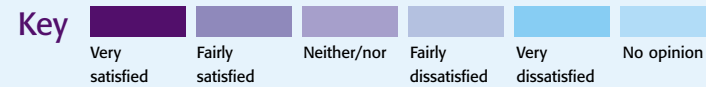


# What consumers thought about...



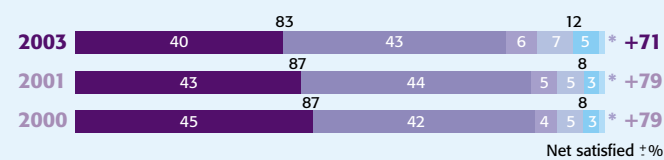
Base: All respondents (9,913 in 2003, 10,015 in 2001 and 10,283 in 2000) Source: MORI



## ...the quality of the home

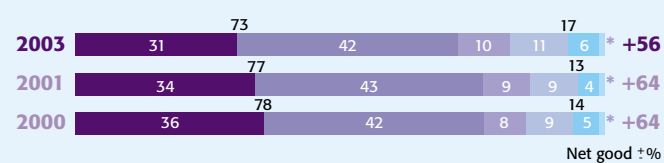
### Overall satisfaction with quality

Q15 Taking everything into account, overall, how satisfied or dissatisfied are you with the quality of your home?



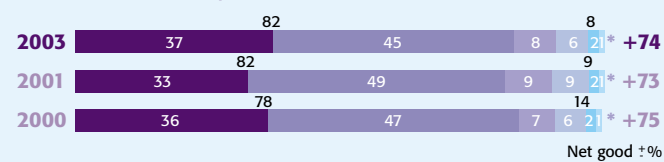
### Construction and finish

Q16a How good or poor would you rate the quality of the construction and finish?

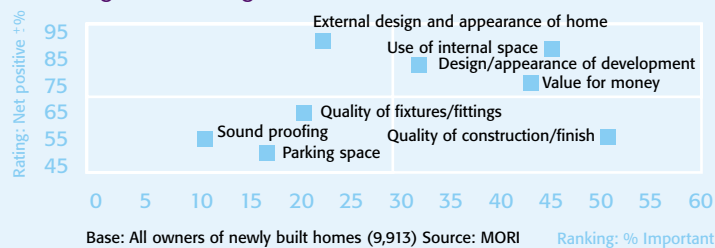


### Value for money

Q21 Taking everything into account, overall, do you think that the price you paid for this property represents good or poor value for money?



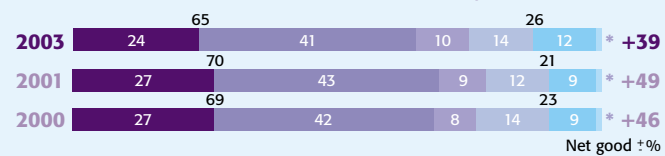
## Rating and Ranking Quadrant



## ...the service from their housebuilder

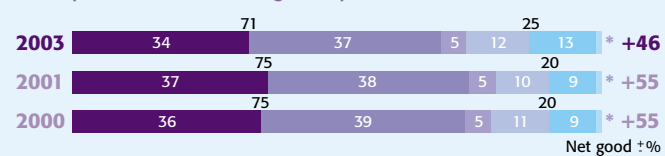
### Overall satisfaction with service

Q2 Overall, how satisfied or dissatisfied are you with the service provided by your housebuilder, taking into account the service both before and after you moved in?



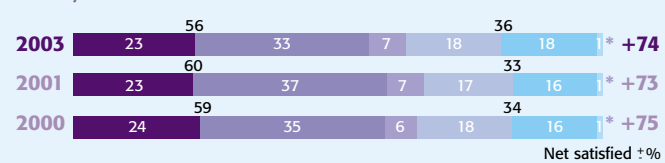
### Condition on moving in day

Q3b How satisfied or dissatisfied were you with the condition of your home on moving in day?

