

Element 9001: Vehicle Type Propensity Rank - New - Entry Compact Car

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Entry Compact cars.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Entry Compact Cars.
02 = 02
03 = 03
04 = 04
05 = 05
06 = 06
07 = 07
08 = 08
09 = 09
10 = 10 Least Likely to have a propensity toward new Entry Compact cars

Element Notes

Level: Household
Sources: This is a model.
Restrictions: No Installs. No OEMs. Orders for this element must be placed directly through Acxiom.

Element Changes

There will not be an even distribution across the values. Some values may not have counts.

Available on InfoBase Enhancement as of September 16, 2009.