OFFICE OF FAIR TRADING

New homebuild consumer survey

Report on findings

(DRAFT)

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OFT997

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CONTENTS

1 INTRODUCTION

1.1 For many people, buying a home is the largest purchase they will ever make. Following the recommendations of the Barker Review of Housing Supply 2004, there was concern that the homebuilding market was not working well for consumers. This, plus the importance of homebuilding to the economy and the high level of Government involvement in the sector, led to the Office of Fair Trading (OFT) launching a market study into homebuilding in the UK. One of the aims of the study was to find ways to improve people's experience of buying a new-build home and the overall quality of these homes.

1.2 As part of this study, the OFT commissioned a survey of 1,000 consumers in Great Britain who had bought a new residential home in the last two years. The purpose of the study was to test a number of hypotheses regarding:

- homebuyers' levels of satisfaction with the process of buying a newly built home, the actual homes they purchase and the after sales care
- provision and awareness of warranties
- awareness of consumer rights
- reasons for buying a newly built home as opposed to an existing dwelling

2 SUMMARY

Deciding to buy

2.1 Some of the people interviewed had previous experience of buying new-build homes (39 per cent), particularly those aged 55 or over (60 per cent). Hence at least some of the sample must have been aware of the potential pitfalls and benefits of doing so. For half the respondents (51 per cent), the search for a home was restricted to new-build only, and they did not view any existing properties.

2.2 The desire for a brand-new home was mainly due to **not having any work to do on moving in** (56 per cent), such as decorating, general repairs or replacing worn-out fixtures/fittings. Allied to this, a fifth said there was **no need to worry about problems** such as dry rot or subsidence (20 per cent). A variety of other reasons were also mentioned. Some wanted a brand-new property simply because **no-one else had lived there** (40 per cent). Having **no chain of homebuyers** was important for three in 10 (29 per cent). Being able to **choose fixtures/fittings** made a brand-new home appealing to a quarter of respondents (24 per cent). **Financial benefits**, such as the stamp duty, legal fees or deposit being (partly) paid, were mentioned as a motivator by 21 per cent, and the **low price** of a new-build home was a factor for 17 per cent. A fifth found new homes attractive because of their **energy efficiency** (19 per cent).

2.3 When looking for a property to buy, most had a relatively restricted geographical search area. Six in 10 homebuyers said the furthest property they considered was within one to 10 miles of their current home (62 per cent).

2.4 Most viewed a show home or example of the homebuilder/architect's work (77 per cent). Most viewers also expected their own home to be fairly similar to that show home or example (a mean of seven on a scale of 1-10 where one is completely different and 10 is identical). In a majority of cases their expectations were mostly met (again a mean of seven on the same scale when asked 'and how similar was it?').

2.5 The majority bought straight from a homebuilder (80 per cent) as opposed to via an estate agent or solicitor. A wide range of homebuilder's names was given, from large national homebuilders to small local homebuilders. For most homebuyers (97 per cent), the property was part of a development, with an equal split between buying from a plan (off plan) and buying a completed home.

2.6 Ninety-one per cent of respondents said the buying process had **not** been a hard sell, primarily because they were not pushed, pressured, pestered or hassled in any way, and the people they dealt with were friendly and relaxed. Some said there was no need for anyone to sell the property to them, as they were so definite about buying it. However, nine per cent of respondents had experienced pushy salespeople, pressure to decide quickly whether to buy, or pressure to complete/exchange by a certain date.

Moving-in dates and delays

2.7 When they agreed to buy the property, most homebuyers were told the **month** they could move in (68 per cent), although 63 per cent of this group were warned that it was an estimate. When the projected moving-in date was the longer period of a **season** (13 per cent), there was a far greater likelihood of being told it could alter (80 per cent).

2.8 There were delays for the 32 per cent of homebuyers who could not move in on the date they were initially told. Amongst those for whom this date was an estimate, 36 per cent had not moved in by the date they were told. The group least likely to have a home which was ready when they expected were those who bought on a development off plan: 41 per cent of these homebuyers did not move in on time compared to 22 per cent of those buying a completed home on a development. The most common reason for **not** being able to move in at the arranged time was simply that the building works were behind schedule and the property was not finished.

2.9 Just less than half of those who experienced a delay were able to move in within two months of the original date (47 per cent). A further

28 per cent had a wait of 2-4 months. A few (three per cent) were delayed by over a year.

2.10 It was highly unlikely that the homebuilder provided any compensation for the delay (just nine per cent of those delayed received compensation), even though 37 per cent of those who could not move in on the original date said they incurred costs as a direct result. When costs had been incurred, they were often quite substantial, with 45 per cent paying over £1,000 and two per cent over £10,000.

Price paid for property, and whether a deposit and/or reservation fee were paid

2.11 Property prices varied depending on property type (house versus flat), location (England/Wales versus Scotland) and whether this property was the first home the respondent had bought. The average cost was £200,000, with a range of £68,000 - £855,000.

2.12 The price first quoted was the price actually paid for 81 per cent of homebuyers. If the price changed, it was more likely to be a **decrease** (15 per cent of homebuyers) than an **increase** (three per cent of homebuyers). When there **had** been an increase, it was more often because the homebuyer changed or added to the specification rather than there being costs not identified originally by the homebuilder (58 per cent and 43 per cent respectively)[1].

2.13 Most homebuyers[2] paid a deposit (84 per cent), which on average was seven per cent of the purchase price. Somewhat fewer paid a reservation fee (54 per cent). For most of those who did, it was less than one per cent of the purchase price.

[1] Calculated on low base (33)

[2] Excluding those who refused to give a purchase price (10 per cent) or could not remember it (less than one per cent)

2.14 In most cases the sale was accompanied by a financial inducement (78 per cent), such as free fixtures/fittings (59 per cent of homebuyers) or stamp duty being (partly) paid (23 per cent of homebuyers).

Consumer protection and awareness and knowledge about the warranty

2.15 Prior to buying, most respondents[3] thought they would have some level of consumer protection if something went wrong (42 per cent 'very well protected' and 50 per cent 'fairly well protected').

2.16 After going through the purchase process there was a shift in opinion, with 15 per cent downgrading their expectation from 'very well protected'. The not very well 'protected' response grew from six per cent of the pre-purchase opinion, to 16 per cent of the post-purchase opinion.

2.17 Twenty-seven per cent of those who found faults or problems with their home felt that homebuyers have little or no protection. This is substantially higher compared to those who did **not** experience faults/problems (eight per cent). Even so, a majority of 73 per cent of those who found faults/problems held the post-purchase opinion that homebuyers were 'fairly' or 'very' well protected.

2.18 Although awareness of there being a warranty on the home was high, with 91 per cent saying that they were definite that one existed and five per cent assuming it did, knowledge of what it covered was somewhat limited. The most frequent answer related to its longevity, in that it lasted 10 years (76 per cent). Other features (such as it being a guarantee that the home was built to certain standards or that snagging defects were covered in the first two years) were far less prevalent, with each mentioned by 12 per cent or less. When asked directly whether they were aware that the warranty covered different

[3] Excluding the 15 per cent answering 'don't know' regarding level of protection

items in the first two years compared to years three to 10, half the sample claimed to know this (50 per cent).

2.19 The National House Building Council was the warranty provider for two-thirds of respondents (67 per cent). No other answer came close to this level of mention.

2.20 Very few homebuyers had made contact with their warranty provider in an attempt to sort out faults or problems with the home (one per cent). Although they could have had contact for some other reason, it is highly likely that answers to the question 'Which of these comes closest to describing how you would speak about your warranty provider?' are, for a majority of homebuyers, based on little or no contact. This is reflected in a quarter of homebuyers answering 'don't know' (23 per cent) and a third saying they were neutral in their opinion (33 per cent). Few would be critical (seven per cent), and 36 per cent would recommend them to others.

Inspections and snagging reports

2.21 Many respondents claimed to have inspected the property themselves using a snagging checklist prior to moving in (68 per cent). Some had paid a surveyor to carry out a pre-move inspection (30 per cent). When asked specifically if they had **commissioned a snagging report at any point** 20 per cent said they had done so. The report was generally commissioned before moving in but sometimes afterwards.

2.22 Four in ten of those commissioning a snagging report claimed to have used their homebuilder (40 per cent). A third (32 per cent) commissioned it from an independent snagging company, most often New Build Inspections who were used by 24 per cent of those who commissioned a report. A fifth could not remember who did the snagging report for them (18 per cent).

Faults and problems with new home

2.23 Seventy per cent of new-build homebuyers found faults or problems with their home, as did 83 per cent of those in Scotland and 76 per cent of those who bought houses rather than flats. When asked how many there had been most respondents chose the 1-10 category (63 per cent), although some quoted over 50 instances (five per cent).

2.24 A wide range of faults and problems were mentioned, with no one issue emerging for a majority. Problems with the **decoration** (that is, painting and wallpapering) arose for 29 per cent of those who found faults/problems. This was closely followed by complaints about **glazing/windows** (27 per cent). **Poor plasterwork** was discovered by a quarter of the respondents who found faults/problems (25 per cent). The same proportion had **central heating/hot water** problems (25 per cent) and found **damaged/faulty kitchen units/appliances** (25 per cent). Some experienced problems with their **internal doors** (24 per cent). A **shower and/or tap(s) not working or not present** was the concern for 24 per cent of those who found faults/problems. **Faulty or missing sockets/switches** were mentioned by a fifth (20 per cent).

2.25 In addition to asking about **all** the faults/problems discovered, respondents were asked which had been the **most serious**, and were allowed to list up to three items. **Central heating and/or hot water issues** topped the list, mentioned by 20 per cent of those finding faults/problems. In second place was **windows/glazing**, which had been a major issue for 18 per cent.

2.26 A majority of those who found faults/problems contacted their homebuilder about resolving them (93 per cent). For most, this was the only course of action they took - 83 per cent of those who contacted their homebuilder did not do anything else.

2.27 Amongst those who had found faults/problems, half (48 per cent) were still in the process of sorting them out (whether this was through the homebuilder or by some other means). Unsurprisingly perhaps, those who were not still in the process of sorting faults or problems out were significantly more satisfied with the finish and construction of their home and the service they had received from their homebuilder.

2.28 When the faults/problems had been sorted, it had happened relatively soon after the issues were first discovered. Fifty per cent of those who experienced faults/problems said it took up to two weeks to get the faults or problems rectified, and for 22 per cent they were rectified within two weeks to a month. Some homebuyers did, however, have to wait many months before the faults/problems were resolved (for five per cent it took six months to a year and two per cent waited over a year).

2.29 A majority of those who were no longer attempting to rectify faults/problems (either because they had been sorted or because they had given up trying to get them sorted out) said **all** the issues had been resolved to their satisfaction (81 per cent).

2.30 Only 17 respondents had contacted their warranty provider and used the resolution or claims process in an attempt to resolve the situation. For nine of them, the process was still ongoing at the time of interview. For most of the rest (five people) the (outstanding) faults/problems covered under the warranty had been sorted within two weeks of involving the warranty provider.

2.31 The majority of homeowners who experienced faults/problems said resolving, or attempting to resolve, the situation had not cost them anything (so far) (85 per cent). When costs **had** been incurred, they were often a relatively small amount (less than £100 for 42 per cent). Fourteen per cent had spent £1,000 or more.

Overall ratings regarding finishing, construction and service received

2.32 The finishing work was rated positively by a majority of the sample (81 per cent), with 31 per cent saying it was 'very good' and 50 per cent 'good'. Even when faults/problems were discovered, a total of 75 per cent gave these ratings (23 per cent and 52 per cent respectively).

2.33 The quality of construction was scored slightly better than finishing, with 35 per cent 'very good' and 55 per cent 'good'. Again, although ratings fell amongst those who found faults/problems, it was still a majority who felt positive about construction quality (27 per cent 'very good' and 60 per cent 'good').

2.34 For half of new-build homebuyers the quality of construction and finishing was as they expected (52 per cent). The remainder were evenly split between the quality being better and it being worse (23 and 24 per cent respectively). That is, 76 per cent of respondents said the quality of construction and finishing was as they expected or better.

2.35 When asked about the quality of fixtures and fittings against their expectations, half said they were as envisaged (52 per cent). Of the remainder, there was a slight tendency towards thinking they were better than expected compared to worse (26 per cent versus 20 per cent respectively).

2.36 Prior to moving in, a majority (89 per cent) were satisfied with regard to the service they received from the homebuilder (44 per cent 'very satisfied' and 45 per cent 'satisfied'). When there had been faults/problems the level of 'very satisfied' fell to 36 per cent but, nevertheless, a total of 86 per cent expressed themselves as satisfied to some degree.

2.37 Amongst those who had contact with the homebuilder after moving in, the service received was satisfactory for 75 per cent (split 37 per cent 'very satisfied' and 38 per cent 'satisfied'). Many of those who had contact post-moving were people finding faults/problems, but even amongst this group 27 per cent were 'very satisfied' and 39 per cent 'satisfied'.

2.38 However, only 60 per cent would recommend their homebuilder to someone else. Nearly a fifth said they would be critical (18 per cent) and 21 per cent were neutral.

Buying new-build again

2.39 Despite 70 per cent finding faults/problems with their current home (see 3.24), when asked if they were looking to buy a home in the future how likely would they be to consider a newly built property, 48 per cent said 'very likely' and 32 per cent 'fairly likely'). Similarly when asked if they were to buy a brand new home again, how likely would they be to use the same homebuilder, 70 per cent said this was likely (38 per cent 'very likely' and 32 per cent 'fairly likely').

2.40 The greatest negative impact on likelihood to buy again from the same homebuilder came not from finding faults/problems, but from other factors, such as poor satisfaction with the construction. Although it was a minority of the sample who rated construction as 'poor' or 'very poor' (10 per cent), the overwhelming majority of them were unlikely to buy again from the same homebuilder (88 per cent). Amongst those finding faults/problems this proportion was only 32 per cent.

2.41 Rating the finishing as 'poor' or 'very poor' (19 per cent of respondents) also meant the homebuyer was far less amenable to a future purchase from the same homebuilder (76 per cent 'not very' or 'not at all' likely to do so).

2.42 When the homebuyer was dissatisfied with pre or post sales service, 70 per cent and 71 per cent respectively said they were unlikely to make a repeat purchase from the same homebuilder.

3 RESEARCH METHOD

3.1 The initial proposal was to conduct the survey using the National Land and Property Gazetteer (NLPG) as a source of addresses. A sample of homes that had, in theory, been completed within the last two years was drawn for the pilot. However, pilot interviewers found that many of these were not yet built. Hence the approach was revised for the main stage, with interviewers free-finding appropriate dwellings.

3.2 A total of 220 sample points were selected across Great Britain, which reflected the distribution of the population apart from:

- increasing the number of points in Wales in order to achieve a minimum of 100 interviews

- concomitantly decreasing the number of points in London and the South East

3.3 Each interviewer (one per sample point) was assigned a quota of five interviews. Quotas were set to:

- reflect the national split between new-build houses and flats (55 per cent and 45 per cent respectively)[4]

- achieve half of the interviews with those buying within the last year (2006 to 2007) and half with those who purchased one to two years ago (2005 to 2006)

- achieve at least 100 interviews with each of:
    - first-time homebuyers
    - retirement age homebuyers

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[4] Source: Number of housing starts and completions, Communities and Local Government Live tables
http://www.communities.gov.uk/housing/housingresearch/housingstatistics/housingstatisticsby/housebuilding/livetables/

3.4 A weighting on area and property type was applied to the data at analysis, to ensure the sample was as representative as possible. In the absence of data on the proportion of newly-built homes purchased by first-time homebuyers and those of retirement age, it was not possible to weight data on these factors. Hence the sample may contain a greater or smaller proportion than exist in reality.

3.5 Interviewers were instructed to speak to the person who was most involved in deciding to buy the property and dealing with the homebuilder[5] or estate agent. If a couple had bought the home together and both had equal involvement, it was acceptable to interview them both together.

3.6 The following eligibility criteria were applied:

- property was brand new when the household moved in
- the resident was the owner, not a renter (this also excludes all buy to let investors unless they are living at the property)
- no-one in the household had lived in the home as a council or housing association tenant prior to buying it
- the home had not been purchased through a shared ownership scheme
- a flat had not been formed by the conversion of a larger building into smaller units
- a house had not been formed by combining several smaller units
- the respondent had lived in the home for at least one month but no more than two years

[5] 'Homebuilder' should be understood to indicate both homebuilders and developers building homes

- to qualify as a first-time homebuyer, it had to be the first home bought for **all** those whose names appeared on the purchase deeds or mortgage agreement

- to qualify as a retirement homebuyer, **all** those whose names appeared on the purchase deeds or mortgage agreement had to be 65 or older at the time of purchase

3.7 Interviewers were also told:

- if a development had been built by only one homebuilder they could do no more than two interviews on it

- if it was a larger development with two or more homebuilders involved in construction, they could do no more than two interviews **per homebuilder**

3.8 Fieldwork ran from 24 October to 30 November 2007.

3.9 Throughout the report percentages are quoted for the total sample of 1,052 homebuyers. The total sample was also broken down into sub-groups during the analysis, to see whether there were differences between the answers given by different groups of homebuyers (for example, first-time homebuyers compared to those who had bought before). Where there are statistically significant[6] differences between sub-groups these are outlined in the text.

3.10 Please note that in some places in this report, figures in tables may not sum to the totals. This will happen either when 'don't know' responses have not been presented in a table or when more than one person was interviewed at the same property. In the latter of these cases, demographic information was recorded for both people, so when, for example, results are broken down by age, the bases of the age groups will sum to more than the total base.

[6] 95 per cent level of confidence

4 DECIDING TO BUY

Existing versus new properties

4.1 When deciding what to buy, half of the respondents looked at existing properties as well as newly built homes (51 per cent). Amongst retirement age homebuyers (that is, those aged 65 or over) there was less propensity to do so, with two-thirds viewing only new dwellings (67 per cent). A high proportion of this older group (65+) had previous experience of buying a brand new home (60 per cent). Hence for at least some of them it was an experience they wished to repeat. Unsurprisingly, the percentage of people having bought a brand new home before decreased with age, culminating in only 11 per cent of the 16 to 24 year olds having done so.

Table 4.1 How many had bought brand new homes previously in UK

		Age					
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**
	per cent	per cent	per cent	per cent	per cent	per cent	per cent
None	61	89	74	62	56	41	40
One	22	6	16	24	27	28	30
Two	10	5	6	10	9	23	17
Three	4	0	3	2	5	4	7
Four+	2	0	<1	2	4	3	6
Base: All respondents	(1,052)	(61)	(343)	(231)	(152)	(123)	(161)

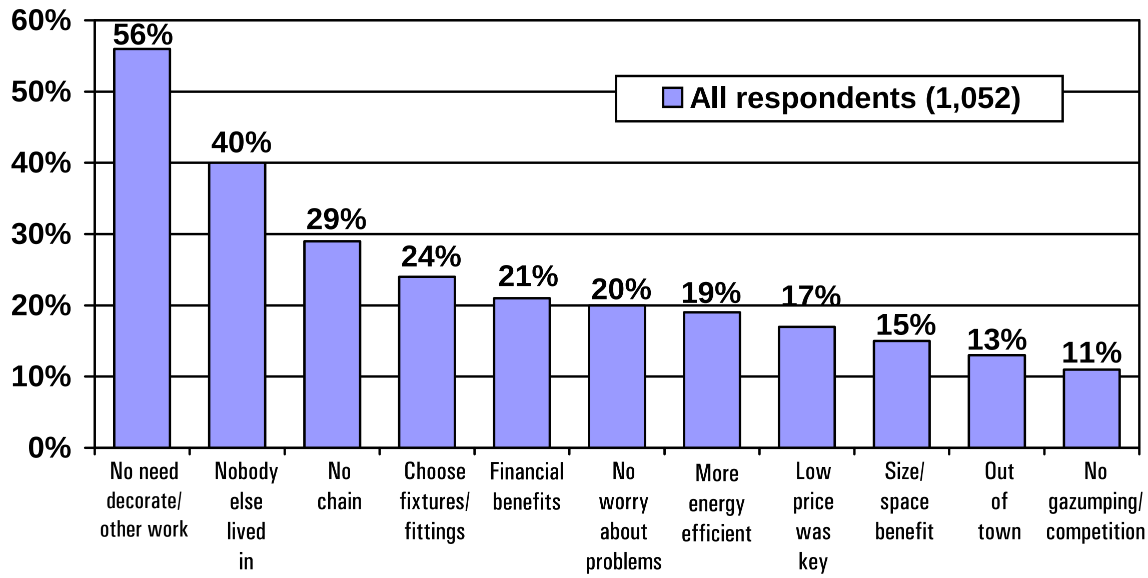
Reasons for buying a new property as opposed to an existing one

4.2 The main reason for buying a newly built dwelling was convenience, in that no decorating or other work would need to be done (mentioned by 56 per cent). This should be kept in mind when looking at the 70 per cent of homebuyers in Chapter 9 who found faults or problems with the property, inevitably leading to the inconvenience of trying to get them sorted out.

4.3 Forty per cent simply wanted a home that no-one else had lived in. This was less often the case for retirement age homebuyers (25 per cent). First-time homebuyers gave this reason more often than those who had bought before (45 per cent versus 38 per cent respectively), as did those in England/Wales (41 per cent) compared to Scotland, where the proportion fell to 30 per cent.

4.4 Some chose a brand new home because there would not be a chain of homebuyers (29 per cent). Again, this was of greater importance to first-time homebuyers (33 per cent compared to 27 per cent of repeat homebuyers) and those living in England/Wales (30 per cent). In Scotland only 16 per cent gave the lack of a chain of homebuyers as a reason.

Chart 4.2 Why chose to live in brand new home as opposed to an existing one that had already been lived in



4.5 Being able to choose some of the fixtures and fittings appealed to a quarter of all respondents (24 per cent), but was less attractive in Scotland (15 per cent) and amongst those aged 65 or over when they bought their home (12 per cent).

4.6 Financial benefits, such as the stamp duty, legal fees or deposit being (partly) paid, were quoted by a fifth (21 per cent), and were particularly important to first-time homebuyers (28 per cent). The proportion fell to 11 per cent in Scotland and 12 per cent amongst homebuyers aged 55 or over.

4.7 Allied to financial benefits, the low price of the new home was the key factor for 17 per cent or respondents, rising to 28 per cent for first-time homebuyers and 32 per cent amongst those purchasing a one bedroom property.

4.8 A fifth of respondents mentioned not having to worry about problems such as subsidence or dry rot (20 per cent). Once again, Scottish respondents were less likely to say this (12 per cent).

4.9 The energy efficiency of new homes was a motivating factor for a fifth of all respondents (19 per cent) – less so for first-time homebuyers and those aged 18 to 24 years (14 per cent and eight per cent respectively).

