



2009 Builder Impressions Research Report

Submitted to: Tarion Warranty Corporation

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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 recently completed telephone survey of key personnel at a random selection of registered builders in Ontario (“builders”). Our report synthesizes our findings to help Tarion understand the challenges and opportunities to strengthen relationships with Ontario builders.

Why the Need for Research?

The primary goal of this research is to understand builders’ perceptions of Tarion’s recent performance, customer service, and image, among various other factors. Surveying builders also offers Tarion direct perspective on the major trends and issues facing their organizations and their local markets.

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 builder communication and service improvement strategies.

Research Approach

Bob Murphy, formerly of *Harris/Decima* and now Principal of his own firm *CRUNCH research insights & advice Inc.*, worked with Tarion to update a similar questionnaire last used to survey builders in 2007.

In 2009, our data collection partner *Harris/Decima* completed 275 interviews with key personnel at randomly selected registered builders in Ontario. All surveys were completed between November 4th and 30th, 2009. The average survey length was 13 minutes and the response rate was 22% - which is considered an encouraging percentage for similar research studies.

The survey sample of 275 interviews is weighted to represent the builder population of Ontario in terms of size and region. The survey deliberately included disproportionately large samples of Large and Medium-sized Builders reflecting the large number of homes these relatively small groups of builders construct and enrol in the warranty program. The report presents the survey findings in aggregate only, respecting all assurances of confidentiality and anonymity we promised the individual interviewees.

As a general rule, only differences of at least 10% between these groups should be considered statistically significant.

Builder Segment	Size of Population*	Unweighted sample	Weighted sample	Confidence** (19 times in 20)
Large (100+)	94	75	12	11%
Medium (11-99)	406	100	53	10%
Small (1-10)	1603	100	210	10%
All	2103	275	275	6%

* Among registered builders who had at least one possession in the 12 months preceding November 1 2009.

** Sample confidence is based primarily on the actual (unweighted) sample size.

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.

Executive Summary

This report highlights the results from Tarion's 2009 Builder Impressions Survey of 275 telephone interviews with key personnel at registered builders in Ontario. The survey objectives were to:

- Understand builders' overall market outlook for new residential construction and the top challenges they are facing (to provide context and identify the potential influence of external market perspectives on their impressions of Tarion);
- Determine builders' overall impression of Tarion, performance perceptions, and the strength of relationship builders feel they have with Tarion;
- Reveal builders' specific impressions of Tarion across a range of corporate performance attributes and traits;
- Explore what issues, if any, builders have with recent changes Tarion has made;
- Capture builders' suggestions for improvements;
- Determine the key drivers of builders' impressions of Tarion in order to help identify the priority areas for future relationship management initiatives; and
- Measure satisfaction with Tarion's builder registration and new home enrolment processes.

Our key findings and perspectives are presented in this executive summary:

Builders Have a Positive Outlook

A majority of builders are optimistic about the residential construction market and their own company's prospects over the next 12 months:

- 87% of builders expect the market for new residential construction activities will look promising or stable over the next 12 months.
- 87% of builders also feel that the market for their own company holds promise or stability over the same period.
- Large Builders are most likely to forecast an increase in construction activity and growth in their own company.
- A small segment of builders (14%) is pessimistic about the market for new residential construction and these builders tend to have a much more negative view of Tarion across a number of impression measures.

The latter of these insights speaks to the influence of external factors and market conditions on impressions of Tarion's performance as the regulator. Such market outlooks also highlight the broader builder opinion context Tarion will face in Ontario for the immediate future.

Consensus on Major Issues & Challenges

Survey results revealed five key trends, issues or challenges that builders expect to face over the next 12 months. We've grouped these top issues as follows:

1. Recession/Economy
2. HST
3. Land Use/Availability
4. Sales/Marketing
5. Regulatory/Permitting

Builders' Overall Impressions of Tarion

Builders' general impressions of Tarion are best characterized as positive to neutral. Tarion's Corporate Performance, Commitment to Customer Service, and Image all garner positive impressions from a majority of builders.

- 81% of builders say they're satisfied with Tarion, including 38% who are very or extremely satisfied.
- 90% of builders say Tarion's change in commitment to customer service is stable or improving. Small Builders are less likely to acknowledge improvements; instead they believe Tarion's commitment to customer service has remained the same (50%).
- 93% say Tarion is accessible and 90% say Tarion's Builder Relations Department provides useful tools and advice.
- 84% of builders describe their relationship with Tarion as good or better, including 66% who say it's very good or excellent.

While these overall results are positive, Large Builders consistently have a more favourable impression of Tarion than Small Builders on many measures, including their perception of Tarion's customer service and the strength of their relationship with Tarion.

Comparisons to Tarion's 2007 Builder Survey

Although builders' general impressions of Tarion in 2009 are positive in many ways, comparisons to Tarion's 2007 Builder Impressions Survey show statistically significant declines on several measures. Among the most notable drops is the decline in builders' satisfaction with Tarion's overall performance over the past two years (a 17% fall in those very or extremely satisfied from 55% in 2007 to 38% in 2009).

The declines in impressions are very much related to a substantially greater proportion of builders saying they have issues with changes made by Tarion in the last two years (11% in 2007 and 42% in 2009). The Tarion changes they most often cite issues with are related to various types of fee increases or fee introductions (e.g., registration, enrolment, and conciliation fees and security deposit requirements).

Builder Outreach Opportunities

Local Home Builders Associations (HBAs) and their meetings/events may be channels to help enhance relationships with some builders. Small Builders however are much less often engaged in their local HBA (only 36% belong to a local HBA versus 81% of Medium-sized Builders and 96% of Large Builders). As a result, Tarion may need to incorporate other approaches.

This executive summary discussion represents our key findings. A detailed report is presented on the following pages.

Detailed Findings

This report is divided into seven broad sections. The first and second sections explore builders' outlook for the new residential construction market and synthesizes their perspectives on key challenges and emerging issues.

The third section examines builders' impressions of Tarion, including overall performance and impression measures. The fourth presents the evaluation of Tarion's Builder Licensing & Home Enrolment processes, and the fifth includes builder's suggestions for improvements Tarion could consider.

Comparisons to previous results on common measures included in Tarion's 2007 Builder Impression Survey are presented in the sixth section. The last section summarizes the decision-makers' engagement with local HBAs and opportunities for market outreach.

