

2008 JA Worldwide®/Deloitte Teen Ethics Survey

	Never	Sometimes	Often	Always	Don't Know	Refused
1. Considering all the rules that should not be broken at school (cheating, stealing, lying, behaving violently, etc.), in a typical school year, how often do you feel you have to break any of those rules to succeed in school?	61%	35%	2%	1%	0%	0%
2. How often do you consider the following activities acceptable?						
Cheating on a test	81%	16%	1%	1%	0%	0%
Stealing something from a store	97%	3%	0%	1%	0%	0%
Behaving violently towards another person	73%	25%	2%	1%	0%	0%
Lying to a parent or guardian	50%	46%	3%	2%	0%	0%
Plagiarizing someone else's work as your own	89%	9%	1%	1%	0%	0%
Illegally downloading music, or downloading music without paying for it	64%	23%	5%	7%	0%	0%

Percentages may not total 100 due to rounding.

Why do you* think cheating on a test is acceptable? Multiple responses permitted. (base = 140)

Personal desire to succeed in school	76%
Pressure from parents to succeed in school	59%
To help a friend	57%
Peer pressure	20%
Everyone else does it	20%
The thrill of not getting caught	19%
Other	1%
None of these	3%
Don't know/Not sure	0%

Why do you* think stealing from a store is acceptable? Multiple responses permitted. (base = 24)

To help a friend or family member	60%
You didn't have enough money to pay	45%
Everyone else does it	32%
Peer pressure	27%
Pressure from parents	24%
Thrill of not getting caught	15%
Other	0%
None of these	0%
Don't know/Not sure	0%

*respondents include only those who responded "sometimes," "often," "always," or "not sure" to question 2.

Why do you* think behaving violently towards another person is acceptable? Multiple responses permitted. (base = 205)	
To defend yourself	87%
To help a friend	73%
To settle an argument	35%
For revenge	34%
Because you dislike them	22%
To gain respect of other kids	18%
To be feared by other kids	14%
Peer pressure	14%
For a thrill	10%
Other	0%
None of these	0%
Don't know/Not sure	0%
Why do you* think lying to a parent or guardian is acceptable? Multiple responses permitted. (base = 378)	
You felt you had to cover up the situation you lied about	76%
To help a friend	62%
Peer pressure	21%
Thrill of not getting caught	18%
Everyone else does it	13%
For revenge	11%
Desire to be popular in school	5%
Other	1%
None of these	3%
Don't know/Not sure	0%
Why do you* think plagiarizing is acceptable? Multiple responses permitted. (base = 80)	
Not enough time to do the assignment	72%
Personal desire to succeed in school	70%
Pressure from parents to succeed in school	63%
Everyone else does it	24%
Thrill of not getting caught	17%
Peer pressure	15%
Other	1%
None of these	3%
Don't know/Not sure	2%
Why do you* think illegally downloading music is acceptable? Multiple responses permitted. (base = 270)	
It's easy to get music online without paying for it	79%
You didn't have enough money to pay	46%
You have always gotten your music this way	39%
Everyone else does it	38%
To help a friend or family member	35%
The thrill of not getting caught	8%
Other	1%
None of these	3%
Don't know/Not sure	1%

*respondents include only those who responded "sometimes," "often," "always," or "not sure" to question 2.

**3. In the past year, which of the following have you done?
Multiple responses permitted.**

Lied to parent or guardian	61%
Illegally downloaded music	23%
Behaved violently towards another person	20%
Cheated on a test	18%
Plagiarized	6%
Stolen from a store	4%
None of these	26%
Don't know/Not sure	0%
Refused	0%

**4. In the past year, which of the following has a friend done?
Multiple responses permitted.**

Lied to a parent or guardian	70%
Illegally downloaded music	47%
Cheated on a test	45%
Behaved violently towards another person	41%
Plagiarized	26%
Stolen from a store	22%
None of these	12%
Don't know/Not sure	2%
Refused	0%

Please indicate your agreement or disagreement with the following statement:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Neither agree nor disagree	Don't know	Refused
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5. I feel fully prepared to make ethical business decisions when I join the workforce.

35%	44%	6%	3%	11%	1%	0%
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**6. To whom do you feel accountable in terms of your behavior?
Multiple responses permitted.**

Yourself	86%
Parent/guardian	52%
Friends	41%
Society	33%
Teachers	30%
No one	3%
Don't know	0%
Refused	0%

**7. To whom do you feel the most accountable in terms of your behavior?
(base = 728, respondents who feel accountable according to question 6)**

Yourself	65%
Your parents or guardian	21%
Your friends	6%
Society	5%
Your teachers	2%
Don't know	1%
Refused	0%

8. Who do you consider your behavioral role model?

Your parents	54%
Your friends	13%
A teacher or coach	6%
Your clergyman, pastor, rabbi, or imam	3%
Someone else	1%
Don't have any behavioral role models	11%
Other	10%
Don't know/Not sure	2%
Refused	0%

Very likely	Somewhat likely	Somewhat unlikely	Not at all likely	Don't know/Not sure	Refused
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9. Thinking ahead to when you are in the workforce, how likely do you think you would be to reveal your knowledge of unethical activities in your workplace?

25%	50%	15%	9%	1%	0%
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Methodology

This report presents the findings of a telephone survey conducted by Opinion Research Corporation, among a national sample of 750 teens comprising 375 males and 375 females 12 to 17 years of age, living in private households in the continental United States. Interviewing for this TEEN CARAVAN® Survey was completed during the period October 9-12, 2008. The survey's margin of error is +/- 3.6 percent.

About JA Worldwide® (Junior Achievement)

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 138 individual area operations reach more than four million students in the United States, with an additional five million students served by operations in 120 other countries worldwide. For more information, visit www.ja.org.

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