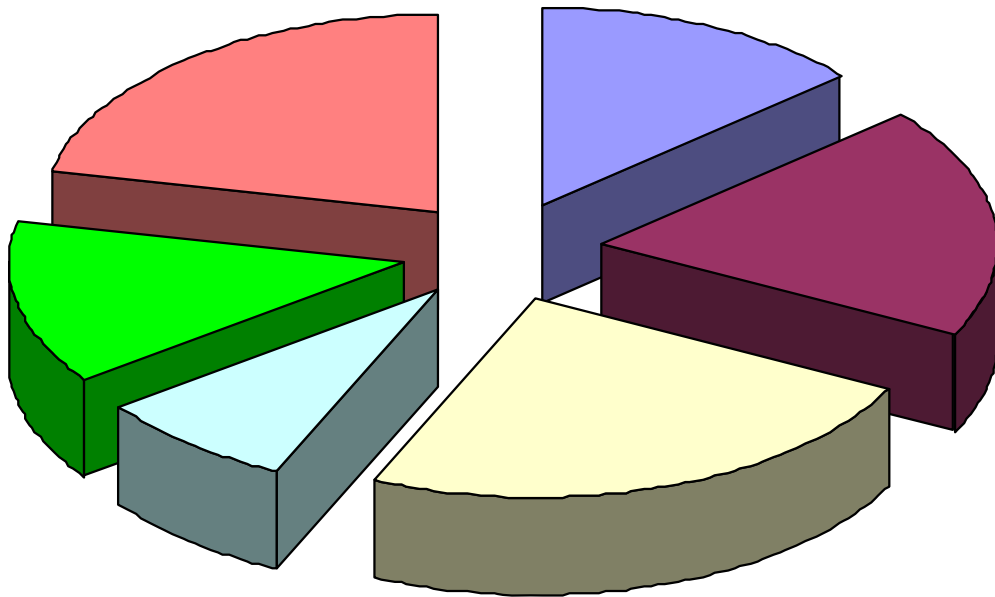


# CENTRAL MASS MOSQUITO CONTROL PROJECT

[www.cmmcp.org](http://www.cmmcp.org)



## RESIDENT SURVEY

# 2010

## **INTRODUCTION**

Member residents request assistance from the menu of services offered to them by CMMCP. Requests for adulticiding (spraying) and larval control are the most common forms of service requests we receive. We accept these requests through a variety of means, primarily by telephone, but increasing more by the online service request form from the CMMCP website. Additional methods include personal visits to our office, phone calls on behalf of residents from town and/or state officials, and direct requests to our field staff. The CMMCP Commission requested a survey of resident who received service in 2010 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005, 2007, 2008 and 2009. After compiling these results, we find that a majority of residents in our service area were satisfied with our control efforts and methods, which mirrors our results from previous years.

## **SURVEY METHODOLOGY**

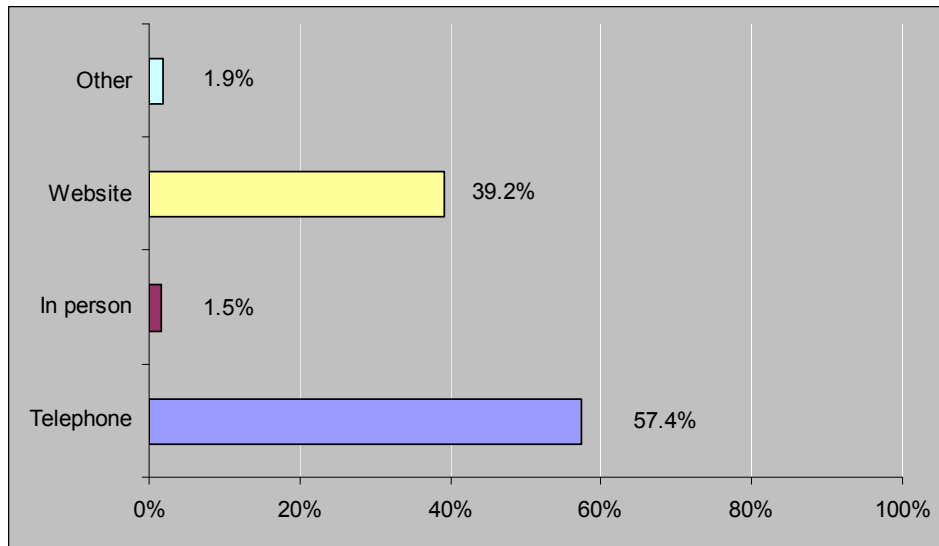
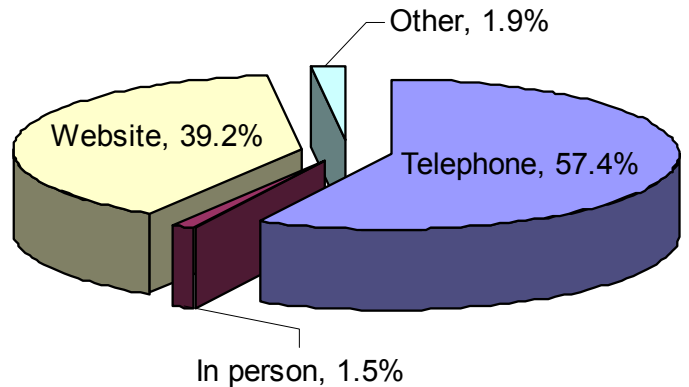
In 2010 we received 11,117 requests for service, ranging from adulticiding to larval control, a 22.5% decrease in service requests from 2009. 6,593 adulticiding calls were filtered (multiples removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2010. These towns were then graphed to show which towns had the most calls. Each town was assigned a percentage according to this data. This percentage would determine the number of postcards sent to each town from the overall total. The CMMCP Commission decided again that 1,500 postcards would be a representative sample of the service calls received this year (this is an increase of 500 over the first 3 surveys but the same as 2009). The survey was designed to be as easy as possible for residents to access and complete. An online survey was created through SurveyMonkey®, and the postcards would include unique identifiers that the residents would use. The postcards contained a blind weblink to the survey so that unauthorized users would not be able to participate in the survey. Information such as how they contacted us, were the office and field staff helpful and informative, how long did they wait for service, was the service provided effective, and their overall satisfaction was measured. This study uses the same methodology as all previous resident surveys.