Each section in this report provides a thorough overview of the key survey findings. Where available, we incorporate respondents' representative verbatim comments to illustrate our observations and interpretations.

Note: Some additive percentages in this report may not sum to their component parts due to rounding. Additive percentages accurately reflect their component parts.

Industry Outlook

This year's survey began with a few short questions to help set builders' impression of Tarion in the broader context of their views of what's happening in the new residential construction market overall and their own company. This is the first year such questions have been asked as part of the Tarion Survey of Builder Impressions.

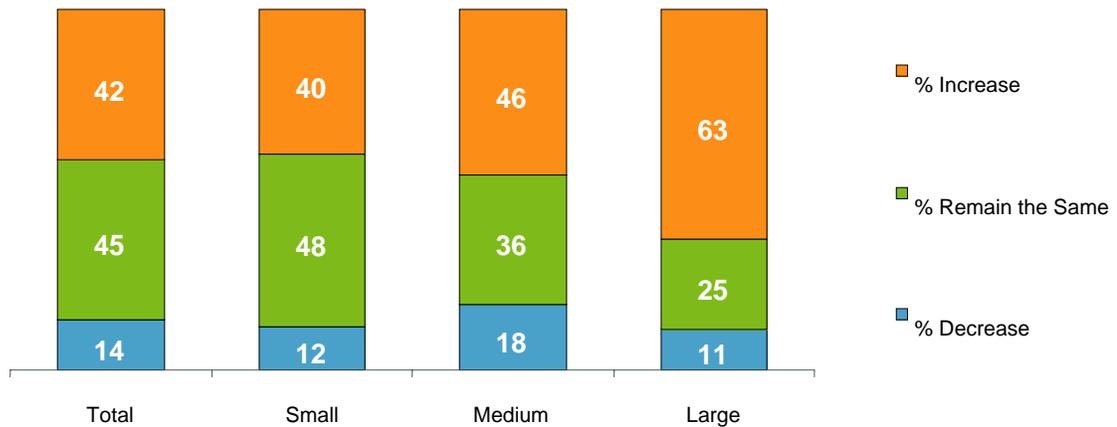
New Residential Building Activity - Market Outlook

Most builders (87%) feel the next 12 months look promising or stable when asked about their outlook for new residential construction activities in the markets in which they operate. Large Builders are the most optimistic (63% expect an increase).

The few (14%) who have a pessimistic market outlook tend also to have a more negative view of Tarion's performance on some survey measures. This offers evidence that impressions of Tarion are in part linked to external context factors over which Tarion may not have influence.

New Residential Building Activity - Market Outlook

In the next 12 months, would you say new residential building activity in the areas you operate will increase, remain the same, or decrease?

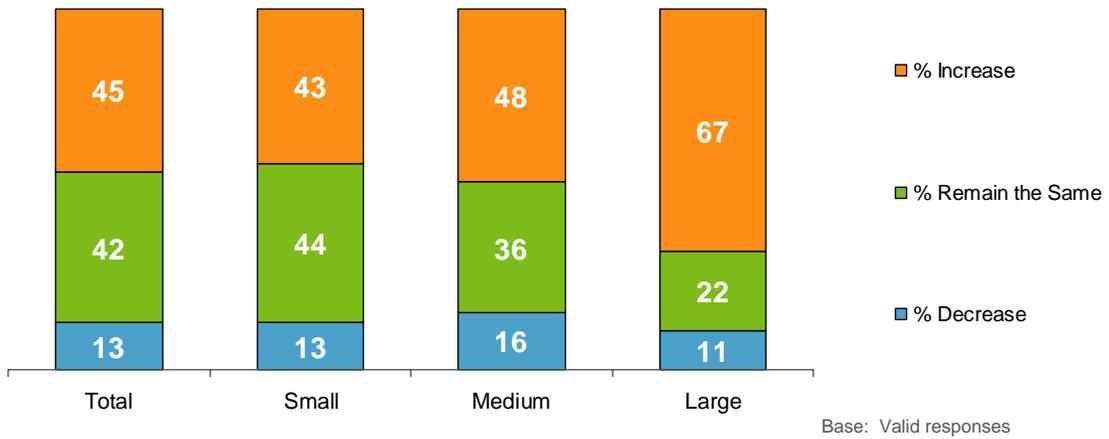


New Residential Building Activity - Company Outlook

Similar to their buoyant views about the prospects for the market overall, most builders (87%) feel the future for their own company holds promise or stability. Again, Large Builders (67%) are most likely to forecast an increase.

Builders' own company outlook is less strongly linked to negative views about Tarion's performance on some key survey measures (compared to the impact of their overall market outlook on perceptions of Tarion).

In the next 12 months, would you say YOUR COMPANY'S new residential building activity in the areas you operate will...?



Top Issues Facing Ontario Builders

Core Challenges

We posed an open-ended question to builders asking them to express the biggest challenge facing their company over the next 12 months. Results reveal five key trends, issues or challenges that Tarion should be aware of as it creates strategies to strengthen relationships with Builders. In many ways these challenges are interrelated. We've labeled these:

1. Recession/Economy
2. HST
3. Land Use/Availability
4. Sales/Marketing
5. Regulatory/Permitting



Recession/Economy

Concern about the recession/economy is the single most prevalent issue occupying builders' minds. Small and Medium-sized Builders (both 18%) are more likely to mention general recessionary pressures than Large Builders (8%). The essence of this topic is found in the response below which highlights the pressures that some builders face:

"The recession that we're in - our fellow builders are in dire straights and they're reducing prices - which reduces profit margins." - Small Builder

Harmonized Sales Tax (HST)

Concerns about potential impact of the HST appear to be compounding the challenges posed by broader economic conditions. Builders of all sizes mention the HST issue with the same frequency.

“The one biggest challenge facing our company...is the HST...currently the economy has caused our company’s sales to slow down and I am worried the HST may have a similar effect. Only time will tell.” - Small Builder

“Getting all the homes we sold closed before the end of June; this is when the HST takes effect.” - Large Builder

“The HST, uncertainty with the economy because of it.” - Large Builder

Land Use/Availability

Builders of all sizes mention the Land Use/Availability issue with the same frequency. Their concerns are most simply expressed in terms of zoning challenges and the scarcity of new land perceived by some.

“Finding new land.” – Medium-sized Builder

“Shortage of approved land.” – Medium-sized Builder

“Getting the right land zoned.” – Small Builder

Sales/Marketing

Sales and Marketing challenges more often occupy the minds of Large Builders (18%) than Small or Medium-sized Builders (9% and 14 % mention this respectively).

