

Regional Pulse: Insights from the 2024 Multi-Region Household Surveys

Join us for a presentation on the groundbreaking 2024 baseline household surveys conducted across three major U.S. regions that cover essential topics related to household, business, and community well-being. This webinar will explore key findings from the NCR-Stat, NER-Stat, and SR-Stat surveys — comprehensive open access data initiatives developed by the North Central Regional Center for Rural Development in collaboration with the Southern Rural Development Center and Auburn University.



NCR-STAT
BASELINE 2024



SR-STAT
BASELINE 2024



NER-STAT
BASELINE 2024



Presenters:

- **Maria I. Marshall**, Director, North Central Regional Center for Rural Development (NCRCRD); Professor & James and Lois Ackerman Endowed Chair in Agricultural Economics, Purdue University
- **Zuzana Bednarik**, Research and Extension Specialist, NCRCRD, Purdue University
- **John J. Green**, Director, Southern Rural Development Center; Professor, Dept. of Agricultural Economics, Mississippi State University



**NORTH CENTRAL
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WEBINAR - MAY 9, 2025 - 3:00 PM (ET)

REGISTER: <https://bit.ly/425plsa>

Artificial Intelligence Use in Extension: Insights from Ohio

This webinar will share findings from the presenters' 2025 investigation of artificial intelligence (AI) use by Ohio State University Extension educators and staff. The reported challenges and obstacles, efficiencies, and how Extension's human work differs from AI output will be discussed. These findings may provide insight to Extension organizations nationwide, particularly as some funders or partners may see AI as a cost-savings means to do this human work.

Presenters:

- **Brian Raison**, Professor, The Ohio State University, Dept. of Extension
- **Sudarshan Adhikari**, Graduate Associate, The Ohio State University, Dept. of Extension
- **Thomas Blain**, Associate Professor, The Ohio State University, Dept. of Extension



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National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

REGIONAL PULSE: INSIGHTS FROM THE FROM THE 2024 MULTI-REGION HOUSEHOLD SURVEYS

Zuzana Bednarik

John Green

Maria I. Marshall



Regional Rural Development Centers

Overview of Surveys



WHAT IS BASELINE SURVEY 2024?

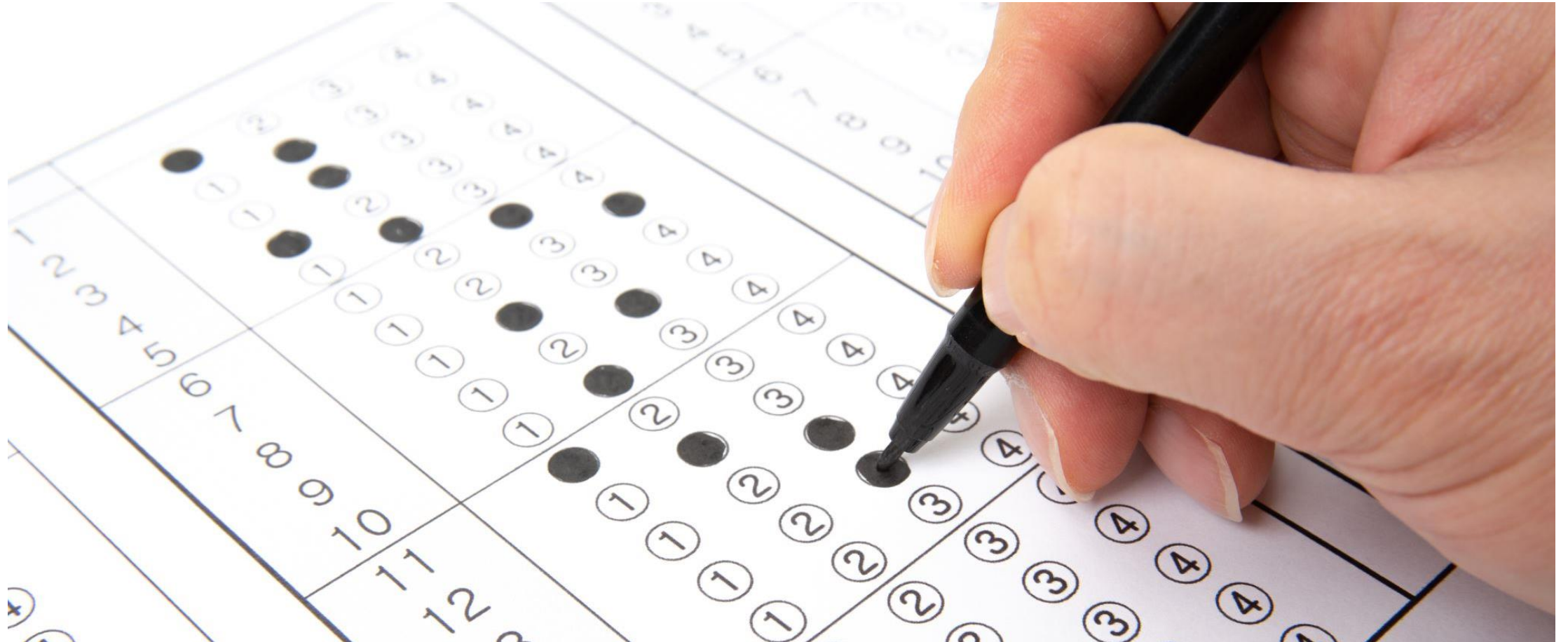
- A North Central Region household dataset (NCR-Stat) was developed by the NCRCRD, the Southern Rural Development Center (SRDC), and Auburn University in 2024.
- The primary aim is a better understanding of the conditions, issues, and challenges faced by rural and urban communities in the North Central, Northeast, and Southern Regions (Western forthcoming).
 - Households
 - Businesses
 - Community well-being



PURPOSE OF THE BASELINE SURVEY 2024

- Understand better 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.
- Open access

Survey Methodology



BASELINE SURVEY 2024 – OPEN ACCESS

- A 15-minute online household survey was conducted using the Qualtrics platform, but computer-assisted telephone interviewing (CATI) was also used.
- The total number of respondents is 14,094.
 - North Central Region: 4,383
 - Northeast Region: 4,211
 - Southern Region: 5,500
- Survey content
 - Quota questions
 - Household demographics
 - Creating resilient communities and economies
 - Moving and staying behavior
 - Civic engagement and community belonging
 - Promoting community health and wellness
 - Environment and climate change

SURVEY SAMPLE SPECIFICATION

Best effort quotas in each state [nested quotas]:

1) Share of nonfamily and family households

- Approx. 36% of nonfamily households, 64% of family households [Source: U.S. Census Bureau, 2022]

2) Share of urban and rural households

- Approx. 70% of urban households, 30% of rural households [Source: U.S. Census Bureau, 2020]

3) Households by race and Hispanic origin of the householder

- Source: U.S. Census Bureau, 2020

4) Share of householders by gender

- max 60% of female respondents, min 40% of male respondents [Source: U.S. Census Bureau, 2022]

5) Age distribution of respondents

- 18-44: 35% MIN and 41% MAX
- 45-64: 32% MIN and 38% MAX
- 65+: 24% MIN and 30% MAX [Source: U.S. Census Bureau, 2022]

SURVEY TOPICS

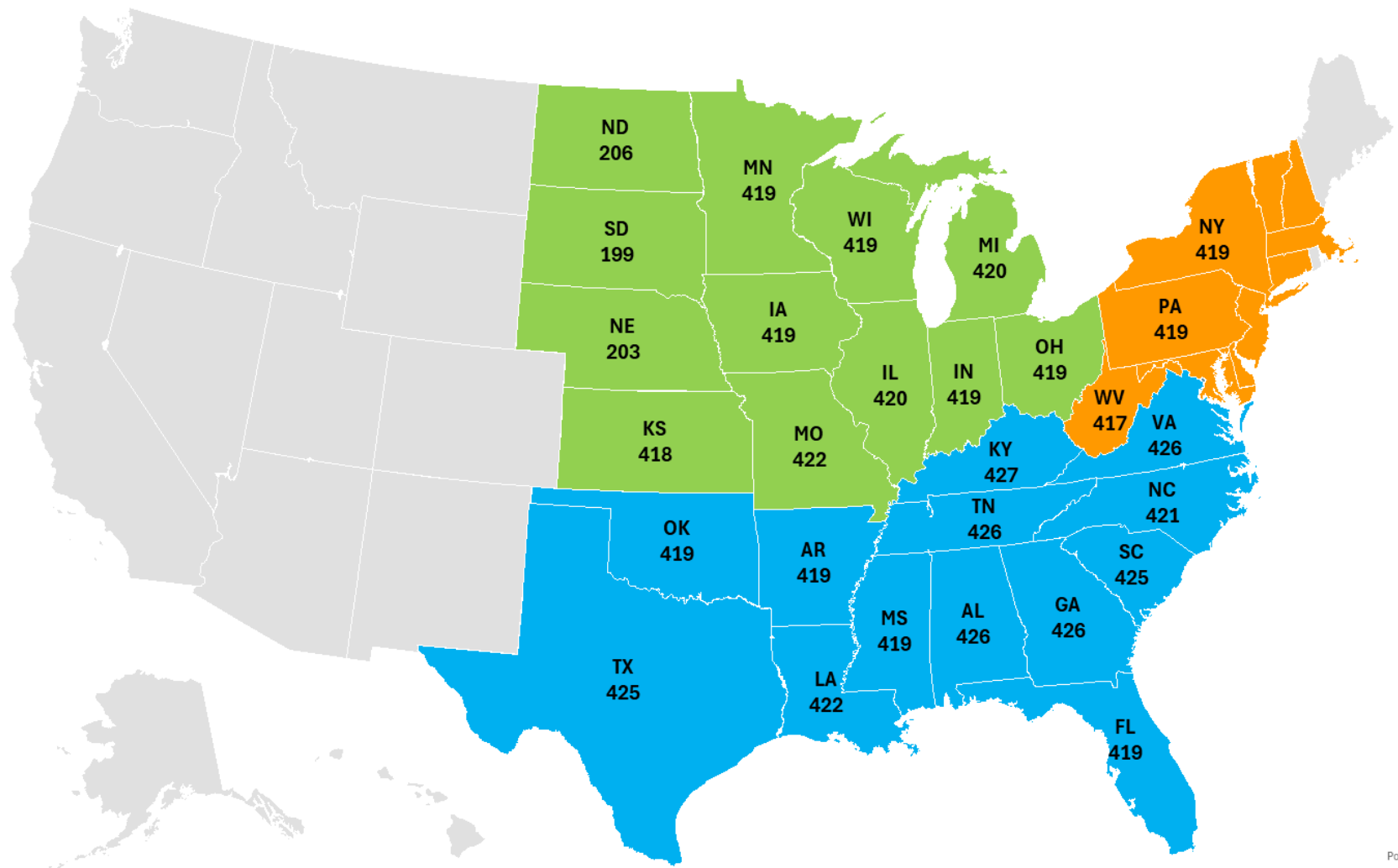
- Many questions were adapted from the first **NCR-Stat: Baseline Survey conducted in 2022**. Some of these questions were adjusted, and new ones were created to gather additional data.
- Bridge between Baseline Survey 2022 and Baseline Survey 2024
 - Household demographics
 - Household income
 - Workforce participation
 - Entrepreneurship
 - Caregiving
 - Housing
 - Broadband access and computer use
 - Recreation economy
 - Moving and staying behavior
 - Civic engagement
 - Community belonging
 - Food security and food security supplement
 - Substance misuse and use disorder
 - Health status and health care
 - Quality of life, satisfaction, and well-being
 - Environment and climate change

DISTRIBUTION OF RESPONDENTS (N=14,094)

