



## **Bowne DecisionQuest and DRI—The Voice of the Defense Bar--Survey Findings of American Juror Attitudes Against Corporate America**

Bowne DecisionQuest has partnered with two leading legal industry organizations, DRI—The Voice of the Defense Bar and Minority Corporate Counsel Association, to explore key issues that were identified as being of the highest concern to Corporate America. The research findings will be released in two parts, the first focusing on litigation trends and the second on corporate accountability. Below is information regarding litigation trends, provided in partnership with DRI. The complete findings will be released later this fall.

The research was based on the combined findings of two national surveys.

The first was a phone survey of 1,101 jury-eligible participants from around the country and Puerto Rico, conducted in September. The first survey included questions relevant to discrimination and fast-food litigation.

The second was a survey of 1,018 in-person interviews in 18 states conducted as part of DecisionQuest's ongoing research from June through September. To explore these attitudes and beliefs, Bowne DecisionQuest prepared a short written survey that was handed out prior to mock jury research sessions conducted around the country from June through September. A total of 1,011 participants from eighteen states across the country, as well as Puerto Rico, completed the survey during this time period. The second survey included questions relevant to environmental litigation.

Please find the questions and findings from the surveys as follows.



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**Survey One: Questions on discrimination and fast-food litigation.**

**Demographic information of Survey One is as follows:**

<b>Region:</b>	Northeast <b>20.1%</b>	West <b>19.8%</b>	North Central <b>27.3%</b>	South <b>32.8%</b>
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<b>Gender:</b>	Male <b>48%</b>	Female <b>52%</b>
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<b>Age:</b>	18-24 <b>13.7%</b>	25-34 <b>19.6%</b>	35-49 <b>30.4%</b>	50-64 <b>19.6%</b>	65+ <b>16.9%</b>
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**Ethnicity:**

White/Caucasian <b>70.1%</b>	African-American <b>12.2%</b>	Hispanic <b>12.3%</b>
Asian <b>4.3%</b>	Other: <b>1.1%</b>	

**Highest level of Education Completed:**

Less Than High School Graduate <b>17.9%</b>	High School Graduate <b>27.9%</b>	Some College <b>28.5%</b>
College Graduate <b>18.6%</b>	Post Graduate School <b>7.1</b>	

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### Household Income:

Less than \$20,000 <b>23.3%</b>	\$20,000 – \$29,999 <b>17.5%</b>	\$30,000 - \$39,999 <b>12.1%</b>	
\$40,000 - \$49,999 <b>13.4%</b>	\$50,000 - \$74,999 <b>15.7%</b>	\$75,000 - \$99,999 <b>9.5%</b>	\$100,000 + <b>8.6%</b>

### Questions:

#### 1. How good a job has corporate America done in fighting discrimination and promoting diversity in the workplace?

14%	Very good
24%	Good
34%	Adequate
19%	Poor
9%	Very poor

#### Subgroup Differences:

Those who are older (35 years or above), divorced or widowed, and Influentials<sup>1</sup> are more likely to think corporate America has done a poor or very poor job. The youngest group (18-24) is more likely to believe that corporate America has done a good job. Those who have a college education or better are less likely to think corporate America is doing a good or very good job. African-Americans are more likely to think corporate America is doing a poor or very poor job.

#### 2. If you were a juror in a lawsuit where minority employees were claiming racial discrimination by their company, how important would it be for you to know if there are minorities among the senior managers and directors of that company?

47%	Very important
34%	Somewhat important
19%	Not important

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<sup>1</sup> Influentials are people who have engaged in three or more of the following activities in the last twelve months: 1) attended a public meeting on town affairs; 2) written or called any politician; 3) written a letter to the editor of a newspaper or magazine or called a live TV or radio show to express an opinion; 4) served on a committee for some local organization; 5) served as an officer for some organization; 6) been an active member of any group that tries to influence public policy or government; and 7) made a speech. The shorter definition is: Influentials are people who are particularly involved with political and community affairs. These people were identified through use of a participation in political and community activities scale.



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Subgroup Differences:

The youngest (18-24), those with lower income (under \$40K), those with young children, and those in minority racial groups are the most likely to think it is very or somewhat important to know. Those who are married are more likely to think not important to know.

**3. Do you support lawsuits against fast food companies by customers who claim to have become obese eating their food?**

11% Yes  
89% No

Subgroup Differences:

Those of lower income (under \$30K), those in minority racial groups, those who do not have Internet access, and those with less than a high school degree are more likely to support lawsuits.

