

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 1

Q.S1 First of all can I check if you live in the borough of Tower Hamlets?**Base: All respondents**

	Gender		Age						SEG				Ethnicity				Digital			
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
Yes	532	274	258	101	195	99	57	36	41	182	127	72	116	260	21	174	33	26	328	204
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 2
Gender
Base: All respondents

	Gender		Age						SEG				Ethnicity					Digital		
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
Male	274	274	-	46	92	62	31	22	21	107	55	39	55	127	12	95	14	14	167	107
	52%ck	100%ac	-	45%	47%	62%ade	54%	60%	50%	59%ak	44%	54%	47%	49%	56%	55%	42%	53%	51%	53%
Female	258	-	258	55	103	37	26	15	21	75	72	33	61	133	9	79	19	12	161	97
	48%bfj	-	100%ab	55%f	53%f	38%	46%	40%	50%	41%	56%aj	46%	53%	51%	44%	45%	58%	47%	49%	47%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 3
Into which of the following age groups do you fall?
Base: All respondents

	Gender		Age							SEG				Ethnicity				Digital		
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
18-24	101 19%efg hijn	46 17%	55 21%	101 100%aefg hi	-	-	-	-	-	14 8%	31 24%j	13 18%j	29 25%j	20 8%	8 37%	54 31%an	12 35%an	4 15%	59 18%	42 20%
25-34	195 37%dfg himt	92 34%	103 40%	-	195 100%adfg hi	-	-	-	-	79 43%am	48 37%	24 34%	33 29%	95 37%	8 39%	65 37%	9 28%	11 43%	132 40%at	63 31%
35-44	99 19%cde ghimnt	62 22%ac	37 15%	-	-	99 100%adeg hi	-	-	-	45 25%am	24 19%m	17 23%m	9 8%	38 15%	3 14%	41 24%an	6 17%	6 23%	70 21%at	29 14%
45-54	57 11%def hip	31 11%	26 10%	-	-	-	57 100%adef hi	-	-	23 13%	9 7%	12 16%	11 9%	39 15%ap	1 5%	7 4%	5 15%p	4 15%	31 9%	26 13%
55-64	36 7%defg p	22 8%	15 6%	-	-	-	-	36 100%adef gi	-	13 7%	7 5%	4 6%	11 9%	27 11%ap	-	4 3%	2 5%	1 4%	21 6%	16 8%
65 or older	41 8%defg jps	21 8%	21 8%	-	-	-	-	41 100%adef gh	6 4%	7 6%	2 3%	24 21%ajk l	38 15%apq	1 5%	1 1%	-	-	-	13 4%	28 14%as
Refused	2 *	1 *	1 *	-	-	-	-	-	-	1 1%	1 1%	-	-	1 *	-	1 1%	-	-	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 4

Q.1 Overall, how well informed do you think Tower Hamlets Council keeps residents about the services and benefits it provides?**Base: All respondents**

	Total (a)	Gender		Age						SEG				Ethnicity				Digital			
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)	
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204	
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204	
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202	
NET: Well informed	327 61%ejt	169 62%	158 61%	76 75%aef	107 55%	57 57%	30 52%	24 67%	31 74%eg	98 54%	86 68%j	47 65%	76 65%	154 59%	13 63%	117 67%	22 67%	12 47%	214 65%at	112 55%	
Very well informed	(4) 17%j	88 16%	44 17%	44 19%	19 15%	28 16%	16 19%	11 19%	3 7%	11 26%h	19 10%	18 14%	19 26%ajk	27 24%aj	38 15%	3 14%	30 17%	9 26%	5 20%	58 18%	30 15%
Fairly well informed	(3) 45%	239 46%	125 44%	113 44%	56 56%aef	79 40%	41 41%	19 34%	22 59%eg	20 48%	79 44%	69 54%al	28 39%	48 42%	115 44%	10 49%	87 50%	14 41%	7 27%	156 48%	83 41%
Not very well informed	(2) 25%d	131 26%	73 23%	58 23%	15 14%	55 28%d	29 29%d	17 29%d	8 22%	8 19%	54 30%m	29 23%	17 23%	21 18%	67 26%	3 14%	38 22%	6 18%	10 38%	77 23%	54 27%
Not well informed at all	(1) 13%	68 11%	30 15%	38 15%	9 9%	30 16%	14 14%	8 15%	4 11%	2 5%	28 15%	12 9%	8 12%	15 13%	34 13%	5 23%	18 11%	4 11%	4 16%	36 11%	32 15%
NET: Not well informed	198 37%d	102 37%	96 37%	24 24%	85 44%adi	42 43%di	25 44%di	12 33%	10 24%	82 45%akm	41 32%	25 35%	36 31%	101 39%	8 37%	56 32%	10 30%	14 53%	113 34%	86 42%	
Don't know	7 1% ^s	3 1%	4 2%	1 1%	3 1%	- -	2 4%	- -	1 3%	2 1%	- -	- -	4 4%ak	5 2%	- -	1 1%	1 3%	- -	1 *	6 3% ^{as}	
Mean	2.66ej t	2.67	2.65	2.86ae f	2.55	2.60	2.59	2.63	2.98ae fg	2.49	2.73j	2.79j	2.78j	2.62	2.54	2.74	2.85	2.51	2.72at	2.56	
Standard deviation	0.90	0.87	0.94	0.84	0.93	0.92	0.98	0.79	0.82	0.88	0.82	0.96	0.97	0.90	1.01	0.87	0.97	1.00	0.88	0.93	
Standard error	0.04	0.06	0.06	0.08	0.07	0.09	0.14	0.12	0.13	0.07	0.07	0.11	0.09	0.06	0.22	0.07	0.17	0.20	0.05	0.07	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 5
Q.2a How much do you trust Tower Hamlets Council?
Base: All respondents

