



# **2022 New Homeowner Satisfaction Survey**

*Understanding New Homeowner Impressions of Tarion*

## **Executive Summary and Detailed Findings**

**Prepared for: Tarion**

**Year 1 Possessions  
1 March 2023**

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## Introduction

This report highlights the results from a survey of new homeowners who recently purchased and took possession of a newly constructed dwelling in Ontario (“homeowners”). The report is designed to help Tarion understand trends and identify the challenges and opportunities of maintaining and improving service to homeowners.

## 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. 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.

## Research Approach

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

All consumers in Ontario who took possession of a new home between September 1<sup>st</sup> of 2021 and July 31<sup>st</sup> of the following year were invited to participate. In total, 44,264 survey invitations were sent to new homeowners who purchased from a builder with one or more Freehold or Highrise possessions in the period of the study. These homeowners represent the entire universe of all new home possessions in the period.

Home buyers were either emailed or mailed a personalized invitation to complete an online survey. All homeowners were provided with options either to dial in to a toll-free number or email Forum Research’s helpdesk to request a paper copy of the survey. Those homeowners that had requested a hard copy of the survey were sent one in a postage-paid return envelope.

The survey was offered in English, French, Mandarin, Punjabi, and Farsi.

- **36,373 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
- **7,086 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 postcard reminder was sent to non-responders
- **23,630 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 experiences with their new home builders. Only the results of the first part are covered in this report.

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 1<sup>st</sup>, 2022, and November 8<sup>th</sup>, 2022. Forum Research accepted and tabulated all surveys received before November 9<sup>th</sup>, 2022. The average survey length was about 22 minutes.

In total, 4,773 completed surveys were received. This represented a survey response rate of 10.7% – a decrease of 5.3% from the previous year.

The breakdown of the 4,773 completed surveys consisted of the following:

- 1,109 purchased a Highrise condominium (“Highrise Homeowners”)
- 1,824 purchased a home from a Large Volume builder (“Large Homeowners” i.e., bought from a builder that had 100+ possessions during the previous 12 months)
- 1,117 purchased a home from a Medium Volume builder (“Medium Homeowners” i.e., bought from a builder that had 21-99 possessions during the previous 12 months)
- 494 purchased a home from a Small Volume builder (“Small Homeowners” i.e., bought from a builder that had 5-20 possessions during the previous 12 months)
- 229 purchased a home from a Micro Volume builder (“Micro Homeowners” i.e., bought from a builder that had 1-4 Freehold).

At a 95% level of confidence, the margin of error on the total sample size of 4,773 is +/- 1.42%. Most measures are tracked against a survey of 7,604 homeowners completed during the same period of 2021, which had similar statistical accuracy. Results for sub-samples by builder segment have a higher margin of error, as do questions asked among only a subset of homeowners.

In 2022, two open-ended follow-up questions were added to the survey for further clarification, along with few demographic questions.

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).*

*Sample Size (n=) on Likert scales removes "Don't Know/Prefer Not to Say/Refused/Unknown/Not Applicable" responses from the sample base to calculate more accurate T2B and BTM2 percentages.*

## Executive Summary

This Executive Summary highlights the results from Tarion's 2022 New Homeowner Satisfaction Survey. Detailed descriptions of the findings are provided in subsequent sections. A copy of the questionnaire is appended at the end of this report.

### Drivers of New Homeowner Satisfaction with Tarion

An analysis was conducted to determine the service attributes included in this year's survey, that most drive homeowner satisfaction with Tarion (i.e., willingness to advocate for/say positive things about Tarion). The following factors are important drivers of satisfaction, and areas in which Tarion's performance is comparatively less strong than in other areas.

- With regards to what factors are most influential to homeowners when measuring their likelihood to advocate for Tarion, the following were considered most important, and Tarion performed well on these measures:
  - Accessible to homeowners (90%)
  - Overall Impression of Tarion (86%)
  - Helps new homeowners understand warranty rights and obligations (83%)
- Tarion performed poorly on the following measures this year and should be focused on these in the upcoming year:
  - Ensures new home builders fulfill their warranty obligations (81%)
  - Gives new home buyers confidence in the home buying experience (83%)
  - Satisfaction with interactions with Tarion (62%)

These are important service attributes that homeowners are comparatively less satisfied with, and which therefore should be the focus for improvement initiatives by Tarion.

It should be noted that the Tarion's KPIs are not Key Satisfaction Drivers.

### Homeowner Impressions of Tarion

- After a slight decrease in 2019, overall impressions of Tarion rebounded in 2021 and were sustained through 2022. Overall impressions have been equally positive in 2021 and 2022.
  - In 2022, the vast majority of Year 1 homeowners (86%) have a *favourable impression* of Tarion, and more tellingly, 44% have a *very favourable impression* – a strong score.
  - Over 2-in-3 homeowners (73%) are *willing to advocate* for/say positive things about Tarion.
- Tarion's **Service Orientation Index (SOI)** is its corporate **Key Performance Indicator (KPI)** used for measuring Homeowner Satisfaction. The Corporate KPI is calculated using satisfaction scores based on three criteria: Tarion's *accessibility, listening to the needs and concerns of new homeowners, and being easy to do business with.*

- Tarion's SOI has seen a sustained improvement since 2019, increasing steadily from 81% in 2019 to 86% in 2022. In fact, the SOI of 85% is the highest rate in the past 10 years and has for the first time met the standard for the SOI goal (86%).
- In 2022, Tarion performs well on the three specific KPI elements. 9-in-10 homeowners agree that Tarion delivers on *being accessible* (90%), being *easy to do business with* (84%), and *listening to the needs and concerns of new homeowners* (83%). More tellingly, about 4-in-10 homeowners *strongly* agree that Tarion is accessible (51%), easy to do business with (41%) and listens to needs and concerns (41%) – all strong performance scores.
  - *Accessibility* continues to be Tarion's top strength, and this remains consistent year after year.
  - After a significant decline in 2019, the rating for being *easy to do business with* rebounded in 2021 and continued to increase in 2022 to a level not seen since 2012 (84%).
  - After a significant decline in 2019, Tarion's performance in terms of *listening to the needs of new homeowners* also rebounded to 2018 levels and sustained this level through 2022 (83%).
  - Overall, Tarion's performance on the three KPI elements has been trending upward since 2019.
- Similarly, in 2019, opinions of Tarion decreased on all warranty-related service attributes to the lowest levels. Starting with the year 2020, performance ratings continue slightly each year.
  - In 2022, Tarion performs well on all broad aspects of helping homeowners with the warranty process. Most new homeowners agree that Tarion *helps homeowners understand their warranty rights and obligations* (83%) and *ensures fairness in overseeing the warranty rights and obligations of new home buyers and builders* (82%). About 4-in-10 homeowners *strongly* agree with each statement – strong performance scores.
  - *Making sure that new home builders fulfill their warranty obligations* achieves strong (81% agree, 42% strongly agree).
  - About 8-in-10 homeowners also agree that Tarion *gives buyers confidence in the home buying experience* (83%, 43% strongly agree).



## Contact with Tarion

- In 2022, 89% of Year 1 homeowners report some contact with Tarion, same as 2021 but a slight increase from 2020 (86%).
  - *MyHome* has been the main point of contact in 2022 (58%), which has steadily grown between 2018 (51%) and 2021 (62%) but dropped in 2022.
  - *MyHome* usage is followed by the *statutory warranty form* at 49%.
  - After steady increases from 2018 (45%) to 2021 (56%), the usage of the Tarion website dropped in 2022 to 48%.
- Among homeowners who report contact with Tarion, 62% of homeowners were *extremely or very satisfied* with their interactions, a 5% increase from 2021 (57%).

