Study Report SR449 [2020]

New House Owners' Satisfaction Survey 2019

Orin Lockyer and Claire Clarke

Funded from the
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1222 Moonshine Rd, RD1, Porirua 5381
Private Bag 50 908, Porirua 5240
New Zealand
branz.nz

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Preface

This is the ninth in a series of reports on the New House Owners' Satisfaction Survey. The data that makes up this report was obtained through surveying new house owners on the performance of their builder. The purpose of the survey is to add a quality measure to other work on building industry performance.

This report is intended for several audiences, including designers, new house builders and those looking to build a new home. It will also be useful to government in evaluating some of the challenges and opportunities facing the residential construction industry.

Acknowledgements

The Building Research Levy funded this work.

The authors would like to acknowledge Riaan Labuschagne for his contribution to this project.

The project would not be possible without those new house owners who took the time to fill in our survey form. We would like to thank all of those people who filled in the survey form and returned it to BRANZ.

New House Owners’ Satisfaction Survey 2019

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Reference

Lockyer, O. & Clarke, C. (2020). *New House Owners’ Satisfaction Survey 2019.* BRANZ Study Report SR449 Judgeford, New Zealand: BRANZ Ltd.

Abstract

This report presents the results of the ninth annual New House Owners’ Satisfaction Survey. The survey looks at how new house owners rate their builder and how satisfied they are with the builder’s performance.

The survey covers a sample of New Zealand’s housing consents. It excludes spec builds (a house built without a specific committed buyer) and houses built by family members.

Results show that house owners’ satisfaction with their builders has trended upwards, going from 61% in 2018 to 66% of owners rating their builder as satisfactory. Owners are rating their builder highly on their ability to deliver a quality home with a good standard of finish. However, disputes over cost remain prevalent, as well as the high rate of call-backs.

Overall, 83% of respondents reported having to call back their builder to fix defects after first occupancy – a slight increase from 2018. Respondents were split in relation to the number of defects – 60% saw defects as expected or fewer than expected and the remaining 40% expected no defects or had more defects than expected. As identified in 2018, increases in this area are a possible indication that clients are becoming more discerning around defects or have had their expectations set in order to be prepared for the incidence of defects during the build.

Keywords

New houses, builder performance, franchises, independent builders, defects, designers, input into house design, builder, contract, dispute costs, call backs, satisfaction.

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Executive summary

The main findings of this report are as follows:

- Overall satisfaction scores increased in 2019, with 66% rating their builder as fairly or very satisfactory, up from 61% in 2018.
- Owners were least happy with the fixing of defects after first occupancy, communication from the builder and service after moving in, but all these categories have improved on 2018's results. Service after moving in continues to be an area for improvement for the industry.
- The proportion of survey respondents that are building for the first time continues to increase, reaching 62% in 2019.
- Most respondents stated that an important feature in choosing their builder was their quality/reputation. However, like 2018, the number of respondents that opted for a builder that offered a fixed price also increased.
- 31% of respondents chose their builder based on the quality of the builder's show home – a significant decrease from 39% in 2018. 27% of respondents did so based on the recommendations from friends and family. 27% percent of respondents chose their builder through methods outside what was captured in our survey.
- Disputes with builders over final cost decreased significantly, dropping from 23.5% of respondents in 2018 to only 11% in 2019. Disputes were still slightly more common for those who selected their builder due to fixed price certainty or the lowest price.
- The call-back rate has increased to 83%. The percentage of trades called back in contrast decreased slightly across all trades, with only painters being called back over 50% of the time.

1. Introduction

The BRANZ New House Owners' Satisfaction Survey has been running annually since 2011. The survey was developed in response to a lack of measures of quality of output from the industry. It allows us to monitor trends in the quality of output for the new residential building industry.

The New House Owners' Satisfaction Survey aims to find out from the owner of the new house how they thought their builder performed and how they perceived the quality of their completed house. The survey also monitors the proportion of owners that had to call back their builder, how likely the owner is to recommend their builder and the important considerations in choosing their builder.

New owners are informed in the letter accompanying the survey form how we define the term 'builder' for this survey. For the purpose of the survey and results presented within this report, the term 'builder' refers to all people involved in the build process. This includes (but is not limited to) any office staff within the building company, the project manager and any subcontractors. This allows us to survey owners about the whole build process, from their dealings with their builder during the buying process to the fixing of defects after first occupancy.

2. Methodology

The methodology for the BRANZ New House Owners’ Satisfaction Survey has remained largely the same over the 9 years that the survey has been running. This allows us to compare results across the survey, benchmark performance and comment on changes over time. The survey has historically been distributed through a posted paper-based questionnaire. However, following a successful trial in 2017, the survey was delivered by postcard invitations, which directed respondents to complete the survey online. In return for completion of the survey, recipients were placed in the draw to win one of several Prezzy cards.

A sample of 3,473 new house owners was identified from consents taken out between March 2018 and April 2019. This period was selected to largely represent houses that were completed in the 2019 calendar year, assuming that a house typically takes 9–10 months from consent to completion. The sample focuses on detached housing, although some multi-unit dwellings were included.

Consents were removed from the sample where the owner was listed as the builder of another house in the sample or the builder was listed as the owner. The latter indicates a speculative (‘spec’) build, where the house is built without a specific committed buyer.

The survey sample consisted of the following territorial authorities:

Auckland	Christchurch	Dunedin	Far North
Gisborne	Hamilton	Hutt City	Invercargill
Kapiti	Marlborough	Napier	New Plymouth
Palmerston North	Porirua	Queenstown Lakes	Rotorua
Tasman	Tauranga	Thames-Coromandel	Waikato
Waimakariri	Waipa	Wellington	Western Bay of Plenty
Whangarei			

BRANZ received 457 returned and completed surveys, which have been used for the analysis represented in this report. The response rate was 13%, which is consistent with prior years’ surveys that were predominantly delivered through a paper-based questionnaire. This shows that the current approach of postcard invitations directing respondents to an online questionnaire continues to be a good method for the delivery of this survey.

3. Results

This section presents the results of the BRANZ New House Owners' Satisfaction Survey 2019.

There are typically several questions in the survey that allow us to get an idea of the composition of the respondents and how that changes over time:

- Did the respondent use a franchise or independent builder?
- Has the respondent built previously?
- Did the respondent purchase a house only or a house and land package?

All these aspects have been shown in previous surveys to have an influence on the satisfaction levels and likelihood of recommending the builder.

How many respondents used franchise builders?

About 56% of respondents used franchise builders this year (Figure 1). This is up by 3 percentage points from last year's survey.

The most commonly used franchise builders in this survey were G J Gardner Homes, Signature Homes, Jennian Homes and A1 Homes.

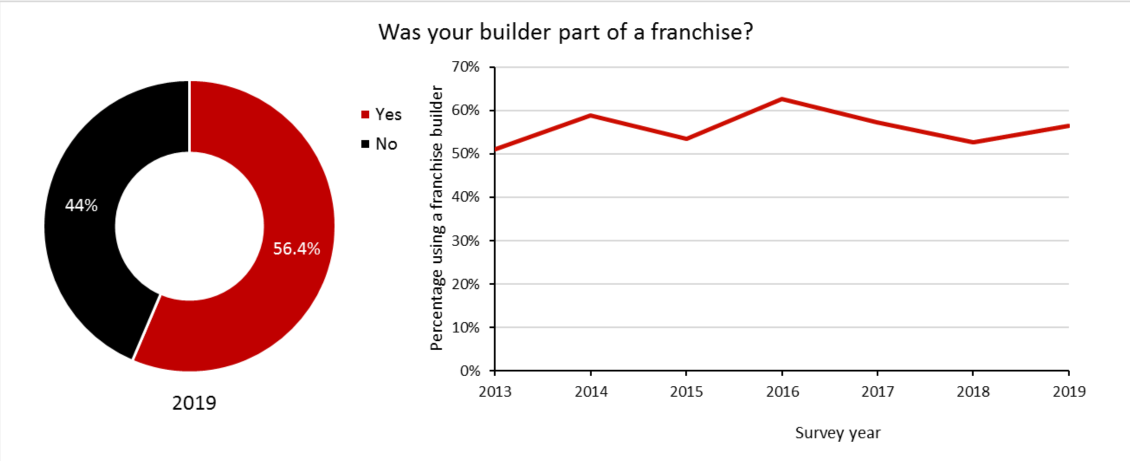


Figure 1. Percentage using a franchise builder.

How many respondents had built previously?

The majority of respondents were first-time builders in this survey (Figure 2). This was a slight decrease in the percentage of owners that had built previously from the last survey.

The percentage of respondents that had built previously has continued to decrease over the course of the survey, dropping from 53% in 2013 to 38% in 2019, which is a significant decrease over 6 years.

This continued shift could suggest that building a new home is becoming more accessible or more desirable to first-time builders.

