



Masterlist of Hong Kong Demographics

List Name	List Profile	Sub-group	Mailing	Selection Available
Foreigner	An excellent channel to reach foreigner from more than 10 countries.	American	2086	Geographic- Districts
		Australian	778	
		British	1636	
		Canadian	1254	
		French	1003	
		German	337	
		Indian	458	
		Italian	89	
		Japanese	5173	
		Korean	265	
		Others	773	
High Education Group	The list includes graduates from both local and overseas. They are educated adults with high purchasing power. Successful usage includes credit card offers, insurance, financial and investment services, entertainment, clothing and so much more. Sources of this collection include directories, graduation booklets, students' associations, email opt-ins from eMail121.com and our long-term sponsorship to students' functions organized in universities.		39251	
Marital Status	The list is dominated by females as female of the house are always the decision maker, influencer and buyer of many products/ services		39855	
Occupation	A collection of people from different working fields. High income or high education level individuals dominates the list. Their high disposable income implies a higher ROI for marketers		138039	Geographic-Districts, Job Nature, Industry Type

Remark: Our Business Development & Computer Departments are constantly expanding and cleansing the lists. Please call us at (852) 2880.5918 regarding your interests even if it might not appear in the table



Masterlist of Hong Kong Demographics (Cont)

List Name	List Profile	Mailing	Selection Available
Young Couples	This list consists of young couples which have just got married for a few years. They are beginning to build their own families and facing new challenges in life. A good audience for credit cards, insurance, real estates, mortgage offers and more.	2133	Geographic - Districts
Young Parents	This list includes young parents with at least one child in their families. Their young children will probably be their main concern in making any family purchasing decisions. Therefore they would be attracted to all offers related to children or baby. Well suited for offers of credit cards, insurance, food & beverage and more.	17852	

Masterlist of Hong Kong Psychographics

List Name	List Profile	Mailing	Selection Available
Active Learner	These are individuals who are conscious of developing themselves. They spend money and time to join educational classes which can better equip themselves. They are a good audience of learning program offers, conferences and seminars invitations, books and magazines subscriptions and more.	39815	Geographic- Districts
Car Owner/User	This list includes the sector that is modern and ambitious. Goods/Services that helps to boost their image would be especially attractive. Prime prospects for car insurance, automobile and any high-tech, stylish products. Source of list primarily from exhibitions and magazine.	29855	Geographic- Districts
Charity Donor	These individuals have made contributions to goodcauses such as environmental protection, curing of diseases, children's welfares etc. They are conscious of the goodwill between people and nature of the world and have the ability to give a hand. Recommended for any charity programs, books and magazines subscriptions, investment offers and others.	27850	Geographic - Districts

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Masterlist of Hong Kong Psychographics (Cont)

List Name	List Profile	Mailing	Selection Available
Classical Music/Fine Arts Lover	This list consists of consumers which are fond of classical music and/or fine arts. They are conscious of new events in these areas and are willing to spend money on it. Perfect match for offers related to arts, event invitations, credit cards, books and magazines subscriptions and more.	31211	Geographic - Districts
Concert Goer	These are individuals who frequently go to concerts of pop stars. They are mainly youngsters with high purchasing power and have the potential to become your affluent consumers in the future. Prime prospects for credit cards, travel offers, beauty-related products and other entertainment-related offers.	37854	
Conference & Seminar Goer	This list contains individuals who frequently attend conferences and seminars of different topics. The common objective of these individuals is to improve themselves. Thus they are conscious of and aggressive to all opportunities that can make them better equipped. Suitable for conferences and seminars invitations, books and magazines subscriptions and others.	21378	
Cosmetics/Perfume Lover	This list is dominated by female as they are conscious of all beauty-related issues. They are willing to spend money in this area and are potential consumers of all related offers. A responsive audience of beauty-related products/services, credit cards, books/magazines subscriptions & more.	33985	
Credit-Card Holder	These active credit card holders are highly responsive individuals for a wide range of products and services for home, family, and personal use. This is also a perfect marketing opportunity for goods involving mail-order or goods and services belonging to the middle and top price range. Sources of the list include boutiques, department stores and shopping malls in alliance with us.	355850	
Direct Order Shopper	This list is of individuals generally belonging to middle to high-income groups. They are a perfect audience for a wide scope of goods and services. These individuals have a proven interest in many kind of offers such as sales, coupon and other purchase-inducing promotions. Source of list primarily from over 250 allied shops in 18 districts of Hong Kong.	98555	

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Masterlist of Hong Kong Psychographics (Cont)

