Foursquare Survey ✓
(April 2010)

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For questions about this report contact Steve Beroldo,
BART Marketing and Research (510) 464-6158 or sberold@bart.gov.
Background

Foursquare is one of a number of location-based services available on mobile devices that allow users to share their location and tips with friends; other web services and applications, from Twitter to Yelp to Gowalla, offer similar location-based functions. This survey focuses on how Foursquare potentially increases BART use and/or improves the experience on BART.

A teaser, “If you’re a BART rider and Foursquare user, we invite you to take our short online survey”, and a link to the survey were posted on bart.gov. Respondents who completed the survey were entered in a drawing to win a $50 BART ticket. The survey was active from January 27 to March 5, 2010. The survey was completed by 446 Foursquare users¹.

Findings

Foursquare is a relatively new application; most respondents started using it within the six months prior to the survey. As one might expect, word of mouth (i.e. heard about it from a friend) and the Internet are primarily responsible for its propagation.

Almost 70% of respondents indicated they “check in” when using BART and just over 40% recall recommending places near BART to Foursquare friends.

Almost 20% of respondents recall making a BART trip because of a Foursquare recommendation and 14% indicated they ride BART more often because of Foursquare. Over half of respondents indicated that Foursquare had a positive impact on their BART riding experience.

From a demographic perspective, Foursquare users are more likely to be male, younger and have higher incomes than the typical BART rider. Foursquare users ride somewhat less frequently than the typical BART rider.

¹ The survey was started by 978 individuals, 532 were not Foursquare users. They were not asked to complete the remainder of the survey rather they were sent to an explanation of Foursquare and an invitation to come back and take the survey after they’d tried Foursquare.
Detailed Results

Getting Started with Foursquare

Since the survey was administered in an open participation format on bart.gov a number of individuals (532) started the survey but were not Foursquare users (Table 1). Of those who did qualify to complete the survey (i.e., they were Foursquare users), over half had started using Foursquare within the last six months.

Table 1 -- When did you first start using Foursquare?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within the last 6 months</td>
<td>29%</td>
<td>285</td>
</tr>
<tr>
<td>Between 6 months and one year ago</td>
<td>10%</td>
<td>94</td>
</tr>
<tr>
<td>More than a year ago</td>
<td>3%</td>
<td>33</td>
</tr>
<tr>
<td>Can’t remember</td>
<td>3%</td>
<td>34</td>
</tr>
<tr>
<td>I’ve never used Foursquare</td>
<td>54%</td>
<td>532</td>
</tr>
<tr>
<td>100%</td>
<td></td>
<td>978</td>
</tr>
</tbody>
</table>

Most respondents had heard about Foursquare from a friend or read about it on the web (Table 2). About two in ten respondents had found out about Foursquare through BART.

Table 2 -- How did you find out about Foursquare?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent Responses</th>
<th>Percent Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>From friend, relative, coworker</td>
<td>52%</td>
<td>42%</td>
<td>210</td>
</tr>
<tr>
<td>Read about on the web</td>
<td>37%</td>
<td>31%</td>
<td>151</td>
</tr>
<tr>
<td>From BART</td>
<td>22%</td>
<td>18%</td>
<td>91</td>
</tr>
<tr>
<td>Read about it in print</td>
<td>3%</td>
<td>3%</td>
<td>13</td>
</tr>
<tr>
<td>Saw it in the news</td>
<td>3%</td>
<td>2%</td>
<td>12</td>
</tr>
<tr>
<td>Other:</td>
<td>4%</td>
<td>4%</td>
<td>18</td>
</tr>
<tr>
<td>122%</td>
<td>100%</td>
<td>495*</td>
<td></td>
</tr>
</tbody>
</table>

* Respondents were allowed to choose multiple responses

Checking in and recommending BART

Respondents were asked if they’d checked in at BART stations in the last three months—69% indicated that they had done so regularly or occasionally:

- Yes, I check in regularly 34%
- Yes, I check in occasionally 35%
- No, I don’t check in at BART stations 31%
Forty-three percent (43%) of respondents recalled recommending something through Foursquare that was near a BART station within the last three months (Table 3) and **19% of respondents recall using BART in the last three months because of a Foursquare recommendation.**

Table 3 -- Do you recall recommending any place through Foursquare near BART (i.e. within a few blocks of a station) in the last three months?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43%</td>
<td>175</td>
</tr>
<tr>
<td>No</td>
<td>46%</td>
<td>188</td>
</tr>
<tr>
<td>Not sure</td>
<td>10%</td>
<td>42</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>405</td>
</tr>
</tbody>
</table>

Although most respondents had not changed their use of BART as a result of their interaction with Foursquare, about 14% indicated they ride BART more often².

