

# FEDERATION FACT FILE



## INTEREST IN HISTORIC VEHICLES STAYS HIGH, BUT DO WE NEED TO FIGHT HARDER OR SMARTER FOR THE ATTENTION OF YOUNG PEOPLE?

This Fact File contains results from 2500 nationally representative surveys completed with British adults (aged 16+). Participants were presented with statements that could be used to describe their opinion towards historic vehicles which ranged from interest to views on heritage. From this we are able to build an understanding of how the public view historic vehicles and can compare to equivalent surveys conducted in 2016 and 2018. We are now able to see trends over time and to understand how the public's attitude might be changing. All results have been stratified to be representative by age, gender and region with population estimates based on an estimated 51.9 million British adults.

### A reminder of that we already know...

1,593,827

the number of historic vehicles registered on the DVLA database (+50% compared to 2016)

683,967

the estimated number of historic vehicle owners in the UK (+38% compared to 2016)



£7.2BN

the estimated spending associated with historic vehicles per annum

3.4%

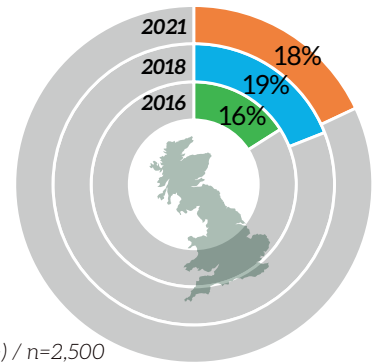
the proportion of vehicles registered in the UK that are 30 years or older

## SO WHAT DOES THE BRITISH POPULATION THINK...? and what is their attitude towards historic vehicles in a world where Covid-19 will be an ongoing reality?

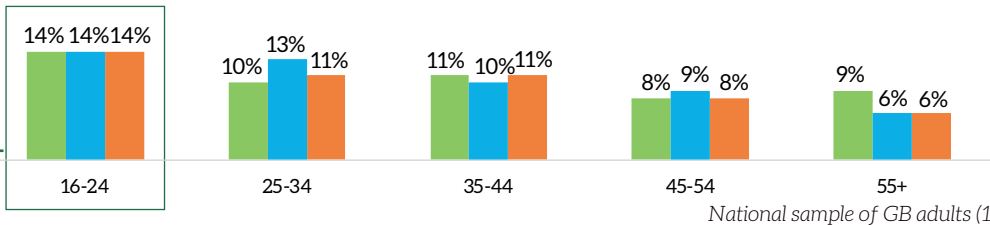
Our national opinion poll tells us that almost 1 in 5 adults across all age groups are interested in historic vehicles (18% of adults, or 9.3 million people).

We can also see that as many as 1 in 10 (9% of the population, or 5.2 million people) say that they would like to own a historic vehicle in the future. It is also significant to the sector that younger adults (16-34 yr olds) show the greatest interest.

"I am interested in historic vehicles"  
National sample of GB adults (16+) / n=2,500



Statement: "I would like to own an historic vehicle"



### So what is the problem?

Whilst there is plenty to be happy about in terms of public interest in historic vehicles, the results also present some pretty fundamental concerns that appear to be divided along age lines... read on:

### Fewer British adults see historic vehicles as heritage assets!

Whilst interest appears stable, we can also report a decline in the proportion of the British adults that see historic vehicles as part of the country's heritage (36% of adults in 2021, down from 41% in 2018, down from 45% in 2016). This has now become a trend over time which has eroded quickly.

Statement: "Historic vehicles are part of this country's heritage and we should maintain them"  
National sample of GB adults (16+) / n=2,500

### Young people

Survey results tell us that whilst young adults (16-24 yrs old) are the most interested in owning historic vehicles, they are also the least engaged with the heritage of historic vehicles.

