



Delta State University
Center for Community and Economic Development

**Press Release:
2007 Delta Rural Poll**

**For immediate release
January 8, 2007**

The Center for Community and Economic Development at Delta State University is pleased to announce the 2007 Delta Rural Poll.

This survey of residents of 11 Delta counties will begin on January 8, 2007 and will continue for approximately 2 weeks. Researchers will contact Delta residents by telephone, and ask simple questions about their employment, quality of life, and demographics, as well as their perceptions and opinions on early childhood education programs and on some current issues in Delta communities. The survey will take about 12 to 15 minutes to complete. Each question will provide participants with a list of answers to choose from. The questions are easy to answer and require no special knowledge or experience.

The telephone calls will be made by experienced researchers at Mississippi State University. They will speak with approximately 1,000 Delta residents, whose telephone numbers are randomly selected. Randomly choosing respondents allows researchers to use a sample that is representative of the entire population of the Delta.

The survey will be administered in the following counties: Bolivar, Coahoma, Humphreys, Issaquena, Leflore, Quitman, Sharkey, Sunflower, Tallahatchie, Tunica, and Washington.

The poll is a collaboration between Delta State University's Center for Community and Economic Development and the Social Science Research Center at Mississippi State University.

The Delta Rural Poll provides local and state policymakers with valid data that can be used to better understand local characteristics, and to create solutions to local concerns.

The 2007 Delta Rural Poll is the third time this survey has been undertaken, following similar efforts in 2003 and 2005. Results from previous surveys have been analyzed and used to produce a series of policy reports, which are available from the Center for Community and Economic Development at Delta State University. These reports have been sent to local, state and national policymakers to help them make informed public policy decisions. Delta State researchers have also used results from these surveys to prepare papers that have been presented at national and international conferences, and graduate students have used results to prepare M.S. theses.

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Dr. Alan Barton is the Director of the Delta Rural Poll. Dr. Barton is also a Faculty Associate in the Center for Community and Economic Development, and an Assistant Professor of Sociology and Community Development at Delta State University.

“Delta residents should be aware that they may be contacted by the Delta Rural Poll over the next couple of weeks, and we invite everyone who is contacted to collaborate in this important research effort. The Delta Rural Poll is truly a project by and for the residents of the Mississippi Delta. Many local residents have participated in creating this year’s questionnaire, and we are truly responding to local concerns and issues. The Delta Rural Poll provides Delta residents with an opportunity to have a say in the decisions that affect them, and gives residents the chance to participate in forming the policy agenda in the state and the region.”

“The Delta Rural Poll is produced by people right here in the Mississippi Delta, and is for the residents of this region. It allows researchers, community developers, and community leaders to better understand the concerns and opinions of local residents, to better serve the region. Information from the Delta Rural Poll also allows people outside the Delta to better understand this region and its unique characteristics. Over the past four years, we have collaborated closely with researchers in other states who are conducting similar surveys, and have compared our surveys to track national trends.”

For more information on the 2007 Delta Rural Poll, please contact:

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