

Torus TSM Submission 2024/2025

Tenant Satisfaction Measures: Assurance of Approach

The Tenant Satisfaction Measures

The Tenant Satisfaction Measures (TSM) Standard requires all registered providers to conduct tenant perception surveys to generate and report TSMs annually as specified by the Regulator of Social Housing. TSMs are intended to make landlords' performance more visible to tenants and help tenants hold their landlords accountable.

The TSM standards consist of 22 measures: 10 management information measures and 12 satisfaction measures. They cover five key themes: keeping properties in good repair, maintaining building safety, respectful and helpful engagement, responsible neighbourhood management, and effective handling of complaints, alongside an additional measure for overall satisfaction with landlord services. All information must be an accurate, reliable, valid to provide a transparent reflection of the performance.

Approach

IFF Research were commissioned to carry out this research in accordance with guidance provided by the Regulator of Social Housing on behalf of Torus in 2024/25. IFF Research is an independent research agency with extensive experience in gathering robust customer feedback for a wide range of sectors.

Survey design

The survey design meets the criteria as defined in ANNEX 4: Tenant Survey Requirements. Torus also included the following additional questions within their survey:

- Please could you provide a reason for your answer? Positioned at the end of theme Overall satisfaction
- Generally, how satisfied or dissatisfied are you with the way Torus deals with repairs and maintenance? Positioned at the end of theme Keeping properties in good repair
- Thinking about where you live, how satisfied or dissatisfied are you with the on-site emergency response? Positioned at the end of theme Maintaining building safety
- Thinking about where you live, how satisfied or dissatisfied are you with the emergency alarm system? Positioned at the end of theme Maintaining building safety
- Thinking about where you live, how satisfied or dissatisfied are you with the OK each day system? Positioned at the end of theme Maintaining building safety
- How satisfied or dissatisfied are you that your rent provides value for money? Positioned at the end of theme Maintaining building safety
- How satisfied or dissatisfied are you that your service charge provides value for money? Positioned at the end of theme Maintaining building safety

- How strongly do you agree or disagree that your estimate and service charge statement is clear and easy to understand? Positioned at the end of theme Maintaining building safety
- How satisfied or dissatisfied are you that Torus are easy to deal with? Positioned at the end of theme Respectful and helpful engagement
- How strongly would you agree or disagree with the following statement “I trust Torus to do what they say they will do”? Positioned at the end of theme Respectful and helpful engagement
- Have you experienced anti-social behaviour in your neighbourhood in the last 12 months? Positioned at the end of theme Responsible neighbourhood management

Please note that a 'Don't know/Refused' option was included for questions TP01, TP02, TP03, TP04, TP09 and TP10 for interviews conducted via telephone. This was not read out as an answer option and only used in instances when a customer was unable to select an option from the responses available but wanted to continue to provide their feedback. This prevented interviewers from making assumptions or inferences on the customer's behalf and enabled these customers to continue with the survey to provide their feedback. When submitting data any 'Don't know/Refused' should be removed from the reported base for each of these questions for percentage calculations.

The full questionnaire that Torus used for 24/25 can be seen at the end of this document.

As a result, the TSM survey results submitted may include customers who refused or were unable to answer TP01 but wanted to continue to provide their feedback. This is in line with the introductory text confirming that their data would be included in the data submission to the Regulator.

IFF have achieved:

- 4167 valid responses to TP01 for LCRA, this exceeds the minimum requirement for LCRA
- 316 valid responses to TP01 for LCHO, this exceeds the minimum requirement for LCHO

We consider that a respondent who has terminated an interview has effectively withdrawn their consent to participate in the research. We appreciate that this is open to interpretation, but we take the most cautious approach to uphold our ethical standards. We do include partial responses, where customers have skipped or refused to answer any questions but have submitted their interview.

Methodology

The TSM survey was conducted on a quarterly basis from 23rd May 2024 – 12th February 2025.

Surveys were conducted by telephone and online via email invitations. This mixed methodology supports inclusivity and flexibility for survey completion.

- 78% (3270) of LCRA surveys were completed via telephone
- 22% (919) of LCRA surveys were completed online
- 75% (239) of LCHO surveys were completed via telephone
- 25% (80) of LCHO surveys were completed online

Sample Size

The required sample sizes are shown in the table below (according to Torus Statistical Data Return 2024):

Tenure type	Population (SDR 2024)	Confidence interval required	Number of interviews required per annum for submission	Number of interviews completed
Low-Cost Rental Accommodation (LCRA)	37864	+/- 2%	2258	4189
Low-Cost Home Ownership (LCHO)	1590	+/- 5%	309	319
Total	39494		2567	4508

Torus is required to complete a minimum of 2258 surveys per annum among LCRA customers to meet a +/-2% confidence interval and 309 surveys per annum among LCHO customers to meet a +/-5% confidence interval.

