

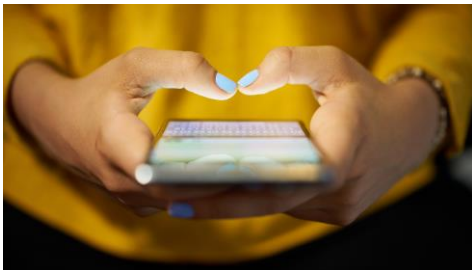


Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes

Exploring attitudes towards Wireless Public Alerting System in Canada

Final Report



Prepared for the Canadian Radio-television and Telecommunications Commission

Supplier name: Kantar

Contract number: EP363-140002/020/CY

Contract value: \$108,805.29

Award date: February 7, 2020

Delivery date: January 15, 2021

Registration number: POR 097-19

For more information on this report, please contact the CRTC at: ROP-POR@crtc.gc.ca

Ce rapport est aussi disponible en français.

Canada 

Public Opinion Research on Wireless Public Alerting (WPA)

Prepared for Canadian Radio-television and Telecommunications Commission

Supplier name: Kantar

January 2021

The Canadian Radio-television and Telecommunications Commission (CRTC) commissioned Kantar to conduct a public opinion research survey to obtain data on Canadian's general understanding, sentiments and satisfaction with the National Public Alerting System.

Cette publication est aussi disponible en français sous le titre: Exploration des attitudes Canadiennes envers le Système sans fil d'alertes publique.

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Canadian Radio-television and Telecommunications Commission (CRTC)

1 Promenade du Portage

Gatineau, Quebec J8X 4B1

Catalogue Number: BC92-113/2021E-PDF

International Standard Book Number (ISBN): 978-0-660-37349-2

Related publications (registration number: POR 097-19): Exploration des attitudes Canadiennes envers le Système sans fil d'alertes publique.

BC92-113/2021F-PDF

978-0-660-37350-8

Catalogue Number:

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1. Executive Summary

1.1 Research Purpose and Objectives

As part of a Wireless Service Providers (WSPs) participation in Canada's National Public Alerting System (NPAS), the CRTC requires WSPs to distribute wireless emergency alerts on their LTE networks. This means that all WPA-enabled wireless devices, connected to LTE networks, will receive a test or alert, warning Canadians in an affected area of imminent or unfolding hazards to life.

Included in the WSP's obligation to participate in WPA, is the requirement for WSPs to also participate in a campaign to educate and create awareness among wireless users about the new WPA feature in the larger National Public Alerting System. In the Telecom Decision CRTC 2018-85, the CRTC set out an expectation that WSPs send a minimum of one SMS text message in 2018 and one in 2019 to notify their LTE customers that they will receive test alerts in regions where such tests are being issued.

Although NPAS testing over broadcasting mediums has been occurring since 2015 and WSPs promoted the WPA in 2018 and 2019, actual emergency wireless alerts, as well as the yearly test alerts, continue to generate a number of complaints to various alerting stakeholders. The nature of complaints received following actual or test alerts indicates that individuals hold a range of sentiments towards the system and the way in which it currently operates. In some cases, there appears to be some confusion with respect to who owns, operates, and regulates NPAS. For these reasons, the CRTC has interest in assessing the public's general understanding, sentiments and satisfaction with respect to the NPAS.

Further, complaints to date suggest Canadians are not aware of the existence of WPA or that such alerts could be received by their mobile devices. The lack of knowledge among wireless users about the existence of WPA's addition to the NPAS is of concern to the CRTC.

The research was designed to address the following objectives:

- Understand Canadians' awareness of WPA and WPA testing;
- Assess whether the current regulatory mechanisms in place for creating awareness of both the WPA and the related yearly visible test alerts are effective and sufficient, and if not, whether alternative or additional regulatory measures are needed;
- Determine satisfaction with the way WPA alerts have been issued; both for Imminent Threat to Life alerts and Amber Alerts;
- Understand Canadians' sentiment towards the NPAS system, how it is currently being used, and its importance to Canadians;
- Identify Canadians level of knowledge with regard to the purpose and conditions associated with alerts issued through the NPAS;
- Solicit Canadians' feedback on how Amber Alerts are issued and received, including the following:
 - Mandatory reception,
 - Size of the area of distribution, and
 - Sound/alarm settings;
- Anticipate issues that the public may have on the Canadian NPAS capability.

1.2 Summary of Findings

National Public Alerting System

The majority of Canadians are aware of Canada's National Public Alerting System (NPAS; 86%). Most are aware that the system includes Amber Alerts (87%) and natural disasters (forest fires, tornadoes, or chemical spills; 74%), though many also erroneously believe the NPAS issues boil water or air quality advisories (41%). Canadians have a clear understanding of the importance of a NPAS, as close to nine-in-ten say the system is very important (6 or 7 on a 7-point scale; 86%). However, satisfaction is slightly muted, with only 60% saying they are very satisfied with the system (6 or 7 on a 7-point scale).

Wireless Public Alerts

The vast majority of Canadians (96%) recall receiving a Wireless Public Alert at least once in the past 12 months. Most say that they received this alert via their cellphone (92%), and fewer recall an alert on TV (31%) or radio (24%). Thus, it follows that most Canadians are aware that they can receive emergency alerts on their cellphone (97%). However, only half of Canadians (51%) are aware that only compatible devices connected to an LTE can receive alerts, signaling an opportunity for education.

Awareness of cellphone alerting is largely driven by the alerts themselves, with two-thirds of Canadians (62%) becoming aware of cellphone alerts by receiving one. Other notable sources of awareness include TV (11%), radio (8%), being notified by a wireless service provider (7%), news (6%), and social media (3%).

Most Canadians are satisfied with Wireless Public Alerts (6 or 7 on a 7-point scale; 75%). While the ability to send out cellphone alerts are generally regarded as a beneficial feature of the NPAS (6 or 7 on a 7-point scale; 89%) and alerts are rated as clear and easy to understand (6 or 7 on a 7-point scale; 95%), fewer Canadians (58%) believe the cellphone alerts they receive are relevant to them. This may be due to the size of distribution area, as the primary stated reason for Canadians' dissatisfaction with alerts is that they did not apply to their area (44%).

Despite some dissatisfaction with alert relevance, few Canadians feel they have received too many alerts in the past year (6 or 7 on a 7-point scale; 9%) and a majority agree that bi-annual tests are the right amount (6 or 7 on a 7-point scale; 69%). Further, few say that they would like the option to opt-out of cellphone alerts completely (6 or 7 on a 7-point scale; 15%). Therefore, these results suggest that dissatisfaction with cellphone alerts does not stem from a desire to receive fewer alerts or the inability to opt-out of alerts, but rather the distribution areas being too broad.

Amber Alerts

Satisfaction with Amber Alerts exceeds that of the NPAS generally, with most (83%) Canadians saying they are satisfied with Amber Alerts (6 or 7 on a 7-point scale). Further, most agree that Amber Alerts are important for ensuring the safety of children (6 or 7 on a 7-point scale; 93%).

Among those who are dissatisfied with Amber Alerts, the primary cause of dissatisfaction is that the alert does not apply to their area (35%). Other notable causes of dissatisfaction included not receiving the alert at all (18%) and the alert sounds waking them up (18%), being too loud (7%), or not knowing how to turn the alert off (7%).

Despite dissatisfaction with alert distribution areas for both the NPAS and Amber Alerts, most Canadians believe that Amber Alerts should remain province or territory-wide (6 or 7 on a 7-point scale; 79%) and that Amber Alerts should be received by everyone, even if they are inconvenient (6 or 7 on a 7-point scale; 86%). Thus, public sentiment for Amber Alerts appears to be in favour of child protection over the inconvenience of alerting. As a result, there is limited support for the ability to opt-out of alerts (6 or 7 on a 7-point scale; 16%).

Demographic Differences

A number of additional demographic and subgroup analyses were also undertaken, including age, gender, region, satisfaction with the NPAS, and recipient of past 12-month alerts. Differences were noted in the following areas:

Age:

Canadians aged 16-54 differ from their older 55+ counterparts in a number of ways:

- Younger Canadians (16-54) are less likely to be aware of the NPAS than Canadians aged 55+ (84% vs. 87-92%);
- Younger Canadians (16-54) are more likely to recall receiving an alert on their wireless device (94% vs. 88-89% among 55+), while Canadians 55+ are more likely to recall seeing an alert on TV (40-53% vs. 18-28% among 16-54-year-olds).

Gender:

Women generally view the NPAS, WPA, and Amber Alerts more favourably. Differences between genders include:

- Women are more likely than men to rate the NPAS as important (6 or 7 on a 7-point scale; 91% vs. 81%);
- Women are more likely to be satisfied with the NPAS than men (65% vs. 55%);
- Satisfaction with WPA is higher among women than men (6 or 7 on a 7-point scale; 80% vs. 70%);
- Women are more likely to rate WPA alerts as important than men (6 or 7 on a 7-point scale; 90% vs. 84%);
- Women are more likely to agree that two tests per year is “just right” (6 or 7 on a 7-point scale; 72% vs. 65%); and,
- Women are more likely than men to believe Amber Alerts are important for ensuring the safety of children (6 or 7 on a 7-point scale; 95% vs. 91%).

