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Nationwide test of Emergency Mobile Alert

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Total print pages: 1

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Notes for the Large Print Reader

Print page numbers are indicated as:

Page 1

Main text is in Arial typeface, 18 point.

Headings are indicated as:

Heading 1

Heading 2

Heading 3

Omissions and alterations

Some page layouts have been edited for clarity.

Nationwide test of Emergency Mobile Alert

The nationwide test of the Emergency Mobile Alert system is a necessary part of making sure the system works well. Find results and information about nationwide tests.

Why we test Emergency Mobile Alert

The nationwide test is a necessary part of making sure the Emergency Mobile Alert system works well.

The nationwide test is sent to cell towers all over New Zealand. We expect most phones are capable of receiving the alert.

Give us feedback about Emergency Mobile Alert at <https://consultation.nema.govt.nz/nema-communications/ema-feedback>.

Information collected in this survey is used to make ongoing improvements to the alerting platform.

Independent survey results of the nationwide test

After both the 2018 and 2019 nationwide tests, the Ministry of Civil Defence & Emergency Management commissioned an independent survey.

The surveys looked at:

- the proportion of the population who received the test alert,
- prior awareness, and
- public perceptions.

After the 2021 and 2022 test, NEMA included questions in the Annual Disaster Preparedness survey to measure the success of the Emergency Mobile Alert test.

Since the 2018 survey, all key measures have improved each year. In 2022, the survey recorded:

- The highest number of alerts received (83%).
- Of the 12% who did not receive the test, 27% were near someone who did receive the test.
- The 2021 Annual Disaster Preparedness Survey showed nine out of ten people received an alert or had been with someone who received an alert.

In 2019 the survey showed:

- Awareness of the Emergency Mobile Alert system before the test was 75%.
- 80% believe that Emergency Mobile Alert is an effective way of alerting New Zealanders of an emergency.
- 82% believe people should not be able to opt-out.