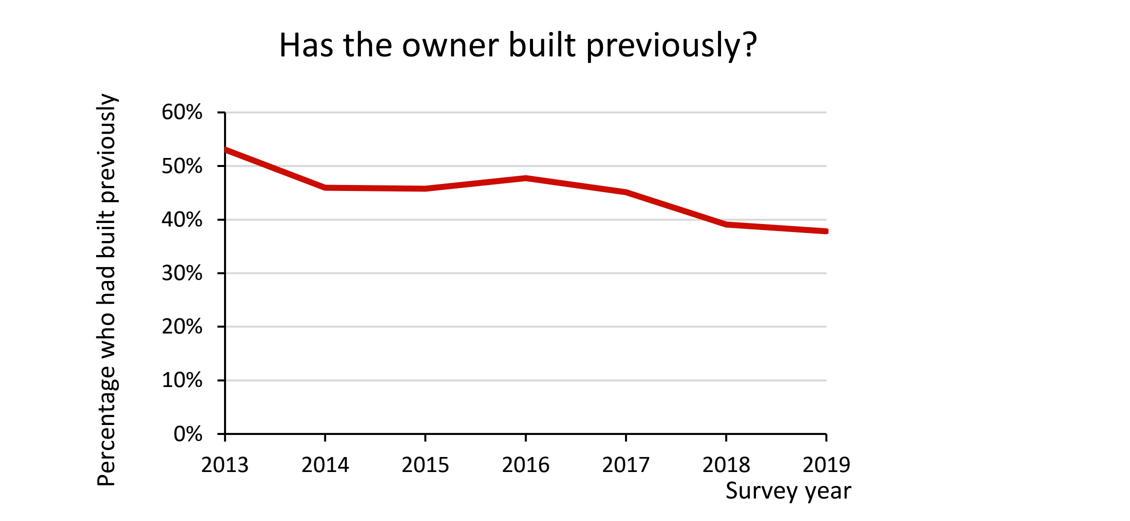


Figure 2. Percentage that had built previously.

The majority of survey respondents owned or partially owned their previous property before beginning their build (Figure 3).

Only 17.7% of respondents were renting, which might suggest that building new is still a significant investment and requires an equivalent asset or that building a house is a progression from owning a property first. Comparing the client satisfaction of respondents that had owned or partially owned before building and respondents that had rented shows very little difference in their satisfaction level. Renters had an average score of 4.19 out of 5, those who owned or partially owned had an average of 4.17 and those in the 'other' category had an average of 4.12.

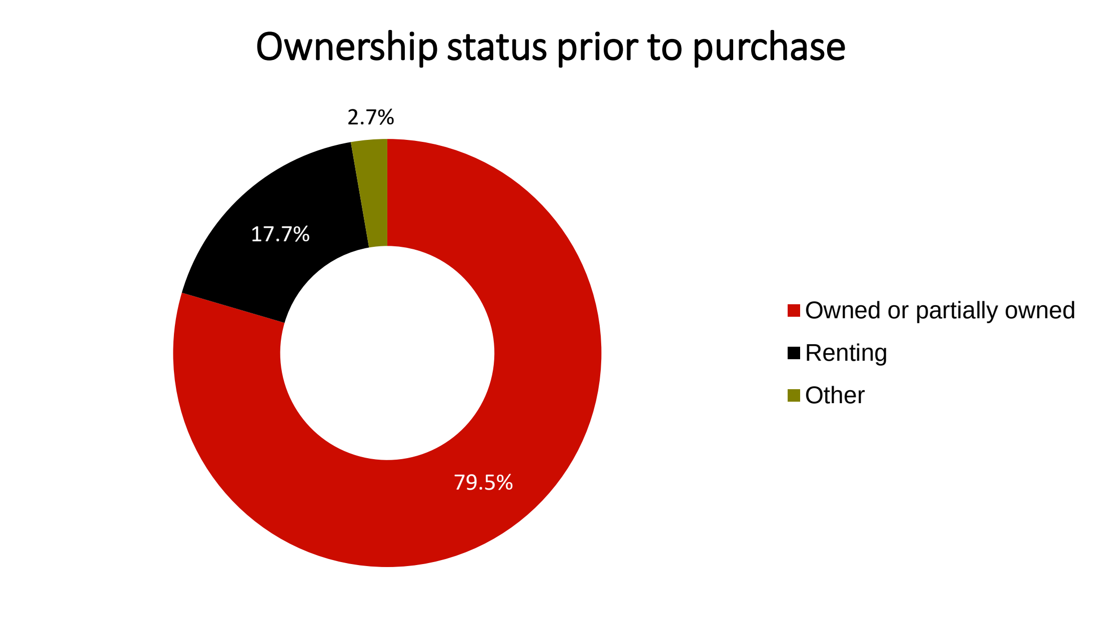


Figure 3. Ownership status prior to purchase.

Those respondents that chose a house and land package were generally less happy with the performance of their builder than those who bought a house only. The proportion of house and land packages has remained steady after a substantial increase in 2016, with one-fifth of respondents opting for a house and land package (Figure 4).

It is worth noting that the house and land package group only contains those who were involved in the new build from the consent stage. Those clients who chose a house and land package after the consent was issued (i.e. a spec build) are deliberately excluded from our survey sample in order to capture the end-to-end building process.

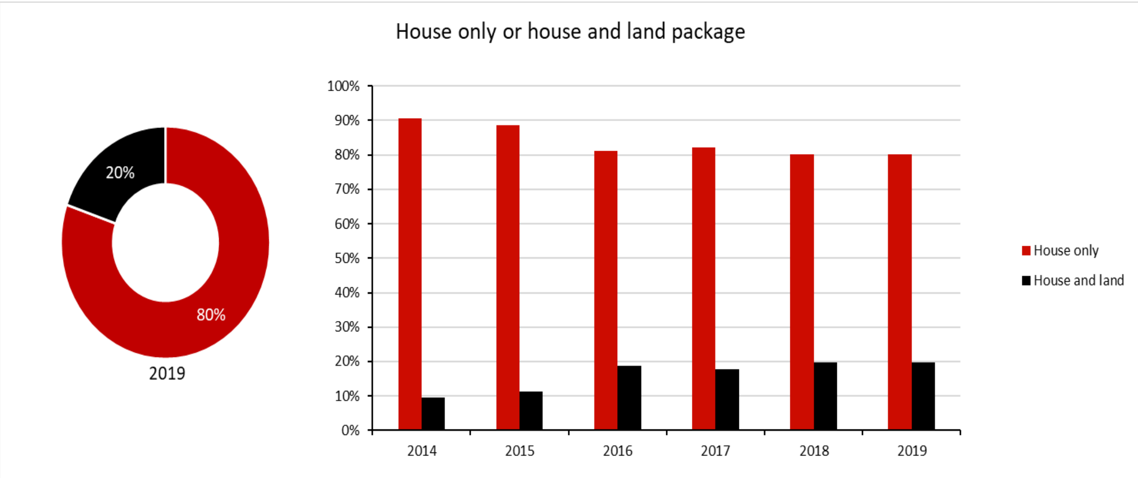


Figure 4. House package.

Did the owner have a written contract with their builder?

Since 2015, having a written contract with your builder has been a requirement for all work that will cost more than $30,000.[1] Those who used an independent builder were more likely to forego a written contract than those who used a franchise builder. Only 89% of respondents that used an independent builder had a written contract compared to 97% of franchise builders. Figure 5 shows the type of contract chosen.

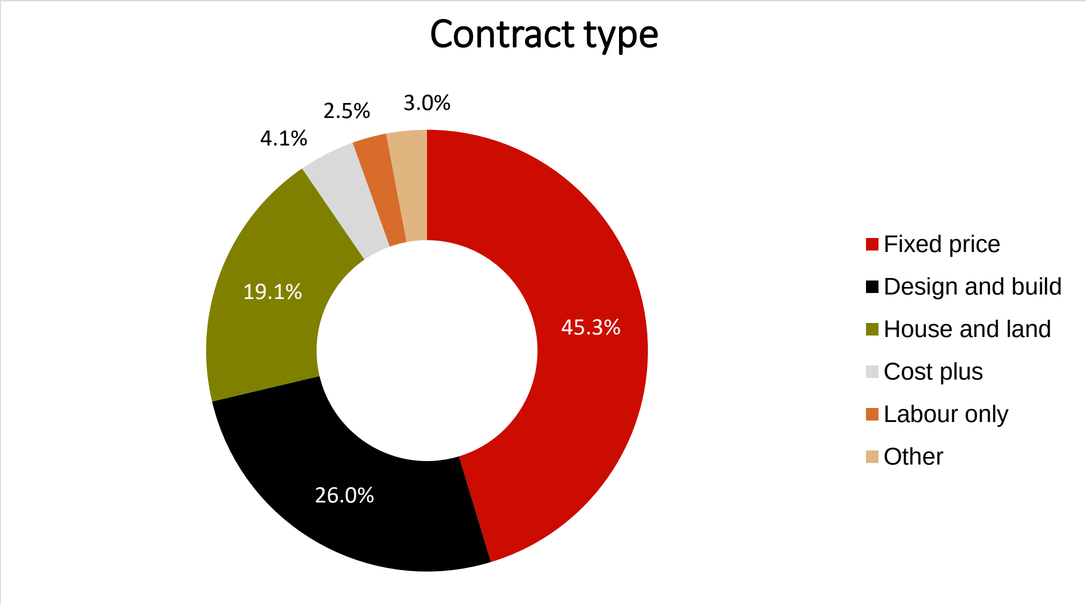


Figure 5. Contract type.

Value of the build

Very few respondents spent less than $250,000 on their build. Most of these were house-only contracts. The majority of respondents that bought a house and land package spent $400,001–600,000 on their new build (Table 1).

The number of new builds that are in the $250,001–400,000 range has increased to 34% from the previous year (28%).

Following the trend from last year, houses that were part of a house and land package were slightly smaller (averaging 187 m^2) than their house-only counterparts (averaging 202 m^2).

Table 1. New-build value.

