The Rage Index
Looking at the mood of Canadians

September 2023
What is the Rage Index?

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.
Methodology

- **Field Window:** August 23 to September 5, 2023
- **Sampling:** Online survey of randomly-selected sample of **1,519 adult (18+) Canadians**
- **Reliability**: As a guideline, a probability sample of this size carries a margin of error of **± 2.5%**, 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.

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Interviews</th>
<th>Margin of error*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Canada</td>
<td>102</td>
<td>± 9.7%</td>
</tr>
<tr>
<td>Quebec</td>
<td>504</td>
<td>± 4.4%</td>
</tr>
<tr>
<td>Ontario</td>
<td>513</td>
<td>± 4.3%</td>
</tr>
<tr>
<td>Manitoba/Saskatchewan</td>
<td>97</td>
<td>± 10.0%</td>
</tr>
<tr>
<td>Alberta</td>
<td>101</td>
<td>± 9.8%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>202</td>
<td>± 6.9%</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td><strong>1,519</strong></td>
<td><strong>± 2.5%</strong></td>
</tr>
</tbody>
</table>
The Rage Index hit a record high in September 2023, with Canadians’ level of anger up 7 points from the spring.

This month also featured a record high level of anger towards the federal government. This is being driven by economic angst, which also hit a new high.

Both of these figures are likely due to concerns over inflation. Even though the rate of inflation is significantly lower than it was a year ago, the share of Canadians angry about inflation is higher than it was a year ago.

Young Canadians are angriest about the economy. This is largely due to the housing market, which half (49%) of Canadians under 35 are very angry about.

Seven-in-ten (69%) Ontarians are angry or annoyed about Doug Ford’s plan to rezone parts of the greenbelt for housing, up 8 points from December 2022.
Majority of Canadians have negative feelings about economy, and both federal and provincial governments

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

- **Very angry**: 23%, 19%, 25%, 14%, 24%, 18%, 27%, 26%, 27%, 28%, 26%, 13%
- **Annoyed or moderately angry**: 35%, 35%, 39%, 26%, 60%, 36%, 35%, 31%, 36%, 44%, 44%
- **Neutral or no emotion**: 27%, 26%, 27%, 27%, 26%, 26%, 26%, 31%, 8%, 8%, 4%
- **Pleased or moderately happy**: 13%, 17%, 8%, 1%, 6%, 6%, 1%, 8%, 1%, 1%, 1%
- **Very happy**: 1%, 4%, 4%, 1%, 6%, 6%, 1%, 8%, 1%, 1%, 1%

- The federal government: 58%
- Your provincial government: 53%
- The Canadian economy: 63%
- Your own personal financial situation: 40%
- The types of changes happening in Canada: 60%
- The latest stories in the news: 62%
The Rage Index: Temperature Rising

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

- 56% **+7% since last wave**

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

- 20% **+5% since last wave**

The 6 topics used to calculate the Rage Index are on the previous slide.
Tracking: Record highs across the board on rage index

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

<table>
<thead>
<tr>
<th>Very angry</th>
<th>14%</th>
<th>12%</th>
<th>15%</th>
<th>18%</th>
<th>17%</th>
<th>15%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annoyed or angry</td>
<td>49%</td>
<td>45%</td>
<td>50%</td>
<td>54%</td>
<td>51%</td>
<td>49%</td>
<td>56%</td>
</tr>
</tbody>
</table>

August 2022 | September 2022 | October 2022 | December 2022 | March 2023 | June 2023 | September 2023

- The federal government
- Your provincial government
- The Canadian economy
- Personal financial situation
- Changes happening in Canada
- Latest stories in the news
Rage Index rises in Atlantic Canada and the Prairies

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

- **BC**: 55%
- **Alberta**: 63%
- **Man/Sask**: 64%
- **Ontario**: 58%
- **Quebec**: 47%
- **Atlantic**: 60%

Up 12 points from June

Up 14 points from June

Up 10 points from June

The 6 topics used to calculate the Rage Index are on slide 5
Women feeling angrier towards federal government than before, men angrier about economy

