



# 2020 Home Owner Satisfaction Survey

*Understanding Homeowner Impressions of Tarion*

## Executive Summary and Detailed Findings

Prepared for: Tarion

Year 2-7 Possessions  
5 May 2021

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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 181,552 homeowners who took possession of their homes between October 1, 2013 and September 30, 2020. Coinciding with the timing of the Year 1 survey in 2020, qualified home buyers were either emailed or postage mailed an invitation to complete an online survey. The survey was offered in English and French.

- **144,866 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
- **36,686 invitations** were sent via postage mail
  - 2 post card reminders were sent to non-responders
- **131,180 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 cash prizes of \$500) 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 October 23<sup>rd</sup>, 2020 and January 12<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, 11,120 completed surveys were received. This represented a survey response rate of 6.1%. Almost all survey respondents (97%) reported that they were the person(s) who originally purchased the home from the builder. The breakdown of the 11,120 completed surveys by year of possession consisted of the following:

- 3,456 - 2nd year homeowners
- 2,598 - 3rd year homeowners
- 2,425 - 4th year homeowners
- 1,511 - 5th year homeowners
- 724 - 6th year homeowners
- 406 - 7th year homeowners

At a 95% level of confidence, the margin of error on the total sample size of 11,120 is +/- 0.91%. 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 2020 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, 2013 and September 30, 2020 – otherwise known as "Year 2-7 homeowners"). Where survey questions are common, the results are compared with the results of Tarion's 2020 survey of homeowners in their first year of warranty coverage (those who took possession of their home between October 1, 2019 and September 30, 2020).

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 2020 Year 2-7 Home Owner Survey

- Impressions of Tarion have rebounded from the previous year on many key performance measures, returning to 2017-2018 levels. This recovery has occurred in the Year 2-7 overall measures, as well as in many of the individual years of the warranty lifecycle (Year 3, Year 4, etc.). The declines seen in 2019 appear to have been an anomaly or temporary situation.
- 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 perceptions of Tarion. This is also when most homeowners are likely to contact Tarion. Contact and impressions continue to decline and flatten in Years 3 through 5. This pattern has occurred since the survey began in 2009.
- In 2020, homeowners in Year 6 of the warranty lifecycle appear to present a challenge. In Year 6, awareness of the warranty repair period timelines picks up significantly after dropping off in previous years. Use of self-serve contact platforms (e.g., MyHome) appears to be higher among Year 6 homeowners than among Year 4, 5 and 7 owners. At the same time, there seems to be a decline in perceptions of Tarion.
  - There is a dip in those who have a favourable impression of Tarion overall, which has continued since 2019.
  - Year 6 home owners also seem to have the least positive perceptions of Tarion in terms of being *easy to do business* with and of Tarion's management of the warranty process (specifically in *ensuring fairness in overseeing the warranty rights and obligations of both new home buyers and builders, making sure home builders fulfill their obligations and giving home buyers confidence*).

Many of these findings are directional and not statistically significant. However, the consistent pattern would suggest that the needs of Year 6 homeowners require some investigation and attention. Perhaps repairs begin to re-occur after 6 years, which fall under the warranty. Or, realizing that they are reaching the end of the warranty lifecycle may cause homeowners to become more attuned to their warranty rights.

More specific findings show that...

- Overall perceptions of Tarion among Year 2-7 homeowners are positive, with 75% having a very/somewhat favourable view and 35% having a *very* favourable impression. Impressions of Tarion are most positive among homeowners in the early stages of the warranty lifecycle: 79% of Year 2 and 76% of Year 3 homeowners have favourable perceptions of Tarion overall. Then ratings drop steadily every year and are lowest among Year 6 homeowners (66% favourable).
- Tarion’s “Advocacy” measure follows the same pattern. About two-thirds of Year 2-7 homeowners (64%) would definitely/probably say positive things about Tarion (34% would *definitely* do so). Willingness to advocate for Tarion is highest among more recent homeowners: Year 2 homeowners are almost as likely as Year 1 homeowners to recommend Tarion, and then willingness to advocate drops off through Years 3-6.
- Similarly, Year 2 homeowners are most satisfied with their interactions with Tarion (56%), followed by Year 3 owners (52%) and satisfaction continues to fall steadily through Year 7 (44%).
- Over 8-in-10 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, and that Tarion’s commitment is as high as in 2019. Overall, 40% say that Tarion’s customer service has *improved*.
- In 2020, Tarion’s performance on its Key Performance Indicators is strong among Year 2-7 homeowners. Tarion’s greatest strength continues to be its *accessibility*, which is rated favourably by over 4-in-5 homeowners. Three-quarters of owners agree that Tarion is *easy to do business with* and *listens to homeowners’ needs and concerns*. 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
<b>Accessible</b>	83%	86%	84%	82%	81%	80%	79%
<b>Easy to do business with</b>	74%	79%	75%	72%	69%	66%	71%
<b>Listens to needs and concerns</b>	74%	80%	74%	70%	69%	66%	69%



- In 2020, about 7-in-10 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* which is rated significantly higher than other related attributes for the sixth year in a row (78% agree). Year 2 homeowners have the most favourable impressions of Tarion on warranty-related attributes and Year 6 owners seem to have the least favourable impressions.
- In 2020, Tarion’s MyHome online service continues to be among the primary means of interacting with Tarion (by 45% of Year 2-7 homeowners). MyHome registration has steadily dropped by almost 20% in the last four years (64% to 45%), along with declines in other self-serve platforms (Tarion’s website and statutory warranty form).
- In 2020, 44% of Year 2-7 homeowners have used or referenced Tarion’s Construction Performance Guidelines, a slight decrease from 2019 (47% used the CPG).

## Detailed Findings

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

The fourth 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

### Home Owner Experiences with their Home and Builder

Early problem resolution has been shown to be highly correlated with overall company satisfaction across a wide range of business sectors. The same is true of Tarion. The following chart shows that the homeowners who are most satisfied with Tarion overall, are more likely to have had their home problems resolved with the first repair. Those who are least satisfied overall, have had recurring unresolved problems.

