

# 2025 NEW HOMEOWNER SATISFACTION

Year 1 Report



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# BACKGROUND AND METHODOLOGY

# Background and Methodology

- Ipsos is a third-party research provider that conducted on Tarion's behalf an online survey of first-year homeowners to better understand consumer experiences and satisfaction with Tarion and their builders.
- 47 772 invitations were sent via email where an email address was present on file
- Surveys were completed between September 23 to November 12, 2025

YEAR	COMPLETES	SAMPLE	COMPLETION RATE
2021	7604	47 595	16.0%
2022	4773	44 264	10.7%
2023	5043	54 126	9.3%
2024	3487	54 983	6.3%
<b>2025</b>	<b>3558</b>	<b>47 772</b>	<b>7.4%</b>



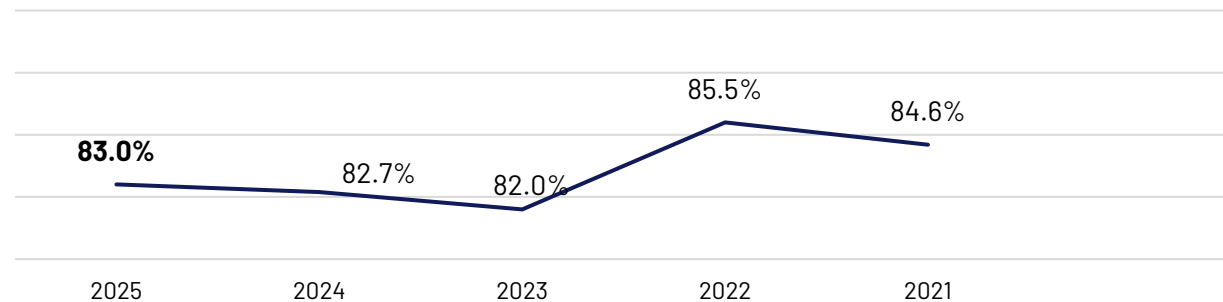
# SERVICE ORIENTATION INDEX

# Service Orientation Index

## STATUS OF HOMEOWNER SERVICE ORIENTATION INDEX

KPI ELEMENTS (%)	2025	CHANGE VS. 2024	2024	2023	2022	2021
Tarion is accessible to new homeowners	<b>87.0</b>	-0.6	87.6	87.2	89.7	88.7
Tarion listens to the needs and concerns of new homeowners	<b>80.4</b>	+0.8	79.6	78.1	82.5	81.7
Tarion is easy to do business with	<b>81.7</b>	+0.7	81.0	80.7	84.2	83.6
<b>Index (averaged)</b>	<b>83.0</b>	<b>+0.3</b>	<b>82.7</b>	<b>82.0</b>	<b>85.5</b>	<b>84.6</b>

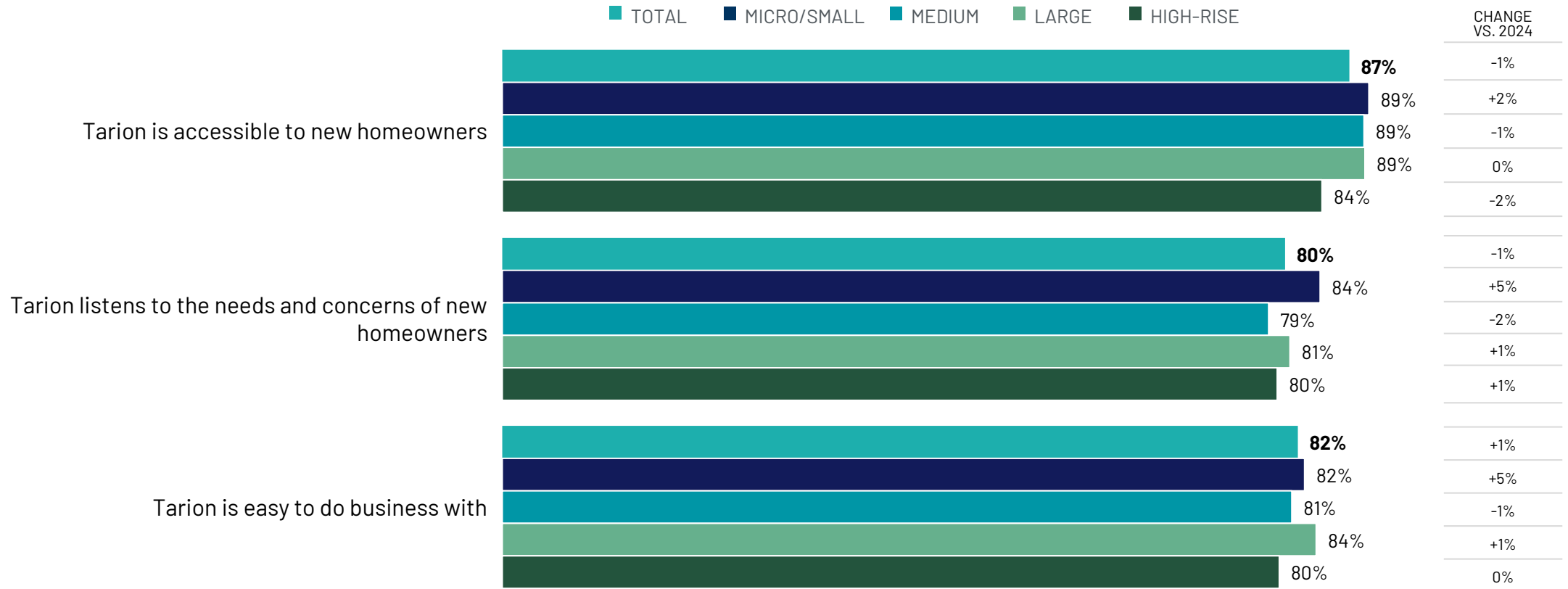
SOI GOAL	ACHIEVEMENT
</=79	Below
84	Meets
>/=86	Exceeds



