# SECTION 9:

## FOCUS ON BUSINESS LEADERS FOR THREE YEARS

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#### **INTRODUCTION**

In this section, the focus is only on the business leaders for all three years. Table 9A 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 9B for a clearer understanding of these questions. Table 9B 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

200	INESS LEADERS AGREEING WITH EACH STATE	MENT		(1=SA;	. 5=SD)		
Q#	QUESTION	Year	Туре	% Agree	Mean	Std. Dev.	n=
1	The corporation has a	2003	Business Leaders	76%	2.1	1.0	66
1	responsibility to take the lead in solving major social problems such as pollution.	1988	Business Leaders	76%	NI	M	138
	discrimination, and safety.	1983	Business Leaders	70%	NI	NI	119
2	The corporation has a responsibility to not become	2003	Business Leaders	11%	4.0	1.0	66
	involved in solving social problems unless doing so becomes a cost of doing	1988	Business Leaders	11%	NI	NI	138
	business or the opportunity to earn a profit.	1983	Business Leaders	26%	NI	NI	119
3	The corporation has the responsibility to get involved in	2003	Business Leaders	35%	3.1	0.9	66
5	social responsibility projects because outside pressures make	1988	Business Leaders	46%	NI	NI	138
	suchi an involvement a cost of doing business.	1983	Business Leaders	42%	NI	NI	119
1	The corporation has a	2003	Business Leaders	99%	1.3	0.5	66
•	responsibility to promote equal opportunity in hiring and	1988	Business Leaders	97%	M	NI	138
	promotion.	1983	Business Leaders	97%	NI	NI	119
5	The corporation has a	2003	Business Leaders	71%	2.4	1.0	66
,	responsibility to promote conservation of energy even if doing so means a reduction in	1988	Business Leaders	67%	NI	NI	138
	profits.	1983	Business Leaders	67%	M	M	119
						_	
5	The corporation has a	2003	Business Leaders	70%	2.4	1.0	66
-	responsibility to conserve natural resources, even if doing so means	1988	Business Leaders	74%	NI	NI	138
	a reduction in profits.	1983	Business Leaders	67%	NI	NI	119
7	The corporation has a responsibility to clean up or	2003	Business Leaders	92%	1.9	0.8	66
	avoid causing air, noise, and water pollution even if doing so	1988	Business Leaders	93%	M	NI	138
	means a reduction in profits.	1983	Business Leaders	86%	NI	M	119

							11
8	The corporation has a responsibility to contribute	2003	Business Leaders	88%	1.7	0.9	66
8	money and management time to civic activities in communities	1988	Business Leaders	90%	NI	NI	138
	where the firm has plants or offices.	1983	Business Leaders	90%	NI	NI	119
9	The corporation has a	2003	Business Leaders	56%	2.6	1.1	66
,	responsibility to help minority owned businesses.	1988	Business Leaders	43%	NI	NI	138
	control custometrics.	1983	Business Leaders	38%	NI	NI	119
10	The comparties has a	2003	Business Leaders	99%	1.2	0.4	66
10	The corporation has a responsibility to be truthful in advertising.	1988	Business Leaders	99%	NI	NI	138
	autertising.	1983	Business Leaders	70%	NI	NI	119
11	The typical business executive has two sets of ethical standards,	2003	Business Leaders	12%	4.3	1.0	66
11	one which he/she applies to business activities and another	1988	Business Leaders	16%	NI	NI	138
	which is applied to his/her private life.	1983	Business Leaders	20%	NI	NI	119
12	Ethical standards in business are	2003	Business Leaders	11%	4.2	0.9	66
12	lower than in government.	1988	Business Leaders	5%	NI	NI	138
		1983	Business Leaders	3%	NI	NI	119
13	Ethical standards in business are	2003	Business Leaders	28%	3.5	1.2	66
	lower than in most religious organizations.	1988	Business Leaders	29%	NI	NI	138
		1983	Business Leaders	29%	NI	NI	119
	1				_	_	
14	Ethical standards in business are	2003	Business Leaders	19%	3.8	1.1	66
	lower than in the typical American family.	1988	Business Leaders	15%	NI	NI	138
	-	1983	Business Leaders	16%	NI	NI	119
15	The ethical standards used in	2003	Business Leaders	67%	2.5	0.9	66
	business are as high as those practiced with family and friends	1988	Business Leaders	93%	NI	NI	138
	nicius.	1983	Business Leaders	94%	NI	NI	119

		1983	Leaders	94%	NI	NI	119
	according to an employee this productivity.	1988	Business Leaders Business	96%	M	NI	138
23	Wages and salaries should vary	2003	Business Leaders	88%	1.8	0.8	66
	if the company standards differ from those of the employee.	1983	Business Leaders	42%	NI	NI	119
22	agrees to abide by the ethical standards of the employer, even	1988	Business Leaders	51%	M	NI	138
	In accepting an employment offer each employee implicitly	2003	Business Leaders	53%	2.8	1.2	66
	unethical.	1983	Business Leaders	89%	NI	NI	119
21	to engage in business practices that employee considers	1988	Business Leaders	87%	NI	NI	138
~	No employee should be required	2003	Business Leaders	87%	1.7	0.9	66
