



# RebuttalPR

## SURVEY REPORT

**Americans' Views on the Civil Justice System 2023 Edition**

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## **Finding #1: There is an increase in anti-corporate views, including among Republicans**

This analysis comes from a comparison of the 2023 and 2022 surveys. We controlled for differences in the two surveys by weighting the demographics of the 2023 survey to match the 2022 survey on gender, age and political ideology.

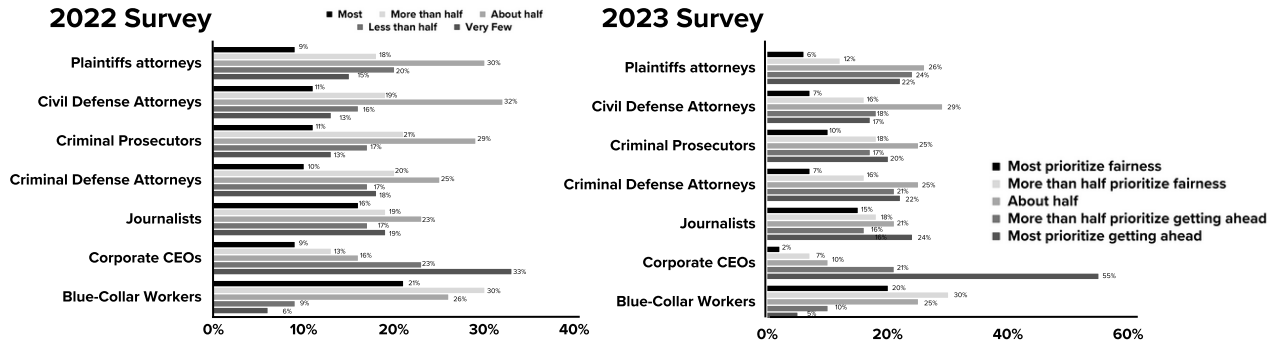
Certain findings were very consistent between the two surveys, including:

- “How often do you think the criminal justice system gets it right with regard to sentencing?”
- “If you were injured tomorrow by a faulty product, would you consider suing?”
- Attitudes of people in our sexual abuse scenario where 5 additional victims come forward
- Others which will be covered below

However, one area showed significant increase since last survey, and that was the strength of anti-corporate views. The charts below show a comparison between the 2022 and 2023 surveys, and the analysis below each set of charts highlights the differences in corporate measures.

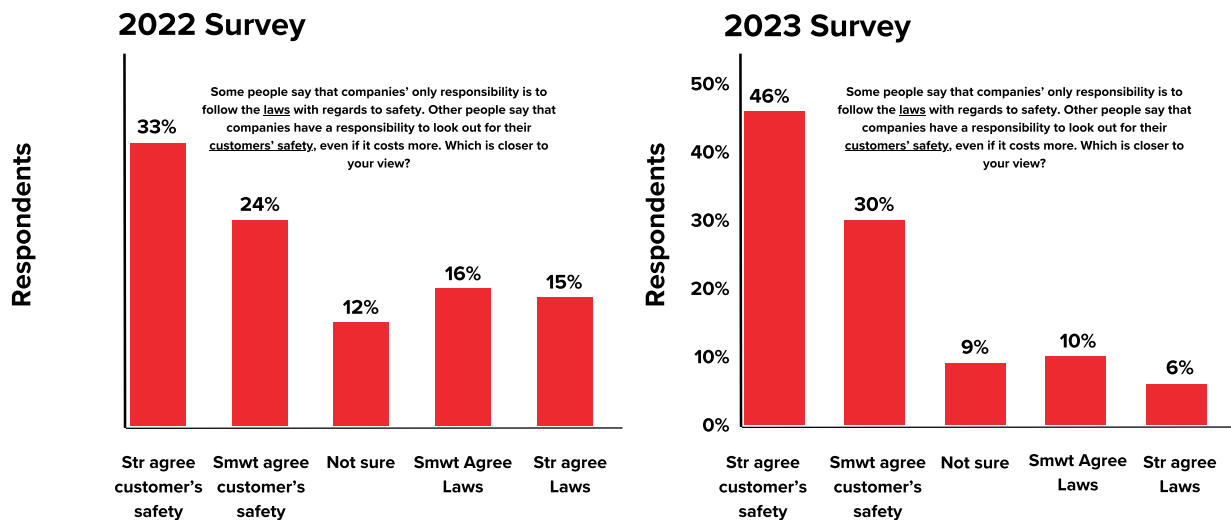
Based on other research, we believe this trend is caused in large part by increasingly anti-corporate views among a segment of Republican respondents. The final part of this section compares Republicans to Democrats to demonstrate the higher than expected anti-corporate attitudes among Republicans.

## Changes in views on which groups value fairness vs. getting ahead



- Bias against corporate CEOs is noticeably higher in this survey than a year ago, with a full 55% agreeing that “Most corporate CEOs prioritize getting ahead vs. valuing fairness”
- While the 2023 survey was more cynical in general, the change toward corporate CEOs was the largest
- We did update the wording of the question slightly, but since the findings align with other survey questions about corporations / corporate CEOs, we don’t believe that was the cause of the change

## Changes in views on the responsibility of companies with regard to safety

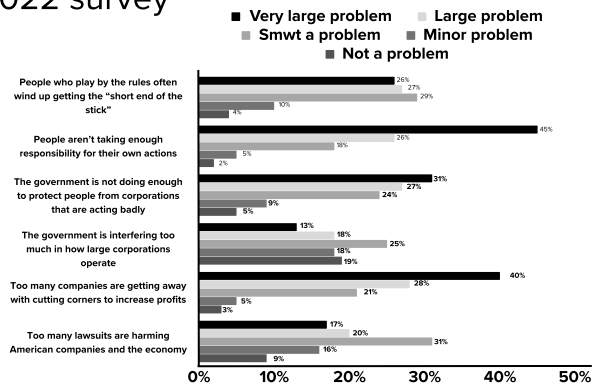


- In a sign of changing expectations toward corporations, a larger percentage felt that companies have a responsibility to look out for their customers’ safety even if it costs more.

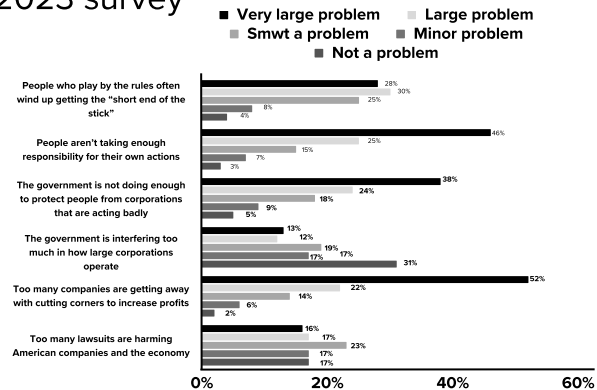
# Changes in views on the biggest problems in America

For the following issues, please rate how big a problem you think each is in America

2022 survey



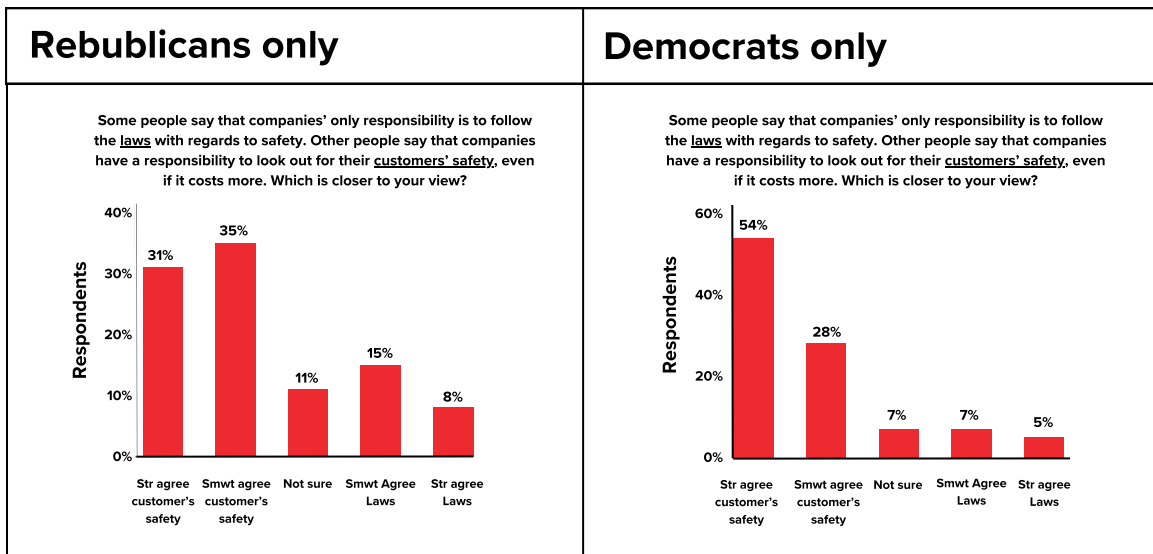
2023 survey



- Certain issues didn't move much, further suggesting that these survey respondents did not differ fundamentally from last year's respondents. Those issues were:
  - "People who play by the rules often wind up getting the short end of the stick"
  - "People aren't taking enough responsibility for their own actions"
- On the other hand, all "problems" that related to corporations showed a decreased concern for corporations. Those issues were:
  - "Too many companies are getting away with cutting corners to increase profits" (52% say it is a very large problem, up from 40%)
  - "The government is not doing enough to protect people from misbehaving corporations" (38% say it is a very large problem, up from 31%)
  - "Too many lawsuits are harming American companies and the economy" (17% said it was not a problem. up from 9%. The percent who said it was a large or very large problem declined slightly)
  - The government is interfering too much in how large corporations operate" (31% said it was not a problem. up from 19%)