Problem Experienced	Overall Satisfaction with Tarion	
	Extremely/Very Satisfied	Very/Somewhat Dissatisfied
Problem Experienced: <i>Repaired 1<sup>st</sup> Time</i>	56% ▲	23% ▼
Problem Experienced: <i>Problem Recurred – Resolved Eventually</i>	31%	33%
Problem Experienced: <i>Problem Recurred – Remains Unresolved</i>	12% ▼	44% ▲

The following Year 2-7 homeowner results show similar findings: early problem resolution positively affects the likelihood of homeowners to recommend their builders and has a cascading effect on Tarion advocacy (that is, 63% of those who had first-time resolution would advocate for Tarion versus 9% of those whose repair has not yet been resolved).

Problem Experienced	2020 Year 2-7 %	2019 Year 2-7 %	2018 Year 2-7 %	2017 Year 2-7 %	2016 Year 2-7 %	2015 Year 2-7 %	2020 Impact on Likelihood to Recommend (% T2B)
Problem Experienced: <i>Repaired 1<sup>st</sup> Time</i>	50	47	47	47	48	26	63
Problem Experienced: <i>Problem Recurred – Resolved Eventually</i>	33	36	36	35	35	21	28
Problem Experienced: <i>Problem Recurred – Remains Unresolved</i>	17	17	17	18	17	11	9

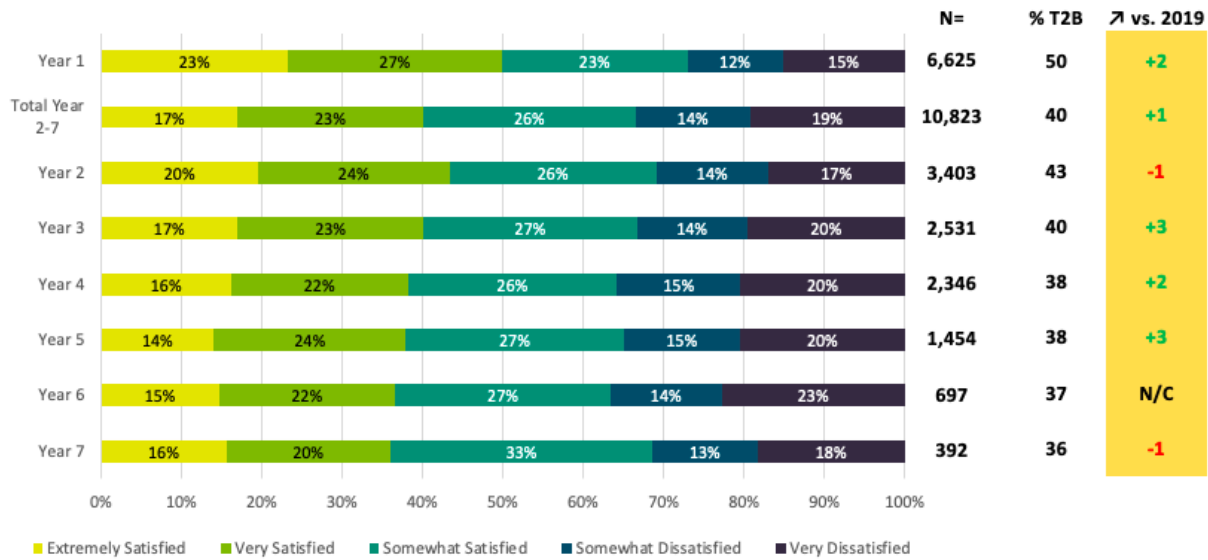
The following chart shows the household issues that were most likely to be resolved after the first repair, and the ones that were least likely to be resolved the first time.

	Issues <i>most</i> likely resolved 1 <sup>st</sup> time				Issues <i>least</i> likely resolved 1 <sup>st</sup> time		
Problem Experienced	Defect in the interior finishes	Defective, damaged appliances	Electrical/ Plumbing	Defective windows/ doors/ stairs	Inadequate sound proofing	Structural problems	Driveway/ Deck/ Patio/ Lawn
Problem Experienced: <i>Repaired 1<sup>st</sup> Time</i>	47%	47%	46%	42%	33%	32%	32%

## Overall Impressions of Tarion

Year 2-7 homeowners are significantly less satisfied than Year 1 buyers with their builders since taking possession of their homes (40% and 50% 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.

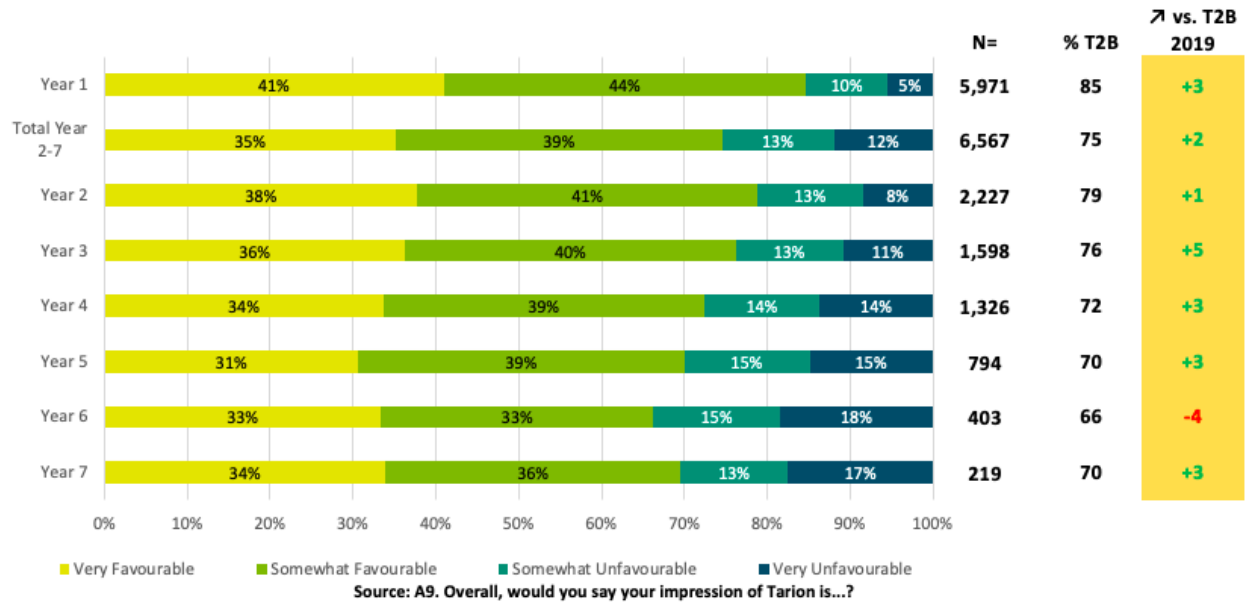
Compared to 2019, the overall Year 2-7 satisfaction rating remains essentially unchanged (no statistically significant difference).



