



The Rage Index

Looking at the mood of Canadians

DECEMBER 2022

pollara
strategic insights



What is the Rage Index?

2

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.

We regularly track Canadians' 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 Rage Index shows how Canadians feel about this holiday season, and sheds light on the mood of the country as a difficult year comes to a close.

pollara
strategic insights

pollara
strategic insights

Methodology

- **Field Window: December 8-15, 2022**
- **Sampling:** Online survey of randomly-selected sample of **3,834 adult (18+) Canadians**
- **Reliability:** As a guideline*, a probability sample of this size carries a margin of error of **± 1.6%**, 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.

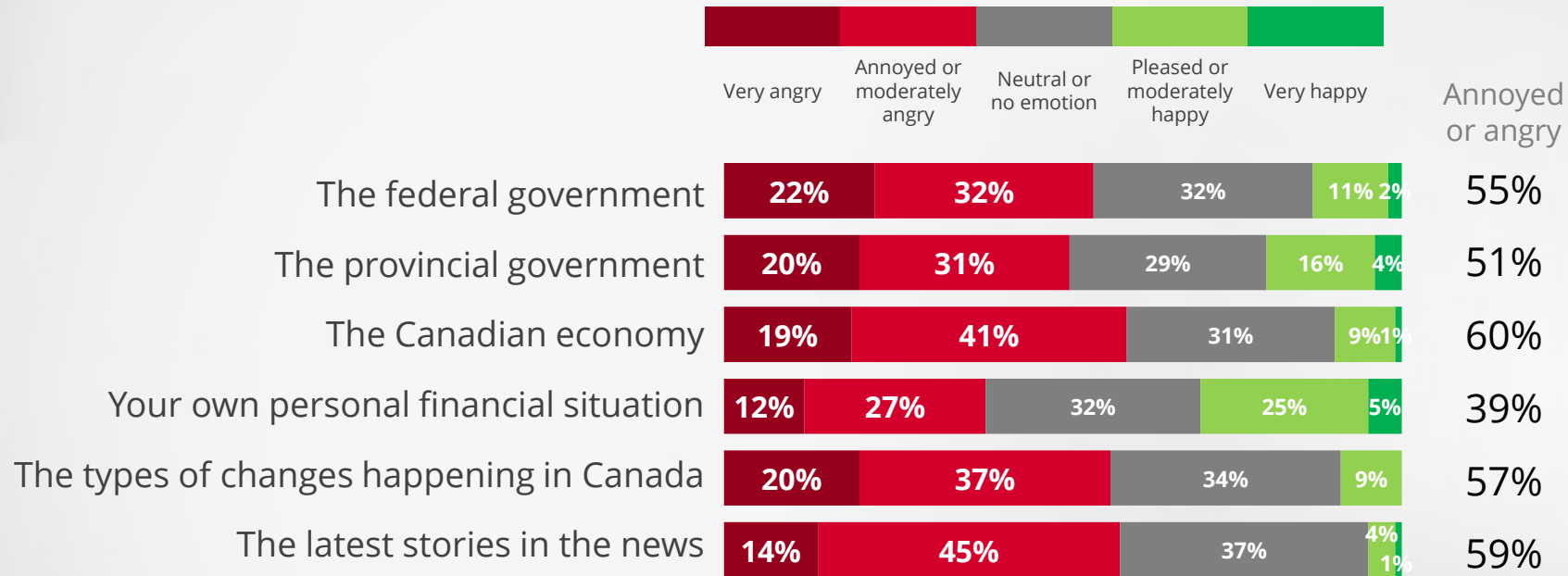
Region	Number of Interviews	Margin of error*
Atlantic Canada	770	± 3.5%
Quebec	701	± 3.7%
Ontario	807	± 3.4%
Manitoba/ Saskatchewan	604	± 4.0%
Alberta	451	± 4.6%
British Columbia	501	± 4.4%
Canada	3,834	± 1.6%



Key Findings

- Despite falling gas prices, Canadians are angrier about inflation today than they were during the summer. This may partly be responsible for **the overall Rage Index score hitting a new high this month.**
- The majority of Ontarians have negative emotions about Premier Ford's plan to rezone parts of the Greenbelt (62%), and the majority of Albertans have negative emotions about Premier Smith's Sovereignty Act (52%).
- Canadians are three times more likely to be angry than happy (32% vs. 11%) about Elon Musk buying Twitter, though most Canadians are ambivalent about this story, a good reminder that Twitter isn't real life.
- Despite all these sources of anger, Canadians can still smile when they look ahead to the holidays (55% happy or pleased vs. 12% annoyed or angry).

