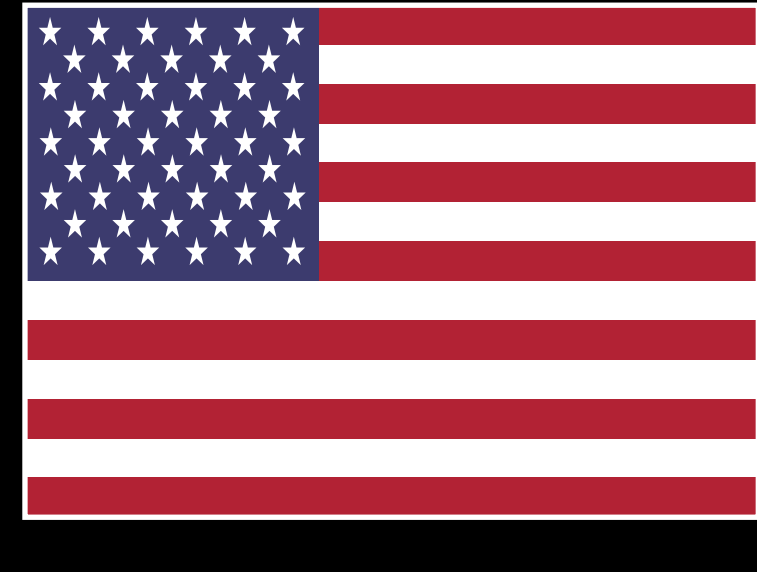


# 2020: The rising tide of incivility

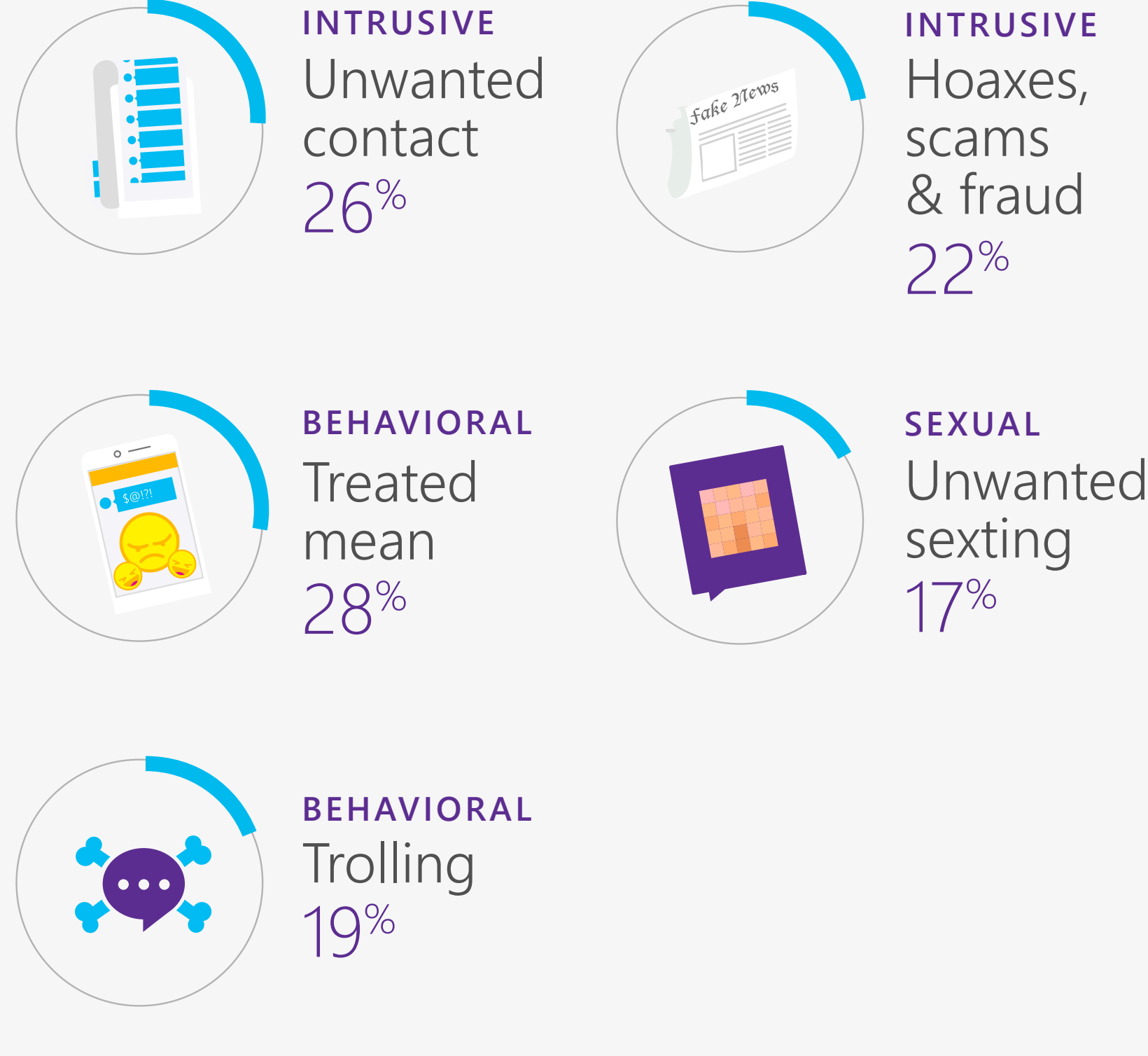
Based on the views of  
**500**  
 adults & teens



