PASSPORT USER GUIDE

Passport is a global market research database providing insight on industries, economies and consumers worldwide, helping our clients analyse market context and identify future trends impacting businesses globally.

This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.
The Home page

Passport Home provides a starting point to quickly access the latest statistics, analysis and interactive tools.

1. **GLOBAL MENU**
   - SEARCH
     - Create detailed custom searches to access specific information in Passport
   - INDUSTRIES
     - Find statistics and analysis for each industry we research
   - ECONOMIES
     - Access global economic, demographic and marketing statistics
   - CONSUMERS
     - Learn about consumer trends, demographics and preferences
   - COMPANIES
     - Gain insight into company performance and competitor analytics
   - ANALYTICS
     - Connect the dots between economic, demographic and industry data
   - CONSULTING
     - Find answers for your custom research needs
   - HELP
     - Access help videos, FAQ, definitions, methodology information and more

2. **SEARCH TILES**
   - COUNTRY REPORTS: DATAGRAPHICS
     - See interactive visualisations of industry, category and geographical data
   - SEARCH STATISTICS
     - Jump to a high-level statistical view of top countries by industry or topic
   - SEARCH ANALYSIS
     - Quickly find relevant analysis by industry or topic
   - SEARCH DASHBOARDS
     - Visually explore an industry and quickly understand large data sets
   - ANALYTICS
     - Identify growth drivers, plan for economic scenarios and assess competitive landscapes
   - BREXIT SCENARIOS TOOL
     - Explore the impact of Brexit on economies, industries and consumers
   - MEGATRENDS
     - Get insights on major global shifts impacting the way we live and do business
Searching for data

Passport’s powerful search capabilities allow you to find information quickly.

1. SEARCH ALL PASSPORT CONTENT
   Using Full Tree or Browse Tree, build a search based on the following:
   - Industry categories
   - City data
   - Companies
   - Brand names
   - Nutrition
   - Survey topics

2. SEE DATA NOW
   Access statistics for your search parameters, including:
   - Market sizes
   - Brand shares
   - Company shares
   - Distribution
   - Pricing and more

3. RECENT SEARCHES
   View your history to quickly replicate past searches

4. SAVED SEARCHES
   Refer to your saved searches in this tab
Searching for data using the Full Tree: Categories and topics

Explore the category search hierarchy.

1. **Categories and Topics Tab**
   - Erase a category by clicking the corresponding ‘x’ in the Categories and Topics tab.
   - Click “Geographies” to the right of the tab to quickly advance to the next step after selecting a category.

2. **Search for a Category**
   - Filter by a specific category or topic by typing in the search box.

3. **Select Categories**
   - Drill down into an industry to select subcategories:
     - Click the (+) to expand the tree section and (-) to close the tree section.
     - Click the ‘i’ to view the category’s definition.
     - Click the checkboxes to include the industry or category in your search.

4. **Select All Subcategories**
   - Click to quickly add all subcategories of any category.

5. **Now Choose Geographies**
   - Click the blue “Next” button or “Geographies” next to the “Categories and Topics” tab to select geographies for your search.
Searching for data using the Full Tree: Geographies

Now select geographies to complete your search.

1. **GEOGRAPHIES TAB**
   - Erase a geography by clicking the corresponding ‘x’ in the Geographies tab.
   - Click “Categories and Topics” to the left of the tab to return to category selection.

2. **TYPE A SPECIFIC GEOGRAPHY**
   - Filter by a specific geography by typing in the search box.

3. **GEOGRAPHY HIERARCHY**
   - Select a single region or drill down to select countries.
     - Click the (+) to expand the tree section and (-) to close the tree section.

4. **SELECT A PREDEFINED LIST**
   - Click to see a drop-down list of predefined regions or countries.

5. **SELECT ALL CITIES**
   - Click to quickly add all cities in the selected country.

