



**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