

YouGov Survey Results

Sample Size: 2070 GB Adults
Fieldwork: 7th - 8th August 2024

	Total	X (Twitter) usage			Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade	
		Uses daily	Uses weekly	Uses ever	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	2070	382	542	789	373	532	190	224	729	771	1002	1068	217	855	511	486	1180	890
Unweighted Sample	2070	375	527	765	342	578	218	297	842	815	926	1144	122	810	543	595	1234	836
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	24-25 Jul '23	7-8 Aug '24																		
Do you have a favourable or unfavourable view of Elon Musk?																				
Very favourable	4	5	11	10	7	4	1	1	22	1	9	7	3	2	4	7	5	4	6	
Somewhat favourable	15	13	19	19	17	14	6	7	28	8	16	19	8	17	14	14	9	12	14	
TOTAL FAVOURABLE	19	18	30	29	24	18	7	8	50	9	25	26	11	19	18	21	14	16	20	
Somewhat unfavourable	29	25	17	18	24	30	25	25	20	25	26	24	27	25	27	23	25	24	26	
Very unfavourable	32	39	44	41	39	28	56	60	14	56	27	39	38	38	39	38	40	45	30	
TOTAL UNFAVOURABLE	61	64	61	59	63	58	81	85	34	81	53	63	65	63	66	61	65	69	56	
Don't know	21	18	9	12	13	24	12	7	16	10	22	11	24	17	16	18	22	14	24	
NET FAVOURABILITY	-42	-46	-31	-30	-39	-40	-74	-77	16	-72	-28	-37	-54	-44	-48	-40	-51	-53	-36	

	24-25 Jul '23	7-8 Aug '24																		
How often do you use the social media platform X (formerly known as Twitter)?																				
Multiple times per day	10	54	38	26	6	12	11	15	9	10	15	5	15	12	10	4	11	9		
Daily	8	46	32	22	5	11	10	9	10	7	10	7	9	10	10	4	9	7		
Multiple times per week	5	0	19	13	5	5	2	4	6	2	6	4	8	6	4	2	5	5		
Weekly	3	0	11	7	3	3	3	3	3	2	2	3	6	3	2	2	3	3		
Multiple times per month	4	0	0	10	2	4	3	4	5	3	4	4	6	5	4	1	5	3		
Less frequently than a month	8	0	0	21	8	10	11	5	9	8	8	8	5	10	7	6	9	7		
I do not use X/Twitter	61	0	0	0	71	54	59	60	57	67	55	67	49	53	61	81	59	65		
Don't know	1	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	1		

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	Total	Country			Region in England			
		England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2070	1791	99	180	491	339	250	710
Unweighted Sample	2070	1771	117	182	495	347	193	736
	%	%	%	%	%	%	%	%

	24-25 Jul '23	7-8 Aug '24	England	Wales	Scotland	North	Midlands	London	Rest of South
Do you have a favourable or unfavourable view of Elon Musk?									
Very favourable	4	5	5	7	4	6	7	3	4
Somewhat favourable	15	13	13	10	18	11	13	10	15
TOTAL FAVOURABLE	19	18	18	17	22	17	20	13	19
Somewhat unfavourable	29	25	25	27	25	24	29	24	24
Very unfavourable	32	39	39	37	41	38	35	41	40
TOTAL UNFAVOURABLE	61	64	64	64	66	62	64	65	64
Don't know	21	18	19	18	12	21	17	22	16
NET FAVOURABILITY	-42	-46	-46	-47	-44	-45	-44	-52	-45

	24-25 Jul '23	7-8 Aug '24	England	Wales	Scotland	North	Midlands	London	Rest of South
How often do you use the social media platform X (formerly known as Twitter)?									
Multiple times per day	10	8	10	8	10	11	8	13	10
Daily	8	9	9	7	9	9	8	10	8
Multiple times per week	5	5	5	9	7	4	5	5	4
Weekly	3	3	3	3	3	2	3	3	3
Multiple times per month	4	4	4	3	3	3	5	5	4
Less frequently than a month	8	8	8	8	12	7	10	8	7
I do not use X/Twitter	61	62	62	62	56	64	61	54	63
Don't know	1	1	1	1	0	0	1	2	1

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

Do you have a favourable or unfavourable view of X (formerly known as Twitter)?	24-25 Jul '23		7-8 Aug '24																			
Very favourable	2	3	13	10	7	3	1	1	14	1	6	5	2	3	3	3	3	3	3	4		
Somewhat favourable	19	15	37	38	31	12	11	10	25	11	13	18	11	29	17	14	6	14	16			
TOTAL FAVOURABLE	21	18	50	48	38	15	12	11	39	12	19	23	13	32	20	17	9	17	20			
Somewhat unfavourable	33	30	32	32	37	30	35	40	21	35	25	28	32	31	33	30	24	34	25			
Very unfavourable	21	30	11	12	15	29	39	33	17	39	26	31	29	25	27	29	39	33	27			
TOTAL UNFAVOURABLE	54	60	43	44	52	59	74	73	38	74	51	59	61	56	60	59	63	67	52			
Don't know	25	22	8	9	10	25	14	16	24	14	28	18	26	13	21	23	29	17	29			
NET FAVOURABILITY	-33	-42	7	4	-14	-44	-62	-62	1	-62	-32	-36	-48	-24	-40	-42	-54	-50	-32			

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	24-25 Jul '23	7-8 Aug '24							
Do you have a favourable or unfavourable view of X (formerly known as Twitter)?									
Very favourable	2	3	3	3	6	4	2	2	3
Somewhat favourable	19	15	15	13	11	15	16	19	14
TOTAL FAVOURABLE	21	18	18	16	17	19	18	21	17
Somewhat unfavourable	33	30	30	32	32	28	30	29	31
Very unfavourable	21	30	30	35	32	29	26	27	33
TOTAL UNFAVOURABLE	54	60	60	67	64	57	56	56	64
Don't know	25	22	23	17	19	25	25	22	20
NET FAVOURABILITY	-33	-42	-42	-51	-47	-38	-38	-35	-47

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*