

SOCIOECONOMIC SURVEY TECHNIQUES
IN URBAN RENEWAL PLANNING
A CASE STUDY IN KANSAS CITY, KANSAS

by

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CHAPTER 1

INTRODUCTION

Urban Renewal was initially envisioned to be and has remained largely a "brick and mortar" program. Its stated purpose at inception in 1949 was "to provide a decent home and a suitable living environment for every American family." In practice the program has, according to its many critics, strayed far from this goal and has actually destroyed more housing than it has caused to be created. This claim is, of course, hotly contested by its equally vocal supporters. Regardless of the dwelling-unit box score, almost all agree that for at least the first decade and a half the program was characterized by a disproportionate preoccupation with the physical as opposed to the social aspects of the city.

The persistent demands for liberty by the "Great Society's" disenfranchised--the poor, the Blacks, the Puerto Ricans, the Chicanos--took a form during the decade of the 60's which finally produced at least a recognition of the ills of the society. Riots and assassination dramatized the plight of America's urban ghettos and those forced to inhabitate them, in a language which pathetically seems to

be the best understood by American governmental and private institutions.

This recognition resulted in the "social redress legislation" produced largely during the Johnson administration. The Economic Opportunity Act of 1964 and the Model Cities legislation are characteristic. The Housing Act was not left untouched by the philosophical climate within the Congress. The changes are reflected in the present degree of emphasis on citizen participation, community service requirements under the Neighborhood Development Program, expanded equal opportunity requirements, and the liberal benefits established in the Uniform Relocation Act of 1970.

A shift in emphasis at the federal level has little effect on the lives of those within urban renewal project areas, however, if it is not followed by an appropriate action at the Local Public Agency level. It is the ^{old}author's belief that many of the regulations aimed at the "humanization" of the renewal process have had little or no effect on the practices of most of those engaged in the actual planning of specific renewal projects.

There appears to be a number of reasons for local agency inaction. Foremost, perhaps, is that the Department of Housing and Urban Development seemingly views social planning only as an aid to

physical renewal. If H.U.D. views physical change and social development as an interrelated complementary process, the attitude is certainly not reflected in its regulatory handbooks. The Urban Renewal and Neighborhood Development Program Handbooks abound in sweeping statements with regard to social development, but the manner in which they are stated makes them equally difficult to act upon by the Local Public Agency and to enforce by officials in H.U.D. Area Offices should they be inclined to do so. However, blame for a lack of social emphasis cannot be vested solely upon the heads of the federal bureaucracy. Physical renewal is certainly much easier to carry out than "human renewal", and few Local Public Agencies have taken advantage of the opportunities afforded them by more socially liberal regulations. If the general nature of legislative requirements has made possible the development of innovative social development programs by Local Public Agencies, there is little evidence to support a claim that many have done so.

It would appear that if the urban renewal process in general and the project planning process in particular are to become more responsive to the social and economic needs of project residents, the initiative must be taken at the local level. Planners involved in the Urban Renewal Program must develop the ability to recognize the

needs, desires and dignity of their real constituency--the project residents. And, perhaps above all else, they must also aid in granting a degree of self-determination to those to whom it has for too long been denied.

The purpose of this work is to develop demographic and attitudinal interview techniques that will enable renewal planners to help accomplish some of the social ends expressed above. The first section of the report is a review of literature concerning the empirical dimensions necessary in the formulation of an adequate socioeconomic profile and the techniques of demographic and attitudinal surveying. The second section describes a socioeconomic survey conducted in the "Villa Argentina Neighborhood" of Kansas City, Kansas, under the direction of the author and presents the substantive results of that survey. The concluding section critically analyzes the survey instrument and survey procedure utilized in Villa Argentina and makes suggestions for improvement.

Chapter 2

A PHILOSOPHIC BASE -- THE PLANNING PROCESS

Prior to any fruitful discussion of socioeconomic research techniques it is necessary to establish the contextual setting in which this aspect of the planning process takes place. This chapter attempts to establish that context by first discussing the philosophy that guided the development of the planning model employed by the author and then the work activities making up the network.

PHILOSOPHICAL BASE

The Neighborhood Planning Model shown in Figure 1 was developed by the author for use in the Kansas City, Kansas Neighborhood Development Program. The model was created in response to three operational needs: (1) the need for a systematic planning process, (2) the need for the development of comprehensive neighborhood plans, and (3) the need to give greater consideration to neighborhood residents in the planning process.

The Urban Renewal Handbook requirements with regard to project planning are for the most part end-oriented. That is, it

discusses at some length the documentation necessary to successfully complete an application for federal funds but largely ignores the means by which these ends are reached. It has been the author's experience that this emphasis at the federal level has produced a somewhat similiar pragmatic orientation at the local level. In many Local Public Agencies project planning is simply viewed as a means to the end of capturing federal dollars. When this philosophy is held by agency administrators, planning becomes synonymous with "application writing" and the possibility of the creation of rational project plans is remote. It is the author's opinion that until the federal regulations recognize the need to dictate procedural requirements it is the responsibility of the professional planner working at the Local Public Agency level to develop and stubbornly implement a model such as that shown in Figure 1.

The second basis for development of the model was generated by the realization that the total "re-birth" of a neighborhood is beyond the scope of Urban Renewal. If the manifold problems that exist within most neighborhoods chosen for renewal are to be solved, they must be attacked by a wide cross-section of community agencies and departments. It is also a pragmatic fact of life that the vast majority of these necessary organizations lack the staff and

administrative budget (usually available to Urban Renewal) to enter and apply a prolonged planning process at the neighborhood level. It is the author's belief that if these conditions exist, it is the responsibility of those involved in neighborhood renewal planning to develop a comprehensive development plan, implementable by any necessary means. It seems likewise the ethical responsibility of those involved in renewal implementation to seek out and establish the level of rapport with appropriate community organizations necessary to carry out the implementation of such a plan.

The setting down of a procedural model does not in itself insure the development of more "humanized" Urban Renewal Plans. This action does, however, necessitate a formal graphic statement, thus providing an opportunity to "institutionalize" the development of an adequate socioeconomic informational base and the establishment and input of the Project Area Committee into the planning process.

A truly comprehensive neighborhood development plan gives the Project Area Committee, or any other neighborhood-based organization, a certain degree of power. It gives them the ability to demand, based on a need established in a "technical document", a greater portion of the pie. If the plan is developed as it should be, in conjunction with all community-based organizations,

it also should eliminate duplication of effort and lead to a coordinated approach to problem-solving. This aspect of the argument for comprehensive neighborhood planning may take on greater significance if neighborhoods populated by the poor are placed in direct competition for federal dollars with high income suburban neighborhoods. This could be the situation following passage of the now-pending Special Revenue-Sharing and Community Development legislation.

THE NEIGHBORHOOD DEVELOPMENT PROGRAM PLANNING MODEL

Figure 1 graphically portrays the Neighborhood Development Program planning model utilized within the Villa Argentina Neighborhood of Kansas City, Kansas.

The model is divided into six discernible phases. These are (1) the pre-research phase, (2) the research phase, (3) the goal formulation phase, (4) alternate plan preparation, (5) plan testing and synthesis, and finally (6) plan finalization. Each of these phases will be briefly discussed in the remainder of the chapter.

The Pre-Research Phase

This phase, composed of operations 1 - 2 (Let L.U.M.

Contract), 1 - 3 (Organize P.A.C.), 1 - 4 (Deed Research) and 1 - 5 (Prepare Base Maps), is an essential first step in the process. These operations may or may not be preformed by those responsible for project planning. The determination of responsibility is largely dependent upon the size and sophistication of the Local Public Agency. Most large agencies are characterized by a strict division of labor. Within these agencies deed research and the preparation of base maps would become the responsibility of a Cartography Department. A contract for a Land Utilization and Marketability Report would normally be let by the Legal or Disposition Departments, and organization of a Project Area Committee would be the responsibility of a Community Service Department. Within a smaller agency, however, all of these operations might well be undertaken by the project planners.

The Research Phase

The research phase of the process begins with node five and ends with node twenty-three. Assuming that no plan can be any better than the information upon which it is based, the importance of this phase is easily recognizeable. The phase is composed of data collection and analysis in each of the following nine areas: natural features, the micro-climate, visual and spatial

aspects, land use, socioeconomics, transportation, utilities, building conditions, and land utilization and marketability.

Goal Formulation

The goal formulation phase is divided into two activities. The first is the presentation and explanation of the Neighborhood Analysis to the Project Area Committee and other appropriate city and community-based organizations. This is the first opportunity for meaningful contact between planners and members of the Project Area Committee. The second activity basically involves the Project Area Committee. This is the setting down of those things that the committee believes, based on the research conducted in the previous phase and their opinion, should be accomplished within the neighborhood. Technical assistance should be provided by Agency Project Planners and all others to whom the informational base was made available.

Alternate Plan Preparation

Using the stated goals as points-of-departure, a number of alternate plans were developed. The content of these plans is largely dependent upon neighborhood conditions and could include any of the final plan elements. It is the author's belief that they should

at least contain the Land-Use, Acquisition, and Rehabilitation Elements. The addition of elements should be the option of the Project Area Committee.

Plan Testing and Synthesis

This phase involves the presentation of the several alternatives to the Project Area Committee. The other community agencies and departments that took part as advisors in the goal formulation process should serve as technical advisors to the Project Area Committee. The consultant who prepared the Land Utilization and Marketability Report should also have an input at this point in the process. Three alternatives face the Project Area Committee: they can accept one of the proposals as it was developed, they can synthesize a plan by extracting portions of each of the alternatives, or they can reject all alternatives and thus some or all of the goals from which they were developed. When this happens it is necessary to "feedback" to Node 26 and begin the process of goal development again.

Plan Finalization

The final phase of the process involves the formal statement of those activities chosen by the Project Area Committee as appropriate for their neighborhood. The formal plan is composed of ten

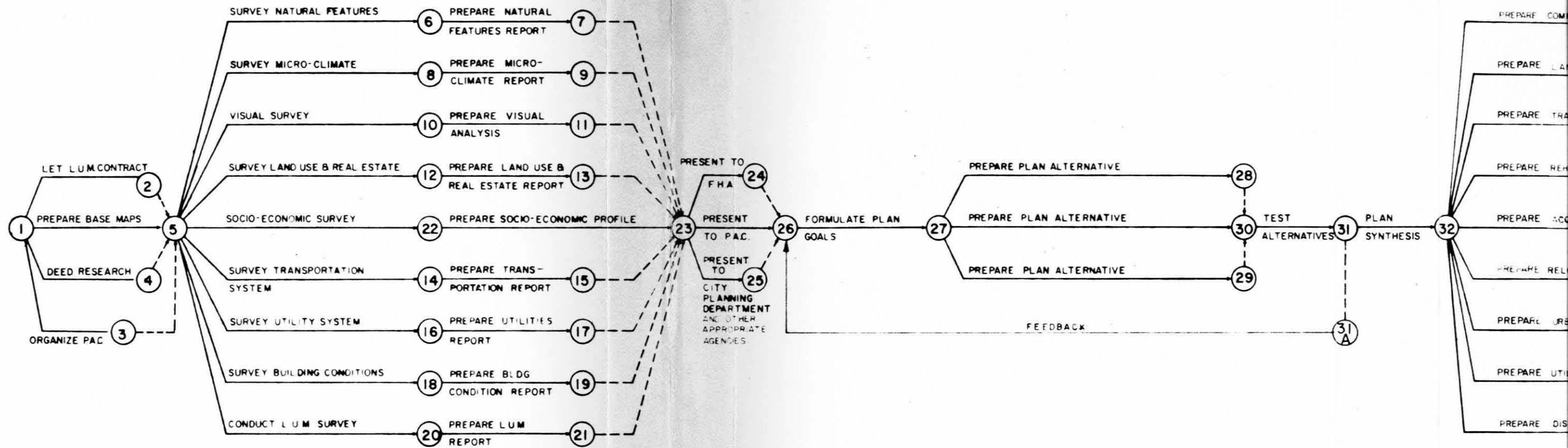
elements, most of which are self-explanatory. Two of these elements, however, deserve comment. The Community Service Element can actually be partially formulated much sooner than indicated on Figure 1. Since the primary role of the Local Public Agency in the area of community service is referral, there is no reason to delay this form of implementation activity any longer than necessary. A referral work-load can be developed after completion of a socioeconomic profile at node 23. A seemingly valid argument for carrying out referral activities at this early time is that it gives the Agency an opportunity to ease the impact of future renewal activities by helping to solve the difficulties of families before adding to them. A complete Community Service Element that includes long-range implications can be developed later.

The Implementation Element (node 41-42) also deserves comment. Since Urban Renewal involves change overtime, it is necessary to rationally program that change. The Implementation Element is meant to accomplish this end. In that way it is similar to a city-wide capital improvements program and simply states when individual implementation activities take place.

The remainder of this work is concerned with just two operations within the above-described network: the Socioeconomic

Survey (node 5-22) and the Socioeconomic Profile (node 22-23). The following chapters first establish the importance and scope of these activities and then discuss the best methods with which to carry out their completion.

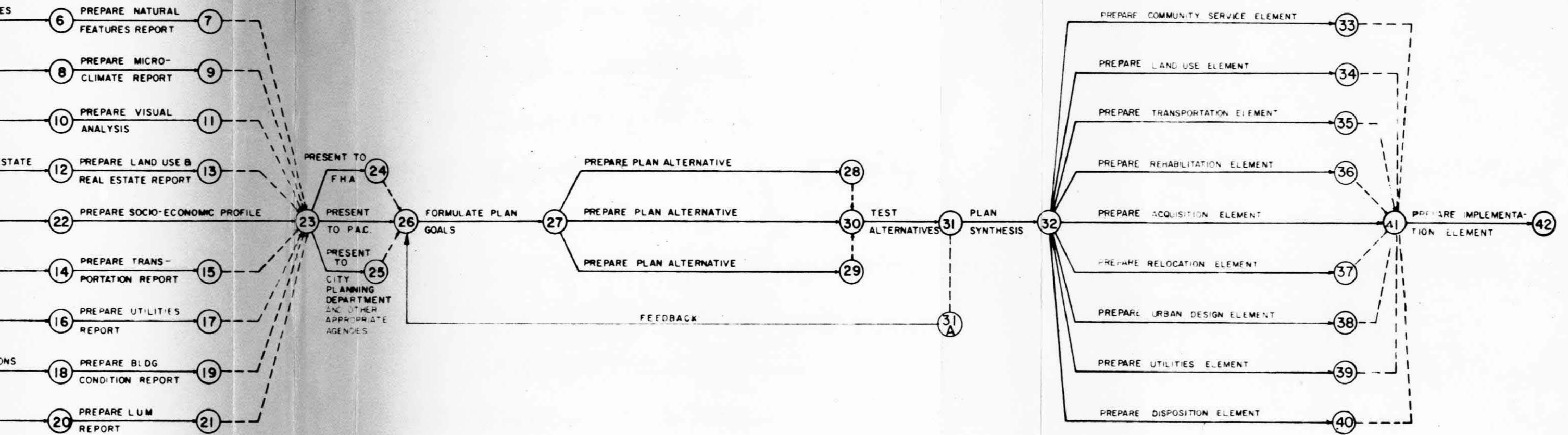
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N.D.P. PLANNING PROCESS

Figure 1

The Neighborhood Development Program
Planning Model



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OF

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Chapter 3

EMPIRICAL DIMENSIONS OF A NEIGHBORHOOD RENEWAL SOCIOECONOMIC ANALYSIS

The first and perhaps most important step in the process of research design is the definition of information needed for the planning process. The importance of this step is reflected in the following statement by Campbell and Katona:

Surveys vary greatly in their scope, their design, and their content. As in other research, the specific characteristics of any survey will be determined by its basic objects. The statement of the essential questions which the research is intended to investigate delineates in large part the universe to be studied, the size and nature of the sample, the type of interviewing to be used, the content of the questionnaire, the character of the coding and the nature of the analysis. Specific survey methods vary according to specific objectives.¹

An analysis of the Urban Renewal process indicates that there are four areas in which socioeconomic information gathered in the initial phase of the planning process would prove beneficial.

¹Angus Campbell and George Katona, "The Sample Survey: Techniques For Social Science Research", Research Methods in the Behavioral Sciences, Daniel Katz, (New York: The Dryden Press, 1953), p. 17.

These are: citizen organization and participation, the development of a community service program, the development of the relocation plan and the development of the rehabilitation plan. Each of these aspects of renewal and the related informational needs are discussed in this chapter.

CITIZEN ORGANIZATION AND PARTICIPATION

The Department of Housing and Urban Development, in response to rising pressure from poor and minority groups, has recently expanded its requirements for citizen participation in the Urban Renewal Program. Both the Neighborhood Development Program and conventional Urban Renewal now contain specific requirements for the establishment of resident groups in the planning and execution of renewal activities. In addition, citizen participation in both programs is required by the revised Workable Program, which specifically mandates that the poor and disadvantaged be given opportunities to participate in all H.U.D. assisted programs for which the Workable Program is a prerequisite.

It is now a stated H.U.D. policy that "maximum opportunities be provided for citizen involvement in the planning and

execution of programs assisted by the department."² In order to implement this policy, H.U.D. requires that a Project Area Committee (P.A.C.), composed of residents of the area, be established in all Urban Renewal Project Areas (conventional or N.D.P.) involving residential rehabilitation.

The Department also strongly encourages the establishment of a Project Area Committee for all other Urban Renewal projects for which residential rehabilitation activities may not be contemplated. The Regional and Area offices have been instructed to encourage the establishment of a Project Area Committee in such projects on the basis of the following criteria:

- (A) The possibility that rehabilitation activities may be proposed at a later date.
- (B) The presence of difficult relocation or other problems involving residents of the project area.
- (C) The undertaking of project activities, such as social surveys and property management activities, which might be materially assisted by a Project Area Committee.

²U.S. Department of Housing and Urban Development, Urban Renewal Handbook (Washington: Government Printing Office, 1968) R.H.A. 7217.1, Chapter 5, Section 1, Paragraph 1.

- (D) The expressed desire of local residents to participate in the Urban Renewal process through the establishment of a Project Area Committee.³

These provisions present the opportunity to establish a Project Area Committee in every Urban Renewal project.

With the intent of eliminating the possibility of Local Public Agencies entering Urban Renewal areas and organizing Project Area Committees composed of citizens who would not "rock the boat", H.U.D. has established definite organizational guidelines. The Urban Renewal Handbook states first that a P.A.C. must be "established in cooperation with local residents and groups." Secondly, it states that "a Project Area Committee must be composed of citizens who represent a fair cross-section of the project area." Finally, it states that "there can be no financial deterrents to membership or participation."⁴ Instructions to Regional Offices elaborate on criteria for representativeness by stating: "The P.A.C. should include representatives from all ethnic groups, income levels, and geographic areas in the project area."⁵

³Ibid., R.H.A. 7217.1, Supplement, Chapter 5, Paragraph 4.

⁴Ibid., R.H.A. 7217.1, Chapter 5, Section 2, Paragraph 2,a.

⁵Ibid., R.H.A. 7217.1 Supplement, Chapter 5, Paragraph 2.a (1) (a).

Thus the mandate for organization of citizen groups and their participation in the renewal process has been issued to the Local Urban Renewal Agencies. It has been the author's experience, however, that the degree and relevance of actual participation of citizen groups in the process has still depended largely on the inclination of the local agency's Executive Director and the commission or city officials over him. This is true because few performance audits are conducted by H.U.D. officials without having first received a formal complaint, and the mechanics of filing such actions are easily kept from neighborhood residents.

Although organization of the P.A.C. takes place prior to conduction of a socioeconomic survey, the survey instrument can be designed to provide information about area residents that would enable community organizers to develop strategies which would make the group more effective.

James Q. Wilson states that the viewpoint a neighborhood's residents take with regard to Urban Renewal is in great part a product of its predominate class composition. He believes that upper and upper-middle income class people are likely to think in terms of the community as a whole and will tend to recognize the role their neighborhood plays within the community as a whole. On the

other hand, he feels that because neighborhoods composed of lower and lower-middle income class groups have largely been denied the right of self-determination, they will tend to think in terms of specific threats and short-term costs.⁶

As a result of this theory Wilson has identified two ideal type "ethos" which he believes exist. The first is the "Community Regarding Ethos". Wilson describes this ethos in the following manner:

This ethos, which is most likely to be found among citizens who rank high in income, education or both is based on an enlarged view of the community and a sense of obligation toward it. People who display it are likely to have a propensity for looking at and making policy for the community as a whole and to have a high sense of personal efficacy, a long time-wide institutions and a cosmopolitan orientation toward life. In addition they are likely to possess a disproportionate share of organizational skills and resources.⁷

The second type he describes is the "Private - Regarding Ethos".

Such people are likely to have a limited time perspective, a greater difficulty in abstracting from concrete experience,

⁶James Q. Wilson, "Planning and Politics: Citizen Participation in Urban Renewal", Urban Renewal, the Record and the Controversy, (Cambridge, Mass.: The M.I.T. Press, 1967), p. 415.

⁷Ibid., p. 413.

an unfamiliarity with and lack of confidence in city-wide institutions, a preoccupation with the personal and the immediate, and few (if any) attachments to organizations of any kind with the possible exception of churches. Such people have traditionally been the objects rather than the subjects of civic action: they have been acted upon by others, but rarely do they themselves initiate action. As a result, they often develop a keen sense of the difference between "we" and "they"--they being outside city-wide civic and political forces which seek to police them, vote them, and redevelop them. It is quite natural that the "they" are often regarded with suspicion.⁸

The great differences between these two ideal types make it apparent that organizational strategies would have to be developed in order to meet the specific "ethos" of the neighborhood. Wilson believes that this is the case, and he describes two distinct methods for community organization that have evolved. The first is a confrontation method utilized most effectively by the late Saul D. Alinsky. Alinsky eschews the usual appeal to homeowner's interests in conserving property values or to general neighborhood spirit or civic pride--appeals that in his view apply only to middle-class neighborhoods. Instead he appeals directly to the self-interest of local residents and to their resentment and distrust of the outside world. Wilson implies that this method or strategies adopted from it are necessary in a neighborhood characterized by a "private-regarding ethos".

⁸Ibid., p. 414.

Within neighborhoods having a predominately "public-regarding ethos" Wilson proposes that organizations based on what he terms "positive action" be developed. He characterizes the "public-regarding ethos group" as one that would be willing to immediately define positive goals for their neighborhood in collaboration with relevant city agencies and in accord with the time schedules within which most renewal agencies operate.

The first task of the survey research, then, with regard to citizen organization and participation would be to define the "ethos" of the community.

If citizen participation within a project is to be meaningful, it is necessary that citizens be given the opportunity to actively take part in the decision-making process. Since it is also true that no decision can be better than the information upon which it is based, there is a clear-cut need to provide the P. A. C. with a great deal of information about their neighborhood. Perhaps the most meaningful and most easily understood data that can be provided to members of the P. A. C. are those concerning the attitudes of their neighbors toward their neighborhood. This information should encompass a wide spectrum of concerns ranging from the number of those wishing to leave the area to the changes and repairs residents feel are necessary.

Attitudinal information of this nature ensures that P.A.C. members will be responsive to the desires of their constituency. It will also hopefully give them confidence that their own decisions represent the majority of their neighbors' views, and will speed the planning process.

In addition to attitudinal information, the P.A.C. should receive information regarding the social and economic well-being of the neighborhood. If extensive socioeconomic problems do exist within the neighborhood, the P.A.C. should be as involved in the plan preparation for their elimination as they are with regard to the more physical aspects of the program. Since the implementation of the socioeconomic elements of a neighborhood plan will usually be accomplished by agencies other than Urban Renewal, it could be argued that the P.A.C. should play a more intimate role in the development of these elements. This could act to generate the interest needed within the neighborhood to demand appropriate action from other city agencies and departments.

The Department of Housing and Urban Development has recognized this need for information by requiring that the P.A.C. be furnished with "sufficient information about the project to enable it to participate knowledgeably."⁹

⁹U.S. H.U.D., op. cit., R.H.A. 7217.1, Chapter 5, Section 2, Paragraph 3b.

COMMUNITY SERVICE PROGRAM DEVELOPMENT

The ever more vocal demands of the minorities and the poor, who traditionally inhabit renewal projects, have brought about an increasing awareness of the social impact of renewal. Empiric evidence abounds which points up the need for physical and social development to be viewed as interrelated and complementary processes.

The case for social and economic, as well as physical planning, is well put in the following statement by the National Institute For Education In Law And Poverty.

