

# 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: *IPSOS Affluent Asia up to Q4 2017*

In this example, we have input **Monthly Household Income (US\$)** into **Columns** and **Ownership of Financial Products** into **Rows** (figure 1).

Sorting individual columns:

To sort one column, right click on the column header, then select **Sort Asc** or **Sort Desc** (figure 2). Then select what you would like to sort by, i.e., Audience, % Col etc.

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

If you want to rank more than one column at a time, select a **Rank Report**. (figure 3)

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 4). For combined ranking all targets are in one Excel sheet.

figure 3



figure 4

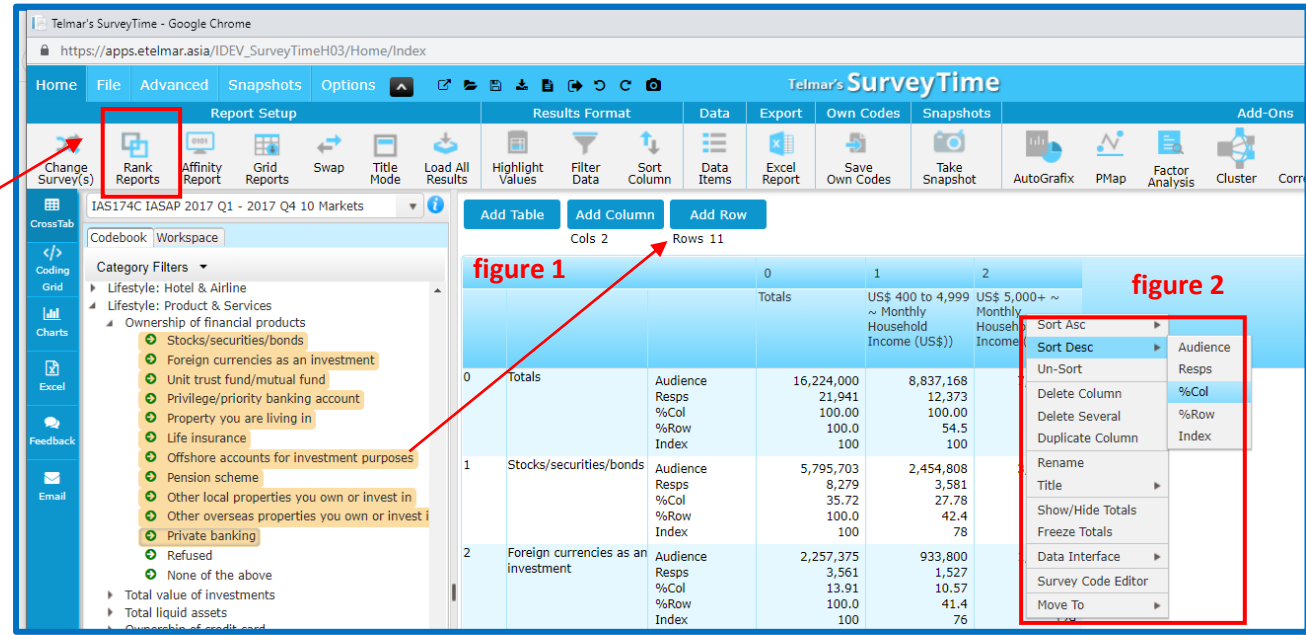
Combined Rank Mode

Study: IAS174C IASAP 2017 Q1 - 2017 Q4 10 Markets

Select Survey: IAS174C IASAP 2017 Q1 - 2017 Q4 10 Markets | Select Tablebase: All Respondents | Select Snapshot: None | Select Top Rows: 11

