

Focus Group Research

Significant cases rarely go to trial without testing the message through a focus group, mock trial, or venue survey. Jurinex focus group research is communication oriented and tests our client's story using narrative legal communication research methods. Our research process, based upon hundreds of focus groups and mock trials nationwide, explores how jurors are likely to react to specific elements of our client's story. We generate in-depth reports outlining how participants react to key issues, exhibits, and witnesses. Our report is recommendation focused to ensure the results of the research maximizes the impact at trial.

EXPLORE

Exploratory focus groups serve to improve and enhance the trial message. Our consultants work with focus group participants to objectively unearth predispositions and how they affect acceptance of our story. Our narrative focus group model explores how jurors are likely to react to particular elements of case. Participants give many suggestions to improve the language and exhibits used to characterize the evidence.

DEFINE

The Jurinex narrative focus group defines strengths and weaknesses that will affect the outcome of our case. Our method identifies areas of confusion that jurors are likely to have at trial so that trial counsel hears about them before the post-trial interviews.

RECOMMEND

The Jurinex narrative focus group method is designed to answer the key questions of trial counsel. Our consultants skillfully probe these issues and provide timely, in depth recommendations to assist counsel with the development of the most persuasive story.