

2011 New York State Civic Health Index

Siena Research Institute



State Commission on National
and Community Service



National Conference on Citizenship
Chartered by Congress

Political Climate in New York

Transition



Millionaire's Tax



PEF Negotiations

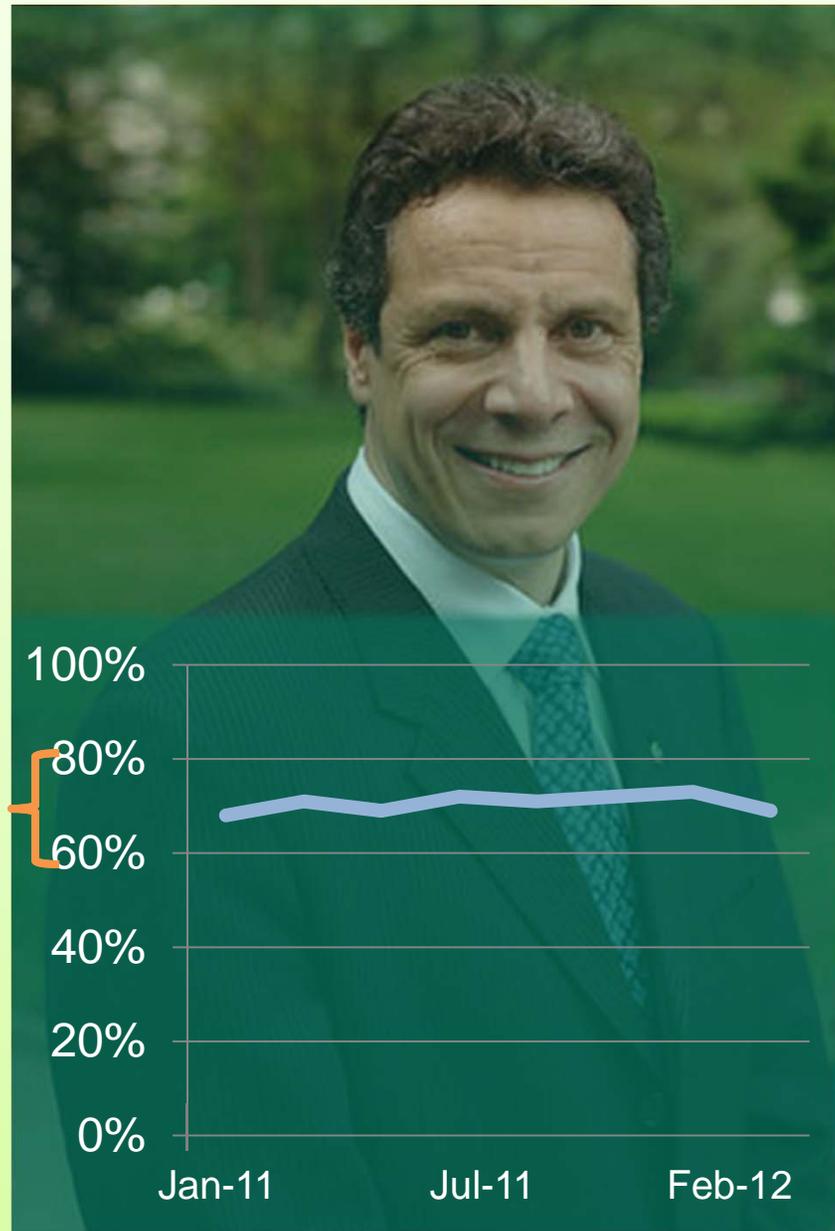
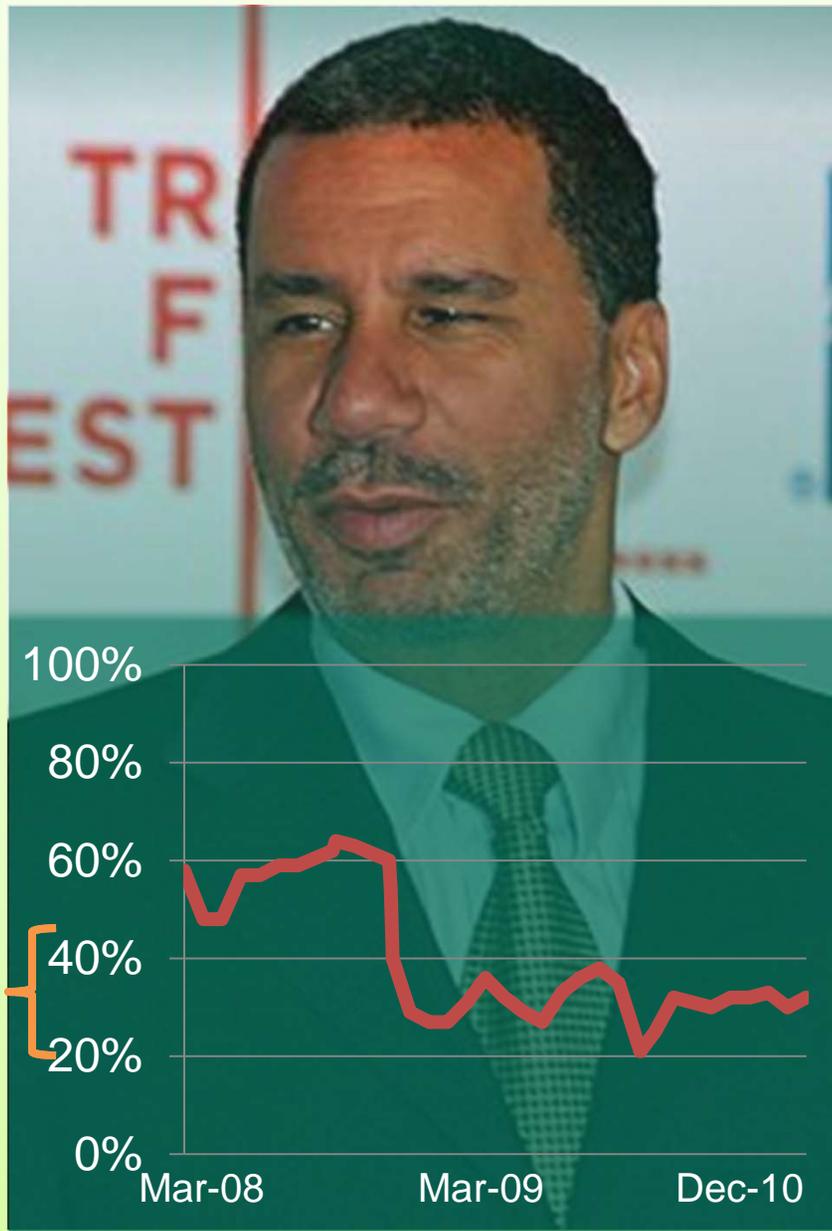


Ethics Reform



Civil Unrest

Governor's Favorability



Occupy Wall Street



Siena Poll: Voters Back 24/7 Occupy Protest

Two-thirds of voters statewide are paying a great deal (24%) or at least some (42%) attention to the ongoing Occupy Wall Street demonstrations that have been taking place in lower Manhattan and in other cities around the nation, according to a new Siena College Research Institute poll of registered voters released today.



Tea Party



Siena Poll: Favorability of Tea Party

Date	Favorable	Unfavorable
November 2011	28	60
October 2011	28	60
December 2010	31	52
November 2010	33	49
October 31, 2010	39	51
October 20, 2010	34	52
October 5, 2010	40	50
September 2010	34	49



