



# 2021 Home Owner Satisfaction Survey

*Understanding Homeowner Impressions of Tarion*

## Executive Summary and Detailed Findings

Prepared for: Tarion

**Year 2-7 Possessions  
10 March 2022**

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## Introduction

This report highlights the results from a survey of homeowners who are in their second through seventh year of possession of a new construction dwelling in Ontario (“homeowners”). This study has been conducted by Tarion since 2009. This report is designed to help Tarion understand trends and identify the challenges and opportunities of maintaining and improving service to homeowners across all stages of the warranty lifecycle.

### Why the Need for Research?

The primary goal of this research is to understand homeowners’ perceptions of Tarion’s service and image, among various other factors across all stages of the warranty lifecycle. Tarion will use the insights gained from this research to gauge perceptions of its corporate performance. In addition, the results will provide current data that can be used in decision-making about future homeowner communications and service improvement strategies across all stages of the warranty lifecycle.

### Research Approach

Forum Research used a questionnaire provided by Tarion to survey homeowners.

Survey invitations and reminders were sent to a sample of 217,717 homeowners who took possession of their homes between October 1, 2014 and August 31, 2021. Coinciding with the timing of the Year 1 survey in 2021, qualified home buyers were either emailed or postage mailed an invitation to complete an online survey. All homeowners were provided with an option to dial in to a toll-free number to request a paper copy of the survey, sent to them with a postage-paid return envelope. The survey was offered in English, French, Mandarin, Punjabi, and Farsi.

- **165,967 invitations** were sent via email, where an email address was present on file
  - To enhance response rates, 5 reminders were sent by email to non-responders
- **52,383 invitations** were mailed to those who did not have email addresses on file. Homeowners were sent postcards with a link to the online survey and instructions on how to access it.
  - 1 post card reminder was sent to non-responders
- **161,373 reminder calls** were made by IVR method, where a valid telephone number was present on file
  - 1 reminder call was made to non-responders.

With each subsequent reminder, respondents who had completed the survey, sold the property, and/or unsubscribed from the survey were removed from the list.

The survey had two parts. The first part asked questions about the homeowners’ experiences with Tarion and the second part asked questions about their experience with their builder.

All homeowners received a personal identification number to permit access to the online survey and to prevent duplicate responses. Incentives (draws for one of five pre-paid Mastercards, worth \$500 each) were offered to encourage both overall and online participation. Tarion agreed not to discuss the contents of the survey with homeowners at any time while it was in the field.

Respondents could complete the survey between September 16<sup>th</sup> and December 7<sup>th</sup>, 2021. Forum Research accepted and tabulated all surveys received on or before this date. The average survey length was about 11 minutes.

In total, 13,780 completed surveys were received. This represented a survey response rate of 6.3%. Almost all survey respondents (94%) reported that they were the person(s) who originally purchased the home from the builder. The breakdown of the 13,780 completed surveys by year of possession consisted of the following:

- 5,060 - 2nd year homeowners
- 2,727 - 3rd year homeowners
- 2,165 - 4th year homeowners
- 2,004 - 5th year homeowners
- 1,222 - 6th year homeowners
- 602 - 7th year homeowners

At a 95% level of confidence, the margin of error on the total sample size of 13,780 is +/- 0.81%. Results for sub-samples by each year of possession have a higher margin of error.

This report begins with an Executive Summary outlining the key findings and conclusions from the research, followed by a detailed analysis of the results.

*Note: Some percentages in this report may not add up to their individual parts due to rounding. Total percentages (e.g., % satisfied) do accurately reflect their unrounded parts. "N/C" denotes no change.*

*Unless noted otherwise, all percentage callouts/commentary in this report are with regards to the top two categories (T2B, e.g., very satisfied + somewhat satisfied). Percentage callouts/commentary in this report with regards to the bottom two categories will be referred to as BTM2 (e.g., somewhat dissatisfied + very dissatisfied).*

## Executive Summary

This executive summary highlights the results from Tarion's 2021 Home Owner Satisfaction Survey of Ontario consumers in their second through seventh year of warranty coverage (i.e., those who took possession of a new home between October 1, 2014 and August 31, 2021 – otherwise known as “Year 2-7 homeowners”). Where survey questions are common, the results are compared with the results of Tarion's 2021 survey of homeowners in their first year of warranty coverage (those who took possession of their home between October 1, 2020 and August 31, 2021).

This survey sought to understand homeowners' overall impressions of Tarion and their satisfaction with Tarion's customer service and overall warranty coverage. A copy of the questionnaire is appended to this report.

### Key Findings of Tarion's 2021 Year 2-7 Home Owner Survey

- In 2020, impressions of Tarion had generally rebounded from 2019 on many key performance measures, returning to 2017-2018 levels.

In 2021, ratings of Tarion continued the rebound that started in 2020. This occurred across most measures of Tarion's performance including overall impressions/favourability, advocacy, and Tarion interactions ratings. The increases occur in overall Year 2-7 ratings and individual years of the warranty lifecycle (Year 3, Year 4, etc.).

This is not true in terms of builders' warranties. Satisfaction with warranty coverage and awareness of warranty repair timelines tends to be unchanged or has declined since 2020.

- The consistent pattern seen throughout the research is that homeowners in the earlier stages of the warranty lifecycle (particularly Year 1, followed by Year 2), have the strongest or most positive overall perceptions of Tarion. This is also when most homeowners are likely to contact Tarion. Contact and impressions generally continue to decline through Year 7.
  - The pattern specific to warranty-related attributes is somewhat different. Ratings for Tarion's role in ensuring warranty rights and obligations, and satisfaction with warranty coverage, are highest in Year 2 of owning a home, drop significantly in Years 3 and 4, and then generally flatten out after Year 4. This pattern has occurred since the survey began in 2009.
- In 2020, homeowners in Year 6 of the warranty lifecycle appeared to present a challenge. Their perceptions of Tarion were lower than other owners on some attributes, their awareness of the warranty repair period timelines picked up significantly, and their use of self-serve contact platforms (e.g., MyHome) appeared to be higher than other owners. Many of these findings were directional and not statistically significant, but showed a consistent pattern.

This seems to have been an anomaly. In 2021, this pattern is not seen. Instead, Year 6 declines in Tarion perceptions and use of the self-serve platforms are part of a larger tendency for perceptions to decline throughout the warranty lifecycle. Year 6 awareness of warranty period timelines significantly dropped again.

More specific findings show that...

- Overall perceptions of Tarion among Year 2-7 homeowners are positive, with 77% having a very/somewhat favourable view and 38% having a *very* favourable impression. Impressions of Tarion are most positive among homeowners in the early stages of the warranty lifecycle: Year 2 and Year 1 homeowners have the most favourable impressions of Tarion (82% and 85% respectively), and then ratings decline steadily through Year 6 (holding steady in Year 7).
- Tarion’s “Advocacy” measure follows the same pattern. About two-thirds of Year 2-7 homeowners (66%) would definitely/probably say positive things about Tarion (37% would *definitely* do so). Willingness to advocate for Tarion is highest among more recent homeowners: Year 2 homeowners are about as likely as Year 1 homeowners to recommend Tarion (71% and 72% respectively), and then willingness to advocate drops off through Years 3-6 (holding steady in Year 7).
- Similarly, among Year 2-7 homeowners, Year 2 owners are most satisfied with their interactions/contact with Tarion (60%), followed by Year 3 owners (52%) and satisfaction continues to fall steadily through Year 7 (46%).
  - Interestingly, the number of homeowners contacting Tarion is highest in the earlier years of the warranty lifecycle (71% of Year 2 and 51% of Year 3 owners have contacted Tarion in 2021 versus 15% of Year 7 owners). While relatively few homeowners contact Tarion in the later stages of the warranty lifecycle, the ones who do make contact are least satisfied with Tarion.
- Eighty-five percent (85%) or more of homeowners in each of Years 2 to Year 7 indicate that Tarion’s commitment to customer service has either improved or remained the same over time. In 2021, Tarion’s commitment is generally as high as in 2019 and 2020. Overall, 44% say that Tarion’s customer service has *improved*.
- In 2021, Tarion’s performance on its Key Performance Indicator criteria is strong among Year 2-7 homeowners. Tarion’s greatest strength continues to be its *accessibility*, which is rated favourably by 86% of homeowners. About three-quarters of owners agree that Tarion is *easy to do business with* (77%) and *listens to homeowners’ needs and concerns* (76%). Impressions of Tarion decline over time on all three attributes. That is, those who have taken possession of their homes more recently (especially those who are in Year 2 and Year 3) rate Tarion higher than more established homeowners.

