



Emergency Mobile Alert system

Follow-up survey for the nationwide test on Sunday 24 November 2019



Objectives



Following the live technical test of the Emergency Mobile Alert system on Sunday 24 November 2019, Civil Defence engaged Colmar Brunton to determine:



The proportion of the New Zealand population who received the test alert



The environment New Zealanders were in when they received the alert

Prior awareness of the Emergency Mobile Alert system



Prior knowledge that the nationwide test was going to take place

The public's perceptions of the Emergency Mobile Alert system



Whether or not the public believe the system should be optional



The types of events the public believe alerts should be used for

Methodology



Random mobile phone interviewing of New Zealand residents aged 15 years and over



Interviewing 25 November to 8 December 2018



10 minute average interview duration



1,000 interviews completed

READING NOTES:

- Significance testing was carried out at the 95% level.
- The maximum margin of error is +/- 3.1 percentage points at the 95% confidence level (for a simple random sample).
- Throughout the report the term 'New Zealanders' is used to refer to those 15 and over who currently live in New Zealand and 'mobile users' is used to refer to those who have access to a mobile phone. Caution should be taken with the results based on 'New Zealanders' because the proportion without a mobile phone is an estimate. The estimate is based on Statistics NZ 2013 census data, and also uses Statistics NZ population estimates and the Commerce Commission NZ Annual Telecommunications Monitoring Report to estimate the change since 2013.



Summary of key findings



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Summary

The EMA system is tracking well. All key measures have seen significant improvements since the 2017 benchmark survey.

ALL NEW ZEALANDERS



70%

of New Zealanders received the nationwide test alert

2018 : 60%

2017 : 34%

NEW ZEALANDERS WITH ACCESS TO A MOBILE PHONE

75%

of mobile users were aware of the EMA system before the nationwide test took place



2018 : 71%

2017 : 66%

Most mobile users believe the EMA system will be an effective way of alerting New Zealanders in an emergency



2018 : 75%

2017 : 72%

Most mobile users believe New Zealanders should not be able to opt out of the EMA system



2018 : 78%

2017 : 72%



Detailed findings



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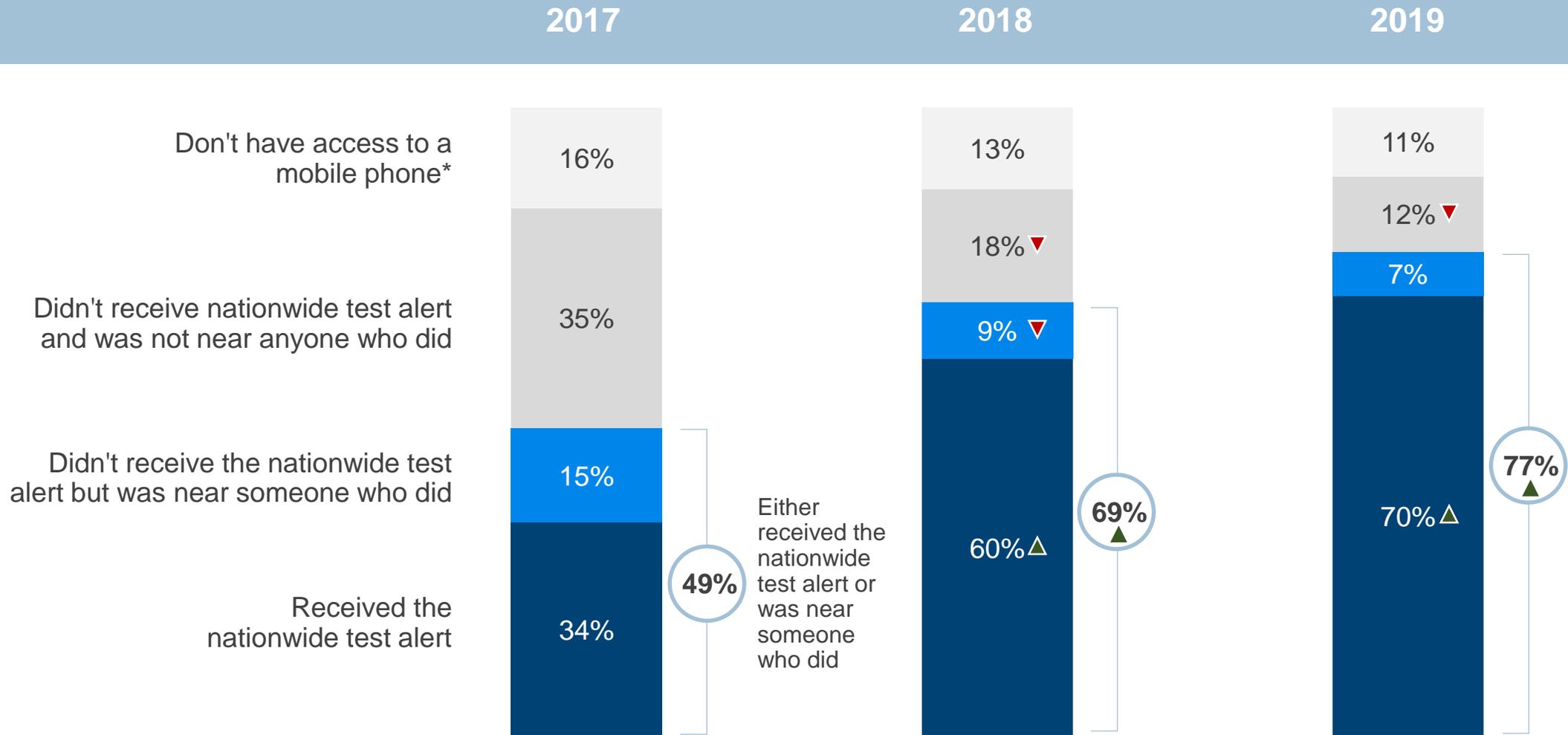
What proportion of the New Zealand population received the test alert on Sunday 24 November 2019?



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It is estimated that 70% of all New Zealanders aged 15 and over received the 2019 nationwide test alert. This is a significant improvement from both the 2017 and 2018 tests.

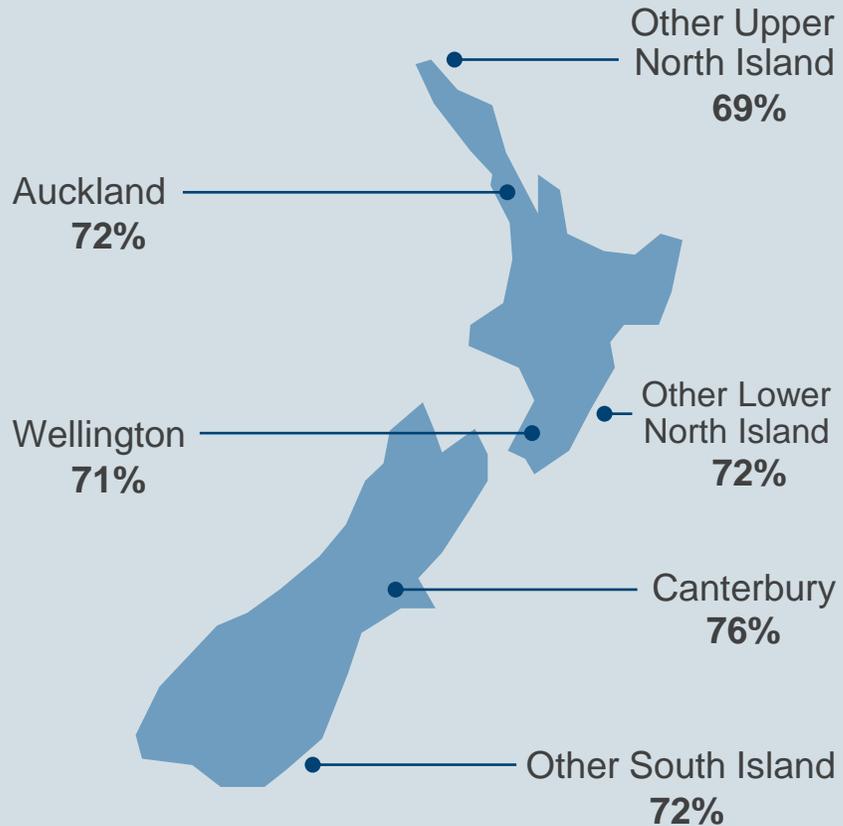


▲▼ Significantly higher/lower than previous year

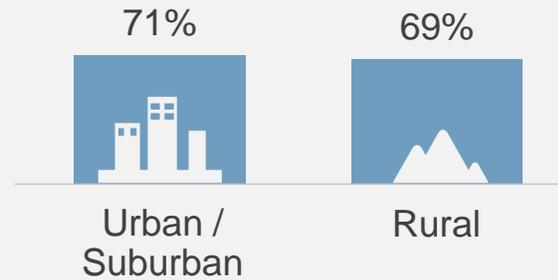
The results below show the differences in receipt by region, area type, age, household income and household size. Older New Zealanders and those with a lower household income are least likely to receive Emergency Mobile Alerts.



