

2024 NEW HOMEOWNER SATISFACTION

Year 2-7 Full Report

Prepared for Tarion

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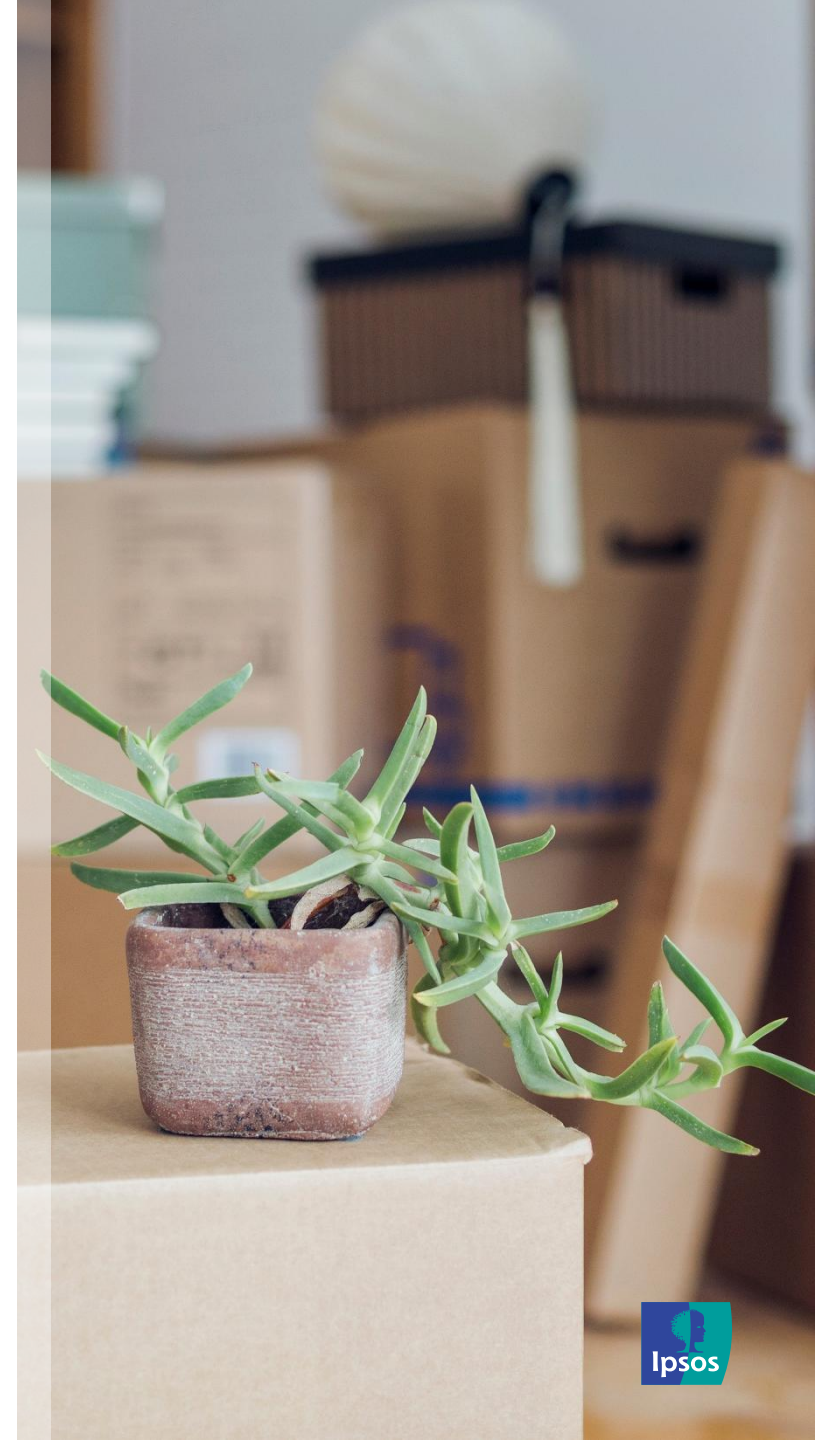
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TARION



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.
- 311,104 invitations were sent via email where an email address was present on file.
- Surveys were completed online between September 6 to October 22, 2024.

