

An Introduction to NCR-Stat – the Free Household Dataset

A North Central Region dataset (NCR-Stat) has been developed by the North Central Regional Center for Rural Development (NCRCRD) as a venue and incentive for interdisciplinary collaboration across land-grant institutions in the North Central Region.

This webinar will introduce our first dataset – the NCR-Stat Baseline Survey. The dataset includes economic and social data collected at the household level focused on a variety of topics including demographics, workforce, entrepreneurship, food security, caregiving, wellbeing, etc. The NCR-Stat Baseline Survey will be available for free in order to facilitate regional collaboration aimed at additional survey development, data collection method enhancement, and robust data analysis leading to publications and educational curricula.



NCR-STAT
BASELINE

WEBINAR

DECEMBER 7, 2022 2:00PM - 3:00PM ET



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Extending the Tent: NCRAN's Focus on Aging in the 2020s

Founded in 2016, the North Central Region Aging Network (NCRAN.org) is a collaborative of Extension professionals dedicated to improving the health and well-being of adults in later life through science-based strategies. Recently, with funding from NCRCRD, NCRAN members held a conference and invited representatives from tribal colleges and historically Black universities in the region to develop friendships, learn from each other, and explore possible collaborations. This webinar will describe our past, present, and future efforts to bring aging-related programming to the region and to Extension nationally.

WEBINAR

JANUARY 25, 2023 2:00PM - 3:30PM ET



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An Introduction to NCR-Stat The Free Household Dataset



Dr. Zuzana Bednarikova and Dr. Maria Marshall



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Webinar December 7, 2022

PRESENTATION OUTLINE

- Introduction to and purpose of NCR-Stat
- NCRCRD Rural-Urban definition
- Introduction to NCR-Stat Baseline Survey
 - Sources used for the survey development
 - Sample specification
 - Data collection
- Survey results based on pre-defined sampling quotas and screening questions
- What does the NCRCRD do with the data?

WHAT IS NCR-STAT?



- A North Central Region dataset (NCR-Stat) was developed by the NCRCRD as a venue and incentive for interdisciplinary collaboration across land-grant universities in the North Central Region.
- The NCRCRD collects rural and urban household data emphasizing demography, economics, health, housing, community development, environment, and social behavior.
- The dataset includes primary economic and social data collected at the state level focused on households, businesses, and community wellbeing.

WHAT IS THE PURPOSE OF NCR-STAT?

- NCR-Stat dataset contributes to the effort to understand the conditions and issues facing rural communities within the NCR in the three topical areas of NCRCRD:
 - creating resilient communities and economies
 - developing leadership and civic engagement
 - promoting community health and wellness
- Making NCR-Stat available decreases the barriers for institutions to study regional changes and trends and conduct comparative research.
- Regional data collection encourages collaboration between research and Extension and high- and low-resource institutions across the region.
- Facilitate collaboration aimed at additional survey development, data collection method enhancement, and robust data analysis leading to publications and educational curricula.

RURAL-URBAN CLASSIFICATION USED BY NCRCRD

1. U.S. Census Bureau's urban and rural areas*

- ***Metro (urban) areas***
 - Urbanized areas contain a population of 50,000 or more.
 - Urban clusters have at least 2,500 people but fewer than 50,000 residents
- ***Nonmetro (rural) areas***
 - Open countryside with population densities of less than 500 people per square mile
 - Places with fewer than 2,500 people

2. Metropolitan and Micropolitan statistical areas (U.S. Census Bureau)**

- ***Metropolitan (metro) areas***
 - Central counties: urbanized, densely settled, >50,000 people
 - Outlying counties economically tied to central (core) counties, measured by labor-force commuting
- ***Nonmetro counties***
 - Micropolitan (micro) areas: areas centered on urban clusters of 10,000 - 49,999 persons
 - "Noncore" counties: they are not part of "core-based" metro or micro areas.



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* U.S. Census Bureau: Understanding and Using American Community Survey Data - What Users of Data for Rural Areas Need to Know

* U.S. Census Bureau: Defining Rural at the U.S. Census Bureau. 2016. <https://www.census.gov/content/dam/Census/library/publications/2016/acs/acsgeo-1.pdf>

* Economic Research Service, U.S. Department of Agriculture: <https://www.ers.usda.gov/topics/rural-economy-population/rural-classifications/#map>

** U.S. Census Bureau: Defining Rural at the U.S. Census Bureau. 2016. <https://www.census.gov/content/dam/Census/library/publications/2016/acs/acsgeo-1.pdf>

RURAL-URBAN CLASSIFICATION USED BY NCRCRD – cont.

Where is your household located?

- <1> In a rural area (open and/or sparsely populated countryside)
 - <2> In a town of less than 2,500
 - <3> In a town from 2,500 up to 10,000
 - <4> In a city from 10,000 up to 50,000
 - <5> From 50,000 up to 100,000
 - <6> In a city or urban area of 100,000 or more
 - <999> I refuse to answer.
- } RURAL
- } URBAN

How would you describe your current residential location?

- <1> Urban (urbanized area - city or town, metropolitan area)
- <2> Suburban (outskirts of city or town, outlying area economically tied to an urban area, within commuting distance)
- <3> Rural (open and/or sparsely populated countryside, not within commuting distance to urban or suburban areas)
- <999> I refuse to answer.

- Our first dataset that includes social and economic data collected at the household level
- Topics
 - **Household Demographics** (Household and householder characteristics, location, migration)
 - **Creating Resilient Communities & Economies** (Household Income; Workforce Participation; Entrepreneurship; Caregiving; Housing; Broadband Access and Computer Use; Placemaking)
 - **Developing Leadership & Civic Engagement** (Community Leadership; Civic Engagement; Diversity, Equity, and Inclusion)
 - **Promoting Community Health & Wellness** (Community Food Security; Substance Misuse and Use Disorder; Health Status and Health Care; Quality of Life, Satisfaction, and Well-Being)
 - **Protecting Environment**

SOURCES USED FOR THE NCR-STAT BASELINE SURVEY DEVELOPMENT

- U.S. Census Bureau. Table H1. Households by Type and Tenure of Householder for Selected Characteristics: 2021
- Substance Abuse and Mental Health Services Administration. Workplace substance use prevention
- American Association of Retired Persons (AARP). Caregiving in the U.S.2020.
- Purdue Extension – Community Development. Assessing Housing Conditions and Needs in Blackford County
- Michigan State University. Placemaking Assessment Tool.
- Tuck, B. A., Chazdon, S. A., Rasmussen, C. M., & Bohn, H. J. (2021). Measuring the Economic Benefit of Extension Leadership Programs: McLeod for Tomorrow. *Journal of Extension*, 58(4).
- Economic Research Service. USDA. ERS USDA (2018). Household Food Security in the United States in 2017. US Department of Agriculture Economic Research Report No. ERR-356
- Chicago Metropolitan Agency for Planning. Food Resource Accessibility Survey.
- National Coalition Against Prescription Drug Abuse. Addiction Questionnaire.
- U.S. Census Bureau. Household Pulse survey.
- Happiness Alliance.
- Hirschauer, N., Lehberger, M. & Musshoff, O. Happiness and Utility in Economic Thought—Or: What Can We Learn from Happiness Research for Public Policy Analysis and Public Policy Making?. *Soc Indic Res* 121, 647–674 (2015).
- Print Discuss. Environment Conversation Questions.

