

HOW DO I rank the results of a Crosstab report?

Once you have created a crosstab report, you may wish to rank and sort your results. Within SurveyTime you can rank and sort individual columns or multiple targets at the same time.

Source: TAM18 GB TGI 2018 Q3 (April 2017 - March 2018)

In this example, we have input **Social Grades (Demographics: Grouped)** into **Columns** and **Grocers Regular Main Shop** into **Rows (figure 1)**.

Sorting individual columns:

To sort one column, right click on the column header, then select **Sort Asc** or **Sort Dec (figure 1)**. Then select what you would like to sort by, i.e., Audience, Resps...

Un-sort the column by selecting **Un-Sort**.

If you want to rank more than one column at a time, select a **Rank Report**.

Sorting multiple targets using Combined Rank Report:

Opening **Combined Rank Mode** allows you to see the Crosstab in a table format. By clicking on the column headers you can sort by descending or ascending order.

In this mode, you are also able to export the screen to Excel, sort multiple columns, highlight and filter the data (figure 2).

Figure 1

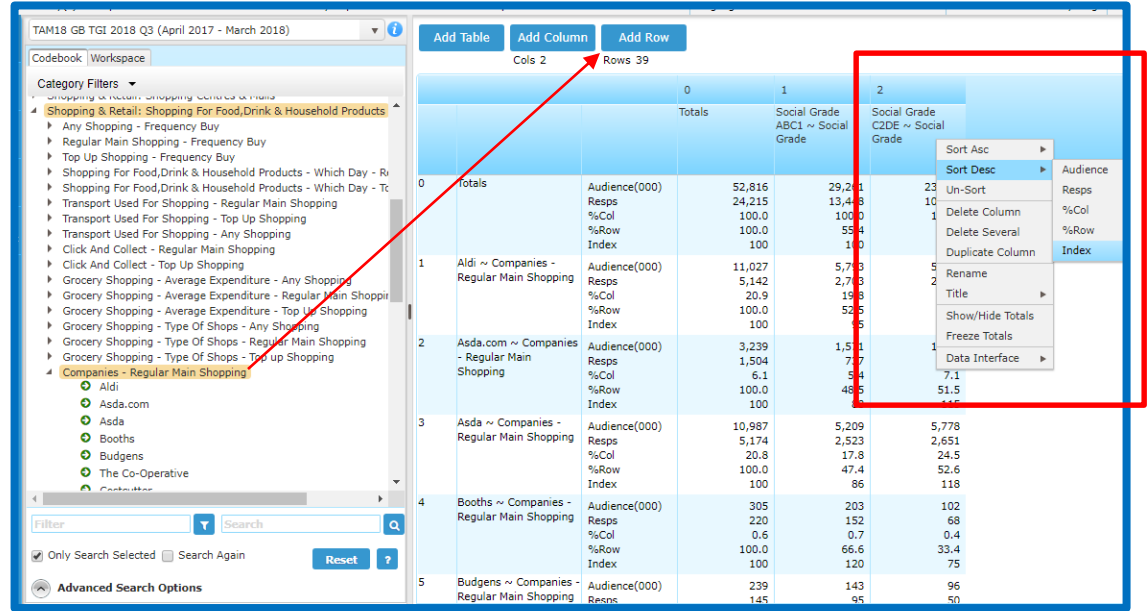
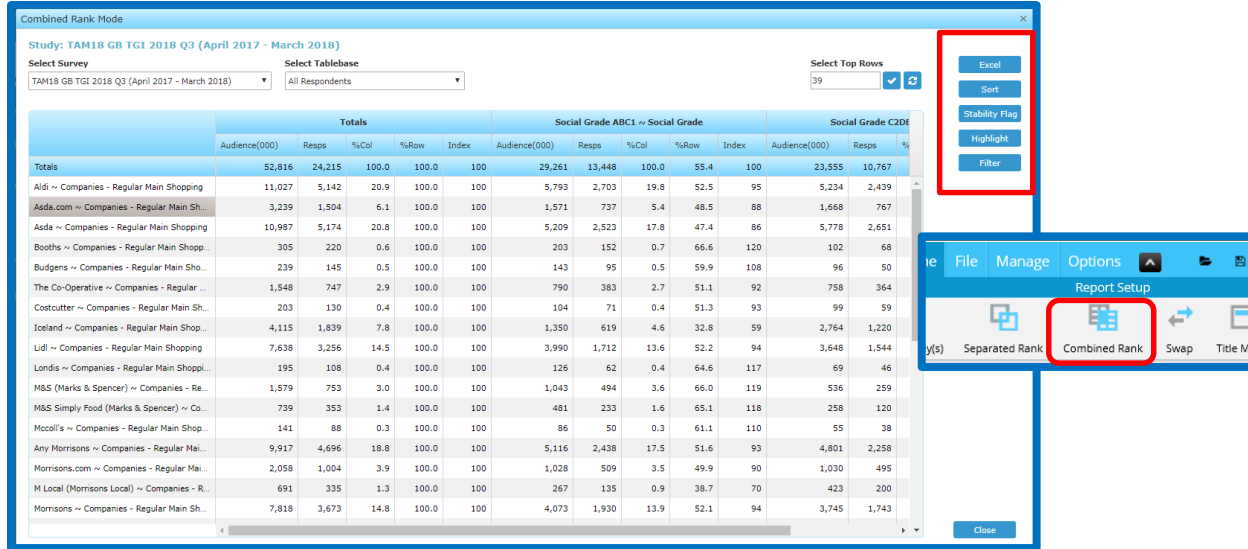


Figure 2



Sorting multiple targets using **Separate Rank Report**:

Separated Rank gives you a Total Table, and a table for each column (**figure 3**). Right hand click on the column headings to sort in descending / ascending order.