Adults: 18-74  
 Teens: 13-17

## United States

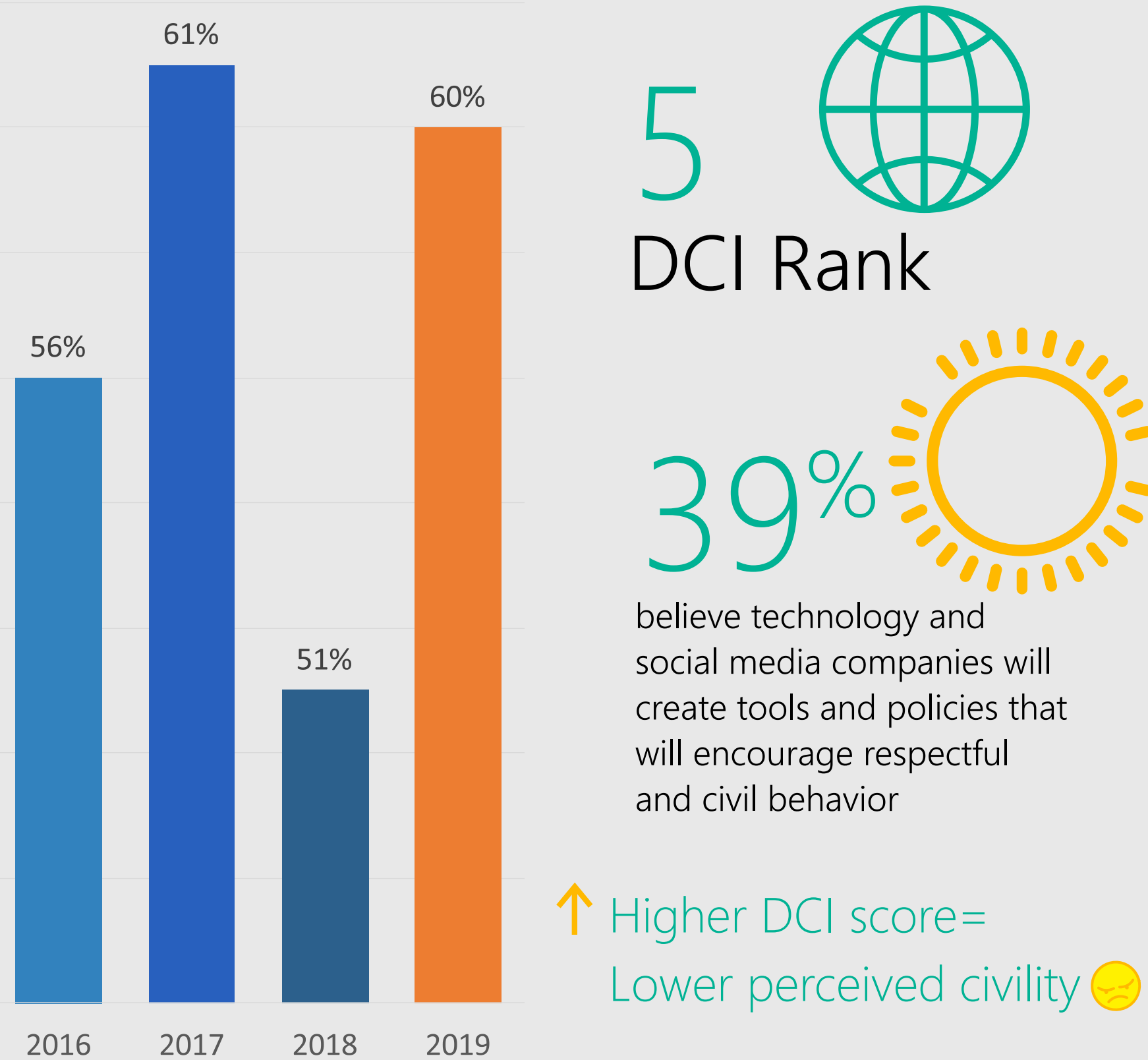
### Most common risks



The majority of the 21 risks rose with sexual (+9), reputational (+9) and behavioral risks (+5) all showing significant gains.