REGION



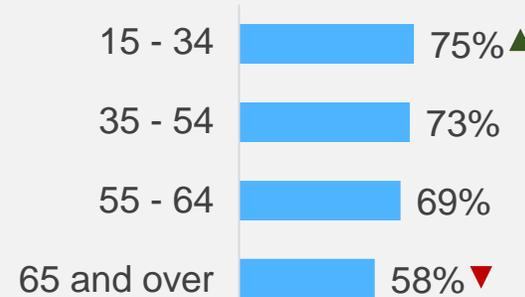
AREA TYPE



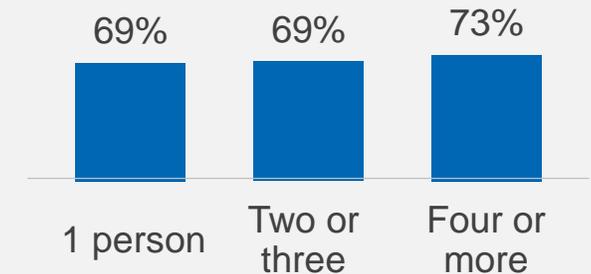
HOUSEHOLD INCOME



AGE



HOUSEHOLD SIZE



▲▼ Significantly higher/lower than average

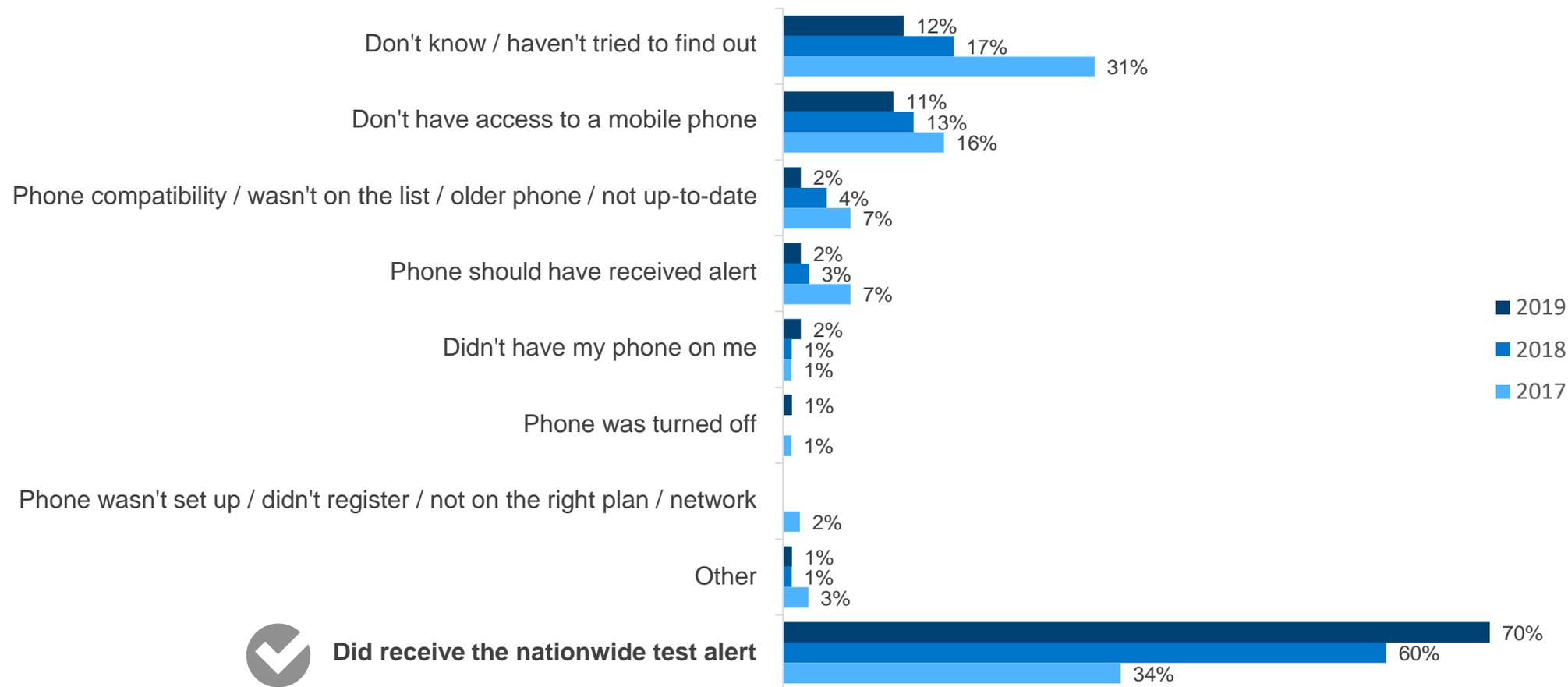
Source: Q1. On Sunday the 24 of November Civil Defence undertook a nationwide test of their new Emergency Mobile Alert system. Do you personally remember seeing or hearing an alert on your own mobile phone that day?

Base: All New Zealanders aged 15 and over. *The proportion of the population who do/do not have access to a mobile phone is calculated from Statistics NZ 2013 census data, Statistics NZ population estimates, and the Commerce Commission NZ Annual Telecommunications Monitoring Report. It is an estimate only.

Of those who didn't receive the test alert, most simply aren't sure why they didn't receive it / haven't tried to find out, or don't have access to a mobile phone.



REASONS FOR NOT RECEIVING THE NATIONWIDE TEST ALERT



Source: Q3. Do you know why you didn't receive the test alert? Q4. Why didn't you receive the test alert? Q4b. Have you looked to see if your phone should be capable of receiving Emergency Mobile Alerts? Q4c. And based on that information do you think your phone should be capable of receiving Emergency Mobile Alerts? *The proportion of the population who do/don't have access to a mobile phone is calculated from Statistics NZ 2013 census data, Statistics NZ population estimates, and the Commerce Commission NZ Annual Telecommunications Monitoring Report. It is an estimate only.
 Base: All New Zealanders aged 15 and over.