% Agree Tarion is...	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
<b>Accessible</b>	86%	88%	86%	83%	85%	81%	83%
<b>Easy to do business with</b>	77%	82%	77%	73%	73%	70%	68%
<b>Listens to needs and concerns</b>	76%	81%	77%	72%	72%	69%	69%
<b>Open and transparent</b>	77%	81%	78%	72%	74%	71%	70%



- In 2021, about three-quarters of respondents agree that Tarion performs well on matters relating to warranty rights and obligations. Tarion’s greatest strength continues to be the *help it gives new homeowners in understanding their warranty rights and obligations*: this is rated significantly higher than other related attributes for the seventh year in a row (79% agree). Year 2 homeowners have the most favourable impressions of Tarion on warranty-related attributes. Ratings drop significantly in Years 3 and 4 of owning a home, and then generally flatten out after Year 4.
- In 2021, self-serve options continue to be the primary means of interacting with Tarion, including statutory warranty forms (64% of Year 2-7 homeowners), “MyHome” (48%) and Tarion’s website (47%). Contact through these three platforms appears to have increased slightly in 2021, especially for “MyHome”, after an ongoing decrease that has occurred since 2016 (including a considerable decline in use of the statutory warranty form and “MyHome” in 2020).
- In 2021, 45% of Year 2-7 homeowners have used or referenced Tarion’s Construction Performance Guidelines, about the same number that used it in 2020 and 2019.



## Detailed Findings

The Detailed Findings are divided into four broad sections. The first and second sections explore homeowners' impressions of and interactions with Tarion.

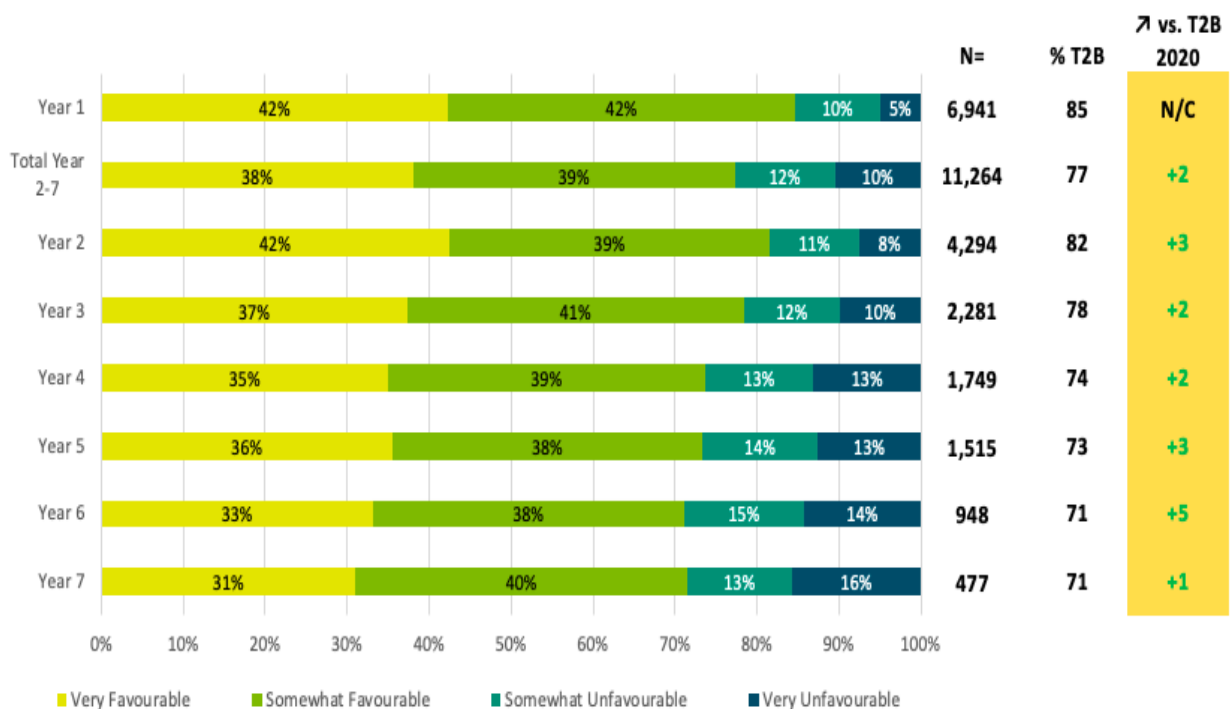
The third section presents a summary of interactions with customer service and the final section evaluates homeowners' satisfaction with Tarion's warranty coverage.

## Home Owners' Overall Impressions of Tarion

The overall rating of Tarion among Year 2-7 owners is favourable: 77% have a very/somewhat favourable impression and 38% have a very favourable impression.

Overall, Year 2-7 perceptions have continued to rebound in 2021, after a decrease between 2018-2019. Each of the individual Year 2 through Year 7 scores has also continued the rebound that started in 2020.

In 2021, Year 2-7 homeowners have significantly less favourable impressions of Tarion than Year 1 homeowners (77% and 85% give favourable ratings respectively). Year 2 homeowner ratings are only slightly lower than Year 1 ratings, and then ratings steadily drop off through Years 3-6.



Source: A9. Overall, would you say your impression of Tarion is...?

