

Tracesmart Adds 2011 Electoral Roll Data To Its Records



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Tracesmart has announced it has expanded its wealth of accurate, up-to-date data with the recent addition of 2011 edited Electoral Roll records. The inclusion of this information to its online people search website will significantly help increase user's tracing success rates and reunite many more families and friends.

The Electoral Roll is an extremely important reference point for those individuals looking to find lost family members and friends, as it provides the most accurate snapshot of the UK's population.

Commenting on inclusion of Electoral Roll 2011 data within its database, Paul Weathersby, Tracesmart's technical director stated: "Electoral Roll data plays a pivotal role in the tracing process, and the more accurate and recent the data, the more likely it is that a trace can be conducted successfully. As a business, it is crucial to us that our customers enjoy the highest success rates possible, we therefore aim to provide access to Electoral Roll data at the earliest possible opportunity each year.

Encouragingly, this year's edited Electoral Roll has seen the first decrease in the opt-out rate, since it was introduced. The drop, from 46% in 2010 to 45% in 2011, should see more records being available. However, there is still a large section of UK citizens unaccounted for on the edited version of the Electoral Roll and as such we will continue to source additional data to fill in the blanks."

Maintaining the accuracy of this information is of high importance to Tracesmart, who will be updating the 2011 Electoral Roll on a monthly basis using Rolling Register updates. The Rolling Register allows people to re-register on the Electoral Roll if their personal circumstances change mid-electoral year. Rolling Register updates account for approximately 250,000 amendments each month.

Noting the importance of ensuring that its customers have the latest data made available to them, Owen Roberts, head of PR at Tracesmart, commented: "Our aim is to help people reunite with their families and reconnect with friends that they've lost contact with. The addition of the 2011 Electoral Roll and our commitment to keep this updated on a monthly basis highlights our devotion to reuniting family and friends."

About Tracesmart:

Founded in 1999, Cardiff based company Tracesmart is a leading consumer intelligence specialist. Its online people search facility is utilised by thousands of people to help them reconnect with lost family and friends. Since the company's launch, Tracesmart has undergone significant growth, employing over 80 staff and expanding its site facilities to accommodate its increasing pool of expertise.

Tracesmart helps customers to [find people](#) they may have lost touch with by allowing them to search [electoral roll](#) records, find [birth records](#) and use its [address finder tool](#) online.

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