

# 2020: The rising tide of incivility

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



Adults: 18-74  
 Teens: 13-17

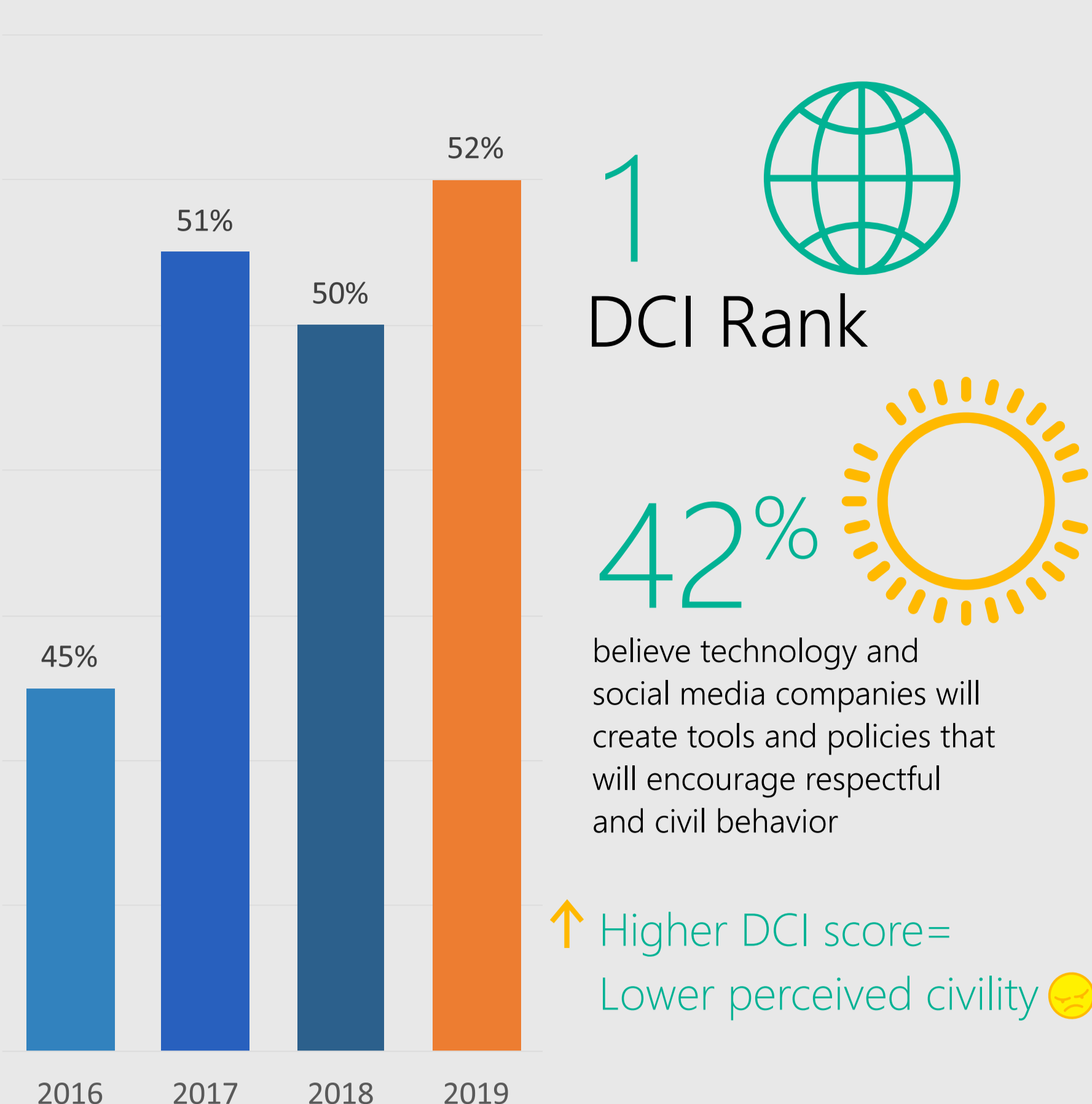
## United Kingdom

### Most common risks



The behavioral risk category rose seven points driven by microaggression and being treated mean. The category of reputational risks increased six point led by doxing.