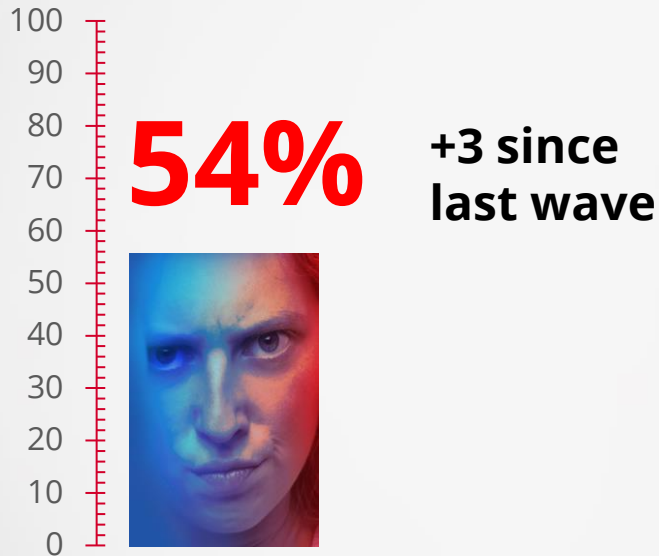
Majority of Canadians have negative feelings about federal and provincial governments, the economy



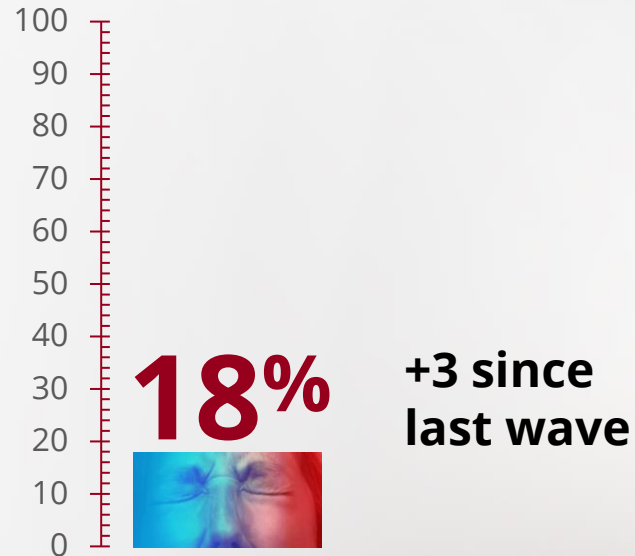
What emotion best describes how you feel when you think about each of the following?

