



Survey Results

Canada's Alert Ready Test

November 28, 2018



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1. Background

On November 28 2018, provincial emergency officials across Canada conducted tests of the National Public Alert System (NPAS) known publicly as Alert Ready. These public test alerts were sent via radio, television, compatible wireless devices, and other emergency alert distribution channels, like Alertable.

This was the second time that Alert Ready public tests incorporated wireless devices, after the first test of the wireless public alerting system in May 2018. All provinces and territories issued their alerts at 1:55 PM, local time, except for Quebec who issued at 2:55 PM.

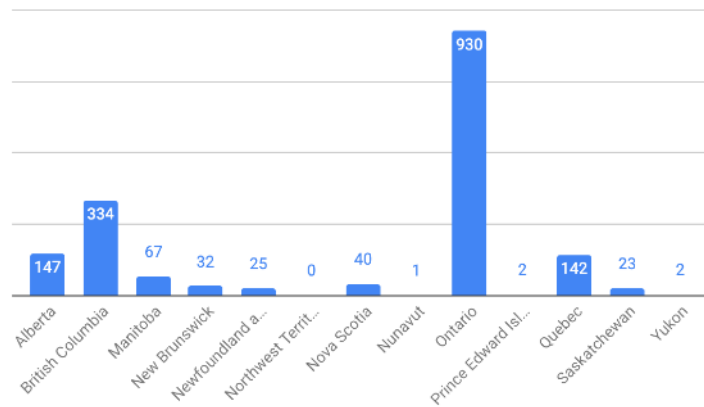
The one-way broadcast nature of most Alert Ready distribution channels such as radio, television, and wireless does not provide a direct way for the public to provide feedback on alerts received, including test alerts. Therefore, Public Emergency Alerting Services Inc (PEASI) took the initiative to solicit feedback for November 28, 2018 test, with a specific interest on the effectiveness of the wireless alerting channel.

PEASI created an online survey and asked all users of its Alertable app that they complete it. In addition, the survey was widely shared via social media and news organizations. The online survey is provided in the appendix.

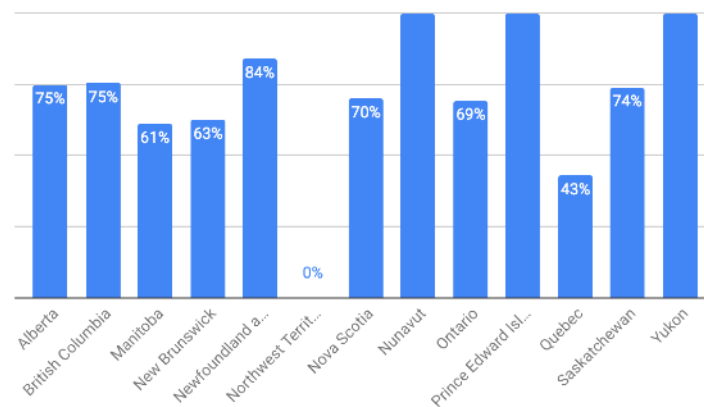
2. Survey Results

The public in all provinces and territories with the exception of the Northwest Territories completed the online survey. In some cases, only a handful of survey responses were received from the province or territory and in other cases, much more.

Total Survey Responses



Wireless Alert Success Rate



- 1,780 survey responses were received in total.
- 53.8% of the survey responses came from Ontario, 19.3% from BC, 8.5% from Alberta, and the remainder from the other provinces and territories.
- 70.3% of respondents reported receiving the wireless test message, 29.7% reported they did not.
- Newfoundland and Labrador had the highest wireless success rate reported with 84% receiving the wireless alert followed by Alberta with 75%, BC with 75%, and Saskatchewan with 73%. Manitoba had the lowest wireless success rate reported with 61% received.
- The next most popular alert distribution channel was Television. 14% of respondents reported receiving the alert through television as well as their mobile device. This was followed by Radio at 10%, and Social Media at 5%.
- For those who did receive the alert on their mobile device, 13% reported that there was a problem with the alert message itself, with the 57% saying the Canadian Alerting Attention Signal was not heard prior to the receipt of the message. The test alert message sent for each province is available in the appendix
- Android mobile devices were the most commonly reported device which had difficulty receiving the wireless alert, with 57% reporting they did not, following by iPhone with 35%. However in Quebec, this finding was reversed with 53% of wireless problem reports coming from iPhone.
- The majority of users, 68%, reported that they were running the latest software version on their mobile device and 52% reported that they were using an LTE network connection, yet still had trouble receiving the test.
- Reports of wireless alert problems from customers of the various providers were evenly split between Rogers with 21%, Bell with 18%, Telus with 16%, and the remainder amongst the other providers.