There continues to be an opportunity to move the satisfaction scores up. Improvements could potentially be achieved by enhancing the ease of use of Tarion's communication materials.

- Overall, *Tarion's website*, *MyHome online service* and *Learning Hub (new in 2022)* have shown strong performance amongst almost all homeowners, and many agree that they are easy to use and understand.
- Between *Tarion's website* (TOP2 89%, 39% strongly agree), *MyHome* (TOP2 87%, 38% strongly agree), and *Learning Hub* (TOP2 86%, 32% strongly agree), *Learning Hub* has additional room for improvement.
- Some comments from homeowners in the open-ended question suggest that Tarion could increase satisfaction with end-users by *improving communications* and *fast-tracking builder repairs*. It would set the expectations for the homeowner and will keep them informed of any potential reasons for the delays or disruptions during their warranty claims/requests/repairs.

## Differences Among Homeowner Possession Groups

The main differences in impressions of Tarion between homeowner possession groups, based on the service attributes measured this year, are as follows.

- Highrise (57%) and Micro (60%) Homeowners are less satisfied with their overall interactions with Tarion than owners of other home categories (63%-65%) and are least willing to advocate for Tarion. Specifically:
  - Highrise Homeowners rate Tarion lower than other homeowners on certain KPI elements, specifically on being '*accessible*' and '*listens to the needs and concerns of new homeowners*'.

- Micro Homeowners are less likely than other homeowners to have had contact with Tarion through any of the channels measured (MyHome, the website, statutory warranty form, etc.).
- Micro Homeowners are also less likely than other owners to agree that Tarion is easy to do business with.

## The Builder Experience

- In 2022, Small Homeowners, especially Micro Homeowners, tend to be the most satisfied with most aspects of the builder process (despite being the ones least satisfied with Tarion), and Highrise owners are consistently the least satisfied.
- However, since 2021, satisfaction with builders has declined in almost every service area, across all builder segments, except Highrise Homeowners. Highrise owner ratings have remained constant (no significant differences) on almost every measure since 2021.
- As seen each year, the homeowner’s experience with the builder has a direct and significant impact on their impressions of Tarion. When builders fall below expectations, homeowners are more likely to have an unfavourable view of Tarion.
- An analysis was conducted to determine the service attributes that most drive homeowner satisfaction with builders (i.e., likelihood of recommending them). The following factors are important drivers of satisfaction, and areas in which builders perform comparatively less well and may be negatively impacting perceptions of Tarion. These present leverage points and advocacy opportunities for Tarion. They are the same items cited as opportunities for Tarion in 2021.

### Builders Performance is Weaker - Areas of Opportunity for Tarion

- Ensures new home builders fulfill their warranty obligations (81%)
- Gives new home buyers confidence in the home buying experience (83%)
- Satisfaction with interactions with Tarion (62%)

## Tarion Outreach Opportunities

The opportunities for Tarion to further foster relationships with new homeowners through 2022 are summarized below.

- Tarion’s service attributes that are important to homeowners, but underperform relative to other attributes, are as follows. These should be the focus for improvement initiatives by Tarion.
  - Ensures new home builders fulfill their warranty obligations (81%);
  - Gives new home buyers confidence in the home buying experience (83%);
  - Satisfaction with interactions with Tarion (62%).
- Satisfaction with interactions with Tarion can be enhanced by making Tarion’s website, MyHome online service, and Learning Hub even easier to use and understand, with particular emphasis on the Learning Hub. Though they show strong performance, there is room to move the “strongly agree (that they are easy to use and understand)” scores up. Again, less emphasis needs to be put on MyHome than the website, since it is a less important area for homeowners.
- There are also hints that advocating to fast-track repairs and improving communications may also improve interactions with Tarion overall.
- Monitoring new home builders to ensure that they fulfill their warranty obligations (in order to avoid declines in service). Though Tarion performs well in this respect, its score is somewhat lower than for other aspects of helping homeowners with the warranty process. Further improvement in these areas would positively impact overall satisfaction with Tarion.
- In terms of the KPI elements that are used to calculate the Service Orientation Index:
  - *Accessibility* continues to be a top strength of Tarion and should be monitored to avoid any significant declines. At the same time, it will be difficult to improve performance on this attribute, therefore Tarion should look for other ways of increasing satisfaction as well.
  - *Being easy to do business with* has increased over the last two years to a level not seen since 2012. Tarion should ensure that it understands why it is performing well in this area, including any changes it may have made recently that would move this rating, so that they can be better incorporated into Tarion’s operations.
- Focus on improving processes and relations with homeowners in the Highrise possession groups, who are less satisfied with their overall interactions with Tarion than other volume categories and are least willing to advocate for Tarion. Approaches to improving relations with Highrise homeowners are similar to those required for other homeowners. Specifically, focus on:
  - helping them understand their warranty rights and obligations;
  - making the Tarion website easier to use and understand, advocate to fast-track repairs and keep them informed;

- Maintain accessibility and flexibility (easy to do business with) and ensure transparency.
- Assist the Highrise homeowner group with their builder experience. They are consistently the homeowners who are least satisfied with their builders. Advocating for the following specific areas of the homeowner and builder experience will ultimately yield the most positive outcome for Tarion: managing expectations/communication effectiveness, follow-through on commitments, quality of service and repairs, customer service after moving in, and timeliness of response to service and repair requests.
- Ensure that Small and Micro Homeowners understand Tarion’s role and mandate. Smaller homeowners seem more satisfied with their builders than with Tarion, while larger owners have the opposite experience. It is possible that some smaller homeowners are incorrectly attributing the difficulties they may be experiencing with their homes to Tarion instead of their builder.
- In future research, Tarion may wish to modify or add to its Key Performance Indicators. In recent years, the KPIs have not been found to be key satisfaction drivers. There may be other factors that merit ongoing monitoring as well, that yield positive outcomes for Tarion.
- In future research, Tarion may wish to consider shifting the focus from measuring “Satisfied” (i.e., Top Two/Three box % – T2B/T3B) to “Very Satisfied” (Top Box %) – providing *exceptional* service. Many of the T2B/T3B scores in this study are consistently over 80%. Going forward, measuring and seeing improvement may become more difficult, given these already-high overall satisfaction levels. Further, it is usually the “very satisfied” (Top Box %) ratings that most closely reflect actual, “real-life” behaviour and attitudes of homeowners.

## Detailed Findings

This report is divided into five broad sections. The first and second sections explore homeowners' impressions of and interactions with Tarion. The third section evaluates the effectiveness of Tarion's communication materials. The final section addresses the relationship between the builders and Tarion.

Comparisons of the current survey findings to previous results from Tarion's 2021 New Homeowner Satisfaction Survey are included.

