# The Rage Index

Looking at the mood of Canadians

April 2024

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strategic insights

# 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.

In addition to updating our regular tracking questions, this wave we took a closer look at the reaction to the **federal budget** and the measures in it.

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# Methodology

- **Field Window:** April 22 to 26, 2024

- **Sampling:** Online survey of randomly-selected sample of **1,507 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.

- **Generations**: When reporting on generations, we define Gen Z as being 18-27 years old, Millennials as being 28-43 years old, Gen X as being 44-59 years old, and Boomer+ being 60 or above (including Boomers and those older than them).

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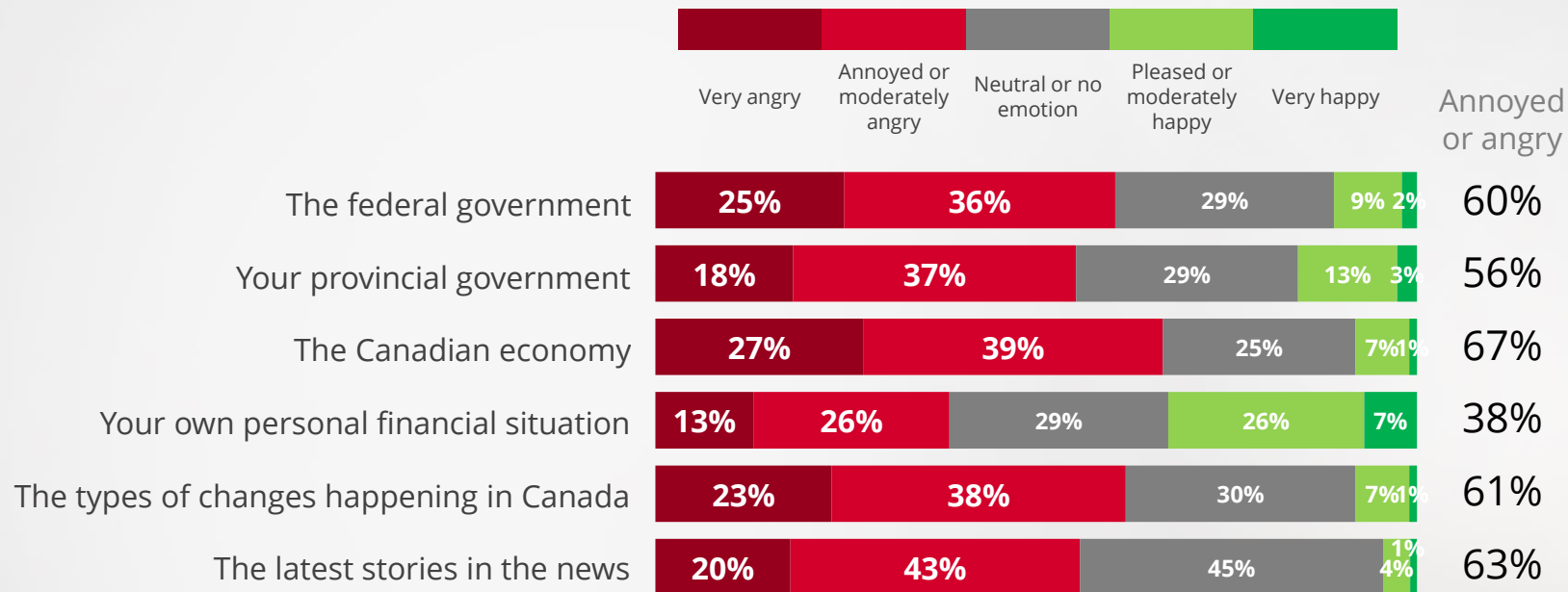**Current Rage Index:**

# 58%

**(up 5 points from January)**

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# Key Findings

- **The Rage Index hit a new high in April**, with record levels of anger about the Canadian economy, and both federal and provincial governments.

  - This wave sees <u>a 16-point jump in the level of anger towards the BC government</u>. This marks the first time in nearly two years of tracking that the majority of British Columbians feel negative emotions about their provincial government.

- On the **federal budget**, we find:

  - Three-in-ten (31%) Canadians say they are familiar with details of what's in the budget. Though the budget was targeted towards them, familiarity is lower among Gen Z (17%) and Millennials (24%).

  - The budget measures that elicit the strongest positive emotions are: mental health care, school food programs, free contraceptives and diabetes medication, building homes on government land, and the Canada Disability Benefit.

  - Increasing the capital gains tax is the most widely known measure of the budget. Feelings on this are mixed, though more positive when details of the policy are explained.

  - After being told about budget measures, positive sentiment towards the budget doubles from 9% to 18%, but more are still negative towards it (40%).

# The Rage Index

|  | Very angry | Annoyed or moderately angry | Neutral or no emotion | Pleased or moderately happy | Very happy | Annoyed or angry |
|---|---|---|---|---|---|---|
| The federal government | 25% | 36% | 29% | 9% | 2% | 60% |
| Your provincial government | 18% | 37% | 29% | 13% | 3% | 56% |
| The Canadian economy | 27% | 39% | 25% | 7% | 1% | 67% |
| Your own personal financial situation | 13% | 26% | 29% | 26% | 7% | 38% |
| The types of changes happening in Canada | 23% | 38% | 30% | 7% | 1% | 61% |
| The latest stories in the news | 20% | 43% | 45% | 4% | 1% | 63% |

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

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# The Rage Index: Temperature Rising

