

# THE 2019 NATIONAL COST OF OWNERSHIP SURVEY SUMMARY REPORT

Published by  
**The Federation of British  
Historic Vehicle Clubs**



*In Association with:*





## About the Federation of British Historic Vehicle Clubs

The Federation of British Historic Vehicle Clubs Ltd (FBHVC) exists to uphold the freedom to use historic vehicles on the road. It does this by representing the interests of owners of such vehicles to politicians, government officials, and legislators both in the UK and through the Fédération Internationale des Véhicules Anciens in Europe.

There are over 540 subscriber organisations representing a total membership of over 250,000 historic vehicle owners in addition to museums, trade and individual supporters.

[www.fbhvc.co.uk](http://www.fbhvc.co.uk)

### Address:

Federation of British Historic Vehicle Clubs Ltd,  
PO Box 295, Upminster, Essex, RM14 9DG



## About JDA Research

JDA Research is an expert research and insight consultancy working across multiple sectors including Motor, Sport, Manufacturing, Retail, Energy and Telecoms.

[www.jdaresearch.co.uk](http://www.jdaresearch.co.uk)

Unauthorised copying, adaptation, lending, re-sale charging for use, broadcast, cable transmission, distribution or extraction of this work is prohibited. Findings from this report may only be reproduced with the specific permission of the FBHVC.

Report Designed by Matt Walker

Photo credits: David Davies, Ian Amarnani, Paul Chasney, Bob Owen



# 1,241,863

REGISTERED HISTORIC VEHICLES IN GREAT BRITAIN  
(+19% SINCE 2015)



## 9.8 MILLION PEOPLE

THE NUMBER OF PEOPLE INTERESTED IN HISTORIC VEHICLES IN GREAT BRITAIN

## 4.6 MILLION PEOPLE

THE NUMBER OF PEOPLE IN GREAT BRITAIN THAT WOULD LIKE TO OWN A HISTORIC VEHICLE



## 2,214 MILES PER ANNUM

THE AVERAGE DISTANCE TRAVELLED BY HISTORIC VEHICLE OWNERS (IN HISTORIC VEHICLES)

## £4,913 SPEND PER ANNUM

THE AVERAGE AMOUNT A HISTORIC VEHICLE OWNER SPENDS ON THEIR HISTORIC VEHICLE(S)



## £1.85 BILLION

THE ESTIMATED AMOUNT OF SPENDING ON HISTORIC VEHICLES BY OWNERS PER ANNUM



## 21 MILLION PEOPLE

THE NUMBER OF PEOPLE THAT SEE HISTORIC VEHICLES AS AN IMPORTANT PART OF BRITAIN'S HERITAGE



## 19 MILLION PEOPLE

THE NUMBER OF PEOPLE THAT THINK HISTORIC VEHICLES SHOULD BE MAINTAINED IN AS ORIGINAL CONDITION AS POSSIBLE



# 11,300,000 PEOPLE

BELIEVE HISTORIC VEHICLES SHOULD BE EXEMPT FROM THE RESTRICTIONS OF LOW AND ULTRA-LOW EMISSIONS IMPOSED ON OTHER VEHICLES THAT USE THE ROAD

# FOREWARD

## Cost of Ownership Survey 2019

*Foreword by David Whale*

Welcome to the results of the 2019 National Cost of Ownership Survey which I hope you will find both interesting and thought provoking. Whilst I can confirm that public enthusiasm for and interest in, the historic vehicle sector continues to be very strong there are changes that will affect all historic vehicle enthusiasts.

Historically the Federation has undertaken major research projects every 5 years, the most recent being the 2016 National Historic Vehicle Survey. However in the light of the demands and pressures on enthusiasts we have been able to complete a 'mid-term' survey with the support of our Commercial Partners.

In this survey we have followed a similar methodology to that we used in 2016. We completed a national survey examining both the behaviours and attitudes of the adult population and completed our work with a detailed enthusiast survey examining specific costs of ownership.

As part of this year's work, recognising the difficulties some of our member clubs have in recruiting younger members, we have sought to identify differences in attitudes and behaviours between different age groups. The results suggest that younger people do not readily identify with the heritage issues understood



by older generations. The Federation celebrated its 30th anniversary in 2018 and it is clear that if we are to celebrate a further 30 years, as enthusiasts with a common interest, we must all focus on communicating and engaging with younger people to ensure they develop an interest in historic vehicles.

We hope you enjoy reading and reflecting on the results of this survey. Our next major survey will be published in 2021 and we will welcome participation from everyone with an interest in the historic vehicle movement. In the meantime we would like to encourage all enthusiasts to prepare your vehicles and enjoy Yesterday's Vehicles on Tomorrow's Roads.

