



Future of work: Selecting optimal office spaces with location intelligence

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FOURSQUARE

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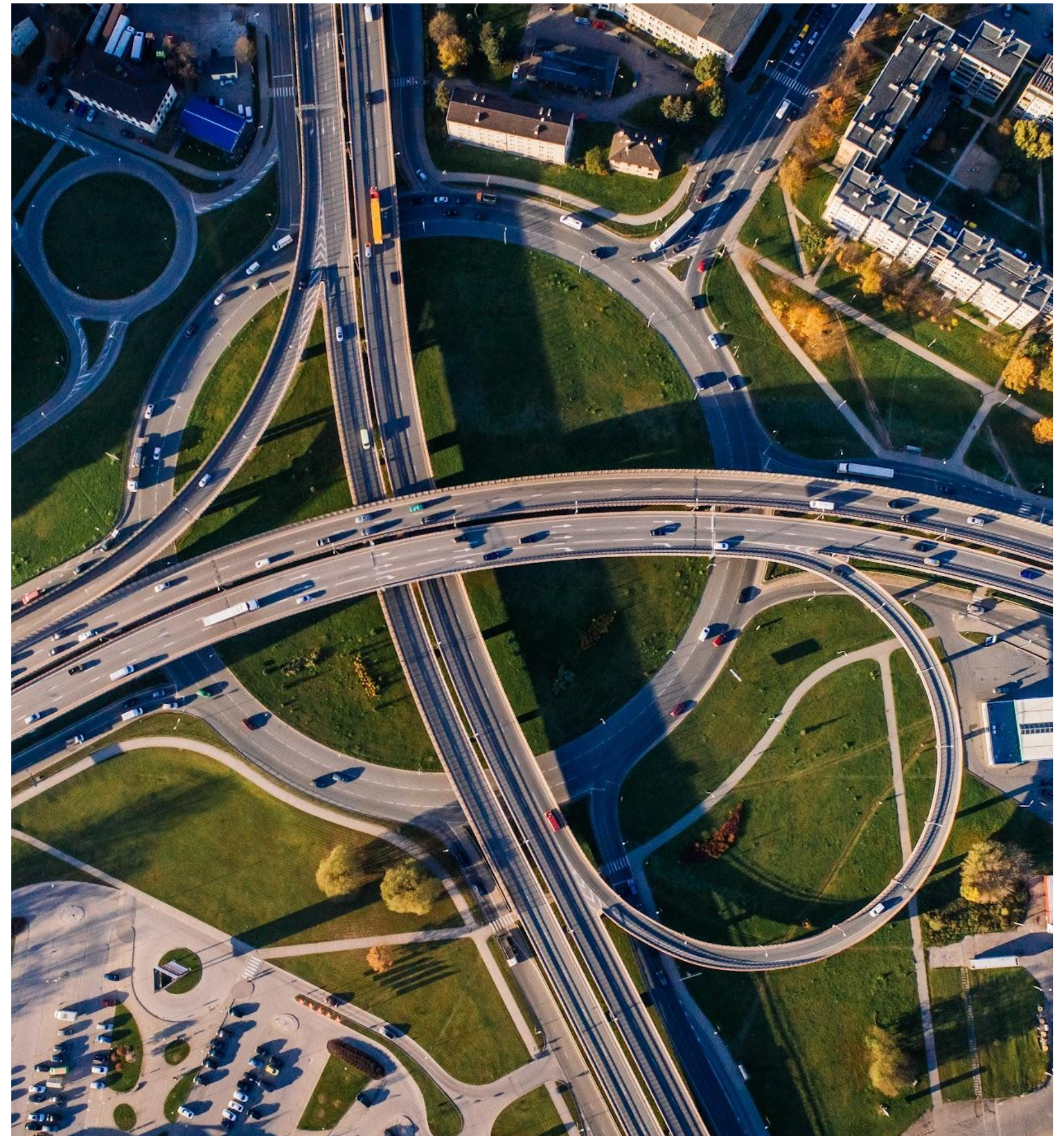
Agenda

01 **Introduction**

02 **Foursquare Today**

03 **The Future of Work:**
Location-enabled insights

04 **Q&A**

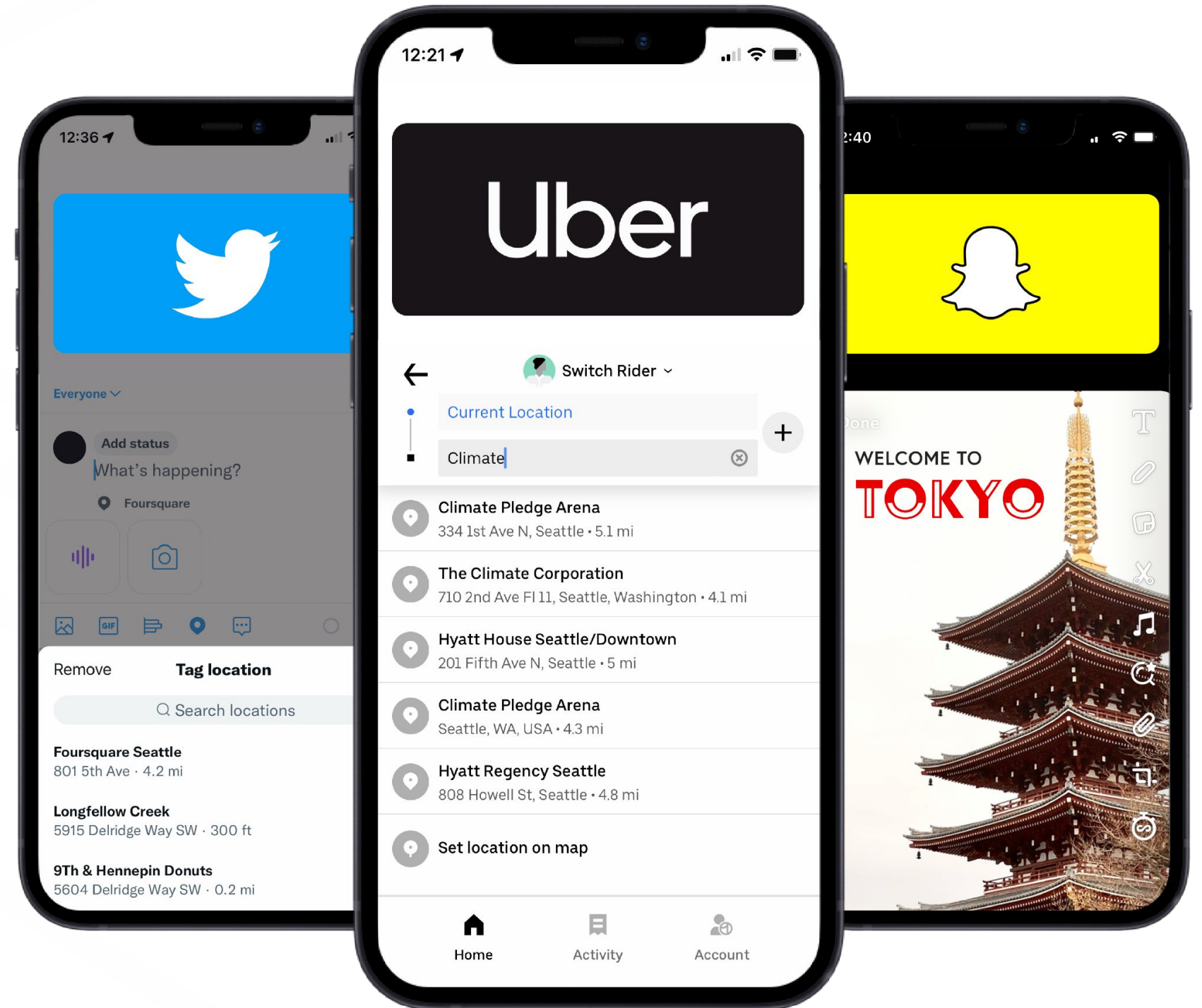


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The Leading Cloud-Based Location Technology Platform

