



The Rage Index

Looking at the mood of Canadians

SEPTEMBER 2022

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What is the Rage Index?

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

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

This wave of the wave index takes a closer look at vaccine mandates, and the relationship between vaccine status and anger.

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Methodology

- **Field Window: September 2-12, 2022**
- **Sampling:** Online survey of randomly-selected sample of **3,105 adult (18+) Canadians**
- **Reliability:** As a guideline*, a probability sample of this size carries a margin of error of **± 1.8%**, 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.

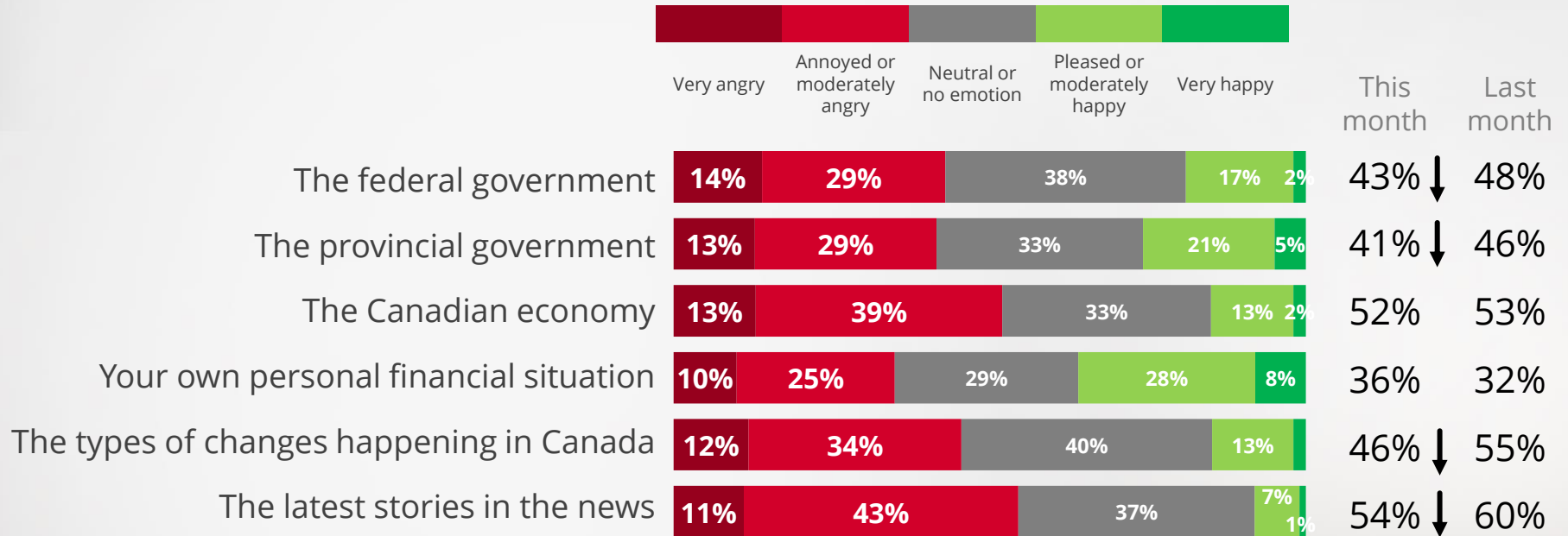
Region	Number of Interviews	Margin of error*
Atlantic Canada	200	± 6.9%
Quebec	502	± 4.4%
Ontario	601	± 4.0%
Manitoba/ Saskatchewan	587	± 4.0%
Alberta	610	± 4.0%
British Columbia	605	± 4.0%
Canada	3,105	± 1.8%



Key Findings

- Canadians are less angry than they were this summer, with **the Rage Index score down 4 points this wave.**
 - This includes a 5-point drop in anger towards both the federal and provincial governments.
- Despite vocal opposition to them, **almost twice as many Canadians feel pleased or happy (43%) about vaccine mandates as feel frustrated or angry about them (23%).**
 - Unvaccinated Canadians score significantly higher on the Rage Index. They are not only angrier towards government, but about the economy and their personal finances.
- The firing of Lisa LaFlamme from CTV has struck a nerve among women 50+, with 36% of them very angry and another 29% annoyed or somewhat angry.

