### Attitude Study

Among Negro And White Residents In The

Milwaukee Negro Residential Areas

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Conducted For

The Milwaukee Journal

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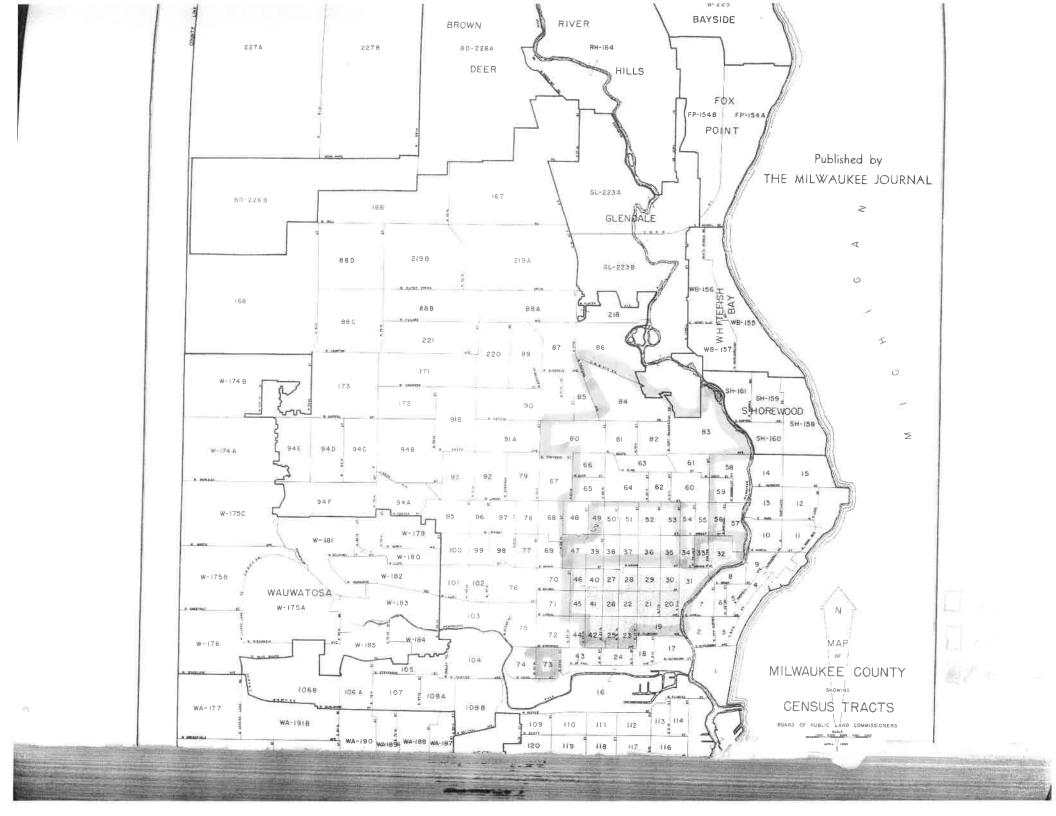
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Submitted by:

Bisbing Business Research
Milwaukee, Wisconsin

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# Comparison Of Negro And White Residents In The Negro Areas

The two populations surveyed in the Negro areas, 400 Negro and 100 White residents are significantly different with respect to age, sex composition, and length of residency in the Milwaukee areas.

Demographic variances between the Negro and White populations can be seen in the age structure of the groups. The Negro population is a relatively young community as compared to the White community, with 76.2% of the total respondents under 50 years of age and 40.7% of the total between 35-49 years of age. Of the total White respondents, 38.0% were under 50 years of age with 34.0% of the total over 65 years.

1	Percent Of Sample					
Age	Negro	White	Total			
18-24 25-34 35-49 50-64 65 & over	9.0 26.5 40.7 16.5 7.3	3.0 13.0 22.0 28.0 34.0	7.8 23.8 37.0 18.8 12.6			
Total	100.0	100.0	100.0			
Base	400	100	500			

Taking into consideration the older White population of the area and the longer life expectancy of females, the White residents of the Negro areas tend to have a higher ratio of

females than males and is reflected in sex composition of the survey sample.

	Percent Of Sample						
Sex	Negro	White	<u>Total</u>				
Male Female	49.5 50.5	44.0 56.0	48.4 51.6				
Total	100.0	100.0	100.0				
Base	400	100	500				



Of the total White residents interviewed, 57.0% were born in Milwaukee, as compared to 7.5% of the total Negro respondents.

In addition, 20.0% of the Whites interviewed have lived in Milwaukee 25 years or more as compared to 14.0% of the Negroes.

While only 7.5% of the Negroes interviewed were born here, 46.2% have lived in Milwaukee 15 years or more, 24.2% from 10 to 14 years, and 20.6% less than 10 years, an indication of established ties in the area as well as a decreasing rate of migration into the Milwaukee area.

