

## SECTION 8:

### FOCUS ON ALL THREE GROUPS

### FOR ALL YEARS

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#### INTRODUCTION

In this section, the focus is only on all three groups for all of the respective years. ♦ Table 8A presents a summary version of the information for each of the 47 attitudinal questions. ♦ For each question, the percent that agreed with each statement is given. ♦ In addition, the average response (low is positive) and the standard deviation for each question are provided. ♦ The number of responses completes the information for each group for each question. ♦ Questions 30 to 38 are given at the end of the table since their answers should have reflected ♦to what extent♦ instead of a SA to SD perspective. ♦ See Table 8B for a clearer understanding of these questions. ♦ Table 8B gives the percentage of respondents who either Strongly Agreed, Agree, gave No Opinion, Disagreed or Strongly Disagreed for each question. ♦

#### ANALYSIS

♦One can examine the differences in the actual responses in these two tables depending upon his or her interest in the particular question and/or group. ♦ A detailed analysis of the information in this section is beyond the scope of the project.

TABLE 8A. ♦♦♦♦ FOR ALL YEARS, PERCENT OF EACH OF THE RESPONDING GROUPS AGREEING WITH EACH STATEMENT ♦♦♦♦ (1=SA; ♦ 5=SD)							
Q#	QUESTION	Year	Type	% Agree	Mean	Std. Dev.	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Business Leaders	76%	2.1	1.0	66
		2003	Faculty	67%	2.4	1.2	269
		2003	Students	77%	2.2	0.9	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	62%	2.6	1.4	439
		1988	Business Leaders	76%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing	2003	Business Leaders	11%	4.0	1.0	66
		2003	Faculty	19%	3.8	1.1	269
		2003	Students	25%	3.4	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	18%	3.8	1.2	438

	business or the opportunity to earn a profit.	1988	Business Leaders	11%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	26%	<i>NI</i>	<i>NI</i>	119
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such an involvement a cost of doing business.	2003	Business Leaders	35%	3.1	0.9	66
		2003	Faculty	58%	2.7	1.0	269
		2003	Students	60%	2.5	0.9	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	73%	2.4	1.2	439
		1988	Business Leaders	46%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	42%	<i>NI</i>	<i>NI</i>	119
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Business Leaders	99%	1.3	0.5	66
		2003	Faculty	95%	1.5	0.7	269
		2003	Students	93%	1.5	0.8	1009
		1995	Students	<i>NI</i>	1.7	0.7	191
		1989	Faculty	94%	1.7	1.1	440
		1988	Business Leaders	97%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	97%	<i>NI</i>	<i>NI</i>	119
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Business Leaders	71%	2.4	1.0	66
		2003	Faculty	68%	2.4	1.1	269
		2003	Students	66%	2.3	1.0	1009
		1995	Students	<i>NI</i>	1.9	0.8	191
		1989	Faculty	74%	2.3	1.2	440
		1988	Business Leaders	67%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	67%	<i>NI</i>	<i>NI</i>	119
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Business Leaders	70%	2.4	1.0	66
		2003	Faculty	73%	2.2	1.1	269
		2003	Students	72%	2.2	0.9	1009
		1995	Students	<i>NI</i>	1.9	0.7	191
		1989	Faculty	81%	2.1	1.2	440
		1988	Business Leaders	74%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	67%	<i>NI</i>	<i>NI</i>	119
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Business Leaders	92%	1.9	0.8	66
		2003	Faculty	81%	2.0	1.0	269
		2003	Students	83%	1.9	0.8	1009
		1995	Students	<i>NI</i>	1.6	0.6	191
		1989	Faculty	90%	1.9	1.1	440
		1988	Business Leaders	93%	<i>NI</i>	<i>NI</i>	138
		1983	Business Leaders	86%	<i>NI</i>	<i>NI</i>	119
			Business				