Economic Climate in New York



**Housing Market
Down**



Unemployment

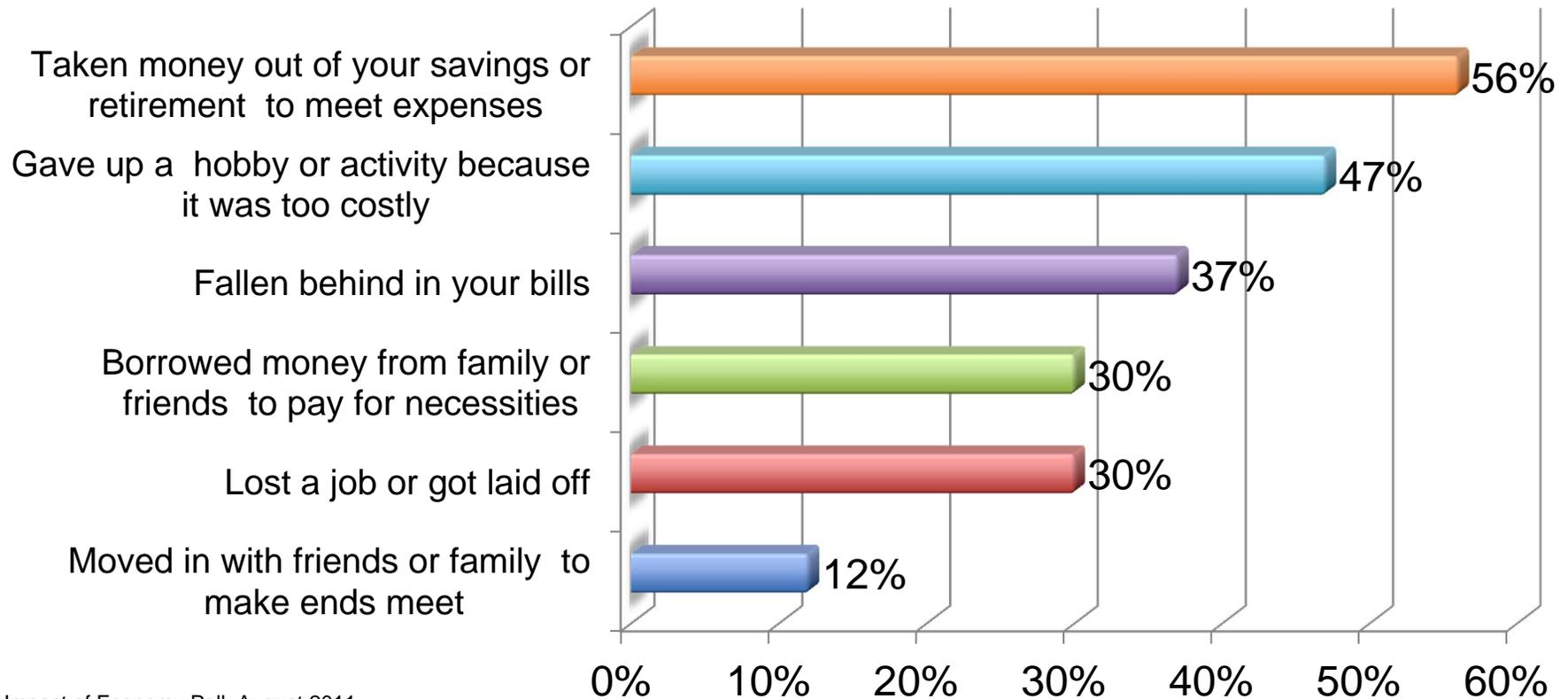


**Stock Market
Volatility**



**Retirement
Worries**

Frequency of Negative Economic Events



Impact of Economy Poll, August 2011



Tough Times in New York



- Consumer appraisal of the real estate market remained low in the fourth quarter.
- Overall Current: **-41.7**
- Overall Future: **4.3**



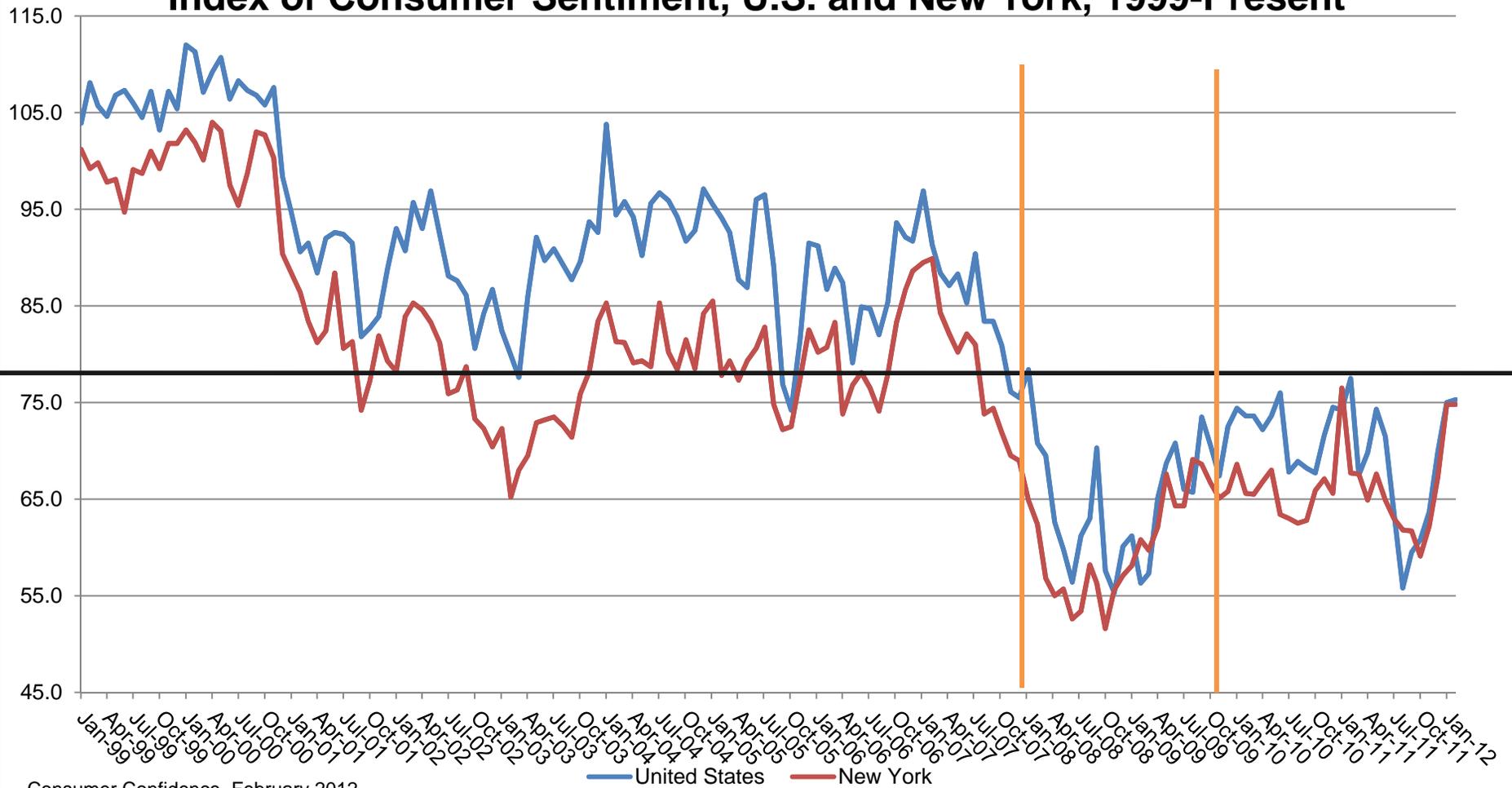
- Only 12% of New Yorkers would describe the fiscal condition of the state as either excellent or good.



- 50% of New Yorkers believe the best financial days of the United States are behind us.

Consumer Confidence

Index of Consumer Sentiment, U.S. and New York, 1999-Present



Consumer Confidence, February 2012

Conceptualizing Civic Health

What would the ideal community look like?



Why does civic health matter?

- Good time to assess and strategize

- Tough time for resilient New Yorkers

- Economic recession impacting unemployment, job security, and consumer confidence

- Increasing perception of unmet needs



Measuring Civic Health in New York

Civic Health Indicators



- National and State Census data



- Community Involvement and Participation Survey (CPIS)
- New York Political Polls
- NYS Consumer Confidence Index
- Impact of the Economy Poll
- NYS Consumer Real Estate Sentiment
- Annual Poll of Holiday Spending Plans
- National eRollover Retirement Planning

Assessment of
Civic Health

Civic Health Indicators

Keeping in touch with family, friends & neighbors

Eating dinner with household members

Trust in police and government

Trust neighbors and believe people are helpful

Volunteering

Charitable giving

Doing favors for neighbors

Solving community problems

Group membership and leadership

Reading newspaper & other news sources

Discussing politics with family & friends

Voter registration & voting

Attending political meetings

Contacting public officials

Attending a march or rally

Supporting a political candidate

STRIDE is composed of 5 Arenas, with multiple questions making up each arena.



