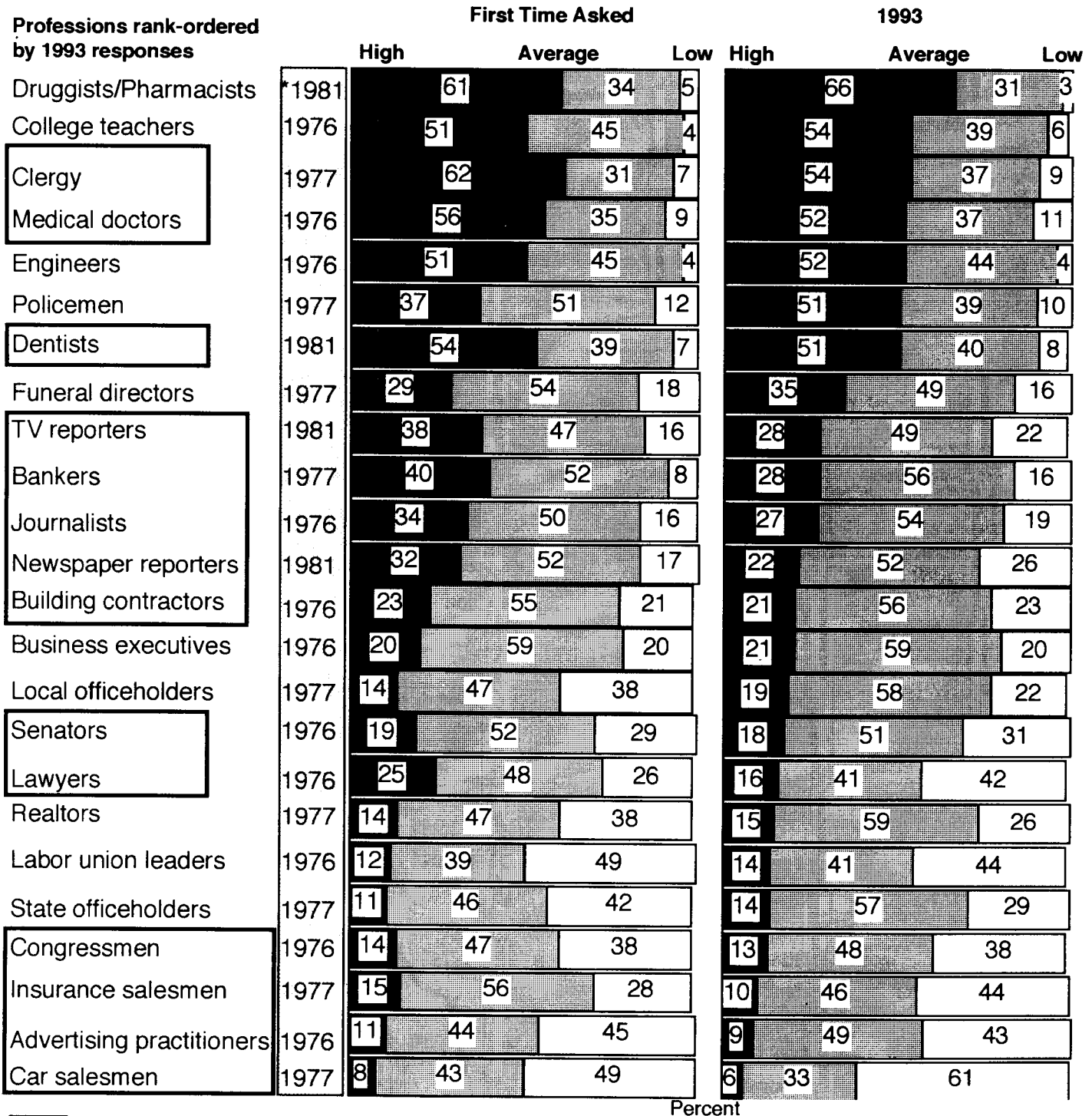


SURVEY DATA ON ETHICS

Rating Occupational Groups

Only Police Are Way Up;
Lawyers, Clergy, Bankers, and Reporters, Way Down



Percent

 = Those professions currently ranked lower than when question was first posed.

Question: How would you rate the honesty and ethical standards of people in these different fields—very high, high, average, low, or very low?

Note: *Indicates the first year the category was asked.

