



The Rage Index

Looking at the mood of Canadians

AUGUST 2022

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Introducing the Rage Index

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We live in a time that many commentators have called an era of outrage, negativity, and anger. To study this, Pollara is announcing the launch of **the Rage Index** – our tracking study, measuring the mood of Canadians regarding their governments, the economy, and current events.

Every month we will track Canadian sentiment on core indicators as well as topic flashpoints, analyzing mood over time and within key demographic, regional, and political segments.

Herein we are pleased to present the inaugural Rage Index. Stay tuned in the future, and keep an eye on www.pollara.com for this and other reports.

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Methodology

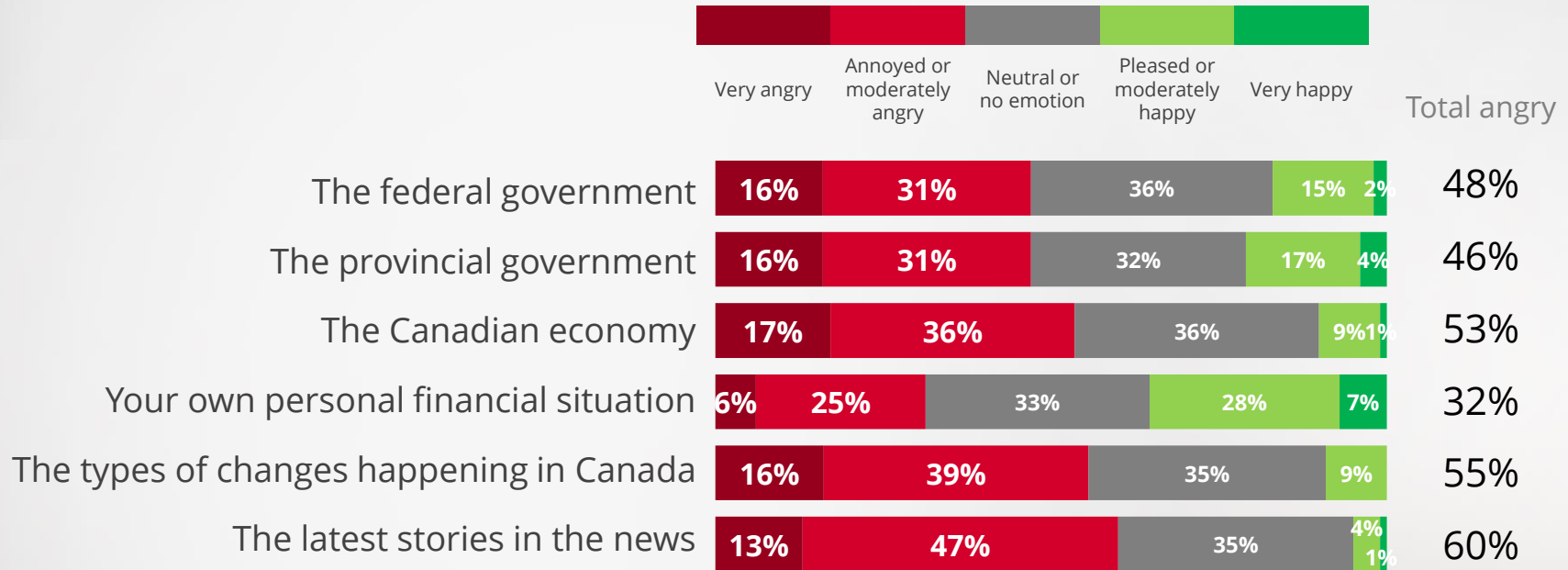
- **Field Window: July 25 – August 2, 2022**
- **Sampling:** Online survey of randomly-selected sample of **2,013 adult (18+) Canadians**
- **Reliability:** As a guideline*, a probability sample of this size carries a margin of error of **± 2.2%**, 19 times out of 20. The margin of error is larger for sub-segments.
- **Weighting:** Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