Social

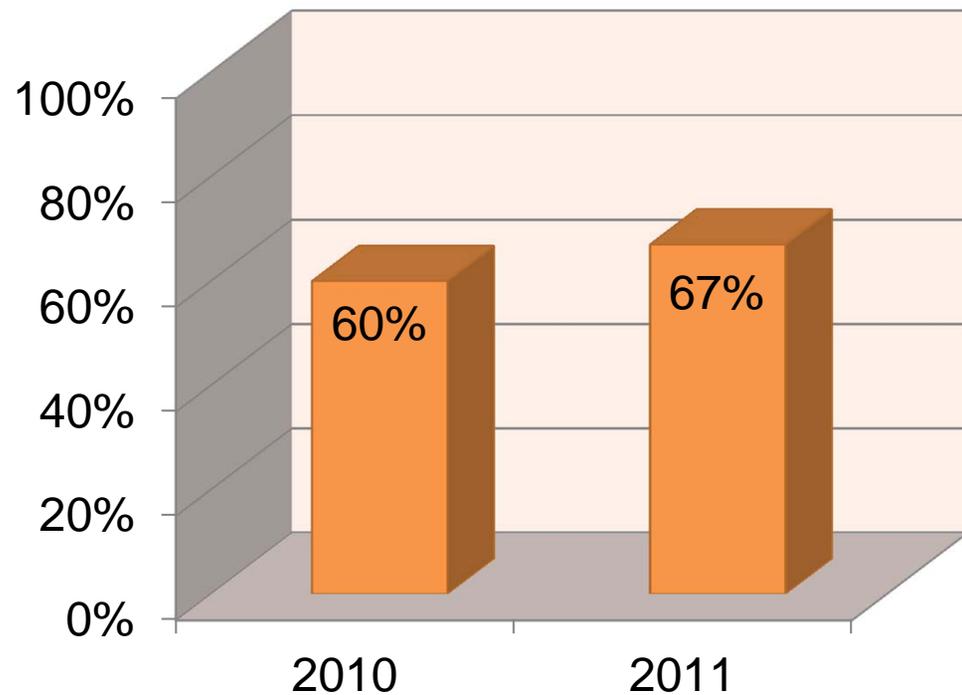
Connections to loved ones, community members, and community itself

Key Findings

- New Yorkers are socially connected in meaningful ways
- New York ranked 47th nationally for the number of residents who “eat dinner with a family or household member a few times a week”
- 45% of New Yorkers kept up with friends or family using social media like Facebook



Social Comparison



Trust

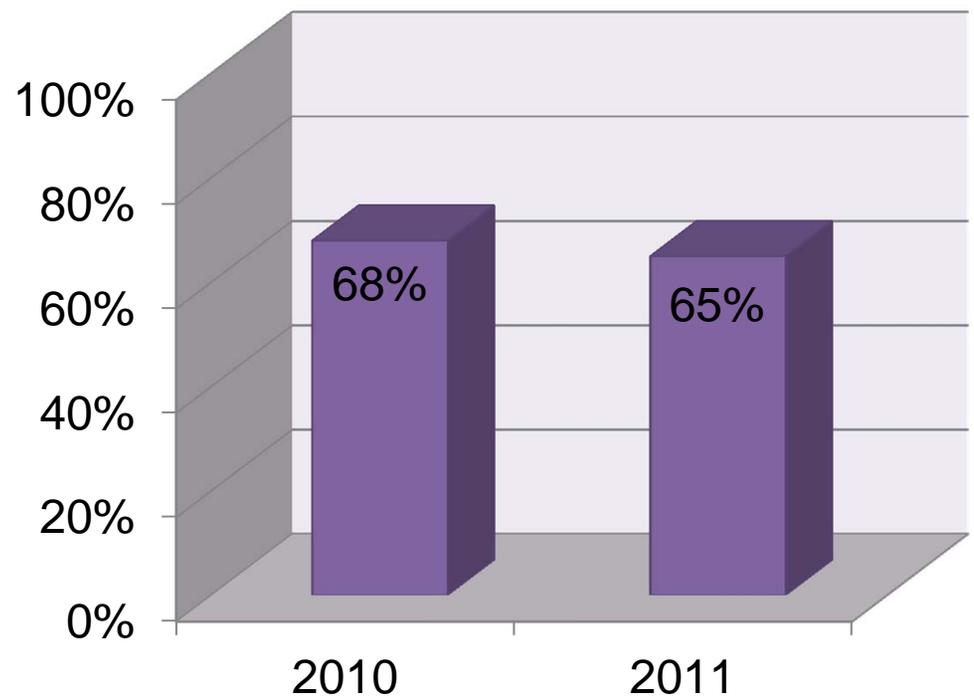
Sense of faith and safety instilled by community members and institutions

Key Findings

- 43% of New Yorkers believe people can be trusted
- Most New Yorkers have high levels of trust in their neighbors and people in their local community
- Local government inspires low levels of confidence
- The local police force is a trusted social institution among most New Yorkers



Trust Comparison



Responsibility

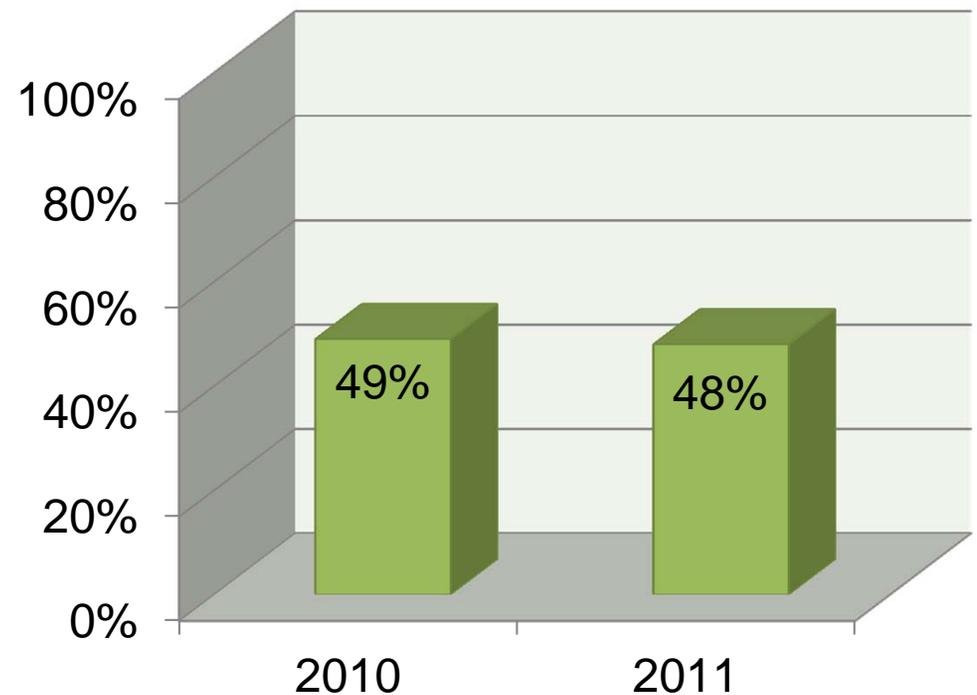
Actively participate in shared responsibility for addressing unmet social needs

Key Findings

- New Yorkers volunteer at a lower rate compared to the national average
- Only 21% of New Yorkers 16 and older reported volunteering in the last 12 months
 - 19% volunteered in 2010
- 81% have, at least a few times, donated items like food, blood or clothing to the needy
 - Charitable giving is almost unchanged from 2010



