



Herron Associates, Inc.
Opinion and Marketing Research

Herron Associates' Tampa office has been rated as one of the best research facilities in the world by Impulse. Here are several of the reasons why our clients agree.

www.herron-research.com

Tampa - Westshore

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- Recruiting
- Focus Group Suites
- Test Kitchens
- Viewable CLT/Multi-purpose
- Intercepts
- PC Lab & Usability Lab
- Taste Tests
- Mock Juries – Legal Research
- Ethnography Research
- Living Room Setup
- Simulated Store Tests - Grocery Shelving
- Video Streaming, Digital Audio

Focus Suite: Room 2- Ybor

Designed for separate private client entrance and is a total of 736 square feet.
Ample room for large display.

Conference :	Viewing:	Lounge:
15' x 20'	14' x 17'	11' x 18'
300 square foot	238 square foot	198 square foot
Seats : 12 Conference style	Seats: 12	Seats: 4

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Focus Suite: Room – 3 Bayview

Focus group suite is a total of 698 square feet.

Conference :	Viewing:	Lounge:
15' x 20'	15' x 18'	12' x 19'
300 square foot	270 square foot	228 square foot
Seats : 10 Conference style	Seats: 13	Seats: 4



CLT / Multi-purpose: Room – 4 Skyway

Designed for Central Location Testing at 1,628 total square feet.

Conference :	Viewing:	Lounge:
29' X 24'	15' x 18'	12' x 19'
300 square foot	270 square foot	228 square foot
Seats : 14+ Conference style 40+ theater style 22 classroom style taste test 25 classroom non-taste test	Seats: 13	Seats: 4

CLT – Room 4



Test Kitchen

OVERSIZED RESIDENTIAL TEST KITCHEN WITH COMMERCIAL KITCHEN CAPABILITIES!

- 400 square feet (17 x 20++)
- 29 foot of counter space



- Reach-in cooler and Reach-in freezer
 - Double Door Reach In fridge : $25*51*60 = 49.5$ Cubic Feet
 - Single Door Freezer : $20*27*57 = 17$ Cubic Feet
 - Single Door Freezer : $18*27*53 = 15$ Cubic Feet
- Upgraded single phase power
 - (2) 30 Amp/ 250 V plugs
 - (1) 50 Amp/250 V plug (Nema 14-50R)
 - can run 6-7 microwaves simultaneously
- Residential appliances: 2 sinks with garbage disposal, 2 electric ovens, 2 dishwashers, 5 Microwaves (1100 W), 2 (900 W)

*Cannot conduct frying tests in this kitchen. No commercial hood.
Requires elevator access to our floor.

Other Amenities & Special Setup

Floor plan: <http://www.herron-research.com/facilities/tampa/>

- Videoconferencing and Video streaming capabilities
- Living room style set-up
- 4' grocery store shelving units for simulated store display.

NON-VIEWABLE TESTING ROOM / CLT / PC LAB

- Seats 12 with dividers
- PC lab capabilities for up to 24 for direct internet entry

PREP KITCHEN:

- Small sink
- Counter space
- Additional prep table space

SHARED CLIENT BUSINESS OFFICE – ROOM 1

- 135 square feet (9' x 15')
- Speaker phone
- Personal computer with high speed access and local desktop printer