

# YouGov Survey Results

Sample Size: 2021 adults in GB  
Fieldwork: 24th - 25th July 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Twitter users			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	All users	Daily users	
<b>Weighted Sample</b>	<b>2021</b>	661	489	172	712	753	978	1043	212	835	499	475	1152	869	1744	101	176	487	335	245	677	922	398	
<b>Unweighted Sample</b>	<b>2021</b>	683	486	170	789	780	913	1108	167	858	529	467	1212	809	1733	102	186	489	350	207	687	935	404	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20-21 Dec '22	24-25 Jul '23																						
<b>Do you have a favourable or unfavourable view of Elon Musk?</b>																								
Very favourable	3	4	6	4	0	2	5	6	1	4	4	3	3	4	2	4	5	1	3	3	6	3	5	6
Somewhat favourable	15	15	23	7	6	9	19	22	8	17	14	16	13	15	14	15	10	16	14	18	15	14	16	15
<b>TOTAL FAVOURABLE</b>	<b>18</b>	<b>19</b>	<b>29</b>	<b>11</b>	<b>6</b>	<b>11</b>	<b>24</b>	<b>28</b>	<b>9</b>	<b>21</b>	<b>18</b>	<b>19</b>	<b>16</b>	<b>19</b>	<b>16</b>	<b>19</b>	<b>15</b>	<b>17</b>	<b>17</b>	<b>21</b>	<b>21</b>	<b>17</b>	<b>21</b>	<b>21</b>
Somewhat unfavourable	29	29	32	28	38	31	30	27	30	26	28	31	29	30	27	29	28	27	31	31	24	29	30	29
Very unfavourable	25	32	19	49	44	46	21	30	34	38	37	29	23	36	26	32	31	35	31	24	44	31	37	39
<b>TOTAL UNFAVOURABLE</b>	<b>54</b>	<b>61</b>	<b>51</b>	<b>77</b>	<b>82</b>	<b>77</b>	<b>51</b>	<b>57</b>	<b>64</b>	<b>64</b>	<b>65</b>	<b>60</b>	<b>52</b>	<b>66</b>	<b>53</b>	<b>61</b>	<b>59</b>	<b>62</b>	<b>62</b>	<b>55</b>	<b>68</b>	<b>60</b>	<b>67</b>	<b>68</b>
Don't know	28	21	20	12	13	12	24	15	27	14	17	20	33	14	31	21	27	21	21	24	11	22	13	11
<b>NET FAVOURABILITY</b>	<b>-36</b>	<b>-42</b>	<b>-22</b>	<b>-66</b>	<b>-76</b>	<b>-66</b>	<b>-27</b>	<b>-29</b>	<b>-55</b>	<b>-43</b>	<b>-47</b>	<b>-41</b>	<b>-36</b>	<b>-47</b>	<b>-37</b>	<b>-42</b>	<b>-44</b>	<b>-45</b>	<b>-45</b>	<b>-34</b>	<b>-47</b>	<b>-43</b>	<b>-46</b>	<b>-47</b>

How often do you currently use the social media platform Twitter, and how often did you use it about a year ago (July 2022)? If at either point you were not using Twitter, please choose the N/A option

	Currently																						
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Multiple times per day	9	6	12	13	11	6	13	6	17	13	7	2	12	6	10	7	6	11	11	11	8	20	47
Daily	10	8	16	14	15	7	11	10	11	13	11	6	12	8	10	6	14	10	11	14	9	23	53
Multiple times per week	7	5	9	6	10	3	7	7	8	9	6	3	8	5	7	6	7	6	6	9	7	15	0
Weekly	4	4	3	6	3	4	3	4	6	5	3	2	5	3	4	5	4	5	2	6	3	9	0
Multiple times per month	3	3	4	3	4	2	3	3	4	3	3	2	3	3	3	2	2	3	1	5	3	6	0
Monthly	2	2	2	0	2	2	2	2	6	2	2	1	3	2	2	1	1	3	2	5	2	5	0
Less frequently than this	10	8	12	9	11	8	9	11	14	13	9	6	10	11	10	12	10	10	12	9	10	23	0
Don't know/Can't recall	3	2	2	1	2	2	2	3	4	3	3	2	3	3	3	2	3	5	2	2	2	0	0
N/A - I am/was not a Twitter user	52	62	40	48	42	65	49	54	31	40	56	77	45	60	51	58	54	48	53	40	57	0	0
<b>Around one year ago (July 2022)</b>																							
Multiple times per day	11	6	15	15	15	6	15	8	19	15	8	3	13	8	11	9	10	14	11	13	9	24	47
Daily	10	7	17	12	16	6	10	9	9	12	12	4	12	7	9	8	12	9	9	12	9	21	37
Multiple times per week	6	5	7	8	7	4	7	5	9	8	5	2	7	4	6	3	5	5	5	11	6	12	6
Weekly	4	3	4	3	4	3	4	4	9	4	3	2	4	3	4	4	3	4	3	4	4	8	2
Multiple times per month	4	3	5	4	4	3	3	4	5	5	3	2	4	3	4	1	3	4	5	5	3	8	2
Monthly	3	3	3	1	3	3	3	3	4	4	3	1	3	3	3	3	2	3	3	3	3	6	0
Less frequently than this	9	9	8	6	8	8	6	11	11	10	9	5	8	9	8	10	9	8	11	9	7	16	2
Don't know/Can't recall	3	2	3	2	3	3	3	4	3	3	4	3	3	3	3	3	2	6	2	3	3	2	1
N/A - I am/was not a Twitter user	51	62	38	48	41	65	49	54	32	40	54	77	45	59	51	58	53	48	52	40	56	3	1

