2020: The rising tide of incivility

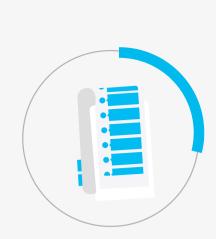
Based on the views of adults & teens



Adults: 18-74 Teens: 13-17

Canada

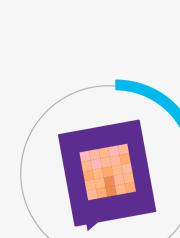
Most common risks



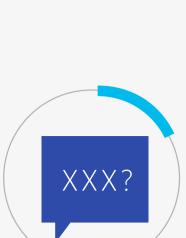
Hoaxes, scams & fraud 29%

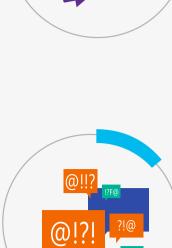


INTRUSIVE Unwanted contact 27%



BEHAVIORAL Treated mean 22%





BEHAVIORAL



BEHAVIORAL Trolling 18%

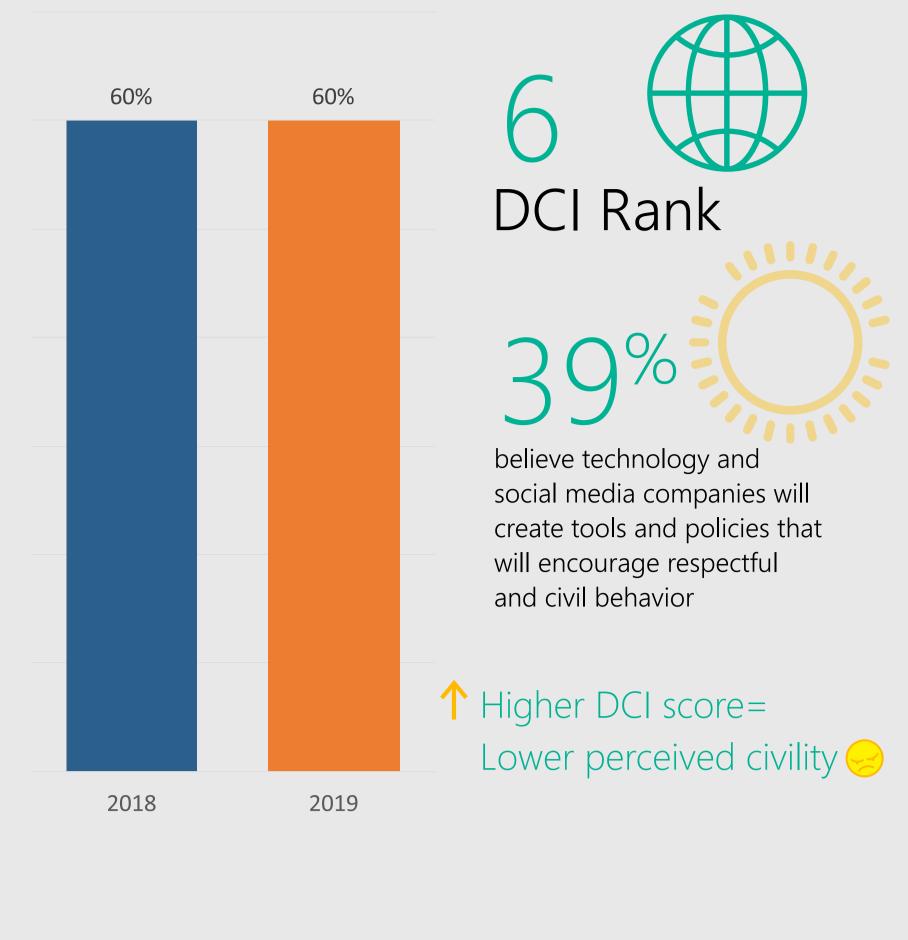


Online harassment 14%

The majority of risks registered minor changes, with the exception of behavioral risks where there were declines in being treated mean (-7) and trolling (-4).

