

### Summary

The Annual Residents' Survey is designed to collect data on resident perceptions about the Council, local services and the area. The survey captures the views of 1,100 Tower Hamlets residents and the results were recently published on the Council's [website](#).

This briefing analyses the results in more detail and explores how the views of residents vary by social grade. Key findings include:

- Views about services, and views about different aspects of the Council's image, showed very little variation by social grade. However, overall satisfaction with the Council was lower among residents from social grade DE: 62 vs. 71 per cent (average).
- DE residents were also a bit less likely than average to feel the Council was *open and transparent about its activities* (44 vs. 52 per cent). However, the proportion who said they trusted the Council was similar across all social grades (all had trust ratings close to the average of 72 per cent).
- DE residents were more likely than AB residents to have contacted the Council over the last year (78 vs. 65 per cent), but less likely to say that they had found that contact easy (76 vs. 89 per cent).
- AB residents expressed a far stronger preference for online methods of contact with the Council than DE residents, while C2 and DE residents were more likely to prefer telephone contact. DE residents were the most likely to express a preference for visiting Council offices in person (23 per cent).
- Consistent with contact preferences, internet access varies significantly by social grade: 99 per cent of AB residents had access to the internet compared with only 79 per cent of DE residents.

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- AB internet users were more likely than DE users to use the internet for transactional purposes. For example, 77 per cent of AB internet users did internet banking compared with only 44 per cent of DE users.
- There was a mixed picture in relation to views about the area by social grade. On the one hand, DE residents were significantly less likely than average to feel they could influence decisions in their local area (36 vs. 49 per cent). However, area satisfaction levels and cohesion ratings showed little variation by social grade, and were positive across all groups.
- Concerns about drug use and rubbish/litter in the local area were similar across social grades, though views varied on the issues of drunkenness and vandalism - C2 residents were more likely than average to be concerned about these issues while AB residents had lower levels of concern.

### About the Survey

The Annual Residents' Survey is designed to collect data on resident perceptions about the Council, local services and the area. The questions are closely tied to service priorities and are designed to provide context for policy development, service delivery and review. The main topics covered are:

- Views about the image of the Council;
- Transparency and trust;
- Satisfaction with services;
- Contact with the Council;
- Personal concerns and worries;
- Views about anti-social behaviour;
- Satisfaction with the local area;
- Cohesion and engagement;
- Demographic data.

The survey was carried out by an independent market research company - Westco Trading - on behalf of the Council, and comprised 1,100 face to face interviews during January to March 2016. The methodology was designed to ensure that the sample drawn is representative of the borough's population generally. Residents were interviewed at 140 different sample points across the borough and sampling quotas were set on age, gender, ethnicity and working status to ensure that the sample reflected the characteristics of the population.

A summary of the main survey results can be found on the Council's website:

[http://www.towerhamlets.gov.uk/lgnl/council\\_and\\_democracy/consultations/annual\\_residents\\_survey.aspx](http://www.towerhamlets.gov.uk/lgnl/council_and_democracy/consultations/annual_residents_survey.aspx)

This briefing is one of a series of topic reports that analyse the results in more detail. The analysis explores how the views of residents from different social grades vary across survey topics.

### Interpretation of survey data

All figures presented are survey estimates, not precise measures, and as such, they have a degree of sampling variability attached to them. The concept of 'statistical significance' is used here to highlight those differences that are likely to reflect 'real' differences between groups, as opposed to those which may be reflecting sampling volatility.

Confidence intervals attached to individual survey estimates for social class groups can be quite wide, often in the region of  $\pm 4$  to 6 percentage points. Furthermore, for findings for a particular social grade population to be 'significantly' different to the average, the difference between the two percentages often needs to be in the region of 6 points or more (though this does vary depending on the comparison in question).

However, even when a highlighted difference is statistically significant, it may be only just be within the bounds of significance, so some caution is required on interpretation of findings based on survey data. Generally speaking, the larger the percentage point differences, the more confident we can be that the difference is reflecting reality.

All figures presented are rounded to the nearest percentage point.

### What is social grade?

Social grade is a socio-economic classification system based on occupation and it enables a household to be classified according to the current (or previous) occupation of the Chief Income Earner. Data are also collected about those who have retired, and about households with no one in work. The classification used here is based on the [Market Research Society](#) classification system (Table 1).

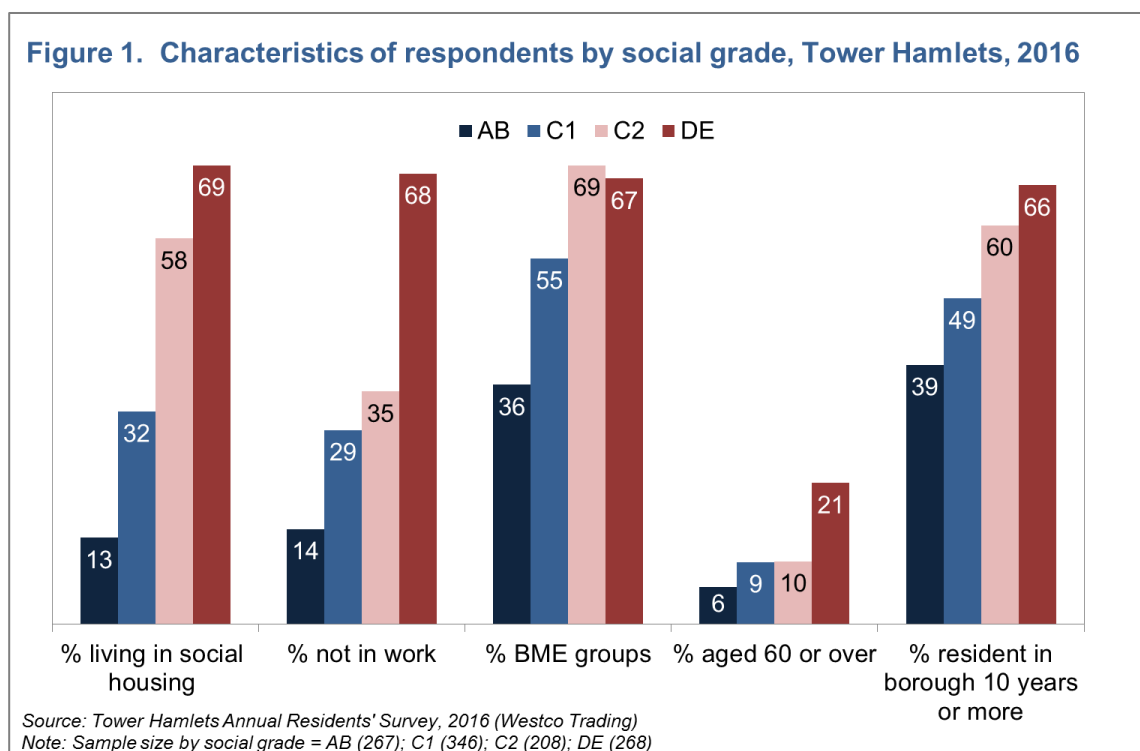
Social grade was collected for 99 per cent of all respondents in the survey (1,089 out of 1,100). For analytical purposes, some groups have been combined to boost sample numbers and four groups are compared throughout this report (AB, C1, C2 and DE). Social grade provides a proxy for likely household income as social grade AB households are typically those on higher incomes while those in social grade DE households are typically those on lower incomes.

