

Wolfgang Frese Survey Research Laboratory

In 2025, the Survey Research Laboratory (SRL) collected data for 10 research projects. This involved interviewing nearly 9,000 survey respondents.

Detailed descriptions of survey projects conducted in 2025:

CDC's Behavioral Risk Factors Surveillance System

For the 5th consecutive year, the SRL collected data for the Behavioral Risk Factors Surveillance System (BRFSS) managed by the Centers for Disease Control and Prevention. BRFSS is the nation's premier system of health-related survey data from U.S. residents regarding their potential for exhibiting health risk behaviors and experiencing chronic health conditions. In 2025, the SRL completed over 1,000 telephone-based, BRFSS interviews with a representative sample of adults residing in Mississippi.

Efficacy of Smoking Intervention Program for Parents: Follow-up Survey

The SRL collected data for a Harvard/MassGeneral, NIH-funded, randomized, controlled smoking cessation intervention trial. This research tested whether adding a biomarker measurement for child tobacco smoke exposure and providing personalized biomarker feedback to parents about their child's toxin exposure would increase smoking cessation among parents. The SRL interviewed approximately 50 study participants as part of a 12-month follow-up assessment of smoking cessation.

Mississippi Aged Residents Needs Assessment Survey

The SRL administered a telephone-based needs assessment survey to a representative sample of 600 Mississippians 50 years of age and older. The survey helped researchers identify the types of health-related information sought by older Mississippians and determine if there were any digital barriers to accessing this information. Funding for this research was provided by the U.S. Department of Health and Human Services.

Survey of Mississippi and Wisconsin Farming Technology

The SRL administered a mail-based survey on behalf of an interdisciplinary team of researchers from Mississippi State University and the University of Wisconsin-Madison. With funding from the USDA, the research team explored the types of precision agriculture technologies that are being used by producers of crops and livestock in both Mississippi and Wisconsin. The survey targeted a representative sample of 500 producers from each state.

Mississippi Black Bears Survey

The SRL administered a telephone-based survey on behalf of the Mississippi Department of Wildlife, Fisheries, and Parks. The survey included a representative sample of 1,066 adults residing in the state of Mississippi. The goal of this research was to better understand public awareness and attitude toward a growing black bear population in Mississippi. The frequency and types of human-bear interaction were

also measured. The research was conducted by MSU faculty from the Department of Wildlife, Fisheries & Aquaculture.

Mississippi Crime Experiences Survey

The SRL administered a mail-based survey on behalf of an interdisciplinary team of researchers from Mississippi State University. With funding from the U.S. Department of Justice, the research team explored public concern and experiences with crime in Mississippi and public opinion of local justice systems. The survey included a representative sample of more than 1,400 Mississippi residents.

Evaluation of Audubon Delta's Mississippi Coastal Stewardship Program's Outreach

On behalf of the National Audubon Society's Audubon Delta group, the SRL administered a telephone-based survey to measure public awareness of the Mississippi Coastal Bird Stewardship Program. The goal of this program is to help Mississippi's beachgoers better understand the threats facing nesting coastal birds and the need to safeguard the birds' natural habitats. The survey included a representative sample of 400 adults residing in Mississippi's three coastal counties: Hancock, Harrison, and Jackson.

2025 Mississippi First Charter School Survey

On behalf of Mississippi First in Jackson, the SRL conducted the 2025 Charter School Survey. This telephone-based survey included a representative sample of 500 adults residing in a 30-county catchment area in Mississippi. The purpose of this project was to measure public attitudes and opinions of Mississippi's charter schools.

2025 Mississippi Vocational Rehabilitation Client Satisfaction Survey

For the 25th consecutive year, the SRL completed approximately 1,000 telephone-based interviews with individuals who received vocational rehabilitation services from the Mississippi Department of Rehabilitation Services (MDRS) in the past year. MDRS uses these data to support its ongoing efforts in program evaluation and development.

2025 Mississippi Department of Mental Health Consumer Satisfaction Survey

For the 10th consecutive year, the SRL conducted the Consumer Satisfaction Survey for the Mississippi Department of Mental Health (MDMH). Using paper-based questionnaires, the SRL surveyed 2,406 individuals who received mental health services from one of the department's mental health programs in the past year. This survey measured consumers' opinions regarding the quality of services provided by MDMH.