The U.S. Digital Civility Index increased

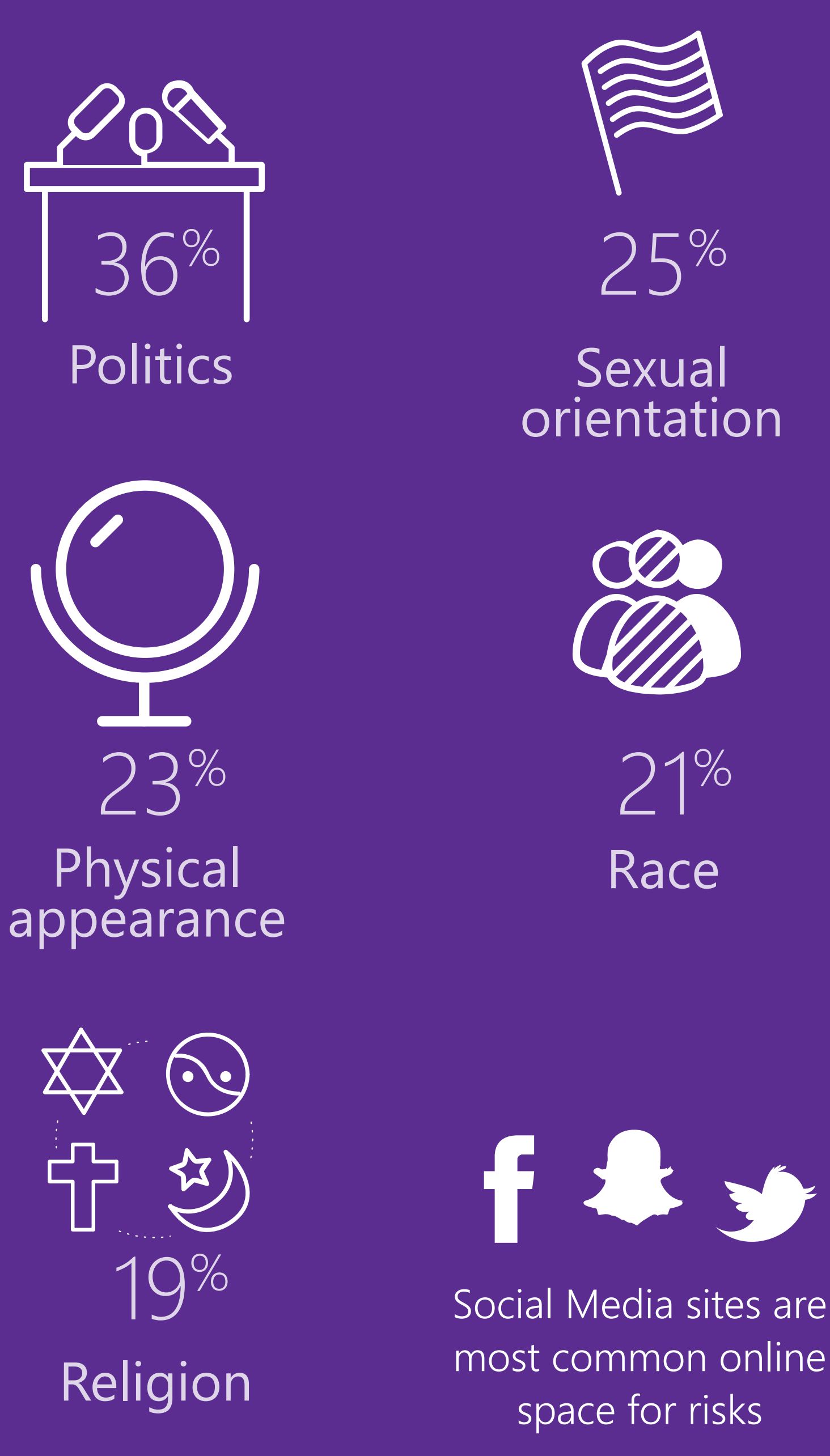
**9 points to 60%**



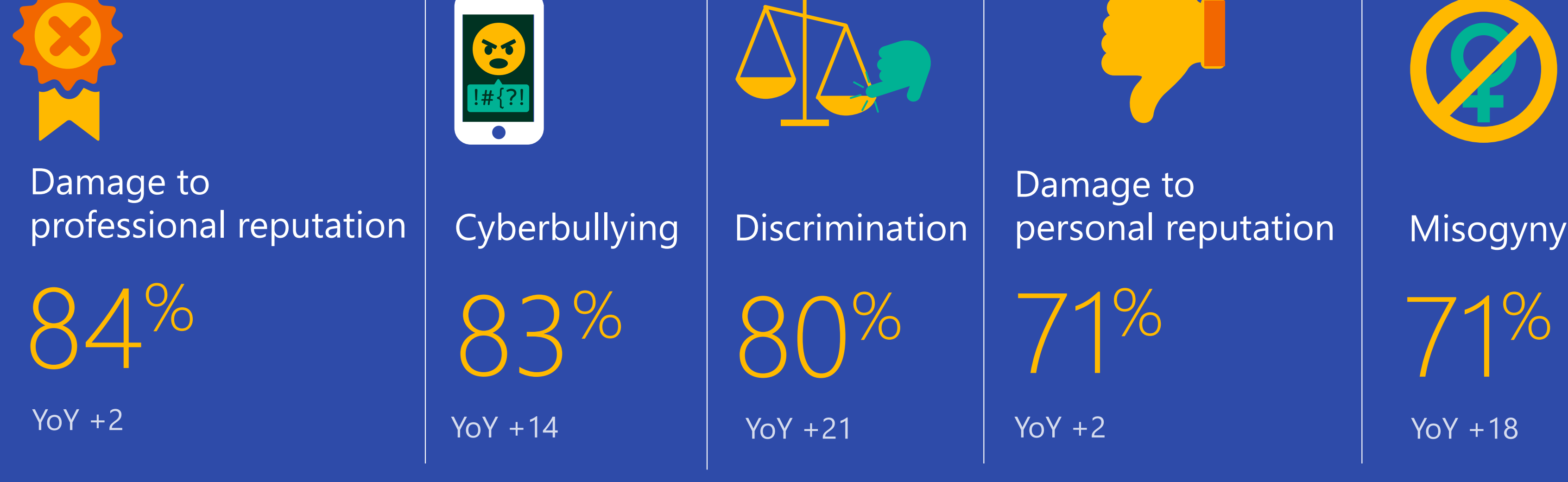
