

AHEAD OF WHAT'S NEXT.

Image of archaeology in Europe – 2015

Summary report General Public

Europe results



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Reminder of the aims of the study

The NEARCH project

- The NEARCH project aims to study the various dimensions of public participation in archaeology today and to propose new ways of working and cooperating in a profession strongly concerned by the current economic crisis. Coordinated by the French National Institute for Preventive Archaeological Research (Inrap), **NEARCH relies on a European-wide cooperation network of 16 organisations from 11 countries.** The project is supported by the European Commission for 5 years (2013-2018) in the framework of the “Culture Programme”.
- NEARCH’s objectives are carried-out through a large-scale activity programme over 5 years structured around five main themes and action fields:
 - Archaeology for the community: informing and involving people
 - Archaeology and the imaginary: crossroads between science and art
 - Archaeology and knowledge: teaching and sharing information
 - Archaeology in a changing economy: towards sustainability
 - European archaeology and the world: dependencies and mutual development

NEARCH partners :

- Archaeology Data Service (United Kingdom)
- Aristotle University of Thessaloniki (Greece)
- CENTQUATRE (France)
- Instituto de Ciencias del Patrimonio, Consejo Superior de Investigaciones Científicas (Spain)
- Culture Lab (Belgium)
- Deutsches Archäologisches Institut (Germany)
- Faculteit der Archeologie, Universiteit Leiden (Netherlands)
- Institut national de recherches archéologiques préventives (France)
- Istituto per i beni artistici culturali e naturali dell’Emilia Romagna (Italy)
- Jan van Eyck Academie (Netherlands)
- University of Gothenburg (Sweden)
- University of Oxford (United-Kingdom)
- Uniwersytet im. Adama Mickiewicza w Poznaniu (Poland)

Associated partners :

- Unité d’archéologie de la ville de Saint-Denis (France)
- European Association of Archaeologists
- International Committee on Archaeological Heritage Management

A study to evaluate perception of archaeology and the archaeological heritage in Europe

Within the framework of the NEARCH project, Inrap and its European partners wished to conduct a European study on perception of archaeology and the archaeological heritage.

This study, conducted among European citizens, had the following main objectives:

- Evaluate knowledge of, value of and attachment to archaeology and the archaeological heritage among these audiences in the countries questioned.
- Highlight the image of archaeology, its strong points and weaknesses.
- Measure what these audiences know and perceive in relation to the role of States, of the European Union, in the conservation of the archaeological heritage, and what is expected of them.
- Identify vectors of knowledge and of the image of archaeology and the archaeological heritage, and in particular ascertain the impact of recent programmes designed to diffuse and promote archaeology among the general public.

This study constitutes a tool for evaluating the way European citizens perceive archaeology and archaeological policies in order to better promote the significance of archaeology and strengthen its links with citizens.



**This report presents the findings of the survey conducted among the General Public target.
In total, 4,500 citizens from 9 European countries were interviewed.**

Survey methodology



- Online study conducted based on the Harris Interactive panel and Toluna.
- Using a multi-media CAWI system (web, mobile, tablet), starting with an email inviting people to answer a survey, linking to the questionnaire hosted on the Harris Interactive server.



- **Average questionnaire duration:** 15 to 20 minutes.
- **Fieldwork dates:** from December 29 2014 to January 06 2015.

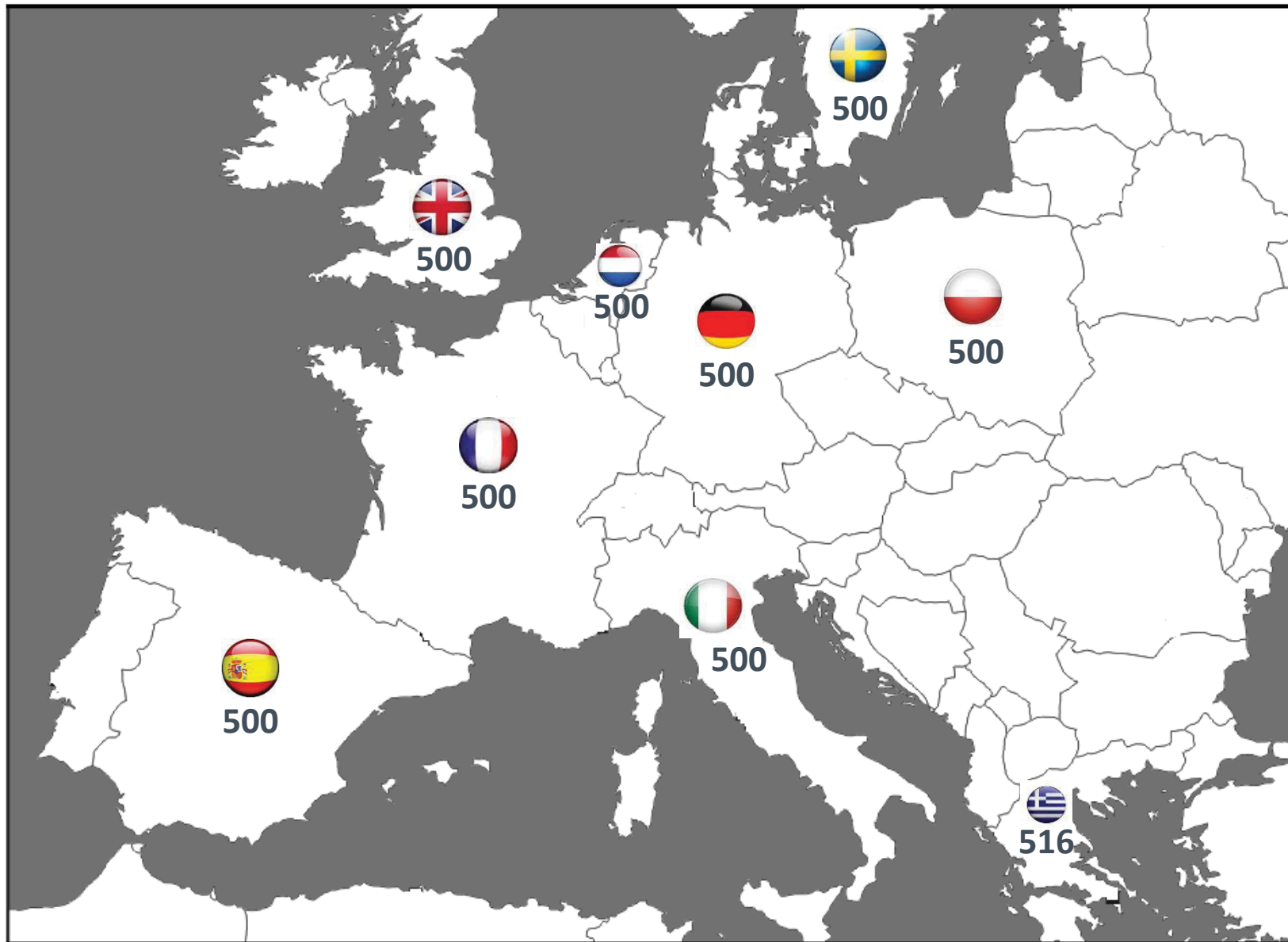


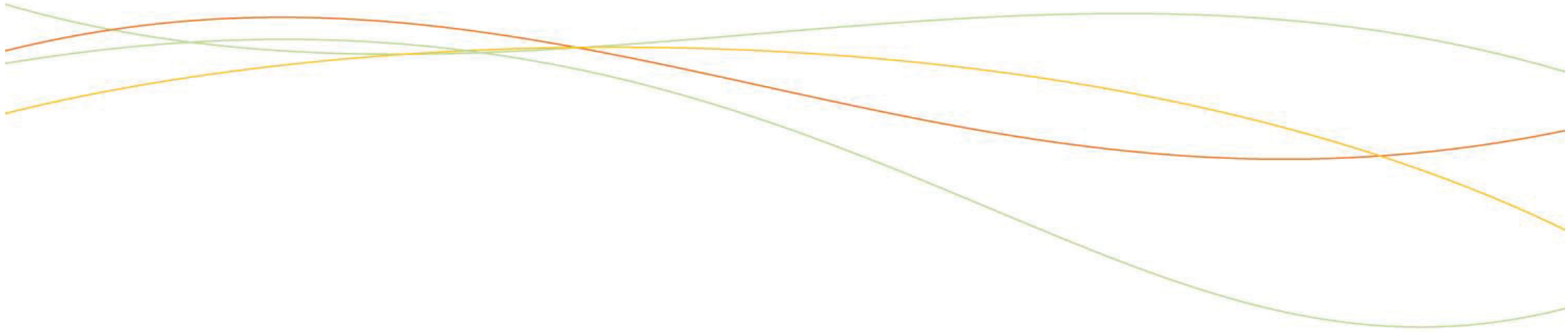
- **4,516 people questioned in 9 European countries:**
 - France, Spain, Italy, Germany, Sweden, Netherlands, UK, Poland, Greece.



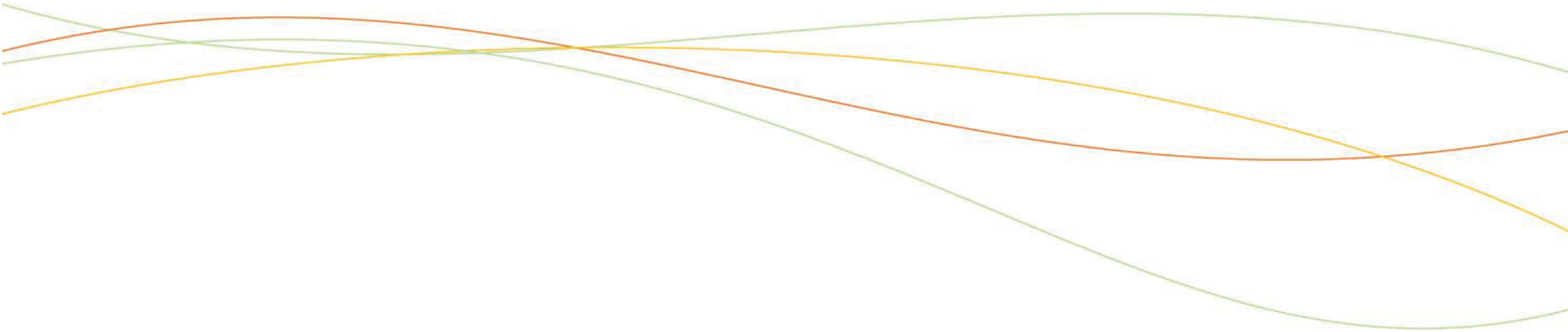
- *Quota method with adjustments applied on the basis of the following variables in each of the 9 survey countries: respondent's gender, age, socio-professional category and region.*

Details of sample questioned: 500 interviews per country (516 in Greece)















Detailed results



Reading guide

Reading guide

Assistance with interpreting tables presenting the results by country.

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
A science	69%	46%	60%	82%	88%	65%	77%	68%	67%	65%
A knowledge	39%	41%	38%	20%	39%	36%	30%	63%	39%	42%
A profession	26%	33%	29%	27%	13%	25%	33%	21%	27%	23%
A cultural activity	25%	28%	30%	29%	27%	33%	17%	14%	23%	27%
A skill	8%	17%	11%	3%	5%	15%	5%	6%	3%	3%
A leisure pursuit	4%	6%	6%	4%	2%	1%	4%	7%	2%	4%
Don't know	3%	5%	3%	3%	1%	1%	4%	2%	1%	5%

The 1st column represents the “European average” (arithmetical average in which all countries have the same weight)

Score/Result significantly * **higher** than the Europe average

Score/Result significantly * **lower** than the Europe average

Highlights a result that is much **higher/lower** than the average (gap of 15 pts and +), and which merits **closer attention**.

* The significativity threshold selected for this study is 95%. For each significant difference (positive or negative), there is statistically (at least) 95% probability that the latter will be established.

Depending on their relevance, significant differences are presented according to profiles and the following criteria:

- **Socio-demographic criteria:** gender, age, SPC (Socio-professional category).



