



## NEW SOUTH RESEARCH



### NEW SOUTH RESEARCH MOCK TRIAL AND JURY RESEARCH



### **New South Research has been conducting mock trials and jury research since our inception in 1984.**

The best research design is the one that answers the questions of the trial team. Working with New South Research to design and conduct research, whether for a focus group, mock trial, or other creative design, will help you get the answers you need to win for your client.

Our clients say NSR's strength is in our approach to developing an in-depth understanding of each case by reading the complaint, motions for summary judgment, and key witness depositions. We then design questionnaires to identify key arguments, strengths, and potential weaknesses of your case.



## LEARNINGS

**You will gain a better understanding of how jurors will respond to your case.**

**While examining how jurors respond to your case is the overall objective, our mock trial process will also aid you in understanding a wide range of factors. You can potentially answer the following:**

- How do jurors respond to key defense and plaintiff themes and arguments?
  - What are key facts that drive decisions?
  - Are there arguments or facts that are confusing?
- What do jurors think of the witnesses? Are witnesses:
  - Believable, trustworthy, caring, friendly, approachable, sympathetic, honest?
  - How do witnesses compare to NSR’s witness database\*?
- What exhibits have the most impact in supporting each party?
  - Are there exhibits that are confusing?
- What do jurors believe about the plaintiff’s request for damages, and what do jurors believe is a just verdict?
  - What juror types show a likelihood to award larger verdicts?
- What are demographic and attitudinal factors that will aid in juror selection?
  - What internal juror biases affect their perceptions?
- How do jurors react to facts that might or might not be admissible at trial?
  - How do additional facts affect juror attitudes toward the case?
- What are juror impressions of the attorneys\*?

*\*NSR has compiled databases of numerous influential factors of a good witness and an effective attorney for comparison with juror ratings of your witnesses and attorneys*



**Every case is different and needs a custom research design. Therefore, NSR works with you to develop a research design that best suits the case, your learning goals, and budget.**

### **New South Research offers:**

- One-day full service Mock Trial
- Half-day Mini Mock Trial
- Two-hour Focus Group
- Scaled-down, "Do-It-Yourself" services
- Various additional services



## How do Mock Trials and Focus Groups Differ?

### A Mock Trial:

- Simulates the real trial with attorneys presenting an opening, evidence, witnesses, a closing, and allows for jury deliberation
- Provides insight, identifies key themes, and helps value the case
- Reveals vulnerabilities in the case so weaknesses can be addressed

### A Focus Group:

- Is a guided, non-adversarial discussion among surrogate jurors
- Explores perceptions of and probes thoughts on facts, issues, and strategies of the case but without instructions on the law or case background
- Is particularly effective when used early in the discovery and the litigation cycle

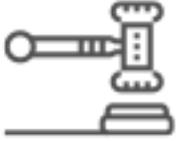
For further information on the difference between mock trials and focus groups, go to <https://newsouthresearch.com/services/legal/> and download “Should you conduct a mock trial or a focus group?”



## A Mock Trial or a Focus Group?

Jury research should always be tailored to your research needs or goals. When choosing between a mock trial, a focus group, or some other hybrid design, start by determining what you want to learn and how you will use the information.

	<b>FOCUS GROUP</b>	<b>MOCK TRIAL</b>
<b>Structure</b>	Moderator/attorney presents elements, issues, and themes of the case, and discusses with jurors	Jury simulation: Opening arguments, witness testimonies, evidence, closing arguments, deliberations, verdicts, debriefing of jurors
<b>Process</b>	Jurors discuss with moderator/attorney the likes, dislikes, themes, and key evidence	Jurors deliberate amongst themselves while being observed then are debriefed regarding what influenced their decisions
<b>Methodology</b>	Fully Qualitative	Qualitative + Quantitative hybrid
<b>Exploration tools</b>	Structured discussion guide to conduct the focus group	Questionnaires developed for juror background profiles, opening, closing, witnesses, and post verdict
<b>Verdict</b>	Jurors will discuss generally how they feel about the case	Indicative of verdict range
<b>Length</b>	2 to 3 hours	Typically a full day
<b># of participants</b>	8 to 12	20 to 36
<b>Outcomes</b>	Discover themes, strengths, weaknesses, and explore how jurors feel about key evidence/arguments	Understand how jurors feel about themes, evidence, witnesses, and key issues that drive jurors' verdicts; identify "Best" juror demographics for defense and plaintiff
<b>Reporting</b>	In-depth summary report based upon the discussion with jurors	In-depth summary report built upon extensive juror questionnaires, deliberations, debriefing, and juror profiles



