

# Passport GMID User Guide

## Global Market Information Database

Passport GMID from Euromonitor International is an integrated online information system providing business intelligence on industries, countries and consumers.

### Understanding the homepage

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

**SEARCH**

- Menu Search
- Text Search
- Browse Analysis

Search allows you to find data using either:

- Menu Search:** find data by selecting categories or countries from the hierarchical menu
- Text Search:** find data using keywords
- Browse Analysis:** find the latest reports, comment and other analysis we offer

Return to your homepage from anywhere on the site

These links allow you to quickly search for data using the menu search. The categories you see are related to the page you are viewing

View a short online demonstration on how to navigate the site

Click here for contact details of your local office and training materials

Access research you have saved to your personal account

Access the help file and glossary of terms

Click here to view all reports

Insightful comment from expert analysts

Click here to access all comment

The navigation bar provides quick access to the latest research

- Industries:** access to comment, key trends and latest reports
- Countries:** access to economic, demographic and marketing statistics, reports and comment for up to 205 countries
- Consumers:** access to statistics, reports and comment on consumers

- Companies:** access to comment and profiles for companies analysed across industries
- Geographies:** consolidates all industry, country and consumer information for each country or region


## Searching for data

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

### STEP ONE

#### Select categories

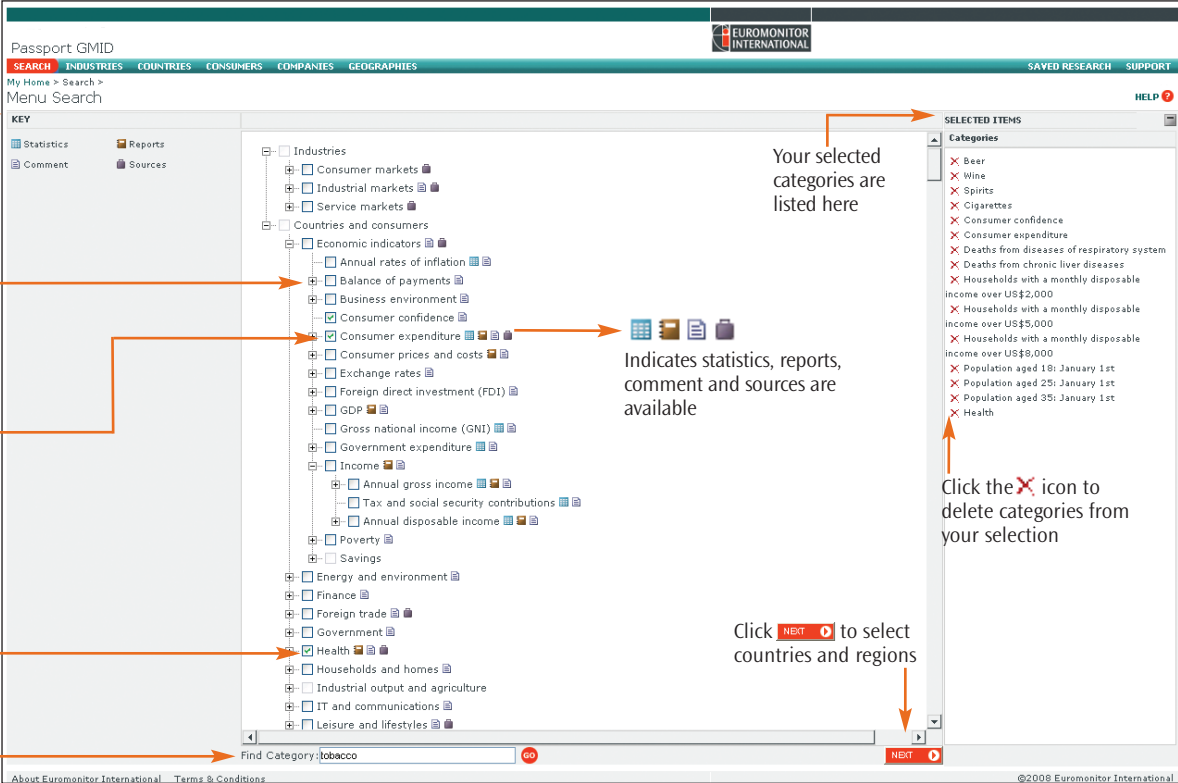
These symbols indicate the content available for different categories