Region:

The regions tested included the Prairies (Manitoba, Alberta, and Saskatchewan), the Atlantic provinces (Nova Scotia, New Brunswick, Newfoundland and Labrador, and PEI), and the Territories (Northwest Territories, Nunavut, and Yukon). Regional differences exist on most measures of NPAS, WPA, and Amber Alerts, including:

- Ontarians report receiving more alerts and tend to be less satisfied with WPA in general, while those in the Atlantic region view WPA more favourably. Differences include:
 - Ontarians are more likely to have become aware of cellphone alerts by receiving one (70%) compared to those in Quebec (57%), Atlantic provinces (54%), Prairies (54%), or Territories (39%);
 - Ontarians are less satisfied with cellphone alerts (6 or 7 on a 7-point scale; 70%) than those in the Atlantic Provinces (86%) or Quebec (80%).
 - Ontarians are less likely to find cellphone alerts relevant (1 or 2 on a 7-point scale; 19%) compared to those in Quebec (8%), BC (8%), the Atlantic provinces (6%), Prairies (11%) or Territories (7%).
 - Ontarians are more likely to think they receive too many cellphone alerts (6 or 7 on a 7-point scale; 12%) compared to those in BC (5%), the Prairies (4%), or the Atlantic provinces (4%);
 - Ontarians are more likely to be aware of Amber Alerts (94%) than those in Quebec (87%), British Columbia (72%), the Atlantic provinces (82%), and the Territories (77%);
 - Those in Ontario are less likely to agree that Amber Alerts are important for child safety (6 or 7 on a 7-point scale; 91%) compared to those in Quebec (96%) and the Atlantic provinces (98%). This is likely tied to the number of alerts Ontarians say they receive and lower perceived relevance of these alerts.
- Notably, those in the Territories are less likely to say they received an alert in the language of their choice (7 on a 7-point scale; 71%) compared to those in Quebec (79%), Ontario (85%), British Columbia (76%), the Atlantic provinces (87%), or the Prairies (87%).

Past 12-month Alerts:

Canadians who have received an alert in the past 12 months generally view the system more favourably and are better informed about the NPAS, WPA, and Amber Alerts. More specifically, those who recall an alert are more likely to:

- Be satisfied with the NPAS (6 or 7 on a 7-point scale; 74% vs. 0%);
- Rate the NPAS as important (6 or 7 on a 7-point scale; 90% vs. 55%).
- Agree cellphone alerts are a good feature of the NPAS (6 or 7 on a 7-point scale; 92% vs. 67%); Agree that two tests per year is “just right” (6 or 7 on a 7-point scale; 73% vs. 51%); and,
- Be satisfied with Amber Alerts (89% vs. 46% among those who do not recall an alert).

Strategic implications

The results of this research suggest that most Canadians support the NPAS, including WPA and Amber Alerts. The research also provides information to be considered for future updates to regulatory measures:

1. Strong awareness of WPA and support for bi-annual tests suggest that the current regulatory measures are successful. However, lower awareness among younger and middle-aged Canadians (16-54) suggests that further education and awareness campaigns may be necessary for this cohort. Given that younger Canadians are less likely to use TV or radio as a source of information, education should come from WSPs or wireless alerts themselves.
2. The receipt of an alert in the past 12 months is positively correlated with most aspects of NPAS, WPA, and Amber Alert approval. This again suggests that alerts themselves are a useful tool in public education. However, care must be taken to ensure the purpose of the alert is clearly stated (e.g., tests) so that Canadians understand the role and relevance of these alerts.
3. Despite most dissatisfaction seeming to stem from a wide distribution area and therefore limited relevance of alerts, minimal support exists for allowing Canadians to opt out of alerts entirely. There is strong support for province or territory-wide Amber Alerts, even among those who say they receive too many alerts, suggesting that child safety outweighs any perceived inconvenience. However, geographic targeting for all alert types will likely decrease the number of complaints received by the CRTC.

1.3 Methodology

A telephone survey was conducted among 1,400 Canadians, aged 16 years and older, who have a wireless device connected to a wireless service provider.

The sample consisted of a national random probability sample of cell phone numbers. Kantar utilized random digit dialling (RDD) for the sample frame that includes cell phone numbers. The RDD approach ensures that all cell numbers are given an equal probability of being selected thereby minimizing sampling bias. Random sampling will also provide representation among subscribers to various WSPs, Indigenous communities, Anglophone and Francophone markets, and a variety of demographics including age, gender, education and disability.

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on April 15, 2020. Changes were made to question wording for clarity and to reduce survey length. As a result, these interviews were excluded from the final data set. The survey was in field from November 26 to December 13, 2020.

A sample of 1,400 members of the general population 16 years and older will provide a confidence interval of +/- 2.6%, 19 times out of 20.

1.4 Contract Value

The total contract value for the project was **\$108,805.29** including applicable taxes.

1.5 Statement of Political Neutrality

I hereby certify as a representative of Kantar that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in black ink that reads "Tanya Whitehead". The signature is written in a cursive, flowing style.

Tanya Whitehead

Kantar

Senior Director, Public Practice Leader

2. Foreword

2.1 Background

As part of a Wireless Service Providers (WSPs) participation in Canada's National Public Alerting System (NPAS), the CRTC requires WSPs to distribute wireless emergency alerts on their LTE networks. This means that all WPA-enabled wireless devices, connected to LTE networks, will receive a test or alert, warning Canadians in an affected area of imminent or unfolding hazards to life.

Included in the WSP's obligation to participate in WPA, is the requirement for WSPs to also participate in a campaign to educate and create awareness among wireless users about the new WPA feature in the larger National Public Alerting System. In the Telecom Decision CRTC 2018-85, the CRTC set out an expectation that WSPs send a minimum of one SMS text message in 2018 and one in 2019 to notify their LTE customers that they will receive test alerts in regions where such tests are being issued.

Although NPAS testing over broadcasting mediums has been occurring since 2015 and WSPs promoted the WPA in 2018 and 2019, actual emergency wireless alerts, as well as the yearly test alerts, continue to generate a number of complaints to various alerting stakeholders. The nature of complaints received following actual or test alerts indicates that individuals hold a range of sentiments towards the system and the way in which it currently operates. In some cases, there appears to be some confusion with respect to who owns, operates, and regulates NPAS. For these reasons, the CRTC has interest in assessing the public's general understanding, sentiments and satisfaction with respect to the NPAS.

Further, complaints to date suggest Canadians are not aware of the existence of WPA or that such alerts could be received by their mobile devices. The lack of knowledge among wireless users about the existence of WPA's addition to the NPAS is of concern to the CRTC.

2.2 Research Objectives

The research was designed to address the following objectives:

- Understand Canadians' awareness of WPA and WPA testing;
- Assess whether the current regulatory mechanisms in place for creating awareness of both the WPA and the related yearly visible test alerts are effective and sufficient, and if not, whether alternative or additional regulatory measures are needed;
- Determine satisfaction with the way WPA alerts have been issued; both for Imminent Threat to Life alerts and Amber Alerts;
- Understand Canadians' sentiment towards the NPAS system, how it is currently being used, and its importance to Canadians;
- Identify Canadians level of knowledge with regard to the purpose and conditions associated with alerts issued through the NPAS;
- Solicit Canadians' feedback on how Amber Alerts are issued and received, including the following:
 - Mandatory reception,
 - Size of the area of distribution, and
 - Sound/alarm settings;
- Anticipate issues that the public may have on the Canadian NPAS capability.

2.3 Methodological Overview

A telephone survey was conducted among 1,400 Canadians, aged 16 years and older, who had a wireless device connected to a wireless service provider.

The sample consisted of a national random probability sample of cell phone numbers. Kantar utilized random digit dialling (RDD) for the sample frame that includes cell phone numbers. The RDD approach ensures that all cell numbers are given an equal probability of being selected thereby minimizing sampling bias. Random sampling will also provide representation among subscribers to various WSPs, Indigenous communities, Anglophone and Francophone markets, and a variety of demographics including age, gender, education and disability.

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A sample of 1,400 members of the general population 16 years and older will provides a confidence interval of +/-2.6%, 19 times out of 20.

Please note: Analysis was undertaken to establish the extent of the relationship among variables such as gender, age, region, level of education attained, language spoken, and household income. Only differences significant at the 95% confidence level are presented in this report. Any differences that are statistically significant between subgroups are indicated with an uppercase letter to refer to the applicable column.

The numbers presented throughout this report are rounded to the closest full number. Due to this rounding, in some cases it may appear that ratings collapsed together are different by a percentage point from when they are presented individually, and totals may not add up to 100%.

3. Highlights and Strategic Implications

National Public Alerting System

The majority of Canadians are aware of Canada's National Public Alerting System (NPAS; 86%). Most are aware that the system includes Amber Alerts (87%) and natural disasters (forest fires, tornadoes, or chemical spills; 74%), though many also erroneously believe the NPAS issues boil water or air quality advisories (41%). Canadians have a clear understanding of the importance of a NPAS, as close to nine-in-ten say the system is very important (6 or 7 on a 7-point scale; 86%). However, satisfaction is slightly muted, with only 60% saying they are very satisfied with the system (6 or 7 on a 7-point scale).

Wireless Public Alerts

The vast majority of Canadians (96%) recall receiving a Wireless Public Alert at least once in the past 12 months. Most say that they received this alert via their cellphone (92%), and fewer recall an alert on TV (31%) or radio (24%). Thus, it follows that most Canadians are aware that they can receive emergency alerts on their cellphone (97%). However, only half of Canadians (51%) are aware that only compatible devices connected to an LTE can receive alerts, signaling an opportunity for education.

Awareness of cellphone alerting is largely driven by the alerts themselves, with two-thirds of Canadians (62%) becoming aware of cellphone alerts by receiving one. Other notable sources of awareness include TV (11%), radio (8%), being notified by a wireless service provider (7%), news (6%), and social media (3%).

Most Canadians are satisfied with Wireless Public Alerts (6 or 7 on a 7-point scale; 75%). While the ability to send out cellphone alerts are generally regarded as a beneficial feature of the NPAS (6 or 7 on a 7-point scale; 89%) and alerts are rated as clear and easy to understand (6 or 7 on a 7-point scale; 95%), fewer Canadians (58%) believe that the cellphone alerts they receive are relevant to them. This may be due to the size of distribution area, as the primary stated reason for Canadians' dissatisfaction with alerts is that they did not apply to their area (44%).

Despite some dissatisfaction with alert relevance, few Canadians feel they have received too many alerts in the past year (6 or 7 on a 7-point scale; 9%) and a majority agree that bi-annual tests are the right amount (6 or 7 on a 7-point scale; 69%). Further, few say that they would like the option to opt-out of cellphone alerts completely (6 or 7 on a 7-point scale; 15%). Therefore, these results suggest that dissatisfaction with cellphone alerts does not stem from a desire to receive fewer alerts or the inability to opt-out of alerts, but rather the distribution areas being too broad.