NCR 4,383

NER 4,211

SR 5,500



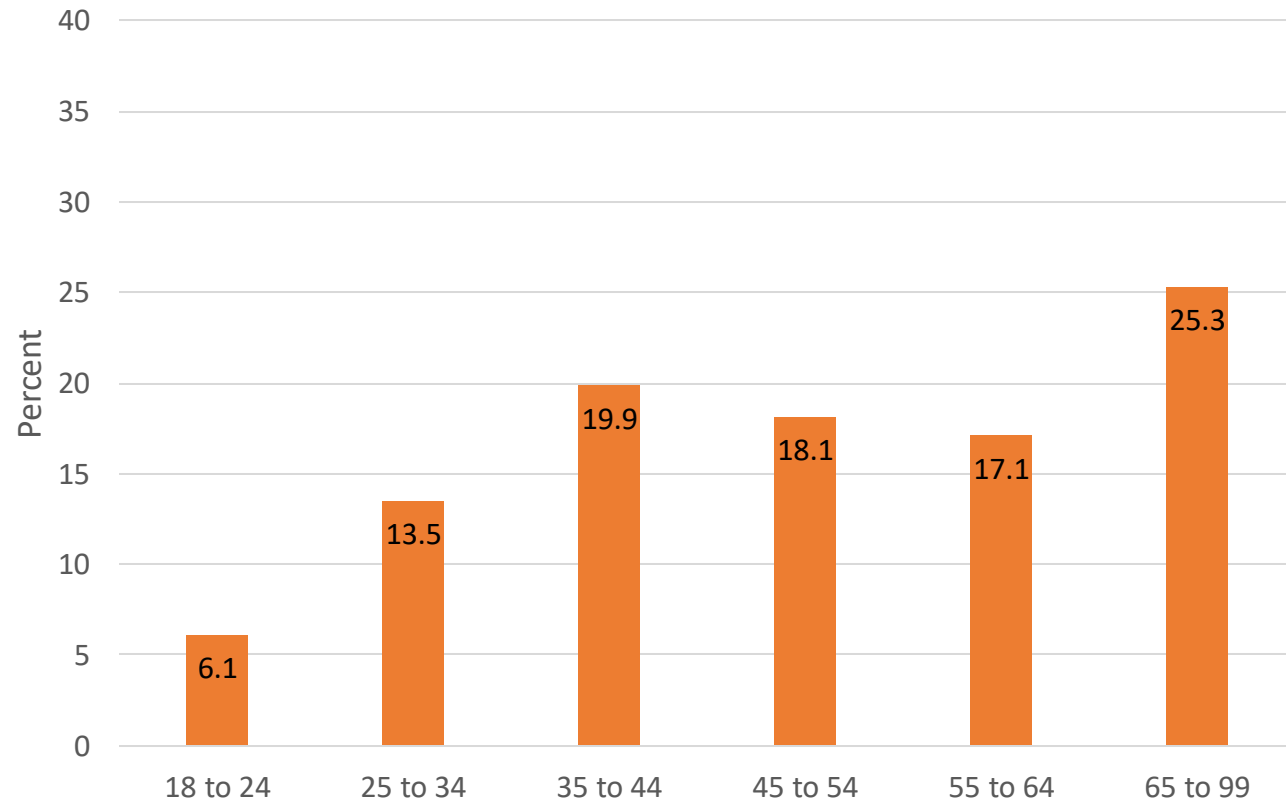
CT	422
DE	215
DC	276
ME	289
MD	419
MA	418
NH	280
NJ	419
RH	117
VT	101



SOCIO-DEMOGRAPHIC, HOUSING, AND LOCATIONAL CHARACTERISTICS

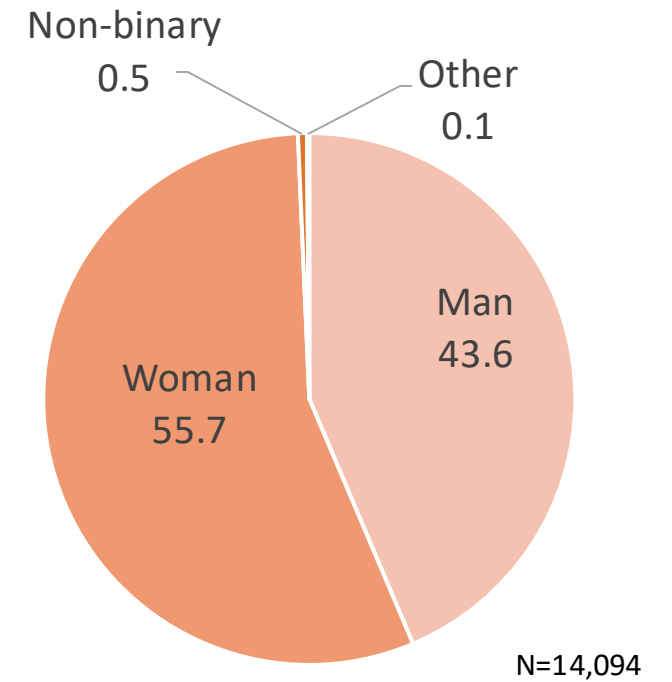


Age in Years



N=14,094

Gender



Marital Status

Marital Status	<i>f</i>	%
Married spouse present	5,476	39.2
Married spouse absent	181	1.3
Divorced	2,252	16.1
Separated	436	3.1
Widowed	1,033	7.4
Never married living alone	3,197	22.9
Never married living with a partner	1,397	10.0
Total	13,972	100.0

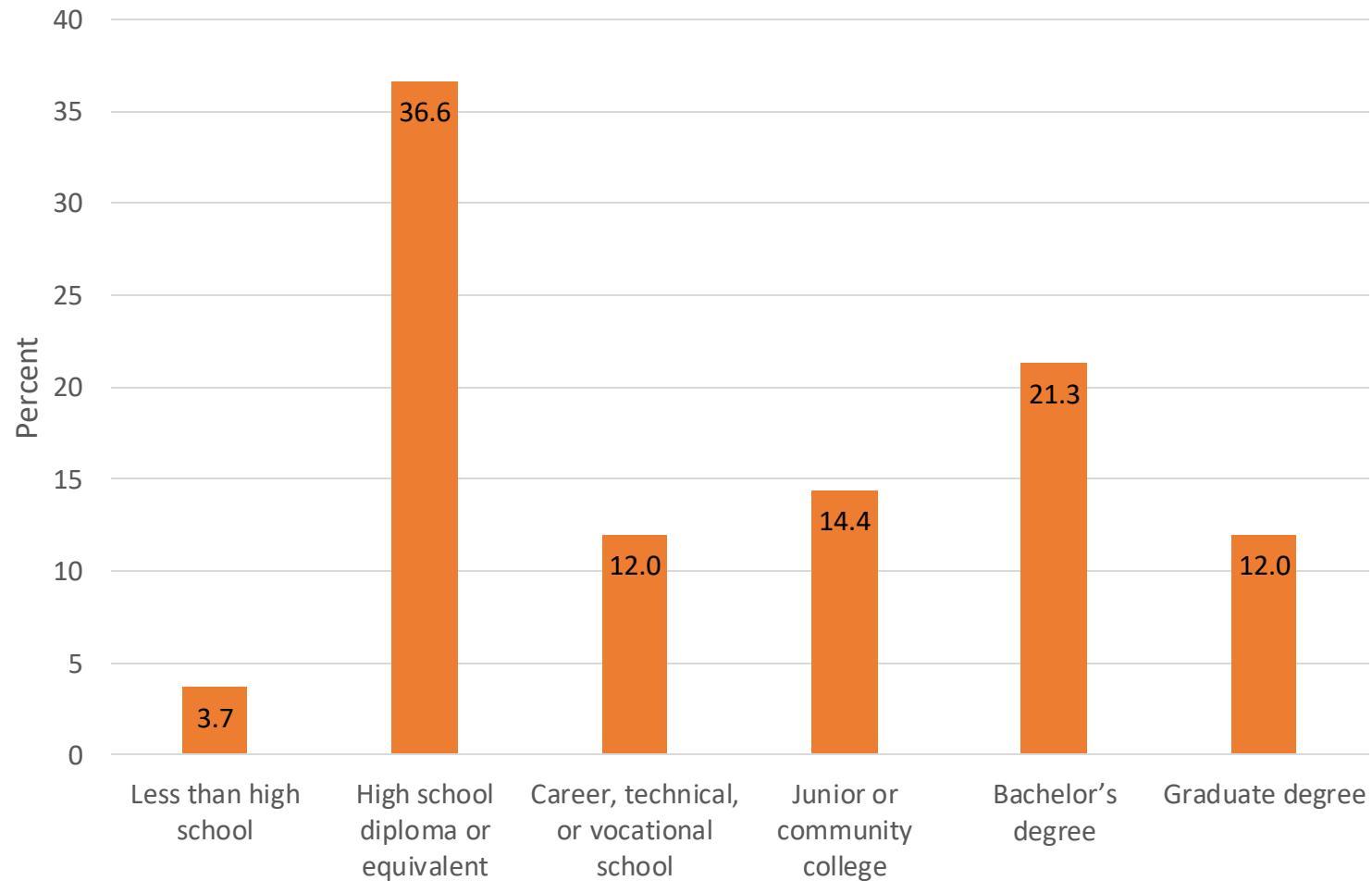
For family households (respondents living with spouse, partner with children, etc.)...

- Median # in household = 3
- Minimum = 2
- Maximum = 11

Race and Ethnicity

Race and Ethnicity (choose all that apply)	<i>f</i>	%
American Indian or Alaska Native	423	3.0
Asian	496	3.5
Black or African American	2,514	17.8
Hispanic or Latino	1,318	9.4
Middle Eastern or North African	61	0.4
Native Hawaiian and Other Pacific Islander	50	0.4
White	10,126	71.8
Some other race	154	1.1
Reported...	<i>f</i>	%
One race/ethnicity	13,187	93.6
Two race/ethnicity categories	798	5.7
Reported three + race/ethnicity categories	109	0.7
Total Respondents	14,094	100.0

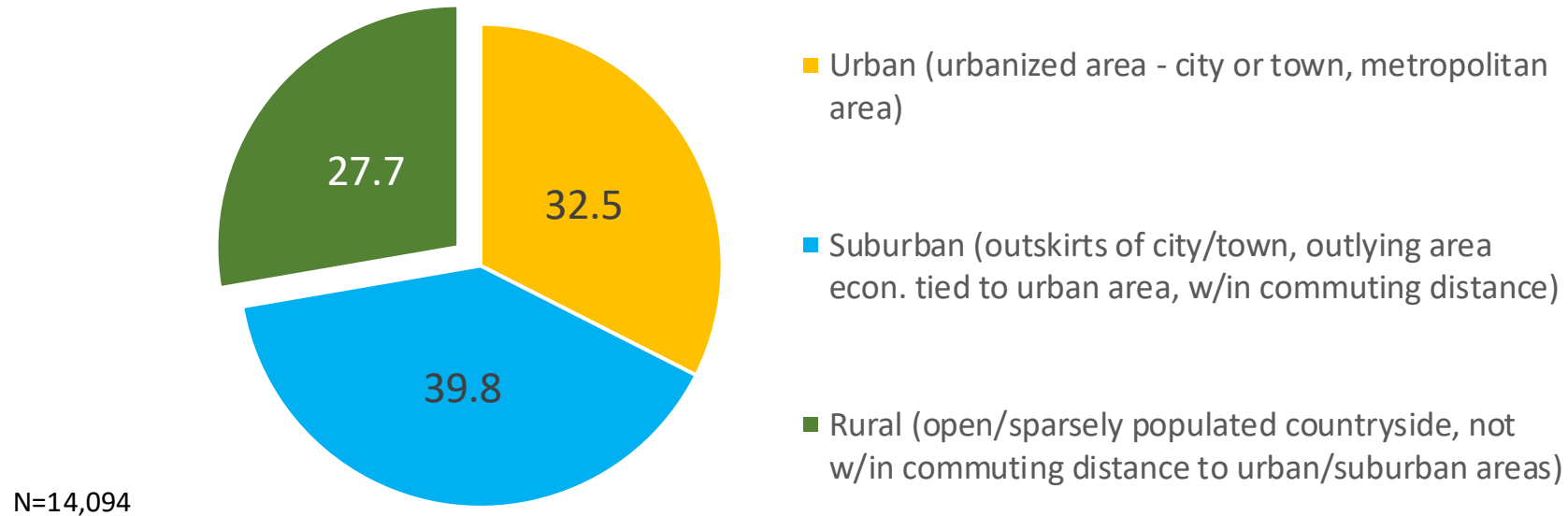
Highest Level of Education Completed



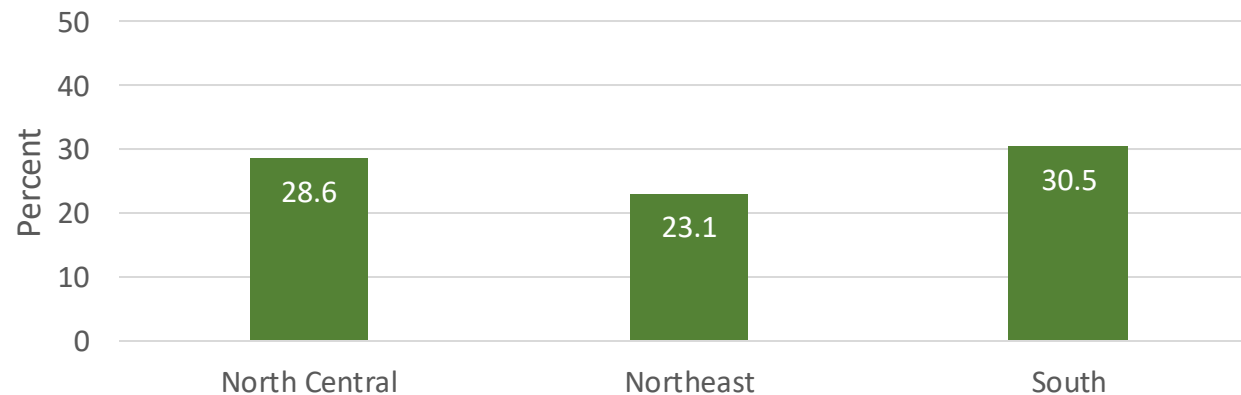
N=14,041

Rural-Urban Location – Two Measures

Current Residential Location?

