

2024 NEW HOMEOWNER SATISFACTION

Year 1

Prepared for Tarion

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 **TARION**
SUPPORTING YOUR NEW HOME WARRANTY



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TARION EXPERIENCE / IMPRESSIONS OF TARION



BACKGROUND AND METHODOLOGY

Background and Methodology

- Tarion commissioned Ipsos to conduct an online survey among first-year homeowners to better understand consumer experiences and satisfaction with Tarion and their builders.
- 54 983 invitations were sent via email where an email address was present on file.
- The response rate in 2024 was 6.3%. Though the response rate has declined in recent years, it is still within the industry average. Surveys were completed between November 25 to December 17, 2024.

YEAR	COMPLETES	SAMPLE	COMPLETION RATE
2016	8568	52 541	16.3%
2017	11 558	56 929	20.3%
2018	11 376	54 518	20.9%
2019	8500	45 303	18.8%
2020	6679	48 035	13.9%
2021	7604	47 595	16.0%
2022	4773	44 264	10.7%
2023	5043	54 126	9.3%
2024	3487	54 983	6.3%



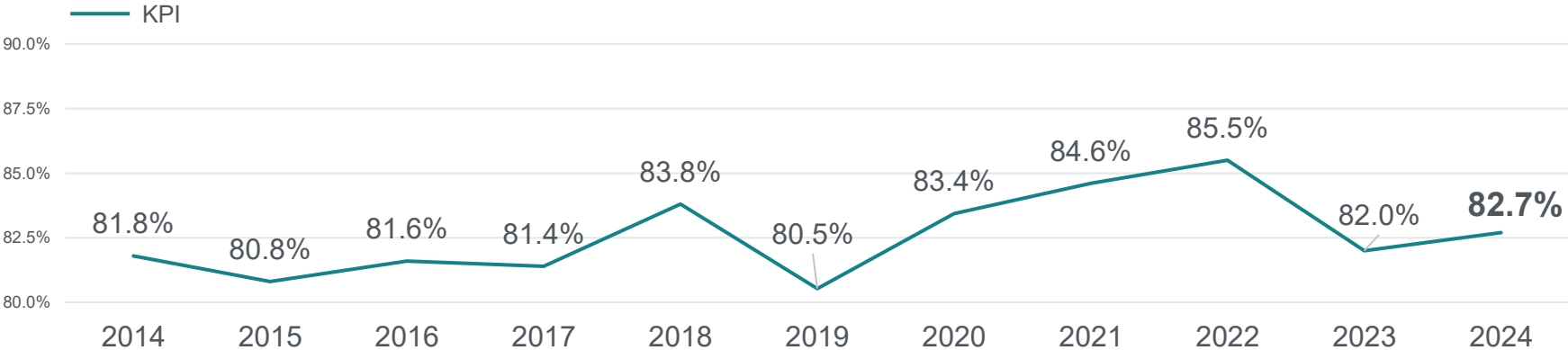
SERVICE ORIENTATION INDEX

Service Orientation Index

STATUS OF HOMEOWNER SERVICE ORIENTATION INDEX

KPI ELEMENTS (%)	2024	CHANGE VS. 2023	2023	2022	2021	2020	2019	2018	2017
Tarion is accessible to new homeowners	87.6	+0.4	87.2	89.7	88.7	87.9	85.0	87.4	85.7
Tarion listens to the needs and concerns of new homeowners	79.6	+1.5	78.1	82.5	81.7	80.5	78.1	81.9	78.9
Tarion is easy to do business with	81.0	+0.3	80.7	84.2	83.6	81.9	78.5	82.0	79.5
Index (averaged)	82.7	0.7	82.0	85.5	84.6	83.4	80.5	83.8	81.4