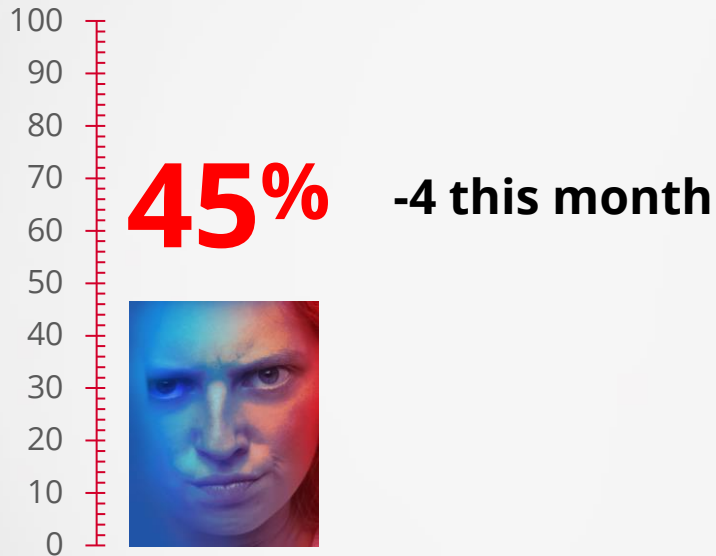
Economic outlook doesn't improve this mood, but Canadians feeling better about government and news



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

The Rage Index: The temperature eases this month

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



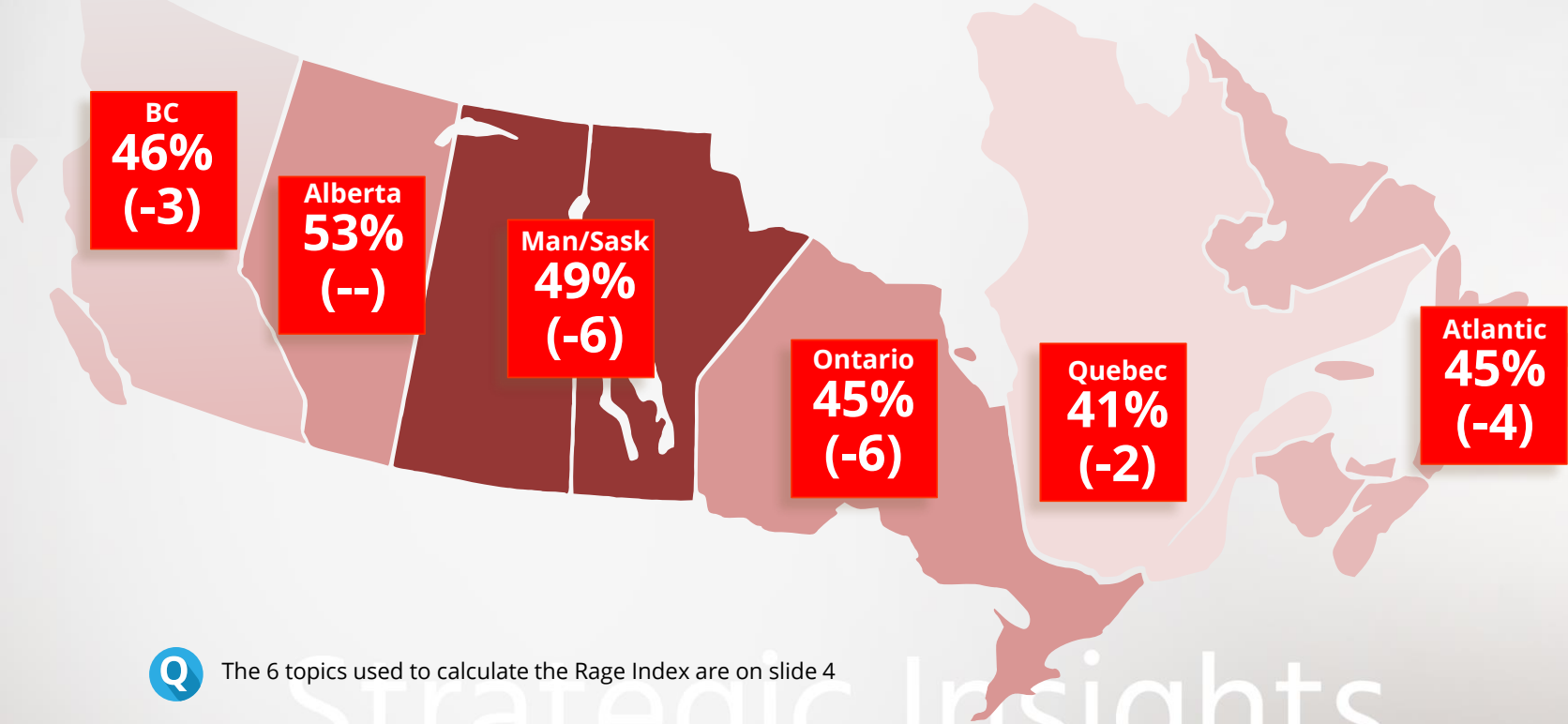
Average percentage of Canadians **very angry** about the 6 topics in the Rage Index