<b>Table 1: Social grade groups (market research classification system)</b>		<b>Groups used for analysis and sample size</b>	
<b>A High managerial, administrative or professional</b>	<ul style="list-style-type: none"> <li>Professional people, very senior managers in business or commerce or top civil servants. Retired people, previously grade A, and their widows.</li> </ul>	} AB	267 (24%)
<b>B Intermediate managerial, administrative or professional</b>			
<b>C1 Supervisory, clerical and junior managerial, administrative or professional</b>	<ul style="list-style-type: none"> <li>Junior management, owners of small establishments, and all others in non-manual positions. Jobs in this group have very varied responsibilities and educational requirements.</li> <li>Retired people, previously grade C1, and their widows.</li> </ul>	C1	346 (31%)
<b>C2 Skilled manual workers</b>	<ul style="list-style-type: none"> <li>All skilled manual workers, and those manual workers with responsibility for other people.</li> <li>Retired people, previously grade C2, with pensions from their job.</li> <li>Widows, if receiving pensions from their late husband's job.</li> </ul>	C2	208 (19%)
<b>D Semi and unskilled manual workers</b>	<ul style="list-style-type: none"> <li>All semi-skilled and unskilled manual workers, apprentices and trainees to skilled workers.</li> <li>Retired people, previously grade D, with pensions from their job.</li> <li>Widows, if receiving a pension from their late husband's job.</li> </ul>	} DE	268 (24%)
<b>E State pensioners, casual workers, long term unemployed/workless</b>			

### Characteristics by social grade

The demographic and socio-economic profile of different social grade populations in the borough are quite different, and this is reflected in the survey samples being compared (figure 1). Key differences<sup>1</sup> include:

- **Age:** Social grade DE respondents have an older age structure than those from AB households: 21 per cent of DE respondents were aged over 60 or over, compared with only 6 per cent of AB households. Conversely, AB and C1 respondents were more likely to be young adults aged 18-34 (58 and 63 per cent).
- **Ethnicity:** C2 and DE respondents were far more likely to be from BME (Black and Minority Ethnic) groups compared with AB and C1 respondents. Around two thirds of C2/DE respondents were from BME groups compared with 36 per cent of AB respondents and 55 per cent of C1 respondents.
- **Housing tenure:** DE and C2 households were far more likely to be living in social housing (69 and 58 per cent) compared with only 32 per cent of C1 households and 13 per cent of AB households.
- **Employment:** DE respondents were the least likely to be in employment (32 per cent), while AB respondents were the most likely (86 per cent). Around two thirds of those living in C1 and C2 households were in work (71 and 65 per cent).
- **Length of residence:** DE respondents are the most likely to be well established residents, while AB respondents are more likely to be newer to the borough: two thirds of DE residents had lived in the borough for ten years or more compared with only 39 per cent of AB residents.



<sup>1</sup> All differences highlighted are statistically significant.

### Image of the Council

Residents were asked about 12 different aspects of the Council's image (table 2). There was little significant variation in views by social grade. The one exception was that respondents from social grade C2 were more likely than average to agree with the statement 'My Council provides good value for money for the council tax I pay' (68 vs. 60 per cent).

Table 2. Views about the Image of the Council by social grade, Tower Hamlets, 2016					
	All	Social grade			
		AB	C1	C2	DE
Image of the Council: % agree with statement a great deal/to some extent					
<i>My Council:</i>					
Is making the local area a better place for people to live	77	75	77	79	76
Has staff who are friendly and polite	75	76	77	74	72
Is doing a good job	72	73	73	72	68
Keeps residents informed about what they are doing	71	75	72	70	66
Is efficient and well run	67	67	67	68	65
Is doing a better job now than one year ago	61	58	62	63	61
Provides good value for money for the council tax I pay	60	61	60	<b>68</b>	54
Listens to concerns of local residents	57	54	57	61	55
Involves residents when making decisions	55	55	55	58	53
Responds quickly when asked for help	55	54	54	60	56
<i>Is difficult to get through to on the phone</i>	49	44	50	53	49
<i>Doesn't do enough for people like me</i>	49	46	47	53	53
Sample size		267	346	208	268
Source: Tower Hamlets Annual Residents Survey, 2016 (Westco Trading)					
Notes: Shaded figures in bold are significantly different to average (and other groups).					

Table 3. Views about services by social grade, Tower Hamlets, 2016					
	All	Social grade			
		AB	C1	C2	DE
Service ratings (views of all residents): % rating service as good, very good, excellent					
Public transport	80	80	77	82	82
Street lighting	78	80	75	79	79
Refuse collection	70	73	68	70	70
Street cleaning	70	68	70	74	71
Parks and open spaces	69	75	67	71	66
Local health services	69	69	63	70	<b>75</b>
Recycling facilities	66	68	65	66	66
Libraries/IDEA stores	62	66	59	64	62
Leisure and sports facilities	61	63	61	63	60
Policing	59	60	60	59	58
Repair of roads and pavements	58	62	56	52	62
Collection of council tax	57	63	55	54	58
Parking services	42	46	41	45	37
Sample size		267	346	208	268
Source: Tower Hamlets Annual Residents Survey, 2016 (Westco Trading)					
Notes: Shaded figures in bold are significantly different to average (and other groups).					