1. Knowledge, interest and image of archaeology and heritage in Europe



1.1 Level of knowledge of archaeology and archaeologists

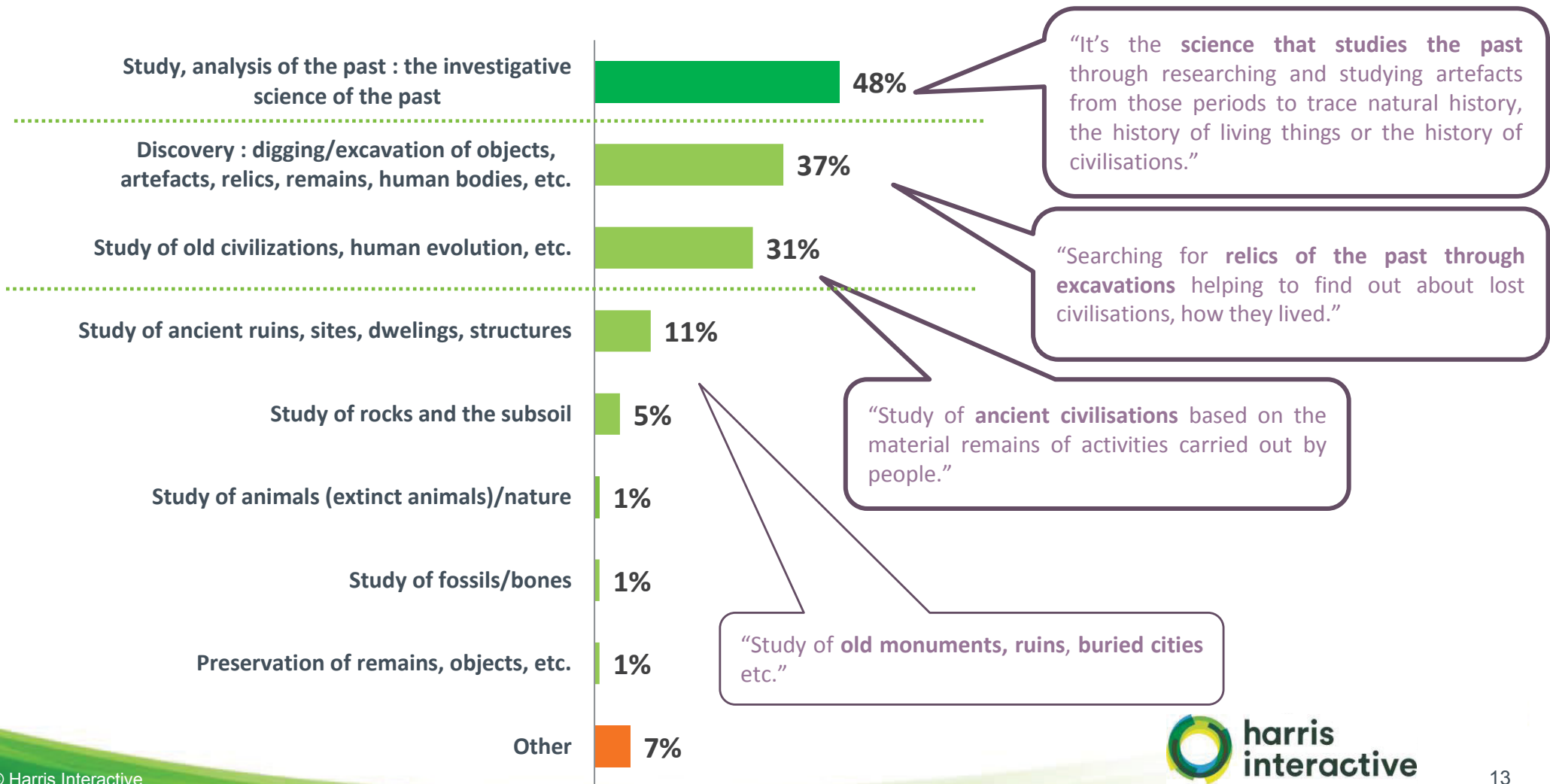




Archaeology seems to be a familiar area for the general public. In public awareness, archaeology is primarily about researching and studying the past.

Q1. What is archaeology? How would you define archaeology? (Open-ended question with spontaneous answer)

To all : 4 516





Differences according to socio-demographic profile

Q1. What is archaeology? How would you define archaeology? (Open-ended question with spontaneous answer)

To all : 4 516

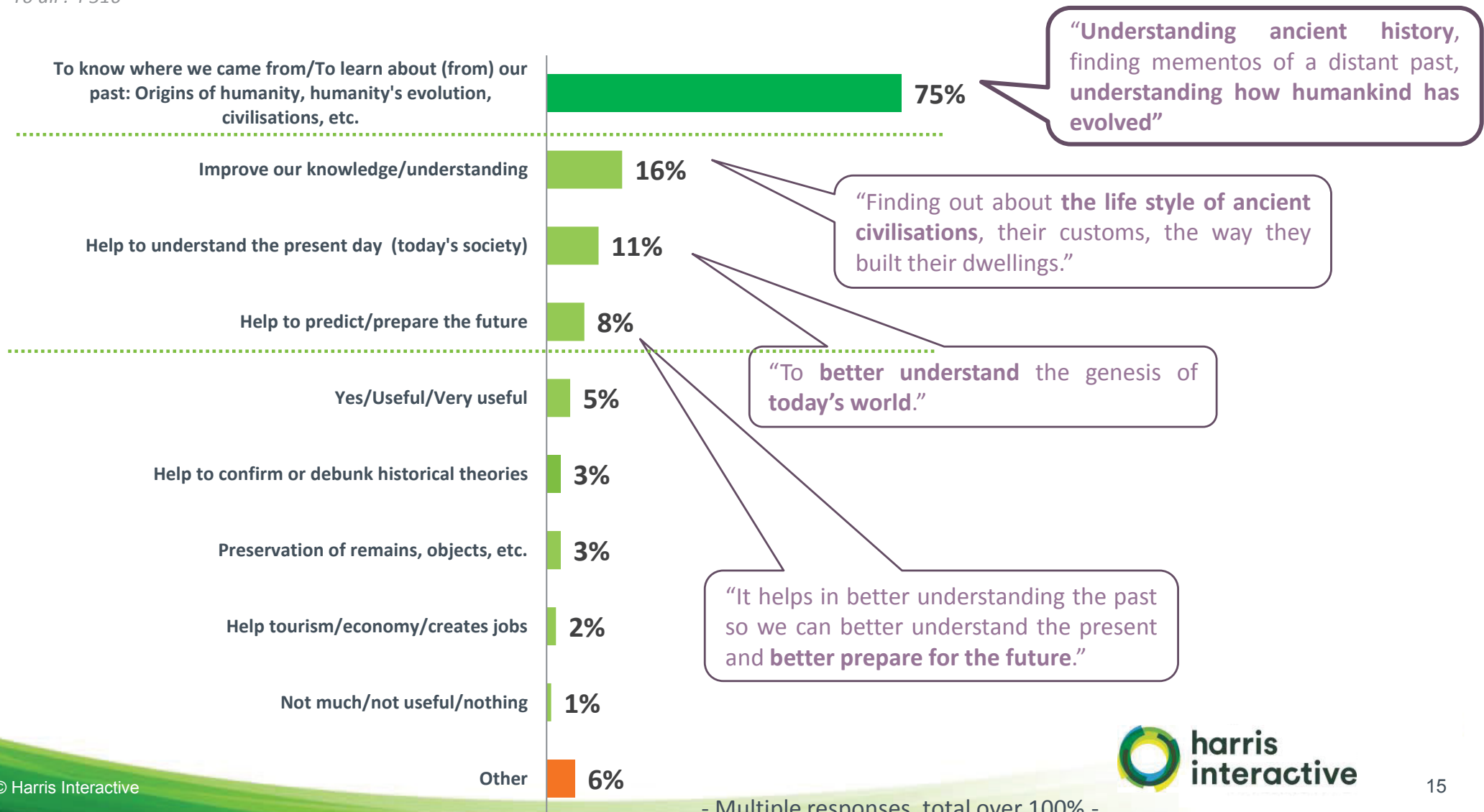
	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Study, analysis of the past : the investigative science of the past	48%	50%	46%	53%	51%	52%	43%	48%	50%	50%	46%
Discovery : digging/excavation of objects, artefacts, relics, remains, human bodies, etc.	37%	30%	45%	29%	38%	37%	37%	39%	35%	36%	40%
Study of old civilizations, human evolution, etc.	31%	30%	32%	29%	38%	35%	36%	23%	36%	32%	26%
Study of ancient ruins, sites, dwellings, structures	11%	13%	9%	12%	9%	6%	9%	16%	7%	7%	17%
Study of rocks and the subsoil	5%	5%	5%	12%	4%	4%	4%	6%	4%	5%	6%
Study of animals (extinct animals)/nature	1%	1%	2%	0%	5%	2%	1%	0%	1%	4%	1%
Study of fossils/bones	1%	1%	1%	3%	2%	2%	1%	0%	1%	1%	2%
Preservation of remains, objects, etc.	1%	1%	2%	0%	2%	2%	1%	0%	2%	-	1%
Other	7%	6%	7%	0%	4%	6%	9%	7%	5%	6%	8%



Roles attributed spontaneously to archaeology: an essential tool in understanding the past and the way humankind has evolved, also in shedding light on the present, but archaeology is not seen as an economic lever.

Q2. In your opinion, how is archaeology useful these days? *(Open-ended question with spontaneous answer)*

To all : 4 516





Differences according to socio-demographic profile

Q2. In your opinion, how is archaeology useful these days? (Open-ended question with spontaneous answer)

To all : 4 516

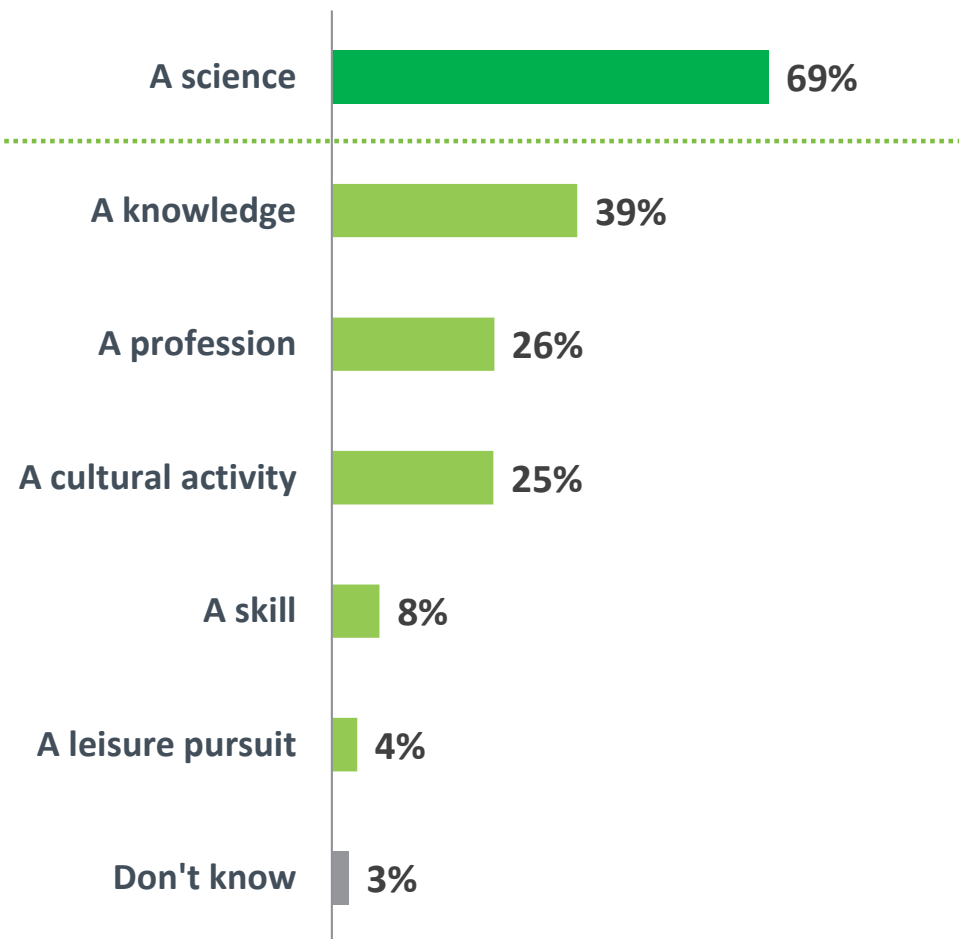
	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
To know where we came from/To learn about (from) our past: Origins of humanity, humanity's evolution, civilisations, etc.	75%	73%	78%	79%	76%	69%	80%	75%	72%	77%	78%
Improve our knowledge/understanding	16%	17%	15%	26%	18%	15%	14%	16%	18%	15%	15%
Help to understand the present day (today's society)	11%	11%	11%	6%	11%	15%	5%	14%	11%	9%	12%
Help to predict/prepare the future	8%	7%	8%	6%	8%	15%	8%	4%	10%	10%	4%
Yes/Useful/Very useful	5%	6%	4%	3%	5%	6%	5%	5%	6%	5%	4%
Help to confirm or debunk historical theories	3%	4%	1%	-	1%	3%	3%	3%	4%	2%	2%
Preservation of remains, objects, etc.	3%	2%	3%	-	2%	8%	2%	1%	4%	3%	2%
Help tourism/economy/creates jobs	2%	2%	1%	9%	-	3%	1%	1%	2%	1%	1%
Not much/not useful/nothing	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%
Other	6%	6%	6%	6%	5%	7%	6%	6%	3%	9%	7%



From a list of proposed items, with 2 possible answers, archaeology is primarily perceived as a science (by 7 out of 10 Europeans), then as a knowledge (by 4 out of 10).

Q3. As you see it, archaeology is more (2 answers possible)

To all : 4 516













- Multiple responses, total over 100% -

Most European citizens see Archaeology as a science.

Q3. As you see it, archaeology is more (2 answers possible)

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
A science	69%	46%	60%	82%	88%	65%	77%	68%	67%	65%
A knowledge	39%	41%	38%	20%	39%	36%	30%	63%	39%	42%
A profession	26%	33%	29%	27%	13%	25%	33%	21%	27%	23%
A cultural activity	25%	28%	30%	29%	27%	33%	17%	14%	23%	27%
A skill	8%	17%	11%	3%	5%	15%	5%	6%	3%	3%
A leisure pursuit	4%	6%	6%	4%	2%	1%	4%	7%	2%	4%
Don't know	3%	5%	3%	3%	1%	1%	4%	2%	1%	5%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q3. As you see it, archaeology is more (2 answers possible)

To all : 4 516

The level of association of archaeology with a science or a cultural activity is higher among seniors. The younger respondents associate it more with a profession.

