

## **Detailed Survey Methodology and Technical Information for the 2011 National Business Ethics Survey®**

### **Overview**

The 2011 National Business Ethics Survey® (NBES) is the seventh such survey conducted by the Ethics Resource Center (ERC). Throughout these survey reports we compare data from 2011 with that from the 2009, 2007, 2005, 2003, and 2000 NBES as well as ERC's 1994<sup>1</sup> Survey of Ethics in American Business (EAB) to identify trends.

The survey methodology in 2011 differed from methodologies in 2009, 2007, 2005, 2003, and 2000 NBES, and 1994 EAB. Surveys in 2000 through 2009 were conducted exclusively by telephone, and in 1994 the survey was a self-administered questionnaire. In 2011, surveys were conducted by telephone and online. Within the telephone group, cellular telephone users were sought specifically. For the online participants we worked with an outside panel firm for a representative sample.

The survey methodologies employed in the telephone collection method in the 2011 National Business Ethics Survey and the 2009, 2007, 2005, 2003, and 2000 NBES surveys were essentially identical and all five are addressed in the same section of this document. Rather than providing redundant details about the 2000, 2003, 2005, 2007, and 2009 NBES telephone methodologies, we only include information about these surveys where they differ slightly from the telephone methodology employed in 2011. Because the survey methodology and sample from 1994 did differ from the others, we describe this survey separately. A limitations section is also included.

### ***The 2011, 2009, 2007, 2005, 2003, and 2000 National Business Ethics Surveys***

All aspects of data collection for the 2011 study were managed by Survey Sampling International (SSI) using a questionnaire developed by ERC.

All surveys from 2000 through 2009 were conducted over the telephone, whereas one-third in 2011 were conducted by telephone and two-thirds were conducted online. The online participants came from online panels and communities. The panels and communities consist of double opt-in respondents that fit the predetermined criteria for participation in the survey.

In 2000 through 2009 the telephone surveys were conducted over landlines. In 2011, one-quarter of those surveyed by telephone participated by cell phone. This major difference in 2011 was a consequence of the changing nature of phone ownership and use. Cell phone only households currently comprise about 25% of all households in the U.S. ERC intentionally sought to have cell phone users make up 25% of the telephone sample.<sup>2</sup>

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<sup>1</sup> The National Business Ethics Survey title was not used until 2000. The 1994 study was referred to as the Survey of Ethics in American Business (EAB).

<sup>2</sup> The cell phone participants did not come exclusively from cell phone only households. Approximately 40% of them also had a landline in the household.

In addition to the differences in collection methods, there are five minor differences in the nature of the six surveys.

First, in 2000, 2003, 2005, and 2007, data were collected from multiple sectors, i.e., business, government, and nonprofits. The 2000, 2003, and 2005 reports included data from all these sectors. In 2007, the data were segregated by sector for the purposes of analysis and reporting. In 2011 and 2009, data were collected from the business sector exclusively.

Second, the sample size has increased. In 2011, 4800 responses were collected. Review of the data revealed that 117 respondents worked in the government sector. These cases were removed from all analysis, meaning that 4683 responses were from employees in the for-profit sector. In 2009, 3010 responses were collected (adjusted to 2852 after removal of government sector respondents). In 2007 and 2005 the sample sizes were 3452 (including 1929 for-profit employees) and 3015 (including 1869 for-profit employees) respectively. The 2003 survey contained 1503 interviews (961 for-profit employees), and the 2000 survey contained 1500 (994 for-profit employees).

Third, the length of time taken to collect the data varied. In 2011, the surveys were completed in a two week period, starting on September 15, 2009 and concluding September 29, 2011. In 2009, the interviews were completed over a six-week period, beginning on July 20, 2009, and ending on August 27, 2009. The interviews were completed over an eight-week period in 2007 and over 16 weeks in 2005. In 2003, the survey was conducted over a seven-week period, and the 2000 survey was conducted over a three month period.