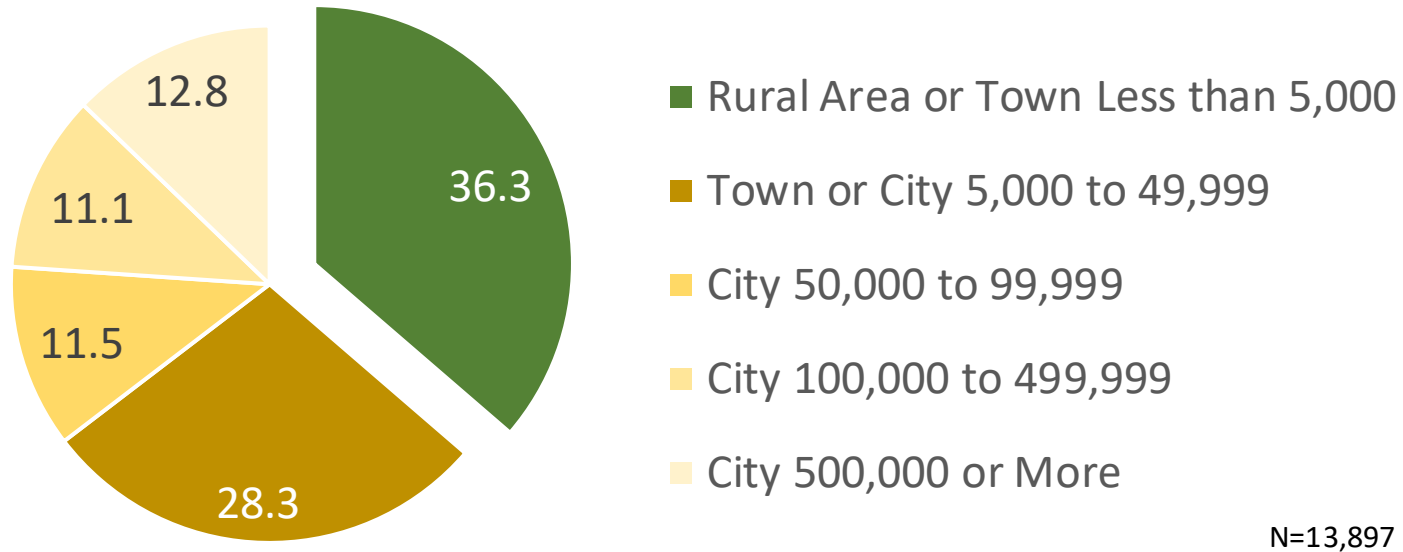


Samples from Rural Areas

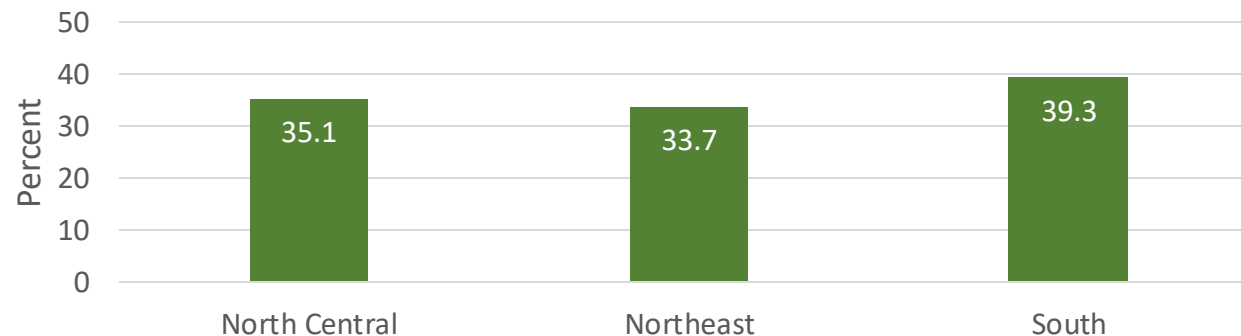


Rural-Urban Location – Two Measures

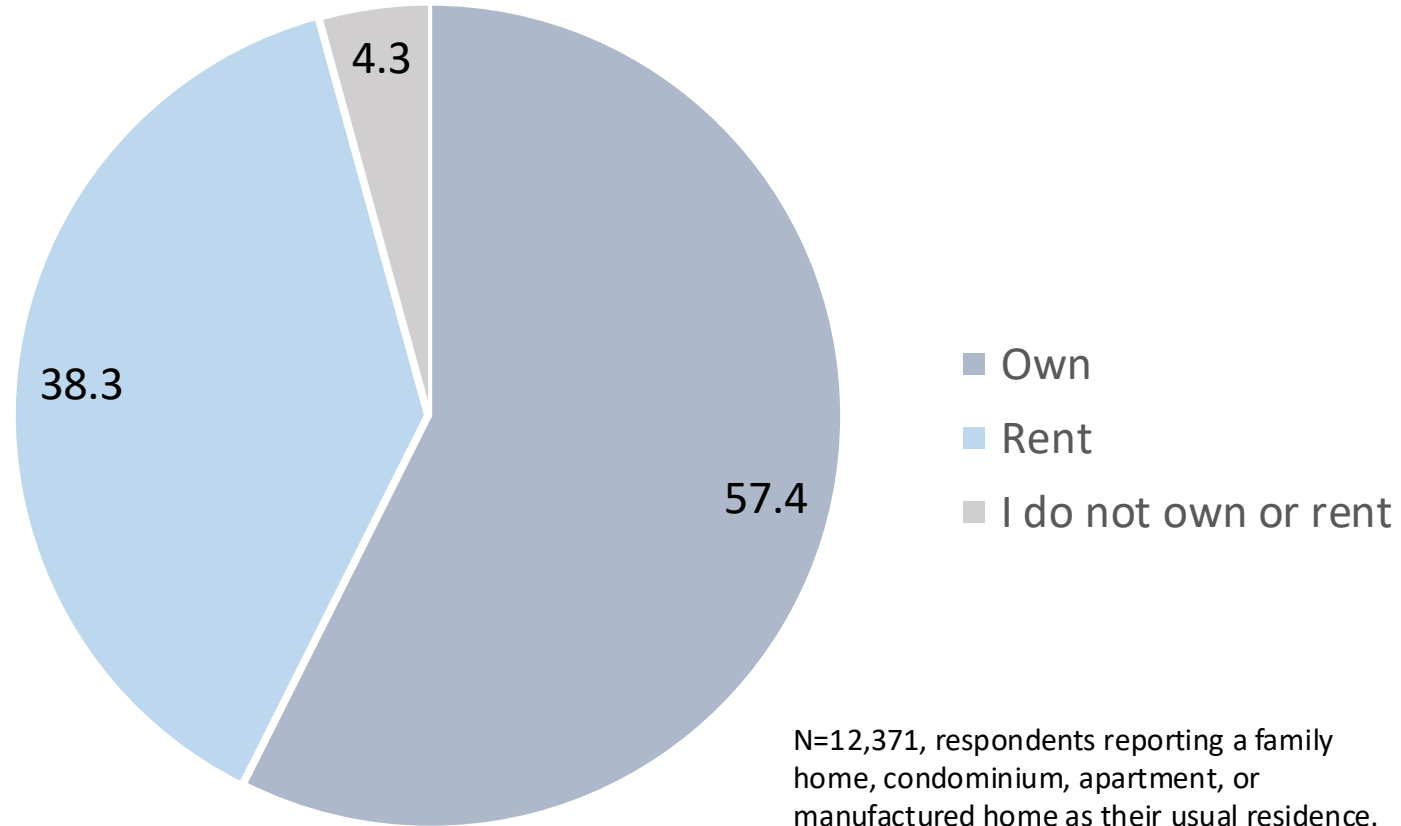
Location of Household



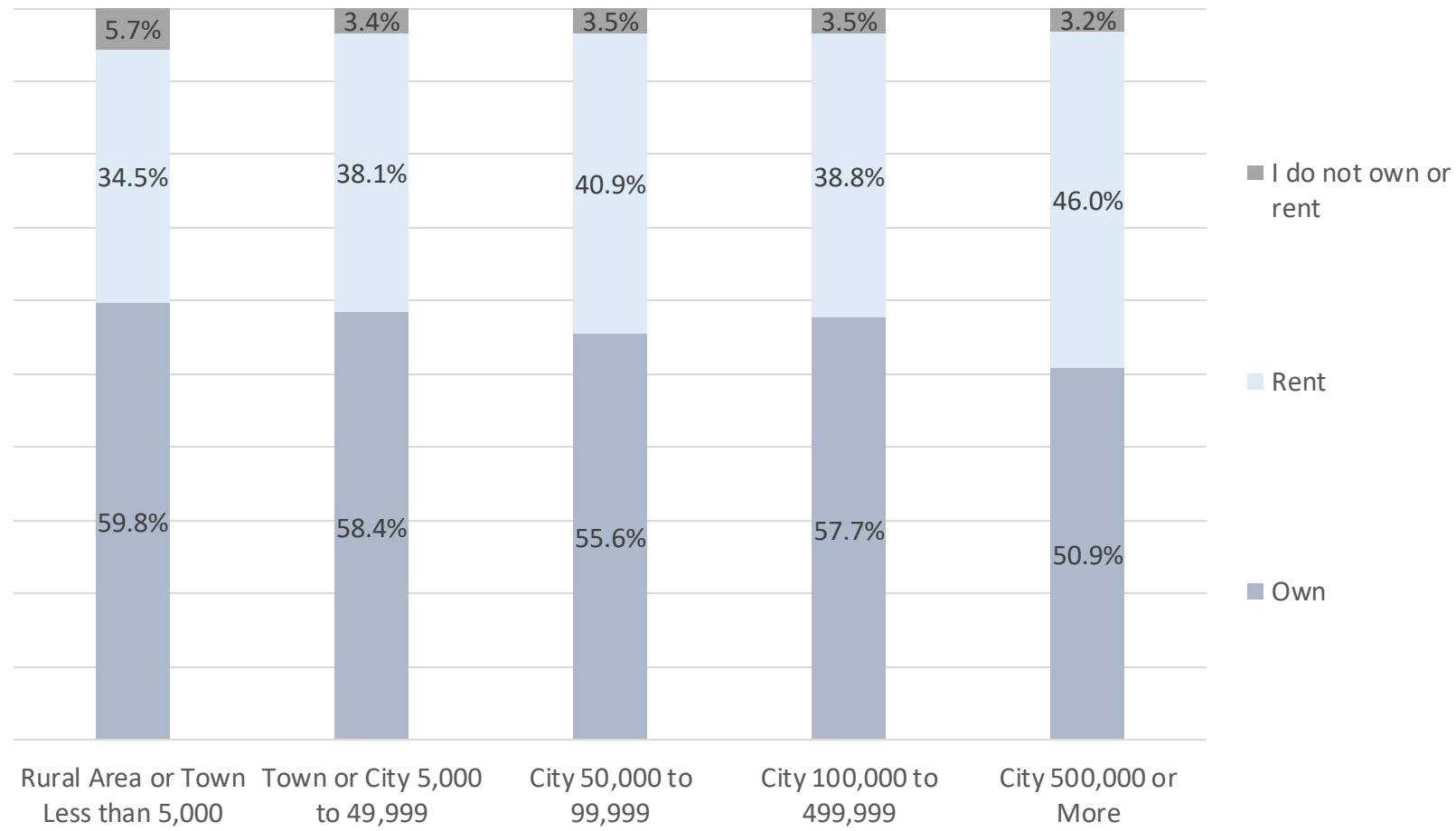
Samples from Rural Areas or Towns Less than 5,000



