

# 2023 NEW HOMEOWNER SATISFACTION

Year 1 Full Report

Prepared for Tarion

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 **TARION**  
SUPPORTING YOUR NEW HOME WARRANTY



# Contents

03

BACKGROUND AND METHODOLOGY

---

05

SERVICE ORIENTATION INDEX

---

09

TARION EXPERIENCE / IMPRESSIONS OF TARION

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# 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.
- 50,242 invitations were sent via email where an email address was present on file.
- 3,884 invitations were sent via postage mail to complete the online survey.
- The response rate in 2023 was 9.3%. While the response rate has declined over the past few years, this response rate is still within the expected industry average.
- Surveys were completed between September 28 to November 8, 2023.

YEAR	COMPLETES	SAMPLE	COMPLETION RATE
2016	8,568	52,541	16.3%
2017	11,558	56,929	20.3%
2018	11,376	54,518	20.9%
2019	8,500	45,303	18.8%
2020	6,679	48,035	13.9%
2021	7,604	47,595	16.0%
2022	4,773	44,264	10.7%
<b>2023</b>	<b>5,043</b>	<b>54,126</b>	<b>9.3%</b>

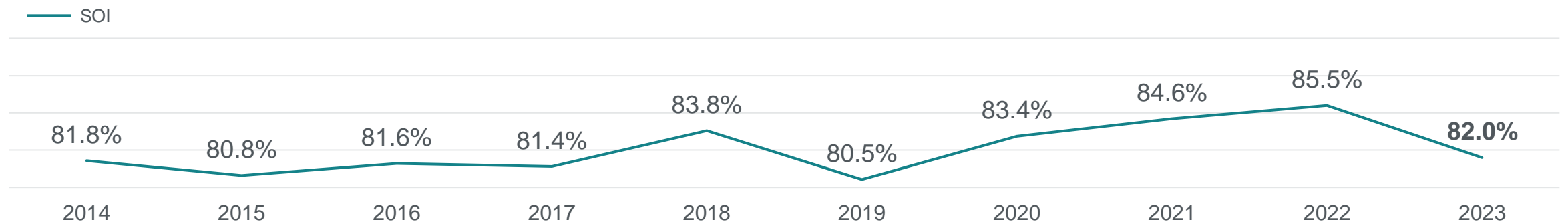


# SERVICE ORIENTATION INDEX

# Service Orientation Index

## STATUS OF HOMEOWNER SERVICE ORIENTATION INDEX

KPI ELEMENTS (% STRONGLY/SOMEWHAT AGREE)	2017	2018	2019	2020	2021	2022	CHANGE VS. 2022	2023
Tarion is accessible to new homeowners	85.7	87.4	85.0	87.9	88.7	89.7	-2.5	<b>87.2</b>
Tarion listens to the needs and concerns of new homeowners	78.9	81.9	78.1	80.5	81.7	82.5	-4.4	<b>78.1</b>
Tarion is easy to do business with	79.5	82.0	78.5	81.9	83.6	84.2	-3.5	<b>80.7</b>
<b>Index (averaged)</b>	<b>81.4</b>	<b>83.8</b>	<b>80.5</b>	<b>83.4</b>	<b>84.6</b>	<b>85.5</b>	<b>-3.5</b>	<b>82.0</b>



