

Market Research Expertise at the Crossroads of America.

Herron Associates is a well-respected opinion and marketing research firm, offering enhanced services and sophisticated facilities in Indianapolis. We believe that to ensure our clients get the best quality, it is important to continually make investments in facilities, amenities, service and technology. We specialize in recruiting difficult and quick turnaround projects and have a full-time staff member dedicated to database development. We are focused on building long-term relationships to ensure consistency and reliability.

Services:

- Recruiting
- Research Facilities
- Field Intercept
- National recruiting and Staffing
- Field Management

The Idea Center®

- Specially designed and equipped facility for research and innovation with oversized creativity focus suites, viewable CLT suite & state of the art commercial test kitchen, located in the northwest suburbs of Indianapolis.

First Indiana Plaza

- Our qualitative and video conferencing center is a preferred site in the heart of bustling downtown Indianapolis, centrally located for city-wide recruit representation and convenient to upscale hotels and restaurants.

Indianapolis, IN

- Indianapolis is the 12th largest city in the U.S., with the 29th largest U.S. metro area. It is home to the two largest single-day sporting events in the world: the Indianapolis 500 and the Allstate 400 at the Brickyard.

Located at the Crossroads of America, Indianapolis is easily accessible from several major cities. It is also home to the "Average Joe", making it a smart choice for research in Middle America.

To put it simply, we deliver what we promise.



Contact Sue McAdams or Cyndi Wright
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317.882.3800



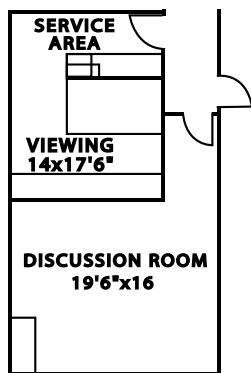
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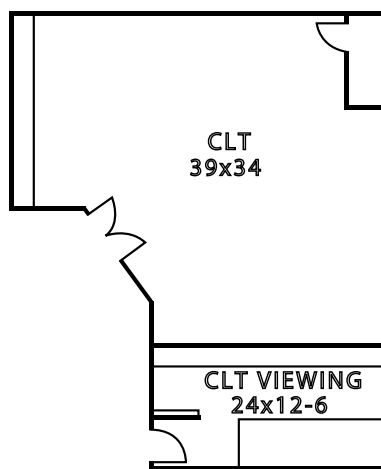
INDIANAPOLIS

Herron Associates, Inc.

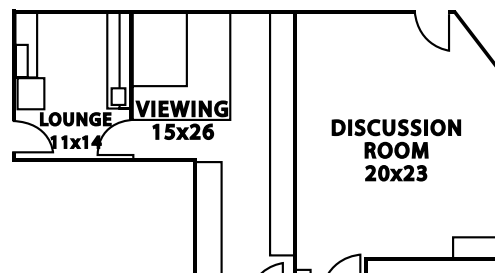
The Idea Center®



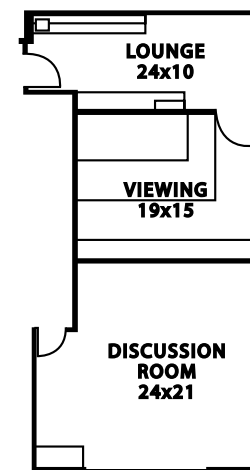
Brickyard Suite



Big Ten Suite



Monument Suite



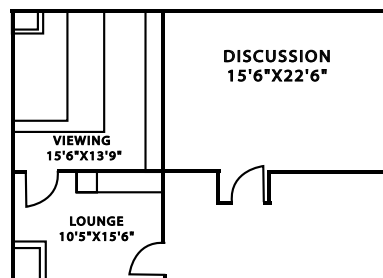
Capitol Suite

Facility Amenities

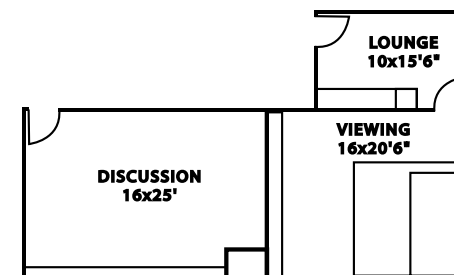
- Client phone booths
- Highspeed wireless Internet access
- Spacious viewing rooms and client lounges
- Ledges, white boards, tack boards & tack strips
- 5' of counter space in discussion rooms
- Catered meals specially prepared by our staff

Commercial Test Kitchen Amenities

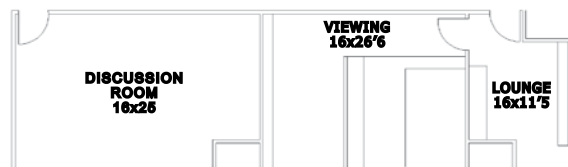
- 960 sq. ft. commercial kitchen
- 8'x8' walk-in cooler & 8'x8' walk-in freezer
- 21' vented hood
- 3 well sink with commercial disposal & dishwasher
- Quick release gas connections
- 3 phase 450 amps of dedicated power
- Extensive inventory of restaurant equipment available



Circle City Suite



Speedway Suite



Lockerbie Suite

First Indiana Plaza