



YORK UNIVERSITY ARCHIVES AND SPECIAL COLLECTIONS

**Inventory of the
Goldfarb Consultants fonds**

Inventory #F0152

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F0152 - Goldfarb Consultants fonds

Fonds/Collection Number: F0152

Title: Goldfarb Consultants fonds

Dates: 1966-1992

Extent: 16.0 m of textual records
18 videocassettes
3 CD ROMs

**Biographical Sketch/
Administrative History:** Goldfarb Consultants was established in 1965. Its primary activities focus on marketing, polling and advertising. Its customers have included a diverse group of private-sector companies, as well as the federal and provincial Liberal parties of Canada. Goldfarb Consultants provides both corporate and political clients with a reading of the public mood and a prescription for how best to optimize it. Martin Goldfarb, the founder of Goldfarb Consultants, was the first Canadian pollster to expand on traditional research methods by de-emphasizing the use of quantitative research (the gathering and compilation of numbers), and emphasizing qualitative research analysis. The qualitative research approach involves intensive questioning of specific focus groups about specific issues. By interpreting the focus groups' answers, a set of assumptions is made about the probable behaviour of the people, either as voters or consumers.

Scope and Content: The fonds consists of records pertaining to the activities of Goldfarb Consultants and include research reports, printouts, questionnaires and administrative files. They can be used in conjunction with each other: the responses in the questionnaires are analysed in the research reports; the printouts are the raw data results of the questionnaires; and the administrative files provide additional documentation related to a particular research topic. With a few exceptions the projects included in the fonds were undertaken for federal or provincial political parties or governments.
The fonds is organized into the following series:

S00043	The Goldfarb Reports
S00044	Computer Generated Reports
S00045	Research reports
S00046	Martin Goldfarb speeches
S00047	Questionnaires
S00048	Unsuccessful research proposals
S00049	Administrative files
S00050	Moving images
S00051	Electronic Records

**Restrictions on
Access and Use:** No restrictions on access. Data files are available for use at the Institute for Social Research at York University.

Finding Aid: File lists available for each series.

URL of Finding Aid: <http://archivesfa.library.yorku.ca/submissions/fonds/ON00370-f0000152.htm>

Accruals: The fonds comprises the following accession: 1997-046. Further accruals are expected.

Provenance Access Points: Goldfarb Consultants

SERIES LEVEL DESCRIPTIONS

- S00043 The Goldfarb Reports. — 1980-1992.— 1.5 m of textual records. — Series consists of an annually published report entitled *The Goldfarb Report*. *The Goldfarb Report* is a compendium of public opinion attitudes. It identifies, measures and tracks trends or shifts in public attitudes and behaviour. The purpose of *The Goldfarb Report* is to provide a continuous research resource to subscribers which will help them to understand the social and attitudinal environment and the changing nature of the marketplace in a practical manner. — Title based on the content of the series. — File list available.
- S00044 Printouts. — 1977-1992. — 2.7 m of textual records. — Series consists of computer generated reports. The reports are a compilation of numbers which record public opinion to various polling questions. The information is raw, uninterpreted data. Most of the records in this series pertain to a daily monitoring of voting intentions and voters' reactions to specific issues, of the Federal election of 1988 and of the Ontario provincial elections of 1987 and 1990. — Title supplied from box label. — List of printouts available by project number in document/project log.
- S00045 Research reports. — 1966-1992. — 8.7 m of textual records. — Series consists of research reports which reflect public opinion attitudes about a wide range of corporate and political issues. Most of the reports indicate a qualitative research approach, i.e. questioning small groups of people, or focus groups as opposed to a large random sample of people. The purpose of the research reports is to provide qualitative insights into the kind and range of issues that are important to Canadians as well as to provide an understanding of why these issues are important. — Title based on the content of the series. — List of research reports available by project number in the document/project log.
- S00046 Martin Goldfarb speeches. — 1964-1992. — .9 m of textual records. — Series consists of speeches given by Martin Goldfarb to various corporate and political audiences. The speeches include an account by Goldfarb of his views on the purpose and value of polling. Goldfarb describes how pollsters collect the data and interpret the results based on the requirements and directives of a client. — Title based on contents of the series — File list available.

- S00047 Questionnaires. — 1969-1992. — .6 m of textual records. — Series consists of questionnaires developed by Goldfarb Consultants that consider issues pertinent to the corporate or political client being researched and analysed. The records of this series provide the context for the raw data collected and analysed. The questionnaires are essential to interpret the raw data. — Title based on the contents of the series. — List of questionnaires available by project number in document/project log.
- S00048 Unsuccessful research proposals. — 1970-1992. — 3 cm of textual records. — Series consists of research proposals prepared by Goldfarb Consultants which were not accepted by the client to whom they were submitted. — Title based on the contents of the series. — File list available.
- S00049 Administrative files. — 1970-1992. — .6 m of textual records. — Series consists of general administrative files including newspaper clippings about a particular subject, reports, correspondence, memoranda, and copies of contracts which provide additional information about specific research projects. Some files are not associated with a specific research project. — Title based on the contents of the series. — File list available. — List of administrative files associated to a specific project available by project number in document/project log.
- S00050 Moving images. — 1981-1992. — 16 videocassettes (00:00:30 or longer); 20 mm or smaller. — Series consists of video tape productions pertinent to the Liberal Party of Canada including speeches made by Trudeau, and political commercials produced for various election campaigns. — Title based on contents of the series. — Item list available.
- S00051 Data files. — 1981-1992. — .3m of textual records — 3 CD Roms. — Series consists of textual records and electronic data files relating to a specific project. Each project file includes a questionnaire, a data layout and the raw data in electronic form. Electronic data files transferred to the Institute for Social Research in October 1998 for research files. — Title based on contents of the series. — File list available.

SERIES LEVEL DESCRIPTION

S00043 The Goldfarb Reports. —1980-1992.— 1.5 m of textual records. — Series consists of an annually published report entitled *The Goldfarb Report*. *The Goldfarb Report* is a compendium of public opinion attitudes. It identifies, measures and tracks trends or shifts in public attitudes and behaviour. The purpose of *The Goldfarb Report* is to provide a continuous research resource to subscribers which will help them to understand the social and attitudinal environment and the changing nature of the marketplace in a practical manner. — Title based on the content of the series. — File list available.

CALL NUMBER**FILE LIST**

1997-046/045	<u>Project #</u>	<u>Title</u>
(01)	1979	Questionnaire 1980
(02)	1980	Administrative File
(03)	799100	1980 Executive Summary
(04)	799100	1980 Detailed Findings
(05)	809080	Questionnaire 1981
(06)	809080	1981 Executive Summary
(07)	809080	1981 Detailed Findings
(08)	818100	Questionnaire 1982
(09)	818100	1983 - Pitches to Pre '82 Subscribers and New Prospects
(10)	818100	1982 The Goldfarb Report
(11)	818100	Administrative File
(12)	828200	Questionnaire 1983
(13)	828200	1983 Goldfarb Report
(14)	828202	Summary of Findings
1997-046/046		
(01)	838300	1984 The Goldfarb Report
(02)	838300	1984 Update (Summer)
(03)	838300	Lists for Shipping & Billing
(04)	838300	"Naves"

(05)	838300	Letters of Concurrence - Unsigned
(06)	838300	Letters of Concurrence - Signed
(07)	838300	Financial Post Ad
(08)	838300	Presentation to Treasury Board
(09)	838300	Presentation to CCC Soc Ltd
(10)	838300	Presentation to Royal Bank
(11)	838300	Presentation to Tor Dom Bank
(12)	838300	Presentation to Nova Corp
(13)	838300	Presentation to Gillette
(14)	838300	Presentation to Min. Consumer & Corp
(15)	838300	Presentation to Needham Harper
(16)	838300	Presentation to CN's Environ. Ass. Gr
(17)	838300	Presentation to Gray Beverage Co
(18)	838300	Presentation to Dome Petroleum
(19)	848400	Questionnaire 1985
(20)	848400	1985 The Goldfarb Report Book 1
(21)	848400	1985 The Goldfarb Report Book 2
(22)	848400	1985 Supplement

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(01)	848400	Administrative File
(02)	848400	Financial Post Ad
(03)	848400	"Yeahs"
(04)	848400	Essay
(05)	848400	Presentation to General Foods
(06)	848400	Presentation to Telemedia
(07)	868001	Reference Articles
(08)	868001	1986 Goldfarb Report - Book 1
(09)	868001	1986 Goldfarb Report - Book 2
(10)	868001	Questionnaire 1986
(11)	868002	1986 Update
(12)	868002	Questionnaire
(13)	878001	1987 The Goldfarb Report Book 1
(14)	878001	Questionnaire 1987
(15)	878001	Food, Beverages and Tobacco
(16)	878001	Financial Tools and Institutions
(17)	878001	Media and Leisure
(18)	878001	The Goldfarb Segments
(19)	878001	Consumer Goods

(20)	878001	Energy and the Environment
(21)	878001	General Consumer Behavior
(22)	878001	Automotive
(23)	878001	Administrative file with questionnaire
(24)	878002	Update

1997-046/048

(01)	878002	Administrative file with questionnaire
(02)	1988	A Comprehensive Look at Canadians
(03)	888001	1988 The Goldfarb Report Book 1
(04)	888001	Questionnaire 1988
(05)	888001	Automotive
(06)	888001	The Goldfarb Segments
(07)	888001	General Consumer Behavior
(08)	888001	Food, Beverages, Tobacco and Health
(09)	888001	Consumer Goods
(10)	888001	Media and Leisure
(11)	888001	Financial Tools and Institutions
(12)	888001	Energy and the Environment
(13)	888001	Administrative file with questionnaire
(14)	888002	Update
(15)	888002	Administrative file with questionnaire
(16)	888003	Administrative file with questionnaire
(17)	888100	The Youth Report - Questionnaire
(18)	888100	The Youth Report - Attitudinal & Behavioral Summary
(19)	888100	The Youth Segments
(20)	888100	The Youth Report - Analysis of Quebec Youth
(21)	898001	Questionnaire 1989
(22)	898001	State of Affairs in the Nation Today
(23)	898001	Administrative file with questionnaire
(24)	898001	Food, Beverages, Tobacco and Health
(25)	898001	Financial Tools and Institutions
(26)	898001	Media and Leisure
(27)	898001	The Goldfarb Segments
(28)	898001	Consumer Goods
(29)	898001	Energy and the Environment
(30)	898001	General Consumer Behavior
(31)	898001	Automotive

(32)	898002	Update
(33)	898002	Administrative file with questionnaire

1997-046/049

(01)	908001	The Goldfarb Report
(02)	908001	Administrative file with questionnaire
(03)	908001	Food, Beverages, Tobacco and Health
(04)	908001	Financial Tools and Institutions
(05)	908001	Consumer Goods
(06)	908001	Media and Leisure
(07)	908001	The Goldfarb Segments
(08)	908001	General Consumer Behavior
(09)	908001	Energy and the Environment
(10)	908001	Questionnaire
(11)	908002	Update
(12)	908002	Administrative file with questionnaire
(13)	1990	Marketing Package re: Goldfarb Consultants
(14)	918001	Questionnaire
(15)	918001	The Goldfarb Report
(16)	918001	Administrative file with questionnaire
(17)	918001	Food, Beverages, Tobacco and Health
(18)	918001	Financial Tools and Institutions
(19)	918001	Energy and the Environment
(20)	918001	Consumer Goods
(21)	918001	Automotive
(22)	918001	Media and Leisure
(23)	918001	The Goldfarb Segments
(24)	918001	General Consumer Behavior
(25)	918002	Update
(26)	918002	Questionnaire
(27)	928001	The Goldfarb Report
(28)	928001	Questionnaire

1997-046/050

(01)	928001	Administrative file with questionnaire
(02)	928001	Update
(03)	928001	General Consumer Behavior
(04)	928001	The Goldfarb Segments

(05)	928001	Media and Leisure
(06)	928001	Automotive
(07)	928001	Consumer Goods
(08)	928001	Energy and the Environment
(09)	928001	Financial Tools and Institutions
(10)	928001	Food, Beverages, Tobacco and Health
(11)	928002	Administrative file with questionnaire

SERIES LEVEL DESCRIPTION

S00044 Printouts. — 1977-1992. — 2.7 m of textual records. — Series consists of computer generated reports. The reports are a compilation of numbers which record public opinion to various polling questions. The information is raw, uninterpreted data. Most of the records in this series pertain to a daily monitoring of voting intentions and voters' reactions to specific issues, of the Federal election of 1988 and of the Ontario provincial elections of 1987 and 1990. — Title supplied from box label. — List of printouts available by project number in document/project log.

CALL NUMBER**FILE LIST****1997-046/028-036**

See document/project log.

SERIES LEVEL DESCRIPTION

S00045 Research reports. — 1966-992. — 8.7 m of textual records. — Series consists of research reports which reflect public opinion attitudes about a wide range of corporate and political issues. Most of the reports indicate a qualitative research approach, i.e. questioning small groups of people, or focus groups as opposed to a large random sample of people. The purpose of the research reports is to provide qualitative insights into the kind and range of issues that are important to Canadians as well as to provide an understanding of why these issues are important. — Title based on the content of the series. — List of research reports available by project number in document/project log.

CALL NUMBER**FILE LIST****1997-046/001 to 023**

See attached document/project log.

SERIES LEVEL DESCRIPTION

S00046 Martin Goldfarb speeches. — 1964 -1992. — .9 m of textual records. — Series consists of speeches given by Martin Goldfarb to various corporate and political audiences. The speeches include an account by Goldfarb of his views on the purpose and value of polling. Goldfarb describes how pollsters collect the data and interpret the results based on the requirements and directives of a client. — Title based on the contents of the series. — File list available.

