



Understanding Our Households Survey 2026

The Cambridge Housing Society (CHS) have commissioned Acuity, a market research company that specialises in the social housing sector, to carry out a survey on its behalf collecting up-to-date information about the people who live in their households.

What is the survey about?

The survey is a large-scale housing census covering resident and demographic data which will be used to update current resident and household information that CHS holds in their Housing Management system. The data provided will be used to improve how it communicates with you and ensures fairness, as well as making sure services are accessible and equitable. All households will be invited to participate in the survey over 11 weeks throughout March, April and May. The survey is expected to close on 16 May 2026.

Who are Acuity?

Acuity Research & Practice (Acuity) provide resident satisfaction surveys and benchmarking services, helping housing providers to improve services and engage with their residents through an understanding of satisfaction, performance and profiling data. They have been providing consultancy services to the social housing sector for over 26 years.

There are several ways you may be asked to take part:

- **Completing the survey online** – From early March, Acuity will send an email to you if we have your email address, including a link inviting you to complete the survey online. Non-respondents will also receive reminder emails to complete the survey throughout the survey period. You may also receive an SMS message with a link to the survey.
- **resident letter** – all non-responding residents will be sent a letter and paper survey from 6 April, which will include a unique QR code allowing you to complete the survey online.
- **Telephone surveys** – At the end of April, Acuity will call you if you have not yet completed a survey, inviting you to take part in the survey with a telephone interviewer. The telephone survey will take approximately 10-12 minutes to complete.

What number should you look out for?

If you received a call or a text from Acuity the number displayed will be a UK telephone number, **01223 931325**, which is a local area code. If you see a missed call from this number and call back, you will hear a recorded message informing you that someone from Acuity tried to call to complete a survey for your landlord.



When will they call?

Acuity only make calls between the hours of 9:00am and 20:00pm Monday to Friday and between the hours of 10:00am and 18:00pm on Saturday. Interviewers allow the telephone to ring for a minimum of 15 seconds, or until a voice mail system kicks in, to ensure residents with mobility issues are given sufficient time to get to the phone.

How will data be used?

All data that residents provide will be used solely for the purpose of updating CHS's housing management system, which will help CHS better tailor the services they provide to you. While CHS welcome your responses, we understand if you are not comfortable answering particular questions and therefore you can select 'prefer not to say' in these instances.

Is the survey in line with data protection and what about quality standards?

All the calls are recorded for training and quality purposes. Acuity is a company partner member of the Market Research Society and is registered with the Information Commissionaires Office, and in line with the Data Protection Act is not permitted to release any details to any other organisation. Under the Data Protection Act, Acuity is not permitted to release any information that would allow an individual to be identified without their prior active consent to do so. Acuity also holds ISO20252:2019, which is the quality standard for market research companies.

Who should you contact at CHS or Acuity if you have a query that is not addressed here?

If you have any queries about any of the survey, contact CHS on 0300 111 3555 or Heather Metivier at Acuity (01273 287114 or acuity@arap.co.uk).

Want to know more about Acuity?

Acuity Research & Practice Limited, www.arap.co.uk. All research projects are carried out in conformity with ISO20252:2019 and the MRS Code of Conduct.

