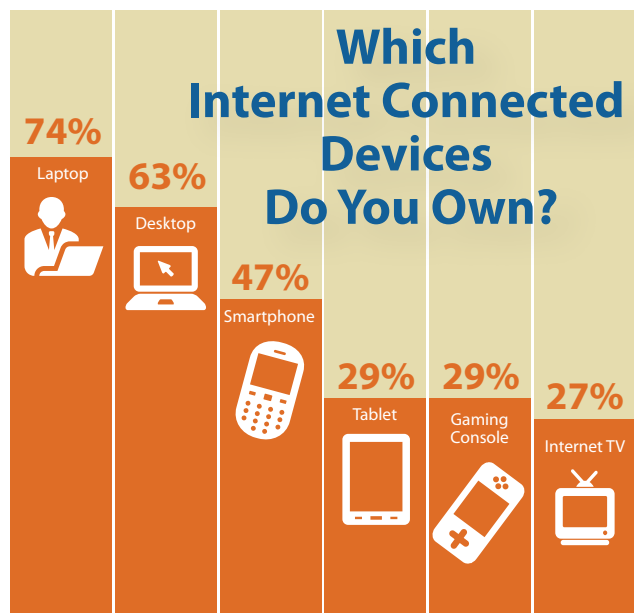
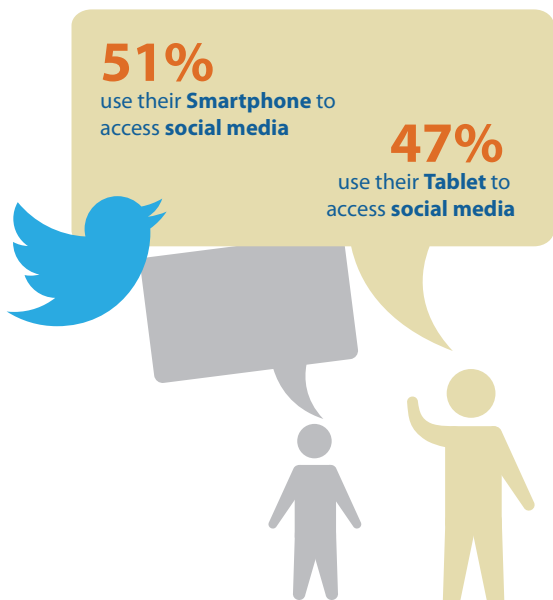
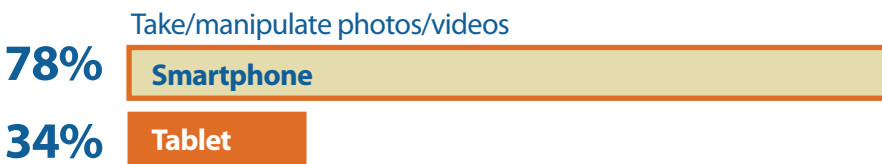


Smartphones vs. Tablets

Portrait of DC and Baltimore Area Smartphone and Tablet Users



ACTIVITIES*



PURCHASING HABITS*

30% made at least one purchase on their **Smartphone** in the past month

41% made at least one purchase on their **Tablet** in the past month

14% purchase **music** on their **Tablet**

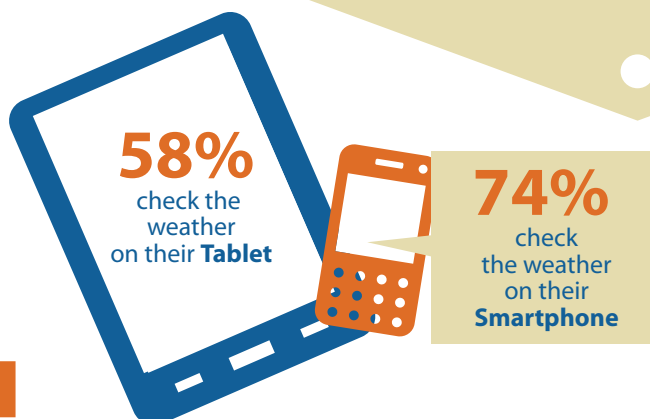
14% purchase **music** on their **Smartphone**

23% purchase **clothing or accessories** using their **Tablet**

10% purchase **clothing or accessories** using their **Smartphone**

8% purchase **Ebooks or periodicals** on their **Smartphone**

19% purchase **Ebooks or periodicals** on their **Tablet**



71% look up maps/directions/ use GPS on their **Smartphone**

41% look up maps/directions/ use GPS on their **Tablet**



This Capitol Communicator/WB&A Market Research "Intelligent Insights" quarterly study was fielded in the Baltimore Metropolitan Statistical Area (MSA) in April 2012 and the Washington, DC MSA in May 2012. The poll is part of WB&A's established MarkeTrak® study of 400 adults in each market, with a geographic sample representative of each market. 200 telephone interviews are supplemented with an online survey of 200 consumers per market. For more information on WB&A Market Research, please visit www.WBanda.com. To learn more about Capitol Communicator, visit www.capitolcommunicator.com.