



2022 Homeowner Satisfaction Survey

Understanding Homeowner Impressions of Tarion

Executive Summary and Detailed Findings

Prepared for: Tarion

Year 2-7 Possessions
6 March 2023

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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 253,039 homeowners who took possession of their homes between September 1st of 2015 and July 31st of 2021. Coinciding with the timing of the “New Homeowner” Year 1 survey in 2022, qualified home buyers were either emailed or postage 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.

- **203,127 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
- **49,912 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
- **183,643 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 1st, 2022, and November 8th, 2022. Forum Research accepted and tabulated all surveys received before November 9th, 2022. The average survey length was about 11 minutes.

In total, 13,842 completed surveys were received. This represented a survey response rate of 5.4%. Almost all survey respondents (92%) reported that they were the person(s) who originally purchased the home from the builder. The breakdown of the 13,842 completed surveys by year of possession consisted of the following:

- 4,586 – (2) second year homeowners
- 3,317 – (3) third year homeowners
- 1,917 – (4) fourth year homeowners
- 1,601 – (5) fifth year homeowners
- 1,463 – (6) sixth year homeowners
- 958 – (7) seventh year homeowners

At a 95% level of confidence, the margin of error on the total sample size of 13,842 is +/- 0.79%. 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).

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 Homeowner 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 September 1st of 2015 and July 31st of 2021 – otherwise known as “Year 2-7 homeowners”). Where survey questions are common, the results are compared with the results of Tarion’s 2022 survey of homeowners in their first year of warranty coverage (those who took possession of their home between September 1st of 2021 and July 31st of 2022).

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 2022 Year 2-7 Homeowner Survey

- In 2022, overall willingness to advocate for Tarion among Homeowners (67%) and New Homeowners (73%) increased both by 1% when compared to 2021. New homeowners (Year 1) tend to be more promotive of Tarion than Year 2-7 Homeowners.
- Favourable impressions of Tarion in 2022 remained relatively consistent among all homeowners, with a small 2% increase among Year 2-7 Homeowners.
- Overall satisfaction with interactions with Tarion among Year 2-7 in 2022 did not change compared to 2021, although ratings increased by 5% for Year 1 Homeowners. Year 2-7 homeowners (54%) continue to be significantly less likely to be satisfied with interactions with Tarion compared to Year 1 Homeowners (62%).
- 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.

More specific findings show that...

- Overall perceptions of Tarion among Year 2-7 Homeowners are positive, with 78% 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 1 and Year 2 homeowners have the most favourable impressions of Tarion (86% and 83% respectively), and then ratings decline steadily through Year 4, then remain stable until Year 7.
- Tarion’s “Advocacy” measure is less favourable in comparison. About two-thirds of Year 2-7 Homeowners (67%) would definitely/probably say positive things about Tarion (37% would *definitely* do so). The willingness to advocate for Tarion for Year 2 Homeowners (72%) is close to New Homeowners (73%) but starts to decrease each year as the warranty period passes and plateaus by Year 4 to about 60% +/- 3% on average.
- Among Year 2-7 homeowners, Year 2 owners are most satisfied with their interactions/contact with Tarion (59%), followed by Year 3 owners (55%) and satisfaction continues to fall steadily through Year 7 (47%).
 - Interestingly, the number of homeowners contacting Tarion is highest in the earlier years of the warranty lifecycle (70% of Year 2 and 53% of Year 3 owners have contacted Tarion in 2022 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.
- Nearly 9-in-10 of homeowners (88%) indicate that Tarion’s commitment to customer service has either improved or remained the same over time without change from previous year. Overall, 48% say that Tarion’s customer service has *improved*.
- In 2022, just like for the New Homeowners, 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 mature homeowners whose warranty is about to expire.

% Agree Tarion is...	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Open and transparent	77%	83%	78%	71%	74%	72%	73%
Easy to do business with	77%	83%	77%	71%	73%	72%	72%
Listens to needs and concerns	76%	81%	77%	72%	75%	70%	69%
Accessible	86%	89%	86%	83%	85%	83%	85%

- In 2022, 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 eighth 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 2022, self-serve options continue to be the primary means of interacting with Tarion, including statutory warranty forms (66% of Year 2-7 homeowners), “MyHome” (52%) and Tarion’s website (49%). Contact through these three platforms appears to have increased slightly in 2022, especially for “MyHome” (+4% compared to 2021).
- In 2022, 43% of Year 2-7 homeowners have used or referenced Tarion’s Construction Performance Guidelines, about the same as in 2021 (42%).