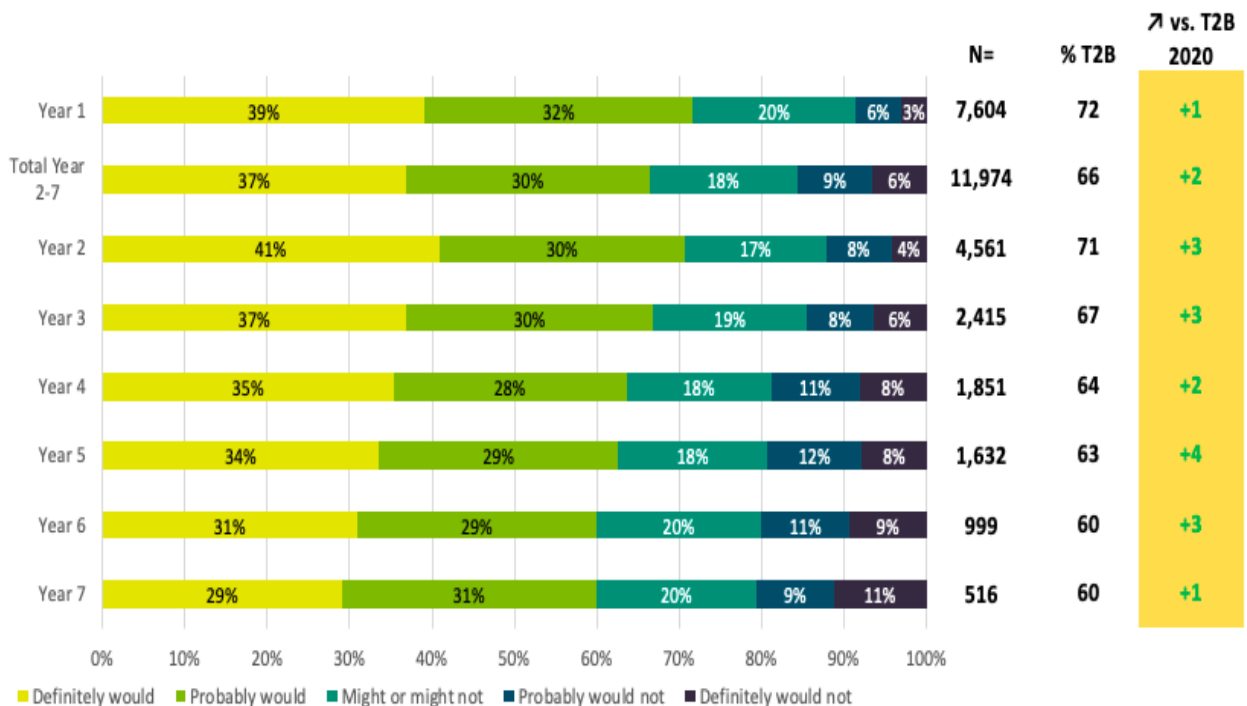
# Homeowner Advocacy for Tarion

## Likelihood of Home Owners Recommending Tarion

Overall, Tarion’s “Advocacy” measure (likelihood to recommend an organization or to say positive things about it to others) follows the same pattern as its “favourability” measure.

Again, Year 2-7 homeowners overall are significantly less willing to advocate for Tarion than Year 1 owners (66% compared to 72%). However, the 2020 rebound in the advocacy ratings among Year 2-7 owners, overall and among each individual year, has continued through 2021. In 2021, significant increases in ratings occurred in most years, as they did in the previous year.

In 2021, Year 2 homeowners are as likely as Year 1 homeowners to recommend Tarion, and then willingness to advocate drops off through Years 3-6.



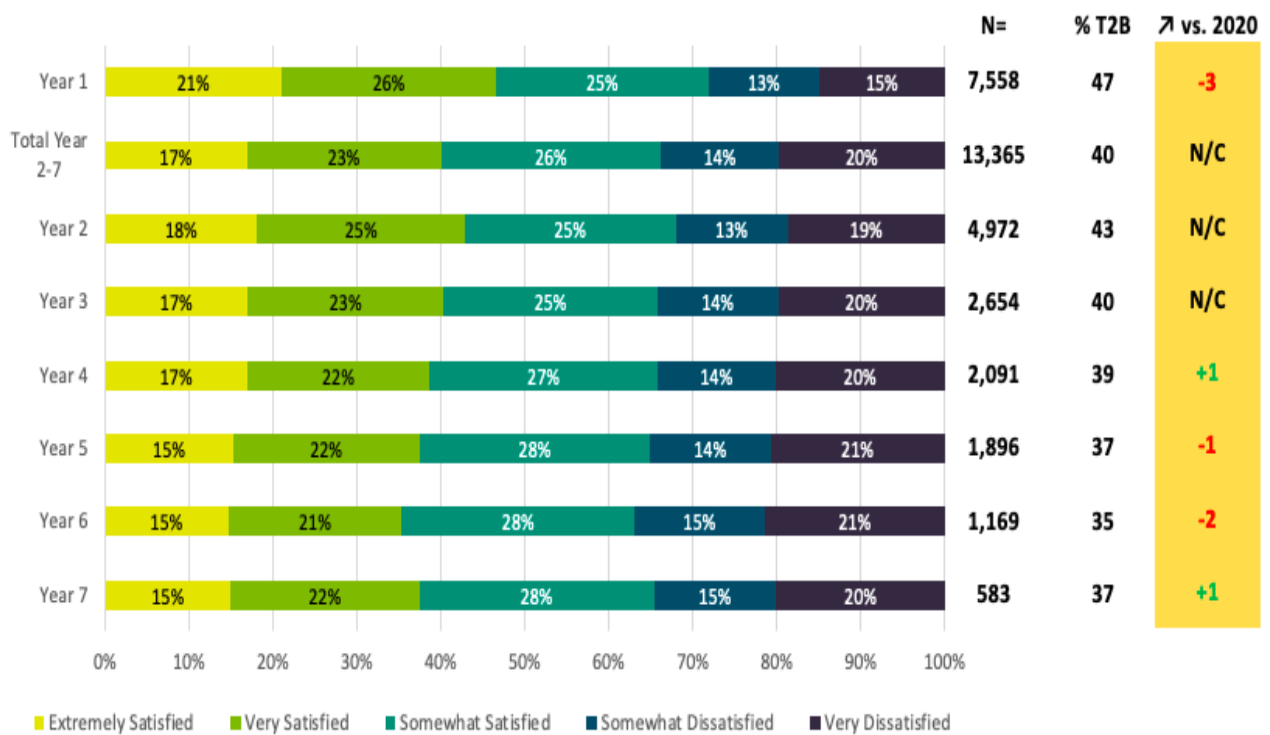
Source:  
**A10. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?**

## Overall Impressions of the Builder

By comparison, ratings of the builder’s overall customer service are less satisfactory. Only 40% of Year 2-7 homeowners give their builders top ratings on overall customer service (versus 66% who would say positive things about Tarion).

The overall Year 2-7 satisfaction rating remains unchanged from 2020 and 2019. Ratings among individual years are also essentially unchanged (no significant differences since 2020).

Year 2-7 homeowners are significantly less satisfied than Year 1 buyers with their builders, since taking possession of their homes (40% and 47% satisfied respectively). After Year 1, Year 2 homeowners are the next-most satisfied with their builders (43%), and then satisfaction drops off among Year 3-7 owners.



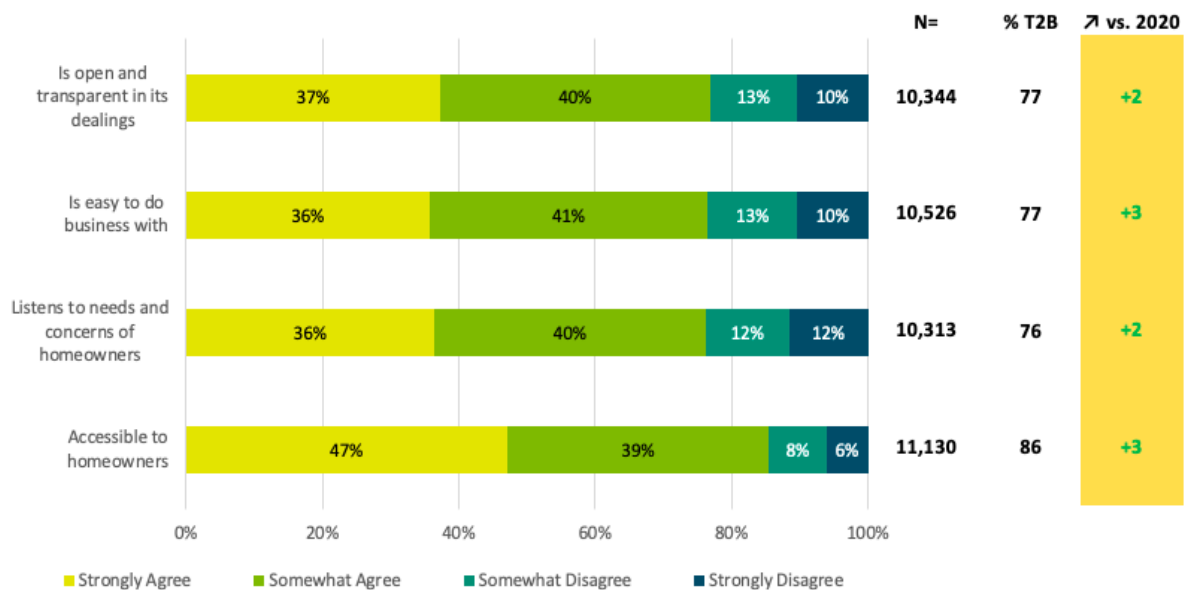
Source:

B11D. Please rate your satisfaction with your builder since you took possession of your home on ... Overall customer service?