The United Kingdom Digital Civility Index increased  
**2 points to 52%**



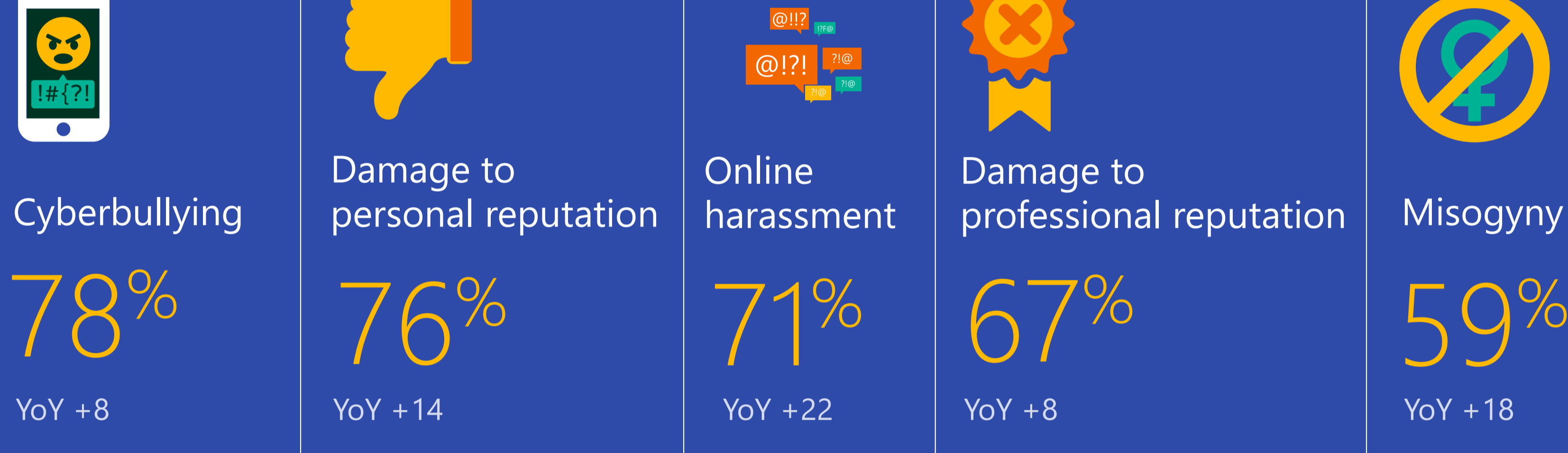
### Risk trends



### Topics that drive the most incivility



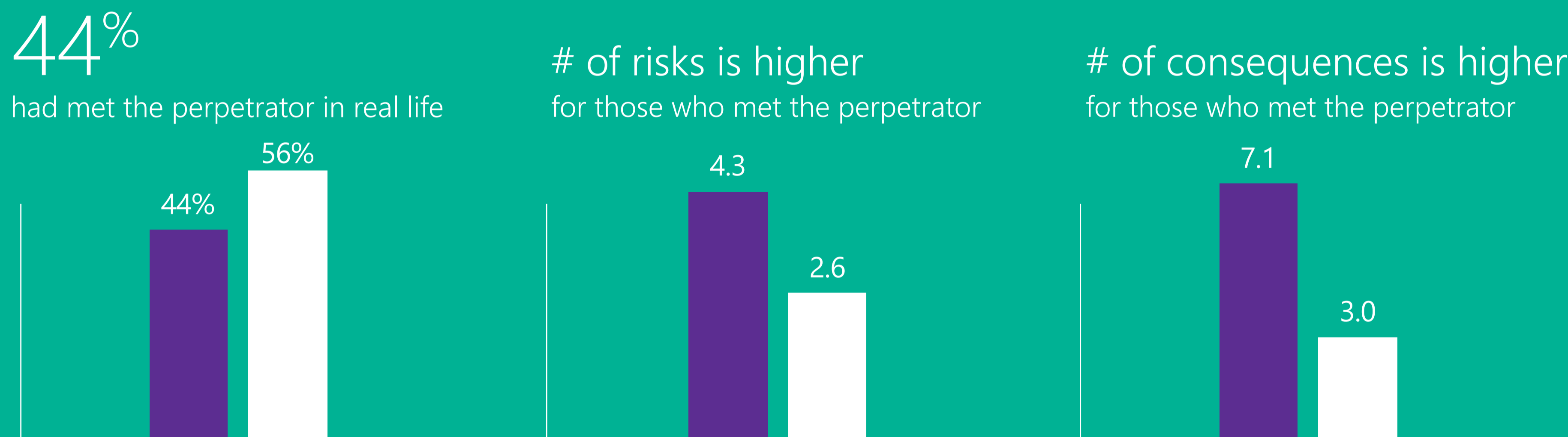
### The five most painful online risks\*



