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Research Students Present FabLab Findings

May 30, 2015



Students from Professor Dora Bock's marketing research class spent spring semester creating focus groups and surveying 600 respondents to BIG's efforts to spread the word about the FabLab.

The students found that even though 91 percent of respondents had never heard of BRRED or the services it offered, including City Campus and the FabLab, 46 percent of participants in this study were interested in using the FabLab once per month. They would prefer to use it once per month but then are not concerned about paying a monthly fee to access these services.

BIG would like to thank Dr. Dora Bock and her two marketing research classes. Their research will help to focus BIG's marketing effort over the next year.