It is essential for social planning to be seen as an integral part of redevelopment efforts. Physical renewal which ignores the social and economic needs of residents only creates new problems and exacerbates existing ones. Widespread displacement, even if temporary, may accentuate educational problems by forcing children to change schools or increase unemployment by destroying small business or lengthening the distance between home and job opportunities. Other problems may result from the introduction of new types of housing, such as luxury apartments or housing for the elderly into a neighborhood. Yet it is not enough simply to bring social considerations into redevelopment. The entire renewal process must be re-oriented so that physical improvements serve the social goals of increased economic viability of the neighborhood and strengthn community institutions.¹⁰

¹⁰ National Housing and Development Law Project, Handbook on Housing Law. (Berkley, Calif.: Earl Warren Legal Institute, 1970), Chapter III, Part I, p. 110.

The Urban Renewal Handbook states simply that the cost of conducting a social survey and developing a referral program are eligible for inclusion in the Gross Project Cost of an Urban Renewal Project. The degree of social consideration given in a project (if any) is largely left up to the inclination of the Local Public Agency.

The intent of The Neighborhood Development Program is more explicitly stated in the N.D.P. Handbook, and the regulations more stringent. The Neighborhood Development Program Handbook states in the Project Planning Section (RHA, 7380.1, Ch. 1) that "the Urban Renewal Plan developed by the Local Public Agency must clearly provide for the statement of social and economic objectives to be achieved, and activity programs should clearly delineate steps to be taken to implement the social and economic objectives and provide adequate social services to residents of the area." The Handbook goes on in Section 7387.1 Chapter 1 that in the planning and execution of all N.D.P. activities, the Local Public Agency is required to "address itself to improvement of the total living environment of a neighborhood by integrating social and physical activities and coordinating federal, state and local resources with the renewal process, so that opportunities

presented by N.D.P. are used to meet the social needs of persons in each Urban Renewal area and in improving the total environment. "

The objective of the socioeconomic survey is then to ascertain the social and economic "needs" of persons in each Urban Renewal Area. Since the needs of area residents must largely be attacked through referral to other agencies, a necessary prerequisite to the development of an adequate survey instrument is an understanding of the capabilities of the social delivery systems within the community. Once these capabilities are understood, a survey instrument can be developed that will enable the Renewal Agency to make individual referrals to appropriate agencies.

THE RELOCATION PLAN

The forced relocation of families through the use of eminent domain is undoubtedly the most controversial aspect of the Urban Renewal Program.

A review of the legislative changes over the years regarding relocation is an interesting study of the response to this controversy. The contrast between the initial lack of concern shown in 1949 and the progressive Uniform Relocation Act of 1970 clearly

indicates a shift in congressional intent in the direction of "human" as opposed to simply "physical" renewal.

Aside from the establishment of a realistic Replacement Housing Payment, H.U.D. policies requiring citizen participation in the development of a relocation plan force more of a social awareness during the planning process. This requirement makes it impossible to avoid forming a Project Area Committee in total clearance projects as has been the practice in the past.

The following nine statements comprise the H.U.D. policy resulting from the Uniform Relocation Act:

1. Families and individuals to be displaced by activities under a H.U.D.-assisted program must have full opportunity to occupy standard housing that is within their financial means and adequate to their needs; is reasonably accessible to their places of employment or potential employment, transportation, and commercial, public, and other facilities; and is available on a nondiscriminatory basis.
2. Business concerns and nonprofit organizations to be displaced must be provided maximum assistance to aid in their satisfactory re-establishment with a minimum of delay and loss of earnings.
3. Project or program activities are to be planned and carried out in a manner that minimizes hardship to site occupants and that involves the smallest magnitude of displacement consonant with the needs of the project or program and the persons to be displaced.

4. Relocation is to be carried out in a manner that will promote maximum choice within the community's total housing supply; lessen racial, ethnic, and economic concentrations; and facilitate desegregation and racially inclusive patterns of occupancy and use of public and private facilities.
5. Services are to be provided to assure that the relocation process will not result in different or separate treatment on account of race, color, religion, national origin, sex or source of income.
6. No displacement of a person is to take place in a locality which does not have a sufficient vacancy rate in rental and sales housing - of units adequate to the needs and within the financial means of those anticipated to be displaced - unless the locality undertakes the replacement of housing units through rehabilitation of substandard units or new construction, as a minimum, on a one-to-one basis for each such unit removed from the housing supply.
7. Persons to be displaced are to be afforded the opportunity of participating in the formulation of relocation plans and in establishing procedures for handling relocation grievances, and be provided full information relating to program or project activities which may have an impact on the residents of the project or program area.
8. Arrangements are to be made to provide relocation assistance in accordance with the needs of those to be displaced, including social services counseling, guidance, assistance, and referrals as well as rehousing.
9. Relocation payments are to be made promptly to all eligible persons, business concerns, nonprofit organizations, and farm operations, to the full extent to which they are entitled.¹¹

¹¹U.S. Department of Housing and Urban Development,

These policy statement and the program demands expanded in the Relocation Handbook have at least four pronounced effects on the social and economic informational base needed in the planning process:

1. Statement number seven drastically changes the citizen participation requirements. As discussed above, the present requirements in the Urban Renewal and N.D.P. Handbooks state that a Project Area Committee need be formed only in areas in which residential rehabilitation is undertaken. By demanding participation in the formation of the Relocation Plan this policy statement demands the formation of a Project Area Committee in areas in which only total clearance is anticipated.

2. While in the past the handbook simply urged the development of a Community Service Program, statement eight demands that the socioeconomic and health needs of displaced persons be identified and attempts at correction of these problems be undertaken by the Local Public Agency.

3. The first policy statement goes far beyond the original H.U.D. relocation policy that families be relocated into "standard housing". The Local Public Agency must now be equally concerned

Policies and Requirements Under the Uniform Relocation Act of 1970, (Washington: Government Printing Office, 1971), Relocation Handbook 1371.1, Chapter 1, Paragraph 8.

with the financial, locational and psychological needs of a family or individual to be displaced.

4. All of the statements point up the need for Local Public Agencies to become more involved in the collection of data concerning the housing inventory. The Relocation Handbook now demands evidence that the housing needs of potential relocates can be met prior to the funding of any federally-assisted program.

The demand for a demographic and attitudinal information data base generated by these changes in policy and the effects on the research phase of the planning process are self-evident.

In addition to the demands for reform by those who have been affected by Urban Renewal, the progressive expressions of the Uniform Relocation Act are the consequences of a great deal of research into the effects of forced displacement.

Perhaps the most appropriate of these studies, with regard to the definition of empiric dimension, is the study of relocation in Boston's West End by Marc Fried. Fried studied a group that had been displaced by Urban Renewal and discovered that approximately forty per cent of the group suffered what he termed a "grief reaction" similar in nature to that felt by a person at the death of a loved one. Fried states that the long-term reaction is characterized

by "feelings of painful loss, continual longing, a general depressive tone, frequent symptoms of psychological or social or somatic distress, a sense of helplessness, occasional expressions of both direct and displaced anger and tendencies to idealize the lost place"¹²

Fried summerized the work in the following manner:

1. The effective reaction to the loss of the West End can be quite precisely described as a grief response showing most of the characteristics of grief and mourning for a lost person.
2. One of the most important components of the grief reaction is the fragmentation of the sense of spacial identity. This is manifest not only in the pre-relocation experience of the spacial area as an expanded "home" but in the varying degrees of grief following relocation, arising from variations in the pre-relocation orientation to and use of local spacial regions.
3. Another component of equal importance, is the dependence of the sense of group identity on stable social networks. Dislocation necessarily led to the fragmentation of this group identity which was based, to such a large extent on the external availability and overt contact with familiar groups of people.
4. Associated with these cognitive components described as the sense of spacial identity and the sense of group identity are strong affective qualitties. We have not tried to delineate them but they appear to fall into the realm of a feeling of security in and commitment to the external spacial and group patterns which are the tangible visible aspects of these identity components. However, a predisposition to depressive reactions also markedly affects the depth of grief reaction.

¹²Wilson, op. cit., Marc Fried, "Grieving For A Lost Home: Psychological Costs of Relocation", pp. 359-360.

5. Theoretically we can speak of special and group identity as critical foci of the sense of continuity. This sense of continuity is not necessarily contingent on the external stability of place, people and security or support. But for the working class these concrete external resources and the experience of stability, availability and familiarity which they provide are essential for a meaningful sense of continuity. Thus, dislocation and the loss of the residential area represent a fragmentation of some of the essential components of the sense of continuity in the working class.¹³

In addition, Fried also makes the following statement which would suggest that the substantial increase in the Replacement Housing Payment might not have the effect most Renewal Officials expect.

While the data tell us little about the importance of housing or the aspects of housing which are important, they indicate that considerations of a non-housing nature are critical. There is evidence, for example, that the frequency of the grief response is not affected by such housing factors as increase or decrease in apartment size or home ownership. But physical factors may be of great importance when related to the subjective significance of different spacial or physical arrangements or to the capacity for gratifying different socio-cultural groups. For the present, we can only stress the importance of local areas as spacial and social arrangements which are central to the lives of working-class people.¹⁴

Fried's work makes evident the need for information regarding the likelihood and extent of the "grief reaction" to be encountered

¹³Ibid., p. 377.

¹⁴Ibid., p. 378.

among the residents of a clearance project. If the Urban Renewal Plan is to truly be responsive, those likely to be subject to these severe reactions must be identified. Once identified, a relocation plan can be built around the specific needs of this group.

Fried identifies two cognitive factors that might be explored during an interview that might result in the identification of an individual or family member likely to experience the grief reaction following relocation. One of these factors is physical or spacial in nature while the other is social.

Fried believes that lower income groups are dominated by a conception of the neighborhood beyond the dwelling unit as an integral part of the home. He states that this view of the neighborhood as home and the significance of local "places" are so profoundly at variance with typical middle-class orientation that it is difficult for one who has not experienced the feeling to appreciate the intensity and basic sense of identity involved in living in a particular area.

Three cognitive characteristics with regard to the physical aspects of the West End were isolated that were common to all who suffered a grief reaction.

These were:

1. All had a strong pre-relocation commitment to the neighborhood.
2. All had lived in the neighborhood for a long period of time.
3. All possessed a knowledge of the entire area as opposed to simply their residential sub-area.¹⁵

He was also able to conclude that the importance of spacial identity is inversely proportional to social class measured by almost any parameter.

Fried discovered that the West End consisted of a vast and interlocking set of social networks. He believes that the more complex and cohesive these networks, the more subject a displaced member of one of them is to the grief reaction. He also concludes that a lower-class neighborhood is more apt to have these networks than a neighborhood composed of more affluent members.

Correlations were drawn between four social factors in an individual and the degree of grief he is likely to experience upon relocation. These are:

1. The relative number of friendships within the neighborhood as opposed to those outside the area.
2. The depth of friendships the person holds within the neighborhood.

¹⁵Ibid., pp. 361-368

3. The extent to which the person is subject to depression.
4. The extent to which a person is locked into a social strata as opposed to being upward mobile.¹⁶

Fried states that he believes that each set of factors (spacial and social) contributes independently to the depth of grief in spite of some degree of internal relationship. He summarizes by saying that either spacial identity or group identity may be a critical focus of loss of continuity and thereby lead to severe grief; but if both bases for the sense of continuity are localized within a residential area the disruption of continuity is greater, and the proportions of marked grief are correspondingly higher.

Once the characteristics typical of those susceptible to the grief reaction have been detected within an area subject to renewal action, the planning process should be geared to ease the impact of redevelopment. Fried makes the following suggestions as to how the program might better function in such neighborhoods:

1. Diminish the amount of drastic redevelopment and the consequent mass demolition of property and mass dislocation from homes.
2. Provide more frequently for people to move within their former residential areas during and after renewal.
3. When dislocation and relocation are unavoidable, plan the relocation possibilities in order to provide

¹⁶Ibid., p. 367.

new areas which can be assimilated to old objectives. A closer examination of renewal neighborhoods may provide some concrete information regarding the physical and spacial arrangements typical of low-income neighborhoods and slum housing which offer considerable gratification to the residents. These may often be translated into effective modern architecture and areal design.

4. In conjunction with planning decisions which take more careful account of the human consequences of urban physical change, it is possible to utilize social, psychological and psychiatric services.¹⁷

THE REHABILITATION PLAN

Since 1954, the Department of Housing and Urban Development has placed a heavy emphasis on rehabilitating existing buildings rather than total clearance and redevelopment of project areas.

Rehabilitation has become a popular technique in renewal planning for several reasons: rehabilitation often seems capable of producing standard housing at a lower cost than new construction; displacement and disruption of residents can often be minimized; and at times the preservation of architecturally interesting buildings can be accomplished.

A review of H.U.D. statistics, however, shows that the only rehabilitation programs that have been truly successful have been designated for the middle class. Attempts to rehabilitate

¹⁷ Ibid., pp. 378-379.

homes for the poor have met with less success for a variety of reasons. Foremost among the reasons for failure seemingly is a lack of thorough physical and financial information upon which decisions to rehabilitate areas are based. Often the real costs of rehabilitation (social as well as monetary) are not known until actual construction is undertaken.

A second major reason for the failure of rehabilitation in the past few years has been the increased relocation benefits. The only real power the Local Public Agency holds with which to enforce the Property Rehabilitation Standards is the threat of eminent domain. Local Public Agencies have, in the past, used this threat to force rehabilitation programs, however, the increased benefits provided under the 1970 Relocation Act makes this a questionable threat. The law has not been applied long enough to make an accurate appraisal of its effects; however, most renewal officials believe that large-scale rehabilitation programs will be increasingly more difficult to administer.

The most important information with regard to rehabilitation is, of course, the building condition survey. In the past, the first surveys undertaken in the research phase of the planning process have, at H.U.D. suggestion, been windshield building condition

surveys. During the preparation of the plan, the Urban Renewal Handbook suggests the utilization of only sample interior and exterior building condition surveys. It is the author's belief that initial decisions now must be based on more concrete evidence than can be gained by simply driving through a neighborhood. The initial analysis should be based on a complete interior and exterior structural investigation.

A great deal of information with regard to the rehabilitation potential of an individual structure can also be gained from the socioeconomic interview. This information can be divided into three general areas; subjective information about the structure, attitudinal information, and demographic information.

A great deal can be learned about the various mechanical systems within a structure by asking the residents about them. For example, to gain information about the adequacy of electrical systems the respondent can be asked if fuses have to be replaced often or if circuit breakers are often tripped. Information about the heating or cooling systems can be collected by simply asking if the structure is often uncomfortably cold in the winter or hot in the summer months. Plumbing systems can be checked by asking about stoppages or odors.

Since the relocation benefits have provided an attractive alternative to rehabilitation, the respondent's attitude toward the rehabilitation of his structure should be carefully tested. This can probably best and most simply be done by asking what the respondent likes or dislikes about his home or apartment. The discussion above describing the neighborhood as a psychological extension of the home suggests that the respondent's attitude toward the neighborhood as a whole would be of equal importance.

Necessary demographic information can be divided into two substantive areas. The first is family size and composition. The structure must provide the physical characteristics necessary to meet the needs of the family.

The second area of concern is financial ability to undertake rehabilitation. The likely financial impact of forced rehabilitation upon a lower-income family should be equally as important a deciding factor in a decision to rehabilitate a structure as is the structural condition.

Chapter 4

SURVEY METHODOLOGY

After an analysis has yielded the specific data necessary for input into the planning process, it is necessary to develop the tools and procedures with which this information can be collected and fruitfully analyzed. The care with which this phase is conducted means the difference between the attainment of bits of unrelated information and meaningful data capable of fulfilling the needs discussed in the preceding chapter.

This chapter is concerned with survey design, sampling techniques, question construction, question form, and questionnaire design. The following discussion of each of these aspects of survey research has been geared to the specific problem of renewal planning.

SURVEY DESIGN

There are countless ways in which survey designs might be categorized, but Jerome Saroff and Alberta Levitan present a typology that seems to clearly combine the essential elements of most. They state that there are four basic survey designs:

- (1) the unweighted cross section, (2) the weighted cross section,
- (3) contrasting samples and, (4) successive cross section.¹⁸

The single-time unweighted cross section is the most familiar and simple survey design. It is the survey form most used for descriptive surveys of a population at some specific point in time.

This method, normally simply the selection of every "Nth" person within a population, is the most applicable to basic renewal planning research. In the case of neighborhood planning within a Neighborhood Development Program Area or a Project Area in the Conventional Urban Renewal Program, the sample would simply include the entire population. If the study was concerned with general demographics or sample opinions over a larger areal unit such as a General Neighborhood Renewal Program Area or an entire Neighborhood Development Program Area some value for "N" would have to be chosen. Saroff and Levitan, along with others, suggest that the cost accrued in having a consultant specify appropriate sample sizes and methods of selection is often money well spent.

The weighted cross-section design involves the deliberate oversampling of some specific group of the designated universe. This design, like the unweighted cross-section, is used to provide a

¹⁸Alberta Z. Levitan and Jerome R. Saroff, Survey Manual For Comprehensive Urban Planning, (Anchorage Alaska: Development Research Associates Inc., 1969), p. 68.

descriptive analysis of some sub-group of special importance. An example of the use of this design might be to analyze more carefully those families and individuals within a proposed clearance project that might reasonably be expected to experience a grief reaction if relocated.

The first two sample designs discussed would normally be utilized in the first phases of the planning process while the last two would be utilized to provide feedback information after implementation of the plan had begun. The following two methods are also utilized principally in explanatory research while the preceding are used as descriptive surveys.

The contrasting sample design is used to study the effects of some stimuli on an experimental population. For example, if the Local Public Agency were interested in studying the effects of relocation of the poor from single-family homes into garden apartments, it might employ the contrasting-sample design. In this example the study would probably involve the establishment of control and experimental groups with similar specified parameters except that the experimental group would be relocated into garden apartments while the control group would be moved from single-family houses into single-family houses.

The three above-mentioned methods are used to study characteristics at a given point in time. The successive cross-section design is used to study patterns, either the study of a before-after situation or the study of trends.

The before-after cross-section analysis has great adaptation to the development of feedback information with regard to specific plan proposals after implementation. Herbert J. Gans has used the technique extensively in his studies of the effects of forced relocation.

Trend analysis, the collection of data about a population several times over a long period of time, can also best be used in the establishment of feedback information. Like the before-after cross section, it shows the effects of a stimuli, but it also has the advantage of adding a time dimension.

SAMPLING TECHNIQUES

The survey discussed in this work must, of necessity, utilize a complete census of a neighborhood. As discussed in the chapter on empirical dimensions, the renewal planner must be as involved with the identification and development of solutions for an individual family's health or economic problem as he is with the identification of generalized trends.

There are three drawbacks to the census survey most often mentioned by authors in the field of sampling techniques. These are the cost involved in interviewing every family or individual in the neighborhood, the time lag involved, and the danger of oversensitizing the sample population.

The cost of assembling and training a competent interview staff can be extensive, depending upon the size of the neighborhood under study. An agency planner may thus often find himself placed in the position of defending his decision to undertake the survey to an Executive Director or Commission. The best defense, of course, is the formulation and statement of firm empirical dimensions. If the empiric dimensions are not logically developed with respect to each successive neighborhood then questions concerning excessive costs may be difficult to answer. While the small agency of one or two members will have to contract with a consultant firm or rely on part-time employees, the larger agency may be able to draw from existing staff. Since the prime prerequisite for a successful interviewer might well be simply a sensitivity to the feelings and needs of others, there is no reason why individuals from departments other than planning might not be trained and utilized as the need arises. There is also no reason to limit the selection of interviewers to those from the professional or para-professional staff.

The time span necessary to gather all the interviews from a large neighborhood might introduce many uncontrollable factors influencing the results of the survey. Some of these might be a change of season, changes in the tax rate, or changes in the political party in power. Any of these events might contribute to very different patterns of response. The answer to this problem obviously is to conduct the interview in as short a period of time as possible. This can only be accomplished by fielding a large and well-organized survey team.

The problem of oversensitizing the population to be studied is possibly the biggest difficulty to be overcome. The planner must realize that he is dealing with the study of people who communicate with one another to an extent more or less dependent upon the social cohesion of the neighborhood. It must also be remembered that a program as potentially threatening as Urban Renewal will probably act to increase cohesion and speed communication. And, unless the planner specifically wishes information about his survey to become part of the neighborhood "grapevine", he will find that his later responses have become contaminated. Later respondents will have received many second-hand accounts of the contents and purposes of the survey which will then affect their own responses in unpredictable

ways. In this situation the researcher no longer has X number of independent responses, but an immeasurable number of distorted impressions from groups of interdependent respondents.

The most obvious solution to the problem of an over-sensitized sample is, once again, speed, which in turn must be translated into increased staff size or cost.

The conclusion of this discussion is that if a meaningful survey is to be conducted, the agency must be willing to meet the costs involved. It then is the planner's responsibility to justify the cost through adequate survey design and the effective utilization of data once collected.

QUESTION CONSTRUCTION

The atmosphere in which a socioeconomic interview, in conjunction with renewal planning, will take place is very likely to be highly emotionally charged. Normally the planning process will not have progressed to a point where the Project Area Committee, much less the neighborhood residents, believe that a "humanized" plan will be developed. Most people, particularly low-income groups, hold the belief that the Urban Renewal Program is one that was developed simply to provide land to developers at the expense of the

poor. Unfortunately, the track records of renewal programs in most cities and towns provide little evidence to the contrary.

Questions constructed to gather information at this point in the process must then be carefully worded, taking the likelihood of this psychological atmosphere into consideration. Saroff and Levitan suggest that when formulating the questions for each topic area the researcher must be involved in decisions concerning all of the following related issues:

1. Language and vocabulary
2. Frame of reference
3. Relevance
4. Information level of respondent
5. Social acceptability¹⁹

The most important consideration with regard to language and vocabulary is that they conform to a shared set held both by researcher and respondent. The designer of any interview must first ask: "What do the words in this question mean to me?" and then: "What are they likely to mean to a respondent in the neighborhood under study?" If the answers to these two questions are the same, the wording of the question is probably adequate. There would seem to be two bases for effective communication in the field; language that is understandable (without being oversimplified and/or condescending) and a manner of verbal expression that is acceptable to the respondent.

¹⁹Ibid., p. 90.

Saroff and Levitan state that there is a frame of reference attached to all words and phrases used in communication. By this they mean that each individual, on receiving a communication, must understand and interpret the information in light of his own past experience.²⁰ It is this process of providing a context out of experience that gives meaning to communication.

Controlling the frame of reference with regard to Urban Renewal might well become one of the most difficult aspects of questionnaire construction. Within most neighborhoods subject to renewal action it is a safe assumption that a portion of the respondents will have had prior experience with Urban Renewal. Saroff and Levitan state that there is no perfect technique for making sure that all responses are comparable.²¹ Perhaps the best way to cope with this problem is to attempt to develop classes of reference frame by identifying those who have had prior experience with renewal as opposed to those with no experience. The results of this determination can then be given consideration in the presentation of the survey analysis.

A lack of response sometimes occurs because respondents cannot see the relevance of a particular question. The content and substance of the interview and the interviewer-respondent

²⁰Ibid., p. 91.

²¹Ibid., p. 93.

relationship which can be developed establish a context within which certain questions appear to the respondent to be appropriate and non-threatening. Questions outside this context appear irrelevant and possibly threatening.

It is the responsibility of those developing the questionnaire to consider the possibility that certain questions may appear outside the context of appropriateness within any given neighborhood and attempt to minimize the possibilities of irrelevancy through careful pretesting. It is also the responsibility of those administering the interview in the field to establish a comfortable interviewer-respondent relationship and then be in a position to explain the need for each question.

The researcher must carefully avoid "expert error". Expert error is the error of ascribing to the respondent a degree of expertness in a field which he does not actually possess. It is much too easy for a planner working day after day in the renewal program to assume that every respondent would understand the distinction, for instance, between a row-house and a garden apartment and then construct a question impossible to answer without a knowledge of the difference. There appear to be two ways to avoid expert error. These are simply to apply common sense and a great deal of outside criticism.

QUESTION FORM

Backstrom and Hurch describe four basic types of questions contained within any questionnaire. These are: questions of fact, questions of opinion and attitude, questions of information level, and questions of self-perception.²²

Questions of fact ask the respondent to provide information about himself--his social and personal characteristics.

Questions concerning opinion and attitude are normally the emotional crux of the questionnaire and are thus usually most difficult to administer. These questions deal with the feelings, beliefs, ideals, misconceptions and presuppositions of respondents relating to the specific areas of inquiry.

Information level questions concern the respondent's knowledge about a program or topic. Since the information one holds is often closely related to attitudes, these two forms of questions can often be merged.

