

# Civility in America: The Influence of Civility on Corporate Reputation

Weber Shandwick and Powell Tate, with KRC Research, released the fourth annual **Civility in America: A Nationwide Survey** in July 2013. This online survey of 1,000 adults gauges Americans' attitudes toward civility in society and their experiences dealing with incivility.

This year's study found that 70% of Americans believe incivility has reached crisis proportions. With Americans encountering incivility an average of 2.4 times per day, and 43%

expecting to experience incivility in the next 24 hours, dealing with incivility has become a way of life for many.

We furthered our investigation into the survey results to explore the impact of incivility on consumer purchasing and supportive brand behavior. This second installment of this year's **Civility in America** study reveals perceptions of company civility and describes how business is lost through uncivil consumer experiences.



## CORPORATE AMERICA'S INCIVILITY REPUTATION

Of Americans surveyed...



53% consider large American corporations to be uncivil



42% consider foreign businesses to be uncivil



24% consider small American businesses to be uncivil

## INCIVILITY'S NEGATIVE BUSINESS IMPACT

61% of Americans either...



decided not to buy from a company again because they were treated uncivilly by the business



advised others not to buy products or services from a company because they had a rude or uncivil experience

Those most reactive to uncivil experiences are typically a marketer's most attractive target:



Under 50 years old



Parent of a child under 18



Annual household income of \$50,000 or more

## INCIVILITY AT WORK

Employees encounter incivility where they work, driving attrition rates higher

Uncivil employees can mean higher recruiting costs, lower morale and productivity, greater legal risk and increased chances that customers will bear the brunt of an unhappy or uncivil representative. Company leaders need to engage their employees at all levels if they are going to safeguard their reputations and retain a committed workforce and loyal customer base.



Have personally experienced incivility at work



Have quit a job because it was an uncivil workplace

2013	37%	26%
2012	34%	23%
2011	43%	20%

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Visit [www.webershandwick.com](http://www.webershandwick.com) for more information on Civility in America 2013

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