	Percent Of Sample						
Length Of Residence	Negro	White	<u>Total</u>				
Born here	<b>7.</b> 5	57.0	17.4				
Less than 10 years	20.6	6.0	17.6				
10 - 14 years	24.2	9.0	21.2				
15 or more years	46.2	28.0	42.6				
Base	400	100	500				

In the final analysis, the ageing White population of little growth and long residence in the Milwaukee area are, to a large degree, also older residents in their present neighborhood rather than migrants to the area. It would appear that as the

Milwaukee Negro population grew and expanded, many older
White residents were not displaced but preferred to remain
in their family home. Reasons for the preference of the
White residents to remain intheir neighborhood may include:

- -- Ownership of the home, some of which have been converted into rooming houses.
- -- Continued allegiance to and involvement with the previously strong ethnic quality of the neighborhood (i.e. German)
- -- Resistance to change due to age.

#### Emergence Of Diversified Areas

With the growth and geographic expansion of the Negro population in Milwaukee during the past 50 years, the Negroes of the "Inner Core", as the Negro residential area has been commonly referred to, have diversified economically and socially. Selective movement by Negroes within the core based on economic well being, housing opportunity and social preferences has resulted in the development of three distinct Negro neighborhoods of varying characteristics - the Lower Core, Middle Core and Upper Core (See page 7a).

The Negro population, in each of these areas, is directly related to the number of interviews completed for this study as shown on the following page.

Interviews Completed By Areas

	Percent Of Sample						
Area	Negro	White	Total				
Lower Core Middle Core Upper Core	34.0 36.3 29.7	34.0 37.0 29.0	34.0 36.4 29.6				
Total	100.0	100.0	100.0				
Base	400	100	500				

Sex, Income, And Age Composition
Of The Lower, Middle And Upper Cores

As previously noted, the Negro population is balanced in age and sex structure and tends to be much younger than the White population which appears older and composed of more females than males. This predominance of White females is most apparent in the Lower and Middle Core areas. These areas are most predominantly Negro, the White population to a large extent being displaced to other areas. Consequently these areas reflect the remaining older female Whites to a larger degree than the Upper Core area with 61.8% female in the Lower Core and 54.1% in the Middle Core.

Percent Of Sample White Negro Total Middle Upper Total Lower Lower Middle Upper Sex 45.9 48.3 49.5 38.2 51.5 49.0 47.9 Male 51.7 52.1 50.5 61.8 54.1 48.5 51.0 **Female** 100.0 100.0 100.0 100.0 Total 100.0 100.0 100.0 29 34 37 400 145 119 136 Base

Showed of loss.

Socio-economic diversification of these three Core neighborhoods is apparent in the variance of family incomes of the Negro respondents. In general, family income tends to increase significantly from the Lower to the Upper Core. Of the families living in the Lower Core, 62.5% have an annual income of less than \$5,000 with 37.5% on relief, pensioned or earning less than \$3,000. This compares to 44.2% of the families in the Middle Core and 17.7% of the families in the Upper Core earning less than \$5,000 per year. Again, 26.0% of the Negro Upper Core families earn over \$8,000 per year as compared to 20.7% and 4.4% in the Middle and Lower Cores, respectively.

The direct relationship of increase in income to distance of the respondent North of the central city is largely due to the proportionate increase of old, depreciated housing and the industrial use of land nearer the downtown area. The further North of the central city, the newer the homes, the less the industrial use of land and a higher frequency of residents of higher income.

6			Pe	rcent 0	f Sample			
		Neg				Whi	te	
Income	Lower	Middle	Upper	Total	Lower	Middle	Upper	Tota]
Under \$3,0	00 -							
Relief <del>-</del> Pensioned	37.5	21.4	17.7	24.0	29.4	32.5	31.0	31.0
\$3,000- \$4,999	25.0	22.8	12.6	20.5	23.5	29.7	24.2	26.0
\$5,000 <b>-</b> \$7,999	31.6	33.7	46.3	36.7	38.3	29.7	31.1	33.0
Over \$8,00 No Answer	0 4.4 1.5	20.7 1.4	26.0 3.4	16.8 2.0	5.9 2.9	2.7 5.4	13.7	7.0 3.0
Base	136	145	119	400	34	37	29	100

In total, Negro families tend to have higher annual incomes than do White families living in the Negro neighborhoods with 55.2% of the White families earning less than \$5,000 per year as compared to 40.0% of the Negroe residents. This is particularly significant in the Upper Core with 72.3% of the Negroes earning \$5,000 or more compared to 44.8% of the White families.

One factor involved in this Negro-White income variance is the older age structure of the White population resulting in significantly decreased earning power. In the Upper Core, 10.9% of total Negroes interviewed were 50 years or older as compared to 58.6% of the White respondents.

The age structure of the Negro population within the three core areas tends to be younger in the Upper Core than in the Middle or South Core with the Upper Core reporting 43.7% of total between 18-34 years, the Middle Core 31.7%, and the South Core 32.4%.

In this connection, 29% of the total in the Lower and Middle Cores were 50 years of age or over as compared to only 10.9% of the total interviewed in the Upper Core.

With one exception, the age structure of the White population does not change substantially between Cores, each reflecting a generally older population. However, in the Upper Core.

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27.6% of the total were 25-34 years of age as compared to 5.4% in the Middle Core and 8.8% in the Lower Core. While the Lower and Middle Cores are predominantly Negro populated, the Upper Core is more evenly integrated and, in some census tracts, predominantly White. This accounts in part for the larger percentage of younger White people in the Upper Core who have not yet been displaced by Negro migration.