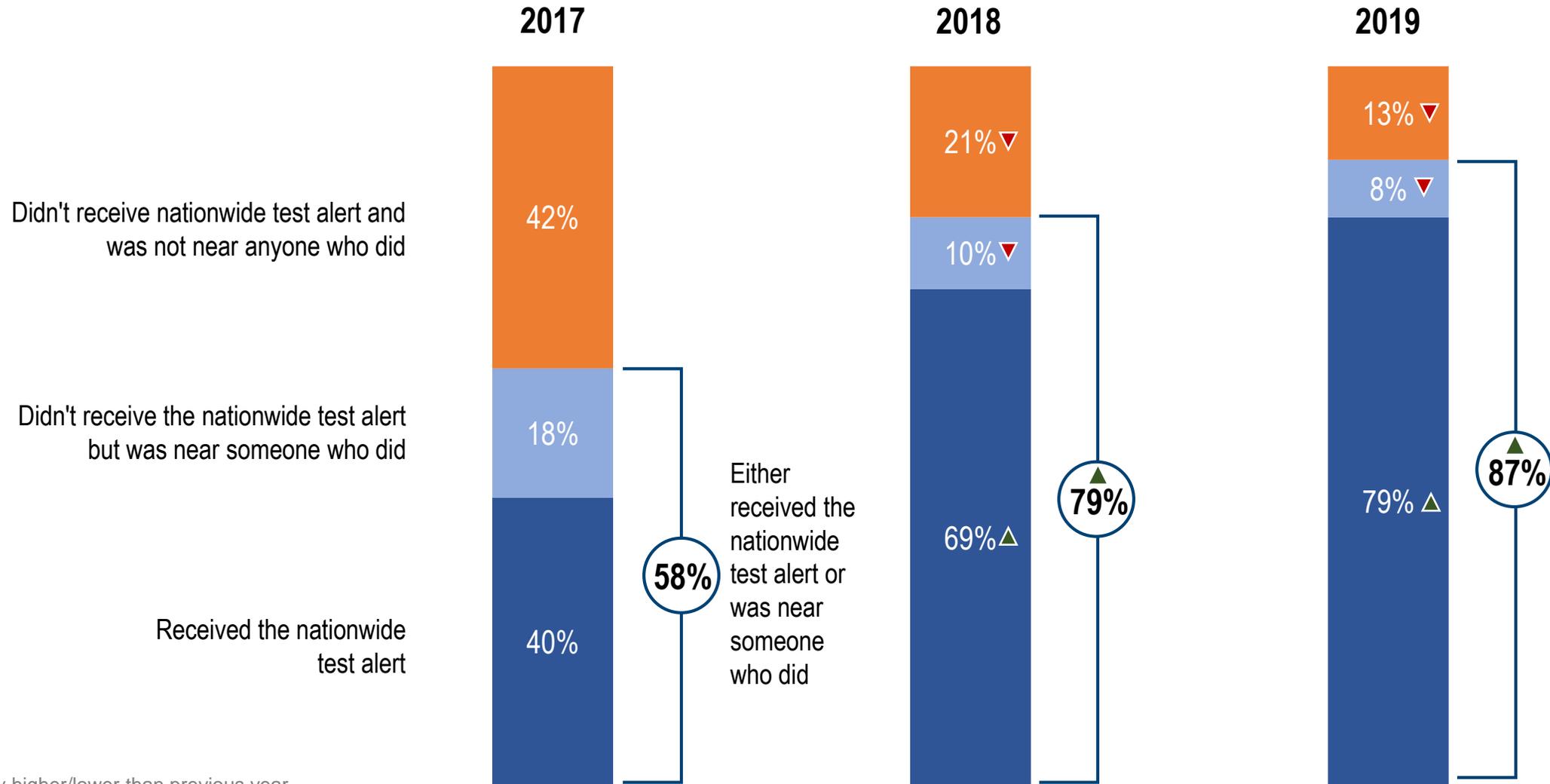
What proportion of people with access to a mobile phone received the test alert on Sunday 24 November 2019?



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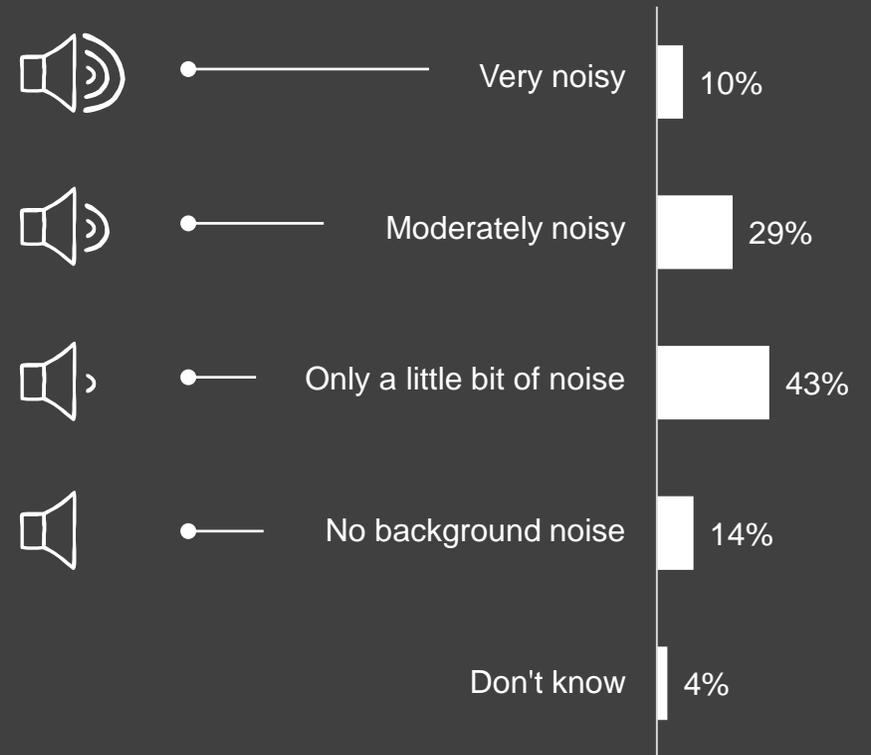
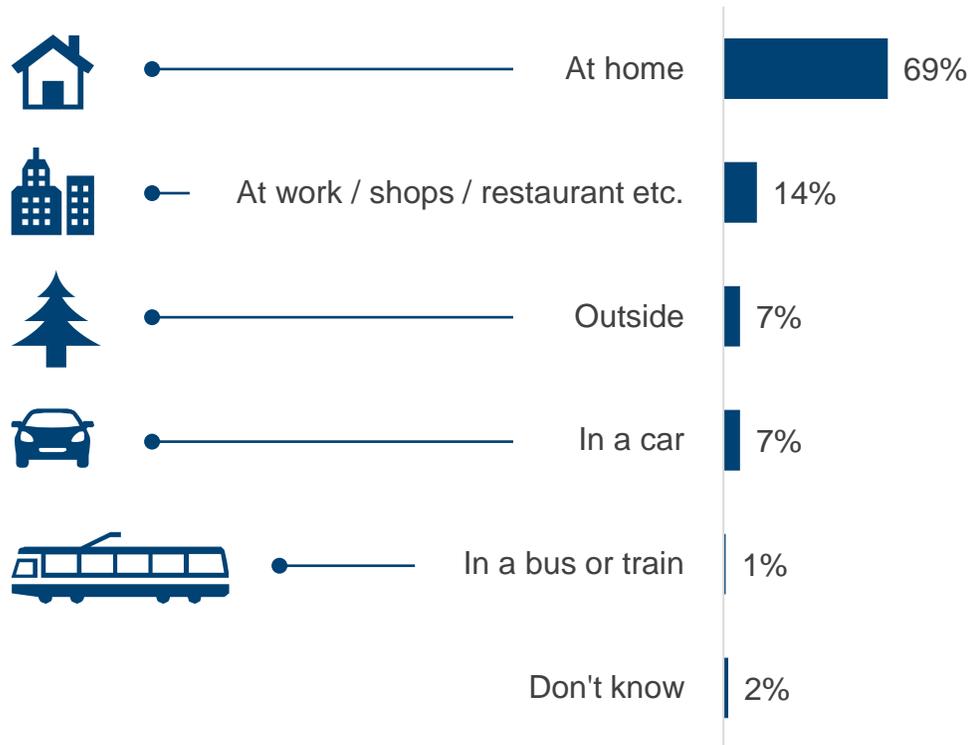
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Among New Zealanders who have access to a mobile phone, seventy-nine percent received the test alert on Sunday 24 November, a ten percentage-point increase from 2018 findings. A further eight percent didn't personally receive the alert but were near someone who did.



▲/▼ Significantly higher/lower than previous year

When this years test alert happened, most mobile users were at home with only a little bit of noise around them.





