

Emergency Mobile Alert system

Follow-up survey for the nationwide test
on Sunday 26 November 2017



Objectives



Following the launch and live technical test of the new Emergency Mobile Alert system on Sunday 26 November 2017, Civil Defence engaged Colmar Brunton to determine:



The proportion of the New Zealand population who received the test 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

Methodology



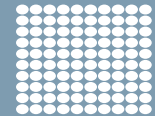
Random mobile phone
interviewing of New
Zealand residents aged
15 years and over



Interviewing
27 November to
6 December 2017



7 ½ minute average
interview duration



1,004 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.



Summary of key findings

Summary



34%

of New Zealanders received the nationwide test alert



66%

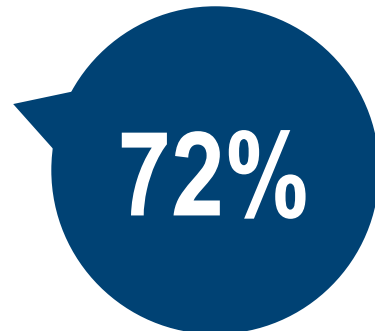
of mobile users were aware of the EMA system before the nationwide test took place



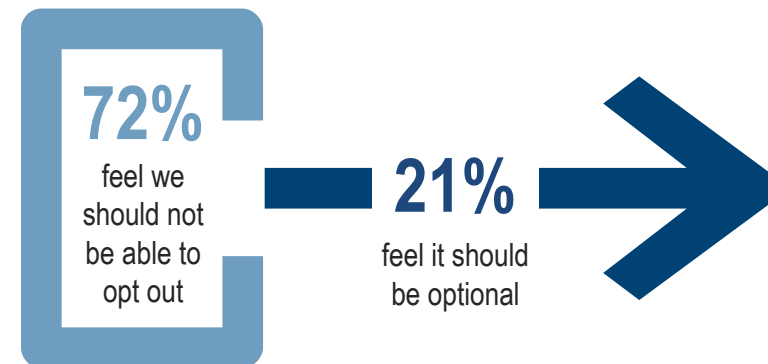
48%

of mobile users were aware the nationwide test was going to take place on Sunday 26 November

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



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





Detailed findings



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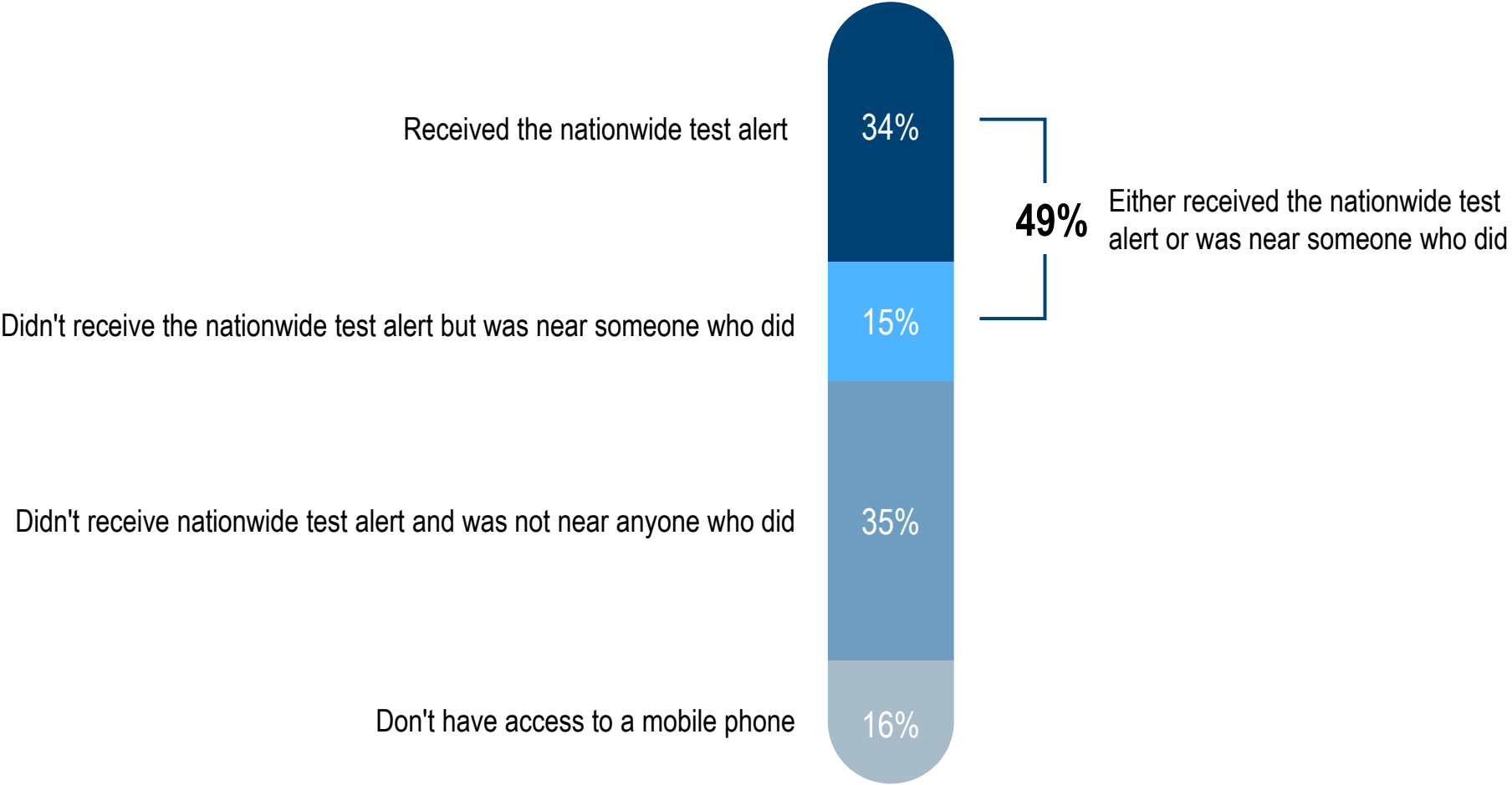
What proportion of the New Zealand population received the test alert on Sunday 26 November 2017?



