

# Emergency Mobile Alert system

Follow-up survey for the nationwide test  
on Sunday 25 November 2018



**COLMAR BRUNTON**

A Kantar Millward Brown Company

# Objectives



Following the live technical test of the Emergency Mobile Alert system on Sunday 25 November 2018, Civil Defence engaged Colmar Brunton to determine:



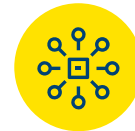
The proportion of the New Zealand population who received the test alert



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



Changes since the launch of the EMA system and test alert last year

# Methodology



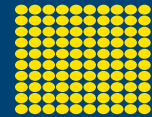
Random mobile phone interviewing of New Zealand residents aged 15 years and over



Interviewing 26 November to 9 December 2018



8 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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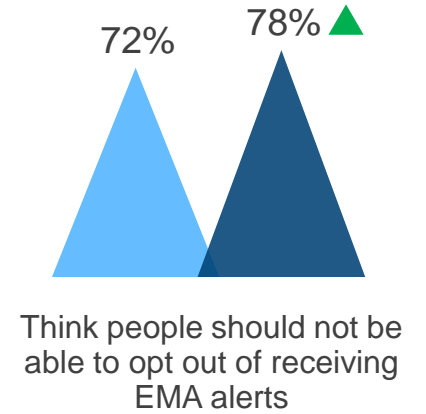
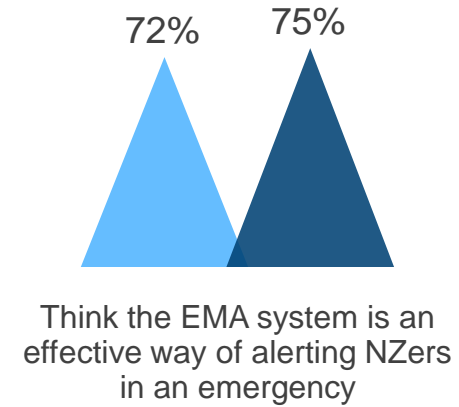
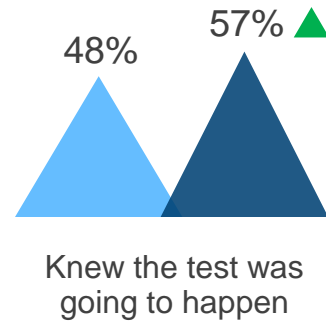
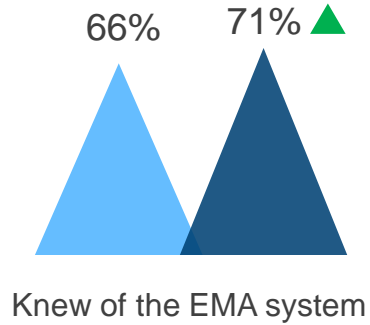
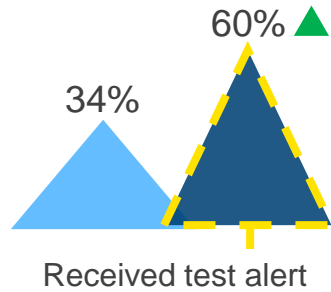
# Summary:

2017 2018

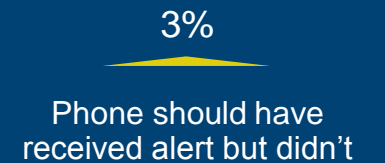


## ALL NEW ZEALANDERS

## NEW ZEALANDERS WITH ACCESS TO A MOBILE PHONE



40% DIDN'T RECEIVE THE TEST ALERT THEMSELVES. THE MAIN REASONS WHY ARE:





## Detailed findings



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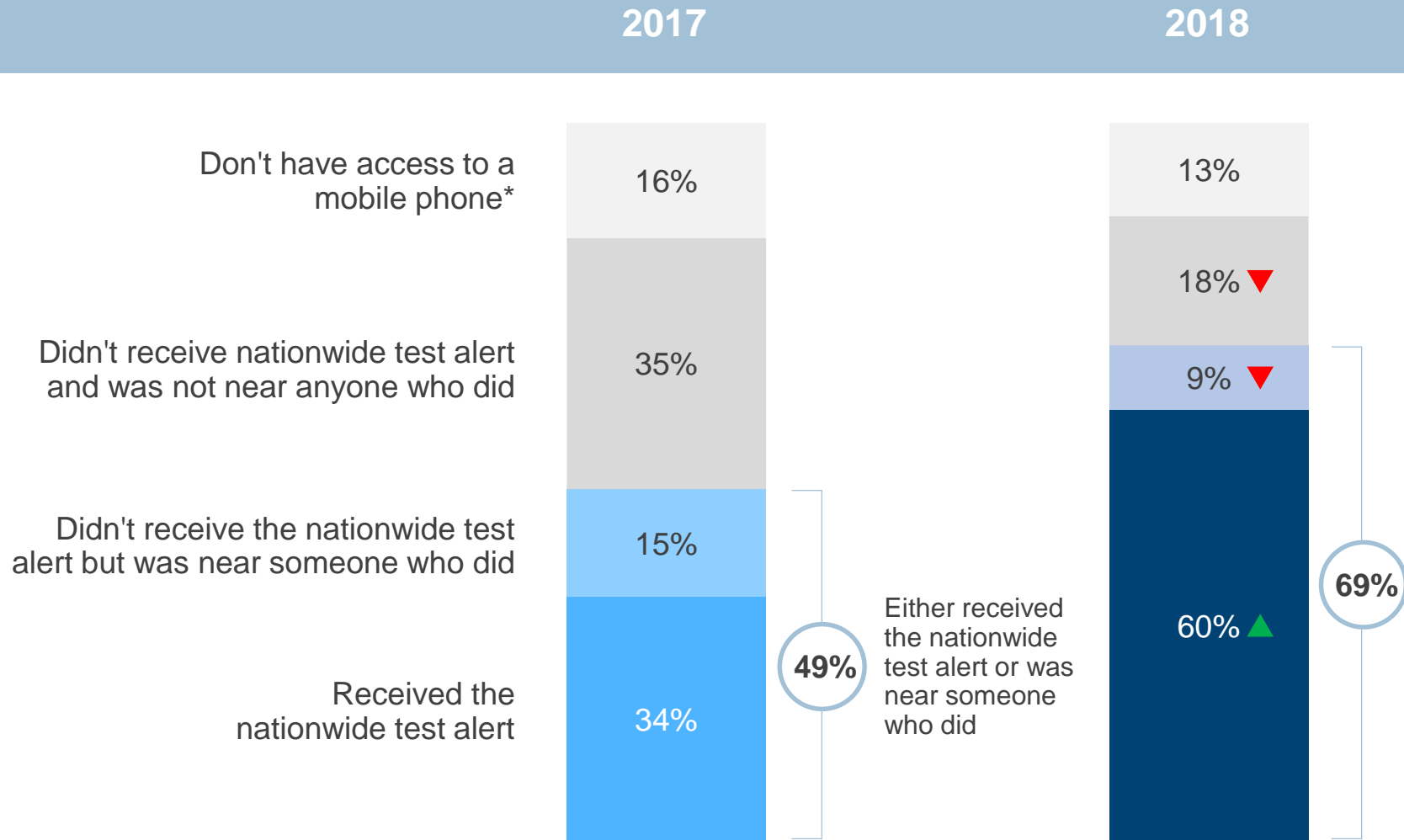
**What proportion of the New Zealand population received the test alert on Sunday 25 November 2018?**



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# More New Zealanders received the test alert than last year: six in ten received the test alert sent from the Emergency Mobile Alert system compared to a third in 2017.



