RESEARCH AUTOMATORS

Creating Crosstabs

Survey Automator guide

Creating Crosstabs

GUIDE REPORT

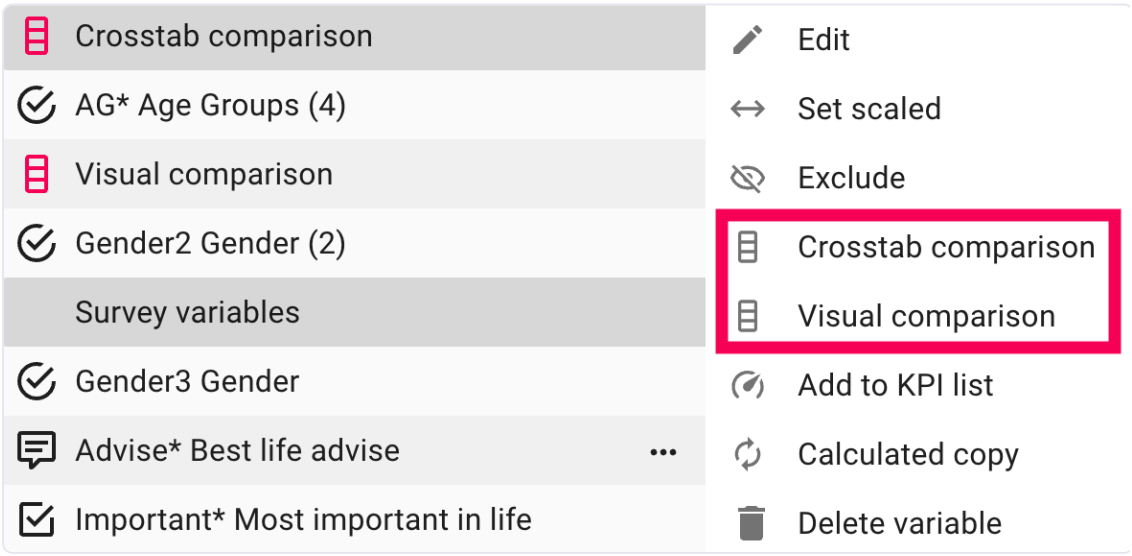
How to Create Crosstabs

When creating a **Dashboard Report**, multiple crosstabs are automatically generated through our **Rule-Based Report** system.

A **standard crosstab** is created by default, and additional ones are generated based on the number of **breakdown variables** you have added to the **Visual comparison** section.

This automation ensures that all relevant comparisons are included without having to manually create each crosstab.

To add a variable to compare with in the Dashboard, click on the Edit-button in the bottom-right corner to open up the list. Then click on the 3-dots next to the variable and choose **Crosstab Comparison** or **Visual Comparison**.



Crosstabs in the Report Page

Creating or customizing a crosstab directly in the **Report** page is simple and flexible.

1. Switch the Presentation Type

To start, open your **Report-page** and switch the presentation to **Table** view:

- Locate the **Presentation Type** icon in the **top-left corner** of the toolbar.
- Click the icon and select **Table** from the list of available presentation options.

This changes the visualization from a chart or bars view to a crosstab-style **data table** presentation.

2. Adjust Datatype and Base

Under the **Datatype** dropdown, you can select how the data should be displayed:

- **Percent positive**
- **Average**
- **Frequency - percentage**
- And much more.

3. Add or Modify Breakdown Variables

To define what your crosstab compares, you can make sure that the **Crosstab Comparison** or **Visual Comparison** options are selected.

These **Auto Variables** will automatically make comparisons in your crosstab based on what variables you have added to the comparison list. This can for example be: Gender, age groups or time periods

If you only wish to use specific breakdowns to create comparisons with, you can select those instead of the **Auto Variables** as well.

Example Setup

In this example:

- Question is: Scaled Grid Questions 2+ Answers
- Datatype: Percent Positive
- Crosstab Comparison: Gender

	Total	Male	Female
Health & physical well-being	63	63	62
Friends & social connection	75	79	71
Family & love	80	74	86
Career & financial stability	45	68	24
Knowledge & learning	88	84	90
Emotional well-being	75	74	76
Fun, hobbies & recreation	65	84	48
Making a difference	65	58	71

In this example:

- Question is: Calculated Open ends

- Datatype: Open ends sum
- Crosstab Comparison: Age groups

	- 29	30-44	45-59	60+
What is your best life advise?				
Be positive and grateful for what you have		36	22	22
Live a social life, connect with others, and find humor in life		9		11
Strive for balance, set realistic goals, and prioritize self-care for a meaningful life	13			
Take care of family and yourself	13	18	11	22
Do good, and don't burden others	13			11
Live well, have money, and travel the world	13	9	11	
Live for yourself and let others live	13	9	11	11
Appreciate the little things in life and practice gratitude	13			11
Focus on what you can do instead of what you can't			44	
Treat others as you would like to be treated	25	9		11

The latest version of this guide: https://www.researchautomators.com/guides/creating-crosstabs/