

STEP-BY-STEP:

RESEARCHING CONSUMER BUYING HABITS

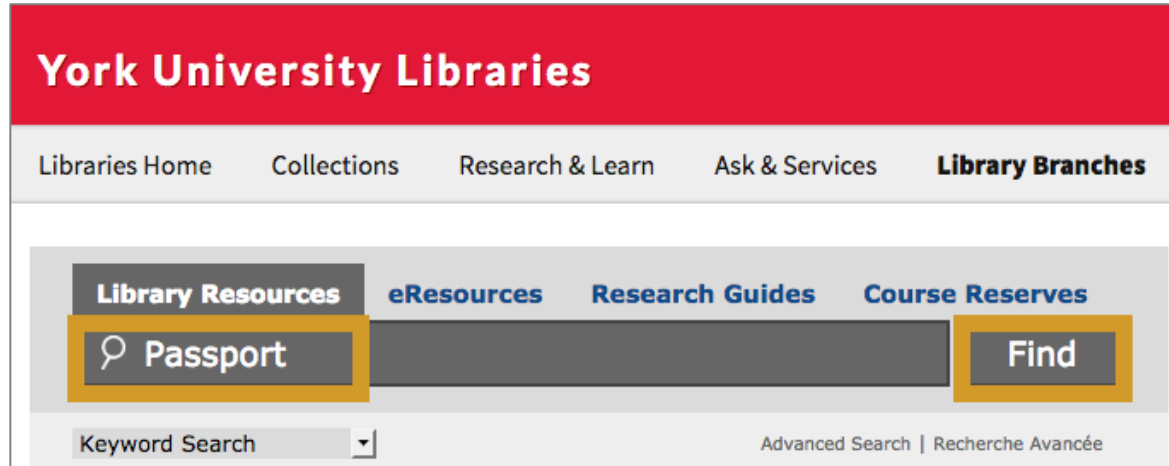
Use this document to research consumer buying habits.

Passport 2

PASSPORT

Offers market research reports covering many consumer goods and service categories, consumer lifestyle analysis, brand and market share data for myriad consumer products, and profiles and rankings of leading consumer goods companies.

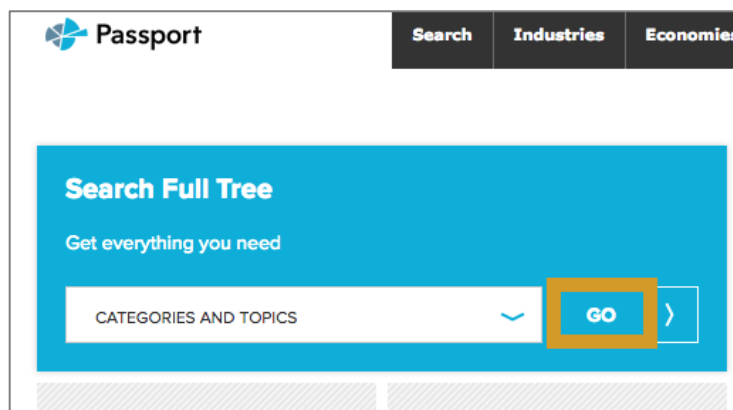
- 1 Start at the York University Libraries [homepage](#). Enter **Passport** in the search bar, and click **Find**.



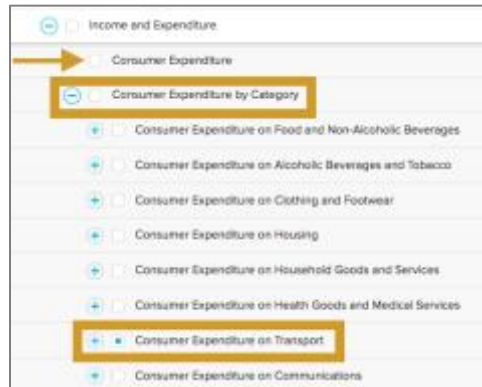
- 2 Click **Click to access this resource**.



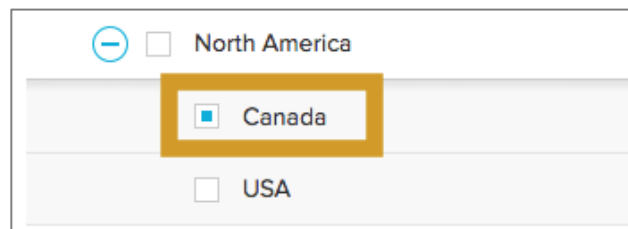
- 3 Click **Go** beside **Categories & Topics**.



- 4** Scroll down to **Economics and Consumer Topics**, and click the **+ sign** beside **Income and Expenditure**. Click the **+ sign** beside **Consumer Expenditure by Category** to see more specific sub-categories. Select **Consumer Expenditure on Transport**. Scroll down and click **Next** at the bottom of the page to go to the **Geographies** tab.



- 5** Under **Geographies**, click the **+ sign** beside **North America** and select **Canada**. Click **Search** on top.



- 6** On the result page, see under **Popular Statistics** for numbers, as well as a report on **Income and Expenditure: Canada**, which analyses the spending habits of Canadians.

POPULAR STATISTICS	ANALYSIS
<p>Economies and Consumers Annual Data Annualised economic and consumer data in a time series.</p>	<p>FILTER ANALYSIS (0) + SORT RESULTS ∨</p>
<p>STATISTICS</p> <p>Consumer Expenditure by Age of Household Head</p>	<p>Income and Expenditure: Canada COUNTRY BRIEFING MAY 2017</p> <p>Canadians per capita expenditure income and spending levels recorded sustained growth between 2011 and 2016. However, Canadian consumers became more cautious towards spending over 2015-2016, as a result of the impact of trends in global oil prices on ...</p>