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
A science	69%	71%	67%	64%	65%	65%	71%	73%	72%	65%	68%
A knowledge	39%	37%	40%	37%	42%	39%	40%	36%	36%	40%	7%
A profession	26%	25%	26%	31%	25%	25%	26%	25%	27%	25%	40%
A cultural activity	25%	25%	26%	23%	21%	23%	23%	32%	24%	21%	4%
A skill	8%	8%	7%	10%	9%	7%	6%	7%	8%	8%	29%
A leisure pursuit	4%	4%	4%	4%	4%	5%	3%	4%	4%	4%	25%
Don't know, No answers	3%	2%	3%	5%	4%	3%	2%	1%	2%	4%	2%

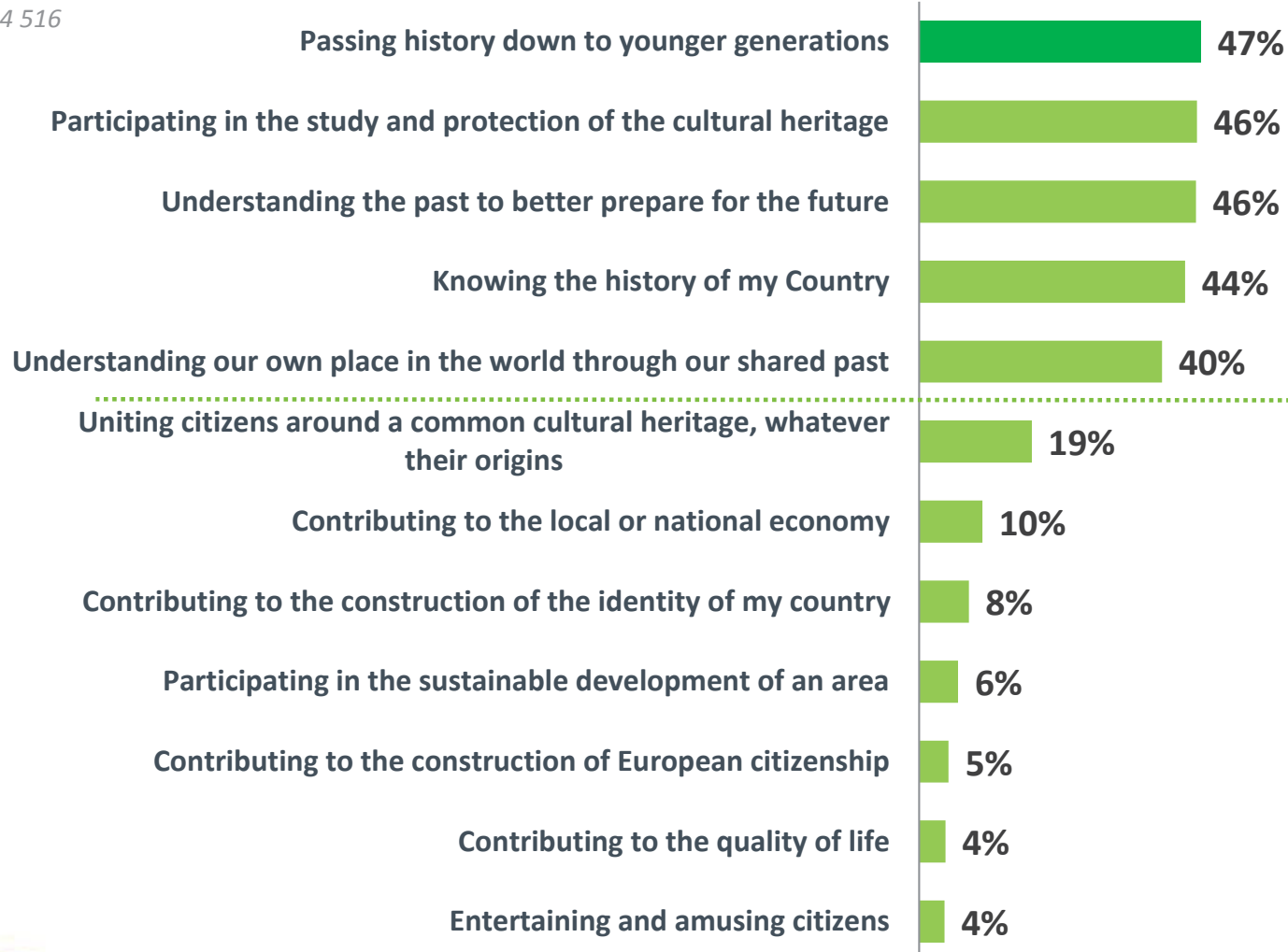
- Multiple responses, total over 100% -



Europeans see archaeology as a means to understand and pass down history, to protect the cultural heritage, much more than as a source of economic development or an anchoring point for national identity.

Q4. Here are a number of roles that could be attributed to archaeology. What are the three main roles of archaeology as you see it? (3 answers maximum)











To all : 4 516



The hierarchy of roles attributed to archaeology is fairly similar from one country to another, although a few specific national characteristics can be observed. Perception of the economic role is thus particularly high in Greece and Italy, weak in other countries except Spain.

Q4. Here are a number of roles that could be attributed to archaeology. What are the three main roles of archaeology as you see it? (3 answers maximum)

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Passing history down to younger generations	47%	48%	50%	46%	44%	45%	43%	44%	43%	56%
Understanding the past to better prepare for the future	46%	43%	51%	57%	35%	53%	36%	40%	42%	55%
Participating in the study and protection of the cultural heritage	46%	47%	51%	61%	50%	44%	35%	47%	51%	26%
Knowing the history of my Country	44%	46%	34%	34%	55%	23%	56%	57%	43%	48%
Understanding our own place in the world through our shared past	40%	45%	42%	32%	26%	38%	49%	30%	49%	50%
Uniting citizens around a common cultural heritage, whatever their origins	19%	14%	28%	19%	21%	25%	9%	16%	17%	19%
Contributing to the local or national economy	10%	9%	5%	4%	21%	24%	8%	7%	13%	3%
Contributing to the construction of the identity of my country	8%	6%	9%	3%	14%	13%	13%	7%	5%	3%
Participating in the sustainable development of an area	6%	7%	5%	7%	9%	9%	3%	6%	6%	5%
Contributing to the construction of European citizenship	5%	3%	3%	4%	5%	9%	8%	5%	4%	3%
Contributing to the quality of life	4%	7%	2%	4%	3%	4%	4%	8%	3%	5%
Entertaining and amusing citizens	4%	5%	2%	5%	3%	2%	5%	9%	4%	3%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q4. Here are a number of roles that could be attributed to archaeology. What are the three main roles of archaeology as you see it? (3 answers maximum)

To all : 4 516

Among the roles attributed to archaeology, 2 were quoted more by older respondents:

- Passing history down to young generations,
- Participating in the study and protection of the cultural heritage

TOTAL YES	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Passing history down to younger generations	47%	46%	47%	39%	39%	47%	51%	49%	46%	47%	10%
Understanding the past to better prepare for the future	46%	46%	46%	42%	41%	46%	46%	50%	47%	44%	4%
Participating in the study and protection of the cultural heritage	46%	46%	46%	39%	40%	43%	49%	50%	45%	43%	5%
Knowing the history of my Country	44%	44%	44%	43%	46%	42%	44%	44%	43%	45%	44%
Understanding our own place in the world through our shared past	40%	38%	42%	35%	36%	40%	42%	42%	43%	40%	6%
Uniting citizens around a common cultural heritage, whatever their origins	19%	17%	20%	17%	18%	17%	20%	19%	20%	17%	9%
Contributing to the local or national economy	10%	11%	9%	12%	12%	11%	9%	9%	11%	9%	48%
Contributing to the construction of the identity of my country	8%	9%	8%	11%	10%	9%	6%	7%	8%	8%	18%
Participating in the sustainable development of an area	6%	6%	7%	9%	7%	7%	5%	6%	7%	6%	47%
Contributing to the construction of European citizenship	5%	5%	4%	8%	6%	5%	4%	4%	4%	5%	38%
Contributing to the quality of life	4%	5%	3%	6%	7%	5%	3%	2%	4%	5%	46%
Entertaining and amusing citizens	4%	5%	3%	7%	6%	6%	2%	2%	5%	4%	4%

- Multiple responses, total over 100% -



For Europeans, responsibility for conducting archaeological research is split between the various players in the public and private domains, with no prominent leader.

Q5. Who do you think conducts archaeological research? (Several answers possible)











To all : 4 516



Universities have a prominent place in the majority of countries. The place of public research institutions was particularly underlined by Polish and German respondents.

Q5. Who do you think conducts archaeological research? (Several answers possible)

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Universities	73%	84%	70%	80%	57%	81%	61%	80%	83%	60%
Public research institutes	66%	62%	75%	80%	40%	60%	56%	83%	69%	73%
Museums	61%	79%	59%	66%	82%	50%	39%	52%	67%	55%
Amateur archaeology associations	55%	78%	59%	44%	30%	51%	63%	64%	58%	53%
Private companies	40%	48%	46%	38%	16%	50%	28%	45%	57%	34%
Don't know	5%	6%	8%	4%	4%	2%	12%	2%	3%	7%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q5. Who do you think conducts archaeological research? (Several answers possible)

To all : 4 516

Private companies are more mentioned by the younger respondents.

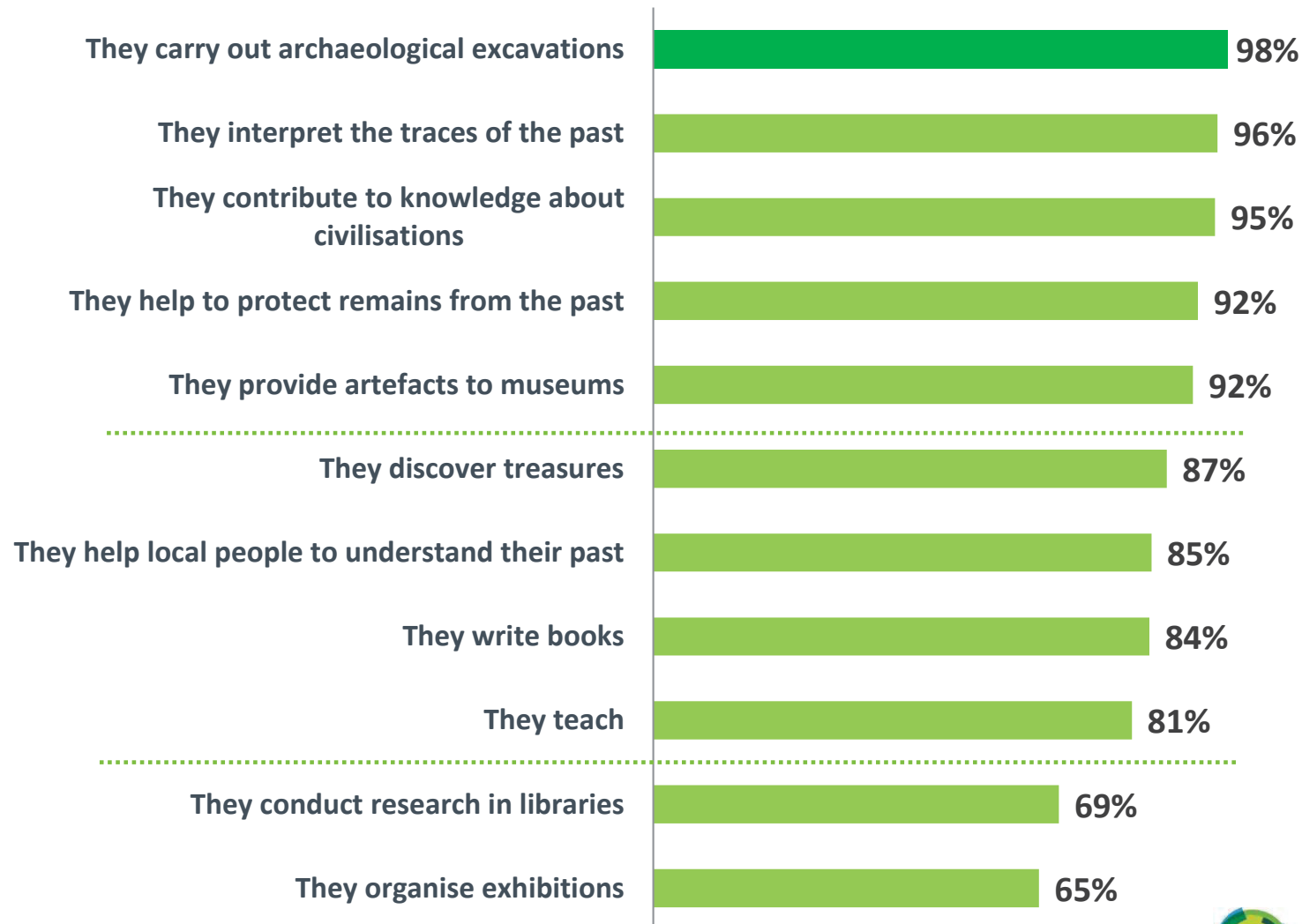
	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Universities	73%	75%	71%	66%	73%	74%	74%	73%	78%	69%	70%
Public research institutes	66%	66%	67%	59%	65%	66%	67%	70%	70%	62%	67%
Museums	61%	62%	60%	54%	60%	64%	63%	60%	65%	59%	59%
Amateur archaeology associations	55%	59%	52%	41%	49%	53%	57%	64%	58%	50%	56%
Private companies	40%	39%	41%	48%	47%	44%	39%	31%	43%	41%	37%
Don't know	5%	5%	6%	9%	6%	5%	5%	4%	3%	8%	5%



Archaeologist, a multi-faceted profession that is hard to define precisely. Conducting research in libraries and organizing exhibitions are less considered as archaeologists' tasks than the other activities.

Q6. What do archaeologists do? (Several answers possible)

To all : 4 516













- Multiple responses, total over 100% -

The way European citizens view an archaeologist's tasks is relatively similar from one country to another, except for the last two, where the approval of the tasks shows high variations.