Region	Number of Interviews	Margin of error*
Atlantic Canada	302	± 5.6%
Quebec	404	± 4.9%
Ontario	604	± 4.0%
Manitoba/ Saskatchewan	203	± 6.9%
Alberta	200	± 6.9%
British Columbia	300	± 5.7%
Canada	2,013	± 2.2%

Key Findings

- Coming out of a multi-year pandemic, with inflation soaring and war overseas, Canadians are in a grumpy mood. Few are happy with the federal government, provincial governments, the economy, or the types of changes happening in Canada.
- Coverage of world and local events isn't helping. When Canadians think about stories in the news, 60% feel angry while only 5% feel happy.
- Despite this grumpiness, feelings of *intense* rage are still limited to a vocal minority. Other than on a few flashpoint topics (truckers protest, inflation), few Canadians report feeling very angry.

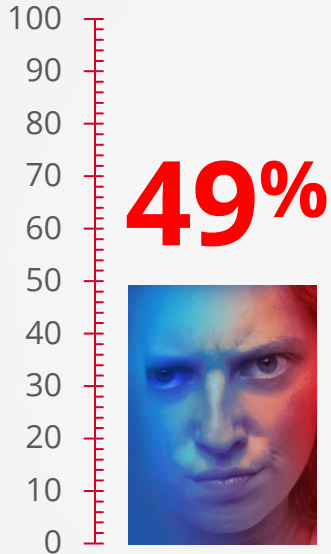
Majority feel angry when they think about the changes happening in Canada and stories in the news



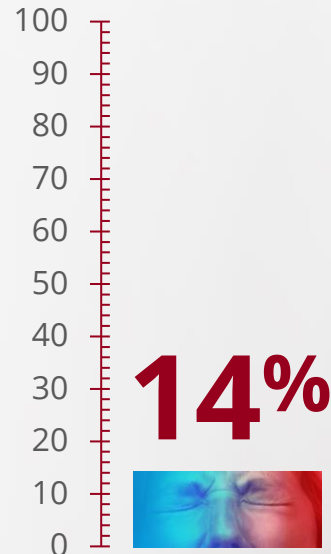
What emotion best describes how you feel when you think about each of the following?

