

As Yaccarino Steps Down, Public Opinion of X Is More Divided Than Ever

After two years on the job, Linda Yaccarino is no longer CEO of the social platform X.

Survey results suggests the public's opinion of the site is now more divided than it was prior to her arrival in June 2023, even as advertisers return.

"Being the CEO of X was always going to be a tough job, and Yaccarino lasted in the role longer than many expected," Jasmine Enberg, an analyst at market research firm eMarketer, said in a statement.

Figures from data analytics firm Morning Consult, which tracks how consumers perceive thousands of brands daily, show X's net favorability dipped into negative territory following Elon Musk's \$44 billion acquisition of Twitter, which he later rebranded as X, in late 2022.

Overall, perception of the site among U.S. adults has recovered since then, yet remains slightly lower than it was in early 2020.

X did not respond to a request for comment.

Differences in opinion emerge when examining the data along political lines.

While Democrats held a positive view of X throughout the pandemic, their feelings changed following Musk's takeover and Yaccarino's arrival.

Republicans, meanwhile, have moved in the opposite direction. At present, they hold a more positive view of X than they have at any point in the past five years, according to Morning Consult.

A similar gap has also appeared between men and women during Yaccarino's tenure at the helm.

After sharing more or less the same impression of X for years prior to Musk and Yaccarino joining, men now have a positive view of X, while women do not.

Despite the divisions in public opinion, advertisers have returned to the site—albeit, with some reservations.

According to Guideline, which collects ad spend data from major media agencies, advertising dollars on X are up 62% during the first half of 2025 compared to the same time last year. Indeed, December 2024 marked the first month of growth on X since Musk acquired the platform in 2022.

In June, the Wall Street Journal reported that X had mounted a pressure campaign against advertisers to either spend on the platform or face legal challenges.

“To a degree, Yaccarino accomplished what she was hired to do,” said Enberg. “But the reasons for X’s ad recovery are complicated, and Yaccarino was unable to restore the platform’s reputation among advertisers.”

Estimates from eMarketer forecast X’s U.S. ad revenue will increase 17.5% this year—faster than Pinterest, YouTube, and LinkedIn.

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