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

100
90
80
70
60
50
40
30
20
10
0

**58%**

*+5 since last wave*
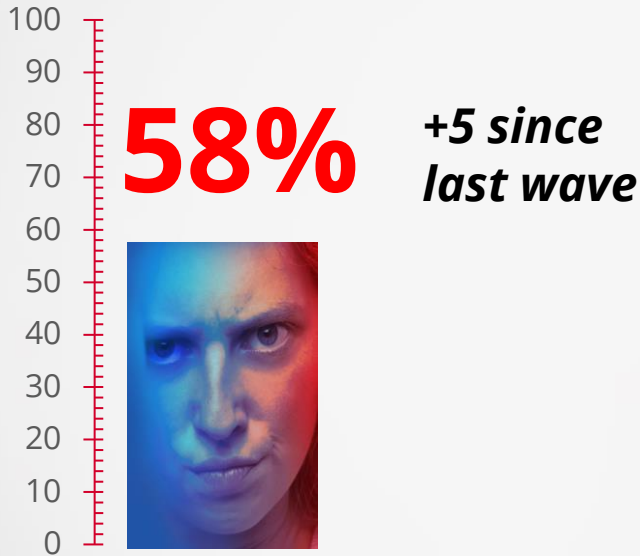
Average percentage of Canadians **very angry** about the 6 topics in the Rage Index

100
90
80
70
60
50
40
30
20
10
0

**21%**

*+4% since last wave*
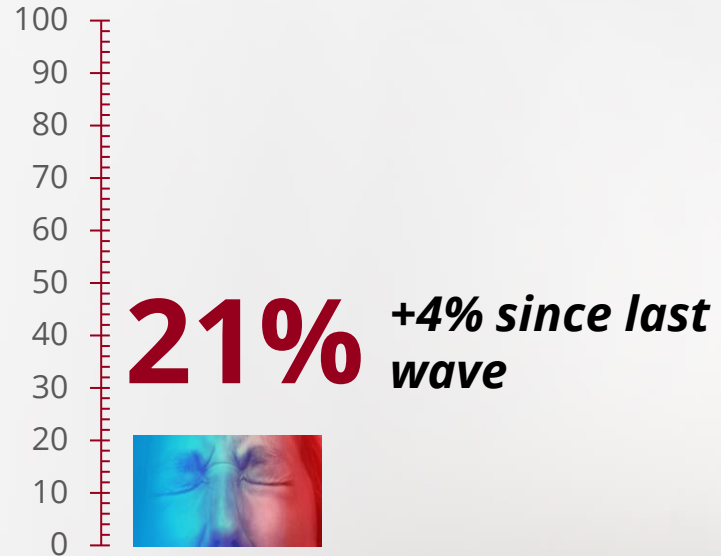
The 6 topics used to calculate the Rage Index are on the previous slide

# Tracking: Rage Index hits new high

| | August 2022 | September 2022 | October 2022 | December 2022 | March 2023 | June 2023 | September 2023 | November 2023 | January 2024 | April 2024 |
|---|---|---|---|---|---|---|---|---|---|---|
| Very angry | 14% | 12% | 15% | 18% | 17% | 15% | 20% | 20% | 17% | 21% |
| Annoyed or angry | 49% | 45% | 50% | 54% | 51% | 49% | 56% | 57% | 53% | 58% |

Legend: The federal government, Your provincial government, The Canadian economy, Personal financial situation, Changes happening in Canada, Latest stories in the news
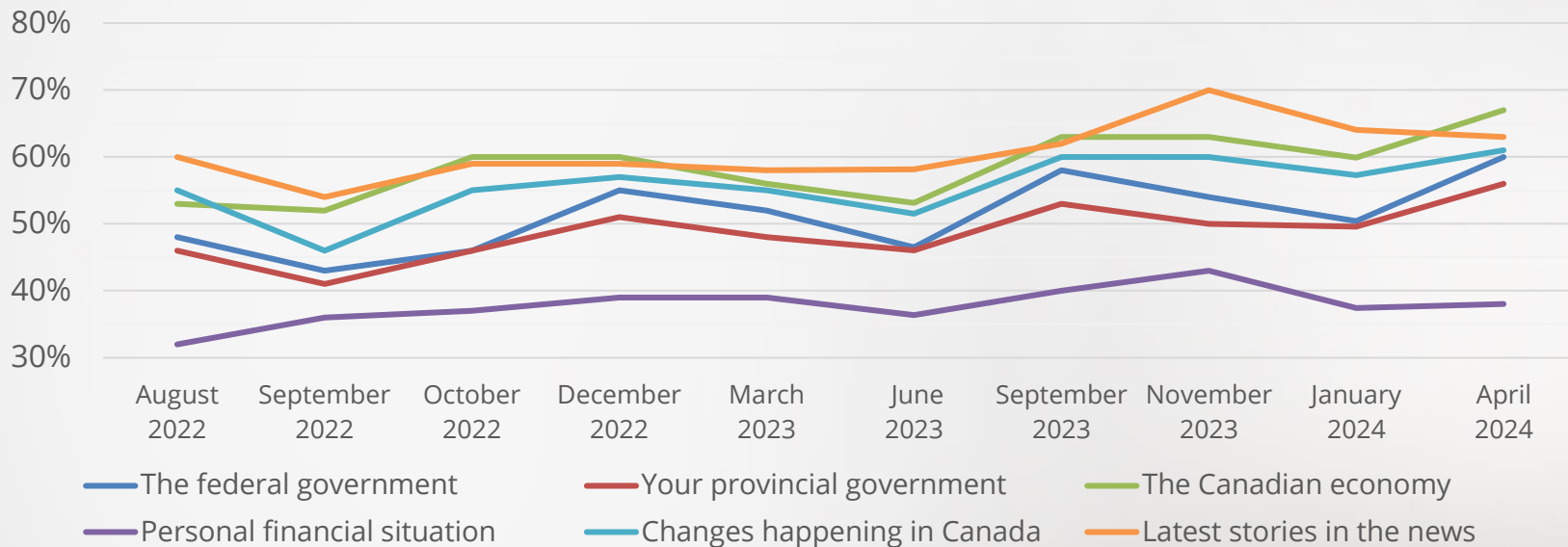
What emotion best describes how you feel when you think about each of the following?
(% annoyed or angry graphed)

