



The Rage Index

Looking at the mood of Canadians

March 2023

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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.

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 focuses on social media, and its impact on the mood of Canadians.

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Methodology

- **Field Window: February 19th – March 2nd, 2023**
- **Sampling:** Online survey of randomly-selected sample of **3,002 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	301	± 5.6%
Quebec	600	± 4.0%
Ontario	900	± 3.3%
Manitoba/ Saskatchewan	200	± 6.9%
Alberta	500	± 4.4%
British Columbia	501	± 4.4%
Canada	3,002	± 1.8%

March 2023 Rage Index:

51%

(Down 3 points from December)

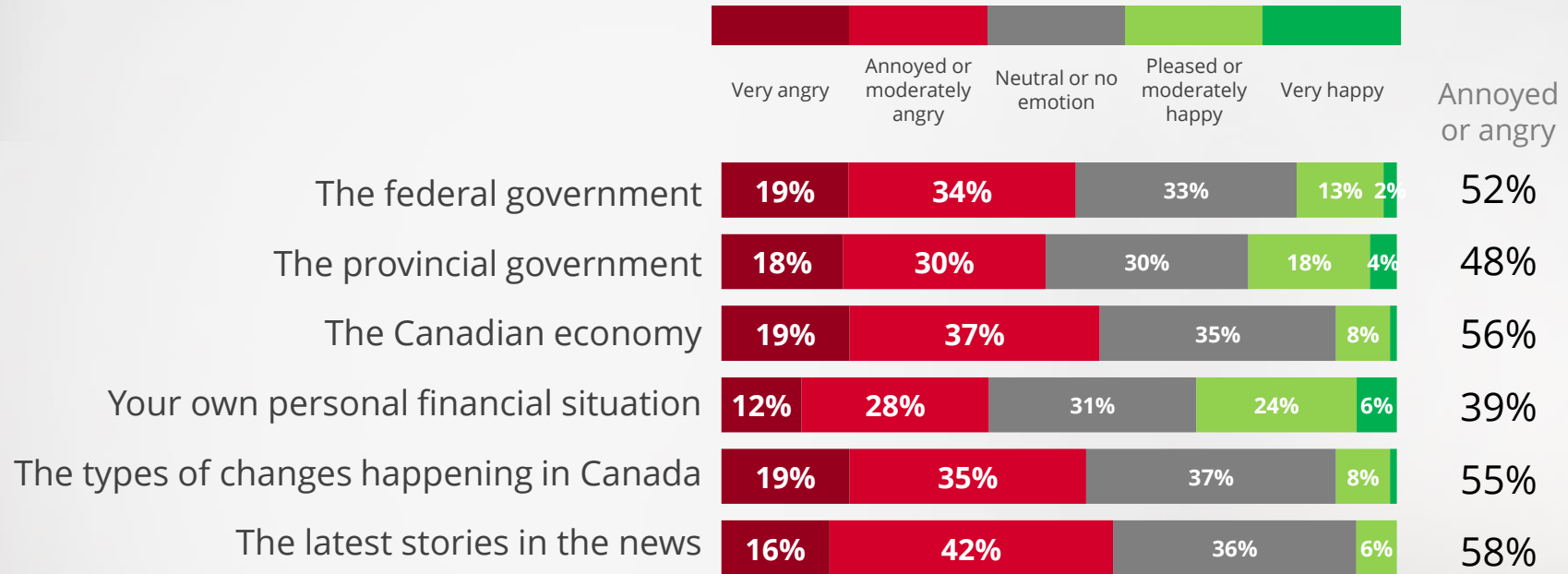
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Key Findings

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- The level of anger in Canada is down from December, but still above levels seen during the fall of 2022.
- **Canadians who spend more time on social media are angrier**, especially when it comes to how they feel about the economy and their personal financial situation.
- Though heavy social media users are angrier, few Canadians *report* feeling angry about their social media experiences.
 - The sites where people feel the happiest are Pinterest (71% feel pleased/happy), YouTube (62%), TikTok (59%), and Discord (55%).
 - The only sites where over one-in-ten users report feeling angry when they are on it are Facebook (16%) and Twitter (21%).
- **Over one-third (35%) of Canadians have quit a social media site due to the angry or toxic tone on it.** Younger women are the most likely to have quit due to this.
 - Canadians are most likely to have quit Facebook (17%) and Twitter (12%) due to the tone there.

