

angus reid group
questions that matter

REPORT

Twitter 2.0

Canadians on Musk, Twitter,
and everything in between.



hello@angusreid.com

angusreid.com

Context

In April 2022, Elon Musk made a \$43 billion offer to buy Twitter. Within the last couple of weeks, this deal concluded, placing Musk at the helm of the social media organization. We fielded a survey back in April to understand public sentiment on this deal. Last week, we fielded a similar study to see whether these sentiments have changed over time.

Methodology

Between Nov 4-8, Angus Reid Group surveyed a representative sample of n=1,502 Canadian adults. The sample frame was balanced and weighted on age, gender, and education according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 2.5 percentage points, 19 times out of 20. The survey was fielded in English and French

The net opinion:

There is an increased perception that Musk's ownership is a "bad thing" for Twitter. Almost half of Canadians see it that way.

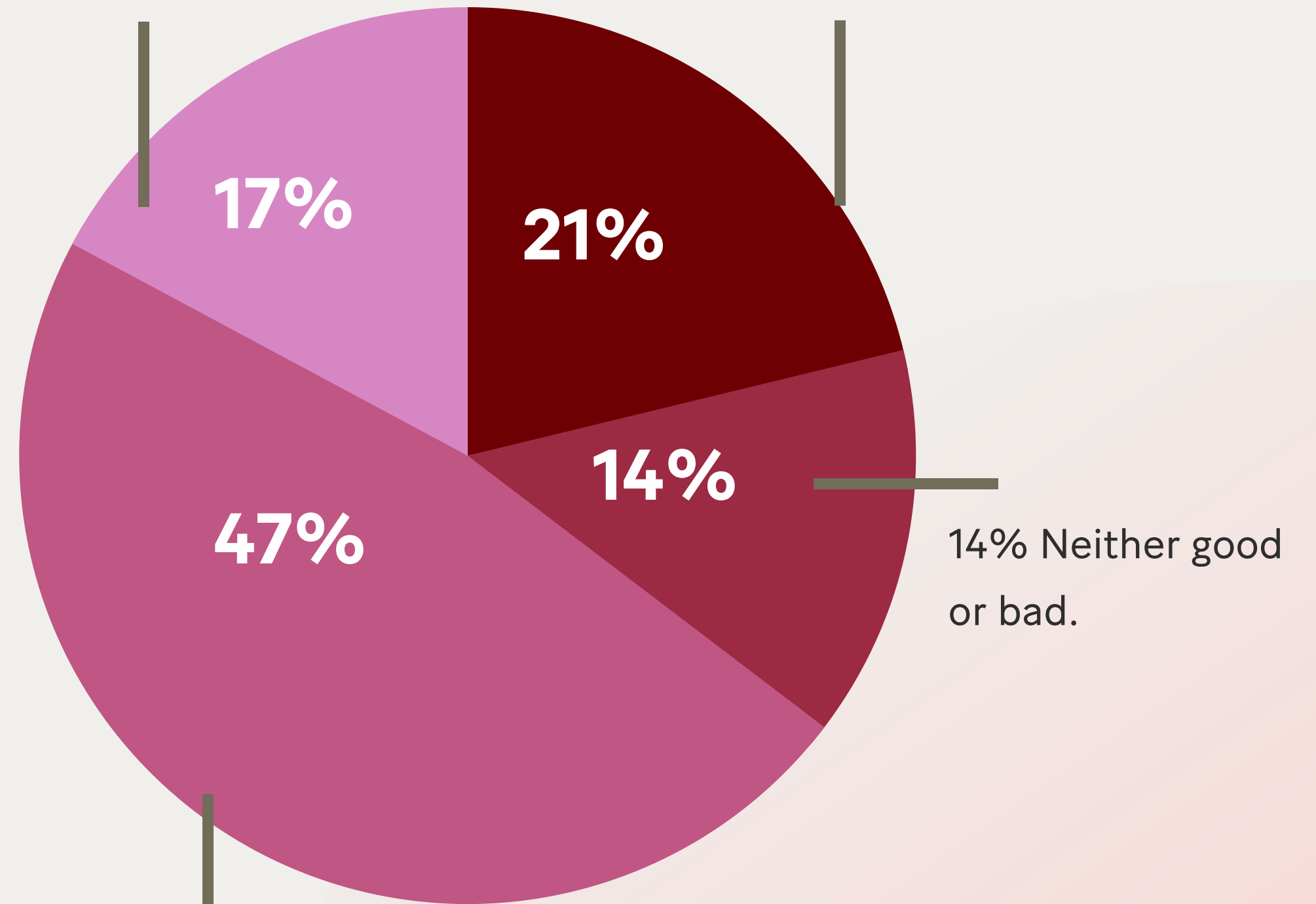
Negative outlooks on Musk's ownership have increased 8 percentage points since April

QUESTION:

As you may already know, Elon Musk has taken over as owner of the social media company, Twitter. Do you think this is a good thing or a bad thing for Twitter?

17% Not sure / Don't know

21% say this is a good thing.



