

**Magenta – TSM 2024**

Final Questionnaire: September 20, 2024 Version: 2.0

**Survey Details:**

Project Name: Magenta TSM - 2024  
 Survey Title: Tenant Satisfaction Measure  
 Survey Theme: Magenta Living  
 Deployment: Emails to customer list and CATI

**Survey Content:**

TYPE	TEXT	REDIRECT (if applicable)
Disqualification	N/A	
Over Quota	Standard	
Complete	Standard	
Survey Intro Text	<p>Thank you for agreeing to take part in this survey.</p> <p>The survey should take <b>no more than 10 minutes to complete</b>, and all those who take part have the chance to be entered into a <b>prize draw with one chance to win a £250 Amazon evoucher, and three chances to win a £50 Amazon evoucher</b> (Terms and conditions apply see here)</p> <p>Please click ‘Enter Survey’ to begin the survey. By clicking the button, you agree to participate in this survey.</p> <p>As an independent market research agency, Maru has been asked to undertake this research on behalf of Magenta Living. All the data we collect is stored on a secure server and is covered by the Maru Privacy Policy. You have the right to access your data and withdraw consent at any time.</p>	

SECTION A: TSM

**[QUESTION TYPE: text instruction]**

**[QA] [REQUIRED]**

**Base: Total**

Firstly, we want to ask you a series of questions about your satisfaction with Magenta Living. These Questions form the Tenant Satisfaction Measures which are used by all Housing Associations to understand and report on customer satisfaction.

**[QUESTION TYPE: single choice LAYOUT: default (kato)]**

**[QTP01] [REQUIRED]**

**Base: Total**

Taking everything into account, how satisfied or dissatisfied are you with the service provided by Magenta Living?

**[ANSWERS] [ANCHOR]**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE: single choice LAYOUT: default (kato)]**

**[QTP02a] [REQUIRED]**

**Base: Total**

Has Magenta Living carried out a repair to your home in the last 12 months?

**[ANSWERS] [ANCHOR]**

Yes

No

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP02b] [REQUIRED]**

**Base: Ask if Yes at TP02a**

How satisfied or dissatisfied are you with the overall repairs service from Magenta Living over the last 12 months?

**[ANSWERS] [ANCHOR]**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

**TAB NOTE:**

[Detail Table Requirements](#)

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP03] [REQUIRED]**

**Base: Ask if Yes at TP02a**

How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

**[ANSWERS] [ANCHOR]**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

**TAB NOTE:**

[Detail Table Requirements](#)

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP04] [REQUIRED]**

**Base: Total**

Thinking specifically about the building you live in.

How satisfied or dissatisfied are you that Magenta Living provides a home that is well maintained?

**[ANSWERS] [ANCHOR]**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

**TAB NOTE:**

## Detail Table Requirements

**[QUESTION TYPE:** single choice grid **LAYOUT:** questionslide (kato)]

**[QTP05-07 & 11-12] [REQUIRED] [STRAIGHTLINE CHECK: NO]**

**Base: Total**

We'd like to ask you some more questions about your experience of Magenta Living.

**[COLUMNS] [ANCHOR]**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

Not applicable/Don't know

**[ROWS] [RANDOMIZE]**

Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that Magenta Living provides a home that is safe?

How satisfied or dissatisfied are you that Magenta Living listens to your views and acts upon them?

How satisfied or dissatisfied are you that Magenta Living keeps you informed about things that matter to you?

How satisfied or dissatisfied are you that Magenta Living makes a positive contribution to your neighbourhood?

How satisfied or dissatisfied are you with Magenta Living's approach to handling anti-social behaviour?

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** open end **LAYOUT:** text field (multi line) default (kato)]

**[QTO07b] [REQUIRED] [DATA QUALITY CHECK: NO]**

**Base: Ask if very or fairly dissatisfied at TP07**

You said that you were dissatisfied with how Magenta Living keeps you informed about things. Please tell us what Magenta could do differently or better?

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** open end **LAYOUT:** text field (multi line) default (kato)]

**[QTO11b] [REQUIRED] [DATA QUALITY CHECK: NO]**

**Base: Ask if very or fairly dissatisfied at TP11**

You said that you do not feel that Magenta Living makes a positive contribution to your neighbourhood. Please tell us why you feel this way?

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** open end **LAYOUT:** text field (multi line) default (kato)]

**[QTO12b] [REQUIRED] [DATA QUALITY CHECK: NO]**

**Base: Ask if very or fairly dissatisfied at TP12**

You said that you are dissatisfied with Magenta Living's approach to handling anti-social behaviour. Please tell us why you feel this way?

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP09a] [REQUIRED]**

**Base: Total**

Have you made a complaint to Magenta Living in the last 12 months?

**[ANSWERS] [ANCHOR]**

Yes

No

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP09b] [REQUIRED]**

**Base: Ask if yes at QTP09a**

How satisfied or dissatisfied are you with Magenta Living's approach to complaints handling?

**[ANSWERS] [ANCHOR]**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP10a] [REQUIRED]**

**Base: Total**

Do you live in a building with communal areas, either inside or outside, that Magenta Living is responsible for maintaining?

**[ANSWERS] [ANCHOR]**

Yes

No

Don't know

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP10b] [REQUIRED]**

**Base: Ask if yes at QTP10a**

How satisfied or dissatisfied are you that Magenta Living keeps these communal areas clean, safe and well-maintained?

**[ANSWERS] [ANCHOR]**

Very satisfied

Fairly satisfied

Neither satisfied nor dissatisfied

Fairly dissatisfied

Very dissatisfied

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QTP11] [REQUIRED]**

**Base: Total**

To what extent do you agree or disagree with the following? "My landlord treats me fairly and with respect.

**[ANSWERS] [ANCHOR]**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly Disagree

**TAB NOTE:**

Detail Table Requirements

SECTION B: Additional questions

**[QUESTION TYPE: text instruction]**

**[QB] [REQUIRED]**

**Base: Total**

Thank you for your feedback so far. We now have a few questions that Magenta Living would like to ask, in order to help them plan for the services and housing needs of their customers in the future.

**[QUESTION TYPE: single choice grid LAYOUT: default (kato)]**

**[QAQ1a] [REQUIRED] [STRAIGHTLINE CHECK: NO]**

**Base: Total**

To what extent do you feel your current home meets your needs...?

**[COLUMNS] [ANCHOR]**

A great deal

A fair amount

Not very much

Not at all

Don't know

**[ROWS] [ANCHOR]**

Now

In 5 years' time.

In 10 years' time

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE: open end LAYOUT: text field (multi line) default (kato)]**

**[QAQ1b] [REQUIRED] [DATA QUALITY CHECK: NO]**

**Base: Ask if don't feel home will meet future needs in 5 and/or 10 years time at QAQ1a**

Why do you not feel your home meets your needs in the future?

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** multi choice **LAYOUT:** default (kato)]

**[QAQ2] [REQUIRED]**

**Base: Total**

Which THREE of the following would you most like to see Magenta Living support or invest in for your home or local area?

Please select up to 3 responses.

**[ANSWERS] [RANDOMIZE]**

Improve the energy efficiency of my home

Repair and paint the outside of my home more frequently

Improve the look of our neighbourhood

Help me maintain my garden

Improve the quality of homes Magenta Living lets to new tenants

Tile all the bathroom walls when bathrooms are replaced

Repair and maintain my fencing

Help me decorate my property

Improve the quality of plastering in my property

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** open end **LAYOUT:** text field (multi line) default (kato)]

**[QAQ3] [REQUIRED] [DATA QUALITY CHECK: NO]**

**Base: Total**

Is there anything not on the list you think Magenta Living should support or invest in for your home or local area?

**TAB NOTE:**

Detail Table Requirements

**SECTION C: Segmentation Golden Questions**

**[QUESTION TYPE:** text instruction]

**[QC] [REQUIRED]**

**Base: Total**

Thank you for your feedback. We have a final set of questions about you, your life, and your needs. The answers to these questions will help Magena Living understand their customers and design services that meet customers' needs.

As with the rest of the answers to this survey, all responses are confidential, and no individual is identifiable in the results.

**[QUESTION TYPE:** single choice grid **LAYOUT:** questionslide (kato)]

**[QQQ1] [REQUIRED] [STRAIGHTLINE CHECK: NO]**

**Base: Total**

We are going to show you some statements that other people have made about their daily life, to what extent do you agree or disagree with each statement?

**[COLUMNS] [ANCHOR]**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

**[ROWS] [RANDOMIZE]**

I feel lonely a lot of the time

I feel in control of my life

I find it difficult to make phone calls to people I don't know

**TAB NOTE:**

**Detail Table Requirements**

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QGQ2] [REQUIRED]**

**Base: Total**

Here is a statement that other people have made about money. To what extent do you agree or disagree with this statement:

*I am very good at managing the money that I have*

**[ANSWERS] [ANCHOR]**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

**TAB NOTE:**

[Detail Table Requirements](#)

**[QUESTION TYPE:** single choice grid **LAYOUT:** questionslide (kato)]

**[QGQ3] [REQUIRED] [STRAIGHTLINE CHECK: NO]**

**Base: Total**

We now have some more statements that other people have used to describe themselves. To what extent do you agree or disagree with each statement?

Remember, there are no right or wrong answers and everything you tell us will be completely confidential.

**[COLUMNS] [ANCHOR]**

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

**[ROWS] [ANCHOR]**

I feel anxious most of the time

I can become overwhelmed easily

**TAB NOTE:**

[Detail Table Requirements](#)

**[QUESTION TYPE:** single choice grid **LAYOUT:** questionslide (kato)]

**[QGG4] [REQUIRED] [STRAIGHTLINE CHECK: NO]**

**Base: Total**

To understand more about your experiences day to day, we would like to know if there are any areas of your life where you encounter difficulties.

Please tell us to what extent you encounter difficulties for each of the following areas.

'1' indicates that you have no difficulties with this, whilst '5' indicates that you have a lot of difficulties with this.

**[COLUMNS] [ANCHOR]**

1 - I have no difficulties with this

2

3

4

5 - I have a lot of difficulties with this

**[ROWS] [RANDOMIZE]**

Counting out change when shopping

Walking or climbing stairs

Following a conversation when people talk to you

**TAB NOTE:**

[Detail Table Requirements](#)

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QGG5] [REQUIRED]**

**Base: Total**

Please tell us which one of the following best describes your current employment status.

**[ANSWERS] [ANCHOR]**

Working as an employee (full time) (30 or more hours per week)

Working as an employee (part time) (fewer than 30 hours per week)

Working as an employee (zero hours contract)

Casual worker – not in permanent employment

Self-employed

Retired

Student

Looking after family/home

Not working due to long-term illness

Not working due to disability

Full time carer

Unemployed

Prefer not to say

**TAB NOTE:**

[Detail Table Requirements](#)

## SECTION D: Prize draw and recontact

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QRecontact] [REQUIRED]**

**Base: Total**

From time to time the Magenta Living team may wish to contact customers to discuss the feedback that they gave. If you agree to be contacted about your feedback please answer 'Yes' below. This contact may be via one of their research partners, such as Maru.

If you say yes, we will ask for your name and contact details so that Magenta Living, Maru or one of Magenta Living's other research partners can contact you should Magenta Living wish to follow up some of the answers you gave.

**[ANSWERS] [ANCHOR]**

Yes

No

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** single choice **LAYOUT:** default (kato)]

**[QPD] [REQUIRED]**

**Base: Total**

Would you like to be entered into the prize draw with one chance of winning a £200 Amazon evoucher and three chances of winning a £50 Amazon evoucher (terms and conditions apply)?

If you say yes we will ask for your name and contact details so that we can contact you should you win the prize.

**[ANSWERS] [ANCHOR]**

Yes

No

**TAB NOTE:**

Detail Table Requirements

**[QUESTION TYPE:** open end **LAYOUT:** text field (single line) default (kato)]

**[QDetails] [REQUIRED] [DATA QUALITY CHECK: NO]**

**Base: Total**

TEXT IF Yes AT QRecontact AND QPD: Please provide your name, email address and telephone number, so you can be contacted should Magenta Living wish to follow-up your answers or should you win a prize.

TEXT IF Yes at QRecontact BUT NO AT QPD: Please provide your name, email address and telephone number, so you can be contacted should Magenta Living wish to follow-up your answers.

TEXT IF No AT QRecontact BUT YES AT QPD: Please provide your name, email address and telephone

# maru / matchbox

number, so you can be contacted should you win a prize.

TAB NOTE:  
Detail Table Requirements