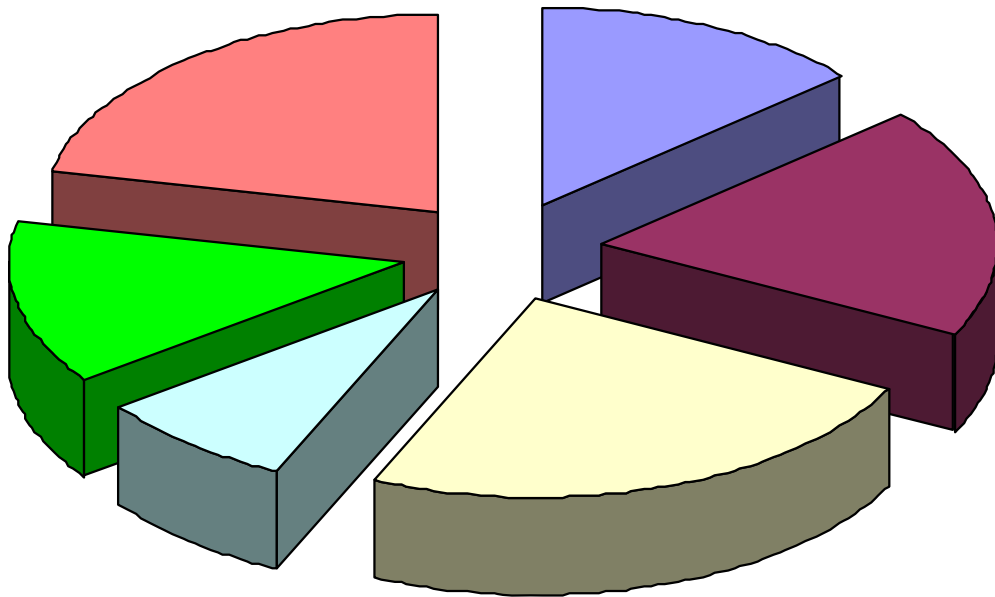


# CENTRAL MASS MOSQUITO CONTROL PROJECT

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



## RESIDENT SURVEY

# 2012

## **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 2012 to determine if our staff was meeting acceptable levels of customer satisfaction. This is the same survey that was done in 2005-2011 (excluding 2006). 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**

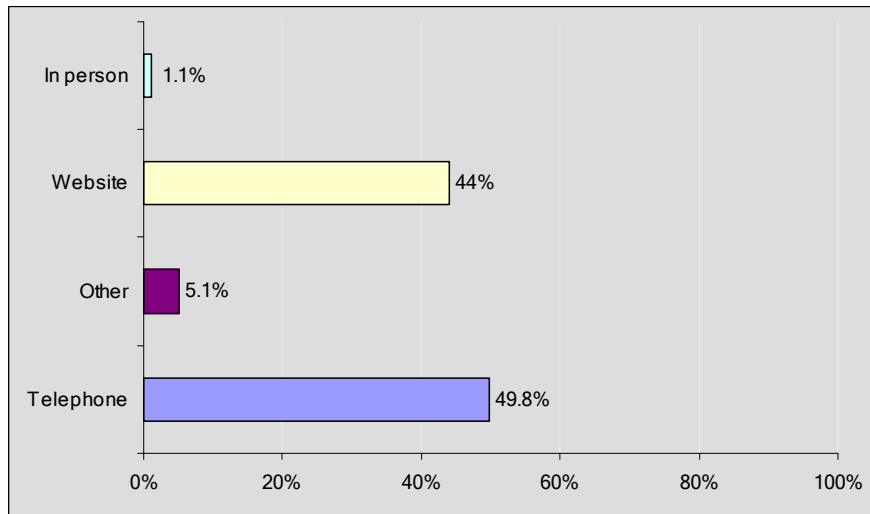
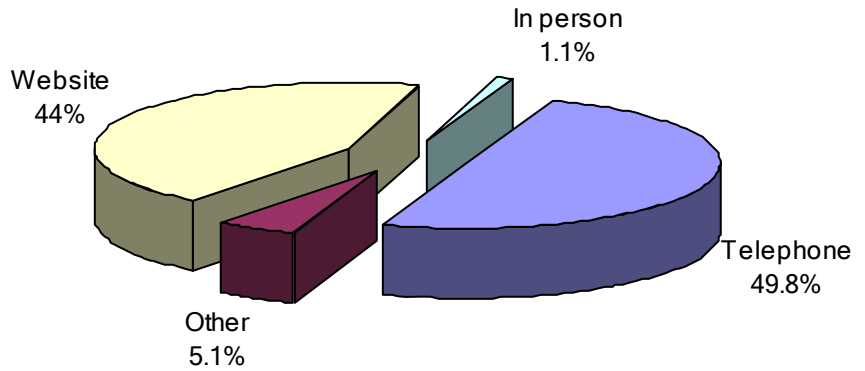
In 2012 we received 13,850 requests for service, ranging from adulticiding to larval control, a 6% decrease in service requests from 2011. 7,730 adulticiding calls were filtered (multiples removed) and placed into a separate database. Service calls were sorted according to town, and each town was tabulated for total requests received in 2012. 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 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, 2010 & 2011). 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 uninvited 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, 274 responses were received (18.2%). 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?**