			P	ercent 0	f Sample			
		Neg	ro			White		
Age	Lower	Middle	Upper	Total	Lower	Middle	Upper	Total
18 - 24 25 - 34 35 - 49 50 - 64 65 & over	8.1 24.3 38.2 19.1 10.3	11.0 20.7 39.3 20.0 9.0	7.6 36.1 54.4 9.2 1.7	9.0 26.5 40.8 16.5 7.3	5.9 8.8 26.5 23.5 35.3	2.7 5.4 24.3 27.0 40.5	27.6 13.8 34.5 24.1	3.0 13.0 22.0 28.0 34.0
Base	136	145	119	400	34	37	29	100

Length Of Residence And Origin Of Birth
In Relation To Core Location

While the Negro residents living further North tend to be younger and have higher incomes than the Lower Core residents, length of residence in Milwaukee does not appear to be a statistically significant factor in the living patterns of the Negro or White residents of the area. However, 76.0% of the Negroes interviewed have lived in Milwaukee 10 or more years, allowing them time to adjust to the city and migrate throughout the Negro area.

			P	of Sample	Sample			
T		Negro				Whi	te	
Length Of		Middle	Upper	Total	Lower	Middle	Upper	Tota!
Residence	Lower	THE RESERVE OF THE PERSON NAMED IN	119	400	34	37	29	100
(Base)	136	145	4.2	7.5	58.8	51.4	62.1	57.0
Born here	9.6	8.3		92.5	41.2	48.6	37.9	43.0
Not born here:	90.4	91.7	95.8	94.5	41.04	10.0		
Lived in Milwau	kee:		22.7	<b>22.</b> 3	21.5	16.7		14.0
Less than 10	yws.22.8	20.2	23.7	- <del>-</del>	21.5	16.7	27.3	20.9
10-14 years	21.1	30.1	27.2	26.2	21.3	33.3	46.4	32.5
15-39	43.9	45.1	42.1	43.7		33.3	27.3	32.5
40 or more	10.6	3.8	4.4	6.2	35.7			J2 •J
No answer	1.6	0.8	2.6	1.6			100.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total	100.0					• •	*4	43
Base - Not born here	123	133	114	370	14	18	11	40

Although the length of residency of Negroes in Milwaukee does not appear to be a factor in living patterns, their place of birth is significant. The "Deep South" states, including the Carolinas, Georgia, Alabama, Louisiana, Missippi, Florida, Oklahoma and Texas were the birthplace of 50.8% of the total of one or both heads of Negro households reporting a place of birth other than Milwaukee. The "Border States" including Tennessee, Arkansas, Kentucky, Virginia, West Virginia, Missouri and Kansas were the birthplace of 33.7% of the Negroes.

In total 84.5% of the heads of households came to Milwaukee from the South. The Lower Core Negroes are more often from the Deep South (61.2%) than the other Cores (Middle 48.5% and Upper 42.1%) while the Upper Core has a higher instance of people from the Border States (41.5%) than does the Middle (34.9%) or Lower Core (25.1%).

Of the White population not born in Milwaukee, 53.3% have an origin in the Middle West and 35.9% are foreign born.

Birthplace Of Heads Of Households Not Born In Milwaukee

					f Sample				
			0	4.9					
		Negr	0				White		
Area	Lower	Middle	Upper	Total	Lower	Middle	Upper	Total	
Deep South	61.2	48.5	42.1	50.8		6.7		2,6	
Border	25.1	34.9	41.5	33.7		~	5.3	1.3	
Middle West	6.4	5.5	10.4	7.3	61.5	36.7	68.4	53.3	
Other U.S.	1.8	1.7	2.0	1.9		13.3		5.3	
Foreign born	0.5	0.4	0.5	0.4	38.4	40.0	26.3	35.9	
No answer	5.0	8.9	3.5	5.9		3.3	<b></b>	1.3	
Base	219	235	202	656	26	30	19	75	

### Education

Of the total 400 Negroes interviewed, 29.3% have an eighth grade or less education, 30.0% have had some high school, 27.5% have a high school diploma, 11.1% have at least some college and one respondent stated he had never gone to school. More respondents had some high school or a diploma in the Upper Core (77.3%) than in the Middle (55.2%) or Lower Core (51.5%) as is true for those with college training. On the other hand, 17.6% of those in the Lower Core had less than an eighth education as compared to 2.5% of the Upper Core.

		Percent Of Sample							
Level Of		Negro White							
Education	Lower	Middle	Upper	Tota1	Lower	Middle	Upper	<u>Total</u>	
Less									
than 8	17.6	17.2	2.5	13.0	14.7	16.2	6.9	13.0	
8	18.4	15.9	14.3	16.3	2 <b>3.</b> 5	16.2	13.8	18.0	
								,	
9 - 11	22.8	33.1	34.5	30.0	29.4	18.9	31.0	26.0	
,									
12	28.7	22.1	32.8	27.5	29.4	37.8	34.5	34.0	
12	20.7		52.0						
13 - 15	7.4	6.2	11.8	8.3		5.4	3.4	3.0	
13 - 13	7.4	0.2	11.0	0,0				į	
16	. 0 7	4.1	2.5	2.5	2.9			1.0	
16 or mor	e 0.7	4.1	2.5	2.5			9		
				0.3					
Business	0.7			0.3					
				0 1			At the Control of Control		
No school	0.7	<b>***</b>		0.3					
						_ ,	10.0	<b>.</b> .	
No answer	2.9	1.4	1.7	2.0		5.4	10.3	5.0	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Base	136	145	119	400	34	37	29	100	

The White residents living in the Negro neighborhoods generally appear to have had the same amount of education as the Negro population. It must be noted, however, that the White residents are a great deal older than the Negroes of the area and received their education long before the present trends in education had developed.