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

	20-21 Dec '22	24-25 Jul '23																						
<b>Do you have a favourable or unfavourable view of Twitter?</b>																								
Very favourable	2	2	3	3	1	2	3	4	1	3	3	2	1	3	2	3	4	0	2	3	7	1	5	10
Somewhat favourable	19	19	16	21	19	21	14	21	17	30	21	19	8	20	17	18	22	22	20	20	20	15	35	47
<b>TOTAL FAVOURABLE</b>	<b>21</b>	<b>21</b>	<b>19</b>	<b>24</b>	<b>20</b>	<b>23</b>	<b>17</b>	<b>25</b>	<b>18</b>	<b>33</b>	<b>24</b>	<b>21</b>	<b>9</b>	<b>23</b>	<b>19</b>	<b>21</b>	<b>26</b>	<b>22</b>	<b>22</b>	<b>23</b>	<b>27</b>	<b>16</b>	<b>40</b>	<b>57</b>
Somewhat unfavourable	31	33	31	36	40	37	29	31	34	38	33	33	29	36	28	33	24	33	30	30	37	35	35	25
Very unfavourable	19	21	22	24	23	22	24	24	19	15	22	21	25	22	21	21	22	24	19	21	22	22	13	8
<b>TOTAL UNFAVOURABLE</b>	<b>50</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>63</b>	<b>59</b>	<b>53</b>	<b>55</b>	<b>53</b>	<b>53</b>	<b>55</b>	<b>54</b>	<b>54</b>	<b>58</b>	<b>49</b>	<b>54</b>	<b>46</b>	<b>57</b>	<b>49</b>	<b>51</b>	<b>59</b>	<b>57</b>	<b>48</b>	<b>33</b>
Don't know	29	25	27	16	17	17	30	20	29	14	21	25	36	19	32	25	28	21	29	26	13	26	13	10
<b>NET FAVOURABILITY</b>	<b>-29</b>	<b>-33</b>	<b>-34</b>	<b>-36</b>	<b>-43</b>	<b>-36</b>	<b>-36</b>	<b>-30</b>	<b>-35</b>	<b>-20</b>	<b>-31</b>	<b>-33</b>	<b>-45</b>	<b>-35</b>	<b>-30</b>	<b>-33</b>	<b>-20</b>	<b>-35</b>	<b>-27</b>	<b>-28</b>	<b>-32</b>	<b>-41</b>	<b>-8</b>	<b>24</b>

	20-21 Dec '22	24-25 Jul '23																						
<b>Has Elon Musk buying Twitter been good or bad for the platform?</b>																								
Good	8	7	13	3	0	3	12	12	3	11	9	6	4	8	6	7	7	8	5	8	13	6	10	13
Bad	38	44	29	64	72	64	28	45	43	50	53	41	27	51	35	44	39	45	43	34	55	45	55	59
Neither good nor bad	17	18	21	14	9	12	22	20	15	18	16	18	20	17	18	18	17	17	21	21	10	17	19	18
Not sure	37	31	37	19	19	21	38	23	39	20	21	35	49	24	41	31	37	30	31	36	22	32	16	10

	20-21 Dec '22	24-25 Jul '23																						
<b>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?</b>																								
Twitter does not give people enough freedom to post, and often moderates or removes things that should be allowed	11	9	9	7	9	8	9	11	7	13	10	10	4	9	9	9	9	11	8	5	14	9	13	12
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	33	53	54	50	31	38	38	38	39	40	32	43	31	38	40	31	40	38	38	37	47	48
Twitter usually gets the balance between freedom and moderation about right	12	13	14	10	8	11	12	16	10	24	17	10	5	15	11	13	15	15	12	15	13	12	21	27
Don't know	43	40	45	30	29	32	48	35	45	25	34	40	59	33	50	40	37	44	40	42	34	42	19	13

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

"Twitter" is now being renamed to "X", and the platform's terminology is likewise being changed to match, e.g. posts will now be called "x's".  
How positively or negatively do you feel about this change?

Very positively	0	1	0	0	0	1	1	0	1	1	0	0	1	0	1	0	0	0	0	2	1	1	1
Fairly positively	2	1	3	0	1	2	2	1	2	2	0	1	2	1	1	2	3	1	1	3	1	3	3
<b>TOTAL POSITIVELY</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>4</b>
Neither positively nor negatively	29	37	24	23	25	34	33	25	18	27	33	31	28	29	29	30	27	31	29	24	28	24	21
Fairly negatively	19	17	20	18	21	15	19	19	30	22	17	11	20	18	20	18	16	22	21	18	18	26	25
Very negatively	30	21	39	49	40	23	28	32	41	34	29	20	35	24	30	29	34	28	27	38	30	41	45
<b>TOTAL NEGATIVELY</b>	<b>49</b>	<b>38</b>	<b>59</b>	<b>67</b>	<b>61</b>	<b>38</b>	<b>47</b>	<b>51</b>	<b>71</b>	<b>56</b>	<b>46</b>	<b>31</b>	<b>55</b>	<b>42</b>	<b>50</b>	<b>47</b>	<b>50</b>	<b>50</b>	<b>48</b>	<b>56</b>	<b>48</b>	<b>67</b>	<b>70</b>
Don't know	20	23	14	10	12	26	17	23	7	14	20	37	15	27	20	20	19	19	22	15	22	6	4

\*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.