

Types of Measurement Scales

Nominal

Data may only be classified

Gender,
Eye Color,
Religion, etc.

Ordinal

Data are ranked

Students' Grades,
Cricket teams standing in ICC ranking,
Likert Scale, etc.

Interval

Meaningful difference
b/w values

Temperature,
Shoe Size,
IQ Level

Ratio

Meaningful zero point
& ratio
b/w values

Bank Balance,
Weight,
Height, etc.