

National New Home Customer Satisfaction Survey and HBF Star Ratings 2026

High levels of homeowner satisfaction upheld for a fifth successive year



The results of this year's National Customer Satisfaction 8 week Survey show that 93% of new build home buyers would 'recommend their builder to a friend'. It is the sixth successive year over 90% of customers have responded positively to the key survey question.

90% of customers were satisfied with the quality of their home whilst 92% of respondents said they would buy a new build again, 88% from the same builder.

This year's Star Ratings were informed by over 57,600 survey responses, with over 36,000 people responding at 8 weeks and 26,000 responding to the 9-month survey. The results cover the period from October 2024 to September 2025.

**93% of home buyers
would recommend their
builder to a friend**

About the scheme

The National New Homes Customer Satisfaction Survey and HBF Star Rating scheme is the established barometer of performance for UK home builders, with two decades worth of rich data.

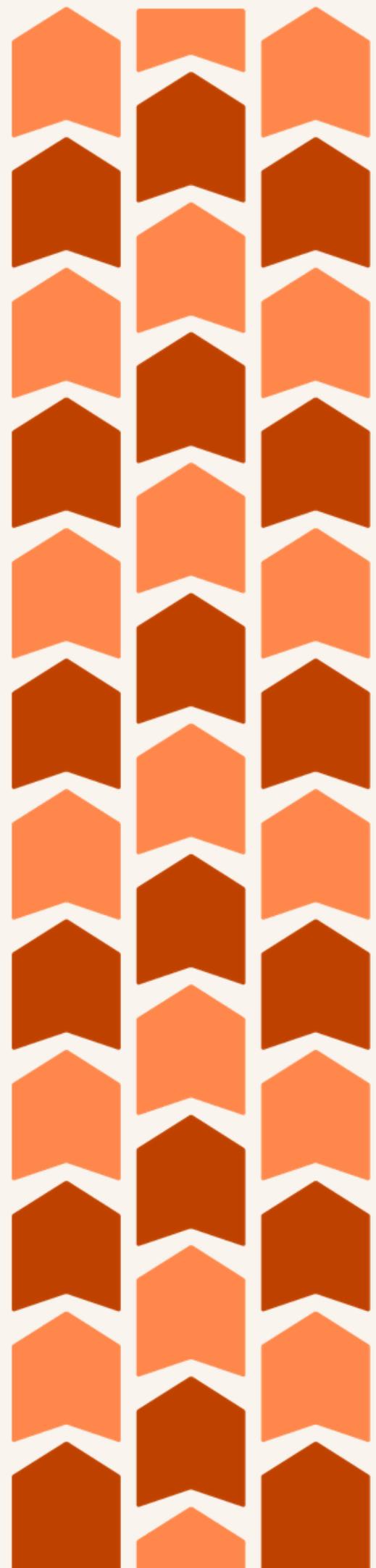
The scheme launched in 2005 and is one of the UK's most comprehensive industry research initiatives. Conducted annually, the survey gathers feedback from new build home buyers to assess home builder performance, drive improvements, and enhance customer service.

HBF awards participating home builders a 5-star rating based on the feedback their customers provide. The results of the survey and star ratings are published each March and aim to help buyers make informed decisions, while driving industry-wide improvements.

To reflect industry's commitment to high levels of customer care, the scheme was fully reviewed by Ipsos. As a result, Star Ratings are now being awarded based on two key questions from each of the 8-week and 9-month National New Homes Customer Satisfaction Surveys.

Builders are assessed on how satisfied customers are with the quality of their home and the service provided by the builder after they moved in, using responses from both surveys. These four scores are averaged to produce an overall rating, with responses scored from 1 (very dissatisfied) to 5 (very satisfied).

For the 2024/25 survey year, announced in March 2026, builders must achieve an average score of at least 4.15 to earn a 5-star rating. This bar will be raised in future years to drive builders to deliver further improvements in quality and service if they are to achieve a 5-star rating.



