Qualitative and quantitative data

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

|  |  |
| --- | --- |
| **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 on  Diameter  Weight (g)  Thickeness (mm) | Example 2: sponge cake Qualitative data:  Compare texture, flavor and appearance |
| Example 3: apple  Quantitative data:  Take notes on  Weight  Circumference | 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*