### David Whale

*Chairman*

*April 2019*







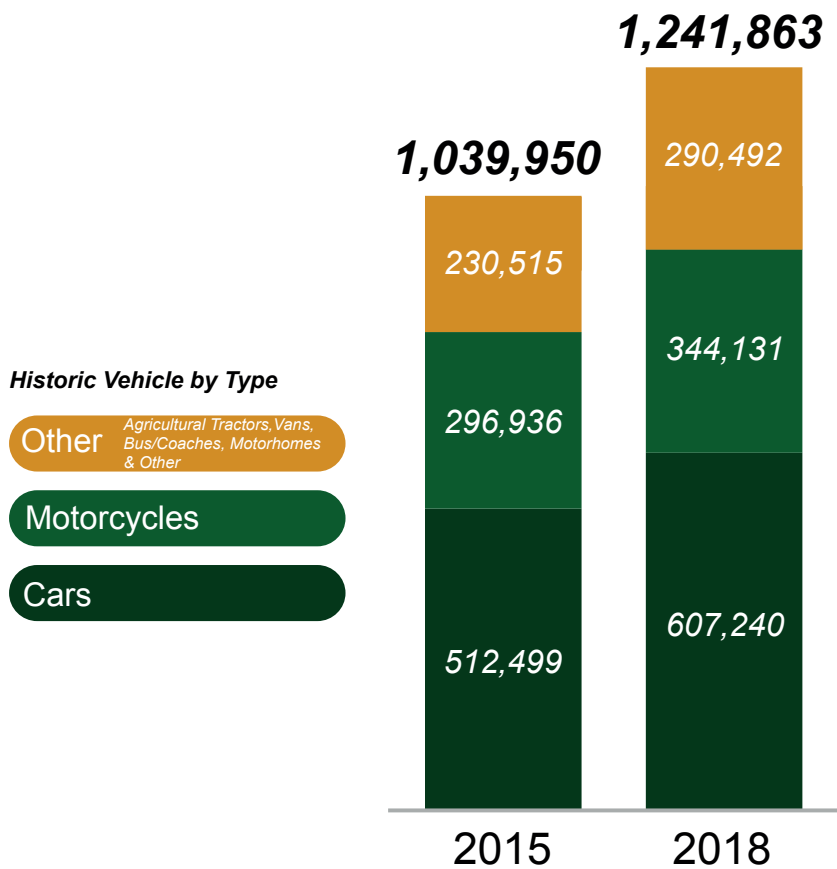
## How many Historic Vehicles?

Since 2015, the number of historic vehicles (qualified on the basis of 30 years since registration) has grown 19% to 1,241,863.

### Chart 1: Universe of Historic Vehicles 2015-2018

Source: The DVLA registered vehicle database (pre '85, pre '88)

Note: The full extract was not available in 2018, hence the full profile is not available





## The National Perspective on Historic Vehicles

The 2019 Cost of Ownership survey has been very effective in delivering a national perspective on the historic vehicle sector and the issues it faces in the future.

Via a national poll, we asked the British population about their interest and involvement, and attitudes and opinions towards the historic vehicle sector. This has delivered a compelling update and extension to the findings presented in the 2016 National Historic Vehicle Survey.

The key headlines have been summarised here for the reader to digest.



## The National Interest in Historic Vehicles

# 9.8 MILLION PEOPLE

IN BRITAIN ARE INTERESTED IN HISTORIC VEHICLES

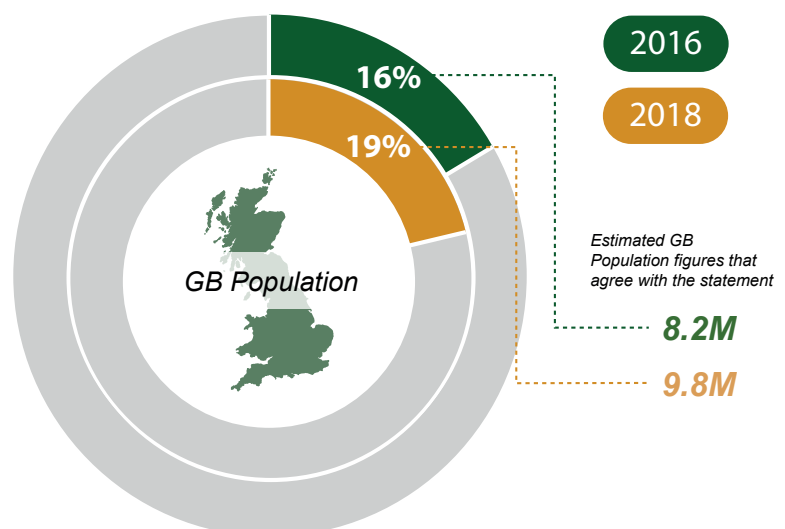
### Chart 2: Interest in Historic Vehicles

The % of GB population that agree with the below statement:

*“I am interested in historic vehicles”*

In 2016 we estimated that 8.2 million people in Britain were interested in historic vehicles – be it owning, reading about them or visiting events.

