

Introducing the New NCR-Stat: Small Business Dataset

Rural businesses are essential to their communities, often employing rural residents and impacting the local economy. This webinar introduces the **NCR-Stat: Small Business Survey** which NCRCRD conducted to explore the intersection of small businesses, benefits, and rural health. Learn more about this new open access dataset which includes 1,287 responses from small business owners in the North Central Region on a variety of topics: business ownership type, small business benefits, substance misuse and mental health, workforce development, trust and community, adjustment strategies, socioemotional wealth, financials, and business owners' households.



NCR-STAT
SMALL BUSINESS

Presenters:

- **Maria I. Marshall**, Director, North Central Regional Center for Rural Development (NCRCRD); Professor and James and Lois Ackerman Endowed Chair in Agricultural Economics, Purdue University; and Director, Purdue Institute for Family Business
- **Renee Wiatt**, Research and Extension Specialist, NCRCRD and Purdue Institute for Family Business



**NORTH CENTRAL
REGIONAL CENTER
FOR RURAL DEVELOPMENT**

WEBINAR - AUGUST 27, 2024 - 1:00 PM (ET)

Resilient Couples, Resilient Communities

Stable and supportive couple relationships have wide-reaching benefits for adults, children, and the communities in which they reside. Developing and maintaining such a relationship, however, is often a challenge.

This webinar will present findings from a new initiative to develop and evaluate a sustainable approach to disseminate efficacious programming to couples in the North Central Region.

Presenter: Allen Barton, Assistant Professor & Extension Specialist
University of Illinois Urbana-Champaign



WEBINAR • SEPTEMBER 17, 2024 • 2:00 PM (ET)



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Image courtesy Strong Couples Project
go.illinois.edu/StrongCouples

Introducing the NCR-Stat: Small Business Dataset

Renee Wiatt & Dr. Maria Marshall

August 27, 2024



NORTH CENTRAL REGIONAL CENTER
FOR RURAL DEVELOPMENT



WHAT IS NCR-STAT?

- The North Central Region Database (NCR-Stat) include primary economic and social household data collected at the state level.
- The NCR-Stat Database focus on households, businesses, and community well-being in rural and urban communities in the North Central Region.



WHAT IS THE PURPOSE OF NCR-STAT?

- Understand the conditions and issues facing rural and urban communities within the NCR.
- Provide regional and state-level data.
- Data are for researchers, Extension educators, practitioners, and decision-makers.
- Leverage seed data for more in-depth studies.

■ **Baseline Survey**

- To get a better picture of the NCR and learn more about household demographics, income, workforce participation, **entrepreneurship**, **caregiving**, human capital, **housing**, broadband access, placemaking, community leadership, civic engagement, health and wellness, food security, and the environment.
- Starting point for following surveys on specific thematic areas.

■ **Caregiving Survey**

- Caregiving across the life course
- Who provides child, adult, and older adult care
- Individuals' lived experience with caregiving
- How caregiving affects economic development and quality of life in the NCR
- Develop recommendations to support caregiving and caregivers

Finished collection in March 2024

Rural businesses are essential to their communities, often employing rural residents and impacting the local economy. The NCR Stat: Small Business Survey focuses on the intersection of small businesses, benefits, and rural health.



NCR-STAT
SMALL BUSINESS

- 20-minute **Qualtrics online** small business survey in rural and urban areas in all 12 NCR states (102+ observations per state)
- Survey content:
 - Screeners (quota questions)
 - Owner Demographics
 - Business Characteristics
 - Copreneur – Spouse
 - Small Business Benefits
 - Substance Misuse and Mental Health
 - Workforce Development
 - Trust and Community
 - Adjustment Strategies
 - Socioemotional Wealth (SEW)
 - Financial Information
 - Household Characteristics
 - Exit Strategies

▪ Overall quotas and specifications:

1) Must own a small business in the North Central Region (12-state area)

- Less than 500 employees, not including the owner [Source: Small Business Administration]

2) Share of urban and rural small business owners

- Minimum 30% of rural business owners [Source: U.S. Census Bureau]

3) Share of small business owners by gender

- Min 42% female respondents, min 45% male respondents

▪ Overall quotas and specifications (continued):

4) By race and Hispanic origin of the business owner [Source: U.S. Census Bureau and Small Business Administration]

- 1.2% American Indians and Alaska Natives
- 0.3% Native Hawaiian or Pacific Islander
- 8% Asian
- 12% Black
- 79% White
- 16% Hispanic

5) Share of Veteran small business owners

- 6% served in the U.S. Armed Forces, including the Coast Guard, the National Guard, or a Reserve component of any service branch

DATA COLLECTION - NCR-STAT: SMALL BUSINESS SURVEY

- The commercial company Qualtrics® employed a survey and gathered data based on pre-defined quotas and screening questions.
- The required number of respondents was 1,200 (100 per state).
- An **online survey** using Qualtrics (sample size: 1,287 small businesses; 102+ per state):
 - Illinois
 - Indiana
 - Iowa
 - Kansas
 - Michigan
 - Minnesota
 - Missouri
 - Nebraska
 - North Dakota
 - Ohio
 - South Dakota
 - Wisconsin
- **The final number of respondents is 1,287:**
 - Non-Employers: N=310 (24.09%)
 - 1-10 Employees: N=723 (56.18%)
 - 11-100 Employees: N=195 (15.15%)
 - 101-500 Employees: N=59 (4.58%)

