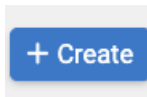


Create a crosstab

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.

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 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.

QuestionsSegmentsMultiScores

Enter search term

FILTER

Reset

Search Text

QuestionsAnswersTags

Type

News / Pop CultureValueProfile

Permissions

CustomSyndicated

Favorites

Favorites

Timing

TrackingCyclicalArchived

Format

RadioCheckbox

Collection Date

All Dates

Min. Responses

0

Tags

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

QuestionsSegmentsMultiScores

Enter search term

FILTER

Reset

Visibility

AllSyndicatedCustomShared

Favorites

Favorites

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
Exports
Sharing

Questions
Segments
MultiScores

Enter search term

FILTER

To what broad age group do you belong?
Please indicate your gender
Which of the following best describes your race?
What type of area do you live in?
What is your expected annual household income before taxes?
What best describes your current residential status?
[CB 264] What is your race? (Select all that apply) ANSWER: Other
[CB 264] What is your race? (Select all that apply)

Showing 1 to 25 of 10,050 results

Edit
Update

Columns
Delete
Clone
Edit

Please indicate your gender
All responses weighted according to Account Default > Autoweight - U.S. Adults

Rows
Delete
Clone
Edit

Broadly speaking, what's your favorite color?
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.

All Dates
Tags
Search or browse for tags

What type of pet(s) do you currently have? Select all that apply.
[CB 4578] What type of pet(s) do you currently have? Select all that apply. - ANSWER: Don't have a pet
[CB 4578] What type of pet(s) do you currently have? Select all that apply. - ANSWER: Cat

Rows
Delete
Clone
Edit

Dog
Cat
Fish
Bird

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

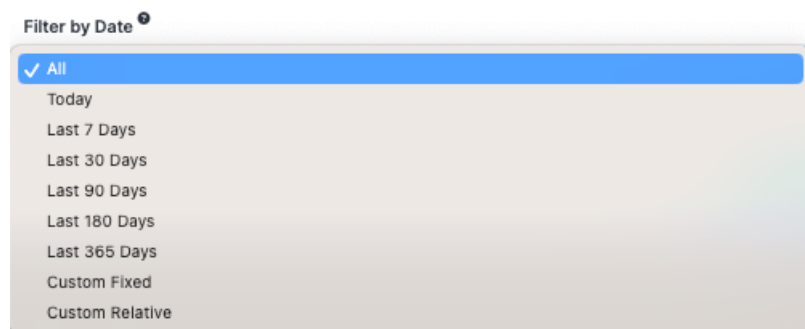
All



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.

SettingsColumns/RowsResultsExportsSharing

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

Please indicate your gender <small>All respondents weighted according to Autoweight - U.S. Adults</small>			
Favorite Color <small>All respondents</small>	Male	Female	Row Total
Red	1,178	1,211	2,389
Row %	49%	51%	
Column %	11%	11%	11%
Orange	(+14%) 441	(-13%) 355	797
Row %	55%	45%	
Column %	4%	3%	4%
Yellow	(-31%) 248	(+29%) 491	739
Row %	34%	66%	
Column %	2%	4%	3%
Green	1,459	1,641	3,100
Row %	47%	53%	
Column %	14%	14%	14%
Blue	(+19%) 4,410	(-18%) 3,192	7,601
Row %	58%	42%	
Column %	41%	28%	34%
Purple	(-49%) 625	(+47%) 1,912	2,537
Row %	25%	75%	
Column %	6%	17%	11%
Black	(-7%) 872	(+6%) 1,050	1,922
Row %	45%	55%	
Column %	8%	9%	9%
White	(-32%) 141	(+30%) 283	424
Row %	33%	67%	
Column %	1%	3%	2%
Brown	121	138	259
Row %	47%	53%	
Column %	1%	1%	1%
I don't have a favorite color	(+12%) 1,258	(-11%) 1,055	2,313
Row %	54%	46%	
Column %	12%	9%	10%
Column Total	10,754	11,328	22,082
Row %	49%	51%	
22,082 Responses. Significance: $\chi^2_{(df=9)}=1017.652$, $p<0.001$, 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: $\chi^2_{(df=9)}=1017.652$, $p<0.001$, High Strength of Association ($T=0.124$)

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