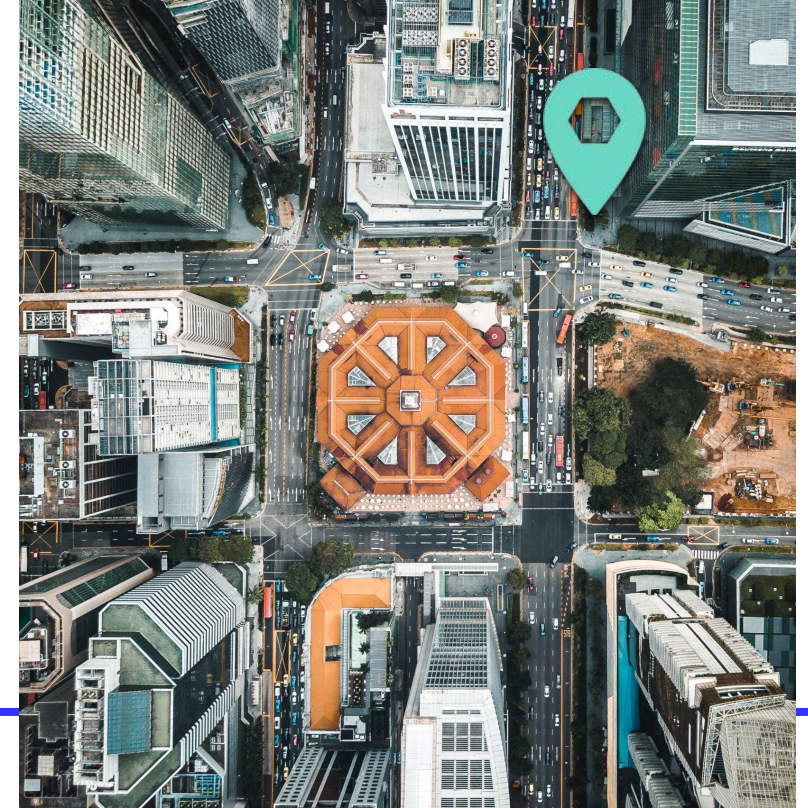


If it tells you **where**,
it's probably built on
Foursquare



A pioneer of the geolocation space





FOURSQUARE

Core Technology

Movement

Multi-sensor stop detection technology evaluates **9B visits** per month from **500M unique devices** globally

Places

AI/ML models maintain data on **100M+ venues**, using multiple sources & first party human verification as ground truth

Data

- FSQ/Places
- FSQ/Visits

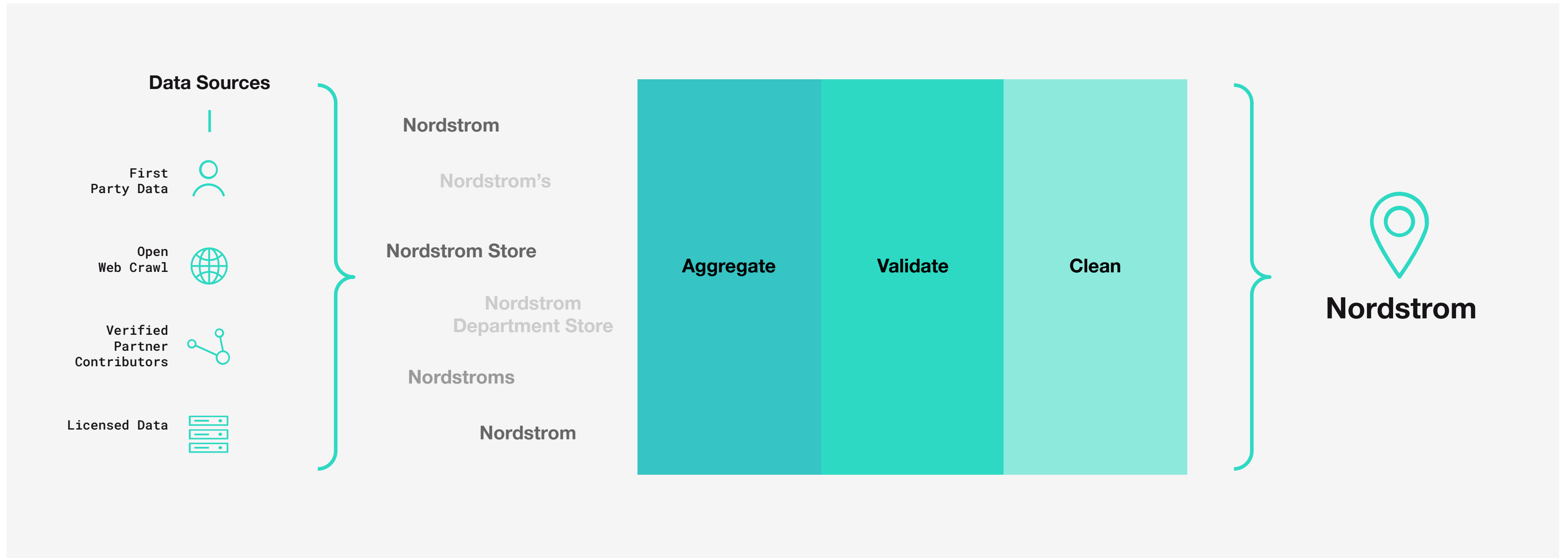
Tools

- FSQ/Places API
- FSQ/Studio
- FSQ/Movement SDK

Software

- FSQ/Attribution
- FSQ/Audience
- FSQ/Proximity

How do we get places right?



Through artificial intelligence & machine learning algorithms

How do we get **movement** right?

Paired with **first party ground truth data** from real humans that trains our models, our proprietary **stop-detection technology** snaps people to places with precision, collecting data from multiple sensors in a device to monitor:



speed



direction



distance



dwell time

The Future of Work: Location-driven insights

Today You'll Learn...

- Why location intelligence offers a **competitive advantage over survey data**
- How foot traffic data can serve as a **powerful indicator of future behavior**
- How savvy analysts and data scientists are enhancing **site selection models** with location data



Project Overview

From fully remote and hybrid models to reinstated 5-day office mandates, employers' return-to-office policies and incentive strategies vary vastly by industry and are continuously evolving in real-time.

66% of employers currently require employees to work from offices at least once per week, and **90%** of companies will require employees to return to offices in 2023*.

From site selection strategies and trade area analysis to competitive intelligence and demand forecasting, **location data** can reveal new opportunities, inform key decisions, and help you plan for the future.

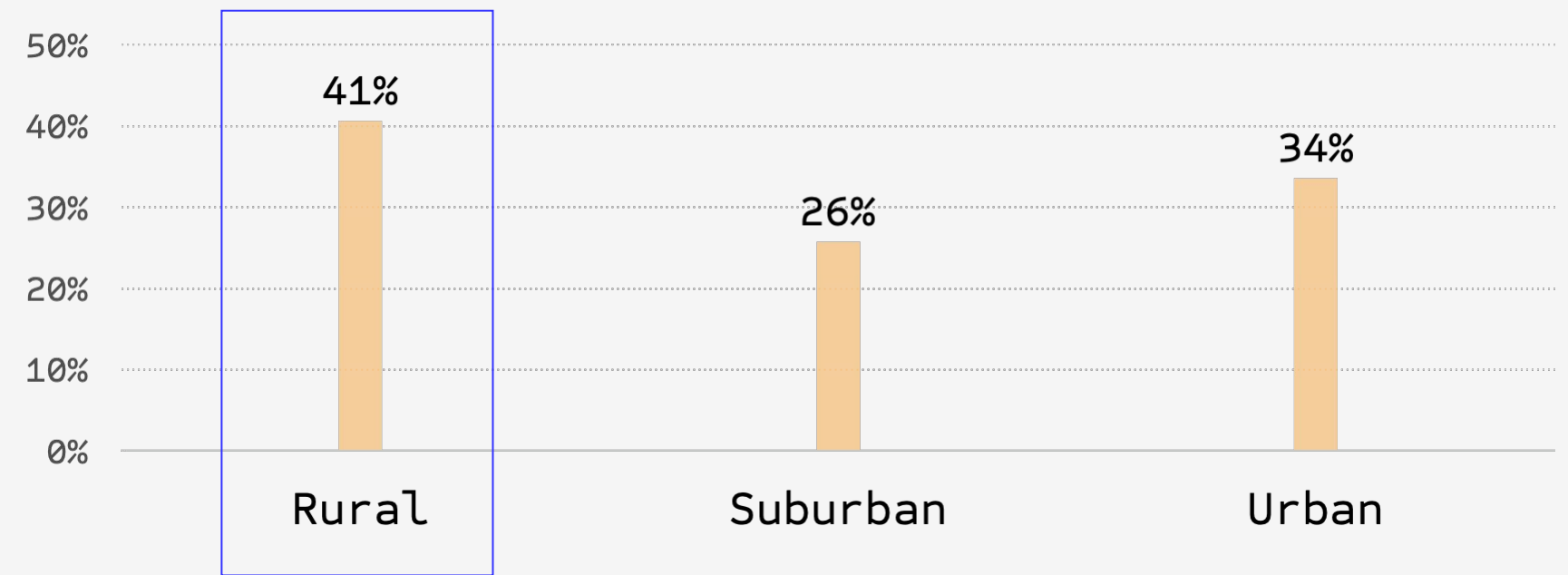


Offices have been seeing even more traffic than expected from professionals in **urban areas**