	Total (a)	Gender		Age						SEG				Ethnicity				Digital			
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)	
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204	
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204	
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202	
NET: A great deal/ a fair amount	317 60%jt	153 56%	163 63%	78 77%aef gh	111 57%	53 53%	29 50%	19 54%	27 65%	88 48%	80 63%j	45 62%j	81 70%aj	145 56%	14 66%	115 66%an	21 62%	13 50%	211 64%at	106 52%	
A great deal	(4) 13%t	68 13%	35 13%	32 17%	17 10%	19 14%	14 11%	6 11%	4 12%	7 17%	17 9%	13 10%	14 19%j	21 18%j	27 10%	4 20%	31 18%an	2 6%	3 12%	49 15%	19 9%
A fair amount	(3) 47%j	249 47%	118 43%	131 51%a	60 60%aef gh	92 47%	39 39%	23 39%	15 41%	20 48%	71 39%	67 52%j	31 43%	60 52%j	119 46%	10 46%	84 48%	19 56%	10 38%	162 49%	87 43%
Not very much	(2) 28%dm	151 28%	84 31%	67 26%	18 18%	54 28%	35 35%d	21 37%d	12 32%	9 22%	67 37%am	35 27%	19 27%	23 20%	80 31%	6 29%	44 25%	8 23%	10 38%	84 26%	67 33%
Not at all	(1) 10%cd	53 10%	35 13%c	19 7%	3 3%	24 13%d	12 12%d	5 9%	4 12%d	4 10%	26 14%am	12 9%	6 8%	7 6%	30 11%	1 5%	14 8%	2 6%	2 8%	28 9%	25 12%
NET: Not very much/ not at all	205 38%cdm	119 43%ac	86 33%	21 21%	79 40%d	47 47%d	26 46%d	16 44%d	13 32%	92 51%akl	46 37%	25 35%	31 26%	110 42%	7 34%	57 33%	10 29%	12 46%	113 34%	92 45%as	
Don't know	11 2%b	2 1%	8 3%ab	2 2%	5 3%	-	2 3%	1 2%	1 3%	2 1%	1 1%	2 3%	4 3%	5 2%	-	2 1%	3 9%anp	1 4%	4 1%	7 3%	
Mean	2.63jn t	2.56	2.71ab	2.93ae fgh	2.55	2.55	2.54	2.55	2.73	2.44	2.65j	2.75j	2.85aj	2.56	2.81	2.77an	2.68	2.56	2.72at	2.50	
Standard deviation	0.84	0.87	0.79	0.69	0.84	0.88	0.83	0.88	0.88	0.85	0.79	0.87	0.80	0.83	0.82	0.84	0.70	0.83	0.83	0.83	
Standard error	0.04	0.06	0.05	0.07	0.06	0.09	0.11	0.14	0.14	0.06	0.07	0.10	0.08	0.05	0.18	0.06	0.13	0.17	0.05	0.06	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 6

Q.2b Please can you briefly explain why you gave this answer?**Base: All respondents who don't trust Tower Hamlets Council**

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	202	110	92	22	75	47	25	18	13	90	47	25	30	109	7	56	10	12	112	90
Weighted base	205	119	86*	21**	79*	47*	26**	16**	13**	92*	46*	25**	31**	110	7**	57*	10**	12**	113	92*
Effective base	200	110	92	22	75	47	25	18	13	89	47	25	30	108	7	56	10	12	111	89

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 7

Q.3a How do you currently find out about Tower Hamlets Council and the services it provides?**Base: All respondents**

	Total (a)	Gender		Age						SEG				Ethnicity				Digital		
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
Printed information provided by the council (e.g. leaflets, flyers, public notices)	350 66%	179 65%	171 66%	74 73%h	123 63%	64 65%	36 62%	20 55%	31 74%	110 60%	84 66%	52 72%	82 71%	161 62%	14 67%	120 69%	28 83%an	13 50%	221 67%	129 63%
Local media (e.g. newspapers, TV, radio, news website)	346 65%cnt	192 70%ac	154 60%	66 66%	126 65%	68 69%	38 66%	24 66%	23 55%	110 60%	85 67%	51 71%	74 64%	151 58%	14 68%	126 73%an	29 88%an	11 42%	232 71%at	114 56%
East End Life	344 65%jn	169 61%	175 68%	65 65%	119 61%	63 64%	38 67%	27 75%	30 73%	91 50%	91 72%aj	51 71%j	90 78%aj	149 57%	14 66%	131 75%an	24 71%	13 50%	215 66%	129 63%
Word of mouth (e.g. friends, neighbours, relations)	300 56%t	146 53%	154 60%	66 66%af	112 58%	50 51%	31 55%	18 49%	21 51%	92 51%	70 55%	41 57%	77 67%aj	140 54%	8 39%	112 64%an	21 62%	9 33%	201 61%at	99 49%
Council website	295 56%dim t	149 54%	146 57%	47 46%	119 61%di	65 66%adh	34 59%i	17 48%	12 30%	119 65%akm	65 51%	43 59%	53 46%	138 53%	11 52%	103 59%	21 62%	16 62%	240 73%at	56 27%
Direct contact with the council (e.g. contact with staff, public meetings and events)	145 27%jt	83 30%	62 24%	28 28%	45 23%	25 25%	17 30%	12 32%	17 42%ae	35 19%	38 30%j	24 34%j	34 29%j	70 27%	3 14%	51 30%	12 35%	4 16%	109 33%at	36 18%
From your local councillor	123 23%jnt	61 22%	61 24%	31 31%ae	36 19%	27 28%	11 19%	8 22%	9 21%	31 17%	28 22%	24 34%aj	33 28%j	44 17%	5 24%	56 32%an	13 38%an	4 16%	90 27%at	33 16%
Council texts, emails and e-newsletters	115 22%jnt	64 23%	51 20%	27 27%	34 18%	24 24%	15 26%	8 22%	5 12%	29 16%	30 24%	25 34%ajm	22 19%	40 15%	4 19%	50 29%an	9 28%	7 26%	95 29%at	20 10%
Social media sites and blogs (e.g. Facebook, Twitter, YouTube)	92 17%jt	44 16%	48 19%	23 23%i	35 18%	19 19%	8 15%	4 12%	3 8%	22 12%	30 23%aj	16 22%j	18 15%	39 15%	4 19%	31 18%	9 26%	5 19%	83 25%at	10 5%
Other	14 3%	6 2%	8 3%	4 4%	4 2%	3 3%	1 2%	3 7%	- -	6 3%	3 3%	3 4%	2 1%	8 3%	2 10%	4 2%	1 3%	- -	9 3%	5 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by the LGA