To sort all tables simultaneously click on the **Sort** button (**figure 4**). Then select **Sort Item** and select a preference;

- Audience
- Resps
- %Col
- %Row
- Index

e.g., if you select 'Index' ALL tables will be sorted in descending order of Index.

This example has been sorted by **Index** (**figure 5**)

Easily compare Supermarkets in terms of index by social grade:

Index: Social Grade ABC1 are 14% less likely than the average adult in GB to do a regular shop in ASDA

Calculation: 17.8/20.8 (**figure 6**)

Index: Social Grade C2DE is 18% more likely to do a regular shop in ASDA than the average GB adult

Calculation: 24.5/20.8 (**figure 7**)

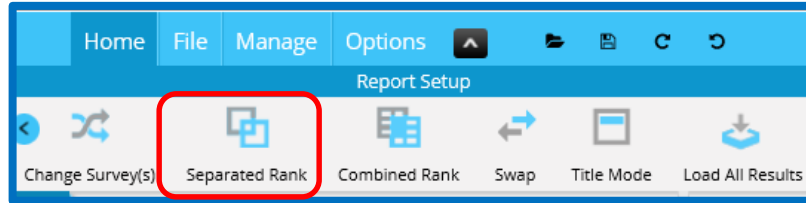


Figure 3

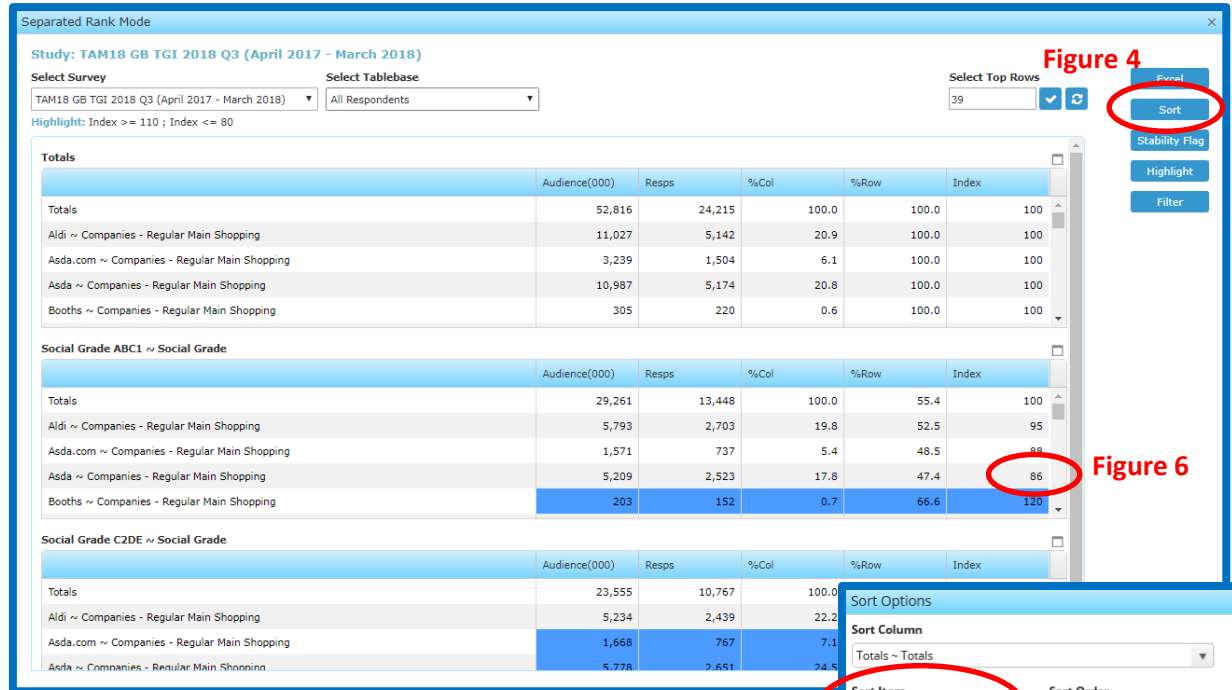


Figure 4

Figure 6

Figure 5

Social Grade C2DE ~ Social Grade					
	Audience(000)	Resps	%Col	%Row	Index
Totals	23,555	10,767	100.0	44.6	100
Aldi ~ Companies - Regular Main Shopping	5,234	2,439	22.2	47.5	106
Asda.com ~ Companies - Regular Main Shopping	1,668	767	7.1	51.5	115
Asda ~ Companies - Regular Main Shopping	5,778	2,651	24.5	52.6	118
Booths ~ Companies - Regular Main Shopping	102	68	0.4	33.4	75

Figure 7