

**Bespoke Market Intelligence**

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# **Tesla Brand Health Check**

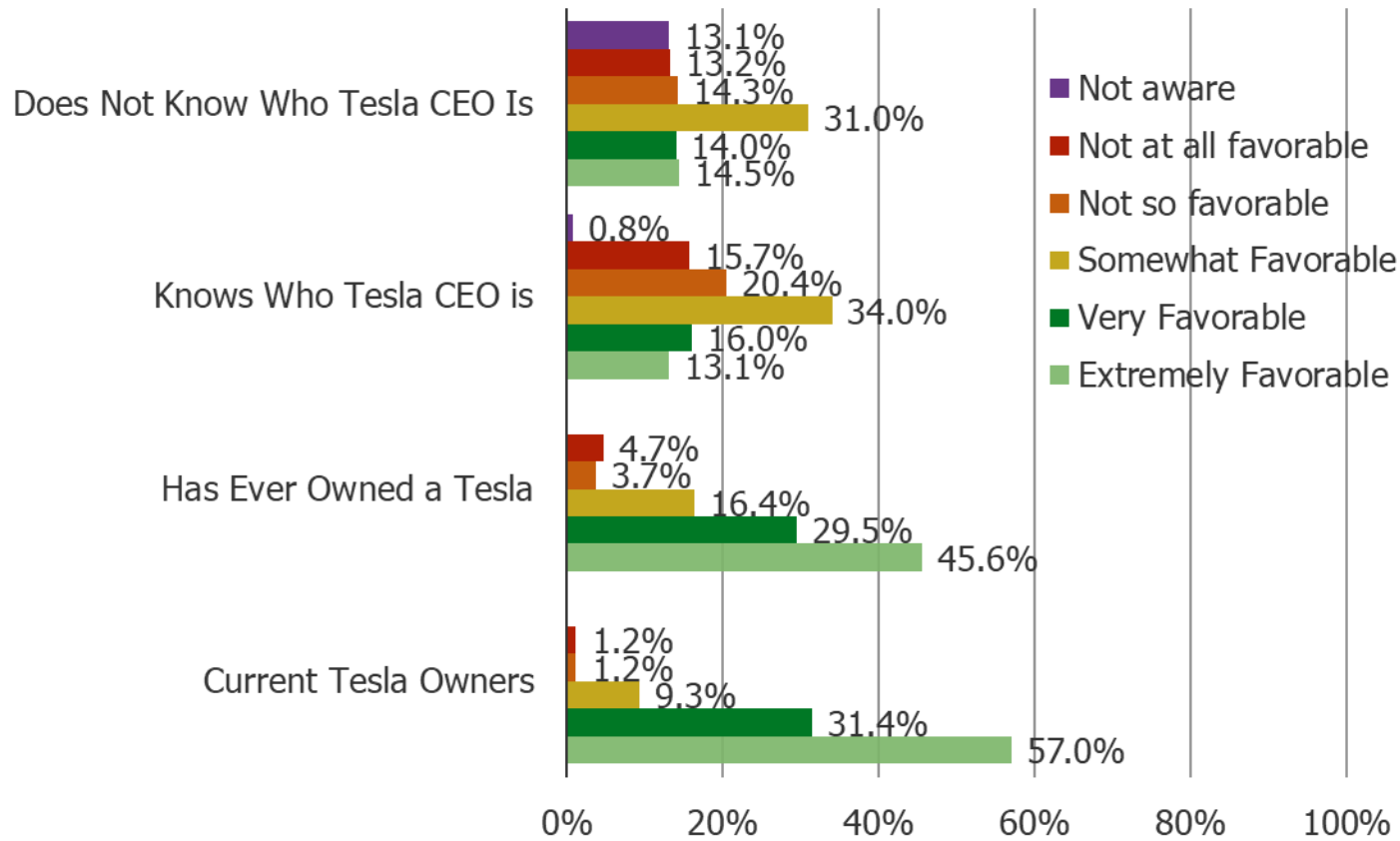
**January 2023**

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**10,000 US Consumers Balanced to Census**

How would you describe your overall opinion of Tesla?