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# Rage Index highest in Alberta and Ontario

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

**BC**
**58%**

**Alberta**
**58%**

**Man/Sask**
**54%**

**Ontario**
**62%**
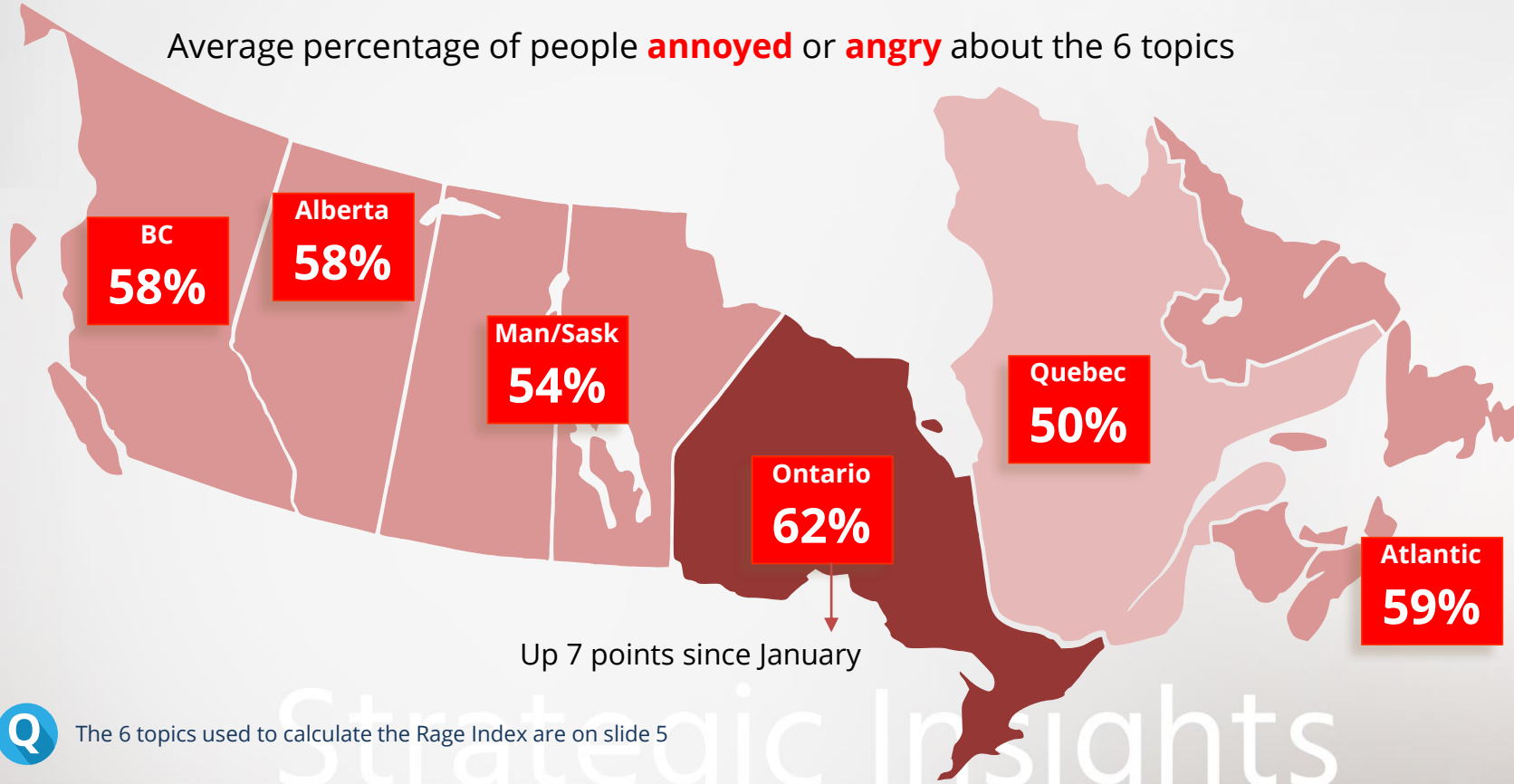
Up 7 points since January

**Quebec**
**50%**

**Atlantic**
**59%**

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

# Tracking anger towards provincial government:
# Big jump in anger towards BC provincial government



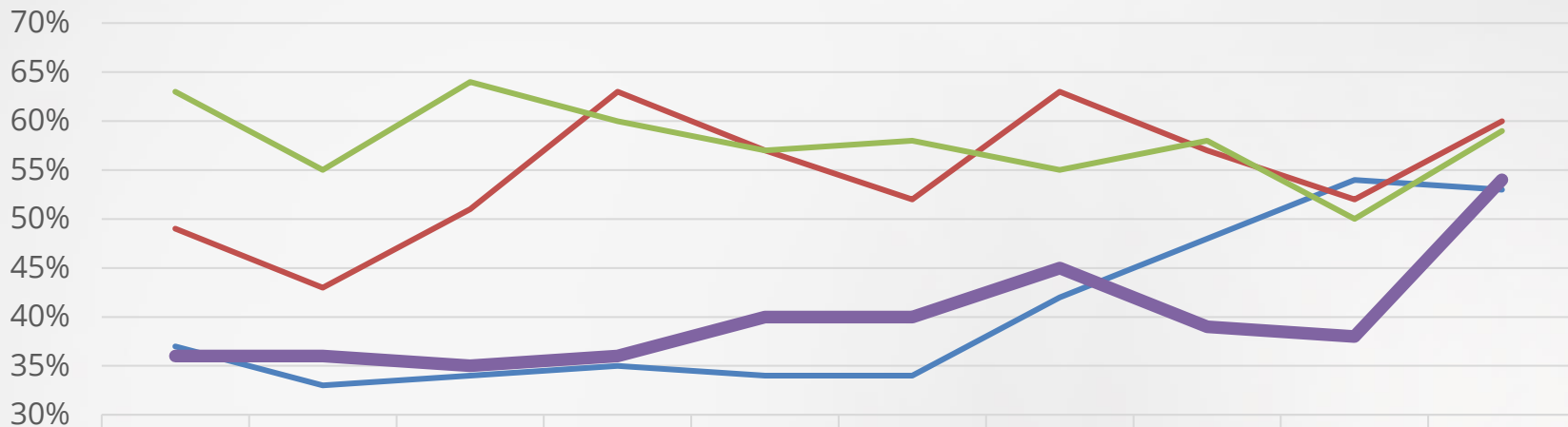|  | Aug 2022 | Sep 2022 | Oct 2022 | Dec 2022 | Mar 2023 | Jun 2023 | Sep 2023 | Nov 2023 | Jan 2024 | Apr 2024 |
|---|---|---|---|---|---|---|---|---|---|---|
| Quebec | 37% | 33% | 34% | 35% | 34% | 34% | 42% | 48% | 54% | 53% |
| Ontario | 49% | 43% | 51% | 63% | 57% | 52% | 63% | 57% | 52% | 60% |
| Alberta | 63% | 55% | 64% | 60% | 57% | 58% | 55% | 58% | 50% | 59% |
| BC | 36% | 36% | 35% | 36% | 40% | 40% | 45% | 39% | 38% | 54% |

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

# Gen X are the angriest generation right now
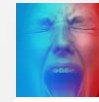
| | % who are annoyed/angry | | | | % who are very angry | | | |
|---|:---:|:---:|:---:|:---:|:---:|:---:|:---:|:---:|
| | **Gen Z** | **Millennial** | **Gen X** | **Boomer+** | **Gen Z** | **Millennial** | **Gen X** | **Boomer+** |
| **Rage Index** | **54%** | **57%** | **63%** | **54%** | **19%** | **21%** | **25%** | **19%** |
| The federal government | 54% | 58% | 67% | 59% | 20% | 23% | 31% | 23% |
| Your provincial government | 50% | 60% | 56% | 55% | 15% | 20% | 21% | 16% |
| The Canadian economy | 66% | 67% | 71% | 63% | 27% | 30% | 31% | 22% |
