



# The Rage Index

Looking at the mood of Canadians

September 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.

# 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.

Region	Number of Interviews	Margin of error*
Atlantic Canada	102	± 9.7%
Quebec	504	± 4.4%
Ontario	513	± 4.3%
Manitoba/ Saskatchewan	97	± 10.0%
Alberta	101	± 9.8%
British Columbia	202	± 6.9%
<b>Canada</b>	<b>1,519</b>	<b>± 2.5%</b>

## September 2023 Rage Index:

# 56%

(Up 7 points from June)

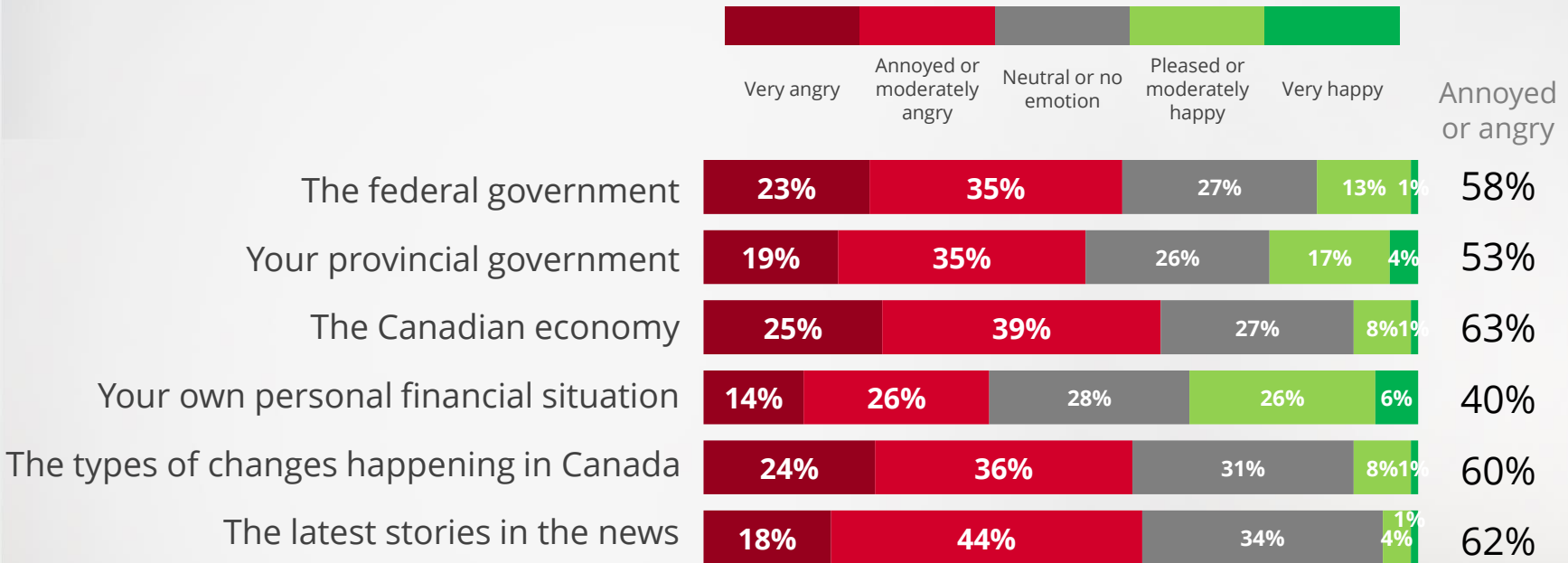
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## Key Findings

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- 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.