## Home Owners' Specific Impressions of Tarion

After a decline in scores in 2019, impressions of Tarion in the four areas listed below rebounded to previous levels in 2020, and have continued to grow through 2021.

In 2021, Tarion's greatest strength continues to be its **accessibility**, which is rated significantly higher than the other three attributes listed below, particularly in terms of the number of homeowners who *strongly* agree that Tarion is accessible to them – the most telling measure. Three-in-four Year 2-7 homeowners also agree that Tarion is open and transparent (77%), is easy to do business with (77%), and listens to needs and concerns of homeowners (76%).



Source:  
A7A-D: Based on your impressions of Tarion, to what extent do you agree or disagree...?

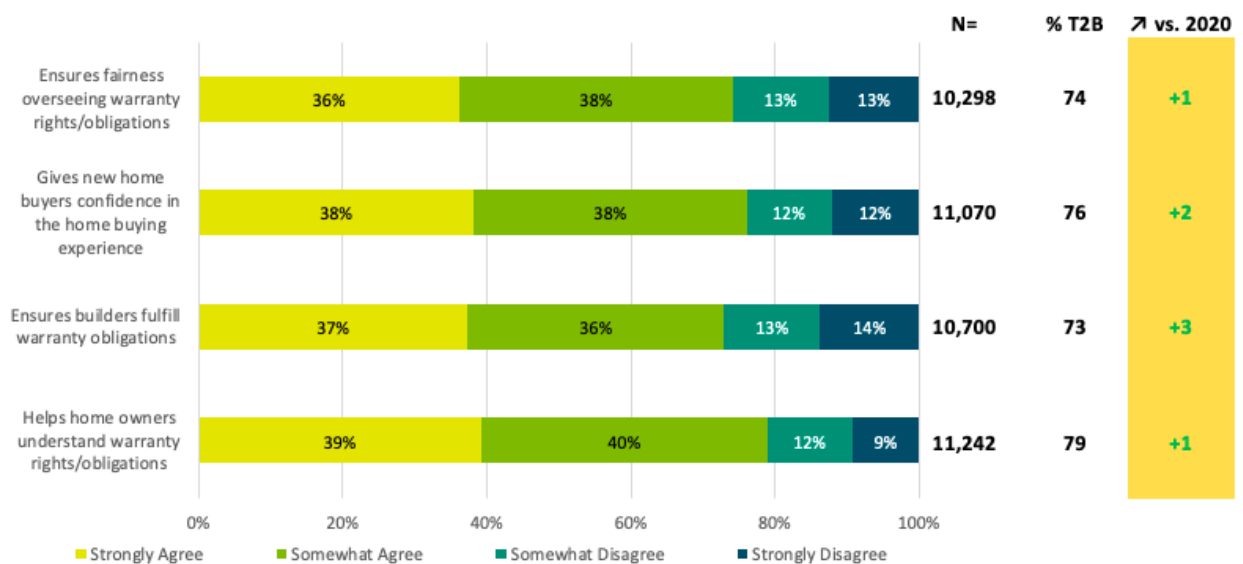
Impressions of Tarion decline over time on all Key Performance Indicators. That is, those who have taken possession of their homes more recently (especially those who are in Year 2 and Year 3) rate Tarion higher than more established homeowners.

% Agree Tarion is...	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Open and transparent	77%	81%	78%	72%	74%	71%	70%
Easy to do business with	77%	82%	77%	73%	73%	70%	68%
Listens to needs and concerns	76%	81%	77%	72%	72%	69%	69%
Accessible	86%	88%	86%	83%	85%	81%	83%

In 2021, Tarion’s greatest strength in terms of warranty rights and obligations, continues to be the **help it gives new homeowners in understanding their warranty rights and obligations** which is rated significantly higher than the other three attributes listed below for the seventh year in a row (79% agree).

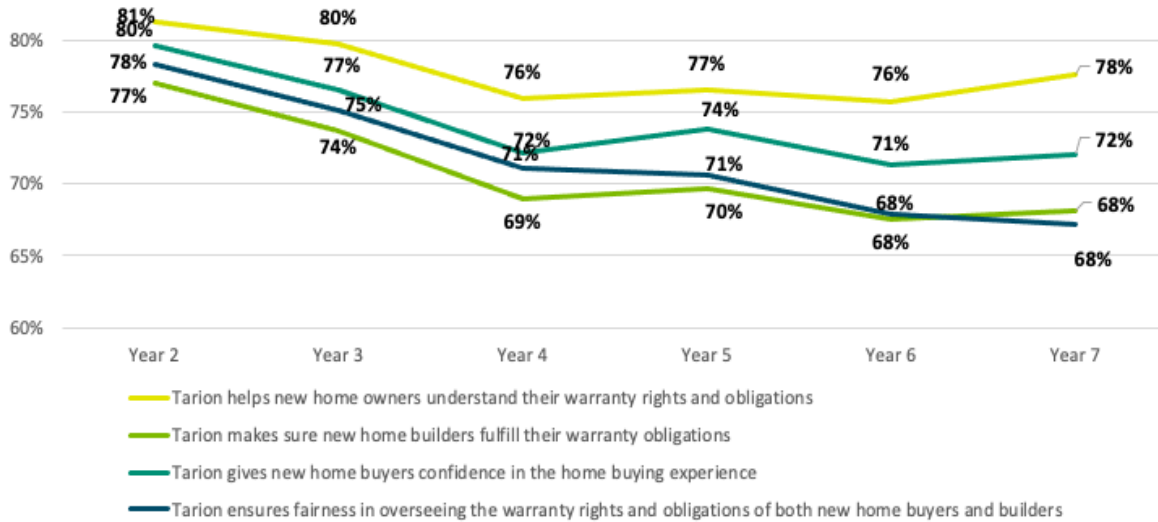
About three-quarters of Year 2-7 respondents also agree that Tarion performs well on all measures of *giving new home buyers confidence in the home buying experience, ensuring fairness in overseeing warranty rights and obligations of both home buyers and builders, and in ensuring builders fulfill their warranty obligations.*

In both 2020 and 2021, scores have increased slightly (but not always significantly). Still, the slight increases in both years, have brought scores closer to 2019 levels.



Source: ABA-D: Based on your impressions of Tarion, to what extent do you agree or disagree...? (Total Valid Responses)

Consistent with other measures, Year 2 homeowners have the most favourable impressions of Tarion on warranty-related attributes. Ratings drop significantly in Years 3 and 4 of owning a newly built home, and then generally flatten out after Year 4.



Source: A8A-D. Based on your impressions of Tarion, to what extent do you agree or disagree...?

