In the past year, the Wolfgang Frese Survey Research Laboratory (SRL) collected data for eleven significant research projects covering a broad range of topics. The SRL gauged the physical activity levels of hundreds of individuals living in rural southeast Missouri; measured the opinions of more than 10,000 public school teachers across the state of Mississippi regarding current student testing practices; evaluated the levels of diversity, inclusion, and perceived quality of life in Northwest Arkansas; explored the attitudes of Mississippians toward charter schools; investigated reasons why some MSU Freshmen leave school after their first semester; polled members of the MSU community regarding their preferences for a variety of soft-drink products; and measured the degree to which Mississippians live in smoke free homes, work in smoke free environments, and understand the health risks of using tobacco. Additionally, the SRL continued its work in collecting client satisfaction data for two state agencies that provide critical services to Mississippians in need. This year, the SRL completed it’s 17th annual client satisfaction survey for the Mississippi Department of Rehabilitation Services and its 4th annual client satisfaction survey for the Mississippi Department of Mental Health.

The SRL has experienced another successful year in contributing to the overall productivity of the Social Science Research Center. Dr. John F. Edwards began his twelfth year of directing the SRL, with the continued assistance of Laura Grandfield as laboratory manager, Izzy Pellegrine as SSRC project manager, and Amanda Gochanour as SSRC research associate. With the increased volume of survey related research, the SRL has welcomed Laura Jean Kerr and Erin King as graduate level research assistants. In the past year, the SRL has also maintained a staff of more than 40 telephone interviewers. Additionally, Dr. Wolfgang Frese has continued to lend his expertise in survey methodology as an Emeritus Research Professor.
Multilevel Approaches for Promoting Physical Activity in Rural Communities

The SRL partnered with the Prevention Research Center at Washington University in St. Louis to collect data for a large-scale research project funded by the National Institutes of Health. The purpose of this research is to better understand the physical activity practices of people living in rural southeast Missouri. The SRL has recruited hundreds of survey respondents for participation in a telephone-based survey that tracks the respondents’ levels of physical activity over a three year period. This data collection effort has established a baseline for the respondents’ physical activity and will continue to track related constructs during and following intervention methods designed to increase the physical activity practices of residents in rural communities.

MSU Survey of Freshmen Students: Reasons for Not Reenrolling for the Spring 2019 Semester

On behalf of Provost at Mississippi State University, the SRL worked with the University’s Pathfinder Program to better understand why some first-time freshmen did not re-enroll at MSU for the second semester of their freshmen year. The results of this telephone-based survey provided valuable information regarding a variety of reasons some first-time freshmen do not successfully complete their freshmen year at MSU.

2019 Mississippi State University Soft Drink Vendor Preference Survey

As part of the selection process for a local vendor to supply MSU with soft drink products, the Department of Procurement and Contracts worked with the SRL to measure the opinions of MSU students, employees, and alumni regarding their preferences for products produced by two major soft drink companies: Coca-Cola and Pepsi. Respondents’ opinions for 12 competing products from each company were examined via a telephone-based survey of 1,500 individuals (500 students, 500 employees, and 500 alumni). Results from this survey aided the Department of Procurement and Contracts in its decision-making process.

Mississippi State Medical Association Statewide Survey

On behalf of the Mississippi State Medical Association, the SRL conducted a telephone-based survey with a representative sample of 500 Mississippians to better understand the general public’s knowledge and opinions regarding medical treatment by physicians and nurse practitioners.

Teachers Survey of Public School Testing and Assessment

In 2018, the Mississippi Department of Education established the Mississippi Student Testing Task Force to examine current student testing on the state and local school district levels and to determine best practices for monitoring student progress in meeting grade-level and subject-area learning goals. On behalf of the task force, the SRL conducted a web-based survey more than 10,000 public school teachers to measure their opinions regarding the current process of student testing as it relates to monitoring student progress.

(Continued on the next page.)
2018 Mississippi Vocational Rehabilitation Client Satisfaction Survey

On a quarterly basis, the SRL conducted telephone-based interviews with approximately 250 individuals who received vocational rehabilitation services from the Mississippi Department of Rehabilitation Services (MDRS) during the prior 12 months. This client satisfaction data assists the MDRS in program evaluation and development.

2018 MDMH Client Satisfaction Survey

On behalf of the Mississippi Department of Mental Health (MDMH), the SRL conducted an online, tablet-based survey of client satisfaction. For a three-week period, all clients receiving mental health services throughout the state of Mississippi were provided with an opportunity to share their opinions about the quality of services they received from MDMH. The results of this survey are used to improve the quality of MDMH services.

Survey of Diversity and Inclusion Initiative in Northwest Arkansas

On behalf of Converge, an NGO headquartered in New Orleans, Louisiana, the SRL conducted a telephone based survey with a representative sample of 600 residents of Northwest Arkansas. The purpose of this research is to measure the level of diversity and inclusion in Benton and Washington Counties, Arkansas and better understand public attitudes toward these constructs.

2018 Mississippi Social Climate Survey of Tobacco Control

On behalf of the Tobacco Control Unit at the Social Science Research Center, the SRL administered the Mississippi Social Climate Survey of Tobacco Control. Results from this survey assist researchers in better understanding the degree to which people in Mississippi live in smoke free homes, work in smoke free environments, understand the health risks using tobacco, and talk to their children about tobacco use. Funding for this research was provided by the Mississippi State Department of Health. This telephone-based survey of the general public included a representative sample of 1,500 adults residing in the state of Mississippi.

2018 Northwest Arkansas Quality of Life Survey

On behalf of The Walton Family Foundation, the SRL conducted a survey of perceived quality of life in Northwest Arkansas. This included measures related to health, safety, education, community activities, and the quality of local services. This telephone-based survey was administered to a representative sample of 1,000 adults residing in Benton and Washington Counties, Arkansas.

Mississippi Charter School Survey

On behalf of the Mississippi Charter Schools Authorization Board and Mississippi First, the SRL conducted a survey of parents in Hinds and Coahoma Counties, Mississippi. The survey respondents included 500 parents who have a child attending a charter school and 500 parents who have a child eligible to attend a charter school, but not enrolled in one. The purpose of this project was to provide Authorization Board members with a better understanding of parents’ attitudes and opinions regarding charter schools.