



RESEARCH AMERICA

MARKET RESEARCH • CONSUMER INSIGHT

CLT Sensory Facilities Orlando & Sacramento Virtual Tour

Sensory, CLT, Test Kitchen,
User Testing, and
Qualitative Research

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Let's Face The Future. Wiser. Stronger. Together.

Research America's Sensory Sites

Main Sites	FL	CA	PA	Additional Sites	NJ
Large CLT Seating Capacity	40	100			
Small CLT Seating Capacity	15	10	10		
Focus Group Room	✓	✓	✓		
IDI Room	✓	✓			
HUT	✓	✓	✓		✓
Commercial Grade Kitchen	✓				
Residential Test Kitchen		✓	✓		
Laundry (10 stacked washer and dryers)	✓				

- ✓ All CLT rooms are equipped with desktop computers, laptops and/or tablets.
- ✓ As of early 2023, we have closed our NJ CLT and FG center. However, we do maintain a robust panel in NJ and continue to handle HUTs. We have partnered with 3 local hotels to utilize space to distribute HUTs and have RAI local remote staff manage the on-site placements
- ✓ Tablets are used for shelving tests where respondents need to walk from one shelf setup, respond, then walk to the next "station".

E-cigs/Vaping/pods/Cigarettes/Cigars/pouches

KIDS/TWEENS/TEENS

Skin care
Feminine Hygiene

ORGANIC

HISPANICS

Protein/Protein Powder

LAUNDRY

detergents/fragrances/dryer
sheets/fabric softener

Gardening/Lawn Care

Shaving/razors

SPORTS DRINKS

Fragrances (pods, plug-ins, reed
diffusers, battery operated, wax melts)

GAMING/video/console/app/virtual

Welcome to Research America's Orlando Facility



10,688 Square Foot Facility

Our CLT facility in Orlando, FL, has been designed and constructed with state-of-the-art technology to deliver the latest market research and analysis methods.

Our lobby can accommodate a large check-in with three receptionists.

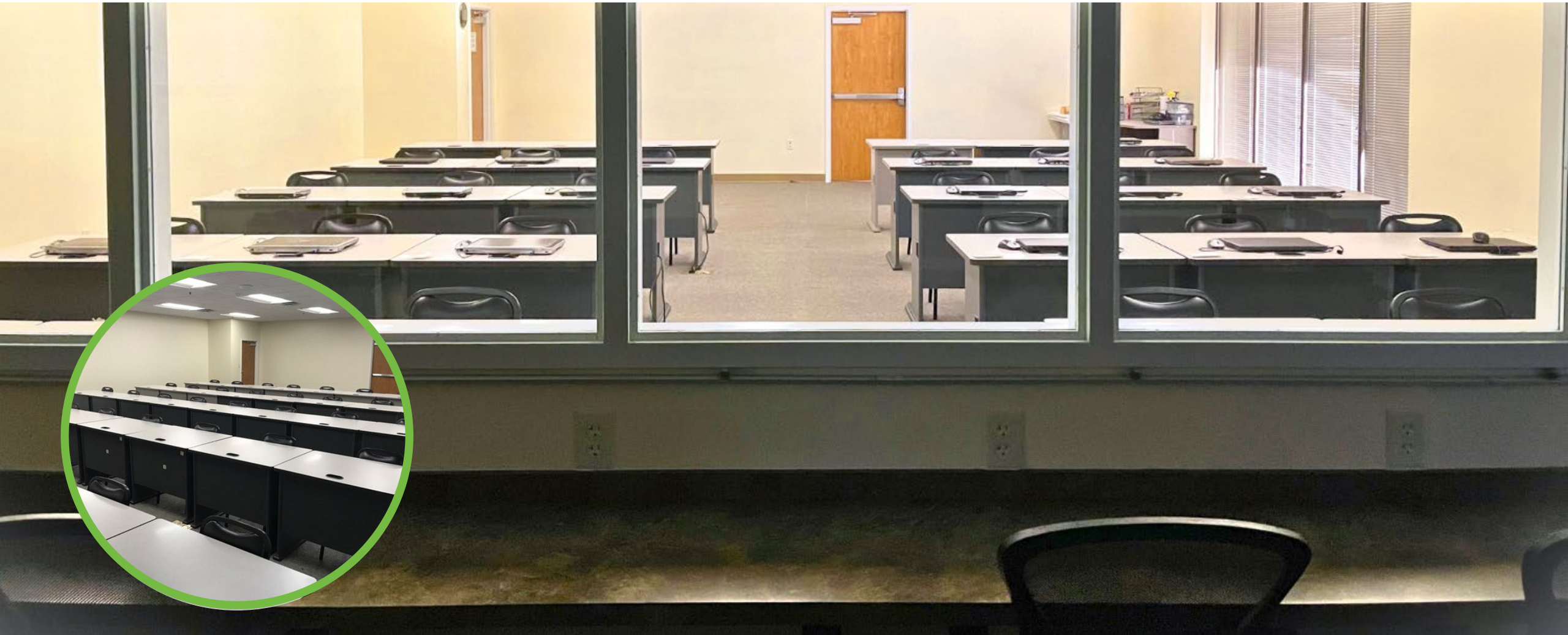
Large CLT Respondents Room

1,100 sq. ft. / seats up to 40



Large CLT Client Viewing Room

Seats up to 12





Small CLT Room
300 sq. ft. / seats up to 12 respondents

Commercial Test Kitchen

1,100 sq. ft.



