Element 2752: Wks Since Last Ord - Apparel - Men

Element Definition

Indicates the number of weeks since the household has made a purchase in Men's Apparel.

Length: 3
Format: Character
Default: Blank

Element Values

This element will output an actual 3 digit value, but it will be reported in ranges.

Element Notes

Level: Household

Sources: Purchases of products or services

Restrictions: None

Element Changes