



The Rage Index

March 2026

pollara
strategic insights

Methodology

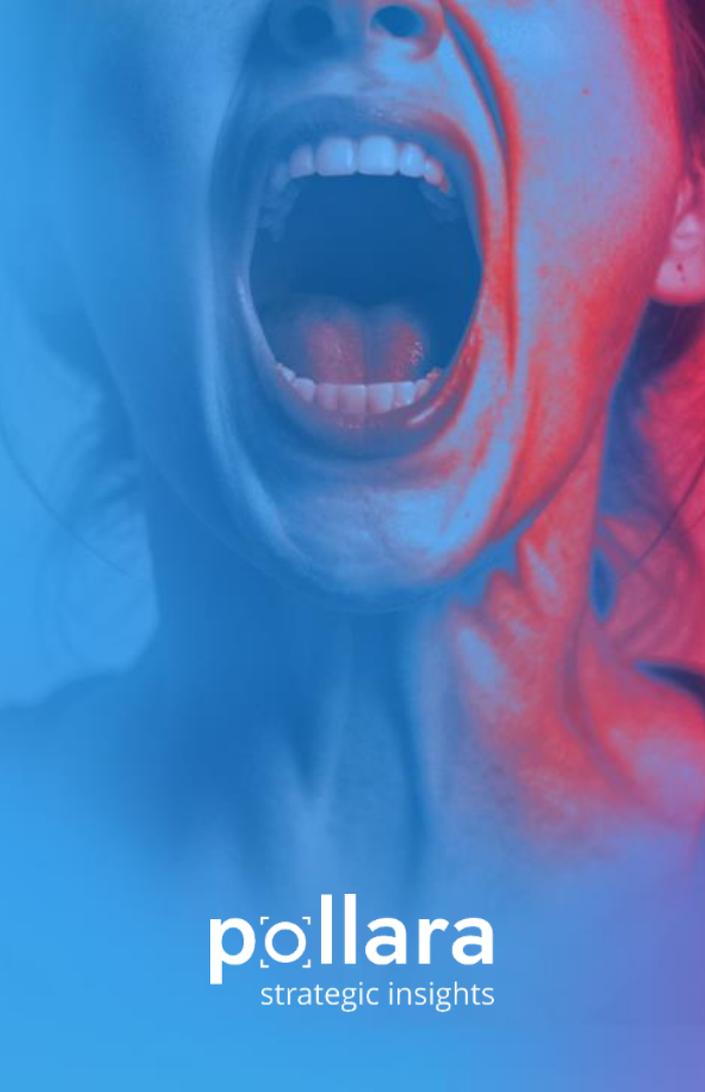
Field Window	February 19 to 24, 2026
Sampling	Online survey of randomly-selected sample of 2,410 Adult (18+) Canadian residents . Respondents were recruited from the Canadian Viewpoints online research panel.
Reliability	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.0\%$, 19 times out of 20.
Weighting	Data has been weighted using the most current age, gender, region, and education Census data to ensure the sample reflects the actual population of adult Canadians.

SAMPLE DISTRIBUTION COUNTS			
REGION	Weighted	Unweighted	Margin of Error
British Columbia [BC]	354	251	$\pm 6.2\%$
Alberta [AB]	277	600	$\pm 4.0\%$
Saskatchewan/Manitoba [SK/MB]	160	202	$\pm 6.9\%$
Ontario [ON]	964	352	$\pm 5.2\%$
Quebec [QC]	488	805	$\pm 3.5\%$
Atlantic [ATL]	168	200	$\pm 6.9\%$
TOTAL	2,410	2,410	$\pm 2.0\%$



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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** in 2022 — 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 Canadians are feeling about events happening south of the border.

Key Findings

The Rage Index now sits at **46%**, down **10 points since late 2025**.

Across virtually every major issue area - federal and provincial governments, the economy, even personal finances - anger has eased.

- Though domestic frustration has cooled, Canadians remain most angry about “stories in the news” (57%). And in 2026, the news has been dominated by stories south of the border. Canadians remain overwhelmingly negative toward developments in the United States - particularly those associated with President Trump.

