

	Nominal	Ordinal	Interval	Ratio
“Order” of values is known	-	✓	✓	✓
“Counts” / “Frequency of Distribution”	✓	✓	✓	✓
Mode - “Most Common”	✓	✓	✓	✓
Median - “Central”	-	✓	✓	✓
Mean - “Average”	-	-	✓	✓
Can quantify difference b/w each value	-	-	✓	✓
Can add or subtract values	-	-	✓	✓
Can multiply or divide values	-	-	-	✓
Has “True Zero”	-	-	-	✓

**Nominal** - name; distinct categories

- Any binary measure (y/n)
- e.g. zip codes, eye color, sex (m/f)

**Ordinal** - ordered; distinct categories w/ order

- i.e. good, better, best
- e.g. severity of illness, level of education

**Interval** - ordinal data but each step is same size

- Distance b/w intervals is meaningful
- e.g. Temperature (°C/°F)

**Ratio** - Interval data w/ a true zero

- Both differences and ratios are meaningful
- e.g. Temperature (K), Monetary quantities

