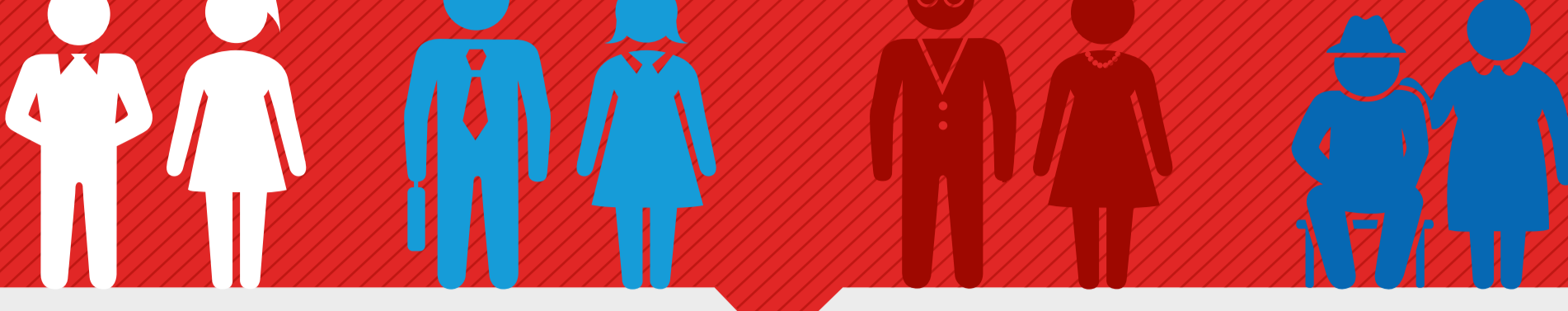


Civility in America 2014: Five generational differences

Civility in America 2014 is the fifth annual nationwide poll conducted by Weber Shandwick and Powell Tate with KRC Research. This year's poll of 1,000 American adults confirms that the U.S. has a civility deficit and that optimism for a civil future is nearly absent.

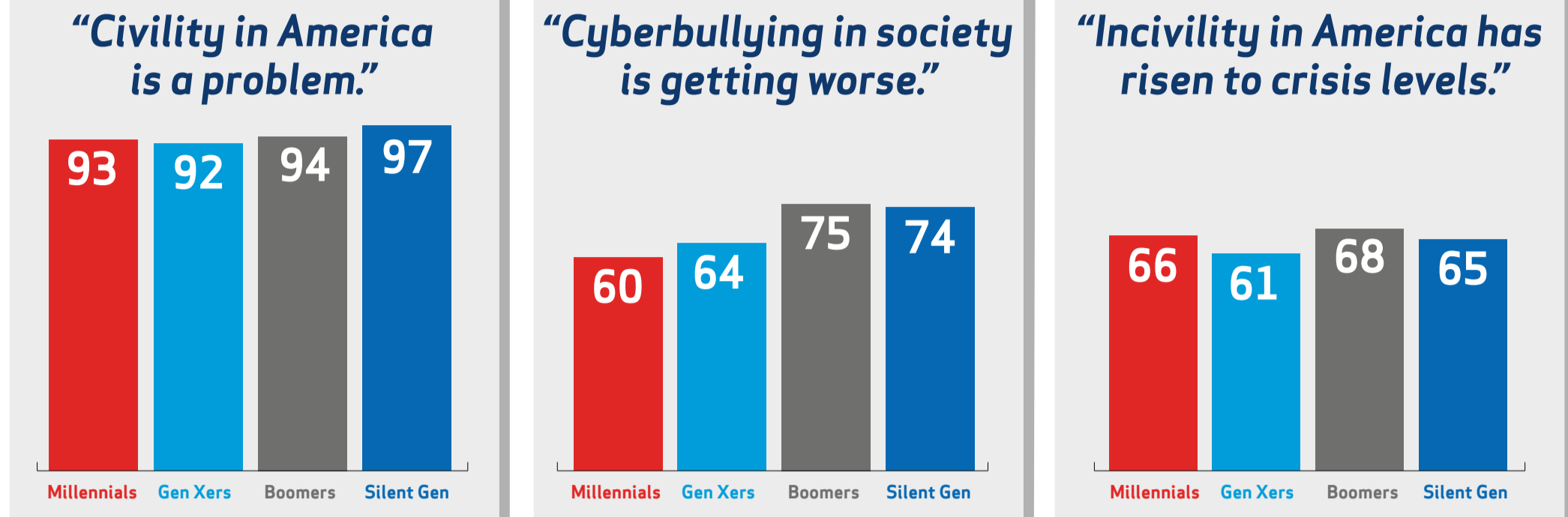
This year, we focused on on the Millennial generation (people 18-33 years old). How do America's youngest adults see things? Is incivility intractable, or is it a passing and unpleasant characteristic of our current society? We looked at Millennials, a generation 83 million people strong and one with great spending power, to provide a glimpse into how their perceptions of civility are shaped so that we might understand what the future holds for Civility in America.



