

Examples to illustrate the difference in meaning between characteristic, measure, metric, and measurement.

Characteristic	Standard of Comparison	Standard of Measurement	Measurement
	Measure	Metric	
Size	Weight	Number of pounds.	5 pounds
	Weight	Number of grams.	35 grams
	Length	Number of inches.	17 inches
	Length	Number of centimeters.	125 centimeters
National Economy	Inflation	Average percent change over time in the prices paid by urban consumers for a specific market basket of consumer goods and services.	1.7% CPI-U in 2012
	Growth	Percent change in the total dollar expenditures for all final goods and services produced within the United States. (Gross Domestic Product)	2% GDP in 2012
Performance	INPUT		
	Labor usage	Number of staff hours used in home visits.	365 hours in July
	Promotion costs	Annual dollars cost to maintain and provide the Tobacco Prevention Hot Line.	\$35,000 in 2012
	OUTPUT		
	Service provision	Number of toolkits that were distributed or downloaded from the NAPA website.	17 in August
	Service provision	Number of completed home assessments per month.	42 in July
	EFFICIENCY		
	Cost per unit service	Average dollar cost per home visit.	\$437 per visit in Q3 2012
	Turnaround time (cycle time)	Average number of hours from specialty care assistance request until referral is provided.	29.6 hours per referral in week 37
	QUALITY		
	Customer satisfaction	Percent of home assessment participants rating the value of the assessment service as Excellent or Very Good.	78% in August
	Accuracy	Number of vendor reporting data entry fields with errors per 1000 opportunities.	29 errors per 1000 opportunities in week 29
	OUTCOME		
	Smoking activity/participation	Percent of students interviewed who report smoking within the past 30 days.	18% in 2012
Breastfeeding activity	Percent of Montana infants who are breastfed at six months.	63% in Q4 2012	