A self-perception question is one in which the respondent is asked to evaluate himself or his position in light of others.

²²Charles H. Backstrom and Gerald D. Hursh, Survey Research, (Chicago, Ill.: Northwestern University Press, 1963), p. 70.

There are two physical forms which any of these types of questions might take. Questions may be either stated in an open-ended or closed format. An open-ended question is one that allows the respondent to answer in his own words. Closed questions can take many forms but their distinguishing characteristic is that they limit the response to one of a number of pre-determined alternatives. The following seven forms are the most common applications of closed questions.

1. The most common type is the simple dichotomous choice, offering a simple yes - no, favor - oppose, good - bad etc., option.

2. Scaled response questions are those that assign a given weight to a response; for example:

How do you rank the importance of the addition of an elementary school to this neighborhood?

	(weight)
1. Very important	(8)
2. Important	(7)
3. Unimportant	(3)
4. Very Unimportant	(2)

3. The seven-step or semantic differential is another commonly used opinion scale. The following is an example:

How effective do you consider the Urban Renewal Program in Kansas City, Kansas?

uneffective	_____	_____	_____	_____	_____	_____	_____	_____	_____	very effective
	1	2	3	4	5	6	7			

4. Another rating scale is used to describe the intensity of agreement with a phrase or statement. An example of this form is the following:

The ideal Urban Renewal Program should:

	agree				disagree
1. be primarily concerned with housing rehabilitation	1	2	3	4	5
2. be primarily concerned with assembling land for redevelopment	1	2	3	4	5

5. Closed questions can be used to test attitudes by asking a series of questions and totaling the number of "agrees" or "disagrees" and using this number to rank the respondent on a scale.

For example:

1. The present number of nonresidential uses in this neighborhood makes it a bad place to live.	(agree)	(disagree)
2. The truck traffic should be removed from neighborhood streets	(agree)	(disagree)

6. When the researcher is interested in comparing a closed number of alternatives, the subject ranking method can be employed. An example is the following:

Would you rank the following three Urban Renewal Projects according to which you believe has provided the most benefit to the city. (Assign the number 1 to the best and 3 to the worst.)

Center City	_____
Armourdale East	_____
Jersey Creek	_____

7. The paired comparisons method can be used to test attitudes with regard to a specific number of alternatives, for example:

Which of the following organizations would you say is the most influential in city government . . . when comparing two at a time

Most Influential		Most Influential
1. _____	N.A.A.C.P. League of Women Voters	_____
2. _____	League of Women Voters Chamber of Commerce	_____
3. _____	Chamber of Commerce N.A.A.C.P.	_____

The choice of the correct form to assign to a particular question, of course, depends upon the aims of the question. Backstrom and Hursh; however, discuss the following advantages and disadvantages of the two basic types.²³

The following factors favor the open-ended question:

1. When the researcher has a limited knowledge of the types of answers he might receive, he can preclude the possibility of guessing wrong by utilizing open-ended questions and developing the appropriate coding after the survey is completed.
2. When a wide range of answers are expected, the open-ended question eliminates the possibility that a respondent will be forced to choose between one of several alternatives, all of which he disagrees.
3. The open-ended question should be used when the researcher is interested in what the respondent will volunteer without prompting.
4. The open-ended question is appropriate when the researcher wants to go deeply into the respondent's motivation.

²³Ibid., p. 72.

The following factors act against the use of open-ended questions:

1. Open-ended questions are unwieldy--it is hard for the interviewer to get the answers verbatim.
2. They take up considerable space on the questionnaire.
3. They may give inexperienced researchers the false impression that they are successfully exploring complex respondent motivations.
4. The respondent is more apt to refuse to answer an open-ended question because of embarrassment.
5. The analyst may impress on the data collected from open-ended questions, some classification that is meaningful to only him.

The following factors favor the use of closed questions:

1. Structured questions are easy to administer in the field because they are pre-coded.
2. Most people generally compress the subtleties of other more complex conflicts into simplistic choices, therefore, they seldom resist answering questions about their views on the basis of strict alternatives.

They present the following as the predominate disadvantage of the closed question:

1. The researcher sacrifices much of the intensity and color of a respondent's feelings through the use of closed as opposed to open-ended questions.

QUESTIONNAIRE DESIGN

Backstrom and Hursh believe that the secret of putting together a good questionnaire consists of just four considerations that are simply mastered.²⁴ These are: 1. The use of a standard four-part format. 2. A realistic number of questions. 3. A logical sequencing of items, and 4. A sensible and consistent physical layout.

The model questionnaire, according to Backstrom and Hursh, is composed of four distinctive parts: the introduction, the warm-up questions, the body of the interview, and demographics.²⁵

The introduction should be composed of two parts, the initial contact and a determination of respondent qualifications. It is essential that both of these tasks be completed carefully. The

²⁴Ibid., p. 111.

²⁵Ibid., p. 92.

purpose of the initial contact is to transfer basic information about the survey and its purpose along with identifying the interviewer as a legitimate part of the undertaking. It is also important at this point of the interview to give the respondent an indication of immediate or potential reward. The analyst must ask himself why a person should consent to spend twenty-five or thirty minutes answering questions in this particular neighborhood. In one case the reward might be the knowledge that their opinions play a valuable part in the development of an Urban Renewal Plan and the future redevelopment of the neighborhood. Or, when there are indications that the neighborhood will be cleared, it might simply give them an opportunity to "Tell those Bastards at City Hall to go to hell." Whatever the circumstances it is a safe assumption that the interview will progress much better and yield more valuable data if the respondent is convinced from the outset that he or she is not wasting his or her time. The second part of the introduction, the determination of respondent qualifications, is simply a check to see if the respondent qualifies as a member of the established study universe.

The warm-up section of the questionnaire is used to build respondent rapport. The best questions to use at this point in the

interview are the less sensitive one that normally deal with questions centered around the home or neighborhood. The principal purpose of this section is to set the stage for the more sensitive questions that will follow.

The heart of the questionnaire should be concerned with questions that are more sensitive. These could vary from neighborhood to neighborhood, but would normally include those with regard to place of employment, income, or the identification of family or personal problems.

Most authors agree that the last section of the interview should be a collection of demographic information. The placement of demographic information at the rear of the form should be carefully considered. In conjunction with renewal planning these data might well be the easiest to collect and perhaps should be placed in the warm-up phase. Another consideration is the fact that this information is necessary to the development of a plan and might not be gained with appropriate accuracy in any other position. This is not true of the body of attitudinal information collected in the heart of the survey. It could be argued that the necessary demographic information should be placed ahead of the sensitive attitudinal questions and thus lessen the risk of losing these essential data because

of interview termination. Circumstances will vary from neighborhood to neighborhood and any format must not be considered rigid.

Careful consideration must be given to the questionnaire length. It is very easy to fall prey to the temptation to attempt to collect more information than is actually needed. A safe rule of thumb is that an interviewer should not attempt to hold the attention of a respondent more than thirty minutes. It has been the author's experience; however, that if rapport can be established, most Urban Renewal Area residents are so hungry for information concerning their future that this span can be safely increased.

It must be remembered that while administering the interview the interviewer is emitting a series of stimuli in the form of questions, each of which affects the response of each successive stimuli. The correct sequencing of these stimuli makes the difference between biased responses and ones that accurately represent the true situation. Bernard Phillips, lists the following general rules of thumb with regard to the sequencing of questions.

1. On a given topic, general questions should usually precede specific ones. This advice is in accord with the funnel technique, in which initial questions are open and subsequent questions are closed. If, for example, a respondent were queried on whether "A" constituted one of the reasons for his political preference prior to being asked what his reasons are, he might be tempted to include "A" among his reasons in response to the more general question.

2. The entire sequence of questions should follow some logical order, so that the respondent is not called upon to make abrupt transitions and so that the sequence aids him in answering the questions. A common logical order is the time sequence with the respondent being asked about the past, the present, and the future in that order. Another procedure is to move from the more specific or familiar to the more abstract or unfamiliar.
3. Some questions are of such a nature that they might exert an important effect on all subsequent questions. For a given study, questions about income or religion might so antagonize the respondent that the remainder of his responses would be greatly affected. The procedure of deferring such questions for as long as possible is the one generally adopted.²⁶

The development of a good interview research process must also consider the ability and convenience of those assigned the task of collecting data in the field.

Phillips discusses three basic formats that can be used to guide the overall physical construction of the survey instrument.

1. The standardized format: the interviewer is held to specific wording in the interview question schedule; he is not free to adopt his questions to the specific situations, to change the order of topics, or to ask other questions.
2. The unstandardized: the interviewer is free to develop each situation in whatever way he deems most appropriate for the purposes at hand.

²⁶ Bernard S. Phillips, Social Research, Strategy and Tactics, (New York: The Macmillan Co., 1971), pp. 141-142.

3. The semi-standardized: the interviewer may have to ask a number of specific major questions, but he is free to probe beyond the answers to these questions.²⁷

The choice between which format to employ is largely dependent upon the expertise of the Local Public Agency Staff or its financial ability to employ trained part-time interviewers. If there are people on the staff who could be utilized as interviewers and a sufficient amount of time can be spent in training, the unstandardized or semi-standardized format can be used. Another competent interviewer labor source is the graduate school of local colleges and universities. Graduate students in the social sciences can usually be hired at a reasonable rate and most will be found to have a great deal of experience and enthusiasm. If cost is no object, however, and the unstandardized or semi-standardized format is desired, the best course of action is to contract with a consultant firm experienced in data gathering and analysis.

The normal case, however, is a lack of experienced staff coupled with a financial inability to acquire either part or full-time survey employees. These circumstances dictate the use of a very carefully structured standardized survey instrument.

²⁷Ibid., p. 128.

Backstrom and Hursh also discuss a number of practical hints that can aid in the development of a physically good format.

1. The interview schedule should be limited to approximately ten triple-spaced typewritten pages. This is about the length of schedule that corresponds to the administration of a thirty-minute standardized interview.
2. The body of the interview should be on a twenty-pound white paper. It is often advisable to use colored first and last pages. This helps to identify particular questionnaires.
3. Specific instructions to the interviewer must be written in a form he cannot ignore. The following conventions might be used:
 - (A) Write all interviewer instructions in capital letters.
 - (B) Enclose those outside specific sentences in a box.
 - (C) Enclose those within sentences in parentheses.
4. Five symbols were discussed that might be used in a questionnaire.
 - (A) Two-spaced periods can be used to indicate a pause.
 - (B) An asterisk is used to indicate an answer that serves as the start of a filter. The following is an example:

Do you think the city is doing a good or bad job in the way it conducts the recreation program ?

1. _____ good job
2. _____ poor job *
3. _____ don't know /
no opinion
4. _____ refused to answer

* IF "POOR JOB" ASK

Suppose you were a city commissioner, what changes in the recreation program do you think you would like to bring about ?

- (C) Underscoring is used when certain words in the question are to be slightly emphasized. Care must be taken to insure that this produces no bias.
 - (D) Arrows can be used like traffic signs to direct the interviewer's attention to unusual tasks she or he is to perform.
 - (E) Vertical lines are often used to help distinguish the proper question series following a two-part filter question.
5. Response cards can be used in the case of lengthy statements. This saves the interviewer's voice and allows the respondent to follow more carefully.
 6. Punched identification items are set closer to the left margin of the page than are the questions. Each main question should be indented the same distance from the margin, leaving sufficient space at the left for pre-coded column numbers and response codes which will later be assigned.²⁸

²⁸Backstrom and Hursh, op. cit., pp. 111-127.

Chapter 5

THE SURVEY INSTRUMENT AND PROCESS EMPLOYED IN VILLA ARGENTINA

This section of the report is included in order to give a practical example of the "real life" problems involved in organizing, conducting and interpreting the results of a socioeconomic survey in conjunction with the planning of an Urban Renewal Project.

This chapter discusses the background of the Villa Argentina Neighborhood, a discussion of the schedule format development, each of the elements of the survey, the sampling plan, interviewer selection and training, field work, the editing and coding of responses and finally the method of computer processing employed.

THE VILLA ARGENTINA NEIGHBORHOOD

The Villa Argentina Neighborhood is rather unique in its setting and history. The neighborhood is a small forty-four acre section of the Argentine area of Kansas City, Kansas located adjacent to the Atchison, Topeka, and Santa Fe Railroad yards. For that reason, many of the neighborhood's population have been or are

employed by the Santa Fe Railroad and its operations. The ancestors of the present population of the neighborhood began migrating from Mexico to the Argentine area in the middle 1880's to find work in railroad construction. This migration has continued to the present. Prior to the 1951 Kaw River flood of the Mexican-American Community inhabited a barrio located to the north of the neighborhood on the other side of the railroad yards. The 1951 flood destroyed much of this neighborhood and most of those who did not move out of the Argentine district relocated into the Villa Argentina Neighborhood. This nucleus of long-term residents, together with those who have moved into the neighborhood since 1951, have created a neighborhood which is perhaps less fragmented than any other Mexican-American neighborhood in the Kansas City metropolitan area.

The area was omitted from the Silver City and Argentine Heights Conventional Urban Renewal Projects, which encompassed a good portion of the land area in Argentine, during their implementation in the early 1960's. The reason for the omission is somewhat foggy at this time. Urban Renewal staff members who were with the agency at the time state that it was due to citizen protest, while long-time residents of the area claim that it was racist in nature and simply

an indication of the lack of public concern for the Mexican Community. Regardless of the reason for the omission, the neighborhood's residents became increasingly concerned with the public and private physical deterioration of the neighborhood and petitioned the City and Urban Renewal Commission in 1970 to take action to rehabilitate the area. This action was initiated in October of 1971 with the beginning of the research phase of the planning process.

INTERVIEW SCHEDULE FORMAT

A great deal of consideration was given to the form the survey instrument should take. The first reaction was to utilize a mail-out questionnaire because of the speed and lower cost involved. A number of considerations, however, led to the abandonment of this idea. The first was the realization that this form lacked flexibility. It necessitates either a written response to open-ended questions or the use of dichotomous or multiple-choice closed questions. The second consideration was the realization of a "mail-back bias" typically created because the upper socioeconomic groups return a higher percentage of their questionnaires than the lower socioeconomic groups. We felt it extremely important to get a full representation of the lower socioeconomic groups since these are the people

most affected by Urban Renewal.

It was finally decided to utilize the direct interview technique. We realized that much of the information we sought was not cut and dried at the top of a respondent's head ready for instant recall. The kind of information we were after required that one human being talk to another. The planning model we meant to employ required the exploration of a wide range of attitudinal questions, the analysis of which is necessary to the development of meaningful goals. Another consideration was an uncertainty as to the number of people we would encounter who were unable or unwilling to speak English. We, therefore, felt it necessary to employ a verbal questionnaire administered by an interviewer proficient in both English and Spanish. A very important final consideration was a realization of the highly emotionally charged atmosphere that permeated the neighborhood at the time. It seemed that those in favor of the project were very much in favor while those opposed (mostly the elderly) were very fearful. We hoped that by utilizing sensitive interviewers who felt an empathy with the neighborhood residents, we would gain information from those who would otherwise be turned off when receiving a questionnaire through the mail. We also felt that this personal contact would help ease some of the fears of the older residents.

The first step in the design of the questionnaire was the refinement of the broad conceptual dimensions discussed above into more narrow restrictive elements around which questions could be developed. After a great deal of discussion within the Planning Department Staff as well as with the other agency departments, the following categories were chosen: the introduction, household composition, occupational information, housing and migration patterns, neighborhood characteristics, and information regarding the Urban Renewal Program.

QUESTIONNAIRE ELEMENTS

Introduction

The introduction consisted of a verbal message introducing the surveyors, explaining the purpose of the interview and ascertaining the qualifications of the respondent. While the rest of the questionnaire was of the standardized form, this section was largely left to the devices of the interviewer.

Household Composition

Basic demographic information concerning the family was considered so essential to the development of the plan it was decided to place this element of the interview ahead of those that we

felt might prove more sensitive. Our reasoning was that if our interviewers were admitted they ought to be able to sustain the interview for the five or so minutes necessary to collect some of the less sensitive demographic information. The element was designed to collect a minimum of basic demographic information and identify family members possessing physical handicaps.

The element was composed of the following questions and tables:

1. SPECIFIC DEMOGRAPHIC GROUP TO WHICH RESPONDENT

²⁹
BELONGS

- | | | |
|---------------------|-----------------------|--------------|
| (1) Afro-American | (2) Anglo-American | (3) Mexican- |
| (4) Native-American | (5) Oriental-American | American |
| (6) Other | | |

SPECIFY _____

2. DOES RESPONDENT SPEAK ENGLISH?

- | | | |
|---------|--------------------|--------|
| (1) YES | (2) Broken English | (3) NO |
|---------|--------------------|--------|

3. Would you list all the persons (adults and children) who reside in this home?

²⁹Capital letters were used to designate instructions to the interviewers. The answers to these statements can be obtained through observation or calculation.

Relationship in Family	Age	Sex	Marital Status	Profession or Trade	Employment Status
---------------------------	-----	-----	-------------------	------------------------	----------------------

4. SPECIFY TOTAL FAMILY SIZE

(1) One (2) two (3) three (4) four (5) five (6) six (7) seven

5. Are all persons residing in the household members of the family?

(1) Yes

(2) No. *

* IF NO, ASK AMOUNT OF RENT PAID AND CONDUCT SURVEY FOR EACH.

6. Do any of the persons residing in the household possess a physical handicap?

(1) Yes **

(2) No

** IF YES, SPECIFY NUMBER AND RELATIONSHIP IN OR TO FAMILY AND TYPE OF HANDICAP.

Occupational Information

In this section, we sought to collect information with regard to places of employment, the distance traveled on the work trip, the duration and mode of the work trip, the extent of reliance on second jobs, and finally, the family income and predominate source of income. Questions on income were deferred to this element rather than included in demographics in the hope that some of the inherent reluctance to the question could be overcome. It was felt that the

demographics element would serve as a "warm-up" and that inclusion of the income questions at this point might tend to create an association between income and employment characteristics rather than demographics. This, it was hoped, would make the questions appear less threatening.

The questions included in the element are as follows:

1. Where is the head of the household employed? _____
(SPECIFY

NAME OF COMPANY)

2. Does the head of the household have a part-time job?

(1) yes * (2) no

(SPECIFY NAME OF COMPANY)

* IF YES, SPECIFY PLACE OF EMPLOYMENT

3. Where is the second member of the household employed?

(SPECIFY NAME OF COMPANY)

4. Does the second member of the household have a part-time job?

(1) yes ** (2) no

** IF YES, SPECIFY PLACE OF EMPLOYMENT

5. Where are these (companies, factories, mills, offices, etc.) located?

Head: (FULL-TIME) _____
(PART-TIME) _____

Second (FULL-TIME) _____
Member (PART-TIME) _____

6. SPECIFY THE DISTANCE TO THE HEAD OF THE HOUSEHOLD'S PRIMARY PLACE OF EMPLOYMENT:

(1) less than one mile (2) 1 to 2.9 miles (3) 3.0 to 3.9 miles
(4) 4 to 4.9 miles (5) over 5 miles

7. SPECIFY THE DISTANCE TO THE SECOND MEMBER'S PRIMARY PLACE OF EMPLOYMENT:

(1) less than one mile (2) 1 to 2.9 miles (3) 3.0 to 3.9 miles
(4) 4. to 4.0 miles (5) over 5 miles

8. What answer most closely approximates the head of the household's working hours?

(1) 8:00 to 4:00 (2) 4:00 to 12:00 (3) 12:00 to 8:00

9. What answer most closely approximates the second member of the household's working hours?

(1) 8:00 to 4:00 (2) 2:00 to 12:00 (3) 12:00 to 8:00

10. Approximately how long does it take the head of the household to get to work?

(1) less than 10 min. (2) 10 to 19 min. (3) 20 to 29 min.
(4) 30 to 39 min. (5) 50 to 49 min. (6) 50 to 59 min.
(7) 60 min. or more

11. Approximately how long does it take the second member of the household to get to work ?

(1) Less than 10 min. (2) 10 to 19 min. (3) 20 to 29 min.
(4) 30 to 39 min. (5) 40 to 49 min. (6) 50 to 59 min.
(7) 60 min. or more

12. How does the head of the household get to work ?

(1) walk (2) car (3) bus (4) car pool (5) other: SPECIFY

The following questions provide input into a number of substantive areas. A great deal about the stability of the family's source of income can be gained from these and previous questions concerning "profession or trade" and "employment status." If the family is to be relocated, it is necessary to gain information about the distance to the places of employment and mode of work trip if replacement housing is to be "comparable". The normal daily hours of employment coupled with mode of transportation provide important information about the design of traffic ways. For example, if the survey indicated that large numbers of a neighborhood's residents were employed at night and walked to work, the design of a sidewalk network to meet this specialized need would be apparent.

13. How does the second member of the household get to work ?

(1) walk (2) car (3) bus (4) car pool (5) other: SPECIFY

14. What is the family's average monthly gross income ?

- | | | |
|----------------------|--------------------|--------------------|
| (1) less than \$100 | (2) \$100 to \$199 | (3) \$200 to \$399 |
| (4) \$400 to \$599 | (5) \$600 to \$799 | (6) \$800 to \$999 |
| (7) \$1,000 and over | | |

15. Is all or part of your family income derived from some source other than employment ?

- (1) yes* (2) no

*IF YES, ASK:

16. What is that source ?

- (1) Social Security
 (2) Retirement
 (3) Welfare
 (4) Other: SPECIFY: _____

Housing and Migration Patterns

The purposes of the questions on housing and migration patterns are many and varied, cutting across all of the substantive areas within the empirical dimensions of the study: The questions and the rationale behind their inclusion are:

1. How long have you lived at the present address ?

- | | |
|------------------------|-------------------------|
| (1) Less than one year | (2) 1 year to 1.9 years |
| (3) 2.0 to 2.9 years | (4) 3.0 to 3.9 years |
| (5) 4.0 to 5.9 years | (6) 6.0 to 9.9 years |
| (7) 10 to 20 years | (8) over 20 years |

2. Before moving to your present address, did you live in the Kansas City Metropolitan Region ?

- (1) Yes SPECIFY LOCATION: _____
 (2) No SPECIFY LOCATION: _____

3. How long did you live at your last address ?

- | | |
|------------------------|----------------------|
| (1) Less than one year | (2) 1.0 to 1.9 years |
| (3) 2.0 to 2.9 years | (4) 3.0 to 3.9 years |
| (5) 4.0 to 5.9 years | (6) 6.0 to 9.9 years |
| (7) 10 to 20 years | (8) over 20 years |

These three questions are designed to give an indication of the likelihood of an established spacial and social identity with the neighborhood. Fried's work implies that the degree of the social network established within a group and the psychological extension of the physical sense of "home" into the neighborhood are both factors of time of residence and mobility. The implication of a long-term cohesive neighborhood population on the planning and conduction of renewal activities has previously been discussed.

4. Do you rent, own, or are you buying your present house or apartment ?

- | | |
|---------------|-------------------------|
| (1) Rent* | (2) Own |
| (3) Buying ** | (4) Other SPECIFY _____ |

*IF RESPONDENT RENTS, ASK:

5. What is your monthly rent ?

- | | |
|--------------------|--------------------|
| (1) Less than \$50 | (2) \$50 to \$74 |
| (3) \$75 to \$99 | (4) \$100 to \$124 |
| (5) \$125 to \$149 | (6) \$150 to \$174 |
| (7) \$175 to \$199 | (8) \$200 and over |

** IF RESPONDENT IS BUYING, ASK:

6. What are your monthly house payments ?

- | | |
|--------------------|--------------------|
| (1) Less than \$50 | (2) \$50 to \$74 |
| (3) \$75 to \$99 | (4) \$100 to \$124 |
| (5) \$125 to \$149 | (6) \$150 to \$174 |
| (7) 175 to \$199 | (8) \$200 and over |

The ownership information included in the previous three questions is essential to the development of a good relocation and rehabilitation plan. These plan elements are greatly dependent upon the number of home-owners in relationship to the number of renters. The interview should have by this time, progressed to the point that information concerning rent or house payments can be asked. The questions, however, are sensitive regardless of their position within the interview, and the interviewer must be prepared to explain the reason for their inclusion.

