

Goldfarb Report Data

Data Collection Timeframes

FEBRUARY- MARCH

Annual

- 1600 adult Canadians 18+
- Self-completes
- 200-page questionnaire
- 22 years

SEPTEMBER 3-10, 2001

Pre-Sept. 11th Benchmark

- 800 telephone interviews
- 15 minutes

OCTOBER 23-29, 2001

6 Weeks Later

- 1000 telephone interviews
- 15 minutes

JANUARY 15-23, 2002

4 Months Later

- 1000 telephone interviews
- 15 minutes