Demographics- demographics analysis is statistics based on the characterisation of a populations age, race, sex etc.

Psychographics- marketing data based on consumers activities, interest, and opinions.

Geodemographics-an analysis-based surveys from a specific geographical area. The data is used to help understand the characteristics of the population living there to help in advertising and marketing.

Qualitative data- numeric value valued in percentages statistics and figures. Qualitative data is collected through questionnaires and interviews.