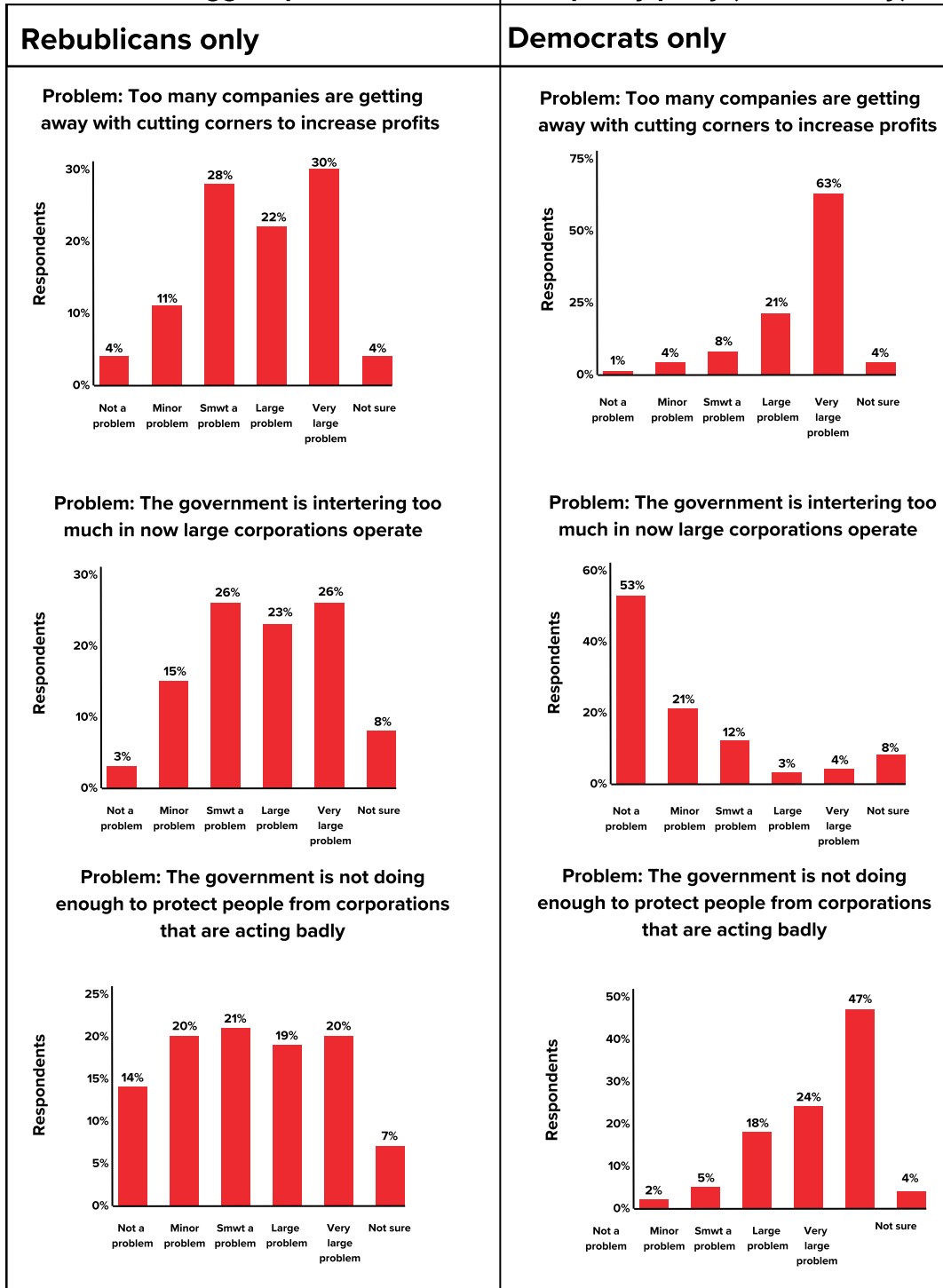
## A closer look at Republicans' views toward corporations (2023 survey)

Previous research has shown that, as the Republican party has become more populist, there has been a growing faction of Republicans that are anti-corporate. These attitudes are more prevalent among "MAGA" Republicans than among traditional, fiscally conservative Republicans. This insight is valuable both in individual jury selection, but ***it also may suggest that certain Republican-leaning jurisdictions might no longer be as hostile to lawsuits against corporations as they used to be.***



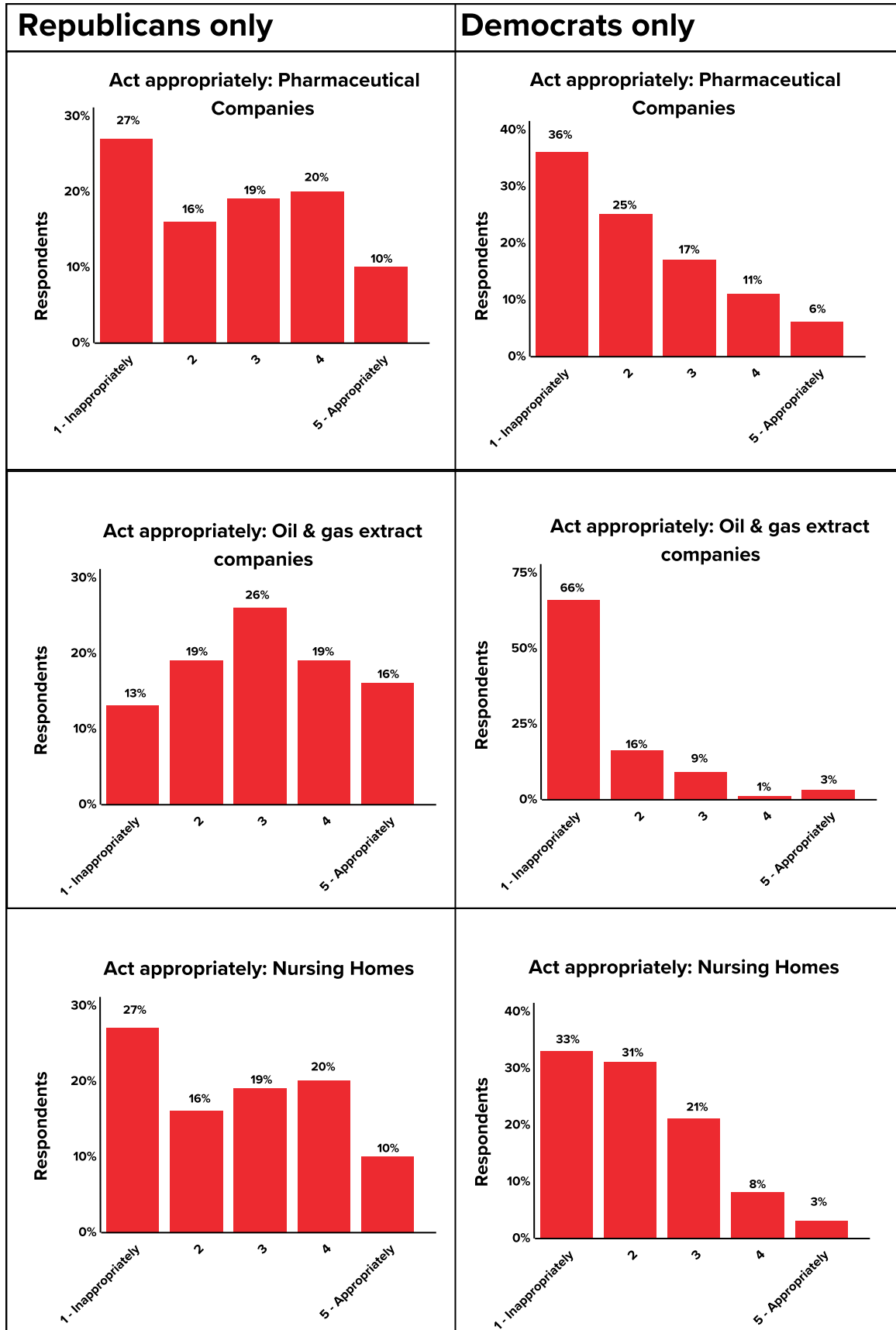
- Republicans largely agree with Democrats that corporations have a responsibility to look out for their customers' safety even if it costs more and the law doesn't require it

