

Mock Jury Study Bid

DATE: May 1, 2009

TO: Joe Guastaferrero
Joe Guastaferrero

PHONE: [REDACTED]
CELL: [REDACTED]

FROM: Mark Eddy

DATE: TBD

TIMES: 8:30am, 1:00pm

We have the weekends of the 6th and the 13th of June – shall I confirm?

RESPONDENT INCENTIVE \$150

I didn't think we agreed on this price for all the participants and will talk to him about that. I thought we were just talking about going to this range if recruiting became a difficulty for the p.m. session. The incentive fee of \$150 is still quite reasonable. The axiom "when you pay peanuts you get monkeys" is very true in focus group recruitment.

- # Recruit for 4 three hour Focus Group sessions.
- # Recruit 16 for 14-16 to show each session.
- # Recruit a good mix of respondents regarding gender, age, race/ethnicity and education.

We can be more specific about this without having to pay for the purchase of a specialized demographic list. We talk about the case so much and become inured to the moral outrage that average jurors are going to jump to. I am sure that Mike will try to trigger that in his presentation of the plaintiff's case. I wonder if African Americans are going to be particularly incensed?

Recruiting \$75 per recruit

Facility \$1,500 per day

DVD Recording Stationary \$200 per session

This is the fixed camera that shoots from behind the mirrored wall. It has proven very useful in the past. They also include an audio tape of the conversation which I have sometimes paid to have transcribed. Not easy to do but depending on the discussion we want to analyze it could be very useful.

Monitor/DVD Player \$100 per day

There is not a video feed from the playback deck in the jury room to the client's room. I guess most of the marketing research they do does not use video presentations. For us this means that we have to have two copies of whatever videos we are using. One plays from the DVD deck in the room and the other is started simultaneously on another deck in the back room so the clients can watch what the jurors are watching. It works out rather smoothly but if you don't think we need to watch the taped statements of the characters we are going to create for the study we can eliminate this cost.

Respondent Food \$10-12 per respondent

This will be for bagels and coffee for the a.m. groups and we can come up with something appropriate for those we call at 1:00 without having to feed them lunch.

Tel. [REDACTED] • [REDACTED] / Fax. [REDACTED]

Client Food \$23-50 per client

This figure always ends up being much more than I expect it to be. Two factors: At the last minute the legal team decides to invite others "just to get their reaction" and the food gets ordered from "Two-Jays" or some comparable high priced "deli." We can control this as well.

COSTS PER GROUP INCLUDES: Full time host and dual audio taping

ADDITIONAL COSTS: Respondent fees, video recording,
Respondent/client meals

IT IS OUR POLICY THAT HONORARIUM FEES BE SENT TO US ONE WEEK BEFORE PROJECT DATE.

FIELD & FOCUS OFFERS ACTIVEGROUP SERVICES FOR VIEWING YOUR GROUPS ONLINE. PLEASE VISIT WWW.ACTIVEGROUP.NET FOR ADDITIONAL INFORMATION.

WE LOOK FORWARD TO WORKING WITH YOU.

When we agree to the terms and conditions I will put Mark directly in touch with Mike or whomever we decide is going to authorize and make the payments.

Tel. [REDACTED] • [REDACTED] / Fax. [REDACTED]