



# Public interest & attitudes towards Heritage Transport.

National Population Opinion Poll

January 2022



# Introduction

This National Opinion Poll was commissioned by the Federation Skills Trust who are a CIO dedicated to skills training in the heritage transport sectors.

The work is aimed at gauging public interest in, attitudes towards and behaviours around heritage transport in the 4 sectors of rail, road, marine and aviation. It hopes to prove useful to those working in mobile heritage sectors.

JDA Research used Kantar who conducted an omnibus poll of 1,232 adults over 16 years old during January 2021. The respondents were a representative sample chosen to reflect the demographic profile of the United Kingdom.

Respondents were asked a series of questions and the responses tabulated following reweighting. A selection of interesting facets are presented on the following few pages and the full results are available via a link at the end.

The Federation Skills Trust plans to repeat this exercise every five years to monitor any shifts during this period of profound changes in mobility.

## Summary:

- 45% of adults in the UK expressed some interest in heritage transport.
- By far the greatest interest comes from visiting attractions and sites such as museums, railways etc. where 1 in 4 adults expressed enjoying visiting.
- Interest is broadly-based between gender, ethnicity, region and socio-economic groups.
- There are age-group related variations in terms of overall interest levels, attitudes to preservation, the sectors of interest and translating interest into action.
- The full data set and graphics are available on-line – please see the link at the end of this report.
- We are happy if organisations wish to publicise elements of this NOP work. We ask that the Federation Skills Trust is credited where appropriate.

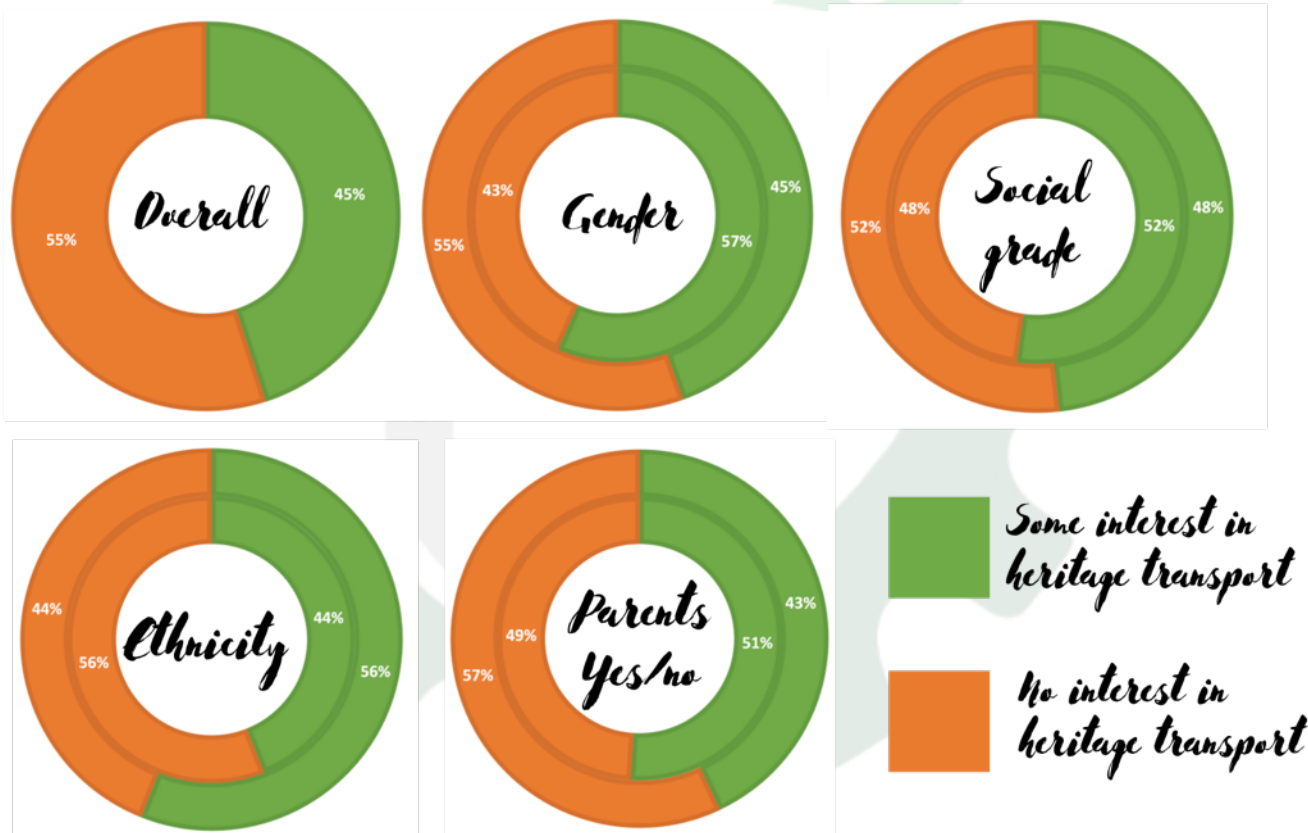


## Interest Statements

*Q1. Please now think about heritage transport – that is vehicles, boats and ships, planes and other aviation, railways and trains that have a special historic importance to our nation, culture and society either because of their age, design significance or because of the role they played in history or an historical event.*

