

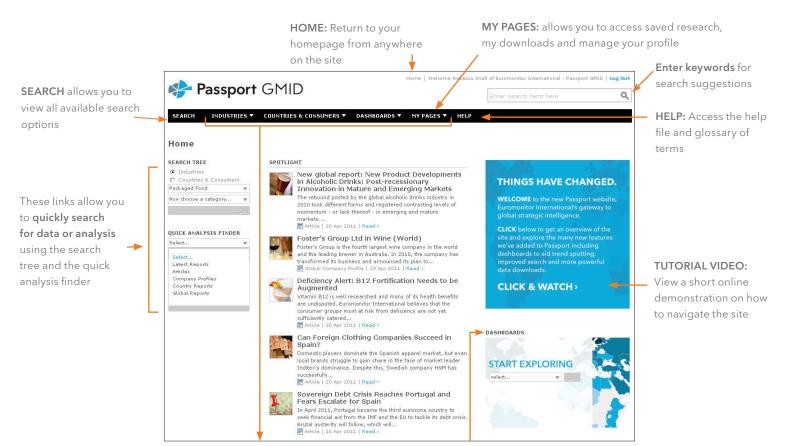
PASSPORT GMID

USER GUIDE

Our award-winning global market information database contains comprehensive data and reports across industries, countries and consumers.

Understanding the homepage

The homepage provides an overview of the latest industries, countries and consumers information.



The **TOP NAVIGATION BAR** provides quick access to the latest research

Industries: access to articles, key trends, latest reports and statistics for a chosen industry

Countries and Consumers: access to economic, demographic and marketing statistics for 208 countries along with reports and articles on consumers

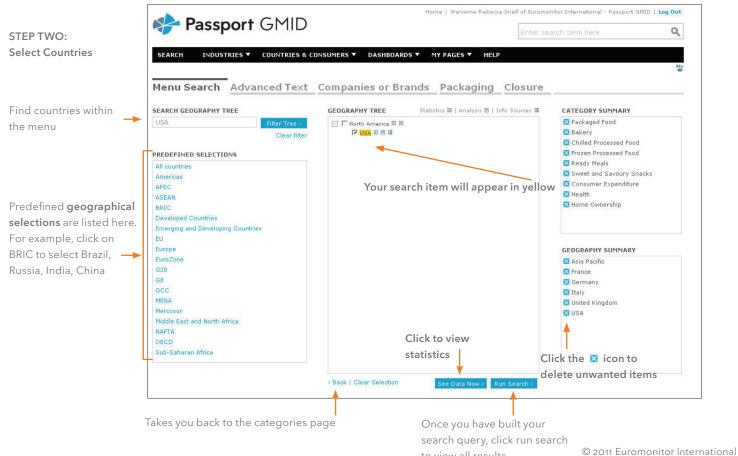
DASHBOARDS: new interactive tool allowing users to visualise data in a compelling and efficient way. With dashboards, users can access consumer trends using economic, socio economic and demographic data and discover future opportunities*.

* Dashboards will only be visible if they are part of your subscription

Searching for data

The Menu Search allows you to access all of our data by selecting categories and countries from the hierarchical menus. The number of categories and countries to select from will depend on your subscription and type of search being carried out.

