), and added cities that Fargo typically compares itself with; 62 cities were included in the cohort scores. You can find the list of cities after the questionnaire in this report.

### Creating cohort scores and national benchmark scores

The Zencity National Benchmark Survey is conducted semiannually, collecting about 5,000 responses across the country. The cohort scores are the weighted average of scores for respondents in each cohort. These weights are calculated to match the client's own demographics, to make them directly comparable to the clients' scores. National scores are calculated in a similar manner.



## Your Cohort

The table below shows some demographics of your community and general makeup of cities in your cohort. Note that all age percentages are the percent of the 18 and over population.

The full list of communities in your cohort are in the back of this report. Because we are creating a cohort from the National Benchmark Survey data instead of running representative surveys of selected communities, most cohort scores are generated from a few responses from each community.

	<b>18+ Pop.</b>	<b>% age 18-34</b>	<b>% age 55+</b>	<b>% White</b>	<b>% Black</b>	<b>% Hispanic</b>	<b>Median income</b>
Fargo, ND	102,587	44%	29%	81%	8%	3%	\$64,432
	<b>Median 18+ Pop.</b>	<b>Avg. % 18-34</b>	<b>Avg. % age 55+</b>	<b>Avg. % White</b>	<b>Avg. % Black</b>	<b>Avg. % Hispanic</b>	<b>Avg. Median Income</b>
Fargo Custom Cohort	234,807	36%	33%	75%	18%	11%	\$65,866

# Communities Included in the Benchmark Cohort

## Colorado:

Aurora (397,811)

Boulder (105,156)

Colorado Springs (491,441)

Fort Collins (170,507)

Pueblo (110,803)

## Illinois:

Aurora (176,679)

Elgin (112,874)

Joliet (150,568)

Naperville (150,520)

Peoria (109,665)

Rockford (145,270)

Springfield (111,959)

## Indiana:

Evansville (114,651)

Fort Wayne (271,865)

Indianapolis City (876,665)

South Bend (103,415)

## Iowa:

Cedar Rapids (135,358)

Davenport (100,354)

Des Moines (209,232)

Iowa City (75,678)

Sioux City (85,727)

## Kansas:

Kansas City (151,811)

Lawrence (96,207)

Lenexa (58,536)

Overland Park (196,874)

Topeka (125,154)

Wichita (395,484)

## Michigan:

Ann Arbor (117,971)

Detroit (631,524)

Grand Rapids (195,908)

Lansing (111,964)

Sterling Heights (133,055)

Warren (135,832)

## Minnesota:

Duluth (87,680)

Minneapolis (423,250)

Rochester (122,692)

St. Cloud (71,013)

St. Paul (301,380)

## Missouri:

Columbia (130,337)

Independence (120,263)

Kansas City (511,532)

Lee's Summit (105,038)

St. Louis (275,506)

Springfield (170,525)

## Montana:

Billings (122,077)

## Nebraska:

Lincoln (295,798)

Omaha (480,194)

## North Dakota:

Bismarck (75,092)

Fargo (135,588)

Grand Forks (58,921)

## Ohio:

Akron (188,219)

Cincinnati (311,595)

Cleveland (359,606)

Columbus (915,427)

Dayton (134,850)

Toledo (263,646)

## South Dakota:

Rapid City (79,404)

Sioux Falls (210,734)

## Wisconsin:

Green Bay (105,235)

Madison (282,005)

Milwaukee (556,111)

## Wyoming:

Cheyenne (65,168)




# Community Benchmark

Fargo, ND  
2024 Community Survey

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The overall quality of life in Fargo is **3% higher** than its cohort and slightly lower than the national score.