- 10 ft. Commercial V-Bank Hood
- Gas and Electric
- 6 GE Freestanding Electric Ranges
- 11 Microwaves 1100 wattage
- 3 Commercial Fryers
- 1 Walk-in Cooler and 1 Walk-in Freezer
- 1 Commercial Refrigerator
- 12 hanging outlets on individual circuits
- 3 Compartment Sink
- Commercial Dishwasher

We have a complete water treatment system providing 'better than bottle' quality water. In addition, we have a reverse osmosis that removes any remaining TDS (total dissolved liquids).

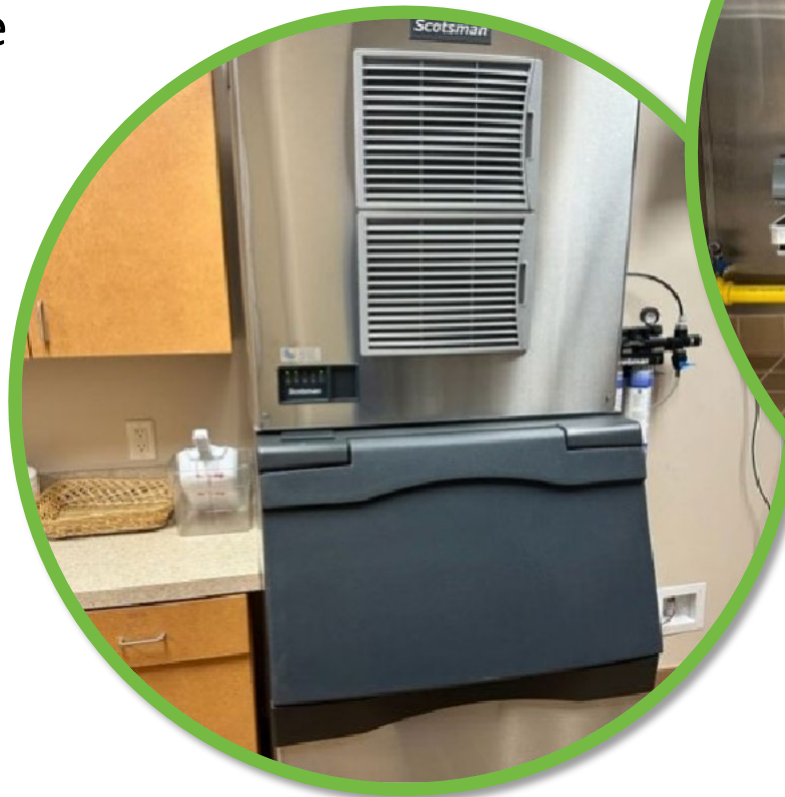
Server Kitchen Room

200 sq. ft.



Ice Machine

MC1030 Scotsman –
1,000lb cube ice
machine



Double Oven

Edge 1830 Oven
18" wide conveyor belt
and a 30" long baking chamber

Laundry Room

10 GE Electric Stacked Laundry Center Units



Focus Group Room
450 sq. ft.
200 sq. ft. multipurpose
room attached



Client Viewing Room

Seats 12/ 300 Sq. Ft.

View Focus Group Room
& Large CLT room



Warehouse

1,050 sq. ft

- 2 Garage Doors for deliveries
- 48 sq. ft air conditioned storage room

Welcome to Research America's Sacramento Facility



Sacramento boasts Research America's newest facility that measures approximately 10'x16' of space.

Our test facilities feature Wi-Fi-enabled testing spaces to accommodate any CLT research need, including providing rooms with customizable shelving, lighting and other modifications that replicate any retail environment.

Client Viewing Rooms

- Conference table that seats 8 – 10 comfortably.
- Client room with a mini-fridge, snacks, and comfortable seating.
- Audio/Video Recording



- 70-seat CLT capability
- The design of the building allows for both quantitative and qualitative testing to be run at the same time with recording and live streaming capabilities.

Quantitative Marketing Research

- Online and mobile surveys
- Data Collection Phone Interviews/CATI
- Over 200 Stations using VOXCO Software
- Computer Assisted Web Interviewing (CAWI)
- Postal Mail Survey
- Interactive Voice Responses (IVR)
- Multilingual



We can't wait to hear from you!

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Our Company

has a strong team of **Explorers, Professionals, Innovators, Visionaries, Change agents, Leaders, Strategists, Facilitators, and Problem Solvers** who work passionately to create the most robust research solutions for local and international sellers, startups, and great brands!