New-build value	Number of responses	Percentage
Under $250,000	23	5%
$250,001–400,000	146	34%
$400,001–600,000	171	40%
$600,000+	91	21%

The majority of respondents with contracts in the $250,001–400,000 and $400,0001–600,000 range utilised franchise builders (Figure 6). On the other hand, respondents

[1] www.building.govt.nz/projects-and-consents/why-contracts-are-valuable

with contracts in the under $250,000 or $600,000+ ranges were more likely to utilise independent builders.

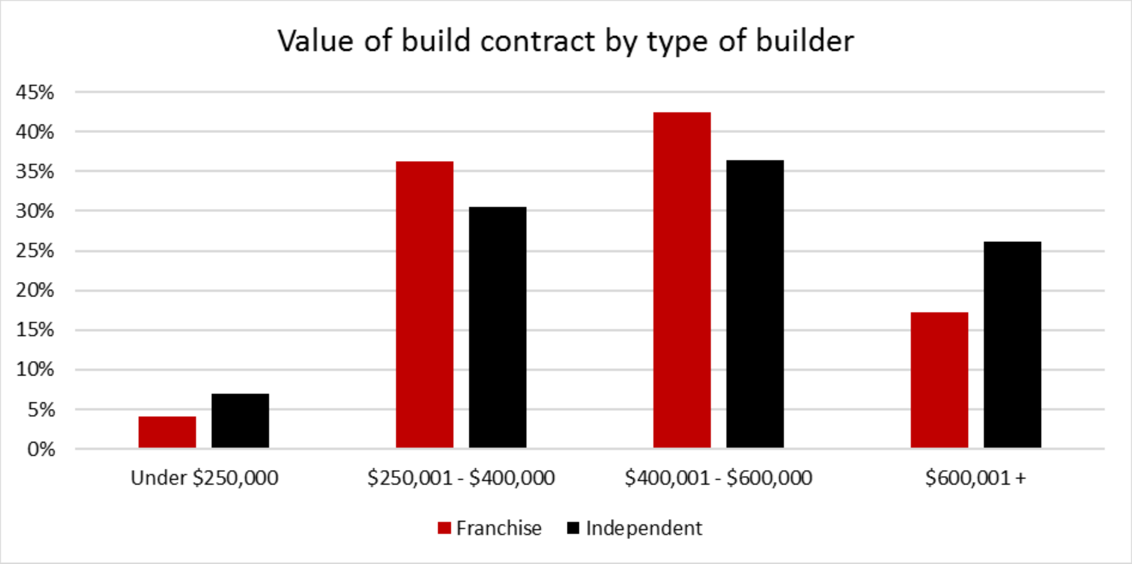


Figure 6. Value of build contract by type of builder.

3.1 Overall satisfaction

Average satisfaction scores have increased for the first time since 2016 and are slightly higher that the result in 2017 (Figure 7)

Most respondents rate their builder very highly, with 66% of respondents rating their builder on average between 4 (fairly satisfied) and 5 (very satisfied). Only 14% of respondents scored their builder on average less than 3. This has dropped from 18% last year.

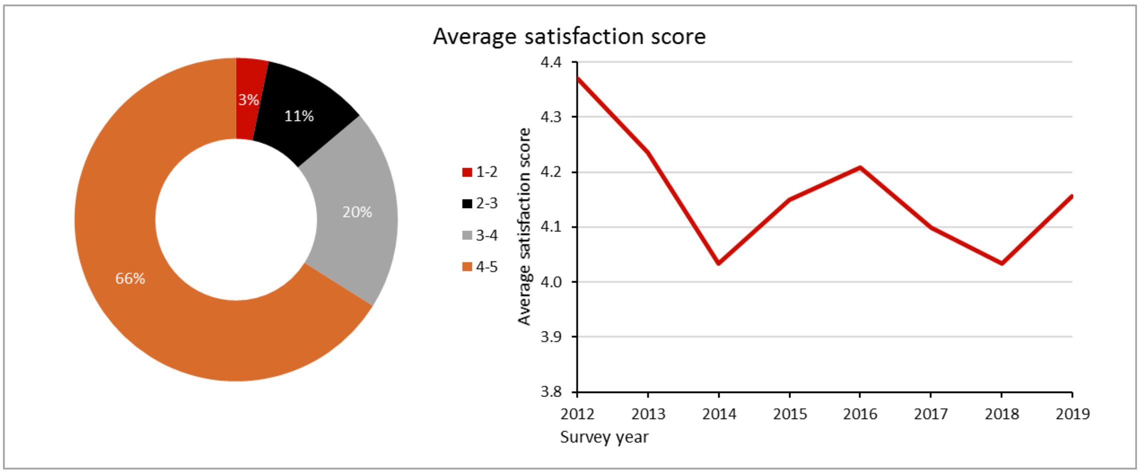


Figure 7. Average satisfaction score.

Figure 8 and Figure 9 show new house owners were happiest with:

- the overall quality of their home
- the service provided by their builder during the buying process.

New house owners were least happy with:

- the fixing of defects after first occupancy – this has decreased slightly from 2018
- the service provided by their builder after they moved in
- the level of communication from their builder – this has improved from 2018.

Fixing defects after handover remains an area of improvement for the industry, despite an improvement in good or very good ratings from 68% in 2018 to 69% in 2019. Relatively low ratings around fixing of defects alongside communication and level of service after move-in can be partly attributed to high workloads in the industry at present. Improving this will remain a challenge as workloads are expected to remain high.

Despite the continued slip in service (albeit with a slight improvement on 2018's service-related satisfaction levels), the industry is performing well at delivering a house that the client is happy with in terms of quality.

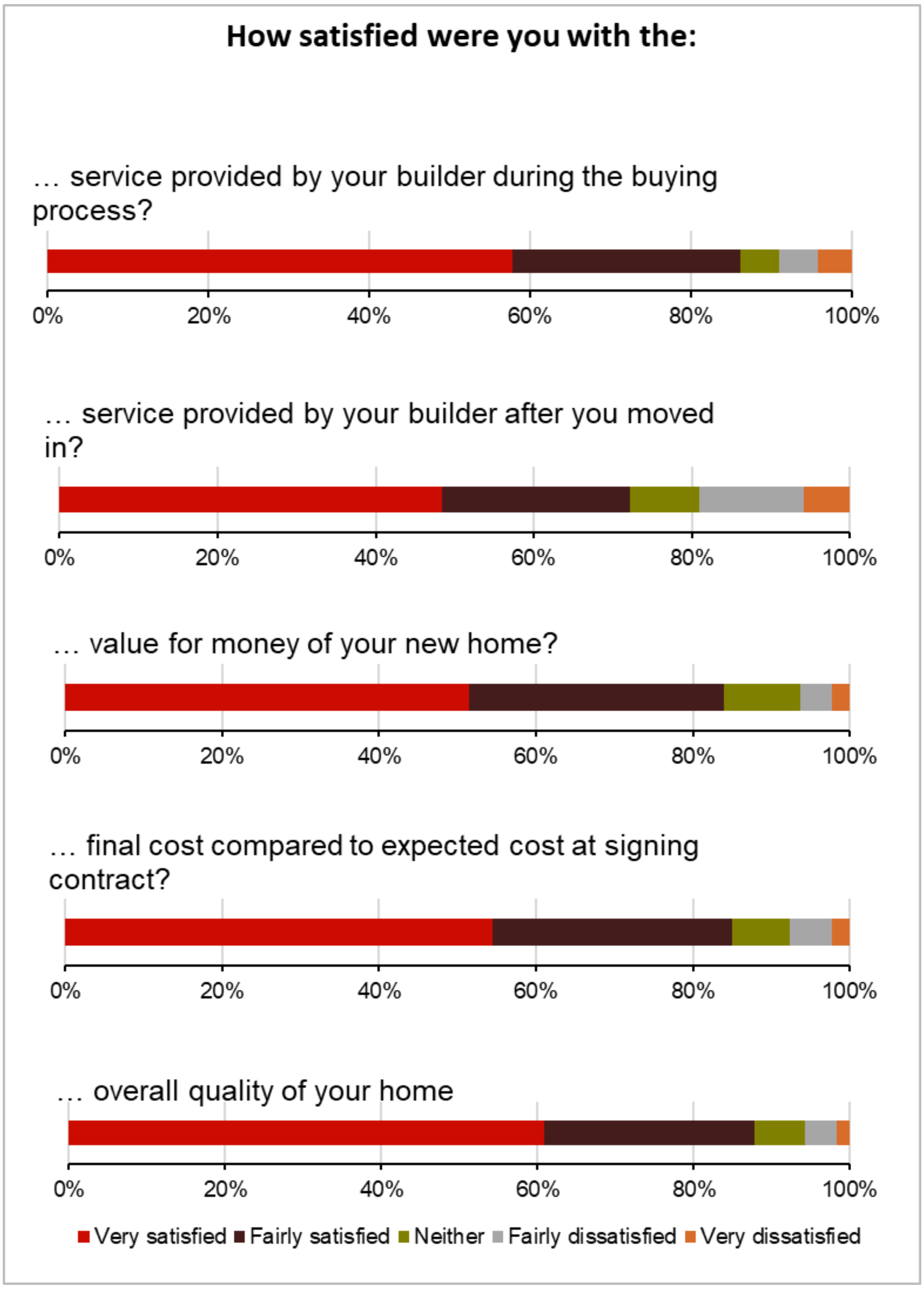


Figure 8. Satisfaction levels.