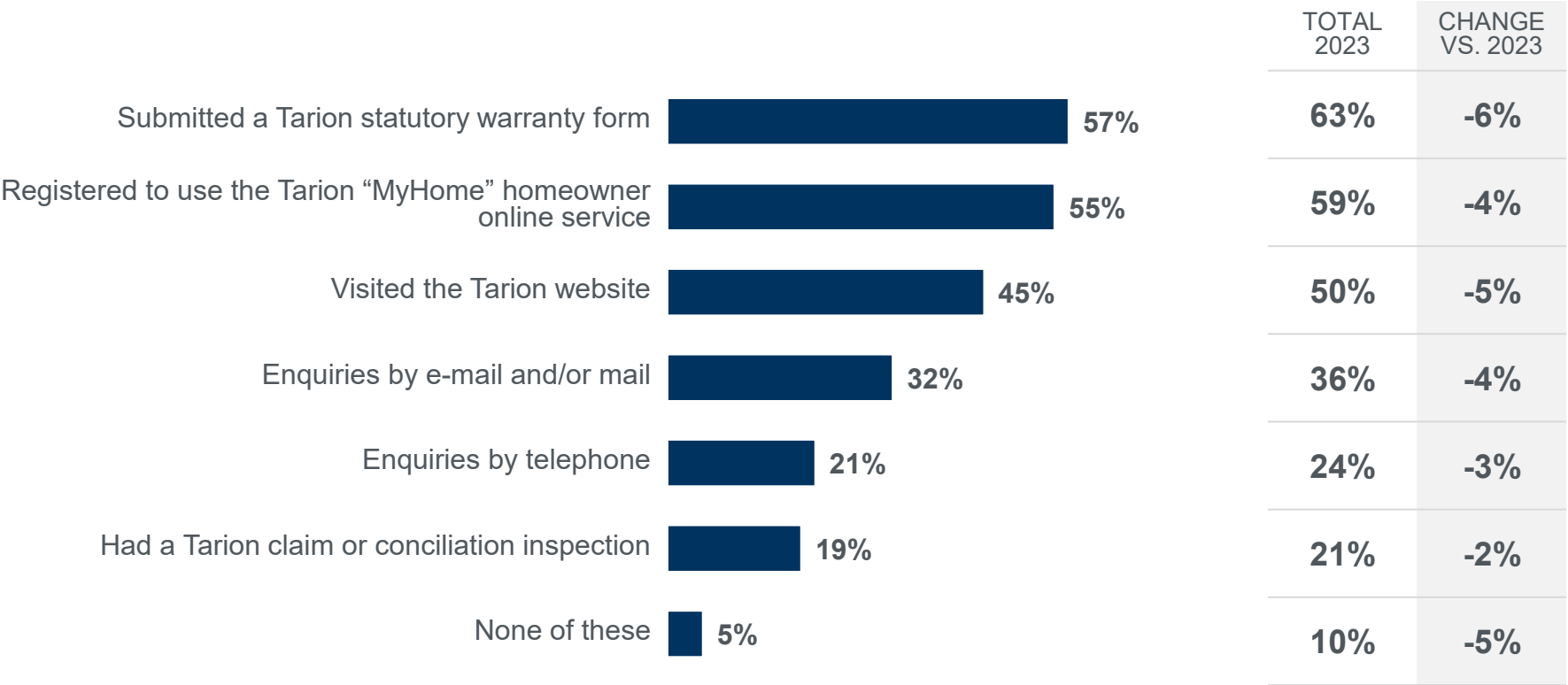
YEAR	COMPLETES	SAMPLE	COMPLETION RATE
2016	7,059	26,432	26.7%
2017	10,835	68,708	15.8%
2018	14,053	114,409	12.3%
2019	16,147	147,317	11.0%
2020	11,120	181,565	6.1%
2021	13,842	217,717	6.3%
2022	13,842	253,039	5.4%
2023	10,796	283,888	3.8%
2024	19,370	311,104	6.2%



TARION EXPERIENCE / IMPRESSIONS OF TARION

Homeowners interact with Tarion in a variety of ways – the most common being submitting warranty forms, using MyHome and visiting the website.