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

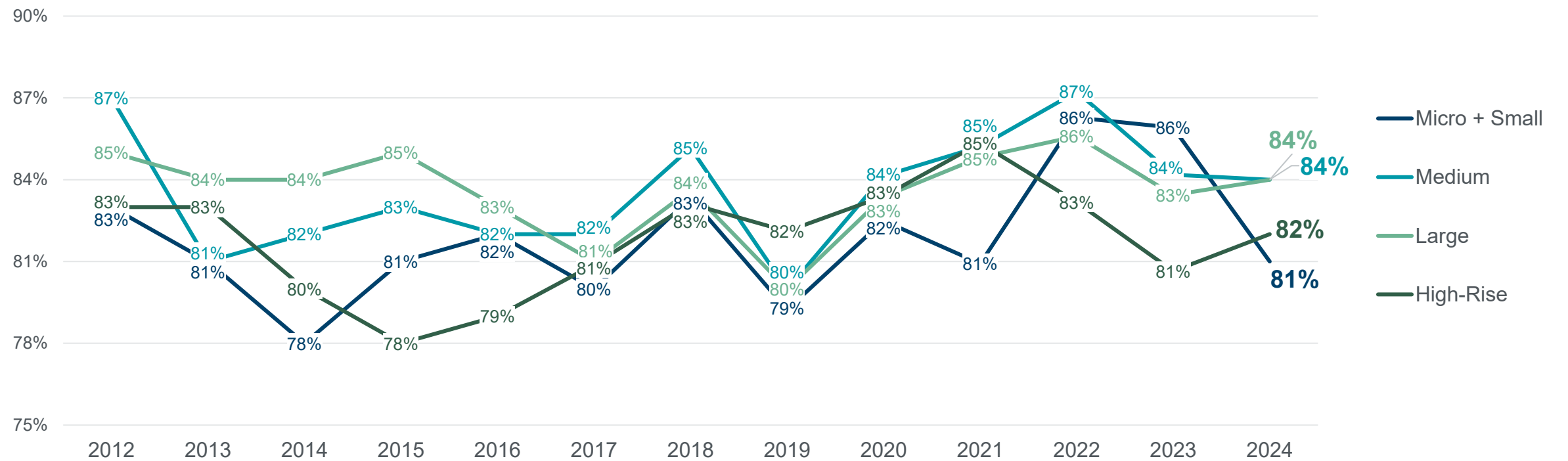


Base: All respondents (n=3,487)
A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

Homeowner Service Orientation Index by Builder Type

The Service Orientation Index saw a slight uptick for homeowners with large and high-rise builder types in 2024, while homeowners with micro/small types experienced a decline.

