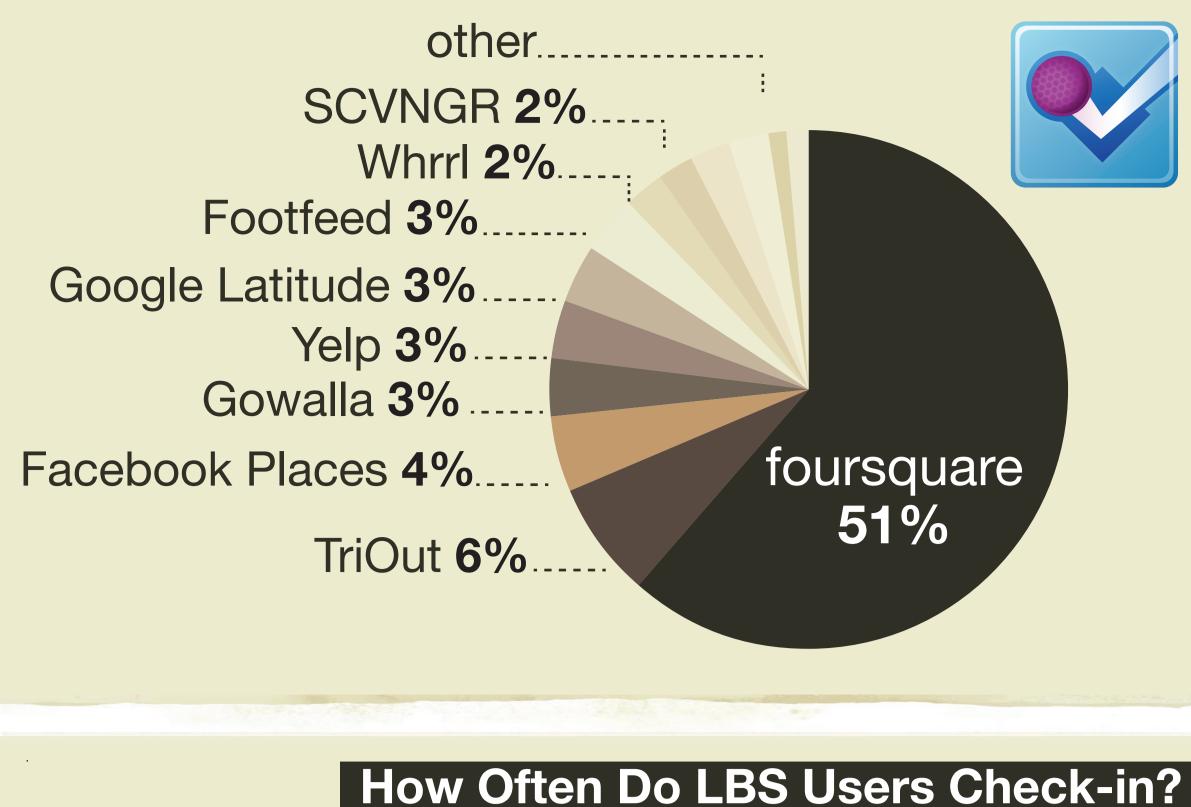
# Location - Location - Location

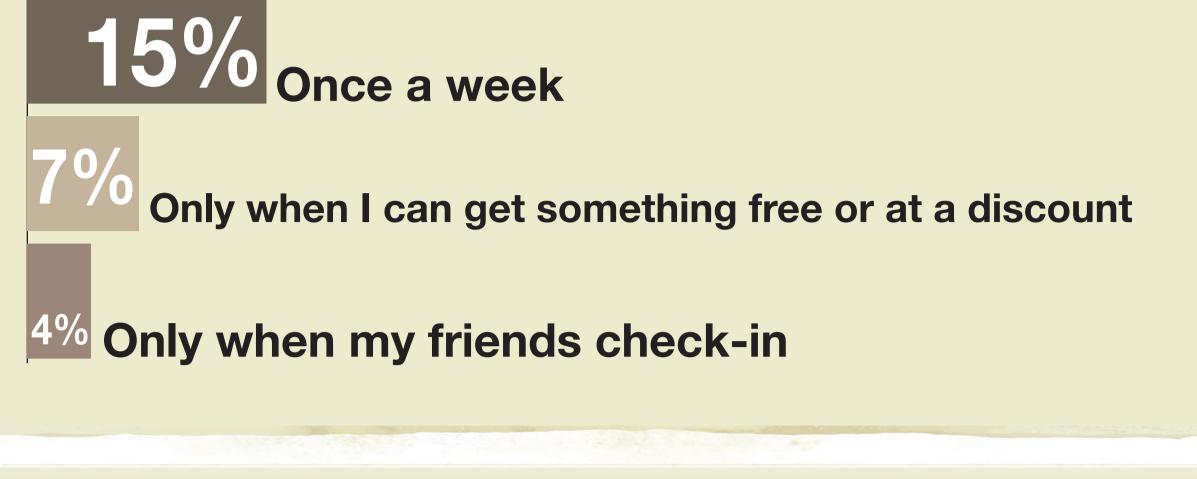
Deals - Check-Ins - Demographics





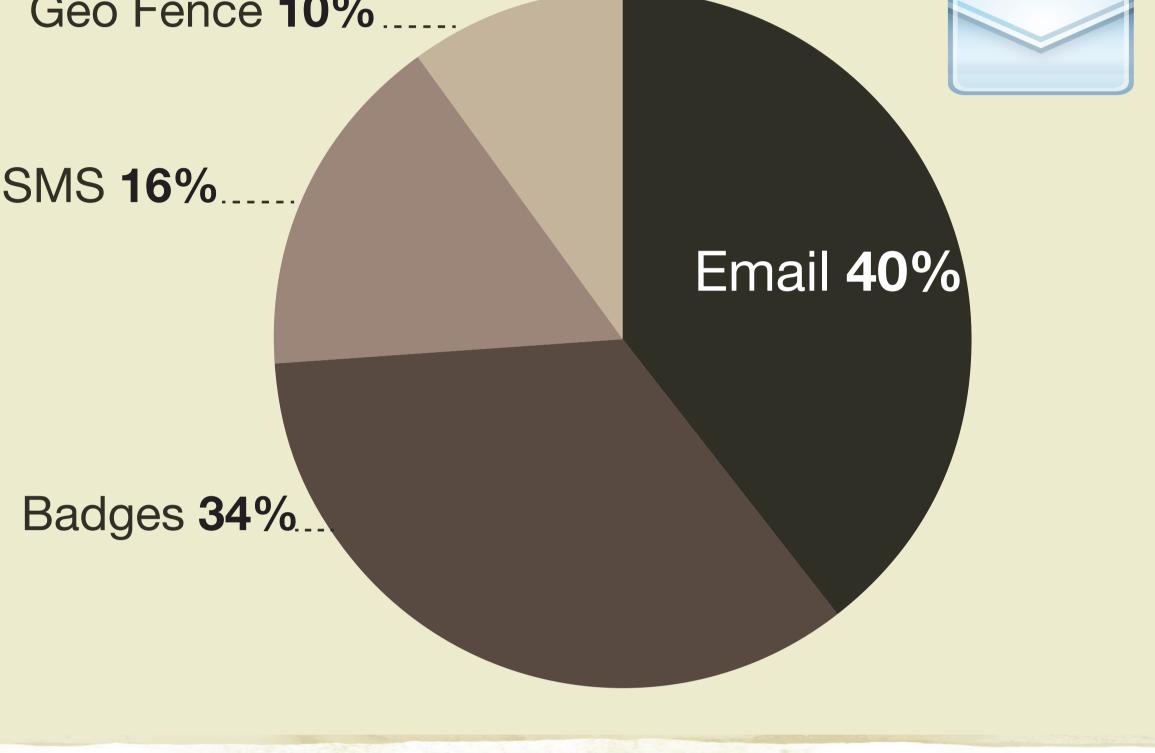


31% Three or four times a week



## Geo Fence **10**%.....

What Type of Location Coupons Do Users Prefer



