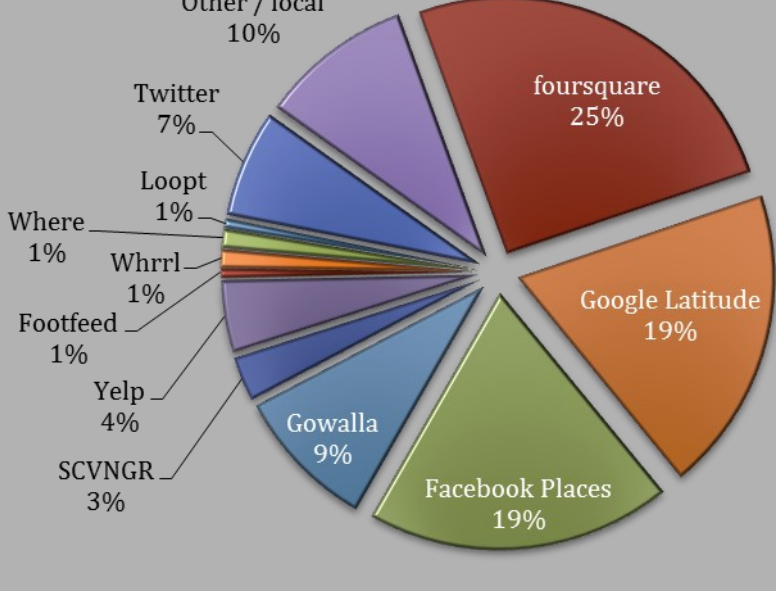


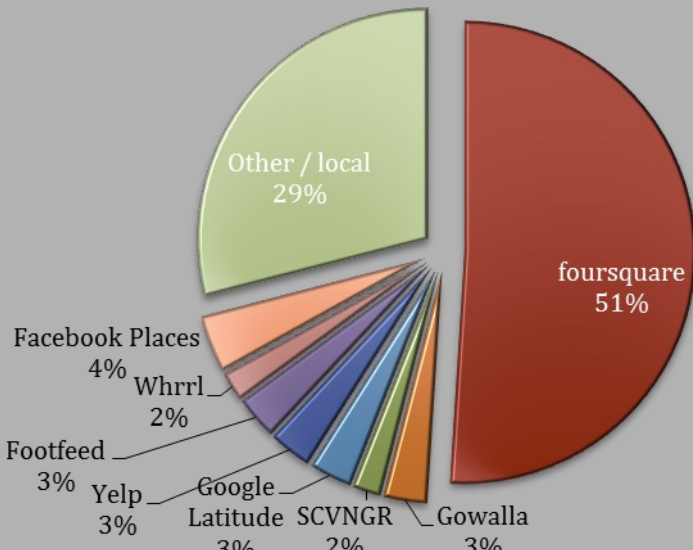
LBMA EMEA Survey 2011 – The Results

Most used check-in application

EMEA

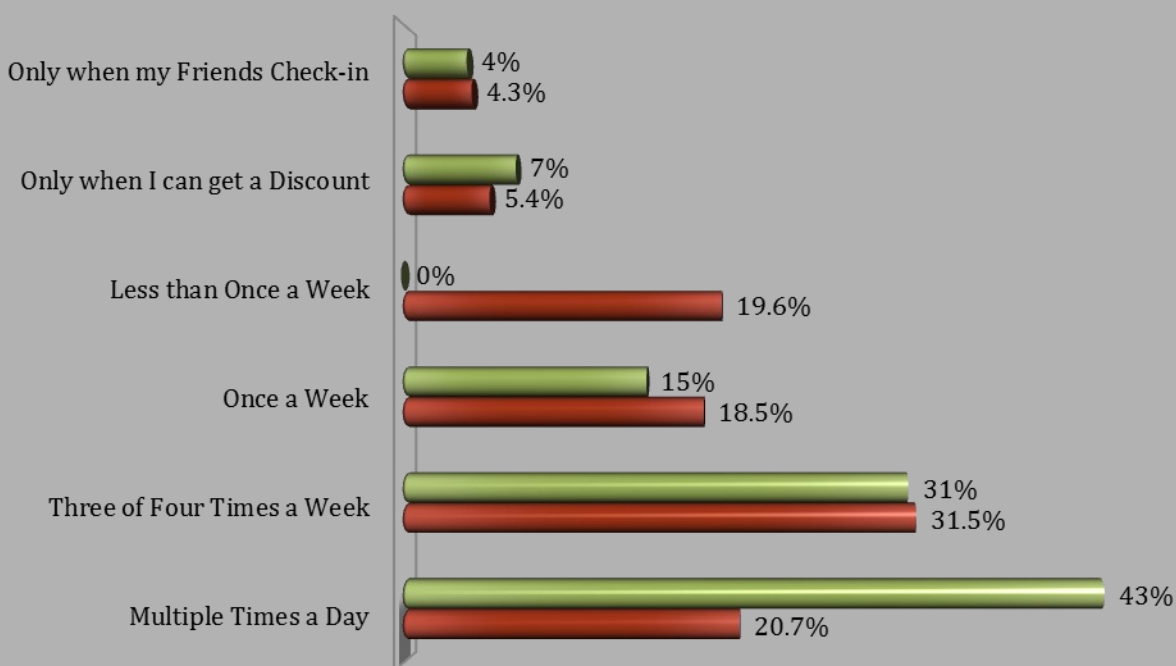


USA