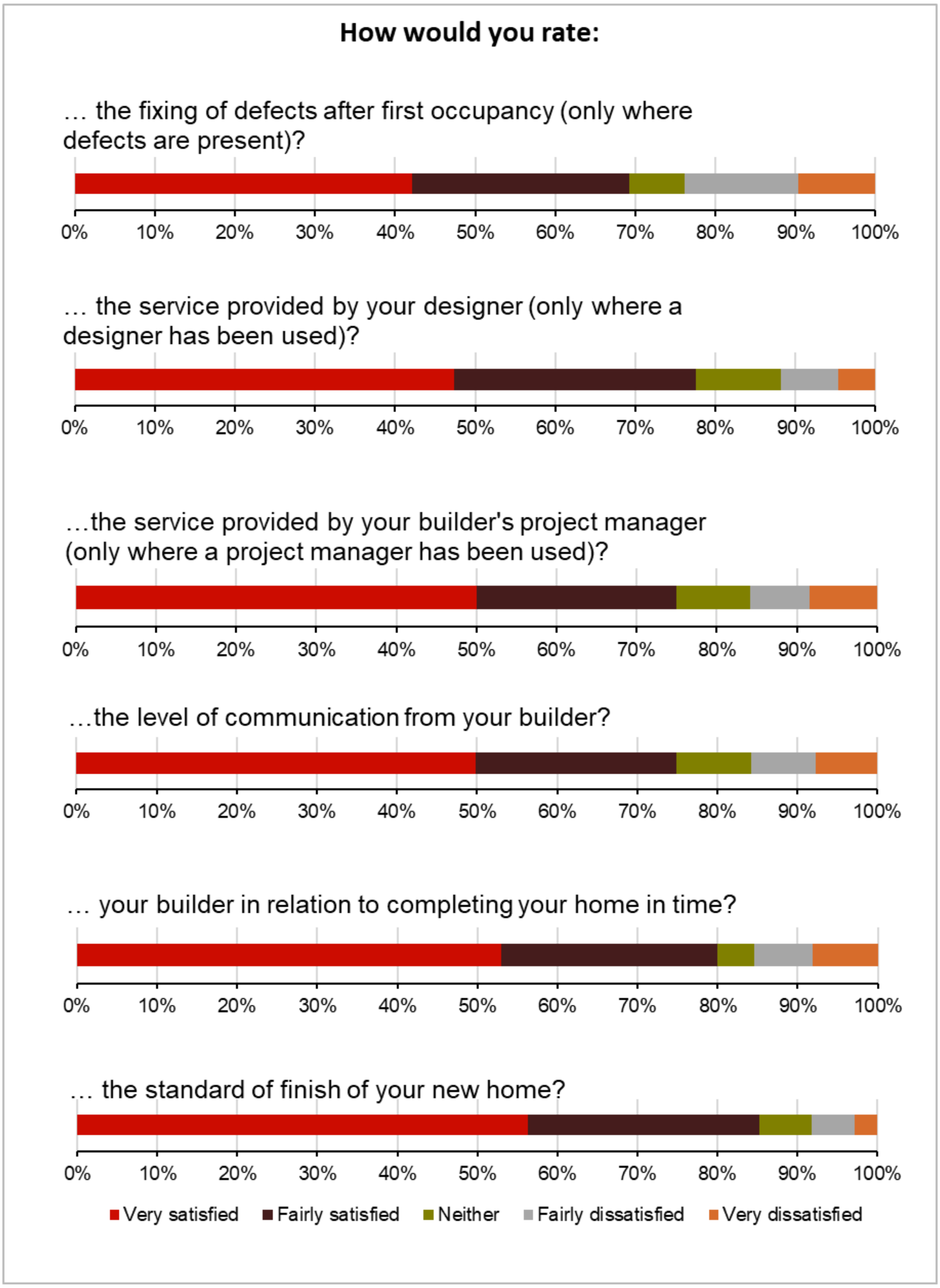


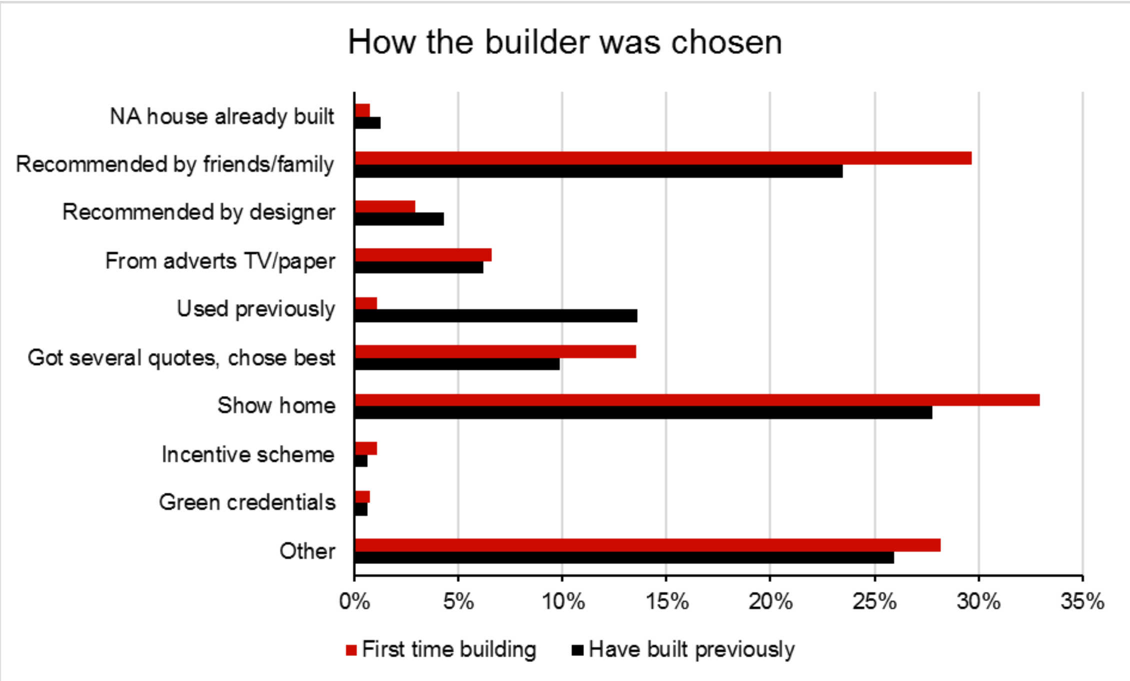
Figure 9. Ratings.

3.2 How builders were chosen

Similar methods for choosing a builder were employed by both first-time house builders and those who had built previously (Figure 10). Choosing a builder based on their show home was the most common method, used by 31% – down from 39% in 2018. The second most popular method for our respondents was recommendations from friends or family, used by 27% – a slight decrease from 2018.

Using multiple quotes and choosing the best one decreased again, with only 12% of respondents using this as a method for choosing a builder – down from 15% in 2018.

The 'other' category has continued to increase and overall matches recommendations by family and friends, which would suggest that a growing proportion of clients are finding new ways to choose their builder outside of the common means we have identified in the course of this work. Future new house surveys will need to take this into account and expand the range of possible choices.



Percentages add to more than 100% as respondents were able to select more than one option.

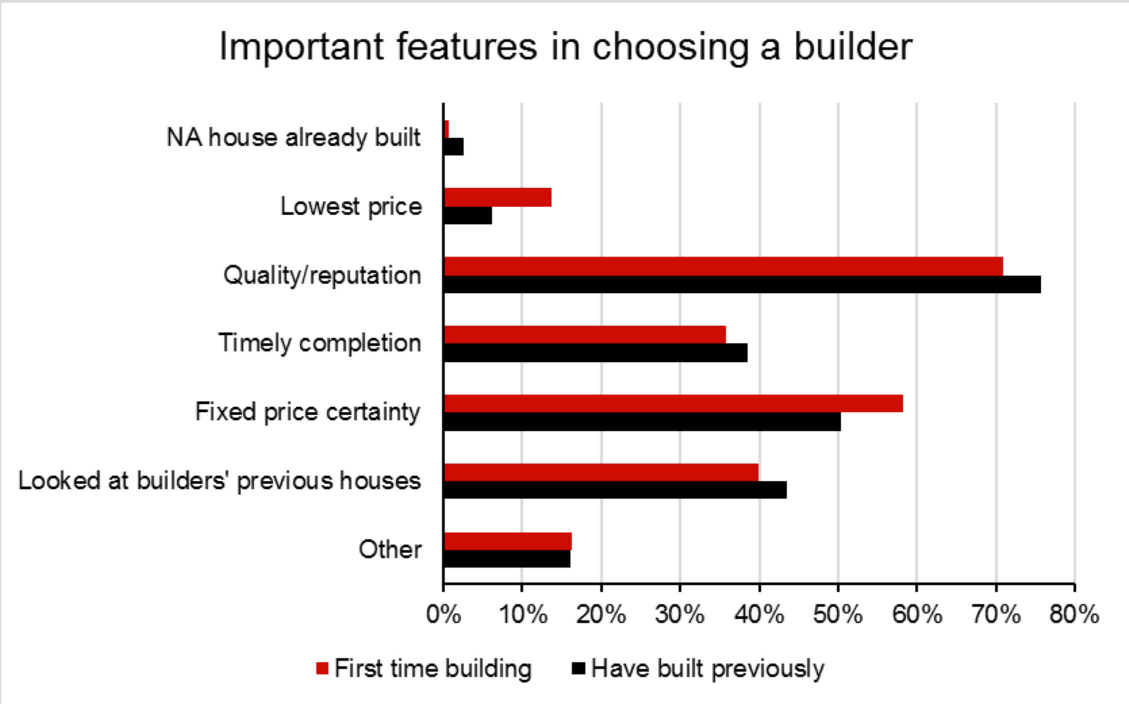
Figure 10. How the builder was chosen.