Detailed Findings

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

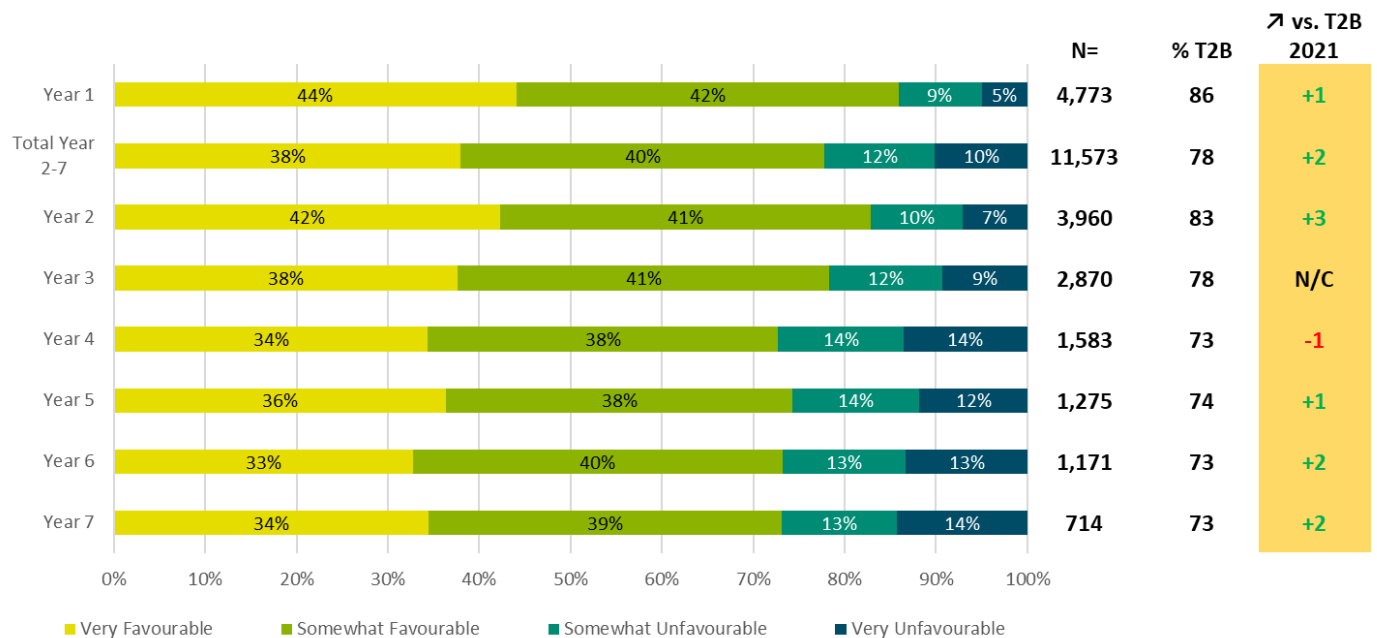
The third section presents a summary of interactions with customer service and the final section evaluates homeowners' satisfaction with Tarion's warranty coverage.

Home Owners' Overall Impressions of Tarion

The overall rating of Tarion among Year 2-7 owners is favourable: 78% have a very/somewhat favourable impression and 38% have a very favourable impression.

Overall, Year 2-7 perceptions have continued to rebound in 2022, after a decrease between 2018-2019. Each of the individual Year 2 through Year 7 scores has also continued the rebound that started in 2021, with the exception of Year 4.

In 2022, Year 2-7 Homeowners have significantly less favourable impressions of Tarion than Year 1 Homeowners (78% and 86% 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...?

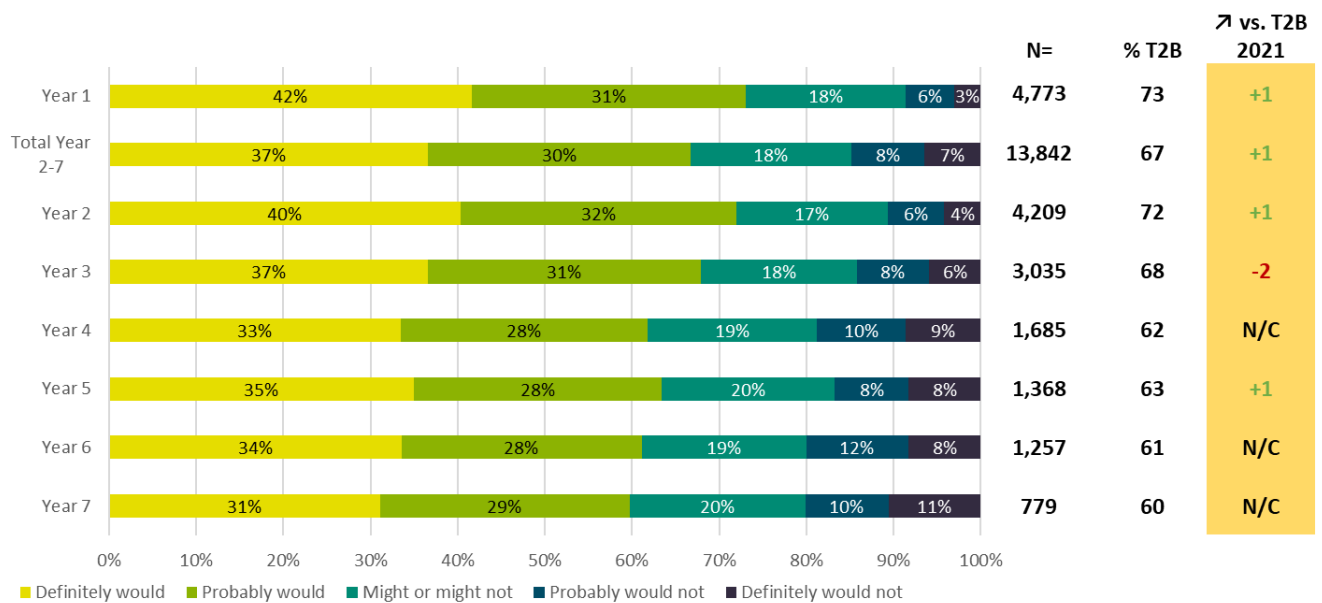
Homeowner Advocacy for Tarion

Likelihood of Home Owners Recommending Tarion

Overall, two out of three Year 2-7 Homeowners (67%) were likely to say positive things about Tarion if they were asked about the corporation by potential new homeowners. This metric has seen a steady improvement annually since 2019 ((59% (2019) → 64% (2021) → 66% (2021) → 67% (2022)).

Tarion’s “Advocacy” measure (likelihood to recommend an organization or to say positive things about it to others) remained relatively consistent in 2022 compared to 2021.

Year 1 Homeowners (73%) are significantly more likely to recommend Tarion compared Year 2-7 Homeowners (67%). Only Year 3 Homeowners saw a decrease in 2022 compared to 2021.



