



## **UK Album Statistics**

National Album Day is announced at a time when demand for albums remains strong<sup>2</sup>, underlining the format's cultural and commercial significance and its enduring appeal at the heart of British recorded music<sup>3</sup>. In 2017 135m albums, or their equivalent, were either purchased, downloaded or streamed, a rise of 9.5 per cent on the previous year. 4.1m of these were on vinyl – the highest level since the start of the 1990's. The BPI estimates<sup>4</sup> that a staggering 5 billion albums have been sold in the UK since the format's advent in 1948.

Further evidence of the format's continuing relevance is provided by an ERA tracking study<sup>5</sup> in May 2018, which showed that nearly 60 per cent of respondents had listened to an album in full in the month prior to the online survey. And whilst albums are most often associated with older music consumers, the research suggested that it is actually younger fans who are more likely to have listened to an album recently: over half (55%) of those polled aged 25 or below said they had listened to an album in the previous week, compared with 45 per cent of 45-54 year-olds and just 33 per cent of those aged 55 or above. The research also challenged the notion that albums are a male preserve – with nearly four in ten (38%) female consumers having listened to an album in the week prior to the study, compared with 45 per cent of male respondents.