



Tenant Census - 2025

In addition to our Tenant Satisfaction Measures (TSM) survey, Ipswich Borough Council has partnered with Acuity to undertake an independent survey of tenants which will help us collect data on protected characteristics / vulnerabilities and update our records of current tenant household information.

By doing so, it will help Ipswich Borough Council better understand its tenant ensuring we can better tailor services and engagement to meet the needs and requirements of every tenant.

Census survey

Stage ONE: A postal survey will be sent to every tenant it will include a covering letter, survey and reply-paid envelope) allowing tenants to fill out the survey by hand and returned by post. This also includes a QR code and unique survey link for tenants to complete the survey online if they prefer.

Stage TWO: Online survey – emails will be sent to all non-respondents with an email address with a link to the survey.

Following this an SMS message will be sent to all remaining non-respondents with a mobile number, again which would contain a link allowing tenants to complete the survey online.

Stage THREE: Telephone surveys – All non-respondents will subsequently be contacted by Acuity and asked if they would like to complete the survey with an Acuity interviewer. If residents would prefer, Acuity can send out an online link.