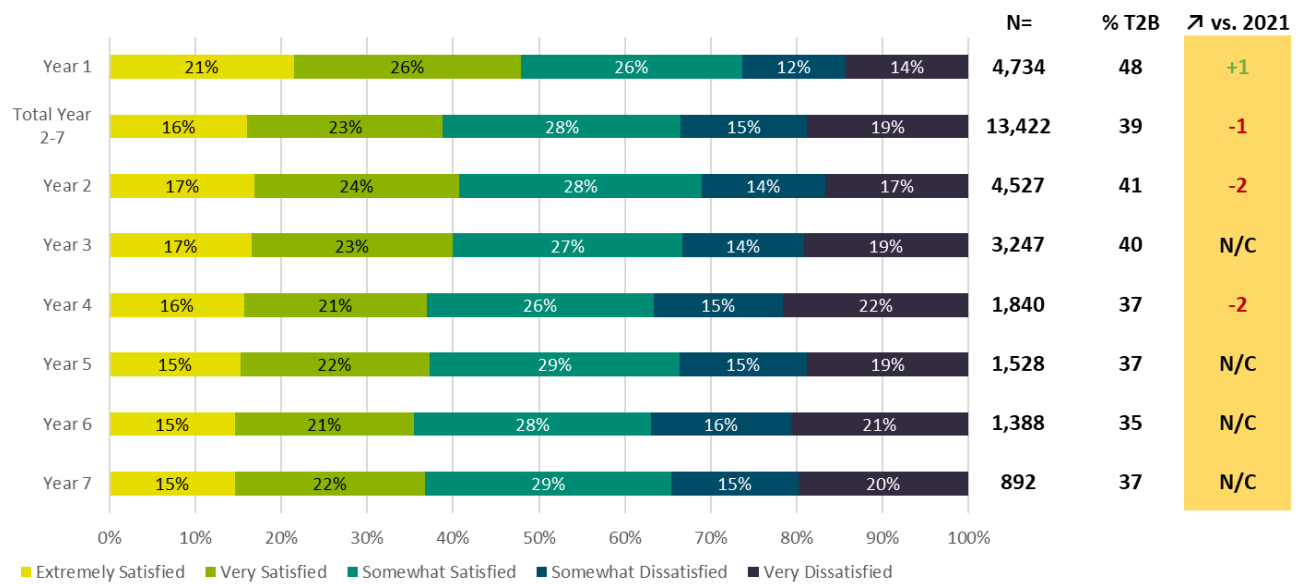
Source:
A10. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?

Overall Impressions of the Builder

Ratings of the builder’s overall customer service saw a similar trend as Tarion’s “Advocacy” measure, and overall stayed consistent compared to 2021.

Satisfaction from Year 1 Homeowners increased by 1%, while satisfaction from Year 2-7 Homeowners overall dropped by 1%. This is followed by Year 2 and Year 4 Homeowners, who saw 2% decreases each, while homeowners from other years either saw slight increases or remained the same as 2021.

Only 39% of Year 2-7 Homeowners give their builders top ratings on overall customer service (versus 67% who would say positive things about Tarion).

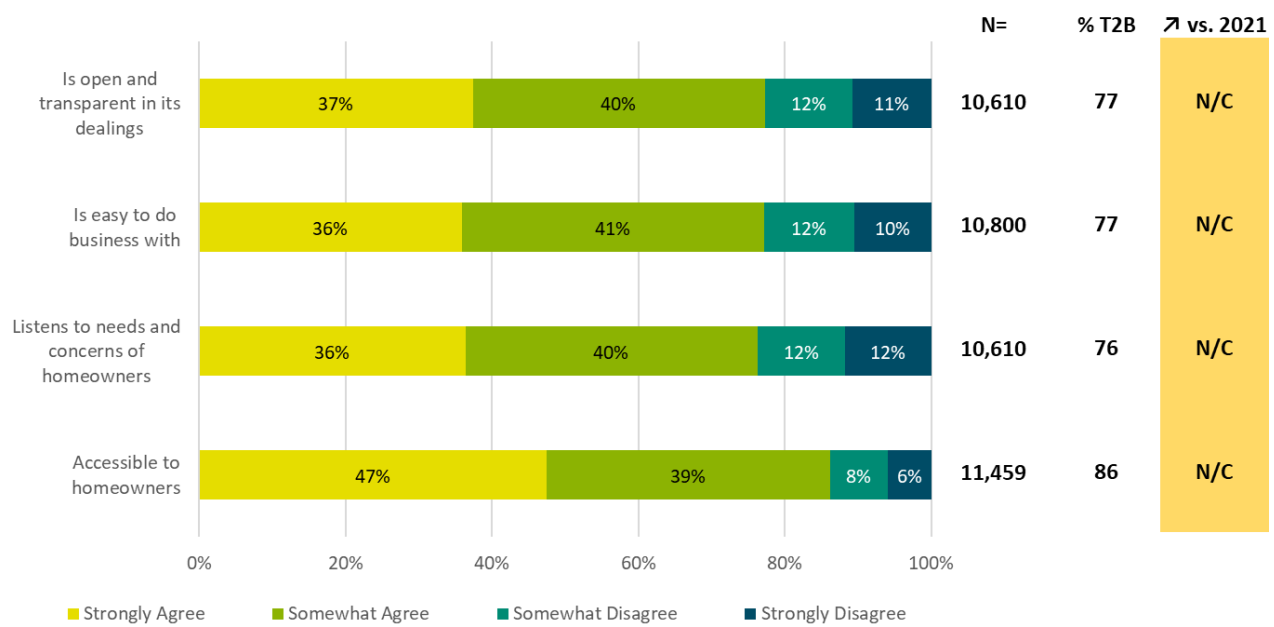


Source:
B11D. Please rate your satisfaction with your builder since you took possession of your home on ... Overall customer service?

