

2020: The rising tide of incivility

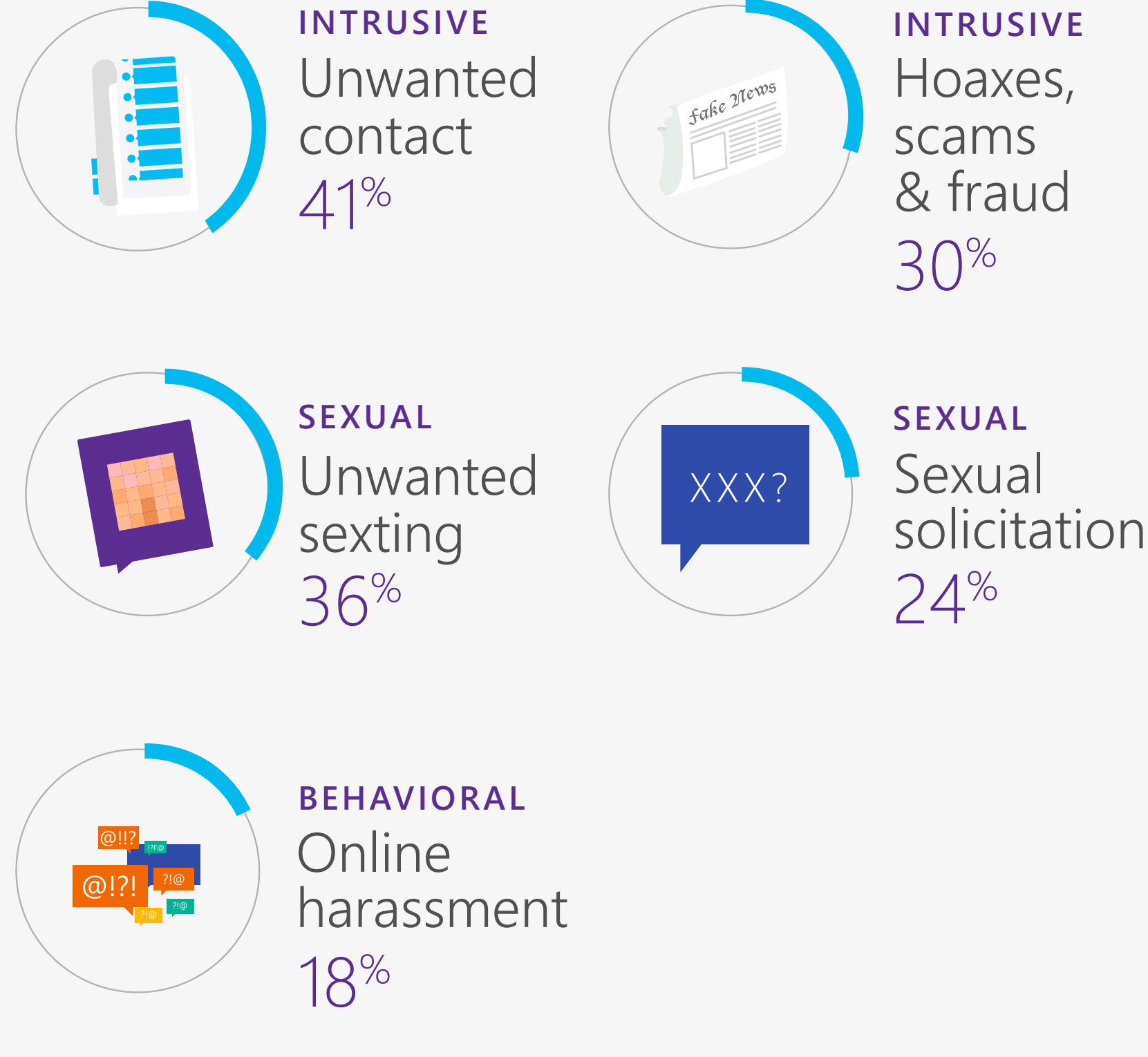
Based on the views of
500
 adults & teens



