

U.S. Portable MP3 Player Ownership by Age and Gender

Total
20%

Gender

Male
24%

Female
16%

Age

12 – 17
54%

18 – 24
30%

25 – 34
30%

35 – 54
13%

55+
5%

0% 10% 20% 30% 40% 50% 60%

Base: U.S. General population ages 12 and older (n=1112)



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