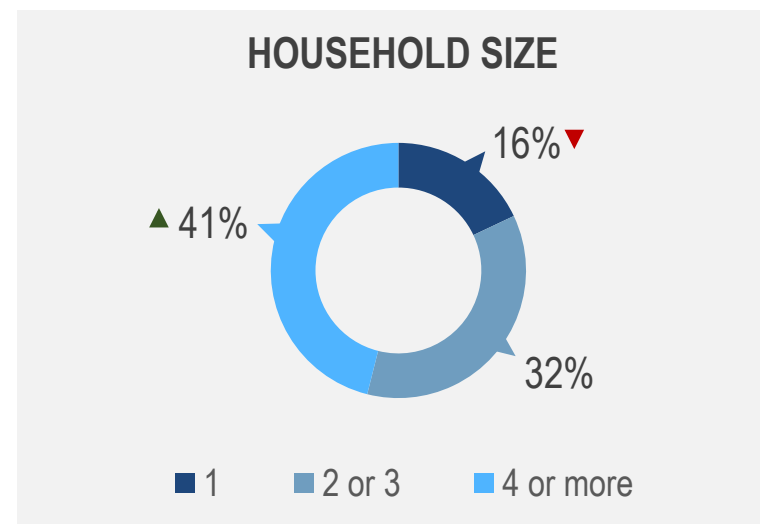
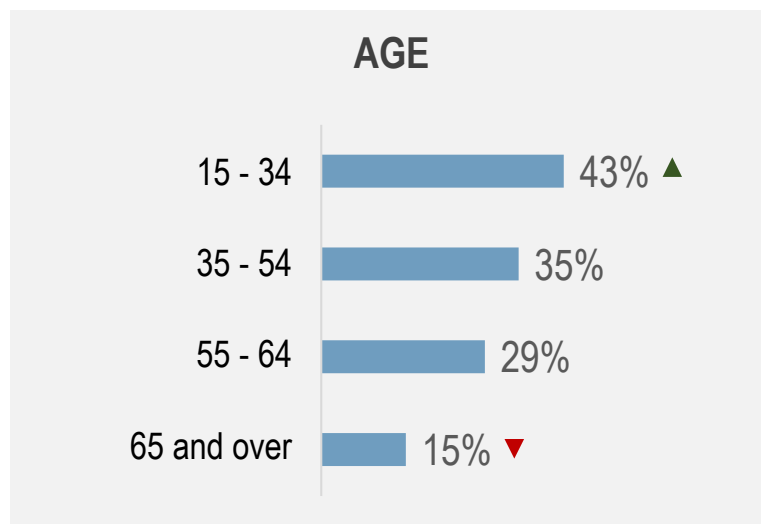
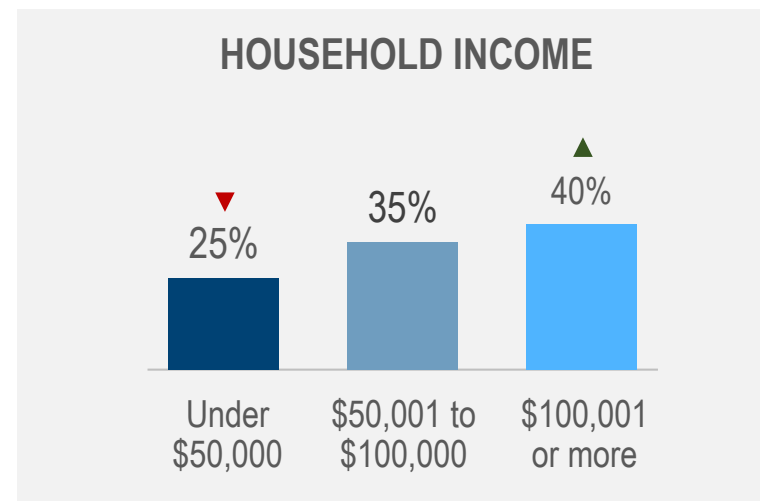
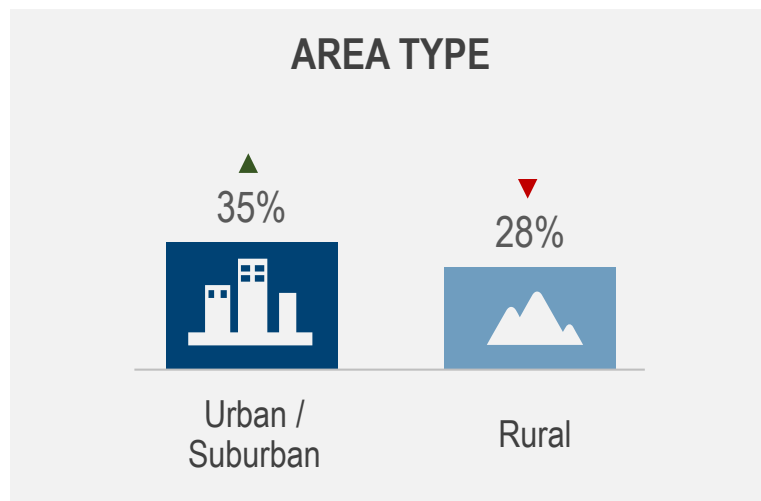
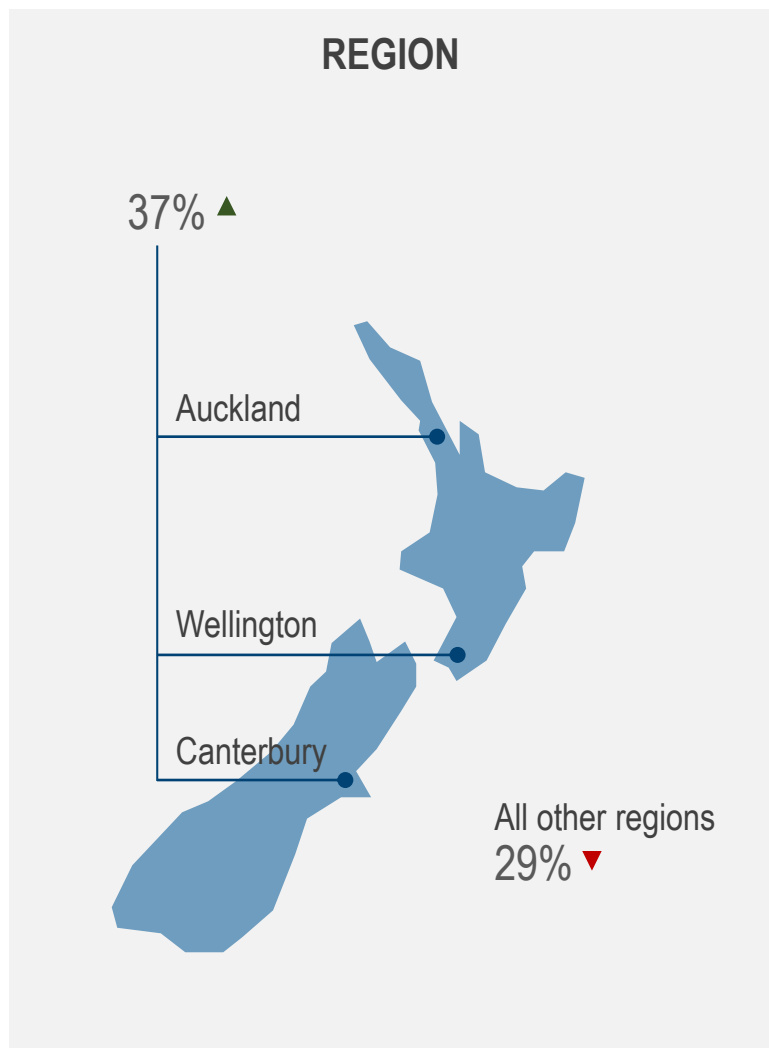
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One in three New Zealanders received the nationwide test alert Civil Defence sent from the Emergency Mobile Alert system on Sunday 26 November, and a further 15% were near someone who received the alert (but did not get it them self)