| Your own personal financial situation | 45% | 45% | 46% | 24% | 17% | 13% | 17% | 7% |
| The types of changes happening in Canada | 55% | 55% | 69% | 62% | 21% | 23% | 28% | 21% |
| The latest stories in the news | 51% | 54% | 67% | 73% | 15% | 18% | 23% | 22% |

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

# NDP voters feel less angry than Conservatives towards the federal government

| | % who are annoyed/angry | | | | % who are very angry | | | |
|---|---|---|---|---|---|---|---|---|
| | Lib | CPC | NDP | BQ | Lib | CPC | NDP | BQ |
| **Rage Index** | **37%** | **70%** | **53%** | **54%** | **8%** | **33%** | **15%** | **14%** |
| The federal government | 21% | 86% | 45% | 66% | 2% | 48% | 6% | 22% |
| Your provincial government | 54% | 58% | 57% | 53% | 17% | 21% | 21% | 13% |
| The Canadian economy | 36% | 80% | 67% | 74% | 7% | 43% | 18% | 23% |
| Your own personal financial situation | 25% | 43% | 42% | 21% | 4% | 16% | 17% | 3% |
| The types of changes happening in Canada | 34% | 83% | 47% | 55% | 4% | 43% | 13% | 10% |
| The latest stories in the news | 54% | 71% | 58% | 55% | 14% | 28% | 14% | 12% |

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

# Federal Budget

# 31%

of Canadians are familiar with details of the budget

# Familiarity with Federal Budget

- The share of Canadians familiar with details of what's in the budget increases by age, from 17% among Gen Z, to 24% among Millennials, to 32% among Gen X, to 39% among Boomers and older.



Haven't heard of budget — 30%

Familiar with details of what's in budget — 31%

Heard about budget — 39%
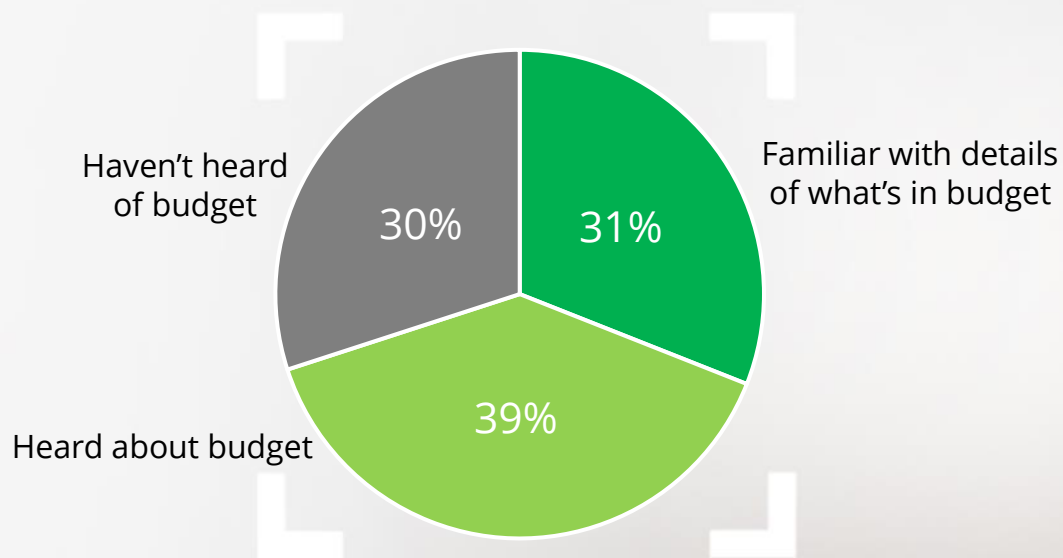
**Q** Have you seen, read, or heard anything about the new Federal Budget, presented on Tuesday April 16th?