**4. Do you feel that fast food companies should have warned their customers about possible risks associated with eating their food?**

36% Yes  
64% No

Subgroup Differences:

Those of lower income (under \$30K), high school dropouts, those in minority racial groups, those without Internet access, and those from the East Coast are more likely to think fast food companies should warn. Influentials and married people are less likely.

**5. Do you feel that fast food companies are responsible for addicting their customers to fatty foods?**

17% Yes  
83% No

Subgroup Differences:

Those of lower income (under \$20K), high school dropouts, widowed or divorced people, those without Internet access, and those in minority racial groups are more likely to believe fast-food companies are responsible for addicting their customers while Influentials are less likely.



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**6. Fast-food companies should not be allowed to target children in their advertisements, because children don't know that fast food may be bad for them.**

- 26% Strongly Agree
- 30% Somewhat Agree
- 19% Somewhat Disagree
- 26% Strongly Disagree

**Subgroup Differences:**

Those of lower income (under \$20K), those without younger children at home, older people (50 and over), widowed and divorced people, those without Internet access, and Asians are more likely to believe fast food companies should not be allowed to target children.

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### Survey Two: Questions on environmental litigation.

Demographic information of Survey Two is as follows:

<b>Region:</b>	East <b>32%</b>	West <b>27%</b>	Midwest <b>21%</b>	South <b>16%</b>
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<b>Gender:</b>	Male <b>46.7%</b>	Female <b>51.4%</b>
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<b>Is the area where you live:</b>	Urban <b>38.1%</b>	Suburban <b>33.7%</b>	Rural <b>20.4%</b>
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<b>Age:</b>	18-24 <b>11.7%</b>	25-34 <b>19.5%</b>	35-44 <b>24.7%</b>	45-54 <b>21.3%</b>	55 -64 <b>14.4%</b>	65+ <b>8.0%</b>
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### **Ethnicity:**

White/Caucasian <b>67.8%</b>	African-American <b>19.8%</b>	Hispanic <b>8.9%</b>
Asian <b>.8%</b>	Native-American <b>1.2%</b>	Other: <b>1.6%</b>

### **Highest level of Education Completed:**

Less than High School graduate <b>4.8%</b>	High school graduate <b>21.9%</b>	Technical/trade school <b>6.3%</b>	Some College <b>40.3%</b>
Bachelor's degree <b>15.8%</b>	Some post-graduate work <b>4.4%</b>	Masters/Ph.D. <b>6.1%</b>	

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**Occupation (if retired or unemployed, please describe most recent occupation):**

Sales/Service <b>18.0%</b>	Blue Collar <b>14.1%</b>	Homemaker <b>7.8%</b>	Student <b>5.9%</b>
Professional <b>25.2%</b>	Management/White Collar <b>13.8%</b>	Clerical <b>11.3%</b>	

**Household Income:**

Less than \$20,000 <b>24.8%</b>	\$20,000 – \$29,999 <b>20.5%</b>	\$30,000 - \$39,999 <b>14.5%</b>	
\$40,000 - \$49,999 <b>11.3%</b>	\$50,000 - \$74,999 <b>17.5%</b>	\$75,000 - \$99,999 <b>6.8%</b>	\$100,000 + <b>3.5%</b>

**Have you ever supervised other employees at work?**

Yes	No
<b>71.0%</b>	<b>26.5%</b>

**Environment Questions:**

**1. Should people who believe they have become sick from breathing pollution generated by manufacturing facilities be compensated by the companies who released the fumes; even if there is little evidence that the fumes released into the air by that company have harmed anyone?**

Definitely Yes <b>7.6%</b>	Probably Yes <b>44.0%</b>	Probably No <b>41.5%</b>	Definitely No <b>5.8%</b>
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**2. If I were a juror in a case brought by an environmental group against a corporation for violating pollution laws I would be more likely to:**

Side with the environmental group <b>78.8%</b>	Side with the corporation <b>13.7%</b>
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**3. If a healthy individual thinks he/she may become sick in the future as a result of having been exposed to a company’s product that contains hazardous elements, the company should have to compensate that person now in case he/she becomes sick in the future.**

Strongly  
Agree  
**11.9%**

Somewhat  
Agree  
**23.0%**

Somewhat  
Disagree  
**34.1%**

Strongly  
Disagree  
**29.7%**