“Overall would you say you’re riding BART more, less or about the same because of your interaction with Foursquare?”

- More 14%
- Less 1%
- Same 82%

In addition, riders were asked if their use of Foursquare had changed their experience on BART. Over half of respondents indicated that Foursquare had a positive impact on their BART riding experience (Table 4).

Table 4 -- Has your use of Foursquare changed your experience on BART?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent Respondents</th>
<th>Percent Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's more fun to ride BART</td>
<td>38%</td>
<td>28%</td>
<td>149</td>
</tr>
<tr>
<td>Got frequent rider badge</td>
<td>23%</td>
<td>17%</td>
<td>92</td>
</tr>
<tr>
<td>Connected with friends on the train/at the station</td>
<td>17%</td>
<td>12%</td>
<td>66</td>
</tr>
<tr>
<td>Became mayor of station</td>
<td>7%</td>
<td>5%</td>
<td>29</td>
</tr>
<tr>
<td>Made new friends</td>
<td>6%</td>
<td>4%</td>
<td>24</td>
</tr>
<tr>
<td>Not really</td>
<td>45%</td>
<td>33%</td>
<td>176</td>
</tr>
<tr>
<td>*Respondents were allowed to choose multiple responses</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

² Respondents who indicated they rode BART more often were also asked to quantify how many additional trips they took per month. After eliminating a number of responses that seemed excessively high (e.g., 45 or 50 trips), the average was between 3 and 5 trips per month.
**Foursquare access**

Table 5 shows the applications commonly used to access Foursquare. iPhone, Android and Blackberry are commonly used applications.

Table 5 -- How do you most commonly access Foursquare?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percent Respondents</th>
<th>Percent Responses</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone application</td>
<td>52%</td>
<td>47%</td>
<td>199</td>
</tr>
<tr>
<td>Mobile web browser on any device</td>
<td>19%</td>
<td>17%</td>
<td>71</td>
</tr>
<tr>
<td>Android application</td>
<td>14%</td>
<td>13%</td>
<td>53</td>
</tr>
<tr>
<td>Blackberry application</td>
<td>11%</td>
<td>10%</td>
<td>41</td>
</tr>
<tr>
<td>SMS text messaging</td>
<td>10%</td>
<td>9%</td>
<td>37</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>5%</td>
<td>22</td>
</tr>
</tbody>
</table>

* Respondents were allowed to choose multiple responses

Foursquare, as one might expect, is very popular with the folks who are using it. Ninety-three percent (93%) are “very to somewhat” likely to recommend it to others. Yelp topped the list of other location-based services used by respondents:

- Yelp 61%
- Gowalla 14%
- Loopt 13%
- Brightkite 7%
- Other: 5%

**Respondent Demographics**

Tables 6 -9 compare Foursquare users with typical BART riders (based on 2008 Customer Satisfaction Survey respondents). Foursquare users tend to be younger with a higher percentage in the 25-34 year range and a smaller percentage in the 45 and older ranges. Income is a relatively close match but Foursquare users tend have a little higher incomes with fewer under $25,000 and more over $100,000. Foursquare users are also more likely to be male and ride BART less frequently than the typical BART rider.

Table 6 -- Age

<table>
<thead>
<tr>
<th>Response</th>
<th>Foursquare</th>
<th>08 Customer Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 or younger</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>13-17</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>18-24</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>25-34</td>
<td>49%</td>
<td>28%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>45-64</td>
<td>11%</td>
<td>27%</td>
</tr>
<tr>
<td>65 and older</td>
<td>1%</td>
<td>5%</td>
</tr>
</tbody>
</table>

100% 100%
Table 7 -- Annual income (before taxes)

<table>
<thead>
<tr>
<th>Response</th>
<th>Foursquare</th>
<th>08 Customer Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>$25,000 - $49,999</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>$200,000 and over</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 8 -- Gender

<table>
<thead>
<tr>
<th>Response</th>
<th>Foursquare</th>
<th>08 Customer Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>58%</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>42%</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 9 -- Frequency of BART use

<table>
<thead>
<tr>
<th>Response</th>
<th>Foursquare</th>
<th>08 Customer Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 – 7 days a week</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>5 days a week</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>3 – 4 days a week</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>1 – 2 days a week</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>1 – 3 days a month</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Less than once a month but at least once a year</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Less than once/year or never</td>
<td>1%</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Questionnaire: Foursquare Survey

Complete this short survey and have a chance to win a $50 BART ticket.

