

# LUMINATE

MAKING VINYL  
JUNE 2024

## What Luminare is Doing to Fix the Numbers Problem



# Independent Record Store Update



- In April, we secured a new partnership with RSD, and the Indie Record store coalitions to have independent record stores begin reporting into Luminate on April 19th, just in time for Record Store Day.
- StreetPulse is collecting the sales daily data directly from the indie record stores and then providing the sales data to Luminate.
- There are currently **230** physical Independent record store locations as well as **100** Indie online stores reporting into Luminate.

CHART BEAT

## Luminate Expands How It Counts Indie Retail Sales for Billboard Charts Via New Partnership

The data firm will now collect indie physical music sales data from StreetPulse as *Billboard's* Tastemakers Albums chart is rebranded Indie Store Album Sales.

By Chris Eggertsen  
04/24/2024



Ian Laker Photography/GI



- RSD has set a goal to try and get upwards of **600+** record stores on board reporting by the end of the year.
- At MusicBiz, we announced that a new modeling methodology will be implemented on May 31st in Music Connect which will take into account for any Indie record store sales that are not reporting to Luminate.

## LUMINATE

# Capturing the Physical Market

Where Else Are Vinyl Albums Being Sold?

**Nontraditional Places  
Records Are Being Sold:**

**Lifestyle  
Stores**

**College & University  
Bookstores**

**Department  
Stores**

**Clothing &  
Shoe Stores**

**Airport Shops  
& Kiosks**

**HOT TOPIC**



**NORDSTROM**

**Dillard's**

**KOHL'S**



**Discogs**

We Are Working With:

**Record Labels**

**Distributors**

**Wholesalers**

To Identify Who Else Is Selling Vinyl

**LUMINATE**

# Gen Z and Millennials Over-Index in Purchase Behavior

13% of music listeners bought vinyl in the past 12 months



**21%**

of **Gen Z** music listeners bought vinyl in the past 12 months



**14%**

of **Millennial** music listeners bought vinyl in the past 12 months



**14%**

of **Gen X** music listeners bought vinyl in the past 12 months



**9%**

of **Boomer** music listeners bought vinyl in the past 12 months

Gender Split  
of Vinyl Buyers:

MALE

59%

FEMALE

40%

**LUMINATE**

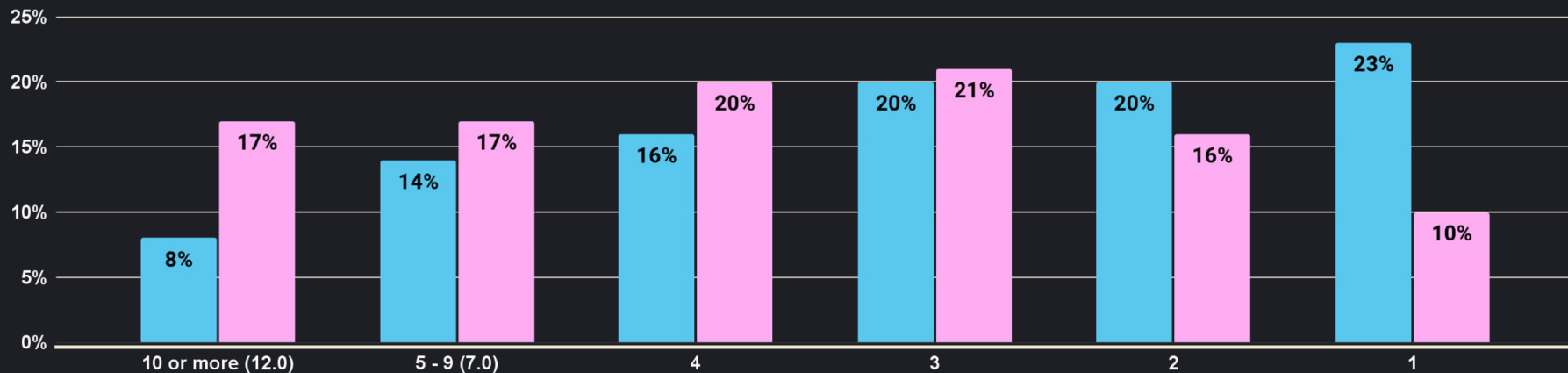
SOURCE: U.S. MUSIC 360 2024 Q2

# Vinyl Buyers Buy More Physical Music Than the Average Music Purchaser

More than twice as likely to have bought 10+ items in the past year

**New question in 2024: How many individual pieces of physical music (e.g. CDs, vinyls, etc.) have you purchased in the past 12 months?**

■ PHYSICAL MUSIC PURCHASERS ■ VINYL BUYERS



# Vinyl Buyers Are Younger & More Invested

Vinyl Buyer Behaviors & Preferences (Among Vinyl Buyers)

# 72%



Of vinyl buyers own a record player, compared with 17% of consumers

	2023 WAVE 1	2023 WAVE 2	2023 WAVE 3	2023 WAVE 4	2024 WAVE 1	2024 WAVE 2
Gen Pop Record Player Ownership	16%	16%	16%	15%	17%	17%
Vinyl Buyers' Record Player Ownership	58%	63%	64%	70%	71%	72%

