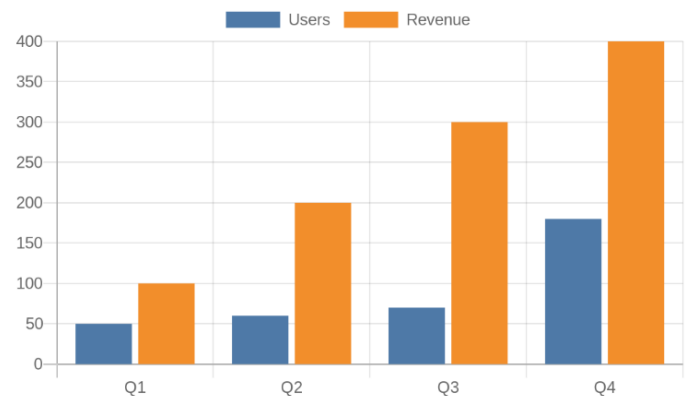


Qualitative vs. Quantitative Data

What's the Difference?



Qualitative Data:
Describes attributes or qualities that can't be expressed as a number-examples include words, pictures, symbols, and observations

Quantitative Data:
Can be counted (or quantified) and expressed as a number