# Table styles in
Snap Survey Software

A summary of standard table styles and advanced analysis options
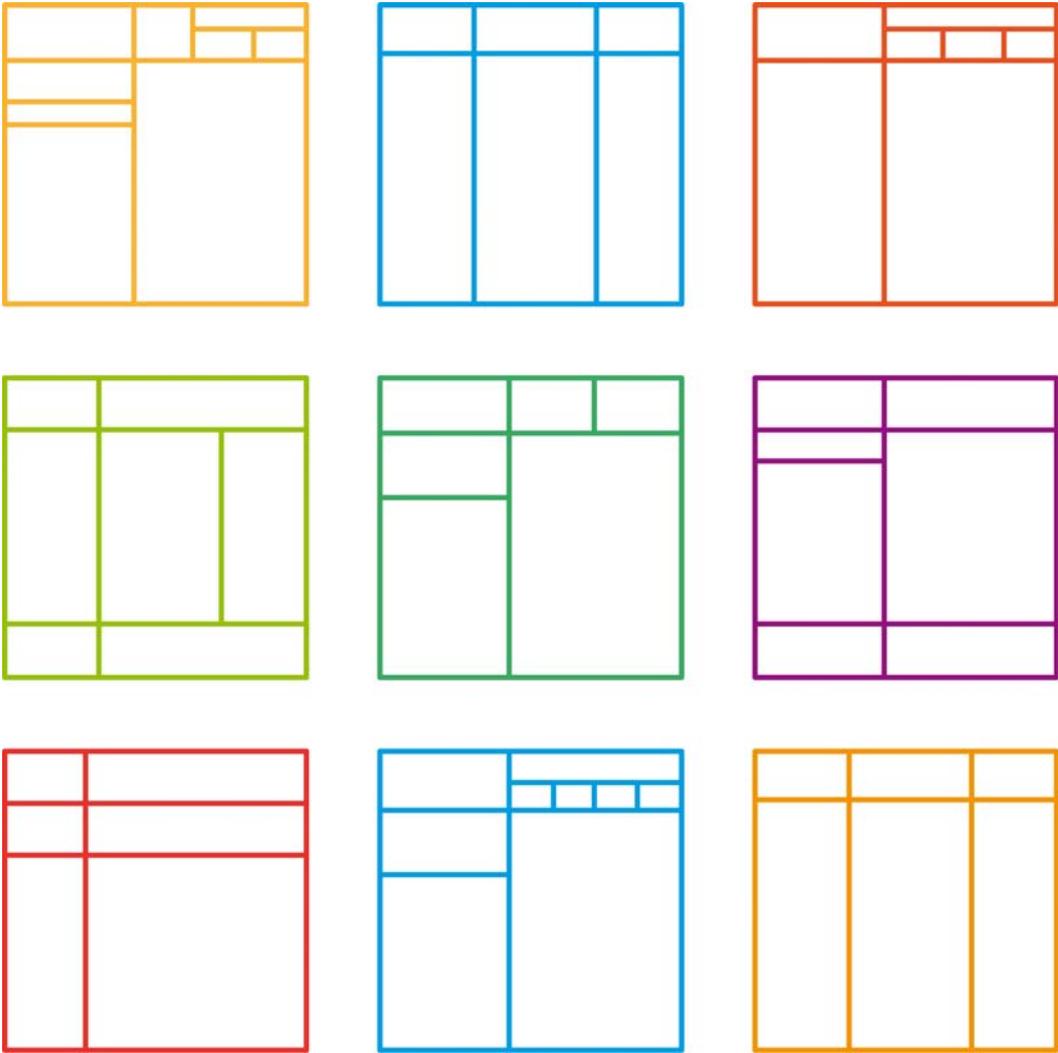
Snap Surveys

Table of Contents

About this Report

This report has been produced to demonstrate the full range of table, list and cloud styles supplied with Snap Survey Software. It also contains some guidance as to how these analyses were built.

The report was generated through Snap and is based on a working sample survey - Crocodile Rock Cafe, which is supplied with Snap. The sample surveys, including Crocodile Rock Cafe, can be found in the Snap 11 folder which is usually found on your c: drive.

Alternatively, please email support@snapsurveys.com to request a copy of the survey.

How to use this report

This report serves to highlight the analyses styles supplied with Snap. It is intended to be viewed alongside the Crocodile Rock Cafe survey. To gain further insight into how the different tables, lists and clouds can be reproduced, the individual analyses can be viewed within the survey.

At the end of this report there is additionally information about the process of building your own analyses and creating your own bespoke reports.