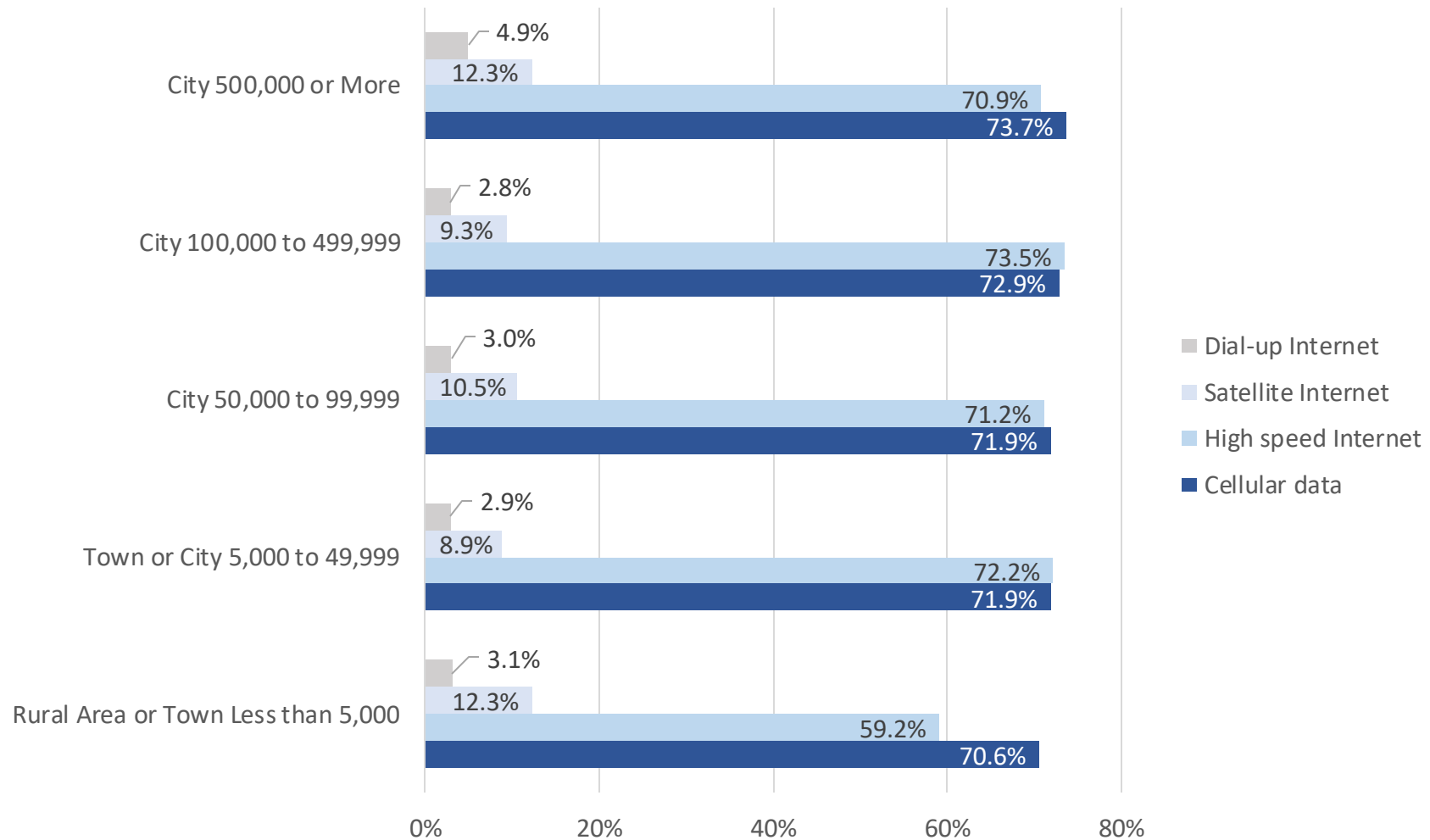
Housing Tenure



Housing Tenure by Rural-Urban Location



Internet Source by Rural-Urban Location

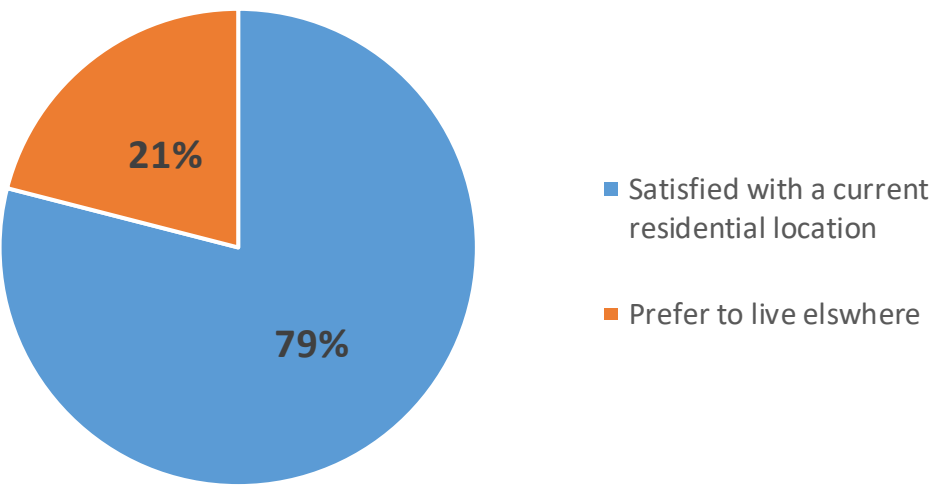


Migration And Staying Behavior



MIGRATION AND STAYING BEHAVIOR

Intention to stay in the next 12 months

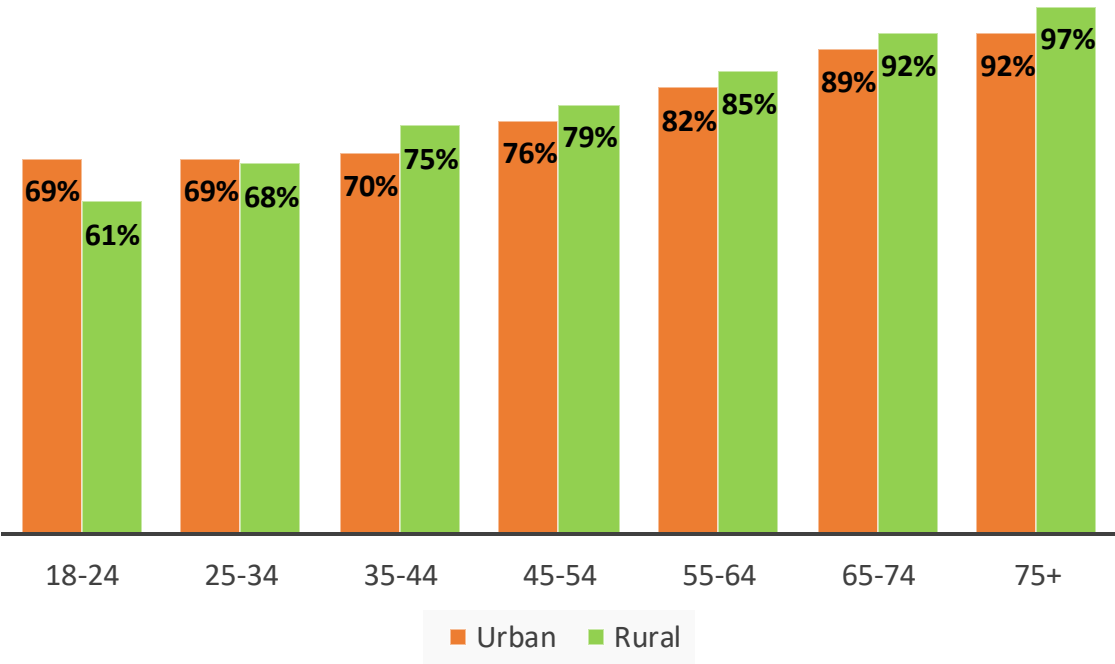


Out of those who want to stay are

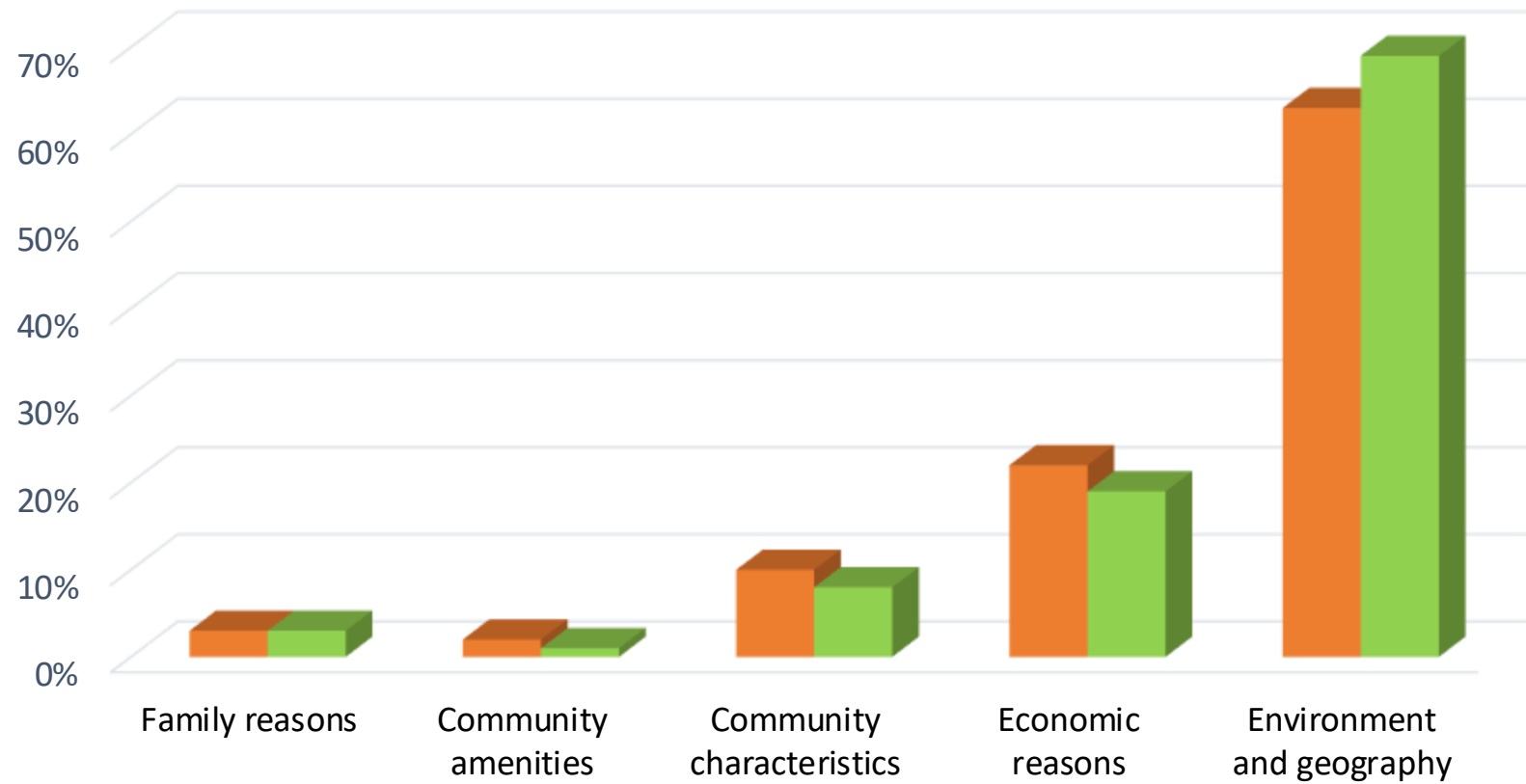
37% of urban and 63% of rural respondents