WHERE TO FIND THE DATA

NCRCRD Website: <https://ncrcrd.ag.purdue.edu/ncr-stat/>

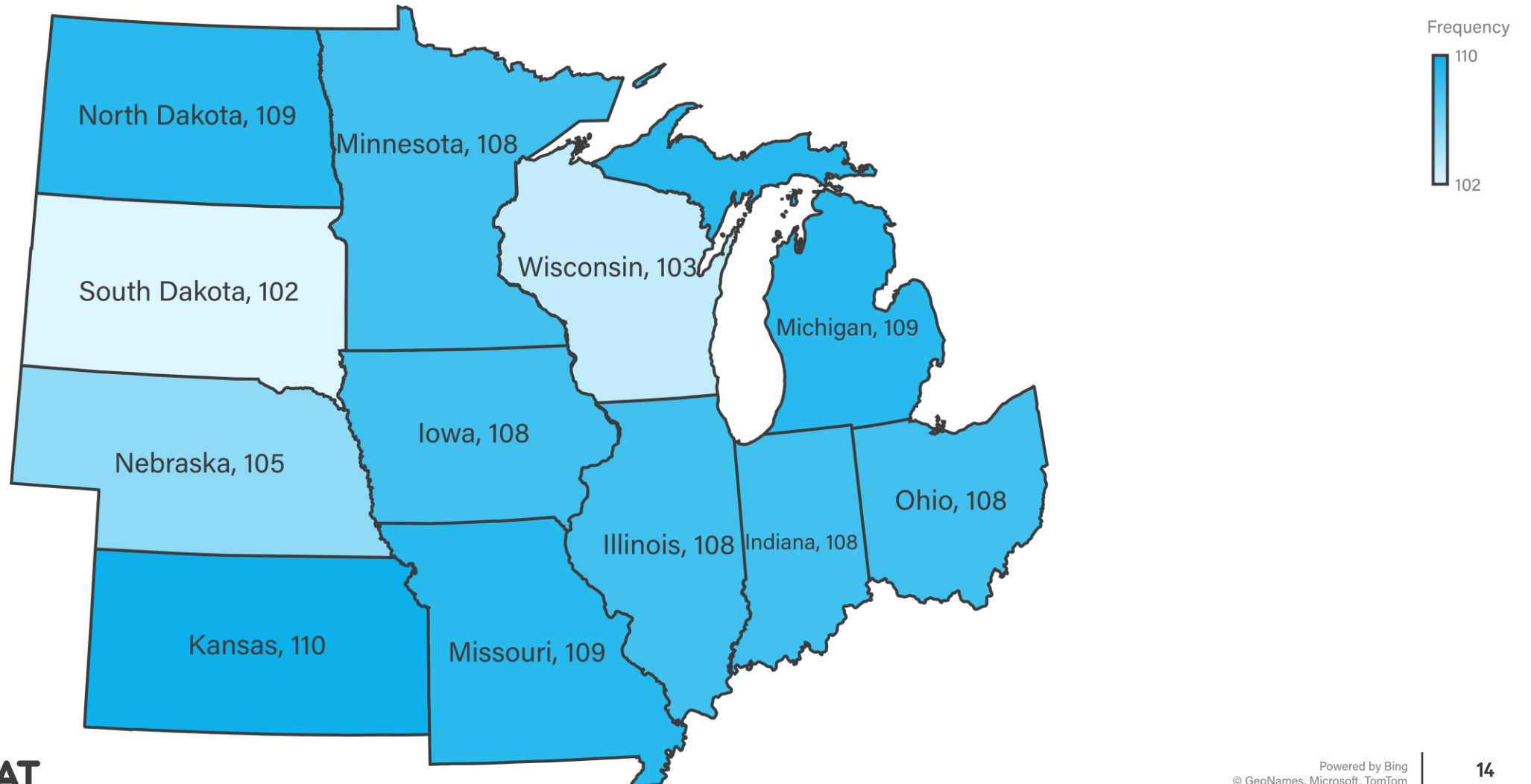
NCR-STAT: SMALL BUSINESS DATASET

The screenshot shows the dataset page for 'NCR-Stat: Small Business Survey'. The page features a dark header with a navigation menu (Home, Datasets, Projects, Help, Share your data), a search icon, and a 'Login' button. The main title is 'NCR-Stat: Small Business Survey', with a sub-label 'Listed in Datasets'. Below the title is a navigation bar with links for 'About', 'Supporting Docs', 'Versions', 'Citations', and 'Usage'. The 'About' section lists authors: Renee D Wiatt¹, Maria I Marshall¹, Michael D Wilcox Jr², Zuzana Bednarik¹, Nicole Adams¹, and Bhagyashree Katare¹. It also includes affiliations: '1. Purdue University 2. Purdue Extension - Purdue University'. A description states: 'The NCRCRD collected data about small businesses in the North Central Region. The dataset includes 1,287 responses from small business owners, including information on owners, health and wellness in the workplace, and more.' Metadata includes 'Download Bundle (3 MB)', 'Version 1.0 - published on 02 May 2024 doi:10.4231/6VGS-5386 - cite this', 'Archived on 03 Jun 2024', and 'Licensed under CC0 1.0 Universal'. Citation statistics show '0 citation(s)' and '322 total view(s), 38 download(s)'. Social sharing options for Facebook, Twitter, and LinkedIn are visible.

