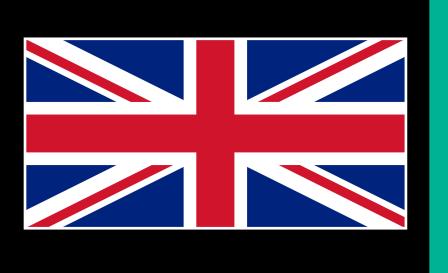
Based on the views of 5()() adults & teens



Adults: 18-74 Teens: 13-17

United Kingdom

Most common risks

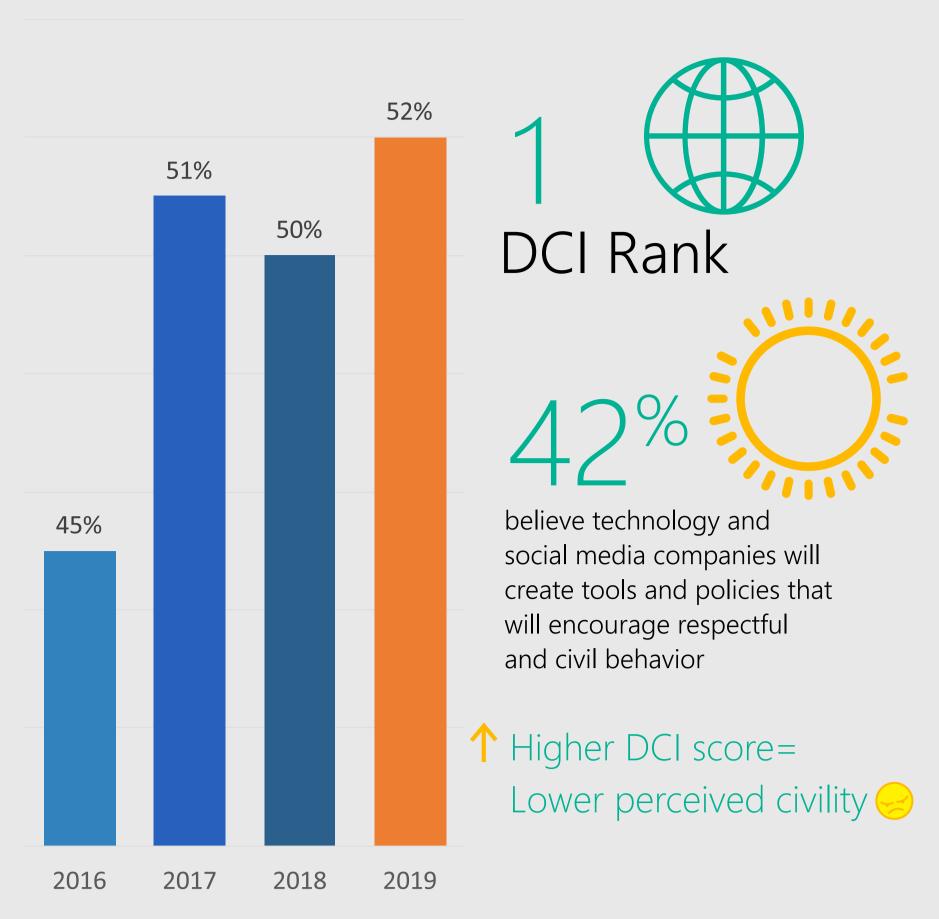


The behavioral risk category rose seven points driven by microaggression and being treated mean. The category of reputational risks increased six point led by doxing.

