

Online time spent on social networks in the USA? Nearly 25%

A Nielsen report released Monday found out that Americans spend almost a quarter of their time online on social networking sites, and counting...

According to the [report](#) — which combines data from Nielsen mobile and online meters, buzz data and a survey — Internet users spend more than twice as much time on social networks (including blogs) as they do on online games, the next top web destination by time.

Some key findings include:

- Americans spend more time on Facebook than any other U.S. website
- almost 40% of **social media** users access content from a mobile phone
- 70% of social networkers shop online - that's 12% more than the average internet user

The most popular social network as measured by Nielsen online meters is Facebook, followed by **Blogger, Tumblr, Twitter** and **LinkedIn**.



Nine of the 10 most popular social networks were dominated by women. Only LinkedIn had a percentage of men visiting the site that exceeds the percentage of men who are active Internet users. Women also watch more video content than men, although men watch longer videos.



[Via [NielsenWire](#)]