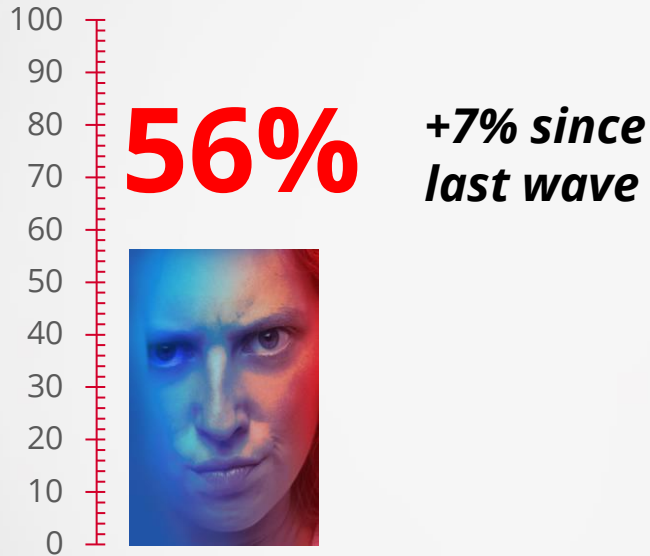
# Majority of Canadians have negative feelings about economy, and both federal and provincial governments



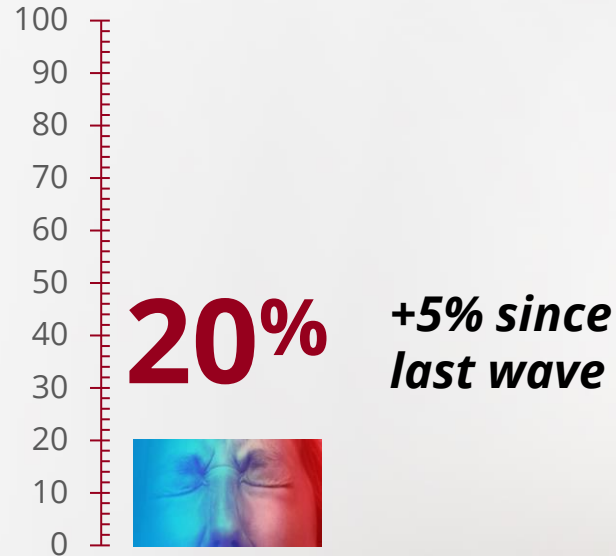
What emotion best describes how you feel when you think about each of the following?

# The Rage Index: Temperature Rising

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



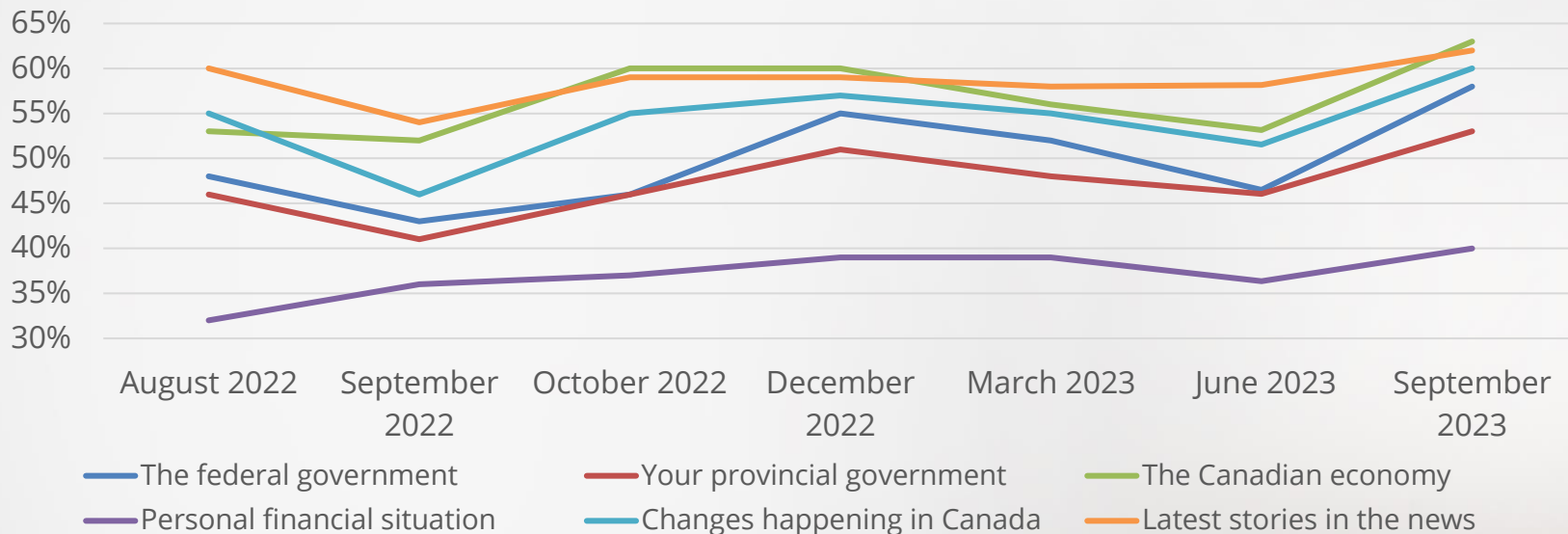
Average percentage of Canadians **very angry** about the 6 topics in the Rage Index