		1983	Leaders	53%	NI	NI	119
	ethical in dealing with business than the business is in dealing with that customer.	1988	Business Leaders Business	42%	NI	NI	138
20	The average customer is less	2003	Business Leaders	31%	3.1	1.0	66
		1983	Leaders	98%	NI	NI	119
	of business to protect the customer.	1988	Business Leaders Business	96%	NI	NI	138
19	It is in the long run self-interest	2003	Business Leaders	91%	1.8	0.8	66
		1983	Leaders	9%	NI	NI	119
		1988	Leaders Business	8%	M	NI	138
18	Effective advertising may have to be <b>O</b> mewhat misleading.	2003	Leaders Business	8%	4.1	0.8	66
		1	Business		1		
consumer.	consumer.	1983	Business Leaders	23%	NI	NI	138
17	Much advertising done by business is misleading to the	1988	Business Leaders	39%	NI	NI	66
		2003	Business Leaders	29%	3.3	1.0	
	ethical principles.	1983	Leaders	94%	NI	NI	119
	business but which are inconsistent with their personal	1988	Leaders Business	93%	NI	NI	138
16	Occasionally, business people make decisions that are right for	2003	Business Leaders Business	<mark>6</mark> 7%	2.5	0.9	66

	Wages and salaries should vary	2003	Business Leaders	49%	2.9	1.1	66
24	according to both the employee is productivity and	1988	Business Leaders	48%	NI	NI	138
	years of service with the firm.	1983	Business Leaders	53%	NI	NI	119
25	Wages and salaries should vary	2003	Business Leaders	3%	4.2	0.7	66
	primarily with the employee's years of service with the firm.	1988	Business Leaders	4%	NI	NI	138
		1983	Business Leaders	1%	NI	NI	119
	1		-	_	-	_	
26	Labor unions serve a useful	2003	Business Leaders	29%	3.6	1.2	66
20	purpose by prodding a particular management into fulfilling its responsibilities to labor.	1988	Business Leaders	26%	NI	NI	138
	responsionnes to labor.	1983	Business Leaders	21%	NI	M	119
				_	_	-	
27	The corporation should seek to	2003	Business Leaders	29%	3.4	1.2	66
21	maximize short run profits.	1988	Business Leaders	13%	NI	NI	138
		1983	Business Leaders	15%	NI	M	119
	1				-	_	
28	The corporation should seek to	2003	Business Leaders	99%	1.5	0.5	66
20	earn a satisfactory rate of return for stockholders	1988	Business Leaders	98%	NI	NI	138
		1983	Business Leaders	100%	NI	M	119
29	The ethical standards in competition are determined by	2003	Business Leaders	0%	4.5	0.6	66
	the least ethical competitor. If one firm engages in unethical	1988	Business Leaders	6%	NI	M	138
	conduct, the others will have to follow to survive.	1983	Business Leaders	5%	NI	NI	119

			Business		<b>I</b>	1	T]
30	To what extent are ethical	2003	Leaders	55%	2.8	1.0	64
	standards influenced by peer group pressures?	1988	Business Leaders	84%	NI	NI	138
	5 F		Business Leaders	82%	NI		
		1983	Leaders	0270	212	NI	119
	•						
		2003	Business Leaders	66%	2.6	1.0	64
31	To what extent are ethical standards influenced by	1988	Business Leaders	70%	NI	NI	138
	prevailing industry practice?	1983	Business Leaders	70%	NI	NI	119
<u> </u>			Leaders	7070	m		119
	To what extent are ethical	2003	Business Leaders	81%	2.2	0.9	64
32	standards influenced by perceived preference of top	1988	Business Leaders	82%	NI	NI	
	executives?		Business	0270	111		138
		1983	Leaders	74%	NI	NI	119
			Duninger			-	
33	To what extent are ethical	2003	Business Leaders	83%	2.2	0.8	64
<b></b>	standards influenced by family experiences?	1988	Business Leaders	93%	NI	NI	138
	experiences:	1983	Business Leaders	92%	NI	NI	119
	•						
	To add a start and start in the	2003	Business Leaders	74%	2.4	0.9	64
34 sta	To what extent are ethical andards influenced by church	1988	Business Leaders	74%	NI	NI	138
	experiences?	1983	Business Leaders	84%	NI	NI	119
35	To adopt and out on athing!	2003	Business Leaders	83%	2.2	0.7	64
30	To what extent are ethical standards influenced by your	1988	Business Leaders	87%	NI	NI	138
	educational experiences?	1983	Business Leaders	87%	NI	NI	119
	1						
	To what extent are ethical	2003	Business Leaders	90%	1.9	0.8	64
36	standards influenced by company's ethical code or	1988	Business Leaders	89%	NI	NI	138
	policy?	1983	Business Leaders	90%	NI	NI	119
			Dunin	·		-	
◎ 37	To what extent are ethical	2003	Business Leaders	85%	2.0	0.8	64
38	standards influenced by professional ethical code?	1988	Business Leaders	88%	NI	NI	138
	·	1983	Business Leaders	92%	M	NI	119
	To what extent are ethical	2003	Business Leaders	75%	2.3	0.9	64
	standards influenced by society's moral climate?	1988	Business Leaders	80%	NI	NI	138
	moral children:	1983	Business Leaders	73%	NI	NI	119
		1983		73%	NI	NI	119

A	Il institutions in our society	2003	Business Leaders	34%	3.1	1.0	65
39 shou p ii	ild seek to protect and romote the interests of adividuals.	1988	Business Leaders	76%	NI	NI	138
			Business				
		1983	Leaders	77%	NI	NI	119
	Individual freedom may have to	2003	Business Leaders	56%	2.7	1.1	66