8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Leaders	88%	1.7	0.9	66
		2003	Faculty	80%	2.0	0.9	269
		2003	Students	73%	2.2	0.9	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	76%	2.3	1.1	440
		1988	Business Leaders	90%	NI	NI	138
		1983	Business Leaders	90%	NI	NI	119
9	The corporation has a responsibility to help minority owned businesses.	2003	Business Leaders	56%	2.6	1.1	66
		2003	Faculty	42%	2.8	1.0	269
		2003	Students	30%	3.0	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	41%	3.0	1.2	439
		1988	Business Leaders	43%	NI	NI	138
		1983	Business Leaders	38%	NI	NI	119
10	The corporation has a responsibility to be truthful in advertising.	2003	Business Leaders	99%	1.2	0.4	66
		2003	Faculty	99%	1.2	0.5	269
		2003	Students	94%	1.5	0.7	1009
		1995	Students	NI	1.7	0.6	191
		1989	Faculty	98%	1.5	1.0	440
		1988	Business Leaders	99%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Business Leaders	12%	4.3	1.0	66
		2003	Faculty	38%	3.2	1.2	269
		2003	Students	60%	2.6	1.2	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	46%	3.1	1.5	432
		1988	Business Leaders	16%	NI	NI	138
		1983	Business Leaders	20%	NI	NI	119
12	Ethical standards in business are lower than in government.	2003	Business Leaders	11%	4.2	0.9	66
		2003	Faculty	15%	3.7	1.0	269
		2003	Students	20%	3.4	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	9%	4.1	1.1	436
		1988	Business Leaders	5%	NI	NI	138
		1983	Business Leaders	3%	NI	NI	119
13	Ethical standards in business are lower than in most religious organizations.	2003	Business Leaders	28%	3.5	1.2	66
		2003	Faculty	51%	2.9	1.2	269
		2003	Students	55%	2.6	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	50%	3.0	1.4	436
		1988	Business Leaders	29%	NI	NI	138

		1983	Business Leaders	29%	NI	NI	119
14	Ethical standards in business are lower than in the typical American family.	2003	Business Leaders	19%	3.8	1.1	66
		2003	Faculty	36%	3.1	1.1	269
		2003	Students	46%	2.8	1.0	1009
		1995	Students	NI	2.8	0.9	191
		1989	Faculty	39%	3.2	1.4	436
		1988	Business Leaders	15%	NI	NI	138
		1983	Business Leaders	16%	NI	NI	119
15	The ethical standards used in business are as high as those practiced with family and friends.	2003	Business Leaders	67%	2.5	0.9	66
		2003	Faculty	34%	3.2	1.0	269
		2003	Students	24%	3.3	1.0	1009
		1995	Students	NI	2.3	1.0	191
		1989	Faculty	18%	3.8	1.2	436
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	2003	Business Leaders	67%	2.5	0.9	66
		2003	Faculty	34%	3.2	1.0	269
		2003	Students	24%	3.3	1.0	1009
		1995	Students	NI	2.3	1.0	191
		1989	Faculty	18%	3.8	1.2	436
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
17	Much advertising done by business is misleading to the consumer.	2003	Business Leaders	29%	3.3	1.0	66
		2003	Faculty	53%	2.8	1.1	269
		2003	Students	60%	2.5	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	62%	2.7	1.4	438
		1988	Business Leaders	39%	NI	NI	138
		1983	Business Leaders	23%	NI	NI	119
18	Effective advertising may have to be somewhat misleading.	2003	Business Leaders	8%	4.1	0.8	66
		2003	Faculty	7%	4.1	0.8	269
		2003	Students	36%	3.2	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	13%	3.9	1.1	438
		1988	Business Leaders	8%	NI	NI	138
		1983	Business Leaders	9%	NI	NI	119
		2003	Business Leaders	91%	1.8	0.8	66
		2003	Faculty	92%	1.6	0.8	269

19	It is in the long run self-interest of business to protect the customer.	2003	Students	76%	2.1	0.9	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	91%	1.8	1.3	435
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	98%	NI	NI	119
20	The average customer is less ethical in dealing with business than the business is in dealing with that customer.	2003	Business Leaders	31%	3.1	1.0	66
		2003	Faculty	20%	3.3	0.9	269
		2003	Students	31%	3.1	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	33%	3.2	1.3	436
		1988	Business Leaders	42%	NI	NI	138
		1983	Business Leaders	53%	NI	NI	119
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Business Leaders	87%	1.7	0.9	66
		2003	Faculty	81%	1.9	1.0	269
		2003	Students	84%	1.8	0.9	1009
		1995	Students	NI	1.8	0.8	191
		1989	Faculty	81%	2.0	1.4	437
		1988	Business Leaders	87%	NI	NI	138
		1983	Business Leaders	89%	NI	NI	119
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Business Leaders	53%	2.8	1.2	66
		2003	Faculty	43%	3.1	1.2	269
		2003	Students	55%	2.7	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	40%	3.2	1.4	438
		1988	Business Leaders	51%	NI	NI	138
		1983	Business Leaders	42%	NI	NI	119
23	Wages and salaries should vary according to an employee's productivity.	2003	Business Leaders	88%	1.8	0.8	66
		2003	Faculty	91%	1.8	0.7	269
		2003	Students	84%	1.9	0.8	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	89%	1.9	1.2	437
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Business Leaders	49%	2.9	1.1	66
		2003	Faculty	54%	2.7	1.1	269
		2003	Students	81%	2.1	0.9	1009
		1995	Students	NI	2.0	0.8	191
		1989	Faculty	63%	2.7	1.3	438
		1988	Business Leaders	48%	NI	NI	138
		1983	Business Leaders	53%	NI	NI	119

25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Business Leaders	3%	4.2	0.7	66
		2003	Faculty	3%	4.1	0.7	269
		2003	Students	36%	3.1	1.1	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	3%	4.3	0.9	438
		1988	Business Leaders	4%	NI	NI	138
		1983	Business Leaders	1%	NI	NI	119
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Business Leaders	29%	3.6	1.2	66
		2003	Faculty	54%	2.8	1.1	269
		2003	Students	47%	2.8	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	61%	2.8	1.3	438
		1988	Business Leaders	26%	NI	NI	138
		1983	Business Leaders	21%	NI	NI	119
27	The corporation should seek to maximize short run profits.	2003	Business Leaders	29%	3.4	1.2	66
		2003	Faculty	16%	3.9	1.1	269
		2003	Students	34%	3.1	1.0	1009
		1995	Students	NI	NI	NI	191
		1989	Faculty	10%	4.1	1.0	441
		1988	Business Leaders	13%	NI	NI	138
		1983	Business Leaders	15%	NI	NI	119
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Business Leaders	99%	1.5	0.5	66
		2003	Faculty	95%	1.8	0.6	269
		2003	Students	83%	2.1	0.7	1009
		1995	Students	NI	2.0	0.6	191
		1989	Faculty	93%	1.9	0.1	440
		1988	Business Leaders	98%	NI	NI	138
		1983	Business Leaders	100%	NI	NI	119
29	The ethical standards in competition are determined by the least ethical competitor. If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Business Leaders	0%	4.5	0.6	66
		2003	Faculty	7%	4.0	0.8	269
		2003	Students	20%	3.6	1.1	1009
		1995	Students	NI	3.5	1.1	191
		1989	Faculty	10%	4.1	1.1	440
		1988	Business Leaders	6%	NI	NI	138
		1983	Business Leaders	5%	NI	NI	119
All institutions in our society		2003	Business Leaders	34%	3.1	1.0	65
		2003	Faculty	43%	2.8	1.1	268
		2003	Students	63%	2.4	1.0	1009
			Students	NI	NI	NI	

39	should seek to protect and promote the interests of individuals.	1995				NI	191	
		1989	Faculty	NA	N/A	N/A	N/A	
		1988	Business Leaders	76%	NI	NI	NI	138
		1983	Business Leaders	77%	NI	NI	NI	119
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Business Leaders	56%	2.7	1.1	66	
		2003	Faculty	69%	2.6	1.1	269	
		2003	Students	50%	2.8	1.1	1009	
		1995	Students	NI	NI	NI	191	
		1989	Faculty	NA	N/A	N/A	N/A	
		1988	Business Leaders	70%	NI	NI	138	
		1983	Business Leaders	84%	NI	NI	119	
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Business Leaders	23%	3.7	1.1	66	
		2003	Faculty	35%	3.3	1.3	269	
		2003	Students	28%	3.4	1.2	1009	
		1995	Students	NI	NI	NI	191	
		1989	Faculty	NA	N/A	N/A	N/A	
		1988	Business Leaders	15%	NI	NI	138	
		1983	Business Leaders	12%	NI	NI	119	
42	Government should provide incentives for business to get involved in solving social problems.	2003	Business Leaders	55%	2.8	1.1	66	
		2003	Faculty	74%	2.4	1.1	269	
		2003	Students	71%	2.3	0.9	1009	
		1995	Students	NI	2.0	0.8	191	
		1989	Faculty	NA	N/A	N/A	N/A	
		1988	Business Leaders	61%	NI	NI	138	
		1983	Business Leaders	54%	NI	NI	119	
43	Truth in lending regulations are needed to protect the customer.	2003	Business Leaders	86%	2.0	0.8	66	
		2003	Faculty	88%	1.9	0.8	269	
		2003	Students	75%	2.1	0.7	1009	
		1995	Students	NI	1.8	0.7	191	
		1989	Faculty	NA	N/A	N/A	N/A	
		1988	Business Leaders	78%	NI	NI	138	
		1983	Business Leaders	68%	NI	NI	119	
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Business Leaders	85%	2.1	0.8	66	
		2003	Faculty	82%	2.0	0.9	269	
		2003	Students	67%	2.2	0.8	1009	
		1995	Students	NI	1.9	0.8	191	
		1989	Faculty	NA	N/A	N/A	N/A	
		1988	Business Leaders	79%	NI	NI	138	
		1983	Business Leaders	68%	NI	NI	119	

45	Lazy or incompetent employees should be fired.	2003	Business Leaders	86%	1.9	0.9	66
		2003	Faculty	87%	1.8	0.8	269
		2003	Students	82%	1.9	0.9	1009
		1995	Students	NI	2.3	1.0	191
		1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	81%	NI	NI	138
		1983	Business Leaders	84%	NI	NI	119
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Business Leaders	86%	1.8	1.0	66
		2003	Faculty	91%	1.7	0.8	269
		2003	Students	88%	1.7	0.8	1009
		1995	Students	NI	1.8	0.8	191
		1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	91%	NI	NI	138
		1983	Business Leaders	89%	NI	NI	119
47	The corporation should seek to maximize long run profits.	2003	Business Leaders	93%	1.7	0.8	66
		2003	Faculty	92%	1.6	0.8	269
		2003	Students	88%	1.7	0.7	1009
		1995	Students	NI	1.8	0.6	191
		1989	Faculty	NA	N/A	N/A	N/A
		1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	119
30	To what extent are ethical standards influenced by peer group pressures?	2003	Business Leaders	55%	2.8	1.0	64
		2003	Faculty	87%	2.0	0.8	252
		2003	Students	75%	2.2	0.9	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	94%	1.7	1.1	439
		1988	Business Leaders	84%	NI	NI	138
		1983	Business Leaders	82%	NI	NI	119
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Business Leaders	66%	2.6	1.0	64
		2003	Faculty	91%	1.9	0.6	252
		2003	Students	87%	2.0	0.7	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	90%	1.9	1.1	440
		1988	Business Leaders	70%	NI	NI	138
		1983	Business Leaders	70%	NI	NI	119
		2003	Business Leaders	81%	2.2	0.9	64
		2003	Faculty	89%	1.8	0.7	253
		2003	Students	86%	1.9	0.8	1004



32	To what extent are ethical standards influenced by perceived preference of top executives?	1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	92%	1.7	1.2	437
		1988	Business Leaders	82%	NI	NI	138
		1983	Business Leaders	74%	NI	NI	119
33	To what extent are ethical standards influenced by family experiences?	2003	Business Leaders	83%	2.2	0.8	64
		2003	Faculty	72%	2.3	1.0	254
		2003	Students	58%	2.6	1.0	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	83%	1.9	1.2	440
		1988	Business Leaders	93%	NI	NI	138
		1983	Business Leaders	92%	NI	NI	119
34	To what extent are ethical standards influenced by church experiences?	2003	Business Leaders	74%	2.4	0.9	64
		2003	Faculty	59%	2.6	1.0	254
		2003	Students	43%	2.9	1.0	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	70%	2.3	1.3	440
		1988	Business Leaders	74%	NI	NI	138
		1983	Business Leaders	84%	NI	NI	119
35	To what extent are ethical standards influenced by your educational experiences?	2003	Business Leaders	83%	2.2	0.7	64
		2003	Faculty	73%	2.3	0.8	254
		2003	Students	78%	2.2	0.8	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	65%	2.5	1.3	440
		1988	Business Leaders	87%	NI	NI	138
		1983	Business Leaders	87%	NI	NI	119
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Business Leaders	90%	1.9	0.8	64
		2003	Faculty	75%	2.3	0.9	254
		2003	Students	80%	2.1	0.8	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	76%	2.3	1.3	439
		1988	Business Leaders	89%	NI	NI	138
		1983	Business Leaders	90%	NI	NI	119
37	To what extent are ethical standards influenced by professional ethical code?	2003	Business Leaders	85%	2.0	0.8	64
		2003	Faculty	78%	2.2	0.9	254
		2003	Students	84%	2.1	0.8	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	76%	2.3	1.3	440
		1988	Business Leaders	88%	NI	NI	138

38	To what extent are ethical standards influenced by society's moral climate?	1983	Business Leaders	92%	NI	NI	119
		2003	Business Leaders	75%	2.3	0.9	64
		2003	Faculty	80%	2.1	0.8	255
		2003	Students	71%	2.3	0.9	1004
		1995	Students	N/A	N/A	N/A	N/A
		1989	Faculty	78%	2.2	1.3	439
		1988	Business Leaders	80%	NI	NI	138
		1983	Business Leaders	73%	NI	NI	119

Source: ♦♦♦♦♦♦♦♦ 2003 Study of Ethics

TABLE 8B. ♦ FOR ALL SEVEN YEARS, PERCENT OF EACH OF THE THREE GROUPS PROVIDING THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=SA; ♦ 5=SD)									
Q#	QUESTION	Year	Type	%SA	%A	%NO	%D	%SD	n=
1	The corporation has a responsibility to take the lead in solving major social problems such as pollution, discrimination, and safety.	2003	Bus. Leaders	29	47	12	9	3	66
		2003	Faculty	23	44	9	20	4	269
		2003	Students	23	54	11	11	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	21	41	7	25	5	439
		1988	Bus. Leaders	20	56	5	17	2	138
		1983	Bus. Leaders	13	57	5	21	3	119
2	The corporation has a responsibility to not become involved in solving social problems unless doing so becomes a cost of doing business or the opportunity to earn a profit.	2003	Bus. Leaders	3	8	8	52	30	66
		2003	Faculty	3	16	7	52	23	269
		2003	Students	3	22	20	45	10	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	4	14	5	54	22	438
		1988	Bus. Leaders	2	9	7	69	12	138
		1983	Bus. Leaders	3	23	5	56	12	119
3	The corporation has the responsibility to get involved in social responsibility projects because outside pressures make such ♦ an involvement a cost of doing business.	2003	Bus. Leaders	2	33	21	42	2	66
		2003	Faculty	7	51	15	23	5	269
		2003	Students	7	53	25	13	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	12	61	8	16	2	439
		1988	Bus. Leaders	1	45	8	44	2	138
		1983	Bus. Leaders	4	38	13	41	3	119
4	The corporation has a responsibility to promote equal opportunity in hiring and promotion.	2003	Bus. Leaders	76	23	0	2	0	66
		2003	Faculty	64	31	3	2	1	269
		2003	Students	64	29	4	2	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	43	51	3	2	1	440
		1988	Bus. Leaders	35	62	2	1	0	138
		1983	Bus. Leaders	31	66	0	2	0	119
5	The corporation has a responsibility to promote conservation of energy even if doing so means a reduction in profits.	2003	Bus. Leaders	15	56	8	18	3	66
		2003	Faculty	23	45	11	18	3	269
		2003	Students	20	46	19	14	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	22	52	10	14	2	440
		1988	Bus. Leaders	9	58	15	17	1	138
		1983	Bus. Leaders	9	58	14	15	3	119

6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	2003	Bus. Leaders	11	59	11	15	5	66
		2003	Faculty	26	47	7	16	3	269
		2003	Students	23	49	17	11	1	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	26	55	7	9	2	440
		1988	Bus. Leaders	15	59	16	9	1	138
		1983	Bus. Leaders	10	57	17	12	3	119
7	The corporation has a responsibility to clean up or avoid causing air, noise, and water pollution even if doing so means a reduction in profits.	2003	Bus. Leaders	26	66	2	5	2	66
		2003	Faculty	35	46	5	12	2	269
		2003	Students	30	53	10	6	1	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	33	57	4	5	1	440
		1988	Bus. Leaders	19	74	4	3	0	138
		1983	Bus. Leaders	14	72	6	6	1	119
8	The corporation has a responsibility to contribute money and management time to civic activities in communities where the firm has plants or offices.	2003	Bus. Leaders	53	35	6	5	2	66
		2003	Faculty	31	49	9	9	1	269
		2003	Students	19	54	17	8	1	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	18	58	14	9	2	440
		1988	Bus. Leaders	25	65	4	7	0	138
		1983	Bus. Leaders	26	64	5	4	0	119
9	The corporation has a responsibility to help minority owned businesses.	2003	Bus. Leaders	14	42	24	15	5	66
		2003	Faculty	9	33	31	23	5	269
		2003	Students	8	22	39	24	7	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	7	34	29	25	5	439
		1988	Bus. Leaders	5	38	25	30	3	138
		1983	Bus. Leaders	6	32	26	30	5	119
10	The corporation has a responsibility to be truthful in advertising.	2003	Bus. Leaders	85	14	2	0	0	66
		2003	Faculty	82	17	1	0	0	269
		2003	Students	59	35	4	1	0	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	58	40	1	0	0	440
		1988	Bus. Leaders	54	45	1	1	0	138
		1983	Bus. Leaders	13	57	5	21	3	119
11	The typical business executive has two sets of ethical standards, one which he/she applies to business activities and another which is applied to his/her private life.	2003	Bus. Leaders	0	12	2	33	53	66
		2003	Faculty	8	30	12	35	16	269
		2003	Students	16	44	13	21	6	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	9	37	8	40	5	432
		1988	Bus. Leaders	6	10	5	52	27	138
		1983	Bus. Leaders	3	17	3	43	33	119
12	Ethical standards in business are lower than in government.	2003	Bus. Leaders	0	11	5	44	41	66
		2003	Faculty	3	12	16	49	20	269
		2003	Students	3	17	28	44	9	1009
		1995	Students	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	<i>NI</i>	191
		1989	Faculty	3	6	10	56	24	436
		1988	Bus. Leaders	1	4	3	42	50	138
		1983	Bus. Leaders	1	2	3	36	59	119
		2003	Bus. Leaders	5	23	15	32	26	66
		2003	Faculty	10	41	12	29	8	269