45% of men and 55% of women

Stayers by age and urban-rural location

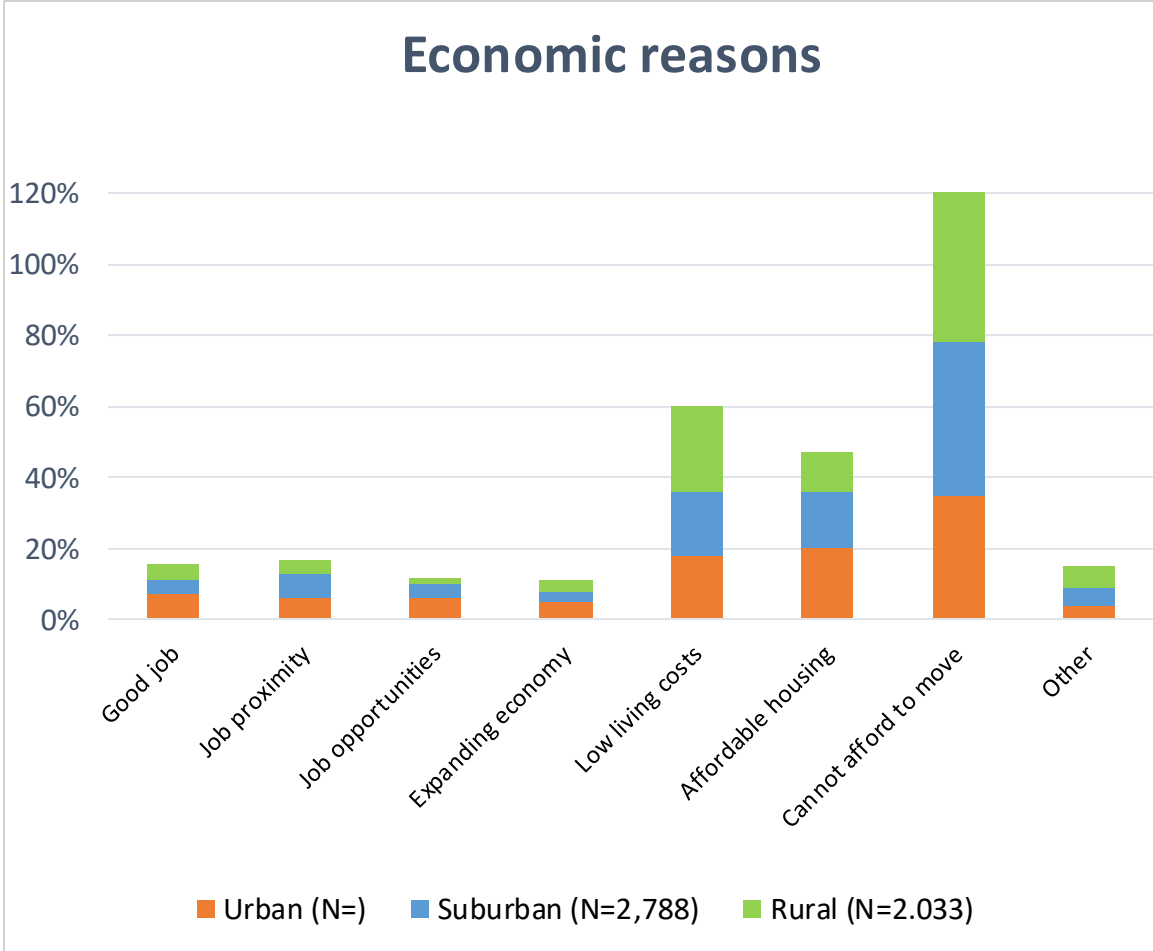
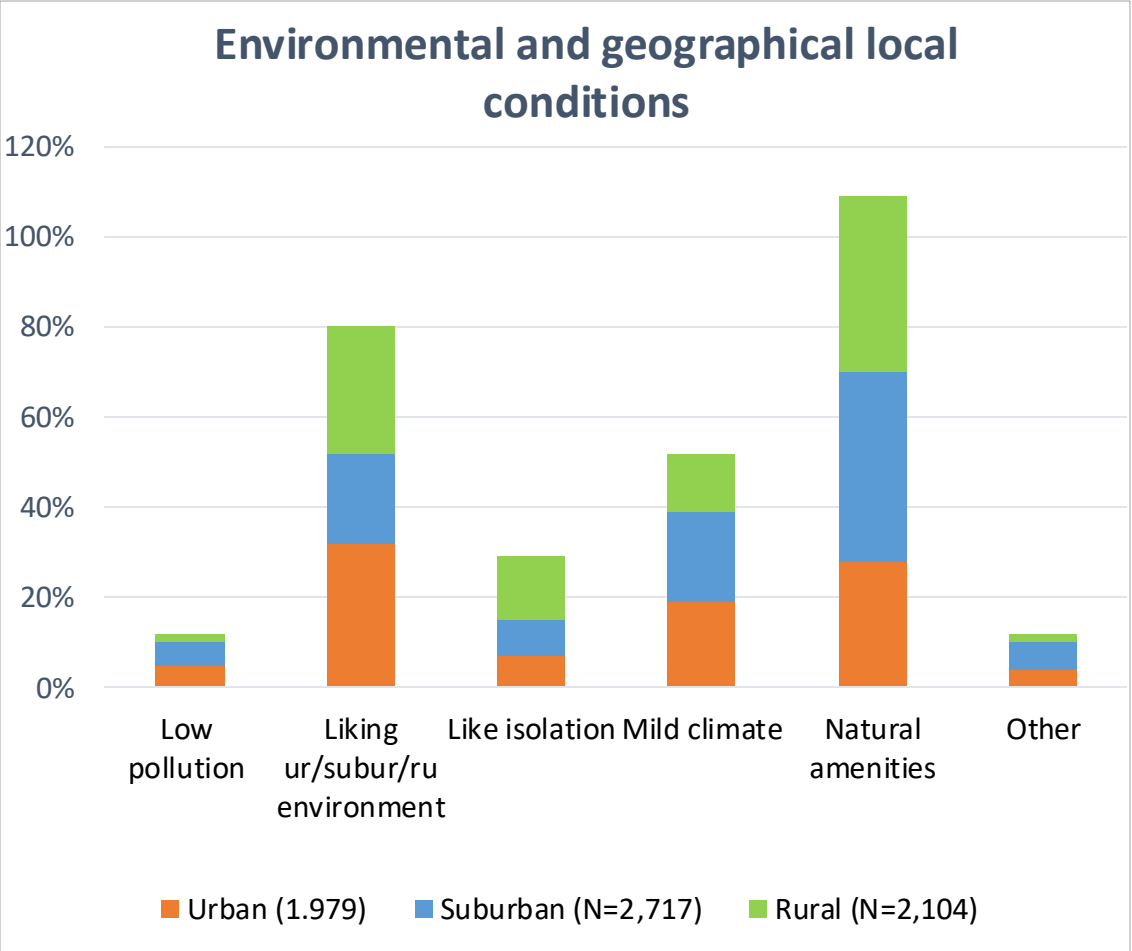


REASONS TO STAY

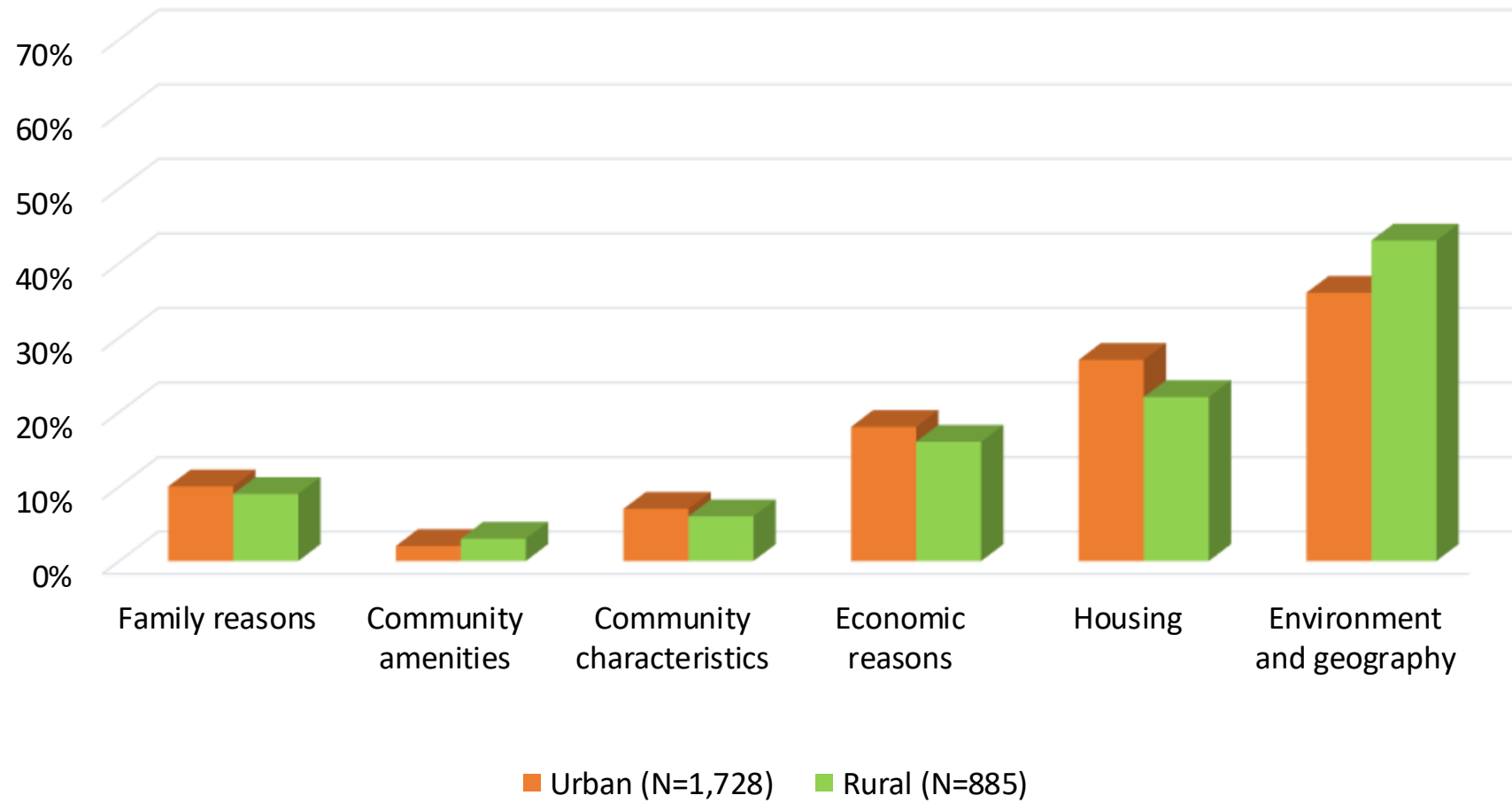


Urban (N=6,564) Rural (N=3,777)

