

Schools Data fact sheet

We understand that you may have questions before you access our education data.

We hope this fact sheet can answer your questions, but if you do have any other specific queries, just let us know.

1. How much data do Buzz Education have?

We have a team of data managers who work daily to keep our data fresh, accurate and up to date.

The numbers change minute to minute, but on a typical day **we have over 408,000 named teachers and decision makers across 120 job titles.**

What's more, we have data for every school in the UK, plus Nursery Schools, International Schools and Republic of Ireland Schools.



2. Who do you collect data for?

Our data team collect data for over **120 job titles.** We monitor and update this list regularly so to ensure we only collect the data you need.



3. How will I access the data?

You will receive a username and password which allows you to access your data.

These details will remain live for 12 months and you can log in as often as you need. What's more, you will be accessing live data, updated in real time.



4. Is the data GDPR compliant?

Absolutely. You can look at our full GDPR [guide here.](#)



5. What data can I access?

The data you receive from Buzz Education is far reaching. Depending on the service you access, you can view data including;

- Postal addresses, email addresses and telephone numbers
- Local authority name and area
- Numbers on roll
- % of children on free school meals
- Religious affiliation
- Supplementary data such as size of the workforce, pupil absence, Ofsted rating and more.



6. How often is the data updated?



Daily. Our large team of data checkers work daily to monitor bounced emails and returned mail, whilst continuing to work closely with schools throughout the UK to update their data.

We do a full refresh of our database each month, taking account of new school openings and closures.

7. Why should I buy data from Buzz Education?



We care deeply about putting the best education suppliers in front of schools, allowing you to generate leads and build conversations.

Since 1997, we have worked with thousands of education suppliers, ranging from **Oxfam to BBC, Apple to Puma**, and more.

To demonstrate our confidence in our data, we offer you a 99% data accuracy guarantee.

8. Who is responsible for managing data at Buzz Education?

Jane, our Data Manager, is responsible for working with our large bank of data checkers to ensure only the most accurate and up-to-date information is available to you.



9. Is it good data?

Absolutely... but don't just take our word for it. Here is what a selection of our clients say about our data.



"We use the data provided by Buzz Education as part of our overall communications strategy for our big schools marketing campaign each year.

This email data helps us to generate strong open and click through rates, contributing to the success of the campaign.

This helps us to support reading for everyone, and foster relationships between schools and the wider community.

Buzz Education have been a pleasure to work with, from their helpful and friendly team to the ease of use of their website and the database itself."



[Lisa, National Book Tokens](#)

"We spoke to many organisations whilst looking for someone to purchase education data from and Buzz Education were the standout company.

They were easy to talk to, happy to answer all of our questions, including those difficult post GDPR law change ones, and were very helpful.

I would definitely consider Buzz Education when in need of help for any future education marketing."



[Kerry, Bonner & Hindley](#)

"We have been using Buzz Education's services for a couple of years now and have found their data to be very up to date and accurate.

It is also great to find a company who is both professional and pleasant to deal with. Nothing is too much trouble."



[Siobhan Kane, Galina International Study Tours](#)

Latest school data counts

Type of school	Volume of data
All UK Schools	29,695
Primary Schools	24,431
Secondary Schools	7,243
Academy Schools	8,284
Independent Schools	2,492
Nursery Schools	4,866
Nursery Schools	20,419

Latest decision makers data counts

Job title	Volume of data
Head Teacher	29,237
Business Manager	14,305
Site Manager	13,816
Deputy Head Teacher	18,969
Head of Careers	1,433
SENCO	17,313
Heads of Year / Sixth Form	9,014

Is the count you need not there?

Email info@buzz-education.com for a bespoke data count.

We hope that answers all your questions.

If you'd like to know any more about our data, or are ready to access our schools data, please just get in touch with one of our friendly team.

[Find out more](#)

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