Base: All respondents (n=3,558)  
 A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

# Service Orientation Index

## SERVICE ORIENTATION INDEX - BY BUILDER TYPE (% STRONGLY/SOMEWHAT AGREE)



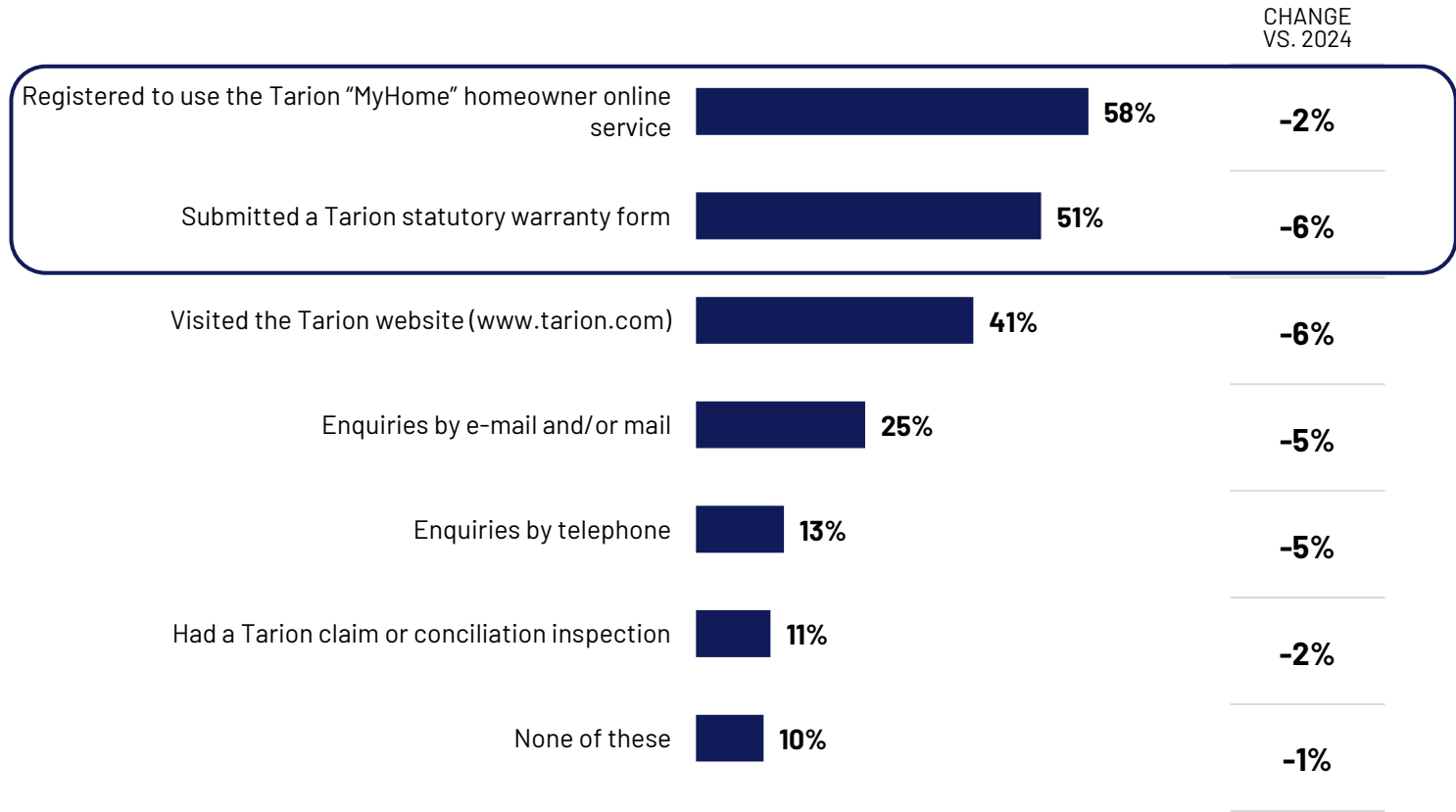
Base: All respondents (n= 3,558)