Star Rating results 2026

HBF has awarded the following builders a 5-star rating based on their results from the 8-week and 9-month National New Homes Customer Satisfaction Surveys

Home builder	Sample size	Star Rating
3West Group	29	★★★★★
Allison Homes	229	★★★★★
Amethyst Homes	30	★★★★★
Bargate Homes	73	★★★★★
Barratt Redrow	12411	★★★★★
Beal Developments	151	★★★★★
Bellway Homes	6900	★★★★★
Bloor Homes	2920	★★★★★
CALA Group	1851	★★★★★
Cameron Homes	96	★★★★★
Campion Homes	51	★★★★★
Captiva Homes	32	★★★★★
Castle Green Homes	204	★★★★★
Cavanna Homes	233	★★★★★
Churchill Retirement Living	204	★★★★★
Crest Nicholson	392	★★★★★
Croudace Homes	818	



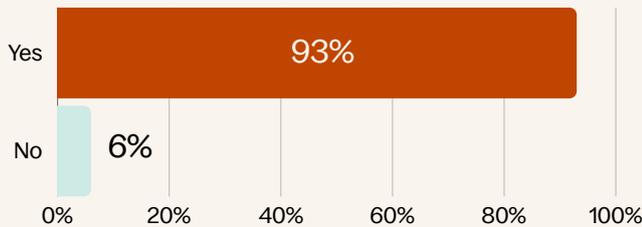
Home builder	Sample size	Star Rating
Cruden Homes	77	★★★★★
Dandara Homes	616	★★★★★
Davidsons Homes	581	★★★★★
Deanfield Homes	37	★★★★★
Denbury Homes	92	★★★★★
Durkan	87	★★★★★
Freeman Homes	44	★★★★★
Hill Group	362	★★★★★
Homes by Honey	83	★★★★★
Jones Homes	270	★★★★★
Kebbell Development	41	★★★★★
Keepmoat	1758	★★★★★
Kingswood Homes	80	★★★★★
Lioncourt Homes	142	★★★★★
Malcolm Allan	54	★★★★★
Miller Homes	3398	★★★★★
Morris Homes Group	410	★★★★★
Newett Homes	80	★★★★★
Orbit Group	88	★★★★★
Persimmon Homes	8459	★★★★★
Riverdale Developments	24	★★★★★
Robertson Homes	244	★★★★★
Rose Builder	57	★★★★★
Spitfire Bespoke Homes	219	★★★★★
Stonebond Properties	53	★★★★★
Story Homes	693	★★★★★
Strata Group	271	★★★★★
Taylor Wimpey	6431	★★★★★
Thakeham Homes	89	★★★★★
Vistry Homes	4078	★★★★★
William Davis	165	★★★★★

“I am delighted that Bellway has been awarded the prestigious HBF 5-star home builder status for the tenth year running. This accolade is especially meaningful because it is based on the feedback from our customers, making it the most important recognition we can receive. We understand how much this matters, which is why we maintain a relentless focus on the build quality standards of the homes we deliver, and consistently strive to enhance the experience we offer to every customer. It’s testament to the great work of our colleagues and partners. Their dedication and passion for delivering a great experience is reflected in the thousands of positive interactions they have with customers and communities every single day.”

Jason Honeyman, CEO, Bellway Homes

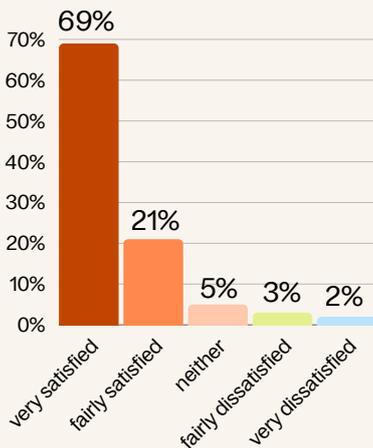
Survey responses for the 2026 reporting year

Would you recommend your builder to a friend?

