

## Data Key Terms

### *Types of data (form of information)*

Qualitative	
Quantitative	
Continuous	
Discrete	

### *Types of data (method of collection)*

Primary	
Secondary	

### *Collection methods*

Census	
Sample	
Systematic	
Random	
Stratified	

## Data Key Terms

### *Types of data (form of information)*

<b>Qualitative</b>	Non-numerical data. (eg popular restaurants / types of car)
<b>Quantitative</b>	Numerical data. (eg income / number of children)
<b>Continuous</b>	Numerical data that can take any value along a continuous scale. (eg height / time)
<b>Discrete</b>	Numerical data that can take only specific values. (eg age / number of pets)

### *Types of data (method of collection)*

<b>Primary</b>	Data collected directly by you, the analyst. (eg by experiment / questionnaire / observation)
<b>Secondary</b>	Data collected by a third party. (eg from an online data source / commissioned survey / other)

### *Collection methods*

<b>Census</b>	A complete survey of an entire population. (eg 10-yearly national census / weight of all cattle in a herd)
<b>Sample</b>	A survey of a subset of the population. (eg 10% of the total data set are measured / only registered voters)
<b>Representative</b>	A sample which accurately reflects the population. (eg choosing the sample at random / having a large sample)
<b>Biased</b>	A sample (or method) which does not fairly represent the population. (eg sampling disproportionately high numbers of men / over 21s)
<b>Systematic</b>	A sampling method which chooses every $n^{th}$ member of a population from some ordered list. <i>Not</i> a random sample. (eg for 10% of the population, every 10 <sup>th</sup> person alphabetically)
<b>Random</b>	A sample in which every member of the population has an equal chance of being chosen. (eg members chosen by a random event / arbitrary selection)
<b>Stratified</b>	A sample which accurately reflects proportions of relevant strata in a population. <i>Not</i> a random sample (but usually random within strata). (eg age groups / gender / socio-economic group)