

THE CALIFORNIA POLL

THE INDEPENDENT AND IMPARTIAL STATEWIDE SURVEY OF PUBLIC OPINION
ESTABLISHED AND OPERATED BY FIELD RESEARCH CORPORATION SINCE 1946

San Francisco Headquarters
145 Montgomery Street
EX 2-5766

Los Angeles Office
3142 Wilshire Boulevard
DU 5-5259

Mervin D. Field, Director
Robert Heyer, Editor

RELEASE #433

For release FRIDAY, MAY 22, 1964

LITTLE RESISTANCE BY CALIFORNIA WHITES TO IDEA OF LIVING, WORKING, GOING TO SCHOOL WITH NEGROES

by Mervin D. Field

IMPORTANT: Contract for this service is subject to revocation if publication or broadcast takes place before release date or if contents of report are divulged to persons outside of subscriber staff prior to release time.

There is very little resistance among white Californians today to the idea of living, working, and going to school with Negroes -- with the provision that the number of Negroes in the neighborhood or school does not become too large.

These are the findings of a recent California Poll survey and they suggest that the climate for harmonious racial relations in the state may not be quite as unfavorable as it is sometimes pictured in the headlines. While the problem is far from being solved, the white public's willingness to give assent to a substantial amount of real personal integration with Negroes is a hopeful sign that a solution may be in the making.

Sample Questioned

For this survey, the California Poll interviewed a cross section of white adults throughout all parts of the state and in all walks of life. Each person was contacted in his, or her, home and questioned by a trained opinion interviewer. In all, approximately eleven hundred white persons were queried.

The answers they give to some of the questions reveal a substantial tolerance for close contacts with Negroes at work and in school:

"If a colored person came to work next to you, would you object?"

No	91%
Yes	6
No opinion	3

(MORE)

The California Poll was founded in 1946 as a medium for promoting public opinion research. The California Poll is completely independent of all political parties and candidates. Its sole purpose is to report public opinion accurately and objectively. Most of the financial support for the Poll comes from newspapers that have publication rights within the city of publication. The Poll utilizes accepted scientific sampling and questioning procedures in obtaining the data reported in its releases. Representative samples of adults are interviewed at periodic intervals on election issues and other socially important questions of the day. Proportionate numbers of people of both sexes, from all parts of the state, from different sized communities, and of all age, economic, political, and occupation groups are included in the samples. Major surveys are made with samples of 1,200 or more respondents. Interim surveys sometimes are made with smaller samples but not less than 600 interviews.

"Would you have any objections to sending your children to a school where a few of the children were colored?"

No	92%
Yes	4
No opinion	4

". . . where half of the children were colored?"

No	64%
Yes	27
No opinion	9

". . . where more than half of the children were colored?"

No	31%
Yes	57
No opinion	12

Residential Tolerance

Willingness to live next door to colored people is expressed by almost two out of three persons, and only if the number of colored people in a neighborhood becomes great would most whites consider moving out themselves:

"If colored people came to live next door, would you move?"

No	63%
Yes, might	23
Yes, definitely	13
No opinion	1

"Would you move if colored people came to live in great numbers in your neighborhood?"

Yes, definitely	40%
Yes, might	35
No	24
No opinion	1

Union Members

Although one of the problems Negroes face in achieving greater economic opportunity has been gaining admission to some unions, the findings of this California Poll survey show that union members in California do not individually object to working with Negroes:

	<u>Union members</u>	<u>Rest of public</u>
Would not object to working next to a Negro	91%	92%

On the question of having Negro neighbors and sending their children to school with substantial numbers of Negro children, men and women do not show any important differences in willingness or opposition.

These limited responses do not, of course, mean that there will be no more friction as the "Negro Revolution", as it has been called, runs its course. However, the findings of this survey do offer some encouragement that the public may be more ready to accept real integration than is sometimes believed.