In 2019, we can report that estimate has now grown to 9.8 million people, or 19% of the adult British population.



# 5.1 MILLION PEOPLE

## IN BRITAIN ARE INTERESTED IN OWNING A HISTORIC VEHICLE

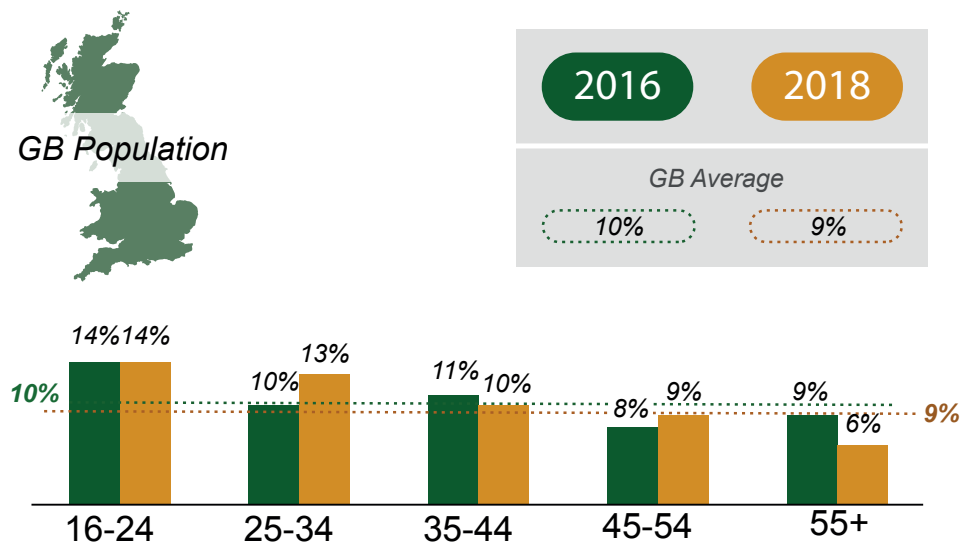
Almost 1 in 10 (9%) adults in Britain are interested in owning a historic vehicle in the future - a proportion which has remained virtually unchanged since 2016 (10%).

Findings reveal that the level of interest in owning a historic vehicle is strongest amongst younger adults, indicating positive news for the future of the sector.

### Chart 3: Interest in Owning an Historic Vehicle

The % of GB Population that agrees with the below statement:

*“I do not have a historic vehicle but would like to own one”*



# 2.6 MILLION PEOPLE

## IN BRITAIN REGULARLY READ ABOUT THE HISTORIC VEHICLE SECTOR

Coupled with levels of interest in the sector, 1 in 20 (5%) British adults regularly read about historic vehicles - a reflection of the success of the many print media titles that cover the sector.



**Table 1: National Interest in Historic Vehicles**

The % of GB Population that agrees with the below statement:

Interest in Historic Vehicles	2016 % agree	2018 % agree	GB Population Estimate in Millions
<i>I am interested in historic vehicles</i>	16%	19%	9.8M
<i>I know someone who owns a historic vehicle</i>	12%	15%	7.7M
<i>I would like to own a historic vehicle, but cannot afford it</i>	n/a	10%	5.1M
<i>I do not have a historic vehicle, but would like to own one</i>	10%	9%	2.6M
<i>I regularly read about historic vehicles</i>	4%	5%	2.6M
<i>I used to own a historic vehicle</i>	4%	5%	2.6M

*Notes on Charts and Table:*

- Comparisons with 2016 are based on a like-for-like basis
- 2016 data is taken from the 2016 National Historic Vehicle Survey
- 2018 fieldwork is based on 1,236 nationally representative interviews
- Population estimates are based on GB 16+ population of 51.4million (Office of National Statistics)



## National Attitudes Towards Historic Vehicles

More than 2 in 5 adults in Britain (41%) think that historic vehicles represent an important part of our heritage and it is important to maintain them.