- **76% hold a negative view of Trump**

And this reaction is not abstract. It is tied to specific triggers:

- Tariffs on Canadian goods (76% angry)
- Rhetoric about Canada becoming the “51st state” (73% angry)
- U.S. designs on Greenland (70% angry)

Current RAGE INDEX:

46%

(-10 from Nov 2025)

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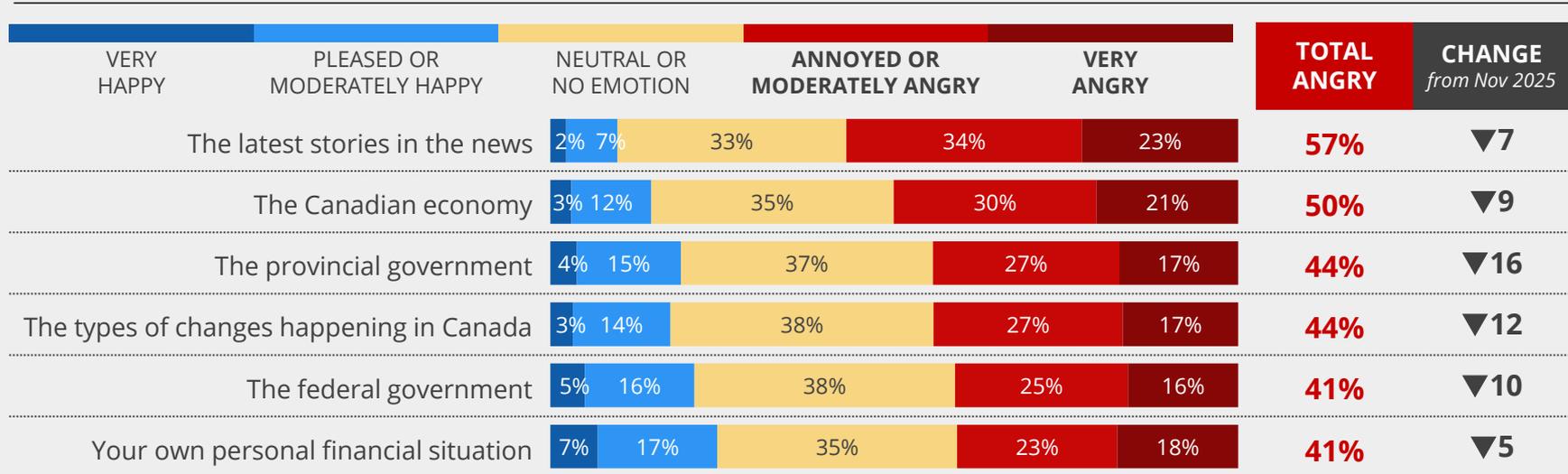
Six Topics in the Rage Index

1. The latest stories in the news
2. The Canadian economy
3. The provincial government
4. The types of changes happening in Canada
5. The federal government
6. Your own personal financial situation

The Rage Index: Emotional Responses Across Issues

A majority of Canadians report anger toward news and economic conditions, with lower but still significant frustration toward governments and personal finances.

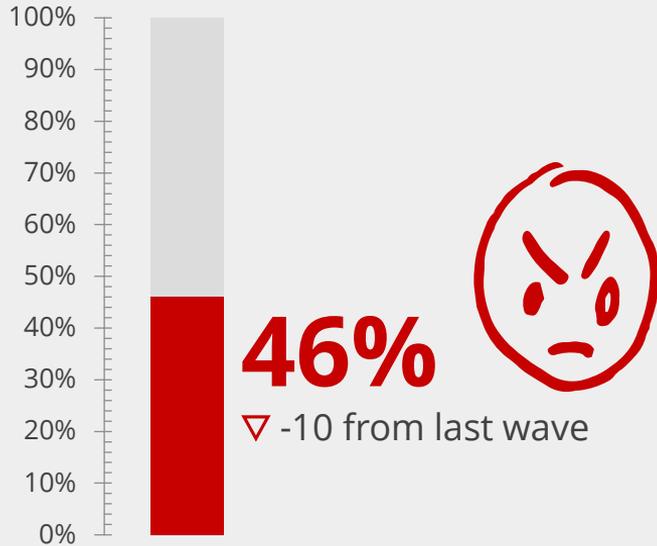
Emotion When Thinking About the Following—All Canadians



