Our data suggests that to have an effective system to measure and impact your ethical culture, you need to be looking at multiple sources, across multiple modalities, both inside and outside the organization. You can’t rely just on surveys alone. On average, 2020 World’s Most Ethical Companies Honorees measure their ethical culture using five different inputs or sources.

1. **Believe senior leadership promotes the importance of ethical behavior**
   - 85%

2. **Senior Leadership Talking the Talk, but Not Walking the Walk**
   - 61%
   - 56%

3. **Willing to report misconduct if observed**
   - 94%
   - 97%
   - 72%

4. **I saw something and reported it**
   - 52%
   - 43%

5. **I believe my manager is always committed to integrity**
   - 43%
   - 22%

6. **I believe our senior leadership always acts ethically**
   - 85%
   - 37%

7. **Proportion of respondents answering favorably**
   - Willing to report misconduct if observed
   - I saw something and reported it
   - I believe my manager is always committed to integrity
   - I believe our senior leadership always acts ethically

- +32%
- +37%
- +32%
- +66%

**Gap: Employee Confidence in Reporting**
Many employees are confident they are willing to do the right thing if they encounter misconduct at work, but the data suggests more support and communication is needed.

**Reasons for NOT Reporting**
- Retaliation concerns
- Unsure if misconduct was significant enough to report
- Worried about remaining anonymous
- Lack of faith that corrective action would be taken
- The person involved is senior level