



## Population Statistics Customer Feedback Survey 2014/15

An online survey was launched in June 2014. Links to this survey were available on the NISRA website, in statistical bulletins and email correspondence. By April 2015, 14 responses were received. This survey has been reissued with additional questions in June 2015 (<https://www.surveymonkey.com/s/5LM6L77>). The results of these surveys, the general [NISRA Customer Survey](#), and a population & migration user engagement event planned for Winter 2015/16 will inform future work plans.

### Key points:

- 14 responses were received in 10 months between June 2014 and April 2015;
- 82% of respondents rates the Population Section of NISRA as either excellent or good;
- High levels of satisfaction were reported on detail of data provided (100%), range of datasets available (90%), relevance to users needs and timeliness of data updates (both 80%);
- The area of most dissatisfaction was on navigation/accessibility of the website (33%);
- Most popular releases are the population and migration estimates (85%), Northern Ireland population projections (62%), and Small Area Population Estimates (54%);
- 6 respondents (43%) access the population website at least once a month;
- The most popular format or outputs are the excel tables, which 62% of respondents use often;
- 38% of respondents stated that they never or rarely used the reports.

**NISRA**

**June 2015**