

It all comes down
to the right people in
the right room.



The size and features of a qualitative research facility must of course, meet your requirements. But the heart and soul of effective qualitative research are the people – both inside the room and out.

You want quality respondents who will provide real insight into your product. You want a staff that “gets it” and makes your job easier. You want a facility that’s convenient and flexible. Louisville, Kentucky is the city. Horizon InFocus is the place.


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