

York University

Business Research at York Toolkit (BRYT)

Video transcript: Research consumer buying habits with Passport

Hey there. I'm Stephanie on behalf of the BRYT team. Today I'm here to show you how you can generate data on consumer buying habits using the built-in filters in **Passport**. Passport covers over 200 countries, so it's a one-stop shop for finding consumer buying info for national and international markets.

Let's start from the Library's website and type in Passport. Then click Click to access this resource. Passport gives us different paths to pull in data on consumer buying habits. For example, use the Consumers tab in the top menu to generate Income and Expenditure reports that include a wealth of data and related statistics on consumer attitudes, behaviours and spending patterns, including media habits. However, today I'll show you one of the simplest ways to get what you need from Passport! On the default page, click the Search tab in the top menu. Let's keep it simple and click Go beside Categories & Topics. Scroll down to Economic and Consumer Topics, and click the + sign beside Income and Expenditure. You can find more specific sub-categories by clicking the + sign beside Consumer Expenditure by Category. And then select Consumer Expenditure on Transport. You can also select other data points and useful sub-categories such as: Average Disposable Income by Sex and Disposable Income by Urban/Rural Split. Scroll up and click the Geographies tab. Under Geographies, let's expand North America and select Canada. Now that we've selected our categories and location, let's click Search. And here are the results. We can get the numbers we're looking for under Popular Statistics. If we go back to the results page, we can also view a report on Income and Expenditure: Canada, which analyzes the spending habits of Canadians.

And that's how Passport can provide you with up-to-date insights into the latest consumer perceptions and buying habits both globally and at home.