

# TRANSPORTATION CHOICE AND SATISFACTION SURVEY

(Personal Interview)

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## TRANSPORTATION CHOICE AND SATISFACTION SURVEY

We'd first like to ask you a couple of questions about your firm

### Introduction

1. Where is your firm or facility located: (where does the firm receive to or ship from)

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_

2. What is the primary commodity your firm or facility transports: \_\_\_\_\_

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### Shipment Characteristics:

We'd now like to ask you a few questions about your last shipment

3. Consider the very last shipment of **refer to question 2** you made. Where did this shipment travel to and from (in the US)?

From: City \_\_\_\_\_ State \_\_\_\_\_

To: City \_\_\_\_\_ State \_\_\_\_\_

4. On this last shipment, what mode(s) did you use? **(CAN HAVE MORE THAN ONE YES ANSWER, BUT NOT ALL NO'S)**

Barge	Yes	No
Rail	Yes	No
Truck (for hire _____ or your own _____)	Yes	No

5. How large was the shipment? **(just one needed)** \_\_\_\_\_ tons  
\_\_\_\_\_ bushels  
\_\_\_\_\_ cwt (hundred weights)

6. How long did the shipment take (to reach its terminal point, US)?

Days \_\_\_\_\_ Hours \_\_\_\_\_

7. Did the shipment arrive on time? Yes No

If not, how long was it delayed? Days \_\_\_\_\_ Hours \_\_\_\_\_

8. Approximately, how far did the shipment travel? \_\_\_\_\_ miles

9. What was the rate for barge? \$ \_\_\_\_\_  
What was the unit (per ton \_\_\_\_, per cwt \_\_\_\_, per bushel \_\_\_\_, other  
\_\_\_\_ specify \_\_\_\_\_)

What was the rate for rail? \$ \_\_\_\_\_  
What was the unit (per ton \_\_\_\_, per cwt \_\_\_\_, per bushel \_\_\_\_, other  
\_\_\_\_ specify \_\_\_\_\_)

What was the rate for truck? \$ \_\_\_\_\_  
What was the unit (per ton \_\_\_\_, per cwt \_\_\_\_, per bushel \_\_\_\_, other  
\_\_\_\_ specify \_\_\_\_\_)

Total rates for all modes \_\_\_\_\_ Unit of measurement \_\_\_\_\_

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If a private (they own the trucks) shipment, what is your estimate of per unit cost?

\$ \_\_\_\_\_

Is that Per ton \_\_\_\_\_  
Per bushel \_\_\_\_\_  
Per cwt (hundredweight) \_\_\_\_\_  
Per mile \_\_\_\_\_

**Now, we would like some information about the alternatives you have. Suppose you could not ship to or from (SURVEYOR INSERT location from Q3) by (SURVEYOR INSERT mode from Q4), what would you have done?.**

10. Would you ship by other modes to and from the same locations or would you choose other locations.

Other mode to same location \_\_\_\_\_ Other locations \_\_\_\_\_ Shut  
down \_\_\_\_\_

If other location, where? From: City \_\_\_\_\_ State \_\_\_\_\_

To: City \_\_\_\_\_ State \_\_\_\_\_

***If they report they have no alternatives ask the following as a prompt/question:***

***Well, does that mean you would shut down? \_\_\_\_yes \_\_\_\_no***

***If no, what would you do? FILL IN 10!***

11. For this alternative shipment, what mode or modes would you use?

Barge	Yes	No
Rail	Yes	No
Truck (for hire ___ or your own ___)	Yes	No

**FOR QUESTION #12, REFER TO QUESTION #11 FOR THE MODES TO ASK:**

12. a. What would be an approximate the rate for barge? \$ \_\_\_\_\_

What was the unit (per ton \_\_\_\_, per cwt \_\_\_\_, per bushel \_\_\_\_, other  
\_\_\_\_ specify \_\_\_\_\_)

b. What would be an approximate rate for rail? \$ \_\_\_\_\_

What was the unit (per ton \_\_\_\_, per cwt \_\_\_\_, per bushel \_\_\_\_, other  
\_\_\_\_ specify \_\_\_\_\_)

c. What would be an approximate rate for truck? \$ \_\_\_\_\_

What was the unit (per ton \_\_\_\_, per cwt \_\_\_\_, per bushel \_\_\_\_, other  
\_\_\_\_ specify \_\_\_\_\_)