## Views on the biggest problems in America spilt by party (2023 survey)

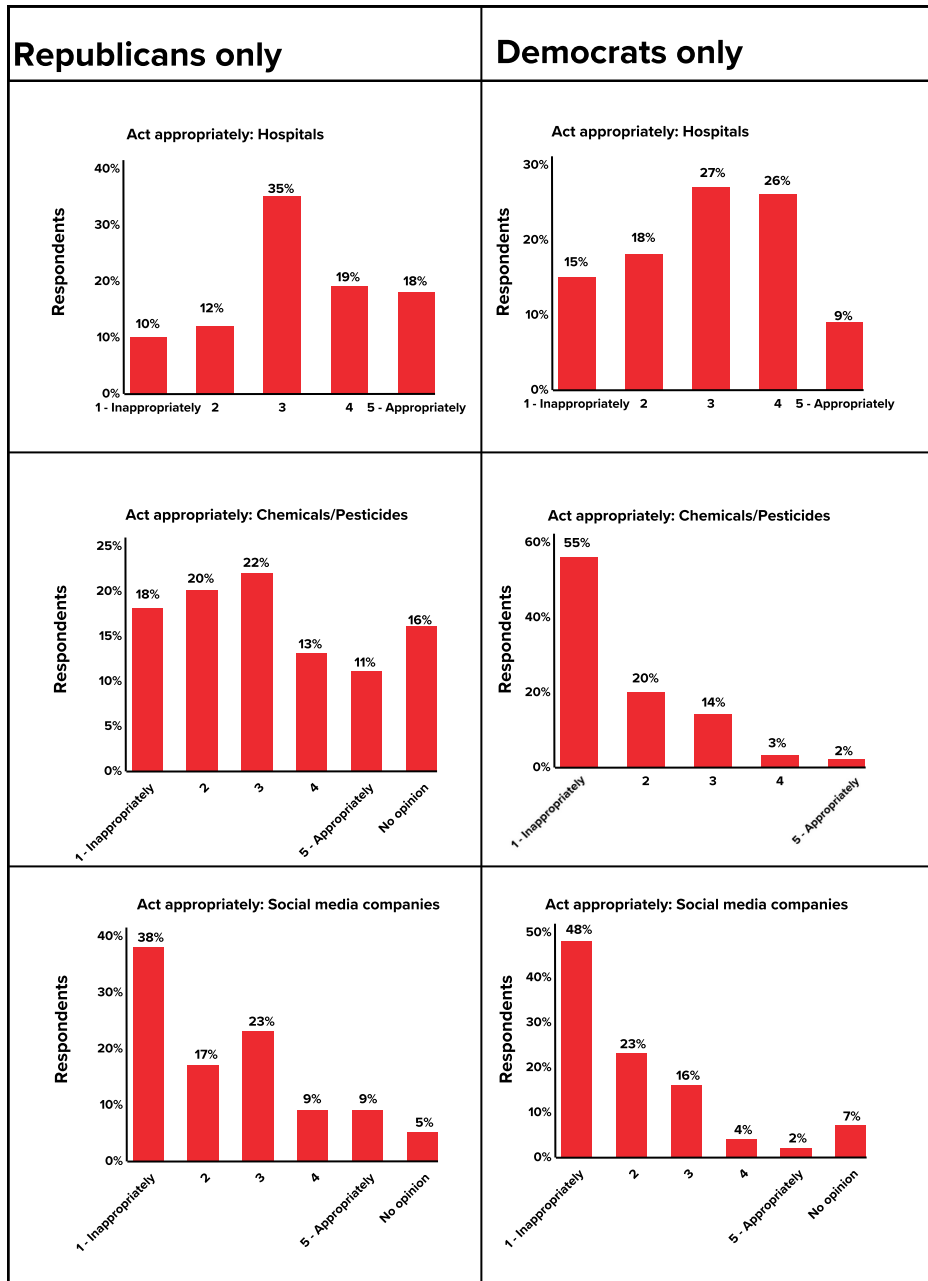


- Democrats are stil more strongv anti-corporate on the issues tested
- Republicans largely agree that "too many corporations are getting away with cutting corners"
- 39% of Republicans also agree that the government not doing enough to protect people trom bad corporations is a larde or very large problem.

