

Indiana 811 Survey

Type: Frequency Report

Date: 1/25/2010

Time Zone in Which Dates/Times Appear: (GMT-05:00) Eastern Time (US & Canada)

Total number of responses collected: 135

How would you rate "The Dirt" newsletter?

Response	Frequency	Count
Very good	42.0%	50
Somewhat good	39.5%	47
Average	17.6%	21
Somewhat poor	0.0%	0
Very poor	0.8%	1
Mean		1.782
Standard Deviation		0.794
Valid Responses		119
Total Responses		119

Are you aware that Indiana 811 has an online toolkit of marketing pieces that help members promote the Indiana 811 message?

Response	Frequency	Count
Yes	66.7%	60
No	33.3%	30
	Mean	1.333
	Standard Deviation	0.474
	Valid Responses	90
	Total Responses	90

Have you visited the Indiana 811 toolkit page on Indiana811.org?

Response	Frequency	Count
Yes	70.0%	42
No	30.0%	18
	Mean	1.300
	Standard Deviation	0.462
	Valid Responses	60
	Total Responses	60

Have you downloaded tools from the Indiana 811 toolkit page on Indiana811.org?

Response	Frequency	Count
Yes	38.1%	16
No	61.9%	26
	Mean	1.619
	Standard Deviation	0.492
	Valid Responses	42
	Total Responses	42

Which specific tools have you downloaded?
Please select all that apply.

Response	Frequency	Count
Logos	68.8%	11
Collateral pieces (brochures, door hangers, bumper stickers, etc.)	31.3%	5
Web banners	0.0%	0
Media outreach tools (press releases, fact sheets, etc.)	56.3%	9
Other, please specify	6.3%	1
Valid Responses		16
Total Responses		16

How have you used the Indiana 811 marketing tools?
 Please select all that apply.

Response	Frequency	Count
Posted them on my company's/organization's Web site.	12.5%	2
Printed them and distributed them through my company's/organizations newsletter, bill inserts, etc.	50.0%	8
Printed and distributed them at events.	43.8%	7
Share Indiana 811 information with a member of the news media.	18.8%	3
Other, please specify	25.0%	4
	Valid Responses	16
	Total Responses	16

Do you have a personal Facebook page?

Response	Frequency	Count
Yes	45.6%	41
No	54.4%	49
	Mean	1.544
	Standard Deviation	0.501
	Valid Responses	90
	Total Responses	90

Were you aware that Indiana 811 mascot Holey Moley has a Facebook page?

Response	Frequency	Count
Yes	43.9%	18
No	56.1%	23
	Mean	1.561
	Standard Deviation	0.502
	Valid Responses	41
	Total Responses	41

Are you friends with Indiana 811 mascot Holey Moley on Facebook?

Response	Frequency	Count
Yes	38.9%	7
No	61.1%	11
	Mean	1.611
	Standard Deviation	0.502
	Valid Responses	18
	Total Responses	18

Is your company/organization hosting or participating in events where Indiana 811 mascot Holey Moley could appear to spread the safe digging message?

Response	Frequency	Count
Yes	24.4%	22
No	75.6%	68
	Mean	1.756
	Standard Deviation	0.432
	Valid Responses	90
	Total Responses	90

Indiana 811 will randomly select one participant to receive a \$50 gift card among all submitted surveys. Please indicate below, if you would like your name and email address to be included in this drawing.

Response	Frequency	Count
Yes, please enter me into a random drawing of a \$50 gift card for participating in this survey	86.7%	13
No, I do not wish to be entered into the random drawing.	13.3%	2
	Mean	1.133
	Standard Deviation	0.352
	Valid Responses	15
	Total Responses	15

Indiana 811 Survey

What do you like best about "The Dirt" newsletter? (Other answers)

Response

Event updates

I like hearing about the community events.

The info on up coming events and all up dates about underground digging

THE INFORMATION ON WHAT IS BEING DONE TO PROMOTE 811

updates and articles

very informative, and nice to link with other users thru this correspondence.

easy to use and informative

I like being informed about the latest news when it comes to Indiana 811 and the changes that take place. Keeping up with the contacts.

The spotlight section.

Up dates on new laws and standards

Format is good and the use of the links on every section. Also like the general info given in each topic.

Notices on available templates and 811 information

finding out what is going on in the industry

The information is easy to read

look - easy to read.

The new information that comes out.

Easy to read...very well layed out.

updates in general

The informative stories

not sure

content/updates

Well it can't be missed or lost in shuffle of mail

Keeps me posted in a timely manner on the latest legal/procedural matters that relate to Indiana 811.

The info it provides and the tools for use at our coop.

The format...it's easy to read.

Keeping up with issues that could be useful to us.

Information and Safety

The pictures and information about different events

RELATIVE INFORMATION

Information

Info updates

Current updates for underground procedures

updates on requirements

member toolkit

topics addressed were insightful

.

The layout

The information it provides to utilities.

It's a great communications tool to inform membership with current events and reference material.

The information which make up this newsletter.

The newsletter always provides useful information we can forward onto our contractors. Safety is number one with us and we appreciate the service that IUPPS provides to protect contractors and homeowners.

the new updates

Interesting tidbits

Very informative.

It has a nice clean format.

It is user friendly, written in common language, easy to understand.

update as to changes the law

I enjoy all the info in the newslette.

Provides updated info

???

updates

upcoming events

like the updates and general infromation provided about new changes and issues facing our industry.