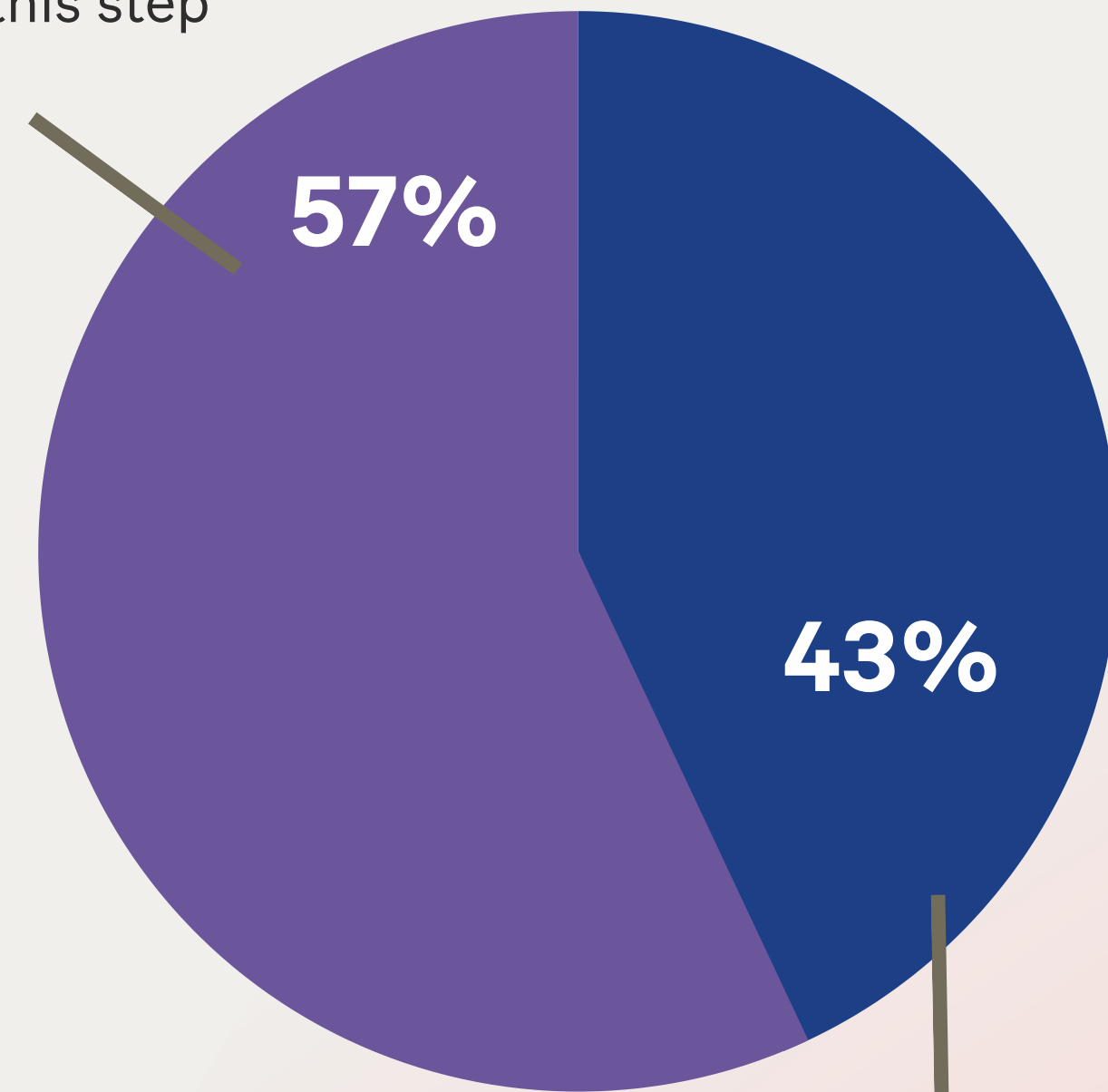
47% say this is a bad thing for Twitter.

Almost three-in-five Canadians believe Twitter's layoffs will result in disarray for the company

QUESTION:

As you may have heard, Elon Musk is laying off roughly 50% of Twitter employees. Which of the following best reflects your point of view on this?

