

<http://www.pocket-lint.com/news/23505/survey-suggests-apple-ipod-kids>

## Survey suggests kids want iPods and nothing else

### 100% want Apple in next 12 months

by Stuart Miles published on 10 April 2009

Apple is not only dominating the MP3 player market but it's obliterating the competition according to new research from Piper Jaffray in the US.

According to the results of the analysis, the firms 17th bi-annual teen survey show that of the 600 pupils questioned 92% owned an MP3 player with 86% of those opting for an Apple iPod of some description.

While only 19% of those said they planned to buy a new digital media player in the next 12 months a staggering 100% said if they did it would be an iPod over other players on the market, such as Microsoft's Zune MP3 player or those from SanDisk or Creative.

"Apple is dominant in the market, and the lead appears to be growing as the market nears saturation", Gene Munster the man behind the report told Appleinsider.com.

The analyst told the Apple news website that he believed the results would encourage Apple to turn its attention to secondary iPods like the new shuffle and iPods with more features and higher prices like the iPod touch.

Apple recently launched a new version of the iPod shuffle, which is the company's smallest player yet. To achieve the new micro size the controls have been moved to the headphones, something which hasn't been overly well received.



Model	Price	Storage	Screen	Camera	Microphone	Headset	Connectivity	OS	Release Date
iPod nano (2nd gen)	£129	1GB	1.31"	0	0	0	Bluetooth	iPod nano 2.0	2005
iPod nano (3rd gen)	£149	2GB	1.62"	0	0	0	Bluetooth	iPod nano 3.0	2007
iPod nano (4th gen)	£179	4GB	1.87"	0	0	0	Bluetooth	iPod nano 4.0	2008
iPod nano (5th gen)	£199	8GB	2.11"	0	0	0	Bluetooth	iPod nano 5.0	2009
iPod shuffle (2nd gen)	£79	1GB	0	0	0	0	Bluetooth	iPod shuffle 2.0	2005
iPod shuffle (3rd gen)	£99	2GB	0	0	0	0	Bluetooth	iPod shuffle 3.0	2007
iPod shuffle (4th gen)	£119	4GB	0	0	0	0	Bluetooth	iPod shuffle 4.0	2008
iPod shuffle (5th gen)	£139	8GB	0	0	0	0	Bluetooth	iPod shuffle 5.0	2009
iPod touch (1st gen)	£229	8GB	2.5"	0	0	0	Bluetooth	iPod touch 1.0	2007
iPod touch (2nd gen)	£259	16GB	2.5"	0	0	0	Bluetooth	iPod touch 2.0	2008
iPod touch (3rd gen)	£299	32GB	2.5"	0	0	0	Bluetooth	iPod touch 3.0	2009