The Rage Index: The temperature rises

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

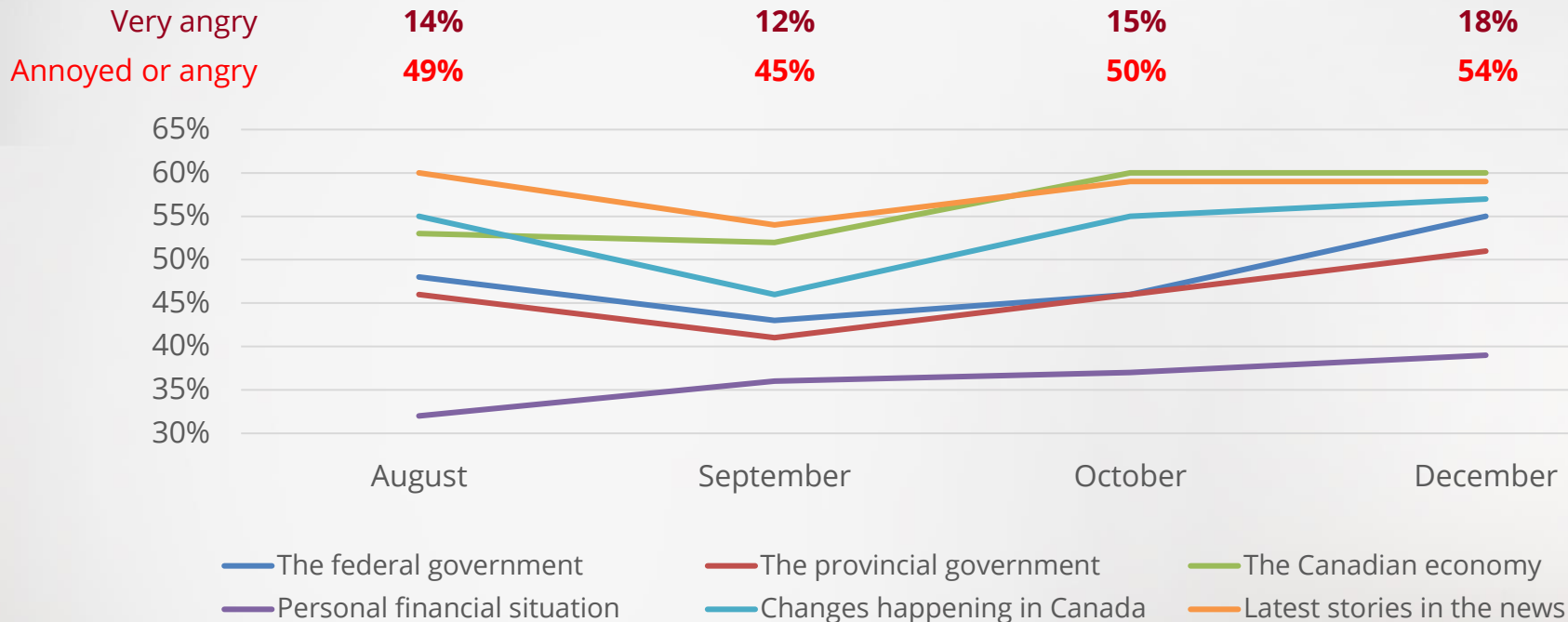


Average percentage of Canadians **very angry** about the 6 topics in the Rage Index



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

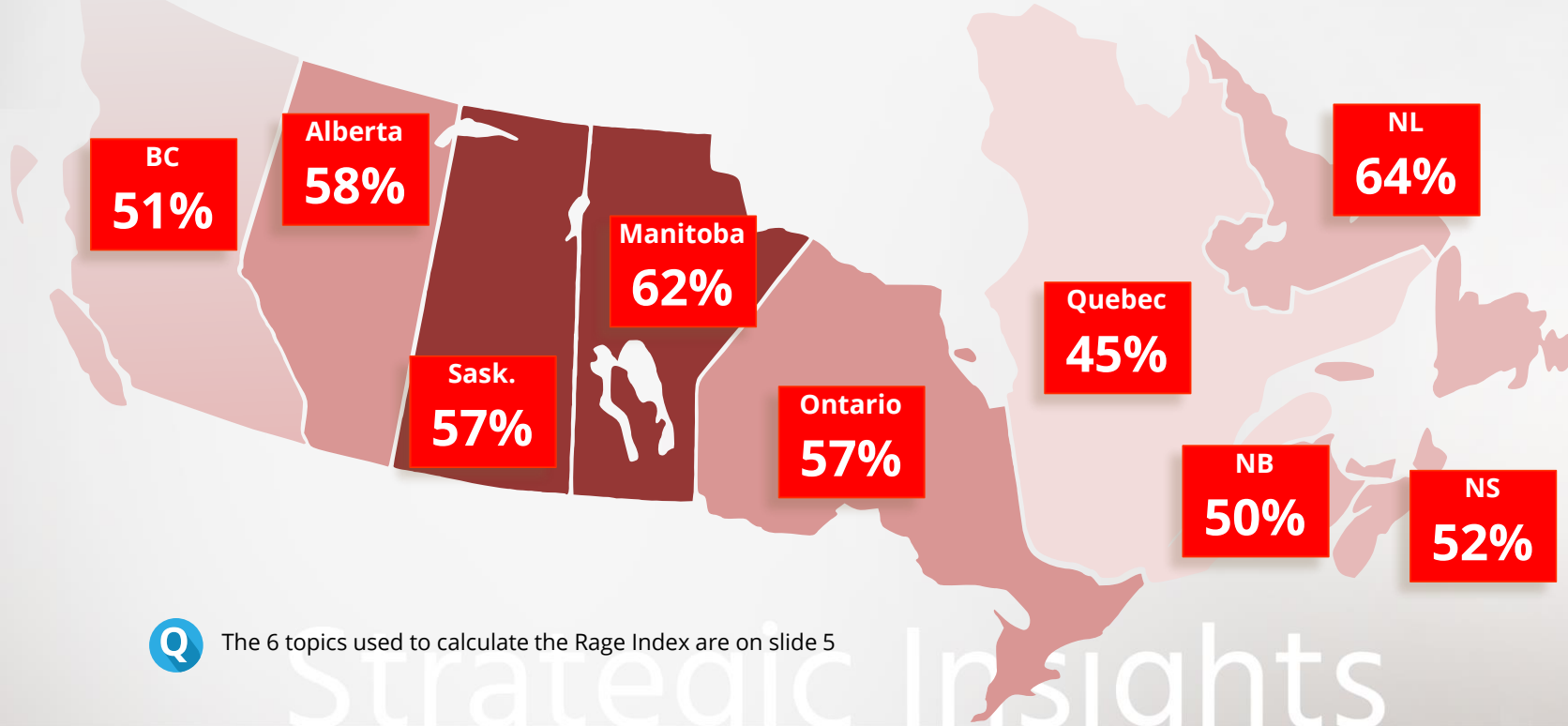
Anger is at its highest level since tracking began



What emotion best describes how you feel when you think about each of the following? (% annoyed or angry)

Rage Index is highest in Newfoundland, Prairies, and Ontario; Lowest in Quebec

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



The 6 topics used to calculate the Rage Index are on slide 5

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

55 (+1)

Women

Men

51 (+5)



Very angry

Annoyed or
moderately
angry



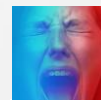
What emotion best describes how you feel when you think about each of the following?
(Changes of 3 points or more from previous wave are noted in brackets)

Strategic Insights

Anger levels similar across age groups, though younger Canadians are most frustrated about personal finances



% who are annoyed/angry



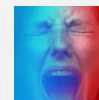
% who are very angry

	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
Rage Index	52%	55%	53%	55%	17%	20%	18%	17%
The federal government	51%	53%	56%	58%	19%	23%	24%	24%
The provincial government	53%	53%	49%	49%	21%	23%	18%	18%
The Canadian economy	59%	63%	59%	59%	18%	20%	19%	19%
Your own personal financial situation	45%	47%	31%	30%	16%	13%	8%	8%
The types of changes happening in Canada	52%	52%	60%	64%	15%	21%	22%	23%
The latest stories in the news	51%	51%	61%	68%	11%	21%	15%	10%

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



% who are annoyed/angry



% who are very angry

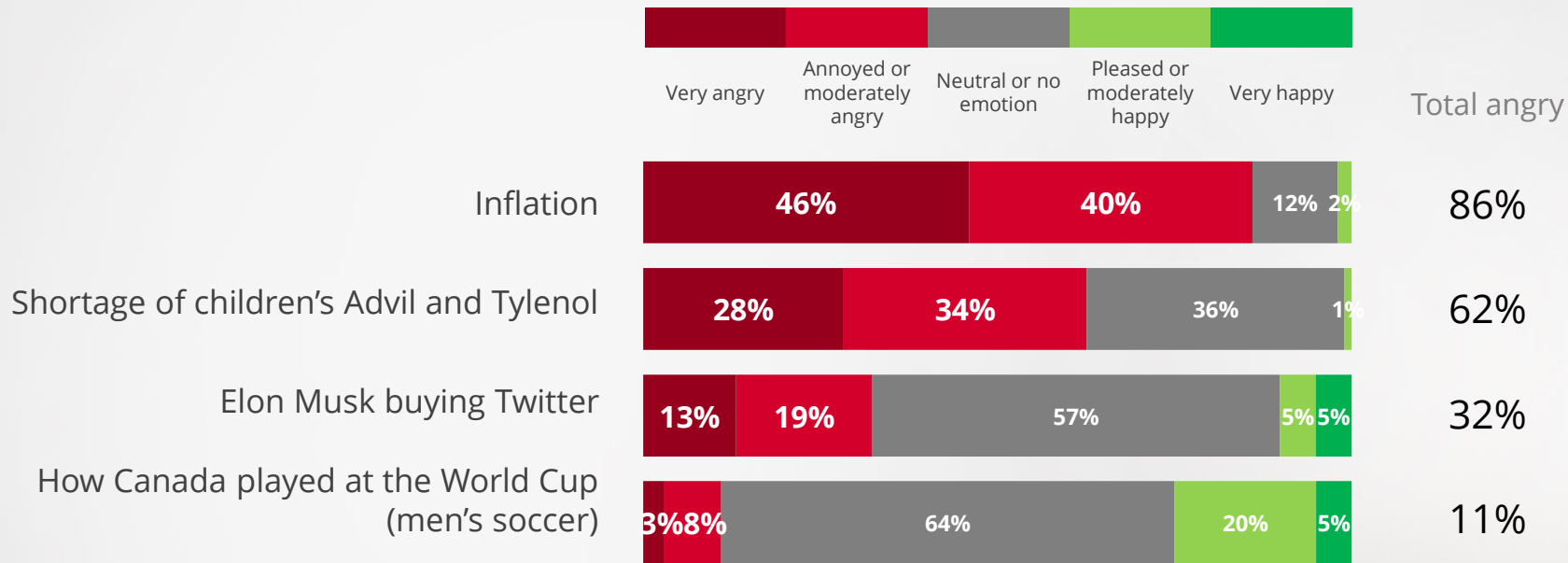
Rage Index

	Lib	CPC	NDP	BQ	GP	PPC	Lib	CPC	NDP	BQ	GP	PPC
	37%	63%	57%	51%	55%	74%	9%	28%	16%	12%	20%	46%
The federal government	19%	82%	50%	64%	52%	88%	3%	51%	8%	23%	22%	51%
The provincial government	49%	44%	66%	26%	55%	76%	20%	16%	28%	5%	24%	37%
The Canadian economy	43%	70%	58%	63%	67%	84%	5%	32%	16%	15%	20%	52%
Your own personal financial situation	29%	39%	51%	32%	42%	45%	5%	11%	15%	9%	20%	29%
The types of changes happening in Canada	36%	75%	52%	61%	56%	87%	8%	37%	14%	15%	24%	65%
The latest stories in the news	48%	68%	64%	59%	57%	65%	9%	20%	13%	6%	12%	40%



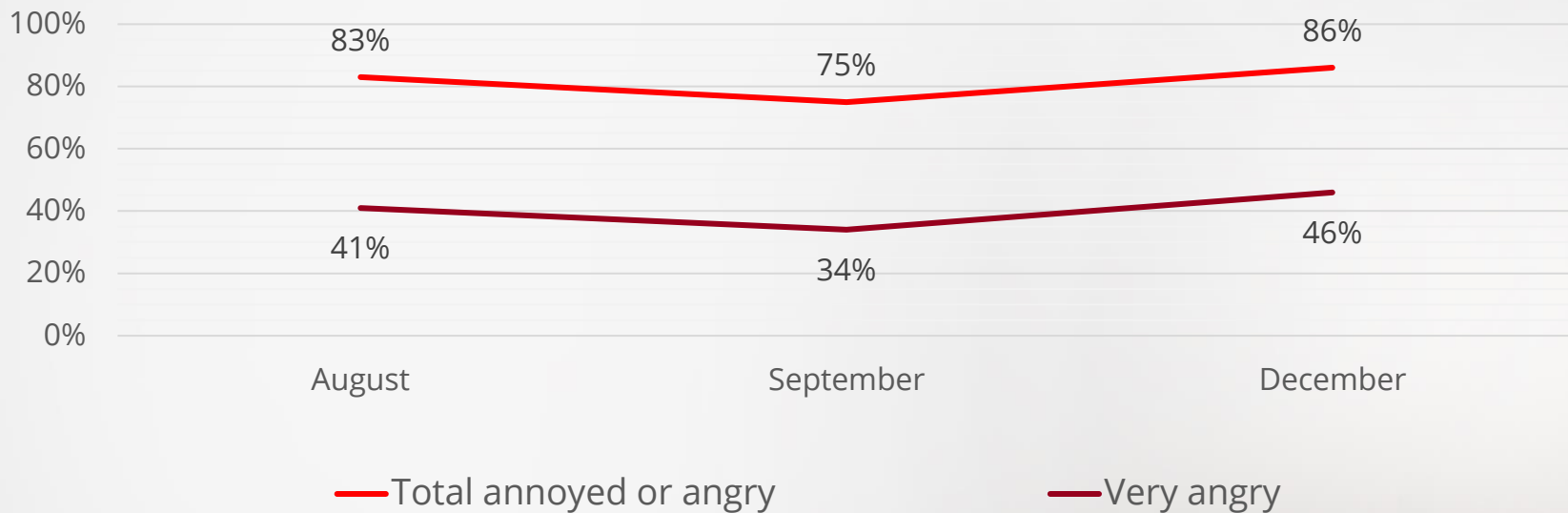
What emotion best describes how you feel when you think about each of the following?
The Rage Index is the average of the 6 questions listed above

Few feel bad about the effort put forward by the Canadian men's World Cup soccer team



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)

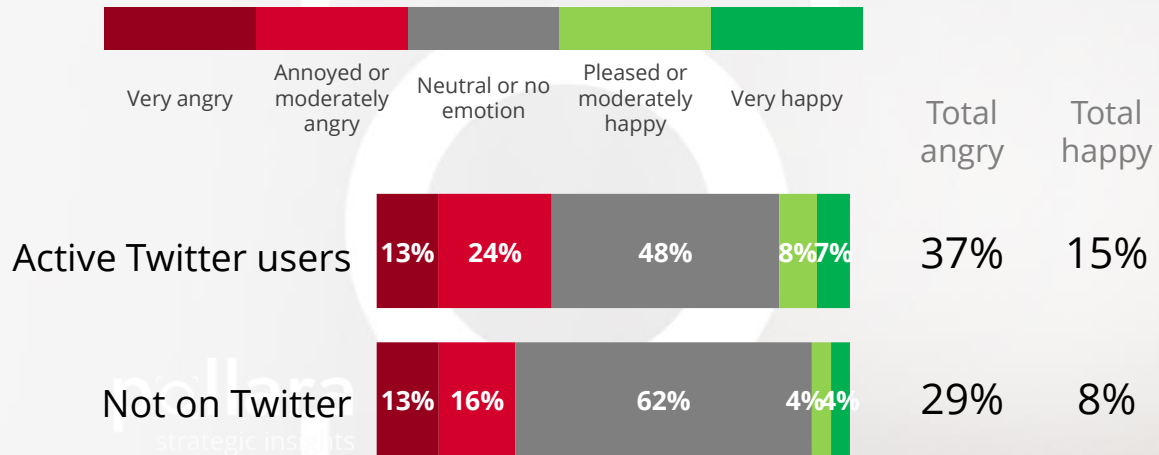
Anger over inflation higher now than over the summer



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

Half of Twitter users ambivalent to Musk buying the platform

- Though seniors are not on Twitter as much as younger demographics, they are the angriest about Musk buying Twitter (7% happy or pleased / 48% angry or annoyed).

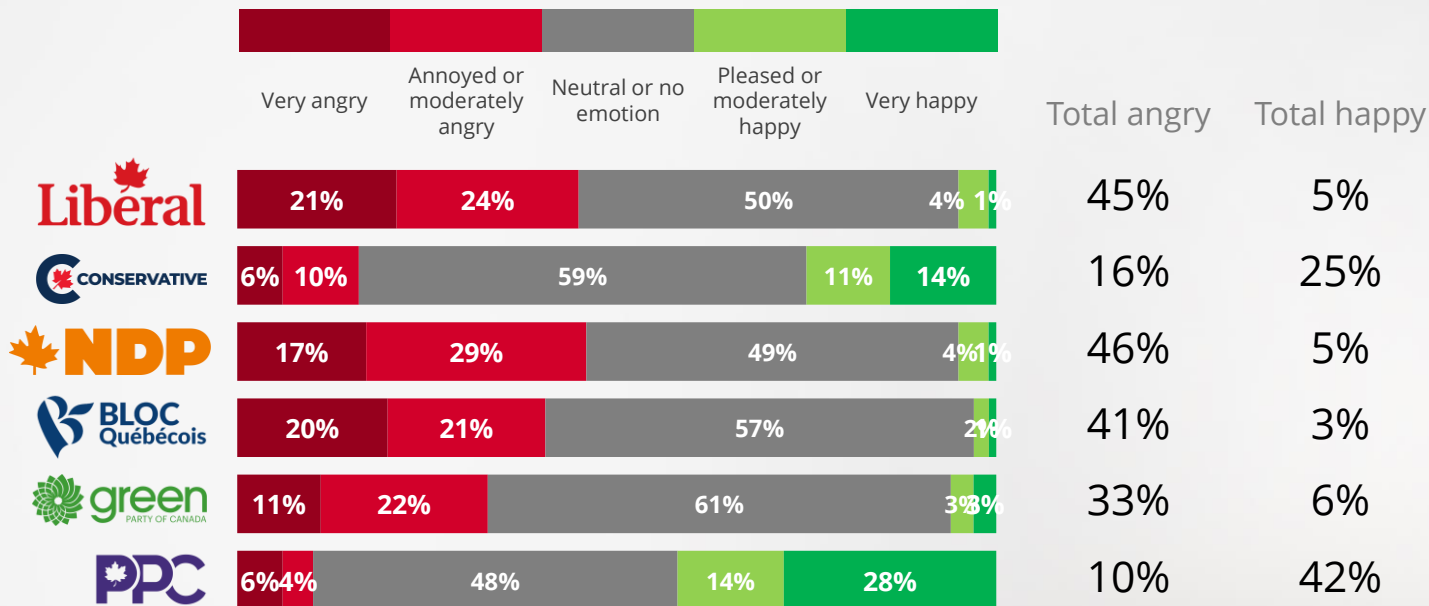


15%
of Twitter users are happy or pleased about Musk buying Twitter, while 37% are annoyed or angry



What emotion best describes how you feel when you think about each of the following? **Elon Musk buying Twitter.**

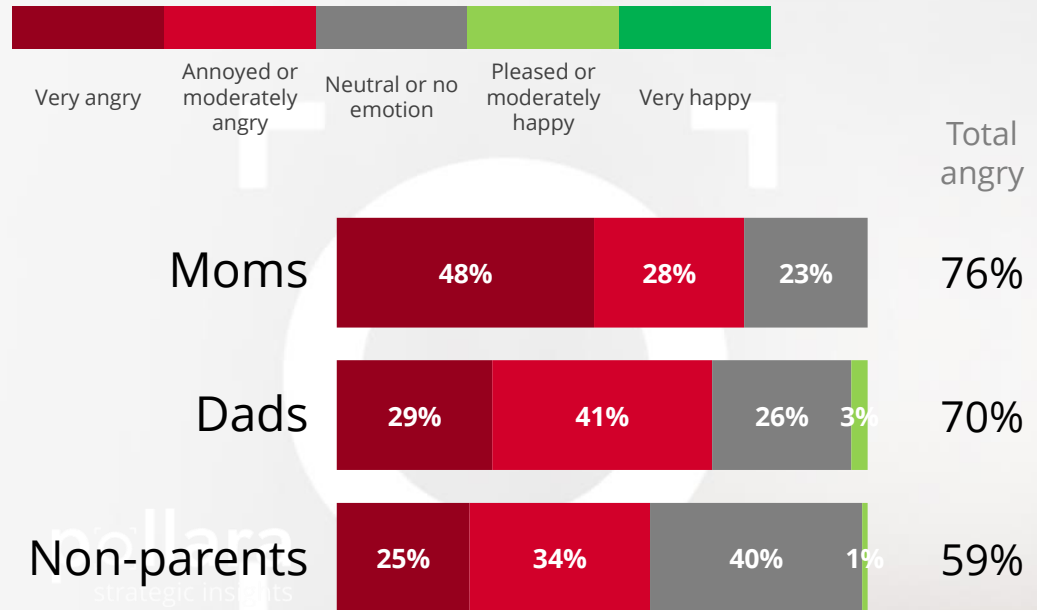
Conservative and PPC voters feel better about Musk buying Twitter



What emotion best describes how you feel when you think about each of the following? **Elon Musk buying Twitter.**

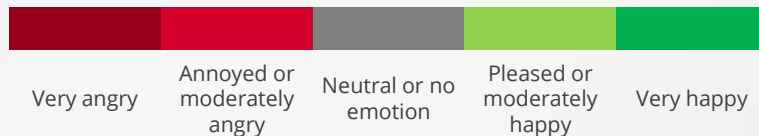
Half of moms very angry about children's medicine shortage

48%
of moms are very angry about the kids Advil and Tylenol shortage, compared to 29% of dads

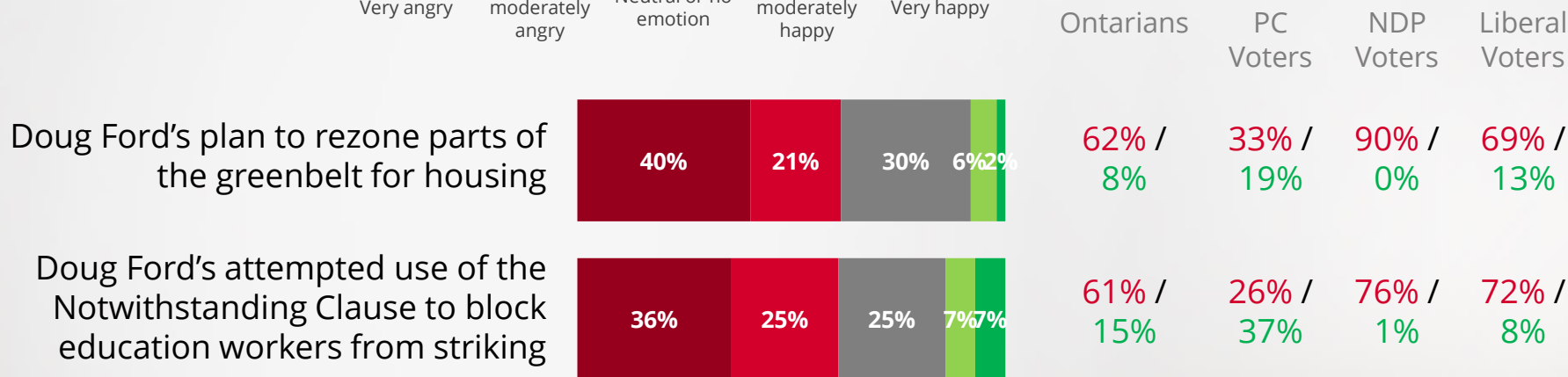


What emotion best describes how you feel when you think about each of the following? **Shortage in children's Advil & Tylenol**

Even PC voters more negative than positive towards Ford's plan to rezone parts of the greenbelt for housing



