



# Local record store owner reveals how vinyl is approaching a record breaking month

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## Record store owner Wayne Hopkins explains how young people buying vinyl this Christmas is causing a peak in sales

In an [interview](#) with the owner of Red Rock Records in Poole, Wayne Hopkins, it was revealed that vinyl is on an upward climb and it's not planning to stop thanks to a new, younger audience.

Although Vinyl saw a decline in sales during the early 90's due to the rise of CD's, it has recently seen a huge resurgence.

## 1-million records sold this December

According to the British Phonograph Industry, over a million records are expected to be sold in the UK this December. When asked whether he agrees with this prediction, Wayne Hopkins stated that "it's probably accurate; sales have been increasing year on year".

Hopkins believes that a big driving factor towards this is the young people who are buying the records because they have realised the superior aesthetical and audio quality of vinyl.

“Younger people buying vinyl was a big surprise to everybody”

When asked about his opinion on streaming services in relation to vinyl sales, Hopkins said: "in a strange way I think music streaming had helped the sales of records. People pick up on music they otherwise wouldn't have heard of".

He adds that the best selling artists tend to be heritage rock artists "that were very big at the time" such as "The Beatles" and "The Rolling Stones".

[The history of vinyl](#) has seen its highs and lows, but it appears that it is now reversing the downward trend seen during the 90's. With a new generation now backing it, it is only going to grow.

### About GeorgeBurton

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