

HOW DO I? create a Crosstab - beginners



5 mins



SurveyTime is a fast and easy Crosstab system that allows you to analyse survey data. This guide shows you how to create a crosstab report analysing **Males aged 45-64 and Females aged 45-64** against the **TV channels** that they watch.

Source: Ipsos Affluent Asia Q1 - Q4 2017 10 markets

a: Select SurveyTime from the **Applications** menu on the left of the eTelmar screen (**figure 1**).

b: Choose your Survey. You can use **Filter Survey** to find specific surveys by code or title. Highlight the survey you want to use. We have selected: IAS in the filter to call up the Ipsos Affluent Asia surveys (**figure 2**).

c: Add your Columns to your Crosstab. For Males aged 45-64, double click on **Demographics**, which can be found in the **Codebook** on the left hand side of the screen. Highlight **Males** and click on **Add Column** (**figure 3**). Highlight the 4 age groups which are all between age 45-64 (holding Ctrl/Shift Key) and drag and drop them on the column labelled **All Male** (**figure 4**). SurveyTime knows that multiple items dropped on to an existing column should be treated as "ANY" or "OR". Select **AND** to combine Men with the 4 age groups.

d: Repeat step 3, so that you have a second column with **Female aged 45-64**, using **All Female** instead of **All Male** (**figure 5**).

e: Press **Reset** to reset the Codebook. **Add TV channels as Rows in the Crosstab**. Use the **Filter** box to search for category titles which contain the word 'Channel' (**figure 6**). Expand **TV: Channels - Viewership in Past 30D** by clicking on it and select **Viewership in Past 30D - Cable / Satellite**. Click **Add Row** (**figure 7**).