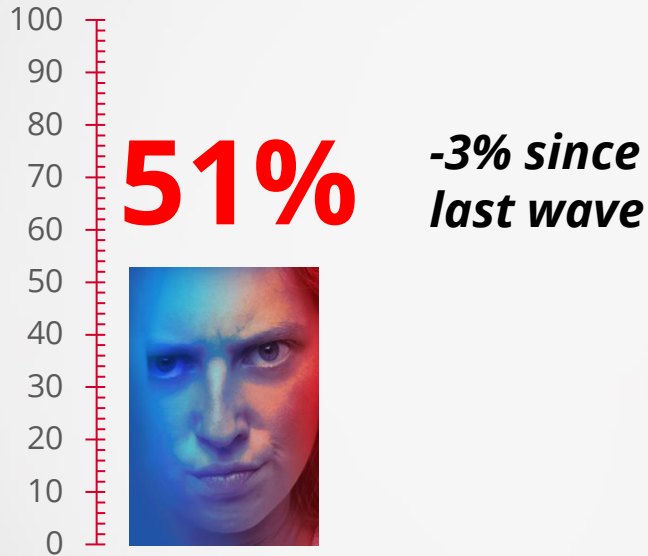
Majority of Canadians have negative feelings about federal government, economy, and changes happening



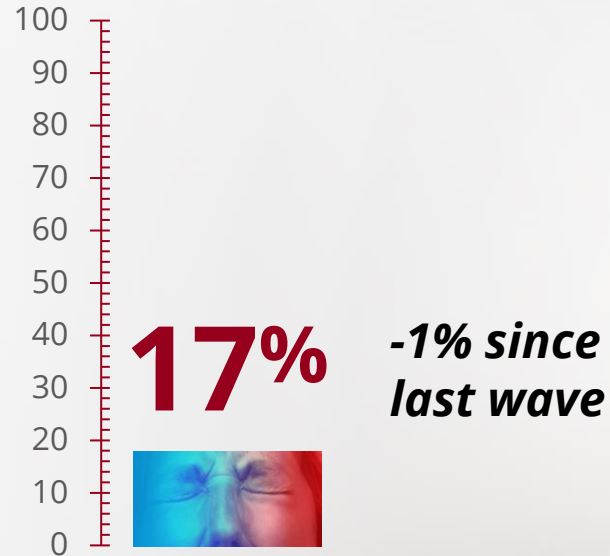
What emotion best describes how you feel when you think about each of the following?

