Qualitative

Categorical

Nominal =-categories don’t have an order. Ex: color, names, zipcode(?)

Ordinal – categories do have an order. Ex: letter grades, date, size: low-medium-high, survey: excellent, good, fair, poor, ratings

Qualitive

Measurement

Interval – subtraction is meaningful ex(temperature)C or F), year

Ratio – subtraction is meaningful() 0/multiplication is meaningful

Ex: age, height, temperature(kelvin)