### Service ratings

Table 3 compares service ratings across 13 different service areas by social grade. Ratings relate to the views of all residents regardless of whether they use the service or not. For most services (12 out of 13), there was no significant variation in views by social grade. The only exception was in relation to views about local health services: social grade DE respondents were more likely than average to rate health services positively (75 vs. 69 per cent). This may reflect the slightly older age profile of the social grade DE population, as older people tend to rate health services a bit more highly.

### Council satisfaction

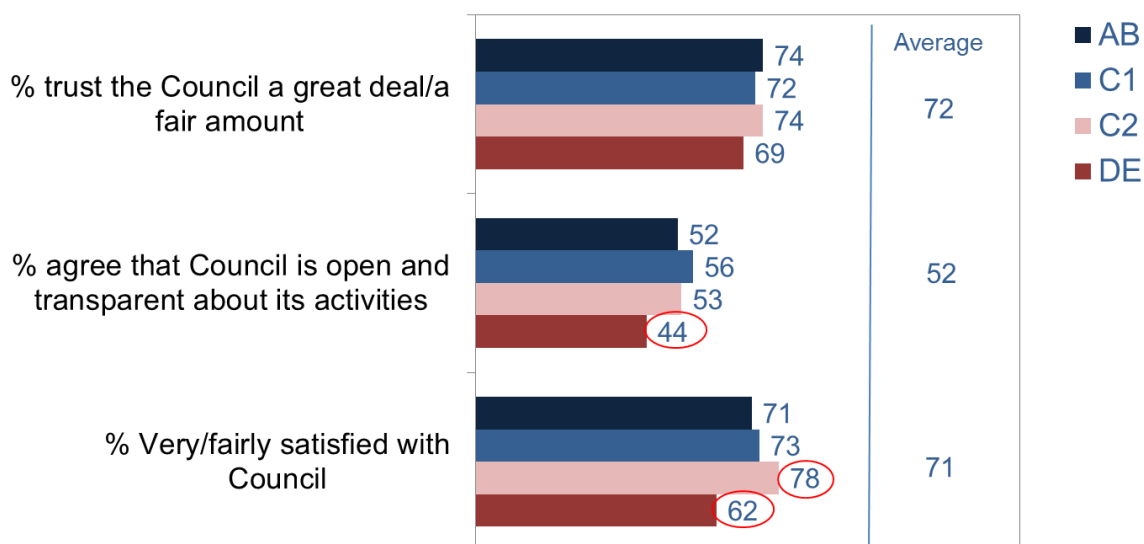
After being asked about individual services, residents were then asked 'Taking everything into account, how satisfied or dissatisfied are you with the way Tower Hamlets Council runs things?' In response, over two thirds (71 per cent) said they were very or fairly satisfied with the Council. Those from social grade DE were the least positive – with only 62 per cent saying they were satisfied, while those from social grade C2 were more positive than average (78 per cent) (figure 2).

### Transparency and Trust

DE respondents were also the least likely to agree that the Council was *open and transparent about its activities* (44 per cent), while all other groups had agreement levels of more than half.

However, on the issue of trust there was no significant variation in views by social grade: 72 per cent of respondents said they trusted the Council *a great deal or a fair amount*, and all groups had trust levels close to the average.

**Figure 2. Views about the Council by social grade, Tower Hamlets, 2016**



Source: Tower Hamlets Annual Residents' Survey, 2016 (Westco Trading)

Note: Sample size by social grade = AB (267); C1 (346); C2 (208); DE (268)

○ = Significantly different to average & other groups

### Contact with the Council

Almost three quarters (72 per cent) of those sampled had contacted the Council in the last year.

This varies by social grade, with DE households being most likely to have been in contact with the Council and AB households being the least likely (78 vs. 65 per cent).

Of those that made contact, most said it had been very, or fairly, easy (83 per cent). AB households were the most likely to find contact easy (89 per cent), while DE households were the least likely (76 per cent).

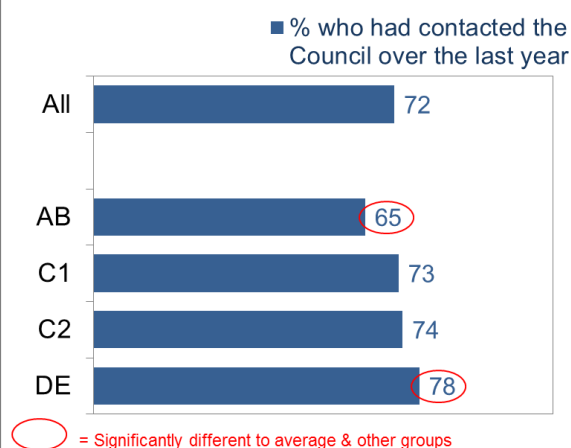
Table 4

### Current method of contact

The way residents contact the Council varies significantly by social grade. AB respondents were far more likely than other groups to use online methods. For example, 39 per cent of AB residents had used email to contact the Council compared with 14 per cent of DE residents.

While telephone contact remains the most popular method of contact for all groups, AB households were less likely than average to have made contact by phone (68 per cent vs. 77 per cent). This reflects a lower level of landline telephone use (43 per cent vs. 54 per cent) as levels of mobile use were fairly similar across groups.

Figure 3. Contact with the Council by social grade, Tower Hamlets, 2016



Source: Tower Hamlets Annual Residents' Survey, 2016 (Westco Trading). Note: Sample size by social grade = AB (267); C1 (346); C2 (208); DE (268)

Table 4. Contact with the Council by social grade, Tower Hamlets, 2016

	All	Social grade			
		AB	C1	C2	DE
% total					
<b>How easy did you find it to contact the council?</b> (base: those who had contacted Council)					
Very/fairly easy	83	<b>89</b>	82	87	76
Not very easy/not at all easy	16	<b>10</b>	17	13	23
Don't know	1	2	1	0	1
<b>Which method (s) did you use?</b> (base: those who contacted the Council)					
Telephone - any (landline and/or mobile)	77	<b>68</b>	80	84	79
Telephone - landline	54	<b>43</b>	53	<b>66</b>	60
Telephone - mobile	32	31	35	27	31
Email	23	<b>39</b>	21	17	<b>14</b>
Council website	16	<b>26</b>	16	12	<b>8</b>
Visit to a council office	12	<b>6</b>	8	12	<b>23</b>
Letter	11	<b>5</b>	10	13	15

Source: Tower Hamlets Annual Residents Survey, 2016 (Westco Trading)

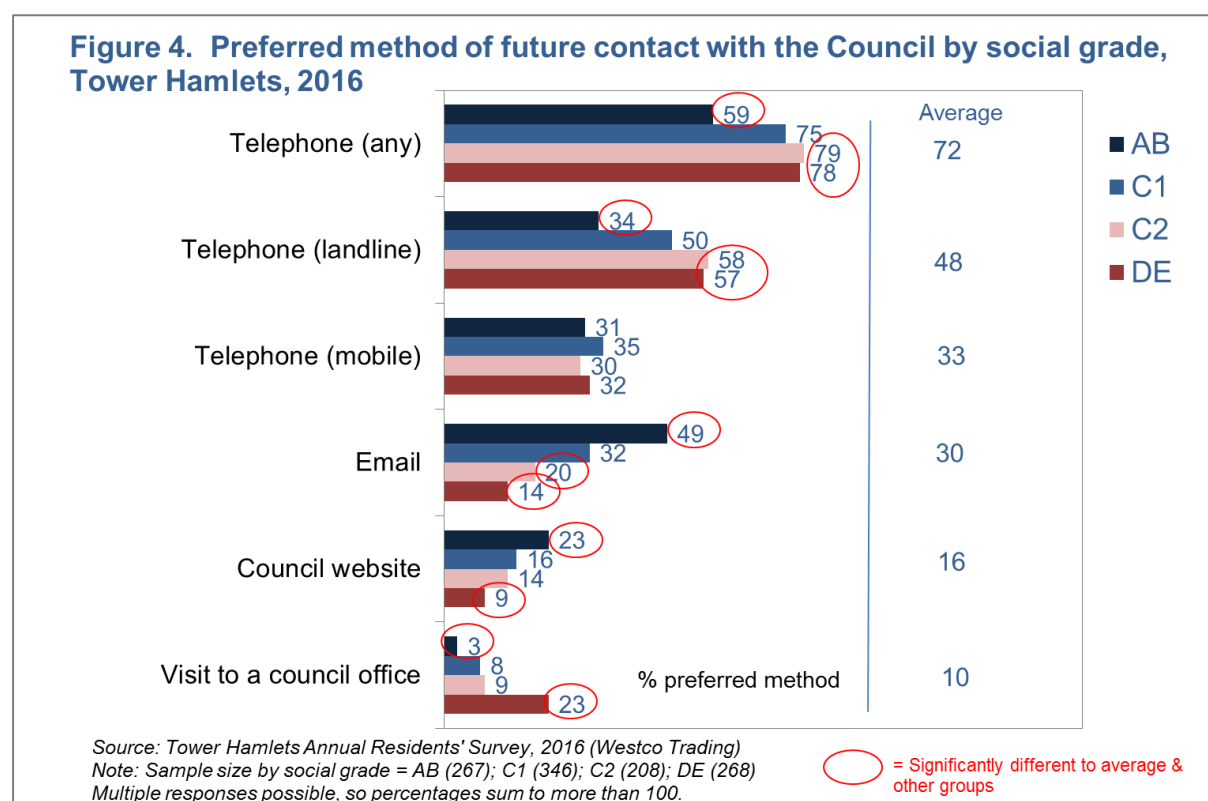
Notes: Shaded figures are significantly different to average and other groups.

### Future contact

Respondents were also asked how they would like to contact the Council in the future, and similar patterns emerge. AB residents expressed a stronger preference for online contact compared with other groups, while DE residents were the least likely to prefer online methods (figure 4). For example, AB residents were more than three times as likely as DE residents to express a preference for email contact (49 vs. 14 per cent).

DE and C2 households were far more likely than AB households to prefer telephone contact. Again, this reflects stronger preference for contact via a landline telephone as mobile preferences were similar.

DE residents were the only group to express any significant preference for visiting the Council offices in person (23 per cent).



### Preferred ways to get information<sup>2</sup>

Residents were asked how they would prefer to receive information about the Council and its services, and again, similar patterns emerge with AB residents having a stronger preference for online sources: AB residents were twice as likely as DE residents to say they would like to get information via the Council's website (57 vs. 28 per cent), while DE residents had a stronger preference for printed information compared with other groups (36 per cent vs. 23 per cent on average).

<sup>2</sup> Question wording: Thinking about ways you get information about the Council, which of these sources of information would you prefer to use to find out about Tower Hamlets Council and the services it provides?



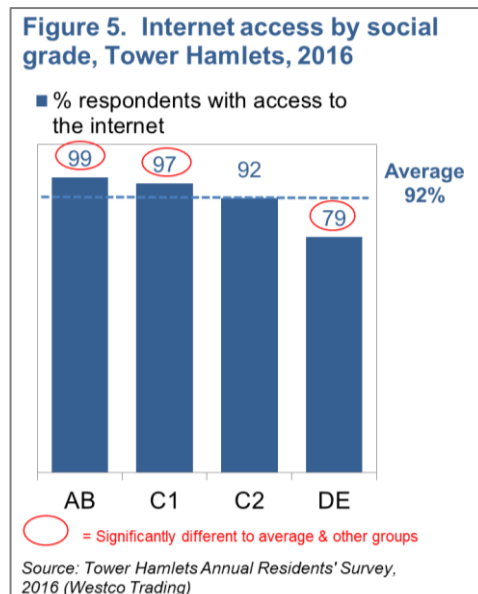
### Internet access and use

Contact preferences may, in part, reflect levels of internet access across social grades, as well as differences in how extensively groups use the internet for different purposes.

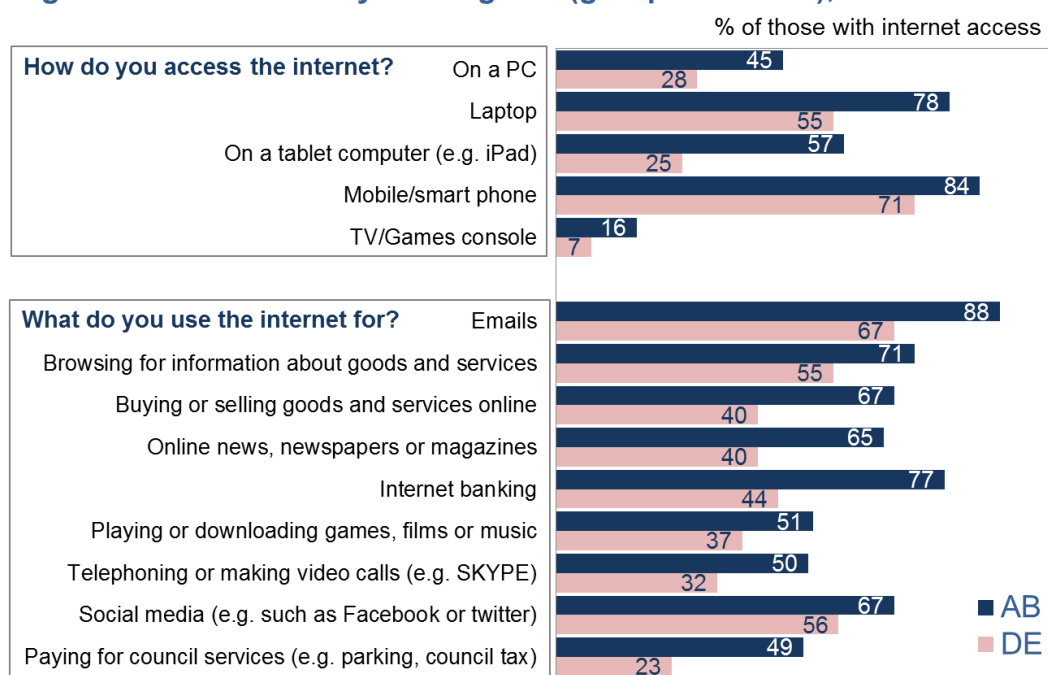
The vast majority of AB and C1 respondents had access to the internet (99 and 97 per cent), compared with only 79 per cent of DE households (figure 5).

The lower level of internet access among DE respondents may, in part, reflect the older age structure of this group, as internet access is strongly related to age.

Analysis of how residents access the internet, and what they use it for, also reveals significant differences between social grades – particularly between AB and DE internet users (figure 6).



**Figure 6. Internet use by social grade (groups AB & DE), Tower Hamlets, 2016**



Note: All differences shown are statistically significant  
 Source: Tower Hamlets Annual Residents' Survey, 2016 (Westco Trading)  
 Note: Sample size by social grade..Base = those with access to the internet: AB (265); C1 (333); C2 (190); DE (208.)

AB internet users were more likely than DE users to access the internet on various platforms. For example, 78 per cent of AB users accessed the internet via a laptop compared with 55 per cent of DE users. AB residents were also more likely than DE users to be tablet users (57 vs. 25 per cent). While use of a smartphone to access the internet was popular across all groups, it was a bit lower among DE internet users (71 per cent vs. 83 per cent on average).

Internet users from social grade AB were also more DE residents to use the internet for a wider range of purposes. Differences in usage were particularly wide in relation to using the internet for transactional purposes. For example, 77 per cent of AB internet users said they did internet banking, compared with only 44 per cent of DE users. Similarly, AB users were twice as likely as DE users to say they had paid for Council services online (49 vs. 23 per cent).

Appendix table A1 provides more detail on internet use for all social grade populations.

### Concerns and worries

AB residents were less likely than average to rate *crime* or a *lack of jobs* as one of their top concerns, but were more likely than other groups to worry about *pollution of the environment*. In contrast, DE residents were the least likely to cite pollution as one of their top concerns, and also less likely than average to be worried about the quality of the health service or the level of council tax (table 5).

AB residents were less likely than other groups to say they were worried about the impact of public spending cuts (51 vs. 60 per cent)<sup>3</sup>.

Table 5. Concerns and worries by social grade, Tower Hamlets, 2016					
	All	Social grade			
		AB	C1	C2	DE
% total					
<b>Top personal concerns: % citing concern as one of their top 3 personal concerns</b>					
Crime	39	32	43	45	37
Lack of affordable housing	32	35	34	32	27
Litter\dirt in streets	30	30	32	31	25
Lack of jobs	20	11	22	25	22
Traffic congestion	17	18	18	19	14
Quality of health service	17	19	20	14	12
Level of council tax	16	20	16	16	11
Pollution of the environment	14	22	14	11	7
Number of homeless people	11	9	15	11	9
<b>Worries about being impacted by cuts in spending on public services</b>					
Very/fairly worried	60	51	64	61	64
<i>Source: Tower Hamlets Annual Residents Survey, 2016 (Westco Trading)</i>					
<i>Notes: Shaded figures are significantly different to average &amp; other groups.</i>					

### Cohesion and the area

When it comes to views about cohesion and satisfaction with the local area, views were similar across social grades (figure 7):

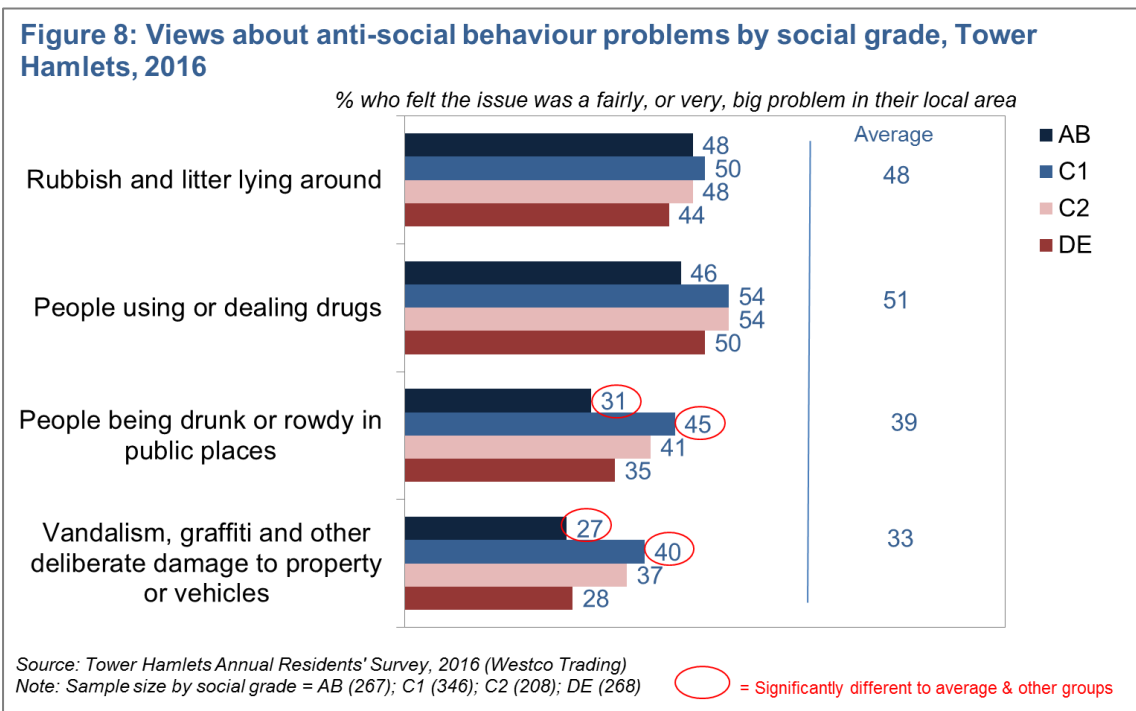
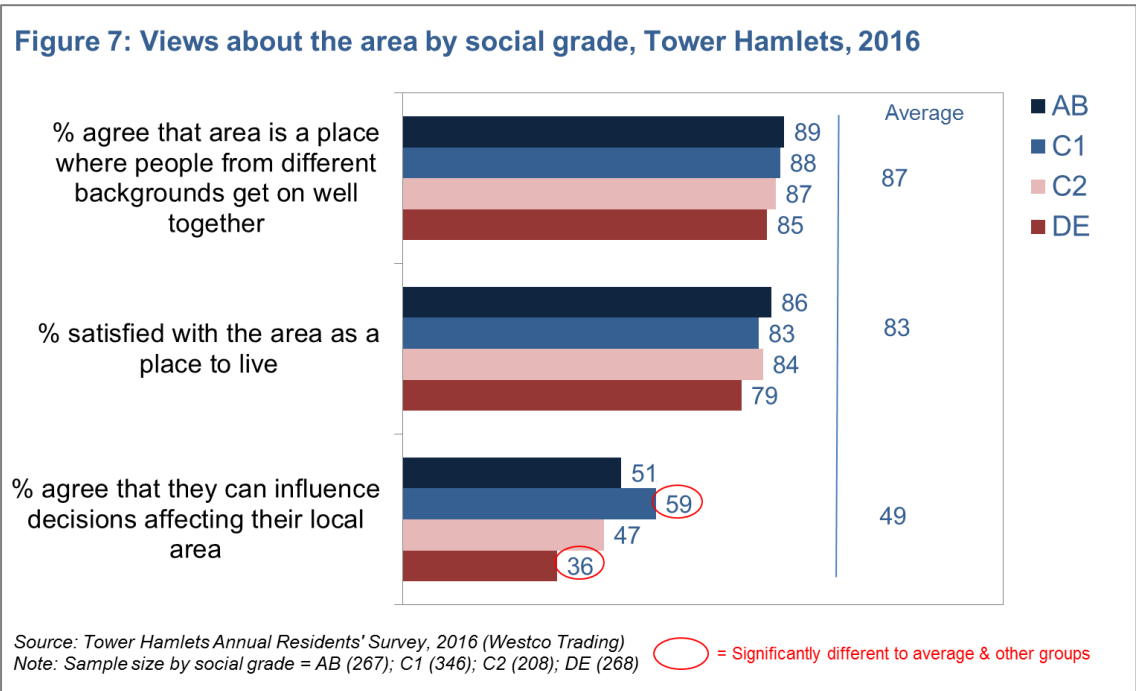
- Cohesion: On average, 87 per cent of residents agreed with the statement: *'this local area is a place where people from different backgrounds get on well together'*. Ratings across social grades were all close to the average (between 85-89 per cent).

<sup>3</sup> Question wording was: *Thinking about the next year, how worried are you that you or your family will suffer directly from cuts in spending on public services such as health, education or welfare benefits?*

- Area satisfaction: Similarly, the majority of residents said they were very, or fairly, satisfied with the area as a place to live (83 per cent), and again ratings across all social grades were fairly close to the average.

### Influencing decisions

However, there were significant differences in views about the extent to which people felt they could influence decisions affecting their local area. DE residents were the least likely to feel they could influence decisions on their local area while those from social grade C2 were the most likely to agree (36 vs. 59 per cent).



### Concerns about anti-social behaviour

Residents were asked to say whether they felt different anti-social behaviour (ASB) issues were a big problem in their local area (figure 8).

Worries about *rubbish/litter lying around* and the problem of *drug use or dealing* topped the list of issues residents were most concerned about. On both these issues, around half of those surveyed felt these issues were a very, or fairly, big problem in their area (48 and 51 per cent respectively) and views were similar across all four social grades.

However, perceptions in relation to drunkenness and vandalism did show some variation by social grade:

- The issue of *'people being drunk or rowdy in public places'* was seen as a big problem by 39 per cent of those surveyed – concern was higher among C1 residents households (45 per cent) and lower among AB residents (31 per cent).
- Similarly, C1 residents were the most likely to see *vandalism, graffiti, and deliberate damage to property or vehicles* as a big problem in their area (40 per cent) while AB residents were the least likely to see it as a big problem (27 per cent).

### Success in dealing with ASB

Views about the extent to which services were successfully dealing with ASB were similar across social grades. Over half of those surveyed (56 per cent) agreed that police and other local public services were successfully dealing with ASB issues in their local area – ratings by social grade were all close to the average (53-59 per cent).

[Appendix table A1](#) summarises views by social grade across all topics.

### Further information

This briefing was produced by the Council's Corporate Strategy and Equality Service. The main Annual Residents Survey results for 2016, and for previous years, can be found on the Council's website:

[http://www.towerhamlets.gov.uk/lqsl/851-900/867\\_consultation/annual\\_residents\\_survey.aspx](http://www.towerhamlets.gov.uk/lqsl/851-900/867_consultation/annual_residents_survey.aspx)

For queries about the survey, please contact the Council's Corporate Research Unit [cru@towerhamlets.gov.uk](mailto:cru@towerhamlets.gov.uk)

## Appendix: Data tables

**Table A1. Tower Hamlets Annual Residents' Survey: views compared by social grade, 2016**

	Total	AB	C1	C2	DE
<i>Shaded figures = significantly different from the average (total)</i>					% totals
<b>Image of the Council statements (% agree with statement a great deal/to some extent)</b>					
<i>'My council is...':</i>					
Making the local area a better place for people to live	77	75	77	79	76
Has staff who are friendly and polite	75	76	77	74	72
Is doing a good job	72	73	73	72	68
Keeps residents informed about what they are doing	71	75	72	70	66
Is efficient and well run	67	67	67	68	65
Is doing a better job now than one year ago	61	58	62	63	61
Provides good value for money for the council tax I pay	60	61	60	<b>68</b>	54
Listens to concerns of local residents	57	54	57	61	55
Involves residents when making decisions	55	55	55	58	53
Responds quickly when asked for help	55	54	54	60	56
<i>Is difficult to get through to on the phone</i>	49	44	50	53	49
<i>Doesn't do enough for people like me</i>	49	46	47	53	53
<b>Service ratings (views of all residents): % rating service as good, very good, excellent</b>					
Public transport	80	80	77	82	82
Street lighting	78	80	75	79	79
Refuse collection	70	73	68	70	70
Street cleaning	70	68	70	74	71
Parks and open spaces	69	75	67	71	66
Local health services	69	69	63	70	<b>75</b>
Recycling facilities	66	68	65	66	66
Libraries/IDEA stores	62	66	59	64	62
Leisure and sports facilities	61	63	61	63	60
Policing	59	60	60	59	58
Repair of roads and pavements	58	62	56	52	62
Collection of council tax	57	63	55	54	58
Parking services	42	46	41	45	37
<b>Overall satisfaction: Taking everything into account, how satisfied or dissatisfied are you with the way Tower Hamlets runs things?</b>					
Very/fairly satisfied	71	71	73	<b>78</b>	<b>62</b>
<b>To what extent do you agree or disagree that Tower Hamlets Council is open and transparent about its activities?</b>					
Definitely/tend to agree	52	52	56	53	<b>44</b>

Source: Tower Hamlets Annual Residents' Survey (Westco Trading)

Notes: Sample size = 1,100: AB (267); C1 (346); C2 (208); DE (268); 11 unknown.

Shaded figures **in bold** are significantly different to the average (and one or more of the other groups) ie differences are statistically significant.

## Appendix: Data tables

**Table A1. Tower Hamlets Annual Residents' Survey: views compared by social grade, 2016**

	Total	AB	C1	C2	DE
<i>Shaded figures = significantly different from the average (total)</i>					<i>% totals</i>
How much do you trust Tower Hamlets Council?					
Trust (a great deal/a fair amount)	72	74	72	74	69
How easy did you find it to contact the council? (base: those who had contacted Council in last year)					
Very/fairly easy	83	<b>89</b>	82	87	76
Not very easy/not at all easy	16	<b>10</b>	17	13	23
Don't know	1	2	1	0	1
Contact with the Council in the past year					
Have contacted the Council	72	<b>65</b>	73	74	<b>78</b>
Have not contacted the Council	28	<b>35</b>	27	26	<b>22</b>
If you have contacted the Council in the last year, which method (s) did you use (Note: only methods used by 2% or more of the population listed. Multiple response possible)					
Telephone - any (landline and/or mobile)	56	<b>44</b>	59	62	61
Telephone - landline	39	<b>28</b>	38	<b>49</b>	<b>47</b>
Telephone - mobile	23	20	26	20	24
Email	16	<b>26</b>	15	13	<b>11</b>
Council website	11	<b>17</b>	11	9	<b>7</b>
Visit to a council office	9	<b>4</b>	6	9	<b>18</b>
Letter	8	<b>3</b>	7	9	<b>12</b>
Haven't contacted the Council in the past year	28	<b>35</b>	27	26	<b>22</b>
If you have contacted the Council in the last year, which method (s) did you use (Note: only methods used by 2% or more of the population listed. Multiple response possible)					
<i>Percentages (base: all those who had contacted the Council over the last year)</i>					
Telephone - any (landline and/or mobile)	77	<b>68</b>	80	84	79
Telephone - landline	54	<b>43</b>	53	<b>66</b>	60
Telephone - mobile	32	31	35	27	31
Email	23	<b>39</b>	21	17	<b>14</b>
Council website	16	<b>26</b>	16	12	<b>8</b>
Visit to a council office	12	<b>6</b>	8	12	<b>23</b>
Letter	11	<b>5</b>	10	13	15

Source: Tower Hamlets Annual Residents' Survey (Westco Trading)

Notes: Sample size = 1,100: AB (267); C1 (346); C2 (208); DE (268); 11 unknown.

Shaded figures in **bold** are significantly different to the average (and one or more of the other groups) ie differences are statistically significant.

