

navigator*

Monday, March 3rd

Influence of Tech CEOs:
A Guide for Advocates



Credit: Shutterstock/Morocko

Key Takeaways:

- Elon Musk is viewed less favorably than Trump, and he has less support among non-college educated and less engaged 2024 Trump voters than the president does.
- Growing majorities of Americans say tech CEOs have “a lot” or “some” influence on the Trump administration and view this influence as negative.
- Higher shares of young Americans, Black Americans, and Hispanic Americans report being impacted by higher costs at work, losing access to federal services, losing access to federal grants, or losing a government job.

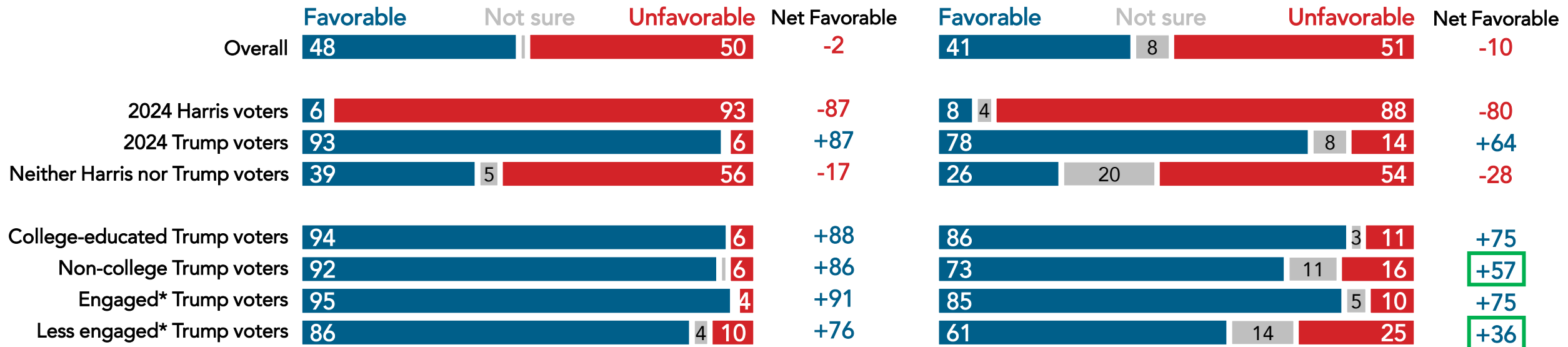
Musk Is Less Popular Than Trump, Especially With His Non-College and Less Engaged 2024 Supporters

The 10% of Americans who are favorable to Trump and are not favorable to Musk are disproportionately non-MAGA Republicans (41% are favorable to Trump and not Musk), younger women (48%), non-college educated (84%), and less engaged in politics (51%).

- This 10% of Americans is +62R on partisanship (14% Democrats/10% independents/76% Republicans) and is more likely to say Musk and other tech CEOs' involvement in the Trump administration is a bad thing than other Americans (net -25 good thing compared to net -16 among other Americans).

Please indicate how favorable or unfavorable you are to:
Donald Trump.

Please indicate how favorable or unfavorable you are to:
Elon Musk.



