



Geo-Social Networkers More Likely To Share & Seek Than Contribute

With major social media platforms such as Facebook and Twitter incorporating geo-location functionality, early adopter behavior shows positive signs for marketers

Santa Monica, CA July 14, 2010 – Interpret, a leading entertainment, media and technology market research firm, today released the [Interpretations](#) report, “Geo-Social Consumers: Inverting Privacy Perimeters,” which found that geo-social networkers are nearly twice as likely to share their home address as the general population. While the adoption of location-based social networks is far from mainstream, targeted and local marketers should take note – these consumers tend to seek out more information than they contribute. For instance, based on data from Interpret’s [New Media Measure™](#) study, geo-social users are three times more likely than social networkers overall to discover a new musical artist via social networks (25 percent versus 8 percent, respectively), and twice as likely (27 percent versus 14 percent) to visit company pages or profiles, suggesting that purchase decisions can be heavily influenced through this channel of exposure.

“Geo-social users tend to be ‘seekers’ rather than ‘seeders’”, said Marissa Gluck, Senior Strategist, Interpret LLC. “Given the propensity of geo-social users to be early adopters, it is somewhat counterintuitive to discover that they are less likely to engage in sharing behaviors, but very encouraging to see that they are active consumers. Marketers interested in capitalizing on geo-social networks should focus on aligning rewards with consumer behavior, encouraging trial, enticing referrals and integrating spending behavior.”

New Media Measure™ is Interpret LLC’s proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers from Interpret analysts. www.interpretllc.com/new-media-measure.php.

About Interpret LLC

Interpret LLC is a leading entertainment, media and technology market research firm that applies proprietary, cutting edge methodologies and extensive category knowledge to help companies plan, test, and measure their business strategies. www.interpretllc.com/

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