Tower Hamlets Poll

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Absolutes/col percents

Table 7

Q.3a How do you currently find out about Tower Hamlets Council and the services it provides?**Base: All respondents**

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Do not find out any information	10	4	6	1	6	-	-	-	3	1	3	2	3	6	-	1	-	3	-	10
	2% _s	2%	2%	1%	3%	-	-	-	8% _{adfg}	1%	2%	3%	3%	2%	-	1%	-	12%	-	5% _{as}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 8

Q.3b From which one of these sources of information would you PREFER to find out about Tower Hamlets Council and the services it provides?

Base: All respondents

	Total (a)	Gender		Age						SEG				Ethnicity				Digital		
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
Printed information provided by the council (e.g. leaflets, flyers, public notices)	136 25% ^s	71 26%	65 25%	27 27%	54 28%	19 20%	12 20%	8 22%	14 34%	44 24%	29 23%	19 26%	39 34% ^a	77 30% ^{aq}	3 14%	45 26%	4 12%	4 16%	71 22%	64 32% ^{as}
Council website	102 19% ^{cmp} t	66 24% ^{ac}	36 14%	13 13%	37 19%	27 28% ^{adi}	11 19%	9 25%	4 10%	51 28% ^{alm}	24 19% ^m	8 11%	11 10%	60 23% ^{ap}	4 19%	22 12%	6 18%	7 28%	89 27% ^{at}	12 6%
East End Life	80 15% ^{ejs}	36 13%	44 17%	14 14%	19 10%	17 17%	15 27% ^{ae}	8 22% ^e	6 15%	20 11%	19 15%	17 24% ^{aj}	17 15%	41 16%	3 14%	25 15%	5 16%	2 8%	40 12%	40 20% ^{as}
Council texts, emails and e-newsletters	68 13% ^{hi}	34 12%	34 13%	15 15% ^{hi}	31 16% ^{hi}	11 11%	8 13%	1 2%	1 3%	28 16%	14 11%	11 16%	11 10%	29 11%	2 9%	25 14%	5 16%	5 19%	41 13%	26 13%
Local media (e.g. newspapers, TV, radio, news website)	46 9%	25 9%	21 8%	10 10%	17 8%	8 8%	3 5%	3 9%	5 12%	12 6%	15 12%	10 14% ^m	6 5%	18 7%	1 5%	17 10%	6 17% ⁿ	-	25 8%	21 10%
Direct contact with the council (e.g. contact with staff, public meetings and events)	39 7% ^j	15 5%	24 9%	6 6%	11 6%	9 9%	4 7%	3 8%	6 14%	6 3%	13 10% ^j	2 3%	14 12% ^{jl}	17 6%	-	17 10%	1 3%	4 14%	23 7%	16 8%
Social media sites and blogs (e.g. Facebook, Twitter, YouTube)	26 5% ^t	10 4%	16 6%	5 5%	12 6%	3 3%	3 5%	1 3%	1 3%	10 6%	7 5%	3 4%	4 4%	10 4%	3 14%	6 4%	4 11% ⁿ	1 4%	21 6% ^{at}	5 2%
From your local councillor	15 3% ^s	5 2%	10 4%	5 5%	3 2%	2 2%	2 3%	1 2%	3 7% ^e	4 2%	2 1%	2 3%	5 4%	5 2%	3 15%	4 2%	2 6%	1 4%	6 2%	10 5% ^s
Word of mouth (e.g. friends, neighbours, relations)	8 1% ⁿ	4 2%	4 1%	3 3%	4 2%	-	-	1 3%	-	1 1%	2 2%	-	4 3%	1 *	1 5%	5 3% ⁿ	-	1 4%	5 2%	3 1%
Other	7 1% ⁿ	5 2%	2 1%	1 1%	4 2%	1 1%	-	-	1 3%	5 3%	-	-	2 2%	1 *	1 5%	5 3% ^{an}	-	-	4 1%	3 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by the LGA

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 8

Q.3b From which one of these sources of information would you PREFER to find out about Tower Hamlets Council and the services it provides?

Base: All respondents

	Gender		Age						SEG				Ethnicity				Digital			
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Do not want to find out any information	3 1%	1 *	2 1%	1 1%	1 *	1 1%	-	-	-	1 1%	-	-	1 1%	1 *	-	2 1%	-	-	-	3 1% _s
Don't know	3 1%	3 1%	-	-	1 1%	-	-	2 5% _{adef}	-	-	2 2%	-	1 1%	1 *	-	1 1%	-	1 4%	2 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 9

Q.4a From which, if any, of the following sources do you obtain most of your information about the local area and local issues more generally?