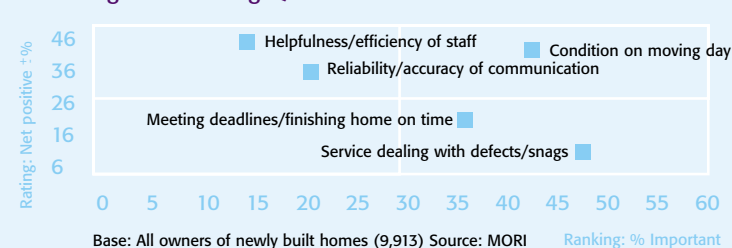


### After sales service

Q3d How satisfied or dissatisfied were you with the service after you moved in?

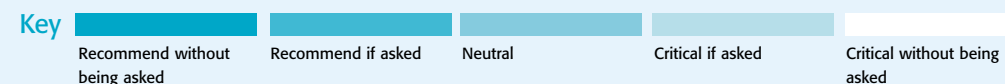
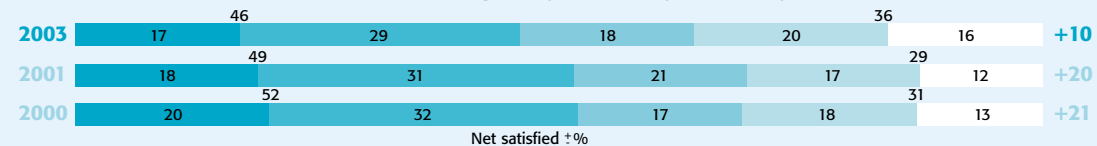


## Rating and Ranking Quadrant



## Would consumers... recommend their housebuilder

Q25 Which of these comes closest to describing how you would speak about your housebuilder?



# The Housing Forum

## National Customer Satisfaction Survey 2003

### New Home Owners Survey

The 2003 National Customer Satisfaction Survey is the third survey conducted among owners of newly built homes; previous surveys were conducted in 2001 and 2000. Commissioned independently by the Housing Forum – Constructing Excellence and sponsored by the DTI and ODPM, the survey is designed to provide an analysis of the trends of customer satisfaction within the private house building industry over the last three years and form a guide to advise consumers of the above average performers in the industry this year. In conjunction with the survey results the Housing Forum has produced a consumer guidance leaflet, **What you need to check when buying a newly built property – 10 top tips on key issues to consider.**

### Key findings

#### Overall

In general, more recent change in findings is apparent than was seen between the first two surveys, with satisfaction levels slightly lower this year.

The star ratings allocated in the Housebuilder Rating Table show that while the ratings for some housebuilders remain unchanged, there has been some movement with more now getting higher star ratings than previously, particularly on overall satisfaction with the housebuilder and the condition of the home on moving in day. More also get higher ratings on recommendation of the housebuilder and overall satisfaction with the quality of the home.

When comparing findings for the housebuilding industry between surveys, due to the large sample sizes (over 10,000 respondents), only small differences are required to indicate a significant change (between +0.8 and +1.4 percentage points).

#### Quality of the Home

Over four in five (83%) are satisfied with their new home - a little lower than 2001 and 2000 (87% in both years).

Attitudes towards all aspects of the home asked about – construction and finish, fixtures and fittings, design and appearance of the development, external design and appearance of the home, use of internal space and parking space along with sound proofing – are all positive. Although these scores are generally lower than previously, and despite properties becoming more expensive, rating of value for money is unchanged.

#### Service Provided by Housebuilders

Nearly two-thirds (65%) are satisfied with the service from their housebuilder. Following trends towards satisfaction with the home, this finding is lower than in both 2001 and 2000.

Satisfaction with the service provided by housebuilders tends to decline over successive stages of the purchase process, although in all cases the majority remain positive. Views are most favourable during the buying process, lower on moving-in day, and least positive towards the after-sales service. Ratings of staff follow the same pattern, with those responsible for sales higher rated than customer care or after-sales staff.

Experience of defects and/or snags in the home has increased (90%

compared with 84% in 2001 and 81% in 2000) However, satisfaction with the overall service provided in dealing with these problems remains positive (51% satisfied), and only slightly lower than previously (53% versus 54% in 2000).

#### Owner Attitudes

Attitudes towards newly built homes are very positive, although owners are generally less positive about their particular housebuilder. For example, almost all owners are pleased about buying the home they did (88%), and a majority (55%) would want another newly built one if they were to move again. However, fewer agree than disagree that they would want to buy another home from the same housebuilder (29% versus 41%).

