

## Element 9022: Vehicle Brand Affinity Rank - New - Acura

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### Element Definition

Use this element to determine whether the consumers in the household have a propensity toward new Acura vehicles.

Length: 2  
 Format: Character  
 Default: Blank

### Element Values

01 = 01 Most Likely to have a propensity toward new Acura vehicles  
 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 Acura vehicles

### 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.