Responsibility Comparison

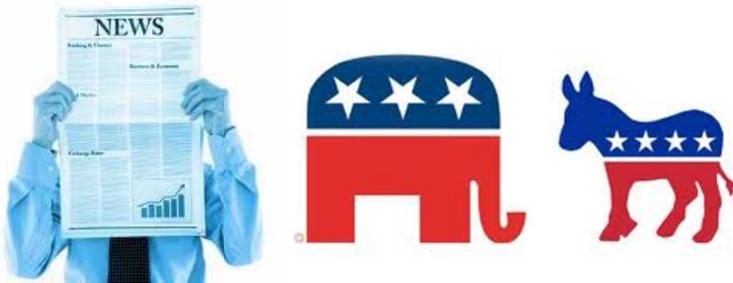


Information

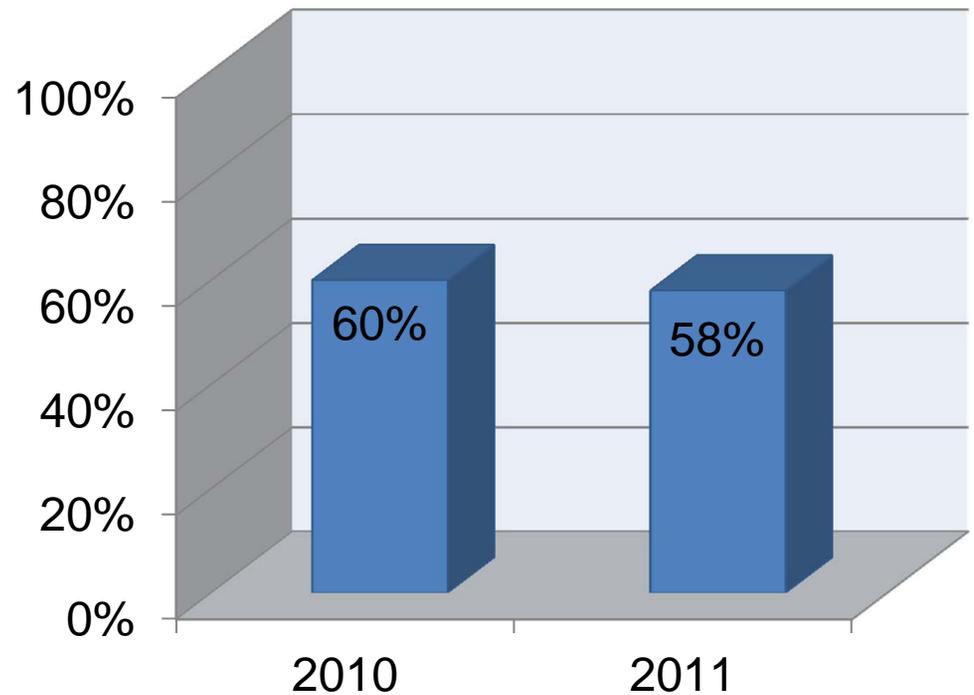
Accessing and sharing news regarding community events, meetings, and issues

Key Findings

- Watching the local news and reading the newspaper are popular sources of information
- Higher levels of volunteering and donating are associated with news access and discussion
- A majority (55%) of New Yorkers say most of the information they have about their community comes from watching local television



Information Comparison



Duty

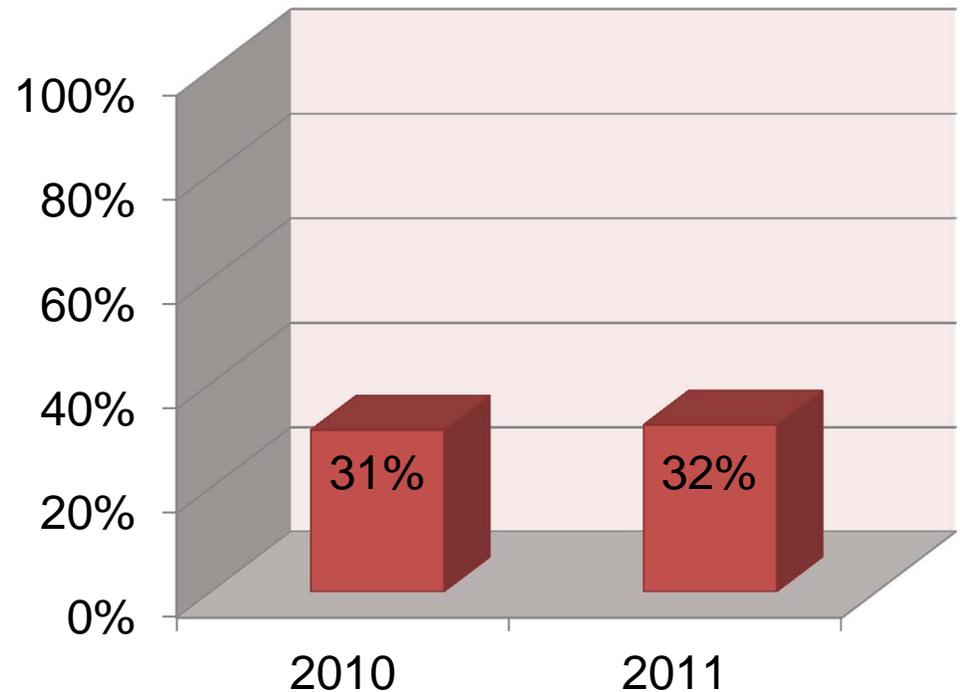
Participating in community and political meetings, community events, and voting

Key Findings

- Attendance in formal groups is generally low
- Non-group members are especially likely to be disengaged from politics
- New York ranked 47th nationally for participation in a group activity.
- New Yorkers tend not to attend civic meetings and not to join the organizations that provide the civic glue of society.



Duty Comparison

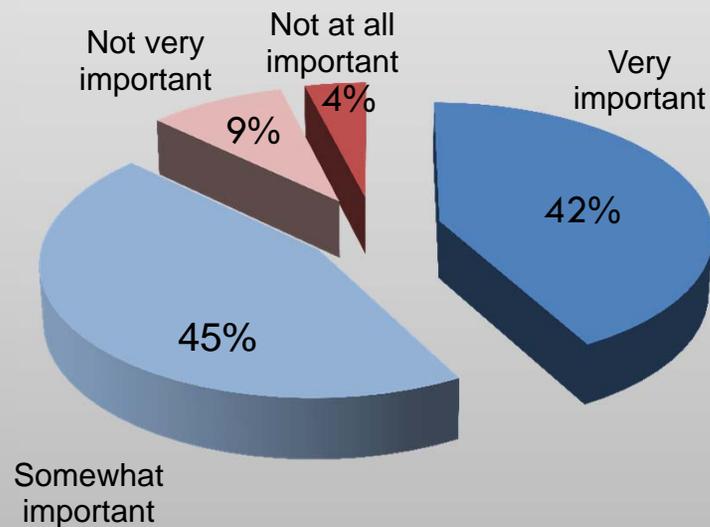


STRID Scores: By Region

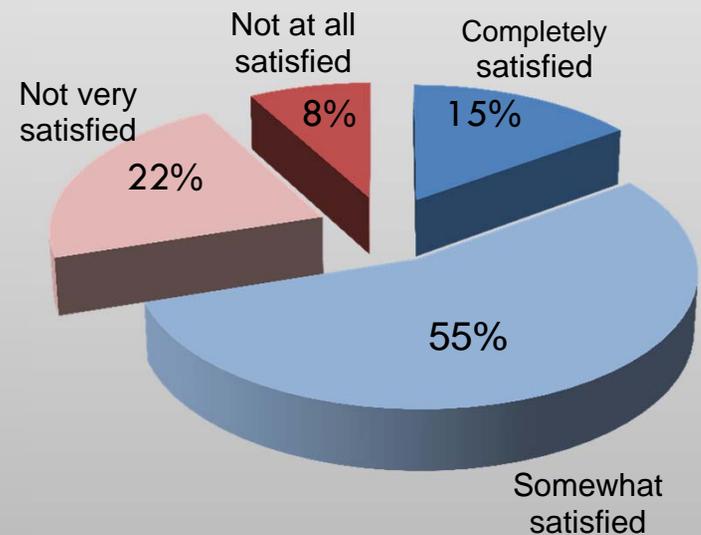
STRID	NY State	NYC					
		NYC	Suburbs	Upstate	Rural	Suburban	Urban
Social	67%	65%	68%	68%	67%	68%	66%
Trust	65%	60%	69%	69%	66%	68%	62%
Responsibility	48%	45%	51%	51%	49%	52%	42%
Information	58%	55%	59%	59%	57%	60%	57%
Duty	32%	31%	33%	32%	30%	34%	31%

Importance and Satisfaction of Volunteering

How important is it to you that you and your household contribute to addressing the needs of people that require assistance in your community?



How satisfied are you with the amount of involvement you have in seeking to address legitimate unmet human needs?



Impact of Volunteering

Which of the following two positions come closer to your view?

The volunteer efforts of people in our community have a substantial impact on the lives of those that need assistance here locally

80%

Volunteering is a nice thing to do and no doubt makes people feel good but it really doesn't change anyone's life