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

Year 2-7 homeowners have significantly less favourable impressions of Tarion than Year 1 homeowners (75% and 85% give favourable ratings respectively). Still, the overall rating among Year 2-7 owners has rebounded in 2020, after a decrease of 3% between 2018-2019. Each of the individual Year 2 through Year 7 scores has also rebounded and returned to 2018 levels (except for Year 6 owners who have continued their decline since 2019).

After Year 1 buyers, Year 2 homeowners have the next-most favourable impressions of Tarion, and then ratings steadily drop off through Years 3-6.



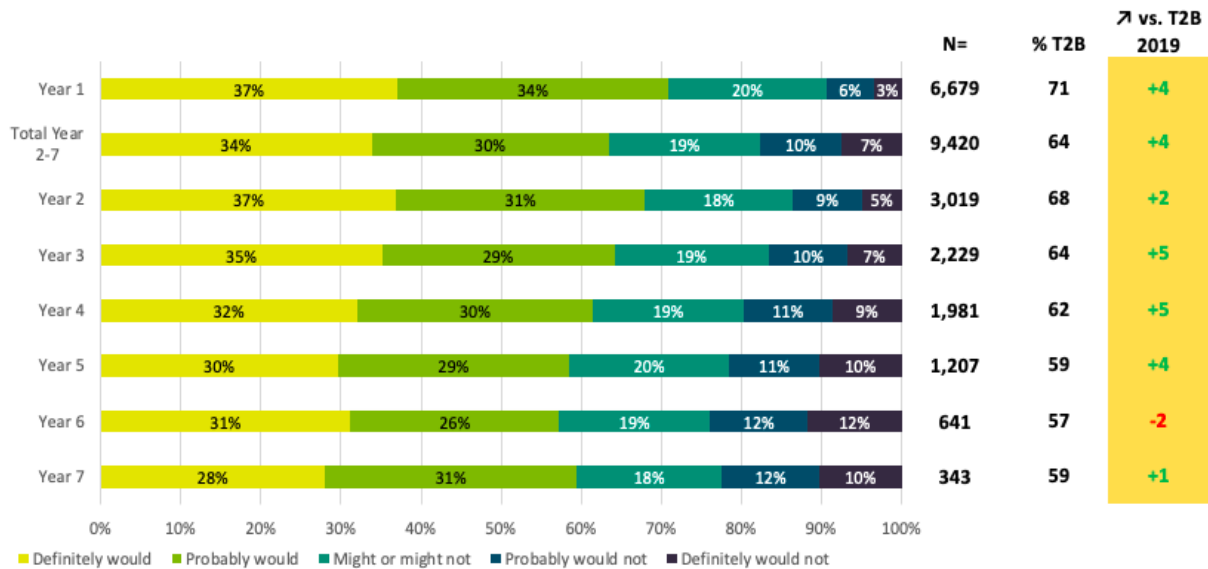
# Homeowner Advocacy for Tarion

## 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 are significantly less willing to advocate for Tarion than Year 1 owners (64% compared to 71%). However, there has been a significant rebound in the overall advocacy rating among Year 2-7 owners, resulting from significant rebounds in almost all individual years. This returns the 2020 overall Year 2-7 advocacy rating to 2018 levels.

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

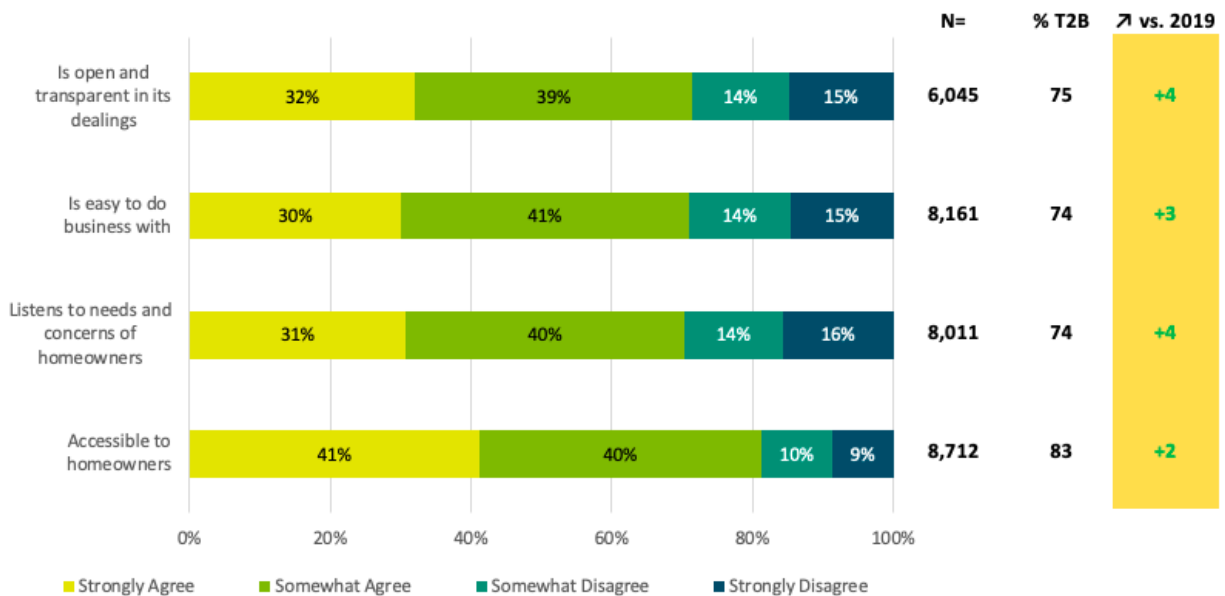


Source:  
**A10. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?**

## Home Owners' Specific Impressions of Tarion

After a decline in scores in 2019, impressions of Tarion in the four areas listed below have rebounded and returned to 2017-2018 levels.

In 2020, 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 (75%), is easy to do business with (74%), and listens to needs and concerns of homeowners (74%).