4.10 Size or space benefits contributed to the decision to buy a newly built home in 15 per cent of cases. As would be expected, this had less influence for those buying a flat (nine per cent) or a one-bedroom home (two per cent).

4.11 The out-of-town siting of the development was important to 13 per cent, rising to a fifth amongst those aged 55 or over (18 per cent).

4.12 In this chapter we have seen on several occasions that Scottish respondents were less likely to mention something compared to their English/Welsh counterparts. However, the reverse was true for the comment 'Asking price was set so could not be gazumped/no competitive bidding' where in Scotland 43 per cent gave this reason but only eight per cent of those in the two other countries did. This is explained by the fact that the process for buying homes in Scotland varies according to whether it is a new or existing home, with existing homes being bought on the basis of 'sealed bids' which allows much more scope for competitive bidding and the prospect of being outbid.

4.13 For a fifth of respondents in the 65 or over age group, when they bought the property a contributory factor was living in a complex specifically for older people (21 per cent). This group were also more likely to mention the property being close to relatives or friends (10 per cent).

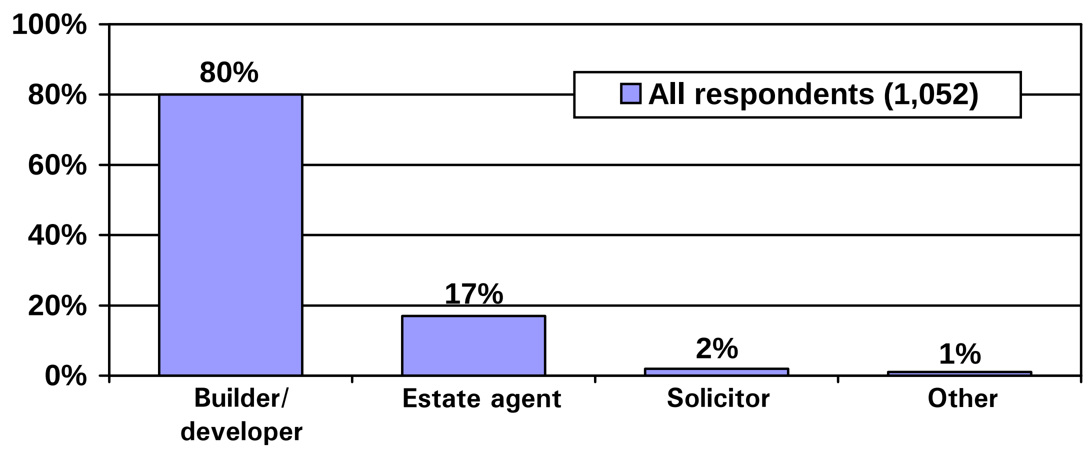
4.14 Comparing the answers given by those who looked at both new-build **and** existing properties to the answers given by those who looked at new build only, we see that some of the reasons for choosing a brand new home were more common amongst the former group, who were obviously better placed to draw comparisons:

- there was no chain of homebuyers (32 per cent versus 26 per cent)
- new homes are more energy efficient (22 per cent versus 17 per cent)
- low price was the key factor (20 per cent versus 14 per cent)

From whom was the new home bought

4.15 Most had bought directly from a homebuilder (80 per cent). Seventeen per cent had bought via an estate agent.

Chart 4.3 From whom the new home was bought



4.16 Significantly more English/Welsh respondents, those buying a flat and first-time homebuyers used an estate agent (see table 4.4). Amongst Scottish homebuyers, 13 per cent bought via a solicitor, compared to a mere one per cent in England/Wales.

Table 4.4 From whom the new home was bought by area, property type and whether first time homebuyer

	Total	Area		Property type		Homebuyer	
		Eng/ Wales	**Scotland**	**Flat**	**House**	**1st time homebuyer**	**Other**
	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Builder	80	80	78	73	86	78	81
Estate agent	17	**18**	8	**23**	12	**21**	15
Solicitor	2	1	**13**	4	1	1	3
Other	1	<1	1	<1	2	0	1
Base: All respondents	(1,052)	(957)	(95)	(473)	(579)	(292)	(760)

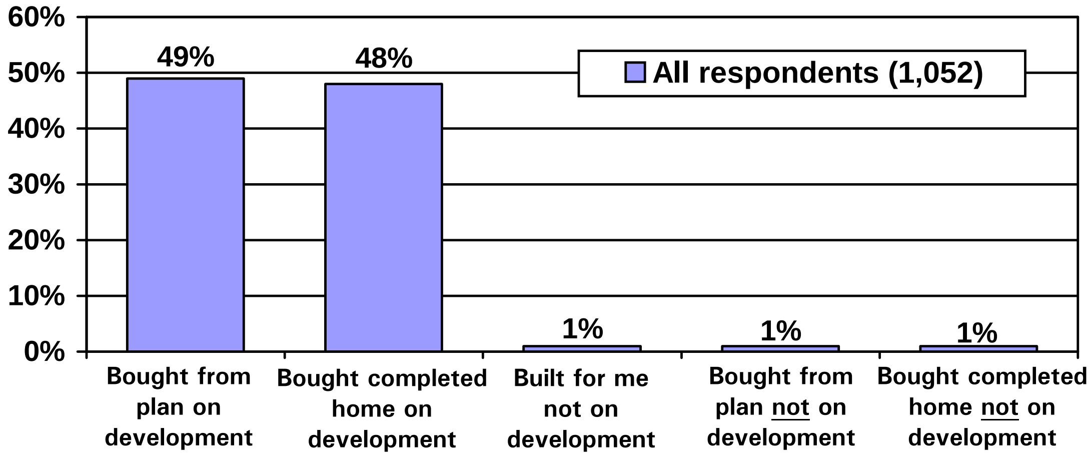
4.17 Those who bought from a homebuilder were asked which one it was. A total of 188 different names were given, ranging from large homebuilders to individual local homebuilders. The highest levels of mention were 15 per cent for Barratt Developments, followed by 14 per cent for Taylor Wimpey and 12 per cent for Persimmon. All other company mentions were three per cent or less.

4.18 Half of the respondents had not considered any other homebuilder (51 per cent), as had 57 per cent of flat dwellers and 64 per cent of those aged 65 or more. A fifth (19 per cent) had considered one other homebuilder and 13 per cent had given consideration to two others.

Whether home was part of a development and whether was bought from plan or completed

4.19 Most of our respondents had bought a home that was part of a development (97 per cent), with an equal split between buying off plan and buying a completed property. Buying off plan was more prevalent in Scotland (60 per cent) compared to England/Wales (48 per cent).

Chart 4.5 Whether home was part of a development and whether was bought from plan or completed

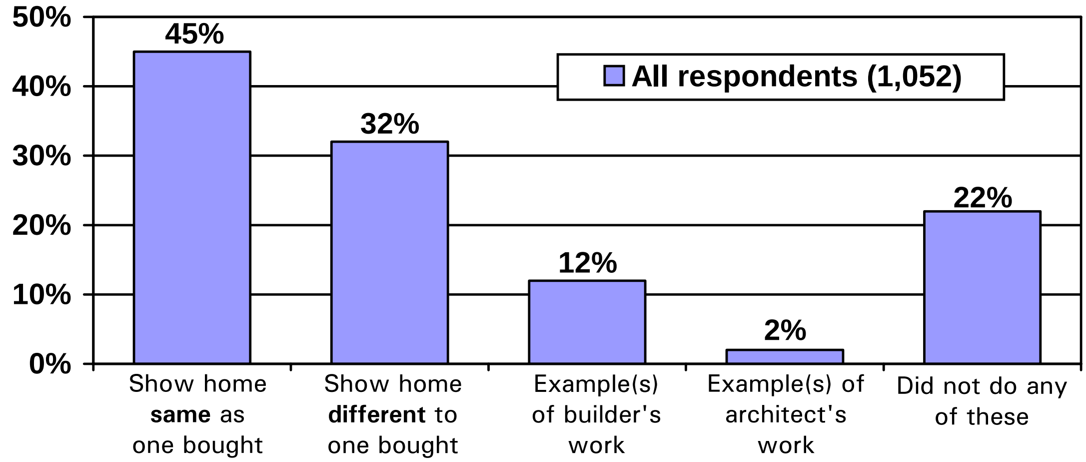


Whether a show home was viewed and how expectations regarding the level of similarity or difference compared to reality

4.20 A majority of respondents in all countries had viewed a show home (77 per cent). This was split 45 per cent seeing a show home that was the same as the one they bought (reducing to 34 per cent in Scotland) and 32 per cent seeing one that was different. Some had seen examples of the homebuilder or architect's work (14 per cent).

4.21 A fifth had neither viewed a show home nor an example property (22 per cent). First-time homebuyers and those buying a flat were more likely to fall into this category (27 per cent and 26 per cent respectively).

Chart 4.6 Whether viewed show home or example(s) of builder/architect's work



4.22 Those who had viewed a show home or seen examples of the homebuilder/architect's work were asked:

> 'On a scale of one to 10, where one is 'completely different' and 10 is 'identical', how similar or different to the show home/example you viewed did you **expect** your new home to be?'
>
> Followed by:
>
> 'And how similar or different **was** it?'

4.23 A mean score of 7.4 for the first part of the question suggests that most homebuyers expected their home to be reasonably similar to what they had viewed. A mean score of 7.2 for the second part of the question shows that their expectations were, in most cases, mostly met.

4.24 Table 4.7 provides more detail on the ratings. Expectations were largely met regardless of whether they were for the home to be completely different, totally identical or somewhere in between. There may, however, have been disappointment for some of those who gave their expectation as a '6', because 12 per cent moved into a home that was **completely** different to what they had imagined it would be.

Table 4.7 How similar or different was compared to expectations[7]

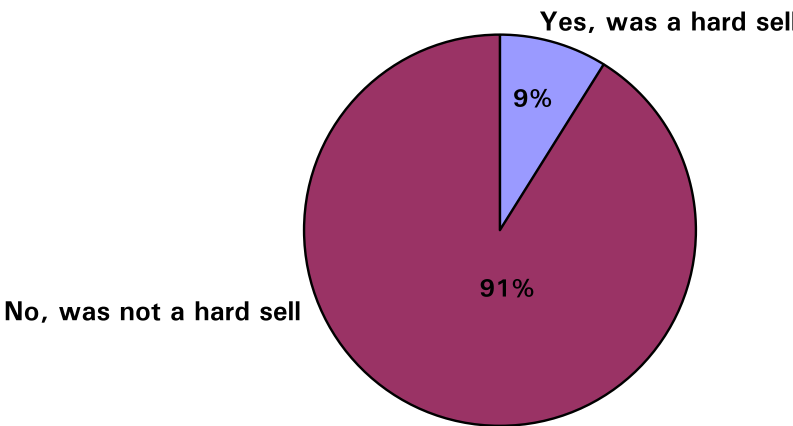
	Total	How similar or different expected home to be									
		1 = expected completely different	2	3	4	5	6	7	8	9	10 = expected identical
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
1 = home completely different	10	**88**	19	5	0	6	12	0	0	0	2
2	3	3	**76**	0	0	1	0	0	0	2	0
3	3	2	3	**78**	21	9	0	0	0	1	0
4	3	0	2	10	**66**	4	9	3	1	2	0
5	7	2	0	0	3	**65**	12	3	2	5	2
6	5	0	0	0	3	3	**54**	14	4	2	1
7	7	0	0	3	0	4	5	**65**	6	1	2
8	15	2	0	4	8	6	9	2	**71**	4	4
9	14	0	0	0	0	3	0	7	11	**75**	7
10 = home identical	30	3	0	0	0	0	0	7	5	8	**82**
Mean	7.2	1.6	1.9	3.3	4.2	4.9	5.3	7.1	8.0	8.4	9.4
Base: All viewing	(816)	(73)	(26)	(23)	(19)	(54)	(36)	(60)	(142)	(104)	(267)

Whether there had been a hard sell or not

4.25 Nine per cent of respondents said that they had experienced a hard sell, but a majority felt the sale of the property had **not** been a hard sell (91 per cent). This was true regardless of whether the seller was a homebuilder or an estate agent. The figure rose to 99 per cent in Scotland.

[7] Please note that the base counts for some of the groups (namely those scaled 2-6 on 'how similar or different expected home to be' are low and results may not be statistically representative.

Chart 4.8 Whether had been a hard sell or not



Base: All buyers (1,052)

4.26 A third of those who said it was not a hard sell explained their answer in terms of not being pushed or pressured in any way (33 per cent), although this was less often the case in Scotland, where the figure fell to a fifth (21 per cent).

4.27 A fifth said there was no need for hard selling techniques because they were definite about buying the property (19 per cent). Eleven per cent made comments such as 'the ball was in our court', 'we could have walked away' and 'the choice was ours', highlighting that the homebuyer felt in control of the buying process.

4.28 The friendly, laid-back, relaxed, informal or easy-going nature of the person/people they dealt with was cause for nine per cent to say it was not a hard sell. Some said they had been left alone to make their minds up, without pestering, hassling or follow-up (seven per cent).

4.29 The minority (nine per cent or 93 respondents) who felt the process **had** been a hard sell gave their reasons as the homebuilder or estate agent:

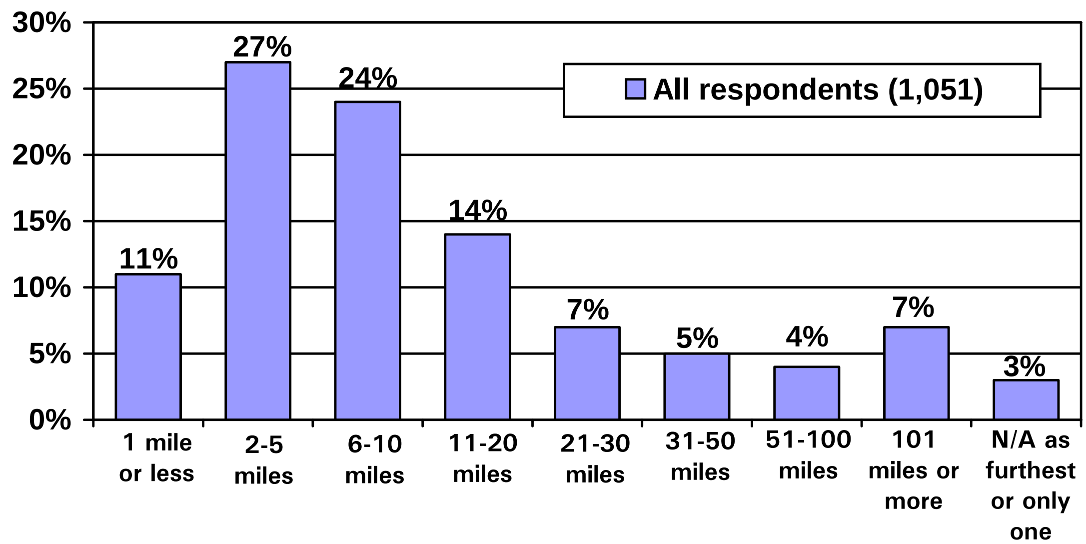
- was very pushy/leaned on us (17 per cent)

- exerted pressure to complete/exchange by a specific date (12 per cent)
- told us we would lose it if we did not make our minds up fast (11 per cent)
- they wanted us to take out their mortgage (five per cent)

How far from their current home was the furthest property considered

4.30 Most homebuyers had considered properties within a relatively small geographical area. Six in 10 said the furthest property they looked at was within one to 10 miles of their current home (62 per cent). Buying a property more than 50 miles from their current home was only a possibility for one in 10 (11 per cent).

Chart 4.9 How far from current home was furthest property considered



4.31 Those who bought their property when aged 65 or older were more likely to have had a very small search area. For 19 per cent the most distant dwelling considered was within one mile of the current home. However, they were also more likely than younger homebuyers to be at the opposite extreme, with 14 per cent saying they considered a home 101 miles or more from where they currently live. This might tie in with the 10 per cent of this group who said 'I want to move closer to relatives/friends' when asked why they had bought a brand new home (see 4.13).

5 MOVING-IN DATES AND DELAYS

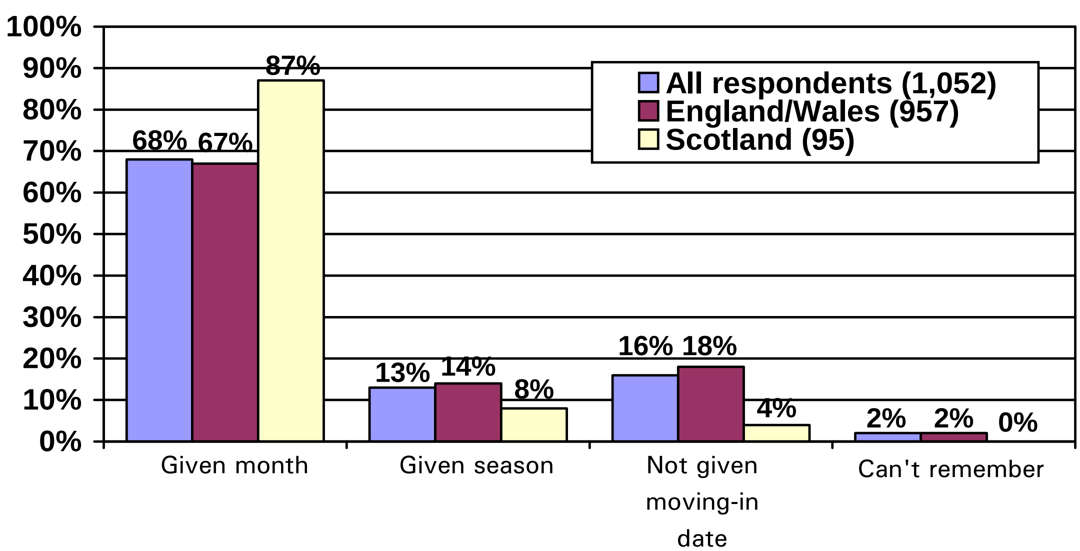
Whether they were given a moving-in date when they agreed to buy

5.1 At the point of agreeing to buy the property, two-thirds of respondents were told the **month** they could move into their new home (68 per cent). This was substantially more likely to happen in Scotland (87 per cent). Thirteen per cent of respondents were given a less specific answer, in the form of the **season** they could move. A fifth of English/Welsh respondents were **not** given a moving-in date (18 per cent), compared to only four per cent in Scotland.

5.2 Intuitively, one might expect more of those buying a completed home on a development to get a moving-in date compared to those buying off a plan. In fact the **latter** group were more likely to be told when they could move in (78 per cent versus 89 per cent respectively). However, three-quarters of those who bought off plan were told the date was an estimate (75 per cent). For those buying a completed home this fell to 56 per cent.

5.3 Homebuilders were more likely to give a moving-in date compared to estate agents (86 per cent versus 62 per cent respectively).

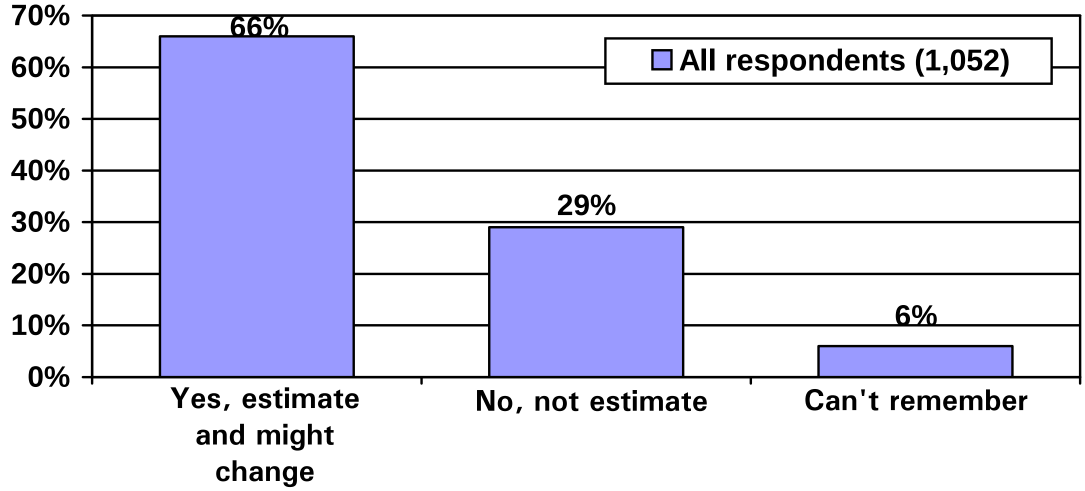
Chart 5.1 Whether given a moving-in date when agreed to buy



Whether the moving in date was an estimated date and might change

5.4 Two-thirds were told the date was an estimate and might change (66 per cent). Amongst those given a **month** for moving in, 63 per cent were told this. Those given a **season** for moving in were far more likely to be told it could alter (80 per cent).

Chart 5.2 Whether the moving in date was an estimated date and might change



Whether the property was ready to move into on the date initially told

5.5 Two-thirds of those given a moving-in date said the property was ready for them by the date they were told, regardless of whether this had been a month or a season (68 per cent).

5.6 There were no significant differences between results for Scotland and England/Wales in the proportion of homebuyers given an estimated date or the proportion of homebuyers whose property was ready to move into by the date they were told.

5.7 Seventy-four per cent of those who were **not** told that the moving in date was an estimate were able to move in by the date they were given. However, even amongst those given an estimated date it was nevertheless a majority who could move in at the time originally told (64 per cent).

Table 5.3 Whether the property was ready to move into on the date originally told

		Total	Whether told was an estimated date and might change	
			Yes, estimate and might change	No, not estimate
		per cent	per cent	per cent
Whether property was ready by date told	Yes, ready by date told	68	64	74
	No, not ready by date told	32	36	26
	Can't remember	1	<1	0
Base: Those given moving in date		(861)	(559)	(244)

5.8 There was a big difference in properties being ready between those buying on a development from a plan (59 per cent ready by date told) and those buying a completed or almost completed home on a development (78 per cent ready by date told).

Reasons for not being able to move into new home on date told

5.9 Most commonly, the reason for **not** being able to move in on the date originally given was simply that the building works were behind schedule and the property was not finished (64 per cent). Five per cent said it was specifically the inside that had not been completed.

