

YouGov Survey Results

Sample Size: 2210 Adults in GB
Fieldwork: 12th - 13th November 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2210	398	568	203	239	779	823	1070	1140	232	913	546	519	1260	950	1912	106	192
Unweighted Sample	2210	372	658	252	300	951	809	955	1255	154	809	602	645	1399	811	1889	122	199
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20 - 21 Dec '22	24 - 25 Jul '23	7 - 8 Aug '24	12 - 13 Nov '24																	
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'	x	x	x	5	7	4	4	8	4	6	6	3	2	3	6	7	5	5	4	4	7
Just 'Twitter'	x	x	x	69	58	75	74	61	72	60	69	69	81	77	67	51	71	65	69	66	67
I use both names at the same time when referring to it (e.g. "X/Twitter")	x	x	x	12	11	10	12	15	12	11	10	13	12	12	14	8	13	9	12	12	12
Don't know	x	x	x	15	24	11	11	16	12	22	15	15	5	8	14	33	11	21	15	18	13
Do you have a favourable or unfavourable view of Elon Musk?																					
Very favourable	3	4	5	5	6	1	1	19	2	9	7	3	3	5	5	6	5	5	5	3	3
Somewhat favourable	15	15	13	13	22	6	7	35	7	22	19	8	5	13	14	16	12	15	13	15	10
TOTAL FAVOURABLE	18	19	18	18	28	7	8	54	9	31	26	11	8	18	19	22	17	20	18	18	13
Somewhat unfavourable	29	29	25	23	28	22	19	16	20	24	24	22	19	23	24	25	22	25	23	24	24
Very unfavourable	25	32	39	41	24	61	61	10	62	21	38	43	52	43	40	32	49	30	39	41	54
TOTAL UNFAVOURABLE	54	61	64	64	52	83	80	26	82	45	62	65	71	66	64	57	71	55	62	65	78
Don't know	28	21	18	18	21	10	11	21	9	23	12	24	21	16	17	22	13	25	19	16	9
NET FAVOURABILITY	-36	-42	-46	-46	-24	-76	-72	28	-73	-14	-36	-54	-63	-48	-45	-35	-54	-35	-44	-47	-65
How often do you use the social media platform X (formerly known as Twitter)?																					
Multiple times per day	x	x	10	7	4	8	6	10	7	6	12	4	13	10	6	3	8	6	8	6	6
Daily	x	x	8	9	7	10	7	11	10	8	12	6	13	8	12	6	9	9	9	7	10
Multiple times per week	x	x	5	6	3	7	6	3	7	3	6	5	9	7	4	2	6	5	6	5	6
Weekly	x	x	3	3	4	4	2	3	3	2	3	3	4	4	2	2	3	3	3	2	3
Multiple times per month	x	x	4	3	2	3	2	3	4	2	3	3	4	4	3	1	4	2	3	5	4
Less frequently than a month	x	x	8	10	7	11	11	8	11	8	9	10	15	12	7	4	10	9	10	12	6
I do not use X/Twitter	x	x	61	62	73	56	64	62	58	70	55	68	40	54	65	82	60	64	61	63	65
Don't know	x	x	1	1	0	0	1	1	0	0	1	1	2	0	1	0	1	1	1	0	1

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	Region in England					X (Twitter) usage		
	Total	North	Midlands	London	Rest of South	Uses Daily	Uses Weekly	Uses Ever
Weighted Sample	2210	524	362	267	758	365	554	832
Unweighted Sample	2210	553	354	179	803	337	520	801
	%	%	%	%	%	%	%	%

