

# YouGov Survey Results

Sample Size: 2021 GB Adults  
Fieldwork: 14th - 15th August 2024

	Total	Uses X daily	Uses X weekly	Uses X ever	Westminster VI				Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		
					Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	<b>2021</b>	300	473	726	350	486	184	263	364	519	186	218	712	753	978	1043	212	835	499	474	1152	869	
<b>Unweighted Sample</b>	<b>2021</b>	301	477	728	304	530	227	308	299	604	243	282	794	782	894	1127	131	818	519	552	1203	818	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In 2023 the social media platform Twitter was renamed to X. When referring to the platform, what do you generally tend to call it?

Just 'X'	4	5	5	5	4	3	2	10	5	3	4	11	3	6	7	2	1	4	6	6	4	5
Just 'Twitter'	70	78	78	80	64	82	75	56	62	80	72	57	75	62	64	75	83	78	66	54	72	67
I use both names at the same time when referring to it (e.g. "X/Twitter")	12	15	16	14	12	10	11	17	11	10	13	18	12	12	13	10	13	11	14	10	12	11
Don't know	14	1	1	1	20	5	11	17	22	6	12	14	9	20	15	12	3	8	14	30	11	18

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

	7-8 Aug																						
Very favourable	5	5	11	9	7	6	1	1	22	5	1	1	21	2	10	8	3	1	6	7	4	4	6
Somewhat favourable	13	12	16	16	15	17	7	5	28	16	8	5	26	9	16	17	8	9	14	13	10	13	12
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>17</b>	<b>27</b>	<b>25</b>	<b>22</b>	<b>23</b>	<b>8</b>	<b>6</b>	<b>50</b>	<b>21</b>	<b>9</b>	<b>6</b>	<b>47</b>	<b>11</b>	<b>26</b>	<b>25</b>	<b>11</b>	<b>10</b>	<b>20</b>	<b>20</b>	<b>14</b>	<b>17</b>	<b>18</b>
Somewhat unfavourable	25	27	16	19	22	39	23	30	21	39	24	28	24	27	32	25	29	19	25	30	32	27	28
Very unfavourable	39	37	48	45	42	21	58	58	11	23	54	58	12	50	22	39	35	55	39	30	33	42	31
<b>TOTAL UNFAVOURABLE</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>60</b>	<b>81</b>	<b>88</b>	<b>32</b>	<b>62</b>	<b>78</b>	<b>86</b>	<b>36</b>	<b>77</b>	<b>54</b>	<b>64</b>	<b>64</b>	<b>74</b>	<b>64</b>	<b>60</b>	<b>65</b>	<b>69</b>	<b>59</b>
Don't know	18	18	8	11	13	16	11	6	19	18	12	8	17	12	21	12	24	16	17	20	21	15	23
<b>NET FAVOURABILITY</b>	<b>-46</b>	<b>-47</b>	<b>-37</b>	<b>-39</b>	<b>-42</b>	<b>-37</b>	<b>-73</b>	<b>-82</b>	<b>18</b>	<b>-41</b>	<b>-69</b>	<b>-80</b>	<b>11</b>	<b>-66</b>	<b>-28</b>	<b>-39</b>	<b>-53</b>	<b>-64</b>	<b>-44</b>	<b>-40</b>	<b>-51</b>	<b>-52</b>	<b>-41</b>

How often do you use the social media platform X (formerly known as Twitter)?

Multiple times per day	10	6	42	27	17	4	8	5	9	3	8	7	11	7	5	9	4	11	7	6	3	7	5
Daily	8	9	58	37	24	7	11	10	5	7	11	8	7	11	6	11	7	10	11	8	5	11	5
Multiple times per week	5	5	0	20	13	3	6	4	6	4	6	5	3	6	4	4	5	6	6	5	2	5	5
Weekly	3	4	0	16	11	2	5	4	2	2	5	2	2	5	2	3	4	9	4	3	2	4	4
Multiple times per month	4	3	0	0	8	3	3	5	2	2	3	5	2	3	2	3	3	6	4	2	1	3	3
Less frequently than a month	8	10	0	0	27	10	12	9	10	9	10	13	10	10	9	8	11	15	9	12	6	9	10
I do not use X/Twitter	61	63	0	0	0	71	54	62	66	74	56	59	65	58	73	61	65	41	60	63	80	60	67
Don't know	1	1	0	0	0	0	1	1	0	0	1	0	0	1	0	1	1	3	1	1	0	0	1

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	Total	Country			Region in England			
		England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2021</b>	1748	97	176	479	331	245	693
<b>Unweighted Sample</b>	<b>2021</b>	1734	116	171	509	347	167	711
		%	%	%	%	%	%	%

In 2023 the social media platform Twitter was renamed to X. When referring to the platform, what do you generally tend to call it?