Q6. What do archaeologists do? (Several answers possible)

To all : 4 516

TOTAL Yes	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
They carry out archaeological excavations	98%	98%	98%	98%	97%	98%	98%	<u>99%</u>	98%	96%
They interpret the traces of the past	96%	97%	97%	97%	94%	97%	94%	97%	96%	92%
They contribute to knowledge about civilisations	95%	96%	<u>97%</u>	92%	93%	<u>97%</u>	96%	<u>97%</u>	<u>98%</u>	91%
They help to protect remains from the past	92%	<u>96%</u>	94%	<u>96%</u>	90%	90%	94%	91%	<u>95%</u>	86%
They provide artefacts to museums	92%	<u>96%</u>	93%	93%	81%	93%	93%	<u>96%</u>	93%	86%
They discover treasures	87%	<u>93%</u>	87%	<u>92%</u>	79%	80%	<u>96%</u>	<u>93%</u>	82%	82%
They help local people to understand their past	85%	<u>92%</u>	87%	83%	80%	71%	85%	86%	<u>95%</u>	83%
They write books	84%	<u>92%</u>	<u>88%</u>	81%	81%	85%	75%	86%	<u>89%</u>	81%
They teach	81%	<u>90%</u>	<u>85%</u>	72%	75%	82%	73%	84%	<u>88%</u>	82%
They conduct research in libraries	69%	<u>82%</u>	<u>79%</u>	67%	61%	69%	57%	59%	<u>75%</u>	71%
They organise exhibitions	65%	<u>82%</u>	<u>72%</u>	50%	52%	53%	63%	69%	<u>79%</u>	<u>70%</u>

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q6. What do archaeologists do? (Several answers possible)

To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
They carry out archaeological excavations	98%	97%	98%	94%	97%	98%	98%	98%	98%	97%	98%
They interpret the traces of the past	96%	96%	96%	91%	95%	96%	97%	97%	97%	95%	96%
They contribute to knowledge about civilisations	95%	95%	96%	91%	94%	96%	97%	96%	96%	95%	94%
They help to protect remains from the past	92%	92%	93%	85%	91%	93%	94%	94%	93%	92%	92%
They provide artefacts to museums	92%	91%	92%	87%	89%	93%	92%	94%	92%	90%	92%
They discover treasures	87%	85%	89%	84%	83%	89%	90%	87%	88%	87%	87%
They help local people to understand their past	85%	85%	84%	79%	82%	87%	87%	85%	87%	83%	83%
They write books	84%	85%	83%	77%	84%	84%	87%	85%	88%	81%	83%
They teach	81%	81%	82%	73%	84%	85%	82%	79%	85%	81%	78%
They conduct research in libraries	69%	69%	68%	66%	71%	71%	70%	66%	72%	69%	66%
They organise exhibitions	65%	67%	64%	55%	64%	69%	66%	67%	66%	66%	65%

- Multiple responses, total over 100% -

1.2 Practices and information sources in relation to archaeology





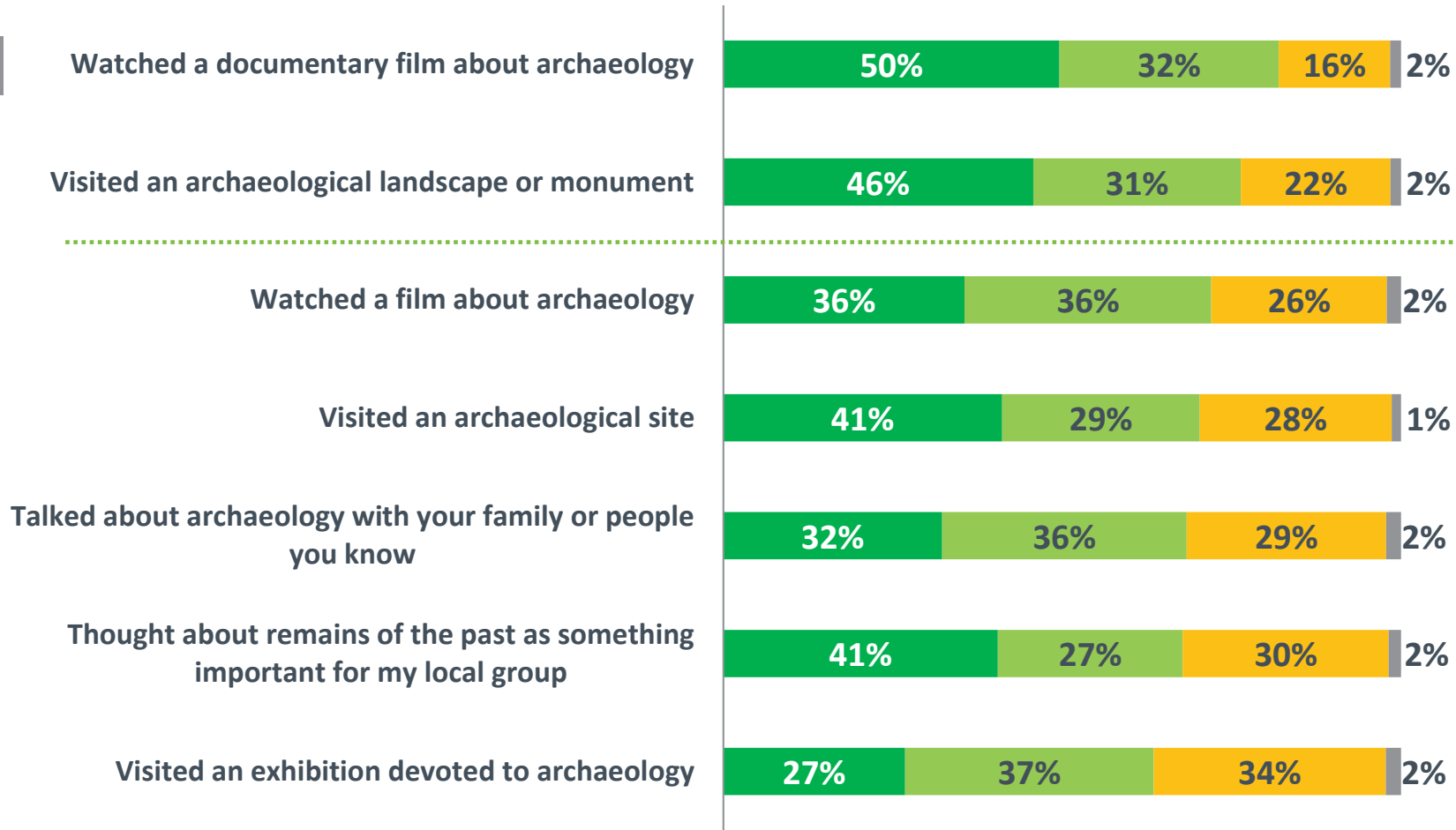
The general public in Europe is very interested in archaeology, a fact supported by widespread practices with, first and foremost, archaeological tourism, along with watching films or reports.

Q7. Have you ever:

To all : 4 516

1/2

Yes
82%
77%
72%
70%
68%
68%
64%



■ Several times ■ Once or twice ■ Never ■ Don't know

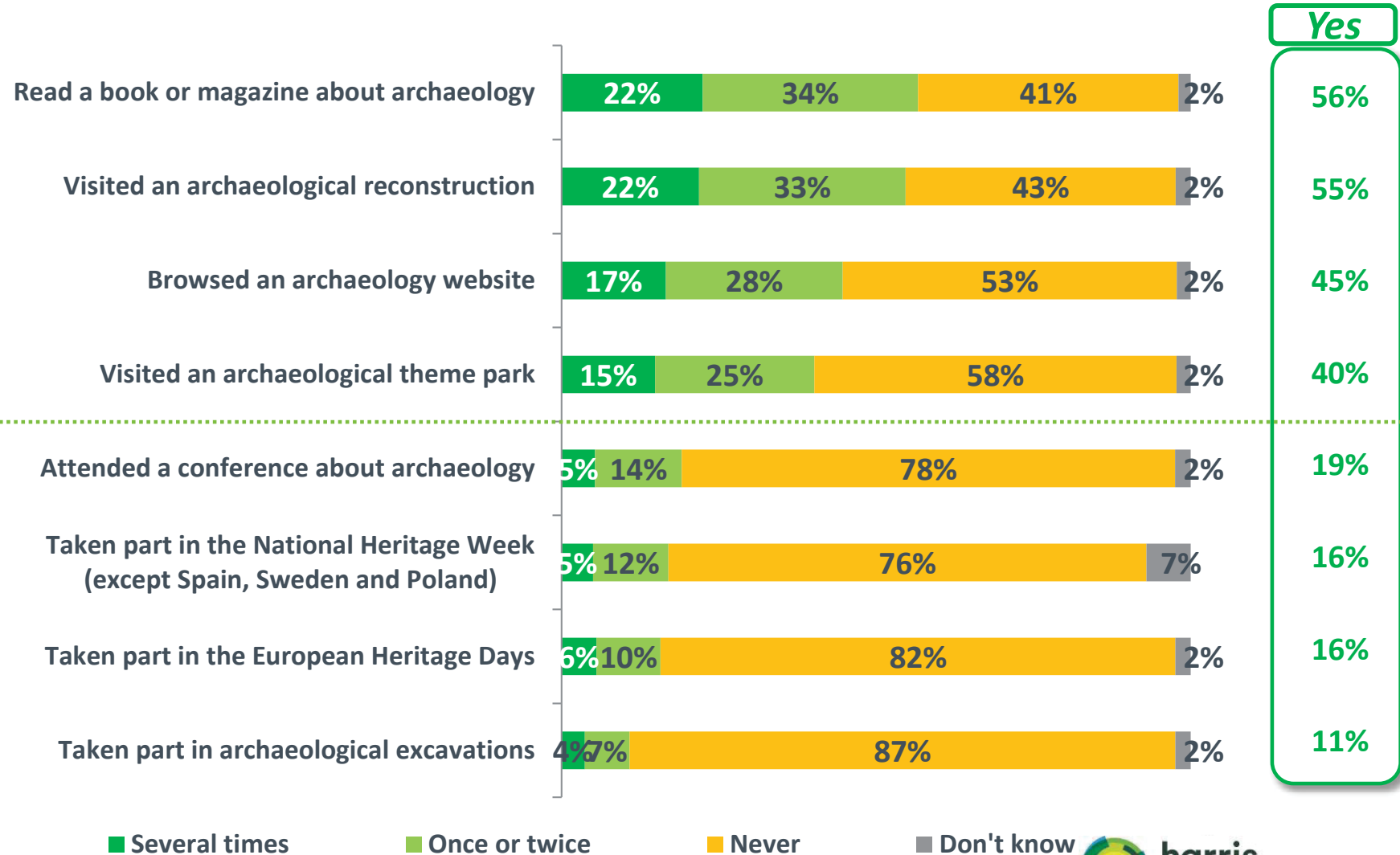


Some activities (taking part in excavations, conferences, special archaeology days), reserved for a more involved/enthusiastic audience, are engaged in more rarely.

Q7. Have you ever:

To all : 4 516

2/2



■ Several times
 ■ Once or twice
 ■ Never
 ■ Don't know





Practices/Activities according to gender, age and socio-professional category

All practices are more widespread among men and within the upper socio-professional categories

	Men	Women
Browsed an archaeology website	<u>50%</u>	40%
Read a book or magazine about archaeology	<u>61%</u>	53%
Visited an archaeological landscape or monument	<u>74%</u>	67%

	SPC+	SPC-	Inactives
Visited an archaeological landscape or monument	<u>82%</u>	68%	77%
Visited an archaeological site	<u>76%</u>	63%	70%
Talked about archaeology with your family or people you know	<u>75%</u>	62%	66%
Visited an archaeological reconstruction	<u>61%</u>	49%	53%

Older respondents also claimed to have done most of the proposed activities more often, with the exception of excavations and taking part in national archaeology days, activities that are more widespread among younger people.

	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and +
Visited an archaeological landscape or monument	61%	64%	72%	72%	<u>75%</u>
Watched a documentary film about archaeology	73%	77%	82%	<u>86%</u>	<u>85%</u>
Visited an archaeological landscape or monument	68%	72%	77%	78%	<u>80%</u>











	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and +
Taken part in the National Heritage Week	<u>21%</u>	<u>21%</u>	<u>18%</u>	13%	12%
Taken part in archaeological excavations	<u>18%</u>	<u>16%</u>	11%	<u>9%</u>	7%

European citizens engage with Archaeology in a variety of ways.

Q7. Have you ever:

To all : 4 516

1/2











TOTAL Yes	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Watched a documentary film about archaeology	82%	78%	78%	81%	91%	91%	68%	87%	86%	78%
Visited an archaeological landscape or monument	77%	69%	77%	65%	96%	92%	58%	73%	89%	67%
Watched a film about archaeology	72%	61%	60%	78%	80%	74%	56%	89%	81%	70%
Visited an archaeological site	70%	59%	73%	69%	95%	88%	53%	49%	79%	67%
Talked about archaeology with your family or people you know	68%	61%	66%	68%	83%	79%	52%	68%	74%	64%
Thought about remains of the past as something important for my local group	68%	38%	71%	56%	83%	77%	52%	82%	84%	68%
Visited an exhibition devoted to archaeology	64%	52%	58%	62%	58%	77%	54%	72%	80%	59%

Greece, Italy, Spain and Poland show quite high interest in practices which get only little attention by other nation, while particularly high frequentation of European Heritage days can be see among the French and particularly low in other countries except Italy.

