|  | Quantitative | Qualitative |
|---|---|---|
| **Purpose** | To measure magnitude | To describe a situation, gain insight to particular practice |
| **Format** | Pre-determined response categories, standard measures | No pre-determined response categories |
| **Data** | Wide breadth of data from large statistical representative sample | In-depth explanatory data from a small sample |
| **Analysis** | Test hypotheses, uses data to support conclusion | Draws out patterns from concepts and insights |
| **Result** | Numerical aggregation in summaries, responses are clustered | Illustrative explanation and individual responses |
| **Sampling** | Statistical | Theoretical |
| **Cost** | Existing publicly available data sets (secondary data) may have no data collection costs. However, with large populations, this data can be expensive to collect first-hand (primary data). | With small samples, this data can be cheaper to collect than quantitative data. However, with large samples, this data can be expensive to collect and time-consuming to analyze. |