

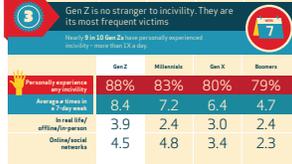
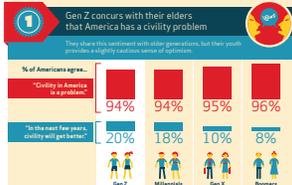
# 2016 Civility in America

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 facing these societal issues.

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



Which, if any, of the following topics you or the person you're talking to will avoid?	Gen Z %	Millennials %	Gen X %	Boomers %
Racial inequality	39	37	44	37
Same-sex marriage	36	34	34	34
Abortion rights/choice	34	40	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

↑ signposts higher than other generations

## In Closing

While Gen Zers are rightly more skeptical than older generations about the future of civility in a clear that America still holds many distinct challenges ahead, America's youngest age generation may have put us on the brink of a tipping point that will eventually encourage us to realize that we are indeed on the cusp of civility, particularly online, and it is a reminder of the power we have through social media to help ourselves and others connect, and thus, create positive and meaningful "generosity."

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