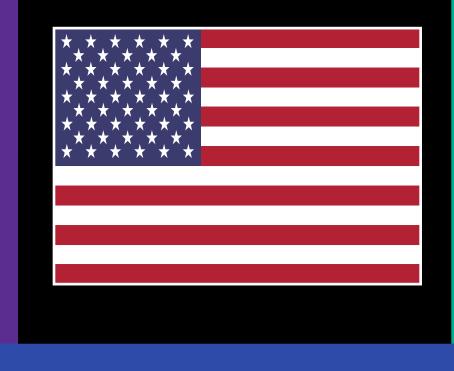
2020: The rising tide of incivility

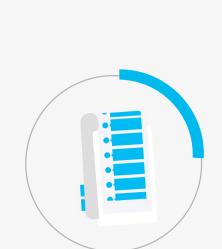
Based on the views of adults & teens



Adults: 18-74 Teens: 13-17

United States

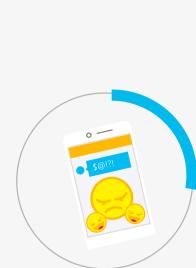
Most common risks



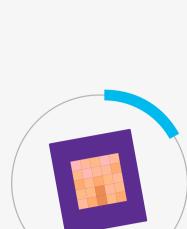
INTRUSIVE Unwanted contact 26%



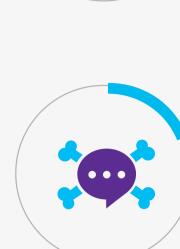
INTRUSIVE Hoaxes, scams & fraud 22%



BEHAVIORAL Treated mean 28%



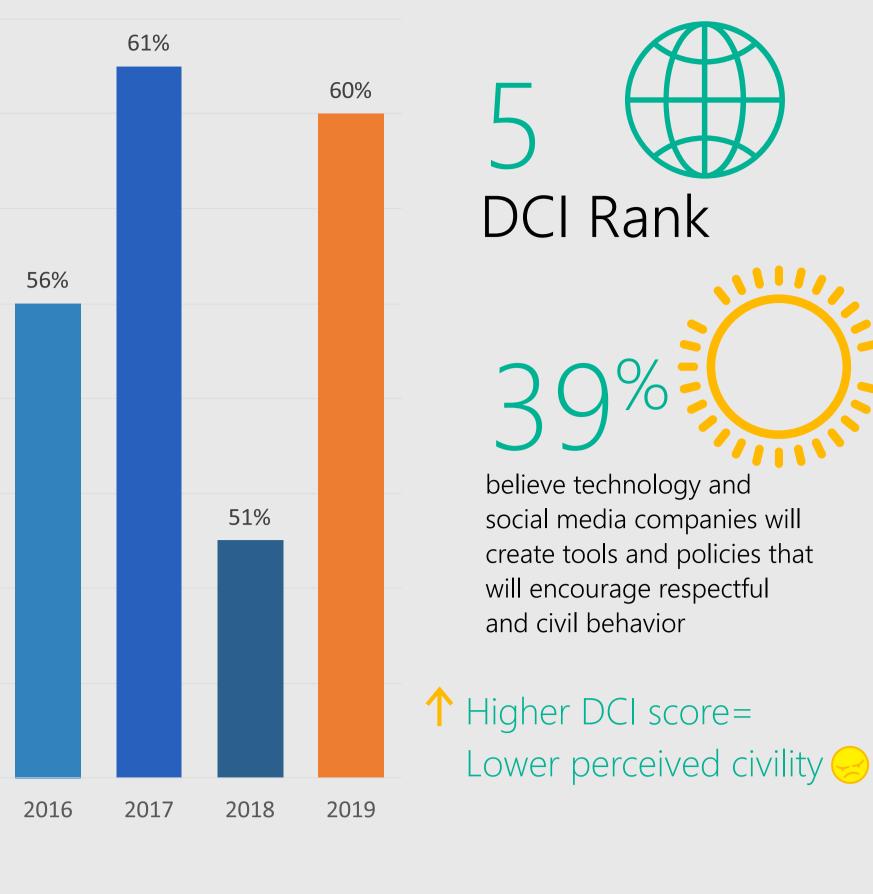
SEXUAL Unwanted sexting



BEHAVIORAL Trolling 19%

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



of risks happened in the past week/month +10 points



suffered pain from

more times

online risks

+8 points

experienced a risk 2 or



happen again +8 points

worry that risks will

Topics that drive the most incivility







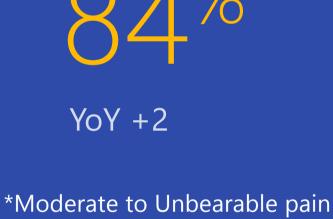








professional reputation



Damage to

Familiarity with the perpetrator is associated









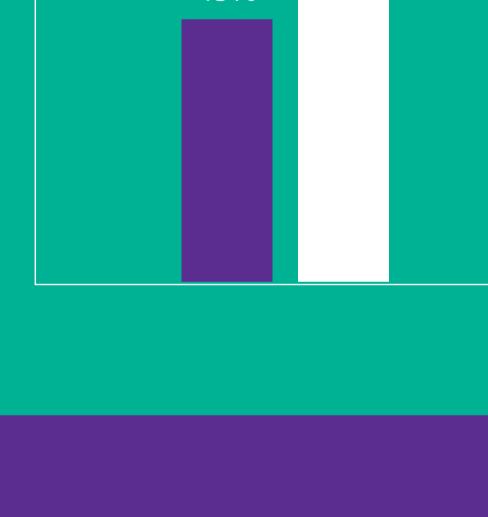
with increased risk & consequences Not met Met

for those who met the perpetrator

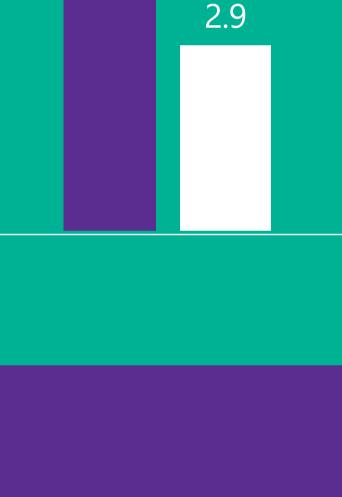
of risks is higher

4.7

45% had met the perpetrator in real life 55% 45%



2.9



7.0 3.3

of consequences is higher

for those who met the perpetrator