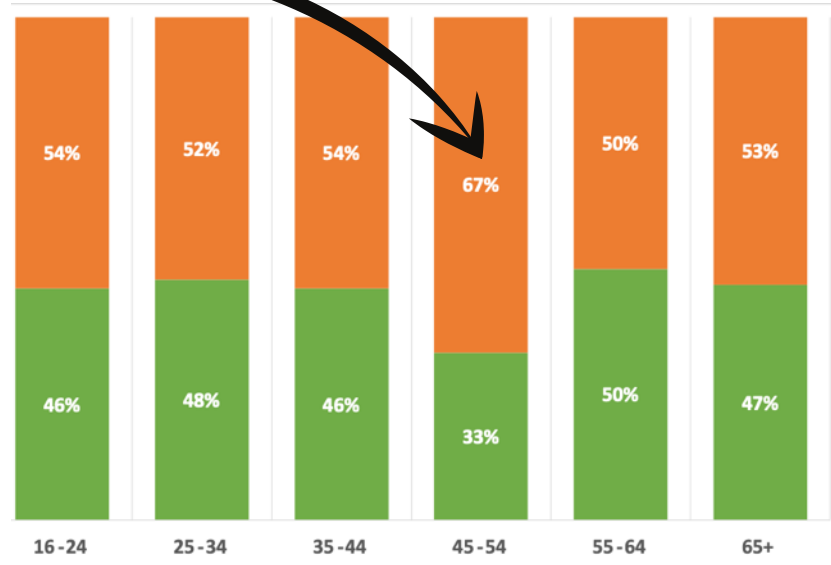


# 45% of UK adults express some interest in heritage transport.



# Overall interest in heritage transport is not age-dependent except:

*Generation X*

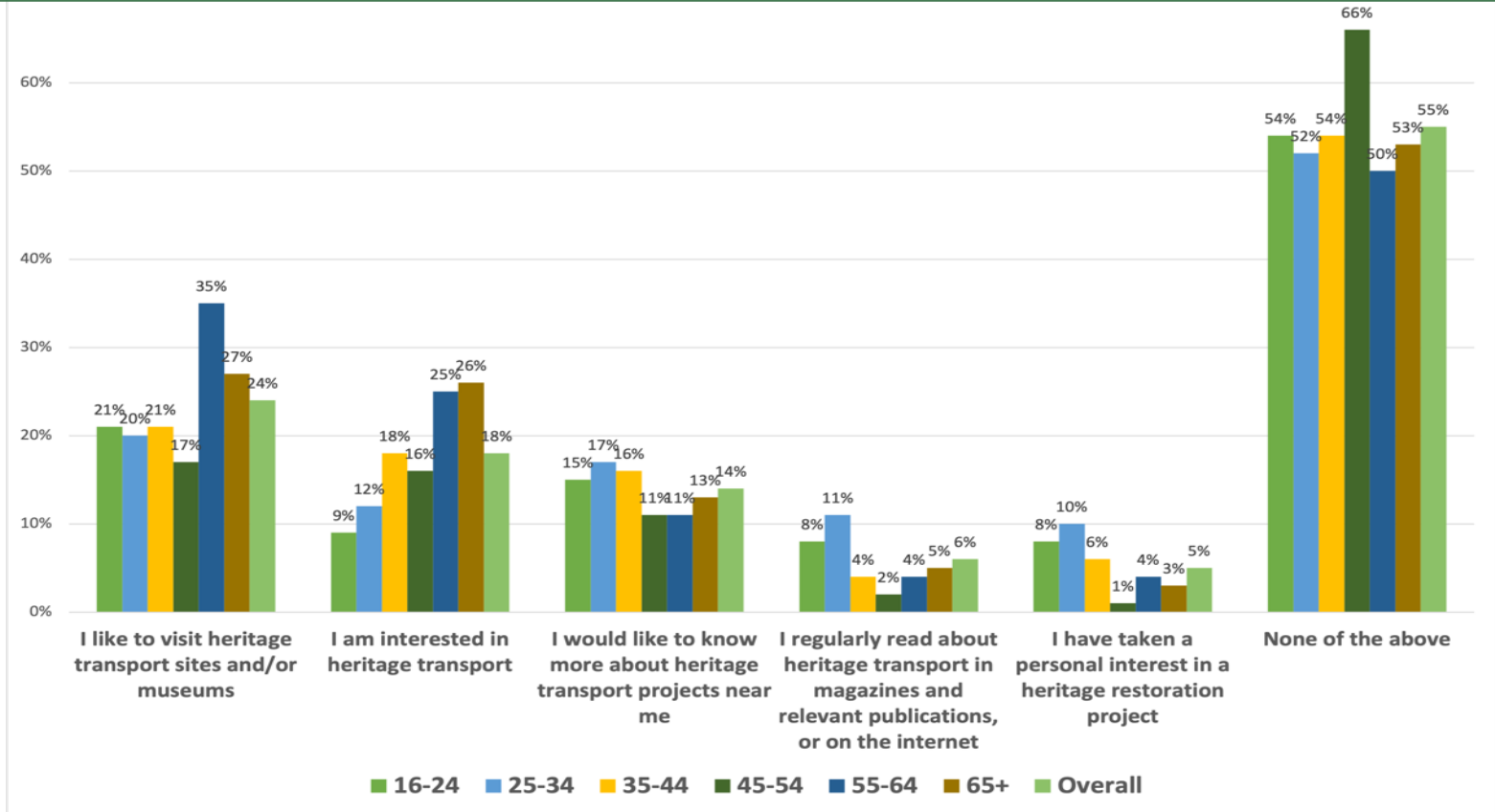


*Some interest in  
heritage transport*