Amber Alerts

Satisfaction with Amber Alerts exceeds that of the NPAS generally, with most (83%) Canadians saying they are satisfied with Amber Alerts (6 or 7 on a 7-point scale). Further, most agree that Amber Alerts are important for ensuring the safety of children (6 or 7 on a 7-point scale; 93%).

Among those who are dissatisfied with Amber Alerts, the primary cause of dissatisfaction is that the alert does not apply to their area (35%). Other notable causes of dissatisfaction included not receiving the alert at all (18%) and the alert sounds waking them up (18%), being too loud (7%), or not knowing how to turn the alert off (7%).

Despite dissatisfaction with alert distribution areas for both the NPAS and Amber Alerts, most Canadians believe that Amber Alerts should remain province or territory-wide (6 or 7 on a 7-point scale; 79%) and that Amber Alerts should be received by everyone, even if they are inconvenient (6 or 7 on a 7-point scale; 86%). Thus, public sentiment for Amber Alerts appears to be in favour of child protection over the inconvenience of alerting. As a result, there is limited support for the ability to opt-out of alerts (6 or 7 on a 7-point scale; 16%).

Demographic Differences

A number of additional demographic and subgroup analyses were also undertaken, including age, gender, region, satisfaction with the NPAS, and recipient of past 12-month alerts. Differences were noted in the following areas:

Age:

Canadians aged 16-54 differ from their older 55+ counterparts in a number of ways:

- Younger Canadians (16-54) are less likely to be aware of the NPAS than Canadians aged 55+ (84% vs. 87-92%);
- Younger Canadians (16-54) are more likely to recall receiving an alert on their wireless device (94% vs. 88-89% among 55+), while Canadians 55+ are more likely to recall seeing an alert on TV (40-53% vs. 18-28% among 16-54-year-olds).

Gender:

Women generally view the NPAS, WPA, and Amber Alerts more favourably. Differences between genders include:

- Women are more likely than men to rate the NPAS as important (6 or 7 on a 7-point scale; 91% vs. 81%);
- Women are more likely to be satisfied with the NPAS than men (65% vs. 55%);
- Satisfaction with WPA is higher among women than men (6 or 7 on a 7-point scale; 80% vs. 70%);
- Women are more likely to rate WPA alerts as important than men (6 or 7 on a 7-point scale; 90% vs. 84%);
- Women are more likely to agree that two tests per year is “just right” (6 or 7 on a 7-point scale; 72% vs. 65%); and,
- Women are more likely than men to believe Amber Alerts are important for ensuring the safety of children (6 or 7 on a 7-point scale; 95% vs. 91%).

Region:

The regions tested included the Prairies (Manitoba, Alberta, and Saskatchewan), the Atlantic provinces (Nova Scotia, New Brunswick, Newfoundland and Labrador, and PEI), and the Territories (Northwest Territories, Nunavut, and Yukon). Regional differences exist on most measures of NPAS, WPA, and Amber Alerts, including:

- Ontarians report receiving more alerts and tend to be less satisfied with WPA in general, while those in the Atlantic region view WPA more favourably. Differences include:
 - Ontarians are more likely to have become aware of cellphone alerts by receiving one (70%) compared to those in Quebec (57%), Atlantic provinces (54%), Prairies (54%), or Territories (39%);
 - Ontarians are less satisfied with cellphone alerts (6 or 7 on a 7-point scale; 70%) than those in the Atlantic Provinces (86%) or Quebec (80%).
 - Ontarians are less likely to find cellphone alerts relevant (1 or 2 on a 7-point scale; 19%) compared to those in Quebec (8%), BC (8%), the Atlantic provinces (6%), Prairies (11%) or Territories (7%).
 - Ontarians are more likely to think they receive too many cellphone alerts (6 or 7 on a 7-point scale; 12%) compared to those in BC (5%), the Prairies (4%), or the Atlantic provinces (4%);
 - Ontarians are more likely to be aware of Amber Alerts (94%) than those in Quebec (87%), British Columbia (72%), the Atlantic provinces (82%), and the Territories (77%);
 - Those in Ontario are less likely to agree that Amber Alerts are important for child safety (6 or 7 on a 7-point scale; 91%) compared to those in Quebec (96%) and the Atlantic provinces (98%). This is likely tied to the number of alerts Ontarians say they receive and lower perceived relevance of these alerts.

- Notably, those in the Territories are less likely to say they received an alert in the language of their choice (7 on a 7-point scale; 71%) compared to those in Quebec (79%), Ontario (85%), British Columbia (76%), the Atlantic provinces (87%), or the Prairies (87%).

Strategic implications

The results of this research suggest that most Canadians support the NPAS, including WPA and Amber Alerts. The research also provides information to be considered for future updates to regulatory measures:

1. Strong awareness of WPA and support for bi-annual tests suggest that the current regulatory measures are successful. However, lower awareness among younger and middle-aged Canadians (16-54) suggests that further education and awareness campaigns may be necessary for this cohort. Given that younger Canadians are less likely to use TV or radio as a source of information, education should come from WSPs or wireless alerts themselves.
2. The receipt of an alert in the past 12 months is positively correlated with most aspects of NPAS, WPA, and Amber Alert approval. This again suggests that alerts themselves are a useful tool in public education. However, care must be taken to ensure the purpose of the alert is clearly stated (e.g., tests) so that Canadians understand the role and relevance of these alerts. Further instructions about the functionality of alerts (e.g., how to lower volume or silence them) may also be beneficial in reducing complaints and broadening public support for WPA and the NPAS more broadly.
3. Despite most dissatisfaction seeming to stem from a wide distribution area and therefore limited relevance of alerts, minimal support exists for allowing Canadians to opt out of alerts entirely. There is strong support for province or territory-wide Amber Alerts, even among those who say they receive too many alerts, suggesting that child safety outweighs any perceived inconvenience. However, geographic targeting for all alert types will likely decrease the number of complaints received by the CRTC.

4. Wireless Public Alerting

4.1 National Public Alerting System

4.1.1 Awareness of National Public Alerting System

Canada's National Public Alerting System (NPAS), called Alert Ready, launched in 2015 as the official emergency alerting system of Canada. The system is responsible for delivering critical alerts of imminent threats to life to all Canadians through television, radio, and LTE or 4G compatible wireless devices.

The majority of Canadians are aware of the NPAS (86%). Recall is higher among older Canadians (55+) than their younger (16-54) counterparts (87-92% vs. 84% respectively). Awareness of the NPAS is also higher among those who have received an alert on their cellphone in the past 12 months (89% vs. 76% among those who do not recall an alert), suggesting that receiving alerts is a driver of awareness.

Table 4.1.1.a Awareness of National Public Alerting System

Awareness of NPAS	Total (A)	Age				Past 12 Month Alert	
		16-34 (B)	35-54 (C)	55-69 (D)	70+ (E)	Yes (P)	No (Q)
Base = actual	1400	450	560	299	91	1126	117
Yes	86	84	84	92 BC	87	89 Q	76
No	12	15 D	15 D	7	11	10	21 P
Don't Know	1	1	1	1	3	1	4

Q005. Today I would like to talk to you about the National Public Alerting System. This system is called Alert Ready. This system is the official emergency alerting system of Canada and is responsible for delivering critical alerts of imminent threats to life to all Canadians through television, radio, and LTE or 4G compatible wireless devices such as cellphones. Prior to today were you aware that...?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.1.2 Alert Types

Most Canadians are aware that the NPAS includes Amber Alerts (87%) and natural disasters (forest fires, tornadoes, or chemical spills; 74%). However, many also erroneously believe the NPAS issues boil water or air quality advisories (41%).

Awareness of what types of alerts are included in the national public alerting system varies by region. Those in Ontario are significantly more likely to be aware of Amber Alerts (94%) than those in Quebec, BC, or the Atlantic provinces (72-87%), while Canadians who live in the Prairies are more likely to believe boil water or air quality advisories are part of the system than those in other regions (52% vs. 32-42%).

Table 4.1.2.a. Alert Types

Alert Types (Yes summary)	Total (A)	Province/Region					
		Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Territories (i)
Base = actual	1400	325	457	175	176	221	46
Forest Fires, tornados or chemical spills	74	70	76	66	73	81 Xc	66
Boil water or air quality advisories	41	32	40	42	40	52 XYg	42
Amber alerts	87	87c	94 Xcgi	72	82	89 c	77

Q008. National alerting systems are designed to include a number of different types of alerts. Which of the following do you think are included in Canada's National Public Alerting System?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

4.1.3 Importance of NPAS

The majority of Canadians believe that it is important for Canada to have a National Public Alerting System (6 or 7 on a 7-point scale; 86%).

Women are more likely than men to rate the NPAS as important (6 or 7 on a 7-point scale; 91% vs. 81%). Not unexpectedly, those who remember receiving an alert in the past 12 months are more likely to rate the NPAS as more important than those who do not recall an alert (90% vs. 55%).

Table 4.1.3.a. Importance of NPAS

Importance of NPAS	Total (A)	Gender		Past 12 Month Alert	
		Male (F)	Female (G)	Yes (P)	No (Q)
Base = actual	1400	707	693	1126	117
TOP 3 BOX (NET)	94	92	97 F	97 Q	70
TOP 2 BOX (SUBNET)	86	81	91 F	90 Q	55
7 – Very important	74	66	81 F	78 Q	44
6	13	15 G	10	12	11
5	8	10 G	6	7	15 P
4	2	4 G	1	1	12 P
BOTTOM 3 BOX (NET)	3	5 G	2	1	18 P
3	1	2	1	*	5 P
BOTTOM 2 BOX (SUBNET)	2	3	1	1	13 P
2	1	1	1	*	5 P
1 – Not at all important	1	2	1	1	7 P

Q07B. On a scale of 1 to 7 where 1 is not at all important and 7 is very important, how important do you think the following are?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.1.4 Overall Satisfaction with NPAS

More than half of Canadians are satisfied with Canada's NPAS (6 or 7 on a 7-point scale; 60%). Women are more likely to be satisfied with the NPAS than men (65% vs. 55%), as are those who have received an alert in the past 12 months (74% vs. 0% among those who do not recall an alert).