CALL NUMBER**FILE LIST****1997-046/025**

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|------|------|--|
| (01) | 1994 | The Goldfarb Corporation
<i>Annual Meeting Remarks</i> |
| (02) | 1982 | AMA Ottawa Chapter
<i>When the Public Gets Angry (The Growing Hostility to Government, the Civil Service, and to Business in General)</i> |
| (03) | 1982 | Advertising Management Group Symposium |
| (04) | 1981 | American Association of Political Consultants |
| (05) | 1989 | Association of Canadian Advertisers |
| (06) | 1984 | Association of Canadian Distillers |
| (07) | 1982 | Beecham Products Speech Notes |
| (08) | 1994 | Society of Consumer Affairs Specialists |
| (09) | 1983 | Samuel Belzberg
<i>Economic Strategy Notes</i> |
| (10) | 1991 | CAMA (Canadian Appliance Manufacturers' Association)
<i>The Mood of the Nation</i> |

- (11) 1990 Camco Inc.
- (12) 1990 Campaigns and Elections
- (13) 1992 Canadian Association of Corporate Growth
- (14) 1984 Canadian Cooperative Credit Society Limited
- (15) 1992 Canadian Jewish Congress
- (16) 1983 Canadian-Israeli Committee
- (17) 1983 Canadian Gas Association
- (18) 1986 Canadian Grocery Distributors Institute
- (19) 1984 Canadian Pacific
The Impact of Current and Projected Legislative Trends on the Future of the Private Sector
- (20) 1988 Canadian Association of Communicators in Education
Forecasting the Future - the Science of National Polling
- (21) 1984 Canadian Press Annual Meeting
- (22) 1987 Communications Inc.
-Free Trade is A Misnomer in the Context of Canadian Sovereignty
-The Environment: Still a Major Issue
-The Dream Behind the NEP is Not Dead
-Free Trade is as Much a Sovereignty Issue as a Trade Issue
- (23) 1989 Coca-Cola Ltd. Bottlers 1990 Meeting
Notes and Presentation
- (24) 1983 Coca-Cola Limited - Spring Marketing Meeting
- (25) 1989 Council of Canadians
The Role of the Media in the Trade Debate

- (26) 1990 Dairy Congress
Milk Advertising Challenge in 1990
- (27) 1992 Empire Club of Canada
Republican Failures Ensure Bush's Defeat
- (28) 1989 Etobicoke Mayor's Luncheon for the Arts
- (29) 1990 Federation of Automobile Dealer Associations of Canada
Information is Power (Consumers Have the Ultimate Power to Reject) - audiotapes of speech
- (30) 1982 Federal Institute of Management
When the Consumer Gets Angry
- (31) 1990 Ford Motor Company
1991 (CT20) Escort Launch
- (32) 1988 Ford Motor Company, Lincoln-Mercury Division
*LM Dealer Leasing Association
Dealer Daily Rental Convention, Remarks to*
- (33) 1987 Ford Motor Company, Ford Division 1998 Model Year
Intro Show
Adopting a Customer Focus Builds Foundation for the Future
- (34) 1989 Ford Motor Company - Customer Information Day
Adopting a Customer Focus Builds Our Foundation for the Future
- (35) 1989 Ford Motor Company - Lincoln-Mercury Division
The Value Proposition
- (36) 1989 UAW - Ford Quality Improvement Implementation Committee

1997-046/026

- (01) 1974 ACA Seminar
The Changing Nature of the Advertising Environment

- (02) 1980 Ad & Sales Club, New York
Election '80 Campaign Strategy
- (03) 1967 American Petroleum Institute
Think of Your Friends as a Vegetable and Decide What Kind
- (04) 1972 Association of Canadian Advertising Inc.
Advertising: the Pop Culture
- (05) 1979 Atlantic Insight Conference
Tourism and the Energy Crisis
- (06) 1979 British Columbia Public Relations Society
The Public's View of Government Restraint
- (07) 1975 Brown, David
Education Speech for Bill Bennett
- (08) 1974 CBC
Comments About Marketplace on Advertising Children's Toys
- (09) 1980 CDNPA (Canadian Daily Newspapers Association)
- (10) 1980 CIM (Canadian Institute of Mining)
Public Relations Leadership in the 80s
- (11) 1980 Cambridge Super Fall Seminar
Retailing in the 80s
- (12) 1970 Cambridge Clothes
Rape Me - Please!
- (13) 1980 Canadian Advertising Research Foundation
Respondents Will Still Be People in the 80s
- (14) 1967 Canadian Breweries Ltd.
Communications of Corporate Image
- (15) 1975 Canadian Home Centre Seminar Paper

- (16) 1975 Canadian Institute of Mining and Metallurgy General Meeting
- (17) 1975 CMHC.
Urban Homestead
- (18) 1972 CHUM Ltd.
Contemporary Music: An Extension of Contemporary Thought
- (19) 1975 CHUM Ltd.
Government Changes Politeness
- (20) 1971 Chemical Institute of Canada
Listening...Early
- (21) 1980 Conference Board in Canada
- (22) 1975 Corby Distilleries Ltd.
Evaluation of A Marketing Position - Wiser's Deluxe
- (23) 1969 Corby Distilleries Ltd.
Research Evaluation
- (24) no date Corby Distilleries Ltd.
People
- (25) 1971 Eaton's
Personnel: A Function that is Creative Reality
- (26) 1970 Eaton's
People Motivation - Yorkdale
- (27) 1970 Eaton's
...Yorkdale Store
- (28) 1975 Ford Motor Company
Summary Observations
- (29) 1973 Ford Motor Company Convention - Vail, Colorado

- (30) 1973 Ford Motor Company
Mustang II: Communications Review
- (31) 1970 Ford Motor Company
Overview of 71 Concept Studies and Corporate Image Study
- (32) 1968 Ford Motor Company of Canada Limited
People: National Parts Manager Conference
- (33) 1968 Ford Motor Company of Canada Limited
The Canadian Market
- (34) 1974 Goals International (Canada) Ltd.
Advertising and the Morality of Business
- (35) 1980 Government of Canada, Urban Affairs
- (36) 1979 Government of Ontario, Industry and Tourism
Thought on an Industrial Strategy for Ontario
- (37) 1964 Hall, Professor O
The Registered Dental Technician
- (38) 1972 Hiram Walker & Sons Ltd.
Advertising: the Art of the Day
- (39) 1972 Hiram Walker & Sons Ltd.
Positioning
- (40) 1975 Hiram Walker & Sons Ltd.
Ballantine's in the Scotch Marketplace
- (41) 1975 Hiram Walker International Co.
Aggression Wins
- (42) 1975 Hiram Walker Inc.
Notes for Remarks Delivered at an HWI Executive Meeting
- (43) 1975 Hiram Walker & Sons Ltd.
The World's Changing

- (44) 1978 Hiram Walker & Sons Ltd.
The Changing Consumer
- (45) 1980 IBM International Conference
- (46) 1978 IGA, First Canadian Convention
Changing Consumer and Shopping Habits
- (47) 1980 Infomart
Videotex 2000: Prophecy and Prognosis
- (48) 1978 Institute of Internal Auditors
A Change in the Nature of Our Buying Habits
- (49) 1979 Institute for Research on Public Policy
The Public's View of Government Restraint
- (50) 1967 Jesuit Recruitment
- (51) 1971 National Retail Merchants Association
Credit in the 70s: Friend Or Foe?
- (52) 1971 Retail Council of Canada
Clothes - A Function of Prejudice?
- (53) 1967 Shell Canada Ltd.
Think of Your Friend as a Vegetable and Then Decide What Kind
- (54) 1967 Shell Canada Ltd.
Corporate Image
- (55) 1976 Toronto Star
Subway Usage
- (56) 1975 Toronto Star
Violence
- (57) 1975 Toronto Star
Authority or We Need Politicians Who'll Teach Us to Be Polite

- (58) 1975 Toronto Star
The Consumer Gestalt
- (59) 1977 Toronto Star
Job Opportunities Key to Unity
- (60) 1968 Unknown Client
The 1968 Lectures in PR - Communications Research and Measuring Impact of Message What Am I?
- (61) 1969 Unknown Client
Influences of Urban Culture on Life in Canada - Are We for Real?
- (62) 1968 Unknown Client
Purchasing - A Way of Life: Your Customer Now and in the 70s
- (63) 1967 Unknown Client
Reference Theory - Communications Research
- (64) 1967 Unknown Client
Think of Your Boss as a Vegetable and Then Decide What Kind
- (65) 1967 Unknown Client
Personal Disorganization in the Advertising Industry
- (66) 1967 Unknown Client
Appearance - Professionalism: A Topic in the Professional Development Program
- (67) 1977 Vickers & Benson Ltd.
Canadian Unity
- (68) 1975 Vickers & Benson Ltd./Bank of Montreal
Bank League Strategy
- (69) 1972 Vickers & Benson Ltd.
Carling Corporate Opportunities
- (70) 1967 Vickers & Benson Ltd./ Ontario Jockey Club
Racing - A Way of Life

(71) 1968 Vickers & Benson Ltd./ Ontario Jockey Club
Has Racing Lost its Touch?

(72) 1967 Vickers & Benson Ltd.
Soul: 7 -Up

(73) 1975 Wells, Hon. Tom
Authority

1997-046/027

(01) 1992 French Chamber of Commerce

(02) 1991 David and Ethel Grobstein Memorial Lecture

(03) 1991 The Grocery Products Manufacturers of Canada
The Canadian Consumer in the 90s

(04) 1981 Goldfarb Report Seminar

(05) 1981 Eulogy Delivered at Martin Goodman's Funeral

(06) 1986 Center for International Affairs, Harvard University
The Politics of Canadian/American Relations

(07) 1987 Harvard Business School Club of Toronto
The Politics of Today

(08) 1983 C.D. Howe Institute
Canada Today

(09) 1981 Impact Annual Marketing Seminar 1981
*New Product Idea Generation for the 80s Communication
Technology Leads to New Products*

(10) 1991 Institute for Political Involvement
Public Perceptions and Expectations

(11) 1982 Liberal Party of Canada National Convention

- (12) 1981 Maidstone National Marketing Meeting
Social Trends and Implications
- (13) 1986 MBA Women's Association
The Role of Polling in Today's Society
- (14) 1984 North American Association of State Lotteries
Women and Their Pressures, Sequaying to Lottery Ticket Marketing Strategies
- (15) 1990 Ontario Film Review Board
The Politics of Canadian/American Relations
- (16) 1990 York University, the Goldfarb Lecture Series Inauguration
Polls on Political Events (see file #36)
- (17) 1982 Oyez Limited
- (18) 1984 PMRS Vancouver Chapter
- (19) 1985 PMRS 25th Anniversary Conference
The Ethics of Polling
- (20) 1984 Retail Council of Canada
Post-recession Consumer
- (21) 1984 Saturday Night
Unpublished Paper - Research Technology and Political Research; Trudeau V. Turner
- (22) 1982 The Society of the Plastics Industry of Canada
Public Opinion: the Plastics Industry
- (23) 1986 Telemedia Conference
Understanding Today's Customer
- (24) 1992 Toronto Star
Toronto's Multicultural Communities

- (25) 1987 Toronto Star
Only Our Sovereignty is at Stake
- (26) 1990 Toronto Star (Series of Papers)
Empowerment at the Floor Level Equals Customer Satisfaction
Over-the-border Sunday Shopping
The Shopping Ordeal
Active Matures
Retail and Services Structure Means More Leisure Time for the Consumer
Business and Sovereignty
Managed Speed: the Ultimate Motivator
Customer Services, from a Different Tack
- (27) 1985 Toronto Star (Post-Provincial Election)
Why People Voted as They Did on May 2nd
What People Want to Happen Now
The Issues People Want Dealt with by the Provincial Legislature
- (28) 1984 Toronto Star (A Series of Five Papers Published May 1984)
What it Means to Be A Canadian
The Middle Class
A Strong National Government and Reforming the Public Service
Women's Issues
Youth Employment
- (29) 1990 Toronto Star Business-to-Business Expo
Developing A Customer Focus Builds A Foundation for the Future
- (30) 1994 Toronto Star
Same-Sex Benefits: A Political Quagmire for Lyn McLeod
Crackdown on Crime is a Symptom of Rising Racism
- (31) 1990 Toronto Star/Board of Trade
Trends in Sales and Service
- (32) 1990 Toronto Star
Liberal Leadership Convention Delegate Survey
Liberal Leadership Convention Delegate Survey Part II

- (33) 1983 YPO Ontario Chapter
Knowledge is Leverage: A New Marketing Strategy
- (34) 1994 The Wall Street Transcript
Interview Transcript
- (35) 1986 Toronto Star
Minority Forum
- (36) 1990 Ontario Treasury and Economics
History Polling
- (37) 1988 Temple Emanuel Congregation
To Be: Buy Israel Bonds
- (38) 1989 Xerox-Business Quarterly
Developing a Customer Focus Builds a Foundation for the Future

SERIES LEVEL DESCRIPTION

S00047 Questionnaires. — 1969-1992. — .6 m of textual records. — Series consists of questionnaires developed by Goldfarb Consultants that consider issues pertinent to the corporate or political client being researched and analysed. The records of this series provide the context for the raw data collected and analysed. The questionnaires are essential to interpret the raw data. — Title based on the contents of the series. — List of questionnaires available by project number in document/project log.

CALL NUMBER**FILE LIST****1997-046/037-038**

See document/project log.

Project#	Client	Description	S00045 Research Report	S00044 Printout	S00049 Admin.File	S00051 Data File	S00047 Ques.
66Jul	V&B	Communication of Centennial (Part A)	1997-046/001 (01)				
66Aug	V&B	Communication of Centennial (Part B)	/001(02)				
66Nov	V&B	Who Am I? Recruitment in Armed Forces	/001(03)				
66Jun	V&B	Communications with Guidance Teachers	/001(04)				
66Oct	V&B	THE Potential Recruit, Quebec	/001(05)				
67May	V&B	Analysis of the Political Climate In Ontario	/001(06)				
1969	Special Senate Comm. on Mass Media	Good, Bad, or Simply Inevitable	No Report		1997-046/039(01)		
70Oct	V&B	Attitudes Toward Pollution and Litter	/001(08)				
68206	CMHC	Public Housing	/001(09)				
69214	V&B	Guide to the T1 Short	/001(10)				/001R**
69216	V&B	Defence Recruiting Advertising Research	/001(11)		**questionnaire is at back of report		
69227	V&B	The Most Canadian of Canadian Things	/001(12)				/001R
69231	V&B	Advertising Concept of NCR Intelligence Agent	/001(13)				/001R
69247	Hon. Donald Jamieson	Fish are Beautiful (Nfld)	/001(14)				/001R
69254	Senate Mass Media Committee	The Media Study (Books 1 to 4)	/001(15-18)				/001R
69273	V&B	Workmen's Compensation Safety	/001(19)				/001R
69295	Borough of North York	Open Air Market	/001(20)				
69308	Art and Design Studios	Dept. of Labour Industrial Training Branch Communications	/001(21)				
70322	V&B	Defence Recruiting Advertising Research	/001(22)				
70415	Mich. 2nd Cong. Dis. Democratic Com	Campaign Environment, Second Congressional District	/001(23)				
70429	Dept. of Transport	Perspective for Planning&Design of Taxi&Bus Systems	/001(24)				/001R
70434	National Liberals	Trudeau v. Stanfield (V.1 & 2)	/001(25,26)				
70441	Dept. of Justice	Drugs, Law and Life Style	1997-046/002(01)				
70444	Hon. Donald Jamieson	Give Me More	/002(02)				/002R
70453	Dept. of Transport	Montreal Airport Planning	/002(03)				/002R
70474	V&B	School Bd Policies Governing Soft Drink Dispensing Equipme	/002(04)				
70497	V&B	Pick It Up-(V.1)	/002(05)				
70497	V&B	Pick It Up-French/English Supplement-Part 2	/002(06)				
70500	Hockey Canada	Hockey I Am... (V. I, II and Summary)	/002(7-9)				/002R
70548	Manitoba Liberals	A Little Way to Go-Manitoba Political Issues	/002(10)				
71106	Nfld. Tourism	Newfoundland...As Yet Untouched	/002(11)				/002R
71108	Nfld. Economic Development	Looking Ahead	/002(12)				/002R
71108	Nfld. Liberals	Island of Opportunity	/002(13)				

