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.