A quota sampling approach based on agreed characteristics to represent the profile of the full customer population. Quotas were set for:

- Local Authority
- Stock type
- Gender
- Age

For both LCRA and LCHO.

Representative Sample

The Regulator requires providers to ensure, as far as possible, that the survey responses used to calculate the perception TSMs are representative of the relevant tenant population. The sample needs to be representative otherwise perception measures will be biased estimates of the satisfaction score for the relevant tenant population. Providers can meet this requirement through one of two routes:

1. A representative sample: This means there is no material under/over-representation of tenant groups (compared to the relevant tenant population) that is likely to affect calculated satisfaction scores.
2. Weighting responses: If the achieved sample is not representative of the tenant population then providers must appropriately weight the responses to ensure the TSMs reported are representative. Providers must reach a balanced judgement as to which characteristics to include in an assessment of representativeness based on their particular tenant profile, evidence or rationale for potential different satisfaction scores by characteristic, and available data.

Based on the review we are satisfied that the sample population and TSM results accurately reflect that of the full customer population. No weighting of responses was applied.

No incentives were offered to encourage survey completion.

No tenant households were excluded from the sample frame.

There were no other methodological issues likely to have a material impact on the tenant perception measures reported.

The tables on the following pages show the survey profile of each available customer demographic compared with the population profile.

Torus - TSM demographic profile of survey completions (LCRA and LCHO) Year to Date Q1-Q4 2024-25

This document compares the demographic profile (LCRA and LCHO) of customers who completed the TSM survey for Q1 - Q4 2024/25, against Torus demographic profile (as provided in March 2025). The demographic profile of customers completing the survey reflects the overall population profile of Torus customer base.

Targets by LCRA / LCHO

	Torus Population (SDR 2024)	Minimum survey sample size required for TSM submission	Achieved counts so far for 24/25	Valid base for Q1-Q4 ('don't know' responses removed)	Required minimum statistical accuracy (+/-)	Achieved confidence interval
LCRA	37,864	2,258	4189	4167	2%	2%
LCHO	1,590	309	319	316	5%	6%
	39,494		4508	4483		

LCRA population			Achieved counts Q1-Q4 24/25 (LCRA)	
Age	Count	%	Count	%
18 to 24	1162	3%	129	3%
25-44	12258	34%	1442	34%
45-64	13661	38%	1642	39%
65+	9270	25%	976	23%
Unknown	56	0%	0	0%
Grand Total	36407	100%	4189	100%

LCRA population			Achieved counts Q1-Q4 24/25 (LCRA)	
Local Authority	Count	%	Count	%
CEST - Cheshire East	158	0%	22	1%
CWAC - Cheshire West and Chester	281	1%	44	1%
HALT - Halton	23	0%	0	0%
KNOW - Knowsley	465	1%	39	1%
LIV - Liverpool	14473	40%	1645	39%
SEF - Sefton	155	0%	19	0%
STH - St Helens	12161	33%	1375	33%
WAR - Warrington	8083	22%	977	23%
WESTLA - West Lancashire	82	0%	13	0%
WIGAN - Wigan	233	1%	21	1%
WIRR - Wirral	293	1%	34	1%
Grand Total	36407	100%	4189	100%

LCRA population			Achieved counts Q1-Q4 24/25 (LCRA)	
Area	Count	%	Count	%
Liverpool	15311	42%	1723	41%
St Helens	12695	35%	1429	34%
Warrington	8401	23%	1037	25%
Grand Total	36407	100%	4189	100%

LCRA population			Achieved counts Q1-Q4 24/25 (LCRA)	
Stock Type	Count	%	Count	%
General needs	32013	88%	3580	85%
Housing for Older people	3559	10%	504	12%
Rent to buy	532	1%	81	2%
Supported	303	1%	24	1%
Shared Ownership	0	0%	0	0%
Grand Total	36407	100%	4189	100%

LCRA population			Achieved counts Q1-Q4 24/25 (LCRA)	
Ethnicity	Count	%	Count	%
Other	372	1%	46	1%
Asian	615	2%	73	2%
Black	903	2%	127	3%
Mixed	480	1%	66	2%
Unknown	8851	24%	965	23%
White	25186	69%	2912	70%
Grand Total	36407	100%	4189	100%