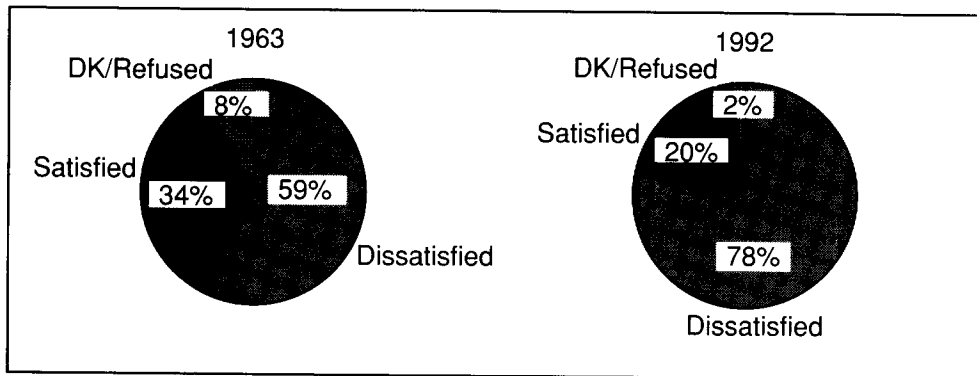
Source: Surveys by the Gallup Organization; latest for CNN/USA Today, July 19-21, 1993.

Are People Ethical?

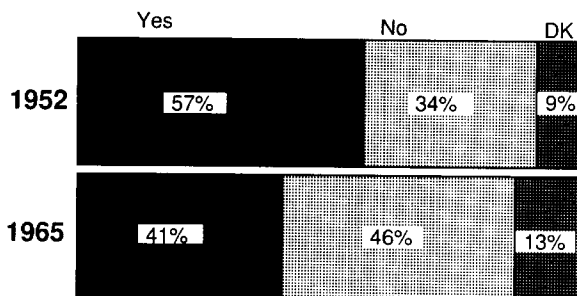
There has always been concern that somehow we're slipping; but the concern seems to be intensifying.

Question: On the whole, would you say that you are satisfied or dissatisfied with the honesty and standards of behavior of people in this country today?

Source: Surveys by the Gallup Organization, latest for CNN/USA Today, January 6-9, 1992.

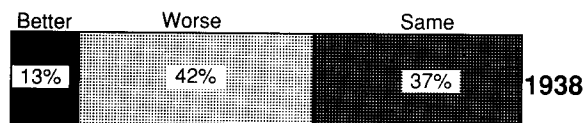


Question: Do you think that young people today have as strong a sense of right and wrong as they did, say, fifty years ago?



Source: Surveys by Ben Gaffin & Associates, June 1952; and the Gallup Organization for *Catholic Digest*, November 1965.

Question: Do you think that in general morals are better or worse today than they were ten years ago among...young unmarried people?



Source: Survey by the Roper Organization for *Fortune* magazine, August 1938.

Question: Compared to when you were growing up, would you say teenagers today are more moral in their behavior, less moral in their behavior, or about the same?

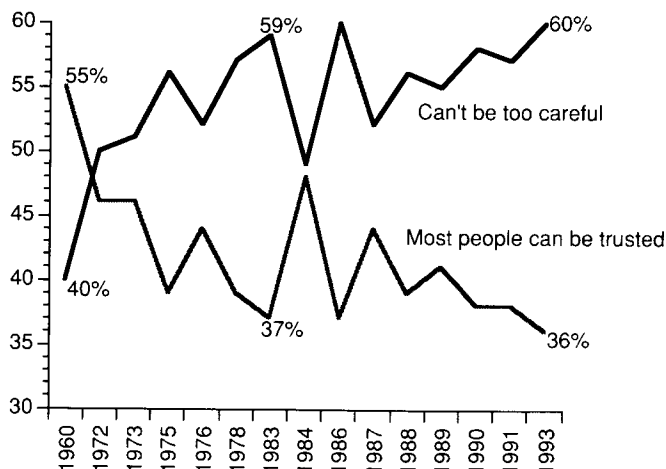


Source: Survey by Yankelovich Clancy Shulman for *Time*, January 19-21, 1987.

