

## Survey: 40% of US teens have iPhones

NEW YORK, US: Two out of five American teenagers have an iPhone, in a sign that Apple is the "pre-eminent technology brand" for youth, a survey by a financial firm shows.

In its semi-annual survey of over 7,700 teens, Piper Jaffray found that 40% had an iPhone, up from 34% six months earlier and 23% a year ago.

"We believe it is a positive sign for the power of the iPhone among younger users that Apple was able to expand its market share with teens despite no new product launches between our spring and fall 2012 surveys," analyst Gene Munster wrote in a note to clients dated Tuesday.

"Apple appears well positioned to see continued growth in ownership with 62% of teens planning on purchasing an iPhone as their next phone. Android was the next closest smartphone at 22%."

The survey also showed 44% had a tablet computer - of which 72% were iPads.

Among those who don't own a tablet, but plan to purchase one in the next six months, 74% said they would choose an iPad.

The survey results leave the firm "reaffirmed in our belief that Apple remains the pre-eminent technology brand for teens," Munster said.

Munster added that if Apple, as widely expected, introduces a smaller, less expensive version of its tablet, this "could eventually increase iPad ownership among younger users."

"Overall, we expect Apple devices to continue to expand in teen ownership and believe that the company is set up well to benefit from loyalty among its younger user base."

Apple shares, which have fallen from a peak last month above \$700, rose 1.1% to \$642.80 early Wednesday.

Source: *AFP* via I-Net Bridge