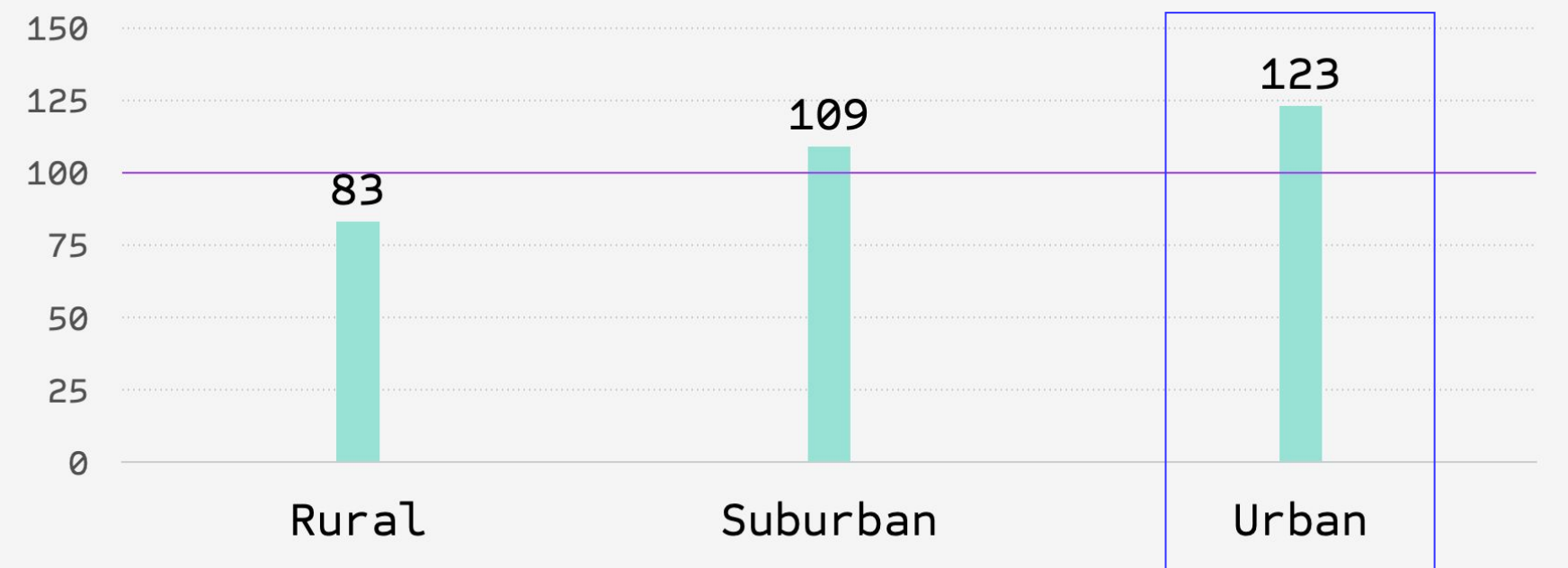
1/3 of nationwide office visits were made by people living in **urban zip codes**. Their fair share compared to total categories shows that offices have been seeing **+23% more traffic than expected** compared to other business in **urban areas**.

During this same time, U.S. offices received **-17% fewer visits** than expected in **rural areas** in recent months.

Share Of Office Visits By Population Density



Fair-Share Index: Office Visitation By Population Density



Foursquare data from June 1 - November 30 2022; Fair Share Index is calculating deviation from expected office visits by visitor's home location by population density, relative to total visits to all categories

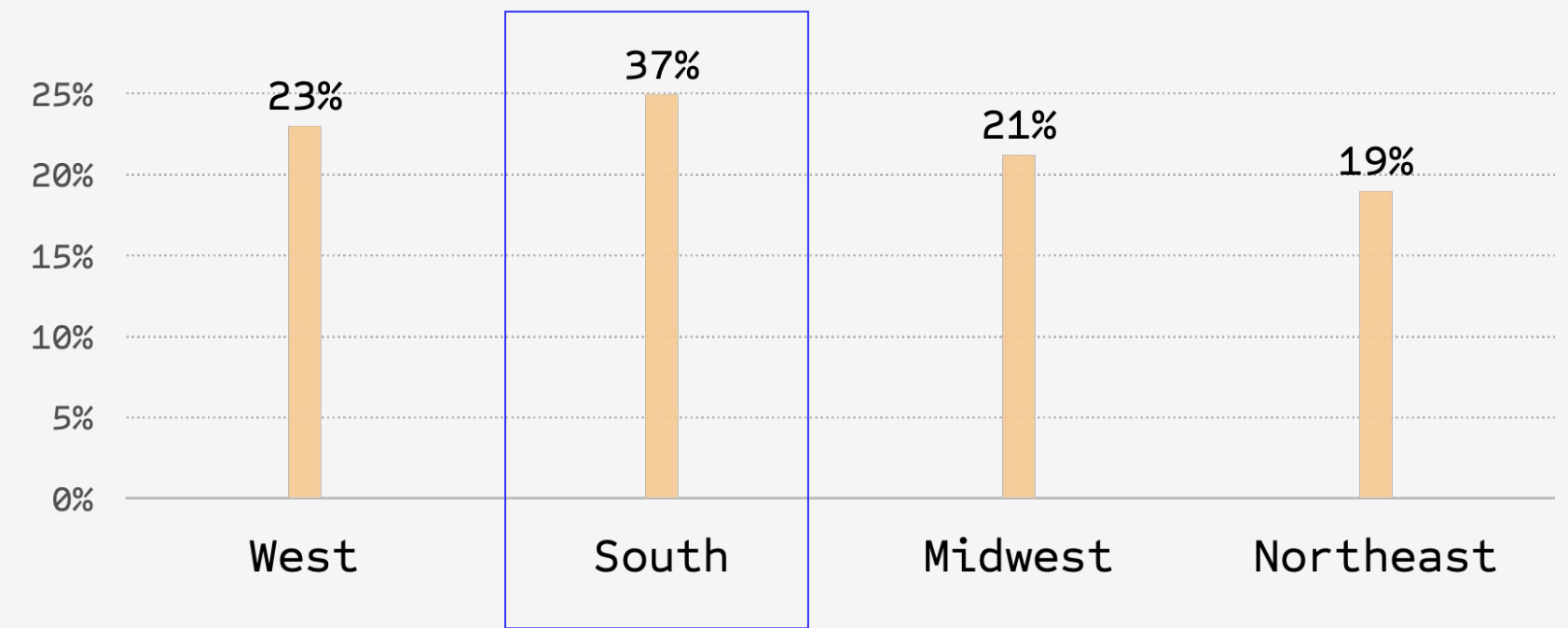
Offices have been seeing even more traffic than expected from **Midwestern & Northeastern** professionals

West coast professionals were responsible for nearly **1/4** of nationwide office visits.