### Risk trends



### Topics that drive the most incivility



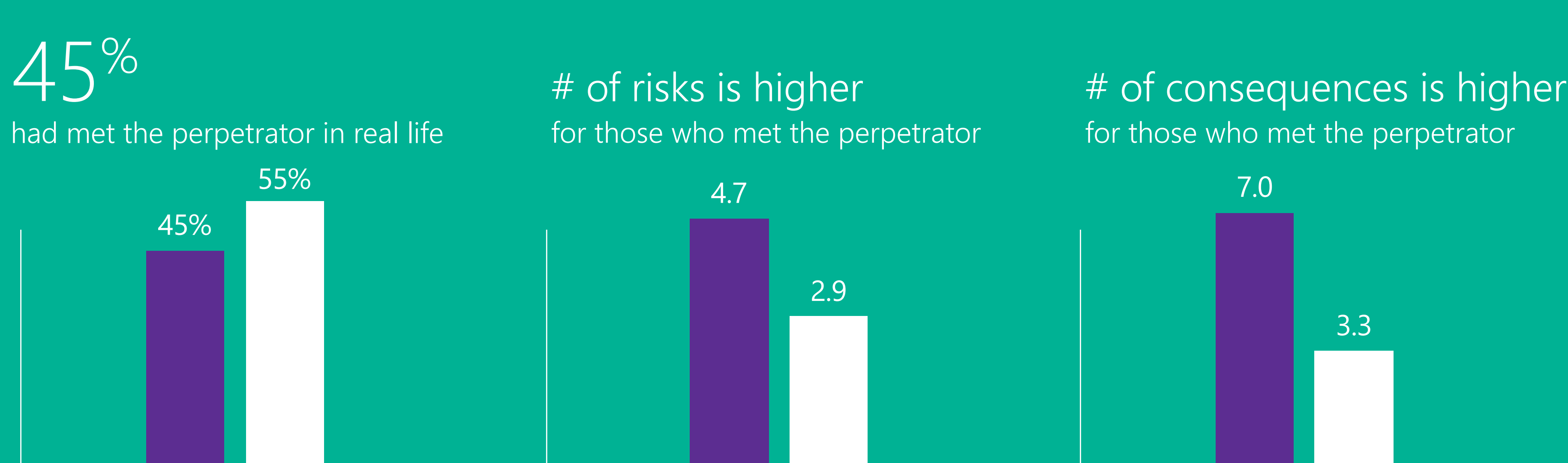
### The five most painful online risks\*