### 31% QR Codes 22% Accurate Location Data

11% NFC - Near Field Communication

15% Better GPS in Smartphones

Technologies That Will Impact LBS in 2011



# Privacy/Stalking.....47% Not enough deals/coupons .....47% Mobile phone battery drain.....25%

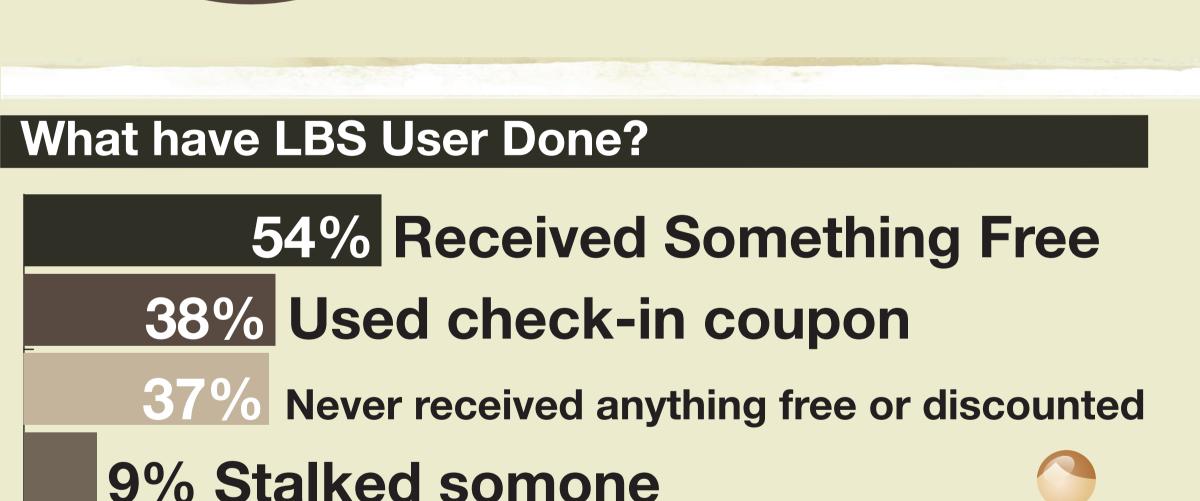
None of my friends use LBA.....31%