Base: All respondents

	Total (a)	Gender		Age						SEG				Ethnicity					Digital	
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
Word of mouth (friends, neighbours, relations)	347 65%t	179 65%	167 65%	70 69%	130 67%	65 66%	33 57%	24 67%	24 58%	109 60%	89 70%	49 68%	74 64%	161 62%	9 43%	131 75%an	22 65%	13 51%	240 73%at	107 52%
East End Life	339 64%jn	168 61%	171 66%	64 64%	122 63%	62 63%	38 67%	25 68%	26 63%	82 45%	93 73%aj	56 77%aj	86 74%aj	139 53%	13 62%	136 78%an	25 74%an	15 58%	218 67%	120 59%
Direct contact/ I find out when I need to	324 61%t	163 59%	162 63%	61 60%	114 58%	66 67%	37 65%	19 52%	26 63%	113 62%	73 57%	49 68%	71 61%	160 62%	11 53%	111 64%	19 58%	12 47%	231 70%at	94 46%
Printed sources	318 60%t	163 59%	155 60%	67 66%g	115 59%	64 64%	28 48%	21 59%	21 51%	105 57%	86 68%a	43 59%	69 60%	145 56%	13 61%	113 65%	20 61%	16 62%	211 64%at	107 52%
Local newspapers	295 55%jnt	157 57%	138 53%	61 61%	104 53%	55 55%	29 50%	21 57%	24 59%	88 48%	76 60%j	41 57%	74 64%aj	125 48%	14 67%	114 66%an	18 56%	15 55%	198 60%at	97 48%
Council website	262 49%imt	131 48%	131 51%	42 41%i	110 56%adg i	60 61%adg hi	23 41%	15 42%	9 23%	107 59%am	73 57%am	35 48%am	36 31%	122 47%	11 52%	100 57%an	14 42%	12 47%	262 80%at	- -
Advertising on billboards/buses etc	228 43%ijn t	109 40%	119 46%	54 54%ahi	83 43%i	42 42%	26 46%i	11 29%	11 26%	66 36%	62 49%j	38 53%j	48 42%	94 36%	11 52%	91 53%an	19 58%an	8 32%	162 49%at	66 32%
National TV and radio	196 37%t	100 36%	96 37%	35 35%	70 36%	41 41%	23 39%	12 33%	14 34%	66 36%	46 36%	26 36%	44 38%	91 35%	12 57%	73 42%	12 35%	6 24%	143 44%at	52 26%
Contact with council staff or councillors	169 32%jt	86 31%	82 32%	34 34%	57 29%	35 35%	17 31%	11 30%	14 34%	47 26%	36 28%	32 44%ajk	43 38%j	73 28%	4 18%	70 40%an	11 32%	9 35%	134 41%at	35 17%
Council noticeboards in council buildings	161 30%jnt	78 28%	83 32%	47 46%aef ghi	52 27%	30 30%	15 26%	9 23%	8 19%	26 14%	45 35%j	30 42%aj	50 43%aj	47 18%	4 19%	85 49%an	15 44%an	9 34%	122 37%at	40 19%
Tenants/ residents associations	160 30%nt	91 33%	69 27%	27 27%	51 26%	44 45%ade gi	14 25%	13 35%	9 22%	50 28%	40 31%	25 34%	36 31%	67 26%	6 28%	63 36%an	10 32%	7 28%	126 38%at	34 17%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by the LGA

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 9

Q.4a From which, if any, of the following sources do you obtain most of your information about the local area and local issues more generally?

Base: All respondents

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Local TV and radio	154 29%t	82 30%	72 28%	30 30%	57 29%	26 26%	20 34%	10 29%	10 24%	45 25%	35 27%	24 34%	39 34%	65 25%	5 24%	61 35%an	8 24%	8 32%	112 34%at	42 20%
Public meetings and events	117 22%nt	66 24%	51 20%	17 17%	42 21%	25 26%	12 21%	9 25%	9 22%	33 18%	27 22%	21 29%	26 23%	47 18%	-	53 31%an	9 26%	4 16%	99 30%at	18 9%
Council texts and emails	116 22%nt	64 23%	52 20%	20 20%	38 20%	27 27%	15 26%	6 17%	7 17%	31 17%	32 25%	20 28%	23 20%	42 16%	2 10%	57 33%an	7 21%	5 21%	116 35%at	-
Online community forums and blogs	99 19%int	57 21%	42 16%	19 19%i	40 20%i	26 26%agi	6 11%	7 18%i	1 3%	28 15%	31 25%ajm	17 24%	15 13%	35 13%	1 4%	43 25%an	7 20%	7 28%	99 30%at	-
Council social media (for example, Twitter or Facebook)	84 16%jnt	42 15%	42 16%	23 23%ahi	32 16%	15 15%	8 15%	3 7%	3 8%	19 11%	26 20%j	16 22%j	15 13%	32 12%	6 29%	34 19%n	7 20%	3 11%	84 26%at	-
Other source/s	12 2%e	5 2%	6 2%	-	-	5 5%de	3 5%de	3 7%ade	1 2%e	5 3%	5 4%m	1 1%	-	9 3%	-	3 2%	-	-	5 1%	7 3%
Don't get/ want information about local area	2 *	1 *	1 *	-	1 *	-	-	-	1 3%a	1 1%	-	-	1 1%	2 1%	-	-	-	-	-	2 1%
Don't know	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	1 1%	1 *	-	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 10

Q.4a(i) Which local newspaper would that be?**Base: All respondents who find out information from local newspapers**

