

Survey Questions

Spring Tracking Survey 2012

Data for March 15–April 3, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n=2,254 national adults, age 18 and older, including 903 cell phone interviews

Interviewing dates: 03.15.2012 – 04.03.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,254]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,954]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners who text message
[n=1,395]

Margin of error is plus or minus 4 percentage points for results based on those who use the internet or email on
their cell phone or download apps to their cell phone [n=953]

Q24 In the last 30 days, have you used your cell phone while you were watching something on television to [INSERT ITEMS; ASK a-c IN ORDER, RANDOMIZE d-g]?

	YES	NO	DON'T KNOW	REFUSED
<i>Item A: Based on cell phone owners who text message [N=1,395]</i>				
a. Exchange text messages with someone else who was watching the same program in a different location	29	71	*	*
<i>Items B and C: Based on those who use the internet or email on their cell phone or download apps to their cell phone [N=953]</i>				
b. See what other people were saying online about the program you were watching	20	80	*	*
c. Post your own comments online about the program you were watching	19	81	0	0
<i>Items D, E, and F: Based on cell phone owners [N=1,954]</i>				

d. Vote for a contestant on a reality show	6	94	*	0
e. Check whether something you heard on television was true or not	22	78	*	*
f. Keep yourself occupied during commercials or breaks in what you were watching	38	62	*	0
<i>Item G: Based on those who use the internet or email on their cell phone or download apps to their cell phone [N=953]</i>				
g. Visit a website that was mentioned on television	35	65	1	0