

QuickSearchGuide...

# Global Market Information Database (GMID)



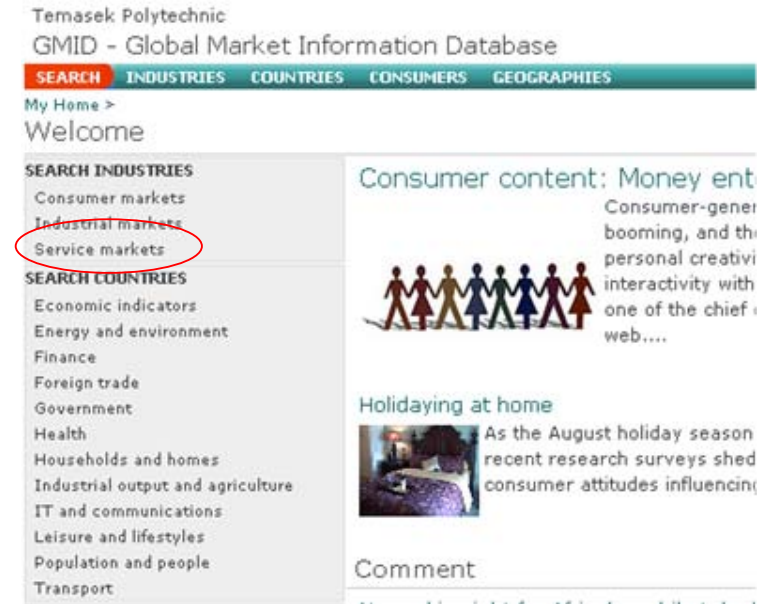
A comprehensive guide to countries, consumers and industries with:

- key governmental statistics from 205 countries
- consumer lifestyle analyses from 71 countries
- market size data for over 300 consumer products in 52 countries
- over 4,500 company, country and global market research reports

1

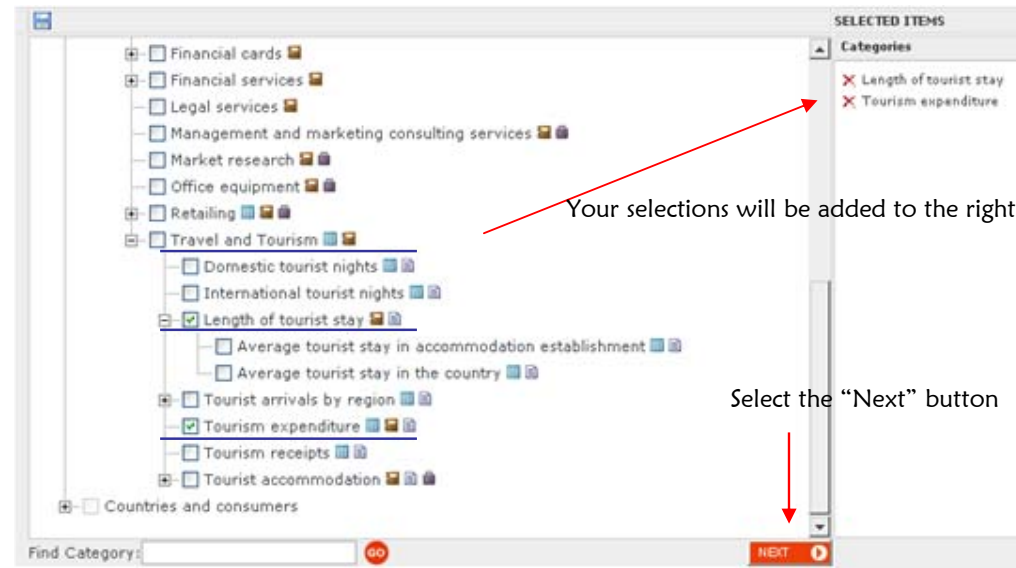
## Menu Search

In order to compare how long tourists stay & how much they spend in Singapore and the UK, start by using the “Service markets” under “Search Industries”.



2

Expand the menu tree structure and look for “Travel and Tourism”.