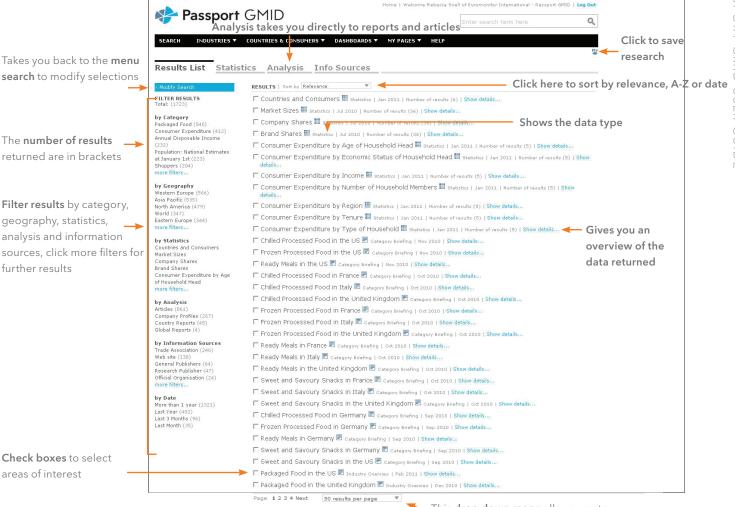




to view all results

Understanding the results page

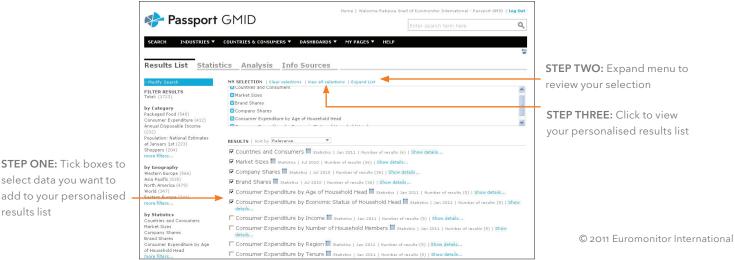
The results list contains all the data matching your search criteria. You can view: All Results, Statistics, Reports, Analysis and Sources and create a personalised results list.



This **drop down menu** allows you to change the number of results displayed.

Creating a personalised results list

The results list highlights all matching statistics, reports and analysis from your research criteria. This can be filtered to build a tailored list of results.



select data you want to add to your personalised results list

Analysing your results

CONVERT DATA

Current/constant

(real) value data

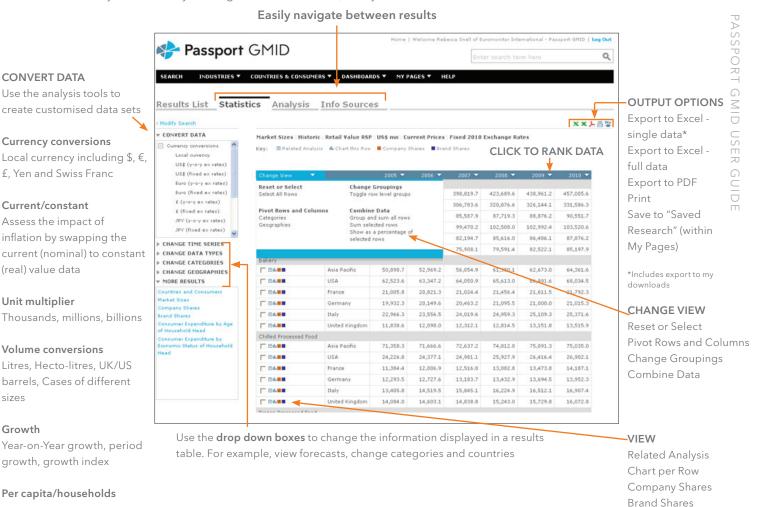
Unit multiplier

sizes

Growth

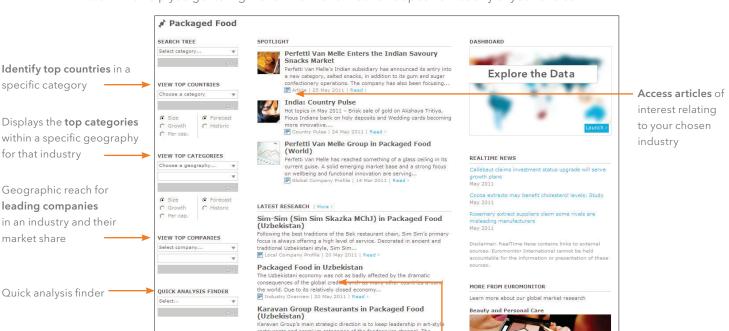
Volume conversions

View your results by clicking on either Statistics, Analysis or Information Sources.



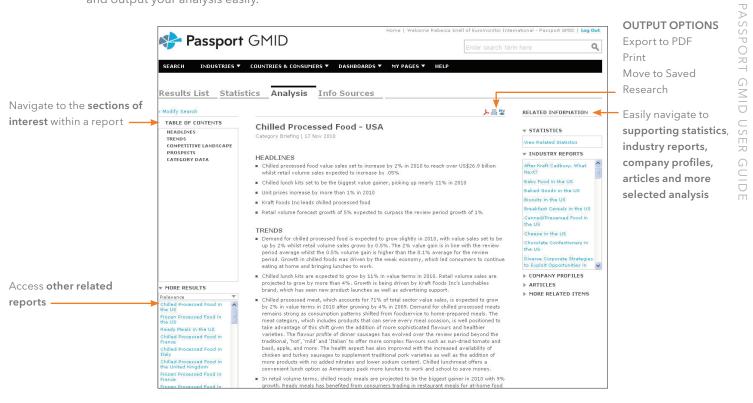
Access high level data fast

Quick links help you get to high level information fast on a specific industry of your choice.



Navigation and output

Depending on the type of results you have selected, there are a number of ways in which you can navigate and output your analysis easily.



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