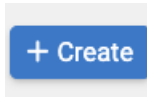


# Creating a crosstab

01/07/2025 1:57 pm EST

To create a crosstab report, click on *Crosstabs* in the left nav bar. On the *Crosstabs* page, click the blue *Create* button in the upper right corner.



Give your crosstab a name, and then click the blue *Create* button.

## Create Crosstab

### DEFINITION

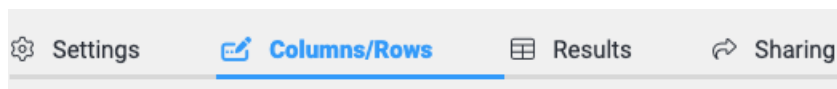
Crosstab (cross-tabulation) reports are tables that summarize and analyze data by examining the relationships between two or more columns and rows. [Learn more about Crosstabs](#)

**Crosstab Name \***

Cancel

Create

You'll be taken to the *Columns/Rows* tab.



Search for the questions, segments, or multiscore reports you wish to use as variables. You will need at least one question or segment as a column variable and at least one question or multiscore report as a row variable. (Segments may only be added to columns, while multiscore reports may only be added to rows.)

Questions use the same filters you saw on the central [questions](#) page. Search results will be sorted by most responses first. All [radio and checkbox questions](#) are available for use in crosstabs.

[Questions](#) [Segments](#) [MultiScores](#)

**FILTER** [Reset](#)

**Search Text** <sup>?</sup> **Type** <sup>?</sup>

[Questions](#) [Answers](#) [Tags](#) [News / Pop Culture](#) [Value](#) [Profile](#)

**Permissions** <sup>?</sup> **Favorites** <sup>?</sup>

[Custom](#) [Syndicated](#) [Favorites](#)

**Timing** <sup>?</sup> **Format** <sup>?</sup>

[Tracking](#) [Cyclical](#) [Archived](#) [Radio](#) [Checkbox](#)

**Collection Date** <sup>?</sup> **Min. Responses** <sup>?</sup>

**Tags** <sup>?</sup>

Segments have the same search fields offered on the main [segments](#) page.

[Questions](#) [Segments](#) [MultiScores](#)

**FILTER** [Reset](#)

**Visibility** <sup>?</sup> **Favorites** <sup>?</sup>

[All](#) [Syndicated](#) [Custom](#) [Shared](#) [Favorites](#)

Multiscore reports can be found using a range of dates.

[Questions](#) [Segments](#) [MultiScores](#)

FILTER

**Updated After**

**Updated Before**

Please note that the chi-square test cannot be performed if the expected frequency for any table cell is less than one or if more than 20% of the cells have an expected frequency of less than 5%. You must select questions and segments that contain a suitable number of responses/respondents.

Add as many variables as needed. Drag and drop the variables to the column and row sections. If a variable's results must be filtered by date, add it as a column.

[Settings](#) [Columns/Rows](#) [Results](#) [Sharing](#)

[Questions](#) [Segments](#) [MultiScores](#)

FILTER

**Search Text**

[Questions](#) [Answers](#) [Tags](#)

**Type**

[News / Pop Culture](#) [Value](#) [Profile](#)

**Permissions** **Favorites**

[Custom](#) [Syndicated](#) [Favorites](#)

**Timing** **Format**

[Tracking](#) [Cyclical](#) [Archived](#) [Radio](#) [Checkbox](#)

**Collection Date**

**Min. Responses**

**Tags**

**Edit**

Columns

Please indicate your gender

All responses weighted according to Account Default

Rows

Which of these colors is your favorite?

All responses

If you choose the overview question for a checkbox group, all the checkbox group's answers will be added to your variables. Here, I selected *What type of pet(s) do you currently have? Select all that apply*. When I dragged it over to my Rows area, all nine of the checkbox group's answers were placed

in Rows.

The screenshot shows a survey editor interface. On the left, there are controls for 'All Dates' (a dropdown and a slider set to 1000), a 'Tags' section with a search box, and a list of questions. The first question is 'What type of pet(s) do you currently have? Select all that apply.' Below it are two example questions with their answers: '[CB 4578] What type of pet(s) do you currently have? Select all that apply. - ANSWER: Don't have a pet' and '[CB 4578] What type of pet(s) do you currently have? Select all that apply. - ANSWER: Cat'. On the right, there is a 'Rows' table with a 'Delete', 'Clone', and 'Edit' button bar. The table contains four rows, each with a checkbox, a list icon, and a text label: 'Dog', 'Cat', 'Fish', and 'Bird'. Each row has three icons on the right: a pencil (edit), a document (clone), and an 'x' (delete).

If you add a question with yes/no answer options, by default the system selects only the yes answer.

The screenshot shows the 'EDIT COMPONENT' dialog box. At the top right is a close button (X). The title is 'Question Options'. The main question is 'Are you very likely to shop on Saturday of Thanksgiving Weekend?'. Below the question is a text input field for 'Question label (optional)'. There are two answer choices: 'Yes' (selected with a blue checkmark) and 'No' (not selected). Each answer choice has a corresponding text input field for 'Answer choice label (optional)'.