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.

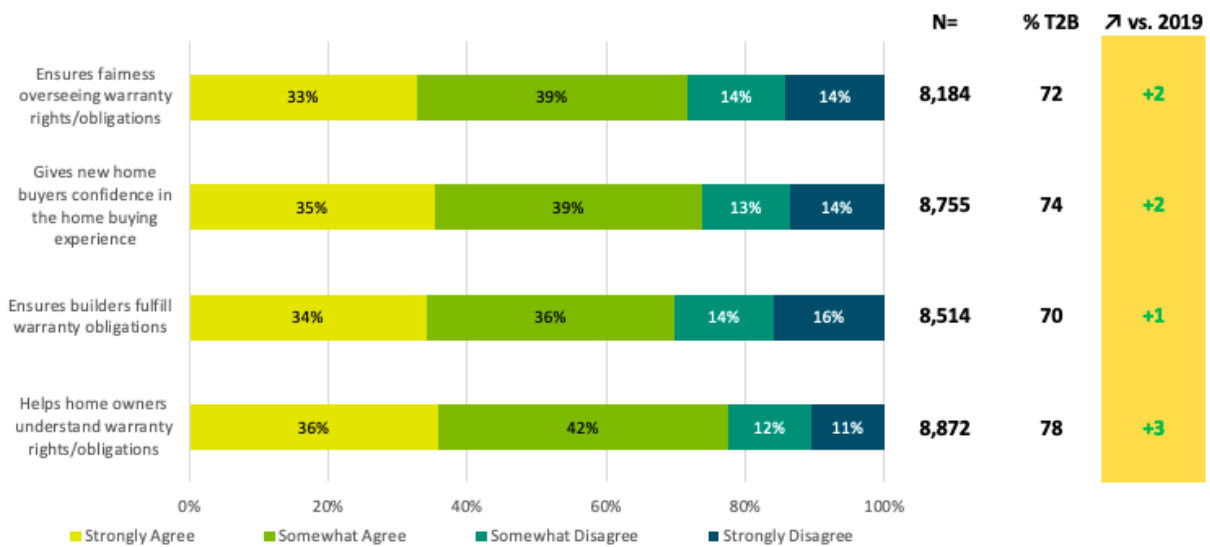
% Agree Tarion is...	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Accessible	83%	86%	84%	82%	81%	80%	79%
Easy to do business with	74%	79%	75%	72%	69%	66%	71%
Listens to needs and concerns	74%	80%	74%	70%	69%	66%	69%



In 2020, 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 sixth year in a row (78% agree).

About 7-in-10 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.*

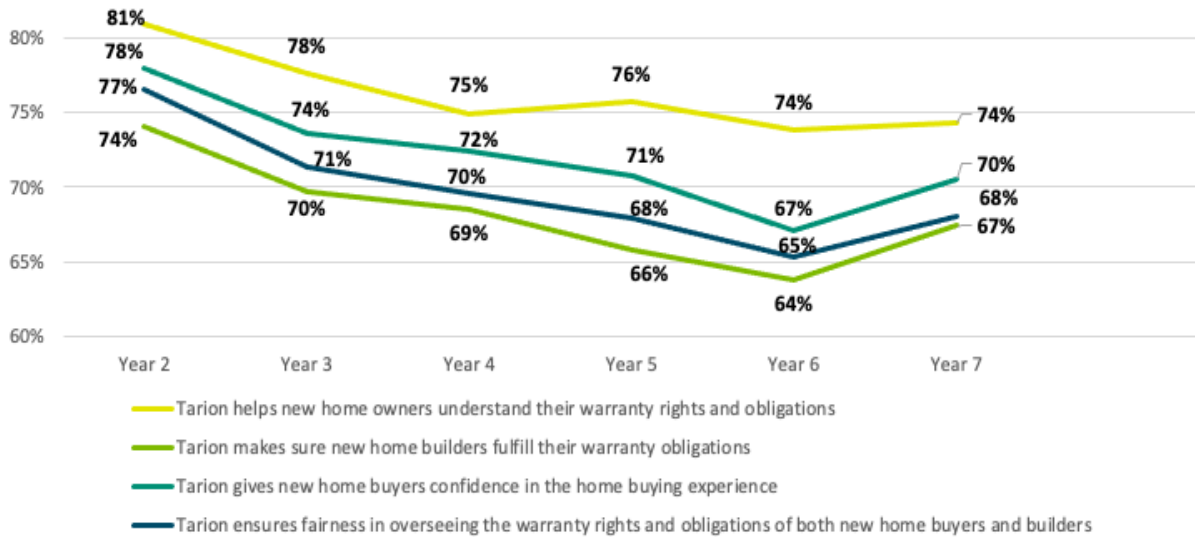
Scores have increased slightly since 2019, bringing them closer to 2017-2018 levels.



Source: A8A-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 Year 3 and then decline fairly steadily in subsequent years.

Directionally, it would appear that Year 6 homeowners have the least positive perceptions of Tarion’s management of the warranty process.