1. The forecast for Civility in America is bleak, but with a glimmer of hope from Millennials

The majority of each generation perceives a civility problem in America and that incivility has reached crisis proportions.

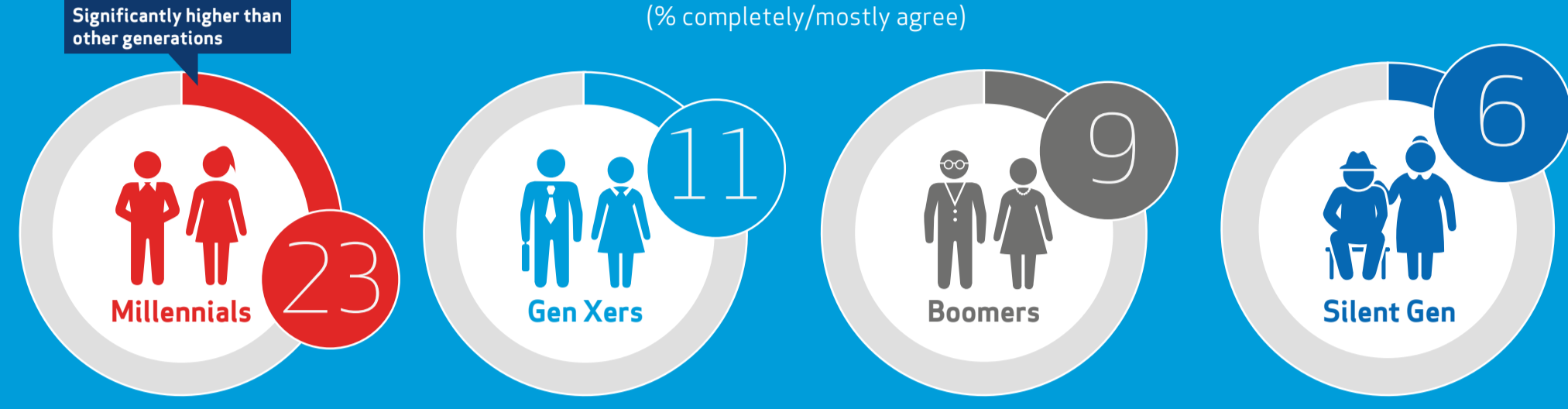
% of Americans surveyed agree...



Perhaps in an expression of hope over experience, the Millennial generation is less convinced of bleak future.

"In the next few years, civility will get better."