Adults: 18-74
 Teens: 13-17

Mexico

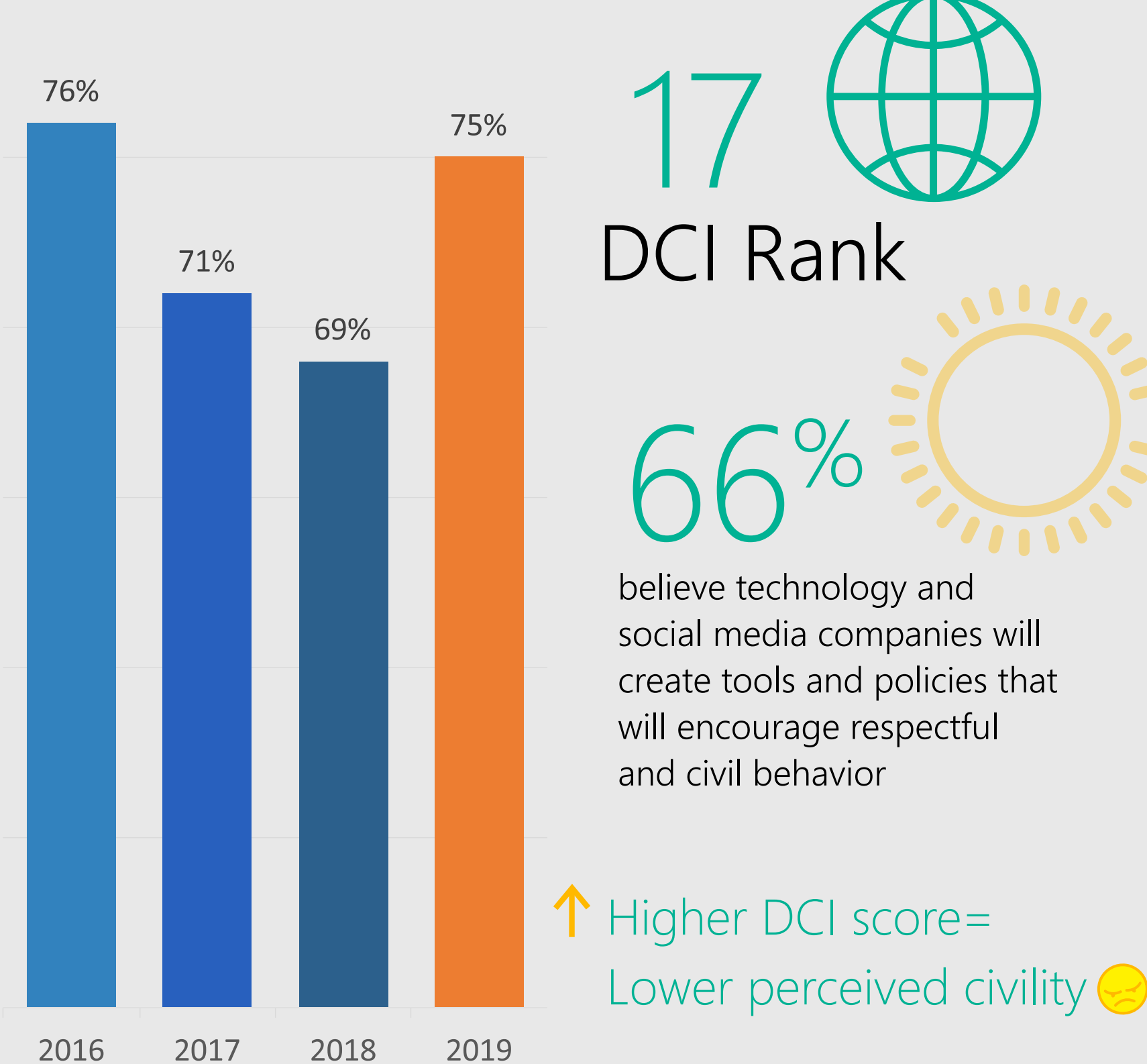
Most common risks



The behavioral risk category increased 8 points led by cyberbullying (+6). Intrusive (+4), reputational (+4) and sexual (+3) risk categories also increased.

