Danceability of US and UK Top Artists*

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Album data from the top three artists in the United States and the United Kingdom is analyzed in this report. The focus of the album data analysis is on key music features that can be of importance to artists when marketing their music and gauging their audience. Data is used from (2021) and "Music Metrics Vault" (2024). Overall, we find that the top three artists in the United Kingdom have higher danceability levels than the top three artists in the United States, potentially indicating the music listeners in the United Kingdom may value higher danceability.

1 Introduction

The music industry continues to increase significance in everyday life, from listening to music on a daily commute to school or work to music played in stores. Culture and region also plays a role in what artists and songs are popular, as seen with various Billboard 100 lists from different countries. This paper examines the difference between music listening in the United States and the United Kingdom, focusing on danceability as the main component for music listening habits. Our findings highlight key features of music that artists could use to see what is popular with their listeners the most, depending if they are a more popular artist in a specific region. The paper is broken down into various sections. Section 2 explores the data, highlighting certain key aspects of the danceability of artists' albums over the years. Section 3 introduces observations and potential conclusions from the data analysis.

2 Data

We use R Core Team (2023) and Wickham et al. (2019). We pull *Spotify* (2024) artist audio features data using *Spotifyr Package* (2024) a wrapper around Spotify's API. We find the top three US artists from (2021) and the top three artists in the UK from "Music Metrics Vault"

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*Code and data are available at: https://github.com/daniel424/Danceability-of-US-and-UK-Top-Artists.

(2024). We drop Chappell Roan as a top three candidate because of her short album history. The artists' danceability are averaged out to create country-level danceability averages over time.
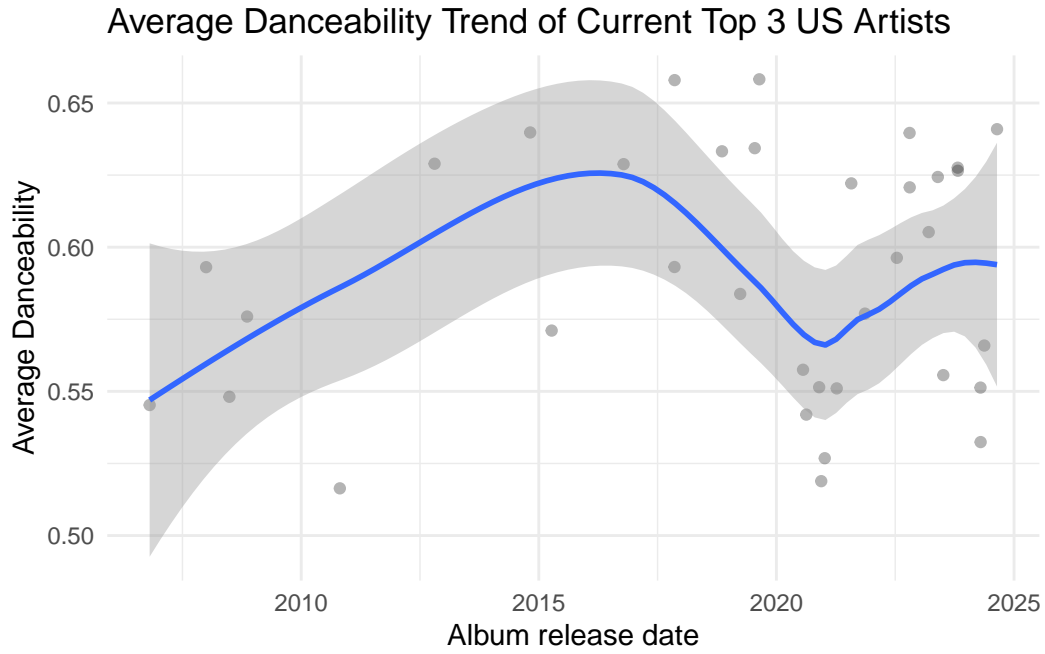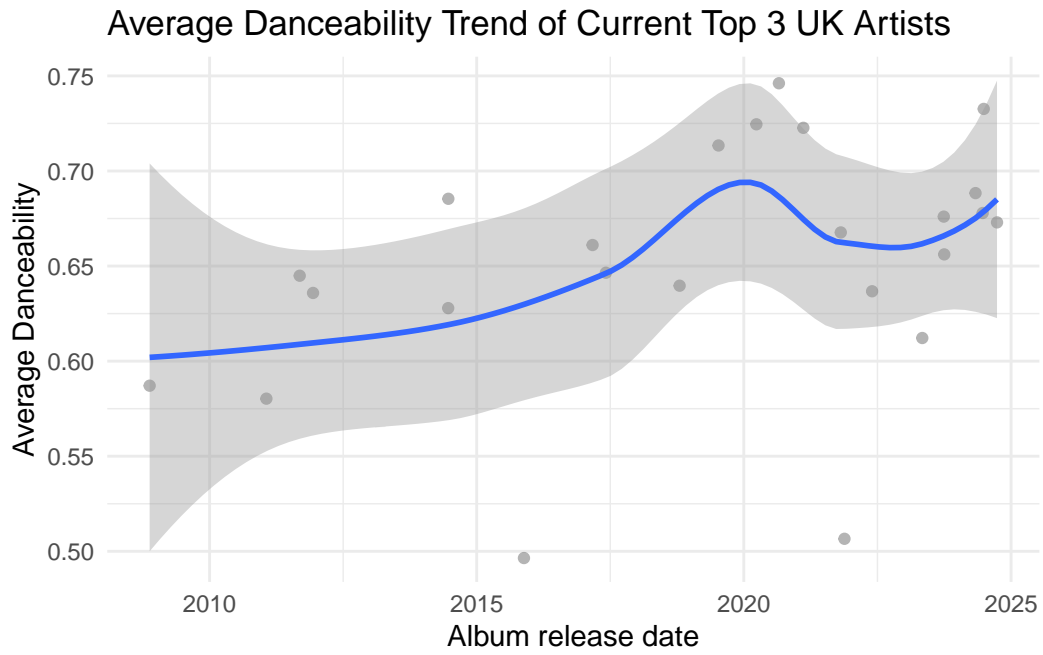