Fourth, the average length of the telephone interviews has varied over time, depending on the length of the question set. In 2011, 32% of phone respondents completed the full survey, which averaged 33 minutes. The remaining 68% completed an abbreviated version of the survey that averaged 24 minutes. Altogether, phone surveys averaged 27 minutes. In 2009, the average interview lasted 22 minutes. In 2007, the interviews averaged 18 minutes and, in 2005, the average interview lasted 11 minutes. The average was 12 minutes in 2003, and, in 2000, the average was 20 minutes.

Fifth, in 2000 and 2003, respondents were not explicitly given a “neither” (neutral) option in the scaled (e.g., strongly agree/strongly disagree) questions, nor a “don’t know” option in any of the questions. Those who gave these answers without being prompted were recorded as having done so, and, not surprisingly, small percentages in both surveys volunteered those answers. In 2005, respondents were explicitly told at the beginning of the survey, “If I ask you any questions you do not know the answer to, just tell me and I will move on.” Additionally, in 2005, 2007, 2009, and 2011 the neutral option was read aloud in each of the scaled questions. In 2007, 2009, and 2011 the “don’t know” option also was read aloud. Slightly higher percentages tended to select the neutral and “don’t know” responses in the 2005, 2007, 2009, and 2011 surveys. In the 2011 online version respondents were provided the “don’t know” option, and the neutral option in scaled

questions. Online respondents tended to select the neutral and “don’t know” responses in greater percentages than telephone participants.

In the 2011 NBES, when comparisons are made across years, “don’t know,” “not applicable,” and “refused” responses are omitted from the calculation of percentages. The neutral responses have been included in calculations when the option was offered in the survey. As a result of these omissions, percentages presented in the 2011, 2009, 2007, and 2005 NBES reports regarding data from 1994, 2000, or 2003 differ from that same data presented in previous reports, in which these answer choices were included in calculations in various ways.

### **Sample Selection**

In 2011, calls were made to a randomly selected sample of residential households within the contiguous 48 states.<sup>3</sup> These calls were based on a purchased sample listing of randomly generated telephone numbers.<sup>4</sup> The list that was ordered was a representative sampling of the nation by time zone. The online sample consisted of a randomly selected group of panel participants that received invitations to participate in the survey through email. Figure A.1 displays the proportion of households across the four time zones included in the 2011 National Business Ethics Survey and the proportion of respondents surveyed in each time zone.

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<sup>3</sup> If the person first contacted within a given household was eligible, they were interviewed. If they were ineligible, they were asked whether there was another household member who met the eligibility criteria. Telephone respondents were not asked to list all eligible household members so that one might be randomly selected among them.

<sup>4</sup> The sample listing was generated using a random-digit dialing (RDD) procedure.

**Figure A.1: Survey Distribution by Region in 2011 National Business Ethics Survey**

<b>Region</b>	<b>% of U.S. Household Population*</b>	<b>% of 2011 National Business Ethics Survey</b>
Northeast	17.9%	19.2%
Midwest	21.7%	23.7%
South	37.1%	35.9%
West	23.2%	21.2%

\*According to U.S. Census data

The goal in fielding the National Business Ethics Survey was to attain a representative regional distribution matching the entire sample we received. As shown in Figure A.1, in 2011 a sample was interviewed that was within two percentage points of the total percentage of households for any given region. As a result, we achieved a random national sample of the population. The sampling error of a survey conducted under these circumstances is  $\pm 1.4\%$  at the 95% confidence level.

**Sample Eligibility**

Screening procedures in 2011 were similar to those used in the 2000, 2003, 2005, 2007, and 2009 surveys. The only difference in sample eligibility between the 2011 and 2009 surveys and prior iterations was that participants were required to work in for-profit companies, rather than being eligible if they worked in any type of organization (business, government, or nonprofit).

To be eligible for participation in the 2011 survey, respondents had to be:

- Eighteen years of age or older;
- Currently employed;
- Working for a company that employs at least two people; and
- Working at least 20 hours per week for their primary employer.

The screening criteria were used primarily to ensure that employees selected for the National Business Ethics Survey would have a reasonable basis for answering the survey questions. For example, we screened out employees who worked in one-person companies because many of the survey questions would not have been relevant to these employees.

**Confidentiality**

Employees were assured that their individual responses to all survey questions would be held in confidence.

## Response Rate

Response rate calculations are given below. These are based on a disposition of all telephone survey calls and online participants, presented in charts A.2 A.3. The classification of each disposition is in the first column and the number of cases within that disposition is presented in the second column; each case represents a discrete telephone number or email address and the outcome for it.

The first calculation, found in the third column, represents the *completion rate* (11.6%). The completion rate is defined as the proportion of households that were reached which resulted in a successful interview. For this purpose, a ‘successful interview’ includes the brief interview that determined whether or not a household met the eligibility requirements of the study. This figure was derived by adding the total number of completed interviews (1,600) to the total number of screenouts (2,607) and dividing this total by the sum of completions (1,600), screenouts (2,607), partial interviews (69), refusals (29,235), and callbacks and appointments that were not reached (2,785).<sup>5</sup>

*The definition of response rate is the proportion of completions to eligibles.* Differences in reported response rates reflect different assumptions regarding which dispositions belong in the denominator of that calculation. The most liberal definition of response rate is to take the number of completions and divide it by the sum of completions, partials, eligible refusals and eligible callbacks. Determining the number of eligible refusals and eligible callbacks requires an intermediate calculation.

In order to determine the number of refusals and callbacks that are likely to have been eligible for inclusion in the survey (and thus should be included in the denominator of the response rate calculation), we need an intermediate calculation of the eligibility ratio within working households (ERWH). Conceptually, this ratio is the proportion of **working household numbers** that would qualify for the survey. It is obtained by summing together the number of known eligible households (completions and partials) and dividing the figure by the number of known households for which eligibility has been determined (the sum of completions, partials and screenouts). This ratio  $((A+B)/(A+B+G))$  is calculated to be 0.390.<sup>6</sup>

This ratio (0.390) is then multiplied by the number of refusals and callbacks respectively to produce the number of refusals and callbacks that are imputed to be eligible for survey participation. Using an ERWH of 0.390, the number of refusals to be included in ‘Response Rate 1’ is found to be 11,401.65.<sup>7</sup> And, likewise, the number of callbacks and appointments not reached that are to be included is found to be 1,086.15.<sup>8</sup> Response Rate 1 can then be calculated by dividing the number of completed interviews by the sum of completed calls, partial interviews, and the 11,401.65 refusals and 1,086.15 callbacks

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<sup>5</sup>  $[(1,600+2,607)/(1,600+2,607+69+29,235+2,785)]=.116$

<sup>6</sup>  $[(1,600+69)/(1,600+69+2,607)]=.390$

<sup>7</sup>  $(.390)(29,235)=11,401.65$

<sup>8</sup>  $(.390)(2,785)=1,086.15$

calculated using the ERWH. Following this formula, ‘Response Rate 1’ is found to be 11.3%.<sup>9</sup>

Response Rate 1 does not, however, account for the possibility that some of the numbers that were never answered may have been eligible households. The fact that they were called as many times as they were suggests a reasonable probability that these number are, in fact, not working households, but we cannot know this with certainty. For this reason, we calculate a more conservative estimate of the response rate apportioning a fraction of these numbers. In order to derive this estimate, we need to estimate the number of unanswered calls that would have both been working and eligible households. To determine this, we first need to derive the probability that a given unanswered number is a working household (PWH). This will then be multiplied by the eligibility ratio (ERWH) just calculated. This product is an estimate of the overall probability that a given unanswered number is both a working household and that that household is eligible for participation.