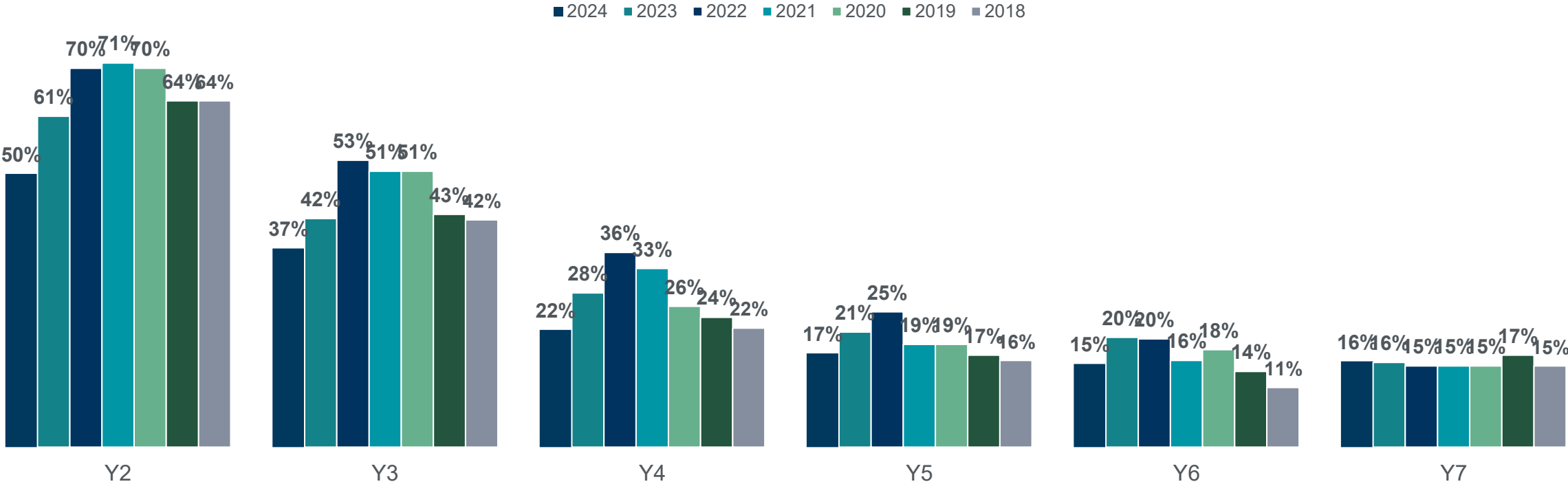
TYPE OF CONTACT WITH TARION



Base: Total n=19,370
A4. What contact, if any, have you had with Tarion?

Contact with Tarion remains the highest amongst Year 2 and 3 homeowners

PAST YEAR CONTACT WITH TARION (% YES)



