



Making Selections from the Oscar Database:

Selection breakdown: This datasheet explains the four 'Key Selection' areas that are used as the basis for making selections across the Oscar database.

The database can be searched by any combination of these four areas. When used in combination they offer powerful and in-depth selections across all levels and aspects of the database.

Organisation Type

There are three levels of organisational categorisation

General Area of the Government - Local Govt / Central Govt / NHS etc

Specific Organisation Type - NHS Trust / English County Council / University etc

For some Organisation Types, we have an additional category field - this third field is particularly helpful for the categorisation of the Central Government database. This field is supplied with all data selections so customers can further refine any database selection as required..

Functional Selection

'Areas of responsibility' that we have recorded for the contacts on the database. Because job titles vary so considerably from one organisation to another, we use standardised categories across all the areas of Government. This allows easier data selection makes it possible to select the equivalent types of contacts across different organisations and organisation types.

There are two levels of functional categorisation on the Oscar Database

Functional Area - These are general function areas of the database - eg Finance / IT / Housing / Education etc

Specific Category - These are specific/direct areas of responsibility carried by the contacts - for ease of reference these have been grouped by the

Seniority / Management Level Selection

The 'management level' of each contact on the database. Although some organisation types are not comparable with other in terms of their size or importance, for the sake of consistency and selection we have used standard values for all organisations. These values are particularly useful when combined with functional or organisational criteria.

Regional Breakdown

Enables selection on contacts based on the Economic Planning Regions in the UK.

Our online count and database selection tool can be used to build a count and quotation, or in the case of Public Service Exchange subscribers to make and download database selections.

Each of the datasheets for the individual areas of Government provide a count breakdown across the 4 selection areas detailed above.

We are always pleased to prepare a bespoke breakdown based on any combination of selections required. Please contact us for more information.