



STUDY REPORT

SR 270 (2012)

New House Owners' Satisfaction Survey 2011

M D Curtis



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from the Building Research Levy.

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Preface

This report presents the results of our new house owners' satisfaction survey 2011. The data was obtained through surveying new homeowners on the performance of their builder. The purpose of the survey was to aid work done on building industry performance measures.

Acknowledgments

This work was funded by the Building Research Levy.

Note

This report is intended for new home builders and customers looking to build their own home.

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BRANZ Study Report SR 270

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Abstract

A survey of 501 new house owners for houses largely built in 2011 was undertaken to determine how they rated their builder. The survey's response rate was 29% and covered 31 local territorial authorities which accounts for approximately 70% of new dwellings in New Zealand. Responses were generally positive about the builder's performance. Most new homeowners were satisfied with the quality of their home and 77.5% of respondents stated they would recommend their builder. However, the call back rate was very high at 72.3%.

Contents	Page
1. INTRODUCTION	1
2. SUMMARY	1
3. METHOD	2
4. RESULTS	2
4.1 Overall Satisfaction	2
4.2 Input into House Design	4
4.3 How the Builder was Chosen	6
4.4 Important Features in Choosing a Builder	7
4.5 How New Homeowners Would Speak about their House Builder	8
4.6 Improved Features	9
4.7 Defects After First Occupancy	9
4.8 Regression Analysis on Likelihood of Homeowners Recommending their Builder 12	12
5. DISCUSSION	14
APPENDIX	18
A.1 Satisfaction/Rating Charts	18
A.2 Tables	21
A.3 Survey Form	28

Figures	Page
Figure 1 How Satisfied are You with the... ..	3
Figure 2 How Would You Rate.....	4
Figure 3 Type of Input into the House Design Before it was Built	5
Figure 4 Type of Input into the House Design Before it was Built by Number of Consents	5
Figure 5 How the Builder was Chosen	6
Figure 6 Important Features in Choosing a Builder.....	8
Figure 7 How New Owners Would Speak about their House Builder	8
Figure 8 Call Back Rates.....	10
Figure 9 How New Homeowners Would Speak about their Builder	12
Figure 10 Responses by Territorial Authority	16
Figure 11 Average Recommendations Score by Territorial Authority	16
Figure 12 New House Floor Area (sqm).....	17
Figure 13 Satisfaction with Service Provided by Builder During the Buying Process	18
Figure 14 Satisfaction with Condition of Home on Moving In Day	18
Figure 15 Satisfaction with Service Provided by Builder After Moving In.....	19
Figure 16 Satisfaction with Overall Quality of Home	19
Figure 17 Rating of Builder in Relation to Finishing Home in Time	20
Figure 18 Rating of Standard of Finish of New Home.....	20
Figure 19 Rating of the Fixing of Defects After First Occupancy	21

Tables

Page

Table 1 Average Satisfaction Rating by Input into House Design	6
Table 2 Average Satisfaction Rating by how the Builder was Chosen.....	7
Table 3 New Homeowner Identified Potential Features Improved	9
Table 4 New Homeowner Reported Defects After First Occupancy	11
Table 5 Likelihood of Recommending Builder Regression 1.....	13
Table 6 Likelihood of Recommending Builder Regression 2.....	14
Table 7 Disputes Over Final Cost	15
Table 8 How Satisfied are You with the... ..	21
Table 9 How Would You Rate.....	21
Table 10 Type of Input into the House Design Before it was Built by Number of Consents ..	22
Table 11 How the Builder was Chosen	22
Table 12 Important Features in Choosing a Builder	22
Table 13 How New Homeowners Would Speak about their House Builder.....	23
Table 14 Call Back Rates.....	23
Table 15 Responses by Territorial Authority	24
Table 16 Average Satisfaction Rating by Territorial Authority.....	25
Table 17 New House Floor Areas	25
Table 18 Satisfaction with Service of Builder During the Buying Process.....	25
Table 19 Satisfaction with Condition of Home on Moving In Day.....	26
Table 20 Satisfaction with Service Provided by Builder After Moving In	26
Table 21 Satisfaction with Overall Quality of Home	26
Table 22 Rating of Builder in Relation to Finishing Home in Time	26
Table 23 Rating of Standard of Finish of New Home	26
Table 24 Rating of Fixing of Defects After First Occupancy.....	27

1. INTRODUCTION

Performance in the building industry can be described in a variety of ways, with a variety of productivity measures typically offered. However, the views of the end user have often been neglected. The survey of new homeowners' satisfaction and rating of the performance of their builder attempts to aid the completeness of the current information available on industry performance and provide a way to monitor performance over time.

Builders were classified by the number of new house consents they took out in the period from August 2010 to March 2011. This period was chosen to represent houses largely built in 2011. The categories were: one consent in the period; two-to-four consents in the period; five-to-nine consents in the period; and ten or more consents in the period. This gives an idea of how smaller new home builders and larger new home builders compare.

2. SUMMARY

The main findings of the report are:

- The satisfaction levels of new homeowners was generally high. New homeowners were most satisfied with the overall quality of their home and less satisfied with the service provided by their builder after they moved in.
- New homeowners rated the standard of finish of their new home highly. However, the fixing of defects after first occupancy rated poorly.
- The above indicates that for some builders, there is a lack of care in the follow up after the house has been built and the homeowner has moved in.
- The majority of customers looking to build a new house like to have significant input into the design. Smaller home builders tend to build mostly one-off designs by an architect/architectural designer with major owner input, whereas larger home builders tend to build standard plans with some changes by the owner.
- Smaller firms relied on recommendations (from friends or the designer) to procure clients. Larger firms could spend more money on advertising and/or offer a better quote.
- Those who chose their builder because of recommendations from friends or the designer were the most satisfied or rated their builder highest on average. Those who chose their builder after getting several quotes had the lowest satisfaction/ratings.
- The quality/reputation of a builder is the most important feature when considering a builder.
- The less consents a firm had, the more likely they were to be recommended to others by new homeowners without being asked.

3. METHOD

A total of 1736 survey forms were sent out to new homeowners for consents taken out between August 2010 and March 2011. These represent houses largely built in the 2011 calendar year. 501 surveys were returned from new homeowners in 31 selected territorial authorities. Incentives were offered for completion of the forms. The 31 territorial authorities entail Auckland, Christchurch, Dunedin, Franklin, the Far North, Gisborne, Hutt City, Hamilton, Invercargill, Kapiti, Manukau, Marlborough, Napier, New Plymouth, North Shore, Porirua, Palmerston North, Queenstown, Rodney, Southland, Tauranga, Thames-Coromandel, Tasman, Waikato, Waipa, Wellington, Waimakariri, Western Bay of Plenty, Whangarei and Waitakere.

A copy of the survey form is in the Appendix.

4. RESULTS

The following results are presented mostly in charts. The data for these charts is provided in tables in the Appendix.

4.1 Overall Satisfaction

Figure 1 and Figure 2 illustrate the satisfaction levels and ratings of new homeowners towards their builder and new home. A further breakdown of these figures by number of consents in the period is available in section A.1 Satisfaction/Rating Charts.

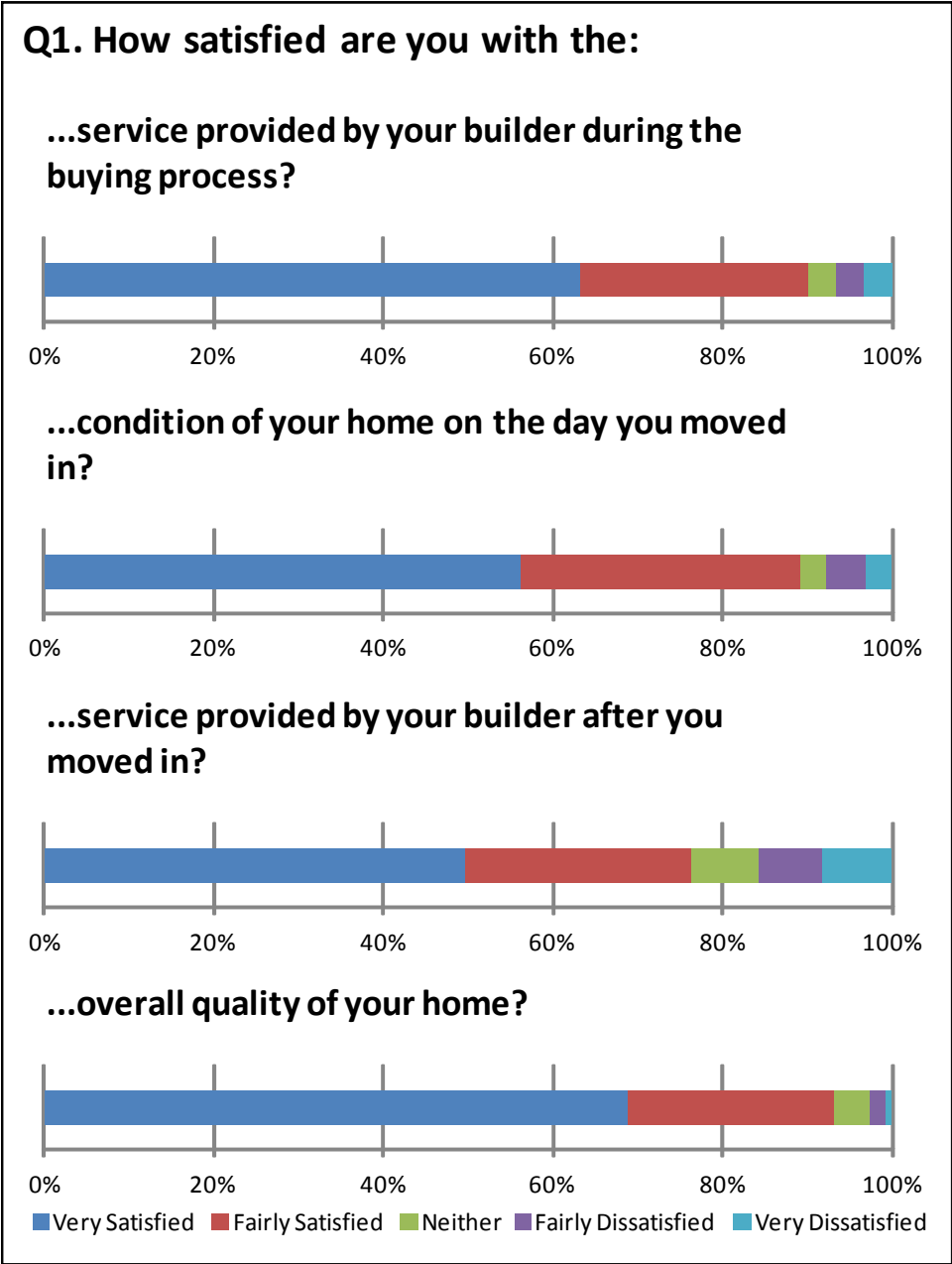


Figure 1 How Satisfied are You with the...