Q7. Have you ever:

To all : 4 516

2/2

TOTAL Yes	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Read a book or magazine about archaeology	56%	43%	49%	53%	71%	63%	42%	68%	65%	55%
Visited an archaeological reconstruction	55%	45%	55%	55%	43%	68%	44%	61%	73%	50%
Browsed an archaeology website	45%	32%	31%	31%	77%	50%	30%	61%	49%	39%
Visited an archaeological theme park	40%	17%	33%	17%	54%	63%	39%	71%	40%	29%
Attended a conference about archaeology	19%	9%	21%	6%	38%	28%	8%	13%	37%	11%
Taken part in the European Heritage Days	16%	11%	41%	5%	14%	23%	10%	16%	10%	12%
Taken part in the National Heritage Week <i>(except for Spain, Sweden and Poland)</i>	16%	12%	11%	29%	27%	20%	10%	-	-	-
Taken part in archaeological excavations	11%	11%	9%	8%	10%	12%	8%	14%	12%	13%



Differences according to socio-demographic profile

Q7. Have you ever:

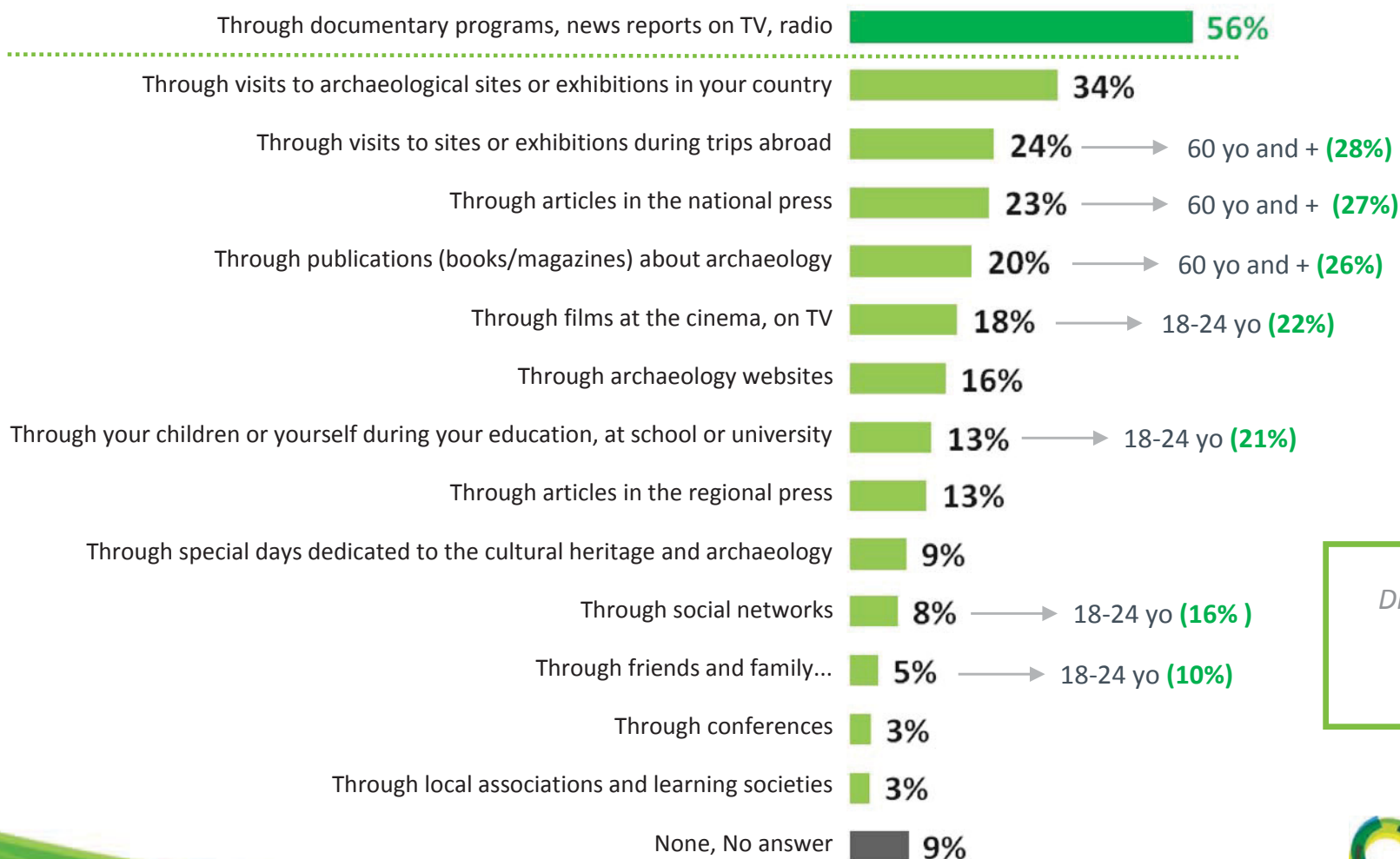
TOTAL YES	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Watched a documentary film about archaeology	82%	85%	79%	73%	77%	82%	86%	85%	85%	78%	82%
Visited an archaeological landscape or monument	77%	79%	74%	68%	72%	77%	78%	80%	82%	68%	77%
Watched a film about archaeology	72%	75%	69%	66%	69%	71%	77%	73%	76%	68%	71%
Visited an archaeological site	70%	74%	67%	61%	64%	72%	72%	75%	76%	63%	70%
Talked about archaeology with your family or people you know	68%	69%	68%	66%	65%	66%	72%	69%	75%	62%	66%
Thought about remains of the past as something important for my local group	68%	70%	66%	62%	67%	66%	69%	70%	72%	62%	68%
Visited an exhibition devoted to archaeology	64%	66%	61%	55%	60%	65%	66%	66%	69%	59%	61%
Read a book or magazine about archaeology	56%	61%	53%	49%	52%	54%	60%	61%	61%	50%	57%
Visited an archaeological reconstruction	55%	57%	52%	47%	51%	56%	55%	59%	61%	49%	53%
Browsed an archaeology website	45%	50%	40%	43%	44%	44%	44%	46%	49%	40%	44%
Visited an archaeological theme park	40%	42%	39%	40%	41%	41%	41%	39%	44%	36%	40%
Attended a conference about archaeology	19%	21%	17%	20%	20%	19%	16%	21%	21%	15%	20%
Taken part in the National Heritage Week <i>(except for Spain, Sweden and Poland)</i>	16%	17%	15%	15%	15%	17%	15%	17%	18%	15%	15%
Taken part in the European Heritage Days	16%	16%	16%	21%	21%	18%	13%	12%	18%	15%	14%
Taken part in archaeological excavations	11%	12%	10%	18%	16%	11%	9%	7%	12%	12%	9%



TV and radio reports, along with tourist visits, both in their own country and abroad, are the main sources of information on archaeology.

Q8. How are you informed about archaeology and the archaeological heritage? (3 answers maximum)

To all : 4 516













Differences in information sources are logically generational.

A few specific national characteristics can be observed: the Greeks get informed more through “local” visits, but also over the Internet. Polish people are informed more via films, programmes or documentaries.

Q8. How are you informed about archaeology and the archaeological heritage? (3 answers maximum)

To all : 4 516

1/2

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Through documentary programs, news reports on TV, radio	56%	59%	<u>60%</u>	58%	<u>60%</u>	57%	46%	54%	55%	55%
Through visits to archaeological sites or exhibitions in your country	34%	33%	38%	30%	<u>53%</u>	<u>47%</u>	23%	<u>14%</u>	<u>38%</u>	29%
Through visits to sites or exhibitions during trips abroad	24%	22%	<u>31%</u>	<u>31%</u>	24%	<u>37%</u>	12%	10%	22%	23%
Through articles in the national press	23%	<u>26%</u>	22%	19%	24%	16%	<u>32%</u>	23%	22%	21%
Through publications (books/magazines) about archaeology	20%	12%	15%	22%	21%	18%	19%	<u>28%</u>	21%	23%
Through films at the cinema, on TV	18%	20%	17%	20%	12%	12%	10%	<u>34%</u>	15%	18%
Through archaeology websites	16%	11%	10%	7%	<u>31%</u>	12%	13%	<u>26%</u>	14%	17%











- Multiple responses, total over 100% -

National heritage and archaeology days play an important informative role for the French and Italians. In the Netherlands, citizens get informed more via the local media.

Q8. How are you informed about archaeology and the archaeological heritage? (3 answers maximum)

To all : 4 516

2/2

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Through your children or yourself during your education, at school or university	13%	12%	11%	5%	8%	<u>21%</u>	7%	<u>24%</u>	<u>19%</u>	13%
Through articles in the regional press	13%	9%	13%	<u>17%</u>	6%	6%	29%	10%	10%	13%
Through special days dedicated to the cultural heritage and archaeology	9%	6%	<u>19%</u>	2%	7%	<u>17%</u>	8%	8%	9%	7%
Through social networks	8%	4%	1%	6%	<u>20%</u>	5%	6%	6%	<u>10%</u>	<u>11%</u>
Through friends and family...	5%	<u>7%</u>	4%	<u>7%</u>	5%	2%	6%	4%	4%	3%
Through conferences	3%	2%	<u>7%</u>	2%	<u>5%</u>	5%	1%	2%	<u>6%</u>	1%
Through local associations and learning societies	3%	4%	3%	2%	1%	<u>5%</u>	4%	5%	3%	3%
None, No answer	9%	<u>13%</u>	10%	<u>14%</u>	2%	7%	<u>16%</u>	5%	8%	11%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q8. How are you informed about archaeology and the archaeological heritage? (3 answers maximum)

To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Through documentary programmes, news reports on TV, radio	56%	56%	56%	44%	53%	54%	61%	59%	57%	55%	56%
Through visits to archaeological sites or exhibitions in the United Kingdom	34%	33%	35%	24%	27%	34%	38%	38%	40%	27%	33%
Through visits to sites or exhibitions during trips abroad	24%	23%	25%	17%	20%	23%	24%	28%	27%	19%	24%
Through articles in the national press	23%	25%	21%	18%	19%	23%	22%	27%	24%	22%	23%
Through publications (books/magazines) about archaeology	20%	22%	18%	14%	15%	15%	22%	26%	20%	16%	22%
Through films at the cinema, on TV	18%	18%	17%	22%	19%	16%	17%	16%	16%	19%	18%
Through archaeology websites	16%	17%	14%	13%	14%	13%	18%	18%	15%	15%	17%
Through your children or yourself during your education, at school or university	13%	12%	15%	21%	15%	15%	13%	9%	15%	12%	13%
Through articles in the regional press	13%	14%	11%	8%	10%	13%	13%	15%	13%	14%	11%
Through special days dedicated to the cultural heritage and archaeology	9%	8%	10%	7%	8%	8%	10%	11%	9%	8%	10%
Through social networks	8%	8%		16%	11%	9%	6%	4%	7%	9%	8%
Through friends and family...	5%	4%	5%	10%	8%	4%	3%	3%	4%	6%	4%
Through conferences	3%	4%	3%	3%	4%	2%	3%	4%	4%	3%	3%
Through local associations and learning societies	3%	3%	3%	2%	4%	3%	3%	4%	3%	3%	3%
None, No answers	9%	9%	10%	15%	14%	12%	7%	6%	7%	13%	9%

- Multiple responses, total over 100% -

1.3 Interest in the field and level of knowledge of the principal archaeological sites worldwide

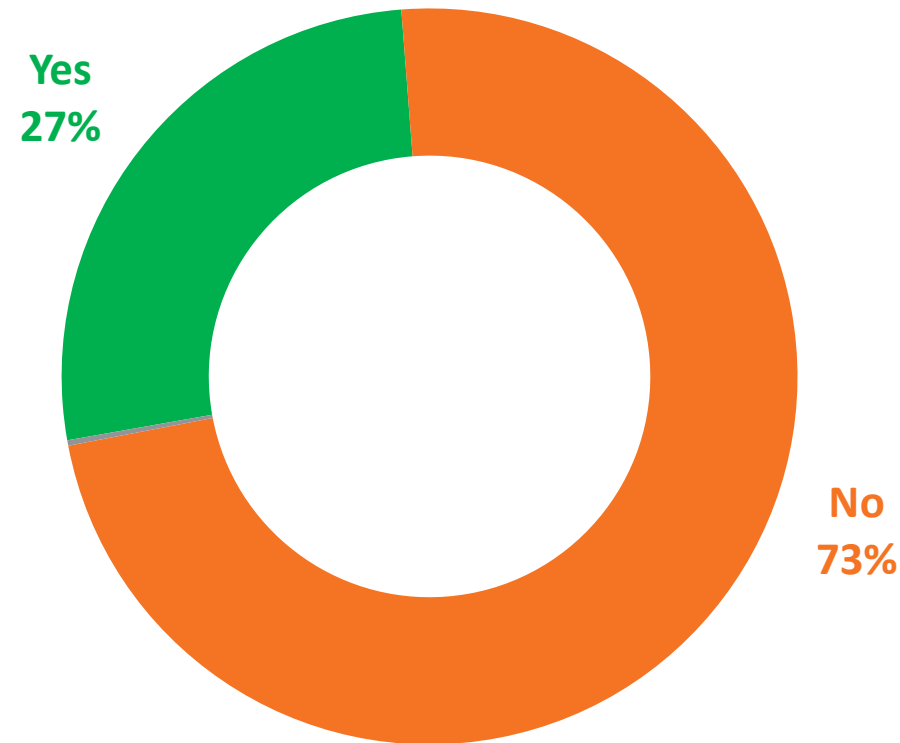




To illustrate the interest shown in archaeology, more than one quarter of Europeans (27%) claim to have already wanted to study archaeology. This desire is particularly obvious among young people, underlining current interest in the subject.

Q9. Have you ever wanted to study archaeology?











To all : 4 516



A desire that is more widespread in France (38%) and Sweden (34%) and less in Germany (15%) and the Netherlands (14%).

Q9. Have you ever wanted to study archaeology?

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Yes	27%	29%	38%	15%	28%	28%	14%	25%	28%	34%
No	73%	71%	61%	85%	72%	72%	86%	74%	72%	66%
None, No answer	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%



Differences according to socio-demographic profile

Q9. Have you ever wanted to study archaeology?