-  Fargo
-  Cohort
-  National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Fargo?	64%	59%	61%	
How likely are you to be living in Fargo 5 years from now?	61%	56%	58%	
How likely are you to recommend Fargo as a place to live?	61%	56%	54%	

0%25%50%75%100%

# Community Benchmark

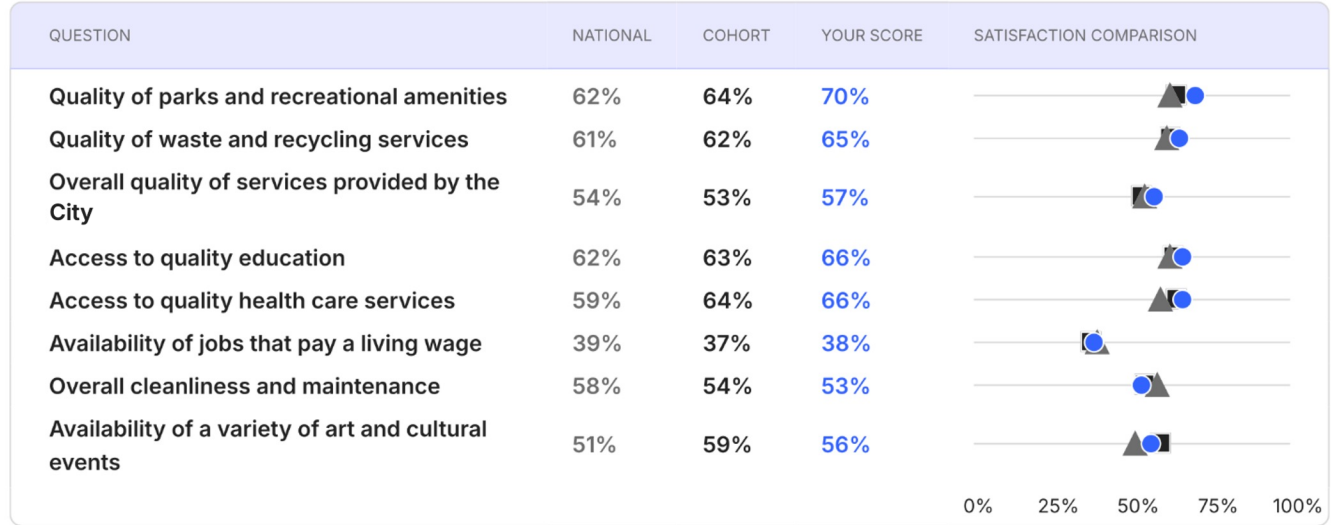
Fargo, ND  
2024 Community Survey

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## Satisfaction with Life in Fargo

