

JILL DARLING, formerly the Associate Director of the Los Angeles Times Poll, is an independent researcher and survey consultant; the owner of Jill E Darling Research, a full-service quantitative and qualitative research firm in Los Angeles.

## ACCURATE INSIGHTFUL SURVEY AND MARKET RESEARCH

Jill Darling Research offers a wide range of quantitative and qualitative survey research as well as director-level consulting services. Jill's personal experience, expertise, and one-on-one service transform research and business questions into useful, actionable answers. Jill's clients make decisions based on data from creative, focused, unbiased instruments, carefully constructed samples, accurate weighting, insightful focus group moderation, and thoughtful analysis. Your next project deserves this kind of attention from an expert with a proven track record in the field of research.

## SPECIALTY CONSULTING IN SAMPLE DESIGN AND WEIGHTING

Jill combines twenty years of sampling experience with up-to-date techniques to accurately design and weight your simple or complex survey samples. Eliminate the guesswork in combining cell and landlines samples; sample likely voters; oversample special populations without compromising quality, or take on multi-stage projects with confidence.

## SURVEY CONSULTING SERVICES

Busy researchers sometimes find themselves with too few hours in the day. When deadlines are looming, Jill's personable, expert, and steady assistance can allow you to focus with confidence, knowing that your projects are being treated with a level of attention to detail that will satisfy even your pickiest client - yourself. Jill Darling Research is also available to collaborate on bids, or sub-contract on awarded projects. Consulting services are offered on a per-project, or hourly basis.

- Turn-key project management from design to reports.
- Questionnaire design and testing.
- Focus group scripts and guided moderation.
- Field and data collection oversight.
- Bi-variate or multi-variate analysis.
- Reports with optional full-color charts and illustrations. PowerPoint presentations.
- Message and product testing

## ABOUT JILL DARLING

Jill's analysis and reporting has been featured in the *L.A. Times*, in *LATimes.com*, on Bloomberg News, and in the *Public Opinion Quarterly* as well as in lectures, seminars and cable broadcasts. She is active in AAPOR and currently serves on the national AAPOR Standards committee. She has also served on the executive council of the Pacific chapter, including a term as President. Jill holds a degree in mathematics and has more than twenty years of experience in survey research. She lives in Sherman Oaks, California. You may learn more about Jill Darling and the services offered by Jill Darling Research by visiting the firm's website at <http://darlingresearch.com>.