A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

# UNDERSTANDING THE EXPERIENCE WITH TARION/IMPRESSIONS OF TARION

# Contact with Tarion

## TYPE OF CONTACT WITH TARIION

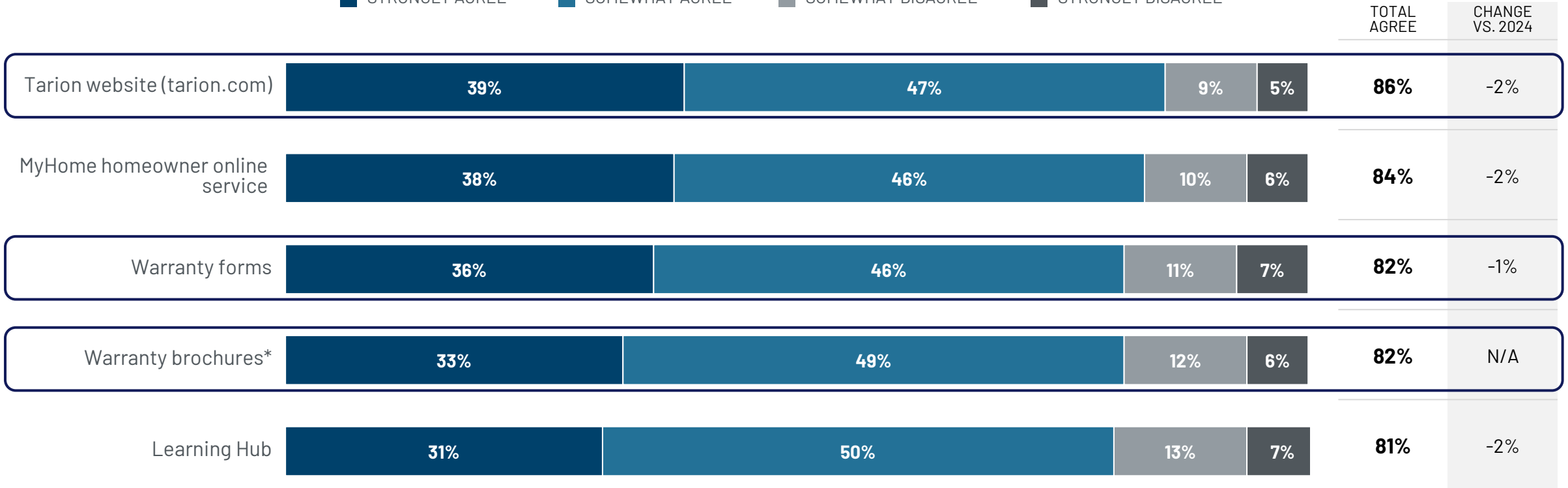


Base: : All respondents (n=3557)  
 A4. What contact, if any, have you had with Tarion?\*