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 2021 but has remained the same in 2022.

In 2022, 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 the needs and concerns of homeowners (76%).



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

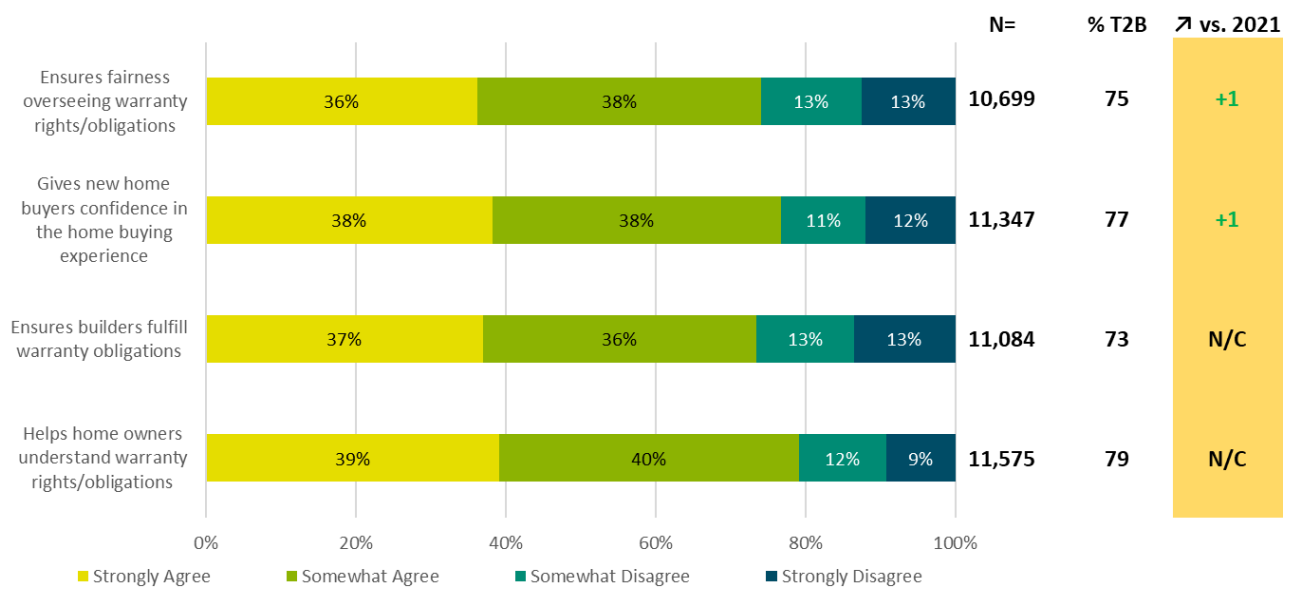
Impressions of Tarion decline over time on all Key Performance Indicators. That is, those who have taken possession of their homes more recently (especially those who are in Year 2 and Year 3) rate Tarion higher than homeowners in older warranty stages.

% Agree Tarion is...	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Open and transparent	77%	83%	78%	71%	74%	72%	73%
Easy to do business with	77%	83%	77%	71%	73%	72%	72%
Listens to needs and concerns	76%	81%	77%	72%	75%	70%	69%
Accessible	86%	89%	86%	83%	85%	83%	85%

In 2022, 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 higher than the other three attributes listed below for the eighth year in a row (79% agree).

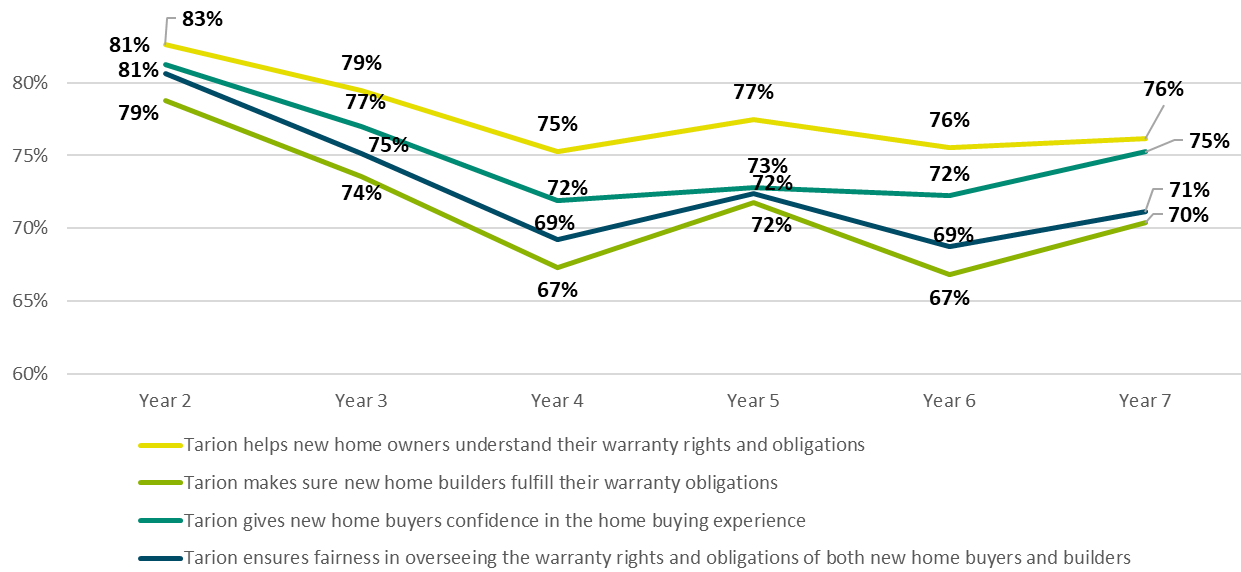
About three-quarters of Year 2-7 respondents also agree that Tarion performs well on all measures of *giving new home buyers confidence in the home buying experience, ensuring fairness in overseeing warranty rights and obligations of both home buyers and builders, and in ensuring builders fulfill their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

In both 2021 and 2022, scores have increased slightly (but not always significantly). Still, the slight increases in both years, have brought scores closer to 2019 levels.