6. **RUN SEARCH**
   - Click to see a list of all statistics and analysis related to your search parameters.
Searching for data using the Browse Tree: Categories and topics

Explore the category search hierarchy.

1. **CATEGORIES AND TOPICS**
   - Drill down into an industry to select subcategories:
     - Click the blue ‘>’ to expand a category or subcategory
     - Click the ‘i’ to view the category’s definition
   - Erase a category by clicking the corresponding ‘x’ in the Categories and Topics tab

2. **TYPE A SPECIFIC CATEGORY**
   - Filter by a specific category or topic by typing in the search box

3. **BREADCRUMB**
   - Click the drop-downs in this bar to quickly jump to any subcategory in your subscription

4. **SELECT ALL SUBCATEGORIES**
   - Click to quickly add all subcategories of any category

5. **NOW CHOOSE GEOGRAPHIES**
   - Click the Geographies tab or blue Next button to select geographies for your search
Searching for data using the Browse Tree: Geographies

Now select geographies to complete your search.

1. **GEOGRAPHY HIERARCHY**
   - Select a single region or drill down to select countries:
     - Click the blue ‘>’ to expand a region or country
     - Erase a selection by clicking the corresponding ‘x’ in the Geographies tab

2. **TYPE A SPECIFIC GEOGRAPHY**
   - Filter by a specific geography by typing in the search box

3. **SELECT A PREDEFINED LIST**
   - Click to see a drop-down list of predefined regions or countries

4. **BREADCRUMB**
   - Click the drop-downs in this bar to quickly jump to any geography in your subscription

5. **RUN SEARCH**
   - Click to see a list of all statistics and analysis related to your search parameters
Understanding the Results Page

The Results Page contains the data matching your search criteria. View data and analysis or create a personalised results list.

1. RESULTS
   Review your selected Categories and Topics or Geographies
   Click Modify Search to navigate back to the search and modify selections
   Click Save Search to add the current search to your saved searches

2. VIEW DATA
   Select popular statistics, such as:
   - Market sizes
   - Company shares
   - Brand shares
   - Distribution
   Access data by off-trade vs. on-trade or products by ingredient

3. *EXPORT DATA
   *Available for select subscription types only.
   Configure your selections and export data to Excel. Watch this video to learn more.

4. VIEW ANALYSIS
   View insights in the following formats:
   - Global briefings
   - Strategy briefings
   - Industry briefings
   - Datagraphics
   - Opinions
   - Other relevant articles

5. FILTER RESULTS
   Filter analysis results by:
   - Category
   - Geography
   - Content types
   - Other information sources
Using Statistics (new interface)

1. **PAGE TITLE**
   - View the measure name chosen on the result list page

2. **TABLE HEADER**
   - View the header name relevant to the displayed data (e.g., "Historic", "Forecast", etc.)

3. **CHANGE STATISTICS TYPE**
   - Navigate to different statistics based on the selected categories and geographies

4. **MODIFY CATEGORIES AND GEOGRAPHIES**
   - Add or remove categories and geographies—this control also reflects the current categories and geographies

5. **CHANGE DATA TYPES**
   - View data for a particular data type

6. **CONVERT DATA**
   - Convert and manipulate the displayed data

7. **FILTERS**
   - Filter the displayed data

8. **PAGE TOOLS**
   - Print, save, download and share the displayed data

9. **TIME SERIES**
   - Choose the year range for the data to be displayed on the grid

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### Market Sizes

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RESULTS: STATISTICS

Using Statistics (old interface)

1. OUTPUT DATA
   Export the data to Excel* or PDF, print it or save it to the Saved Research section (*includes Export to My Downloads)

2. CONVERT DATA
   Use these controls to change your data:
   - Change the currency
   - Switch current value data (nominal) to constant value data (real)
   - Change unit multipliers or volume conversion
   - Find growth

3. DATA CONTROLS
   Use these controls to change the following:
   - Data type
   - Time period
   - Categories
   - Geographies