7. How many rooms does your house have ?

- | | | | | |
|---------|-----------|-------------------|----------|----------|
| (1) One | (2) Two | (3) Three | (4) Four | (5) Five |
| (6) Six | (7) Seven | (8) Eight or more | | |

8. How many of these rooms are bedrooms ?

- | | | | | |
|------------------|---------|-----------|----------|----------|
| (1) One | (2) Two | (3) Three | (4) Four | (5) Five |
| (6) Six or more. | | | | |

9. STAFF EVALUATION OF FAMILY BEDROOM NEEDS

- | | | | | |
|-----------------|---------|-----------|----------|----------|
| (1) One | (2) Two | (3) Three | (4) Four | (5) Five |
| (6) Six or more | | | | |

These questions establish the adequacy of the present home with regard to size and give an indication of the likelihood of the family to participate in a rehabilitation program, or establish their relocation needs, if displaced.

The following four questions are included to augment the building condition survey.

10. Does your heating system keep the house warm in the winter?

(1) Yes (2) No

11. Do you feel that the lighting in the house is adequate?

(1) Yes (2) No

12. Do you blow fuses or circuit breakers very often?

(1) Yes (2) No

* IF RESPONDENT ANSWERS YES, ASK:

13. Approximately how often?

(1) Once a day (2) Once a week (3) Once a month

The previous thirteen questions are designed to serve as "warm-ups" as a prelude to the following two open-ended attitudinal probes.

14. What things do you particularly like about your house or apartment?

15. What things do you particularly dislike about your house or apartment ?
-
-

These questions are utilized to establish the intensity of the respondent's feeling toward his present home. They also give an indication of the place the home occupies, within the neighborhood, in the mind of the respondent. For example, if when answering either of these questions, the respondent discusses the neighborhood as a whole rather than the individual structure, it can be assumed that the respondent possesses a strong degree of externalized spacial identity and might be subject to the grief reaction if relocated. The answers to these questions are also intended to serve as a guide to architectural designers in the development of alternative rehabilitation proposals.

The following closed attitudinal question was included to supplement the open-ended questions:

16. How would you compare your house with the other houses in the neighborhood ?

(1) About the same (2) Better (3) Worse

The following series of questions were intended to provide information with regard to the type of neighborhood residential redevelopment of a replacement housing inventory.

17. Would you like to buy or rent another home in this neighborhood?

(1) Yes (2) No (3) Maybe

18. Would you like to buy or rent another home in another neighborhood?

(1) Yes (2) No (3) Maybe

19. Do you prefer to rent or own your own home?

(1) Rent (2) Own

20. What housing type do you most prefer?

(1) House (2) Apartment (3) Duplex (4) Other SPECIFY: _____

21. If you had your choice of living anywhere in Kansas City, Kansas, which of the following areas would you choose?

(1) Argentine (2) Armourdale (3) Northeast
(4) Rosedale (5) Westheights (6) Westvale
(7) Strawberry Hill (8) Western Wyandotte County
(9) Other: SPECIFY: _____

An analysis of question 21 can also yield information concerning the expectations of groups of people. For example, if one particular neighborhood is continually chosen above all others by a particular group, a great deal can be implied about the desired life style of that group. This question also acts to identify neighborhoods that, because of their desirability, should be studied.

The final statement in the element is a subjective evaluation of the respondent's willingness to participate in a rehabilitation program.

22. STAFF EVALUATION OF RESPONDENT'S ATTITUDE CONCERNING REHABILITATION OF PRESENT HOME:

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
(Not likely to rehab.)					(Likely to rehab.)			

Neighborhood Characteristics

The basic purpose of the neighborhood characteristics element is the identification of those physical aspects of the neighborhood that respondents feel are good or bad.

We also sought, through the use of an open-ended question, to collect opinions as to what could be done in order to make the neighborhood a better place in which to live. The open-ended question was placed last in the hope that the initial series of closed questions would initiate thought with regard to neighborhood conditions. The questions in the element are as follows:

1. A list of services and characteristics typical of any neighborhood will be read. After each would you tell me if you feel your neighborhood is good, fair, or poor with regard to each.

	Good	Fair	Poor
public transportation	1	2	3
distance to health or hospital facilities	1	2	3
streets and roads	1	2	3
parks and playfields	1	2	3
distance to shops and stores	1	2	3
sidewalks	1	2	3
street lighting	1	2	3
noise	1	2	3
odors	1	2	3
distance to schools	1	2	3
police protection	1	2	3
fire protection	1	2	3
trash collection	1	2	3

2. What do you feel could be done to this neighborhood to make it a better place in which to live? _____

Educational Experience

The chief aim of this element of the survey, it was decided, would be the identification of the need for an adult education program and an idea of the willingness of residents to participate in such a program. It was felt that this might be a sensitive area, so an initial question was devised which it was hoped would explain the reason for this line of questioning.

1. Would it be a help on your (or spouse's) job if you (or spouse) had more education?

(1) Yes *

(2) No

*IF RESPONDENT ANSWERS YES, SPECIFY NEEDED SKILLS

2. What is the highest level of education or professional training completed by the head of the household?

(1) No school

(2) Some grade school

(3) Completed through 8th grade

(4) Some high school

(5) Graduated from high school

(6) Some college

(7) Completed College

(8) Vocational or technical degree

3. What is the highest level of education or professional training completed by the second member of the household?

(1) No school

(2) Some grade school

(3) Completed through 8th grade

(4) Some high school

(5) Graduated from high school

(6) Some college

(7) Completed College

(8) Vocational or technical degree

4. If you had an opportunity would you or your spouse take part in an adult education program?

(1) Yes

(2) No

Urban Renewal Programs

In questioning about the renewal program we sought to discover the extent of knowledge people held with regard to the program, which projects were most familiar to them, the opinions they hold with regard to the program, and some idea of the direction people feel the program should take on a city-wide basis. The questions asked in

this element are:

1. How much have you heard about the Urban Renewal Program in Kansas City, Kansas?

- | | |
|-------------------|-----------------|
| (1) a great deal | (2) quite a lot |
| (3) not very much | (4) nothing |

2. IF THE RESPONDENT SEEMS FAMILIAR WITH THE URBAN RENEWAL PROGRAM, ASK:

Which of the following projects have you heard the most about?

- | | |
|---------------------|--------------------------------|
| (1) Gateway | (2) Armourdale Industrial Park |
| (3) Armourdale East | (4) Argentine Heights |
| (5) Silver City | (6) University Rosedale |
| (7) Center City | (8) Jersey Creek |

3. What do you think of when you speak of Urban Renewal?

4. What do you think the Urban Renewal Program should do to best benefit the people living in Kansas City, Kansas?

Interviewer Critique

The final element of the instrument was an evaluation of the worth of the interview data as ascertained by the interviewer after completion of the interview. This element was included in recognition of the communication difficulties likely to be faced because of the emotion-producing nature of the program and the possibility that a

language barrier might exist between interviewer and respondent.

The information sought in the critique is as follows:

1. HOW WAS RAPPORT WITH THE RESPONDENT ?

- | | |
|------------------------------|------------------------------|
| (1) Excellent throughout | (2) Average |
| (3) Poor throughout | (4) Started good became poor |
| (5) Started poor became good | |

2. HOW WOULD YOU RATE THIS INTERVIEW ?

- | | |
|------------------------|------------------------|
| (1) No value | (2) Questionable value |
| (3) Generally adequate | (4) High quality |

EXPLAIN: _____

3. COMMENTS (List apparent community service referrals, etc.)

THE SAMPLING PLAN

Initially it was thought best to develop two survey instruments, one covering basic demographic information and the second concerned with attitudes as well. The plan at the time was to attempt a one-hundred per cent sample of demographic characteristics and a sample survey of attitudes. This plan was rejected for three reasons. The first was that the neighborhood is relatively small, and a complete sample of both attitudes and demographics would not be that difficult to achieve. Secondly, during the research phase of the planning process

we meant to employ, it is necessary to conduct a one-hundred per cent building condition survey, which takes approximately the same amount of time as the complete interview and the two could be conducted concurrently. The third reason was the fear that the Project Area Committee might doubt the reliability of the sampling procedure.

The final decision was to attempt to survey the entire population of the neighborhood excluding only those who refused to respond or who we were unable to contact after three call-backs. The first two survey attempts were to take place between 9:00 A.M. and 5:00 P.M. on Monday through Friday. If these were unsuccessful, the third attempt was to come on a week-day evening between 7:00 P.M. and 9:30 P.M. If this proved unsuccessful, the last attempt took place on either Saturday or Sunday.

The universe was limited to respondents who were either the designated first or second family members. Since the majority of the surveys were conducted during the normal 8:00 A.M. to 5:00 P.M. working hours, the survey was biased toward the responses on non-working wives. The justification for selection of this universe was that either the designated first or second family member would accurately represent the views of the other and these two were normally the decision-making members of the family.

STAFF SELECTION AND TRAINING

The interview staff was originally to be composed of agency relocation officers. The rationale behind this decision was that the majority of the people working in the relocation department are graduate sociologists, and their work in the relocation of urban renewal area residents has given them a great deal of interview experience. It proved however, to be infeasible to utilize this group because of a then heavy relocation work load and the fact that none were found to be proficient in Spanish. A lack of available funds precluded the possibility of the part-time employment of students. A canvass of the agency was made and one person, a draftsman, was located who had a proficiency in Spanish and a desire to serve as an interviewer.

The interview staff consisted one two-member team, a socio-economic surveyor and an architect-planner who conducted concurrent building condition surveys. Both members of the team were proficient in Spanish. The decision to use only those proficient in Spanish proved to be wise, as approximately twenty-five per cent of the interviews were conducted in Spanish. Many of the respondents were bi-lingual but simply felt more comfortable responding in Spanish.

The training of the interview team was accomplished in approximately one week. This training consisted of a complete discussion of the aims and mechanics of the survey, several practice runs with agency personnel and ten pre-test interviews.

FIELD WORK

Field work was started in October and completed in December of 1971. One hundred sixty of the 175 occupied dwelling units within the neighborhood were surveyed. There were fifteen refusals, giving a response level of 91.5%. Surveying of the 160 families took approximately 44 man days, and since the survey period lasted from 9 a.m. to 11 a.m. and 1:30 to 4:30 p.m. each day, this can be translated into 220 man hours or 140 man hours per 100 contacts. The average socioeconomic interview time dropped from approximately 40 minutes at the beginning of the survey to 25 minutes by the end.

EDITING AND CODING

The editing and coding of the completed interview schedules began immediately. The author edited completed survey forms at the end of each day and made suggestions as to changes in technique or noted omissions in a staff meeting on the following morning.

Monitoring of the field work involved keeping a running check on:

1. Completion time for each interview.
2. Number and scheduling of call backs.
3. Proper completion of interview forms.
4. Completeness of interviews and quality of responses.

Coding sheets were prepared for each dwelling unit, and the coding of closed questions was accomplished for each schedule at the end of the day. Coding of open-ended questions was postponed until all the surveys had been completed. This was possible because of the relatively small size of the neighborhood.

Monitoring, editing, and coding of the interview schedules took approximately 68 man hours or 42.5 man hours per 100 interviews.

In an attempt to combat the fear likely to develop among neighborhood residents as a result of the survey, it was decided to send a "thank you" letter to each respondent for cooperating with our interviewers and explained the purpose of the study. It also invited them and their families to visit our offices or extended an invitation to call the author should they have any questions regarding the planning process. Each of these letters were individually typed

and signed in an attempt to eliminate "bureaucratic coldness." It is difficult to measure the impact of these letters, however, it is safe to say that a genuine rapport has been established between the residents of Villa Argentine and those involved in the planning of the neighborhood. The letters certainly did not hinder the development of this rapport.

COMPUTER PROCESSING

Because of the relatively limited budget allotted to the research phase of the planning process in Villa Argentine the original intention was to utilize a selective card system to cross-tabulate the responses. The consultant employed to perform the neighborhood economic analysis (Land Utilization and Marketability Study), however, agreed to pay for computer time if they could have access to the printouts.

The processing of the data was accomplished in two phases. The first involved getting a printout which showed the distribution of responses for each question. The second involved deciding how we wanted these results cross-tabulated. This was done by going over the printouts and deciding what items of information could be meaningfully related to each other. For example, we cross-tabulated age of the head of household against building condition, demographic group

and income. We then returned to the consultant and explained the contingency tables we thought would prove beneficial.

This process was completed rather quickly and we were able to utilize the final printout within one week from the time we completed coding. The cost to the consultant, who had an "in-line" program was less than two-hundred dollars.

The next move in the process was to analyze the results.

Chapter 6

SUBSTANTIVE RESULTS OF THE VILLA ARGENTINA SOCIOECONOMIC SURVEY

This chapter is included in order to provide an insight into the kind of information available from the survey instrument described in the last chapter.

Since two of the primary purposes of conducting a socioeconomic survey are the "humanization" of goal development and the establishment of a referral system, the first inclination of the planner will usually be to expedite the process by going directly from computer printout to goal statement and referral inventory. It is the author's belief, however, that the end product of the research phase of the planning process should include a detailed socioeconomic profile of the neighborhood. Two factors prompt this belief. The first factor is the fear that some subtle but important socioeconomic neighborhood characteristic might be overlooked unless the mental process involved in preparing a profile is undertaken. A second factor is, as discussed earlier, that the end result

of the neighborhood level planning process should be comprehensive document involving implementation activities from a wide range of community agencies and departments. A document of this nature must be built on a broad informational foundation.

The substantive results of the residential socioeconomic survey in Villa Argentina make up the remainder of the chapter.

The format of the Socioeconomic Profile followed the belief that the most effective way to analyze any nonhomogenous population is to divide it into definable sub-populations and describe each relative to the whole. The report was therefore divided into the following five sections:

1. It was discovered that there were only slight differences in the tested attitudes of residential respondents of the various sub-populations. For this reason, the first section of the profile is a general discussion of the attitudes held by all area residents. Any dramatic departures from these established norms are discussed in the sections concerning the various subpopulations.

2. A discussion of general demographics makes up the second section of the report. This discussion provides a basis for comparison in the analysis of the subpopulations that follow, as well as with city-wide statistics.

3. The third section of the report is an analysis of the largest subpopulation within the neighborhood--The Mexican-

Americans.

4. The fourth section of the profile is an analysis of the Anglo-American population.

5. Because the elderly of both of the above subpopulations constitute a relatively large percentage of the study area's population and because their needs and reactions to renewal are unique, they were analyzed separately.

ATTITUDES OF RESPONDENTS

A number of questions within the survey were directed toward assessing the attitudes of respondents with respect to three general areas of concern. These are housing, the social and physical characteristics of the neighborhood, and finally the attitudes respondents hold with respect to the renewal program.

An analysis of the survey results indicates that as far as most of the tested attitudes are concerned the neighborhood is a very cohesive social unit. There is so little difference between the opinions held by the various subpopulations with regard to conditions within the neighborhood and the renewal program that they are lumped into a single discussion. There is a slight difference of opinion with regard to housing; therefore, the opinions of the various groups will be

presented independently as well as generally within this section.

Housing

Regardless of the final direction an urban renewal program takes, a good measure of the ultimate success of a project, in the eyes of neighborhood residents, is the reaction of the agency with respect to their housing needs and desires.

The purpose of this section of the report is to explore the over-all attitudes of area residents with respect to housing. It discusses the desires of respondents with regard to home ownership, structural type, and the rehabilitation of existing housing.

Home ownership. Table 1 describes the respondent's present status with regard to home ownership.

Table 1

Home Ownership Status of Respondents

Present Status	Frequency of Response	Percentage
Own	68	48.57%
Rent	46	32.86%
Buying	26	18.57%

It is interesting to note that while 32.86 per cent of the respondents presently rent, the majority of this group apparently prefer to own their own home. (See Table 2)

Table 2
Desired Home Ownership Status

Desired Status	Frequency of Response	Percentage
Desire to Own	115	82.14%
Desire to Rent	25	17.86%

An analysis of desired status with respect to the various demographic subpopulations is carried out in each of the respective sections of the profile; however, because the attitudes of respondents in various income levels are not treated separately, it seems valuable here to cross-tabulate desired ownership status with respect to income level.

Table 3 indicates a slight correlation between low income and a willingness to rent; however, with the exception of the 0-\$100 per month gross income interval, the majority of the respondents prefer to own as opposed to renting.

Table 3

Desired Home Ownership Status by Income Level

Desired Status	Monthly Gross Income Levels					
	<u>0-\$100</u>	<u>\$100-199</u>	<u>\$200-399</u>	<u>\$400-599</u>	<u>\$600-799</u>	<u>\$800-999</u>
Desire to own	50.0%	72.7%	73.1%	84.4%	85.7%	100%
Desire to rent	50.0%	27.3%	26.9%	15.6%	14.3%	-0-

Structural type. Table 4 describes the housing types presently occupied by area residents:

Table 4

Housing Types Occupied by Neighborhood Residents

Type Occupied	Frequency of Response	Percentage
Single-Family	119	68.00%
Two-Family	24	13.71%
Combined Commercial- (multi-family)	17	9.71%
Garden-Apartment	10	5.71%

Table 4 (continued)

Type Occupied	Frequency of Response	Percentage
Combined Commercial-single-family	3	1.71%
Combined Institutional-residential	2	1.14%
Row-House	-0-	-0-

Table 5 indicates a strong desire among Villa Argentina residents to occupy single-family homes.

Table 5

Housing Types Desired by Neighborhood Residents

Type Desired	Frequency of Response	Percentage
Single-Family	128	91.43%
Apartment	9	6.43%
Duplex	2	1.43%
Mobile Home	1	0.71%

Table 6 is a cross-tabulation of housing preference with the age of family head. It is interesting to note that while all age categories show a marked preference for the single-family house, the

two extremes (the family heads between 18 and 24 and those over 65) show more of a willingness to live in other types.

Table 6
Housing Type Desired by Age Interval

Type Desired	Age Interval						
	<u>Under 18</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
Single-Family	-0-	78.9%	90.9%	97.1%	96.2%	93.3%	88.6%
Apartment	-0-	10.5%	9.1%	2.9%	3.8%	-0-	11.4%
Duplex	-0-	10.5%	-0-	-0-	-0-	-0-	-0-
Mobile Home	-0-	-0-	-0-	-0-	-0-	6.7%	-0-

While the discussion above is undoubtedly the result of a desire of the majority of the respondents to live in single-family houses an analysis of the open-ended question responses indicated additional considerations. It was found that a large number of the respondents associated Urban Renewal with the Public Housing Authority which had constructed a number of multi-family units on adjacent projects. Many respondents felt the agency was there to destroy their homes and replace them with low-income housing. The strong positive reaction to single-family homes may simply have been a strong negative reaction against low-income housing.

Rehabilitation. The probability that a homeowner will, in the final analysis, rehabilitate a structure is difficult to assess. A large number of the factors upon which a final individual decision is based are not known by the respondent at the time of the initial interview. These factors might include an incomplete knowledge of relocation benefits, the cost and extent of needed repair, or the displacement of close friends. An attempt, however, was made to quantify respondents' attitude with regard to rehabilitation by placing it on a continuum. The position on the continuum was based on the responses to questions concerning the individual's home and his attachment to the neighborhood. Table 7 is the result of this analysis.

Table 7
Attitudes of Neighborhood Residents
toward Rehabilitation

Response	Frequency of Responses	Percentage
Strong No.	24	17.14%
Weak No.	21	29.29%
Undecided	9	6.43%
Weak Yes	41	29.29%
Strong Yes	25	17.87%

As might be expected, negative attitudes toward rehabilitation were related to structural condition. Table 8 would seem to indicate

that the majority of those residing in poor housing are aware of the substandard structural condition and the high costs necessary to upgrade the structure.

Table 8

Attitudes toward Rehabilitation by Structural Condition
of Respondent's Dwelling Unit

Response	Standard	Rehabilitable	Dilapidated
Strong No	-0-	10.0%	26.7%
Weak No.	-0-	22.5%	38.3%
Undecided	-0-	7.5%	5.0%
Weak Yes	-0-	35.0%	21.7%
Strong Yes	-0-	25.0%	8.3%

The Neighborhood

The interviewers discovered that the term "Argentine Neighborhood" seemed to have a different meaning for different groups. For most Anglo-American and younger Mexican-American respondents the term means a very large neighborhood generally bounded by the Kaw River on the north, Rosedale on the east, Turner on the west and the Johnson County Boundary on the south. Because of the historical concentration of Mexican-Americans within the relatively small area, however, the term "Argentine", for most middle-age

and elderly Mexican-Americans, seems to correspond to the immediate study area.

Perhaps the most direct assessment of the attitude of respondents with regard to their neighborhood can be gained from an examination of Table 9. Table 9 presents the responses of residents when asked in which neighborhood they would like to live within Kansas City, Kansas, given complete freedom of choice.

Table 9
Attitudes of Respondents Concerning Kansas City, Kansas
Neighborhoods by Ethnic Groups

Desired Neighborhood	Overall %	Afro- American	Anglo- American	Mexican- American
Argentine	82.86%	-0-	87.8%	81.6%
Outside the City	7.14%	-0-	7.3%	7.1%
W. Wyandotte County	2.86%	-0-	2.4%	3.1%
Armourdale	2.14%	-0-	-0-	3.1%
Strawberry Hill	1.43%	-0-	2.4%	1.0%
Westheight	1.43%	-0-	-0-	2.0%
Northeast	0.71%	100%	-0-	-0-
Rosedale	0.71%	-0-	-0-	1.0%
Westvale	0.71%	-0-	-0-	1.0%

It is interesting, and significant, that members of both major demographic groups exhibited a strong favorable response toward the Argentine Neighborhood.

The survey did indicate a correlation between attachment to the neighborhood and the age of the family head. This correlation is suggested in Table 10.

Table 10

Attitudes of Respondents Concerning Kansas City, Kansas
Neighborhoods by Age of Family Head

Desired Neighborhood	Under 18	18-24	25-34	35-44	45-54	55-64	65+
Argentine	-0-	42.1%	72.7%	88.2%	96.2%	80.0%	94.3%
Outside the City	-0-	36.8%	9.1%	-0-	-0-	6.7%	2.9%
W. Wyandotte County	-0-	5.3%	9.1%	5.9%	-0-	-0-	-0-
Armourdale	-0-	5.3%	-0-	2.9%	-0-	6.7%	-0-
Strawberry Hill	-0-	5.3%	-0-	2.9%	-0-	-0-	-0-
Westheight	-0-	-0-	-0-	-0-	3.8%	6.7%	-0-
Northeast	-0-	-0-	-0-	-0-	-0-	-0-	2.9%
Rosedale	-0-	5.3%	-0-	-0-	-0-	-0-	-0-
Westvale	-0-	-0-	9.1%	-0-	-0-	-0-	-0-

This cross-tabulation would seem to indicate, as could be expected, that there is a greater attachment to the Argentine area among the elderly than among the young. This observation will be expanded in the discussion of the elderly subpopulation.

A series of questions designed to initiate thought on the part of the respondent with respect to physical conditions within the neighborhood were presented. The respondent was asked to rank each of

the neighborhood characteristics shown in Table 11 as either good, fair or poor.

Table 11

Attitudes of Neighborhood Residents Concerning
Neighborhood Characteristics

Characteristic	Percent Responding Good	Per cent Responding Fair	Per cent Responding Poor
Public Transportation	35.00%	32.14%	32.86%
Distance to Health and Hospital Facilities	58.57%	29.29%	12.14%
Streets and Roaus	45.00%	32.86%	27.14%
Parks and Playfields	52.86%	30.71%	16.43%
Distance to Shops and Stores	87.14%	10.00%	2.86%
Sidewalks	22.14%	21.43%	56.43%
Street Lighting	60.71%	23.57%	15.71%
Noise	50.71%	25.00%	24.29%
Odors	47.86%	22.86%	29.29%
Distance to Schools	84.29%	15.00%	0.71%
Police Protection	73.57%	17.86%	8.57%
Fire Protection	97.14%	2.14%	0.71%
Trash Collection	75.71%	19.29%	5.00%

The ramifications of most of these responses were discussed at length in the various technical reports making up the Neighborhood Analysis described in Chapter 1. Several of the responses, however, were thought to have socioeconomic impact and should rightfully be discussed in the Socioeconomic Profile.

The fact that neighborhood residents consider the study area convenient with respect to public, commercial and professional facilities is apparent in Table 11. This aspect of the neighborhood (its favorable location) was discussed in the majority of the interviews. It undoubtedly is a major contributor to the attraction to the neighborhood expressed by most respondents.

Although questions were not directed specifically toward assessing the attitudes of area residents with regard to physical security, it is felt that generalizations can be made from two responses within this series of questions. It seems safe to assume that if a crime problem existed within the neighborhood, far fewer people would have been satisfied with the existing level of police protection. The generally favorable response with regard to street lighting would also seem to indirectly indicate a feeling of safety.

With the possible exception of public transit and street maintenance, Table 11 indicates that the residents of the study area seem to be reasonably satisfied with public services.

