

- **Quantitative data** is information that is expressed using numbers; observations expressed as a number, percentage, ratio; surveys with closed-ended questions, etc.
- **Qualitative data** is information that is expressed using words; concepts, thoughts, experiences/opinions, descriptions, observations, interviews or surveys with open-ended questions.
Note: Even though qualitative data is expressed in ideas and words, the improvement target will be expressed numerically, e.g., increasing or decreasing the number or percentage of people who report certain thoughts or ideas gathered through open-ended questions. “The percentage of student comments referring to examples of highly engaging lessons will increase from 30% to 50% as reported in student surveys at the end of the 20— school year.”