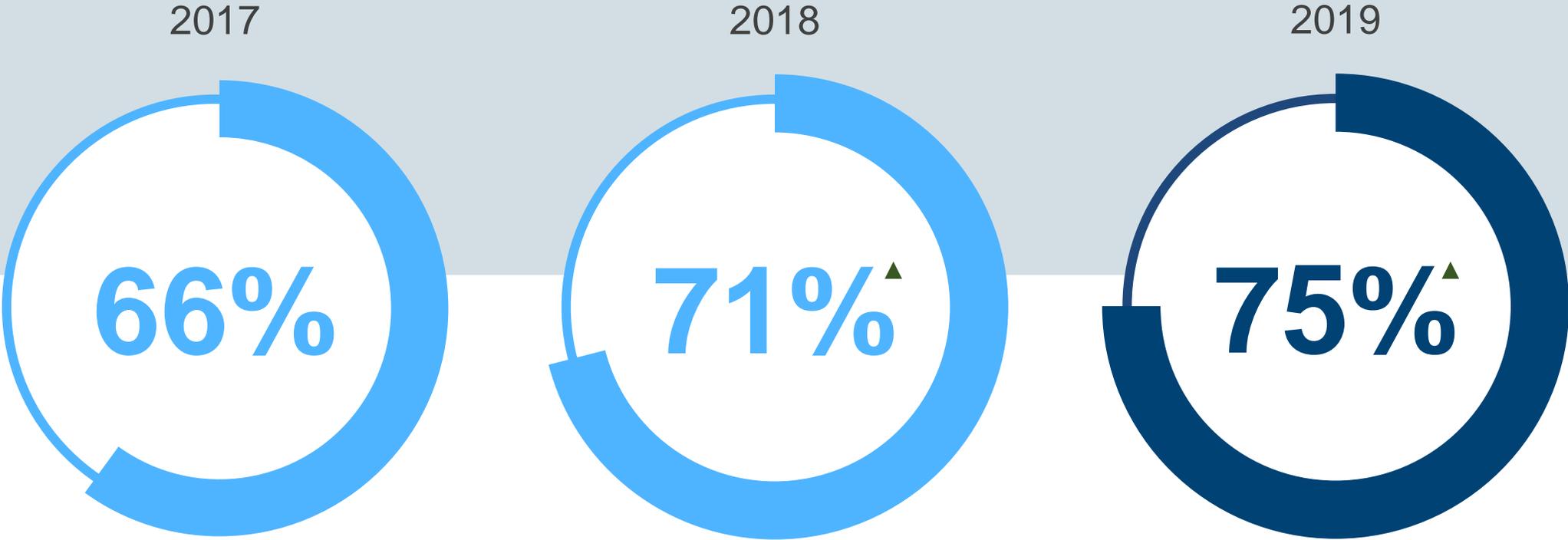
What was the reach of the campaign activity leading up to the nationwide test amongst New Zealanders with access to a mobile phone?



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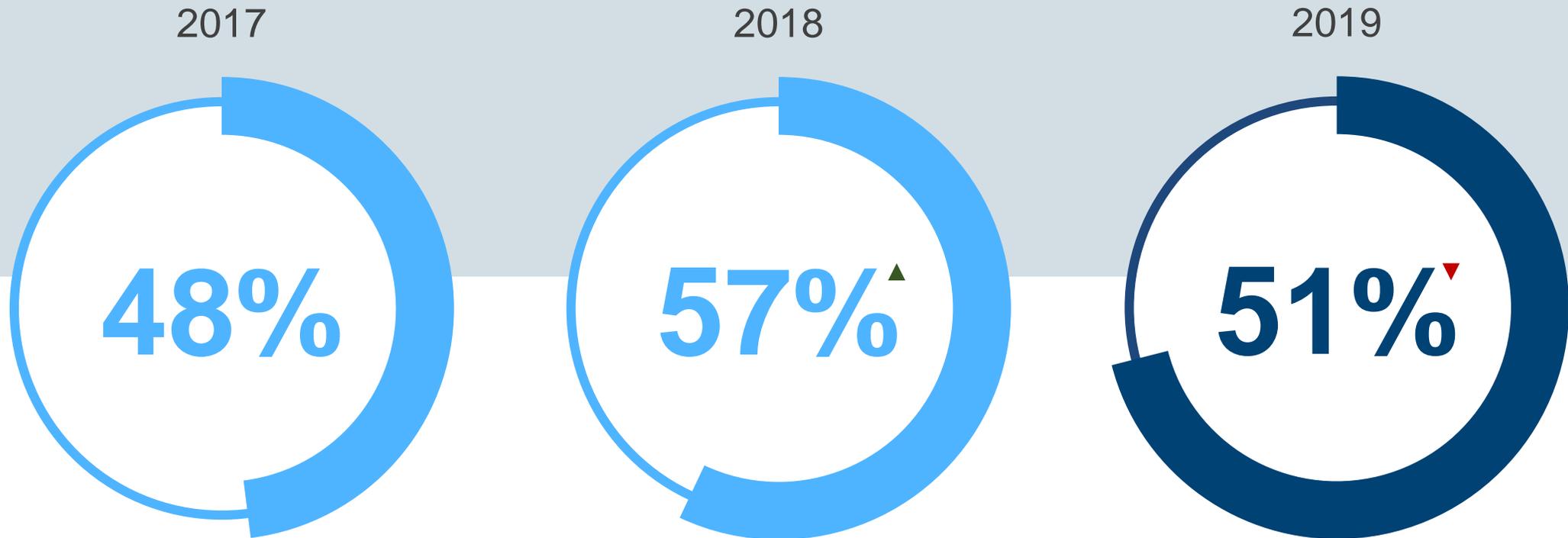
Awareness of the EMA system continues to improve. Seventy-five percent of mobile users were aware of the system before this year's test took place.



...WERE AWARE OF THE EMERGENCY MOBILE ALERT SYSTEM

▲▼ Significantly higher/lower than previous year

Fifty-one percent of mobile users were aware that the test was going to take place before it happened, slightly fewer than last year.



