

## 40% of US teens have iPhones: analyst survey

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The new iPhone 5 is displayed during an Apple special event at the Yerba Buena Center for the Arts in September 2012. 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.

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In its semi-annual survey of over 7,700 teens, Piper Jaffray found that 40 percent had an iPhone, up from 34 percent six months earlier and 23 percent 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 percent of teens planning on purchasing an [iPhone](#) as their next phone. Android was the next closest [smartphone](#) at 22 percent."

The survey also showed 44 percent had a [tablet computer](#)—of which 72 percent were iPads.

Among those who don't own a tablet, but plan to purchase one in the next six months, 74 percent 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 percent to \$642.80 early Wednesday.

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