



# Survey Results

## Canada's Alert Ready Test

November 27, 2019

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## Summary

On November 27, 2019, provincial and territorial emergency officials across Canada, with the exception of Nunavut, 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.

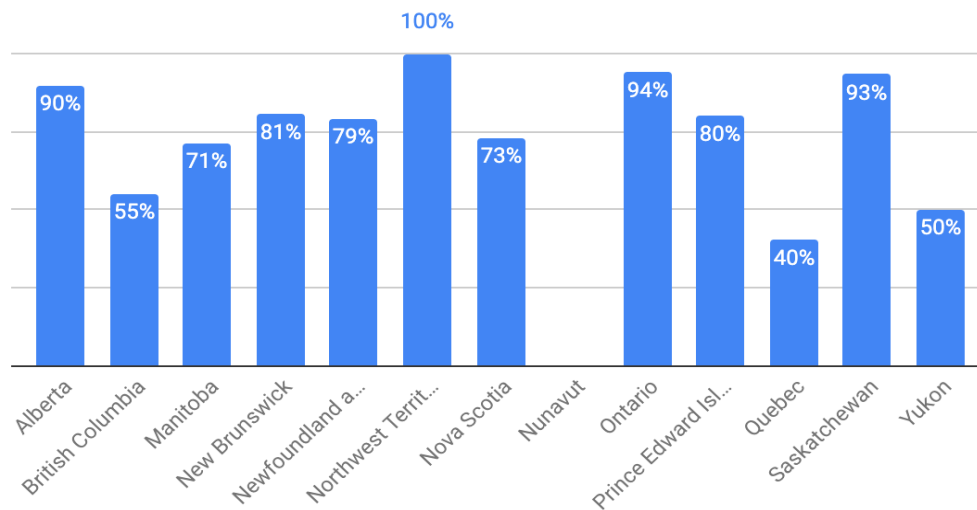
This was the fourth time that Alert Ready public tests incorporated wireless devices, after two tests in 2018, and one in May 2019. The majority of provinces and territories issued their alerts at 1:55 PM local time, with Nunavut forgoing participating in the tests.

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 November 27, 2019 test, with a specific interest in the effectiveness of the wireless alerting channel.

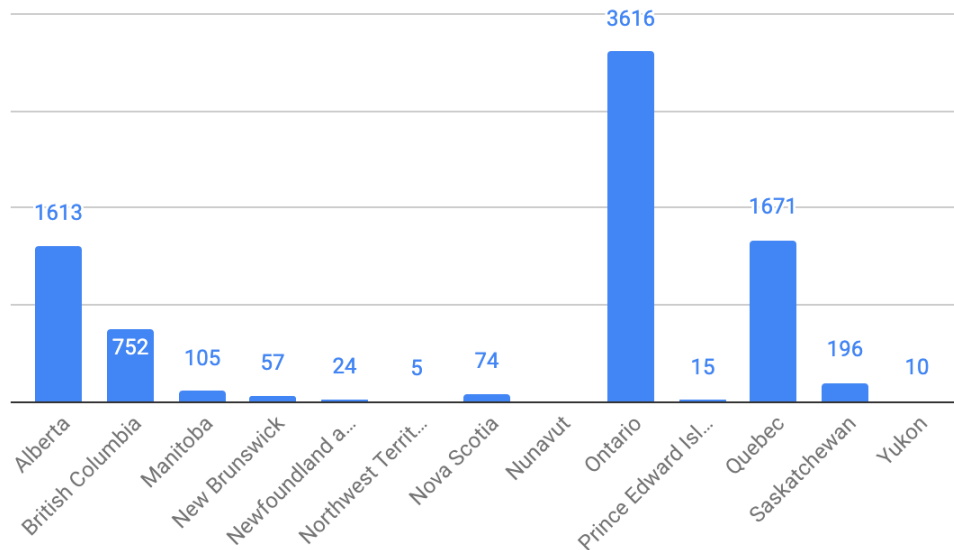
PEASI created an online survey and asked all users of its Alertable app to complete it. In addition, the survey was widely shared via social media, emergency management websites, news organizations, and on the Alert Ready website during the tests. The online survey is provided in the appendix.