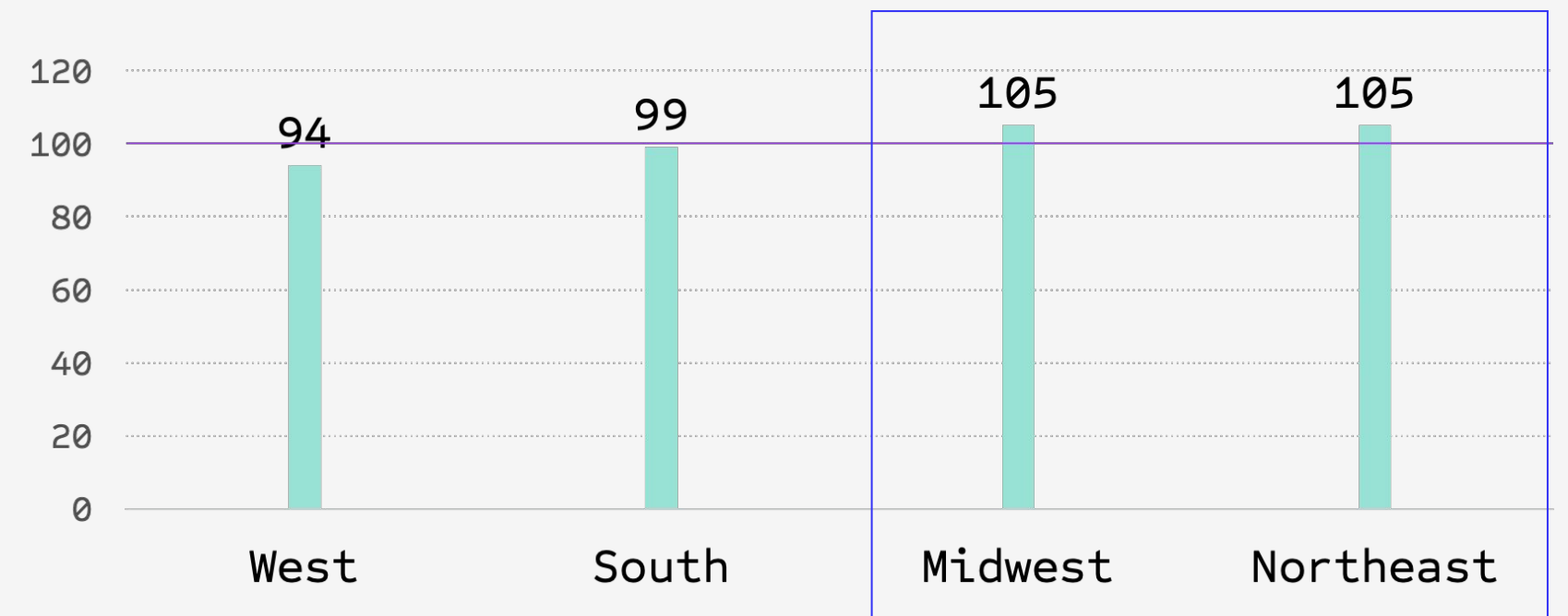
Fewer than 20% of U.S. office visits were made by people living in the **Northeast**.

Compared to all other POI categories, offices received **-6% fewer visits** than expected in the **West**, but **+5% more traffic** than expected compared to other businesses in the **Northeast**.

Share of Office Visits By **Region**

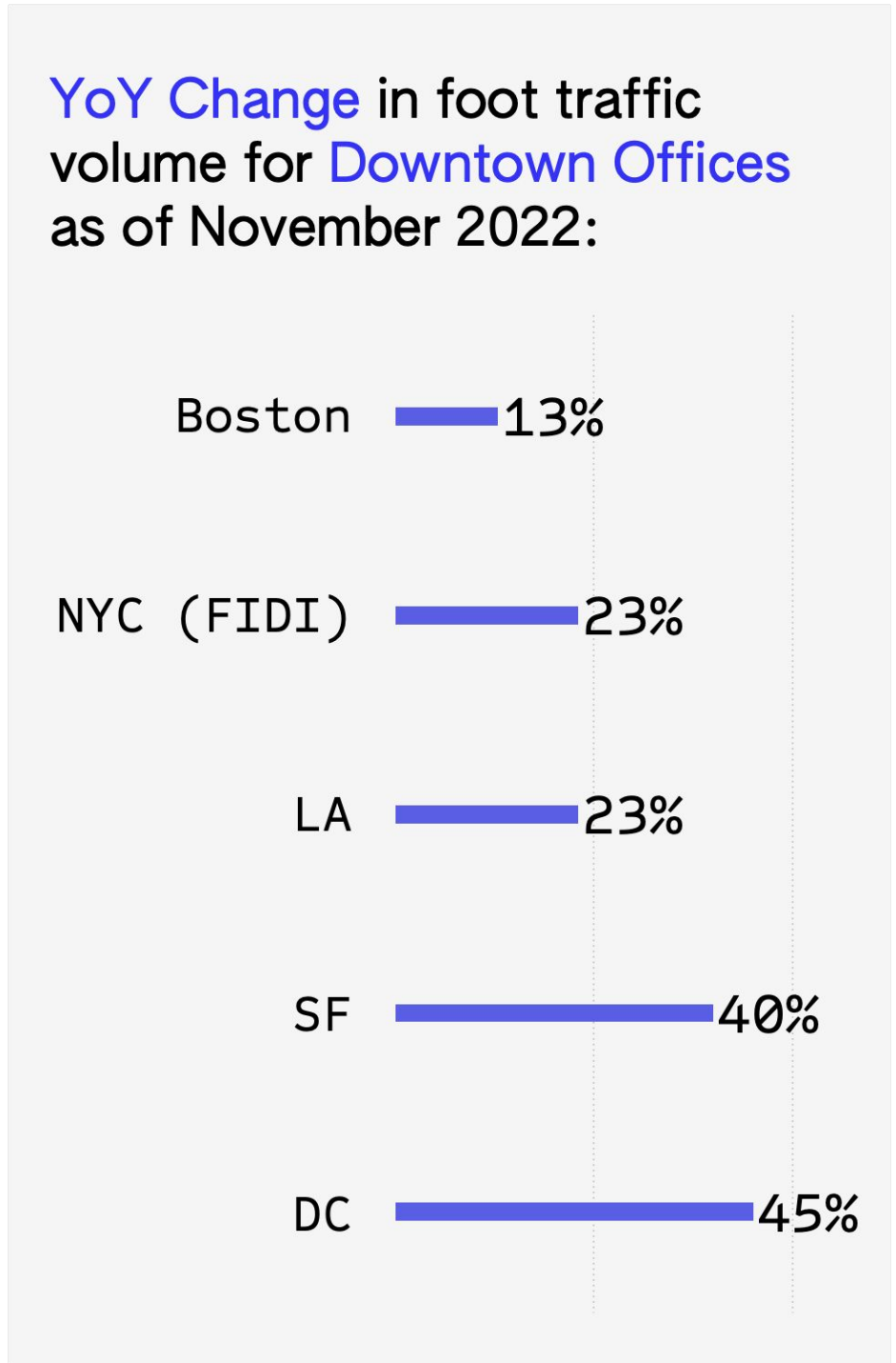
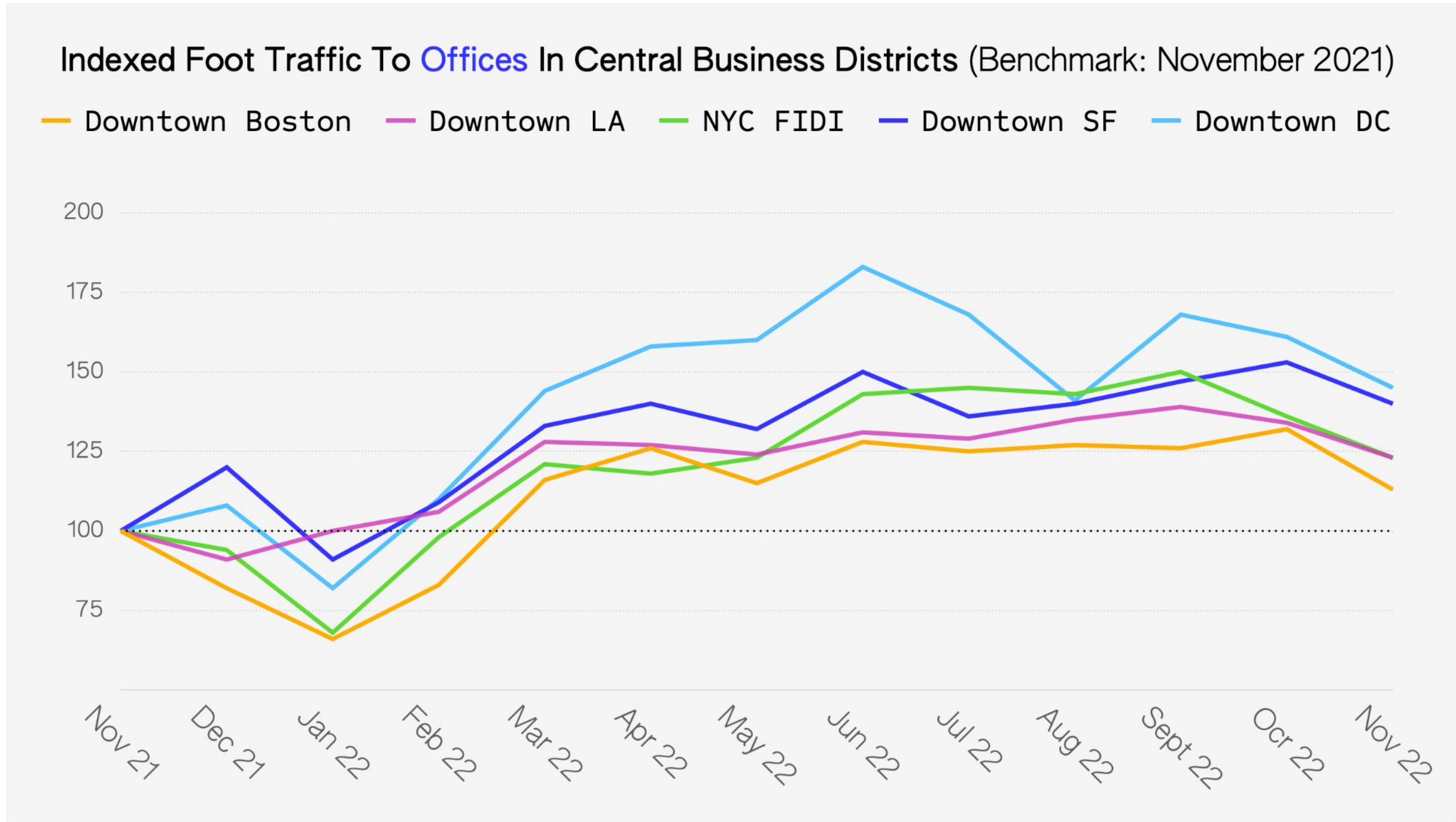


