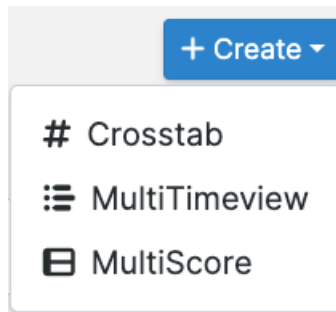# Creating a crosstab

12/03/2024 2:05 pm EST

To create a crosstab report, go to the *Reports* page. Click the blue *Create* button in the upper right corner and select *Crosstab.*

Give your crosstab a name. If you want to use a *Global Weighting Scheme*, choose it, too. Then click the blue *Create* button.
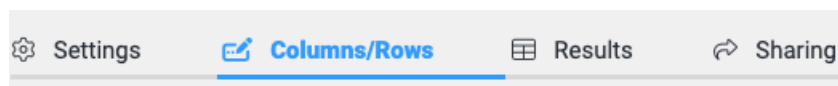

You'll be taken to the *Columns/Rows* tab.

Search for the questions or segments you wish to use as variables. You will need at least one question or segment as a column variable and at least one question. (Segments can only be added to columns.) For questions, you will find the same filters here as you saw on the main questions page. Segments have the same search field as is offered on the main segments page. The results will be sorted by most responses first. All radio and checkbox questions are available.

Search

Enter search term 🔍

☑ Search question titles only

▽ **FILTER QUESTIONS** ⌄   Reset

Category Tags ❓

Search or browse for tags ⌄

Types ❓

Value Profile > 500 ⌄

Date Filter

All Dates ⌄

Types ❓

| Value ✕ | Profile ✕ | > 500 ✕ | ⌄ |

CLASSIFICATION

☐ News/Pop Culture
☑ Value
☑ Profile

SHARING PERMISSIONS

☐ Custom
☐ Shared
   ☐ Tracking
   ☐ Cyclical
   ☐ Archived

INPUT TYPE

☐ Checkbox
☐ Single Select

FAVORITES

☐ Favorites Only

RESPONSES

☑ > 500

Clear All

Enter search term 🔍

⠿ Spirit Drinker - Whiskey / Bourbon

⠿ Spirit Drinker - Rum

⠿ Spirit Drinker - Tequila / Mezcal

⠿ Spirit Drinker - Vodka

⠿ CB 3489 Rebased

⠿ CB 4221: Rebased

⠿ US HHI $150K+

⠿ Thrivent Financial Segment

⠿ BIPOC Women 18 - 34

⠿ CB 4061 Rebased

⠿ ESI Personal Finance (Non-Custom)

⠿ ESI New Home (Non-Custom)

⠿ ESI Major Purchases (Non-Custom)

⠿ ESI US Economy (Non-Custom)

Showing 1 to 25 of 34 results   « ‹ **1** 2 › »

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%.

Drag and drop the questions/segments to the column and row sections. You may also drag and drop questions/segments from the row area to the column section and vice versa. If a variable's results must be filtered by date, it must be added as a column.