SURVEY SAMPLE SPECIFICATION

- **Share of nonfamily and family households**
 - 36% of nonfamily households, 64% of family households (StatsIndiana*)
- **Share of urban and rural households**
 - 70% of urban households, 30% of rural households (U.S. Census Bureau, NCRCRD rural-urban definition)
- **Households by race and Hispanic origin of the householder (minimum quotas)**
 - 8% Black, 8% Hispanic, 2% American Indians and Alaska Native, 3% Asian, 87% other races, including White (U.S. Census Bureau)

* StatsIndiana (Indiana's Public Data Utility): <https://www.stats.indiana.edu/index.asp>

DATA COLLECTION

- The commercial company Qualtrics® employed a survey developed by the NCRCRD team and gathered data based on pre-defined quota sampling and screening questions.
- An online survey using Qualtrics (required sample size: 3,753 households)
 - Data from 417 households for each of the following states were requested:
 - Illinois
 - Indiana
 - Iowa
 - Kansas
 - Michigan
 - Minnesota
 - Missouri
 - Ohio
 - Wisconsin
- Mixed method (required sample size: 380 households) for the following states:
 - Nebraska: 150 households (100 online panel + Computer Assisted Telephone Interviewing - CATI)
 - North Dakota: 115 households (best efforts online + CATI)
 - South Dakota: 115 households (best efforts online + CATI)
- Sample total: 4,133 required hsh + 535 additional hsh = 4,668 households

1 Screening Questions

Thank you for participating in our survey. Please answer the following question.

SC1

Are you a decision-maker in this household?

- <1> Yes, I alone make decisions for the household
- <2> Yes, I share decisions for the household with a spouse, partner, or other adults in the household.
- <3> No, I am not a decision-maker.
- <999> I refuse to answer.
- <if SC1=3, SC1=999 - end of the survey>

SC2(HD3)

What is your ethnicity?

- <1> Hispanic or Latino
- <2> Not Hispanic or Latino
- <999> I refuse to answer.
- <if SC2(HD3)=999 - end of the survey>

SC3(HD4)

What do you usually identify as your race? *(Please check all that apply.)*

- <1> American Indian or Alaska Native
- <2> Asian
- <3> Black or African American
- <4> White
- <5> Native Hawaiian and Other Pacific Islander
- <6> Two or more races
- <7> Other races
- <999> I refuse to answer.
- <if SC3(HD4)=999 - end of the survey>

SC4(HD1)

What type of household do you live in?

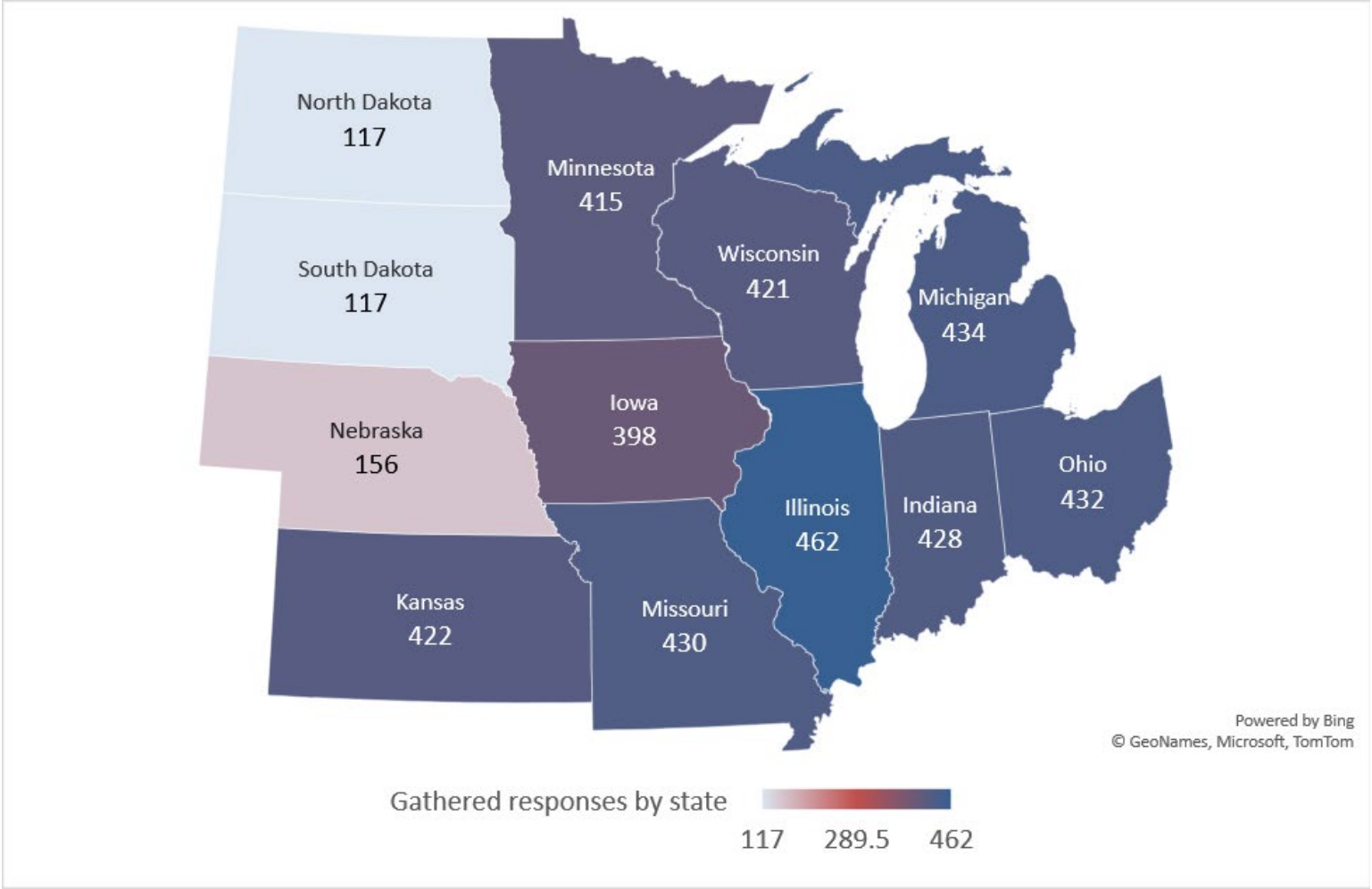
- <1> Nonfamily household (consists of a householder living alone or with nonrelatives only, for example, with roommates or an unmarried partner)
- <2> Family household (consists of a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption)
- <999> I refuse to answer.
- <if SC4(HD1)=999 - end of the survey>