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

Anger drops across the entire country this month – except in Alberta

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

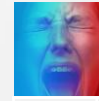


The 6 topics used to calculate the Rage Index are on slide 4

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



% who are annoyed/angry



% who are very angry

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

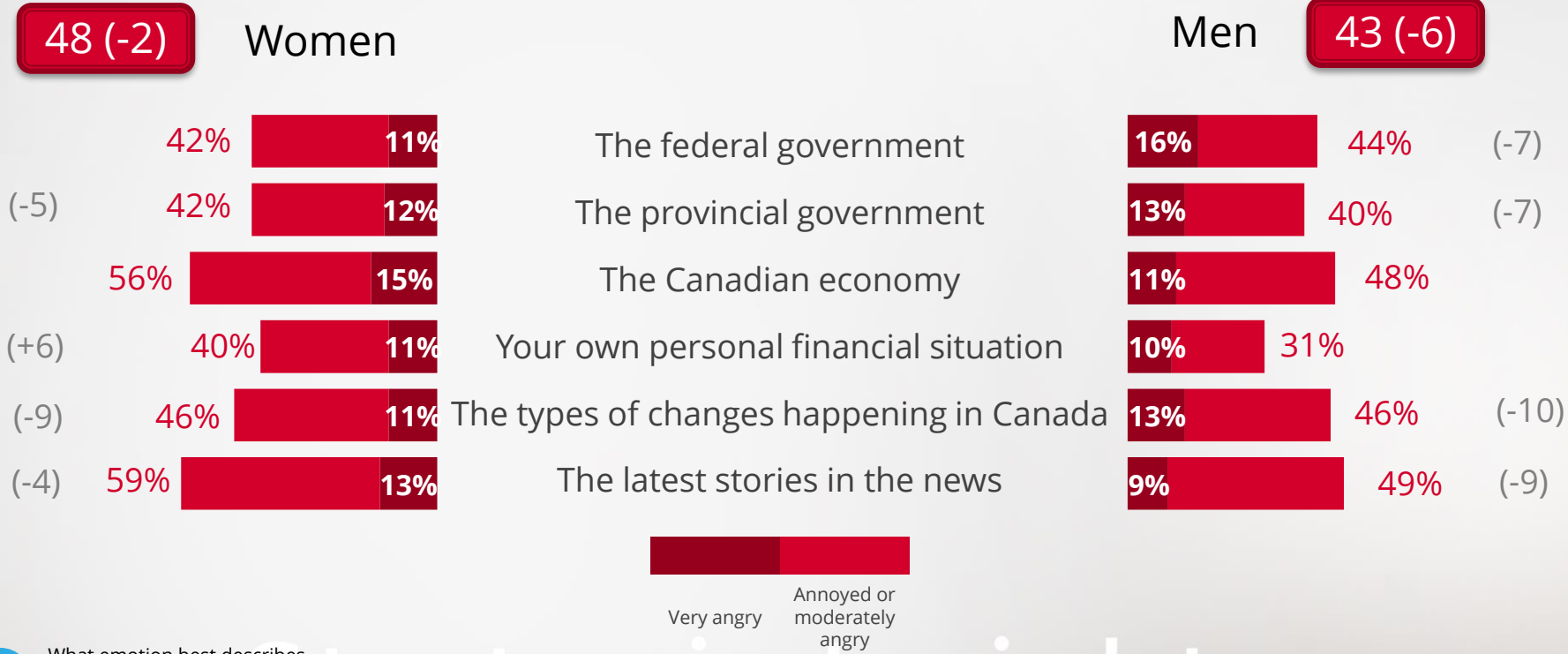
	BC	AB	MN/ SK	ON	QC	Atl
Rage Index	46	53	49	45	41	45
The federal government	43	54	46	41	40	42
The provincial government	36	55	48	43	33	39
The Canadian economy	55	61	51	52	46	54
Your own personal financial situation	37	40	36	38	31	32
The types of changes happening in Canada	48	54	53	45	41	53
The latest stories in the news	56	56	60	52	55	50