3. Other

- Numerous reports of duplicate wireless alerts were received. Respondents noted that their phones repeated the same message several times.
- Respondents reported that several of the wireless alert messages had URL links that did not work. There were also reports that the websites seemed to be down or overwhelmed.
- Reports were received about wireless alerts from one province appearing in another. ie. Yukon alert received in BC and the Nunavut alert in Manitoba.
- Numerous reports were received that the Text-to-Speech audio broadcast in Quebec was incomprehensible.
- It was reported that the audio in the Yukon was poor and didn't sound like the other provinces.
- Reports were received about the audio being cut-off midway on radio and television.
- Respondents reported that several cable distributors did not broadcast the alert, despite the respondents watching to see the alert appear.

4. More Information

If you would like more information regarding the November 28, 2018 Alert Ready test, please submit your inquiry here: <https://www.alertready.ca/#contact>. If you would like more information on the public emergency alerting platform, Alertable, that is connected to Alert Ready and used by many Canadian emergency management agencies and departments already, please see here: <https://peasi.com/>.



Appendix



Online Survey: November 28, 2018 Alert Ready Test

1. **Did you receive the emergency alert test message on your wireless mobile device?**

(Options: Yes, No)

If No:

1. **What type of mobile device do you have?**

(Options: iPhone, Android, Other)

2. **Have you recently updated your device to the latest software version?**

(Options: Yes, No, Don't Know)

3. **Who is your wireless provider?**

(Options: Rogers, Bell, Telus, Shaw, Videotron, Sasktel, Eastlink, Other)

4. **Were you using an LTE network connection at the time of the test?**

(Options: Yes, No, Don't Know)

2. **Did you receive the emergency alert test message via any of these other sources as well?**

(Options: Radio, Television, Social Media, the Alertable mobile app, Other)

3. **The Alerting Attention Tone should have sounded and instructions that this was a test message should have appeared. Did you have any problems understanding the message?**


(Options: No, Other)

4. **What Province/Territory were you in when the test message was sent?**

Alert Messages: November 28, 2018 Alert Ready Test

Alberta


<https://alertable.ca/#/details/2018/57374>

 EMERGENCY ALERTS now

EMERGENCY ALERT / ALERTE D'URGENCE
 Alberta Emergency Alert – Test Alert - The Alberta Emergency Management Agency has issued a Province Wide Test Alert. This is only a TEST. If this had been an actual emergency or threat, you would receive instructions that would assist you to protect you and your family. If you received this message, visit www.albertaemergencyalert.ca/mobile for more information.

New Brunswick


<https://alertable.ca/#/details/2018/57301>

 EMERGENCY ALERTS

EMERGENCY ALERT / ALERTE D'URGENCE...
 This is a test of the National Public Alerting System issued by the New Brunswick Emergency Measures Organization. This is only a test. /// Ceci est un essai du système d'alerte nationale émis par l'organisation des mesures d'urgence du Nouveau-Brunswick. C'est un essai seulement

British Columbia


<https://alertable.ca/#/details/2018/57376>

 EMERGENCY ALERTS

EMERGENCY ALERT / ALERTE...
 This is a TEST of the British Columbia Emergency Alerting System, issued by Emergency Management British Columbia. This is ONLY a TEST. If this had been an actual emergency or threat, you would now hear instructions that would assist you to protect you and your family. For further information go to www.emergencyinfbc.gov.bc.ca. This is ONLY a TEST, no action is required.

Northwest Territories


<https://alertable.ca/#/details/2018/57373>

 EMERGENCY ALERTS

EMERGENCY ALERT / ALERTE D'...
 This is a test of NWT Alert Ready, the Northwest Territories public alerting system issued by the Government of the NWT. This is only a test. If this had been an actual emergency or threat, you would now hear instructions that would assist you to protect you and your family. /// Il s'agit d'un essai de TNO En alerte, le système d'alerte au public des Territoires du Nord-Ouest géré par le gouvernement des TNO. Ceci est un essai. En cas d'urgence ou de menace réelle, vous entendriez maintenant des instructions pour assurer votre protection et celle de votre famille. Il ne s'agit que d'un essai.

