

Daily Survey: Elon Musk and Mark Zuckerberg



Sample 1000 U.S. Adult Citizens
Conducted August 7 - 13, 2023
Margin of Error ±3.7%

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

A lot	17%
A little	51%
Nothing at all	32%

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

Elon Musk	26%
Mark Zuckerberg	21%
Equally likely	14%
Not sure	39%

3. Who would you prefer to win in a cage match?

Elon Musk	28%
Mark Zuckerberg	19%
No preference	44%
Not sure	10%

4. Do you think you would watch a cage match between Elon Musk and Mark Zuckerberg if it were to happen and be broadcast live?

Definitely	14%
Probably	21%
Probably not	19%
Definitely not	37%
Not sure	9%

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Interviewing Dates	August 7 - 13, 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 0.069 to 4.954, with a mean of one and a standard deviation of 0.644.
Number of respondents	1000
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	77 questions not reported.

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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	17%	20%	15%	25%	14%	16%	14%	17%	15%	23%	11%
A little	51%	55%	47%	47%	45%	55%	55%	53%	41%	43%	58%
Nothing at all	32%	25%	39%	28%	41%	29%	31%	30%	44%	33%	31%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,000)	(452)	(548)	(173)	(236)	(381)	(210)	(645)	(116)	(174)	(65)

	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	17%	22%	13%	17%	20%	18%	16%	16%	26%	18%	17%	17%	17%
A little	51%	52%	48%	53%	54%	52%	43%	56%	55%	50%	48%	52%	53%
Nothing at all	32%	26%	39%	30%	26%	30%	42%	28%	19%	32%	35%	31%	30%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(344)	(382)	(274)	(351)	(329)	(371)	(287)	(212)	(173)	(214)	(379)	(234)

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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	26%	28%	25%	29%	28%	28%	19%	26%	23%	24%	32%
Mark Zuckerberg	21%	25%	16%	33%	23%	17%	11%	20%	14%	31%	19%
Equally likely	14%	14%	14%	9%	14%	15%	18%	15%	12%	12%	14%
Not sure	39%	33%	45%	28%	35%	40%	52%	38%	51%	33%	35%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,000)	(452)	(548)	(173)	(236)	(381)	(210)	(645)	(116)	(174)	(65)

	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	26%	20%	24%	36%	17%	38%	30%	21%	29%	21%	31%	26%	25%
Mark Zuckerberg	21%	30%	18%	14%	29%	10%	19%	21%	24%	20%	17%	22%	23%
Equally likely	14%	10%	16%	16%	13%	17%	13%	17%	14%	15%	14%	14%	14%
Not sure	39%	40%	42%	34%	40%	36%	38%	40%	33%	44%	38%	38%	38%
Totals	100%	100%	100%	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(344)	(382)	(274)	(351)	(329)	(371)	(287)	(212)	(173)	(214)	(379)	(234)

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3. Prefer to Win - Musk or Zuckerberg

Who would you prefer 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%	35%	21%	22%	21%	35%	30%	30%	15%	25%	34%
Mark Zuckerberg	19%	19%	18%	34%	19%	14%	12%	16%	23%	30%	18%
No preference	44%	40%	47%	37%	46%	42%	51%	44%	49%	36%	42%
Not sure	10%	6%	13%	7%	14%	9%	8%	9%	13%	9%	6%
Totals	101%	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(996)	(451)	(545)	(173)	(234)	(379)	(210)	(643)	(116)	(172)	(65)

	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%	10%	26%	52%	9%	55%	29%	27%	30%	20%	28%	33%	25%
Mark Zuckerberg	19%	38%	13%	5%	34%	4%	17%	19%	24%	18%	20%	16%	24%
No preference	44%	45%	49%	35%	50%	35%	42%	46%	43%	54%	42%	40%	43%
Not sure	10%	7%	13%	8%	7%	6%	12%	7%	4%	8%	10%	11%	8%
Totals	101%	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(996)	(344)	(379)	(273)	(350)	(329)	(370)	(285)	(212)	(172)	(213)	(377)	(234)

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4. Watch the Musk-Zuckerberg Fight

Do you think you would watch a cage match between Elon Musk and Mark Zuckerberg if it were to happen and be broadcast live?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely	14%	18%	10%	23%	14%	13%	6%	12%	18%	16%	18%
Probably	21%	24%	19%	37%	19%	18%	14%	20%	24%	23%	24%
Probably not	19%	18%	19%	16%	15%	18%	26%	21%	10%	14%	17%
Definitely not	37%	33%	40%	19%	32%	43%	51%	38%	37%	37%	26%
Not sure	9%	7%	11%	5%	19%	9%	3%	8%	11%	9%	15%
Totals	100%	100%	99%	100%	99%	101%	100%	99%	100%	99%	100%
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	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely	14%	14%	15%	13%	13%	12%	18%	14%	10%	15%	15%	13%	14%
Probably	21%	25%	15%	25%	18%	23%	18%	23%	28%	19%	22%	24%	19%
Probably not	19%	14%	19%	23%	15%	23%	17%	20%	18%	18%	17%	19%	20%
Definitely not	37%	39%	38%	33%	45%	36%	36%	35%	39%	42%	37%	34%	37%
Not sure	9%	8%	12%	6%	8%	5%	11%	8%	4%	7%	10%	9%	10%
Totals	100%	100%	99%	100%	99%	99%	100%	100%	99%	101%	101%	99%	100%
Unweighted N	(1,000)	(344)	(382)	(274)	(351)	(329)	(371)	(287)	(212)	(173)	(214)	(379)	(234)

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