Project #	Client	Qual	Quan	Description	Research Report	Printout	Admin File	Data File	Ques.
73167	Liberal Party of Manitoba			Up, up, and away	1997-046/003(10)				
73701	Nova Scotia Liberals	X	X	Groups & Survey (3 v.)	/003(11-13)				/003R
73703	Federal Liberals				/003(14)				
73903	Education			Ontario Survey	/003(15)				/003R
73910	Global C omm.			A Hockey Voice	/003(16)				
73916	Leisure Consultants			Pickering	/003(17)				
73920	Israeli			(9 v.)	1997-046/004(1-9)				/004R
73921	Education			Toronto - Wave 2	/004(10)				/004R

Project #	Client	Qual	Quan	Description	Research Report	Printout	AdminFile	Data File	Ques.
74 Feb	Office Manual for Goldfarb				1997-046/004(11)				
74704	Nova Scotia Liberals		X	Ready Now	/004(12)				
74706	V& B			Federal Liberal Party	/004(13)				
74710	Liberal Party			Canada Today (2v.)	/004(14, 15)				
74710	Liberal Party		X	Summary Tables	/004(16)				
74721	Liberals			Strategy	/004(17)				
74908	Federal Government			Work Ethic (2v.)	/004(18, 19)				1997-046/037(01)
74914	DREE			Maritimes Survey	/004(20)				/004R
74934	UIC		X	Tough is Right	/004(21)				

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75105	Education Study	X		Immigration&its Implications Ph1	1997-046/005(01)				
75105	Education Study		X	Immigration&its Implications Ph2	/005(02)				
75129	Ontario Treasury		X	Ont.Economy & Development	/005(03)				/005R
75133	Dept. of Education -Ontario		X	Reaction to Strike of SS Teachers	/005(04)				
75133	Ministry of Education			Overview of Public Reaction	/005(05)				
75425	V&B			Female Culture (6v.)	/005(6-11)				
75429	V&B		X	Business Comm Eval of PO	/005(12)				/005R
75430	V&B/PMO			TrackingWage&Price Control	/005(13)				
75433	V&B/PMO			Price&Income Restraints	/005(14)				
75722	Bethlehem Copper		X	British Columbia Today	/005(15)				/005R
75724	Bethlehem Copper		X	It is Yours to be Won	/005(16)				/005R
75725	Nfld. Liberals		X	A Win is Possible	/005(17)				/005R
75726	Govt. of Canada		X	Leadership	/005(18)				/005R
75726	Govt. of Canada		X	Post Office and PO Services	/005(19)				/005R
75726	Govt. of Canada		X	Indian Affairs	/005(20)				/005R
75726	Govt. of Canada		X	Law and Order	/005(21)				/005R
75726	Govt. of Canada		X	issues	/005(22)				/005R
75729	DREE		X	National Perspective of DREE	/005(23)				/005R
75736	B.C. Political		X	Mining Industry in BC	/005(24)				/005R
75737	Nova Scotia Political		X	NS Perspectives	/005(25)				/005R
75800	Durham Rye Joint Venture		X	Bowmanville W. Community	/005(26)				
75949	CMHC			What's in the Name (3v.)	1997-046/006(1-3)				
75952	Communications Canada			Public Concerns - PhoneSvc	/006(04)				
75953	V&B			CdnOlympic CoinsMkt in US (5v)	/006(5-9)				/006R
75954	Southam			Strategy Plan in News Mkt	/006(10)				
75958	Ministry of Education			Changing Attitudes re:Educ.inOnt.	/006(11)				/006R
75965	Olympic Gold Coin			Gold Coin Perspectives	/006(12)				
75972	Agriculture Canada		X	Agriculture in Canada	/006(13)				/006R
75972	Fisheries		X	Fishing Industry in Canada	/006(14)				/006R
75974	Toronto City Council			Municipal Politics in Toronto	/006(15)				/006R
75977	Ontario Lottery Corp	X		Wintario Qual. Perspects (2v.)	/006(16, 17)				/006R
75982	Gold Coin - Canada		X	Cdn Gold Coin Survey	/006(18)				/006R
75984	BC Mining	X	X	Mining Advertising Evaluation	/006(19)				/006R
75985	Treasury, Econ. & Intergovt'l		X	Quant. Consumer Perspect. (2v.)	/006(20,21)				/006R
75995	Unemployment Insurance		X	Tougher Still	/006(22)				/006R

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76405	V&B/Revenue Canada	X		Promotional Test Evaluation	1997-046/006(23)				
76414	V&B		X	Harbourfront	/006(24)				/006R
76604	Solicitor Gen'l Canada			Gun control	/006(25)				/006R
76611	Secretary of State Canada	X		Bilingualism	/006(26)				
76624	Federal Government			Bilingualism	/006(27)				
76626	Recreation Study			Wave5 Price & Income Restraints	/006(28)				/006R
76630	Toronto Star		X	Issues of Int to Tor. Residents W. 2	/006(29)				/006R
76638	North York Board of Education			AY Jackson-Adult Education	/006(30)				/006R
76701	Nova Scotia		X	Analysis-NS Economy &Dev. (2v.)	/006(31,32)				/006R
76702	Newfoundland			Three Ridings-Mkt Strategy	1997-046/007(01)				/007R
76703	Federal Liberals			Four Ridings-Mkt Strategy	/007(02)				
76704	Alberta Liberals			Market Strategy	/007(03)				
76705	Nova Scotia Liberals		X	Cape Breton W-Election Study	/007(04)				
76707	Nova Scotia Liberals		X	Pictou Riding Study	/007(05)				
76708	Nova Scotia Liberals		X	Tax Analysis	/007(06)				/007R
76905	PMO		X	Cdn Int'l Dev. Agency (2 v.)	/007(7,8)				/007R
76905	Perspectives		X	Environment Canadain (2v.)	/007(9,10)				/007R
76905	Perspectives		X	Dept. of Nat'l Defence (2v.)	/007(11,12)				/007R
76905	Perspectives		X	CIDA	/007(13)				/007R
76906	Olympic Gold Coin		X	Gold Coin Potential in Canada	/007(14)				/007R
76908	Ontario Lottery Corp	X		Wintario Update	/007(15)				
76914	Education			Perspects on Ontario Education W. 3	/007(16)				
76918	Anti Inflation Bd			Federal Inflation Survey (2v.)	/007(17,18)		/040(01)		/007R
76937	Foothills Pipeline		X	Mackenzie Valley Pipeline	/007(19)				/007R
76959	Price and income restraints		X	Wave 4	/007(20)				/007R
76967	Toronto Star			Prejudice-Changes in Neighbourhood	/007(21)				
76981	Government of Canada			Bilingualism in Canada (3v.)	/007(22-24))				/007R
76997	Toronto Star			Issues of Int to Tor. Residents	/007(25)				/007R

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774007	V&B Dept of Man. & Immigr			Cda Manpower Ctrs in Comm	1997-046/008(01)				
774019	V&B/UIC	X		People Who Want to Work	/008(02)				
774021	V&B/EMR			Energy Comm Strategy Eval (2v.)	/008(03,04)				
774023	V&B			Home Insulation	/008(05)				/008R
777001	Federal Liberals			Quebec Riding Study (2v.)	/008(06,07)				/008R
777001	Federal Liberals		X	A Closer Look at Bi-Elec Data	/008(08)	/028(01)			/008R
777003	Federal Government		X	Canadian Women (2 v.)	/008(09,10)				/008R
777005	B.C. Gov't		X	Summary Tables	/008(11)				
777006	British Columbia		X	Political Survey (2 v.)	/008(12,13)				/008R
777007	Ontario Government		X	Policy Planning (2 v.)	/008(14,15)				/008R
777007	Ontario Gov't		X	Summary Tables - Ont. Policy	/008(16)				
777008	Ont. Govern. Education		X	Perspects on Ont Education	/008(17)				/008R
777009	Federal Liberals		X	Canada's Mood Jun 77 (3 v.)	/008(18,19,20)				/008R
777010	Federal Liberals			Eglinton & Malpeck Ridings	/008(21)				
777011	Nova Scotia Liberals			Nova Scotia Pictou	/008(22)				
777012	New Brunswick Liberals		X	NB Today	/008(23)				/008R
777013	Ontario Liberals			Life in Ontario (2v.)	/008(24,25)				
777014	British Columbia			Leadership in BC Today	1997-046/009(01)				
777015	Nova Scotia Liberals	X		NS Qualitative Perspectives	/009(02)				
777016	Nova Scotia Liberals		X	Summary of NS Mood	/009(03)				/009R
777060	Federal Liberals			Voting Intent of Tor/Mtl/Vanc.	/009(04)	/028(02)			
777061	Nova Scotia			Pictou Survey	/009(05)				
777062	Nova Scotia Liberals			Southeast/West Regions	/009(06)				
777063	Ontario	X	X	Post Election Look at Tor.	/009(07)				/009R
777064	B.C. Political		X	BC Pol Environment (2v.)	/009(08,09)				/009R
777064 -B	B.C. Political		X	Oak Bay By-Elec Study	/009(10)				
777065	Nova Scotia	X		NS Energy Council (2v.)	/009(11)				
777066	Wilshar Ad Ltd		X	NS Energy Update-Wave 1	/009(12)				/009R
779004	Toronto Star		X	Quebec Perspective	/009(13)				/009R
779013	Canada EnergyMinesResour		X	Pipeline Perspects on Decision	/009(14)				/009R
779024	Toronto Star		X	Issues of Int.to Tor. Residents	/009(15)				/009R
779033	Southam Press		X	Canadian Unity (5v.)	/009(16-20)		/040(02)		/009R
779037				Attitudes re: Labour Code BC	1997-046/010(01)				/010R

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784004	V&B			Employ. Tax Cr Program Ad Test	/010(12)				
784013	V&B		X	Energy	/010(13)				
784014	V&B/J.Buchanan		X	Riding Insights	/010(14)	/028(03)	/040(03)		
784014	V&B/R.Andras		X	Riding Insights	/010(15)				
784014	V&B/B.Cullen		X	Riding Insights	/010(16)				
784014	V&B/I.Campagnola		X	Riding Insights	/010(17)				
784014	V&B/A.Gillespie		X	Riding Insights	/010(18)				
784014	V&B/J. Horner		X	Riding Insights	/010(19)				
784016	V&B/EMR	X		EMR Communications	/010(20)				
784017	V&B/EMR		X	4-Market Tracking	No report	/028(04)			
784019	V&B/EMR		X	4-Market Tracking, Wave 2	/010(21)				
784020	V&B			Media and Youth	/010(22)				
787002	Nova Scotia		X	Alt. Tax Initiatives for NS	/010(23)				/010R
787003	Dept. Sec. State			Multiculturalism 3v.	/010(24,25,26)				/010R
787004	NS Tracking			Summary Tables Wave 1	/010(27)				
787005	Federal Liberals			Cape Breton-Summary Table	1997-046/011(01)				
787007	B.C. Political	X		Youth & Women BC Strategy	/011(02)				
787009	Nova Scotia Liberals			Response to Throne Speech	/011(03)				
787011	Federal Liberals	X		Trudeau Strategic	/011(04)				
787013	Newfoundland		X	Bill Rowe	/011(05)				
787014	Federal Liberals			Six City Flash	No report	/028(05)			
787015	Federal Liberals		X	National Strategic	No report	/028(06)			/037(02)
787016	Nova Scotia Energy			Wave Two	/011(06)				/011R
787017	Federal-May 1Flash		X	Vancouver & Toronto	No report	/028(07)			
787018	Ontario		X	Political	/011(07)				/011R
787019	Calgary S-J Palmer		X		No report	/028(08)			
787025	St. Paul's - Riding				/011(08)				
787029	Nova Scotia	X		Female Strategic Qual Res	/011(09)				
787030	Federal Liberals			City Flash - July 15	No report	/028(09)			
787031	Nova Scotia			Energy-Wave Three	/011(10)				/011R
787037	Nova Scotia-Symbol Re			NS Liberal Party Symbols	/011(11)				
787039	New Brunswick		X	August 18 Field	/011(12)				
787041	Nova Scotia Flash		X		No report	/028(10)			

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787044	Lib. Party of Canada			Perspects re: Constit. Amend. Bill	/011(13)		/040(04)	
787044	Federal Liberals	X		Re:Constitution-Que. Today	/011(14)			
787048					No Report	/028(11)		
787049	BC SoCreds		X	BC Strategic - Fall '78 Vol 1	/011(15)			/011R
787049	BC SoCreds		X	Issues - Vol 2	/011(16)			/011R
787051	BC Gov't		X	Attitudes to Taxation Policy	/011(17)			/011R
787055	Nfld. Liberals		X	Nfld. Political Update 9/78	/011(18)			/011R
787057	Ontario		X	Quantitative	/011(19)			/011R
787060	Ontario		X	Chatham-Kent Issues	No Report		/040(05)	
787061	New Brunswick		X	Five Area Study	No Report		/040(06)	
789010	Toronto Star		X	Issues of Int to Tor Res W6	/011(20)			/011R
789015	Maclaren		X	Loto Canada Concepts Eval	/011(21)			/011R
789021	Harbourfront		X	Harbourfront's Potential	/011(22)			
789026	Maclaren Ad		X	Loto Canada	/011(23)			/011R
789029	Maclaren Ad		X	Loto Canada	/011(24)			/011R
789034	Toronto Star		X	Quebec Today	/011(25)			/011R
789036	Walker Leonard/BC AG	X		Alcoholism Ad Test	/011(26)			
789042	BC Mining	X		Mining Concept Eval.	/011(27)			
789046	BC Health	X		Extendicare	/011(28)			
789050	ICBC		X	Public Perspects Gen'l Ins.	/011(29)			
789051	JWT/BC AG		X	Alcoholism/Teens	/011(30)			
789053	BC Education		X	Perspects on BC Education	/011(31)			/011R
789054	BC Tourism		X	A View from the Mktplace	1997-046/012(01)			/012R
789064	BC Forestry		X	Consumer Awareness	/012(02)			/012R
789065	BC Dept of Rec		X	BC Ferry System	/012(03)			/012R
789066	Toronto Star	X	X	Issues of Int to Toronto Res. W6	/012(04)			/012R
789067	BC Min. of Mun	X		1st Family Home Grant	/012(05)			
789068	BC Min of Mun	X		Safer Program Qual Perspect.	/012(06)			
789074	BC Agriculture	X		Lunch Campaign	/012(07)			
789089	CODA			Public Attitudes Re: Cannabis Use	/012(08)			
789093	Foster/BC Govt.		X	Econ.News Publication Name Eval.	/012(09)			
789095	BC Attorney General		X	Drinking and Driving	/012(10)			
789096	Harbourfront	X		Moving Further Ahead	/012(11)			/012R
789099	CNE		X	Our Canada Pavilion	/012(12)			/012R
789112	Toronto Star		X	Issues of Concern to Tor Res W8	/012(13)			/012R

