

2020: The rising tide of incivility

Based on the views of
504
 adults & teens



Adults: 18-74
 Teens: 13-17

Netherlands

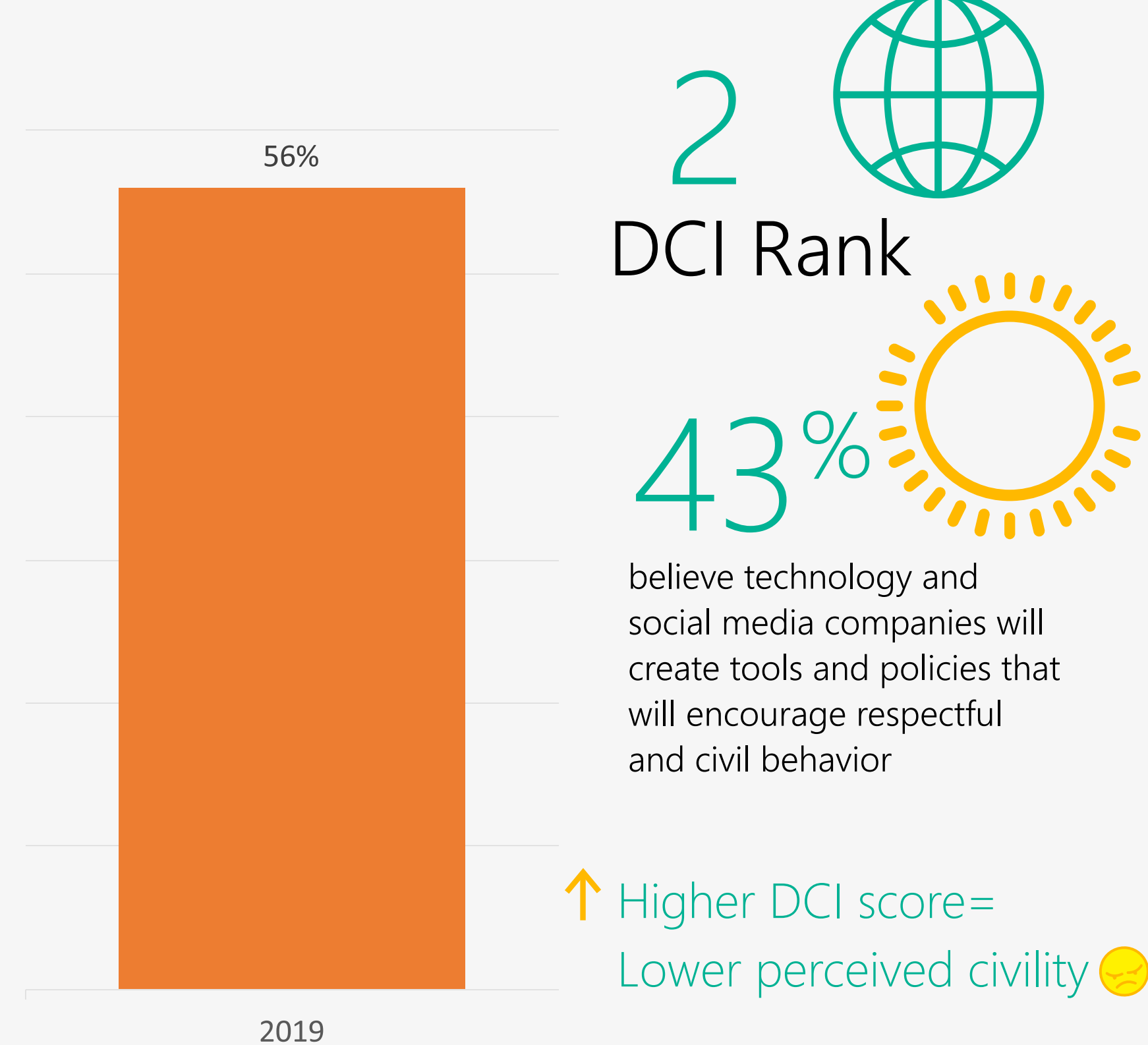
Most common risks



The most prevalent category of risks was intrusive (39%) followed by behavioral (37%), sexual (27%) and reputational (12%).