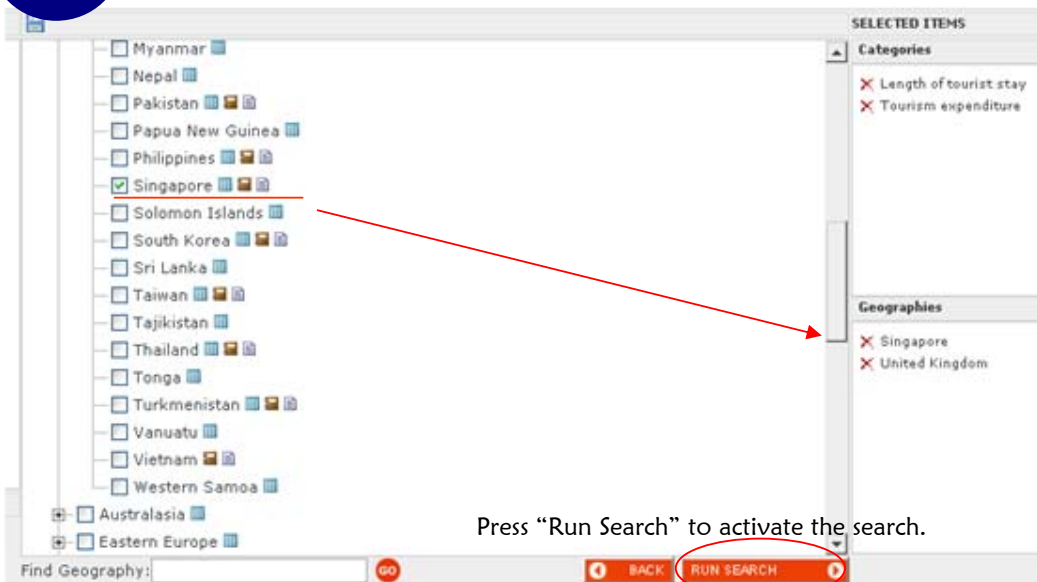


Your selections will be added to the right.

Select the “Next” button

3

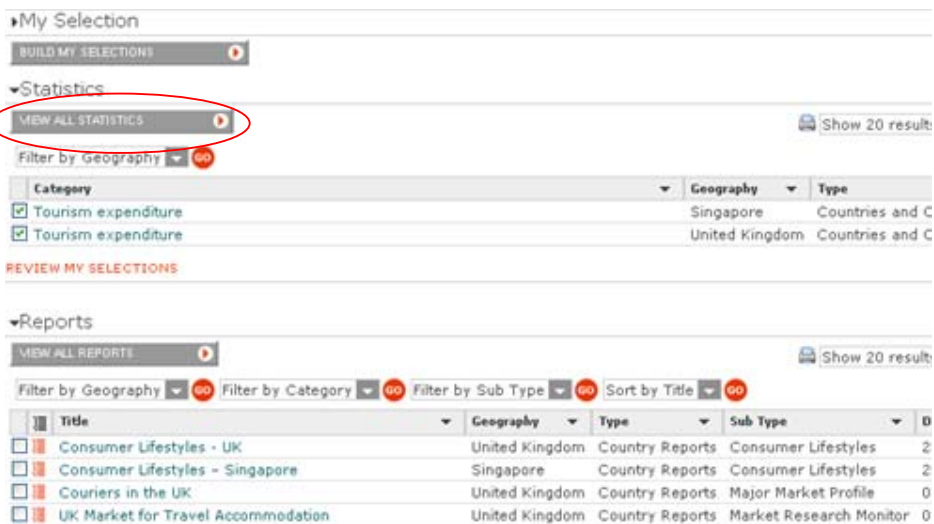
The next screen brings you a list of countries. Expand the relevant listings to make your selection,



Press "Run Search" to activate the search.

4

If you are interested in the statistics, press "View all Statistics". If there are certain statistics you would like to see, you can select it and press, "Build my selections".



You can also read any of the **Market Reports** and/or **Comments** provided.

5

## Keyword Search

You can perform KEYWORD searches, e.g. enter "Thailand fruit juice".



6

## Browse Analysis Reports

You may use the BROWSE option to see all the reports available.



7



In the results screens, there are various options to print, save, view the whole report, or convert to PDF or Word.

### need help?

**At the Library...**  
Approach the Information Counter, Level 5

**Outside the Library...**  
☎ 6780-5773 (during office hours)  
☎ 6780-5772 (after office hours)  
Or  
✉ AskLib@tp.edu.sg