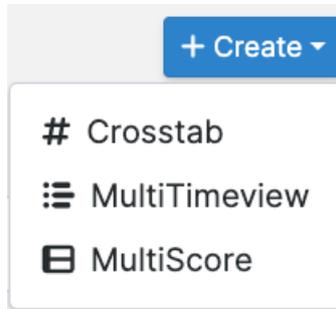


# Creating a crosstab report

01/31/2024 1:38 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.

## DEFINITION

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

**Crosstab Name \***

**Global Weighting Scheme**

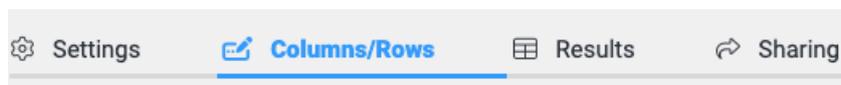
Autoweight - U.S. Adults



Cancel

Create

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

Search question titles only

∨ **FILTER QUESTIONS** ∨ [Reset](#)

### Category Tags <sup>?</sup>

 ∨

### Types <sup>?</sup>

∨

### Date Filter

 ∨

## Types <sup>?</sup>

Value X Profile X > 500 X ∨

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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](#)

Questions
Segments

Q

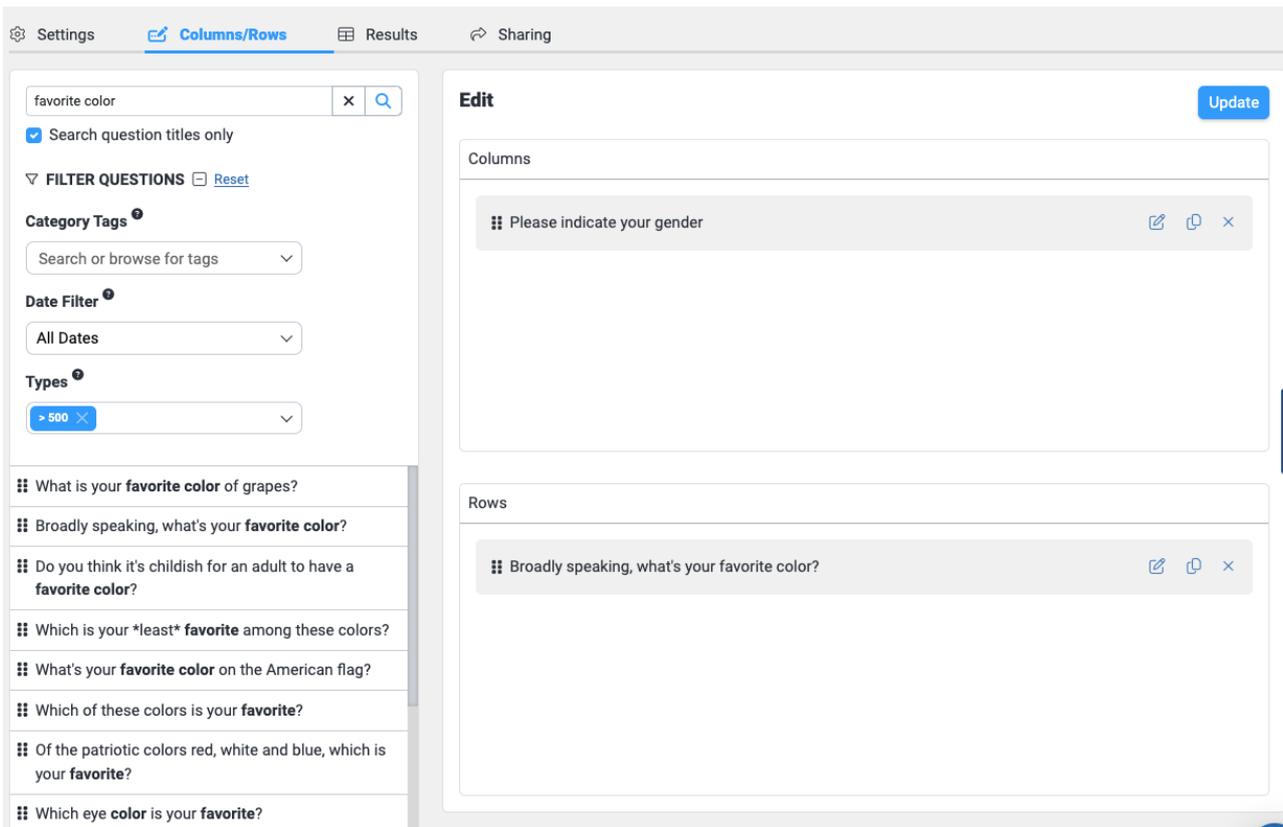
☰ Spirit Drinker - Whiskey / Bourbon
☰ Spirit Drinker - Rum
☰ Spirit Drinker - Tequila / Mezcal
☰ Spirit Drinker - Vodka
☰ CB 3489 Rebased
☰ CB 4221: Rebased
☰ US HHI \$150K+
☰ Thrivent Financial Segment
☰ BIPOC Women 18 - 34
☰ CB 4061 Rebased
☰ ESI Personal Finance (Non-Custom)
☰ ESI New Home (Non-Custom)
☰ ESI Major Purchases (Non-Custom)
☰ ESI US Economy (Non-Custom)