Other reports

Within the Crocodile Rock Cafe survey, there are two additional reports available - a report detailing the various charts supplied with Snap, and a report which generates a cross tabulation table for each question. Analyses contained within the reports can be viewed independently of the report, giving further insight into how to build your own tables and charts.

Viewing the saved analyses

Whilst this report serves to demonstrate the analyses that have been created in the survey and gives some indication as to how and when they might be used, you may wish to view the individual analysis that make up this report. This will give further insight into how these charts were created.

To view the saved tables, charts, lists and clouds, click the **Analyses** icon.
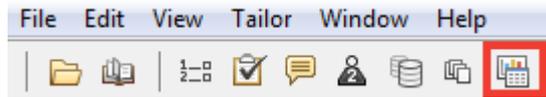
Click on the Properties icon to view the options that were selected to create each of the saved analyses.
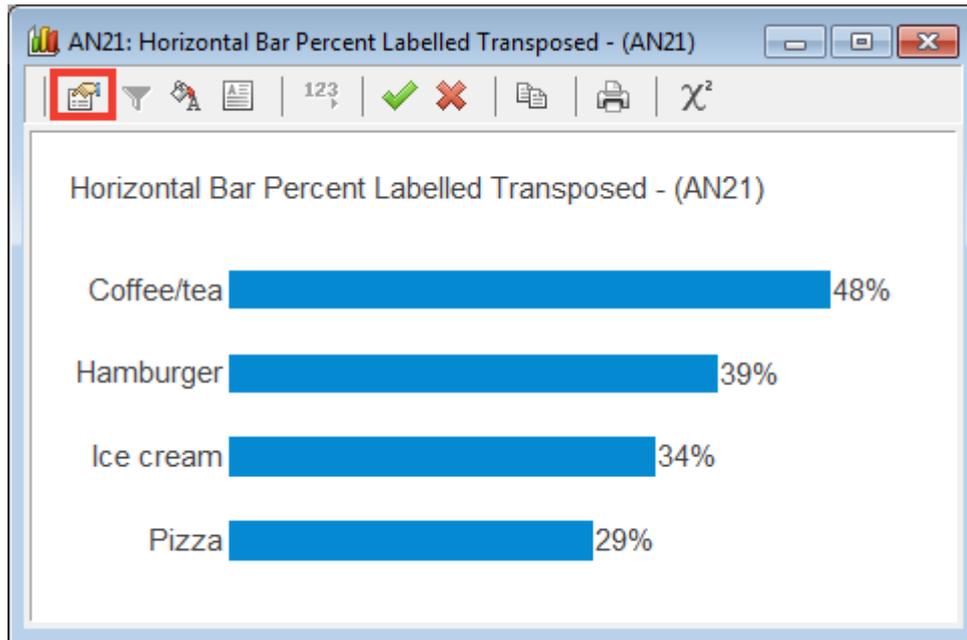
Default Table - XTab with Percents - (AN1)

Counts Analysis % Respondents	Base	Gender	
		Male	Fem...
Base	376	150 40%	226 60%
Items ordered			
Hamburger	131	64 49%	67 51%
French fries	184	92 50%	92 50%
Pizza	98	47 48%	51 52%
Salad	98	26 27%	72 73%
Ice cream	114	37 32%	77 68%
Coffee/tea	161	69 43%	92 57%
Soft drink	140	52 37%	88 63%
Other	138	75 54%	63 46%

A cross tabulation table uses 2 or more questions. This particular example has both counts and percents on display. Analysis Percents means that each **row** adds up to 100%.

Show options
- ☑ Counts
- ☑ Analysis Percents
- ☐ Break Percents

Default Table - Multi-dimensional XTab with Medians - (AN1.1)

Counts Break % Respondents	Base	Age						Gender	
		Under 18	18-24	25-34	35-44	45-54	55+	Male	Female
Base	**389**	**70**	**64**	**69**	**71**	**65**	**49**	**151**	**231**
Speed of service									
Very Poor	**119** **31%**	30 43%	25 39%	20 29%	20 28%	12 18%	12 24%	57 38%	59 26%
Poor	**88** **23%**	15 21%	7 11%	24 35%	14 20%	15 23%	13 27%	40 26%	47 20%
OK	**61** **16%**	8 11%	10 16%	11 16%	9 13%	13 20%	9 18%	20 13%	41 18%
Good	**62** **16%**	8 11%	14 22%	6 9%	14 20%	13 20%	7 14%	20 13%	41 18%
Very Good	**59** **15%**	9 13%	8 13%	8 12%	14 20%	12 18%	8 16%	14 9%	43 19%
Median	**Poor**	Poor	Poor / OK	Poor	OK	OK	Poor	Poor	OK

This table introduces a 3rd question using the word **With** to separate the gender and age variables. Break Percents are turned on - each **column** adds up to 100%.