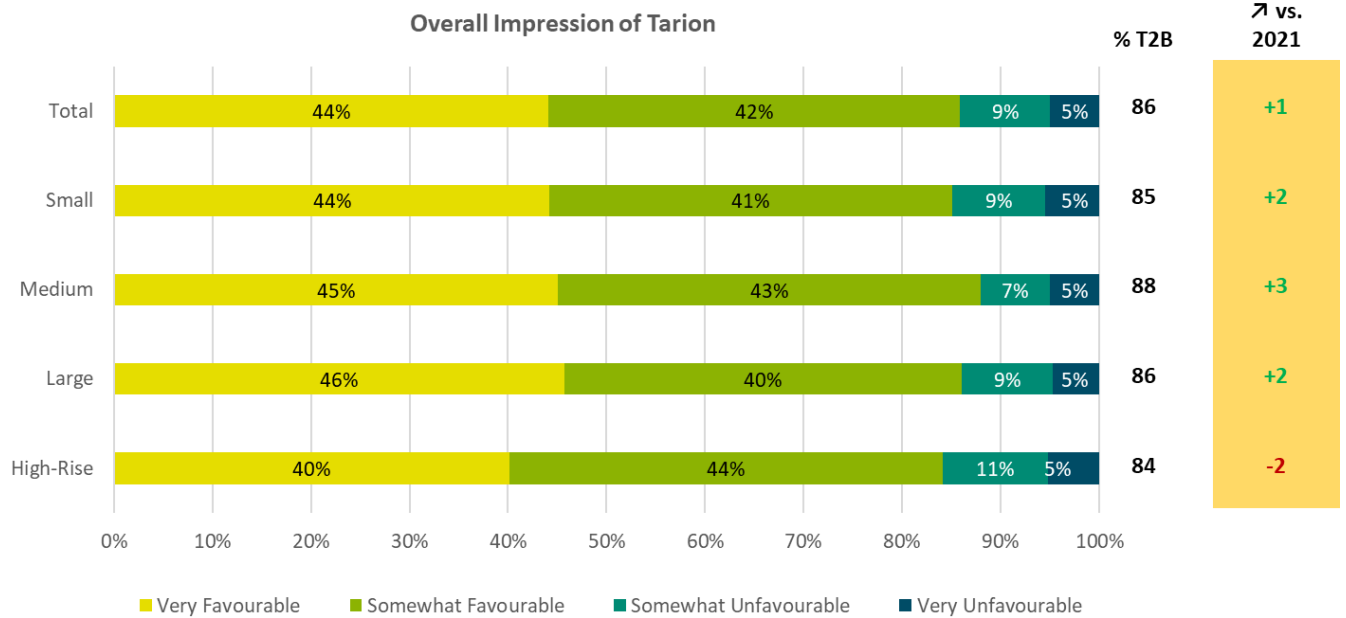
# Homeowner Impressions of Tarion

## Overall Impression of Tarion

A key overall impression measure in the survey assesses how favourably homeowners view Tarion.

Ratings of Tarion slightly increased in 2022 (86% favourable, 44% very favourable) compared to 2021 (85% favourable, 41% very favourable) and across all builder segments (Small, Medium, etc.) except Highrise.

In 2022, all types of builders have an equally favourable impression of Tarion.



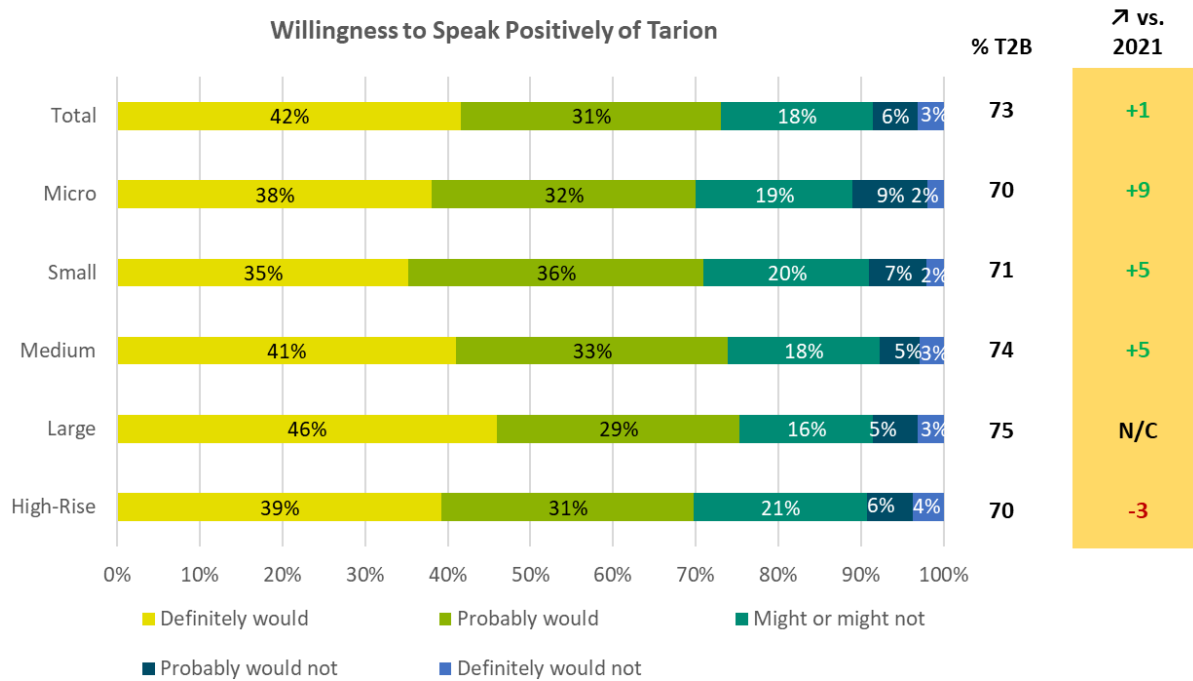
Source: A12. Overall, is your impression of Tarion... (n=4,374)

## Homeowner Advocacy of Tarion

Overall, Tarion’s advocacy measure (likelihood to recommend an organization or to say positive things about it to others) has remained relatively constant since 2014, ranging between 67%-73% who *would definitely or probably* say positive things about Tarion. After a slight decrease in 2019, Tarion’s overall advocacy rating has rebounded in 2021 to earlier levels and has remained relatively constant through 2022 overall (73% would definitely/probably advocate for Tarion).

Smaller and Highrise Homeowners are least willing to advocate for Tarion, especially Micro and Highrise owners (70% definitely/probably would), although micro homeowners saw a significant increase of 9% compared to 2021.

Similar to the overall impression measure of Tarion, homeowner advocacy of Tarion saw an increase across all builder segments except Highrise, which had a 3% decrease compared to 2021.



Source:

A13. If asked by potential new homeowners, how likely would you be to say positive things about Tarion? (n=4,773)

