

Name: \_\_\_\_\_

## Data: Qualitative vs. Quantitative

Statistical questions are answered by gathering a variety of data points. The data can be sorted into one of two main types.

**Qualitative data** is categorical and described using words, such as tastiest brands of cereal. It can be difficult or impossible to mathematically analyze.

**Quantitative data** is measurable and described using numbers, such as cereal brands with the most sales. It is designed to be mathematically analyzed.

Check the box to tell what kind of data each question will produce.

	Qualitative	Quantitative
1. Which car has the highest fuel efficiency?		

A cartoon superhero with brown hair, wearing a blue suit with a red cape and a shield emblem with the letters 'STW' on his chest, is flying through a blue sky with white clouds. He is smiling and has his arms outstretched.

# Preview

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8. What matters most when buying a phone?		
9. At what temperature do different liquids freeze?		
10. Which frosting pairs best with chocolate cake?		

A survey asks customers to rank a product's quality on a scale of 1–10. This question will produce \_\_\_\_\_ data.  
(qualitative/quantitative)

The survey then asks customers to explain their chosen quality score. This question will produce \_\_\_\_\_ data.  
(qualitative/quantitative)

# ANSWER KEY

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