



December 2, 2025

Client
Firm
Address
Contact Information
Website

RE: *Case or Matter: PULSE On-Line Study*

Dear Client:

On-Line jury research is an innovative and cost-effective way to present an attorney-authored case overview to a group of juror surrogates while learning from them about their initial reactions to the issues. The data garnered from this study is invaluable. The knowledge base allows trial counsel to approach and/or defend depositions with the expectations of the jury in mind and to target what jurors are likely to be focused upon at trial. We can understand what jurors are concerned about, examine issues of causation and liability, collect information about their willingness to award damages and in what amounts they are willing to do so, evaluate potential apportionment, test demonstrative exhibits and witness credibility, and more.

AJC/ American Jury Centers is a litigation support firm. For over thirty years the firm's partners have been helping attorneys and their clients analyze and evaluate cases, strategize for discovery, select and prepare witnesses, recognize and capitalize upon opportunities to resolve disputes whether pre-filing, at mediation or through trial. We have had the opportunity to work in 41 states to date on hundreds of cases. For more

than a decade we have been engaged in the development of a platform, one dedicated to the idea that on-line jury research adhering to strict research methodology, offering venue specific recruiting and capable of delivery at an affordable price was possible. Our search has resulted in a product, a methodology and a price point we are proud to introduce; PULSE.

PULSE offers us and our clients the capacity to share a case narrative or opposing narratives on-line to a group of either venue matched, venue specific or venue neutral surrogate jurors, recruited by us for you. The narrative can and should be supported by documentary evidence, photos, video deposition vignettes, surveillance footage, and the like. Following the panelist's review of the narrative, they are prompted to complete a questionnaire which can be offered in varied formats; from verdict forms, multiple choice questions, open ended questions allowing jurors to offer qualitative responses, Likert scale questions allowing for nuanced measurements of jurors strength of commitment on particular issues, and even scaled measurements of the jurors' reactions to key witness. All of the quantitative and qualitative data will be collected, analyzed and reported back to you in relative short order. Why settle for 24, 36 or even 48 surrogate panelists when you can have 200 for a fraction of the cost of an ordinary Focus Group or Mock Trial? This is not to suggest that a time and place along the litigation timeline doesn't exist that would necessitate a more conventional form of jury research. When you're early on in a case, trying to understand how a venire might handle issues and evidence in your case, when you're thinking about what you want to share or hold back in an upcoming mediation or arbitration, and when your case can be presented cleanly without the need for advocacy or nuanced attorney argument, this may be the best pathway to clarity and confidence.

Your AJC/American Jury Centers Staff for this project would be led by our senior most team including Stuart Simon.

Proposal for Special On-Line Juror Survey

Proposed Services

The following addresses the structure and associated costs for the Survey, and all associated out of pocket expenses.

The On-Line study is centered around an attorney drafted narrative. It is important that the narrative and accompanying exhibits and questionnaires can be completed in approximately 6-8 minutes. Our experience has taught us that the narrative should not exceed 2500 total words. When coupled with supporting materials like video vignettes, demonstrative exhibits and the like, it is important to factor the time necessary for review of those supporting materials when determining the appropriate length of the narrative. We are available to help guide you in that. We've noticed that a balance can be struck when combining a narrative of roughly 1500 to 2000 words, a handful of demonstrative exhibits, possibly a brief video vignette of one or two minutes, a verdict form and a few open ended prompts. We are pleased to provide you with some sample scripts to help guide you. The narrative is posted on a password protected on-line platform for the recruited surrogate jurors to review and respond to. Once the respondents have read the narrative, they are prompted to answer a series of questions provided by counsel. The results are collected, analyzed and reported in a written summary of findings.

- The jurors will be a carefully screened cross-section of jury-eligible citizens from your venue and additional venue matched surrogate counties. The panel will be widely diverse in its make-up. The study will involve the participation of roughly 200-250 respondents.
- Professionally designed background questionnaires will be administered and analyzed. Juror reactions to the case will be measured through further questionnaires administered after the presentation.

The Trial Team's Role in Preparing for the Research

It will be important for a member of the trial team to prepare the script which will be utilized in the research, as well as to be available for the reporting session where research findings and strategic implications will be presented.

Summary of Findings

All of the quantitative and qualitative data will be analyzed and reported back to the trial team soon after the research is completed. The focus will be on identifying what jurors

care about most, key areas of confusion, an analysis of strength and weaknesses for all parties, and a determination of what is driving jurors' questions and comments.

- **Pricing**

Each Special On-Line Exercise is billed at the flat fee rate. There is an exclusive FDCC member rate. Administrative efforts focused on preparing the research as well as the performance of the study, all out of pocket expenses and the written summary of findings are included within the flat fee.

- If you are interested in learning more about PULSE, we will provide a sanitized summary of findings from a recent study. It includes, in Appendix A, the sanitized narrative which was posted on-line. The summary of findings along with the narrative will provide you with a preview of our work product as well as what we are looking for you to provide as stimulus material for the study. Please do not hesitate to call with any questions.

Sincerely,

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