#### 23% 47% I'm wasting my time.....23%

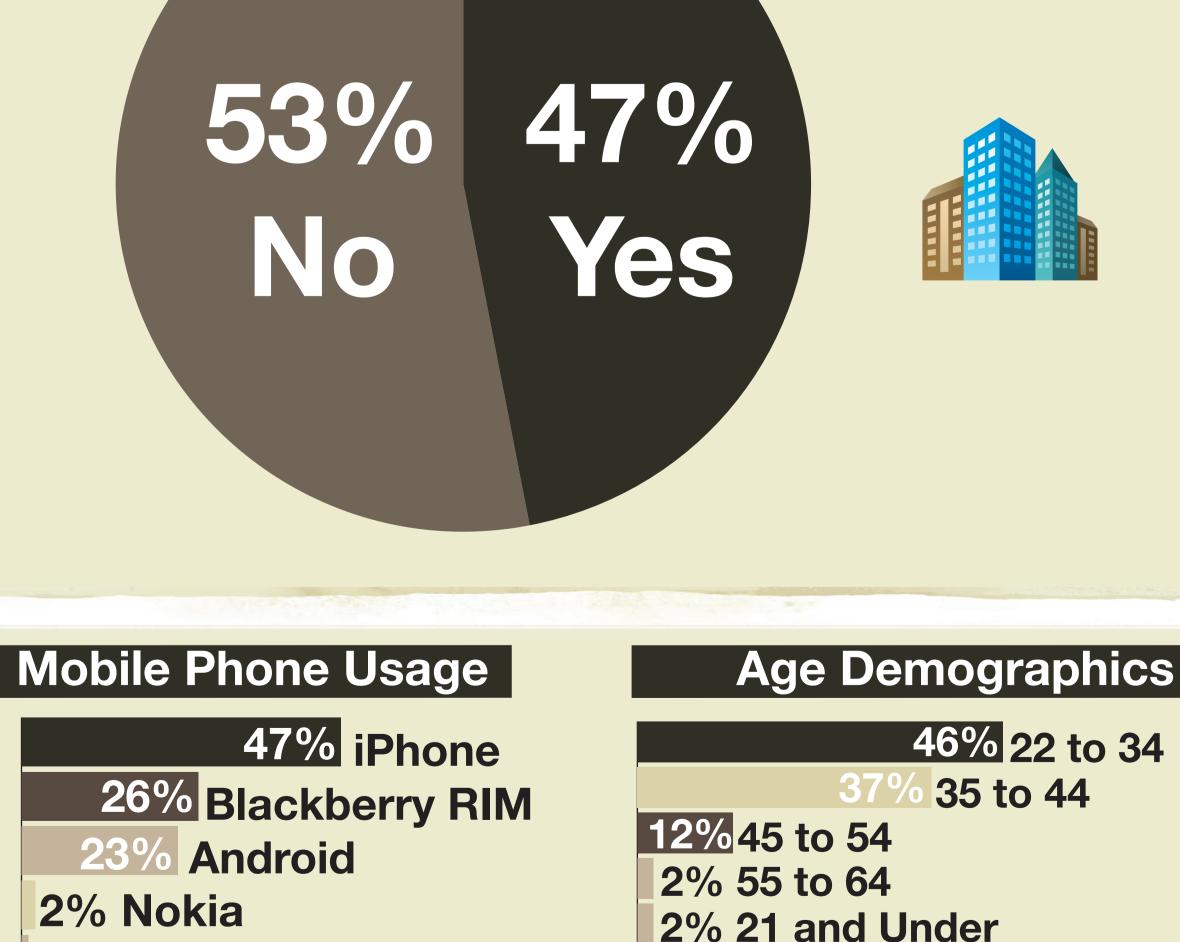
25%

31%

47%



**Companies Planning Location Deals in 2011** 



#### Gender Demographics **Ethnicity Demographics** 77% White Female. 17% Black/African American 20% 5% Hispanic/Latino 2% Asian

0% 65 and Over

2% Other



80% Male

1% Other

2% American Indian/Alaska Native