13	Ethical standards in business are lower than in most religious organizations.	2003	Students	15	40	23	18	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	43	13	29	7	436
		1988	Bus. Leaders	4	25	14	44	12	138
		1983	Bus. Leaders	0	29	21	39	10	119
14	Ethical standards in business are lower than in the typical American family.	2003	Bus. Leaders	2	17	11	45	26	66
		2003	Faculty	6	30	22	35	7	269
		2003	Students	8	38	28	24	3	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	6	33	14	41	5	436
		1988	Bus. Leaders	4	11	14	58	13	138
15	The ethical standards used in business are as high as those practiced with family and friends.	1983	Bus. Leaders	0	16	11	60	12	119
		2003	Bus. Leaders	6	61	9	24	0	66
		2003	Faculty	4	30	16	45	4	269
		2003	Students	5	19	24	46	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	17	11	52	18	436
		1988	Bus. Leaders	38	55	3	2	2	138
16	Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	1983	Bus. Leaders	37	57	3	3	0	119
		2003	Bus. Leaders	6	53	6	29	6	66
		2003	Faculty	13	72	7	7	1	269
		2003	Students	17	72	7	4	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	18	7	48	25	436
		1988	Bus. Leaders	1	12	4	52	30	138
17	Much advertising done by business is misleading to the consumer.	1983	Bus. Leaders	3	16	1	59	20	119
		2003	Bus. Leaders	3	26	15	53	3	66
		2003	Faculty	7	46	9	32	6	269
		2003	Students	10	50	17	22	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	12	50	5	29	3	438
		1988	Bus. Leaders	7	32	10	46	5	138
18	Effective advertising may have to be somewhat misleading.	1983	Bus. Leaders	3	20	10	50	17	119
		2003	Bus. Leaders	0	8	8	56	29	66
		2003	Faculty	1	6	6	59	27	269
		2003	Students	4	32	14	42	9	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	12	1	64	21	438
19	It is in the long run self-interest of business to protect the customer.	1988	Bus. Leaders	0	8	6	60	26	138
		1983	Bus. Leaders	2	7	6	63	22	119
		2003	Bus. Leaders	35	56	3	6	0	66
		2003	Faculty	50	42	5	3	0	269
		2003	Students	26	50	13	10	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
20	The average customer is less ethical in dealing with business than the business is	1989	Faculty	45	46	3	4	1	435
		1988	Bus. Leaders	53	43	3	1	1	138
		1983	Bus. Leaders	48	50	1	1	0	119
		2003	Bus. Leaders	5	26	30	33	6	66
		2003	Faculty	3	17	34	43	3	269

	in dealing with that customer.	1989	Faculty	4	29	22	38	6	436
		1988	Bus. Leaders	9	33	22	33	2	138
		1983	Bus. Leaders	12	41	22	24	1	119
21	No employee should be required to engage in business practices that employee considers unethical.	2003	Bus. Leaders	55	32	5	9	0	66
		2003	Faculty	42	39	6	13	0	269
		2003	Students	41	43	8	7	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	41	40	7	10	1	437
		1988	Bus. Leaders	43	44	4	7	1	138
		1983	Bus. Leaders	42	47	3	8	1	119
22	In accepting an employment offer each employee implicitly agrees to abide by the ethical standards of the employer, even if the company standards differ from those of the employee.	2003	Bus. Leaders	14	39	12	27	8	66
		2003	Faculty	9	34	9	37	11	269
		2003	Students	10	45	18	24	4	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	33	8	42	9	438
		1988	Bus. Leaders	7	44	9	34	6	138
		1983	Bus. Leaders	7	35	13	36	9	119
23	Wages and salaries should vary according to an employee's productivity.	2003	Bus. Leaders	36	52	6	6	0	66
		2003	Faculty	39	52	6	3	1	269
		2003	Students	30	54	9	6	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	35	54	5	4	1	437
		1988	Bus. Leaders	34	62	1	3	1	138
		1983	Bus. Leaders	38	56	6	0	0	119
24	Wages and salaries should vary according to both the employee's productivity and years of service with the firm.	2003	Bus. Leaders	8	41	11	35	6	66
		2003	Faculty	8	46	16	25	5	269
		2003	Students	25	56	9	9	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	9	54	10	24	3	438
		1988	Bus. Leaders	5	43	5	39	8	138
		1983	Bus. Leaders	11	42	14	28	5	119
25	Wages and salaries should vary primarily with the employee's years of service with the firm.	2003	Bus. Leaders	0	3	6	61	30	66
		2003	Faculty	1	2	8	62	27	269
		2003	Students	6	30	18	40	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	0	3	4	60	32	438
		1988	Bus. Leaders	2	2	3	42	50	138
		1983	Bus. Leaders	0	1	4	53	42	119
26	Labor unions serve a useful purpose by prodding a particular management into fulfilling its responsibilities to labor.	2003	Bus. Leaders	3	26	9	33	29	66
		2003	Faculty	7	47	17	19	10	269
		2003	Students	5	42	30	16	7	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	7	54	12	19	7	438
		1988	Bus. Leaders	1	25	9	41	23	138
		1983	Bus. Leaders	1	20	9	44	27	119
27	The corporation should seek to maximize short run profits.	2003	Bus. Leaders	8	21	11	44	17	66
		2003	Faculty	3	13	9	45	31	269
		2003	Students	3	31	28	33	5	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	1	9	8	50	32	441
					12	7	53		

		1988	Bus. Leaders	1				28	138
		1983	Bus. Leaders	1	14	9	56	20	119
28	The corporation should seek to earn a satisfactory rate of return for stockholders.	2003	Bus. Leaders	52	47	2	0	0	66
		2003	Faculty	30	65	2	2	0	269
		2003	Students	14	69	12	4	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	24	69	3	2	1	440
		1988	Bus. Leaders	39	59	1	1	0	138
		1983	Bus. Leaders	37	63	0	0	0	119
29	The ethical standards in competition are determined by the least ethical competitor. ♦ If one firm engages in unethical conduct, the others will have to follow to survive.	2003	Bus. Leaders	0	0	3	49	49	66
		2003	Faculty	1	6	6	62	25	269
		2003	Students	4	16	17	43	19	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	2	8	5	54	31	440
		1988	Bus. Leaders	3	3	2	59	33	138
		1983	Bus. Leaders	2	3	2	56	36	119
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Bus. Leaders	2	32	25	37	5	65
		2003	Faculty	12	31	27	27	3	268
		2003	Students	15	48	18	18	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	23	53	11	13	1	138
		1983	Bus. Leaders	26	51	6	18	0	119
40	Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003	Bus. Leaders	6	50	14	24	6	66
		2003	Faculty	7	62	10	13	9	269
		2003	Students	6	44	18	26	6	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	13	57	6	18	6	138
		1983	Bus. Leaders	16	68	3	12	1	119
41	Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003	Bus. Leaders	2	21	11	38	29	66
		2003	Faculty	7	28	14	30	21	269
		2003	Students	6	22	22	30	20	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	2	13	6	38	42	138
		1983	Bus. Leaders	3	9	6	30	52	119
42	Government should provide incentives for business to get involved in solving social problems.	2003	Bus. Leaders	8	47	14	26	6	66
		2003	Faculty	15	59	7	14	5	269
		2003	Students	16	55	15	11	3	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	14	47	13	18	7	138
		1983	Bus. Leaders	9	45	14	25	6	119
43	Truth in lending regulations is needed to protect the customer.	2003	Bus. Leaders	21	65	6	6	2	66
		2003	Faculty	33	55	8	3	2	269
		2003	Students	17	58	22	3	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	11	67	7	15	0	138

		1983	Bus. Leaders	3	65	9	18	5	119
44	Antitrust laws prohibiting price fixing benefit the customer.	2003	Bus. Leaders	20	65	8	6	2	66
		2003	Faculty	26	56	12	3	3	269
		2003	Students	19	48	26	5	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	13	66	7	12	1	138
		1983	Bus. Leaders	4	64	8	20	3	119
45	Lazy or incompetent employees should be fired.	2003	Bus. Leaders	33	53	5	9	0	66
		2003	Faculty	39	48	8	5	1	269
		2003	Students	39	43	12	5	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	45	36	1	15	2	138
		1983	Bus. Leaders	42	42	3	12	1	119
46	A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other rewards provided by the firm.	2003	Bus. Leaders	44	42	8	2	5	66
		2003	Faculty	49	42	5	1	3	269
		2003	Students	44	44	8	3	1	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	31	60	4	3	1	138
		1983	Bus. Leaders	35	54	5	5	1	119
47	The corporation should seek to maximize long run profits.	2003	Bus. Leaders	46	47	3	5	0	66
		2003	Faculty	51	41	5	3	1	269
		2003	Students	45	43	10	1	0	1009
		1995	Students	NI	NI	NI	NI	NI	191
		1989	Faculty	N/A	N/A	N/A	N/A	N/A	N/A
		1988	Bus. Leaders	45	51	2	1	1	138
		1983	Bus. Leaders	41	53	2	3	0	119
30	To what extent are ethical standards influenced by peer group pressures?	2003	Bus. Leaders	2	53	13	28	5	64
		2003	Faculty	23	64	8	5	1	252
		2003	Students	13	62	14	10	2	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	47	47	2	3	1	439
		1988	Bus. Leaders	28	56	4	8	4	138
		1983	Bus. Leaders	21	61	3	11	3	119
31	To what extent are ethical standards influenced by prevailing industry practice?	2003	Bus. Leaders	3	63	8	25	2	64
		2003	Faculty	26	65	6	3	0	252
		2003	Students	20	67	9	4	0	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	32	58	4	6	0	440
		1988	Bus. Leaders	11	59	7	20	3	138
		1983	Bus. Leaders	9	61	7	21	1	119
32	To what extent are ethical standards influenced by perceived preference of top executives?	2003	Bus. Leaders	17	64	6	9	3	64
		2003	Faculty	33	56	8	3	0	253
		2003	Students	29	57	10	4	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	49	43	4	3	0	437
		1988	Bus. Leaders	25	57	5	10	3	138
		1983	Bus. Leaders	20	54	8	14	3	119

33	To what extent are ethical standards influenced by family experiences?	2003	Bus. Leaders	8	75	6	9	2	64
		2003	Faculty	11	61	14	12	1	254
		2003	Students	11	47	20	21	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	42	41	7	9	1	440
		1988	Bus. Leaders	61	32	4	3	0	138
		1983	Bus. Leaders	49	43	2	4	1	119
34	To what extent are ethical standards influenced by church experiences?	2003	Bus. Leaders	8	66	10	14	2	64
		2003	Faculty	8	51	21	17	3	254
		2003	Students	8	35	26	27	4	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	26	44	10	16	3	440
		1988	Bus. Leaders	39	35	14	11	1	138
		1983	Bus. Leaders	36	48	7	7	1	119
35	To what extent are ethical standards influenced by your educational experiences?	2003	Bus. Leaders	8	75	9	6	2	64
		2003	Faculty	8	65	14	12	1	254
		2003	Students	14	64	12	9	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	14	51	9	23	2	440
		1988	Bus. Leaders	26	61	5	7	0	138
		1983	Bus. Leaders	29	58	3	9	0	119
36	To what extent are ethical standards influenced by company's ethical code or policy?	2003	Bus. Leaders	27	63	3	6	2	64
		2003	Faculty	11	64	13	10	2	254
		2003	Students	19	61	12	7	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	22	54	6	16	1	439
		1988	Bus. Leaders	27	62	4	6	1	138
		1983	Bus. Leaders	26	64	3	7	0	119
37	To what extent are ethical standards influenced by professional ethical code?	2003	Bus. Leaders	27	58	8	8	0	64
		2003	Faculty	15	63	11	10	2	254
		2003	Students	19	65	9	6	1	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	24	52	5	17	1	440
		1988	Bus. Leaders	48	40	4	5	2	138
		1983	Bus. Leaders	53	39	4	3	0	119
38	To what extent are ethical standards influenced by society's moral climate?	2003	Bus. Leaders	8	67	9	14	2	64
		2003	Faculty	20	60	11	8	1	255
		2003	Students	14	57	16	12	2	1004
		1995	Students	N/A	N/A	N/A	N/A	N/A	N/A
		1989	Faculty	26	52	7	13	1	439
		1988	Bus. Leaders	20	60	4	13	3	138
		1983	Bus. Leaders	16	57	9	16	1	119

Source: 2003 Study of Ethics