## OPTION 1: One Day Full Service Mock Trial

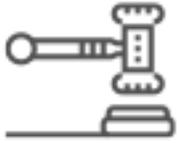
### The following is included in the cost:

- Case preparation
- Project management
- Consultant research and preparation
- Screener to target relevant jury pool
- Recruitment of 2 jury panels
- In-depth jury questionnaires
- Mock court and deliberating rooms
- Client viewing facilities
- Hosting of the groups
- Moderated discussion led by NSR
- Participant snacks and meal
- Data entry of jury responses
- Recording of the proceedings
- Consultant time
- In-depth analysis report

**Cost: \$13,500 to \$15,500 + incentive cost (\$200 - \$250 per juror)**

A one day mock trial can last anywhere from 8 to 10 hours. The time may be broken down as follows (but will be customized to your case):

8:30 AM	9:00 AM	Initial Questionnaire-Introduction
9:00 AM	10:00 AM	Opening statements and analysis questionnaire
10:00 AM	10:15 AM	Break
10:15 AM	12:00 PM	Witness or evidence presentation (with analysis questionnaires)
12:00 PM	12:30 PM	Lunch
12:30 PM	2:15 PM	Witness or evidence presentation (with analysis questionnaire)
2:15 PM	2:45 PM	Juror Instructions-Verdict-Break
2:45 PM	4:15 PM	Deliberations
4:15 PM	5:30 PM	Debriefing and final analysis questionnaire



## OPTION 2: Full Service Half-Day Mini Mock

The Half-Day Mini Mock is the best option for a less complicated case or where the case may be less dependent on witness testimony. The presentations are condensed into a “clopening” and take about an hour per side.

### The following is included in the cost:

- Case preparation
- Project management
- Consultant research and preparation
- Screener to target relevant jury pool
- Recruitment of 2 jury panels
- Jury questionnaires
- Mock court and deliberating rooms
- Client viewing facilities
- Hosting of the groups
- Moderated discussion led by NSR
- Participant snacks and meal
- Data processing of jury responses
- Recording of the proceedings
- Consultant time
- Analysis report

**Cost: \$7,500 to \$9,500 + incentive cost (\$150 - \$200 per juror)**

**A half day mini mock typically will last about 5 hours. The time is generally broken down as follows (but will be customized to your case):**

12:00 PM	12:30 PM	Initial Questionnaire-Introduction
12:30 PM	2:45 PM	“Clopening” from Plaintiff and Defendant
2:45 PM	3:15 PM	Juror Instructions-Verdict-Break
3:15 PM	4:30 PM	Deliberations
4:30 PM	5:30 PM	Debrief and final analysis questionnaires



## OPTION 3: Focus Group or Do It Yourself

The cost depends on NSR involvement. At the lower cost option, New South will provide screener design, recruiting, a facility, and simple questionnaires. At the higher price, New South will lead the discussions, analyze the results, and write a summary report.

The focus group option takes approximately 2 hours.

### The following is included in the full-service cost:

- Project management
- Consultant research and preparation
- Screener to target relevant jury pool
- Recruitment of one jury panel
- Simplified questionnaire design
- Discussion guide
- Research facility with client viewing
- Hosting of the groups
- Moderated discussion led by NSR
- Recording of proceedings
- Summary report

**NSR offers a Do-it-Yourself option that is perfect for the case on a tighter budget where the attorney wants to discover insight but provide their own analysis.**

With this option, NSR will manage the process for recruiting and facility services but not participate in questionnaire design, the proceeding, or analysis.

**Focus group cost: \$2,250 to \$4,250 + incentive (\$100 - \$150 per juror)**



## **ADDITIONAL SERVICES**

- Two- or three-day mock trials (longer presentation time for more complex cases)
- Change of venue survey
- Evidence-case substantiation survey
  - Survey to help refute or support your case; results can be used at trial or can be key to settlement