

Find consumer information in Passport

Business Library

Haskayne School of Business

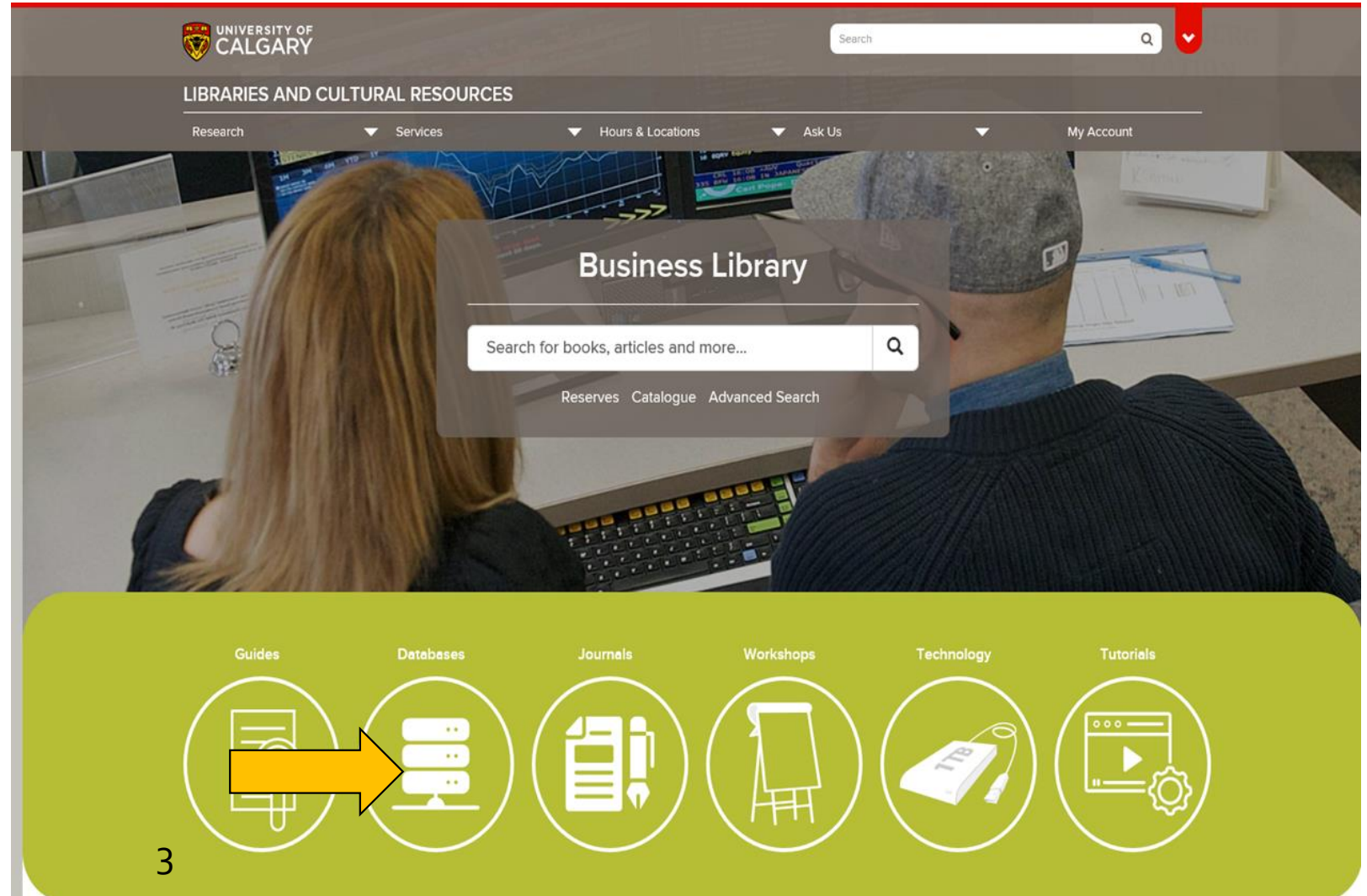
May 2019

Access Passport

Go to

<https://library.ucalgary.ca/business/>

1. Select "Databases" - "P" -
"Passport"



Access Passport

You will be asked to authenticate your status as a student, staff or faculty member of the University of Calgary

Library User Authentication

SIGN IN with My UofC



Or sign in with: IT username, Library Barcode or Continuing Education ID

Password:

Sign In

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Access Passport

The login screen provides the terms and conditions for use of the database.

