



The Rage Index

Looking at the mood of Canadians

February 2024

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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.

In addition to updating our regular tracking questions, this wave we took a closer look at **road rage**.

Methodology

- **Field Window:** January 12 to 22, 2024
- **Sampling:** Online survey of randomly-selected sample of **1,510 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	200	± 6.9%
Quebec	356	± 5.2%
Ontario	401	± 4.9%
Manitoba/ Saskatchewan	200	± 6.9%
Alberta	152	± 7.9%
British Columbia	201	± 6.9%
Canada	1,510	± 2.5%

Key Findings

- After rising steadily through the second half of 2023, the **Rage Index** shows less anger this wave.
 - Notably, the level of anger Canadians feel about their personal financial situation is down 6 points from November.
 - Quebecers are now the angriest in the country towards their provincial government.
- On our special topic of **Road Rage**, we find:
 - 43% of Canadians believe they are “above average” drivers, while only 1% believe they are “below average”.
 - The most anger-inducing driving habits are: blowing through stop signs, not signaling lane changes, tailgaters, cutting people off, drivers talking on their cell phones, and drivers speeding up when you try to pass them.
 - Nearly two-thirds (64%) of Canadian drivers admit to sometimes doing one of these anger-inducing things. Self-proclaimed “above average drivers” are more likely to admit to doing one of these things (68%).

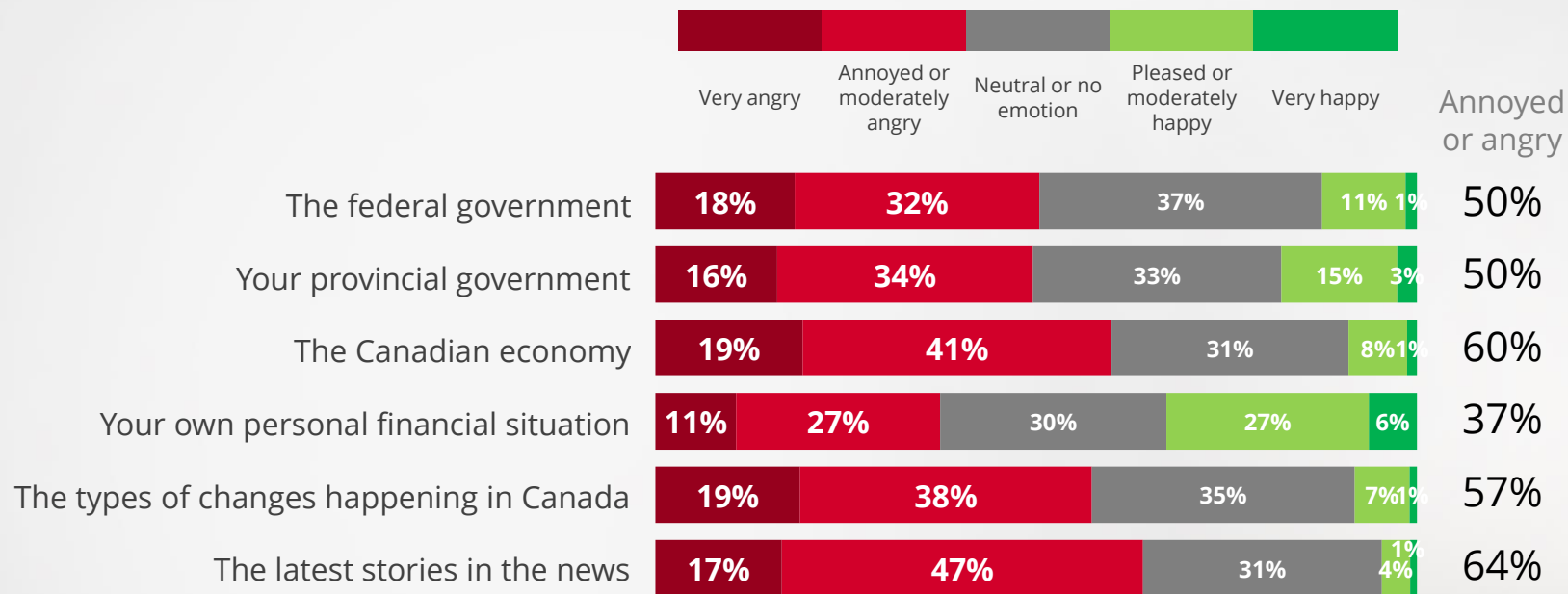
Current Rage Index:

53%

(down 4 points from
November)

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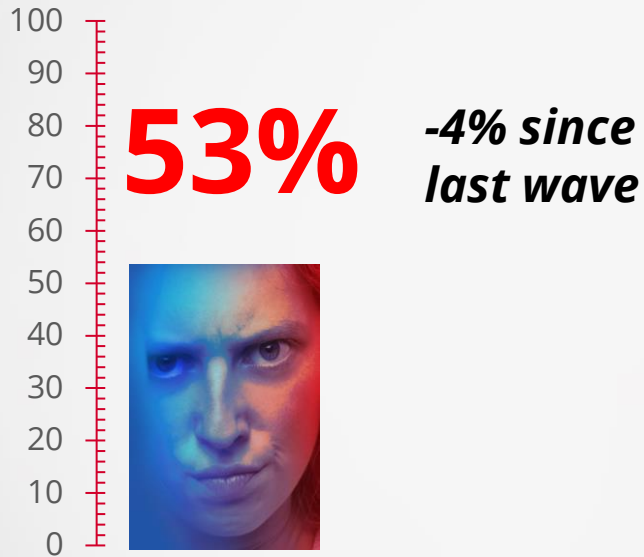
The Rage Index



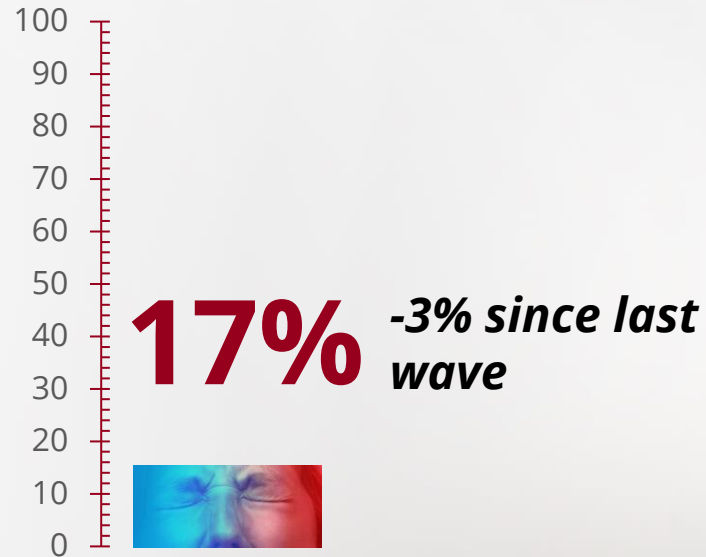
What emotion best describes how you feel when you think about each of the following?

The Rage Index: Temperature Falling

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



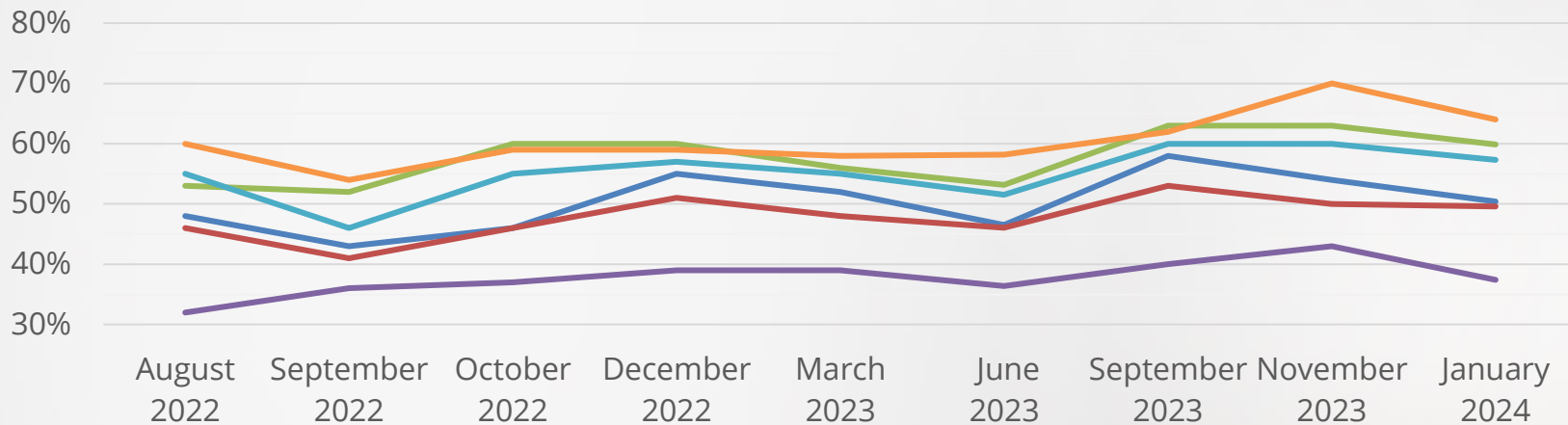
Average percentage of Canadians **very angry** about the 6 topics in the Rage Index