	BC	AB	MN/ SK	ON	QC	Atl
% who are very angry	11	18	14	12	10	11
The federal government	13	22	15	13	11	12
The provincial government	8	20	13	13	12	10
The Canadian economy	10	20	13	11	15	15
Your own personal financial situation	10	11	10	14	6	11
The types of changes happening in Canada	12	19	15	11	10	13
The latest stories in the news	11	15	17	11	10	6



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

Women angrier than men this month, due primarily to financial topics

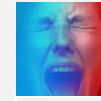


Q What emotion best describes how you feel when you think about each of the following?

Seniors are the least angry about economic situation



% who are annoyed/angry



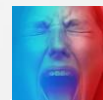
% who are very angry

	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
Rage Index	43	48	47	43	11	16	12	10
The federal government	40	45	46	40	10	17	14	15
The provincial government	40	43	41	41	9	14	14	12
The Canadian economy	49	55	55	49	13	17	13	9
Your own personal financial situation	40	45	34	20	13	15	8	5
The types of changes happening in Canada	39	48	51	48	8	16	13	13
The latest stories in the news	48	53	56	60	12	14	11	9

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



% who are annoyed/angry



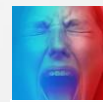
% who are very angry

	< \$50k	\$50k- \$100k	\$100k+	< \$50k	\$50k- \$100k	\$100k+
Rage Index	48	45	43	15	12	11
The federal government	44	43	43	15	12	15
The provincial government	45	40	39	15	11	12
The Canadian economy	55	52	50	16	14	9
Your own personal financial situation	46	36	24	16	10	4
The types of changes happening in Canada	47	43	49	15	9	14
The latest stories in the news	53	56	50	11	13	10

Immigrants less angry than those born in Canada



% who are annoyed/angry



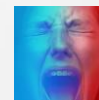
% who are very angry

	Born in Canada	Immigrant	Racialized	Born in Canada	Immigrant	Racialized
Rage Index	48	35	41	13	8	9
The federal government	47	28	35	15	7	9
The provincial government	44	30	40	14	9	11
The Canadian economy	55	42	46	15	5	7
Your own personal financial situation	36	35	45	10	12	11
The types of changes happening in Canada	49	35	35	14	6	5
The latest stories in the news	57	44	48	12	10	13