Manitoba


<https://alertable.ca/#/details/2018/57338>

 EMERGENCY ALERTS X

EMERGENCY ALERT / ALERTE D'URGENCE...
 This is a test of the Alert Ready national public alerting system issued by the Manitoba Emergency Measures Organization. This is only a test, no action is required. For more information about emergency alerts, please visit www.gov.mb.ca/emo. /// Ceci est un message d'essai du Système national d'alerte d'urgence En Alerte, diffusé par l'Organisation des mesures d'urgence du Manitoba. Comme ce n'est qu'un essai, aucune mesure n'est nécessaire. Pour en savoir plus sur les messages d'alerte, veuillez consulter www.gov.mb.ca/emo.

Nova Scotia

<https://alertable.ca/#/details/2018/57302>


 EMERGENCY ALERTS now

EMERGENCY ALERT / ALERTE D'URGENCE

This is a test of the National Public Alerting System issued by the Nova Scotia Emergency Management Office. This is only a test. If this had been an actual emergency, you would now hear instructions that would assist you to protect you and your family. No action is required. /// Ceci est un essai du Système national d'alertes au public par le Bureau de gestion des urgences de la Nouvelle-Écosse. Il s'agit d'un essai seulement. S'il existait une situation d'urgence, vous entendriez maintenant des directives sur la façon de vous protéger et de protéger votre famille. Aucune action n'est requise

Prince Edward Island

<https://alertable.ca/#/details/2018/57303>

 EMERGENCY ALERTS


EMERGENCY ALERT / ALERTE D'URGE...

This is a Test. This is a test of the Public Alerting System from PEI EMO. If this had been an actual emergency or threat, you would now receive instructions that would assist you to protect you and your family. This is a test. /// Ceci est un test. Ceci est un essai du système d'alertes au public de l'OMU de l'Î.-P.-É. Si une véritable urgence ou menace était survenue, vous recevriez maintenant des directives qui vous aideraient à vous protéger et à protéger votre famille. Ceci est un test.

Nunavut

<https://alertable.ca/#/details/2018/57308>

EMERGENCY ALERT/ALERTE D'URGENCE

 This is a test. No action required. For more information: <http://www.cgs.gov.nu.ca/npas> /// Ceci est un test. Aucune action nest requise. Pour information : <http://www.cgs.gov.nu.ca/npas> 12:56 PM

Quebec

<https://alertable.ca/#/details/2018/57339>

EMERGENCY ALERT / ALERTE D'URGENCE

Ceci est un test de Québec En Alerte. Il n'y a pas de danger pour votre santé ou votre sécurité. S'il s'agissait réellement d'une urgence, vous recevriez maintenant des instructions pour vous protéger. Pour en savoir plus sur les messages d'alerte, veuillez consulter alerte.gouv.qc.ca. /// This is a test of Québec Alert Ready. There is no danger to your health or safety. If this had been an actual emergency, you would now hear instructions for protecting yourself. For more information about emergency alerts, please visit alert.gouv.qc.ca.

OK

Ontario

<https://alertable.ca/#/details/2018/57307>

 EMERGENCY ALERTS

EMERGENCY ALERT / ALERTE D'URGE...

This is a test of the Ontario Alert Ready System. There is no danger to your health or safety. If this was an actual emergency, you would now hear instructions for protecting yourself. For more information about emergency alerts, please visit www.ontario.ca/alertready. /// Ceci est un test du système Alert Ready de l'Ontario. Il n'y a pas de danger pour votre santé ou votre sécurité. Si c'était une urgence réelle, vous entendriez maintenant des instructions pour vous protéger. Pour en savoir plus sur les messages d'alerte, veuillez consulter www.ontario.ca/enalerte.

Saskatchewan

<https://alertable.ca/#/details/2018/57340>

 **EMERGENCY ALERT /
ALERTE D'URGENCE**

This is a TEST of Saskalert, the Provincial public alerting program, issued by the Government of Saskatchewan. If this had been an actual alert of a threat or an emergency situation, you would have received instructions to assist you in protecting yourself and your family. This is only a test of the Saskatchewan public alerting program, Saskalert. If you received this message, visit www.saskalert.ca for more information.

OK

Yukon

<https://alertable.ca/#/details/2018/57377>

**EMERGENCY ALERT/ALERTE
D'URGENCE**

This is a TEST of the Yukon Emergency Alerting System, issued by Yukon EMO. If this had been an actual emergency, you would hear instructions that would assist you to protect you and your family. Visit www.yukon.ca and stay tuned to local media. This is ONLY a TEST. /// : Ceci n'est qu'un essai. Nous testons présentement le système d'alertes de Yukon EMO. S'il s'agissait d'une véritable urgence, des consignes de sécurité vous seraient communiquées afin de vous aider à vous protéger, vous et votre famille. Détails à Yukon.ca. Il n'y a aucune mesure à prendre. Il s'agit seulement d'un essai.

OK