

Pest Control Adviser Demographic Profile



California Association of
Pest Control Advisers

March 2006

Introduction

When we talk about quality in association management, we define success as meeting or surpassing our members' expectations. As a tool to discover those expectations, surveys are quite useful - they are always revealing and are useful tools for strategic planning.

Surveys are not panaceas; they have limitations. They take time, money and knowledgeable planning and effort.

CAPCA's Board of Directors foresaw some changes in the industry and membership, and needed more information to prepare for them. With the support of the CAPCA Demographic Survey Committee and assistance provided by Charlton Research Company, a phone survey was conducted in March of 2006 and data was analyzed and compared to the 1995 and 1999 findings.

The sampling method used for the survey was *random sampling*, a segment truly representative of the whole membership and non-member PCAs.

The following pages represent a sample of the findings from the phone survey that Charlton Research Company conducted. The information learned through this survey will be used to articulate the current demographics of a licensed Pest Control Adviser to all population sectors, both private and public.

Survey Methodology

Mode:	Telephone Survey
Universe:	Members of CAPCA and non-member PCAs
Sample Size:	Random sample, proportionate to CAPCA district populations 250n Members 100n Non-Members
Margin of Error:	± 5.2% 95% Confidence
Field Dates:	March 1, 2006 through March 15, 2006
Length:	36 questions, approx. 12 minutes

Age of Respondents

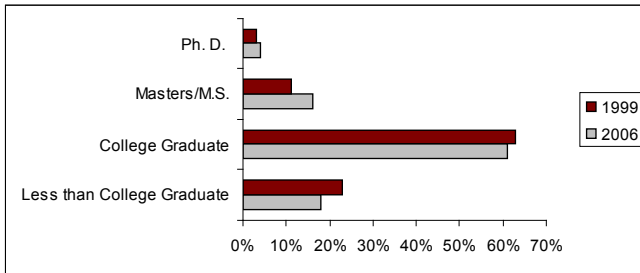
What is your age group?

	2006 %	1999 %
18 – 24	0	1
25 – 34	9	10
35 – 44	17	30
45 – 54	35	41
55 – 64	29	14
65 +	9	4
Other	1	–

Level of Education

What level of education have you completed?

	2006 %	1999 %
Up to High School	–	–
High School Graduate	1	–
Some College or an Associate Degree	17	23
College Graduate	61	63
Masters/MS	16	11
Ph.D.	4	3
Don't know/refused	1	–



Type of Pesticide Consulting

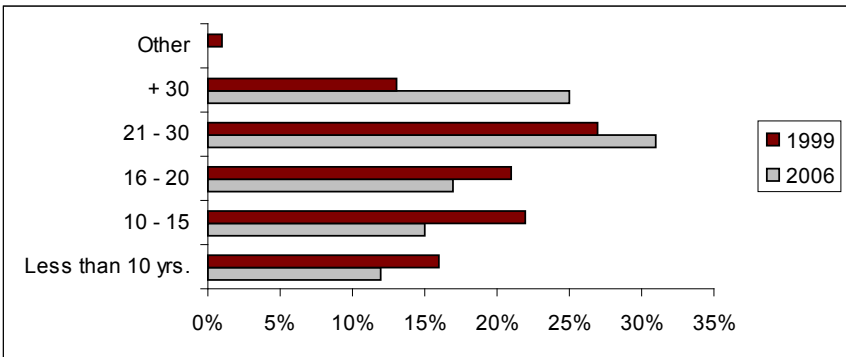
Is your business predominantly 1) production agriculture, 2) turf & ornamental or 3) industrial & vegetation?

	2006 %	1999 %
Agriculture	63	52
Turf & Ornamental	21	30
Industrial & Vegetation	10	–
Other	4	5
Don't know/refused	2	1

Number of Years in Pest Management

How many years have you been working in pest management?

	2006 %	1999 %
Less than 10	12	16
10 – 15	15	22
16 – 20	17	21
21 – 30	31	27
More than 30	25	13
Other	–	1



PCA Gender

	2006 %	1999 %
Male	90	90
Female	10	10

Recommendations

Do you routinely write recommendations for pesticides?

	2006 %	1999 %
Yes	58	52
No	42	47
Don't know/refused	–	1

IPM Practices

Percentage of IPM consulting by PCAs 100% of the time

	2006 %	1999 %
Practices IPM 100% of the time	45	24

Area of Consulting

What is your major area of consulting?

	2006 %	1999 %
Field & Row	19	17
Trees & Vines	30	26
Vegetables	11	11
Turf & Ornamental	22	28
Industry, Forestry & Range	8	6
Other	5	10
Don't know/refused	4	2

Representation

As a PCA who do you represent?

	2006 %	1999 %
Distributor/retailer	16	26
Independent/private consultant	22	14
Government agency/municipal	19	25
Basic manufacturer	15	10
In-house PCA	17	14
Golf/Turf	2	4
Other	5	6
Don't know/refused	5	1

Air & Water Compliance

How has the amount of time you spend advising grower clients on air and water quality compliance changed?

	2006 %	1999 %
Increased	52	—
Decreased	3	—
Stayed the same	30	—
Don't know/refused	15	—

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