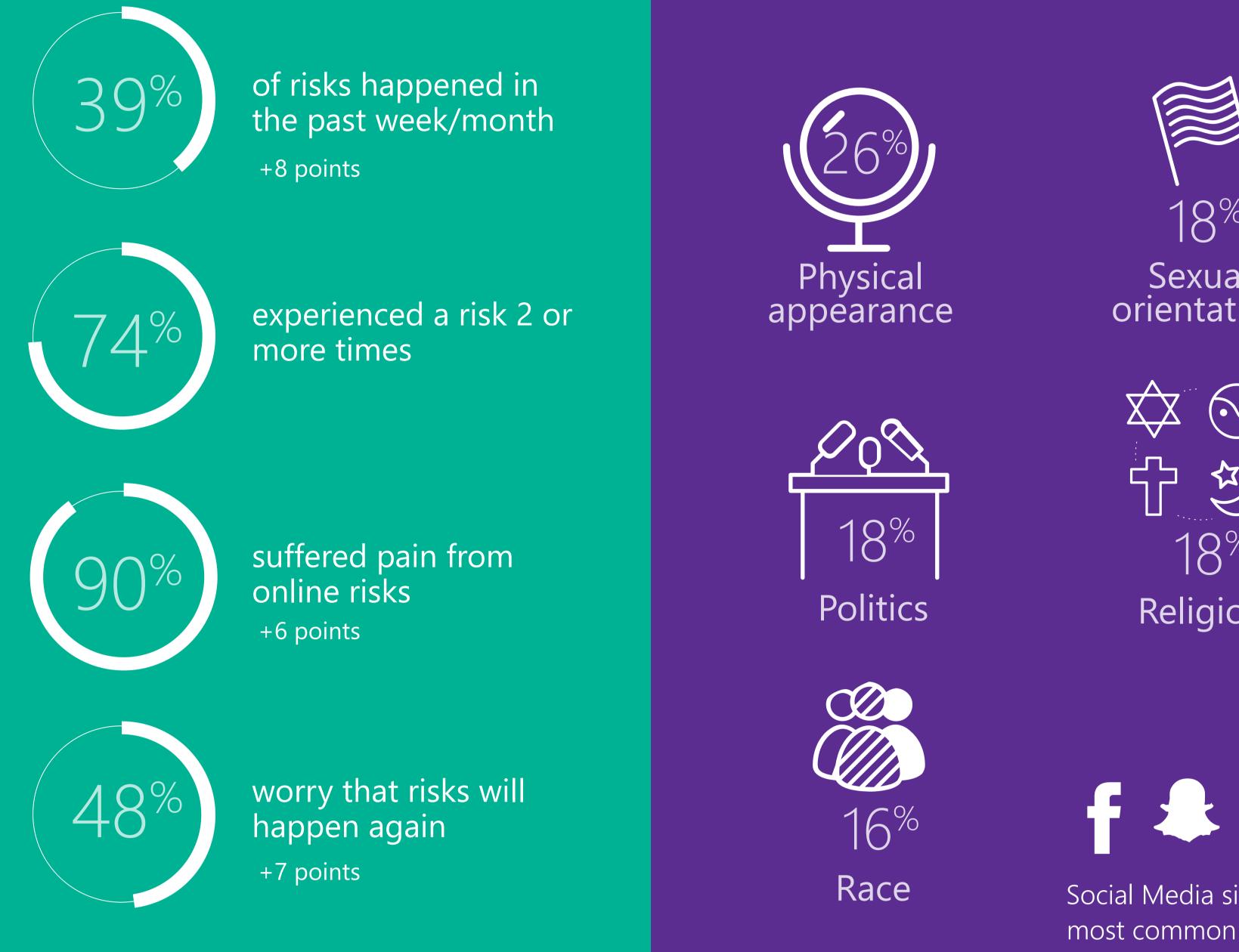
Risk trends

The United Kindgom Digital Civility Index increased

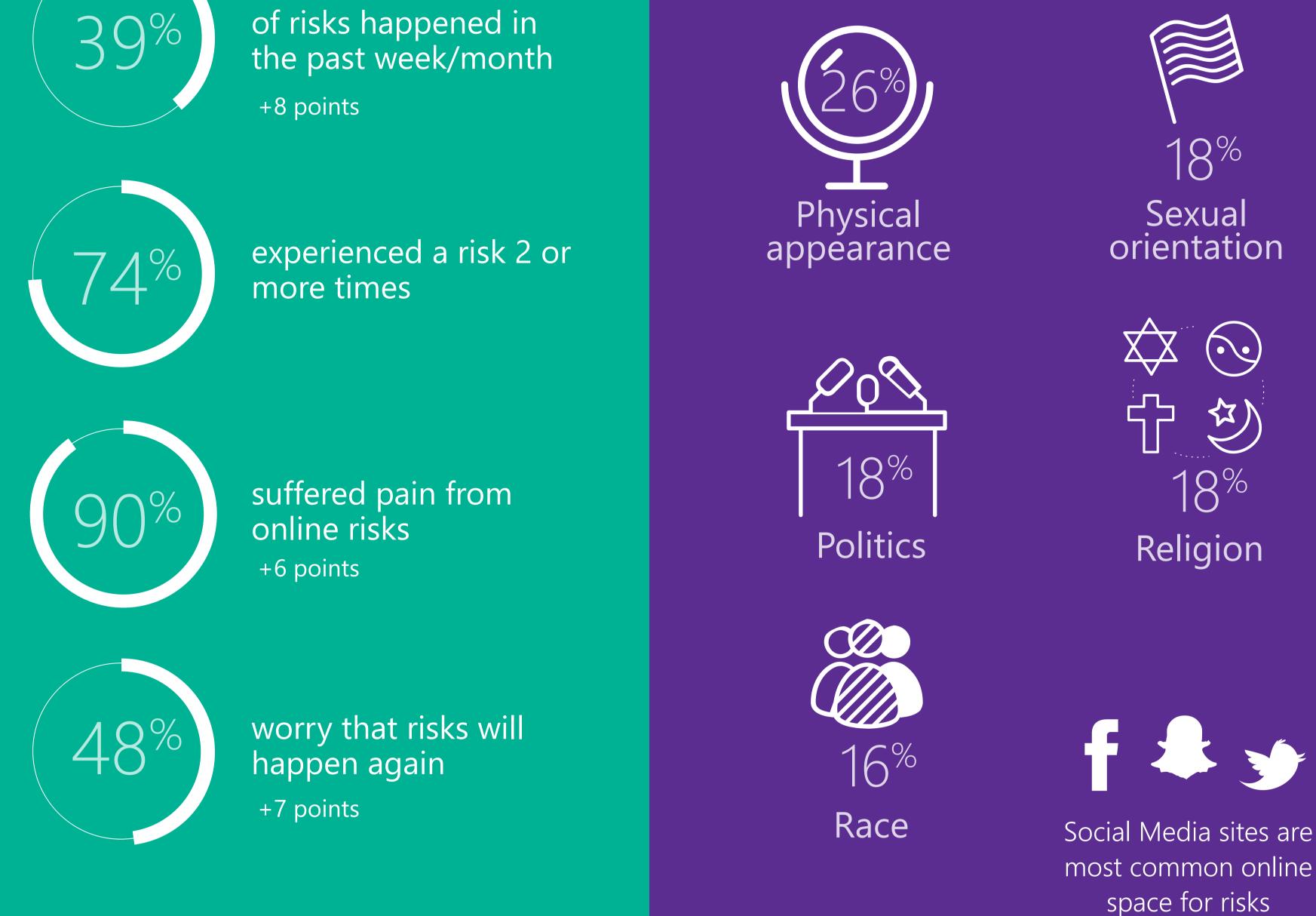
2 points to 52%



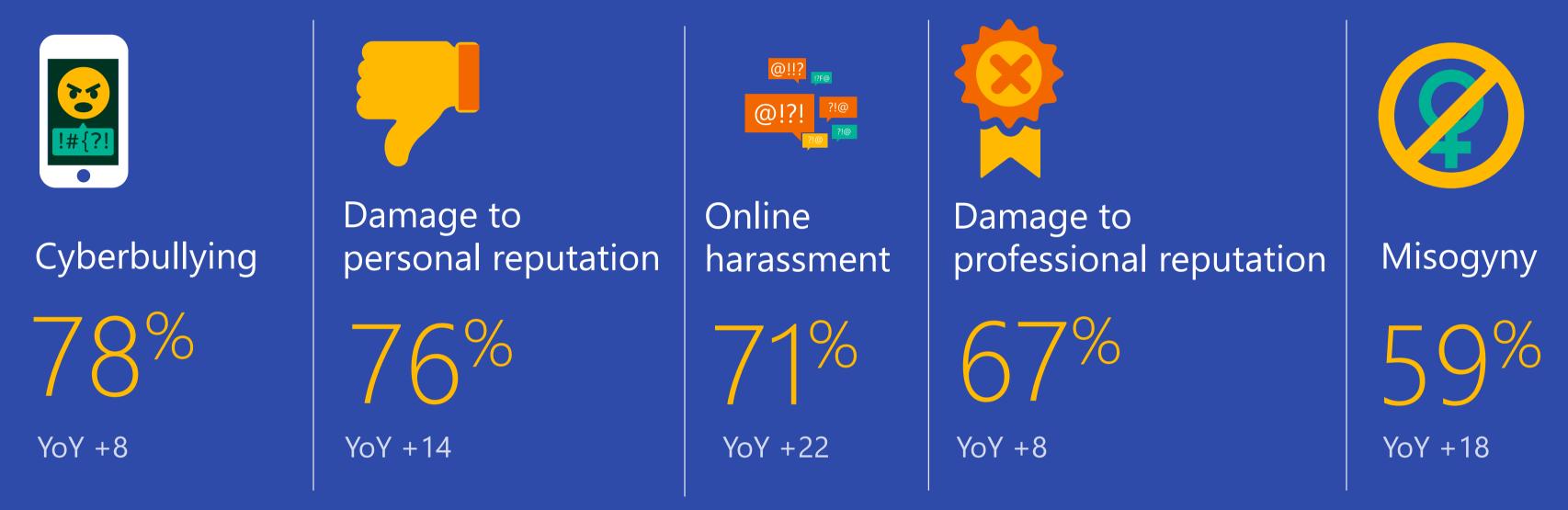
Topics that drive the most incivility