An Erosion of Trust

Question: [Asked in 1960]Some people say that most people can be trusted. Others say you can't be careful in your dealings with people. How do you feel about it? [Asked in 1972-93]Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

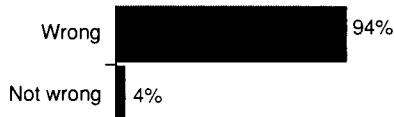
Source: The National Opinion Research Center (NORC) for the Center on International Studies, March 1960; and the NORC General Social Surveys (GSS) for 1972-93.



In Many Areas, Though, the Professed Norms Seem Strong and Conventional

Tax Fraud

Question: Do you feel it is wrong or not wrong if...a taxpayer does not report all of his income in order to pay less income taxes?



Source: Survey by NORC for the International Social Survey Program (ISSP), February-April 1991.

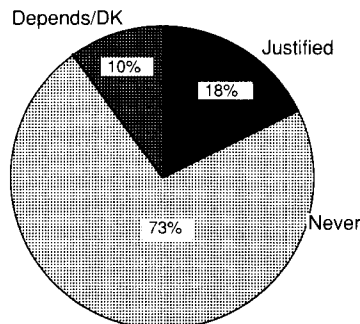
Question: Have you ever cheated on your federal income taxes, or not?



Source: Survey by the Gallup Organization, March 28-30, 1991.

Lying

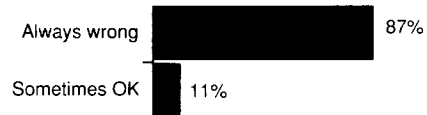
Question: Do you think it is sometimes justified to lie to friends or to family members or do you think lying is never justified?



Source: Survey by CBS News/*New York Times*, December 7-9, 1992.

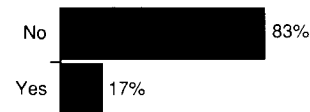
Extramarital Affairs

Question: Do you think it is always wrong or sometimes okay for...a married person to have sex with someone other than his or her spouse?



Source: Survey by Yankelovich Clancy Shulman for *Time/CNN*, June 4-5, 1991.

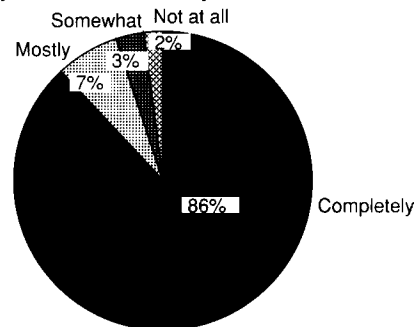
Question: (If ever married) Have you ever had sex with someone other than your husband or wife while you were married?



Source: Survey by NORC-GSS, February-April 1993.

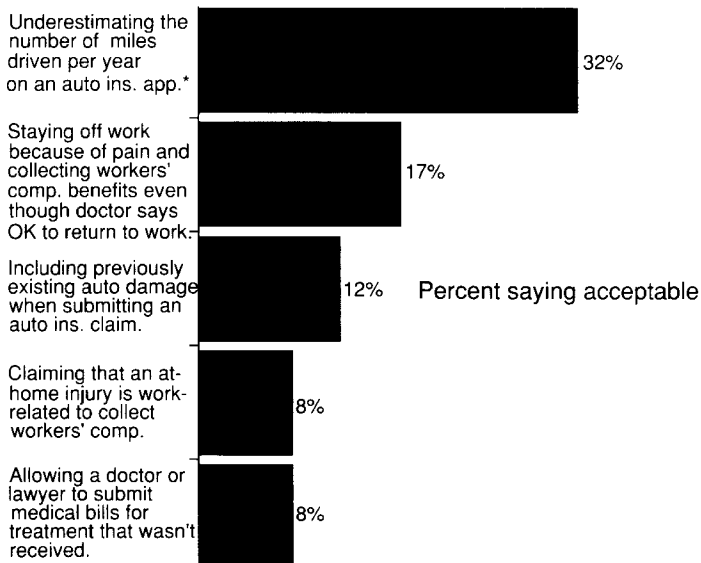
Stealing

Question: The ...eighth commandment is...Do not steal...Does the way you live these days completely satisfy, mostly satisfy, somewhat satisfy, a little bit satisfy, or not at all satisfy that commandment?



Source: Survey by Barna Research Group, January 1992.

Insurance Fraud



Question: ...For each one, please tell me when it would be acceptable to you personally—almost always acceptable, usually acceptable, usually not acceptable, or almost never acceptable.