\*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
- > 26% have a problem with parents posting about them on social media

- > Teens asking for parents' help increased significantly
- > The best role models:

**Parents and Teachers**

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



**62%**  
 Millennials DCI\*

**54%**  
 Boomers DCI\*

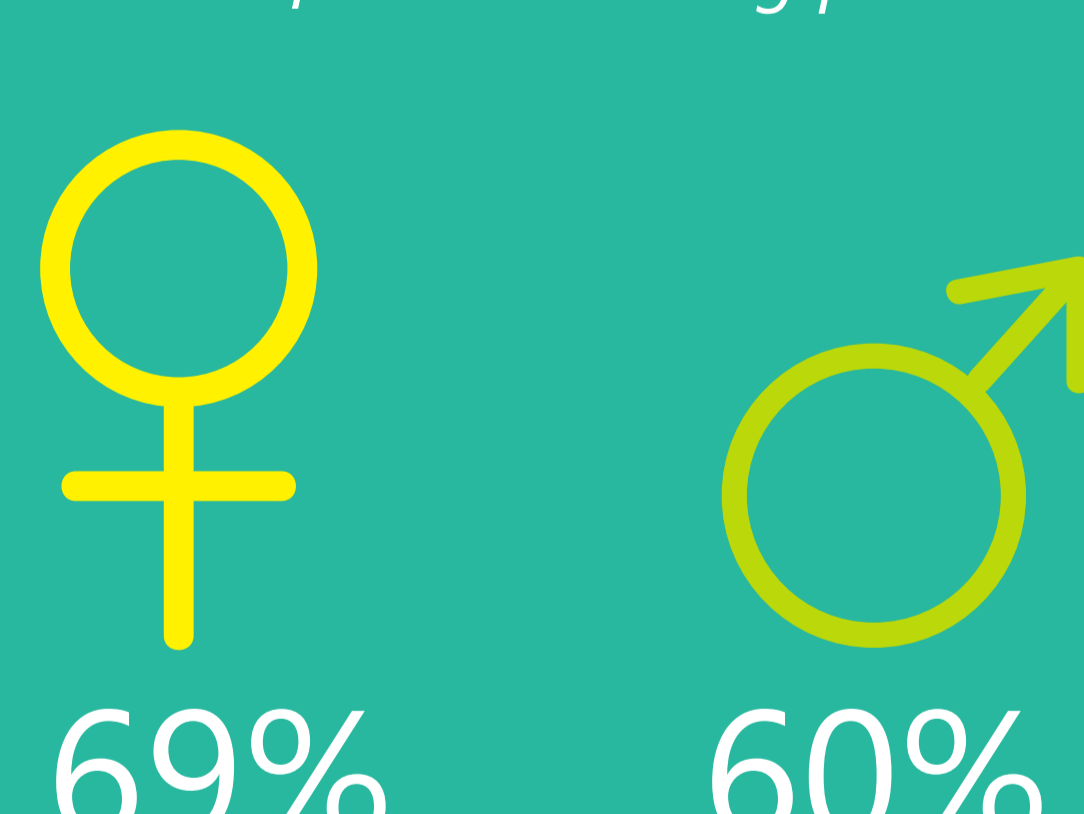
**52%**  
 Gen X DCI\*

**49%**  
 Gen Z 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