Table 4.1.4.a. Overall Satisfaction with NPAS

Overall Satisfaction with NPAS	Total (A)	Age				Gender		P12M Alert	
		16-34 (B)	35-54 (C)	55-69 (D)	70 or older (E)	Male (F)	Female (G)	Yes (P)	No (Q)
Base = actual	1400	450	560	299	91	707	693	1126	117
TOP 3 BOX (NET)	82	85 CD	79	76	93 CD	79	84 F	100 Q	-
TOP 2 BOX (SUBNET)	60	63 D	60	53	69 D	55	65 F	74 Q	-
7 – Very satisfied	40	37	42	35	50 D	35	45 F	49 Q	-
6	20	25 CD	18	17	19	20	20	25 Q	-
5	22	22	19	23	24	24	19	26 Q	-
4	8	7	10	9	4	10 G	6	-	-
BOTTOM 3 BOX (NET)	8	7	8	12 BE	3	9	7	-	100 P
3	4	4	4	6	*	4	3	-	48 P
BOTTOM 2 BOX (SUBNET)	4	3	4	7 B	3	5	3	-	52 P
2	2	1	2	2	1	2	1	-	21 P
1 – Not at all satisfied	2	1	2	5 BC	1	3	2	-	31 P
Don't know	3	2	4	3	1	2	3	-	-

Q011. On a 7 point scale where 1 is not at all satisfied and 7 is very satisfied, how satisfied are you with Canada's National Public Alerting System, overall?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.2 Wireless Public Alerts

4.2.1 Recall of Alerts Received in Past 12 Months

Nearly all Canadians (96%) recall receiving at least one alert (TV, radio, cell phone, etc.) in the past 12 months. The majority remember receiving an alert via their wireless device (92%), followed by on TV (31%) and/or radio (24%). Only a few (4%) recall receiving the alert somewhere else.

Older Canadians (55+) are more likely to recall seeing an alert on TV (40-53% vs. 18-28% among 16-54-year-olds). Younger Canadians (16-54) are more likely to recall receiving an alert on their wireless device (94% vs. 88-89% among 55+).

Table 4.2.1.a. Recall of Alerts Received in Past 12 Months

Recall of Alerts Received in Past 12 Months	Total (A)	Age			
		16-34 (B)	35-54 (C)	55-69 (D)	70 or older (E)
Base = actual	1400	450	560	299	91
ANY (NET)	96	97	97	96	96
TV	31	18	28 B	40 BC	53 BC
Radio	24	22	28 B	22	21
Cellphone	92	94 D	94 D	89	88
Somewhere else	4	4	3	4	4
None of the above	4	3	3	4	4

Q033. In the past 12 months, which of the following do you recall receiving emergency alerts on?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

4.2.2 Awareness of Cellphone Alerts

To receive emergency alerts, cellphones must be connected to an LTE, 4G or newer network. As of 2019, the CRTC requires all wireless carriers to support NPAS alerts.

Nearly all Canadians are aware that they can receive emergency alerts through their cellphone (97%). However, fewer (51%) are aware that only compatible devices connected to an LTE or newer type network can receive alerts.

Table 4.2.2.a. Awareness that cellphones can receive alerts

Your cellphone can receive emergency alerts	Total (A)	Age			
		16-34 (B)	35-54 (C)	55-69 (D)	70 or older (E)
Base = actual	1400	450	560	299	91
Yes	97	98	96	99 C	95
No	2	2	3 D	*	5
Don't know	*	*	*	1	-

Q005. Today I would like to talk to you about the National Public Alerting System. This system is called Alert Ready. This system is the official emergency alerting system of Canada and is responsible for delivering critical alerts of imminent threats to life to all Canadians through television, radio, and LTE or 4G compatible wireless devices such as cellphones. Prior to today were you aware that...?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

Table 4.2.2.b Awareness of compatible devices

You can only receive emergency alerts from a compatible cellphone if it's connected to LTE, 4G or newer type of network	Total (A)
Base = actual	1400
Yes	51
No	42
Don't know	7

Q005. Today I would like to talk to you about the National Public Alerting System. This system is called Alert Ready. This system is the official emergency alerting system of Canada and is responsible for delivering critical alerts of imminent threats to life to all Canadians through television, radio, and LTE or 4G compatible wireless devices such as cellphones. Prior to today were you aware that...?

Base: Total respondents (n=1400)

4.2.3 Information Source for Alerts

Canadians aware of cellphone alerts became aware through a variety of sources. The majority (62%) became aware by receiving an alert on their wireless device, followed by TV (11%), radio (8%), and a notification through their wireless service provider (7%). Other sources of information include:

- News (6%);
- Cell phone making a noise (6%);
- Social media (3%);
- Online (3%);
- Friends and family (2%);
- Work (1%);
- Pelmorex/Weather Website (1%);
- Other countries used it (1%); and
- Test alerts (1%).

Residents of Ontario are more likely to have become aware of alerts by receiving one (70% vs. 39-57%), while those in the Territories are more likely to have become aware through being notified by wireless service provider (21% vs. 5-10%). Not unexpectedly, younger Canadians (16-54) were more likely than those 55+ to become aware of cellphone alerts through receiving one (65-73% vs. 46-55%), while older Canadians (55+) were more likely to have become aware of cell phone alerts on TV (12-28% vs. 5-7% among those 16-54).

Table 4.2.3.a. Information Source for Alerts

Information Source for Alerts	Total	Age				Province/Region					
		16-34	35-54	55-69	70 or older	Quebec	Ontario	B.C.	Atlantic	Prairies	Terri- tories
		(A)	(B)	(C)	(D)	(E)	(X)	(Y)	(c)	(g)	(h)
Base = actual	1400	440	538	294	86	325	457	175	176	221	46
ANY (NET)	98	99	98	99	98	99	99	97	98	97	100
Alert Ready Website	*	*	*	1	-	2	*	-	-	-	-

Friends and family	2	2	2	1	4	2	3	2	2	1	3
Notified by wireless service provider	7	8C	4	9C	8	10Y	5	6	8	8	21Ycgh
Online	3	4D	2	1	1	1	3	3	4	3	3
Pelmorex/Weather Network	1	*	*	*	2	-	1	-	*	1	-
Radio	8	4	7B	11B	13B	14Ybh	4	9	7	6	14Y
Read or heard about it on the news	6	4	5	8B	10*	5	6	6	11X	8	10
Received an alert	62	73CDE	65DE	55	46	57f	70Xghi	64i	54	54	39
Social media	3	3	4	2	2	3	3	1	4	6	8c
TV	11	5	7	12BC	28BCD	11	11	6	9	13	5
Work	1	1	2	2	-	1	2	3	3	1	-
Cell phone (e.g., started buzzing, making a noise, the sound)	6	6	8	6	5	3	7X	7	8X	8X	8
Just now/from this interview/never knew about it before	1	*	1	1	-	-	1	2	1	1	-
Know about it/known about it for	1	1	1	1	3	3	2	*	1	*	2

years (e.g., other countries used it)											
School	*	*	*	*	-	*	-	*	*	1	-
Received a test	1	2	2	1	1	2	1	3	-	1	2
Does not work on my phone	*	-	*	*	-	-	*	*	-	-	-
Emergency management/ services	*	*	1	1	-	-	-	1	-	1	-
Government/ Premier	*	*	*	*	-	-	*	*	-	1	-
During the Nova Scotia shooting	*	*	-	*	-	-	-	-	1	-	-
Advertising	*	-	-	*	1	-	-	1	1	-	-
Other	*	*	*	-	-	-	*	-	*	-	4Xc

Q013. How did you first become aware that you could receive cell phone alerts?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.2.4 Importance of Cellphone Alerts

Most Canadians believe that including cellphones in national public alerting is important (6 or 7 on a 7-point scale; 87%).

Those in the Atlantic provinces are more likely to believe cellphone alerts are important (6 or 7 on a 7-point scale) compared to those in other provinces (93% vs. 78-87%). As with the National Public Alerting System in general, women are more likely to believe cellphone alerts are important than men (6 or 7 on a 7-point scale; 90% vs. 84% respectively), as are those who recall an alert in the past 12 months (90% vs. 62% among those who do not recall an alert).

Table 4.2.4.a. Importance of cellphone alerts

Importance of Cellphone Alerts	Total (A)	Gender		Province/Region						P12M Alert	
		Male (F)	Female (G)	Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Terri- tories (i)	Yes (P)	No (Q)
Base = actual	1400	707	693	325	457	175	176	221	46	1126	117
TOP 3 BOX (NET)	95	93	97 F	96	94	97	97	94	93	98 Q	72
TOP 2 BOX (SUBNET)	87	84	90 F	86	87	90	93 Xhi	83	78	90 Q	62
7 – Very important	74	67	80 F	69	75	76	83 XYh	73	71	77 Q	53
6	13	17 G	9	17	12	14	10	10	7	13	9
5	8	9	7	10	7	6	4	10 g	15 g	7	11
4	2	3 G	1	1	3	1	1	4	7 Xg	1	14 P
BOTTOM 3 BOX (NET)	3	4	2	3	3	2	2	3	-	2	14 P
3	1	1	*	1	*	*	-	1	-	1	1
BOTTOM 2 BOX (SUBNET)	2	3	2	2	3	1	2	2	-	1	12 P
2	1	1	1	1	1	*	-	1	-	1	3
1 – Not at all important	1	2	1	1	2	1	2	1	-	*	10 P

Q007B. On a scale of 1 to 7 where 1 is not at all important and 7 is very important, how important do you think the following are?

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.2.5 Relevance and Clarity of Cellphone Alerts

Most Canadians agree that cellphone alerts are a good feature of the NPAS (6 or 7 on a 7-point scale; 89%). Those who recall receiving an alert in the past 12 months are more likely to agree that cellphones are a beneficial feature than those who do not recall an alert (92% vs. 67%).

Further, the majority of Canadians who received a cellphone alert agree that the alert was clear and easy to understand (6 or 7 on a 7-point scale; 95%), and that they received the alert in the language of their choice (7 on a 7-point scale; 83%). Notably, those in the Territories are less likely to say they received an alert in the language of their choice (71% vs. 79-91% in other provinces). Additionally, those who were unsatisfied with the NPAS are more likely to have said they received an alert in a different language than the one they chose (1 or 2 on a 7-point scale, 10% vs. 3% among those satisfied with the NPAS).

