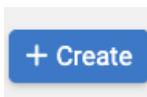


Create a crosstab

02/06/2025 2:18 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

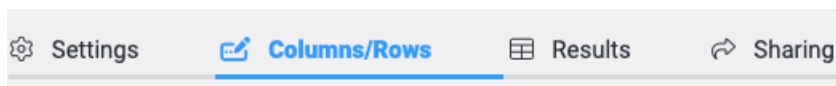
Crosstab (cross-tabulation) reports are tables that summarize and analyze data by examining the relationships between two or more columns and rows. [Learn more about Crosstabs](#)

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 [?] **Type** [?]

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

Permissions [?] **Favorites** [?]

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

Timing [?] **Format** [?]

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

Collection Date [?] **Min. Responses** [?]

Tags [?]

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

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

FILTER [Reset](#)

Visibility [?] **Favorites** [?]

[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 identical questions with IDs [CB 4578] and their respective answers: 'Don't have a pet' and '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: 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. It has a title bar with 'EDIT COMPONENT' and a close button. The main content is titled 'Question Options'. The question text is 'Are you very likely to shop on Saturday of Thanksgiving Weekend?'. Below the question text is a text input field for 'Question label (optional)'. There are two answer choices: 'Yes' (selected with a blue checkmark) and 'No'. Each answer choice has a 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: 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

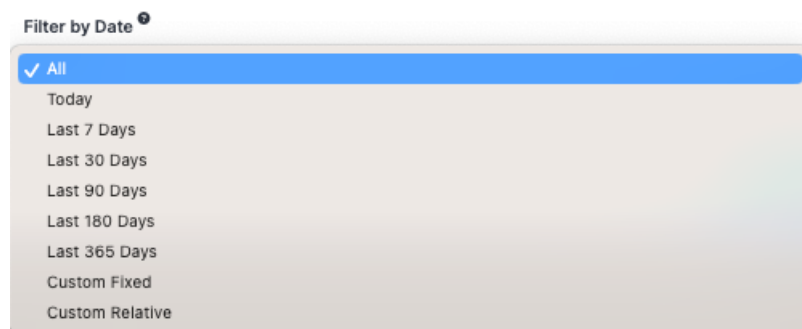
Answer Grouping

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

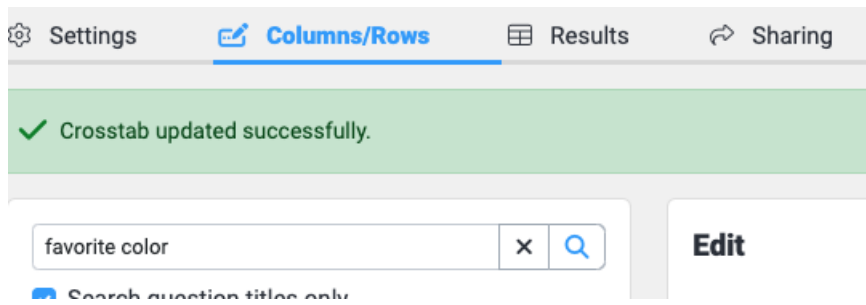
Please indicate your gender

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.

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

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