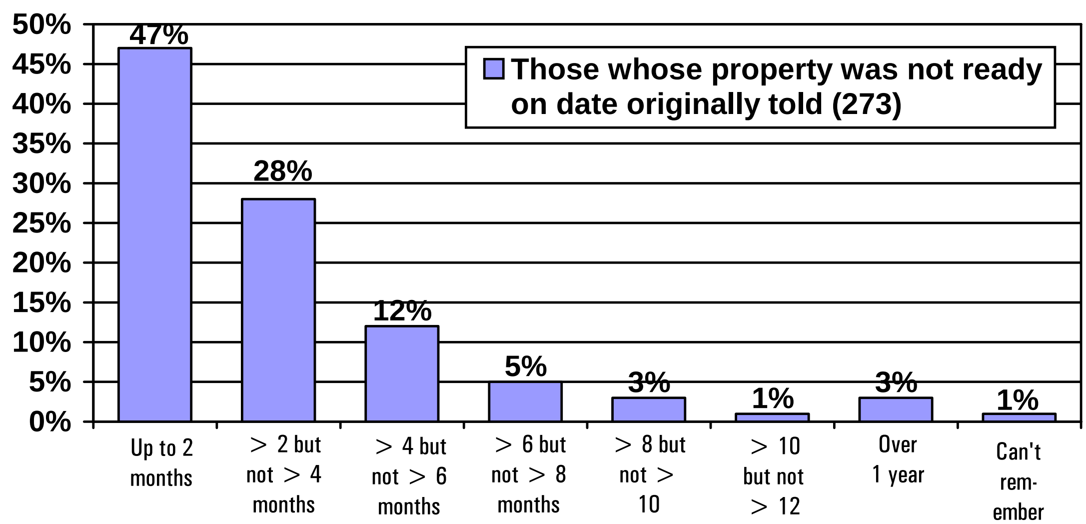
5.10 Adverse weather, including flooding, was specified as the reason by 11 per cent. Delays in paperwork, such as taking longer than expected to sort out the contracts, was the reason for the hold-up for five per cent. Sewerage problems were cited by four per cent. A further four per cent said they were not given a reason for the delay.

5.11 Broadly speaking, the reasons for a delay were the same regardless of whether the home on a development was bought from a plan or was (almost) completed. The biggest difference arose for delays due to weather (13 per cent amongst those buying from a plan versus four per cent amongst those whose home was (almost) completed when they bought it).

How long after original moving-in date was home actually ready

5.12 Just less than half of those who experienced a delay were able to move in within two months of the original date (47 per cent). Three per cent had to wait more than a year.

Chart 5.4 How long after moving-in date was home ready



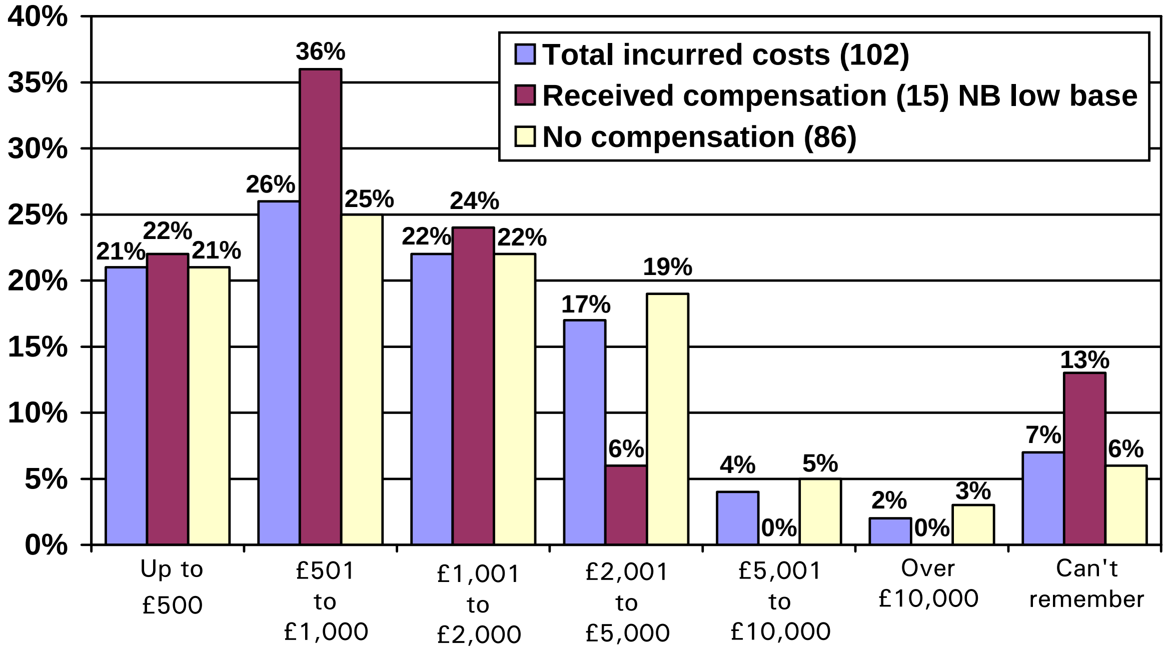
Whether received compensation for delay

5.13 The homebuilder was highly unlikely to provide compensation for the delay, with only nine per cent of those who could not move in on the original date saying this had been the case.

Whether incurred costs as a result of home not being ready

5.14 Some of those whose new home was not ready on the date they were initially told when they agreed to buy the house had incurred costs for rented accommodation, property storage, et cetera (37 per cent). These ranged from less than £500 to over £10,000 (21 per cent and two per cent respectively of those incurring costs). None of those with the highest extra costs (above £5,000) were given compensation by the homebuilder (see chart 5.5).

Chart 5.5 Costs incurred as result of home not being ready



6 PRICE PAID FOR PROPERTY, AND WHETHER A DEPOSIT AND/OR RESERVATION FEE WAS PAID

Whether price first quoted was price actually paid

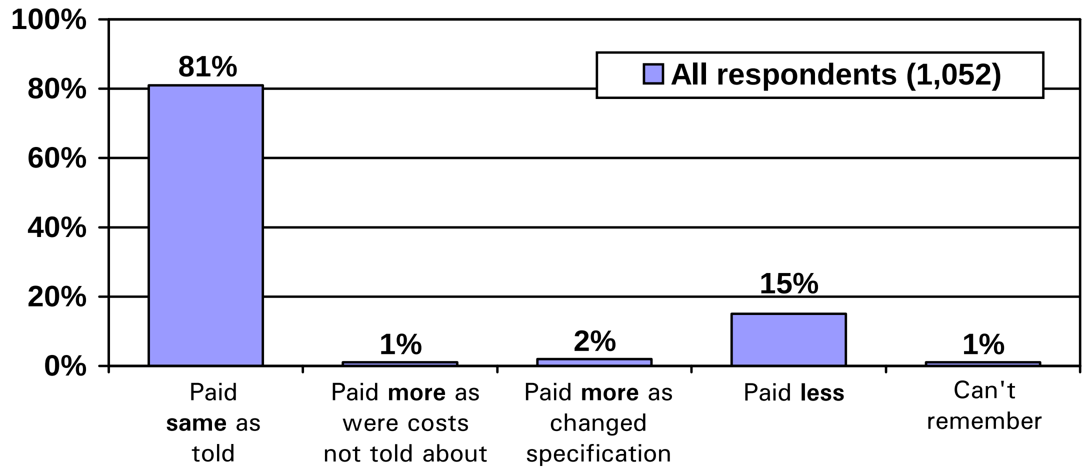
6.1 The price first quoted was the price actually paid for most homebuyers (81 per cent). This was particularly the case for first-time homebuyers (87 per cent). Buying on a development on the basis of a plan was more likely to result in a static price compared to buying a completed home on a development (86 per cent versus 76 per cent respectively).

6.2 Those who said the price changed were asked whether they ended up paying **more** or **less** than first quoted. For most, the answer was less (83 per cent). This was particularly true in relation to a completed home on a development (91 per cent).

6.3 When the purchase price had increased, this was most often due to the homebuyer adding to or changing the specification (58 per cent). Some said there were costs they were not told about initially (43 per cent).

6.4 Looking at the above on a base of **all** homebuyers gives the figures in chart 6.1, showing that very few new-build homebuyers pay more than they were originally quoted.

Chart 6.1 Whether paid same, more or less than price told initially and, if more, why



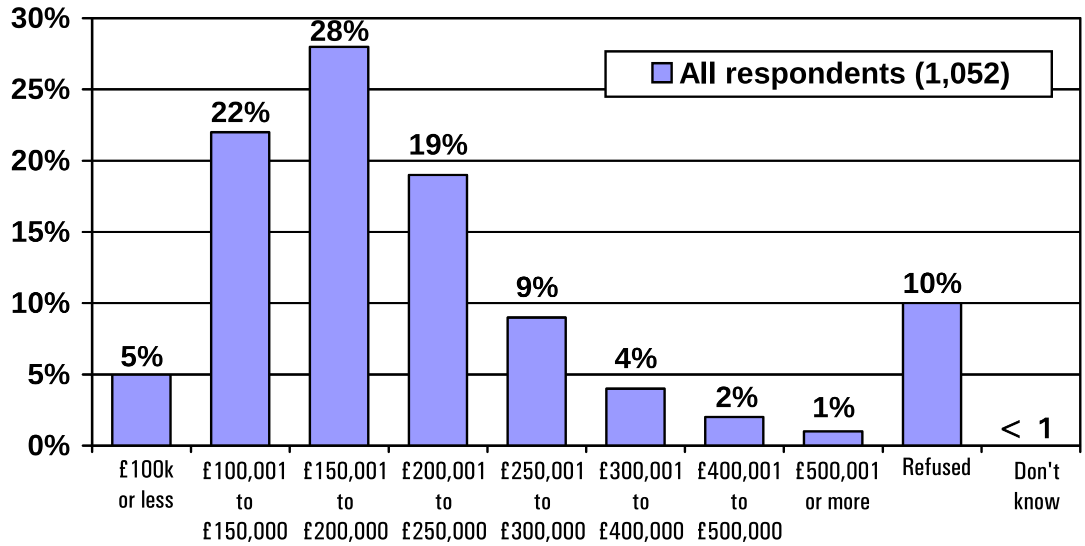
6.5 The 18 homebuyers who paid more because there were costs they were not told about originally said the additional costs covered a range of items, such as legal fees, curtains and carpets, and service charges. The scale of the additional costs varied widely, from five people spending between £501 and £1,000 to six homebuyers spending over £10,000 extra.

Price paid for new home

6.6 The price paid for the new home ranged from £68,000 to £855,000, with a mean of £200,000. As would be expected, the following groups bought cheaper properties:

- those buying a flat compared to a house (average £165,000 versus £227,000 respectively)
- first-time homebuyers compared to those who had experience of buying a property homebuyers (£173,000 versus £211,000 respectively)
- homebuyers in Scotland compared to England/Wales (£167,000 versus £203,000)

Chart 6.2 How much paid for property



6.7 The average price increased with age up to the 55 to 64 years category, from £148,000 for those aged between18 and 24 to £230,000 for those aged 55 - 64. It then fell to £190,000 for those aged 65 or older, presumably due to down-sizing.

Whether paid reservation fee and, if so, how much paid

6.8 Just over half of those who gave a purchase price said they paid a reservation fee (54 per cent). Those most likely to do so were house homebuyers (61 per cent versus 47 per cent of flat homebuyers).

6.9 The range of reservation fees was £20 - £50,000, with a mean of £1,485.

6.10 For most (94 per cent), the reservation fee was less than one per cent of the purchase price.

Whether a deposit was paid and, if so, how much

6.11 Most homebuyers[8] paid a deposit (84 per cent), although this was less likely in England/Wales compared to Scotland (83 per cent versus 93 per cent respectively).

6.12 Table 6.3 shows the deposit ranged from £50 - £200,000. As a proportion of the purchase price, four in 10 paid less than one per cent (38 per cent). At the other end of the scale, some said their deposit was over a fifth of the cost of the property (eight per cent). The mean deposit worked out at seven per cent of the purchase price.

6.13 Those buying a house (rather than a flat) and homebuyers in England/Wales paid the largest percentage as a deposit (see table 6.3). First-time homebuyers more often paid one - 5 per cent compared to those who had bought before, who were more likely to pay less than one per cent.

[8] Excluding those who refused to give a purchase price (10 per cent) or could not remember it (less than one per cent)

Table 6.3 Proportion of purchase price paid as a deposit

	Total	Area		Property type		Homebuyer	
		England/ Wales	Scotland	Flat	House	First time homebuyer	Other
	per cent	per cent	per cent	per cent	per cent	per cent	per cent
< one per cent	38	36	62	39	38	27	43
1-5 per cent	26	26	24	30	22	36	22
6-10 per cent	19	20	5	16	21	22	17
11-20 per cent	10	10	4	9	10	10	9
21-30 per cent	4	4	5	5	3	2	5
31-40 per cent	2	2	0	<1	2	1	2
41-50 per cent	1	1	0	0	2	1	1
51-100 per cent	1	1	0	1	1	1	1
Mean	6.8	7.2	3.2	5.9	7.5	6.7	6.8
Base: All who didn't refuse the questions about prices and who paid a deposit	(697)	(625)	(73)	(305)	(392)	(205)	(493)

Whether any financial benefits were associated with the sale

6.14 Eight in 10 (78 per cent) had some kind of financial benefit associated with the sale, ranging from getting free fixtures or fittings (59 per cent) to (some of) the stamp duty being paid (23 per cent). The homebuilder paid (part of) the legal fees for 19 per cent of homebuyers while for 14 per cent (some of) the deposit was paid. One in 10 did a part exchange on their previous home.

6.15 In Scotland fewer homebuyers received a benefit associated with the purchase compared to in England/Wales (see table 6.4). For example, the proportion of Scottish respondents having (part of) their stamp duty paid was half that in England/Wales (12 per cent versus 24 per cent respectively).

6.16 Those selling a flat were more likely to offer free fixtures and fittings compared to those selling a house (65 per cent versus 53 per cent respectively). Flats were also more likely to have (part of) the legal fees paid. Houses were much more likely to be subject to part exchange with 14 per cent of respondents buying a house experiencing a part exchange compared to just four per cent of those buying a flat.

6.17 First-time homebuyers were more likely to have (part of) their deposit paid compared to repeat homebuyers (23 per cent versus 10 per cent respectively).

Table 6.4 Whether any financial benefits were association with the sale

		Area		Property type		Homebuyer	
	Total	**England/ Wales**	**Scotland**	**Flat**	**House**	**First time homebuyer**	**Other**
	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Got some fixtures/ fittings free	59	59	56	65	53	60	58
Paid (part of) stamp duty	23	24	12	20	25	25	22
Paid (part of) legal fees	19	20	13	23	16	19	19
Paid (part of) deposit	14	14	10	14	13	23	10
Part exchanged previous home	10	10	5	4	14	4	12
Arranged mortgage	6	6	2	7	4	7	5
No benefits applied	22	21	34	20	24	20	23
Base: All respondents	(1,052)	(957)	(95)	(473)	(579)	(292)	(760)

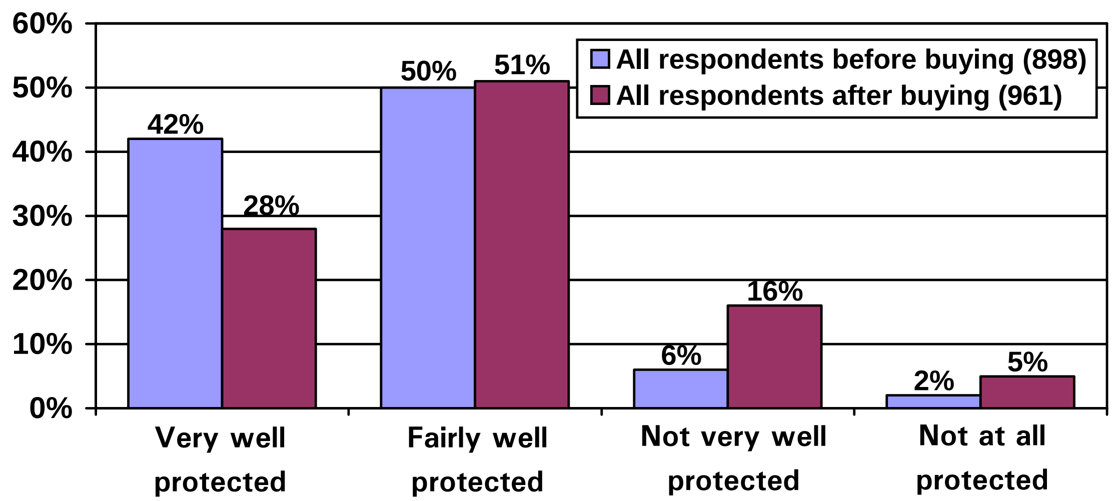
7 CONSUMER PROTECTION AND AWARENESS AND KNOWLEDGE ABOUT THE WARRANTY

Consumer protection

7.1 When they first decided to buy their newly-built home, the vast majority of homebuyers[9] (92 per cent) thought they would have a certain level of protection if something went wrong (for example, if the property was not completed on time or there were problems after moving in). Retirement homebuyers were particularly likely to say they would be 'very well protected' (57 per cent compared to 42 per cent or less in the other age groups).

7.2 Having been through the purchase process, somewhat fewer respondents[10] felt that homebuyers were 'very well protected' (see chart 7.1).

Chart 7.1 Level of protection thought had before and after buying



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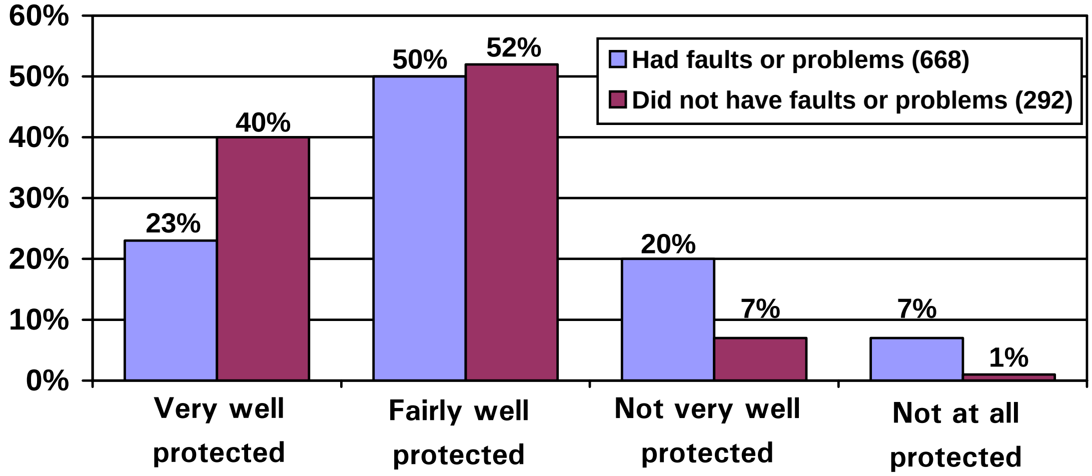
[9] Base excluding the 15 per cent answering 'don't know' regarding level of protection

[10] Base excluding the nine per cent answering 'don't know' regarding level of protection

7.3 Unsurprisingly, those who experienced problems with their home were more likely post-purchase to say homebuyers were 'not very well protected' or 'not at all protected' compared to those who did **not** experience problems (see chart 7.2).

Chart 7.2 Level of protection homebuyers thought they had after buying split by whether or not property had faults/problems



7.4 Table 7.3 shows the movement from one rating to another in detail. Most of those feeling 'very well protected' pre-purchase felt the same post-purchase, but a third moved down to 'fairly well protected'.

7.5 Most of those saying 'fairly well protected' to start off with also remained with the same rating. A minority changed to a lower rating. One in 10 gave the **higher** rating of 'very well protected'.

7.6 Half the minority who initially thought they were 'not very well protected' kept this view after buying the home, while some changed to 'not at all protected'. However, three in 10 gave an improved rating (30 per cent).

7.7 Similarly, half the minority who said 'not at all protected' before buying felt the same after the purchase. The remainder changed to a better rating, generally 'not very well protected'.

Table 7.3 Changes in opinion of how well protected homebuyers are – pre purchase versus post purchase

		Total	When **first** decided to buy home how well protected thought would be			
			Very well protected	Fairly well protected	Not very well protected	Not at all well protected
		per cent	per cent	per cent	per cent	per cent
After buying home how well protected thinks homebuyers are	Very well protected	28	60	10	0	5
	Fairly well protected	51	32	72	30	8
	Not very well protected	16	5	17	52	34
	Not at all protected	5	3	1	18	53
Base: All exc. don't know		(961)	(359)	(440)	(52)	(21)[1]

Awareness and knowledge of warranty

7.8 Nine in 10 new-build homebuyers were aware that there was a warranty on their home, and a further five per cent presumed there was (see table 7.4). Only one per cent said they did **not** have a warranty, leaving three per cent who were unsure whether they did or not.

7.9 The highest levels of awareness were amongst:

- homebuyers living in England/Wales
- those buying a house as opposed to a flat
- repeat homebuyers as opposed to first-timers
- 55 to 64 year olds

Table 7.4 Awareness of warranty

	Total	Area: Eng/ Wales	Area: Scot	Property: Flat	Property: House	Homebuyer: 1st time	Homebuyer: Other	Age: 18-24	Age: 25-34	Age: 35-44	Age: 45-54	Age: 55-64	Age: 65+
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Yes	91	91	85	87	94	87	92	89	91	87	94	98	88
Presume so	5	5	5	8	3	8	4	7	5	8	6	1	5
No	1	1	2	1	1	2	1	0	1	3	0	<1	0
Don't know	3	2	8	4	2	3	2	4	2	3	0	0	7
Base: All homebuyers	(1,052)	(957)	(95)	(473)	(579)	(292)	(760)	(61)	(343)	(231)	(152)	(123)	(161)

7.10 When asked what they had been told about the warranty and what it covered, the most frequent answer related to its longevity, in that it lasted for 10 years (76 per cent). There was a marked difference between the proportion saying this in England/Wales (78 per cent) and Scotland (59 per cent). The latter were more likely than their English/Welsh counterparts to say they could not remember what they had been told (13 per cent versus six per cent respectively).

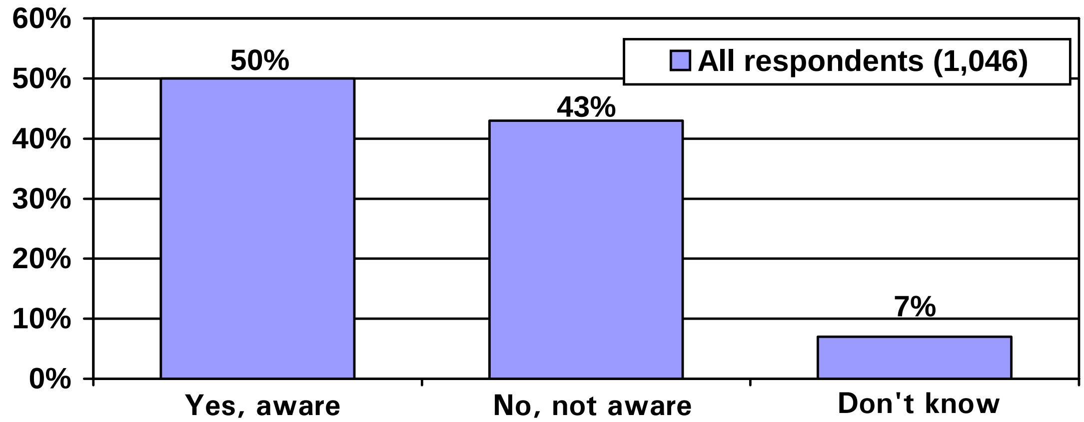
7.11 Other features of the warranty were far less prevalent in the minds of respondents. Only one in 10 gave each of the following as an answer:

- guaranteed that the home was built to certain standards (12 per cent)
- snagging defects/finishing problems are covered in first two years (12 per cent)
- different things covered in years one and two compared to years three to 10 (12 per cent)

7.12 Four per cent of homebuyers said they were told nothing about the warranty and what it covered. Eleven per cent thought the warranty would cover putting right any defects/problems when in fact it only covers defects and problems as specified.