*Data from 1991. Question asked on a six point agree/disagree scale, responses shown combine strongly agree, agree, and probably agree.

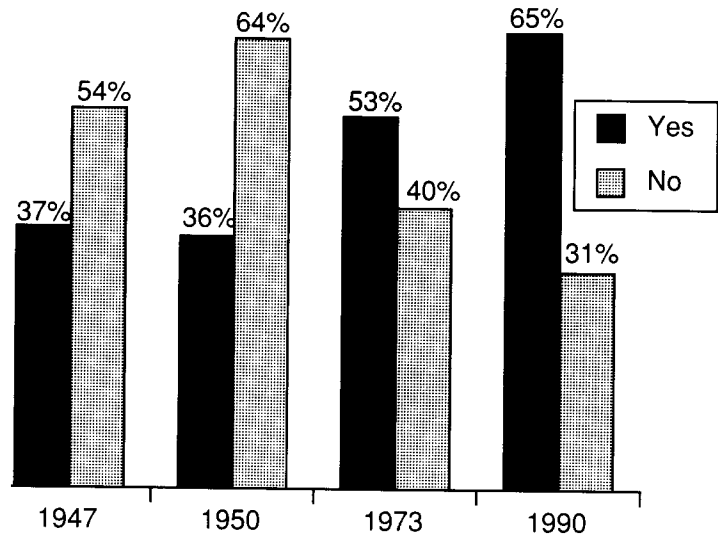
Source: Survey by the Roper Organization for the Insurance Research Council, latest that of 1992.

Only a Few Areas Where Norms Have Clearly Changed

Euthanasia

Question: When a person has a disease that cannot be cured, do you think doctors should be allowed by law to end the patient's life by some painless means if the patient and his family request it?

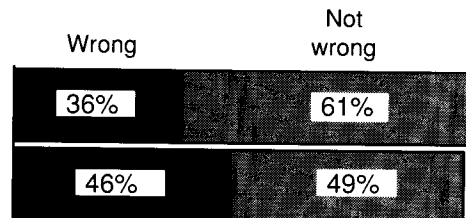
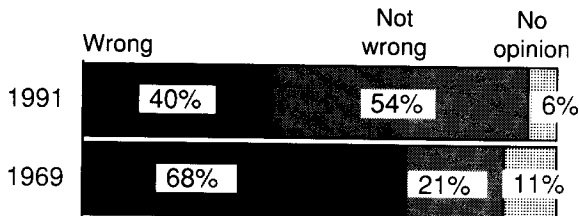
Source: Surveys by the Gallup Organization, latest that of November 15-18, 1990.



Premarital Sex

Question: There's a lot of discussion about the way morals and sexual attitudes are changing in this country... Do you think it is wrong for a man and a woman to have sexual relations before marriage, or not? [In 1969 the question lead was phrased... "the way morals and sex are changing in this country."]

Question: There's been a lot of discussion about the way morals and attitudes about sex are changing in this country. If a man and woman have sex relations before marriage, do you think it is always wrong, almost always wrong, wrong only sometimes, or not wrong at all?

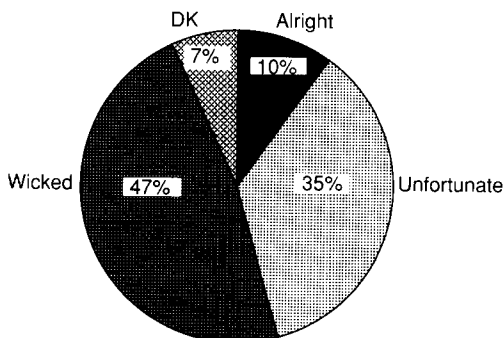


Source: Surveys by the Gallup Organization, latest that of August 29-September 3, 1991.

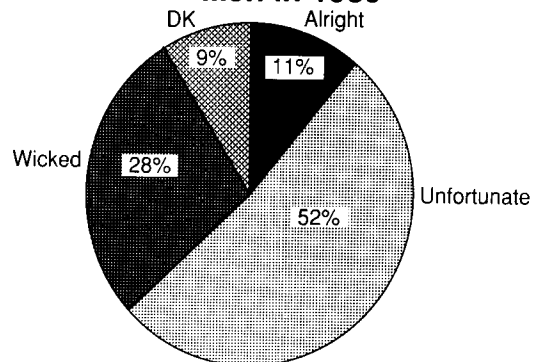
Note: Similar response categories have been combined.

