

Element 6505: Home Furnishings Accessories

Element Definition

A purchase of Accessories in Home Furnishings 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