# Homeowner impressions of Tarion's tools and resources

## EASY TO USE & UNDERSTAND

■ STRONGLY AGREE   
 ■ SOMEWHAT AGREE   
 ■ SOMEWHAT DISAGREE   
 ■ STRONGLY DISAGREE



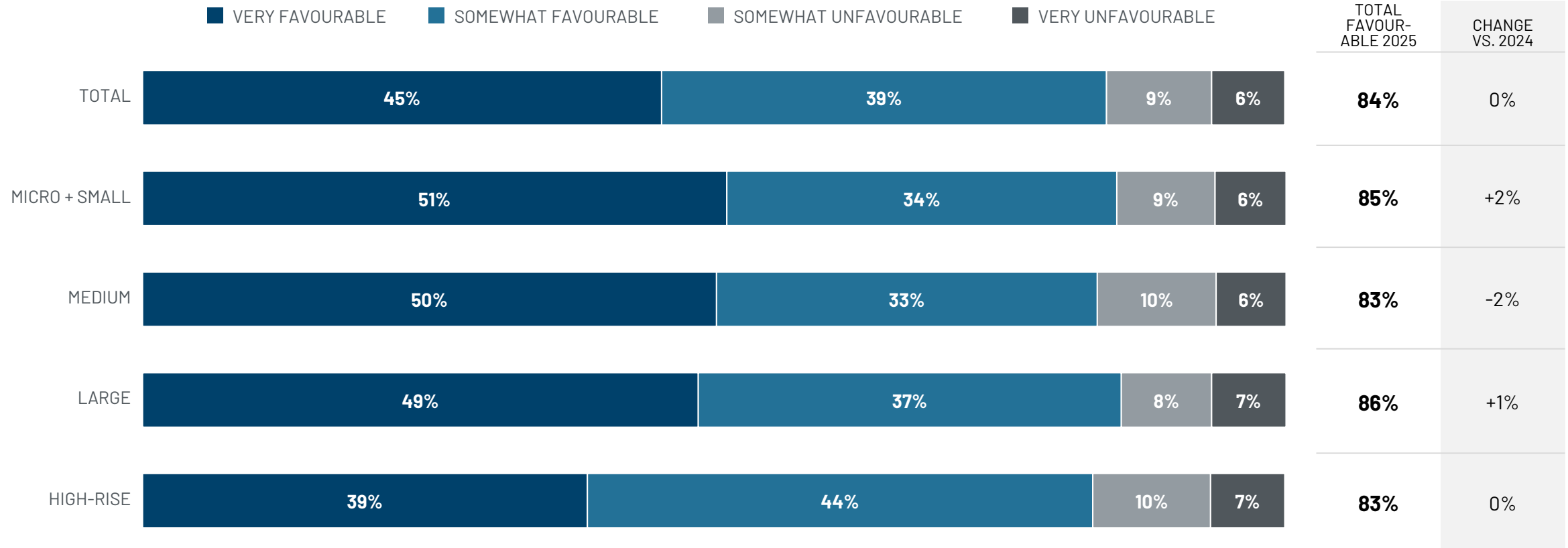
Base: All respondents:(n=2819-3318)

A8. To what extent do you agree or disagree that each of the following Tarion items are easy to use & understand?