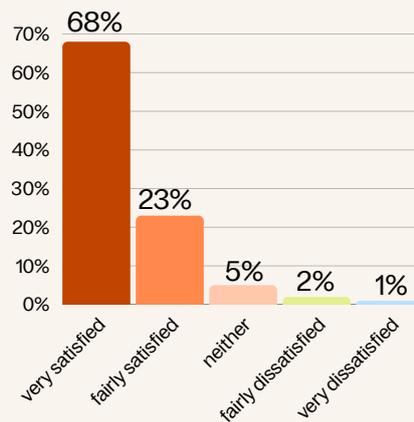


The following 2026 industry performance scores are informed by experiences of over 36,000 new build buyers. They are based on responses to surveys sent to buyers 8 weeks from completion and cover the period from October 2024 to September 2025.

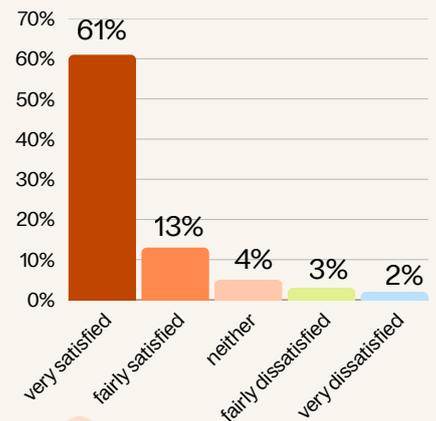
How satisfied or dissatisfied are you with the service provided by your builder during the buying process?



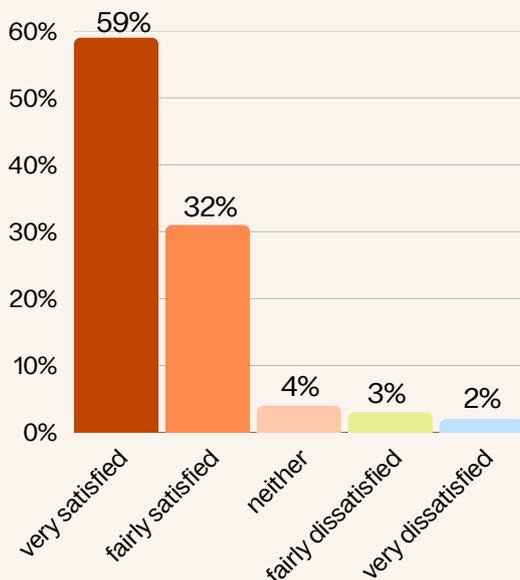
How satisfied or dissatisfied are you with the information provided on the day you moved in?



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



Overall, how satisfied or dissatisfied are you with the quality of your home?

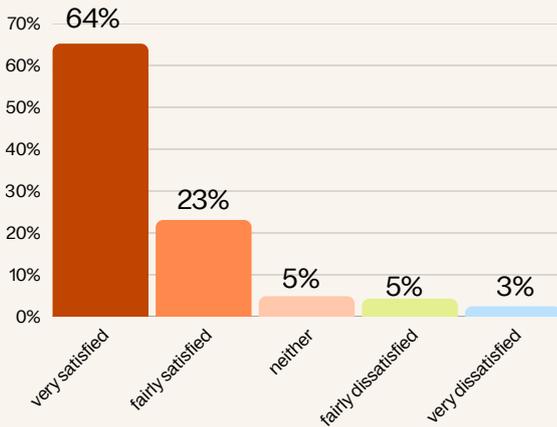


“We are delighted to have been awarded a five-star rating for the fourth consecutive year. This year is the first year that homebuyers have been surveyed both 8 weeks and 9 months after completion. This has allowed the HBF to assess not just initial impressions but lived experience. As an SME housebuilder we are committed to ensuring a positive experience at every stage. We offer a personal, friendly, and professional service delivered by teams who genuinely care about the quality of the homes they build and the people who live in them.”