Figure 1 shows that new homeowners were most satisfied with the overall quality of their home. Only 2.6% of respondents stated a level of dissatisfaction with the overall quality of their home. There may be a bias in these results as the new home may still have a novelty factor and could be an improvement on their old home.

The service provided by the builder during the buying process was close behind. This makes sense as customers are unlikely to choose a builder if they are unhappy with their service during the buying process. Those who did choose a builder whom they were dissatisfied with during the buying process mostly stated that they chose their builder after getting several quotes and choosing the best or after viewing their show home(s).

The service provided by the builder after they moved in received the least satisfied responses and most dissatisfied responses. 15.8% of respondents stated

dissatisfaction with service provided by their builder after they moved in. This indicates a lack of care about the follow up from the builders.

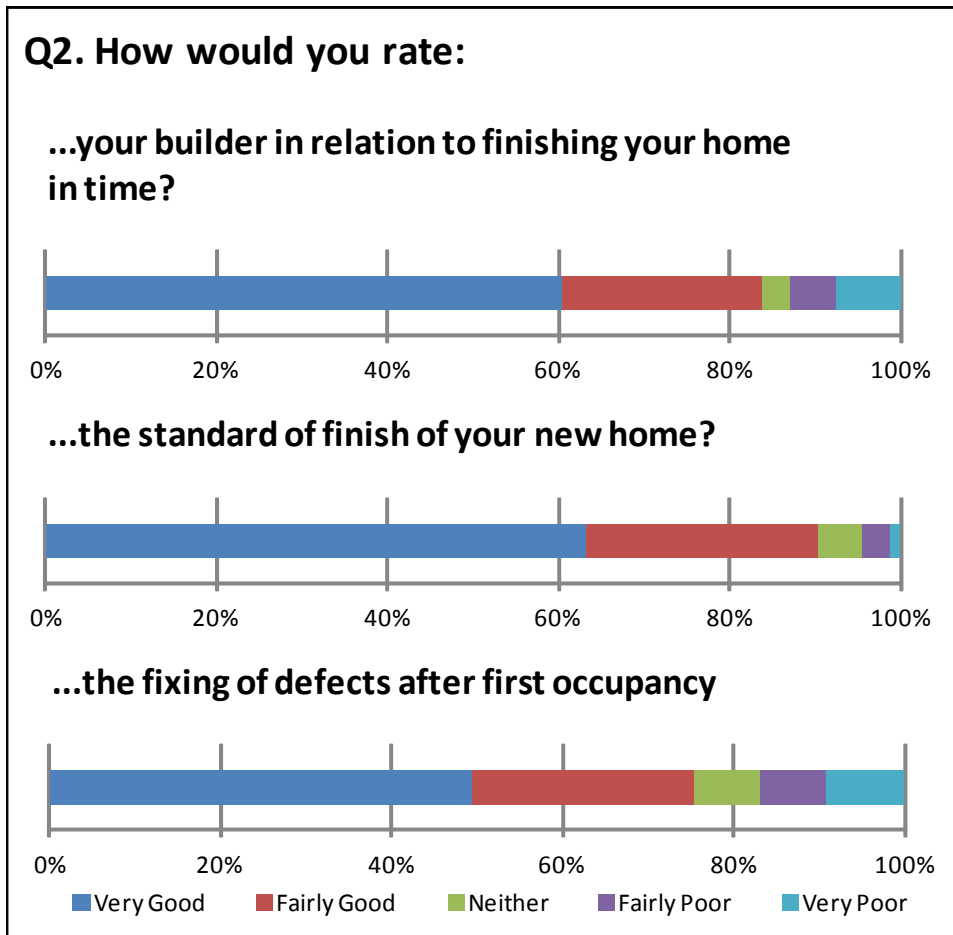


Figure 2 How Would You Rate...

New homeowners generally rated the standard of finish of their new home highly. 90.3% of respondents stated the standard of finish was very good or fairly good and only 4.6% of respondents stated fairly poor or very poor. The fixing of defects after first occupancy was rated fairly poorly by respondents. 16.8% of respondents stated that the fixing of defects after first occupancy was fairly poor or very poor. 13.1% of respondents rated their builder in relation to finishing their home in time as either fairly poor or very poor.

4.2 Input into House Design

97% of respondents to the survey stated they had input into the design of the house before it was built. Figure 3 shows the type of input they had.

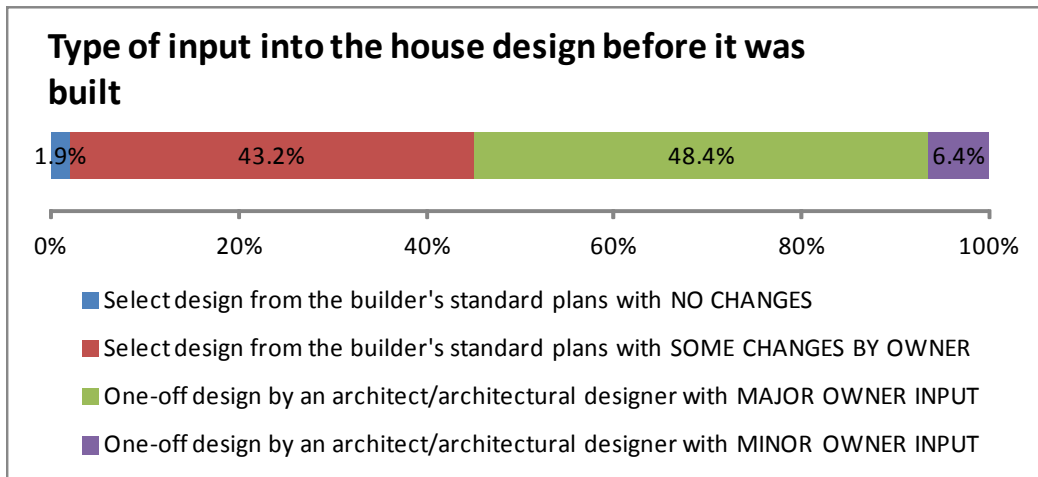


Figure 3 Type of Input into the House Design Before it was Built

The two most common types of input into the house design were a one-off design by an architect/architectural designer with major owner input and select design from the builder's standard plans with some changes by owner. This shows the majority of customers like to have a major say in the design of their new home. Only 1.9% selected a design from the builder's standard plans with no changes and 6.4% chose a one-off design by an architect/architectural designer with minor owner input.

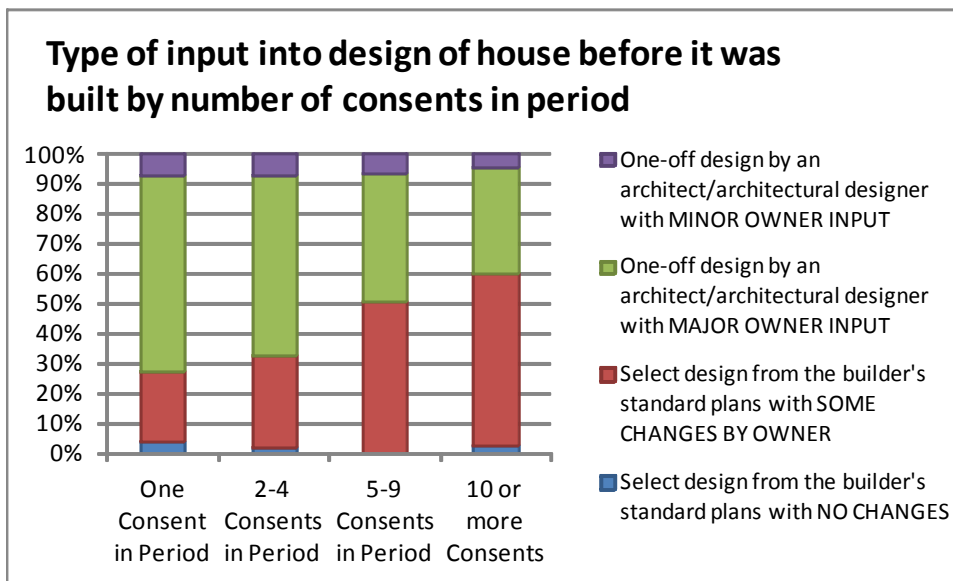


Figure 4 Type of Input into the House Design Before it was Built by Number of Consents

Figure 4 illustrates the difference in input into design of the house before it was built for smaller and larger building firms. Building firms with less than five consents in the period (being defined as between August 2010 and March 2011), mostly built one-off designs by an architect/architectural designer with major owner input. Conversely, building firms with five or more consents in the period mostly built designs from the builder's standard plans with some changes by owner.