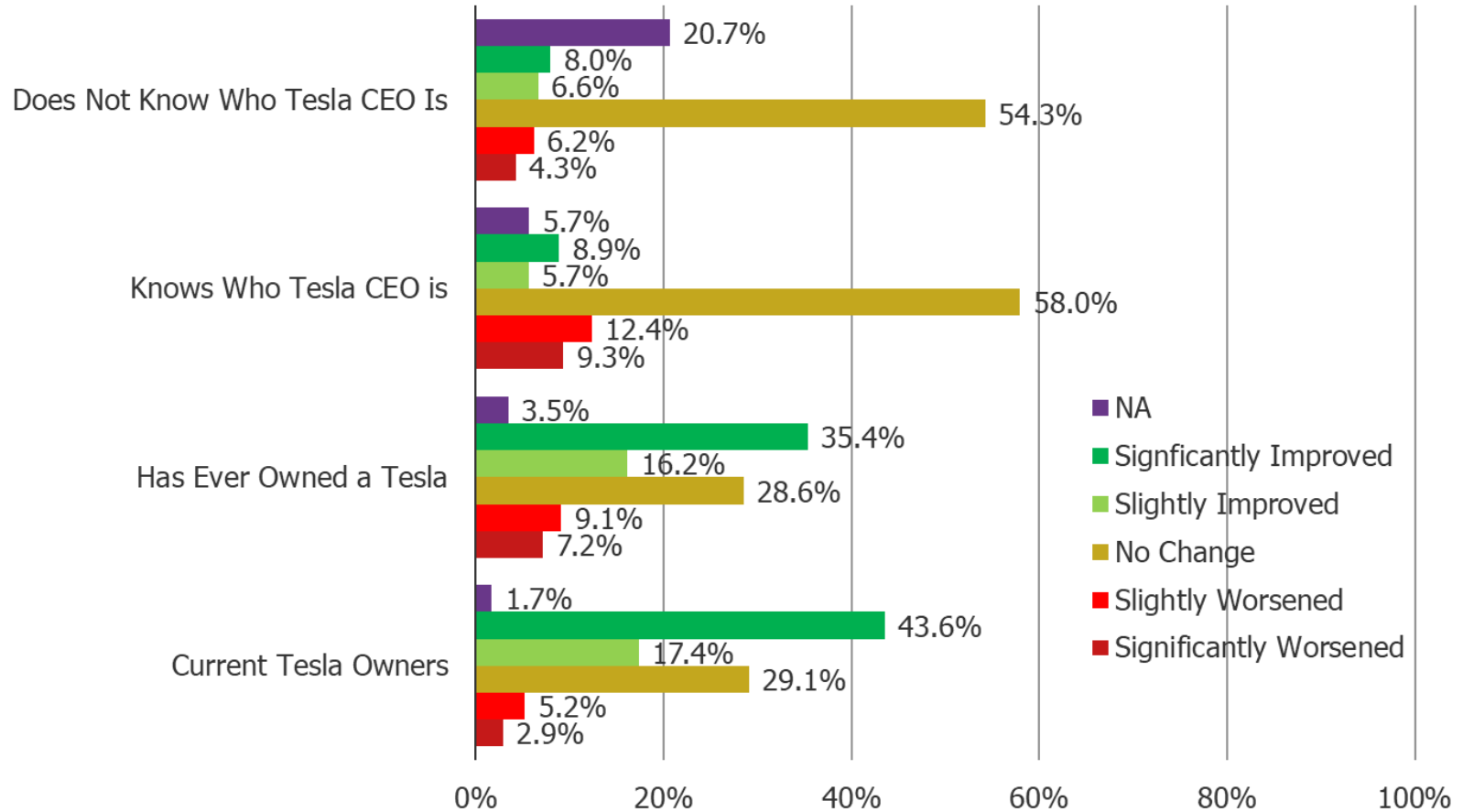
Posed to all respondents, cross-tabbed. (N=9949)



Data Flag: Respondents who know who Elon Musk is CEO of Tesla are more likely to say their opinion is unfavorable (compared to those who do not know who it is).