7.13 When asked directly whether they were aware that the warranty covered different items in the first two years compared to years three to 10, half of respondents claimed to know this (50 per cent). The highest awareness levels were amongst those who bought houses rather than flats (54 per cent) and people who had bought before (52 per cent).

Chart 7.5 Awareness of warranty covering different items in first two years



Warranty provider

7.14 Two-thirds said the National House Building Council (NHBC) was their warranty provider (67 per cent)[11]. No other answer came close to this level of mention. Zurich was the organisation in second place, being the warranty provider for four per cent. More than one in 10 (13 per cent) said their warranty provider was the homebuilder or service provider (such as Homeserve). This question asked respondents who their warranty provider is. To our knowledge there are no homebuilders who provide warranties. It may be possible that some homebuyers

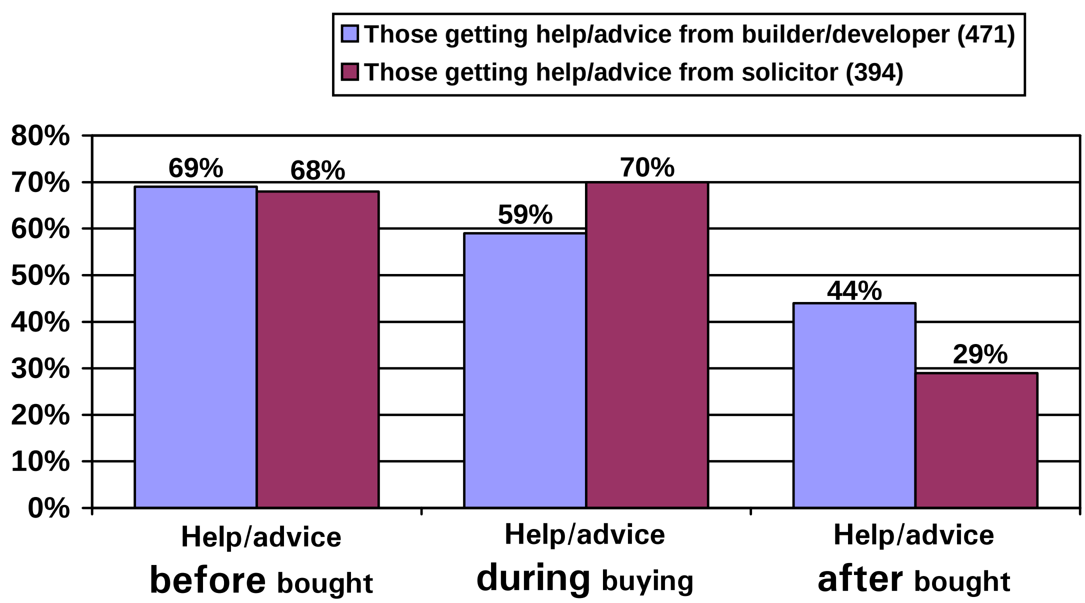
[11] NHBC's Buildmark warranty covers more than 80 per cent of new homes built in the UK *NHBC Annual Review 2007*

have misinterpreted provider for supplier or that they know little about the warranty and assumed that it is provided by their homebuilder. Sixteen per cent did not know the warranty provider's name. Not surprisingly, those who had found faults or problems with their home were less likely to give this answer compared to those who had not experienced any difficulties (14 per cent versus 20 per cent respectively).

Whether given help/advice about warranty and what it covered

7.15 Three-quarters had received help or advice about the warranty (74 per cent), sometimes from more than one source. Often it came from the homebuilder (46 per cent) or a solicitor (39 per cent). The timing of the help or advice varied depending on the source. Homebuilders were most likely to be involved **before** the purchase was made, while solicitors were equally likely to be involved both **before** and **during** the sale (see chart 7.6).

Chart 7.6 Timing of help/advice



Experience and opinion of warranty provider

7.16 Very few homebuyers had made contact with their warranty provider in an attempt to sort out faults or problems with the home (one per cent). Although they could have had contact for some other reason, it is highly likely that answers to the question 'Which of these comes closest to describing how you would speak about your warranty provider' are, for a majority of homebuyers, based on little or no contact.

7.17 This is reflected in a quarter of homebuyers answering 'don't know' and a third saying they were neutral in their opinion (see table 7.7). Few would be critical (five per cent), and 36 per cent would recommend them to others.

7.18 Unfortunately, an analysis of the answers by warranty provider was not possible as there were insufficient respondents to give a sensible base size for each one (see 7.14). However, figures for the two warranty providers named most often are shown in table 7.7. The only significant difference is the greater percentage of 'don't know' answers amongst those whose provider is Zurich.

Table 7.7 How would speak about warranty provider

	Total	Warranty provider NHBC	Zurich
	per cent	per cent	per cent
Recommend without being asked	14	14	9
Recommend if asked	22	23	15
Neutral	34	37	39
Critical if asked	2	3	0
Critical without being asked	3	4	1
Don't know	23	19	35
Don't have a warranty	1	1	0
Base: All respondents exc. those who said warranty provider was builder/service provider[12]	(938)	(696)	(38)[13]

[12] The 93 respondents who gave the name of their builder/developer or service provider as the warranty provider have been removed from the base, as there are no homebuilders who provide warranties

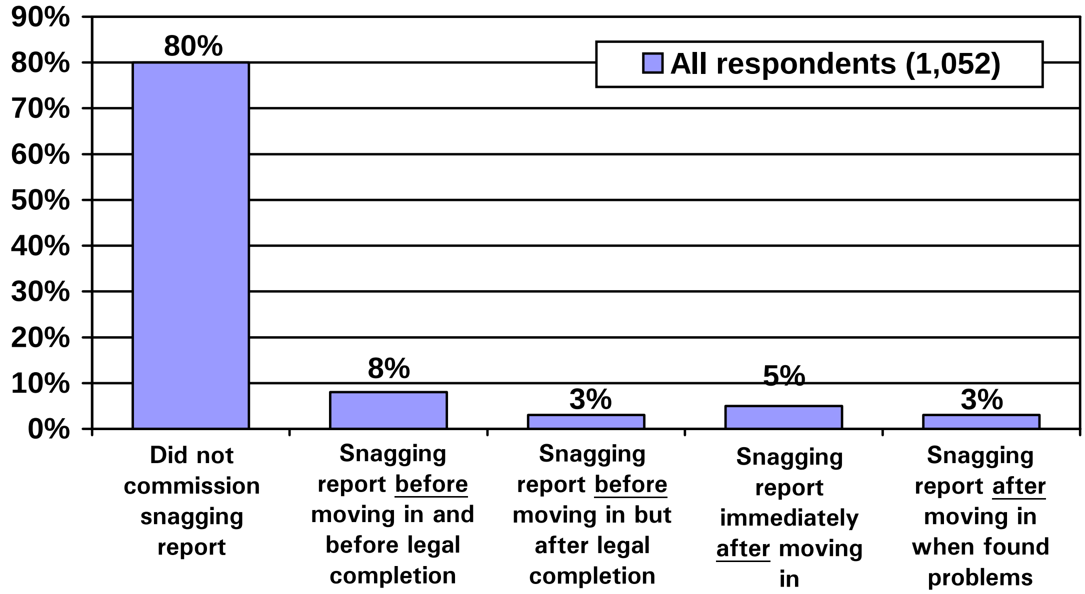
[13] Low base: please note that this result is based on a small number of observations and may not be statistically representative

8 INSPECTIONS AND SNAGGING REPORTS

8.1 Many homebuyers claimed to have inspected the property themselves using a snagging checklist prior to moving in (68 per cent). Some had paid a surveyor to carry out a pre-move inspection (30 per cent).

8.2 When asked specifically if they had **commissioned a snagging report** at any point 20 per cent said they had done so, although this fell to 11 per cent in Scotland. The report was generally commissioned before moving in but sometimes afterwards (see chart 8.1).

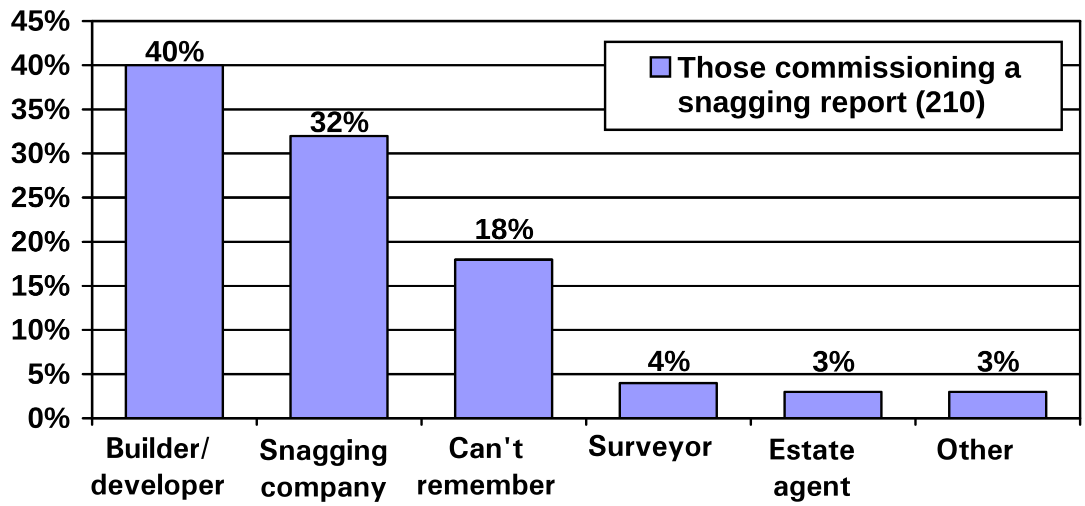
Chart 8.1 Whether commissioned snagging report and, if so, at what point



8.3 Four in ten of those commissioning a snagging report said they commissioned their homebuilder (40 per cent). To our knowledge, homebuilders do not offer snagging reports of the sort provided by commercial snagging companies. They may offer a pre-handover snagging walk through the home with identified snags and any rectification required being listed, but this is not the same as a commissioned snagging report. Thus it is extremely likely that these 40 per cent did not actually commission a snagging report but have confused this with the walk through snagging list. A third (32 per cent) said they commissioned it from an independent snagging company, most often New Build Inspections (used by 24 per cent of those who had commissioned a report).

8.4 A fifth could not remember who did the snagging report for them (18 per cent).

Chart 8.2 Who commissioned snagging report from



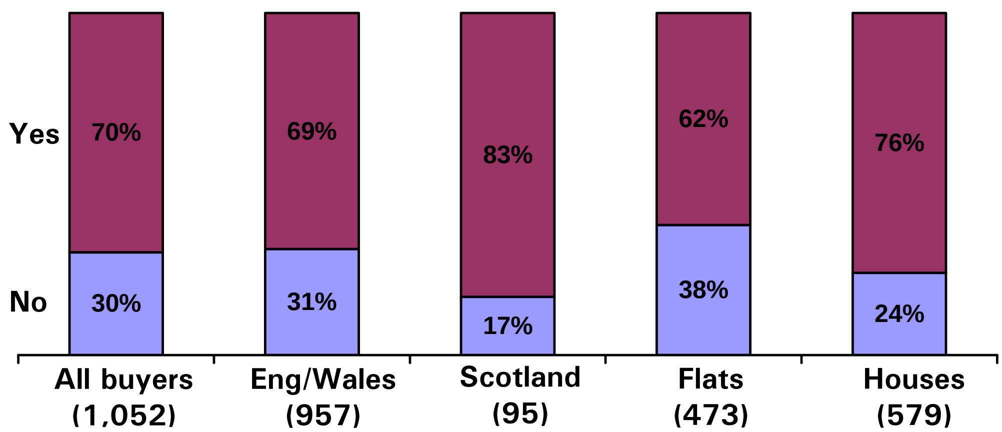
9 FAULTS AND PROBLEMS WITH NEW HOMES

Whether the homebuyers found faults or problems with their new homes

9.1 Although this survey asked consumers about their experiences of faults and problems with their new home, the OFT recognises that not all faults (particularly structural faults) are likely to materialise within two years. Analysis of data provided by warranty providers will be undertaken as part of the market study to address these.

9.2 Seventy per cent of the sample had experienced problems or found faults with their new home. This was more likely in Scotland, where the proportion rose to 83 per cent, compared to 69 per cent in England/Wales. Those buying a house were also more likely to be affected than those buying a flat (76 per cent versus 62 per cent respectively).

Chart 9.1 Whether found faults or problems with new home

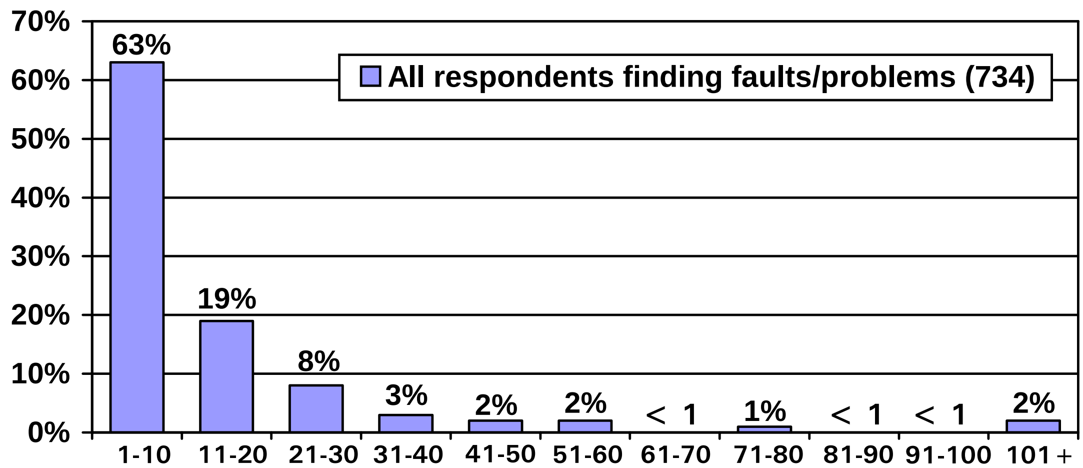


9.3 Another significant difference between sub-groups was those buying off plan on a development were more likely to experience problems/faults than those buying a completed house on a development (73 per cent versus 68 per cent respectively). Buying through a homebuilder as opposed to via an estate agent also meant a greater likelihood of discovering faults/problems (73 per cent versus 61 per cent respectively).

Number of faults or problems found

9.4 Those who found faults or problems were asked how many there had been (and to include every instance of every type of fault/problem in their count). The answer generally fell into the one to 10 category (63 per cent). A fifth experienced 11 to 20 faults/problems. Although in a minority, some homebuyers discovered a high number, with five per cent saying there had been over 50 instances.

Chart 9.2 How many faults/problems found



9.5 Table 9.3 shows that some groups were more likely to say the number of faults/problems was small (from one to 10), namely:

- retirement age homebuyers compared to younger homebuyers
- those living in a flat as opposed to a house
- those buying a completed home on a development as opposed to off-plan

Table 9.3 How many faults/problems found

		Bought on development		Property type		Age					
	Total	Plan	Com-plete	Flat	House	18-24	25-34	35-44	45-54	55-64	65+
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
1-10	63	58	68	73	56	58	55	59	71	58	83
11+	37	42	32	27	44	42	45	41	29	42	17
Base: All finding faults/ problems	(734)	(379)	(338)	(293)	(441)	(39)	(238)	(173)	(109)	(88)	(102)

Most serious problems/faults

9.6 Respondents who found problems/faults with their newly built home were asked to list (up to) the three **most serious** ones. At this stage, two per cent said the problems had only been minor.

9.7 A fifth said the problem(s) related to the central heating and/or hot water supply (20 per cent). Almost as many had found the biggest faults with their windows/glazing (18 per cent).

9.8 Poor plastering was mentioned by 14 per cent, while 16 per cent had issues with the wallpapering or painting.

9.9 Interior doors caused problems for 14 per cent and external doors for 12 per cent.

9.10 One in 10 said flooring was damaged or substandard (10 per cent).

9.11 Bathrooms and kitchens were common sources of faults/problems:

- shower and/or taps missing or not working (14 per cent)
- toilet not working/flushing (properly) (11 per cent)
- water leak from toilet/basin (five per cent)

- damaged sanitary ware (four per cent)
- damaged or faulty kitchen units/appliances (13 per cent)
- poorly installed/missing kitchen units (five per cent)
- wall tiling damaged/substandard (eight per cent)

9.12 Dangerous electrical problems were reported by five per cent. Twelve per cent had found faulty or missing sockets/switches.

9.13 External faults and problems were less often mentioned compared to internal ones. They included:

- problems with external walls (six per cent)
- roof/tiling issues (five per cent)
- garden/boundary problems (five per cent)
- path/driveway substandard (five per cent)
- guttering faulty or missing (five per cent)
- problems with the garage (four per cent)
- parking facilities poor or missing (four per cent)

9.14 Poor sound insulation was a problem for four per cent.

9.15 No other problems or faults were mentioned by more than three per cent of those who experienced difficulties.

9.16 Flats were twice as likely as houses to have had flooring faults/problems (14 per cent versus seven per cent respectively). Conversely, problems with the external walls were more likely to occur in houses than flats (eight per cent versus three per cent respectively). Similarly, houses more often had the following issues compared to flats, all of which relate to structures or facilities more commonly found in houses than flats:

- garden/boundary problems (eight per cent versus one per cent)
- path/driveway substandard (seven per cent versus two per cent)
- guttering faulty or missing (six per cent versus two per cent)
- problems with the garage (five per cent versus one per cent)
- problems with the stairs (four per cent versus one per cent)

Other serious faults/problems

9.17 Respondents were next asked what **other** serious faults or problems they had found, over and above the ones already mentioned (which had been restricted to a maximum of three). Just over a quarter said there were no others, or the only other issues were minor (27 per cent).

9.18 Adding the other serious faults/problems listed by respondents to the (three maximum) given initially, gives a complete picture of the difficulties encountered (chart 9.4).

9.19 Decorating was a common source of complaint, as three in 10 of those finding faults/problems had issues with the wallpapering or painting that had been done (29 per cent).

9.20 A similar proportion reported problems with the windows/glazing (27 per cent).

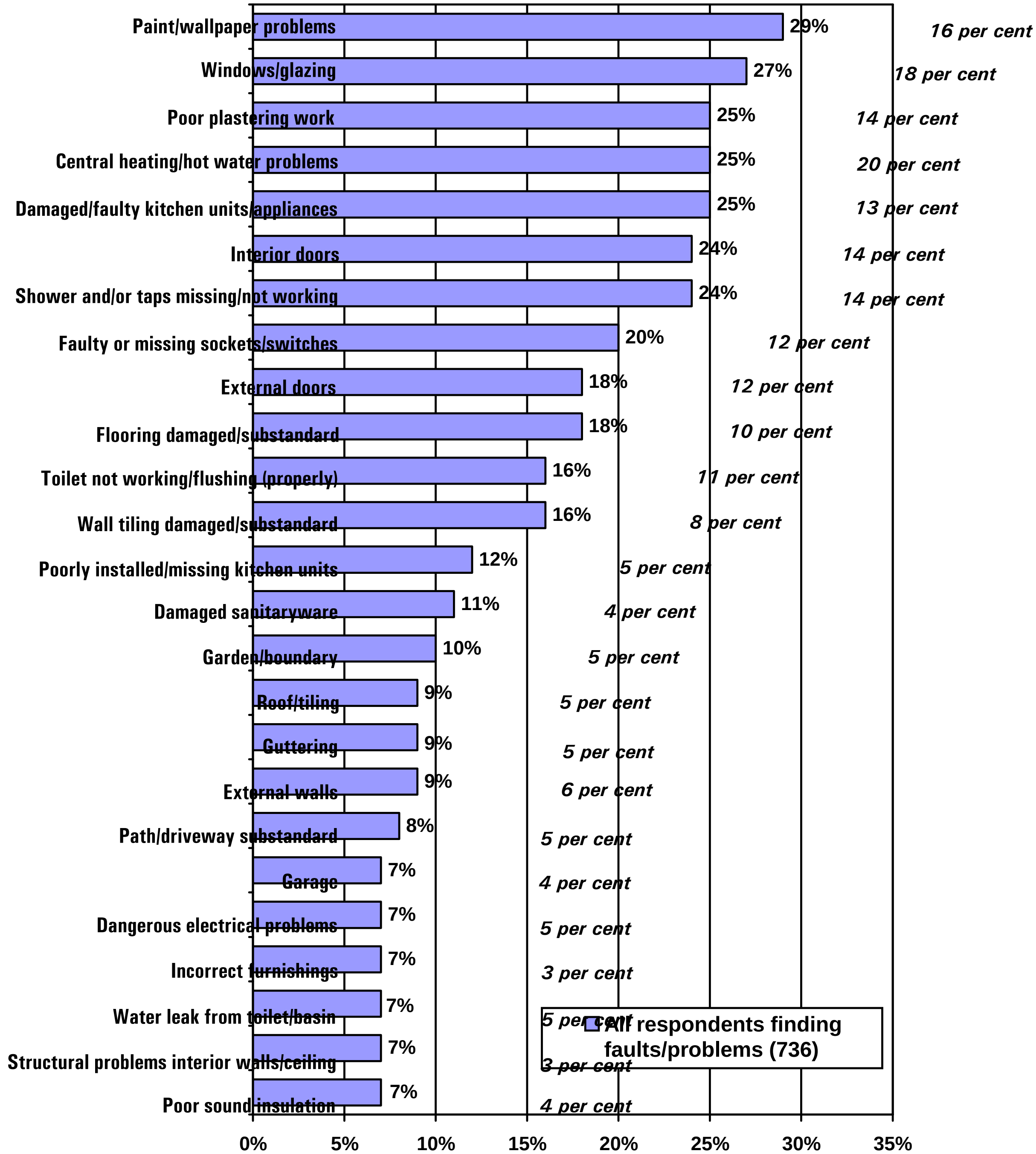
9.21 Poor plastering had been an issue for a quarter of those who found faults/problems (25 per cent).