Source: A&A-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.



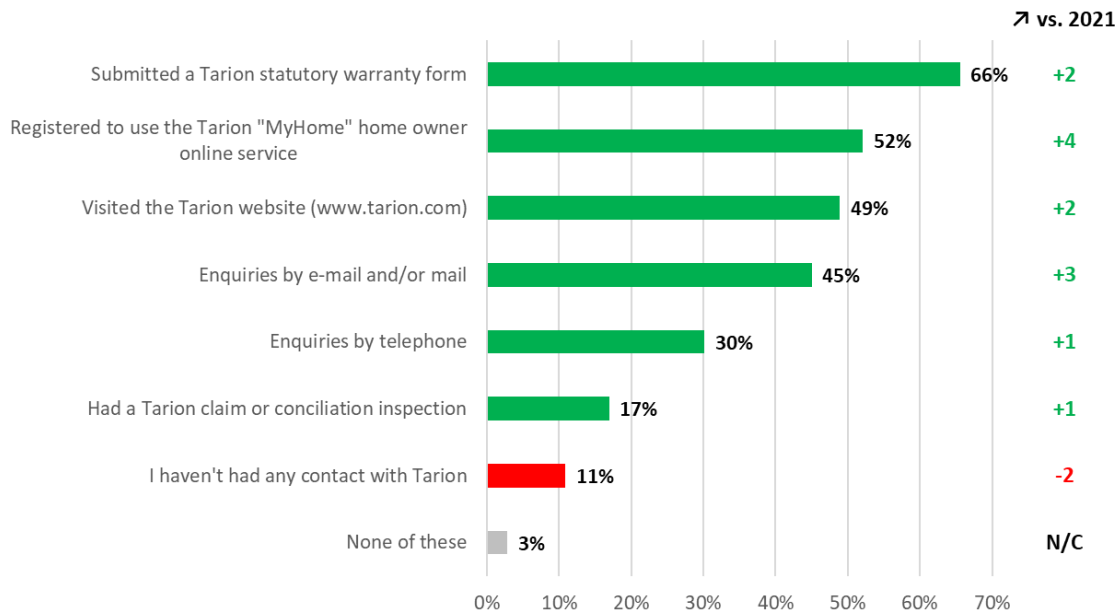
Source: A8A-D. Based on your impressions of Tarion, to what extent do you agree or disagree...?

Tarion Contact and Customer Service

Nature of Contact with Tarion

In 2022, 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 (66%), followed by registering to use “MyHome” (52%) and by visiting Tarion’s website (47%).

Contact through these three platforms appears to have increased in 2022, especially for “MyHome”, direct interactions with Tarion (by email, telephone, or claim/conciliation inspections) have also rebounded in 2022, bringing them back to 2019 levels.



Source:
A4. What contact, if any, have you had with Tarion? Please check all that apply...
(N=13,842)

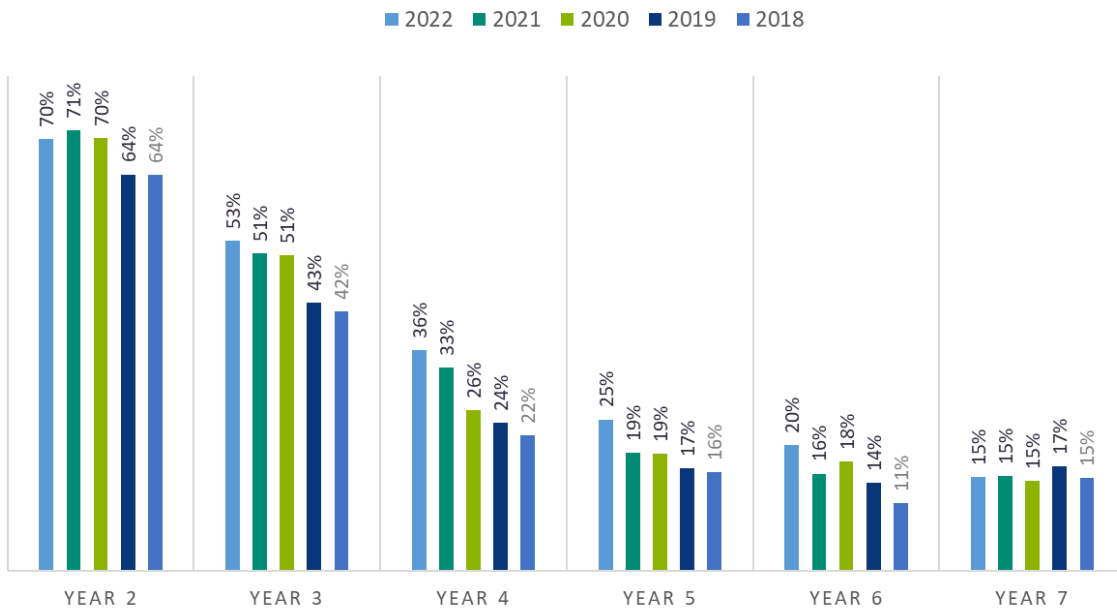
Use of the top three platforms is highest among Year 2 Homeowners, and then declines steadily through Year 5 of owning a newly built home. Use flattens between Years 5 and 6, and then picks up again in Year 7.