18%



Areas of Human Need



Hunger



Housing and Homelessness



Religious



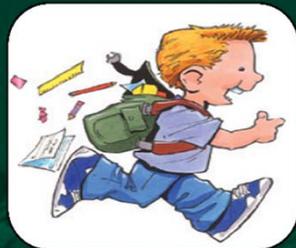
Environmental



Health



Civic Participation



Youth Needs



Elder Care



Economic Opportunity



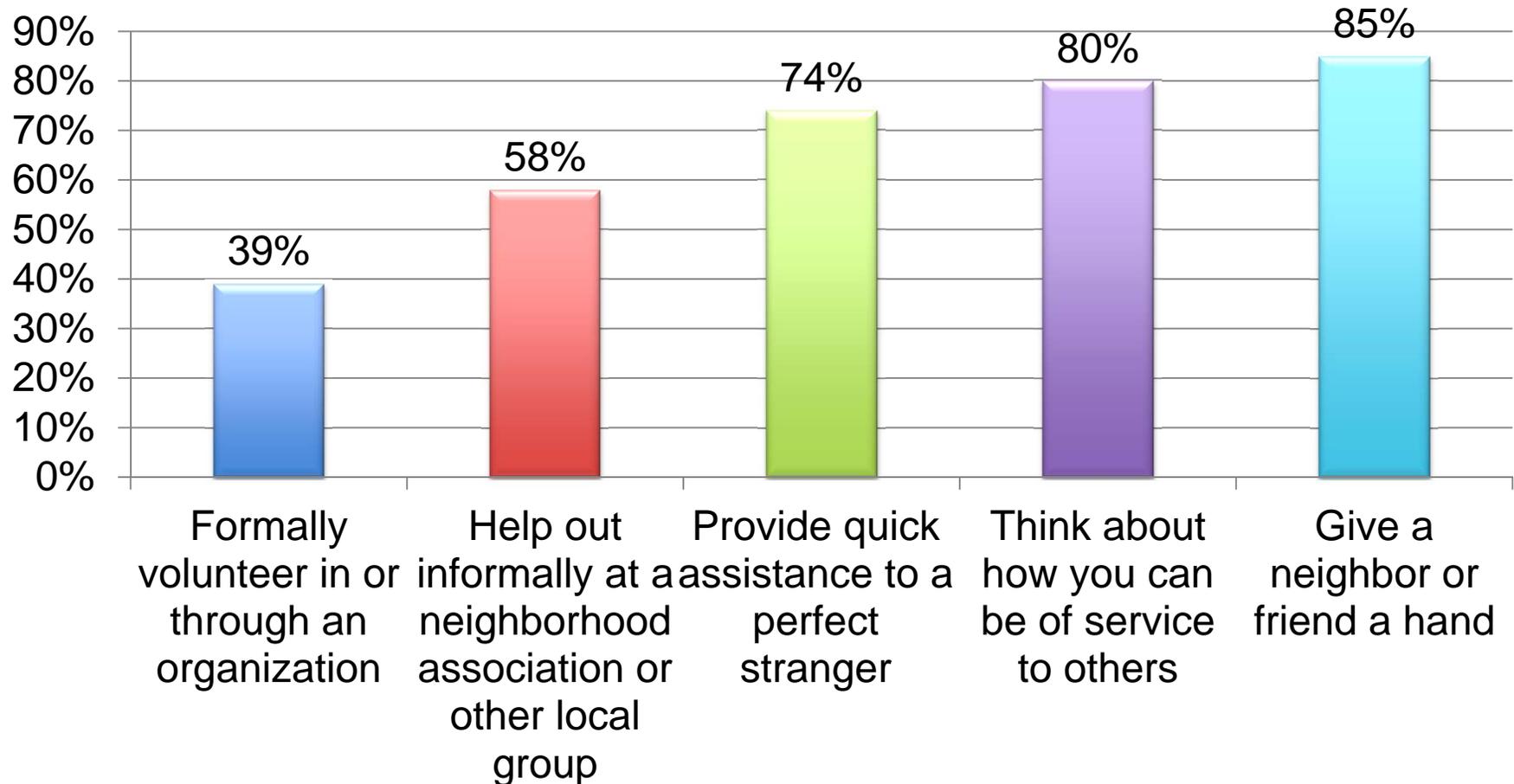
Promoting Education

Perceived Need vs. Where People Volunteer

	Volunteered	Single Greatest Need
Economic opportunity	12%	21%
Homelessness	19%	7%
Religion	19%	4%
Elder needs	23%	9%
Civic participation	26%	5%
The environment	27%	7%
Hunger	31%	6%
Promoting education	31%	18%
Youth needs	37%	11%
Health	54%	8%

How Are New Yorkers Volunteering?

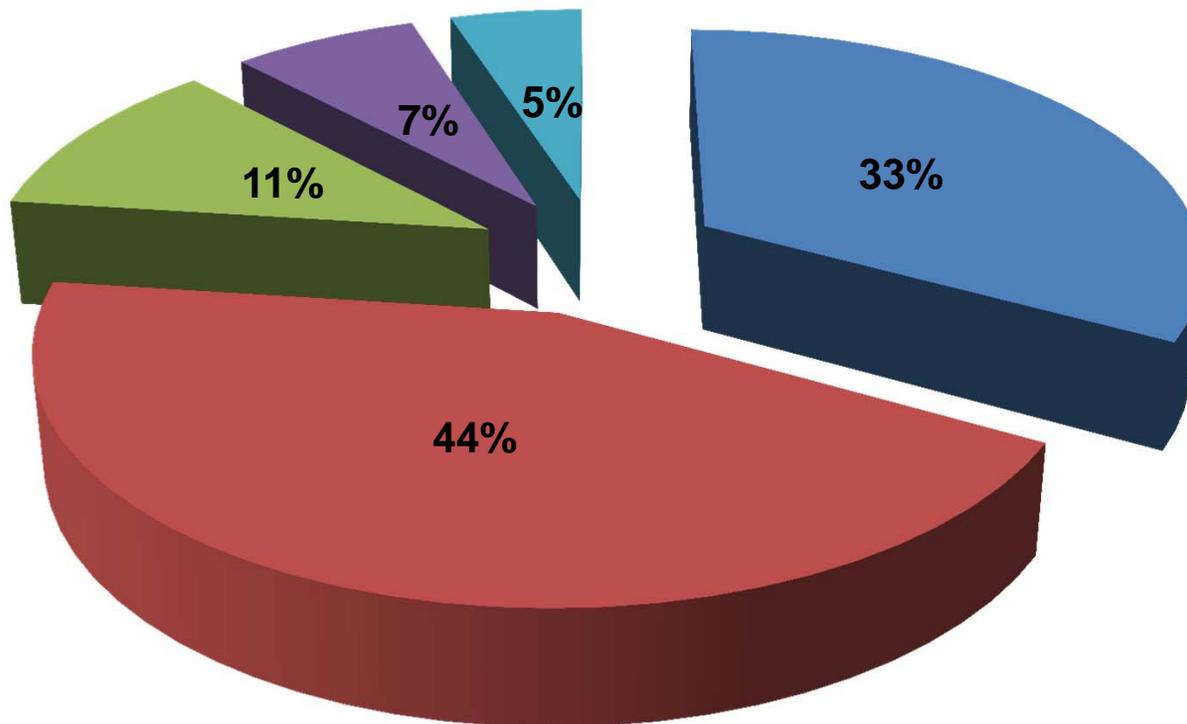
Volunteering Areas



Reasons to Volunteer

Reasons for Volunteering among New York Residents

- I can make a difference
- The right thing to do
- Makes me feel good
- It is like my hobby
- Don't know/Refused