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STATES IN THE NORTH CENTRAL REGION

NCR-Stat: Small Business Number of Observations by State (2024)



SURVEY DEMOGRAPHICS: NCR-STAT SMALL BUSINESS

Quota Category	Target (%)	Actual (#)	Actual (%)
Rural/Urban			
Rural	minimum 30%	484	37.61%
Urban	-	803	62.39%
Gender			
Female	minimum 42%	748	58.12%
Male	minimum 45%	529	41.10%
Non-binary or non-conforming	-	7	0.54%
Transgender	-	3	0.23%

SURVEY DEMOGRAPHICS: NCR-STAT SMALL BUSINESS

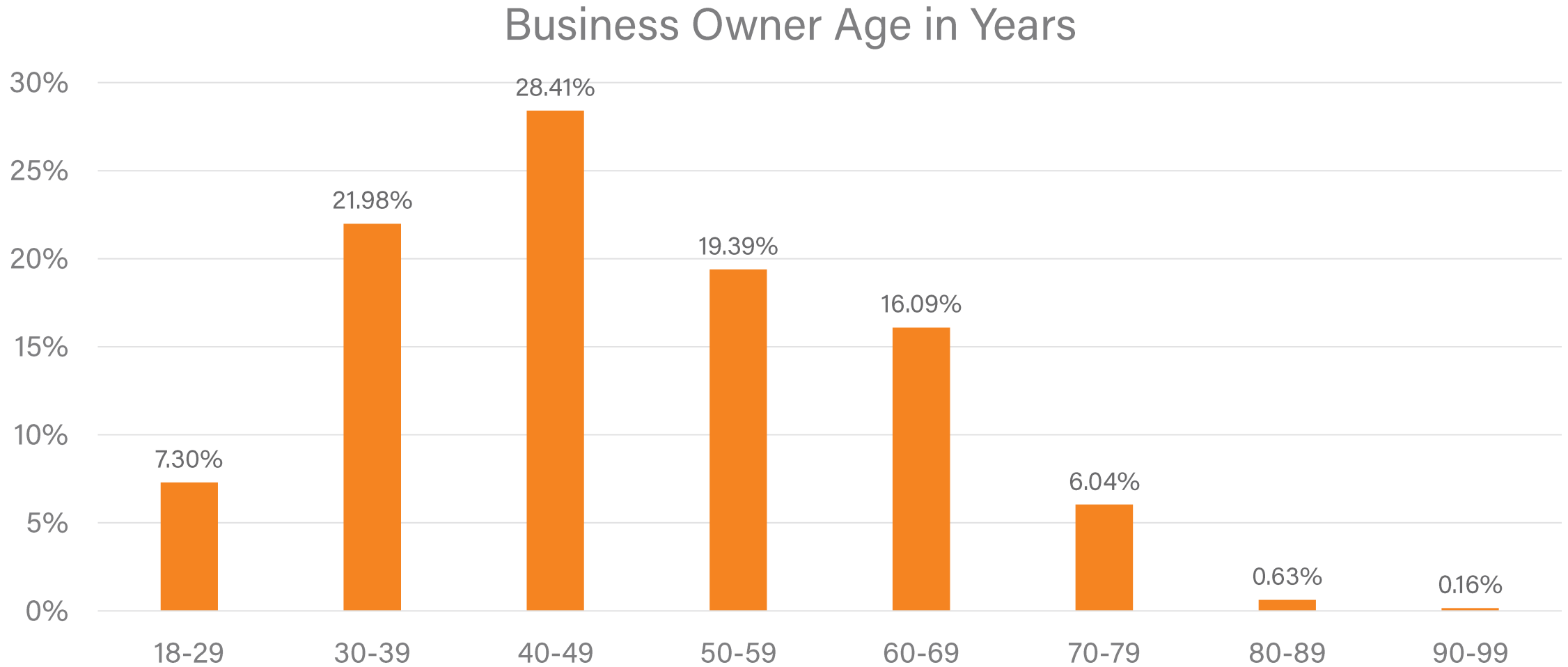
Quota Category	Target (%)	Actual (#)	Actual (%)
Race and Ethnicity (not mutually exclusive)			
American Indians and Alaska Natives	minimum 1.2%	43	3.34%
Asian	minimum 8%	34	2.64%
Black	minimum 12%	194	15.07%
White	maximum 79%	1011	78.55%
Native Hawaiian or Pacific Islander	minimum 0.3%	5	0.39%
Two or more races	-	7	0.54%
Other races	-	25	1.94%
Hispanic	minimum 16%	139	10.80%
Minority	-	383	29.76%
Other			
Veteran of U.S. Armed Forces	minimum 6%	137	10.64%