From 1,500 postcards mailed, 264 responses were received (18%). The results are outlined in this report.

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**1). In your most recent experience, how did you contact the Central Mass. Mosquito Control Project?**

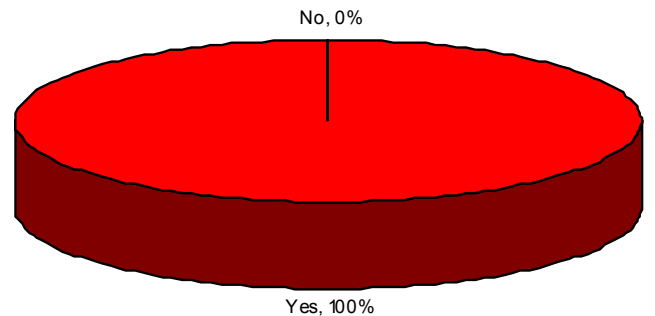
	Number	Percent
Telephone	151	57.4%
Website	103	39.2%
In person	4	1.5%
Other	5	1.9%
Total	263	



**Comments:** the website compares closely to the phone system as the most popular method of reaching our staff.

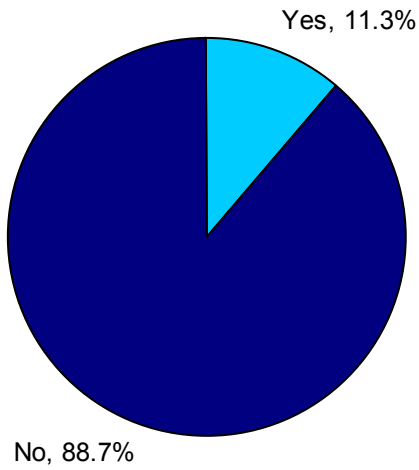
**2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?**

	Number	Percent
Yes	166	100%
No	0	0%
Total	166	

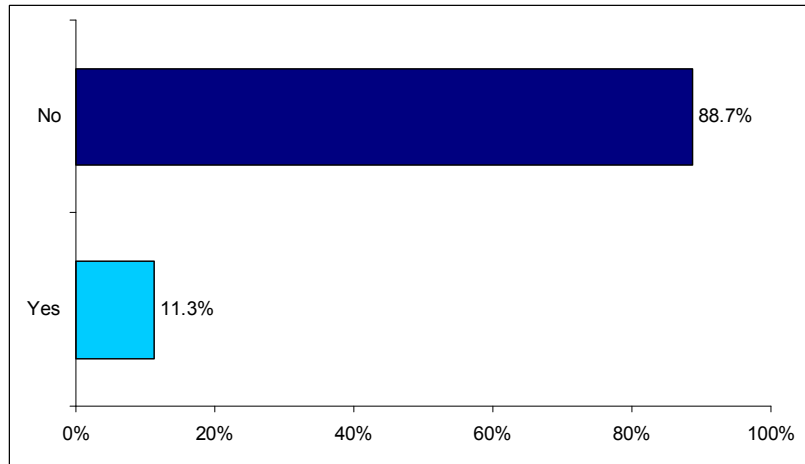


**Comments:** communication from the operators of the telephone system is clear and effective.

**3). If by telephone, did you experience difficulty reaching our staff?**



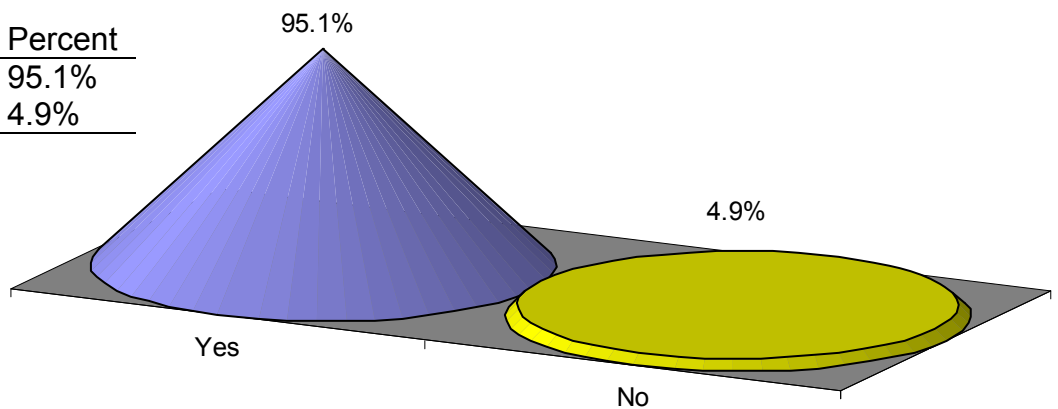
	Number	Percent
Yes	18	11.3%
No	141	88.7%
Total	159	