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

# Tracking: Record highs across the board on rage index

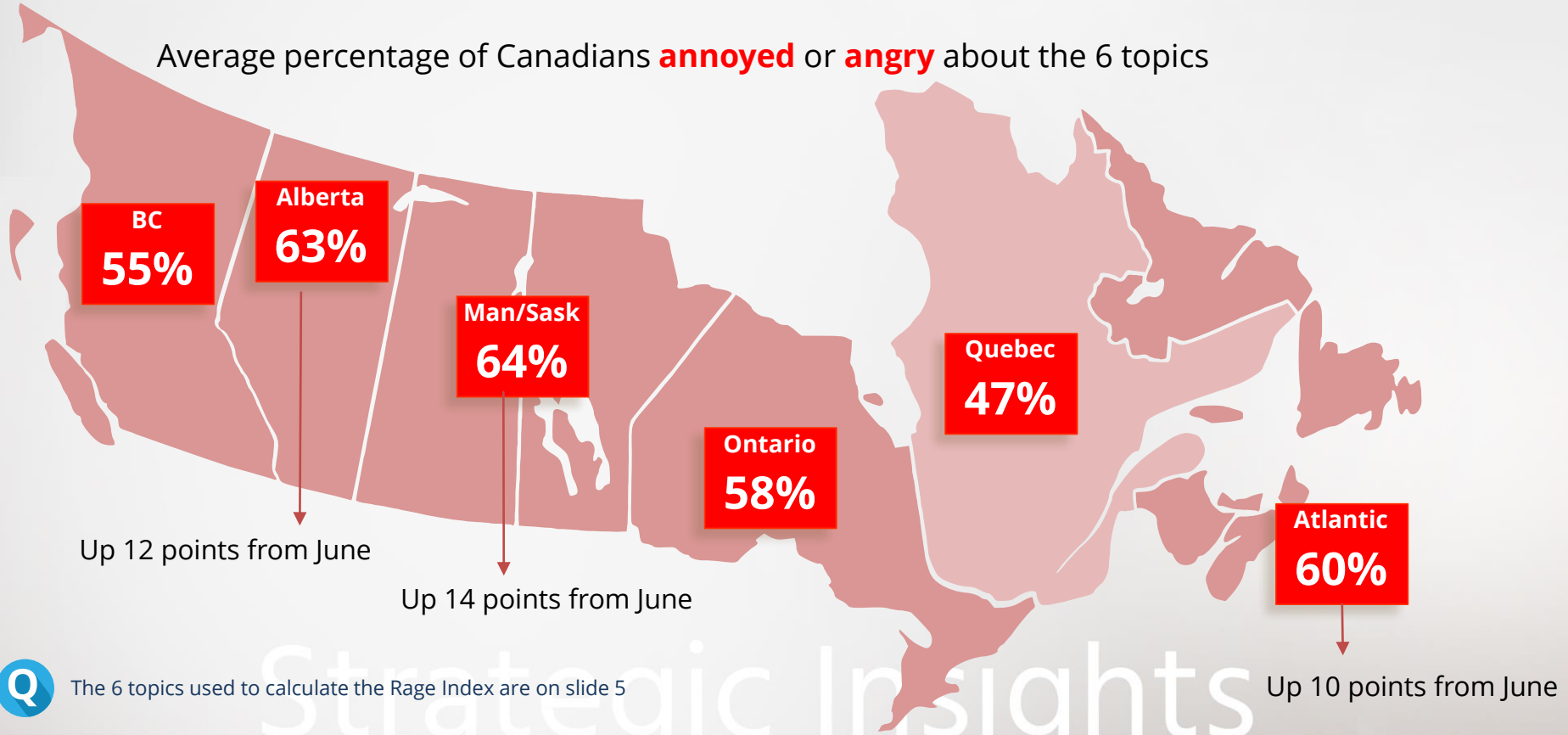
Very angry	14%	12%	15%	18%	17%	15%	20%
Annoyed or angry	49%	45%	50%	54%	51%	49%	56%