The following graphs show the disparity of receipt by region, area type, age, household income and household size. Those living outside of the Auckland, Wellington and Canterbury regions, those living rurally, older New Zealanders, those with a lower household income, and those living alone are all less likely than average (34%) to receive Emergency Mobile Alerts



▼▲ Significantly lower / higher than average

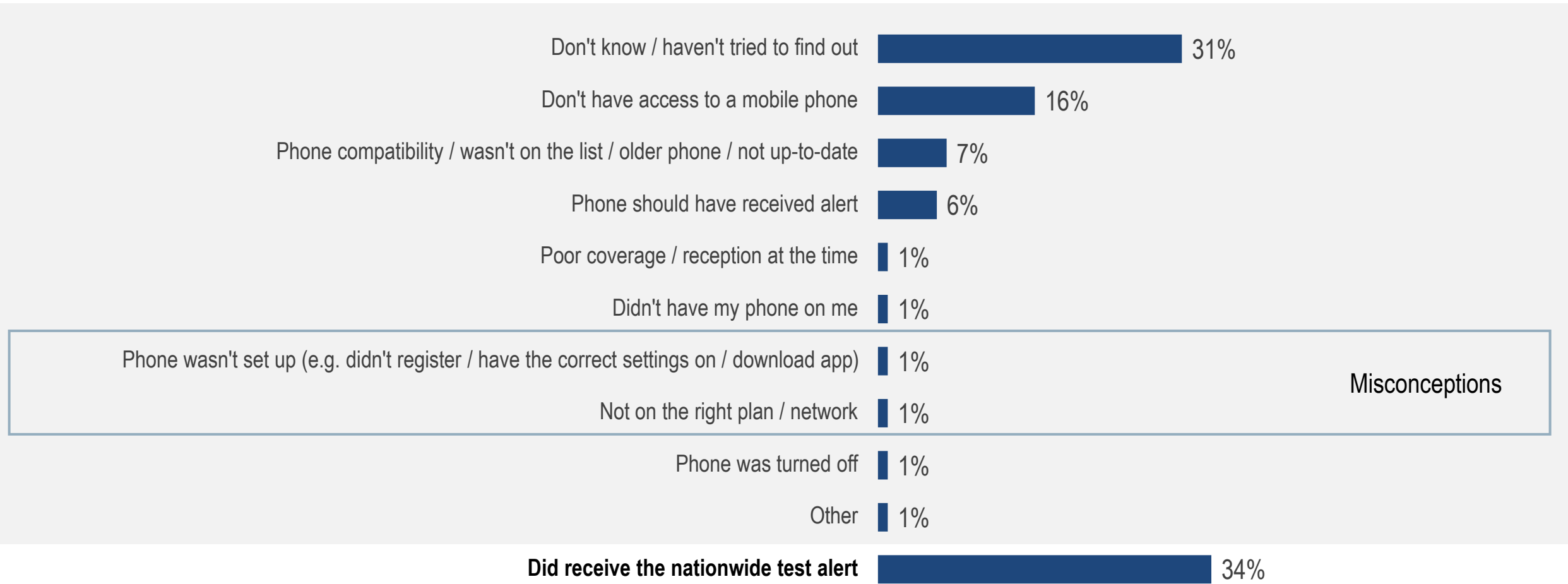
Source: Q1. On Sunday the 26 of November Civil Defence undertook a nationwide test of their new Emergency Mobile Alert system. Do you personally remember seeing or hearing an alert on your own mobile phone that day? Q2. Were you near anyone who did receive the test alert on Sunday the 26 of November? Statistics New Zealand 2013 census data <http://nzdotstat.stats.govt.nz> (used to calculate and project the proportion who do not have access to a mobile).

Base: All New Zealanders aged 15 and over.

Of those who didn't receive the test alert, the majority are not sure why they didn't get it and haven't tried to find out. Seven percent of New Zealanders know their phone isn't capable of receiving alerts and a similar proportion believe their phone is capable but didn't receive the test alert. There were very few misconceptions surrounding the alert – the most commonly mentioned were phones needing to be manually set up to receive the alerts or needing to be on a certain network



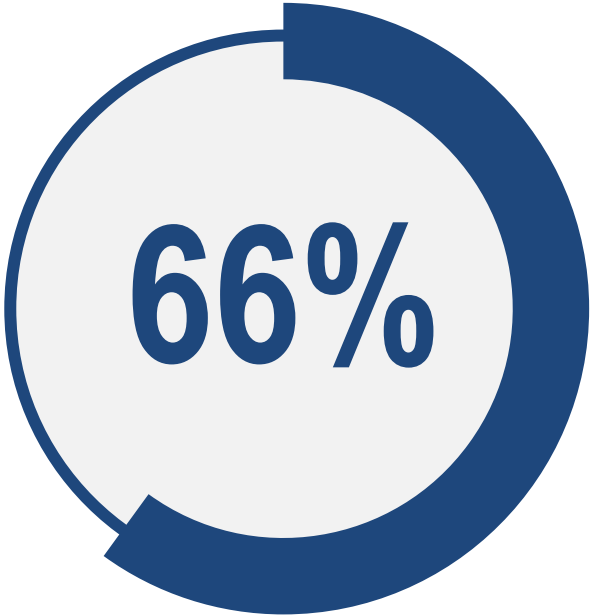
Reasons for not receiving the nationwide test alert



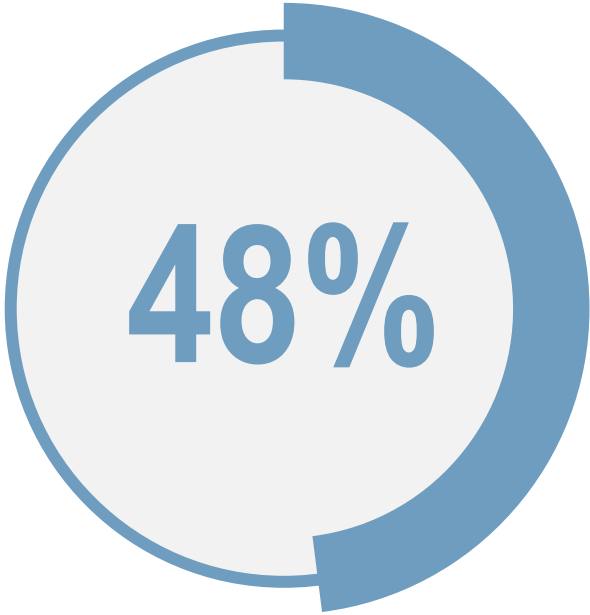


What was the reach of the campaign activity leading up to the nationwide test?

