

Ethics vs. Price

Would you prefer to purchase products and services from a company with ethical business practices and higher prices or from one with questionable business practices and lower prices?



Good ethics
with higher prices,
72%



Questionable ethics
with lower prices,
18%

Source: Caravan survey from Opinion Research developed in LRN of 2,037 adults 18 and older. Margin of error ± 2 percentage points.

By Jae Yang and Bob Laird, USA Today