Passport

What is Passport?
Passport is a global marketing information database published by market research company Euromonitor International. It presents selected data from international organisations such as the International Monetary Fund (IMF) and World Bank in an easily accessible format. This data underlies market reports and analysis of industry, country and consumer trends.

When should I use Passport?
Designed for market researchers who need relatively small amounts of data as a basis for commercial activity, use this database when you want to identify data for:

- an industry or a product
- a country
- consumer trends and lifestyles, income and expenditure, or demographics.

Accessing Passport
Passport is accessed via the E-resources Guide. To open the E-resources Guide:

1. Access it directly at this address: http://subjectguides.york.ac.uk/e-resources
2. When the E-resources Guide has opened select Datasets and Statistics from the E-resources by Category drop-down menu. A list of resources in this area is then displayed.
3. Click on Passport: Global Market Information Database. You may be asked to log in with your IT Services username and password.

The resource will now open in a new window.

Complete the following task to familiarise yourself with the content and functionality of the database:

Create a data table to compare infant mortality rates in ASEAN countries since 2000.

1. Start from the E-resources guide’s list of Datasets and Statistics, and follow the link to Passport: Global Market Information Database. Log in when prompted.
2. You are able to search for datasets matching keywords of your choice, or browse the subject categories. From the drop-down Countries & Consumers menu, select Consumer Trends and Lifestyles.

3. From the Search Tree in the left-hand panel, select Health, then click Go:

4. From the Category Tree, untick the general Health heading, and tick Infant Mortality Rates.

   Note the symbols which indicate that for this topic, both data and reports are available.

5. At the bottom of the Category Tree, click Now Choose Geographies.

6. You can explore the Geography Tree to select countries, or refer to the Predefined Selections for a shortcut to ASEAN. Click to See Data Now when you are ready.

7. By default, the table presents 6 years’ data for each country selected. Use the Change Time Series menu in the left-hand panel to select the additional years 2000–2006.

   Note the Research Sources: use this as a template for citing the data correctly in your own work (you may need to amend the order of the elements, to conform to your department’s recommended citation style).

   Note also the icons above the table which enable you to export the data to Excel for further analysis, or PDF for a presentation/report.

   On-screen help is available by clicking on ? (top right corner).