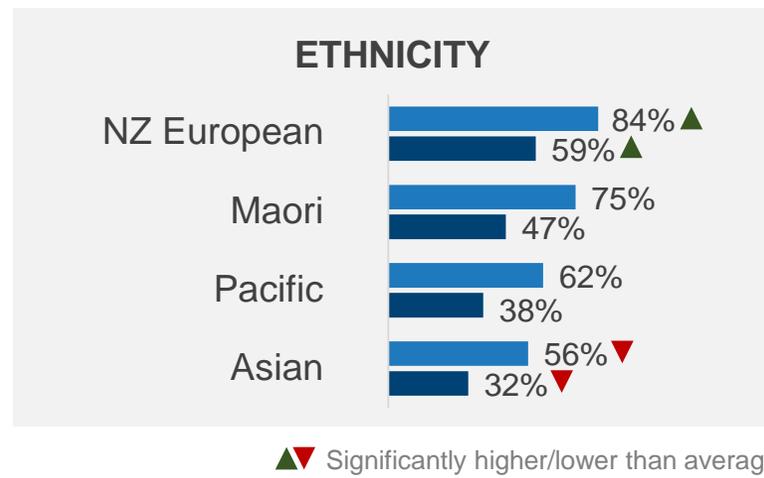
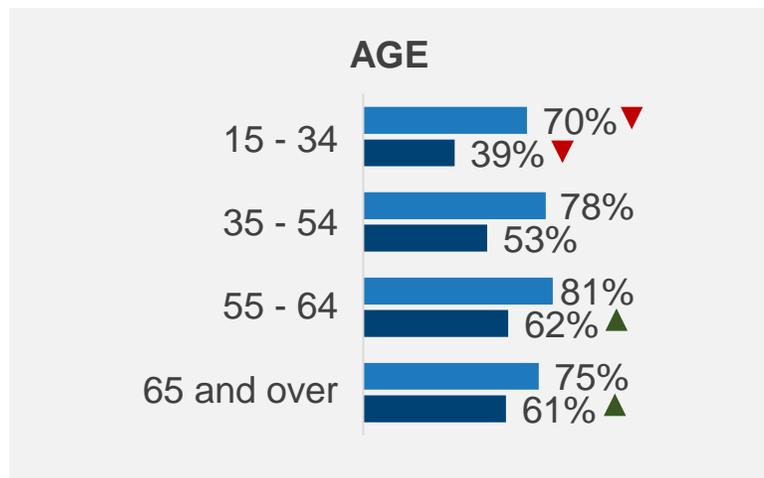
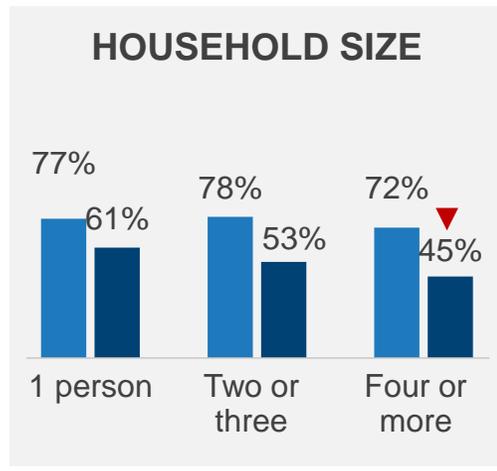
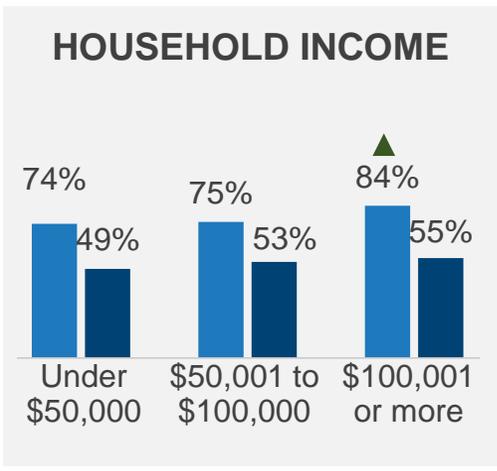
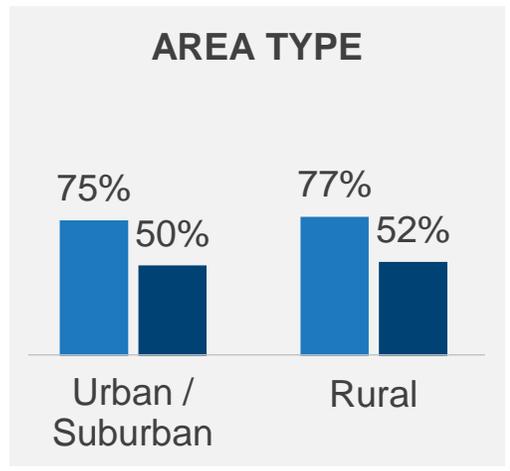
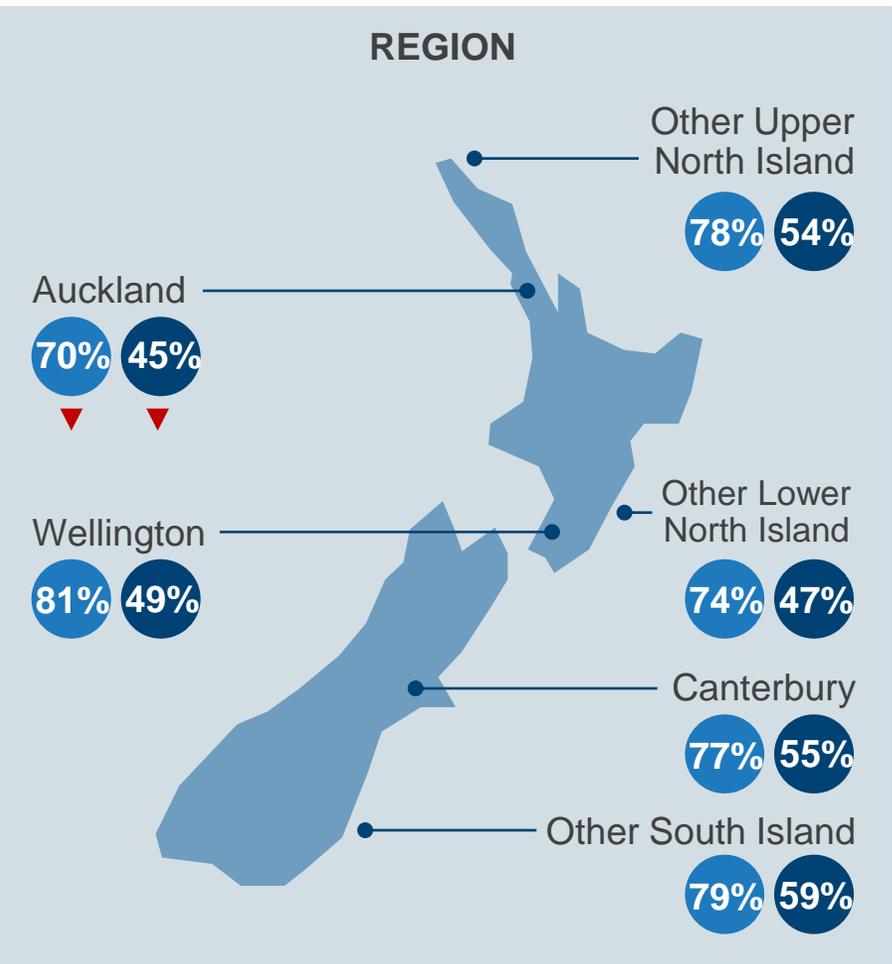
...WERE AWARE THE NATIONWIDE TEST WAS GOING TO TAKE PLACE ON SUNDAY 24 NOVEMBER 2019

▲▼ Significantly higher/lower than previous year

Outlined below are the differences in awareness by region, area type, age, household income, household size and ethnicity.



■ Aware of EMA system (75% national average) ■ Aware test was taking place (51% national average)



▲ ▼ Significantly higher/lower than average

Television and radio remain the most commonly mentioned sources of information, for both the EMA system and the nationwide test.



SOURCES OF INFORMATION

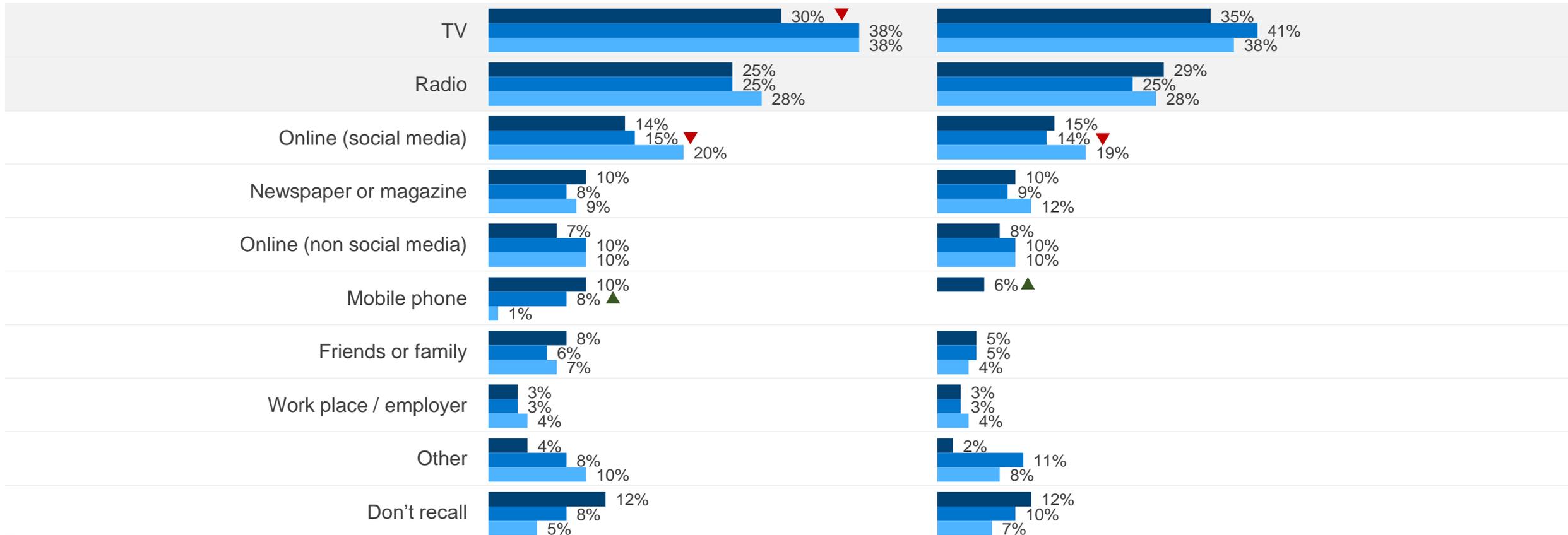
2019 2018 2017



Emergency Mobile Alert system



Nationwide test



▲ ▼ Significantly higher/lower than previous year

Below are detailed findings outlining sources of awareness among key demographic groups. It should be read as follows: of 15 – 34 year old mobile users who were aware of the EMA system before the nationwide test took place, 17% heard about the EMA system on TV - this is significantly lower than the average among all mobile users (30%).