Teen profile



YoY +15 Suffered Moderate-

Experienced a risk

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

on social media

Unbearable pain

YoY + 7

Asked parents for help YoY -3

Worry risk will

happen again

YoY + 5

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

Suffered a consequence YoY + 7

Know where to

find help

YoY +9

- Women feel risks are a Millennials are the most at-risk adult group bigger problem
- **Parents and Teachers**

When asked if risks are a big problem

Gen Z DCI* 59%



Intrusive risks

Global Intrusive

risk average = 58%

1. South Africa

49% **Boomers DCI***

Gen X DCI*

74% 61%



2. Peru 2. South Africa 3. Russia

5. Colombia

3. Hungary 4. Vietnam

1. Russia

Global Behaviorial

risk average = 45%

Behavioral risks

4. South Africa 5. Mexico

risk average = 37% 1. Peru 2. Vietnam 3. Colombia

Sexual risks

Global Sexual

risk average = 21%

4. Hungary

5. Turkey

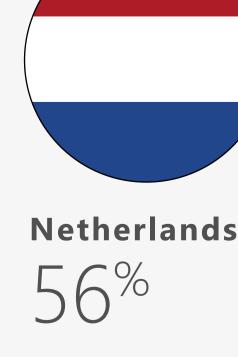
2. Hungary 3. Peru 4. South Africa 5. India

1. Vietnam

5 highest and lowest DCI countries

Ranked by national DCI among 25 surveyed countries



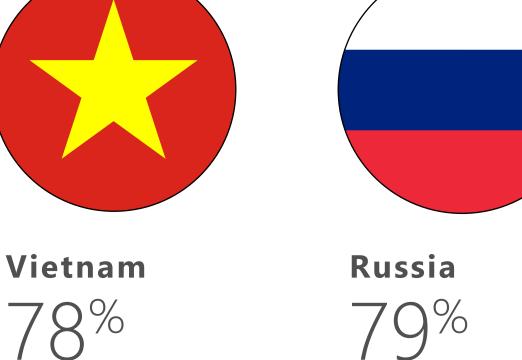




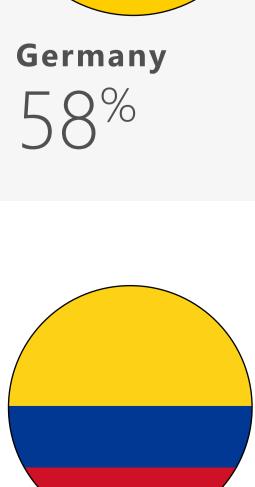


USA



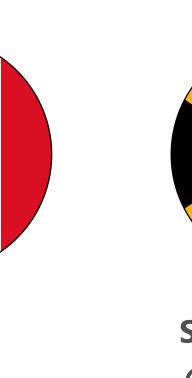








Peru





Colombia