Getting Started with Passport

Passport provides statistics and reports on companies, industries and countries worldwide. It includes consumer trends, demographic data, socioeconomic data, macroeconomic data and global reports.

This guide covers:

A. Quick search
B. Advanced search (Search Full Tree)
C. More help and referencing

Accessing Passport
Go to library.soton.ac.uk
Click on Subject Guides> Business, Accounting, Finance, Management and Marketing> Databases> Market Research, Industries & Marketing

A. Quick search

The quick search is useful for very specific topics but can return too many results for some topics.
B. Advanced search (Search Full Tree)

Click on Go under Search Full Tree

Scroll down to see Industries and Economic and Consumer Topics. In this example, we’ll look for information on the coffee industry in India.

Expand Hot Drinks with the + symbol. Select Coffee.

Scroll down and click Next.
If you can’t find the industry or topic you want, try searching.

On the Geographies screen, expand Asia Pacific with the + symbol. Select India.

Click Search.
Search results include:
- Statistics (on the left)
- Analysis, including reports (e.g. 'Coffee in India' Category Briefing), opinion piece and articles (on right)

Click on an item to display it, e.g. Brand Shares

Click on these icons to download or print

Use the options on the left to edit the table (for statistics you can often add years)
C. More help

In Passport, click on Help

And if that fails…
Email the Library at libenqs@soton.ac.uk