	Total Yr 2-7	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7
Statutory warranty form	66%	72%	72%	62%	57%	54%	52%
MyHome	52%	59%	57%	50%	45%	40%	36%
Website	49%	53%	51%	48%	45%	40%	40%

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 (70% have contacted Tarion in 2022), followed by Year 3 (53%) and then Year 4 (36%). After another significant drop in past-year contacts after Year 4, the percent of owners contacting Tarion in the later warranty stages levels off.

The percent of homeowners contacting Tarion remained relatively similar in 2022 and 2021 across all years except Year 5, which saw significantly more past-year contacts in 2022 than in 2021.



Source:

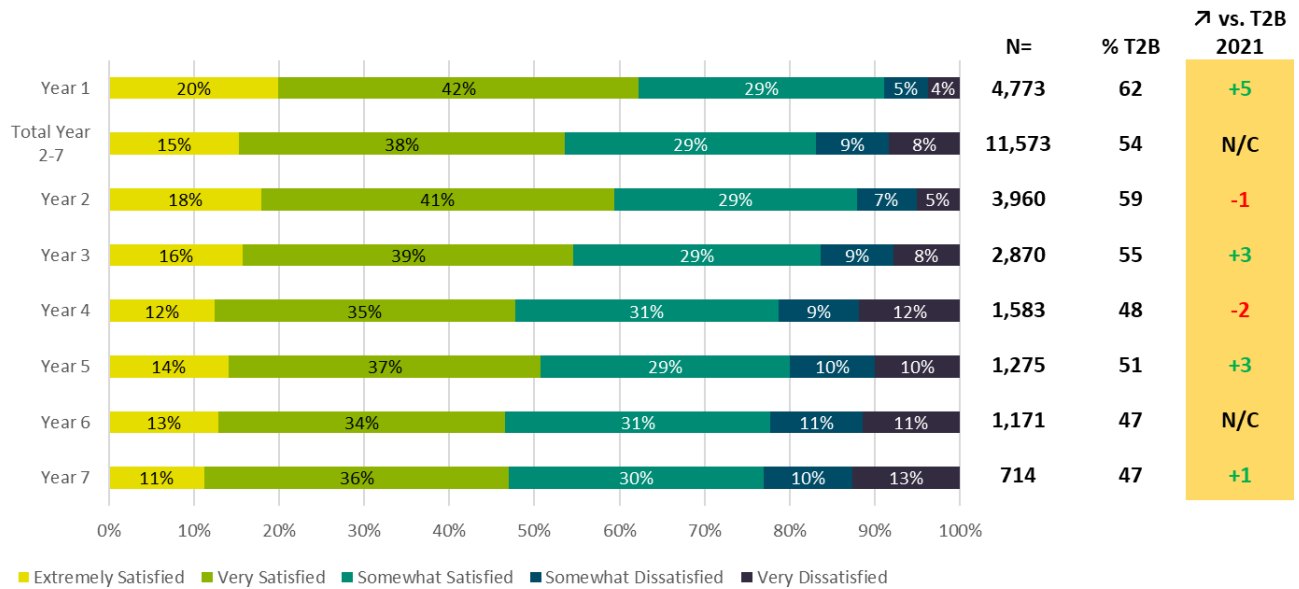
A5. Have you had contact with Tarion in the past year? (N= 11,945)

Satisfaction with Tarion Interactions

In 2022, overall satisfaction levels among Year 2-7 homeowners remained similar as in 2021, after a significant increase from 20-21 cycle.

Specifically, satisfaction has increased by 5% among Year 1 homeowners. Year 3 owners showed a large improvement in 2021 which has been sustained in 2022.

Overall in 2022, Year 1 ratings are significantly higher than Year 2-7 ratings (62% and 54% satisfied respectively). Homeowners express higher levels of satisfaction with their Tarion interactions in the first years of dealing with Tarion. After Years 1 to 3, satisfaction steadily declines through Year 7.



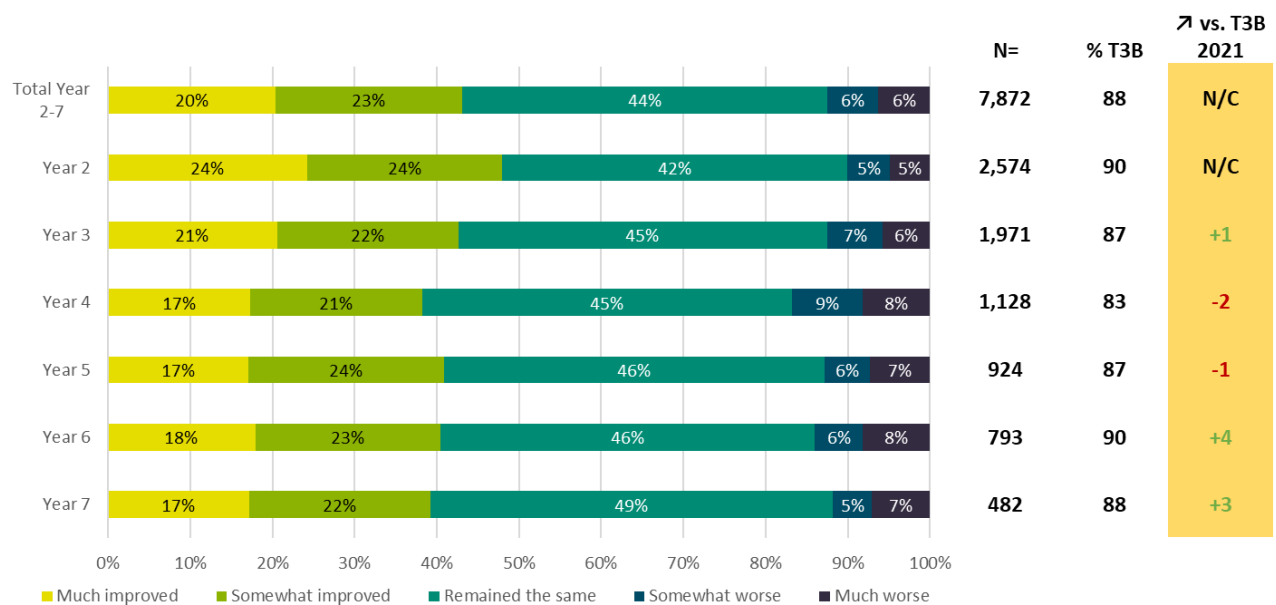
Source:
A6. Overall, how satisfied were you with your interactions with Tarion?
 Base: Excluding None of these @ A4

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-eight percent (88%) 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, 43% of Year 2-7 homeowners say that it has *improved*.

