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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.

In 2017, 2018 and 2019 we received thousands of feedback submissions from people. These helped us improve the Emergency Mobile Alert system.

The most recent nationwide test was on the evening of 24 November 2019. In consideration of the COVID-19 pandemic, the 2020 nationwide test of the Emergency Mobile Alert system was cancelled.

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.

Subscribe to receive emails about upcoming nationwide tests of Emergency Mobile Alert at <https://confirmsubscription.com/h/d/38D8E6EE580B5975>.

You'll receive an email once the date for the test is decided.

Independent survey results of the nationwide test

After the 2018 nationwide test, the Ministry of Civil Defence & Emergency Management commissioned an independent survey.

The survey was conducted by interviewing 1000 New Zealand mobile users aged 15 years and over. The survey was conducted immediately after the 2018 nationwide test between 26 November and 9 December 2018.

A survey was also conducted following the 2019 nationwide test of Emergency Mobile Alert.

The survey looked at a range of factors.

- Proportion of the 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
- Public perceptions of the Emergency Mobile Alert system

- Whether the public believe the system should be optional
- Changes since the launch of the Emergency Mobile Alert system and test alert in 2017