	be partly restricted in order for organizations to effectively function	1988	Business Leaders	70%	NI	M	138
	runction.	1983	Business Leaders	84%	NI	M	119
					_	_	
A1	Government should redistribute	2003	Business Leaders	23%	3.7	1.1	66
	income in order to assure a minimum standard of living for all citizens.	1988	Business Leaders	15%	NI	NI	138
	an chuzens.	1983	Business Leaders	12%	NI	M	119
			Duninger				
4.2	Government should provide	2003	Business Leaders	55%	2.8	1.1	66
:	incentives for business to get involved in solving social problems.	1988	Business Leaders Business	61%	NI	M	138
		1983	Leaders	54%	NI	M	119
			Business		45		
	Truth in lending regulations are needed to protect the customer.	2003	Leaders Business	86%	2.0	0.8	66
	needed to protect the customer.	1988	Leaders Business	78%	NI	M	138
		1983	Leaders	68%	NI	NI	119
	Antitrust laws prohibiting price	2003	Business Leaders	85%	2.1	0.8	66
	fixing benefit the customer.	1988	Business Leaders	79%	NI	M	138
		1983	Business Leaders	68%	NI	NI	119
			Business			_	
	Lazy or incompetent employees should be fired.	2003	Leaders	86%	1.9	0.9	66
	should be filled.	1988	Business Leaders Business	81%	NI	NI	138
		1983	Leaders	84%	NI	M	119
		1	Business		-	_	_
46	A company should have formal policies to guarantee that every	2003	Leaders Business	86%	1.8	1.0	66
	employee has an equal opportunity for promotion, pay increases, and other rewards	1988	Leaders Business	91%	NI	M	138
	provided by the firm.	1983	Leaders	89%	NI	M	119
	The corporation should seek to	2003	Business Leaders	93%	1.7	0.8	
	maximize long run profits.	1988	Business Leaders	96%	NI	NI	138
		1983	Business Leaders	94%	NI	NI	138
			1			_	417

	B. FOR EACH OF THE THREE STUDIES, PERCI THEIR DEGREE OF AGREEMENT WITH EACH STATEMENT (1=		USINESS LEADERSIC 92FROVI	DI (O					
Q#	QUESTION	Year	Туре	%SA	%A	%NO	%D	%SD	n=
	The corporation has a responsibility to take the lead in solving major social	2003	Bus. Leaders Bus. Leaders	29 20	47 56	12 5	9	3	66
	problems such as pollution, discrimination, and safety.	1983	Bus. Leaders	13	57	5	17 21	3	138
0									
	The corporation has a responsibility to not become involved in solving social	2003	Bus. Leaders	3	8	8	52	30	66
2	r	1988 1983	Bus. Leaders Bus. Leaders	2	9 23	7	69 56	12	138 119
	earn a profit.	1965	Dos. Deaders	·	25	5	50	12	119
	The corporation has the responsibility to get involved in social responsibility	2003	Bus. Leaders	2	33	21	42	2	66
3	projects because outside pressures make such an involvement a cost of doing	1988	Bus. Leaders	1	45	8	44	2	138
	business.	1983	Bus. Leaders	4	38	13	41	3	119
					22	0	2	<u>^</u>	
4	The corporation has a responsibility to promote equal opportunity in hiring and	2003 1988	Bus. Leaders Bus. Leaders	76 35	23 62	0 2	2	0	66 138
	promotion.	1983	Bus. Leaders	31	66	0	2	0	119
	The corporation has a responsibility to promote conservation of energy even if	2003 1988	Bus. Leaders	15 9	56	8	18	3	66
5	doing so means a reduction in profits.	1988	Bus. Leaders Bus. Leaders	9	58 58	15 14	17 15	3	138 119
								-	
	The second in the second it is the second seco	2003	Bus. Leaders	11	59	11	15	5	66
6	The corporation has a responsibility to conserve natural resources, even if doing so means a reduction in profits.	1988 1983	Bus. Leaders Bus. Leaders	15 10	59	16	9	1	138
		1985	Bus. Leaders	10	57	17	12	3	119
		2003	Bus. Leaders	26	66	2	5	2	66
5	The corporation has a responsibility to clean up or avoid causing air, noise, and	1988	Bus. Leaders	19	74	4	3	0	138
	water pollution even if doing so means a reduction in profits.	1983	Bus. Leaders	14	72	6	6	1	119
	The corporation has a responsibility to contribute money and management time	2003 1988	Bus. Leaders Bus. Leaders	53 25	35 65	6	5	2	66 138
8	to civic activities in communities where the firm has plants or offices.	1983	Bus. Leaders	26	64	5	4	0	119
·	· · · · · · · · · · · · · · · · · · ·		·						
	The second secon	2003	Bus. Leaders	14	42	24	15	5	66
9	The corporation has a responsibility to help minority owned businesses.	1988 1983	Bus. Leaders Bus. Leaders	5	38 32	25 26	30 30	5	138
	1			1	52	20		1	119
		2003	Bus. Leaders	85	14	2	0	0	66
10	The corporation has a responsibility to be truthful in advertising.	1988	Bus. Leaders	54	45	1	1	0	138
		1983	Bus. Leaders	13	57	5	21	5	119
	The twicel business executive has two acts of athical standards and which	2003	Bus. Leaders	0	12	2	33	53	66
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	1988	Bus. Leaders	6	10	5	52	27	138
	private life.	1983	Bus. Leaders	3	17	3	43	33	119
						-			
12	Ethical standards in business are lower than in government.	2003 1988	Bus. Leaders Bus. Leaders	0	11 4	5	44 42	41 50	66 138