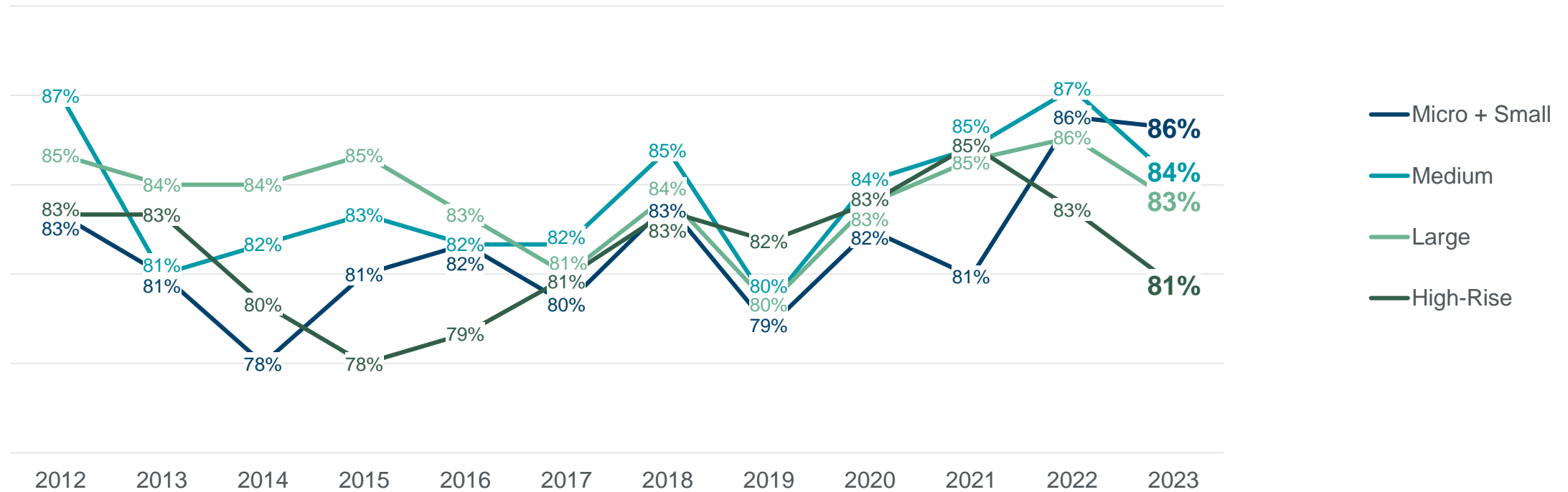
Base: All respondents (n=5,043)

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 score is largely stable for homeowners with Micro & Small builder types. The Service Orientation Index for homeowners with Medium, Large, and High-Rise builders types decreased slightly.