The Rage Index: Hot, not boiling

Average percentage of Canadians **annoyed** or **angry** about the 6 topics



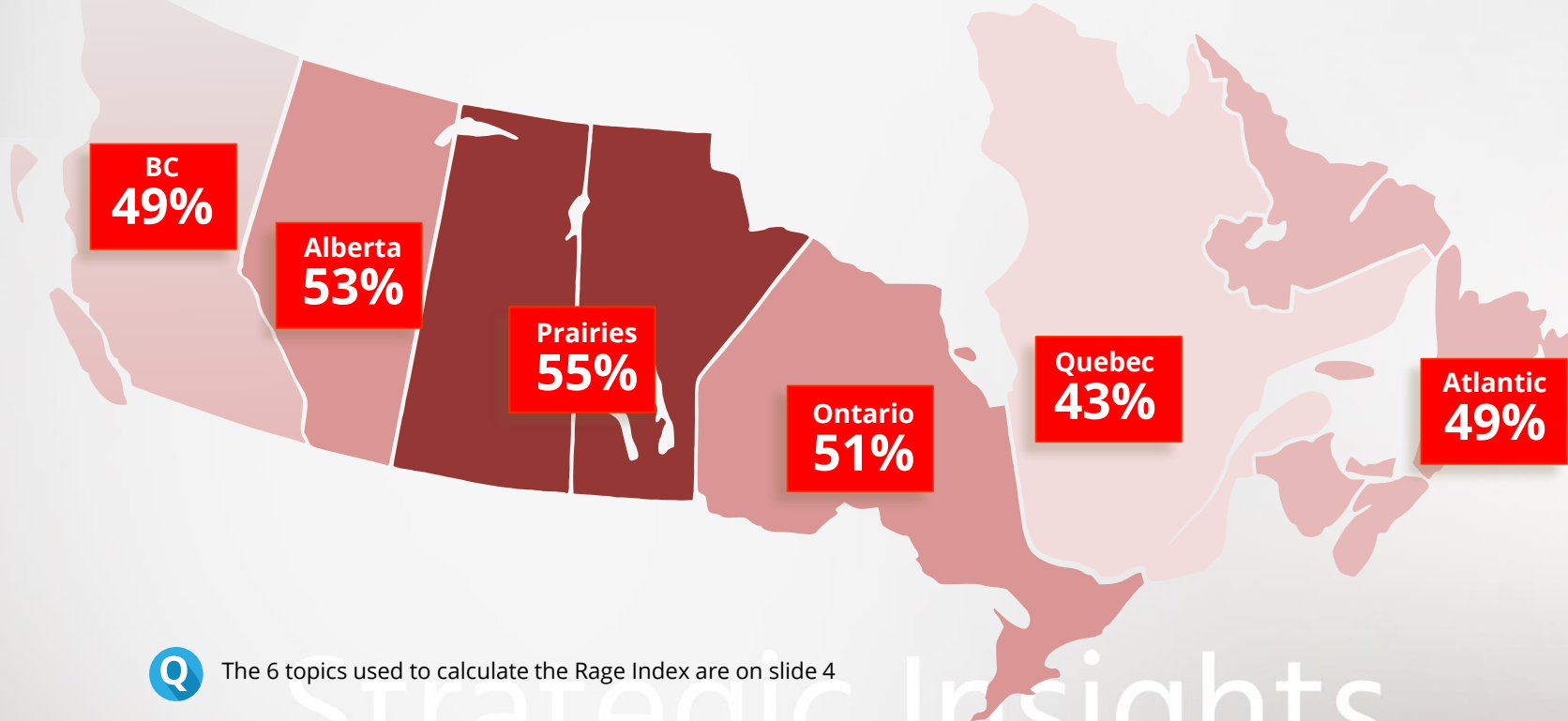
Average percentage of Canadians **very angry** about the 6 topics



The 6 topics used to calculate the Rage Index are on the previous slide

Those on Prairies are angriest, with Quebecers the least so

Average percentage of Canadians **annoyed** or **angry** about the 6 topics

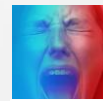


The 6 topics used to calculate the Rage Index are on slide 4

Frustration with both federal and provincial governments is highest in the Prairie provinces