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	33	58	51	43	53	60	6	22	12	8	14	26
The federal government	13	74	43	56	51	75	1	36	8	12	10	48
The provincial government	35	41	62	20	55	58	12	12	19	2	18	9
The Canadian economy	35	69	54	55	58	69	4	25	10	15	10	37
Your own personal financial situation	31	37	43	25	50	37	7	10	16	7	14	17
The types of changes happening in Canada	35	68	42	46	45	63	2	31	8	5	9	25
The latest stories in the news	47	58	62	56	61	58	7	17	12	6	22	20

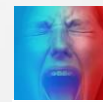


What emotion best describes how you feel when you think about each of the following?
The Rage Index is the average of the 6 questions listed above

The unvaccinated angrier towards governments – and about the economy



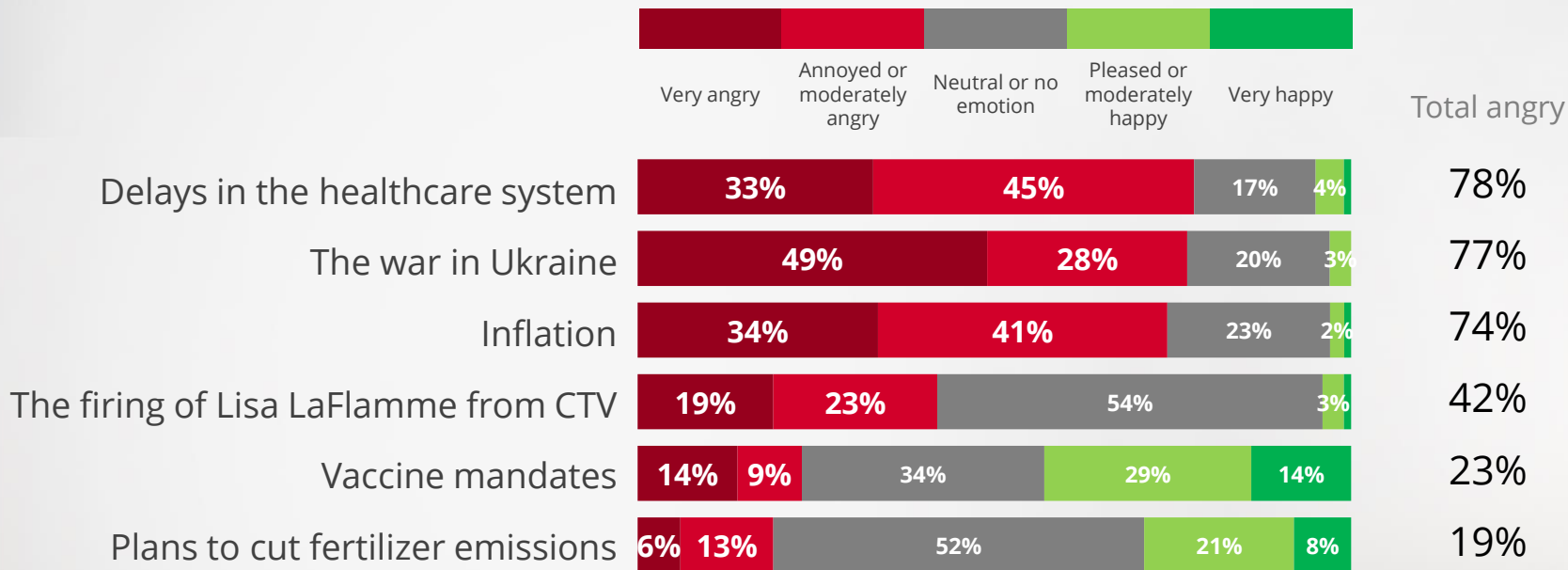
% who are annoyed/angry



% who are very angry

	Not vaxed	2 Doses	Boosters	Not vaxed	2 Doses	Boosters
Rage Index	62	49	42	24	16	9
The federal government	71	46	38	35	16	10
The provincial government	64	40	39	21	11	12
The Canadian economy	68	61	46	27	18	9
Your own personal financial situation	52	44	30	18	16	7
The types of changes happening in Canada	63	49	43	23	17	8
The latest stories in the news	55	52	55	23	14	9

