

## **Little Village: Sample Design and Methodology**

### **Household Survey**

With a target goal of 300 households, the sampling began with a complete listing of 2,104 dwellings, from which blocks were randomly drawn from a clustered sample. Sampling was done at a rate of 24 percent, resulting in 526 dwellings. Of those, 76 dwellings were vacant, leaving an effective sample size of 450 dwellings. A total of 330 interviews were completed, yielding a response rate of 73 percent.

Interviews were performed in both English and Spanish, and enumerators were instructed to interview a primary adult within the household. Special incentives were provided to increase the number of male respondents. In the end, 44 percent of the Little Village respondents were men.

### **Business Survey**

The business survey was based on a stratified random sample of establishments that were in operation during the spring of 1994. Approximately 1000 business establishments were stratified according to the primary type of industry, product, or service. Uncommon businesses (i.e. bridal shops, bakeries, iron works products, and factories) were sampled at a rate of 100 percent; common businesses (i.e. restaurants, bars, auto repair shops, and hair salons) were sampled at a rate of 35 percent; all other remaining businesses were sampled at a rate of 50 percent.

The goal was a sample size of 200 establishments. Of the 286 enterprises that were targeted, 204 were successfully interviewed. This yielded a response rate of 71 percent.

In addition to this sample of businesses, a sample was drawn from the businesses operating in a Jewish-owned, Korean-operated discount mall in Little Village. This mall accommodates 120 small booths, which are rented by Koreans, Arabs, Indians, Mexicans, and other Hispanic immigrants. Of these small businesses, a stratified random sample was drawn. Thirty-five percent of the businesses owned by Korean and Hispanics were interviewed, and all of the booths rented by individuals of other ethnic origins were interviewed. Of the 60 targeted businesses operating in the mall, 40 businesses (63 percent) were successfully interviewed. This yielded a combined sample response rate of 70 percent.

All interviews were conducted by bilingual interviewers, who insisted in interviewing only the owners of the establishments. In addition, several of the businesses that were originally sampled had already been closed by the time of the survey. These former-business owners were contacted and interviews were conducted concerning the failure/closure of their business.