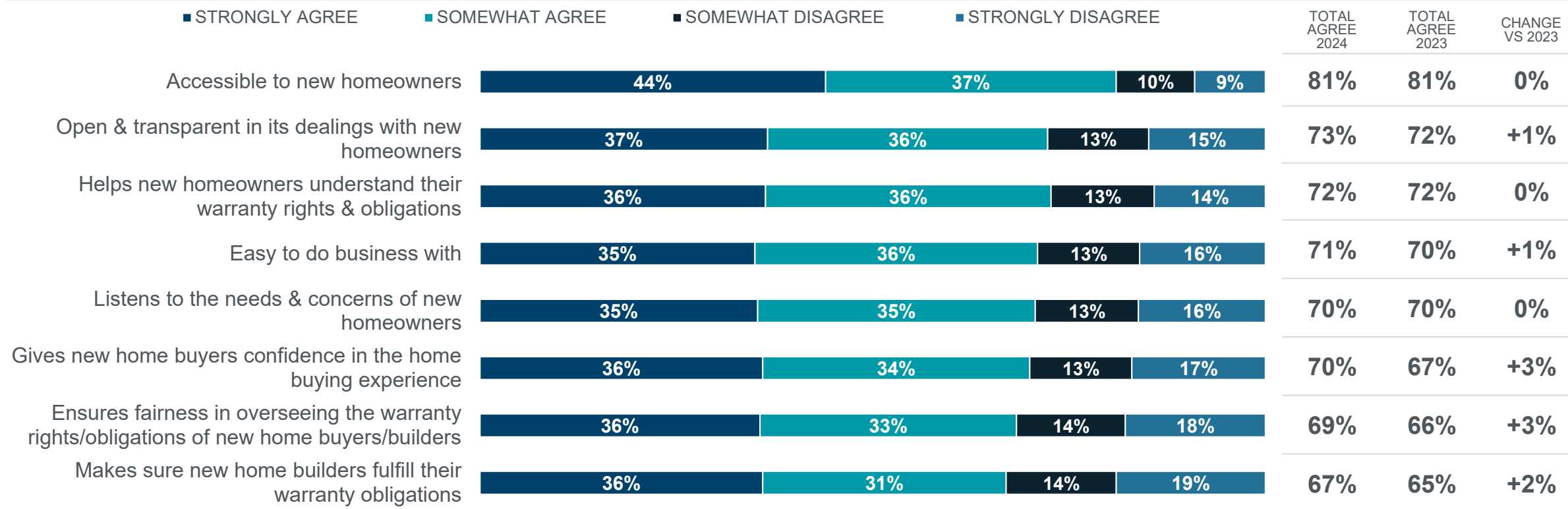
Base: Had contact with Tarion in the past year with a valid response Y2 n=3,308, Y3 n=3,723, Y4 n=3,902, Y5 n=2,609, Y6 n=2,133, Y7 n=1,762
A5. Have you had contact with Tarion in the past year?



Impressions of Tarion

Overall impressions have remained stable or trended upward across all categories.

IMPRESSIONS OF TARION



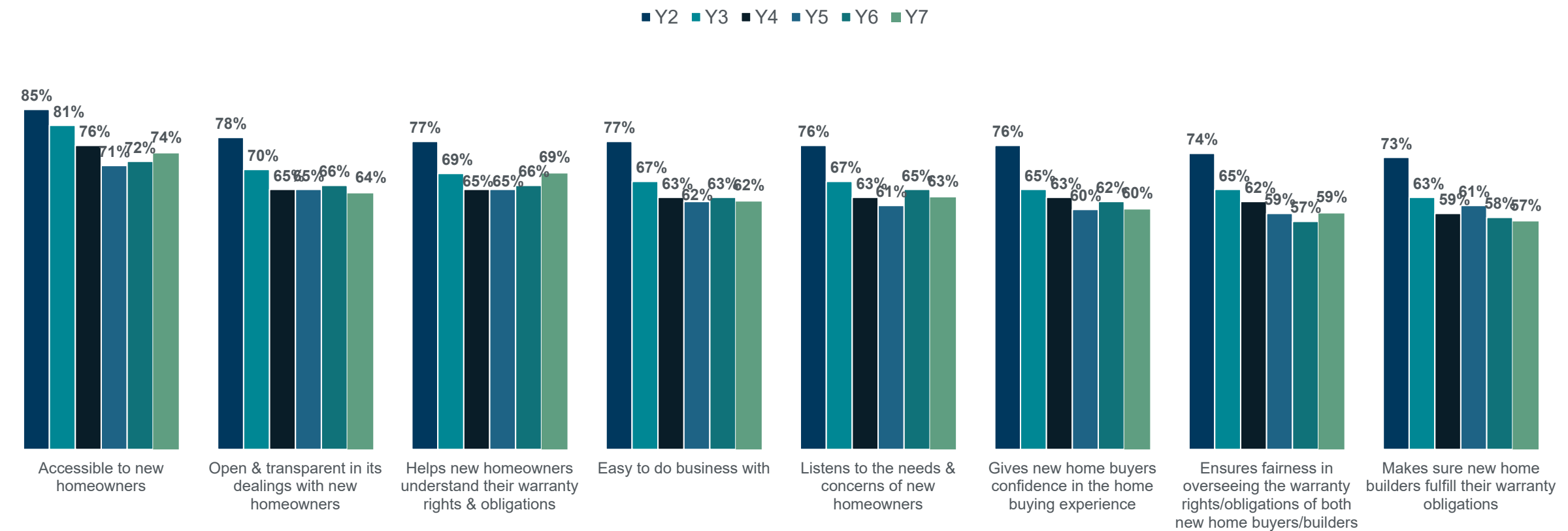
Base: Had contact with Tarion in the past year with a valid response n=6,126-6,489

