

CTA U.S. Adult Emergency Alert Survey 2023

October 2023

Executive Summary

On Wednesday, October 4 at 2:20 PM EST, the Federal Emergency Management Agency (FEMA) in participation with the Federal Communications Commission (FCC) conducted the nationwide test of the Emergency Alert System (EAS) and Wireless Emergency Alerts (WEA). The goal of this test was to ensure that the system continues to be a successful means of communicating emergency information with the public.

Key Findings

- Nine in ten (95%) or 245 million U.S. adults received/heard the October 4 emergency alert via their phone. Specifically, 92% of U.S. Adults (237 million) indicated they received the alert through their smartphone.
- Fifteen percent (15%) of U.S. adults, or 39 million, received/heard the alert through their Television (via. Cable, live streaming, or using an antenna or over-the-air).
- Six percent (6%) of U.S. adults reported they received/heard the alert via radio. Specifically, 5% heard the alert on FM radio and 1% (3 million) reported hearing on AM radio.

Base: U.S. Adults N=800; Q: In which of the following ways, if any, did you receive/hear the emergency alert on Wednesday, October 4? Select all that apply. Note: Answers will equal over 100% as respondents were allowed to select multiple methods of receiving/hearing the alert.

Research Objectives

CTA conducted this research to understand the method for how U.S. Adults received/heard the Emergency Alert on October 4, 2023.

Research Methodology

CTA's Recap of Emergency Alert Systems was administered as an online survey among 800 U.S. Adults (aged 18 plus) from October 4 to October 6, 2023.

As is common practice in survey research, incoming participant respondents were screened and balanced using quotas to reflect the known demographics of the study population based on age, gender, race and geographic region.

As a result, **data can be generalized to 258 million U.S. adults** (ages 18-plus), per the U.S. Census Bureau's [2021 American Community Survey](#) (one-year estimates published September 2022).

The margin of sampling error at 95% confidence for aggregate results is +/-3.5%. Sampling error is larger for subgroups of the data. As with any survey, sampling error is only one source of possible error. Precautionary steps were taken in all phases of the survey design and the collection and processing of the data to minimize its influence because non-sampling errors cannot be accurately calculated.

Due to rounding, numbers presented throughout the report may not add up precisely to the totals and percentages.

CTA designed this study in its entirety and is responsible for all content contained in this report. CTA is a member of the Insights Association (IA) and adheres to the research and analysis guidelines set forth in the MRA Code of Marketing Research Standards and CASRO Code of Standards and Ethics.

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