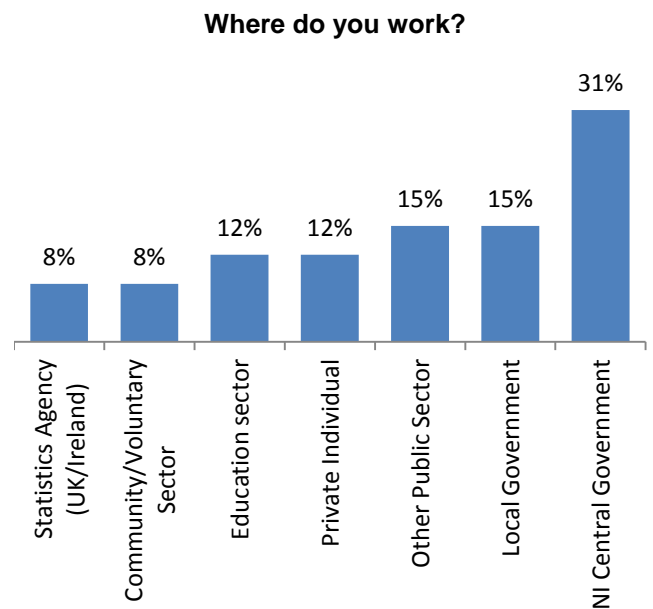


Population Statistics Customer Feedback Survey 2015/16

NISRA’s Demographic Statistics Branch launched an online survey in June 2015 inviting customers to provide feedback on their experience in relation to Population Statistics. Links to this survey were made available on the NISRA website, in statistical bulletins and email correspondence. Below is the summary of responses.

Responses

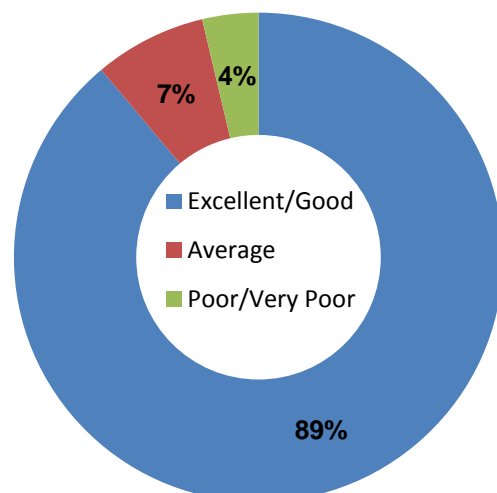
- The survey closed at the end of June 2016, by which point 38 responses were received;
- Nearly a third (31%) of respondents worked within Northern Ireland government departments.



Overall Satisfaction

- 89% of respondents rated the Population Statistics section of NISRA as either excellent or good;
- 4% of respondents rated the Population Statistics section of NISRA as either poor or very poor.

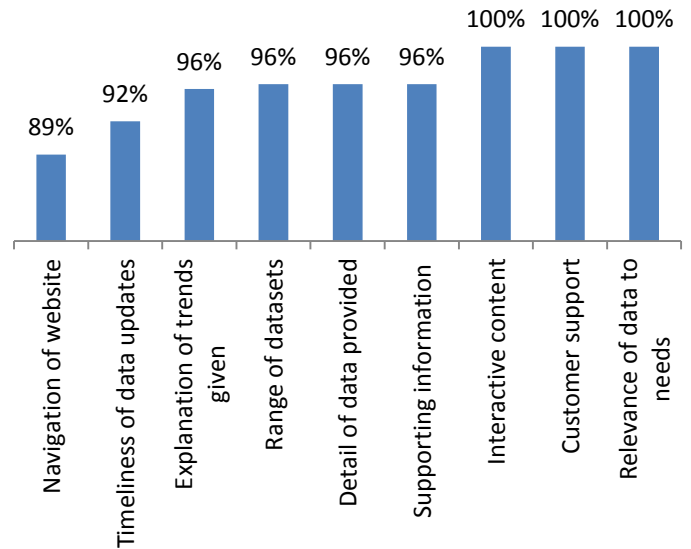
Overall, how would you rate the Population Statistics section of NISRA?



Satisfaction with Population Statistics

- Highest levels of satisfaction were reported on “relevance of data to your needs”, “customer support” and “interactive content” (all 100%);
- The area of least satisfaction was “navigation of website” (89%).

How satisfied are you with population statistics in terms of...?



Statistical Products Used

- Most popular releases were “Mid-year Population Estimates” (used by 63% respondents), “Population Projections for NI” and “Small Area Population Estimates” (both used by 50% of respondents);
- Household Projections were used by smallest proportion of users (10.5%).

Which Statistics do you use from the Population Statistics Section?

