

Scales

Marketing

The scale types, and what analysis each permits.

Scale type and permitted analysis.

Scale	Example	Permits
Nominal	Brand used	Counts, mode
Ordinal	Rank of preference	Median, order
Interval	Rating 1-7	Mean, standard deviation
Ratio	Amount spent	All, including ratios

Averaging ordinal ranks is common and technically improper. It is usually tolerated, but never for a close decision.