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AI-generated content may be incorrect.**

**Lifestyle Data Dictionary**

**Life Stye**

Big & Tall Men's Apparel-Interest

Cooking-Interest

Dieting Or Weight loss-Interest

Health/Beauty & Cosmetic-Interest

Jewelry-Interest

Natural Or Organic Food-Interest

Plus Size Women's Apparel-Interest

Wine Enthusiast

**Description & Definition**

A member of the household has expressed an interest in Big & Tall Men's apparel through self-reported surveys, catalogs, or purchase indicators.

A member of the household has expressed an interest in Cooking through self-reported surveys, catalogs, or purchase indicators.

A member of the household has an interest in Dieting or Weight loss

A member of the household has expressed an interest in Health/Beauty or Cosmetic products or services through self-reported surveys, catalogs, or purchase indicators.

A member of the household has an interest in Jewelry

A member of the household has expressed an interest in Natural or Organic Food through self-reported surveys, catalogs, or purchase indicators.

A member of the household has expressed an interest in plus size women's apparel through self-reported surveys, catalogs, or purchase indicators.

A member of the household has expressed an interest in Wine

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