The majority (73%) of respondents stated that the quality/reputation of their builder was the most important feature in choosing their builder (Figure 11). Fixed price certainty was the next most commonly selected feature, used by 55%, and looking at the builder's previous homes, used by 41%. Use of fixed price and looking at the builder's previous homes increased on 2016, 2017 and 2018, while quality/reputation of their builder has decreased slightly from 77% in 2018.

Increased emphasis on show homes and the builder's previous work shows that clients are placing increasing value on seeing tangible examples of the builder's work. The increase in those respondents considering fixed price certainty in choosing a builder may be associated with the decrease in clients choosing their builder based on the best quote.

The main difference between first-time clients and repeat clients was first-time clients' focus on pricing as a key factor in choosing the builder. Fixed price certainty and lowest price offerings had the most substantial percentage differences between first-time clients and repeat clients.

While the overall trend of the three most important features for respondents is the same as 2018, the percentage of those selected categories, as noted above, has greatly increased across most categories. The increase amongst these categories might suggest a more discerning client when choosing a builder, incorporating a broader range of measures when assessing and finally choosing their builder.



Percentages add to more than 100% as respondents were able to select more than one option.

Figure 11. Important features in choosing a builder.

3.3 How new house owners would speak about their house builder

Most respondents to this year's survey would speak positively about their builder (Figure 12). Just over 70% of respondents would recommend their builder. Since 2016, there has been a slight increase in the proportion of respondents that would speak critically of their builder and a slight decrease in those that would recommend their builder.

In 2019, this has started to change with a slight increase in the proportion of respondents recommending their builder and a decrease in the proportion that would speak critically without been asked from 10.2% in 2018 to 7.7% in 2019. Negative comments as with previous years were typically focused on the areas of deficiencies in service, lack of supervision of subcontractors and communication, with disputes over defects and completion time.

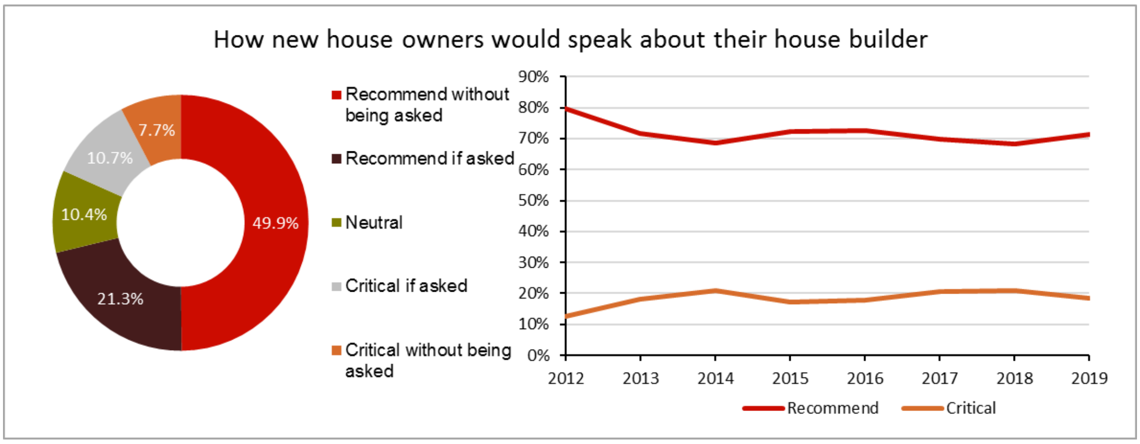


Figure 12. How respondents would speak about their builder.

Comparing satisfaction and rating scores (Figure 8 and Figure 9) with how new house owners would speak about their builder (Figure 12) can reveal which areas of the new build process have the greatest impact on the client's view of the builder.

For most areas, there is very little difference in average score between those who would recommend their builder without being asked and those who would only recommend if asked. However, between the two levels of recommendation, there are more sizeable differences in scores for service after moving in, fixing of defects, service from the project manager, level of communication and completion on time. This indicates that improvement in these specific areas will generate the greatest improvement in customer satisfaction and therefore forthright referrals for the builder.

3.4 Disputes over final cost

Disputes over costing fell significantly in 2019, with only about 11% of respondents having a dispute with their builder over the final cost (Figure 13), falling to its lowest levels since 2012.

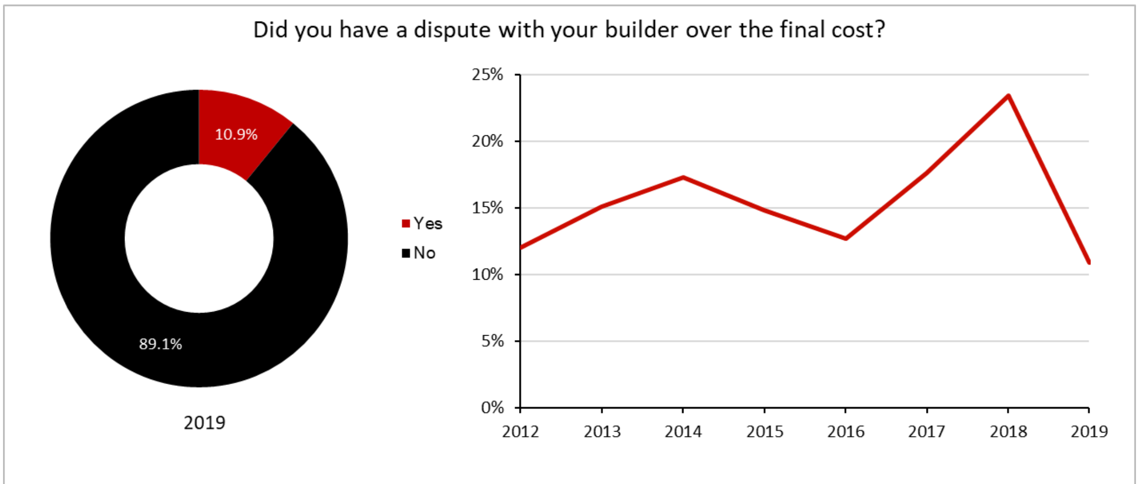


Figure 13. Disputes over final cost.

These disputes tended to focus on:

- charges for variations
- penalties for not meeting completion dates

- items going beyond the prime cost (PC) sum, particularly when the clients considered that PC sums were unrealistically low
- incorrect materials/products used
- additional charges for items believed to be included in the contract.

Disputes over final cost were more common for those who selected their builder for fixed price certainty or the lowest price than for other reasons (Figure 14).

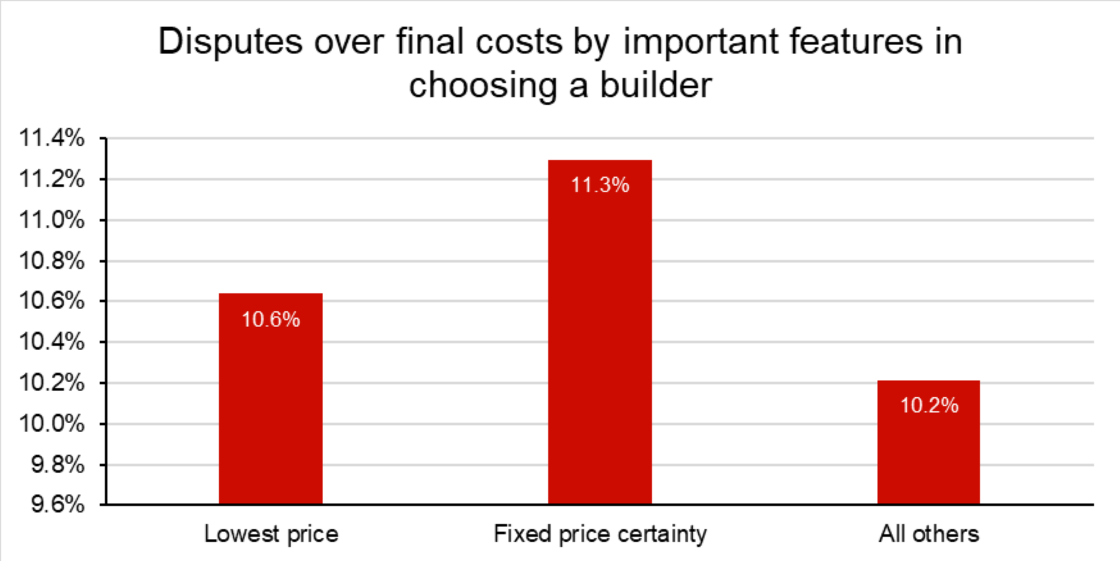


Figure 14. Disputes by important features in choosing a builder.

Disputes over the final cost for all the price-value brackets have decreased from the 2018 results (Figure 15). Unlike 2018, the figures show that disputes are more common in lower-value builds with 17% of those who built under $250,000 having a dispute compared to 10–11% for the other price brackets. These figures are all a decrease from 2018 with those who built in the $600,001+ bracket going from 27% in 2018 to 10% in 2019. This is quite a radical reversal in disputes and will need future monitoring to assess where disputes are more likely to occur based on housing costs.

