

# 2010 Electoral Roll now available at Tracesmart



Released on: December 09, 2009, 12:03 pm

Author: [Tracesmart](#)

Industry: [Internet & Online](#)

In addition to the Christmas festivities, the end of the year brings with it a period when local authorities make new [Electoral Roll](#) data available. As in previous years, Tracesmart lead the way, as they have already started incorporating the newly released 2010 data into their [people search](#) facility.

As the most up-to-date yearly snapshot of the UK's adult population, the Electoral Roll is at the core of [Tracesmart's](#) people search service. There are two versions of the electoral database produced each year, the full Electoral Roll and the edited. Tracesmart utilises the edited version, together with a variety of other datasets such as directory enquiries and birth, death and marriage indexes, to make it as easy as possible for individuals to [find relatives](#) and friends.

Ensuring their customers have access to the most up-to-date data available has always been one of Tracesmart's fundamental principles and loading Electoral Roll data at the earliest possible time is a key part of this ethos. Paul Weathersby, Technical Director at Tracesmart, explained further,



"Every year since Tracesmart formed, we have aimed to load the new edited Electoral Roll records earlier than the previous year, and ahead of our competitors. This year is no different and I am pleased to say that we have loaded new Electoral Roll records earlier than ever before, ensuring our customers have access to this important data at the earliest possible juncture."

Now is the perfect time for Tracesmart customers to utilise the new 2010 electoral data within their searches as it can be used in an [address search](#) to update contact details in readiness for posting Christmas cards, gifts and party invites. Alternatively it can be used to locate relatives in time for a Christmas family reunion.

Commenting on the release of the newly uploaded Electoral Roll data, Owen Roberts, Tracesmart's Communications Manager, remarked, "We hope the newly added Electoral Roll data will help make more reunions possible. Our researchers are already using it to great success and I am confident that the new data will benefit those gearing up for Christmas, who are looking to be reunited with loved ones."

Tracesmart has added millions of edited Electoral Roll 2010 records onto their system and will continue to do so throughout December and January. It is anticipated that all of the edited Electoral Roll records for 2010 will be loaded by the end of January.

#### **About Tracesmart :**

- **Tracesmart Limited.** Since the launch of its website in 2004 Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. [www.tracesmart.co.uk](http://www.tracesmart.co.uk) combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.
- **Owen Roberts** has worked in the creative, advertising and communications industries for over 25 years and is the voice of Tracesmart. Heading up the communications team, he raises the public awareness of the company through various media driven PR campaigns.

#### **Contact Information**

- Owen Roberts – Communications Manager
- TRACESMART Ltd
- 2 Sovereign Quay,
- Havannah Street
- Cardiff
- CF10 5SF
- Tel: 029 2047 4114
- Email: [owen.roberts@tracesmart.co.uk](mailto:owen.roberts@tracesmart.co.uk)
- [www.tracesmartcorporate.co.uk](http://www.tracesmartcorporate.co.uk)
- Photographs available on request.

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)