

## Key Findings

HBF's seventh national survey of homebuyers reveals that house builders have reached new heights of customer satisfaction - 90% of respondents were satisfied with the overall quality of their new home, with 90% also 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 and this year's fantastic results compare very favourably with any other industry or product.

86% of purchasers were very or fairly happy with the service they received during the buying process, with 88% happy with the condition of their home when they moved in. 85% regarded their home builder as very or fairly good with regards to completing the home on time, whilst 86% 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 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 seventh HBF survey of home buyers and covers the 12 months from October 2010 to September 2011. The survey was launched in response to recommendations in the Barker Review of housing in 2004. It is a self-completion census of the new home purchasers of 16 large home builders.

Of the 41,892 questionnaires sent, 23,778 were returned, a response rate of 56.8% – an outstanding response to a hybrid email and 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 Q1 and Q2 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 Q1, stars were allocated according to the proportion responding 'Very' and 'Fairly satisfied'.

For Q2, stars were allocated according to the proportion responding 'Yes' (i.e. they would recommend their builder to a friend).



# HBF National New Home Customer Satisfaction Survey Industry Results (weighted)

Q1. Would you recommend your builder to a friend?								
	Yes	No						Sample size (not weighted)
%	<b>90</b>	<b>10</b>						<b>20,129</b>
Q2. 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)
%	<b>53</b>	<b>37</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>90</b>	<b>6</b>	<b>20,313</b>
Q3. 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)
%	<b>56</b>	<b>30</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>86</b>	<b>6</b>	<b>20,139</b>
Q4. 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)
%	<b>64</b>	<b>21</b>	<b>8</b>	<b>4</b>	<b>3</b>	<b>85</b>	<b>7</b>	<b>18,923</b>
Q5. 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)
%	<b>55</b>	<b>33</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>88</b>	<b>8</b>	<b>20,320</b>
Q6. 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)
%	<b>50</b>	<b>36</b>	<b>7</b>	<b>5</b>	<b>2</b>	<b>86</b>	<b>7</b>	<b>20,322</b>
Q7. 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)
%	<b>53</b>	<b>28</b>	<b>8</b>	<b>7</b>	<b>4</b>	<b>81*</b>	<b>11</b>	<b>20,024</b>
Q8a.* 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)
%	<b>91</b>	<b>9</b>						<b>20,224</b>
Q8b.* Was the number of problems in line with your expectations?								
	Fewer	Same	More					Sample size (not weighted)
%	<b>31</b>	<b>42</b>	<b>27</b>					<b>18,460</b>
Q8c.* Approximately how many problems have you reported to your builder?								
	1-5	6-10	11-15	16+				Sample size (not weighted)
%	<b>44</b>	<b>29</b>	<b>13</b>	<b>14</b>				<b>18,600</b>

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

HBF RESULTS 2010/11			
Home builder	sample size	Q1 Recommend to a friend	Q2 Quality of home
Barratt Developments	4,083	★★★★★	★★★★★
Bellway	1,334	★★★★★	★★★★★
Bovis	641	★★★★★	★★★★★
Cala	290	★★★★★	★★★★★
Crest Nicholson	412	★★★★★	★★★★★
Galliford Try	557	★★★★★	★★★★★
Gladedale	487	★★★★★	★★★★★
Keepmoat	452	★★★★★	★★★★★
Lovell	143	★★★★★	★★★★★
McCarthy & Stone	725	★★★★★	★★★★★
Miller	607	★★★★★	★★★★★
Morris	300	★★★★★	★★★★★
Persimmon	3,182	★★★★★	★★★★★
Redrow	1,100	★★★★★	★★★★★
Stewart Milne	260	★★★★★	★★★★★
Taylor Wimpey	4,253	★★★★★	★★★★★



Note: For Q1, stars were allocated according to the proportion responding 'Yes' (i.e. they would recommend their builder to a friend) For Q2, stars were allocated according to the proportions responding very or fairly satisfied.