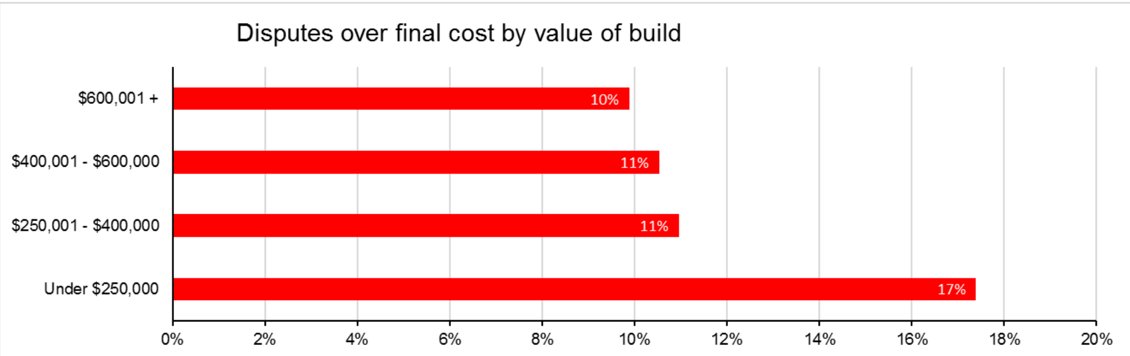


Figure 15. Disputes over final cost by value of build.

3.5 Call backs

There has been a slight increase in the proportion of respondents that had to call back their builder in 2019 (Figure 16).

In 2019, 83% of respondents called back their builder to fix defects after first occupancy, an increase from 80% in 2018 and still well above the low of 68% in 2012.

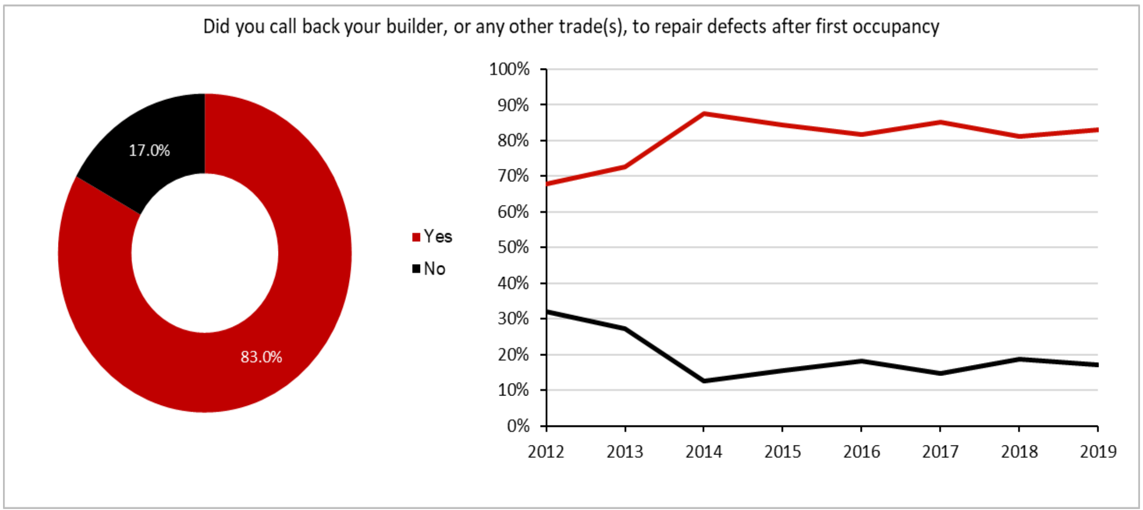


Figure 16. Call backs.

The figures for 2019 are quite different across the country compared to 2018. Auckland and the 'rest of NZ' category have both increased, with Auckland significantly increasing from 76.5% in 2018 to 90% in 2019 (Figure 17). Considering the relatively low number of responses from Auckland, it is hard to argue that this is a statistically significant increase and will be monitored with future iterations of this survey. The Canterbury region decreased in 2019 from 86% to 79.7%

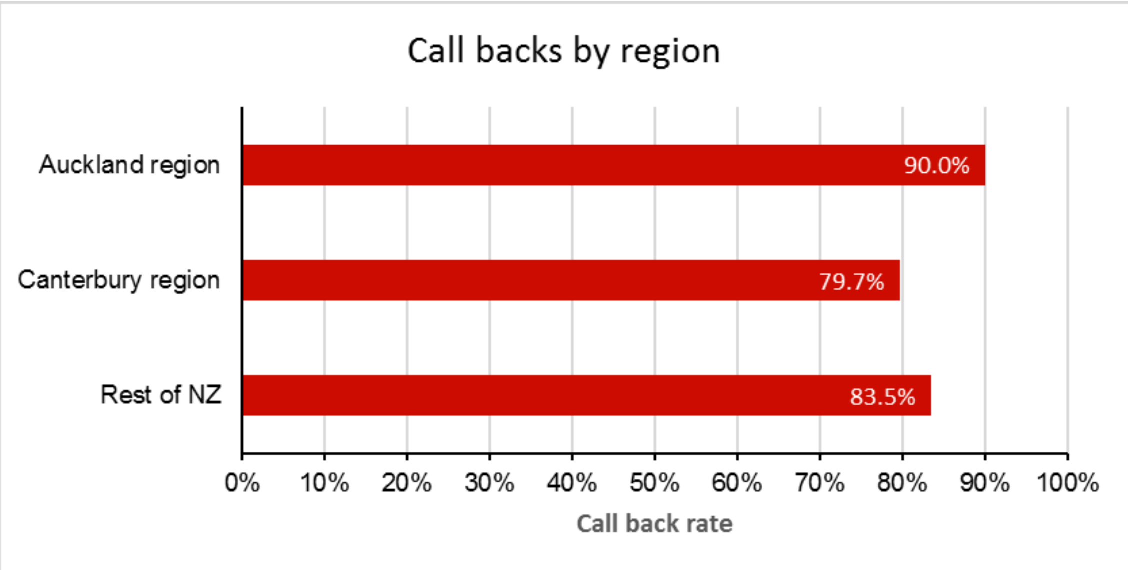


Figure 17. Call backs by region.

As with the previous year, the most frequently called back trades were painters, plumbers and electricians (Figure 18). Painters were called back by 58% of respondents and plumbers by just under half. Electricians were called back by 40% of respondents. It should be noted that painters and plasterers in particular may be called back to repair damage caused by other subcontractors rather than because of defects in their work. While the overall trend is similar to 2018, the percentage of call backs for the above-mentioned trades has decreased for each trade from 2018's survey.

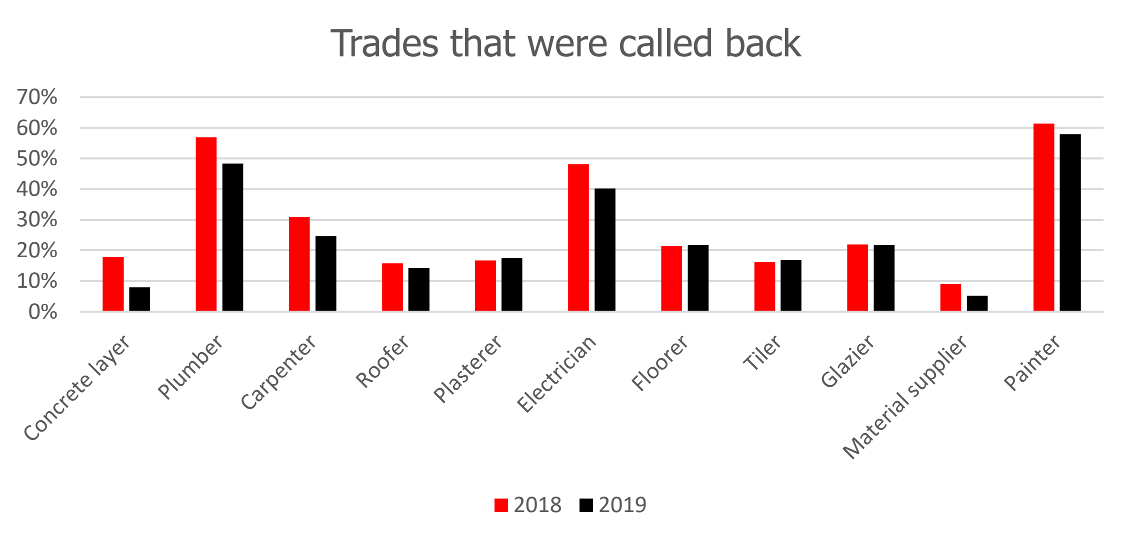


Figure 18. Trades that were called back.

Over half of owners were not surprised by the number of defects that occurred in their new build (Figure 19). About a fifth (21%) of respondents stated that they had fewer defects than expected, and a further 39% stated that the number of defects was as expected (60% in total). 15% of respondents stated that they expected no defects. 25% of respondents stated that they had more defects than expected, a decrease from last year's findings.