# 21 MILLION PEOPLE

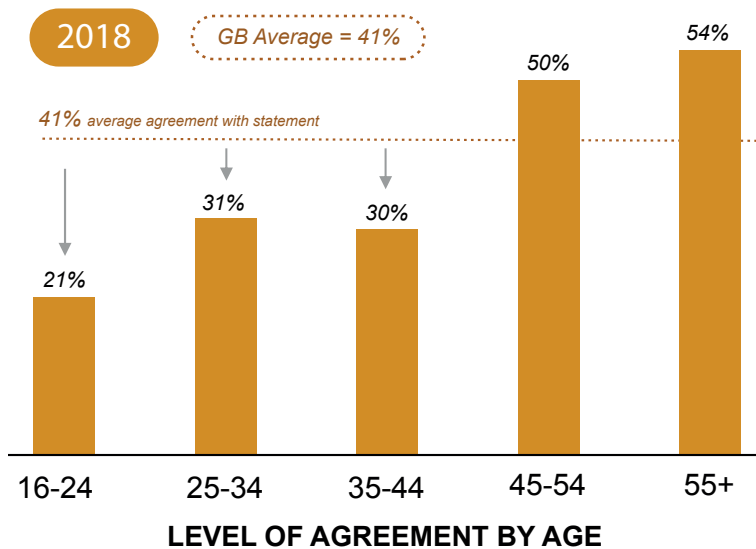
## SEE HISTORIC VEHICLES AS PART OF THIS COUNTRY'S HERITAGE

Revealingly, this view is significantly stronger amongst older adults than younger, illustrating clear differences in views based on age e.g. people aged 55 or above are 2.5 times more likely to consider historic vehicles part of Britain's heritage than adults aged 16-24.

### Chart 4: Attitudes Towards Historic Vehicles and Heritage

The % of GB Population that agrees with the below statement:

*“Historic vehicles are part of this country's heritage and it is important to maintain them”*



# 19.5 MILLION PEOPLE

## THINK THAT HISTORIC VEHICLES SHOULD BE MAINTAINED IN AS ORIGINAL STATE AS POSSIBLE



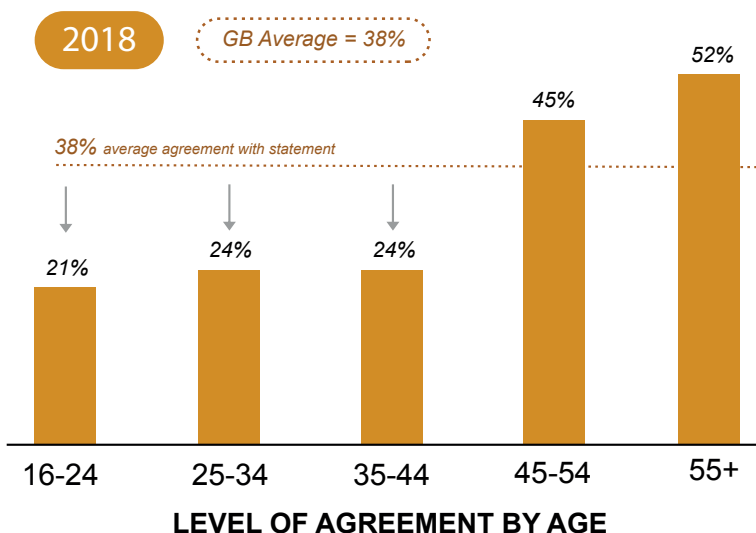
Overall, a similar proportion (38%) think that historic vehicles should be maintained in as original state as possible indicating a belief that the sector provides a unique view on motoring history that should be maintained.

Interestingly, the age disparity persists in this regard showing further evidence that younger members of the population do not necessarily share attitudes regarding heritage and historic vehicles.

### Chart 5: Attitudes Towards Historic Vehicle Originality

The % of GB Population that agrees with the below statement:

*“Where possible, historic vehicles should be maintained in as original condition as possible”*



# 11.3 MILLION PEOPLE

THINK THAT HISTORIC VEHICLES SHOULD BE EXEMPT FROM THE RESTRICTIONS OF LOW AND ULTRA-LOW EMISSIONS IMPOSED ON OTHER VEHICLES THAT USE THE ROAD

When turning to exemptions, more than 1 in 5 adults think that historic vehicles should be exempt from the need comply with low and ultra-low emissions – a large voice of support for the maintenance of vehicles in their original form.

A similar number of the population (9.8M) agree that historic vehicles should NOT be required to be modified in order to meet modern day safety standards. Further evidence of the large voice of support for originality.