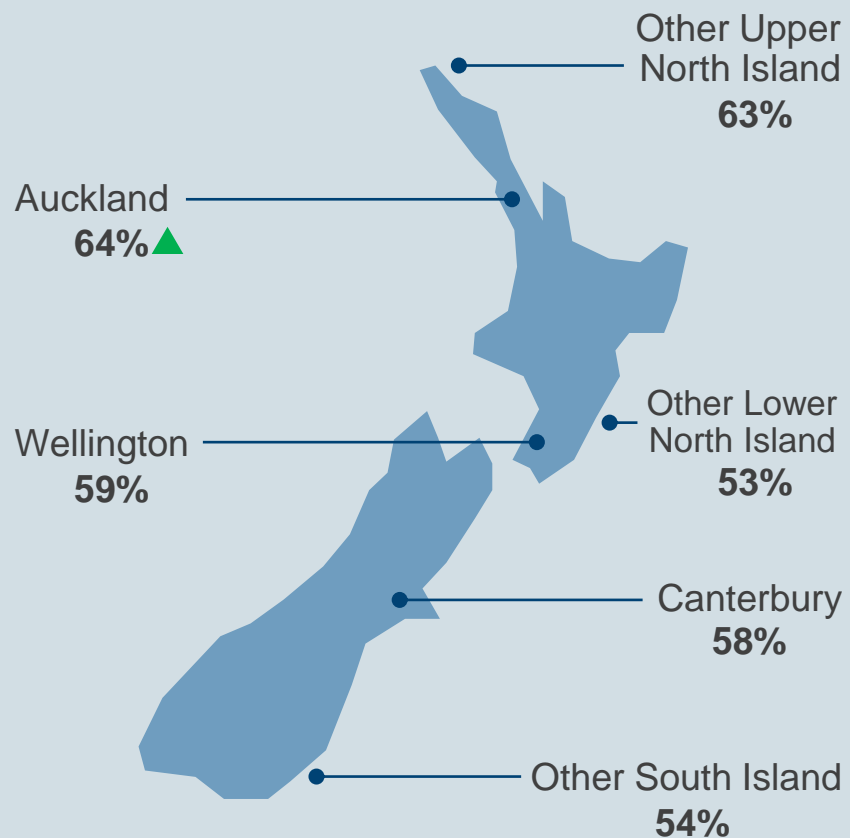
▲ ▼ Significantly higher/lower than last year



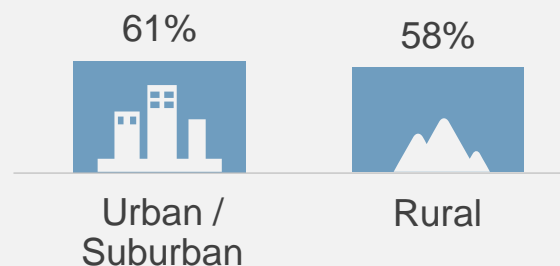
The results below show the differences in receipt by region, area type, age, household income and household size. Older New Zealanders, those with a lower household income, and those living alone are all less likely than average (60%) to receive Emergency Mobile Alerts.



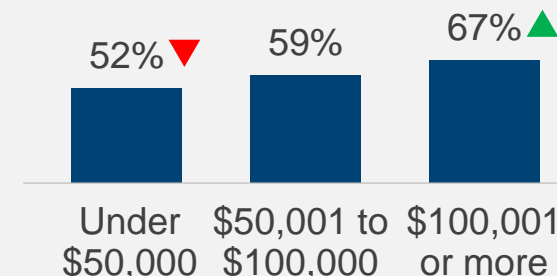
### REGION



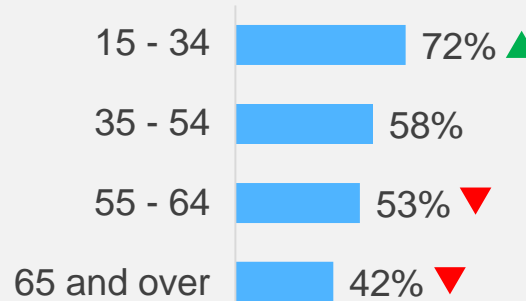
### AREA TYPE



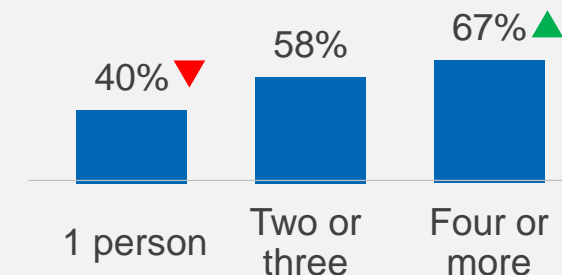
### HOUSEHOLD INCOME



### AGE



### HOUSEHOLD SIZE



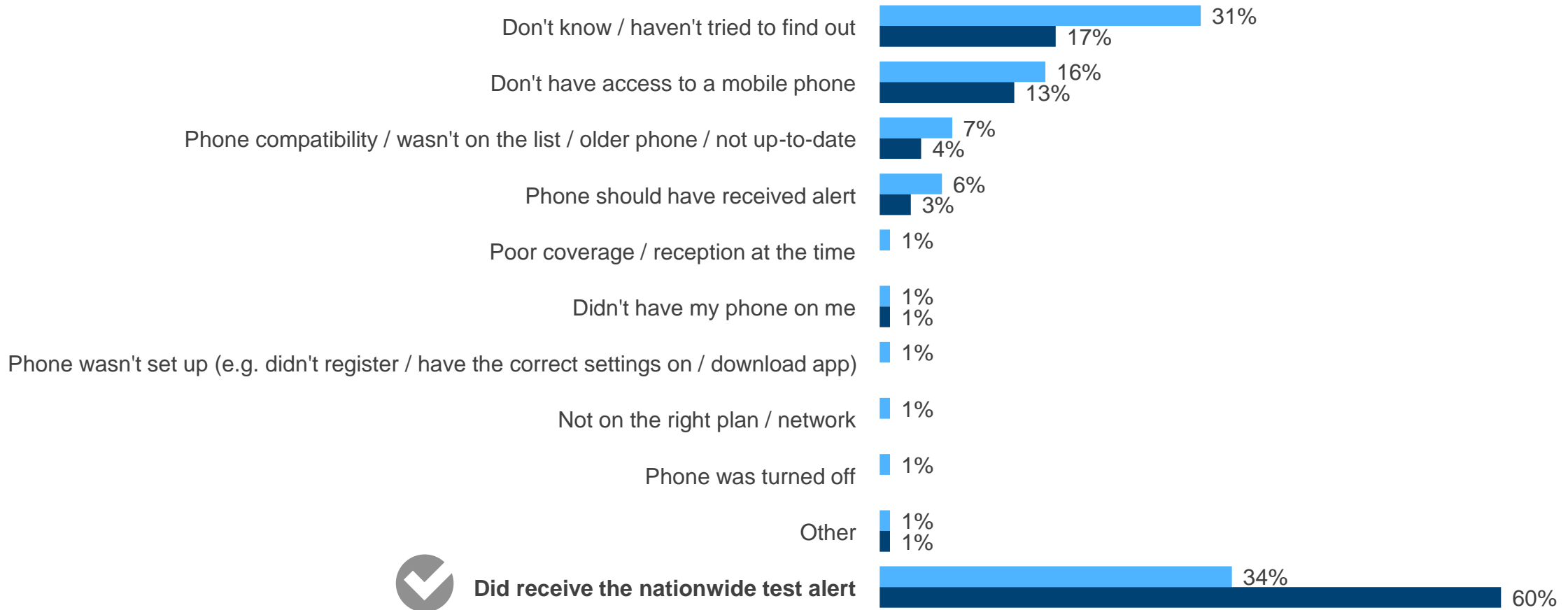
▲ ▼ Significantly higher/lower than average