The Median has been added using the Summary Statistics tab.

Default Table - Multi-dimensional XTab using PER - (AN1.2)

Counts Break % Respondents	Base	Male- Age						Female- Age					
		Under 18	18-24	25-34	35-44	45-54	55+	Under 18	18-24	25-34	35-44	45-54	55+
Base	381	35	32	23	30	21	10	34	32	46	40	43	35
Speed of service													
Very Poor	116 30%	18 51%	13 41%	8 35%	12 40%	3 14%	3 30%	11 32%	12 38%	12 26%	8 20%	9 21%	7 20%
Poor	87 23%	7 20%	5 16%	8 35%	7 23%	8 38%	5 50%	8 24%	2 6%	16 35%	7 18%	7 16%	7 20%
OK	60 16%	4 11%	5 16%	4 17%	3 10%	4 19%	- -	4 12%	5 16%	7 15%	6 15%	9 21%	9 26%
Good	61 16%	3 9%	5 16%	1 4%	6 20%	4 19%	1 10%	5 15%	9 28%	5 11%	8 20%	9 21%	5 14%
Very Good	57 15%	3 9%	4 13%	2 9%	2 7%	2 10%	1 10%	6 18%	4 13%	6 13%	11 28%	9 21%	7 20%

This table introduces a 3rd question using the word **Per** to merge the gender and age variables.

Break Percents are turned on - each **column** adds up to 100%.

Grey Shaded One Tone - XTab using a Derived Variable - (AN1.3)

Counts Break % Respondents	Base	Quarters by Year							
		2015 - Qrt 1	2015 - Qrt 2	2015 - Qrt 3	2015 - Qrt 4	2016 - Qrt 1	2016 - Qrt 2	2016 - Qrt 3	2016 - Qrt 4
Base	380	93	47	23	44	10	58	69	36
Speed of service									
Very Poor	115 30%	55 59%	11 23%	4 17%	11 25%	1 10%	14 24%	12 17%	7 19%
Poor	86 23%	11 12%	19 40%	6 26%	10 23%	- -	13 22%	23 33%	4 11%
OK	60 16%	20 22%	5 11%	2 9%	10 23%	2 20%	8 14%	7 10%	6 17%
Good	61 16%	5 5%	4 9%	2 9%	8 18%	1 10%	15 26%	17 25%	9 25%
Very Good	58 15%	2 2%	8 17%	9 39%	5 11%	6 60%	8 14%	10 14%	10 28%

To enable data to be compared against different periods of time, a Derived Variable (QuarterYear) has been created. This categorises the data which came from the original date response question (Q1a).

Derived Variables can be found in the Variables window .

Grey Shaded Two Tone - XTab using a Derived Variable - (AN1.4)

Counts Break % Respondents	Base	Quarters by Year							
		2015 - Qrt 1	2015 - Qrt 2	2015 - Qrt 3	2015 - Qrt 4	2016 - Qrt 1	2016 - Qrt 2	2016 - Qrt 3	2016 - Qrt 4
Base	380	93	47	23	44	10	58	69	36
Speed of service									
Very Poor	115 30%	55 59%	11 23%	4 17%	11 25%	1 10%	14 24%	12 17%	7 19%
Poor	86 23%	11 12%	19 40%	6 26%	10 23%	- -	13 22%	23 33%	4 11%
OK	60 16%	20 22%	5 11%	2 9%	10 23%	2 20%	8 14%	7 10%	6 17%
Good	61 16%	5 5%	4 9%	2 9%	8 18%	1 10%	15 26%	17 25%	9 25%
Very Good	58 15%	2 2%	8 17%	9 39%	5 11%	6 60%	8 14%	10 14%	10 28%

To enable data to be compared against different periods of time, a Derived Variable (QuarterYear) has been created. This categorises the data which came from the original date response question (Q1a).

Derived Variables can be found in the Variables window .