12	Enter standards in odsiness are lower than in government.	1983	Bus. Leaders	1	2	3	36	59	119
		1					•		
		2003	Bus. Leaders	5	23	15	32	26	
13	Ethical standards in business are lower than in most religious organizations.	1988	Bus. Leaders	4	25	14	44	12	66 138
		1983	Bus. Leaders	0	29	21	39	10	119
								10	
		1		1.0	1.12				
14	Ethical standards in husiness are lower than in the tunical American family	2003	Bus. Leaders	2	17	11	45	26	66
14	Ethical standards in business are lower than in the typical American family.	2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders	2 4 0	11	14	45 58		66 138
14		1988	Bus. Leaders	4			45	26 13	66
14	The ethical standards used in business are as high as those practiced with family	1988 1983 2003 1988	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6 38	11 16 61 55	14 11 9 3	45 58 60 24 2	26 13 12 0 2	66 138 119 66 138
		1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6	11 16 61	14	45 58 60	26 13 12	66 138 119 66
	The ethical standards used in business are as high as those practiced with family	1988 1983 2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6 38 37	11 16 61 55 57	14 11 9 3 3	45 58 60 24 2 3	26 13 12 0 2 0	66 138 119 66 138 119
15	The ethical standards used in business are as high as those practiced with family and friends.	1988 1983 2003 1988	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6 38	11 16 61 55	14 11 9 3	45 58 60 24 2	26 13 12 0 2	66 138 119 66 138
15	The ethical standards used in business are as high as those practiced with family and friends.	1988 1983 2003 1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6 38 37	11 16 61 55 57 53	14 11 9 3 3 6	45 38 60 24 2 3 29	26 13 12 0 2 0	66 138 119 66 138 119 66
15	The ethical standards used in business are as high as those practiced with family and friends.	1988 1983 2005 1988 1983 2003 1983 2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6 38 37 6 1 3	11 16 61 55 57 53 12 16	14 11 9 3 3 6 4 1	45 58 60 24 2 3 29 52 59	26 13 12 0 2 0 6 30 20	66 138 119 66 138 119 66 138 119
15	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	1988           1983           2003           1988           1983           2003           1983           2003           1983           2003           2003           2003           2003           2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6 38 37 6 1	11 16 61 55 57 53 12 16 26	14 11 9 3 3 6 4 1 15	45 58 60 24 2 3 29 52 59 53	26 13 12 0 2 0 6 30 20 3	66           138           119           66           138           119           66           138           119           66           66           138           119
15	The ethical standards used in business are as high as those practiced with family and friends.	1988 1983 2005 1988 1983 2003 1983 2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	4 0 6 38 37 6 1 3	11 16 61 55 57 53 12 16	14 11 9 3 3 6 4 1	45 58 60 24 2 3 29 52 59	26 13 12 0 2 0 6 30 20	66 138 119 66 138 119 66 138 119
15	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders	4 0 6 38 37 6 1 3 3 7 3 3	11 16 61 55 57 53 12 16 26 32	14 11 9 3 3 3 6 4 1 1 15 10 10	45 58 60 24 2 3 3 29 52 59 52 59 53 46 50	26 13 12 0 2 0 6 30 20 3 5 17	66           138           119           66           138           119           66           138           119
15 16 17	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           2003           1988           1983           2003	Bus. Leaders	4 0 38 37 6 1 3 3 7 3 0	11 16 61 55 57 53 12 16 26 32 20 8	14 11 9 3 3 6 4 1 15 10 10 8	45 58 60 24 2 3 29 52 59 53 46 50 56	26 13 12 0 2 0 6 30 20 3 5 17 29	66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 119 119 119 119 119 119 11
15 16 17	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders	4 0 6 38 37 6 1 3 7 3 7 3 0 0	11 16 61 55 57 53 12 16 26 32 20	14 11 9 3 3 3 6 4 1 15 10 10 8 6	45 58 60 24 2 3 29 52 59 53 46 50 56 60	26 13 12 0 2 0 6 30 20 3 5 17 29 26	65 138 119 66 138 119 66 138 119 66 138 119 109 66 138 119
14 15 16 17 18	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           2003           1988           1983           2003	Bus. Leaders	4 0 38 37 6 1 3 3 7 3 0	11 16 61 55 57 53 12 16 26 32 20 8	14 11 9 3 3 6 4 1 15 10 10 8	45 58 60 24 2 3 29 52 59 53 46 50 56	26 13 12 0 2 0 6 30 20 3 5 17 29	66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 66 138 119 66 66 138 119 66 66 138 119 109 66 66 138 119 109 66 66 138 119 109 109 109 109 109 109 109
15 16 17 18	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders	4 0 6 38 37 6 1 3 7 3 7 3 0 0 2 35	11 16 61 55 57 53 12 16 26 32 20 8	14 11 9 3 3 3 6 4 1 15 10 10 8 6	45 58 60 24 2 3 29 52 59 53 46 50 56 60	26 13 12 0 2 0 6 30 20 3 5 17 29 26	66 138 119 66 138 119 66 138 119 66 138 119 66 138 119
