



BASE - Buying Attributes of the Self Employed

With over a million micro and small enterprises, the self-employed sector represents the base of the UK business pyramid.

Until now, it has also been the hardest for marketing professionals to access. With a high proportion of ventures working from home premises or with non-business telephone lines, the complex self-employed sector has operated largely under the radar of conventional marketing techniques - out of reach and out of sight.

BASE, from Information Arts, provides access to this scarce data – and provides a segmentation to assist you to understand and target more appropriately.

Working from the fundamental theorem that the self-employed behave and make purchasing decisions more like consumers than businesses, Information Arts have re-modelled the entire classification, combining and cross-referring complementary existing datasets to create a pin-sharp picture of the UK self-employed sector. BASE reveals the sector in unprecedented clarity, detail and accuracy.

In so doing, we have also identified seven clearly defined sub-sets, or segments, each with its own distinct purchasing, personality and lifestyle attributes - powerful and expressive characteristics that bring precision and certainty to B2B marketing to this previously most nebulous of sectors.

Used as a standalone tool, or in conjunction with other geographical and SIC filters, BASE will bring you closer to the UK self-employed sector as you've never seen it before.



2 Segment Descriptions

Segment 1 Mature Consultants

Educated, financially established individuals with high disposable income but few, conservative leisure interests - chiefly travel, cuisine and the arts.

With the oldest median age of the seven BASE segments, Mature Consultants are of independent means although, typically, a proportion of their wealth has been inherited. Key areas of business activity include financial and legal consultancy, and medical professions, including dentistry and veterinary medicine. Living in large properties in the most affluent residential areas, many are empty-nesters, with a high number being either retired or semi-retired. Well-read, well-travelled, and primarily interested in maintaining and enhancing their wealth - both for later life and for their families - Mature Consultants are highly unlikely to require credit products.

Segment 2 Parochial Craftsmen

Probably the most traditional of the seven segments, Parochial Craftsmen are financially comfortable, if not affluent, and live simpler lifestyles with very few significant leisure interests. Typically skilled manual workers in long-established trades such as carpentry, plumbing, construction and electrical contracting, as well as agriculture, most generally live within the comfort zone of their relatively modest means. A lack of wider cultural interests is reflected in a higher than average tabloid readership, and late adoption of technologies. With simpler lifestyles, Parochial Craftsmen have little need for credit and are more receptive to financial planning products to protect and preserve their status.

Segment 3 Work Hard / Play Hard

Eager and conspicuous consumers, Work Hard / Play Hard are highly-g geared individuals, fuelling their expansive leisure lifestyles with high incomes and high credit. Generally well-educated, their leisure interests are diverse and numerous, with travel, sports, culture and entertainment all featuring prominently. Characterised by large, profitable businesses with low overheads, low assets and relatively low turnover, Work Hard / Play Hard exploit technology and communications fully to work on the move. Living in large homes in the most affluent areas, multiple car ownership is very much the norm in this segment. Key business areas include new media, property and services.

Segment 4 Red-Top White Van Artisan

Accounting for almost a quarter of the entire BASE sector, Red-Top White Van Artisan are the largest segment. Leisure interests are limited and relatively passive - predominantly televised sport and mainstream entertainment - with a high preponderance of tabloid readership. Generally middle-aged, with children still living at home in moderate-sized properties in areas of low to average affluence, there is a cautious and moderate receptiveness to financial planning, credit products and technology. Lesser skilled, Red-Top White Van Artisans typically operate medium-sized blue-collar businesses with medium to high turnovers.

Segment 5 Undercapitalised Tradesmen

The least affluent segment of the classification, Undercapitalised Tradesmen are predominantly manual workers, operating small, low turnover businesses typically in transport, storage and low-end services. Whilst perhaps lacking in ambition compared to other segments, they display reasonably high levels of cultural awareness and leisure interests. With small houses and limited funds, family life is prioritised over capital wealth - as a result, long-term financial planning is not high on the agenda. However, credit products are enthusiastically received and used (usually through necessity rather than choice), partially to support holiday travel and keeping abreast of new technologies.

Segment 6 Seasoned Professionals

Older, wealthier and slightly less active, it is tempting to view Seasoned Professionals as the natural progression from Work Hard / Play Hard. Culturally sophisticated, broadsheet readership is high and leisure interests numerous, with travel and the arts prominent. Either empty-nesters or having few children, Seasoned Professionals are financially aware, and providing for a comfortable future is a key priority. Competitive credit products, too, are well-used, though more through choice, convenience and financial expediency than necessity. A mix of professionals and the retired, in terms of business sectors this segment is diverse, often with numerous sites but no particular SIC classification standing out.

Segment 7 Credit Crunchers

Maintaining interests and leisure activities that are largely beyond their means, Credit Crunchers rely heavily on borrowing to sustain their families and lifestyles. Living in moderate-sized homes in less affluent areas, entertainment, eating out, wine and new technologies feature strongly among a high number of leisure interests, their diverse outlook reflected by their wide-ranging and numerous newspaper readership. Typically, median ages are young to middle-aged, with little inherited wealth, and most of their many children still at home. This segment is characterised by small, low turnover businesses, with construction, electrical trades and fishing figuring highly.



3 Using BASE

BASE can be used in a number of ways:

3.1 Data Selection and Output

BASE is a selection on Information Arts OMNI and DNA databases.

Selection fee £50 / 000

Output fee £50 / 000

(Additional to base data cost)

3.2 Data Enhancement

BASE can be appended to any database for an annually renewable licence.

Append fee £50 / 000

Matching fee £100 / 000
subject to a minimum of £1,500

3.3 Profiling

A profile of customers using BASE can be provided:

First profile £3,000

Additional profiles £1,500

(Excluding file matching)

3.4 Summary Data Sets for Analysis and Modelling

Price On application to specification