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794002	Cape Breton/ CANSO				No Report	/028(12)			
794003	V&B		X	EMR Tracking, Wave 3	1997-046/012(22)		/040(07)		/012R
794006	V&B		X	Gillespie Riding Survey	/012(23)	/012R			
797003	B.C. Political		X	Summary Findings (3 v.)	/012(24)	/028(13)			
797006	Ontario Gov't		X	Ontario Policy Planning	1997-046/013(01)				/013R
797006	Ministry of Industry & Tourism			Gov't Business&Dom.Tourism	/013(02)				/013R
797008	B.C. Political		X	March 1 Flash	No Report	/028(14)			
797009	Ontario Riding		X	Wentworth Riding Summary	/013(03)				
797010	Ontario Riding Study		X	Scarborough W. Summary	/013(04)				
797011	Newfoundland Study		X	Nfld Today	/013(05)				/013R
797018	Theme Line Concepts	X		Red Leaf Comm Phase 1	/013(06)				
797021	Ont. Ministry of Energy		X	Hydro/NuclearVerbatimTable	/013(07)				
797024	Federal Liberals		X	Campaign Week Two	No Report	/028(15)			
797026	Dept. External Affairs		X	Perspects on World Affairs	/013(08)				/013R
797028	Ont. Dept. Internal Affairs		X	Interprovincial Issues	/013(09)				/013R
797029	Liberals - Nfld		X	Attitudes Toward Leadership	/013(10)	/028(16)			
797031	Federal	X		Creative	/013(11)				
797035	Federal	X		Red Leaf - TV & Radio	/013(12)				
797041	Sask. Liberals		X	Regina North West Riding	/013(13)				
797042	B.C. Government		X	Ministry of Economy	/013(14)				/013R
797043	Federal Liberals		X	Four Riding Study	No Report	/028(17)			
797045	Ontario Government		X	Tourist Grading System	/013(15)				/013R
797047	Federal Riding		X	Halifax	No Report	/028(18)			
797048	Federal Liberals		X	Strategic Plan	/013(16)				
797049	Windsor Ridings				No Report	/028(19)			
799002	Crown Land		X	See # 78149	/012(21)				/012R
799016	JWT/BC Attorney General		X	Drinking&DrivingTV Ad Eval	/013(17)				
799025	Toronto Star		X	Issues of Int to Tor Res W9	/013(18)				/013R
799030	BC Finance		X	Resources Share Dist Comm T	/013(19)				
799031	BC Lands & Housing		X	Crown Land Ad Evaluation	/013(20)				
799034	Foster Adv/BC Health		X	Pregnancy-Ad Eval	/013(21)				
799037	JWT/BC Attorney General		X	Drinking/Driving-Ad Eval/2	/013(22)				
799055	BC Government		X	Mining Ad Concept Eval	/013(23)				
799056	EMR		X	Campaign Evaluation	/013(24)				

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					Research Report	Printout	Admin File	Data File
804001	V&B		X	Political Perspectives	No Report	/028(20)		
804001	V&B		X	Willowdale	No Report	/028(20)		
804003	V&B	X		Lottery Communications-Ad Eval	1997-046/013(29)			
804009	V&B	X		Govt. of Canada Logo	/013(30)			
807050	Federal Liberals			Daily Tracking	/013(31)			
807052	Sarnia Riding		X		No Report	/028(20)		
807053	The Battlefords-Meadowlake		X		No Report	/028(20)		
807054	Kingston & the Islands		X		No Report	/028(20)		
807055	Lincoln		X		No Report	/028(20)		
807057	Two Western Ridings				No Report	/028(20)		
807059	B.C. Liberals		X	Three Ridings	No Report	/028(20)		
807060	Campaign Radio Ads	X			/013(32)			
807061	Campaign-St. John, N.B.		X		No Report	/028(20)		
807062	Campaign-Hambton,Middlesex		X		No Report	/028(20)		
807063	Campaign-Guelph		X		No Report	/028(20)		
807065	Thunder Bay-Liberal Party		X		No Report	/028(20)		
807067	Burlington		X		No Report	/028(20)		
807071	Federal Liberals	X		Red Leaf T.V (2v.)	/013(33,34)			
807074	B.C. Government		X	Public Perspects of B.C. Health Care	/013(35)			
807078	Art Eggleton	X		Campaign Strategic	/013(36)			
807079	Employment & Imm. Canada	X	X	Ad Evaluation	/013(37)		/040(08)	
807080	Can-Unity Info Office		X	Const. Tracking (2 v.)	/013(38,39)			
807081	Ontario Gov't		X	Ont Res Attitudes re: Constitutional Reform	/013(40)			
807082	Federal Liberals		X	Hamilton West	/013(41)	/013R		
807084	New Brunswick Liberals		X	Strategic	/013(42)	/013R		
807088	M.I.T. - Ontario		X	Ont. Travel Ass. Program (2 v.)	1997-046/014(01,02)			
807089	Employment & Imm. Canada	X	X	Cdns Att re: Unemploy Ins, Empl Ctrs & Immi	/014(03)	/014R	/040(09)	
807089B	Emploi. & Imm. Canada			Att. des Employ. envers L'Ass-Chom & Immi	/014(04)			
807089	Emploi. & Imm. Canada			Att. des Employ. envers L'Ass-Chom & Immi	/014(05)			
807090	Ontario Government		X	Finance/Taxation	/014(06)			
807092	Can. Unity Committee		X	Constitution-Energy Principles (2v.)	/014(07,08)	/014R		
807093	Nova Scotia Liberals	X	X	Strategic Study-Qualitative Findings	/014(09)			
807095	Federal Government	X		BC/Alta Groups	/014(10)			

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Project #	Client	Qual.	Quan.	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques.
814010	Employment & Imm Canada		X	Report on Hirings Print Ad.	1997-046/015(01)				/015R
814019	Warwick Bradshaw		X	Multiculturalism-Logo & Theme Line	/015(02)				/015R
814020	V&B			5-market Constitutional ad test	/015(03)				
814023	V&B		X	City of Toronto Attitudes re: Eggleton	/015(04)				/015R
814025	V&B	X		Constitution Campaign	/015(05)		/040(11)		
814028	V&B-Cdn Unity Office		X	Constitution-Questions & Ans. Revised	/015(06)				
814032	V&B/Economic Development	X		Reaction to Ad. on Economic Development	/015(07)				
814033	V&B-Budget 81	X		Effects on Farming Community-Rural Quebec	/015(08)				
817002	B.C.Resources Invest. Corp		X	Image Study	/015(09)				/015R
817003	Nova Scotia Liberals		X	NS Strategic -(see# 807093)	/015(10)				/015R
817005	B.C. Government			Kamloops Riding Study	/015(11)				
817007	B.C. Gov't	X		Kamloops (Social Credit)-see #817005	/015(12)				
817008	Canadian Unity	X		Const. Book-Summary of Findings	/015(13)				
817010	Fed. Dept. Health & Welfare			Anti-smoking Proposal-Generation Study	/015(14)				
817012	BC Min. of Education		X	Updated Perspectives on BC Ed	/015(15)				/015R
817014	B.C. Social Credit	X		Female Strategic	/015(16)				
817016	B.C. Government-Mines		X	Energy: A Strategy for Survival	/015(17)				
817017	C.U.I.O.		X	National Strategic	No Report		/040(12)		
817023	C.U.I.O.			Effectiveness of Exhibitions	/015(18)				/015R
817024	Nova Scotia Liberals		X	N.S. Campaign Strategic	/015(19)				/015R
817026	Nfld Liberals		X	Trinity Bay de Verde Riding Study	/015(20)	/015R			
817028	Dept. of Transport Canada			Attitudes re: Crow's Rate	/015(21)	/015R			/015R
817030	New Brunswick Liberals		X	Strategic Update	/015(22)				
817031A	B. C. Issues Tracking		X	Bi-annual Tracking (2v.)	/015(23,24)				
817032	Nova Scotia Liberals		X	Halifax - Dartmouth Flash Summary Wave 3	/015(25)				
817034	British Columbia			Health & Welfare-Attitudes re: New Policies	/015(26)				/015R
817037	Emp. & Imm.	X		Indust. Labour Adjustment Prog. (2 v.)	/015(27,28)				
817038	Ianttoward & Ass.		X	Sports Pool	/015(29)				/015R
817040	Ins. Corp. of BC		X	I.C.B.C. Image (4v.)	/015(30-33)	/015R		/041(01)	/015R
818100	See: Goldfarb Report S00043				/045(08-11)			/043(26)	
819006	Cdn Unity Info Office	X		TV Commercial Research	1997-046/016(01)				
819018	MacLaren	X		Parks Canada Commercial Testing	/016(02)				
819033	MacLaren	X		Constitution Print Ad Groups	/016(03)				

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Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques.
927001	Can. Ctr on Substance Abuse			Media Liaison re: Alcohol & Other Drugs	/023(40)				
927002	Health and Welfare Can.			Telephone Data re: Health Risks (2v.)	/023(41,42)				/023R
927003	Alberta - Ridings			Calgary Centre Riding Study	/023(43)	/023R			
927004	Soc. Sci. & Humanities Research			SSHRC Research Survey	/023(44)			/043(23)	/023R
927005	Ministry of Housing	X		Current Factors Influencing Home Buyers	/023(45)				/023R
927006	E.I.C.			DropOut Post Test (French)	/023(46)			/043(24)	/023R
927007	E.I.C.			Post Test T.V. Campaign (2 v.)Fr&Eng	/023(47, 48)			/043(25)	/023R
818100	1981 Goldfarb Report				/045(08-11)			/043(26)	
828200	1982 Goldfarb Report				/045(12,13)			/043(27)	
838300	1983 Goldfarb Report				/046(01-18)			/043(28)	
848400	1984 Goldfarb Report				/046(19-22)			/043(29)	
928001	See:Goldfarb Reports S00043				/050(01)			/050(13)	
928002	See:Goldfarb Reports S00043			Update	/050(02)				
929022	Toronto Star			Minority Survey - Summary Findings	/023(49)				
929126	CRB Foundation			Reaction to "Two Heritage Minutes" (3v.)	/023(50-52)				
929208	Constitutional Reform (TueOct20)			Constitutional Ref. Daily Tracking Monitor	/023(53)				
929254	MTCVA (Metro Convention Ctr)			Toronto's Value Plus Pkgs.	/023(54)				/023R

					S00045	S00044	S00049	S00051	S00047
Project #	Client	Qual	Quan	Description	ResearchReport	Printout	Admin File	Data File	Ques.
917004	Ont. Min. Of Housing	X		Rent Review	/023(36)				
918001	See:Goldfarb Reports S00043				/049(14-24)			/050(12)	
918002	See:Goldfarb Reports S00043			Update	/049(25)				
919067	BC Hydro			Attitudes re: BC Hydro	/023(37)				/023R
919178	MTCVA			Visitor's Survey Results (2v.)	/023(38,39)				/023R

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909289	Committee for Fair Shopping		Response to Sunday Openings in Ontario (3v.)	/023(32-34)			
909291	Royal Bank of Canada		Focus Group Report re: RSP Ad. Concepts	/023(35)			/023R

Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques.
907001	Ontario Government			Strategic	No Report		/040(39)		/038(25)
907002	Dept. of Health		X	Attitudes re: Health Care System in Ont.	/023(10)				/023R
907003	Ontario Government	X		Immigration Strategy	/023(11)				
907004	Ontario Liberals Update			Update - Strategic	No Report	/028(35)	/040(40)	/038(25)	see#7001
907005	Ontario Government		X	Budget	No Report				/038(26)
907006	Ontario Liberals			Update - Budget	No Report	/028(36)			/038(27)
907007	Ontario Liberals	X		Logo Research	No Report		/040(41)		/038(28)
907009	Liberal Caucus			Regional Data	No Report			/043(14)	/038(29)
907012	Ont. Min. of Inst.	X	X	Ont. Motorist Protection Plan Eval.	/023(12)	/023R		/043(15)	/023R
907013	Liberal Party			Premier's Image	/023(13)				
907016	Ontario Liberals			Qual. Eval. of Policy Initiatives (4v.)	/023(14-17)				
907017	Ontario Liberals		X	Flash	No Report	/028(37)		/043(16)	
907018				Project Q (See 909170)	No Report				/038(30)
907019			X	London North	No Report			/043(17)	
907020			X	Oshawa Bi-election	/023(18)			/043(18)	/023R
907021	Election Monitor 1990			Project M	No Report	/036(1-4)			
907027	BC Gov't			Political Mood & Climate in BC	/023(19)	/023R		/043(19)	/023R
908001	See: Goldfarb Reports S00043				/049(1-10)			/044(06)	
908002	See: Goldfarb Reports S00043			Update	/049(11)				
908002	Federal Gov't Omnibus							/043(20)	
909003	Occupations of People				No Report				/038(31)
909007	Ontario Hydro			Transmission Lines on Parkway Belt	/023(20)				
909007	Ontario Hydro (Draft)			Trans. Lines - Research Among Prop. Owners	/023(21)				
909009	Ontario Hydro			Attitudes re: Ontario Hydro W.2	/023(22)				
909034	Sunday Shopping			York Res. re: Sunday Supermkt Opening	/023(23)	/028(38)		/043(21)	/038(32)
909099	The Bronfman Foundation			Youth Trips to Israel	/023(24)				
909170	Ontario Gov't			Meech Lake Accord & Constitutional Change	/023(25)				/023R
909171	Cdn Nuclear Association	x		Focus Group Testing of Ad Concepts	/023(26)				/038(33)
909177	Metro Tor. Convention Ctr. Ass.			Travel Motivation & Behavior Study	/023(27)				/023R
90192	MTCVA			Destination Toronto Tracking W.2	/023(28)				/023R
909200	Shanty Bay Oro/Barrie			Bay Residents Response to Amalgamation	/023(29)	/023R		/043(22)	/023R
909255	MTCVA			Direct Mail Concept Eval - Meeting Planners	/023(30)				
909264	Cdn Tobacco Manufact.			Attitudes re: Bill C-51 (Banning Tobacco Ads)	/023(31)				/023R

Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques.
897001	Ont. Govt. Min. of Health	X	X	Attitudes re: Health Care in Ont. (3v.)	/022(11-13)			/043(08)	/022R
897002	Ont. Min. of Education	X	X	Attitudes re: Prop. Changes in Educ.	/022(14)		/040(38)		/038(24)
897003	Liberal Party of Ontario		X	Attitudes re: Health Care in Ont. (Tables)	/022(15)	/022R			
897004	Education		X	Attitudes re: New Ed. Initiatives	/022(16)	/032(06)		/043(09)	/022R
897005	Ministry of Housing	X	X	Attitudes re: Rental Housing in Toronto	/022(17)				
**897007	Ontario Liberals			Update (2v.)	/022(18,19)	/032(07)			/022R
897008	Ontario Government			Update	/022(20)				
897009	Liberal Party			Attitudes re: Illegal Drug Use in Ontario	/022(21)				
897010	Liberal Party			Update	/022(22)	/032(08)		/043(10)	/022R
897011	Sask. Liberals		X	Rosetown Elrose Ridings	/022(23)	/022R		/043(11)	/022R
897012	Sask. Liberals		X	Saskatoon Graystone	/022(24)	/022R		/043(12)	/022R
897013	Ministry of Health		X	Hospital Bd Members re: Health Care	/022(25)				
897014	Ont. Min. of Education			Resource Material for Liaison Svcs	/022(26)				
898001	See: Goldfarb Reports S00043				/048(21-31)			/044(05)	
898002	See: Goldfarb Reports S00043			Update	/048(32,33)				
899090	Ontario Hydro			Attitudes re: Cdn Nuclear Industry	/022(27)				/022R
899098	Ontario Hydro			Customer Service in Diff. Regions (12v.)	/022(28-39)				/022R 12v.
899132	Sunday Shopping			Tactical Implementation	/023(01)				
899134	Ontario Hydro			Attitudes re: Tech. & Site Options	/023(02)				/023R
899135	Ontario Hydro			Attitudes re: Tech. & Site Options	/023(03)				/023R
899170					No Report	/032(09)			
899198	Sunday Shopping			Perspectives	/023(04)				
899210	Sunday Shopping			Public Response	/023(05)	/032(10)			
899215					No Report	/032(11)			
899247	Ontario Hydro			Research re: Image & 25 Yr Plan	/023(06)				/023R
899266	Cdn Nuclear Association			Attitudes re: Nuclear Industry in Canada	/023(07)				
899267	Ontario Hydro			Reaction of Visitors re: Info Centres	/023(08)				
899270	Sunday Shopping			Newspaper Ad test	/023(09)				
**	Photos enclosed								

Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques.
887001	Federal Liberals			Strategic	/021(35)	/032(01)		/043(01)	38(13)&/021R
887003	Ontario Government	X		Housing Situation in Toronto	/021(36)				
887005	Ontario Liberals		X	Ontario Strategic (2v.)	/021(37,38)				/021R
887008	Federal Liberals	X		Logo Test Evaluation	/021(39)				
887009	Ministry of Housing		X	Housing Issues in Toronto	/021(40)				/021R
887010	Federal Liberals			Creative Testing Phase 1,2,5	/021(41-43)		/040(36)		
887011	Federal Liberals		X	Free Trade	No Report	/032(02)			
887014	B.C. Social Credit		X	Views re:Premier&NDP Leader	/021(44)				/021R
887015	Mayor's Office, Toronto		X	Voter Attitudes re:Tor. Mayor	/021(45)	/021R		/043(02)	/038(14)&/043
887016	Riding Monitor				No Report	/032(03)		/043(03)	/038(15)
887017	Debate Analysis			The Debate-French/Eng (3v.)	/021(46-48)	/028(33)			/038(16)&21R
887018	Ontario Liberals		X	Welland Thoreold	No Report			/043(04)	/038(17)
887019	Federal Ridings			Std. Riding Quaire	No Report	/032(04) (5v.)		/043(05)	/038(18)
887020	Federal Liberal Campaign		X	Special Projects	No Report	/028(34)	/040(37)	/043(06)	/038(19)
887021	Federal Liberals		X	Toronto/Montreal	No Report				/038(20)
887022	Ontario Government		X	Issues Update	No Report				/038(21)
887023	Federal Liberals			Daily Monitor -Ontario	No Report	/033(01)			/038(22)
887023	Federal Liberals			Daily Monitor - Quebec	No Report	/034(01)			
887026	Ontario Liberals		X	Political Update	/021(49)				/021R
887027	Liberal Party			Free Trade Strategic	No Report				
888001	see: Goldfarb Reports S00043				/048(04-13)			/044(04)	
888002	see: Goldfarb Reports S00043			Update	/048(14)				
888002	Life in Canada				/043(07)				
889051	Commission for Fair Shopping		X	March'88Update re:Sun. Shop	/021(50)				/038(23)&21R
889053	PEI Tourism Dept.			Effectiveness of Tourism Ad	/022(01)				/022R
889055	Workers' Comp Bd of BC			Image Update of WCB (2v.)	/022(02,03)				/022R
889111	Commission for Fair Shopping			Sunday Shopping	/022(04)				
889138	Ontario Hydro			Concerns re: Ont. Hydro W.1	/022(05)				/022R
889171	BC Hydro			Attitudes re: BC Hydro	/022(06)				/022R
889178	Cdn Nuclear Association			Reaction to Ad. Concepts	/022(07)				
889241	Commission for Fair Shopping			Sunday Shopping	/022(08)	/032(05)	/038see#7022 & 22R		
889242	Commission for Fair Shopping			Sunday Shopping in Alta	/022(09)				/022R
889243	Ontario Hydro			Concerns re: Ont. Hydro W2	/022(10)				/022R

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879096	Commission for Fair Shopping		Sunday Shopping	No Report		/042(32)	/038(07)&42
879129	Imperial Oil Limited		Ontario Government Policies	/021(27)			
879142			Survey of Catholic Youth in Canada	No Report			/038(08)
879144	Metro Toronto Police			No Report		/042(33)	/038(09)
879147	BC Gov't	X	BC Hydro	No Report		/042(34)	/038(10)&42
879148	V&B Tourism Quebec		Logos for Ont/Que Tourism in Britain	/021(28)			
879153	ICG Utilities	X	Natural Gas Vehicles	/021(29)			/021R
879153	Transportation Habits		Types of Car Driven	No Report		/042(35)	/038(11)
879155	Ontario Hydro		Customer Svc & Mkting Issue Probe	/021(30)			/021R
879155	Ontario Hydro		Concerns Assoc. with Ont. Hydro W.2	/021(31)			/021R
879157	Life in Canada		Middle East	No Report			/038(12)
879157	Life in Canada		Free Trade Agreement	No Report		/042(36)	/038(12)
879157	Life in Canada		Main Questionnaire	No Report			/038(12)
879161	Royal Agric. Winter Fair	X	Response to '87 Winter Fair	/021(32)		/042(37)	/021R
879175	Toronto Gen'l Hospital	X	Women's Well-Being Centres	/021(33)			
1987	An In-House Brochure		An Intro fto Goldfarb Consultants	/021(34)			

Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques.
877001	Ont. Min. Cons. & Com. Rel		X	Attitudes re: Sunday Shopping	1997-046/021(01)			/042(19)	/037(34)&/042
877001B	Ontario Gov't			Government Run Insurance	No Report				/037(35)
877002	Ontario Gov't		X	Public Attitudes re: Essential Svcs	/021(02)			/042(20)	/037(36)&/021R
877004	Federal Liberals	X		Swing to NDP Why & How to Respond	/021(03)				
877005	Ontario Government	X		Throne Speech Strategic	/021(04)				
877006	South African Embassy		X	Cdn Attitudes re: S. Africa	/021(05)			/042(21)	/037(37)&/042
877007	Ontario Government			Ontario Strategic '87	/021(06)			/042(22)	/037(38)&/042
877009	Ontario		X	Public Attitudes re: Liberal/NDP Accord	/021(07)				/037(39)&/021R
877010	St. John's East Bi-Election			Liberal Party of Canada	No Report			/042(23)	/037(40)&/042
877011	Hamilton Mt. Bi-Election			Liberal Party of Canada	No Report			/042(24)	/042
877012	Ontario Liberals	X	X	Constitutional Accord	/021(08)	/021R			/037(41)&/021R
877013	Ontario Liberals	X	X	Constitutional Accord	/021(09)			/042(25)	/037(42)&/042
877014	Nova Scotia Liberals	X		A Political Strategy for NS Liberals	/021(10)				
877015	Ontario Liberals			Twelve Ridings	No Report	/028(32)		/042(26)	/037(43)&/042
877019	Ont. Min. Of Education	X	X	Student Retention in Sec.Schools(2v.)	/021(11,12)		/040(33)		/037(44)&/021R
877020	Ontario Liberals			Testing Ph 1/2 Radio/Print/TV (5v.)	/021(13-17)		/040(34)		
877021	Ontario Liberals		X	Ridings Wave Two		see#877015			/038(01)
877022	Ontario Liberals		X	Pre-Writ Update	No Report			/042(27)	/038(02)&/042
877023	Ontario Liberals		X	Daily Monitor	No Report	/031(01)		/042(28)	/042
877023	Ontario Liberals			Daily Monitor - Summary Tables		/035(01,02)			
877024	Ontario Liberals		X	Debate Analysis Aug 17/87	/021(18)	/031(02)		/042(29)	/038(03)&/042
877025	Ontario Liberals		X	Post Analysis of Sept 10/87 Vote	/021(19)				
877026	Hamilton Alderman-Ward 5		X		No Report				/038(04)
877027	Federal Liberals			Free Trade Strategic	/021(20)		/040(35)		
877028	Ontario Liberals			Ont. Residents Attitudes re: Free Trade	/021(21)				
877029	Can. Israel Committee			Attitudes re: Israel National Survey	/021(22)				
878001	See: Goldfarb Reports S00043				/047(13-23)			/044(03)	
878002	See: Goldfarb Reports S00043				/047(24)				
879016	Ministry of Tourism & Rec.			Tourism Advertising Research	/021(23)				
879025	The Toronto Star			Education in Ontario	/021(24)				
879038	Commission for Fair Shopping			Perspectives on Sunday Shopping	/021(25)			/042(30)	/038(05)&42
879068	Cdn Nuclear Assoc.			Education & Nuclear Industry in Canada	/021(26)				
879084	Ontario Hydro		X	Public Concerns	No Report			/042(31)	/038(06)&42

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869125	V&B			Qual Eval of Ont Tourism Ad in French	/020(46)				
869138	Liberal Convention		x	Liberal Convention	No Report			/042(18)	/037(33)
869158	Ont. Min. of Tourism & Recreat.			A Tourism Research Strategy	/020(47)				

Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques
867001	BC Transit		X	Sky Train	1997-046/020(24)			/042(01)	/037(18)&/042
867002	Social Credits B.C.	X		Strategic Qualitative	/020(25)				
867003	Ontario Liberals		X	Ontario Update	/020(26)			/042(02)	/037(19)&/042
867005	Nova Scotia Liberals		X		No Report				/037(20)
867006	York North Riding		X		No Report				/037(21)
867007	Ontario Government		X	Life in Ontario	No Report			/042(03)	/037(22)&/042
867009	Ont. Energy Board		X	Public Attitudes re: Ontario Hydro	/020(27)			/042(04)	/037(23)&/042
867010	B.C. Government		X	Government Info Study	No Report				/037(24)
867011			X	B.B. BiAnnual Monitor-Special Anal.	/020(28)			/042(05)	/037(25)&/042
867011	B.C. Government			Life in B.C.	/020(29)			/042(06)	/042
867013	B.C. Government			Public Response to BC Gov't Info Svcs	/020(30)			/042(07)	/037(26)&/042
867014	Social Credit Party			B.C. Riding Study	No Report			/042(08)	/037(27)&/042
867017	Ontario Government	X	X	Child Care Issues in Ontario (2 v.)	/020(31,32)			/042(09)	/042
867019	Bud Smith		X	Future Seminars	No Report			/042(10)	/037(28)&/042
867020	McCarthy Campaign		X	Gen. Public Att.	No Report			/042(11)	/037(29)&/042
867021					No Report			/042(12)	/037(30)&/042
867023	Campaign Mayor-Eggleton		X	Attitudinal Probe re:City of Toronto Mayor	/020(33)			/042(13)	/020R
867024	Health Care		X	Health Care	No Report			/042(14)	/037(31)&/042
867025	NS Gov't			Riding Study-Truro-Bible Hill	/020(34)			/042(15)	/042
867027	Federal Liberals		X	Hamilton Mt.	No Report			/042(16)	/042
868001	See:Goldfarb Report S00043				/047(07-10)			/044(01)	
868002	See:Goldfarb Report S00043			Update	/047(11,12)				
869011	Canada/Israeli Committee			Middle East Situation	/020(35)				/020R
869033	Toronto Star		x	Quarterly - Wave 30	/020(36)				/020R
869046	Toronto Star		x	Star Poll-Ontario	/020(37)			/042(17)	/037(32)&/042
869049	NY Business Association			Attitudes re: Extending Allen Rd	/020(38)				
869055	National Sea Products			Discussions about Employee Attitudes	/020(39)				
869114	Ministry of Tourism & Recreat.			Visitor Trend Analysis '86	/020(40)				
869117	Workmen's Comp. Bd BC			Occupational Health & Safety	/020(41)				/020R
869118	Commission for Fair Shopping			Supermkt Shopping on Sunday in Ontario	/020(42)				
869118	Commission for Fair Shopping			Beer/Wine Sales in Other Outlets	/020(43)				
869118	Commission for Fair Shopping			Banking Machines in Supermkt	/020(44)				
869118	Commission for Fair Shopping			Use of Credit Cards	/020(45)				

Project #	Client	Qual	Quan	Description	Research Report	Printout	Admin File	Data File	Ques.
857002	Ontario Government		X	Policy	1997-046/020(01)				/020R
857003	British Columbia			Qual. Perspects on Educ.&Ed. Funding in BC	/020(02)				
857004/7	British Columbia			Expo '86 Research Findings (2v.)	/020(03)				/020R
857007	B.C. Expo See # 857004	X		Expo Cal.	/020(04)				
857005	British Columbia			Twice-Yearly Monitor	/020(05)				/020R
857008	G.C.		X	B.C. Political Model	No Report				/037(08)
857009	Magna		X	York North	No Report				/037(09)
857010	CFTO		X	Vot. Interviews/Leader Image	No Report				/037(10)
857011	F. Wilson		X	N. B. Leadership	No Report				/037(11)
857013	East Coast		X	Post Election Analysis	No Report				/037(12)
857014	Federal Liberals	X	X	Strategic Study	/020(06)	/030(02)			/020R
857015	Government of Ontario		X	Ontario Strategic	/020(07)			/041(31)	/037(13)
857016	Committee to Re-Elect Eggleton	X	X	Analysis of Voter Intentions in Toronto	/020(08)		/040(29)		/037(14)
857019	Markham-Carol Bell Campaign		X	Markham Mayor	/020(09)			/041(32)	/020R
857019S	Hamilton Election				No Report				/037(15)
857020	Ont. Lib. Party		X		No Report		/040(30)		/037(16)&41
857021	British Columbia	X		BC Gov't TV Campaign Evaluation	/020(10)				
857022	Nova Scotia Liberals	X		Nova Scotia Probe	/020(11)				
857023	Magna/Ray Twinney Campaign		X	Newmarket + Mayoralty Survey (2v.)	/020(12,13)			/041(33)	/020R
857024	Eggleton		X		No Report			/041(34)	/037(17)
857025	Federal Liberal		X	Strategic Update	/020(14)				/020R
857026	B.C. Government		X	Bi Annual Update Special Analysis	/020(15)				/020R
857027	B.C. Government	X		Education Ad Test Evaluation	/020(16)				
859001	Ed Bates Advertising	X		US Navy recruits	/020(17)				
859052	Toronto Star			Quarterly Wave 27	/020(18)				/020R
859072	OSSTF	X		Att. re:Separate School Funding	/020(19)		/040(31)		/020R
859093	Spanish Tourism Office			Attitudes to Travel in Spain	/020(20)				
859130	TTC		X	Wheel-Trans Survey	/020(21)				/020R
859140	Tory Convention		X	CFTO's Live Coverage of Tory Convention	/020(22)		/040(32)		
859142	Royal Winter Fair		X	Response to Royal Agricultural Winter Fair	/020(23)				/020R

