

# Types of Data

- \* **Qualitative data** consists of attributes, labels, or nonnumerical entries.

Example: The gender (male/female) or professional athletes

Example: Shirt numbers on professional athletes uniforms - substitutes for names.

- \* **Quantitative data** consists of numerical measurements or counts.

Example: The weights of supermodels

Example: The ages of respondents

## Example 2 Quantitative/Categorical

- 1. Quantitative Data:** The ages (in years) of survey respondents
- 2. Categorical Data as Labels:** The political party affiliations (Democrat, Republican, Independent, other) of survey respondents
- 3. Categorical Data as Numbers:** The numbers 12, 74, 77, 76, 73, 78, 88, 19, 9, 23, and 25 were sewn on the jerseys of the starting offense for the New Orleans Saints when they won a recent Super Bowl. Those numbers are substitutes for names. They don't measure or count anything, so they are categorical data.