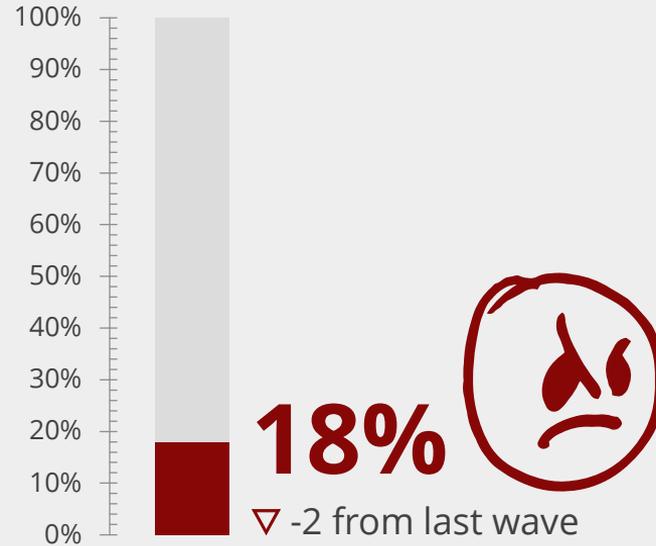
Q R1. What emotion best describes how you feel when you think about each of the following?
 Base: All Respondents—Total (n=2,410); Nov 2025 (n=2,500).

The Rage Index: Overall Rage Index Score

Average percentage of Canadians
TOTAL ANGRY [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**



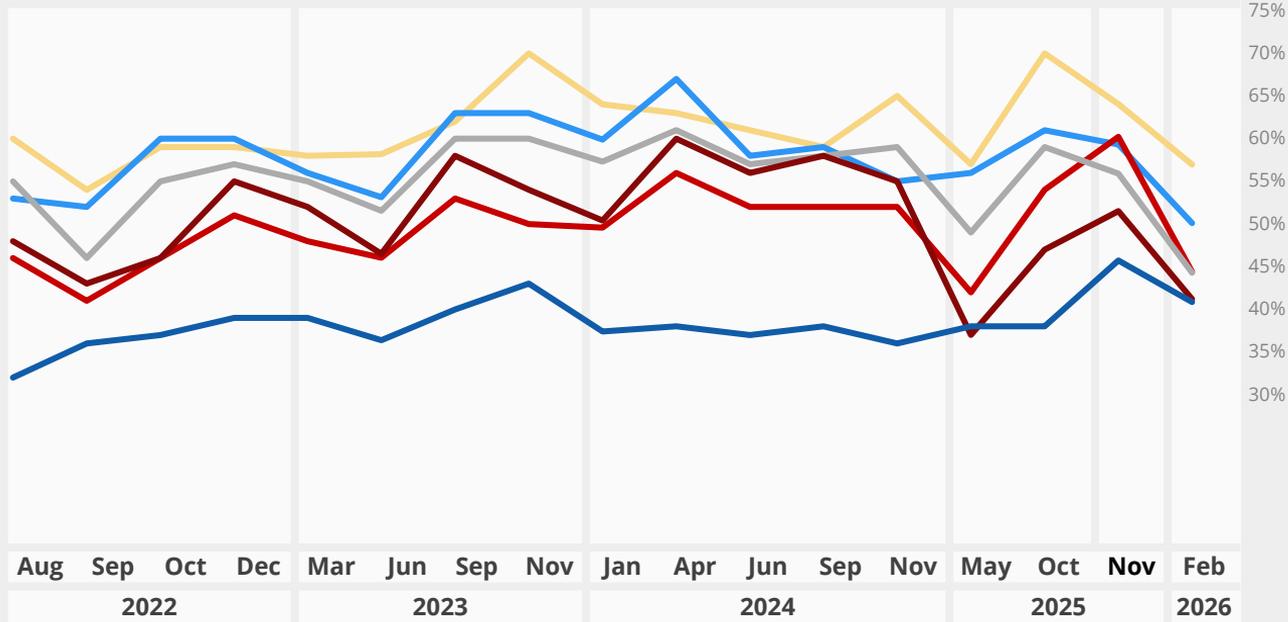
R1. What emotion best describes how you feel when you think about each of the following?
Base: All Respondents—Total (n=2,410).