Despite overall high satisfaction with cellphone alerts, fewer Canadians believe that the alerts they receive are relevant. Close to half (58%) of those who received a cellphone alert say that the alert was relevant to them (6 or 7 on a 7-point scale). Perceived relevance is lowest in Ontario, with one-in-five saying the alerts they had received were not relevant to them (1 or 2 on a 7-point scale; 19% vs. 1-8% in other provinces).

Table 4.2.5.a. Agreement that cellphones are a good feature of the NPAS

Cellphone alerts are a good feature of the NPAS	Total (A)	Past 12 Months Alert	
		Yes (P)	No (Q)
Base = actual	1400	1126	117
TOP 3 BOX (NET)	96	98 Q	77
TOP 2 BOX (SUBNET)	89	92 Q	67
7 – Completely agree	78	81 Q	59
6	11	11	8
5	6	6	10
4	1	*	9 P
BOTTOM 3 BOX (NET)	3	2	14 P
3	1	1	5 P
BOTTOM 2 BOX (SUBNET)	2	1	9 P
2	*	*	-
1 – Do not agree at all	2	1	9 P

Q035. Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

Table 4.2.5.b. Agreement that alerts were easy to understand

The alerts sent were clear and easy to understand	Total (A)	Satisfaction with NPAS	
		Yes (R)	No (S)
Base = actual	1293	1146	82
TOP 3 BOX (NET)	93	95 Q	78
TOP 2 BOX (SUBNET)	85	88 Q	61
7 – Completely agree	71	75 Q	52
6	13	13	9
5	9	7	17 P
4	2	2	5
BOTTOM 3 BOX (NET)	4	3	17 P
3	2	1	4
BOTTOM 2 BOX (SUBNET)	3	2	14 P
2	1	*	3 P
1 – Do not agree at all	2	1	10 P

Q035. Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

Base: Total respondents (n=1293)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

Table 4.2.5.c. Agreement that alerts were relevant

The alerts that I have received are relevant to me	Total (A)	Province/Region					
		Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Territories (i)
Base = actual	1293	302	440	153	160	199	39
TOP 3 BOX (NET)	72	83 Yc	63	70	85 Yc	75 Y	72
TOP 2 BOX (SUBNET)	58	72 Ychi	48	54	68 Yc	61 Y	52
7 – Completely agree	47	62 Ych	36	45	59 Yc	49 Y	44
6	11	10	12	9	9	11	8
5	14	11	15	16	17	14	20
4	9	6	10	13	7	11	17 X
BOTTOM 3 BOX (NET)	19	11	27 Xcgh	17 g	8	14	11
3	6	3	9 Xgh	9 gh	1	3	4
BOTTOM 2 BOX (SUBNET)	13	8	19 Xcgh	8	6	11	7
2	4	2	6 c	1	2	4	5
1 – Do not agree at all	9	5	13 Xgh	8	5	6	2

Q035. Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

Base: Total respondents (n=1293)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

Table 4.2.5.d. Agreement that alerts were in correct language

I received the cell phone alerts in my official language of choice	Total (A)	Province/Region						Satisfaction with NPAS	
		Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Territories (i)	Yes (S)	Yes (R)
Base = actual	1400								
TOP 3 BOX (NET)	92	89	93	91	93	94	92	95 S	86
TOP 2 BOX (SUBNET)	88	85	89	85	91	91	83	92 S	83
7 – Completely agree	83	79	85 ci	76	87 ci	87 Xci	71	87	80
6	6	7	5	10	4	5	13	5	3
5	3	3	3	6	2	3	8	3	3
4	2	3	1	2	1	3	-	2	2
BOTTOM 3 BOX (NET)	6	8	6	7	6	4	8	5	16 P
3	2	3	1	2	-	*	-	2	4
BOTTOM 2 BOX (SUBNET)	5	5	5	5	5	3	8	4	12 P
2	1	1	1	-	-	-	2	1	1
1 – Do not agree at all	4	4	3	5	5	3	7	3	11 P

Q035. Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

Base: Total respondents (n=1293)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.2.6 Satisfaction with WPA Alerts

Level of Satisfaction

Three-quarters of Canadians say they are satisfied with WPA alerts (6 or 7 on a 7-point scale; 75%). Satisfaction is higher among women than men (80% vs. 70%), and among those who have received an alert in the past 12 months (83% vs. 24% among those who do not recall an alert). Satisfaction is also higher among those in the Atlantic provinces and Quebec (80-86%) compared with those in Ontario and the Prairies (64-70%).

Table 4.2.6.a. Level of Satisfaction with WPA Alerts

Level of Satisfaction with WPA Alerts	Total (A)	Gender		P12M Alert	
		Male (F)	Female (G)	Yes (P)	No (Q)
Base = actual	1293	654	639	1059	96
TOP 3 BOX (NET)	88	85	91 F	95 Q	37
TOP 2 BOX (SUBNET)	75	70	80 F	83 Q	24
7 – Very satisfied	56	48	64 F	62 Q	17
6	19	22 G	16	21 Q	7
5	13	15	11	13	13
4	5	6	5	3	13 P
BOTTOM 3 BOX (NET)	6	9 G	4	2	50 P
3	3	4 G	2	1	11 P
BOTTOM 2 BOX (SUBNET)	4	5 G	2	*	39 P
2	2	2	1	*	17 P
1 – Not at all satisfied	2	3	1	*	22 P

Q018. On a 7 point scale where 1 is not at all satisfied and 7 is very satisfied, how satisfied are you with the alerts that have been sent to your cell phone?

Base: Total respondents (n=1293)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

Table 4.2.6.b. Level of Satisfaction with WPA Alerts

Level of Satisfaction with WPA Alerts	Province/Region						
	Total (A)	Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Territories (i)
Base = actual	1293	302	440	153	160	199	39
TOP 3 BOX (NET)	88	93 Yc	85	84	93 Yc	91	87
TOP 2 BOX (SUBNET)	75	80 Yi	70	74	86 Yci	77	64
7 – Very satisfied	56	64 Yhi	51	59	68 Yhi	51	44
6	19	17	19	15	18	26 Xc	20
5	13	12	15 g	10	7	13	23 g
4	5	4	6	11 XYgh	3	3	5
BOTTOM 3 BOX (NET)	6	3	9	4	4	6	8
3	3	2	3	3	2	2	2
BOTTOM 2 BOX (SUBNET)	4	2	6	1	2	4	6
2	2	1	3	-	1	2	-
1 – Not at all satisfied	2	1	1	1	1	2	6

Q018. On a 7 point scale where 1 is not at all satisfied and 7 is very satisfied, how satisfied are you with the alerts that have been sent to your cell phone?

Base: Total respondents (n=1293)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.2.7 Reasons for Dissatisfaction with WPA

Respondents who were dissatisfied with cellphone alerts were asked to state the reason for their dissatisfaction. Among those who stated more than one reason, each reason was coded separately.

As outlined in Table 4.2.6.a, a minority (6%) of respondents stated that they were dissatisfied with WPA alerts (1,2 or 3 on a 7-point scale). Within this group that stated they were dissatisfied with WPA alerts, the primary stated reason was that the alert did not apply to their area (44%). Further, some said the alerts were meaningless or useless (8%) or did not apply to them (7%). This suggests that few Canadians have an issue with alerts in general, but rather with alert relevance.

Among those who were dissatisfied, their stated reasons for dissatisfaction include:

- The alert woke them up (19%);
- The message in the alert was not clear (11%);
- They wanted to be able to choose alerts they got (9%);
- The volume was too loud (8%);
- The alert evoked a reaction (e.g., fear; 6%);
- They did not want to receive alerts (6%);
- They had privacy concerns (4%);
- They only received Provincial, not Federal, alerts (4%);
- They can't turn off alerts (3%);
- The alert came at a bad time (e.g., in meetings; (3%))
- The alert was not accessible for disabilities (2%);
- The information disappeared when silenced (2%); and
- They received the same alert too many times (1%).

Table 4.2.7.a. Reasons for dissatisfaction with WPA alerts

Reasons for Dissatisfaction with WPA Alerts	Total (A)
Base = actual	82
ANY (NET)	100
The alert did not apply to my area	44
The message in the alert was not clear	11
The alert woke me up	19
I received the same alert many times	1
The volume was too loud	8
The alert was not sent in my preferred official language	1
I want to be able to choose which alerts I get	9
Privacy concerns	4
I can't turn off the alerts	3
The alert was not accessible. (i.e. it did not accommodate my disability)	2
Alert evoked a reaction (i.e. fear or panic)	6
I did not want to receive these alerts	6
Bad time (i.e. in meetings)	3
Meaningless/useless (i.e. should include photos, they don't show the results)	8
Does not apply to me/irrelevant/not necessary (i.e. resolvable issues with alert)	7
Never receive alerts/was only a test	7
Information disappears when I turn the noise off	2

Only receive Provincial alert, never receive Federal alerts	4
Other	1
Don't know/refused	*

Q019. Why were you unsatisfied?

Base: Total respondents (n=82)

* Denotes less than 1%

4.2.8 Alert Frequency and Opt-outs

Few Canadians feel that they have received too many cellphone alerts in the past 12 months (6 or 7 on a 7-point scale; 9%). Not unexpectedly, those who are dissatisfied with the NPAS are more likely to say that they receive too many alerts (46% vs. 11%). Those in Ontario and Quebec are also more likely to say they receive too many alerts compared to those in BC, the Prairies, or the Atlantic provinces (12-14% vs. 4-5% respectively).

Further, few (15%) agree that they would like the option to opt-out of cellphone alerts (6 or 7 on a 7-point scale). As expected, those who are dissatisfied with the NPAS are more interested in opting-out of cellphone alerts (44% vs. 12%).

Most (69%) are satisfied with bi-annual tests (6 or 7 on a 7-point scale). As expected, those in demographic groups that tend to view the NPAS more favourably are also more likely to agree that two tests per year is the right amount, including women (72% vs. 65% among men) and those who have received an alert in the past year (73% vs. 51% among those who have not received an alert).