Of the total, 7.8% of the Negroes and 7.0% of the White respondents are presently attending evening or adult educational classes. Of the total 31 Negroes attending courses, 51.6% are studying professional, technical or college level courses and 29.0% are studying trade skills.

	Percent Of Sample						
Adult Education	Negro	White	Total				
Yes No Total Base	7.8 92.2 100.0 400	7.0 93.0 100.0 100	7.7 92.3 100.0 500				
Education Courses							
College level/ professional, technical	51.6	28.6	47.4				
Trade skills	29.0	42.8	23.7				
Homemaking	19.3	14.3	15.8				
High School level	16.1	14.3	26.3				
Total Base	100.0 31	100.0 7	100.0 38				

# Present Employment

The Negro population tends to have a higher employment rate in the Upper Core than in the Middle or Lower Cores. Of the total 400 Negroes interviewed, 61.3% are presently employed, 70.6% in the Upper Core, 62.1% in the Middle Core and 52.2% in the Lower Core. Seventy-five percent of the male Negro respondents were employed outside of the home compared to 48% of the female Negro respondents. Fewer of the White residents are employed, 43.0% of the total, with little variance between neighborhood areas.

	Percent Of Sample									
		Neg	ro			Wh	ite			
	Lower	Middle	Upper	<u>Total</u>	Lower	Middle	Upper	Total		
Employed	52.2	62.1	70.6	61.3	41.2	45.9	41.4	<b>43.</b> C		
Not employed	47.8	37.9	29.4	38.7	58.8	54.1	58.6	<b>57.</b> 0		
Tota1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	<b>100.</b> C		
Base	136	145	119	400	34	37	29	100		

of those Negroes employed, the Lower Core residents tend to be employed more often in unskilled labor, service and domestic jobs while the Middle and Upper Core residents tend to be employed more often in semi-skilled operative, skilled craftsmen, professional and office-clerical positions, in that order.

	Percent Of Sample								
Occupations	S-7-1	Ne	gro			Whi	te		
Most Frequently Mentioned	Lower	Middle	Upper	Total	Lower	Middle	Upper	Total	
Semi-skilled Operative Unskilled	19.7	27.8	25.0	24.5	35.7	23.5	50.0	34.9	
Laborer Service	21.1 19.7	14.4 16.7	17.9 14.3	17.6 16.7	21.4 7.1	17.6 11.8	 16.7	14.0 11.6	
Skilled Craftsman Professional Office -clerical Domestic work	12.7 4.2 2.8 7.0	16.7 6.7 5.6 5.6	13.1 11.9 9.5 1.2	14.3 7.8 6.1 4.5	21.4	5.9 11.8	16.7  8.3	14.0 7.0	
Base	71	90	84	245	14	17	12	43	

#### Type Of Housing

Negroes less often own homes than do the White residents in the Negro neighborhoods. Of the total samples, 66.0% of the Whites own homes as compared to 32.3% of the Negroes. Whites tend to own homes more often in the Lower Cores as a result of the older females as previously mentioned, while the Negroes tend to own homes more often in the Middle and Upper Cores.

			Pe	rcent Of	Sample			
Home		Neg	ro			Wh	ite	
<u>Ownership</u>	Lower	Middle	Upper	Total	Lower	Middle	Upper	Total
Own home Rent	21.3 78.7	35.2 64.8	41.2 58.8	32.3 77.7	70.6 29.4	62.2 37.8	65.5 34.5	66.( 34.(
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Base	136	145	119	400	34	37	29	100

Of those owning their home, Negroes most often appraised their home at between \$10,000-\$14,999 (46.5%) while the White owners most often appraised the value of their home at between \$5,000-\$9,999 (37.9%).

Value Of  Home Owned	Percent Of Negro	Sample Who White	Own Home Total
Under \$5,000	3.9	10.6	6.2
\$5,000-\$9,999	22.5	37.9	27.7
\$10,000-\$14,999	46.5	16.7	36.4
\$15,000-\$19,999	15.5	3.0	11.3
\$20,000-\$24,999	0.8		0.5
No answer	10.8	31.8	17.9
Total	100.0	100.0	100.0
Base	129	66	195

Of those Negroes who rent apartments or housekeeping rooms, the residents of the Upper Core tend to pay higher rents than do the Negroes in the Middle or Lower Cores as would be expected in light of similar trends in income and housing conditions. For example, 24.3% of the Upper Core Negroes pay \$80 or more monthly rent as compared to 5.6% in the Lower Core. In total, White residents pay substantially lower rents than the Negroes with 41.2% of the Whites paying under \$60 per month as compared to 19.2% of the Negroes. This is due, in part, to the transcient nature of rooming houses available

in several areas. Percent Of Sample Who Rent						
			White			
Monthly Rent	Lower	Middle	Upper	Tota1	Total	
Under \$50	11.2		4.3	5.5	14.7	
50 - 59	15.0	16.0	8.6	13.7	26.5	
60 - 69	20.6	41.5	20.0	27.7	20.6	
70 - 79	14.0	33.0	41.4	27.7	8.8	
80 - 89	4.7	5.3	18.6	8.5	14.7	
Over 90	0.9	1.1	5 7	2.3	2.9	
No answer	33.6	3.2	1.3	14.8	11.8	
Total	100.0	100.0	100.0	100.0	100.0	
Base	107	94	70	271	34	

#### Automobile Ownership

Car ownership tends to be directly proportionate to income. As a result, the Upper and Middle Core Negroes (53.8% and 54.5%) own cars more often than Lower Core Negroes (39.7%). This trend is also apparent but to a larger extent, among White residents with 75.9% owning cars in the Upper Core as compared to 41.2% in the Lower Core.