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NCR-STAT: BASELINE SURVEY RESULTS

NCR-Stat: Baseline Survey, respondents by state (N=4,232)



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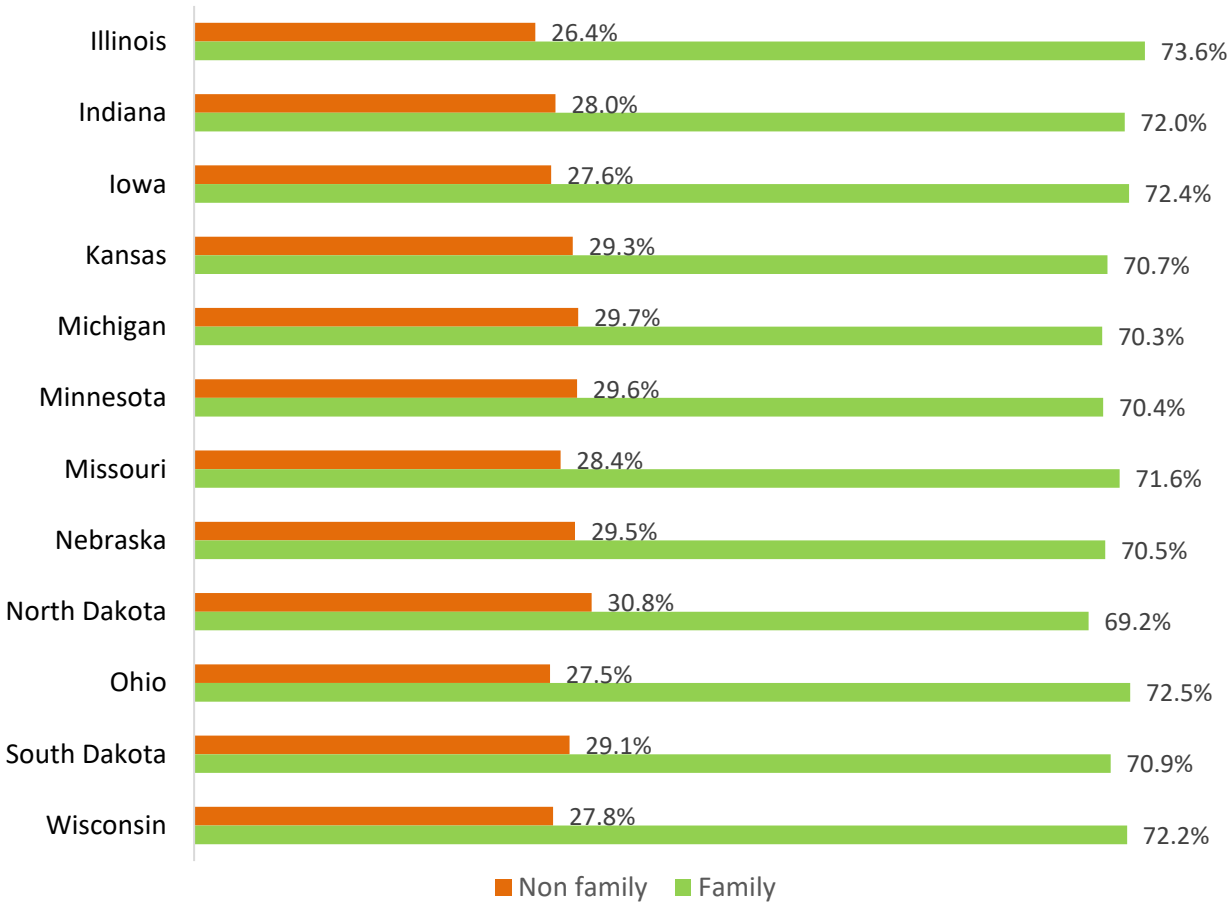


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NCR-STAT: BASELINE SURVEY RESULTS – CONT.



NCR-Stat: Baseline Survey, respondents by state and household type (N=4,232)