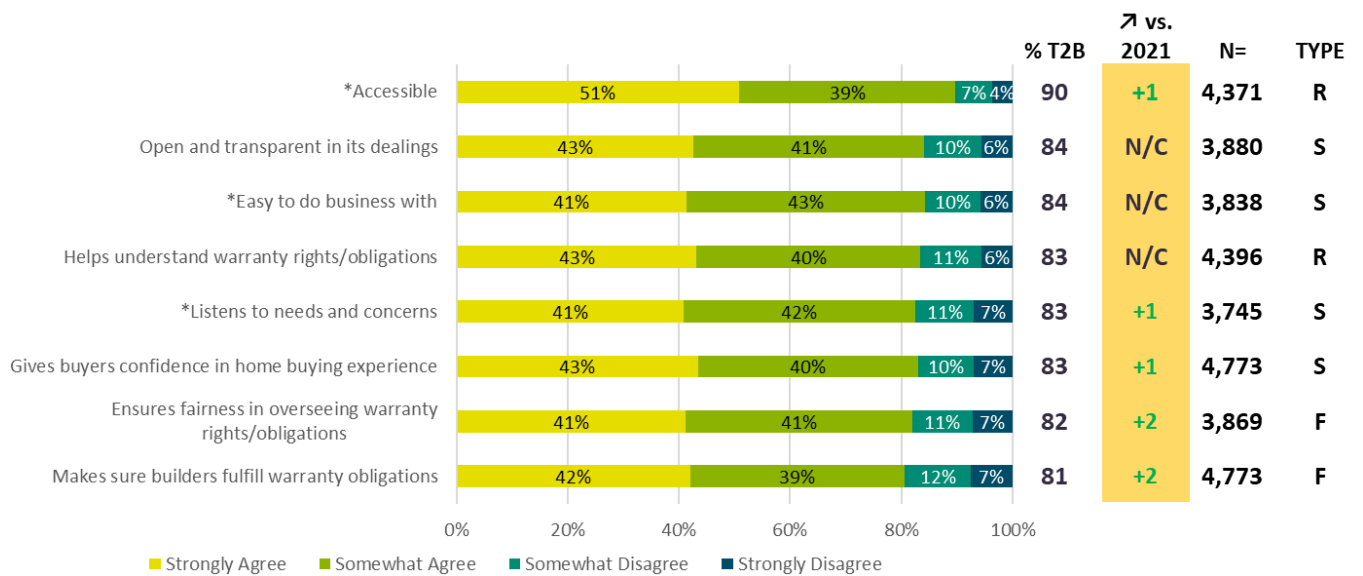
## Specific Impressions of Tarion

In 2022, homeowners' specific impressions of Tarion are positive, and saw slight increases across nearly all metrics, with roughly 8-in-10 agreeing that Tarion delivers on each of the attributes listed below (81%-90%). About 4-in-10 homeowners *strongly* agree with each statement – strong performance scores. This includes opinions on the three Key Performance Indicator criteria: *being accessible, easy to do business with* and *listening to the needs and concerns of new homeowners*.

*Accessibility* continues to be Tarion's top strength (90% agree, 51% strongly agree) and this remains consistent year after year. *Making sure that new home builders fulfill their warranty obligations* achieves somewhat lower ratings overall than other attributes, which is also consistent with previous years' findings.

The items which require the most attention from Tarion are as follows. They are areas of high importance to homeowners, and where Tarion's performance is lower relative to other attributes.

- Making sure that builders fulfill warranty obligations, and
- Ensure fairness in overseeing warranty rights/obligations.



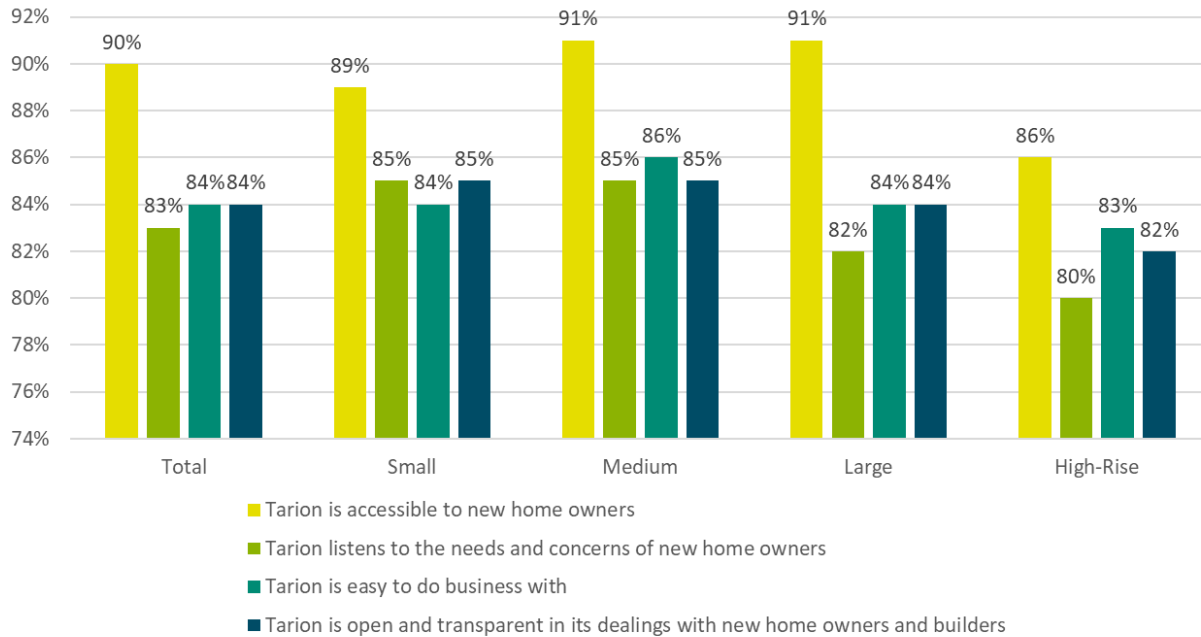
A10-11. Based on your impressions of Tarion, to what extent do you agree or disagree...?

\*\* R = **Relative Strengths** (High Performance / High Importance)  
M = **Maintenance Items** (High Performance / Low Importance)  
S = **Secondary Issues** (Low Performance / Low Importance)  
F = **Key Focus** (Low Performance / High Importance)



Homeowners in all builder categories are significantly more likely to agree that Tarion’s greatest strength is its *accessibility* compared to other attributes, especially among medium and large homeowners.

Highrise Homeowners rate Tarion lower than other homeowners on most attributes, specifically on being able to *listen to the needs and concerns of new homeowners* and *open and transparent*.



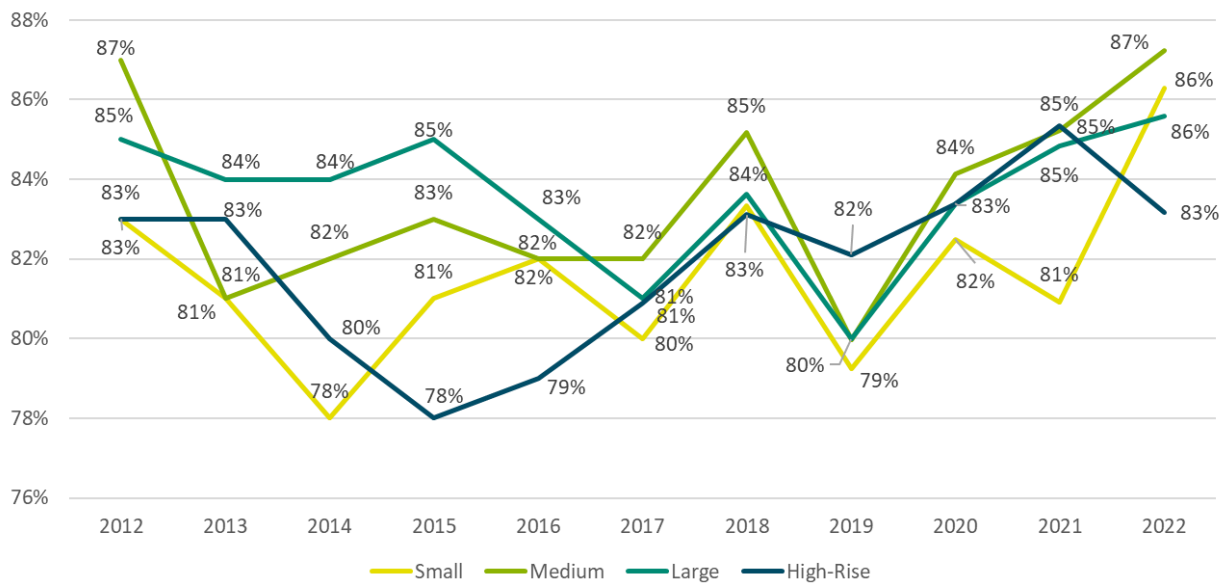
**Source:**

**A10.** To what extent do you agree or disagree:

- a) Tarion is accessible to new homeowners (n=4,341)
- b) Tarion listens to the needs and concerns of new homeowners (n=3,745)
- c) Tarion is easy to do business with (n=3,838)
- d) Tarion is open and transparent in its dealings with new homeowners and builders (n=3,880)