LCRA population			Achieved counts Q1- Q4 24/25 (LCRA)	
Gender	Count	%	Count	%
Female	22871	63%	2513	60%
Male	13413	37%	1667	40%
Transgender	0	0%	1	0%
Unknown	123	0%	8	0%
Grand Total	36407	100%	4189	100%

LCHO population			Achieved counts Q1-Q4 24/25 (LCHO)	
Age	Count	%	Count	%
18 to 24	58	4%	16	5%
25-44	759	46%	127	40%
45-64	375	23%	72	23%
65+	171	10%	45	14%
Unknown	283	17%	59	18%
Grand Total	1646	100%	319	100%

LCHO population			Achieved counts Q1-Q4 24/25 (LCHO)	
Local Authority	Count	%	Count	%
CEST - Cheshire East	30	2%	6	2%
CWAC - Cheshire West and Chester	201	12%	34	11%
HALT - Halton	45	3%	0	0%
KNOW - Knowsley	154	9%	33	10%
LIV - Liverpool	106	6%	28	9%
SEF - Sefton	118	7%	24	8%
STH - St Helens	315	19%	46	14%
WAR - Warrington	277	17%	68	21%
WESTLA - West Lancashire	9	1%	3	1%
WIGAN - Wigan	278	17%	56	18%
WIRR - Wirral	113	7%	21	7%
Grand Total	1646	100%	319	

LCHO population			Achieved counts Q1-Q4 24/25 (LCHO)	
Area	Count	%	Count	%
Liverpool	481	29%	96	30%
St Helens	653	40%	133	42%
Warrington	512	31%	90	28%
Grand Total	1646	100%	319	

LCHO population			Achieved counts Q1-Q4 24/25 (LCHO)	
Stock Type	Count	%	Count	%
General needs	0	0%	0	0%
Housing for Older people	0	0%	0	0%
Rent to buy	0	0%	0	0%
Supported	0	0%	0	0%
Shared Ownership	1646	100%	319	100%
Grand Total	1646	100%	319	

LCHO population			Achieved counts Q1-Q4 24/25 (LCHO)	
Ethnicity	Count	%	Count	%
Other	1	0%	1	0%
Asian	40	2%	5	2%
Black	22	1%	4	1%
Mixed	14	1%	3	1%
Unknown	634	39%	120	38%
White	935	57%	186	58%
Grand Total	1646	100%	319	

LCHO population			Achieved counts Q1-Q4 24/25 (LCHO)	
Gender	Count	%	Count	%
Female	923	56%	184	58%
Male	720	44%	135	42%
Transgender	0	0%	0	0%
Unknown	3	0%	0	0%
Grand Total	1646	100%	319	

Screener

ASK PERSON WHO ANSWERS PHONE

S1 Good morning / afternoon / evening. My name is INTERVIEWER NAME and I'm calling from IFF Research on behalf of your Torus, Torus. Please can I speak to NAME?

The reason for my call today is to gather some feedback about your general experience of being a Torus customer. This is as part of the tenant satisfaction measures to see how well landlords like Torus are doing and used to help improve services.

If I can run through some quick questions with you today please, that would be really helpful, shouldn't take us more than 12 minutes?

Respondent answers phone	1	CONTINUE
Transferred to respondent	2	
Referred to someone else at household	3	GO TO S2 TO CHECK IF RESPONDENT IS ON THE TENANCY AGREEMENT
Hard appointment	4	MAKE APPOINTMENT
Soft Appointment	5	
Engaged	6	CALL BACK
No answer	7	
Busy at this time	8	
Answer phone	9	
Refusal (this research)	10	SCREEN OUT RESPONDENT DOESN'T WISH TO TAKE PART IN THIS SURVEY BUT HASN'T SPECIFIED WHETHER THEY WISH TO OPT OUT OF ALL CALLS FROM US
Refusal (all future interviews)	11	SCREEN OUT SAMPLE CODED AS SUCH AND CUSTOMER DETAILS ADDED TO DNC TO EXCLUDE
Wrong Number	12	SCREEN OUT

Business Number	13	SAMPLE CODED AS SUCH CUSTOMER DETAILS ADDED TO DNC TO EXCLUDE
No longer a [client name] tenant / customer	14	SCREEN OUT SAMPLE CODED AS SUCH CUSTOMER DETAILS ADDED TO DNC TO EXCLUDE
Customer deceased	15	
Language Barrier	16	GO TO S4 TO CONFIRM PRIMARY LANGUAGE
Needs reassurances	17	BRING UP REASSURANCE SCREEN
Terminate Interview	18	IF BREAKDOWN DURING INTERVIEW

ASK IF REFERRAL S1=3

S2 Please can you confirm that you are on the tenancy agreement with [Torus]?

Yes	1	GO TO S3
No	2	SCREEN OUT
Don't know	3	SCREEN OUT

Ask IF S2 = 1

S3 Please can you confirm your name?

WRITE IN		
Refused	1	SCREEN OUT

ASK IF LANGUAGE BARRIER REFERRAL S1=16

S4 Can I ask what is your primary language? By this we mean the language you use most often to communicate with.

WRITE IN		
Don't know	1	SCREEN OUT
Refused	2	SCREEN OUT

If we are able to we will contact you again in your primary language to get your feedback.
CLOSE INTERVIEW AND DD TO LANGUAGE SPECIFIC CONTACT LIST

ASK ALL

S5 I need to read out a quick statement before we start:

This feedback is being collected as part of the tenant satisfaction measures, which the Regulator of Social Housing requires landlords to publish each year.

All interviewing is carried out in strict accordance with the Market Research Society's code of conduct and within GDPR guidelines.

Calls may be recorded for training and quality purposes. You will be asked for consent to share your data with your [TORUS] and your answers can be shared anonymously if you wish with no link to your personal information.

INTERVIEWER REASSURANCES TO USE IF NEEDED:

For further information on how IFF Research keep your data safe please see our data protection policy on our website: www.iffresearch.com/gdpr

If you would like to find out more about this survey, or confirm the validity of the survey please visit: [Torus - Surveys – your views count](#)

REASSURANCES TO USE IF NECESSARY

The interview will take around 10 minutes to complete.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

MRS: Market Research Society on 0800 975 9596

IFF: Emily Clark on 0207 250 3035

Michael Osborne – surveys@torus.co.uk



Help improve services provided by [TORUS]

Dear

ME,

We're emailing you on behalf of your Torus, [TORUS]. They'd like to gather some feedback about your general experience of being a [TORUS]. customer. This is as part of the tenant satisfaction measures to see how well landlords like [TORUS] are doing and used to help improve services.

- The survey should take no more than 10 minutes to complete.
- We would kindly ask you to complete it as soon as possible
- You will be asked for consent to share your data with [TORUS] and your answers can be shared anonymously if you wish with no link to your personal information.

Take part now

Additional information:

- This feedback is being collected as part of the tenant satisfaction measures, which the Regulator of Social Housing requires landlords to publish each year.
- The research is being conducted by IFF Research, an independent research organisation, on behalf of [TORUS]
- Our work adheres to GDPR guidelines and the [Market Research Society's code of conduct](#).
- For further information on how IFF Research keep your data safe please see our data protection policy on our website: www.iffresearch.com/gdpr
- If you would like to find out more about this survey, or confirm the validity of the survey please visit: [Torus - Surveys – your views count](#)

Many thanks in advance for your help with this important research.

The IFF Research Team



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Registered office: 5th Floor, St. Magnus House, 3 Lower Thames St, London, EC3R 6HD

T TSM Survey

ASK ALL

(2878) Taking everything into account, how satisfied or dissatisfied are you with the service provided by [Torus]?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Don't know	6	

ASK ALL

(303) Please could you provide a reason for your answer?

--

ASK IF LCRA IN SAMPLE

(732) Has [Torus] carried out a repair to your home in the last 12 months?

SINGLE CODE. READ OUT

Yes	1	
No	2	

ASK ALL WHO SAID YES AT 732 (732=1), AND IF LCRA IN SAMPLE

(5626) How satisfied or dissatisfied are you with the overall repairs service from [Torus] over the last 12 months?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL WHO SAID YES AT 732 (732=1), AND IF LCRA IN SAMPLE

(5666) How satisfied or dissatisfied are you with the time taken to complete your most recent repair after you reported it?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL WHO SAID NO AT 732 (732=2), AND IF LCRA IN SAMPLE

(631) Generally, how satisfied or dissatisfied are you with the way [Torus] deals with repairs and maintenance?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	1.1 6	1.1

ASK IF LCRA IN SAMPLE

(5647) How satisfied or dissatisfied are you that [Torus] provides a home that is well maintained?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(5627) Thinking about the condition of the property or building you live in, how satisfied or dissatisfied are you that [Torus] provides a home that is safe?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

NEEDS CATEGORY = EXTRA CARE

(5540) Thinking about where you live, how satisfied or dissatisfied are you with the on-site emergency response?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

NEEDS CATEGORY = SHELTERED

(697) Thinking about where you live, how satisfied or dissatisfied are you with the emergency alarm system?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

NEEDS CATEGORY = STAYING AT HOME

(5541) Thinking about where you live, how satisfied or dissatisfied are you with the OK each day system?

1 *SINGLE CODE. READ OUT*

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

LCRA ONLY

(3437) How satisfied or dissatisfied are you that your rent provides value for money?

2 SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

LCHO ONLY

(693) How satisfied or dissatisfied are you that your service charge provides value for money?

3 SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

LCHO ONLY

(3882) How strongly do you agree or disagree that your estimate and service charge statement is clear and easy to understand?

SINGLE CODE. READ OUT

Strongly agree	1	
Agree	2	
Neither agree nor disagree	3	
Disagree	4	
Strongly disagree	5	
Not applicable/ don't know	6	

ASK ALL

(5493) How satisfied or dissatisfied are you that [Torus] listens to your views and acts upon them?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(5494) How satisfied or dissatisfied are you that [Torus] keeps you informed about things that matter to you?

4 SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(5485) To what extent do you agree or disagree with the following "[Torus] treats me fairly and with respect"?

SINGLE CODE. READ OUT

Strongly agree	1	
Agree	2	
Neither agree nor disagree	3	
Disagree	4	
Strongly disagree	5	
Not applicable/ don't know	6	

ASK ALL

(5011) How satisfied or dissatisfied are you that [Torus] are easy to deal with?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(5643) How strongly would you agree or disagree with the following statement "I trust [Torus] to do what they say they will do"?

SINGLE CODE. READ OUT

1.1 Strongly agree	1	
1.1 Agree	2	
1.1 Neither agree nor disagree	3	
1.1 Disagree	4	
1.1 Strongly disagree	5	
1.1 DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(737) Have you made a complaint to [Torus] in the last 12 months?

SINGLE CODE. READ OUT

1.1	Yes	1	
1.1	No	2	

ASK ALL WHO SAID YES AT 737 (737=1)

(5645) How satisfied or dissatisfied are you with [Torus]'s approach to complaints handling?

SINGLE CODE. READ OUT

1.1	Very satisfied	1	
1.1	Fairly satisfied	2	
1.1	Neither satisfied nor dissatisfied	3	
1.1	Fairly dissatisfied	4	
1.1	Very dissatisfied	5	
1.1	DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(5667) Do you live in a building with communal areas, either inside or outside, that [Torus] is responsible for maintaining?

SINGLE CODE. READ OUT

Yes	1	
No	2	
DO NOT READ OUT: Don't know	3	

ASK ALL WHO SAID YES AT 5667 (5667=1)

(5495) How satisfied or dissatisfied are you that [Torus] keeps these communal areas clean and well maintained?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
DO NOT READ OUT: Not applicable/ don't know	6	

ASK ALL

(5669) How satisfied or dissatisfied are you that [Torus] makes a positive contribution to your neighbourhood?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	1.1 5	1.1
Not applicable/ don't know	1.1 6	1.1

ASK ALL

(5644) How satisfied or dissatisfied are you with [Torus]'s approach to handling anti-social behaviour?

SINGLE CODE. READ OUT

Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Not applicable/ don't know	6	

ASK ALL

(735) Have you experienced anti-social behaviour in your neighbourhood in the last 12 months?

SINGLE CODE. READ OUT

Yes	1	
No	2	

ASK ALL

(918) Are you happy for us to share your details along with your responses with [Torus]?

SINGLE CODE. READ OUT

Yes	1	
No	2	

Thank you for taking the time to complete this survey, your input is really important to [Torus]. The results will be fed back to them. Finally, I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

R Reassurance Email

All data IFF collect from this survey will be reported in aggregate form and your answers will not be reported to [Torus] in any way that would allow you to be identified, unless you have agreed to share your feedback.

If you would like to find out more about this survey, or confirm the validity of the survey please visit: [Torus - Surveys – your views count](#)

For more information on [Torus]’s Privacy and Data protection policy please click [Torus - Privacy Policy](#)

If you wish to confirm the validity of this survey or get more information about aims and objectives, please call:

- [Torus]: Michael Osborne- surveys@torus.co.uk
- IFF: Emily Clark on 0207 250 3035
- MRS: Market Research Society on 0800 975 9596