**Comments: nearly 89% of residents polled did not experience any problems reaching our staff through the current system.**

**4). If through the website or e-mail, did you find the information you needed in a satisfactory manner?**

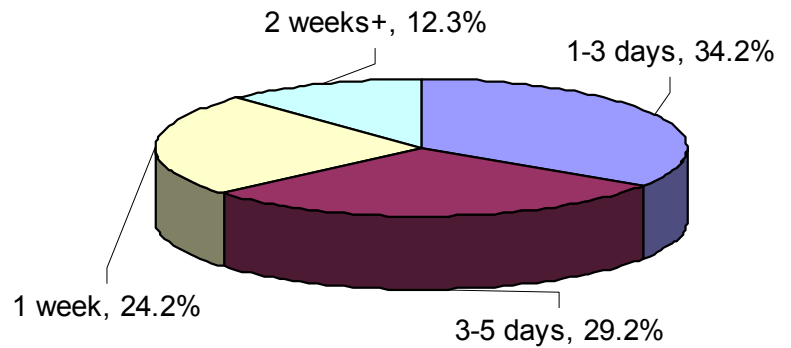
	Number	Percent
Yes	136	95.1%
No	7	4.9%
Total	143	



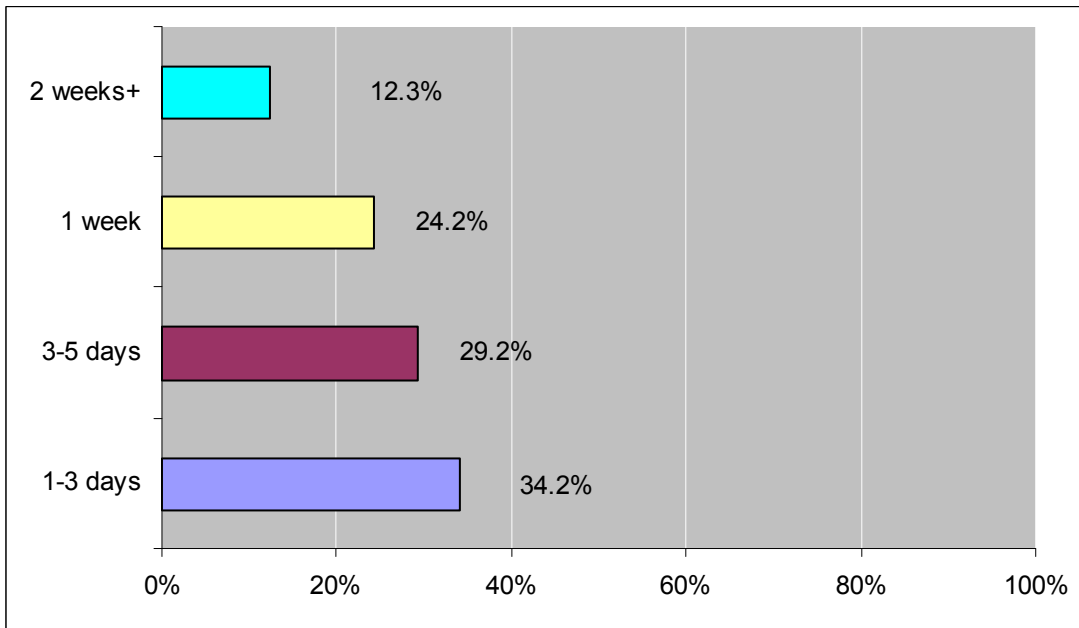
**Comments: nearly all respondents found the information they required on the website without difficulty.**

5). Please give the approximate time you waited for service from your initial request:

	Number	Percent
1-3 days	89	34.2%
3-5 days	76	29.2%
1 week	63	24.2%
2 weeks+	32	12.3%
Total	260	



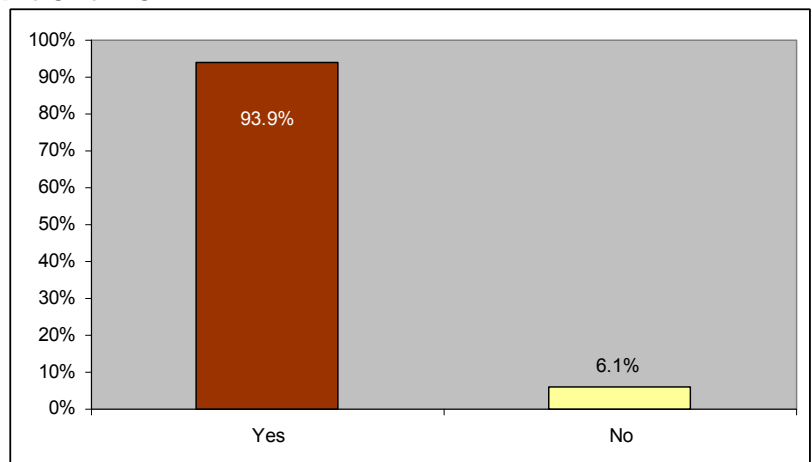
Comments: 87.6% were serviced within one week or less.



