



2011 New Homeowner Survey Results

Understanding New Homeowner Experiences with Tarion

Submitted to: Tarion Warranty Corporation

April, 2012

research insights & advice
CRUNCH

 **harris/decima**
a Harris Interactive company

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Introduction

CRUNCH research insights & advice and *Harris/Decima* are pleased to present this report to Tarion Warranty Corporation, highlighting the results from a survey of homeowners who recently purchased and took possession of a newly constructed dwelling in Ontario ("homeowners"). Our report synthesizes our findings 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

Bob Murphy, Founder and Principal of *CRUNCH research insights & advice Inc.*, worked with Tarion to update a very similar questionnaire last used to survey homeowners in 2010.

In 2011, the primary method of invitation used was personalized postcard invitations requesting homeowners to complete our survey online. Where Tarion had a homeowner's email address on file, we sent the survey invitation by email. Paper copies of the survey were mailed to homeowners in response to requests callers made to a toll-free line available to survey invitees. Virtually all consumers in Ontario who took possession of a new home between October 1, 2010 and September 30, 2011 were invited to participate. In total, approximately 45,000 survey invitations were sent to new homeowners who purchased from a builder with 5 or more freehold possessions or 100 or more condo possessions in the period of the study. These homeowners represent about 90% of all new home possessions in the period.

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 new home builder. The results of the second part were used to determine recipients of the 2010 Tarion Awards of Excellence, and are not covered in this report.

Homeowners responded online by visiting a survey website provided in the invitation. 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 cash prizes of \$500) were offered to encourage both overall and online participation. The survey was offered in both English & French. *Harris/Decima* mailed a reminder postcard to non-responders shortly

after sending the initial survey package. Tarion agreed not to discuss the contents of the survey with homeowners at any time while it was in the field.

Survey invitations were mailed the week of October 18th, 2010 and the published deadline to complete the survey was December 10th, 2010. Harris/Decima accepted and tabulated all surveys received on or before January 28th, 2011.

In total, 7,047 completed surveys were received. The breakdown of the 7,047 completed surveys consisted of the following:

- 1,345 purchased a High-Rise condominium ("High-Rise Homeowners")
- 3,334 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.)
- 2,019 purchased a home from a Medium Volume builder ("Medium Homeowners" i.e., bought from a builder that had 20-99 possessions during the previous 12 months.)
- 815 purchased a home from a Small Volume builder ("Small Homeowners" i.e., bought from a builder that had 5-19 possessions during the previous 12 months.)

The survey response rate was ~15.7% - which is considered an encouraging percentage for similar consumer research studies seeking online response.

The margin of error on a sample size of 7,047 is +/- 1.2%, 19 times in 20. Results for sub-samples by builder segment have a somewhat higher margin of error as do questions asked among only a subset of homeowners (e.g. those reporting a claim or conciliation home inspection with Tarion).

This report begins with an executive summary outlining the key findings as well as the 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., % favourable) do accurately reflect their unrounded parts.

Executive Summary

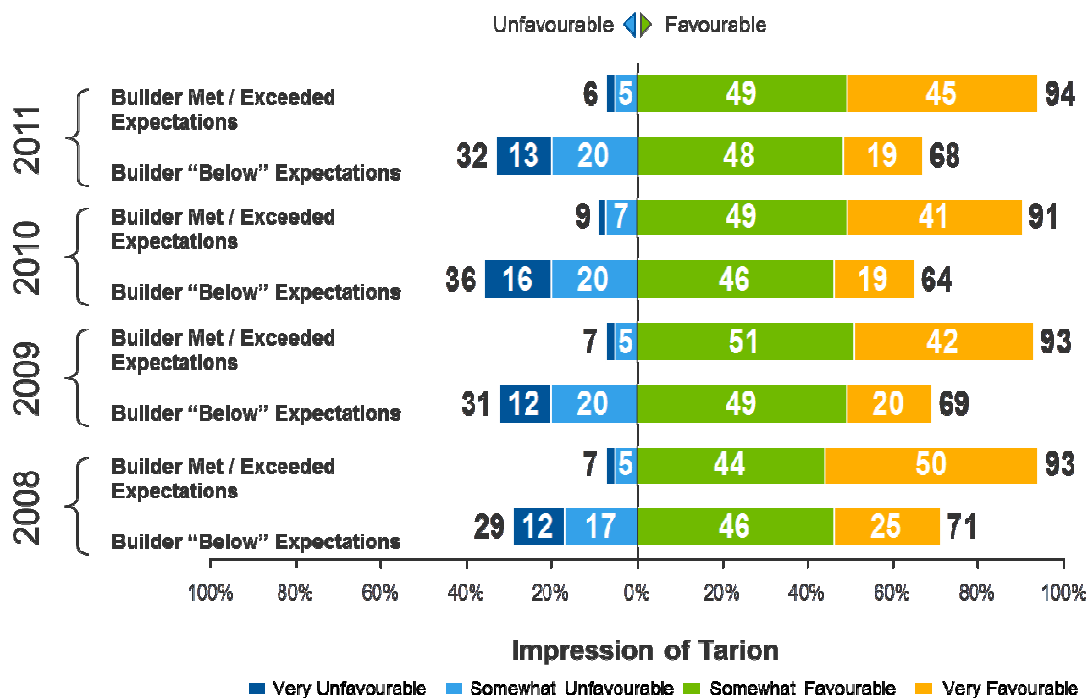
This executive summary highlights the results from Tarion's 2011 Homeowner Survey. Detailed descriptions of the findings are provided in subsequent sections. A copy of the questionnaire is appended to this report.