**Table 2: National Attitudes Towards Historic Vehicles**

The % of GB Population that agree with the below statement:

Attitude Towards Historic Vehicles (Descriptions)	2016 % agree	2018 % agree	GB Population Estimate in Millions
Historic vehicles are part of this country's heritage and it is important to maintain them	45%	41%	21M
Where possible, historic vehicles should be maintained in as original condition as possible	n/a	38%	19.5M
I think maintaining historic vehicles is an important part of our culture and heritage	n/a	37%	19M
Owners of historic vehicles should be encouraged to preserve their vehicles as they are part of our mobile heritage	n/a	37%	11.8M
Young people should be encouraged to take an interest in historic vehicles	n/a	23%	11.3M
Apprenticeships specifically focused on maintenance and skills associated with historic vehicles should be available to young people	n/a	22%	11.3M
Historic vehicles should not be required to be modified in order to meet modern safety and emission standards	n/a	19%	9.8M
I have attended a national historic vehicle event in the last 12 months e.g. Classic Motor Show	4%	6%	3.1M
I have attended a local historic vehicle event in the last 12 months	2%	5%	2.6M

*Notes on Charts and Table:*

- Comparisons with 2016 are based on a like-for-like basis
- 2016 data is taken from the 2016 National Historic Vehicle Survey
- 2018 fieldwork is based on 1,236 nationally representative interviews
- Population estimates are based on a 16+ population of 51.4million (Office of National Statistics)