**Women**

- **The federal government**
  - Very angry: 59% (Change: +13)
  - Annoyed or moderately angry: 20%
- **Your provincial government**
  - Very angry: 56% (Change: +7)
  - Annoyed or moderately angry: 19%
- **The Canadian economy**
  - Very angry: 65% (Change: +5)
  - Annoyed or moderately angry: 26%
- **Your own personal financial situation**
  - Very angry: 43%
  - Annoyed or moderately angry: 14%
- **The types of changes happening in Canada**
  - Very angry: 60% (Change: +6)
  - Annoyed or moderately angry: 24%
- **The latest stories in the news**
  - Very angry: 68% (Change: +6)
  - Annoyed or moderately angry: 18%

**Men**

- **The federal government**
  - Very angry: 26% (Change: +11)
  - Annoyed or moderately angry: 58%
- **Your provincial government**
  - Very angry: 18% (Change: +8)
  - Annoyed or moderately angry: 51%
- **The Canadian economy**
  - Very angry: 24% (Change: +16)
  - Annoyed or moderately angry: 62%
- **Your own personal financial situation**
  - Very angry: 13% (Change: +4)
  - Annoyed or moderately angry: 36%
- **The types of changes happening in Canada**
  - Very angry: 24% (Change: +10)
  - Annoyed or moderately angry: 59%
- **The latest stories in the news**
  - Very angry: 18% (Change: +6)
  - Annoyed or moderately angry: 55%

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)
# Young people feeling most frustrated about economy

<table>
<thead>
<tr>
<th>Rage Index</th>
<th>18-34</th>
<th>35-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>The federal government</td>
<td>55%</td>
<td>58%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Your provincial government</td>
<td>55%</td>
<td>55%</td>
<td>53%</td>
<td>51%</td>
</tr>
<tr>
<td>The Canadian economy</td>
<td><strong>71%</strong></td>
<td>63%</td>
<td>66%</td>
<td>53%</td>
</tr>
<tr>
<td>Your own personal financial situation</td>
<td><strong>48%</strong></td>
<td>48%</td>
<td>39%</td>
<td>23%</td>
</tr>
<tr>
<td>The types of changes happening in Canada</td>
<td>61%</td>
<td>59%</td>
<td>64%</td>
<td>55%</td>
</tr>
<tr>
<td>The latest stories in the news</td>
<td>56%</td>
<td>55%</td>
<td>70%</td>
<td>67%</td>
</tr>
</tbody>
</table>

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.
Tracking: Anger of young people towards the economy has grown significantly

<table>
<thead>
<tr>
<th></th>
<th>August 2022</th>
<th>September 2022</th>
<th>October 2022</th>
<th>December 2022</th>
<th>March 2023</th>
<th>June 2023</th>
<th>September 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very angry</td>
<td>17%</td>
<td>13%</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Annoyed or angry</td>
<td>53%</td>
<td>52%</td>
<td>60%</td>
<td>60%</td>
<td>56%</td>
<td>53%</td>
<td>63%</td>
</tr>
</tbody>
</table>

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

August 2022 | September 2022 | October 2022 | December 2022 | March 2023 | June 2023 | September 2023

18-34: 17% | 13% | 19% | 19% | 19% | 16% | 25%
35-49: 53% | 52% | 60% | 60% | 56% | 53% | 63%
50-64: 19% | 19% | 19% | 19% | 19% | 19% | 19%
65+: 17% | 13% | 19% | 19% | 19% | 16% | 25%
# NDP voters remain less angry than Conservatives about the federal government

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Lib</th>
<th>CPC</th>
<th>NDP</th>
<th>BQ</th>
<th>GP</th>
<th>PPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>% who are annoyed/angry</td>
<td>38%</td>
<td>70%</td>
<td>55%</td>
<td>51%</td>
<td>63%</td>
<td>74%</td>
</tr>
<tr>
<td>% who are very angry</td>
<td>9%</td>
<td>33%</td>
<td>16%</td>
<td>13%</td>
<td>19%</td>
<td>45%</td>
</tr>
</tbody>
</table>

The Rage Index is the average of the 6 questions listed above.

