QUANTITATIVE
DATA

NUMERICAL

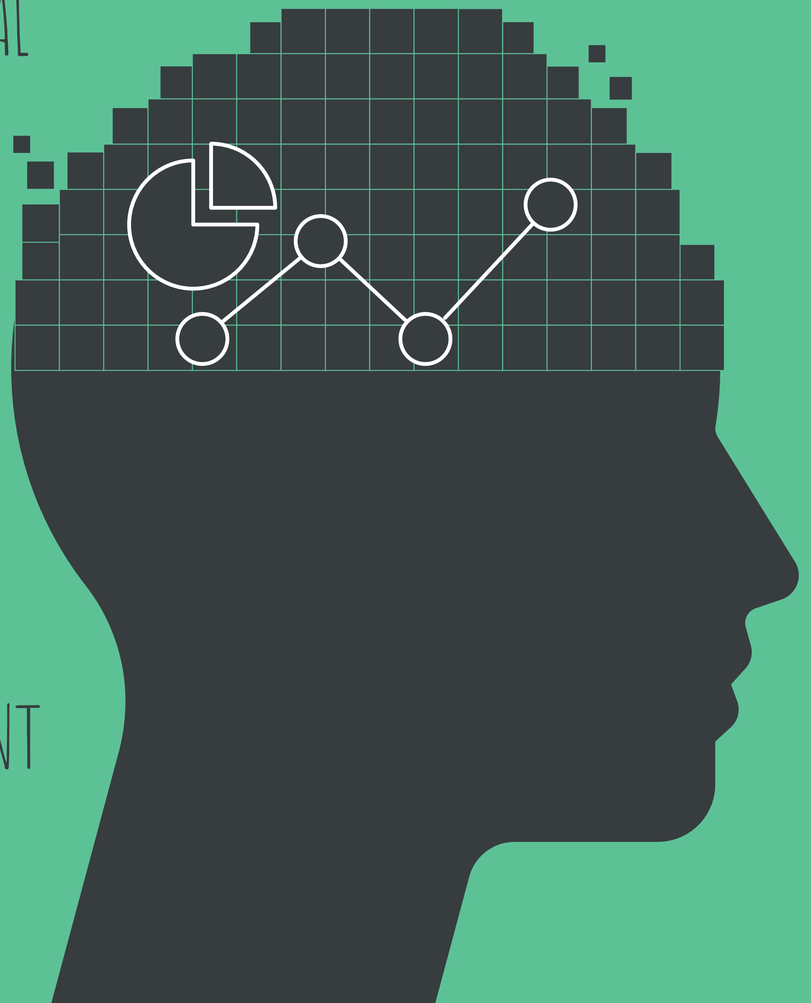
DISCRETE

COUNTING

CONTINUOUS

MEASUREMENT

FACTUAL



QUALITATIVE
DATA

DESCRIPTIVE

SENSES

SEE

FEEL

SMELL

HEAR

TASTE

SUBJECTIVE