Among those who have access to a mobile phone, two in three were aware of the EMA system before the nationwide test took place and just under half knew the test was going to happen



were aware of the
Emergency Mobile Alert
system



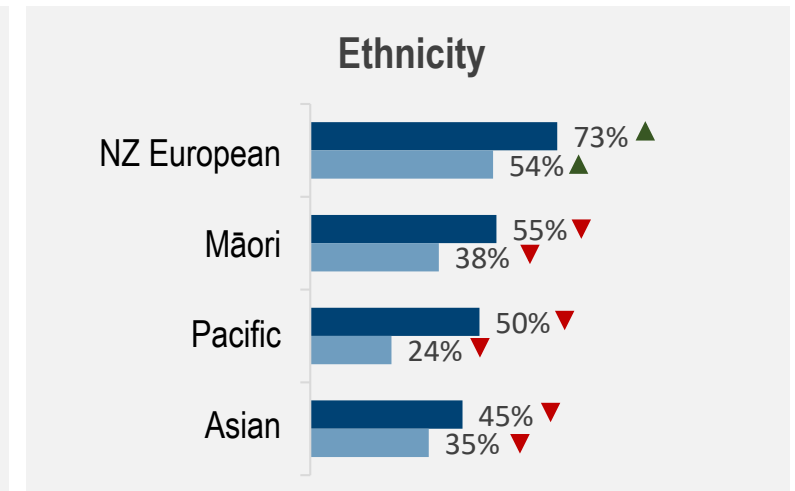
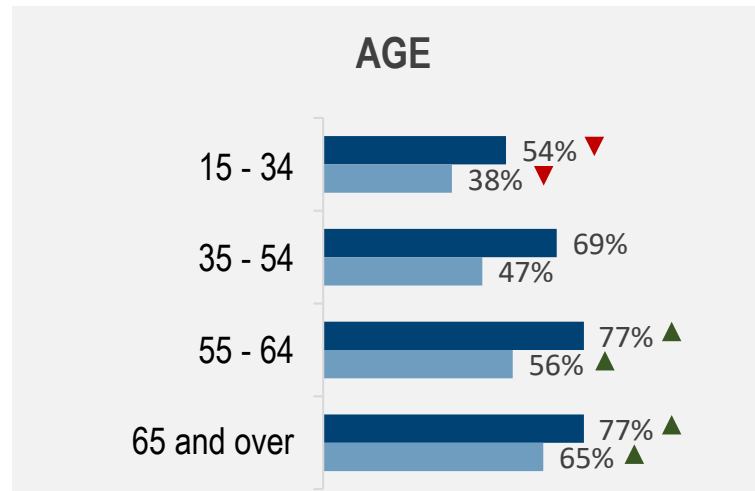
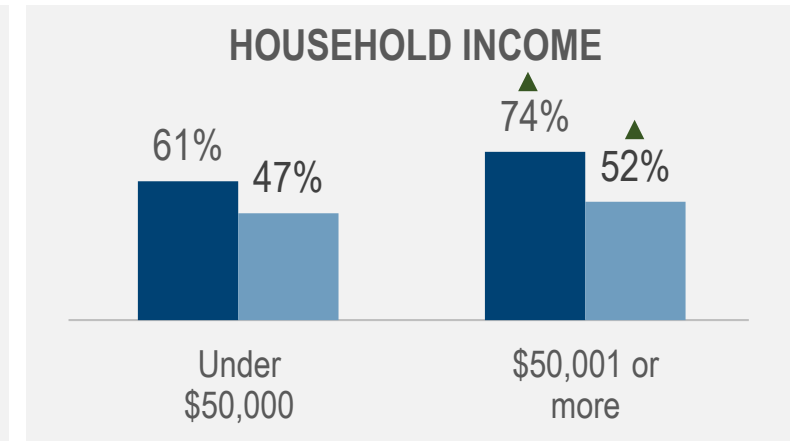
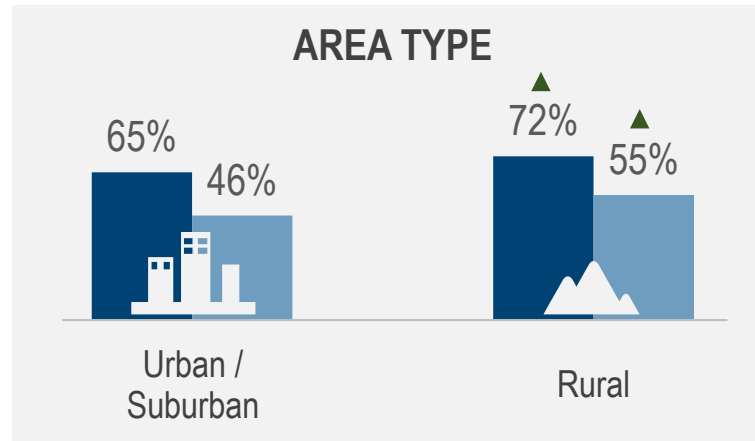
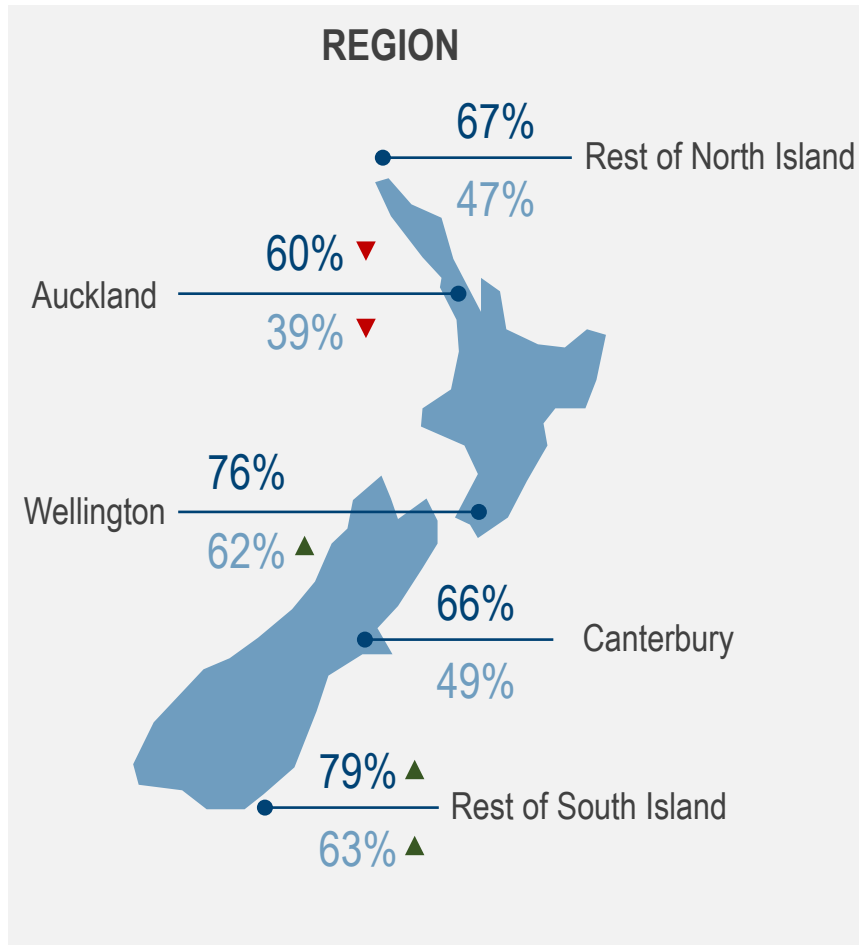
were aware the nationwide test
was going to take place on
Sunday 26 November 2017

