Examine the differences between qualitative and quantitative data.

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| **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 |