4. MORE RESULTS
   Access related sets of statistics, such as:
   - Company shares
   - Brand shares
   - Distribution
Understanding Analysis

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

1. OUTPUT OPTIONS
   Export the report as PDF, print it or save it to the Saved Research section.

2. TABLE OF CONTENTS
   Easily navigate to different areas of the report.

3. RELATED REPORTS
   Access complete versions of related reports with extra analysis.

4. MORE RELATED ITEMS
   Access insights, such as:
   - Supporting statistics
   - Industry reports
   - Company profiles
   - Articles
   - Other analysis
Navigating an Industry Page
Access the latest research on a select industry.

1. SEARCH STATISTICS
   Quickly access relevant sections within the search hierarchy

2. ANALYSIS FINDER
   Find all analysis related to your topic by type and geography

3. RANK COUNTRIES
   Jump to a high-level statistical view of top countries by topic

4. RANK CATEGORIES
   Examine the top categories of the industry by geography

5. REVIEW TOP COMPANIES
   Access geographic research and market shares for leading companies in the specified industry

6. DASHBOARDS
   Visually explore the industry and quickly understand large data sets

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**Alcoholic Drinks**

**SEARCH TREE**
- Choose category
- Go

**RANK COUNTRIES**
- Size
- Growth
- Per cap.

**RANK CATEGORIES**
- Choose category
- Choose geography
- Go

**REVIEW TOP COMPANIES**
- Choose company
- Choose category

**COUNTRY REPORTS**
- DATAGRAPHICS
  - Choose category
  - Choose geography

**DASHBOARDS**
- VISUALISE DATA

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**Beer Global Overview: The Story Beyond Stagnation**

Briefing 07 Sep 2017

The global beer market remains in negative growth territory for the second consecutive year. Volumes are being dragged down by the poor performance of economy lagers, as the consumer shift towards higher quality beer becomes increasingly entrenched across markets. Changing consumption habits, advancing technology and macroeconomic volatility are creating an environment that is without doubt challenging, but which also holds distinct pockets of potential.

Read more>

**Global Spirits: Recovering and Plenty of Opportunities**

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**EXTRA COUNTRY REPORTS**
Access industry insight on our newly researched markets.

- ALCOHOLIC DRINKS
- CHOOSE GEOGRAPHY

**ALCOHOLIC DRINKS FORECAST MODEL**
Explore latest category forecasts, demand
INTERACTIVE DASHBOARDS

Visual overviews
Passport’s interactive Dashboards allow you to visually explore category, company and channel data for an industry or dive deeper into consumer trends using our economic, socioeconomic and demographic data.

FROM THE HOME PAGE
Access Dashboards by choosing industries, economies or consumers, selecting the vertical in the drop down and then clicking “Go”

SEARCH DASHBOARDS
Select a dashboard for a visual and interactive way to understand high-level trends.
- Industries
- Economies
- Consumers

FROM THE INDUSTRY PAGES
Access Dashboards by selecting an industry in the drop down and then clicking “Go”

COUNTRY REPORTS
DATAGRAPHICS
Choose category
Choose geography

DASHBOARDS
VISUALISE DATA
Go >
## Accessing your content

Access content you saved, content shared with you by other users and recent downloads.

**Saved Content**

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<tr>
<td>Travel Extensions</td>
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<tr>
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<td>Beer, All Regions</td>
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<tr>
<td>Home Garden Stats</td>
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<tr>
<td><strong>DOWNLOADS</strong></td>
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1. **SORT RESULTS**
   Sort your results’ titles alphabetically or by date saved

2. **FILTER CONTENT**
   Filter your content by type and date published

3. **SHARED CONTENT**
   Access content shared with you by other others in your subscription

4. **DOWNLOADS**
   Access content you have previously downloaded

5. **EDIT AND DELETE**
   Edit and delete items in the “Saved Content” section
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