

News Release

For Immediate Release

For more information, contact:

Tim Kolly 312-698-6220 | tkolly@dri.org

DRI National Poll: As Jurors, 59% Would Be Biased Against Insurance Companies

Chicago-(January 2, 2013)-Insurance companies that are pitted against individuals as litigants in civil cases would be advised to seek out potential jurors who are college grads with an income in excess of \$100,000. According to a recent national poll by DRI – Voice of the Defense Bar, that is the demographic that is least likely to be biased in favor of the individual in such cases. In fact, it is the only demographic surveyed in which fewer than half would be inclined toward bias in favor of the individual.

Overall, however, 59% of respondents said that they would be inclined to favor the individual in such a lawsuit with virtually no difference between male and female respondents. Only 20% of respondents said they would not favor either.

“The results of our poll show two things,” said John R. Kouris, DRI Executive Director. “The fact that only 20% would approach their responsibilities as a juror in an objective manner means that we have a bit of public education to do on the role of a juror in the administration of justice. Second, while some of the demographic responses are expected, others are quite surprising.”

One of the most surprising responses was the “bias spike” that occurs among the respondents in the youngest age category, individuals 18-29. A dramatic 71% in that category said that they would be inclined to favor the individual over the insurance company. That is 15% higher than among all adults age 30 and over.

Not unexpected but dramatic nevertheless was the divide between liberals and conservatives on the issue of bias with 73% of liberals and only 50% of conservatives saying that they would favor the individual.

The poll was the first of what will become a DRI annual national opinion poll on the civil justice system.

###

About DRI – The Voice of the Defense Bar

For more than fifty years, DRI has been the voice of the defense bar, advocating for 22,000 defense attorneys, commercial trial attorneys, and corporate counsel and defending the integrity of the civil judiciary. A thought leader, DRI provides world-class legal education, deep expertise for policy-makers, legal resources, and networking opportunities to facilitate career and law firm growth. For more information, log on to www.dri.org