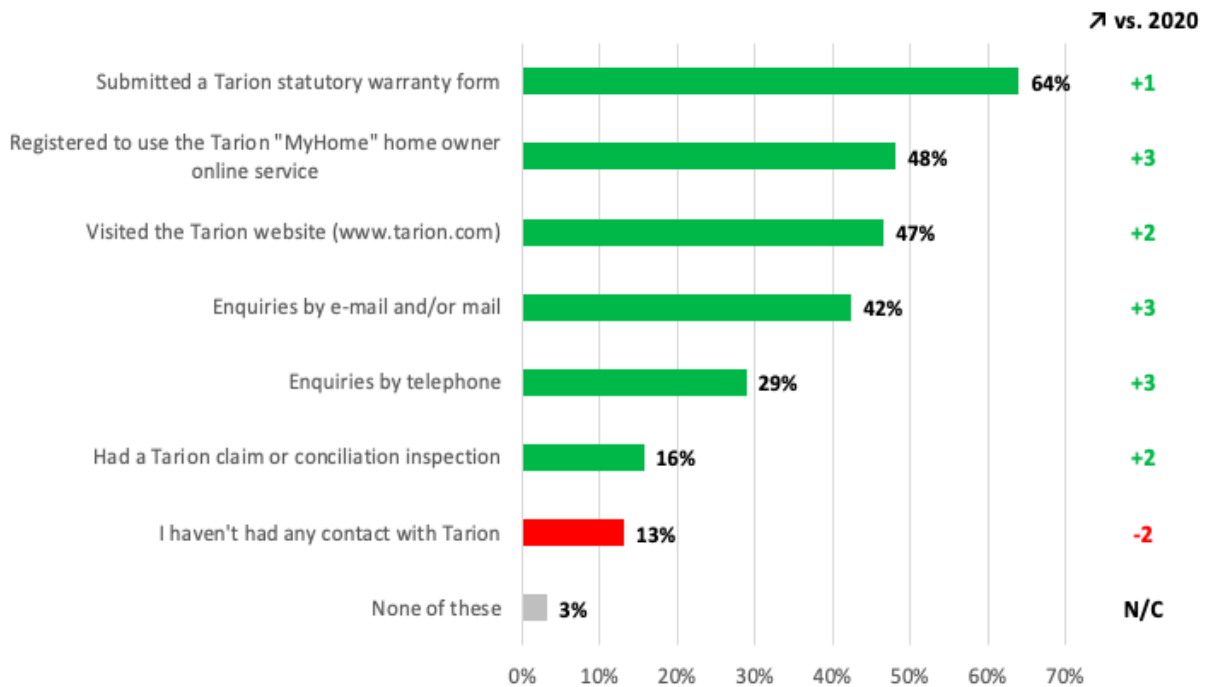
## Tarion Contact and Customer Service

### Nature of Contact with Tarion

In 2021, self-serve options continue to be the primary means of interacting with Tarion. Year 2-7 homeowners interact with Tarion mainly by submitting statutory warranty forms (64%), followed by registering to use “MyHome” (48%) and by visiting Tarion’s website (47%).

Contact through these three platforms appears to have increased slightly in 2021, especially for “MyHome”, after ongoing decreases that have occurred since 2016 (including a considerable decline in use of the statutory warranty form and “MyHome” in 2020).

Direct interactions with Tarion (by email, telephone, or claim/conciliation inspections) have also rebounded in 2021, bringing them back to 2019 levels.



Source:  
A4. What contact, if any, have you had with Tarion? Please check all that apply...  
(N=13,780)

Use of the top three platforms is highest among Year 2 homeowners, and then declines steadily through Year 5 of owning a newly built home. Use flattens between Years 5 and 6, and then picks up again in Year 7.

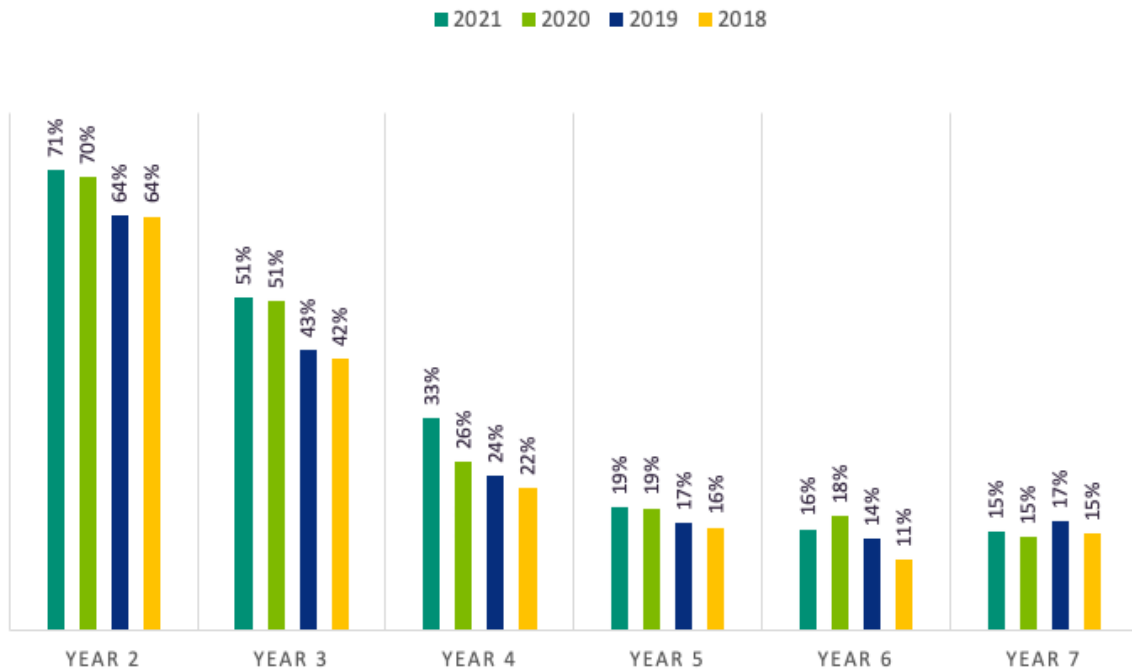
	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Statutory warranty form	64%	70%	67%	61%	55%	55%	61%
MyHome	48%	57%	50%	45%	39%	35%	39%
Website	47%	51%	47%	44%	41%	40%	45%



## Home Owner Contact with Tarion over the Past Year

Year 2-7 homeowners are most likely to contact Tarion in Year 2 of the warranty lifecycle (71% have contacted Tarion in 2021), followed by Year 3 (51%) and then Year 4 (33%). After another significant drop in past-year contacts after Year 4, the percent of owners contacting Tarion in the later warranty stages levels off (there is generally a slight dip in Year 6, which rebounds again in Year 7).

The percent of homeowners contacting Tarion is the same in 2021 and 2020 across all years except Year 4, which saw significantly more past-year contacts in 2021 than in 2020.



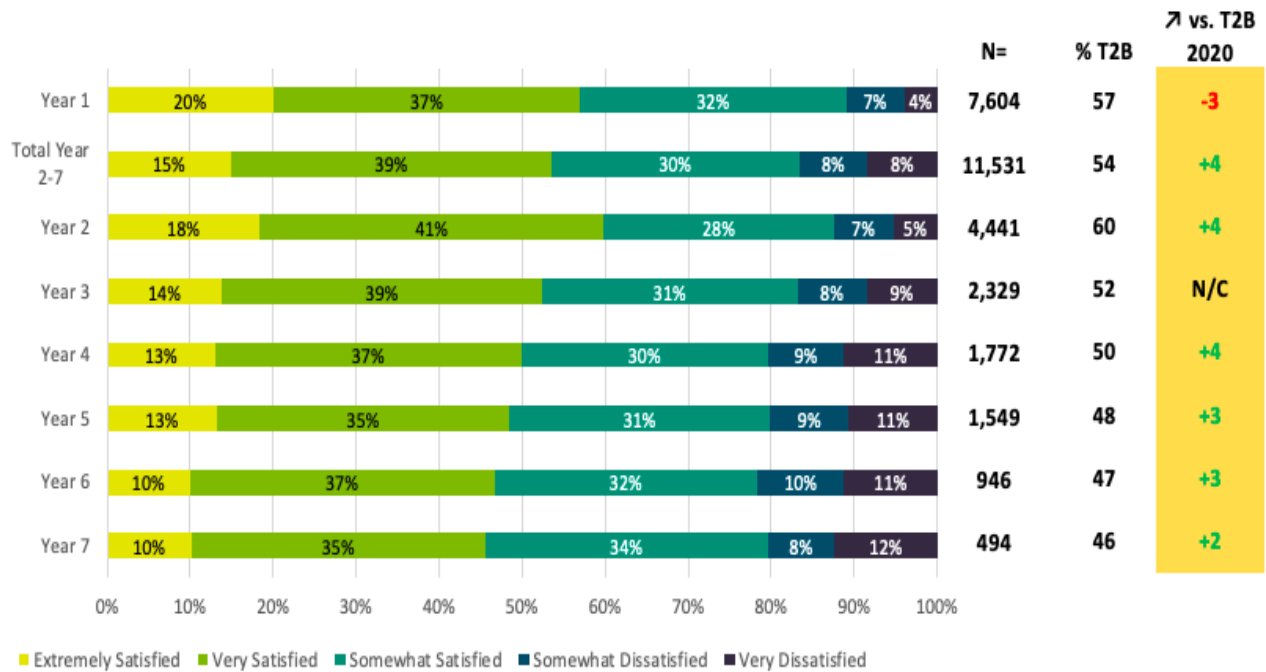
Source:  
A5. Have you had contact with Tarion in the past year? (N=11,531)

## Satisfaction with Tarion Interactions

Year 2-7 homeowners show a significant increase in satisfaction overall with their Tarion interactions, as they did in 2020, after two years of declines.

