

Deconstructing Trump's Use of Twitter | Gallup

By Gallup, Inc.

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Gallup's analysis of President Trump's twitter usage seeks to answer the extent to which Trump's tweets command the bully pulpit.

President Donald Trump's unprecedented use of the social media platform Twitter as one of his primary means of presidential communication appears to be effective from a big-picture perspective. Over three-quarters of Americans say they see, read or hear about Trump's tweets a lot or a fair amount.

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But while a large majority of Americans ultimately hear about his tweets and the news they generate, few Americans say they read Trump's tweets unfiltered, directly from Twitter. Instead, most appear to read or learn about them indirectly, through either other social media or the broader news media.

Only 26% of Americans have a Twitter account, and 30% of that group — or 8% of the overall U.S. population — personally follow Trump's official Twitter account (@realDonaldTrump). Fifty-five percent of those who follow Trump on Twitter say they read all or most of his tweets, with another 25% saying they read some. Taking all of this into account, 4% of Americans overall have a Twitter account, follow Trump's account and read all or most of his tweets. The percentage reading Trump's tweets directly rises to 6% when including those who say they read some of his postings.

Source: [Deconstructing Trump's Use of Twitter](#)