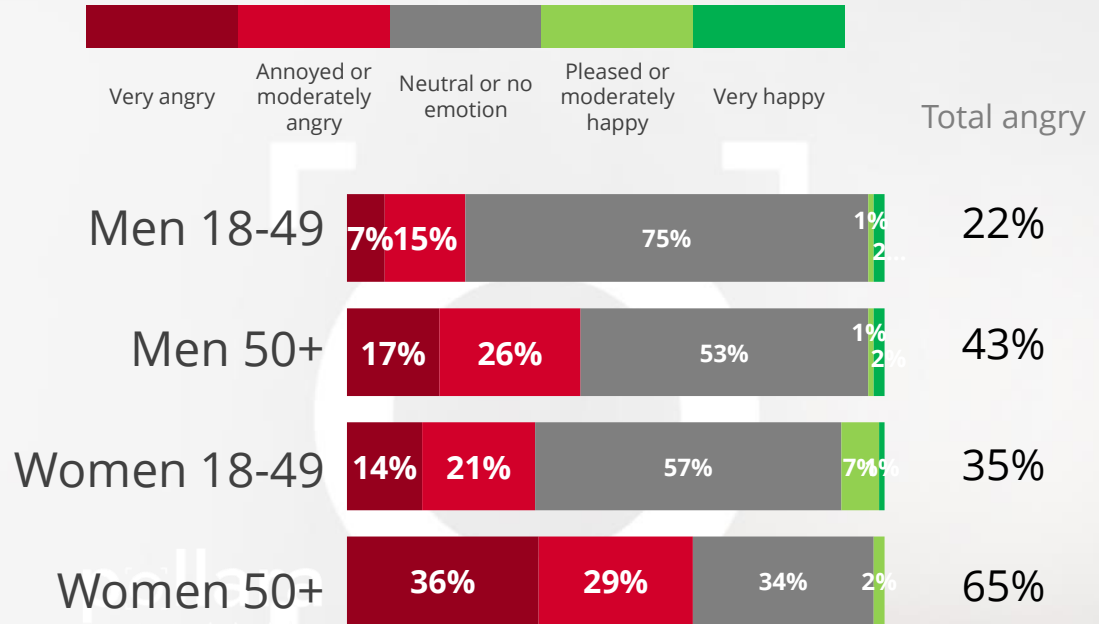
Healthcare delays, war in Ukraine, and inflation causing widespread anger



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)