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

# Rage Index rises in Atlantic Canada and the Prairies

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



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

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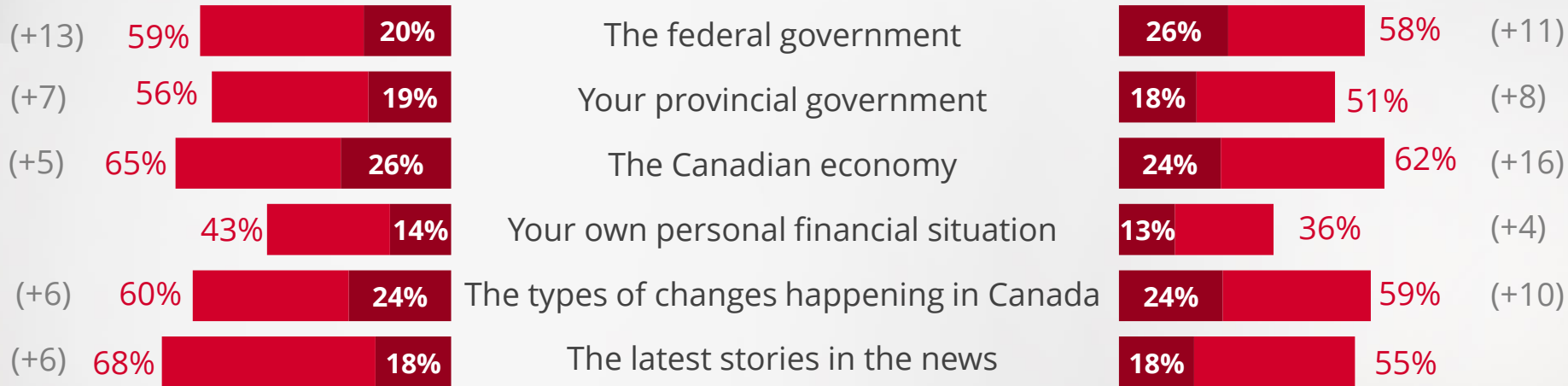
# Women feeling angrier towards federal government than before, men angrier about economy

58% (+6)

Women

Men

53% (+8)



Very angry

Annoyed or moderately angry



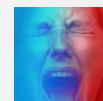
What emotion best describes how you feel when you think about each of the following?  
(Changes of 3 points or more from previous wave are noted in brackets)

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# Young people feeling most frustrated about economy