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

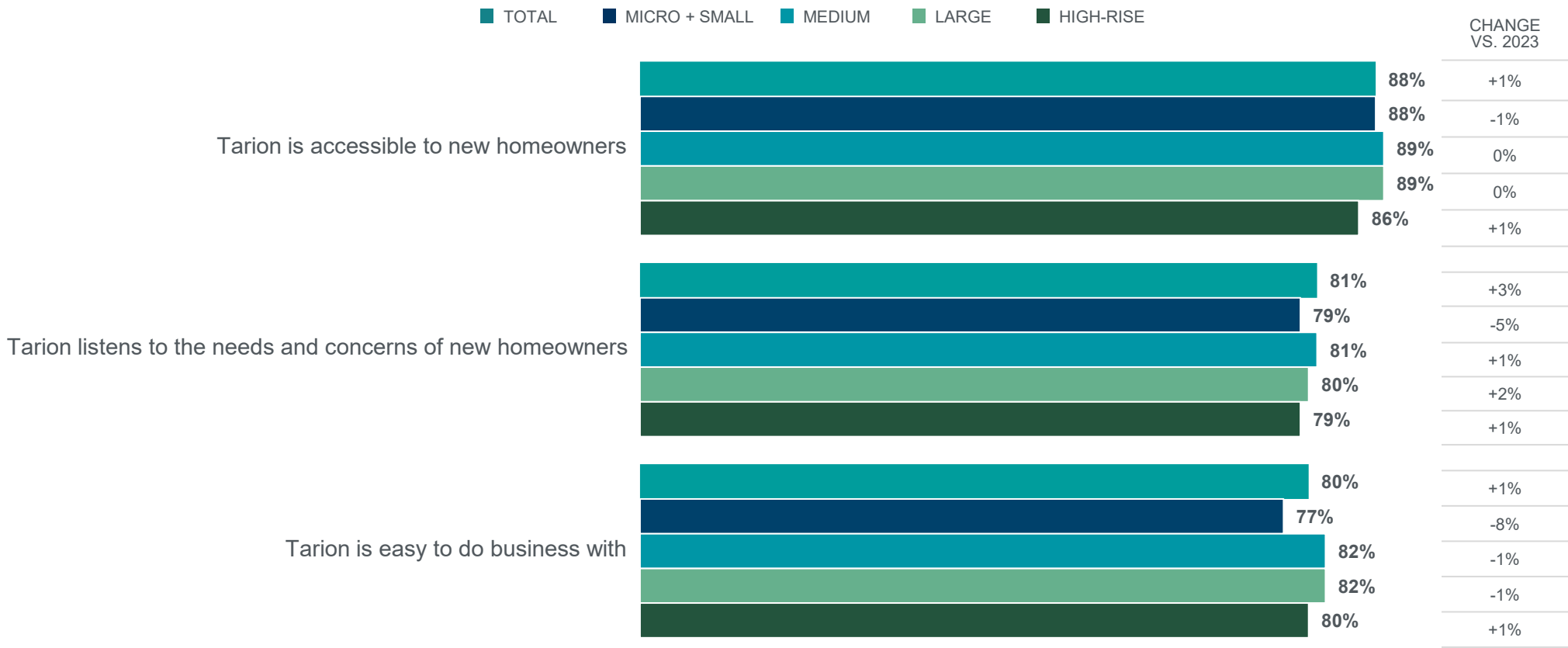


Base: All respondents (n=3,487)
A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

Service Orientation Index

Tarion performs highest across all homeowner segments for being accessible to new homeowners.

SERVICE ORIENTATION INDEX STATEMENTS – BY BUILDER TYPE (% STRONGLY/SOMEWHAT AGREE)