Key findings of Tarion's 2011 Homeowner Impressions Survey:

- Status quo is the theme throughout this year's survey – 2011 marks a year of the greatest year over year stability in homeowner satisfaction ever observed compared to all other years the survey was done.
 - Even though there are a few instances where a change may be noted as statistically significant, there's not a consistent overall pattern by Builder category nor customer experience element.
- In past years, most overall results had remained stable, but there had always been some significant movement within builder categories. That's not the case in 2011.
 - Small Volume builders remain most likely to deliver above expectations and generally more satisfying homeowner experiences and High-Rise builders trail.
- Overall, impressions of Tarion remain positive. More than 8 in 10 homeowners have a very (36%) or somewhat (49%) favourable impression of Tarion.
- Three-quarters of respondents (79%) report some contact with Tarion either by telephone, e-mail/mail, through an inspection of their home or submission of a warranty service form.
 - The proportion of survey respondents reporting they've registered for the Tarion MyHome interactive warranty management site grew slightly to 24% from 22% in 2010. MyHome users are more engaged homeowners, showing a much greater likelihood to interact with Tarion across all channels – not just online channels. Importantly, their higher engagement leaves them more somewhat positive overall toward Tarion (e.g., Scores on overall favourability, perceived accessibility, advocacy, etc. are all higher for this group).
- Of those who report contact with Tarion, 56% of homeowners are extremely or very satisfied with their interaction and another 34% are somewhat satisfied. While a very slight decrease from 2010 (56% extremely/very vs. 58% 2010), this still largely mirrors the 2010 findings, with 2011 homeowners specific impressions as follows:
 - Of those who make enquires by telephone, 70% were either extremely satisfied or very satisfied with the timeliness of Tarion's response (up by 3% since 2010), 67%

feel extremely or very satisfied with Tarion's ability to listen to and understand their needs. Satisfaction with Tarion's ability to answer questions (66% extremely or very satisfied) and on overall courtesy (74% extremely or very satisfied) during telephone interactions remain static.

- The long-term trend of fewer homeowners reporting they had a claim or conciliation home inspection with Tarion continues in 2011 (now 4% vs. 12% in 2008). Overall, satisfaction with the different aspects of the inspection experience is statistically unchanged from 2010.
- As is the case each year, builder experience has a direct and significant impact on homeowners' impressions of Tarion and their likelihood to say positive things about the organization. When builders have met or exceeded homeowner expectations, opinions of Tarion are significantly higher. Similarly, when builders do not meet expectations, homeowners' opinions of Tarion are significantly lower. The following graph shows the strength of this relationship in each year - when builders fall below expectations, homeowners are four times more likely to have an unfavourable view of Tarion.



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 presents homeowners' evaluations of the home inspection process. The fourth section ties the previous sections together with a summary of how homeowners' impressions and interactions impact their willingness to recommend Tarion. The fifth and final section evaluates the effectiveness of Tarion's communication materials.

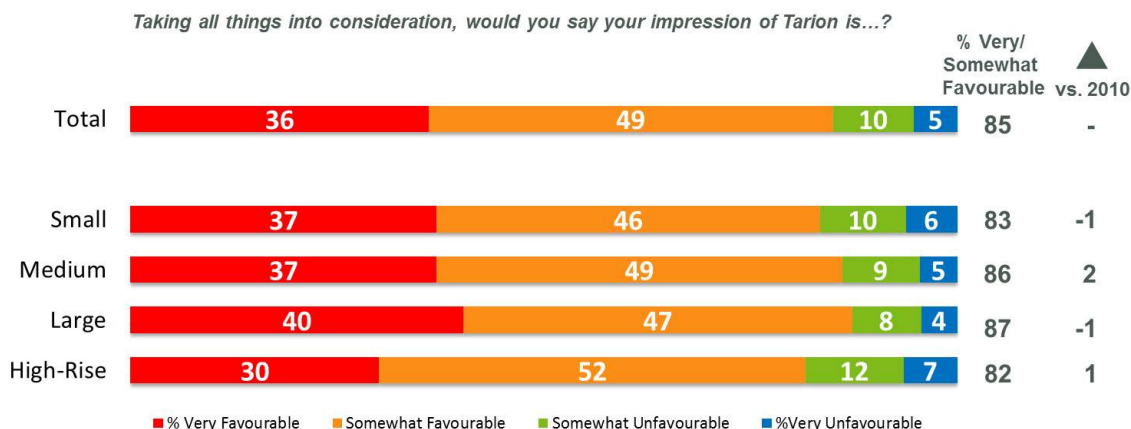
Comparisons of the current survey findings to previous results from Tarion's 2009 homeowner impression survey are presented where comparable questions are included.

Homeowner Impressions of Tarion

Overall Impression of Tarion

A key overall impression measure in our survey assesses Tarion's favourability in the eyes of homeowners. Tarion's overall favourability is quite positive, with over eight-in-ten homeowners (85%) holding a favourable impression, including those who say they have a somewhat (49%) or very (36%) favourable opinion of Tarion.

Impressions among High-Rise, Large, Medium, and Small homeowners remain highly favourable. Minor shifts (1-2%) are not statistically significant.

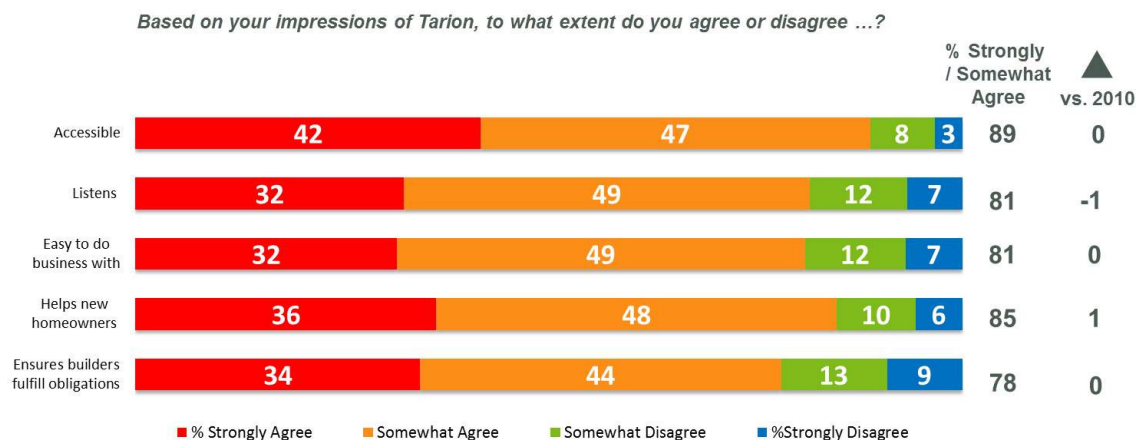


Base: Valid Responses

Specific Impressions of Tarion

Homeowners were offered the opportunity to agree or disagree with a number of statements about Tarion. A large majority chose again to give Tarion a positive endorsement. As the following figure shows, 89% of homeowners strongly or somewhat agree that Tarion is accessible – comparable to prior levels. In addition, 81% feel that Tarion is able to listen to their needs and concerns and 81% agree that Tarion is easy to do business with, also matching prior levels.