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

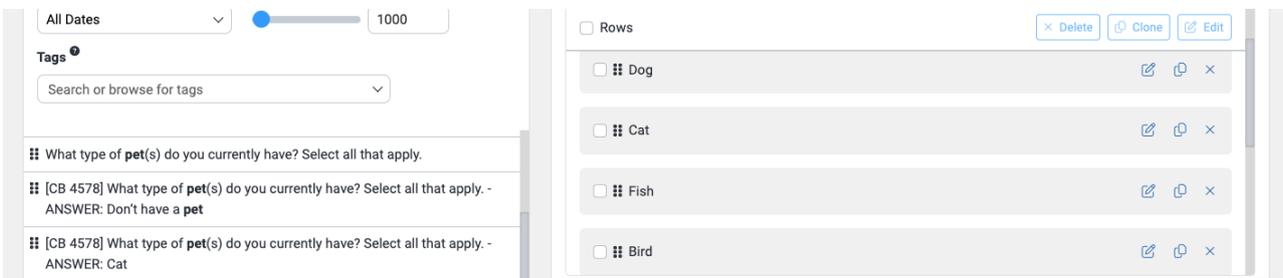
*Please note that the chi-square test cannot be performed if the expected frequency for any table cell is less than one or if more than 20% of the cells have an expected frequency of less than five.*

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 that has yes/no answer options, the system selects only the yes answer by default.

## EDIT COMPONENT



### Question Options

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

Question label (optional)

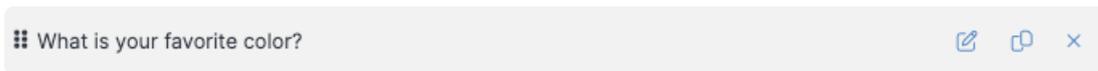
**Yes**

Answer choice label (optional)

**No**

Answer choice label (optional)

Each row and column variable can be edited using the first icon, which looks like a pencil poised over a piece of paper.



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**

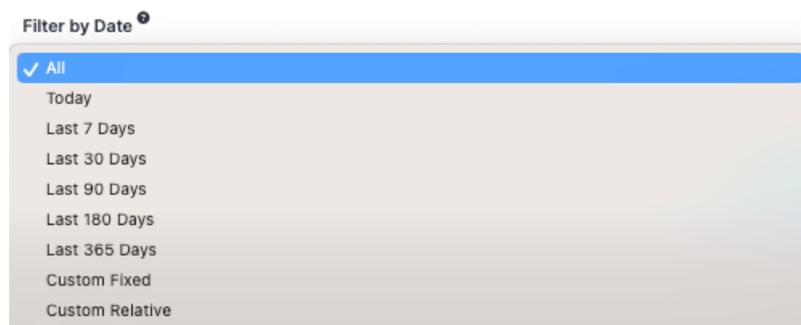
Select Segment ▼

**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 for the segment and filter it by date (if its' 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, then drag the variable 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 can be used to select all variables. Selected variables may then be deleted or cloned.

**Edit**

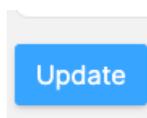
Update

Columns ✕ Delete Clone Edit

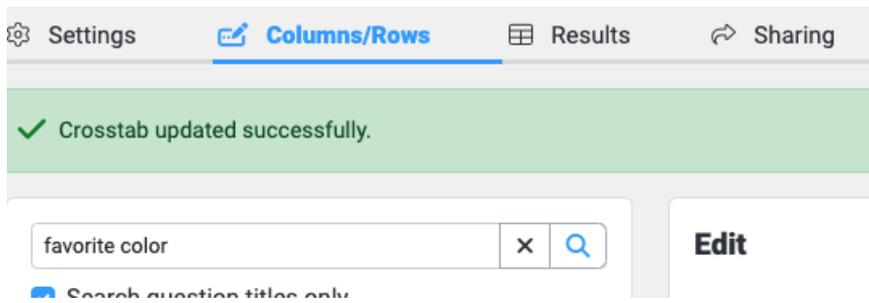
☰ Please indicate your gender Edit Clone ✕

☰ BIPOC Women 18 - 34 Edit Clone ✕

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**

Settings Columns/Rows **Results** Sharing

Row %  Col %  % from Expected  Row Total  Column Total

All respondents in my account weighted according to autoweight\_us\_adults

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

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.