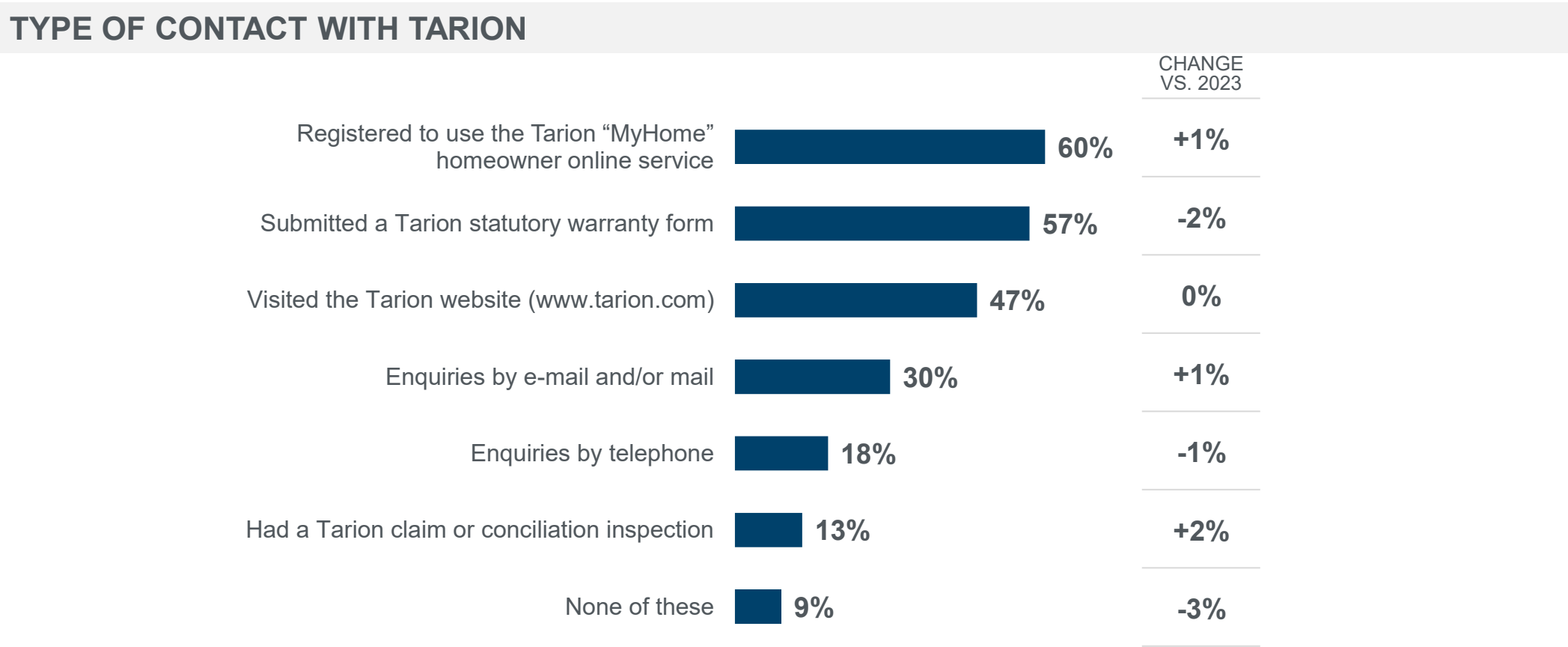


Base: All respondents (n=3,487)
A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

UNDERSTANDING THE EXPERIENCE WITH TARION / IMPRESSIONS OF TARION

Contact with Tarion

During the first year of homeownership, homeowner interactions with Tarion most commonly occur through the "MyHome" online service registration and statutory warranty form submission.

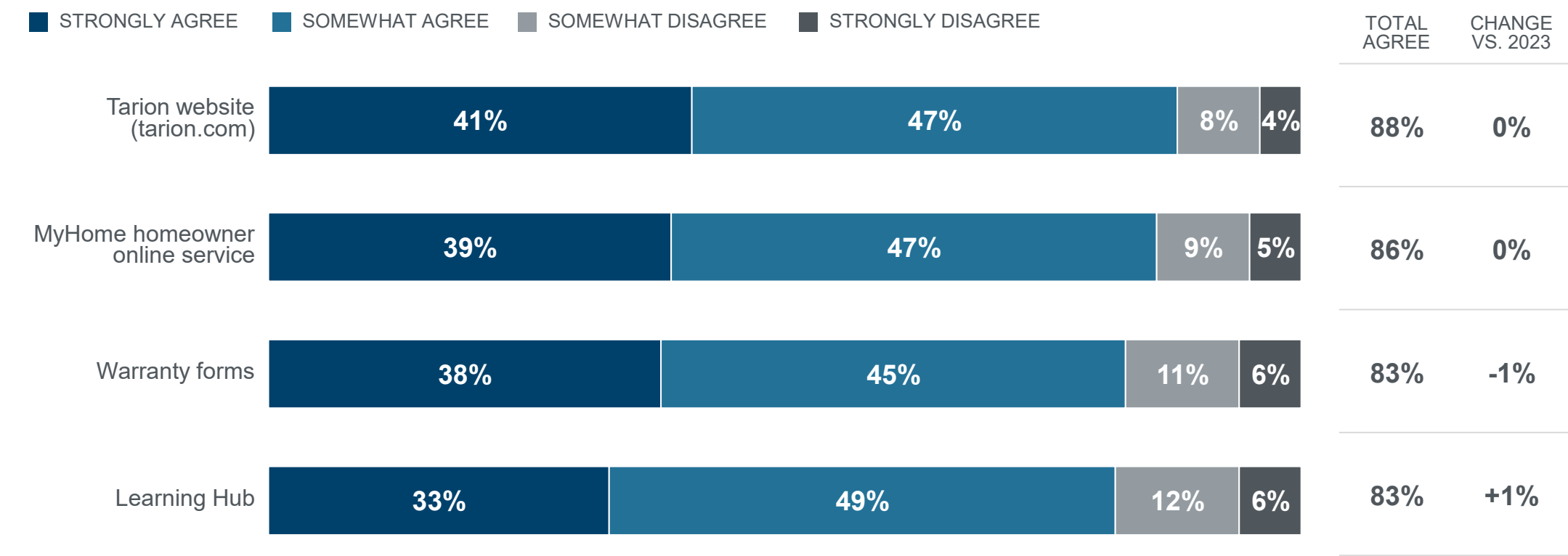


Base: : All respondents (n=3,487)
A4. What contact, if any, have you had with Tarion?

Ease of Use

Over 80% of homeowners agree that Tarion resources are easy to understand.