Click the  icon to expand categories in the menu

Double click a category name to select all subcategories at one level below


Select the category checkboxes to add them to your search query

You can also search for items in the hierarchy using the find category function



Indicates statistics, reports, comment and sources are available

Your selected categories are listed here


Click the  icon to delete categories from your selection

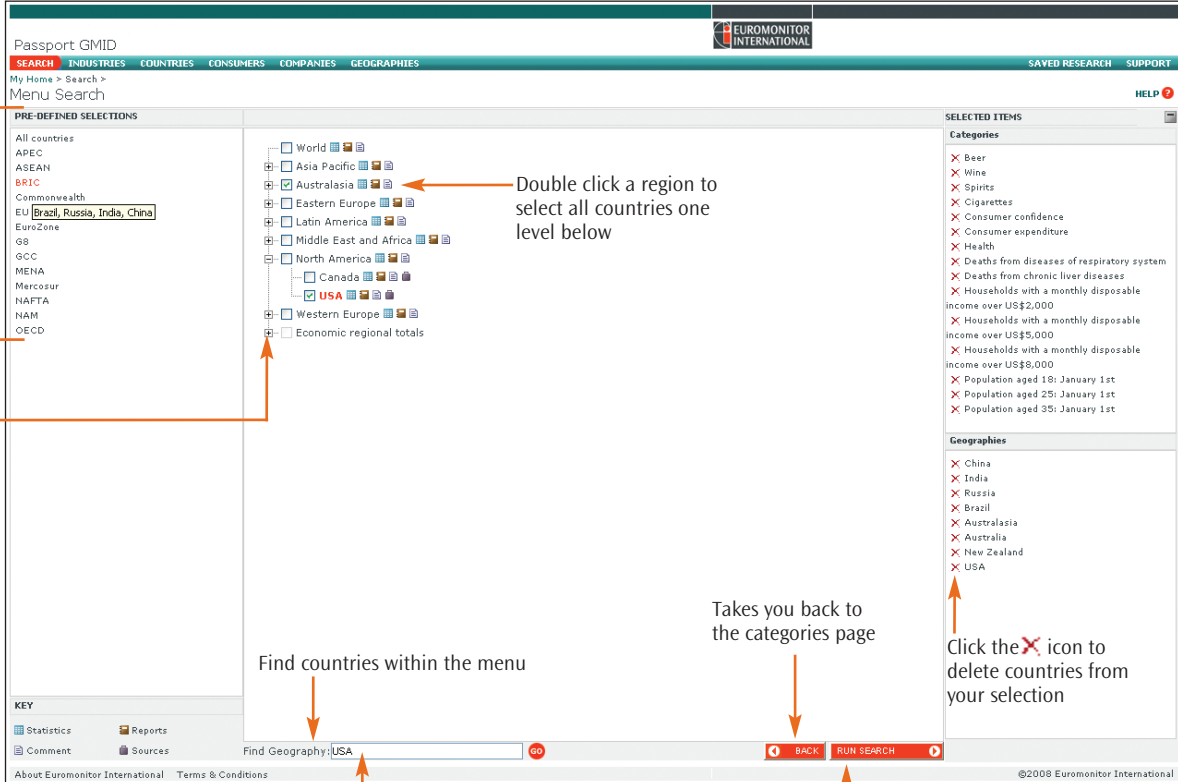
Click **NEXT** to select countries and regions

### STEP TWO

#### Select countries

Predefined geographical selections are listed here. For example, click on BRIC to select Brazil, Russia, India, China

Click the  icon to expand regions and select individual countries




Double click a region to select all countries one level below

Find countries within the menu

Your search item will be highlighted in red

Takes you back to the categories page

Click the  icon to delete countries from your selection

Once you have built your search query, click **RUN SEARCH** to generate your results

## Understanding the results page

The results list contains all the data matching your search criteria.

You can view: All Results, Statistics, Reports, Comments, Sources and create a personalised results list.

The screenshot shows the Passport GMID interface with the following annotations:

- Home icon:** The home icon takes you back to the menu search to modify selections.
- VIEW ALL RESULTS button:** The quickest way to view data is to click the **VIEW ALL RESULTS** button.
- Summary:** A summary of the types of data found.
- Results counts:** The number of results returned are in brackets.
- Country Reports icon:** Click on the icon to view all country reports.
- Print icon:** Click the print icon to save your results list.
- Statistics filter:** Click here to view all statistics.
- Filter tabs:** These tabs allow you to filter results by geography, type or category. Click **GO** to apply the filter.
- Results per page:** 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 comment from your research criteria.

This can be filtered to build a tailored list of results.

The screenshot shows the Passport GMID interface with the following numbered annotations:

- Tick boxes:** Tick boxes to select data you want to add to your personalised results list.
- Expand menu:** Expand menu to review your selections.
- Build My Selections:** Click to view your personalised Results List.
- Filtering:** Filter results list using the drop down boxes. Click **GO** to apply the filter.

## Analysing your results

When you click View All Results on the Results List, Statistics, Reports, Comments and Sources display automatically. Navigate from statistics to reports, sources and related results using the tabs at the top of the results pages.

Easily navigate between results

When appears you can create a graph of the whole table

Click to return to the results list view

Expand to view all statistics available

Convert data

Use the analysis tools to create customised datasets

Currency conversions  
Local currency, \$, €, £, Yen, Swiss Franc

Current/constant  
Assess the impact of inflation by swapping the current (nominal) to constant (real) value data

Unit multiplier  
Thousands, millions, billions

Volume conversions  
Litres, Hecto-litres, UK/US barrels, Cases of different sizes

Growth  
Year-On-Year growth, period growth, growth index

Per capita/households

Change selection

Use the drop down boxes to change the information displayed in a results table. For example, view forecasts, change categories and countries

View related reports

Chart data

View related comment

Click here to find data definitions and conversion values

Pivot rows and columns

Create unique totals by summing selected rows. Use the check boxes to specify which rows to sum

Group and sum all rows

Percentage button

Change groupings button

## 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.

Easily navigate to supporting statistics and comment

Output options

- Export to Word
- Export to Excel
- Export to PDF
- Print
- Save to Saved Research

Navigate to the sections of interest within a report

View whole report

View Related Statistics

Industry Reports

Company Profiles

Comment