

Element 9006: Vehicle Type Propensity Rank - New - Mid Luxury Car

Element Definition

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

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Mid Luxury 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 Mid Luxury 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.