

Resource 2

Look at the resource below, which shares more information about collecting data.



Have you ever collected data before? How did you collect it and why did you collect it?



Types of data

Data can be qualitative or quantitative.

Qualitative data is descriptive and expressed in words.

Quantitative data is often countable and relates to numbers.

Why do you think this data has been collected and how might it help us?

Collecting data can provide us with useful information that can help us. Here are some examples of data being collected:

- Data collected from a customer satisfaction survey
- Weather data collected by satellites
- Fitness data collected throughout a fitness programme