The Rage Index — Tracking

	AVERAGE TOTAL ANGRY	49%	45%	50%	54%	51%	49%	56%	57%	53%	58%	53%	54%	54%	46%	52%	56%	46%
	AVERAGE VERY ANGRY	14%	12%	15%	18%	17%	15%	20%	20%	17%	21%	18%	19%	18%	14%	16%	20%	18%

ANNOYED OR ANGRY about:

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

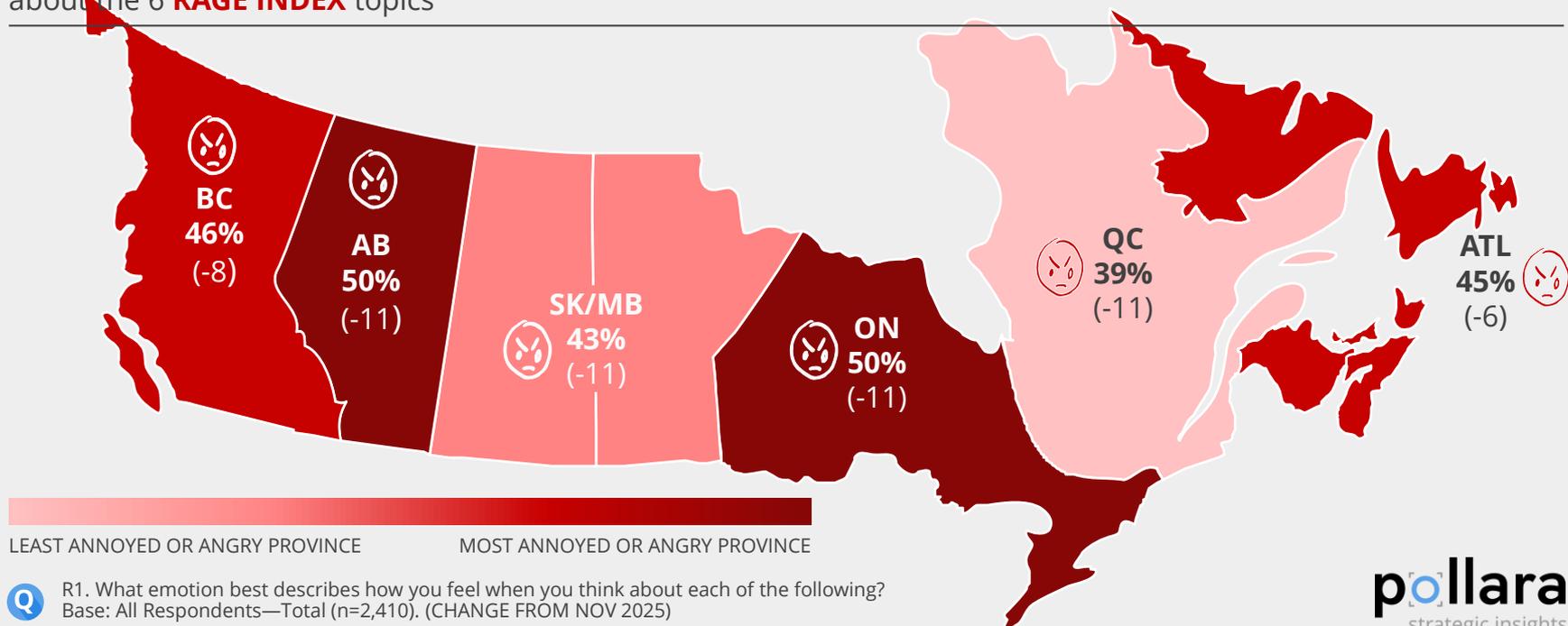


 R1. What emotion best describes how you feel when you think about each of the following?
 Base: All Respondents—Total (n=2,410).

Rage Index — Regional Summary

Ontario and Alberta report the highest levels of anger, while Quebec shows the lowest overall frustration levels.

AVERAGE percentage of people in province/region **TOTAL ANGRY** [Annoyed or Angry] about the 6 **RAGE INDEX** topics



Rage Index — Regional Look:

Across regions, the same core issues drive anger, though intensity varies, particularly on government-related concerns.



TOTAL ANGRY [Annoyed or Angry] When Thinking About the Following

	RAGE INDEX TOTAL	REGION					
		BC	AB	SK/MB	ON	QC	ATL
		MOST ANGRY ABOUT	SECOND MOST	THIRD MOST			
The latest stories in the news	57%	56%	59%	54%	61%	48%	57%
The Canadian economy	50%	51%	52%	47%	55%	42%	48%
The provincial government	44%	40%	51%	34%	46%	45%	40%
The types of changes happening in Canada	44%	43%	48%	42%	49%	34%	47%
The federal government	41%	40%	47%	42%	44%	35%	37%
Your own personal financial situation	41%	45%	43%	38%	43%	33%	43%

Q R1. What emotion best describes how you feel when you think about each of the following?
Base: All Respondents—Total (n=2,410).

