

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, TrialQuest (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, TrialQuest 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 53,000 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

TrialQuest 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 TrialQuest

TrialQuest provides a comprehensive approach to litigation support through our strategic trial consulting, multi-media trial graphics, and trial presentation services. We are the combined result of two pioneering trial services companies, TrialEx and DecisionQuest, each with over 30 years of experience advising and supporting litigators across the country. Our seasoned professionals have a proven track record of supporting more than 53,000 high-risk trials, arbitrations, and mediations across all practice areas. We help trial teams navigate the complexities of litigation and gain a winning edge.

