

Pest Control Adviser Demographic Profile



California Association of
Pest Control Advisers

November 2010

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, an electronic survey was conducted in November of 2010 and data was analyzed and compared to the 1999 and 2006 findings.

The following pages represent a sample of the findings from the 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:	Web Survey
Universe:	Members of CAPCA
Sample Size:	Random sample, proportionate to CAPCA district populations 486n Members
Margin of Error:	± 4.4% 95% Confidence
Field Dates:	November 2010
Length:	25 questions

Age of Respondents

What is your age group?

	2010 %	2006 %	1999 %
18 – 24	1	–	1
25 – 34	9	9	10
35 – 44	11	17	30
45 – 54	30	35	41
55 – 64	40	29	14
65 +	9	9	4
Other	–	1	–

Communication with Client

How do you maintain communication with client?

	2010 %
Face to Face	83
Telephone	39
Electronic	32
Field Reports	17
Written Recommendations Only	9

Number of Years in Pest Management

How many years have you been working in pest management?

	2010 %	2006 %	1999 %
Less than 10	12	12	16
10 – 15	13	15	22
16 – 20	11	17	21
21 – 30	30	31	27
More than 30	34	25	13
Other	–	–	1

Recommendations

Do you provide written recommendations?

	2010 %	2006 %	1999 %
Yes	64	58	52
No	36	42	47
Don't know/refused	—	—	1

PCA Gender

	2010 %	2006 %	1999 %
Male	90	90	90
Female	10	10	10

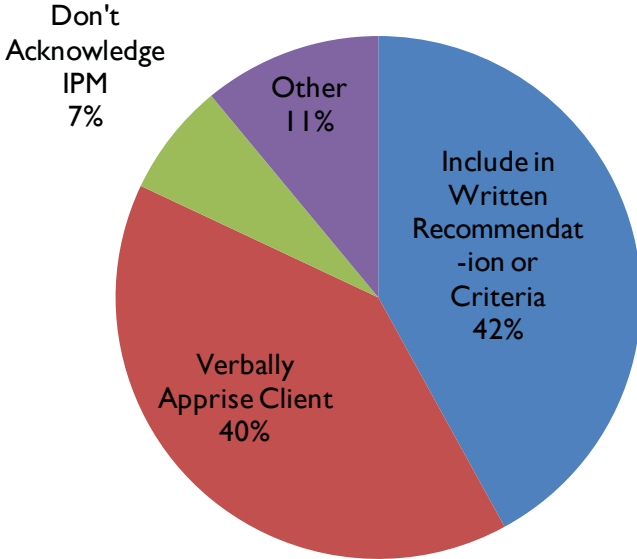
Retirement

How many more years of PCA work do you anticipate before retirement?

	2010 %
≤ 1 year	3
2 - 5 years	23
6 - 10 years	27
> 10 years	47

IPM Practices

How do you acknowledge IPM Practice as a PCA?



Area of Consulting

What is your major area of consulting?

	2010 %	2006 %	1999 %
Field & Row	16	19	17
Trees & Vines	34	30	26
Vegetables	12	11	11
Turf & Ornamental	10	22	28
Industry, Forestry & Range	4	8	6
Other	13	5	10
Don't know/refused	—	4	2

Representation

As a PCA who do you represent?

	2010 %	2006 %	1999 %
Distributor/retailer	29	16	26
Independent/private consultant	18	22	14
Government agency/municipal	11	19	25
Manufacturer	14	15	10
In-house PCA	17	17	14
Golf/Turf	1	2	4
Other	9	5	6
Don't know/refused	—	5	1

Compliance

What is the amount of time you spend advising grower clients on regulatory issues?

	2010 %
0 %	26
1-19 %	36
20-29 %	21
30-39 %	5
50-59 %	8
70-79 %	1
90-100 %	2

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