List Name	List Profile	Mailing	Selection Available
Exhibition Goers	Individuals are generally between the age of 18-45, and are active in shows and exhibitions. Prime prospects for self-improvement offers, magazine subscriptions and many others. Data are collected from our allied exhibitions organizers.	55845	Geographic-Districts, Interests
Health Conscious	These are mainly young woman who are conscious of their health and fitness. To be healthier and with better body shape, they are willing to spend money on these areas. A responsive audience for health and fitness products, beauty-related products, books and magazines subscriptions and more.	18535	Geographic - Districts
Heavy Bank Investor	High income level individuals but have the problem of scarcity of time. Well suited for investment services, money market funds, luxury goods and more. Sources of data are allied organizers of "Money & Investment" conferences, seminars and exhibitions.	25809	
High-tech Products Lover	The list consists of technology-interested consumers, influencers, and buyers. They are educated individuals who have plenty of discretionary income for a variety of purchases. Good match for offers of technology categories and others like investments, travel, real estates and automobiles.	35412	
Horse Racing Patron	These are affluent individuals who participate in horse-racing related activities and functions. They are of the upper-class of the society and enjoys many good things in life. Well suited for most high-ticket items, luxury goods, real estates, automobiles, fundraising and more.	12545	
IDD User	These are individuals or companies which are required to communicate with other parties in other countries. They may call their friends to say hi or call their business partners to negotiate offers. But pricing and reliability are their common concern. Good match for IDD services promotion, travel offers, mobile-phone related offers, high-tech communications facilitators and more.	78554	
Insurance Buyer	This list includes people who have bought insurance. No matter how much their premium is, these individuals are conscious of planning for their future and believe in return on investment. Prime prospects for insurance offers, investment and banking offers, credit cards and more.	35550	

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Masterlist of Hong Kong Psychographics (Cont)

List Name	List Profile	Mailing	Selection Available
Jewel Purchaser	A group of people who are conscious of peer-group pressure. Disposable income is generally high. Prime prospects for credit cards, insurance, bank & security programmes, fundraising and so much more. Sources of data are allied jewellery or watch shops and organizers of jewellery exhibitions.	27111	Geographic- Districts
Karaoke VIP	The list consists of VIP members of Karaoke clubs in Hong Kong. They are mainly young consumers with high response to a wide variety of offer. This unsaturated and sometimes overlooked audience is perfect for credit card offer, clothing, health and fitness products and more. Data are collected from Karaoke clubs in alliance with us.	21888	Geographic - Districts, Sex
Magazine Reader	Both business and leisure magazines' subscribers are included in this list. They are sensitive to developments and are likely to have a higher educational level. This is a responsive audience for book and subscription offers, catalogs, self-improvement offers and more. Data are collected from publishers in alliance with us, such as Computer World, Asia Week, Reader's Digest etc.	258550	Geographic- Districts, Interests
Mobile Phone User	These are individuals which use mobile phones in their daily life. They are people from all walks of life but news of mobile phones and service packages are their common concern. Well suited for mobile-phone related offers, service packages promotions, IDD promotions and more.	49855	Geographic - Districts
Movie Lover	This list includes consumers who are interested in watching movies. They are not only fond of the movie itself, but also other movie-related products and peripheral. Thus this is a good channel to promote audio-visual products, VCD, DVD, and other movie-related offers.	18973	
Pet Lover	These consumers are devoted pet lovers who own dogs, cats, and /or any household pets and make a variety of purchases for their pets' need. They are educated and caring individuals who are prime target for pet-related offers, fundraising, books and magazines subscriptions and others.	19722	

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Masterlist of Hong Kong Psychographics (Cont)

List Name	List Profile	Mailing	Selection Available
Shareholders	These are individuals having bought share of listed companies in Hong Kong. They have true purchasing power to invest and believe in return on investment. Therefore these are responsive consumers of investment and banking offers, insurance, conference and seminar invitations, books and magazines subscriptions and more.	48988	Geographic-Districts
Smokers	Although smoking is hazardous to health, smoking is still a habit of many Hong Kong citizens. This list consists of people who have the habit of smoking. They are then interested in any news of cigarettes. A good audience for cigarette-related offers, health and fitness program promotions and more.	3215	
Sports Lover	These sports enthusiasts enjoy recreational activities and are conscious of news on sports, health and fitness. They are energetic and are willing to spend time and money on these leisure areas. Prime prospects for sports-related offers, travel offers, health and fitness program offers and others.	21355	
Stylish	A list of middle to high income individuals. They are most likely to be innovators or early adopters. Prime prospects for luxury goods, credit card offers, travel offers and food & wine. Source of list primarily from fashion shows and bars in Central Soho area.	19855	
Wine Lover	These are individuals which are interested in wine. They view wine not only a drink but a combination of art which have to be treasured. Thus they are willing to spend on the area. These wine lovers with high purchasing power are prime prospects for wine-related offers, travel offers, credit cards and much more.	16947	

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Masterlist of Hong Kong Enterprises

List Name	List Profile	Segmentaion	Sub group	Mailing	Selection Available	
Hong Kong Commercial Enterprises	The list is divided into various categories according to the business nature. It captures the contacts of the decision maker of the major commercial enterprises in Hong Kong.	Airline/Travel & Transportation	Airline & Air-Catering	103	Geographic-Districts, Business Type, Company Size	
		Banking/Finance & Investment	Tour & Travel	3982		
			Transportation Services	66		
		Business Nature	Banks	1121		
			Credit Institues	4731		
			Company with website	Franchising		126
				Large Corperations (Over 50 staff)		3927
				Non-Hong-Kong-Based		2567
				Public Quoted		2403
				SME		7233
				Trading		8021
		Computer/Internet		Computer & Peripherals		3006
			Internet & Information Technology	3124		
			Media/Communication	Advertising		3966
		Communications		424		
		Media		4109		
		Personnel & Public Relations	Personnal & Training	637		
			Public Relations	636		
		Real Estate & Property	Land & Property Investment	2226		
			Real Estate	628		
		Retail	Automobile & Accessories	72		
			Clothing/Accessories & Beauty	2568		
			Food & Beverage	3267		
			Living	2580		
			Others	2713		
		Services	Amusement & Receptions	230		
			Business Services	4116		
			Health Services	4215		

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Masterlist of Hong Kong Enterprises (Cont)

List Name	List Profile	Segmentation	Sub group	Mailing	Selection Available
Hong Kong Commercial Enterprises		Services	Hotels	514	Geographic-Districts, Business Type, Company Size
			Legal Educational	4173	
			Personal Service	305	
			Social Services	23145	
			Others	1390	
Hong Kong Industrial Enterprises	This is a comprehensive and reliable database of nearly 50,000 contacts of decision makers of industrial enterprises located in different parts of Hong Kong	Contractors & Construction	Contractors & Construction	11501	
		Chemicals & Materials	Biotechnology	305	
			Chemicals	1274	
			Cosmetics & Toiletries	613	
			Metal	200	
			Plastic	2420	
			Raw Materials	271	
		Electronic/Electrical/ Clock & Watch /	Clock & Watch	2906	
			Electronics/Electrical	4502	
		Food & Beverages	Beverage Production	433	
			Food Production	2106	
		Household Items	Decorative	1364	
			Furniture	602	
			Kitchen & Bath	201	
		Logistics & Transportation	Logistics & Transportation	1297	
		Machinery & Fabrication	Fabrications	1179	
			Machineries	4276	
		Miscellaneous	Baby Products	202	
			Consumer Goods	1197	
			Jewelry	2702	
Optical Products	841				
Stationaries & Office Supplies	2120				
Toys & Games	1442				

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Masterlist of Hong Kong Enterprises (Cont)

List Name	List Profile	Segmentation	Sub group	Mailing	Selection Available
Hong Kong Industrial Enterprises		Paper & Allied products	Gifts & Premium	1023	Geographic-Districts, Business Type, Company Size
			Packaging	1420	
			Paper Making	798	
		Textile & Garments	Garment	5107	
			Textile	2360	
			Leather	707	

Masterlist of Hong Kong Public/Non-Profit Making Organizations

List Name	List Profile	Mailing	Selection Available
Education Institutes	Masterlist of different levels of education institutes in Hong Kong	3505	Geographic-Districts, Operation Nature
Government Department & Agencies	The list includes most of the government departments and government related agencies	23131	Geographic-Districts, Operation Nature
Hospital	A list of hospitals located in different districts of Hong Kong	368	Geographic- Districts
Others	List of other non-profit making organizations including church	66	Geographic- Districts

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Masterlist of Professionals

List Name	List Profile	Sub group	Mailing	Selection Available
Professionals	List members of this category are having high income and high education level. They are the niche market which marketers desired.	Accountant	1160	Geographic-Districts, Job Nature
		Architect	1269	
		Certification	55	
		Chiropratics	21	
		Computer Engineer	2692	
		Dentist	674	
		Designer	317	
		Doctor	7179	
		Editor	77	
		Engineer	786	
		Interior Designer	733	
		Lawyer/Solicitor	5528	
		Lecturer	4519	
		Physiotherapist	37	
Surveyor/Valuers	618			

Masterlist of Special Lists

List Name	List Profile	Sub group	Mailing	Selection Available
Special List	A collection of special lists which are excellent for niche marketing	Family-conscious	31251	Geographic-Districts, Demographics
		Hong Kong Family E-mail Users	3254	
		Household Item Shoppers	12550	
		Engaged Couples	Available Upon Request	
		Residential		
		Purchasers Update		
Oversea List	This list consist of lists from Asian Countries	Please contact our sales for further details		

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