Examine the differences between qualitative and quantitative data.

|  |  |
| --- | --- |
| **Qualitative Data** | **Quantitative Data** |
| **Overview:*** Deals with descriptions.
* Data can be observed but not measured.
* Colors, textures, smells, tastes, appearance, beauty, etc.
* **Qualit**ative → **Qualit**y
 | **Overview:** * Deals with numbers.
* Data which can be measured.
* Length, height, area, volume, weight, speed, time, temperature, humidity, sound levels, cost, members, ages, etc.
* **Quantit**ative → **Quantit**y
 |
|

|  |  |
| --- | --- |
| **Example 1:** ***Oil Painting*** | http://regentsprep.org/regents/math/algebra/ad1/oilpainting.gif |

**Qualitative data:*** blue/green color, gold frame
* smells old and musty
* texture shows brush strokes of oil paint
* peaceful scene of the country
* masterful brush strokes
 |

|  |  |
| --- | --- |
| **Example 1:** ***Oil Painting*** | http://regentsprep.org/regents/math/algebra/ad1/oilpainting.gif |

**Quantitative data:*** picture is 10" by 14"
* with frame 14" by 18"
* weighs 8.5 pounds
* surface area of painting is 140 sq. in.
* cost $300
 |
|

|  |  |
| --- | --- |
| **Example 2:** ***Latte*** | http://regentsprep.org/regents/math/algebra/ad1/latte.gif |

**Qualitative data:*** robust aroma
* frothy appearance
* strong taste
* burgundy cup
 |

|  |  |
| --- | --- |
| **Example 2:** ***Latte*** | http://regentsprep.org/regents/math/algebra/ad1/latte.gif |

**Quantitative data:*** 12 ounces of latte
* serving temperature 150º F.
* serving cup 7 inches in height
* cost $4.95
 |