	Total (a)	Gender		Age						SEG				Ethnicity					Digital	
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	295	146	149	64	99	56	27	23	24	86	78	41	74	126	14	114	19	14	197	98
Weighted base	295	157	138	61*	104*	55*	29**	21**	24**	88*	76*	41*	74*	125	14**	114	18**	15**	198	97*
Effective base	292	146	149	64	98	56	27	23	24	85	77	41	73	125	14	113	19	14	195	97
East London Advertiser	57 19%dp	28 18%	29 21%	1 2%	20 19%d	13 23%d	7 26%	8 39%	8 33%	20 23%	14 19%	10 25%	12 16%	37 30%ap	1 8%	15 13%	2 10%	1 8%	40 20%	16 17%
Metro	32 11%	16 10%	16 11%	7 11%	15 14%	3 5%	4 15%	3 12%	1 5%	7 8%	11 14%	4 10%	8 10%	13 10%	2 13%	13 11%	1 5%	2 16%	22 11%	10 10%
The Evening Standard	24 8%	12 8%	12 9%	5 8%	9 9%	2 4%	4 15%	3 12%	1 5%	6 7%	11 14%am	2 4%	3 4%	10 8%	1 6%	9 8%	2 10%	- -	16 8%	8 8%
East End Life	23 8%s	15 10%	8 6%	5 8%	8 7%	3 5%	2 7%	3 13%	3 13%	7 8%	4 5%	4 11%	7 9%	13 11%	1 7%	7 6%	1 6%	1 7%	9 4%	14 15%as
The Wharf	19 6%cdp	15 9%c	4 3%	- -	3 3%	5 9%d	3 11%	6 31%	- -	14 15%aklm	2 2%	1 2%	3 4%	12 10%p	- -	1 1%	2 11%	2 14%	14 7%	5 5%
Bangla Times	4 1%	3 2%	1 1%	1 2%	- -	2 4%	1 4%	- -	- -	2 2%	2 3%	- -	- -	- -	- -	4 4%an	- -	- -	3 2%	1 1%
Potrika	1 *	1 1%	- -	- -	- -	- -	1 4%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -
Janomot	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Surma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local paper	195 66%	99 63%	95 69%	48 78%a	69 66%	37 68%	17 59%	8 39%	15 62%	53 60%	49 65%	28 67%	52 71%	76 61%	12 86%	78 68%	12 64%	10 70%	132 67%	63 64%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 11

Q.4a(ii) Which local TV or radio station would that be?**Base: All respondents who find out information from local TV & Radio**

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	153	75	78	32	54	26	18	12	10	43	35	24	40	66	5	60	8	8	111	42
Weighted base	154	82*	72*	30*	57*	26**	20**	10**	10**	45*	35*	24**	39*	65*	5**	61*	8**	8**	112	42*
Effective base	151	75	78	32	54	26	18	12	10	43	35	24	40	65	5	59	8	8	110	41
BBC London (TV)	86 56%ps	43 53%	43 60%	18 61%	29 51%	16 63%	8 39%	8 77%	6 59%	27 61%	19 54%	14 56%	23 59%	44 67%ap	4 81%	25 42%	5 60%	4 50%	56 50%	30 72%as
BBC London (radio)	32 21%p	15 19%	17 23%	5 18%	11 20%	8 31%	3 17%	1 9%	3 31%	13 28%	8 22%	1 4%	9 23%	16 25%	4 78%	7 11%	1 12%	2 22%	25 22%	7 17%
LBC (radio)	13 8%c	11 14%ac	2 3%	- -	6 10%	3 12%	3 18%	1 9%	- -	5 12%	2 6%	- -	3 9%	3 5%	- -	6 10%	1 14%	- -	11 10%	2 5%
Channel S (TV)	12 8%n	8 10%	5 6%	3 9%	5 9%	2 8%	2 12%	- -	- -	2 5%	5 14%	3 14%	2 5%	- -	- -	12 20%an	- -	- -	12 11%at	- -
ATN Bangla (TV)	6 4%	4 5%	2 3%	- -	3 6%	2 8%	1 6%	- -	- -	2 5%	1 3%	1 4%	1 2%	- -	- -	6 10%an	- -	- -	6 6%	- -
Betar Bangla (radio)	3 2%	1 1%	2 3%	- -	1 2%	1 3%	1 6%	- -	- -	1 3%	1 3%	- -	1 2%	- -	- -	3 5%	- -	- -	3 3%	- -
Other local TV	45 29%	26 32%	19 26%	8 25%	18 32%	6 24%	7 33%	3 25%	4 41%	13 29%	10 28%	8 34%	12 31%	25 39%a	1 18%	16 26%	- -	2 25%	33 29%	12 29%
Other local radio	25 16%	16 20%	8 11%	5 17%	6 11%	6 23%	6 28%	2 16%	- -	6 14%	5 15%	2 8%	8 21%	10 15%	- -	8 14%	4 52%	2 26%	20 18%	5 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 12

Q.4b From which one of these sources of information would you PREFER to find out about the local area and local issues?**Base: All respondents**