Emergency Mobile Alert system

	Average	Auckland	Other Upper North Island	Wellington	Other Lower North Island	Canterbury	Other South Island	Under \$50,000	\$50,001 to \$100,000	\$100,001 or more	Urban, Suburban	Rural	15-34	35-54	55-64	65+	1 person in household	2 or 3 people in household	4 or more people in household
TV	30%	27%	32%	31%	26%	31%	33%	35%	31%	27%	33%	23%	17%	30%	43%	43%	48%	32%	24%
Radio	25%	26%	24%	16%	28%	26%	32%	23%	29%	26%	23%	33%	19%	25%	30%	35%	34%	26%	22%
Online (social media)	14%	15%	13%	16%	10%	17%	11%	11%	17%	13%	15%	11%	23%	15%	6%	3%	4%	12%	19%
Newspaper or magazine	10%	9%	13%	9%	7%	11%	8%	15%	7%	9%	9%	13%	5%	9%	6%	24%	14%	12%	6%
Online (non social media)	7%	7%	9%	16%	3%	3%	3%	4%	7%	10%	6%	10%	7%	9%	5%	6%	6%	8%	7%
Mobile phone	10%	9%	12%	14%	9%	7%	10%	14%	9%	8%	11%	8%	14%	10%	8%	5%	7%	7%	15%



Nationwide test

	Average	Auckland	Other Upper North Island	Wellington	Other Lower North Island	Canterbury	Other South Island	Under \$50,000	\$50,001 to \$100,000	\$100,001 or more	Urban, Suburban	Rural	15-34	35-54	55-64	65+	1 person in household	2 or 3 people in household	4 or more people in household
TV	35%	31%	39%	40%	32%	30%	37%	48%	29%	33%	37%	29%	16%	32%	52%	49%	54%	37%	26%
Radio	29%	29%	31%	21%	27%	28%	34%	27%	30%	32%	27%	36%	25%	31%	32%	29%	30%	29%	29%
Online (social media)	15%	17%	14%	21%	8%	19%	11%	12%	16%	15%	15%	16%	27%	16%	9%	3%	4%	11%	25%
Newspaper or magazine	10%	15%	11%	12%	3%	10%	3%	15%	4%	12%	10%	11%	5%	10%	4%	23%	9%	12%	7%
Online (non social media)	8%	10%	8%	7%	3%	4%	8%	5%	6%	9%	7%	10%	12%	9%	4%	3%	5%	9%	8%
Mobile phone	6%	6%	5%	5%	11%	3%	9%	7%	6%	6%	7%	2%	6%	5%	6%	5%	9%	4%	8%

Note: Only the top six sources are shown.

Source: Q10. Where did you see, hear or read about the [Emergency Mobile Alert system / Nationwide test]?

Base: All New Zealanders aged 15 and over who have access to a mobile phone and who knew about the system or test (EMA system 2019 n=753; Nationwide test 2019 n=506).

Txt / Txt Significantly higher / lower than average Colmar Brunton 2019 – 19



What do New Zealanders think about the Emergency Mobile Alert system and how it's used?



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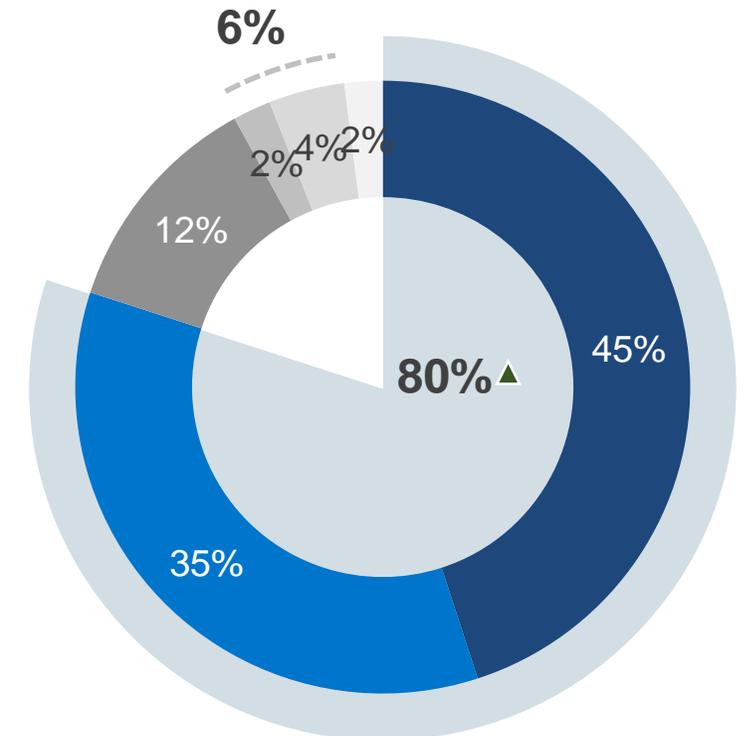
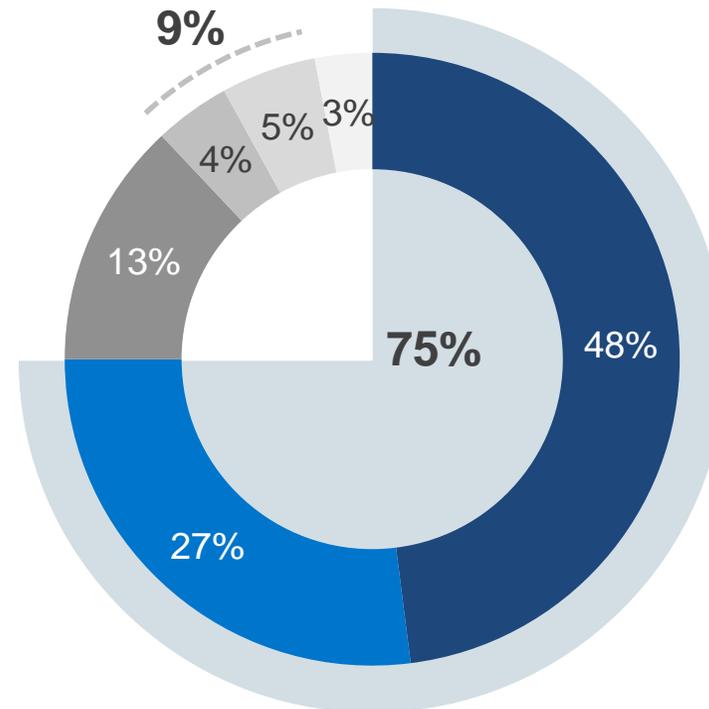
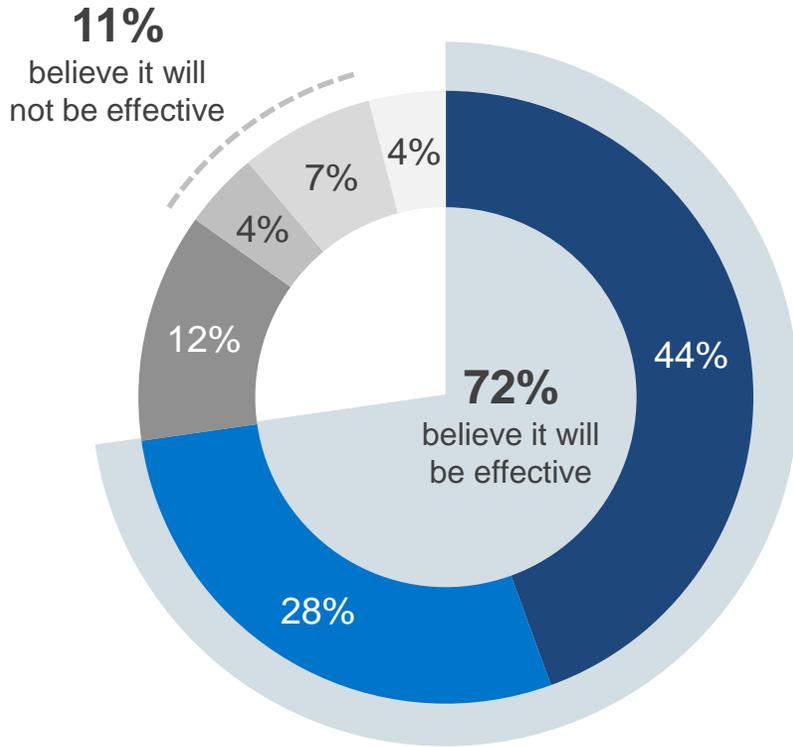
Most (80%) mobile users now believe the EMA system will be an effective way of alerting New Zealanders in an emergency.



