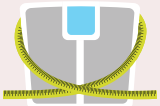




QUANTITATIVE VS QUALITATIVE DATA

QUANTITATIVE DATA

Quantitative data can be expressed as a number or can be quantified. Simply put, quantitative data can be measured by numerical variables.



EXAMPLES

- Scores on tests and exams e.g. 85, 67, 90 and etc.
- The weight of a person or a subject.
- Your shoe size.
- The temperature in a room.

QUALITATIVE DATA

Qualitative data can't be expressed as a number and can't be measured. Qualitative data consist of words, pictures, and symbols, not numbers.

EXAMPLES

- Colors e.g. the color of the sea
- Your favorite holiday destination such as Hawaii, New Zealand.
- Names as John, Patricia,.....
- Ethnicity such as American Indian, Asian, etc.

