Qualitative and quantitative data

Complete the table below to explore the difference between qualitative and quantitative data.

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| **Quantitative data** | **Qualitative data** |
| Overview:* Deals with numbers.
* Data can be measured – length, height, area, volume, weight, speed, time, temperature, humidity, sound levels, cost, members, ages, etc.

**Quantit**y **Quantit**ative | Overview:* Deals with descriptions.
* Data can be observed but not measured

– colours, textures, smells, tastes, appearance, beauty, etc.**Qualit**y **Qualit**ative |
| Example 1: latte Quantitative data:• 250ml* serving temperature 65ºC
* serving cup 15cm high

• cost $3.95 | Example 1: latte Qualitative data:* robust aroma
* frothy appearance
* strong taste
* burgundy cup
 |
| Example 2: rice cracker1 vs rice cracker 2 Quantitative data:Compare both rice crackers onDiameterWeight (g)Thickeness (mm) | Example 2: sponge cake Qualitative data:Compare texture, flavor and appearance |
| Example 3: apple Quantitative data:Take notes onWeightCircumference | Example 3: apple Qualitative data:Write notes on texture, flavor and appearance (color, shine, size, blemishes, bruises) |

*Adapted from ‘Qualitative vs quantitative data’, Regents Exam Prep Centre,* [*http://regentsprep.*](http://regentsprep.org/REgents/math/ALGEBRA/AD1/qualquant.htm)[*org/REgents/math/ALGEBRA/AD1/qualquant.htm*](http://regentsprep.org/REgents/math/ALGEBRA/AD1/qualquant.htm)*, accessed November 2010*