Table 4.2.8.a. Agreement with too many alerts

I have received too many cellphone alerts in the P12M	Total (A)	Satisfaction		Province/Region					
		Yes (R)	No (S)	Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Terri- tories (i)
Base = actual	1400	1146	82	325	457	175	176	221	46
TOP 3 BOX (NET)	13	11	46 R	14 cg	18 cgh	6	5	8	15
TOP 2 BOX (SUBNET)	9	7	36 R	9 h	12 cgh	5	4	4	11

7 – Completely agree	7	5	33 R	7	10 cgh	4	4	3	9
6	2	2	4	2	3	1	*	1	2
5	4	4	9	5	6 g	2	1	4	4
4	3	2	6	3	3	2	1	4	3
BOTTOM 3 BOX (NET)	84	87 S	49	83	78	91 XY	93 XYi	89 Y	82
3	4	4	4	2	4	3	4	6	13 XYcg
BOTTOM 2 BOX (SUBNET)	80	83 S	44	81	74	88 Yi	90 XYi	83 Yi	68
2	10	9	13	9	10	8	11	11	3
1 – Do not agree at all	71	74 S	32	64	64	80 Y	79 Y	72	66

Q035. Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

Table 4.2.8.b. Interest in opting-out of alerts

I would like the option to not receive cellphone alerts	Total (A)	Satisfaction with NPAS	
		Yes (R)	No (S)
Base = actual	1293	1146	82
TOP 3 BOX (NET)	20	17	54 R
TOP 2 BOX (SUBNET)	15	12	44 R
7 – Completely agree	12	10	35 R
6	3	2	9 R
5	5	5	10
4	4	4	6
BOTTOM 3 BOX (NET)	76	79 S	40
3	5	4	7
BOTTOM 2 BOX (SUBNET)	71	75 S	33
2	8	8	10
1 – Do not agree at all	63	67 S	23

Q035. Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

Base: Total respondents (n=1293)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

Table 4.2.8.c. Satisfaction with test alerts

Testing of alerts to cellphones happens at least twice per year and the amount is just right	Total (A)	Gender		Past 12 Month Alerts	
		Male (F)	Female (G)	Yes (P)	No (Q)
Base = actual	1400	707	693	1126	117
TOP 3 BOX (NET)	82	78	85 F	85 Q	65
TOP 2 BOX (SUBNET)	69	65	72 F	73 Q	51
7 – Completely agree	58	55	61 F	62 Q	41
6	11	11	11	11	10
5	13	12	13	12	15
4	6	9 G	4	5	11 P
BOTTOM 3 BOX (NET)	12	14	10	10	24 P
3	4	5	3	4	3
BOTTOM 2 BOX (SUBNET)	8	9	7	6	21 P
2	2	3	1	2	3
1 – Do not agree at all	6	6	6	4	18 P

Q035. Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

4.3 Amber Alerts

4.3.1 Satisfaction with Amber Alerts

The majority (83%) of Canadians are satisfied with Amber Alerts (6 or 7 on a 7-point scale). Those in Quebec and the Prairies are also more likely to rate Amber Alerts favourably (6 or 7 on a 7-point scale; 90%) compared to those in all other provinces and territories (70-80%).

Canadians who have received any alert in the past 12 months are also more likely to be satisfied with Amber Alerts (89% vs. 46% among those who do not recall an alert), as are those who are more satisfied with the overall NPAS system (90% vs. 36% among those who are not satisfied). This suggests that opinion for the two systems is closely linked.

Table 4.3.1.a. Satisfaction with Amber Alerts

Satisfaction with Amber Alerts	Total (A)	P12M Alerts		Satisfaction		Province/Region					
		Yes (P)	No (Q)	Yes (R)	No (S)	Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Terri- tories (i)
Base = actual	1400	1126	117	1146	82	325	457	175	176	221	46
TOP 3 BOX (NET)	90	95 Q	59	95 S	51	95 Ycgi	88	84	89	94 Yci	83
TOP 2 BOX (SUBNET)	83	89 Q	46	90 S	36	90 Ycgi	80	75	83	90 Yc	70
7 – Completely agree	72	79 Q	38	79 S	23	80 Yci	68	66	74	77 Yc	62
6	11	10	8	11	13	10	12	9	9	12	8
5	7	6	14 P	6	16 R	5	8	9	6	5	13
4	4	2	8 P	2	9 R	2	3	10 XYh	4	3	9 XY
BOTTOM 3 BOX (NET)	6	3	33 P	3	40 R	3	9 Xh	6	7 h	2	8
3	2	1	12 P	1	13 R	1	4 Xh	2	2 h	-	-

BOTTOM 2 BOX (SUBNET)	4	1	21 P	1	27 R	2	5	3	5	2	8
2	1	1	6 P	1	8 R	1	2	1	1	1	3
1 – Do not agree at all	2	1	15 P	1	19 R	1	3	2	4	2	5

Q021. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements.

Base: Total respondents (n=1400)

Note: Letters denote statistically significant difference. For example, if there is a B then the result is significantly higher than the corresponding result in column B.

* Denotes less than 1%

Almost all Canadians agree that Amber Alerts are important for ensuring the safety of children (6 or 7 on a 7-point scale; 93%). Agreement is above 90% in almost all demographic groups, but is higher among women than men (95% vs. 91%). Those who have received an alert in the past 12 months are more likely to rate Amber Alerts highly for ensuring child welfare than those who have not received a past 12-month alert (96% vs. 80%), as are those who are satisfied with the NPAS (96% vs. 71% among those not satisfied).

Those in Ontario are less likely than those in Quebec and the Atlantic provinces to agree that Amber Alerts are important for child safety (91% vs. 96-98% respectively). This may be because Ontario receives a greater volume of province-wide alerts and thus may believe alerts are not as effective.

Table 4.3.1.b. Amber Alert importance for child safety

Amber Alert Importance for Child Safety	Total (A)	Gender		P12M Alerts		Satisfaction		Province/Region					
		Male (F)	Female (G)	Yes (P)	No (Q)	Yes (R)	No (S)	Quebec (X)	Ontario (Y)	B.C. (c)	Atlantic (g)	Prairies (h)	Terri- tories (i)
Base = actual	1400	707	693	1126	117	1146	82	325	457	175	176	221	46
TOP 3 BOX (NET)	97	96	98	99 Q	88	99 S	78	99 Yi	95	97	99 i	97	92
TOP 2 BOX (SUBNET)	93	91	95F	96 Q	80	96 S	71	96 Yi	91	93	98 Yi	93	84

7 – Completely agree	88	84	91F	90 Q	74	92 S	56	92 Yi	86	86	92i	86	74
6	6	7	5	6	6	4	15 R	5	5	7	6	7	10
5	4	5	2	3	8 P	2	7	2	4	4	1	4	8 g
4	1	1	1	*	5 P	*	9 R	*	2	1	*	*	6 Xgh
BOTTOM 3 BOX (NET)	2	2	1	1	7 P	1	13 R	1	3	1	1	2	2
3	1	1	1	*	3 P	*	4 R	-	1	1	-	1	-
BOTTOM 2 BOX (SUBNET)	1	1	1	1	4 P	*	9 R	1	1	*	1	1	2
2	*	*	-	*	-	*	-	*	*	-	1	-	-
1 – Do not agree at all	1	1	1	*	4 P	*	9 R	*	1	*	-	1	2

Q021. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements.

Base: Total respondents (n=1400)

* Denotes less than 1%

4.3.2 Reasons for Dissatisfaction with Amber Alerts

Respondents who were dissatisfied with Amber Alerts were asked to state the reason for their dissatisfaction. Among those who stated more than one reason, each reason was coded separately.

As outlined in Table 4.3.1.a, a minority (6%) of respondents stated that they were dissatisfied with Amber Alerts (1,2 or 3 on a 7-point scale). Among those who stated they were dissatisfied with Amber Alerts, one-third stated relevance (the alert did not apply to my area; 35%) as the primary cause of dissatisfaction with the system, followed by not receiving the alert at all (18%), and the alert waking them up (18%). Other stated reasons include:

- The volume was too loud (7%);
- They can't turn off alerts (7%);
- The alerts were not handled properly (e.g., disappears when you check your phone; 7%);
- The alert came at an inconvenient time (5%);
- The alert was useless (e.g., not informative enough, should provide photos; 5%);

- The alert tone was unpleasant (4%);
- They want to be able to choose alerts they get (4%);
- There are not enough alerts (4%);
- There is a time lapse between event and alert (4%);
- They received an alert multiple times (3%);
- They did not want to receive alerts (3%);
- They believe people use the system to prank (1%);
- The alert evoked a reaction (e.g., fear; 1%).

Table 4.3.2.a. Reasons for dissatisfaction with Amber Alerts

Reasons for Dissatisfaction with Amber Alerts	Total (A)
Base = actual	89
ANY (NET)	98
The alert did not apply to my area	35
The message in the alert was not clear	-
The alert woke me up	18
I received the same alert multiple times	3
The volume was too loud	7
The tone was unpleasant	4
The alert was not sent in my preferred official language	-
I want to be able to choose which alerts I get	4
Privacy concerns	-
I can't turn off the alerts	7
The alert was not accessible. (i.e. it did not accommodate my disability)	-
I did not want to receive these alerts	3

Alert provoked a reaction (i.e. fear or panic)	1
I don't receive any alerts	18
There is not enough distribution of the amber alert/should be more of them	4
Time lapse (i.e. brings it up 48 hours after the fact)	4
Not handled properly (i.e. don't know what to do with the information, disappears when you check your phone)	7
Useless (i.e. not informative, should include photos)	5
Inconvenience/inconvenient time	5
People use it to prank/fraudsters do the same	1
I am satisfied	2
Other	1
Don't know	2

Q022. Why were you not satisfied with the way Amber alerts were distributed?

Base: Total respondents (n=89)

4.3.3 Potential to Opt-out of Amber Alerts

Despite some Canadians stating they were dissatisfied because Amber Alerts did not apply to their region, most Canadians (79%) believe Amber Alerts should be issued province-wide or territory-wide (6 or 7 on a 7-point scale).

