



# Survey Results

## Canada's Alert Ready Test

May 8, 2019



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# 1. Background

On May 8, 2019, provincial emergency officials across Canada, with the exception of Ontario and Quebec, 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 such as social media and mobile apps.

This was the third time that Alert Ready public tests incorporated wireless devices, after the first two tests in May and November, 2018. The majority of provinces and territories issued their alerts at 1:55 PM, local time, with Ontario and Quebec forgoing participating in the tests due to active flood emergencies.

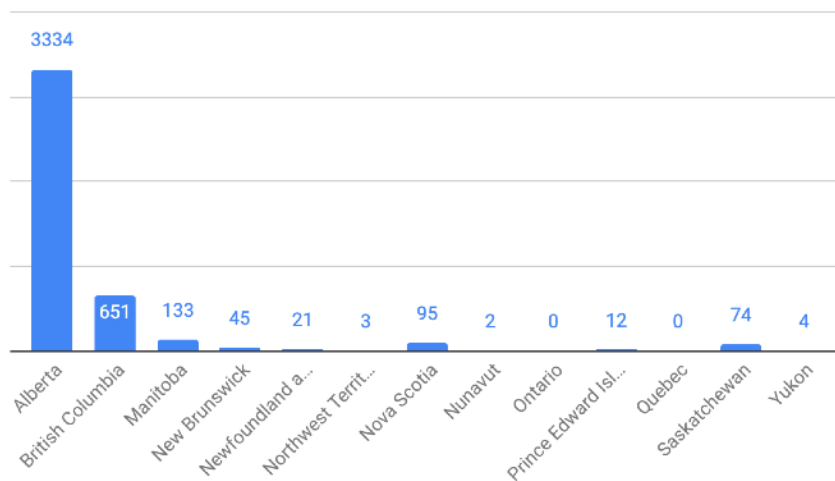
The one-way broadcast nature of most Alert Ready distribution channels such as radio, television, and wireless does not provide a direct way for the public to provide feedback on alerts received, including test alerts. Therefore, Public Emergency Alerting Services Inc (PEASI) took the initiative to solicit feedback for the May 8, 2019 test, with a specific interest in the effectiveness of the wireless alerting channel.

PEASI created an online survey and asked all users of its Alertable app to complete it. In addition, the survey was widely shared via social media, news organizations, and on the Alert Ready website at the conclusion of the tests. The online survey is provided in the appendix.

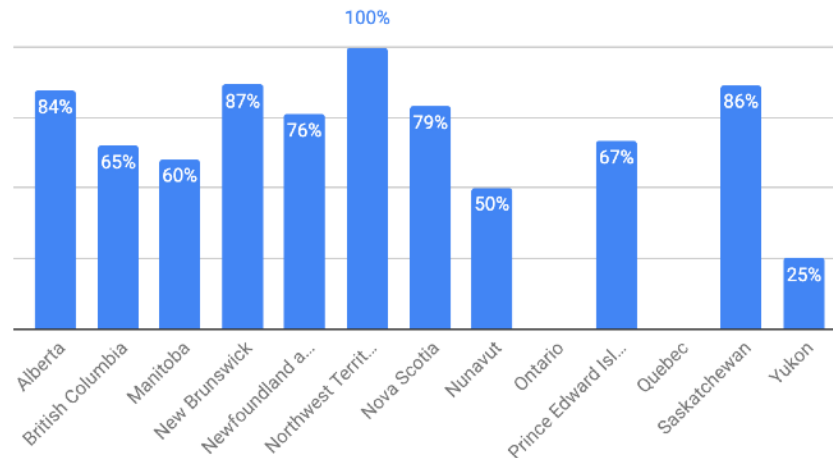
# 2. Survey Results

The public in all provinces and territories with the exception of Ontario and Quebec 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, particularly in Alberta.

Total Survey Responses



## Wireless Alert Success Rate



- 4,465 survey responses were received in total, an increase of 250% from the last survey.
- 75% of the survey responses came from Alberta, 14.6% from BC, and the remainder from the other provinces and territories. With Ontario and Quebec opting out of the tests, this is a significant change compared to the last test when 53.8% were from Ontario.
- 80.1% of respondents reported receiving the wireless test message, 19.9% reported they did not. The previous test reported a 70% success rate, a marked improvement.
- New Brunswick had the highest wireless success rate with 87%, followed closely by Saskatchewan with 86% and Alberta with 84%. Manitoba again had the lowest wireless success rate reported with 60% received and BC had 65%.
- Next to wireless, the most popular alert distribution channel was mobile apps, with a significant increase from the last test. 36.8% of respondents reported receiving the alert through a mobile app and Television followed with 12.7%, Radio with 10.3%, and Social Media at 7%.
- 84% of respondents reported that the test message was clear and understandable. The test alert message sent by each province is available in the appendix.
- There was a fairly even split amongst the types of mobile devices that reported problems with 48% of problems reported using an iPhone and 45% using an Android device.
- For devices that successfully received the wireless alert, 59.4% reported using an iPhone while 39.2% reported using an Android device.
- The majority of users, 61.5%, reported that they were running the latest software version on their mobile device but only 40% reported knowing that they were using an LTE network connection, yet still had trouble receiving the test.
- Due to the majority of survey responses coming from Alberta, 38% of respondents reported using Telus as their service provider with other wireless service providers being fairly evenly represented with 17% each for Bell and Rogers and the remainder from other providers.
- Of the respondents who reported problems receiving the test, 37.5% reported that they had successfully received a previous test, indicating that something prevented them from receiving the test this time.
- 32.9% of the respondents reported having received a real alert for a past emergency in addition to receiving this test.

