Qualitative Vs. Quantitative Data

Quantitative	Qualitative
Level of occurrence	Depth of understanding
Asks "how many" or "how much"	Asks "why"
Studies events	Studies motivation
Objective	Subjective
Discovery and proof	Enables discovery
More definitive	Exploratory in nature
Describes	Interprets

5. Determine whether the data are qualitative or quantitative:
   a) the colors of automobiles on a used car lot
   b) the numbers on the shirts of a girl's soccer team
   c) the number of seats in a movie theater
   d) a list of house numbers on your street
   e) the ages of a sample of 350 employees of a large hospital

Descriptive
     vs
Numerical

5. Determine whether the data are qualitative or quantitative:
   a) the colors of automobiles on a used car lot *QUAL*
   b) the numbers on the shirts of a girl's soccer team *QUAL*
   c) the number of seats in a movie theater *QUANT*
   d) a list of house numbers on your street *QUAL*
   e) the ages of a sample of 350 employees of a large hospital *QUANT*

QUALITATIVE = DESCRIPTIVE
QUANTITATIVE = NUMERICAL

5. Determine whether the data are qualitative or quantitative:
   a) the colors of automobiles on a used car lot
   b) the numbers on the shirts of a girl's soccer team
   c) the number of seats in a movie theater
   d) a list of house numbers on your street
   e) the ages of a sample of 350 employees of a large hospital

qualitative
— color odor
shape feel

quantitative
— Num

phys
cha