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

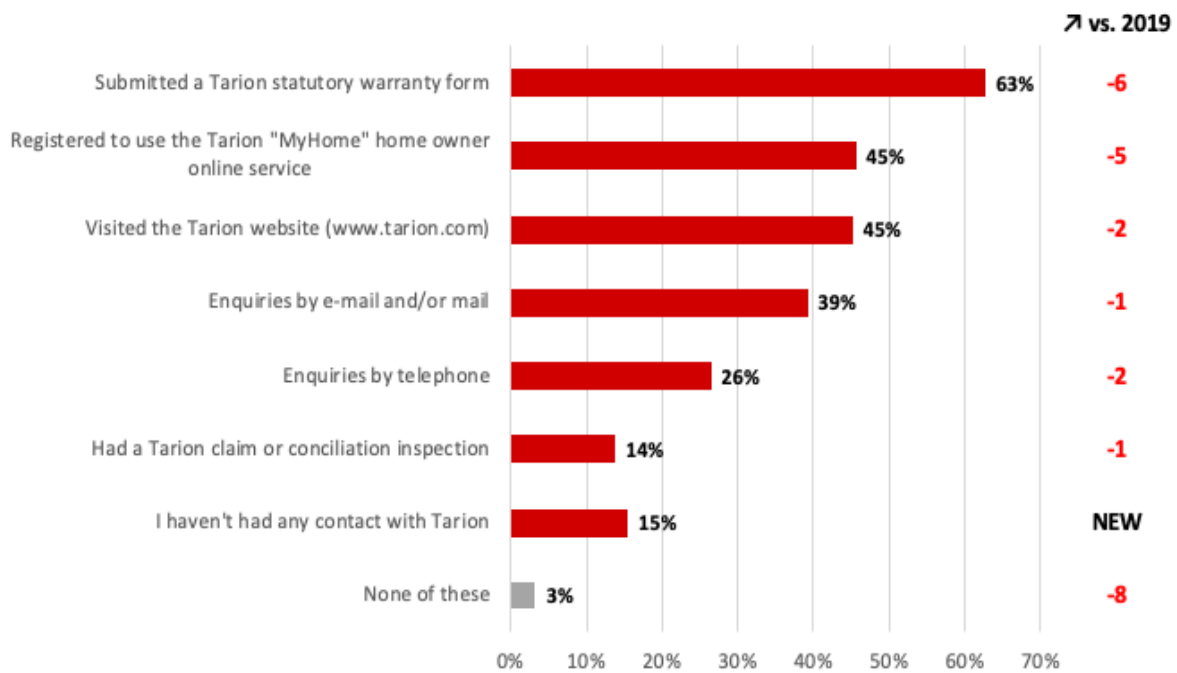


## Tarion Contact and Customer Service

### Nature of Contact with Tarion

In 2020, 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 (63%), followed by registering to use “MyHome” (45%) and by visiting Tarion’s website (45%).

Contact through these three platforms appear to have decreased since 2019, in an ongoing trend that has occurred since 2016. The fact that a new attribute has been added this year (i.e., *I haven’t had any contact with Tarion*) may have some impact on responses to the other options.



Source:  
A4. What contact, if any, have you had with Tarion? Please check all that apply...  
(N=11,120)

Use of the top three platforms is highest among Year 2 and Year 3 homeowners, and then picks up again in Year 6.

	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Statutory warranty form	63%	68%	64%	58%	55%	66%	60%
MyHome	45%	52%	46%	39%	38%	48%	41%
Website	45%	47%	46%	42%	42%	49%	45%

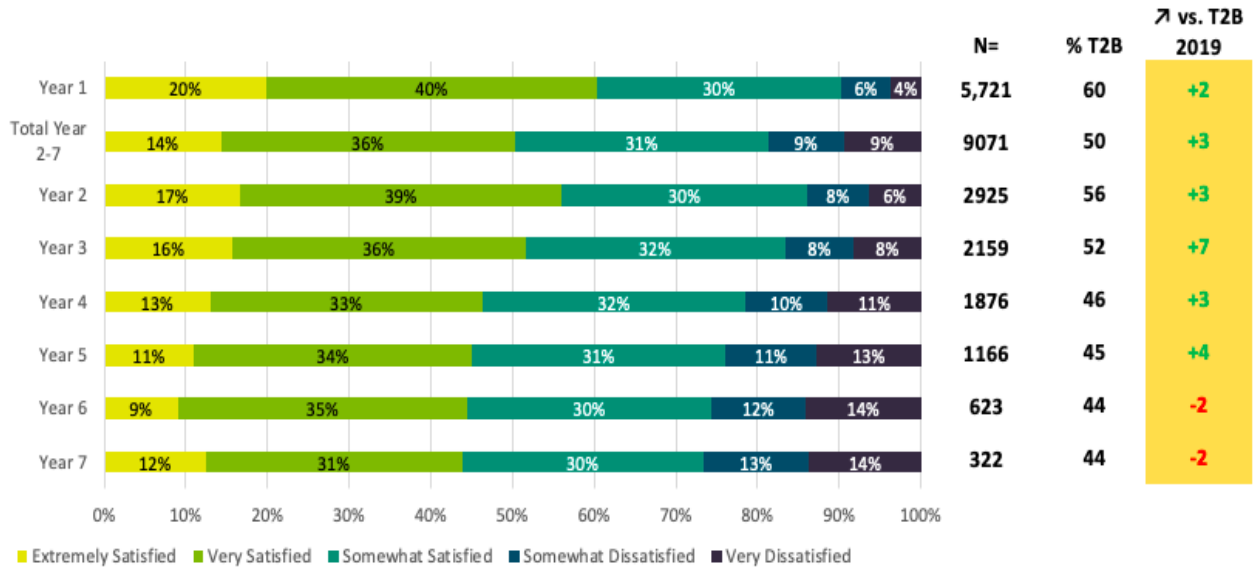
## Satisfaction with Tarion Interactions

Homeowners express higher levels of satisfaction with their Tarion interactions in the first years of dealing with Tarion.

Year 1 homeowners are the most satisfied with their interactions (60% satisfied). Year 2 owners are next-most satisfied (56%), followed by Year 3 owners (52%). After another significant decline in Year 4, satisfaction levels off.

Overall, satisfaction among Year 2-7 owners has increased slightly since 2019, as a result of increases across each of Year 2 to Year 5 homeowners.

Year 3 to Year 5 owners show significant increases in satisfaction after two years of declines – especially Year 3 owners who have experienced a 7% increase.



Source:

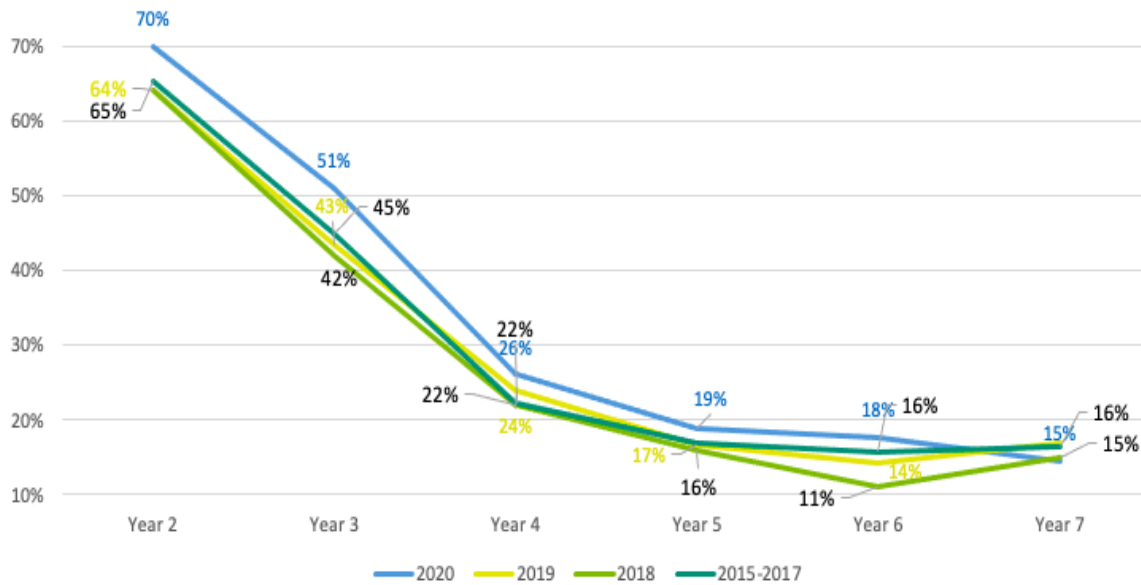
A6. Overall, how satisfied were you with your interactions with Tarion?  
Base: Excluding None of these @ A4

## Home Owner Contact with Tarion over the Past Year

Satisfaction with Tarion interactions closely mirrors the amount of contact that homeowners have with the company.

Year 2-7 homeowners are most likely to contact Tarion in Year 2 of the warranty lifecycle (70% have contacted in 2020). After significant drops in Years 3 and 4 (to 51% and 26% contacted), the percent of owners contacting Tarion levels off.

A greater number of Year 2 and Year 3 homeowners contacted Tarion in 2020 than in 2019. Contacts among Year 4 to Year 7 owners are comparable.



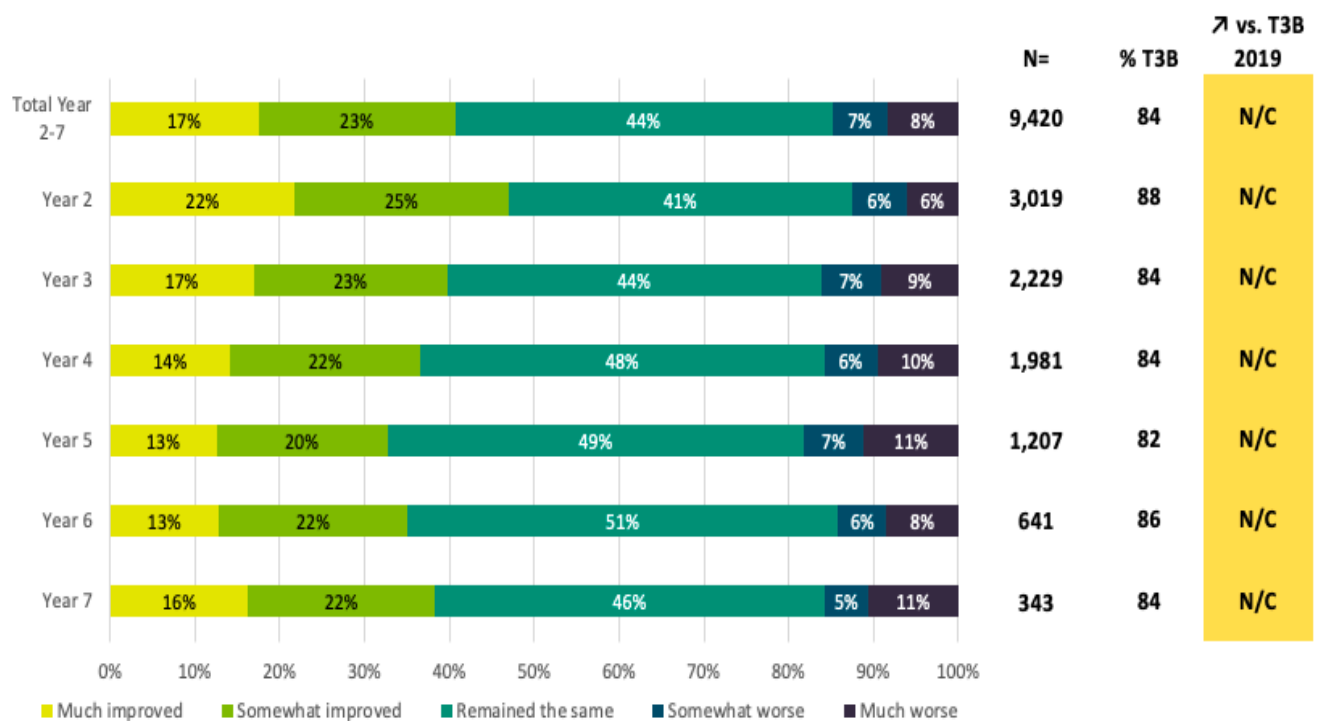
Source:  
A5. Have you had contact with Tarion in the past year? (N=9,071)

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

One-third of respondents (34%) 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.

Over 8-in-10 homeowners in each of Years 2 to Year 7 indicate that Tarion's commitment to customer service has either improved or remained the same, and that Tarion's commitment is as high as in 2019. Overall, 40% say that it has *improved*.

Year 2 homeowners are even more likely than others to say that Tarion's commitment to customer service has improved or remained the same (88%).



