



# Strategic, Scientific Jury Research and Consulting

Learn how jurors think – and how it will impact your case

Jury consulting is about more than just picking the right jurors; it is about crafting a story that resonates, honing precise, easily understood arguments, and creating confidence in your case. Understanding how jurors reach conclusions enables you to make better strategic and tactical decisions — through every step of the litigation lifecycle.

When it comes to jury research and trial consulting, DecisionQuest® (a U.S. Legal Support Company), has a sterling reputation for mock trials and focus groups that reveal how certain case aspects may resonate with a jury in your venue. But did you know that we're also one of the most experienced teams in the nation when it comes to jury selection? As the premier trial consulting firm, we offer the following services:

## ✓ Jury Profiling

Based on their years of experience with jury selection, our seasoned jury consultants create jury profiles with the demographic, experiential, and attitudinal characteristics that are likely to distinguish pro-plaintiff from pro-defense jurors. These profiles can be used to help guide the selection process.

## ✓ In-Court Jury Selection Assistance

On the day of jury selection, DecisionQuest® consultants can be on site to help assess, track, and evaluate juror responses, read both verbal and nonverbal cues, develop voir dire follow-up questions on the spot, and work on preparing your strike list while your trial team continues questioning.

## ✓ Voir Dire Consulting

We can create and sharpen voir dire questions based on our strategic assessment of case themes, anticipated jury pool composition, court requirements, and our extensive work consulting on over 20,000 cases over the last thirty years.

## ✓ Social Media Research and Analysis of Potential Jurors

When you need to gain insight into what a juror may think about a case, we can uncover relevant information to help you make informed decisions. We exhaustively search social media platforms and publicly available records to ascertain the attitudes of potential jurors.

## ✓ Jury Profiling Surveys

DecisionQuest® has been conducting remote jury research since before the pandemic and were one of the first in the industry to do so. Using remote technology to survey a surrogate juror pool that matches your venue, we can provide statistically significant predictions of the characteristics that will distinguish a juror pro-plaintiff from a pro-defense juror.



## About the DecisionQuest® Trial Consultants

Founded in 1990, the DecisionQuest® team of consultants is one of the most experienced in the legal industry; the jury consultants, behavioral scientists, former litigators, and psychologists who stack our roster have over 500 years' collective experience across more than 20,000 trials, mediations, and arbitrations. After thirty years in the industry, we've garnered experience with all case types, across all venues, in all states that, frankly, no other company can match.

By applying scientific research and methodology with the art of persuasion, we help clients make informed, strategic decisions and realize their best-case scenario. For more information about DecisionQuest®, visit [www.decisionquest.com](http://www.decisionquest.com).

## Ask us about...

- Our legal graphics and design services
- Trial consulting services including mock trials, focus groups, witness preparation, shadow juries, and more
- Courtroom multimedia and trial technology services
- Post-trial services including post-trial analysis and jury interviews