The Rage Index: The temperature lowers

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

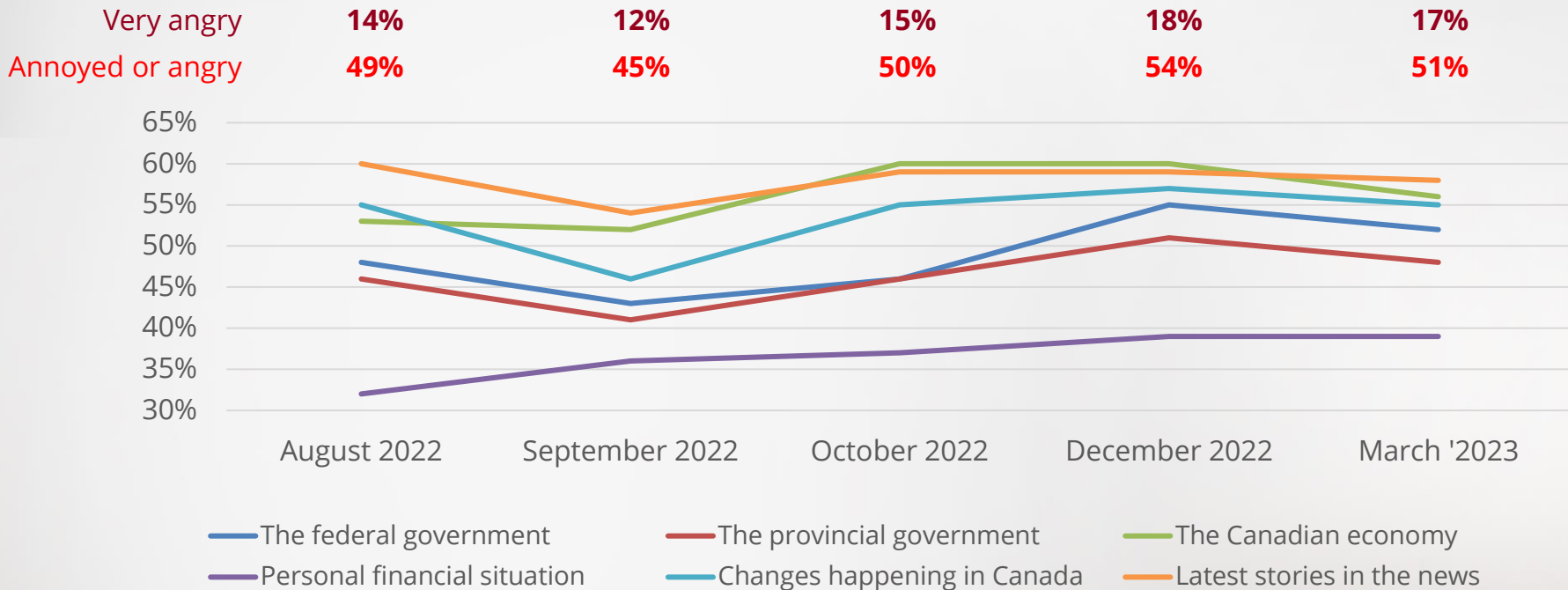


Average percentage of Canadians **very angry** about the 6 topics in the Rage Index



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

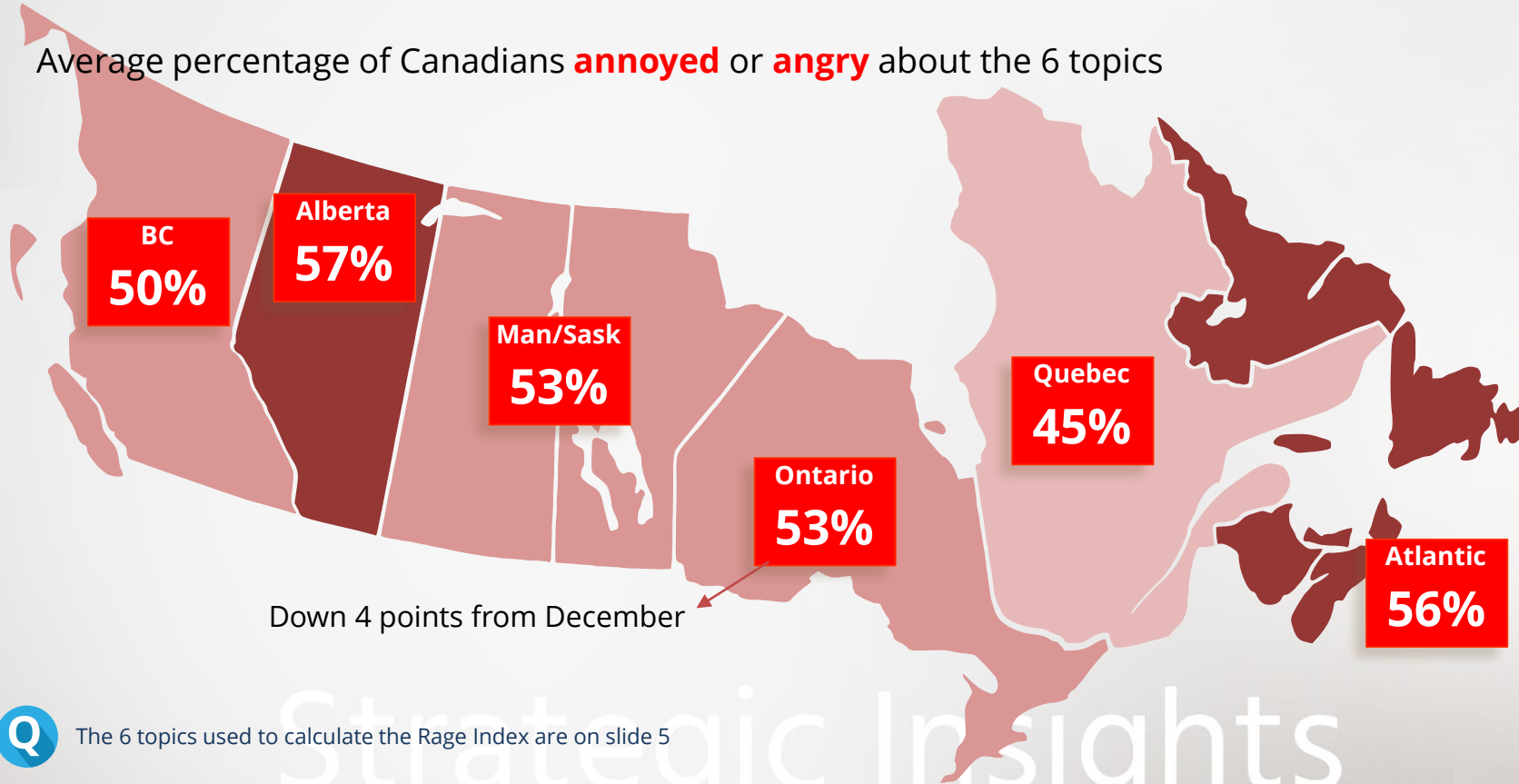
Tracking: Anger down from December, but still above fall 2022 levels