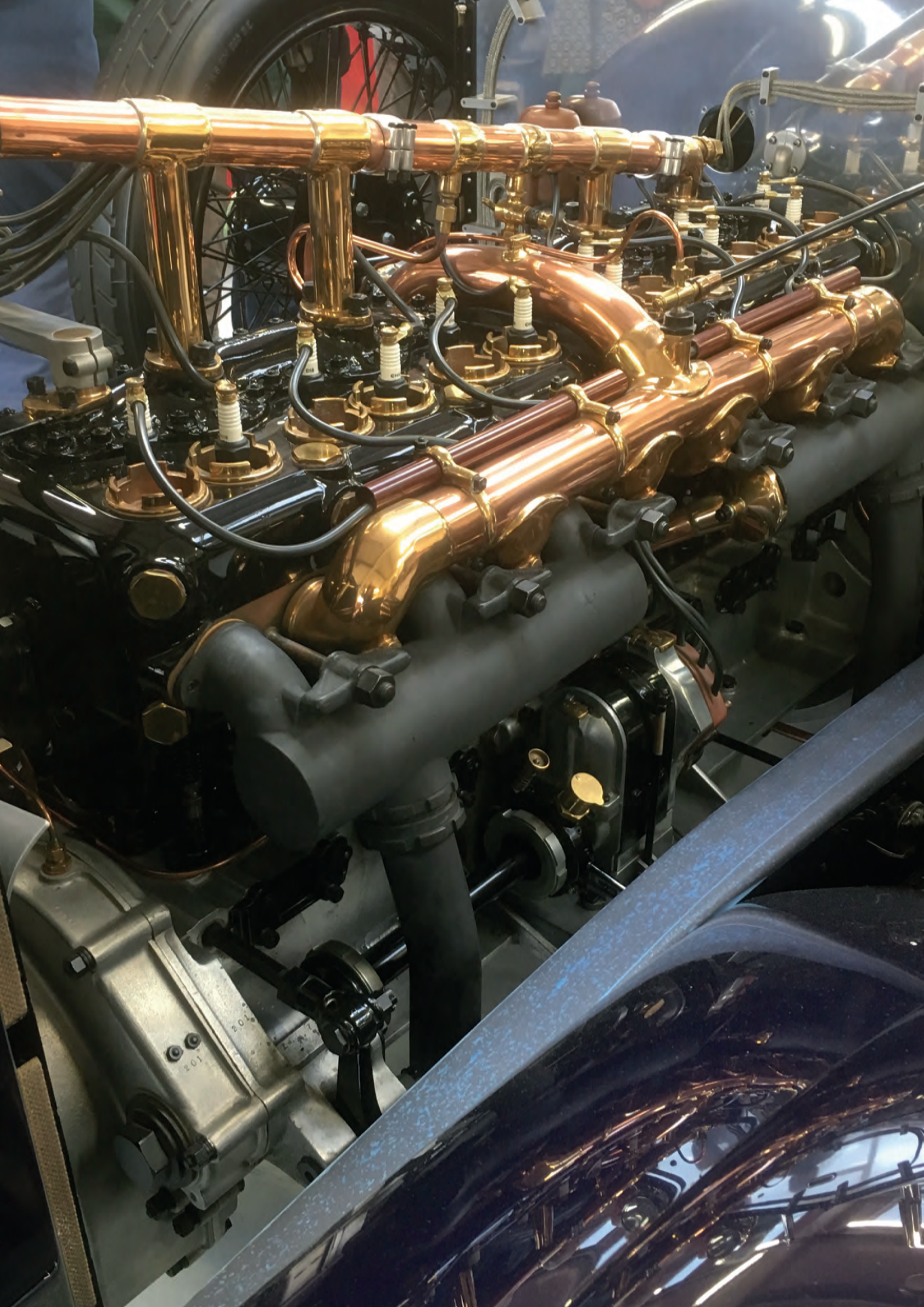
# 3 MILLION PEOPLE

## ATTEND NATIONAL AND LOCAL HISTORIC VEHICLE EVENTS IN BRITAIN

The continued success of 'live' events can also be seen in the results with a growth (albeit small) in the estimated number of people attending historic vehicle events

- up to 6% for national events, and 5% for local events.









# 77%



THE PERCENTAGE OF HISTORIC VEHICLES THAT ARE REGISTERED FOR USE ON THE ROAD  
(FROM SURVEY, NOT DVLA DATA)

# 48%



THE PROPORTION THAT USE FUEL ADDITIVES IN THEIR HISTORIC VEHICLES

# 32%

OF HISTORIC VEHICLES VOLUNTEERED FOR MOT'S

ESTIMATED PROPORTION OF HISTORIC VEHICLES PRESENTED FOR MOT'S ON VOLUNTARY BASIS



# 60% OF OWNERS

THE PERCENTAGE OF HISTORIC VEHICLE OWNERS THAT SAY OWNING A HISTORIC VEHICLE IS ONE OF THE MOST IMPORTANT THINGS IN THEIR LIFE

# £384

THE AVERAGE SPENT ON INSURANCE PER ANNUM  
(BY EACH OWNER)



# £798

THE AVERAGE SPENT ON FUEL PER ANNUM  
(BY EACH OWNER)



# £5,320

MAJOR RESTORATION OR REPAIR WORK



THE AVERAGE SPEND ON MAJOR RESTORATION OR REPAIR WORK PER ANNUM



# £1,489

PER HISTORIC VEHICLE

THE AVERAGE AMOUNT PER HISTORIC VEHICLE AN OWNER SPENDS ON ITEMS (NOTE: £4913/3.3 VEHICLES)

# £1.85 BILLION TOTAL SPEND

THE ESTIMATED TOTAL SPENDING BY OWNERS ON MAINTAINING THEIR HISTORIC VEHICLES IN THE LAST 12 MONTHS (PRIOR TO THE SURVEY)



## Historic Vehicles Owners

The 2019 Cost of Ownership survey is effective in delivering a detailed review of how and what enthusiasts spend per annum on their historic vehicles. The key headlines have been summarised in this section.

### Our Sample of Enthusiasts

This report is based on 3,387 interviews with historic vehicle owners conducted in December 2018 and January 2019. An overview of our survey respondents is painted below:

## 11,164 HISTORIC VEHICLES

Our enthusiasts own an average of 3.3 historic vehicles. Of these, 2 are in use (i.e. running order), registered and insured for use on the road.

Three quarters (75%) have owned historic vehicles for 10 or more years, making them extremely experienced when talking about the costs associated with owning.

## 68% CARS

As to be expected, around 2 in 3 of our 11,164 historic vehicles were cars (7,624), and 1 in 4 (2,563) were motorcycles, with a further 3% (344) being agricultural tractors. The remainder of the vehicles represented in our sample were made up of Buses, Lorries, Vans, Agricultural Vehicles, Steam and Military (7%).

In most instances, historic vehicles had been purchased out of existing funds (66%), although 1 in 4 (26%) owners had either sold other vehicles to fund their most recent purchase (16%), or had saved funds over time (10%).

## 1 IN 5 REQUIRE MOT'S

Around 1 in 5 (18%) historic vehicles represented in this survey are required to have an MOT, although a further 3,590 (32%) had been presented for MOTs on a voluntary basis.

Overall, owners complete an average of 2,214 Miles per annum in their historic vehicles, with more than half (52%) driving between 1,000 and 5,000 miles in the last 12 months.

Around 1 in 2 (48%) of historic vehicle owners use additives in their fuel. The main types of additive are Valvemaster Classic (34%), Millers VSP Plus (25%) and Redex (23%).