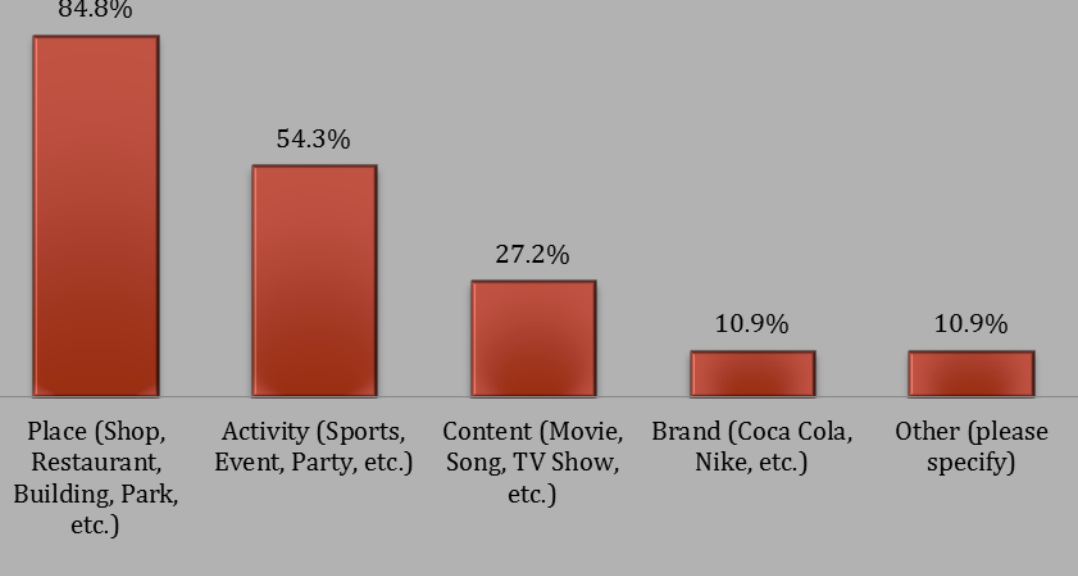


Check-in Frequency

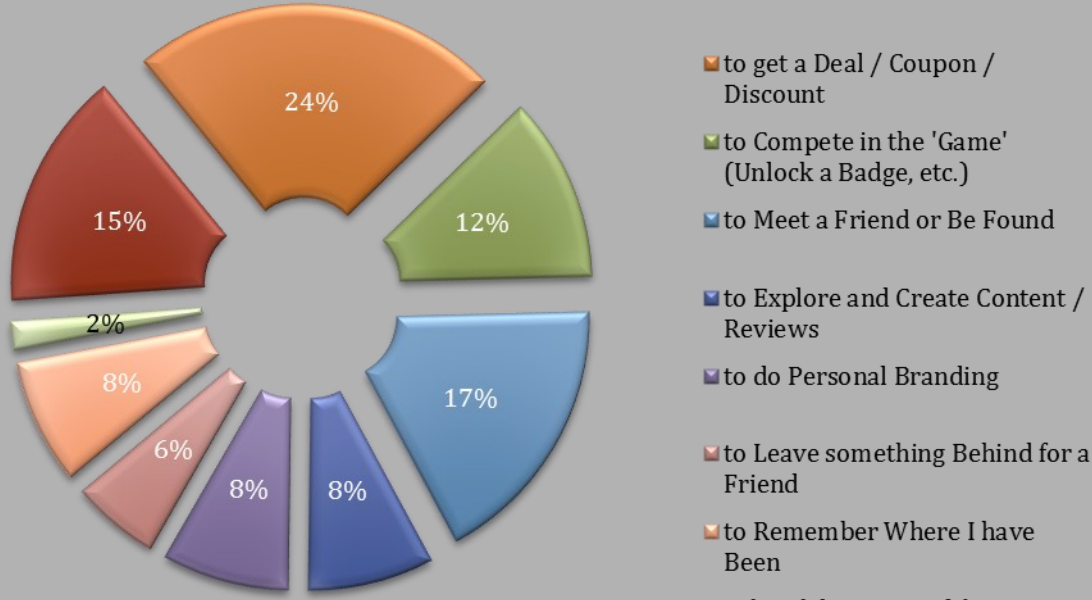
USA EMEA



What would you check in TO?

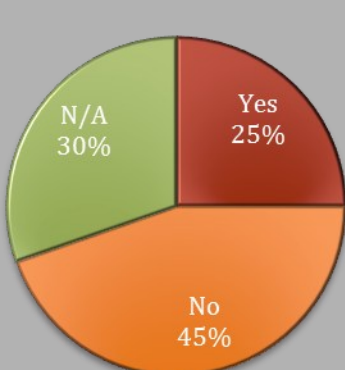


I check in...

