

YouGov Survey: Mark Zuckerberg and Elon Musk



Sample 1000 U.S. Adult Citizens
Conducted June 23 - 27, 2023
Margin of Error $\pm 3.6\%$

1. How much have you heard about Elon Musk and Mark Zuckerberg agreeing to fight in a cage match?

A lot	14%
A little	43%
Nothing at all	43%

2. Who do you think would be more likely to win in a cage match?

Elon Musk	28%
Mark Zuckerberg	16%
Equally likely	17%
Not sure	39%

3. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Elon Musk	17%	29%	18%	22%	15%
Mark Zuckerberg	7%	19%	28%	31%	14%

Interviewing Dates June 23 - 27, 2023

Target population U.S. citizens, aged 18 and over.

Sampling method Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.

Weighting The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.109 to 4.681, with a mean of 1 and a standard deviation of 0.6.

Number of respondents 1000

Margin of error $\pm 3.6\%$ (adjusted for weighting)

Survey mode Web-based interviews

Questions not reported 74 questions not reported.

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June 23 - 27, 2023 - 1000 U.S. adult citizens



1. Heard About Musk-Zuckerberg Fight

How much have you heard about Elon Musk and Mark Zuckerberg agreeing to fight in a cage match?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	14%	16%	12%	18%	19%	10%	11%	12%	23%	18%	*
A little	43%	54%	32%	40%	40%	43%	46%	44%	36%	36%	*
Nothing at all	43%	30%	56%	42%	41%	46%	43%	43%	41%	46%	*
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	*
Unweighted N	(996)	(453)	(543)	(224)	(206)	(356)	(210)	(639)	(149)	(147)	(61)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	14%	17%	12%	14%	18%	16%	9%	18%	21%	18%	6%	14%	20%
A little	43%	41%	42%	45%	41%	50%	38%	45%	46%	41%	45%	41%	43%
Nothing at all	43%	42%	46%	41%	41%	34%	53%	37%	34%	41%	49%	45%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(996)	(348)	(382)	(266)	(368)	(334)	(411)	(252)	(206)	(171)	(205)	(404)	(216)

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2. More Likely to Win - Musk or Zuckerberg

Who do you think would be more likely to win in a cage match?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Elon Musk	28%	32%	25%	28%	27%	28%	30%	31%	18%	25%	*
Mark Zuckerberg	16%	19%	13%	23%	18%	16%	9%	14%	20%	18%	*
Equally likely	17%	19%	14%	23%	16%	11%	19%	15%	22%	17%	*
Not sure	39%	29%	48%	26%	39%	45%	42%	39%	40%	40%	*
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(996)	(453)	(543)	(225)	(206)	(355)	(210)	(640)	(149)	(146)	(61)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Elon Musk	28%	23%	23%	43%	18%	44%	23%	37%	30%	29%	29%	28%	27%
Mark Zuckerberg	16%	22%	16%	9%	23%	9%	15%	17%	19%	18%	17%	14%	17%
Equally likely	17%	20%	16%	13%	18%	15%	16%	14%	22%	19%	15%	17%	15%
Not sure	39%	35%	45%	34%	40%	32%	46%	32%	30%	35%	38%	41%	40%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	101%	101%	99%	100%	99%
Unweighted N	(996)	(348)	(383)	(265)	(368)	(334)	(412)	(251)	(206)	(171)	(205)	(403)	(217)

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3A. Favorability of Public Figures — Elon Musk

Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	17%	23%	11%	15%	15%	16%	23%	19%	13%	13%	*
Somewhat favorable	29%	32%	26%	35%	24%	26%	32%	30%	22%	26%	*
Somewhat unfavorable	18%	17%	18%	13%	20%	21%	15%	17%	19%	14%	*
Very unfavorable	22%	21%	23%	23%	25%	18%	22%	21%	21%	27%	*
Don't know	15%	7%	22%	13%	17%	18%	8%	12%	26%	20%	*
Totals	101%	100%	100%	99%	101%	99%	100%	99%	101%	100%	*
Unweighted N	(994)	(454)	(540)	(225)	(205)	(356)	(208)	(639)	(147)	(147)	(61)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	17%	12%	13%	29%	11%	31%	12%	20%	24%	22%	14%	15%	20%
Somewhat favorable	29%	20%	25%	46%	14%	47%	27%	32%	25%	29%	31%	31%	24%
Somewhat unfavorable	18%	17%	23%	10%	22%	10%	16%	19%	16%	14%	19%	19%	17%
Very unfavorable	22%	39%	20%	3%	42%	4%	21%	23%	27%	21%	22%	19%	27%
Don't know	15%	12%	19%	12%	10%	9%	24%	6%	7%	14%	15%	17%	11%
Totals	101%	100%	100%	100%	99%	101%	100%	100%	99%	100%	101%	101%	99%
Unweighted N	(994)	(347)	(382)	(265)	(366)	(333)	(411)	(251)	(206)	(171)	(204)	(401)	(218)

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3B. Favorability of Public Figures — Mark Zuckerberg

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	7%	8%	6%	14%	8%	5%	2%	6%	13%	6%	*
Somewhat favorable	19%	19%	19%	27%	24%	11%	18%	20%	24%	17%	*
Somewhat unfavorable	28%	28%	28%	19%	26%	31%	33%	27%	18%	35%	*
Very unfavorable	31%	38%	25%	24%	23%	37%	39%	35%	21%	23%	*
Don't know	14%	8%	21%	15%	18%	16%	7%	12%	24%	20%	*
Totals	99%	101%	99%	99%	99%	100%	99%	100%	100%	101%	*
Unweighted N	(995)	(453)	(542)	(225)	(206)	(354)	(210)	(638)	(149)	(147)	(61)

		Party ID			2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	7%	11%	3%	8%	9%	5%	6%	5%	11%	9%	3%	9%	7%
Somewhat favorable	19%	25%	18%	14%	21%	11%	22%	14%	17%	21%	16%	20%	19%
Somewhat unfavorable	28%	27%	29%	28%	35%	29%	24%	31%	33%	29%	30%	25%	30%
Very unfavorable	31%	24%	32%	40%	24%	47%	26%	42%	30%	24%	36%	31%	32%
Don't know	14%	13%	18%	10%	11%	7%	22%	8%	8%	16%	14%	15%	12%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	99%	99%	99%	100%	100%
Unweighted N	(995)	(348)	(382)	(265)	(368)	(333)	(411)	(252)	(205)	(171)	(204)	(402)	(218)

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Target population	U.S. citizens, aged 18 and over.
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Number of respondents	1000
Margin of error	± 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	74 questions not reported.