Similarly, while attitudes are favourable towards the design of newly built homes, they are less positive about the build quality compared with old ones (46% and 22% agree respectively).

Although more people would recommend their housebuilder than would be critical of them (with a positive net recommend balance of +10), this level of recommendation is lower than previously (+20 in 2001 and +21 in 2000).



See inside for the Housebuilders' Rating Table. The Housebuilders Rating Table and the consumer guidance leaflet can be accessed at The Housing Forum website – [www.thehousingforum.org.uk](http://www.thehousingforum.org.uk)



# National Customer Satisfaction Survey 2003 – Housebuilder Rating Table

## Key

Statistically at 95% confidence level  
Less than 95% confidence level

Above industry average



Industry average



Below industry average



Ratings based on a telephone survey with a representative sample of owners of newly built homes selected from databases supplied by NHBC and Zurich. Fieldwork conducted between 15th October and 12th November 2003

Sample size		Quality of Home			Likelihood of recommending housebuilder	Service from Housebuilder		
		Overall satisfaction	Construction and finish	Value for money		Overall satisfaction	Condition on moving in day	After-sales service
600	Barratt Homes	★	★	★	★	★	★	★
600	Bellway Homes	★★	★★	★★	★★	★★	★★	★★
125	Ben Bailey Homes	☆☆☆	☆☆☆	☆☆☆	★★★★	☆☆☆	★★★★	☆☆☆
186	Berkeley Group	★★★★	★★★★	★★★★	★★★★	★★	★★★★	★★★★
238	Bett Homes	☆☆	☆☆	☆☆	★★	☆☆	☆☆	★
321	Bloor Homes	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
458	Bovis Homes	★★	★★	★★	★★	★★	★★	☆☆
603	Bryant Homes	★	★★	★★	★★	★★	★★	★
76	Cala	☆☆☆	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
84	Countryside Properties	☆☆	☆☆	☆☆	☆☆☆	☆☆	★★	☆☆
170	Crest Nicholson	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
75	Croudace	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
65	David McLean Homes	☆	☆	☆	★	★	★	★
600	David Wilson Homes	★★	★★	★★	★★	★★	★★	★★
215	Fairclough Homes	★★	★★	★★	☆☆☆	★★★★	★★	★★
202	Fairview New Homes	★	★	★	★	★	☆☆	★★
603	George Wimpey	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
103	Haslam Homes	☆☆☆	☆☆	☆☆	☆☆	☆☆☆	☆☆	☆☆☆
95	Jelson	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
71	Jones Homes	☆☆☆	☆☆☆	☆☆☆	★★★★	★★★★	☆☆	★★★★
232	Kier Residential	☆☆☆	☆☆☆	☆☆☆	★★	☆☆	☆☆	★
105	Linden	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆	☆☆☆	★★★★
96	Lovell	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆
193	McCarthy & Stone	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
396	Miller Homes	★★	★★	★★	★★	★★	★★	★★
186	Morris Homes	☆☆	☆	☆	★	★	★	★
113	North Country Homes <sup>1</sup>	☆	★	★	☆	★	★	☆
658	Persimmon Homes	★★	☆☆	☆☆	★	★★	★★	★
601	Redrow Homes	★★	★★	★★	★★	★★	★★	★★
45	Rialto Homes	☆	★	★	★	★	★	★
87	Shepherd Homes	☆☆	☆☆	☆☆	★★	☆☆	☆☆	☆☆
278	Stewart Milne	☆☆☆	☆☆☆	☆☆☆	☆☆☆	★★	☆☆☆	☆☆
30	Swan Hill	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆
77	Tulloch Homes	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆	☆☆	☆
68	Ward Homes	★★★★	☆☆☆	☆☆☆	★★★★	★★★★	☆☆☆	★★★★
600	Westbury Homes	★★	★	★	★	★	★	★
604	Wilcon Homes <sup>2</sup>	★★	★	★	★	★	★	★

<sup>1</sup> Now part of Country & Metropolitan Plc

<sup>2</sup> Now Wilson Connolly part of Taylor Woodrow