# Feelings towards budget



| | Very angry | Annoyed or moderately angry | Neutral or no emotion | Pleased or moderately happy | Very happy | Total negative | Total positive |
|---|---|---|---|---|---|---|---|
| Overall | 19% | 34% | 38% | 8% | 1% | 53% | 9% |
| Liberal voters | 2% | 15% | 55% | 25% | 2% | 17% | 28% |
| Conservative voters | 36% | 42% | 21% | 1% | | 78% | 1% |
| NDP voters | 1% | 25% | 57% | 16% | 1% | 27% | 16% |
| Bloc voters | 17% | 50% | 32% | 2% | | 66% | 2% |

And which of the following emotions best expresses how you feel about the Federal Budget? (Among those who have heard of it)

# Awareness of budget measures

|  | Familiar with some details | Heard about this |
|---|---|---|

| | Familiar with some details | Heard about this |
|---|---|---|
| Increasing the capital gains tax | 32% | 39% |
| Running a $40 billion deficit | 23% | 41% |
| Allowing 30 year mortgages for first time home buyers of new builds | 21% | 43% |
| Creating the Canada Housing Infrastructure Fund to speed up home construction | 19% | 47% |
| Covering the cost of contraceptives and diabetes medication […] | 19% | 42% |
| Building new housing on underused land owned by the federal government | 18% | 43% |
| Funding an expansion to school food programs to feed 400,000 more children | 18% | 40% |
| Increasing defence spending | 15% | 42% |
| Funding the new Canada Disability Benefit that will provide up to $2,400 a year to […] | 15% | 36% |
| Funding community health orgs to provide more mental health care to young people | 12% | 39% |
| Building Canada's capacity in artificial intelligence | 11% | 38% |
| Funding to build or renovate child care centres | 10% | 35% |
| Require fed regulated workplaces to give employees "the right to disconnect" […] | 10% | 32% |

How much, if anything, do you know about each of the following measures in the Federal Budget?

# Awareness of budget measures, by generation

% familiar with some of the details about this

| | Gen Z | Millennial | Gen X | Boomer+ |
|---|---|---|---|---|
| Increasing the capital gains tax | 24% | 28% | 24% | 45% |
| Running a $40 billion deficit | 21% | 18% | 23% | 28% |
| Allowing 30 year mortgages for first time home buyers of new builds | 17% | 20% | 19% | 24% |
| Creating the Canada Housing Infrastructure Fund to speed up home construction | 16% | 18% | 17% | 24% |
| Covering the cost of contraceptives and diabetes medication […] | 15% | 18% | 18% | 23% |
| Building new housing on underused land owned by the federal government | 15% | 17% | 16% | 23% |
| Funding an expansion to school food programs to feed 400,000 more children | 17% | 18% | 15% | 21% |
| Increasing defence spending | 11% | 14% | 13% | 19% |
| Funding the new Canada Disability Benefit that will provide up to $2,400 a year to […] | 15% | 17% | 13% | 14% |
| Funding community health orgs to provide more mental health care to young people | 14% | 12% | 12% | 10% |
| Building Canada's capacity in artificial intelligence | 13% | 10% | 12% | 12% |
| Funding to build or renovate child care centres | 8% | 14% | 8% | 11% |
| Require fed regulated workplaces to give employees "the right to disconnect" […] | 11% | 12% | 10% | 7% |

And which of the following emotions best expresses how you feel about each of the following items in the Federal Budget?