\_\_\_\_\_ \$ \_\_\_\_\_ Unit of measurement

13. How long would the alternative shipment be expected to take (to reach its terminal point, US)?

Days \_\_\_\_\_ Hours \_\_\_\_\_

14. How often do similar shipments arrive on time? \_\_\_\_\_ %

15. Approximately, how far would the alternative shipment travel? \_\_\_\_\_ miles

16. How large would this alternative shipment be? \_\_\_\_\_ tons  
\_\_\_\_\_ bushels  
\_\_\_\_\_ cwt (hundred weights)

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We now like you to consider what conditions, if any, might cause you to switch from your original shipment to the alternative. Your last shipment was to/from **(insert question 3 response)** by **(insert question 4 response)**. You said your alternative was a shipment was to/from **(insert question 10 response)** by **(insert question 11 response)**.

17. If the rate of the original choice was \_\_\_\_\_ percent Original  
Alternative  
higher than what you paid, would you make  
the original choice or the alternative?

If original, by what percentage would rates have to increase to induce a switch to the alternative?  
\_\_\_\_\_ %

18. If the transit time of the original choice was  Original  
 Alternative  
 Percent higher than what you paid, would you make  
 the original choice or the alternative?  
 If original, by what percentage would times in transit have to increase to induce a switch  
 to the alternative? \_\_\_\_\_%

19. If the reliability of the mode your chose (i.e., Original Alternative  
 the percentage of time shipments arrived  
 on-time) fell by  percentage points, would  
 you make the original choice or the alternative?  
 If original, by how many percentage points would reliability have to increase to induce a  
 switch to the alternative? \_\_\_\_\_%

**Location decisions**

20. How important are or were logistics costs in determining your plants location?  
 (logistics costs = shipping, handling, inventory)  
 (1= very important, 3=somewhat important, 5=not important) (Circle the best choice) 1 2 3 4  
 5

21. How long has your plant been at its current location? \_\_\_\_\_ years

22. If you were offered another plant location at lower logistics and transportation costs,  
 what percentage lower would these costs need to be to cause you to relocate?  
 \_\_\_\_\_% lower

23. Suppose you were a start-up business and you were offered two locations with different  
 logistics costs and different investment costs. Location A has  lower logistics costs  
 than Location B, but Location A has a  higher investment cost.  
 Investments have a 25-year life and all other relevant factors are the same.  
 Which location would you choose? (circle either A or B) A B

**Perceptions**

**Now we'd like to ask about the factors that most influence your shipping  
 decisions. Please answer the following with respect to ALL SHIPMENTS YOU MAKE**

24. In order of importance, what the most important factors influencing your shipping  
 decisions?  
 Most important \_\_\_\_\_  
 2<sup>nd</sup> most important \_\_\_\_\_  
 3<sup>rd</sup> most important \_\_\_\_\_

25. If the average transportation rate you pay increased by  percent, would  
 your annual volumes decrease? Yes No  
 If yes, by how much? \_\_\_\_\_%

26. If the average transit time you incur (by all modes) increased by  percent, would your annual volumes be affected? Yes  
 No

If yes, by how much? %

27. What do you consider to be the most important issues facing transportation shippers today?  
 \_\_\_\_\_

**Shipper Characteristics**

28. How large is your firm or facility? (THEIR LOCATION ONLY)

Revenues per year

Tons shipped per year

Number of employees

29. What modes do you use to ship your  (*insert commodity listed in question 2*)

Barge	Yes	No
Rail	Yes	No
For-Hire Truck	Yes	No
Private (your) truck	Yes	No

30. What percentage of your shipments involve:

Barge: %  
 Rail: %  
 For-hire Truck %  
 Private Truck %

31. What is the average price or value of the  (*insert commodity from question 2*) you pay or receive?

Price  Unit of measurement  (ton, bushel, cwt (hundred wt.))

Is this the value at your location or at the location being transported to or from?

Yours  
 Other

32. How far is the nearest rail loading facility?  miles

33. How far is the nearest barge loading facility?  miles

34. Do you have loading and unloading equipment for:

Barge Shipments	Yes	No
Rail Shipments	Yes	No
Truck Shipments	Yes	No

35. What fraction of the delivered value of your commodity represents logistics costs (i.e., rate + inventory + handling/landed price)?

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Thanks so much for your help with this survey!