

## February is for Focus Groups

### Different Methods to Conduct Focus Groups

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Focus groups are a valuable tool for understanding how potential jurors think, feel, and react to a case. Typically made up of 10–12 participants who closely resemble the actual jury pool, focus groups present a condensed version of a case to gather honest feedback, emotional reactions, and decision-making patterns. Attorneys use different focus group formats depending on what aspect of the case they want to test.



#### Conversational Focus Group

One common approach is the **conversational focus group**, where participants receive minimal information and are encouraged to ask questions to help them make sense of the case. This method reveals what jurors naturally focus on and which facts feel unclear.



#### Adversarial Focus Group

In contrast, **adversarial focus groups** function like a mock trial, with both sides presenting arguments and evidence, often ending in deliberation.



#### Slanted Focus Group

Another method, the **slanted focus group**, intentionally begins with participants favoring one side—usually the defendant—to identify which evidence or arguments are strong enough to shift opinions.



#### Opening-only Focus Group

An **opening-only focus group** tests your opening statement for clarity, persuasion, and trial readiness. Participants provide feedback through notes, surveys, and discussions. Consultants analyze responses to refine strategy and strengthen your case before trial.



Up next in our **February is for Focus Groups** series: How to Make Focus Groups Cost-Effective or Highly Sophisticated, followed by Visual Components for Focus Groups. Check back every Friday as we continue the conversation.