Outlined below is the disparity of awareness by region, area type, age, household income and Ethnicity. The following groups were most aware of the EMA system and nationwide test (before it happened): those who live rurally, those aged over 55, those who live in a household with an income over \$50,001, and those who identify as New Zealand European



■ Aware of EMA system

■ Aware test was taking place



The most commonly mentioned sources of information for both the EMA system and the nationwide test were television, radio and social media



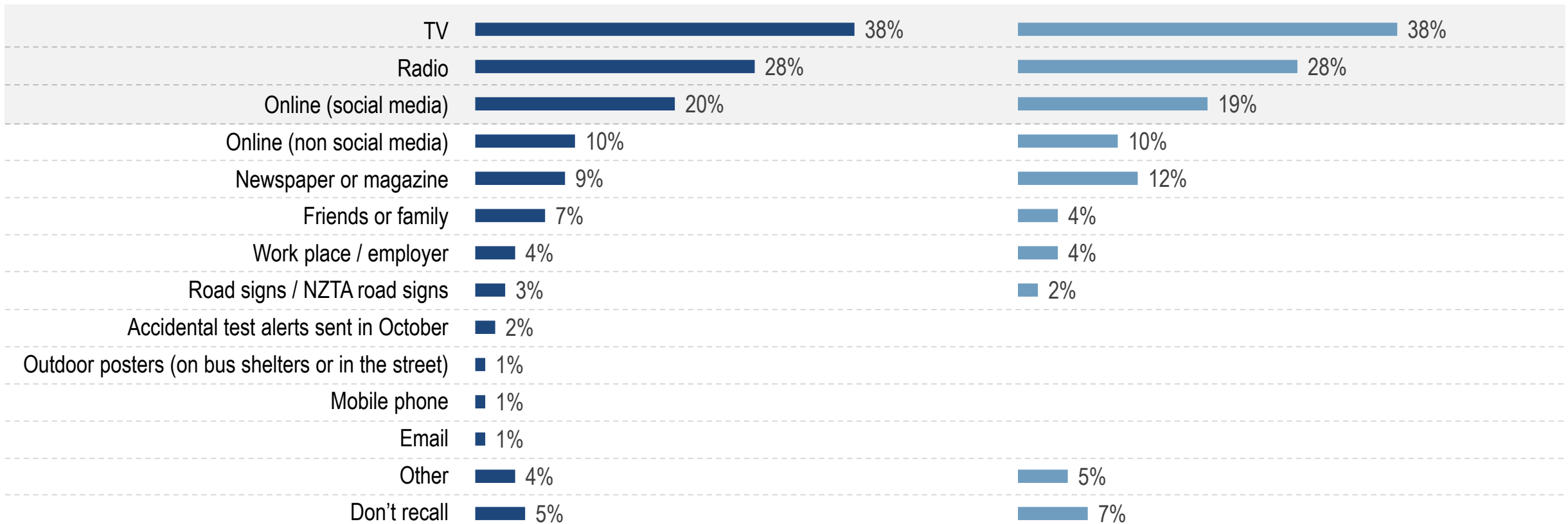
SOURCES OF INFORMATION



Emergency Mobile Alert system



Nationwide test



Below are detailed findings outlining sources of awareness among key demographic groups. It should be read as follows: of rural mobile users who were aware of the EMA system before the nationwide test took place, 46% heard about the EMA system on TV - this is significantly higher than the average among all mobile users (38%)



Emergency Mobile Alert system

	Average	Auckland	Wellington	Rest of North Island	Canterbury	Rest of South Island	Urban / Suburban	Rural	Under \$50,000	\$50,001 or more	15 - 34	35 - 54	55 - 64	65 plus	New Zealand European	Māori	Asian
TV	38%	37%	32%	42%	35%	41%	36%	46%	51%	32%	24%	39%	47%	49%	41%	44%	19%
Radio	28%	26%	23%	27%	42%	21%	27%	31%	25%	30%	22%	32%	34%	27%	30%	20%	16%
Online (social media)	20%	15%	29%	22%	15%	26%	19%	23%	18%	21%	33%	20%	11%	7%	19%	25%	19%
Online (non social media)	10%	11%	17%	11%	5%	9%	12%	6%	8%	12%	10%	13%	10%	7%	10%	5%	16%
Newspaper or magazine	9%	5%	14%	10%	10%	11%	9%	8%	7%	10%	2%	5%	8%	29%	11%	0%	5%



Nationwide test

	Average	Auckland	Wellington	Rest of North Island	Canterbury	Rest of South Island	Urban / Suburban	Rural	Under \$50,000	\$50,001 or more	15 - 34	35 - 54	55 - 64	65 plus	New Zealand European	Māori	Asian
TV	38%	33%	45%	43%	33%	38%	38%	40%	49%	35%	23%	39%	53%	44%	41%	49%	17%
Radio	28%	29%	16%	26%	40%	21%	27%	30%	25%	30%	21%	31%	33%	27%	31%	7%	15%
Online (social media)	19%	14%	30%	20%	12%	24%	19%	21%	17%	22%	36%	20%	8%	7%	20%	22%	19%
Online (non social media)	10%	13%	11%	10%	4%	12%	10%	9%	10%	12%	13%	11%	10%	5%	10%	7%	17%
Newspaper or magazine	12%	8%	13%	13%	17%	14%	13%	12%	6%	15%	4%	7%	13%	30%	15%	2%	2%

Txt | Txt Significantly lower / higher than average

Note: Only the top five 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 had seen advertising (EMA system n=667, Nationwide test n=480).



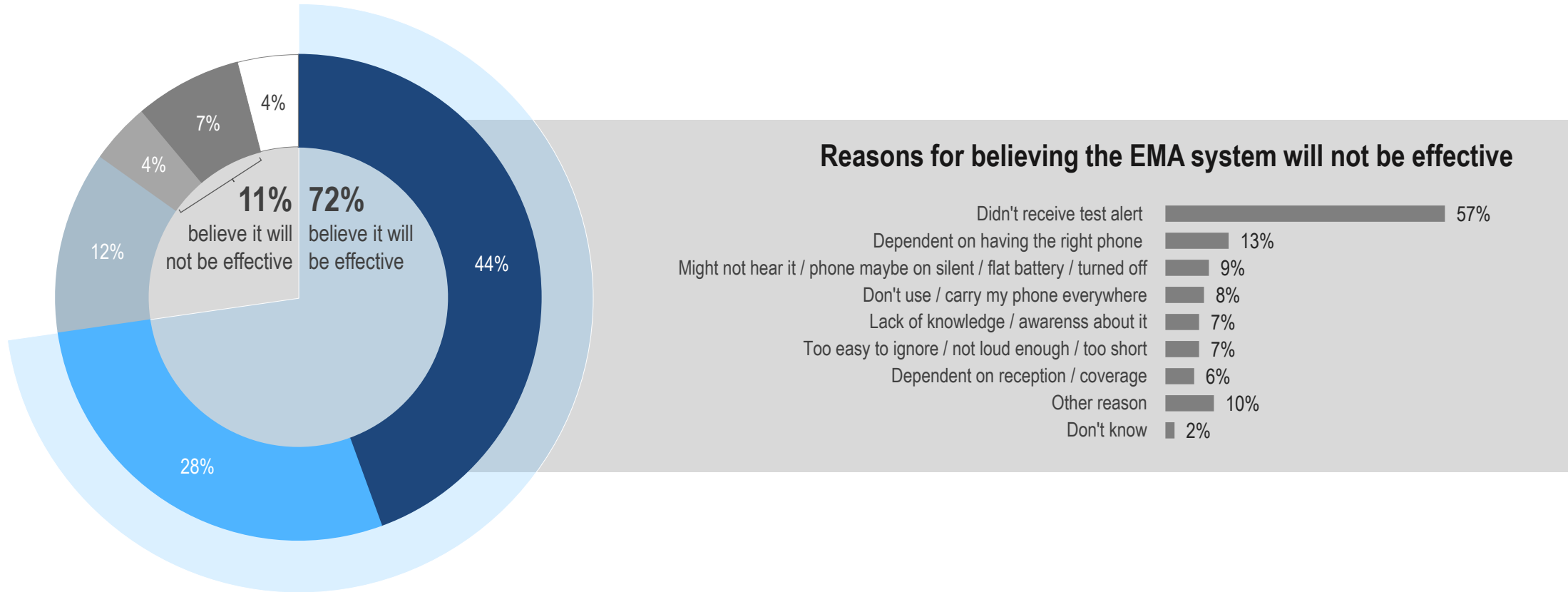
**How do New Zealanders
perceive the Emergency
Mobile Alert system and its
future use?**