			P	ercent 0	f Sample				
	<del>1</del>	Ne	gro			White			
Automobile Ownership	Lower	Middle	Upper	Total	Lower	Middle	Upper	<u>Total</u>	
Yes No	39.7 60.3	54.5 45.5	53.8 46.2	49.3 50.7	41.2 58.8	62 <b>.</b> 2 37.8	75.9 24.1	59.0 41.0	
Tota1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Base	136	145	119	400	34	37	29	100	

White residents most often report owning a Ford or Chevrolet (45.9%) of recent model years while Negroes most often own Buick, Pontiac or Oldsmobiles (47.2%) of older model years.

		Percent Of Sample	
Make And Model	Negro	White	Total
Of Car Owned			
Ford-Chevrolet	(27.4)	(45.9)	(31.7)
1965-1966	1.5	5.1	2.4
1960-1964	12.7	20.4	14.4
1955-1959	12.2	18.7	13.7
Before 1955	1.0	1.7	1.2
Buick-Pontiac-Oldsmobile	(47.2)	(27.2)	(42.6)
		4.0	rr
1965-1966	5.1	6.8	5.5
1960-1964	18.8	8.5	16.4
1955-1959	22.8	10.2	19.9
Before 1955	0.5	1.7	0.8
All Other Makes	(27.4)	(28.9)	(27.4)
	(,		•
1965-1966	1.0	3.4	1.2
1960-1964	13.2	13.6	13.3
Before 1960	13.2	11.9	12.9
			*
No answer	0.5	3.4	1.2
Total *	102.5	105 • 5	102.9
Base	197	59	256

<sup>\*</sup> Some respondents own more than one car.

### Insurance Coverage

In both the Negro and White samples, 86.0% of the total carry life insurance while health and accident insurance is carried by 81.0% of the Whites and 78.5% of the Negroes.

Insurance is more often carried by the residents of the Upper Core than the Middle or Lower Cores.

			Pe	rcent Of	f Sample			
Insurance		Negr	0			Whi	te	
Coverage	Lower	Middle	Upper	Total	Lower	Middle	Upper	Total
Life Insurance Health and	80.1	86.2	92.4	86.0	88.2	89.2	79.3	86.0
accident	65.4	82.1	89.1	78.5	79.4	83.8	79.3	81.0
Base	136	145	119	400	34	37	29	100

## Size Of Family

Among Negroes, the rate of married persons increases from the Lower to the Upper Core while the rate of divorced and separated persons decreases. Of the total Whites, 69.0 are married and 22.0% widowed with 1ttle variance among areas.

			Pe	rcent Of	Sample			
		Neg	ro			Whi	te	
Marital Status	Lower	Middle	Upper	Total	Lower	Middle	Upper	Total
Single	8.8	9.0	7.6	8.5	8.8	2.7	6.9	6.0
Married Divorced,	64.0	75.2	80.7	73.0	67.6	70.3	69.0	69.0
Separated	16.9	7.5	7.6	10.8	2.9	2.7	3.4	3.0
Widowed	10.3	8.3	4.2	7.8	20.6	24.3	20.7	22.0
Base	136	145	119	400	34	37	29	100

The Negro households in the Upper Core (73.9% of the total) more often have children than in the Middle (64.1%) or Lower Core (55.9%). Families with 2-4 children are progressively more frequent from Lower to Upper Core while families having 5 or more children decrease slightly from the Lower to Upper Core.

Both Negroes and Whites most often report two adults living in the household.

			Pe	rcent U	i sample			
Number Of		Ne	gro			Wh	ite	
Children	Lower	Middle	Upper	Total	Lower	Middle	Upper	Total
		15						
None	44.1	35.9	26.1	35.8	61.8	81.1	58.6	68.0
One -	10.3	11.7	11.8	11.3	5.9	13.5	10.3	10.0
2-4	20.6	29.0	41.2		20.6	5.4	31.0	18.0
5 or more	25.0	22.7	20.1	22.9	11.7			4.0
Base	136	145	119	400	34	37	29	100
Number Of		; =						
1	24.3	20.7	13.4	19.8	20.6	29.7	13.8	22.0
2	62.5	64.1	73.1	66.3	64.7	54.1	58.6	59.0
3	8.8	9.0	11.8	9.8	8.8	13.5	24.1	15.0
More	320							
than 3	4.4	6.2	1.7	4.3	5.9	2.7	3.5	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Base	136	145	119	400	34	37	29	100