Table 1 Average Satisfaction Rating by Input into House Design

Average satisfaction rating by input into house design							
	Service provided by your buider during the buying process	Condition of your home on the day moved in	Service provided by buider after moving in	Overall quality of home	Completing of home in time	Standard of finish of home	Fixing of defects after occupancy
Select design from the builder's standard plans with NO CHANGES	2.11	2.33	2.22	1.78	2.33	2.22	2.22
Select design from the builder's standard plans with SOME CHANGES BY OWNER	1.59	1.64	1.98	1.41	1.75	1.51	2.00
One-off design by an architect/architectural designer with MAJOR OWNER INPUT	1.49	1.57	1.92	1.34	1.71	1.42	1.95
One-off design by an architect/architectural designer with MINOR OWNER INPUT	1.57	1.90	2.07	1.68	2.06	1.84	2.23

1= Very Satisfied/Good, 2= Fairly Satisfied/Good, 3= Neither, 4= Fairly Dissatisfied/Poor, 5= Very Dissatisfied/Poor

Table 1 indicates that new homeowners were most satisfied with houses built from a one-off design by an architect/architectural designer with major owner input. When new homeowners selected a design from the builder's standard plans with no changes, they were the most dissatisfied. Those homeowners that selected a design from the builder's standard plans with some changes were the second most satisfied on all measures except the service provided by the builder during the buying process.

New homeowners were seemingly more satisfied when they had more input into the design of the house.

4.3 How the Builder was Chosen

For the industry as a whole, the most common way for the customer to choose a builder was as a recommendation by friends. The second most common was getting several quotes and choosing the best.

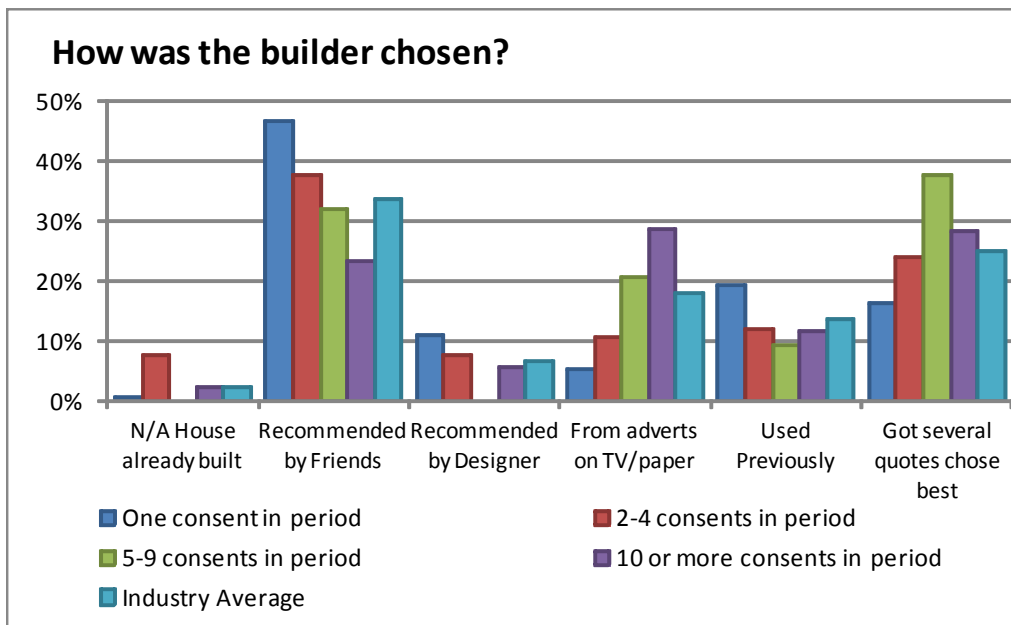


Figure 5 How the Builder was Chosen

Smaller new home building firms rely largely on recommendations for procuring new customers. 47% of the builders with one consent in the period were chosen based on a recommendation from a friend of the customer and a further 11% were chosen based on a recommendation of the designer. The ten or more consents in period group is varied in how they were chosen. 23% chose the builder as they were recommended by friends, 29% from adverts on TV/paper and 28% got several quotes and chose the best.

The following table illustrates how the way in which the builder was chosen affected the satisfaction/rating scores given in section 4.1 Overall Satisfaction.

Table 2 Average Satisfaction Rating by how the Builder was Chosen

Average satisfaction rating by how the builder was chosen							
	Service provided by your builder during the buying process	Condition of the home on day moved in	Service provided by builder after moving in	Overall quality of home	Completing of home in time	Standard of finish of home	Fixing of defects after occupancy
Recommended by friends	1.38	1.48	1.68	1.22	1.56	1.32	1.69
Recommended by designer	1.31	1.38	1.55	1.41	1.79	1.48	1.52
From adverts	1.62	1.75	1.99	1.52	2.04	1.58	2.09
Used Previously	1.46	1.45	1.52	1.33	1.68	1.31	1.67
Best Quote	1.87	1.77	2.37	1.52	1.92	1.64	2.42

1= Very Satisfied/Good, 2= Fairly Satisfied/Good, 3= Neither, 4= Fairly Dissatisfied/Poor, 5= Very Dissatisfied/Poor

Recommended by friends scores well in all seven satisfaction measures, with the best satisfaction/rating score for both the overall quality of home and completing of home in time measures. All of the other measures are also better than the industry average. Recommended by the designer has the most top scores. However, they are worse than the industry average in the completing of home in time measure. Choosing the best quote had the highest number of worst scores, and all of the scores are below the industry average.

4.4 Important Features in Choosing a Builder

The important features in choosing a builder do not seem to change much from a small builder with one consent in the period to those with ten or more. The quality/reputation of the builder was the most important feature. Looking at the builder's previous houses was a more important feature than the price.

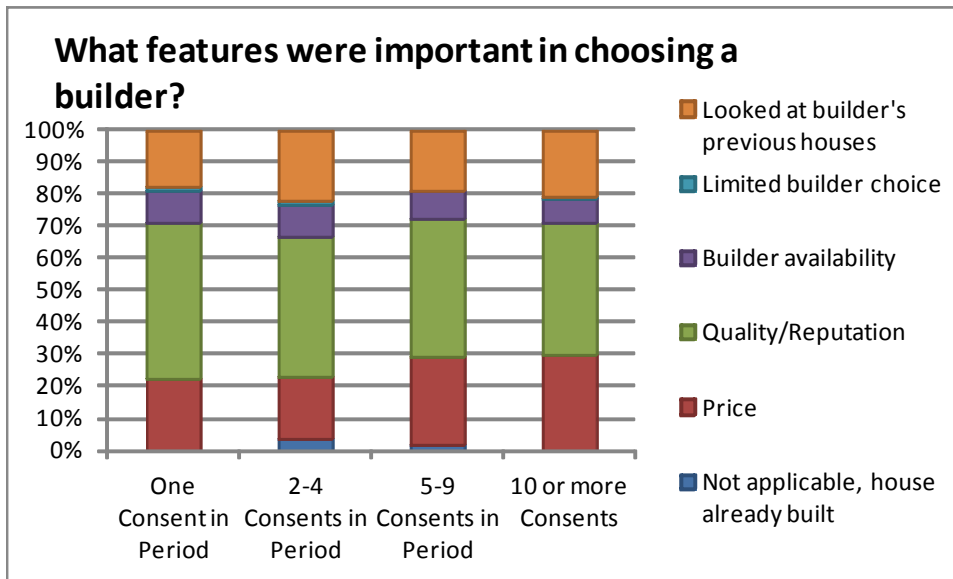


Figure 6 Important Features in Choosing a Builder

4.5 How New Homeowners Would Speak about their House Builder

Figure 7 illustrates how the new homeowner would speak about their builder. The builders with one consent in the period were most likely to be recommended with 62.9% of respondents stating they would recommend their builder without being asked and 19.7% recommending if asked. 15% of respondents for the builders with five to nine consents in the period stated that they would be critical about their builder without being asked. These builders were the least likely to be recommended and most likely to be criticised.

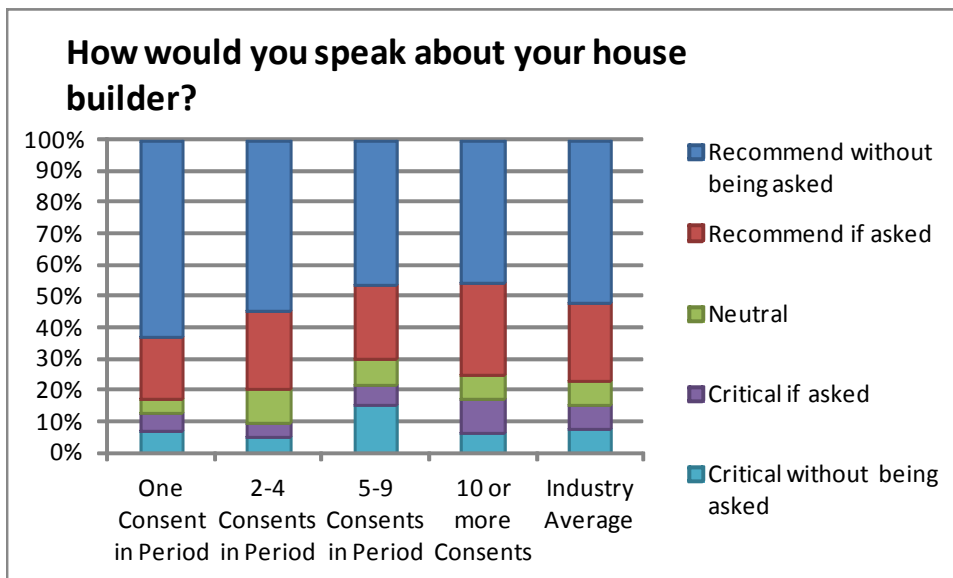


Figure 7 How New Owners Would Speak about their House Builder

4.6 Improved Features

Table 3 shows the potential improvements that new homeowners listed and are unprompted responses. The miscellaneous category at the bottom shows responses that did not fit into any of the others and did not receive enough responses to have its own category. There were a number of respondents who left the improvement section of the survey blank or responded that they were happy with their house as is.