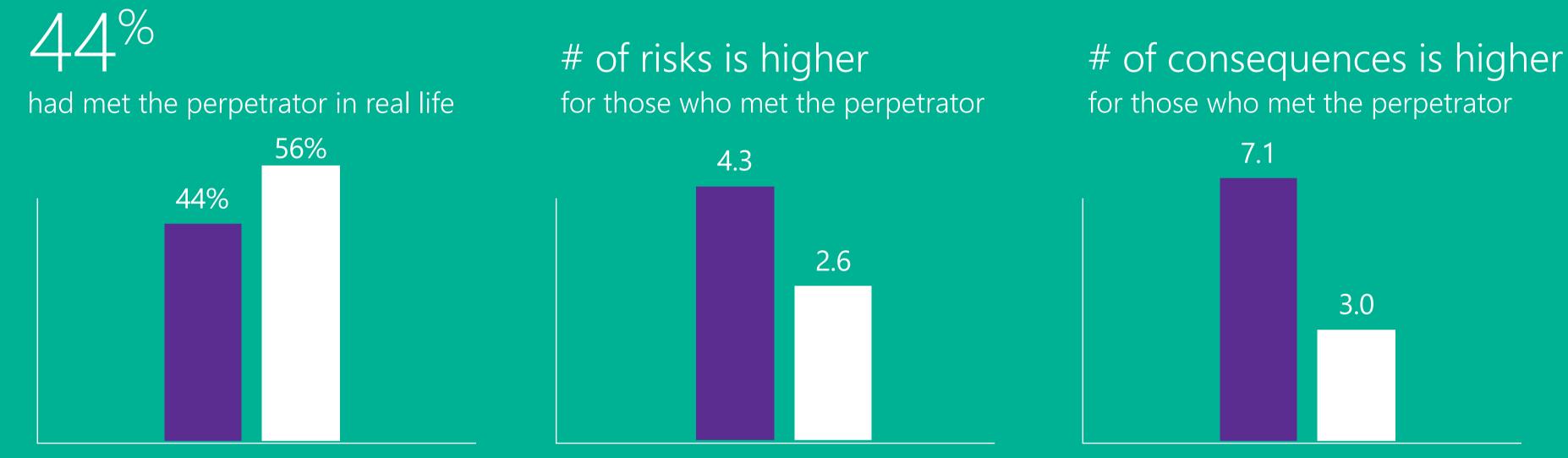
The five most painful online risks*



*Moderate to Unbearable pain

Familiarity with the	perpetrator is associated
with increased	risk & consequences

Not met Met



Teen profile