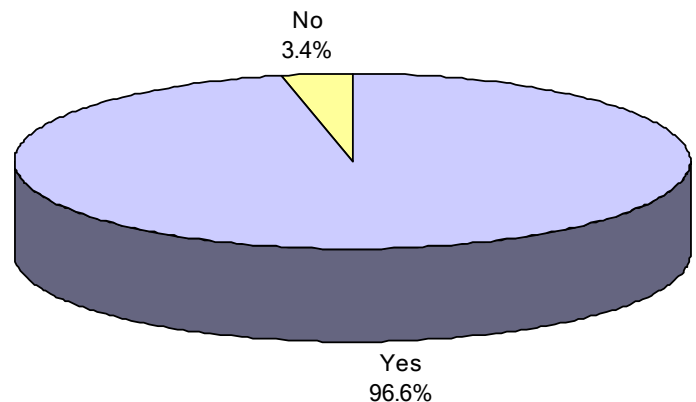
	Number	Percent
Telephone	139	49.8%
Website	120	44%
In person	3	1.1%
Other	14	5.1%
Total	273	



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

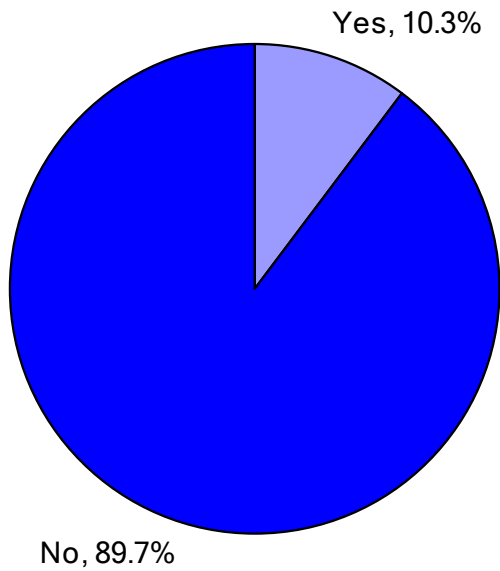
**2). If by telephone or in person at the CMMCP office, were your questions or concerns answered to your satisfaction?**

	Number	Percent
Yes	143	96.6%
No	5	3.4%
Total	148	

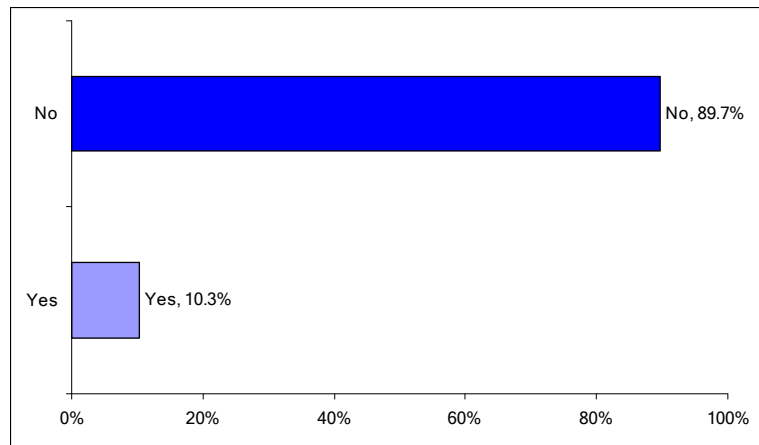


**Comments: communication from the operators of the telephone system is clear and effective.**

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



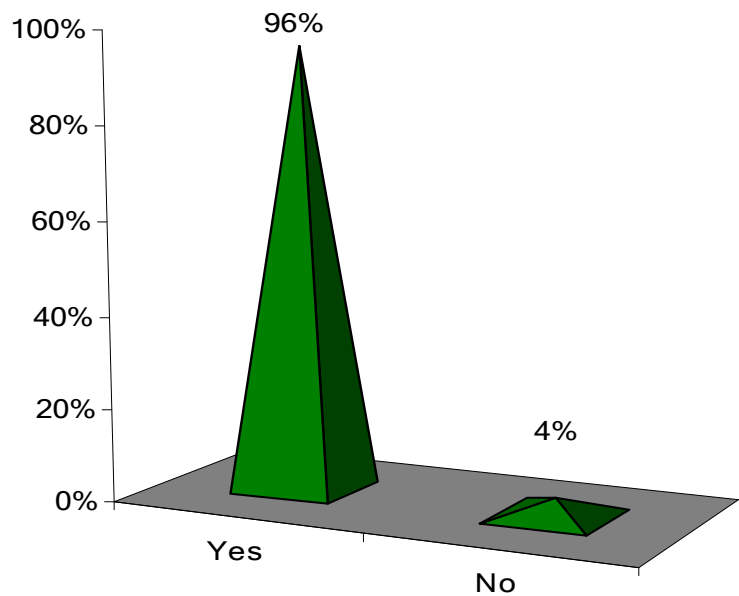
	Number	Percent
Yes	15	10.3%
No	131	89.7%
Total	146	



**Comments: nearly 90% 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?**

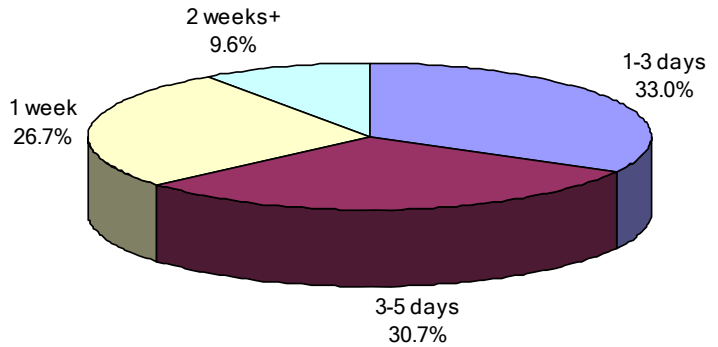
	Number	Percent
Yes	169	96%
No	7	4%
Total	176	



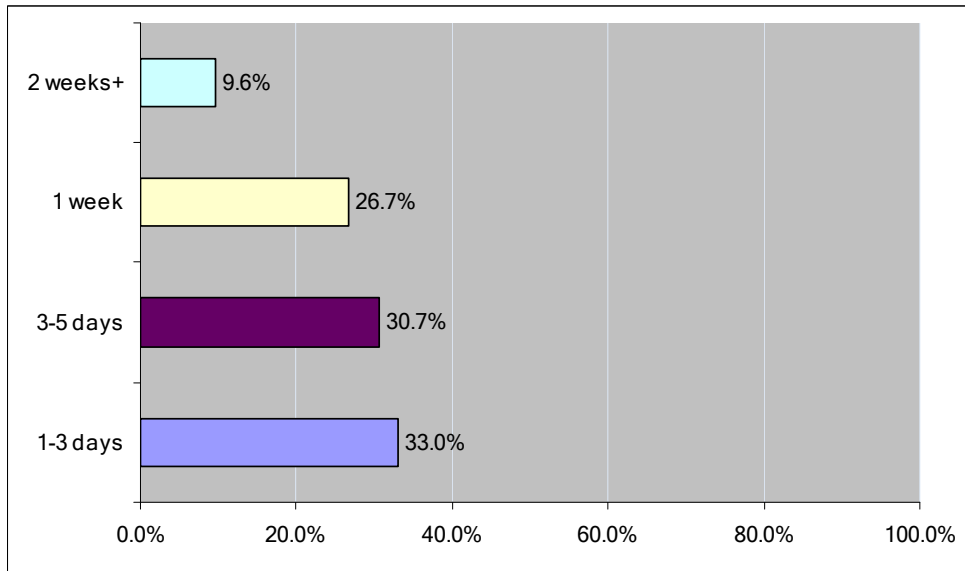
**Comments: nearly all respondents found the information they required on the website without difficulty.**

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

	Number	Percent
1-3 days	89	33%
3-5 days	83	30.7%
1 week	72	26.7%
2 weeks+	26	9.6%
Total	273	

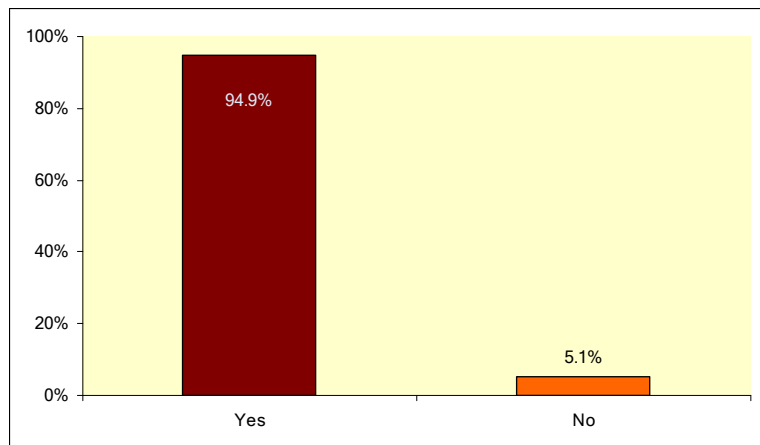


Comments: 90.4% were serviced within one week or less (10% increase from 2011).



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

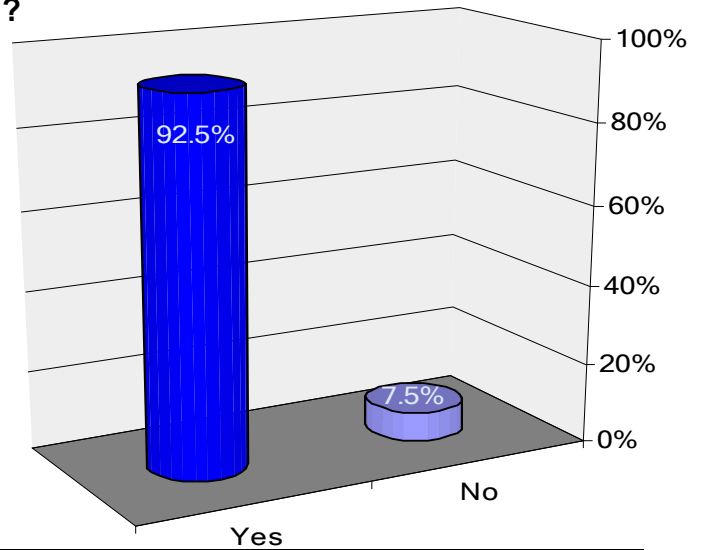
	Number	Percent
Yes	259	94.9%
No	14	5.1%
Total	273	



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

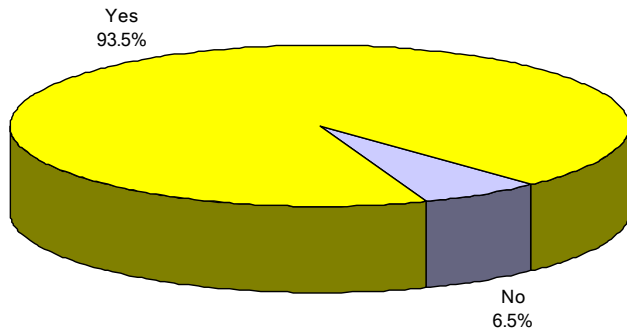
7). When you received service, did our field representative appear knowledgeable and competent about his/her profession?

	Number	Percent
Yes	234	92.5%
No	19	7.5%
Total	253	



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?

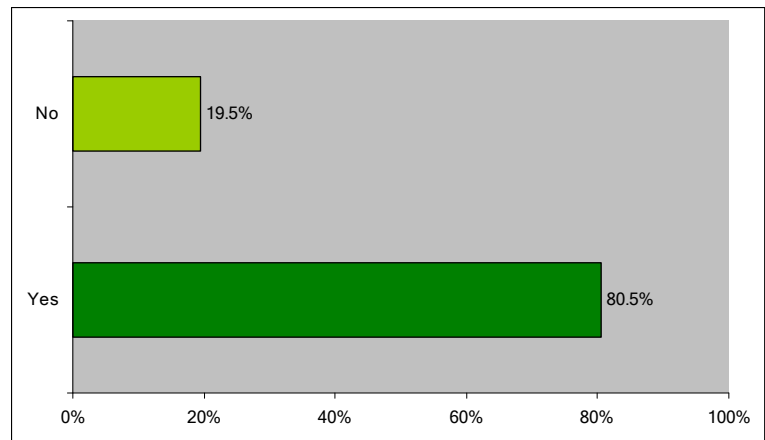


	Number	Percent
Yes	231	93.5%
No	16	6.5%
Total	247	

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?

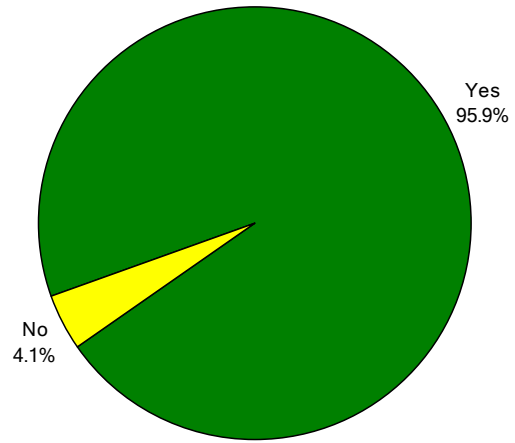
	Number	Percent
Yes	215	80.5%
No	52	19.5%
Total	267	



Comments: more residents are receiving our written information and this number has improved or held steady from year to year.