15 16 17 18	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders	4 0 6 38 37 6 1 3 7 3 7 3 0 0 2 35 53	11         16           61         55           57         53           12         16           26         32           20         8           8         7           56         43	14 11 9 3 3 3 6 4 1 15 10 10 10 8 6 6 3 3	45 58 60 24 2 3 52 55 59 53 46 50 56 60 63 6 1	26 13 12 0 2 0 6 30 20 3 5 17 29 26 22 0 1	66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           138           133           133           133           133
15 16 17 18	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer. Effective advertising may have to be somewhat misleading.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders	4 0 6 38 37 6 1 3 7 3 7 3 0 0 2 35	11         16           61         55           57         53           12         16           26         32           20         8           8         7           56         56	14 11 9 3 3 3 6 4 1 15 10 10 8 6 6 3	45 58 60 24 2 3 29 52 59 53 46 50 56 60 63	26 13 12 0 2 0 6 30 20 3 5 17 29 26 22 0	66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 66 138 119 109 66 66 138 119 109 66 66 138 119 109 66 66 138 119 109 66 66 138 119 109 66 66 138 119 109 109 109 109 109 109 109
15 16 17	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer. Effective advertising may have to be somewhat misleading.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders	4 0 6 38 37 6 1 3 7 3 7 3 0 0 2 35 53	11         16           16         61           55         57           53         12           16         32           20         8           8         8           7         56           43         50	14 11 9 3 3 6 4 1 15 10 10 10 8 6 6 3 3 1	45 58 60 24 2 3 29 52 59 53 46 50 56 60 6 1 1 1	26 13 12 0 2 0 6 30 20 3 5 17 29 26 22 0 1 0 1 0 12 12 12 12 12 12 12 12 12 12	66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           65           138           119
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15 16 17 18 19	The ethical standards used in business are as high as those practiced with family and friends. Occasionally, business people make decisions that are right for business but which are inconsistent with their personal ethical principles. Much advertising done by business is misleading to the consumer. Effective advertising may have to be somewhat misleading. It is in the long run self-interest of business to protect the customer.	1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           2003           1988           2003	Bus. Leaders	4       0       6       38       37       6       1       3       7       3       0       0       2       35       53	11         16           61         55           57         53           12         16           26         32           20         8           8         7           56         43           50         26	14 11 9 3 3 3 6 4 1 15 10 10 10 10 10 10 10 10 10 10	45 58 60 24 2 3 29 52 59 53 46 50 56 60 63 6 1 1 33	26 13 12 0 2 0 6 30 20 3 5 17 29 26 22 0 1 0 1 0 12 12 12 12 12 12 12 12 12 12	66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           66           138           119
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25									
	Wages and salaries should vary primarily with the employee's	2003	Bus. Leaders	0	3	6	61	30	66
25	years of service with the firm.	1988 1983	Bus. Leaders Bus. Leaders	0	2	3	42	50 42	138 119
	-	1965	Bus. Leaders	U	1	4	53	42	119
		2003	Bus. Leaders	3	26	9	33	29	66
26	Labor unions serve a useful purpose by prodding a particular	1988	Bus. Leaders	1	25	9 hr	41	23	138
	management into fulfilling its responsibilities to labor.	1983	Bus. Leaders	1	20	9	44	27	119
									•
		2003	Bus. Leaders	8	21	11	44	17	66
27	The corporation should seek to maximize short run profits.	1988	Bus. Leaders	1	12	7	53	28	138
		1983	Bus. Leaders	1	14	9	56	20	119
				-		•			-
		2003	Bus. Leaders	52	47	2	0	0	66
28	The corporation should seek to earn a satisfactory rate of	1988	Bus. Leaders	39	59	1	1	0	138
	return for stockholders.	1983	Bus. Leaders	37	63	0	0	0	119
	The ethical standards in competition are determined by the least	2003	Bus. Leaders	0	0	3	49	49	66
29	ethical competitor. If one firm engages in unethical conduct,	1988	Bus. Leaders	3	3	2	59	33	138
	the others will have to follow to survive.	1983	Bus. Leaders	2	3	2	56	36	119
						_	-		-
	To what extent are ethical standards influenced by peer group	2003	Bus. Leaders	2	53	13	28	5	64
30	pressures?	1988	Bus. Leaders	28	56	4	8	4	138
		1983	Bus. Leaders	21	61	3	11	3	119
	Г	2003	Bus. Leaders	3	62	0	25	12	
31	To what extent are ethical standards influenced by prevailing	1988	Bus. Leaders	11	63 59	8	25 20	3	64 138
51	industry practice?	1983	Bus. Leaders	9	61	7	20	1	138
	0				**		~ .		
