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AI-generated content may be incorrect.**

**Outdoor Data Dictionary**

**Outdoor**

Camping/Hiking Interest

Fishing-Interest

Gardening-Interest

Hunting/Shooting-Interest

Hunting-Interest

**Description & Definition**

Interest and/or participation in either camping or hiking

Interest and/or participation in fishing activities

Interest in or has made a purchase of garden/landscaping products

Interest and/or participation in either hunting or sport-shooting activities

Interest and/or participation in hunting activities

Updated Nov 2025