Small Business Owner Education Level



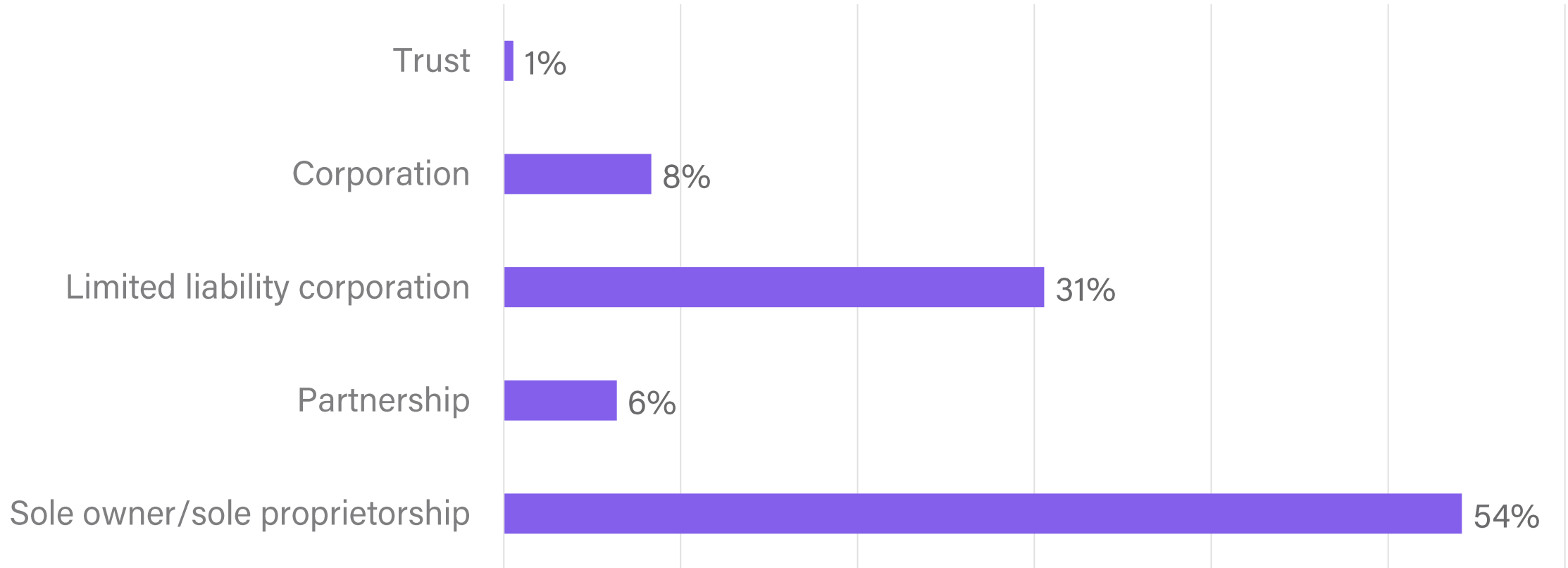
Note: Full sample used (1287)