The first icon, which looks like a pencil poised over a piece of paper, allows you to edit each row and column variable.

The screenshot shows a single row from the survey table. It contains a list icon, the text 'What is your favorite color?', and three icons on the right: a pencil (edit), a document (clone), and an 'x' (delete).

You can provide custom labels for the question text and each answer choice. These labels are optional. You may choose which answer choices you want to include or select an [Answer Grouping](#) (if an answer grouping exists for that question). This is also where you would apply a [Segment filter](#).

## Question Options

 Please indicate your gender Male Female

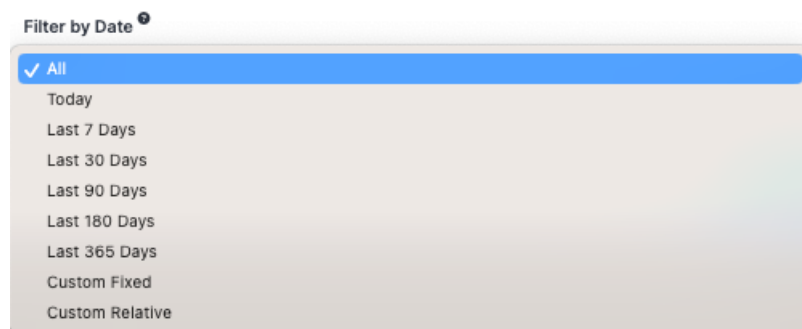
## Answer Grouping

## Filter Settings

## Segment

## Filter by Date

When editing the column variables, you may also *Filter By Date*.



Use the blue *Submit* button to apply any changes.

If you edit a segment you've added, you can add a custom label and filter it by date (if it's in the columns area). Media partners can also add a network filter.

## EDIT COMPONENT



### Segment Options

#### BIPOC Women 18 - 34

BIPOC Women 18 - 34

### Filters

#### Filter by Date

All

Cancel

Submit

To clone a row or column, use the second icon, which looks like two pieces of paper. To remove a variable, click on the small X on the right side of the variable row.



To move a variable, click on the vertical grip icon on the left side of the variable row and drag it to a new position. When you hover over the icon, your mouse pointer will change to a hand.

The checkbox field to the left of the *Columns* or *Rows* title allows you to select all variables. You can then delete or clone selected variables.

## Edit

Update

Columns

Delete

Clone

Edit

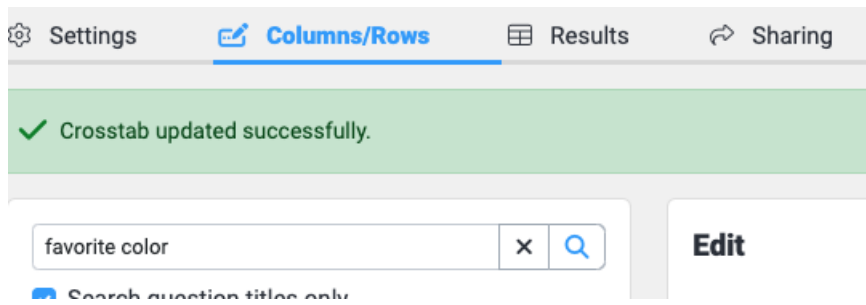
Please indicate your gender

BIPOC Women 18 - 34

When the variables are arranged to your satisfaction, use the blue *Update* button in the upper right corner of the page.

Update

After hitting *Update*, you'll see this message.



Go to the *Results* tab to see your report. Use the checkboxes at the upper left to enable or disable the row percentages, column percentages, and percentages from expected.

**Settings**   **Columns/Rows**   **Results**   **Sharing**

Row %    Col %    % from Expected    Row Total    Column Total    Count

**Please indicate your gender**  
All respondents weighted according to Autoweight - U.S. Adults

<b>Do you like to wear the color purple?</b> All respondents	<b>Male</b>	<b>Female</b>	<b>Row Total</b>
<b>Love it</b>	(-43%) 1,471	(+40%) 3,793	5,264
Row %	28%	72%	
Column %	13%	32%	23%
<b>It's okay</b>	(-6%) 4,035	(+6%) 4,794	8,829
Row %	46%	54%	
Column %	36%	41%	39%
<b>No, not a fan</b>	(+33%) 4,412	(-31%) 2,399	6,811
Row %	65%	35%	
Column %	40%	20%	30%
<b>No strong opinion</b>	(+27%) 1,217	(-26%) 744	1,961
Row %	62%	38%	
Column %	11%	6%	9%
<b>Column Total</b>	11,135	11,730	22,865
Row %	49%	51%	

**22,865 Responses.** Significance:  $X^2_{(df=3)}=1784.113$ ,  $p<0.001$ , Very High Strength of Association ( $T=0.212$ )

In the bottom left corner of the crosstab, you'll see the total number of responses, the statistical significance of the association between the variables, the p-value, the strength of association, and the T coefficient. If you want more detail on the meaning of those items, please see [this article](#).

**22,865 Responses.** Significance:  $X^2_{(df=3)}=1784.113$ ,  $p<0.001$ , Very High Strength of Association ( $T=0.212$ )

We also have a [step-by-step video](#) showing the crosstab creation process.