6). Did you find our response from your initial request to when you received service within a reasonable amount of time?

	Number	Percent
Yes	247	93.9%
No	16	6.1%
Total	263	

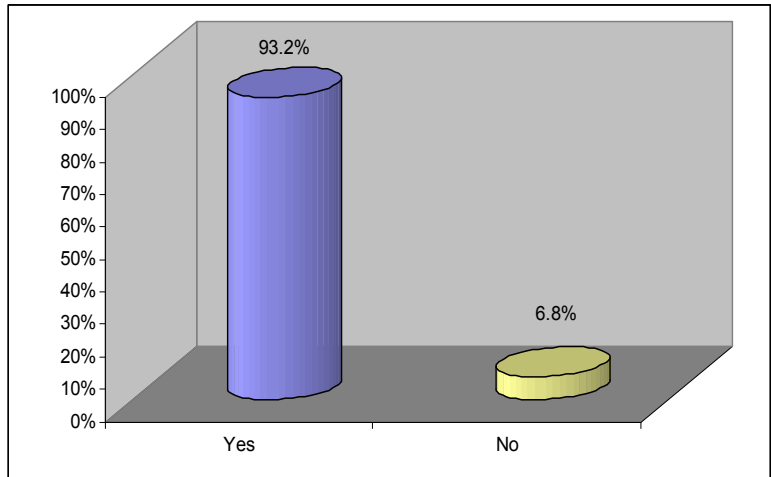
Comments: a majority thought that the response time was reasonable.



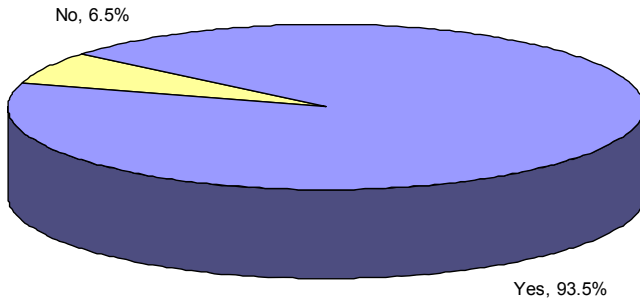
**7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?**

	Number	Percent
Yes	220	93.2%
No	16	6.8%
Total	236	

**Comments:** Our staff projects a positive and professional image to the public. Of the respondents that said no, many stated they did not speak to a rep. from CMMCP



**8). Were your questions and concerns answered by the Technician to your satisfaction?**



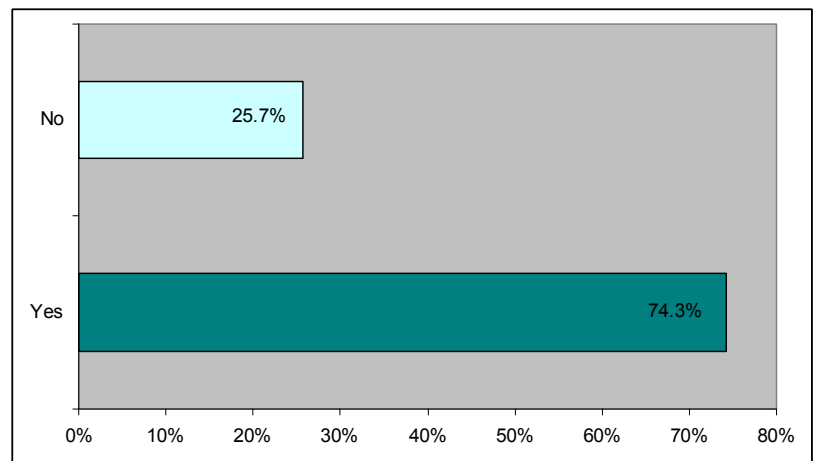
	Number	Percent
Yes	215	93.5%
No	15	6.5%
Total	230	

**Comments:** most residents polled thought our Technicians answered their questions to their satisfaction.

**9). Did you receive any written information (pamphlets, etc.) from our representative?**

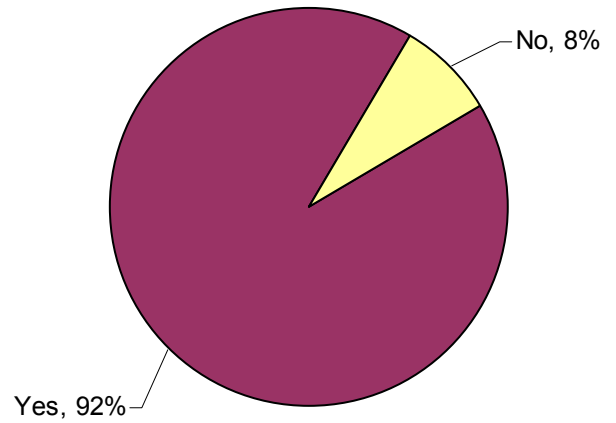
	Number	Percent
Yes	188	74.3%
No	65	25.7%
Total	253	