Overall, Tarion's performance on the three KPI's has been trending upward since 2019,

- Highrise homeowners are the only exception in 2022, where the Service Orientation Index dropped by 2% compared to 2021.
- Smaller homeowners saw the sharpest increase in 2022 (86%) compared to 2021 (81%).
- Tarion's performance with regard to *accessibility to new homeowners* has remained fairly constant over time, though it has generally been trending upwards since 2019.
- After a significant decline in 2019, the rating of being *easy to do business with* rebounded in 2020, and continued to increase in 2022 to a level not seen since 2012.
- After a significant decline in 2019, Tarion's performance in terms of *listening to the needs of new homeowners* also rebounded to 2018 levels and sustained this level through 2022.



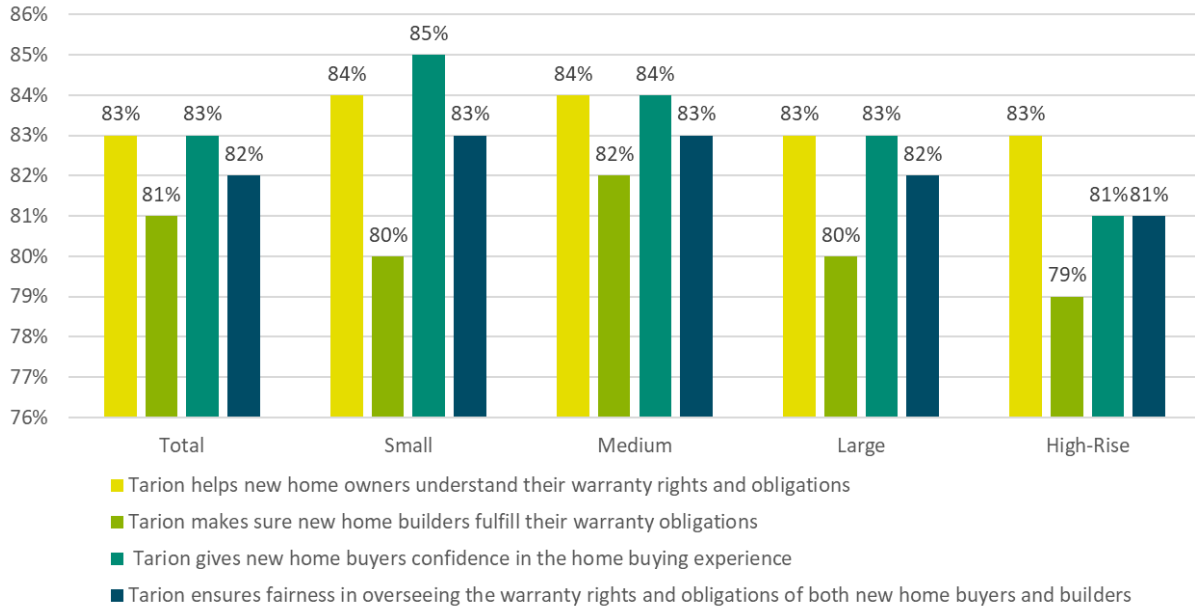
**Source:**

**A10.** To what extent do you agree or disagree:

- Tarion is accessible to new homeowners (n=4,341)
- Tarion listens to the needs and concerns of new homeowners (n=3,745)
- Tarion is easy to do business with (n=3,838)

Compared to other service attributes, Tarion performs slightly less well on *making sure new home builders fulfill their warranty obligations* (81% agree overall, a 2% increase from 2021). This tends to be true of homeowners across builder categories, with Highrise homeowners least likely to agree at 79%.

Tarion performs equally well in the other areas, among homeowners across all builder categories.



**Source:**

**A11.** To what extent do you agree or disagree:

- a) Tarion helps new homeowners understand their warranty rights and obligations (n=4,396)
- b) Tarion makes sure new home builders fulfill their warranty obligations (n=4,036)
- c) Tarion gives new home buyers confidence in the home buying experience (n=4,296)
- d) Tarion ensures fairness in overseeing the warranty rights and obligations of both new home buyers and builders (n=3,869)

# Homeowner Interactions with Tarion

## Nature of Contact and Engagement Levels with Tarion

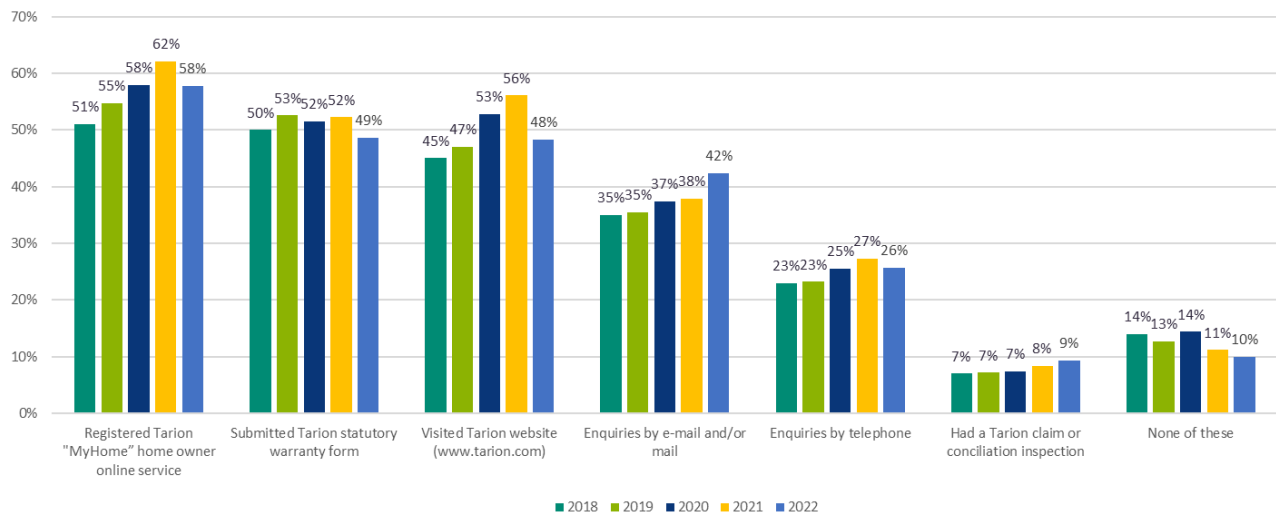
In 2022, 90% of Year 1 homeowners report some contact with Tarion – a slight increase from 2021 (89%).

The usage of services dropped almost across the board in 2022, with the exception of *enquiries by email and/or mail*, and *Tarion claim or conciliation inspection*.

