

## 2004 Ethics Survey/Quiz Executive Summary

### Introduction

The Ethics Survey/Quiz, conducted in October 2004, is one element of the Board of Ethics Awareness Campaign 2003 – 2006; this important initiative also includes a unified image for all existing and new publications; personal outreach by Board members and administrator to county leadership; and the creation and distribution of Ethics Help Line cards and ethics posters throughout the county.

### Survey/Quiz Objectives

- Raise awareness among county employees of the Code of Ethics, the Board of Ethics and its office, and the services they provide.
- Provide the Board with information on employee awareness of recently distributed ethics materials; general knowledge of the ethics code; and how employees respond to common ethical dilemmas.

Distribution Method	# Distributed	% of Total
• Email distribution:	11,017	80%
• Hard copy distribution:	2,785	20%
• Total Distribution:	13,802	100%

### Response Rate

- Online response rate: 25%
- Hard copy response rate: 6%
- Overall response rate: 21%

### Respondent Knowledge

- Five of the six questions received more than 90% correct answers

### Ethics Help Line Card and Poster Awareness

- Two-thirds (66%) of respondents *do not* have, or *do not know* if they have, an Ethics Help Line card
- Half (48%) of respondents *have not* seen, or *do not know* if they have seen, an ethics poster in their department

### Demographics of Participants

- One-quarter (26%) are supervisors
- Three-quarters (74%) do not supervise others
- Response rate by department closely matched department size within the county

### Respondent Comments

- Over 260 (9%) of respondents wrote comments

### Requests for Contact

- Four percent, or 117 respondents, asked for – and received – follow-up contacted by the ethics office.

The complete report of the ethics survey/quiz is available through the office of the King County Board of Ethics.