Source: Q1. On Sunday the 25 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 and do have access to a mobile phone, the majority are not sure why they didn't get it and haven't tried to find out.



## REASONS FOR NOT RECEIVING THE NATIONWIDE TEST ALERT



**Did receive the nationwide test alert**

34%

60%



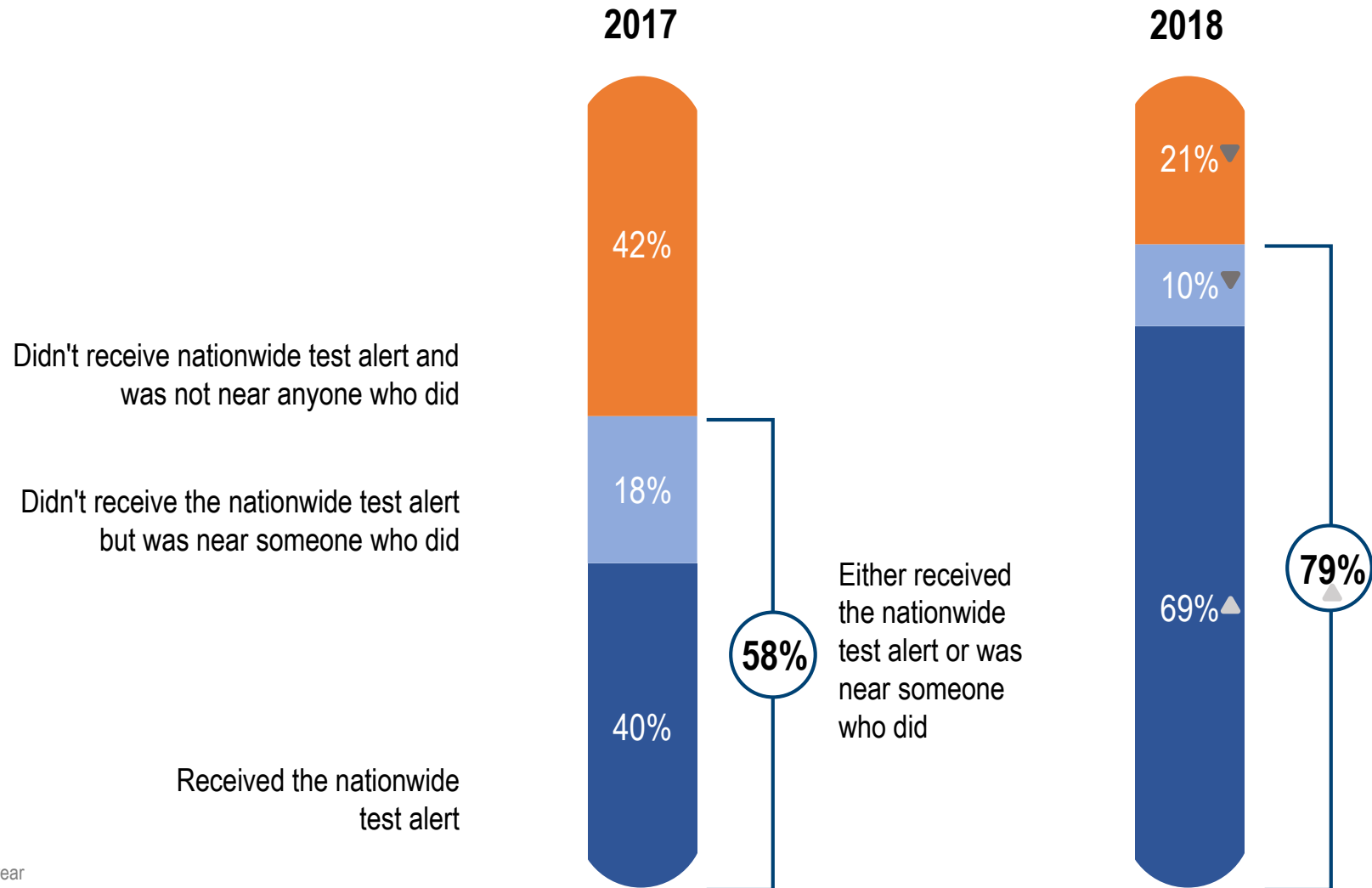
**What proportion of people with access to a mobile phone received the test alert on Sunday 25 November 2018?**



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Among those who have access to a mobile phone, seven in ten New Zealanders received the test alert Civil Defence sent from the Emergency Mobile Alert system on Sunday 25 November. A further ten percent were near someone who received the alert (but did not get it themselves).

