



TOPLINE & METHODOLOGY

Ipsos Snap Poll: Musk-Twitter Purchase

A survey of the American adult population (ages 18+)

Interview dates: April 26-27, 2022
Number of interviews: 1,000
Number of heavy Twitter users: 346
Number of light Twitter users: 174
Number of non Twitter users: 480

Credibility Interval: +/- 3.8 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. How familiar are you, if at all, with the following?

a. Elon Musk

	April 5	April 27	Heavy Twitter user	Light Twitter user	Non-user
Very familiar	32%	41%	66%	42%	22%
Somewhat familiar	31%	33%	24%	34%	40%
Heard of, but that is about it	21%	15%	5%	9%	24%
Never heard of	17%	11%	5%	15%	15%
<i>Total familiar</i>	<i>63%</i>	<i>74%</i>	<i>90%</i>	<i>76%</i>	<i>62%</i>
<i>Total aware</i>	<i>83%</i>	<i>89%</i>	<i>95%</i>	<i>86%</i>	<i>85%</i>

b. Twitter

	April 5	April 27	Heavy Twitter user	Light Twitter user	Non-user
Very familiar	40%	45%	79%	55%	16%
Somewhat familiar	33%	32%	18%	37%	40%
Heard of, but that is about it	23%	21%	2%	8%	41%
Never heard of	4%	2%	1%	1%	4%
<i>Total familiar</i>	<i>73%</i>	<i>77%</i>	<i>97%</i>	<i>92%</i>	<i>56%</i>
<i>Total aware</i>	<i>96%</i>	<i>98%</i>	<i>100%</i>	<i>99%</i>	<i>96%</i>



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c. Elon Musk and Twitter reaching a deal for Musk to purchase Twitter

	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Very familiar	44%	65%	43%	27%
Somewhat familiar	27%	21%	24%	33%
Heard of, but that is about it	16%	8%	14%	24%
Never heard of	13%	6%	19%	16%
<i>Total familiar</i>	71%	86%	67%	60%
<i>Total aware</i>	87%	94%	81%	84%

2. Do you agree or disagree with the following statements?

a. Social media companies have the right to remove any person they consider to violate the terms of service for the platform

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly agree	46%	46%	56%	43%	39%
Somewhat agree	32%	33%	30%	37%	34%
Somewhat disagree	10%	11%	10%	12%	11%
Strongly disagree	8%	6%	3%	6%	9%
Don't know	4%	5%	2%	4%	8%
<i>Total agree</i>	78%	78%	86%	79%	73%
<i>Total disagree</i>	18%	17%	13%	17%	20%

b. Social media companies have the right to block any post they consider inappropriate

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly agree	42%	41%	51%	37%	34%
Somewhat agree	30%	31%	30%	36%	29%
Somewhat disagree	13%	13%	12%	12%	14%
Strongly disagree	10%	10%	6%	12%	13%
Don't know	5%	5%	1%	4%	10%
<i>Total agree</i>	72%	72%	82%	73%	64%
<i>Total disagree</i>	23%	23%	18%	23%	27%

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c. Social media companies have a clear political agenda in who and what they block

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly agree	38%	35%	41%	33%	32%
Somewhat agree	31%	32%	31%	36%	30%
Somewhat disagree	12%	14%	14%	16%	14%
Strongly disagree	7%	8%	7%	8%	8%
Don't know	12%	11%	6%	7%	17%
<i>Total agree</i>	<i>69%</i>	<i>67%</i>	<i>73%</i>	<i>69%</i>	<i>62%</i>
<i>Total disagree</i>	<i>19%</i>	<i>22%</i>	<i>22%</i>	<i>24%</i>	<i>22%</i>

3. Do you support or oppose the following?

a. Social media companies removing posts that have probably false information

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly support	49%	50%	54%	52%	47%
Somewhat support	27%	23%	26%	24%	20%
Somewhat oppose	10%	11%	11%	12%	10%
Strongly oppose	7%	9%	7%	9%	11%
Don't know	8%	7%	2%	3%	12%
<i>Total support</i>	<i>75%</i>	<i>73%</i>	<i>80%</i>	<i>76%</i>	<i>67%</i>
<i>Total oppose</i>	<i>17%</i>	<i>20%</i>	<i>18%</i>	<i>21%</i>	<i>21%</i>

b. Social media companies removing posts that promote violence against particular individuals or groups

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly support	57%	62%	68%	57%	60%
Somewhat support	22%	21%	23%	23%	18%
Somewhat oppose	8%	7%	5%	10%	6%
Strongly oppose	7%	5%	2%	7%	6%
Don't know	5%	6%	2%	3%	10%
<i>Total support</i>	<i>80%</i>	<i>83%</i>	<i>91%</i>	<i>80%</i>	<i>77%</i>
<i>Total oppose</i>	<i>15%</i>	<i>11%</i>	<i>7%</i>	<i>17%</i>	<i>12%</i>

