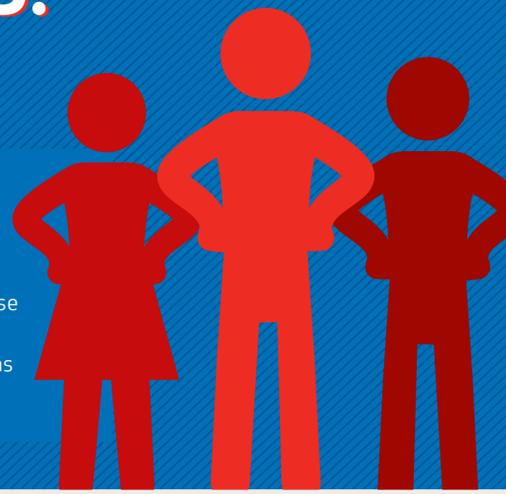


Civility in America 2013: By the Numbers

Civility in America 2013 is the fourth annual nationwide poll conducted by Weber Shandwick and Powell Tate with KRC Research. **Civility in America** reiterates the unfortunate fact that incivility is ubiquitous; no area of American society is untouched. Eroding civility is harmful to our country's future and takes a toll on how

we interact with the people and institutions around us.

The belief that America has a civility problem and that civility will get worse has not waned since the study's inception in 2010. In fact, incivility has become our new normal.



INCIVILITY EXPERIENCES

Of Americans surveyed...



50% have ended a friendship because another person was uncivil



48% have defriended, blocked or hid someone online because of uncivil behavior



43% expect to experience incivility in the next 24 hours



8.5 average number of times Americans encounter incivility in real life/offline in a week



8.6 average number of times Americans encounter incivility online in a week



17.1 average number of times Americans encounter incivility in a 7-day week, or 2.4 times per day



26% have quit a job because it was an uncivil workplace



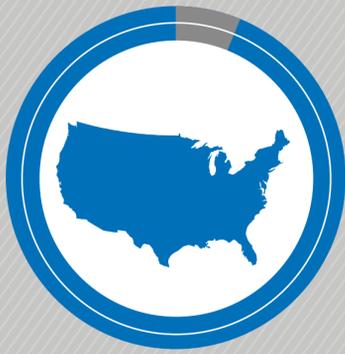
24% have personally experienced cyberbullying (threefold increase since 2011)



19% of parents have transferred their child to a different school because of incivility at school

INCIVILITY PERCEPTIONS

Of Americans surveyed...



95% believe we have a civility problem in America



87% think it is uncivil to be on a phone while talking with someone else in person



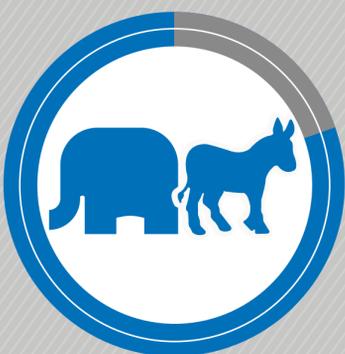
81% think uncivil behavior is leading to an increase in violence



70% think the Internet encourages uncivil behavior



34% who expect civility to worsen blame Twitter, a rise from 2012



80% agree that the level of civility won't improve until our government leaders act more civilly



71% believe civility is worse compared to a few years ago



70% think that incivility has risen to crisis levels

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engaging. always.

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KRC RESEARCH

Visit www.webershandwick.com for more information on Civility in America 2013