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

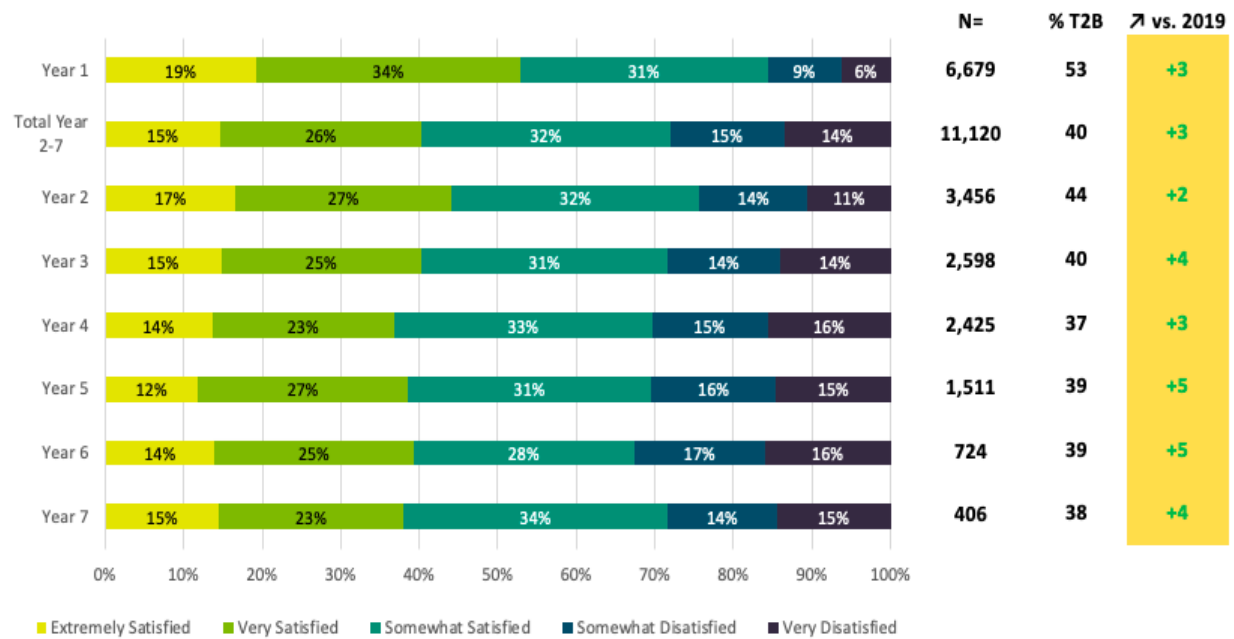
# Satisfaction with the Warranty and Repair Timelines

## Overall Satisfaction with the Warranty Coverage

Year 2-7 homeowners are significantly less satisfied with the warranty coverage available on their homes than Year 1 homeowners (40% compared to 53%).

Satisfaction with the warranty coverage is consistent through all stages of the warranty lifecycle, though Year 2 homeowners are slightly more satisfied than others (44% satisfied).

Year 2-7 satisfaction has increased slightly since 2019 (by 3%), as a result of significant increases across the warranty lifecycle.



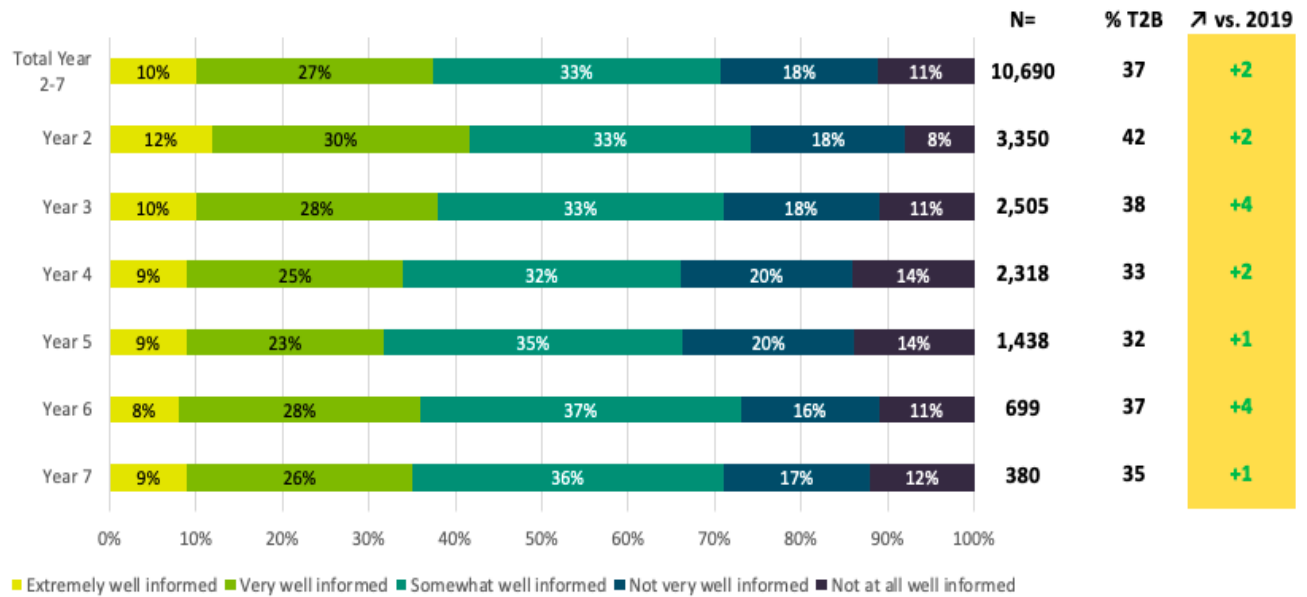
Source:  
 B5. Overall, how satisfied have you been with the warranty coverage available on your home?

## Awareness of Warranty Repair Period Timelines

Overall, 70% 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.

Year 2 homeowners feel that they were most informed about the timelines (42%), followed by Year 3 owners (38%). Awareness drops off after Year 3 and then picks up again significantly in Year 6.

Compared to 2019, more homeowners across all stages of the warranty lifecycle feel that they were informed.