The Netherlands Digital Civility Index was

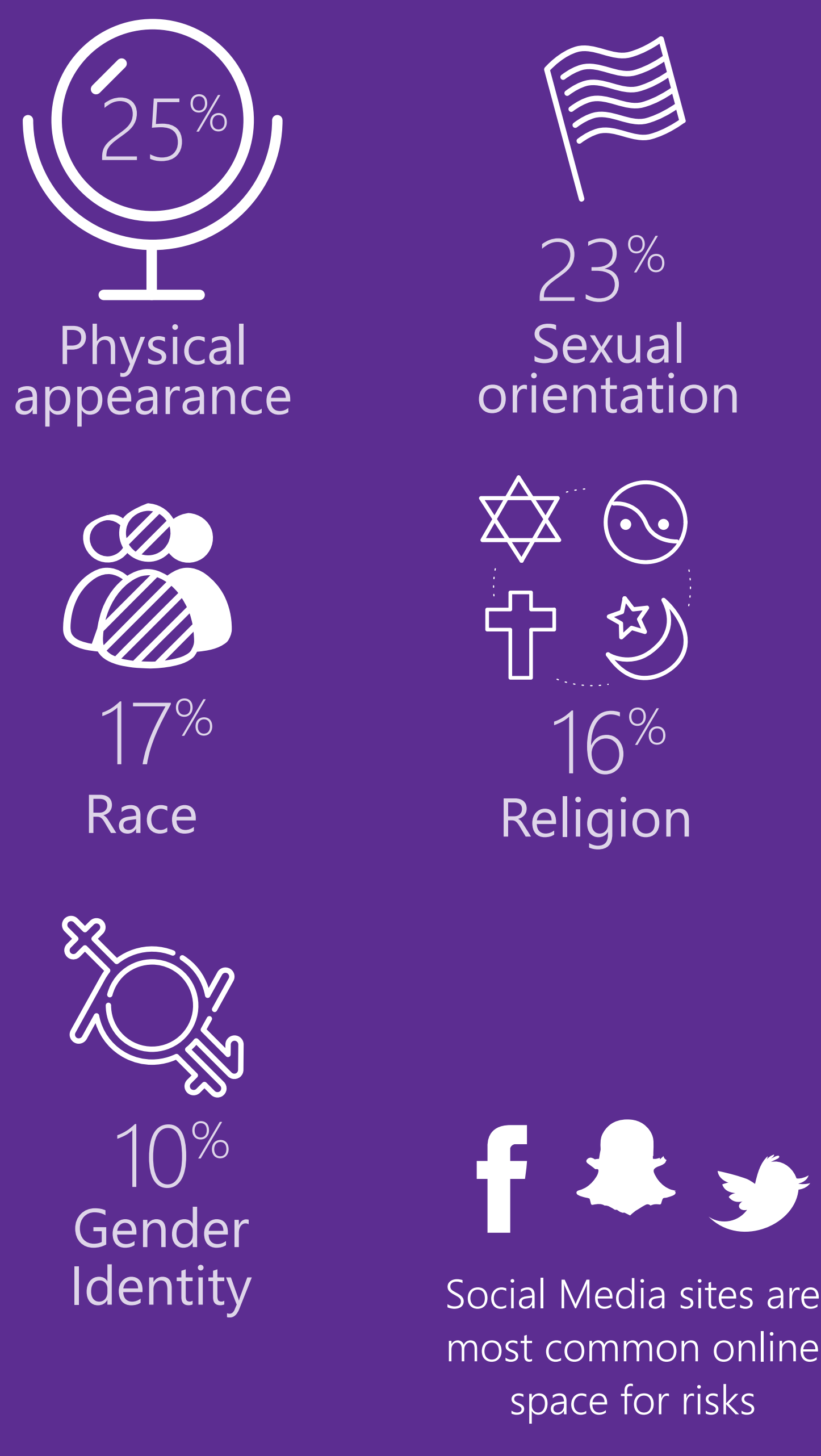
56%



Risk trends



Topics that drive the most incivility



The five most painful online risks*



*Moderate to Unbearable pain

Familiarity with the perpetrator is associated with increased risk & consequences