Fair-Share Index: Office Visitation By **Region**



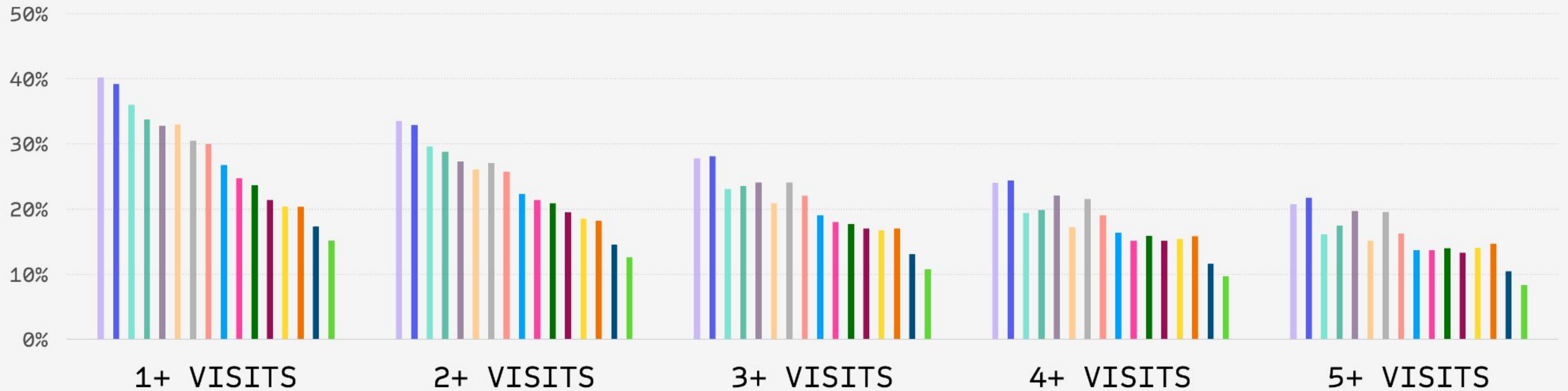
Foursquare data from June 1 - November 30 2022; Fair Share Index is calculating deviation from expected office visits by visitor's home regions, relative to total visits to all categories

Downtown offices are seeing an uptick in foot traffic across major U.S. cities



Leverage location data to understand where people are returning to offices regularly vs. **where people are living & working remotely**

% of [city] population who visited an office between November 2021 - October 2022:

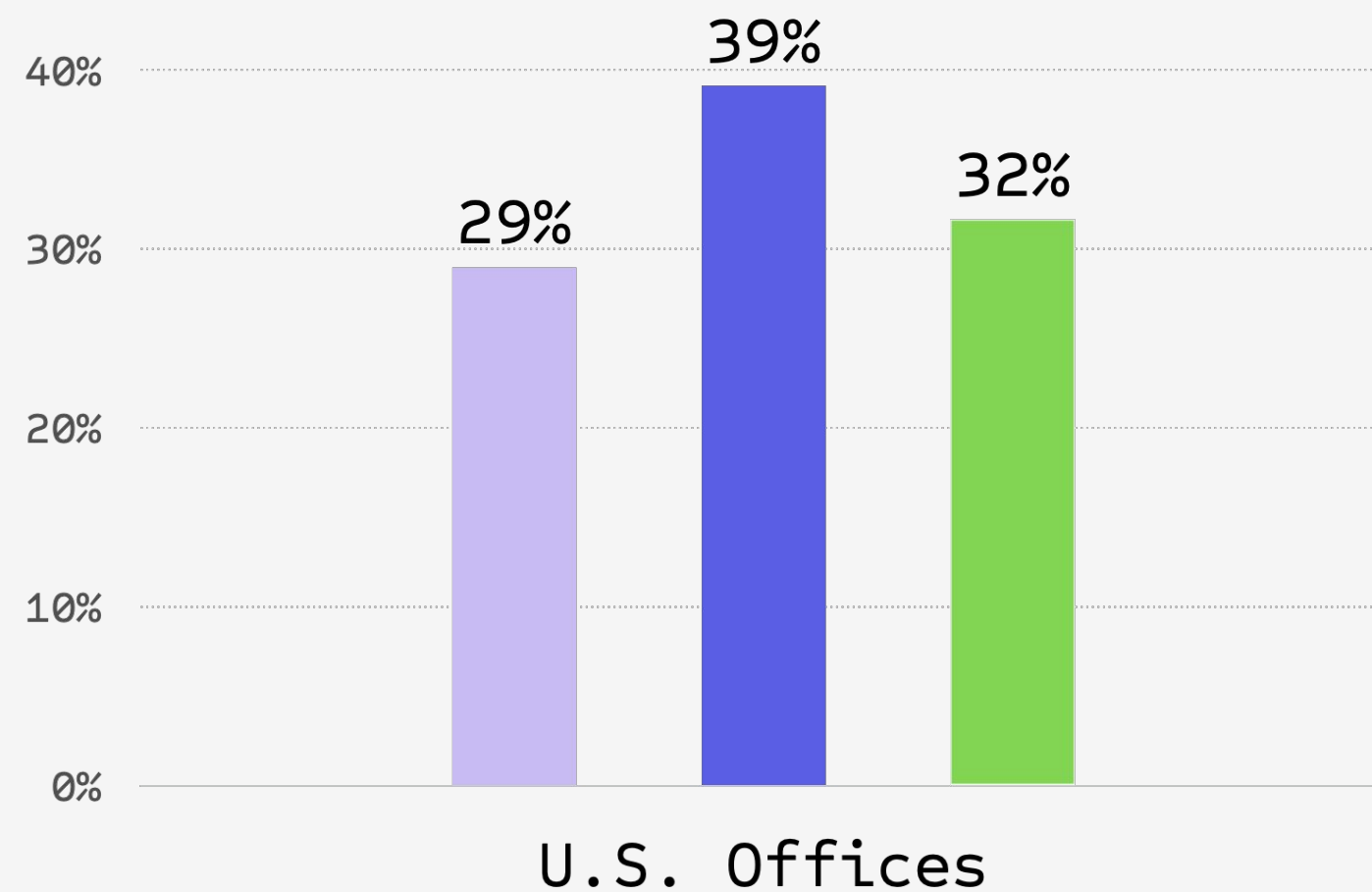


Reported behavior vs. real-world behavior



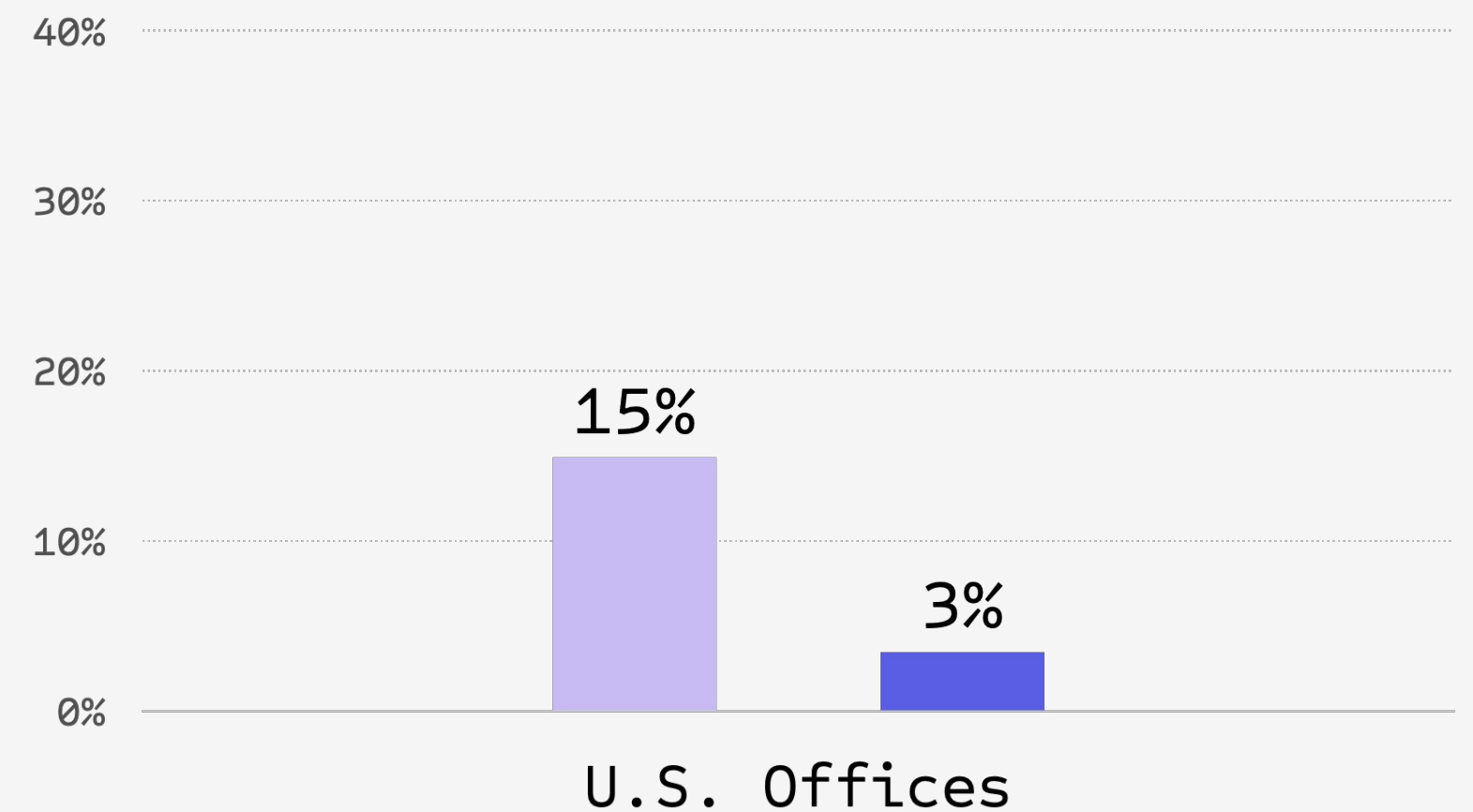
According to a survey of consumers in Foursquare's always-on panel in Sept 2022:

1-4 visits per week 5+ visits per week
None

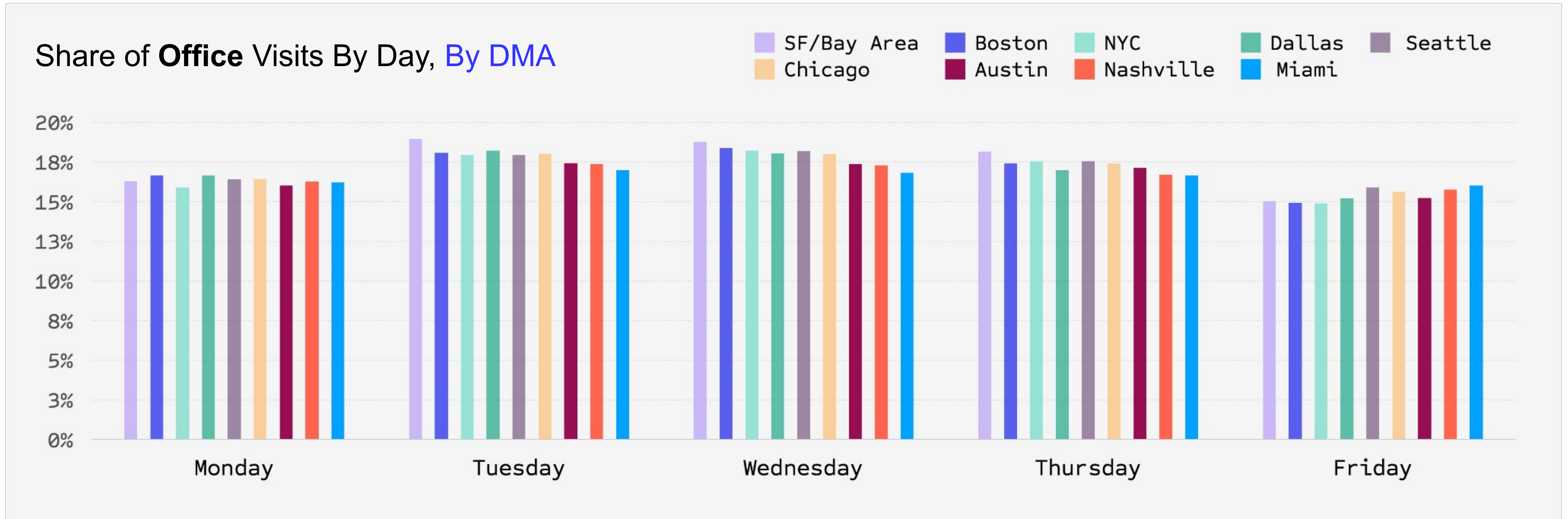


% of office visitors who made [1-4 or 5+] office visits per week for 3 out of 4 weeks in November 2022:

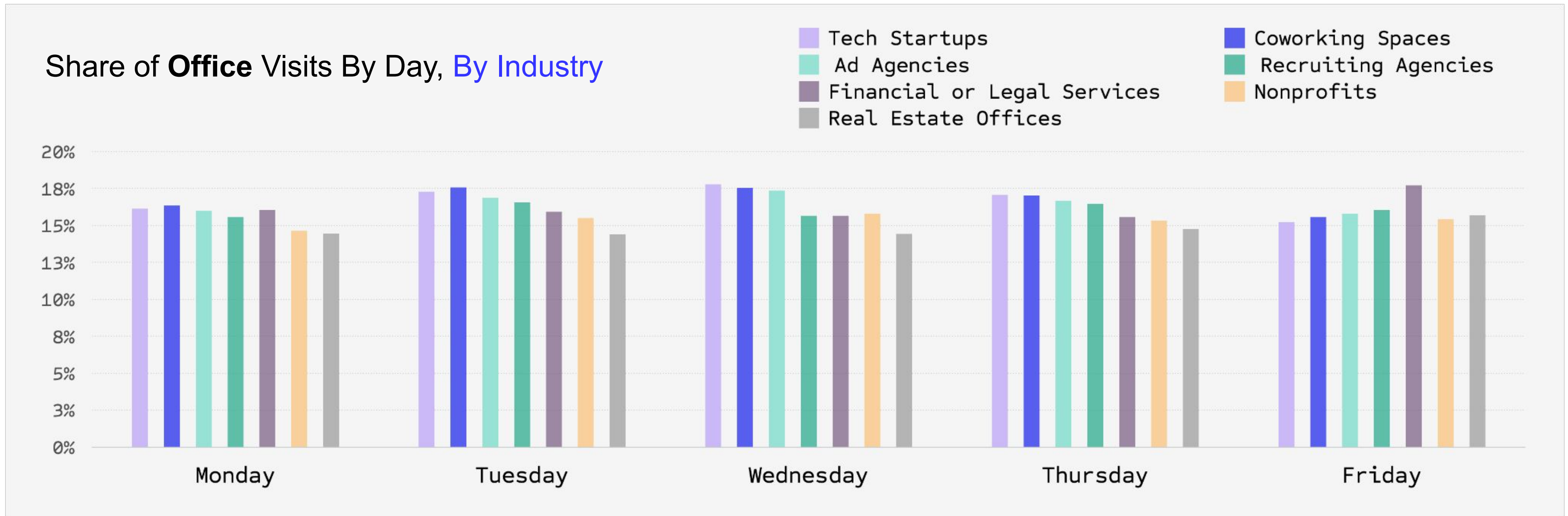
1-4 visits per week 5+ visits per week



Location data reveals subtle nuances in weekly office visitation **by market**



Different industries see distinction in share of office traffic by day



Las Vegas, San Francisco & Seattle offer residents the **most places of interest per capita** of any major U.S. city

