



09/09/2024

REPORT

Vinyl Revival: The Return of Record Culture



AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Qualified: Vinyl Records

Unqualified: Compact Discs (CDs), Vintage Music Posters, Comic Books

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

Qualified: Yes

Unqualified: No,



AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

OBJECTIVE

To delve into the motivations and decision-making processes of UK individuals aged 16 to 30 who collect vinyl records, assessing the impact of sound quality, aesthetic appeal and cultural identity on their preference for vinyl over digital formats, while also exploring their acquisition channels, community engagement and the influence of exclusivity on their collecting behaviours.

BURNING QUESTION

What motivates people to buy and collect vinyl records in an era dominated by digital music?



AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

CHAT GUIDE

1. How does music fit into your lifestyle?
2. How often do you purchase vinyls?
Probe on why
3. What was the first vinyl record you ever purchased and why?
4. What role does album artwork play in your choice to buy vinyl?
Probe on favourite album artwork
5. Do you have a preferred artist/band to collect?
6. Does vinyl's sound and aesthetic influence your purchasing decisions?
7. Does the retro feel of vinyl push you to purchase?
8. How important is the cultural aspect of vinyl collecting to you?
9. Where do you usually buy your vinyl records?
10. What is the most you have paid for a vinyl record?
11. Do you prefer new releases or hunting for vintage records?
12. Do exclusive or limited edition releases tempt you more?
13. What pushed you to start collecting vinyl?
14. What's your most prized vinyl record and the story behind it?
15. How many records do you have in your collection? (to the nearest 5 or 10)
16. Have you ever attended a vinyl record fair or similar event?
17. Do you actively participate in Record Store Day?
Probe on why
18. How do you connect with other vinyl enthusiasts?
19. Imagine a world where vinyl is the only music format; how does that affect music consumption?



AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

CHAT GUIDE

20. What do you think the future holds for vinyl collecting?



AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

AI SUMMARY

In an era where digital music reigns supreme, the allure of vinyl records among UK individuals aged 16 to 30 persists due to a blend of emotional, aesthetic, and cultural factors. Music is deeply integrated into their daily lives, serving as a backdrop for various activities and influencing moods. The decision to purchase vinyl often stems from a desire to own a tangible piece of music that holds personal significance, with album artwork playing a crucial role in this choice. Eye-catching and vibrant covers can sway purchasing decisions, and some respondents enjoy displaying their favorite album art as part of their home decor.

The sound quality of vinyl is widely perceived as superior to digital formats, with many collectors associating it with a richer and more authentic listening experience. The retro and nostalgic aspects of vinyl also contribute to its appeal, offering a unique experience that digital cannot replicate. Collectors feel a sense of community and cultural connection through their hobby, often sharing and comparing collections with friends or connecting with fellow enthusiasts through social media and events like Record Store Day.

Purchasing habits vary, with some individuals buying new releases from favorite contemporary bands, while others hunt for vintage records that carry historical significance and potential future value. Limited edition and exclusive releases are particularly tempting, as they offer a sense of exclusivity and investment potential. Many collectors frequent local record stores, HMV, and online marketplaces, with some willing to pay a premium for special or rare editions.

The motivations behind starting a vinyl collection are diverse, ranging from influence by family members to a desire to differentiate from peers collecting CDs. The most prized records in a collection often have personal stories attached, whether it's a connection to a loved one or a reminder of the collector's musical journey. Despite the convenience of digital music, these young UK vinyl enthusiasts find joy in the tactile and immersive experience of vinyl, suggesting a bright future for the format as it intertwines with personal identity, cultural heritage, and the pursuit of high-fidelity sound.





AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

KEY INSIGHTS

Album Artwork as a Key Driver for Vinyl Purchases

- Album artwork significantly influences the decision to purchase vinyl records, with consumers often drawn to visually appealing or iconic covers.
- The aesthetic appeal of vinyl records, including the artwork, is not only a factor in purchasing decisions but also contributes to the display and decoration of personal spaces.

Quotes:

"If I like the album and it means a lot to me I will buy the vinyl. Bonus points if the album cover looks cool."

Age 21, Male

"The miseducation of Lauryn hill and because it's a cool animated cover and I remembered thinking how cool and how much it stood out from the rest "

Age 29, Male

"Really important, I put it on display if I really like it"

Age 26, Male

"It plays a very important role as the artwork captures the essence of the album "

Age 28, Male





AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

KEY INSIGHTS

Sound Quality and Aesthetic Appeal

- The perceived superior sound quality of vinyl records over digital formats is a strong motivator for purchasing and collecting vinyl, with many consumers associating vinyl with a fuller and more rewarding listening experience.
- The physical and aesthetic characteristics of vinyl, such as color and condition, are important to consumers, enhancing the tactile and visual aspects of music consumption.

Quotes:

"Yes, I like it to be the highest quality "

Age 26, Male

"Yes. I like when vinyl records are different colours. One of my Hot Milk vinyls is purple and that is exciting. In terms of sound quality, I just assume that all mixes are excellent as I don't have that many vinyls so can't tell the difference yet between a good and bad one. "

Age 21, Male

"Yes the sound quality definitely matter because it's important to me . Also, the aesthetic of the vinyl are important to me because I like the art of it "

Age 27, Male

"I'm more inclined to buy vinyls that are in good condition "

Age 23, Female





AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

KEY INSIGHTS

Cultural Significance in Vinyl Collecting

- Vinyl collecting is not just about music, it's a cultural experience that connects individuals to a community and shared history.
- Collectors value the social aspect of vinyl collecting, often engaging with friends and fellow enthusiasts in the appreciation and comparison of their collections.

