

2016 Civility in America

THROUGH THE GEN Z LENSES

Civility in America 2016 is the sixth annual nationwide poll conducted by Weber Shandwick and Powell Tate with KRC Research. We polled 1,005 American adults online. As we have seen in other years, American adults believe that the U.S. has a civility deficit and their optimism for a civil future is nearly absent.

This year, we also wanted to learn how America's next influential generation - Gen Z - sees the fate of civility in America. The generation is often defined as being born after 1995. We sampled 236 people from this cohort to provide a glimpse into how the post-Millennial generation is faring in these uncivil times.

BELOW WE SHARE (5) GEN Z INSIGHTS INTO CIVILITY IN AMERICA 2016

1

Gen Z concurs with their elders that America has a civility problem

They share this sentiment with older generations, but their youth provides a slightly cautious sense of optimism.



% of Americans agree...

"Civility in America is a problem."

94%

94%

95%

96%

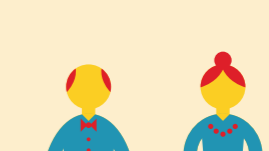
"In the next few years, civility will get better."

20%

18%

10%

8%



Gen Z

Millennials

Gen X

Boomers

2

Hands down, Gen Z considers the Internet/social media to be the root cause of incivility

The first generation to grow up online holds the Internet accountable, by wide margins, versus any other reason. Perhaps their youthful inexperience with other potential sources of blame plays a role in their certainty that the Internet is the main culprit.

Top Five causes of incivility



68%

Politicians

65%

Internet/Social Media

63%

Internet/Social Media

58%

Politicians

62%

Internet/Social Media

54%

Politicians

61%

Politicians

57%

Internet/Social Media

62%

News Media

54%

Entertainment Media

49%

News Media

49%

News Media

48%

Government Officials

51%

Celebrities

47%

Entertainment Media

44%

Government Officials

45%

America's Youth

50%

America's Youth

41%

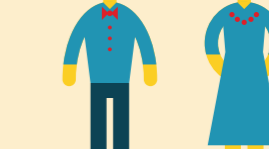
Government Officials

44%

America's Youth

45%

Politicians



Gen Z

Millennials

Gen X

Boomers

3

Gen Z is no stranger to incivility. They are its most frequent victims

Nearly 9 in 10 Gen Zs have personally experienced incivility - more than 1X a day.



	Gen Z	Millennials	Gen X	Boomers
Personally experience any incivility	88%	83%	80%	79%
Average # times in a 7-day week	8.4	7.2	6.4	4.7
In real life/offline/in-person	3.9	2.4	3.0	2.4
Online/social networks	4.5	4.8	3.4	2.3

4

No surprise, school is the primary zone of incivility for Gen Z. Perhaps this explains why 6 out of 10 Gen Zs believe schools should have civility training



61% of Gen Zers report they have experienced incivility at school



59% of Gen Zers agree that there should be civility training in schools

5

More than any other generation, Gen Z avoids the topic of terrorism due to their belief that it will keep a conversation from turning uncivil.

Among 10 topics respondents say they would avoid discussing for fear the conversation will turn uncivil, Gen Z, Mill X and Boomers all cite racial inequality as their top avoidance pick. Millennials would avoid abortion rights/the right to choose. Gen Z is significantly more likely than any other generation to avoid getting into a discussion on terrorism. Born into a post-9/11 world, perhaps the pervasiveness of terrorism in the news and social media has heightened Gen Z's sensitivity to the issue.



Which, if any, of the following topics do you personally avoid discussing for fear the conversation will turn uncivil?	Gen Z %	Millennials %	Gen X %	Boomers %
Racial inequality	39 #1	37	44 #1	37 #1
Same sex marriage	36	34	34	34
Abortion rights/right to choose	34	40 #1	32	33
Gun control	28	29	33	35
Immigration	28	29	32	34
Terrorism	26 ↑	18	19	15
Police conduct	25	23	24	19
Death penalty	17	12	12	13
Income inequality	14	16	14	11
Climate change	8	9	9	10

↑ significantly higher than other generations

In Closing

While Gen Zers are slightly more optimistic than older generations about the future of civility, it is clear that all Americans should expect challenges ahead. No strangers to the coming-of-age generation may only be on the brink of adulthood, but they are certainly no strangers to incivility. Gen Zers are frequent victims of incivility, particularly online, and it is a reminder of the power we have through online and social media to shape conversations that impact people - and generations - personally.

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