To all : 4 516

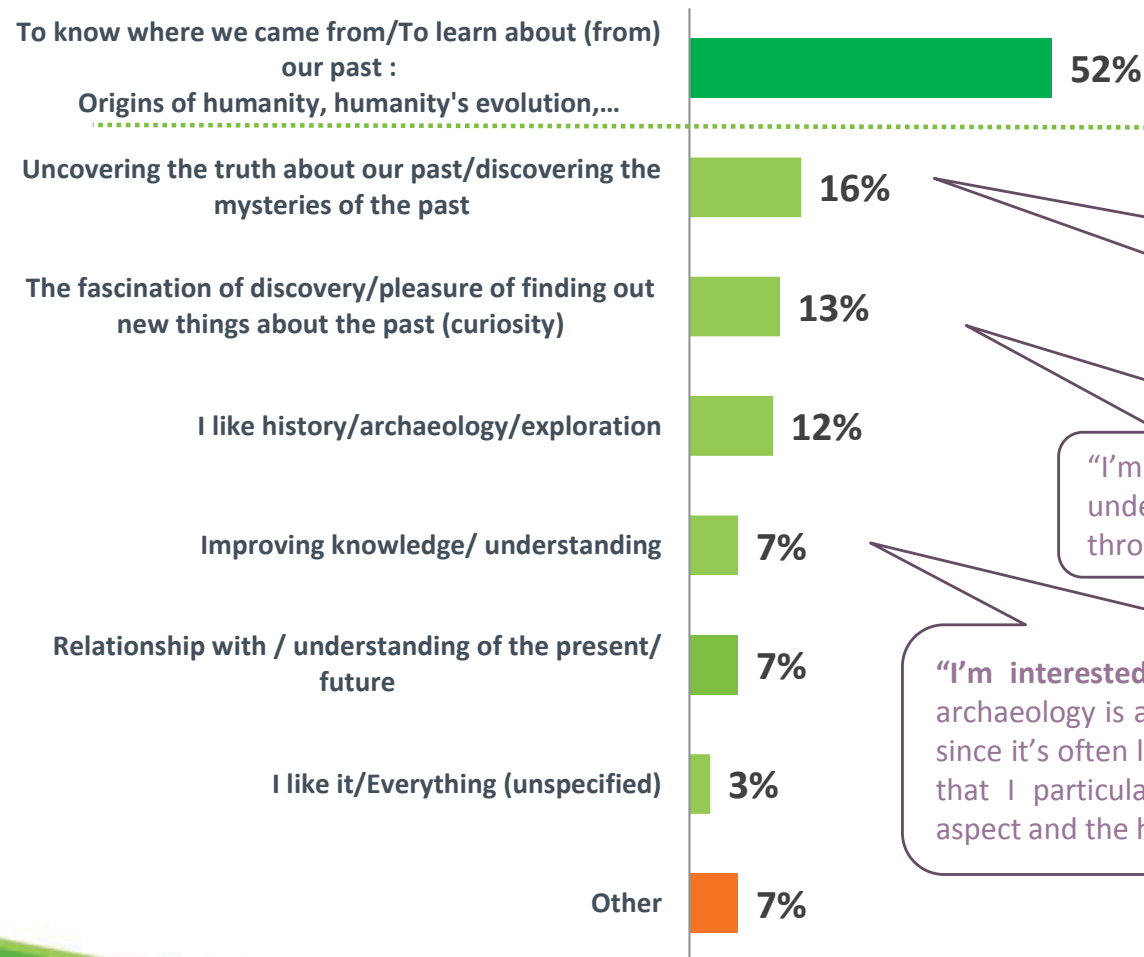
	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Yes	27%	24%	29%	34%	29%	30%	26%	22%	27%	27%	26%
No	73%	76%	71%	66%	71%	70%	74%	78%	73%	73%	74%



Curiosity about ancient civilisations and the evolution of humankind are confirmed as being the main drivers of the general public's interest in archaeology.

Q10. In one of the previous questions, you mentioned you had learned about archaeology in some way. What do you find interesting about archaeology? (Open-ended question with spontaneous answer)

To those who have interacted with archaeology in some way



“Knowledge of the past, of civilisations that existed and disappeared, their culture, their way of life, the traces they left behind through works that have survived, the techniques they mastered...”

“The discovery of relics of the past and particularly the way our ancestors lived.”

“I’m curious about history, I want to understand how mankind has operated through history”

“I’m interested in anything relating to history, archaeology is a facet that’s even more interesting since it’s often linked to a period of ancient history that I particularly like. I like the treasure hunt aspect and the high level of scientific rigour.”



Differences according to socio-demographic profile

Q10. In one of the previous questions, you mentioned you had learned about archaeology in some way. What do you find interesting about archaeology? (Open-ended question with spontaneous answer)

To those who have interacted with archaeology in some way

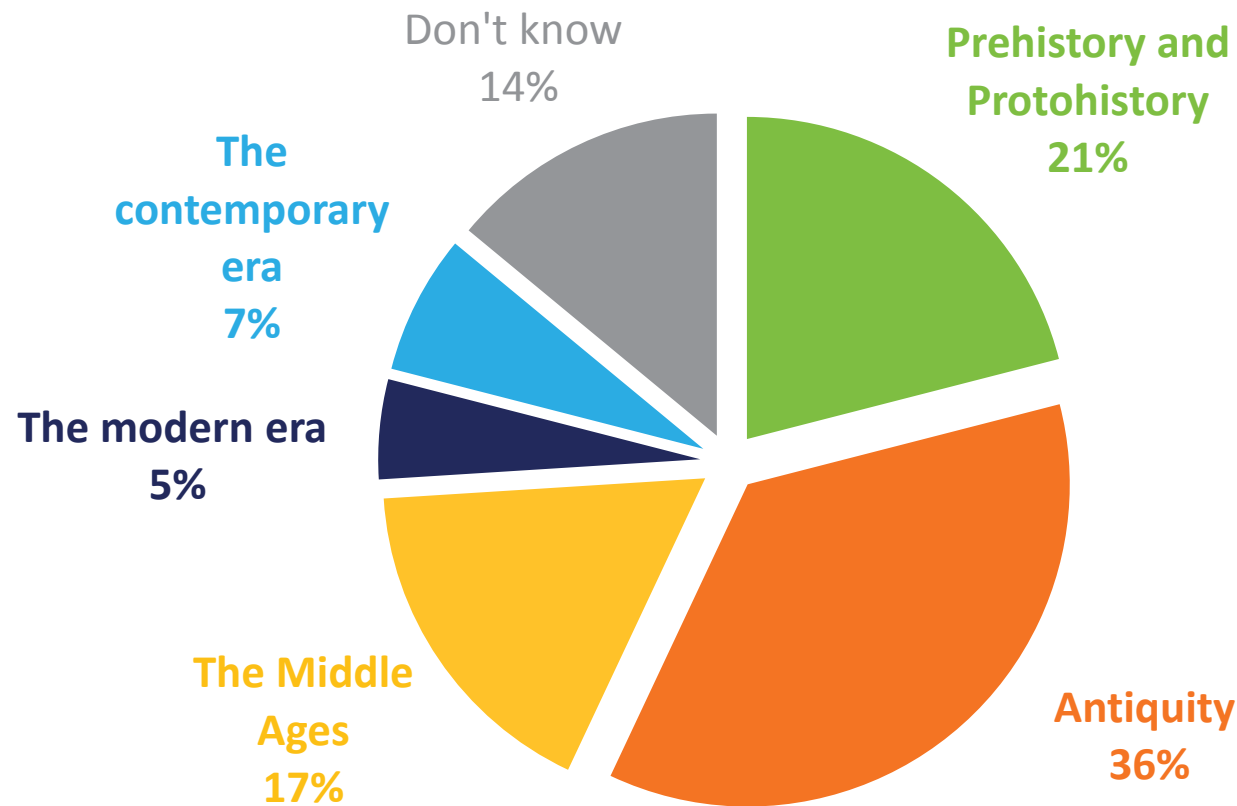
	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
To know where we came from/To learn about (from) our past : Origins of humanity, humanity's evolution, civilisations, etc.	52%	57%	47%	53%	46%	51%	51%	55%	48%	56%	53%
Uncovering the truth about our past/discovering the mysteries of the past	16%	14%	18%	21%	21%	19%	13%	14%	17%	15%	16%
The fascination of discovery/pleasure of finding out new things about the past (curiosity)	13%	10%	17%	18%	22%	14%	11%	11%	15%	12%	13%
I like history/archaeology/exploration	12%	8%	15%	12%	14%	10%	13%	10%	7%	12%	15%
Improving knowledge/ understanding	7%	7%	7%	9%	12%	4%	6%	8%	4%	7%	10%
Relationship with / understanding of the present/ future	7%	7%	7%	3%	9%	3%	8%	8%	10%	7%	5%
I like it/Everything (unspecified)	3%	3%	3%			3%	4%	3%	3%	1%	4%
Other	7%	5%	8%	6%	5%	7%	9%	6%	10%	7%	4%



Antiquity, ahead of Prehistory and then the Middle Ages, are the 3 periods that interest Europeans most.

Q11. If you were going to visit an archaeological site or exhibition in your country, would your priority be to visit a site or an exhibition devoted to...

Total (Except Sweden) : 4 016













The calculation of these results was based on 8 countries since the "Antiquity" item was not presented to the Swedes.

Antiquity is by far the favourite period of Greeks and Italians.

Q11. If you were going to visit an archaeological site or exhibition in your country, would your priority be to visit a site or an exhibition devoted to...

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SUE
Antiquity	36%	25%	37%	32%	60%	54%	22%	28%	32%	-
Prehistory and Protohistory	21%	14%	18%	24%	22%	14%	21%	25%	28%	31%
The Middle Ages	17%	20%	15%	17%	9%	14%	19%	23%	18%	26%
The modern era	5%	8%	7%	4%	2%	7%	5%	4%	6%	9%
The contemporary era	7%	9%	7%	7%	3%	6%	8%	10%	5%	7%
Don't know	14%	24%	16%	16%	4%	5%	25%	10%	12%	28%



Differences according to socio-demographic profile

Q11. If you were going to visit an archaeological site or exhibition in your country, would your priority be to visit a site or an exhibition devoted to...

To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Prehistory and Protohistory	21%	21%	21%	19%	22%	19%	20%	23%	20%	21%	22%
Antiquity	36%	37%	35%	34%	34%	35%	39%	36%	40%	30%	36%
The Middle Ages	17%	19%	15%	17%	17%	18%	15%	18%	17%	16%	17%
The modern era	5%	4%	6%	8%	4%	5%	5%	4%	5%	5%	5%
The contemporary era	7%	7%	7%	10%	7%	8%	7%	5%	8%	7%	6%
Don't know	14%	12%	16%	12%	15%	15%	14%	13%	11%	19%	14%



Overall, the major archaeological sites are well-known to the general public. With awareness levels close to 90%, the Giza pyramids, the Acropolis and Pompeii are the three best-known sites; the Acropolis is the site most widely visited.

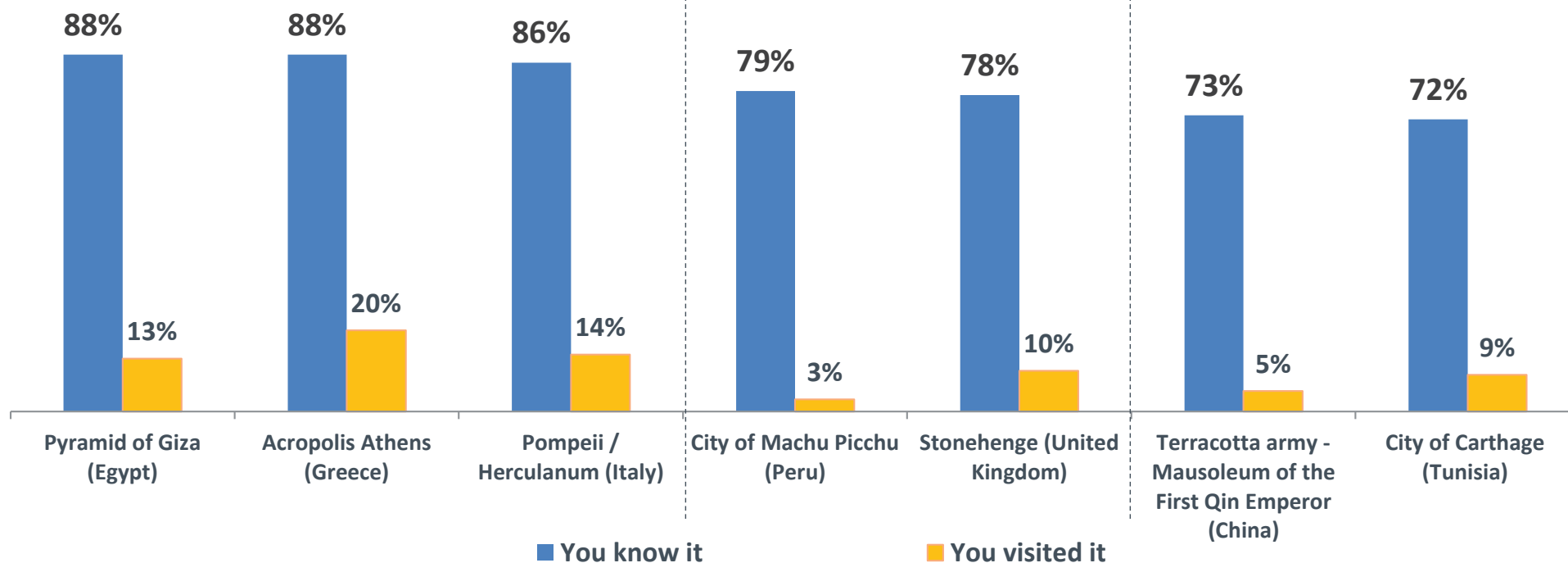
Q12. Here are some archaeological sites or museums in other countries, for each one would you say...

