

A TYPE

Stated preference survey for new  
freight transportation modes

ID

<input type="checkbox"/> Company Name		<input type="checkbox"/> Department	
<input type="checkbox"/> Position		<input type="checkbox"/> Name	
<input type="checkbox"/> Company Address			
<input type="checkbox"/> Phone #		<input type="checkbox"/> FAX	
<input type="checkbox"/> E-mail			
<input type="checkbox"/> Interview date/time	MM / DD / YYYY	Interviewer Phone : FAX :	
<input type="checkbox"/> Interviewer's name			

## ● Basic Information ●

SQ1) what is the type of your company ?

[1] Carrier(logistics) company [2] Shipper [3] Others (→ Stop the interview)

SQ2) Are you responsible for(or influential in) the modal choice of freight transportation ?

[1] Yes [2] No (→ Stop the interview)

SQ3) Major freight transportation mode ?

[1] Road(trailer) [2] Rail (including road transportation to/from railway station) (→ Stop the interview)[3] Others (→ Stop the interview)

## ● Actual Situation of Container transportation ●

Q1) How many percent reduce of the current transportation cost on the road do you think you can convert to a new mode?

\_\_\_\_\_ % reduction

Q2) How many percent reduce of the current transportation time on the road do you think you can convert to a new mode?

\_\_\_\_\_ % reduction

Q3) Do you think you can convert to a new mode when the cost and time reductions that you have answered on Q1 and Q2 are achieved?

- |                    |                            |
|--------------------|----------------------------|
| [1] Definitely not | → <u>Move to Q4)</u>       |
| [2] No             | → <u>Move to Q4)</u>       |
| [3] Neutral        | → <u>Move to SP Survey</u> |
| [4] Yes            | → <u>Move to SP Survey</u> |
| [5] Definitely yes | → <u>Move to SP Survey</u> |

Q4) If you do not convert to a new mode, what is the reason?

- [1] Because of long distance between freight origin(or destination) and the terminal of new mode
- [2] Because you have to use your company truck first.
- [3] No time or cost advantages expected
- [4] The new mode seems unstable
- [5] Because of your concern that truck transportation job will be reduced in the future because of the new mode
- [6] Others (\_\_\_\_\_)

## ㉠ SP Survey ㉠

- ◆ When transportation cost(for trunk line), trans-shipment cost, transporation time(for trunk line) and trans-shipment time are given for each transportation mode(new mode and road), please check your one preferred mode.
- ◆ Please refer the description of level of service below.

Level of service items	Level of service
1. Timeliness to arrive at the destination at the appointed time 2. Ease of vehicle use when needed 3. Safety on cargo transportation against damage or loss 4. Convenience such as providing information on the location and arrival of cargo 5. Connection with other modes 6. Usability (potential) to smoothly handle future increase in cargo volume	100% : Overall satisfaction 80% : Neutral 60% : Overall dissatisfaction

Situation 1	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	70	60	1.New mode
	Road	171,600	63	60	2.Road(trailer)
Situation 2	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	205,050	70	80	1.New mode
	Road	171,600	79	60	2.Road(trailer)
Situation 3	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	205,050	96	60	1.New mode
	Road	235,950	63	80	2.Road(trailer)
Situation 4	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	225,555	96	80	1.New mode
	Road	235,950	79	80	2.Road(trailer)
Situation 5	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	70	60	1.New mode
	Road	235,950	87	100	2.Road(trailer)
Situation 6	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	205,050	70	80	1.New mode
	Road	235,950	63	100	2.Road(trailer)
Situation 7	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	96	100	1.New mode
	Road	214,500	79	60	2.Road(trailer)
Situation 8	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	96	100	1.New mode
	Road	235,950	87	80	2.Road(trailer)
Situation 9	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	225,555	96	80	1.New mode
	Road	214,500	63	60	2.Road(trailer)
Situation 10	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	70	60	1.New mode
	Road	214,500	79	80	2.Road(trailer)

Situation 11	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	225,555	70	100	1.New mode
	Road	214,500	63	80	2.Road(trailer)
Situation 12	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	87	80	1.New mode
	Road	171,600	63	80	2.Road(trailer)
Situation 13	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	205,050	87	100	1.New mode
	Road	171,600	79	80	2.Road(trailer)
Situation 14	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	205,050	96	60	1.New mode
	Road	214,500	87	60	2.Road(trailer)
Situation 15	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	87	80	1.New mode
	Road	214,500	79	100	2.Road(trailer)
Situation 16	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	225,555	87	60	1.New mode
	Road	214,500	63	100	2.Road(trailer)
Situation 17	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	225,555	70	100	1.New mode
	Road	171,600	87	60	2.Road(trailer)
Situation 18	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	205,050	87	100	1.New mode
	Road	235,950	63	60	2.Road(trailer)
Situation 19	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	225,555	87	60	1.New mode
	Road	235,950	79	60	2.Road(trailer)
Situation 20	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	164,040	96	100	1.New mode
	Road	171,600	63	100	2.Road(trailer)
Situation 21	Mode	Cost (won)	Time (minute)	Level of service (%)	Preferred mode
	New mode	205,050	96	60	1.New mode
	Road	171,600	79	100	2.Road(trailer)

– Thank you for your cooperation. –