Т		2003	Bus. Leaders	17	64	6	9	3	64
32	To what extent are ethical standards influenced by perceived	1988	Bus. Leaders	25	57	5	10	3	138
	preference of top executives?	1983	Bus. Leaders	20	54	8	14	3	119
		<u>.</u>		-		-	-	-	
		2003	Bus. Leaders	8	75	6	9	2	64
33	To what extent are ethical standards influenced by family	1988	Bus. Leaders	61	32	4	3	0	138
	experiences?	1983	Bus. Leaders	49	43	2	4	1	119
	To asked and and other database in furnishing house	2003	Bus. Leaders	8	66	10	14	2	64
34	To what extent are ethical standards influenced by church	1988	Bus. Leaders	39	35	14	11	1	138
	experiences?	1983	Bus. Leaders	36	48	7	7	1	119
		1985	Dus. Leaders	50	40	1	1	1	119
		2003	Bus. Leaders	8	75	9	6	2	64
35	To what extent are ethical standards influenced by your	1988	Bus, Leaders	26	61	5	7	0	138
	educational experiences?	1983	Bus. Leaders	29	58	3	9	ŏ	119
		1				-			•
		2003	Bus. Leaders	27	63	3	6	2	64
36	To what extent are ethical standards influenced by company's	1988	Bus. Leaders	27	62	4	6	1	138
	ethical code or policy?	1983	Bus. Leaders	26	64	3	7	0	119
	To what autom are othical standards influenced by professional	2003	Bus. Leaders	27	58	8	8	0	64
37	To what extent are ethical standards influenced by professional ethical code?	1988	Bus. Leaders	48	40	4	5	2	138
	childir code.	1983	Bus. Leaders	53	39	4	3	0	119
		1 2002	Des London		177	0	14		
38	To add to start and adding to the start in the second to second the second start of the start of	2003 1988	Bus. Leaders Bus. Leaders	8 20	67	9	14	2	64
20	To what extent are ethical standards influenced by society's moral climate?		Bus. Leaders		60	4 9	13	3	138 119
					57				115
		1983	Bus: Leaders	16		9	16	1	
		2003	Bus. Leaders	2	32	25	16 37	5	65
39	All institutions in our society should seek to protect and promote the interests of	2003 1988	Bus. Leaders Bus. Leaders		32 53		•	5 1	65 138
39	All institutions in our society should seek to protect and promote the interests of individuals.	2003	Bus. Leaders	2		25	37	-	
39		2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders	2 23 26	53 51	25 11 6	37 13 18	1 0	138 119
	individuals.	2003 1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	2 23 26 6	53 51 50	25 11 6 14	37 13 18 24	1 0 6	138 119 66
39 40		2003 1988 1983 2003 1988	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	2 23 26 6 13	53 51 50 57	25 11 6 14 6	37 13 18 24 18	6 6	138 119 66 138
	individuals. Individual freedom may have to be partly restricted in order for	2003 1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	2 23 26 6	53 51 50	25 11 6 14	37 13 18 24	1 0 6	138 119 66
	individuals. Individual freedom may have to be partly restricted in order for	2003 1988 1983 2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	2 23 26 6 13	53 51 50 57 68	25 11 6 14 6 3	37 13 18 24 18 12	6 6 1	138 119 66 138 119
	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a	2003 1988 1983 2003 1988 1983 2003	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	2 23 26 6 13 16	53 51 50 57 68 21	25 11 6 14 6 3 11	37 13 18 24 18 12 38	6 6	138 119 66 138
40	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function.	2003 1988 1983 2003 1988 1983	Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders Bus. Leaders	2 23 26 6 13 16 2	53 51 50 57 68	25 11 6 14 6 3	37 13 18 24 18 12	1 0 6 6 1 29	138 119 66 138 119 66
40	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003 1988 1983 2003 1988 1983 2003 1988 1983 2003	Bus. Leaders	2 23 26 6 13 16 2 2 3 8	53 51 50 57 68 21 13 9 47	25 11 6 14 6 3 3	37 13 13 18 24 18 12 38 38 30 26	6 6 1 1 29 42	138 119 66 138 119 66 138 119 66 138
40	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get	2003 1988 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988	Bus. Leaders	2 23 26 6 13 16 2 2 3 8 14	33         51           50         57           68         68           21         13           9         47           47         47	25 11 6 14 6 3 11 6 6 6 14 13	37 13 18 24 18 12 38 38 30 26 18	1 0 6 6 1 29 42 52 6 7	138 119 66 138 119 66 138 119 66 138 119 66
40	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens.	2003 1988 1983 2003 1988 1983 2003 1988 1983 2003	Bus. Leaders	2 23 26 6 13 16 2 2 3 8	53 51 50 57 68 21 13 9 47	25 11 6 14 6 3 3	37 13 13 18 24 18 12 38 38 30 26	1 0 6 6 1 29 42 52	138 119 66 138 119 66 138 119 66 138
40	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get	2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	2 23 26 13 16 2 2 3 8 14 9	33           50           57           68           21           13           9           47           47           45	25 11 6 14 6 3 11 6 6 14 14 11 11 11 11 11 11 11 11	37         13           18         12           38         30           26         18           27         25	1 0 6 6 6 1 1 29 42 52 6 7 7 6	138 119 66 138 119 66 138 119 66 138 119 119
40 41 42	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems.	2003 1988 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 9	33           50           57           68           21           13           9           47           47           45           65	25 11 6 14 6 3 11 6 6 6 14 13	37 13 18 24 18 12 38 38 30 26 18 25 6	1         0           6         6           1         1           29         42           32         6           7         6           2         2	138 119 66 138 119 66 138 119 66 138 119 66 66 66 66
40	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get	2003 1988 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	2 23 26 6 13 16 2 2 3 8 14 9 21 11	53           50           57           68           21           13           9           47           45           65           67	25 11 6 14 6 3 11 6 6 7	37 13 13 13 12 24 18 12 38 38 30 26 13 25 6 15	1           0           6           6           1           29           42           32           6           7           6           2           0	138 119 66 138 119 66 138 119 66 138 119 66 138 119 66 138 119
40 41 42	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems.	2003 1988 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 9	33           50           57           68           21           13           9           47           47           45           65	25 11 6 14 6 3 11 6 6 14 14 11 11 11 11 11 11 11 11	37 13 18 24 18 12 38 38 30 26 18 25 6	1         0           6         6           1         1           29         42           32         6           7         6           2         2	138 119 66 138 119 66 138 119 66 138 119 66 66 66 66
40 41 42	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems.	2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 21 11 3	33         51           50         37           68         21           13         9           9         47           47         45           65         67           65         67	25 11 6 14 6 3 11 6 6 14 13 14 6 7 9	37 13 13 13 14 12 12 13 18 12 18 12 18 12 26 18 26 15 15 15	1           0           6           6           1           29           42           32           6           7           6           2           0	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119
