

# YouGov - Elon Musk

Sample Size: 1672 adults in GB  
Fieldwork: 20th - 21st December 2022

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1672</b>	547	405	142	589	623	809	863	176	691	413	393	953	719	202	560	361	403	145
<b>Unweighted Sample</b>	<b>1672</b>	540	422	156	661	637	735	937	168	671	425	408	981	691	185	551	364	417	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	27-28 Apr	20-21 Dec																		
<b>Do you have a favourable or unfavourable view of Elon Musk?</b>																				
Very favourable	4	3	4	1	2	2	4	4	1	3	3	4	1	3	2	1	2	3	4	1
Somewhat favourable	19	15	20	6	7	8	19	21	8	16	16	16	10	13	16	13	16	15	13	16
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>18</b>	<b>24</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>23</b>	<b>25</b>	<b>9</b>	<b>19</b>	<b>19</b>	<b>20</b>	<b>11</b>	<b>16</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>17</b>
Somewhat unfavourable	25	29	30	31	38	35	27	27	31	23	31	30	29	33	24	33	30	28	29	26
Very unfavourable	15	25	13	40	42	38	15	23	28	36	27	25	18	30	20	37	23	20	25	31
<b>TOTAL UNFAVOURABLE</b>	<b>40</b>	<b>54</b>	<b>43</b>	<b>71</b>	<b>80</b>	<b>73</b>	<b>42</b>	<b>50</b>	<b>59</b>	<b>59</b>	<b>58</b>	<b>55</b>	<b>47</b>	<b>63</b>	<b>44</b>	<b>70</b>	<b>53</b>	<b>48</b>	<b>54</b>	<b>57</b>
Don't know	37	28	32	22	10	17	35	24	32	23	23	26	41	21	38	16	30	33	29	26

	27-28 Apr	20-21 Dec																		
<b>How often do you use the social media platform Twitter?</b>																				
Multiple times per day	9	9	5	12	10	9	6	12	6	16	12	7	3	10	7	11	7	8	10	11
Daily	10	7	7	10	11	9	5	7	8	14	7	9	3	8	6	9	8	5	7	13
Multiple times per week	6	6	6	9	6	8	5	7	6	6	8	8	2	8	5	8	6	6	5	7
Weekly	4	4	3	4	6	4	3	4	3	6	4	3	2	5	2	6	2	3	4	4
Multiple times per month	4	4	2	4	6	3	3	3	4	4	5	4	2	4	3	4	4	3	4	2
Less frequently than a month	11	10	10	12	12	13	9	9	11	8	11	11	9	11	8	9	10	9	10	12
I do not use twitter	54	57	67	46	48	52	68	54	60	32	49	59	79	52	63	51	57	64	57	48
Don't know	3	3	1	2	1	1	2	5	2	13	4	1	0	2	5	2	4	3	3	2

	27-28 Apr	20-21 Dec																		
<b>Do you have a favourable or unfavourable view of Twitter?</b>																				
Very favourable	2	2	2	3	1	2	1	3	1	8	3	1	1	3	1	4	1	2	3	3
Somewhat favourable	24	19	15	25	23	21	16	21	17	24	22	21	9	21	15	19	21	15	18	20
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>21</b>	<b>17</b>	<b>28</b>	<b>24</b>	<b>23</b>	<b>17</b>	<b>24</b>	<b>18</b>	<b>32</b>	<b>25</b>	<b>22</b>	<b>10</b>	<b>24</b>	<b>16</b>	<b>23</b>	<b>22</b>	<b>17</b>	<b>21</b>	<b>23</b>
Somewhat unfavourable	29	31	30	35	43	36	27	28	34	28	33	32	27	34	27	39	30	31	29	28
Very unfavourable	16	19	22	15	19	17	22	21	17	16	17	18	24	19	19	20	17	19	21	16
<b>TOTAL UNFAVOURABLE</b>	<b>45</b>	<b>50</b>	<b>52</b>	<b>50</b>	<b>62</b>	<b>53</b>	<b>49</b>	<b>49</b>	<b>51</b>	<b>44</b>	<b>50</b>	<b>50</b>	<b>51</b>	<b>53</b>	<b>46</b>	<b>59</b>	<b>47</b>	<b>50</b>	<b>50</b>	<b>44</b>
Don't know	29	29	32	22	14	24	34	27	32	23	26	29	40	23	38	18	31	33	29	33

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Sample Size: 1672 adults in GB  
Fieldwork: 20th - 21st December 2022

	Twitter usage			
	Total	Twitter user	Not on Twitter	Daily Twitter user
<b>Weighted Sample</b>	<b>1672</b>	665	951	271
<b>Unweighted Sample</b>	<b>1672</b>	681	944	269
	%	%	%	%

	27-28 Apr	20-21 Dec			
<b>Do you have a favourable or unfavourable view of Elon Musk?</b>					
Very favourable	4	3	3	2	5
Somewhat favourable	19	15	17	14	16
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>18</b>	<b>20</b>	<b>16</b>	<b>21</b>
Somewhat unfavourable	25	29	34	28	29
Very unfavourable	15	25	30	24	36
<b>TOTAL UNFAVOURABLE</b>	<b>40</b>	<b>54</b>	<b>64</b>	<b>52</b>	<b>65</b>
Don't know	37	28	16	33	14
<b>How often do you use the social media platform Twitter?</b>					
Multiple times per day	9	9	22	0	55
Daily	10	7	19	0	45
Multiple times per week	6	6	16	0	0
Weekly	4	4	9	0	0
Multiple times per month	4	4	9	0	0
Less frequently than a month	11	10	25	0	0
I do not use twitter	54	57	0	100	0
Don't know	3	3	0	0	0
<b>Do you have a favourable or unfavourable view of Twitter?</b>					
Very favourable	2	2	6	0	12
Somewhat favourable	24	19	40	5	54
<b>TOTAL FAVOURABLE</b>	<b>26</b>	<b>21</b>	<b>46</b>	<b>5</b>	<b>66</b>
Somewhat unfavourable	29	31	34	30	22
Very unfavourable	16	19	7	28	5
<b>TOTAL UNFAVOURABLE</b>	<b>45</b>	<b>50</b>	<b>41</b>	<b>58</b>	<b>27</b>
Don't know	29	29	14	37	7