“It’s obtaining new sales and selling new homes.” - Large Builder

“Uncertain sales of the market.” - Large Builder

Regulatory/Permitting

Regulatory requirements more often challenge the Small Builder (10%) than they do Medium-sized or Large Builders (each 3%):

“Municipal red tape, Government red tape, Tarion red tape.” - Small Builder

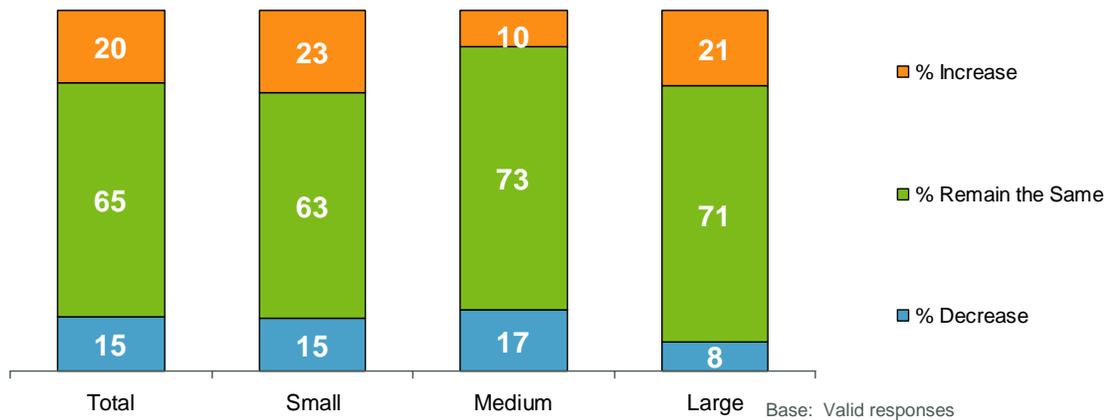
“It’s getting approvals/permits to start building.” - Large Builder

Other Issues

In addition to the five broad-based challenges identified above, there was one other notable regional challenge identified among comments made in the survey. Ottawa-area builders (11%) are more likely to cite the **Lack of Available Skilled Labour/Trades People** as a challenge than are Toronto builders (3%) and builders elsewhere in the province (less than 1%).

We also included a question to gauge builders' confidence in the overall quality of skilled labour in the building trades. A majority (65%) sees stability in the quality of supply. More Small and Medium-sized Builders (15% and 17% respectively) expect decreases in the quality of supply than do Large Builders (8%). Regionally, Ottawa area builders (23%) are again the most likely to project decreases in the quality of supply.

In the next 12 months, would you say the overall quality of skilled labour in the new residential building trades in the areas you operate will...?



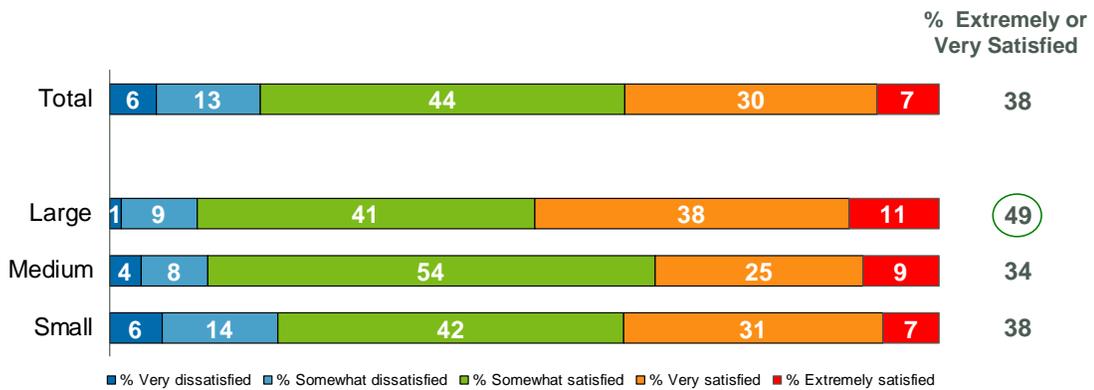
Builders' Impressions of Tarion

Performance Perceptions

When asked for their views of Tarion's overall performance over the last two years 81% of builders say they're satisfied, including 38% who are either very (40%) or extremely (7%) satisfied. Almost two-in-ten (19%) say they're dissatisfied with Tarion.

Large Builders are the most positive about Tarion's overall performance.

How satisfied are you with Tarion's overall performance over the last two years?

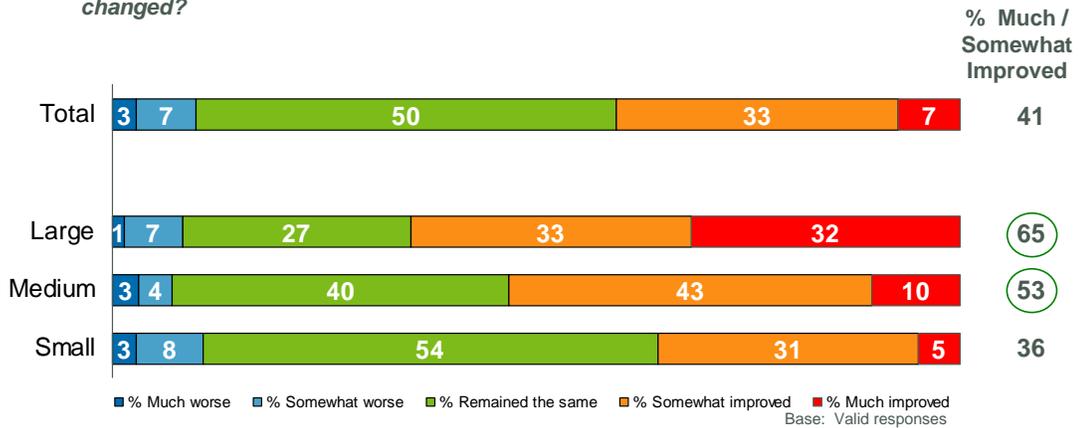


Base: Valid responses

Commitment to Customer Service

We also asked builders for their thoughts on the general momentum of Tarion’s commitment to customer service over the past 2 years. Fully 90% suggest the momentum on customer service is stable or improving, including 41% who say somewhat (33%) or much (7%) improved. Again, Large Builders are more favourable than all others. It is Small Builders who are less likely to acknowledge improvements – they far more likely to say Tarion’s commitment to customer service has remained the same (50%).