	Total (a)	Gender		Age						SEG				Ethnicity				Digital		
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
East End Life	102	54	49	17	34	17	16	8	10	25	24	18	28	44	6	34	8	4	50	52
	19%js	20%	19%	17%	17%	18%	29%	22%	25%	14%	19%	25%j	24%j	17%	29%	20%	26%	16%	15%	26%as
Printed sources	83	39	44	15	30	17	5	6	9	27	19	12	20	44	3	30	1	5	47	36
	16%q	14%	17%	15%	15%	17%	9%	16%	22%	15%	15%	16%	18%	17%q	15%	17%q	3%	19%	14%	18%
Council website	68	46	22	9	25	21	5	6	1	39	13	6	7	46	1	13	4	2	58	10
	13%cm pt	17%ac	9%	9%	13%	21%adi	9%	15%i	3%	22%akl m	11%	9%	6%	18%ap	5%	8%	12%	8%	18%at	5%
Local newspapers	52	27	25	11	16	9	6	4	6	13	15	7	10	18	2	18	4	6	29	23
	10%n	10%	10%	11%	8%	9%	11%	10%	15%	7%	12%	10%	9%	7%	9%	10%	11%	23%	9%	11%
Council texts and emails	48	23	25	9	25	10	2	2	-	22	12	6	6	24	4	15	4	1	34	14
	9%i	8%	10%	9%i	13%ai	10%i	4%	5%	-	12%m	9%	9%	5%	9%	18%	9%	13%	4%	10%	7%
Direct contact/ I find out when I need to	40	16	24	8	12	8	4	3	6	6	12	5	14	21	-	14	1	3	24	17
	8%j	6%	9%	8%	6%	8%	7%	7%	14%	3%	9%j	7%	12%j	8%	-	8%	3%	11%	7%	8%
Council social media (for example, Twitter or Facebook)	25	14	11	6	14	1	1	3	1	8	8	3	4	10	2	7	3	1	17	8
	5%f	5%	4%	6%	7%f	1%	2%	7%f	3%	5%	6%	4%	4%	4%	9%	4%	9%	4%	5%	4%
Local TV and radio	23	13	9	4	11	2	4	1	1	11	3	1	6	7	2	10	-	2	17	6
	4%	5%	4%	4%	5%	2%	8%	2%	3%	6%	2%	1%	5%	3%	10%	6%	-	8%	5%	3%
Word of mouth (friends, neighbours, relations)	17	6	11	6	2	5	2	1	1	6	3	5	3	10	1	5	2	-	9	8
	3%e	2%	4%	6%e	1%	5%e	3%	3%	2%	3%	2%	6%	2%	4%	5%	3%	6%	-	3%	4%
Advertising on billboards/buses etc	14	6	8	4	6	2	-	1	-	2	3	2	6	6	-	6	1	-	11	3
	3%	2%	3%	4%	3%	2%	-	2%	-	1%	2%	2%	5%j	2%	-	3%	3%	-	3%	1%
Contact with council staff or councillors	10	5	5	1	4	1	1	1	2	2	6	-	2	5	-	3	-	2	4	6
	2%	2%	2%	1%	2%	1%	2%	3%	5%	1%	5%a	-	2%	2%	-	2%	-	7%	1%	3%
Online community forums and blogs	10	3	7	-	5	2	2	1	-	7	1	1	1	7	-	3	-	-	6	4
	2%	1%	3%	-	3%	2%	4%	2%	-	4%a	1%	1%	1%	3%	-	2%	-	-	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by the LGA

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 12

Q.4b From which one of these sources of information would you PREFER to find out about the local area and local issues?

Base: All respondents

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Council noticeboards in council buildings	9 2%	5 2%	4 1%	3 3%	4 2%	-	1 2%	-	1 2%	2 1%	3 2%	2 3%	2 2%	4 1%	-	3 2%	2 7%a	-	4 1%	5 2%
National TV and radio	7 1%	5 2%	2 1%	3 3%	1 *	1 1%	1 2%	-	1 3%	1 1%	1 1%	2 3%	2 2%	3 1%	-	3 2%	1 3%	-	5 2%	2 1%
Tenants/residents associations	7 1%	2 1%	4 2%	-	2 1%	-	2 3%	2 4%df	-	2 1%	4 3%	1 1%	-	4 1%	-	2 1%	1 2%	-	5 2%	2 1%
Public meetings and events	5 1%	1 *	4 1%	3 3%a	1 *	-	-	-	1 2%	-	1 1%	2 3%j	2 2%	1 *	-	3 2%	1 3%	-	2 1%	3 1%
Other source/s	10 2%	6 2%	4 2%	1 1%	3 2%	3 3%	3 5%	-	-	7 4%ak	-	-	3 3%	5 2%	-	5 3%	-	-	5 2%	5 3%
Don't get/want information about local area	1 *	1 *	-	-	-	-	-	-	1 3%ae	1 1%	-	-	-	1 *	-	-	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 13

Q.4b(i) Which local newspaper would that be?**Base: All respondents who would prefer to find out information from local newspapers**

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	52	25	27	12	15	9	6	4	6	13	15	7	10	18	2	18	4	6	29	23
Weighted base	52*	27**	25**	11**	16**	9**	6**	4**	6**	13**	15**	7**	10**	18**	2**	18**	4**	6**	29**	23**
Effective base	52	25	27	12	15	9	6	4	6	13	15	7	10	18	2	18	4	6	29	23
East End Life	28 53%	12 44%	16 64%	6 51%	8 51%	5 58%	3 47%	1 22%	5 82%	6 45%	6 42%	4 54%	8 81%	11 59%	1 54%	12 68%	2 52%	2 30%	16 53%	12 53%
Metro	5 10%	2 8%	3 11%	1 8%	3 21%	1 10%	- -	- -	- -	- -	3 20%	1 16%	1 9%	2 12%	- -	2 10%	- -	1 19%	3 10%	2 9%
The Evening Standard	4 7%	1 4%	3 11%	1 8%	1 6%	- -	1 16%	1 26%	- -	2 15%	2 13%	- -	- -	1 5%	- -	- -	1 24%	- -	3 10%	1 4%
East London Advertiser	3 6%	2 8%	1 4%	- -	- -	1 10%	1 18%	1 26%	- -	1 7%	1 6%	1 16%	- -	2 12%	- -	1 5%	- -	- -	1 4%	2 8%
Bangla Times	2 4%	2 8%	- -	1 9%	- -	- -	1 18%	- -	- -	1 9%	1 7%	- -	- -	- -	- -	2 12%	- -	- -	2 8%	- -
The Wharf	1 2%	1 4%	- -	- -	1 7%	- -	- -	- -	- -	1 9%	- -	- -	- -	1 6%	- -	- -	- -	- -	1 4%	- -
Potrika	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Janomot	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Surma	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local paper	9 17%	6 24%	3 11%	3 25%	2 14%	2 22%	- -	1 26%	1 18%	2 15%	2 12%	1 15%	1 10%	1 6%	1 46%	1 5%	1 24%	3 51%	3 11%	6 25%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 14

Q.4b(ii) Which local TV or radio station would that be?**Base: All respondents who would prefer to find out information from local TV & Radio**