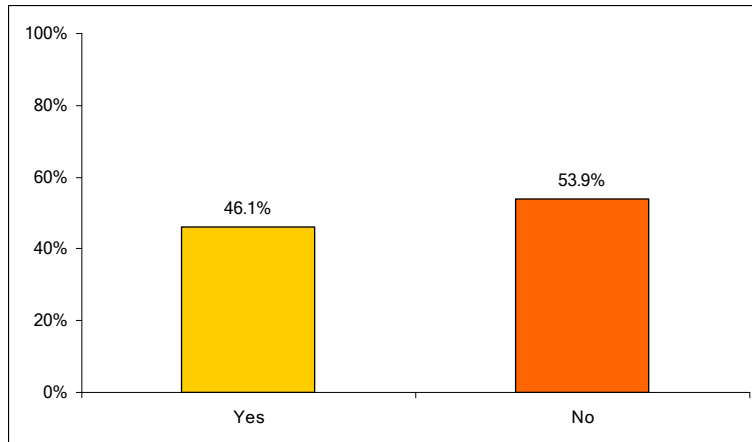
**10). Did you find this information useful?**

	Number	Percent
Yes	212	95.9%
No	9	4.1%
Total	221	



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

**11). Did you request service more than once in 2012?**

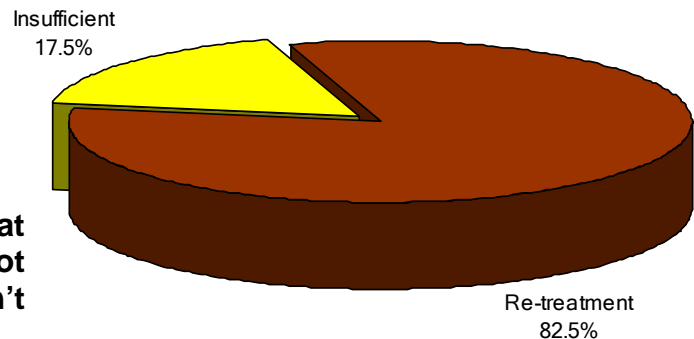


	Number	Percent
Yes	125	46.1%
No	146	53.9%
Total	271	

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

**12). If you requested additional service in 2012, was it because the original application was insufficient to meet your needs, or for a later re-treatment or follow up?**

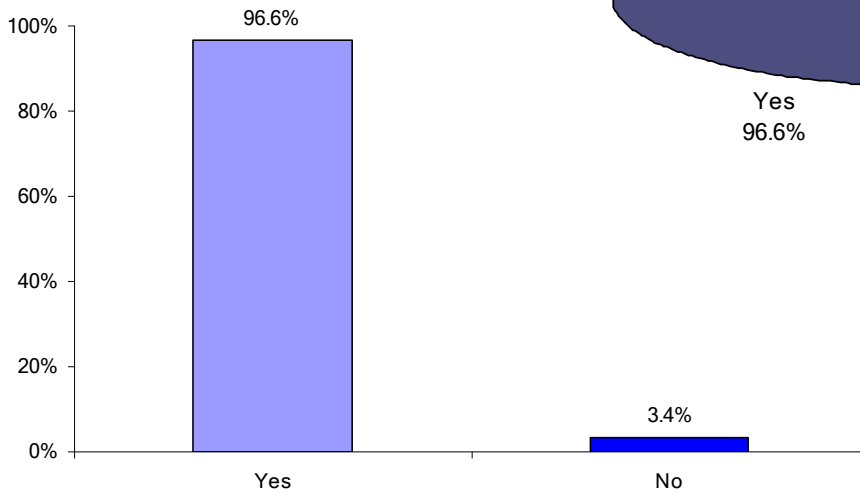
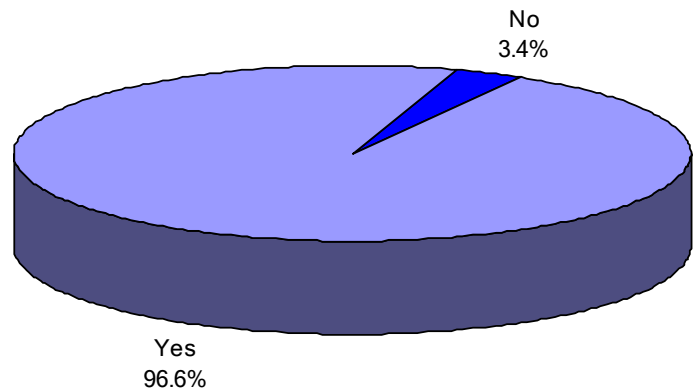
	Number	Percent
Retreatment	113	82.5%
Insufficient	24	17.5%
Total	137	



**Comments:** over 80% of our repeat calls are for additional service, not because the first application didn't meet their needs.

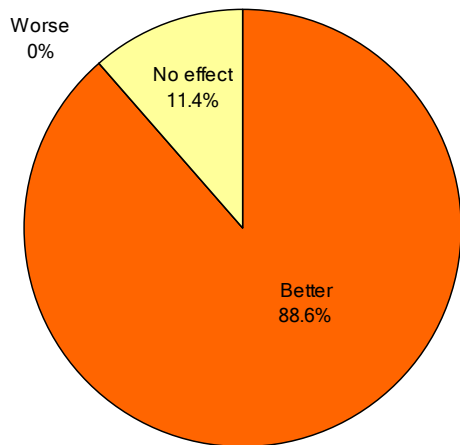
**13). Would you/did you recommend our service to others in the future?**