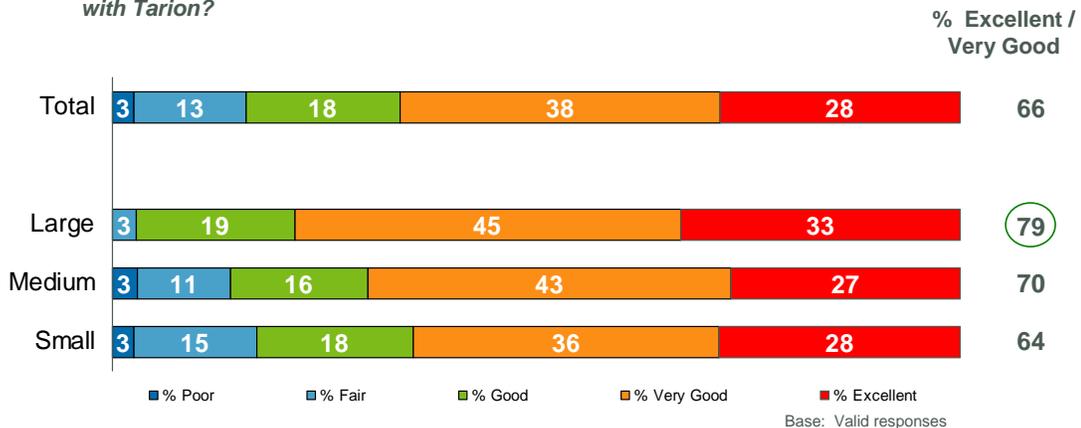
Over the past two years, how has Tarion’s commitment to customer service changed?



Strength of Builder Relationship with Tarion

Builders’ views of their relationship with Tarion are more positive than some of the satisfaction measures included in the survey. In total, almost two-thirds (66%) say their relationship with Tarion is “Excellent” (38%) or “Very Good” (28%). Large Builders characterize their relationships most positively, however the gap between them and Small Builders is less pronounced than it is on other overall measures.

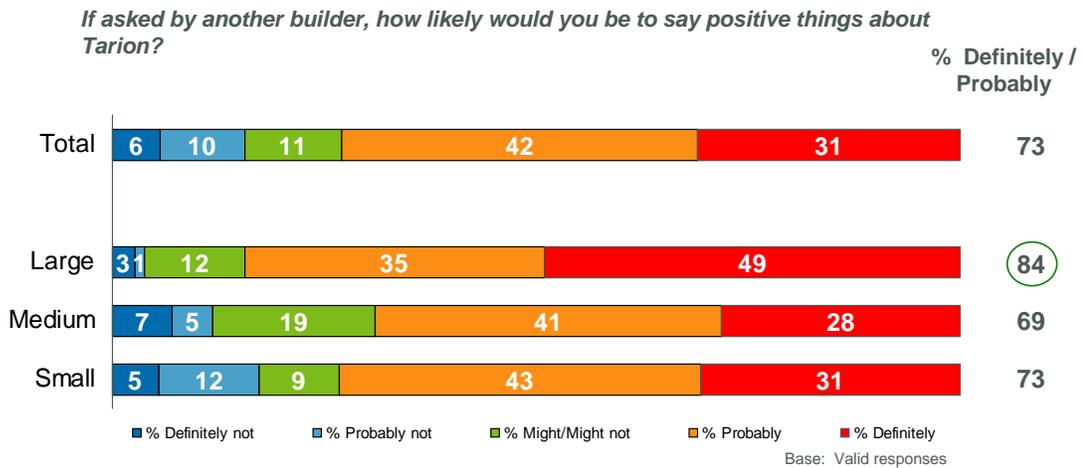
Taking all things into consideration, how would you rate your overall relationship with Tarion?



Tarion Advocacy

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

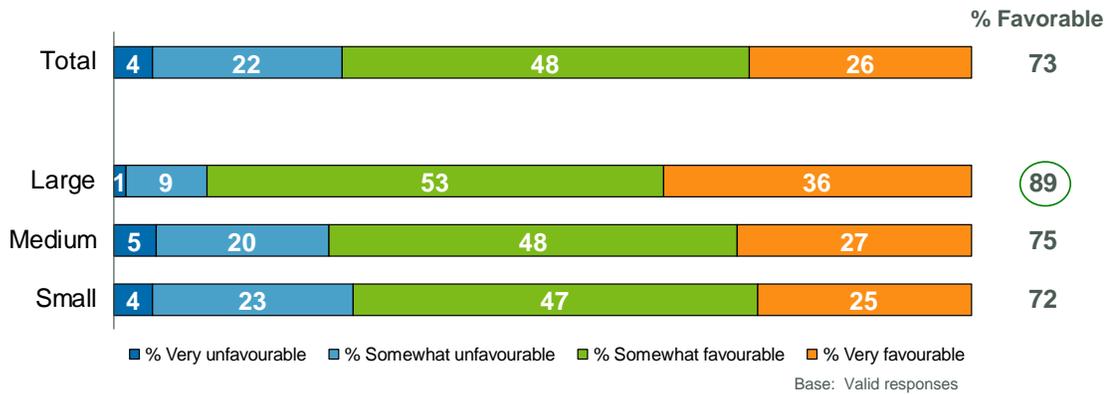
Tarion’s “Advocacy” measure is quite positive with almost three-quarters of all builders (73%) committing to say positive things about the organization, including those who report they will probably (42%) or definitely (31%) say positive things about Tarion. Consistent with the established trend in our survey is the finding that Large Builders are most likely to make positive comments about Tarion to other builders.



Overall Impression of Tarion

The final overall impression measure in our survey assesses Tarion's favourability. Tarion's overall favourability is quite positive, with almost three-quarters of all builders (73%) holding a favourable impression, including those who say they have a somewhat (48%) or very (26%) favourable opinion of Tarion.

Based on what you have read, seen or heard about TARION or experienced yourself, would you say your opinion of the organization is...?