at 60%

The Canada Digital Civility Index was unchanged



Risk trends



the past week/month +6 points

more times

experienced a risk 2 or

of risks happened in



suffered pain from online risks +5 points



happen again +6 points

worry that risks will

Topics that drive the most incivility









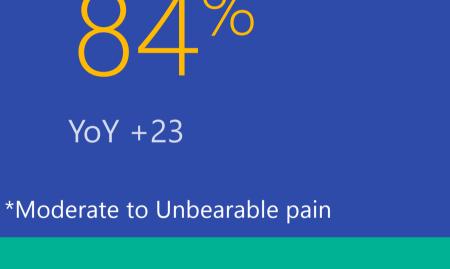




space for risks



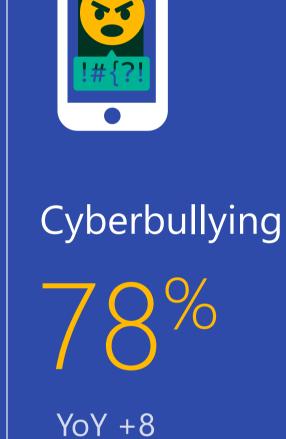
Damage to professional reputation



Discrimination YoY +26







with increased risk & consequences Met Not met

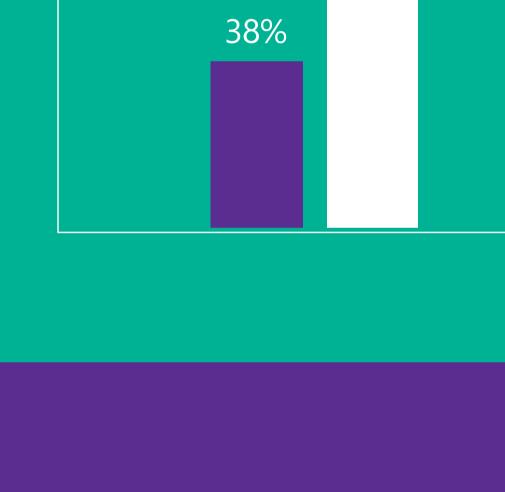
of risks is higher

4.7

Familiarity with the perpetrator is associated

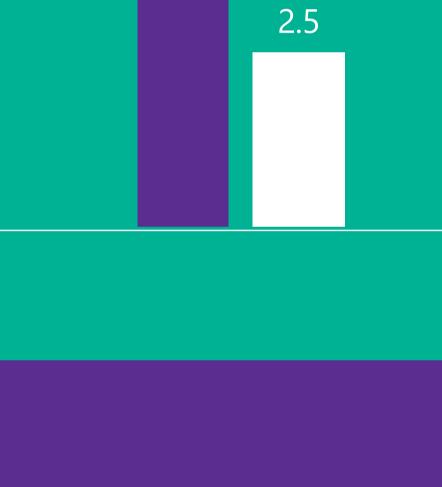
had met the perpetrator in real life 62%

38%



2.5

for those who met the perpetrator



for those who met the perpetrator 8.1 3.4

of consequences is higher

Teen profile



Suffered Moderate-Unbearable pain

Experienced a risk

YoY -3

YoY +11

> Teen girls feel more at risk than teen boys > 35% have a problem with parents posting about them on social media

YoY +8 Asked parents for help YoY -2

happen again

Worry risk will Suffered a consequence YoY +4

Know where to

find help

YoY + 0

> Teens asking for parents' help

decreased slightly since 2018

- Millennials are the most
- Women feel risks are a
- > The best role models: **Parents and Teachers**

Boomers DCI* 58%

at-risk adult group



Gen X DCI*

Gen Z DCI*

55%

69% 55%

bigger problem

When asked if risks are a big problem

Sexual risks



2. Peru 3. Russia

5. Colombia

Global Intrusive

risk average = 58%

4. Hungary

1. South Africa

5. Turkey

1. Russia 2. South Africa 3. Hungary

Global Behaviorial

risk average = 45%

Behavioral risks

4. Vietnam

2. Vietnam 3. Colombia 4. South Africa

Global Sexual

1. Peru

risk average = 37%

Reputational risks Global Reputational risk average = 21% 1. Vietnam

2. Hungary

4. South Africa

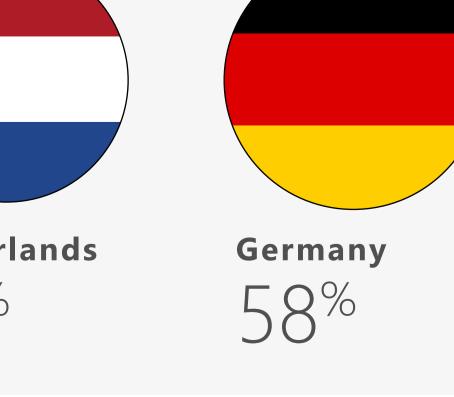
3. Peru

5. Mexico 5. India

5 highest and lowest DCI countries Ranked by national DCI among 25 surveyed countries





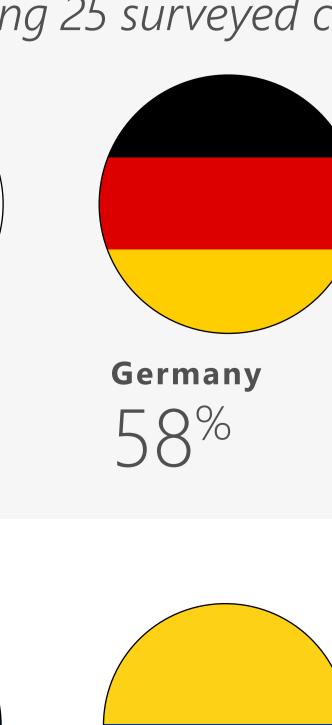




USA











Colombia