**Views on whether different industries act appropriately (2023 survey)**

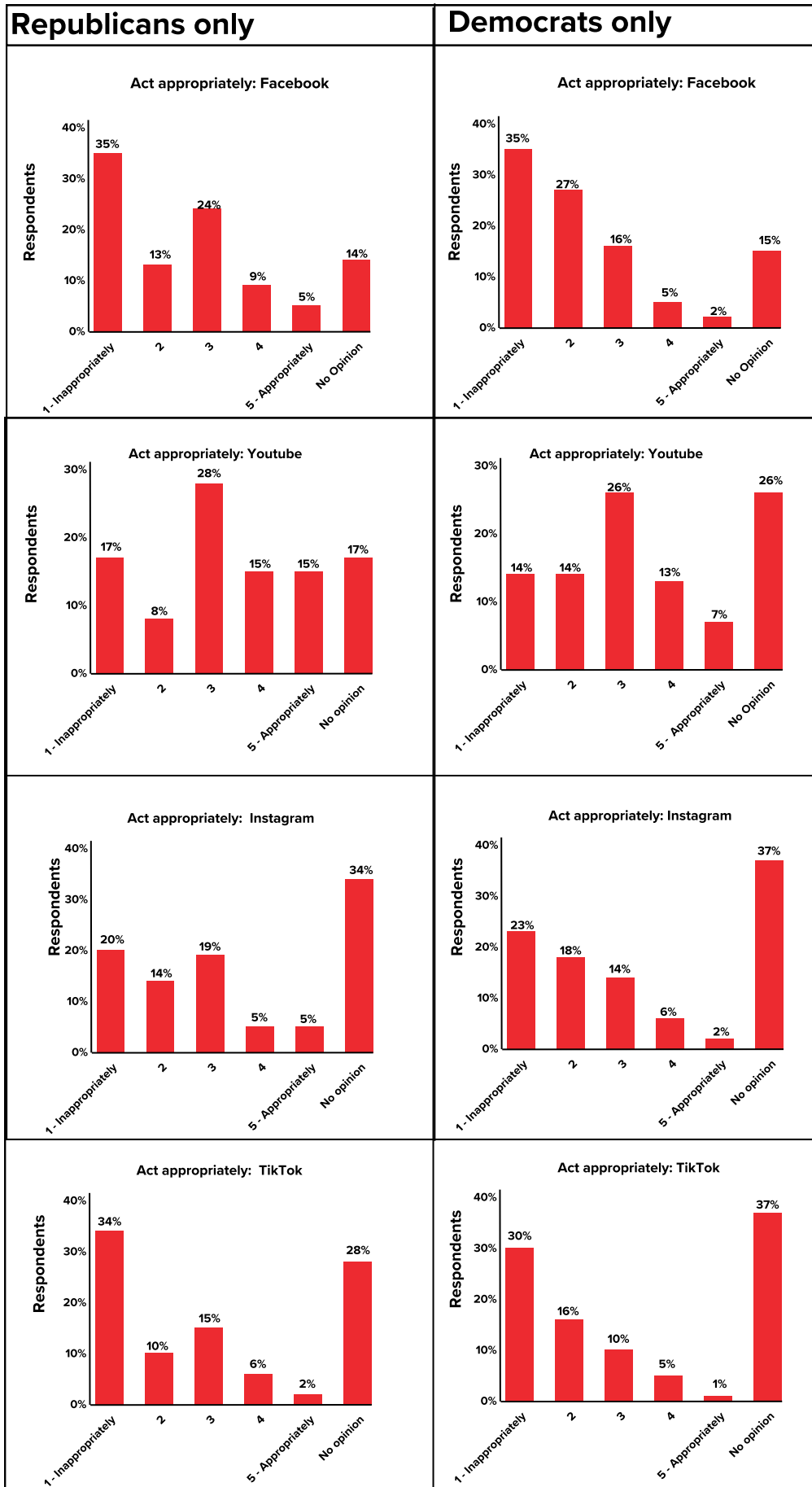


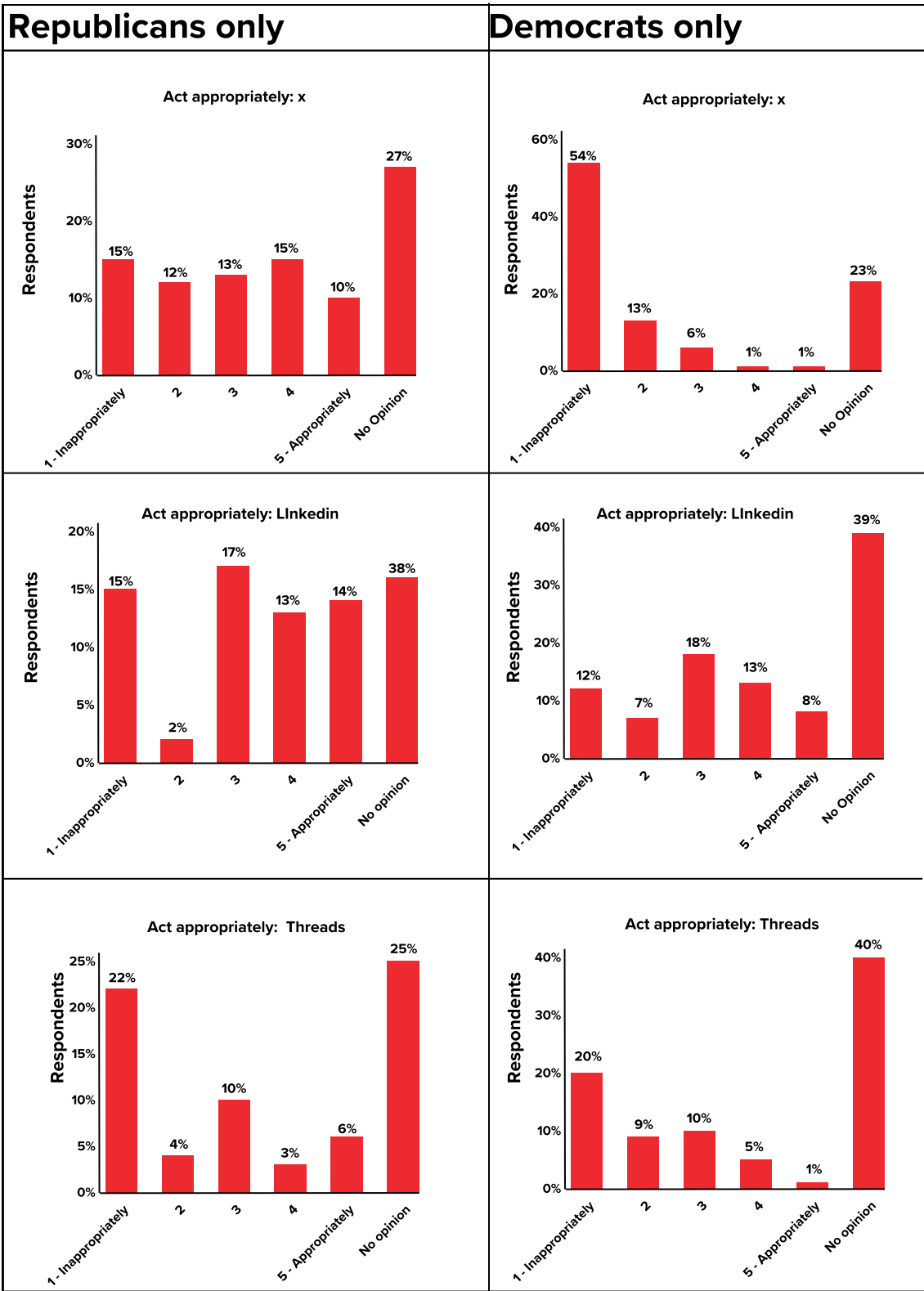




- Both sides feel negatively toward pharmaceutical companies
- Republicans are surprisingly evenly split on views on Oil & Gas companies (Democrats have strongly negative views)
- Republicans are more likely than not to feel negatively toward Chemical/Pesticide companies (Democrats are more strongly negative)
- Both sides feel strongly negative toward Social Media companies. There are interesting differences by platform, which will be explored next

## Views on social platforms acting appropriately (2023 survey)

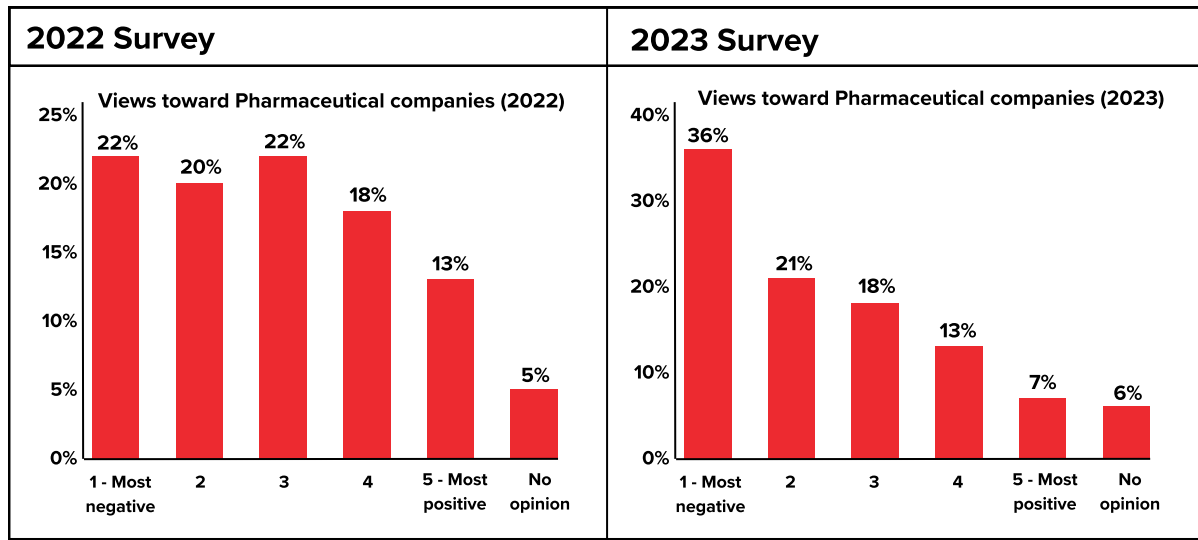




- While most platforms are similar across political parties, X has a huge partisan divide with virtually no Democrats seeing it as acting appropriately while Republicans are evenly split

## Finding #2: Increasingly negative views toward pharmaceutical companies

In the previous section, we noted that both Republicans and Democrats were more negative toward pharmaceutical companies. The below charts show the increasingly negative views toward pharmaceutical companies since the 2022 survey. For this analysis we don't split it out by party.

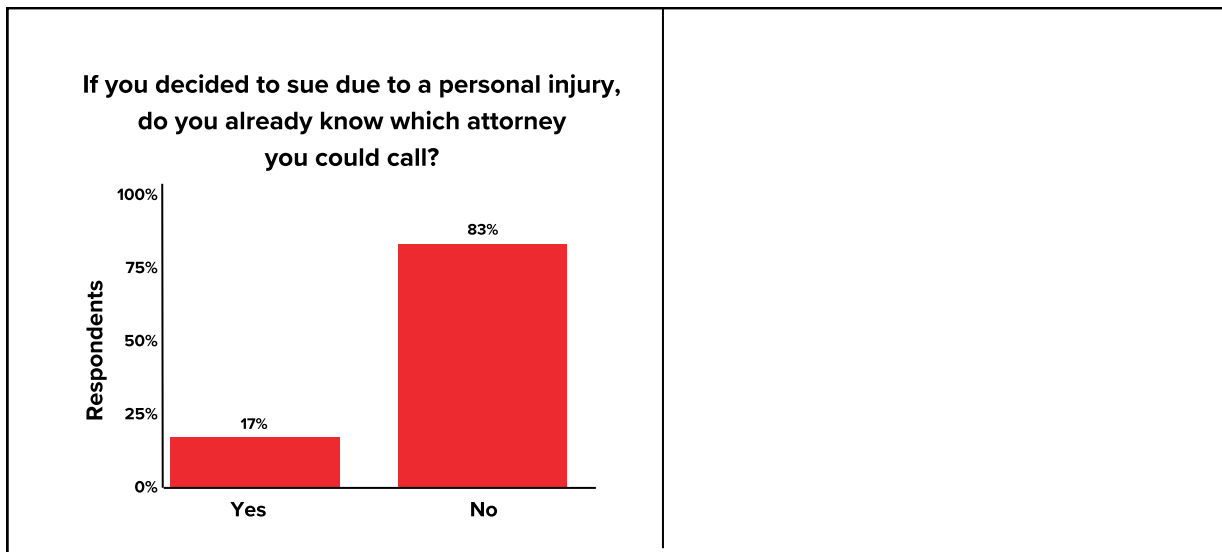


- This difference could be due to eroding support among Republicans due to anti-Covid vaccine political talking points
- It could also reflect a declining support among Democrats now that the fear of Covid subsides

### **Finding #3: People overwhelmingly want to do their own research. They want a lawyer with a proven record, and are wary of too many advertisements.**

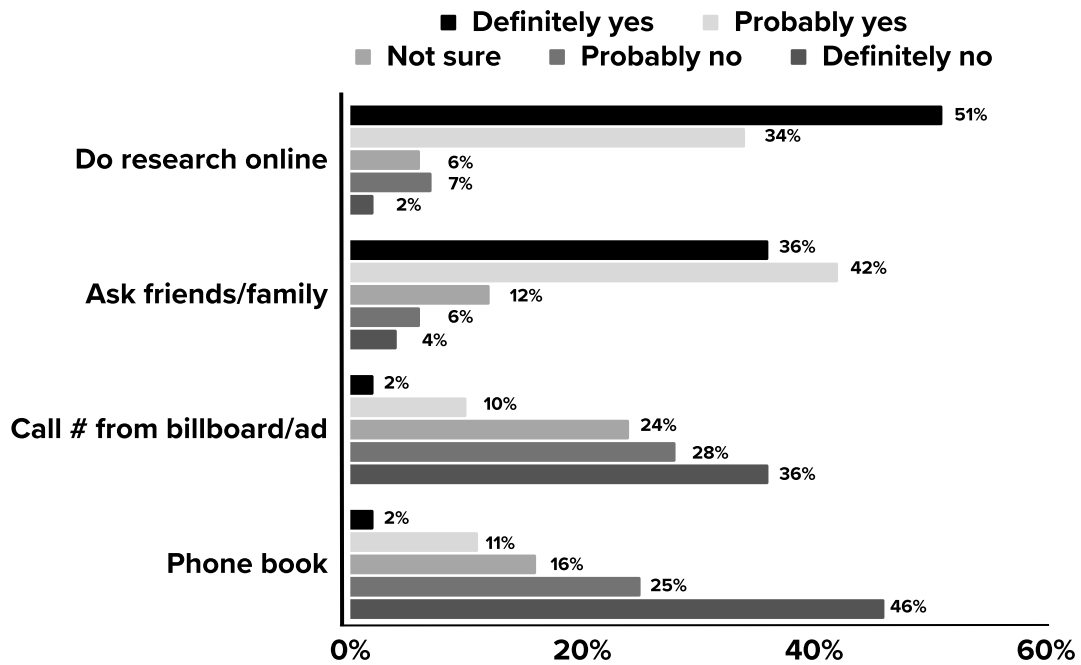
#### **Choosing a lawyer**

In the 2023 survey, we expanded on the number of questions we asked about how respondents choose a lawyer and what they value in a lawyer. This section covers those findings. In a few cases we highlight differences with the 2022 survey, but for the most part we focus on the 2023 survey.



- 83% of people don't know which attorney they would call if they decided to sue (this compares to 70% in the 2022 survey)

## If you were hiring a lawyer for an injury, which of the following steps would you take?



- This question was also asked in the 2022 survey, and the responses are similar

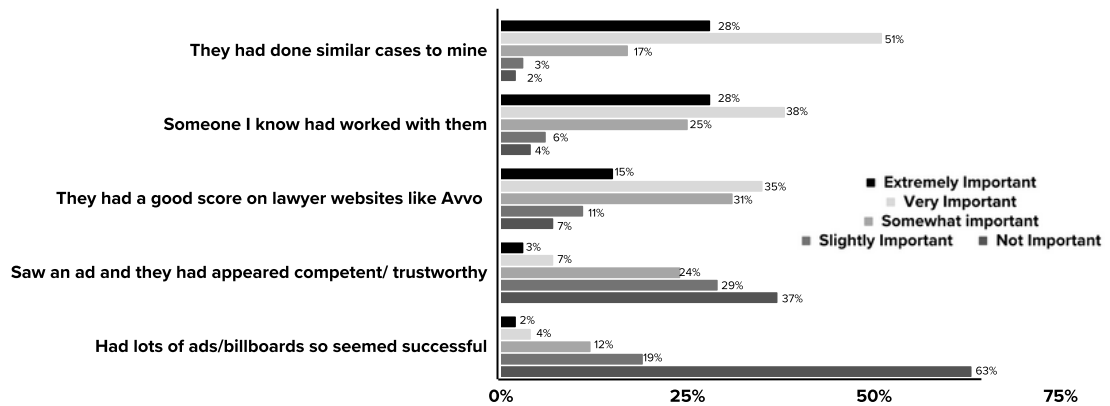
## Important considerations in selecting an attorney

In the 2022 survey, we asked respondents which was the most important factor they would consider when selecting an attorney. In this survey, we provided the same options but asked them to **rate the importance of each**. The purpose of this change was to test if there was a “second most important” step that was hidden in the 2022 survey since it was never selected as most important. However, even with the new format, the ordering and relative importance was similar.

### 2022 survey



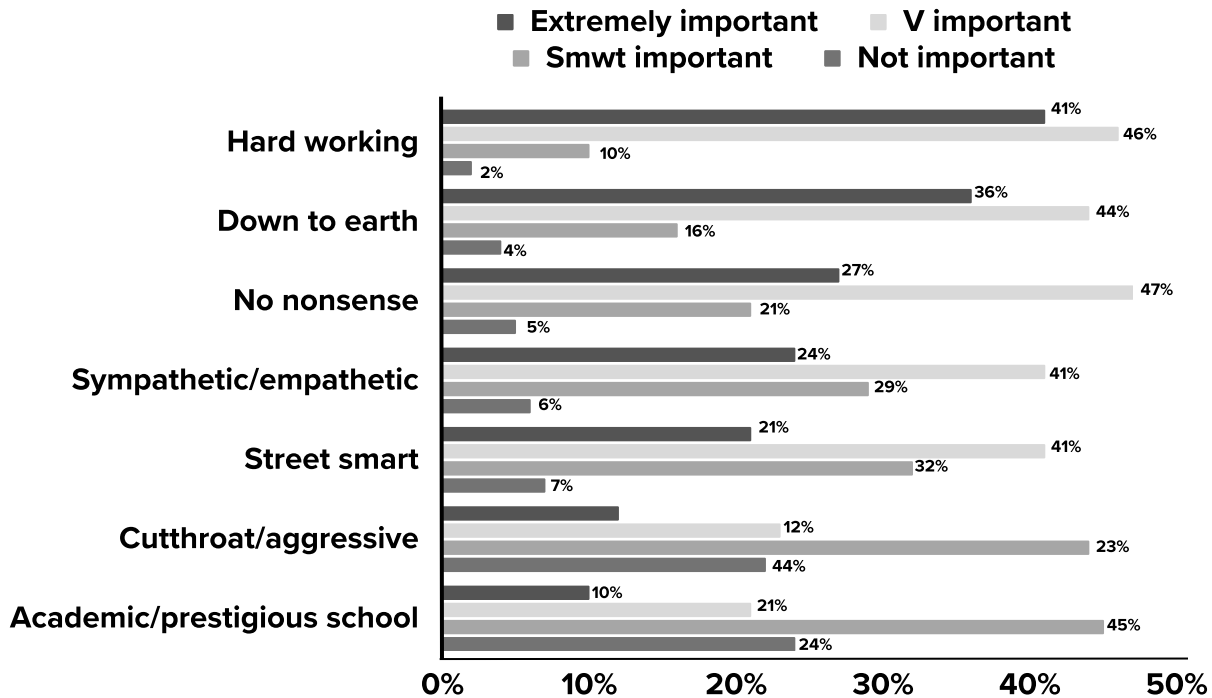
### 2023 survey



- The ranking of importance didn't change
- Having done similar cases and knowing someone who worked with them are the most important, having good reviews is slightly less important, and the two categories relating to ads were not important at all
- Note: There was some feedback to the first study along the lines of “if billboards don't work, why do people keep using them?” There may or may not be a justification for aggressive use of ads and billboards (some marketers say you need a certain number of “impressions” to convert), but this survey reinforces our finding from the 2022 survey that at the very least people don't like to think of themselves as being influenced by an ad or billboard

## Traits respondents value when looking for a lawyer

If you had a claim against a company for an injury caused by one of their products, what characteristics would you look for in your lawyer?

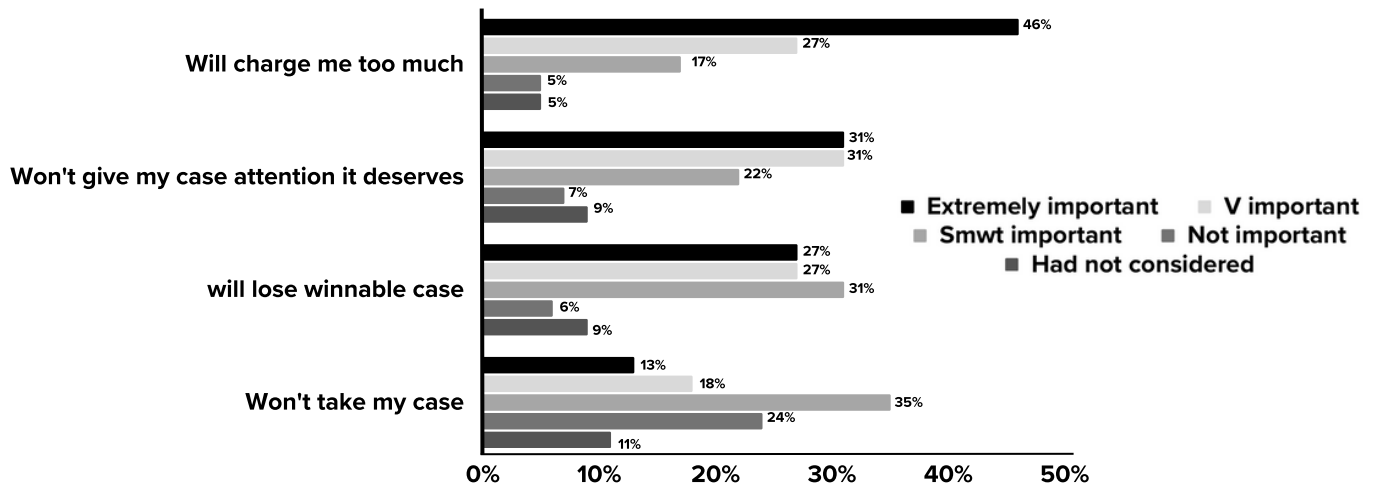


- Appearing academic or having attended a prestigious school is the least important trait. This aligns with other research on how most jurors don't value the academic credentials of expert witnesses, and is probably related to the current strongly anti-elite sentiments in politics
- It was interesting to note that neither "cutthroat" or "empathetic" traits were as important as "hardworking" or "down to earth". This may inform how lawyers should be presented in articles about their cases



## Fears or concerns when picking an attorney

What are your fears or concerns when picking an attorney to help you file a lawsuit?