# Feelings towards budget measures

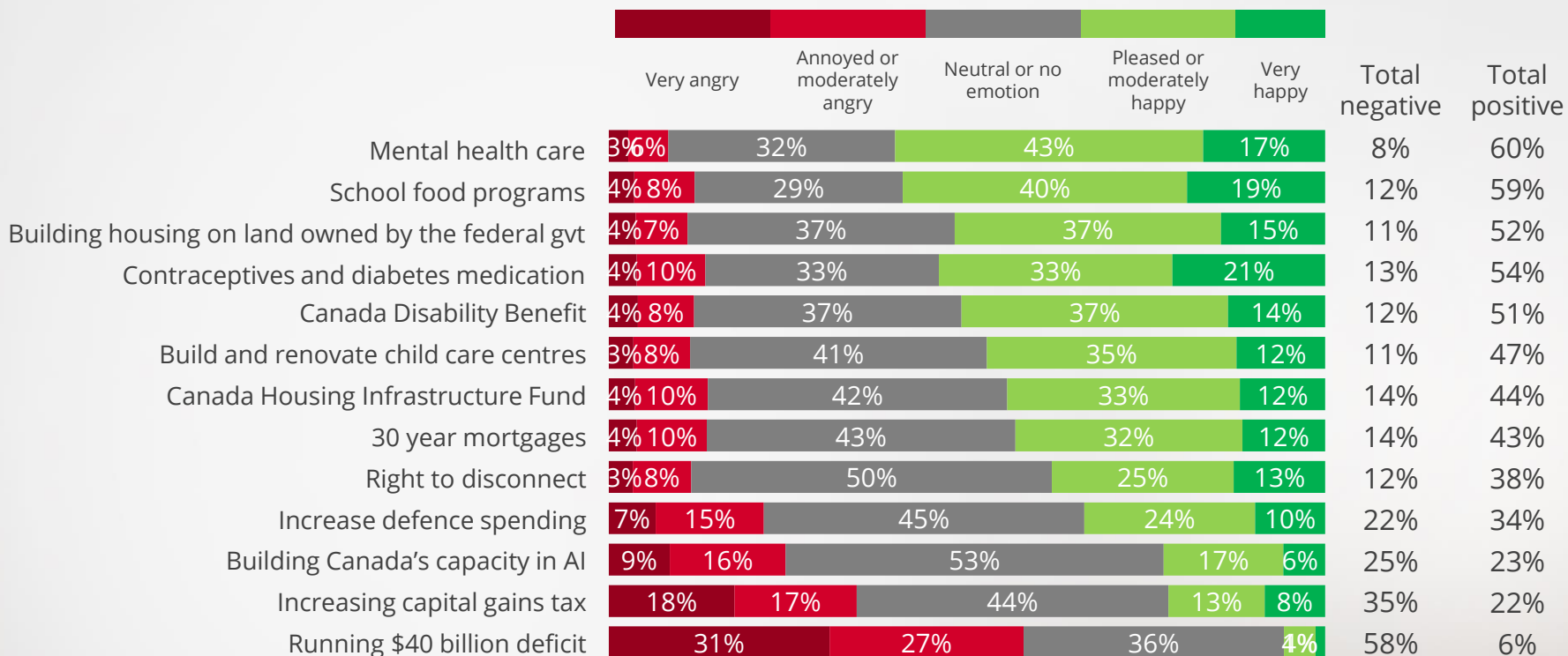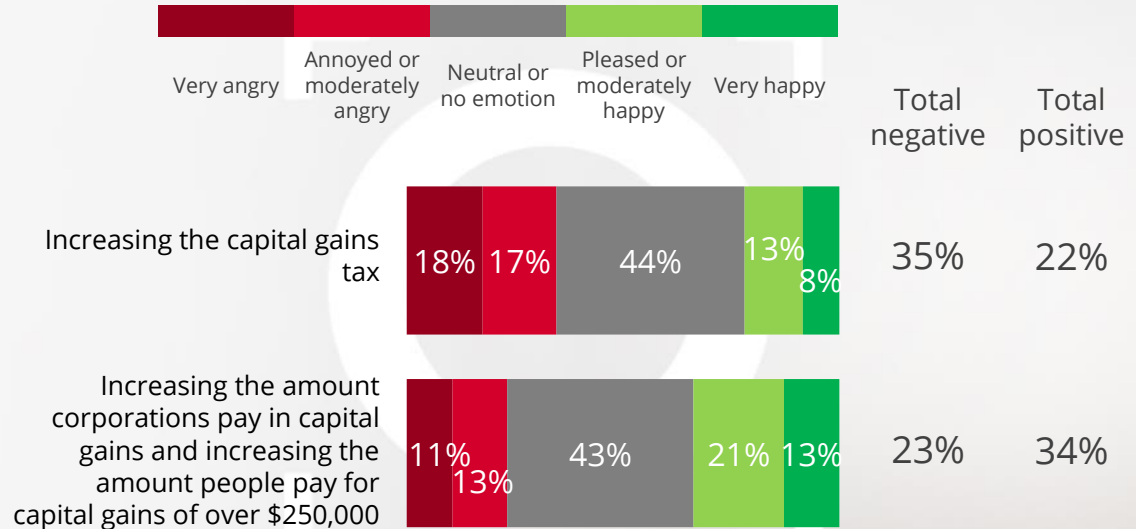| | Very angry | Annoyed or moderately angry | Neutral or no emotion | Pleased or moderately happy | Very happy | Total negative | Total positive |
|---|---|---|---|---|---|---|---|
| Mental health care | 3% | 6% | 32% | 43% | 17% | 8% | 60% |
| School food programs | 4% | 8% | 29% | 40% | 19% | 12% | 59% |
| Building housing on land owned by the federal gvt | 4% | 7% | 37% | 37% | 15% | 11% | 52% |
| Contraceptives and diabetes medication | 4% | 10% | 33% | 33% | 21% | 13% | 54% |
| Canada Disability Benefit | 4% | 8% | 37% | 37% | 14% | 12% | 51% |
| Build and renovate child care centres | 3% | 8% | 41% | 35% | 12% | 11% | 47% |
| Canada Housing Infrastructure Fund | 4% | 10% | 42% | 33% | 12% | 14% | 44% |
| 30 year mortgages | 4% | 10% | 43% | 32% | 12% | 14% | 43% |
| Right to disconnect | 3% | 8% | 50% | 25% | 13% | 12% | 38% |
| Increase defence spending | 7% | 15% | 45% | 24% | 10% | 22% | 34% |
| Building Canada's capacity in AI | 9% | 16% | 53% | 17% | 6% | 25% | 23% |
| Increasing capital gains tax | 18% | 17% | 44% | 13% | 8% | 35% | 22% |
| Running $40 billion deficit | 31% | 27% | 36% | 4% | | 58% | 6% |

And which of the following emotions best expresses how you feel about each of the following items in the Federal Budget?

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# Explanation of capital gains tax builds enthusiasm for it

- When explained, positive sentiment towards the capital gains tax grows the most among Millennials. Under this frame, twice as many Millennials feel positive (33%) rather than negative (17%) emotions about it.

**34%**

have a positive reaction and 23% have a negative reaction to the capital gains tax once it is explained

| | Very angry | Annoyed or moderately angry | Neutral or no emotion | Pleased or moderately happy | Very happy | Total negative | Total positive |
|---|---|---|---|---|---|---|---|
| Increasing the capital gains tax | 18% | 17% | 44% | 13% | 8% | 35% | 22% |
| Increasing the amount corporations pay in capital gains and increasing the amount people pay for capital gains of over $250,000 | 11% | 13% | 43% | 21% | 13% | 23% | 34% |

**Q** And which of the following emotions best expresses how you feel about each of the following items in the Federal Budget?