### Has your opinion of Tesla as a brand changed in the past month or two?

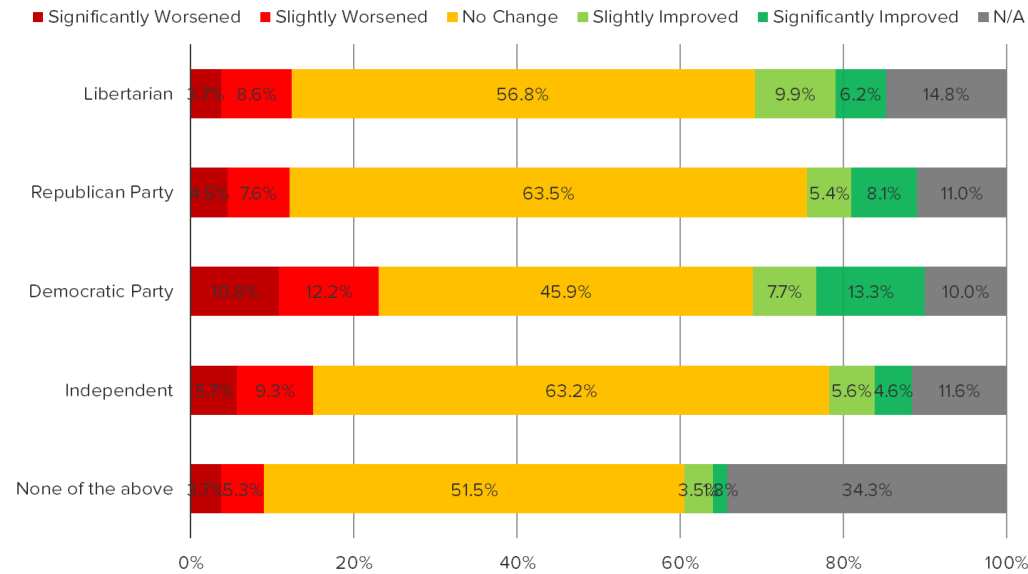
Posed to all respondents, cross-tabbed. (N=9949)



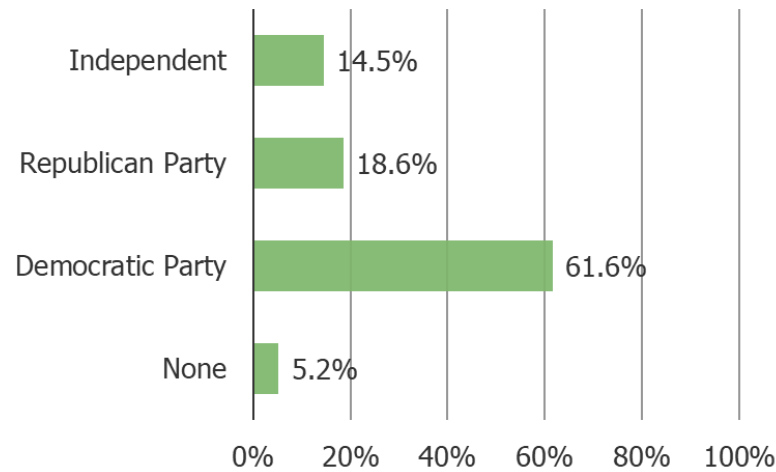
Data Flag: Respondents who know who Elon Musk is CEO of Tesla are more likely to say their opinion has worsened recently.