REASONS TO STAY

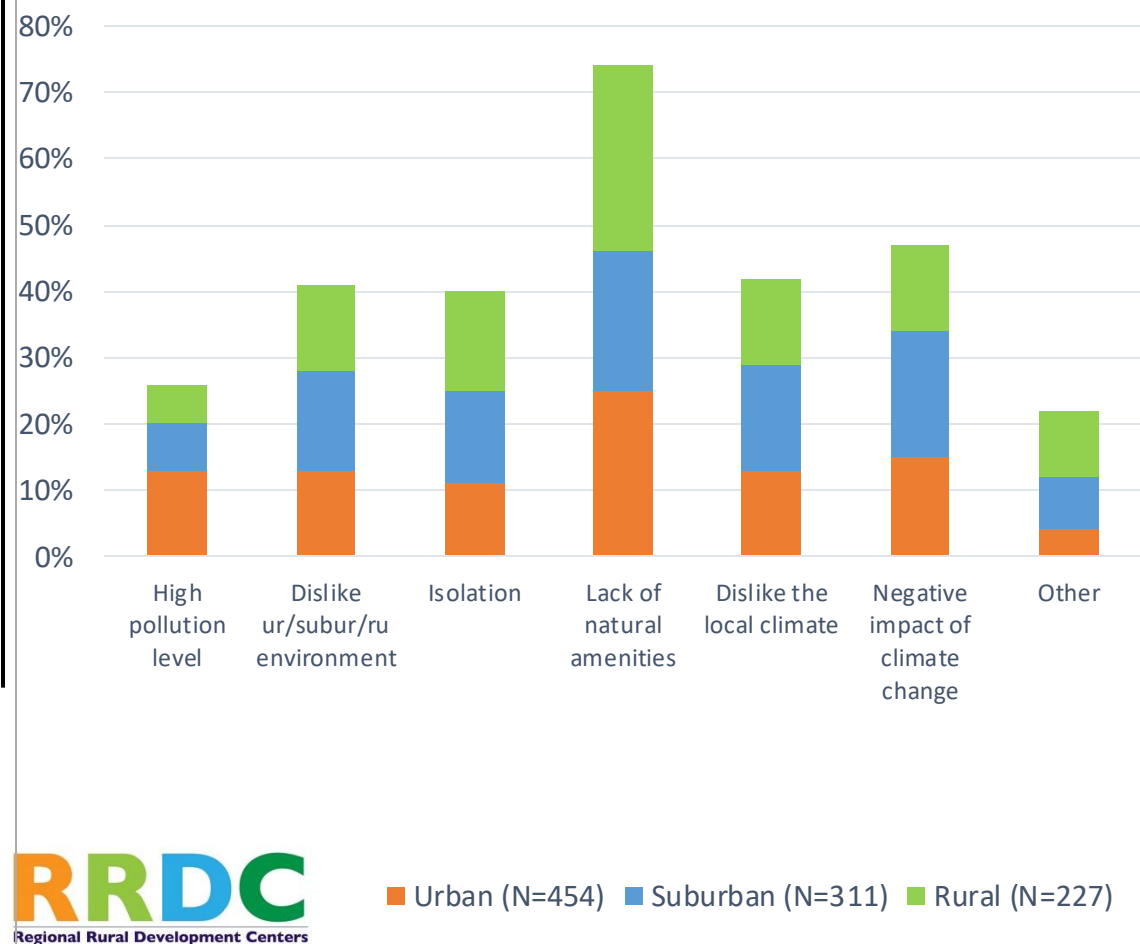


REASONS TO MOVE

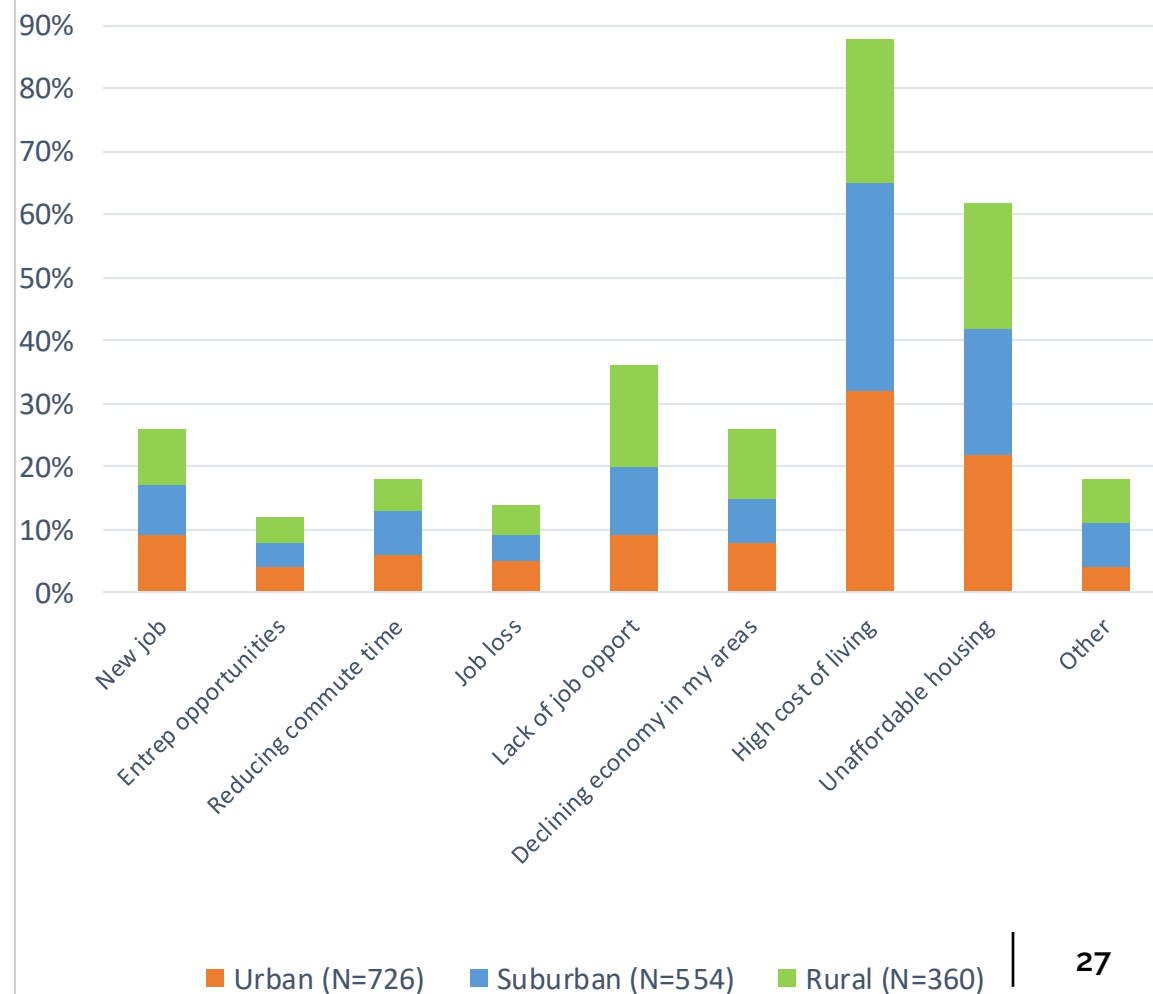


REASONS TO MOVE

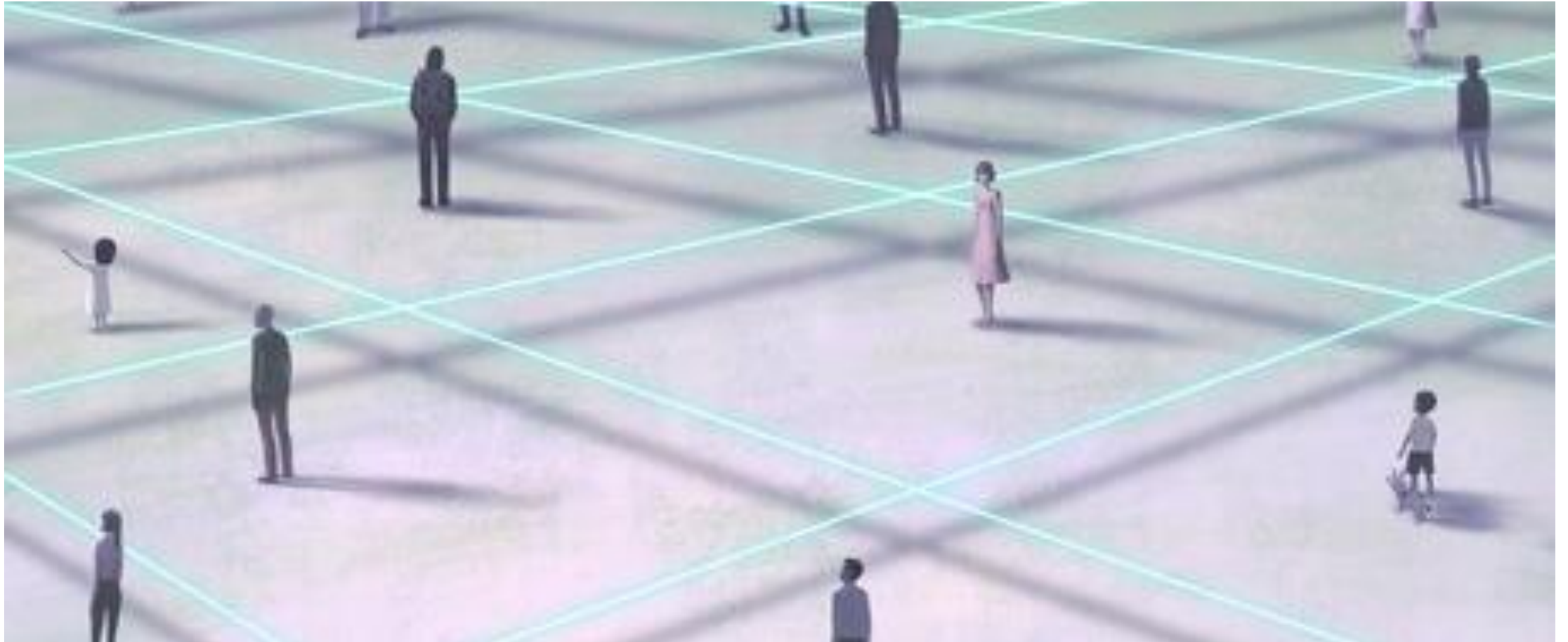
Environmental and geographical local conditions



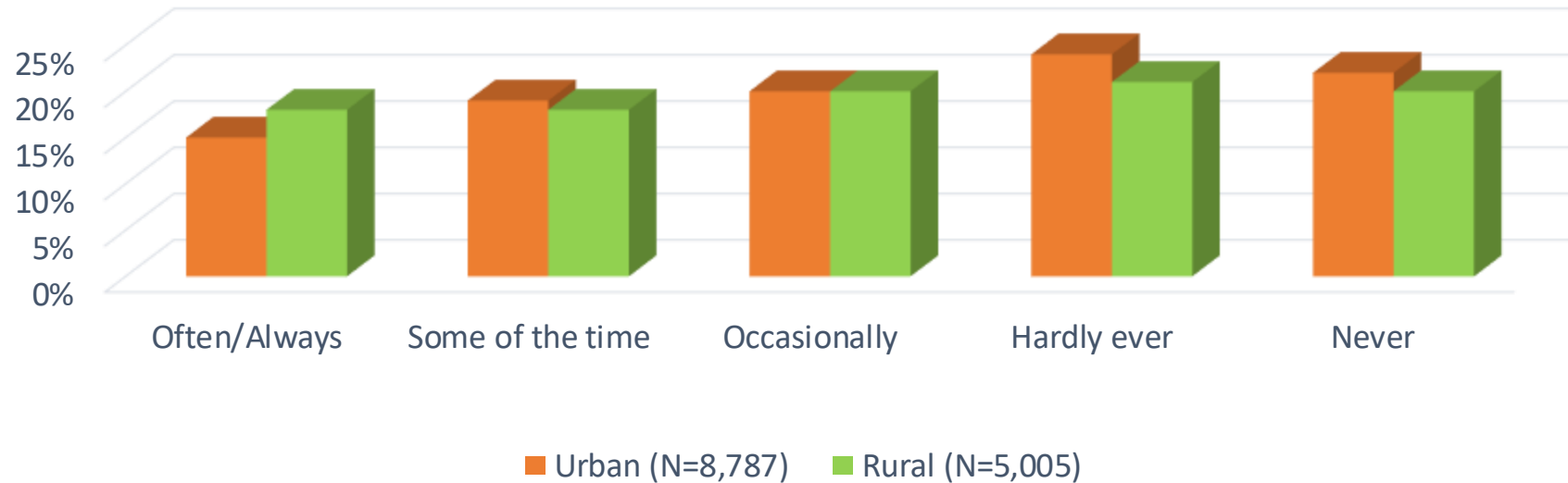
Economic reasons



Loneliness



How often do you feel lonely?



Often/always feeling lonely by gender:

- 14% of urban men 17% of rural men
- 15% of urban women 19% of rural women

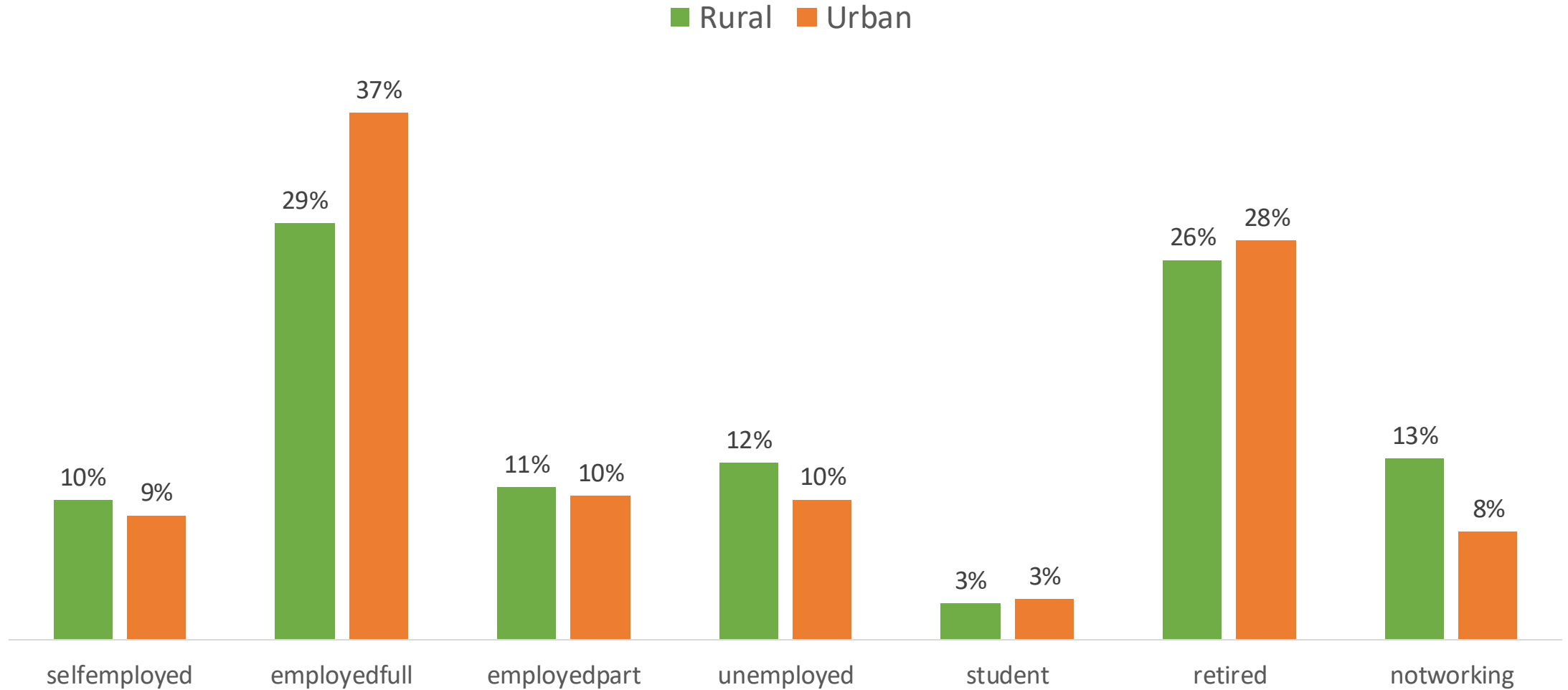
Never feeling lonely by gender:

- 27% of urban men 23% of rural men
- 17% of urban women 19% of rural women

Workforce Participation & Entrepreneurship

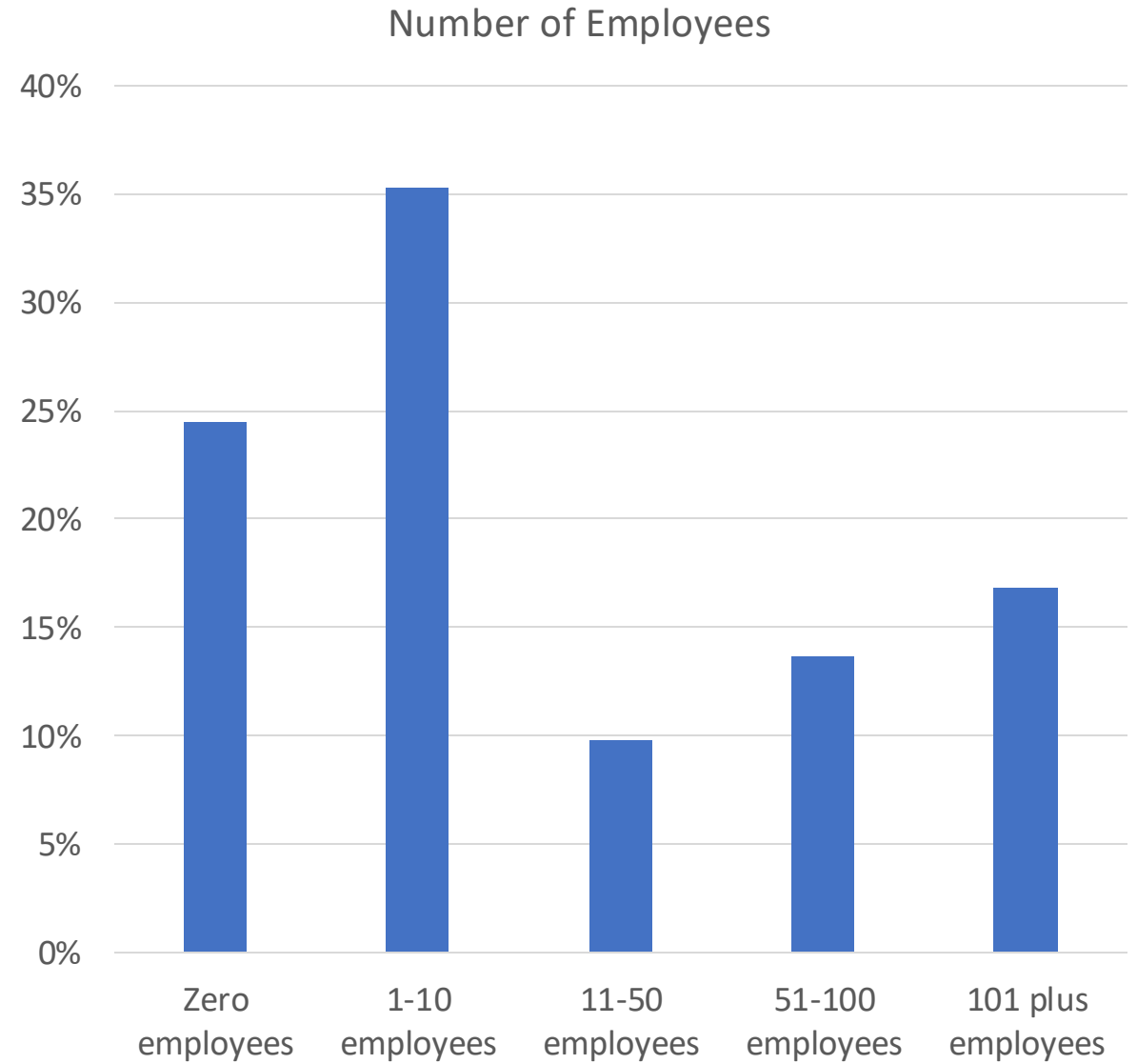


Employment Status

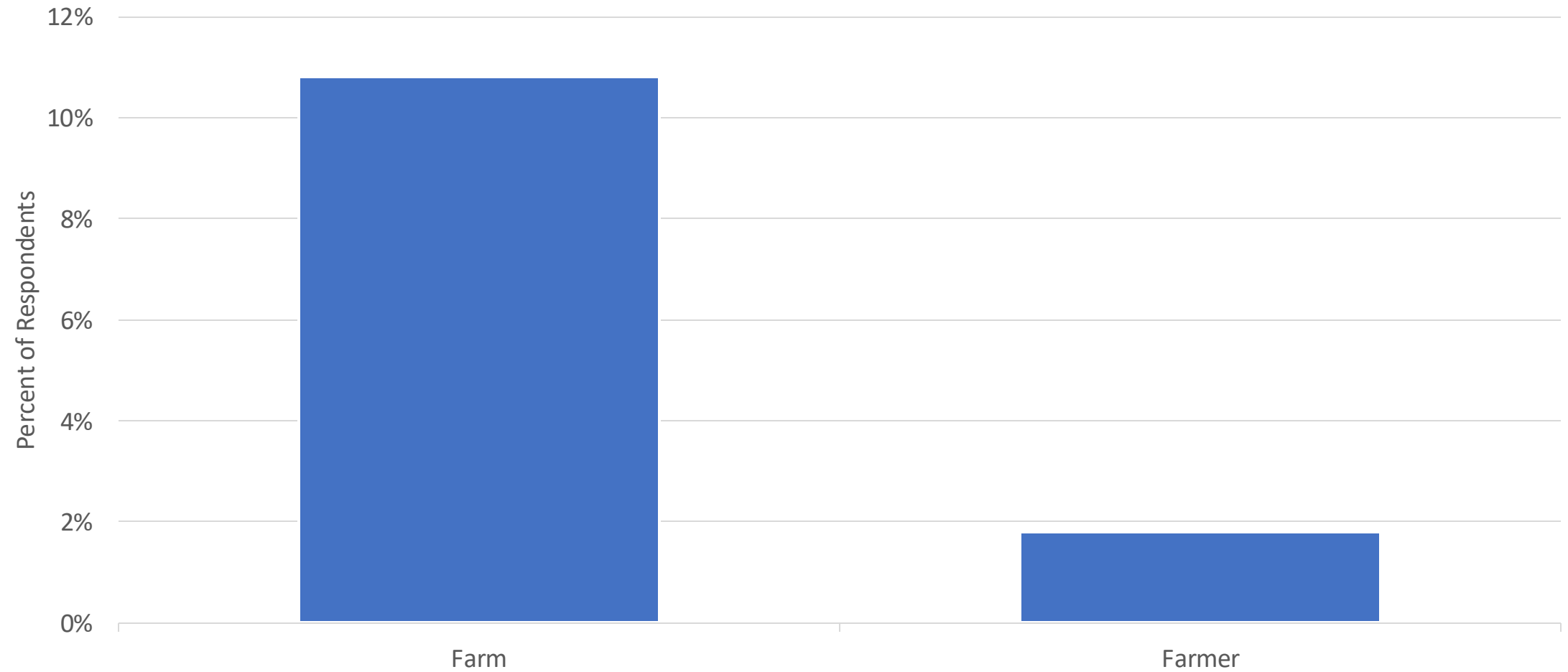


Self-Employed Businesses

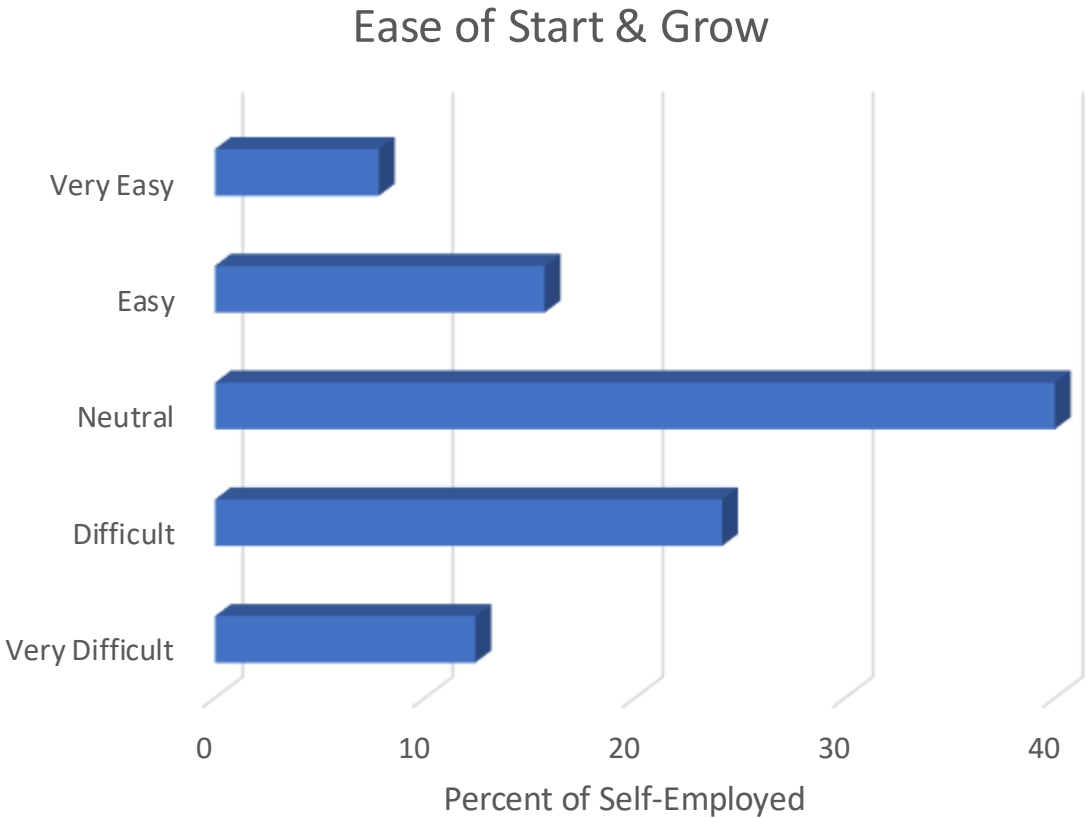
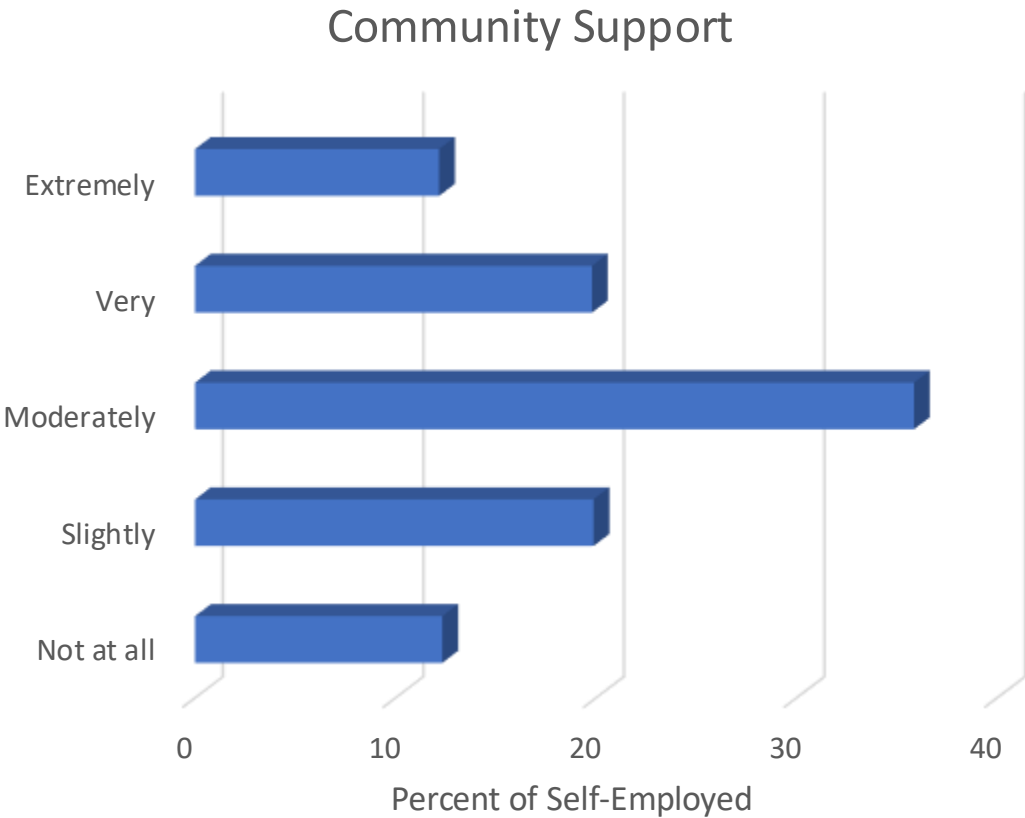
- 34% are family businesses
- 47% are copreneurs
- 2% farmers as a primary occupation