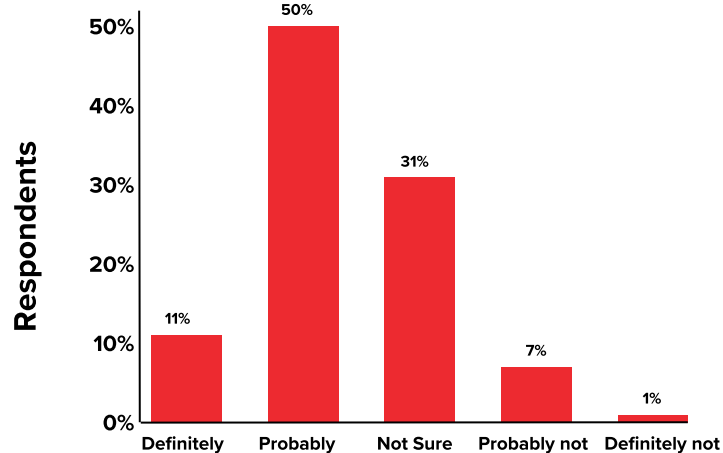


- The largest concern when picking an attorney was that they would charge too much, with 46% being extremely concerned
- Still important, but less so, are that an attorney won't give a case the attention it deserves, or that they will lose a winnable case
- Respondents in general were not as concerned that a lawyer would not take their case.

## Would respondents call a lawyer they had read about in the news?

We asked respondents if they read about a lawyer who had recently won a case similar to one they have, would they give them a call?

**If you read about a lawyer in a newspaper who has recently won a case similar to a case you have, would you likely give them a call?**



- 61% of respondents said “probably” or “definitely”. Some quotes from this group:
  - “Experience and knowledge are the key factors to hiring a lawyer“
  - “If someone has a proven record I would research them more to ensure they were respectable.” - **This was a common theme. The article gets you in the door but they will do their own follow-up research so you need to be sure your online profile reassures potential customers**
  - “Since they have experience with the topic and probably have more resources and research about the same thing, it might go quicker and the company will settle faster.”
  - “Because they are basically saying they specialize in that area”
  - “Reading about them in the paper seems a little more legit. Less likely to be an ambulance chaser.”
- Only 8% said “probably not” or “definitely not”. Their concerns were as follows:
  - They worried they’d pay more because the lawyer was “high profile”
  - They felt each case was unique
  - They felt one case does not constitute a record of winning, and they’d want to know more about their record
  - They perceived these stories to be “ads” - this was rare

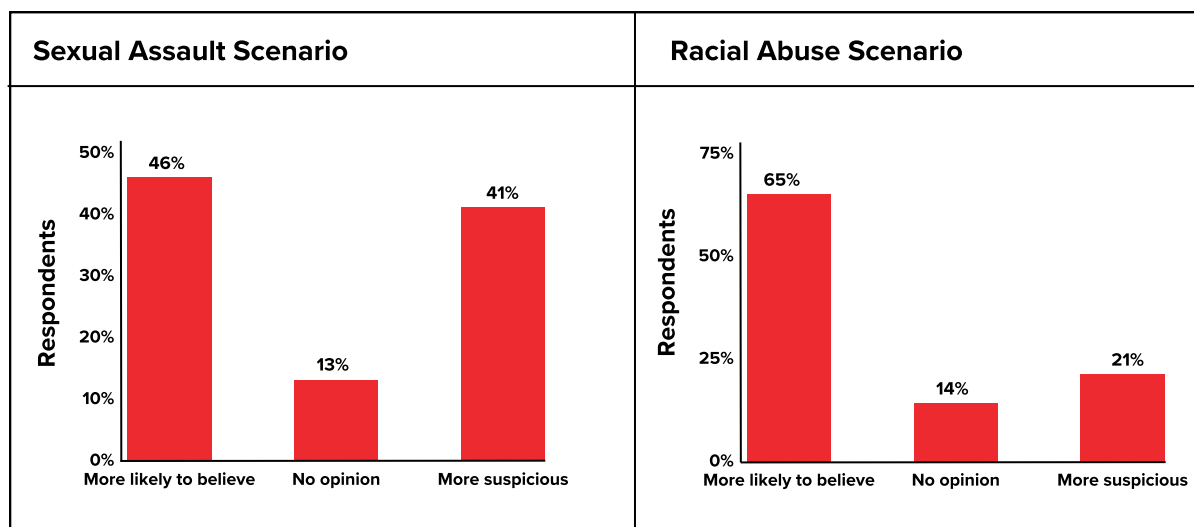
## Finding #4: Respondents were much more likely to believe 5 additional witnesses in a case of African Americans experiencing a hostile work environment than in a case of an actor being accused of sexual assault

In our survey, respondents were presented with one of two scenarios:

**Scenario 1:** This scenario involved a famous actor being accused of sexual assault by an actress who worked with him 15 years ago

**Scenario 2:** This scenario involved a national retailer being accused by an African-American employee of subjecting him to a hostile work environment - where he experienced racial remarks and bullying from his immediate supervisor and others and the company didn't act on it when he complained to management after 6 months of this behavior.

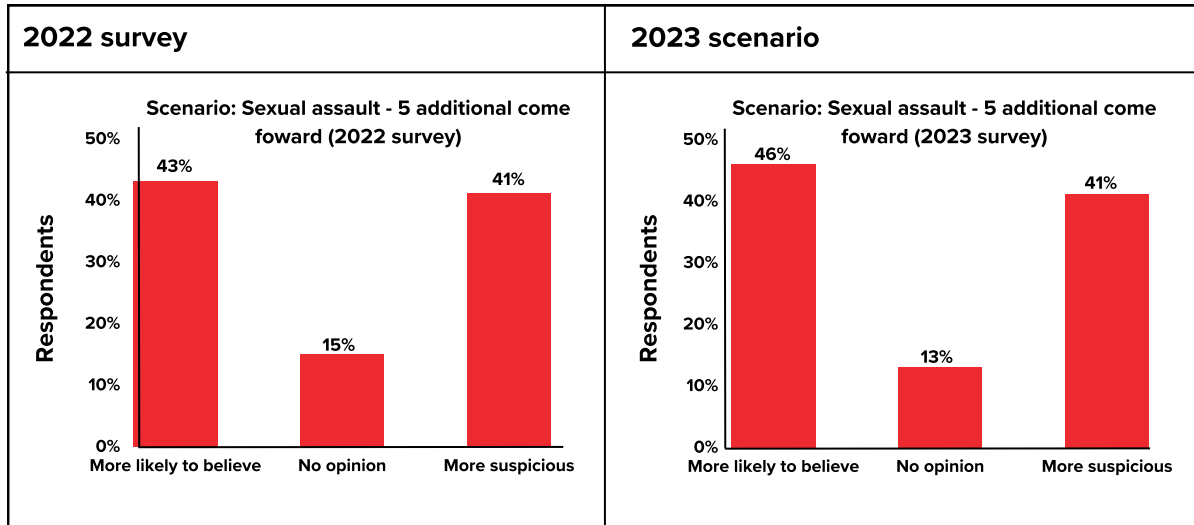
In both scenarios, the key question was: if 5 additional victims come forward (either other women who experienced sexual assault from the actor, or 5 other Black employees who experienced the same racial bullying), does that make the respondent more or less likely to believe all of them.



- These findings show that respondents were much less suspicious of additional victims in the racial abuse scenario.

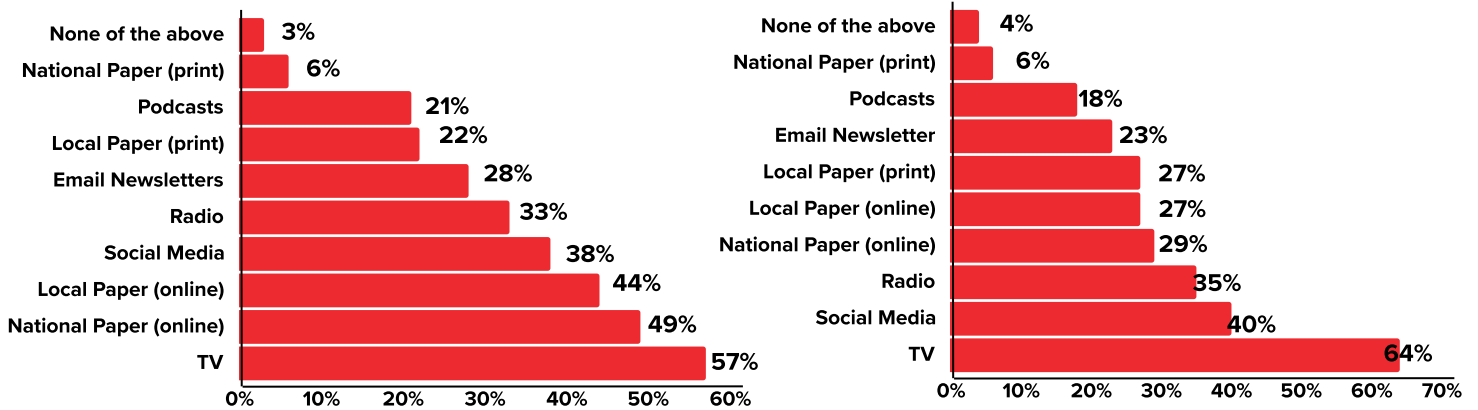
## Attitudes on this issue have not evolved since 2022

The racial abuse scenario was new for this survey, but the sexual assault scenario was asked in the previous survey. As the below charts demonstrate, views on this scenario were unchanged since last year