Document/
Project Log
1984

Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File	S00047 Ques.
847001	Employment			Work Attitudes	1997-046/019(01)		/040(21)		
847002	Federal Government			Corp. Ad Campaign-Summary of Findings	/019(02)				
847003	Federal Liberals			Mulroney Quantitative	No Report	/029(01)			
847004	Tourism Canada	X		TV Creative-Tourism Summer Ad Pretest	/019(03)				
847005	Tourism Canada	X		Print & Radio Pretest of Summer Ad	/019(04)				
847011	Federal Government		X	Ethic Campaign in Six Languages	/019(05)		/040(22)		/019R
847013	Revenue Canada			Revenue Canada	/019(06)		/040(23)		
847015	Liberal Party		X	Voting Update	No Report	/029(02)			
847016	Employ. & Immigration Cda			Qual. Response to Hire-a-Student Campaign	/019(07)		/040(24)		
847017	Federal Government	X		Corp. Ad. Campaign Wave IV	/019(08)		/040(25)		
847018	Revenue Canada	X		Ad Test - Tax Tips	/019(09)		/040(26)		
847019	Lib. Riding Association			Kingston Riding Study	/019(10)				
847022	Health Act Insert	X		Health Act Communication	/019(11)				
847023	Defence Dept.		X	May Tracking of 16-20 yr olds Wave 4	/019(12)			/041(22)	/019R
847024	Federal Liberals			The Battlefords - Meadow Lake Survey	/019(13)	/019R		/041(23)	
847025	Federal Liberals		X	Voting Update	No Report	/029(03)			
847026	Campeau Corp.			Nat'l Survey of Voting Intentions (2v.)	/019(14,15)	/029(04)			
847028	Ontario Government	X		Ontario Policy Planning-Qual. Insights	/019(16)				
847029	Liberal Party		X	Smith Riding, Don Valley East	/019(17)				
847038	Dept. of Nat'l Defence			Cornwallis: Rejection of Navy by Youth	/019(18)				
847042	Liberals		X	Ont. Camp. Strategic-Laddering Analysis(4v)	/019(19-22)				
847047	Lib - Red Leaf			Perspectives on Elections Ad (4 v.) W 1-5	/019(23-27)				
847075	Federal Liberals Aug 15/84		X	Summary of Reaction to Leader's Debate	/019(28)				
847078	N. S. Liberals	X		Qual Perspects on Issues&Pol Personalities	/019(29)				
847083	New Brunswick		X	A Look at NB Today	/019(30)				/019R
847084	B. C. Government	X		New Realty Info Program Ad Pre-Test	/019(31)				
847085	Auditor General	X		Perspects on Financial Behavior of Citizens	/019(32)				
848400	See:Goldfarb Reports S00043				/046(19-22)			/043(29)	
848401	See:Goldfarb Reports S00043			Update	/047(01-06)				
849016	EMR		X	Home Energy Saving Ad Evaluation	/019(33)				
849036	Toronto Star		X	Quarterly-Wave 25	/019(34)			/041(24)	/019R
849038	Ronalds Reynolds		X	Tourism - Incremental Ad. Evaluation Study	/019(35)			/041(25)	/019R
849053	Ronalds Reynolds		X	5-mkt Tourism TV Campaign Eval	/019(36)			/041(26)	/019R

837036	Govt of Canada	X		Assurance-Sante	/018(35)			/018R
837036	Govt of Canada	X		Pension et Supplement	/018(36)			/018R
837036	Govt of Canada	X		Avantages Fiscaux	/018(37)			/018R
837036	Govt of Canada	X		6/5 Interet Inflation	/018(38)			/018R
837036	Govt of Canada	X		Assurance-Chomage	/018(39)			/018R
837036	Govt of Canada	X		Recherche et Developpement	/018(40)			/018R
837036	Govt of Canada	X		Emploi des Jeunes	/018(41)			/018R
837037	BC SoCreds		X	BC Issues Update Jan,/84	/018(42)			/018R
838300	See:Goldfarb Reports S00043				/046(01-18)		/043(28)	
839019	Harbourfront	X		Opera/Ballet House Preferred Site	/018(43)			
839021	CUIO			Bilingual Outdoor Sign Evaluation	/018(44)			/018R
839028	PMO		X	Response to Crow Rate Ad Test	/018(45)			
839029	CUIO	X		Canada Games Ad Tracking	/018(46)		/041(20)	18R&/041
839038	CUIO		X	Diff. Ad Approaches toUniversiade'83	/018(47)			
839042	CUIO		X	National Capital Promotion Campaign	/018(48)			
839051	CUIO			Economic Update	No report	/040(19)		
839060	Parks Canada		X	Parks Cda Communication Analysis	/018(49)			
839068	Toronto Star		X	Quarterly - Wave 23	/018(50)			/018R
839070	CUIO		X	Universiade '83 Ad Post Analysis	/018(51)			/018R
839085	Southam BC			Response to Post Election BC Budget	/018(52)			/037(06)
839100	Ronalds Reynolds		X	Cdn. Tourism Ads in Boston	/018(53)			
839104	Ronalds Reynolds		X	Tourism Phase 1	No Report		/041(21)	/041R
839106	Judge Abella			An Analysis of Cdn Women	/018(54)			
839112	B. Law		X	Tourism retest Boston	/018(55)			
839128	Toronto Star	X		Quarterly-Wave 24	/018(56)			/018R
839142	CUIO			Issues	No Report	/04(20)		
839147	Ronalds Reynolds		X	Tourism Commercials	/018(57)			

Project #	Client	Qual	Quan	Description	S00045 Research Reports	S00044 Printouts	S00049 Admin Files	S00051 Data Files	S00047 Ques.
834010	V&B			Ontario Medical Association	No Report		/040(16)		
834024	V&B		X	City of Toronto Political Update	1997-046/018(05)				/018R
834027	V&B			Awareness of Coin Program in Tor.	/018(06)				
837002	Nova Scotia Liberals		X	Cape Breton The Lakes Bi-election	/018(07)	/018R			/018R
837003	Ontario Government		X	Policy Strategic-Summary Findings	/018(08)				
837004	Secretary of State			Perspectives on Young Cdns	/018(09)			/041(15)	/018R
837006	Federal Liberals			Voting Update	No Report		/040(17)		
837007	C410		X	Nfld	No Report			/041(16)	/041R
837008	AMG	X	X	Response to Revised Crow Rate	/018(10)				
837009	Fed. Liberal Strategic			Key Collective Riding Analysis (2v.)	/018(11,12)				
837011	Dept. Revenue	X	X	Small Bus Attitudes	No Report			/041(17)	/041R
837015	Defense			Tracking in the 16-20 yr. old mkt W2	/018(13)			/041(18)	/018R
837016	Secretary of State			G. R.Add. Analysis re: State of Affair	/018(14)				
837017	Dept. National Defence		X	Crest	No Report			/041(19)	/041R
837018	PMO	X		Recovery Lines Evaluation	/018(15)				
837019	Sport Canada		X	Women in Sports	/018(16)				/018R
837024	Nova Scotia Liberals	X	X	Political Climate in NS '83 (2v.)	/018(17,18)				/018R
837028	Dept. National Defence	X		Francophones' / Navy	/018(19)				
837029	Dept. National Defence		X	Tracking in the 16-20 yr. old mkt W3	/018(20)				/018R
837031	External Affairs		X	Cdn Attitude to Foreign Affairs Policy	/018(21)				
837031B	Dept. of External Affairs			Cdns Attitude to Int'l Trade & Develop.	/018(22)				
837033	C.D.I.C.			Perspects on Crown Corp & CDIC	/018(23)				
837035	Liberal Party of Canada		X	Strategy for Next Fed Election	/018(24)				
837036	Govt of Canada	X		Overview	/018(25)		/040(18)		/018R
837036	Govt. of Canada	X		Allocations familiales	/018(26)				/018R
837036	Govt of Canada	X		Commerce Exterieur	/018(27)				/018R
837036	Govt. of Canada	X		Nid de Corbeau	/018(28)				/018R
837036	Govt of Canada	X		Agro-Alimentaire	/018(29)				/018R
837036	Govt of Canada	X		Creation d'Emploi	/018(30)				/018R
837036	Govt of Canada	X		Tourisme	/018(31)				/018R
837036	Govt of Canada	X		Energie	/018(32)				/018R
837036	Govt of Canada	X		Education	/018(33)				/018R
837036	Govt of Canada	X		Investissement	/018(34)				/018R

827053	BC SoCreds		X	BC Issues Update	/017(16)		
827054	McKim Advertising			Public Response to the Provincial Report Ad Series	/017(17)		
827055	Dept. of National Defence		X	Forces Adv Tracking in 16 to 24 yr old mkt W1	/017(18)		
827057	1970-1982 Collected Summary			An Analysis of Fed Voting Trends, Issues, Leaders	/017(19)		
828200	See:Goldfarb Reports S00043				/045(12,13)		/043(27)
828202	See:Goldfarb Reports S00043			The Goldfarb Report Spring Update /83	/045(14)		
829006	Toronto Star		X	Quarterly	/017(20)		/041(09)
829007	Ronalds Reynolds/H&W		X	Cannabis/Alcohol (2 v.)	/017(21,22)		
829011	CUIO		X	Charter of Rights Layouts Eval & Summary (2v.)	/017(23,24)		
829012	Ronalds Reynolds/EMR		X	Response to "Canadianization" Ad French & English	/017(25,26)		
829015	Employ & Imm		X	Corporate Theme Research - French (2 v.)	/017(27,28)		
829021	CUIO/MacLaren		X	"Subject is Canada"	/017(29)		
829024	CUIO/MacLaren		X	Federal/Provincial Fiscal Arrange. Creative Eval.	/017(30)		
829025	Cossette/Employ. & Imm		X	French Execution Research -Critical Skills	/017(31)		
829026	CUIO		X	How People of Sask. Make Use of Cdn Gov't Book"	/017(32)		
829027	BCP		X	Constitution Advertising - French-Pretest	/017(33)		
829029	CUIO		X	Your retirement income brochure	/017(34)		
829030	CUIO		X	Youth Poster on Charter of Rights Fr & Eng (2v.)	/017(35,36)		
829032	CUIO/V&B		X	Montreal/Quebec City-Shared Program Health/Educ	/017(37)		
829033	CUIO		X	Resident's Attitudes re:Nfid Offshore Oil Issue	/017(38)		
829034	CUIO		X	Rural: Que./Man./Ont.-Budget Brochure for farmers	/017(39)		
829037	CUIO		X	Sask. Brochure-Revised Booklet Evaluation	/017(40)		
829053	CUIO		X	Constitution Tracking	/017(41)		/041(10)
829055	BC		X	Light Rail Transport	No Report		/041(11)
829058	CUIO		X	Quebec Brochure (Mtl/Qcity/Drummondville)	/017(42)		
829061	Toronto Star		X	Quarterly	No Report		/041(12)
829081	Toronto Star		X	Quarterly	No Report		/041(13)
829083	Energy, Mines & Resources		X	Western Ads	/017(43)		
829084	Ronalds Reynolds/H&W		X	Anti-smoking Ads- Wave 2-French & Eng (2v.)	/017(44,45)		
829086	BC		X	Mining	No Report		/041(14)
829099	J Goodis Agency			An Evaluation of the "Jobs" Print Execution	/017(46)		
829103	Ronalds Reynolds/H&W		X	Cannabis Vancouver/Montreal-French	1997-046/018(01)		
829105	CUIO/MacLaren		X	Canada Games/Fair Themes	/018(02)		
829110	Ronalds Reynolds/H&W		X	Cannabis retest/"Stay Real" Booklet	/018(03)		
829114	Toronto Star		X	Issues of Int. to Tor Residents W21	/018(04)		

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Project #	Client	Qual	Quan	Description	S00045 Research Report	S00044 Printout	S00049 Admin File	S00051 Data File
824008	V&B/CUIO	X		Reaction to Constitution & Charter of Rights	1997-046/016(41)			
824014	V&B/CUIO		X	Canada Day Communications	/016(42)			
827002	Fed. Health & Welfare		X	Medicare	/016(43)			/041(03)
827003	Statistics Canada	X		Commercial Test (2 v.)	/016(44,45)			
827004	Statistics Canada		X	Post Evaluation Ad Test	/016(46)			/041(04)
827006	Employment	X		Helping Canada Work Qualitative Concept Study	/016(47)			
827007	Ontario - Policy Strategy		X	Summary Findings	/016(48)			
827010	PEI		X	Strategic Direction	/016(49)			
827011	Fed. Health & Welfare	X		Consumer Reaction to Brochures	/016(50)			
827012	Fed. Status of Women		X	Federal Female Strategic	/016(51)			
827013	E & I		X	Youth Employment Study	/016(52)			/041(05)
827014	New Brunswick Liberals		X	Province-wide April 1	/016(53)	/028(31)		
827018	C.U.I.O.	X		Fair Themes Execution Evaluation	/016(54)			
827019	Federal Government			Canadian Culture Study	/016(55)			
827021	Liberal Party of Canada		X	Temiskaming	/016(56)			
827023	New Brunswick Liberals			Groups -see # 827014	/016(53)			
827025	Dept. of Revenue		X	Nfid Issues-Offshore Oil & Fisheries Audit	/016(57)			
827027	Liberal Party		X	Grand Bay-White Falls- Labrador- Riding	/016(58)			
827029	Liberal Party			Trudeau's Image (2 v.)	/016(59,60)		/040(14)	
827030	EMR / Revenue	X	X	Nfid. - Groups-Response to TV & Radio Ads	1997-046/017(01)			
827031	Eggleton	X		Eggleton Strategic	/017(02)			
827033	Dept. External Affairs		X	Attitudes re: Canada's Int'l Relations	/017(03)			
827034	B.C. Government		X	B.C. Issues	No Report			/041(06)
827036	Dept Energy/Mines/Res	X		Assessment of EMR Engery Ad in Edmonton	/017(04)			
827038	New Brunswick Liberals		X	Province-Wide Update	/017(05)			
827039	Secretary of State	X		Youth Attitudes -A Qualitative Perspective (2 v.)	/017(06,07)			
827040	New Brunswick Liberals	X		Ad Testing	/017(08)			
827042	New Brunswick Liberals		X	September 20 Update	/017(09)			
827043	AMG	X	X	Advocacy Ad. Public Reaction to Gov't Ads (3 v.)	/017(10,11,12)			
827044	Federal Liberals		X	Broadview-Greenwood	No Report			/041(07)
827045	Federal Government/CUIO			Insights re: Role of Gov't in Canada	/017(13)			
827047	National Harbours Board			Mktplace Perspectives on the Nat'l Harbours Bd	/017(14)			
827048	Israel Attitude		X		No Report		/040(15)	/041(08)
827049	UFFI Urea Formaldehyde		X	Homeowner Ad	/017(015)			