The series of questions presented in Table 11 was followed by an open-ended question asking the respondent's opinion about what could be done to improve the neighborhood. Table 12 describes the answers given to this question.

Table 12
Desired Neighborhood Improvements

Improvement	Frequency of Response	Percentage
Improve Transportation Systems	44	31.43%
Correct Conflicting Land Uses	33	23.57%
Improve Utility Systems	19	13.57%
Respondent Satisfied	18	12.86%
Provide or Improve Recreation Facilities	11	7.86%
Remove Unsightly Structures	6	4.29%
Provide Sites for New Non-Residential Uses	4	2.86%
Provide Sites for New Housing	2	1.43%
Rehabilitate Existing Structures	3	2.14%

Categorizing each of 140 varied opinions into one of the nine areas presented above does, admittedly, give a somewhat restricted view of the opinions of respondents. However, after thoroughly editing the responses, it was felt that the majority would fall into one of the above. The following discussion is also meant to aid understanding by attempting to present the spectrum of responses within each category.

The most often mentioned desired improvement was to the transportation system. This included pedestrian as well as vehicular systems. In fact, most who commented on transportation mentioned sidewalks specifically. The comments directed toward street systems were centered principally around objects to the noise and confusion

generated by the heavy traffic volumes on the Goddard Viaduct, Strong Avenue and 26th Street from Strong to Metropolitan Avenue.

The correction of conflicting land uses was the second most frequently mentioned desired neighborhood improvement. This is understandable since the study area is bounded on two sides by heavy industrial uses. A number of respondents also mentioned the location of active commercial uses such as restaurants or bars within predominately residential blocks as being objectionable. One must conclude that the majority of area residents do not want to eliminate nonresidential uses. Indeed, the close proximity of places of employment and commerce are aspects of the neighborhood that respondents repeatedly state they find most agreeable. However, it must be concluded that most residents would like to see these uses concentrated and buffered from residential areas.

The third most frequent response was correction of the various inadequate utility systems. The deplorable condition of these systems, particularly the combined sewer system, was discussed at length in the detailed report of this aspect of the neighborhood. While several people expressed a desire to eliminate unsightly overhead power and telephone lines, the majority of the expressed concern was with regard to the sewer system.

The survey indicates that 12.86 per cent of the respondents are satisfied with conditions within the neighborhood and feel there are no improvements needed. There is reason to believe, based on the discussion of attitudes toward renewal presented below, that this response is largely the result of a fear of the personal consequences of Urban Renewal.

The next most frequently stated response was that either new recreational facilities should be provided or existing facilities improved. This is interesting since there are two school playgrounds, a neighborhood park, and a city-operated recreational facility within the relatively small neighborhood. The only conclusion that can be drawn from this response is that an adequate range of supervision, activities or equipment are not available within these facilities.

The removal of unsightly structures was the next most frequently desired improvement. All of these responses were directed toward vacant or under-utilized commercial structures.

The survey disclosed that 2.86 per cent of the respondents felt that new nonresidential uses were needed within the neighborhood. The principal concern seemed to be the need for more and varied places of employment.

Surprisingly only 2.14 per cent of the respondents stated specifically that residential rehabilitation was desirable. This is surprising

given the strong emotional attachment to the neighborhood of area residents evidenced throughout this report. An explanation for this response may be that by not stressing the provision of new residential sites (only 1.43 per cent responded that new sites were needed) and emphasizing other aspects, they are indirectly expressing a desire for rehabilitation. Another explanation for which there is proof elsewhere within this discussion, is that the emotional attachment to the area is social in character rather than physical.

Attitudes Toward Urban Renewal

It is apparent through daily conversation with people throughout areas affected by Urban Renewal, that most do not know very much about the program, and as a result, are usually very fearful of the consequences of Urban Renewal. An attempt was made in the survey of Villa Argentina to collect information concerning the effects of Urban Renewal. Table 13 is an indication of the general low level of knowledge of the program held by most people.

Table 13

Knowledge of the Urban Renewal Program

Response	Frequency of Response	Percentage
A Great Deal	13	9.29%
Quite a Lot	42	20.00%
Not Very Much	73	52.14%
Nothing	12	8.57%

The results are startling considering that the study area is bounded on three sides by the on-going Argentine Heights and Silver City Urban Renewal Projects.

Perhaps even more interesting, however, is the lack of knowledge of current renewal projects. When asked to state with which of the projects conducted in Kansas City, Kansas they were most familiar, the respondents answered in the following manner:

Table 14

Familiarity of Responded with Renewal Projects

Project	Frequency of Response	Percentage
Silver City	82	64.06%
Argentine Heights	26	20.31%
Armourdale East	7	5.47%
Center City	5	3.91%

Table 14 (continued)

Project	Frequency of Response	Percentage
Gateway	4	3.13%
Jersey Creek	2	1.56%
University-Rosedale	2	1.56%
Armourdale Ind. Park	- 0 -	- 0 -

This would seem to indicate that people become most familiar with renewal projects through direct contact or by word of mouth rather than through the various informational media. The Center City Project, which is the most current and has been the most publicized conventional project, ranks fourth, far below those that are much older but closer in proximity.

Table 15 is an indication of the way people responded to an open-ended question probing the stereotypes of renewal held by people within the study area.

These findings would indicate that slightly more people held favorable attitudes toward renewal (48.92 per cent as opposed to 40.30 per cent). It would also indicate that people tend to think of renewal as a physical program as opposed to social or economic.

Table 15
Attitudes Toward Urban Renewal Program

Response	Frequency of Response	Percentage
Positive-upgrades neighborhood physically	43	30.94%
Positive-encourages social mobility	13	9.35%
Positive-rehabilitation of homes	11	7.91%
Positive-upgrades local economy	1	0.72%
Neutral-no opinion	15	10.78%
Negative-dishonest	22	15.83%
Negative-dislocates people from homes	21	15.11%
Negative-destroys neighborhoods	7	5.04%
Negative-poorly planned and administered	6	4.32%

GENERAL POPULATION CHARACTERISTICS

The relative age and sex distribution of neighborhood residents in graphically indicated in the population pyramid shown as Figure 2.

Figure 3 is a similar pyramid for the residents of Kansas City, Kansas based on the 1970 census.

Figure 4 is a composite of these two formed by overlaying Figures 2 and 3. The segments of intervals shown in black are portions of the population in which there is a higher percentage in the study area than in the city as a whole. The segments in lines show where there is a higher percentage of the population in the city.

**THIS BOOK
CONTAINS
NUMEROUS PAGES
WITH DIAGRAMS
THAT ARE CROOKED
COMPARED TO THE
REST OF THE
INFORMATION ON
THE PAGE.**

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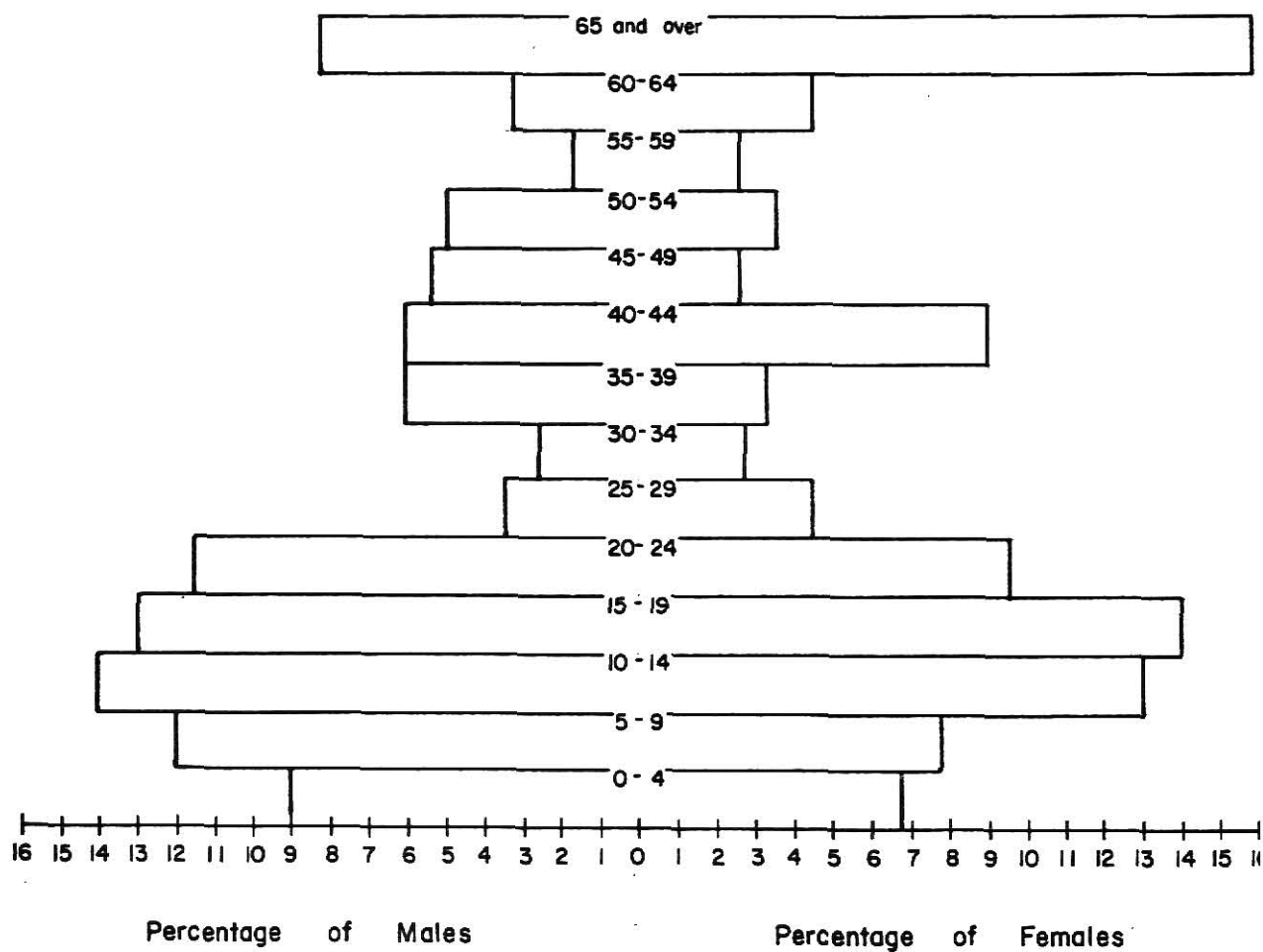


Figure 2

The Villa Argentina Neighborhood Population Composition

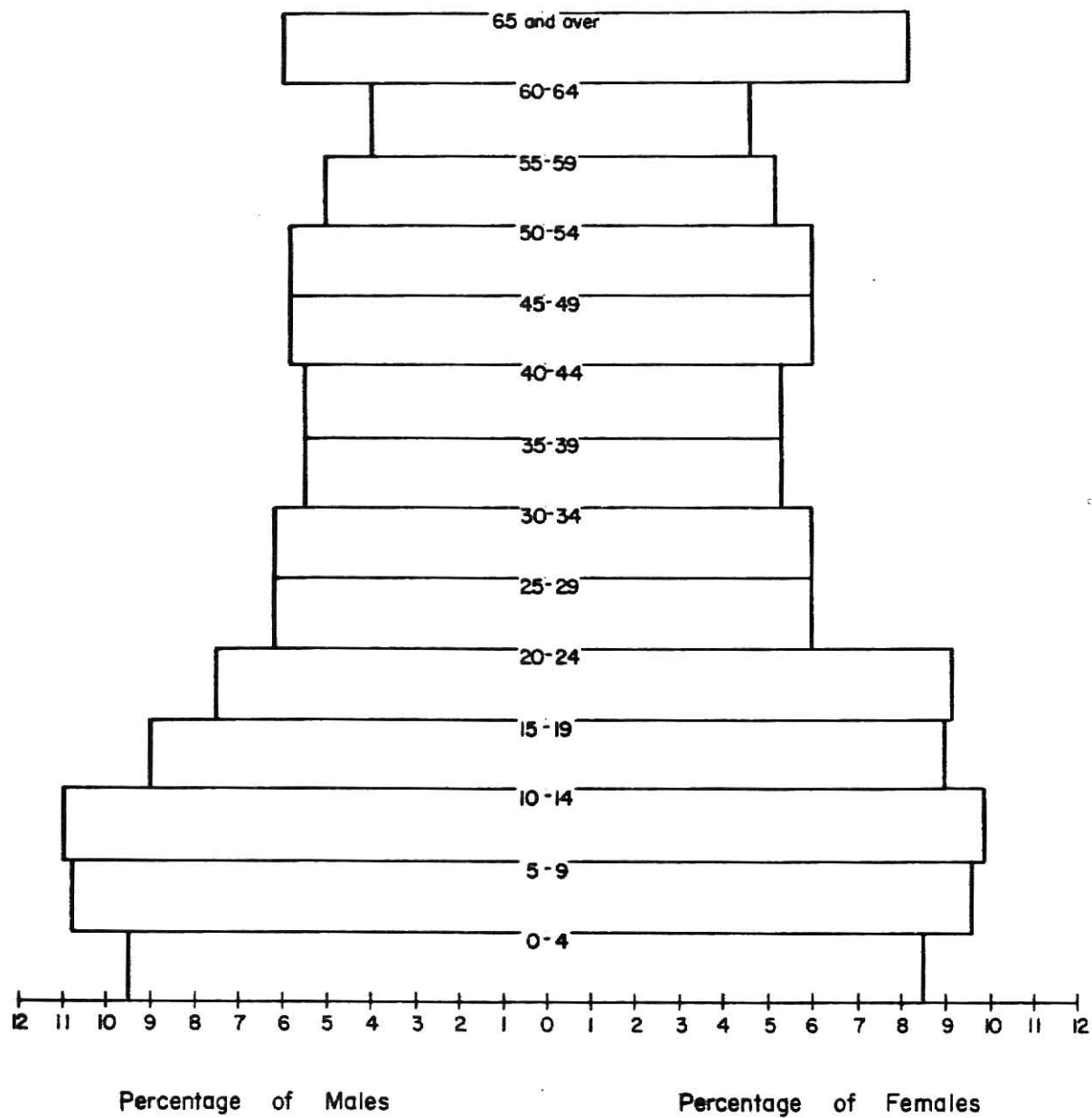


Figure 3

The Kansas City, Kansas Population Composition

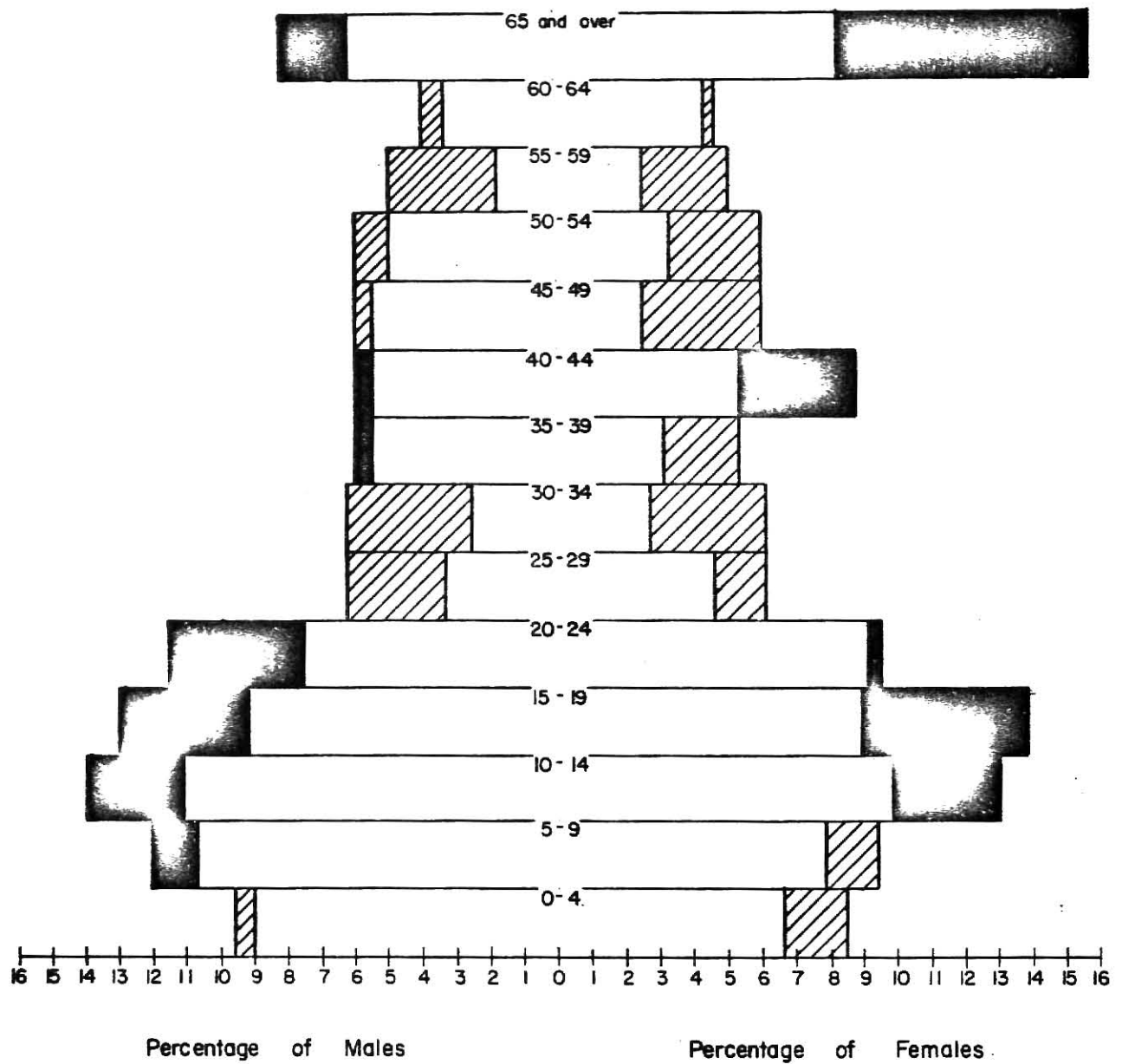


Figure 4

Composite Population Composition (Kansas City, Kansas and Villa Argentina)

In order to clarify the statistics presented in Figures 2, 3 and 4 it was decided to analyze the neighborhood with respect to certain functional categories. These are the young, the child-bearing, the middle-aged and the elderly. The population divisions are primarily based on age. The young constitute all those members of the population between the ages of birth to twenty. The group also includes 50 per cent of those between the ages of 20-24. The decision to include 50 per cent of the 20-25 year interval was based on the results of the survey. It was found that while the interval is composed of 59 people, only 19 were considered heads of households. If it were assumed that all of these were married to members of the same age group, this would still leave 21 or approximately 36 per cent that were not principal members of households. Since the survey disclosed that a portion of the 19 were living alone, the estimate that 50 per cent are not functionally child-bearing seems reasonable. The child-bearing group is composed of 50 per cent of the 20-24 year age group and all of the 25-39 year intervals. The middle-aged group is made up of all those between the ages of 40-59. The elderly are those members of the population above the age of 59. Table 16 shows the number and percentage of population in each of these categories.

Table 16

Functional Division of Neighborhood Population

Group	No. of Males	% Of Subgroup	No. Of Females	% Of Subgroup	% Of Neighbor- hood Population
Young	149	26.8%	131	23.5%	50.3%
Child-Bearing	49	8.8%	43	7.7%	16.5%
Middle-Aged	47	8.4%	49	8.8%	17.2%
Elderly	32	5.7%	57	10.3%	16.0%

The Young

This group is the largest within the neighborhood; it consists of 46.8 per cent of the female population and 53.8 per cent of the male. The neighborhood population pyramid draws attention to the fact that there are fewer members in the zero to four and five to nine-year intervals than in the two upper levels. There are probably two reasons for this configuration. The first is the national trend, reflected in the city-wide population pyramid, toward smaller families and thus fewer younger children. The second is the fact, discussed below, that there are relatively few members of the young child-bearing family groups residing within the neighborhood.

The Child-Bearing

There are relatively few members of the neighborhood's population in this functional group. It is also significant that the majority of this group is in the upper age intervals. This would suggest that if the social viability of the neighborhood is to be retained, members of the large teenage groups will have to remain within the neighborhood or there will have to be a future in-migration of people in the young child-bearing ages.

The Middle-Age Group

This category is the second largest functional group within the neighborhood. It is interesting to note, however, that with the exception of the first five-year interval the composite population pyramid indicates that there is a smaller percentage of the neighborhood's population in this category than in the population of the city at large.

The Elderly

The elderly, because of their number and their relationship to the typical family unit in the neighborhood, constitute a significant segment of the neighborhood population. For this reason, an analysis of this subpopulation has been included as a separate section within the profile. It does, however, seem significant to mention two

characteristics of the group at this point. The first is that there are a relatively large number of elderly persons living in the neighborhood, as is apparent in the population pyramids. The second consideration, which will be elaborated in the section dealing with the elderly, is that, within this neighborhood, the elderly seem to play an active role both in the family and the neighborhood unit.

Ethnic Distribution

The neighborhood is inhabited predominately by Mexican-Americans. Of the heads of household surveyed, 70.0 per cent were of Mexican origin, 29.9 per cent were Anglo-American, and 0.71 per cent (one family) is Afro-American. The two large population subgroups, Mexican-American and Anglo-Americans, will be discussed in depth in subsequent chapters.

Family Structure

Size. The average family size within the neighborhood is 3.97 members, slightly above the national and city average. It is also significant that, as shown in Table 17, that 40.0 per cent of all families contained only one or two members.

Table 17

Family Size Within Villa Argentina

Family Size	Frequency of Response	Per Cent of Response
One	26	18.57%
Two	30	21.43%
Three	20	14.29%
Four	18	12.86%
Five	12	8.57%
Six	7	5.00%
Seven	11	7.86%
Eight	4	2.86%
Nine and Over	12	8.57%

The large number of people in the neighborhood over the age of 60 would suggest that many of the one- and two-member families are composed of elderly members. In further support of this proposition, the survey indicated that of the families headed by individuals over 65, 12 or 34.3 per cent were in one-member families and 14 or 40.0 per cent were in two-member families. Because of the higher percentage of women in this age category, it is safe to assume that the majority of the one-member families are women.

Sex of Family Head. Of the 140 families surveyed, 29 or 20.71 per cent were headed by females. The following table would suggest that the majority of these are widowed heads of households.

Table 18

Sex of Family Heads by Age

Sex	Percentage	Frequency of Response	Under 18	18-24	25-34	35-44	45-54	55-64	65+
Male	79.29%	111	0	16	9	31	24	12	19
Female	<u>20.71%</u>	<u>29</u>	<u>0</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>3</u>	<u>16</u>
TOTAL	100.00%	140	0	19	11	34	26	15	35

Age of Family Head

Table 18 shows that there are more families headed by individuals over 65 than in any other single category. The following table shows the distribution of family heads by age categories:

Table 19

Number of Families by Age of Head

Age	Frequency of Response	Percentage
Under 18	0	0
18-24	19	13.57%
25-34	11	7.86%
35-44	34	24.29%
45-54	26	18.57%
55-64	15	10.71%
65 and Older	35	25.00%

Dependent Children. Table 20 describes the number of dependent children in families within the study area:

Table 20

Dependent Children in Study Area Families

Number of Children	Frequency of Response	Percentage
None	68	48.57%
One	21	15.00%
Two	15	10.71%
Three	10	7.14%
Four	9	6.43%
Five	5	3.57%
Six	7	5.00%
Seven	2	1.43%
Eight and More	3	2.14%

The large number of families with no children supports the above-stated proposition that there are large numbers of one and two-member elderly families. The following matrix (Table 21) cross-tabulating the number of dependent children with the age of the family head further justifies this conclusion. It is, however, interesting to note that there are 5 families with heads of the age of 65, and 7 with heads between 55-64 with dependent children. This would indicate that there are a number of extended families (families having more than two generations) within the neighborhood.

Table 21

Number of Dependent Children by Age of Family Head

No. of Depend- ent Children	Age of Head						
	Under 18	18-24	25-34	35-44	45-54	55-64	65 +
None	0	8	4	8	10	8	30
One	0	6	3	0	5	3	4
Two	0	5	1	5	2	2	0
Three	0	0	2	2	4	1	1
Four	0	0	1	5	2	1	1
Five	0	0	0	4	1	0	0
Six	0	0	0	6	1	0	0
Seven	0	0	0	2	0	0	0
Eight and Over	0	0	0	2	1	0	0

Employment Characteristics

Employment status of family heads. The majority of the family heads within the study area are employed. The following table describes the employment status of the family heads within the neighborhood.