The most common improved feature listed was repaired defects. The next was larger room size which, along with some of the other categories such as additional rooms and additional storage space, could be largely due to budget limitations.

Table 3 New Homeowner Identified Potential Features Improved

New homeowner identified potential features improved		
	Number of Responses	
Larger Room Size	52	14%
Windows Size/Placement	12	3%
Additional Rooms	9	2%
Additional Storage Space	11	3%
Light Placement	3	1%
Finishing	9	2%
Colours	5	1%
Materials/Fixings/Fittings etc Used	38	10%
Landscaping/Outdoor Improvements	23	6%
Repaired Defects	77	21%
Sustainability Features	6	2%
Site Issues	3	1%
Heating	9	2%
Greater Insulation	5	1%
General Design/Planning	63	17%
Soundproofing	3	1%
Builder/Tradespeople Used	5	1%
Misc.	38	10%
	<hr/> 371	100%

4.7 Defects After First Occupancy

The industry call back rate for this survey was 72.3%. The builders with one consent in the period had the fewest call backs at 52.7%. This call back rate got higher with more consents in the period, with ten or more consents in the period having a call back rate of 83.9%.

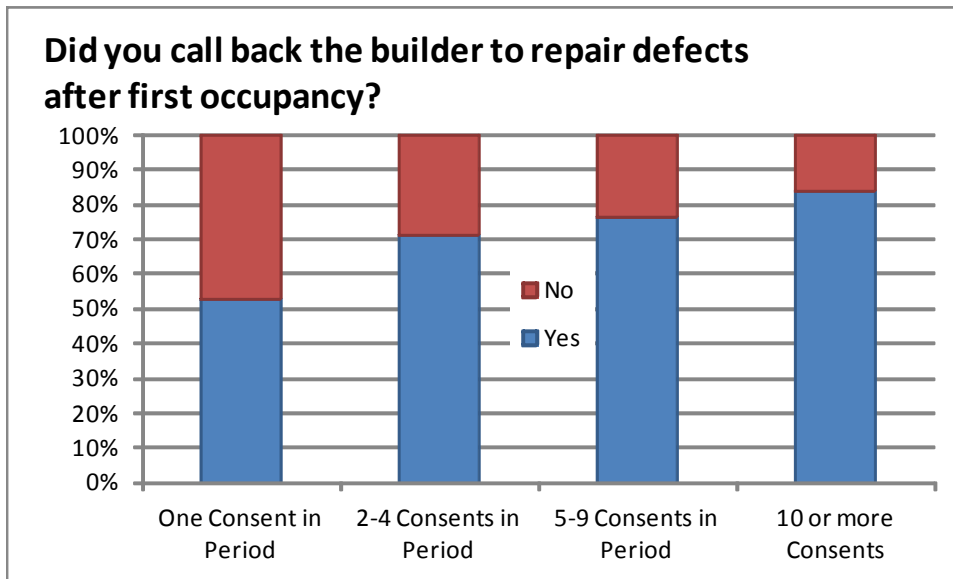


Figure 8 Call Back Rates

The reported reasons for the call backs are listed in Table 4. Some, such as painting, seem to be minor details but affect the aesthetics of the house. Defects relating to doors and windows were often problems relating to either fittings or adjustments needed.

Table 4 New Homeowner Reported Defects After First Occupancy

Reported defects after first occupancy	
	% (1)
Painting	37.8%
Plumbing	17.8%
Electrical	9.4%
Doors	33.9%
Windows	8.7%
Unfinished/Incorrect Work	12.2%
Installation Issues or Faulty Products	13.6%
Cracks/Chips/Other minor damages	18.9%
Heating	4.5%
Insulation	0.7%
Lighting	6.3%
Spouting/Guttering/Downpipes	6.6%
Showers	7.7%
Concrete condition	3.5%
Carpeting	3.1%
Roofing	4.5%
Plastering	3.1%
Brickwork	3.8%
Tiling	8.7%
Garage door	7.3%
Kitchen Benches/Cabinetry	7.0%
Lining Defects	6.6%
Toilets	2.4%
General Flooring	3.5%
Too many to list/Multiple Unstated	4.5%
Misc.	21.0%
	number
Defects per house	1.50
Defects per defective house	2.58
(1) Percentage of defective houses with that defect	

4.8 Regression Analysis on Likelihood of Homeowners Recommending their Builder

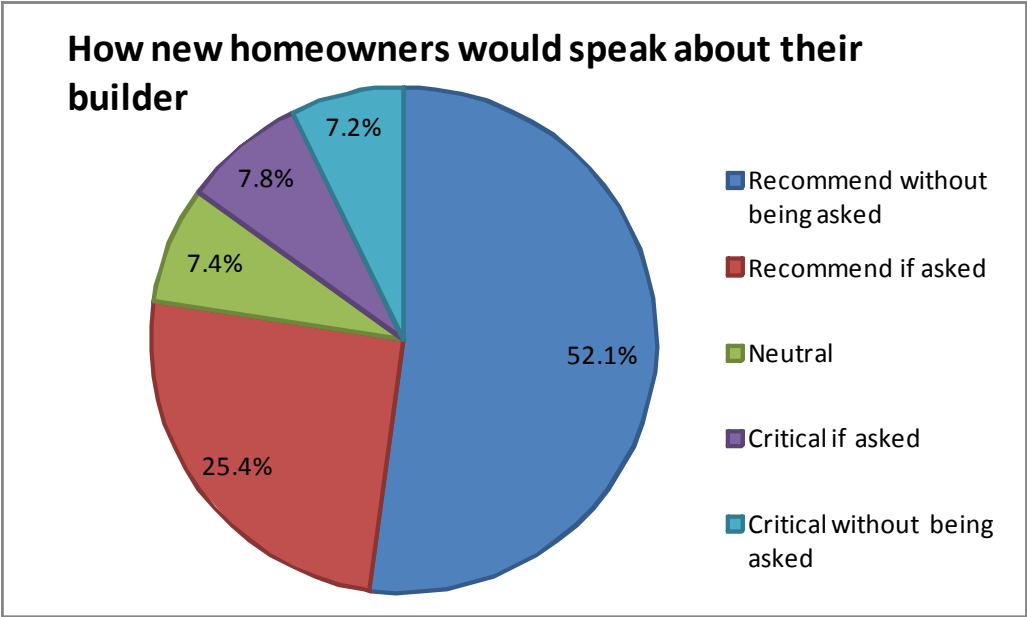


Figure 9 How New Homeowners Would Speak about their Builder

A regression analysis was performed to determine which factors most influenced the likelihood of new homeowners recommending their builder. The factors analysed were:

- How satisfied homeowners were with the service provided by their builder during the buying process.
- How satisfied homeowners were with the condition of their home on the day they moved in.
- How satisfied homeowners were with the service provided by their builder after they moved in.
- How satisfied homeowners were with the overall quality of their home.
- How homeowners would rate their builder in relation to completing their home in time.
- How homeowners would rate the standard of finish of their new home.
- How homeowners would rate the fixing of defects after first occupancy.
- Whether or not there were any disputes with the builder over final costs.
- Whether or not homeowners needed to call back the builder to repair defects after first occupancy.

The regression uses the 446 complete responses to determine the relationship between the above variables and the likelihood of homeowners recommending their builder without being asked, recommending their builder if asked, making neutral comments about their builder, being critical about their builder if asked, or being critical about their builder without being asked.

Table 5 Likelihood of Recommending Builder Regression 1

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0.85316								
R Square	0.72787								
Adjusted R Square	0.72226								
Standard Error	0.64765								
Observations	446								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	9	489.1655582	54.35172869	129.5776238	2.7179E-117				
Residual	436	182.881527	0.419453044						
Total	445	672.0470852							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	-0.10446	0.08381	-1.24645	0.21327	-0.26917	0.06025	-0.26917	0.06025	
Buying Process	0.37294	0.04520	8.25141	0.00000	0.28411	0.46177	0.28411	0.46177	1=very satisfied, 5=very dissatisfied
House Condition	0.13396	0.05190	2.58108	0.01017	0.03195	0.23597	0.03195	0.23597	1=very satisfied, 5=very dissatisfied
Moved in	0.22087	0.05505	4.01234	0.00007	0.11268	0.32906	0.11268	0.32906	1=very satisfied, 5=very dissatisfied
Overall Quality	0.20407	0.07268	2.80758	0.00522	0.06121	0.34692	0.06121	0.34692	1=very satisfied, 5=very dissatisfied
Completion on Time	0.11779	0.03612	3.26111	0.00120	0.04680	0.18877	0.04680	0.18877	1=very good, 5=very poor
Standard of Finish	0.11969	0.06527	1.83367	0.06738	-0.00860	0.24797	-0.00860	0.24797	1=very good, 5=very poor
Fixing of Defects	-0.00354	0.04877	-0.07262	0.94214	-0.09939	0.09231	-0.09939	0.09231	1=very good, 5=very poor
Disputes over Final Cost	0.54435	0.10010	5.43804	0.00000	0.34761	0.74109	0.34761	0.74109	0=no, 1=yes
Call Backs	0.02622	0.07242	0.36209	0.71746	-0.11611	0.16855	-0.11611	0.16855	0=no, 1=yes

Equation 1 Builder Recommend Score Regression 1

$$\text{Builder recommend score (1 to 5 scale)} = -0.10446 + 0.37294 \text{ Buying Process} + 0.13396 \text{ House Condition} + 0.22087 \text{ Moved In} + 0.20407 \text{ Overall Quality} + 0.11779 \text{ Completion on Time} + 0.11969 \text{ Standard of Finish} - 0.00354 \text{ Fixing of Defects} + 0.54435 \text{ Disputes over Final Cost} - 0.02622 \text{ Call Backs}$$

The majority of variables in Table 5 have the relationship with the variables that we would expect. However, the fixing of defects after first occupancy has a negative relationship with the likelihood to recommend and call backs has a very weak relationship with a t-stat of only 0.36 significance (a t-statistic over 2.0 means the variable is statistically significant). Since these two variables are measuring very similar aspects of the builder's performance, two further regression analyses were done. The first, without call backs, still had the fixing of defects after first occupancy having a negative relationship. Therefore, this regression has not been included in this report.