	Number	Percent
Yes	258	96.6%
No	9	3.4%
Total	267	

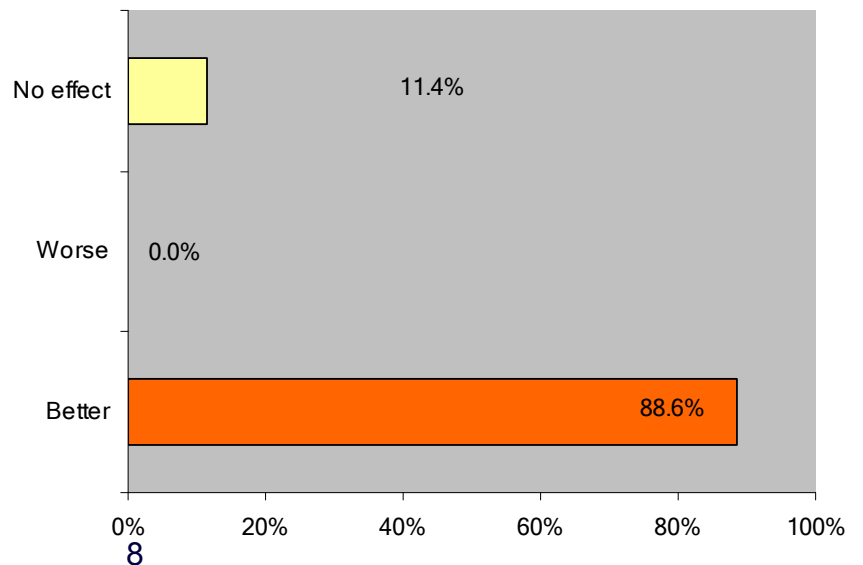


**Comments: nearly all residents polled would recommend our services to others.**

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



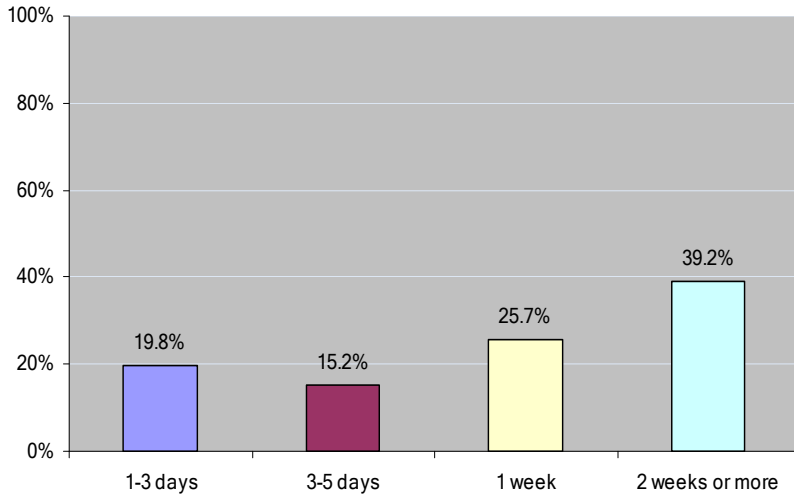
	Number	Percent
Better	234	88.6%
Worse	0	0%
No Effect	30	11.4%
Total	264	



**Comments: nearly all residents received relief from mosquitoes from our program.**



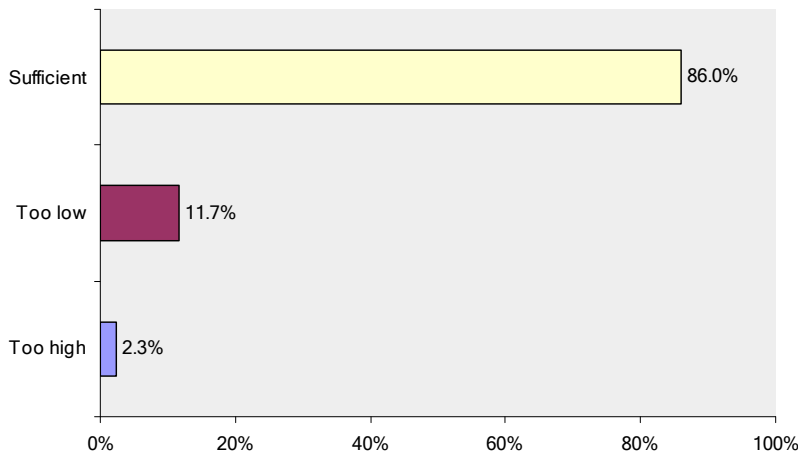
**15). If you think your area improved, can you give an approximate length of time you experienced relief from mosquito annoyance?**



	Number	Percent
1-3 days	47	19.8%
3-5 days	36	15.2%
1 week	61	25.7%
2 weeks+	93	39.2%
<b>Total</b>	<b>237</b>	

**Comments: nearly 2/3 of residents reported relief of 1 week or more, over a third report greater 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?**

