

FAQS *ON* JURY RESEARCH

01 WHAT IS A JURY RESEARCH PROJECT?

Jury research is a generic term used to describe focus groups, mock trials, and/or any other form of pre-trial research wherein a case set is being assessed by a group of neutral mock jurors.

02 WHAT IS THE DIFFERENCE BETWEEN A FOCUS GROUP AND MOCK TRIAL?

Focus Groups are generally facilitated by a neutral moderator. Each side of the case (Plaintiff & Defendant) is presented in neutral fashion. Participants are asked, through a series of questionnaires, to evaluate the evidence. Mock Trials are presented in more of an adversarial format. Each party's case is presented by an attorney who is advocating that parties' position. Live or video testimony of witnesses may be a part of the trial simulation. Exhibits and demonstrative aids are often times shown to the mock jury as well. At the close of evidence, the mock jury panels deliberate to verdict. At OPVEON, we believe in a hybrid approach to this process. Interested in learning more about our research process, call us.

03 WHAT CASES BENEFIT FROM PRE-TRIAL JURY RESEARCH?

The short answer is this: All cases with any significant exposure. The budget for each case may vary based on the exposure but jury research is useful in all cases of value

04 AT WHAT POINT SHOULD I CONDUCT A JURY RESEARCH PROJECT?

Depending on what is being tested and/or assessed, a case may be ripe for research in the early phases of litigation. Other cases may not warrant research until closer to mediation or trial. Talk to your OPVEON trial consultant for an assessment on optimal timing of the research project for your case.

05 WHAT IS THE COST OF A PRE-TRIAL RESEARCH PROJECT?

Budget will vary on a case by case basis and will be dependent on the type of research conducted, the size of the mock jury panel, and the exposure of the case. We have conducted small focus groups for as little as \$10,000.00 and have been a part of focus groups exceeding \$100,000.00.

06 WHERE DO YOU GET YOUR MOCK JURORS?

We outsource recruiting to local reputable recruiting firms. We have national recruiting contacts making it possible for us to get mock jurors for any venue.

07 HOW LONG DO JURY FOCUS GROUPS LAST?

A typical focus group will last 5-8 hours. We generally bring in breakfast and lunch for jurors so that no one leaves the facility.

08 HOW LONG DO MOCK TRIALS LAST?

A mock trial can be completed in one day, but not typically. Generally a full blow trial simulation will last 2 full days.

09 DO YOU DO WORK EXCLUSIVELY IN OKLAHOMA?

Absolutely not. We have a nationwide practice. We have participated in research projects all across the United States

10 CAN I USE THE INFORMATION I OBTAIN FROM THE FOCUS GROUP AS A TOOL IN MEDIATION AND/OR TO CONVINCE MY CLIENT TO SETTLE A CASE?

Most definitely. Pretrial jury research is an excellent way to evaluate the value of your case. We often times have clients share the results of the focus group (assuming they are favorable) with opposing counsel at mediation in an attempt to leverage settlement.

11 CAN YOU ASSIST ME WITH PICKING MY JURY AT TRIAL?

Most definitely. Our consulting team is made up of seasoned trial consultants. We take the results from the research project, work with you to develop an ideal/non ideal juror profile, and assist you with selecting your jury.



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