% who are annoyed/angry



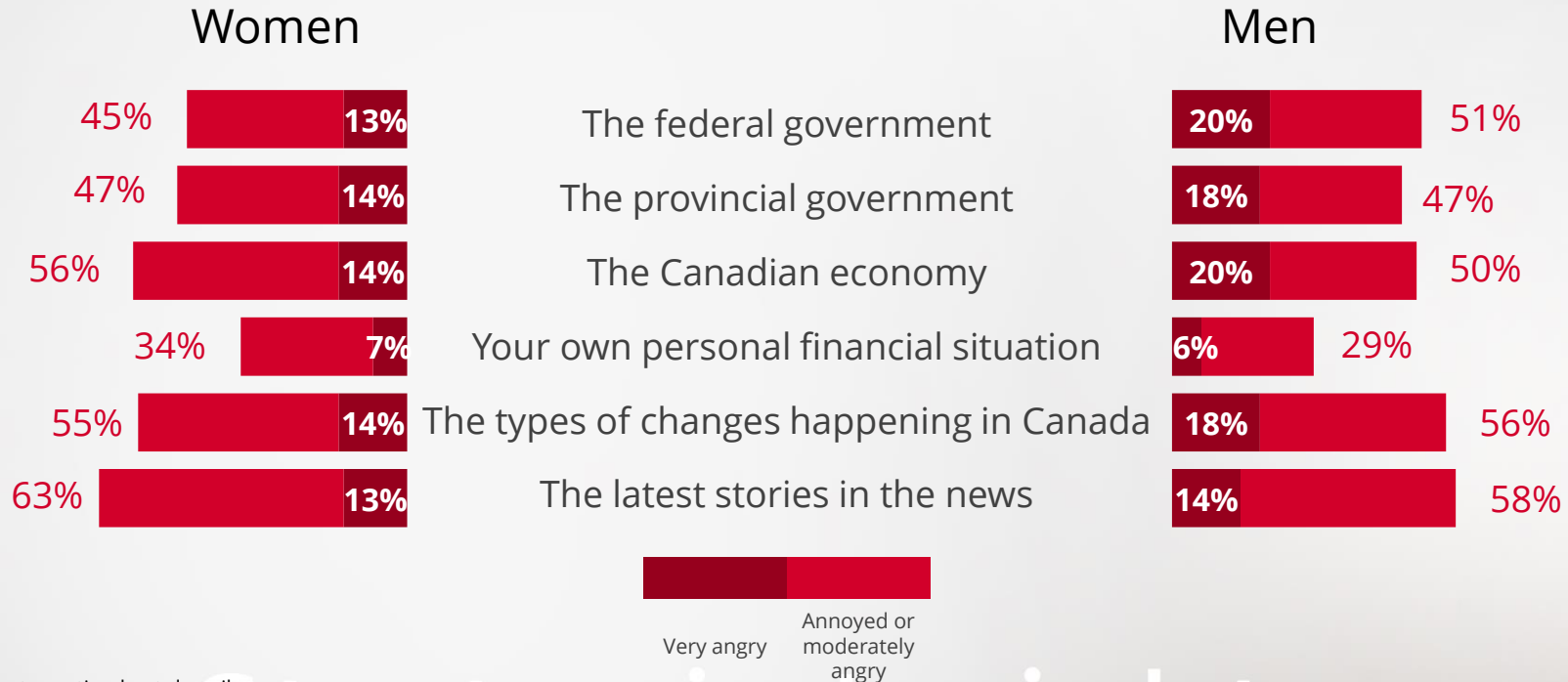
% who are very angry

	BC	AB	MN/ SK	ON	QC	Atl	BC	AB	MN/ SK	ON	QC	Atl
Rage Index	49	53	55	51	43	49	12	18	18	14	12	13
The federal government	49	55	51	45	47	47	15	26	19	15	14	16
The provincial government	36	63	61	49	37	43	8	24	22	17	13	9
The Canadian economy	50	56	55	56	50	54	13	18	22	18	17	14
Your own personal financial situation	28	33	40	36	24	29	4	9	12	7	4	5
The types of changes happening in Canada	61	48	59	59	48	54	19	16	20	17	11	16
The latest stories in the news	67	63	64	58	55	68	15	13	13	12	14	18



What emotion best describes how you feel when you think about each of the following?
The Rage Index is the average of the 6 questions listed above

Men more angry about government, with women angrier about economic situation



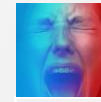
What emotion best describes how you feel when you think about each of the following?

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Seniors are the least angry about economic situation



% who are annoyed/angry



% who are very angry

Rage Index

The federal government

The provincial government

The Canadian economy

Your own personal financial situation

The types of changes happening in Canada

The latest stories in the news

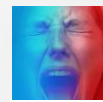
	18-34	35-49	50-64	65+
Rage Index	48	51	52	46
The federal government	44	47	52	47
The provincial government	51	49	43	42
The Canadian economy	55	56	55	47
Your own personal financial situation	37	36	33	19
The types of changes happening in Canada	41	56	65	59
The latest stories in the news	57	61	63	59

	18-34	35-49	50-64	65+
% who are very angry	13	15	16	12
The federal government	13	18	19	16
The provincial government	17	17	15	12
The Canadian economy	17	17	20	13
Your own personal financial situation	4	7	10	4
The types of changes happening in Canada	12	17	19	15
The latest stories in the news	13	13	15	12

Anger levels similar across income groups on all questions except personal financial situation



% who are annoyed/angry



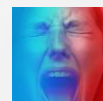
% who are very angry

	< \$50k	\$50k- \$100k	\$100k+	< \$50k	\$50k- \$100k	\$100k+
Rage Index	52	47	48	16	13	13
The federal government	48	46	47	16	16	16
The provincial government	48	45	47	18	14	15
The Canadian economy	54	52	52	17	17	17
Your own personal financial situation	46	31	21	13	4	3
The types of changes happening in Canada	55	53	57	15	17	13
The latest stories in the news	61	58	61	16	12	13