The final regression does not include the fixing of defects after first occupancy. The t-stat of call backs is slightly lower, however the rest of the t-stats are higher, indicating stronger relationships.

Table 6 Likelihood of Recommending Builder Regression 2

SUMMARY OUTPUT								
Regression Statistics		Regression without Fixing of defects						
Multiple R	0.853153							
R Square	0.727871							
Adjusted R Square	0.722889							
Standard Error	0.646914							
Observations	446							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	8	489.163346	61.1454182	146.1067446	2.1821E-118			
Residual	437	182.8837392	0.41849826					
Total	445	672.0470852						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-0.10478	0.08359	-1.25347	0.21070	-0.26907	0.05951	-0.26907	0.05951
Buying Process	0.37317	0.04503	8.28657	0.00000	0.28466	0.46168	0.28466	0.46168
House Condition	0.13380	0.05180	2.58325	0.01011	0.03200	0.23560	0.03200	0.23560
Moved in	0.21802	0.03855	5.65545	0.00000	0.14225	0.29379	0.14225	0.29379
Overall Quality	0.20366	0.07239	2.81348	0.00512	0.06139	0.34593	0.06139	0.34593
Completion on Time	0.11783	0.03607	3.26646	0.00117	0.04693	0.18873	0.04693	0.18873
Standard of Finish	0.11943	0.06510	1.83453	0.06725	-0.00852	0.24738	-0.00852	0.24738
Disputes over Final Cost	0.54399	0.09986	5.44744	0.00000	0.34772	0.74025	0.34772	0.74025
Call Backs	0.02591	0.07221	0.35884	0.71989	-0.11600	0.16782	-0.11600	0.16782

Equation 2 Builder Recommend Score Regression 2

$$\text{Builder recommend score (1 to 5 scale)} = -0.10478 + 0.37317 \text{ Buying Process} + 0.13380 \text{ House Condition} + 0.21802 \text{ Moved in} + 0.20366 \text{ Overall Quality} + 0.11783 \text{ Completion on Time} + 0.11943 \text{ Standard of Finish} + 0.54399 \text{ Disputes over Final Cost} + 0.02591 \text{ Call Backs}$$

The above regression provides some interesting results. Of the main satisfaction/rating scores, new homeowners’ satisfaction with the service provided by their builder during the buying process has the greatest influence on their likelihood to recommend. The two other most influential factors are the service provided by the builder after moving in and the overall quality of the home.

Disputes over final cost has the highest coefficient. However, there are only two possible values for the variable which exaggerates its influence. It should be noted that only 14% of respondents said they had some form of dispute with their builder over final costs; however reasons for the dispute were varied. Call backs have a very small coefficient and a weak relationship. This may be because new homeowners have some expectation of having to call back their builder after completion of the home so it has a small influence on their likelihood to recommend their builder.

5. DISCUSSION

A final question was included at the end of the survey: “Do you have any general comments on the overall performance of your builder?.” Many of the respondents used this section to praise their builder and convey their satisfaction with the process, with 58% of respondents having only positive things to say about their builder and the building experience. However, some of these responses are very damaging to the building company concerned. One of the biggest issues to come from these responses is the lack of communication from their builder, project manager, or the building

company. New homeowners feel it is a large investment on their part to build a new home and they like to be kept as involved as possible in the building process. Also a lack of a follow up from their builder was of particular concern to some of the respondents.

Occasionally respondents felt the quality of work done by sub-contractors let the builder down. Responses such as “they were excellent but let down by some contractors who do not take sufficient pride in their work and slow to fix defects” were common and may give new homeowners a bad impression of the firm or the building industry.

The final common message was that of timeliness. Whether through unrealistic expectations from new homeowners or time wastage from the builder, some new homeowners felt that their house took longer to complete than necessary. Some stated they had to “be on the builder’s back” for things to get done or that their home took “longer than expected to complete”.

The question on disputes over final costs with the builder provided a wide range of answers making any analysis of results unhelpful. However, it is important that both the builder and homeowners understand the contract completely, especially what is and is not included in the contract price, what materials are going to be used (and the quality of the materials), and ensure that any deviations from the contract are agreed in writing to prevent any issues in the future.

Figure 6 shows the percentage of new homeowners that had a dispute with their builder over final costs by the number of consents in the period. It shows that those builders with one consent in the period were least likely to have a dispute over final costs. The most likely to have a dispute over final costs were the builders with five to nine consents in the period.

Table 7 Disputes Over Final Cost

Percentage of homeowners that had a dispute over final costs	
	%
One Consent in Period	11.8%
2-4 Consents in Period	12.3%
5-9 Consents in Period	20.0%
10 or more Consents	15.3%

A total of 31 territorial authorities throughout the country are used to give an overview of the country as a whole. These territorial authorities cover approximately 70% of all new dwelling building consents in New Zealand. In Figure 10 the number of responses and number of surveys sent out are shown by territorial authority. The territorial authorities with the best response rates were the North Shore (66.7%), Rotorua (47.9%), Palmerston North (44.1%), Rodney (42.9%) and the Far North (42.1%). Overall, the response rate was 28.9%.

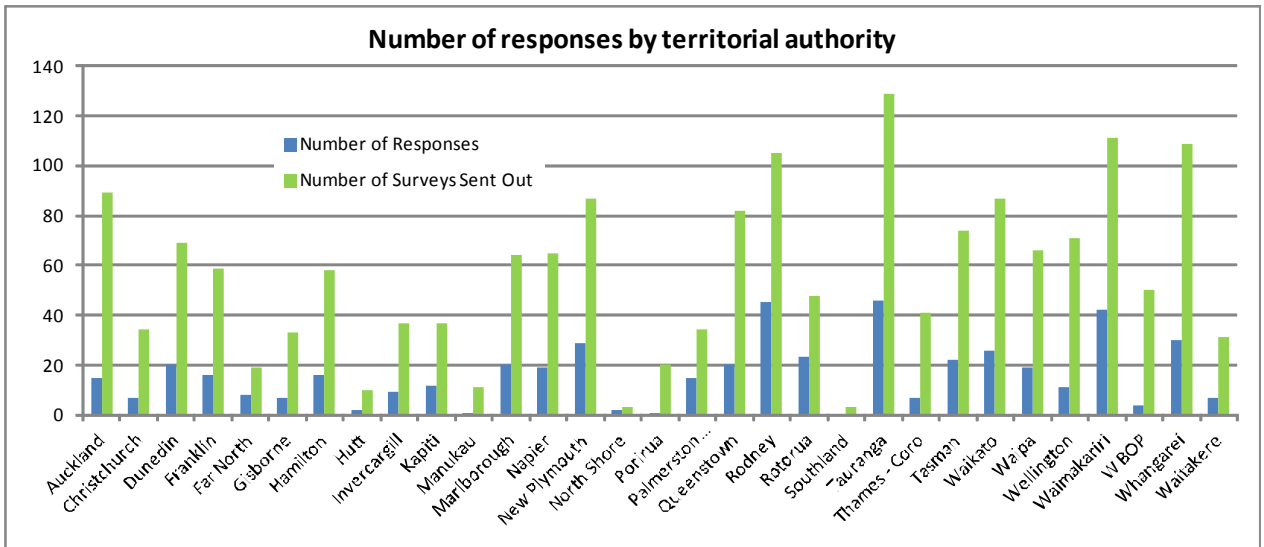


Figure 10 Responses by Territorial Authority

Those territorial authorities with more than ten responses were analysed to see which regions are the most likely to recommend their builder. New homeowners from Rotorua were the most likely to recommend their builder, followed by those in Marlborough. The highest scores (and therefore the least likely to recommend) were in Waipā and Palmerston North.

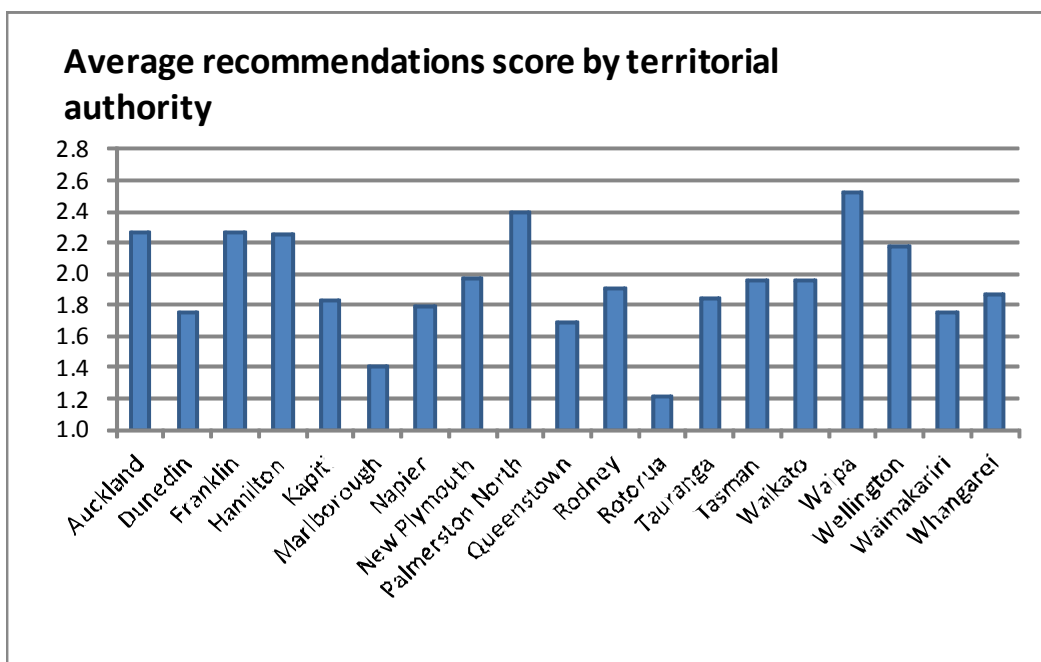


Figure 11 Average Recommendations Score by Territorial Authority

Figure 12 shows the percentage of responses by floor area. 93% of new homeowners knew the area of their new house. Most of the respondents had houses that were greater than 200 square metres. These results are compared to Statistics New Zealand consent data for the period. It shows that our sample has a slight bias to larger houses,

particularly those between 200 and 249 square metres. This is largely at the expense of smaller houses, those less than 150 square metres.