*No interest in  
heritage transport*

# Interest statements...

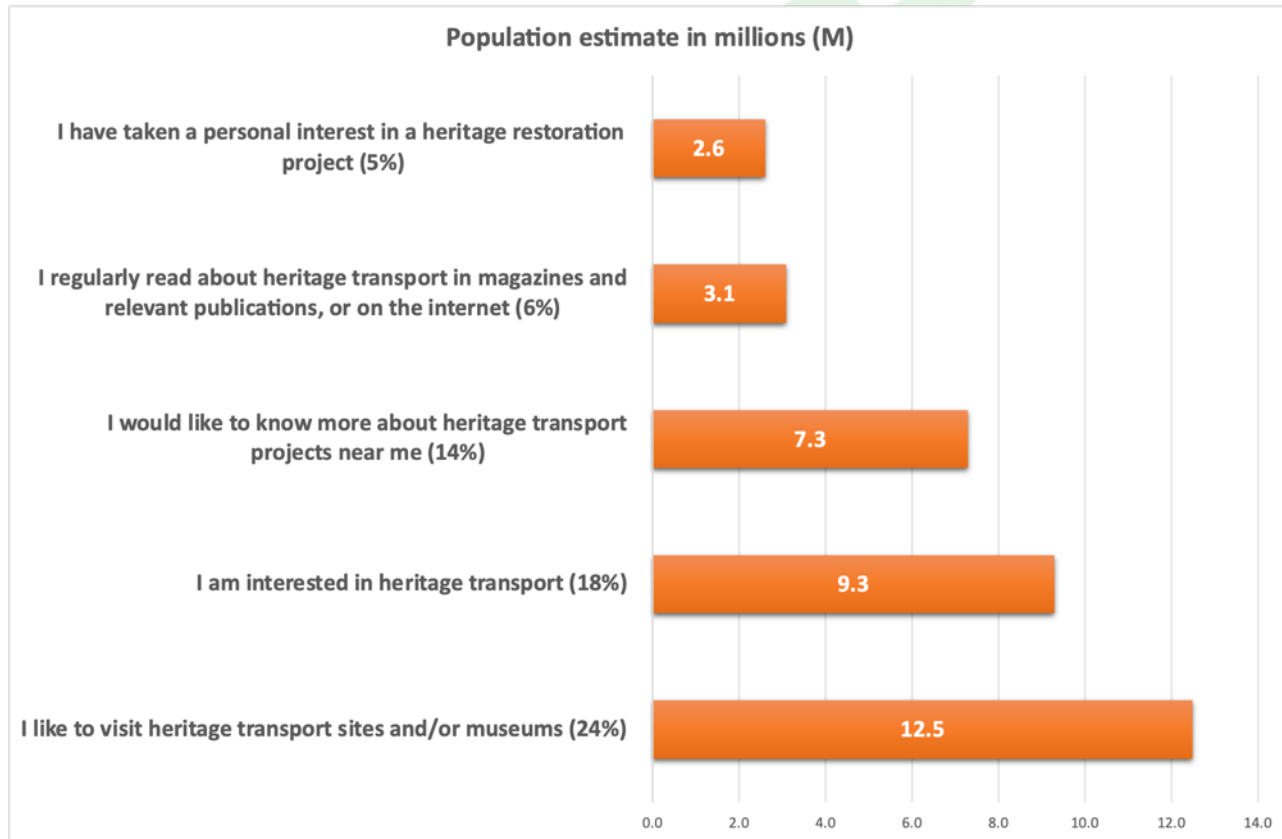


Based on a nationally representative sample of n=1232 surveys





# Interest Statements – translated into population estimates



Based on a nationally representative sample of n=1232 surveys



