

PUBLIC SECTOR DATA

175,000 decision makers



Description

Public Sector Data is a meticulously compiled database covering key decision makers within all aspects of public sector organisations. Built and updated on a continuous rolling basis through desk and telephone research, the database offers extremely high levels of accuracy, with each contact being verified on average every four months.

Sectors covered are as follows:

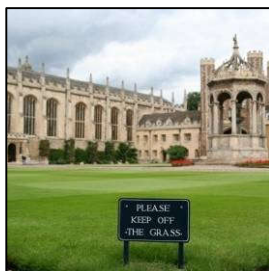
- Central Government/Civil Service
- Criminal Justice
- Further & Higher Education
- Housing Associations
- Local Government
- The Health Service
- Care Homes
- Parish Councils

The database gives users access to a wide range of senior-level contacts, typically commanding large budgets across extensive multi-site establishments, throughout the UK. They frequently have multiple responsibilities, and a key facet of the research behind this file is the ability to identify all the appropriate contacts for a particular target audience. Areas include HR, Education, IT, Facilities and Environmental concerns, and many more.

Email addresses are available on 75% of records, and telephone numbers on 95%.

This file has proved highly effective for an enormous range of organisations including conferences and events, training, lobbying, products and services and more.

Please see overleaf for more breakdowns.



Available Selections

Job Function	Employee Bands
Seniority	Annual Spend
Organisation Type	Email Address
Geography	Telephone Number

Postal Data Costs

Single Use	£160 per thousand
12 Months Lease	£275 per thousand

Broker Commission 15%

Selection Costs

Email Address	£75 per thousand
Telephone Numbers	£30 per thousand
Other Selections	£10 per thousand

Output & Delivery

Email	£25
CD-ROM	£50
S/A Labels	£25 per thou + P&P
Delivery Time	2-3 working days

Minimum data order value: £500

All costs exclude VAT

DMA List Warranty No: 003692

All lists are seeded to detect unauthorized use.
Orders are subject to our Terms & Conditions.



For more details call **0844 736 2512**
or email **think@thinking-data.co.uk**

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Breakdown



Sector Coverage

	Contacts	Email
Care Homes	20,729	17,550
Central Government & QUANGOS	8,675	5,337
Further and Higher Education	14,854	12,600
GP Surgeries	31,809	8,217
Housing Associations	8,931	3,556
Local Government Councillors	21,306	21,064
Local Government Officers	29,443	25,916
MPs & Lords	1,829	1,477
NHS Management	17,998	13,026
Parish Councils	13,701	10,390

Job Functions

	Contacts
Chief Executive/Chief Officer	54,373
Top Level Director	14,592
Academic & Student Services	16,188
Administration & Planning	22,061
Adult Services	3,295
Building & Engineering	2,541
Catering	1,317
Children's Services & Education	4,309
Communications & Marketing	5,471
Economic Development	1,801
Emergency Services	2,242
Environmental	5,460
Facilities, Property & Estates	9,600
Financial	9,790
Health & Public Safety	44,554
Heritage & Museums	810
Housing	5,693
IT & Computing	11,314
Legal Services	2,288
Library & Information Services	8,216
Medical & Clinical Specialisms	12,287
Partnership & Co-ordination	4,159
Personnel & Human Resources	7,156
Purchasing & Procurement	3,735
Recreation & Sports	2,776
Regulation & Control	3,702
Social Security & Welfare	1,648
Training	3,069
Transport & Highways	3,039

Geography

	Contacts
Channel Islands	267
East Midlands	13,318
Eastern	17,056
Isle of Man	173
London	22,656
North East	7,209
North West	19,452
Northern Ireland	5,035
Scotland	16,594
South East	24,019
South West	16,762
Wales	9,186
West Midlands	14,816
Yorkshire and Humberside	12,988

The above counts are for UK postal data, and are liable to change.

*Please call us on **0844 736 2512** for more detailed counts and breakdowns, and for email and telemarketing counts.*