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

Tracking: Anger about “personal finances” and “stories in the news” both fall 6 points this wave

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

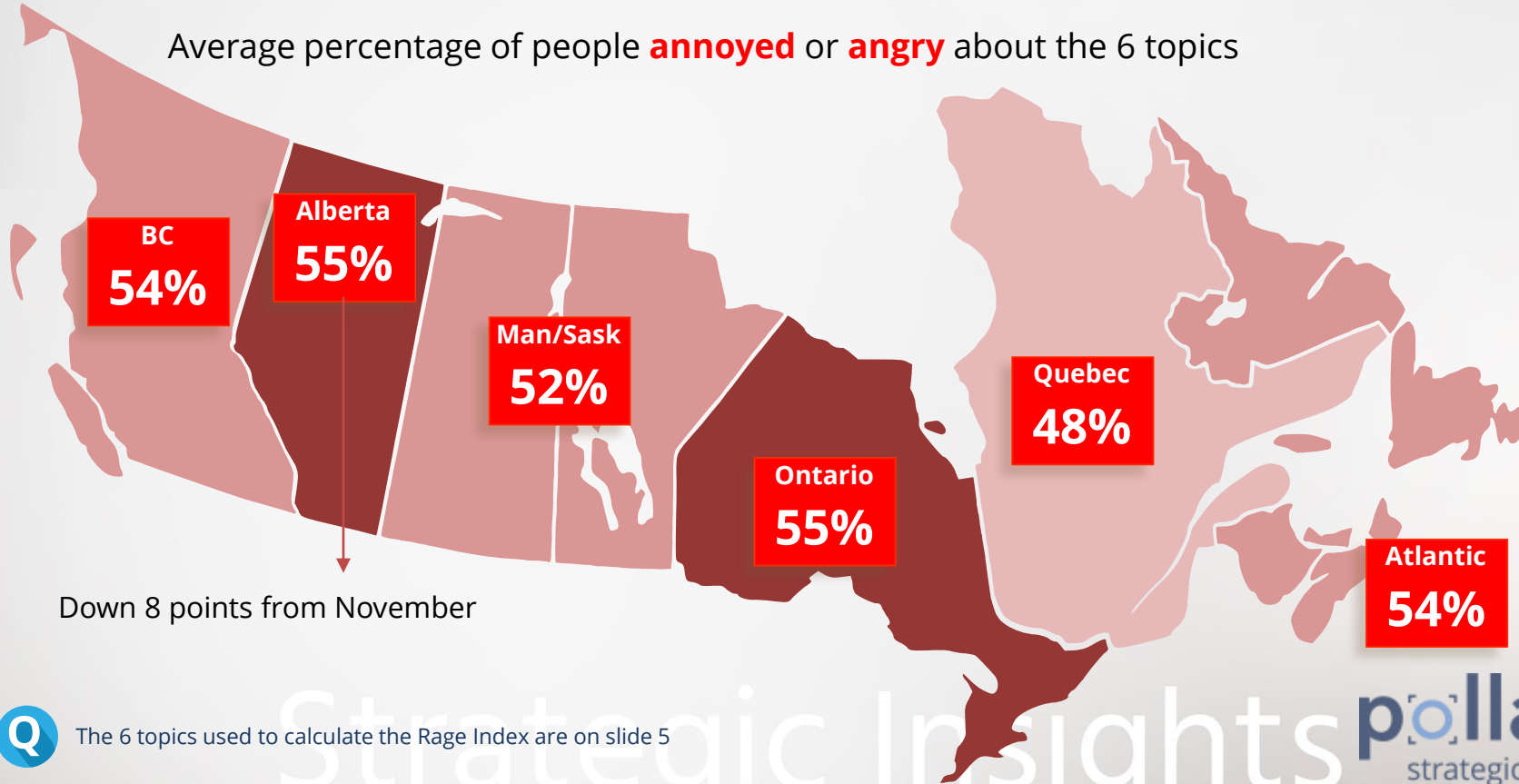


- The federal government
- Your provincial government
- The Canadian economy
- Personal financial situation
- Changes happening in Canada
- Latest stories in the news