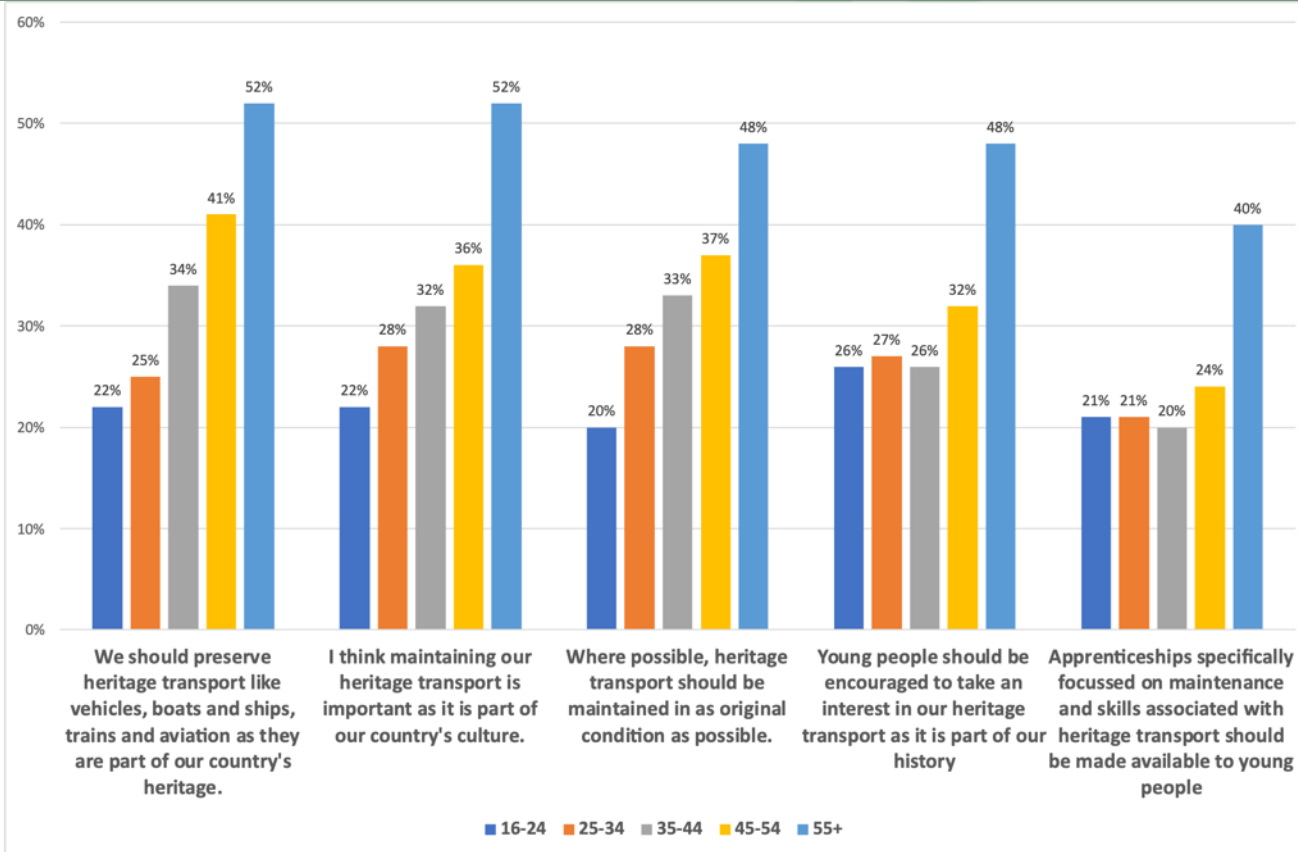


# Attitude Statements





# Older generations like them well-preserved...



Based on a nationally representative sample of n=1232 surveys



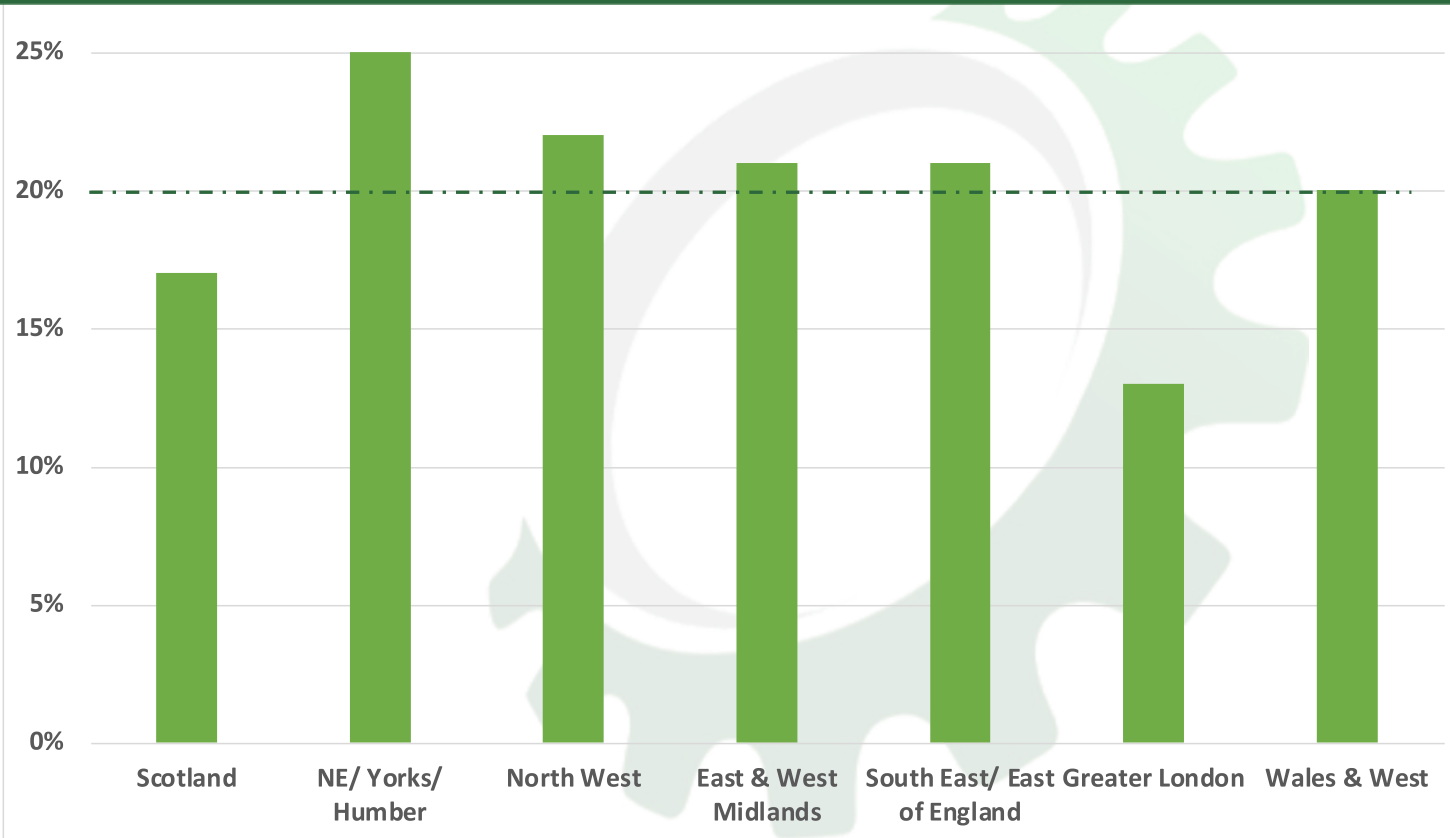


