This chapter discusses the basics of collecting quantitative material. It outlines the nature of quantitative data in the context of the research process, before exploring the differences between primary and secondary data. In doing so, it highlights some of the benefits of using secondary data sets for the purposes of dissertation-based research. The chapter then examines the relationship between research questions, concepts, and variables, before exploring how quantitative data can be measured at different levels. Finally, it offers some useful tips and advice concerning one technique that is particularly common in student projects — the questionnaire — and demonstrates the different ways in which questionnaires can be developed and administered.