



The Rage Index

Looking at the mood of Canadians

November 2024

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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.

This wave looks at how the results of the US election have impacted Canadians' level of anger.

Methodology

- **Field Window:** November 1st through 8th, 2024. Please note, n=1,239 interviews were completed through November 5th (US election day) and n=265 were completed after.
- **Sampling:** Online survey of randomly-selected sample of **1,504 adult (18+) Canadians**
- **Reliability:** Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.5\%$, 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.
- **Research Standards:** Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.

REGION	Number of Interviews (unweighted)
Atlantic Canada	200
Quebec	350
Ontario	400
Saskatchewan/ Manitoba	203
Alberta	150
British Columbia & Territories	201
CANADA	1,504

Current Rage Index:

54%

(No Change from September)

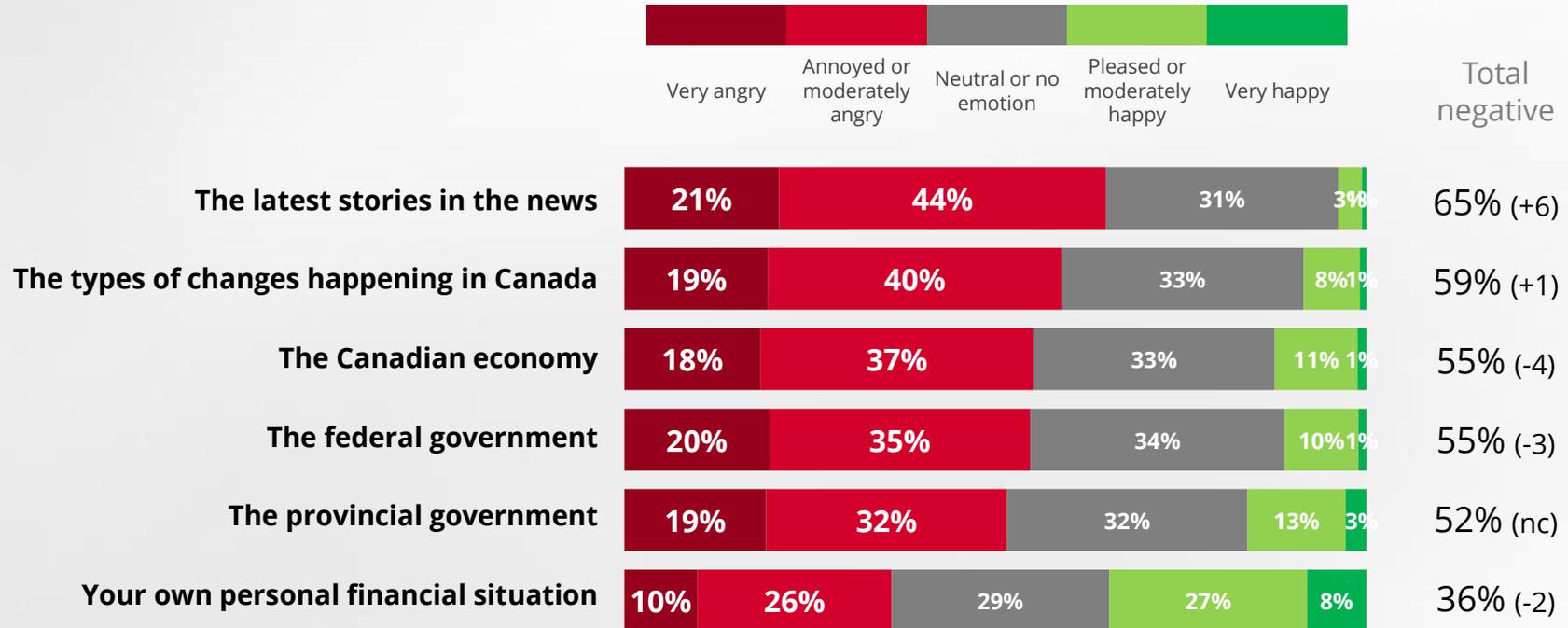
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Key Findings