9.22 Central heating or hot water problems were mentioned by 25 per cent.

9.23 Kitchen units or appliances being faulty/damaged was the experience for a quarter (25 per cent).

Chart 9.4 All faults/problems found (total per cent mentioning)

Figures in bold italics are per cent mentioning as one of most serious problems (three mentions maximum)



What homebuyers did to try to rectify faults/problems

9.24 Most homebuyers contacted the homebuilder in order to try to rectify the faults/problems (93 per cent). Other courses of action were not common (see chart 9.5).

9.25 Some respondents fixed the problem themselves, or asked a relative/friend to do so (six per cent). Some contacted their solicitor/conveyancer in an attempt to resolve the situation, particularly first-time homebuyers (nine per cent versus four per cent if had bought before). Four per cent spoke to or wrote to their estate agent[14].

9.26 A few commissioned a snagging report or other property survey report (three per cent).

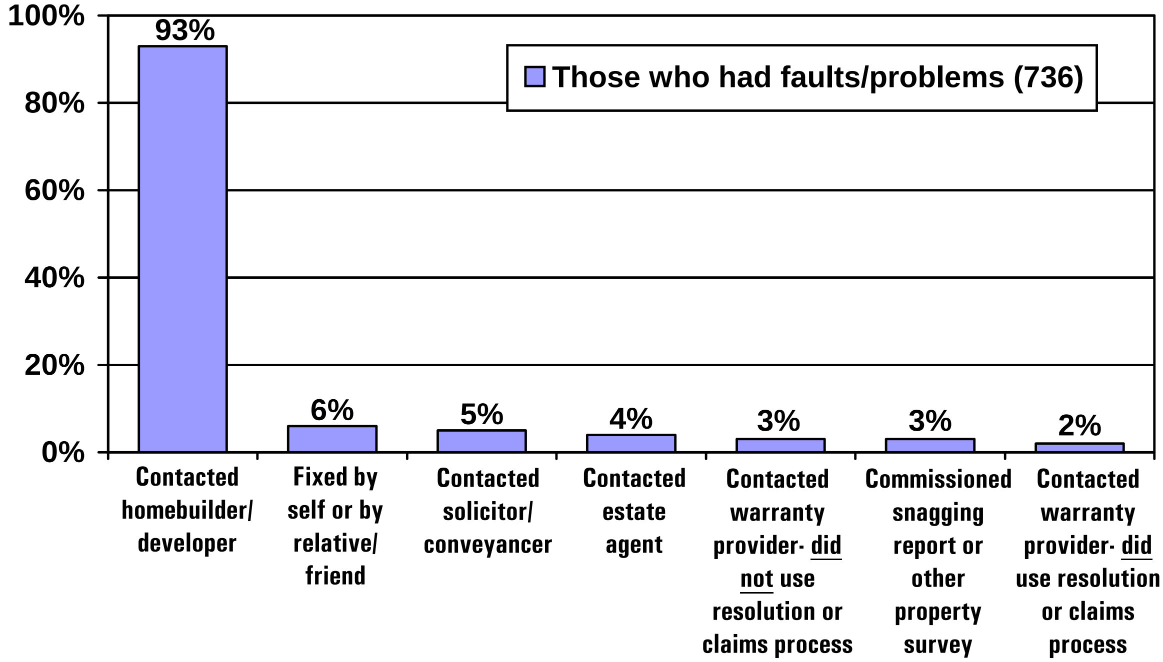
9.27 Only five per cent contacted their warranty provider. Three per cent did **not** use the resolution or claims process, and two per cent **did** do so.

9.28 Four people did not do anything to try to sort out the faults/problems, for the following reasons (one person per reason):

- was not worth the hassle
- have not got round to it yet
- did not know what to do
- decided to just leave the faults

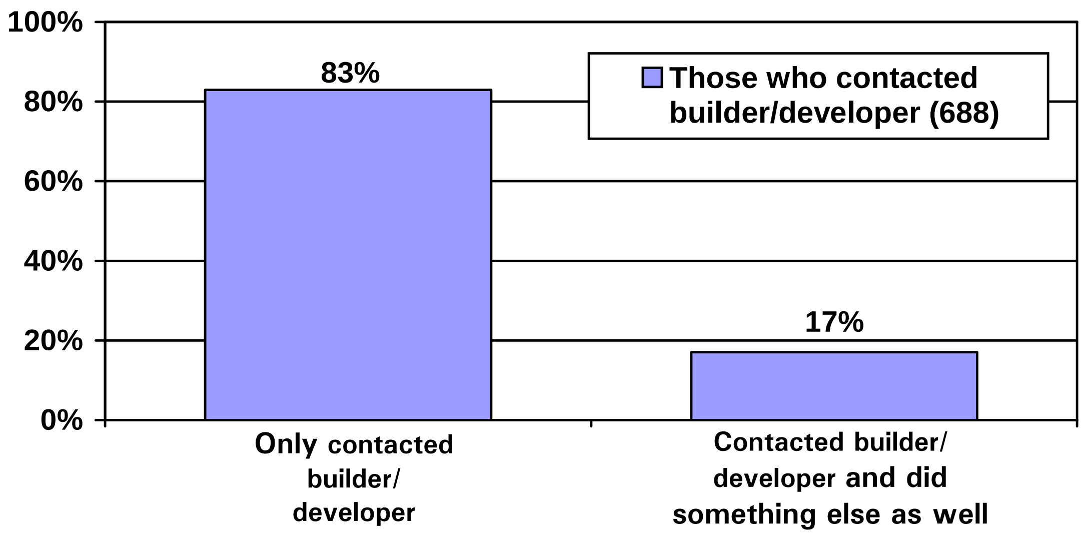
[14] Of the 26 people who contacted an estate agent about the faults/problems, 17 had bought via an estate agent, and 6 contacted an estate agent in addition to the builder/developer they bought from

Chart 9.5 What did to try to sort out faults/problems



9.29 Most of those who contacted their homebuilder to try to sort out the faults/problems did **not** take any other course of action (83 per cent).

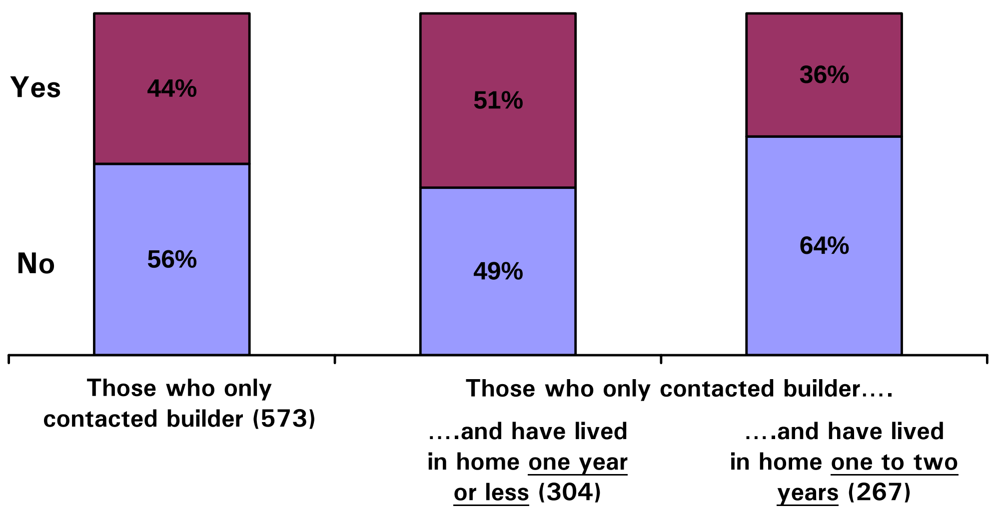
Chart 9.6 Whether took any other course of action as well as contacting homebuilder



Outcome of only contacting homebuilder in order to try to sort out faults/problems

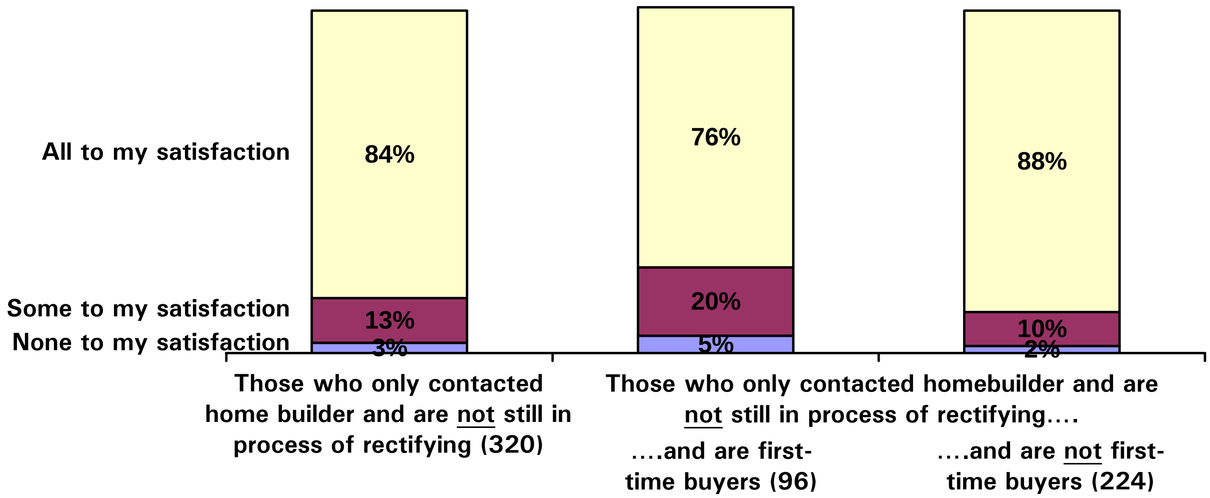
9.30 Those who had **only** contacted the homebuilder about the faults/problems were asked whether the process of rectifying them was still ongoing. There was an affirmative answer from 44 per cent. Those who had lived in their home for a year or less were more likely to say the homebuilder was still working on the faults/problems compared to those who had been in residence for longer (see chart 9.7). Nevertheless, over a third of those who had lived in their home for more than a year said the homebuilder was still attempting to resolve the situation (36 per cent).

Chart 9.7 Whether homebuilder still involved in rectifying faults/problems



9.31 Those who had only contacted the homebuilder but did **not** still have them rectifying the faults/problems were asked whether or not all the issues had been resolved to their satisfaction. This was largely the case, particularly for those who were not first-time homebuyers (see chart 9.8).

Chart 9.8 Whether homebuilder rectified all faults/problems to respondent's satisfaction



9.32 The next couple of questions were asked only of respondents fulfilling all the following criteria, which amounted to only 53 people (unweighted):

- the homebuilder was the only person contacted with regard to the faults/problems
- the homebuilder was no longer attempting to sort them out
- none or only some of the faults/problems had been resolved to the homeowner's satisfaction

9.33 This group was asked why the homebuilder had not resolved (all of) the faults/problems to their satisfaction. Three in 10 had not been given a reason (29 per cent).

9.34 A fifth said the work done was bodged or bits were missed (22 per cent).

9.35 For 12 per cent the homebuilder did not believe there was a problem or was not interested in listening to the homebuyer's complaints. One in 10 had been informed that the faults/problems were not the homebuilder's responsibility. This includes some who were told the problems were due to storm damage. In four per cent of cases the homebuilder said the faults/problems were not covered by the warranty.

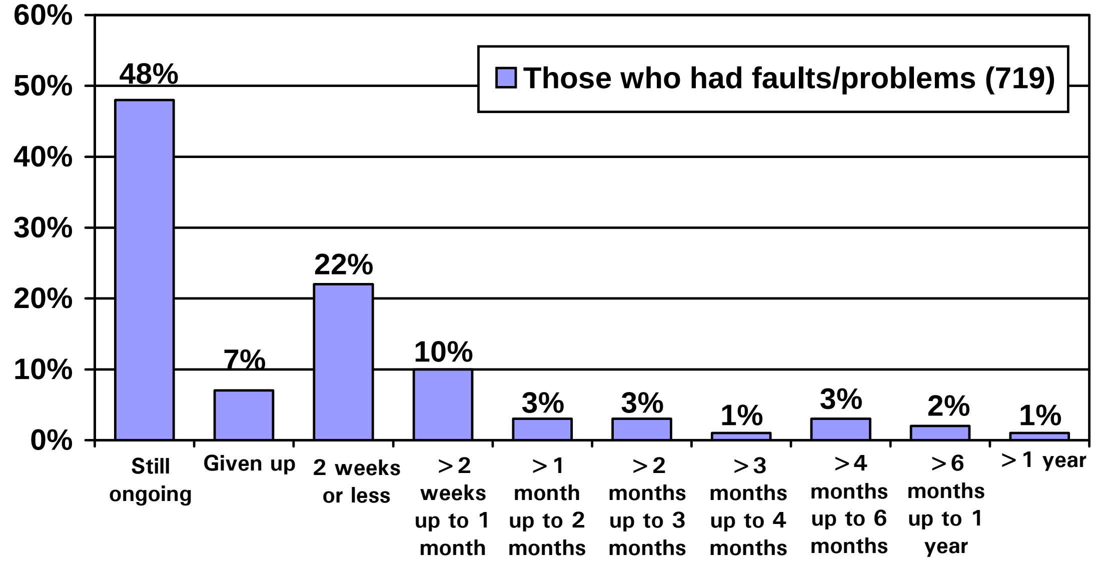
9.36 Eight per cent had experienced a homebuilder promising to visit and sort things out but then not turning up. Five per cent said they did not have the situation resolved because they had not chased the homebuilder.

9.37 Thirty per cent (of the group outlined in 9.31) explained that they did not do anything else to try to sort out the faults/problems because it simply 'wasn't worth the hassle'. Some decided they could live with the problems (16 per cent). Ten per cent intended to do something else but had not yet got round to it. Nine per cent said they had been given the impression that there was nothing else they could do.

How long it took to get all faults/problems rectified

9.38 At the time of the interview, 48 per cent of those who had discovered faults/problems with their home said they were still in the process of sorting them out (whether this was through the homebuilder or by some other means – see chart 9.9). Even amongst those living in their home for one to two years the proportion with ongoing issues was 40 per cent.

Chart 9.9 How long it took to get all faults/problems rectified



9.39 A further seven per cent[15], who had **only** contacted the homebuilder with regard to the faults/problems, had given up trying to get the situation rectified.

9.40 The remainder, that is, those whose faults/problems had been sorted out, were asked how long this had taken, starting from the point at which they had first identified the issues.

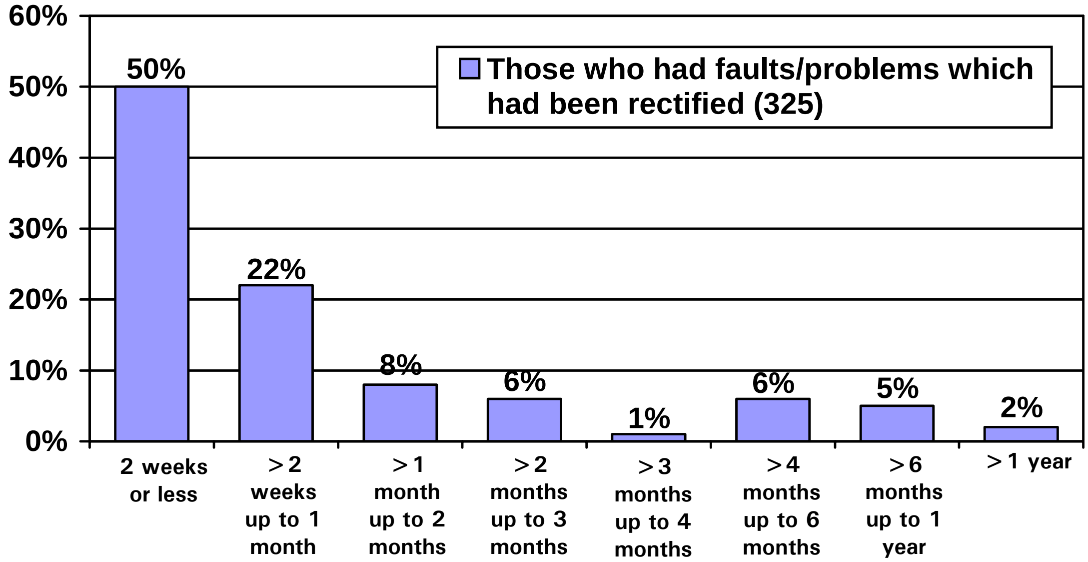
9.41 In many cases where the situation was resolved, it had been achieved relatively quickly. Fifty per cent had the problems/faults solved within two weeks. For 22 per cent they were rectified within two weeks to a month. Some homebuyers did, however, have to wait many months before the faults/problems were sorted out (see chart 9.10).

9.42 Those respondents aged 65 and over were more likely than younger respondents to get the problems/faults fixed within two weeks or less (37 per cent compared to 20 per cent of those who their had faults/problems fixed in two weeks). The time it took to get

[15] See 9.31

problems/faults fixed did not differ significantly for first time buyers when compared to experienced homebuyers.

Chart 9.10 How long it took to get all faults/problems rectified (where all faults had been rectified)

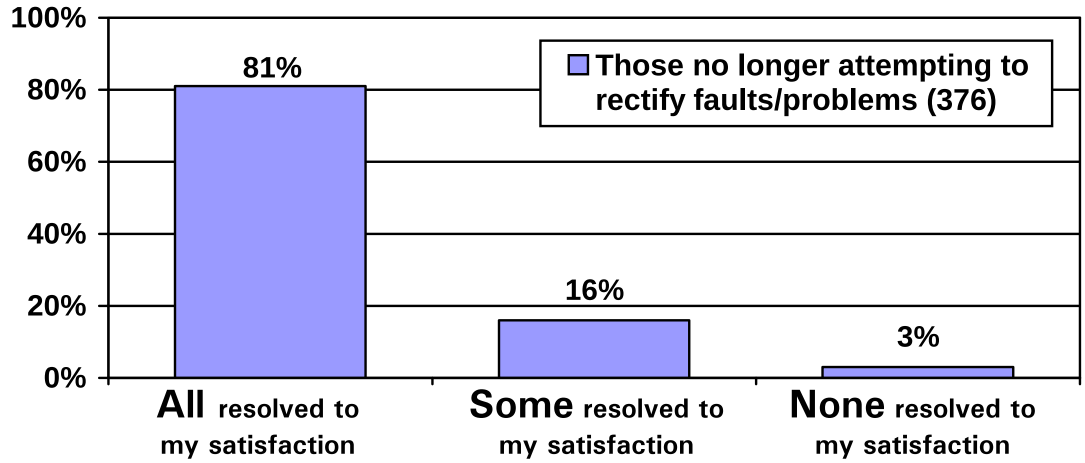


Whether all faults/problems were rectified to respondent's satisfaction

9.43 We have already seen in 9.37 that half of those with faults/problems (48 per cent) were still involved in attempting to rectify them at the time of interview.

9.44 Most of the remainder said **all** the issues had been resolved to their satisfaction (81 per cent – see chart 9.11). Sixteen per cent reported that **some** faults/problems had been sorted out satisfactorily, leaving very few with **nothing** adequately rectified (three per cent).

Chart 9.11 Whether[16] all faults/problems were rectified to satisfaction



How long it took to get all outstanding problems/faults covered under the warranty rectified from when the homebuyer first contacted warranty provider to use resolution or claims process

9.45 Seventeen people had contacted their warranty provider and used the resolution or claims process in an attempt to resolve the situation regarding faults/problems. For nine of them, the process was still ongoing at the time of interview. The rest said it had taken the following periods of time to rectify the faults/problems covered under the warranty[17]:

- two weeks or less (five people)
- over four months up to six months (one person)
- over six months up to one year (one person)

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[16] See chart 9.8 for whether the builder resolved all faults/problems to the respondent's satisfaction, when the builder was the **only** person contacted and was **not** still involved in rectifying the situation. Chart 9.8 is a sub-set of the figures above in chart 9.11

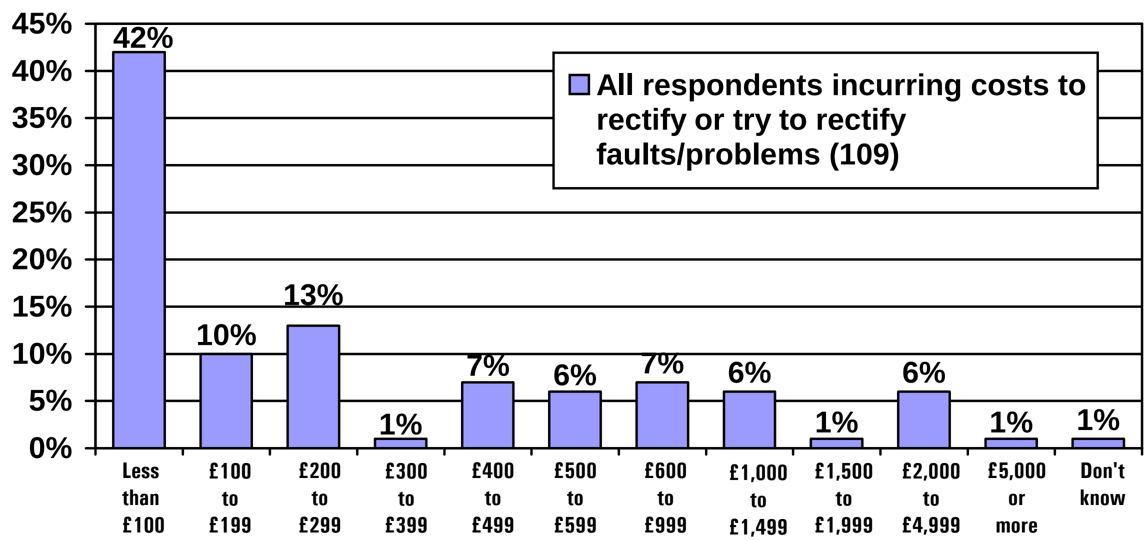
[17] Excluding one respondent who did not answer the question

Whether it cost the homeowner anything to (try to) rectify the faults/problems

9.46 The majority of homeowners who experienced faults/problems said resolving, or attempting to resolve, the situation had not cost them anything (so far) (85 per cent). There were no significant differences in the proportion giving this answer regardless of property type (house versus flat), property size (in terms of the number of bedrooms) or location (England/Wales versus Scotland).

9.47 When costs **had** been incurred, they were often a relatively small amount (less than £100 for 42 per cent). At the other end of the scale, 14 per cent had spent £1,000 or more.