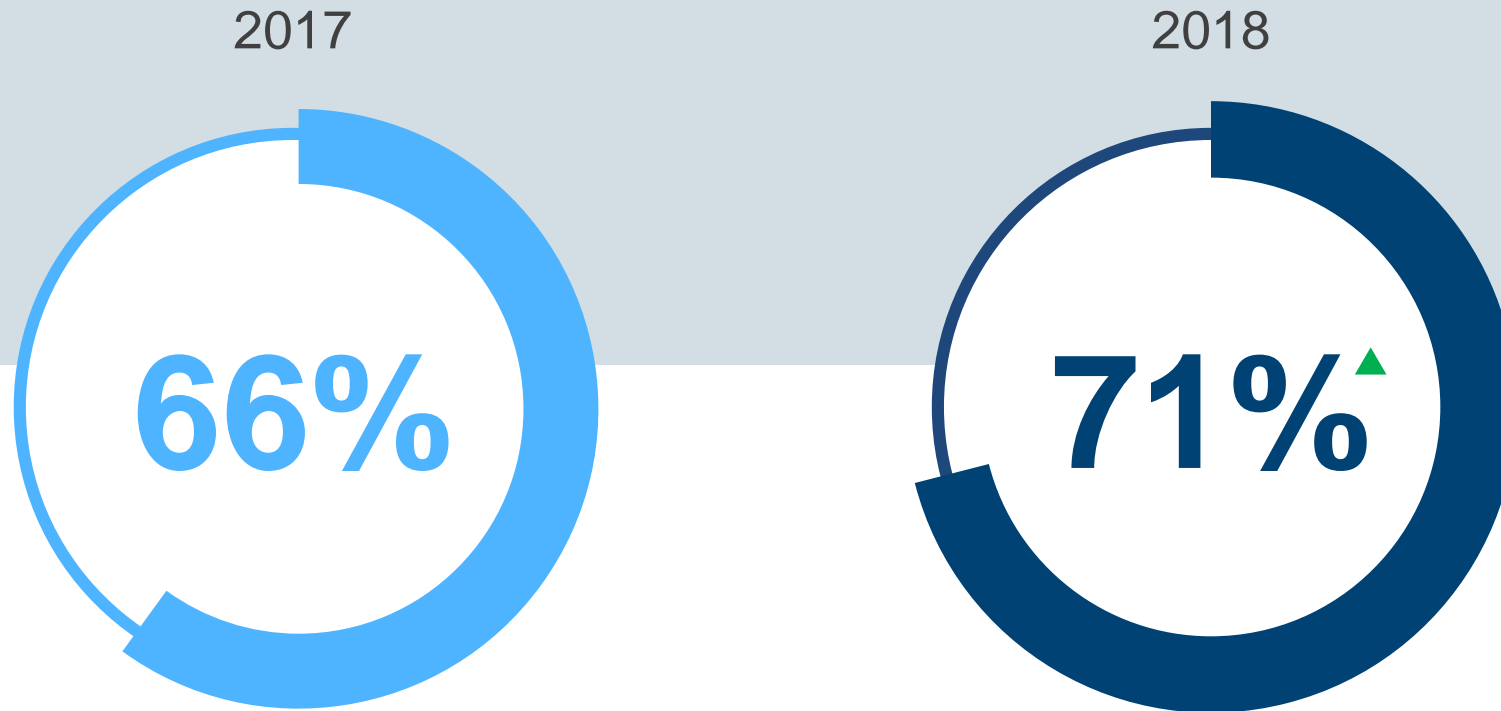


Source: Q1. On Sunday the 25 of November Civil Defence undertook a nationwide test of their new Emergency Mobile Alert system. Do you personally remember seeing or hearing an alert on your own mobile phone that day? Q2. Were you near anyone who did receive the test alert on Sunday the 25 of November?  
Base: All New Zealanders aged 15 and over who have access to a mobile phone (2017 n=1004, 2018 n=1000).



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

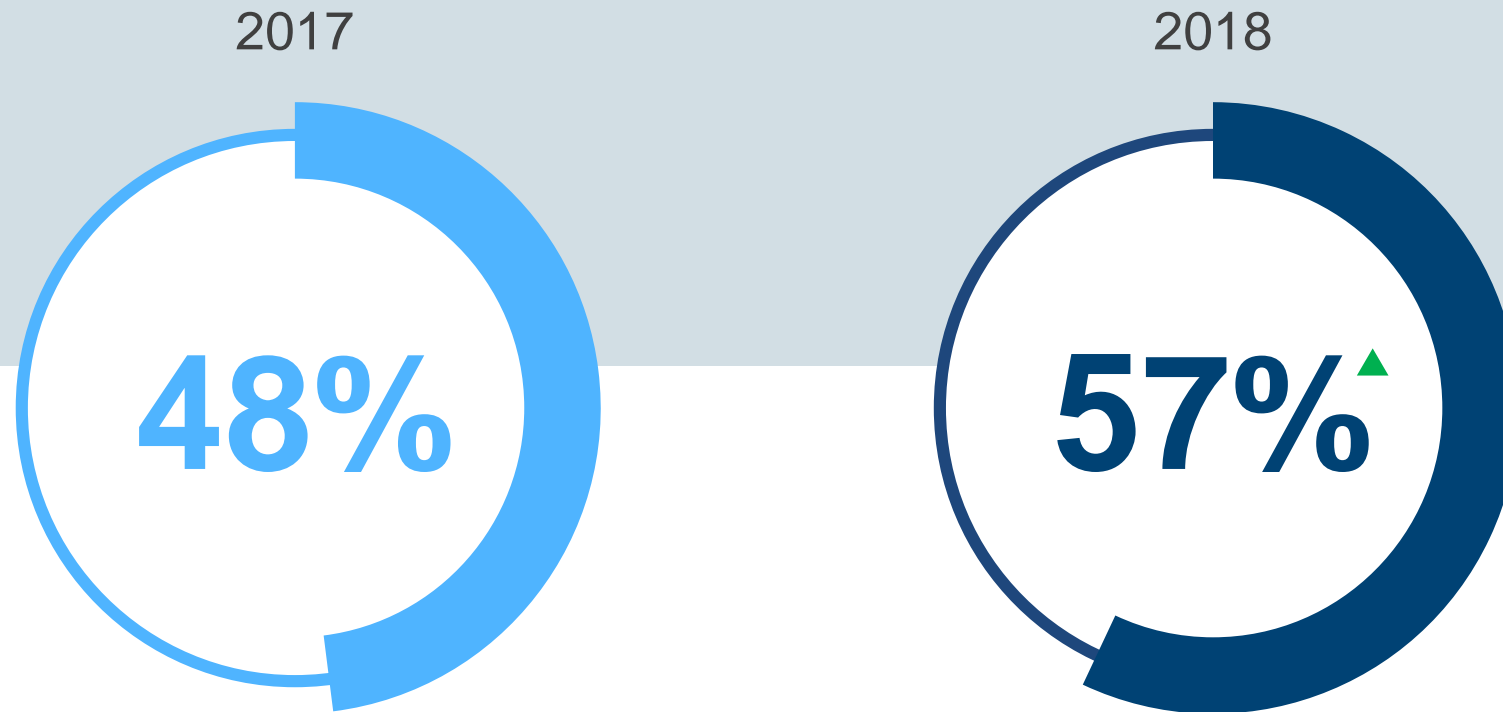
Before the test took place, seven in ten New Zealanders who have access to a mobile phone were aware of the EMA system...



...WERE AWARE OF THE EMERGENCY MOBILE ALERT SYSTEM

▲▼ Significantly higher/lower than last year

...and 57% were aware that the test was going to take place before it happened.



