RESEARCH
Through 45 personal interviews across 15 segments, and in-depth secondary research, the Fox MC team determined the following:

• The market potential within the academic segment is large, with healthcare-related research being of particular interest to universities.
• For nonprofits the key motivator in using a survey platform would be the ability to increase their reach and quality of service while keeping costs low.
• For government agencies the potential value is evaluating the impact of policies on a diverse and representative group of Philadelphians.

RECOMMENDATIONS
Based on their research, the team advised BeHeardPhilly to:

• Ensure their survey population is diverse and large enough to offer access to the populations their clients are seeking
• Create service tiers consistent with each segments’ financial goals and needs
• Focus their marketing on cost and time savings and ease of use
• Begin by targeting larger organizations that can afford the cost of services

THE CLIENT
BeHeardPhilly is a survey platform launched by Temple University’s Institute for Survey Research. Their aim is to provide a cost-effective resource for investigators conducting social science or public opinion research in Philadelphia, while simultaneously giving Philadelphians a chance to share their opinions. Through the project they hope to better understand the nature of opt-in panel respondent behavior at the local level.

THE PROJECT
The Institute for Survey Research launched a pilot of BeHeardPhilly to gauge respondent interest in the platform. They engaged Fox MC to research the interest of government departments, nonprofit organizations and public interest researchers in accessing the data this platform would generate. Fox MC was tasked with determining the level of interest, willingness to pay for the service, how clients wanted to use the tool, and what features within the platform would most benefit these clients.

BHP Must Create a Value Wedge