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

Rage Index is highest in Alberta and Atlantic Canada; Lowest in Quebec

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



Down 4 points from December



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

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Despite dissipating anger, men growing angrier about their financial situation

53 (-2)

Women

Men

49 (-2)



Very angry

Annoyed or moderately angry



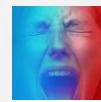
What emotion best describes how you feel when you think about each of the following?
(Changes of 3 points or more from previous wave are noted in brackets)

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Younger Canadians less angry overall, but 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	49%	54%	52%	51%	15%	21%	17%	15%
The federal government	46%	55%	54%	56%	14%	23%	20%	19%
The provincial government	50%	51%	45%	45%	17%	24%	16%	17%
The Canadian economy	58%	58%	57%	51%	18%	25%	17%	17%
Your own personal financial situation	45%	50%	38%	23%	14%	15%	13%	4%
The types of changes happening in Canada	44%	55%	59%	62%	15%	20%	24%	18%
The latest stories in the news	52%	56%	57%	66%	14%	18%	15%	16%



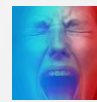
What emotion best describes how you feel when you think about each of the following?
The Rage Index is the average of the 6 questions listed above

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NDP voters remain less angry than Conservatives about the federal government



% 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

	Lib	CPC	NDP	BQ	GP	PPC
	34%	65%	54%	52%	53%	71%
The federal government	18%	85%	48%	72%	48%	74%
The provincial government	48%	43%	63%	29%	59%	70%
The Canadian economy	35%	77%	56%	48%	55%	83%
Your own personal financial situation	31%	42%	48%	33%	46%	59%
The types of changes happening in Canada	27%	75%	47%	67%	65%	82%
The latest stories in the news	48%	66%	64%	65%	47%	56%

	Lib	CPC	NDP	BQ	GP	PPC
	8%	27%	15%	10%	21%	45%
The federal government	2%	41%	8%	22%	19%	51%
The provincial government	22%	14%	26%	3%	25%	47%
The Canadian economy	7%	34%	16%	7%	25%	48%
Your own personal financial situation	6%	11%	15%	13%	21%	23%
The types of changes happening in Canada	4%	35%	11%	12%	25%	68%
The latest stories in the news	9%	25%	17%	4%	11%	31%



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

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63%

of people who spend over 10 hours a week on social media are angry about the Canadian economy, compared to 52% of other Canadians