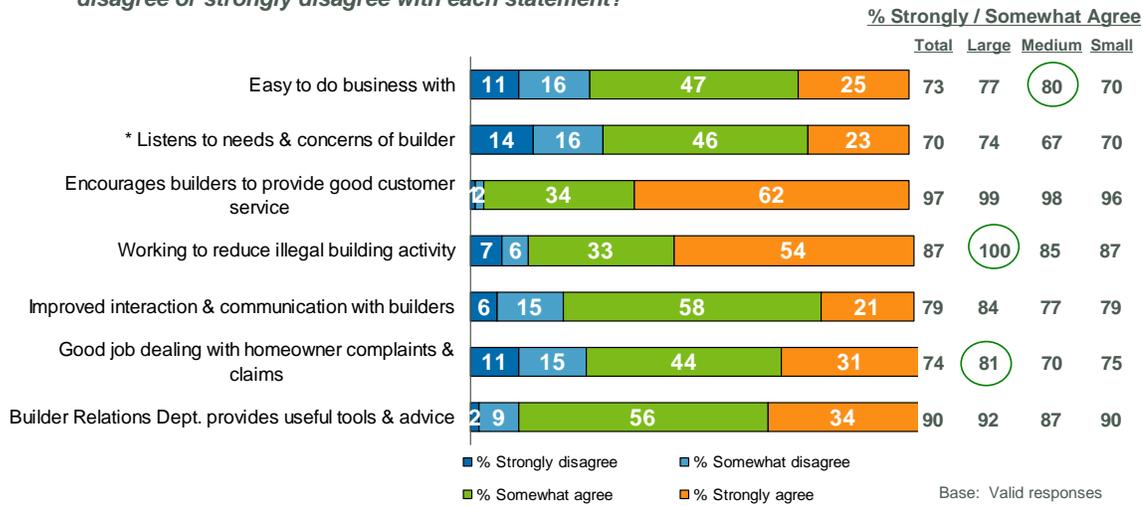


Again, Large Builders have a more favourable impression of Tarion compared to Small and Medium-sized Builders. That said a clear majority of Large, Medium, and Small Builders have an overall positive view of Tarion.

Specific Impressions of Tarion

Builders were offered the opportunity to agree or disagree with a number of statements about Tarion. As a result, a large majority of builders chose in each case to give a positive endorsement about Tarion. As the following figure shows: 97% of builders agree that Tarion encourages excellence in customer service, and 90% say Tarion’s Builder Relations Department provides useful tools and advice. About three-quarters of builders also agree that Tarion is working to reduce illegal building (87%), has improved interaction and communication with builders (79%), does a good job dealing with homeowner complaints (74%), and is easy to do business with (73%).

I would like to know whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement?

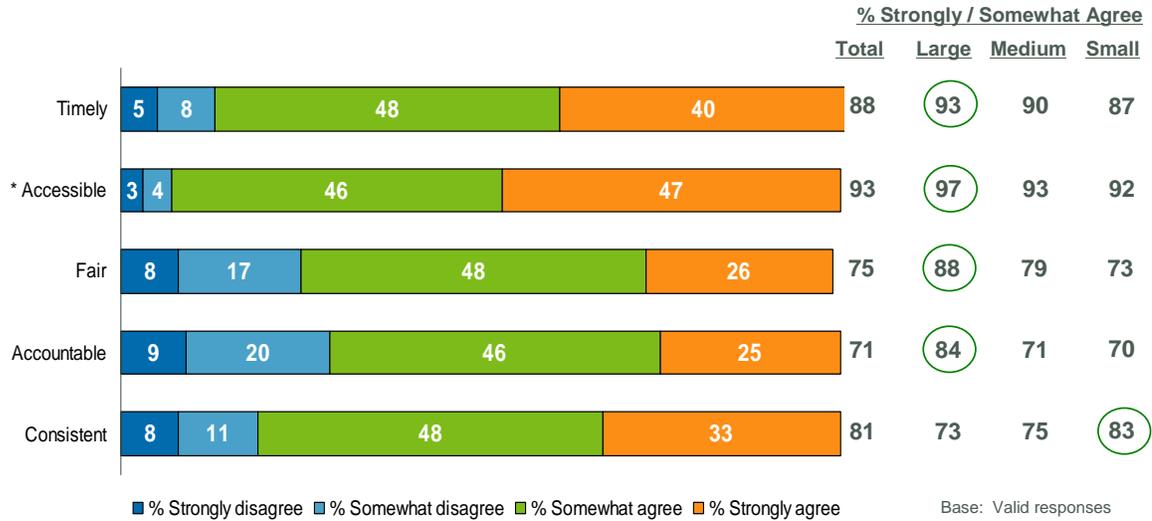


The one area fewer builders agree on (70%) is whether Tarion listens to the needs and concerns of builders. That number is not statistically different across Large, Medium and Small Builders.

Specific Impressions of Tarion

Offered the opportunity to agree or disagree with a number of image traits they might associate with Tarion, large majorities of builders also endorse Tarion as accessible (93%), timely (88%) and consistent (81%). Two traits register considerably lower levels of endorsement – fair (75%) and accountable (71%).

How much do you agree or disagree that each of the following words describes Tarion?



These views are largely consistent across Small and Medium-sized Builders. Large Builders are consistently more favourable.

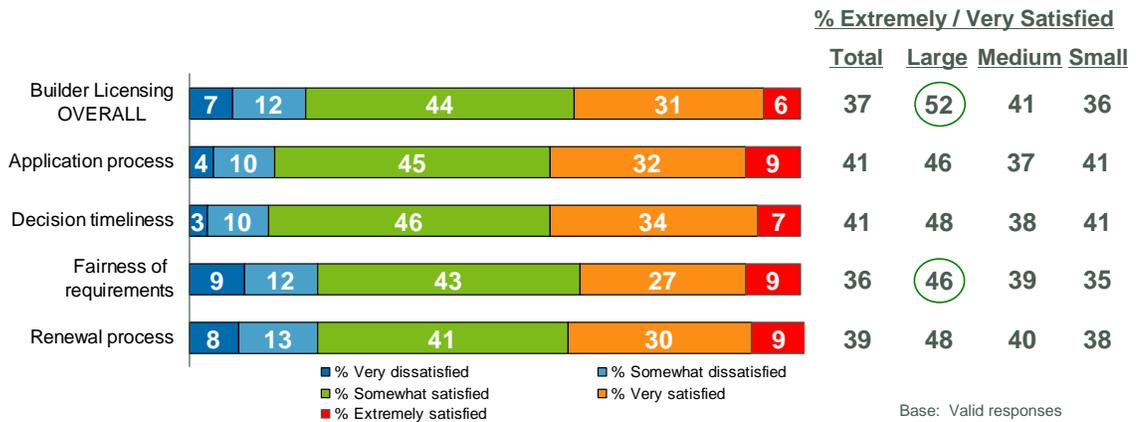
Builder Licensing & Home Enrolment

New areas of evaluation in the 2009 survey include builders' satisfaction with Tarion's Builder Licensing & Home Enrolment processes.