Source: Survey by NORC-GSS, latest that of February-April, 1993.

Women in 1939



Men in 1939



Question: (Asked of women only by women interviewers) Do you consider it alright, unfortunate, or wicked when young men have sexual relations before marriage?

Question: (Asked of men only by men interviewers) Do you consider it alright, unfortunate, or wicked when young girls have sexual relations before marriage?

Source: Survey by the Roper Organization for *Fortune* magazine, September 1939.

What About Young People?

The proportion saying, for example, that they have cheated in school is high, but where we can track it, the proportion often seems to be decreasing

Question: For the activities below, indicate which ones you did during the *past year* [percentage saying "frequently" or "occasionally," as opposed to "not at all"].

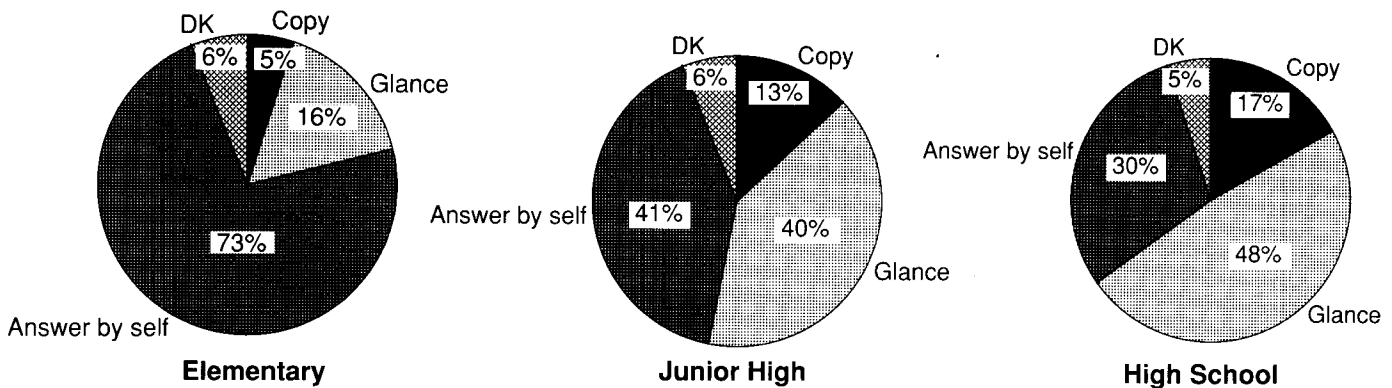
Cheated on a Test at School (1988)

	Total	Men	Women	Public University	Private University
	37%	39	35	38	33

Note: Survey of approximately 200,000 incoming college freshmen.

Source: Survey by the American Council on Education, in conjunction with the Graduate School of Education at the University of California, Los Angeles, Fall 1988.

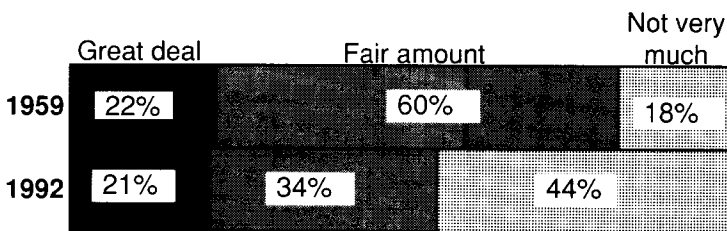
Question: You sit down to take an important test. You know you don't know the answer to most of the questions because you haven't had enough time to study. There is a person sitting next to you who is very smart and well-prepared and you can see her answers. In this situation, would you probably try to copy her answers on your own test? Once in a while glance at her test for ideas about the right answers? [Or] answer the test as best you can by yourself, even if you won't do well?



Note: Survey of 5,012 students in grades 4 through 12.

