



## News Release

For Immediate Release

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### **Poll: Tech Companies Would Fare Better At Hands of Jurors Than Other Sectors**

**Chicago-(June 4, 2013)**-Technology companies that are pitted against individuals as litigants in civil cases would face less juror bias than any of the other five business sectors measured in a recent poll. According to a national poll by DRI – The Voice of the Defense Bar, less than half (46%) of all respondents would tend to favor the individual over the technology company in such litigation. There was no statistically significant difference between male and female responses.

The other business sectors measured had substantially larger percentages who would favor the individual over the corporation: 56% in a case involving a pharmaceutical company, 59% in a case involving an insurance company, 52% in a case involving an automobile manufacturer, 57% in a case involving a financial services company, and 58% in a case involving an oil or gas company. In the case of a suit involving an individual and a technology company, only 22% said they would be neutral.

“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 a neutral 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 surprising.”

Interestingly, the only demographic to show a majority would be potentially biased against the technology company in litigation was the age group of 18-29, i.e. the age group probably most versed in knowledge and use of technology products. In that age category, 52% would favor the individual as opposed to, for instance, only 42% in the age category of 65 and older. College grads (36%) and upper income respondents (34%) showed the greatest disinclination to discriminate against technology companies.

The poll, conducted by DRI’s Center for Law and Public Policy, was the first of what will become a DRI annual national opinion poll on the civil justice system.

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