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

Rage Index highest in Alberta and Ontario

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

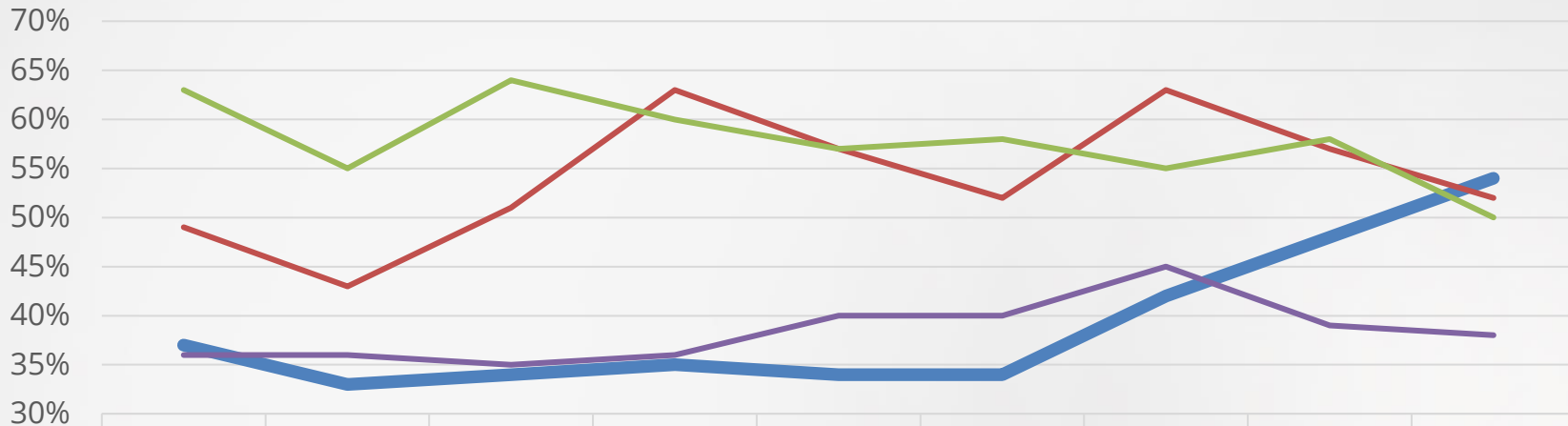


The 6 topics used to calculate the Rage Index are on slide 5

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Tracking on anger towards provincial government: Quebecers have grown increasingly angry



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



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

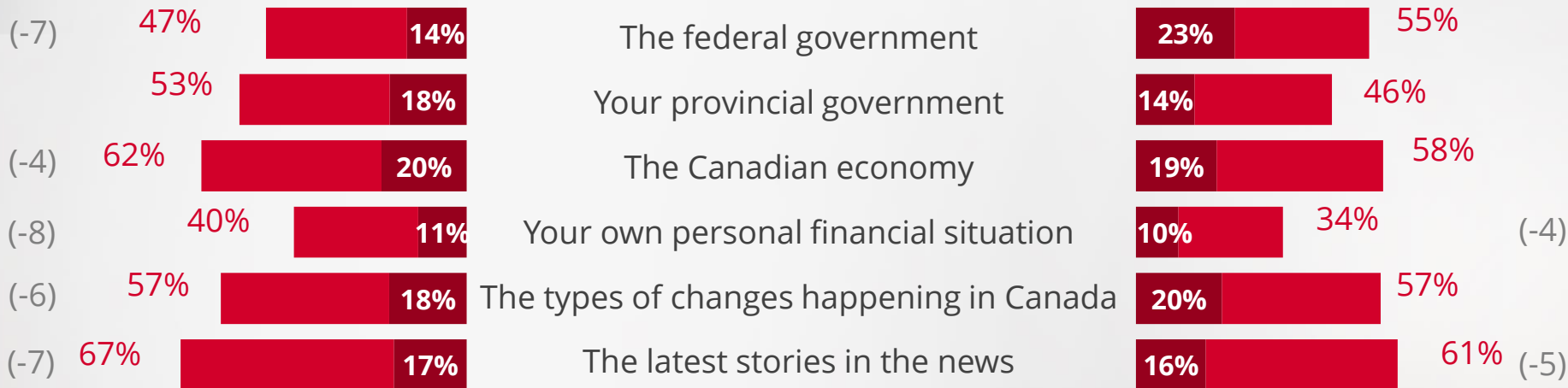
Level of anger among women eases, but they are still angrier than men overall