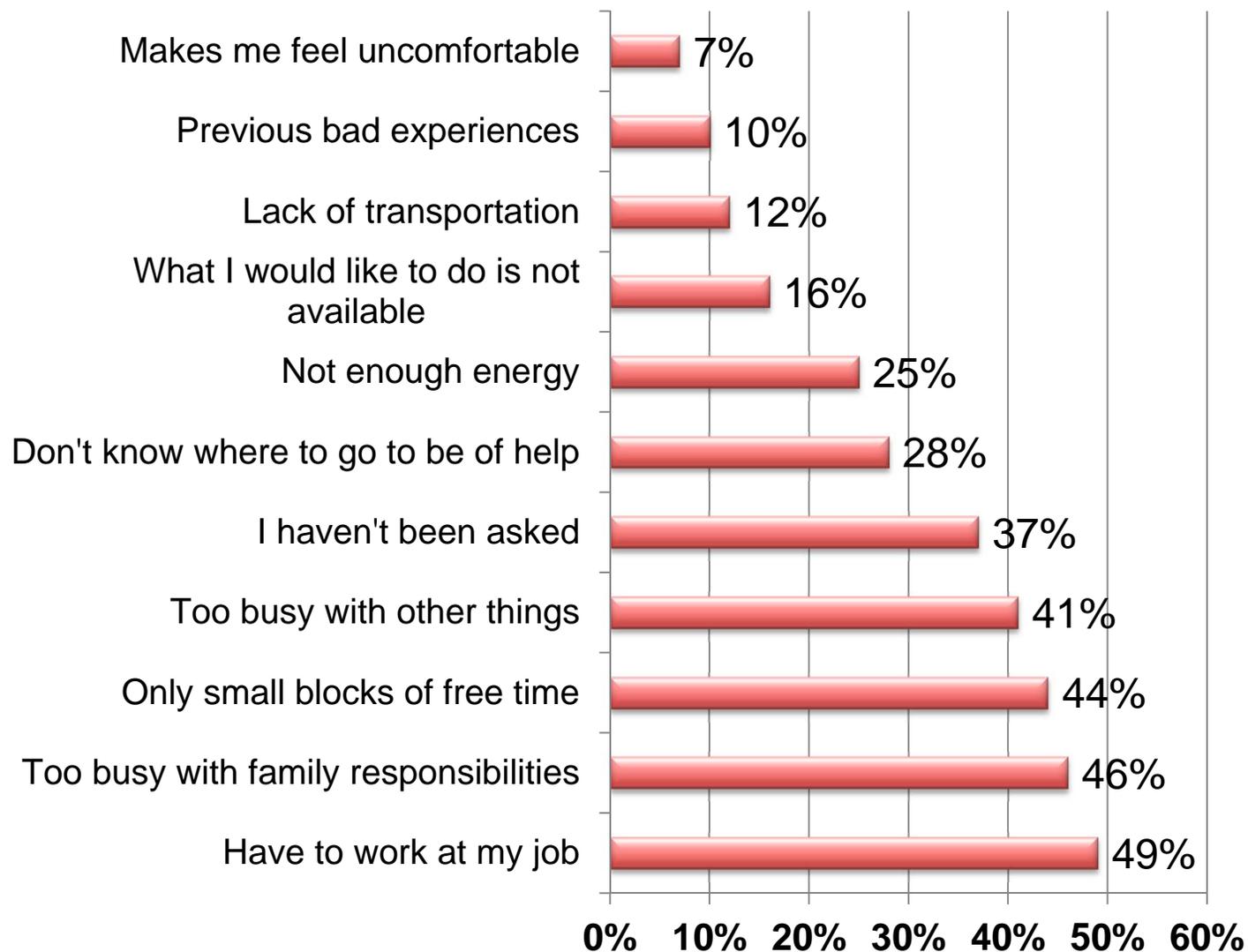


The right thing to do



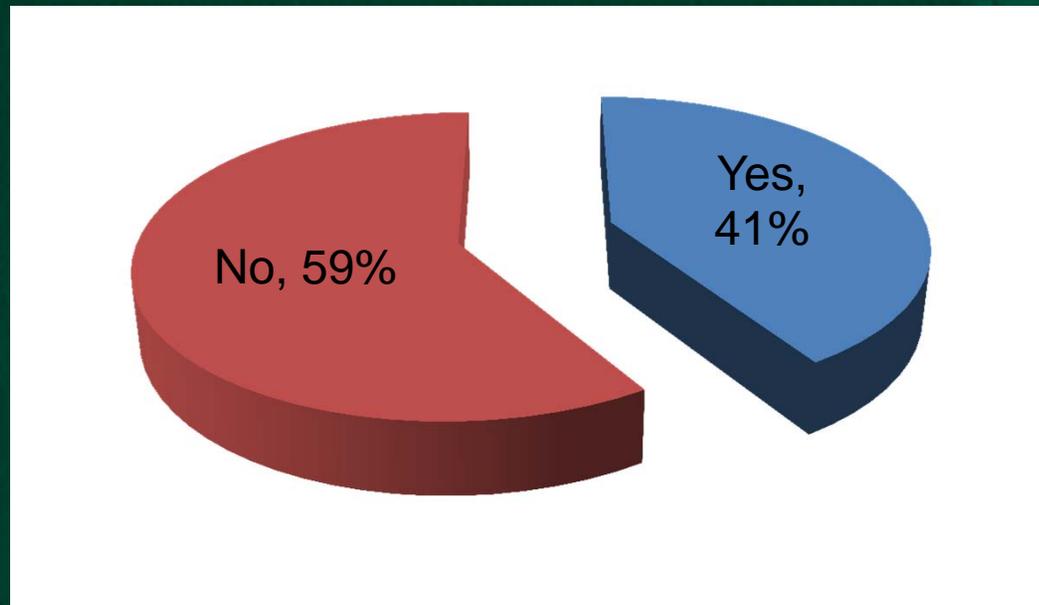
Volunteer Deficit

Reasons for not volunteering



Are We Asking for Volunteers?

Have you in the past 12 months been asked to volunteer for any organization or cause in your community by a volunteer agency, a friend or another volunteer?



Service Provider Clients

- Statewide, **44%** of service providers have increased the number of clients they served.



Dearth of Volunteers

Three-quarters of statewide organizations say they could use more volunteers



Benefit of Volunteers

Provide Cost Savings



Enhance Quality of Service



Enhance Quantity of Service



Improve Public Relations



Provide Organizational Leadership



Provide One-time Labor Help



Volunteer Burden

- Volunteers are seen as valuable and are not viewed as a burden:
 - Just **14%** said it was at least somewhat true that it seems like volunteers are more trouble than help, and that volunteers exhibit poor work habits



Disadvantages of Volunteers

Legal concerns



Not enough money to support



Don't have appropriate skills



Have poor work habits



More trouble than help



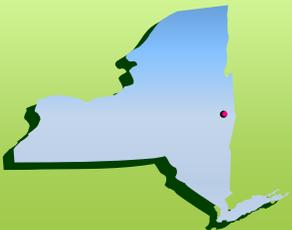
Turnover makes us question value



Mobilizing Volunteers: Latent Volunteers



2011 New York Civic Health Index



- 80% of New Yorkers believe volunteer efforts are important in helping those in need in their community
- 85% have helped their neighbor in the last year
- 74% have helped a stranger in the last year
- 80% think about ways they can be of service
- New York has a helpful and caring citizenry that wants to do service

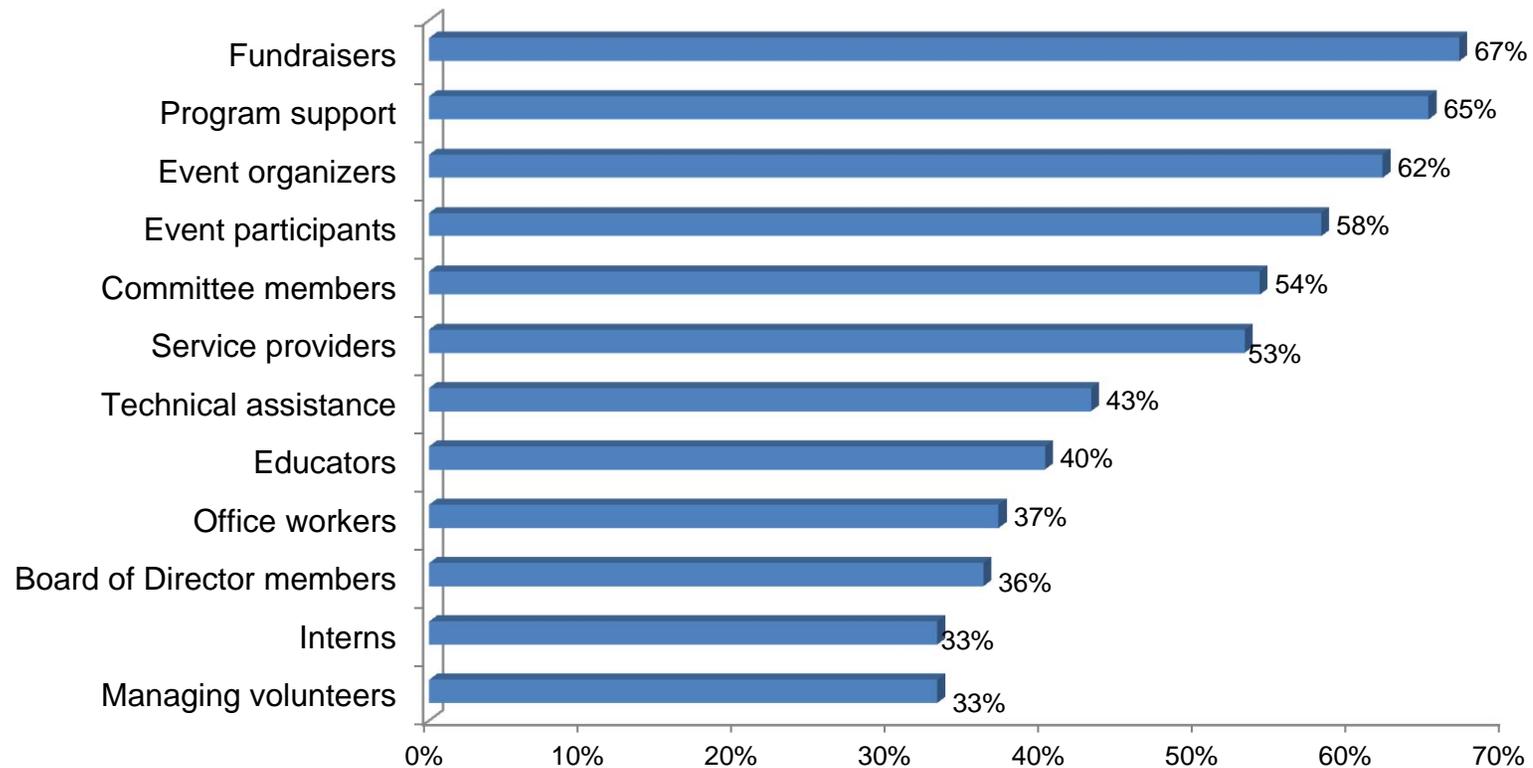
Volunteer Recruitment

- **54%** of statewide organizations indicate they are doing an excellent or good job recruiting these volunteers.
 - As for recruitment, referrals and word-of-mouth scored the highest