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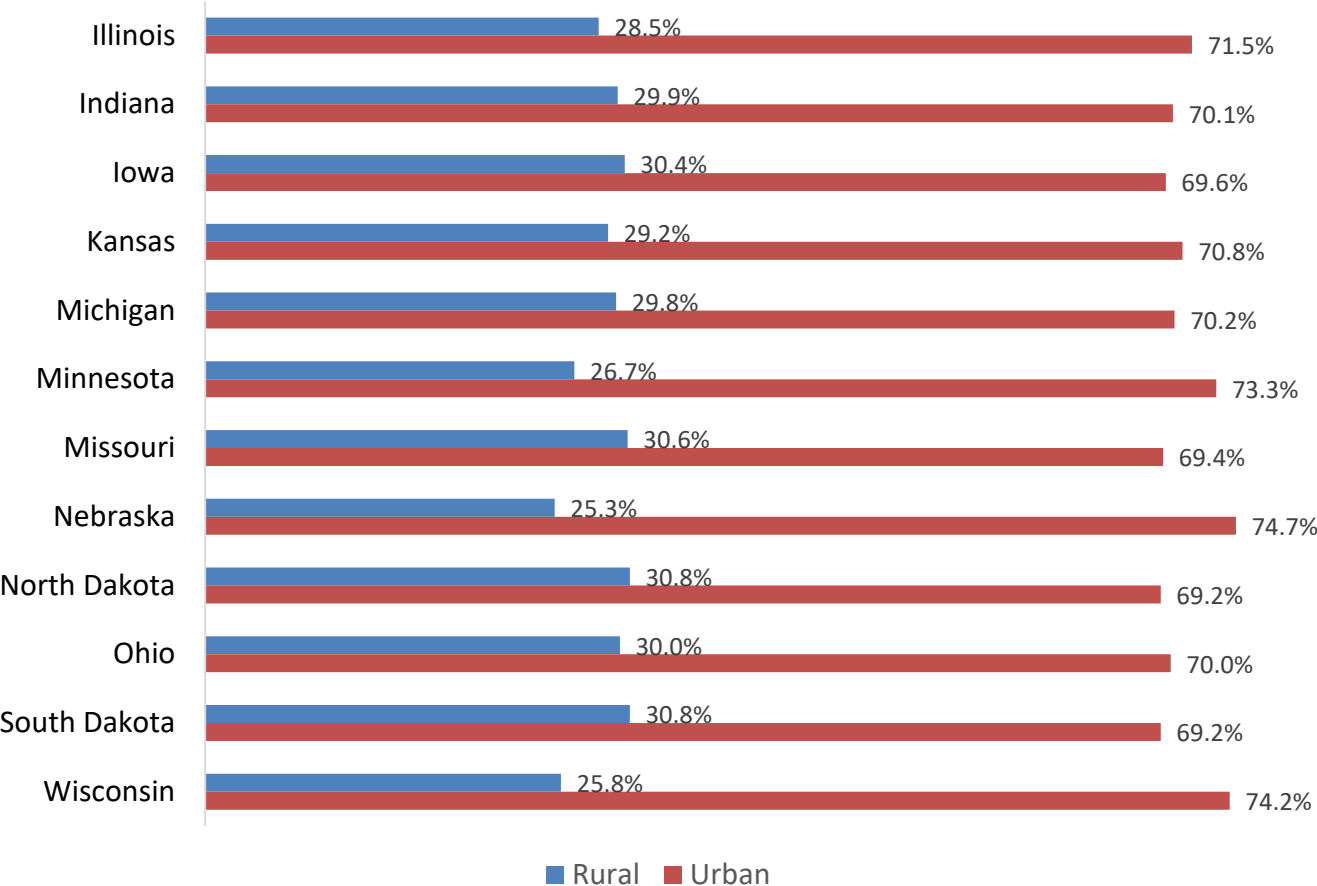
Note: The number of respondents is lower than the total sample because several refused to answer the question about their state.



NCR-STAT
BASELINE

NCR-STAT: BASELINE SURVEY RESULTS – CONT.

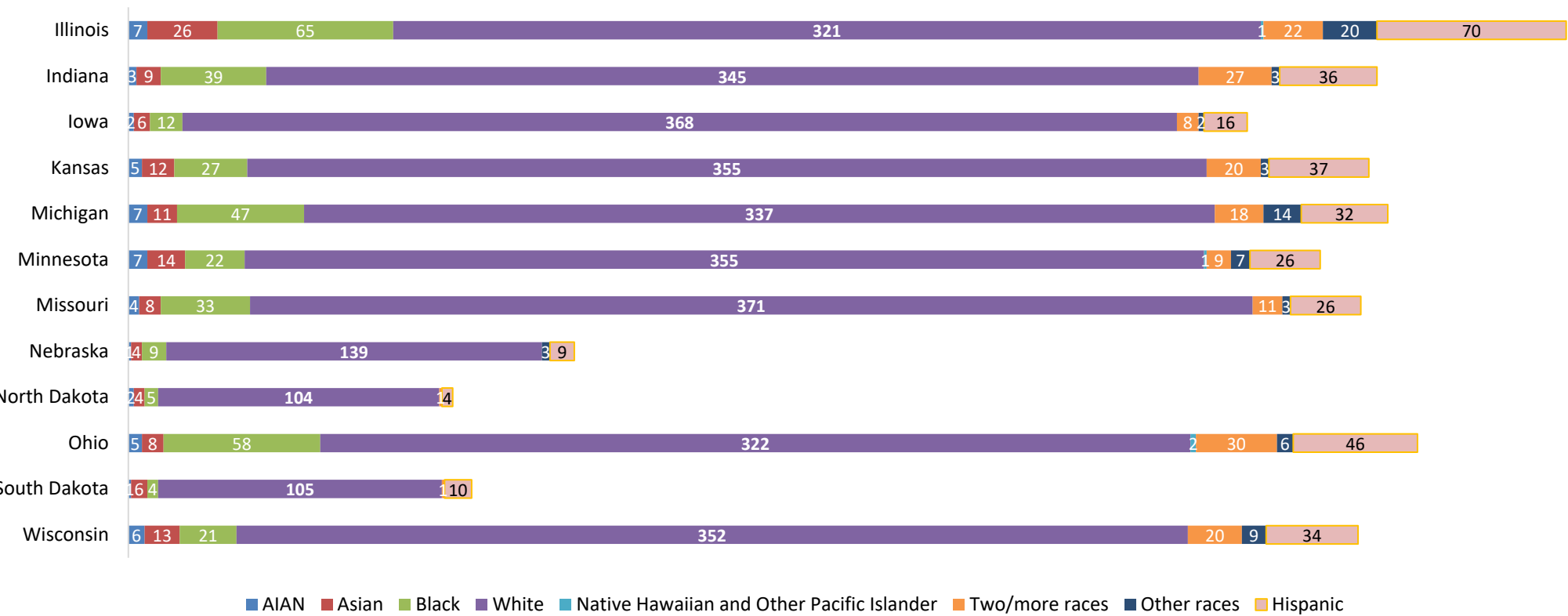
NCR-Stat: Baseline Survey, respondents by state and rural/urban location (N=4,203)



Note: The number of respondents is lower than the total sample because several refused to answer the question about their state and/or rural/urban location.

NCR-STAT: BASELINE SURVEY RESULTS – CONT.

NCR-Stat: Baseline Survey, respondents by state, race, and Hispanic origin (N=4,232)



WHAT DOES THE CENTER DO WITH THE DATA?