54% (-5)

Women

Men

52% (-2)



Very angry

Annoyed or moderately angry



What emotion best describes how you feel when you think about each of the following?
(Changes of 4 points or more from previous wave are noted in brackets)

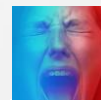
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Economic pressures heavier on younger people, while older Canadians angrier about stories in the news



% who are annoyed/angry



% who are very angry

	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
Rage Index	53%	55%	53%	52%	16%	17%	18%	15%
The federal government	50%	48%	50%	54%	17%	17%	19%	21%
Your provincial government	49%	54%	48%	47%	15%	15%	18%	17%
The Canadian economy	64%	61%	58%	56%	22%	20%	20%	15%
Your own personal financial situation	42%	50%	37%	20%	12%	15%	11%	3%
The types of changes happening in Canada	54%	57%	58%	61%	17%	18%	20%	21%
The latest stories in the news	58%	59%	69%	71%	16%	16%	20%	15%



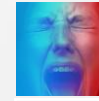
What emotion best describes how you feel when you think about each of the following?
The Rage Index is the average of the 6 questions listed above

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NDP voters feel less angry than Conservatives towards 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
	34%	66%	55%	48%	59%	68%
The federal government	13%	82%	46%	52%	52%	67%
Your provincial government	47%	47%	61%	51%	61%	57%
The Canadian economy	29%	77%	60%	56%	66%	68%
Your own personal financial situation	29%	36%	43%	18%	53%	69%
The types of changes happening in Canada	29%	80%	49%	55%	58%	81%
The latest stories in the news	59%	71%	68%	53%	66%	67%

	Lib	CPC	NDP	BQ	GP	PPC
	8%	25%	15%	11%	14%	31%
The federal government	2%	40%	9%	11%	14%	30%
Your provincial government	19%	12%	24%	10%	17%	22%
The Canadian economy	4%	33%	17%	12%	12%	28%
Your own personal financial situation	7%	10%	11%	6%	12%	29%
The types of changes happening in Canada	5%	36%	12%	15%	12%	39%
The latest stories in the news	8%	21%	20%	10%	18%	38%



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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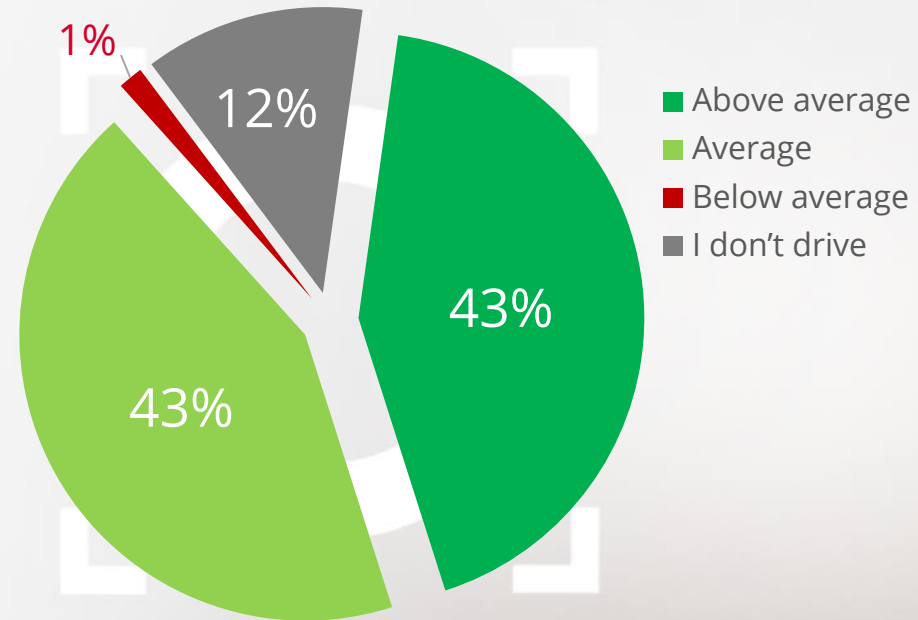


Road Rage

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86% of drivers rate themselves average or above average

Men are more likely than women to believe they are “above average” drivers (53% vs. 33%).



