

Appendix A Survey Methodology

The telephone survey was designed to identify attitudes of dry cleaners towards technology choice in general and wet cleaning technology in particular. It also explores sources and accuracy of information regarding technology among cleaners, and the impact of various economic incentives. The sample of dry cleaners in the South Coast region was drawn from the South Coast Air Quality Management District's permitting records. Over 2400 facilities were identified as having current permits for the operation of PCE dry cleaning equipment.

The survey was designed in consultation with the UCLA School of Law Empirical Research Group, and administered by Fleischman Associates. It was pre-tested with three individuals, and revised to limit its length to approximately 15 minutes. Given the large proportion of shops operated by Koreans, the interview was translated into Korean, and Korean-speaking interviewers were available to administer the interview as needed.

The sample list was randomized, and the survey administered in accordance with standard protocols for telephone surveys. Reasonable efforts were made to obtain a response from each number before the next number was called. In the event that a telephone call was unanswered or busy, a maximum of three additional attempts were made to a contact the respondent. The interviews were performed between June 3 and June 27. The results of completed calls were recorded on survey questionnaires, and records were also kept for each attempt to reach a respondent.

A total of 202 surveys were completed, with a response rate of 57%:

Table __
Final Disposition of Calls

Disposition	Number	
1. Refusal	131	
2. Incomplete Survey	4	
3. Language Problem	17	
4. Subtotal		152
5. Completed surveys		202
6. Response rate (202/(152+202))		57%

Table __
Unobtainable Sample

Disposition	Number
1. No answer/ answering machine	44
2. Call backs requested	185
3. Busy Signal	18
4. Wrong Number	75
5. Disconnected Number	351
6. Pager Number	7
7. Business Sold	6
Total	686