## Has your opinion of Tesla as a brand changed in the past month or two?

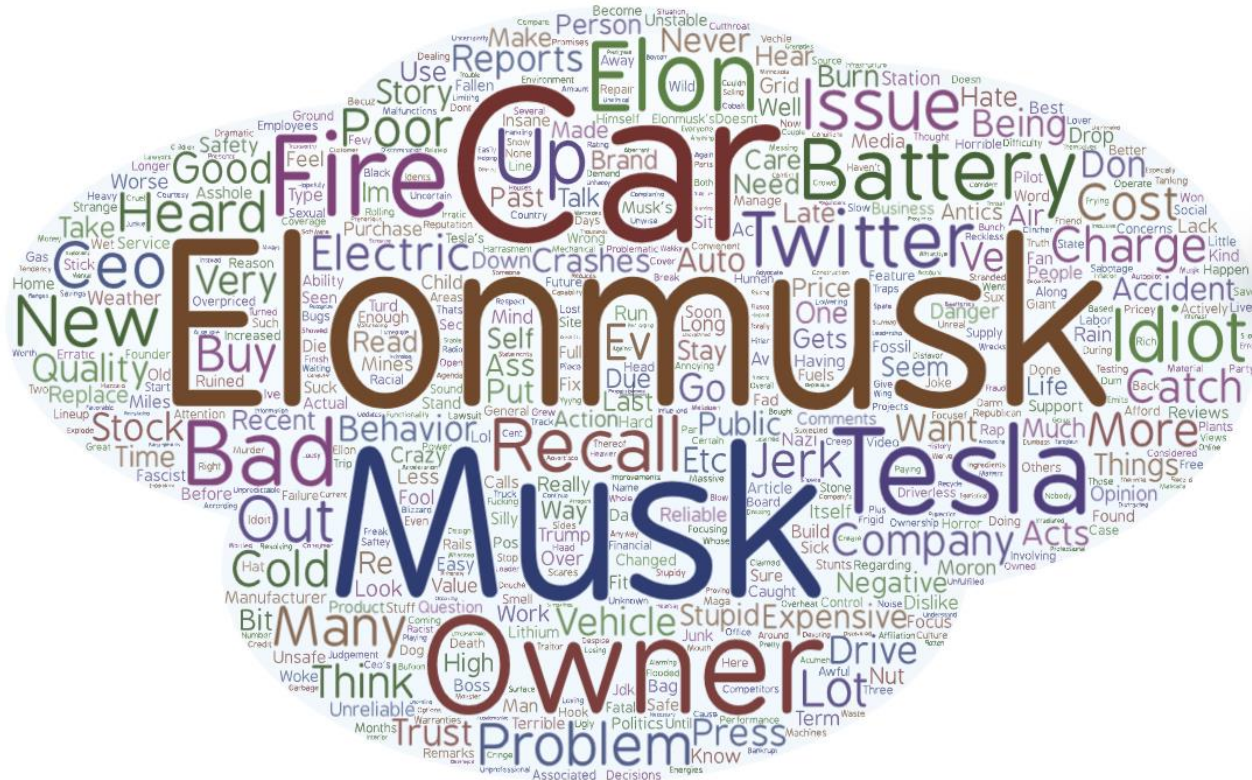
Cross-Tabbed by Political Affiliation



## Political Affiliation of Tesla Owners:

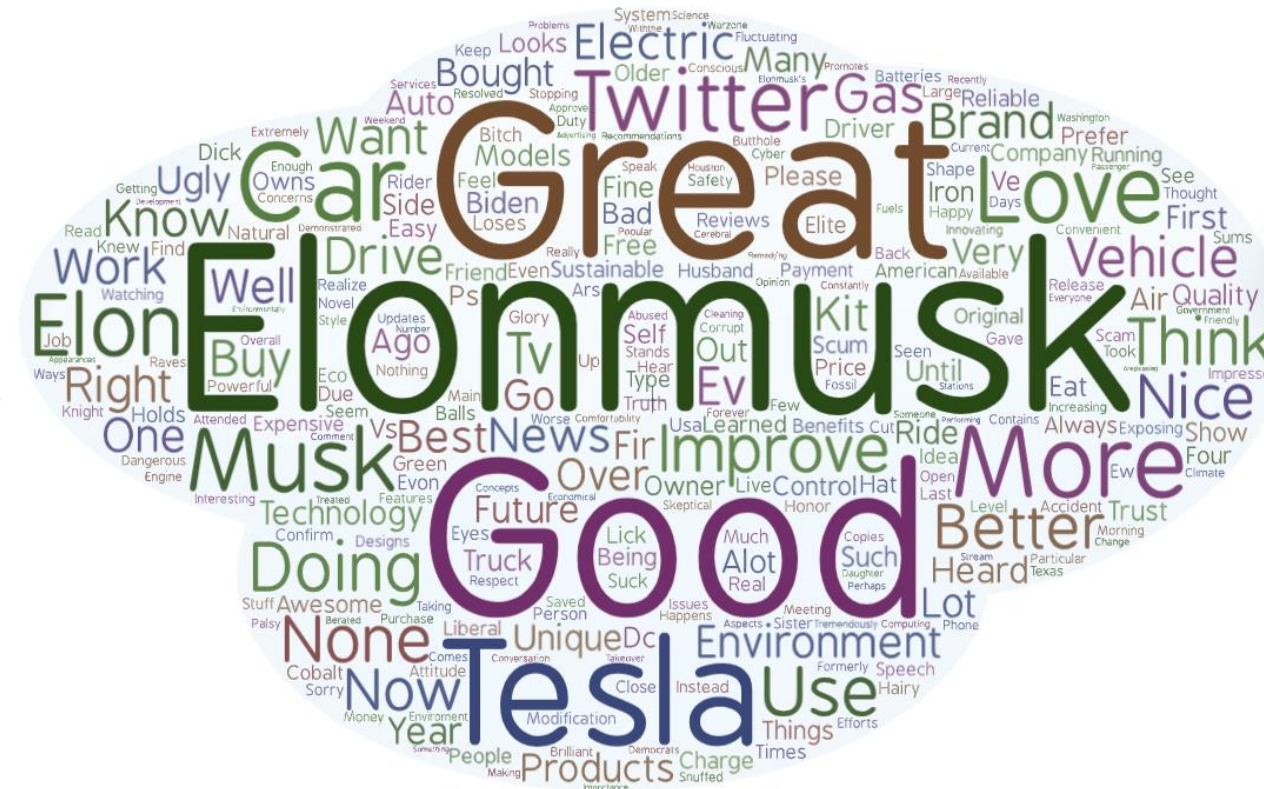


Respondents who said their opinion of Tesla has **worsened** recently, why?



Filter	Size
Elonmusk	165
Musk	45
Car	45
Owner	38
Tesla	37
Battery	37
Fire	35
Twitter	32
Elon	25
Problem	24
Bad	23
Recall	21
Issue	21
Company	21
Charge	20
Heard	20
Idiot	19
Many	18
Electric	17
New	15
Reports	15
Ceo	14
Quality	14
Expensive	13
More	13