\*Statement added in 2025

# Impressions of Tarion based on builder type

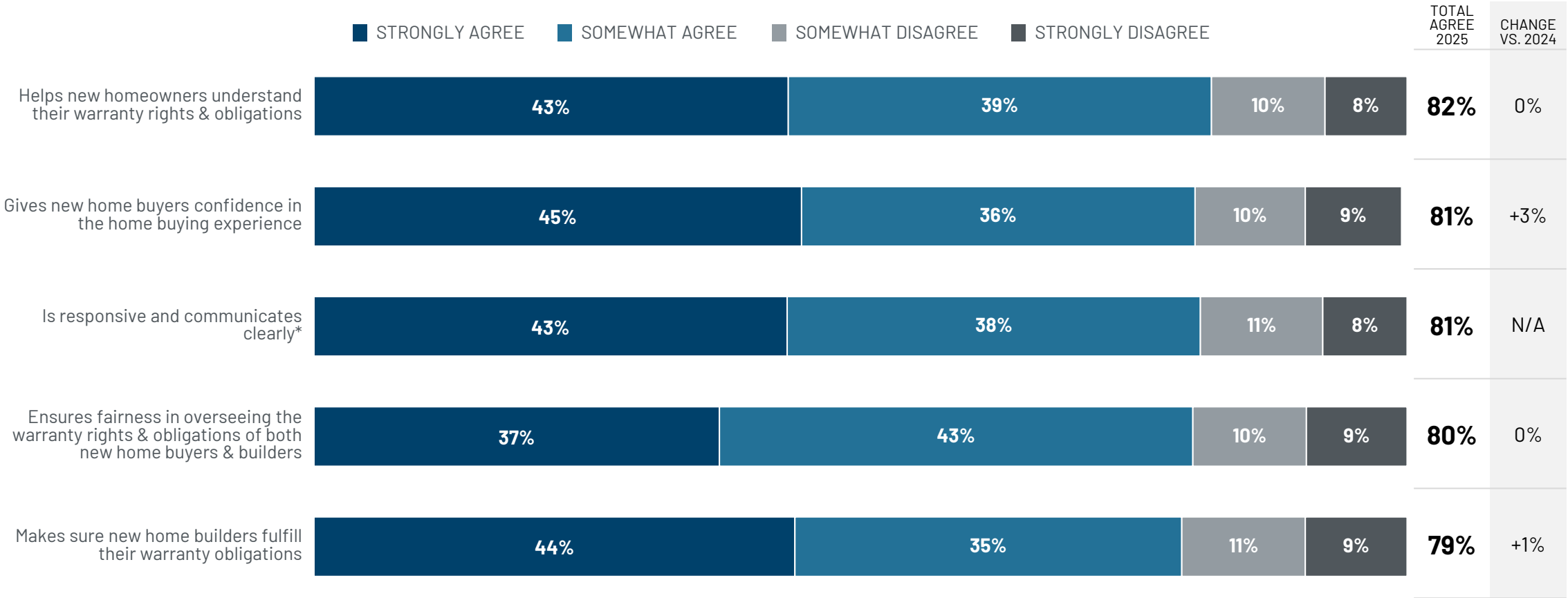
## OVERALL IMPRESSION OF TARIION



Base: All respondents: (Total n=3341, Micro/Small n=372, Medium n=412, Large n=1288, High-Rise n=1269)  
 A11. Overall, is your impression of Tarion ...?