Immigrants less angry than those born in Canada



% who are annoyed/angry



% who are very angry

Rage Index

- The federal government
- The provincial government
- The Canadian economy
- Your own personal financial situation
- The types of changes happening in Canada
- The latest stories in the news

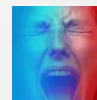
	Born in Canada	Immigrant	Racialized
	50	44	47
The federal government	49	41	45
The provincial government	47	41	44
The Canadian economy	55	45	52
Your own personal financial situation	31	32	37
The types of changes happening in Canada	56	49	41
The latest stories in the news	61	57	61

	Born in Canada	Immigrant	Racialized
	15	9	12
The federal government	17	10	13
The provincial government	17	9	10
The Canadian economy	19	8	16
Your own personal financial situation	7	6	9
The types of changes happening in Canada	17	7	10
The latest stories in the news	13	13	15

PPC and Conservative voters are the angriest – and not *just* about federal government



% who are annoyed/angry



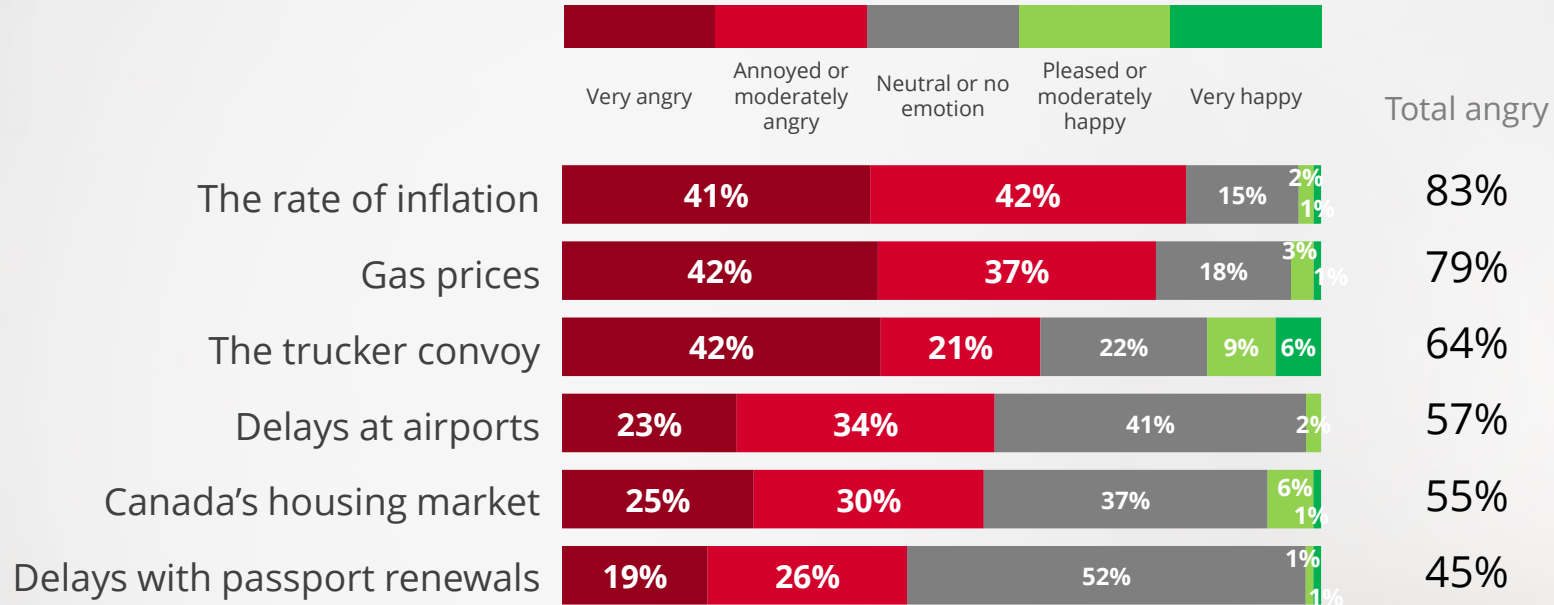
% who are very angry

	Lib	CPC	NDP	BQ	GP	PPC	Lib	CPC	NDP	BQ	GP	PPC