figure 1

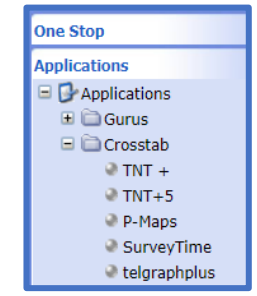


figure 2

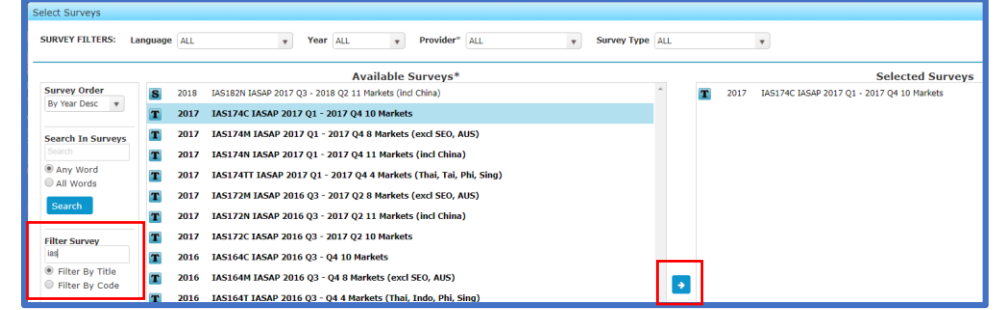


figure 3

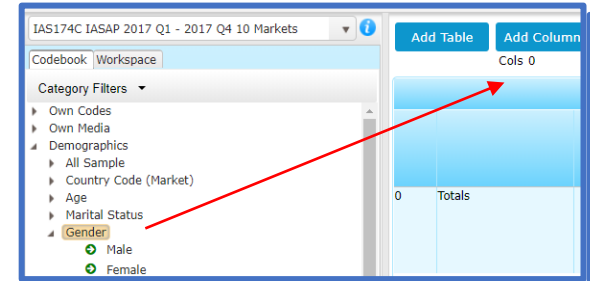


figure 4

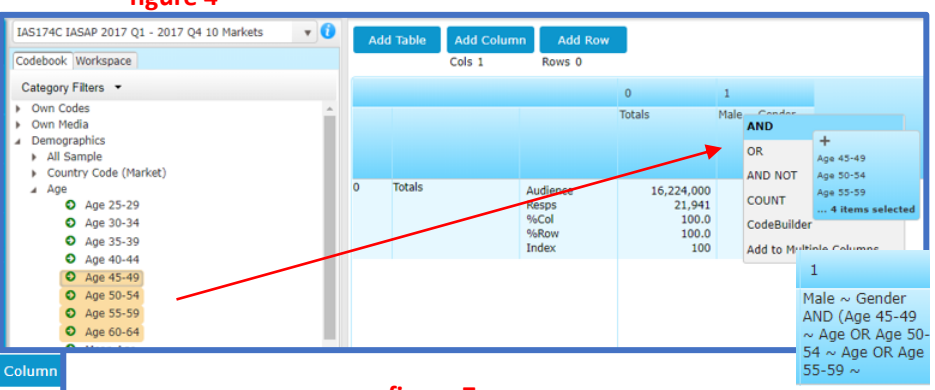


figure 5

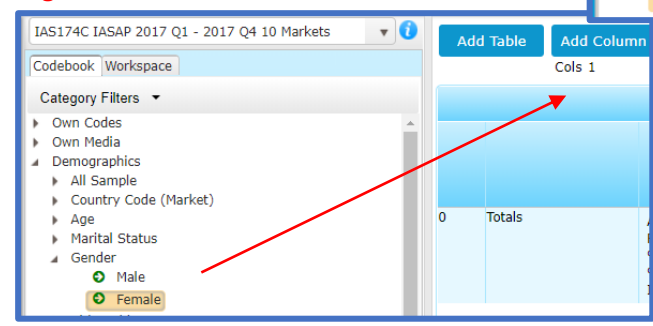


figure 7

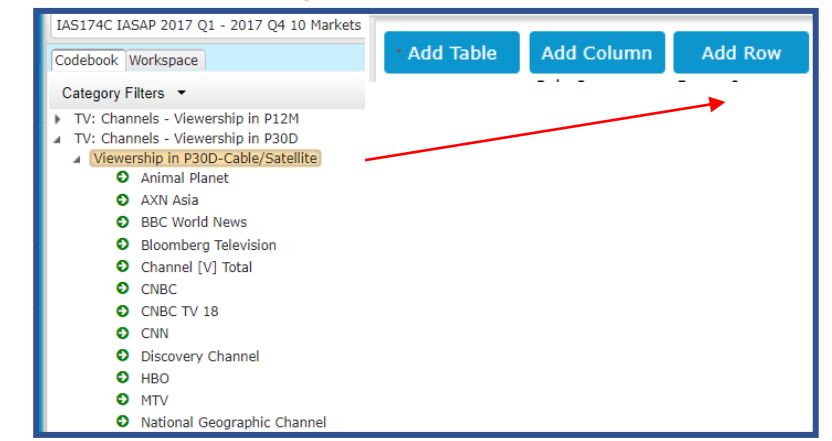
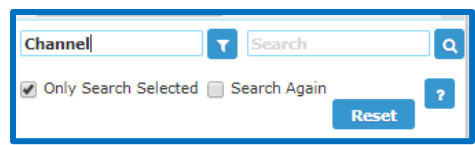


figure 6



HOW DO I? create a Crosstab - beginners

Alternative Step: If you do not want to include all channels, expand the **Viewership in Past 30D: Cable / Satellite** and highlight the ones you want using the **Ctrl** key. Click the **Add Row** button or drag channels to it (**figure 8**).

Alternative Step: You can add code using the **Coding Grid** if preferred on the vertical bar (top LHS) (**figure 9a and figure 9b**). Using the coding grid offers many coding buttons to design more complex coding targets.

f: Crosstab result – **Figure 10** shows the resulting crosstab. Go to the document 'How do I read and interpret the results of a crosstab' for help with understanding the results.

If you right click on a column e.g. Males 45-64, you can **sort rows** in descending or ascending order.

g: Export to Excel (Optional) by clicking on the **Excel Report** icon which can be found in the tool bar at the top of the page. This will create an excel file (**figure 11**).

h: Export charts to Powerpoint (Optional) by using the **Charts** button on the vertical bar (top LHS) (**figure 9a**). To read more about how to do this go to the document "How Do I create a chart in SurveyTime". Example of charts screen (**figure 12**).

i: To Save your Crosstab Report click the **Save/Save As** button on the quick access toolbar at the top of the screen (**figure 13**). Type in a file name and click save.

