

Nominal vs Ordinal Data



Nominal Data

Nominal data is used just for labeling variables, without any type of quantitative value. The name 'Nominal' comes from the Latin word "nomen" which means 'name'.

The nominal data just name a thing without applying it to an order. Actually, the nominal data could just be called "labels."

Ordinal data

Ordinal data is data which is placed into some kind of order by their position on a scale.

Ordinal data may indicate superiority. However, you cannot do arithmetic with ordinal numbers because they only show sequence.

Examples

- Gender (Women, Men)
- Hair color (Blonde, Brown, Brunette, Red, etc.)
- Marital status (Married, Single, Widowed)
- Ethnicity (Hispanic, Asian)



Examples



- The first, second and third person in a competition.
- Letter grades: A, B, C, and etc.
- When a company asks a customer to rate the sales experience on a scale of 1-10.
- Economic status: low, medium and high.