Add as many variables as needed.
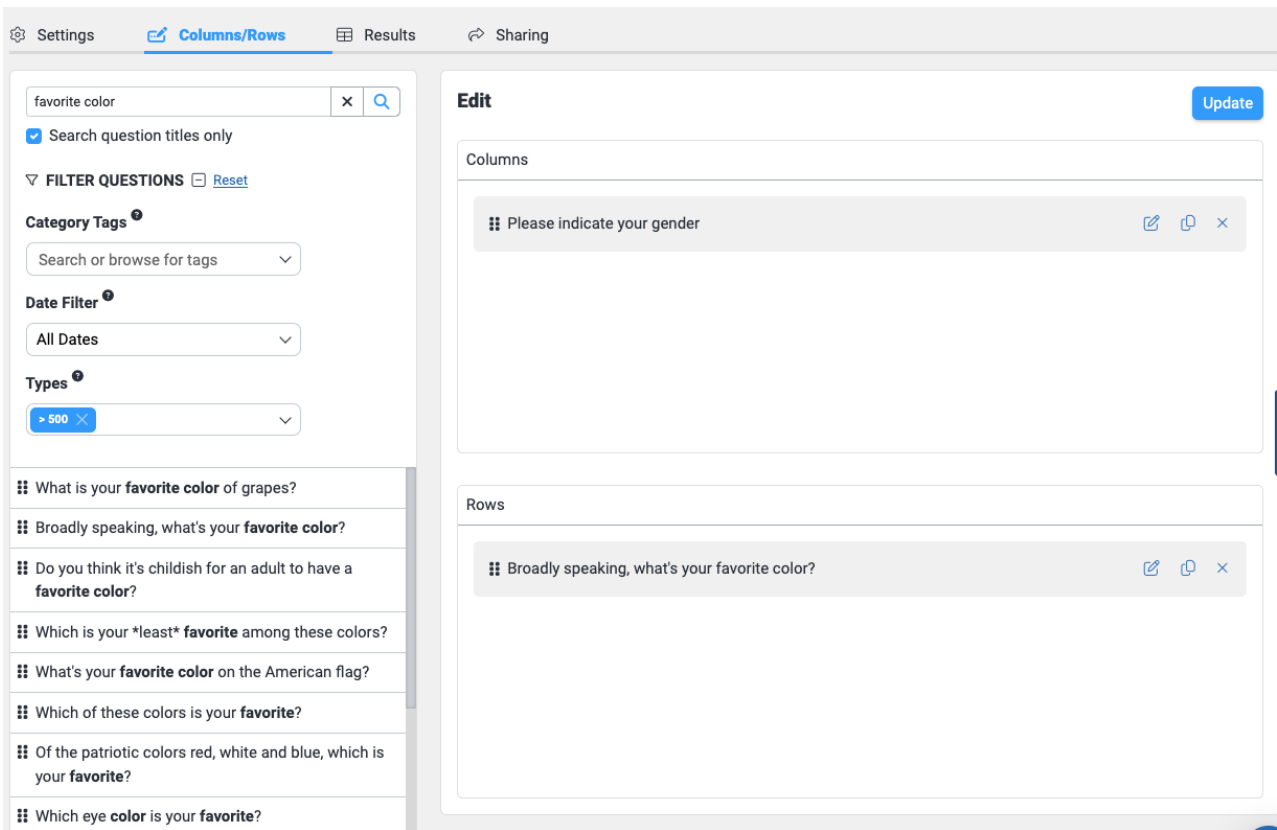
If you choose the overview question for a checkbox group, all of the checkbox group's answers will be added to your variables. Here, I selected *What type of pet(s) do you currently have? Select all that apply.* When I dragged it over to my *Rows* area, all nine of the checkbox group's answers were placed in *Rows.*
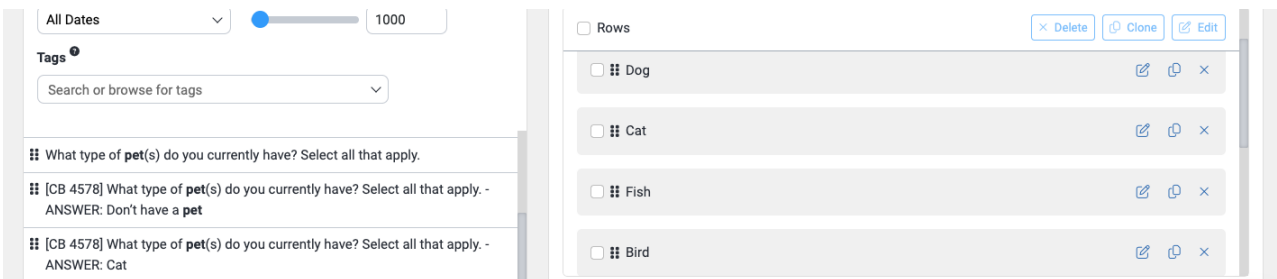
If you add a question with yes/no answer options, by default the system selects only the yes answer.