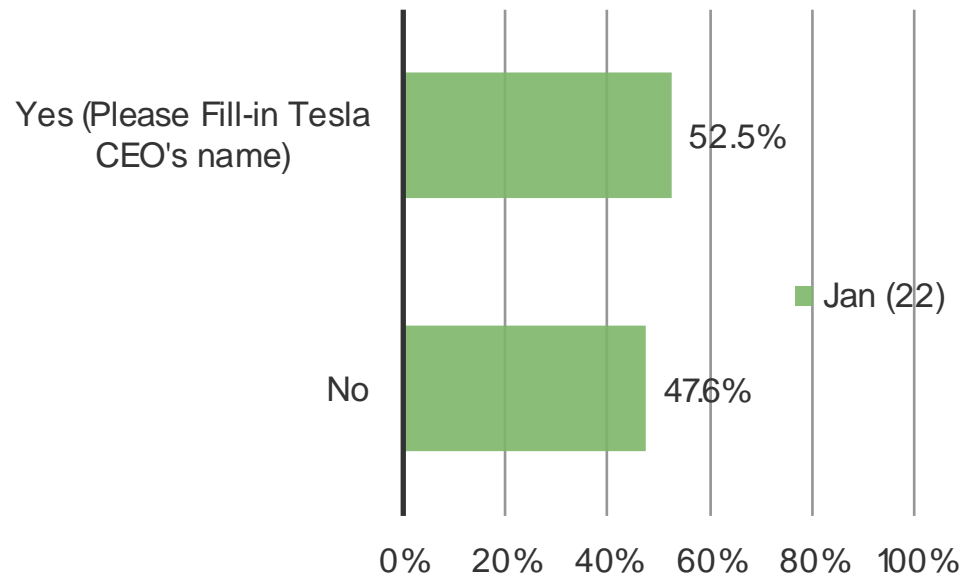
Respondents who said their opinion of Tesla has **improved** recently, why?



Filter	Size
Elonmusk	21
Good	17
Great	14
Tesla	13
Twitter	12
More	12
Car	11
Musk	8
Love	7
Improve	7
Doing	6
Environment	5
Vehicle	5
Better	5
Think	4
None	4
Electric	4
Elon	4
Use	4
Now	4
Nice	4
Brand	4
News	4
Know	4
Bought	4

## Do you know who the CEO of Tesla is?

Posed to all respondents. (N=9949)



Virtually everyone who filled-in a response correctly typed in "Elon Musk"

If you had to use one adjective to describe your opinion of the Tesla brand, what would it be?

Posed to all respondents. (N=9949)





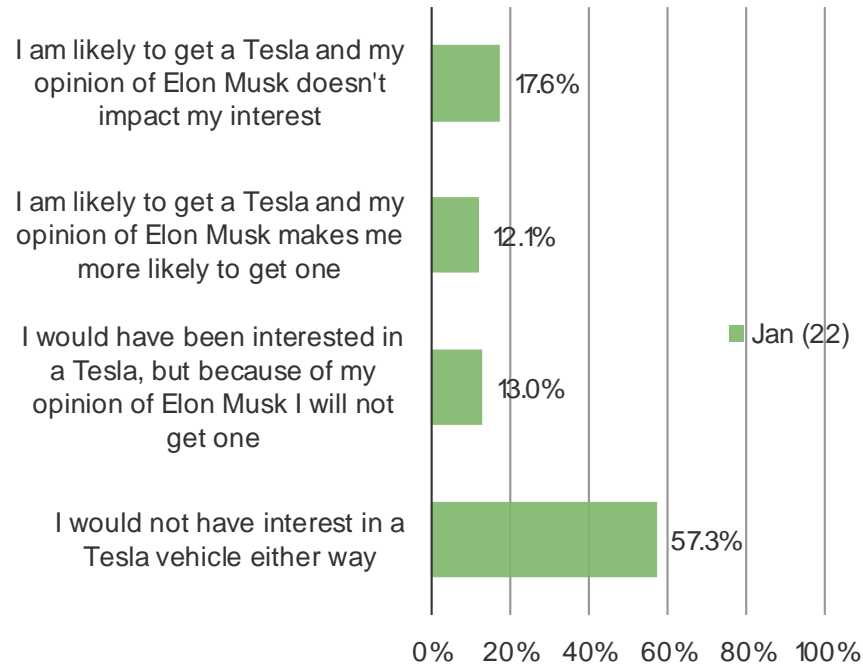
If you had to use one adjective to describe your opinion of Elon Musk, what would it be?

Posed to all respondents. (N=9949)



## Would your current opinion of Elon Musk make you any more or less likely to purchase/lease a Tesla car in the future?

Posed to all respondents. (N=9949)



### Cross-Tabbed by Political Affiliation

