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JURY RESEARCH SERVICES

More and more, the legal profession is turning to Social Science to better understand the perceptions of the community, attitudes of potential jurors, and the efficacy of their arguments, evidence, and witnesses.

Jury Research is not a single method—it is a continuum of simple to complex research designs dependent on the needs of the case at hand.

Telephone Studies can provide scientifically-projectable data for Change of Venue and other public opinion issues.

Focus Groups can be used to explore the attitudes, opinions, and biases among jury-eligible participants or to evaluate counsel presentations, evidence, expert witnesses, depositions, and more.

Special application of the Focus Group method can be used to create a Mock Jury lasting several hours, an entire day, or more.

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Telephone-Based, Random-Sample Studies Telephone Studies are often used to measure awareness of and attitudes toward issues, persons or companies, pending litigation, or other aspects of a case among members of the eligible jury pool, especially **Change of Venue** issues. This quantifiable and projectable data can serve to inform trial strategy and expectations of jury receptivity. CRI operates its own 100-station Computer-Assisted Telephone Interviewing (CATI) facility in San Marcos, Texas. Telephone studies are never outsourced.



Focus Groups This qualitative method has been used by manufacturers, retailers, service providers, and more in order to *experience their customer* first hand. The legal profession can now apply this same methodology to experience attitudes, perceptions, reactions, and evaluations of various stimuli related to litigation in *real time*. Typically, 10-12 participants are presented case summaries by attorneys (video or live), evidence, depositions, and the like. Attorneys and their staff observe from behind a one-way mirror as participants simulate deliberation or engage in discussion led by an experienced focus group moderator. The fluidity of these sessions allows for adjustments in topics, presentations, testimony, evidence, and more.



Standard Focus Group These groups typically last 90 minutes to 2 hours during which case summaries, short pieces of testimony, evidence, depositions, and the like are presented to respondents for their evaluation and discussion. They may also be broader in scope, exploring attitudes and norms with regard to any number of issues, including public policy, law enforcement, insurance litigation, crime, ethnicity, industries, and more.

Jury Deliberation Focus Group Such groups last three hours or more and begin with a formal presentation to the “jury” by client counsel and by a member of the client team posing as opposing counsel. These can be done live or recorded. These presentations may or may not include expert witness testimony, depositions, presentation of evidence, and more. The “jury” is then given their instructions, asked to appoint a foreperson, and is given a finite time frame in which to deliberate and reach a decision. These proceedings are observed by client staff and the moderator. Once a decision has been made, the moderator re-enters the focus group room to discuss the case and to probe their reasons for their decisions and to determine what, if any, additional information they felt they needed.

The appropriate methodology or combination of methods is unique to each case but always requires careful planning, rehearsal, and a team effort. As your research partner, CRI can assure that you have the tools you need to conduct meaningful and actionable jury research.

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Marketing Research Association