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

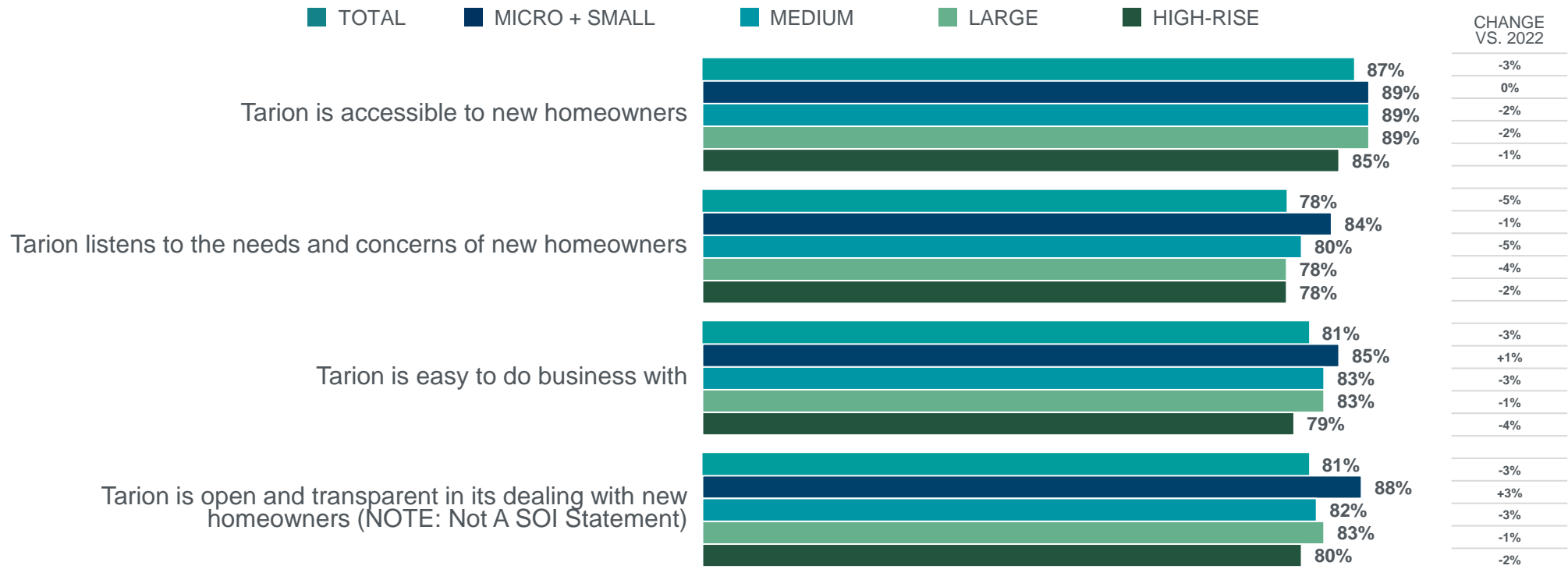


Base: All respondents  
 A9. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?

# Service Orientation Index

Tarion performs highest across all homeowner segments for being accessible to new homeowners. Year-over-year scores for Micro & Small builder types were similar or improved in 2023, while scores with other builder types slightly decreased in 2023.

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



Base: All respondents with valid responses: Total n=4,855-4,919, Micro + Small n=514-524, Medium n=829-839, Large n=1,389-1,397, High-Rise n=1,349-1,390  
 B25. Please rate your satisfaction with your builder on the following ...

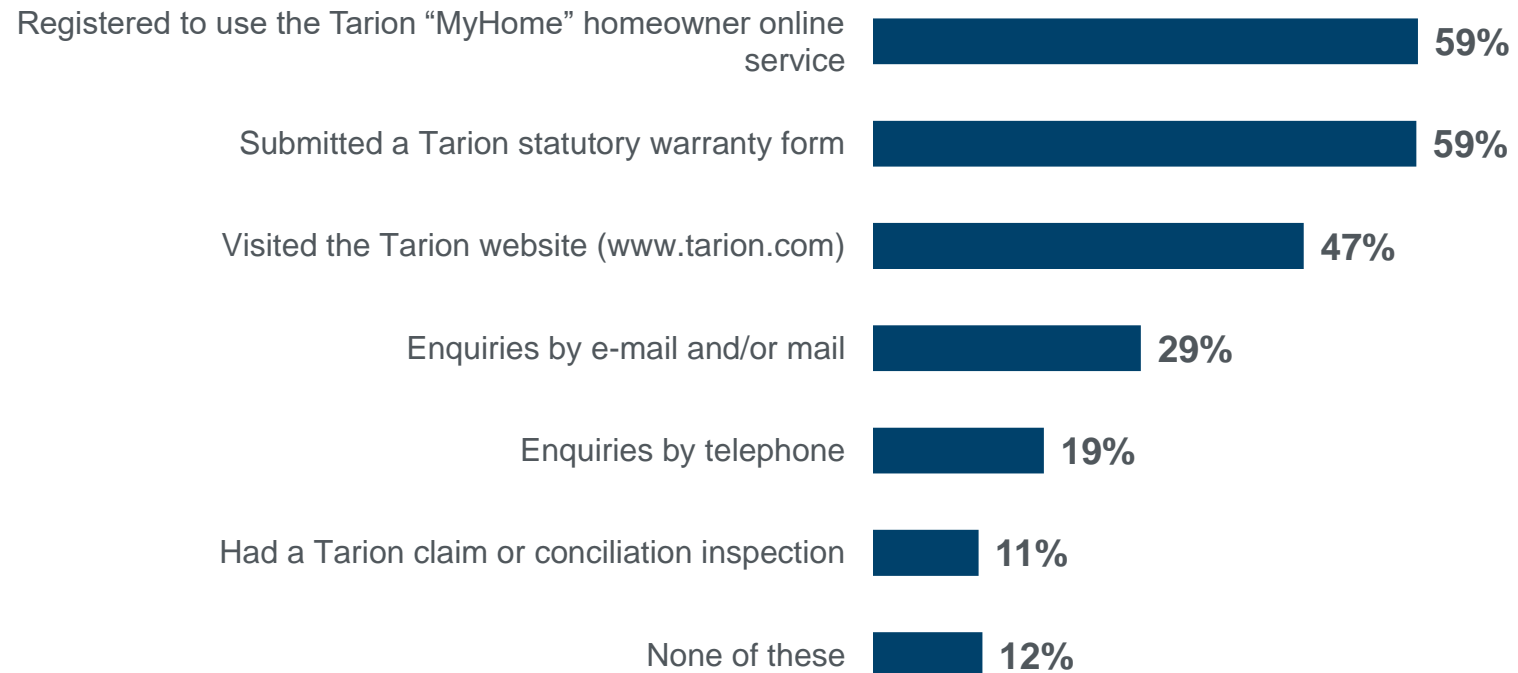


# UNDERSTANDING THE EXPERIENCE WITH TARIION / IMPRESSIONS OF TARIION

# Contact With Tarion

In the first year, the most common type of interaction that homeowners have with Tarion is through registration with the 'MyHome' online service, or through submitting a Tarion statutory warranty form. Almost half of first-year homeowners have also visited the Tarion website.

## TYPE OF CONTACT WITH TARION

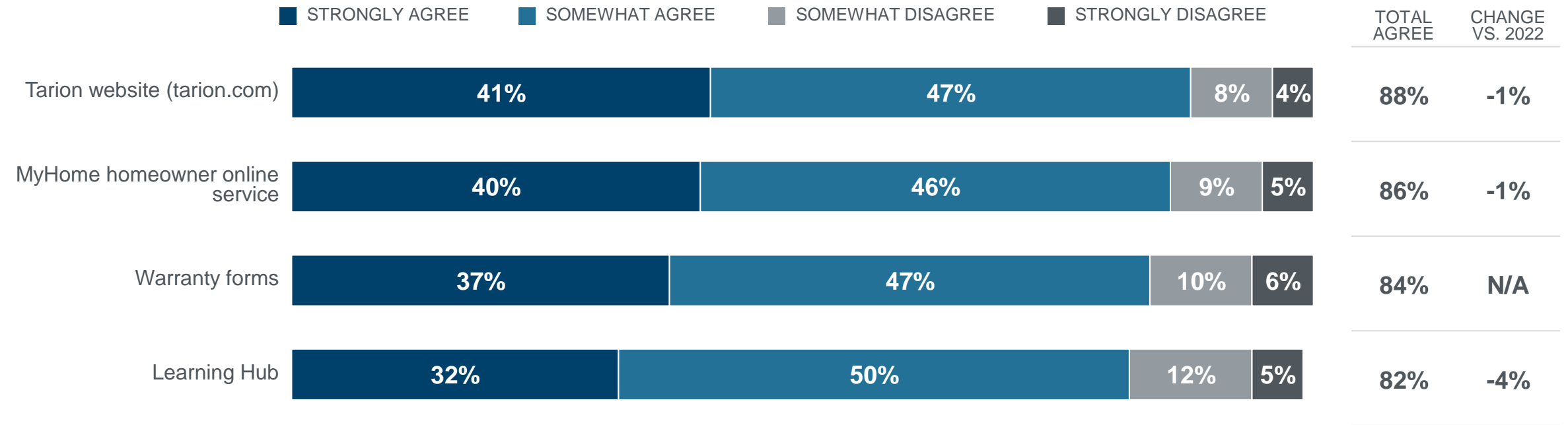


Base: All respondents (n=5,043)  
A4. What contact, if any, have you had with Tarion?

# Ease Of Use

Over 80% of Homeowners agree that Tarion resources are easy to understand. With the percentage who strongly agree that these resources are easy to understand lands in the 30-40% range.

## EASY TO USE & UNDERSTAND

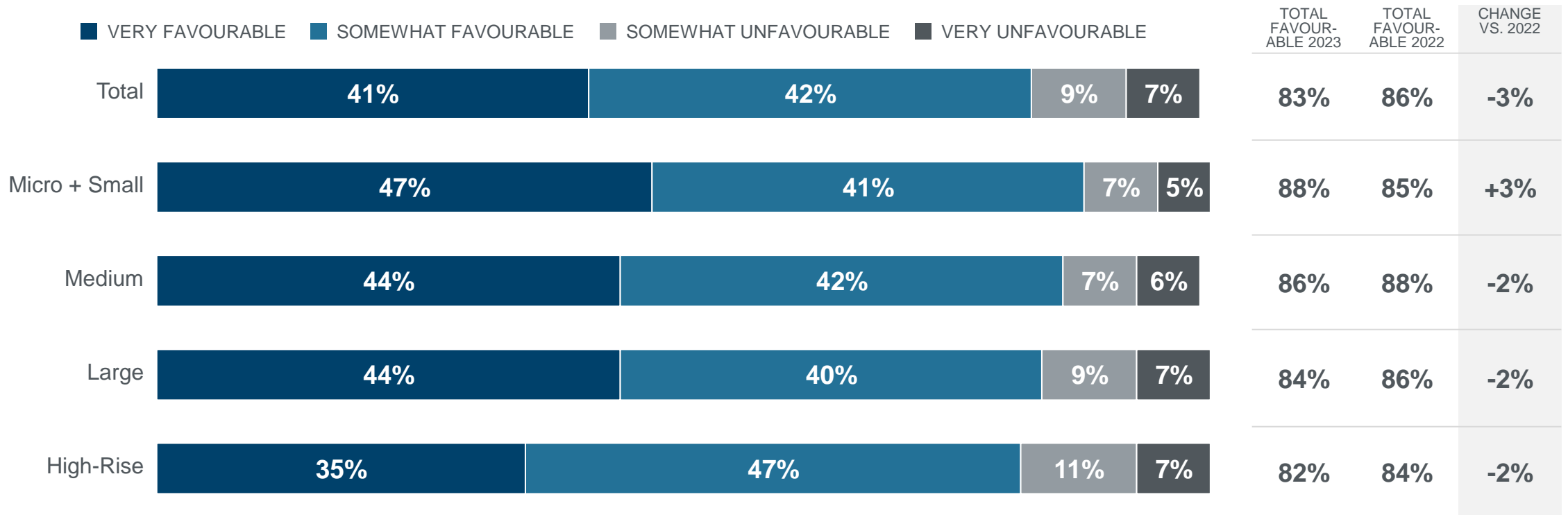


Base: All respondents: Total n=5,043  
 A8. To what extent do you agree or disagree that each of the following Tarion items are easy to use & understand?

# Impressions Of Tarion

Similar to overall satisfaction, the percentage of Homeowners with a favourable impression of Tarion is strong, with over 80% of Homeowners stating that their impression of Tarion is either very or somewhat favourable. Also similar to overall satisfaction, Micro & Small Homeowners express the most positive views in terms of favourability. Favourability in 2023 has decreased slightly compared to 2022.

## OVERALL IMPRESSION OF TARION

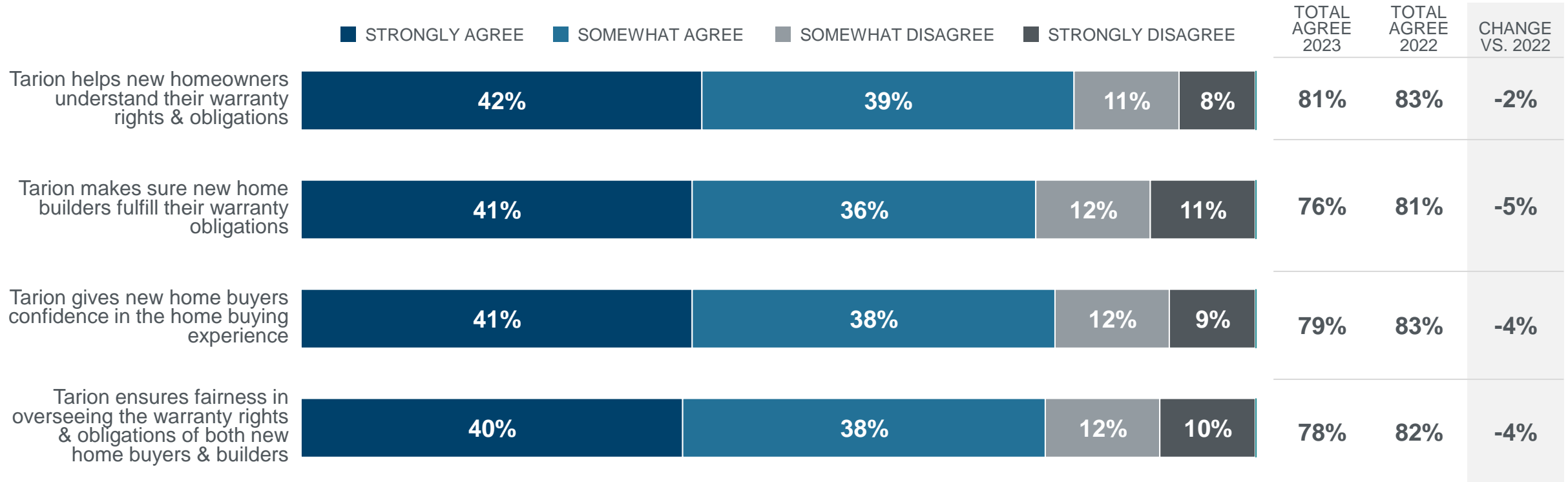


Base: All respondents with valid responses: Total n=4,645, Micro + Small n=469, Medium n=789, Large n=1331, HR n=1310  
 A11. Overall, is your impression of Tarion ...?

# Impressions Of Tarion

In general, Homeowners continue to feel that Tarion is looking out for their best interests. The level of agreement with these statements has slightly decreased compared to 2022.

## IMPRESSIONS OF TARION



Base: All respondents with valid responses (n=4,122-4,644)

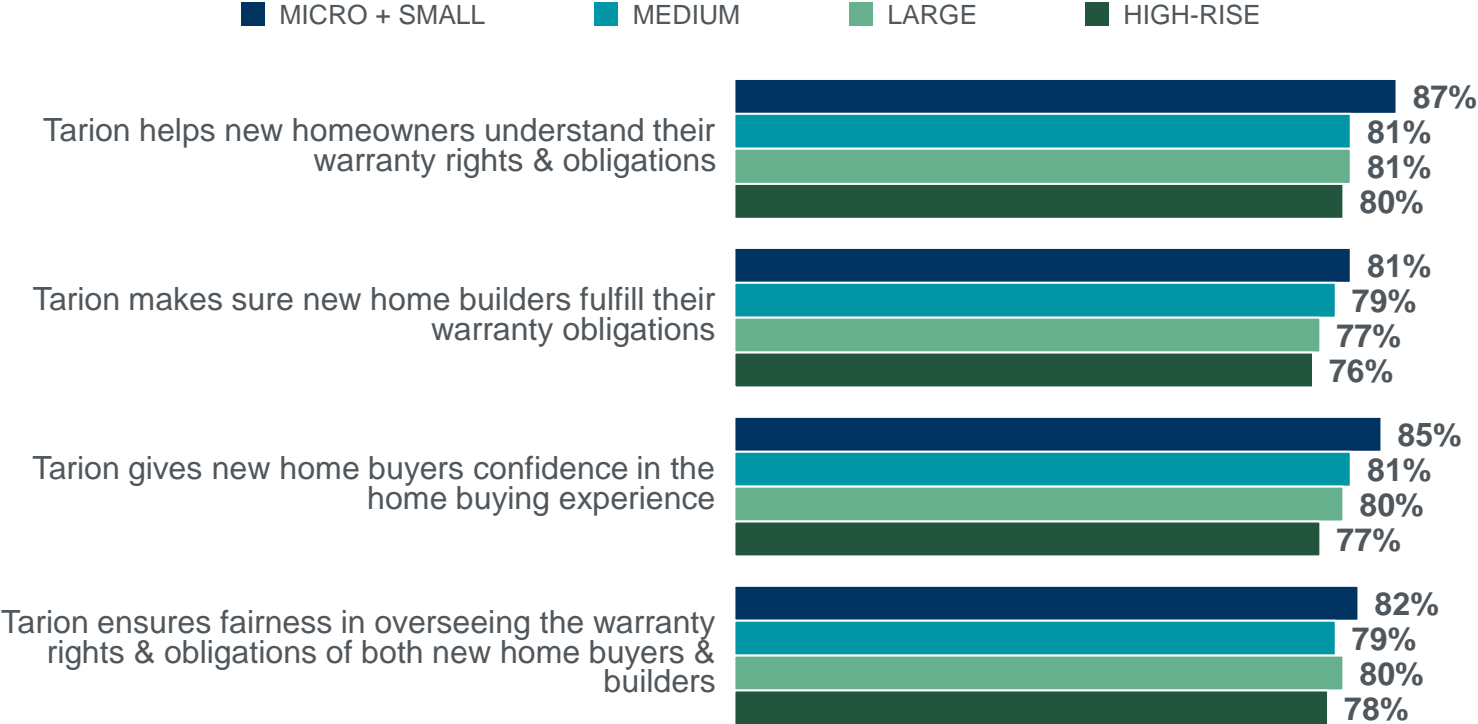
A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?



# Impressions Of Tarion

Impressions with Tarion are the strongest amongst Homeowners of Micro & Small builders.

## IMPRESSIONS OF TARIION (% STRONGLY/SOMEWHAT AGREE)

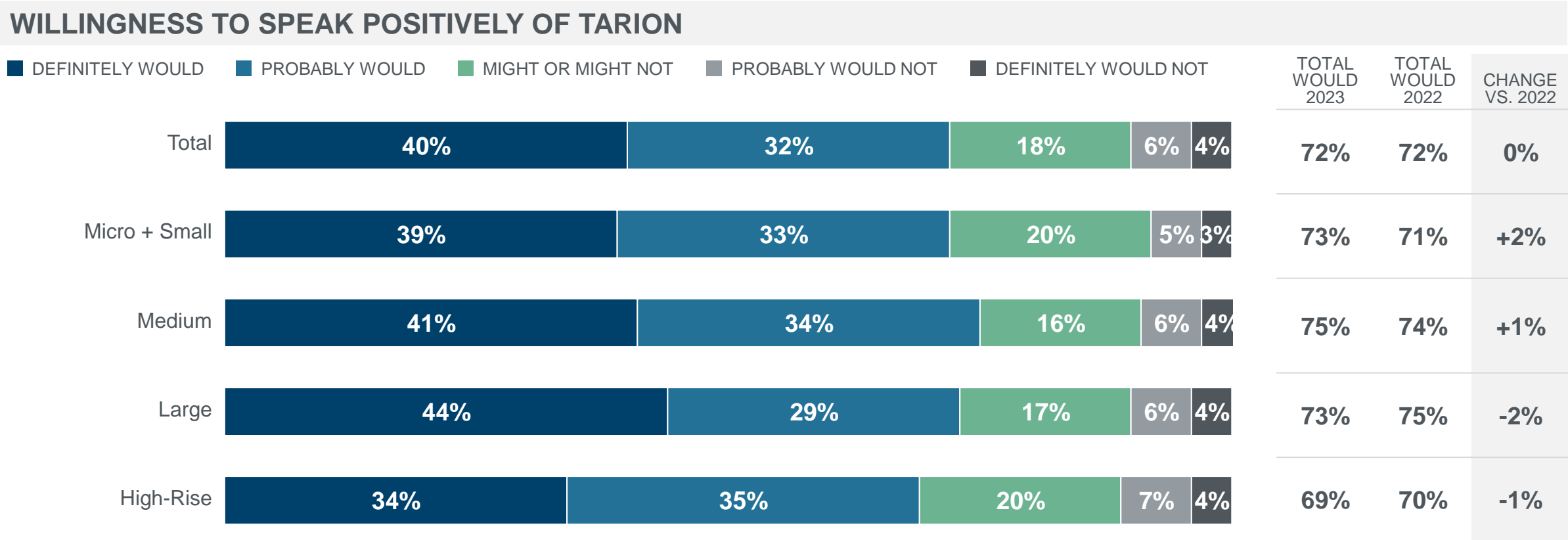


Base: All respondents with valid responses: Micro + Small n=377-461, Medium n=671-788, Large n=1212-1340, High-Rise n=1182-1318  
 A10. Based on your impressions of Tarion, to what extent do you agree or disagree with the following statements?



# Impressions Of Tarion

The willingness of homeowners to speak positively about Tarion remains relatively stable.



Base: All respondents: Total n=5,043, Micro + Small n=538, Medium n=857, Large n=1,419, High-Rise n=1,445  
 A12. If asked by potential new homeowners, how likely would you be to say positive things about Tarion?