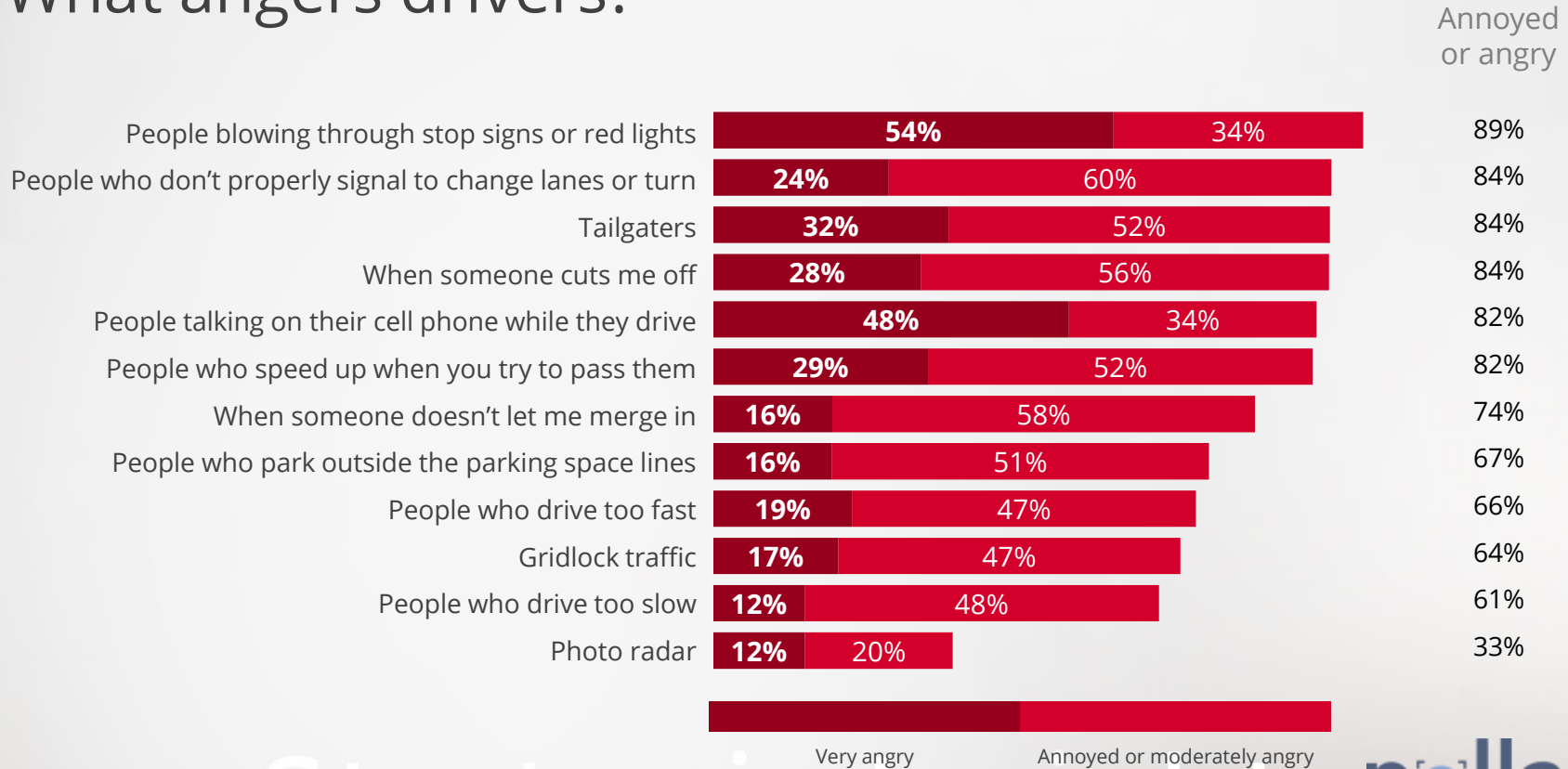
1%

of drivers rate their driving ability as below average



How would you rate your driving abilities?

What angers drivers?