File Locations: Default location is your USER drive (your personal Telmar drive). An alternative is COMPANY (shared drive).

j: To open your Crosstab Report click the **Open File** button in the quick access toolbar at the top of the screen (**figure 14**).

figure 8

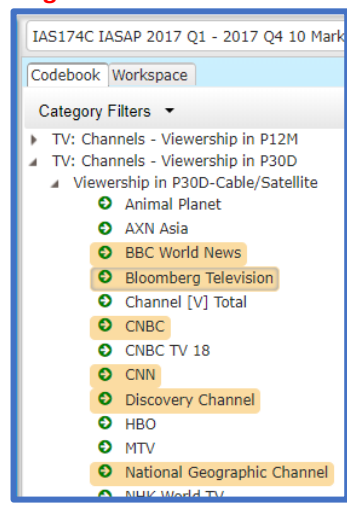


figure 10

			0	1	2
			Totals	Male ~ Gender AND (Age 45-49 ~ Age OR Age 50-54 ~ Age OR Age 55-59 ~	Female ~ Gender AND (Age 45-49 ~ Age OR Age 50-54 ~ Age OR Age 55-59 ~
0	Totals	Audience Resps	16,224,000	3,459,903	3,182,663
		%Col	21,941	5,316	3,484
		%Row	100.0	100.0	100.0
		Index	100.0	21.3	19.6
			100	100	100
1	BBC World News ~ Viewership in P30D-Cable/Satellite	Audience Resps	3,407,011	801,750	600,967
		%Col	6,464	1,639	888
		%Row	21.0	23.2	18.9
		Index	100.0	23.5	17.6
			100	110	90
2	Bloomberg Television ~ Viewership in P30D-Cable/Satellite	Audience Resps	1,576,933	440,844	212,150
		%Col	3,314	910	363
		%Row	9.7	12.7	6.7
		Index	100.0	28.0	13.5
			100	131	69
3	CNBC ~ Viewership in P30D-Cable/Satellite	Audience Resps	1,660,190	424,138	282,025
		%Col	3,386	833	512
		%Row	10.2	12.3	8.9
		Index	100.0	25.5	17.0
			100	120	87
			5,214,013	1,247,309	911,860
			9,174	2,339	1,374
			32.1	36.1	28.7
			100.0	23.9	17.5
			100	112	89
			6,496,618	1,448,246	1,119,289
			9,331	2,371	1,260
			40.0	41.9	35.2
			100.0	22.3	17.2
			100	105	88
			6,150,381	1,473,649	1,099,487
			9,268	2,363	1,260
			37.9	42.6	34.5
			100.0	24.0	17.9
			100	112	91

figure 9a



figure 9b

Table	Tables (1)	Columns (2)	Rows (0)	Group Charts
Columns	ID	Title	Code	
Rows	1	Male ~ Gender AND (Age 45-49 ~ Age OR Age 50-54 ~ Age OR Age 55-59 ~ Age OR Age 60-64 ~ Age)	PX100002 AND (PX10000K OR PX10000L OR PX10000M OR PX10000N)	
Any	2	Female ~ Gender AND (Age 45-49 ~ Age OR Age 50-54 ~ Age OR Age 55-59 ~ Age OR Age 60-64 ~ Age)	PX100003 AND (PX10000K OR PX10000L OR PX10000M OR PX10000N)	
All	3			
OR	4			
AND	5			
NOT	6			
	7			

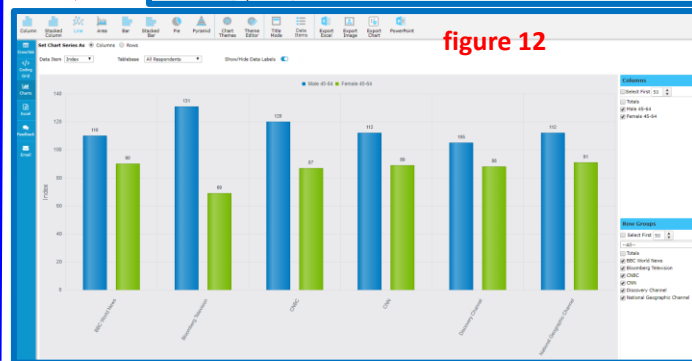


figure 12

figure 11

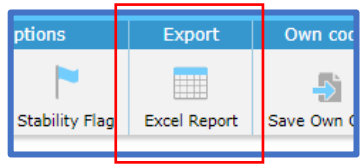


figure 13

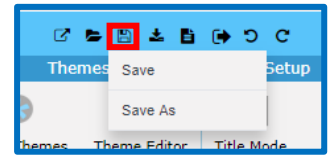


figure 14