Just 'X'	4	5	3	4	3	6	4	5
Just 'Twitter'	70	71	59	67	71	70	75	69
I use both names at the same time when referring to it (e.g. "X/Twitter")	12	11	22	10	12	10	12	11
Don't know	14	13	16	19	13	15	9	14

	7-8 Aug		Country		Region in England				
<b>Do you have a favourable or unfavourable view of Elon Musk?</b>									
Very favourable	5	5	5	5	4	6	6	4	5
Somewhat favourable	13	12	12	21	9	13	12	7	13
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>17</b>	<b>17</b>	<b>26</b>	<b>13</b>	<b>19</b>	<b>18</b>	<b>11</b>	<b>18</b>
Somewhat unfavourable	25	27	26	31	32	21	30	23	30
Very unfavourable	39	37	37	24	43	36	33	49	36
<b>TOTAL UNFAVOURABLE</b>	<b>64</b>	<b>64</b>	<b>63</b>	<b>55</b>	<b>75</b>	<b>57</b>	<b>63</b>	<b>72</b>	<b>66</b>
Don't know	18	18	19	18	12	24	19	17	16
<b>NET FAVOURABILITY</b>	<b>-46</b>	<b>-47</b>	<b>-46</b>	<b>-29</b>	<b>-62</b>	<b>-38</b>	<b>-45</b>	<b>-61</b>	<b>-48</b>

	7-8 Aug		Country		Region in England				
<b>How often do you use the social media platform X (formerly known as Twitter)?</b>									
Multiple times per day	10	6	6	7	6	7	5	7	6
Daily	8	9	9	3	9	11	7	12	7
Multiple times per week	5	5	5	4	6	6	4	4	4
Weekly	3	4	4	4	4	4	6	3	3
Multiple times per month	4	3	3	3	3	3	3	4	3
Less frequently than a month	8	10	10	9	10	7	10	11	10
I do not use X/Twitter	61	63	63	68	61	60	66	58	66
Don't know	1	1	1	2	2	1	0	1	1

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

Do you have a favourable or unfavourable view of X (formerly known as Twitter)?

Very favourable	3	3	12	9	6	2	2	0	10	1	2	0	11	2	5	3	2	1	3	4	1	3	3
Somewhat favourable	15	16	39	40	32	19	12	10	22	17	14	8	23	14	15	18	13	23	18	15	10	17	14
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>19</b>	<b>51</b>	<b>49</b>	<b>38</b>	<b>21</b>	<b>14</b>	<b>10</b>	<b>32</b>	<b>18</b>	<b>16</b>	<b>8</b>	<b>34</b>	<b>16</b>	<b>20</b>	<b>21</b>	<b>15</b>	<b>24</b>	<b>21</b>	<b>19</b>	<b>11</b>	<b>20</b>	<b>17</b>
Somewhat unfavourable	30	33	32	32	36	28	39	43	26	27	37	44	26	38	27	32	33	40	35	29	30	35	30
Very unfavourable	30	27	10	11	15	24	36	38	12	25	33	37	15	32	24	30	25	26	26	28	29	29	25
<b>TOTAL UNFAVOURABLE</b>	<b>60</b>	<b>60</b>	<b>42</b>	<b>43</b>	<b>51</b>	<b>52</b>	<b>75</b>	<b>81</b>	<b>38</b>	<b>52</b>	<b>70</b>	<b>81</b>	<b>41</b>	<b>70</b>	<b>51</b>	<b>62</b>	<b>58</b>	<b>66</b>	<b>61</b>	<b>57</b>	<b>59</b>	<b>64</b>	<b>55</b>
Don't know	22	22	7	8	11	28	11	9	29	30	15	10	25	15	28	16	27	11	19	23	30	16	29
<b>NET FAVOURABILITY</b>	<b>-42</b>	<b>-41</b>	<b>9</b>	<b>6</b>	<b>-13</b>	<b>-31</b>	<b>-61</b>	<b>-71</b>	<b>-6</b>	<b>-34</b>	<b>-54</b>	<b>-73</b>	<b>-7</b>	<b>-54</b>	<b>-31</b>	<b>-41</b>	<b>-43</b>	<b>-42</b>	<b>-40</b>	<b>-38</b>	<b>-48</b>	<b>-44</b>	<b>-38</b>