Specifically, satisfaction has increased significantly among all years except Year 3 homeowners. Year 3 owners showed a large improvement in 2020 which has been sustained in 2021. Years 6 and 7 homeowner ratings have rebounded after a small decline in 2020.

Overall in 2021, Year 2-7 ratings are only slightly lower than Year 1 ratings (54% and 57% satisfied respectively). Homeowners express higher levels of satisfaction with their Tarion interactions in the first years of dealing with Tarion. After Years 1 and 2, satisfaction drops off significantly and then steadily declines through Year 7.



Source:   
**A6. Overall, how satisfied were you with your interactions with Tarion?**   
 Base: Excluding None of these @ A4

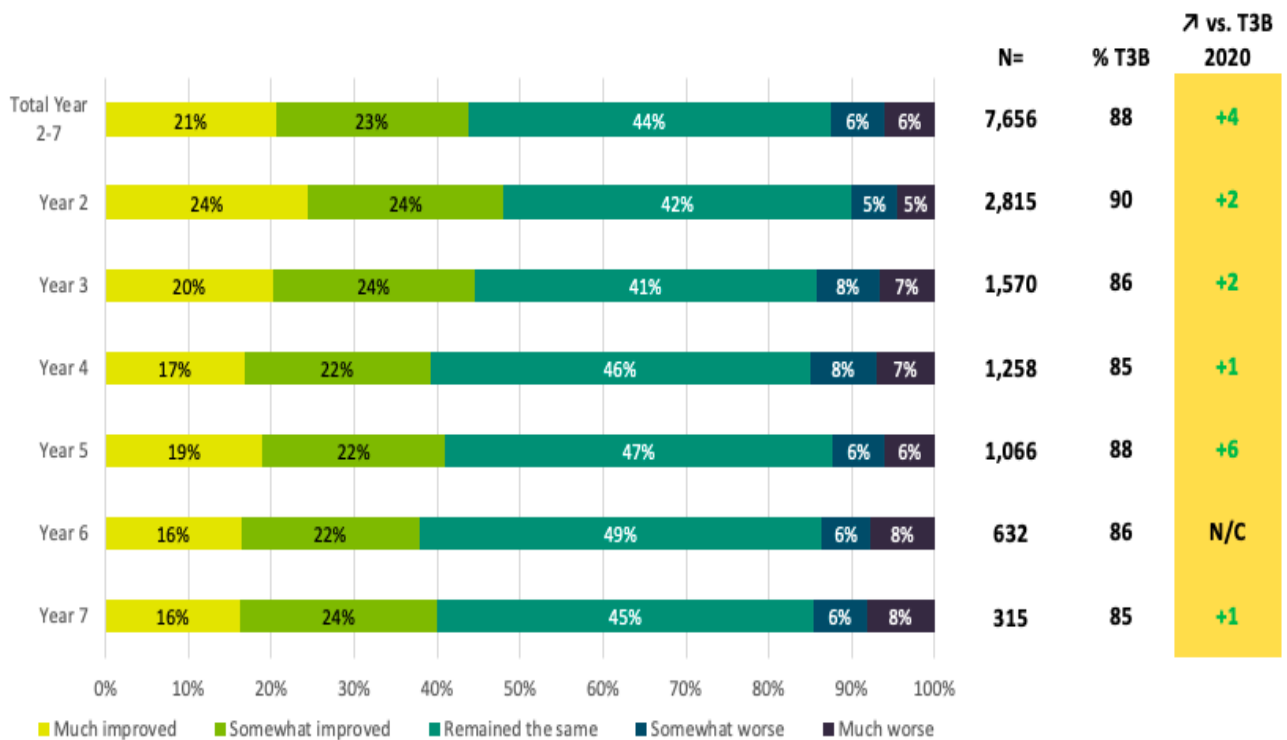
## Perceived Change in Tarion’s Commitment to Customer Service

One-third of respondents (36%) were unable to offer an opinion on this question. Among those who did have an opinion, perceptions of Tarion’s customer service commitment over the course of the warranty lifecycle are consistently high.

Eighty-five percent (85%) or more of homeowners in each of Years 2 to Year 7 indicate that Tarion’s commitment to customer service over time has either improved or remained the same. More tellingly, 44% of Year 2-7 homeowners say that it has *improved*.

Overall, the Year 2-7 score has improved significantly since 2020, and this can be attributed mainly to a significant increase among Year 5 owners. Ratings in other years have remained fairly constant since 2020.

In 2021, ratings of Tarion’s commitment to customer service are relatively consistent across stages of the lifecycle.



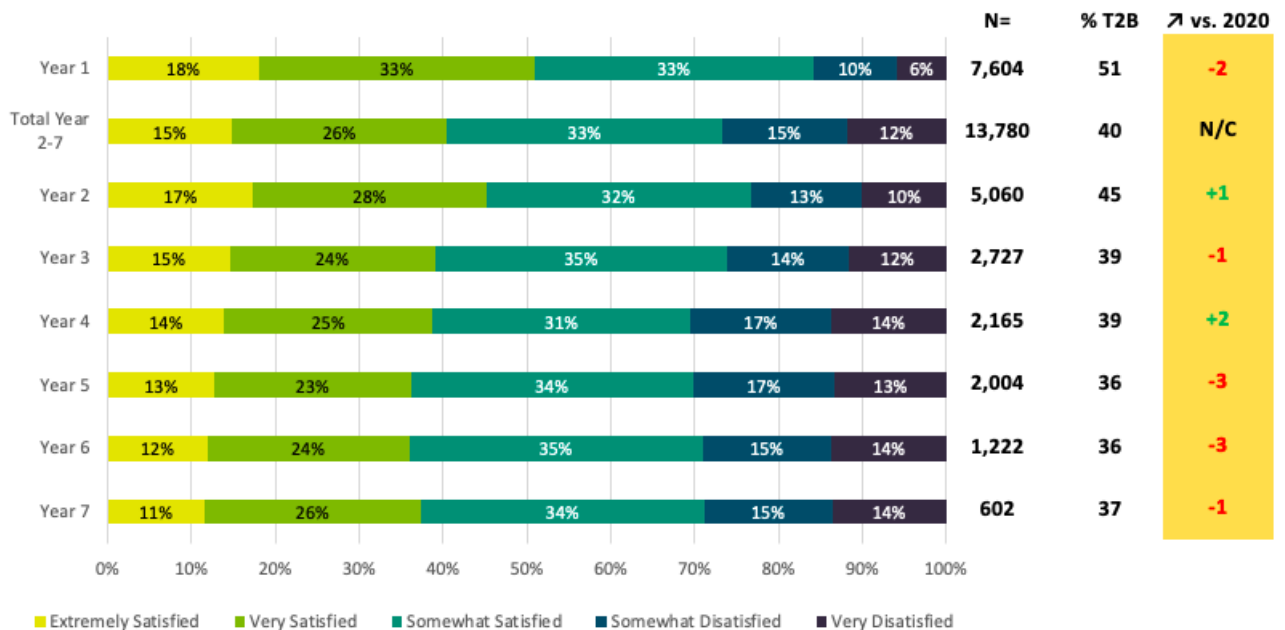
Source:  
A11. Based on your experiences, how has Tarion's commitment to customer service changed over time?