Read the terms and conditions and click the “Accept” button to proceed.



LOGIN

Terms and Conditions

Subscriber: Welcome

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☐ I Accept

Access “Consumer Lifestyles” section of the database

Click on “Consumers” and then on
“Lifestyles”

The screenshot displays the Euromonitor International Passport database interface. The browser address bar shows the URL: www.portal.euromonitor.com.ezproxy.lib.ucalgary.ca/portal/magazine/homemain. The top navigation bar includes links for Search, Industries, Economies, Consumers, Companies, Analytics, and Help. The 'Consumers' link is highlighted with a yellow arrow. Below the navigation bar, a dropdown menu is open, showing categories: Digital Consumer, Households, Income and Employment, Lifestyles (circled in yellow), and Population. The main content area features several sections: 'COUNTRY REPORTS: DATAGRAPHS' with filters for industry, category, and geography; 'SEARCH DASHBOARDS' with a 'SELECT' dropdown; 'ANALYTICS'; 'BREXIT SCENARIOS TOOL'; 'MEGATRENDS'; and 'SPORTS'. The footer contains links for 'Contact', 'Terms and Conditions', 'Privacy Policy', and 'Cookie Policy', along with the Euromonitor International logo and a 'FEEDBACK' button.

Access Lifestyles reports

Choose Lifestyles from the Country Reports drop-down menu. Then select a geography (country) and click “Go”.

LIFESTYLES SURVEY DATA

Explore consumer habits, preferences, and attitudes across all areas of life.

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BRIEFINGS

Briefings

[Middle Class Retreat: State of Play 2019](#)

15 Apr 2019

[Ageing Trends in Developing Countries](#)

12 Apr 2019

[Why Lifestyles Insights Matter for Business Strategy](#)

01 Apr 2019

[Premiumisation State of Play 2019](#)

24 Mar 2019

[VIEW ALL BRIEFINGS](#)

COUNTRY REPORTS

Analyse key trends and developments across categories, competitors and channels for all researched markets

SELECT A CATEGORY

Lifestyles

SELECT A GEOGRAPHY

GO

ANALYSIS QUICK LINKS

Start your search by selecting a category of interest.

SELECT A CATEGORY

GO

MEGATRENDS

MEDIA

Access Lifestyles Reports

The report can be downloaded in pdf file format and saved.

Click the printer icon to print the report.

Passport Search Industries Economies Consumers **Companies** Analytics Help

Country Reports: Lifestyles, Canada

Consumer Lifestyles in Canada
COUNTRY REPORT | JUN 2017

In contrast to recent years, consumer confidence has strengthened based on an improving economy, supporting growth, albeit slow growth, in consumer spending. Rising levels of spending have also been reflected in greater comfort in consumer borrowing,...

Analysis
Back To Results

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- LIFESTYLES IN CANADA
- TOP FIVE CONSUMER TRENDS
 - Consumer spending expected to continue to grow, albeit slowly
 - Consumers increasingly going online to shop
 - High prices making it difficult for Millennials to get on property ladder
 - Newly arrived immigrants influencing consumer behaviour
 - Growing number of Later-Lifers change spending habits
- CONSUMER SEGMENTATION
- More Related Items

Consumer Lifestyles in Canada
Country Report | 19 Jun 2017

LIFESTYLES IN CANADA
Chart 1 Consumer Lifestyles in 2017

Canada: Lifestyles in 2017

Population
Total, millions
36.3

Population by Consumer Segment
% of total, 2000-2030

Old-Age Dependency Ratio
percentage of people older than 65 compared to those aged 15-64
50%

Disposable Income
per capita, US\$ 2016
23,975
Savings
as % of disposable income
0.0%

Households
No. of households, millions
14.2

Home Ownership
% of household possession of
300%

Home Comforts
% of household possession of
300%

Mobile and Online
% of the population using the internet
300%

Household Spending
% of household spending
300%

Urbanisation
Urban vs Rural Population
2000-2030

Life Expectancy at Birth
years
M80.5 F84.3

Fertility Rate
children/female
1.6

Median Age
years
40.7

Largest Cities
% of total pop. No. of people

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