



	Focus Group	Mock Trial
Structure	Moderator/attorney presents elements, issues and themes of the case, and discusses with jurors	Jury simulation: Opening arguments, witness testimonies, evidence, closing arguments, deliberations, panel verdicts, debriefing of jurors
Process	Jurors discuss with moderator/attorney the likes, dislikes, themes, and key evidence	Jurors deliberate amongst themselves while being observed then are debriefed regarding what influenced their decisions
Methodology	Fully Qualitative	Qualitative + Quantitative hybrid
Exploration tools	Structured discussion guide to conduct the focus group	Questionnaires developed for juror background profiles, opening, closing, witnesses, and post verdict
Verdict	Jurors will discuss generally how they feel about the case	Indicative of verdict range
Length	2 to 3 hours	Typically a full day
Number of participants	8 to 12	20 to 36
Outcomes	Discover themes, strengths, weaknesses, and explore how jurors feel about key evidence/arguments	Understand how jurors feel about themes, evidence, witnesses, and key issues that drive jurors' verdicts; identify "Best" juror demographics for defense and plaintiff
Reporting	In-depth summary report based upon the discussion with jurors	In-depth summary report built upon extensive juror questionnaires, deliberations, debriefing, and juror profiles

NEW SOUTH RESEARCH

THE SCIENCE OF READING MINDS