

# SATISFACTION SURVEY OF SERVICE REQUESTS IN THE CENTRAL MASSACHUSETTS MOSQUITO CONTROL PROJECT SERVICE AREA – 5 YEAR ANALYSIS

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## ABSTRACT

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 on 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 requests a survey of residents who receive service each year to determine if our staff are meeting acceptable levels of customer satisfaction. This survey has been done in 2005, 2007, 2008, 2009 and 2010. The following is a 5 year analysis of these annual responses. 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

For the 5 years of this analysis, we received 53,847 requests for service, ranging from adulticiding to larval control. 31,912 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. 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. 6,000 postcards were sent to residents in the 5 years of this study. 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. 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.

## SURVEY FINDINGS

From 6,000 postcards mailed, 1,260 responses were received (21%). The results are as follows:

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

|           | Number | Percent |
|-----------|--------|---------|
| Telephone | 739    | 59.5%   |
| Website   | 463    | 37.3%   |
| In person | 13     | 1.0%    |
| Other     | 27     | 2.2%    |
| Total     | 1,242  |         |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 766    | 98.7%   |
| No    | 10     | 1.3%    |
| Total | 776    |         |

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

|  | Number | Percent |
|--|--------|---------|
|  |        |         |

|       |     |       |
|-------|-----|-------|
| Yes   | 89  | 11.6% |
| No    | 679 | 88.4% |
| Total | 768 |       |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 561    | 97.7%   |
| No    | 13     | 2.3%    |
| Total | 574    |         |

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

NOTE: 88.5% within a week or less

|          | Number | Percent |
|----------|--------|---------|
| 1-3 days | 447    | 36.0%   |
| 3-5 days | 317    | 25.6%   |
| 1 week   | 333    | 26.9%   |
| 2 weeks+ | 143    | 11.5%   |
| Total    | 1,240  |         |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 1,168  | 94.3%   |
| No    | 70     | 5.7%    |
| Total | 1,238  |         |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 871    | 92.0%   |
| No    | 76     | 8.0%    |
| Total | 947    |         |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 1,061  | 93.2%   |
| No    | 78     | 6.8%    |
| Total | 1,139  |         |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 741    | 60.9%   |
| No    | 476    | 39.1%   |
| Total | 1,217  |         |

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

|     | Number | Percent |
|-----|--------|---------|
| Yes | 658    | 94.3%   |
| No  | 40     | 5.7%    |
|     |        |         |

|       |     |  |
|-------|-----|--|
| Total | 698 |  |
|-------|-----|--|

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 519    | 41.8%   |
| No    | 721    | 58.1%   |
| Total | 1,240  |         |

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

|              | Number | Percent |
|--------------|--------|---------|
| Retreatment  | 476    | 79.5%   |
| Insufficient | 123    | 20.5%   |
| Total        | 599    |         |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 1,205  | 97.4%   |
| No    | 32     | 2.6%    |
| Total | 1,237  |         |

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

|           | Number | Percent |
|-----------|--------|---------|
| Better    | 1,059  | 86.3%   |
| Worse     | 1      | 0.1%    |
| No Effect | 168    | 13.7%   |
| Total     | 1,227  |         |

**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 | 156    | 15.2%   |
| 3-5 days | 161    | 15.7%   |
| 1 week   | 224    | 21.8%   |
| 2 weeks+ | 486    | 47.3%   |
| Total    | 1,027  |         |

NOTE: nearly half 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 | 970    | 81.0%   |
| Too Low    | 208    | 17.4%   |
| Too High   | 20     | 1.7%    |
| Total      | 251    |         |

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

|      | Number | Percent |
|------|--------|---------|
| June | 340    | 28.8%   |

|             |       |       |
|-------------|-------|-------|
| July        | 365   | 30.9% |
| August      | 155   | 13.1% |
| More than 1 | 320   | 27.1% |
| Total       | 1,180 |       |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 1,138  | 92.4%   |
| No    | 94     | 7.6%    |
| Total | 260    |         |

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

|       | Number | Percent |
|-------|--------|---------|
| Yes   | 1,211  | 98.5%   |
| No    | 19     | 1.5%    |
| Total | 1,230  |         |

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

| <b>QUESTION</b>   | <b>AVERAGE</b>     |
|---|--------------------|
| The information you received over the phone was informative & helpful | 4.3 average from 5 |
| The information on our website is easily available and helpful        | 4.3 average from 5 |
| The response time for service is reasonable                           | 4.4 average from 5 |
| Our field staff that responded is knowledgeable and competent         | 4.5 average from 5 |
| The service provided was effective                                    | 4.0 average from 5 |
| This service is reasonable compared to the cost                       | 4.5 average from 5 |
| Please rate your overall satisfaction with the service received       | 4.4 average from 5 |

**CONCLUSION**

Overall satisfaction was 92.4%, and 98.5% would use our services again in the future. Overall this survey shows high satisfaction amongst the respondents and general efficacy of our products and procedures.

