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.

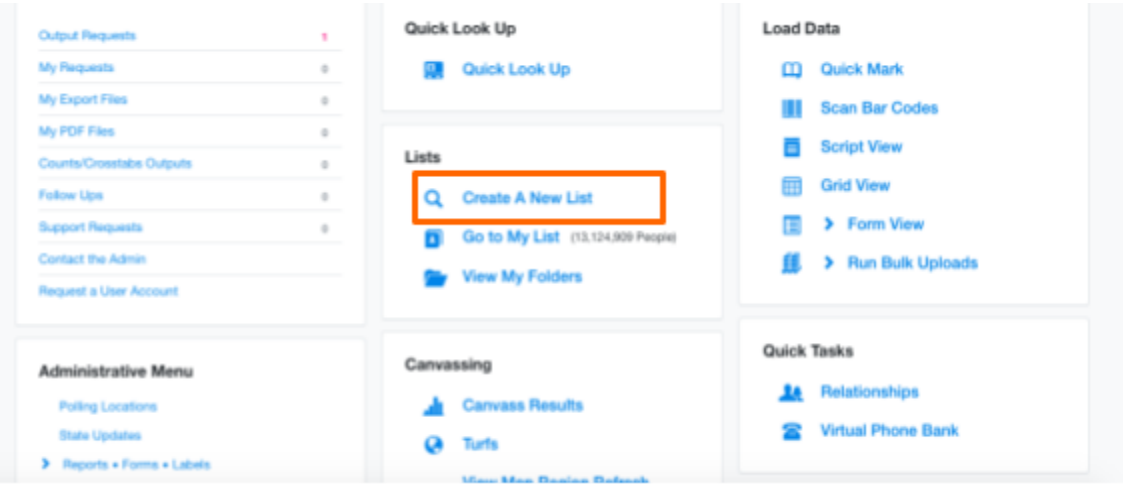
- It allows you to run reports in VAN based on a variety of different factors
  - E.g., targets, scores, survey questions, geography
- It displays selected criteria about those groups
  - E.g., name of county or precinct
- It displays the total number of people/households that meet said criteria in the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



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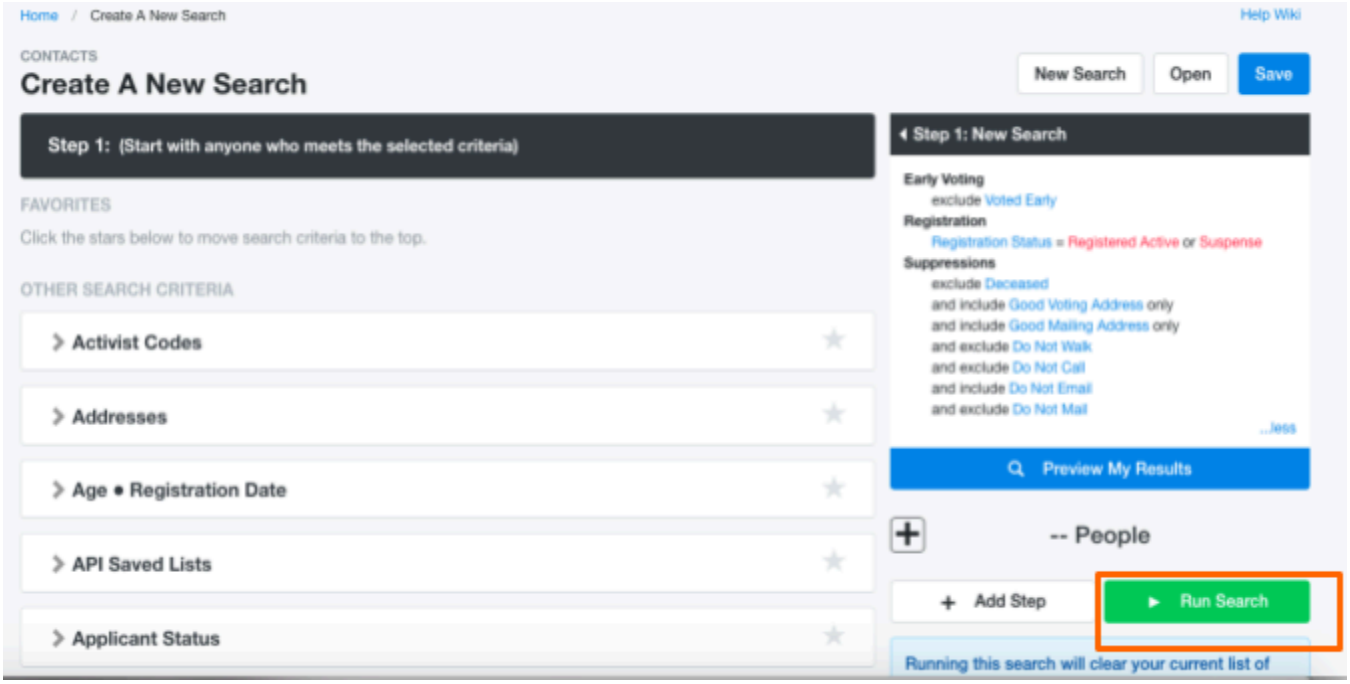
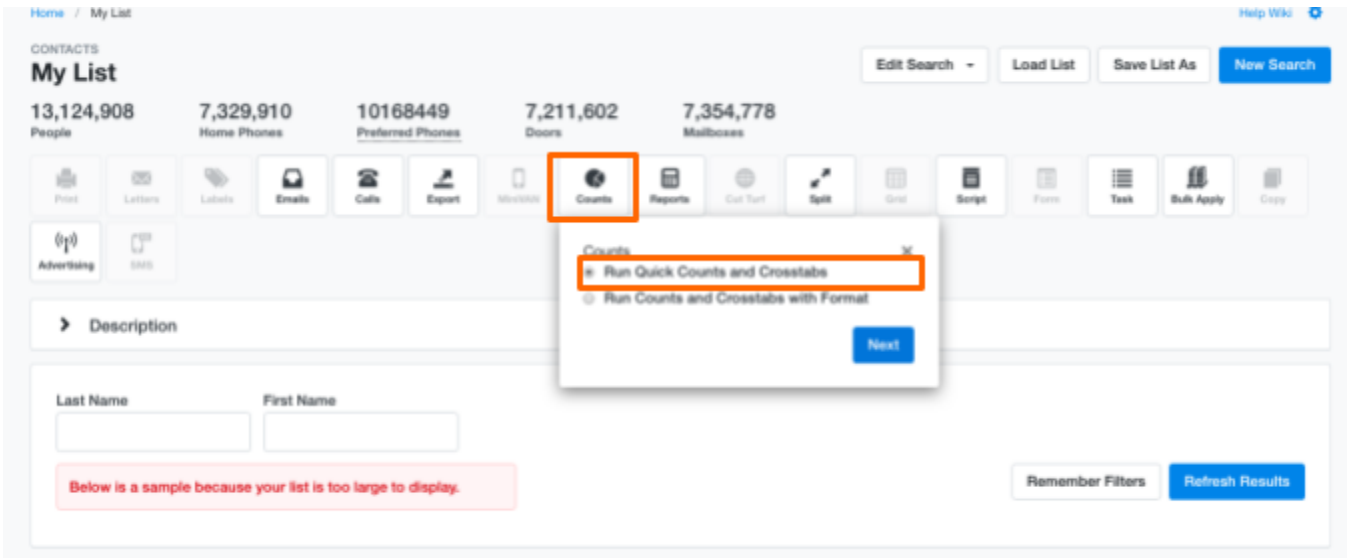
- After you click **Create a New List,** the screen below will appear. Design your search based on targets, everyone in your geography or some other criteria. Then, click the green **Run Search** button at the bottom right of the screen.



- 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.



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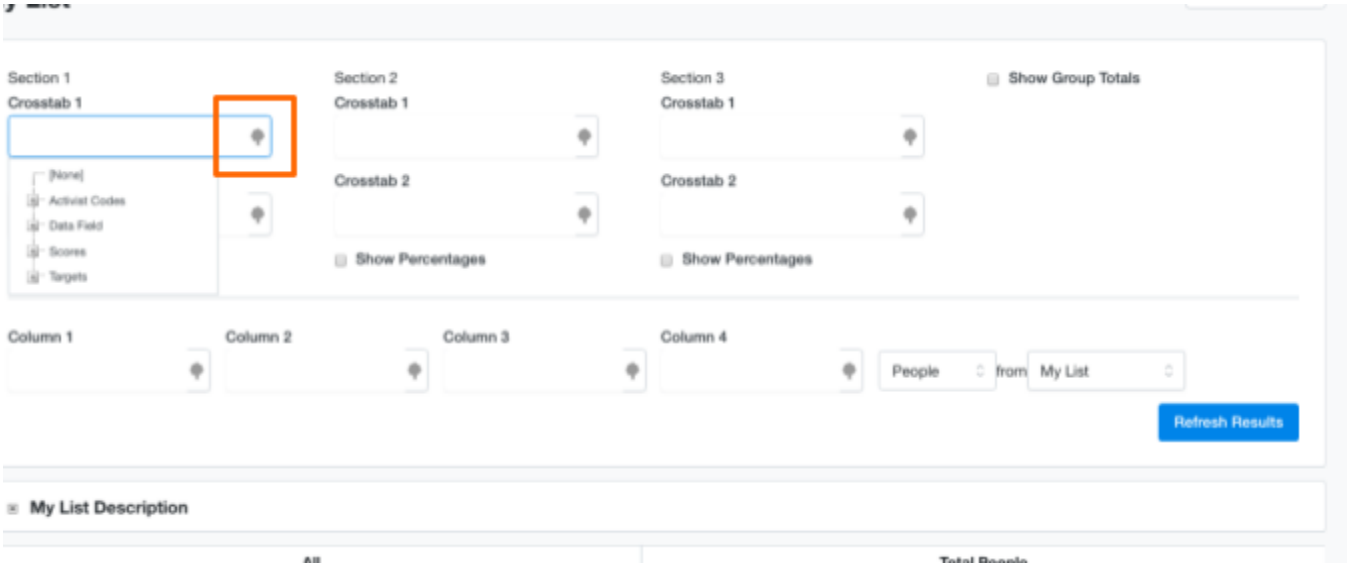
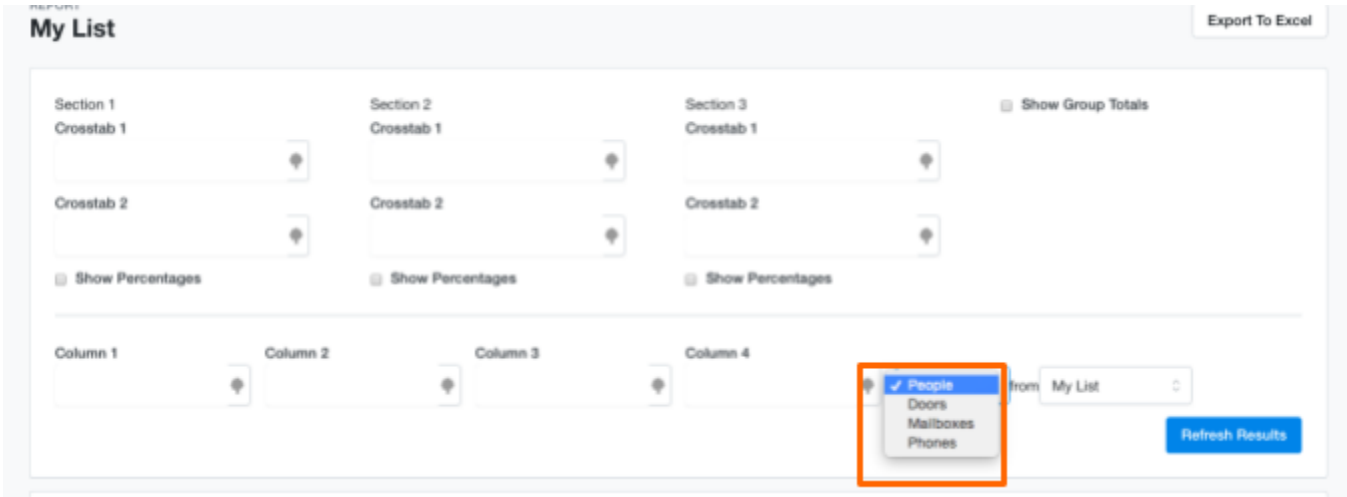
- After you click **Next**, the screen below will allow you to select the criteria such as Data field (e.g., County, Precinct, HD), Master Survey Question, Scores, Survey Questions, Targets. There are about a 100 different criteria that could be used under counts and crosstabs. Click the downpicker under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



- 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.



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

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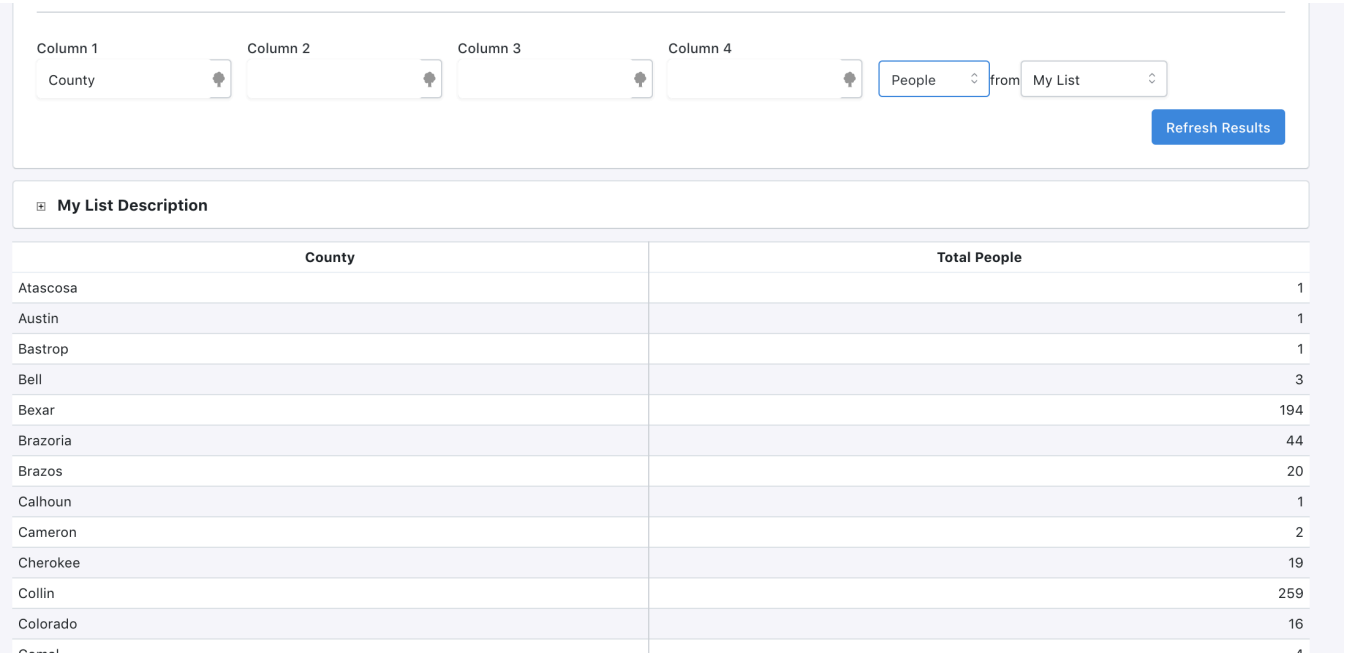

County	Total People
Atascosa	1
Austin	1
Bastrop	1
Bell	3
Bexar	194
Brazoria	44
Brazos	20
Calhoun	1
Cameron	2
Cherokee	19
Collin	259
Colorado	16

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