\*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  
 > Better at finding help than adults

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

> Teens asking for parents' help declined slightly  
 > The best role models:

**Parents and Teachers**

### Millennials are the most at-risk adult group



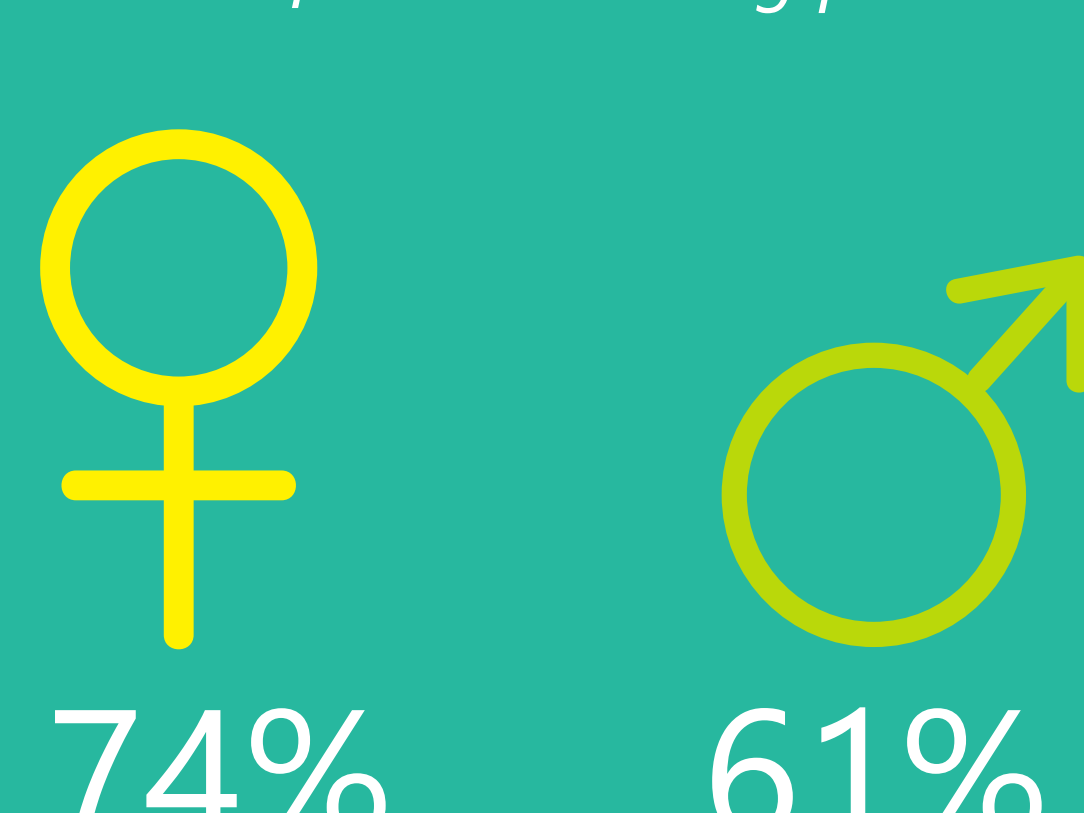
**66%**  
Millennials DCI\*

**62%** Gen Z DCI\*  
**59%** Gen X 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