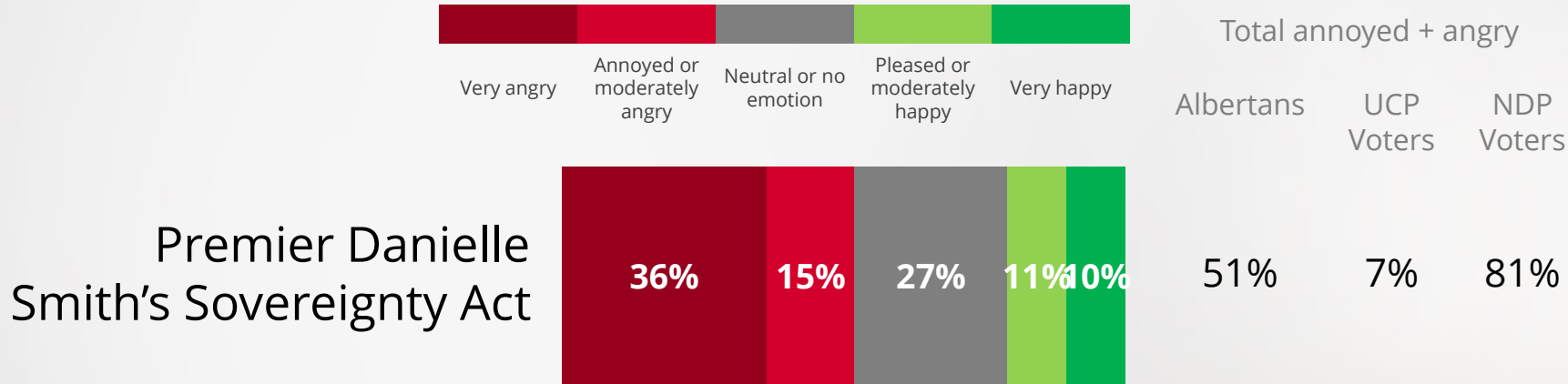
Total annoyed + angry /
total pleased + happy



What emotion best describes how you feel when you think about each of the following? (Ontario respondents only)

Albertans significantly more likely to be very angry (36%) than very happy (15%) about Sovereignty Act

- Though the Act was designed to mobilize Smith's base, there are significantly more NDP voters very angry (66%) about the Sovereignty Act than there are UCP voters very happy about it (37%).

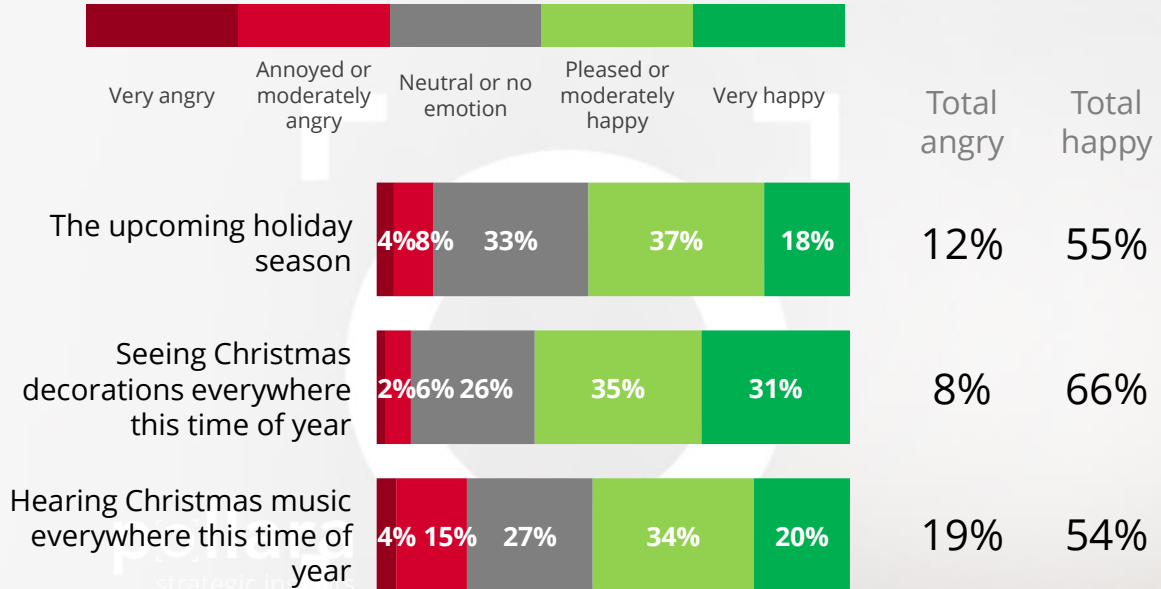


What emotion best describes how you feel when you think about each of the following? (Alberta respondents only)

Canadians largely feeling good when looking ahead to holidays

67%

of Canadians are pleased or happy when they see Christmas decorations out this time of year, with only 7% annoyed or angry



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



Media Spokesperson:

Craig Worden, President & Chief Innovation Officer
craigworden@pollara.com

pollara
strategic insights