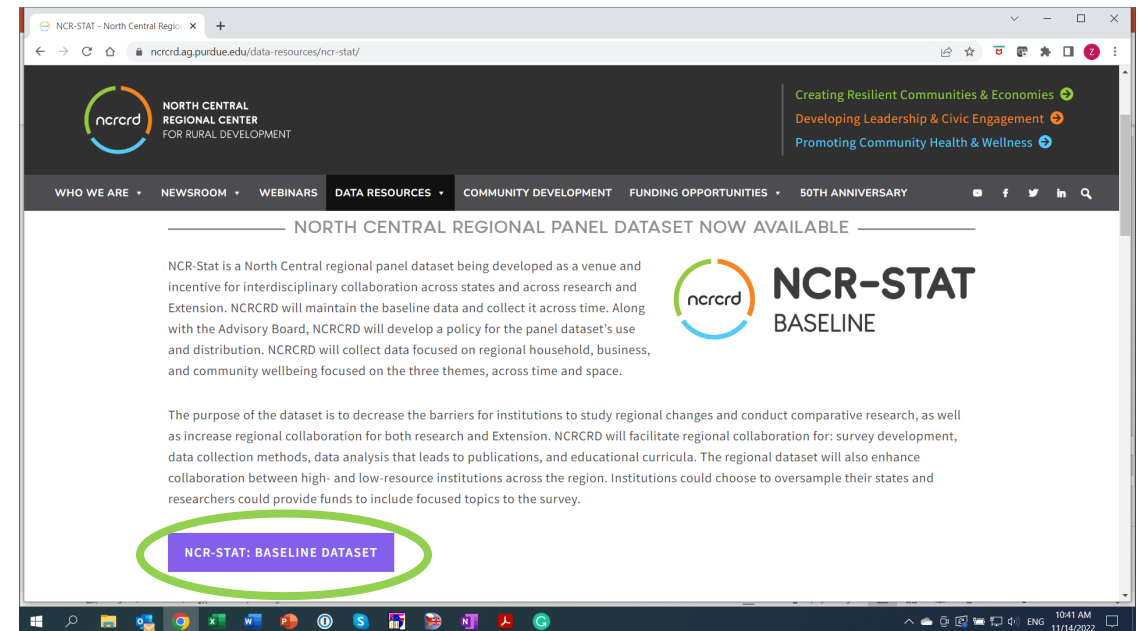
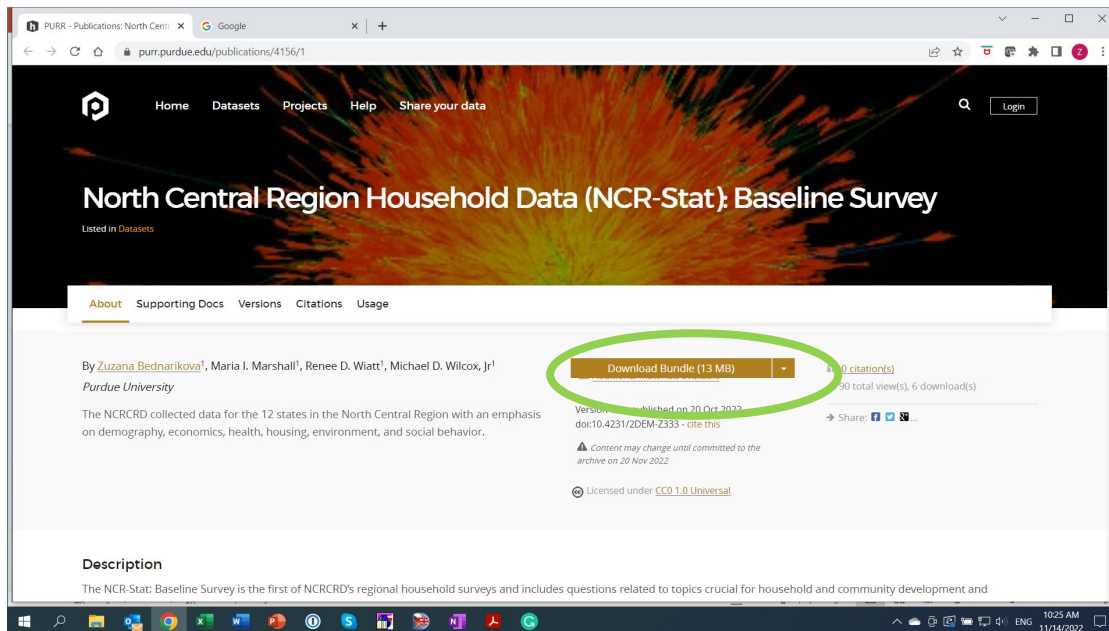
- Purdue University Research Repository (PURR)

[doi:10.4231/2DEM-Z333](https://doi.org/10.4231/2DEM-Z333)

<https://purrr.purdue.edu/publications/4156/1>

- NCRCRD

<https://ncrcrd.ag.purdue.edu/data-resources/ncr-stat/>



WHAT DOES THE CENTER DO WITH THE DATA? – CONT.

NCR-Stat: Baseline Survey Data Snapshots

- Descriptive Statistics
 - Variables on the NCR and state level
- Inferential Statistics (Cross-tabulation)
 - Household type, location, gender, race and ethnicity
- Published on the NCRCRD website as a Story Behind the Numbers series
 - <https://ncrcrd.ag.purdue.edu/data-resources/story-behind-the-numbers/>



EXPLORING HEALTH
INSURANCE COVERAGE
IN THE NORTH CENTRAL
REGION AT THE
INTERSECTION OF
LOCATION,
EMPLOYMENT, GENDER,
RACE, AND ETHNICITY

Posted on December 5th, 2022



HEALTH INSURANCE AND
HEALTH COVERAGE
PLANS IN THE NORTH
CENTRAL REGION

Posted on November 4th, 2022

In the 2022 NCR-Stat Baseline
Survey, the NCRCRD examined
the state of health insurance and