EASY TO USE & UNDERSTAND

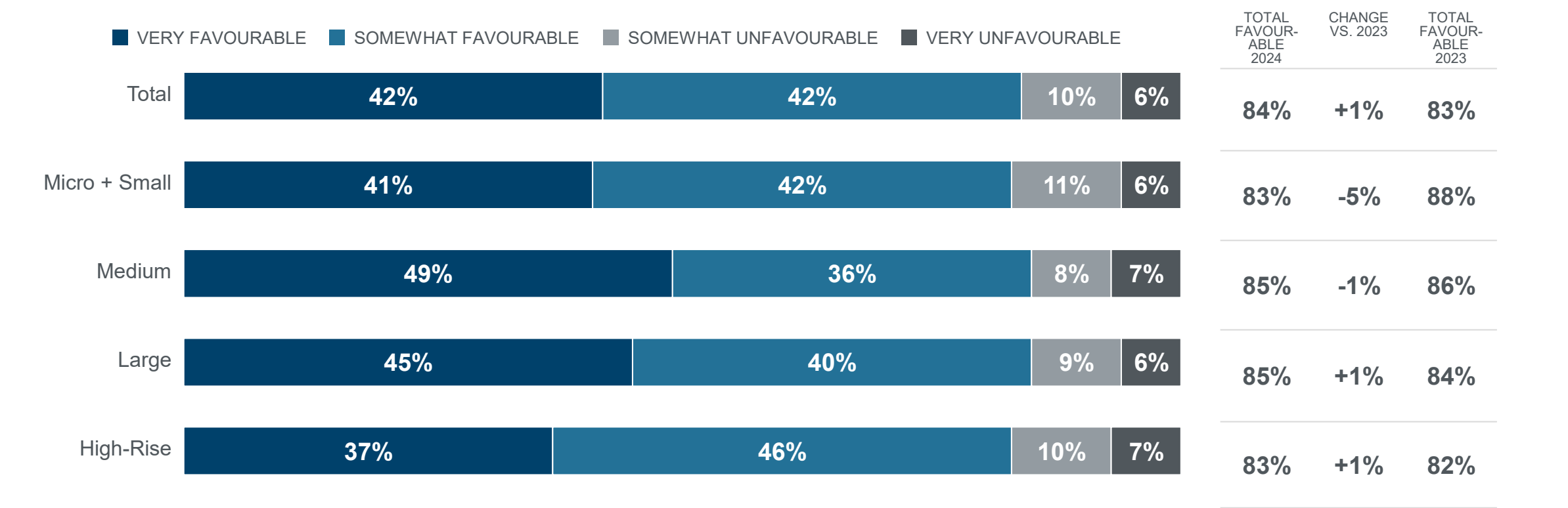


Base: All respondents:(n=3,487)
A8. To what extent do you agree or disagree that each of the following Tarion items are easy to use & understand?

Impressions of Tarion

While the overall impression of Tarion continues to be strong, there has been a decrease in favourability amongst homeowners with micro/small builders.

