Anecdotal evidence—proof that supports a claim in the form of stories, narrative, examples from people’s lives. Stories that focus on one person or a small group of people are appealing to most readers/listeners, but they are limited in their sweep and power.

Statistical evidence—proof that supports a claim in the form of numerical, abstract data, collected over a period of time, concerning a large group of people. Statistics are impersonal, dry, scientific, and substantiated by surveys, polls, studies.

1. Dr. Kendall testified in open court that his years of studying diseases similar to the defendant’s led him to believe that the defendant was indeed suffering from Menier’s.

2. My neighbors’ children play outside every day that the weather is nice. I don’t know what everyone’s talking about—how children all sit inside watching tv, texting, and playing video games all the time now.

3. Four out of five dentists recommend Trident for their patients who chew gum.

4. Housing starts in December 2011 fell 3%, which is 2% less of a fall than had been predicted.

5. John and Susan’s little boy was perfectly healthy until he had a series of vaccines at the age of three. With a couple of months, he was demonstrating cognitive delays, and six months later, he’d been diagnosed as autistic.