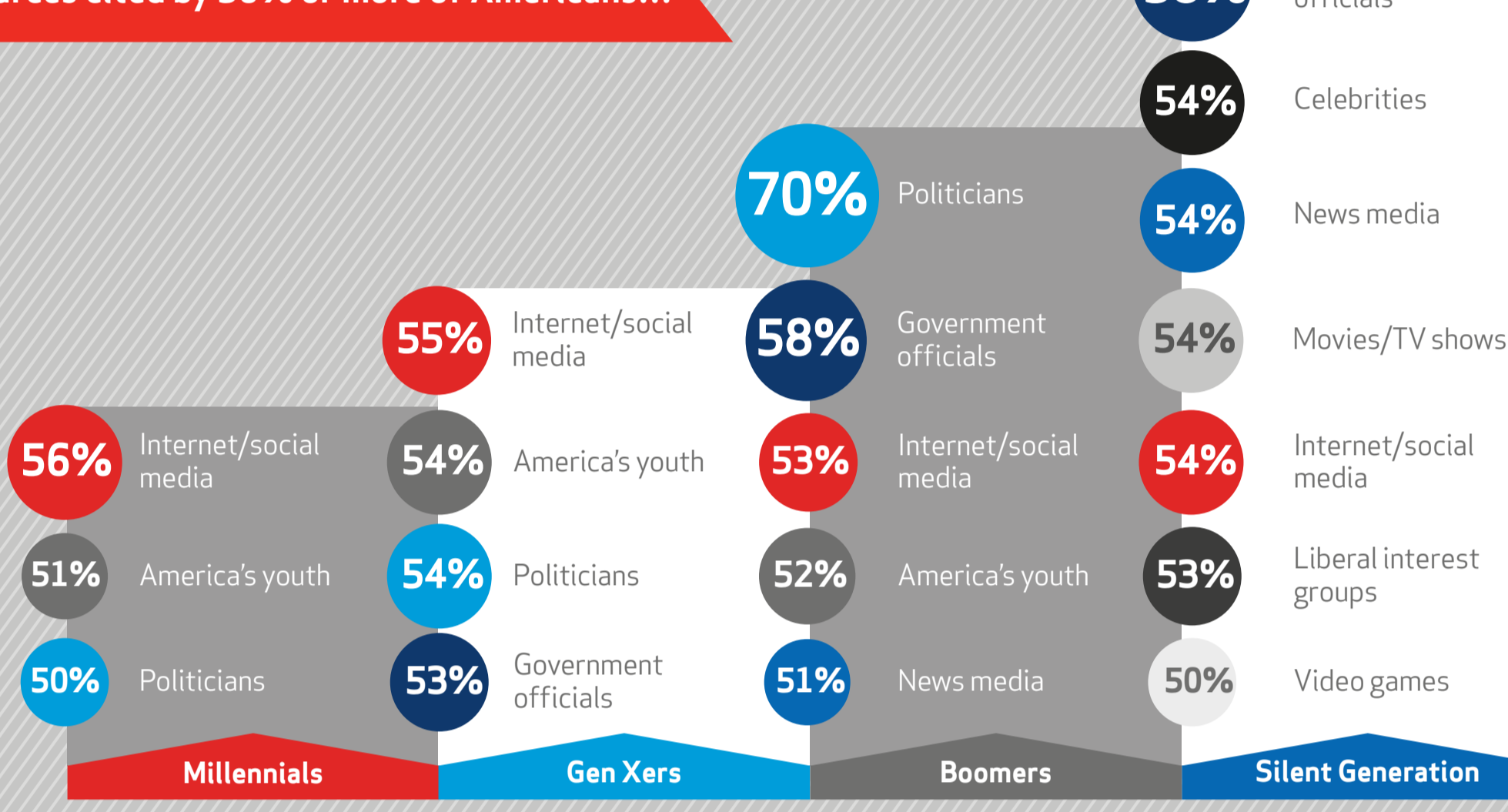
(% completely/mostly agree)



2. There is a generational divide over the drivers of incivility

While there is a consensus across generations of a societal incivility problem, there is a distinct divide between older and younger generations about the causes of eroding civility. Older generations see more causes.

Sources cited by 50% or more of Americans...



3. Millennials are the most likely generation to see incivility online

Millennials are the most likely generation to believe that the Internet encourages uncivil behavior, but America's oldest population is not far behind.



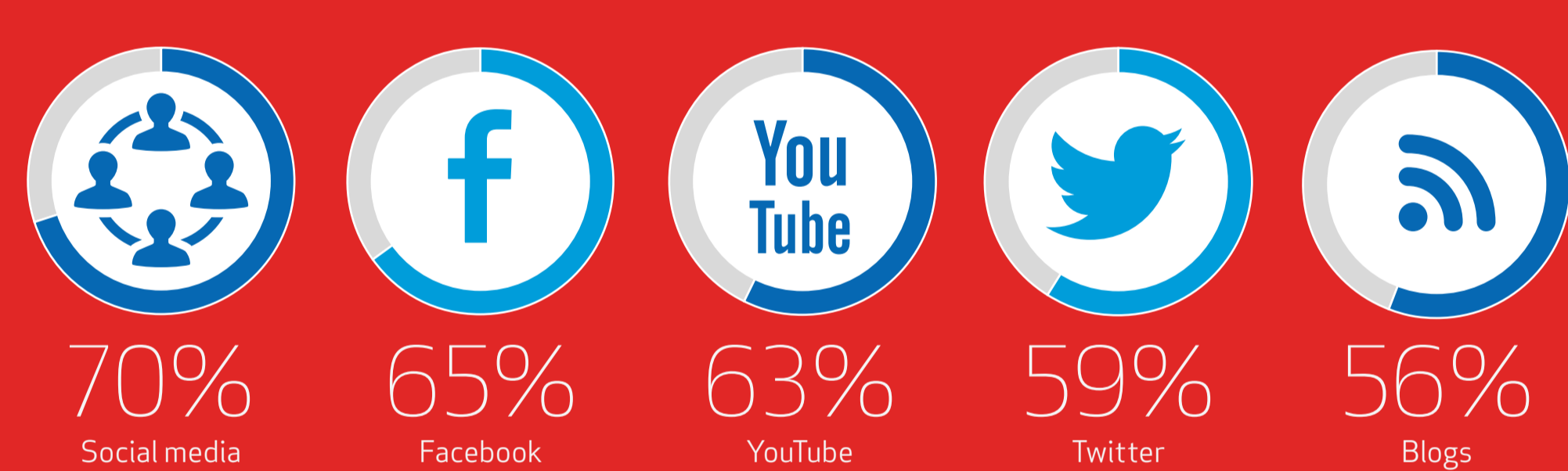
"The Internet encourages uncivil behavior."

(% completely/mostly agree)



Millennials, the heaviest users of social media, overwhelmingly identify social media in general and individual social networks as being uncivil.

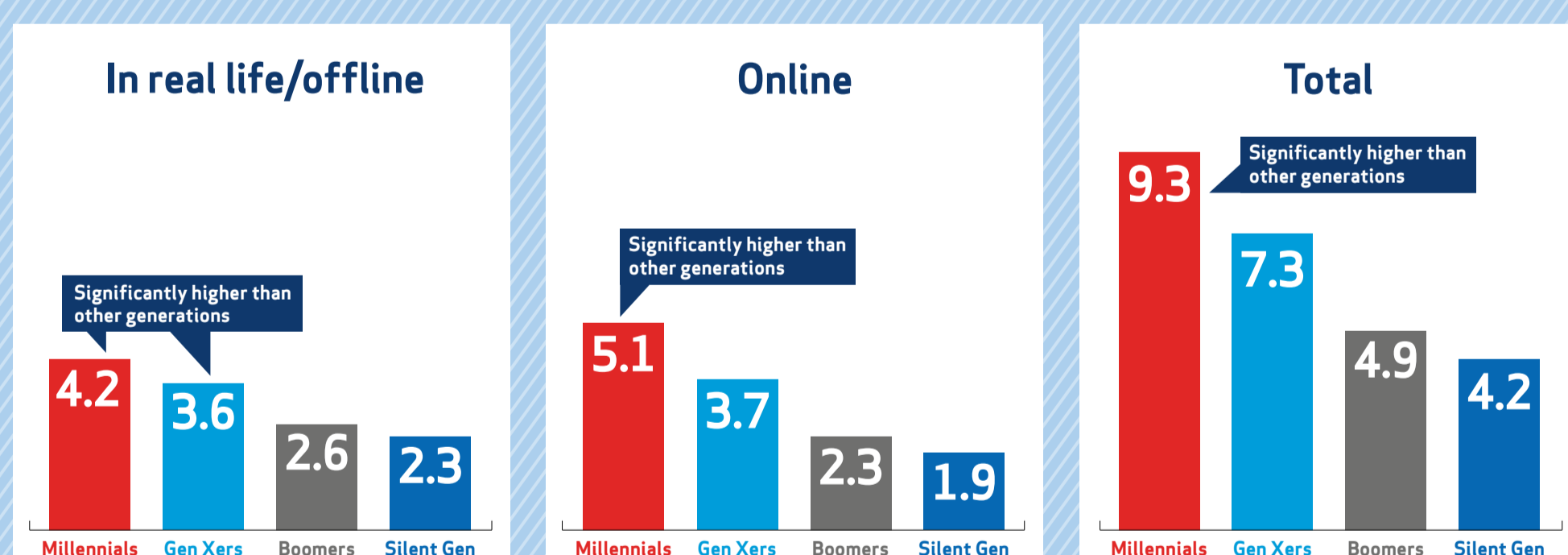
The general tone and level of civility is uncivil (among Millennials only)