## Heritage transport attraction attendance

*"I have attended a national heritage transport site in the last 5 years  
e.g. visited a famous ship, aviation or railway museum."*



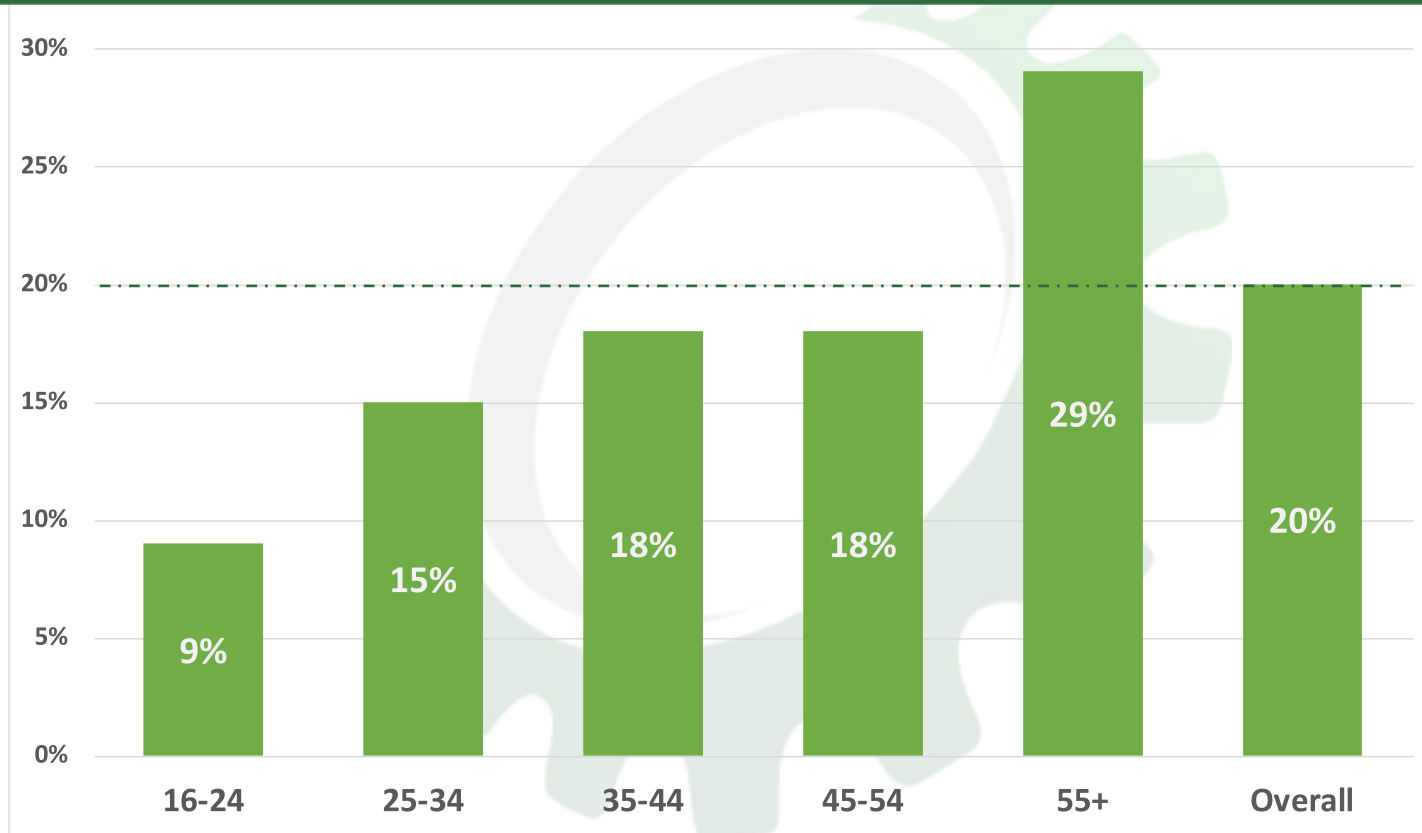
# Heritage transport attraction attendance in the last 5 years:



Based on a nationally representative sample of n=1232 surveys



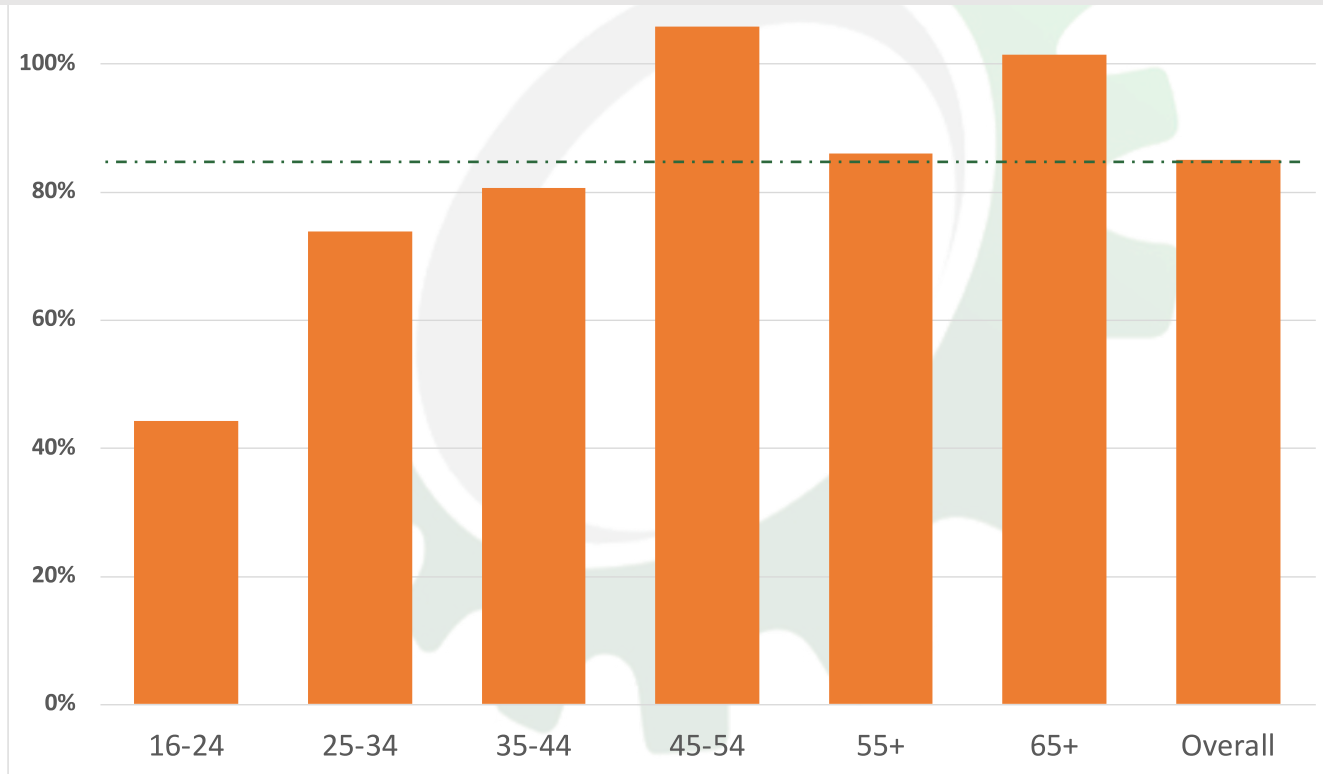
# Heritage transport attraction attendance in the last 5 years:



Based on a nationally representative sample of n=1232 surveys

# Translating interest into action...younger generations say, but don't always do.

The ratio of those who stated "I have attended a national heritage transport site in the last 5 years e.g. visited a famous ship, aviation or railway museum." divided by those numbers who stated "I like to visit heritage transport sites and/or museums"