Breakdown by characteristic

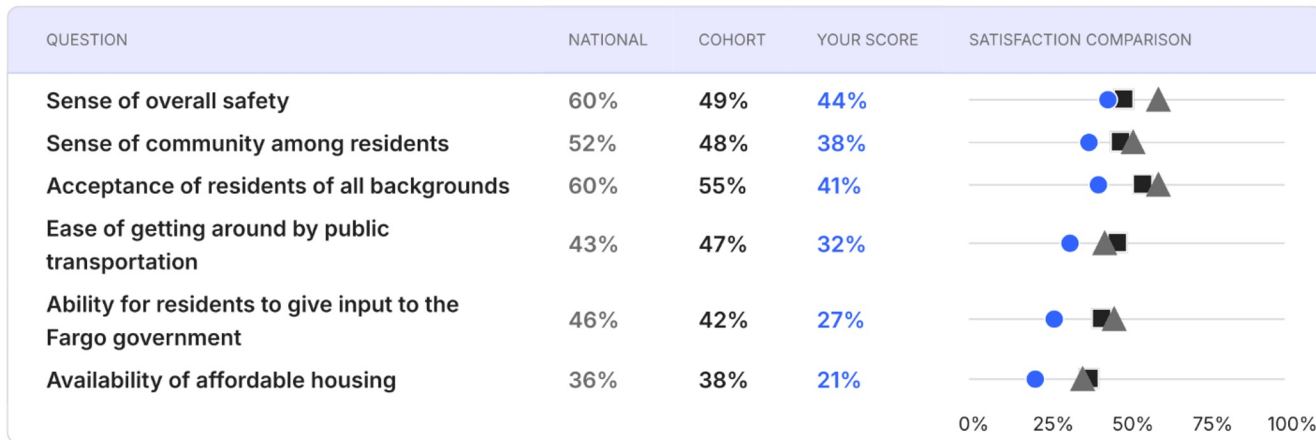
- Fargo
- Cohort
- ▲ National



## Satisfaction with Life in Fargo

Breakdown by characteristic

- Fargo
- Cohort
- ▲ National



# Free-Text Responses

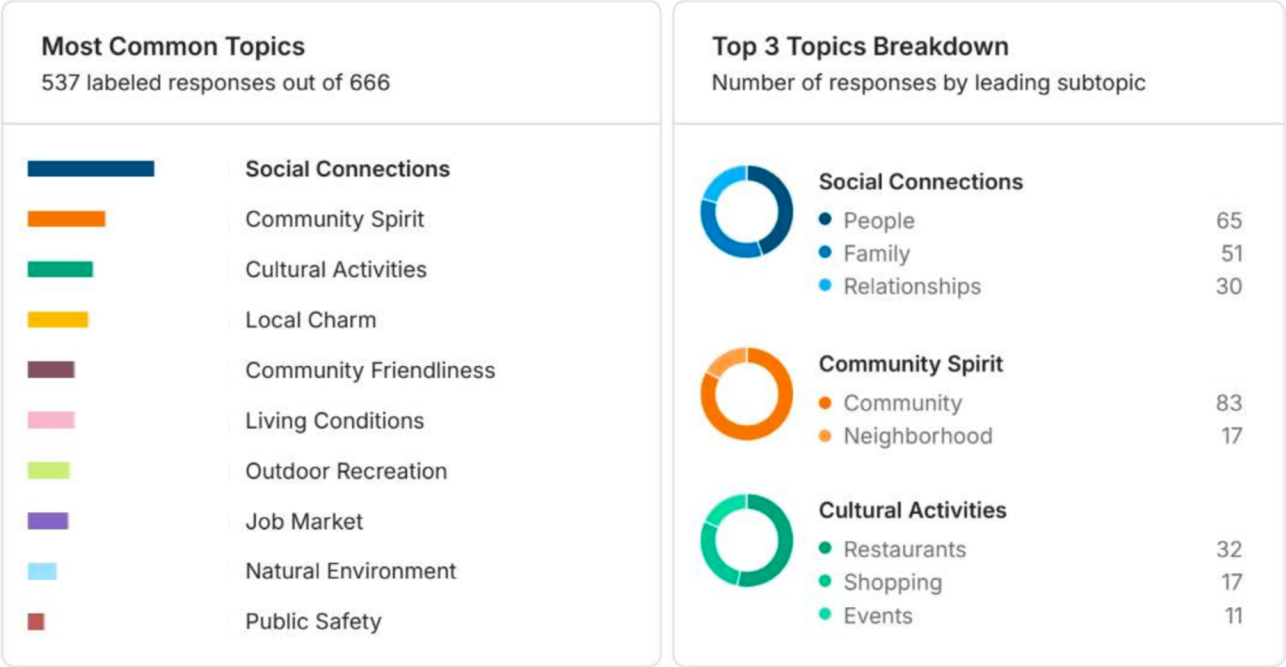
Respondents were asked open-ended questions about what the Fargo government does well and how Fargo could improve its services.

This section presents the main themes from both questions. Using our proprietary AI algorithm, responses are analyzed and categorized into unique topics and subtopics for Fargo, with multiple labels assigned to responses when relevant.

To ensure comprehensive information, responses that have been flagged as invalid (e.g., under 18, missing demographic data, or invalid ZIP codes but claiming residency in Fargo) are analyzed in the free-text responses but excluded from the quantitative results.

BETA

Question:  
**What is your favorite  
thing about living in  
Fargo?**

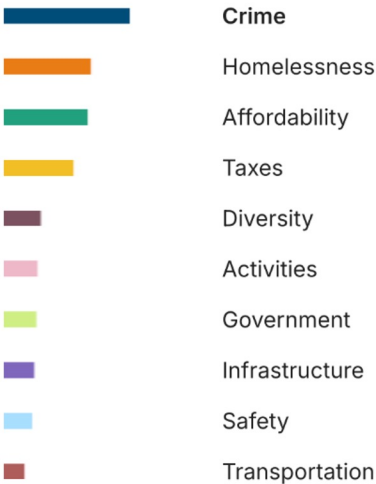


BETA

Question:  
**What is the thing you  
would most want to  
change about life in  
Fargo?**