The Year 6 score increased by 4% from 2021, followed by a 3% increase among Year 7 Homeowners. Ratings among other years have remained relatively consistent compared to 2021.



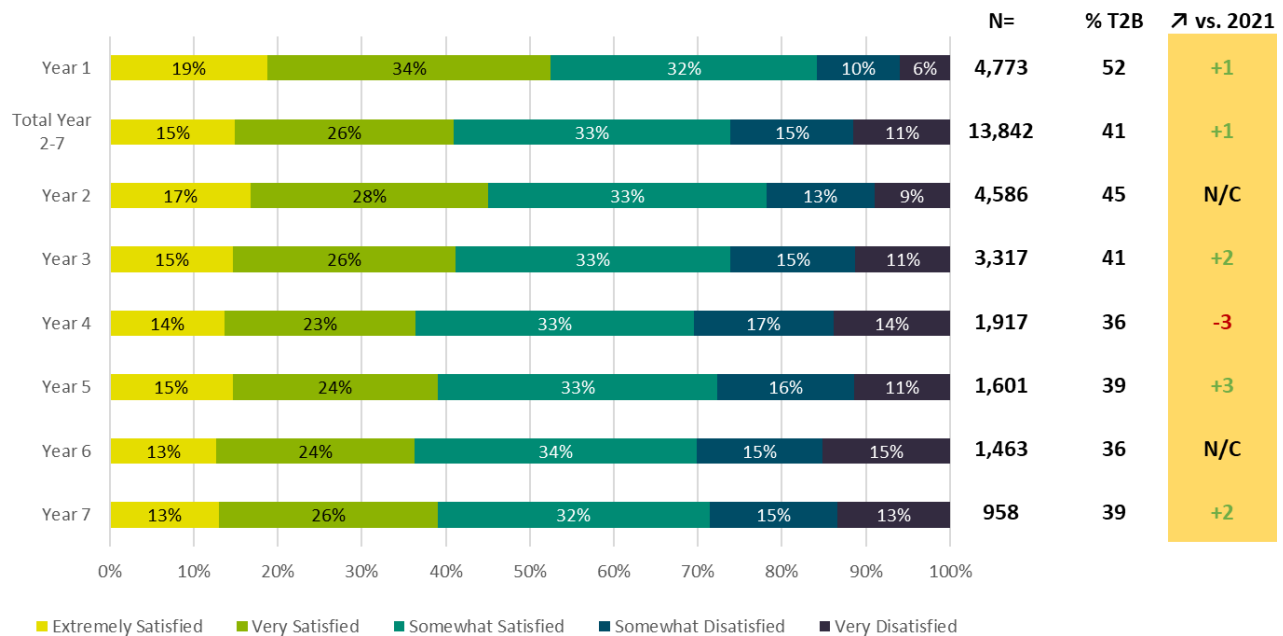
Source:
A11. Based on your experiences, how has Tarion's commitment to customer service changed over time?
 *Percentage callouts/commentary on this slide are with regard to the top three categories (T3B).

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 remained relatively consistent as in 2021 (41% extremely/very satisfied in both years).

Year 2-7 Homeowners are significantly less satisfied with the warranty coverage available on their homes than Year 1 homeowners (41% compared to 52%). 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 final stages of the warranty lifecycle.

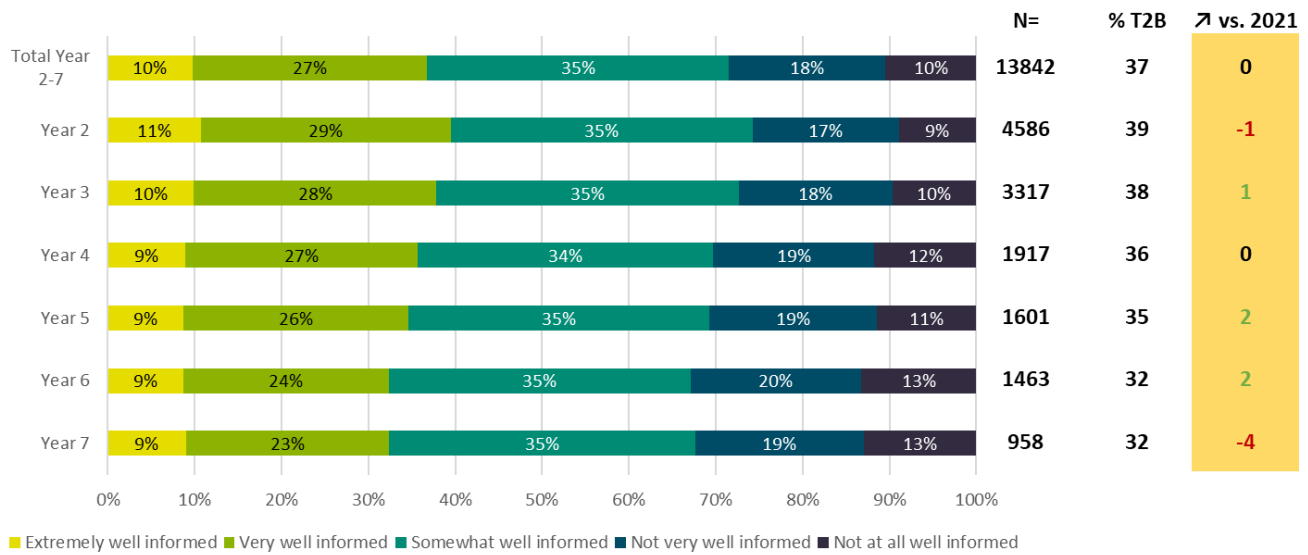


Source:
 B5. Overall, how satisfied have you been with the warranty coverage available on your home?