# Feelings towards budget measures, by generation

% positive emotions – negative emotions

| | Gen Z | Millennial | Gen X | Boomer+ |
|---|---|---|---|---|
| Funding community health orgs to provide more mental health care to young people | +50 | +48 | +51 | +56 |
| Funding an expansion to school food programs to feed 400,000 more children | +51 | +45 | +44 | +49 |
| Building new housing on underused land owned by the federal government | +27 | +33 | +36 | +57 |
| Covering the cost of contraceptives and diabetes medication […] | +37 | +44 | +36 | +42 |
| Funding the new Canada Disability Benefit that will provide up to $2,400 a year to […] | +27 | +29 | +37 | +52 |
| Funding to build or renovate child care centres | +41 | +37 | +30 | +38 |
| Creating the Canada Housing Infrastructure Fund to speed up home construction | +30 | +21 | +29 | +39 |
| Allowing 30 year mortgages for first time home buyers of new builds | +28 | +19 | +33 | +36 |
| Require fed regulated workplaces to give employees "the right to disconnect" […] | +36 | +31 | +22 | +23 |
| Increase defence spending | -10 | 0 | +9 | +33 |
| Increasing the capital gains tax [INCLUDING FULL EXPLANATION] | +6 | +16 | +10 | +9 |
| Building Canada's capacity in artificial intelligence | -4 | -9 | -3 | 5 |
| Increasing the capital gains tax | -16 | -17 | -20 | -2 |
| Running a $40 billion deficit | -32 | -49 | -60 | -57 |

# Feelings towards budget measures, by vote intent

% positive emotions – negative emotions

| | Lib | CPC | NDP | BQ |
|---|---|---|---|---|
| Funding community health orgs to provide more mental health care to young people | +70 | +34 | +78 | +57 |
| Funding an expansion to school food programs to feed 400,000 more children | +65 | +27 | +76 | +47 |
| Building new housing on underused land owned by the federal government | +67 | +27 | +62 | +64 |
| Covering the cost of contraceptives and diabetes medication […] | +59 | +15 | +77 | +47 |
| Funding the new Canada Disability Benefit that will provide up to $2,400 a year to […] | +49 | +26 | +58 | +52 |
| Funding to build or renovate child care centres | +54 | +18 | +63 | +37 |
| Creating the Canada Housing Infrastructure Fund to speed up home construction | +56 | +8 | +57 | +45 |
| Allowing 30 year mortgages for first time home buyers of new builds | +49 | +14 | +43 | +34 |
| Require fed regulated workplaces to give employees "the right to disconnect" […] | +38 | +11 | +54 | +22 |
| Increase defence spending | +29 | +17 | +3 | +8 |
| Increasing the capital gains tax [INCLUDING FULL EXPLANATION] | +32 | -13 | +33 | +13 |
| Building Canada's capacity in artificial intelligence | +17 | -14 | +10 | +12 |
| Increasing the capital gains tax | +17 | -44 | +14 | -1 |
| Running a $40 billion deficit | -12 | -76 | -38 | -78 |

# Most popular budget measures, by region

**Quebec**
1. Mental health care
2. Building housing on land owned by the federal govt
3. School food programs
4. Canada Disability Benefit
5. Build and renovate childcare centres

**Manitoba/ Saskatchewan**
1. Mental health care
2. School food programs
3. Contraceptives and diabetes medication
4. Canada Disability Benefit
5. Build and renovate childcare centres

**Alberta**
1. Mental health care
2. Contraceptives and diabetes medication
3. School food programs
4. Canada Disability Benefit
5. 30 year mortgages

**Atlantic Canada**
1. School food programs
2. Mental health care
3. Contraceptives and diabetes medication
4. Canada Disability Benefit
5. Build and renovate childcare centres

**British Columbia**
1. School food programs
2. Building housing on land owned by the federal gvt
3. Mental health care
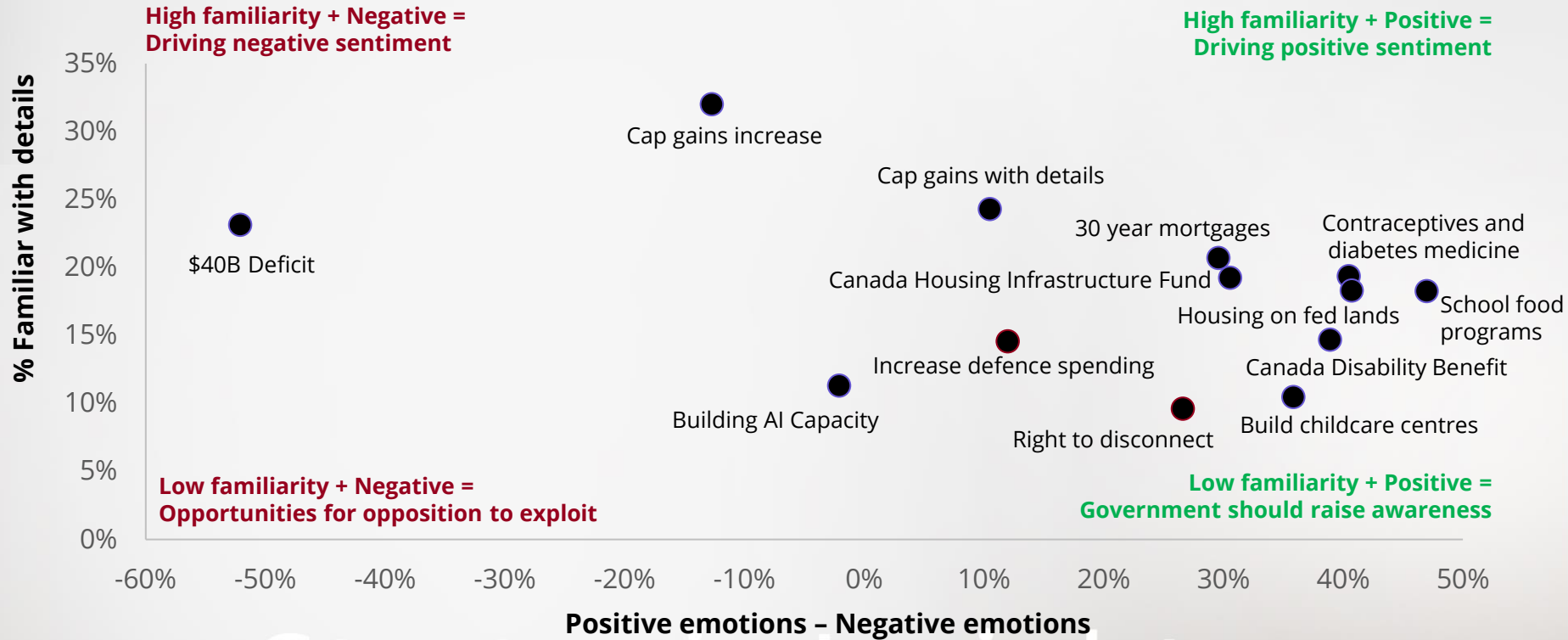4. Contraceptives and diabetes medication
5. Canada Housing Infrastructure Fund