	20 - 21 Dec '22	24 - 25 Jul '23	7 - 8 Aug '24	12 - 13 Nov '24								
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'	x	x	x	5	4	5	3	5	6	6	6	
Just 'Twitter'	x	x	x	69	72	68	69	67	81	79	79	
I use both names at the same time when referring to it (e.g. "X/Twitter")	x	x	x	12	11	11	13	11	12	13	14	
Don't know	x	x	x	15	12	16	15	17	1	2	1	
Do you have a favourable or unfavourable view of Elon Musk?												
Very favourable	3	4	5	5	5	6	5	5	14	12	9	
Somewhat favourable	15	15	13	13	13	13	12	14	16	15	15	
TOTAL FAVOURABLE	18	19	18	18	18	19	17	19	30	27	24	
Somewhat unfavourable	29	29	25	23	23	28	17	23	17	20	23	
Very unfavourable	25	32	39	41	38	33	45	40	44	44	44	
TOTAL UNFAVOURABLE	54	61	64	64	61	61	62	63	61	64	67	
Don't know	28	21	18	18	22	19	19	17	8	10	9	
NET FAVOURABILITY	-36	-42	-46	-46	-43	-42	-45	-44	-31	-37	-43	
How often do you use the social media platform X (formerly known as Twitter)?												
Multiple times per day	x	x	10	7	10	5	10	7	45	30	20	
Daily	x	x	8	9	10	9	12	8	55	36	24	
Multiple times per week	x	x	5	6	5	5	13	4	0	22	15	
Weekly	x	x	3	3	3	2	6	3	0	12	8	
Multiple times per month	x	x	4	3	2	5	2	2	0	0	8	
Less frequently than a month	x	x	8	10	9	10	7	11	0	0	25	
I do not use X/Twitter	x	x	61	62	61	63	48	65	0	0	0	
Don't know	x	x	1	1	0	2	2	0	0	0	0	

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

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

Very favourable	2	2	3	2	3	1	1	8	1	4	3	1	1	2	2	2	2	2	3	0	0
Somewhat favourable	19	19	15	14	14	11	10	28	11	15	20	10	20	18	12	10	14	16	15	16	11
TOTAL FAVOURABLE	21	21	18	16	17	12	11	36	12	19	23	11	21	20	14	12	16	18	18	16	11
Somewhat unfavourable	31	33	30	31	29	35	34	24	35	25	30	31	42	31	30	25	34	26	30	33	36
Very unfavourable	19	21	30	30	27	42	36	13	40	24	31	29	25	32	29	29	34	25	30	26	36
TOTAL UNFAVOURABLE	50	54	60	61	56	77	70	37	75	49	61	60	67	63	59	54	68	51	60	59	72
Don't know	29	25	22	23	26	12	20	28	13	32	17	28	11	18	26	33	17	31	23	25	17
NET FAVOURABILITY	-29	-33	-42	-45	-39	-65	-59	-1	-63	-30	-38	-49	-46	-43	-45	-42	-52	-33	-42	-43	-61

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

Good	8	7	x	10	11	3	3	37	5	15	15	5	10	11	10	8	10	10	10	8	7
Bad	38	44	x	47	30	70	69	14	69	27	50	45	59	52	44	36	56	35	46	47	59
Neither good nor bad	17	18	x	17	26	9	8	20	10	22	18	15	10	17	17	19	12	22	17	20	14
Not sure	37	31	x	27	33	17	20	29	16	36	17	35	21	21	29	37	22	33	27	25	20

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	11	9	x	4	3	4	4	6	5	4	5	4	5	5	5	3	5	4	4	7	3
X/Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed	34	38	x	43	38	57	55	18	56	33	46	40	57	43	41	39	49	35	43	31	49
X/Twitter usually gets the balance between freedom and moderation about right	12	13	x	13	14	8	6	28	8	16	17	8	13	16	13	7	12	14	13	18	8
Don't know	43	40	x	40	45	32	35	48	31	48	32	48	25	36	42	51	35	47	40	44	39

**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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	%	%	%	%	%	%	%	%

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

Very favourable	2	2	3	2	2	2	3	3	10	7	5
Somewhat favourable	19	19	15	14	15	15	17	14	39	37	32
TOTAL FAVOURABLE	21	21	18	16	17	17	20	17	49	44	37
Somewhat unfavourable	31	33	30	31	28	28	35	30	34	35	36
Very unfavourable	19	21	30	30	28	29	29	31	12	12	17
TOTAL UNFAVOURABLE	50	54	60	61	56	57	64	61	46	47	53
Don't know	29	25	22	23	26	25	16	23	5	8	10
NET FAVOURABILITY	-29	-33	-42	-45	-39	-40	-44	-44	3	-3	-16

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

Good	8	7	x	10	11	10	10	10	26	22	18
Bad	38	44	x	47	44	43	54	45	56	55	56
Neither good nor bad	17	18	x	17	17	16	15	18	12	16	17
Not sure	37	31	x	27	28	31	21	28	6	8	9

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	11	9	x	4	6	3	7	3	6	5	6
X/Twitter gives people too much freedom to post what they want and allows too much offensive or harmful content that should be removed	34	38	x	43	43	40	49	42	49	48	50
X/Twitter usually gets the balance between freedom and moderation about right	12	13	x	13	13	15	13	12	32	30	26
Don't know	43	40	x	40	39	42	32	43	13	16	19

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