# Consumers turn on Musk for anti-LGBTQ+ stance



Elon Musk's complex relationship with Tesla and its customer base is under the spotlight following a recent article on CleanTechnica, which appears to have revived tensions between Musk and the publication. Historically, Musk has maintained an active presence on social media, previously engaging with content from CleanTechnica, particularly when it presented favourable narratives. However, recent shifts in his political affiliations and controversial stances on various issues, including those relevant to the LGBTQ+ community, have strained this connection. The article highlights an instance where Musk expressed approval of a CleanTechnica piece that raised optimistic hopes for increased support from conservative circles for Tesla.

Tesla has long been positioned as a favourite among environmentally conscious consumers, a demographic primarily aligned with more liberal values. The company's recent political entanglements, particularly Musk's support for the Trump administration, have it facing backlash from former supporters leading to drops in sales of almost 80% in German. In response, protests at Tesla retail locations have escalated, with reports of vandalism, including graffiti, arson, and shootings at facilities housing the vehicles. This surge in negative attention coincides with a significant decline in Tesla's sales and stock value, with many vehicles left undelivered, compounding the risk of further vandalism.

Despite these challenges, there are indications of an uptick in interest from conservative consumers drawn to the performance and American manufacturing aspects of Tesla vehicles. However, analysts note that any increase in conservative sales is not substantial enough to counterbalance the severe losses from their traditional left-leaning customer base. The market response to Musk’s political activities, coupled with a projected downturn in his net worth, is leading to concerns about Tesla's financial stability.

The article further critiques claims regarding the popularity of both Musk and Trump, suggesting that reliance on misleading data misrepresents their standing. Current polls indicate that while Trump has seen a slight increase in approval compared to his first term, he remains below average in historical comparisons, with much public sentiment leaning towards disapproval. Similarly, Musk's approval ratings are problematic, especially concerning initiatives like DOGE, which a significant portion of the public reportedly views unfavourably.

The burgeoning competition within the electric vehicle market adds another layer to the challenges facing Tesla. With increasing options offering comparable or superior technology, the perception that Tesla leads the market is also being questioned. Furthermore, the article argues that for Tesla's survival, a change in leadership might be necessary, suggesting that distancing the company from Musk could negate some of the negative associations tied to his persona and actions.

As the discourse on Musk and Tesla evolves, ongoing polling and public sentiment show a landscape fraught with challenges. Observers note that continuing difficulties linked to political affiliations, alongside incidents affecting consumer safety and societal issues, could hinder the company’s potential future success if Musk remains its driving force.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://cleantechnica.com/2024/09/21/two-readers-explain-elon-musks-changed-role-at-tesla-better-than-i-did/> - This article discusses Elon Musk's evolving role at Tesla, highlighting how his focus has shifted from day-to-day operations to more revolutionary projects like Full Self Driving (FSD). It also touches on the debate about whether Musk should remain at the helm of Tesla.
* <https://en.wikipedia.org/wiki/Elon_Musk> - This Wikipedia page provides a comprehensive overview of Elon Musk's career, including his involvement with Tesla and other ventures. It details his leadership roles and the impact of his decisions on Tesla's trajectory.
* <https://cleantechnica.com/2025/01/19/what-is-actually-going-on-with-elon-musk/> - This article explores Elon Musk's recent actions and their implications for Tesla. It discusses how Musk's behavior on social media and his controversial stances have affected public perception and trust in Tesla.
* <https://www.bloomberg.com/news/articles/2023-10-25/tesla-s-sales-slowdown-raises-concerns-about-musk-s-leadership> - This article from Bloomberg discusses Tesla's sales slowdown and how it relates to concerns about Elon Musk's leadership. It highlights the challenges Tesla faces in maintaining market dominance amidst increasing competition.