Percent Of Sample

Police always around to stop anything from starting come when called more police here than in other areas	7	13
Slow sometimes don't come when called	3	7
Mistrust kids unfair to Negroes	2	-
Too lenient on kids	2	
Seem disinterested don't come when called don't patrol area enough need more protection don't look after children not safe on streets  Police prejudiced stopped for being in another neighborhood nasty language don't give respect in this	35	26
language don't give so many patrols area brutal not so many patrols in White area always here for petty things, but not important	22	3
Because it's a Negro neighborhood police afraid not strict enough with Negroes	2	13

As indicated above, a major complaint about the Police Department

is lack of protection in the Negro neighborhoods. When asked

specifically about personal and family safety on the streets of

The area, 42% of the Negro respondents and 67% of the White their neighborhood. There is any 0/% of the White

Lower and Middle Cores than in the other two Cores. No other

marked differences appear in the other sample groupings.

(See Table 16).

# BISBING BUSINESS RESEARCH

Based on the residents who expressed an opinion on personal and family safety on the streets, the most frequently expressed reasons given for these opinions are:

	Percent (	Of Sample
	Expressing	An Opinion
Reasons For Opinions	Negro	White
	(Base: 394)	(Base: 100)
Feel Safe On Streets		
Have had no trouble depends entirely on individual	21	17
Same as other places, good neighborhood area brightly lighted good police	9	6
Safe in daytime, don't go out at night safe for men, not women or children am afraid sometimes some cases of beatings and attacks	6	3
Do Not Feel Safe On Street		
Too many bad kids/teens/gangs on the street (Most freque mentioned in Lower Core)	22 22	21
Increasing crime and car		
stealing increased tension now	9	23
Not enough police nobody wa	ants 7	5
Not well lit all right in day but not at night	G	8
Fear from what I read and hear had bad experience - bad anywhere in area	- <i>L</i> ;	19

Turning to the crime rate in the neighborhood compared to other neighborhoods, 85% of the Negro residents and 93% of the White residents had an opinion. But only 10% of the Negro residents compared to 41% of the White residents said that the crime rate in their neighborhood was higher than in other neighborhoods. White residents, however, may have been using a wider point of reference, which reached beyond the Negro neighborhoods. That the point of reference used by the Negroes might be narrower is indicated by the progressive increase in the percentage who felt that the crime rate was lower in their neighborhood from 12% in the Lower Core to 34% in the Upper Core and from 12% in the lowest income group to 37% in the highest. (See Table 17)

Based on the 341 Negro residents and 93 White residents who gave an opinion on the relative crime situation, the most frequently given reasons for their opinions are:

	Percent Of Sample Giving Opinion						
Reasons	Negro	0	White (Base:				
Crime Rate Higher	(base.	3127					
People in this area bad, crooked shootings, fights are frequent more thefts		3		20			
Bad kids, teens in this area - gangs quit school and drink all the time	-	4		12			
News media more instances in this area		2		7			

Table 15

Equality Of Job Done By Milwaukee Police Department In
Your Neighborhood Compared To Other Milwaukee Neighborhoods