**Comments:** more residents reply receiving our written information and this number is improving.



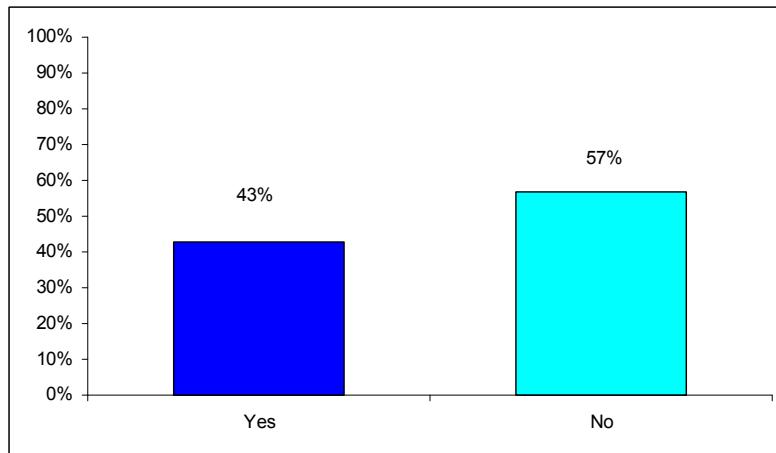
**10). Did you find this information useful?**

	Number	Percent
Yes	184	92%
No	16	5%
Total	200	



**Comments: our written PR material is useful to residents when they receive it.**

**11). Did you request service more than once in 2010?**

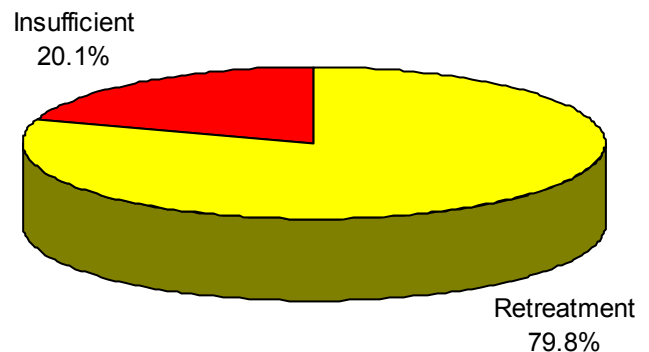


	Number	Percent
Yes	111	43%
No	147	57%
Total	258	

**Comments: less than 1/2 of our service calls are repeat calls according to the residents polled.**

**12). If you requested additional service in 2010, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?**

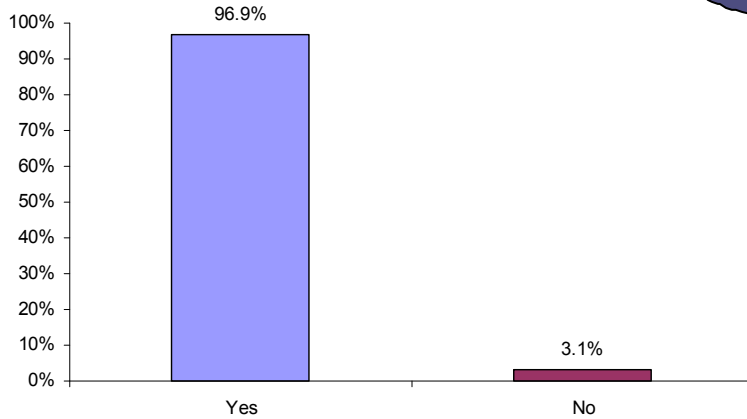
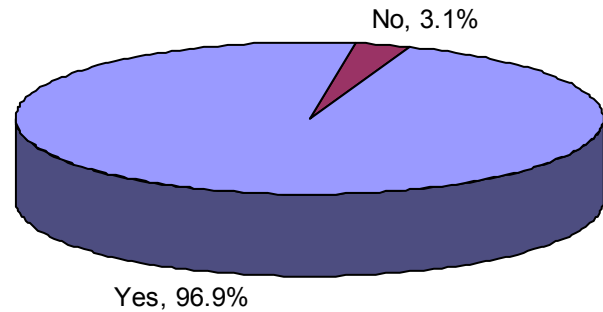
	Number	Percent
Retreatment	103	79.8%
Insufficient	26	20.1%
Total	129	



**Comments: over 3/4 of our repeat calls are for additional service, not because the first application didn't meet their needs.**

**13). Would you/did you recommend our service to others in the future?**

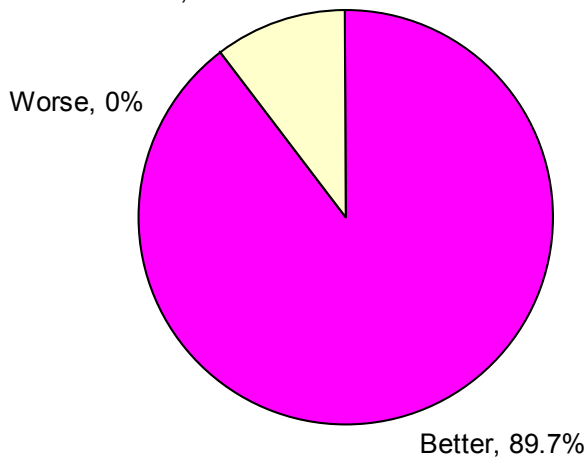
	Number	Percent
Yes	253	96.9%
No	8	3.1%
Total	261	