Heavy social media users tend to be angrier

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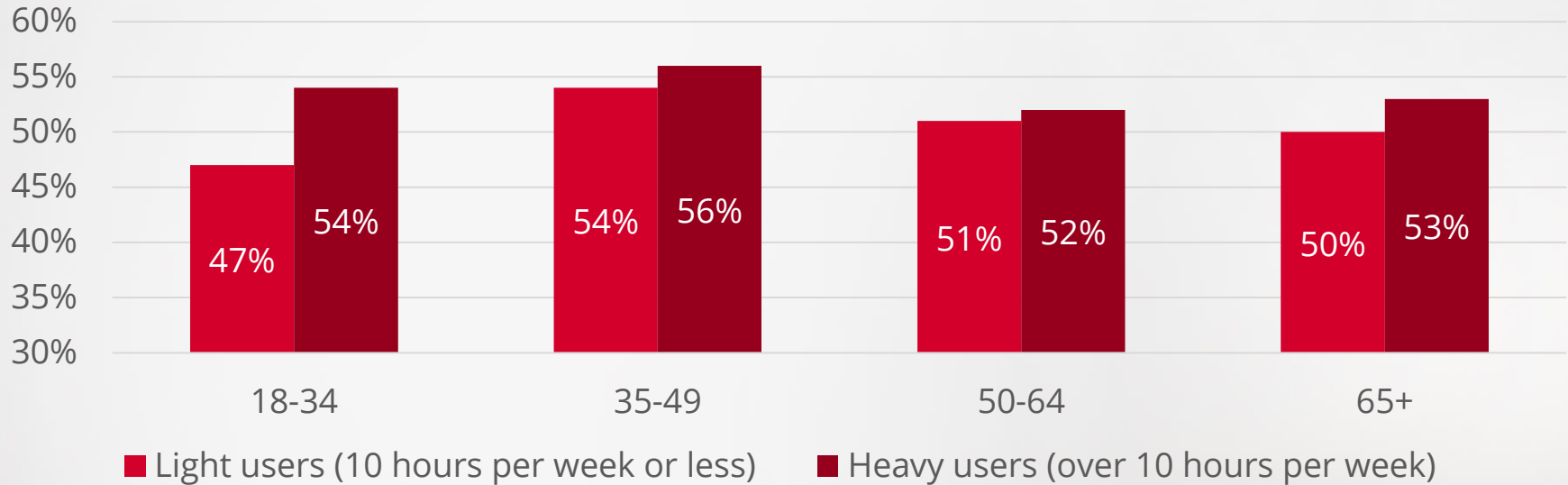
- Heavy social media users tend to be angrier about the economy and their personal financial situation.