...WERE AWARE THE NATIONWIDE TEST WAS GOING TO TAKE PLACE ON SUNDAY 25 NOVEMBER 2018

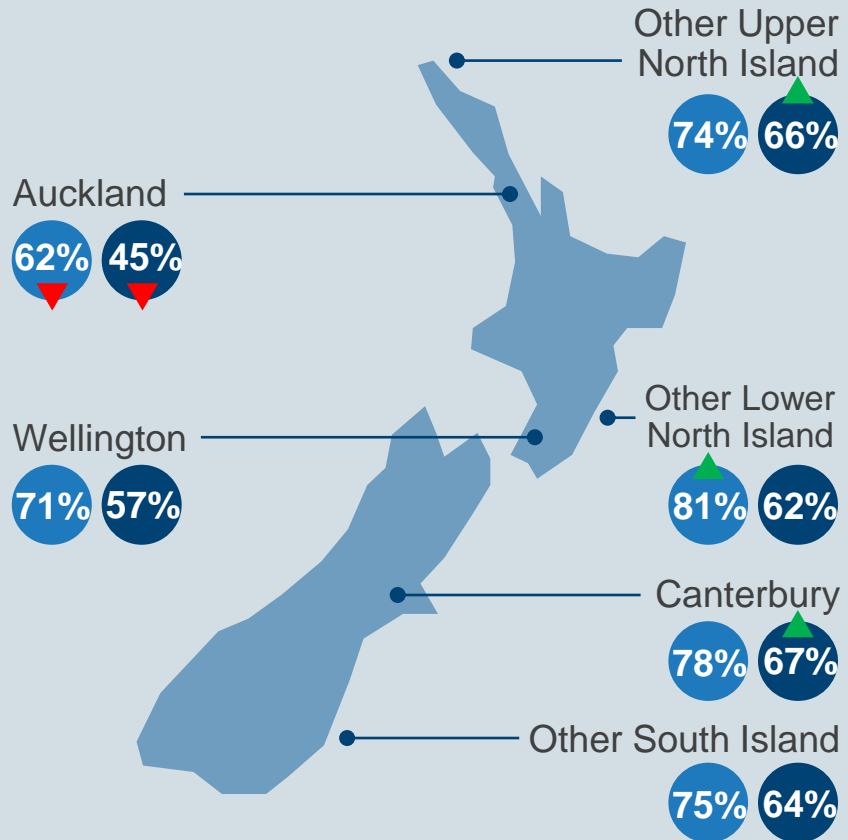
▲▼ Significantly higher/lower than last year

Outlined below are the differences in awareness by region, area type, age, h/h income, h/h size, 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 with a higher household income, and those who identify as New Zealand European.

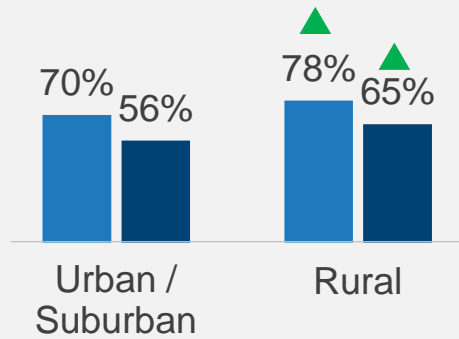


■ Aware of EMA system (71% national average)    ■ Aware test was taking place (57% national average)