Further, the majority (86%) believe that Amber Alerts should be received by everyone, even if they are an inconvenience (6 or 7 on a 7-point scale). A small but not insignificant number (16%) believe that you should be able to opt out of Amber Alerts (6 or 7 on a 7-point scale).

Table 4.3.3.a. Regional Amber Alerts

Amber Alerts should be issued province-wide or territory-wide	Total (A)
Base = actual	1400
TOP 3 BOX (NET)	86

TOP 2 BOX (SUBNET)	79
7 – Completely agree	72
6	6
5	8
4	4
BOTTOM 3 BOX (NET)	9
3	3
BOTTOM 2 BOX (SUBNET)	6
2	3
1 – Do not agree at all	4

Q021. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements.

Base: Total respondents (n=1400)

Table 4.3.3.b. Mandatory Amber Alerts

Amber Alerts should be received by everyone even if they are an inconvenience	Total (A)
Base = actual	1400
TOP 3 BOX (NET)	91
TOP 2 BOX (SUBNET)	86
7 – Completely agree	78
6	7
5	6
4	3
BOTTOM 3 BOX (NET)	6

3	2
BOTTOM 2 BOX (SUBNET)	5
2	2
1 – Do not agree at all	3

Q021. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements.

Base: Total respondents (n=1400)

Table 4.3.3.c. Potential to opt-out of Amber Alerts

You should be able to opt out of Amber Alerts	Total (A)
Base = actual	1400
TOP 3 BOX (NET)	23
TOP 2 BOX (SUBNET)	16
7 – Completely agree	14
6	3
5	6
4	4
BOTTOM 3 BOX (NET)	73
3	4
BOTTOM 2 BOX (SUBNET)	69
2	8
1 – Do not agree at all	61

Q021. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements.

Base: Total respondents (n=1400)

Appendix A: Methodology

5.1 Methodological Overview

Survey Administration

A telephone survey was conducted among 1,400 Canadians age 16 years and older who had a wireless device connected to a wireless service provider. Interviews were conducted using random digit dialling (RDD) for cell phone numbers.

A pre-test consisting of 10 completed English interviews and 10 completed French interviews was undertaken on April 15, 2020. Changes were made to question wording for clarity and to reduce survey length. As a result, these interviews were excluded from the final data set. The survey was in field from November 26 to December 13, 2020.

To allow for regional analyses, regional quotas were also set as follows:

Table 5.1.1.a: Survey quotas

Region	Quotas
Territories	50
BC	175
Prairies	225
Ontario	450
Quebec	325
Atlantic	175
Total	1400

Survey data were weighted using the 2016 Census statistics with regard to region, age, and gender. Further details about the methodology follow.

Pre-test

A pre-test was undertaken on April 15 obtaining 10 English and 10 French completed interviews. The results were reviewed to ensure the survey was working as expected and that the questions were being interpreted as expected. Based on the results of the pre-test, changes were made to question wording and as such the results of the 20 completes were not included in the final data set.

Sample Design and Selection

The sample consisted of a national random probability sample of cell phone numbers. The target population was Canadians who own a wireless device that is serviced by a WSP, aged 16 and over. Kantar utilized random digit dialling (RDD) for the sample frame that included cell phone numbers. The RDD approach ensures that all cell numbers are given an equal probability of being selected thereby minimizing sampling bias. Random sampling also provides representation among subscribers to various WSPs, Indigenous communities, Anglophone and Francophone markets, and a variety of demographics including age, gender, education and disability.

Survey Administration

The telephone survey was conducted using computer assisted telephone interviewing (CATI) technology. CATI ensures the interview flows as it should with pre-programmed skip patterns. It also controls responses to ensure appropriate ranges and data validity. Sample is imported directly into the survey to ensure accurate recording of sample variables such as region. The system also controls automated scheduling and call-backs to ensure all appointments are adhered to.

Surveys were conducted in English or French as chosen by the respondent. Interviewing was conducted by fully trained interviewers and supervisors. A minimum of five per cent of all interviews were independently monitored and validated in real time.

All participants were informed of the general purpose of the research, they were informed of the sponsor and the supplier and that all of their responses would be confidential.

Margin of Errors

A sample of 1,400 members of the general population 16 years and older will provide us with a confidence interval of +/-2.6%, 19 times out of 20.

Weighting

Data were weighted by region, age and gender using 2016 Census Data.

Table 5.1.1.b. 2016 Census data by region, age, gender

Region	Age	Gender	Population (N)	Population (%)
Atlantic	18-34	Male	222,130	0.79
		Female	223,220	0.79
	35-54	Male	307,195	1.09
		Female	328,985	1.17
	55+	Male	392,955	1.40
		Female	441,700	1.57
Quebec	18-34	Male	848,250	3.02
		Female	842,360	3.00
	35-54	Male	1,098,175	3.90
		Female	1,097,760	3.90
	55+	Male	1,259,920	4.48
		Female	1,434,415	5.10
Ontario	18-34	Male	1,488,215	5.29
		Female	1,483,160	5.27
	35-54	Male	1,791,645	6.37
		Female	1,916,435	6.81
	55+	Male	1,904,450	6.77
		Female	2,182,830	7.76
Prairies	18-34	Male	782,730	2.78
		Female	762,790	2.71
	35-54	Male	874,845	3.11
		Female	870,205	3.09
	55+	Male	803,335	2.86
		Female	877,060	3.12
BC & Territories	18-34	Male	524,675	1.87
		Female	517,040	1.84
	35-54	Male	627,710	2.23

	Female	668,600	2.38
55+	Male	734,570	2.61
	Female	815,140	2.90
Total		28,122,500	100.00

Response Rate

A total of 16,001 Canadian phone numbers were dialed, of which n=1400 completed the survey. The overall response rate achieved for the study was 4.1%. The following table outlines the sample disposition and response rate as per the MRIA guidelines.

Table 5.1.1.c: Response rate calculation

	Total
Total Numbers Attempted	16001
Invalid	1196
Not in service	609
Fax/modem	39
Business/non-residential	548
Unresolved (U)	8631
Busy	137
No answer	1625
Answering machine	6869
Unresolved (IS)	5569
Language problem/illness, incapable	48
Selected respondent not available	2587
Refusal	2884
Qualified respondent break-off	50
In-scope - Responding units (R)	605

Quota Full	76
Other disqualify - No Device not paid by employer (NWT/NU/YK only)	0
Other disqualify - Occupation	229
Completed interviews	300
Response Rate = $R/(U+IS+R)$	4.1%

Non-response Bias

The response rate for this survey was 4.1%. In order to maximize response Kantar undertakes the following:

- A minimum of 8 callbacks were made before retiring a number.
- Call backs are rescheduled at different times and days in order to maximize the possibility of an answer.
- Appointments and call backs are offered at flexible times so respondents may take the survey at the most convenient time.

Tabulated Data

Detailed tables are included under separate cover.

Appendix B: Survey Instrument

Q001 - INTRO_LANG: INTRO_LANGUAGE

Single coded

Not back

Hello/Bonjour my name is INSERT NAME, from Kantar. We are currently conducting a survey on behalf of the Government of Canada on the national public alerting system.

Your participation in this survey is voluntary. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. The information collected will be used to inform and develop public policy. This survey will take about 10 minutes to complete.

(INTERVIEWER NOTE: If needed arrange for a call back in the preferred language – English or French)

Normal

- 1 English
- 2 Français

Scripter notes: [IF ASKED: Kantar is a professional research company hired by the Government of Canada to conduct this survey]

[IF ASKED: Kantar privacy policy can be found at <http://www.tnscanada.ca/privacy-policy.html>]

[If NECESSARY: Should you wish to verify the legitimacy of this survey you may contact Carole Adam at carole.adam@kantar.com]

B001 - SCR: SCREENING

Begin block

Q002 - AGE: AGE

Numeric

[Not back | Min = 16 | Max = 99](#)

Can you please tell me your age?

DK/REFUSED

Scripter notes: TERMINATE IF 15 OR UNDER

ASK IF Q002=DK/REFUSED

Q002b – Age_Band: Age Band

Single coded

[Not back | Dummy](#)

For classification purposes, could you tell me whether your age is:

READ LIST

Normal

- 1 15 or under (TERMINATE)
- 2 Between 16 and 34
- 3 Between 35 and 54
- 4 Between 55 and 69
- 5 70 or older
- 6 REFUSED (DO NOT READ)

Scripter notes: TO BE AUTOCODED THROUGH SAMPLE
TERMINATE IF REFUSED OR 15 AND UNDER

[Not back | Dummy](#)

And, which province/territory do you live in?

READ LIST IF NECESSARY

Normal

- | | |
|----|---------------------------|
| 1 | Newfoundland and Labrador |
| 2 | Nova Scotia |
| 3 | Prince Edward Island |
| 4 | New Brunswick |
| 5 | Quebec |
| 6 | Ontario |
| 7 | Manitoba |
| 8 | Saskatchewan |
| 9 | Alberta |
| 10 | British Columbia |
| 11 | Northwest Territories |
| 12 | Nunavut |
| 13 | Yukon |
| 14 | Prefer not to answer |

**Scripter notes: TO BE AUTOCODED THROUGH SAMPLE
TERMINATE IF PREFER NOT TO ANSWER**

Not back

Do you have your own cell phone, smartphone or other wireless device that is connected to a Wireless Service Provider?

IF ASKED: Wireless devices are tablets that have active sim cards or wireless contracts.
IF ASKED: Connected to a wireless service provider means receiving service from a provider like Bell, Rogers, Telus, etc.

Normal

- 1 Yes
- 2 No – TERMINATE
- 3 Don't know - TERMINATE

B002 - NPAS: NPAS BLOCK

Begin block

Q005 - NPAS_AWARE: NPAS AWARENESS

Matrix

[Not back](#) | [Number of rows: 3](#) | [Number of columns: 3](#)

Today I would like to talk to you about the National Public Alerting System. This system is called Alert Ready. This system is the official emergency alerting system of Canada and is responsible for delivering critical alerts of imminent threats to life to all Canadians through television, radio, and LTE or 4G compatible wireless devices such as cellphones.

