

Key Findings

HBF's sixth national survey of homebuyers shows that nearly 9 out of 10 (88%) respondents were satisfied with the overall quality of their new home, with a similarly high proportion (86%) saying they would recommend their home builder to a friend.

This year's results are confirmation of the significant progress made by the industry to deliver exemplary levels of customer service and maintain the extremely high levels of customer satisfaction of last year. Since the survey began, there has been a clear increase in satisfaction such that results compare favorably with any industry or product.

84% of purchasers were very or fairly happy with the service they received during the buying process, with the same proportion happy with the condition of their home when they moved in. 82% regarded their home builder as very or fairly good with regards to completing the home on time, whilst 82% were also happy with the standard of finish of their home.

Raising customer satisfaction in a home building company, where each house or apartment is effectively a bespoke product, built on location, requires commitment from everyone in the company, from senior management through to site sales and construction staff.

Every area of a home builder's business ultimately has an impact on the end product and the survey results give a clear demonstration of the industry's determination to continue to improve what it provides for its customers.



Customer Satisfaction: Background

This is the sixth HBF survey of home buyers and covers the 12 months from October 2009 to September 2010. The survey was launched in response to recommendations in the Barker Review of housing in 2004. This year's industry results include responses for the 15 HBF member companies given star ratings, as in past surveys, as well as buyers from a representative sample of home builders from across the rest of the industry. Therefore the industry results this year are not strictly comparable with previous years' results.

Of the 36,687 self completion questionnaires mailed, 20,355 were returned, a response rate of 55.5% – an outstanding response to a postal survey. Full and individual company results are shown on page 2.

The statistical methodology used in the analysis of this survey has been approved by the Statistical Services Centre, University of Reading. The methodology is the same as in the first survey, published in 2006, for which Ipsos MORI acted as a consultant.

Industry results are weighted by builder to take account of the number of eligible homes they have built in the year. Individual company results are not weighted.

Company star rating results for Q7 and Q8 are presented in bands as follows:

90%+	5 star
80% – 90%	4 star
70% – 80%	3 star
60% – 70%	2 star
50% – 60%	1 star

For Q7, stars were allocated according to the proportion responding 'Very' and 'Fairly satisfied'. For Q8, stars were allocated according to the proportion responding 'Yes' (i.e. they would recommend their builder to a friend).



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HBF National new home customer satisfaction survey industry results (weighted)

Q1 How satisfied or dissatisfied were you with the service provided by your builder during the buying process?

	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied	Sample Size (not weighted)
%	48	36	8	5	3	84	8	18,061

Q2 How would you rate your builder in relation to completing your home on time?

	Very Good	Fairly Good	Neither	Fairly Poor	Very Poor	Total Good	Total Poor	Sample Size (not weighted)
%	56	26	10	5	3	82	8	17,817

Q3 How satisfied or dissatisfied were you with the condition of your home on the day you moved in?

	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied	Sample Size (not weighted)
%	47	37	6	6	3	84	9	18,208

Q4 How would you rate the standard of finish of your new home?

	Very Good	Fairly Good	Neither	Fairly Poor	Very Poor	Total Good	Total Poor	Sample Size (not weighted)
%	43	40	9	6	2	82	8	18,197

Q5 How satisfied or dissatisfied were you with the service provided by your builder after you moved in?

	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied	Sample Size (not weighted)
%	44	32	9	9	6	76*	15	18,186

note: an additional 2% responded 'not applicable' to Q5

Q6a Have you reported any problems with your home (i.e. snags, defects) to your builder since you moved in?

	Yes	No	Sample Size (not weighted)
%	91	9	18,215

Q6b* Was the number of problems in line with your expectations?

	Fewer	Same	More	Sample Size (not weighted)
%	29	43	29	16,836

Q6c* Approximately how many problems have you reported to the builder?

	1-5	6-10	11-15	16+	Sample Size (not weighted)
%	42	31	13	14	16,902

Q7 Taking everything into account, overall how satisfied or dissatisfied are you with the quality of your home?

	Very Satisfied	Fairly Satisfied	Neither	Fairly Dissatisfied	Very Dissatisfied	Total Satisfied	Total Dissatisfied	Sample Size (not weighted)
%	51	37	6	4	2	88	6	18,182

Q8 Would you recommend your builder to a friend?

	Yes	No	Sample Size (not weighted)
%	86	14	17,805

*percentage based on those who have experienced service after moving in.

HBF RESULTS 2009/10

Home builder	Sample size	Q7 Quality of home	Q8 Recommend to a friend
Barratt Developments	3,979	★★★★★	★★★★★
Bellway	1,053	★★★★★	★★★★★
Bovis	561	★★★★★	★★★★★
Cala	215	★★★★★	★★★★★
Crest Nicholson	443	★★★★★	★★★★★
Galliford Try	519	★★★★★	★★★★★
Gladedale	462	★★★★★	★★★★★
Keepmoat	213	★★★★	★★★★
Lovell	163	★★★★★	★★★★★
McCarthy & Stone	622	★★★★★	★★★★★
Morris	273	★★★★★	★★★★★
Persimmon	3,623	★★★★	★★★★
Redrow	822	★★★★★	★★★★★
Stewart Milne	192	★★★★★	★★★★★
Taylor Wimpey	4,041	★★★★★	★★★★★

Note: For Q7, stars were allocated according to the proportions responding very or fairly satisfied. For Q8, stars were allocated according to the proportion responding 'Yes' (i.e. they would recommend their builder to a friend)



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