Twitter will fall into disarray
as a result of this step

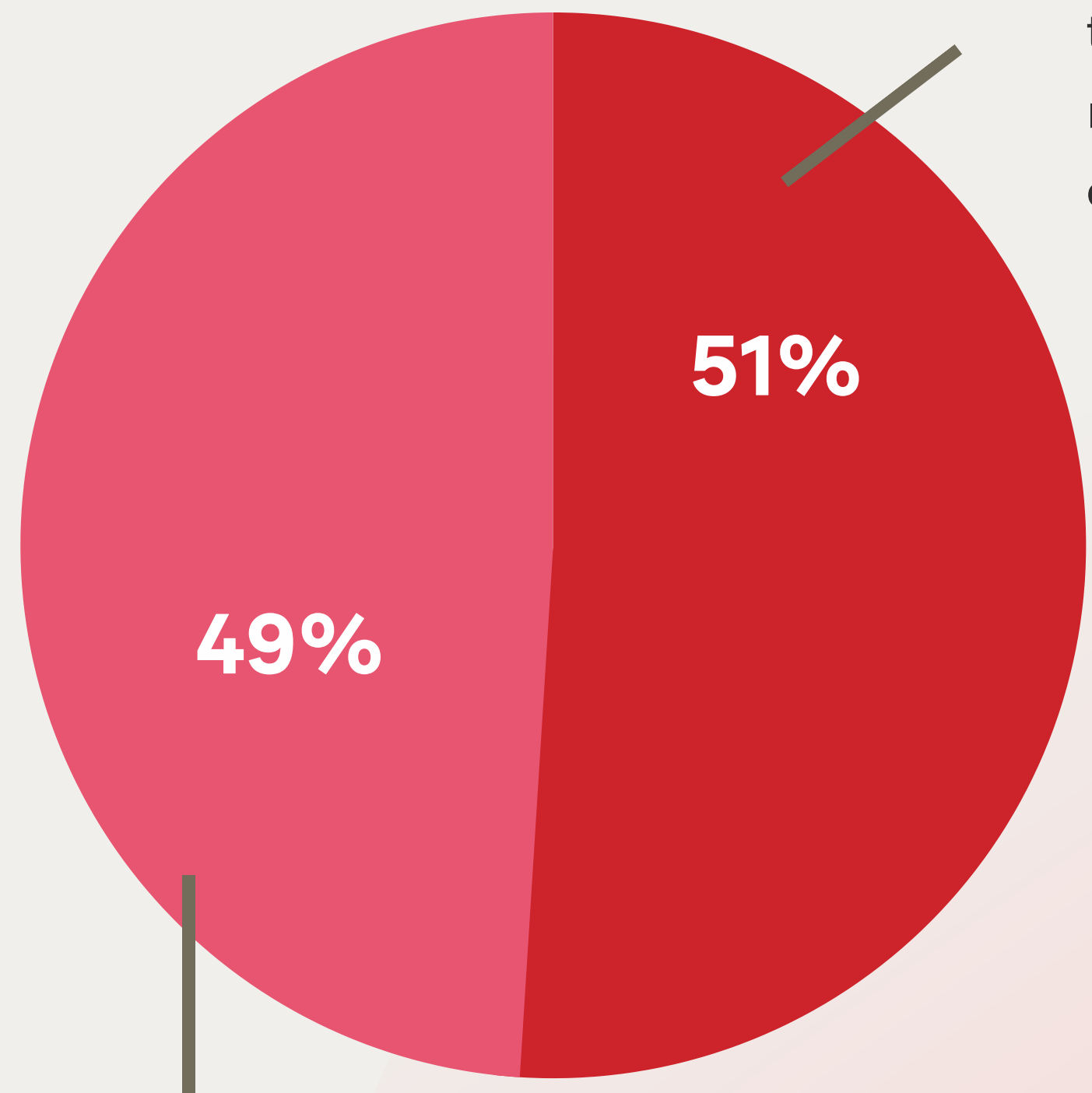


This is probably a
necessary step to
making Twitter a viable
company

Opinions are split on whether advertising revenue declines are temporary or permanent

QUESTION:

Twitter advertising revenue has fallen dramatically since Elon Musk took over. Which of the following best reflects your point of view on this?



This is probably a temporary market reaction to Musk taking over

Twitter will continue to suffer revenue declines for the foreseeable future

Confidence in Musk and his ability to benefit the organization is decidedly lower than it was in April

QUESTION:

Agreement

(Strongly/Somewhat agree)

with the following statements.

	April 29	November 4
Elon Musk will bring innovative ideas to Twitter	46%	40%
Elon Musk has greatly overestimated his ability to navigate how content on Twitter is moderated	43%	52%
Elon Musk should just stick to the businesses that he already runs (like Tesla and SpaceX)	42%	50%
Elon Musk will be a strong leader for Twitter	35%	28%
Elon Musk is in over his head	30%	45%
Elon Musk will ultimately fail as leader of Twitter	25%	41%

Confidence in Musk's ability to deal with Twitter-specific issues has also eroded since April. Specifically, Canadians' faith in the new CEO is lowest when it comes to the spread of disinformation on the platform and his impact on the current culture of interaction.

angus reid group

questions that matter

QUESTION:

Under Musk's leadership, do you think Twitter will be better or worse at the following?

www.angusreid.com

	April 29 (he will make it worse)	November 4 (he will make it worse)
Limiting the spread of disinformation	41%	51%
Making Twitter the center of political and social discourse in society	31%	42%
Ensuring freedom of speech	27%	35%
Ensuring personal security for users of the platform	25%	37%
Dealing with "bots" (i.e. fake Twitter accounts)	24%	31%
Innovating new features for the platform	12%	22%

“From a perception standpoint, Twitter’s early days under Musk are bleak. With Musk making some bold moves from the get go, Canadians and advertisers are both reacting negatively.”

Demetre Eliopoulos

Senior Vice President and Managing Director, Research Services

Ready for answers?
hello@angusreid.com

Learn more about:

[Angus Reid](#) [Our panels](#) [How we poll](#) [What we're learning](#) [Media coverage](#)