

# 2007 JA Worldwide/Deloitte Teen Ethics Survey

Cross-tabulation of respondents who agree<sup>1</sup> with the following statement:  
I feel fully prepared to make ethical business decisions when I join the workforce.

	Never	Sometimes	Often	Always	Not Sure
<b>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 the rules to succeed in school?</b>	63%	34%	3%	0%	0%
<b>2. How often do you consider the following activities acceptable?</b>					
Cheating on a test	76%	22%	1%	0%	1%
Stealing something from a store	96%	3%	1%	0%	0%
Illegally downloading music (downloading without paying for it)	50%	29%	11%	9%	2%
Behaving violently towards another person	80%	19%	1%	0%	0%
Plagiarizing	85%	13%	0%	0%	1%
Lying to a parent or guardian	40%	53%	6%	0%	1%
<b>3. If I saw someone at my job taking money from the cash register, I would:</b>					
Tell a supervisor					63%
Talk to the person taking the money					22%
Ask someone I trust what I should do					13%
Do nothing					2%
Not sure					0%
<b>4. Why do you* think cheating on a test is acceptable? Select all that apply. (base=124)</b>					
Personal desire to succeed in school					60%
Pressure from parents to succeed in school					39%
To help a friend					36%
Peer pressure					15%
Everyone else does it					15%
Thrill of possibly not getting caught in cheating					8%
Some other reason					17%
I don't know					6%

<sup>1</sup> net agree = strongly agree and somewhat agree

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

<b>5. Why do you* think stealing something from a store is acceptable? Select all that apply. (base=21)</b>	
Didn't have enough money to pay	48%
To help a friend or family member	24%
Thrill of possibly not getting caught stealing	14%
Peer pressure	10%
Pressure from parents	0%
Everyone else does it	0%
Some other reason	29%
I don't know	10%
<b>6. Why do you* think illegally downloading music is acceptable? Select all that apply. (base=260)</b>	
Didn't have enough money to pay	40%
Everyone else does it	33%
To help a friend or family member	8%
Thrill of possibly not getting caught illegally downloading music	2%
Desire to be popular in school	1%
Peer pressure	1%
Some other reason	38%
I don't know	16%
<b>7. Why do you* think behaving violently toward another person is acceptable? Select all that apply. (base=103)</b>	
Defend myself	84%
To help a friend	29%
Settle an argument	28%
Revenge	17%
Gain respect of other kids	10%
Be feared by other kids	7%
For a thrill	5%
Peer pressure	2%
Some other reason	16%
I don't know	3%
<b>8. Why do you* think plagiarizing is acceptable? Select all that apply. (base=76)</b>	
Not enough time to do the assignment	50%
Personal desire to succeed in school	43%
Pressure from parents to succeed in school	32%
Everyone else does it	16%
Peer pressure	7%
Thrill of possibly not getting caught plagiarizing	7%
Some other reason	17%
I don't know	11%

Cross-tabulation of respondents who agree<sup>1</sup> with the following statement:  
I feel fully prepared to make ethical business decisions when I join the workforce.

<sup>1</sup> net agree = strongly agree and somewhat agree

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

**9. Why do you\* think lying to a parent/guardian is acceptable? Select all that apply.  
(base=311)**

To help a friend	20%
Everyone else does it	8%
Peer pressure	6%
Revenge	5%
Thrill of possibly not getting caught lying	4%
Desire to be popular in school	3%
Some other reason	66%
I don't know	17%

Cross-tabulation of respondents who agree<sup>1</sup> with the following statement:  
I feel fully prepared to make ethical business decisions when I join the workforce.

<sup>1</sup> net agree = strongly agree and somewhat agree

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**Methodology**

This Junior Achievement/Deloitte Teen Ethics Survey was conducted online within the United States by Harris Interactive on behalf of Junior Achievement between September 19 to September 26, 2007 among 725 U.S. 13-18 year olds. 13-17 year old results were weighted as needed for age, sex, race/ethnicity, parental education, urbanicity, and region. 18 year old results were weighted as needed for age, sex, race/ethnicity, education, region, and household income. Harris Interactive was responsible for the data collection and Junior Achievement/Deloitte were responsible for the analyses of the data.

