

YouGov Poll: Elon Musk and Twitter

Sample 1,022 U.S. Adults
 Margin of Error ±4.6%

1. Do you have a favorable or unfavorable view of Elon Musk?

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) Very favorable	18%	8%	18%	31%
2) Somewhat favorable	31%	25%	27%	40%
3) Somewhat unfavorable	19%	27%	22%	7%
4) Very unfavorable	12%	21%	12%	1%
5) Not sure	20%	19%	21%	20%
Totals	100%	100%	100%	99%
Unweighted N	1,022	421	338	263

2. How influential is Elon Musk in the tech industry?

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) Very influential	52%	45%	47%	62%
2) Somewhat influential	28%	30%	33%	24%
3) Not very influential	6%	9%	4%	3%
4) Not influential at all	4%	6%	3%	2%
5) Not sure	10%	11%	13%	9%
Totals	100%	101%	100%	100%
Unweighted N	1,022	421	338	263

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3. How often do you use the social media platform Twitter?

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) Multiple times per day	11%	15%	11%	5%
2) Daily	10%	10%	8%	11%
3) Multiple times per week	8%	9%	6%	6%
4) Weekly	4%	4%	6%	3%
5) Multiple times per month	5%	5%	9%	4%
6) Less frequently than monthly	11%	12%	10%	9%
7) I do not use Twitter	50%	45%	48%	58%
8) Not sure	2%	0%	1%	4%
Totals	101%	100%	99%	100%
Unweighted N	1,022	421	338	263

4. Do you have a favorable or unfavorable view of Twitter?

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) Very favorable	7%	12%	4%	2%
2) Somewhat favorable	22%	26%	21%	17%

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	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
3) Somewhat unfavorable	27%	30%	28%	24%
4) Very unfavorable	30%	16%	31%	46%
5) Not sure	14%	16%	17%	11%
Totals	100%	100%	101%	100%
Unweighted N	1,022	421	338	263

5. How much have you heard about Elon Musk offering to buy Twitter and turn it into a private company?

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) A lot	30%	26%	25%	37%
2) A little	44%	48%	47%	38%
3) Nothing at all	26%	26%	28%	25%
Totals	100%	100%	100%	100%
Unweighted N	1,022	421	338	263

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6. If Elon Musk buys Twitter, would it be good or bad for the platform?

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) Good	30%	8%	27%	58%
2) Bad	24%	39%	22%	7%
3) Neither good nor bad	18%	22%	16%	15%
4) Not sure	28%	32%	35%	21%
Totals	100%	101%	100%	101%
Unweighted N	1,022	421	338	263

7. If Elon Musk buys Twitter, would it be good or bad for society?

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) Good	27%	7%	25%	54%
2) Bad	24%	39%	19%	6%
3) Neither good nor bad	18%	19%	24%	15%
4) Not sure	31%	36%	32%	25%
Totals	100%	101%	100%	100%
Unweighted N	1,022	421	338	263

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8. Which of the following terms do you think describe Elon Musk? Select all that apply.

	Total	3 point Party ID (recoded)		
		Democrat	Independent	Republican
1) Self-made	29%	18%	27%	43%
2) A visionary	36%	24%	31%	52%
3) An inventor	31%	24%	31%	40%
4) An entrepreneur	49%	42%	44%	59%
5) A disruptor	20%	23%	23%	16%
6) Rich	60%	62%	59%	58%
7) Brilliant	27%	19%	26%	36%
8) Strategic	24%	16%	24%	35%
9) Funny	8%	2%	16%	13%
10) A troll	16%	22%	23%	6%
11) Impulsive	23%	30%	29%	14%
12) Eccentric	37%	37%	40%	35%
13) Corrupt	13%	19%	10%	6%
14) Right-wing	12%	21%	10%	2%
15) Left-wing	2%	0%	1%	4%
16) Libertarian	15%	14%	22%	13%
17) An innovator	39%	31%	38%	49%
18) Decisive	16%	10%	13%	25%
19) None of the above	9%	8%	12%	9%
Unweighted N	1,022	421	338	263

This YouGov Direct Poll was conducted on April 14, 2022. Data were weighted according to age, gender, race, political affiliation, and education.