● Met ● Not met



Teen profile



- > Highest awareness of Microsoft's Digital Civility Challenge of any age group
- > Teen girls feel more at risk than teen boys
- > 47% have a problem with parents posting about them on social media
- > Nearly one in two teens asked their parents' for help
- > The best role models: **Parents and Teachers**

Millennials are the most at-risk adult group



67%
 Millennials DCI*

63%
 Gen X DCI*

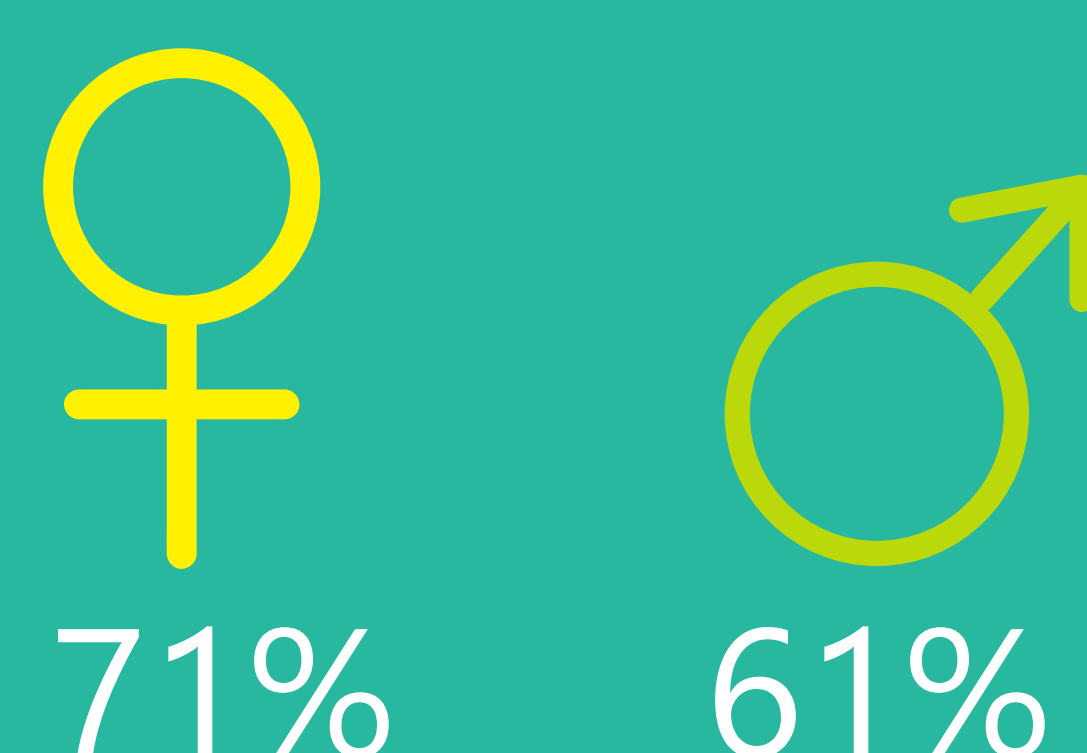
54%
 Gen Z DCI*

49%
 Boomers DCI*

*DCI = Microsoft's Digital Civility Index

Women feel risks are a bigger problem

When asked if risks are a big problem



Global hot spots



5 highest and lowest DCI countries

Ranked by national DCI among 25 surveyed countries