The probability that a given number is of a working household is best estimated by dividing the number of all known households by the number of total sample for which household status has been determined. The numerator is calculated by adding together completed interviews, partial interviews, refusals, callbacks and appointments not reached, and screenouts (A+B+C+D+G) and dividing the resultant figure by the sum of completed interviews, partial interviews, refusals, callbacks and appointments not reached, screenouts, **and** non-residential and non-working numbers (A+B+C+D+G+F). Using this formula, the probability that a given number is a working household is calculated to be 0.376.<sup>10</sup>

The proportion of telephone numbers imputed to be working households thus derived is then multiplied by the ERWH calculated above (0.390) to produce an overall probability of working eligible households of 0.147. In other words 14.7% of the unreached numbers are imputed to be **both** working households and eligible for this particular survey. This is then multiplied by the 40,824 numbers that were never answered to impute that 6,001.13 of these numbers would have been households that would have been eligible for participation in the survey. When this number is added into the denominator of Response Rate 1, the response rate drops from 11.3% to 7.9%.<sup>11</sup>

**Figure A.2: Disposition of Survey Telephone Calls**

Phone Results	Final Disposition	Completion	Rsp Rate 1	Rsp Rate 2
<b>A. Completed Calls</b>	1600	1600	1600	1600
<b>B. Partial Interviews</b>	69	69	69	69
<b>C. Refusals</b>	29235	29235	11401.65	11401.65

<sup>9</sup>  $[1,600/(1,600+69+11,401.65+1,086.15)]=.113$

<sup>10</sup>  $[(1,600+69+11,401.65+1,086.15+2,607)/(1,600+69+11,401.65+1,086.15+2,607+27,823)]=0.376$

<sup>11</sup>  $(1,600)/(1,600+69+11401.65+1,086.15+6,001.13)=.079$

<b>D. Callbacks and Appointments Not Reached</b>	2785	2785	1086.15	1086.15
<b>E. No Answer</b>	40824			6001.13
<b>F. Non-Residential or Non-Working</b>	27823			
<b>G. Screened Out (Ineligible)</b>	2607	2607		
<b>Total</b>	104994	36296	14156.8	20157.93
<b>Calculated Rate</b>		<b>11.6%</b>	<b>11.3%</b>	<b>7.9%</b>

The online response rate is calculated by taking the completes divided by completes, screenouts and quota full (E/C+D+E). This will give a rate response rate of 33.72%<sup>12</sup>.

**Figure A.3: Disposition of Online Survey**

<b>Online Results</b>	<b>Final Disposition</b>	<b>Completion</b>	<b>Response Rate</b>
<b>A. Starts</b>	9724	9724	
<b>B. Partial Completes</b>	234	234	
<b>C. Quota Full</b>	1354	1354	
<b>D. Screenouts</b>	4936	4936	
<b>E. Completes</b>	3200	3200	
<b>Calculated Rate</b>			<b>33.7%</b>

### **Weighting of Data**

The 2005, 2003, and 2000 surveys were not weighted for analysis. In order to make the analysis more closely reflect the working population in the U.S., in 2007 ERC decided to weight the 2007 data and all previous years. ERC has continued with the same weighting scheme for 2011's analysis. Although 2009 data were weighted, the factors used to weight the data for 2009 differ slightly from 2011 and other years – education was not included as a factor.<sup>13</sup>

National Business Ethics Survey Weighting: The weighting across 2011, 2007, 2005, 2003, and 2000 is based on gender, age, and education. The weighting across the 2009 data is based on gender and age. The objective of the weighting is to accurately reflect the U.S labor force. For gender and age we used the month of August 2011 from the U.S. Current Population Survey (CPS) as the benchmark. For education we used the 2010 CPS annual averages for education attainment of the civilian labor force. CPS is a joint product of the U.S. Census Bureau and Bureau of Labor Statistics which tracks the working population in the U.S.

Additionally, 2011 data were weighted to give equal weight to the telephone and online and respondents.

<sup>12</sup>  $(3,200 / (3,200 + 1,354 + 4,936)) = .337$

<sup>13</sup> Data about a respondent's education level were not collected in 2009.