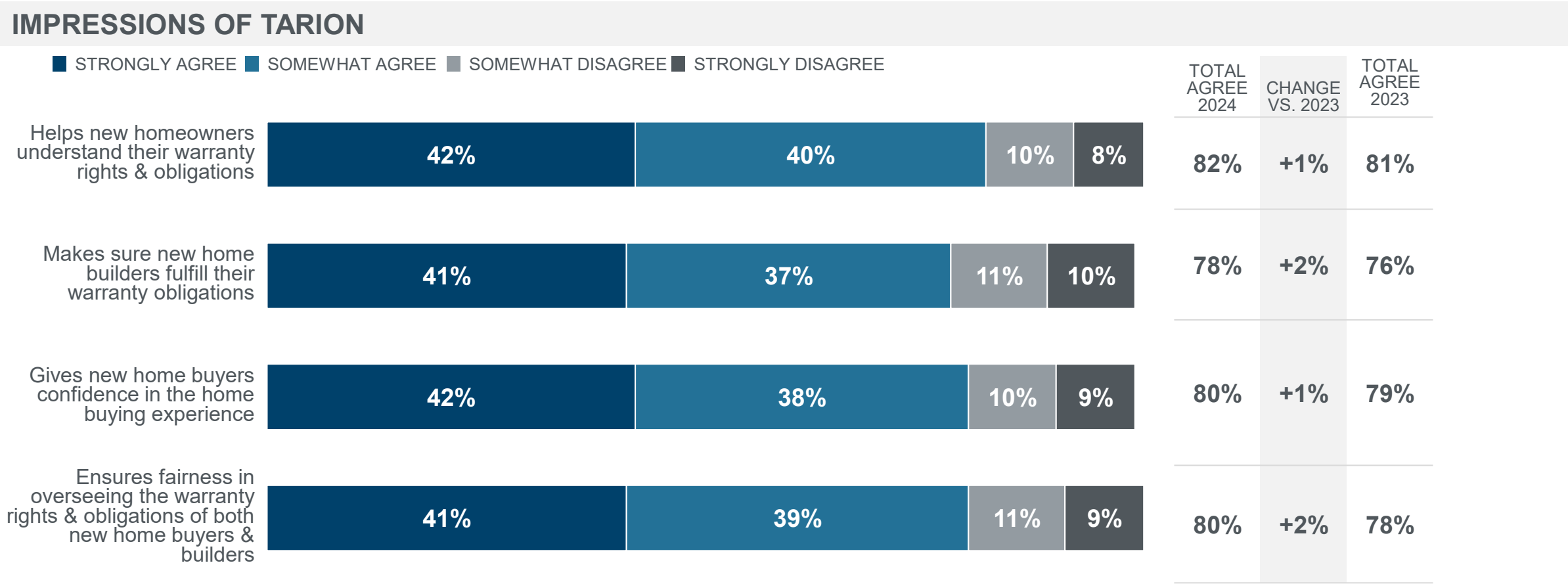
OVERALL IMPRESSION OF TARION



Base: All respondents: (Total n=3,487, Micro + Small n=374, Medium n=512, Large n=1,246, High-Rise n=1,355)
A11. Overall, is your impression of Tarion ...?

Impressions of Tarion

Homeowners feel Tarion looks out for their best interests, providing protection that builds confidence in their home’s quality. There has been improvement over 2023 with the level of agreement with these statements.