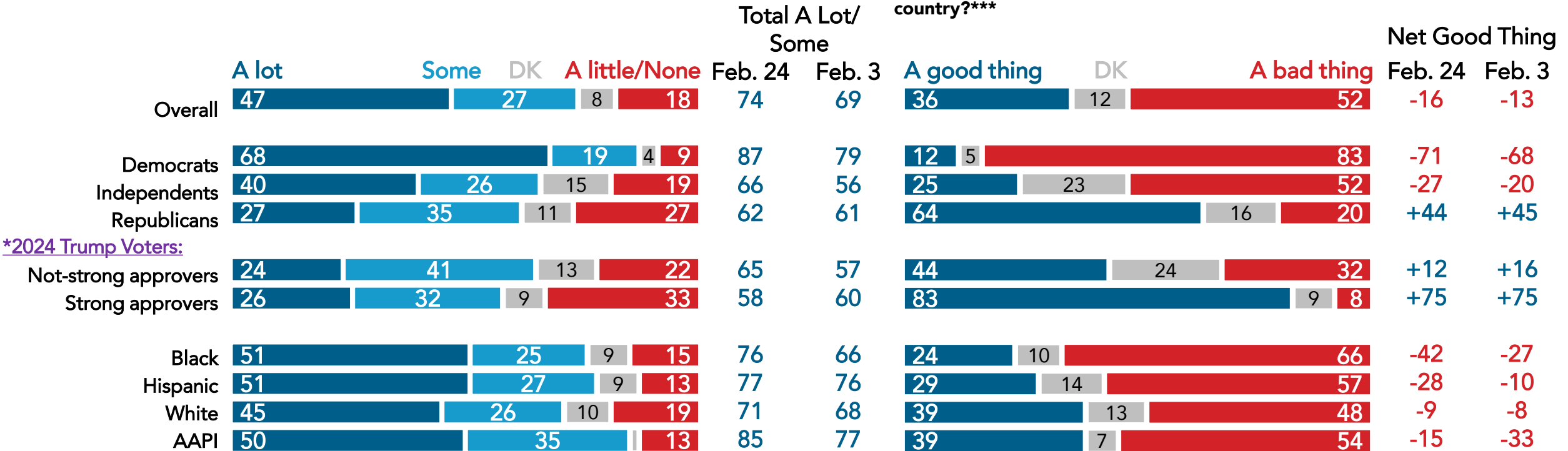
*"Engaged Trump voters" are self-reported 2024 Trump voters who say politics is "very" or "somewhat" important to their personal identities; "less engaged" say it is "not too" or "not at all" important to their personal identities.
 "Nationwide survey of 1,000 registered voters conducted February 20-February 24, 2025.
 For more info, visit navigatorresearch.org.

Growing Shares Say Tech CEOs Like Musk Have Influence in The Trump Administration, and Majorities Say It Is a Bad Thing

Nearly three in four Americans believe tech CEOs have “a lot” or “some” influence in the Trump administration (74%), up from 69% in early February. Independents see their influence in the administration as a bad thing by 27 points (down from 20 points in early February).

As far as you know, how much influence do you think that tech CEOs like Elon Musk, Mark Zuckerberg, and Jeff Bezos have right now in the Trump administration? **

Do you see the influence that Elon Musk, and other tech CEOs, have in the Trump administration as more of a good thing or a bad thing for the country? ***