### Impact of the Weighting on NBES Results

We compared the weighted and un-weighted results of the 2011 NBES in order to understand the effect of equally representing the online and telephone respondents in the sample. This was examined because online respondents are more likely than telephone respondents to choose the “neither” response to a Likert style question. This draws respondents away from the favorable and unfavorable responses, consequently reducing their magnitude, and creating the appearance of less agreement (or disagreement) as compared to responses from a telephone or in-person survey. As expected, the weighted results reduced the percentages of respondents who selected the neutral responses, and increased the percentages agreeing or disagreeing. The weighting helped reduce the impact on NBES results that accompany data collected through an online method.

### **Reliability of Scales**

In conducting analyses for the 2007 survey report, we developed scales for ethical culture as well as its several components: the ethical actions of top management, those of supervisors, and those of coworkers. In 2011, these scales were revised. This took place because a few questions that were asked in 2007 were not asked in 2011. All scales exceeded a Cronbach’s alpha value of .83, indicating high reliability.

## ***1994 Survey of Ethics in American Business***

### **The Survey**

The 1994 EAB survey was conducted by NFO Research, Inc., using a questionnaire developed by the ERC. The survey was self-administered<sup>14</sup> and was mailed out to respondents in December 1993. A total of 4,544 were returned, of which 4,035 were usable.

### **Sample Selection**

A sample of 7,600 households was randomly selected from an existing NFO panel<sup>15</sup> of approximately 550,000 households.

### **Sample Eligibility**

The sample was selected based on the following screening criteria: To be eligible for the 1994 survey, respondents had to be employed but could not be members of any of the following groups: teachers, health professionals, local, state or federal government employees, members of the armed forces, students, or self-employed individuals.

### **Confidentiality**

Employees were assured that their individual responses to all survey questions would be held in confidence.

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<sup>14</sup> Because the 1994 survey was self-administered, as opposed to the 2000, 2003, 2005, 2007, 2009, and 2011 surveys, which were conducted by telephone and online in 2011, we cannot rule out the potential for differences in findings due to differences in survey format.

<sup>15</sup> Because the 1994 survey was conducted with a volunteer panel, we cannot rule out the potential for differences in findings between 1994 and 2000, 2003, 2005, 2007, 2009, and 2011 due to differences in the populations surveyed. See also the Limitations section which follows.

**Response Rate**

Of the total 7,600 surveys mailed out to respondents, 4,544 surveys were returned, representing a 60% response rate. Of those returned, 4,035 were found to be usable, resulting in a usable response rate of 53%.

**“Don’t Know” Response Option**

Some questions included a “don’t know” response option, and others did not. To maintain comparability across years, when we present data from 1994 in this report we do not include the “don’t know” response in the calculations. There were no scaled strongly agree/strongly disagree questions in 1994.

***Data Analysis***

Data reported in the 2005, 2003, and 2000 NBES as well as the 1994 EAB reports were un-weighted for analysis. Given the survey sampling methods used, we believed that our best estimate of the actual population statistics were the un-weighted statistics derived from the survey samples. As noted previously, for the 2011, 2009 and 2007 analyses, we weighted the results using the U.S. Current Population Survey August and annual estimates, the September estimates, and the 2009 decennial census data respectively.

Many of the analyses we present in the 2011 NBES are cross-tabulations of weighted data. We examined significance using difference of means tests. The threshold for reporting relationships as statistically significant was set as  $p < .05$ .

***Limitations of this Report***

The 2011 NBES used a mix-mode methodology that consisted of online and telephone respondents (landline and cell). The two methodologies provided two different answering styles from respondents as seen in other research projects using a mix-mode approach. Some of the notable differences were an increase in the ‘neutral’ responses on online surveys, and phone respondents were typically more positive in their answers on questions using a five point scale. Ethics Resource Center used current best practices in order to rectify the differences in the modes.

The following presents characteristics of respondents and their organizations from the 2011 National Business Ethics Survey. For purposes of comparison, similar data are also presented for the Ethics Resource Center’s seven previous national ethics surveys: the 2009 National Business Ethics Survey, the 2007 National Business Ethics Survey, the 2005 National Business Ethics Survey, the 2003 National Business Ethics Survey, and the 2000 National Business Ethics Survey as well as, where applicable, the 1994 Survey of Ethics in American Business. In order to make data from all years as comparable as possible, we have excluded “don’t know” responses and refusals to answer questions from the calculation of percentages.

