

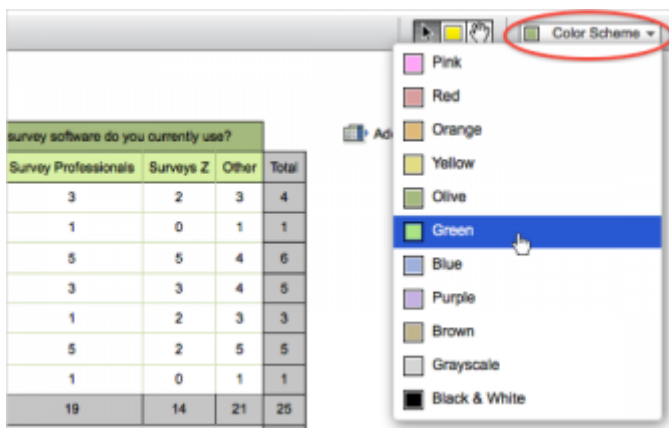
Specify which data should appear in your Cross Tabulation, and choose how it should appear.

The following options are available on the Cross Tabulation toolbar:

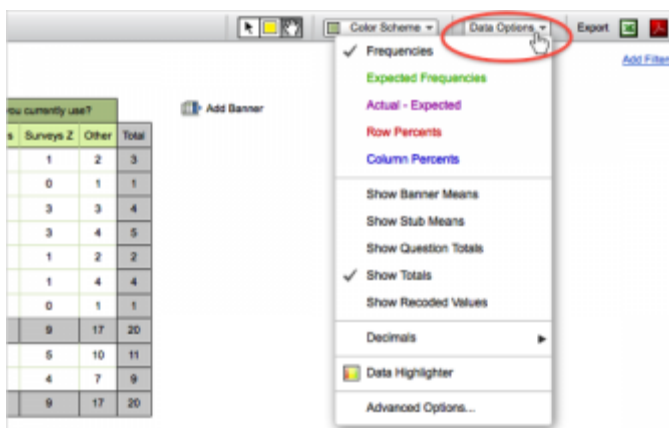


Navigation Tools: Use the **Row/Column Selector** tool to select individual Rows and Columns. Select the **Custom Highlighter** tool to highlight any cell, and the **Grabber Tool** to click and drag the cross tabulation for easy navigation.

- Color Scheme:** Choose from a list of available color schemes for your Cross Tabulation.





- Data Options Drop-down:** Choose which data is shown on the Cross Tabulation and how it is represented.



The following options are available:

- Frequencies:** How many participants gave both answers for a given cell.
- Expected Frequencies:** The expected number of participants to give both answers for a given cell, assuming all responses are random.
- Actual – Expected:** The difference between the actual and the expected frequency for each cell.
- Row Percents:** The percent of the row total each cell represents.

- **Column Percents:** The percent of the column total each cell represents.
 - **Show Banner Means:** Display the mean response for each banner.
 - **Show Stub Means:** Display the mean response for each stub.
 - **Show Question Totals:** Display how many total responses each choice received.
 - **Show Totals:** Display how many participants in a banner answered the choice in the stub, and vice versa.
 - **Show Recoded Values:** Display the coded value for each choice on the tabulation.
 - **Decimals:** Choose how many decimal places to display for values in the tabulation.
 - **Data Highlighter:** Create conditions to automatically highlight data in the tabulation.
 - **Advanced Options:** Choose whether to **Calculate Stats Based on Respondents** (default) or to **Calculate Stats Based on Responses** (may be higher than the number of respondents if you are dealing with a multiple-select question). Also choose whether to **Ignore non-responses** or to **Show non-responses** as an extra row and column for each banner and stub.
- **Export Options:** Export your Cross Tabulation to  Excel or  PDF.
 - **Add Filters:** Filter your Cross Tabulation to only show responses that meet a given criteria. Set the criteria using the same technique described for [Display Logic](#).