Table 22
Employment Status of Family Heads

Status	Frequency of Responses	Percentage
Employed Full-Time	91	65.00%
Employed Part-Time	4	2.88%
Employed Full- & Part-Time	5	3.57%
Unemployed	8	5.71%
Retired	32	22.86%

It is also significant that 22.86 per cent of the family heads are retired, again drawing attention to the presence of elderly and extended families.

Employment status of second family members. Table 23 describes the employment status of the respondent family's second

members. Since most second members within the study area are wives, it would seem that three valid propositions can be drawn from the fact that only one-fourth of the respondents' wives are employed full- or part-time: (1) There are a large number of families with elderly wives that are not in the work force, (2) The income level of families with respect to cost of living in the neighborhood is such that employment of the second member is not necessary, and (3) The majority of the families in the study area are of Mexican origin, and the traditional paternal family structure of this group does not permit second members to work outside the home.

Table 23

Employment Status of Second Family Members

Status	Frequency of Response	Percentage
Employed Full-Time	26	24.30%
Employed Part-Time	2	1.87%
Employed Full- & Part-Time	0	-0-
Unemployed and Retired	79	73.82%

Unemployment. The survey disclosed that there were 126 males between the ages of 18 and 65 residing in the neighborhood. Of course,

these, 18 or 14.28 per cent were reported unemployed as compared with a city-wide average of 6.2 per cent.³⁰ The difference between the unemployment rate of family heads (5.71 per cent) and that of the male work force (14.28 per cent) augments the argument stated above that many in the young child-bearing group are actually dependent adults. Seventy-five of the 128 females between the ages of 18 and 65 are unemployed, giving a female unemployment rate of 58.59 per cent. Of course, the majority of these are not actively seeking work.

Occupations of family heads. The following table illustrates the distribution among the occupational groups to which the heads of households belong.

³⁰ A city-wide unemployment rate of 6.2 per cent was presented, with some reservation, in an Office of Economic Opportunity Applicated entitled "Grantee Eligibility Documents", dated November 15, 1972.

Table 24
Occupations of Family Heads

Occupation	Frequency of Response	Percentage
Professional-Manager-Teacher	7	5.00%
Sales-Small Bus. Owner	4	2.86%
White Collar-Sales Clerk- Office Clerk	10	7.14%
Skilled Trade	39	27.86%
Unskilled Laborer	59	42.13%
Factory Worker	5	3.57%
Domestic Household Worker	16	11.43%

The distinction between the skilled trades and unskilled laborers was often difficult to ascertain from the job titles given to the interviewers; however, it is significant to note that 69.99 per cent of the heads of households can be classified blue-collar workers. The reason for this concentration is undoubtedly due to the close proximity of places of employment for workers in these categories. In addition to the evidence presented in the chapter concerning attitudes, Table 25 acts to substantiate this hypothesis. Table 25 presents the response given when household heads were asked how far they traveled to their place of employment.

Table 25

Distance Heads of Families Travel to Work

Distance	Frequency of Response	Percentage
Less than 1 Mile	45	45.00%
1 to 2.9 Miles	18	18.00%
3 to 3.9 Miles	16	16.00%
4 to 5 Miles	9	9.00%
Over 5 Miles	12	12.00%

Source of family income. The following table indicates the predominate source of family income within the neighborhood.

Table 26

Source of Family Income

Source	Frequency of Response	Percentage
Employment	97	69.29%
Social Security	10	7.14%
Welfare	6	4.29%
Retirement	21	15.00%
Veterans Benefits	1	0.71%
Rental Income	3	2.14%
Unemployment Benefits	2	1.43%

While the predominate source of income is, of course, employment, it is reflective of the large number of elderly family heads that 26.43 per cent of those surveyed rely on some form of "fixed income".

Income level. The most significant way to analyze income level is to cross-tabulate income with family size. The following table is an indication of gross monthly family income levels within the study area.

Table 27
Income by Family Size

Family Size	Less Than						
	100	100-199	200-399	400-599	600-799	800-999	1,000+
One	6	4	8	7	0	1	0
Two	2	5	9	7	4	2	1
Three	0	0	4	7	5	4	0
Four	0	2	3	4	7	1	1
Five	0	0	1	6	3	2	0
Six	0	0	0	2	2	3	0
Seven	0	0	0	3	3	5	0
Eight	0	0	1	2	1	0	0
Nine +	0	0	0	7	3	1	1

The heavy line roughly corresponds to the poverty levels as established by the local Economic Opportunity Foundation. This

analysis would indicate that 21 per cent of the families surveyed (29 of the 140 respondents) had incomes below that established by E. O. F. as the poverty level. This high number can be explained by the relatively large number of families with elderly heads receiving only some form of low fixed income. (Note that 13 of the 29 are one or two-member families). It is quite possible that a number of the large families are below the poverty level because of interviewer error i.e., noting income from only one adult member in an extended family. Another reason might be a general reluctance, which was noted by interviewers, on the part of some respondents to give true incomes.

Educational Attainment

The educational attainment of area residents is relatively low as is indicated in the following table.

Table 28

Educational Attainment of Neighborhood Residents

Highest Level Completed	Head of Household	Percentage	Second Member of Household	Percentage
No School	8	6.00%	12	11.00%
Some Grade School	44	31.00%	39	36.00%
Comp. 8th Grade	23	16.00%	10	9.00%
Some High School	22	16.00%	24	22.00%
Grad. from H. S.	26	19.00%	17	16.00%

Table 28 (continued)

Highest Level Completed	Head of Household	Percentage	Second Member of Household	Percentage
Some College	11	8.00%	4	4.00%
Completed College	2	1.00%	2	2.00%
Technical Degree	4	3.00%	0	-0-

The explanation for the large number of family heads with little or no education is at least partially due to the large number of family heads in the upper-age categories, as the following cross-tabulation indicates.

Table 29

Educational Attainment of Family Heads by Age)

Highest Level Completed	Under 18	18-24	25-34	35-44	45-54	55-64	65+
No School	0	0	0	0	2	0	6
Some Grade School	0	4	2	9	6	7	16
Comp. 8th Gr.	0	1	0	4	6	4	8
Some High Sch.	0	5	3	7	4	1	2
Graduated - H.S.	0	8	5	5	4	3	1
Some College	0	1	1	6	2	0	1
Comp. College	0	0	0	1	1	0	0
Vocational or Technical Deg.	0	0	0	2	1	0	1

Because most of the respondents with little education are elderly, it could be expected that there would be little interest in an adult educational program; however, when asked if the respondent or his spouse would take part in an educational program, 50 per cent responded that they would. The emphasis of those responding in the affirmative seemed to be with regard to English language classes, technical training or consumer protection classes.

Housing and Migration Patterns

Duration of Residence. Table 30 indicates that the duration of residence in the study area for most respondents, has been rather long.

Table 30
Duration of Family Residence

Duration	Frequency of Response	Percentage
Less Than 1 Year	16	11.43%
1 Year	11	7.86%
2 Years	7	5.00%
3 Years	4	2.86%
4-5 Years	11	7.86%
6-10 Years	25	17.86%
11-20 Years	26	18.57%
Over 20 Years	40	28.57%

The survey disclosed that, as would be expected, a large majority of the middle-aged and elderly have lived in their existing home for more than ten years. It also made apparent the fact that approximately 25 per cent of the family heads below the age of 35 have lived in their home for more than 10 years. This would seem to indicate that there are a number of homes in the neighborhood that have been passed from one generation to the next. These two factors, the long residential duration of the elderly and the attachment to a family home, help explain the seemingly strong emotional attachment of area residents to the neighborhood.

Ownership status. Table 1 described the housing ownership status of area residents. It disclosed that 67.14 per cent of the surveyed families either own or are buying their home. This preference toward home ownership is mirrored in the discussion of future desired ownership status among area residents in the chapter on attitudes above.

Rent levels. Housing rents within the area are relatively low, however, as Table 31 indicates, if it is assumed that a family should not pay more than 25 per cent of their income for housing, approximately 12 of the 46 families that rent (26.1 per cent) are paying a higher percentage of their income than they can afford.

Table 31
Rent Levels by Family Income

Rent	0-100	100-199	200-399	400-599	600-799	800-999
None	0	0	0	1	0	0
Less than \$50	5	0	0	5	1	1
\$50-74	0	2	3	5	5	2
\$75-99	0	0	2	4	2	2
\$100-125	0	1	2	2	1	0
\$125-149	0	0	0	0	0	0

Vacancy rates. The survey disclosed that there were 175 dwelling units within the study area. Twenty of these were vacant for a rate of 11.43 per cent, however, of the 20 only 4 were considered standard or rehabilitable, which lowers the "livable vacancy rate" to 2.28 per cent. Of the 155 occupied units, none were found to be standard (without need of any repair), 94 were considered rehabilitable, and 61 were found to be dilapidated (beyond economic repair).

THE MEXICAN-AMERICAN POPULATION

The survey disclosed that of a total population of 557 people, 443 or 79.53 per cent belonged to the Mexican-American demographic group. The relative proportion is somewhat in error since virtually all of those who refused to respond to the interview were Anglo-

American. However, since the sample represents 91.5 per cent of the dwelling units within the study area, it is safe to assume that better than 75 per cent of the people within the study area are Mexican-American.

Age and Sex Distribution

The relative age and sex distribution of Mexican-American neighborhood residents is shown in Figure 5.

Table 32 breaks this distribution down into the four major functional population subdivisions. Like Table 16 in the previous section, it reflects the assumption that 50 per cent of the 20 to 24 year population pyramid stratum belong within the "young" group.

Table 32

Functional Age Grouping of Mexican-Americans

Group	No. of Males	& of Subgroup	No. of Females	& of Subgroup	& of Mexican-American Neighborhood Population
Young	122	27.8%	105	23.7%	51.3%
Child-					
Bearing	39	8.6%	36	8.1%	16.9%
Middle-					
Aged	37	8.3%	38	8.6%	16.9%
Elderly	25	5.6%	41	9.3%	14.9%

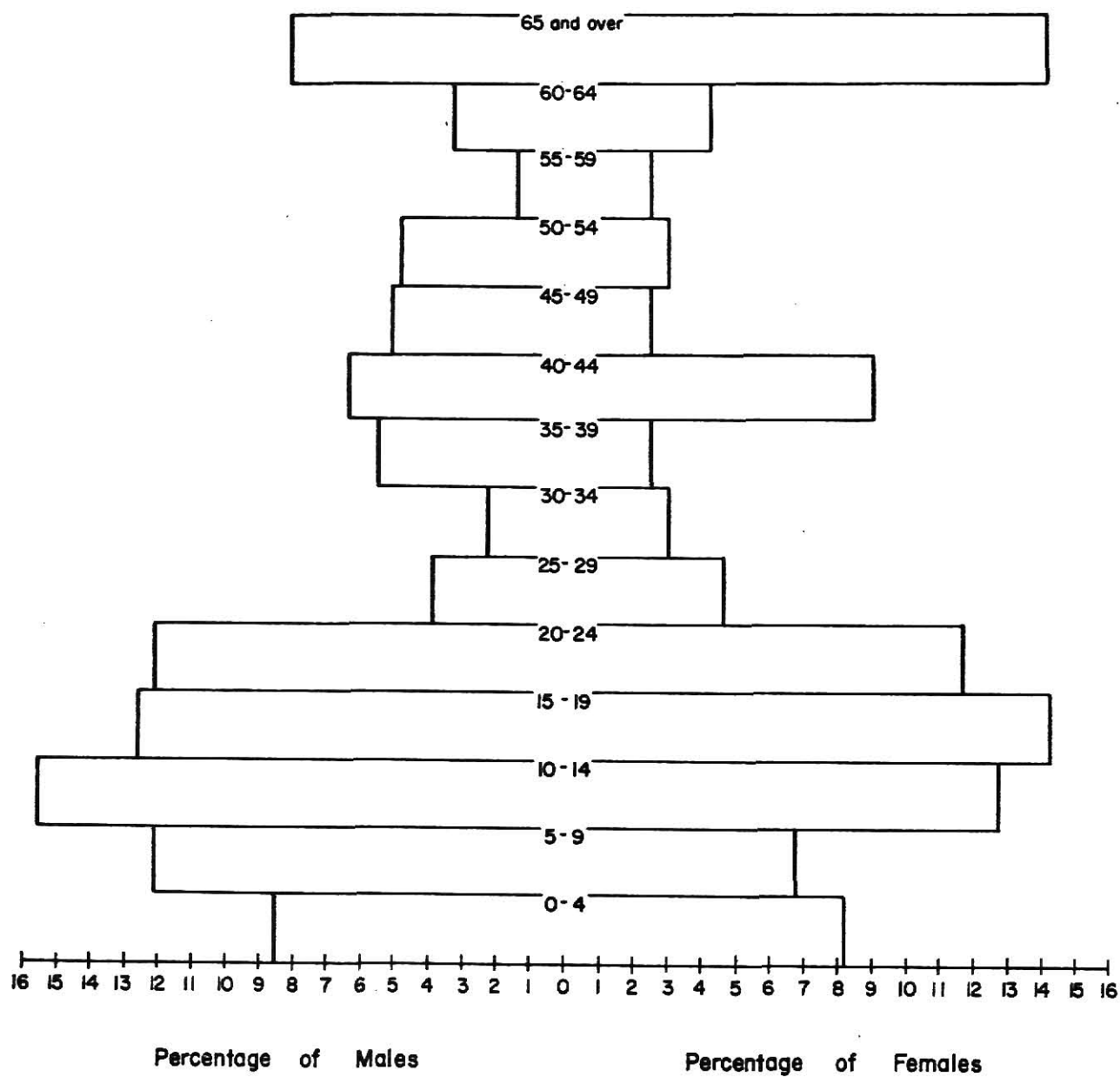


Figure 5
Population Composition of Mexican-American
Neighborhood Residents

The young. The majority of the Mexican-Americans within the study area belong to this group. Figure 4 would indicate, through the lack of children in the two youngest intervals, that the general comments concerning smaller families and few young child-bearing couples within the neighborhood apply to the Mexican-American population as well. A close comparison; however, will show that the Mexican-American population is younger than the average.

The child-bearing. The survey disclosed slightly more Mexican-American members in the child-bearing groups than the average. This group, however, is still relatively small compared to the corresponding city-wide subgroup. The explanations for this deficiency presented in the preceding section generally hold true for this subpopulation as well. It is also reasonable to expect that two additional contributory factors might be the recent breakdown in housing discrimination and the higher educational attainment of younger members of the Mexican-American group. Regardless of the reason for this deficiency, it is reasonable to expect that the future social and economic vitality of the area depends upon the expansion of this group.

The middle-aged. Table 32 indicates that there are relatively few Mexican-Americans within this group. Given the assumption

that members of this groups are the parents of those making up the 10 to 25-year strata, it seems safe to postulate, based on an examination of Figure 5, that the Mexican-American families have, in the past, tended to be larger than the average.

The elderly. The elderly constitute the smallest relative portion of the Mexican-American population (14.9 per cent), however, the proportion is seen to be significantly large in comparison to the city-wide population composition.

The cultural differences between the young Anglo-American and Mexican-American have, for the most part, dissolved. The elderly; however, have appeared to resist change and seem to rely upon the other neighborhood residents for cultural reinforcement. Table 33 cross-tabulating age with the ability to speak English offers perhaps the best proof of this hypothesis.

Table 33

English Proficiency by Age

Response	18-24	25-34	35-44	45-54	55-64	65 and Over
Speaks Broken English	3	1	5	2	3	6
Speaks No English	<u>2</u>	<u>0</u>	<u>3</u>	<u>3</u>	<u>2</u>	<u>12</u>
TOTAL	5	1	8	5	5	18

Family Structure

Family size. The survey disclosed that the average Mexican-American family is composed of 4.51 members, as compared to a neighborhood average of 3.97 and a city average of 3.00. Table 34 indicates the distribution of Mexican-American families by size.

Table 34

Size of Mexican-American Families

Family Size	Percentage in Study Area	Frequency of Mexican-American Families	Percentage of Mexican-American Families
One	18.57%	12	12.2%
Two	21.43%	18	18.4%
Three	14.29%	17	17.3%
Four	12.86%	14	14.3%
Five	8.57%	8	8.2%
Six	5.00%	5	5.1%
Seven	7.86%	9	9.2%
Eight	2.86%	4	4.1%
Nine and Above	8.57%	11	11.2%

There appears to be three basic explanations for the larger Mexican-American Family size: (1) There are relatively more Mexican-American family heads in the child-bearing ages, as shown in Table 35; (2) There are a number of extended Mexican-American

families in the neighborhood (this will be discussed below); and (3) Although the survey did not address itself to attitudes concerning religion, the cultural influence of the Catholic Church and its stand against birth control measures, undoubtedly affects Mexican-American family size.

Age of family head. As stated above, the Mexican-American family tends to be headed by younger persons than the Anglo-American family. Table 35 shows the distribution of Mexican-American family heads by age.

Table 35

Age of Mexican-American Family Heads

Age of Head	Neighborhood Percentage	Frequency of Mexican-Americans	Percentage of Mexican-Americans
Under 18	-0-	-0-	-0-
18-24	13.57%	15	15.3%
25-34	7.86%	7	7.1%
35-44	24.29%	25	25.5%
45-54	18.57%	19	19.4%
55-64	10.71%	10	10.2%
65+	25.00%	22	22.4%

Sex of family heads. It is reasonable to expect that a large number of the families within the neighborhood would be headed by

females, given the number of elderly family heads, and the fact, as shown in the population pyramids, that women on the average have a longer life span. This was the case as is indicated in Table 36.

Table 36

The Sex of Mexican-American Family Heads

Sex	Neighborhood Frequency	Neighborhood Percentage	Mexican- American Frequency	Mexican- American Percentage
Male	111	79.29%	82	83.7%
Female	29	20.71%	16	16.3%

The fact that there are relatively fewer Mexican-American families headed by females appears to be related to the presence of the extended family and its composition. It was found that the Mexican-American Family tended to be very paternalistic in that the designated head of the extended family was always an adult male, regardless of the generation.

Dependent family members. Table 37 indicates the number of dependent children in the Mexican-American families.

Table 37

Dependent Children in Mexican-American Families

Number of Dependent Children	Frequency of Mexican-American Dependent Children	Percentage of Mexican-American Dependent Children
None	43	43.9%
One	16	16.3%
Two	11	11.2%
Three	7	7.1%
Four	5	5.1%
Five	5	5.1%
Six	7	7.1%
Seven	1	1.0%
Eight and above	3	3.1%

Table 38, on the other hand, presents the number of dependent adults within the Mexican-American families.

Table 38

Dependent Adults in Mexican-American Families

Number of Dependent Adults	Frequency of Mexican-American Dependent Adults	Percentage of Mexican-American Dependent Adults
None	29	29.6%
One	51	52.0%
Two	12	12.2%
Three	5	5.1%
Four	1	1.0%

The large number of families with neither dependent children nor adults draws attention to the advanced age of the majority of area residents. There are relatively more Mexican children as indicated in Table 37. The relatively large number of Mexican families with more than one dependent adult (14.28 per cent of the respondent families) is indicative of the presence of the extended family.

Employment Characteristics

Status of family heads. Relatively more the heads of Mexican-American families are employed as is shown in Table 39.

Table 39

Employment Characteristics of Mexican-American Family Heads

Status	Frequency of Response Mexican-American	Percentage of Response Mexican-American
Employed Full-Time	69	70.4%
Employed Part-Time	3	3.1%
Employed Full & Part-Time	3	3.1%
Unemployed and Retired	23	23.5%

Again, however, the presence of a large number of elderly residents is evident from the large percentage of unemployed or retired family heads.

Employment status of second family members. The employment status of the second members of Mexican-American families differs only slightly from the statistics presented in Table 23. It does seem significant to restate the assumption that the traditional paternalistic character of the Mexican-American family seems to prevent most wives from entering the job market. Further evidence of the dissolution of at least some of the traditional cultural ties among the young is the fact that virtually all of the working wives employed outside the home or in family businesses belong to the young child-bearing age group.

Unemployment. Of the 99 male Mexican-American members of the work force, the survey disclosed that 15 were unemployed. This represents an unemployment rate for Mexican-American males of 15.15 per cent compared to a neighborhood average of 14.28 per cent and a city-wide average of 6.2 per cent. There were found to be 75 Mexican-American females between the ages of 18 and 65, of these 61 or 81.33 per cent are unemployed.

Occupations of Family Heads. The survey disclosed that the heads of Mexican-American families are more likely to hold unskilled jobs than are their Anglo-American counterparts. Table 40 presents the occupational characteristics of Mexican-American family heads.

Table 40

Occupations of Mexican-American Family Heads

Occupation	Frequency of Response Mexican-American	Percentage of Response Mexican - American
Professional-Mgr.		
Teacher	6	6.1%
Sales-Small Bus.		
Owner	2	2.0%
White Collar-Sales		
Clerk-Office Clerk	5	5.1%
Skilled Trade	22	22.4%
Unskilled Laborer	49	50.0%
Factory Worker	3	3.1%
Domestic Household Worker	10	10.2%

As previously mentioned, 22.4 per cent of the Mexican-American respondents stated that they spoke no English, and 19.4 per cent spoke only broken English. Among the younger respondents this difficulty with the English language undoubtedly is one factor attributing to the large number of Mexican-Americans holding unskilled jobs. During the course of the survey, interviewers spoke with a number of recent immigrants with skilled and even professional training who, because of their difficulty with the English language, occupied unskilled jobs. Another factor, as discussed below, is the generally lower educational attainment of the older Mexican-Americans in the work force.

Income source and level. In spite of the higher unemployment rate and the generally lower paying jobs held by most Mexican-Americans, it was discovered that the gross income of Mexican-American families is slightly higher than the neighborhood average (See Table 41). It is also shown in Table 42 that the Mexican-American family is less likely to rely on some form of fixed-income source. One explanation for these seemingly contradictory statements is, of course, the relatively lower age of the Mexican-American family. Another factor undoubtedly is the cohesive, extended Mexican-American family structure. It is only reasonable to assume, based on the larger number of dependent adults, that rather than relying on some form of social welfare, the Mexican-American family would prefer to absorb an economic problem within the family structure.

Table 41

Gross Income of Mexican-American Families

Income Level	Neighborhood Percentage	Frequency of Mexican-American Response	Percentage of Mexican-American Response
Less than \$100	5.71%	6	6.1%
\$100-199	7.86%	5	5.1%
\$200-399	18.57%	12	12.2%
\$400-599	32.14%	36	36.7%
\$600-799	20.00%	22	22.4%
\$800-999	13.57%	14	14.3%
\$1000 and Over	2.14%	3	3.1%

Table 42

Sources of Mexican-American Family Income

Source	Neighborhood Percentage	Frequency of Mexican-American Response	Percentage of Mexican-American Response
Employment	69.29%	72	73.5%
Social Security	7.14%	3	3.1%
Welfare	4.29%	4	4.1%
Retirement	15.00%	14	14.3%
Veterans Benefits	0.71%	1	1.0%
Rental Income	2.14%	3	3.1%
Unemployment Benefits	1.43%	1	1.0%

Educational Attainment

As indicated by a comparison of Table 43 and Table 28, the educational attainment of Mexican-Americans is generally lower than their Anglo-American counterparts.

Table 43

Educational Attainment of Mexican-American Residents

Highest Level Completed	Head of Household	Percentage	Second Member of Household	Percentage
No School	8	8.2%	11	13.3%
Some Grade School	38	38.8%	32	38.6%
Completed 8th Grade	10	10.2%	6	7.2%

Table 43 (continued)

Highest Level Completed	Head of Household	Percentage	Second Member of Household	Percentage
Some High School	13	13.3%	17	20.5%
Grad. from High School	18	18.4%	12	14.5%
Some College	8	8.2%	4	4.8%
Completed College	1	1.0%	1	1.2%
Technical Degree	2	2.0%	-0-	-0-

As previously discussed, one of the major educational deficiencies of the Mexican-American population would seem to be English language proficiency, as pointed up in Table 44.

Table 44

English Proficiency of Mexican-American Respondents

Response	Frequency of Response	Percentage of Response
Speaks English	57	58.2%
Speaks Broken English	19	19.4%
Speaks No English	22	22.4%

Table 45 indicates that there is a direct relationship between the ability to speak English and age.

Table 45

English Proficiency of Mexican-American Respondents by Age

Responses	Age of Respondent					
	18-24	25-34	35-44	45-54	55-64	65 and Over
Speaks English	14	10	26	21	10	17
Speaks Broken English	3	1	5	2	3	6
Speaks No English	2	0	3	3	2	12

It would seem that two other significant generalizations could be drawn from the above discussion. The first is that given the number of relatively young respondents that can speak little or no English, there must still be an influx of young immigrants from Mexico into the area. Table 45 gives also an indication of the extent that the neighborhood serves as a cultural enclave for the Mexican-American population.