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819034	Palmer Jarvis	X		Census Canada Groups	/016(04)		/040(13)	
819036	Toronto Star		X	Issues of Concern to Toronto Res Wave 15	/016(05)			/016R
819039	Loto Canada		X	Current Lottery Buying Practices	/016(06)			/016R
819046	CanWest Communciation Ltd	X		Energy Ad Test (2 v.)	/016(07,08)			
819049	Federal Government		X	Cdn Attitudes: re:Blue Collar Occupations	/016(09)			/016R
819050	CUIO	X		Unity booklet #2	/016(10)			
819053	CUIO		X	Canada Day	/016(11)		/016R	/016R
819054	CUIO	X		Print Ad	/016(12)			
819055	CUIO	X		The Constitution and You	/016(13)			
819064	CUIO	X		Canada Day Ads - Quebec	/016(14)			
819066	McKim Advertising	X		BC's For Me, Always Will Be Campaign Eval	/016(15)			
819073	Dome Petroleum	X		Energy Perspective	/016(16)			
819075	CUIO	X		Languages Ads	/016(17)			
819080	Canada Post			Canada Post Exploratory	/016(18)			
819083	CUIO/MacLaren	X		Unity Ads-Environment	/016(19)			
819086	Energy, Mines & Resources		X	EMR/DAR-Cda Oil Substitution Prog. Ad Eval	/016(20)	/016R		/016R
819092	CUIO	X		Unity Exhibition Display	/016(21)			
819093	CUIO		X	Corporate Tracking	/016(22)			/016R
819094	MacLaren	X		Cda Savings Bonds-Logo/Theme Pretest	/016(23)			
819101	Toronto Star		X	Issues of Int to Toronto Res. Wave 16	/016(24)			/016R
819103	CUIO	X		Travel Times	/016(25)			/016R
819110	CUIO	X		Corporate Commercials	/016(26)			
819111	CUIO	X		French Theme Lines-Signature Tests	/016(27)			
819112	CUIO	X		French Constitution-TV Test	/016(28)			
819116	CUIO	X	X	Att. re:Offshore Oil & Gas Resources 3v.	/016(29,30,31)			/016R
819118	Tourism Information Services		X	Wand Test - Niagara Falls	/016(32)			/016R
819122	CUIO	X		Calendar	/016(33)		/016R	
819132	Toronto Star		X	Awareness of Toronto Sports Columnists	/016(34)			/016R
819139	Ronalds Reynolds/EMR	X		Energy Agreement Print Ad Pretest	/016(35)		/016R	
819143	CUIO	X		Quebec Print Ads	/016(36)			
819153	Toronto Star		X	Quarterly	No Report			/041(02) /041R
819163	Ronalds Reynolds	X		Anti-smoking Pretest	/016(37)			
819171	CUIO	X		French Billboard Response	/016(38)			
819178	CUIO	X		Constitutional Pretest-French Theme Line	/016(39)			
819182	CUIO	X		Charter of Rights & Freedoms	/016(40)			

SERIES LEVEL DESCRIPTION

S00048 Unsuccessful research proposals. — 1970-1992. — 3 cm of textual records. — Series consists of research proposals prepared by Goldfarb Consultants which were not accepted by the client to whom they were submitted. — Title based on the contents of the series. — File list available.

CALL NUMBER**FILE LIST****1997-046/038**

- (01) The Viewpoint of Canadians on the Constitutional Issues;
Research Proposal for The Canadian Unity Information Office;
June, 1980.
- (02) A Survey of Residents' Attitudes to City of Toronto Services;
Research Proposal for City of Toronto, Office of Neighbourhood
Services; April, 1981.
- (03) The Need, the Vision, the Technology;
Research Proposal for The Liberal Party of Canada, National
Campaign Committee; June, 1983.
- (04) 1984 Public Attitudes Towards Revenue Canada-Taxation
and this Year's Tax Filing Expenditure;
Research Proposal for Revenue Canada-Taxation;
February, 1984.
- (05) 1985 Wheel-Trans Survey;
Research Proposal for Toronto Transit Commission;
May 21, 1985.
- (06) Why do 15 to 20 per cent of Graduates from Faculties and Schools
of Education Not Enter the Teaching Profession?;
Research Proposal for Ontario Ministry of Education,
Centre for Teacher Education; October, 1990.

- (07) The Mature Market;
Research Proposal for Maritime Life; January, 1991.

- (08) Driver Awareness Research Program;
Research Project for Ontario Ministry of Transportation; August,
1991

- (09) Goldfarb Consultants & Cityscape '92;
Research Project, Looking at Edmonton in 1992

SERIES LEVEL DESCRIPTION

S00049 Administrative files. — 1970-1992. — .6 m of textual records. — Series consists of general administrative files including newspaper clippings about a particular subject, reports, correspondence, memoranda, and copies of contracts which provide additional information about specific research projects. Some files are not associated with a specific research project. — Title based on the contents of the series. — File list available. — List of administrative files associated to a specific project available by project number in document/project log.

CALL NUMBER**FILE LIST****1997-046/039**

- | | | |
|------|---------|--|
| (01) | 1969-70 | Senate Committee on Mass Media, "Good, Bad or Simply Inevitable" |
| (02) | 1976 | Government of Canada (Liberals), Sundry Correspondence |
| (03) | 1976 | National Opinion Perspective |
| (04) | 1976 | Ontario Government Policy Study |
| (05) | 1976 | Political Survey Results |
| (06) | 1976 | Trudeau's Image v. Clark |
| (07) | 1976 | Voting Intentions |
| (08) | 1978 | Secretary of State, Canadians Perceptions of the Economic Contribution of the Arts to the Canadian Society |
| (09) | 1979 | National Strategic Policy |
| (10) | 1979 | Ontario Ministry of Labour |
| (11) | 1979 | Liberal Party's Strategic Plan |

- (12) 1980 Summary of Public Opinion re: Federal Government
- (13) 1981 Constitutional Issues
- (14) 1982 An Analysis of Federal Voting Trends, Issues, Party Leaders, 1970-1982
- (15) 1982 Trudeau's Image
- (16) 1984 Advertising Insights for the Multicultural Community
- (17) 1984 Campaign 1984 Results
- (18) 1984 Core Campaign Speech, 1st Draft
- (19) 1984 Effects of Postponing Queen's Visit/PM's Wife
- (20) 1984 Issue Interaction Modelling
- (21) 1984 Leadership Candidate Attitudes
- (22) 1984 Liberal Party's Strategies and Campaign Themes
- (23) 1984 National Survey of Canadian's Attitudes Toward the Economy and Future
- (24) 1984 Political Survey Summaries
- (25) 1986 Realignment Theory and the 1984 Election: Some Tentative Conclusions
- (26) 1987 Bellweather Ridings
- (27) 1980 Response to Toronto Star's George Bain's Negative Column which suggests research methodology is flawed and falsely identifies Martin Goldfarb
- (28) 1984 CN

- (29) 1984 CTV/GC Joint Project (Book dealing with Conservative and Liberal Leadership Conventions)
- (30) 1984 Contracts - Government (Federal and Provincial)
- (31) 1984 Federal Liberals, Leadership Convention Press Accreditation
- (32) 1984 Government of Canada
- (33) 1984 Government of Canada - National Revenue
- (34) 1984 Government of Canada - Statistics
- (35) 1984 Government of Canada - Supply and Services
- (36) 1984 Government of Canada - B.C.
- (37) 1984 Government of Canada - Ont.
- (38) 1984 Government of the United States
- (39) 1984 Liberal Party of Canada
- (40) 1984 Liberal Party of Canada, Axworthy, Tom
- (41) 1984 Liberal Party of Canada, Coutts, James A.
- (42) 1984 Post Election Notes (Bipartisan)
- (43) 1984 Secretary of State for External Affairs (Colloquium 7,8 Mar.)
- (44) 1985 Book, Political - Collaboration
- (45) 1985 CFTO (Ontario PC Leadership Convention, Jan.)
- (46) 1985 Fisheries Bid (Oct. 7)
- (47) 1985 Government of Canada
- (48) 1985 Government of B.C.

- (49) 1985 Government of Ont.
- (50) 1987 Government of Ont. (Liberal) Sundry Correspondence
- (51) 1988 Federal Liberal Election Campaign Strategies
- (52) 1990 Liberal Ontario Election Campaign Issues
- (53) 1984 Target Riding Issue Analysis
- (54) 1984 The Issue Response
- (55) 1982 Summary of 1982 Strategic Studies
- (56) 1982 The Issue Map
- (57) 1979-80 Advertising Support for 1979/80 Campaigns

1997-046/040

See document/project log.

SERIES LEVEL DESCRIPTION

S00050 Moving images. — 1981-1992. — 16 videocassettes (00:00:30 or longer) ; 20 mm or smaller. — Series consists of video tape productions pertinent to the Liberal Party of Canada including speeches made by Trudeau, and political commercials produced for various election campaigns. — Title based on contents of the series. — Item list available.

1997-046/024

- (01) 1 videocassette (00:00:30): Red Leaf Communications - *"TV Debate,"* video commercial with Turner/Mulroney re: Trade Agreement for Federal Liberal Party - election campaign Nov 21/1988.
- (02) 1 videocassette (00:00:30): Red Leaf Communications - *"Tax Grab,"* video commercial for Federal Liberal Party - election campaign Nov 21/1988.
- (03) 1 videocassette (00:02:00): Red Leaf Communications - *"Free Time TV Debate,"* video commercial re: Free Trade Agreement for Federal Liberal Party - election campaign Nov 21/1988.
- (04) 1 videocassette (00:00:30): Red Leaf Communications - *"Free Trade - Future,"* video commercial for the Federal Liberal Party - election campaign Nov 21/1988.
- (05) 1 videocassette (00:00:30): Red Leaf Communications - *"Free Trade - Identity,"* video commercial for the Federal Liberal Party - election campaign for Nov 21/1988.
- (06) 1 videocassette (00:00:30): Red Leaf Communications - *"Punching Bag"* (Taxes), video commercial for the Federal Liberal Party - election campaign for Nov 21/1988.
- (07) 1 videocassette (00:02:00): Red Leaf Communications - *"Free Time TV - Supers"* (Trade Deal), video commercial for the Federal Liberal Party - election campaign for Nov 21/1988.

- (08) 1 videocassette (00:00:30): Red Leaf Communications - "Soccer Ball" (Taxes), video commercial for Federal Liberal Party - election campaign for Nov 21/1988.
- (09) 1 videocassette (00:09:30): Red Leaf Communications - 19 video commercials for the Federal Liberal Party - election campaign for Nov 5/1981:
1. *Homeowner*
 2. *Magician*
 3. *Embassy*
 4. *Clark/Miller*
 5. *Gas Pump*
 6. *Clark vs Clark*
 7. *Petrocan*
 8. *Clark/Davis*
 9. *Budget Review*
 10. *Tractors (Western Version)*
 11. *Team*
 12. *Trudeau Energy Version*
 13. *Indecision (Oil Cans)*
 14. *Workers (3 Candidates)*
 15. *Clark/Lougheed/Alberta*
 16. *Chance (House of Cards)*
 17. *Gordon Gibson/Oil Tanker (BC only)*
 18. *Gordon Gibson/Strong Voices (BC only)*
 19. *Art Phillips/Petrocan Revised (BC only)*
- (10) 1 videocassette (00:04:00): MBU Videos - 8 video commercials for the Federal Liberal Party - election campaign Nov 5/1981:
1. *Magician*
 2. *Gas Pump*
 3. *Petrocan*
 4. *Clark/Davis*
 5. *Budget Review*
 6. *Team*
 7. *Trudeau Energy Version*
 8. *Indecision (Oil Cans)*

- (11) 1 videocassette: (00:00:30): VTR Productions - "Game Show," Test Commercial (Mulroney/Crosbie) for Sept 4, election campaign.
- (12) 1 videocassette: (00:45:00): 3-15minute speeches given by Trudeau on Oct 19, Oct 20, Oct 21, 1982.
- (13) 1 videocassette: (00:02:00): Red Leaf Communications - 4 video commercials featuring Peterson for the Ontario Liberal Party, election campaign for Aug 13/1987 election.
1. *Education*
 2. *Quality of Life*
 3. *Housing*
 4. *Free Trade*
- (14) 1 videocassette: (00:30:00): Boardwalk Video - Ontario Liberal Leadership Convention, (frontrunners Peterson/Copps), commentators M. Goldfarb and J. Grafstein, Feb 19 & Feb 20/1982.
- (15) 1 videocassette: (00:05:00): Coca Cola Ltd. - interview with M. Goldfarb, Nov 29/1989.
- (16) 1 videocassette: (00:10:00): Ford Motor Company - "Customer Satisfaction," speech given by M. Goldfarb, Apr 7/1988.

SERIES LEVEL DESCRIPTION

S00051 Data files. —1981-1992. — .3m of textual records — 3 CD ROMs. — Series consists of textual records and electronic data files relating to a specific project. Each project file includes a questionnaire, a data layout sheet and the raw data in electronic form. Electronic data files transferred to Institute for Social Research in October 1998 for research files. — Title based on content of the series. — File list available.