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- The Rage Index shows stability since September.
 - The latest news stories are sparking even more outrage this wave (+6).
 - Less anger about the Canadian economy (-4), federal government (-3) and personal finances (-2).
 - Quebec and British Columbia are the only provinces feeling less intense anger compared to the rest of Canada.
 - Gen X is the angriest generation.
- 44% of Canadians feel “very angry” about the US Presidential election since election day, an 18-point jump from beforehand.
- Anger among Canadians has risen since US election day: +2 for the federal government, +7 for the economy, +5 for provincial governments, and +2 for personal finances.

The Rage Index



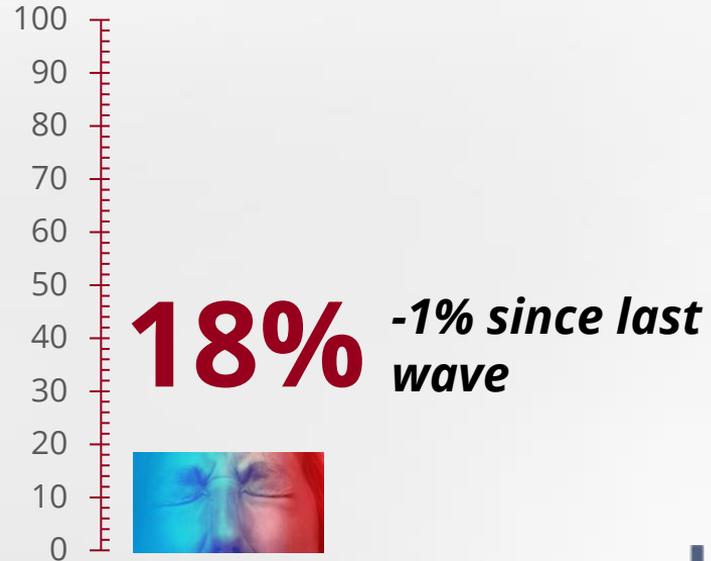
What emotion best describes how you feel when you think about each of the following? (change since September in brackets)

The Rage Index

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



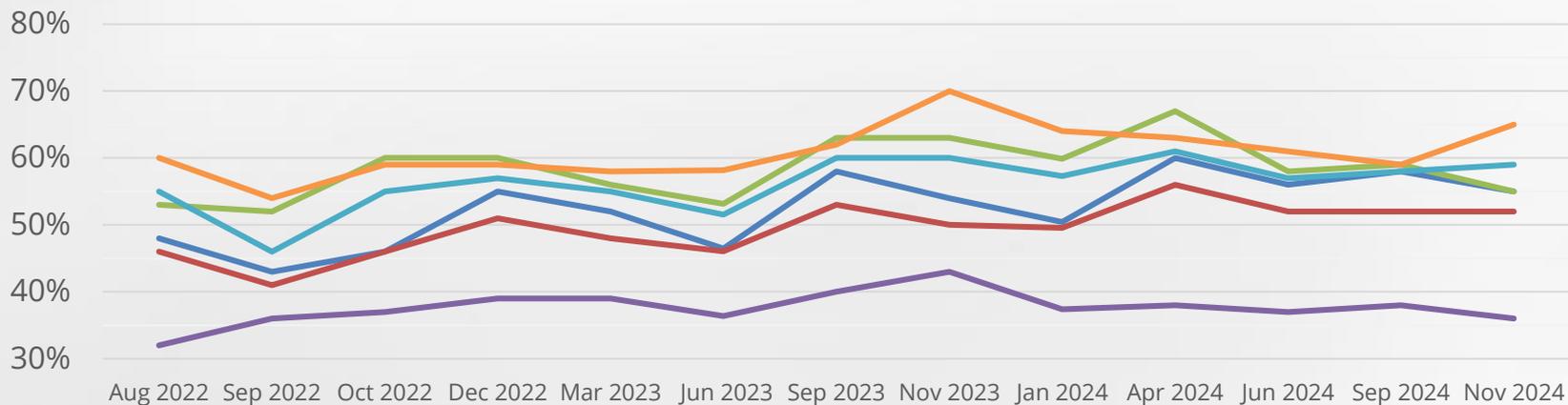
Average percentage of Canadians **very angry** about the 6 topics in the Rage Index