Top 20 U.S. cities: Ranked by venue count per capita, for select places of interest

- | | |
|--------------------|-------------------|
| 1. Las Vegas | 11. San Diego |
| 2. San Francisco | 12. Houston |
| 3. Seattle | 13. Jacksonville |
| 4. Washington D.C. | 14. Chicago |
| 5. Denver | 15. Dallas |
| 6. Austin | 16. Indianapolis |
| 7. Nashville | 17. Philadelphia |
| 8. Columbus (OH) | 18. San Antonio |
| 9. Boston | 19. New York City |
| 10. Charlotte | 20. Phoenix |

Businesses within closest proximity of offices are not necessarily dependent on regular office visitors

BARS

9%

RESTAURANTS

8%

COFFEE SHOPS

8%

GYMS & FITNESS STUDIOS

9%

MEDICAL BUILDINGS

9%

DENTIST OFFICES

9%

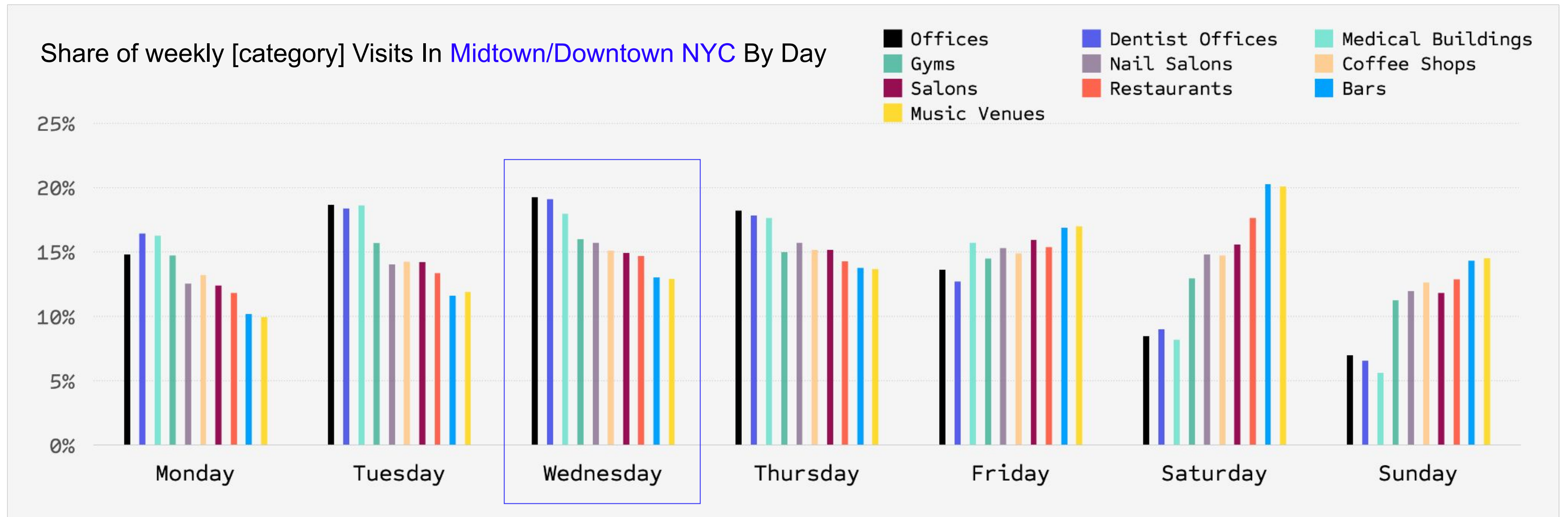
SALONS & BARBERSHOPS

8%

MUSIC VENUES

11%

In midtown and downtown Manhattan, offices, fitness studios and medical offices all see the highest share of weekly traffic on **Wednesday**



Location Matters.

Businesses in **corporate neighborhoods** of NYC are seeing more traffic from **same-day office visitors** than businesses in other parts of Manhattan.

All businesses benefit from people getting an **earlier start on weekdays**, even from people who are working remotely.

Businesses generally see similar levels of foot traffic volume around **lunchtime** on weekdays and weekends in Manhattan. However, businesses in **Midtown** and **FiDi** unsurprisingly see more weekday lunchtime traffic from **same-day office visitors**.