Strong favourable impressions have also held steady since 2010 regarding Tarion's ability to help new homeowners understand their warranty rights and obligations (85%) and Tarion's efforts to make sure new home builders fulfill their warranty obligations (78%).



Base: Valid Responses

Homeowners Evaluate Tarion's Service Capabilities

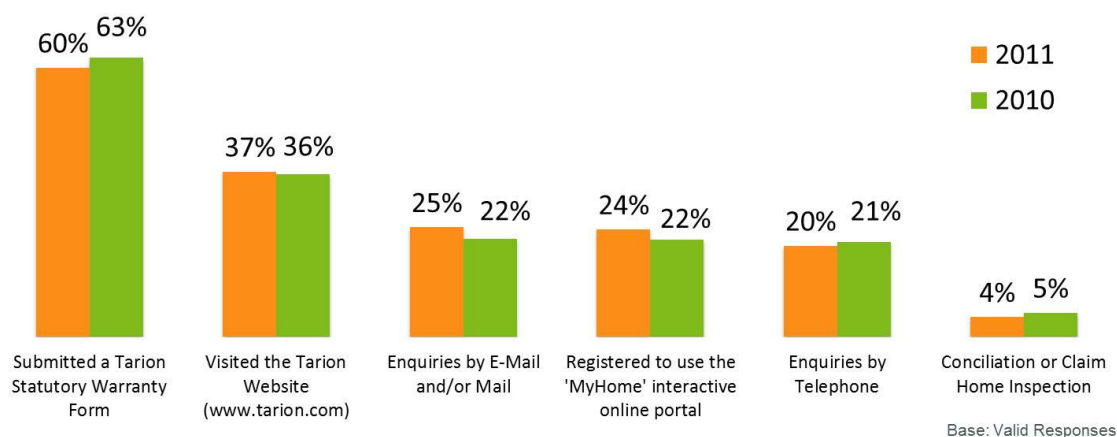
Nature of Contact and Engagement Levels with Tarion

The majority of homeowners interacted with Tarion either by submitting a statutory warranty form (60%, down 3% from 2010), visiting Tarion's website (37%), via email/mail (25%) or by registering to use the 'MyHome' portal (24%).

Homeowners are continuing to gravitate towards Tarion's electronic interaction channels, which explains the statistically significant decline in telephone contact over the years (now down to 20% from a high of 29% in 2007).

Additional analysis reveals that the more engaged home buyers are (i.e., the more touch points through which they interact with Tarion), the more satisfied they are with their Tarion interactions overall. We find that as engagement with Tarion increases, impressions of Tarion become more favourable, yet these more engaged homeowners are more likely to report their experience with their builder was below expectations. Further insight is found wherein the data show that MyHome registrants are the most engaged with their warranty and they also have the somewhat more favourable attitudes toward Tarion.

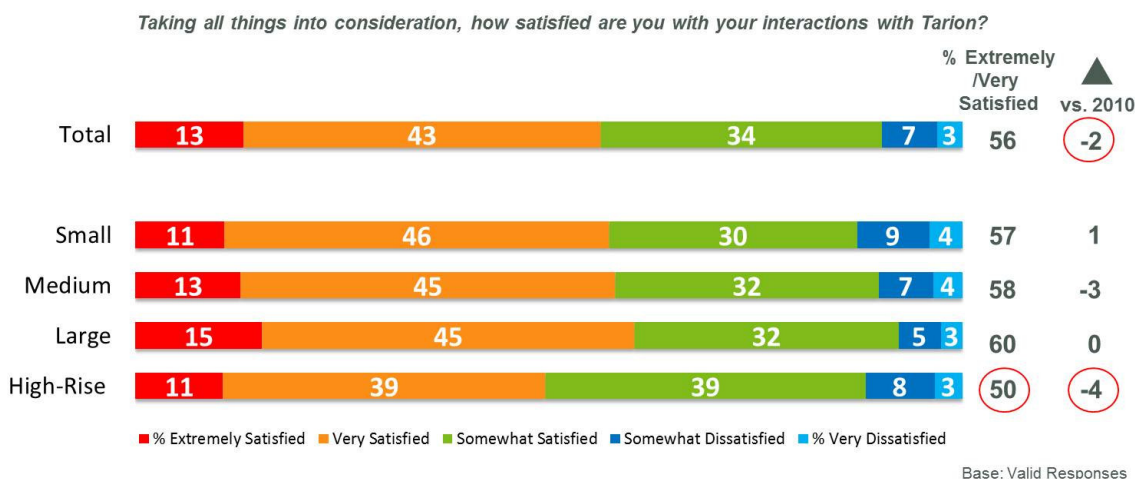
Since moving into your new home, what contact, if any, have you had with Tarion?



Overall Interactions with Tarion

More than half (56%) of homeowners are extremely or very satisfied with their interactions with Tarion, down 2% from 2010.

High-Rise homeowners' satisfaction levels are somewhat below those of other builder categories, slipping this year by 4%. The softening is due to more High-Rise homeowners reporting they were "somewhat" satisfied with their Tarion interactions. On most other measures, including overall favorability, results among High-Rise homeowners are highly consistent with those from previous years.