2017

2018

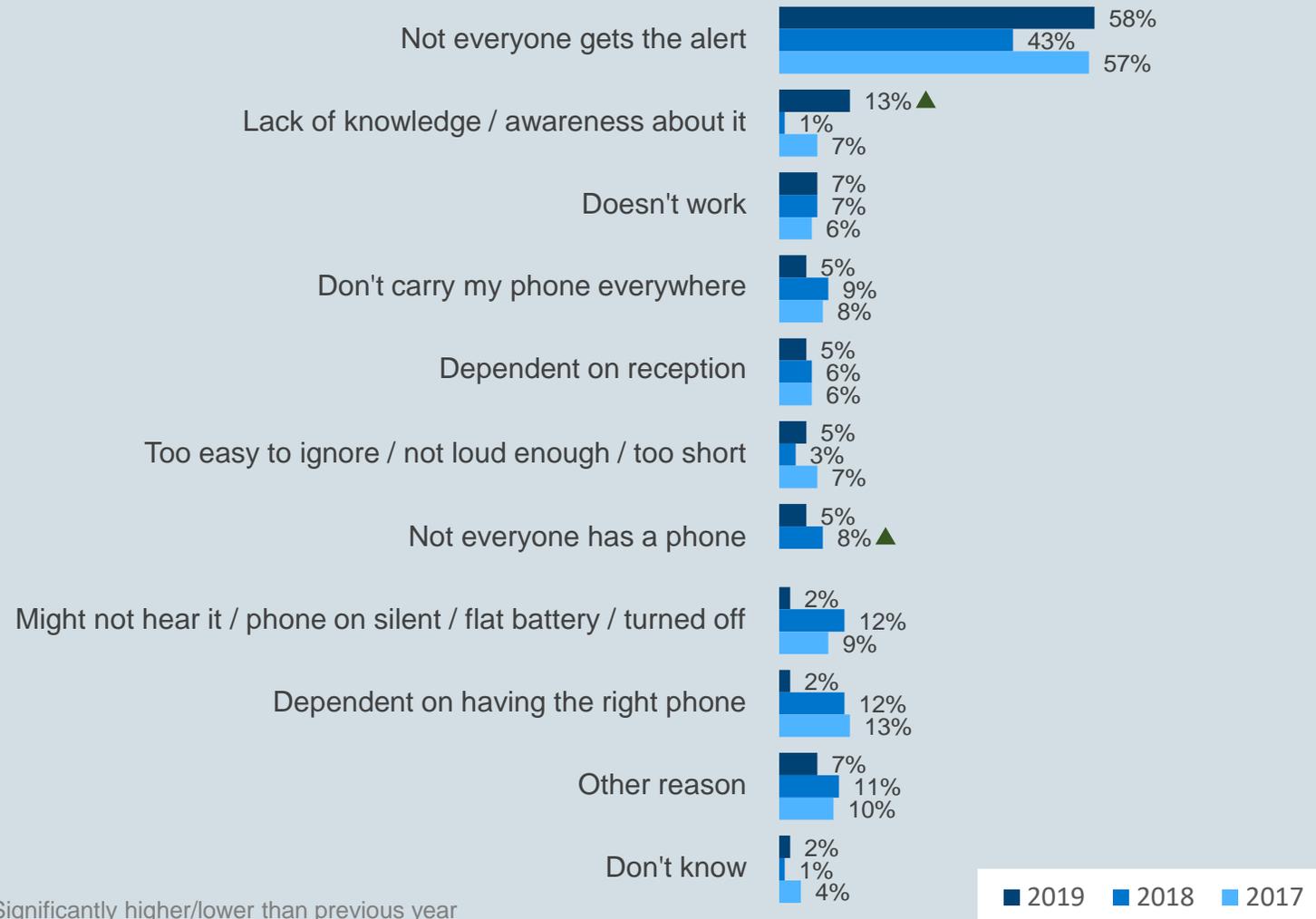
2019



5. Extremely effective
 4.
 3.
 2.
 1. Not at all effective
 Don't know

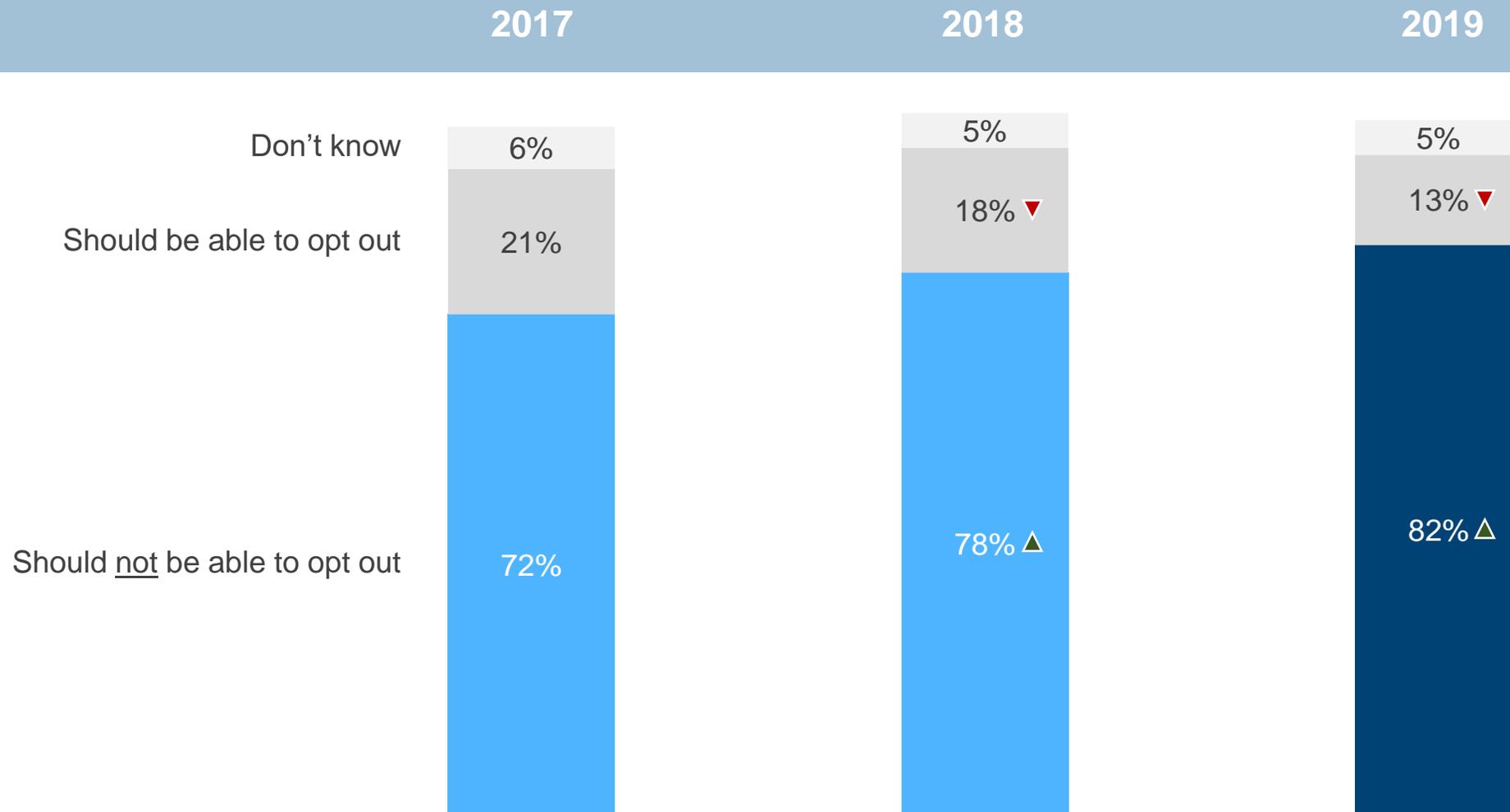
▲ Significantly higher/lower than previous year

Among those who don't think the EMA system will be effective, most feel this way because not everyone will get the alerts.