Builder Licensing Process

All components of the builder licensing process are more or less equally rated. Large Builders are more positive about the licensing process overall and about the fairness of licensing requirements.

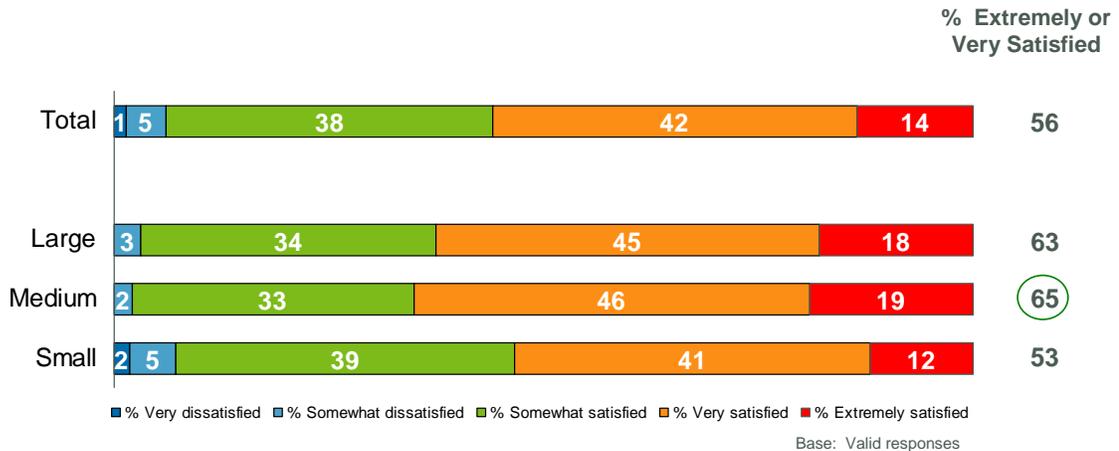
Thinking about Tarion's builder licensing process, how satisfied are you with ...?



Home Enrolment Process

Overall satisfaction is much higher for the home enrolment process (56% extremely or very satisfied) than it is for builder licensing overall (37%). Medium-sized Builders are more positive about the home enrolment process than Small Builders.

How satisfied are you with Tarion's home enrolment process?



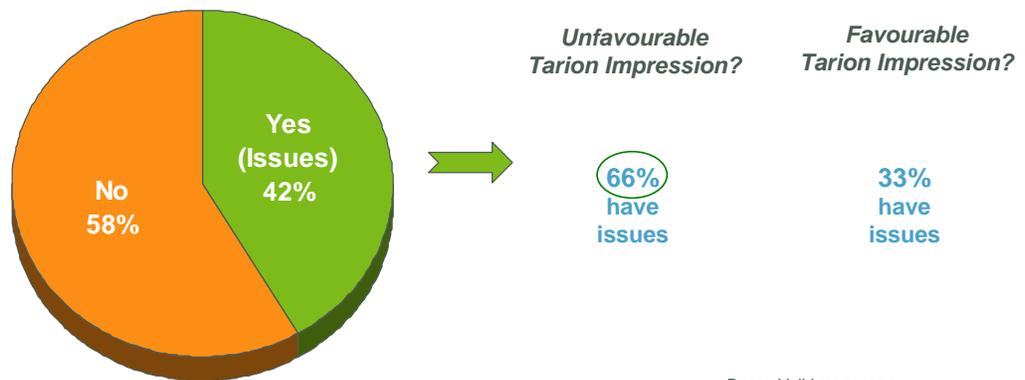
Builder-Driven Suggestions for Improvement

Builders' Major Concerns / Issues with Tarion

In 2007, 11% of builders said they had issues with changes made by Tarion in the last two years. In 2009, this number almost quadrupled to 42%. Builders of all sizes are more or less equally likely to say they have issues with Tarion's changes.

Builders with an unfavourable impression of Tarion and/or a pessimistic market outlook are more likely to have concerns about changes Tarion made in the last two years.

Do you have any issues with Tarion or major concerns about changes they've made in the last two years?



Among the 42% of builders with concerns about changes made by Tarion, frustration with fee increases tops their list of issues.

ISSUE	Total (%)
Enrolment/registration/conciliation/deposit fee increase	46
Biased towards the homeowner/against the builder	18
Improve communications/written statements	18
Offloading responsibility/warranty/liability to the builder	16
Warranty deadlines/delayed closings (general)	16
Warrantable item clarity/warranty repair timelines	8
Inconsistencies with field reps' interpretations	6
Good builders are punished for the bad ones' mistakes	3
Improve customer service/professionalism	2

* Mentions of <2% are not shown

Suggested Improvements to Assist Builders

Builders’ suggestions for improvement are linked to the top issues—relating to the changes that Tarion made. Their key priorities are fairness and fees.

IMPROVEMENTS	Total (%)
Be fair/don't take sides/show favouritism	13
Better/lower fees/fee structure/rates/be cost-effective	10
Simplify/make it easier (paperwork, processes, etc.)	9
Improve communication/more interaction among parties	7
Address builder security/deposit requirements	6
Educate/explain to home owners about rights/coverage/duties	5
Nothing/satisfied/no suggestions/maintain standards	5
Improve Construction Performance Guidelines	5
Police illegal builders/enforce regulations	4

* Mentions of <4% are not shown

The interrelationship between fairness and fees is evident in this Large Builder’s comments:

“Announce a project incentive to provide a fee structure that includes lower enrolment fees for builders with exceptional track records of superior customer performance. In the past ten years (we’ve) had enrolment fees of more than \$500,000 and Tarion has never paid out a single dollar to any homeowner. (We’ve) not had a chargeable conciliation in over ten years; yet we pay the same fees as other Builders with lower records. Tarion needs to launch performance based fees for new home enrolments.” - Large Builder

The other expression of fairness speaks to situations where Tarion is involved in homeowner conciliations:

“As long as they are fair if there is a conciliation...work equally with the owners and the builders.” - Small Builder

“You don't want them to be totally on our side but it's kind of gone the other way. They seem to be too much on the home owner's side...A little more fairness in the whole process, not just taking the homeowner's side all the time.” - Small Builder

Comparison to Previous Survey Results

Performance Tracking vs. 2007 – Significant “Declines”

In comparison to Tarion’s 2007 survey results that includes some common* measures, there have been changes in impressions of Tarion that represent some fairly significant declines. The most notable change is the increasing rate at which builders say they take issue with Tarion’s changes (quadrupling from 11% to 42%). Builders’ concern with Tarion changes is linked to declining impressions of Tarion.

