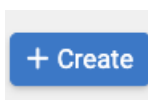


Create a crosstab

04/30/2025 3:20 pm EDT

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

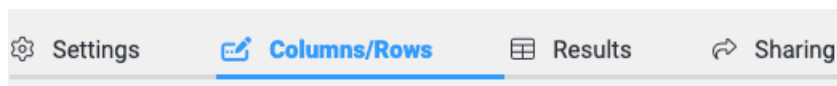
Crosstab (cross-tabulation) reports are tables that summarize and analyze data by examining the relationships between two or more columns and rows. [Learn more about Crosstabs](#)

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.

QuestionsSegmentsMultiScores

Enter search term

Q

▼ FILTER

Reset

Search Text?

Type?

QuestionsAnswersTagsNews / Pop CultureValueProfile

Permissions?

Favorites?

CustomSyndicatedFavorites

Timing?

Format?

TrackingCyclicalArchivedRadioCheckbox

Collection Date?

Min. Responses?

All Dates▼

0

Tags?

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

QuestionsSegmentsMultiScores

Enter search term

Q

▼ FILTER

Reset

Visibility?

Favorites?

AllSyndicatedCustomSharedFavorites

Multiscore reports can be found using a range of dates.

Questions
Segments
MultiScores

Enter search term

FILTER
Reset

Updated After
Updated Before

Select a date...
Select a date...

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

favorite color

FILTER
Reset

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
All Dates

Min. Responses
0

Tags
Search or browse for tags

Edit
Update

Columns
Delete
Clone
Edit

Please indicate your gender
Question

Rows
Delete
Clone
Edit

Which of these colors is your favorite?
Question

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's a sidebar with a 'Tags' section containing a search bar and a list of questions. The main area displays a table with a 'Rows' header and a list of questions. Each row in the table has a checkbox, a question text, and three action icons (edit, copy, delete).

Rows
<input type="checkbox"/> What type of pet (s) do you currently have? Select all that apply.
<input type="checkbox"/> [CB 4578] What type of pet (s) do you currently have? Select all that apply. - ANSWER: Don't have a pet
<input type="checkbox"/> [CB 4578] What type of pet (s) do you currently have? Select all that apply. - ANSWER: Cat

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

EDIT COMPONENT



Question Options

The 'Question Options' dialog box shows a question text and its answer choices. The question is 'Are you very likely to shop on Saturday of Thanksgiving Weekend?'. The 'Yes' answer choice is selected by default.

☐ **Are you very likely to shop on Saturday of Thanksgiving Weekend?**

Question label (optional)

☒ **Yes**

Answer choice label (optional)

☐ **No**

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.

A single row from the survey table is shown. It contains a question text and three action icons (edit, copy, delete).

<input type="checkbox"/> What is your favorite color?

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.

EDIT COMPONENT



Question Options

☒ **Please indicate your gender**

Question label (optional)

☒ **Male**

Answer choice label (optional)

☒ **Female**

Answer choice label (optional)

Answer Grouping

Select Answer Grouping



Filter Settings

Segment

Select Segment



Filter by Date

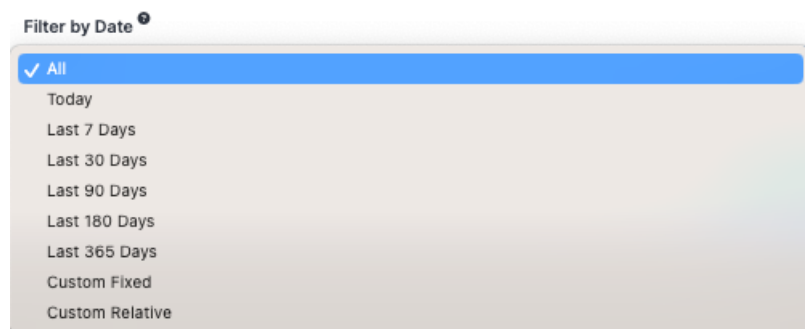
All



Cancel

Submit

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



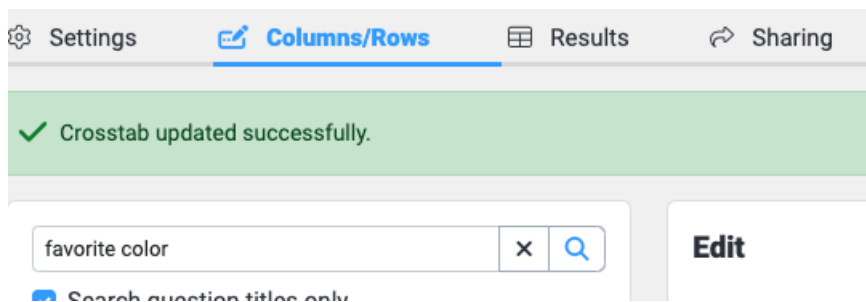
☒ BIPOC Women 18 - 34



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			
<input checked="" type="checkbox"/> Row % <input checked="" type="checkbox"/> Col % <input checked="" type="checkbox"/> % from Expected <input checked="" type="checkbox"/> Row Total <input checked="" type="checkbox"/> Column Total <input checked="" type="checkbox"/> Count 📄			
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.