- Not heard about it before
- You know it but don't particularly want to visit it
- You know it, and you would like to visit it
- You've already visited it

*Item "Acropolis Athens" not mentioned to Greeks
 Item "Pompeii" not mentioned to Italians
 Item "Stonehenge" not mentioned to UK citizens
 Item "Cave Altamira" not mentioned to Spaniards*

To all : 4 516

1/2





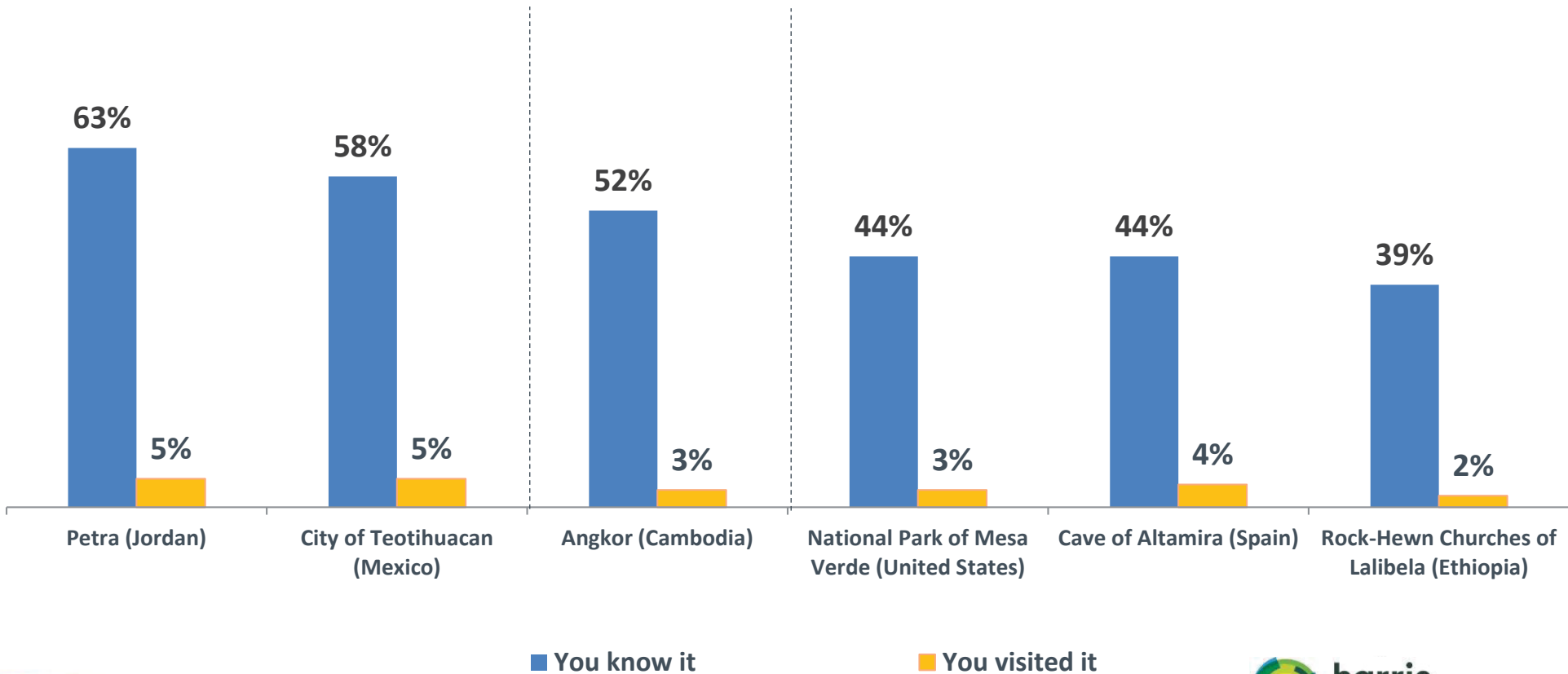
With significant awareness levels among 4 out of 10 Europeans, the Mesa Verde national park, the Rock-hewn churches of Lalibela and the Altamira cave are lesser known sites.

Q12. Here are some archaeological sites or museums in other countries, for each one would you say...

To all : 4 516

Item "Cave of Altamira" not mentioned to Spaniards

2/2

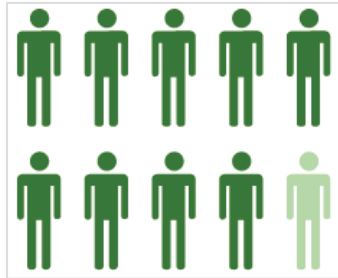




Recap: level of knowledge of international archaeological sites

1/2

9 out of 10
Europeans



Know it



Giza



Acropolis



Pompeii

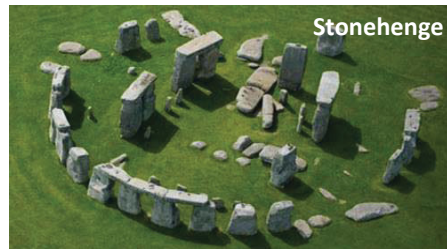
8 out of 10
Europeans



Know it



Machu Picchu



Stonehenge

7 out of 10
Europeans



Know it



Carthage



Qin Mausoleum



Recap: level of knowledge of international archaeological sites

2/2

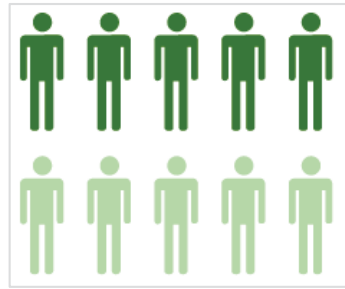
6 out of 10
Europeans



Know it



5 out of 10
Europeans



Know it



4 out of 10
Europeans













Know it



The level of knowledge of the different sites is partly correlated to the respondents' geographic and cultural proximity to those sites. Generally speaking, the Spanish and Italians are the most knowledgeable.

Q12. Here are some archaeological sites or museums in other countries, for each one would you say...











To all : 4 516

TOTAL Know it	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Pyramid of Giza (Egypt)	88%	89%	83%	92%	93%	96%	78%	88%	94%	81%
Acropolis Athens (Greece)	88%	85%	86%	91%	-	96%	82%	86%	94%	89%
Pompeii / Herculenum (Italy)	86%	88%	83%	87%	88%	-	80%	84%	90%	85%
City of Machu Picchu (Peru)	79%	77%	79%	77%	80%	93%	64%	75%	94%	77%
Stonehenge (United Kingdom)	78%	-	60%	85%	80%	89%	79%	70%	78%	85%
Terracotta army - Mausoleum of the First Qin Emperor (China)	73%	80%	62%	77%	73%	84%	58%	64%	84%	77%
City of Carthage (Tunisia)	72%	64%	70%	75%	70%	92%	54%	75%	84%	67%
Petra (Jordan)	63%	65%	61%	53%	57%	80%	54%	50%	86%	59%
City of Teotihuacan (Mexico)	58%	42%	56%	59%	58%	70%	44%	58%	80%	51%
Angkor (Cambodia)	52%	47%	70%	56%	39%	53%	40%	49%	58%	59%
National Park of Mesa Verde (United States)	44%	36%	31%	45%	38%	57%	35%	51%	56%	43%
Cave of Altamira (Spain)	44%	34%	34%	50%	42%	59%	37%	51%	-	48%
Rock-Hewn Churches of Lalibela (Ethiopia)	39%	30%	29%	45%	41%	41%	30%	47%	58%	32%

The proportion of visitors to the various sites is fairly similar from one country to another. The Greeks have visited fewer sites than the other Europeans.

Q12. Here are some archaeological sites or museums in other countries, for each one would you say...











To all : 4 516

Total Visited it	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Acropolis Athens (Greece)	20%	18%	19%	20%	-	30%	17%	14%	19%	21%
Pompeii / Herculaneum (Italy)	14%	18%	16%	16%	13%	-	11%	10%	20%	13%
Pyramid of Giza (Egypt)	13%	12%	13%	17%	11%	19%	11%	11%	13%	9%
Stonehenge (United Kingdom)	10%	-	7%	13%	5%	13%	12%	7%	10%	13%
City of Carthage (Tunisia)	9%	7%	14%	11%	2%	11%	7%	6%	16%	7%
City of Teotihuacan (Mexico)	5%	4%	5%	4%	1%	7%	5%	3%	10%	4%
Terracotta army - Mausoleum of the First Qin Emperor (China)	5%	5%	4%	7%	1%	4%	6%	4%	6%	6%
Petra (Jordan)	5%	5%	5%	3%	1%	8%	5%	4%	7%	4%
Cave of Altamira (Spain)	4%	3%	2%	6%	2%	5%	4%	4%	-	3%
City of Machu Picchu (Peru)	3%	4%	3%	3%	1%	4%	5%	2%	6%	4%
National Park of Mesa Verde (United States)	3%	4%	3%	4%	1%	3%	4%	3%	3%	3%
Angkor (Cambodia)	3%	4%	4%	3%	0%	2%	4%	3%	4%	3%
Rock-Hewn Churches of Lalibela (Ethiopia)	2%	3%	1%	1%	3%	2%	1%	3%	3%	3%

The Dutch are apparently the least interested in visiting the different archaeological sites proposed.

Q12. Here are some archaeological sites or museums in other countries, for each one would you say... You know it but don't particularly want to visit it.

To all : 4 516

Don't want to visit it	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
City of Carthage (Tunisia)	18%	18%	15%	19%	12%	21%	26%	20%	12%	16%
Terracotta army - Mausoleum of the First Qin Emperor (China)	16%	22%	15%	19%	10%	16%	25%	16%	13%	13%
Pyramid of Giza (Egypt)	16%	22%	15%	17%	6%	10%	29%	18%	11%	13%
City of Machu Picchu (Peru)	16%	19%	13%	17%	10%	16%	26%	17%	10%	12%
Stonehenge (United Kingdom)	15%	-	8%	15%	14%	14%	29%	16%	11%	15%
Acropolis Athens (Greece)	15%	15%	14%	16%	-	10%	30%	15%	8%	11%
Pompeii / Herculaneum (Italy)	15%	17%	11%	15%	6%	-	30%	17%	9%	12%
Angkor (Cambodia)	14%	12%	14%	16%	10%	16%	17%	15%	14%	13%
Petra (Jordan)	13%	16%	10%	13%	9%	13%	19%	13%	11%	11%
Rock-Hewn Churches of Lalibela (Ethiopia)	12%	11%	7%	14%	13%	14%	13%	12%	13%	8%
City of Teotihuacan (Mexico)	12%	10%	7%	14%	8%	15%	19%	14%	11%	7%
National Park of Mesa Verde (United States)	11%	10%	5%	10%	8%	15%	16%	14%	12%	9%
Cave of Altamira (Spain)	10%	7%	8%	10%	6%	15%	16%	10%	-	8%

1.4 Image of, attachment to and commitment to archaeology

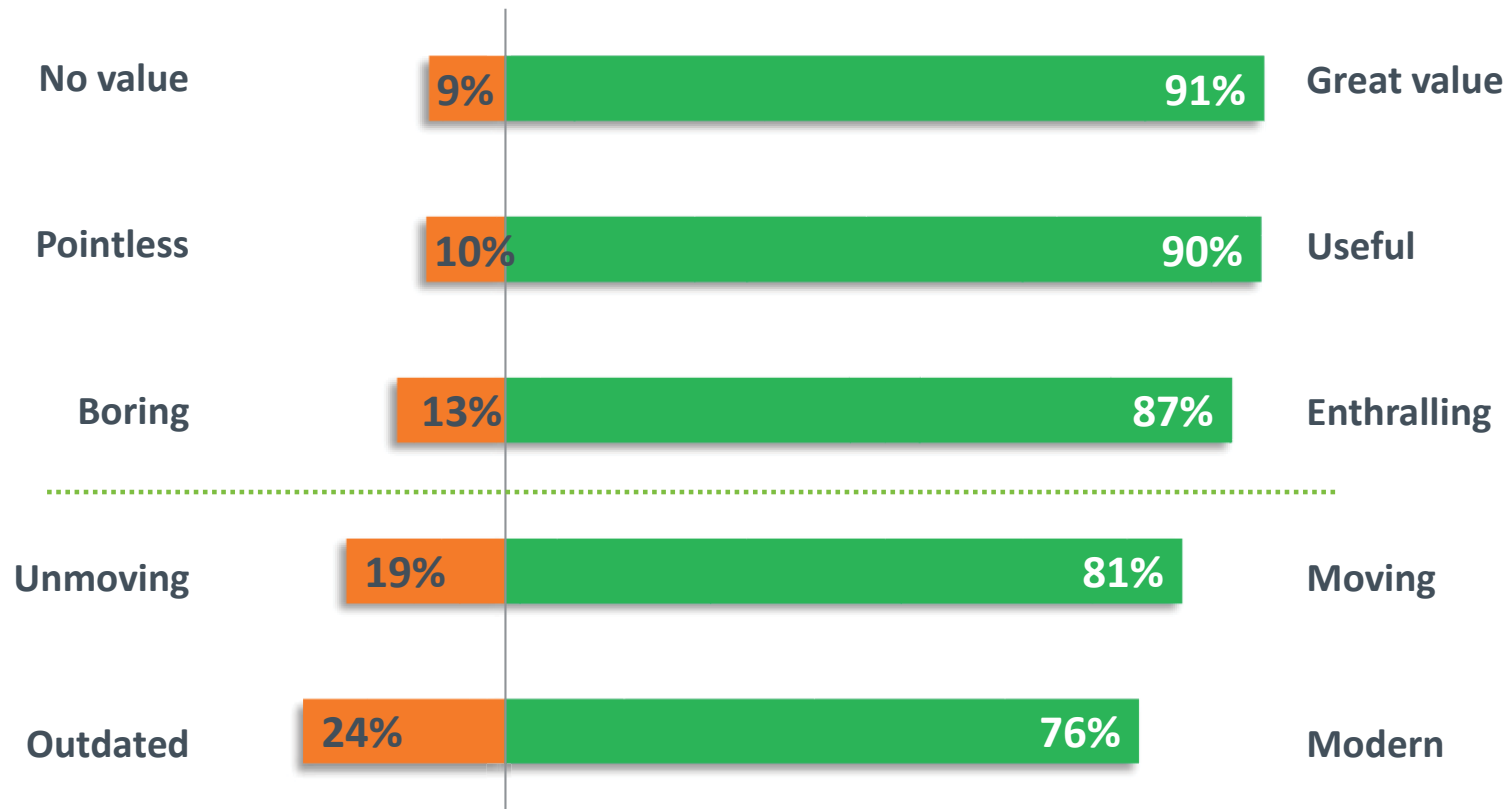




Europeans have a positive image of archaeology, primarily characterised by very concrete attributes in terms of value and usefulness.