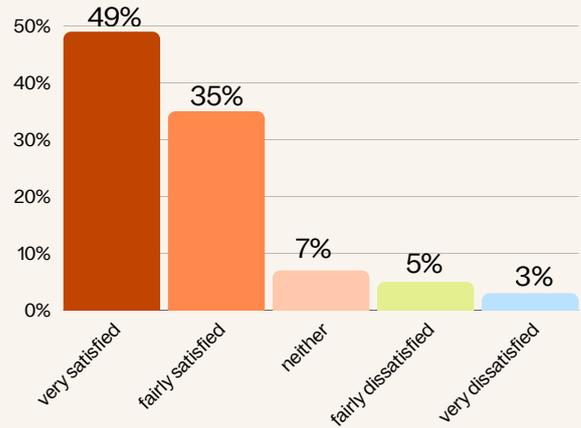
**Ronan Murphy, Group CEO,
Durkan Homes**

Survey question responses continued

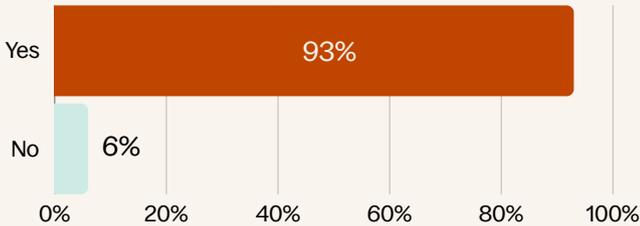
How satisfied are you with the cleanliness of your new home on the day you moved in?



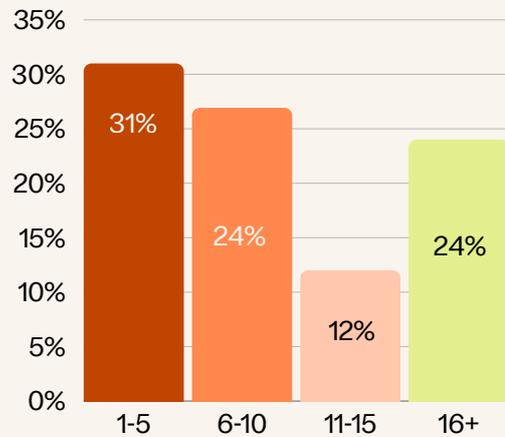
How satisfied or dissatisfied are you with the standard of finish of your new home?



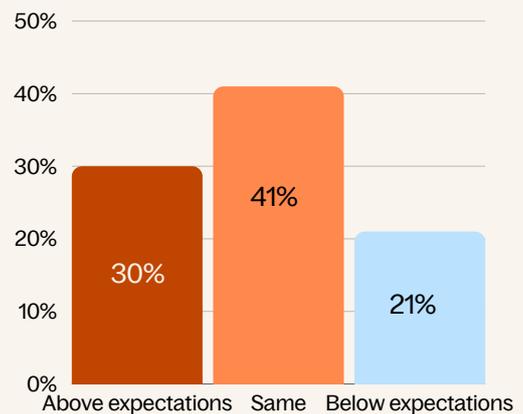
Have you reported any problems with your home to your builder since you moved in?



How many problems have you reported to your builder?



Was the number of problems in line with your expectations?

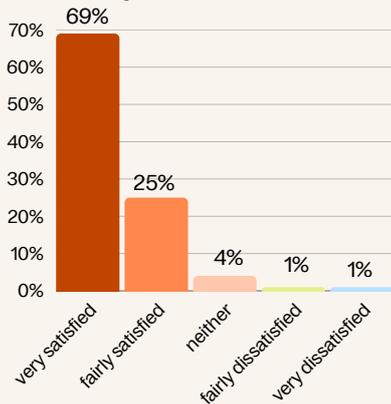


“We are proud that our commitment to quality, customer care and thoughtful design continues to be recognised by our homeowners. The HBF Star Ratings remain an important benchmark for our industry, and this year’s feedback reflects the dedication shown by our teams across every stage of the customer journey. We remain focused on delivering homes people love to live in, while building responsibly through modern sustainable technologies. We value our customers’ feedback and we will keep listening, improving, and staying focused on delivering the homes our customers want to live in.”