	Po		Not Saying			ually		
	-	Good In All Neighborhoods						
	-	~~~	Job In Our	Don't	orhood			
Sample Groups	Better	Same	Poorer	Know	<u>Total</u>	Base		
Race	•							
Negro	3.8	24.8	41.4	30.0	100.0	314		
White	1.9	38.5	19.2	9 40.4	100.0	52		
Geographic Area								
Negro Lower Core	1.9		38.3	39.2	100.0	107		
Negro Middle Core		22.6	49.6	24 3	100.0	115		
Negro Upper Core	6.5	32.6	34.8	26.1		92		
White Lower Core		15.8	21.1	63.1		19		
White Niddle Core	5.0	35.0	20.0	40.0		20		
White Upper Core	***	76.9	15.4	7 . 7	100.0	16		
Age Groups Hegro								
18 - 24		17.9	28.6	53.5	100.0	20		
25 - 34	5.8	26.7	40.7	26.8	100.0	86		
35 - 49	3.1	31.0	4.3.4	22.5	100.0	129		
50 - 64	6.0	16.0	50.0	28.0	100.0	50		
65 & over	222	9.5	23.6	61.9	100.0	21		
Income Groups Neg	gro							
Under \$3,000								
pensions relief	4.1	19.2	30.4	38.3	100.0	73		
\$3,000 - \$4,999	4.8	23.8	46.0	25.4	100.0	63		
\$5,000 - \$7,999	2.5	29.4	41.2	26.9	100.0	119		
\$3,000 - \$9,999		24.1	55.2	20.7	100.0	29		
\$10,000 & over	13.0	30.4	30.4	26.2	100.0	23		
Refused			14.3	85.7	100.0	7		
Length Of Residency	Negro	<u> </u>						
Under 5 years		31.0	31.0	38.0	100.0	29		
5 - 19 years	3.5	26.9	41.5	28.1	100.0	171		
20 years & longer	6.7	21.3	40.4	31.6	100.0	89		
Born here		16.0	56.0	23.0	100.0	25		
Sex Negro								
Male	6.0	25.0	ابداد.0	25.0	100.0	193		
Female	2.0	25.0	39.0	34.0	100.0	202		

Table 16

Feeling Of Personal And Family Safety On Streets Of

Neighborhood

	Percent Of Sample Feel Safe					
Sample Groups	Yes	No	Don't Know_	Total	Base	
Race						
	56.3	42.3	1.4	100.0	400	
Negro White	33.0	(67.0)		100.0	100	
Geographic Area						
Negro Lower Core	52.9	44.9	2.2	100.0	136	
Negro Middle Core	51.7 65.5	46.9 33.6	1.4 0.9	100.0 100.0	145 119	
Negro Upper Core White Lower Core	32.4	67.6		100.0	34	
White Middle Core	27.0	73.0		100.0	37	
White Upper Core	41.4	58.6		100.0	29	
Age Groups Negro						
13 - 24	75.0	19.4	5.6	100.0	36	
25 - 34	54.7	44.3	1.0	100.0	106	
35 - 49	58.3	41.1	0.6	100.0	163	
50 - 64 65 & over	53.0 34.5	47.0 58.6	6.9	100.0 100.0	66 29	
05 % 0461	24.7	30.0	0.7	100.0	2	
Income Groups Negr	0					
Under \$3,000						
pensions relief	47.9	49.0	3.1	100.0	96	
\$3,000 - \$4,999	53.7	43.9	2.4	100.0	82	
\$5,000 - \$7,999	61.2 47.5	38.1 52.5	0.7	100.0 100.0	147 40	
\$3,000 - \$9,999 \$10,000 & over	70.4	29.6		100.0	27	
Refused	87.5	12.5		100.0	8	
Length Of Residency Negro						
Under 5 years	63.6	33.3	3.1	100.0	33	
5 - 19 years	50.4	41.1	0.5	100.0	219	
20 years & longer	48.3	48.3	3.4	100.0	113	
Born here	63.3	36.7		100.0	30	
Sex Negro						
Male	57.0	41.0	2.0	100.0	198	
Female	55.0	43.0	2.0	100.0	202	

In addition to discussing specific topics of special interest to Negroes such as the School System and Police Department as discussed in previous sections of this study, each respondent was asked what he felt to be the most serious problems now facing Negroes in Of; most concern to Negroes in Milwaukee is Milwaukee. the problem of employment mentioned by 42.0% of the total Negroes interviewed. Other major areas of concern include housing problems mentioned by 34.0% of the total, the School System mentioned by 28.5% and equal rights in all areas of living, 12.9%. Additional problem areas mentioned include the needs of today's Negro teenagers, 5.3% and the Negro's need to improve himself and take advantage of present opportunities, 4.0%. Of the total Negroes interviewed, 4.0% felt the Negro currently had no serious problems and 12.0% did not answer (See Table 21).

Of the 100 White residents interviewed, 25.0% felt that Negroes did not have any problems that the White people of the community did not face themselves. In addition. 24.0% felt the Negro was his own problem and needed to improve himself. Housing difficulties, due to the expressway and urban renewal, and employment were mentioned by 19.0% and 16.0% of the Whites, respectively and 12.0% did not answer.

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#### The Problem Of Employment

Concern about the present employment situation in Milwaukee was not expressed significantly more often by any age group, income level or neighborhood area but appears to be the most serious problem among all groups.

Factors of the Negro employment problem respondents felt most in need of correction are:

Percent Of Sample (Base: 400)

"Employers should hire according to a persons qualifications, not his skin color - be fair employers as per the sign in their windows."

20

"Jobs hard to get - only unskilled being affected by automation - many firms won't train Negroes."

15

Adult and younger Negroes need to gain training, schooling in order to get better and more skilled jobs. Parents should keep teenagers in school."

12

When specifically asked if Negroes were turned down on jobs for which they apply because they are Negroes rather than for lack of qualifications and experience, 55.5% of the Negroes felt this situation did exist. Of the total Whites interviewed, 20.0% expressed an awareness of this situation.

Unequal jobs opportunities was more often affirmed by Negroes living in the Lower Core (60.3%), age group 25-34 (67.0%) and those born in Milwaukee (66.7%). (See Table 22)

Awareness of the inequality in hiring is supported by the following evidence given by those Negroes who feel an inequality does exist.

# Percent Of Sample (Base: 222)

"Personal experience - they look at you, see you're Negro and turn you down."	23
"Tests and qualifications graded lower and disregarded - hire a White who couldn't finish test or do a	20
job before they hire a Negro."	20
"Whites always hire their own first."	18
"Told me they didn't hire Negroes told job filled- called later and still open. Hired on the phone, went in-	
said not enough experience."	15
"Know the excuses - intuition"	7
"Don't see Negroes in some jobs."	5

Knowledge of persons hired because they were Negro was expressed by 11.0% of the Negroes and 10.0% of the Whites interviewed (See Table 23).

# Housing Problems

As previously mentioned, housing was most frequently noted, after employment, as a major problem to Negroes in Milwaukee being mentioned by 34.0% of the Negroes. Housing was mentioned progressively more often as a serious problem by the higher income groups (45.0% in the \$8,000-\$9,999 income group), the age groups having children (35-49, 41.1%) and the Upper Core residents (44.5%). (See Table 21).