<table>
<thead>
<tr>
<th>Q</th>
<th>% who are annoyed/angry</th>
<th>% who are very angry</th>
</tr>
</thead>
<tbody>
<tr>
<td>The federal government</td>
<td>19% 91% 54% 64% 52% 69%</td>
<td>2% 49% 8% 17% 24% 55%</td>
</tr>
<tr>
<td>Your provincial government</td>
<td>53% 53% 65% 35% 69% 65%</td>
<td>21% 13% 32% 11% 21% 35%</td>
</tr>
<tr>
<td>The Canadian economy</td>
<td>42% 81% 60% 62% 69% 85%</td>
<td>9% 41% 19% 17% 15% 47%</td>
</tr>
<tr>
<td>Your own personal financial situation</td>
<td>26% 43% 45% 35% 50% 55%</td>
<td>9% 17% 14% 10% 23% 14%</td>
</tr>
<tr>
<td>The types of changes happening in Canada</td>
<td>34% 80% 53% 60% 66% 84%</td>
<td>6% 45% 12% 13% 22% 67%</td>
</tr>
<tr>
<td>The latest stories in the news</td>
<td>55% 73% 52% 53% 72% 83%</td>
<td>8% 30% 15% 12% 6% 50%</td>
</tr>
</tbody>
</table>

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.
Widespread anger about inflation and Canada’s housing market

- The percentage of people very angry about the carbon tax is highest in Alberta (52%) and Atlantic Canada (46%).
Young Canadians angriest about housing market

What emotion best describes how you feel when you think about each of the following? Canada’s housing market

49% of Canadians aged 18-34 are very angry about Canada’s housing market

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very Angry</th>
<th>Annoyed or Moderately Angry</th>
<th>Neutral or No Emotion</th>
<th>Pleased or Moderately Happy</th>
<th>Very Happy</th>
<th>Total Angry</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>49%</td>
<td>32%</td>
<td>15%</td>
<td>3%</td>
<td>0%</td>
<td>81%</td>
</tr>
<tr>
<td>35-49</td>
<td>37%</td>
<td>38%</td>
<td>22%</td>
<td>2%</td>
<td>1%</td>
<td>75%</td>
</tr>
<tr>
<td>50-64</td>
<td>31%</td>
<td>38%</td>
<td>27%</td>
<td>2%</td>
<td>1%</td>
<td>70%</td>
</tr>
<tr>
<td>65+</td>
<td>23%</td>
<td>46%</td>
<td>27%</td>
<td>4%</td>
<td>0%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Despite falling inflation rates, Canadians are still *angry* about it.

<table>
<thead>
<tr>
<th></th>
<th>August 2022</th>
<th>September 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation rate</td>
<td>6.9%</td>
<td>3.3%*</td>
</tr>
<tr>
<td>of Canadians very angry about inflation</td>
<td>41%</td>
<td>47%</td>
</tr>
</tbody>
</table>

* *September 2023 inflation rate of 3.3% is from July 2023, as this is the most recently available data point.*
Seven-in-ten (69%) Ontarians angry or annoyed about Ford’s greenbelt plans

- In the December 2022 Rage Index on the exact same question, 61% of Ontarians were angry or annoyed and 8% were pleased or happy with Ford’s plans.

Doug Ford’s plans to rezone parts of the greenbelt for housing

What emotion best describes how you feel when you think about each of the following? Doug Ford’s plans to rezone the greenbelt for housing

- Very angry
- Annoyed or moderately angry
- Neutral or no emotion
- Pleased or moderately happy
- Very happy

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very angry</td>
<td>44%</td>
</tr>
<tr>
<td>Annoyed or moderately angry</td>
<td>25%</td>
</tr>
<tr>
<td>Neutral or no emotion</td>
<td>25%</td>
</tr>
<tr>
<td>Pleased or moderately happy</td>
<td>5%</td>
</tr>
<tr>
<td>Very happy</td>
<td>1%</td>
</tr>
</tbody>
</table>

Total angry: 69%
Total happy: 6%
Media Spokesperson:

Dan Arnold, Chief Strategy Officer
danarnold@pollara.com