

Element 6483: Holiday/Ethnic Items

Element Definition

A Holiday/Ethnic purchase for a gift 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 = True

Element Notes

Level: Household

Sources: Purchases of products and services

Restrictions: None

Element Changes