**Ethics Resource Center's 2011 National Business Ethics Survey  
Participant Demographics**

**Survey Mode**

<b>Method of Participation</b>	<b>2011 Survey</b>
Online	49%
Phone	51%

\*N(2011)=4,732.

**Number of Employees in Entire Organization across Locations**

<b>Number of employees in organization</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>
2 to 24	21%	17%	22%	23%	29%	23%
25 to 99	14%	13%	15%	15%	15%	15%
100 to 499	16%	18%	17%	17%	13%	17%
500 to 1,999	13%	16%	13%	12%	8%	11%
2,000 to 9,999	13%	16%	12%	11%	13%	13%
10,000 or over (10,000 to 100,000 for 2007)	12%	13%	13%	22%	23%	21%
100,000 and over	10%	8%	8%	--	--	--

\*N(2000)=948; N(2003)=948; N(2005)=1,920; N(2007)=1,928 ; N(2009)=2,853; N(2011)=4,732. Respondents who said "don't know" or refused to answer the question are not included in the calculation of percentages (6% in 2000; 5% in 2003; 1% in 2005; 0.1% in 2007; 0.0% in 2009; 0.0% in 2011).

**Organization Has Experienced Merger, Acquisition, or Restructuring  
During Last Two Years**

<b>Response</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>
Yes	27%	30%	33%	30%	30%	45%
No	73%	70%	67%	70%	70%	55%

\*N(2000)=973; N(2003)=967; N(2005)=1,861; N(2007)=1,860; N(2009)=2,768; N(2011)=4,419. Respondents who said "don't know" or refused to answer the question are not included in the calculation of percentages (3% in 2000; 3% in 2003; 4% in 2005, 4% in 2007; 3% in 2009; 7% in 2011).

**Ethics Resource Center’s 2011 National Business Ethics Survey  
Participant Demographics**

**Number of Years Employed in Current Organization**

<b>Tenure in Years</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>	<b>1994 Survey</b>
Less than a year	5%	4%	9%	10%	14%	13%	--
1 to 2 years	22%	23%	22%	21%	19%	23%	--
3 to 5 years	25%	21%	20%	24%	25%	22%	--
Less than 5 years	--	--	--	--	--	--	41%
6 to 10 years	19%	20%	19%	19%	15%	16%	27%
11 or more years	29%	31%	30%	26%	27%	25%	32%

\*N(1994)=3,884; N(2000)=1,007; N(2003)=995; N(2005)=1,925; N(2007)=1,919; N(2009)=2,843; N(2011)=4,691. Respondents who said “don’t know” or refused to answer the question are not included in the calculation of percentages (0.2% in 1994; 0% in 2000; 1% in 2003; 0.7% in 2005; 0.5% in 2007; 0.3% in 2009; 0.9% in 2011).

**Employees Supervises or Manages Other People at Work**

<b>Response</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>
Yes	42%	51%	47%	44%	49%	48%
No	58%	49%	53%	56%	51%	52%

\*N(2000)=1007; N(2003)=993; N(2005)=1,926; N(2007)=1,923; N(2009)=2,848; N(2011)=4,662. Respondents who said “don’t know” or refused to answer the question are not included in the calculation of percentages (0% in 2000; 1% in 2003; 1% in 2005; 0.3% in 2007; 0.2% in 2009; 1% in 2011).

**Level of Responsibility<sup>16</sup>**

<b>Response</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>
Senior Management	11%	10%	12%	11%	15%	11%
Middle Management	22%	19%	19%	14%	16%	15%
First Line Supervisor	13%	15%	15%	18%	16%	20%
Non-management	53%	46%	55%	58%	52%	53%
Other		10%	-	-	-	-

\*N(2000)=990; N(2003)=971; N(2005)=1,882; N(2007)=1,840; N(2009)=2,840; N(2011)=4,033. Respondents who said “don’t know” or refused to answer the question about the level of management they occupy are not included in the calculation of percentages (2% in 2000; 1% in 2003; 2% in 2005; 2% in 2007; 0.4% in 2009; 3% in 2011).

