

Element 9096: Vehicle Brand Affinity Rank - New - Volkswagen

Element Definition

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

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward new Volkswagen 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 Volkswagen 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.