

YouGov Survey Results

Sample Size: 1944 adults in GB
Fieldwork: 27th - 28th April 2022



Weighted Sample
Unweighted Sample

	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
1944	659	482	175	721	770	945	999	212	811	468	453	1108	836	233	653	422	469	167
1944	670	471	185	813	771	860	1084	139	786	488	531	1165	779	184	699	412	472	177
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable view of Elon Musk?

Very favourable	4	4	2	2	3	5	7	2	7	5	3	2	5	3	7	4	3	4	3
Somewhat favourable	19	22	14	19	15	22	25	12	16	20	20	17	19	18	19	21	18	17	17
TOTAL FAVOURABLE	23	26	16	21	18	27	32	14	23	25	23	19	24	21	26	25	21	21	20
Somewhat unfavourable	25	21	29	36	32	20	24	25	26	26	24	22	29	19	26	26	23	24	27
Very unfavourable	15	9	27	17	20	9	15	16	28	15	14	11	17	13	16	12	13	19	21
TOTAL UNFAVOURABLE	40	30	56	53	52	29	39	41	54	41	38	33	46	32	42	38	36	43	48
Don't know	37	43	28	25	30	44	29	45	23	34	39	48	30	46	33	37	43	36	32

How often do you use the social media platform Twitter?

Multiple times per day	9	7	15	10	12	6	10	8	16	10	10	4	11	7	12	7	4	12	14
Daily	10	9	14	12	12	9	12	8	9	10	12	7	11	8	15	10	8	9	10
Multiple times per week	6	4	7	10	8	3	6	5	10	7	6	2	8	3	10	5	5	5	5
Weekly	4	2	5	7	5	4	4	4	4	6	3	2	5	3	7	4	3	5	5
Multiple times per month	4	4	4	4	5	3	4	4	8	5	4	1	5	3	3	5	3	4	2
Less frequently than a month	11	8	14	11	13	8	11	11	6	13	11	8	11	10	13	8	12	12	10
I do not use twitter	54	66	40	45	44	67	49	58	36	46	54	77	48	62	37	59	62	50	47
Don't know	3	1	1	1	1	1	3	2	10	4	1	1	2	4	4	1	4	3	7

Do you have a favourable or unfavourable view of Twitter?

Very favourable	2	1	2	2	2	1	2	1	2	2	1	1	2	2	3	1	1	3	0
Somewhat favourable	24	19	35	33	31	18	25	23	28	26	29	14	28	20	33	23	18	26	29
TOTAL FAVOURABLE	26	20	37	35	33	19	27	24	30	28	30	15	30	22	36	24	19	29	29
Somewhat unfavourable	29	28	28	36	31	26	28	30	36	29	26	29	32	25	31	32	29	23	29
Very unfavourable	16	19	15	11	13	20	19	13	13	16	13	20	15	16	12	14	19	19	13
TOTAL UNFAVOURABLE	45	47	43	47	44	46	47	43	49	45	39	49	47	41	43	46	48	42	42
Don't know	29	33	20	18	23	34	25	33	21	27	31	36	23	37	22	29	34	29	28

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	Twitter Usage			
Total	Twitter User	Not on twitter	Daily Twitter User	
Weighted Sample	1944	842	1045	363
Unweighted Sample	1944	835	1064	366
	%	%	%	%

Do you have a favourable or unfavourable view of Elon Musk?

Very favourable	4	6	3	8
Somewhat favourable	19	21	18	21
TOTAL FAVOURABLE	23	27	21	29
Somewhat unfavourable	25	29	22	31
Very unfavourable	15	20	12	19
TOTAL UNFAVOURABLE	40	49	34	50
Don't know	37	24	45	22

How often do you use the social media platform Twitter?

Multiple times per day	9	21	0	48
Daily	10	22	0	52
Multiple times per week	6	13	0	0
Weekly	4	10	0	0
Multiple times per month	4	9	0	0
Less frequently than a month	11	24	0	0
I do not use twitter	54	0	100	0
Don't know	3	0	0	0

Do you have a favourable or unfavourable view of Twitter?

Very favourable	2	4	0	7
Somewhat favourable	24	47	7	65
TOTAL FAVOURABLE	26	51	7	72
Somewhat unfavourable	29	27	32	17
Very unfavourable	16	8	23	4
TOTAL UNFAVOURABLE	45	35	55	21
Don't know	29	14	38	8

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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	
Weighted Sample	1944	659	482	175	721	770	945	999	212	811	468	453	1108	836	233	653	422	469	167
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if anything, have you seen or heard about Elon Musk offering to buy Twitter?

A lot	27	25	33	35	30	23	33	20	40	25	28	21	31	20	35	27	21	25	29
A little	57	62	56	58	59	61	54	60	36	59	60	61	56	59	49	59	58	59	56
Nothing at all	16	13	10	7	11	17	12	20	24	16	12	18	13	21	16	15	20	16	15

Is Elon Musk buying Twitter good or bad for the platform?

Good	11	17	4	4	6	15	15	7	14	12	12	8	12	10	13	11	10	10	9
Bad	22	14	40	31	32	13	21	23	36	22	21	18	27	16	31	19	18	25	25
Neither good nor bad	23	22	24	23	22	24	26	20	25	25	22	20	23	24	23	24	20	26	20
Not sure	44	48	33	42	40	48	38	49	26	41	46	54	38	50	34	46	51	38	45

Is Elon Musk buying Twitter good or bad for society?

Good	10	14	5	3	6	14	13	6	13	10	10	7	10	9	15	9	9	9	8
Bad	25	17	42	36	34	16	25	25	36	25	24	21	29	20	30	22	20	29	29
Neither good nor bad	23	23	21	25	23	23	26	20	27	24	22	20	22	24	24	23	24	25	18
Not sure	42	46	32	36	37	47	35	49	24	41	44	51	38	47	31	46	46	38	45

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	11	15	6	4	6	16	15	6	10	13	12	5	11	10	10	10	13	10	10
Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed	32	30	38	45	39	29	32	32	34	30	31	37	37	26	43	32	27	32	33
Twitter usually gets the balance between freedom and moderation about right	17	12	26	19	22	11	18	16	29	18	16	10	19	15	21	18	13	19	14
Don't know	40	42	29	33	33	45	35	45	26	39	41	48	33	49	27	40	46	40	43

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How much, if anything, have you seen or heard about Elon Musk offering to buy Twitter?

A lot	27	36	20	45
A little	57	54	62	48
Nothing at all	16	10	18	6

Is Elon Musk buying Twitter good or bad for the platform?

Good	11	14	9	17
Bad	22	30	17	32
Neither good nor bad	23	24	23	20
Not sure	44	31	51	31

Is Elon Musk buying Twitter good or bad for society?

Good	10	13	7	16
Bad	25	32	21	35
Neither good nor bad	23	24	23	20
Not sure	42	31	48	29

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	11	14	8	16
Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed	32	37	31	37
Twitter usually gets the balance between freedom and moderation about right	17	27	9	33
Don't know	40	22	52	14