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Shipper Response Survey

**Dale Kelz - CELRH-NC
dalek@lrh.usace.army.mil**

Shipper Response Model (technique/procedure)

- Data collection/model development
- NETS effort - Dr. Wes Wilson, U. of Oregon
Dr. Kenneth Train, UC Berkley
- Data collected by means of shipper surveys
- Model(s) measure responsiveness of shippers to changes in transportation rates, transit times & reliability.
- Responds to National Research Council comments re: the need for COE models to better reflect elasticities.

Survey Development

- Survey procedures – Dr. Wes Wilson/
Washington State Social & Economic Sciences
Research Center (WSESR)
- Non-utility enterprises – WSESR
- Utilities/large enterprises – Dr . Wes Wilson &
CELRH-NC

Sample Selection

- Companies confined to ORB
- Company data sources
 - Platts CoalDat database
 - Harris Selectory industrial directory
 - Other: Waterborne Commerce/portsall
- Stratified random sample for non-utility - 3000
- 100% sample for utilities - 45

Survey Steps

- Industry association endorsement
- Pre-contact letter w/postcard
 - purpose of survey & endorsements
 - requests return of postcard w/info
 - offers option to complete survey online
- Returned postcard
 - company's relevance to survey
 - correct person to respond & e-mail

Survey Steps

- Telephone contacts
 - relevance to the survey
 - correct person & e-mail
 - initiate survey or make appointment or get commitment to fill out on-line
- Re-contacts by telephone or e-mail

On-Line Survey Features

- Programmed procedure (WSESR)
- Skip Logic/Branching
- Shortens survey
 - 117 questions, not all relevant to each company
- Automatic compilation of responses
- Automatic estimation of rates
- Frees surveyor for other work
- Saves time in the survey effort

On-Line Survey Risks

- Ambiguities in questions
- Respondent confusion
- Non-response

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Questions?