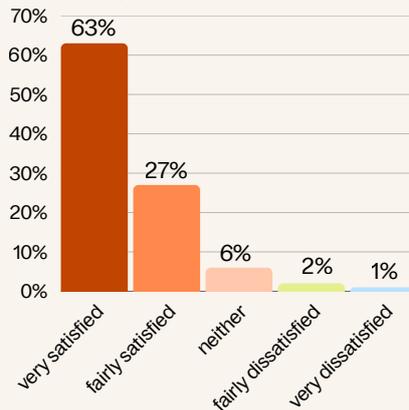
**Luke Freeman, Group CEO and Founder,
Freeman Homes**

Survey question responses continued

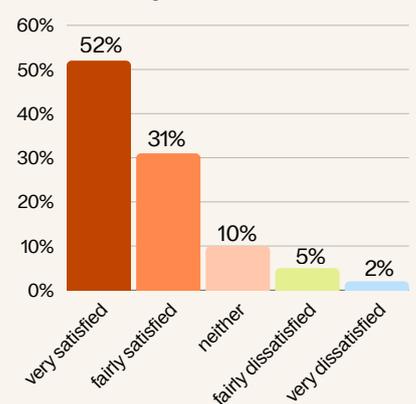
How satisfied or dissatisfied are you with the internal design and layout of your new home?



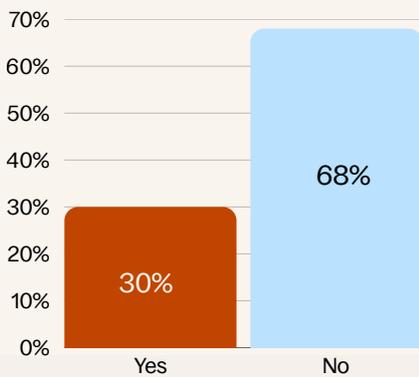
How satisfied or dissatisfied are you with the external design of your new home?



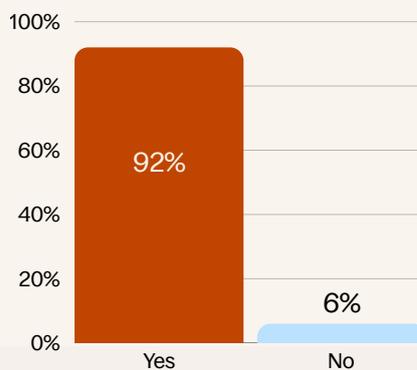
How satisfied or dissatisfied are you with the provision of storage in your new home?



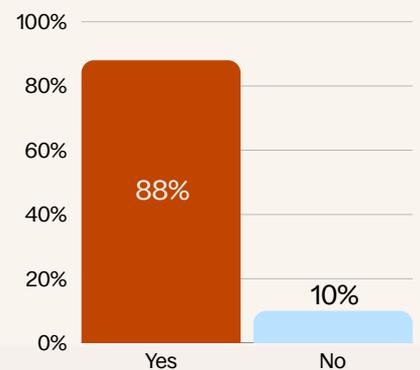
Have you ever bought a new build home before?



If you were to buy another property, would you buy a new build home again?



Would you buy a new build home again from the same builder?



Committed to driving high levels of customer care

Whilst satisfaction levels amongst new home buyers remain very high, the home building industry is committed to driving further improvements in the quality of the homes and service it provides to customers.

Over 250 house builders have registered voluntarily with the New Homes Quality Board (NHQB), requiring them to meet the requirements of the exacting New Homes Quality Code and providing their customers with access to the New Homes Ombudsman service. HBF is supportive of the commitment made

by successive Governments to put a New Homes Ombudsman service on a statutory footing. In addition to the changes made to the HBF Star Rating scoring framework this year, we have been working with the NHQB to support home buyers to make informed buying decisions. As a result, the NHQB has begun [publishing data from the 8-week survey on its website](#).

Find out more about the National New Homes Customer Satisfaction Survey and HBF Star Rating Scheme at hbf.co.uk/CSS