Health Status

- ☺ ☒ Excellent
- ☹ ☐ Average
- ☹ ☐ Poor

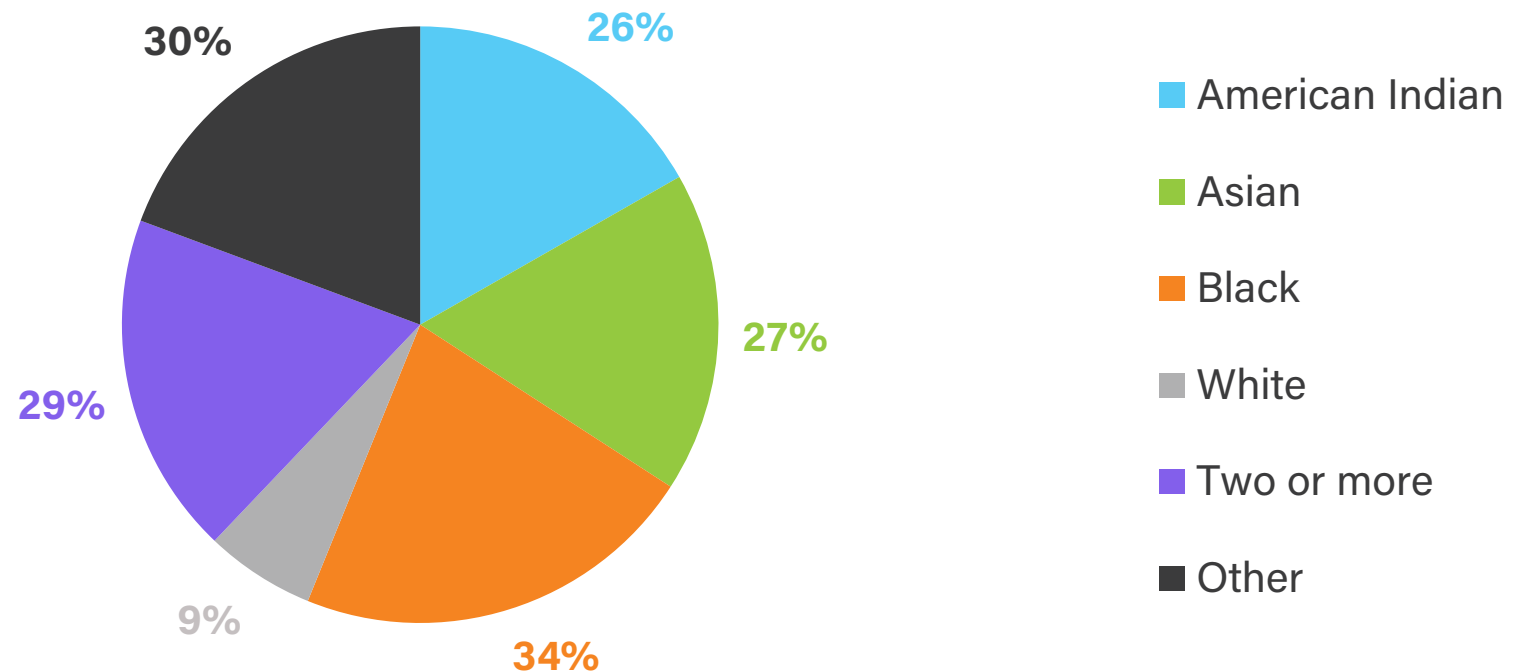
NCR-STAT: HOUSEHOLD
HEALTH STATUS IN THE
NORTH CENTRAL REGION

Posted on September 19th, 2022

In the 2022 NCR-Stat Baseline
Survey, the NCRCRD examined
the current general health status
of households across the North

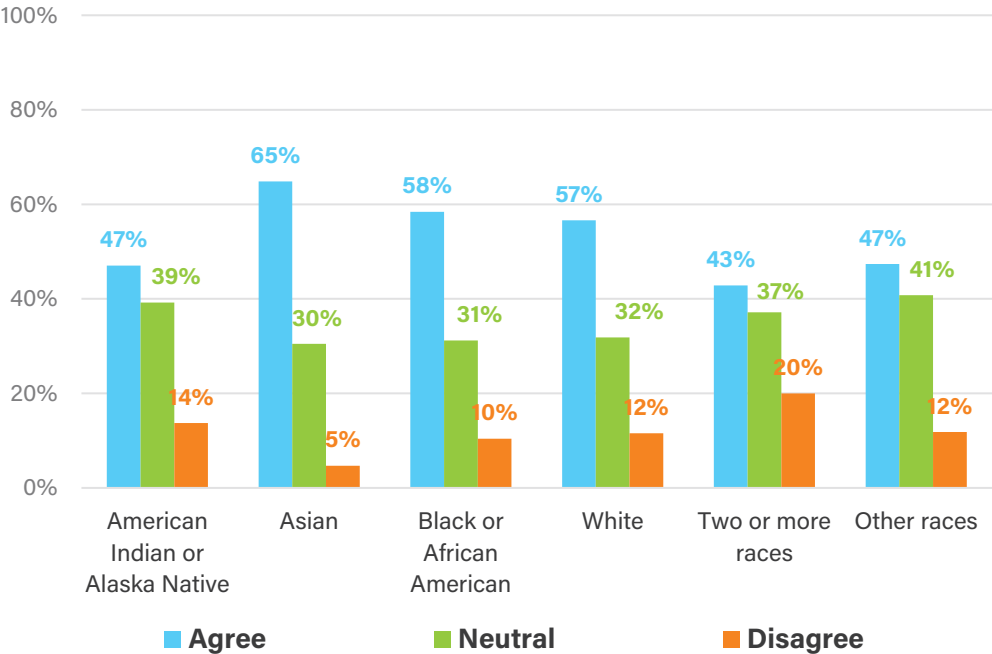
STUDENT'S WORK- DIVERSITY, EQUITY AND INCLUSION

The share of respondents that personally experienced discrimination in their community in the last 12 months

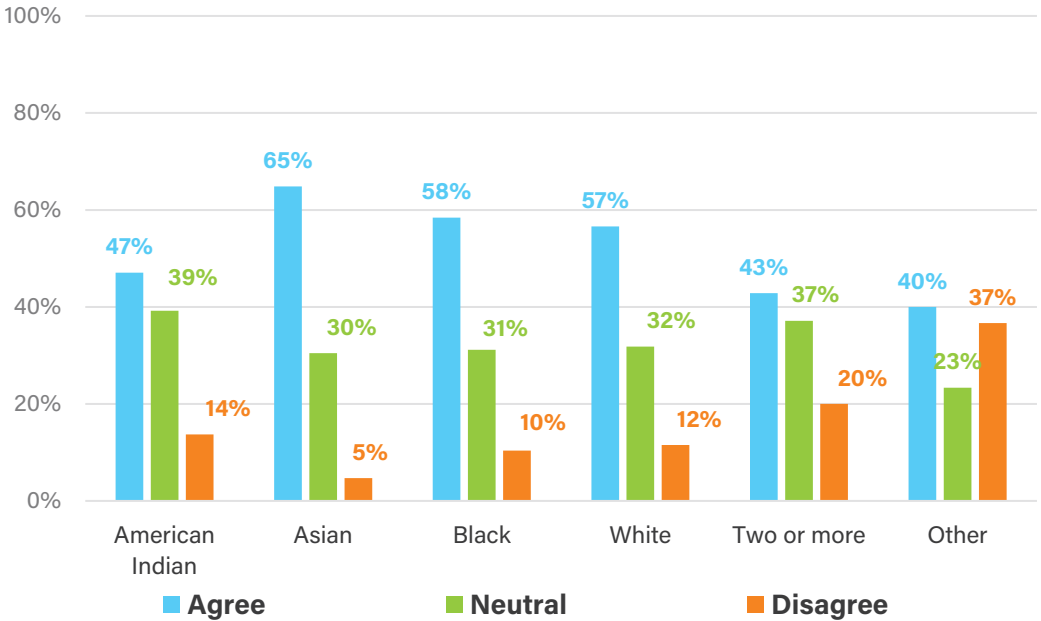


STUDENT'S WORK- DIVERSITY, EQUITY AND INCLUSION – CONT.