*MyHome* continues to be the main point of contact in 2022 (58% of homeowners, a slight drop from 62% in 2021), followed by the *statutory warranty form* (49%, a 3% drop from 52% in 2021), and then *Tarion’s website* (48%, an 8% drop from 56% in 2021). These have been the three main sources of contact since 2018.

*Enquiries by email and/or mail*, and *Tarion claim or conciliation inspection* have crept up slightly over time.

Highrise, Large and Medium Homeowners are more likely to have used the Tarion website and *MyHome*, while Micro Homeowners are least likely to have done so. Overall, 10% of homeowners have not had contact with Tarion via any of the avenues measured, and these are more likely to be concentrated among Small and Micro Homeowners (18% and 25% not used any respectively), while only 5% of large homeowners have not had contact with Tarion via any of the avenues measured.



A1. What contact, if any, have you had with Tarion? (N=4,773)

## Satisfaction with Tarion Interactions

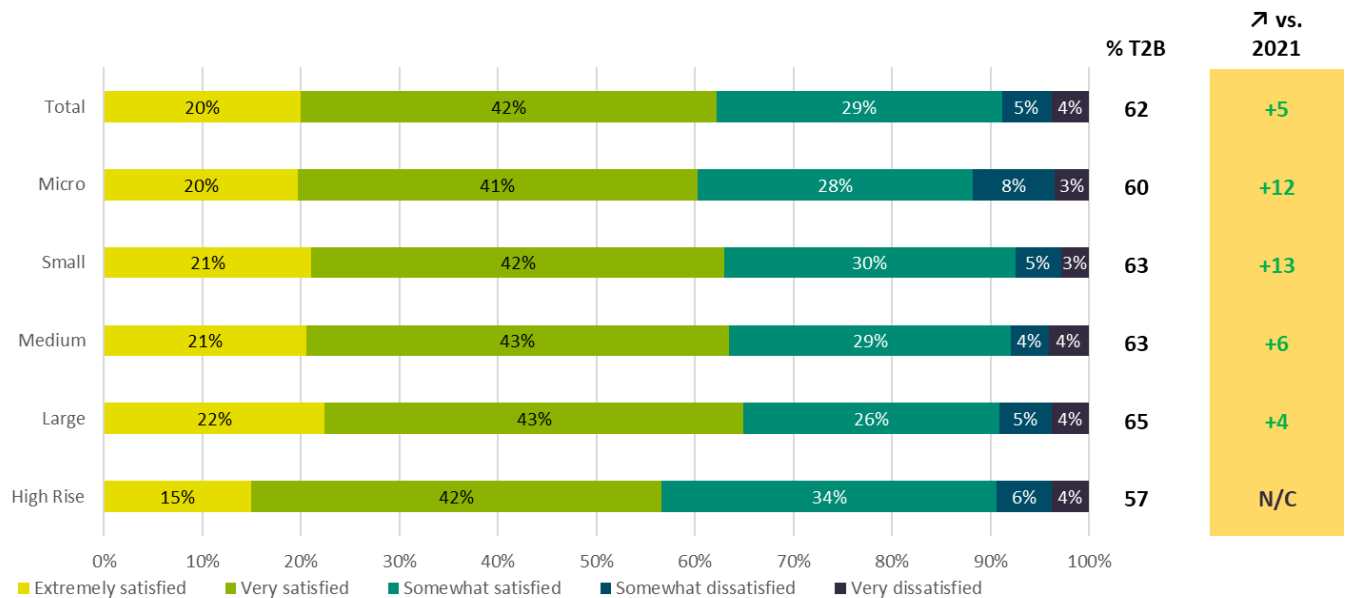
In 2021, satisfaction with Tarion interactions declined overall and across all builder segments – particularly Micro, Small and Medium Homeowners. However, satisfaction rebounded in 2022 across nearly all builder segments, except for Highrise owners.

Overall, 62% of homeowners who interacted with Tarion in 2022 (via MyHome, the website, the statutory warranty form, telephone, email, or a claim/conciliation inspection) are extremely or very satisfied with their interactions, a 5% increase from 2021 (57%).

As consistent with previous years, Large Homeowners report slightly higher satisfaction (65%) compared to other builder categories. Highrise Homeowners are least satisfied with their interactions (57%).

In all cases, there continues to be an opportunity to move the satisfaction scores up. An open-ended question that was added in 2022 hints that the main ways to do this are to:

- Improve communication to better manage expectations or at least inform homeowners of reasons for delays or disruptions – 6% of comments involve “poor communication”.
- Advocate to fast-track the repairs, as “Still waiting for repairs/repairs are not complete/takes a long time” remains a top issue for homeowners at 5% of all open-ended comments in 2022.



A1A. How satisfied were you with your interactions with Tarion? @ A1 (N=4,773)

## How Tarion Can Better Serve Homeowners' Needs

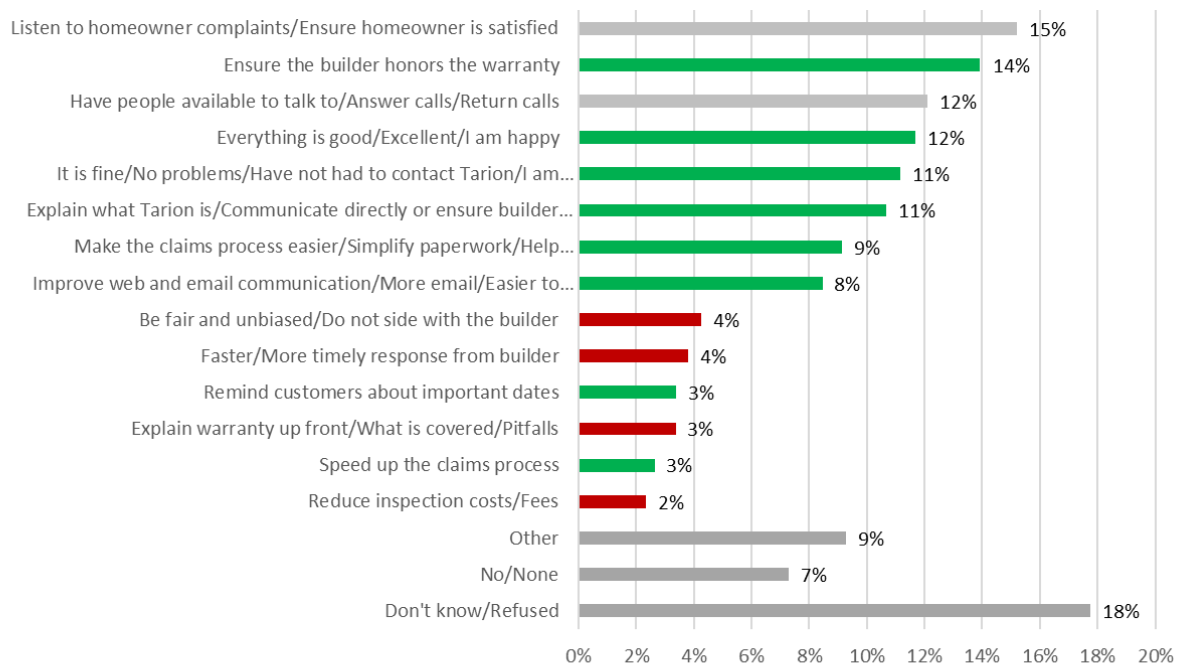
Respondents were asked on an open-ended basis, how Tarion could better serve the needs of new homeowners. They offered the following range of suggestions.

