

Element 9051: Vehicle - Model Code - 2nd Vehicle (numerical format)

Element Definition

Indicates the model code of the 2nd vehicle in the household.

Vehicles are householded using Last Name and Address Link. Vehicle purchase date is not available in the source data provided, therefore the newest vehicle is the 1st vehicle and the next newest is the 2nd vehicle.

Length: 2
Format: Character
Default: Blank

Element Values

The list of valid values is updated frequently. Please ask your SME or delivery person for the current Vehicle Make Model Legend, which can be found here: <H:\Sales\IBSME\Enhancement\Data Dictionary>.

Element Notes

Level: Household

Sources: Survey and Registration data

Restrictions:

Element Changes

There is no DMV data in Acxiom's vehicle elements.

The vehicle Year/Make/Model data is vastly self-reported data through dealership and service surveys. Because it is self-reported, there are sometimes errors in the information the consumer writes or types. Acxiom does validate the self-reported Year, Make and Model against an industry known table of Year, Make and Model combinations. For the most part, Acxiom defaults data that doesn't match to the table. However, Acxiom does allow an invalid Year to pass through if the Make and Model are a correct combination. The reasoning is that the consumer sometimes mis-remembers the Year, but that mis-remembered Year is probably very close to the actual Year - and its better to have that combination of Year, Make and Model rather than none at all.