

## Element 6317: Electronics

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### Element Definition

A purchase of Electronics has occurred within the last 24 months in the Household. The Buying Activity data has been summarized into a categorical level according to purchase activity. This removes certain point-of-sale information, such as SKUs (stock keeping unit) but allows visibility into types of purchases and buying behaviors within the Household.

Length: 1  
Format: Character  
Default: Blank

### Element Values

1 = Yes

### Element Notes

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

### Element Changes