Based on a nationally representative sample of n=1232 surveys





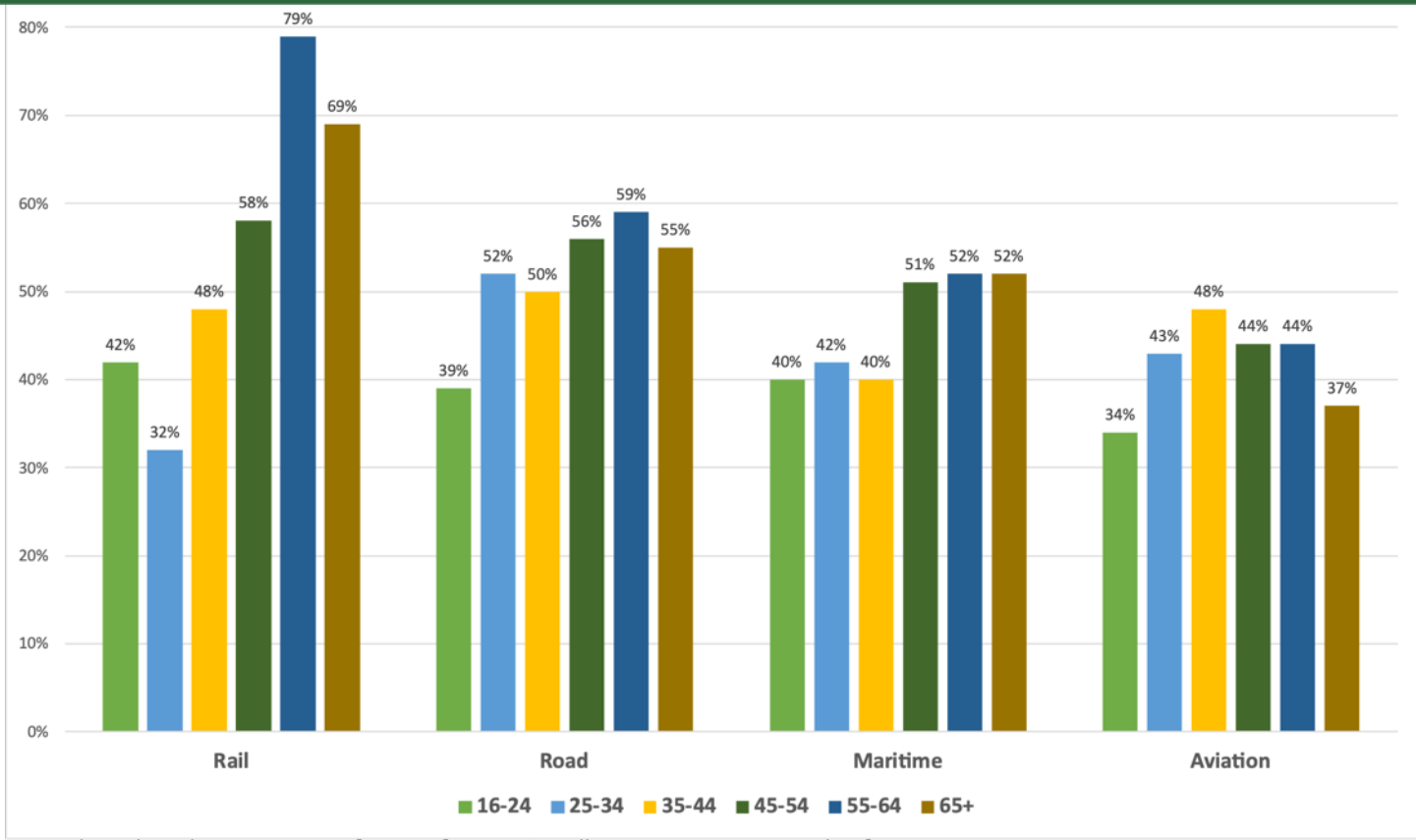
## Sectors of interest

*Q. Which of the following are you interested in?*





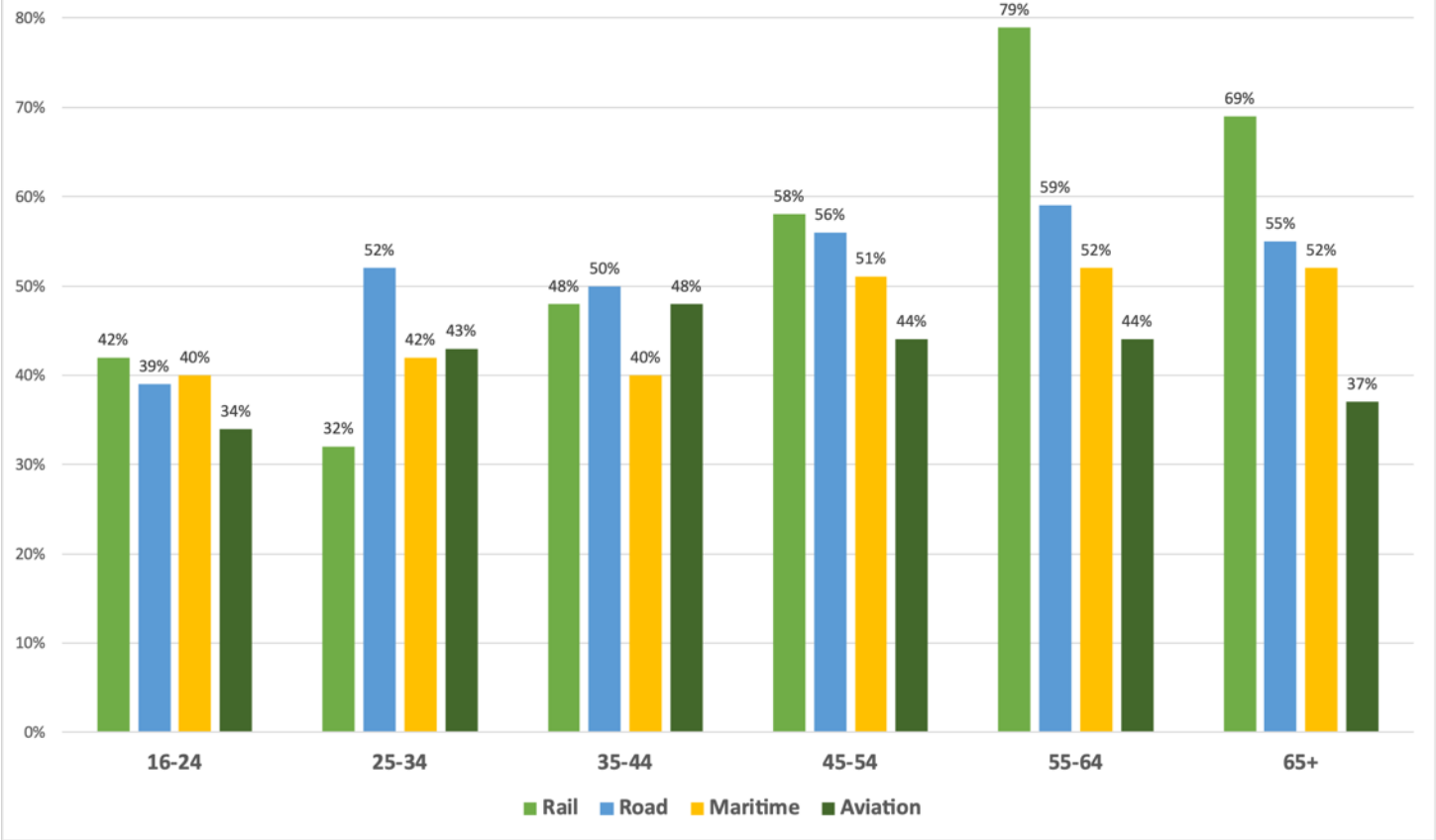
# Heritage rail holds a special place in the hearts of older generations...



Percentages based on the proportion of n=555 from nationally representative sample of n=1232 surveys who expressed interest in at least one interest statement.



# Expressed in another way ...



Percentages based on the proportion of n=555 from nationally representative sample of n=1232 surveys who expressed interest in at least one interest statement.





# Conclusions



# Conclusions

National Opinion Polls such as conducted here are a well-tested and respected means of gauging public sentiment.

They are particularly useful for monitoring changes over time. During the white heat of a political campaign, polls may be reproduced within hours of each other.

Here however, we are interested in detecting any longer term changes in interests, attitudes and behaviours towards heritage transport.

As a consequence we plan to repeat the process every 5 years which we believe to be a useful endeavour during a period when the world of mobility is changing rapidly.

However, we should be careful not to confuse generational characteristics with demographical ones.

Whilst it may be tempting to ascribe the relative lack of interest in heritage transport within the 45-54 age group to Generation X spending too much time in their bedrooms at a critical age (The Nintendo games console was launched in 1985 when this cohort was aged between 9 and 18),

equally those aged 45-54 generally face a busy time of life with little opportunity to think about heritage transport.

Within the older age group, does a fondness for heritage railways reflect nostalgia or merely represent a free to view local attraction that the grandchildren like to visit?

The full Kantar data and graphics are presented here:

[download](#)

We hope readers conclude, as we do, that interest in heritage transport is healthy, extensive and broadly-based.

We all must, regardless of whichever sector of heritage transport we are in, continue to work together ever more closely to ensure that mobile heritage has a vibrant and inclusive future ahead of it in the decades to come.

*Francis Galashan  
Chair of Trustees, Federation Skills Trust  
January 2022*



<http://jdaresearch.co.uk/>  
[jon@jdaresearch.co.uk](mailto:jon@jdaresearch.co.uk)



<https://www.heritage.engineering>  
[info@federationskillstrust.org](mailto:info@federationskillstrust.org)

