

Sacramento-Yolo Mosquito and Vector Control District

Survey Results

Val R. Smith, Ph.D. 2007



Research Methods

- 400 completed interviews
- Sampling error +/- 4.9%
- Probability sample (RDD)
- Live interviews with CATI technology
- 43 data points
- 11 minute interview
- Statistical analysis with SPSS



Overall Conclusion

The citizens of both Sacramento and Yolo Counties are largely “comfortable” with the mission, actions, communication, and overall performance of the district. Concerning specific messages and message targets, marginal gains can yet be realized.



Awareness of the District

Do you know the name of the agency in charge of controlling or reducing mosquitoes in your area?

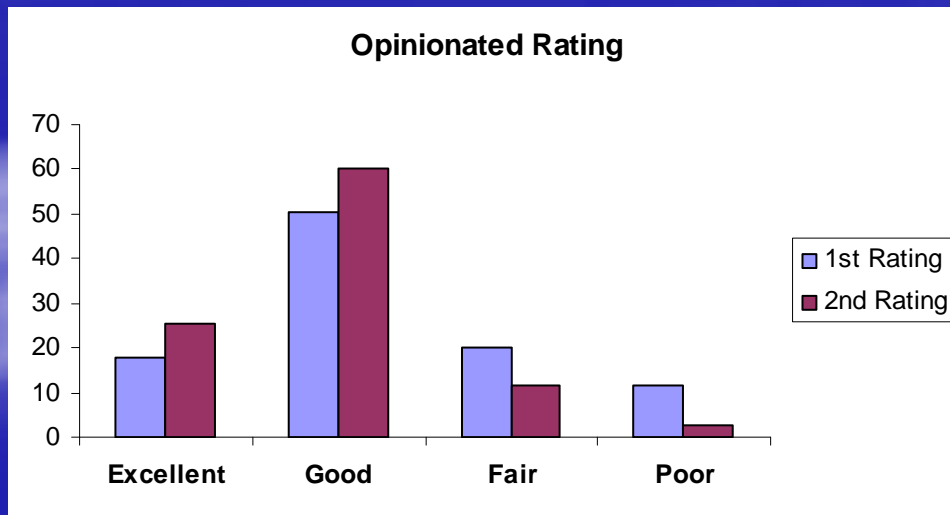
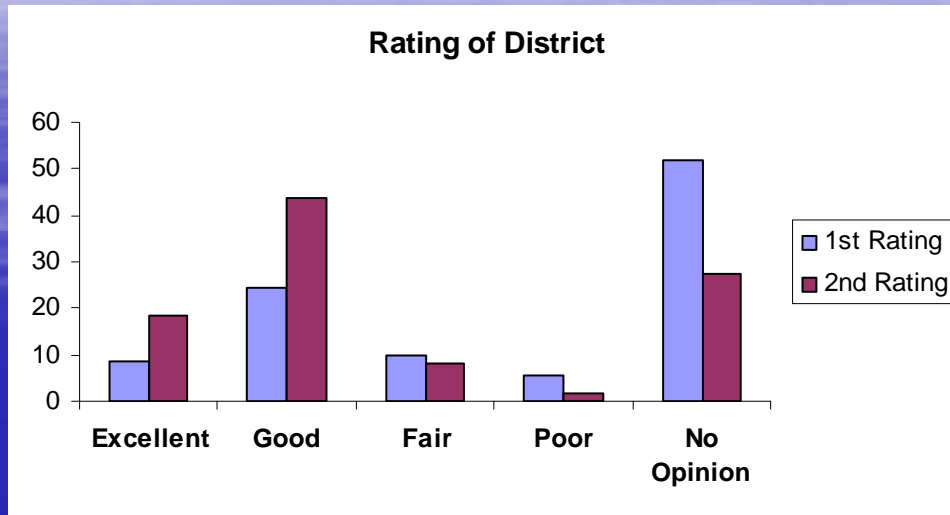
Not Aware	69.3%
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Aware	14.4%
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Partially Aware	16.2%
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Evaluation of the District



- Initially the district received a 2:1 favorable to unfavorable rating
- Only 5.6% of the respondents rated the district as “poor”
- Half had not yet formed an opinion of the district
- After informing respondents about the district the favorable ratio grew to 6:1
- On the informed rating less than 2% of all respondents rated the district as “poor”



Focus Groups: Evaluation

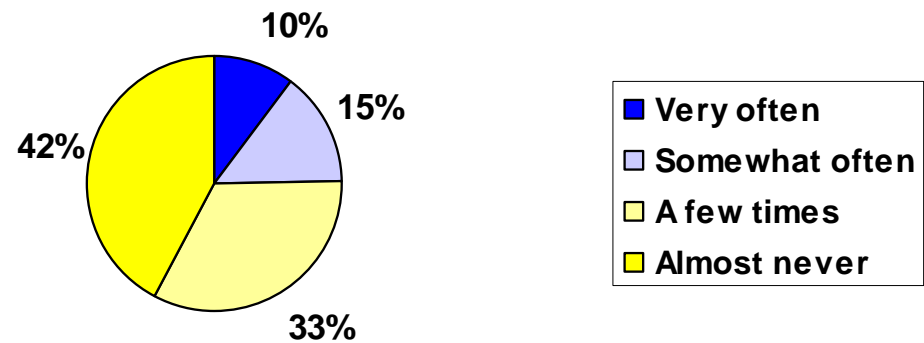
- I think the abatement programs are excellent. I go up to Alaska and sit next to a lake and it's awful. We don't realize how well the abatement system does work.
- They're very proactive I think. They work very hard; we get stuff in the mail, there's stuff on the news, on the radio, stuff in the newspaper.
- I think they're a great organization. I'm glad they're here.
- I've been in West Sacramento for close to 17 years now and in that time I haven't seen it elevated, and I haven't seen it go down. It's pretty much stayed the same as far as I can remember.



Mosquito Problem Last Summer

Thinking back to this past summer, how often did mosquitoes decrease your enjoyment of the outdoors in your neighborhood?

