

Qualitative and quantitative data

Qualitative (quality, what its like)	Quantitative (quantity, how many)
<p>Sometimes called ‘soft’ data. It is information about the description of something, and includes things like attitudes, views and feelings – ‘what’s it like?’ These can give a good understanding of an issue or situation.</p> <p>Often people can more easily identify with personal experience than with numbers alone.</p>	<p>Often called ‘hard’ data. This is about the number of things and usually presented as statistics – ‘how many?’</p> <p>This is also usually the best way to clearly look at any relationships between things, and comparisons between different things.</p>
<p>Key sources of qualitative data;</p> <ul style="list-style-type: none"> • focus groups • diaries, case studies, personal accounts • oral histories • video, photographs • local newspapers, blogs, face book • any method that records descriptions 	<p>Key sources of quantitative data;</p> <ul style="list-style-type: none"> • the census • health authorities • local authority • voluntary sector organisations • questionnaires • any method that counts things