Average Weekday

Average Weekend



Foot traffic from **same-day office visitors**

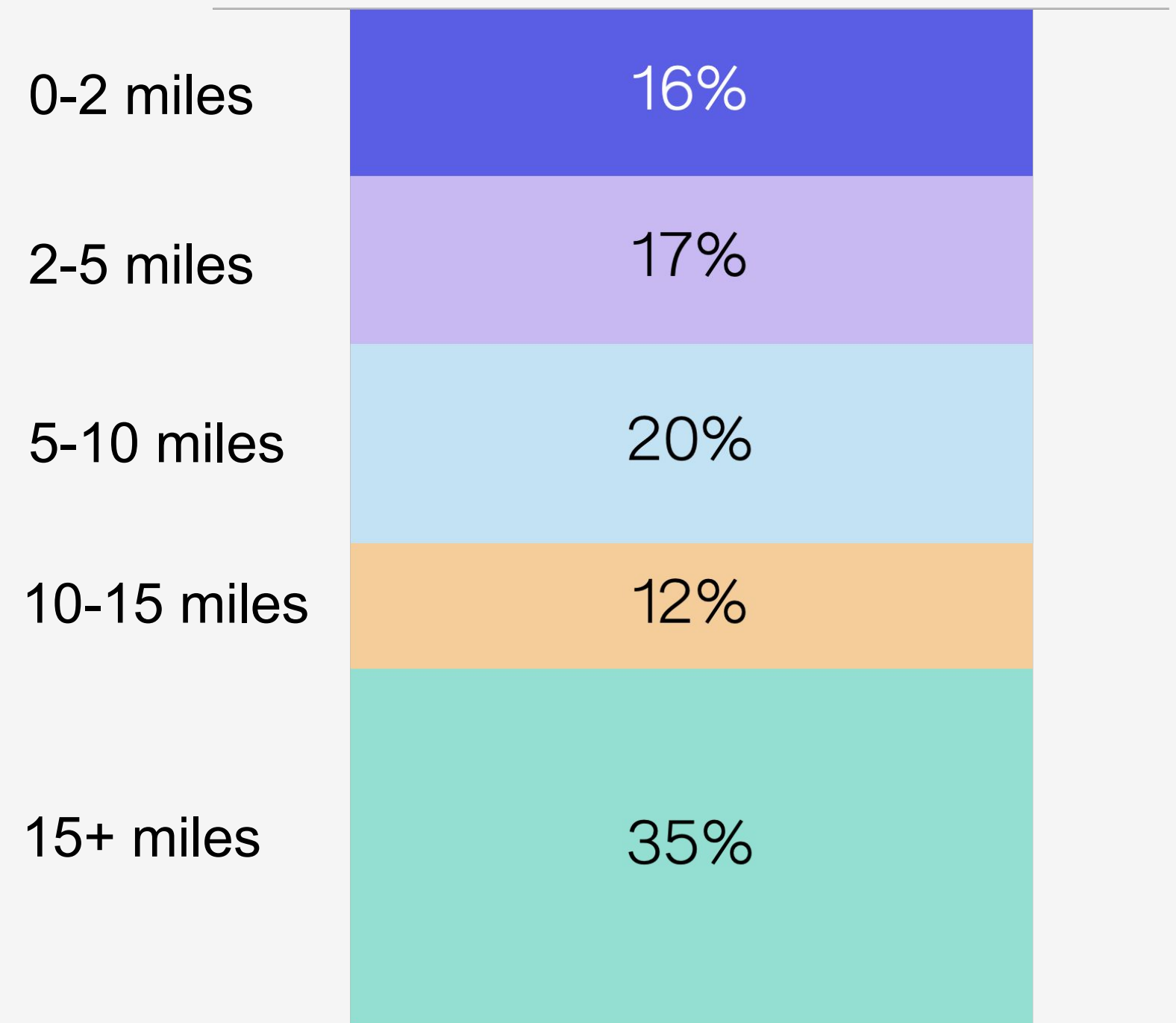


Foot traffic from people who **did not visit an office** the same day

POI: restaurants, coffee shops, bars, salons, medical offices, gyms

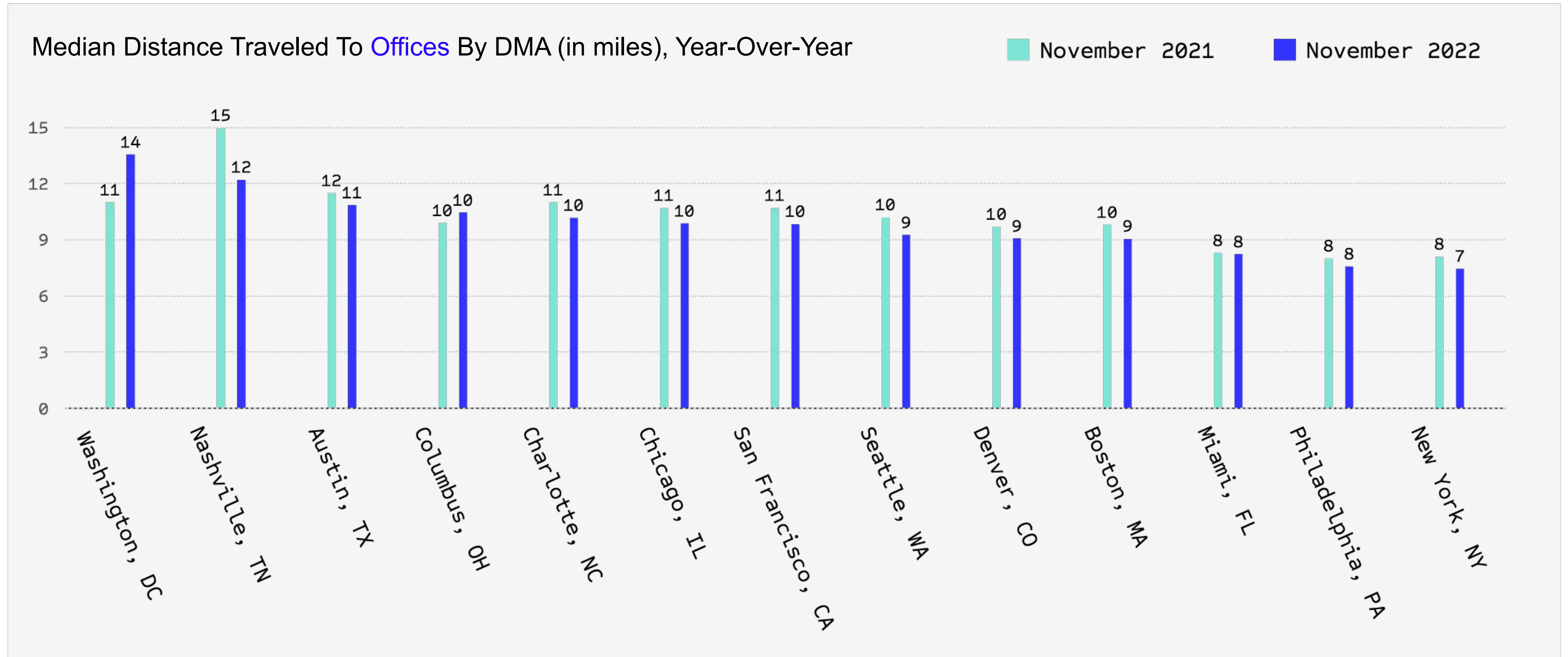
Over 1/2 of today's regular office visitors are **commuting within a 10 mile radius of where they live**

% Share of regular office visitors by distance traveled from home to office

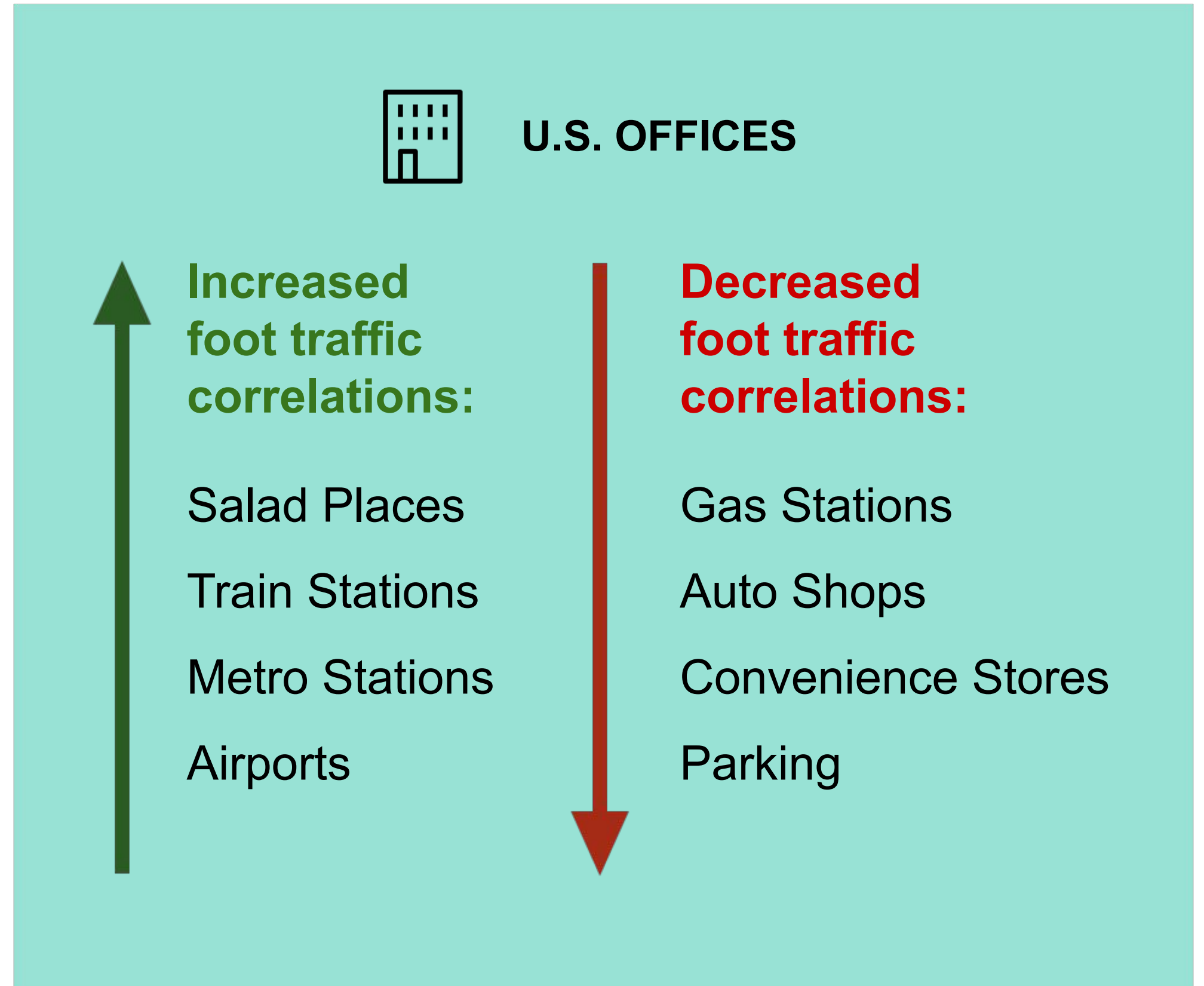


Foursquare data from June 2022 - November 2022; Regular Office Visitors = people who visited the same office at least 3+ times during the analysis period.

Office commuting has evolved in some markets



Today's office visitors are relying more heavily on public transit & electric vehicles, opting for healthier lunch options and returning to business travel



Leveraging Location-driven Insights

Enabling better business decisions with location data

SITE SELECTION

Analyze demographics, visitation patterns and consumption habits of office visitors (and remote professionals) across markets to select the right location for your next office or store.

DEMAND FORECASTING

Leverage places and movement data to accurately predict consumer demand by market in order to optimize inventory & supply decisions.

MARKETING STRATEGIES

Personalize marketing strategies and content based on real-world behavior. Pay attention to commuting patterns & preferences to inform advertising media mix strategies.

Our technology
unlocks the
power of places
& movement



Q&A

Thank you

FOURSQUARE EVERYWHERE