The Mexico Digital Civility Index increased

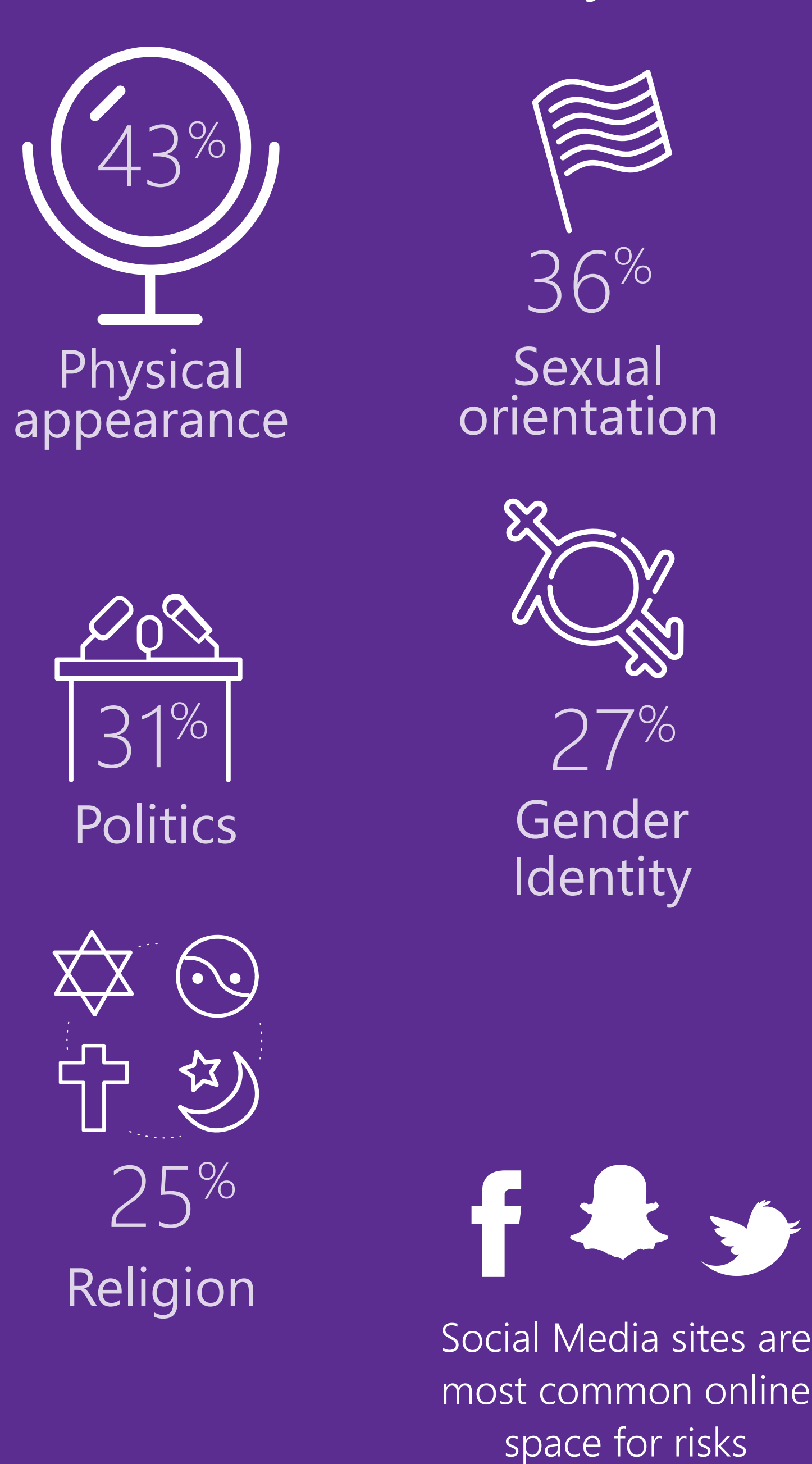
6 points to 75%



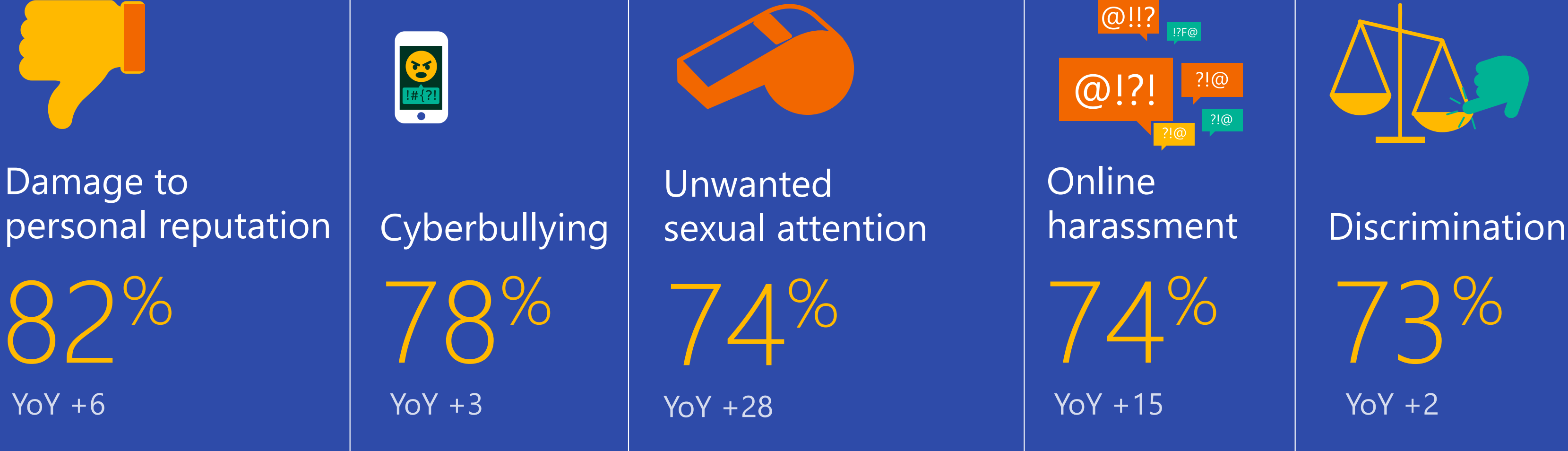
Risk trends



Topics that drive the most incivility



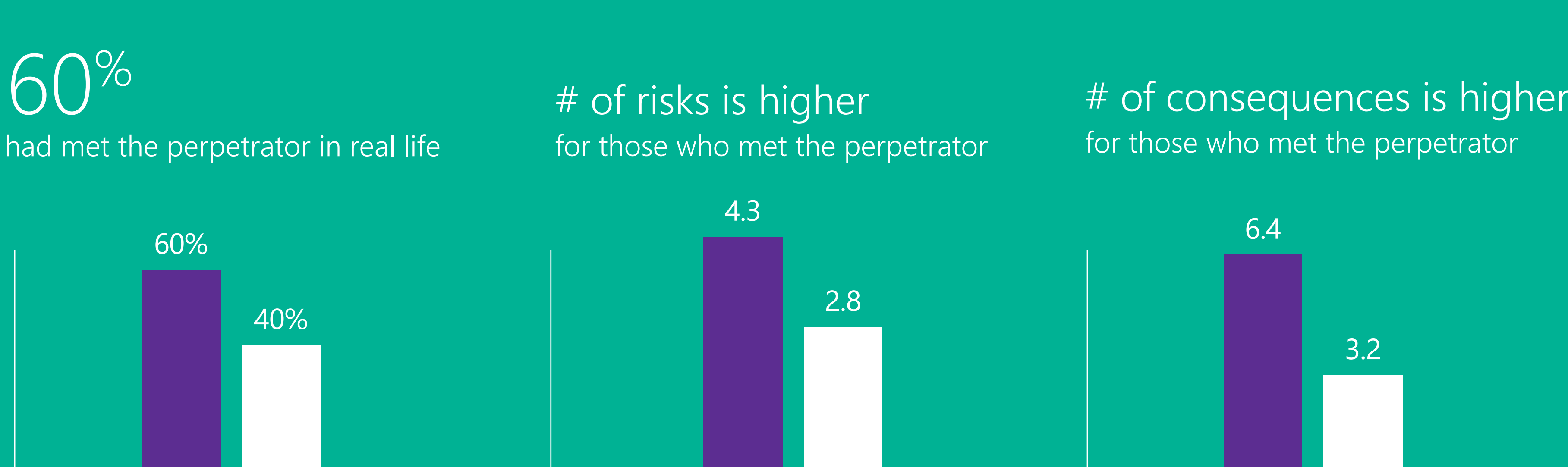
