**HTML data-\* Attributes**

### Example

Use the data-\* attribute to embed custom data:

<ul>  
  <li data-animal-type="bird">Owl</li>  
  <li data-animal-type="fish">Salmon</li>   
  <li data-animal-type="spider">Tarantula</li>   
</ul>

## Definition and Usage

The data-\* attributes is used to store custom data private to the page or application.

The data-\* attributes gives us the ability to embed custom data attributes on all HTML elements.

The stored (custom) data can then be used in the page's JavaScript to create a more engaging user experience (without any Ajax calls or server-side database queries).

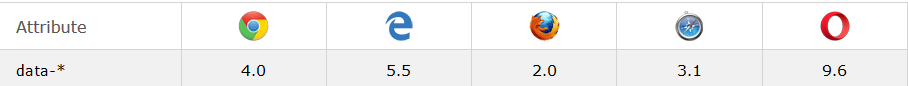
The data-\* attributes consist of two parts:

1. The attribute name should not contain any uppercase letters, and must be at least one character long after the prefix "data-"
2. The attribute value can be any string

**Note:** Custom attributes prefixed with "data-" will be completely ignored by the user agent.

## Browser Support

The numbers in the table specify the first browser version that fully supports the attribute.



## Differences Between HTML 4.01 and HTML5

The data-\* attributes are new in HTML5.

## Syntax

<*element* data-\*="somevalue">

## Attribute Values

|  |  |
| --- | --- |
| **Value** | **Description** |
| somevalue | Specifies the value of the attribute (as a string) |