PRESENTER: Everyone's got opinions and ideas and we've all got questions we want answered, like how safe is it around here?

Let's do some geography and ask what other people think.

How safe do you feel - in the local area?

INTERVIEWEE: I feel very safe. I do feel safe, nothing ever has happened to me.

INTERVIEWEE 2: No, it's a safe area.

INTERVIEWEE 3: Very safe.

PRESENTER: Do you ever feel worried at all?

INTERVIEWEE 4: Er...no.

PRESENTER: This kind of information - thoughts and feelings about a place - is called qualitative data and you can collect it through opinion polls, focus groups and interviews, and it's fantastic for helping us to understand things we can't easily measure numerically, like feelings about safety.

But there is another kind of data that would be useful here - quantitative data.

If you can measure something or count it, you can usually turn it into quantitative data and from that data we can produce graphs, projections and statistics, like these local crime figures.

And I can already see that, here, robberies have gone down over recent years, which could mean that it's actually getting safer in this area.

You can use this data in different ways. You could look at a ratio of the number of police officers per head of population, or find the proportion of people who have experienced a crime.

Frequency can tell us how often a crime happens and we can also look at the magnitude or severity of those crimes.

Quantitative data is more objective, giving us facts, while qualitative data is more subjective and gives us personal insight that numbers can't reveal.

So, quantitative data may tell that crime rates are falling in a place, but qualitative data may tell us that people still feel unsafe there, perhaps because of low levels of street lighting, because of not that many police on the streets or because the media is reporting more crime.

Together, both forms of data are a great combination, helping us to understand a complicated issue.