A great deal of interest in an adult-education program was expressed by Mexican-American respondents. When asked if they would participate in some form of adult-education program 58 or 59.2 per cent responded in the affirmative.

Housing and Migration Patterns

Duration of residence . The Mexican-American families have lived in the study area longer than their Anglo-American counterparts. Table 46 gives an indication of the duration of Mexican-American residents.

Table 46

Duration of Mexican-American Residents

Duration	Neighborhood Percentage	Percentage Mexican-American
Less than 1 Year	11.43%	11.2%
1 Year	7.86%	7.1%
2 Years	5.00%	4.1%
3 Years	2.86%	2.0%
4-5 Years	7.86%	7.1%
6-10 Years	17.86%	19.4%
11-20 Years	18.57%	20.4%
Over 20 Years	28.57%	28.6%

It is interesting to note that when asked if they had moved to the neighborhood from outside the Metropolitan area, only four answered in the affirmative. On the surface it would seem a contradiction that the majority of the families could have lived within the area for over 6 years and yet more than 22 per cent responded that they could not speak English. One explanation, is as discussed above,

that the area is so cohesive and self-contained it provides the Mexican immigrant a long-term cultural haven. Another explanation, based on the large number of dependent adults within the Mexican-American family, is that immigrants move into the homes of relatives or friends and remain until they can find work and become familiar with the culture. These assumptions should be explored in depth, for if either is true, the neighborhood is providing a very important and necessary social service.

Present and preferred structural type. Because of the prevalence of larger and extended Mexican-American families and the cohesiveness of that unit, it is reasonable to expect more of a preference for the single-family home among Mexican-American respondents. This was found to be the case as is indicated in the following tables. Table 47 is an indication of the structural types presently occupied and Table 48 shows the preference of Mexican-Americans.

Table 47

Housing Type Occupied by Mexican-American Families

Type	Frequency of Mexican-American Response	Percentage of Mexican-American Response
Single-Family	72	73.5%
Two-Family	13	13.3%
Comb. (Comm-Multi-Family)	7	7.1%
Multi-Family (Garden Apt.)	4	4.1%
Combined (Commercial Single-Family)	2	2.0%
Combined (Institutional- Residential)	-0-	-0-
Multi-Family (Row-House)	-0-	-0-

Table 48

Housing Type Preferred by Mexican-American Respondents

Type	Frequency of Mexican-American Response	Percentage of Mexican-American Response
Single-Family	93	94.9%
Apartment	3	3.1%
Duplex	2	2.0%
Mobile Home	0	-0-

Structural condition of units occupied by Mexican-Americans.

Forty-four of the 98 Mexican-Americans that were interviewed (44.9

per cent) occupied dwelling units that had deteriorated to a point where repair could no longer be considered feasible. The other 54 respondents occupied units that needed minor repair. None of the Mexican-American families occupy structures that were found to be standard (needed no repair).

Attitudes Toward Rehabilitation of Present Dwelling Units.

Table 49 is the result of a staff evaluation of the Mexican-American respondents' attitude with regard to the rehabilitation of their present housing.

Table 49

Attitudes of Mexican-Americans Toward Rehabilitation

Response	Frequency of Mexican-American Response	Percentage of Mexican-American Response
Strong No	18	18.4%
Weak No	29	29.6%
Undecided	6	6.1%
Weak Yes	29	29.6%
Strong Yes	16	16.3%

As mentioned elsewhere, this would indicate that there is more of an emotional attachment among respondents to the neighborhood as a social unit than to a particular house. It is interesting to note that the

percentage of favorable attitudes toward rehabilitation (45.9 per cent) is approximately equal to the percentage of those occupying units in which rehabilitation is feasible (55.1 per cent).

Present and Desired Ownership Status. Given the above-stated preference for the single-family house, it is also reasonable to expect that most Mexican-Americans would prefer home ownership to renting. This was the case as shown in the following tables. Table 50 shows the present status of Mexican-American Respondents while Table 51 is an indication of the desired status.

Table 50

Present Ownership Status of Mexican-American Respondents

Status	Frequency of Response	Percentage of Response
Own	50	51.0%
Rent	28	28.6%
Buying	20	20.4%

Table 51

Desired Ownership Status of Mexican-American Respondents

Status	Frequency of Response	Percentage of Response
Own	86	87.8%
Rent	12	12.2%

THE ANGLO-AMERICAN POPULATION

Of the population of 557 people surveyed within the neighborhood, it was found that 114 or 20.47 per cent belonged to the Anglo-American demographic group. As has been mentioned, all of the 15 dwelling units that refused to respond to Agency interviews are thought to be Anglo-American, so the proportion is slightly in error.

Age and Sex Distributions

The relative age and sex distribution of Anglo-American neighborhood residents is shown in Figure 6.

Table 52 breaks this distribution down into the four major functional population subdivisions previously discussed.

Table 52

Functional Age Grouping of Anglo-Americans

Group	No. of Males	% of Subgroup	No. of Females	% of Subgroup	Comb. % of Subpopulation
Young	27	23.79%	26	22.8%	46.5%
Child-Bearing	10	8.8%	7	6.1%	14.9%
Middle-Aged	10	8.8%	11	9.6%	18.4%
Elderly	7	6.2%	16	14.0%	20.2%

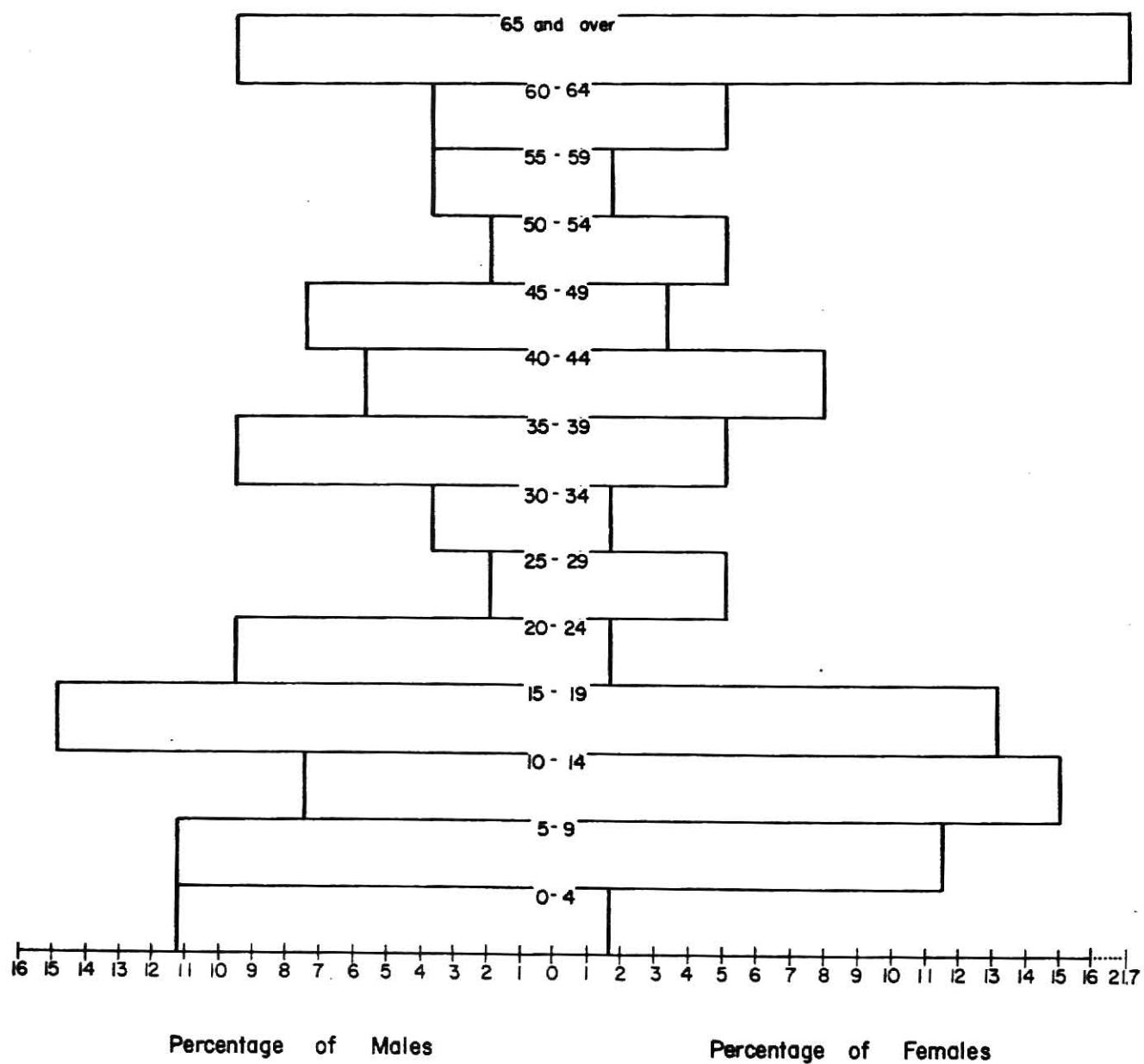


Figure 6

Population Composition of Anglo-American
Neighborhood Population

The young. The majority of the Anglo-American population, like the Mexican-American, belongs to this group. This is significant in light of the discussion concerning the length of duration of residence below. These two facts would seem to indicate that the area is not undergoing ethnic group transition but rather has stabilized with an approximate 80 per cent Mexican, 20 per cent Anglo-ethnic group distribution.

The child-bearing. There are relatively fewer Anglo-Americans than Mexican-Americans in the subgroup. It is also noteworthy that there are fewer females within the group than males, thus raising serious doubts as to the continuance of the socially desirable ethnic group mix exhibited in the younger population.

The middle-aged. There is a higher relative percentage of Anglo-Americans than Mexican-Americans within this group (18.4 per cent as opposed to 16.9 per cent). The fact that Anglo-American families have tended to be smaller than Mexican-Americans in the past is apparent in a comparison of the respective population pyramids.

The elderly. While the elderly Mexican-American group constitutes the smallest percentage of that subpopulation, the opposite is true of the Anglo-American elderly. Elderly Anglo-Americans make

up 20.2 per cent of the subpopulation and the group is second in size behind the young.

As discussed in the section concerning the elderly, the effects of neighborhood change would undoubtedly have a more severe impact on the elderly than any other group. It can also be expected, because of the apparent difference in family structure discovered by the survey, that this impact would strike the Anglo-American more than the Mexican-American can be expected to face the shock of change with the reinforcement of a cohesive and physically near family. The elderly Anglo-American, on the other hand, cannot expect this degree of help.

Family Structure

Family size. A comparison of Table 34 and Table 53 indicates that the Anglo-American family within the neighborhood tends to be somewhat smaller than the Mexican-American family. The average size of the Anglo-American family is 2.79 as compared to 4.51 members for the Mexican-American family. Aside from the cultural differences with respect to attitudes concerning large families, this fact also reflects the larger relative number of Anglo-American elderly.

Table 53
Size of Anglo-American Families

Family Size	Neighborhood Percentage	Frequency of Anglo-American families	Percentage of Anglo-American Families
One	18.57%	14	34.1%
Two	21.43%	11	26.8%
Three	14.29%	3	7.3%
Four	12.86%	4	9.8%
Five	8.57%	4	9.8%
Six	5.00%	2	4.9%
Seven	7.86%	2	4.9%
Eight	2.86%	-0-	-0-
Nine and Above	8.57%	1	2.4%

Age of family head. The heads of Anglo-American families that were surveyed tend to be slightly older than their Mexican-American counterparts. This fact is reflected in Table 54.

This table, like Table 35, draws attention to the fact that the majority of the Anglo-American family heads (58.6 per cent), like their Mexican-American counterparts, are beyond the child-bearing ages.

Table 54

Age of Anglo-American Family Heads

Age of Head	Neighborhood Percentage	Frequency of Anglo-American	Percentage of Anglo-American
Under 18	-0-	-0-	-0-
18-24	13.57%	4	9.8%
25-34	7.86%	4	9.8%
35-44	24.29%	9	22.0%
45-54	18.57%	7	17.1%
55-64	10.71%	5	12.2%
65+	25.00%	12	29.3%

Sex of family heads. Another indication of the cultural differences between the Anglo- and Mexican-American family is shown in Table 55.

Table 55

Sex of Anglo-American Family Heads

Sex	Neighborhood Percentage	Anglo-American Frequency	Anglo-American Percentage
Male	79.29%	28	68.3%
Female	20.71%	13	31.7%

Given a recognition of the fact that women outlive men, the

table points up the more advanced age of the Anglo-American family, and also draws attention to the absence of the extended family and a less strong paternal heritage.

Dependent family members. As is to be expected based on the discussion above, there are slightly fewer Anglo-American than Mexican-American families with dependent children. Table 56 is an indication of the number of Anglo-American families with dependent children.

Table 56

Dependent Children in Anglo-American Families.

Number of Dependent Children	Neighborhood Percentage	Frequency of Anglo-American Dependent Children	Percentage of Anglo-American Dependent Children
None	48.57%	24	58.5%
One	15.00%	5	12.2%
Two	10.71%	4	9.8%
Three	7.14%	3	7.3%
Four	6.43%	4	9.8%
Five	3.57%	-0-	-0-
Six	5.00%	-0-	-0-
Seven	1.43%	1	2.4%
Eight and Above	2.14%	-0-	-0-

There is also a marked difference between the number of dependent adults in the Anglo-American family and the Mexican-American. While 18.3 per cent of the Mexican-American families contain more than one dependent adult, only 4.9 per cent of the Anglo-American families have this composition. Table 57 shows the distribution of dependent adults among Anglo-American families.

Table 57

Dependent Adults in Anglo-American Families

Number of Dependent Adults	Neighborhood Percentage	Frequency of Anglo-American Dependent Adults	Percentage of Anglo-American Dependent Adults
None	36.43%	22	53.7%
One	49.29%	17	41.5%
Two	10.00%	2	4.9%
Three	3.51%	-0-	-0-
Four	0.71%	-0-	-0-

The survey disclosed two principal explanations for the large number of Anglo-American families with no dependent adults. It was found that more of the younger Anglo-American wives worked outside the home. This would suggest as previously stated, that the Anglo family is not as paternal in character as the Mexican-American. The second reason, is again, the absence of the extended family among

Anglo-Americans leaving more of the elderly to live alone.

Employment Characteristics

Employment status of family heads. Relatively fewer of the Anglo-American family heads within the neighborhood are employed. This is to be expected given the more advanced age of Anglo-American family heads. The employment characteristics of Anglo-American family heads are presented in Table 58.

Table 58

Employment Characteristics of Anglo-American Family Heads

Status	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Employed Full-Time	22	53.7%
Employed Part-Time	1	2.4%
Employed Full- and Part-Time	2	4.9%
Unemployed or Retired	16	39.0%

Employment status of second family members. Relatively fewer of the second members of Anglo-American families are employed. This relates directly to the more advanced age of most of the second members of Anglo-American families.

Table 59 describes the employment characteristics of the second members of Anglo-American families.

Table 59
Employment Characteristics of the Second Members
of Anglo-American Families

Status	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Employed Full-Time	3	12.5%
Employed Part-Time	1	4.2%
Employed Full- and Part-Time	-0-	-0-
Unemployed or Retired	20	83.3%

Unemployment. The survey disclosed that there were 27 Anglo-American males in the work force. Three of these were found to be unemployed, giving an unemployment rate of 11.1 per cent as compared to a Mexican-American rate of 15.15 per cent and a city-wide rate of 6.2 per cent. Two related factors, as discussed below, would seem to account for the relatively lower unemployment rate. The first is the generally higher educational attainment of Anglo-Americans and the second, related to the first, is the fact that Anglo-Americans tend to hold the more skilled jobs which would make them less subject to fluctuations in the local economy.

Of the 25 Anglo-American women in the work force, 14 or 56.0 per cent were found to be unemployed. The difference between this rate and the Mexican-American second member rate (81.33 per cent) adds emphasis to the discussion on attitudinal difference between the groups with respect to wives in the work force.

Occupations of family heads. The survey disclosed that the majority of the heads of Anglo-American families are employed in white-collar jobs or the skilled trades. The occupations of the heads of Anglo-American families are presented in Table 60.

Table 60

Occupations of Anglo-American Family Heads

Occupation	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Professional-Mgr.-Teacher	1	2.4%
Sales-Small Bus. Owner	2	4.9%
White Collar-Sales Clerk- Office Clerk	5	12.2%
Skilled Trade	17	41.5%
Unskilled Laborer	7	17.1%
Factory Worker	2	4.9%
Dom. Household Worker	6	14.6%

Income source and level. Because of the larger percentage of Anglo-American family heads in the upper-age intervals, it is reasonable to expect to find a greater reliance on fixed-income sources. This was the case as is apparent in Table 61.

Table 61

Primary Income Source of Anglo-American Families

Source	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Employment	25	61.00%
Social Security	7	17.10%
Welfare	2	4.90%
Retirement	6	14.60%
Veterans Benefits	-0-	-0-
Rental Income	-0-	-0-
Unemployment Benefits	1	2.40%

The greater reliance on fixed-income sources among Anglo-Americans is also translatable into lower average income levels as is apparent in Table 62.

Table 62

Gross Incomes of Anglo-American Families

Income Level	Neighborhood Percentage	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Less than \$100	5.71%	2	4.9%
\$100-\$199	7.86%	5	12.2%
\$200-\$399	18.57%	14	34.1%
\$400-\$599	32.14%	9	22.0%
\$600-\$799	20.00%	6	14.6%
\$800-\$999	13.57%	5	12.2%
\$1000 +	2.14%	-0-	-0-

Educational Attainment

The educational attainment of Anglo-Americans, while generally low because of the advanced age of more respondents, is somewhat higher than Mexican-American residents. Table 63 is an indication of the educational attainment of Anglo-American respondents.

When asked if they would participate in some form of adult educational program, only 29.3 per cent of the Anglo-American respondents answered in the affirmative as opposed to 59.2 per cent among Mexican-Americans. There are three apparent reasons for the discrepancy between the responses of the two major groups. The first is the relatively higher age of the Anglo-American population. The higher educational attainment of the younger Anglo-Americans

is also a contributing factor. The final reason is the emphasis a large number of Mexican-Americans placed on attending English language classes.

Table 63
Educational Attainment of Anglo-American Respondents

Highest Level Completed	Head of Household	Percentage	Second Member of Household	Percentage
No School	-0-	-0-	1	4.2%
Some Grade School	6	14.6%	7	29.2%
Comp. 8th Grade	13	31.7%	3	12.5%
Some High School	9	22.0%	7	29.2%
Completed H. S.	8	19.5%	5	20.8%
Some College	3	7.3%	-0-	-0-
Completed College	1	2.4%	1	4.2%
Technical Degree	1	2.4%	-0-	-0-

Housing and Migration Patterns

Duration of Residence. Table 64 indicates that most Anglo-American families have been long-term residents of the neighborhood. This fact would seem to be an important indicator of neighborhood stability. It indicates that the neighborhood is not undergoing the total ethnic or racial change so typical of many neighborhoods containing more than one major demographic group. This was further emphasized in the analysis of resident attitudes. As discussed

previously, it was discovered that all respondents, regardless of demographic group, held essentially the same opinions with regard to the neighborhood.

Table 64
Duration of Anglo-American Residents

Duration	Neighborhood Percentage	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Less Than 1 Year	11.43%	5	12.2%
1 Year	7.86%	4	9.8%
2 Years	5.00%	3	7.3%
3 Years	2.86%	2	4.9%
4-5 Years	7.86%	4	9.8%
6-10 Years	17.86%	5	12.2%
11-20 Years	18.57%	6	14.6%
Over 20 Years	28.57%	12	29.3%

Present and desired structural type. The majority of Anglo-American families within the study area occupy single-family houses. The breakdown of residential type occupied by Anglo-Americans is shown in Table 65.

Table 65
Housing Type Occupied by Anglo-American Families

Type	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Single-Family	33	80.5%
Two-Family	2	4.9%
Combined (Commercial- Multi-Family)	-0-	-0-
Multi-Family (Garden Apt.)	4	9.8%
Combined (Commercial- Single-Family)	1	2.4%
Combined (Institutional- Residential)	1	2.4%
Multi-Family (Row-House)	-0-	-0-

The Anglo-American respondents, like the Mexican-Americans prefer to occupy single-family houses; however, a larger percentage seemed willing to live in apartments, as is shown in Table 66. This is to be expected since, on the average, the Anglo-American family is smaller and older.

Table 66

Housing Type Preferred by Anglo-American Respondents

Type	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Single Family	35	85.4%
Apartment	5	12.2%
Duplex	-0-	-0-
Mobile Home	1	2.4%

Structural condition of units occupied by Anglo-Americans. It was found that 15 of the 41 Anglo-American families that were interviewed (36.6 per cent) occupied dwelling units that were considered beyond feasible repair. The other 26 were found to occupy structures which could be economically repaired. None of the Anglo-American families occupy structures that were considered standard (needed no repair).

Attitudes toward rehabilitation of present dwelling unit. Table 67 indicates that there is a strong desire among Anglo-American respondents to rehabilitate their existing housing.

One reason for the strong desire to rehabilitate among Anglo-Americans undoubtedly is their higher average age and the resistance to change among the elderly as discussed in the following section. These results also, however, help confirm the previously stated

belief that favorable attitudes with regard to living in the neighborhood cut across demographic groups.

Table 67

Attitudes of Anglo-Americans Toward Rehabilitation

Attitude	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Strong No	6	14.6%
Weak No	11	26.8%
Undecided	3	7.3%
Weak Yes	12	29.3%
Strong Yes	9	22.0%

Present and desired ownership status. A considerably higher percentage of Anglo-American than Mexican-American families rent their present dwelling unit. The ownership status of Anglo-Americans is presented in Table 68.

Table 68

Present Home Ownership Status of Anglo-Americans

Status	Neighborhood Percentage	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Own	48.57%	17	41.5%
Rent	32.86%	18	43.9%
Buying	18.57%	6	14.6%

Table 69 indicates that while several Anglo-Americans desire to change their status, a relatively large number prefer to rent. This undoubtedly is related to their more advanced age and a corresponding resistance to change.

Table 69

Preferred Home Ownership Status of Anglo-Americans

Status	Neighborhood Percentage	Frequency of Anglo-American Response	Percentage of Anglo-American Response
Own	82.14%	29	70.7%
Rent	17.86%	12	29.3%

THE ELDERLY

The survey disclosed that 89 people, or 15.98 per cent of the neighborhood population, are above the age of 60. The size of the group alone is reason for separate analysis, however, an even more important consideration is the psychological impact of change on the elderly. If change to the neighborhood is to occur in a manner consistent with the special needs of all residents, the characteristics and desires of the elderly must be analyzed.

Age, Sex and Ethnic Group Distribution

The composition of the elderly population with respect to demographic group, age and sex is given in Tables 70 and 71.

Table 70
Composition of the Mexican-American Elderly Population

Age	Male	% Total	Female	% Total
85 & Over	1	1.11%	4	4.50%
80-84	1	1.11%	1	1.11%
75-79	8	8.99%	10	11.24%
70-74	6	6.75%	9	10.11%
65-69	2	2.25%	7	7.86%
60-64	7	7.86%	10	11.24%
TOTAL	25	28.07%	41	46.06%

Table 71
Composition of the Anglo-American Elderly Population

Age	Male	% Total	Female	% Total
85 & Over	1	1.12%	-0-	-0-
80-84	-0-	-0-	4	4.50%
75-79	1	1.12%	-0-	-0-
70-74	1	1.12%	3	3.38%
65-69	2	2.25%	6	6.75%
60-64	2	2.25%	3	3.38%
TOTAL	7	7.86%	16	18.01%

These tables indicate that the general neighborhood ethnic group distribution is maintained among the elderly as well. The likelihood of a woman outliving her husband is apparent also.

Family Composition

Size. Table 72 indicates the size of families with heads above the age of 65.

Table 72
Size of Families with Elderly Heads

Number of Members	Frequency of Response	Percentage of Response
One	12	34.3%
Two	14	40.0%
Three	4	11.4%
Four	2	5.7%
Five	1	2.9%
Six	2	5.7%

As is to be expected, the majority of the families headed by the elderly are limited to one or two members. The presence of the extended family is made apparent, however, through the fact that 9 or 25.7 per cent of the families with elderly heads have 3 or more members.

