OBJECTIVE:
The survey was done in order to gauge the American public’s attitude toward civility in society and their experiences dealing with incivility.

METHODS USED:
1,000 adults from the U.S. were surveyed online in mid-2013.

KEY FINDINGS:
• Respondents encounter incivility an average of 2.4 times per day.
• 53% of respondents consider large American businesses to be uncivil (twice that of small businesses).
• 42% of respondents consider foreign businesses to be uncivil.
• Research showed that 60% of a firm’s market value is attributed to its reputation. Being seen as uncivil could impact a company’s reputation and in turn hurt the company’s market value.
• Americans most often point the blame for uncivility at politicians (62%), youth (61%), the media (60%), and the internet/social media (59%).
• 54% of respondents decided to not buy from a company again because they were treated uncivilly by the business.
• 43% advised others not to buy products or services from a company due to a rude or uncivil experience.
• Consumers under 50 years old and those in higher income households are the most reactive to uncivil experiences.
• 37% of respondents have experienced incivility at work and 26% quit their job because their workplace was uncivil.
  o Uncivil employees can mean higher attrition rates, lower morale and productivity, greater legal risks, and increased chances that customers will interact with an uncivil employee.
• The risk of companies losing business due to incivility is high so management should ensure civility as part of the organization’s culture both internally and externally.

Full Report