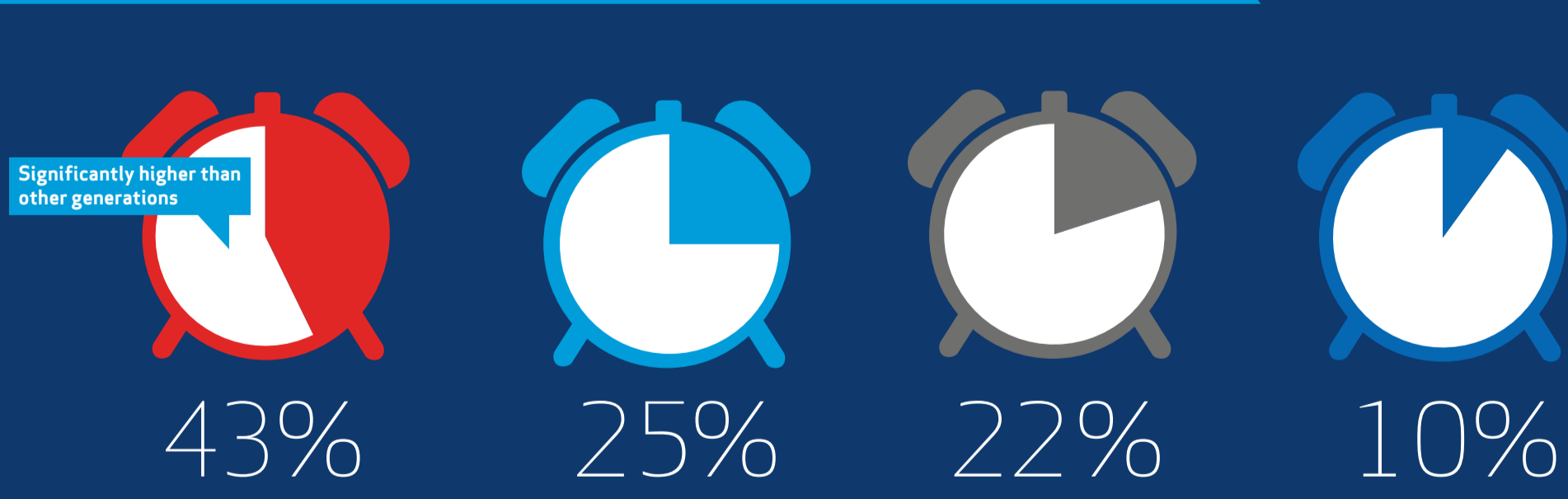
4. Millennials are incivility's biggest adult victims

Millennials experience the most incivility each day. They are most likely to expect to encounter bad behavior in the next 24 hours.