Grid Table - (AN2)

Counts Analysis % Respondents	Base	Missi... No reply	Very Poor	Poor	OK	Good	Very Good
Base	**1560**	**19** **1%**	**287** **18%**	**323** **21%**	**308** **20%**	**317** **20%**	**306** **20%**
Speed of service	**390**	1 0%	119 31%	88 23%	61 16%	62 16%	59 15%
Cleanliness	**390**	4 1%	43 11%	50 13%	84 22%	110 28%	99 25%
Parking	**390**	5 1%	86 22%	117 30%	68 17%	46 12%	68 17%
Quality of food	**390**	9 2%	39 10%	68 17%	95 24%	99 25%	80 21%

A grid is used to analyse a series of questions which share the same set of answer codes. Analysis Percents are turned on - each **row** adds up to 100%.

No Reply has been included using the **Base/Labels** tab.

Grid Table inc % Positive & Negative - (AN2.1)

Analysis % Respondents	Base	% Nega- tive	Very Poor	Poor	OK	Good	Very Good	% Positive
Base	**1541**	**40%**	**19%**	**21%**	**20%**	**21%**	**20%**	**40%**
Speed of service	**389**	53%	31%	23%	16%	16%	15%	31%
Cleanliness	**386**	24%	11%	13%	22%	28%	26%	54%
Parking	**385**	53%	22%	30%	18%	12%	18%	30%
Quality of food	**381**	28%	10%	18%	25%	26%	21%	47%

Using the **Summary Statistics** tab, % Negative and % Positive have been added at either end of the table.

Confidence Bottom Box is used to combine the first 2 categories (% Negative) and **Confidence Top Box** is used to combine the last 2 categories (% Positive).

Statistics Table - (AN3)

	Count	Sum	Mean	Standard Deviation	Minimum	Maximum	Mode	1st Quartile	Median	3rd Quartile
Amount Spent Today	390	5261	13.49	10.19	1	62	11	6	12	17
Approximately how much do you spend dining out each month?	320	10364	32.39	30.49	0	99	4	5	17	58

A statistics table is used to analyse quantity (numerical) response questions.

The list of statistics on display can be changed using the **Descriptive Statistics** tab

Statistics Summary Report - (AN3.2)

Cou...	Sum	Mean	Standard Deviati...	Minimu...	Maximu...
390	5261	13.48974	10.19017	1	62
320	10364	32.3875	30.48831	0	99

This is the Statistics Table style that is used within the Summary Report.

As the report has the question text for each variable incorporated into the text of the report, this table style does not require the question text to be displayed. The list of statistics on display has also been reduced to make it more streamlined for the Summary Report.

Statistics Table Transposed - (AN3.1)

	Amount Spent Today	Approximately how much do you spend dining out each month?
Count	390	320
Sum	5261	10364
Mean	13.49	32.39
Minimum	1	0
Maximum	62	99
Range	61	99
Mode	11	4
1st Quartile	6	5
Median	12	17
3rd Quartile	17	58
Standard Deviation	10.19	30.49
Variance	103.84	929.54
Standard Error of the Mean	0.52	1.70
Skewness	2.29	0.73
Kurtosis	7.38	-0.90

Depending upon your requirements, it may be preferred to display your data in columns rather than rows. Ticking **Transpose** will switch the rows and columns.

Note: When transposing a table or chart, there is often a corresponding style that has been designed to work in conjunction with this setting.

Calibri Table - XTab with Percents - (AN4)

Counts Analysis % Respondents	Base	Gender	
		Male	Fem...
Base	**376**	**150** **40%**	**226** **60%**
Items ordered			
Hamburger	**131**	64 49%	67 51%
French fries	**184**	92 50%	92 50%
Pizza	**98**	47 48%	51 52%
Salad	**98**	26 27%	72 73%
Ice cream	**114**	37 32%	77 68%
Coffee/tea	**161**	69 43%	92 57%
Soft drink	**140**	52 37%	88 63%
Other	**138**	75 54%	63 46%

A cross tabulation table using **Calibri** font rather than Arial. This particular example has both counts and percents on display. Analysis Percents mean that each **row** adds up to 100%.

Show options
- ☑ Counts
- ☑ Analysis Percents
- ☐ Break Percents

Font Size 10 Table - XTab with Percents - (AN5)

Counts Analysis % Respondents	Base	Gender	
		Male	Fem...
Base	376	150 40%	226 60%
Items ordered			
Hamburger	131	64 49%	67 51%
French fries	184	92 50%	92 50%
Pizza	98	47 48%	51 52%
Salad	98	26 27%	72 73%
Ice cream	114	37 32%	77 68%
Coffee/tea	161	69 43%	92 57%
Soft drink	140	52 37%	88 63%
Other	138	75 54%	63 46%

A cross tabulation table using larger font (size 10 rather than 8). This particular example has both counts and percents on display. Analysis Percents mean that each **row** adds up to 100%.