23

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	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1672</b>	547	405	142	589	623	809	863	176	691	413	393	953	719	202	560	361	403	145
<b>Unweighted Sample</b>	<b>1672</b>	540	422	156	661	637	735	937	168	671	425	408	981	691	185	551	364	417	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if anything, have you seen or heard about Elon Musk potentially stepping down as CEO of Twitter?

A lot	16	15	22	17	19	13	20	12	26	15	18	11	20	10	20	14	14	17	18
A little	55	62	53	68	61	57	55	55	40	54	56	62	56	54	59	57	54	54	50
Nothing at all	29	23	26	15	20	30	24	33	34	30	26	27	23	36	20	29	32	29	32

And to what extent would you support or oppose Elon Musk stepping down as CEO of Twitter?

Strongly support	20	12	30	35	29	13	21	20	34	21	21	13	23	18	27	22	16	18	24
Tend to support	20	15	27	29	29	14	20	21	24	22	19	16	24	15	24	20	18	21	19
<b>TOTAL SUPPORT</b>	<b>40</b>	<b>27</b>	<b>57</b>	<b>64</b>	<b>58</b>	<b>27</b>	<b>41</b>	<b>41</b>	<b>58</b>	<b>43</b>	<b>40</b>	<b>29</b>	<b>47</b>	<b>33</b>	<b>51</b>	<b>42</b>	<b>34</b>	<b>39</b>	<b>43</b>
Tend to oppose	6	6	2	8	3	7	7	4	6	6	6	4	6	5	6	5	6	6	9
Strongly oppose	3	4	0	2	1	4	5	1	6	3	3	1	3	3	3	3	2	4	4
<b>TOTAL OPPOSE</b>	<b>9</b>	<b>10</b>	<b>2</b>	<b>10</b>	<b>4</b>	<b>11</b>	<b>12</b>	<b>5</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>13</b>
Don't know	51	62	41	27	38	62	47	54	30	47	51	66	45	58	41	51	58	51	44

Has Elon Musk buying Twitter been good or bad for the platform?

Good	8	14	3	3	3	13	12	4	8	9	10	4	8	7	7	7	8	9	8
Bad	38	21	61	64	59	22	36	40	50	43	39	23	45	29	50	39	30	36	43
Neither good nor bad	17	21	12	10	12	20	20	15	19	18	17	17	15	20	16	16	19	18	17
Not sure	37	44	24	23	27	46	32	41	23	31	34	56	32	44	27	38	43	37	32

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	%	%	%	%

How much, if anything, have you seen or heard about Elon Musk potentially stepping down as CEO of Twitter?

A lot	<b>16</b>	23	11	36
A little	<b>55</b>	56	57	52
Nothing at all	<b>29</b>	21	32	12

And to what extent would you support or oppose Elon Musk stepping down as CEO of Twitter?

Strongly support	<b>20</b>	26	17	37
Tend to support	<b>20</b>	27	16	23
<b>TOTAL SUPPORT</b>	<b>40</b>	<b>53</b>	<b>33</b>	<b>60</b>
Tend to oppose	<b>6</b>	8	4	8
Strongly oppose	<b>3</b>	4	2	6
<b>TOTAL OPPOSE</b>	<b>9</b>	<b>12</b>	<b>6</b>	<b>14</b>
Don't know	<b>51</b>	34	61	26

Has Elon Musk buying Twitter been good or bad for the platform?

Good	<b>8</b>	11	6	16
Bad	<b>38</b>	50	31	56
Neither good nor bad	<b>17</b>	19	16	14
Not sure	<b>37</b>	20	47	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Now thinking about the extent to which Twitter allows people the freedom to post whatever they want, and the extent to which it acts to remove messages that may be offensive or harmful.

Which of the following best reflects your view?

Twitter does not give people enough freedom to post, and often moderates or removes things that should be allowed

Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed

Twitter usually gets the balance between freedom and moderation about right

Don't know

27-28  
Apr

20-21  
Dec

11	11	15	8	8	6	14	16	6	17	12	12	6	11	12	9	11	11	11	13
32	34	31	42	45	47	26	28	39	30	33	36	32	37	28	38	34	30	33	35
17	12	9	14	16	12	10	14	10	20	15	10	5	13	10	16	10	11	14	13
40	43	45	36	31	34	50	42	44	33	39	41	57	39	50	37	45	48	42	39

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	27-28 Apr	20-21 Dec			
<b>Now thinking about the extent to which Twitter allows people the freedom to post whatever they want, and the extent to which it acts to remove messages that may be offensive or harmful.</b>					
<b>Which of the following best reflects your view?</b>					
Twitter does not give people enough freedom to post, and often moderates or removes things that should be allowed	11	11	14	9	15
Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed	32	34	39	31	41
Twitter usually gets the balance between freedom and moderation about right	17	12	22	6	28
Don't know	40	43	24	54	16