Chart 9.12 Approximate cost (so far) of rectifying/trying to rectify faults/problems

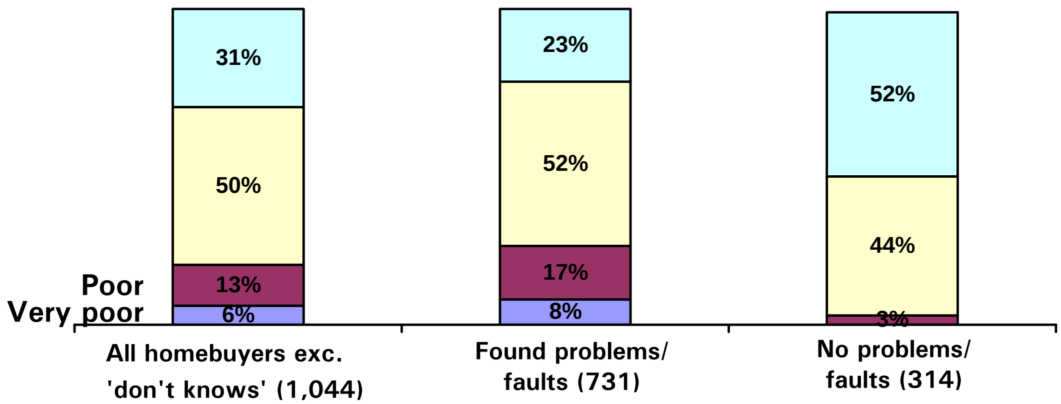


10 OVERALL RATINGS REGARDING FINISHING, CONSTRUCTION AND SERVICE RECEIVED

Opinion of quality of finishing work

10.1 Most were positive in their rating of the finishing work (81 per cent), although it was more often 'good' (50 per cent) as opposed to 'very good' (31 per cent). Those who found faults or problems with their home were less likely to give a positive rating (see chart 10.1). Nevertheless, three-quarters of these rated finishing as '(very) good'.

Chart 10.1 Rating of quality of finishing work



10.2 Those living in a flat tended to have a higher opinion of the finishing than those who had bought a house (see table 10.2). Satisfaction also increased with age, resulting in half of the 65 or over age group saying the finishing was 'very good'.

Table 10.2 Rating of quality of finishing work

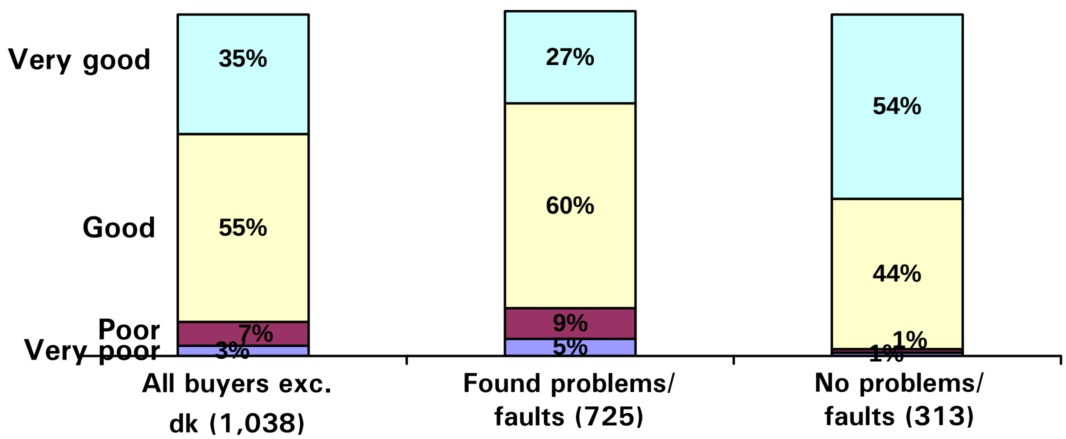
		Property type		Homebuyer		Age					
	Total	Flat	House	1st time	Other	18-24	25-34	35-44	45-54	55-64	65+
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Very good	31	37	27	24	34	16	24	29	33	43	48
Good	50	49	50	56	47	60	55	49	52	40	41
Poor	13	10	15	14	12	19	16	13	12	12	8
Very poor	6	4	7	5	6	5	5	9	4	6	3
Base: All homebuyers exc. don't	(1,044)	(471)	(573)	(292)	(752)	(61)	(343)	(230)	(150)	(120)	(161)

knows

Opinion of quality of construction work

10.3 The quality of construction was rated slightly higher than the quality of finishing, with half saying it was 'good' (55 per cent) and a third opting for 'very good' (35 per cent). If there had been faults or problems with the new homebuyers were less likely to say construction quality was 'very' good (see chart 10.3). However, it was still a minority who felt it was 'poor' or 'very poor'.

Chart 10.3 Rating of quality of construction



10.4 Those living in a flat and older respondents were the most satisfied (see table 10.4). Repeat homebuyers also tended to rate the quality more highly than first-time homebuyers.

Table 10.4 Rating of quality of construction work

		Property type		Homebuyer		Age					
	Total	Flat	House	1st time	Other	18-24	25-34	35-44	45-54	55-64	65+
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Very good	35	41	30	27	38	25	29	31	32	48	48
Good	55	52	58	64	52	63	61	55	57	40	48
Poor	7	5	8	6	7	6	7	7	8	9	3
Very poor	3	3	4	3	3	7	3	6	3	3	0
Base: All homebuyers	(1,038)	(466)	(572)	(290)	(748)	(61)	(338)	(229)	(152)	(121)	(157)

exc. don't knows

Relationship between quality of finishing and quality of construction

10.5 Most of those who rated the finishing work as 'very good' or 'good' also gave the same rating to the construction (86 per cent and 85 per cent respectively – see table 10.5). Only a third of those who said the finish was 'poor' also felt this about the construction. Six in 10 of this group reckoned the construction was **better** than the finishing, with 58 per cent saying it was 'good' and three per cent 'very good'. Half of the homebuyers who thought the finishing was 'very poor' said the same about the construction. The remainder rated the construction more highly than the finishing, including 23 per cent saying it was 'good'.

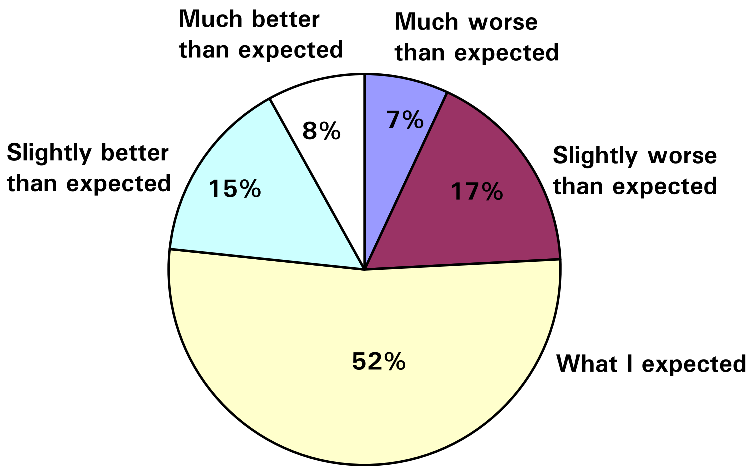
Table 10.5 Relationship between quality of finishing and quality of construction

			Rating of quality of FINISHING			
		Total	**Very good**	**Good**	**Poor**	**Very poor**
		per cent	per cent	per cent	per cent	per cent
Rating of quality of CONSTRUCTION	Very good	35	**86**	14	3	5
	Good	55	13	**85**	58	23
	Poor	7	1	1	**34**	21
	Very poor	3	0	0	5	**51**
Base: All homebuyers exc. don't knows		(1,038)	(329)	(517)	(129)	(57)

How quality of construction and finishing work rated against expectations

10.6 For half of the new-build homebuyers the quality of construction and finishing was as they expected (52 per cent). The remainder were evenly split between the quality being better and it being worse (see chart 10.6). Being slightly better was twice as likely as being much better (15 per cent versus eight per cent respectively). The same was true for being slightly worse compared to much worse (17 per cent versus seven per cent).

Chart 10.6 How quality of construction and finishing work rated against expectations

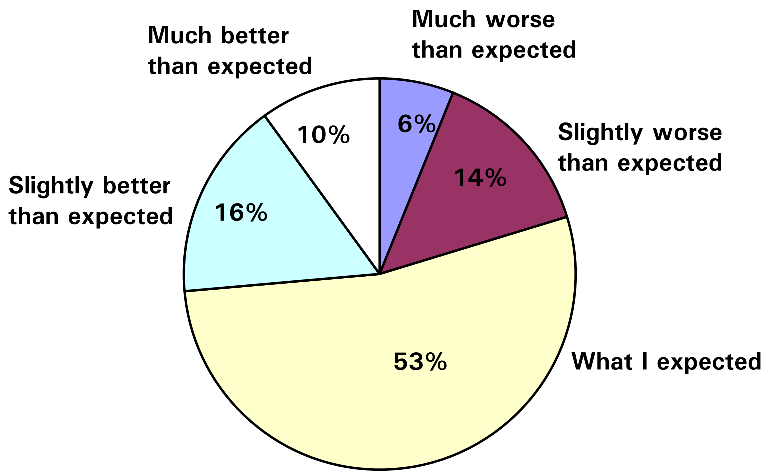


Base: All homebuyers excluding 'don't know' (1,051)

How quality of fixtures and fittings rated against expectations

10.7 Half of the respondents said the quality of the fixtures and fittings had met their expectations (53 per cent). Of the remainder, there was a slight tendency towards thinking they were better than expected compared to worse (26 per cent versus 20 per cent respectively). More gave the slightly worse rating than said much worse, which was also true for the slightly and much better scores (see chart 10.7).

Chart 10.7 How quality of fixtures and fittings rated against expectations

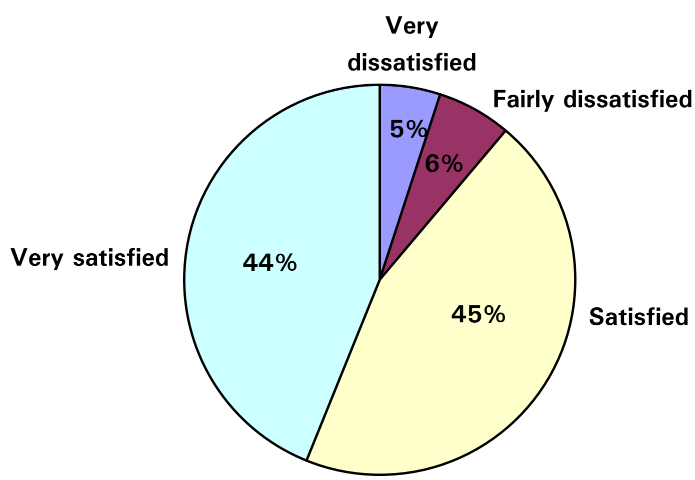


Base: All homebuyers excluding 'don't know' (1,050)

Satisfaction with quality of service received before moved in

10.8 The service received from the homebuilder prior to moving in was largely rated positively, with 44 per cent saying they were very satisfied and 45 per cent satisfied (chart 10.8).

Chart 10.8 Satisfaction with quality of service from homebuilder before moved in



Base: All homebuyers excluding 'don't know' and no contact (1,018)

10.9 Table 10.9 shows that those aged 18 - 24 years were substantially less enthusiastic compared to every other age group, with the peak of satisfaction arising amongst retirement homebuyers (aged 65 or over).

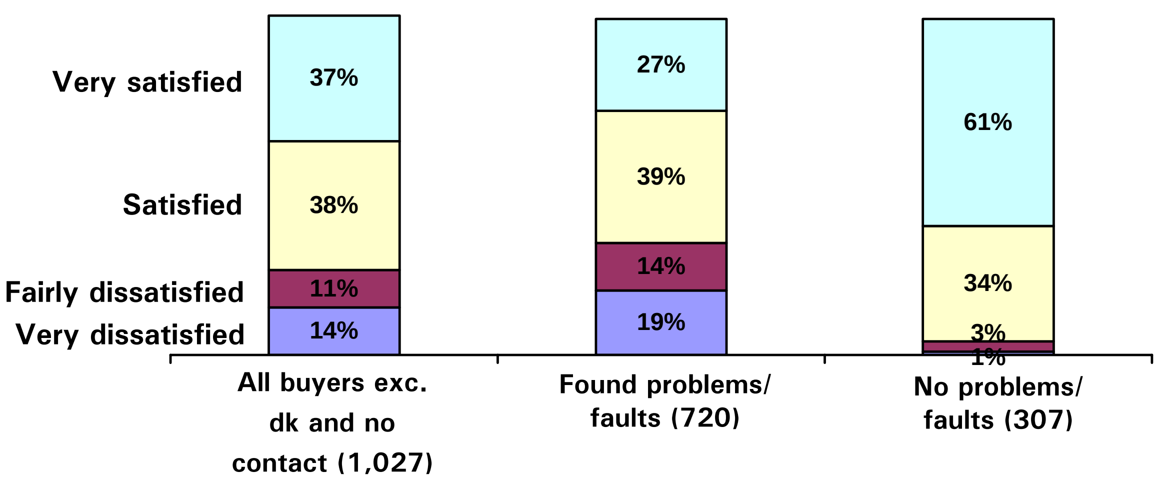
Table 10.9 Satisfaction with quality of service received before moved in

		Age					
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**
	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Very satisfied	44	27	40	40	38	57	64
Fairly satisfied	45	51	48	49	52	32	31
Fairly dissatisfied	6	14	6	5	6	5	3
Very dissatisfied	5	9	5	6	4	7	2
Base: All homebuyers exc. dk and no contact	(1,018)	(60)	(330)	(227)	(147)	(119)	(154)

Satisfaction with quality of service received after moved in

10.10 Three-quarters of those who had contact with the homebuilder after moving in were to some extent satisfied with the quality of service, split equally between fairly and very satisfied (see chart 10.10). When there had been faults or problems with their new home the proportion giving a positive score fell to two-thirds (66 per cent). Satisfaction after moving in to the new property (89 per cent: see chart 10.8) was not quite as good as pre-purchase (75 per cent).

Chart 10.10 Satisfaction with quality of service from homebuilder after moved in



10.11 The two oldest age groups were more likely to be very satisfied with service quality, particularly retirement age homebuyers (57 per cent – see table 10.11). 18 to 24 year olds expressed the highest level of dissatisfaction (40 per cent fairly or very dissatisfied).

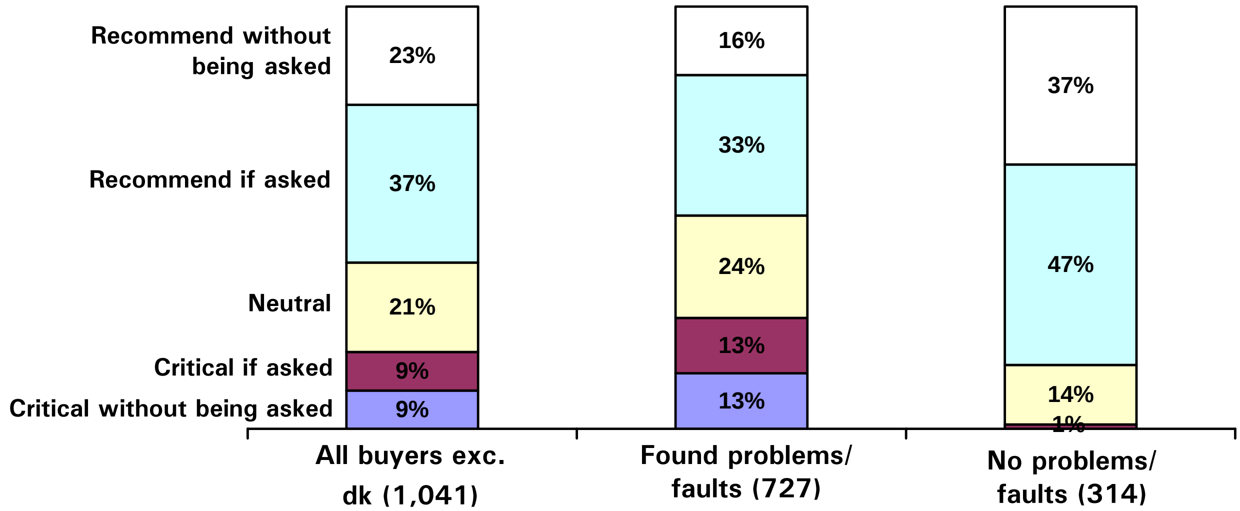
Table 10.11 Satisfaction with quality of service received after moved in

		Age					
	Total	**18-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**
	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Very satisfied	37	22	32	29	36	47	57
Fairly satisfied	38	38	41	42	42	33	26
Fairly dissatisfied	11	17	11	10	14	6	9
Very dissatisfied	14	23	15	18	8	14	8
Base: All homebuyers exc. dk and no contact	(1,027)	(59)	(334)	(227)	(148)	(122)	(157)

How respondents would speak about their homebuilder

10.12 Sixty per cent would recommend their homebuilder to someone else (see chart 10.12). Nearly one in five said they would be critical (18 per cent). There was an increased level of criticism if faults or problems had been encountered by the homebuyer (26 per cent), and only half of this group would give a recommendation (49 per cent compared to 84 per cent of those who did not experience faults/problems).

Chart 10.12 How respondents would speak about their homebuilder



10.13 The proportion who would recommend their homebuilder to someone else increased with age, from 41 per cent of 18 to 24 year olds to 75 per cent of those aged 65 or over.

Table 10.13 How respondents would speak about their homebuilder

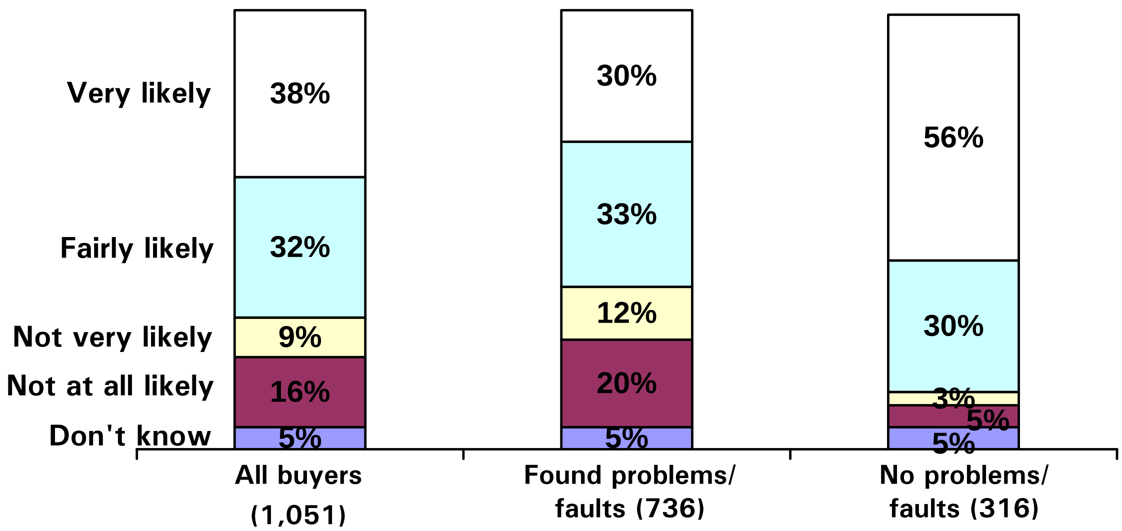
		Age					
	Total	18-24	25-34	35-44	45-54	55-64	65+
	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Recommend without being asked	23	12	18	22	25	30	31
Recommend if asked	37	29	37	38	36	35	44
Neutral	21	30	24	19	25	16	18
Critical if asked	9	13	11	11	6	10	6
Critical without being asked	9	17	10	11	9	9	2
Base: All homebuyers exc. Don't know	(1,041)	(61)	(338)	(230)	(152)	(122)	(158)

11 BUYING NEW BUILD AGAIN

If the homebuyer were to buy new-build again, how likely would they be to buy from homebuilder of current home

11.1 Seven in 10 respondents said they were likely to buy from the same homebuilder if they were purchasing new-build again, with a slight bias towards very as opposed to fairly likely (38 per cent versus 32 per cent respectively). When the build had **not** been affected by any problems or faults, homebuyers were more keen to potentially use the same homebuilder in the future (56 per cent very likely).

Chart 11.1 If homebuyer were to buy new-build again, how likely would be to buy from homebuilder of current home



11.2 Even when there had been faults or problems with the home, it was a minority who were **unlikely** to use the same homebuilder in the future (32 per cent). Other factors had a greater impact on likelihood to use again, and are outlined below.

11.3 Although only one in 10 homebuyers rated the construction of their home as poor or very poor (see 10.3), 88 per cent of this group were unlikely to buy again from the same homebuilder.

11.4 A minority thought the finish was of poor quality (19 per cent – see 10.1) and three-quarters of this group were reluctant to purchase another home from the same homebuilder (76 per cent).

11.5 When the homebuyer had been dissatisfied with pre or post sales service from the homebuilder, seven in 10 were not very or not at all likely to use them again (see table 11.2).

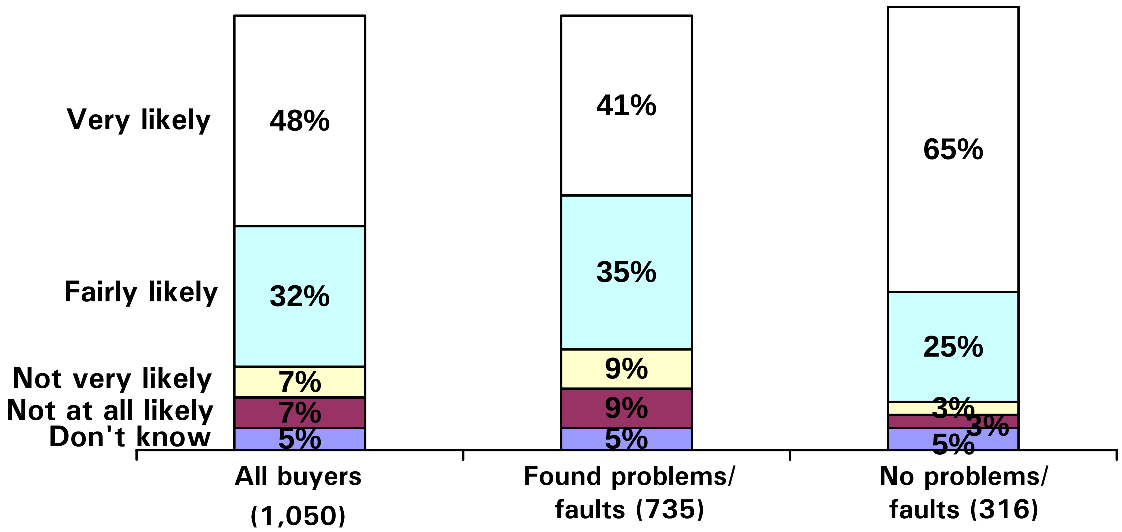
Table 11.2 If the homebuyer were to buy new-build again, how likely would they be to buy from homebuilder of their current home

		Finish		Construction		Service before		Service after	
	Total	Good	Poor	Good	Poor	Satisfied	Dissatisfied	Satisfied	Dissatisfied
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Very likely	38	46	3	42	3	43	4	49	5
Fairly likely	32	36	18	35	7	33	22	36	21
Not very likely	9	6	21	8	22	7	23	5	22
Not at all likely	16	6	55	10	66	12	47	5	49
Don't know	5	6	3	5	1	5	4	5	4
Base: All homebuyers	(1,050)	(848)	(194)	(934)	(104)	(908)	(109)	(771)	(255)

If buying in the future, how likely would the homebuyer be to consider new-build

11.6 If looking to move in the future, just under half (48 per cent) of the respondents were 'very' likely to consider buying new-build (from **any** homebuilder) and a further third (32 per cent) said they would be 'fairly' likely to do so (see chart 11.3). Finding faults or problems with their current home decreased the level of 'very likely' answers, but had not been sufficiently off-putting to increase 'not very likely' and 'not at all likely' beyond a total of 18 per cent.

Chart 11.3 If buying in future, how likely to consider new-build



11.7 Rating the construction of the home as 'poor' or 'very poor' meant receptiveness to buying a new-build home again was substantially decreased, with almost half saying they were unlikely to do so (46 per cent).

11.8 Rating the finish quality as poor also had a negative impact, with 39 per cent of this group 'not very' or 'not at all' likely to consider buying a new-build home again.

11.9 Being dissatisfied with the pre-sale quality of service meant homebuyers were less willing to consider new-build in the future (38 per cent 'not very' or 'not at all' likely to do so). Being dissatisfied with post-sales service also decreased propensity to buy new-build again, although to a lesser extent (31 per cent 'not very' or 'not at all' likely).

Table 11.4 If buying in future, how likely to consider new-build

		Finish		Construction		Service before		Service after	
	Total	Good	Poor	Good	Poor	Satisfied	Dissatisfied	Satisfied	Dissatisfied
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Very likely	48	55	21	53	14	52	19	56	26
Fairly likely	32	32	33	32	34	32	35	31	36
Not very likely	7	5	18	5	22	5	22	5	15
Not at all likely	7	4	21	5	24	6	16	4	16
Don't know	5	5	7	5	6	5	8	4	7
Base: All homebuyers	(1,050)	(848)	(194)	(933)	(104)	(909)	(109)	(771)	(255)

ANNEXE(S)

A SAMPLE PROFILE (WEIGHTED AND UNWEIGHTED)

Table A.1 Property owner(s)

	Unweighted	Weighted
	per cent	per cent
Respondent	89	89
Spouse/partner	55	48
Someone else within household	1	1
Someone else outside household	<1	1
Base: All respondents	(1,052)	(1,052)

Table A.2 How long lived at address

	Unweighted	Weighted
	per cent	per cent
one month or less	<1	<1
More than 1 but not more than 3 months	11	12
More than 3 but not more than 6 months	15	15
More than 6 but not more than 9 months	12	12
More than 9 but not more than 12 months	15	15
More than 12 but not more than 15 months	14	14
More than 15 but not more than 18 months	9	9
More than 18 but not more than 21 months	8	8
More than 21 but not more than 24 months	15	16
Base: All respondents	(1,052)	(1,052)

Table A.3 Whether first-time homebuyer(s)

	Unweighted	Weighted
	per cent	per cent
Yes	26	28
No	74	72
Base: All respondents	(1,052)	(1,052)

Table A.4 Social class

	Unweighted	Weighted
	per cent	per cent
A	3	3
B	34	33
C1	40	43
C2	15	15
DE	6	6
Refused	<1	<1
Base: All respondents	(1,042)	(1,048)

Table A.5 Anyone in household has long-term illness, health problem or disability

	Unweighted	Weighted
	per cent	per cent
Yes	10	10
No	89	90
Base: All respondents	(1,031)	(1,038)

Table A.6 Number of bedrooms

	Unweighted	Weighted
	per cent	per cent
One	5	9
Two	27	39
Three	34	27
Four	30	22
Five	4	3
Six or more	<1	<1
Base: All respondents	(1,050)	(1,052)

Table A.7 Ethnic origin

	Unweighted	Weighted
	per cent	per cent
White		
White British	89	88
White Irish	1	1
White Other	2	3
Mixed		
White and Black Caribbean	<1	<1
White and Black African	<1	<1
White and Asian	<1	<1
Any other mixed	<1	<1
Asian		
Indian	2	2
Pakistani	1	1
Bangladeshi	<1	<1
Any other Asian	1	1
Black		
Caribbean	1	1
African	2	3
Any other Black	<1	0
Chinese or Other		
Chinese	1	1
Polish	<1	<1
Any other Eastern European	0	0
Any other background	<1	<1
Refused	<1	<1
Base: All respondents	(1,049)	(1,049)

Table A.8 Area

	Unweighted	Weighted
	per cent	per cent
England	**80**	**86**
North West	10	12
North East	4	4
Yorkshire	9	9
East Midlands	8	7
West Midlands	9	9
East Anglia	5	9
South West	9	9
South East	18	14
London	8	13
Wales	**10**	**5**
Scotland	**10**	**9**
Base: All respondents	(1,052)	(1,052)

Table A.9 Property type

	Unweighted	Weighted
	per cent	per cent
Flat/maisonette	26	45
Bungalow	2	2
House	72	53
Base: All respondents	(1,052)	(1,052)

Table A.10 Age(s) when bought property

	Unweighted	Weighted
	per cent	per cent
18-24	5	6
25-34	33	33
35-44	25	22
45-54	16	14
55-64	11	12
65+ (defined as retirement homebuyers)	12	15

Base: All respondents	(1,052)	(1,052)

Table A.11 Age and gender of respondent(s) (at time of interview)

	Respondent 1		Respondent 2 [18]	
	Unweighted	**Weighted**	**Unweighted**	**Weighted**
	per cent	per cent	per cent	per cent
Age				
18-24	5	6	6	8
25-34	32	31	30	28
35-44	25	23	24	23
45-54	15	14	13	12
55-64	11	12	13	13
65+	12	15	13	17
Refused	<1	<1	<1	<1
Gender				
Male	45	46	54	54
Female	55	54	46	46
Base: All respondents	(1,051)	(1,050)	(305)	(294)

[18] Interviewers were instructed to speak to the person who was most involved in deciding to buy the property and dealing with the homebuilder or estate agent. If a couple had bought the home together and both had equal involvement, it was acceptable to interview them both together.

Table A.12 Gross annual income of household

	Unweighted	Weighted
	per cent	per cent
Less than £20,000	7	8
£20,000-£29,999	9	9
£30,000-£39,999	12	11
£40,000-£49,999	10	11
£50,000-£59,999	7	6
£60,000-£69,999	5	4
£70,000-£79,999	3	3
£80,000-£89,999	1	1
£90,000-£99,999	1	1
£100,000-£109,999	1	1
£110,000-£119,999	<1	<1
£120,000-£129,999	<1	<1
£130,000-£139,999	<1	<1
£140,000-£149,999	<1	<1
£150,000 or more	1	1
Don't know	5	4
Refused	37	39
Base: All respondents	(1,050)	(1,050)

B THE QUESTIONNAIRE

MARKETING SCIENCES
8 St. Clement Street
Winchester
Hampshire SO23 9DR
Field Department Freephone: 0800 597 0766
Mystery Shopping Freephone 0800 597 2422

MS 80127	PROJECT HOUSE MAIN STAGE	OCT 2007

ELIGIBILITY AND RECRUITMENT SHEET

SAMPLE POINT: ☐☐☐☐	**RESPONDENT NUMBER:** (01 TO 05) ☐☐

ADDRESS DETAILS – INTERVIEWER WRITE IN

ADDRESS:____

____

FIRST PART **SECOND PART**

POSTCODE: ☐☐☐☐ ☐☐☐

N.B. THESE BOXES CAN BE BLANK E.G. IF SW3 OR W1

RESPONDENT DETAILS (INTERVIEWER COMPLETE IN CAPITALS)

NAME: MR/MRS/MISS ________________________________
(FIRST NAME AND SURNAME)
PHONE NO. INC. DIALLING CODE: (____________ _____) ____________________

NAME: MR/MRS/MISS ________________________________
(FIRST NAME AND SURNAME)
PHONE NO. INC. DIALLING CODE: (____________) ____________________

ASK TO SPEAK TO THE HOMEOWNER OR THEIR SPOUSE/PARTNER:
Good morning/afternoon/evening. My name is....from Marketing Sciences, an independent research company **(SHOW IDENTIFICATION CARD)**. We're carrying out a survey for the Office of Fair Trading amongst people who have bought a brand new home within the last 2 years, to see if they had any problems with the purchasing process, quality of the home, and means of redress if something goes wrong. **SHOW LETTER**. All the information you provide will be held in the strictest confidence and the results will not identify individuals. The interview will take about 25 minutes.

QA Are you the first household to live here - in other words the property was brand new when you moved in?

Yes .... 1 **ASK QB**
No................ 2 **THANK & CLOSE**

QB Do you, or someone else living here, own the property, including buying it with a mortgage?

Yes .... 1 **ASK QC**
No................ 2 **THANK & CLOSE**

QC Who owns the property; that is whose names appear on the deeds or mortgage agreement? **CODE ALL APPLICABLE**

Respondent 1
Spouse/partner 2
Someone else within household 3
Someone outside household 4

IF ONLY CODED 4 AT QC, THANK AND CLOSE
REST, ASK QD

QD Did anyone in your household live here as a tenant before buying the property?

Yes .... 1 **THANK & CLOSE**

No............... 2 **ASK QE**

QE Did anyone in your household buy the property via a shared ownership scheme with a housing association or local council?

Yes .... 1 **THANK & CLOSE**
No............... 2 **ASK QF**

QF **CODE PROPERTY TYPE (ASK FOR CLARIFICATION IF NECESSARY)**

Flat/maisonette	1	**ASK QG**
Bungalow	2	**GO TO QH**
House inc. terraced/chalet bungalow (i.e. has stairs)	3	**GO TO QH**

QG Has this property been formed by converting a larger building into smaller units?

Yes .... 1 **THANK & CLOSE**
No .... 2 **CHECK QUOTA. IF ELIGIBLE GO TO QI**

QH Has this property been formed by combining several smaller units into a larger home?

Yes .... 1 **THANK & CLOSE**
No .... 2 **CHECK QUOTA**

SHOW CARD 1

QI How long have you lived here? **CODE ONE ONLY**

one month or less	01	**THANK & CLOSE**
More than one month but not more than 3 months	02	**CHECK QUOTA**
More than 3 months but not more than 6 months	03	**CHECK QUOTA**
More than 6 months but not more than 9 months	04	**CHECK QUOTA**
More than 9 months but not more than 12 months	05	**CHECK QUOTA**
More than 12 months but not more than 15 months	06	**CHECK QUOTA**
More than 15 months but not more than 18 months	07	**CHECK QUOTA**
More than 18 months but not more than 21 months	08	**CHECK QUOTA**
More than 21 months but not more than 24 months	09	
More than 24 months	10	**THANK & CLOSE**

QJ (Was/were)....**READ OUT PEOPLE WHO OWN HOME FROM QC**.... (a) first-time buyer(s), that is, this was the first home (you/they) had ever bought? **CODE ALL APPLICABLE**

> ***N.B. IF MORE THAN ONE PERSON OWNS THE HOME MUST ALL BE FIRST-TIME BUYERS TO COUNT TOWARDS 'FIRST-TIME BUYER' QUOTA**

*Yes.................. 1 **CHECK QUOTA**
No...................... 2 **CHECK QUOTA**

SHOW CARD 2

QK Which of these age groups did....**READ OUT PEOPLE WHO OWN HOME FROM QC**... fall into when the property was bought? **CODE ALL APPLICABLE**

> ***N.B. IF MORE THAN ONE PERSON OWNS THE HOME MUST ALL BE 65+ TO COUNT TOWARDS 'RETIREMENT AGE WHEN BOUGHT' QUOTA**

18-24 1
25-34 2
35-44 3
45-54 4
55-64 5
*65+ 6
CHECK QUOTA

QL I need to speak to the person who was most involved in deciding to buy this property and dealing with the builder, developer, or estate agent, if there was no direct contact with a builder or developer. Is this you or someone else? **MAKE APPOINTMENT TO RETURN IF NECESSARY. N.B. CAN INTERVIEW 2 PEOPLE TOGETHER IF BOTH EQUALLY INVOLVED. WRITE IN RESPONDENT DETAILS ON FRONT PAGE**

APPOINTMENT DETAILS: DAY ____________________ TIME __________________

INTERVIEWER DECLARATION:

I certify that this interview was carried out according to Marketing Sciences instructions and within the MRS Code of Conduct.

NAME: ______________________ **SIGNATURE:**______________________

INTERVIEWER ID NUMBER:

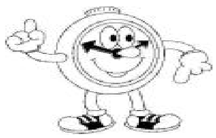
____

MARKETING • SCIENCES
8 St. Clement Street
Winchester
Hampshire SO23 9DR
Field Department Freephone: 0800 597 0766
Mystery Shopping Freephone 0800 597 2422

MS 80127	PROJECT HOUSE MAIN STAGE	OCTOBER 2007

RESPONDENT NAME: ______________________________

SAMPLE NO. [ ][ ][ ][ ] **RESPONDENT NO. (01-05)** [ ][ ]



ENTER TIME (24 HR CLOCK) → [ ][ ] : [ ][ ]

ASK ALL

Q1 Apart from this home, how many other brand new homes in the UK have you bought at any time in the past? By that I mean a newly-built home that no-one had lived in before. **N.B. THIS DOES NOT INCLUDE ANY HOMES THAT WERE RENOVATED OR CONVERTED FROM PREVIOUS DWELLINGS/BUILDINGS. IF SPEAKING TO A COUPLE AND ONE PERSON HAS BOUGHT A NEW HOME IN THE PAST CODE 'YES'. DO NOT INCLUDE HOMES BOUGHT OUTSIDE UK**

One 1
Two 2
Three 3
Four 4
Five or more........ 5
None/this is first brand new home bought........ 6

SHOW CARD A

Q2 Thinking now about your current home, which of these best describes your purchase? **CODE ONE ONLY**

Home was part of a development

I bought a new home which was part of a development, on the basis of a plan 1

I bought a completed (or almost completed) new home, which was part of a development 2

Home was NOT part of a development

I had a new home built specifically for me (i.e. I approached a builder/architect and either used an off-the-shelf design or had the home custom-designed) 3

I bought a new home which was NOT part of a development, on the basis of a plan 4

I bought a completed (or almost completed) new home, which was NOT part of a development 5

Some other situation applied (WRITE IN AND CODE 6)........ 6

____

____

ASK ALL

Q3 Did you buy your new home from a builder or developer, through an estate agent, through a solicitor, or through someone else? **CODE ONE ONLY**

Builder or developer	1	**ASK Q4a)**
Estate agent	2	**GO TO Q5**
Solicitor	3	**GO TO Q5**
Someone else (WRITE IN AND CODE 4)	4	**GO TO Q5**

Q4a) Which builder or developer did you buy your home from? **CODE ONE ONLY**

Barratt Developments	01
Bellway Homes	02
Berkeley Group	03
Bloor Holdings	04
Bovis Homes	05
Bryant Homes	06
Charles Church	07
Cala Group	08
Countryside Properties	09
Crest Nicholson	10
Croudace Homes	11
David Wilson Homes	12
Fairview Homes	13
Galliard Homes	14
Galliford Try Homes	15
Gladedale Homes	16
Gleeson Homes	17
Haslam Homes	18
Kier Group (Bellwinch, Twigden)	19
Kings Oak	20
Laing Homes	21
Laing O'Rourke	22
Linden Homes	23
Lovell	24
McCarthy & Stone	25
Miller Homes	26
Morgan Sindall	27
Persimmon Homes	28
Redrow Group	29
Stuart Milne	30
Wilson Bowden	31
Wimpey	32
Other (WRITE IN AND CODE 33)	33
(Can't remember)	34

Q4b) When buying this home, how many <u>other</u> builders or developers of new homes did you consider buying from?

One	1
Two	2
Three	3
Four	4

Five or more 5
No others/only the one bought from 6
(Can't remember)...................................... 7

ASK ALL

Q5 When you chose to buy a brand new home, did you look at existing homes that had already been lived in as well as brand new homes?

Yes 1
No................ 2

SHOW CARD B (A4 SIZE)

Q6a) Why did you choose to buy a brand new home as opposed to an existing home that had already been lived in? Please read through the list carefully and give me the number beside each one that applies to you. **CODE ALL MENTIONED**

IF 3+ REASONS CODED AT Q6a), ASK Q6b)
REST, GO TO Q7a)

Q6b) Which of these were your main reasons for buying a brand new home? You can choose up to two main reasons. **CODE UP TO TWO REASONS. N.B. MUST ALSO BE CODED AT Q6a)**

	Q6a) ALL	**Q6b) MAIN**
Wanted a home nobody else had lived in	01	01
The low price was the key factor	02	02
Was no chain of buyers	03	03
Could part exchange old home	04	04
Asking price was set so could not be gazumped/ was no competitive bidding	05	05
Financial benefits (e.g. stamp duty/legal fees/deposits (partly) paid for, possibility of a fixed price mortgage, some fixtures & fittings free)	06	06
Could choose some of fixtures and fittings (e.g. carpets, kitchen units, tiles, bathroom fittings)	07	07
Could be built to my exact specification/could choose layout of (some) rooms/could choose from a range of building styles	08	08
No need to redecorate or do any work when move in	09	09
No need to worry about problems like subsidence, dry rot, etc.	10	10
Size or space benefits (e.g. larger rooms, a (bigger) garden/garage, en suite bathroom(s), separate dining room, more bedrooms)	11	11
Could afford a detached house for same price as semi-detached/terraced older homes in the area	12	12
Could afford a semi-detached house for same price as older terraced house/flat in the area	13	13
Development was out of town/near countryside	14	14
New homes more energy efficient/environmentally friendly	15	15
Part of a complex specifically for older/retired people	16	16

Other (WRITE IN AND CODE 17)

Q6a) ____ 17

Q6b) ____ 17

ASK ALL

Q7a) At the time you agreed to buy the property, were you given a moving in date, such as 'August 2006' or 'Winter 2006'? **IF YES, PROMPT:** Were you given a month or a season? **N.B. IF GIVEN 2-3 MONTH PERIOD (E.G. JANUARY-MARCH 2006) CODE AS 1**

Yes, given month	1	**ASK Q7b)**
Yes, given season	2	
No, not given moving in date	3	**GO TO Q8a)**
(Can't remember)	4	

Q7b) Were you told this was an estimated date and might change?

Yes	1
No	2
(Can't remember)	3

Q7c) Was the property ready for you to move in by the date you were told when you agreed to buy it?

N.B. CODE 'YES' EVEN IF RESPONDENT DID NOT ACTUALLY MOVE IN WHEN PROPERTY FIRST READY (E.G. AS STILL HAD TO SELL PREVIOUS HOME).
N.B. ALSO CODE 'YES' IF PROPERTY WAS READY EARLIER THAN THEY WERE ORIGINALLY TOLD (E.G. THE BUILDING WORKS WERE MOVED FORWARD)

Yes	1	**GO TO Q8a)**
No	2	**ASK Q7d)**
(Can't remember)	3	**GO TO Q8a)**

Q7d) Why was this? **PROBE FULLY**

(ASK IF WAS A DELAY)
SHOW CARD C

Q7e) How long after the moving-in date you were given when you agreed to buy the property was your home actually ready to move into?

Up to 2 months 1
More than 2 months but not more than 4 months 2
More than 4 months but not more than 6 months 3
More than 6 months but not more than 8 months 4
More than 8 months but not more than 10 months 5
More than 10 months but not more than 12 months 6
Over a year 7
(Can't remember) 8

Q7f) Did you incur any costs for rented accommodation, storage or anything else as a result of the delay?

Yes .... 1 **ASK Q7g)**

No .... 2 **GO TO Q7h)**

SHOW CARD D

Q7g) How much were these costs? **CODE ONE ONLY**

Up to £500 1
£501-£1,000 2
£1,001-£2,000 3
£2,001-£5,000 4
£5,001-£10,000 5
Over £10,000 6
(Can't remember) 7

Q7h) Did the builder or developer give you any compensation for the delay to your moving-in date?

Yes 1
No 2

ASK ALL

Q8a) Did the price you were first quoted end up being the price you actually paid for the property?

Yes .... 1 **GO TO Q9a)**

No .... 2 **ASK Q8b)**

(Can't remember) .... 3 GO **TO Q9a)**

Q8b) Did you end up paying more or less than the price you were first quoted?

More .... 1 **ASK Q8c)**

Less .... 2 **GO TO Q9a)**

(ASK IF PAID MORE THAN PRICE FIRST QUOTED)

Q8c) Did you pay more because there were costs you were not told about initially, or because you added to or changed the specification? **CODE ALL APPLICABLE (I.E. COULD HAVE PAID MORE FOR BOTH THESE REASONS)**

Were costs not told about initially...........1*
I added to/changed specification............2

IF WERE COSTS NOT TOLD ABOUT INITIALLY (CODED 1* AT Q8c), ASK Q8d) REST, GO TO Q9a)

Q8d) What did these additional costs cover? **PROMPT:** What else? **WRITE IN ANSWER**

____

____

____

____

SHOW CARD D

Q8e) How much were these additional costs? **CODE ONE ONLY**

Up to £500 1
£501-£1,000.. 2
£1,001-£2,000... 3
£2,001-£5,000... 4
£5,001-£10,000... 5
Over £10,000 6
(Can't remember).. 7

ASK ALL

Q9a) How much did you pay for this property? **ENTER AMOUNT INTO BOXES USING LEADING ZEROS AS APPROPRIATE. E.G. £98,000 IS ENTERED AS 0,098,000 AND £345,500 IS ENTERED AS 0,345,500 AND 1.5 MILLION IS ENTERED AS 1,500,000.**

£ | | , | | | | , | | | |

Refused...................... AAAAAAA **GO TO Q10**

(ASK IF GAVE COST AT Q9a)

Q9b) Does this include the price of any deposit you paid?

Yes, includes deposit.................................. 1 } **ASK**
No, does not include deposit .... 2 } **Q9c)**

(No, did not pay deposit) .... 3 **GO TO Q9d)**

(ASK IF PAID DEPOSIT)

Q9c) How much deposit did you pay? **ENTER AMOUNT INTO BOXES USING LEADING ZEROS AS APPROPRIATE**

£ | | | | , | | | |

Refused .... AAAAAA

Q9d) And does the purchase price you gave me include any reservation fees you paid?