40 41 42	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer.	2003 1988 1983 2003 1988 1988 1983 2003 1988 1988 1983 2003 1988 1988 1988 1983 2003 1988	Bus. Leaders	2 23 26 6 13 16 2 2 3 8 14 9 21 11 3 20	33           50           57           68           21           13           9           47           47           45           65           67           65           65	25 11 6 14 6 3 11 6 6 7	37         13           18         12           24         18           12         38           38         30           26         18           25         6           15         18           6         15           6         6	1           0           6           6           1           29           42           32           6           7           6           2           0	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           66           138           119           66
40 41 42 43	individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems.	2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 21 11 3	33         51           50         37           68         21           13         9           9         47           47         45           65         67           65         67	25 11 6 14 6 3 11 6 6 14 13 14 6 7 9 8 7	37         13           13         13           18         12           38         38           30         26           18         25           6         15           15         18           6         12	1         0           6         6           1         1           29         42           32         6           7         6           7         6           2         0           5         2           2         2	138           119           66           138           119           66           133           119           66           133           119           66           133           119           66           133           119
40 41 42 43	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer.	2003 1988 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1988 1988	Bus. Leaders	2 23 26 13 16 2 2 3 8 14 9 21 11 3 20 13	33         51           50         57           68         21           13         9           47         47           45         65           65         66           65         66	25 11 6 14 6 3 11 6 6 14 13 14 6 7 9	37         13           18         12           24         18           12         38           38         30           26         18           25         6           15         18           6         15           6         6	1           0           6           6           6           1           29           42           52           6           7           6           2           0           5           2           1	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119
40 41 42 43	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer.	2003 1988 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1983 2003 1988 1988 1988	Bus. Leaders	2 23 26 13 16 2 2 3 8 14 9 21 11 3 20 13	33         51           50         57           68         21           13         9           47         47           45         65           65         66           65         66	25 11 6 14 6 3 11 6 6 14 13 14 6 7 9 8 7	37         13           13         13           18         12           38         38           30         26           18         25           6         15           15         18           6         12	1           0           6           6           6           1           29           42           52           6           7           6           2           0           5           2           1	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119
40 41 42 43	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer.	2003           1988           1983           2003           1988           1983           2003           1988           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1988           1983	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 9 21 11 3 20 13 4	33           50           57           68           21           13           9           47           47           45           65           67           65           65           65           66           64	25 11 6 14 6 3 11 6 6 7 9 8 7 8	37         13           18         12           24         18           12         38           38         30           26         18           25         6           15         18           26         12           6         12           20         20	1         0           6         6           1         1           29         42           52         6           7         6           2         0           5         5           2         1           3         3	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119
40 41 42 43 44	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer.	2003 1988 1983 1983 1983 1983 1983 1985	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 21 11 3 20 13 4 4 2 2 3 8 14 9 9 21 11 3 4 4 2 2 16 16 16 16 16 16 16 16 16 16	33           50           37           68           21           13           9           47           47           45           65           66           64           53           36           42	25 11 6 14 6 3 11 6 6 7 9 8 7 8 5	37         13           18         12           24         18           12         38           38         30           26         15           18         25           6         15           18         20           9         9	1         0           6         6           1         1           29         42           32         6           7         6           2         0           3         3           0         0	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           119
40 41 42 43 44 45	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer. Lazy or incompetent employees should be fired. A company should have formal policies to guarantee that every	2003 1988 1983 2003 1988 1988 1988 1983 2003 1988 1988 1983 2003 1988 1988 1988 1983 2003 1988 1988 1988 1988 1988 1988 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 1983 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 1988 2003 1988	Bus. Leaders	2 23 26 6 13 16 2 2 3 8 14 9 21 11 3 20 13 4 3 4 4 4 4 4 4	33         51           50         57           68         68           21         13           9         47           47         45           65         66           64         53           36         42           42         42	25 11 6 14 6 3 11 6 7 9 8 7 8 5 1 3 8	37         13           13         13           18         12           38         38           30         26           18         25           6         15           15         18           6         12           20         9           15         15	1         0           6         6           6         1           29         42           32         6           7         6           2         0           5         2           1         3           0         2	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           66           138           119           66
40 41 42 43 44 45	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer. Lazy or incompetent employees should be fired. A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other	2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1988           1988           1988	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 21 11 3 20 13 4 4 4 4 4 31	33         51           50         57           68         68           21         13           9         47           47         45           65         67           65         66           64         33           36         42           42         60	25           11           6           3           11           6           6           14           13           14           6           7           9           8           5           1           3           8           5           1           3           8           4	37         13           13         13           18         12           38         30           26         13           15         12           20         9           15         12           23         3	1           0           6           6           6           1           29           42           52           6           7           6           2           1           3           0           2           1           3           0           2           1           5           1	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           118