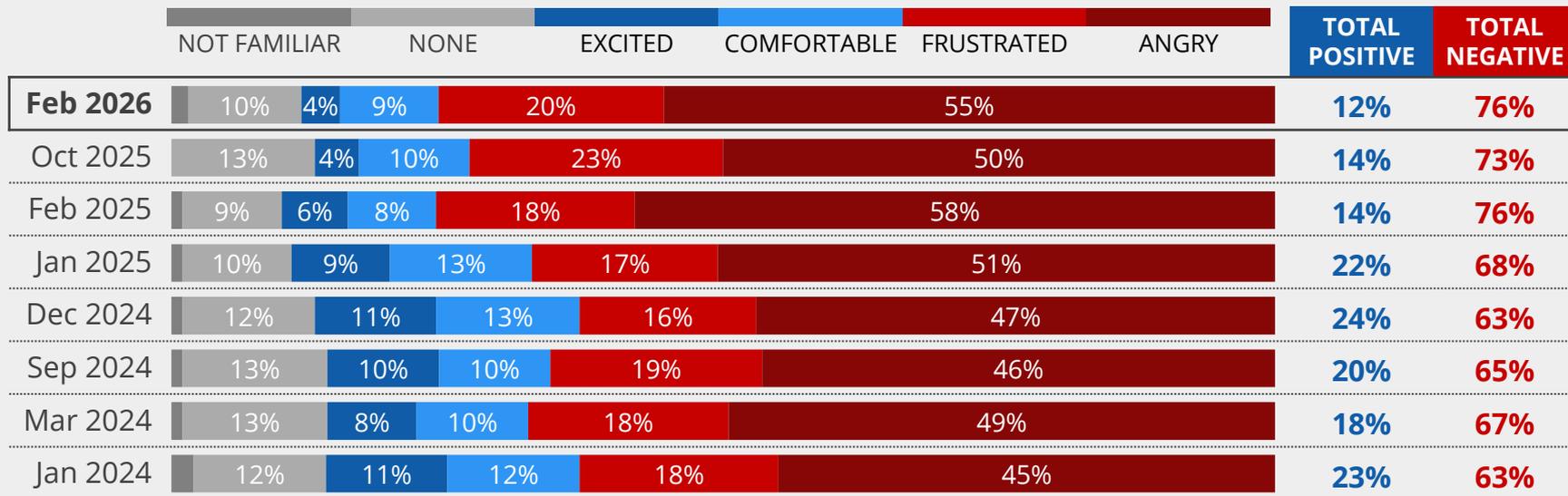
Special Topic

United States News

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Feelings Toward President Trump

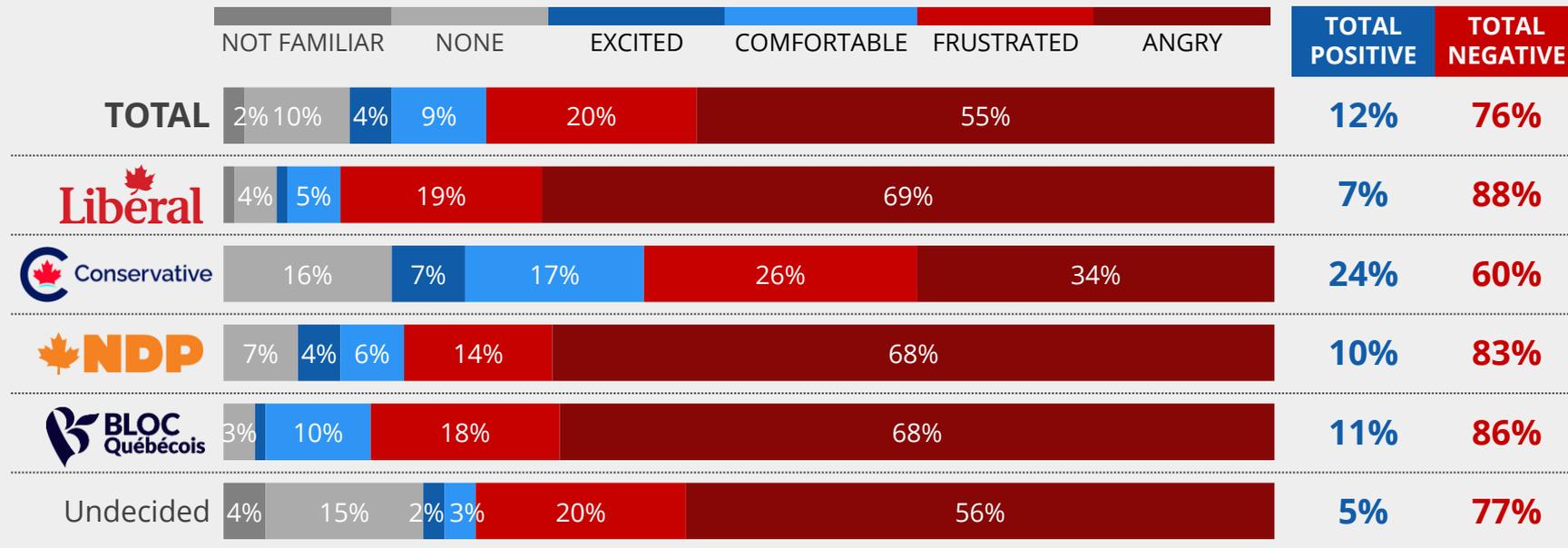
Negative views of Trump remain intense, with roughly three-quarters of Canadians expressing unfavorable sentiment – up slightly from October 2025.