The first icon, which looks like a pencil poised over a piece of paper, allows you to edit each row and column variable.
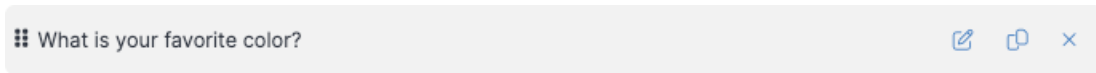
You can provide custom labels for the question text and each answer choice. These labels are optional. You may choose which answer choices you want to include or select an Answer Grouping (if an answer grouping exists for that question). This is also where you would apply a Segment filter.
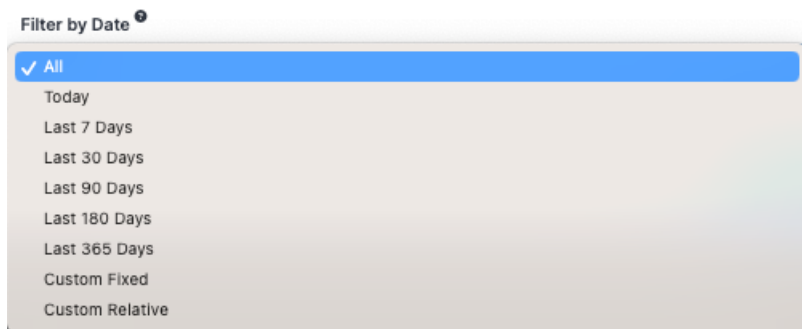

When editing the column variables, you may also *Filter By Date*.

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.

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.
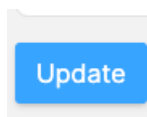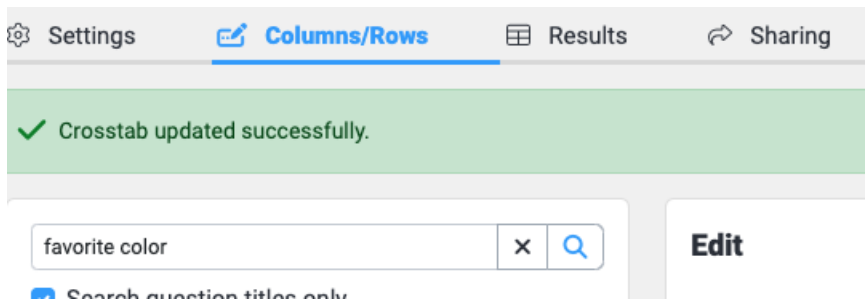

When the variables are arranged to your satisfaction, use the blue *Update* button in the upper right corner of the page.

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.

Gender/Favorite Color

☑ Row % ☑ Col % ☑ % from Expected ☑ Row Total ☑ Column Total

Broadly speaking, what's your favorite color? All respondents in my account weighted according to autoweight_us_adults	Male	Female	Row Total
Red	1,110	1,162	2,272
Row %	49%	51%	
Column %	11%	11%	11%
Orange	(+16%) 432	(-15%) 336	768
Row %	56%	44%	
Column %	4%	3%	4%
Yellow	(-31%) 239	(+30%) 475	714
Row %	34%	66%	
Column %	2%	4%	3%
Green	1,372	1,564	2,936
Row %	47%	53%	
Column %	13%	14%	14%
Blue	(+20%) 4,249	(-19%) 3,029	7,277
Row %	58%	42%	
Column %	41%	28%	35%

All respondents in my account weighted according to autoweight_us_adults

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.

21,092 Responses. Significance: $X^2_{(df=9)}$=1008.500, p<0.001, High Strength of Association (T=0.126)

We also have a step-by-step video showing the crosstab creation process.