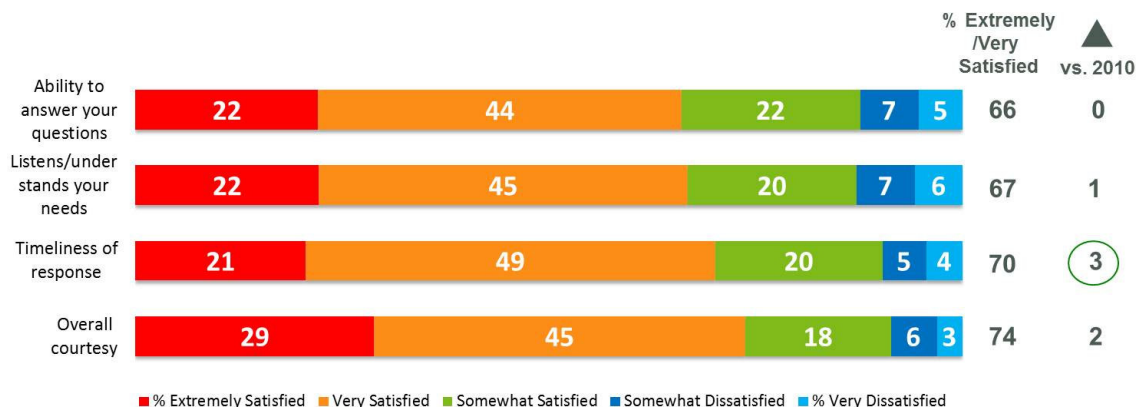
Enquiries by Telephone & Mail/eMail

Tarion is showing great consistency on all other areas of performance for telephone and mail/email interactions:

- *Ability to listen to and understand your needs* (Telephone: 67% extremely / very satisfied | Mail: 61% extremely / very satisfied)
- *Ability to answer questions* (Telephone: 66% extremely / very satisfied | Mail: 63% extremely / very satisfied).
- Views toward the *timeliness of response* for Tarion's telephone correspondence have improved in 2011 (70% extremely / very satisfied, up 3%) and remained constant by mail/email (67% extremely/very satisfied).
- Perception of *overall courtesy* is, again, the highest rated quality (74% extremely / very satisfied) for telephone enquiries.

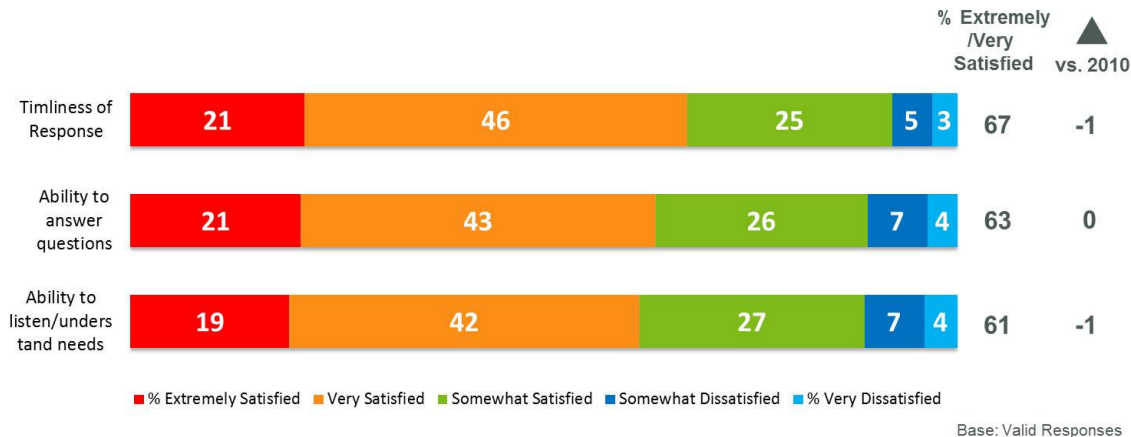
Telephone

If you have made an enquiry by telephone, please rate your satisfaction with Tarion on:



E-Mail/Mail

If you have made an enquiry by e-mail and/or mail, please rate your satisfaction with Tarion on:

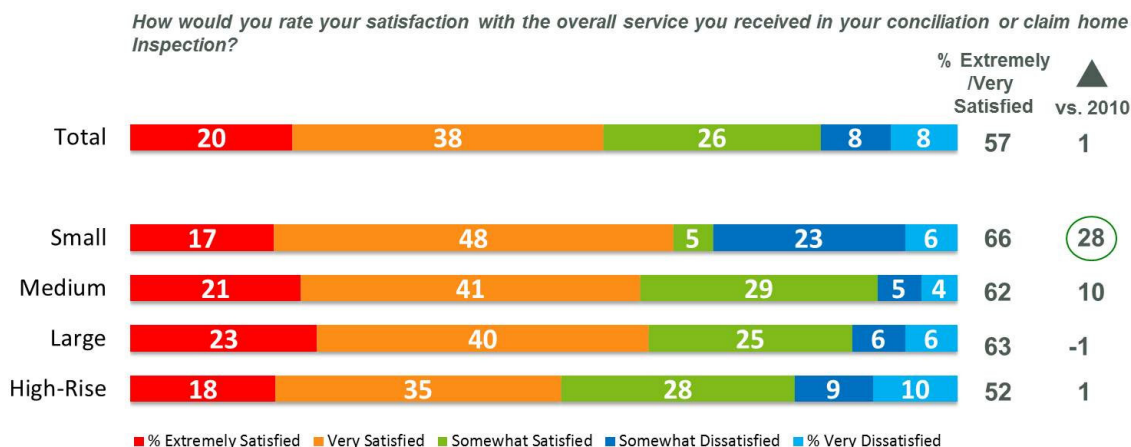


Claim & Conciliation Home Inspections

Overall Satisfaction with the Service Experience

Homeowners have been decreasingly reporting Tarion conciliation or claim inspections in recent years (4% in 2011, 5% in 2010, 7% in 2009), such that they represent a very small proportion of the total number of homeowners having interactions with Tarion. Those reporting a Tarion conciliation or claim inspection express consistent levels of overall satisfaction with their service experience, regardless of the decision outcome or home type.