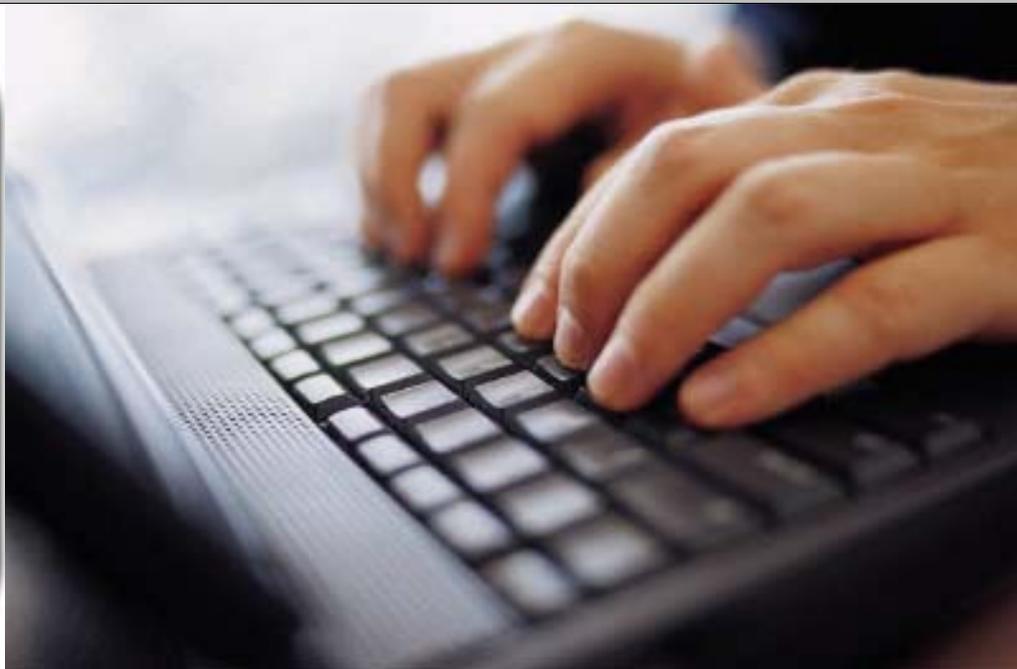
Volunteer Needs

Areas of Volunteer Need



Service Provider Website

- Most organizations have a website and of those **69%** have a method for volunteers to sign-up on that web site.



Social Media

- Most service providers (**62%**) use Facebook to promote their organization.
- Only **33%** of the entire sample from New York do not use any social media.



Like Us On
facebook **f**

Utilizing Volunteers

- **76%** of statewide organizations say they are doing an excellent or good job of utilizing volunteers.

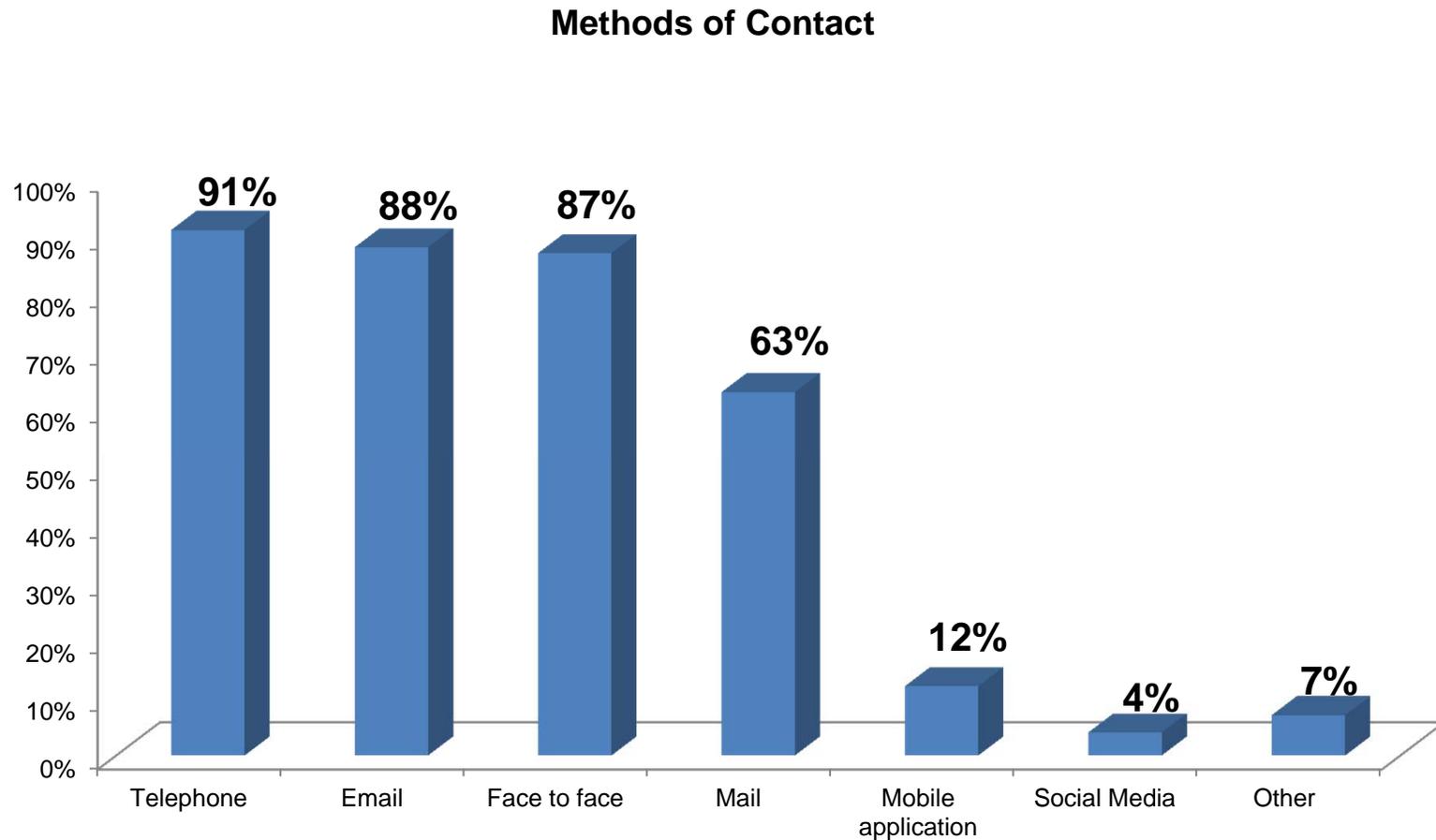


Volunteer Coordinator

- **62%** of statewide organizations have a staff person that coordinates volunteer services, but only **15%** of those indicate it is their entire job.