- > Highest awareness of Microsoft's Digital Civility Challenge
- > Better at finding help than adults



Experienced a risk YoY + 3



Suffered Moderate-Unbearable pain YoY + 6

55% Worry risk will happen again

YoY + 9

Asked parents for help YoY + 9

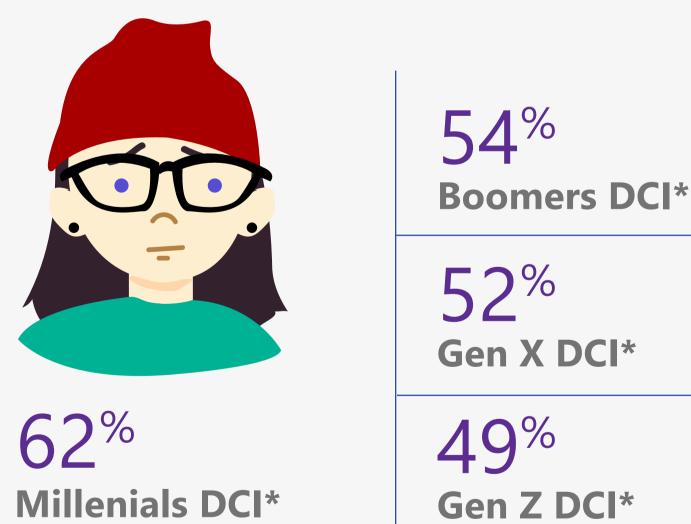


Suffered a consequence YoY + 9

Know where to find help YoY -1

- > 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**

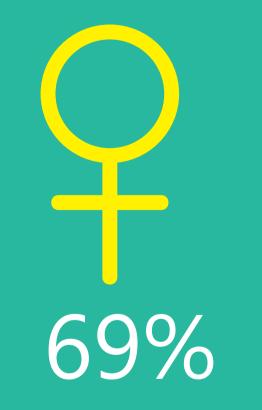
Millennials are the most at-risk adult group



