

Element 6161: Average \$ Amount Per Order

Element Definition

Indicates the Average \$ Amount the household spends per order. The following elements are not actual transactions. This data has been rolled up into categories removing all transaction level data including SKUs.

Length: 6
Format: Character
Default: Blank

Element Values

This element will output the actual 6 digit dollar amount.

Element Notes

Level: Household
Sources: Purchases of products and services
Restrictions: None

Element Changes