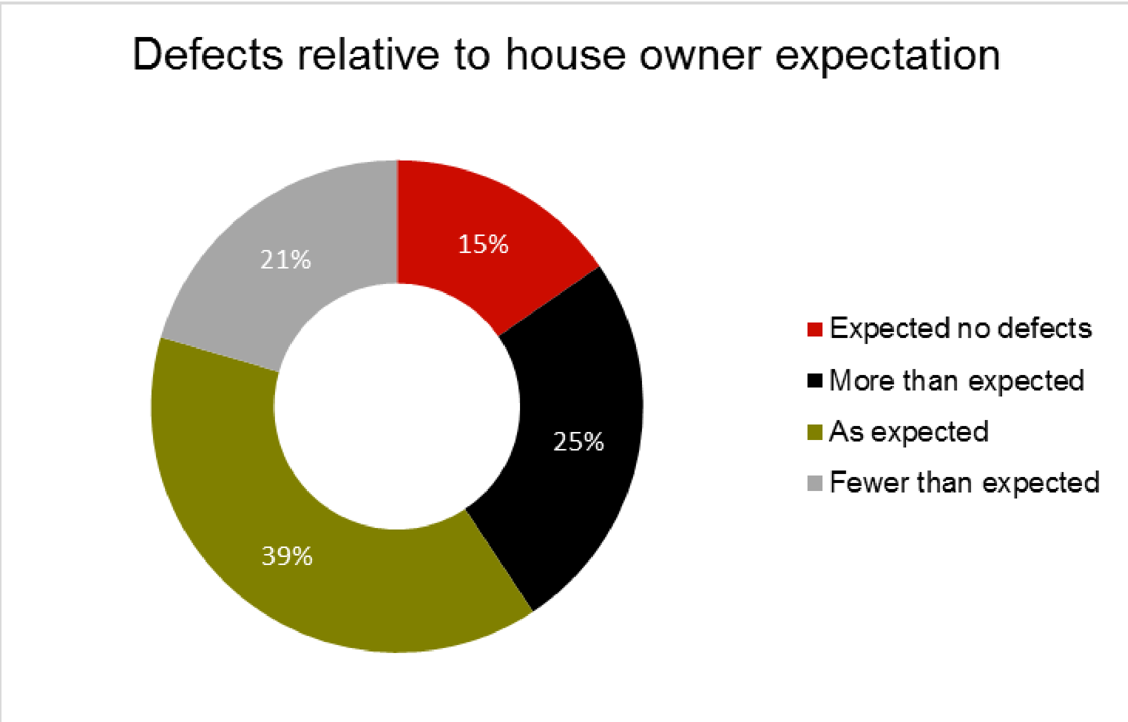


Figure 19. Defects relative to expectations.

3.6 Comparison between franchise and independent builders

Independent builders outscored franchise builders across every measure in the 2019 survey (Figure 20).

Higher scores for independent builders were particularly prevalent in the measures of:

- overall quality of their home
- standard of finish
- level of communication from the builder
- value for money of their new home.

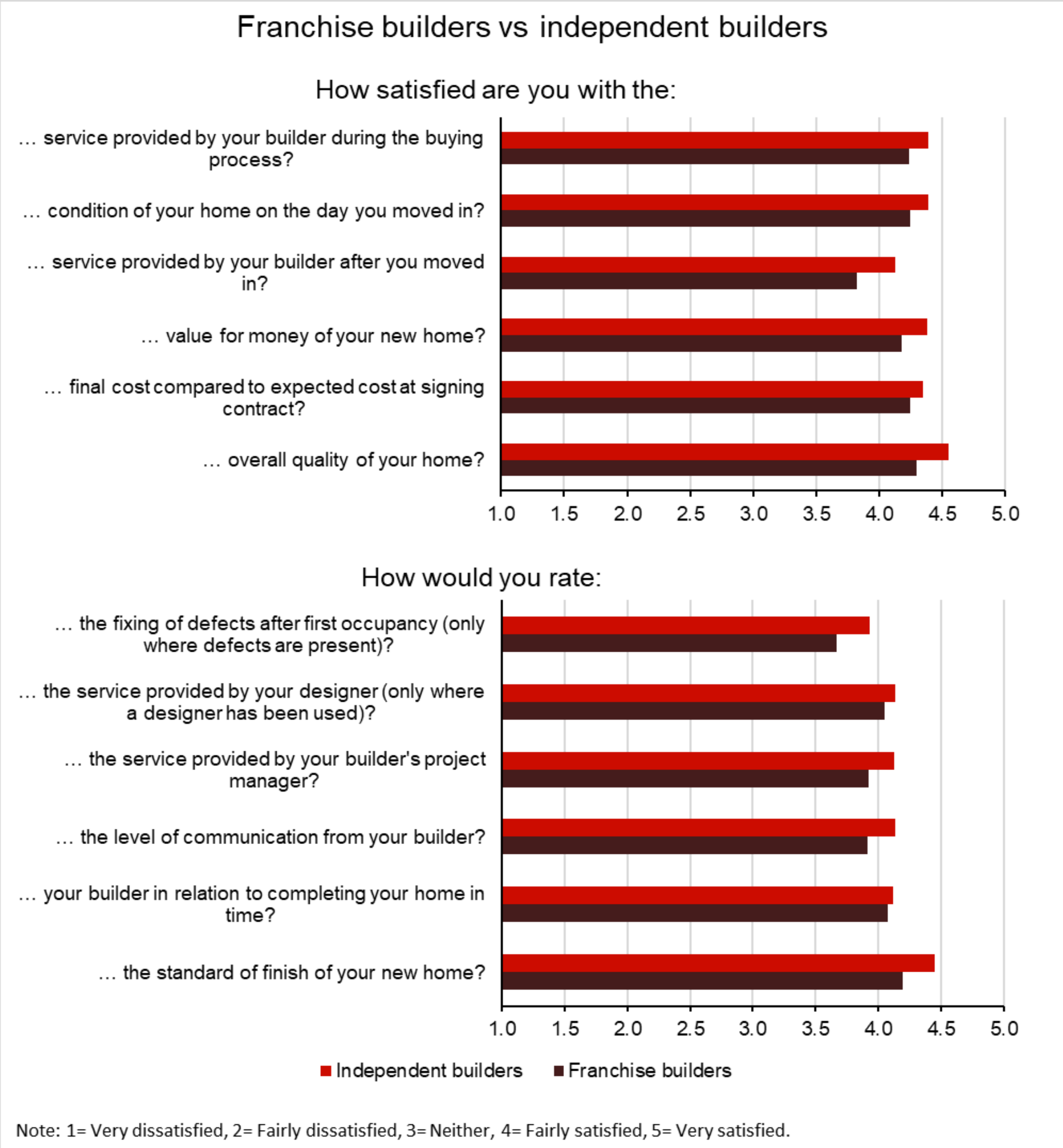


Figure 20. Average scores for franchise and independent builders.

3.7 Comparison by housing package

Previous surveys have consistently found that those who chose a house-only package were generally happier with their new build than those who chose a house and land package. This is true for the 2019 survey also, with higher average satisfaction scores across every area (Figure 21).

Also consistent with 2018, the largest difference is with the service provided by their builder after handover, with house-only package owners rating their service noticeably higher. They also experienced a large difference in the communication provided by the builder in house-only builds, which is an increase from 2018.

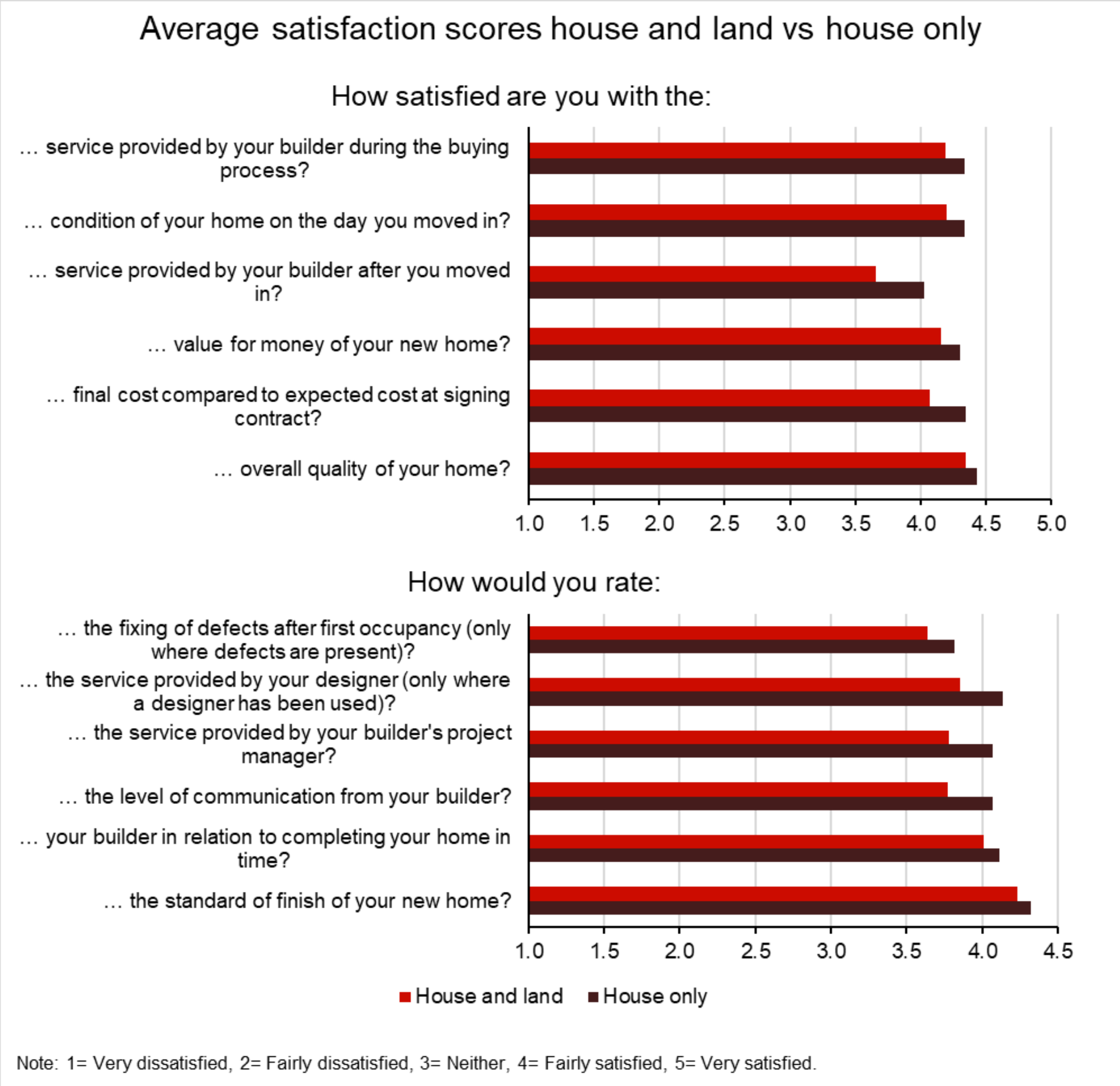


Figure 21. Average scores for house and land package versus house only.

