

**Table 1.1** The Four Scales of Measurement, What They Allow, and Examples

<i>Scale of Measurement</i>	<i>What the Scale Allows You to Do</i>	<i>Examples</i>
Nominal	COUNT the number of things within different categories	<i>Pets:</i> 5 dogs, 12 cats, 7 fish, 2 hamsters
		<i>Marital status:</i> 12 married, 10 divorced, 2 separated
Ordinal	COUNT & RANK some things as having more of something than others (but NOT QUANTIFY how much of it they have)	<i>Annual income:</i> above average, average, or below average
		<i>Speed (measured by place of finish in a race):</i> 1st, 2nd, 3rd, etc.
Interval	COUNT, RANK, & QUANTIFY how much of something there is, but a score of zero does not mean the absence of the thing being measured	<i>Temperature:</i> $-2^{\circ}\text{F}$ , $98^{\circ}\text{F}$ , $57^{\circ}\text{F}$ ; $0^{\circ}\text{F}$ is not the absence of heat
Ratio	COUNT, RANK, & QUANTIFY how much of something there is, and a score of zero means the absence of the thing being measured	<i>Annual income:</i> \$25,048, \$48,802, \$157,435, etc.
		<i>Number of text messages sent in a day:</i> 0, 3,351, 15, etc.