% who are annoyed/angry



% who are very angry

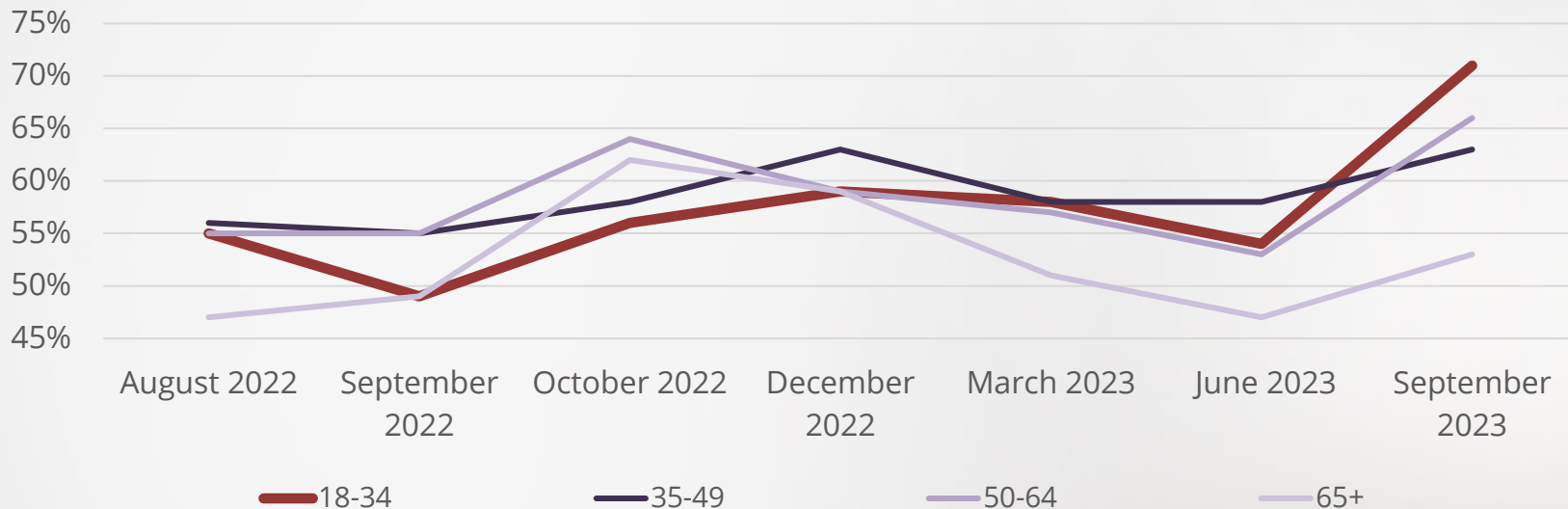
	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
<b>Rage Index</b>	<b>57%</b>	<b>56%</b>	<b>59%</b>	<b>51%</b>	<b>20%</b>	<b>22%</b>	<b>23%</b>	<b>16%</b>
The federal government	55%	58%	60%	60%	19%	25%	26%	22%
Your provincial government	55%	55%	53%	51%	19%	20%	19%	17%
The Canadian economy	71%	63%	66%	53%	28%	25%	29%	17%
Your own personal financial situation	48%	48%	39%	23%	16%	20%	15%	4%
The types of changes happening in Canada	61%	59%	64%	55%	22%	25%	29%	19%
The latest stories in the news	56%	55%	70%	67%	18%	16%	21%	17%



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

Very angry	17%	13%	19%	19%	19%	16%	25%
Annoyed or angry	53%	52%	60%	60%	56%	53%	63%

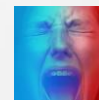


What emotion best describes how you feel when you think about each of the following?  
(% annoyed or angry graphed)

# NDP voters remain less angry than Conservatives about the federal government



% who are annoyed/angry



% who are very angry

## Rage Index

- The federal government
- Your 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
	38%	70%	55%	51%	63%	74%
The federal government	19%	91%	54%	64%	52%	69%
Your provincial government	53%	53%	65%	35%	69%	65%
The Canadian economy	42%	81%	60%	62%	69%	85%
Your own personal financial situation	26%	43%	45%	35%	50%	55%
The types of changes happening in Canada	34%	80%	53%	60%	66%	84%
The latest stories in the news	55%	73%	52%	53%	72%	83%