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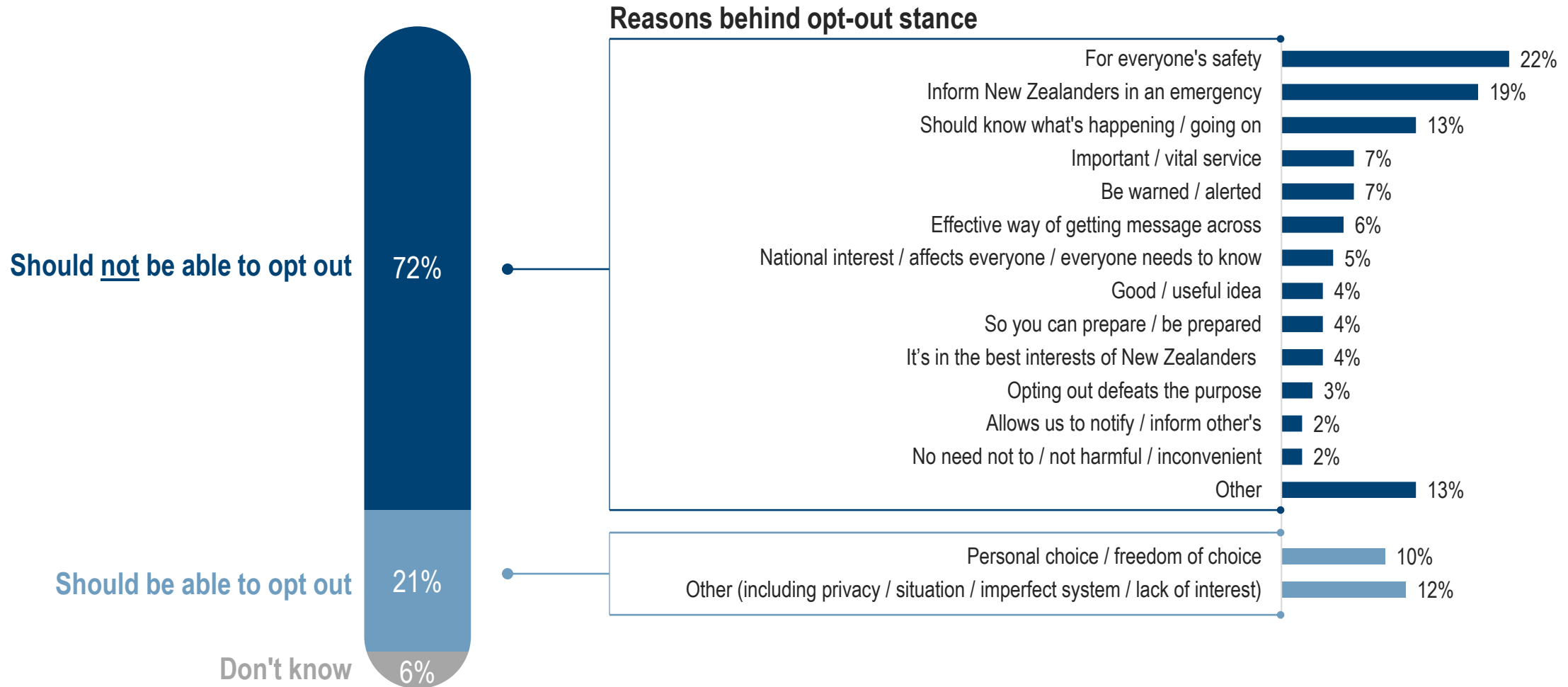
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Three in four mobile users believe the EMA system will be an effective way of alerting New Zealanders in an emergency. Among those who feel it will not be effective, more than half feel this way because they didn't personally receive the nationwide test alert



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

The majority of mobile users believe New Zealanders should not be able to opt out of the EMA system. However, one in five believe the system should be optional and most state personal choice or freedom of choice as their reasoning



**For further information,
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