

■ **TABLE 5.1**
Scale of Measurement

Scale	Characteristics
Nominal	Ability to categorize, label, classify, name, or identify
Ordinal	Rank order objects or individuals from first to last or best to worst
Interval	Ability to rank order objects or individuals; has equal intervals or distances between adjacent numbers
Ratio	Ability to rank order objects or individuals; has equal intervals between adjacent numbers and has an absolute zero point that permits forming ratio statements
