

* Data can be recorded as three main types

1. **Categorical Data** (Qualitative)

* This is data which is usually recorded as a label and not a number.

- E.g.:**
- i) Checking male/ female on a survey
 - ii) Listing the type of car that you drive
 - iii) Eye colour

* Sometimes, categorical data *is* recorded as a number, but the value of the number is not as important as what it represents.

* A common example of this is known as the **Likert Scale**. This is frequently

used on surveys where:

- 1=Strongly disagree
- 2=Disagree
- 3=Neutral
- 4=Agree
- 5=Strongly agree

2. **Continuous Data**

* This is numerical (or quantitative) data where values can exist between recorded values.

i.e. decimals are allowed

E.g.: Any measurement (mL, cm, m, weight, time, temperature) where decimals are permitted.

3. **Discrete Data**

* This is also numerical data, but decimals are not allowed. There is a fixed number of possible values.

E.g.: Number of toppings on a pizza, money in cents, hockey scores