

Element 9149: Vehicle Brand Affinity Rank - Used - Land Rover - RETIRING SEPTEMBER 2012

Element Definition

Use this element to determine whether the consumers in the household have a propensity toward used Land Rover vehicles.

Length: 2
Format: Character
Default: Blank

Element Values

01 = 01 Most Likely to have a propensity toward used Land Rover 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 used Land Rover vehicles

Element Notes

Level: Household
Sources: This is a model.
Restrictions: Retiring September 2012

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.