Owners in the Small Volume category have shown a 28% increase in satisfaction since 2010, making them the most satisfied group this year. *However, this dramatic gain should be interpreted with caution due to the small sample size (n=16). In fact, small sample sizes in each builder volume category limit our ability to detect significant year-over-year changes related to the different aspects of Tarion's conciliation or claim inspection delivery.*

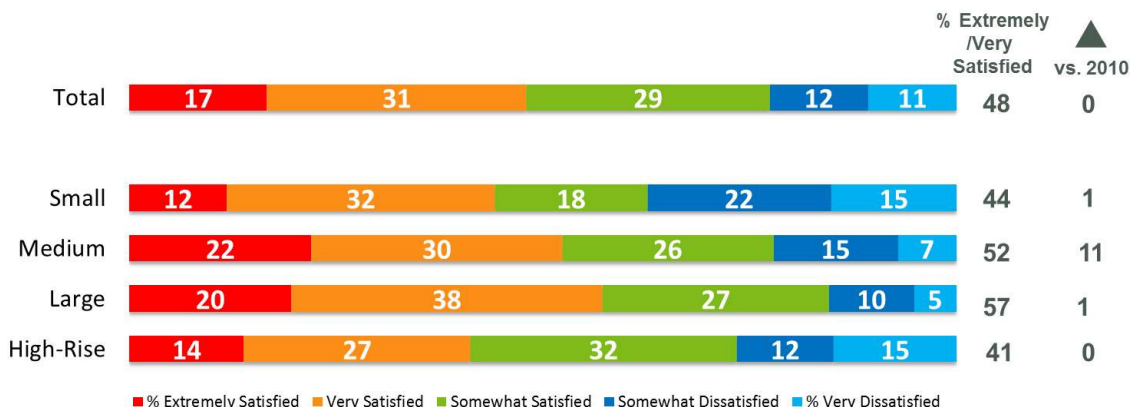


Base: Valid Responses

Satisfaction with Home Inspection Decisions

Half of all homeowners are extremely or very satisfied with the outcome of their home inspection. Importantly, satisfaction levels with the actual service experience (56%) remain higher than satisfaction with the final outcome of the conciliation or claim inspection (48%).

Please rate your satisfaction with the final outcome of the conciliation or claim inspection.

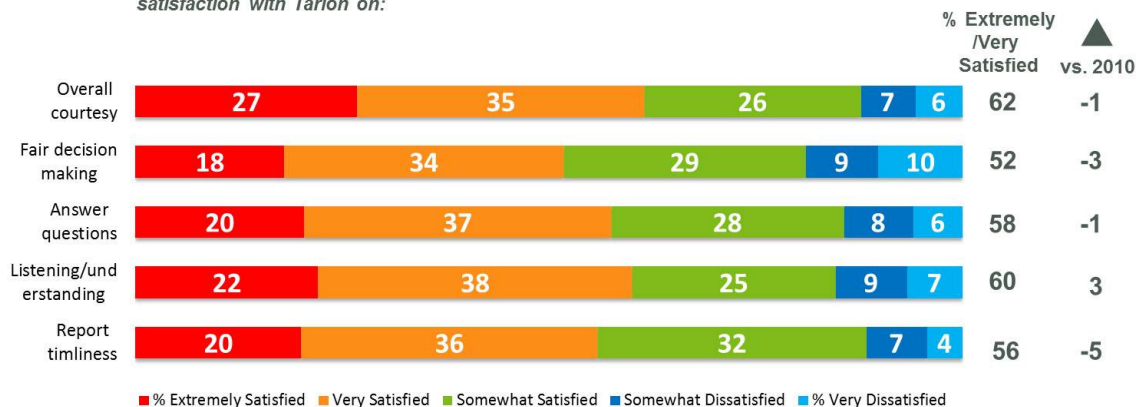


Base: Valid Responses

Satisfaction with Specific Aspects of the Inspection Experience

In the 2010 homeowner survey satisfaction levels with the inspection experience were consistent in 2009 in the areas of courtesy, ability to answer questions and the timeliness of the written report (i.e., Warranty Assessment Report). In 2011, Tarion's performance has, once again, remained consistent and homeowner satisfaction levels held to previous levels.

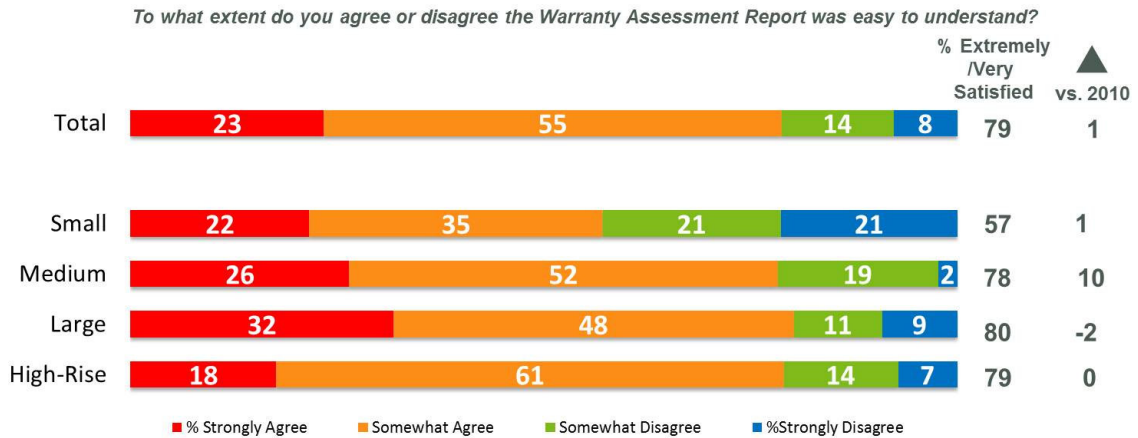
If a Tarion representative has conducted a conciliation or claim inspection at your home, please rate your satisfaction with Tarion on:



Base: Valid Responses

Perceptions of the Warranty Assessment Report

Approximately three-quarters of homeowners who had a Tarion conciliation or claim inspection view their Warranty Assessment Report as easy to understand. Overall, these results remain unchanged from 2010.