Show options

☑ Counts
☑ Analysis Percents
☐ Break Percents

Font Size 12 Table - XTab with Percents - (AN6)

Counts Analysis % Respondents	Base	Gender	
		Male	Fem...
Base	376	150 40%	226 60%
Items ordered			
Hamburger	131	64 49%	67 51%
French fries	184	92 50%	92 50%
Pizza	98	47 48%	51 52%
Salad	98	26 27%	72 73%
Ice cream	114	37 32%	77 68%
Coffee/tea	161	69 43%	92 57%
Soft drink	140	52 37%	88 63%
Other	138	75 54%	63 46%

A cross tabulation table using larger font (size 12 rather than 8). This particular example has both counts and percents on display. Analysis Percents mean that each **row** adds up to 100%.

Show options
- ☑ Counts
- ☑ Analysis Percents
- ☐ Break Percents

Default Text Grid - (AN7)

Counts Respondents	Base	All Respondents
Base	390	390
All Respondents	390	390

The Default Text Grid is a table style that can be used within Smart Reports to create banners of text. Within the report, you set the number of empty rows and columns that are required. Once set, the fields can be populated with images and text or data from existing tables and charts.

This table style would not usually be used when producing standalone analysis.

Default List - (AN8)

Ca...	Comments	Gend...	Age
2	ban smoking	Male	18-24
3	food could be a bit cheaper	Female	Under 18
4	more seats needed	Female	Under 18
5	home delivery service	Male	18-24
6	ban smoking	Male	25-34
7	the local market menu is fantastic. so good to see you sourcing food from the surrounding area	Male	Under 18
9	had to wait to get a seat	Female	35-44
10	open 24 hours.	Male	Under 18
11	home delivery service	Male	18-24
13	more special offers	Male	Under 18
14	open 24 hours	Female	Under 18
15	children love coming here for their birthdays.	Male	55+
16	food could be a bit cheaper	Female	Under 18
17	floors are very slippery	Female	45-54
18	tables are too small	Female	35-44
19	children love coming here for their birthdays.	Male	35-44
20	ban smoking altogether	Male	18-24
21	improve parking and seating facilities.	Male	25-34
22	a convenient place to have a coffee.	Female	25-34
23	open longer hours.	Female	Under 18
24	food is cold and tasteless.	Female	18-24
26	open 24 hours	Female	Under 18
27	open longer hours	Male	18-24
28	floors are very slippery	Female	45-54
29	the children's favourite place to eat.		55+
30	car park is tiny and food is always cold.	Male	25-34
31	food could be a bit cheaper	Female	Under 18
32	food is sometimes a bit cold	Male	18-24
34	chairs are uncomfortable	Female	45-54
35	tables are too small	Female	35-44
36	really need to improve parking.	Female	18-24
37	the children's favourite place to eat.	Male	35-44
38	food is often cold.	Female	Under 18
40	the children's favourite place to eat.	Male	35-44
41	restaurant is very cold.	Male	Under 18
42	tables are too small	Female	35-44
43	ban smoking	Male	25-34
44	chairs are uncomfortable	Female	45-54
46	food is sometimes a bit cold	Male	18-24
48	home delivery service	Male	Under 18
49	chips are always cold.	Male	35-44
50	chips are always cold.	Male	35-44
51	staff are incompetent. food is tasteless	Female	35-44
53	open longer hours	Male	18-24

Default List - (AN8)

Ca...	Comments	Gend...	Age
54	not good facilities for the elderly	Female	45-54
55	a convenient place to have a coffee.	Female	25-34
58	open 24 hours.	Male	Under 18
60	good facilities for young mothers with children	Female	25-34
61	home delivery service	Male	18-24
64	need a bigger seating area	Male	Under 18
65	the children love coming.	Female	25-34
66	more special offers	Male	Under 18
68	ban smoking	Female	18-24
69	chips are always cold.	Male	35-44
70	open longer hours	Male	18-24
71	had to wait to get a seat	Female	35-44
72	floors are very slippery	Female	45-54
73	good value for money	Male	35-44
75	food is tasteless	Female	25-34
76	good value for money	Male	55+
77	home delivery service	Male	Under 18
78	really need to improve parking.	Female	18-24
79	open 24 hours	Female	Under 18
80	open 24 hours.	Male	Under 18
81	had to wait to get a seat	Female	55+
82	need a bigger seating area	Male	Under 18
83	open 24 hours	Female	Under 18
84	reasonable value for money	Male	25-34
85	food is fairly tasteless, but the staff are quite efficient	Male	35-44
87	the children love coming.	Female	25-34
88	good facilities for young mothers with children	Female	25-34
89	food is tasteless	Female	25-34
90	ban smoking altogether	Male	18-24
92	the children love coming.	Female	25-34
93	open longer hours.	Female	Under 18
94	open 24 hours.	Male	Under 18
95	really need to improve parking.	Female	18-24
96	uncomfortable seats	Male	45-54
97	home delivery service	Male	18-24
98	uncomfortable seats	Male	45-54

A list is used to display the responses to open ended questions.