## Motivations for Owning

# 6 IN 10 PEOPLE

SAY IT IS ONE OF THE MOST IMPORTANT THINGS IN THEIR LIFE

Owning is a core part of an enthusiast's life, with 62% saying that owning an historic vehicle is one of the most important things in their life and that they would make sacrifices elsewhere if they had to. Relatively few historic vehicle owners - 6% - just describe owning as a hobby they pursue from time to time.

# 1 IN 5

BUY FROM THEIR FRIENDS

Classified adverts (print and online) attract the largest source of buyers (41%), although 1 in 5 (19%) buy historic vehicles from friends. Specialists and general historic vehicle dealers were used by 18% of owners in their most recent purchase.

# ADMIRATION & EVENT PARTICIPATION ARE KEY

Owning an historic vehicle is both nostalgic and aspirational - 72% of owners are motivated to purchase a particular vehicle because they have always admired it. Owning a historic vehicle is also an active pursuit with more than half (53%) saying they acquired an historic vehicle in order to enjoy attending historic vehicle events.





## Cost of Ownership of Historic Vehicles

The 2019 Cost of Ownership survey listed 15 areas of potential spend that relate to historic vehicle ownership. In each instance we asked historic vehicle owners to tell us how much they had spent in total in the last 12 months. In some instances this will be based on a best guess from respondents.

### Spending on Historic Vehicles

This list of items has been based on categories associated with owning an historic vehicle. We acknowledge that in some instances spending will stretch beyond these definitions and are therefore not included in these figures.

#### Table 3: Cost of Ownership of Historic Vehicles

Historic vehicle owner spending on different categories:

Spend Category <i>The Area of Spend</i>	% of Owners that have bought the item in the last 12 months	Average Spend <i>(Annually - based on all owners)</i>
Insurance	97%	£384
Vehicle tax	22%	£63

How much have you spent on the following area of work undertaken by **yourself**?

Insurance	96%	£798
Tyres	41%	£169
Tools	22%	£136
Brake parts	41%	£74
Engine oil	85%	£68
Other oils and greases	67%	£20
Light bulbs	36%	£11

How much have you spent on the following area of work undertaken by **others**?

Cost of major restoration work	40%	£2,253
Garaging or cover	14%	£273
Cost of minor repair work	47%	£245
Routine maintenance	60%	£194
Storage e.g. long term storage solution not at your home	11%	£149
Transportation of the vehicles you own	15%	£76

**Total Spend** (Estimates)

Total estimated average spend per annum per historic vehicle owner	<b>£4,913</b>
Estimated spend per historic vehicle based on total average spend /3.3 vehicles owned	<b>£1,489</b>

### £1.85BN Total Direct Spend Per Annum

**TOTAL SPENDING ON ITEMS ASSOCIATED WITH HISTORIC VEHICLE OWNERSHIP IS ESTIMATED TO BE £1.85BN\***.

The comparative figure from the 2016 National Historic Vehicle Survey was £1.4BN (direct spend associated with historic vehicles).

\* calculated by taking the average spend per vehicle (£1,489) and multiplying it by all registered Historic Vehicles (DVLA = 1,241,863)

## DID YOU KNOW?

About Historic Vehicle Owners in our Survey:

### 1 IN 3 SHOP AROUND FOR THE BEST INSURANCE DEAL EACH YEAR

- 33% REGULARLY REVIEW, 44% OCCASIONALLY AND 25% NEVER REVIEW THEIR QUOTES

### 1 IN 5 USE SUPERMARKETS AS THEIR PRIMARY SOURCE OF FUEL

- 26% SHELL, 21% SUPERMARKETS

### 2 IN 3 SAY THEY KNOW HOW TO READ THE CODE ON THE SIDE OF A TYRE

- 67% SAY YES, 16% DONT KNOW AND 16% ARE UNSURE

### 2 IN 3 (67%) USE CLASSIC MULTIGRADE 20/50 IN THEIR VEHICLES

### 8 IN 10 CHANGE THE OIL IN THEIR VEHICLES THEMSELVES

- APPROXIMATELY 81% OF OWNERS, MOSTLY AT LEAST ONCE A YEAR (59%)

### HALF OF OWNERS HAVE UPGRADED THE LIGHTING ON THEIR VEHICLE

- MOST COMMONLY TO HALOGEN (33%)