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

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

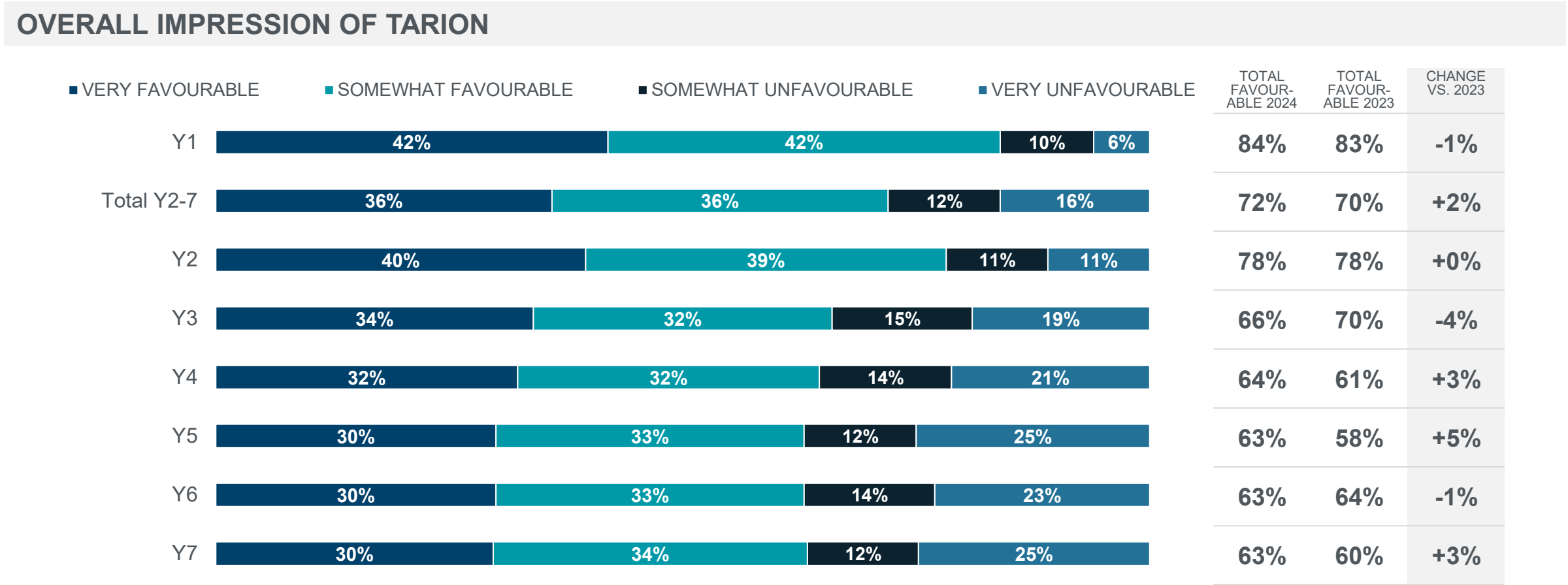
Homeowners across Years 2-7 have the most positive sentiments regarding Tarion’s accessibility