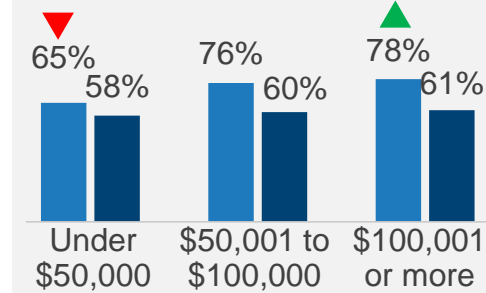
### REGION



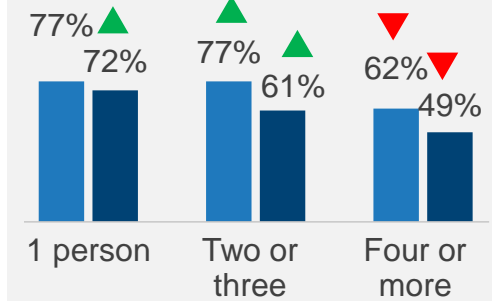
### AREA TYPE



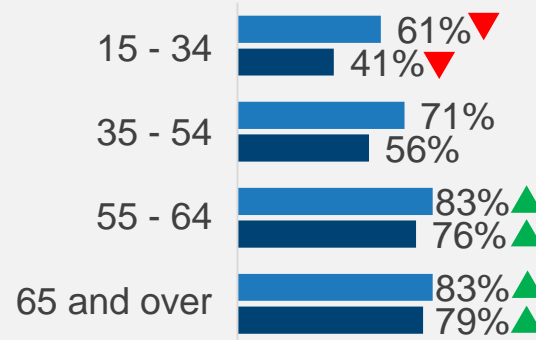
### HOUSEHOLD INCOME



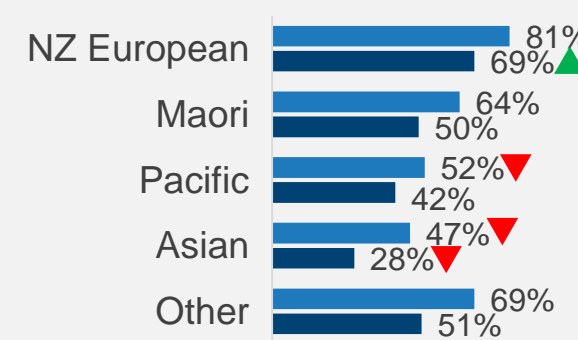
### HOUSEHOLD SIZE



### AGE

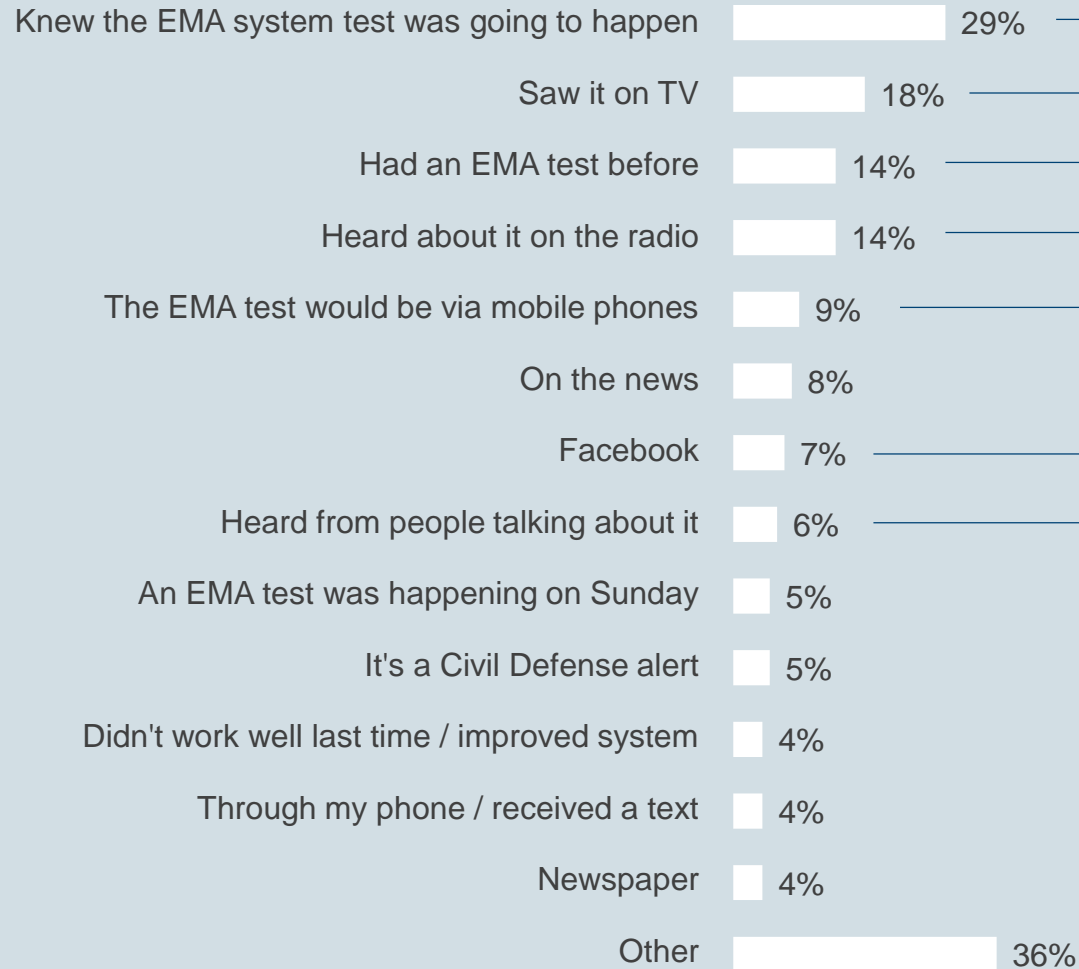


### ETHNICITY





# Those who knew about the EMA system before the test took place are most likely to know a test was about to happen, knew about it from TV or radio, or had received the test last year.



“

*That there was going to be a practice run on Stuff and on the news, on the TV. My children talked about it. Think I got a text message alerting me on my phone that there would be a practice.*

*Just the ad on TV that it was going to happen, I don't actually remember the day, when it was going to happen. When it happened, I knew it wasn't for real, it was a test.*

*That it was going to happen, received the last one. Remember hearing it was going to happen.*

*I had heard that it was advertised on the radio that it was going to go off.*

*That it was available through your cellphone and that there was going to be a test.*

*I just saw a post on Facebook that there was going to be an alert on that day.*

*Information at work and on the internet, like a small advert saying that its coming up. And just hearing people talking at work.*

# 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

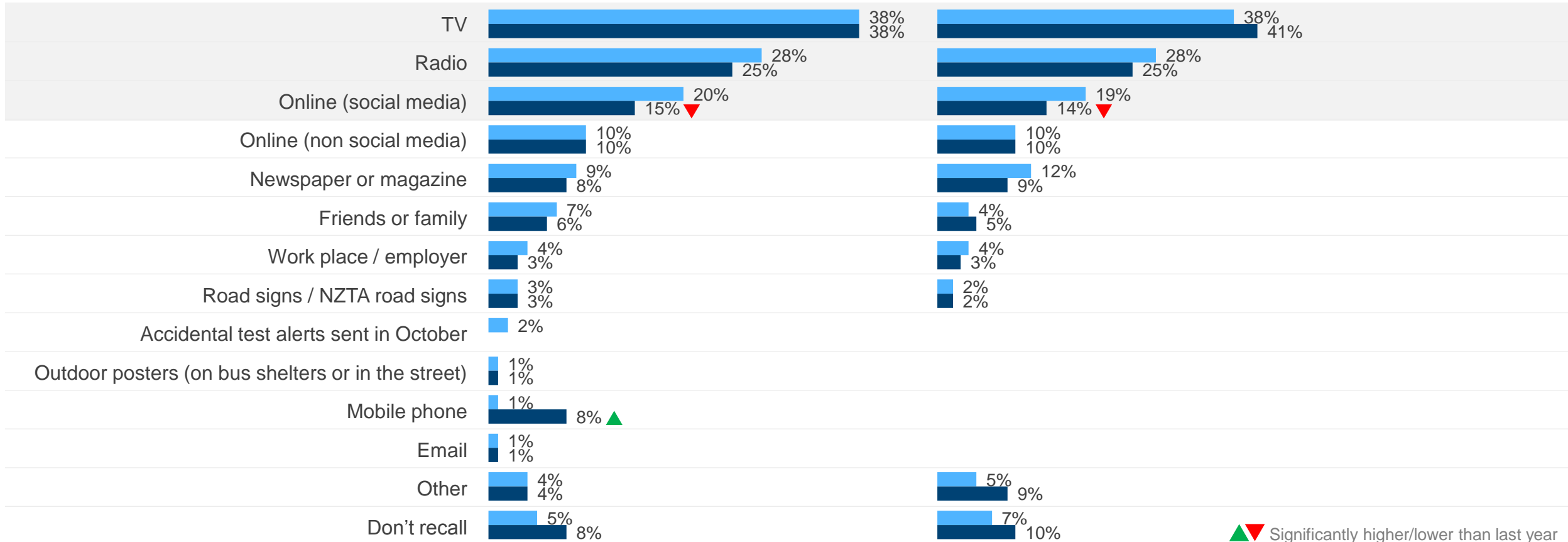
2017 2018



### Emergency Mobile Alert system



### Nationwide test



▲ ▼ Significantly higher/lower than last 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, 24% heard about the EMA system on TV - this is significantly lower than the average among all mobile users (38%).



## 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+	NZ European	Maori	Pacific	Asian
TV	38%	36%	39%	21%	41%	43%	48%	46%	38%	30%	37%	42%	24%	34%	49%	56%	40%	35%	50%	24%
Radio	25%	21%	30%	24%	26%	29%	23%	19%	28%	32%	25%	29%	16%	29%	30%	31%	29%	23%	19%	9%
Online (social media)	15%	14%	13%	17%	19%	16%	14%	14%	13%	19%	16%	13%	25%	17%	8%	2%	15%	18%	13%	13%
Online (non social media)	10%	9%	13%	9%	9%	3%	14%	6%	11%	12%	9%	10%	12%	12%	7%	5%	10%	8%	6%	9%
Newspaper or magazine	8%	8%	7%	13%	3%	8%	9%	11%	7%	8%	8%	8%	5%	5%	6%	21%	9%	8%	6%	3%
Cellphone	8%	13%	4%	7%	7%	6%	5%	6%	8%	8%	8%	8%	11%	8%	5%	6%	5%	14%	13%	22%



## 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+	NZ European	Maori	Pacific	Asian
TV	41%	41%	38%	24%	52%	45%	45%	46%	38%	33%	40%	43%	26%	41%	46%	53%	41%	46%	46%	30%
Radio	25%	21%	27%	22%	31%	30%	20%	18%	26%	32%	24%	29%	20%	28%	30%	21%	27%	26%	15%	13%
Online (social media)	14%	14%	14%	15%	13%	11%	14%	10%	13%	19%	15%	10%	28%	14%	8%	2%	13%	13%	15%	15%
Online (non social media)	10%	10%	12%	4%	8%	7%	17%	7%	10%	13%	11%	9%	16%	10%	8%	6%	11%	7%	8%	13%
Newspaper or magazine	9%	9%	11%	15%	4%	7%	7%	12%	8%	9%	9%	10%	5%	6%	8%	22%	10%	9%	15%	5%