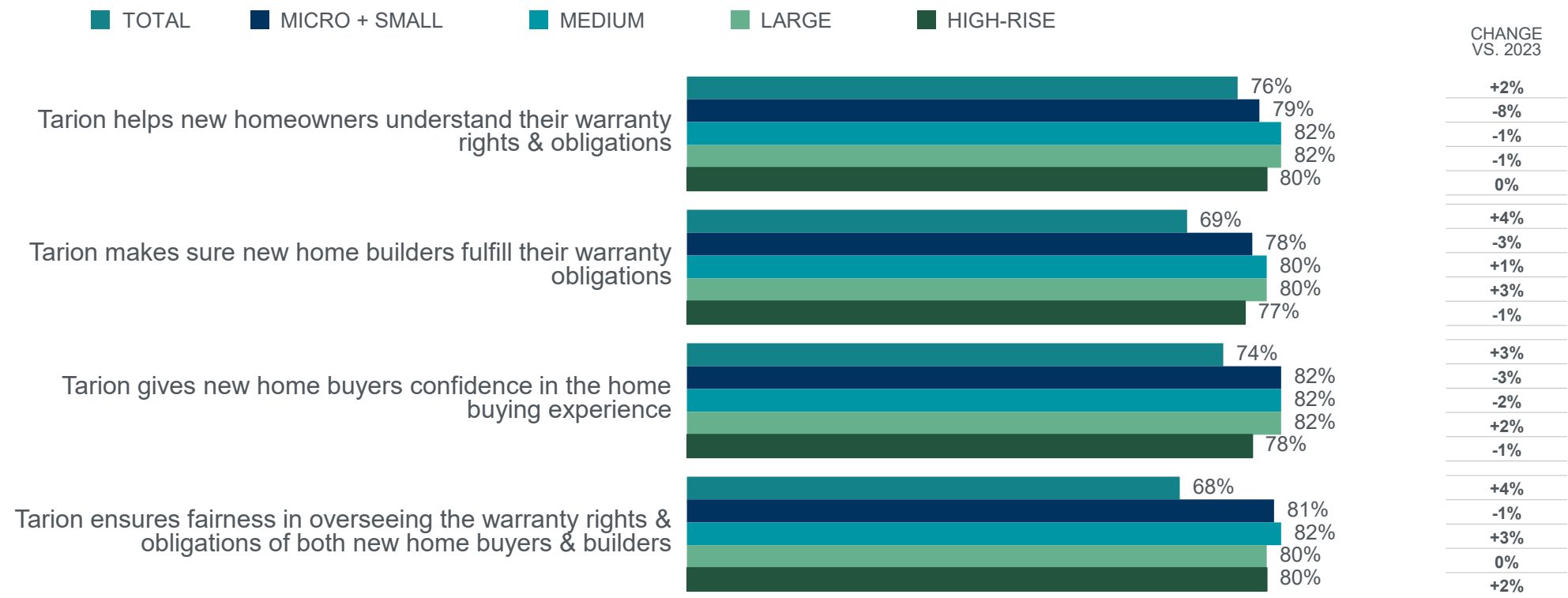


Base: All respondents with valid responses (n=2,956 – 3,272)
A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

Impressions of Tarion

While there has been improvement with the total number of homeowners agreeing with these statements, there has been some declines with homeowners of micro/small builders.

IMPRESSIONS OF TARION (%VERY/SOMEWHAT AGREE)

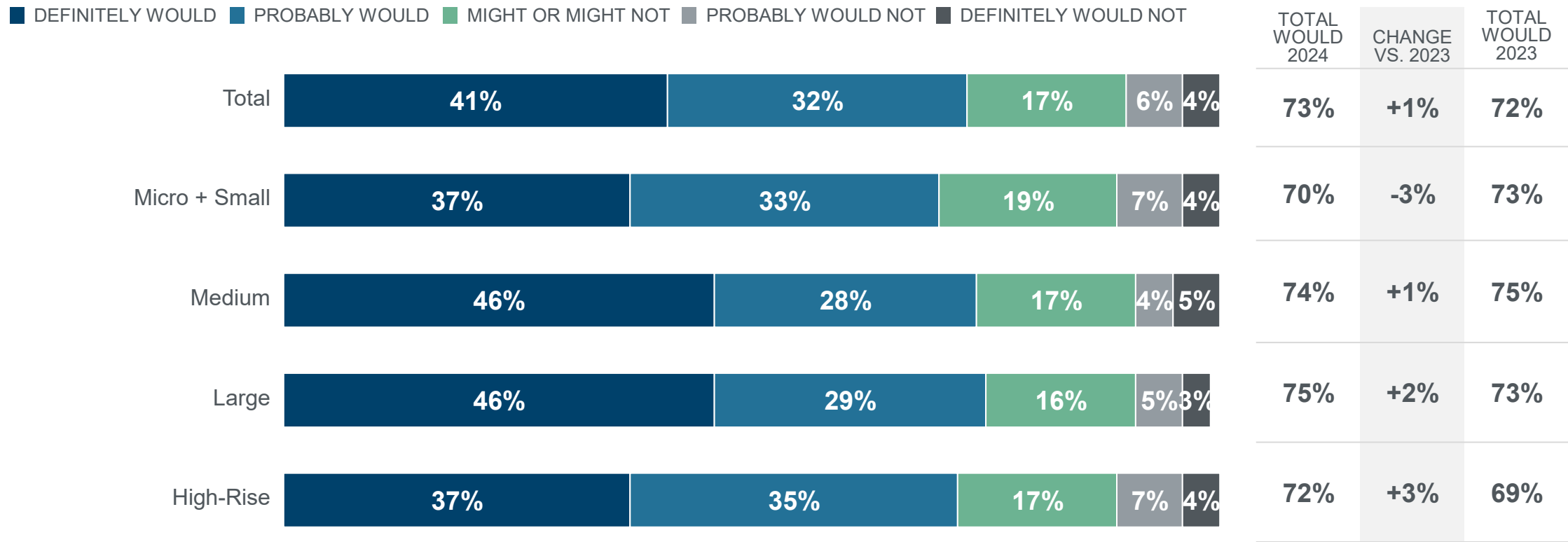


Base: All respondents with valid responses: (Micro + Small n=264-329, Medium n=425-481, Large n=1,107-1,196, HR n=1,160-1,266)
A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

Impressions of Tarion

Homeowners of large builders had the most positive sentiments about Tarion while those with high-rise builders saw the greatest improvement over 2023.

WILLINGNESS TO SPEAK POSITIVELY OF TARION



Base: All respondents: (Total n=3,487, Micro + Small n=374, Medium n=512, Large n=1,246, HR n=1,355)
A12. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?