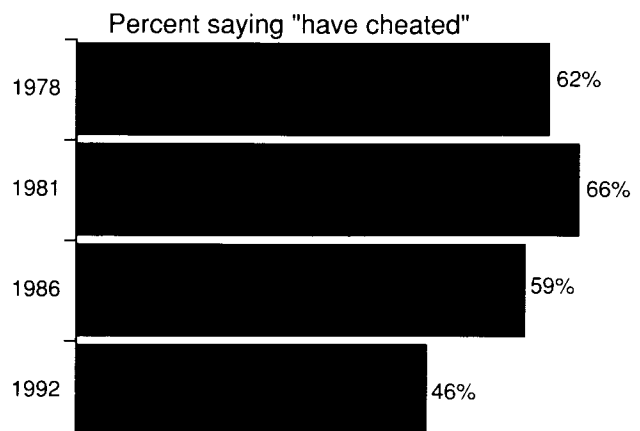
Source: Survey by Louis Harris & Associates for the Girl Scouts of America, September 14-October 30, 1989.

Question: At your school, how common is cheating on tests or exams? Would you say there is a great deal, a fair amount, or not very much cheating? Have you, yourself, ever cheated on a test or exam?



Note: Survey of approximately 500 teenagers.

Source: Surveys by the Gallup Organization, Gallup Youth Surveys, latest that of 1992.

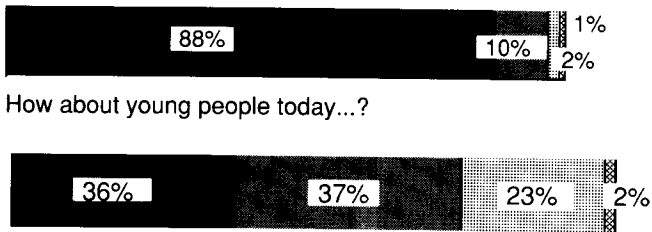


Acquiring Values:

Personal experience: solid

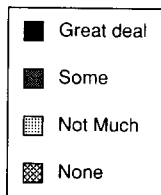
Society's experience: shaky

Question: ...When you were growing up, how much did your family shape your beliefs about right and wrong—a great deal, some, not much, or none?

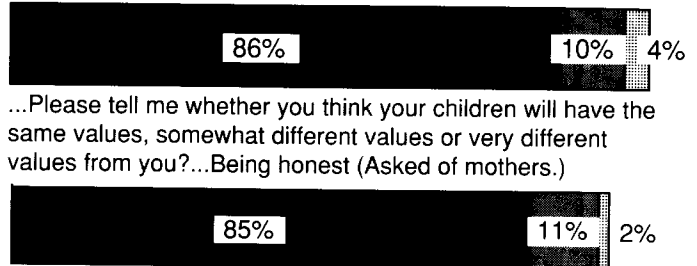


Note: Sample is of Southerners only.

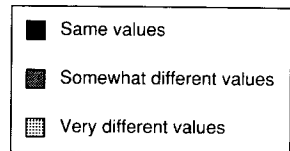
Source: Survey by Institute for Research in Social Science, Southern Focus Poll, Spring 1993.



Question: ...Please tell me for each of these areas whether you share the same values, somewhat different values, or very different values than your parents?...Being honest (Asked of women.)

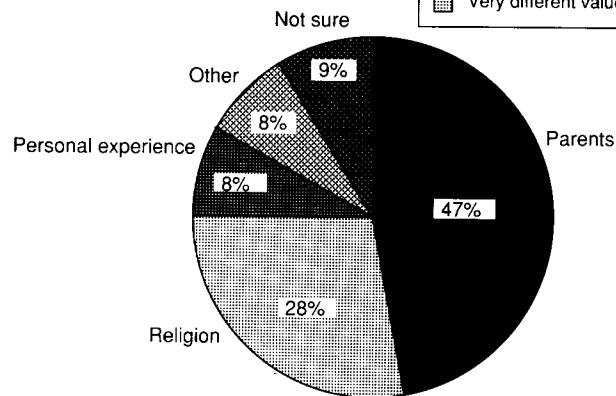


Source: Survey by the Roper Organization for *Good Housekeeping*, October 29-November 4, 1991.



Question: What do you feel has been the single most important factor in influencing your beliefs about what is right or wrong?

Source: Survey by Yankelovich Clancy Shulman for *Time*, January 19-21, 1987.



Question: What do you think (has/should have) the most influence on the values of young people today?

Source: Survey by Mellman & Lazarus for Massachusetts Mutual Life Insurance Co., September 1991.

	Has the most influence	Should have the most influence
TV & movies	34%	1%
Parents	20	74
Young people	19	1
Musicians & music videos	10	0
Celebrities, athletes	6	1
Teachers	5	9
Political leaders	2	1
Religious leaders	1	11
Military leaders	1	0
DK	2	2