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c. Social media companies removing posts that pose a risk to the public

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly support	52%	53%	56%	56%	49%
Somewhat support	27%	26%	29%	25%	23%
Somewhat oppose	9%	9%	8%	8%	9%
Strongly oppose	6%	6%	5%	5%	8%
Don't know	5%	7%	2%	6%	11%
<i>Total support</i>	<i>79%</i>	<i>79%</i>	<i>85%</i>	<i>81%</i>	<i>73%</i>
<i>Total oppose</i>	<i>15%</i>	<i>15%</i>	<i>13%</i>	<i>14%</i>	<i>17%</i>

d. Social media companies removing posts that promote political action

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly support	23%	24%	34%	28%	16%
Somewhat support	25%	22%	25%	27%	18%
Somewhat oppose	21%	22%	21%	22%	22%
Strongly oppose	17%	18%	16%	16%	21%
Don't know	14%	14%	5%	8%	22%
<i>Total support</i>	<i>48%</i>	<i>47%</i>	<i>59%</i>	<i>54%</i>	<i>35%</i>
<i>Total oppose</i>	<i>38%</i>	<i>40%</i>	<i>37%</i>	<i>38%</i>	<i>43%</i>

e. Social media companies removing posts that contain heated political rhetoric

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Strongly support	28%	29%	35%	26%	26%
Somewhat support	25%	25%	30%	26%	21%
Somewhat oppose	20%	19%	18%	22%	19%
Strongly oppose	14%	17%	13%	19%	19%
Don't know	12%	10%	4%	7%	16%
<i>Total support</i>	<i>54%</i>	<i>54%</i>	<i>65%</i>	<i>52%</i>	<i>46%</i>
<i>Total oppose</i>	<i>34%</i>	<i>36%</i>	<i>31%</i>	<i>41%</i>	<i>38%</i>

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4. As you may know, Elon Musk recently reached a deal to purchase Twitter. Do you think Elon Musk's purchase of Twitter will...?

April 5 wording: As you may know, Elon Musk recently bought a major share of Twitter stock. Do you think Elon Musk's involvement in Twitter will...?

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Cause Twitter to allow greater free speech on the platform	28%	44%	54%	43%	36%
Cause Twitter to allow less free speech on the platform	13%	12%	21%	12%	5%
Have no impact on free speech	24%	18%	17%	20%	18%
Don't know	35%	27%	8%	25%	41%

5. And, do you think Elon Musk's involvement in Twitter will...?

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Improve the quality of discussion on the platform	32%	39%	52%	39%	28%
Make the quality of discussion on the platform worse	14%	22%	29%	24%	15%
Have no impact on quality of discussion	22%	15%	11%	19%	17%
Don't know	32%	25%	9%	18%	40%

6. How often do you use or watch the following?

a. Twitter

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Multiple times a day	17%	21%	58%	0%	0%
About once a day	13%	15%	42%	0%	0%
A few times a week	12%	11%	0%	57%	0%
A few times a month	11%	8%	0%	43%	0%
Rarely or never	47%	46%	0%	0%	100%
<i>Total heavy</i>	31%	35%	100%	0%	0%
<i>Total light</i>	23%	18%	0%	100%	0%

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b. Social Media

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Multiple times a day	49%	57%	73%	58%	44%
About once a day	21%	20%	20%	18%	20%
A few times a week	12%	8%	4%	13%	8%
A few times a month	7%	5%	2%	8%	6%
Rarely or never	12%	11%	1%	3%	23%
<i>Total heavy</i>	69%	76%	94%	76%	64%
<i>Total light</i>	19%	12%	6%	21%	14%

c. Cable news

	<u>April 5</u>	<u>April 27</u>	<u>Heavy Twitter user</u>	<u>Light Twitter user</u>	<u>Non-user</u>
Multiple times a day	19%	26%	37%	21%	18%
About once a day	20%	21%	27%	24%	15%
A few times a week	18%	14%	17%	19%	10%
A few times a month	9%	9%	7%	9%	11%
Rarely or never	33%	30%	12%	27%	45%
<i>Total heavy</i>	40%	47%	64%	45%	34%
<i>Total light</i>	27%	24%	24%	28%	22%



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About the Study

These are some of the findings of an Ipsos poll conducted on April 26-27, 2022. For this survey, a sample of 1,000 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes heavy Twitter users N=346, light Twitter users N=174, and non Twitter users N=480.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and "[river sampling](#)" and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,000, DEFF=1.5, adjusted Confidence Interval=+/-5.3 percentage points).

The poll also has a credibility interval of plus or minus 6.5 percentage points for heavy Twitter users, +/- 9.1 for light Twitter users, +/- 5.5 for non Twitter users.





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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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