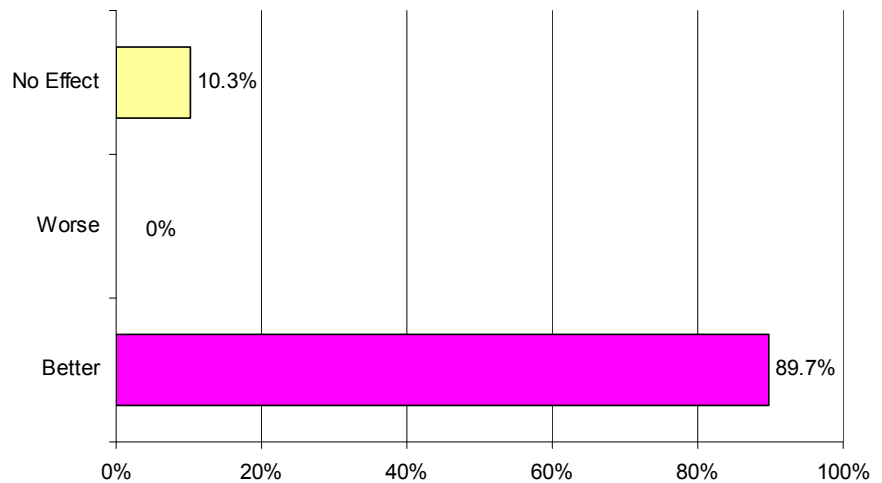
**Comments: nearly all residents polled would recommend our services to others.**

**14). In your opinion, did our application made your area better, worse, or had no effect?**

No Effect, 10.3%



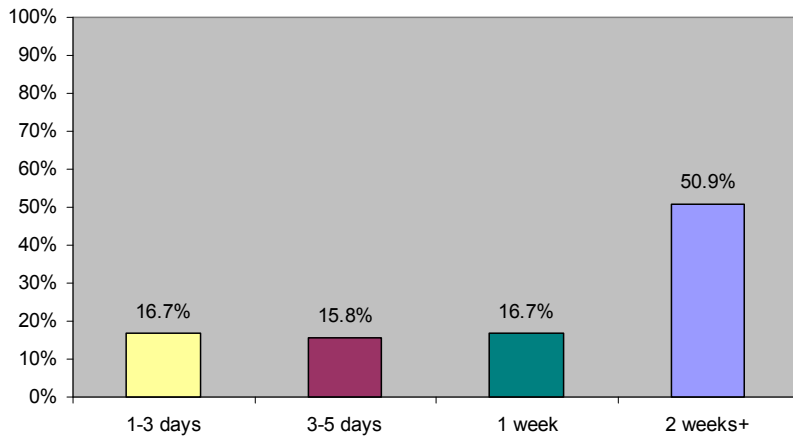
	Number	Percent
Better	235	89.7%
Worse	0	0%
No Effect	27	10.3%
Total	262	



**Comments: nearly all residents received relief from mosquitoes, and these numbers are in improvement over 2009.**



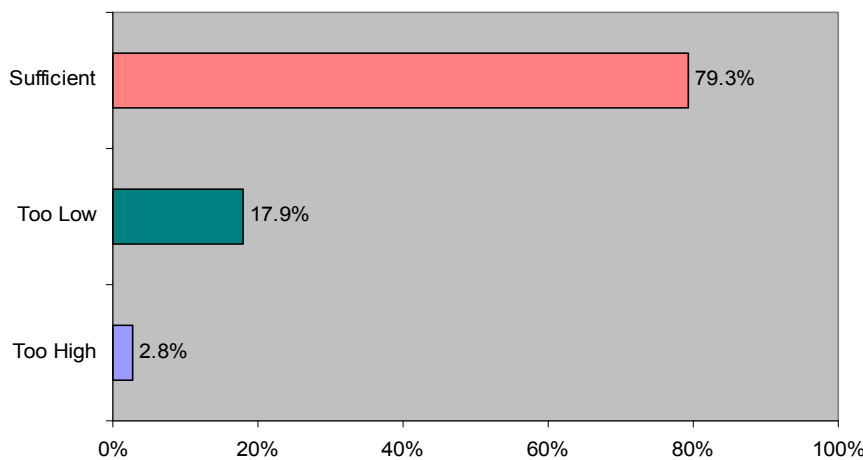
15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?



	Number	Percent
1-3 days	38	16.7%
3-5 days	36	15.8%
1 week	38	16.7%
2 weeks+	116	50.9%
Total	228	

Comments: 2/3 of residents polled reported relief of 1 week or more, 51% report more than 2 weeks of relief.

16). On average, our services cost \$2.00 – \$4.00 per person each year (withheld from local aid rec'd from the State). In your opinion, is this amount too high, too low, or sufficient?