Comments that are mentioned more often in 2021 than in the previous year are:

- Ensure the builder honours the warranty;
- Explain what Tarion is or ensure builder provides information;
- Make the claims process easier and simpler.

It is notable that the following suggestions have decreased in frequency compared to 2021, suggesting an improvement in these areas:

- Be fair and unbiased;
- Faster response from builder;
- Explain warranty upfront and what is covered;
- Reduce inspection costs and fees.

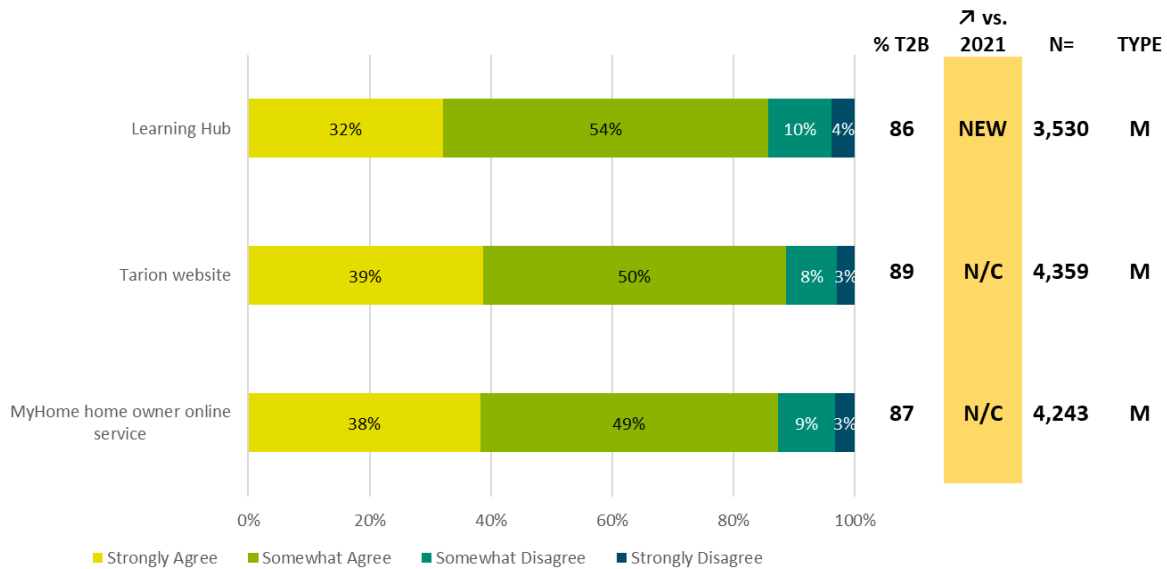


Source:

A14. Please describe how Tarion can better serve the needs of new homeowners. (n=4,773)

## Perceptions of Tarion Communication Materials

The vast majority of respondents (86%-89%) at least somewhat agree that *Tarion's website, MyHome online service, and Learning Hub* are easy to use and understand. Around one-third (32%-39%) *strongly* agree, suggesting that there continues to be room to enhance the ease of use of these vehicles, as there has been little improvement compared to 2021. Emphasis needs to be put on Learning Hub as it received the smallest percentage of homeowners who agree with ease of use.



A9C/D/G. To what extent do you agree or disagree with the following Tarion items are "easy to use and understand"?

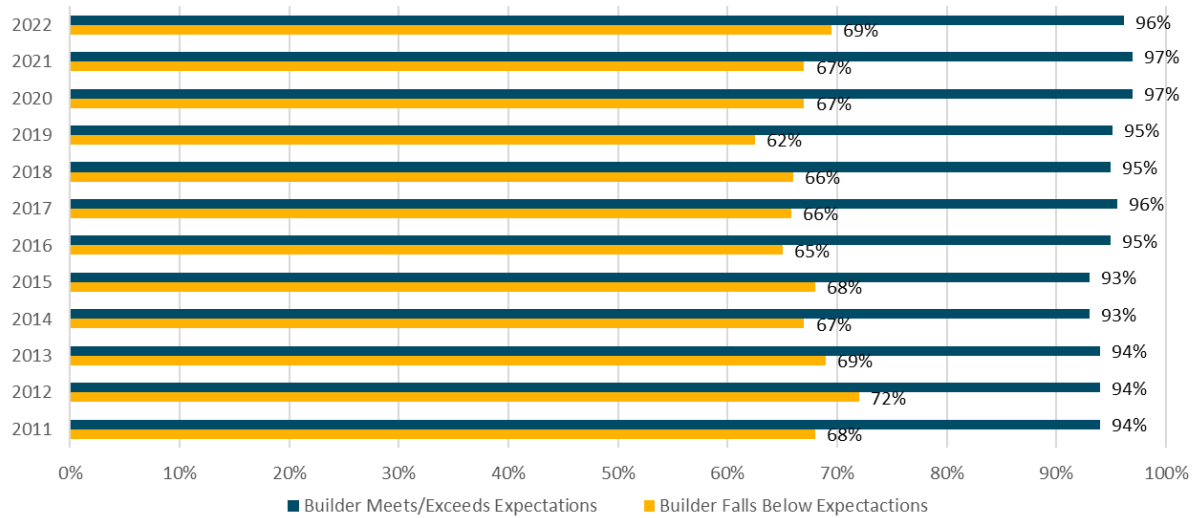
\*\* R = Relative Strengths (High Performance / High Importance)  
M = Maintenance Items (High Performance / Low Importance)

## The Builder Experience

As is the case each year, the builder experience has a direct and significant impact on homeowners' impressions of Tarion and their likelihood to say positive things about the organization. The following graph shows the strength of this relationship in each year.

When builders have met or exceeded homeowner expectations, homeowners are more likely to have a favourable view of Tarion (blue bars). Similarly, when builders do not meet expectations, homeowners are less likely to have a favourable impression of Tarion (yellow bars).

In 2022, 96% of homeowners whose builder met or exceeded expectations, had a favourable impression of Tarion – a level which has held steady since 2016, though a slight 1% drop from 2021 (97%). Conversely, there was a slight increase in favourable impressions of Tarion (69%) among homeowners whose builder fell below expectations, a 2% decrease from 2021.



A12. Overall, is your impression of Tarion... (N=4,374)



## APPENDIX

### 2022 New Homeowner Satisfaction Survey

# New Home Owner 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/tarion1](http://fmrch.com/tarion1) and typing in your unique ID: #####.

Remplissez le sondage en ligne en vous rendant à l'adresse suivante [fmrch.com/tarion1](http://fmrch.com/tarion1) et inscrivez ensuite votre numéro d'identification unique: #####.

ਇਸ ਲਿੰਕ [fmrch.com/tarion1](http://fmrch.com/tarion1) ਤੇ ਜਾ ਕੇ ਅਤੇ ਆਪਣੀ ਅਨੂਨੀ ਪਛਾਣ ਸੰਖਿਆ ##### ਟਾਈਪ ਕਰਕੇ ਸਰਵੇਖਣ ਨੂੰ ਆਨਲਾਈਨ ਪੂਰਾ ਕਰੋ।

با رجوع به [fmrch.com/tarion1](http://fmrch.com/tarion1) و وارد کردن شماره شناسه منحصر به فرد خود ##### ، نظرسنجی را به طور آنلاین تکمیل کنید.

