

# **Inland Navigation CoP Workshop 20 September 2007**

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## **Shipper Response Survey**

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# 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

# Shipper Response Survey



**Questions?**