In this example, the gender, age and also the case number for each respondent has been included to add more insight into who was making each comment. A filter has been added to remove anyone who did not respond to the comment question.

List Summary Report - (AN8.1)

2	ban smoking	Male	18-24
3	food could be a bit cheaper	Female	Under 18
4	more seats needed	Female	Under 18
5	home delivery service	Male	18-24
6	ban smoking	Male	25-34
7	the local market menu is fantastic. so good to see you sourcing food from the surrounding area	Male	Under 18
9	had to wait to get a seat	Female	35-44
10	open 24 hours.	Male	Under 18
11	home delivery service	Male	18-24
13	more special offers	Male	Under 18
14	open 24 hours	Female	Under 18
15	children love coming here for their birthdays.	Male	55+
16	food could be a bit cheaper	Female	Under 18
17	floors are very slippery	Female	45-54
18	tables are too small	Female	35-44
19	children love coming here for their birthdays.	Male	35-44
20	ban smoking altogether	Male	18-24
21	improve parking and seating facilities.	Male	25-34
22	a convenient place to have a coffee.	Female	25-34
23	open longer hours.	Female	Under 18
24	food is cold and tasteless.	Female	18-24
26	open 24 hours	Female	Under 18
27	open longer hours	Male	18-24
28	floors are very slippery	Female	45-54
29	the children's favourite place to eat.		55+
30	car park is tiny and food is always cold.	Male	25-34
31	food could be a bit cheaper	Female	Under 18
32	food is sometimes a bit cold	Male	18-24
34	chairs are uncomfortable	Female	45-54
35	tables are too small	Female	35-44
36	really need to improve parking.	Female	18-24
37	the children's favourite place to eat.	Male	35-44
38	food is often cold.	Female	Under 18
40	the children's favourite place to eat.	Male	35-44
41	restaurant is very cold.	Male	Under 18
42	tables are too small	Female	35-44
43	ban smoking	Male	25-34
44	chairs are uncomfortable	Female	45-54
46	food is sometimes a bit cold	Male	18-24
48	home delivery service	Male	Under 18
49	chips are always cold.	Male	35-44
50	chips are always cold.	Male	35-44

List Summary Report - (AN8.1)

51	staff are incompetent. food is tasteless	Female	35-44
53	open longer hours	Male	18-24
54	not good facilities for the elderly	Female	45-54
55	a convenient place to have a coffee.	Female	25-34
58	open 24 hours.	Male	Under 18
60	good facilities for young mothers with children	Female	25-34
61	home delivery service	Male	18-24
64	need a bigger seating area	Male	Under 18
65	the children love coming.	Female	25-34
66	more special offers	Male	Under 18
68	ban smoking	Female	18-24
69	chips are always cold.	Male	35-44
70	open longer hours	Male	18-24
71	had to wait to get a seat	Female	35-44
72	floors are very slippery	Female	45-54
73	good value for money	Male	35-44
75	food is tasteless	Female	25-34
76	good value for money	Male	55+
77	home delivery service	Male	Under 18
78	really need to improve parking.	Female	18-24
79	open 24 hours	Female	Under 18
80	open 24 hours.	Male	Under 18
81	had to wait to get a seat	Female	55+
82	need a bigger seating area	Male	Under 18
83	open 24 hours	Female	Under 18
84	reasonable value for money	Male	25-34
85	food is fairly tasteless, but the staff are quite efficient	Male	35-44
87	the children love coming.	Female	25-34
88	good facilities for young mothers with children	Female	25-34
89	food is tasteless	Female	25-34
90	ban smoking altogether	Male	18-24
92	the children love coming.	Female	25-34
93	open longer hours.	Female	Under 18
94	open 24 hours.	Male	Under 18
95	really need to improve parking.	Female	18-24
96	uncomfortable seats	Male	45-54
97	home delivery service	Male	18-24
98	uncomfortable seats	Male	45-54

This is the list style that is used within the Summary Report. As the report has a title for each list incorporated into the text of the report, this list style does not require a title.