### Most Common Topics

469 labeled responses out of 730



### Top 3 Topics Breakdown

Number of responses by leading subtopic



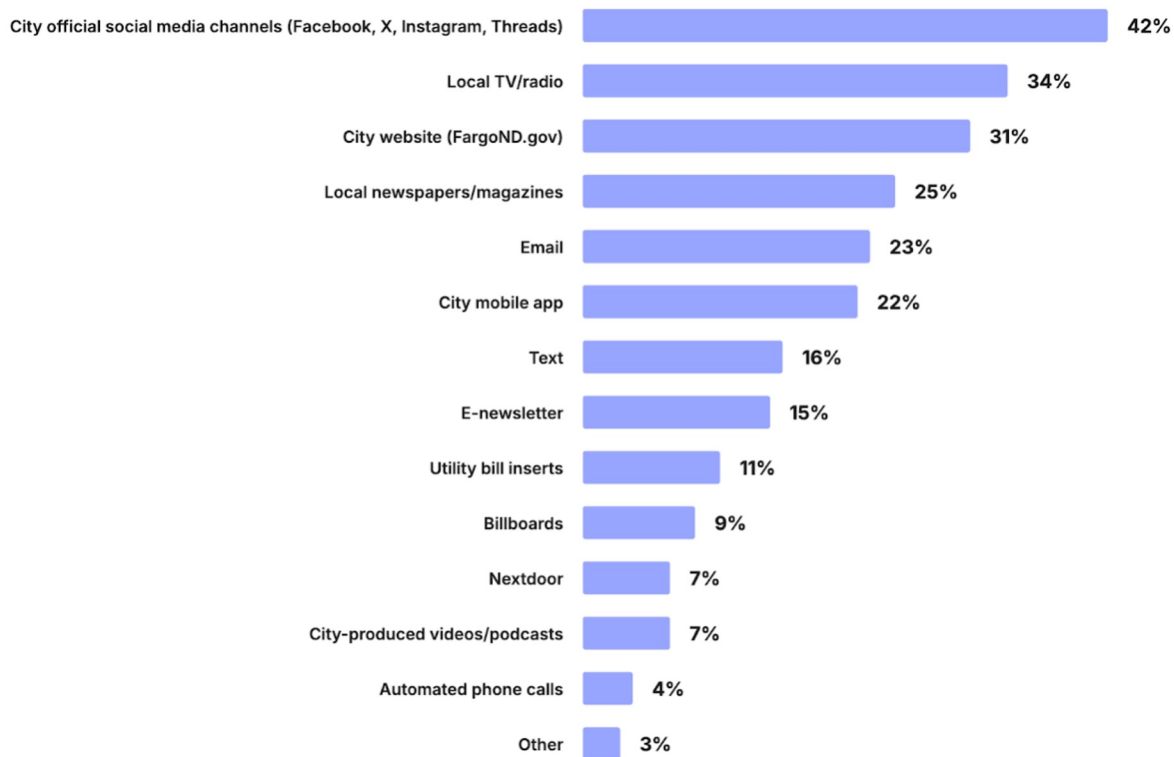


# Rotating Survey Section

The rotating survey section focuses on areas of interest each cycle and can be updated as new areas of interest emerge.

## How would you like to receive City news, information, and community engagement opportunities?

760 respondents answered this question



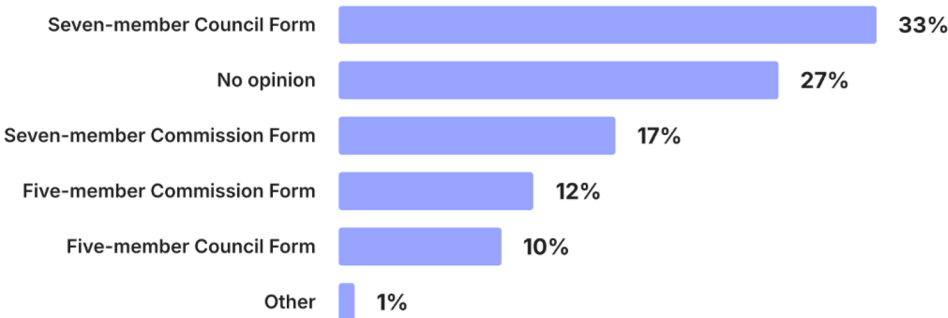
## How would you like to receive City news, information, and community engagement opportunities?

760 respondents answered this question

Age: 18-34	Age: 35-54	Age: 55+
City official social media channels (49.3%)	City official social media channels (47.7%)	Local TV/radio (43.6%)
City website - FargoND.gov (29.7%)	City website - FargoND.gov (36.5%)	Local newspapers/magazines (30.1%)
Local TV/radio (29.0%)	Local TV/radio (30.6%)	City website - FargoND.gov (27.8%)
City mobile app (24.1%)	City mobile app (26.9%)	City official social media channels (27.4%)
Email (23.7%)	Local newspapers/magazines (26.6%)	Email (23.1%)
Local newspapers/magazines (21.3%)	Email (23.6%)	E-newsletter (18.8%)
Text (19.9%)	Text (13.1%)	City mobile app (17.5%)
E-newsletter (13.1%)	E-newsletter (12.7%)	Text (13.4%)
Utility bill inserts (12.3%)	Nextdoor (10.5%)	Utility bill inserts (9.8%)
Billboards (12.2%)	Billboards (8.9%)	Nextdoor (6.8%)
City-produced videos/podcasts (9.8%)	Utility bill inserts (8.4%)	Billboards (4.0%)
Automated phone calls (6.7%)	City-produced videos/podcasts (7.0%)	City-produced videos/podcasts (3.4%)
Nextdoor (5.7%)	Other (2.4%)	Automated phone calls (2.6%)
Other (4.5%)	Automated phone calls (0.0%)	Other (1.7%)

Which of the governmental structures would most like to see?

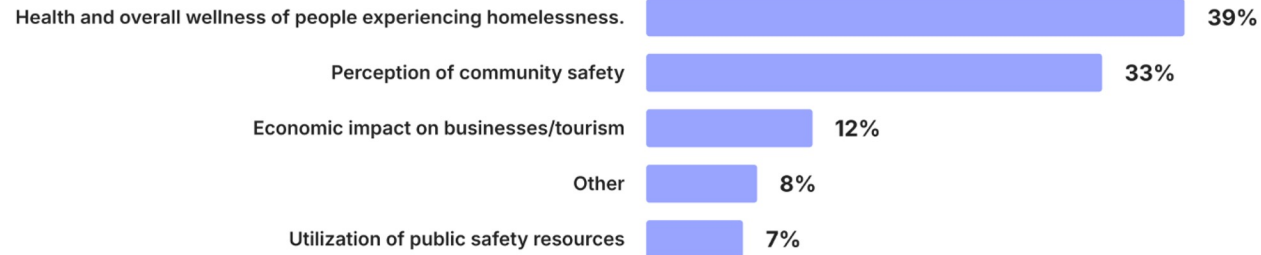
777 respondents answered this question



- **SEVEN-MEMBER COUNCIL FORM:** Convert to a Council-form of government, whereby seven elected officials may be elected from wards/districts or a combination of wards/districts and at-large, with the Mayor being elected at-large.
- **SEVEN-MEMBER COMMISSION FORM:** Continue with the current Commission-form of government but expand to seven at-large elected members, one of whom shall serve as the Mayor.
- **FIVE-MEMBER COMMISSION FORM:** Keep with the current Commission-form of government with five at-large elected members, one of whom shall serve as the Mayor (no change from the current model).
- **FIVE-MEMBER COUNCIL FORM:** Convert to a Council-form of government, whereby five elected officials may be elected from wards/districts or a combination of wards/districts and at-large, with the Mayor being elected at-large.
- **OTHER:** The City of Fargo should explore other forms of government, but I am unsure as to which format is the best fit for Fargo.