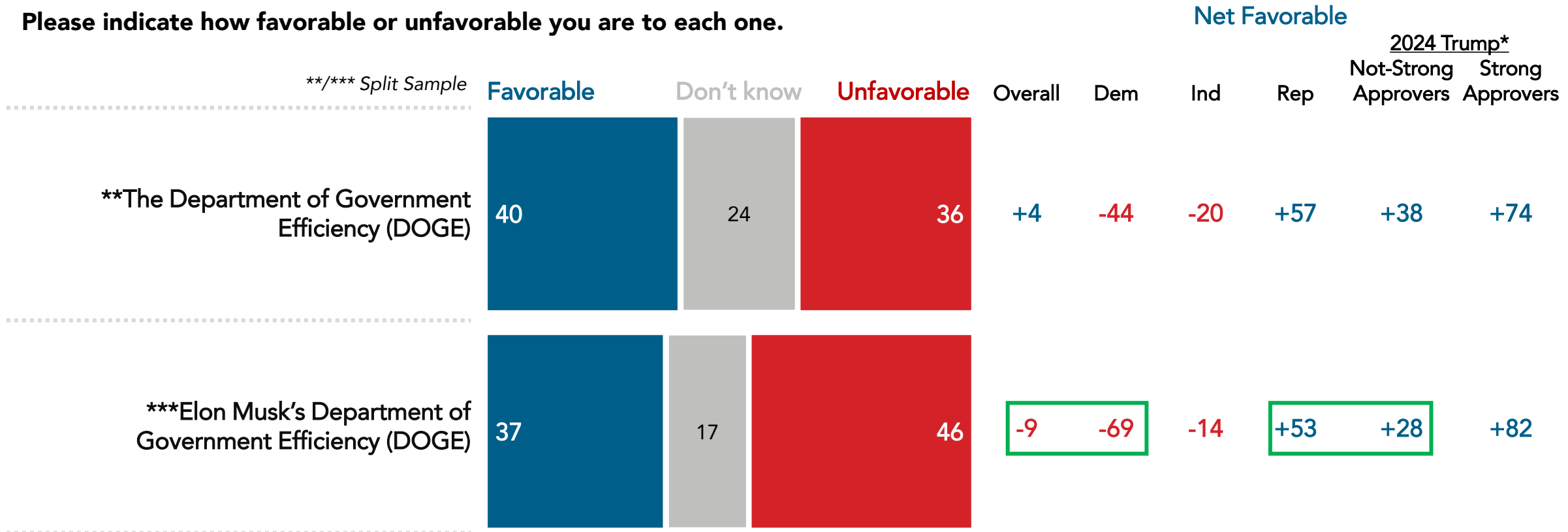


“2024 Trump, Strong Approvers” are self-reported 2024 Trump voters who strongly approve of the job he’s doing as president; “2024 Trump, Not-Strong Approvers” are self-reported 2024 Trump voters who do not strongly approve of the job he’s doing as president. **Previous waves asked about expected influence rather than current influence. *Previous waves included inauguration context before this ask. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted February 20–February 24, 2025. For more info, visit navigatorresearch.org.

Giving Musk Ownership of DOGE Drives Up Negative Views

Greater numbers of Democrats and 2024 Trump voters who do not strongly approve of the job he is doing are unfavorable to DOGE when Elon Musk is explicitly linked to it, while independents are slightly more favorable to DOGE when Musk is mentioned.

Please indicate how favorable or unfavorable you are to each one.



*"2024 Trump, Strong Approvers" are self-reported 2024 Trump voters who strongly approve of the job he's doing as president; "2024 Trump, Not-Strong Approvers" are self-reported 2024 Trump voters who do not strongly approve of the job he's doing as president. Nationwide survey of 1,000 registered voters conducted February 20-February 24, 2025. For more info, visit navigatorresearch.org.

Nearly One in Five Say Someone They Know Has Lost A Government Job Recently

Larger shares of younger, Black, and Hispanic Americans report being impacted personally or having someone they know be impacted by higher costs at work, losing access to federal services, losing access to federal grants, or losing a government job.

Below is a list of some things that some have reported happening recently. Please indicate whether you, or anyone you know, have been impacted by these events.

% total me, friends/family, or someone else I know impacted

18-44 45-64 65+ Black Hisp White AAPI

Are you, or anyone you know, employed by a business that has had to pay more for goods, or seen their costs increase, due to tariffs?

25% 8% personally experienced

32 24 15 28 34 23 26

Have you, or anyone you know, lost access to federal services, such as healthcare?

20 6% personally

30 17 9 29 32 18 21

Have you, or anyone you know, worked in a job or field of study that has lost access to a federal grant or federally funded program?

19 3% personally

25 17 12 26 30 16 14

Have you, or anyone you know, either quit or gotten laid off from a government job?

17 3% personally

26 13 9 26 28 14 19

Nationwide survey of 1,000 registered voters conducted February 20-February 24, 2025. For more info, visit navigatorresearch.org.

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from February 20-February 24, 2025. 100 additional interviews were conducted among Hispanic voters. 74 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

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<http://navigatorresearch.org>

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