

# Appalachian Survey Research Laboratory

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The Appalachian Survey Research Laboratory (AppSRL) is part of the Center for Economic Research and Policy Analysis (CERPA) and conducts public opinion research about social, political, and economic issues, both regionally and nationally. We support survey research for Appalachian State University faculty, staff, and students; researchers at other academic institutions; local, state, and federal agencies; and others working in the public interest. AppSRL has the ability to field multi-mode surveys to reach respondents by telephone, mail, and/or the Internet and offers the following services at very competitive rates:

- Research design, including developing hypotheses, measures, and sampling frames
- Questionnaire construction, paying specific attention to question wording and order
- Data collection using Computer-Assisted Telephone Interviewing (CATI) system
- Data analysis and report writing
- Other consulting services (as desired)

Because AppSRL strives to provide high quality data typically found in academic research, we make multiple attempts at each contact number to increase response rates. For each project, we provide clients with a detailed methodology report (including response and cooperation rates endorsed by the American Association of Public Opinion Research), a codebook, and frequency tables (or cross-tabulations) of key demographic variables. Below are examples of projects AppSRL has completed:

- “Acceptability of Wind Energy, Carbon Capture Storage, and Climate Change: Worldviews and Economic Interests.” (2012). Funded by the Center for International Climate and Environmental Research – Oslo. Nationally representative telephone survey of more than 650 respondents with oversamples from coal producing regions to test predictors of public opinion toward alternative energies.
- “Rural Economic Opportunity: Barriers, Resources, and Best Practices.” (2010). Funded by the North Carolina Rural Economic Development Center. Representative telephone survey of more than 750 North Carolina residents to identify households in economic distress, as well as the primary causes of financial difficulties in the state.
- “Multi-Mode Chesapeake Bay Menhaden Survey.” (2010). Funded by the Virginia Institute of Marine Science. Representative telephone survey of more than 750 residents of Virginia and Maryland to assess public awareness of and attitudes toward the environmental and economic impact of overfishing in the Chesapeake Bay.
- “Conceptualizing Immigration.” (2010). Nationally representative telephone survey of nearly 300 Americans to assess public opinion toward immigration using experiments.

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