



What is the Goldfarb Report?

Conducted annually **A strategic tool** *results are supported by*
providing perspectives
on both the “current state of the nation”
and “trends in the Canadian marketplace.”

Random telephone pre-recruit followed by mail-out
200 page, self-administered questionnaire
Helps governmental departments in setting
overall policy direction and understanding the
opinions of Canadians from coast-to-coast

Providing the “link” between
Canadians and government