Have you checked in lately? Location-based services like Foursquare -- where users "check in" at places they go -- are a hot topic in technology in 2010. We'd like to know if they are changing your BART experience, so we can look at ways to incorporate them into the news, discounts and deals you get from BART and venue partners around BART stations.

1. When did you first start using Foursquare?
   - Within the last 6 months 29%
   - Between 6 months and one year ago 10%
   - More than a year ago 3%
   - Can't remember 3%
   - I've never used Foursquare 54%

   N=978

2. How did you find out about Foursquare? (check all that apply)
   - Read about on the web 37%
   - Read about it in print 3%
   - From friend, relative, coworker 52%
   - Saw it in the news 3%
   - From BART 22%
   - Other: ____________ 4%

   N=407

Foursquare as you know, is a discovery tool (discover new places, discover where you’re friends are, etc.). We want to know if you have discovered (or if you have helped your friends discover) cool things near BART stations—especially things that you use BART to get to or from.

3. First off how often, if at all, do you usually ride BART?
   - 6 – 7 days a week 13%
   - 5 days a week 29%
   - 3 – 4 days a week 15%
   - 1 – 2 days a week 17%
   - 1 – 3 days a month 19%
   - Less than once a month but at least once a year 6%
   - Less than once/year or never 1%

   N=409

4. Have you "checked in" on Foursquare at BART stations in the last three months?
   - Yes, I check in regularly 34%
   - Yes, I check in occasionally 35%
   - No, I don't check in at BART stations 31%

   N=408
5. Do you recall using BART in the last three months because of a Foursquare tip/recommendation?

- Yes: 19%
- No: 70%
- Not sure: 11%

N=408

6. Do you recall recommending any place through Foursquare near BART (i.e. with a few blocks of a station) in the last three months?

- Yes: 43%
- No: 46%
- Not sure: 10%

N=405

7. Overall would you say you're riding BART more, less or about the same because of your interaction with Foursquare?

- More: 14%
- Less: 1%
- Same: 82%

N=408

7a. How much more often would you say you use BART now?  
________________________ trips per month

8. Has your use of Foursquare changed your experience on BART? (check all that apply)

- Connected with friends on the train/at the station: 17%
- Made new friends: 6%
- Got frequent rider badge: 23%
- Became mayor of station: 7%
- It's more fun to ride BART: 38%
- Not really: 45%

N=394

9. Do you use any of these other location-based services? (check all that apply)

- Loopt: 13%
- Gowalla: 14%
- Yelp: 61%
- Brightkite: 7%
- Other: ___________________________  5%

N=298

10. Any suggestions for improving the interactions between BART and location-based services such as Foursquare?

________________________________________________________________________
________________________________________________________________________
--A few final questions about yourself--

11. How do you most commonly access Foursquare?
- iPhone application 52%
- Android application 14%
- Blackberry application 11%
- Mobile web browser on any device 19%
- SMS text messaging 10%
- Other _____________ 6%

N=382

12. How likely are you to recommend BART to other Foursquare users?
- Very likely 51%
- Somewhat likely 42%
- Not likely at all 7%

N=390

13. How likely are you to recommend Foursquare to friends?
- Very likely 51%
- Somewhat likely 42%
- Not likely at all 7%

N=390

14. What's your favorite color?
- Blue 34%
- Red 11%
- Green 16%
- Yellow 3%
- Why are you asking me this? 36%

N=391

15. Your Age
- 12 or younger 0%
- 13-17 1%
- 18-24 18%
- 25-34 49%
- 35-44 20%
- 45-64 11%
- 65 and older 1%

N=390

16. What is the total annual income of your household before taxes?
- Under $15,000 6%
- $15,000 - $24,999 7%
- $25,000 - $49,999 18%
- $50,000 - $74,999 21%
- $75,000 - $99,999 13%
- $100,000 - $149,999 19%
17. Your Gender

- Male: 58%
- Female: 42%

N=384

18. Provide your email address so we can contact you if you win the $50 BART ticket:

Email ____________________

Thanks for your time! Click the submit button when you're done.