## Results

Wireless Alert Success Rate



## Total Survey Responses



- **A total of 8203 survey responses were received**, an increase of 183% from the last survey
- 44% of the survey responses came from Ontario, following with 20% from Quebec and 20% from Alberta, and the remainder from the other provinces and territories. Nunavut opted out of the test.
- **77.5% of respondents reported receiving the wireless test message**, 22.5% reported they did not. The previous test in May 2019 reported an 80% success rate, indicating a slight decrease in delivery success.
- Ontario had the highest wireless success rate with 94%, followed closely by Alberta with 90%. Quebec had the lowest wireless success rate reported with 40% received and BC went down to 55%, a 10% decrease from last May.
- The top 5 suggestions from respondents to the question “If you could improve one thing about emergency alerts, what would it be?” were:
  - Improve the sound played for the Test Alert
  - Have different sounds for different types of Alerts
  - The Alert information should be more clear and consistent
  - Send the Test Alert as a text message. Some respondents reported that they didn’t know how to get back to the message once it had disappeared from the lock screen on their phones.
  - More Public awareness and promotion before the Test Alert scheduled date

- **92% of respondents** reported that the test message was clear and understandable, which is a 7% increase from the last test. The test alert message sent by each province is available in the appendix, and the WPA text message.
- Next to wireless, the most popular alert distribution channel were mobile apps and television, same as the last test in May. 25% of respondents reported receiving the alert through a mobile app and Television followed with 18%, Radio with 10.4%, and Social Media at 6%.
- 53% of problems with receiving the wireless alert were reported from users with an Android device and 44% using an iPhone device.
- For devices that successfully received the wireless alert, 56% reported using an iPhone while 44% reported using an Android device.
- Of the respondents who reported problems receiving the test, 12.2% reported that they had successfully received a previous test, indicating that something prevented them from receiving the test this time.
- 41% 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, 19.5% reported that this was their first time receiving a test message.

## Other

- There were a few reports received this time about wireless alerts from one province appearing in another. Specially the Alberta/BC border, Alberta-Saskatchewan border, and Ontario-Quebec border.
- 31% of respondents reporting not receiving the test were using Rogers as service provider, 20% were using Telus, while the other 25% were from Quebec using Videotron as their service provider.
- Respondents reported they did not have enough time to read the WPA message, others respondents would like improvements on the sound that the alert plays.

## More Information

If you would like more information regarding the November 27, 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 used by emergency management officials in over 1,000 Canadian municipalities, please see here: <https://peasi.com/>.

# Appendix

## Survey Questions

1. Did you receive the emergency alert test message on your wireless mobile device?  
(Yes, No)

If No:

1. What type of mobile device do you have? (iPhone, Android, Other)
2. Have you recently updated your device to the latest software version? (Yes, No, Don't Know)
3. Who is your wireless provider? (Rogers, Bell, Telus, Shaw, Videotron, Sasktel, Eastlink, Other)
4. Were you using an LTE network connection at the time of the test? (Yes, No, Don't Know)
5. Have you received a previous wireless emergency alert before, either from a past test (in November 2018 or in May 2019) or from a real emergency? (Yes, from a past test November 2018 or May 2019; Yes, from a real emergency; No)

If Yes:

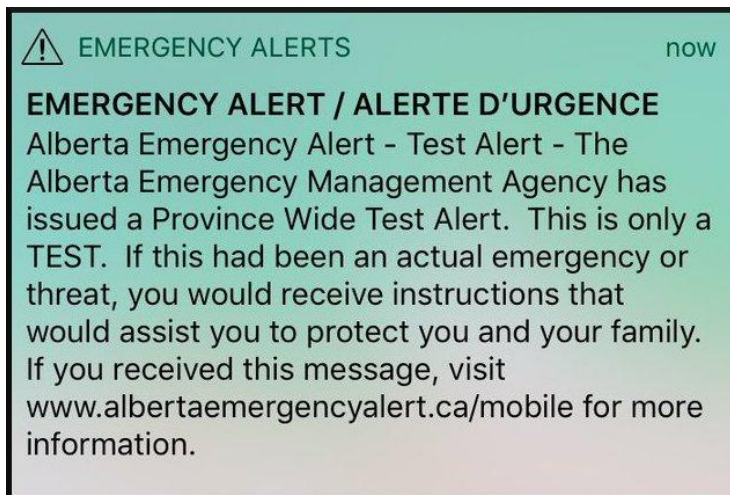
1. What type of mobile device do you have? (iPhone, Android, Other)
  2. Who's your cellphone provider? (Rogers, Bell, Telus, Shaw, Videotron, Sasktel, Eastlink, Other)
  3. Did you click on the website link in the wireless alert message for more details? (Yes, there was a link and I clicked it; No, there was a link but I didn't click it; No link was available)
  4. Have you received a previous wireless emergency alert before, either from a past test (in November 2018 or in May 2019) or from a real emergency? (Yes, from a past test November 2018 or May 2019; Yes, from a real emergency; No)
2. Did you receive the emergency alert test message any other way? Check all that apply. (Radio, Television, Social Media, Public alert mobile app (ie. Alertable, The Weather Network, Alberta Emergency Alert, SaskAlert, etc.), None of the above)

3. Did you understand the instructions in the emergency alert test message? (Yes, No, Partially, they were a little confusing)
4. What Province/Territory were you in when the test message was sent?
5. If you could improve one thing with emergency alerts, what would it be?

## Alert Ready Wireless Alert Messages

Alberta

<https://altable.ca/#/details/2019/111297>



British Columbia

<https://alertable.ca/#/details/2019/111301>



EMERGENCY ALERTS

## **EMERGENCY ALERT / ALERTE D'URGENCE...**

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



Manitoba

<https://alertable.ca/#/details/2019/111278>



EMERGENCY ALERTS

now

**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](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).

New Brunswick

<https://alertable.ca/#/details/2019/111220>



EMERGENCY ALERTS

**EMERGENCY ALERT / ALERTE D'URGE...**

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

Newfoundland and Labrador

<https://alertable.ca/#/details/2019/111217>



**EMERGENCY ALERTS**

1m ago

**EMERGENCY ALERT / ALERTE D'URGENCE**

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.