With a pure probability sample of 725 one could say with a ninety-five percent probability that the overall results have a sampling error of +/-4 percentage points. Sampling error for data based on sub-samples may be higher and may vary. However, this does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. 13-18 year old population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

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JA Worldwide is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA Worldwide provides in-school and after-school programs for students in grades K-12. JA Worldwide offers educational programs that focus on three key content areas: entrepreneurship, work readiness, and financial literacy. Today, 140 individual area operations reach more than four million students in the United States, with an additional 4.3 million students served by operations in 114 other countries worldwide. For more information, visit [www.ja.org](http://www.ja.org).

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# 2007 JA Worldwide/Deloitte Teen Ethics Survey

Cross-tabulation of respondents who agree<sup>1</sup> with the following statement:  
I feel frequently overwhelmed with pressure to succeed at school, no matter the cost.

	Never	Sometimes	Often	Always	Not Sure
<b>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?</b>	57%	39%	3%	1%	0%
<b>2. How often do you consider the following activities acceptable?</b>					
Cheating on a test	71%	26%	2%	1%	1%
Stealing something from a store	95%	5%	0%	0%	0%
Illegally downloading music (downloading without paying for it)	49%	27%	10%	10%	4%
Behaving violently towards another person	74%	24%	1%	0%	1%
Plagiarizing	81%	15%	1%	1%	1%
Lying to a parent or guardian	34%	57%	7%	2%	1%
<hr/>					
<b>3. Please indicate your agreement/disagreement with this statement: I feel fully prepared to make ethical business decisions when I join the workforce</b>					
Strongly agree					34%
Somewhat agree					39%
Neither agree nor disagree					17%
Somewhat disagree					7%
Strongly disagree					2%
<b>4. Complete the following sentence: When I join the workforce after my education is completed, I will experience...</b>					
More pressure to succeed					41%
Less pressure to succeed					12%
The same amount of pressure to succeed					47%

<sup>1</sup> net agree = strongly agree and somewhat agree

<b>5. Why do you* think cheating on a test is acceptable? Select all that apply. (base=99)</b>	
Personal desire to succeed in school	66%
Pressure from parents to succeed in school	45%
To help a friend	41%
Everyone else does it	21%
Peer pressure	16%
Thrill of possibly not getting caught in cheating	7%
Some other reason	13%
I don't know	4%
<b>6. Why do you* think stealing something from a store is acceptable? Select all that apply. (base=17)</b>	
Didn't have enough money to pay	29%
Peer pressure	29%
Thrill of possibly not getting caught stealing	24%
To help a friend or family member	18%
Everyone else does it	12%
Pressure from parents	6%
Some other reason	29%
I don't know	18%
<b>7. Why do you* think illegally downloading music is acceptable? Select all that apply. (base=172)</b>	
Didn't have enough money to pay	47%
Everyone else does it	35%
To help a friend or family member	12%
Thrill of possibly not getting caught illegally downloading music	2%
Desire to be popular in school	1%
Peer pressure	1%
Some other reason	34%
I don't know	11%
<b>8. Why do you* think behaving violently toward another person is acceptable? Select all that apply. (base=87)</b>	
Defend myself	80%
To help a friend	26%
Revenge	26%
Settle an argument	26%
Be feared by other kids	8%
Gain respect of other kids	5%
For a thrill	3%
Peer pressure	2%
Some other reason	13%
I don't know	3%

Cross-tabulation of respondents who agree<sup>1</sup> with the following statement:  
I feel frequently overwhelmed with pressure to succeed at school, no matter the cost.

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

**9. Why do you\* think plagiarizing is acceptable? Select all that apply. (base=63)**

Not enough time to do the assignment	62%
Personal desire to succeed in school	51%
Pressure from parents to succeed in school	35%
Everyone else does it	22%
Peer pressure	8%
Thrill of possibly not getting caught plagiarizing	3%
Some other reason	11%
I don't know	6%

**10. Why do you\* think lying to a parent/guardian is acceptable? Select all that apply. (base=222)**

To help a friend	15%
Everyone else does it	10%
Thrill of possibly not getting caught lying	8%
Peer pressure	6%
Desire to be popular in school	4%
Revenge	4%
Some other reason	64%
I don't know	18%

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