



## FACTUM

### Canadians Largely Unfazed by Musk's Twitter Takeover

Many (60%) Concerned About Takeover's Impact on What People Can Say (Hate-Speech, Misinformation) on Twitter

**Toronto, ON, May 18, 2022** – Amidst a flurry of media activity and headlines concerning Elon Musk's purchase of Twitter, a new Ipsos poll conducted on behalf of Global News finds that most Canadians do not think the change in ownership will significantly impact them.

Reflecting on the news that Elon Musk is buying Twitter, just over three-quarters of Canadians (77%) agree that, ultimately, it's his money and he can do whatever he wants with it. Further, two-thirds (64%) say they don't care as they're not on Twitter. While the belief that Elon Musk can do what he wants with his money is consistent across age, gender, region, women (68% vs. 59% of men) and those from Quebec (74% vs. 68% SK/MB, 67% BC, 65% ATL, 60% AB, 57% ON) are significantly more likely to say they don't care as they don't use Twitter.

Nevertheless, there remains a sizeable portion who express concern over Musk's takeover of Twitter. Six in 10 Canadians say they are worried that there will be fewer rules governing what people can say on Twitter (i.e., hate-speech, lies, and misinformation) under Musk's ownership. This concern is significantly higher among those ages 55+ (65% vs. 57% 18-34 and 56% 35-54).

While half (49%) feel Twitter will be a better business under Musk's ownership, fewer (45%) feel Twitter will be better democracy because of this change in ownership. Belief in Musk's ability to improve Twitter as a business is significantly higher among men (54% vs. 45% of women) and those ages 18-34 (56% vs. 51% 35-54 and 42% 55+). Notably, younger Canadians are also more confident in the takeover being better for democracy (52% 18-34, 51% 35-54, 33% 55+).

Half (51%) of Canadians agree they won't use Twitter anymore because of this change in ownership, which rises to 64% among those ages 55+ (vs. 46% 35-54 and 38% 18-34).



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### About the Study

These are some of the findings of an Ipsos poll conducted between April 29 and May 2, 2022, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

### For more information on this news release, please contact:

Darrell Bricker  
CEO, Ipsos Global Public Affairs  
+1 416 324 2001  
[Darrell.Bricker@ipsos.com](mailto:Darrell.Bricker@ipsos.com)

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