IMPRESSIONS OF TARIION (% STRONGLY/SOMEWHAT AGREE)



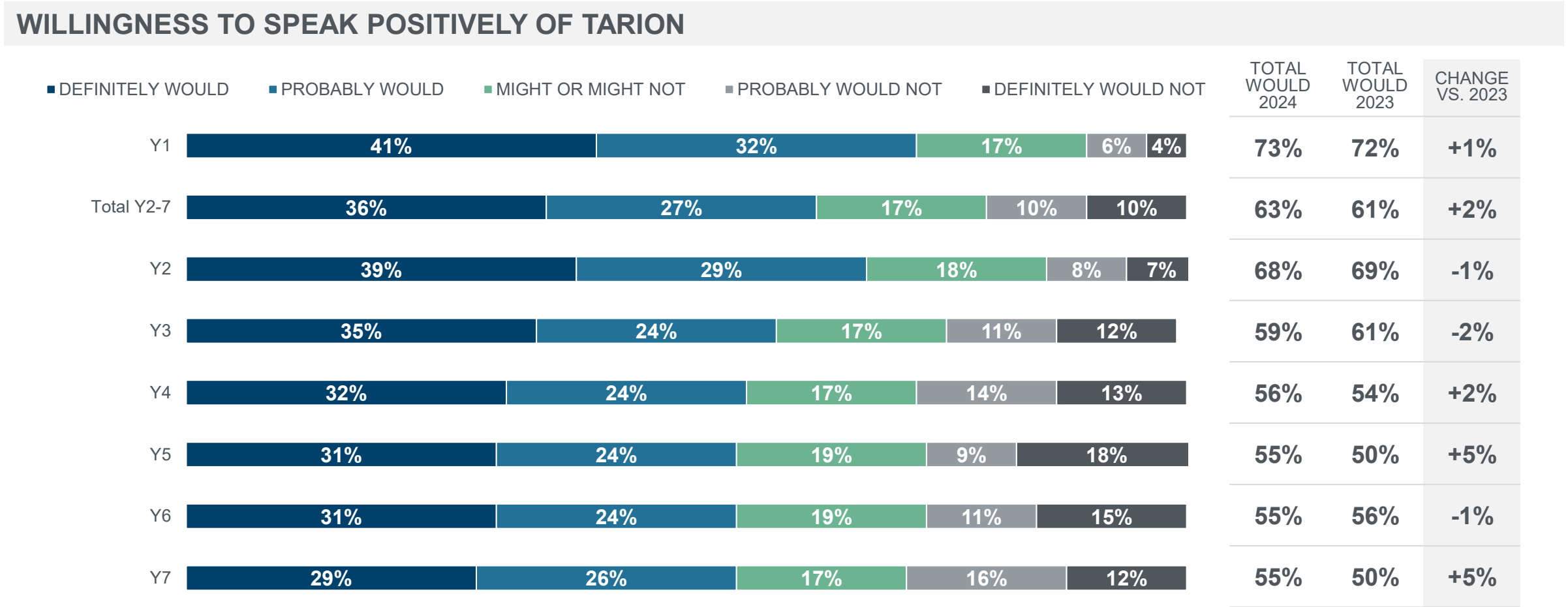
Base: Had contact with Tarion in the past year with a valid response n=6,126-6,489
A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?
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Comparison of impressions of Tarion by year of possession