	Lib	CPC	NDP	BQ	GP	PPC
	9%	33%	16%	13%	19%	45%
The federal government	2%	49%	8%	17%	24%	55%
Your provincial government	21%	13%	32%	11%	21%	35%
The Canadian economy	9%	41%	19%	17%	15%	47%
Your own personal financial situation	9%	17%	14%	10%	23%	14%
The types of changes happening in Canada	6%	45%	12%	13%	22%	67%
The latest stories in the news	8%	30%	15%	12%	6%	50%

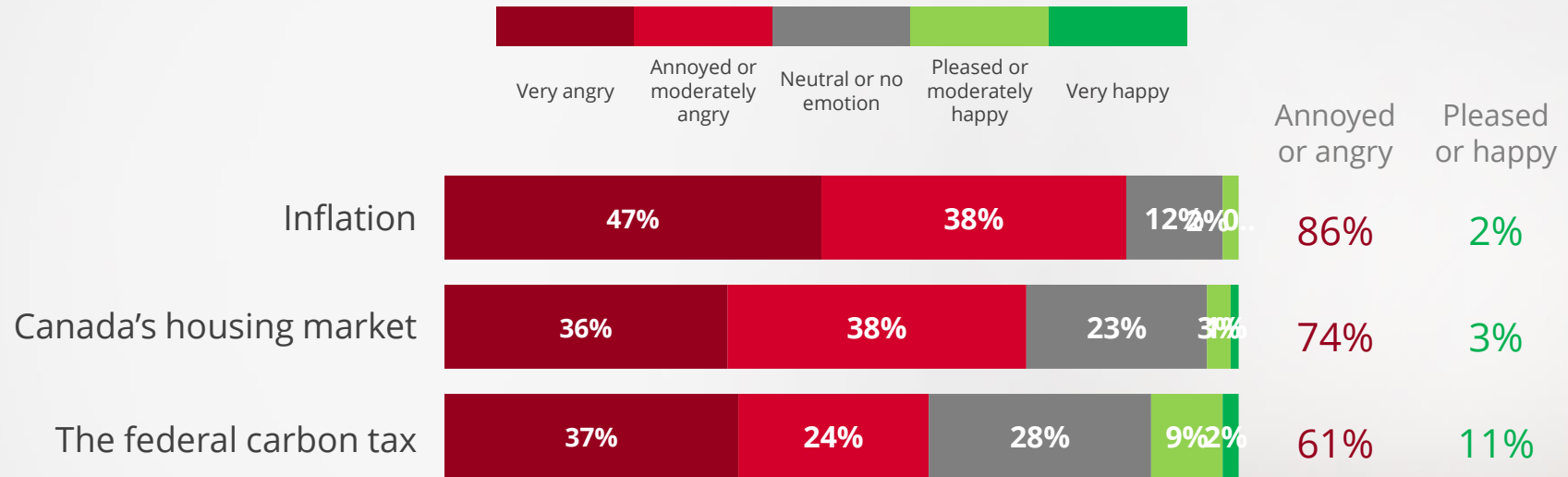


What emotion best describes how you feel when you think about each of the following?  
The Rage Index is the average of the 6 questions listed above

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# 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%).

