
Foursquare Survey

(April 2010)

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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?

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

446 Foursquare users

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?

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

* 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?

<i>Response</i>	<i>Percent</i>	<i>Count</i>
Yes	43%	175
No	46%	188
Not sure	10%	42
	100%	405

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?

<i>Response</i>	<i>Percent Respondents</i>	<i>Percent Responses</i>	<i>Count</i>
It's more fun to ride BART	38%	28%	149
Got frequent rider badge	23%	17%	92
Connected with friends on the train/at the station	17%	12%	66
Became mayor of station	7%	5%	29
Made new friends	6%	4%	24
Not really	45%	33%	176
	136%	100%	536*

* Respondents were allowed to choose multiple responses

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?

<i>Response</i>	<i>Percent Respondents</i>	<i>Percent Responses</i>	<i>Count</i>
iPhone application	52%	47%	199
Mobile web browser on any device	19%	17%	71
Android application	14%	13%	53
Blackberry application	11%	10%	41
SMS text messaging	10%	9%	37
Other	6%	5%	22
	111%	100%	423*

* 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

<i>Response</i>	<i>Foursquare</i>	<i>08 Customer Sat</i>
12 or younger	0%	0%
13-17	1%	3%
18-24	18%	18%
25-34	49%	28%
35-44	20%	19%
45-64	11%	27%
65 and older	1%	5%
	100%	100%

Table 7 -- Annual income (before taxes)

<i>Response</i>	<i>Foursquare</i>	<i>08 Customer Sat</i>
Under \$15,000	6%	14%
\$15,000 - \$24,999	7%	10%
\$25,000 - \$49,999	18%	18%
\$50,000 - \$74,999	21%	18%
\$75,000 - \$99,999	13%	12%
\$100,00 - \$149,999	19%	15%
\$150,000 - \$199,999	11%	7%
\$200,000 and over	5%	6%
	100%	100%

Table 8 -- Gender

<i>Response</i>	<i>Foursquare</i>	<i>08 Customer Sat</i>
Male	58%	48%
Female	42%	52%
	100%	100%

Table 9 – Frequency of BART use

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

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% [Skip to End]
- 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% [Skip to 8]
 - Same 82% [Skip to 8]
 - Not sure 3% [Skip to 8]
- 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?

- | | |
|---|-----|
| <input type="checkbox"/> iPhone application | 52% |
| <input type="checkbox"/> Android application | 14% |
| <input type="checkbox"/> Blackberry application | 11% |
| <input type="checkbox"/> Mobile web browser on any device | 19% |
| <input type="checkbox"/> SMS text messaging | 10% |
| <input type="checkbox"/> Other _____ | 6% |

N=382

12. How likely are you to recommend BART to other Foursquare users?

- | | |
|--|-----|
| <input type="checkbox"/> Very likely | 51% |
| <input type="checkbox"/> Somewhat likely | 42% |
| <input type="checkbox"/> Not likely at all | 7% |

N=390

13. How likely are you to recommend Foursquare to friends?

- | | |
|--|-----|
| <input type="checkbox"/> Very likely | 51% |
| <input type="checkbox"/> Somewhat likely | 42% |
| <input type="checkbox"/> Not likely at all | 7% |

N=390

14. What's your favorite color?

- | | |
|--|-----|
| <input type="checkbox"/> Blue | 34% |
| <input type="checkbox"/> Red | 11% |
| <input type="checkbox"/> Green | 16% |
| <input type="checkbox"/> Yellow | 3% |
| <input type="checkbox"/> Why are you asking me this? | 36% |

N=391

15. Your Age

- | | |
|--|-----|
| <input type="checkbox"/> 12 or younger | 0% |
| <input type="checkbox"/> 13-17 | 1% |
| <input type="checkbox"/> 18-24 | 18% |
| <input type="checkbox"/> 25-34 | 49% |
| <input type="checkbox"/> 35-44 | 20% |
| <input type="checkbox"/> 45-64 | 11% |
| <input type="checkbox"/> 65 and older | 1% |

N=390

16. What is the total annual income of your household before taxes?

- | | |
|---|-----|
| <input type="checkbox"/> Under \$15,000 | 6% |
| <input type="checkbox"/> \$15,000 - \$24,999 | 7% |
| <input type="checkbox"/> \$25,000 - \$49,999 | 18% |
| <input type="checkbox"/> \$50,000 - \$74,999 | 21% |
| <input type="checkbox"/> \$75,000 - \$99,999 | 13% |
| <input type="checkbox"/> \$100,00 - \$149,999 | 19% |

- \$150,000 - \$199,999 11%
 - \$200,000 and over 5%
- N=371

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.