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

Tracking: Rage Index steady through the fall

Very angry	14%	12%	15%	18%	17%	15%	20%	20%	17%	21%	18%	19%	18%
Annoyed or angry	49%	45%	50%	54%	51%	49%	56%	57%	53%	58%	53%	54%	54%

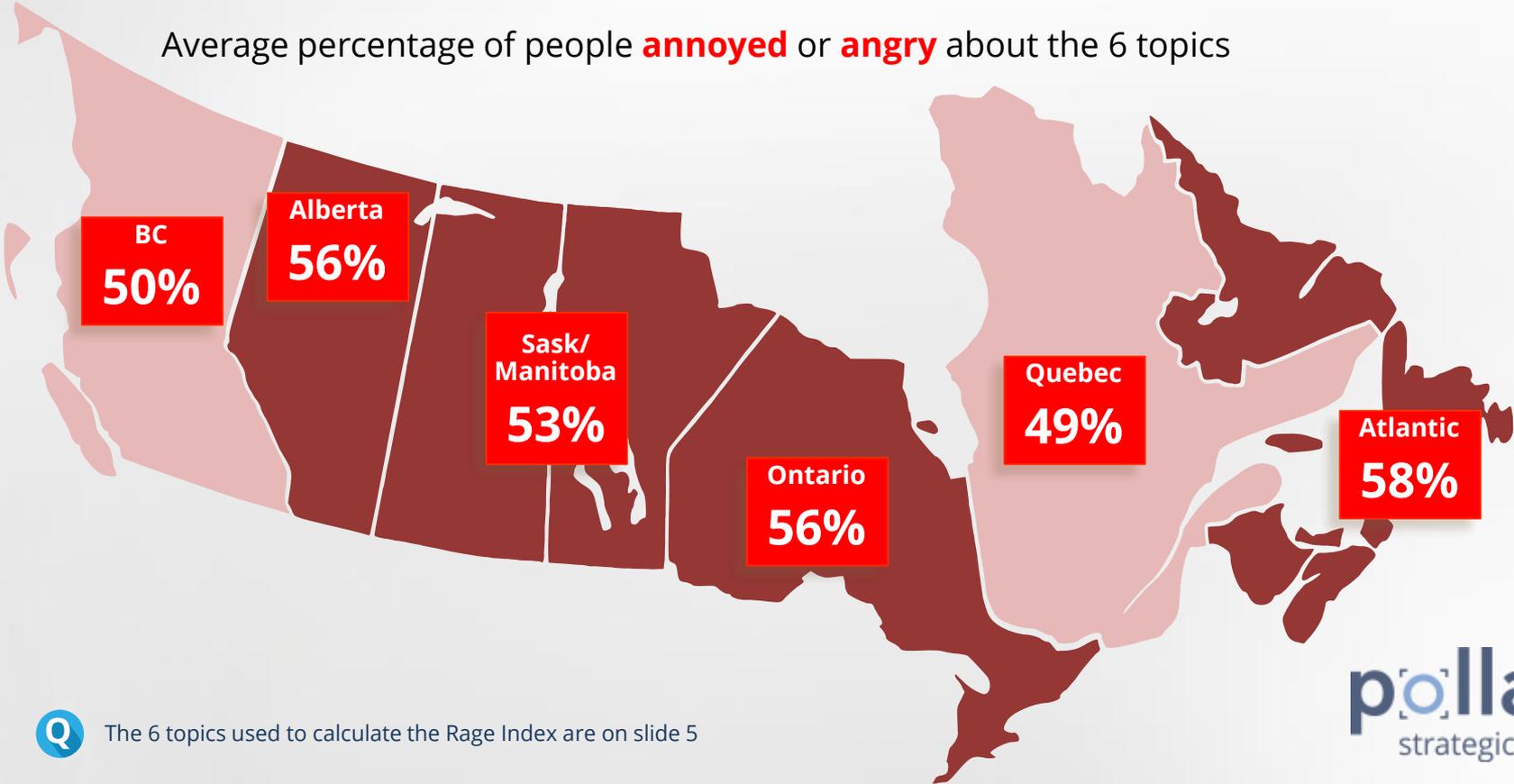


- The federal government
- Your provincial government
- The Canadian economy
- Personal financial situation
- Changes happening in Canada
- Latest stories in the news

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

Less anger in Quebec and British Columbia

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



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

Gen X is the angriest generation, but Millennials are angriest about their personal finances



% who are annoyed/angry



% who are very angry

	Gen Z	Millennial	Gen X	Boomer+	Gen Z	Millennial	Gen X	Boomer+
Rage Index	49%	54%	57%	51%	13%	18%	20%	16%
The federal government	49%	53%	57%	60%	14%	17%	22%	24%
Your provincial government	48%	53%	52%	45%	14%	19%	19%	18%
The Canadian economy	57%	58%	60%	53%	16%	19%	19%	16%