Sort: US\$ 5,000+ ~ Monthly Household Income (US\$) : %Col - DESC

	Totals					US\$ 400 to 4,999 ~ Monthly Household Income (US\$)					US\$ 5,000+ ~ Monthly Household Income (US\$)				
	Audience	Resps	%Col	%Row	Index	Audience	Resps	%Col	%Row	Index	Audience	Resps	%Col	%Row	Index
Totals	16,224,000	21,941	100.00	100.0	100	8,837,168	12,373	100.00	54.5	100	7,386,832	9,568	100.00	45.5	100
Life insurance	9,972,716	14,017	61.47	100.0	100	5,620,516	7,884	63.60	56.4	103	4,352,200	6,133	58.92	43.6	96
Property you are living in	7,766,910	11,464	47.87	100.0	100	4,080,630	6,293	46.18	52.5	96	3,686,280	5,171	49.90	47.5	104
Stocks/securities/bonds	5,795,703	8,279	35.72	100.0	100	2,454,808	3,581	27.78	42.4	78	3,340,894	4,698	45.23	57.6	127
Pension scheme	3,952,103	5,396	24.36	100.0	100	2,090,412	2,965	23.65	52.9	97	1,861,691	2,431	25.20	47.1	103
Private banking	4,229,537	6,027	26.07	100.0	100	2,486,201	3,574	28.13	58.8	108	1,743,337	2,453	23.60	41.2	91
Privilege/priority banking account	2,994,110	4,983	18.45	100.0	100	1,347,303	2,292	15.25	45.0	83	1,646,808	2,691	22.29	55.0	121
Unit trust fund/mutual fund	3,534,166	5,337	21.78	100.0	100	2,048,889	2,952	23.18	58.0	106	1,485,277	2,385	20.11	42.0	92
Foreign currencies as an investment	2,257,375	3,561	13.91	100.0	100	933,800	1,527	10.57	41.4	76	1,323,575	2,034	17.92	58.6	129
Other local properties you own or invest in	2,899,336	4,621	17.87	100.0	100	1,577,515	2,620	17.85	54.4	100	1,321,822	2,001	17.89	45.6	100
Offshore accounts for investment purposes	1,051,592	1,613	6.48	100.0	100	538,755	783	6.10	51.2	94	512,837	830	6.94	48.8	107
Other overseas properties you own or inve...	730,321	1,309	4.50	100.0	100	342,831	513	3.88	46.9	86	387,489	796	5.25	53.1	117



# HOW DO I? Rank the results of a Crosstab report?

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

**Separated Rank** gives you a Total Table, and a table for each column (**figure 5**). Right hand click on the column headings to sort in descending / ascending order.

To sort all tables simultaneously click on the **Sort** button (**figure 6**). 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 7**)

Easily compare investment activities in terms of index by Monthly HH Income.:

**Index: Monthly HHI of less than US\$4,999 are 3% less likely to invest in a pension scheme that the average adult in Asia**

*Calculation:  $52.9/54.5 * 100 = \text{index of } 97$  (**figure 8**)*

**Index: Monthly HHI of US\$5,000+ are 29% more likely than the average adult in Asia to invest in foreign currencies.**

*Calculation:  $58.6/45.5 * 100 = \text{index of } 129$  (**figure 9**)*

When the **Separated Rank** report is downloaded to Excel, each target market is ranked in a separate sheet. (**figure 10**)

**figure 5**



Totals	Audience	Resps	%Col	%Row	Index
Totals	16,224,000	21,941	100.00		
Stocks/securities/bonds	5,795,703	8,279	35.72		
Foreign currencies as an investment	2,257,375	3,561	13.91		
Unit trust fund/mutual fund	3,534,166	5,337	21.78		
Privilege/priority banking account	2,994,110	4,983	18.45		
Property you are living in	7,766,910	11,464	47.87		

Source: IAS174C IASAP 2017 Q1 - 2017 Q4 10 Markets  
 Weight: Population Weight  
 Base Population: All Respondents  
 Units: 1's

**figure 9**

	Audience	Resps	%Col	%Row	Index
Totals	7,386,832	10,478	100.00	45.5	100
Foreign currencies as an investment	1,323,575	2,174	17.92	58.6	129
Stocks/securities/bonds	3,340,894	5,245	45.23	57.6	127
Privilege/priority banking account	1,646,808	2,889	22.29	55.0	121
Other overseas properties you own or invest in	387,489	869	5.25	53.1	117
Offshore accounts for investment purposes	512,837	917	6.94	48.8	107
Property you are living in	3,686,280	5,672	49.90	47.5	104
Pension scheme	1,861,691	2,736	25.20	47.1	103
Other local properties you own or invest in	1,321,822	2,228	17.89	45.6	100
Life insurance	4,352,200	6,684	58.92	43.6	96
Unit trust fund/mutual fund	1,485,277	2,570	20.11	42.0	92
Private banking	1,743,337	2,580	23.60	41.2	91

Sorting Info: US\$ 5,000+ ~ Monthly Household Income (US\$) - On Index; Order: Descending  
 Highlight Condition(s): Index >= 110

**figure 10**

Totals - All Respondents | US\$ 400 to 4,999 ~ Monthly Household Income (US\$) | **US\$ 5,000+ ~ Monthly Household Income (US\$)**

Audience	Resps	%Col	%Row	Index
7,386,832	9,568	100.00	45.5	100
1,323,575	2,034	17.92	58.6	129
3,340,894	4,698	45.23	57.6	127
1,646,808	2,691	22.29	55.0	121
387,489	796	5.25	53.1	117

Note that the highlighter option (under the Sort option) has been used in this analysis to highlight Index >110 in yellow. To help find stories.