Quotes:

"I do feel slightly connected to a bigger community as I like to go to record stores and look at new releases."

Age 21, Male

"It's like a bug you can't get rid of once you start collecting you can't stop, me and my friends collect together "

Age 29, Male

"Personally it brings me back to when I was first starting to buy my own music and make a collection of vinyls"

Age 25, Male





AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

KEY INSIGHTS

Cultural Identity and Community Engagement

- Vinyl collecting is often intertwined with cultural identity and nostalgia, with some consumers inheriting the hobby from family members or associating it with personal history.
- Community engagement through events like Record Store Day, vinyl fairs, and social media groups fosters a sense of belonging and provides opportunities for collectors to share their passion and expand their collections.

Quotes:

"Me and my wife do this because we are music lovers we met at a Adele concert "

Age 27, Male

"I think the futures bright my friend has over a 1000 vinyls so imagine what our collections will be like in 10 years "

Age 29, Male

"I connect with them via social media mainly via groups "

Age 29, Male

"Yes I attend a lot I love to network and speak to people in the industry "

Age 27, Male





AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

KEY INSIGHTS

Exclusivity and Collectibility

- Exclusivity and the hunt for rare or limited edition releases are compelling factors for vinyl collectors, with many willing to pay a premium for unique or hard-to-find records.
- The collectibility of vinyl records, including vintage and exclusive editions, is seen as an investment and contributes to the long-term value and enjoyment of the hobby.

Quotes:

"My most prized vinyl record is one I managed to get limited edition. It cost me more than usual but it's something I have that not many other people have in their possession "

Age 26, Female

"I regularly go shopping to see if i can purchase them especially rarer ones for my collection "

Age 28, Male

"We don't see many of them, so when you see one you get excited and they'll probably be worth more in the future than just a regular vinyl."

Age 23, Female

"They're more sought after and collectible. They also hold a story "

Age 23, Female





AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

KEY INSIGHTS

Preferred Venues for Vinyl Record Purchases

- Vinyl enthusiasts prefer purchasing from specialized vinyl shops for their curated collections and deals.
- HMV is a recurring choice for vinyl record purchases among respondents, indicating a preference for established high street retailers.
- Local shops and vintage stores are favored for their accessibility and unique finds, suggesting a trend towards supporting smaller businesses.
- Online platforms and marketplaces are also utilized for vinyl record purchases, highlighting the importance of digital accessibility in the market.

Quotes:

"I usually buy them from a vinyl shop, one at the high market, because I know that if I shop there then they have the best deals and also the best records that you could have."

Age 26, Female

"I used to buy most of my records from HMV, not as easy accessible to get there now, so I tend to use local shops and vintage stores mainly."

Age 29, Male

"Most of the time it's either online, or if I go to a music festival and they have records, or if you go to a pop-up shop in Camden, many places, all online, but majority I do it in person."

Age 29, Male

"I usually go to various record shops or the High Street Retailer, HMV. I do find mostly newish, and also old as well."

Age 28, Male



AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

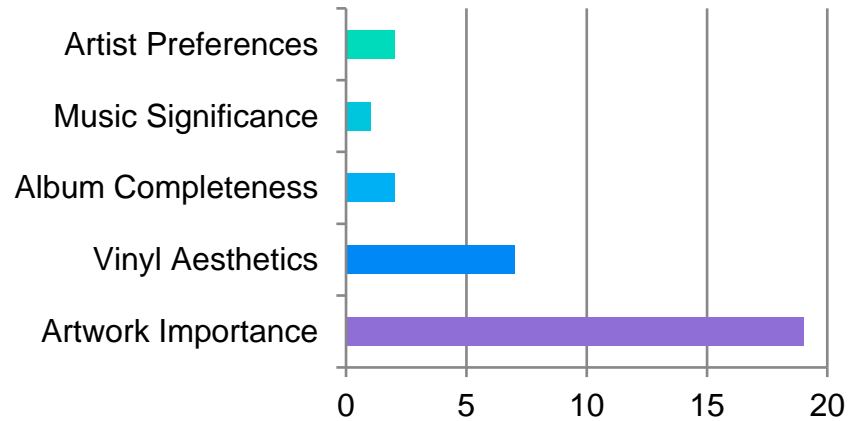
Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

TOPICS

What role does album artwork play in your choice to buy vinyl?





AUDIENCE

Demographics

United Kingdom, Age 16 to 30

Category

Shopping and Retail

Custom Screening

Do you collect or own any of the below?

Custom Screening 2

This survey includes video responses as short video clips. These clips from your recorded videos may be shown as examples on our website, social media accounts (LinkedIn and Twitter), and during marketing events. Do you agree to continue?

SAVED SEARCHES

What specific artists were mentioned?

The specific artists mentioned by the respondents are:

- Neck Deep
- Hot Milk
- Justin Timberlake
- The Spice Girls
- The Blues Brothers
- The Rolling Stones
- The Killers
- Eric Prydz
- Kolsch
- Michael Jackson
- Paul Diamond
- Type O Negative
- Jimi Hendrix
- Oasis
- The Jam
- Queen
- Fleetwood Mac
- The Beatles
- Bob Marley
- Stormzy
- Whitney Houston
- Adele





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

chat@boltinsight.com

ESOMAR
[member](#)



www.boltchatai.com

linkedin.com/company/boltinsight