# Impressions of Tarion

## IMPRESSIONS OF TARION

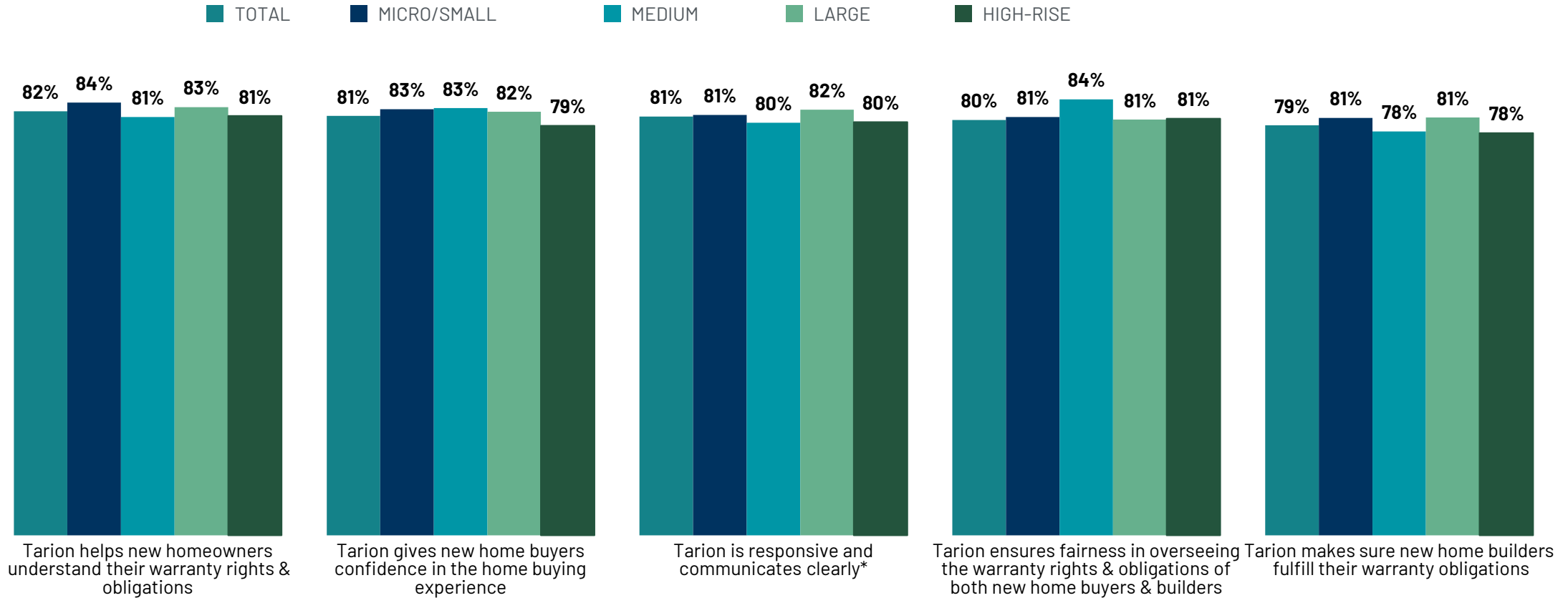


Base: All respondents with valid responses (n=2981 – 3328)  
 A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?  
 \*Statement added in 2025



# Impressions of Tarion

## IMPRESSIONS OF TARION (%VERY/SOMEWHAT AGREE)



Base: All respondents with valid responses: (Micro/Small n=296-358, Medium n=349-415, Large n=1182-1291, HR n=1154-1264)

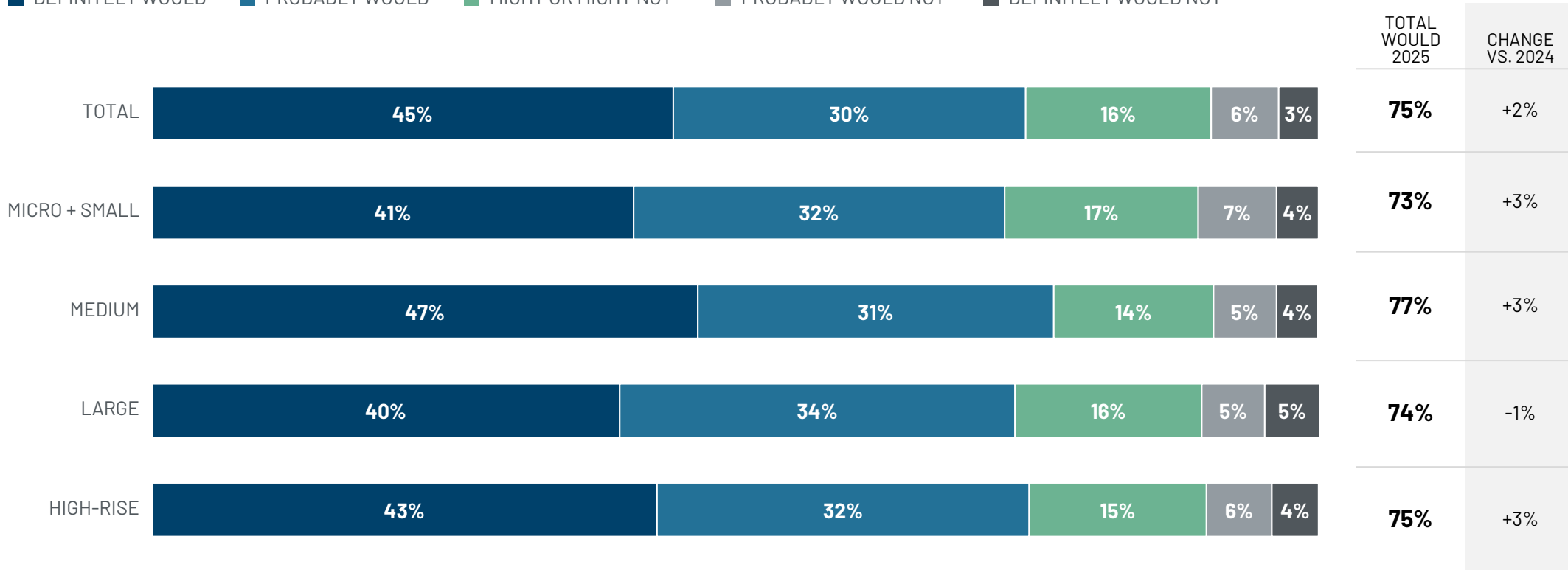
A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

\*Statement added in 2025

# Impressions of Tarion based on builder type

## WILLINGNESS TO SPEAK POSITIVELY OF TARIION

■ DEFINITELY WOULD   
 ■ PROBABLY WOULD   
 ■ MIGHT OR MIGHT NOT   
 ■ PROBABLY WOULD NOT   
 ■ DEFINITELY WOULD NOT



Base: All respondents: (Total n=3558, Micro/Small n=414, Medium n=446, Large n=1353, HR n=1345)  
 A12. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?