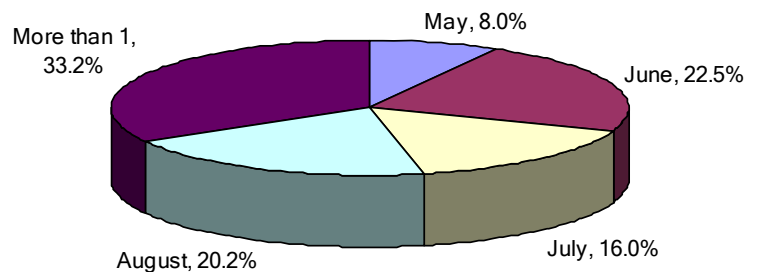


	Number	Percent
Sufficient	221	86.0%
Too Low	30	11.7%
Too High	6	2.3%
<b>Total</b>	<b>257</b>	

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

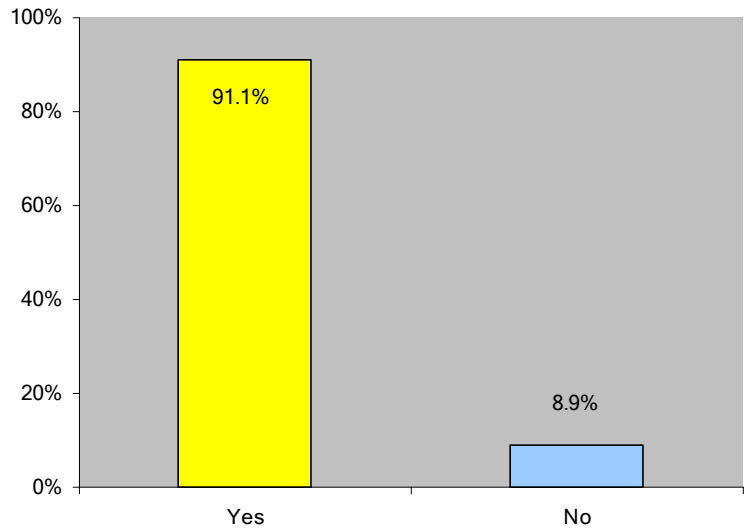
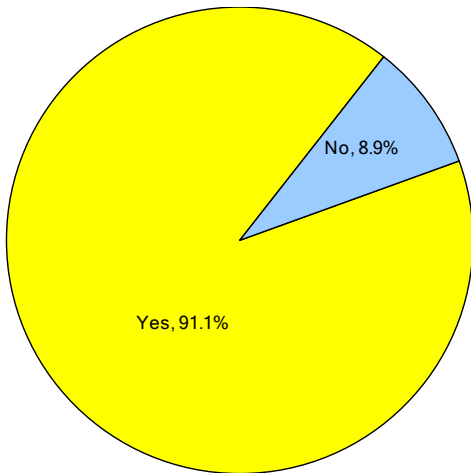
**17). In which month or months do you recall receiving service?**

	Number	Percent
May	21	8%
June	59	22.5%
July	42	16%
August	53	20.2%
More than 1	87	33.2%
<b>Total</b>	<b>262</b>	



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

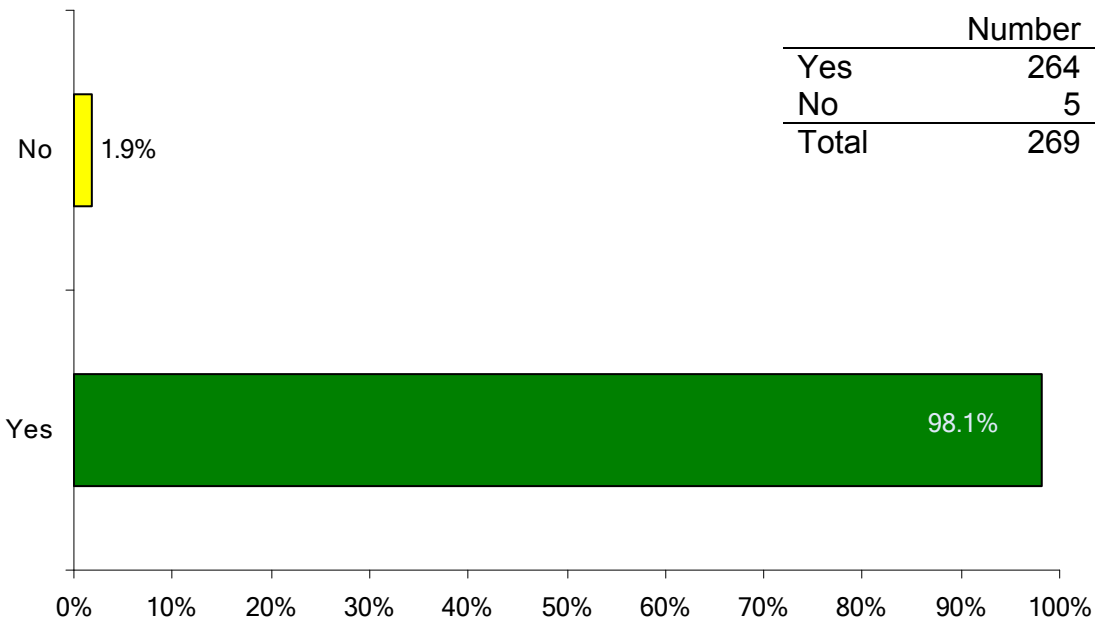
	Number	Percent
Yes	246	91.1%
No	24	8.9%
Total	270	