Awareness of Warranty Repair Period Timelines

Overall, 72% 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 2021, overall and across most stages of the warranty lifecycle. The exception is Year 7 owners whose ratings show a 4% decline in 2022.

Significantly more Year 2 Homeowners feel that they were extremely or very well informed about their warranty repair period timelines when compared to Year 6-7 Homeowners (39% and 32% 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? (N= 13842)

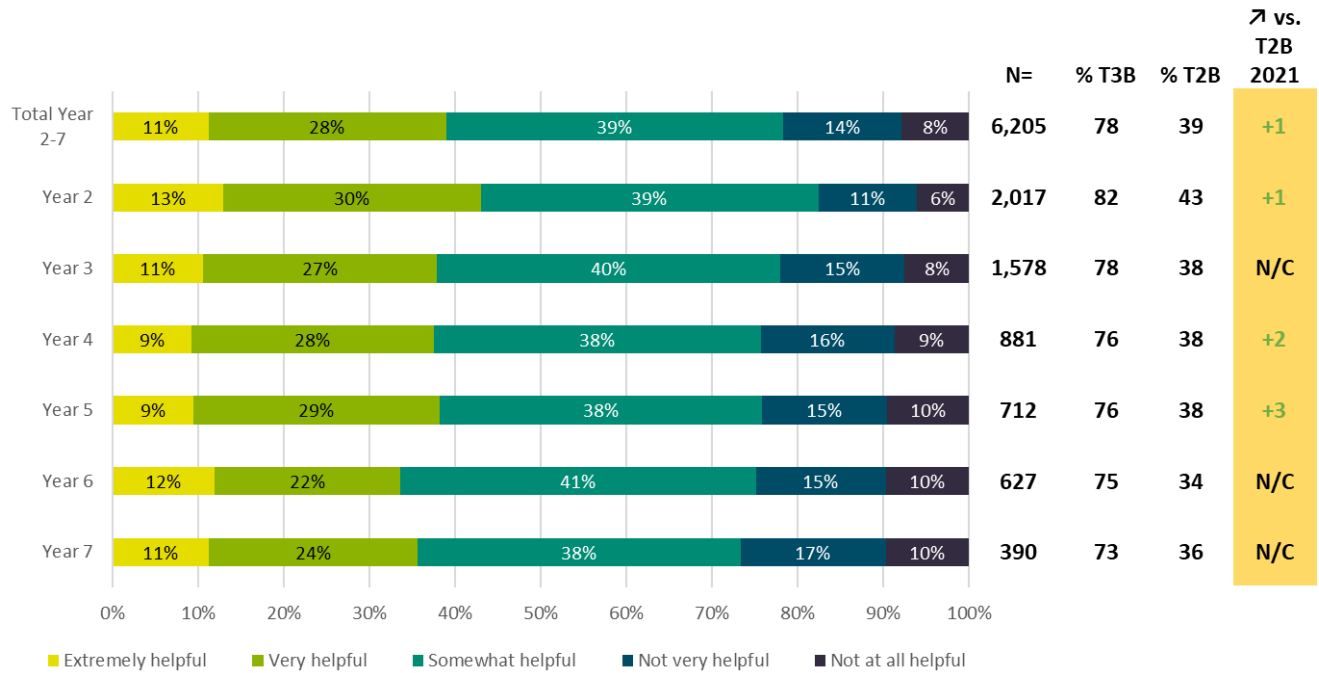
Tarion's Construction Performance Guidelines (CPG)

In 2022, 39% of Year 2-7 Homeowners have used or referenced Tarion's Construction Performance Guidelines, statistically unchanged from previous years.

Overall, about three-quarters of Year 2-7 Homeowners find the CPG at least somewhat helpful (78%), and 39% find it extremely/very helpful.

Once again, Year 2 Homeowners are more likely to find the guidelines helpful than those in the subsequent stages. There are no significant differences in ratings among Year 3-7 owners.

After declines across most of Years 2 to 7 in 2019, the numbers of homeowners who find the guidelines useful mostly recovered in 2021, and have remained stable in 2022, 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?

*Percentage callouts/commentary on this slide are with regard to the top three categories (T3B).

APPENDIX

2022 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 and typing in your unique ID: #####.

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

ਇਸ ਲਿਖੇ fmrch.com/tarion27 ਤੇ ਜੋ ਥੋਮੇ ਤੋਂ ਆਪਣੀ ਮਨ ਚੁੱਪ ਫੋਟੋ ਸਫ਼ਿਆ ##### ਟਾਈਪ ਕਰਕੇ ਮੈਰਵੈਕਟ ਨੂੰ ਆਨਲਾਈਨ ਪਹੁੰਚਾਓ

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

进入 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"/>
<input type="radio"/>	Condominium unit	<input type="radio"/>
<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"/>
<input type="radio"/>	Very Satisfied	<input type="radio"/>
<input type="radio"/>	Somewhat Satisfied	<input type="radio"/>
<input type="radio"/>	Somewhat Dissatisfied	<input type="radio"/>
<input type="radio"/>	Very Dissatisfied	

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

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.

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.

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 November 6th 2022.

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

