

How can I count the frequency of text in Excel?

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In order to count the frequency of text in Excel, you can use the COUNTIF function. This function allows you to specify a range of cells and a specific text to search for within that range. It will then return the number of cells that contain the specified text. By repeating this process for each unique text you want to count, you can accurately determine the frequency of each text within your data set. This method is useful for analyzing large amounts of text data and gaining insights into common themes or patterns.

Count Frequency of Text in Excel

You can use the COUNTIF(range, criteria) function to count how often specific text occurs in an Excel column.

The following examples show how to use this function in practice.

Example 1: Count Frequency of One Specific Text

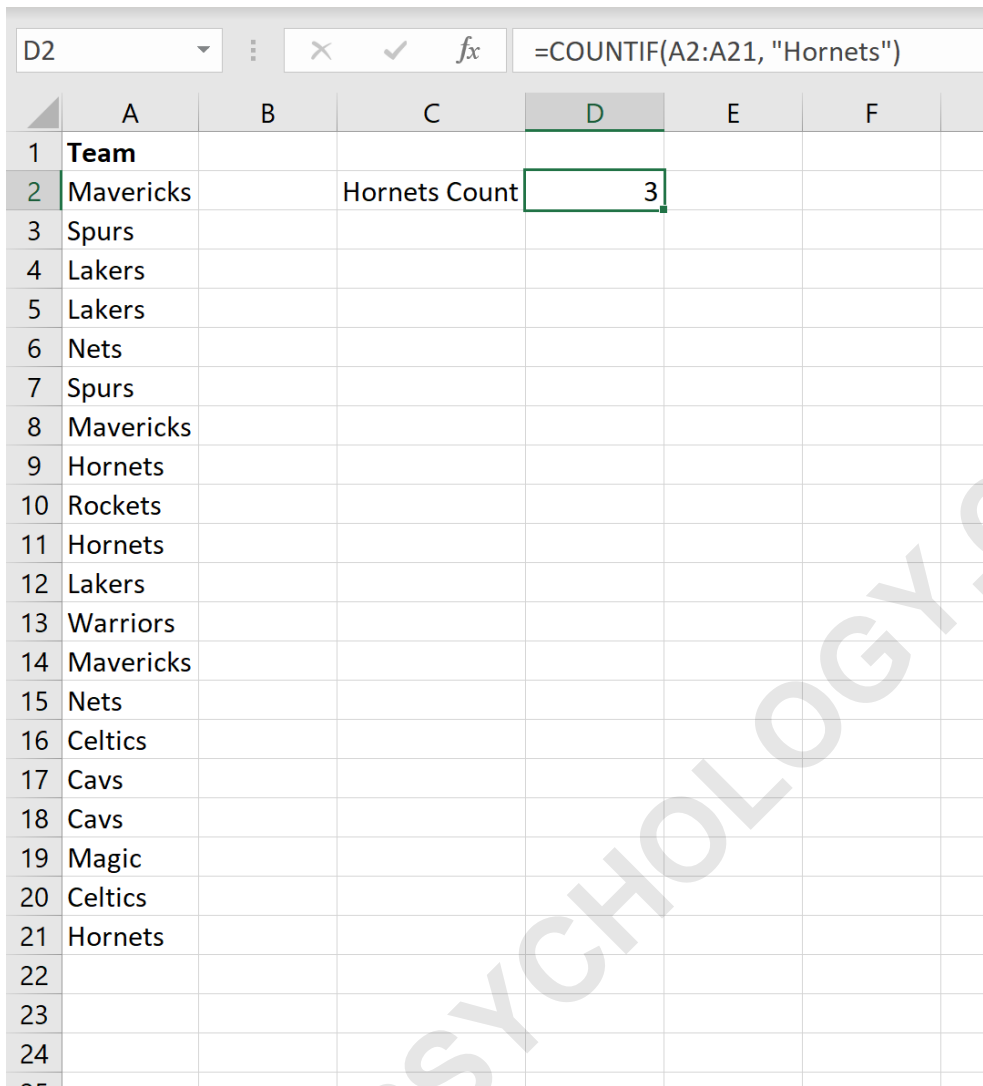
Suppose we have the following column in Excel that shows various NBA team names:

	A	B	C	D	E	F	G
1	Team						
2	Mavericks						
3	Spurs						
4	Lakers						
5	Lakers						
6	Nets						
7	Spurs						
8	Mavericks						
9	Hornets						
10	Rockets						
11	Hornets						
12	Lakers						
13	Warriors						
14	Mavericks						
15	Nets						
16	Celtics						
17	Cavs						
18	Cavs						
19	Magic						
20	Celtics						
21	Hornets						
22							
23							
24							

If we'd like to count how often the team name "Hornets" appears in the column, we can use the following formula:

=COUNTIF(A2:A21, Hornets")

The following screenshot shows how to use this formula in practice:



The screenshot shows an Excel spreadsheet with the following data:

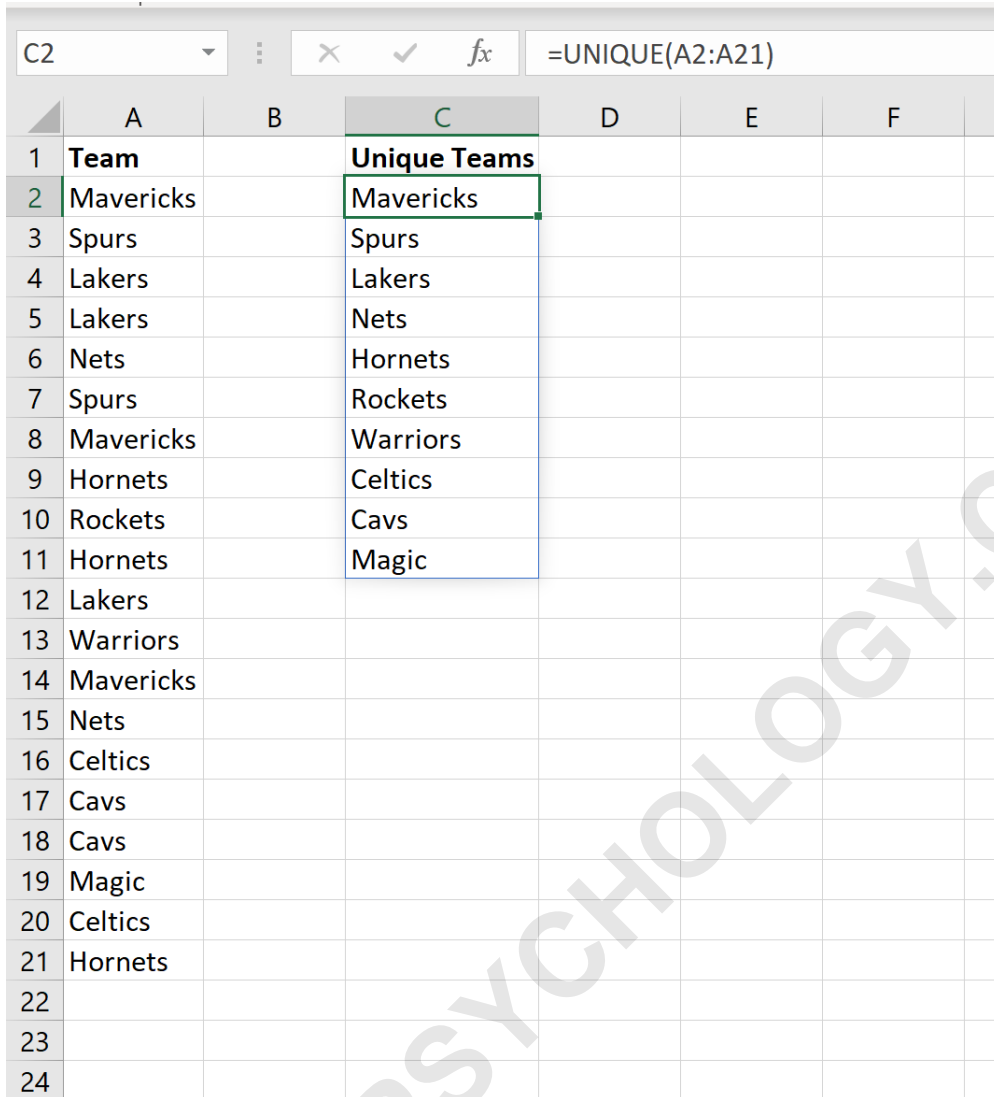
	A	B	C	D	E	F
1	Team					
2	Mavericks		Hornets Count	3		
3	Spurs					
4	Lakers					
5	Lakers					
6	Nets					
7	Spurs					
8	Mavericks					
9	Hornets					
10	Rockets					
11	Hornets					
12	Lakers					
13	Warriors					
14	Mavericks					
15	Nets					
16	Celtics					
17	Cavs					
18	Cavs					
19	Magic					
20	Celtics					
21	Hornets					
22						
23						
24						
25						