## Appendix: Data tables

**Table A1. Tower Hamlets Annual Residents' Survey: views compared by social grade, 2016**

	Total	AB	C1	C2	DE
<i>Shaded figures = significantly different from the average (total)</i>					% totals
If you need to contact the council in future, what would be your preferred methods? (Note: Only methods used by 2% or more of the population listed. Multiple response possible)					
Telephone - any (landline and/or mobile)	72	<b>59</b>	75	<b>79</b>	<b>78</b>
Telephone - landline	48	<b>34</b>	50	<b>58</b>	<b>57</b>
Telephone - mobile	33	31	35	30	32
Email	30	<b>49</b>	32	<b>20</b>	<b>14</b>
Council website	16	<b>23</b>	16	14	<b>9</b>
Visit to a council office	10	<b>3</b>	8	9	<b>23</b>
Letter	8	<b>4</b>	5	8	<b>15</b>
Thinking about ways you get information about the Council, which of these sources of information would you prefer to use to find out about Tower Hamlets Council and the services it provides?					
Council website	44	<b>57</b>	48	38	<b>28</b>
East End Life	41	35	45	48	38
Printed information provided by the council (e.g. leaflets, flyers, public notices)	25	23	22	23	<b>36</b>
Council texts, emails and e-newsletters	18	22	22	14	<b>12</b>
Local media (e.g. newspapers, TV, radio, news website)	15	14	15	18	16
Word of mouth (eg friends, neighbours, relations)	13	<b>8</b>	9	16	<b>22</b>
Direct contact with the council (e.g. contact with staff, public meetings and events)	12	10	11	13	15
Social media sites and blogs (e.g. Facebook, twitter, YouTube)	8	10	10	<b>4</b>	<b>4</b>
From your local councillor	7	6	6	7	10
Internet access					
Percentage of adult surveyed with access to the internet	92	<b>99</b>	<b>97</b>	92	<b>79</b>
Use of internet (base: those who have access to internet)					
How do you access the internet?					
On a PC	38	<b>45</b>	40	31	<b>28</b>
Laptop	70	<b>78</b>	72	69	<b>55</b>
On a tablet computer (e.g. iPad)	41	<b>57</b>	42	<b>31</b>	<b>25</b>
Mobile/smart phone	83	84	86	88	<b>71</b>
TV/Games console	11	<b>16</b>	10	9	7

Source: Tower Hamlets Annual Residents' Survey (Westco Trading)

Notes: Sample size = 1,100: AB (267); C1 (346); C2 (208); DE (268); 11 unknown.

Shaded figures in bold are significantly different to the average (and one or more of the other groups) ie differences are statistically significant.

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**Table A1. Tower Hamlets Annual Residents' Survey: views compared by social grade, 2016**

	Total	AB	C1	C2	DE
<i>Shaded figures = significantly different from the average (total)</i>					% totals
What do you use the internet for?					
Emails	81	<b>88</b>	85	80	<b>67</b>
Browsing for information about goods and services	64	<b>71</b>	66	61	<b>55</b>
Buying or selling goods and services online	57	<b>67</b>	60	58	<b>40</b>
Online news, newspapers or magazines	52	<b>65</b>	54	<b>44</b>	<b>40</b>
Internet banking	68	<b>77</b>	72	75	<b>44</b>
Playing or downloading games, films or music	42	<b>51</b>	42	36	37
Telephoning or making video calls over the internet (e.g. SKYPE)	41	<b>50</b>	43	37	<b>32</b>
Social media (e.g. such as Facebook or twitter)	64	67	67	61	<b>56</b>
Paying for council services (e.g. parking, council tax)	38	<b>49</b>	41	33	<b>23</b>
	507	585	530	485	394
Top three personal concerns (note: only those concerns mentioned by more than 10 per cent of sample listed)					
Crime	39	<b>32</b>	43	45	37
Lack of affordable housing	32	35	34	32	27
Litter\dirt in streets	30	30	32	31	25
Lack of jobs	20	<b>11</b>	22	25	22
Traffic congestion	17	18	18	19	14
Quality of Health Service	17	19	20	14	<b>12</b>
Level of council tax	16	20	16	16	<b>11</b>
Pollution of the environment	14	<b>22</b>	14	11	<b>7</b>
Number of homeless people	11	9	15	11	9
Thinking about the next year, how worried are you that you or your family will suffer directly from cuts in spending on public services such as health, education or welfare benefits?					
Very/fairly worried	60	<b>51</b>	64	61	64
Cohesion: To what extent do you agree or disagree that this local area is a place where people from different backgrounds get on well together?					
Agree (definitely/tend to)	87	89	88	87	85
Area: Thinking about your local area/neighbourhood, how satisfied are you with the area as a place to live?					
Very/fairly satisfied	83	86	83	84	79
Do you agree or disagree that you can influence decisions affecting your local area?					
Agree (definitely/tend to)	49	51	<b>59</b>	47	<b>36</b>

Source: Tower Hamlets Annual Residents' Survey (Westco Trading)

Notes: Sample size = 1,100: AB (267); C1 (346); C2 (208); DE (268); 11 unknown.

Shaded figures in **bold** are significantly different to the average (and one or more of the other groups) ie differences are statistically significant.



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**Table A1. Tower Hamlets Annual Residents' Survey: views compared by social grade, 2016**

	Total	AB	C1	C2	DE
<i>Shaded figures = significantly different from the average (total)</i>					% totals
<b>ASB concerns: % who think issue is a very / fairly big problem in their area</b>					
Rubbish and litter lying around	48	48	50	48	44
People being drunk or rowdy in public places	39	<b>31</b>	<b>45</b>	41	35
Vandalism, graffiti and other deliberate damage to property or vehicles	33	<b>27</b>	<b>40</b>	37	28
People using or dealing drugs	51	46	54	54	50
<b>How much would you agree or disagree that the police and other local public services are successfully dealing with these issues in your local area?</b>					
Agree (strongly/tend to)	56	53	59	53	59
<b>Length of residence: How long have you lived in the borough of Tower Hamlets?</b>					
Up to 2 years	17	19	21	<b>12</b>	<b>11</b>
Between 2 and 10 years	30	<b>41</b>	29	28	<b>23</b>
10 years or more	52	<b>39</b>	49	<b>60</b>	<b>66</b>
<b>How likely or unlikely is it that you will move out of the Tower Hamlets Council area in the next twelve months?</b>					
Very/fairly likely	12	17	14	<b>9</b>	<b>7</b>
<i>Sample size by social grade #</i>	1100	267	346	208	268

# Social grade information was unknown for 11 respondents.

Source: Tower Hamlets Annual Residents' Survey (Westco Trading)

Notes: Sample size = 1,100: AB (267); C1 (346); C2 (208); DE (268); 11 unknown.

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