24-25  
Jul '23

Has Elon Musk buying X (formerly known as Twitter) been good or bad for the platform?

Good	7	9	20	18	15	9	3	1	34	9	4	3	33	5	14	13	6	6	11	11	6	9	10
Bad	44	49	60	59	57	42	71	74	15	41	67	71	22	65	36	51	46	61	52	43	44	55	40
Neither good nor bad	18	17	12	16	18	19	13	8	24	19	12	7	22	11	20	16	18	16	17	19	15	15	19
Not sure	31	25	7	7	10	31	13	17	27	32	17	19	24	18	30	20	31	17	21	27	36	21	31

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<b>Unweighted Sample</b>	<b>2021</b>	1734	116	171	509	347	167	711
		%	%	%	%	%	%	%

Do you have a favourable or unfavourable view of X (formerly known as Twitter)?

Very favourable	3	<b>3</b>	3	3	2	4	2	2	3
Somewhat favourable	15	<b>16</b>	16	16	10	20	15	15	15
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>12</b>	<b>24</b>	<b>17</b>	<b>17</b>	<b>18</b>
Somewhat unfavourable	30	<b>33</b>	33	33	32	28	34	37	33
Very unfavourable	30	<b>27</b>	26	24	35	26	25	27	27
<b>TOTAL UNFAVOURABLE</b>	<b>60</b>	<b>60</b>	<b>59</b>	<b>57</b>	<b>67</b>	<b>54</b>	<b>59</b>	<b>64</b>	<b>60</b>
Don't know	22	<b>22</b>	22	24	21	22	23	20	22
<b>NET FAVOURABILITY</b>	<b>-42</b>	<b>-41</b>	<b>-40</b>	<b>-38</b>	<b>-55</b>	<b>-30</b>	<b>-42</b>	<b>-47</b>	<b>-42</b>

24-25  
Jul '23

Has Elon Musk buying X (formerly known as Twitter) been good or bad for the platform?

Good	7	<b>9</b>	9	13	8	11	8	7	9
Bad	44	<b>49</b>	48	49	53	46	41	61	49
Neither good nor bad	18	<b>17</b>	18	16	9	18	25	12	16
Not sure	31	<b>25</b>	25	22	31	25	26	20	26

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

Now thinking about the extent to which X (formerly known as 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?

X/Twitter does not give people enough freedom to post, and often moderates or removes things that should be allowed	9	5	7	6	6	2	4	5	9	1	3	4	10	4	4	5	4	11	5	4	3	4	5
X/Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed	38	48	62	60	58	48	67	67	18	48	62	65	22	61	38	49	46	52	47	46	48	54	39
X/Twitter usually gets the balance between freedom and moderation about right	13	12	24	24	20	10	5	4	33	9	7	6	31	8	16	14	9	14	13	13	7	12	12
Don't know	40	36	6	10	16	40	24	23	40	41	28	26	37	28	42	31	40	23	35	38	41	30	44

\*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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<b>Unweighted Sample 2021</b>	1734	116	171	509	347	167	711
	%	%	%	%	%	%	%

Now thinking about the extent to which X (formerly known as 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?

X/Twitter does not give people enough freedom to post, and often moderates or removes things that should be allowed	9	5	4	5	7	4	5	5	4
X/Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed	38	48	48	41	47	48	44	58	47
X/Twitter usually gets the balance between freedom and moderation about right	13	12	12	18	6	16	12	8	11
Don't know	40	36	35	36	40	32	38	30	38

*\*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.*