Figure 1

Average Danceability Trend of Current Top 3 UK Artists

Figure 2

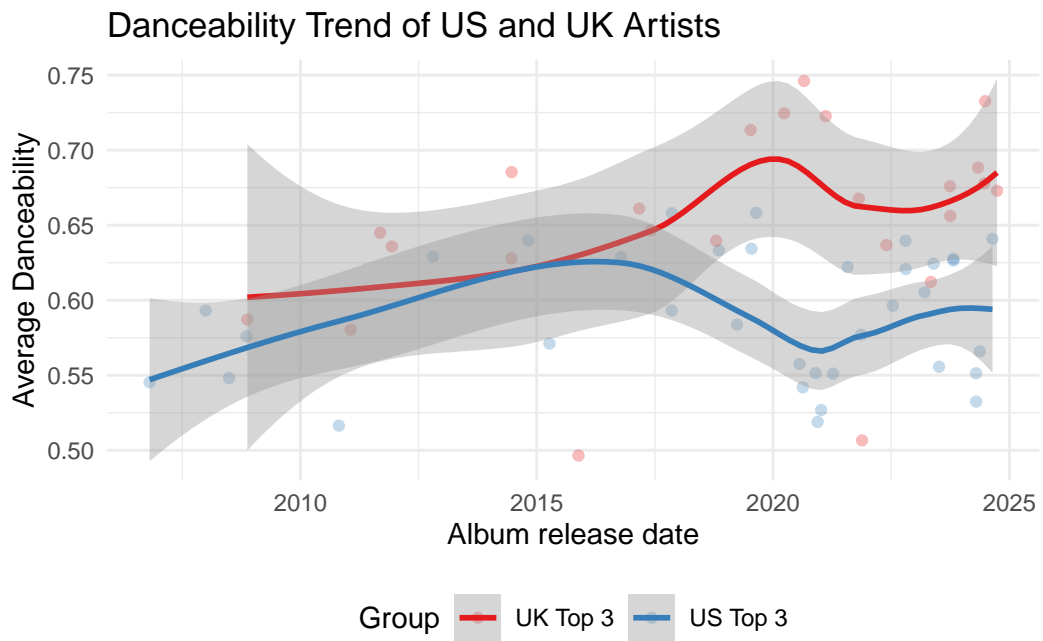Danceability Trend of US and UK Artists

Figure 3

3 Results

We find that the top three artists from the United Kingdom, which include Dua Lipa, Ed Sheeran, and Adele, tend to have higher danceability levels than the top three artists from the United States, which include Sabrina Carpenter, Taylor Swift, and Billie Eilish. Figure 1 details the average danceability across the top three United States artists. Figure 2 shows the average danceability across the top three United Kingdom artists. Figure 3 highlights the average danceability of top three artists in both the US and the UK. From this graph, we can see that the UK top three artists have higher average danceability levels than the US.

References

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