

Market Research



Pringler Market Research Ltd. (d.b.a. Dinklaker Data Hunter-Gatherers) was well regarded throughout the industry for the accuracy of its polls. Sure, a typical PMR sample size numbered only about a dozen instead of the customary ten thousand or more. But that was because a typical Q&A session took two hours, excluding lunch, required the services of a polygraphist and caterer, and obliged the respondent to wear unflattering clothing. Still, PMR's clients could take the results to the bank—which is where they invariably wound up anyway in order to withdraw enough funds (cash only, please) to pay for the poll.