



5 mins

# HOW DO I create a Crosstab using SurveyTime - Beginners

**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 **Men aged 45+ and Women aged 45+** against the **TV channels** that they watch.

Source: TAM18 GB TGI 2018 Q3 (April 2017-May 2018).

- Select SurveyTime** from the **Applications** menu on the left of the eTelmar screen (**figure 1**).
- 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: **TAM18 GB TGI 2018 Q3** (**figure 2**).
- Add your Columns to your Crosstab.** For Men aged 45+, double click on **Demographics: Basic**, which can be found in the **Codebook** on the left hand side of the screen. Highlight **All Men** and click on **Add Column** (**figure 3**). Highlight the 3 age groups which are all age 45+ (holding Ctrl/Shift Key) and drag and drop them on the column labelled **All Men** (**figure 4**). SurveyTime knows that multiple items dropped on to an existing column should be treated as “ANY” or “OR”.
- Repeat step c),** so that you have a second column with **Women aged 45+,** using **All Women** instead of **All Men** (**figure 5**).
- 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 **Media: TV Channels** by clicking on it and select **Channels Watched – Ever Watch.** Click **Add Row** (**figure 7**).

Figure 1

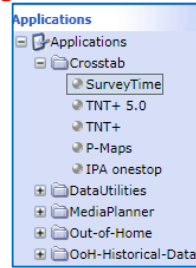


Figure 2

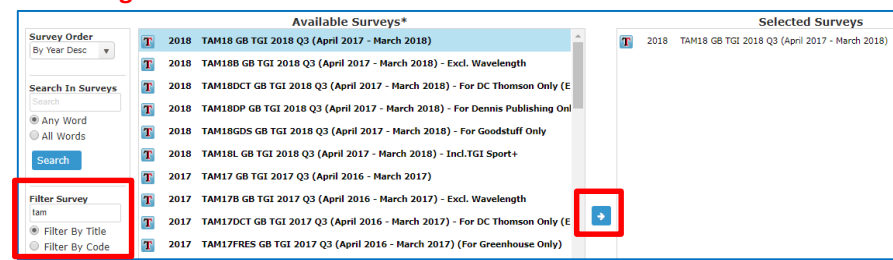


Figure 3

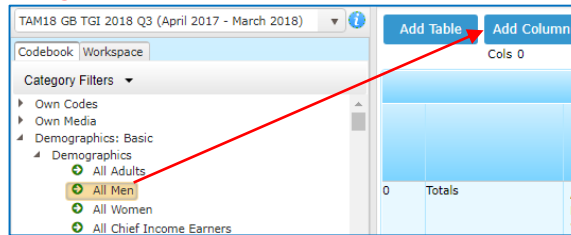


Figure 4

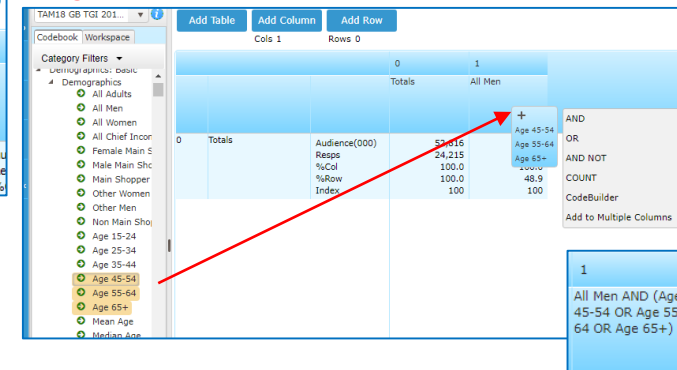


Figure 5

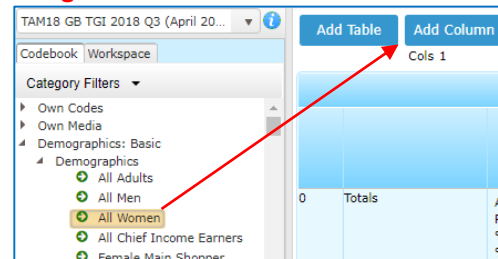


Figure 7

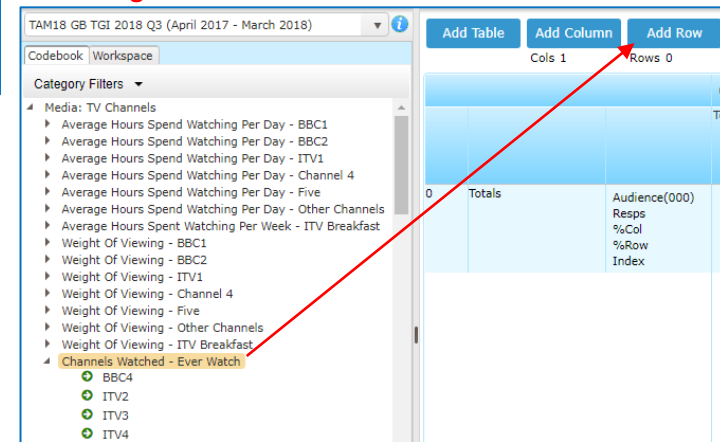
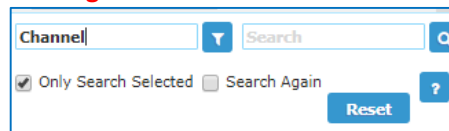


Figure 6



**Alternative Step e):** If you do not want to include all channels, expand the **Channels Watched – Ever Watch** and highlight the ones you want using the **Ctrl** key. Click the **Add Row** button or drag channels to it (figure 8).

**Alternative Step e):** You can add code using the **Coding Grid** if preferred (figure 9).

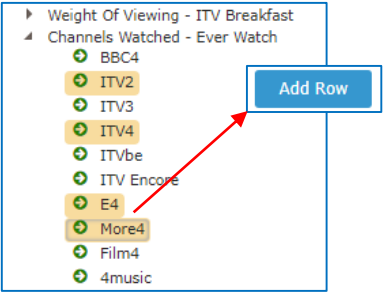