	Gender		Age							SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	22	12	10	4	10	2	4	1	1	10	3	1	6	7	2	10	-	2	16	6
Weighted base	23**	13**	9**	4**	11**	2**	4**	1**	1**	11**	3**	1**	6**	7**	2**	10**	-**	2**	17**	6**
Effective base	22	12	10	4	10	2	4	1	1	10	3	1	6	7	2	10	-	2	16	6
BBC London (TV)	14 64%	9 66%	6 60%	4 100%	7 70%	1 54%	2 52%	-	-	10 90%	1 36%	-	3 47%	4 58%	2 100%	7 71%	-	1 54%	11 68%	3 53%
LBC (radio)	1 5%	1 8%	-	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 19%
BBC London (radio)	1 5%	1 8%	-	-	-	-	-	1 100%	1 10%	-	-	-	1 15%	-	-	-	-	-	1 7%	-
Betar Bangla (radio)	1 4%	-	1 11%	-	1 9%	-	-	-	-	-	-	1 100%	-	-	-	1 10%	-	-	1 6%	-
ATN Bangla (TV)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Channel S (TV)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local TV	3 12%	-	3 29%	-	-	1 46%	1 22%	1 100%	-	-	2 64%	-	1 16%	1 12%	-	1 8%	-	1 46%	1 6%	2 28%
Other local radio	2 10%	2 17%	-	-	1 11%	-	1 26%	-	-	-	-	-	2 37%	1 15%	-	1 11%	-	-	2 14%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 15

Q.5 What, if any, information would you find it useful to receive from the council?**Base: All respondents**

	Total (a)	Gender		Age						SEG				Ethnicity				Digital		
		Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
Information about what the council is doing for your area	480 90%	247 90%	232 90%	90 90%	177 91%	90 90%	51 89%	34 92%	36 87%	165 90%	116 91%	69 95%	107 92%	235 90%	17 81%	160 92%	33 100%	22 85%	302 92%	178 87%
News about improvements or changes to council services	476 90%di	238 87%	238 92%ab	85 84%	186 95%adg i	90 91%i	49 85%	33 90%	32 78%	166 91%	122 96%am	64 89%	102 89%	235 91%	16 76%	157 90%	30 91%	24 93%	300 91%	177 87%
Council services available for residents	465 87%dt	234 85%	231 90%	81 80%	174 89%d	95 95%adg i	47 83%	32 88%	35 83%	164 90%	115 90%	62 86%	107 92%	226 87%	18 86%	155 89%	28 85%	25 96%	298 91%at	167 82%
Events listings for local events	429 81%dit	217 79%	212 82%	74 73%	164 84%di	84 85%di	48 84%i	29 80%	27 66%	152 83%	109 86%	56 77%	91 79%	213 82%	16 76%	140 81%	27 80%	19 74%	282 86%at	147 72%
News about what local businesses are doing for your area	398 75%i	201 73%	198 77%	76 75%i	155 79%i	73 73%i	41 72%	29 80%i	22 54%	133 73%	105 83%a	55 77%	83 72%	186 72%	17 81%	138 80%	29 86%	16 63%	255 78%	143 70%
Listings for sports and leisure sessions	380 71%int	194 71%	186 72%	73 73%i	152 78%ahi	73 73%i	42 73%i	21 58%	16 39%	127 70%	95 75%	54 75%	81 70%	168 65%	15 72%	141 81%an	26 78%	17 65%	254 78%at	125 61%
Messages and information from your councillors	375 70%jt	190 69%	184 72%	66 66%	145 74%	68 68%	37 65%	27 73%	30 73%	112 62%	98 77%j	51 71%	96 83%aj	181 70%	15 70%	128 74%	25 74%	14 54%	246 75%at	129 63%
Local jobs	345 65%bj n	162 59%	183 71%ab	81 81%aef ghi	132 67%i	64 64%i	38 66%i	21 58%i	7 17%	89 49%	92 73%aj	54 75%j	87 75%aj	124 48%	12 57%	151 87%an	30 91%an	19 70%	221 67%	124 61%
Licensing and planning applications	325 61%it	175 64%	150 58%	57 56%	119 61%i	72 73%ade gi	30 53%	27 75%dgi	17 42%	110 60%	82 64%	47 65%	71 62%	155 60%	14 66%	106 61%	24 73%	16 62%	215 66%at	110 54%
Stories about local people	321 60%n	154 56%	166 65%ab	60 59%	120 61%	58 58%	37 64%	21 59%	23 55%	101 56%	78 62%	49 68%	73 63%	139 53%	14 66%	122 70%an	21 62%	19 70%	207 63%	114 56%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by the LGA

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 15

Q.5 What, if any, information would you find it useful to receive from the council?**Base: All respondents**

	Gender			Age						SEG				Ethnicity				Digital			
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)	
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204	
Local properties for rent or sale	317	159	158	72	128	60	33	9	14	99	81	48	69	122	12	131	25	18	206	110	
	60% t	hin 58%	61%	72% t	ahi	66% t	61% t	57% t	23% t	34%	54%	64%	66%	60%	47%	57%	75% an	76% an	69%	63% at	54%
Council services available for businesses	242	130	112	52	96	50	21	13	7	59	61	40	62	80	11	108	18	16	157	85	
	45% t	ijn 47%	44%	52% t	49% i	51% i	37% i	37% i	17%	33%	48% j	56% j	54% aj	31%	51%	62% an	53% n	62%	48%	41%	
Information about choice-based lettings	237	114	123	46	94	51	23	9	14	63	61	36	64	87	10	105	18	10	154	83	
	44% t	hjn 41%	48%	46% h	48% h	52% h	40%	24%	34%	35%	48% j	49% j	55% aj	33%	47%	60% an	56% n	38%	47%	41%	
Don't want information from the council	5	3	2	2	-	-	1	-	2	1	-	1	1	3	-	1	-	-	1	4	
	1% s	1%	1%	2%	-	-	2%	-	5% aef	1%	-	1%	1%	1%	-	1%	-	-	*	2%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 16