# Satisfaction with the Warranty and Repair Timelines

## Overall Satisfaction with the Warranty Coverage

Overall, Year 2-7 satisfaction with the warranty coverage available on their homes is the same as in 2020 (40% extremely/very satisfied in both years). There has, however, been declines since 2020 among owners in the later years of the warranty lifecycle, specifically in Years 5 and 6.

Year 2-7 homeowners are significantly less satisfied with the warranty coverage available on their homes than Year 1 homeowners (40% compared to 51%). Among 2-7 homeowners, satisfaction is highest among Year 2 owners, declines among Year 3-4 owners, and declines and flattens out among owners in the last stages of the warranty lifecycle.

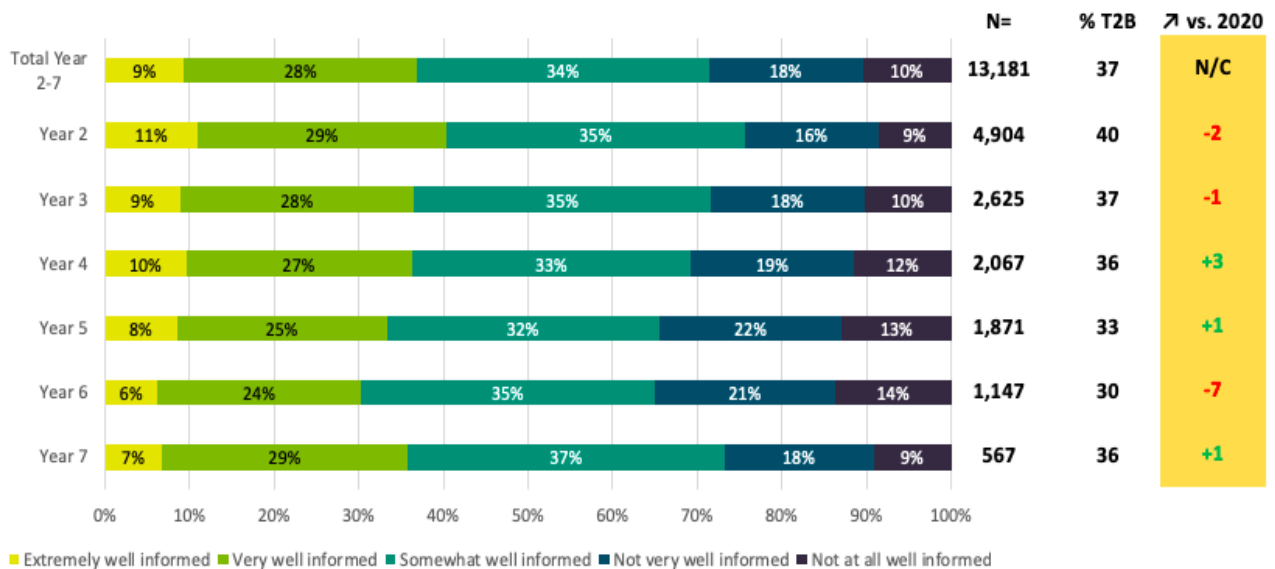


Source:  
 B5. Overall, how satisfied have you been with the warranty coverage available on your home?

## Awareness of Warranty Repair Period Timelines

Overall, 71% of Year 2-7 homeowners feel that they were at least somewhat informed about the warranty repair period timelines: just over 1-in-3 homeowners (37%) feel that they were extremely/very well-informed. These figures are statistically unchanged from 2020, overall and across most stages of the warranty lifecycle. The exception is Year 6 owners whose ratings show a 7% decline in 2021.

Significantly more Year 2 homeowners feel that they were extremely or very well informed about their warranty repair period timelines when compared to Year 3-7 homeowners (40% and 34% averaged respectively). The percent that felt well-informed declined steadily between Year 2 to Year 7.



Source: **B10. How informed do you feel you were about the warranty repair period timelines?**

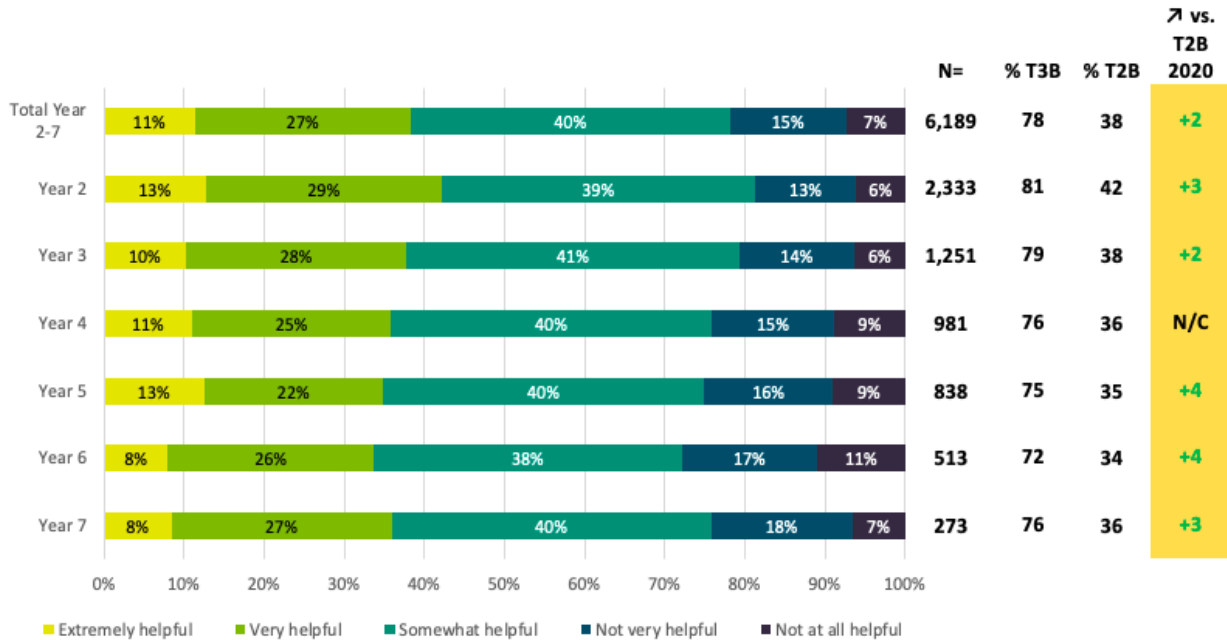
## Tarion's Construction Performance Guidelines (CPG)

In 2021, 45% of Year 2-7 homeowners have used or referenced Tarion's Construction Performance Guidelines, statistically unchanged from 2020 and 2019.

Overall, about three-quarters of Year 2-7 homeowners find the CPG at least somewhat helpful (78%), and 38% find it extremely/very helpful.

Once again, Year 2 homeowners are more likely to find the guidelines helpful have than those in the subsequent stages. There are no differences in ratings among Year 3-7 owners, given the smaller base sizes.

After declines across most of Years 2 to 7 in 2019, the numbers of homeowners who find the guidelines useful mostly recovered in 2020, and have remained stable in 2021, across the warranty lifecycle (no significant differences in extremely/very helpful scores due to smaller base sizes).



Source:   
**B9A. Have you ever used or referenced Tarion's Construction Performance Guidelines?**

## APPENDIX

### 2021 New Satisfaction Survey

# Homeowner Satisfaction Survey



This study is being conducted by Forum Research Inc. on behalf of Tarion.  
All your responses will be kept anonymous and strictly confidential.