Dependent Members. Table 72 indicates that there are 9 elderly-headed families with a membership of more than 2. An analysis of these nine yielded that all were paternal Mexican-American extended families. There were found to be 1 male and 11 females living alone. Eight of the 14 two-member elderly families were composed of an elderly head and his spouse, while the other six were made up of two elderly members sharing expenses.

Employment Characteristics

Employment Status of the Elderly. Two of the 35 family heads over the age of 65 stated that they were presently employed full-time and an additional 2 stated they held part-time employment.

Seventy per cent of the previously employed elderly family heads held unskilled jobs, 25 per cent were employed in the skilled trades, and 5 per cent held white collar jobs. All of the elderly female family heads had previously been unemployed.

Income Source. As was to be expected, the majority of the elderly were found to rely on some form of "fixed" income source. Table 73 presents the response when elderly family heads were asked what constituted their predominate income source.

Table 73

Predominately Income Source of Elderly Families

Source	Frequency of Response	Percentage of Response
Employment	4	11.4%
Social Security	10	28.6%
Welfare	1	2.9%
Retirement	8	51.4%
Rental Income	2	5.7%

This response gives some indication of the nature of the elderly-headed Mexican-American extended family. It was found that the heads of extended families repeatedly insisted that their own personal income was all that was used for family maintenance. They stated that the earnings of any other member in the work force were considered personal.

Income Level. The above discussion would indicate that the incomes of the elderly might be quite low. This was found to be the case as is indicated in Table 74.

Table 74

Monthly Gross Incomes for Elderly-Headed Families

Monthly Income	Neighborhood Percentage	Frequency of Elderly Response	Percentage of Elderly Response
Less than \$100	5.71%	5	14.3%
\$100-\$199	7.86%	8	22.9%
\$200-\$399	18.57%	14	40.0%
\$400-\$599	32.14%	6	17.1%
\$600-\$799	20.00%	1	2.9%
\$800-\$999	13.57%	1	2.9%
\$1000 and above	2.14%	-0-	-0-

Housing and Migration Patterns

Duration of Residence. As might be expected, the majority of the elderly have been long-term residents of the neighborhood. More than 80 per cent of the families with elderly heads have lived at their present address for more than 5 years. Table 75 is an indication of the extended duration of residence in the neighborhood by the elderly.

Table 75

Duration of Neighborhood Residence of the Elderly

Duration	Neighborhood Percentage	Frequency of Elderly Response	Percentage of Elderly Response
Less than 1 Year	11.43%	-0-	-0-
1 Year	7.86%	-0-	-0-
2 Years	5.00%	1	2.9%
3 Years	2.86%	1	2.9%
4-5 Years	7.86%	4	11.4%
6-10 Years	17.86%	7	20.0%
11-20 Years	18.57%	3	8.6%
Over 20 Years	28.57%	19	54.3%

This long-term residence within the neighborhood is reflected in the attitudes of the elderly toward continued residence in Argentine. When asked where they would like to live within the Metropolitan region given complete freedom of choice, 33 of the 35 respondents (94.3 per cent) answered "Argentine". As has been previously discussed, this response among the elderly can be construed to mean the immediate study area. One respondent desired residence in the northeast section of Kansas City, Kansas, and another stated that he would move away from the city.

Structural condition of dwelling units occupied by the elderly.

The elderly were seen to occupy slightly poorer housing than the other age groups. Seventeen of the 35 elderly families occupy units that are substandard to a degree warranting clearance. Eighteen occupy structures that could economically be rehabilitated. None of the elderly occupy standard housing.

Present and desired housing type. The majority of the elderly reside in single-family dwellings as is shown in Table 76.

Table 76

Housing Type Occupied by the Elderly

Type	Neighbor- hood Percentage	Frequency of Elderly Response	Percentage of Elderly Response
Single-Family	68.00%	28	80.0%
Two-Family	13.71%	3	8.6%
Multi-Family	5.71%	-0-	-0-
Combined (Commercial- One-Family)	1.71%	1	2.9%
Combined (Commercial - Multi-Family)	9.71%	3	8.6%
Combined (Institutional- Residential)	1.14%	-0-	-0-

The elderly, however, expressed less of a desire to occupy single-family houses than the other age groups as is shown in Table 77.

Table 77

Housing Type Preferred by the Elderly

Type	Percentage of Neighborhood Re- sponse	Frequency of Elderly Response	Percentage of Elderly Response
Single-Family	91.43%	31	88.6%
Apartment	6.43%	4	11.4%
Duplex	1.43%	-0-	-0-
Mobile Home	0.71%	-0-	-0-

There are two likely explanations for this response. The first is that the elderly are aware of their present and future income limitations and the higher cost of maintaining a single-family home. Secondly, since responses with respect to the present and desired housing types occupied by the elderly are similar, it is also reasonable to expect that the elderly were indirectly stating a desire to resist change.

Attitude toward rehabilitation. The elderly, again exhibiting a resistance to change, expressed a strong desire to rehabilitate their existing housing. This desire is expressed in Table 78.

Table 78

Attitudes of the Elderly Concerning Rehabilitation

Response	Neighborhood Percentage	Frequency of Elderly Response	Percentage of Elderly Response
Strong No	17.14%	2	5.7%
Weak No	29.29%	5	14.3%
Undecided	6.43%	1	2.9%
Weak Yes	29.29%	14	40.0%
Strong Yes	17.86%	13	37.1%

Present and Desired Ownership Status. The elderly are predominately home owners. This is to be expected considering the long average residential duration of elderly respondents within the neighborhood. These two factors, duration and ownership status, undoubtedly play a large role in the development of attitudes concerning rehabilitation discussed above.

The present ownership status of elderly respondents is presented in Table 79.

Table 79

Present Home Ownership Status of Elderly Residents

Status	Neighborhood Percentage	Frequency of Elderly Response	Percentage of Elderly Response
Own	48.57%	25	71.4%
Rent	32.86%	7	20.0%
Buying	18.57%	3	8.6%

The attitudes of the elderly concerning desired ownership are presented in Table 80.

Table 80

Desired Home Ownership Status of Elderly Respondents

Status	Neighborhood Percentage	Frequency of Elderly Response	Percentage of Elderly Response
Own	82.14%	29	82.9%
Rent	17.86%	6	17.1%

A comparison of Tables 79 and 80 shows that the number of elderly who desire to own is approximately equal to the number who presently own. The same is true of those who rent. This adds

emphasis to belief stated above that the elderly tend to resist change.

Chapter 7

CRITICAL ANALYSIS OF THE SURVEY INSTRUMENT AND PROCEDURES UTILIZED IN VILLA ARGENTINA, WITH RECOMMENDATIONS FOR FUTURE STUDIES

This chapter intends to critically analyze the survey instrument utilized in the Villa Argentina socioeconomic survey and the procedure with which it was employed. It also is concerned with recommendations for future studies of this nature. The critique is divided into the following areas of concern: the interview schedule format, the questionnaire elements, the sampling plan, interviewer selection and training, field work and the editing, coding and follow-up process.

INTERVIEW SCHEDULE FORMAT

The utilization of a limited demographics element as an interview warm-up proved to be a mistake. None of the one-hundred-sixty interviews that were initiated were terminated during the conduction of the interview, and the fear that this necessary information might be lost proved to be groundless. It is the author's conviction that the instrument should be rewritten in the classic: introduction -

warm-up - body - demographics, format.

Introduction

The biggest problem that was faced by interviewers at this point of the process was providing an ample explanation for the conduction of the survey. This was overcome by providing additional interviewer orientation. The researcher must be careful not to overestimate the interviewer's knowledge of the planning process.

This is not to imply that a "canned" introduction should be used. Regardless of how skillful the interviewer, he or she simply can not be expected to establish the necessary rapport if their initial contact is the sterile recitation of an introductory statement. There is no substitute for a thorough knowledge of the planning process.

The Warm-Up

The best warm-up section in the interview is undoubtedly the element on neighborhood characteristics. It was discovered that respondents in Villa Argentina were most willing to engage in conversation concerning conditions within their neighborhood. The questions within this element are not threatening and provide an easy transition into more sensitive issues.

The Body of the Interview

The body of the interview should be composed of the Housing and Migration Element, the Educational Element, and Employment Characteristics, in that order. The questions arrayed in this order become progressively more sensitive. If a number of the questions within these elements are reworded there should be a smooth transition from the less sensitive to more sensitive statements within the body of the interview.

Demographics

The table utilized in the Household Composition Element proved to be a rapid and accurate method to collect demographic information. The table, however, should be expanded to include additional information concerning the employment status of each family member and the position of each member within the family as perceived by the respondent.

Staff Critique

The staff critique proved to be a very valuable tool in the monitoring of the progress of the survey and in the evaluation of bias in the responses. Very often it was possible to detect confusion on the part of the interviewer with regard to a question or series of questions simply by reading his comments in the critique.

QUESTIONNAIRE ELEMENTS

A number of fundamental errors were found to exist in the structure and sequencing of questions in all the elements of the interview instrument. One element, The Urban Renewal Program, provided very little useable information and could be eliminated from the instrument. A discussion of the deficiencies found in each of the elements along with recommended changes follow.

Neighborhood Characteristics

Three considerations were overlooked in the collection of data regarding the respondent's perception of his neighborhood. The element gave no way to judge the respondent's sense of spatial perception of and identity with the neighborhood. Information concerning the adequacy of services for the elderly within the neighborhood was not collected. The instrument also failed to directly establish the degree, if any, of the social cohesion existing within the neighborhood.

The questions recommended to be included within this element are;

1. Do you feel there are definite boundaries to the _____ neighborhood?

(1) Yes *

(2) No

* IF RESPONSE IS YES, ASK :

What do you feel are the boundaries of your neighborhood?

North _____

East _____

South _____

West _____

2. A list of services and characteristics typical of any residential neighborhood will be read. After each, would you tell me if you feel your neighborhood is good, fair or poor with regard to that service or characteristic?

	1 (good)	2 (fair)	3 (poor)
Public transportation			
Distance to health or Hospital facilities	1	2	3
Streets and roads	1	2	3
Parks and playfields	1	2	3
Youth educational programs	1	2	3
Youth recreational programs	1	2	3
Schools	1	2	3
Adult educational programs	1	2	3
Adult recreational programs	1	2	3
Distance to shops and stores	1	2	3
Sidewalks	1	2	3
Street Lighting	1	2	3
Noise	1	2	3
Odors	1	2	3
Police Protection	1	2	3
Fire protection	1	2	3
Trash collection	1	2	3

3. Do you feel that a conflict exists in this neighborhood because there are too many non-residential uses (commercial or industrial)

(1) Yes (definite conflict) (2) Yes (Slight Conflict)
(3) No

4. How many of your friends within the city live in this neighborhood?

- (1) None of them (2) Very few (3) About half of them
(4) Most of them (5) All of them

5. What do you feel could be done to this neighborhood to make it a better place in which to live?

6. If you had your choice of living anywhere in Kansas City, Kansas, which of the following neighborhoods would you choose?*

- (1) Argentine (2) Armourdale (3) Northeast
(4) Rosedale (5) Strawberry Hill (6) Westheight
(7) Westvale (8) Western Wyandotte County
(9) Other SPECIFY _____

* IF RESPONDENT ANSWERS, ASK:

7. Why would you like to live in that particular neighborhood?

Housing and Migration Element

Response to questions concerning housing and migration patterns was generally very good. The only error that was noted concerned the sequencing of questions. The two open-ended questions were placed in such a position that they influenced the answers to closed questions that followed. The following series of questions is recommended.

1. SPECIFY STRUCTURAL CONDITION OF RESPONDENT'S
DWELLING UNIT.

(1) Standard (2) Rehabitable (3) Not Rehabitable

2. How long have you lived at your present address ?

(1) Less than 1 year	(2) 1 to 1.9 years
(3) 2 to 2.9 years	(4) 3 to 3.9 years
(5) 4 to 5.9 years	(6) 6 to 10.9 years
(7) 11 to 20 years	(8) Over 20 years

3. Before moving to your present address did you live in the Kansas City Metropolitan Region ?

(1) Yes SPECIFY LOCATION _____

(2) No SPECIFY LOCATION _____

4. How long did you live at your last address ?

(1) Less than 1 year	(2) 1 to 1.9 years
(3) 2 to 2.9 years	(4) 3 to 3.9 years
(5) 4 to 5.9 years	(6) 6 to 10.9 years
(7) 11 to 20 years	(8) Over twenty years

5. Do you own, rent, or are you buying your present home ?

(1) Rent * (2) Buying ** (3) Own

- * IF RESPONDENT RENTS, ASK:

6. What is your monthly rent ?

(1) Less than \$50	(2) \$50 - \$74
(3) \$75 - \$99	(4) \$100 - \$124
(5) \$125 - \$149	(6) \$150 - \$174
(7) \$175 - \$199	(8) \$200 and over

- * IF RESPONDENT IS BUYING, ASK:

7. What are your monthly house payments?

- | | |
|--------------------|--------------------|
| (1) Less than \$50 | (2) \$50 - \$74 |
| (3) \$75 - \$99 | (4) \$100-\$124 |
| (5) \$125-\$149 | (6) \$150-\$174 |
| (7) \$175 - \$199 | (8) \$200 and over |

8. How many rooms does your present house/apartment have?

- | | | | | |
|---------|-----------|-----------|------------------|----------|
| (1) One | (2) Two | (3) Three | (4) Four | (5) Five |
| (6) Six | (7) Seven | (8) Eight | (9) Nine or more | |

9. How many of these rooms are bedrooms?

- | | | | | |
|----------|-----------------|---------|-----------|----------|
| (1) None | (2) One | (3) Two | (4) Three | (5) Four |
| (6) Five | (7) Six or more | | | |

10. Does your heating system keep the house/apartment warm in the winter?

- | | |
|---------|--------|
| (1) Yes | (2) No |
|---------|--------|

11. Do you feel that the lighting in the house is adequate?

- | | |
|---------|--------|
| (1) Yes | (2) No |
|---------|--------|

12. Do you blow fuses or circuit breakers very often?

- | | |
|-----------|--------|
| (1) Yes * | (2) No |
|-----------|--------|

* IF RESPONDENT ANSWERS YES, ASK:

13. Approximately how often do you blow fuses or circuit breakers?

- | | | |
|----------------|-----------------|------------------|
| (1) Once a day | (2) Once a week | (3) Once a month |
|----------------|-----------------|------------------|

14. What things do you particularly like about your house or apartment?

15. What things do you particularly dislike about your house or apartment?
-
-
16. Do you prefer to rent or own your home?
- (1) Rent (2) Own
17. If you moved from your home would you buy or rent another home in this neighborhood or would you prefer to move elsewhere?
- (1) Respondent would move elsewhere
(2) Respondent would stay in the neighborhood
(3) Other SPECIFY _____
18. What housing type do you most prefer?
- (1) Single-family house (2) Townhouse
(3) Duplex (4) Apartment
(5) Mobile home (6) Other SPECIFY _____

Educational Experience Element

If the demographics element is expanded it will not be necessary to ascertain the level of educational attainment at this point of the interview. Information regarding the attitudes of respondents toward educational programs should be collected at this point of the interview. These non-threatening questions provide an easy transition into the more sensitive issues of occupation and income. The element should be composed of the following three questions.

1. Would it be a help on your (or spouse's) job if you (or spouse) had more education?

(1) Yes * (2) No

* IF RESPONDENT ANSWERS YES, ASK:

2. What skills would be most valuable? _____

3. If you had an opportunity would you or your spouse take part in an educational program?

(1) Yes * (2) No

* IF RESPONDENT ANSWERS YES, ASK:

4. What specific kinds of educational programs would most interest you?

Occupational Information

This element was found to be the most sensitive to the residents of Villa Argentine. For that reason it is suggested that in future studies the element be placed in this position at the end of the body of the interview. In order to minimize the threatening nature of the element it is also suggested that only the most relevant questions be asked. This would include place of principal employment, the location of the place of employment, and the mode of the work trip. This information should be collected for both the first and second family

members. It is suggested that the element be composed of the following questions.

1. Is the head of the household presently employed?

(1) Yes* (2) No

* IF RESPONDENT ANSWERS YES, ASK:

2. Where is the head of the household employed? _____

3. Where is this (company, factory, mill, store, etc.) located?

4. SPECIFY DISTANCE TO THE HEAD OF THE HOUSEHOLD'S
PLACE OF EMPLOYMENT FROM THE RESIDENCE?

(1) Less than one mile (2) 1 to 1.9 miles
(3) 2.0 to 2.9 miles (4) 3.0 to 3.9 miles
(5) 4.0 to 4.9 miles (6) Over 5 miles

5. Is the second member of the family presently employed?

(1) Yes * (2) No

* IF THE RESPONDENT ANSWERS YES, ASK:

6. Where is the second member of the family employed?

7. Where is this (company, factory, mill, store, office, etc.) located?

8. SPECIFY DISTANCE TO THE SECOND MEMBER OF THE FAMILY'S PLACE OF EMPLOYMENT?
- (1) Less than one mile (2) 1 to 1.9 miles
(3) 2.0 to 2.9 miles (4) 3.0 to 3.9 miles
(5) 4.0 to 4.9 miles (6) Over 5 miles
9. What answer comes closest to the head of the household's working hours?
- (1) 8:00 to 4:00 (2) 4:00 to 12:00 (3) 12:00 to 8:00
10. What answer comes closest to the second family member's working hours?
- (1) 8:00 to 4:00 (2) 4:00 to 12:00 (3) 12:00 to 8:00
11. How does the head of the household get to work?
- (1) Walk (2) Car (3) Mass Transit (4) Car pool
(5) Other SPECIFY: _____
12. How does the second family member get to work?
- (1) Walk (2) Car (3) Mass Transit (4) Car pool
(5) Other SPECIFY: _____
13. How many automobiles (motorized 4-wheeled vehicles) does the family presently own?
- (1) None (2) One (3) Two (4) Three (5) Four or more

The following three questions concerning income proved to be the most sensitive within the instrument, and for that reason are placed at the end of the main body of the interview.

14. Is all or part of your family income derived from some source other than employment?

(1) Yes (2) No

* IF RESPONDENT ANSWERS YES, ASK:

15. What is that source?

(1) Social Security (2) Retirement Payments
(3) Welfare (4) Veterans Benefits
(5) Other, SPECIFY _____

The most sensitive question of the series was that asking for income level. When asked outright for their income level many of the respondents flatly refused to respond. It was discovered, however, that there was less of a refusal rate when respondents were asked to bracket their income level within stated intervals. At the end of the study, interviewers experimented with the use of response cards and found them quite useful. This may have simply been the result of rapport developed within the neighborhood over time or it may be a much less threatening means of asking the questions. The evidence at this point in time would favor the use of response cards. In order to establish the eligibility of the family for O.E.O. programs it is recommended that response cards be made showing the local C.A.P.'s poverty levels.

16. Would you look at this card (HAND RESPONDENT RESPONSE CARD) and give me the number that corresponds to the average monthly gross income for your family?

Demographic Element

The demographic element should be the last section in the interview and should be expanded beyond the table used in Villa Argentina. The table should be expanded to include the name of each family member, the educational attainment of each and an indication of those seeking employment.

STAFF CRITIQUE

The staff critique technique employed in the Villa Argentine survey instrument is satisfactory.

SAMPLING PLAN

After conduction of the socioeconomic survey in Villa Argentina and utilization of the data in the planning process the Author is convinced that a census survey is necessary.

INTERVIEWER SELECTION AND TRAINING

The survey in Villa Argentina provided ample evidence that the prime prerequisite for a good interviewer is simply an empathy

with neighborhood residents. Condescending interviewers, however, must be carefully avoided. It has been the author's experience that no one is resented more than someone who is "going to do something for you people". The Villa Argentina experience indicates that the best interviewer's are people with the same ethnic and socioeconomic background. It is questionable if area residents should be employed as interviewers with anything more than a highly structured closed-question interview. In an atmosphere as emotionally charged as that generated by Urban Renewal it is unlikely that neighborhood residents could achieve the objectivity necessary to utilize open-ended questions. Another appropriate warning is to be careful not to pick interviewers from similar but rival neighborhoods.

The adequate training of interviewers cannot be overstressed. The interviewers in the field must not only be able to administer the survey in a consistent manner; he must also be capable of explaining the need for and ramifications of the survey.

FIELD WORK

The survey period in Villa Argentina was much too long. There is a great deal of evidence to indicate that the later responses were "oversentized". The unduly long period was due simply to the limited number of interviewers that were available for the survey.

It would be difficult to establish a desirable time period based on the Villa Argentina experience; however, there was some evidence of pre-determined responses after approximately three weeks in the neighborhood.

EDITING, CODING, AND FOLLOW-UP

The editing procedure employed in Villa Argentina proved to be very successful. While it may mean that supervisors must burn some midnight oil, it is evident that each day's responses should be edited prior to the next day's interviews.

The coding of responses in Villa Argentina could have been greatly simplified if more time had been spent in pre-coding closed questions.

The follow-up letter proved to be a very good idea. It was worth the effort if for no other reason than the fact that each respondent provided an essential ingredient into the planning process and he or she should be thanked for taking the time to do so.

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SOCIOECONOMIC SURVEY TECHNIQUES
IN URBAN RENEWAL PLANNING
A CASE STUDY IN KANSAS CITY, KANSAS

by

DENNIS DAWES MCKEE, JR.

B. ARCH., Kansas State University, 1967

AN ABSTRACT OF A MASTER'S THESIS

Submitted in partial fulfillment of the

requirement for the degree

MASTER OF REGIONAL AND COMMUNITY PLANNING

Department of Regional and Community Planning

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Manhattan, Kansas

1973

A principle criticism of the Urban Renewal Program during the first ten to fifteen years of its existence was that the emphasis and actions of most Local Public Agencies were overly physical with little regard to the social or economic needs of Project Area Residents. During the decade of the 60's, however, a combination of responsive leadership and an awakened society produced a great deal of legislation that addressed itself to the "human" needs of the nation's disadvantaged. The Federal Housing Act and the procedural handbooks that govern Urban Renewal practices at the local level were also greatly altered.

Before changes at the federal level can have any impact on the lives of those living or working in an Urban Renewal Project, the implementation practices of most Local Public Agencies must be expanded or altered. This, of course, necessitates much more comprehensive Urban Renewal Plans than have been utilized in the past. Plans must now deal with solutions to the "human" as well as the physical problems of a neighborhood, and in addition, techniques must be developed that allow residents an opportunity to voice their opinions as to the future of their neighborhood. One such technique is the utilization of a socioeconomic survey in the initial phase of the planning process.

This study deals with the gathering of the demographic and attitudinal information necessary for input into the planning process. The work is divided into three discussions. The first section deals with the dimensions of such a study, the mechanics of a survey instrument intended to collect the required data, and finally a discussion of field techniques. The second section is concerned with a case study in the "Villa Argentina" Neighborhood of Kansas City, Kansas. The survey instrument is described along with field techniques that were employed. The substantive results of the survey are also discussed in order to give an idea of the data available from the specific survey instrument. The concluding section is a critical analysis of the survey instrument and field techniques along with recommendations for future applications of this data-gathering method.

The initial step in the conduction of any survey is the establishment of the desired ends of the study. An analysis of the Urban Renewal process indicated that there are four areas in which socioeconomic information gathered in the initial phases of the planning process would prove beneficial. These are: citizen participation and organization, the community service program, the relocation plan, and the rehabilitation plan.

The design of the survey instrument and the sample population to be taken are the next steps. Those aspects of survey methodology that must be considered include: survey design, sampling techniques, question construction, question form and questionnaire format.

The interview conducted in "Villa Argentina" was composed of a combination of closed and open-ended questions in each of the following elements: introduction, household composition, occupational information, housing and migration patterns, neighborhood characteristics, educational experience, the Urban Renewal program and an interviewer critique. A one-hundred per cent sample of the families within the neighborhood was attempted. This was considered necessary in order to satisfy the aims of the survey, particularly those concerning the delivery of social services. The interview team was composed of two members, both of whom were able to speak Spanish.

The substantive results of the survey were included in order to provide an insight into the type of information available from the survey instrument. The results of the survey were presented in the following five sections: a cross-sectional overview of attitudes held by Villa Argentina residents, a general demographic report,

an analysis of the Mexican-Americans within the neighborhood, an analysis of the Mexican-American population and finally a discussion of the neighborhood's elderly residents.

As a result of the Villa Argentina survey it is possible to confirm that a socioeconomic survey can indeed provide valuable input into the research phase of an Urban Renewal project planning process. The critique does, however, make recommendations concerning the wording and sequencing of questions within the instrument and with more appropriate field techniques.