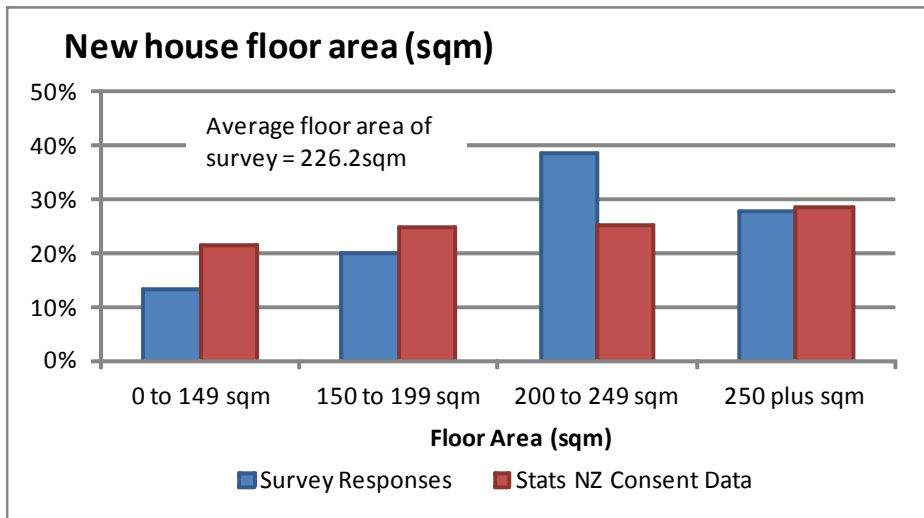


Figure 12 New House Floor Area (sqm)

APPENDIX

The Appendix contains:

- Satisfaction/ratings by number of consents.
- Tables of data for the charts.
- BRANZ New House Owners' Satisfaction Survey 2011.

A.1 Satisfaction/Rating Charts

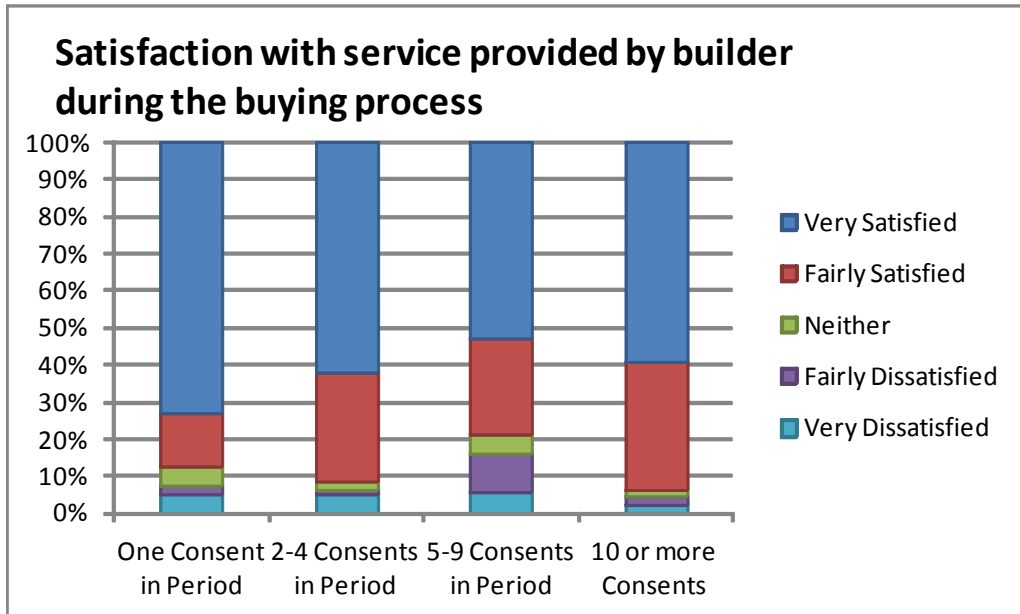


Figure 13 Satisfaction with Service Provided by Builder During the Buying Process

