

	Quantitative	Qualitative
Data	Numbers	Words
Typical methods of data collection	Predefined options and closed questions in surveys, direct measurement, digital data collection	Open-ended questions in surveys and interviews, focus group discussions, observation, case studies
Analysis	Statistical data methods (averages, correlations, regression analysis)	Summarization, reduction and scoring; in-depth analysis of individual cases
Sampling	Large, random samples	Purposive (deliberate) sampling of particular cases
Indicators	Specific, measurable, numeric indicators	Broadly defined qualitative indicators or questions
Milestones and targets	Easy to define and to communicate	Hard to define and communicate
Baselines	Numeric collection and presentation of data	Narrative collection and presentation of data
Control or comparison groups	Often used in experimental or quasi-experimental methods	Rarely used in qualitative inquiry
Typical monitoring questions	How much? How many? How often?	How or why did something happen? For whom?