



CHECK-IN DATA: THE REALITY BEHIND THE HYPE

Privacy Concerns Stall Growth of Social Location Apps

In partnership with the Social-LoCo Conference (socialloco.net), this new research reveals the facts behind the hype of social check-ins. The study shows a disconnect between what people are talking about online, what early adopters are actually doing and how the rest of the US population perceives services such as Foursquare and Facebook Places.

EARLY ADOPTERS

Current Users of Social Location Apps

APPS THEY USE

- 90% Facebook Places
- 31% Twitter
- 30% Groupon
- 22% Foursquare
- 22% Living Social
- 10% Yelp Check-in

TYPES OF PLACES

- Restaurants 53%
- Cafes 40%
- Bars/Clubs 38%
- Homes 32%
- New Cities 26%
- Grocery Stores 24%
- Sporting Venues 16%

MOTIVATIONS

- 54% Discounts/Coupons
- 33% To Meet Friends
- 32% To Learn About The Location
- 30% To Promote The Location
- 21% Becoming A "Mayor" Or Receiving Badges
- 17% To Participate In Games/Contests

MASS CONSUMERS

Non-users Who Would Consider Using Social Location Apps

APPS THEY WOULD CONSIDER USING

- 55% Facebook Places
- 40% Groupon
- 20% Twitter
- 17% Living Social
- 6% Foursquare
- 5% Urbanspoon

TYPES OF PLACES

- Restaurants 33%
- Cafes 22%
- Bars/Clubs 12%
- Homes 35%
- New Cities 27%
- Grocery Stores 11%
- Sporting Venues 16%

MOTIVATIONS

- 44% Discounts/Coupons
- 19% To Learn About The Location
- 12% To Meet Friends
- 12% To Participate In Games/Contests
- 8% To Promote The Location
- 1% Becoming A "Mayor" Or Receiving Badges

ONLINE CONVERSATION

Discussions Regarding Social Location Apps

APPS THEY DISCUSSED ONLINE

- 51% Groupon
- 29% Foursquare
- 3% Living Social
- 2% Gowalla
- 2% Facebook Places
- 2% Foodspotting

TYPES OF PLACES

- Restaurants 25%
- Cafes 3%
- Bars/Clubs 3%
- Homes 3%
- New Cities 1%
- Grocery Stores 1%
- Sporting Venues 3%

MOTIVATIONS

- 47% Discounts/Coupons
- 15% To Promote The Location
- 2% To Learn About The Location
- 1% To Meet Friends
- 1% Becoming A "Mayor" Or Receiving Badges
- 1% To Participate In Games/Contests

WHAT THEY ARE DOING

People report that they are more likely to interact with large brands than small businesses using social location apps.



WHAT THEY ARE SHARING ONLINE

However, people are more likely to share interactions with small businesses than large brands with their friends online (e.g., blogs, Facebook, Twitter, etc.)