BUSINESS OWNER AGE



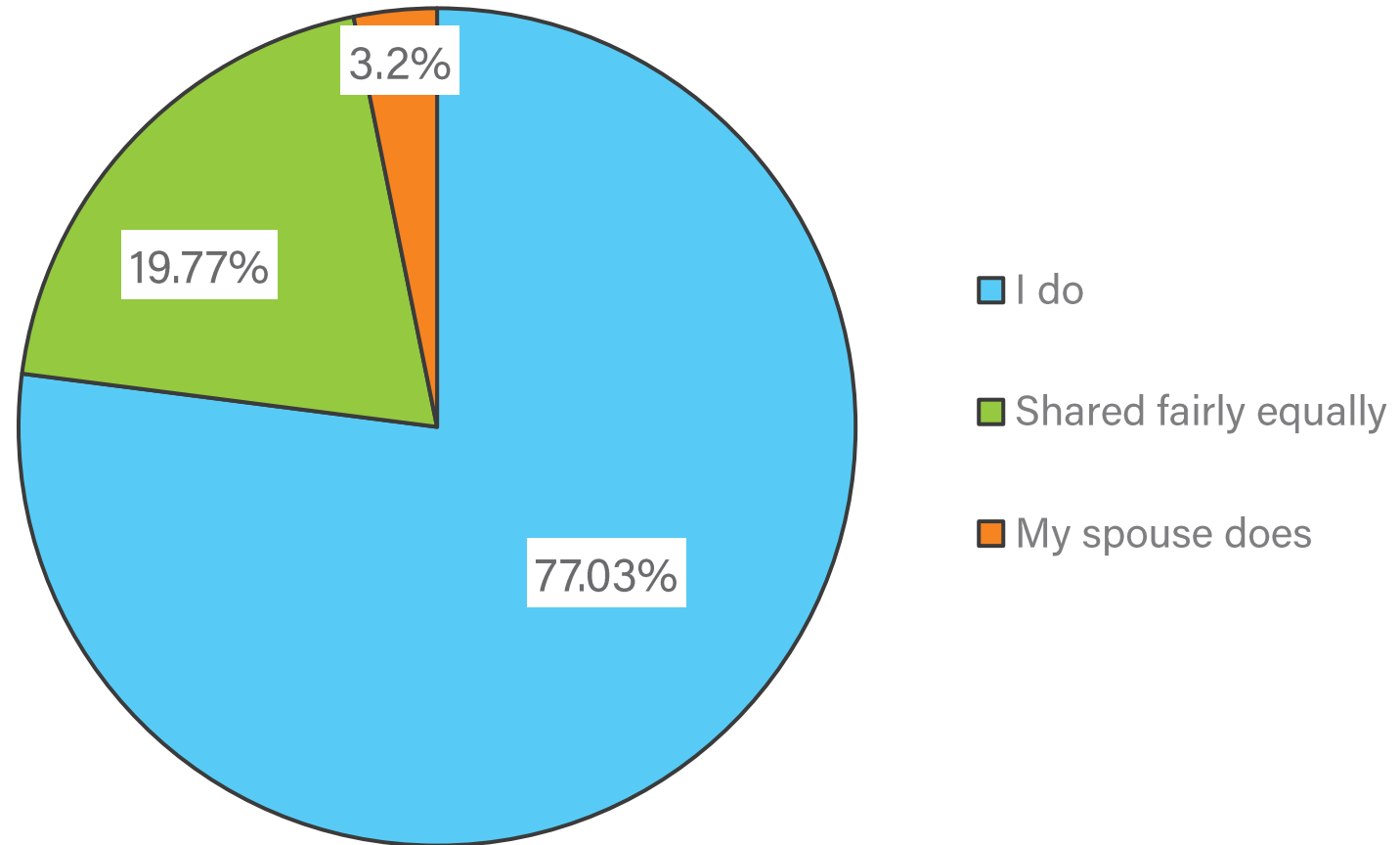
BUSINESS LEGAL CONFIGURATION

What is the configuration of your business?



COPRENEURIAL QUESTIONS (ONLY MARRIED BUSINESS OWNERS ANSWER)

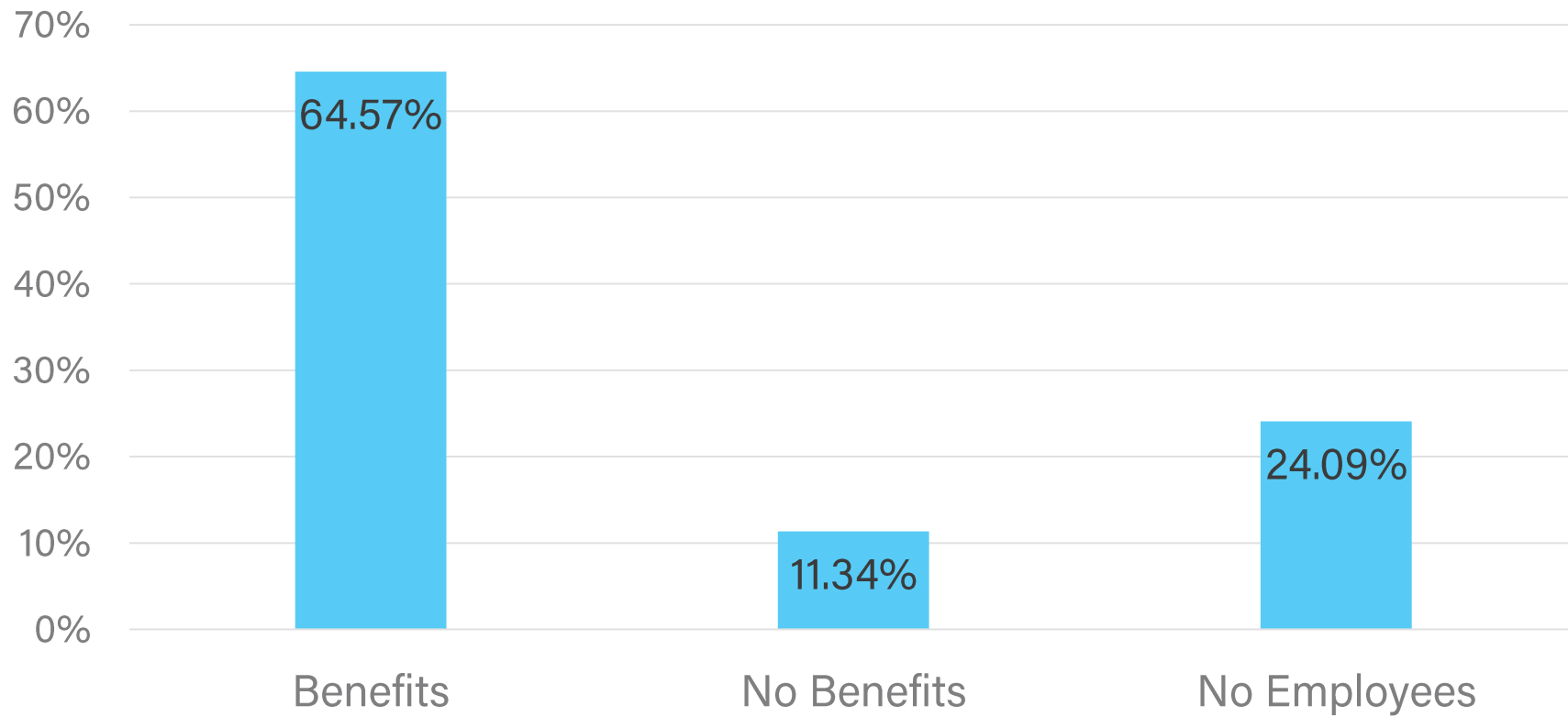
Copreneurs: Who makes decisions on how profits are utilized?
(N=875)



Note: 67.99% of total small business owner sample are married or living with partner