The five most painful online risks*



*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
- > 42% have a problem with parents posting about them on social media

- > Over half of teens asked their parents for help
- > The best role models: **Parents and Teachers**

Gen X are the most at-risk adult group



80%
 Gen X DCI*

77%
 Millennials DCI*

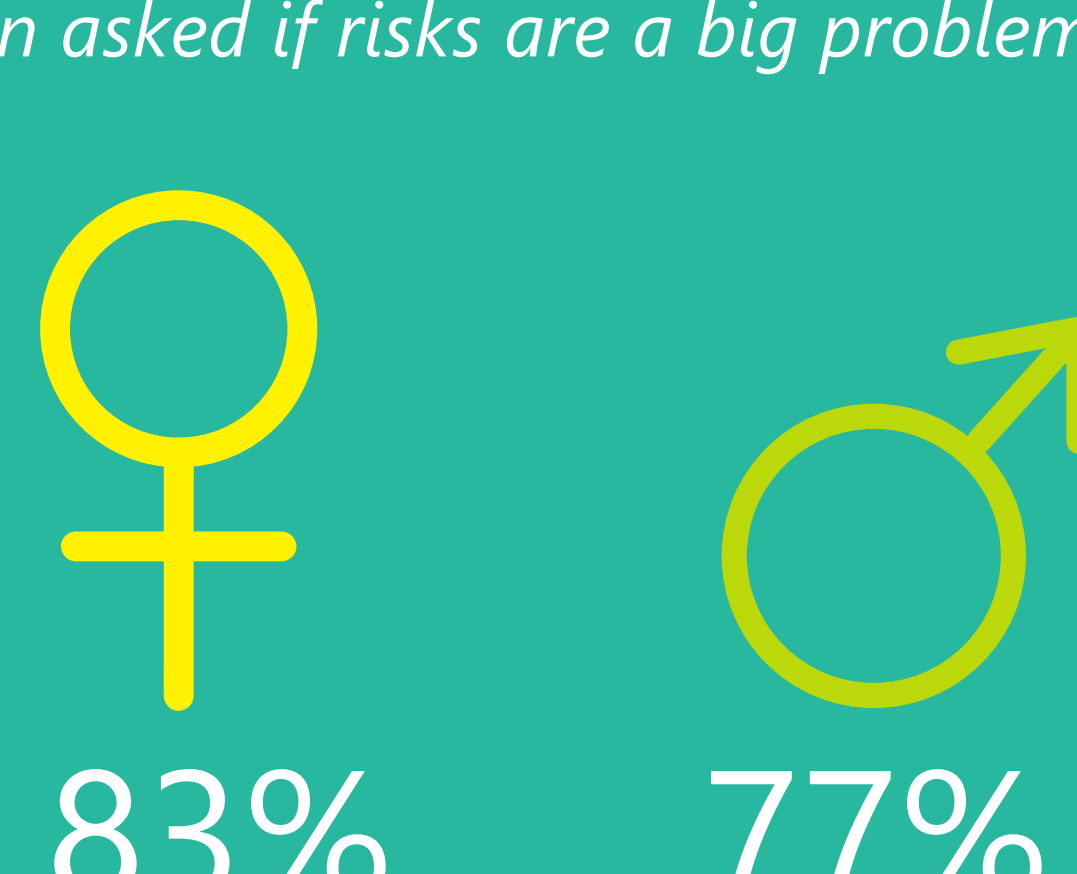
74%
 Gen Z DCI*

67%
 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