Farming vs Farmer



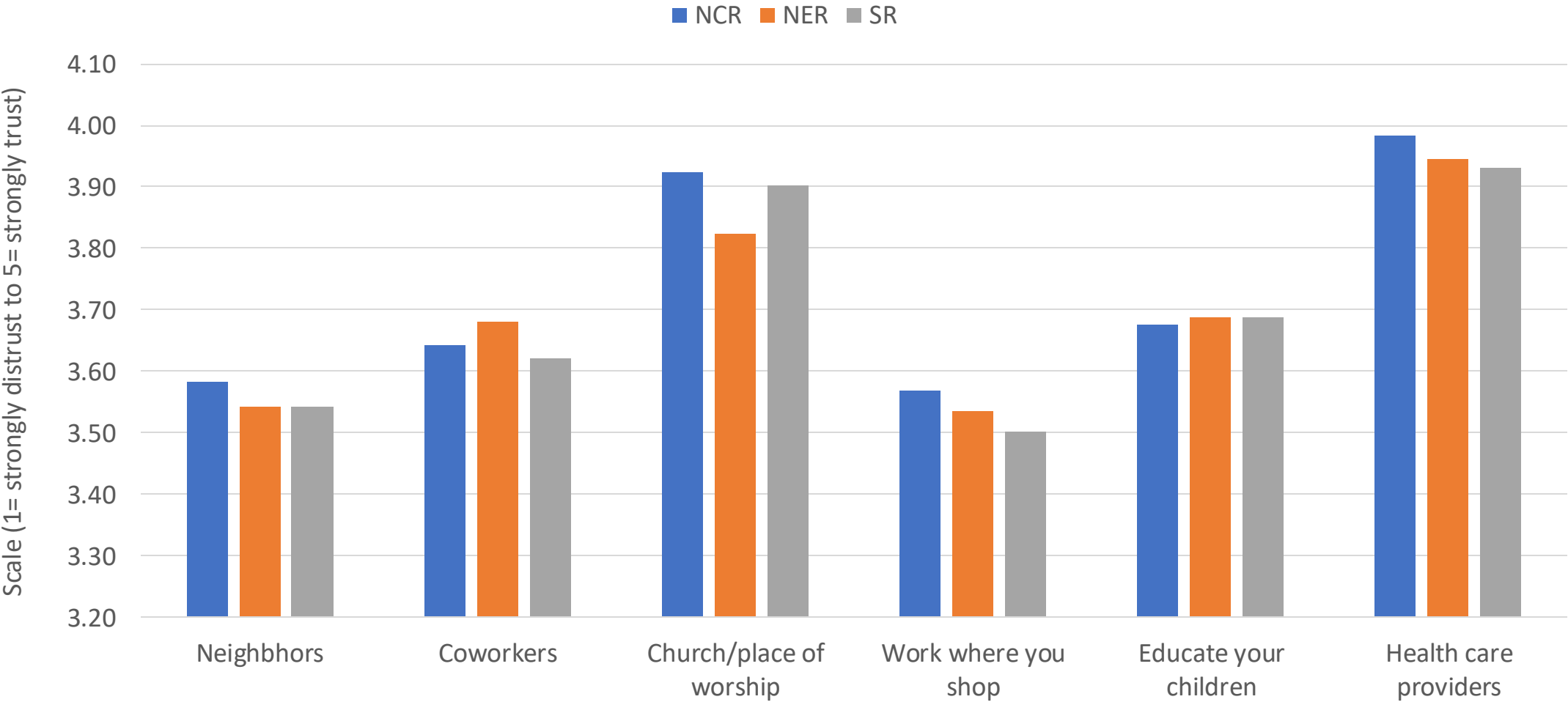
Start and Grow Business in Community



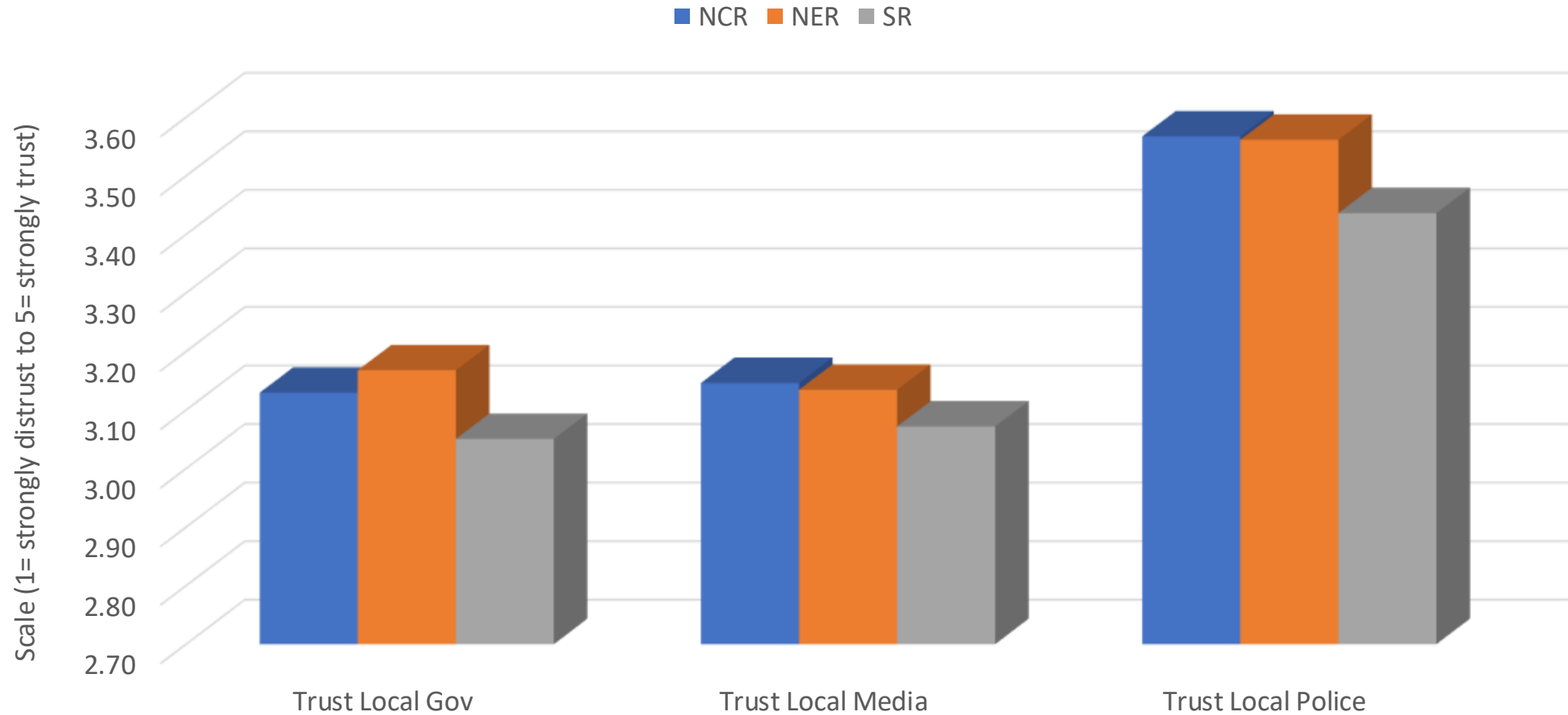
Community Trust



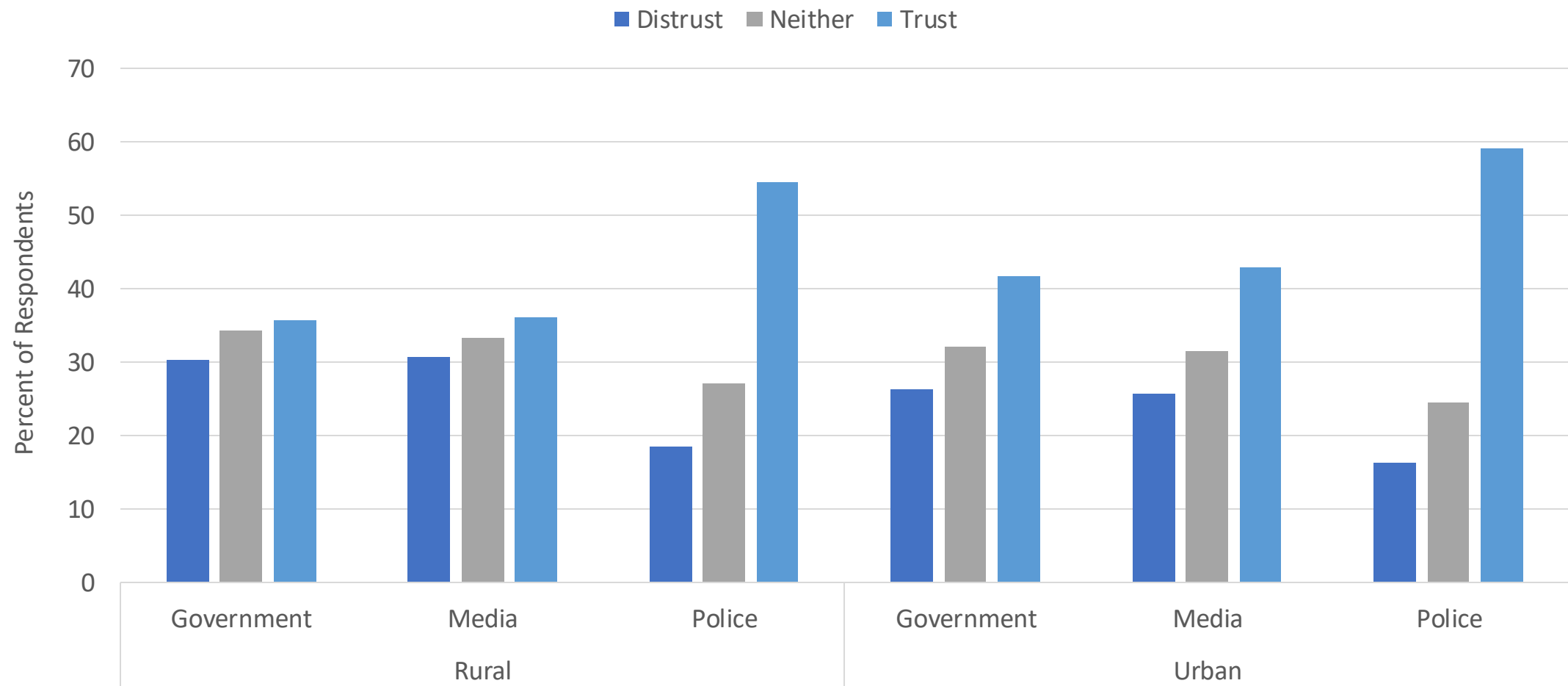
Trust People who... by Region



Trust in Local Institutions by Region



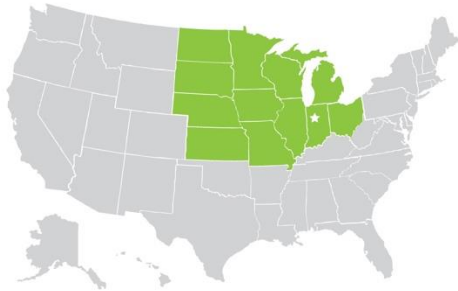
Trust in Local Institutions by Rural/Urban



Accessing the Baseline 2024 Regional Data

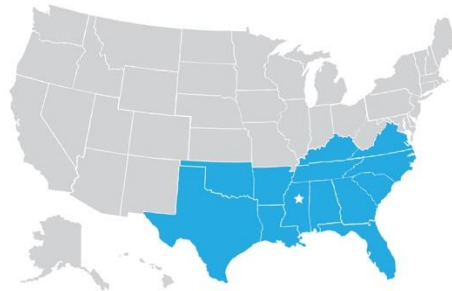
<https://ncrcrd.ag.purdue.edu/ncr-stat/>

— North Central Region —



<https://purrr.purdue.edu/publications/4791/1>

— Southern Region —



<https://purrr.purdue.edu/publications/4794/1>

— Northeast Region —



<https://purrr.purdue.edu/publications/4793/1>



<https://rrdc.info>