4. Conclusion

New house builders' satisfaction has improved in 2019, increasing by 5% over 2018. However, there continues to be a wide range of experiences for new house owners, as while 66% were satisfied with their builder, 14% were dissatisfied with their build and rated their satisfaction as 1 or 2 on our 5-point scale. Owners that have built a house before tended to have a better building experience, which suggests that there may be a role for builders in setting client expectations better for first-time clients. As the industry is facing an increasing number of first-time builders (62% according to this survey), this will continue to weigh on satisfaction levels if expectations are not managed.

Disputes with builders over final cost decreased significantly, dropping from 23.5% of respondents in 2018 to only 11% in 2019. Disputes were still slightly more common for those who selected their builder due to fixed price certainty or the lowest price. Call backs have also increased to 83% in 2019. While the overall call backs have increased slightly in 2019, the percentage of trades called back in contrast decreased slightly across all trades, with only painters being called back over 50% of the time.

Clients still cite their builder's quality/reputation as the most important feature in choosing their builder. One of the biggest indicators of that quality is still the show home, which 31% of respondents used as a factor for choosing their builder. However, the types of features that clients consider before choosing a builder are diversifying – for example, there is increasing emphasis on looking at the builder's previous houses. In addition, over 25% of both first-time and repeat new house owners indicated they chose another method compared to the methods of choosing a builder we provided in the survey.

Clients also appear to be placing greater emphasis on fixed price certainty in choosing their builder and less on choosing the best quote. The ability to see both the show home and the builder's previous work potentially gives consumers more peace of mind around the expected quality before signing a fixed-price contract.

Appendix A

Regional response numbers

With 3,250 survey invitations sent out and 457 completed online, the net response rate was 16%. Gross response rates, which do not account for returns of undeliverable surveys, are calculated at a regional level to monitor the geographic representativeness of the survey (Table 2). Canterbury had the highest response rate with 14% of surveys returned, while Auckland had the lowest response rate of 4%.

Table 2. Responses by region.

Region	Number of responses	Gross response rate
Northland	27	10%
Auckland	9	4%
Central North Island	169	13%
Wellington	37	15%
Canterbury	76	16%
Rest of South Island	128	17%
	Total: 446	**Average: 14%**

Survey questions

What was the name of your builder's business?

____

Was your builder part of a franchise?

- ❑ Yes (1)
- ❑ No (2)

Which franchise was your builder part of?

____

What type of contract did you have with your builder?

- ❑ Cost plus (1)
- ❑ Design and build (2)
- ❑ Fixed price (3)
- ❑ House and land (4)
- ❑ Labour only (5)
- ❑ Other (please specify) (6)

____

Have you built a house before?

- ❑ Yes (1)
- ❑ No (2)

How many have you built before?

____

How would you describe your home ownership status prior to purchasing your new house?

- ❑ Owned or partially owned (1)
- ❑ Renting (2)
- ❑ Other (please specify) (3)

____

How satisfied are you with the:

	Very satisfied (1)	Fairly satisfied (2)	Neither (3)	Fairly dissatisfied (4)	Very dissatisfied (5)
Service provided by your builder during the buying process? (1)	❑	❑	❑	❑	❑
Condition of your home on the day you moved in? (2)	❑	❑	❑	❑	❑
Service provided by your builder after you moved in? (3)	❑	❑	❑	❑	❑
Value for money of your new home? (4)	❑	❑	❑	❑	❑
Final cost compared to expected cost at signing contract? (5)	❑	❑	❑	❑	❑
Overall quality of your home? (6)	❑	❑	❑	❑	❑

How would you rate:

	Very satisfied (1)	Fairly satisfied (2)	Neither (3)	Fairly dissatisfied (4)	Very dissatisfied (5)
The fixing of defects after first occupancy? (1)	❑	❑	❑	❑	❑
The service provided by your designer? (2)	❑	❑	❑	❑	❑
The service provided by your project manager? (3)	❑	❑	❑	❑	❑
The level of communication from your builder? (4)	❑	❑	❑	❑	❑
The builder in relation to completing your home on time? (5)	❑	❑	❑	❑	❑
The standard of finish of your new home? (6)	❑	❑	❑	❑	❑

How did you choose your builder?

- ❑ Not applicable, house already built (1)
- ❑ Recommended by friend/family (2)
- ❑ Recommended by designer (3)
- ❑ From adverts on TV/paper (4)
- ❑ Used previously (5)
- ❑ Got several quotes, chose best (6)
- ❑ Show home (7)

- ❑ Incentive scheme (8)
- ❑ Green credentials (9)
- ❑ Other (please specify) (10)

____

If you got several quotes, what was the number of quotes?

____

What features were important in choosing your builder?

- ❑ Not applicable, house already built (1)
- ❑ Lowest price (2)
- ❑ Quality/reputation (3)
- ❑ Timely completion (4)
- ❑ Fixed price certainty (5)
- ❑ Looked at builder's previous houses (6)
- ❑ Other (please specify) (7)

____

Were there any disputes with your builder over final costs?

- ❑ Yes (1)
- ❑ No (2)

What was the dispute about?

____

Did you have a written contract with your building contractor?

- ❑ Yes (1)
- ❑ No (2)

What was the value of your build? (excluding land cost)

- ❑ Under $250,000 (1)
- ❑ $250,001–$400,000 (2)
- ❑ $400,001–$600,000 (3)
- ❑ $600,001+ (4)

What type of window frames were installed?

- ❑ Standard aluminium (1)
- ❑ Thermally broken aluminium (2)
- ❑ I don't know (3)
- ❑ uPVC (4)
- ❑ Timber (5)
- ❑ Other (please specify) (6)

____

What type of glass was installed in your windows?

- ❑ Single glazed (1)

- ❑ Double glazed (2)
- ❑ I don't know (3)
- ❑ Gas-filled (e.g. argon) (4)
- ❑ Low-E (low emissivity) coated (5)
- ❑ Other (please specify) (6)

Did you call back your builder, or any other trade(s), to repair defects after first occupancy?

- ❑ Yes (1)
- ❑ No (2)

Which trades needed to be called back?

- ❑ Concrete layer (1)
- ❑ Plumber (2)
- ❑ Carpenter (3)
- ❑ Roofer (4)
- ❑ Plasterboard fixer/plasterer (5)
- ❑ Electrician (6)
- ❑ Floorer (7)
- ❑ Tiler (8)
- ❑ Glazier (9)
- ❑ Material supplier (10)
- ❑ Painter (11)
- ❑ Other (please specify) (12)

Of the trades you had to call back, were the defects identified caused by a faulty product or by how a product was installed?

	No defect (1)	Product-related defect (2)	Installer-related defect (3)	Unsure (4)
Concrete layer (1)	❑	❑	❑	❑
Plumber (2)	❑	❑	❑	❑
Carpenter (4)	❑	❑	❑	❑
Roofer (5)	❑	❑	❑	❑
Plasterboard fixer/plaster (6)	❑	❑	❑	❑
Electrician (7)	❑	❑	❑	❑
Floorer (8)	❑	❑	❑	❑
Tiler (9)	❑	❑	❑	❑
Glazier (10)	❑	❑	❑	❑
Painter (11)	❑	❑	❑	❑

Was the number of defects:

- ❑ Expected no defects (1)
- ❑ Less than expected (2)
- ❑ As expected (3)
- ❑ More than expected (4)

Which of these comes closest to describing how you would speak about your house builder?

- ❑ Recommend without being asked (1)
- ❑ Recommend if asked (2)
- ❑ Neutral (3)
- ❑ Critical if asked (4)
- ❑ Critical without being asked (5)

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

____

BRANZ has some more research coming up that might interest you. We are looking at how builders share information with their clients about their house build. The research involves a survey, and the opportunity to be interviewed later on. Would you be interested in participating in this research?

- ❑ Yes (1)
- ❑ No (2)

Please provide us with an email address so we may contact you about this research:

____

Finally, if you would like to enter the prize draw to have five chances to win one $250 Prezzy card, please fill in the details below.

Name:

____

Email:

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Phone number:

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