R2. How do you feel about Donald Trump?
 Base: All Respondents—Total (n=2,410). Note: Data <3% not labeled.

Feelings Toward President Trump – by Vote Intent

Negative sentiment toward Trump is widespread across political groups, though intensity varies by partisan alignment. Liberal and Bloc supporters are the most negative while Conservatives are more ambivalent.



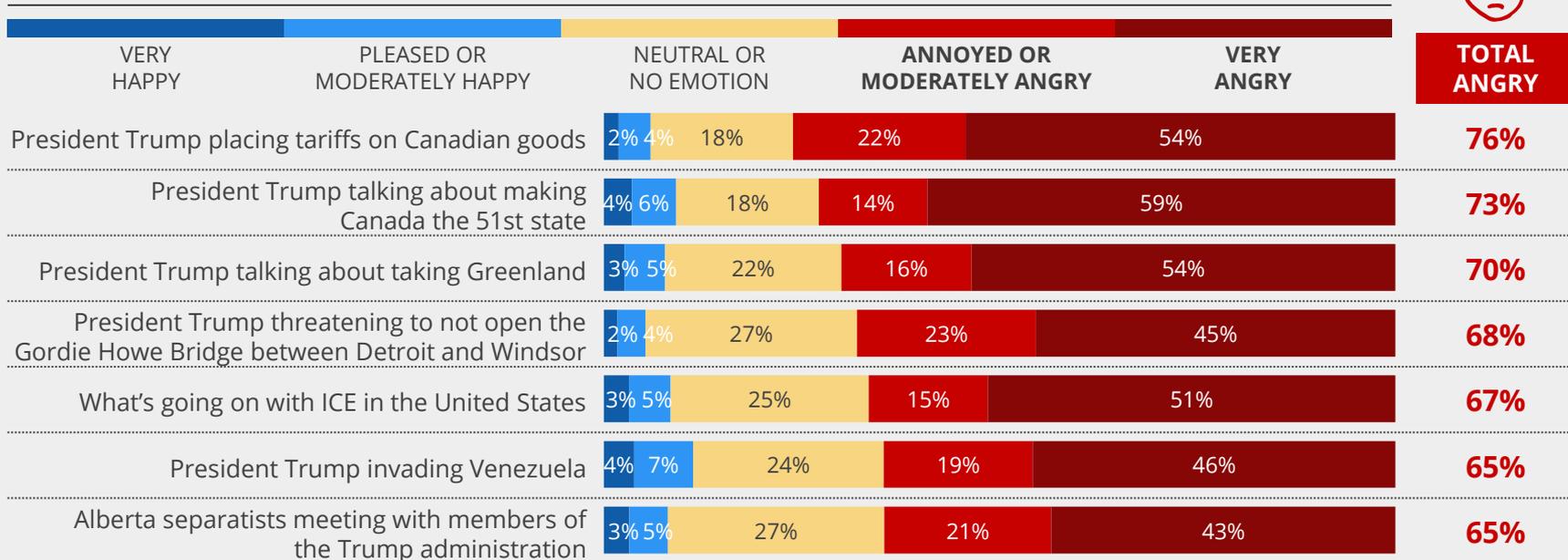
R2. How do you feel about Donald Trump?