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

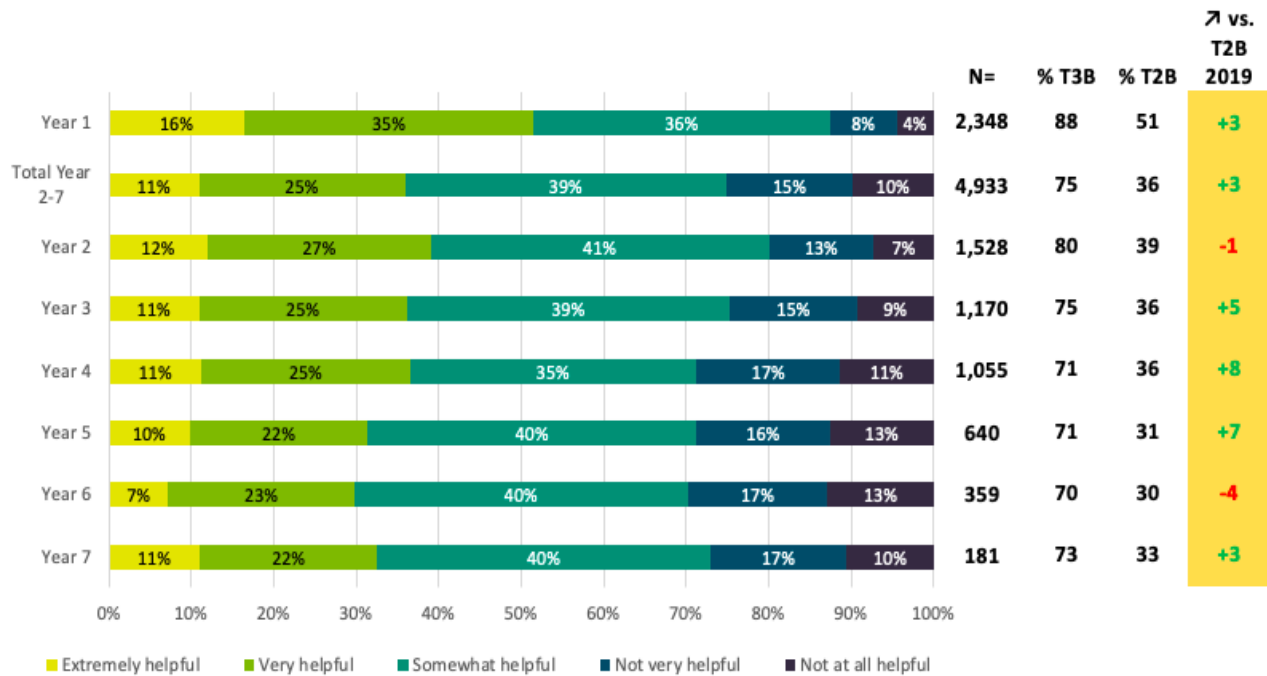
## Tarion's Construction Performance Guidelines (CPG)

In 2020, 44% of Year 2-7 homeowners have used or referenced Tarion's Construction Performance Guidelines, a slight decrease from 2019 (47% used the CPG).

Year 1 homeowners are significantly more likely to find the CPG to be helpful than Year 2-7 homeowners (88% Year 1 and 75% Year 2-7 owners find the CPG at least somewhat helpful).

Once again, homeowners in the early stages of Year 2-7 are more likely to find the guidelines helpful have than those in the later stages. Year 2 owners are most likely to find them helpful, followed by Year 3 owners. After Year 4, perceived usefulness of the CPG guidelines levels off.

After declines across most of Years 2 to 7 in 2019, numbers of homeowners who find the guidelines useful have mostly recovered, especially Year 3-5 owners.



Source:   
**B9A. Have you ever used or referenced Tarion's Construction Performance Guidelines? If yes, how helpful was the information you obtained?**

## Appendix – 2020 Homeowner 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 [survey.forumresearch.com/SE/1/tarionyr27survey](https://survey.forumresearch.com/SE/1/tarionyr27survey) and typing in your unique ID: #####.

Remplissez le sondage **en ligne** en vous rendant à l'adresse suivante [survey.forumresearch.com/SE/1/tarionyr27survey](https://survey.forumresearch.com/SE/1/tarionyr27survey) et inscrivez ensuite votre numéro d'identification unique: #####.

ਇਸ ਲਿੰਕ [survey.forumresearch.com/SE/1/tarionyr27survey](https://survey.forumresearch.com/SE/1/tarionyr27survey) ਤੇ ਜਾ ਕੇ ਅਤੇ ਆਪਣੀ ਅਨੁਠੀ ਪਛਾਣ ਸੰਖਿਆ ##### ਟਾਈਪ ਕਰਕੇ ਸਰਵੇਖਣ ਨੂੰ ਆਨਲਾਈਨ ਪੂਰਾ ਕਰੋ।

با رجوع به [survey.forumresearch.com/SE/1/tarionyr27survey](https://survey.forumresearch.com/SE/1/tarionyr27survey) و وارد کردن شماره شناسه منحصر به فرد خود #####، نظرسنجی را به طور آنلاین تکمیل کنید.

进入 [survey.forumresearch.com/SE/1/tarionyr27survey](https://survey.forumresearch.com/SE/1/tarionyr27survey) 并输入您的唯一 ID 号 #####，完成在线调查

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

<b>A1. Are you the person(s) who originally purchased this home from your builder?</b>	
<input type="radio"/>	Yes
<input type="radio"/>	No – If no, how many years have you owned the home: _ _ _ _ (SKIP TO A4)
<b>A3. Is your home part of a subdivision or is it a condominium unit?</b>	
<input type="radio"/>	Part of a subdivision
<input type="radio"/>	Condominium unit
<input type="radio"/>	Other
<b>A4. What contact, if any, have you had with Tarion? Please check all that apply:</b>	
<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 these (If "None of these" SKIP TO A7)
<b>A5. Have you had contact with Tarion in the past year?</b>	
	Yes No
<input type="radio"/>	<input type="radio"/>
<b>A6. Overall, how satisfied have you been with your interactions with Tarion?</b>	
<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

## Impressions of Tarion

<b>A7. Based on your impressions of Tarion, to what extent do you agree or disagree:</b>	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
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"/>

**B6. Which of these problems or issues, if any, have you experienced with your home?**

- Water penetration (e.g. foundation, roof, or other building envelope)
- Defect in the interior finishes (e.g., trim, cabinetry, drywall or paint)
- Heating and ventilation distribution system (i.e., HVAC)
- Defect in the flooring
- Defect in the exterior cladding (e.g. brick, siding or stucco)
- Structural problems (e.g. Issues with load-bearing walls, foundations, etc.)
- Other (please specify): \_\_\_\_\_
- I **DID NOT** experience any problems with my home (SKIP TO B9a)

**ANSWER IF PROBLEM:**

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

**ANSWER IF REPAIR:**

B8. Did the repair fix the problem(s) with your home the first time or did the problem(s) recur? Select the ONE response that best describes your situation.	
<input type="radio"/>	Repair fixed the problem(s) the first time
<input type="radio"/>	The problem(s) recurred, but was eventually resolved
<input type="radio"/>	The problem(s) recurred and remains unresolved

**ANSWER IF REPAIR:**

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"/>
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	

**If you are mailing your completed survey, please use the postage-paid envelope provided and return it no later than December 31<sup>st</sup>, 2020.**

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