Factors of most concern in the area of housing were:

Percent Of Sample (Base: 400)

"Severe housing restrictionsshould be able to live where I choose if I can afford it".

'Need better housing for Negroes -Landlords presently are unfair in the high rents charged for the low quality of the facilities and the little amount of upkeep".

"Can't get loans to improve".

20

14

1

When specifically asked if Negroes have real problems in getting a place to live, it was the opinion of 72.5% of the Negroes interviewed that such a problem did exist.

Of the Negroes presently earning less than \$3,000 annually, on relief or pensioned, 65.6% felt this was a problem as compared to 77.6% of those earning \$5,000 to \$7,999 and 76.0%

of those earning \$8,000 and over annually (See Table 24).

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Of the 290 Negroes who felt there was a problem in getting a place to live, 52.0% personally knew of someone who has had trouble in this respect. (See Table 25).

The types of trouble most often known of were:

# Percent Of Sample (Base: 150)

'Whites and real estate people won't sell or rent when person can afford it - add strict qualifications to keep Negro out" (65% in Upper Core).



"Children are a problem, can't get place big enough that we can afford - many people won't rent if children in family".

18

"High prices for bad housing, landlords, can't afford it -Whites raise prices to keep you out."

14

"Had trouble when moving into integrated neighborhood-heard."

10

"Personal experience - was turned down".

9

"Read of instances of discrimination". 8

"Difficult to get financing". 4

Of those Negroes who felt a housing problem existed, 38% felt someone was trying to solve these problems as compared to 46.8% of the Whites who felt Negroes have a housing problem (See Table 26).

Those persons most often mentioned as attempting to solve the Negro housing problems were:

	Percent Of Sample		
	Negro White		
	(Base: 109)	(Base: 22)	
Civil Rights Leaders, in general	21	27	
NAACP - M.L. King	17	18	
Law makers, principally including Vel Phillips, Isaac Coggs	16	18	
Housing Authority of Milwaukee	13	41	
CORE -MUSIC-Triple O	8	8=	
Urban League - Wesley Sco	ott 7	5	
Board Of Realtors	7	5	
Mayor Maier - President Johnson	7	-	
News media	4	-	

In connection with housing problems and finding a place to live, repsondents were asked if they would rather live in neighborhoods of the same national and social background as their own or in neighborhoods of mixed backgrounds. Of the total Negroes interviewed, 29.8% preferred living in a neighborhood of racial unity, 33.7% preferred a racially mixed neighborhood, 19.3% felt this was a matter of individual choice and 17.2% did not express a preference. Age and income characteristics of the respondents were not statistically significant in determining a preference of neighborhood composition, although women more often preferred racial unity than did men, 34.2% and 25.3% respectively (See Table 27).

Of the total White respondents, 58.0% preferred racial unity with residents of the Upper Core more often mentioning racial unity (69.0%) than White residents of the Middle (54.1%) and Lower Cores (52.9%).

Reasons mentioned most often by Negro respondents for preferring a type of neighborhood were:

	Percent Of (Base:	
Racial Unity		
"Understand each other better, more in common".	30	
"Whites don't like Negroes, don't want them to live in neighborhood - would only cause trouble".	26	
"Feel more at ease among my own people - don't have to watch what I say and do - don't feel inferior".	25	
"Natural tendency for people to want to live among their own".	14	
"Don't want to live near White people".	9	
"Just want to live in a nice neighborhood".	9	
Racially Mixed	(Base:	135)
"Better to learn to mix socially for all people to end segregation - better community relations".	50	
"Nicer neighborhoods, people keep up property better".	22	

"Better area for the children to grow up in - better schools".	19	
"So Negro can learn that he is not inferior to others".	19	
"Have always lived in a mixed neighborhood - get along fine".	11	
"Can learn new ideas - cultures".	10	
Individual Choice	(Base:	77)
"Just as long as I have a clean, neat place to live		
in a good decent neigh- borhood".	50	
"Only want to live where I fit in, am accepted - happy".	29	
"Want to be able to choose which area to live in without restrict-		
ions, depending on what I can afford '.	12	2

A factor involved in problems of housing for Negroes is that of financing for home improvements and purchasing a home.

While 72.5% of the total Negroes interviewed felt a housing problem did exist, 55.8% of the total interviewed felt financing was a problem in connection with housing. Financing was more often mentioned by the higher income groups most able to afford home improvements and home purchases (67.5% among the \$8,000-\$9,999 group) than among the lower income groups (47.9% of those earning under \$3,000 annually, those pensioned or on relief). In addition, problems in home financing were more often mentioned by men, 61%, than women, 51% (See Table 28).

The 223 Negroes who felt problems of financing are a factor in housing problems, most often mentioned the following types of trouble Negroes had in this respect.

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# Percent Of Sample (Base: 223)

"Whites won't give a Negro a break to better themselves - won't give a Negro the money to move into a White neighborhood-evidence of prejudice".



"Charge extremely high interest and payments and demand more collateral than is normal for a White person of the same income, etc."



"Negroes cannot make enough in.come due to types of jobs
available to get the security
and collateral needed for a loan".

19

"Won't give Negroes a good credit rating - don't trust them to repay as they do a White in similar circumstances".

15

"Personal experience - was refused a loan - high prices on old houses in the Core are not financiable".

14

"Negro makes own trouble - history of not paying debts".

6

# Present Neighborhood Health Conditions

In addition to general housing problems and difficulties in home financing, the health conditions of any neighborhood as influenced by the city of Milwaukee and neighborhood residents is an important factor of concern of the community.