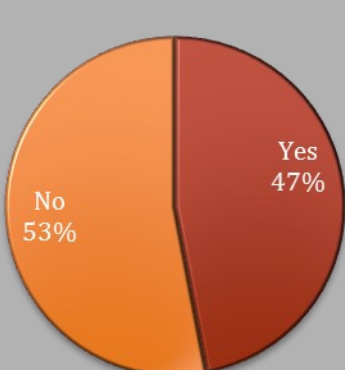


Companies planning a location based campaign

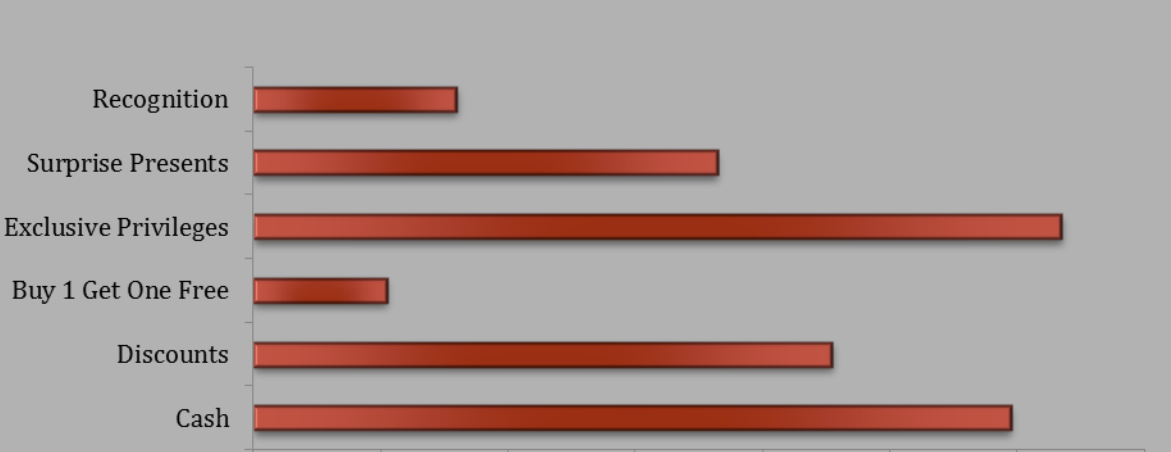
EMEA



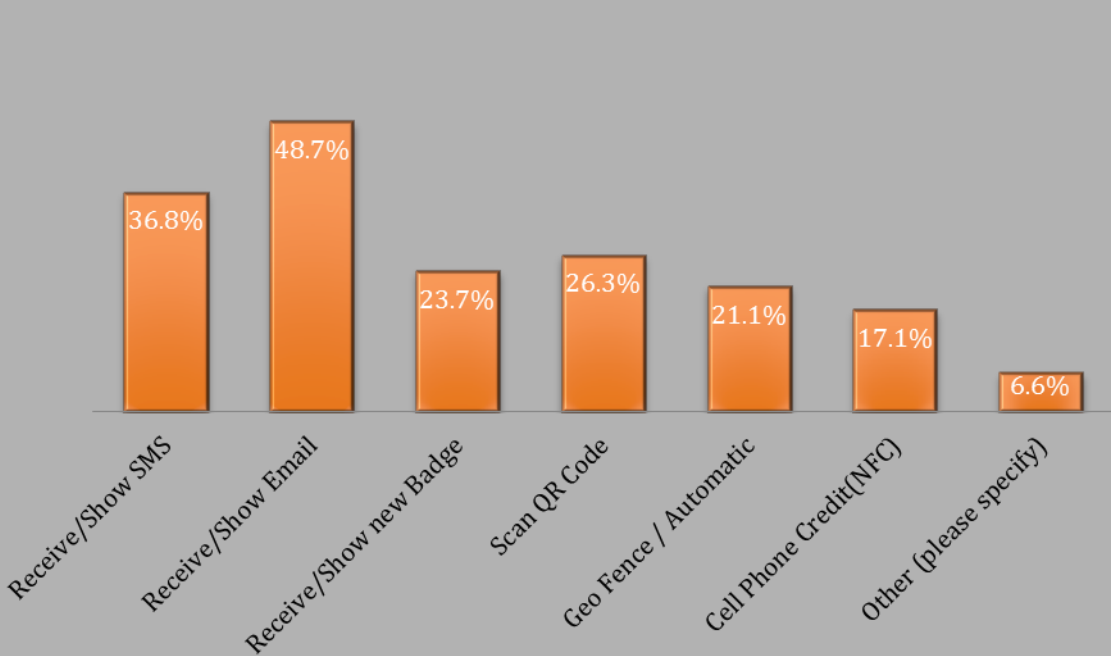
USA



What loyalty reward do you value most?

