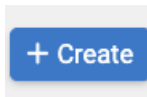# Create a crosstab

05/12/2025 2:25 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.

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 a 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 with most responses first. All radio and checkbox questions accessible to the user are available for use in crosstabs.

Segments have the same search fields offered on the main segments page.

Multiscore reports can be found using a range of dates.

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.

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.*

If you add a question with yes/no answer options, the system defaults to selecting only the 'yes' answer.

EDIT COMPONENT   ✕

Question Options

☐ **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.

⠿ 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 ⌄
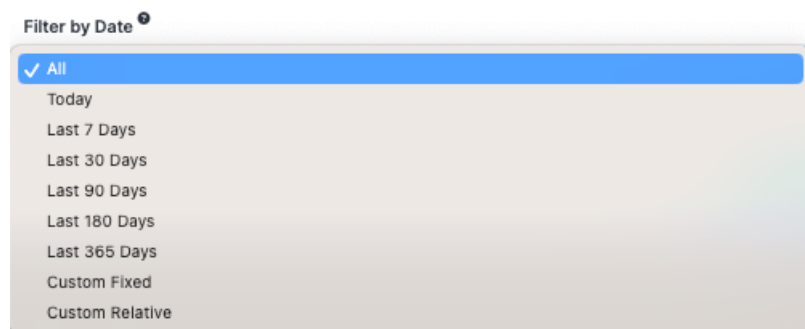
Filter by Date

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 the chosen 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.

⚙ Settings   ✎ **Columns/Rows**   ▦ Results   ⤷ Exports   ↪ Sharing

✓ Crosstab updated successfully.   ✕

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** | ⬆ Exports | ↷ Sharing |

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

		Please indicate your gender All respondents weighted according to Autoweight - U.S. Adults		
Favorite Color All respondents		**Male**	**Female**	**Row Total**
Red Row % Column %		1,178 49% 11%	1,211 51% 11%	2,389 11%
Orange Row % Column %		(+14%) 441 55% 4%	(-13%) 355 45% 3%	797 4%
Yellow Row % Column %		(-31%) 248 34% 2%	(+29%) 491 66% 4%	739 3%
Green Row % Column %		1,459 47% 14%	1,641 53% 14%	3,100 14%
Blue Row % Column %		(+19%) 4,410 58% 41%	(-18%) 3,192 42% 28%	7,601 34%
Purple Row % Column %		(-49%) 625 25% 6%	(+47%) 1,912 75% 17%	2,537 11%
Black Row % Column %		(-7%) 872 45% 8%	(+6%) 1,050 55% 9%	1,922 9%
White Row % Column %		(-32%) 141 33% 1%	(+30%) 283 67% 3%	424 2%
Brown Row % Column %		121 47% 1%	138 53% 1%	259 1%
I don't have a favorite color Row % Column %		(+12%) 1,258 54% 12%	(-11%) 1,055 46% 9%	2,313 10%
Column Total Row %		10,754 49%	11,328 51%	22,082

22,082 **Responses.** Significance: X$^2_{(df=9)}$=1017.652, p<0.001, High Strength of Association (T=0.124)

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 details on the meaning of those items, please see this article.

22,082 **Responses.** Significance: X$^2_{(df=9)}$=1017.652, p<0.001, High Strength of Association (T=0.124)

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