My local community makes all residents feel welcomed



My local community welcomes residents from all backgrounds to participate in local government and community decision-making

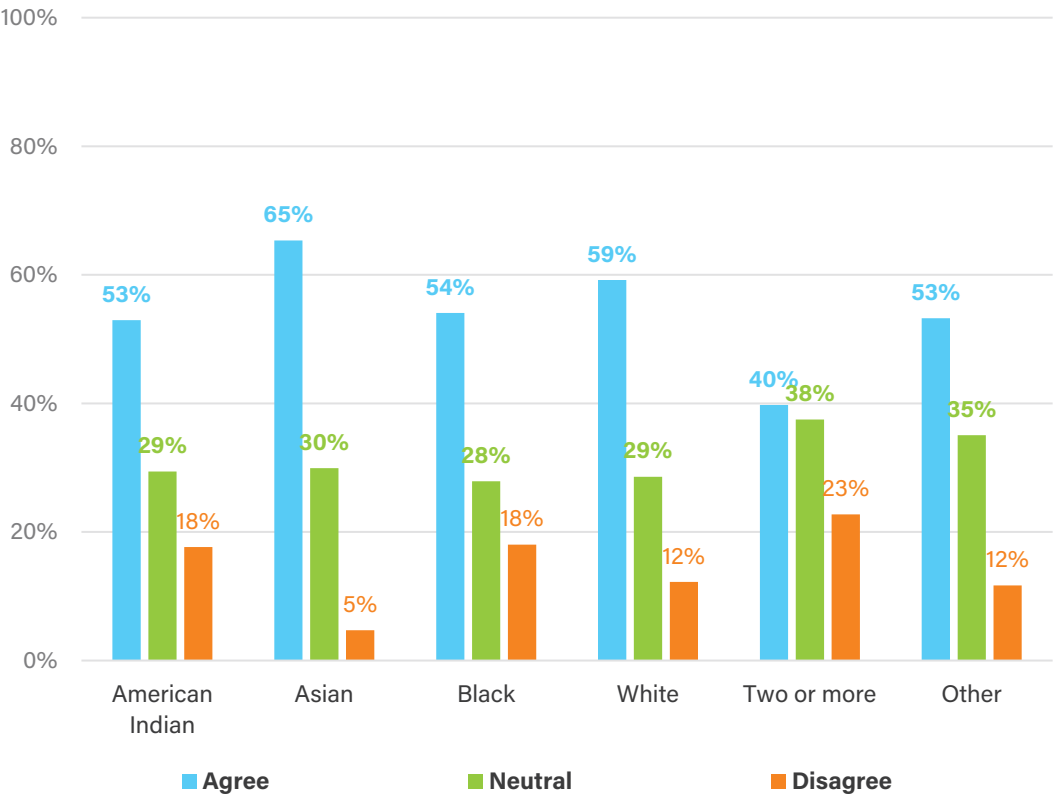


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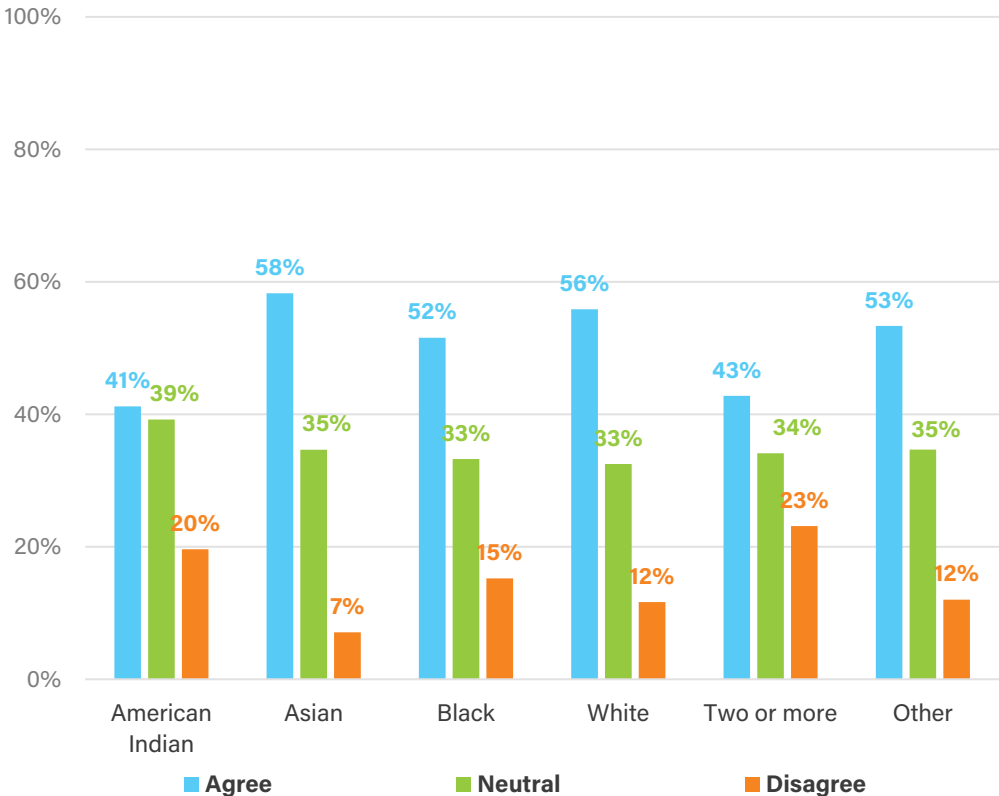
STUDENT'S WORK- DIVERSITY, EQUITY AND INCLUSION – CONT.