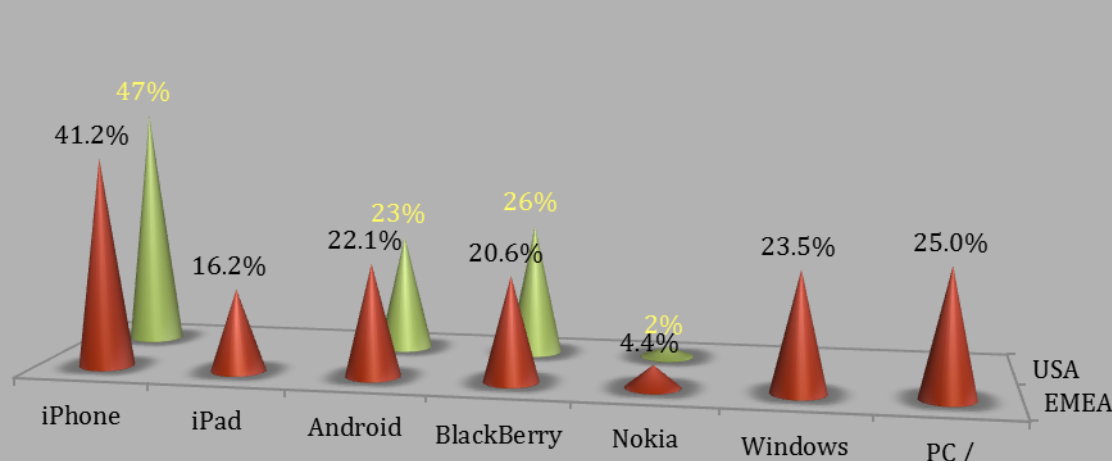


How would you like to redeem your reward?



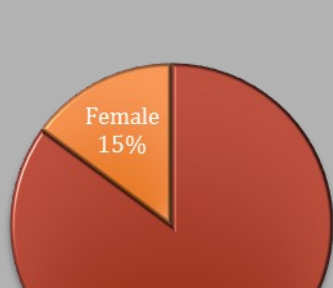
Mobile Phone Usage

EMEA USA



Survey Demographics

Gender



Age