Mosquito Problem Last Summer



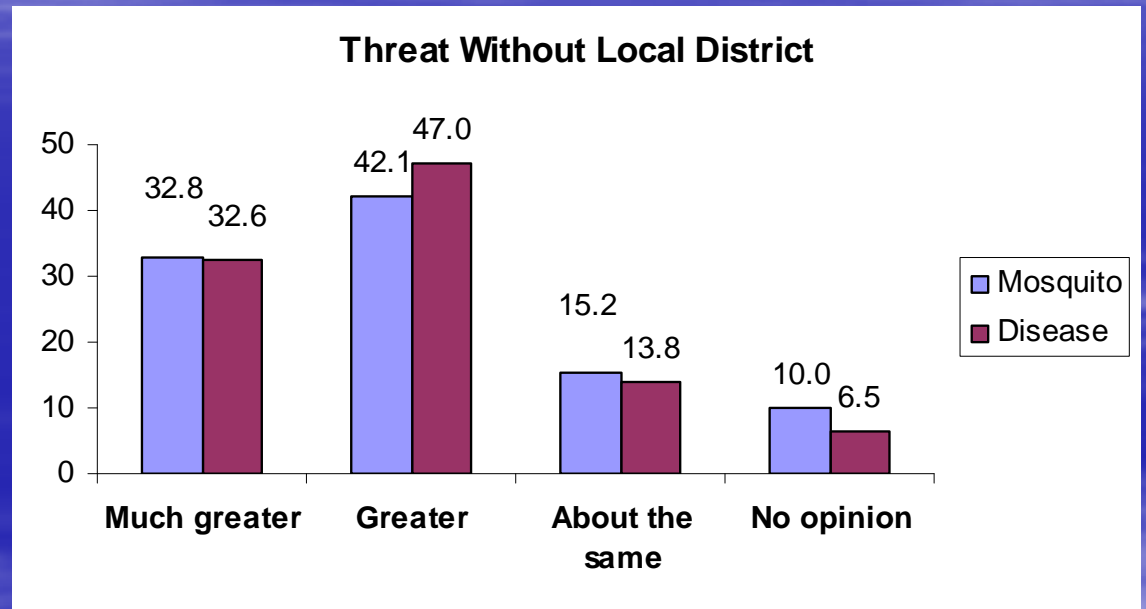
Focus Groups: Mosquito Problem

- I never noticed that many. I live in Carmichael and work in the yard and I don't notice any mosquitoes.
- Mosquitoes are not a big issue in my life right now.
- We have a couple of lakes out in Greenhaven and it's still amazing. The mosquitoes are not that bad.
- I go to the city parks out there in West Sacramento you know summertime. No problems out there.



Perceived Necessity of District

Three out of every four respondents believe both the mosquito and disease threats would be greater or much greater without the local district



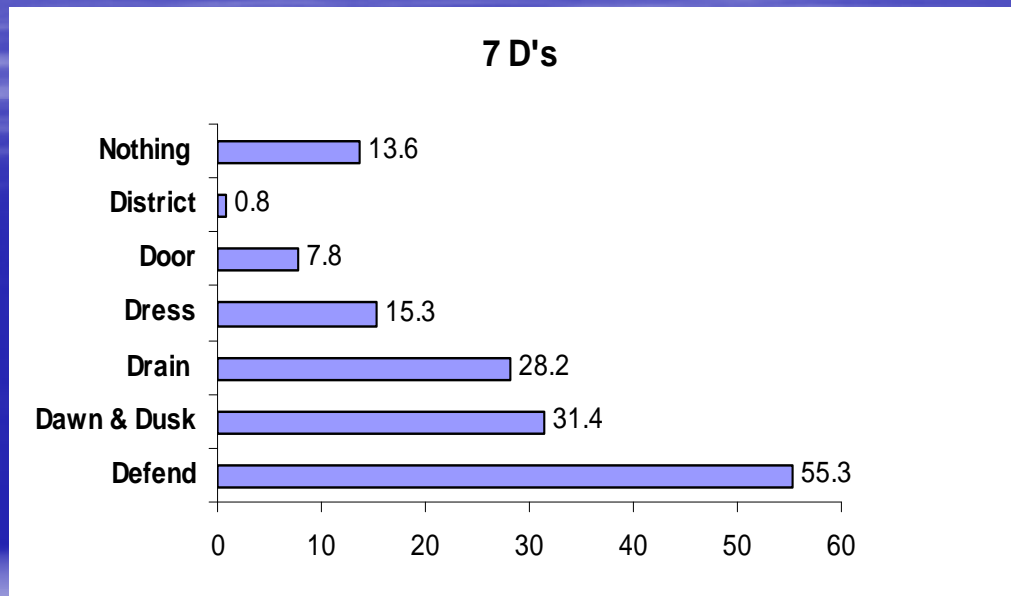
Behavior Change

Do you believe you have changed any of your mosquito defense or mosquito control behaviors as a result of information originating from the district over the last few years? For example . . .

Yes	67.1%
No / Undec.	32.9



7 D's



- Respondents reported the obvious defenses of using insect repellent and staying indoors at dawn & dusk
- An impressive 28.2% seemed to respond to the district's call for draining standing water
- 13.6% reported that they do nothing to defend against mosquitoes
- The average respondent recalled using 1.4 of the 7 D's