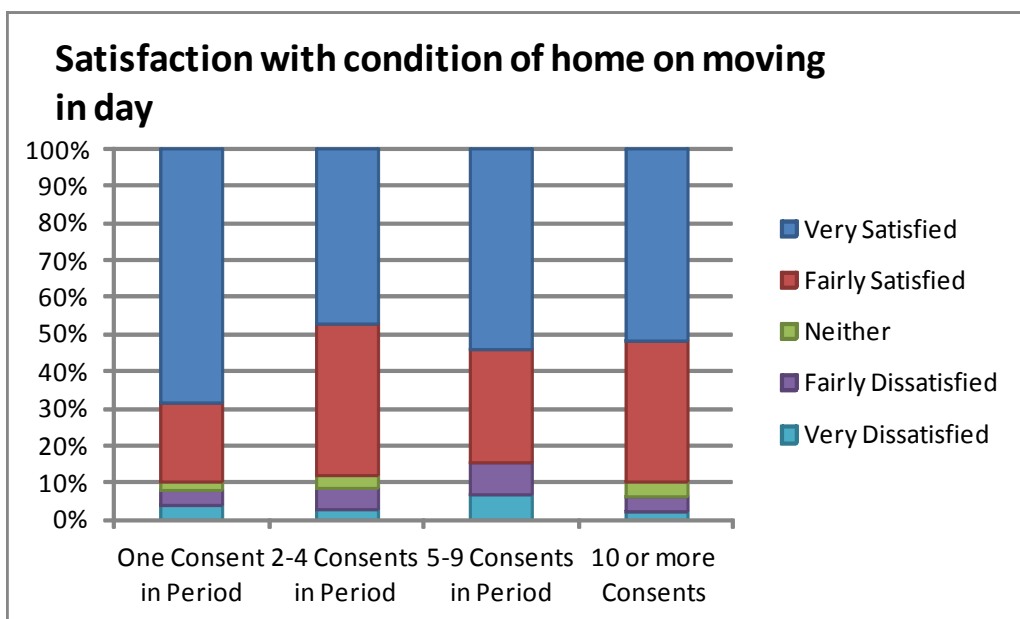


Figure 14 Satisfaction with Condition of Home on Moving In Day

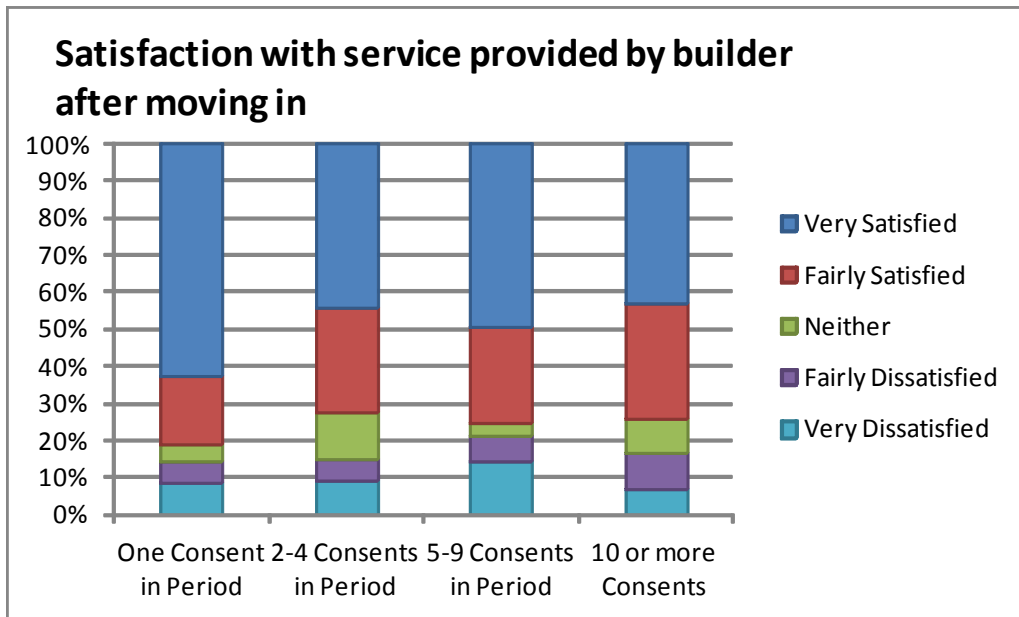


Figure 15 Satisfaction with Service Provided by Builder After Moving In

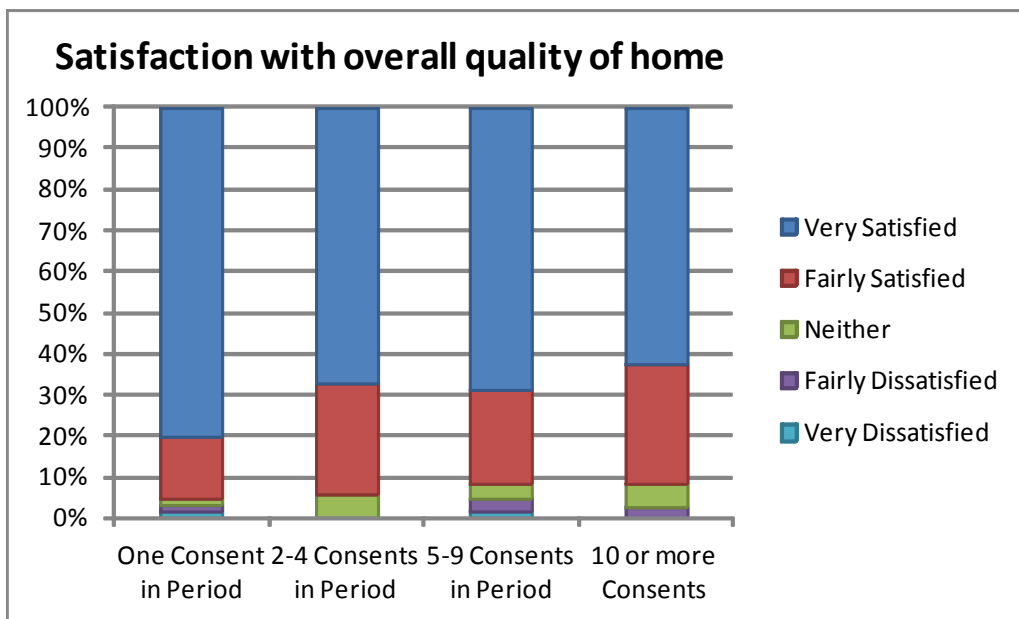


Figure 16 Satisfaction with Overall Quality of Home

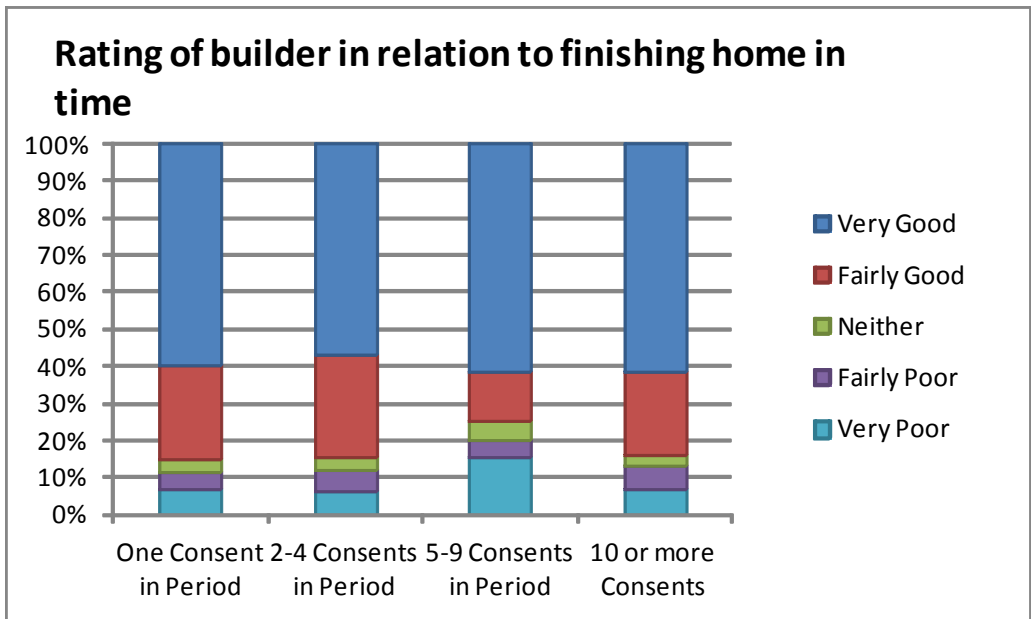


Figure 17 Rating of Builder in Relation to Finishing Home in Time

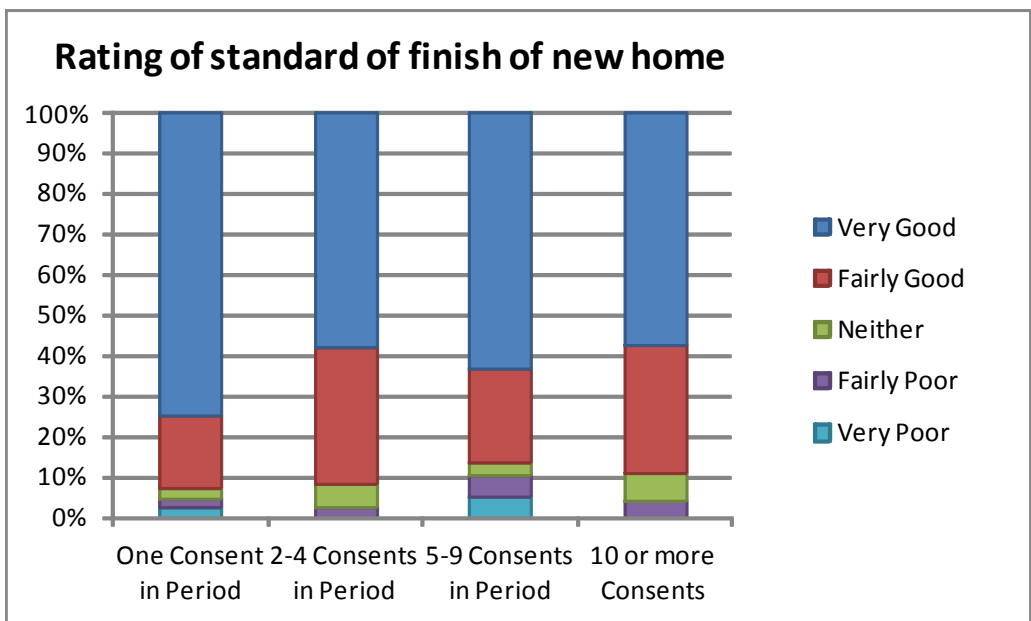


Figure 18 Rating of Standard of Finish of New Home

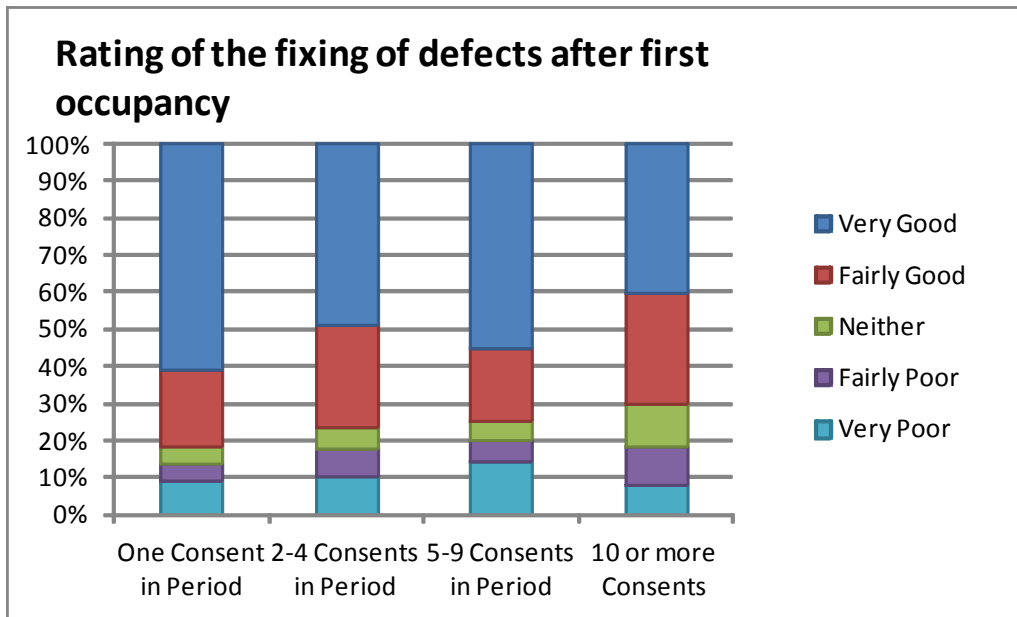


Figure 19 Rating of the Fixing of Defects After First Occupancy

A.2 Tables

Table 8 How Satisfied are You with the...

How satisfied are you with the:					
	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied
Service provided by your builder during the buying process?	63.1%	27.0%	3.3%	3.1%	3.5%
Condition of your home on the day you moved in?	56.2%	32.9%	3.0%	4.9%	3.0%
Service provided by your builder after you moved in?	49.7%	26.7%	7.8%	7.6%	8.2%
Overall quality of your home?	68.9%	24.3%	4.2%	1.8%	0.8%

Table 9 How Would You Rate...