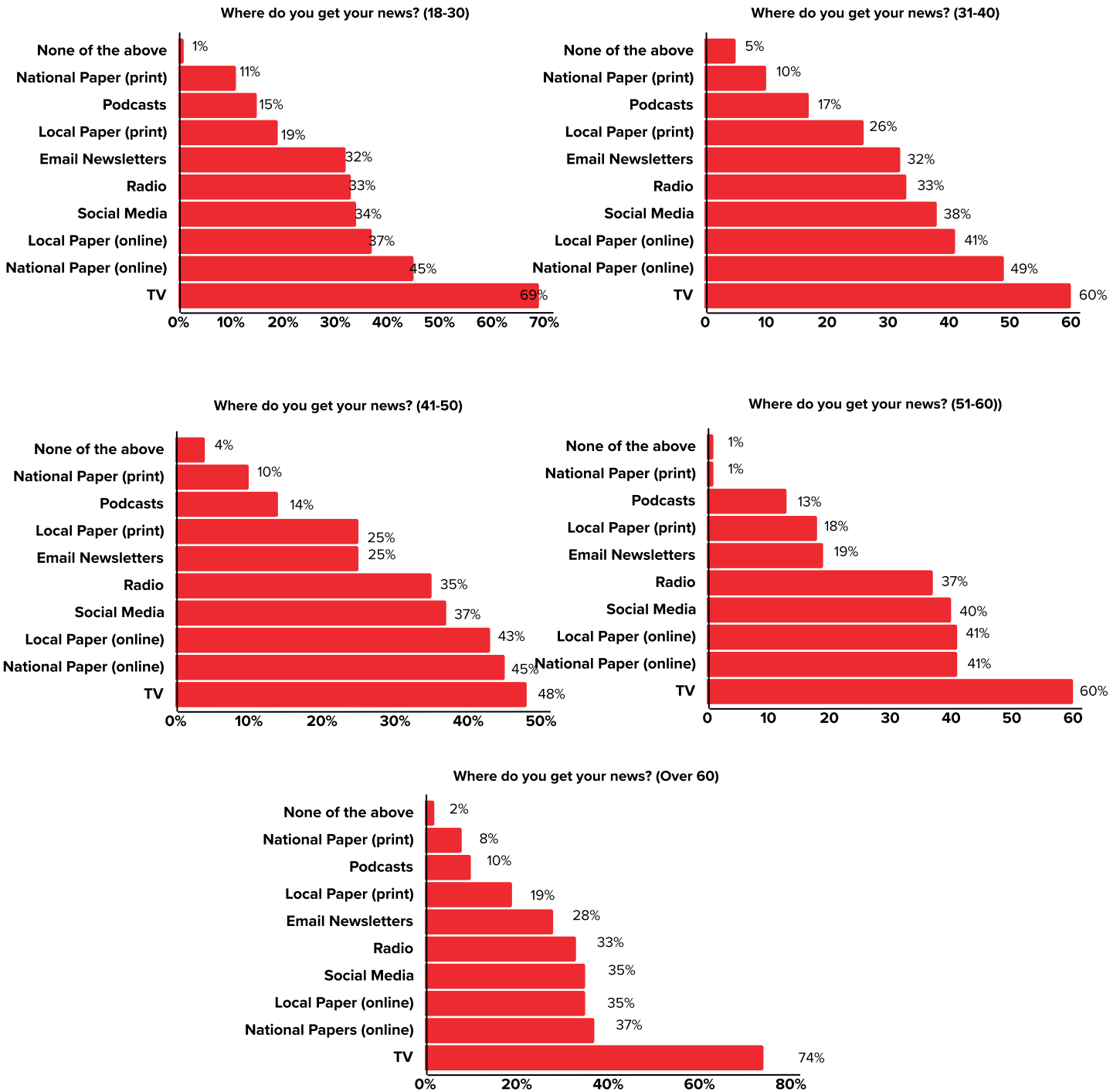


## Finding #5: A deeper look at news source consumption

For this analysis, we break down news source consumption by age and party. The reason for showing this analysis is that there may be certain target markets that lawyers are currently missing based on the type of advertising they are doing. This is particularly true with different age groups, where tastes vary considerably.



- This breakdown by political party was done in case lawyers are advertising in a particularly Republican or Democrat area and may want to tune their marketing mix accordingly.
- The biggest finding is that Democrats were more likely to get news from local and national online papers (close to 50% for Democrats and under 30% for Republicans)
- Social media consumption was equal
- TV consumption was slightly more common for Republicans, but similar for both



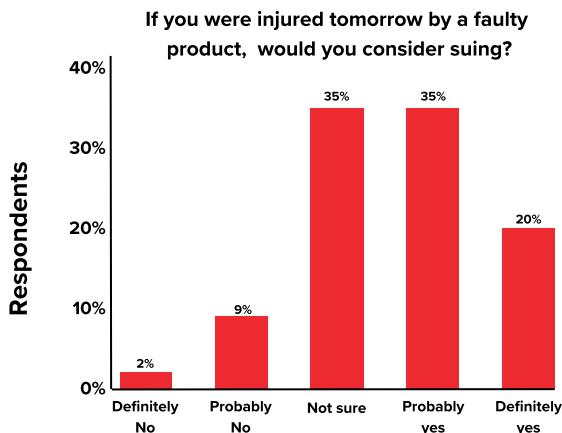
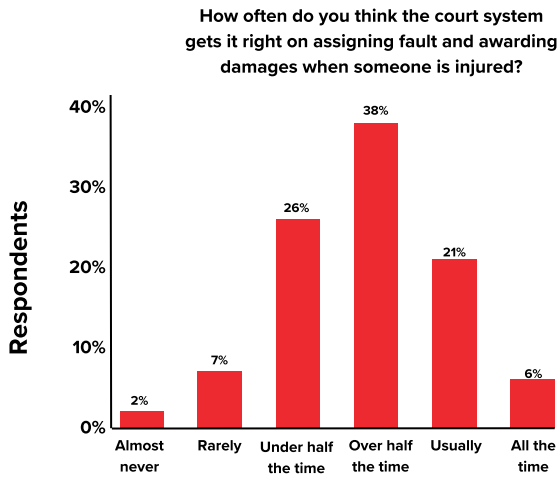
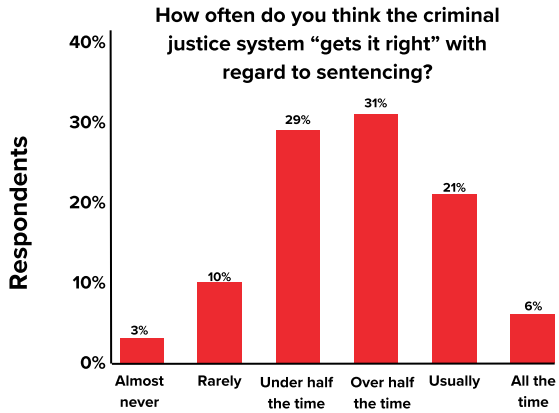
- The most notable trend is the decrease in social media as age increases (69% of those 30 and under vs. 19% over 60)
- TV usage shows the reverse trend (37% of those under 30 vs. 74% over 60)
- Podcasts are reasonably popular with those under 40, and may be a good way to reach them. Podcasts may also be a way to particularly humanize attorneys who have won a case and sound less like an ad
- National and local online papers are a consistent performer across age groups

# Finding #6: Tracking other changes in attitudes since 2022

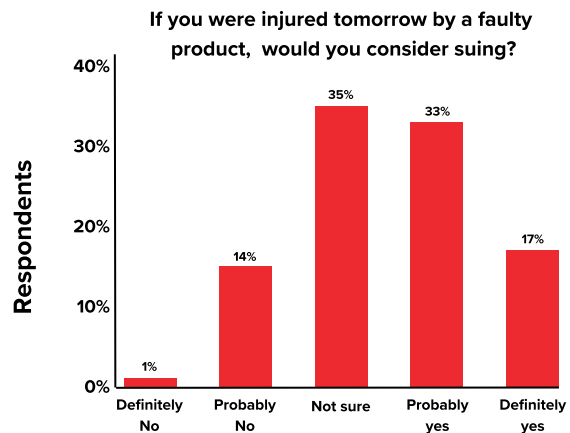
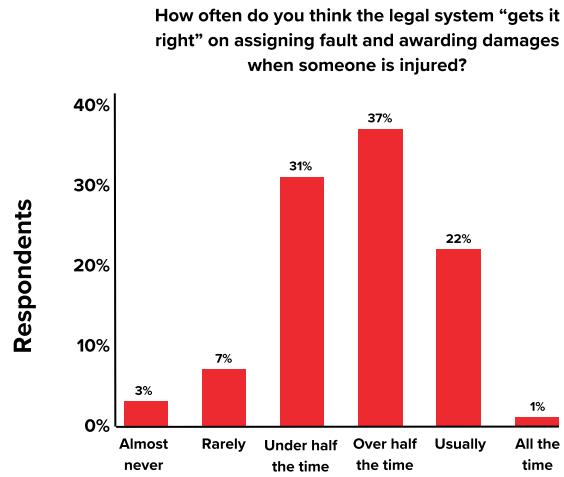
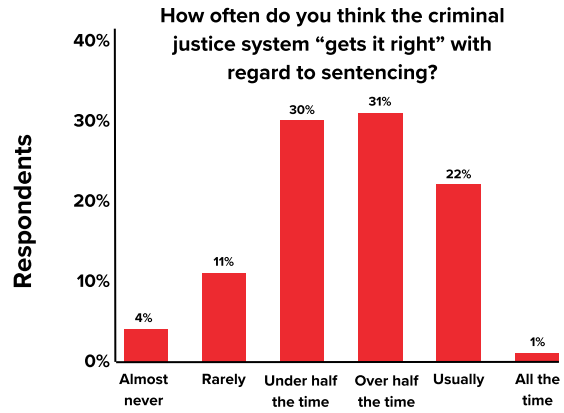
Below we cover questions not addressed in depth in this report to see how they changed or didn't change since the last survey.

