

LOOKING TO THE FUTURE



Originality is important in the public's view



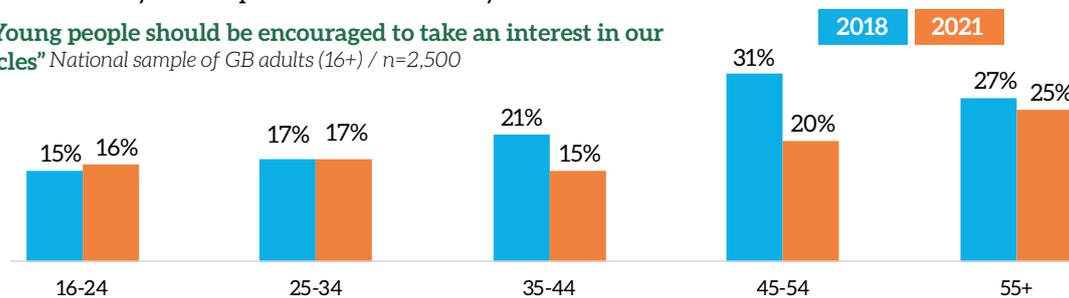
However, many adults in Britain recognise the importance of originality as shown by the 36% that think maintaining historic vehicles in their original condition is important. That is an estimated 18.7 million people and major endorsement of the good work being done by enthusiasts up and down the country, focused on their own restoration projects. It is also good to know that views have changed little since 2018 (38% agree).

At the same time, far fewer think that historic vehicle owners need to be encouraged to do so (28%, compared to 37% in 2018), perhaps indicating that many might expect museums or government schemes to protect vehicles for posterity rather than road use. That might be speculation, but the trend is open to interpretation.

There are encouraging signs if we look...

Elsewhere, our national poll results give us cause for encouragement and potential action. For example, 1 in 5 (20%) adults agree that *young people should be encouraged to take an interest in historic vehicles* and whilst younger adults may be less likely to hold this view, they do show a very stable opinion between surveys.

Statement: "Young people should be encouraged to take an interest in our historic vehicles" National sample of GB adults (16+) / n=2,500

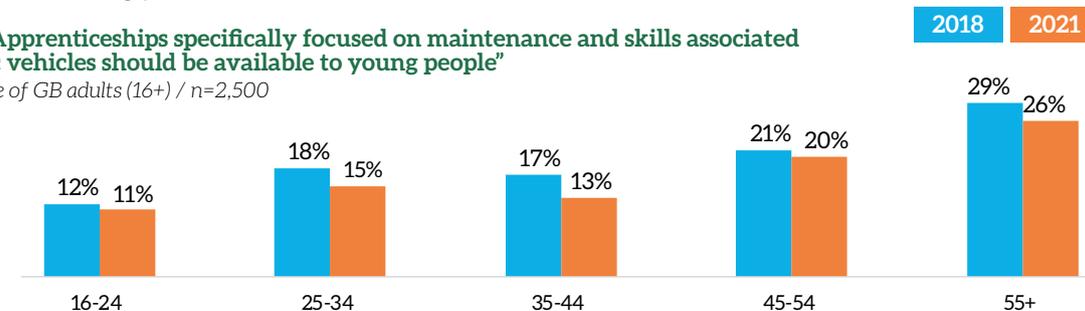


...and delivering an apprenticeship pathway appears to be well received!

A similar proportion (19%) think that *apprenticeships focused on the maintenance and skills associated with historic vehicles should be available for young people*. That's an estimated **10 million adults** many of whom would fall into the target group for skills development. This type of insight can only support the roll out of apprenticeship schemes and skills development initiatives in the coming years.

Statement: "Apprenticeships specifically focused on maintenance and skills associated with historic vehicles should be available to young people"

National sample of GB adults (16+) / n=2,500



Support for historic vehicle exemptions

When it comes to *exemptions and modifications*, many adults show sympathy towards the issues that could impact on the ability of historic vehicles to be used on the road today. Around 1 in 5 adults think that historic vehicles should be exempt from restrictions, with a similar proportion agreeing that historics should not be required to be modified to meet safety emissions standards.

National sample of GB adults (16+) / n=2,500

	2018 2021		2021 by age				
	% agree with statement	% agree with statement	16-24	25-34	35-44	45-54	55+
"Historic vehicles should be exempt from the restrictions of low and ultra-low emissions imposed on other vehicles"	21%	22%	9%	13%	13%	21%	32%
"Historic vehicles should not be required to be modified in order to meet modern safety emission standards"	19%	18%	9%	12%	14%	16%	25%

In terms of the attitude of younger and older adults, it is clear that support in these critical dimensions sits firmly with older adults (age 45-54 and 55+), and that far fewer aged under 45 share those views.

For more information on the survey, or other opportunities to get involved email research@fbhvc.co.uk
Pic credit: JDA Research