Txt / Ttxt Significantly higher/lower than average



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



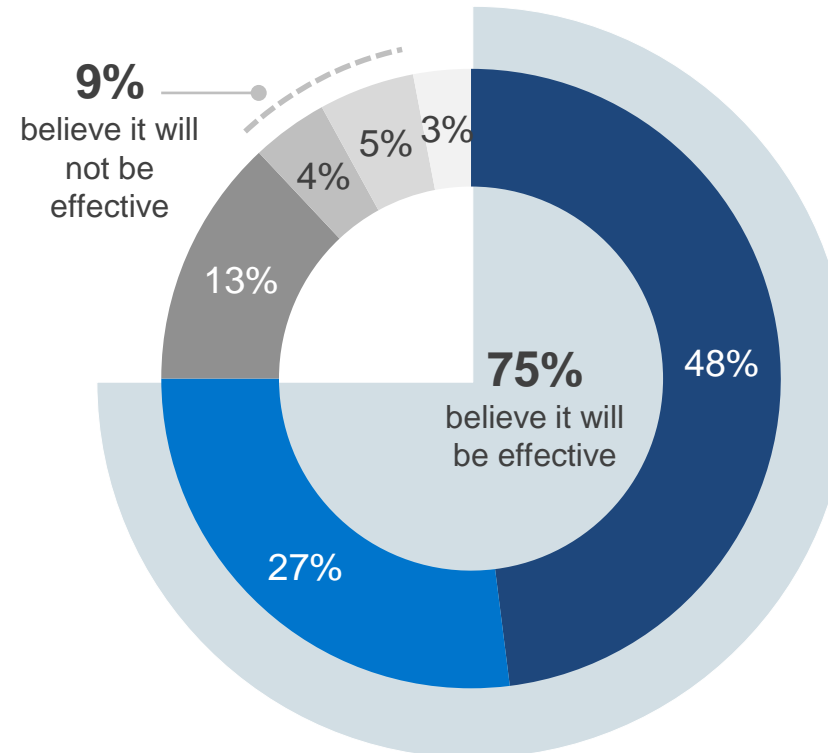
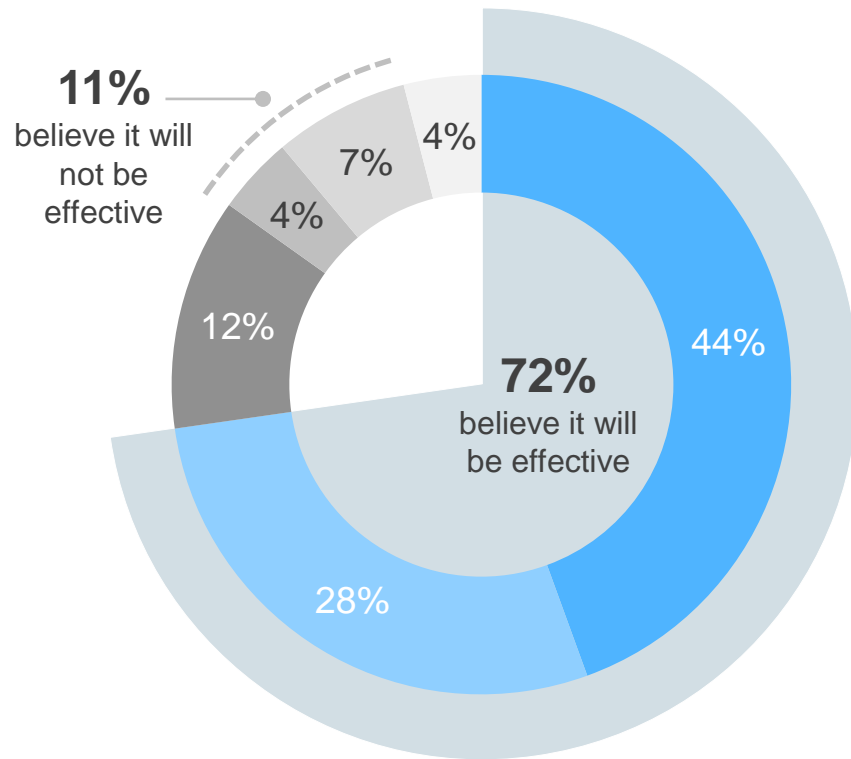
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# Similar to last year, around three quarters of mobile users believe the EMA system will be an effective way of alerting New Zealanders in an emergency.