Rage Index	38	62	51	43	44	66	8	27	11	10	10	32
The federal government	14	81	41	66	40	89	2	45	6	16	7	46
The provincial government	51	43	59	16	53	59	18	14	24	0	17	27
The Canadian economy	38	76	49	56	43	84	3	43	10	15	5	34
Your own personal financial situation	26	33	39	13	24	28	5	7	7	3	11	6
The types of changes happening in Canada	38	72	49	59	58	67	5	36	10	10	9	43
The latest stories in the news	58	68	68	48	47	72	11	17	11	17	8	38



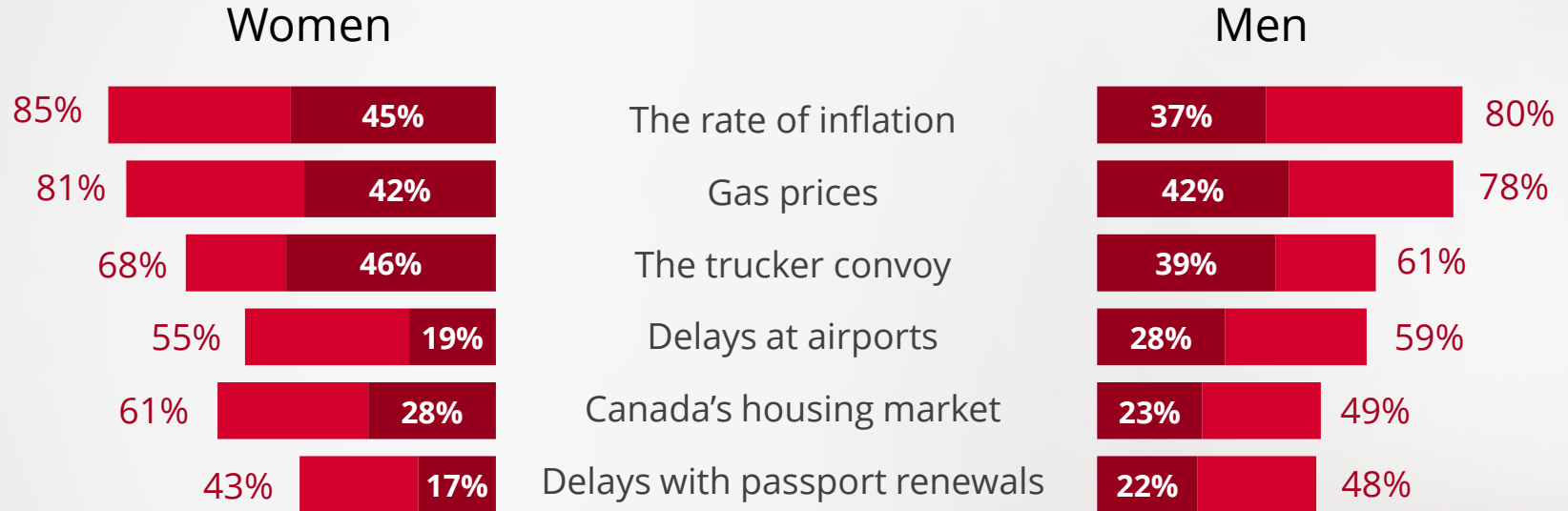
What emotion best describes how you feel when you think about each of the following?
The Rage Index is the average of the 6 questions listed above

Truckers convoy and economic news generating more anger than delays at airports and passport offices



What emotion best describes how you feel when you think about each of the following? (note: these items are NOT part of the Rage Index)

Men more angry about travel delays, while women more angry about truckers convoy



What emotion best describes how you feel when you think about each of the following?



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