<sup>16</sup> Columns might not add up to 100% because some respondents who said that they do supervise or manage people in the initial question about management level said “don’t know” or refused to answer the question when subsequently asked which management level they occupy.

**Ethics Resource Center’s 2011 National Business Ethics Survey  
Participant Demographics**

**Ethnicity<sup>17</sup>**

<b>Response</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>
White	82%	79%	82%	82%
African American/Black	8%	10%	7%	8%
Hispanic/Latino <sup>18</sup>	11%	9%	9%	4%
Asian or Pacific Islander	4%	3%	3%	2%
All other ethnic groups	6%	8%	8%	4%

\*N(2005)=1,879; N(2007)=1,881; N(2009)=2,835; N(2011)=4,660. Respondents who said “don’t know” or refused to answer the question are not included in the calculation of percentages (3% in 2005; 2% in 2007; 1.8% in 2009; 2% in 2011).

**Membership in Union, Guild, or Collective Bargaining Agreement**

<b>Response</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>
Yes	14%	17%	11%	10%	9%	13%
No	86%	83%	89%	90%	91%	87%

\*N(2000)=989; N(2003)=990; N(2005)=1,904; N(2007)=1,904; N(2009)=2,829; N(2011)=4,602. Respondents who said “don’t know” or refused to answer the question are not included in the calculation of percentages (2% in 2000; 1% in 2003; 2% in 2005; 1% in 2007; 0.8% in 2009; 3% in 2011).

**Age<sup>19</sup>**

<b>Response</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>	<b>1994 Survey</b>
18 to 30 years old	26%	23%	24%	26%	24%	26%	29%
31 to 45 years old	32%	33%	34%	35%	38%	39%	33%
46 to 64 years old	38%	39%	38%	35%	34%	32%	39%
65 years or older	5%	4%	4%	4%	4%	3%	39%

\*N(1994)=3,904; N(2000)=1,002; N(2003)=991; N(2005)=1,878; N(2007)=1,884; N(2009)=2,853; N(2011)=4,732. Respondents who said “don’t know” or refused to answer the question are not included in the calculation of percentages (0% in 1994; <1% in 2000; 1% in 2003; 3% in 2005; 4% in 2007; 0.6% in 2009; 0.0% in 2011).

<sup>17</sup> The ethnicity question was asked in different ways in 2011, 2009, 2007, 2005, 2003, and 2000, so we have chosen to present only responses for 2005, 2007, and 2009. In 2007, 2009, and 2011 two ethnicity questions were asked. The first choice was an option to select between being Hispanic or not, and the second questions asked to choose specific ethnicity group from the list. Whoever reported Hispanic was recorded as Hispanic regardless of their second choice of ethnicity. In 2005 we had only one ethnicity question.

<sup>19</sup> In 2011 and 2009, the age bands were adjusted from previous years to the following groups: 18 to 29 years old, 30 to 44 years old, 45 to 63 years old, and 64 or older.

**Ethics Resource Center’s 2011 National Business Ethics Survey  
Participant Demographics**

**Gender**

<b>Response</b>	<b>2011 Survey</b>	<b>2009 Survey</b>	<b>2007 Survey</b>	<b>2005 Survey</b>	<b>2003 Survey</b>	<b>2000 Survey</b>	<b>1994 Survey</b>
Male	54%	53%	54%	61%	63%	57%	41%
Female	46%	47%	46%	39%	37%	43%	59%

\*N(1994)=3,904; N(2000)=1,007; N(2003)=1,002; N(2005)=1,939; N(2007)=1,928; N(2009)=2,853  
N(2011)=4,732. Respondents who said “don’t know” or refused to answer the question are not included in the calculation of percentages (0% in 1994; 0% in 2000; 0.0% in 2003; 0.1% in 2005; 0.0% in 2007; 0.0% in 2009; 0.0% in 2011).