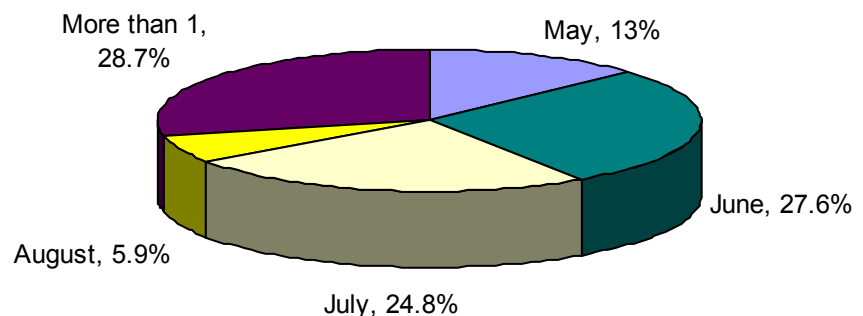


	Number	Percent
Sufficient	199	79.3%
Too Low	45	17.9%
Too High	7	2.8%
Total	251	

Comments: most residents are satisfied with the assessments paid from local taxes for our services.

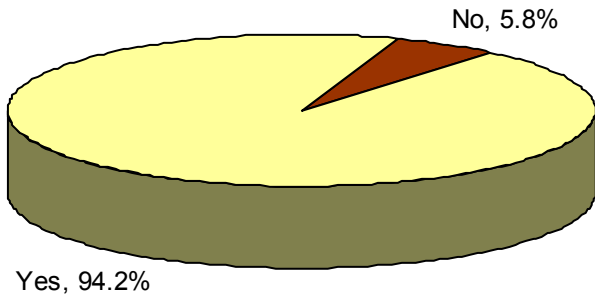
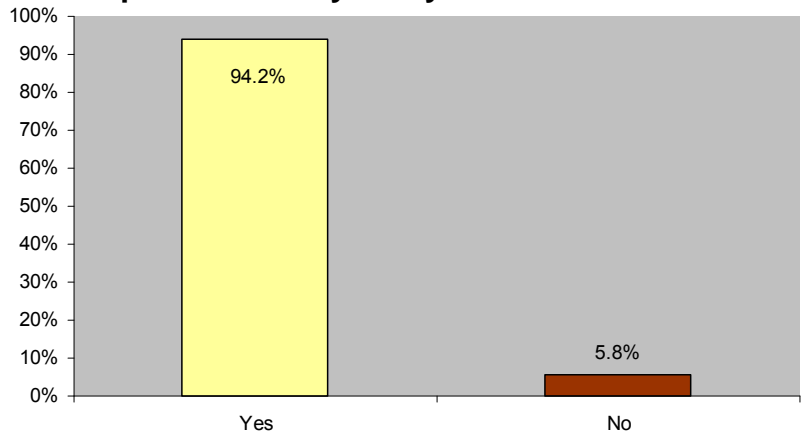
17). In which month or months do you recall receiving service?

	Number	Percent
May	33	13%
June	70	27.6%
July	63	24.8%
August	15	5.9%
More than 1	73	28.7%
Total	254	



**18). Overall, are you happy with the service provided this year by CMMCP?**

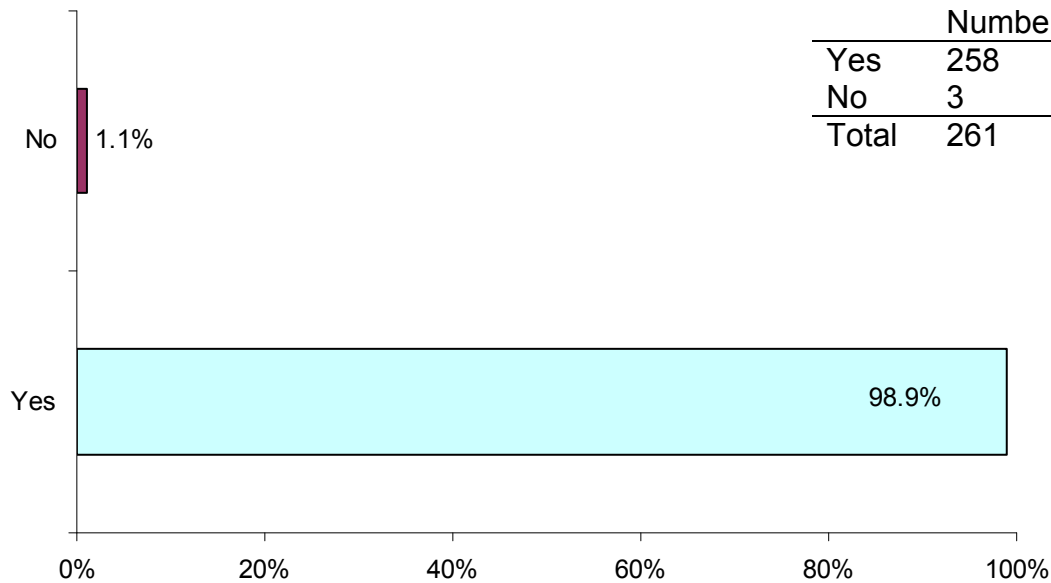
	Number	Percent
Yes	245	94.2%
No	15	5.8%
Total	260	