Average number of times Americans encounter incivility in a week...



Americans who expect to experience incivility in the next 24 hours...

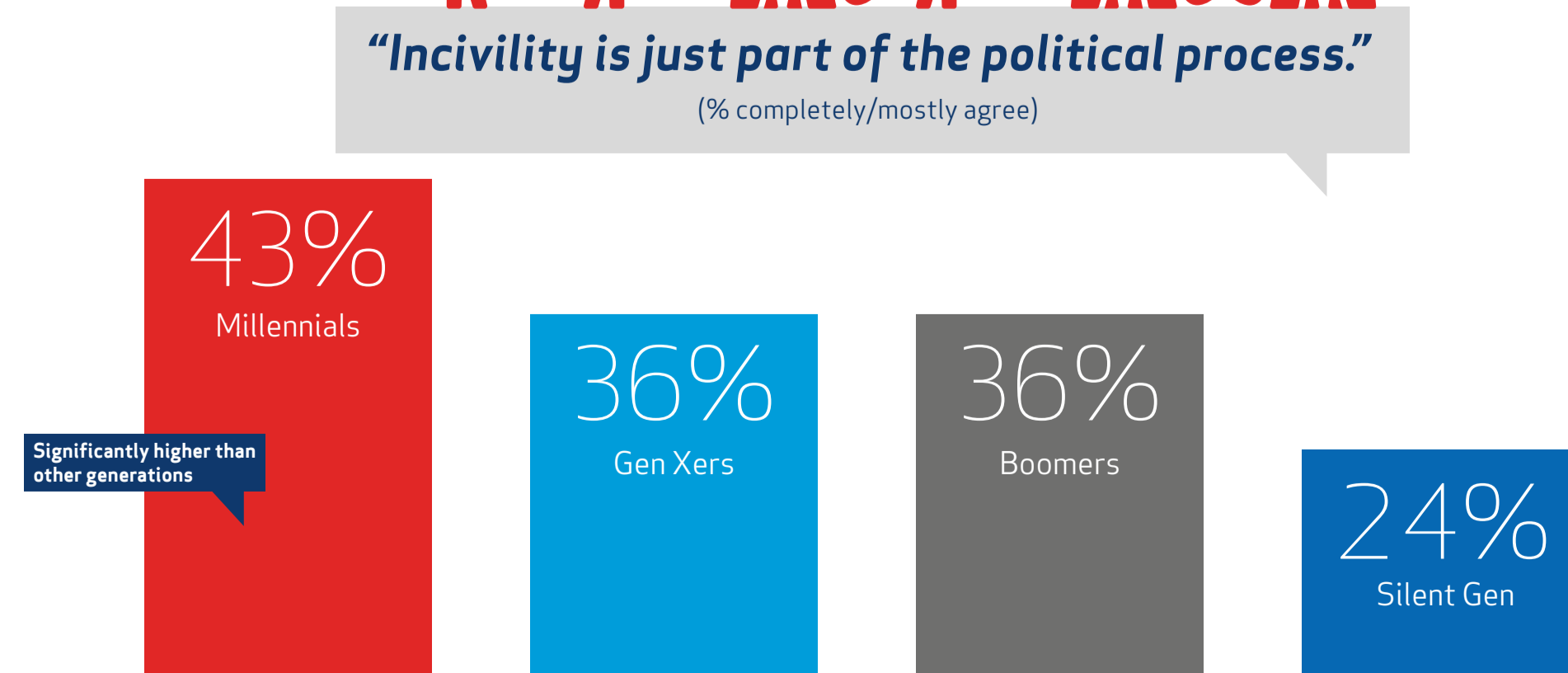


5. Millennials are resigned to fact that incivility is part of the American political process

Nearly half of Millennials — significantly more than any other generation — accept that incivility is just part of the American political process.

"Incivility is just part of the political process."

(% completely/mostly agree)



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Visit webershandwick.com for more information on Civility in America 2014

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