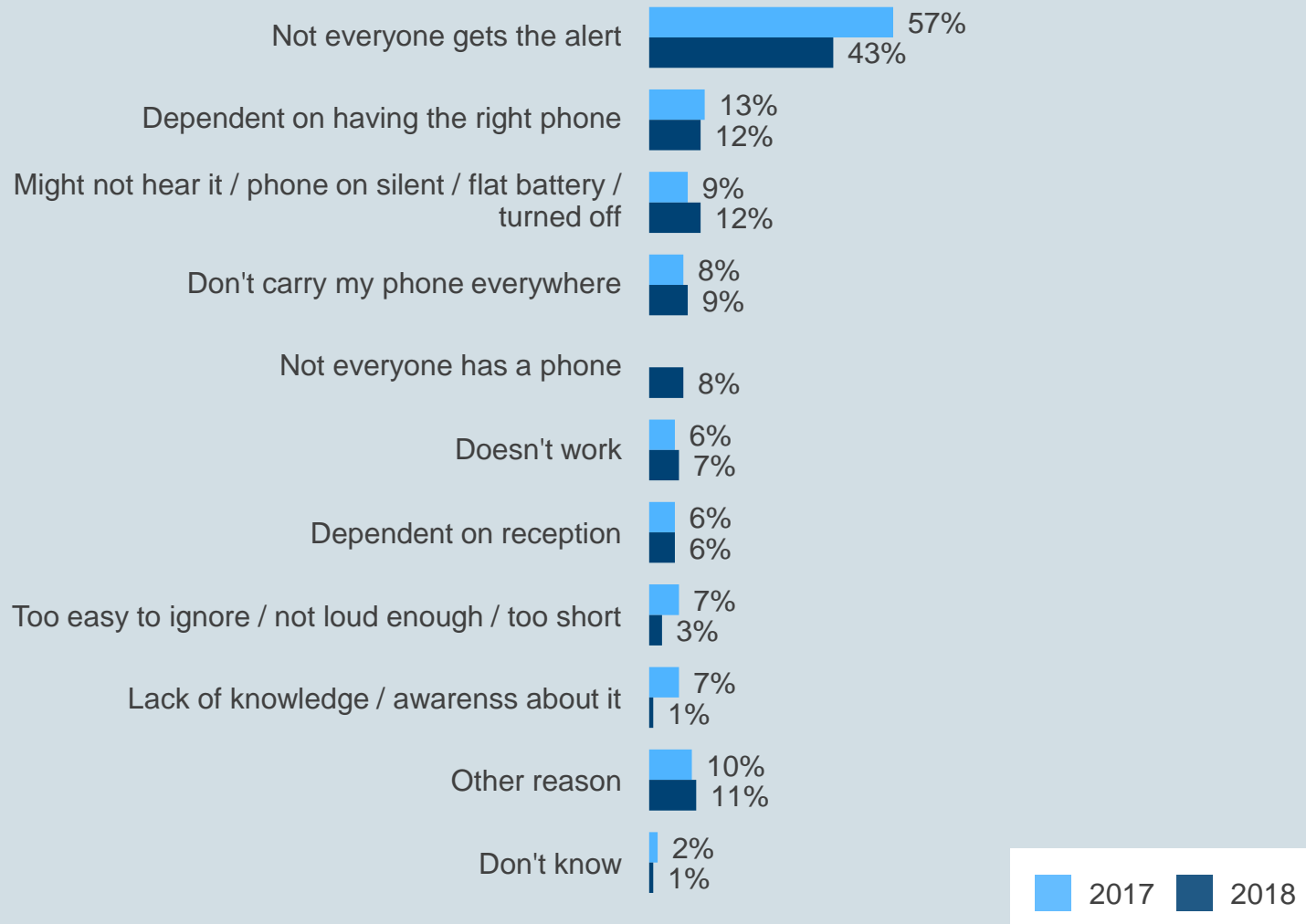
2017

2018



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

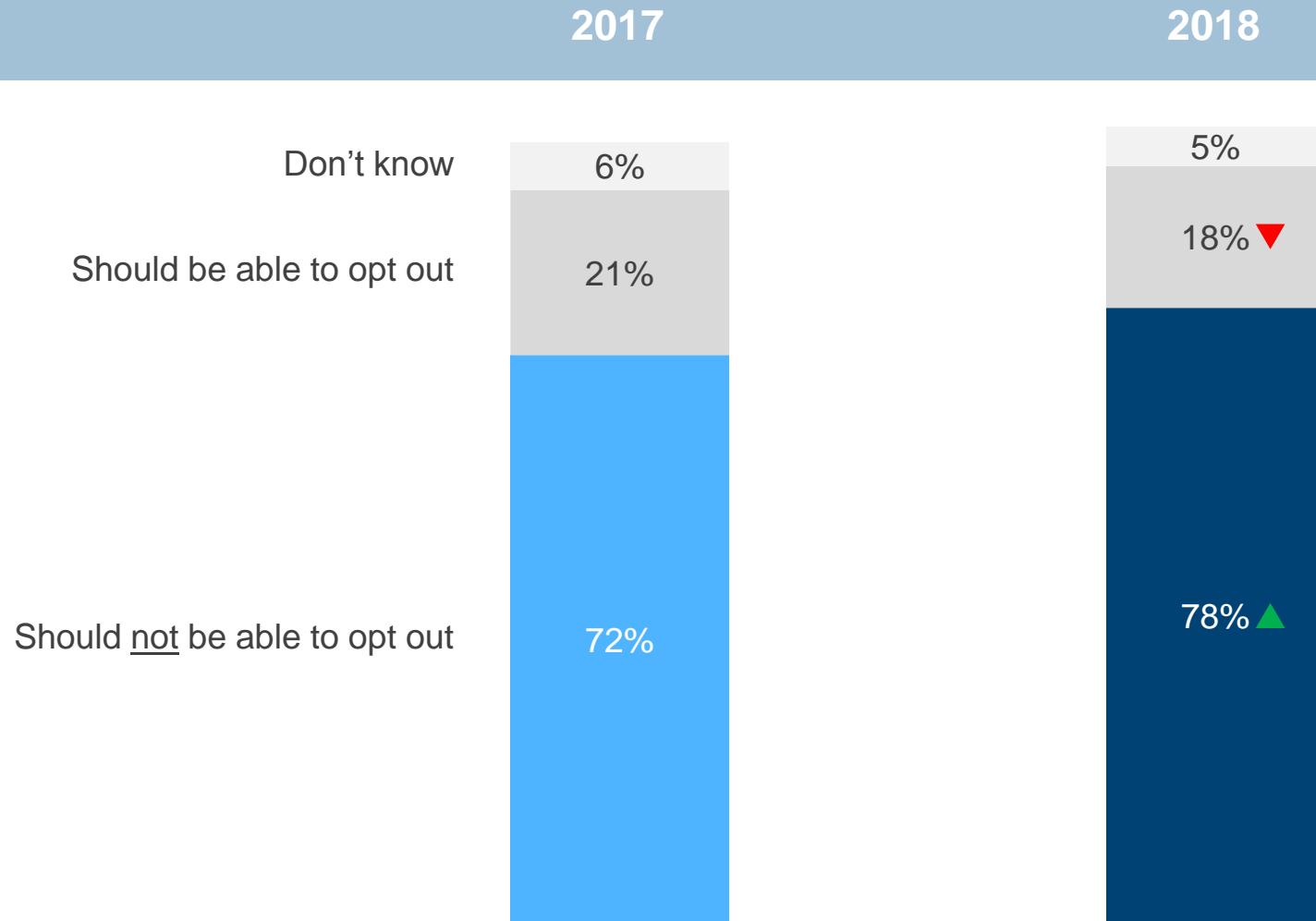
# Those who don't think the EMA system will be effective are most likely to say it's because not everyone will get the alert.



“

*I think it's a good idea but it's a worry that if you don't have a newer phone, you're not going to receive the alert. The last time they tested the alert, I had an older version of the phone I currently have, and I didn't receive the alert. The other point, that I was also thinking about, was, that if you turn your cellphone off at night and there is an event, are you just out of luck, sorry there is a tsunami and you didn't get the alert, so now you are dead? I am just kind of into natural hazards, so I think about this quite a bit, so I wonder if there'll be a development in the app for when people turn their phones off at night, as a lot of people do. Another point I had is that when you get an alert, when there is an actual event, is it going to tell you what happened or what to do, or just that there is an emergency?*

# Nearly eight out of ten mobile users in New Zealand believe people should not be able to opt out of receiving EMA alerts.



▲ ▼ Significantly higher/lower than last year

# Those who think people shouldn't be able to opt-out of receiving EMA alerts are most likely to say it's because of everyone's safety and people should know what's going on.



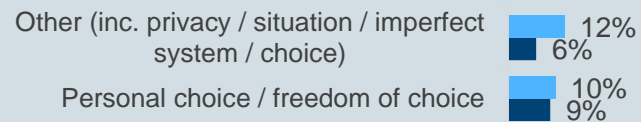
## SHOULD NOT BE ABLE TO OPT-OUT

2017: **72%**    2018: **78%**



## SHOULD BE ABLE TO OPT-OUT

2017: **21%**    2018: **18%**



2017    2018

“

*Because I think that it is important to receive notification, potential civil defence emergencies. Whether somebody decides to act upon the advice given is then at their discretion.*

*I think there is no damage by getting it. You wanna ignore it, ignore it.*



**For further information,  
please contact:**

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- b. Publish the appropriate details of the project
- c. Correct any misleading aspects of the published presentation of the findings

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