进入[fmrch.com/tarion1](http://fmrch.com/tarion1) 并输入您的唯一 ID 号 ##### ，完成在线调查

### Part A: Understanding Your Experience with Tarion

A1. What contact, if any, have you had with Tarion? Please check all that apply:	
<input type="radio"/> Enquiries by telephone	<input type="radio"/> Visited the Tarion website (www.tarion.com)
<input type="radio"/> Enquiries by e-mail and/or mail	<input type="radio"/> Registered to use the Tarion "MyHome" homeowner online service
<input type="radio"/> Submitted a Tarion statutory warranty form	<input type="radio"/> None of these (If "None of these" Go to A9)
<input type="radio"/> Had a Tarion claim or conciliation inspection	

A1a. How satisfied were you 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

A1aa. 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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### Communication

A9. To what extent do you agree or disagree that each of the following Tarion items are "easy to use & understand":	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not Applicable
c) Tarion website (tarion.com)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) MyHome homeowner online service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g) Learning Hub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Impressions of Tarion

A10. To what extent do you agree or disagree:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
a) Tarion is accessible to new home owners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Tarion listens to the needs & 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 & transparent in its dealings with new home owners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A11. 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 & 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 & obligations of both new home buyers & builders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**A12. Overall, is your impression of Tarion...**  
 Very Favourable     Somewhat Favourable     Somewhat Unfavourable     Very Unfavourable     No Opinion

A12a. Why did you rate your impression of Tarion the way you did? (Please feel free to attach additional pages if needed).  
 \_\_\_\_\_  
 \_\_\_\_\_

**A13. If asked by potential new home owners, how likely would you be to say positive things about Tarion?**  
 Definitely would     Probably would     Might or might not     Probably would not     Definitely would not

A14. Please describe how Tarion can better serve the needs of new home owners. (Please feel free to attach additional pages if needed.)  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Part B: Understanding Your Experience with Your Vendor or Builder**

For each of the following questions, please indicate whether you were extremely satisfied, very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Please check only one circle per line.

**Agreement of Purchase and Sale (APS)**

B1. Please rate your satisfaction with your builder on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Explanation(s) of the Agreement of Purchase & Sale (APS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Responses to your questions or concerns about the APS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Ability to deliver the home as agreed to in the APS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Service Prior to Moving In**

B2. Please rate your satisfaction with your builder on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Ongoing communication before moving into your new home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Ability to follow through on commitments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) Explanation of the Tarion Learning Hub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Explanation of the warranty on your new home & your role & obligations under the warranty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Explanation of the Warranty Information Sheet (included with your purchase agreement)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Pre-Delivery Inspection (PDI)**

The pre-delivery inspection is a walk-through of your home before you take possession during which your builder explains how systems and equipment in your home function and it provides an opportunity to note any missing, damaged or incomplete items.

	Yes	No
B2AA. Did your builder complete a pre-delivery inspection with you prior to you taking possession?	<input type="radio"/>	<input type="radio"/>

**IF B2AA is YES, go to B3, if B2AA is NO, go to B4.**

B3. IF (B2AA = YES) Please rate your satisfaction with your builder on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Amount of time scheduled for & pace of your PDI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Accuracy in recording all follow-up items identified during your PDI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Explanation of how your home's systems & equipment function (e.g. windows, heating, A/C)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Overall thoroughness of your PDI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B4. Overall, how satisfied were you with your builder's customer service BEFORE you moved into your new home?						
<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		

B4i. Why did you rate your satisfaction with your builder's customer service BEFORE you moved into your new home the way you did? Please provide as much detail as possible.

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	Yes	No
B4a. Did you close and/or take occupancy of your new home on the originally scheduled or properly extended date?	<input type="radio"/>	<input type="radio"/>

### Home/Condominium Readiness

B5. Please rate your satisfaction with the timely completion of your home's or condominium unit's/building's...	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Interior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Exterior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Landscaping or driveway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) CONDO OWNER: Your building's common areas (e.g. lobby, pool, fitness centre)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B5i. If there were items that were not completed, please provide as much detail as possible regarding what they were and why you rated your satisfaction the way you did.

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### Customer Service After Moving In

	Yes	No
B6. Did your builder provide you with complete and accurate contact information for service and repairs?	<input type="radio"/>	<input type="radio"/>

B7. Please rate your satisfaction with your builder on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Timeliness of response to service & repair requests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Willingness to schedule service & repairs at a time convenient to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Ability to complete the repairs & leave your home clean & damage free	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) Overall quality of service & repairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) Ability to instill a feeling of confidence in their work & ongoing commitment to service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**B8. Overall, how satisfied were you with your builder's customer service AFTER you moved into your new home?**  
 Extremely Satisfied     Very Satisfied     Somewhat Satisfied     Somewhat Dissatisfied     Very Dissatisfied

B8i. Why did you rate your satisfaction with your builder's customer service AFTER you moved into your new home the way you did? Please provide as much detail as possible.

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**Overall Satisfaction**

B9. Please rate your satisfaction with your builder 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 & 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"/>

**B9e. Overall, how satisfied have you been with the home warranty coverage available on your home?**  
 Extremely Satisfied     Very Satisfied     Somewhat Satisfied     Somewhat Dissatisfied     Very Dissatisfied

**B11. How well did your experience with your new home and your builder meet your expectations?**  
 Well above expectations     Above expectations     Met expectations     Below expectations     Well below expectations

**B12. How likely would you be to recommend your builder to friends or family members thinking of buying a new home?**  
 Definitely would     Probably would     Might or might not     Probably would not     Definitely would not

B12i. What parts of your new home ownership experience had the most influence on your likelihood to recommend? Please provide as much detail as possible.

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B18. Please use this space to share any final comments with us about your experience with your builder. (Please feel free to attach additional pages if needed).

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## Part C: About You and Your Home

	Male	Female	Other	Prefer not to say
C1. Are you...?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C2. In what year were you born? (Enter 4 digits) _ _ _ _				Prefer not to say <input type="radio"/>
	Single	Married / Living common law	Other	Prefer not to say
C3. Are you...?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
			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"/>
			Yes	No
C7. Do you have any children under the age of 18 living in your household?			<input type="radio"/>	<input type="radio"/>
			Prefer not to say	
C8. What is the highest level of schooling that you have completed?				
<input type="radio"/>	Elementary school (less than grade 9)	<input type="radio"/>	Some university	
<input type="radio"/>	Some high school	<input type="radio"/>	Undergraduate degree	
<input type="radio"/>	Completed high school	<input type="radio"/>	Post-graduate degree (e.g. MA, MD, MSc, MBA, PhD, etc.)	
<input type="radio"/>	Some college, technical school/CEGEP	<input type="radio"/>	Prefer not to say	
<input type="radio"/>	Completed college, technical school/CEGEP			
C9. What is your estimated total annual household income before taxes?				
<input type="radio"/>	Under \$40,000	<input type="radio"/>	\$100,000 to under \$120,000	
<input type="radio"/>	\$40,000 to under \$60,000	<input type="radio"/>	\$120,000 or more	
<input type="radio"/>	\$60,000 to under \$80,000	<input type="radio"/>	Prefer not to say	
<input type="radio"/>	\$80,000 to under \$100,000			

## Responding to This Survey

	Yes	No
A. Did your builder, or anyone working with your builder, pressure you or offer an incentive to provide a positive response to this survey?	<input type="radio"/>	<input type="radio"/>
Our records indicate the following primary email: [EMAIL], is it correct?		
Our records indicate the following primary telephone number: [PHONE], is it correct?		

**If you are mailing your completed survey, please use the postage-paid envelope provided and return it before November 6th, 2022.**

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