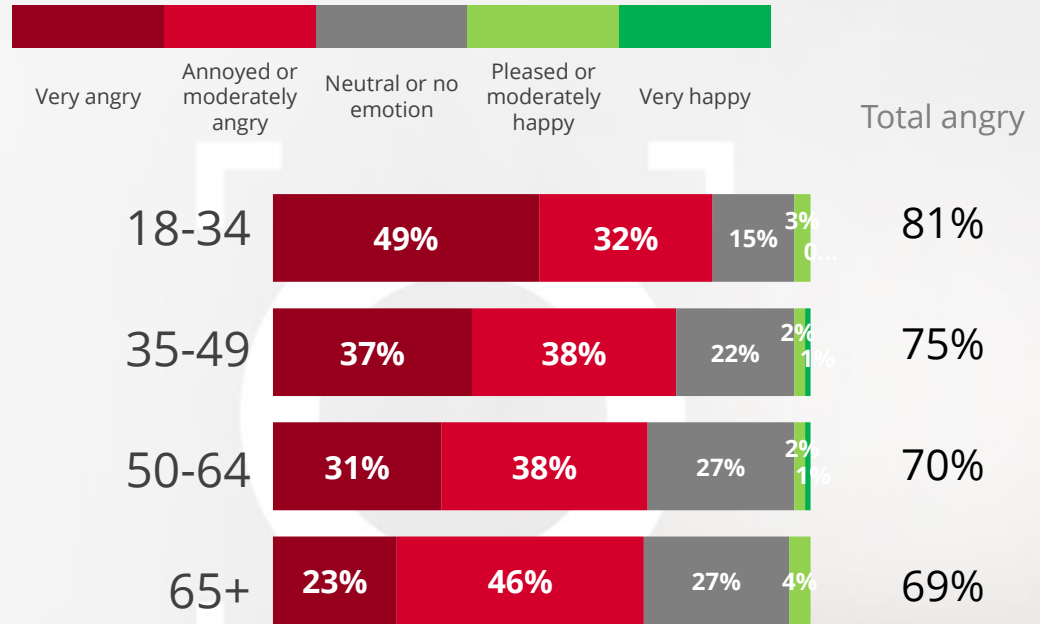


What emotion best describes how you feel when you think about each of the following?

# Young Canadians angriest about housing market

# 49%

of Canadians aged 18-34 are very angry about Canada's housing market



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

# Despite falling inflation rates, Canadians are still *angry* about it

**August 2022**

**6.9%**

Inflation rate

**41%**

of Canadians very angry about inflation

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**September 2023**

**3.3%\***

Inflation rate

**47%**

of Canadians very angry about inflation

\* September 2023 inflation rate of 3.3% is from July 2023, as this is the most recently available data point

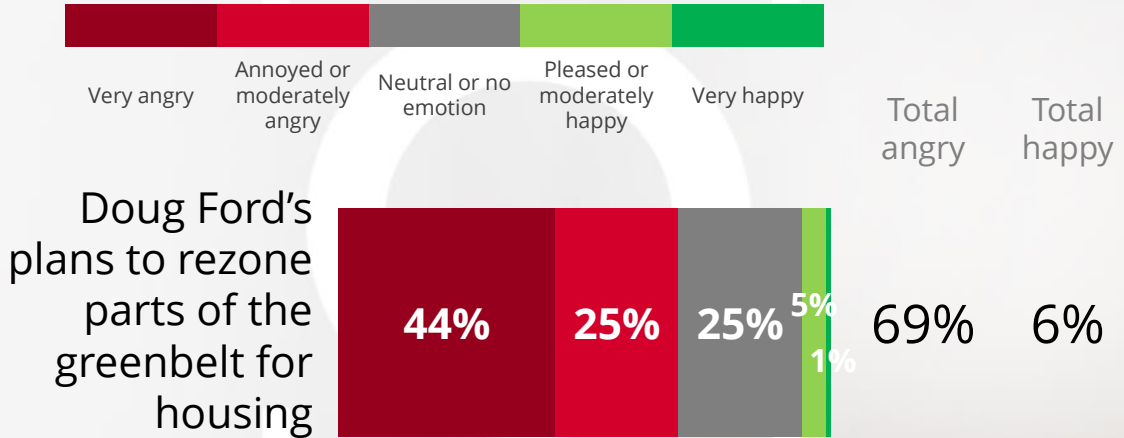
# 37%

of Ontario PC voters are angry or annoyed about Doug Ford's plans to rezone parts of the greenbelt for housing (17% are pleased or happy)



## 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.



Q 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**





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