- For respondents who successfully received the test, 12.9% reported that this was their first time receiving a test.

### 3. Other

- Numerous reports of duplicate wireless alerts were again received for this test. Respondents noted that their phones repeated the same message several times.
- There were no reports received this time about wireless alerts from one province appearing in another. This is a noted improvement from the last test.
- It was again reported that the recorded audio message in the Yukon was poor and didn't sound like the other provinces. Similar reports about audio message problems were received from New Brunswick.
- Respondents again 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 May 8, 2019 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 installed for use by emergency management officials in over 1,000 Canadian municipalities, please see here: <https://peasi.com/>.



# Appendix



# Online Survey

## Part I: May 8, 2019 Test Alert Survey

On May 8, 2019, a test of the emergency alert system took place on wireless devices, radio, television, and public alert mobile apps across Canada. To help improve the overall emergency alert system, Public Emergency Alerting Services Inc (PEASI) is conducting this short survey. The information will be shared publicly with all interested parties. We thank you in advance for your participation.

- 1. Did you receive the emergency alert test message on your wireless mobile device?**  
(Options: Yes, No)
- 2. Did you receive the emergency alert test message via any of these other sources as well? Check all that apply.**  
(Options: Radio, Television, Social Media, Public alert mobile app (ie. Alertable, The Weather Network, Alberta Emergency Alert, SaskAlert, etc.), Other)
- 3. Were the test message's instructions understandable to you?**  
(Options: Yes, Other)
- 4. What Province/Territory were you in when the test message was sent?**  
(Options: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Nunavut, Ontario, Prince Edward Island, Quebec, Saskatchewan, Yukon, United States, Other)

### If answered "No" to Survey Question #1 in Part I:

In order to help determine why you may not have received the wireless emergency alert test message, please answer the following questions. More information on device compatibility with the wireless alert system is available from Alert Ready <https://alertready.ca>.

- 1. What type of mobile device do you have?**  
(Options: iPhone (Apple), Android (includes Samsung, Motorola, LG, and other phone brands), 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)
- 5. Have you received a previous wireless emergency alert before, either from a past test (in November or May in 2018) or from a real emergency?**  
(Options: Yes, No, Other)

**If answered “Yes” to Survey Question #1 in Part I:**

In order to better understand how the wireless alert was received by the public, please answer the following questions. More information on the wireless alert system is available from Alert Ready <https://alertready.ca>.

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

(Options: iPhone (Apple), Android (includes Samsung, Motorola, LG, and other phone brands), Other)

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

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

**3. Did you click on the website link in the wireless alert message for more details?**

(Options: Yes, there was a link and I clicked it, No, there was a link but I did not click it, No link was available, Other)

**4. Have you received a previous wireless emergency alert before, either from a past test (in November or May in 2018) or from a real emergency?**

(Options: Yes, from a past test in November or May 2018, Yes, from a real emergency, No, Other)

# Wireless Alert Messages: May 8, 2019 Alert Ready Test

## Alberta

This is an Alberta Emergency Alert. Alberta Emergency Management Agency has issued a Province Wide Test Alert. This alert is in effect for: Alberta. 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 details visit [www.emergencyalert.alberta.ca](http://www.emergencyalert.alberta.ca) or stay tuned to local media.

More: <https://alertable.ca/#/details/2019/84450>

## British Columbia

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](http://www.emergencyinfbc.gov.bc.ca) This is ONLY a TEST, no action is required.

More: <https://alertable.ca/#/details/2019/84459>

## Manitoba

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](http://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](http://www.gov.mb.ca/emo).

More: <https://alertable.ca/#/details/2019/84437>

## New Brunswick

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

More: <https://alertable.ca/#/details/2019/84416>

## Newfoundland and Labrador

This is a test of the National Public Alerting System issued by the Department of Municipal Affairs and Environment. 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. This is only a test, no action is required.

More: <https://alertable.ca/#/details/2019/84415>



## **Northwest Territories**

This is a test of NWT Alert Ready, the Northwest Territories public alerting system issued by the Government of the NWT. 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. 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.

More: <https://alertable.ca/#/details/2019/84451>

## **Nova Scotia**

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

More: <https://alertable.ca/#/details/2019/84433>

## **Nunavut**

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>

More: <https://alertable.ca/#/details/2019/84435>

## **Prince Edward Island**

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.

More: <https://alertable.ca/#/details/2019/84427>

## **Saskatchewan**

This is a test of the national emergency alerting system. This test is issued by Sask Alert. 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 one of two annual tests, agreed to by provinces, territories and the Canadian Radio-television and Telecommunications Commission (CRTC). For more information, please visit [alertready.ca](http://alertready.ca) or contact your telecommunication provider.

More: <https://alertable.ca/#/details/2019/84449>

## Yukon

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](http://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.

More: <https://alertable.ca/#/details/2019/84460>