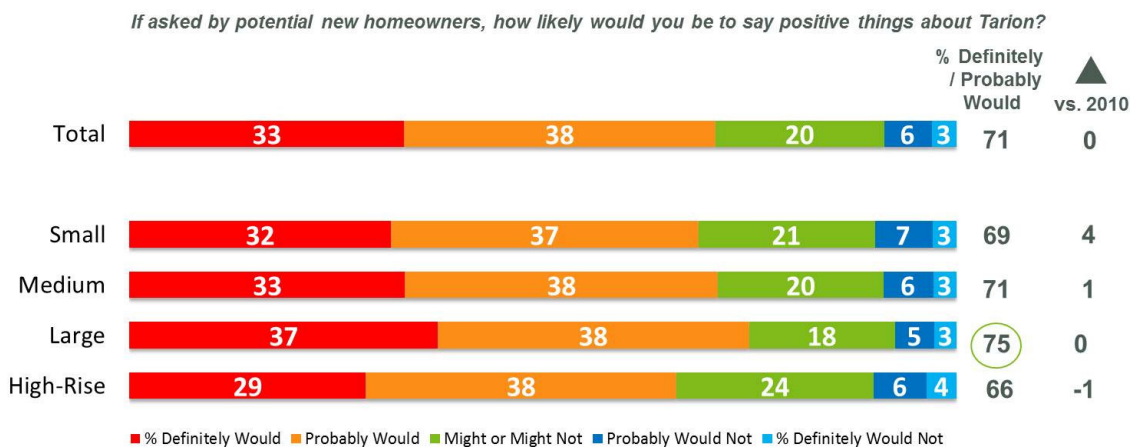
Base: Valid Responses

Homeowner Advocacy of Tarion

One of the most sought after metrics in stakeholder and customer satisfaction measurement is “Advocacy”. This is commonly measured by asking survey respondents about their likelihood to recommend an organization or to say positive things about it to others.

Tarion’s “Advocacy” measure is quite positive with almost three-quarters of homeowners (71%) committing to say positive things about the organization, including those who report that they will probably (38%) or definitely (33%) say positive things about Tarion. These measures are consistent with 2010.

As with previous years, Large homeowners are somewhat more likely than others to make positive comments about Tarion to others.

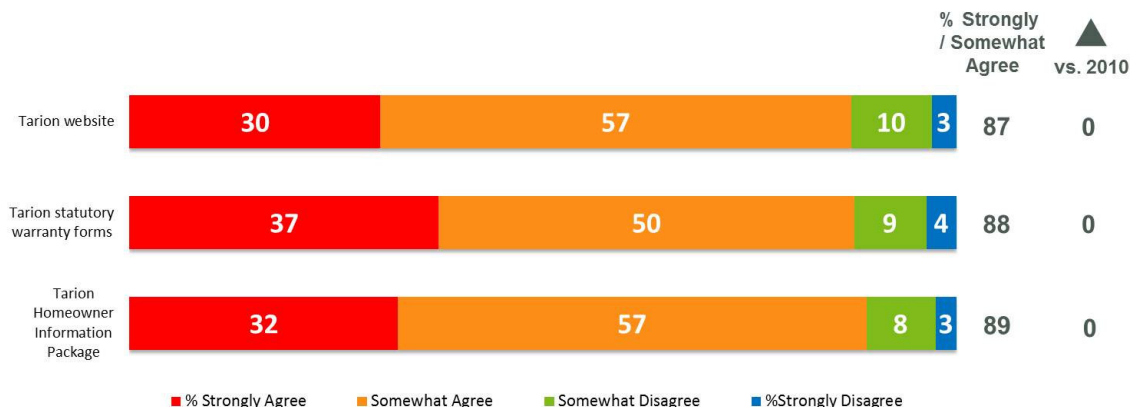


Base: Valid Responses

Perceptions of Tarion Communication Materials

Ease of understanding has shown no change since 2010.

To what extent do you agree or disagree that the following are easy to understand:

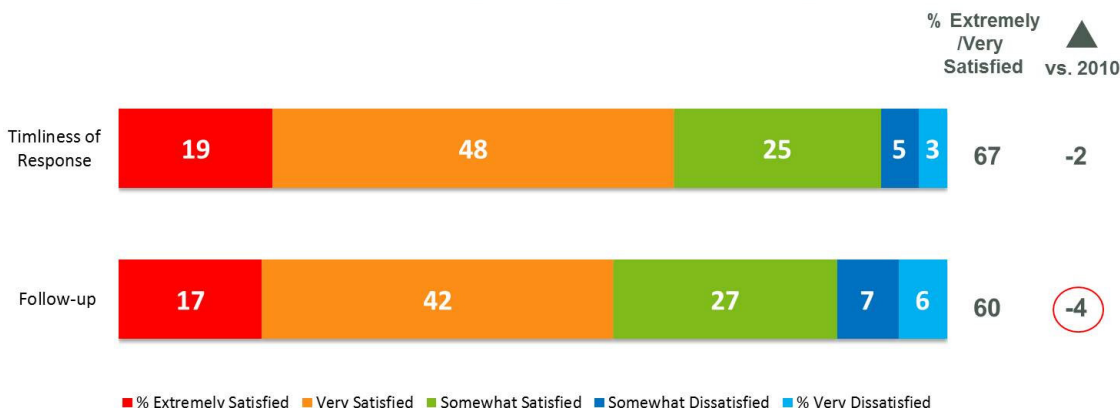


Base: Valid Responses

Satisfaction with Statutory Warranty Service Form Submissions

A solid majority of homeowners who submitted a statutory warranty service form remain extremely or very satisfied with the timeliness of Tarion's response and their follow-up correspondence. However, there has been a 4% decrease in satisfaction regarding follow-up correspondence that is largely attributed to an 8% softening in the High-Rise category.

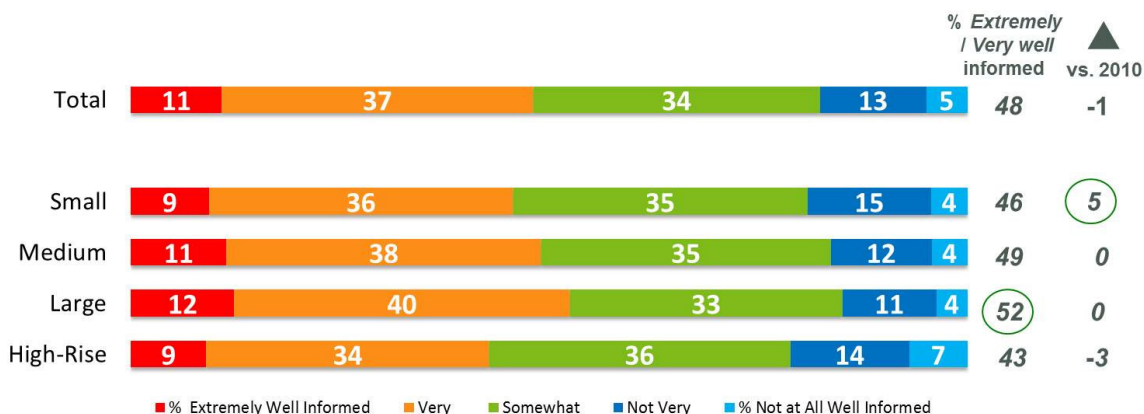
If you have submitted a Tarion statutory warranty service form, please rate your satisfaction with Tarion on:



Base: Valid Responses

Awareness of Warranty Repair Period Timelines

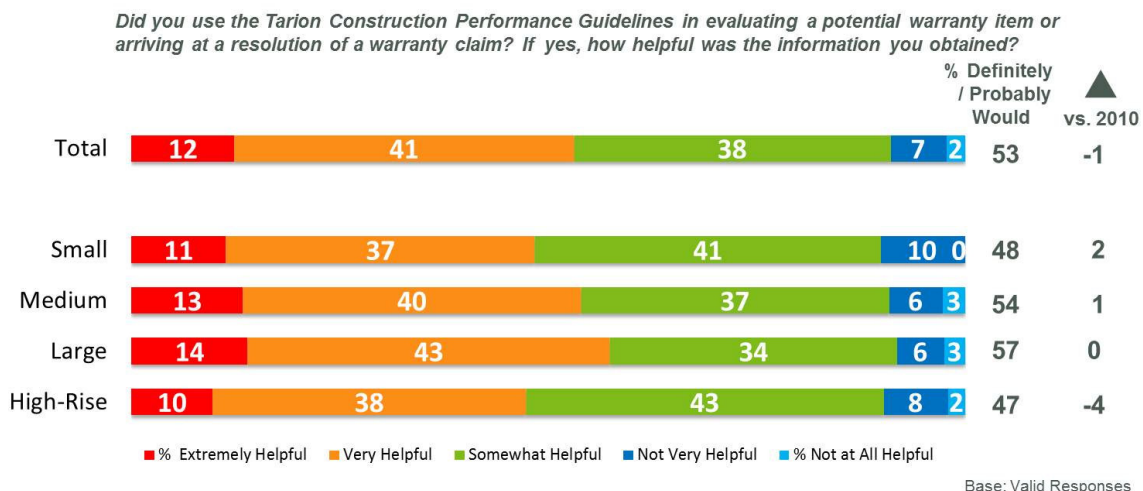
A newer question first asked in 2009 inquired about homeowners' self-assessed knowledge of the warranty repair timelines. Homeowners are feeling knowledgeable about warranty coverage as almost half (48%) feel they're very or extremely well-informed about warranty repair period timelines. Homeowners who purchased from Large builders feel most informed, and more of those purchasing from Small volume builders are feeling informed.



Using the Tarion Construction Performance Guidelines (CPG)

A new question in 2010 inquired about homeowners' use and experience with the Construction Performance Guidelines (CPG). While most homeowners (66%) did not use the Construction Performance Guidelines, more homeowners now say they have (34% vs. 29% in 2010).

Just over half (53%) of those that did use the CPG say the information was extremely or very helpful.



APPENDIX

Tarion New Homeowner Satisfaction Survey

This study is being conducted by Harris/Decima Research on behalf of the Tarion Warranty Corporation.
All your responses will be kept anonymous and strictly confidential.

Complete the survey online by going to <http://www.harrisdecima.com/Tarion/> and typing in your unique ID number – **1234567891234567**

Remplissez le sondage en ligne en vous rendant à l'adresse suivante : <http://www.harrisdecima.com/Tarion/> et inscrivez ensuite votre numéro d'identification unique : **1234567891234567**

Part A: Understanding Your Experience with Tarion

A1. Since moving into your new home, what contact, if any, have you had with Tarion? *Please check all that apply:*

- | | |
|---|--|
| <input type="radio"/> ₁ Enquiries by Telephone | <input type="radio"/> ₅ Visited the Tarion Website (www.tarion.com) |
| <input type="radio"/> ₂ Enquiries by E-Mail and/or Mail | <input type="radio"/> ₆ Registered to use the new Tarion "MyHome" interactive online portal |
| <input type="radio"/> ₃ Submitted a Tarion statutory warranty form | <input type="radio"/> ₇ None of these (If "None of these" Go to A8) |
| <input type="radio"/> ₄ Had a Tarion Home Inspection for a Conciliation or Claim | |

A1a. Taking all things into consideration, how satisfied were you with your interactions with Tarion?

- ☐ ₅ Extremely Satisfied ☐ ₄ Very Satisfied ☐ ₃ Somewhat Satisfied ☐ ₂ Somewhat Dissatisfied ☐ ₁ Very Dissatisfied

For each of the following ways you've had contact with Tarion, please rate your level of satisfaction on each of the following. If the method of contact does not apply, please skip to the next method of contact that does apply. Please check only one circle per question.

Enquiries by Telephone

A2. If you have made an enquiry by telephone, please rate your satisfaction with Tarion on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Timeliness of response	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
b) Ability to listen to and understand your needs	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
c) Ability to answer your questions	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
d) Overall courtesy	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉

Enquiries by E-Mail and/or Mail

A3. If you have made an enquiry by e-mail and/or mail, please rate your satisfaction with Tarion on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Timeliness of response	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
b) Ability to listen to and understand your needs	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
c) Ability to answer your questions	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉

Submission of Tarion Statutory Warranty Forms

A4. If you have submitted a Tarion statutory warranty service form, please rate your satisfaction with Tarion on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Timeliness of response	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
b) Follow-up correspondence provided to you	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉

Conciliation or Claim Home Inspection

A5. If a Tarion representative has conducted a conciliation or claim inspection at your home, please rate your satisfaction with Tarion on:	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not Applicable
a) Timeliness of the written report	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
b) Ability to listen to and understand your needs	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
c) Ability to answer your questions	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
d) Ability to reach a decision in a fair and impartial manner	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉
e) Overall courtesy	<input type="radio"/> ₅	<input type="radio"/> ₄	<input type="radio"/> ₃	<input type="radio"/> ₂	<input type="radio"/> ₁	<input type="radio"/> ₉