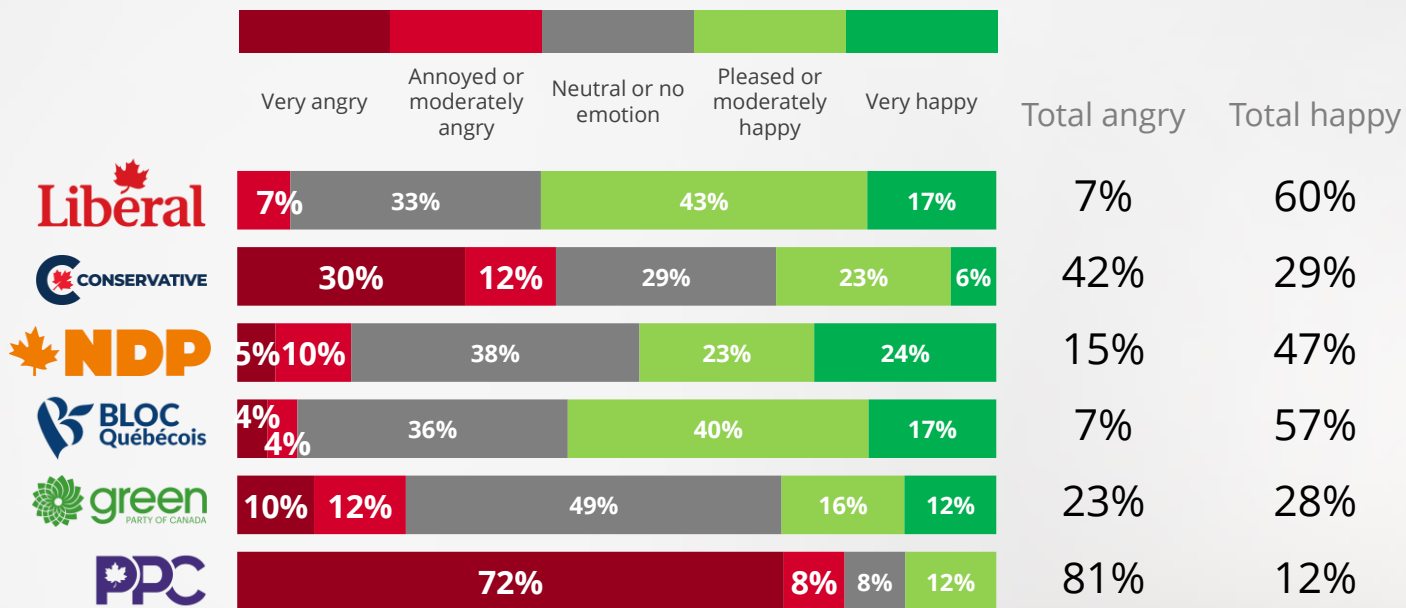
Lisa LaFlamme's firing angering women over 50

36%
of women over 50 are **very angry** about the firing of Lisa LaFlamme, with another 29% annoyed or moderately angry



What emotion best describes how you feel when you think about each of the following? **The firing of Lisa LaFlamme**

Vaccine mandates a highly politicized issue

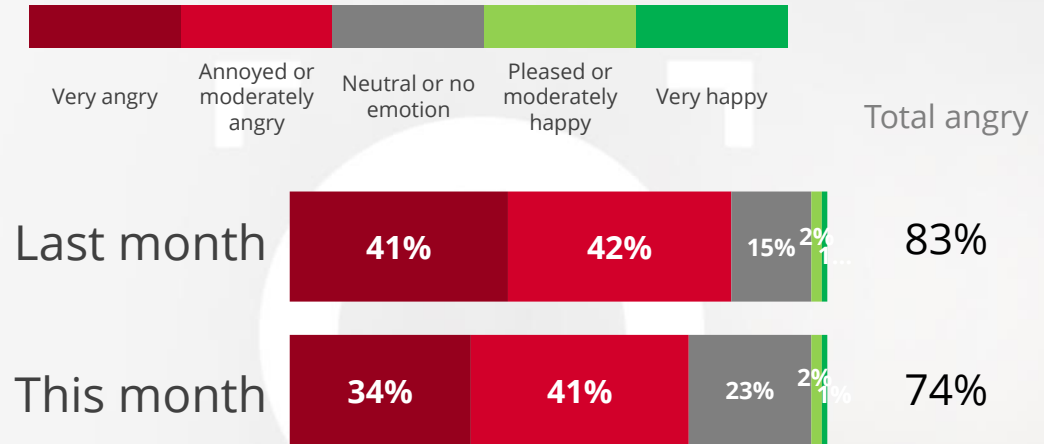


What emotion best describes how you feel when you think about each of the following? **Vaccine mandates.**

Inflation anger still widespread, but less intense this month

74%

of Canadians are annoyed or angry about inflation



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



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