

# jQuery .data()

- description : jQuery .data()
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## jQuery .data()

Store arbitrary data associated with the matched elements

or return the value at the named data store for the first element in the set of matched elements.

```
.data(key, value)
```

```
$( "body" ).data( "foo", 52 );
$( "body" ).data( "bar", { isManual: true } );
$( "body" ).data( { baz: [ 1, 2, 3 ] } );
$( "body" ).data( "foo" ); // 52
$( "body" ).data(); // { foo: 52, bar: { isManual: true }, bar: [ 1, 2, 3 ]
}
```

Using the data() method to update data does not affect attributes in the DOM. To set a data-\* attribute value, use attr.

```
data()          DOM          .data-*
      attr
```

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