Prior to today were you aware that...?

READ EACH STATEMENT AND PAUSE FOR ANSWER AFTER EACH ITEM BEFORE PROCEEDING
(RECORD Yes, No or Don't know)

IF ASKED ABOUT LTE: LTE is a type of network connectivity that increases the speed and capacity of wireless data networks. It is available on most smartphones.

INSTRUCTION TO INTERVIEWER LTE OR 4G ARE TYPES OF CELL PHONE NETWORKS AVAILABLE IN CANADA

Rows: | Columns: Normal

Rendered as Dynamic Grid

	Yes	No	Don't know
Canada has a national emergency alerting system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your cellphone can receive emergency alerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You can only receive emergency alerts from a compatible cellphone if it's connected to LTE, 4G or newer type of network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In Canada, receiving emergency alerts is mandatory on cellphones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q033 - P12M_ALERT_TYPES: ALERT TYPES RECEIVED IN THE PAST 12 MONTHS

Multi coded

[Not back](#) | [Min = 1](#)

In the past 12 months, which of the following do you recall receiving emergency alerts on?

PAUSE BETWEEN ITEMS FOR A YES

Random

- | | |
|-----|--|
| 1 | TV |
| 2 | Radio |
| 3 | Cellphone |
| 4 | Somewhere else |
| 998 | None of the above <i>*Fixed *Exclusive</i> |

Q007B - LVL_imp:LEVEL OF IMPORTANCE OF ALERTS FOR CANADA AND WPA

Matrix

[Not back](#) | [Number of rows: 8](#) | [Number of columns: 7](#)

On a scale of 1 to 7 where 1 is not at all important and 7 is very important, how important do you think the following are?

[Rows: Normal](#) | [Columns: Normal](#)

[Rendered as Dynamic Grid](#)

	1 – Do not agree at all	2	3	4	5	6	7 Completely agree
Canada has a National Public Alerting System	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canada's national public alerting system includes alerts to cell phones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q008 - ALERT_TYPES_LVL_IMP: LEVEL OF IMPORTANCE BY ALERT TYPE

Matrix

[Not back](#) | [Number of rows: 8](#) | [Number of columns: 3](#)

National alerting systems are designed to include a number of different types of alerts. Which of the following do you think are included in Canada's National Public Alerting System?

[IF NECESSARY] Please indicate yes, no, or don't know.

[Rows: Random](#) | [Columns: Normal](#)

[Rendered as Dynamic Grid](#)

	Yes	No	Don't know
Forest Fires, tornados or chemical spills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boil water or air quality advisories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amber alerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q011 - NPAS_SAT_OVERALL: OVERALL SATISFACTION WITH NPAS

Single coded

Not back

On a 7 point scale where 1 is not at all satisfied and 7 is very satisfied, how satisfied are you with Canada's National Public Alerting System, overall?

Normal

1	1 – Not at all satisfied
2	2
3	3
4	4
5	5
6	6
7	7 – Very satisfied
999	Don't know *Fixed *Exclusive

B002 - NPAS: NPAS BLOCK**End block****B003 - WPA: WIRELESS PUBLIC ALERTS BLOCK****Begin block**

ASK Q013 IF Q005=Yes to (2) You can receive emergency alerts through your cellphone

Q013 - INFO_SOURCE: INFORMATION SOURCE THAT MADE THEM AWARE

Multi coded

[Not back | Min = 1](#)

How did you first become aware that you could receive cell phone alerts?

DO NOT READ

Normal

- 1 Alert Ready Website
- 2 Friends and family
- 3 Notified by wireless service provider
- 4 Online
- 5 Pelmorex/Weather Network
- 6 Radio
- 7 Read or heard about it on the news
- 8 Received an alert
- 9 Social media
- 10 TV
- 996 Some other way(specify): *Open *Fixed

Q035 - LVL_AGREE: LEVEL OF AGREEMENT ON VARIOUS STATEMENTS

Matrix

[Not back | Number of rows: 8 | Number of columns: 7](#)

Now, I am going to ask you a few questions about the emergency alerts that are sent to your cell phone. Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

[Rows: Random | Columns: Normal](#)

Rendered as Dynamic Grid

	1 – Do not agree at all	2	3	4	5	6	7 Completely agree
Cell phone alerts are a good feature of the national public alerting system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The alerts that I have received are relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have received too many cell phone alerts in the past 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The alerts sent to my cell phone were clear and easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like the option to not receive cell phone alerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I received the cell phone alerts in my official language of choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Testing of alerts to cell phones happen at least twice per year and that amount is just right	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Scripter notes: ONLY SHOW THESE OPTIONS IF Q033 P12M_ALERT_TYPES = 3(CELL PHONE):

- The alerts that I have received are relevant to me
- The alerts were clear and easy to understand
- I would like the option to not receive cell phone alerts

Ask only if Q033 P12M_ALERT_TYPES = 3(CELL PHONE)

Q018 - LVL_SAT_WPA: LEVEL OF SATISFACTION WITH WPA ALERTS

Single coded

Not back

On a 7 point scale where 1 is not at all satisfied and 7 is very satisfied, how satisfied are you with the alerts that have been sent to your cell phone?

Normal

1	1 – Not at all satisfied	1 – No
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7 – Very satisfied	7 – Ve

Ask only if Q018 - LVL_SAT_WPA,1,2,3

Q019 - WHY_DISSATISFIED: WHY DISSATISFIED WITH ALERTS

Multi coded

[Not back](#) | [Min = 1](#)

Why were you unsatisfied?

DO NOT READ - INTERVIEWER TO CODE

[Normal](#)

- 1 The alert did not apply to my area
- 2 The message in the alert was not clear
- 3 The alert woke me up
- 4 I received the same alert many times
- 5 The volume was too loud
- 6 The alert was not sent in my preferred official language
- 7 I want to be able to choose which alerts I get
- 8 Privacy concerns
- 9 I can't turn off the alerts
- 10 The alert was not accessible. i.e., it did not accommodate my disability
- 11 Alert evoked a reaction (i.e. fear or panic)
- 12 I did not want to receive these alerts
- 996 Other (specify): **Open *Fixed*

B003 - WPA: WIRELESS PUBLIC ALERTS BLOCK

End block

B004 - AMBER: AMBER ALERTS BLOCK

Begin block

Q020 - AMBER_AWARE: AMBER ALERT AWARENESS

Single coded

[Not back](#)

An Amber alert is issued when a child has been abducted and it is believed that their life is in grave danger. An Amber alert provides the public with immediate and up-to-date information about the abduction and solicits the public's help in the safe and swift return of the child.

Q021 - AMBER_SAT: AMBER ALERT SATISFCATION

Matrix

[Not back | Number of rows: 6 | Number of columns: 7](#)

Using a scale of 1 to 7 where 1 is do not agree at all and 7 is completely agree, please rate the extent to which you agree or disagree with the following statements

[Rows: Random | Columns: Normal](#)[Rendered as Dynamic Grid](#)

	1 - Do not agree at all	2	3	4	5	6	7 - Completely agree
Amber alerts are important for ensuring the safety of children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amber alerts should be received by everyone even if inconvenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with Amber alerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All Amber alerts should be issued province or territory-wide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I should be able to stop receiving Amber alerts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if **Q021 (3)** 1,2,3

Q022 - AMBER_WHY DISSATISFIED: WHY DISSATISFIED WITH AMBER ALERTS

Open

Not back

Why were you not satisfied with the way Amber alerts were distributed?

DO NOT READ LIST – PROBE UNTIL NO FURTHER COMMENTS
INTERVIEWER TO CODE – SELECT ALL MENTIONS
IF CLARITY NEEDED FOR RESPONDENT- “In the previous question you rated “I am satisfied with Amber alerts” as 1-3- do not agree”

Normal

- 1 The alert did not apply to my area
- 2 The message in the alert was not clear
- 3 The alert woke me up
- 4 I received the same alert multiple times
- 5 The volume was too loud
- 6 The tone was unpleasant
- 7 The alert was not sent in my preferred official language
- 8 I want to be able to choose which alerts I get
- 9 Privacy concerns
- 10 I can't turn off the alerts
- 11 The alert was not accessible. i.e., it did not accommodate my disability
- 12 I did not want to receive these alerts
- 13 Alert provoked a reaction (i.e. fear or panic)
- 996 Other (specify): **Open *Fixed*
- 999 Don't know **Fixed *Exclusive*

B004 - AMBER: AMBER ALERTS BLOCK

End block

B007 - DEMO: DEMOGRAPHICS

Begin block

The following questions are for classification purposes only

Q029 - GEN: GENDER

Single coded

[Not back](#)

Record Gender

DO NOT READ

[Normal](#)

- | | |
|---|--------|
| 1 | Male |
| 2 | Female |

Q: Indigenous person

Single coded

[Not back](#)

Do you self-identify as Indigenous, that is, First Nations, Métis, or Inuit?

INTERVIEWER INSTRUCTION: Métis: PRONOUNCED 'MAY-TEE'

[Normal](#)

- | | |
|---|----------------------|
| 1 | Yes |
| 2 | No |
| 3 | Don't know |
| 4 | Prefer not to answer |

Not back

Do you consider yourself to currently have any disabilities that affect your ability to properly receive alerts, and if so, what are those?

DO NOT READ

Normal

- 1 No
- 2 Hearing
- 3 Visual
- 4 Cognitive (such as various learning disabilities)
- 5 Emotional or psychological (such as PTSD, depression)
- 6 Mobility (such as paraplegic)
- 7 Other health problems or conditions (such as heart condition)
- 8 Prefer not to answer

Not back | Personal data

And finally, can you please tell me the first three characters of your postal code?

Scripter notes: ADD A REFUSED OPTION.

End Display

Text

Not back

Thank you for your time today. If you would like more information about Canada's alerting system you can visit <https://www.alertready.ca/>. The results, once compiled, can be found on the Library and Archives website.

[IF ASKED: at <https://www.bac-lac.gc.ca/eng/porr/Pages/porr.aspx/>].