BUSINESS-PROVIDED BENEFITS

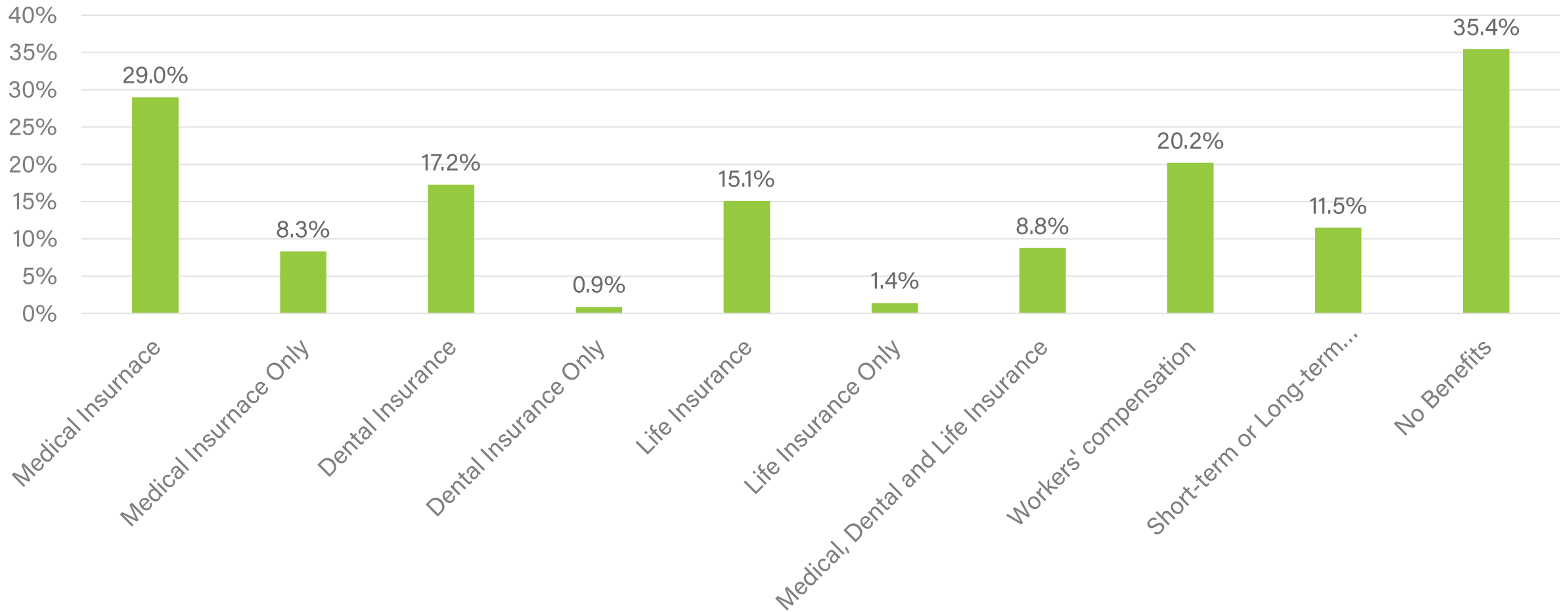
Does your business provide benefits to employees?



Note: Full sample used (1287)