Default Cloud - (AN9)

A word cloud displays the most frequently used words in response to an open ended question. The bigger the word, the more frequently it was used.

Snap automatically removes words such as 'and', 'then' and 'to' using **Stop Words**. This list of blocked words can be added to. Stop Words are accessed via Tailor | Languages which is found on the main Snap toolbar.

Cloud 3 Colors - (AN9.1)

A word cloud displays the most frequently used words in response to an open ended question. The bigger the word, the more frequently it was used.

Snap automatically removes words such as 'and', 'then' and 'to' using **Stop Words**. This list of blocked words can be added to. Stop Words are accessed via Tailor | Languages which is found on the main Snap toolbar.

Default Cloud - XTab - (AN9.2)

Legend: 🟩 Male 🟦 Female

Like a table or chart, Word Clouds can be used to compare the results of 1 question across different categories - a cross tabulation equivalent.

How this report was generated

Reports created in Snap can be set up in two distinct ways:

One option is to create the tables and charts as you create the report, adding in text and commentary as you go. Whilst this is quick, it does not give you the option to fine tune the analyses, such as editing the format, as the tables and charts aren't actually created until the report is run.

This report has been set up using the second option. This involves creating the individual tables and charts that you wish to include in the report, and then adding these saved analyses to the report. When a previously saved table, chart, list or cloud is included in a report, the data within that analysis is automatically updated with the latest data.

Whilst creating the analyses in advance of building the report is more time consuming, it gives far greater control over how these tables and charts are viewed, and allows you to make use of the data within the text or commentary of your report. As the tables and charts update within the report, so does the commentary. This is the essence of 'Smart Reporting'.

The report can be filtered to extract data for a particular date period.

## Adding saved analyses to a report

A report is a series of 'Instructions'. There are various types of instructions available which set aspects such as page setup, analysis tailoring and free text areas.

Each table within this report is added using an 'Execute' instruction. This forms a permanent link between the saved table and the report. As such, if a change is made to a previously saved table, that change will filter down to any reports where that table is executed.
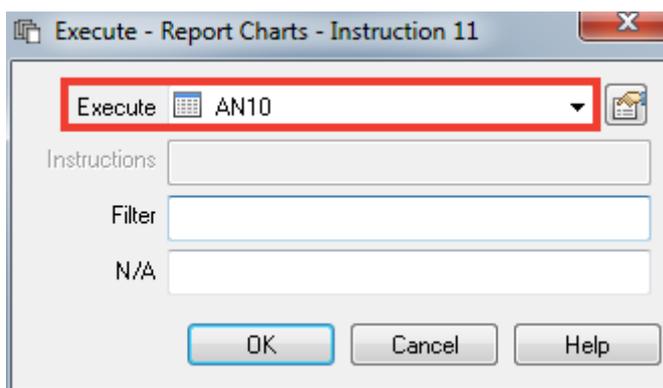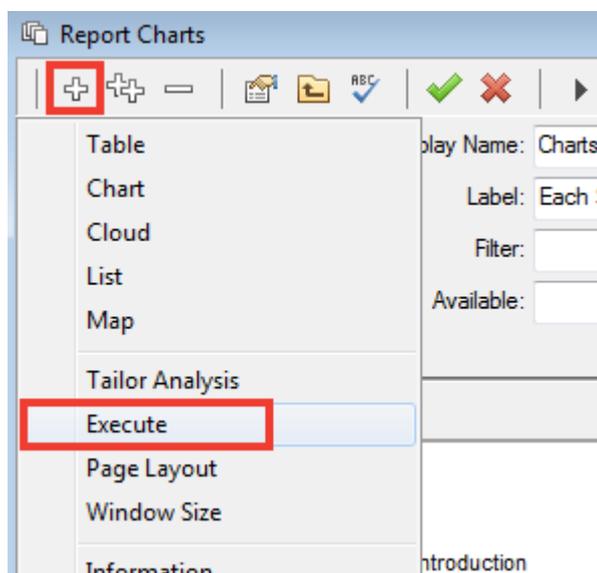
In the example below, there are a number of free text pages (the main introduction and the bar charts introduction) followed by two charts (AN10 and AN11). The window size instruction sets the chart proportions.
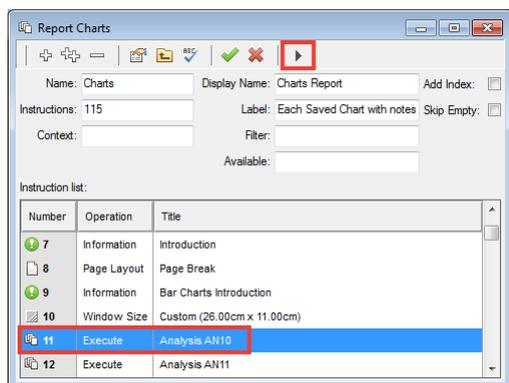
The report is run using the Execute / Check Report icon ▶ .