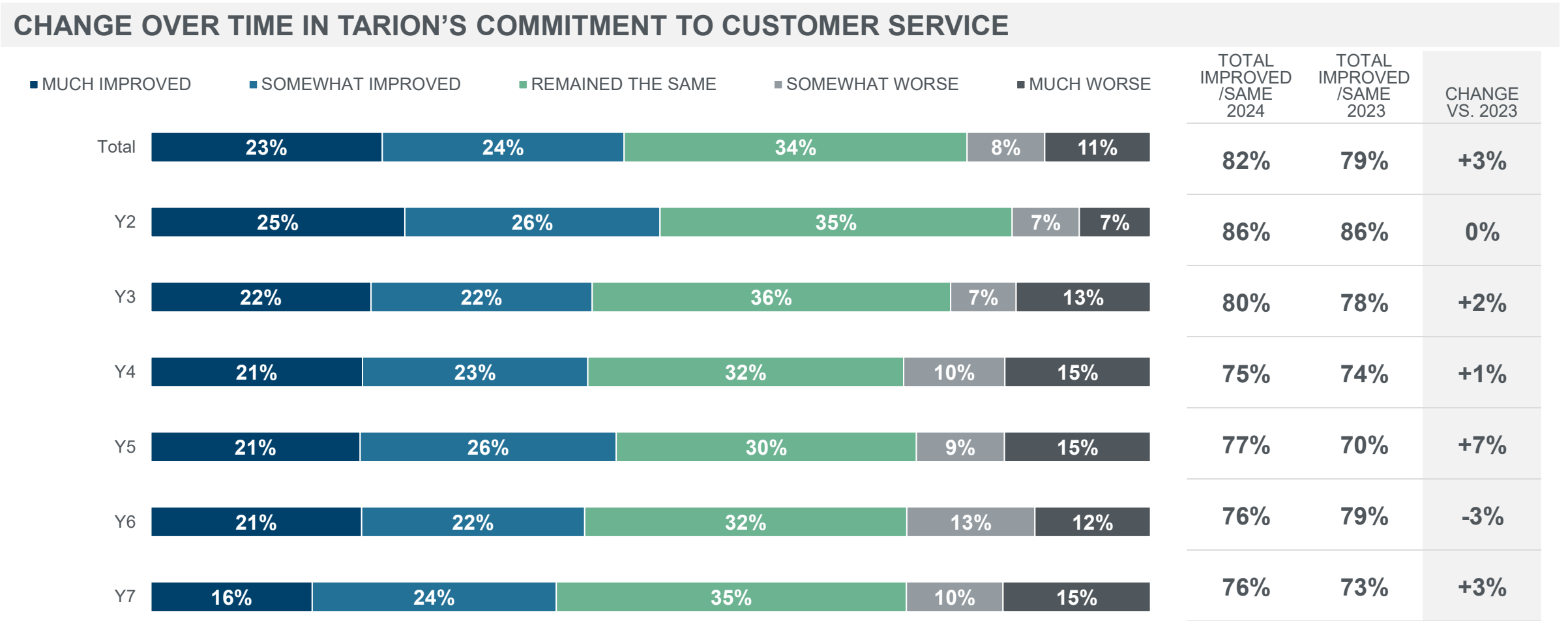


Base: Had contact with Tarion in the past year with a valid response Total n=6,803, Y2 n= 3,583, Y3 n=1,355, Y4 n=832, Y5 n=441, Y6 n=320, Y7 n=272
A11. Overall, is your impression of Tarion ...?

Overall impressions reflect improvement over 2023 with the greatest increase being for Years 5 and 7



Perceptions of Tarion’s commitment to customer service show incremental improvement over time



Base: Had contact with Tarion in the past year with a valid response Total n=6,803, Y2 n= 3,583, Y3 n=1,355, Y4 n=832, Y5 n=441, Y6 n=320, Y7 n=272
A13. Based on your experiences, how has Tarion’s commitment to customer service changed over time?