BUSINESS-PROVIDED BENEFITS

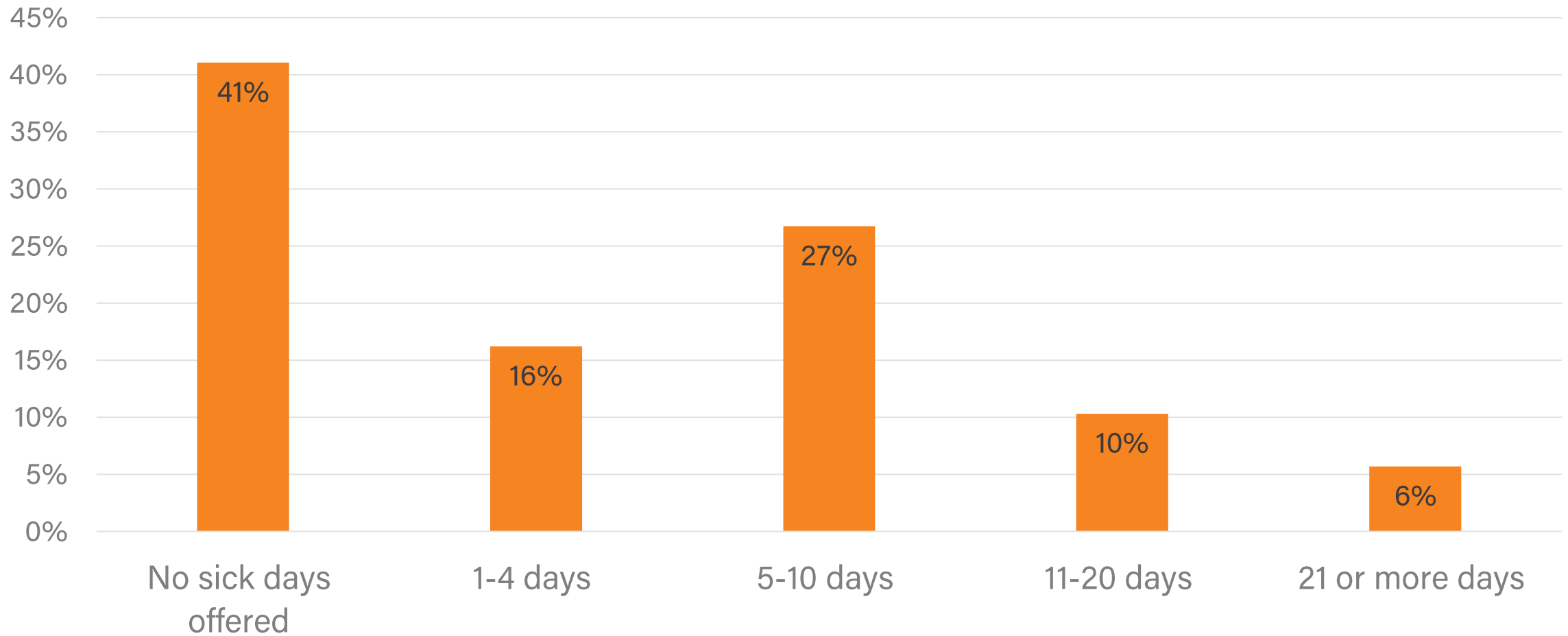
Small Business Benefits



Note: No categories are mutually exclusive;
only employer businesses included

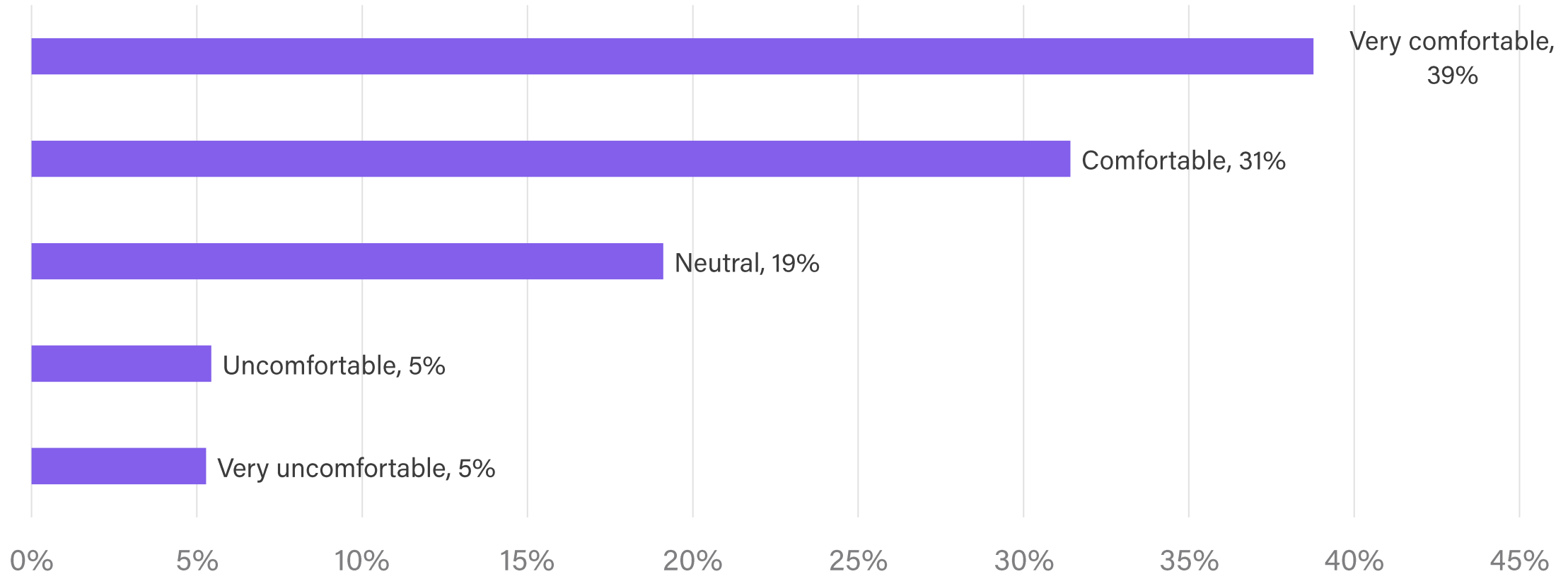
SICK DAYS PER YEAR PROVIDED TO EMPLOYEES