Base: All Respondents—Total (n=2,410). Note: Data <2% not labeled.

Rage About United States News

Proposed actions such as tariffs, annexation rhetoric, and geopolitical moves are major triggers of anger among Canadians.

Emotion When Thinking About the Following—All Canadians



Q R1. What emotion best describes how you feel when you think about each of the following?
Base: All Respondents—Total (n=2,410).

Rage About United States News – by Vote Intent

Conservative voters are less angered by Trump rhetoric than other voters even on such trigger issues such as annexation, ICE actions and tariffs. Liberals are most consistently enraged by the President's rhetoric.



VERY ANGRY When Thinking About the Following

	RAGE INDEX TOTAL	VOTE INTENT				
		Lib	CPC	NDP	BQ	UD
President Trump talking about making Canada the 51st state	59%	73%	43%	68%	66%	56%
President Trump placing tariffs on Canadian goods	54%	68%	42%	57%	57%	52%
President Trump talking about taking Greenland	54%	67%	36%	61%	58%	52%
What's going on with ICE in the United States	51%	68%	34%	60%	52%	47%
President Trump invading Venezuela	46%	59%	27%	61%	42%	47%
President Trump threatening to not open the Gordie Howe Bridge between Detroit & Windsor	45%	60%	33%	46%	47%	39%
Alberta separatists meeting with members of the Trump administration	43%	59%	28%	54%	34%	38%



R1. What emotion best describes how you feel when you think about each of the following?
Base: All Respondents—Total (n=2,410).

Rage About United States News – by Separatist/Federalist Segments

Albertans who favour separation are notably less angered by President Trump's rhetoric - a divide that does not appear among Quebec separatists.



VERY ANGRY When Thinking About the Following

	RAGE INDEX TOTAL	ALBERTA		QUEBEC	
		SEP	FED	SEP	FED
<div style="display: flex; justify-content: space-between; font-size: 0.8em; margin-bottom: 5px;"> MOST ANGRY ABOUT SECOND MOST THIRD MOST </div> President Trump talking about making Canada the 51st state	59%	20%	69%	59%	57%
President Trump placing tariffs on Canadian goods	54%	28%	65%	52%	55%
President Trump talking about taking Greenland	54%	20%	61%	53%	51%
What's going on with ICE in the United States	51%	16%	60%	49%	48%
President Trump invading Venezuela	46%	17%	52%	38%	38%
President Trump threatening to not open Gordie Howe Bridge between Detroit & Windsor	45%	20%	53%	41%	43%
Alberta separatists meeting with members of the Trump administration	43%	10%	57%	26%	35%



R1. What emotion best describes how you feel when you think about each of the following?
Base: All Respondents—Total (n=2,410). (SEP = SEPARATIST; FED = FEDERALIST)

Rage About United States News – by Demographics

Young men are the least emotionally reactive group across all measures. Their anger levels consistently fall well below the national average, including on core Canada-focused issues like tariffs , “51st state” rhetoric.



VERY ANGRY When Thinking About the Following

MOST ANGRY ABOUT
 SECOND MOST
 THIRD MOST

	RAGE INDEX TOTAL	GENERATION							
		MEN				WOMEN			
		18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
President Trump talking about making Canada the 51st state	59%	38%	46%	62%	77%	51%	51%	67%	84%
President Trump placing tariffs on Canadian goods	54%	31%	47%	55%	72%	49%	47%	60%	78%
President Trump talking about taking Greenland	54%	28%	41%	59%	72%	46%	44%	63%	78%
What’s going on with ICE in the United States	51%	36%	34%	52%	64%	48%	47%	60%	70%
President Trump invading Venezuela	46%	26%	31%	42%	47%	52%	45%	53%	69%
PT threatening to not open the Gordie Howe Bridge between Detroit & Windsor	45%	24%	31%	48%	68%	39%	33%	55%	71%
Alberta separatists meeting with members of the Trump administration	43%	25%	35%	46%	52%	40%	38%	49%	63%



R1. What emotion best describes how you feel when you think about each of the following?
 Base: All Respondents—Total (n=2,410).

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February 2026

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