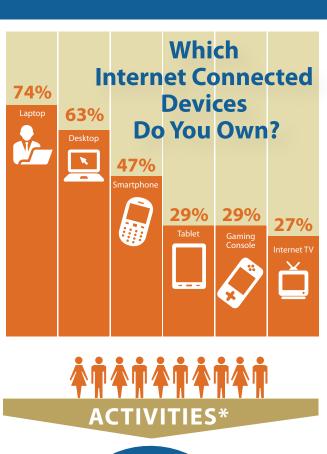
Smartphones vs. Tablets

Portrait of DC and Baltimore Area Smartphone and Tablet Users



PURCHASING HABITS* 30% 镇镇镇镇镇 made at least one purchase on their Smartphone in the past month **ചച്ചച്ചച്ചച്ചച്ച** purchase music purchase **music** on their **Smartphone** purchase **Ebooks** or periodicals 23% purchase clothing or on their Smartphone

purchase **Ebooks** or periodicals on their Tablet

DO NOT use their Smartphone for phone calls

Shop/make purchases **Smartphone**

46% **Tablet**

35%

71%

Send/receive emails

85% **Smartphone**

Take/manipulate photos/videos

78% Smartphone

Tablet

34% **Tablet**

weather on their Tablet the weather on their **Smartphone**

check the

accessories using their Tablet

10% purchase clothing or accessories using their Smartphone

check



c up maps/directions/ GPS on their **Smartphone**

41%

use GPS on their **Tablet**

use their **Smartphone** to access social media use their **Tablet** to access social media

This Capitol Communicator/WB&A Market Research "Intelligent Insights" augrterly 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.





