





Practical differences between qualitative and quantitative data.

Qualitative Data	Quantitative Data
<p>Overview:</p> <ul style="list-style-type: none"> • Deals with descriptions. • Data can be observed but not measured. • Colors, textures, smells, tastes, appearance, beauty, etc. • Qualitative → Quality 	<p>Overview:</p> <ul style="list-style-type: none"> • Deals with numbers. • Data which can be measured. • Length, height, area, volume, weight, speed, time, temperature, humidity, sound levels, cost, members, ages, etc. • Quantitative → Quantity
<p>Example 1:</p> <p><i>Oil Painting</i></p>  <p>Qualitative data:</p> <ul style="list-style-type: none"> • blue/green color, gold frame • smells old and musty • texture shows brush strokes of oil paint • peaceful scene of the country • masterful brush strokes 	<p>Example 1:</p> <p><i>Oil Painting</i></p>  <p>Quantitative data:</p> <ul style="list-style-type: none"> • picture is 10" by 14" • with frame 14" by 18" • weighs 8.5 pounds • surface area of painting is 140 sq. in. • cost \$300
<p>Example 2:</p> <p><i>Latte</i></p>  <p>Qualitative data:</p> <ul style="list-style-type: none"> • robust aroma • frothy appearance • strong taste • burgundy cup 	<p>Example 2:</p> <p><i>Latte</i></p>  <p>Quantitative data:</p> <ul style="list-style-type: none"> • 12 ounces of latte • serving temperature 150° F. • serving cup 7 inches in height • cost \$4.95

Example 3:

Freshman Class



Qualitative data:

- friendly demeanors
- civic minded
- environmentalists
- positive school spirit

Example 3:

Freshman Class



Quantitative data:

- 672 students
- 394 girls, 278 boys
- 68% on honor roll
- 150 students accelerated in mathematics

Source: <http://www.regentsprep.org/regents/math/algebra/AD1/qualquant.htm>