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Primary Scales of Measurement



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Nominal Scale

Example: Number of football players,
Store Name

**Descriptive
Stats:**

Percentages,
Mode

**Inferential
Stats:**

Chi-square,
Binomial Test



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Ordinal Scale

Example: Ranking of football team in Fifawold cup, market position

**Descriptive
Stats:**

Percentile,
Median

**Inferential
Stats:**

Rank-order,
Correlation,
Friedman
ANOVA



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Interval Scale

Example: Temperature, Index numbers, opinions

Descriptive Stats:

Range,
Mean,
Standard
Deviation

Inferential Stats:

Product-moment
correlation, t-
tests, ANOVA,
Regression,
Factor Analysis



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Ratio Scale

Example: Length, Weight, Age, Income, Sales

**Descriptive
Stats:**

Geometric Mean,
Harmonic Mean

**Inferential
Stats:**

Coefficient of
Variation



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