To which of these ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age						SEG				Ethnicity				Digital		
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
White	260 49% q	127 dfp 46%	133 52%	20 20%	95 49% d	38 38% d	39 69% ade f	27 75% ade f	38 92% ade fgh	106 58% alm	63 49%	31 43%	52 45%	260 100% apq	-	-	-	-	154 47%	106 52%
Mixed	21 4% np	12 4%	9 4%	8 8% a	8 4%	3 3%	1 2%	-	1 3%	11 6%	2 2%	2 3%	4 3%	-	21 100%	-	-	-	12 4%	9 5%
NET: Asian	174 33% jnt	95 gh 35%	79 31%	54 54% aeg hi	65 33% ghi	41 42% agh i	7 12%	4 12%	1 3%	42 23%	45 35% j	30 41% j	47 40% j	-	-	174 100% anq	-	-	121 37% at	53 26%
Indian	16 3% n	8 3%	8 3%	1 1%	9 5%	5 5%	-	1 2%	-	11 6% ak	2 1%	1 1%	2 2%	-	-	16 9% an	-	-	13 4%	3 1%
Pakistani	5 1%	4 2%	1 *	1 1%	3 2%	1 1%	-	-	-	1 1%	2 2%	1 1%	1 1%	-	-	5 3% an	-	-	2 1%	3 2%
Bangladeshi	138 26% ghi jnt	76 28%	62 24%	46 46% aef ghi	49 25% ghi	32 32% ghi	7 12%	2 5%	1 3%	23 13%	38 30% j	27 37% aj	41 35% aj	-	-	138 79% anq	-	-	97 30% at	41 20%
Other Asian background	15 3% n	7 3%	7 3%	6 6%	4 2%	3 3%	-	2 5%	-	6 3%	3 2%	1 2%	3 2%	-	-	15 8% an	-	-	9 3%	6 3%
NET: Black	33 6% np	14 5%	19 7%	12 11% aei	9 5%	6 6%	5 9%	2 4%	-	9 5%	10 8%	5 7%	7 6%	-	-	-	33 100% anp	-	20 6%	14 7%
Black Caribbean	10 2% n	6 2%	4 1%	3 3%	1 1%	2 2%	3 5% e	1 2%	-	3 2%	2 2%	1 1%	3 3%	-	-	-	10 30% anp	-	5 2%	5 2%
Black African	21 4% np	8 3%	14 5%	8 7%	7 4%	4 4%	2 3%	1 2%	-	5 3%	8 6%	4 6%	4 3%	-	-	-	21 64% anp	-	14 4%	8 4%
Other Black background	2 *	-	2 1%	1 1%	1 *	-	-	-	-	1 1%	1 1%	-	-	-	-	-	2 6% anp	-	1 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by the LGA

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 16

To which of these ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Chinese	8 2% n	4 2%	4 1%	1 1%	4 2%	3 3%	-	-	-	6 3% am	2 1%	-	-	-	-	-	-	8 31%	4 1%	4 2%
Other	18 3% np	10 4%	9 3%	3 3%	7 4%	3 3%	4 7%	1 3%	-	3 2%	4 3%	3 5%	4 3%	-	-	-	-	18 69%	10 3%	8 4%
Prefer not to answer	17 3% cnps	13 5%	5 2%	3 3%	5 3%	5 5%	1 2%	2 5%	1 3%	5 3%	1 1%	1 1%	2 2%	-	-	-	-	-	7 2%	10 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Tower Hamlets Poll

Fieldwork: 23rd-28th October 2015

Absolutes/col percents

Table 17
SEG
Base: All respondents

	Gender			Age						SEG				Ethnicity					Digital	
	Total (a)	Male (b)	Female (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	White (n)	Mixed (o)	Asian (p)	Black (q)	Other (r)	Yes (s)	No (t)
Unweighted base	532	254	278	106	187	101	54	41	41	179	129	72	117	260	21	174	34	26	328	204
Weighted base	532	274	258	101	195	99	57*	36*	41*	182	127	72*	116	260	21**	174	33*	26**	328	204
Effective base	527	253	277	105	186	100	54	41	41	178	128	71	116	258	21	172	34	26	325	202
A	53 10%cdk Imp	38 14%ac	16 6%	4 4%	21 11%d	14 14%d	4 8%	6 15%d	4 11%	53 29%aklm	-	-	-	32 12%p	5 25%	10 6%	3 9%	1 4%	36 11%	18 9%
B	129 24%dik Imp	69 25%	59 23%	11 10%	58 30%adi	31 31%di	19 33%di	7 20%i	2 5%	129 71%aklm	-	-	-	74 28%ap	6 28%	31 18%	6 18%	8 31%	90 27%at	39 19%
C1	127 24%bjl m	55 20%	72 28%ab	31 31%	48 24%	24 24%	9 17%	7 19%	7 17%	-	127 100%ajlm	-	-	63 24%	2 10%	45 26%	10 31%	6 22%	85 26%	43 21%
C2	72 14%jkm	39 14%	33 13%	13 13%	24 13%	17 17%	12 21%i	4 12%	2 5%	-	-	72 100%ajkm	-	31 12%	2 10%	30 17%	5 15%	3 13%	48 15%	24 12%
D	48 9%jkl n	27 10%	21 8%	12 12%	17 9%	7 7%	6 11%	4 12%	2 5%	-	-	-	48 42%ajkl	14 5%	3 14%	25 14%an	4 11%	2 7%	26 8%	22 11%
E	68 13%efj kls	28 10%	40 15%	17 16%ef	16 8%f	2 2%	4 8%	6 17%f	22 53%adef gh	-	-	-	68 58%ajk l	39 15%	1 4%	22 13%	3 9%	2 8%	26 8%	42 21%as
Refused	35 7%jklm n	18 7%	17 6%	14 14%aef	10 5%	5 5%	2 4%	2 5%	2 5%	-	-	-	-	8 3%	2 9%	11 6%	2 6%	4 15%	19 6%	16 8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i - a/j/k/l/m - a/n/o/p/q/r - a/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing