

Counts and Crosstabs

Resources to get you started on using Counts and Crosstabs on VAN

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What is the counts and crosstabs tool?

The counts and crosstabs tool lets you quickly understand individual lists or the voter file.

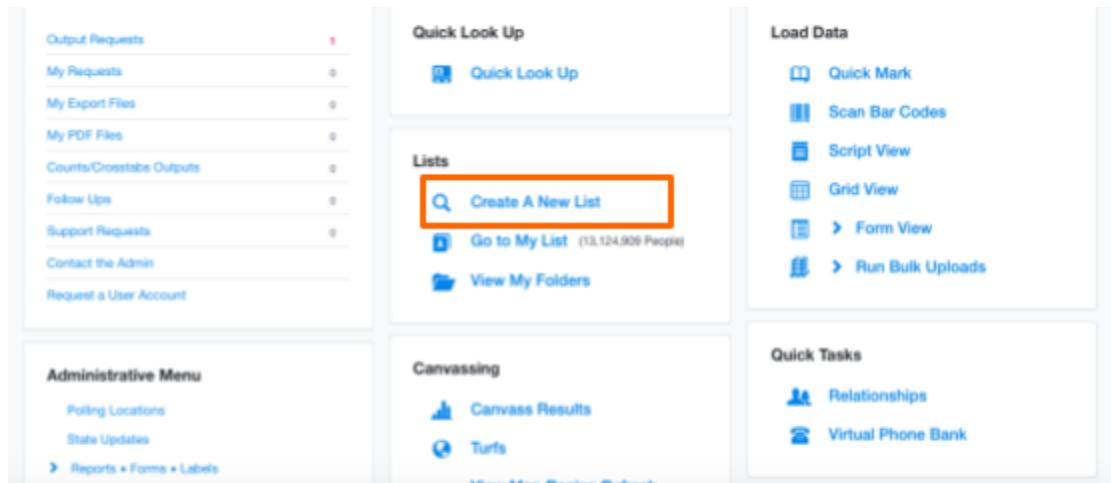
- It allows you to run reports in VAN based on a variety of different factors
 - E.g., targets, scores, survey questions, geography
- It displays selected criteria about those groups
 - E.g., name of county or precinct
- It displays the total number of people/households that meet said criteria in the list

Why use counts and crosstabs?

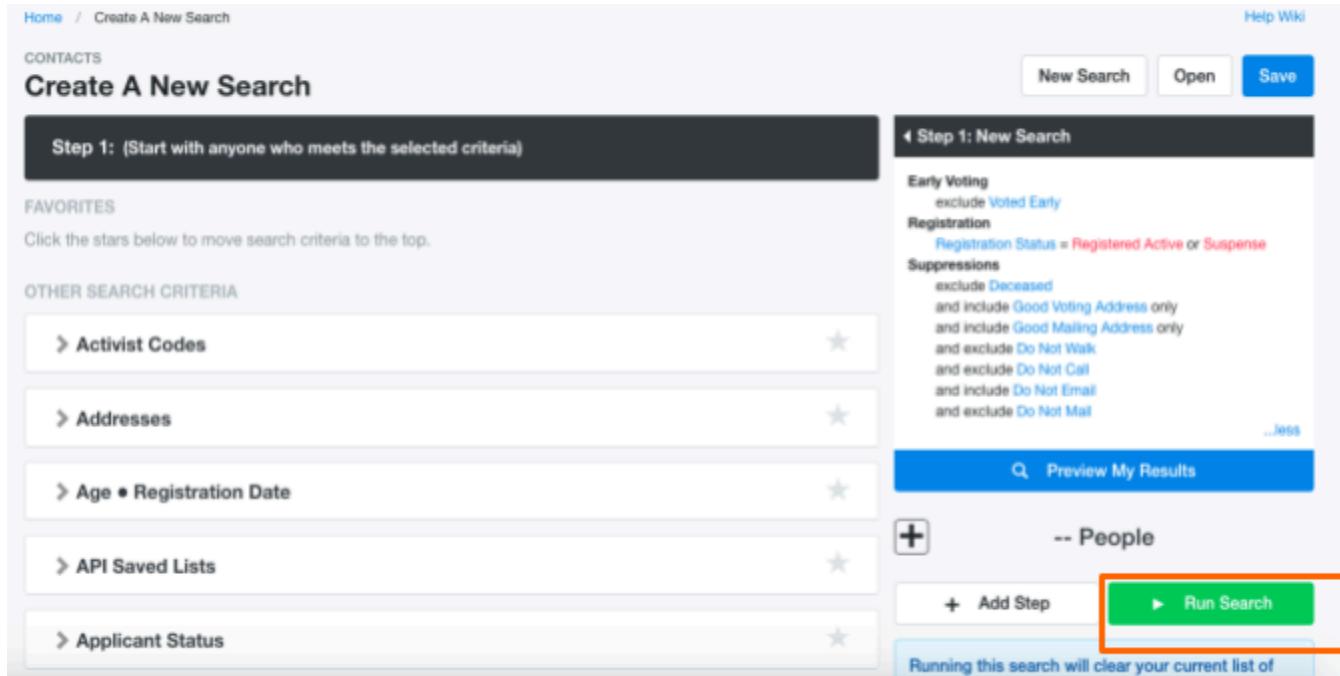
- To plan a canvass
 - See list distribution by county/precinct to figure out where volunteers are needed
- To review a canvass
 - See survey question responses from a list of people you canvassed
- To understand early vote progress
 - See partisanship, age distribution, etc. of early voters