A6. Did the Tarion representative arrive for the conciliation or claim inspection on time? ☐ ₁ Yes ☐ ₂ No

A7. Did the Tarion representative show you corporate identification? ☐ ₁ Yes ☐ ₂ No

A7a. To what extent do you agree or disagree the Warranty Assessment Report (outlining which items were or were not deemed warrantable) was easy to understand?	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly disagree	Not applicable
	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1

A7b. Thinking about your dealings with Tarion involving the conciliation or claim inspection, regardless of the outcome please rate your satisfaction with the overall service you received.	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1

A7c. And, please rate your satisfaction with the final outcome of the conciliation or claim inspection.	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
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Communication

A8. How well informed do you feel you are about the warranty repair period timelines?					
<input type="radio"/> 5 Extremely well informed	<input type="radio"/> 4 Very well informed	<input type="radio"/> 3 Somewhat well informed	<input type="radio"/> 2 Not very well informed	<input type="radio"/> 1 Not at all well informed	

A9. To what extent do you agree or disagree that each of the following Tarion items are "easy to use and understand".	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not Applicable
a) Tarion Homeowner Information Package	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9
b) Tarion statutory warranty forms (i.e., 30-Day Form, Year-End Form)	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9
c) Tarion website (tarion.com)	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9

A9d. Which of these sources did you look to for information about your builder's past performance prior to making your purchase decision? <i>Please check all that apply:</i>					
<input type="radio"/> 1 "Find a Builder" section of the Tarion website	<input type="radio"/> 5 Local Homebuilders' Association				
<input type="radio"/> 2 Recommendation from friends, family, acquaintances	<input type="radio"/> 6 Google search	<input type="radio"/> 7 Facebook	<input type="radio"/> 8 Twitter		
<input type="radio"/> 3 Whether builder was an award winner (e.g., Tarion, OHBA or BILD)	<input type="radio"/> 9 New Home Information website (<i>specify</i>) _____				
<input type="radio"/> 4 Builder's website or other advertising	<input type="radio"/> 10 Other (<i>specify</i>) _____				

A9e. Did you look into or use the Tarion Construction Performance Guidelines to assist you in evaluating a potential warranty item or arriving at a resolution of a warranty claim? If yes, how helpful was the information you obtained from the Tarion Construction Performance Guidelines?					
No — <input type="radio"/> 0 I did NOT look into or use the Tarion Construction Performance Guidelines					
Yes — <input type="radio"/> 5 Extremely helpful <input type="radio"/> 4 Very helpful <input type="radio"/> 3 Somewhat helpful <input type="radio"/> 2 Not very helpful <input type="radio"/> 1 Not at all helpful					

Impressions of Tarion

A10. 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"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9
b) Tarion listens to the needs and concerns of new homeowners	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9
c) Tarion is easy to do business with	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9

A11. Based on your impressions of Tarion, to what extent do you agree or disagree:					
a) Tarion helps new homeowners understand their warranty rights and obligations	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9
b) Tarion makes sure new home builders fulfill their warranty obligations	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1	<input type="radio"/> 9

A12. Taking all things into consideration, would you say your impression of Tarion is...?					
<input type="radio"/> 4 Very Favourable	<input type="radio"/> 3 Somewhat Favourable	<input type="radio"/> 2 Somewhat Unfavourable	<input type="radio"/> 1 Very Unfavourable	<input type="radio"/> 9 No Opinon	

A13. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?					
<input type="radio"/> 5 Definitely would	<input type="radio"/> 4 Probably would	<input type="radio"/> 3 Might or might not	<input type="radio"/> 2 Probably would not	<input type="radio"/> 1 Definitely would not	

A14. Please describe how Tarion can better serve the needs of new homeowners. (*Please feel free to attach additional pages if needed.*)

Part B: Understanding Your Experience with Your 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 question.

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 APS	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
b) Responses to your questions and concerns about the APS	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
c) Ability to deliver the home as agreed in the APS	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9

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 prior to you moving into your new home	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
b) Ability to follow through on commitments	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
c) Explanation of the Tarion Homeowner Information Package and statutory warranty forms (i.e., 30-Day Form, Year-End Form)	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
d) Explanation of the warranty on your new home and your role and obligations under the warranty	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9

Pre-Delivery Inspection (PDI)

B3. 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 and pace of your PDI	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
b) Accuracy in recording all follow-up items identified during your PDI	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
c) Explanation of how your home's systems and equipment function (e.g., windows, heating, air conditioning)	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
d) Overall thoroughness of your PDI	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9

B4. Taking all things into consideration, how satisfied were you with your builder's customer service BEFORE you moved into your new home?	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1
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B4a. Did you close and/or take occupancy of your new home on the originally scheduled or properly extended date?	<input type="radio"/> _1 Yes	<input type="radio"/> _2 No
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Home 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"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
b) Exterior	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
c) Landscaping or driveway	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9
d) IF CONDO OWNER: Your building's common areas (e.g., lobby, pool, fitness centre)	<input type="radio"/> _5	<input type="radio"/> _4	<input type="radio"/> _3	<input type="radio"/> _2	<input type="radio"/> _1	<input type="radio"/> _9

Customer Service After Moving In

B6. Did your builder provide you with complete and accurate contact information for service and repairs?	<input type="radio"/> _1 Yes	<input type="radio"/> _2 No
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Overall Satisfaction

B12. How likely would you be to recommend your builder to friends or family members thinking of buying a new home?

☐5 Definitely would ☐4 Probably would ☐3 Might or might not ☐2 Probably would not ☐1 Definitely would not

B13. 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.)

Responding to This Survey

[illegible]

Thank you very much for taking the time to provide your feedback.

Please mail your completed survey, using the postage-paid envelope provided, **no later than December 9th, 2011.**

Become a member of the Harris Poll Online. You'll be enrolled in our appreciation program, Harris Poll Online Rewards, where you can redeem points for rewards that include a variety of merchandise and gift certificates. You can also participate in our sweepstakes for cash prizes! Go to www.harrispollonline.com to join now!