CALL NUMBER**DATA FILE LIST**

1997-046/041	<u>Project #</u>	<u>Title</u>
(01)	817040	B.C. Auto Insurance
(02)	819153	Government Omnibus
(03)	827002	Government Health Care
(04)	827004	Statistics Canada
(05)	827013	Employment in Canada
(06)	827034	Government Omnibus
(07)	827044	Government Election
(08)	827048	Israel Attitude
(09)	829006	Toronto Omnibus
(10)	829053	Canadian Constitution
(11)	829055	Night Rail Transit
(12)	829061	Government Omnibus
(13)	829081	Government Omnibus
(14)	829086	Mining Industry
(15)	837004	Secretary of State Youth
(16)	837007	Government Oil Revenue
(17)	837011	Independent Business
(18)	837015	Defense Tracking
(19)	837017	National Defence Crest
(20)	839029	CUIO Canada Games Ad Tracking
(21)	839104	Travel to Canada
(22)	847023	Defense May Tracking
(23)	847024	Federal Liberals Battleford
(24)	849036	Toronto Star Quarterly
(25)	849038	Tourism
(26)	849053	5 Market Tourism

(27)	849078	B.C. Election
(28)	849095	CN Crow Reform
(29)	849105	Toronto Star Quarterly
(30)	849113	CN Grain Transportation
(31)	857015	Government of Ontario
(32)	857019	Markham
(33)	857023	Magna
(34)	857024	Eggleton

1997-046/042

(01)	867001	Vancouver Public Transit
(02)	867003	Ontario Election
(03)	867007	Life in Ontario
(04)	867009	Energy and Electricity in Ontario
(05)	867011	BC Government
(06)	867011	Life in B.C.
(07)	867013	BC Government
(08)	867014	Social Credit Party
(09)	867017	Women's Issues
(10)	867019	BC Social Credit
(11)	867020	BC Election
(12)	867021	Federal Election
(13)	867023	Toronto Mayoralty
(14)	867024	Ontario Medical
(15)	867025	Life in Nova Scotia
(16)	867027	Federal Government
(17)	869046	Federal/Provincial Omnibus
(18)	869138	BC Education
(19)	877001	Sunday Shopping
(20)	877002	Essential Services
(21)	877006	South Africa
(22)	877007	Government Omnibus
(23)	877010	Federal Election
(24)	877011	Federal Election
(25)	877013	Government Omnibus
(26)	877015	Ontario Government Election
(27)	877022	Provincial Election Politics
(28)	877023	Ontario Election Tracking
(29)	877024	Ontario Election Debate Analysis

(30)	879038	Sunday Shopping
(31)	879084	Ontario Hydro
(32)	879096	Sunday Shopping
(33)	879147	BC Hydro
(34)	879144	Police and Minorities
(35)	879153	Natural Gas Vehicles
(36)	879157	Federal Election
(37)	879161	Royal Winter Fair

1997-046/043

(01)	887001	Federal Liberals Strategic
(02)	887015	Ontario Elections
(03)	887016	Federal Elections
(04)	887018	Federal Liberals Welland Thorold
(05)	887019	Federal Ridings Vancouver
(06)	887020	Federal Liberals Campaign
(07)	888002	Life in Canada
(08)	897001	Ontario Government Omnibus
(09)	897004	Ontario Education
(10)	897010	Government Issues
(11)	897011	Saskatchewan Provincial Election
(12)	897012	Saskatchewan Provincial Election
(13)	907004	Provincial Government
(14)	907009	Provincial Politics
(15)	907012	Ontario Auto Insurance
(16)	907017	Provincial Politics
(17)	907019	Provincial Politics
(18)	907020	Federal Politics
(19)	907027	BC Political
(20)	908002	Federal Government Omnibus
(21)	909034	Sunday Shopping
(22)	909200	Oro Township
(23)	927004	SSHRC Mailout
(24)	927006	EIC Drop Out
(25)	927007	Young People
(26)	818100	1981 Goldfarb Report
(27)	828200	1982 Goldfarb Report
(28)	838300	1983 Goldfarb Report
(29)	848400	1984 Goldfarb Report

1997-046/044

(01)	868001	1986 Goldfarb Report
(02)	868002	1986 Goldfarb Report Update
(03)	878001	1987 Goldfarb Report
(04)	888100	1988 Goldfarb Report
(05)	898001	1989 Goldfarb Report
(06)	908001	1990 Goldfarb Report

1997-046/050

(12)	918001	1991 Goldfarb Report
(13)	928001	1992 Goldfarb Report

(14) CD-ROM 1

Note: All *.cbi files have been converted to *.asc files and can be found on CD-ROM 3.

aug_04.asc	877023	Ontario Election Tracking
aug_05.asc	877023	Ontario Election Tracking
aug_06.asc	877023	Ontario Election Tracking
aug_07.asc	877023	Ontario Election Tracking
aug_08.asc	877023	Ontario Election Tracking
aug_09.asc	877023	Ontario Election Tracking
aug_10.asc	877023	Ontario Election Tracking
aug_11.asc	877023	Ontario Election Tracking
aug_12.asc	877023	Ontario Election Tracking
aug_13.asc	877023	Ontario Election Tracking
aug_14.asc	877023	Ontario Election Tracking
aug_15.asc	877023	Ontario Election Tracking
aug_16.asc	877023	Ontario Election Tracking
aug_17.asc	877023	Ontario Election Tracking
aug_18.asc	877023	Ontario Election Tracking
aug_19.asc	877023	Ontario Election Tracking
aug_20.asc	877023	Ontario Election Tracking
aug_21.asc	877023	Ontario Election Tracking
aug_22.asc	877023	Ontario Election Tracking
aug_23.asc	877023	Ontario Election Tracking
aug_24.asc	877023	Ontario Election Tracking
aug_25.asc	877023	Ontario Election Tracking
aug_26.asc	877023	Ontario Election Tracking
aug_27.asc	877023	Ontario Election Tracking

aug_28.asc	877023	Ontario Election Tracking
aug_29.asc	877023	Ontario Election Tracking
aug_30.asc	877023	Ontario Election Tracking
aug_31.asc	877023	Ontario Election Tracking
c87701~1.asc	877011	Federal Election
c877022.asc	877022	Provincial Election Politics
c877024.asc	877024	Ontario Election Debate Analysis
c879144_.asc	879144	Police and Minorities
c87915~1.asc	879151	
c88701~1.asc	887011	Federal Elections
c88701~2.asc	887012	Ontario Treasurer
c887016a.asc	887016	Federal Elections, Riding Monitor
c887016b.asc	887016	Federal Elections, Riding Monitor
c887016c.asc	887016	Federal Elections, Riding Monitor
c887020.asc	887020	Federal Liberals Campaign
c888002.asc	888002	Life in Canada
c897001.asc	897001	Ontario Government Omnibus
c897010.asc	897010	Government Issues
c897011.asc	897011	Saskatchewan Provincial Election
c897012.asc	897012	Saskatchewan Provincial Election
c90700~1.asc	907001	Ontario Government Strategic
c90700~2.asc	907002	Attitudes re: Health Care System in Ont.
c90701~1.asc	907011	Ontario Ministry of Citizenship
c907012.asc	907012	Ontario Auto Insurance
c907017.asc	907017	Provincial Politics
c907020.asc	907020	Federal Politics
c907027.asc	907027	BC Political
c908002.asc	908002	Federal Government Omnibus
c909200.asc	909200	Oro Township
c92700~1.asc	927001	Canadian Centre on Substance Abuse
c927004r.asc	927004	SSHRC Mailout
c927007a.asc	927007	Young People
c927007b.asc	927007	Employment & Immigration
sep_01.asc	877023	Ontario Election Tracking
sep_02.asc	877023	Ontario Election Tracking
sep_03.asc	877023	Ontario Election Tracking
sep_05.asc	877023	Ontario Election Tracking
sep_07.asc	877023	Ontario Election Tracking
sep_08.asc	877023	Ontario Election Tracking

879153ai.cbi	879153	Natural Gas Vehicles
879153bi.cbi	879153	Transportation Habits
879153ci.cbi	879153	ICG Utilities
c817040i.cbi	817040	B.C. Auto Insurance
c818100i.cbi	818100	1981 Goldfarb Report
c819153i.cbi	819153	Government Omnibus
c827002i.cbi	827002	Government Health Care
c827004i.cbi	827004	Statistics Canada
c827034i.cbi	827034	Government Omnibus
c827044i.cbi	827044	Government Election
c827048i.cbi	827048	Israel Attitude
c828200i.cbi	828200	1982 Goldfarb Report
c829006i.cbi	829006	Toronto Omnibus
c829053i.cbi	829053	Constitution Tracking
c829055i.cbi	829055	Night Rail Transit
c829061i.cbi	829061	Government Omnibus
c829081i.cbi	829081	Government Omnibus
c829086i.cbi	829086	Mining Industry
c837004i.cbi	837004	Secretary of State Youth
c837007i.cbi	837007	Government Oil Revenue
c837011i.cbi	837011	Independent Business
c837015i.cbi	837015	Defense Tracking
c837017i.cbi	837017	National Defence Crest
c838300i.cbi	838300	1983 Goldfarb Report
c839029i.cbi	839029	CUIO Canada Games Ad Tracking
c839104i.cbi	839104	Travel to Canada
c847023i.cbi	847023	Defense May Tracking
c847024i.cbi	847024	Federal Liberals Battleford
c848400i.cbi	848400	1984 Goldfarb Report
c849036i.cbi	849036	Toronto Star Quarterly
c849038i.cbi	849038	Tourism
c849053i.cbi	849053	5 Market Tourism
c849078i.cbi	849078	B.C. Election
c849095i.cbi	849095	CN Crowne Reform
c849105i.cbi	849105	Toronto Star Quarterly
c849113i.cbi	849113	CN Grain Transportation
c857015i.cbi	857015	Government of Ontario
c857019i.cbi	857019	Markham
c857023i.cbi	857023	Magna
c857024i.cbi	857024	Eggleton

c867001i.cbi	867001	Vancouver Public Transit
c867003i.cbi	867003	Ontario Election
c867007i.cbi	867007	Life in Ontario
c867009i.cbi	867009	Energy and Electricity in Ontario
c867013i.cbi	867013	BC Government
c867014i.cbi	867014	Social Credit Party
c867017i.cbi	867017	Women's Issues
c867023i.cbi	867023	Toronto Mayoralty
c867024i.cbi	867024	Ontario Medical
c867027i.cbi	867027	Federal Government
c868001i.cbi	868001	1986 Goldfarb Report
c868002i.cbi	868002	1986 Goldfarb Report Update
c869046i.cbi	869046	Federal/Provincial Omnibus
c869138i.cbi	869138	BC Education
c877001i.cbi	877001	Sunday Shopping
c877002i.cbi	877002	Essential Services
c877006i.cbi	877006	Social Affairs
c877007i.cbi	877007	Government Omnibus
c877013i.cbi	877013	Government Omnibus
c879038i.cbi	879038	Sunday Shopping
c879084i.cbi	879084	Ontario Hydro
c879096i.cbi	879096	Sunday Shopping
c879147i.cbi	879147	BC Hydro
c879161i.cbi	879161	Royal Winter Fair
c887001i.cbi	887001	Federal Liberals Strategic
c887018i.cbi	887018	Federal Liberals Welland Thorold
c888100i.cbi	888100	1988 Goldfarb Report
c897004i.cbi	897004	Ontario Education
c908001i.cbi	908001	1990 Goldfarb Report
c918001i.cbi	918001	1991 Goldfarb Report
c928001i.cbi	928001	1992 Goldfarb Report
d827013i.cbi	827013	Employment in Canada

(15) CD-ROM 2

Note: All *.cbi files have been converted to *.asc files and can be found on CD-ROM 3.

c867011i.cbi	867011	Life in BC
c878001i.cbi	878001	1987 Goldfarb Report
c898001i.cbi	898001	1989 Goldfarb Report

(16) **CD-ROM 3** - This CD contains the ascii version of all the cbi files in the other two CDs in 1997-046/050.

879153a.asc	879153	Natural Gas Vehicles
879153b.asc	879153	Transportation Habits
879153c.asc	879153	ICG Utilities
c817040.asc	817040	B.C. Auto Insurance
c818100.asc	818100	1981 Goldfarb Report
c819153.asc	819153	Government Omnibus
c827002.asc	827002	Government Health Care
c827004.asc	827004	Statistics Canada
c827034.asc	827034	Government Omnibus
c827044.asc	827044	Government Election
c827048.asc	827048	Israel Attitude
c828200.asc	828200	1982 Goldfarb Report
c829006.asc	829006	Toronto Omnibus
c829053.asc	829053	Constitution Tracking
c829055.asc	829055	Night Rail Transit
c829061.asc	829061	Government Omnibus
c829081.asc	829081	Government Omnibus
c829086.asc	829086	Mining Industry
c837004.asc	837004	Secretary of State Youth
c837007.asc	837007	Government Oil Revenue
c837011.asc	837011	Independent Business
c837015.asc	837015	Defense Tracking
c837017.asc	837017	National Defence Crest
c838300.asc	838300	1983 Goldfarb Report
c839029.asc	839029	CUIO Canada Games Ad Tracking
c839104.asc	839104	Travel to Canada
c847023.asc	847023	Defense May Tracking
c847024.asc	847024	Federal Liberals Battleford
c848400.asc	848400	1984 Goldfarb Report
c849036.asc	849036	Toronto Star Quarterly
c849038.asc	849038	Tourism
c849053.asc	849053	5 Market Tourism
c849078.asc	849078	B.C. Election
c849095.asc	849095	CN Crowne Reform
c849105.asc	849105	Toronto Star Quarterly
c849113.asc	849113	CN Grain Transportation
c857015.asc	857015	Government of Ontario

c857019.asc	857019	Markham
c857023.asc	857023	Magna
c857024.asc	857024	Eggleton
c867001.asc	867001	Vancouver Public Transit
c867003.asc	867003	Ontario Election
c867007.asc	867007	Life in Ontario
c867009.asc	867009	Energy and Electricity in Ontario
c867013.asc	867013	BC Government
c867014.asc	867014	Social Credit Party
c867017.asc	867017	Women's Issues
c867023.asc	867023	Toronto Mayoralty
c867024.asc	867024	Ontario Medical
c867027.asc	867027	Federal Government
c868001.asc	868001	1986 Goldfarb Report
c868002.asc	868002	1986 Goldfarb Report Update
c869046.asc	869046	Federal/Provincial Omnibus
c869138.asc	869138	BC Education
c877001.asc	877001	Sunday Shopping
c877002.asc	877002	Essential Services
c877006.asc	877006	Social Affairs
c877007.asc	877007	Government Omnibus
c877013.asc	877013	Government Omnibus
c879038.asc	879038	Sunday Shopping
c879084.asc	879084	Ontario Hydro
c879096.asc	879096	Sunday Shopping
c879147.asc	879147	BC Hydro
c879161.asc	879161	Royal Winter Fair
c887001.asc	887001	Federal Liberals Strategic
c887018.asc	887018	Federal Liberals Welland Thorold
c888100.asc	888100	1988 Goldfarb Report
c897004.asc	897004	Ontario Education
c908001.asc	908001	1990 Goldfarb Report
c918001.asc	918001	1991 Goldfarb Report
c928001.asc	928001	1992 Goldfarb Report
d827013.asc	827013	Employment in Canada
c867011.asc	867011	Life in BC
c878001.asc	878001	1987 Goldfarb Report
c898001.asc	898001	1989 Goldfarb Report

