

News Release

For Immediate Release

For more information, contact:

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

DRI National Poll: As Jurors, 52% Would Be Biased Against Automobile Companies

Chicago-(February 6, 2013)- In a new national opinion poll released by DRI – Voice of the Defense Bar late last year, 52% of respondents said that, as jurors in a suit that pitted an individual against an automobile company, they would be inclined to favor the individual. Only 22% said that they would favor neither.

“The results of our poll show two things,” said John R. Kouris, DRI Executive Director. “The fact that only 22% 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.”

Among the surprises is the fact that potential juror bias spikes in the youngest age category of 18-29. In that group, 61% said that they would favor the individual over the automobile company, a figure 9-14% higher than the other four age groups. Older respondents (65 and older) showed the least bias toward the auto companies at 47%. The demographic category showing the lowest bias overall was among those with incomes in excess of \$100,000 (38%). Overall, there was no difference between the sexes with 52% of both males and females saying they would be inclined to favor the individual.

Perhaps the biggest surprise was that only 9% of Midwest respondents said that they would favor the auto company, 3-6% lower than other regions. The greatest concentration of the American automobile industry is in the Midwest.

The auto industry can take heart, though, in the fact that potential juror bias against it at 52% is lower than the pharmaceutical industry (56%), the insurance industry (59%), the oil and gas industry (58%), and the financial services industry (57%).

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

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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