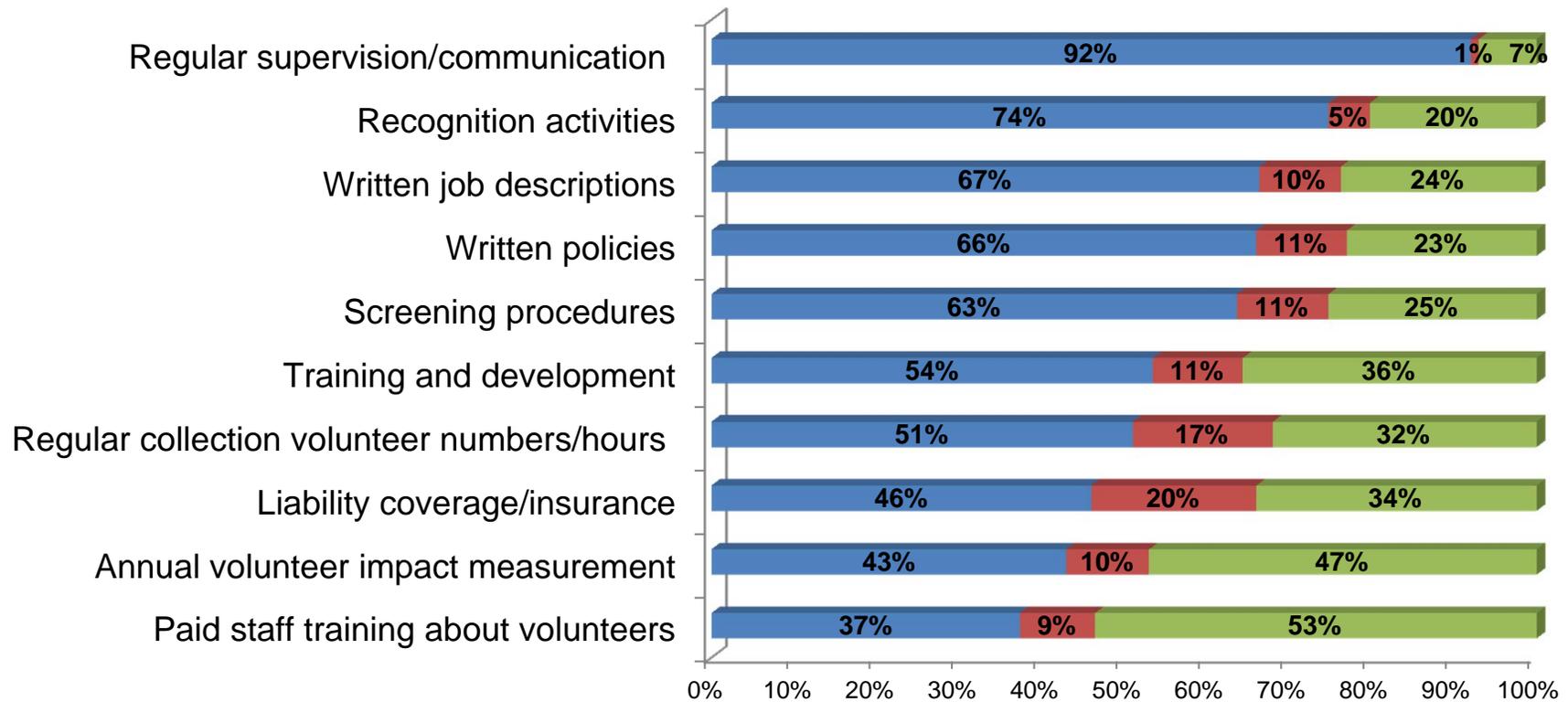
Methods of Contact



Retaining Volunteers

Retention Activities

■ Helpful ■ Not helpful ■ Do not participate



Training Volunteers

- **63%** of statewide organizations say they are doing at least a good job in training volunteers.



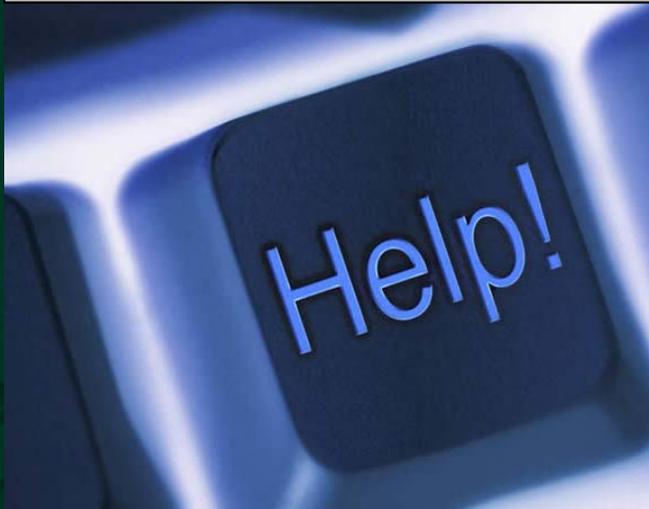
Training Volunteers

- **89%** percent of service providers indicated that they provide their volunteers with some sort of training.
- Only **18%** of organizations said they were doing an excellent job training volunteers



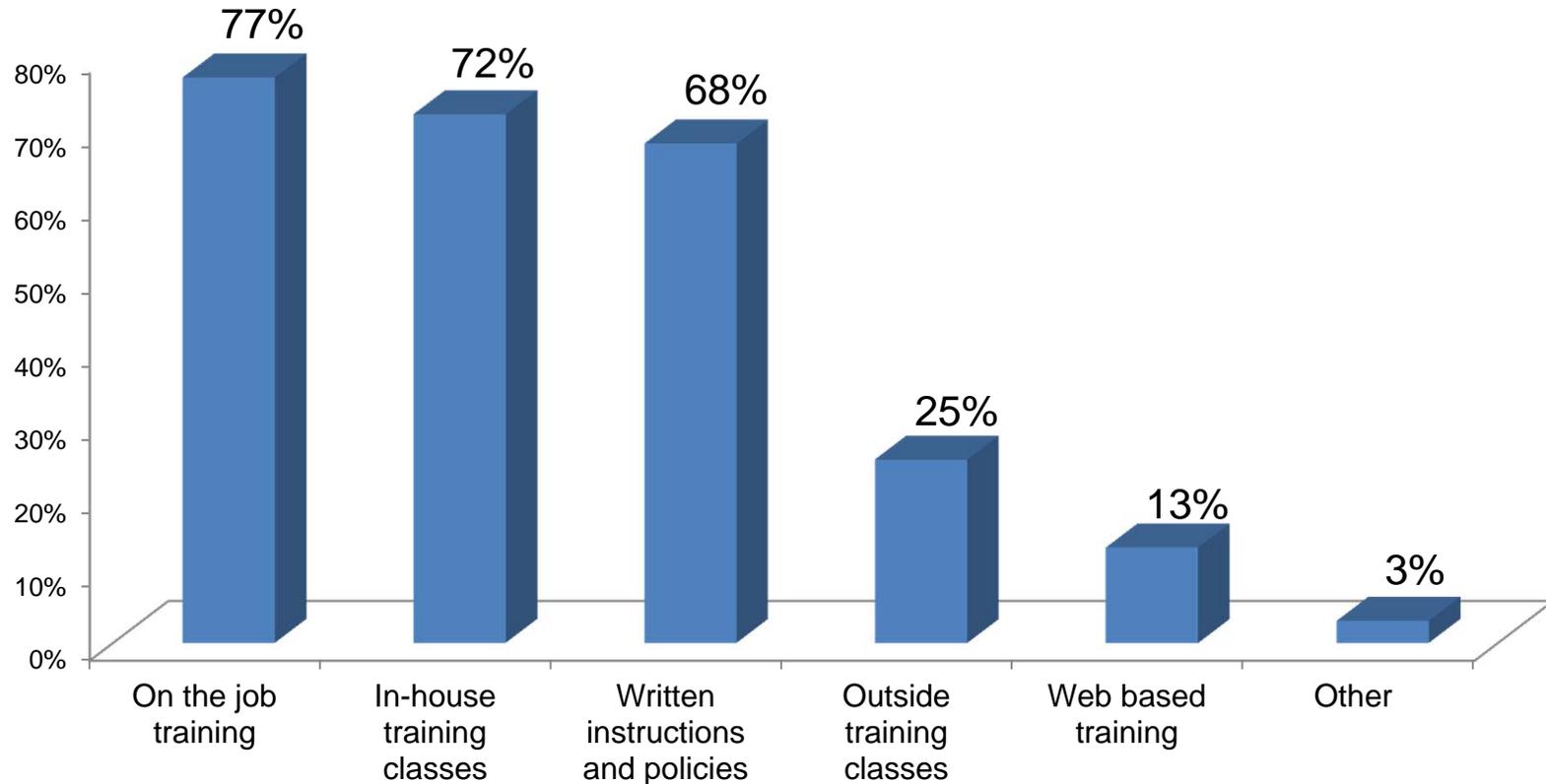
Training Volunteers

- The most important resource organizations need in order to efficiently recruit, train, develop, utilize, and manage volunteers is training support for volunteers.
- **47%** of organizations said they needed this resource.



Training Volunteers

Types of Training



STRIDing Forward

With the goal of enhancing civic health in New York State, we invite you to discuss how New Yorkers can:

- ✓ **Connect, trust, support, stay informed, and participate**
- ✓ Turn values into actions
- ✓ Expand social connections
- ✓ Build neighborhood involvement
- ✓ Encourage attendance and participation in public meetings, community events, and political activities
- ✓ Involve youth in community and political activities
- ✓ Increase access to information and civic discussions
- ✓ Increase efforts aimed at civic education and educational attainment
- ✓ Encourage volunteerism
- ✓ Build a public awareness campaign around these issues