Rage Index, by time spent on social media

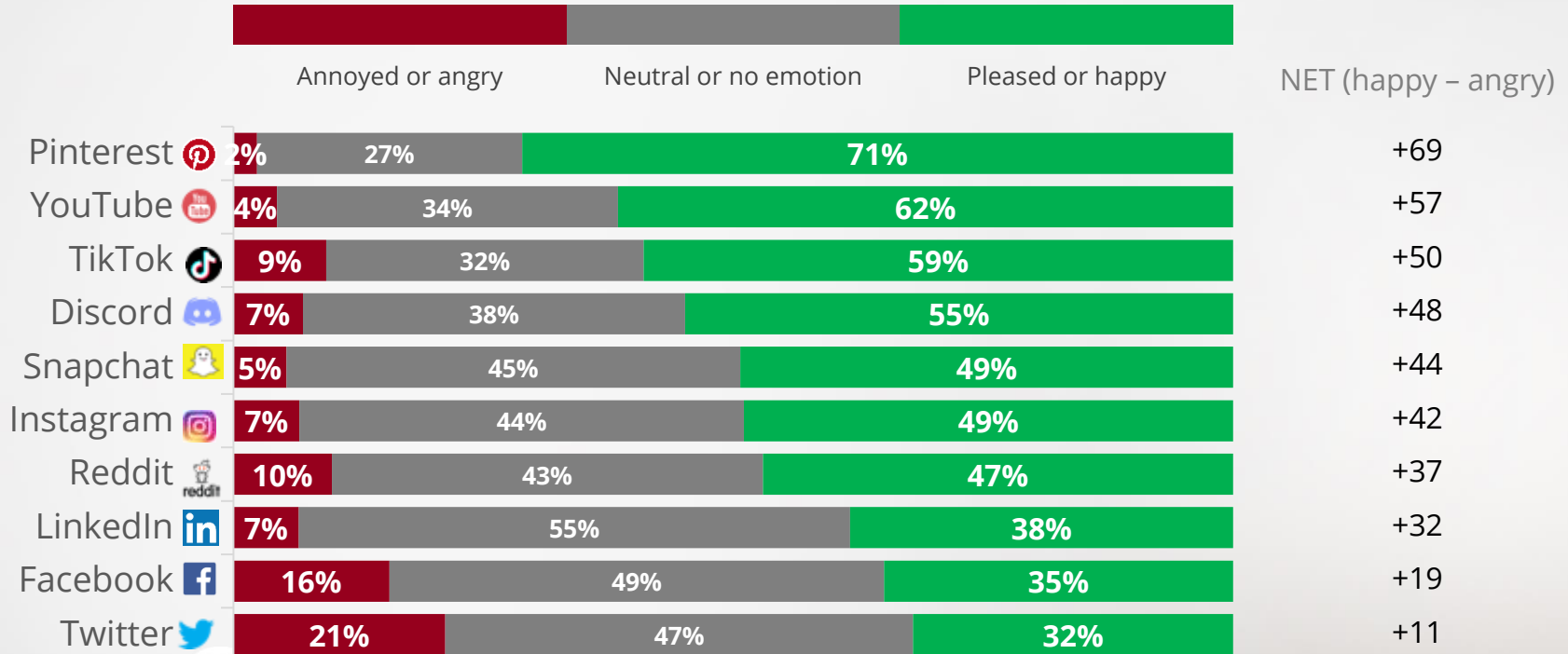


Even when controlling for age, heavy social media users tend to be angrier

Rage Index, by social media usage (for each age group)



Relatively few *report* feeling angry on social media; Twitter and Facebook users feel angry most often



What emotion do you feel when you are on each of the following websites? (AMONG USERS)

35%

of Canadians have quit a social media website because they found the tone too angry or toxic

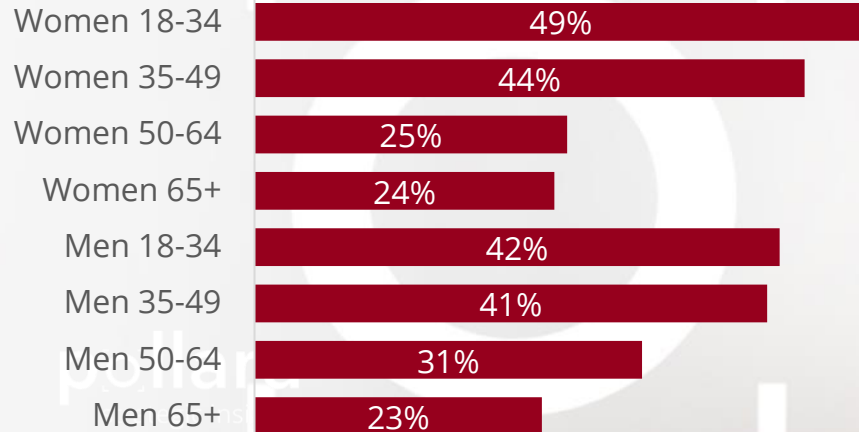
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Quitting Social Media

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- 46% of those aged 18-34 have quit social media due to the tone.

Have quit a social media website due to angry/toxic tone



Have you ever quit a social media website because you found the tone on it too angry or toxic? This could include quitting permanently, or quitting temporarily and then eventually going back.

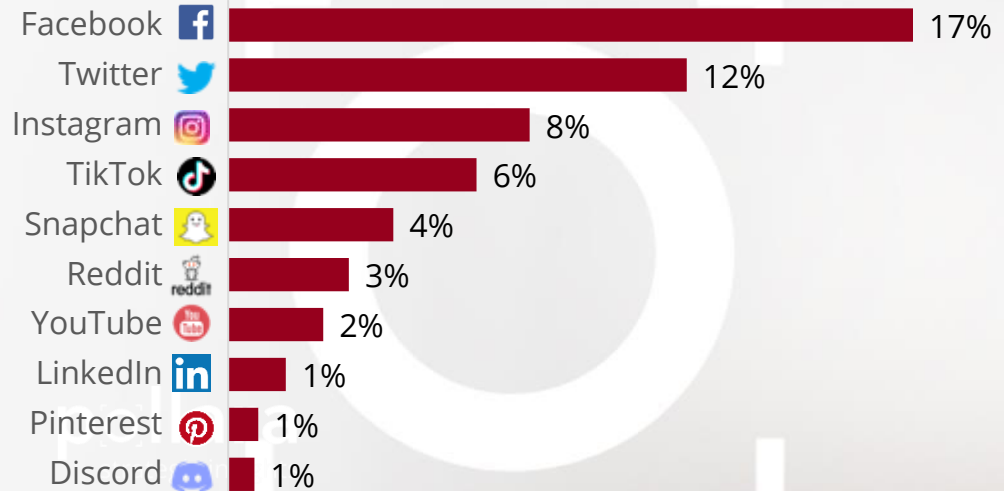
17%

of Canadians have quit Facebook because they found the tone too angry or toxic

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Facebook and Twitter are sites people have quit most due to the angry/toxic tone

Percentage of Canadians who have quit each of following sites due to angry/toxic tone



Which social media websites have you quit because you found the tone on them too angry or toxic? (Numbers above represented as share of total population)



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