“
Obviously because I did not receive the alert it does not work. Its a failure. Is it not the idea that these alerts are to reach every single person?”

Most mobile users feel people should not be able to opt out of the system. The proportion of mobile users who feel this way has been growing since the benchmark survey was undertaken in 2017.



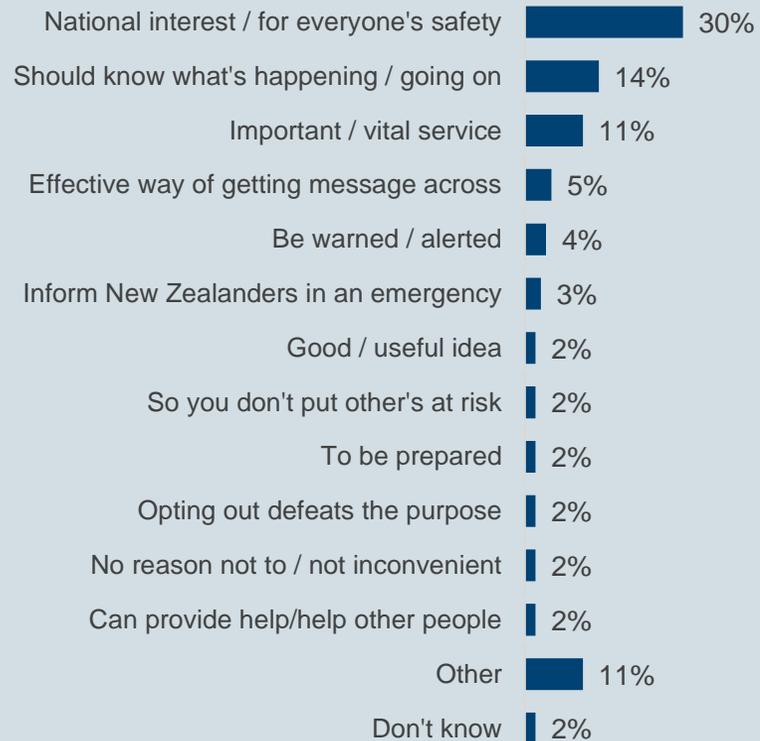
▲▼ Significantly higher/lower than previous year

Those who believe the EMA alerts should not be optional mostly say they feel this way because its for the safety of everyone.



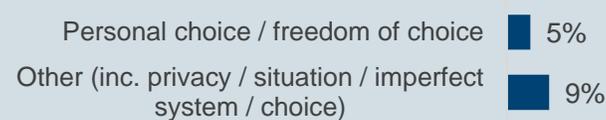
SHOULD NOT BE ABLE TO OPT-OUT

2019: **82%**



SHOULD BE ABLE TO OPT-OUT

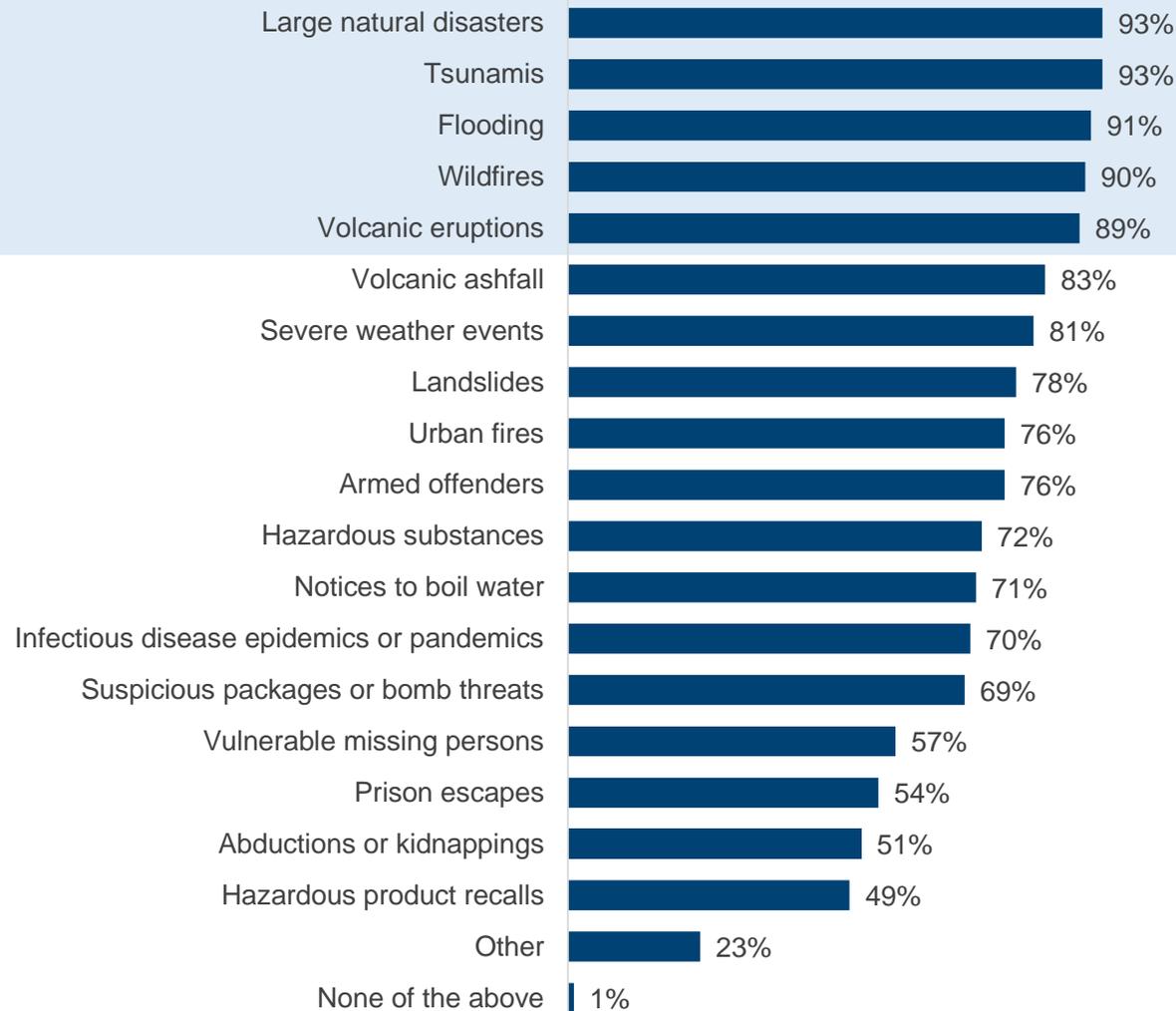
2019: **13%**



“

At the end of day it's about saving lives and its a coordinated message for people in danger. So things can be much better organised and save more people. The process has been well communicated.

Mobile users are relatively comfortable with the EMA system being used for a wide range of events. They are most comfortable with it being used for: Large natural disasters, tsunamis, flooding, wildfires, and volcanic eruptions.



Those who feel the EMA system should be optional tend to be more reserved around what events they feel the system should be used for.



	SHOULD BE ABLE TO OPT-OUT	% point difference from average	SHOULD NOT BE ABLE TO OPT-OUT
Large natural disasters	-6%		2%
Tsunamis	-7%		1%
Flooding	-13%		1%
Wildfires	-4%		1%
Volcanic eruptions	-1%		1%
Volcanic ashfall			2%
Severe weather events	-9%		1%
Landslides	-8%		1%
Urban fires		2%	-1%
Armed offenders	-3%		1%
Hazardous substances	-2%		
Notices to boil water	-9%		2%
Infectious disease epidemics or pandemics	-1%		
Suspicious packages or bomb threats		6%	-1%
Vulnerable missing persons		1%	-1%
Prison escapes		7%	
Abductions or kidnappings	-4%		
Hazardous product recalls		7%	-1%

**For further information,
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