	2009	2007	Change
Overall Satisfaction with Tarion interactions % Extremely / Very Satisfied	38	56	-18
Overall performance in past 2 years % Extremely / Very Satisfied	38	55	-17
Listens to builders' needs & concerns % Strongly / Somewhat Agree**	70	86	n/a
Accountable % Strongly / Somewhat Agree	71	83	-12
Fair % Strongly / Somewhat Agree	75	86	-11
Improved way it interacts with builders % Strongly / Somewhat Agree	79	86	-9
Dealing w. homeowner complaints claims % Extremely / Very Satisfied	74	87	-13
Has issues with Tarion or major concerns about recent changes % Yes	42	11	+31

****Note:** The “Listens to Builders’ need and concerns” metric made narrow reference to the Builder Relations Department in 2007 and the more expansive use to encompass Tarion overall in the 2009 survey could partly account for the decline.

Performance Tracking vs. 2007 – Some Stability

While the declines documented above are noteworthy, so too are those tracking results that show where Builders' perception of Tarion are holding steady since 2007.

	<u>2009</u>	<u>2007</u>
Know who to contact at Tarion	79	80
% Yes		
Timely	88	90
% Strongly / Somewhat Agree		
Accessible	93	90
% Strongly / Somewhat Agree		
Working to reduce illegal building	87	86
% Strongly / Somewhat Agree		
Consistent	81	80
% Strongly / Somewhat Agree		

APPENDIX

SCREENER – Large Builders

[Reception Intro]

Hello, I'm _____ from Harris/Decima Research. May I speak to [Named Respondent] .

[Respondent Intro]

Hello, I'm _____ from Harris/Decima Research. We are calling on behalf of Tarion Warranty Corporation. Tarion has asked us to interview a significant number of builders across Ontario on a number of important issues.

We will be asking about your impressions of Tarion and their processes. We will ask you to give your opinions based on your own experience and that of your company. The survey will take about **10** to 12 minutes of your time and is entirely confidential. The results will assist Tarion in understanding the needs and experiences of the building community in Ontario.

- a. What is your title? [OPEN END – DO NOT CODE & COLLAPSE]

SCREENER – Medium and Small Builders

[Reception Intro]

Hello, I'm _____ from Harris/Decima Research. May I speak to _____.

Hello, I'm _____ from Harris/Decima Research. We are calling on behalf of Tarion Warranty Corporation. Tarion has asked us to interview a significant number of builders across Ontario on a number of important issues. May I speak to the person in your organization who deals with customer service and warranty issues which involve Tarion?

[Respondent Intro]

Hello, I'm _____ from Harris/Decima Research. We are calling on behalf of Tarion Warranty Corporation. Tarion has asked us to interview a significant number of builders across Ontario on a number of important issues.

We are speaking to the person in each organization who deals with customer service and warranty issues which involve Tarion. We will be asking your opinion about your impressions of Tarion and their processes.

a. Are you an appropriate person to interview at your company?

- Yes [CONTINUE]
- No [TERMINATE A]

TERMINATE A: Can you recommend anyone else within your company who deals with Tarion on a regular basis and who would be willing to participate in this survey? [ACCEPT REFERRAL. RETURN TO RESPONDENT INTRO]

We will ask you to give your opinions based on your own experience and that of your company. The survey will take about **10** minutes. It is entirely confidential. The results will assist Tarion in understanding the needs and experiences of the building community in Ontario.

b. What is your title? [OPEN END – DO NOT CODE & COLLAPSE]

Market Experiences and Outlook

To begin, we have a couple of questions about new residential building activity in the areas you operate.

C1. In the next 12 months, would you say new residential building activity in the areas you operate will increase, remain the same, or decrease?

- 3 Increase
- 2 Remain the same
- 1 Decrease
- 9 Don't Know/Not Stated [DO NOT READ]

C2. Also in the next 12 months, would you say *YOUR COMPANY'S* new residential building activity will increase, remain the same, or decrease?

- 3 Increase
- 2 Remain the same
- 1 Decrease
- 9 Don't Know/Not Stated [DO NOT READ]

C3. What would you say is the ONE biggest challenge facing your company over the next 12 months? [OPEN END. ACCEPT & CODE ONE RESPONSE. PROBE FULLY]

C4. In the next 12 months, would you say the overall quality of skilled labour in the new residential building trades in the areas you operate will increase, remain the same, or decrease?

- 3 Increase
- 2 Remain the same
- 1 Decrease
- 9 Don't Know/Not Stated [DO NOT READ]

About Tarion

Now onto the Tarion questions...

D1. Based on what you have read, seen or heard about TARION or experienced yourself, would you say your opinion of the organization is.... ? [READ LIST]

- 4 Very favourable
- 3 Somewhat favourable
- 2 Somewhat unfavourable
- 1 Very unfavourable
- 9 Don't Know/Not Stated [DO NOT READ]

D2. Which of the following activities have you or others at your company undertaken in the last two years? How about....? [READ & RANDOMIZE]

- 1 Yes
- 2 No
 - a. Visited Tarion's website
 - b. Used the Tarion Builder Portal
 - c. Called Tarion's toll free line 1-877-9TARION
 - d. Attended a Tarion Builder File Review Clinic
 - e. Consulted with a member of Tarion's Builder Relations Department
 - f. Interacted with a member of Tarion's Licensing & Underwriting Department
 - g. Displayed the Tarion Registered Builder certificate in a sales office
 - h. Spoken to a technical representative at Tarion's call centre.
 - i. Referred to the Construction Performance Guidelines and/or referred a customer to them.

D3. Taking all things into consideration, how satisfied are you with your interactions with Tarion? Are you..? [READ LIST]

- 5 Extremely Satisfied
- 4 Very satisfied
- 3 Somewhat Satisfied
- 2 Somewhat dissatisfied
- 1 Very dissatisfied
- 8 Have had no interactions [DO NOT READ]
- 9 Don't Know/Not Stated [DO NOT READ]

- D4. In general, do you feel you know who to contact at Tarion when you have the need?
- 1 Yes
 - 2 No
- D5. Which ONE contact area or department are you most likely start with if you need to contact Tarion? DO NOT READ LIST. ACCEPT ONE. IF "1 Builder Relations" or "2 Licensing & Underwriting", HARD CODE RESPONSE AND PROBE FOR ONE NAMED INDIVIDUAL OR CODE AS UNSPECIFIED:
- 1 Builder Relations... _____
 - 2 Licensing & Underwriting... _____
 - 3 Toll-free line / Customer Service Centre
 - 77 Other (Specify) _____
 - 99 Don't know / Not Stated [DO NOT READ]
- D6. I am going to read you a number of statements, and I would like to know whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement. How about...? [RANDOMIZE]
- 4 Strongly Agree
 - 3 Somewhat Agree
 - 2 Somewhat Disagree
 - 1 Strongly Disagree
 - 9 Don't Know/Not Stated [DO NOT READ]
- a. Tarion is easy to do business with
 - b. Tarion listens to the needs and concerns of builders
 - c. Tarion encourages builders to provide homeowners with good customer service
 - d. Tarion is working to reduce illegal building activity
 - e. Tarion has improved the way that it interacts and communicates with builders
 - f. Tarion does a good job of dealing with homeowner complaints and claims
 - g. Tarion's Builder Relations Department provides useful tools and advice
- D7. How much do you agree or disagree that each of the following words describes Tarion? How about...? [RANDOMIZE]
- 4 Strongly Agree
 - 3 Somewhat Agree
 - 2 Somewhat Disagree
 - 1 Strongly Disagree
 - 9 Don't Know/Not Stated [DO NOT READ]
- a. Timely
 - b. Accessible to builders
 - c. Fair
 - d. Accountable
 - e. Consistent

Tarion's Builder Licensing & New Home Enrolment Process

Now we have a few questions about Tarion's builder licensing process...

E1. Taking all things into consideration, how satisfied are you with Tarion's builder licensing process? Are you..? [READ LIST]

- 5 Extremely Satisfied
- 4 Very satisfied
- 3 Somewhat Satisfied
- 2 Somewhat dissatisfied
- 1 Very dissatisfied
- 8 Have had no interactions /experience with Tarion's builder licensing process [DO NOT READ] – **PN: SKIP TO E3 IF “no interactions /experience”**
- 9 Don't Know/Not Stated [DO NOT READ]

E2. Thinking more specifically about Tarion's builder licensing process, how satisfied are you with ...?

- a. the application process for new builders
- b. the timeliness of licensing decisions
- c. the fairness of the registration rules and requirements
- d. the renewal process

E3. How satisfied are you with Tarion's home enrolment process? Are you..? [READ LIST]

- 5 Extremely Satisfied
- 4 Very satisfied
- 3 Somewhat Satisfied
- 2 Somewhat dissatisfied
- 1 Very dissatisfied
- 8 Have had no interactions [DO NOT READ]
- 9 Don't Know/Not Stated [DO NOT READ]

Summing Up

F1. How satisfied are you with Tarion's overall performance over the last two years? Are you...(READ LIST)

- 5 Extremely Satisfied
- 4 Very satisfied
- 3 Somewhat Satisfied
- 2 Somewhat dissatisfied
- 1 Very dissatisfied
- 9 Don't Know/Not Stated [DO NOT READ]

F2. Over the past two years, how has Tarion's commitment to customer service changed? Would you say it is... [READ LIST]

- 5 Much Improved
- 4 Somewhat Improved
- 3 Remained the same
- 2 Somewhat Worse
- 1 Much Worse
- 9 Don't Know/Not Stated [DO NOT READ]

F3. Do you have any issues with Tarion or major concerns about changes they've made in the last two years?

- 1 Yes
- 2 No SKIP TO F5

[ASK F4 IF YES IN F3, ELSE SKIP TO F5]

F4. And what are those issues or major concerns? [OPEN END. ACCEPT & CODE ALL RESPONSES. PROBE FULLY]

F5. From your perspective, what is the most important improvement Tarion could make to assist builders in the next year or two? [OPEN END. ACCEPT & CODE ALL RESPONSES. PROBE FULLY.]

F6. Taking all things into consideration, how would you rate your overall relationship with Tarion? Would you say your relationship is...?[READ LIST]

- 5 Excellent
- 4 Very good
- 3 Good
- 2 Fair
- 1 Poor
- 8 Don't Have a Relationship with Tarion [DO NOT READ]
- 9 Don't Know/Not Stated [DO NOT READ]

- F7. If asked by another builder, how likely would you be to say positive things about Tarion?
Would you say you...?[READ LIST]
- 5 Definitely would
 - 4 Probably would
 - 3 Might or might not
 - 2 Probably would not
 - 1 Definitely would not
 - 9 Don't Know/Not Stated [DO NOT READ]

Classification Questions

My last few questions are only for classification purposes.

- G1. Is your company a member of your local Home Builders Association?
- 1 Yes
 - 2 No SKIP TO G4
 - 9 Don't Know/Not Stated [DO NOT READ] SKIP TO G4

[ASK G2 & G3 IF YES IN G1, ELSE SKIP TO G4]

- G2. Do you or your colleagues attend meetings of your local Home Builders Association on a regular basis?
- 1 Yes
 - 2 No
 - 9 Don't Know/Not Stated [DO NOT READ]
- G3. Besides meetings, do you or your colleagues attend activities of your local Home Builders Association on a regular basis?
- 1 Yes
 - 2 No
 - 9 Don't Know/Not Stated [DO NOT READ]
- G4. Does your company build primarily freehold or condominium homes? [READ LIST. ACCEPT ONE]
- 1 Freehold
 - 2 Condo
 - 3 Both
 - 9 Don't Know/Not Stated [DO NOT READ]
- G5. Approximately how many permanent full-time employees do you have? Is it...?
[CHOOSE ONE]
- 1 5 or fewer
 - 2 6 to 10
 - 3 11 to 25
 - 4 More than 25
 - 9 Don't Know/Not Stated [DO NOT READ]

Tarion would like to thank you for your time today. Your views will help Tarion make further improvements in the future.

- G6. Record ID Number (VB/RA from sample)
- G7. Record Telephone Area Code (XXX from sample)