For info: When adding saved analyses to a report, consideration needs to be given as to which aspects of that analysis you want displaying in the report. This is set within the Base/Labels tab of each saved analyses.
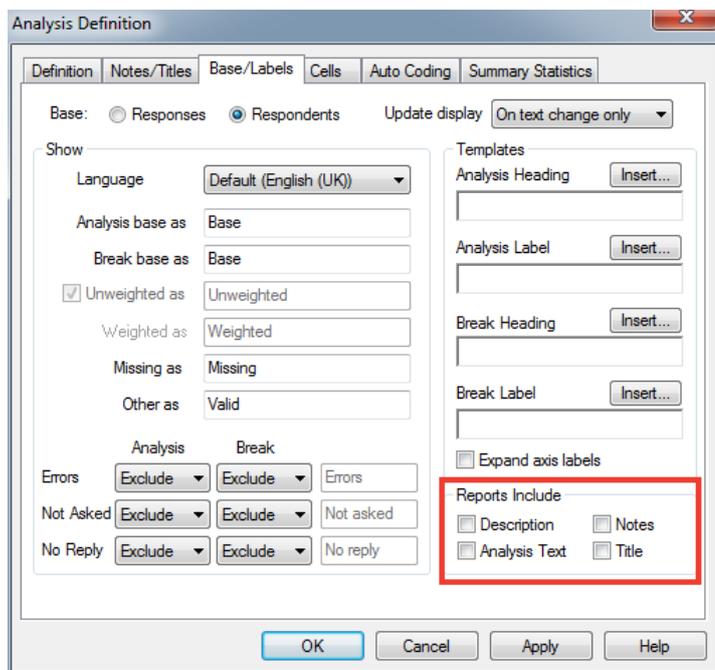
Because charts have their own title built into the chart style, the report does not need to create an additional title for each chart. A table on the other hand does not contain a title, so it is quite likely that a title will need to be generated by the report.

Additionally, you may have Notes attached to certain tables and charts which aren't required in the report. In this report, the Notes have been included as they include further information as to how each table was produced.

Building your own tables

Once the preferred table or chart style has been chosen, the next step is to decide which calculations you wish to display.

Use of Analysis & Break

Understanding the difference between 'Analysis' and 'Break' is key to knowing which options to choose. 'Analysis' is the equivalent of the X Axis (the rows) and 'Break' is the equivalent of the Y Axis (the columns).

In the example above, Q12 is the Gender question and Q0 is the Cafe question. This displays the makeup of the respondents for each of the cafes. 'Break Percents' calculates the percentage of males and females that visit each cafe. i.e. each cafe adds up to 100%.
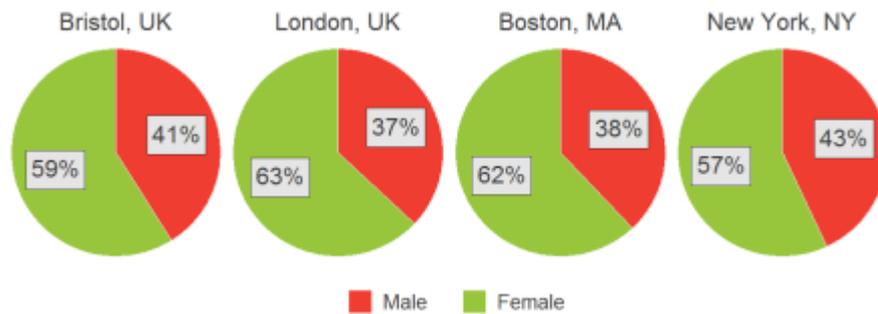
The equivalent table is below, where each of the columns (Break categories - the Cafes) add up to 100%.

Break % Respondents	Base	Location			
		Bristol, UK	London, UK	Boston, MA	New York, NY
Base	383	107	63	157	56
Gender					
Male	39%	41%	37%	38%	43%
Female	61%	59%	63%	62%	57%

If 'Analysis Percents' were selected, each of the rows (Analysis categories - Males and Females) would add up to 100%.