

Report Samples - Cross Tabulation

Do extensive demographic profiling - compare responses by gender, age, location, income levels, etc.

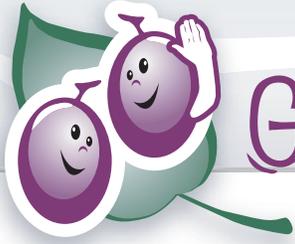
The screenshot shows the Grapevine Administration Control Center interface. At the top, there are navigation links for Support, User Administration, Survey Templates Tips & Tricks, and Logout. Below this is a dropdown menu for the selected survey, currently set to '407 ETR Customer Survey', with buttons for 'Create Survey', 'My Surveys', and 'Preview Survey'. The main content area is titled 'Cross Tabulation' and contains a table with the following data:

Question	Row Selection	Column Selection
1. Have you ever participated in a survey before? (Standard Yes/No Question)	<input checked="" type="radio"/>	<input type="radio"/>
16. What is your favorite brand of soft drink?	<input type="radio"/>	<input checked="" type="radio"/>
2. What is your favorite soft drink?	<input type="radio"/>	<input type="radio"/>
3. How many times in the last 30 days have you visited the Yahoo.com web site? (Choice: One Answer-Drop Down)	<input type="radio"/>	<input type="radio"/>
4. Please rate the visual appearance of the Yahoo web site. (Rating Scale Question-One Answer)	<input type="radio"/>	<input type="radio"/>
5. Why do you use the Yahoo.com web site? (Select all that apply) (Choice Question-Multiple Answer Check Box)	<input type="radio"/>	<input type="radio"/>

Below the table is a 'Cross Results' button. On the right side of the screenshot, a yellow circle with the number '1' and the text 'Cross Tabulation' has a line pointing to the table.

1 Cross Tabulation





Report Samples - Cross Tabulation

1 Cross Tabulation

Simply select your row and column selection from cross tabulation compatible questions within your survey.

Cross Tabulation

Question	Row Selection	Column Selection
1. Have you ever participated in a survey before? (Standard Yes/No Question)	<input checked="" type="radio"/>	<input type="radio"/>
16. What is your favorite brand of soft drink?	<input type="radio"/>	<input checked="" type="radio"/>
2. What is your favorite soft drink?	<input type="radio"/>	<input type="radio"/>
3. How many times in the last 30 days have you visited the Yahoo.com web site? (Choice: One Answer-Drop Down)	<input type="radio"/>	<input type="radio"/>
4. Please rate the visual appearance of the Yahoo web site. (Rating Scale Question-One Answer)	<input type="radio"/>	<input type="radio"/>
5. Why do you use the Yahoo.com web site? (Select all that apply) (Choice Question-Multiple Answer Check Box)	<input type="radio"/>	<input type="radio"/>

Cross Results

XLS format

Cross Results

Cross Tabulation of

Column Question : What is your favorite brand of soft drink?

Row Question : Have you ever participated in a survey before? (Standard Yes/No Question)

	Brand 1	Brand 2	Brand 3	Brand 4	Total Responses
Yes	8 25.8%	14 45.2%	4 12.9%	5 16.1%	31
No	4 21.1%	7 36.8%	4 21.1%	4 21.1%	19
Total Responses	12	21	8	9	

Note : The percentages are calculated based on **Row Total**

Swap Tabulation

Reverses your rows and columns.

Cross Tabulation of

Column Question : Have you ever participated in a survey before? (Standard Yes/No Question)

Row Question : What is your favorite brand of soft drink?

	Yes	No	Total Responses
Brand 1	66.7%	33.3%	12
Brand 2	61.9%	38.1%	21
Brand 3	50.0%	50.0%	8
Brand 4	55.6%	44.4%	9
Total Responses	31	19	

Note : The percentages are calculated based on **Row Total**