**Ontario**
1. Mental health care
2. School food programs
3. Contraceptives and diabetes medication
4. Canada Disability Benefit
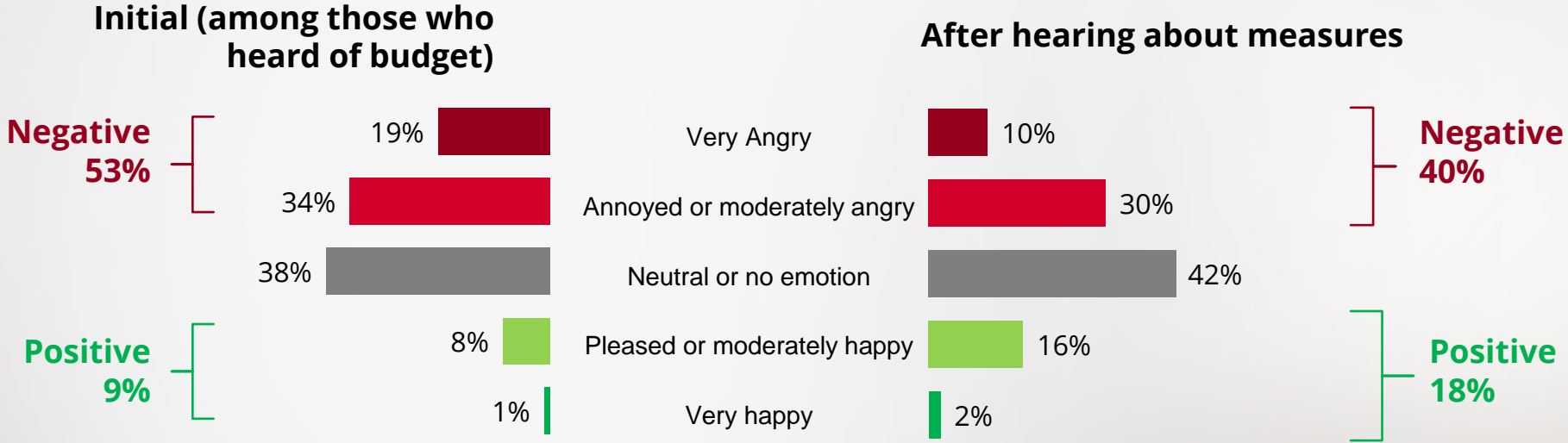5. Building housing on land owned by the federal govt

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# Budget pressure grid



**High familiarity + Negative = Driving negative sentiment**

**High familiarity + Positive = Driving positive sentiment**

**% Familiar with details**

35%

30%

25%

20%

15%

10%

5%

0%

Cap gains increase

Cap gains with details

30 year mortgages

Contraceptives and diabetes medicine

$40B Deficit

Canada Housing Infrastructure Fund

Housing on fed lands

School food programs

Increase defence spending

Canada Disability Benefit

Building AI Capacity

Right to disconnect

Build childcare centres

**Low familiarity + Negative = Opportunities for opposition to exploit**

**Low familiarity + Positive = Government should raise awareness**

-60%   -50%   -40%   -30%   -20%   -10%   0%   10%   20%   30%   40%   50%

**Positive emotions – Negative emotions**

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# Feelings towards budget improve after hearing about it, but Canadians still more negative than positive

- With details, women's net impressions improve (+29) more than men's (+15).
- The Atlantic provinces (+27) and Quebec (+30) improve their view of the budget most after hearing about measures in it.
- Bloc (+38), undecided (+33), and NDP (+25) voters rate the budget comparatively higher after learning more about it.

**Initial (among those who heard of budget)**

**After hearing about measures**

**Negative 53%**

| | Very Angry | |
|---|---|---|
| 19% | | 10% |
| 34% | Annoyed or moderately angry | 30% |
| 38% | Neutral or no emotion | 42% |
| 8% | Pleased or moderately happy | 16% |
| 1% | Very happy | 2% |

**Negative 40%**

**Positive 9%**

**Positive 18%**

And which of the following emotions best expresses how you feel about the Federal Budget? (Among those who have heard of it)
Having seen some of the items in the federal budget, how do you feel about it overall? (All respondents)

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# Media Spokesperson:

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