**Comments: over 9 out of 10 residents were happy with the services provided by CMMCP in 2010.**

**19). Do you plan on using our service again in the future?**

	Number	Percent
Yes	258	98.9%
No	3	1.1%
Total	261	

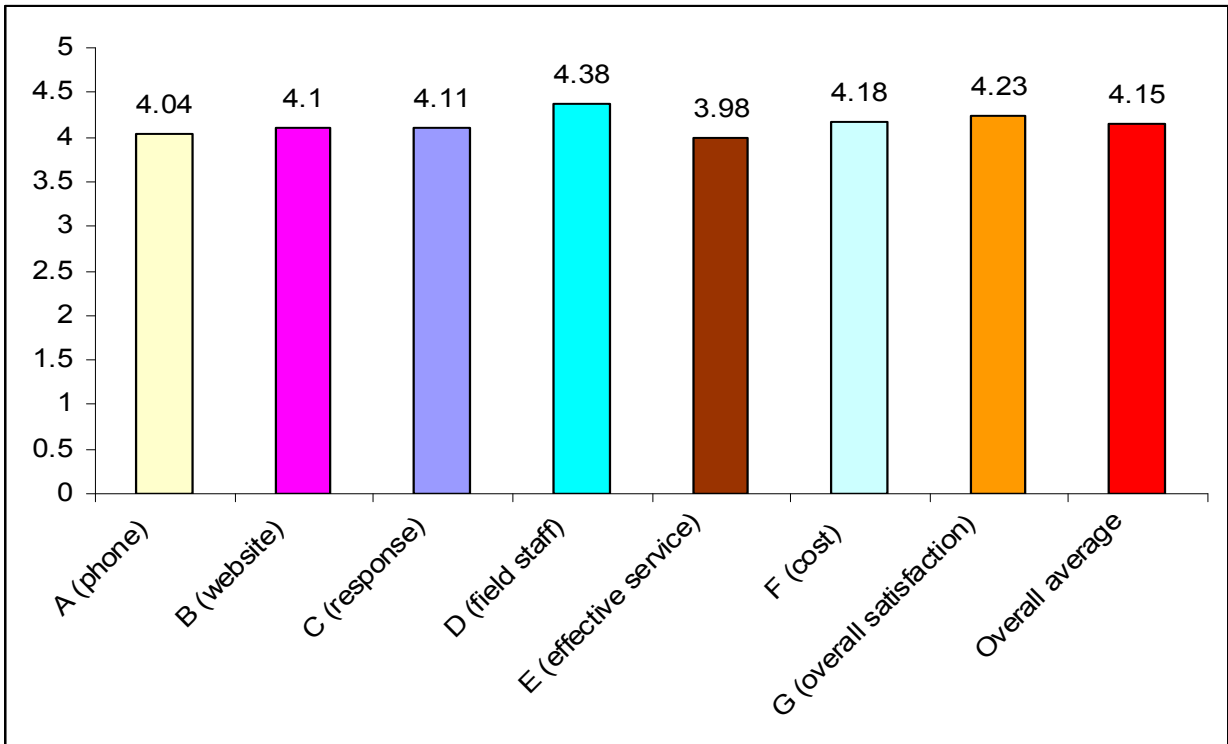


**Comments: nearly all residents that used our service will do so again in the future.**

Please rate our performance for 2010 from 0 to 5, where 5 is the best rating, 0 is the worst rating:

- A. The information you received over the phone was informative & helpful: 982 points from 1,215 (243 respondents) – **4.04 average** from 5
- B. The information on our website is easily available and helpful: 1,017 points from 1,240 (248 respondents) – **4.1 average** from 5
- C. The response time for service is reasonable: 1,073 points out of 1,305 (261 respondents) – **4.11 average** from 5
- D. Our field staff that responded is knowledgeable and competent: 1,134 points out of 1,295 (259 respondents) – **4.38 average** from 5
- E. The service provided was effective: 1,039 points out of 1,305 (261 respondents) – **3.98 average** from 5
- F. This service is reasonable compared to the cost: 1,074 points out of 1,285 (257 respondents) – **4.18 average** from 5
- G. Please rate your overall satisfaction with the service received in 2010: 1,104 points out of 1,305 (261 respondents) – **4.23 average** from 5

**Total satisfaction rating: 7,423 points out of 8,950 possible – 4.15 average**  
**1,790 total responses**



## CONCLUSION

Overall satisfaction was 94.2%, and 98.9% would use our services again in the future. Answers to question #9 shows a marked increase over past years in regards to residents receiving public relations materials. This survey also documents the increase in website usage to register requests.

Overall this survey shows high satisfaction amongst the respondents, but some ratings were slightly lower than in past surveys. This may be due in part to a higher volume of service requests early in the season and warmer than average temperatures in May that hatched the spring populations 2+ weeks earlier than normal.



Reprints of this document are available by calling our office at (508) 393-3055 or sending an e-mail to [cmmcp@cmmcp.org](mailto:cmmcp@cmmcp.org). This survey has been sent to all cities and towns in our service area, as well as members of the State Reclamation & Mosquito Control Board. This has also been posted on our website on the "Research and Efficacy" link (from the "Our Services" page).

The author would like to thank the staff at CMMCP and the CMMCP Commission, and especially the residents and public officials in the member cities and towns we provided service to in 2010.