How to use counts and crosstabs

- On the homepage of VAN shown below, click **Create a New List**.



- After you click **Create a New List**, the screen below will appear. Design your search based on targets, everyone in your geography or some other criteria. Then, click the green **Run Search** button at the bottom right of the screen.



Home / Create A New Search

CONTACTS

Create A New Search

Step 1: (Start with anyone who meets the selected criteria)

FAVORITES

Click the stars below to move search criteria to the top.

OTHER SEARCH CRITERIA

- Activist Codes
- Addresses
- Age • Registration Date
- API Saved Lists
- Applicant Status

Step 1: New Search

Early Voting
exclude Voted Early

Registration
Registration Status = Registered Active or Suspense

Suppressions
exclude Deceased
and include Good Voting Address only
and include Good Mailing Address only
and exclude Do Not Walk
and exclude Do Not Call
and include Do Not Email
and exclude Do Not Mail

...less

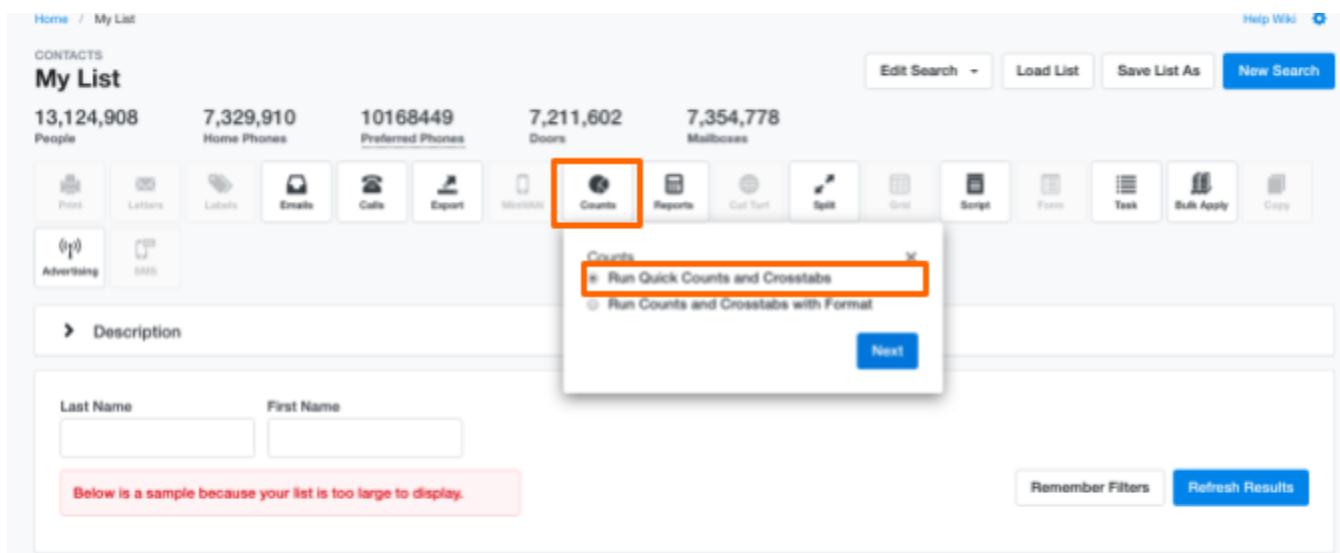
Preview My Results

-- People

+ Add Step **Run Search**

Running this search will clear your current list of

- After you click **Run Search**, your list will appear as shown below. Click on **Counts** and then select **Run Quick Counts and Crosstabs**. Then click the blue **Next** button.



Home / My List

CONTACTS

My List

13,124,908 People 7,329,910 Home Phones 10168449 Preferred Phones 7,211,602 Doors 7,354,778 Mailboxes

Print Letters Labels Emails Calls Export Metrics **Counts** Reports Cut/Turf Split Grid Script Forms Task Bulk Apply Copy Advertising SMS

Description

Last Name First Name

Counts

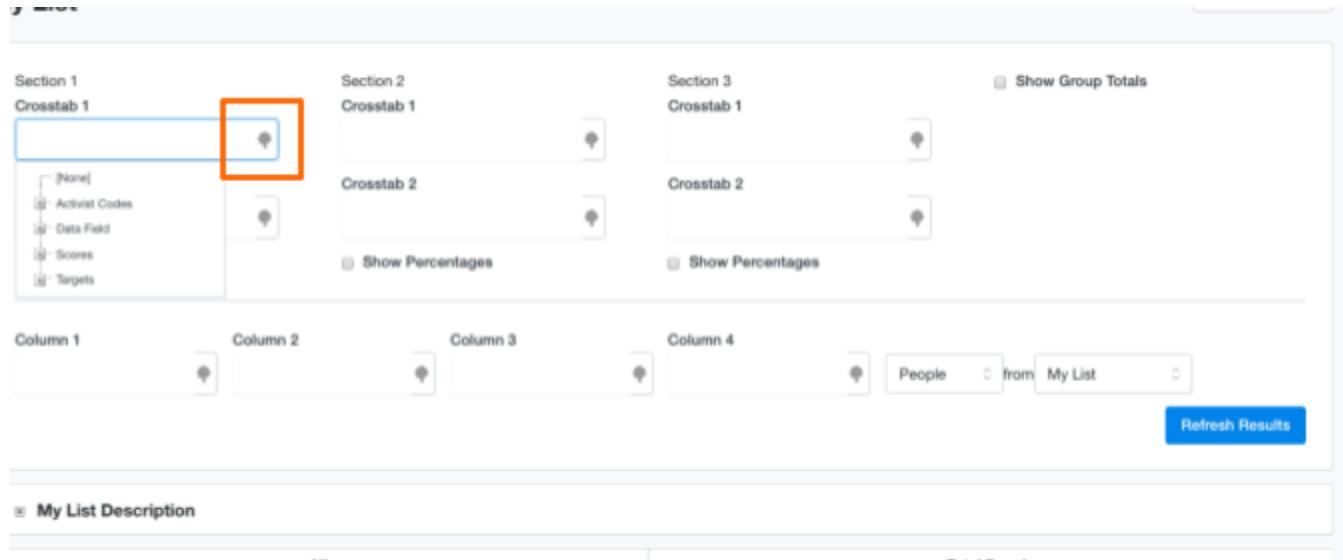
Run Quick Counts and Crosstabs

Run Counts and Crosstabs with Format

Next

Remember Filters Refresh Results

- After you click **Next**, the screen below will allow you to select the criteria such as Data field (e.g., County, Precinct, HD), Master Survey Question, Scores, Survey Questions, Targets. There are about a 100 different criteria that could be used under counts and crosstabs. Click the downpicker under the cross tab and then hit the plus next to any of the fields (such as Activist Codes, Data Field, Master Question, Scores, Targets).



Section 1
Crosstab 1

Section 2
Crosstab 1

Section 3
Crosstab 1

Section 2
Crosstab 2

Section 3
Crosstab 2

Show Group Totals

Show Percentages

Show Percentages

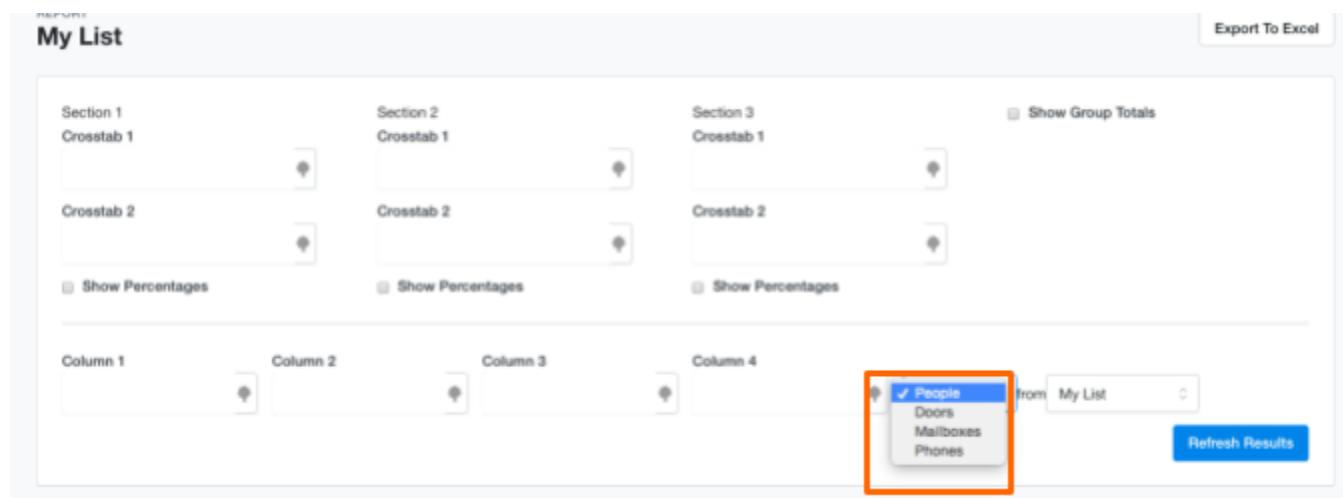
Column 1 Column 2 Column 3 Column 4

People from My List

Refresh Results

My List Description

- Before you click **Refresh Results**, select if you want to run your list based on People, Doors, Mailboxes, or Phones as shown below. Depending on if you want your list to include people or doors/households, choose from the dropdown. Then, click the blue **Refresh Results** button to run the report.



My List

Export To Excel

Section 1
Crosstab 1

Section 2
Crosstab 1

Section 3
Crosstab 1

Section 2
Crosstab 2

Section 3
Crosstab 2

Show Group Totals

Show Percentages

Show Percentages

Show Percentages

Column 1 Column 2 Column 3 Column 4

People from My List

Refresh Results

- Once you click **Refresh Results**, you can analyze your results. The screen below shows a count by county individualized by people.

Column 1
County

Column 2

Column 3

Column 4

People from My List

Refresh Results

 My List Description

County	Total People
Atascosa	1
Austin	1
Bastrop	1
Bell	3
Bexar	194
Brazoria	44
Brazos	20
Calhoun	1
Cameron	2
Cherokee	19
Collin	259
Colorado	16