During May 2011, 37% of U.S. smartphone owners who downloaded apps used Social Networking apps. Nearly one-third of 20 to 34 year olds visited a Social Networking app from home and work computers, while Social Networking/Blogs are less likely than average to visit from home and work.

**Top 5 U.S. Social Networking Sites**

- Facebook
- MySpace
- LinkedIn
- Twitter
- Tumblr

**Top 10 Categories of Apps Used by Smartphone Owners**

- Maps/Navigation/Search
- Music
- Gaming
- Shopping/Retail
- Social Networking
- Music Player
- Web Browsing
- Social Media
- Entertainment/Video
- Productivity

**Top 5 Social Networks/Blogs by Total Minutes**

- Facebook
- MySpace
- LinkedIn
- Twitter
- WordPress.com

**Mobile Social Media Use in the U.S.**

- Facebook
- Twitter
- MySpace
- LinkedIn
- Yahoo!

**Social Media On Tablets**

- Maps/Navigation/Search
- Web Browsing
- Gaming
- Social Networking
- Music

**Media Consumption on Social Networking Sites**

- Still the Top Destination Online
- Nearly Tripled its Unique U.S. Audience Over the Last Year
- Facebook: 140.3 million unique U.S. people visited during May 2011, a 109% increase from May 2010.

**An Internet Audience of Americans’ Time Online**

- Video on Social Networks/Blogs: More Women View
- Men Watch Longer
- Social Networks, but Men Watch More Time on TV from Social Networks
- Many People Using Tablets for Social Media
- Mobile Phone than any other web brand, a 59% increase from May 2010.

**Top 10 U.S. Social Networks/Blogs**

- Facebook
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- LinkedIn
- Twitter
- Tumblr

**Share of Total Internet Time by Destination**

- Social Networking & Blogs 23%
- Classifieds/Auctions
- Entertainment/Video 13%
- Viral/Video Pop 11%
- Software Manufacturers

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