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

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Regional road rage: Top 5 sources of anger, by region

British Columbia

1. People blowing through **stop signs** or **red lights** (90%)
2. People who don't properly signal to change lanes or turn (86%)
3. Tailgaters (86%)
4. People who speed up when you try to pass them (84%)
5. People talking on their cell phone while they drive (80%)

Alberta

1. People blowing through **stop signs** or **red lights** (87%)
2. When someone cuts me off (84%)
3. Tailgaters (82%)
4. People who don't properly signal to change lanes or turn (82%)
5. People who speed up when you try to pass them (80%)

Manitoba/ Saskatchewan

1. People blowing through **stop signs** or **red lights** (91%)
2. People talking on their cell phone while they drive (84%)
3. When someone cuts me off (83%)
4. Tailgaters (83%)
5. People who don't properly signal to change lanes or turn (83%)

Quebec

1. People blowing through **stop signs** or **red lights** (87%)
2. When someone cuts me off (86%)
3. People who don't properly signal to change lanes or turn (86%)
4. Tailgaters (86%)
5. People talking on their cell phone while they drive (84%)

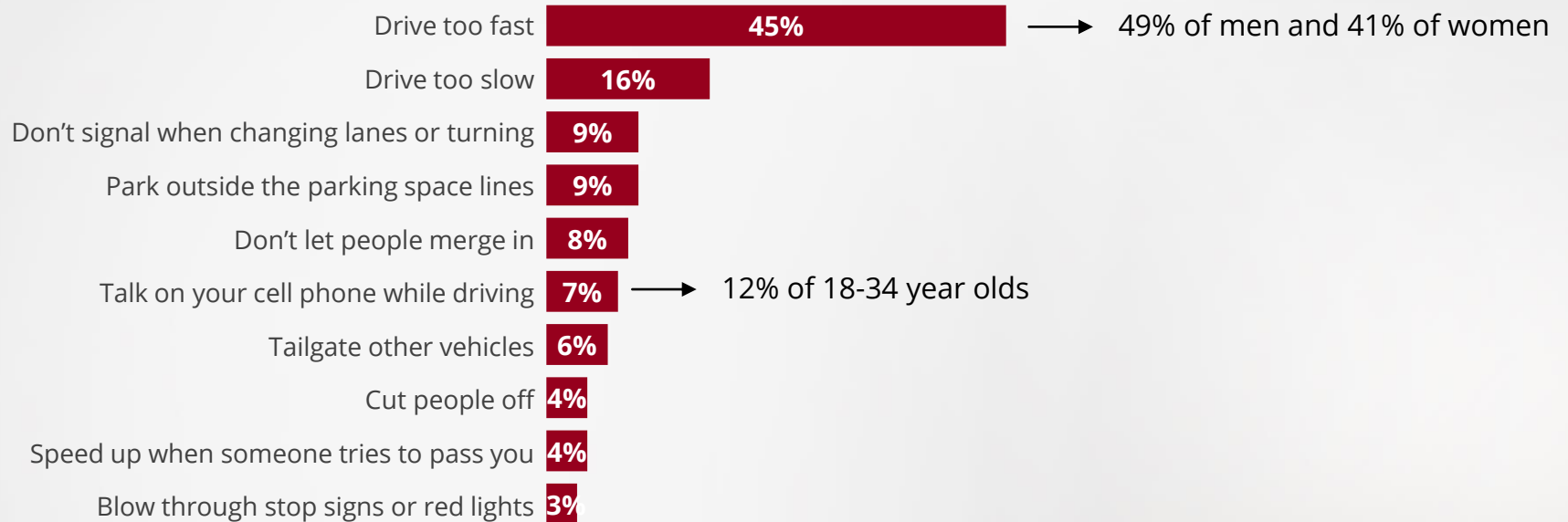
Ontario

1. People blowing through **stop signs** or **red lights** (88%)
2. When someone cuts me off (84%)
3. Tailgaters (83%)
4. People who don't properly signal to change lanes or turn (83%)
5. People talking on their cell phone while they drive (81%)

Atlantic Canada

1. People blowing through **stop signs** or **red lights** (91%)
2. People talking on their cell phone while they drive (89%)
3. People who don't properly signal to change lanes or turn (88%)
4. People who speed up when you try to pass them (85%)
5. When someone cuts me off (85%)

Driving Habits: Nearly two-thirds of Canadian drivers admit to doing at least one anger-inducing thing