Yes, includes reservation fees..................... 1 } **ASK**
No, does not include reservation fees......... 2 } **Q9e)**

(No, did not pay reservation fees) .... 3 **GO TO Q10**

(ASK IF PAID RESERVATION FEES)

Q9e) How much did you pay in reservation fees? **ENTER AMOUNT INTO BOXES USING LEADING ZEROS AS APPROPRIATE**

£ | | | | , | | | |

Refused .... AAAAAA

ASK ALL
SHOW CARD E

Q10 Did any of the benefits on this card apply to your purchase? **CODE ALL MENTIONED OR CODE 'NO'**

Stamp duty (partly) paid by builder/developer.............. 01
Deposit (partly) paid by builder/developer.................... 02
Legal fees (partly) paid by builder/developer 03
Part exchanged previous property 04
Got some of fixtures/fittings free (e.g. carpets,
kitchen appliances).. 05
An arranged mortgage... 06
Other benefit (WRITE IN AND CODE 07).................... 07

____

____

OR: No benefits applied 08

ASK ALL

Q11a) Thinking about everything you were told and offered when you were making enquiries about buying this home, would you say it was a 'hard sell' or not?

Yes, was a hard sell 1
No, was not a hard sell 2

Q11b) Why do you say that? **PROBE FULLY**

____

____

____

____

____

SHOW CARD F

Q12a) Thinking back to when you first decided to buy this home, how well protected did you think you would be if anything went wrong, for example if the builder went out of business or the home was not completed on time or there were problems after you moved in. You should think back to what you <u>originally</u> thought in terms of your rights as a buyer, which might be different to what you know now.

Very well protected 1
Fairly well protected..................................... 2
Not very well protected 3
Not at all protected 4
(Don't know/can't remember)....................... 5

STILL SHOWING CARD F

Q12b) And now that you have been through the process of buying this property, how well protected do you think homebuyers are?

Very well protected 1
Fairly well protected..................................... 2
Not very well protected 3
Not at all protected 4
(Don't know/can't remember)....................... 5

ASK ALL

Q13a) Is there a warranty on this property?

Yes	1
Presume there is/suppose so	2
No	3
(Don't know)	4

Q13b) What, if anything, were you told by the builder, developer, solicitor, conveyancer, architect or estate agent about there being a warranty on the property and what it covered? **PROMPT:** What else? **CODE ALL MENTIONED OR CODE 'NOTHING' OR 'CAN'T REMEMBER'. N.B. DO NOT SHOW THE LIST TO THE RESPONDENT OR TRY TO JOG THEIR MEMORY – WE WANT TO KNOW WHAT THEY CAN REMEMBER**

Warranty is for 10 years	01
Warranty was guarantee that home had been built to certain standards/to Building Regulations	02
Would cover putting right 'any defects/problems' (no more specific)	03
Only covers problems arising from defects in the build, not problems arising from other sources (e.g. DIY, wear & tear, flood, normal shrinkage/condensation)	04
'Different things' covered in years 1-2 and years 3-10 (no more specific)	05
Snagging defects/finishing problems covered in years 1-2	06
Snagging defects/finishing problems not covered in years 3-10	07
Structural defects covered in years 3-10	08
Defects covered in years 3-10 have to be certain minimum cost (e.g. £1,000) to be covered by warranty	09
Warranty would cover cost of completing home if builder/developer went out of business	10
Warranty would cover my deposit/any other money paid to builder/developer if went out of business	11
Other (WRITE IN AND CODE 12)	12

____

____

____

OR:

Nothing	13
Can't remember	14

IF CODED 3 OR 4 AT Q13a) (DOES NOT THINK THERE IS A WARRANTY ON HOME OR DOES NOT KNOW WHETHER THERE IS) READ OUT: Almost all newly built properties have a 10 year warranty. The next couple of questions are about this warranty. I have to ask them of everyone but if you don't know the answer just say so.

ASK ALL

Q13c) Who is your warranty provider? **N.B. DO NOT ALLOW RESPONDENT TO LOOK AT PAPERWORK TO FIND OUT**

National House Building Council (NHBC)	01
Local Authority Building Control (LABC)	02
Zurich	03
Premier Guarantee	04
BLP	05
Other (WRITE IN AND CODE 06)	06
______________________________	
(Don't know)	07
(The builder/developer – no specific name given)	08

Q13d) Are you aware that in the first 2 years of the 10 year warranty different items are covered compared to years 3 to 10? **N.B. DO NOT ALLOW RESPONDENT TO LOOK AT PAPERWORK TO FIND OUT**

Yes, aware of this	1
No, not aware of this	2
(Don't know)	3

SHOW CARD G

Q14a) Which, if any, of the people on this card gave you help or advice about the warranty on your new home and what it covered? **CODE ALL MENTIONED**

ASK Q14b) OF EACH PERSON MENTIONED AT Q14a)

Q14b) Did….PERSON…give this help or advice about warranties before you bought the new home, during the process of buying it or after it had been bought? **CODE ALL MENTIONED FOR EACH PERSON**

	Q14 HELP/AD BEFOR	Q14a) GAVE		
Solicitor/conveyancer	01	01	01	01
Estate agent	02	02	02	02
Architect	03	03	03	03
Surveyor	04	04	04	04
Snagging company	05	05	05	05
Builder or developer	06	06	06	06
Friends/relatives/colleagues	07	07	07	07
Citizens Advice Bureau	08	08	08	08
Other **(WRITE IN EACH ON SEPARATE LINE AND CODE 09 AND 10)**				
i) ______________________	09	09	09	09
ii) ______________________	10	10	10	10

- -

OR: No-one gave help or advice

about warranty .... 11 **GO TO Q15**

ASK ALL

Q15 Did you do either of the following before you moved in? **READ OUT a) THEN b) AND CODE ONE ANSWER FOR EACH.**

a) Did you inspect the completed property using a snagging checklist before you moved in?

N.B. IF INSPECTED PROPERTY BUT DID NOT USE SNAGGING CHECKLIST, CODE 'NO'

Yes..................... 1
No 2

b) Did you commission your own surveyor to inspect the completed property before you moved in?

Yes..................... 1
No 2

Q16a) Were there any faults or problems with your new home? These could be faults or problems discovered either before moving in or after you were living there.

Yes................1 **ASK Q16b)**

No ....2 **GO TO Q18a) (PAGE 16)**

Q16b) If you include every instance of every type of fault or problem, how many in total would you say there have been with your new home? **IF SAYS 'DON'T KNOW', PROMPT:** Just approximately how many? **CODE APPROPRIATE CATEGORY**

1-10 01
11-20 02
21-30 03
31-40 04
41-50 05
51-60 06
61-70 07
71-80 08
81-90 09
91-100 10
101+ 11
(Don't know) 12

(ASK IF WERE FAULTS OR PROBLEMS)
SHOW CARD H (A4 SIZE)
Q16c) Of those faults or problems, what were the three most serious ones? **CODE UP TO 3 IN 1ST COLUMN BELOW**

STILL SHOWING CARD H
Q16d) Besides the things you've just described, what other serious faults or problems were there? **CODE ALL MENTIONED IN 2ND COLUMN BELOW**

	Q16c) 3 MOST SERIOUS	Q16d) OTHERS
Exterior		
External walls	01	01
External doors	02	02
Path/driveway substandard	03	03
Garage	04	04
Garden shed/other outbuilding	05	05
Roof/tiling	06	06
Guttering	07	07
Garden/boundary (e.g. fence, hedge)	08	08
Parking facilities poor/missing	09	09
Communal areas poor/missing	10	10
Site services	11	11
Other exterior (WRITE IN AND CODE 12)		
Q16c) ______	12	
Q16d) ______		12
Interior		
Poor sound insulation	51	51
Poor heat insulation	52	52
Interior doors	53	53
Electrical – faulty or missing sockets/switches	54	54
Electrical – dangerous electrical problems	55	55
Central heating/hot water problems	56	56
Water pressure poor	57	57
Structural problems with interior walls/ceilings	58	58
Poor plastering work	59	59
Paint/wallpaper problems	60	60
Windows/glazing	61	61
Loft space	62	62
Stairs	63	63
Damaged sanitaryware	64	64
Shower and/or taps missing or not working (properly)	65	65
Toilets not working/flushing (properly)	66	66
Wall tiling damaged/substandard	67	67
Flooring damaged/substandard (e.g. carpets, tiles, wood)	68	68
Damaged/faulty kitchen units/appliances	69	69
Poorly installed/missing kitchen units	70	70
Incorrect furnishings	71	71
Other interior (WRITE IN AND CODE 72)		
Q16c) ______	72	
Q16d) ______		72

<u>(ASK IF FOUND FAULTS OR PROBLEMS)</u>
<u>SHOW CARD J</u>
Q17a) Which of these did you do to try to get the faults or problems sorted out? **CODE ALL MENTIONED OR CODE 'DID NOT DO ANYTHING'**

Spoke with/wrote to builder/developer	01*	GO TO INST. ABOVE Q17c)
Spoke with/wrote to estate agent	02	
Spoke with/wrote to solicitor/conveyancer	03	
Spoke with/wrote to surveyor	04	
Spoke with/wrote to architect	05	
Spoke with/wrote to warranty provider but <u>did not</u> use their resolution or claims process	06	
Spoke with/wrote to warranty provider and <u>did</u> use their resolution or claims process	07**	
Commissioned a snagging report or other property survey report	08	
Fixed them myself/got relative or friend to fix them	09	
Paid another builder/tradesman to fix them	10	
Contacted Trading Standards	11	
Spoke with/wrote to someone else (WRITE IN AND CODE 12)	12	
OR: Did not do anything	13	**ASK Q17b)**

<u>(ASK IF DID NOT DO ANYTHING TO SORT OUT PROBLEMS)</u>
Q17b) Why didn't you do anything to try to sort out the faults or problems? **PROBE FULLY. CODE ALL MENTIONED**

Didn't know what to do	01	NOW GO TO Q17g)
Didn't know there was anything else I could do	02	
Didn't think it would do any good	03	
Builder/developer gave me the impression there was nothing I could do	04	
Decided to just leave faults/problems as they are	05	
Too expensive	06	
Too busy/no time	07	
Wasn't worth the hassle	08	
Just forgot about it	09	
Haven't got round to it yet but will do so eventually	10	
Other (WRITE IN AND CODE 11)	11	
(Don't know)	12	

NOW GO TO Q17g)

IF ONLY CODED *01 AT Q17a), ASK Q17c)
REST, GO TO Q17g)

Q17c) Is the builder or developer still in the process of sorting out the problems?

Yes....................1 **GO TO Q17j)**

No ....2 **ASK Q17d)**

Q17d) Did the builder or developer resolve all the faults or problems to your satisfaction, only some of them, or none of them?

Builder/developer resolved all to my satisfaction .... 1 **GO TO Q17g)**

Builder/developer resolved some to my satisfaction .... 2 **ASK Q17e)**
Builder/developer resolved none to my satisfaction .... 3 **ASK Q17e)**

Q17e) Why did the builder or developer not resolve (all of) the faults or problems? **CODE ALL MENTIONED**

Wasn't covered by warranty 01
Didn't give reason 02
Other (WRITE IN AND CODE 03).. 03

____

____

____

(Don't know)... 04

Q17f) Why didn't you do anything else to try to sort out the faults or problems? **PROBE FULLY. CODE ALL MENTIONED**

Didn't know what to do 01
Didn't know there was anything else I could do 02
Didn't think it would do any good.. 03
Builder/developer gave me the impression
there was nothing I could do 04
Decided to just leave faults/problems as they are................. 05
Too expensive 06
Too busy/no time 07
Wasn't worth the hassle 08
Just forgot about it 09
Haven't got round to it yet but will do so eventually 10
Other (WRITE IN AND CODE 11).. 11

____

____

(Don't know)... 12

NOW GO TO Q17j)

Q17g) From when you <u>first identified the faults or problems</u>, how long did it take for these - and any other problems or faults - to be rectified? **CODE APPROPRIATE CATEGORY**

2 weeks or less	1	**GO TO INST. ABOVE Q17h)**
Over 2 weeks up to 1 month	2	
Over 1 month up to 2 months	3	
Over 2 months up to 3 months	4	
Over 3 months up to 4 months	5	
Over 4 months up to 6 months	6	
Over 6 months up to 1 year	7	
Over 1 year	8	
(Still ongoing/some things not (yet) sorted)	9	**GO TO Q17j)**

<u>CHECK Q17a): IF CODED 07, ASK Q17h)</u>**
<u>REST, GO TO Q17i)</u>

Q17h) From when you <u>first contacted the warranty provider to use their resolution or claims process</u>, how long did it take for <u>all</u> the outstanding problems or faults covered under the warranty to be rectified? **CODE APPROPRIATE CATEGORY**

2 weeks or less	1	**ASK Q17i)**
Over 2 weeks up to 1 month	2	
Over 1 month up to 2 months	3	
Over 2 months up to 3 months	4	
Over 3 months up to 4 months	5	
Over 4 months up to 6 months	6	
Over 6 months up to 1 year	7	
Over 1 year	8	
(Still ongoing/some things not (yet) sorted)	9	**GO TO Q17j)**

Q17i) Were <u>all</u> the faults or problems resolved to your satisfaction, only <u>some</u> of them resolved to your satisfaction, or <u>none</u> of them?

<u>All</u> resolved to my satisfaction	1
<u>Some</u> resolved to my satisfaction	2
<u>None</u> resolved to my satisfaction	3

Q17j) Has it cost you anything to sort out, or try to sort out, the faults or problems?

Yes	1	**ASK Q17k)**
No	2	**GO TO Q18a)**

SHOW CARD K

Q17k) Approximately how much has it cost (so far)? **CODE ONE ONLY**

Less than £100	01
£100-£199	02
£200-£299	03
£300-£399	04
£400-£499	05
£500-£599	06
£600-£699	07
£700-£799	08
£800-£899	09
£900-£999	10
£1,000-£1,499	11
£1,500-£1,999	12
£2,000-£4,999	13
£5,000 or more	14
(Don't know/can't remember)	15

ASK ALL

Q18a) Have you commissioned a snagging report about your home at any point? **N.B. COULD BE COMMISSIONED EITHER BEFORE OR AFTER MOVED IN. FOR BOTH CODE 'YES'**

Yes	1	**ASK Q18b)**
No	2	**GO TO Q19a)**

Q18b) Who did you commission it from? **N.B. DO NOT ALLOW RESPONDENT TO LOOK AT PAPERWORK TO FIND OUT**

New Build Inspections	01
Brickkickers	02
Inspector Home	03
PTG	04
Synergy Home Inspectors Ltd	05
Survey Homes 2000	06
TPH Property Services	07
snagging.org	08
Property Inspections UK Ltd	09
Other (WRITE IN AND CODE 10)	10
(Don't know/can't remember)	11

SHOW CARD L

Q18c) At what point did you commission the snagging report? **CODE ONE ONLY. N.B. TRY TO AVOID USING 'OTHER' IF POSSIBLE**

Before moving in and before legal completion	01
Before moving in but after legal completion	02
Immediately after moving in	03
After moving in but only when I/we found some problems/faults	04

Other (WRITE IN AND CODE 05) 05

____

ASK ALL
SHOW CARD M
Q19a) Overall, how would you rate the quality of the finishing work done on your home?

- Very good........ 1
- Good........ 2
- Poor........ 3
- Very poor........ 4
- (Don't know)........ 5

STILL SHOWING CARD M
Q19b) Overall, how would you rate the quality of the construction work done on your home?

- Very good........ 1
- Good........ 2
- Poor........ 3
- Very poor........ 4
- (Don't know)........ 5

SHOW CARD N
Q19c) How did the quality of the construction and finishing work rate against your expectations?

- Quality was much better than I expected........ 1
- Quality was slightly better than I expected........ 2
- Quality was what I expected........ 3
- Quality was slightly worse than I expected........ 4
- Quality was much worse than I expected........ 5

STILL SHOWING CARD N
Q20 How did the quality of the fixtures and fittings rate against your expectations?

- Quality was much better than I expected........ 1
- Quality was slightly better than I expected........ 2
- Quality was what I expected........ 3
- Quality was slightly worse than I expected........ 4
- Quality was much worse than I expected........ 5

ASK ALL
SHOW CARD P

Q21a) How satisfied or dissatisfied were you with the quality of the service you received from the builder or developer <u>before you moved in</u>?

Very satisfied.. 1
Fairly satisfied 2
Fairly dissatisfied 3
Very dissatisfied 4
(Don't know) 5
(No contact before moved in) 6

SHOW CARD P AGAIN

Q21b) How satisfied or dissatisfied were you with the quality of the service you received from the builder or developer <u>after you moved in</u>?

Very satisfied.. 1
Fairly satisfied 2
Fairly dissatisfied 3
Very dissatisfied 4
(Don't know) 5
(No contact after moved in)...................................... 6

SHOW CARD Q

Q22a) Which of these comes closest to describing how you would speak about your housebuilder?

Recommend without being asked............................ 1
Recommend if asked 2
Neutral.. 3
Critical if asked... 4
Critical without being asked 5
(Don't know) 6

STILL SHOWING CARD Q

Q22b) Which of these comes closest to describing how you would speak about your warranty provider?

Recommend without being asked............................ 1
Recommend if asked 2
Neutral.. 3
Critical if asked... 4
Critical without being asked 5
(Don't know) 6
(Don't have a warranty).. 7

ASK ALL
SHOW CARD R

Q23a) If you were looking to buy a home in the future, how likely would you be to consider a newly built property?

Very likely	1
Fairly likely	2
Not very likely	3
Not at all likely	4
(Don't know/it depends)	5

SHOW CARD R AGAIN

Q23b) If you were to buy a brand new home again, how likely would you be to buy one from the builder or developer of your current home?

Very likely	1
Fairly likely	2
Not very likely	3
Not at all likely	4
(Don't know)	5

SHOW CARD S

Q24 When you were thinking about moving, how far from your current home was the furthest UK property, or area in the UK, that you considered? **CODE ONE ONLY**

1 mile or less	1
2-5 miles	2
6-10 miles	3
11-20 miles	4
21-30 miles	5
31-50 miles	6
51-100 miles	7
101 miles or more	8
(Not applicable as this was the furthest/only one)	9

SHOW CARD T

Q25a) Before you bought your home, which, if any, of these things did you do? **CODE ALL MENTIONED OR CODE 'DID NOT DO ANY OF THESE'**

Viewed a show home that was the same as the home we bought	1	**ASK Q25b)**
Viewed a show home that was different to the home we bought	2	
Viewed home(s) that was/were example(s) of the builder's/developer's work	3	
Viewed home(s) that was/were example(s) of the architect's work	4	
OR: (Did not do any of these)	5	**GO TO Q26**

(ASK IF VIEWED SHOW HOME/EXAMPLE)
SHOW CARD V

Q25b) On a scale of 1 to 10, where 1 is 'completely different' and 10 is 'identical', how similar or different to the (**READ OUT AS APPROPRIATE** show home/example) you viewed did you expect your new home to be? **CODE ONE ONLY IN 1ST COLUMN BELOW**

STILL SHOWING CARD V

Q25c) And how similar or different was it? **CODE ONE ONLY IN 2ND COLUMN BELOW**

	Q25b) EXPECTED	Q25c) ACTUAL
One	01	01
Two	02	02
Three	03	03
Four	04	04
Five	05	05
Six	06	06
Seven	07	07
Eight	08	08
Nine	09	09
Ten	10	10
(Don't know)	11	11

ASK ALL

Q26 How many bedrooms do you have in this home?

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6

READ OUT FOR ALL: Finally, I need to ask some questions about your household, which will be used in the analysis of the results, to see if there are differences in the answers given by different groups of people.

SHOW CARD W

Q27a) Which of these age groups do you fall into? **IF INTERVIEWING TWO PEOPLE, CODE AGE GROUP FOR EACH INDIVIDUALLY**

Q27b) **CODE GENDER. IF INTERVIEWING TWO PEOPLE CODE GENDER FOR BOTH INDIVIDUALLY**

	PERSON 1	PERSON 2 (IF APPLICABLE)
Q27a) AGE		
18-24	1	1
25-34	2	2
35-44	3	3
45-54	4	4
55-64	5	5
65+	6	6
(Refused)	7	7
Q27b) GENDER		
Male	1	1

Female......................................2 2

ASK ALL
SHOW CARD X
Q28 To which of these ethnic groups would you say you belong? **CODE ONE ONLY**

White

White - British	01
White - Irish	02
White - Other	03

Mixed

White & Black Caribbean	04
White & Black African	05
White & Asian	06
Any other mixed background	07

Asian or Asian British

Indian	08
Pakistani	09
Bangladeshi	10
Any other Asian background	11

Black or Black British

Caribbean	12
African	13
Any other Black background	14

Chinese or Other ethnic group

Chinese	15
Polish	16
Any other Eastern European	17
Any other background	18
(Refused)	19

SHOW CARD Y
Q29 What is the total gross annual income of your household, that is, income before tax and other deductions. You should think about all sources of income, such as work, benefits, pensions, allowances or income from savings and investments. You should also think about all members of your household together. Just read out the letter beside the appropriate category. **PROMPT FOR AN APPROXIMATION IF NECESSARY**

M.	Less than £20,000	01
L.	£20,000-£29,999	02
R.	£30,000-£39,999	03
K.	£40,000-£49,999	04
E.	£50,000-£59,999	05
J.	£60,000-£69,999	06
Y.	£70,000-£79,999	07
B.	£80,000-£89,999	08
A.	£90,000-£99,999	09
G.	£100,000-£109,999	10
P.	£110,000-£119,999	11
Q.	£120,000-£129,999	12
F.	£130,000-£139,000	13
O.	£140,000-£149,999	14
T.	£150,000 or more	15

(Don't know) 16
(Refused) 17

ASK ALL

Q30 Does anyone who lives here as part of your household have any long-term illness, health problem or disability which limits their daily activities or the work they can do? This includes problems which are due to old age.

Yes.................. 1
No 2

Q31 **CODE SOCIAL CLASS**

A 1
B...................... 2
C1 3
C2 4
DE.................... 5

OCCUPATION OF CHIEF INCOME EARNER: ____

UNEMPLOYED: [ ] -> 6MTHS – GRADE E
-< 6MTHS – ASK PREVIOUS OCCUPATION

		STATE PENSION/ BENEFIT ONLY		OCCUPATIONAL PENSION/ PRIVATE MEANS
RETIRED:	[ ] →	**E**	**OR**	[ ]
WIDOWED:	[ ] →	**E**	**OR**	[ ]

ASK PREVIOUS OCCUPATION

ASK IF APPROPRIATE:

i) INDUSTRY WORKED IN:

ii) QUALIFICATIONS/ APPRENTICESHIP:

iii) NO OF PEOPLE RESPONSIBLE FOR:

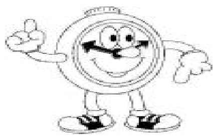
iv) GRADE/RANK OF CIVIL SERVICE/FORCES:

ASK ALL

Q32 If the Office of Fair Trading has any further questions on this topic, would you be happy for them, or a research agency working on their behalf, to contact you?

Yes, can contact 1
No, do not want further contact............................... 2
(Perhaps/maybe/don't know) 3

THANK AND CLOSE



ENTER TIME (24 HR CLOCK) → | | : | |