Sick Days per Year Provided for Full-Time Employees



COMFORTABILITY SPEAKING WITH EMPLOYEES EXPERIENCING MENTAL HEALTH ISSUES

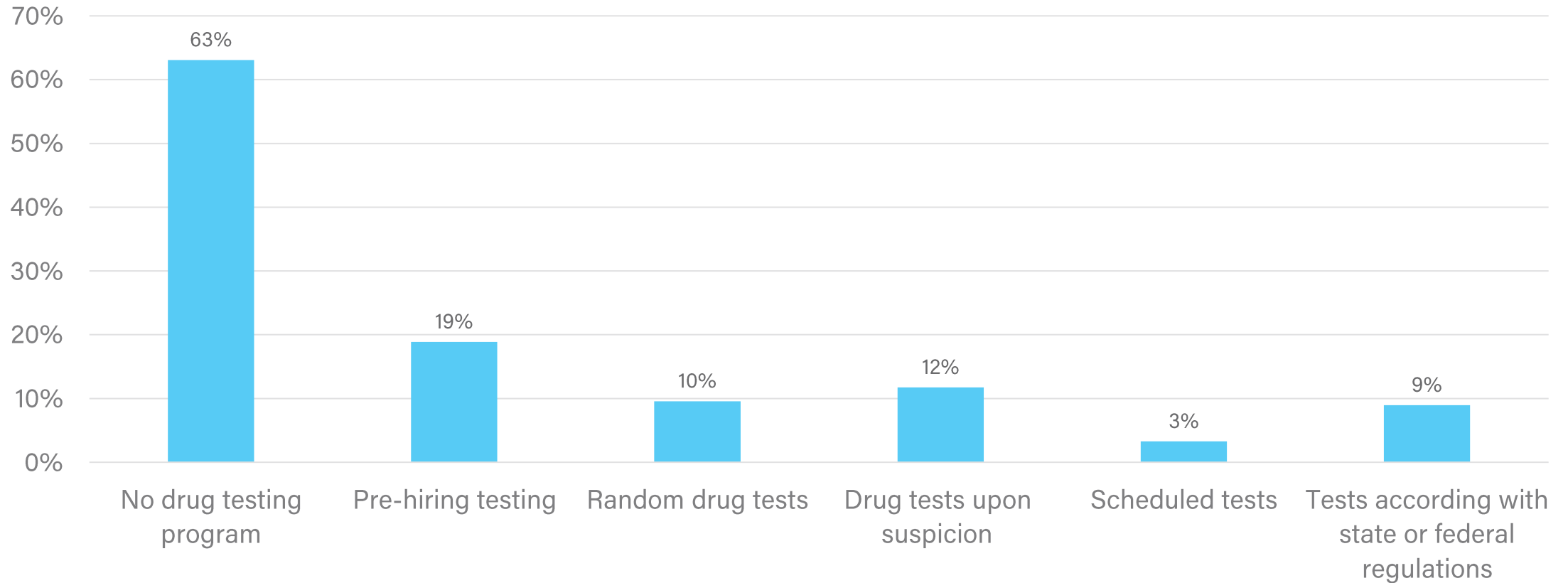
How comfortable would you feel talking with your employee about a mental health issue that they are experiencing?



Note: Full sample used (1287)

DRUG TESTING POLICIES IN SMALL BUSINESSES

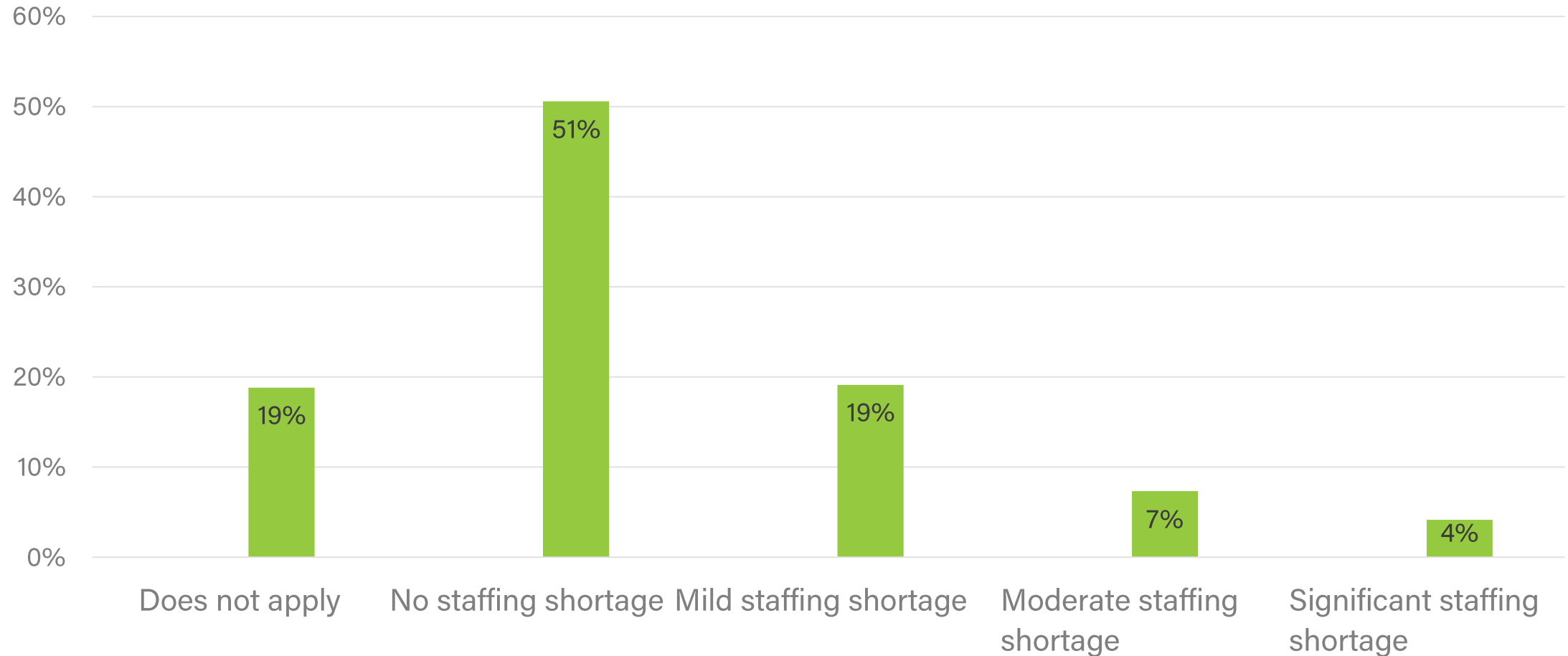
Which of the following best describes your drug testing program for employees?



Note: Categories are not mutually exclusive (other than "No drug testing program")

SMALL BUSINESS STAFFING SHORTAGES

Is your business experiencing a staffing shortage?



Note: Full sample used (1287)

WHERE TO FIND THE DATA

NCRCRD Website: <https://ncrcrd.ag.purdue.edu/ncr-stat/>

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