



Tenant Profiling - 2025

In addition to their Tenant Satisfaction Measures (TSM) survey, Ipswich Borough Council has asked Acuity to undertake an independent EDI / Profiling survey with its residents, which will help us collect data on protected characteristics / vulnerabilities and updates records of current household information.

By doing so, it will help the Ipswich Borough Council better understand its tenant base, thus ensuring they can better tailor services and engagement to meet the needs and requirements of each resident.

Census survey • Mixed-mode staged methodology:

- Stage ONE: postal survey (1-mailout) to all 7,732 properties – 4-page colour postal survey (and cover letter, reply-paid envelope) allowing residents to fill out the survey by hand and return by post. This would also include a QR code and unique survey link for residents to complete the survey online if they prefer
- Stage TWO: Online survey – emails would first be sent to all non-respondents with an email address with a link to the survey. This would include 1-2 reminder emails. Following this an SMS message would be sent to all remaining non-respondents with a mobile number, again which would contain a link allowing residents to complete the survey online
- Stage THREE: Telephone surveys – All non-respondents would subsequently be contacted by Acuity and asked if they would like to complete the survey with an Acuity interviewer. If residents would prefer, Acuity would send out an online link