Your own personal financial situation	37%	44%	41%	19%	7%	14%	13%	4%
The types of changes happening in Canada	51%	55%	67%	60%	15%	19%	22%	15%
The latest stories in the news	52%	59%	67%	72%	15%	22%	22%	18%



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

The Impact of the US Election on Rage





44%

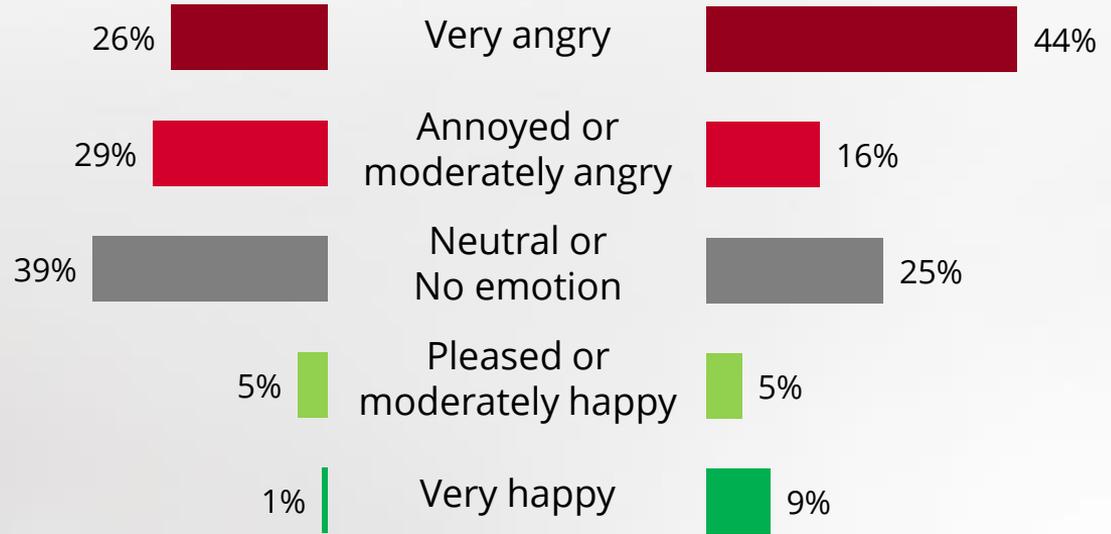
of Canadians feel "very angry" about the US Presidential election since election day, an 18-point jump from the days leading up to it

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Feelings About Presidential Election

November 1st to 5th

November 6th to 8th



What emotion best describes how you feel when you think about each of the following? The US presidential election

Feelings About United States

56%

of Canadians feel negative about the United States

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November 1st to 5th



November 6th to 8th



What is your overall impression of the United States?



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