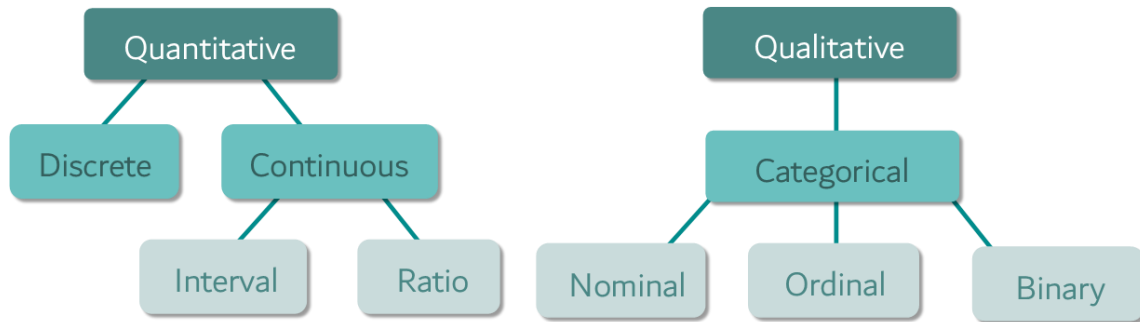


Data sets come in many different forms. Understanding the differences between these forms is essential to using data effectively and analysing them in particular ways. The main types of data to consider in geography are highlighted below.



Type of Data	What is it?	How might it be used in geography fieldwork?
Primary	Data collected in the field by a student from first-hand sources.	Likert scores generated from a questionnaire survey on the streets of the field location.
Secondary	Data collected by the other researchers or experts and accessed by students before or after the primary data collection.	Data from the last national census on the numbers of people of different age groups living in the field location.
Qualitative	Data that is non-numerical.	A transcript of a stakeholder interviewee.
Quantitative	Data that is numerical.	A count of the number of pedestrians passing a point within the study area.
Discrete	Data in which each field is unconnected to and does not affect the data in any other field. Each piece of data is independent of each other.	A count of different types of traffic. The number of cars witnessed in the traffic count does not affect the number of bikes witnessed.
Continuous (Interval)	Data that is measurable on a scale where each value is an equal distance apart from each other.	A measure of the temperature of a site each hour in degrees Celsius.
Continuous (Ratio)	Data that is measurable on a scale where each value is an equal distance apart from each other and where the data has a definitive 'zero' or end value.	A measure of the height of different trees along a transect line.
Categorical (Binary)	Data that falls into one of two mutually exclusive categories.	A count of the responses to a questionnaire that requires either a 'Yes' or 'No' answer.
Categorical (Ordinal)	Data that can be assigned to categories that have a rank or an order.	A count of the responses to a survey question that asks respondents to rank something on a 1 to 5 scale.
Categorical (Nominal)	Data that can be assigned to categories that have no rank or order.	A count of the number of individual plants of different species within a quadrat.