*DCI = Microsoft's Digital Civility Index

Women feel risks are a bigger problem

When asked if risks are a big problem





Global hot spots

Intrusive risks

Global Intrusive risk average = 58%

- 1. South Africa
- 2. Peru
- 3. Russia
- 4. Hungary
- 5. Colombia

Behavioral risks

Global Behaviorial risk average = 45%

- 1. Russia
- 2. South Africa
- 3. Hungary
- 4. Vietnam
- 5. Turkey

Sexual risks

Global Sexual risk average = 37%

- 1. Peru
- 2. Vietnam
- 3. Colombia
- 4. South Africa
- 5. Mexico

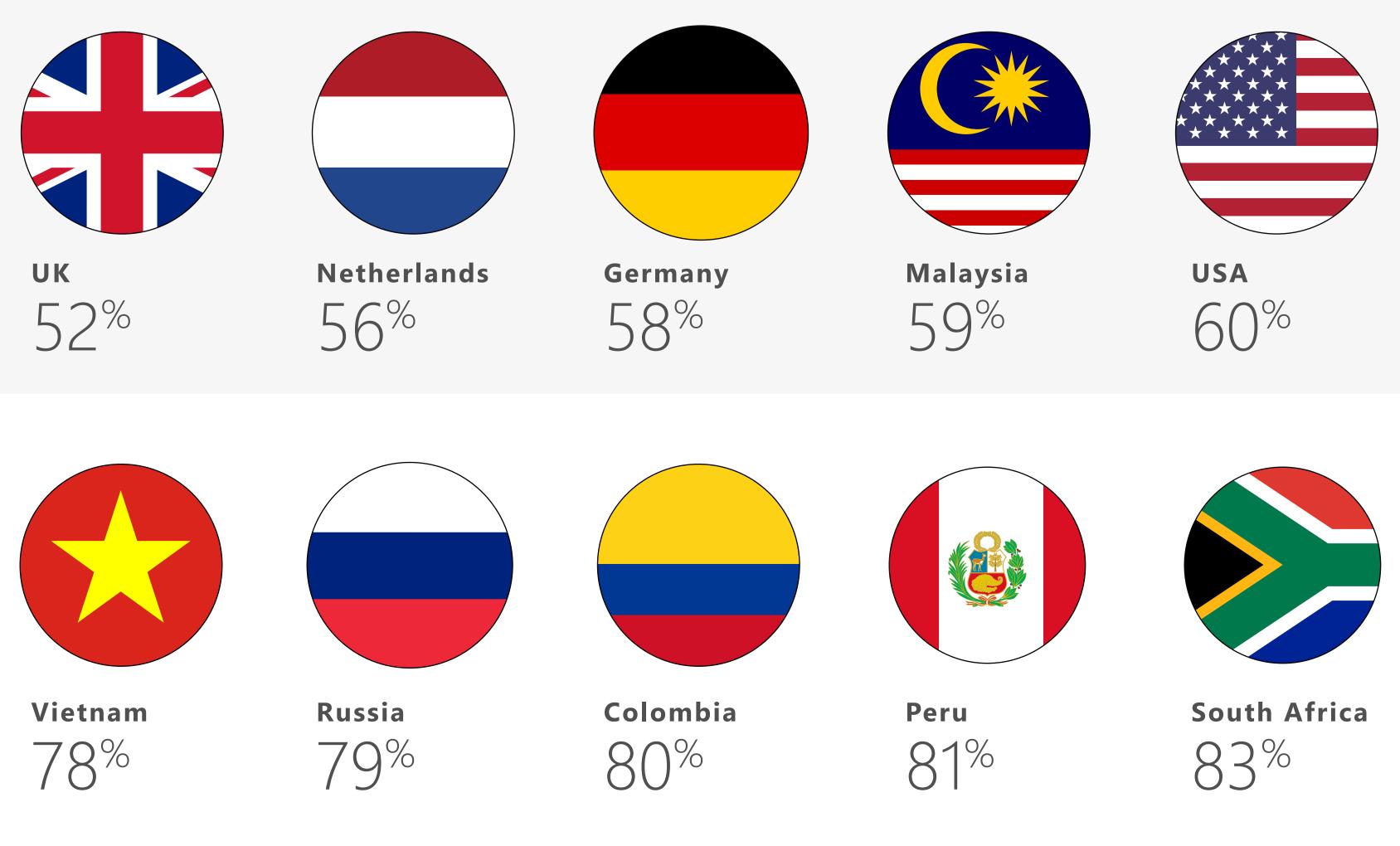
Reputational risks

Global Reputational risk average = 21%

- 1. Vietnam
- 2. Hungary
- 3. Peru
- 4. South Africa
- 5. India

5 highest and lowest DCI countries

Ranked by national DCI among 25 surveyed countries



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