The formula bar at the top shows the formula: `=COUNTIF(A2:A21, "Hornets")`

We can see that "Hornets" appears 3 times.

Example 2: Count Frequency of Multiple Text

If we'd like to count the frequency of multiple different text, we can use the UNIQUE() function to get an array of every unique text that appears in a column:



The image shows an Excel spreadsheet with a formula bar at the top displaying `=UNIQUE(A2:A21)`. The spreadsheet has columns A through F and rows 1 through 24. Column A is labeled 'Team' and contains a list of basketball teams: Mavericks, Spurs, Lakers, Lakers, Nets, Spurs, Mavericks, Hornets, Rockets, Hornets, Lakers, Warriors, Mavericks, Nets, Celtics, Cavs, Cavs, Magic, Celtics, and Hornets. Column C is labeled 'Unique Teams' and contains the unique list of teams: Mavericks, Spurs, Lakers, Nets, Hornets, Rockets, Warriors, Celtics, Cavs, and Magic. The formula bar also shows a small icon of a function (fx) and a checkmark.

	A	B	C	D	E	F
1	Team		Unique Teams			
2	Mavericks		Mavericks			
3	Spurs		Spurs			
4	Lakers		Lakers			
5	Lakers		Nets			
6	Nets		Hornets			
7	Spurs		Rockets			
8	Mavericks		Warriors			
9	Hornets		Celtics			
10	Rockets		Cavs			
11	Hornets		Magic			
12	Lakers					
13	Warriors					
14	Mavericks					
15	Nets					
16	Celtics					
17	Cavs					
18	Cavs					
19	Magic					
20	Celtics					
21	Hornets					
22						
23						
24						

We can then use the COUNTIF() function to count how frequently each team name occurs:

	A	B	C	D	E	F
1	Team		Unique Teams	Count		
2	Mavericks		Mavericks	3		
3	Spurs		Spurs	2		
4	Lakers		Lakers	3		
5	Lakers		Nets	2		
6	Nets		Hornets	3		
7	Spurs		Rockets	1		
8	Mavericks		Warriors	1		
9	Hornets		Celtics	2		
10	Rockets		Cavs	2		
11	Hornets		Magic	1		
12	Lakers					
13	Warriors					
14	Mavericks					
15	Nets					
16	Celtics					
17	Cavs					
18	Cavs					
19	Magic					
20	Celtics					
21	Hornets					
22						
23						
24						

We can see that:

The team name "Mavericks" occurs 3 times. The team name "Spurs" occurs 2 times. The team name "Lakers" occurs 3 times.

The following tutorials offer additional information on how to count frequencies in Excel: