



Overseas Historic Vehicle Surveys

Our hobby is of enormous size, but requires quantifying if we are to be successful in lobbying. Recently, we tabled two overseas surveys of historic vehicle ownership at the Transport Department's Motoring Organisations and Car Clubs committee. The scale of these European and North American surveys enabled a very clear picture of the hobby in these locations, and also clearly had parallels to what we considered the local situation to be. Thus, in the absence of a similar nationwide survey in Australia, these publications serve a valuable role in communicating the characteristics and impact of our hobby to local decision makers.

The World of Historic Vehicles in Figures was published in 2015 by FIVA (Fédération Internationale des Véhicules Anciens), covering the European continent. Surveys were undertaken between April and July 2014, a mammoth task involving 14 languages. This updated previous surveys, the first of which was carried out in 2006. In 2013 FIVA decided to carry out a new European survey that would encompass each of the three 'pillars' of the historic vehicle movement: the owners, the businesses supporting the owners, and clubs. Close to 20,000 responses (covering 40,000 vehicles) were received from owners in 15 countries, while close to 1,000 businesses participated. In addition, over 1,400 clubs responded to the request.

Collation of the data received was handled professionally, with the results available early this year. In relation to owners, the key points were :

- 98% were men
- Two-thirds had a household income of less than 60,000 euros (around \$89,000 Australian dollars currently)
- Average owner's age of 54, and 25% are retired
- Annual vehicle usage - average of 2484km
- Average of 2.2 vehicles per owner
- Have owned a car 13 years on average, motorcycle 17 years
- Use their vehicles 30 days per year (less than 15 days per vehicle)
- Close to 60% do their own maintenance
- 80% belong to one or more clubs
- Average annual expenditure of 6,500 euros on each vehicle (\$9,600 Australian dollars)
- Average investment in a restoration of 12,000 euros

It is estimated there are 1.5 million owners of historic vehicles in the EU

For the businesses supporting the hobby :

- Average of 4.5 employees
- Skills succession is a major issue
- Average age of owner 57, average age of staff 46

One of the key findings of the club survey was the high level of charity support in their activities, with 44% involved in this at some time during 2013. 57.3% of clubs organized multi-day events in other countries, generating significant tourism value. 63% of clubs organised at least four of these touring activities each year.

The full survey can be read at :

http://fehac.nl/wp-content/uploads/PDF/Diversen/14_11_17_fiva_mep_brochure_rev_1_41.pdf

In a forthcoming edition, we'll detail a similar US survey from 2011.



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