The information that it contains

all the different links to go to pictures, information, etc.

The updates on new laws and changes in your regulations.

Information that it provides

The articles that list participating members and their roles. It helps to know who we are dealing with.

The fact that you are making the effort to get out the Call Before you Dig message. It is importatnt to point out the consequences of not using the 811 number.

I think it is well organized and I like the fact that it has sections for each interest area.

updates on law

It' very informative

The variety of topics it covers.

Gives good info in an easy format, very colorful and keeps me informed.

Valid Responses	64
Total Responses	77

Is there anything you would like to see improved or changed in "The Dirt" newsletter?

Response

Keep up the good work

Not that I can think of.

Not at this time

MORE CALENDER ITEMS

no

Not really. I think the editors do a fine job.

no

Maybe highlight some of the larger jobs and what it takes to keep everyone involved.

No

So far so good.

no

not really

no

more relevant information -- what is in it for me?

No it is good the way it is

More in depth content...I like hearing what IN811 does for awareness and seeing the pictures. But could you also include state statistics? One Call stats, like how many calls came in for locate requests in 2009 maybe? I would like to see a section of the newsletter dedicated to the new law changes. Maybe each time highlight a different part of the law and be specific on how the change affects us.

no

not that I can think of

no

More notification on what appears/is available related to handbooks and forms on the website.

NO

No

not at this time

NO

no

no

not at this time

PUBLIC AWARENESS ISSUES FOR ELECTED OFFICIALS.

No.

no

No.

Date the newsletter and indicate the frequency of delivery.

Not at this time

No

no

no it was very good

No.

Not at this time.

more horror stories.

No

no

No

no

would like to see more on the law and what's new or informative

Not at this time

Good as is!

not that I can think of

NO

Nothing that I can think of. I'm confident that the newsletter will continue to evolve and play a useful part in our industry.

Perhaps reporting the fines that are given out so that non-compliance can be seen as having a consequence.

No, I like the design. It's easy to read and gives a nice mix of light info and THE message.

no

no

NO

List a law/rules every issue

Valid Responses 55

Total Responses 76

How can we improve "The Dirt" newsletter to make it more valuable to you?

Response

e-mail people when new info. is available

can't see the images on the newsletter

More up to date

it is allwright the way it is

I don't think I am getting it.

You may want to consider articles about successes and failures. Quote newspaper reports about people hitting gas lines etc.

Not sure.

Maybe shorter and more often, just hard to take time out of a busy day to read allot

unknown

Valid Responses 9

Total Responses 20

Are there any specific topics you would like us to discuss in "The Dirt" newsletter?

If so, please list them here:

Response

Excavator / utility events such as those already posted

No

no

NO

n/a

new white lining laws and correct address information. Give a monthly "law" topic.

Yes. one thing I have found in my use of the GIS is that sometimes the roadways are missmarked, or identified incorrectly. I would like this topic covered, and suggestions on how to make corrections. Thank you.

can not think of any

No

Dig-ins, penalties for not calling in locates, incidents.

New regulation if any

updates on regulatory changes

none

More details on the law changes. More statistics and safety stuff I can share with my staff / crew.

Maybe ways we can make the public aware that they need to call before they dig. I know it is advertised everywhere, but some people just don't understand they need to call.

Not as of right now

Believe that you cover the important topics

Basic rules and procedures on excavation with engineers/designers/specifiers in mind. While Indiana 811 is primarily a contractor organization, as a practicing engineer, I am always interested in those matters that would help me do my job better.

No.

Press releases.

N/A

WHATEVER COMES UP

not at this moment

ENCOURAGEMENT OF EXCAVATORS TO USE 811.

No.

none at this time

No.

Legal requirements/changes/fees.

Not at this time - I find the topics at present to be very informational.

More safety information might be helpful.

cant think of any

No

the importance of knowing what a true emergency is and why the fine has been added

John Grolich 411 Franklin St Plymouth, IN 46563

no

More info on hits and the reasons why they were hit.

can't think of any

You may want to do mergers and acquisitions of member utilities. For example Verizon is now Frontier and so on.

No

more information about the dig law

Law and other changes that could have a direct impact on how we do our Jobs

CONTACT LISTING

Maybe common root causes of damages that all utilities experience

not that i can think of

The severity of the dangers involved working around the lines. Many times images of the accidents can be disturbing but they are very useful and dramatize the terrible outcomes of not being safe.

The value that underground utilities provide, not only in the neighborhoods but cross country.

White Line Area

I don't have anything specific.

Contractors calling in FAKE emergencies. The new white out law.

no

info about damages, causes, remedies,

none

NO

	Valid Responses	53
	Total Responses	93

Which specific tools have you downloaded? (Other answers)

Response

811 mp3 made them ringtones on my cell phone

	Valid Responses	1
	Total Responses	16

How have you used the Indiana 811 marketing tools? (Other answers)

Response

HAND OUT TO CLIENTS

shared with coworkers

Put the logo on the back of my business cards

internal employee education packets

	Valid Responses	4
	Total Responses	16

Is there anything you are missing from the Indiana 811 online toolkit?

Response

County and Township help, it's hard to know the township especially.

can not think of any

No

no

quarter page ad or smaller we can send to weekly paper as PSA. Press release won't get printed in our area; but a small catchy ad would. Something we can pu our logo on too.

no

No

NO

Not that I can think of.

no

very complete

nothing I can think of at the moment

Valid Responses 12

Total Responses 16