**LUMINATE**

U.S. MUSIC 360 2024 Q2





# Vinyl Buyers Who Don't Own a Record Player

28% of vinyl buyers do not own a record player, compared with 83% of consumers



**64%**

of **Gen Z** vinyl buyers own a record player, and 55% use a record player to listen to music



**61%**

of **Millennial** vinyl buyers own a record player, and 49% use a record player to listen to music



**84%**

of **Gen X** vinyl buyers own a record player, and 69% use a record player to listen to music



**84%**

of **Boomer** vinyl buyers own a record player, and 76% use a record player to listen to music

# The Price of Vinyl

Knowing your audience is a priority as different fan groups have different price points

**\$25.90** Music Listeners' Optimum Vinyl Price

**\$39.50** Music Listeners' Optimum Vinyl Price for Limited Edition Vinyl



**\$30.40**

**Jazz Fans'** Optimum Vinyl Price for Limited Edition Vinyl



**\$34.30**

**80s Decades Listeners'** Optimum Vinyl Price for Limited Edition Vinyl



**\$26.30**

**Boomers'** Optimum Limited Edition Vinyl Price; \$19.60 for Regular Vinyl

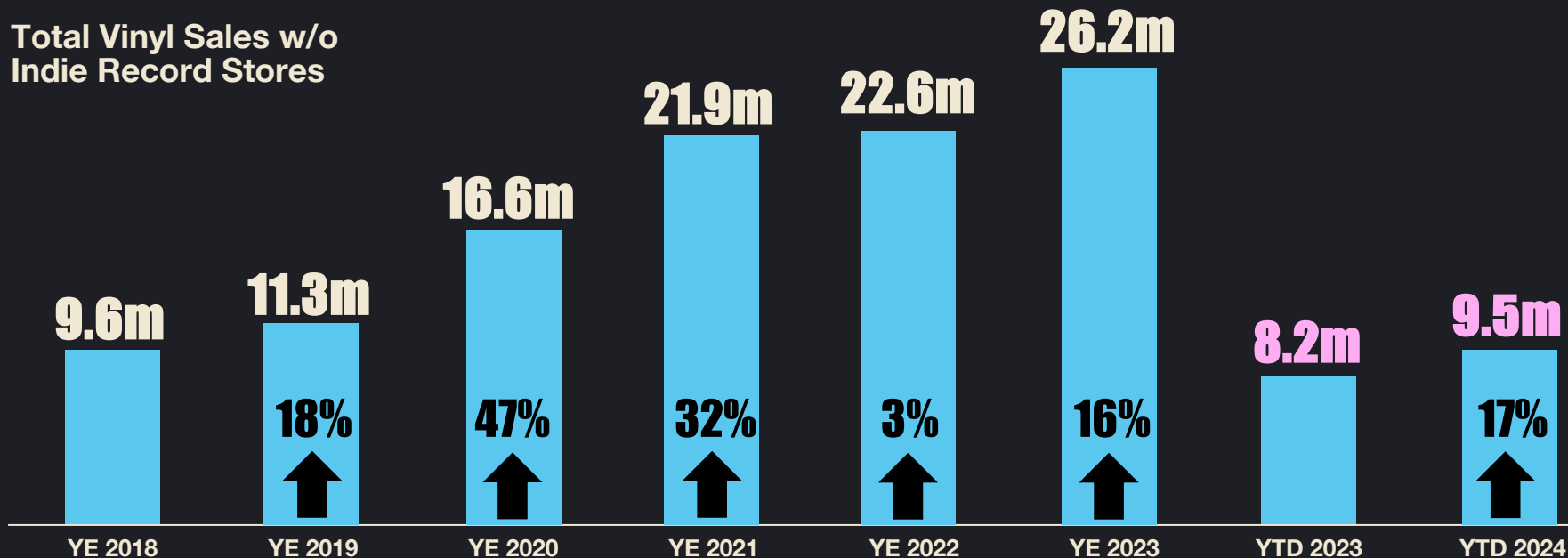


**LUMINATE**

**Let's Talk Vinyl Trends**

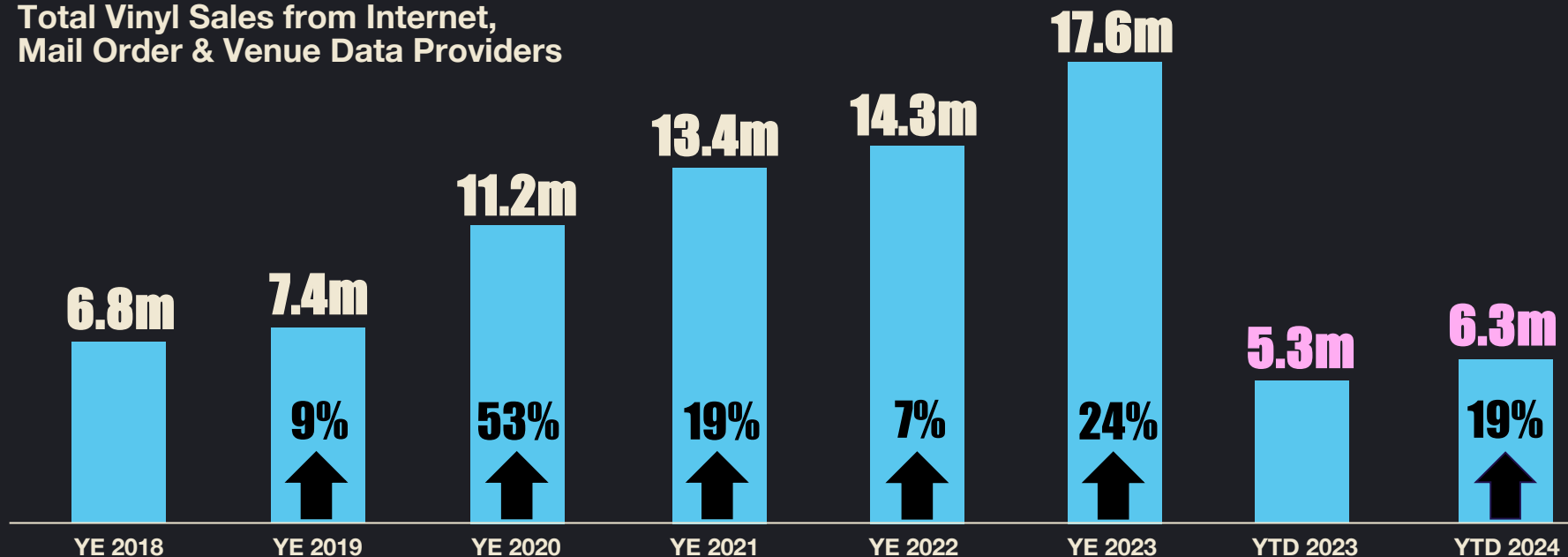
# U.S. Vinyl Sales Are Up 17% YTD 2024

Total Vinyl Sales w/o  
Indie Record Stores



# U.S. IMO Vinyl Sales Are Up 19% YTD 2024

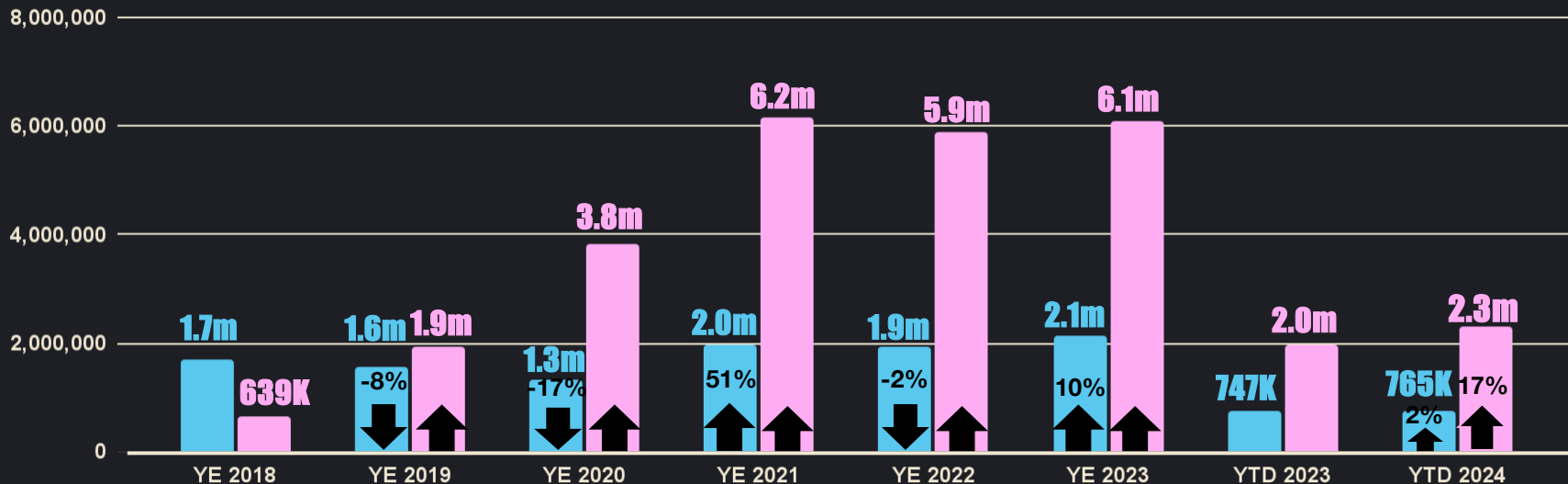
Total Vinyl Sales from Internet,  
Mail Order & Venue Data Providers



# U.S. Chains & Mass Merchant Vinyl Sales } Are Up 2% & 17% Respectively YTD 2024

## Total Vinyl Sales from Chains and Mass Merchant stores

Chain Mass Merchants



# Apply Today To Become A Physical Retail Reporter



Scan to learn how you can partner  
with Luminare to become an Physical  
Retail Reporter

Contact us:  
**[cmuratore@luminatedata.com](mailto:cmuratore@luminatedata.com)**

**LUMINATE**