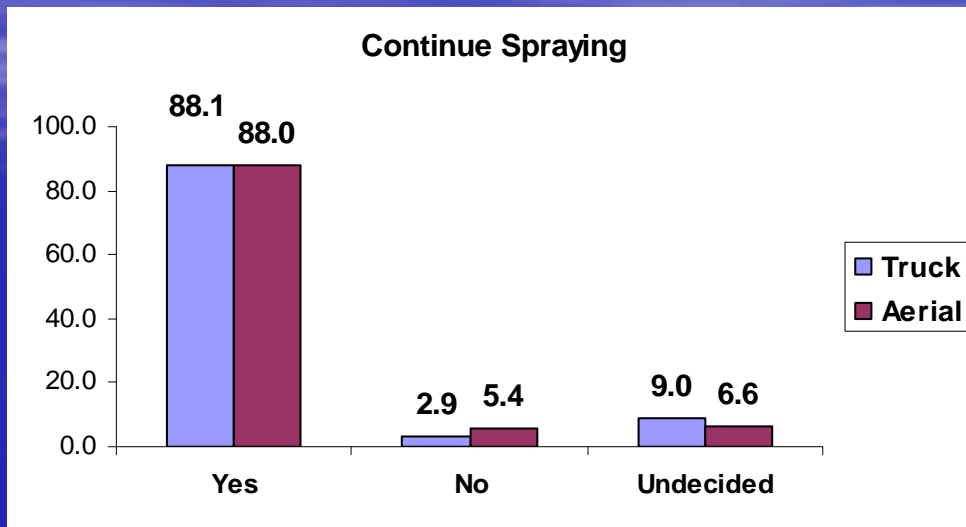


Focus Groups: 7 D's

- Bug spray and citronella candles.
- I make sure I don't have any standing water.
- In Yolo county and living in West Sacramento we don't have great drainage so you have to make sure that you get some drainage otherwise . . .
- Wear long sleeves, long pants and stuff when you go outside. Be careful going out real early or in the dusk when they tend to be more.
- We've also tried the Skin So Soft.
- Whenever I need fresh air I just open the window and there's a screen you know.



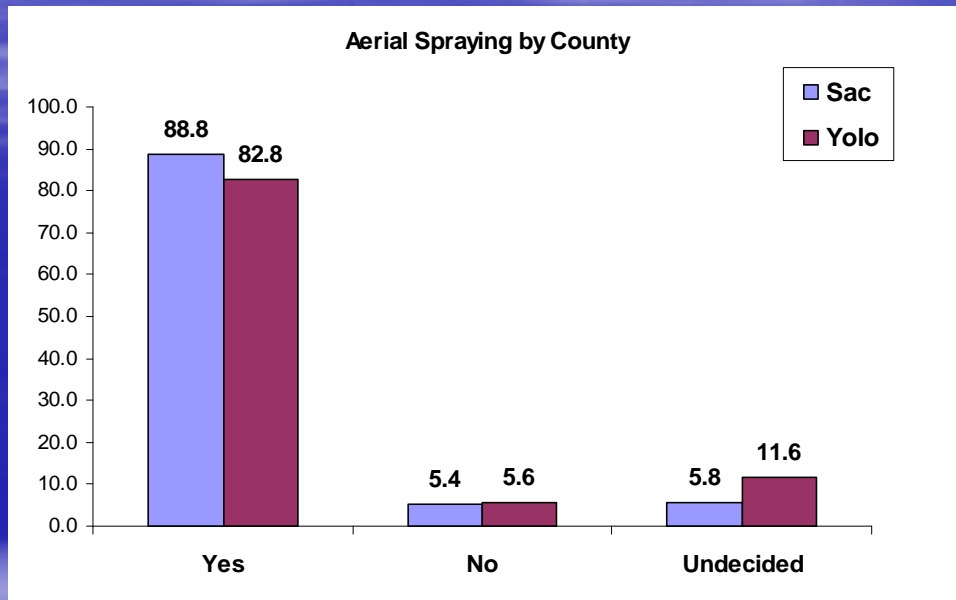
Spraying



- 84% of the respondents were previously aware of airplanes and trucks applying insecticides
- Almost 9 out of every 10 respondents favored continuing both truck and aerial spraying
- Only about 1 in 20 opposed aerial spraying, and even fewer objected to truck spraying



Aerial Spraying by County



Comparisons between Yolo and Sacramento Counties, on the variables measured, yielded either statistically insignificant differences or demonstrated negligible obtained effect sizes.