**Comments: 9 out of 10 residents were happy with the services provided by CMMCP in 2012.**

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

	Number	Percent
Yes	264	98.1%
No	5	1.9%
Total	269	

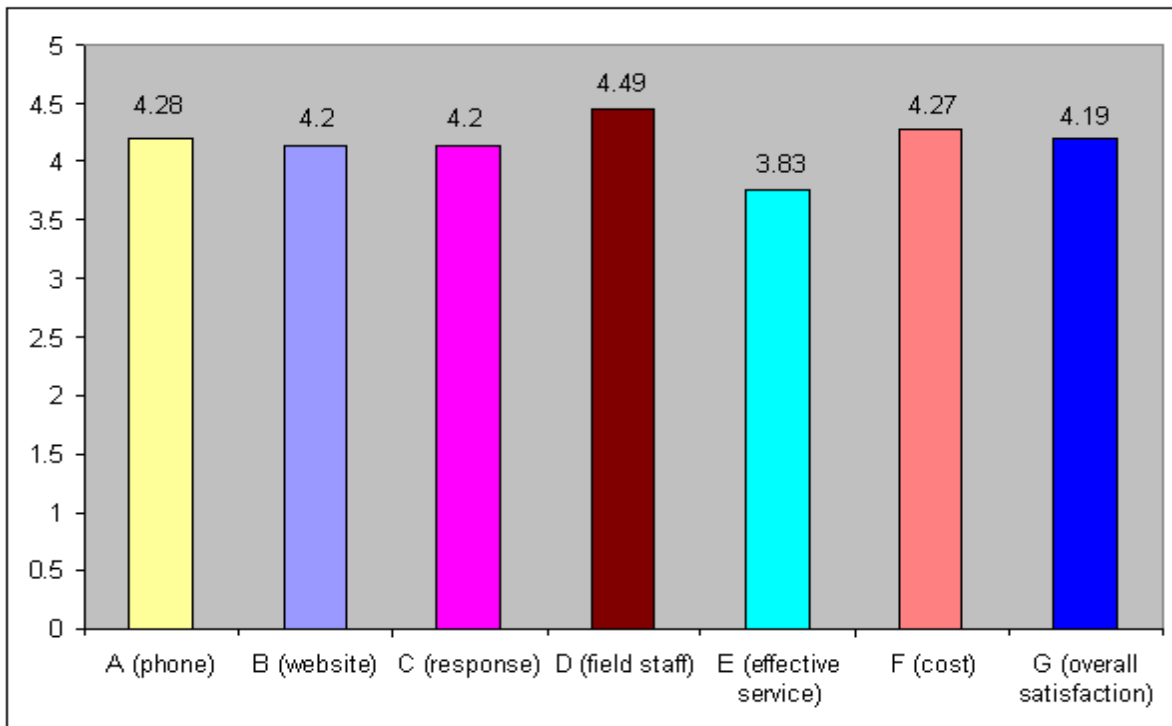


**Comments: nearly all residents that used our service will do so again in the future.**

Please rate our performance for 2012 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: 629 points from 735 (147 respondents) – **4.28 average** from 5
- B. The information on our website is easily available and helpful: 761 points from 905 (181 respondents) – **4.2 average** from 5
- C. The response time for service is reasonable: 1,107 points out of 1,325 (265 respondents) – **4.2 average** from 5
- D. Our field staff that responded is knowledgeable and competent: 1,078 points out of 1,205 (241 respondents) – **4.49 average** from 5
- E. The service provided was effective: 971 points out of 1,290 (258 respondents) – **3.83 average** from 5
- F. This service is reasonable compared to the cost: 907 points out of 1,065 (213 respondents) – **4.27 average** from 5
- G. Please rate your overall satisfaction with the service received in 2012: 1,102 points out of 1,325 (265 respondents) – **4.19 average** from 5

**Total satisfaction rating: 6,555 points out of 7,850 possible – 4.21 average**  
**1,570 total responses**



## CONCLUSION

Overall satisfaction was 91.1%, and 98.1% would use our services again in the future. Answers to question #5 shows a 10% reduction in response time from 2011, and question #9 shows a steady result over past years in regards to residents receiving public relations materials. Overall this survey shows high satisfaction amongst the respondents, with some variability in some ratings than in past surveys.



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 2012.