My local community provides equal employment opportunities to residents of all backgrounds

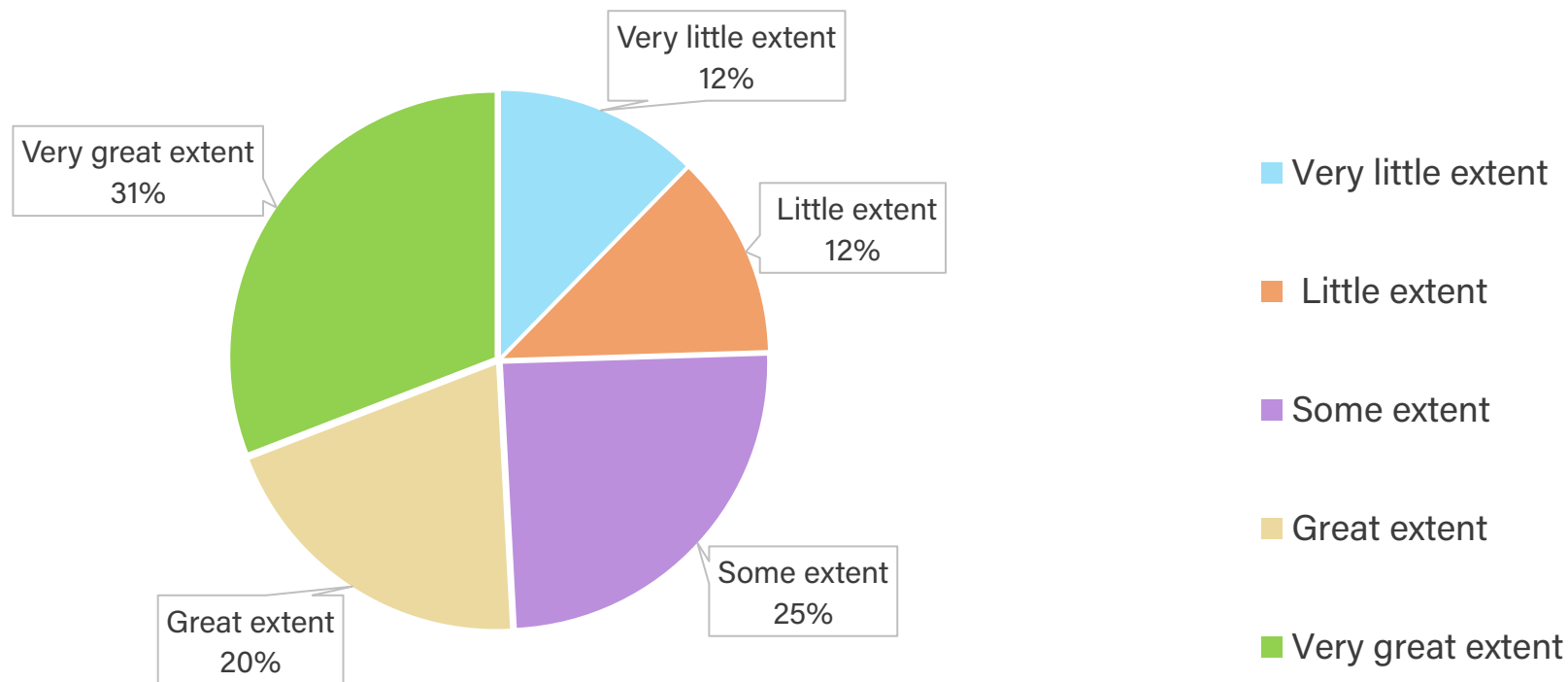


My local community provides equal access to housing for residents of all backgrounds



STUDENT'S WORK- ENVIRONMENT

To what extent climate change or global warming is an issue to be aware of
(N=4,585)

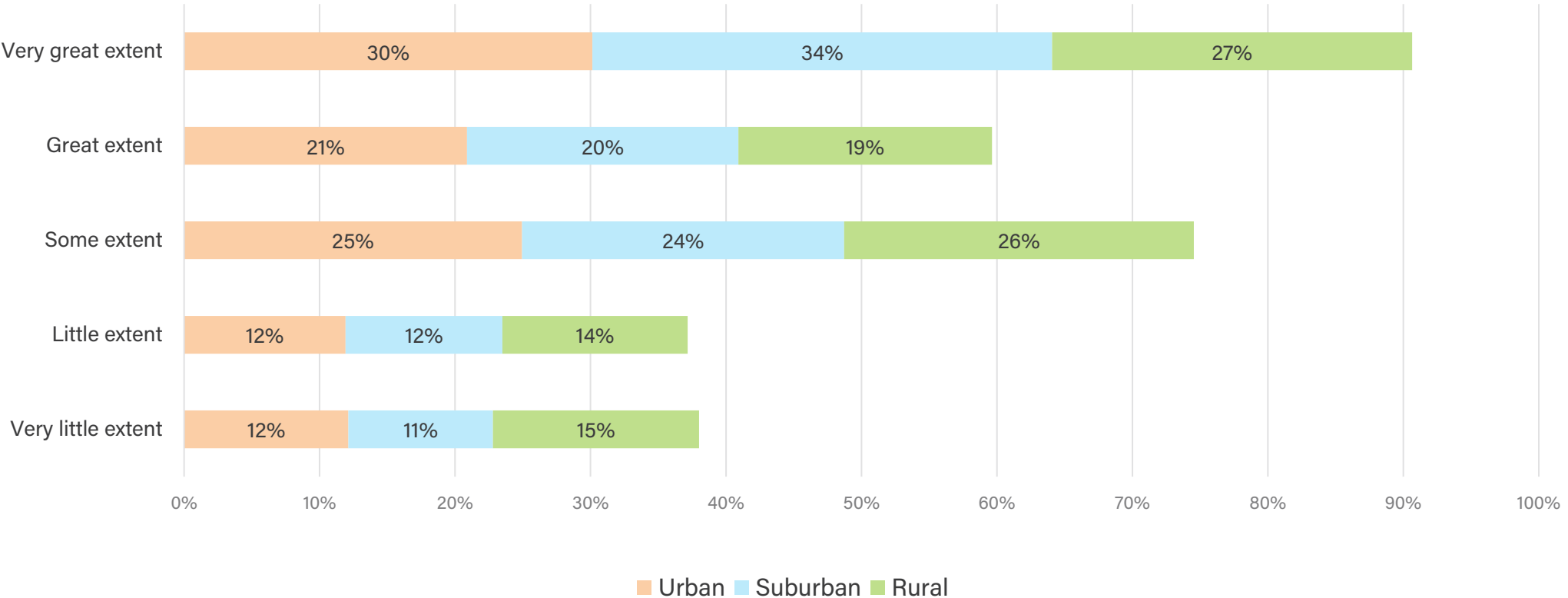


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STUDENT'S WORK- ENVIRONMENT – CONT.



Environmental Concern Based on Residential Location (N=4,574)





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