Electronic & News Media

The electronic and news media dominated both prior source and future preference among possible communication media

- Half of the respondents recalled reading, hearing or seeing information from the district last year
- The news media were the most commonly identified source of information received from the district
- Radio, television and newspapers were described as the preferred sources of information from the district
- 70% of the respondents said they wanted the electronic and print news media used to notify them of impending spraying in their area



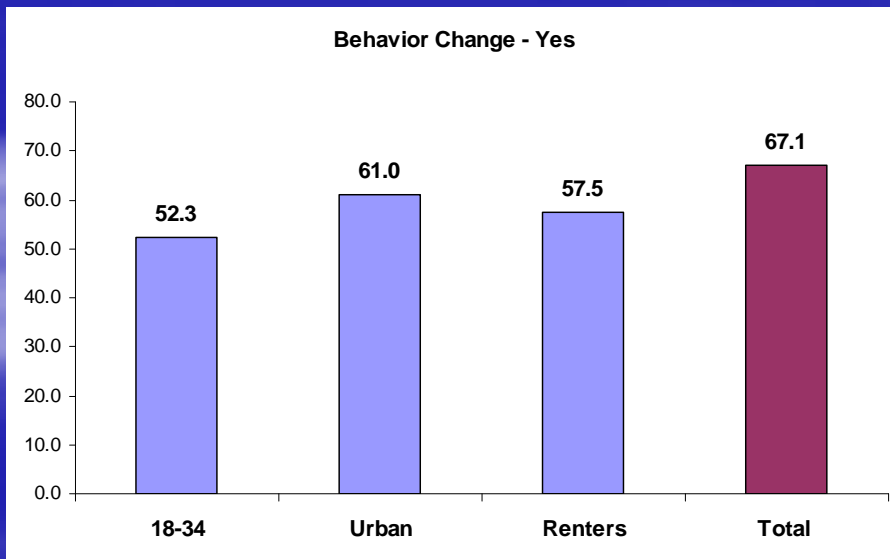
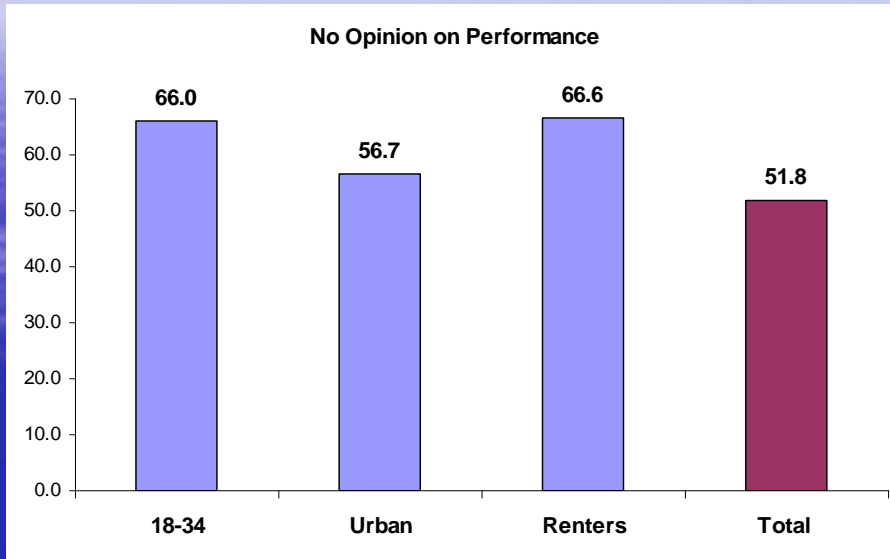
Open-Ended Information Recall

Do you recall what information that was?

Spraying	41%
7 D's	26%
Disease threats	17%
Media	04%
Monitoring	03%
Other	06%
Don't know	04%



Media Targets



- Age 18-34
- Urban Residents
- Renters



Media Preference for Spraying Notification

	1 st Choice	2 nd Choice	Least Favorite
Electronic / Print Media	70.4	22.9	12.2
Email	08.6	18.5	29.8
Website	02.6	16.6	24.1
Telephone	15.9	34.0	28.5
Undecided	02.5	07.9	05.4



Thank You

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