## Criminal and civil justice systems

2022 survey



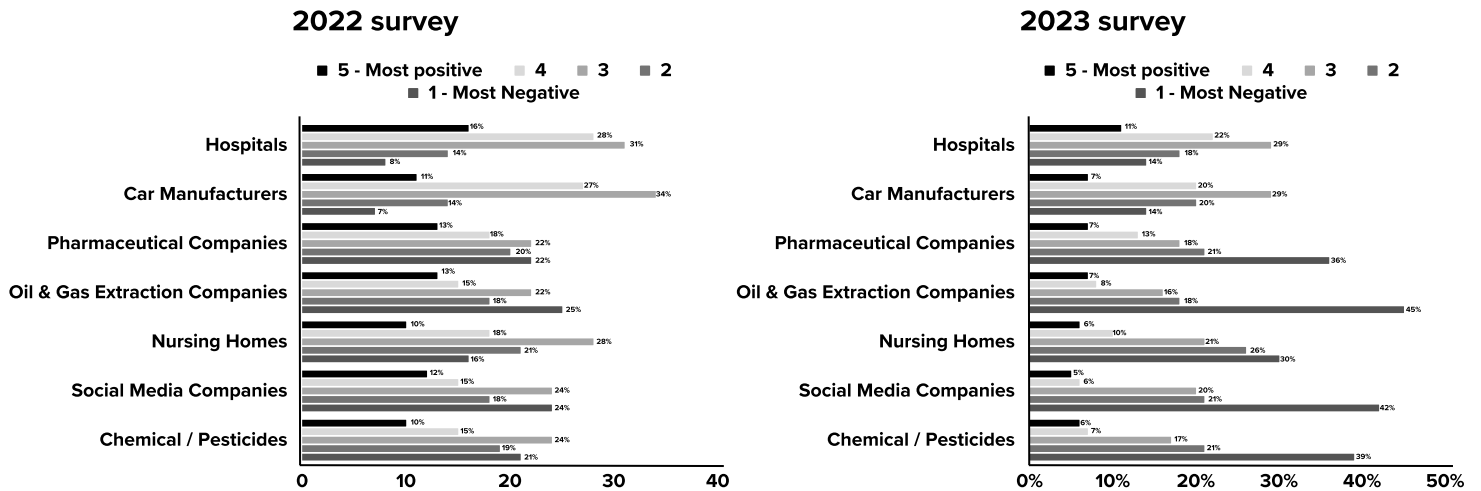
2023 survey



- Views on the criminal and civil justice systems were largely unchanged

## Views of different industries

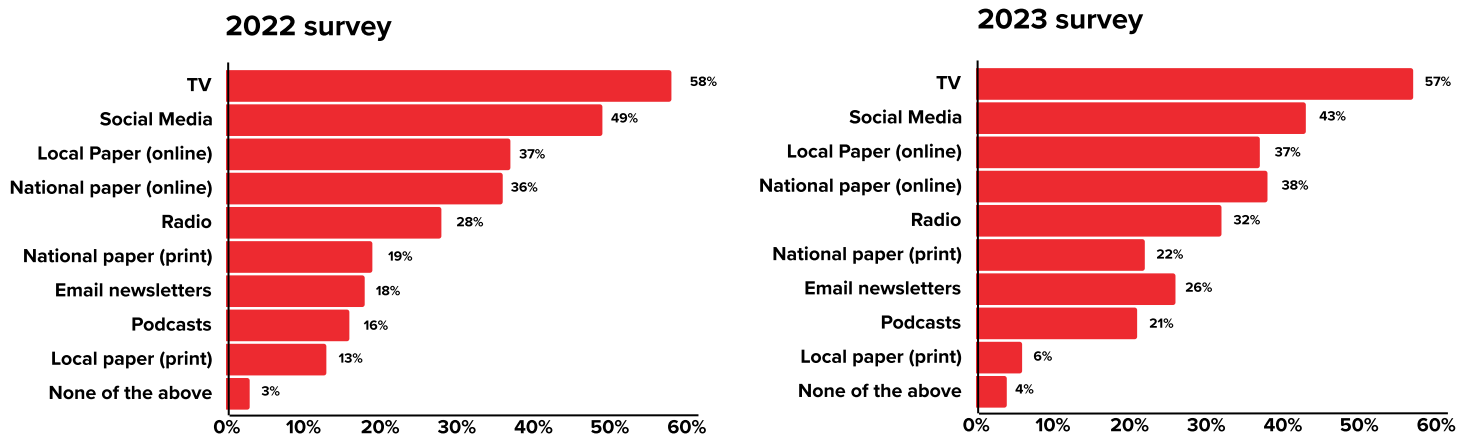
For each of the following industries, please answer whether you think they generally act appropriately on a scale of 1 to 5



- As discussed in the first section, negative sentiment was higher across most industries in the 2023 survey

## Sources of news

Where do you get your news?



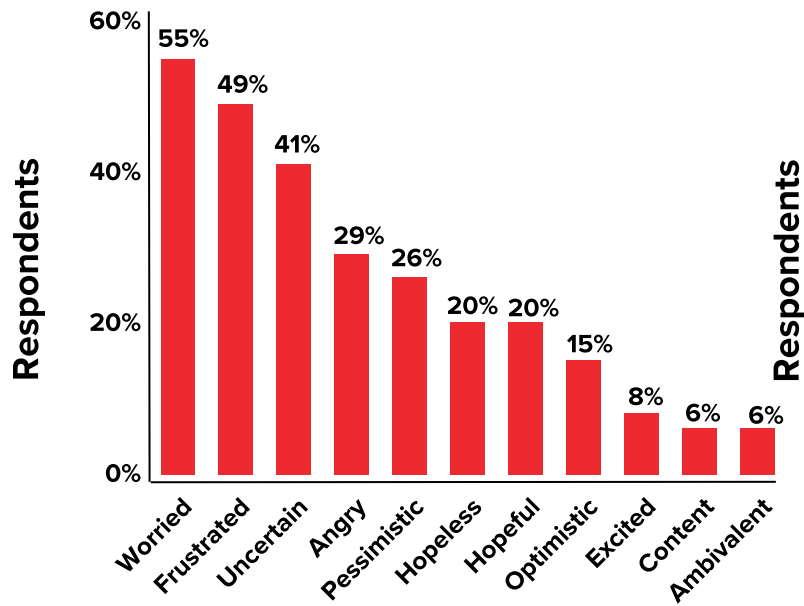
- The biggest changes were a decrease in social media as a source of news, and the growth of email newsletters and podcasts
- Print newspapers also appeared to decline



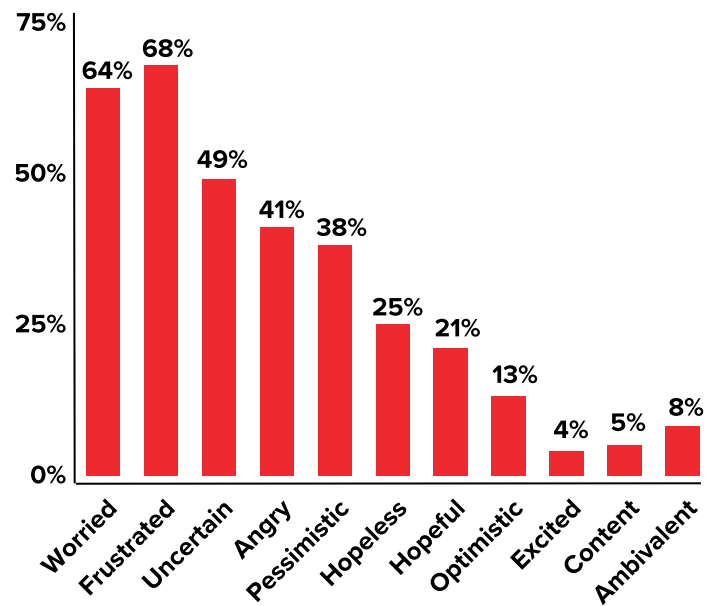
## Feelings toward the state of our country today

Which of the following describe how you feel about the state of our country today (overall)

### 2022 survey



### 2023 survey



- Negative sentiment has continued to grow, with worry, frustration, anger and pessimism growing significantly

# Methodology

This report compares the results of two surveys, the "2023 survey" and the "2022" survey.

## **2023 survey**

These results were based on a survey of 698 participants drawn from across the US. The survey was conducted between September 9th and September 17th, 2023.

## **2022 survey**

These results were based on a survey of 1067 participants drawn from across the US. The survey was conducted between July 28th and August 4th, 2022.

In both cases, the sample approximated the US census on several key attributes, including political ideology, age, and gender. The 2023 survey sample was weighted to match the 2022 survey specifically in order to draw more