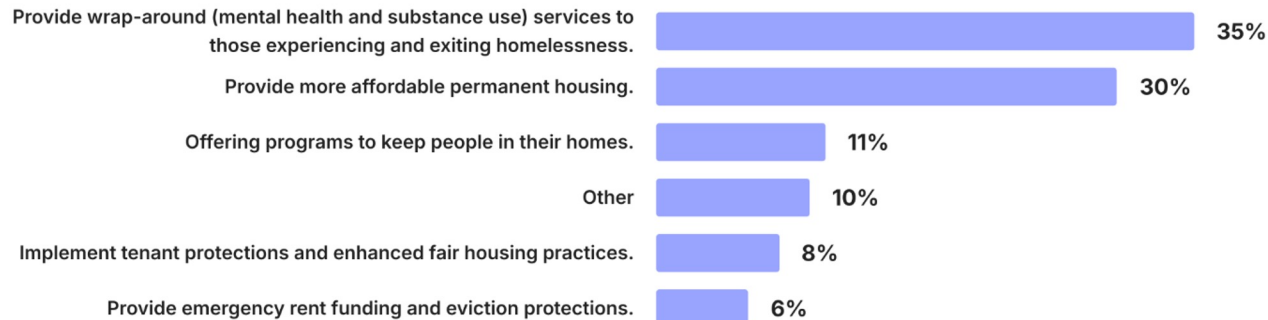
## What do you believe is the top concern associated with homelessness in the Fargo-Moorhead-West Fargo metro?

691 respondents answered this question



**In your opinion, what should be done in order to reduce the prevalence of homelessness locally in the Fargo-Moorhead-West Fargo metro, recognizing these solutions will require financial investments to achieve?**

742 respondents answered this question



# The Questionnaire

QUESTIONS	CHOICES
How is the overall quality of life in Fargo? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Fargo as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Fargo 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
Availability of affordable housing	1 - 5 Scale (Poor - Excellent)
Availability of jobs that pay a living wage	1 - 5 Scale (Poor - Excellent)
Access to quality health care services	1 - 5 Scale (Poor - Excellent)
Ease of getting around by public transportation	1 - 5 Scale (Poor - Excellent)
Access to quality education	1 - 5 Scale (Poor - Excellent)



QUESTIONS	CHOICES
Availability of a variety of art and cultural events	1 - 5 Scale (Poor - Excellent)
Sense of overall safety	1 - 5 Scale (Poor - Excellent)
Sense of community among residents	1 - 5 Scale (Poor - Excellent)
Acceptance of residents of all backgrounds	1 - 5 Scale (Poor - Excellent)
Ability for residents to give input to the Fargo government	1 - 5 Scale (Poor - Excellent)
Overall cleanliness and maintenance	1 - 5 Scale (Poor - Excellent)
Quality of parks and recreational amenities	1 - 5 Scale (Poor - Excellent)
Quality of waste and recycling services	1 - 5 Scale (Poor - Excellent)

QUESTIONS	CHOICES
Overall quality of services provided by the city	1 - 5 Scale (Poor - Excellent)
Perception of customer service skills of The City of Fargo employees in your previous interactions	1 - 5 Scale (Poor - Excellent)
Overall condition of The City's in-town roadway infrastructure	1 - 5 Scale (Poor - Excellent)
What is your favorite thing about living in Fargo?	Open Ended
What is the thing you would most want to change about life in Fargo?	Open Ended
How would you like to receive City news, information, and community engagement opportunities?	City website (FargoND.gov) / City official social media channels (Facebook, X, Instagram, Threads) / Nextdoor / City-produced videos/podcasts / E-newsletter / Utility bill inserts / Email / Text / Local TV/radio / Local newspapers/magazines / City mobile app / Billboards / Automated phone calls / Other
Which of the governmental structures would most like to see?	Five-member Commission Form / Seven-member Commission Form / Five-member Council Form / Seven-member Council Form / No opinion / Other
What do you believe is the top concern associated with homelessness in the Fargo-Moorhead-West Fargo metro?	Economic impact on businesses/tourism / Health and overall wellness of people experiencing homelessness. / Perception of community safety / Utilization of public safety resources / Other

QUESTIONS	CHOICES
In your opinion, what should be done in order to reduce the prevalence of homelessness locally in the Fargo-Moorhead-West Fargo metro, recognizing these solutions will require financial investments to achieve?	Provide more affordable permanent housing. / Offering programs to keep people in their homes. / Provide wrap-around (mental health and substance use) services to those experiencing and exiting homelessness. / Implement tenant protections and enhanced fair housing practices. / Provide emergency rent funding and eviction protections. / Other
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current situation? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say

QUESTIONS	CHOICES
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
Were you born in the United States? *	Yes, born in the United States / No, born outside the United States / Prefer not to say
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more / Prefer not to say