64%

Admit to doing at least one of these



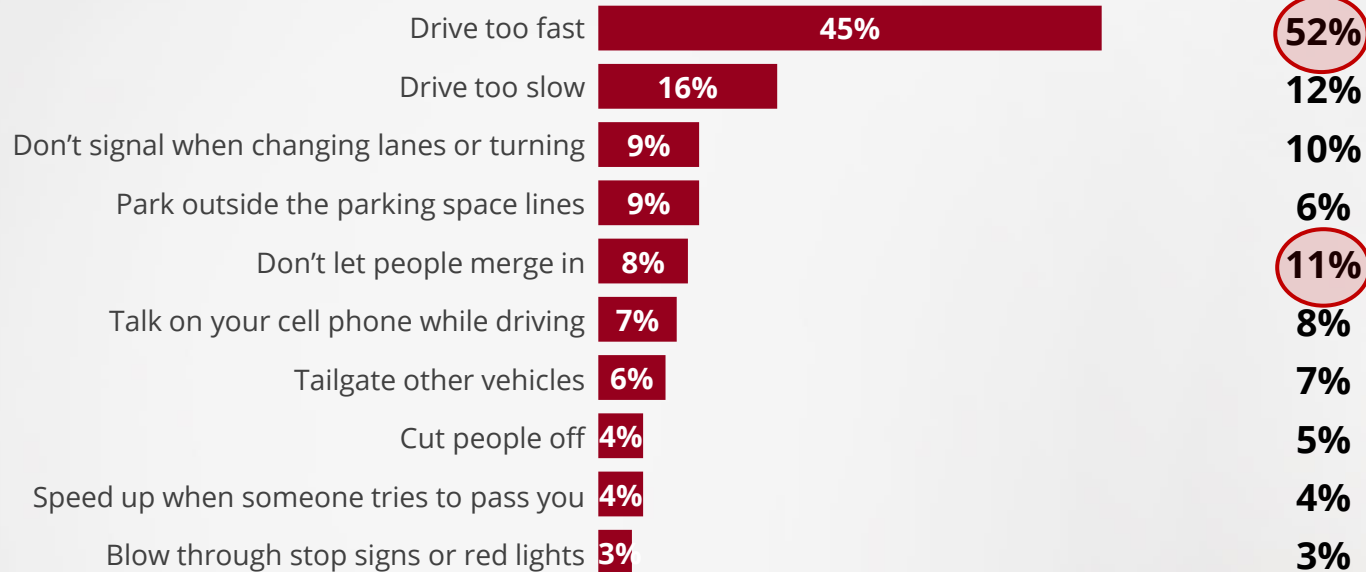
Which of the following do you do sometimes when driving? (among those who drive)

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Self-proclaimed “above average” drivers more likely to do many of these things

Among those who feel they are above average drivers



64%

Admit to doing at least one of these

68%

Admit to doing at least one of these



Which of the following do you do sometimes when driving? (among those who drive)

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Anger-inducing driving habits, by region

% who admit to doing at least one of these things

	ATL	QC	ON	SK/MB	AB	BC
Drive too fast	53%	40%	47%	44%	47%	45%
Drive too slow	18%	10%	17%	22%	22%	17%
Don't signal when changing lanes or turning	8%	11%	8%	14%	6%	10%
Park outside the parking space lines	7%	5%	8%	14%	18%	11%
Don't let people merge in	6%	8%	9%	9%	8%	8%
Talk on your cell phone while driving	8%	5%	6%	10%	11%	4%
Tailgate other vehicles	7%	10%	3%	4%	4%	6%
Cut people off	4%	2%	4%	4%	3%	4%
Speed up when someone tries to pass you	5%	3%	4%	4%	5%	4%
Blow through stop signs or red lights	1%	4%	2%	3%	3%	2%
NET: Do at least one of these things	67%	60%	62%	68%	70%	65%



Which of the following do you do sometimes when driving?

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Anger-inducing driving habits, by vote intent

% who admit to doing at least one of these things

	Lib	CPC	NDP	BQ	GP	PPC
Drive too fast	44%	50%	44%	47%	54%	45%
Drive too slow	16%	15%	19%	8%	26%	34%
Don't signal when changing lanes or turning	10%	10%	8%	10%	1%	15%
Park outside the parking space lines	9%	9%	14%	5%	7%	7%
Don't let people merge in	6%	8%	12%	9%	22%	8%
Talk on your cell phone while driving	6%	6%	9%	4%	12%	7%
Tailgate other vehicles	1%	6%	6%	10%	10%	6%
Cut people off	1%	4%	6%	3%	5%	3%
Speed up when someone tries to pass you	4%	4%	3%	2%	7%	10%
Blow through stop signs or red lights	3%	2%	3%	4%	5%	3%
NET: Do at least one of these things	61%	66%	70%	64%	78%	87%



Which of the following do you do sometimes when driving?

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