### AS FEW AS 1 IN 50 LOOKED AT FINANCE OPTIONS

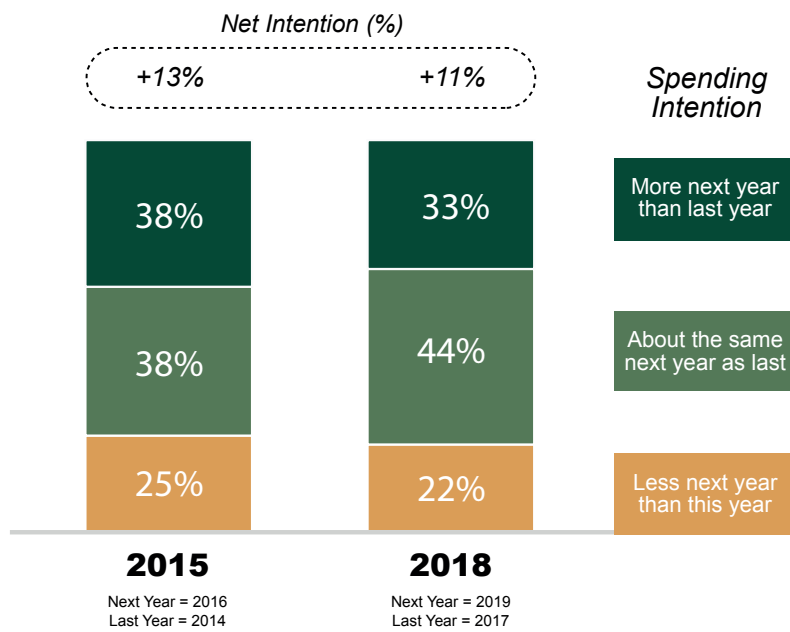
- WHEN PURCHASING THEIR MOST RECENT HISTORIC VEHICLE

# Future Spending

Another way of assessing the health of the historic vehicles economy is to ask owners what they think their future spending will be like e.g. more, less or about the same as the previous year.

Findings here indicate a stable economy with a positive +11% of owners saying they will spend more next year than last year, compared to +13% in 2015.

**Chart 6: Future Spending on Historic Vehicles**



Notes on Chart 6:

- Comparisons are based on a like-for-like basis
- 2016 Data is taken from the 2016 National Historic Vehicle Survey
- 2019 Data taken from the 2018 Cost of Ownership Survey (n = 3,387 Historic Vehicle Owners)
- Net = Difference between those saying they will spend more and those that will spend less





# Methodology Summary

## Scope

The objectives of this report are to maintain levels of knowledge and insight into the sector against a rapidly changing backdrop of policy and change in the motor sector.

Our hope is that the findings here will provide a valuable resource to the industry and further stimulate understanding of the sector across an important range of stakeholders including government, politicians, international partner bodies, together with historic vehicle enthusiasts and other interest groups amongst the British population.

## Methodology

Two stages of primary research were undertaken by JDA Research:

1. 1,236 online interviews with a representative sample of the GB Population were completed by Kantar Research in November 2018. All interviews were conducted via an online panel of respondents and representative of the population by age, gender and region. The survey asked questions that aimed to measure opinions, attitudes and levels of interest in historic vehicles.

2. 3,387 online surveys completed by historic vehicle owners and enthusiasts. The survey questionnaire was approximately 15 minutes in length and included questions on interest, ownership, cost of ownership, together with a range of questions about brands and behaviours associated with the historic vehicles sector. The survey was promoted at the Classic Car Show 2018 and via a range of other channels, including Club websites, Classic Car Weekly magazine and social media activity coordinated by the FBHVC.

### **General Notes to Reader:**

*While every care has been taken to ensure accuracy in presenting these results, there is nevertheless the need to review these findings with a critical eye. The sector is resistant to a complete review due to its complexity and, indeed, this survey does not attempt to conduct a complete analysis.*

*For the purpose of clarification, where appropriate we refer to the British Population (relating to England, Scotland and Wales). This is to help the reader appreciate the scale and volume of opinion associated with our areas of investigation. For the purposes of estimating population sizes, we have based grossing up on the adult (16+) population estimate of 51.4 million people (the estimated figure at the time of writing).*

*In some instances e.g. the historic owner population, overall estimates have been based on the levels of ownership and owner universe identified in the 2016 National Historic Vehicle Survey. We also note that average vehicle ownership levels are slightly higher in our 2018 survey sample than in 2016 which may or may not inject a bias associated with this section of the owning community.*

# Acknowledgements

Our Partners and Survey Stakeholders:













## The Federation of British Historic Vehicle Clubs

*The UK Member of FIVA*

Federation of British Historic Vehicle Clubs Ltd,  
PO Box 295, Upminster, Essex, RM14 9DG

t: 01708 223111 e: [secretary@fbhvc.co.uk](mailto:secretary@fbhvc.co.uk)  
w: [www.fbhvc.co.uk](http://www.fbhvc.co.uk)