**f) Crosstab result – Figure 10** shows the resulting crosstab. Go to the document ‘How do I read and interpret the results of a crosstab’ for help with understanding the results. If you right click on a column e.g., Men 45+, you can **sort rows** in descending or ascending order.

**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).

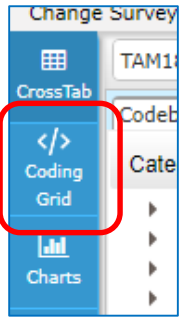
**h) To Save your Crosstab Report** click the **Save/Save As** button on the quick access toolbar at the top of the screen (figure 12). Type in a file name and click save. File Locations: Default location is your USER drive (your personal Telmar drive). An alternative is COMPANY (shared drive).

**i) To open your Crosstab Report** click the **Open File** button in the quick access toolbar at the top of the screen (figure 13).

**Figure 8**



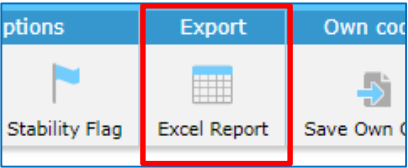
**Figure 9**



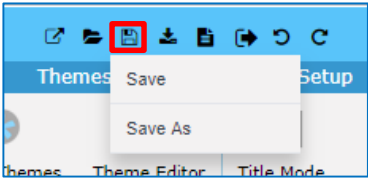
**Figure 10**

			0	1	2
		Totals	All Men AND (Age 45-54 OR Age 55-64 OR Age 65+)	All Women AND (Age 45-54 OR Age 55-64 OR Age 65+)	
0	Totals	Audience(000)	52,816	13,503	14,805
		Resps	24,215	7,966	6,580
		%Col	100.0	100.0	100.0
		%Row	100.0	25.6	28.0
		Index	100	100	100
1	BBC4 ~ Channels Watched - Ever Watch	Audience(000)	19,343	6,379	5,864
		Resps	9,238	3,768	2,599
		%Col	36.6	47.2	39.6
		%Row	100.0	33.0	30.3
		Index	100	129	108
2	ITV2 ~ Channels Watched - Ever Watch	Audience(000)	21,980	5,348	5,525
		Resps	9,897	3,086	2,498
		%Col	41.6	39.6	37.3
		%Row	100.0	24.3	25.1
		Index	100	95	90
3	ITV3 ~ Channels Watched - Ever Watch	Audience(000)	16,657	4,995	5,303
		Resps	7,815	2,927	2,372
		%Col	31.5	37.0	35.8
		%Row	100.0	30.0	31.8
		Index	100	117	114
4	ITV4 ~ Channels Watched - Ever Watch	Audience(000)	14,375	5,008	3,499
		Resps	6,832	2,895	1,592
		%Col	27.2	37.1	23.6
		%Row	100.0	34.8	24.3
		Index	100	136	87
5	ITVbe ~ Channels Watched - Ever Watch	Audience(000)	7,241	1,123	1,767
		Resps	3,288	665	807

**Figure 11**



**Figure 12**



**Figure 13**

