



MARKET LOCATION

Press Release

January 2005

SOHO, SOHO, IT'S OFF TO WORK WE GO – WEGENER CRACKS THE SMALL OFFICE HOME OFFICE MARKET WITH REALsoho LAUNCH

Wegener DM's Business Data Solutions division has announced the launch of REALsoho, the first database of its kind to target small companies as well as individuals with an office in or outside of the home. Almost all UK businesses (99.2 per cent) have less than 50 employees, and the small office/home office (soho) is growing rapidly, but until now marketers have had no truly effective way of reaching this key work group.

Says Steve Cook, commercial director, Wegener Business Data Solutions: "Since 1997 there has been a year on year increase of over 13 per cent in the number of people working from home. That makes this a huge and fast growing sector. As the way we work changes, the differences between home and the 'traditional' office have broken down. In effect, more and more people are either running offices from their homes or even simply spending more time working there and less time commuting.

"Until now the ability to target these individuals has been limited. For example, according to the DTI's Small Business Service there are approximately 175,000 new VAT registrations and 175,000 de-registrations every year. Furthermore, only 65 per cent of businesses survive for more than three years."

"REALsoho is a significant breakthrough offering access to 1.7 million businesses and individuals – and with 'real' and not simply modelled data, it is more accurate and, therefore, more responsive. It also contains a significant level of potential new net records that direct marketers will not have had access to before."

Formerly Wegener DM – Business Data Solutions Ltd



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REALsoho has been compiled using data collected from four million lifestyle questionnaires and 1.3 million B2B phone calls carried out every year, along with quarterly updates from Companies House and monthly updates from BT. Completed voluntarily by the consumer, Wegener's lifestyle surveys are carried out twice yearly (January & August), with their teleresearch programme of UK businesses going through a continual 2 year cycle. Due to the data being taken from both Wegener DM's Consumer and Business Data divisions, a unique file has been created that can cope with the high levels of change that the soho marketplace undergoes.

The file contains approximately 300,000 records of people who run their own business and have a small office in or outside of the home; 1.3 million records of business professionals likely to have an office at home; 70,000 records of trades people who run their business from home but work outside the home; and 40,000 records of people who are starting a business or have recently set up their own business.

REALsoho data can be leased as a whole file on CD with quarterly updates, or purchased online at any time at www.wegenerdm.co.uk/onlineordering, with data emailed back within minutes of placing the order. There is no minimum order charge and the site allows visitors to perform counts for bespoke campaigns, view sample data, create tables, suppress previous orders, save selections for future purchase and exclude records registered on the TPS, Corporate TPS or MPS. Consultants are on hand to help and advise, so please call on 01926 450388.