

Types of Scales

Categorical

- aka Qualitative
- Can be represented with numbers or text
- The only valid operations are counts, percentage in each category, and mode

Non-Categorical

- aka Quantitative or Numeric
- Can only be represented with numbers
- Valid operations depend on types below

Nominal

Different by name only
(e.g. Eye color as blue, brown, green or 0, 1, 2)

Ordinal

Different by name & order
(e.g. Quality rating as good, better, best or 0, 1, 2)

Interval

Different by order & distance. Can be discrete or continuous
(e.g. Temperature)

Ratio

Different by order, distance, & have a true zero. Can be discrete or continuous.
(e.g. Height)

Discrete

Whole numbers only
(e.g. Number of children in a family)

Continuous

Rational numbers
(i.e. Can be expressed as fractions)
(e.g. Temperature & Height)