40 41 42 43 44	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer. Lazy or incompetent employees should be fired. A company should have formal policies to guarantee that every	2003 1988 1983 2003 1988 1988 1988 1983 2003 1988 1988 1983 2003 1988 1988 1988 1983 2003 1988 1988 1988 1988 1988 1988 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 2003 1988 1983 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 2003 1988 1988 1988 2003 1988	Bus. Leaders	2 23 26 6 13 16 2 2 3 8 14 9 21 11 3 20 13 4 3 4 4 4 4 4 4	33         51           50         57           68         57           68         53           9         47           47         45           65         66           64         53           36         42           42         42	25 11 6 14 6 3 11 6 7 9 8 7 8 5 1 3 8	37         13           18         12           24         18           12         12           38         38           30         26           18         25           6         15           18         26           19         15           12         20           9         15           12         2	1         0           6         6           1         1           29         42           32         6           7         6           7         6           2         0           5         2           1         3	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           66           138           119           66
40 41 42 43 44 45	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer. Lazy or incompetent employees should be fired. A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other	2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders	2 23 26 6 13 16 2 2 2 3 8 14 9 21 11 3 20 13 4 4 4 4 4 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5	33         51           50         57           68         68           21         13           9         9           47         47           45         65           67         65           66         64           53         36           42         42           60         54	25 11 6 14 6 3 11 6 6 7 9 9 8 7 8 7 8 5 1 3 8 4 5 1 4 5	37         13           13         13           18         12           38         30           26         13           15         12           20         9           15         12           23         3	1         0           6         6           1         1           29         42           32         6           7         6           7         6           2         0           5         1           1         1	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119
40 41 42 43 44 45 46	Individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer. Lazy or incompetent employees should be fired. 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           1988           1983           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003	Bus. Leaders	2 23 26 6 13 16 2 2 3 8 14 9 21 11 3 20 13 4 33 45 42 44 31 35 46	33         51           50         57           68         57           68         54           21         13           9         47           47         45           65         66           64         53           36         54           47         42           40         54           47         47	25 11 6 14 6 3 11 6 7 9 8 7 8 5 1 3 8 4 5 3 3	37       13       18       24       18       12       38       38       30       26       18       25       6       15       18       20       9       15       12       20       9       15       12       2       3       5	1         0           6         6           6         1           29         42           32         6           7         6           2         0           3         3           0         2           1         3           1         1           1         1           0         0	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           66           138           119           66           66           66           66           66           66           66           66           66           66           66
40 41 42 43 44 45	individuals. Individuals. Individual freedom may have to be partly restricted in order for organizations to effectively function. Government should redistribute income in order to assure a minimum standard of living for all citizens. Government should provide incentives for business to get involved in solving social problems. Truth in lending regulations is needed to protect the customer. Antitrust laws prohibiting price fixing benefit the customer. Lazy or incompetent employees should be fired. A company should have formal policies to guarantee that every employee has an equal opportunity for promotion, pay increases, and other	2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983           2003           1988           1983	Bus. Leaders         Bus. Leaders <td>2 23 26 6 13 16 2 2 2 3 8 14 9 21 11 3 20 13 4 4 4 4 4 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5</td> <td>33         51           50         57           68         68           21         13           9         9           47         47           45         65           67         65           66         64           53         36           42         42           60         54</td> <td>25 11 6 14 6 3 11 6 6 7 9 9 8 7 8 7 8 5 1 3 8 4 5 1 4 5</td> <td>37         13           13         13           18         12           38         30           26         13           15         12           20         9           15         12           23         3</td> <td>1         0           6         6           1         1           29         42           32         6           7         6           7         6           2         0           5         1           1         1</td> <td>138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119</td>	2 23 26 6 13 16 2 2 2 3 8 14 9 21 11 3 20 13 4 4 4 4 4 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5	33         51           50         57           68         68           21         13           9         9           47         47           45         65           67         65           66         64           53         36           42         42           60         54	25 11 6 14 6 3 11 6 6 7 9 9 8 7 8 7 8 5 1 3 8 4 5 1 4 5	37         13           13         13           18         12           38         30           26         13           15         12           20         9           15         12           23         3	1         0           6         6           1         1           29         42           32         6           7         6           7         6           2         0           5         1           1         1	138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119           66           138           119

Source: 2003 Study of Ethics