## Northwest Territories

<https://alertable.ca/#/details/2019/111246>

 **EMERGENCY ALERT / ALERTE  
D'URGENCE**

09:55:23 AM 11/27/2019

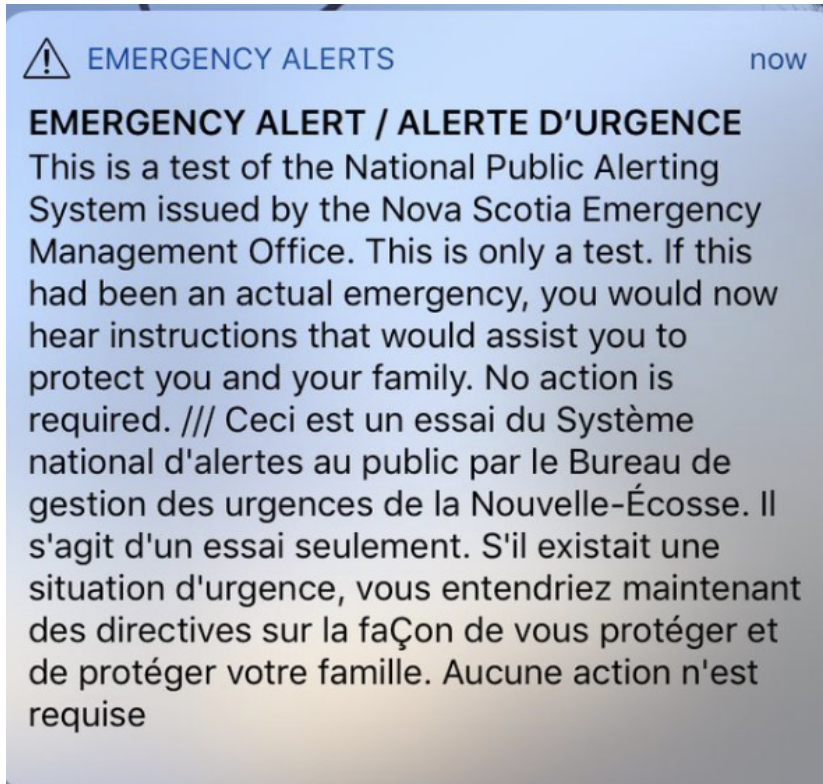
This is a test of NWT Alert Ready, the Northwest Territories public alerting system issued by the Government of the Northwest Territories. This is only a test. If this had been an actual emergency or threat, you would now hear instructions that would assist you to protect you and your family. /// Il 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.

OK

MINIMIZE

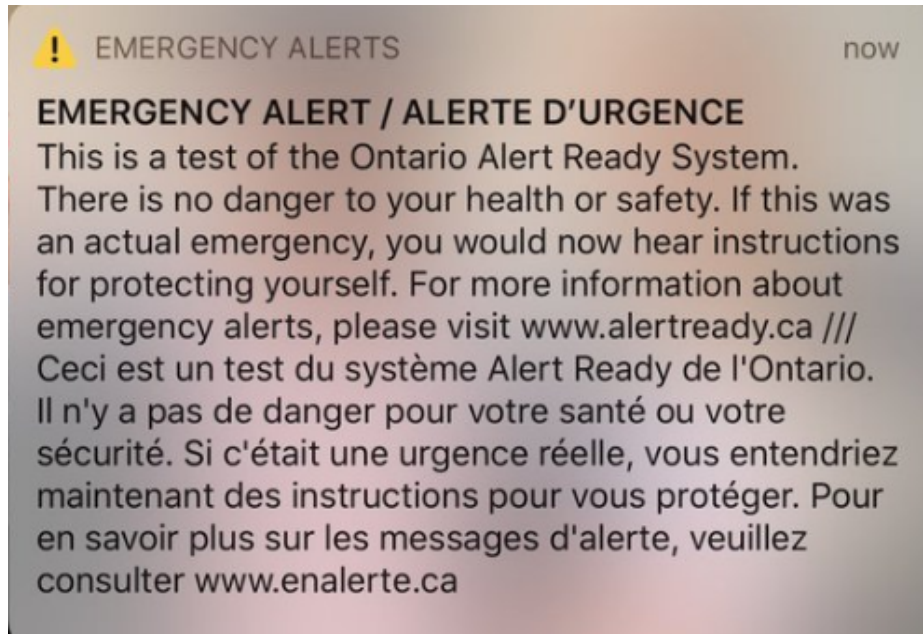
Nova Scotia

<https://alertable.ca/#/details/2019/111258>



Ontario

<https://alertable.ca/#/details/2019/111277>



Prince Edward Island

<https://alertable.ca/#/details/2019/111245>



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.

Quebec

<https://alertable.ca/#/details/2019/111270>

**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](http://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](http://alert.gouv.qc.ca).

OK



Saskatchewan

<https://alertable.ca/#/details/2019/111276>



**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](http://www.saskalert.ca) for more information.

OK

Yukon

<https://alertable.ca/#/details/2019/111300>

### **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](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. Details à [Yukon.ca](http://Yukon.ca). Il n'y a aucune mesure à prendre. Il s'agit seulement d'un essai.

**OK**