Complete the survey **online** by going to [fmrch.com/tarion27](http://fmrch.com/tarion27) and typing in your unique ID: #####.

Remplissez le sondage **en ligne** en vous rendant à l'adresse suivante [fmrch.com/tarion27](http://fmrch.com/tarion27) et inscrivez ensuite votre numéro d'identification unique: #####.

ਇਸ ਲਿੰਕ [fmrch.com/tarion27](http://fmrch.com/tarion27) ਤੇ ਜੋ ਕੋਈ ਆਪਣੀ ਅਨੁਮਾਪਣ ਸਥਿਤੀ ##### ਟਾਈਪ ਕਰਕੇ ਸਰਵੇਖਣ ਨੂੰ **ਅਨਲਾਈਨ** ਪੂਰਾ ਕਰੋ।

با رجوع به [fmrch.com/tarion27](http://fmrch.com/tarion27) و وارد کردن شماره شناسه منحصر به فرد خود #####، نظرسنجی را به طور آنلاین تکمیل کنید.

进入 [fmrch.com/tarion27](http://fmrch.com/tarion27) 并输入您的唯一 ID 号 #####，完成在线调查

### Part A: Your Home & Understanding Your Experience with Tarion

A1. Are you the person(s) who originally purchased this home from your builder?		
<input type="radio"/>	Yes	
<input type="radio"/>	No – If no, how many years have you owned the home: _ _ _ _	
A3. Is your home part of a subdivision or is it a condominium unit?		
<input type="radio"/>	Part of a subdivision	<input type="radio"/>
	Condominium unit	<input type="radio"/>
		Other
A4. What contact, if any, have you had with Tarion? Please check all that apply:		
<input type="radio"/>	Enquiries by telephone	
<input type="radio"/>	Enquiries by e-mail and/or mail	
<input type="radio"/>	Submitted a Tarion statutory warranty form [e.g., 30-day Form, Year-End Form, Second-Year Form; Major Structural Defect (MSD) Form]	
<input type="radio"/>	Had a Tarion claim or conciliation inspection	
<input type="radio"/>	Visited the Tarion website (www.tarion.com)	
<input type="radio"/>	Registered to use the Tarion "MyHome" home owner online service	
<input type="radio"/>	None of above (SKIP TO Question A7)	
<input type="radio"/>	I have not had any contact with Tarion (SKIP TO Question B1)	
		Yes    No
A5. Have you had contact with Tarion in the past year?		<input type="radio"/> <input type="radio"/>
A6. Overall, how satisfied have you been with your interactions with Tarion?		
<input type="radio"/>	Extremely Satisfied	<input type="radio"/>
	Very Satisfied	<input type="radio"/>
	Somewhat Satisfied	<input type="radio"/>
	Somewhat Dissatisfied	<input type="radio"/>
	Very Dissatisfied	<input type="radio"/>

A6a. Why did you rate your interactions with Tarion the way you did?  
(Please feel free to attach additional pages if needed.)

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## Impressions of Tarion

A7. Based on your impressions of Tarion, to what extent do you agree or disagree:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
a) Tarion is accessible to new homeowners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Tarion listens to the needs and concerns of new home owners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Tarion is easy to do business with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Tarion is open and transparent in its dealings with new home owners and builders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A8. Based on your impressions of Tarion, to what extent do you agree or disagree:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
a) Tarion helps new home owners understand their warranty rights and obligations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Tarion makes sure new home builders fulfill their warranty obligations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Tarion gives new home buyers confidence in the home buying experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Tarion ensures fairness in overseeing the warranty rights and obligations of both new home buyers and builders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A9. Overall, would you say your impression of Tarion is...?				
<input type="radio"/> Very Favourable	<input type="radio"/> Somewhat Favourable	<input type="radio"/> Somewhat Unfavourable	<input type="radio"/> Very Unfavourable	<input type="radio"/> No Opinion

A10. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?				
<input type="radio"/> Definitely would	<input type="radio"/> Probably would	<input type="radio"/> Might or might not	<input type="radio"/> Probably would not	<input type="radio"/> Definitely would not

	Much Improved	Somewhat Improved	Remained the same	Somewhat worse	Much Worse	No Opinion
A11. Based on your experiences, how has Tarion's commitment to customer service changed over time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A12. Based on your experiences, please describe how Tarion can better serve the needs of homeowners throughout the seven-year new home warranty period.

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## Part B: Understanding Your Experience with Your Builder

	Yes	No
B1. Did you ever initiate contact with your builder for questions, concerns or issues after you moved into your home?	<input type="radio"/>	<input type="radio"/>
B2. Did your builder ever contact you for feedback after you moved into your home?	<input type="radio"/>	<input type="radio"/>
B3. Have you had contact with your builder about your home in the past year?	<input type="radio"/>	<input type="radio"/>

	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
B4. Overall, how satisfied have you been with your interactions with your builder?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B5. Overall, how satisfied have you been with the warranty coverage available on your home?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Yes	No
B7. Has a repair been completed to address a problem(s) with your home?	<input type="radio"/>	<input type="radio"/>

B9. How satisfied were you with the warranty repair period timelines?					
<input type="radio"/> Extremely Satisfied	<input type="radio"/> Very Satisfied	<input type="radio"/> Somewhat Satisfied	<input type="radio"/> Somewhat Dissatisfied	<input type="radio"/> Very Dissatisfied	

B9a. Have you ever used or referenced Tarion's Construction Performance Guidelines? If yes, how helpful was the information you obtained?					
No – <input type="radio"/> I have NOT used or referenced the Tarion Construction Performance Guidelines					
Yes – <input type="radio"/> Extremely helpful <input type="radio"/> Very helpful <input type="radio"/> Somewhat helpful <input type="radio"/> Not very helpful <input type="radio"/> Not at all helpful					

### Overall Satisfaction

B10. How informed do you feel you were about the warranty repair period timelines?					
<input type="radio"/> Extremely well informed	<input type="radio"/> Very well informed	<input type="radio"/> Somewhat well informed	<input type="radio"/> Not very well informed	<input type="radio"/> Not at all well informed	<input type="radio"/> Not Applicable

B11. Please rate your satisfaction with your builder since you took possession of your home on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Being accessible to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Ability to listen to and understand your needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Overall communication effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Overall customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B12. How well has your experience with your new home and your builder met your expectations?					
<input type="radio"/> Well above expectations	<input type="radio"/> Above expectations	<input type="radio"/> Met expectations	<input type="radio"/> Below expectations	<input type="radio"/> Well below expectations	

B13. How likely would you be to recommend your builder to friends or family members thinking of buying a new home?					
<input type="radio"/> Definitely would	<input type="radio"/> Probably would	<input type="radio"/> Might or might not	<input type="radio"/> Probably would not	<input type="radio"/> Definitely would not	

	Much Improved	Somewhat Improved	Remained the Same	Somewhat worse	Much Worse	No Opinion
B14a. Based on your experiences, how has your builder's commitment to customer service changed over time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B14b. Please use this space to share any final comments with us about your experience with your builder.

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B15. Based on your experiences, how likely would you be to buy a newly constructed home again?					
<input type="radio"/> Definitely would	<input type="radio"/> Probably would	<input type="radio"/> Might or might not	<input type="radio"/> Probably would not	<input type="radio"/> Definitely would not	

### Part C: About You and Your Home

	Yes	No
C4. Is this the first newly constructed home you have ever purchased from a new home builder?	<input type="radio"/>	<input type="radio"/>

	Please Specify	Prefer not to say
C5. What language do you most often speak at home?	-----	<input type="radio"/>

**If you are mailing your completed survey, please use the postage-paid envelope provided and return it no later than December 5<sup>th</sup> 2021.**

*Your responses are very valuable to us. Thank you very much for taking the time to provide your feedback.*