How would you rate:					
	Very Good	Fairly Good	Neither	Fairly Poor	Very Poor
Your builder in relation to completing your home in time?	60.4%	23.3%	3.2%	5.4%	7.6%
The standard of finish of your new home?	63.2%	27.2%	5.0%	3.4%	1.2%
The fixing of defects after first occupancy	49.5%	25.8%	7.9%	7.7%	9.1%

Table 10 Type of Input into the House Design Before it was Built by Number of Consents

Type of input into the house design before it was built by number of consents in period				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Select design from the builder's standard plans with NO CHANGES	3.2%	1.3%	0.0%	1.8%
Select design from the builder's standard plans with SOME CHANGES BY OWNER	23.8%	30.8%	50.0%	57.6%
One-off design by an architect/architectural designer with MAJOR OWNER INPUT	65.1%	60.3%	43.1%	35.5%
One-off design by an architect/architectural designer with MINOR OWNER INPUT	7.9%	7.7%	6.9%	5.1%

Table 11 How the Builder was Chosen

How the builder was chosen				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Not applicable, house already built	0.8%	7.6%	0.0%	2.2%
Recommended by friends	46.9%	37.9%	32.1%	23.3%
Recommended by designer	10.9%	7.6%	0.0%	5.6%
From adverts on TV/Paper	5.5%	10.6%	20.8%	28.9%
Used Previously	19.5%	12.1%	9.4%	11.7%
Got several quotes, chose best	16.4%	24.2%	37.7%	28.3%

Table 12 Important Features in Choosing a Builder

Important features in choosing a builder				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Not applicable, house already built	0.5%	3.4%	1.9%	0.2%
Price	21.9%	19.3%	27.6%	29.3%
Quality/Reputation	48.9%	44.1%	42.9%	41.6%
Builder availability	10.0%	9.7%	8.6%	7.3%
Limited builder choice	0.9%	1.4%	0.0%	0.5%
Looked at builders previous houses	17.8%	22.1%	19.0%	21.1%

Table 13 How New Homeowners Would Speak about their House Builder

How new homeowners would speak about their housebuilder					
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents	Industry Average
Recommend without being asked	62.9%	54.8%	46.7%	45.7%	51.9%
Recommend if asked	19.7%	25.0%	23.3%	29.7%	25.5%
Neutral	4.5%	10.7%	8.3%	7.8%	7.5%
Critical if asked	6.1%	4.8%	6.7%	10.5%	7.9%
Critical without being asked	6.8%	4.8%	15.0%	6.4%	7.3%

Table 14 Call Back Rates

Call back rates				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Yes	52.7%	71.1%	75.9%	83.9%
No	47.3%	28.9%	24.1%	16.1%

Table 15 Responses by Territorial Authority

Responses by territorial authority			
	Number of Responses	Number of Surveys Sent	Response Rate
Auckland	15	89	16.9%
Christchurch	7	34	20.6%
Dunedin	20	69	29.0%
Franklin	16	59	27.1%
Far North	8	19	42.1%
Gisborne	7	33	21.2%
Hamilton	16	58	27.6%
Hutt	2	10	20.0%
Invercargill	9	37	24.3%
Kapiti	12	37	32.4%
Manukau	1	11	9.1%
Marlborough	20	64	31.3%
Napier	19	65	29.2%
New Plymouth	29	87	33.3%
North Shore	2	3	66.7%
Porirua	1	20	5.0%
Palmerston North	15	34	44.1%
Queenstown	20	82	24.4%
Rodney	45	105	42.9%
Rotorua	23	48	47.9%
Southland	0	3	0.0%
Tauranga	46	129	35.7%
Thames - Coro	7	41	17.1%
Tasman	22	74	29.7%
Waikato	26	87	29.9%
Waipa	19	66	28.8%
Wellington	11	71	15.5%
Waimakariri	42	111	37.8%
W BOP	4	50	8.0%
Whangarei	30	109	27.5%
Waitakere	7	31	22.6%
Total	501	1736	28.9%

Table 16 Average Satisfaction Rating by Territorial Authority

Average satisfaction rating by territorial authority	
	Average Satisfaction Rating
Auckland	2.27
Dunedin	1.75
Franklin	2.27
Hamilton	2.25
Kapiti	1.83
Marlborough	1.40
Napier	1.79
New Plymouth	1.97
Palmerston North	2.40
Queenstown	1.68
Rodney	1.91
Rotorua	1.22
Tauranga	1.85
Tasman	1.95
Waikato	1.96
Waipa	2.53
Wellington	2.18
Waimakariri	1.75
Whangarei	1.87

Table 17 New House Floor Areas

New house floor areas		
	Survey Responses	Stats NZ Consent Data
0 to 149 sqm	13.1%	21.3%
150 to 199 sqm	20.1%	24.8%
200 to 249 sqm	38.7%	25.3%
250 plus sqm	28.0%	28.5%

Table 18 Satisfaction with Service of Builder During the Buying Process

How satisfied are you with the service of your builder during the buying process?				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Very Satisfied	73.4%	62.7%	53.4%	59.4%
Fairly Satisfied	14.1%	28.9%	25.9%	34.6%
Neither	5.5%	2.4%	5.2%	1.8%
Fairly Dissatisfied	2.3%	1.2%	10.3%	2.3%
Very Dissatisfied	4.7%	4.8%	5.2%	1.8%

Table 19 Satisfaction with Condition of Home on Moving In Day

How satisfied are you with the condition of your home on the day you moved in?				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Very Satisfied	68.5%	47.6%	54.2%	52.3%
Fairly Satisfied	21.5%	40.5%	30.5%	37.6%
Neither	2.3%	3.6%	0.0%	4.1%
Fairly Dissatisfied	3.8%	6.0%	8.5%	4.1%
Very Dissatisfied	3.8%	2.4%	6.8%	1.8%

Table 20 Satisfaction with Service Provided by Builder After Moving In

How satisfied are you with the service provided by your builder after you moved in?				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Very Satisfied	62.8%	44.4%	50.0%	43.3%
Fairly Satisfied	18.6%	28.4%	25.9%	31.3%
Neither	4.7%	12.3%	3.4%	9.2%
Fairly Dissatisfied	5.4%	6.2%	6.9%	9.7%
Very Dissatisfied	8.5%	8.6%	13.8%	6.5%

Table 21 Satisfaction with Overall Quality of Home

How satisfied are you with the overall quality of your home?				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Very Satisfied	80.2%	67.1%	68.9%	62.6%
Fairly Satisfied	15.3%	27.1%	23.0%	29.2%
Neither	1.5%	5.9%	3.3%	5.5%
Fairly Dissatisfied	1.5%	0.0%	3.3%	2.3%
Very Dissatisfied	1.5%	0.0%	1.6%	0.5%

Table 22 Rating of Builder in Relation to Finishing Home in Time

How would you rate your builder in relation to finishing your home in time?				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Very Good	59.8%	57.1%	61.7%	61.6%
Fairly Good	25.8%	27.4%	13.3%	22.8%
Neither	3.0%	3.6%	5.0%	2.7%
Fairly Poor	4.5%	6.0%	5.0%	5.9%
Very Poor	6.8%	6.0%	15.0%	6.8%

Table 23 Rating of Standard of Finish of New Home

How would you rate the standard of finish of your new home?				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Very Good	74.8%	58.3%	63.3%	57.7%
Fairly Good	18.3%	33.3%	23.3%	31.4%
Neither	2.3%	6.0%	3.3%	6.8%
Fairly Poor	2.3%	2.4%	5.0%	4.1%
Very Poor	2.3%	0.0%	5.0%	0.0%

Table 24 Rating of Fixing of Defects After First Occupancy

How would you rate the fixing of defects after first occupancy?				
	One Consent in Period	2-4 Consents in Period	5-9 Consents in Period	10 or more Consents
Very Good	61.4%	49.4%	55.4%	40.5%
Fairly Good	20.5%	27.2%	19.6%	30.2%
Neither	4.7%	6.2%	5.4%	11.2%
Fairly Poor	4.7%	7.4%	5.4%	10.2%
Very Poor	8.7%	9.9%	14.3%	7.9%

A.3 Survey Form

NEW HOUSE OWNERS' SATISFACTION SURVEY

All responses are added together and no individual is identified in reports produced by BRANZ.

1. Satisfaction: How satisfied are you with the:

	Very Satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied
Service provided by your builder during the buying process?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of your home on the day you moved in?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service provided by your builder after you moved in?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall quality of your home?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Rating: How would you rate:

	Very good	Fairly good	Neither	Fairly poor	Very poor
Your builder in relation to completing your home in time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The standard of finish of your new home?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The fixing of defects after first occupancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Did you have input into the house design before it was built? Yes / No (circle one)

If Yes, what type of input from the options below (tick one)

Select design from the builder's standard plans with NO CHANGES	<input type="checkbox"/>
Select design from the builder's standard plans with SOME CHANGES BY OWNER	<input type="checkbox"/>
One-off design by an architect/architectural designer with MAJOR OWNER INPUT	<input type="checkbox"/>
One-off design by an architect/architectural designer with MINOR OWNER INPUT	<input type="checkbox"/>

What type of input? Size, quality of finish, maximum budget, layout ideas, minimise maintenance, **OTHER** _____
(circle one or more)

4. How did you choose the builder?

Not applicable	Recommended by friends	Recommended by designer	From adverts on TV/paper	Used previously	Got several quotes chose best	Other (state)
House already built						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(please tick all that apply)

5. What features were important in choosing a builder?

Not applicable	Price	Quality/Reputation	Builder availability	Limited builder choice	Looked at builders previous houses	Other (state)
House already built						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(please tick all that apply)

6. Were there any disputes with the builder over final costs? Yes / No (circle one)

If yes, what was the dispute about? _____

7. Which of these comes closest to describing how you would speak about your housebuilder?

Recommend without being asked	Recommend if asked	Neutral	Critical if asked	Critical without being asked
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Bedrooms

How many persons are in your new house? _____ How many bedrooms are in your new house? _____

What use is made of these bedrooms? Family use, visitors, resale value, used as study, used for storage, games room, **OTHER** _____

9. What is the total floor area of your new house? _____ square metres

How many storeys does your new house have? _____ storeys

10. What features of your house do you think could be improved? Please list as many as you can

11. Did you call back the builder to repair defects after first occupancy? Yes / No (Circle one)

If Yes what defects needed fixing? _____

12. Have you ever heard of lifetime design (or universal design)? Yes / No (Circle one)

Did you include any lifetime design features in your new home? (i.e. Wider passageways, wider doorways, lever handles, a bedroom and bathroom on entry level) **Yes / No** (Circle one)

If Yes what features did you include? _____

13. Do you have any general comments on the overall performance of your builder?

Thank you. Please fold this form and freepost it in the return envelope

Dec-11