Q13. Which of the following adjectives correspond to the image you have of archaeology?

To all : 3817



Scores close to 10
Negative judgment

Scores close to 1
Positive judgment











■ Total 6 to 10

■ Total 1 to 5

Over 90% of European citizens view Archaeology as "useful" or of "great value".

Q13. Which of the following adjectives correspond to the image you have of archaeology?

To all : 3817

Total 1 to 5	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Great value	91%	83%	91%	93%	<u>96%</u>	93%	89%	92%	92%	91%
Useful	90%	83%	89%	<u>93%</u>	<u>95%</u>	91%	89%	92%	92%	90%
Enthralling	87%	79%	84%	<u>90%</u>	<u>92%</u>	<u>90%</u>	83%	<u>91%</u>	88%	86%
Moving	81%	77%	81%	82%	<u>87%</u>	68%	<u>90%</u>	75%	<u>88%</u>	81%
Modern	76%	74%	<u>81%</u>	<u>81%</u>	<u>84%</u>	79%	61%	74%	<u>82%</u>	69%



Differences according to socio-demographic profile

Q13. Which of the following adjectives correspond to the image you have of archaeology?

To all : 3817

Total 1 to 5	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Great value	91%	90%	91%	86%	89%	91%	92%	93%	91%	90%	91%
Useful	90%	89%	92%	85%	88%	90%	91%	93%	91%	89%	92%
Enthralling	87%	87%	87%	77%	86%	86%	90%	90%	87%	86%	88%
Moving	81%	79%	83%	69%	78%	80%	85%	84%	82%	81%	81%
Modern	76%	76%	76%	63%	68%	75%	80%	82%	74%	73%	79%

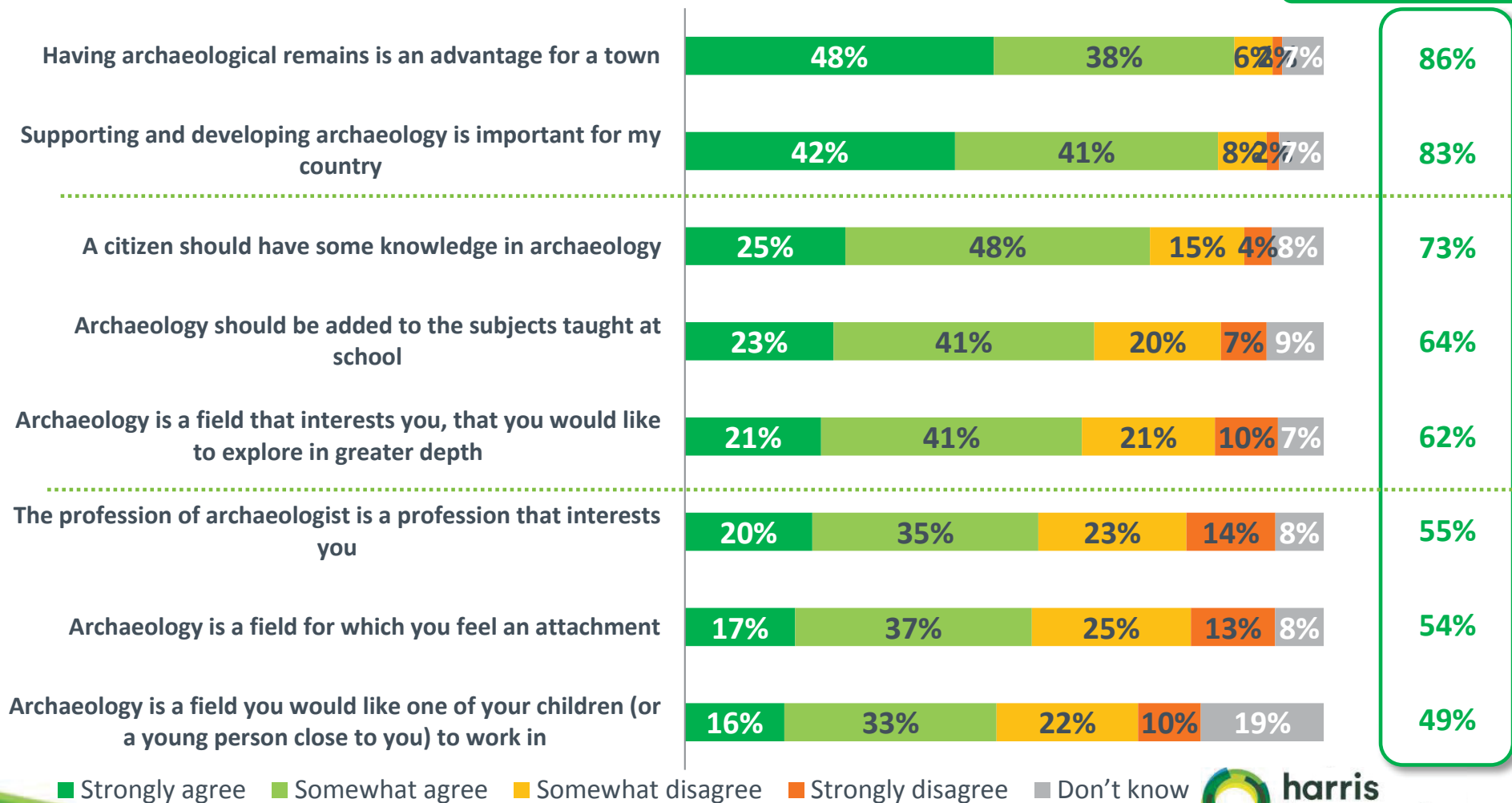


The value of archaeology is broadly recognised, more than 8 out of 10 Europeans underlined its importance on a regional and national level. Archaeological knowledge is also highly valued.

Q14. Personally, would you say that...

To all : 4 516

TOTAL Agree













■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know



*The Italians and Greeks show a particularly strong attachment to archaeology.
The Dutch are lagging behind.*

Q14. Personally, would you say that...

To all : 4 516

TOTAL Agree	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Having archaeological remains is an advantage for a town	86%	84%	85%	84%	<u>93%</u>	<u>93%</u>	76%	<u>90%</u>	87%	81%
Supporting and developing archaeology is important for my country	83%	81%	81%	82%	<u>95%</u>	<u>94%</u>	73%	82%	85%	77%
A citizen should have some knowledge in archaeology	73%	73%	61%	75%	<u>88%</u>	<u>84%</u>	60%	<u>81%</u>	70%	63%
Archaeology should be added to the subjects taught at school	64%	63%	56%	61%	<u>85%</u>	<u>80%</u>	43%	48%	<u>73%</u>	68%
Archaeology is a field that interests you, that you would like to explore in greater depth	62%	53%	58%	<u>72%</u>	<u>69%</u>	<u>74%</u>	45%	<u>68%</u>	63%	56%
The profession of archaeologist is a profession that interests you	55%	46%	51%	51%	56%	<u>76%</u>	51%	55%	55%	56%
Archaeology is a field for which you feel an attachment	54%	51%	<u>63%</u>	57%	<u>62%</u>	<u>59%</u>	44%	41%	50%	<u>62%</u>
Archaeology is a field you would like one of your children (or a young person close to you) to work in	49%	42%	47%	46%	<u>59%</u>	<u>59%</u>	40%	42%	50%	<u>53%</u>



Differences according to socio-demographic profile

Q14. Personally, would you say that...

To all : 4 516

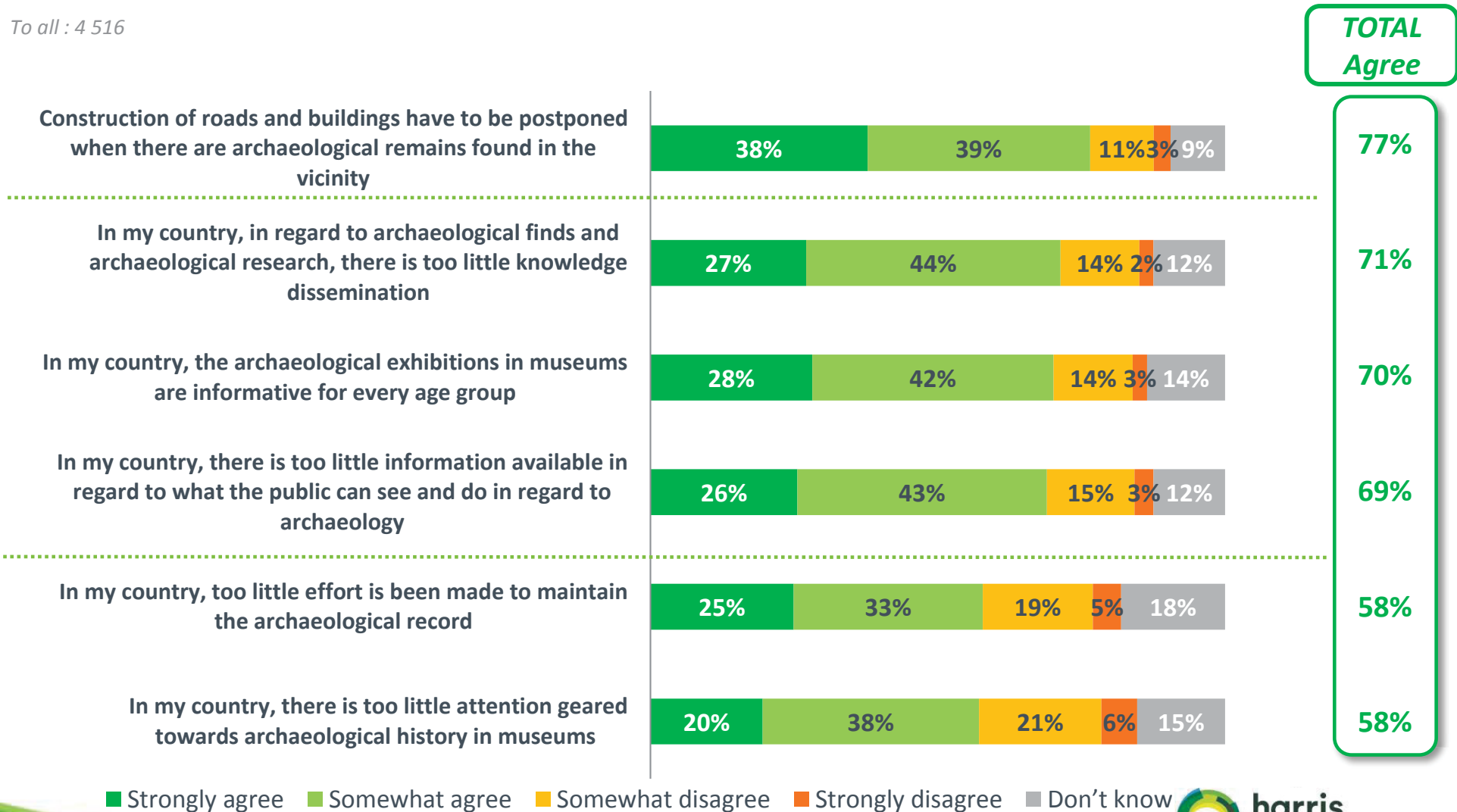
TOTAL AGREE	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Having archaeological remains is an advantage for a town	86%	86%	86%	79%	85%	85%	88%	88%	87%	84%	86%
Supporting and developing archaeology is important for the Country	83%	83%	84%	73%	81%	82%	86%	87%	84%	81%	85%
A citizen should have some knowledge in archaeology	73%	74%	71%	62%	68%	72%	76%	77%	74%	69%	74%
Archaeology should be added to the subjects taught at school	64%	65%	64%	48%	59%	60%	68%	72%	63%	63%	66%
Archaeology is a field that interests you, that you would like to explore in greater depth	62%	63%	61%	53%	61%	61%	65%	64%	63%	59%	63%
The profession of archaeologist is a profession that interests you	55%	56%	55%	46%	54%	55%	59%	57%	55%	55%	56%
Archaeology is a field for which you feel an attachment	54%	57%	52%	40%	50%	54%	59%	58%	57%	52%	53%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	49%	51%	47%	38%	49%	49%	54%	48%	51%	49%	47%



The preservation of archaeological relics is important for a large majority of Europeans. Many of them also want more information on the latest archaeology news.

Q15. Personally, would you say that...

To all : 4 516













■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know



The Italians are the ones most eager for information on archaeology news in their country. The Dutch seem to be the most satisfied with the information that is available and with the efforts to maintain the archaeological record.

Q15. Personally, would you say that...

To all : 4 516

TOTAL Agree	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	77%	79%	79%	<u>80%</u>	<u>81%</u>	78%	67%	74%	<u>81%</u>	69%
In my country, in regard to archaeological finds and archaeological research, there is too little knowledge dissemination	71%	61%	70%	66%	<u>83%</u>	<u>91%</u>	51%	<u>76%</u>	<u>79%</u>	65%
In my country, the archaeological exhibitions in museums are informative for every age group	70%	71%	66%	<u>78%</u>	68%	64%	66%	<u>81%</u>	<u>78%</u>	59%
In my country, there is too little information available in regard to what the public can see and do in regard to archaeology	69%	61%	66%	69%	<u>79%</u>	<u>86%</u>	50%	<u>77%</u>	<u>73%</u>	60%
In my country, too little effort is been made to maintain the archaeological record	58%	41%	42%	52%	<u>70%</u>	<u>90%</u>	40%	<u>72%</u>	<u>66%</u>	47%
In my country, there is too little attention geared towards archaeological history in museums	58%	45%	44%	52%	<u>62%</u>	<u>78%</u>	44%	<u>67%</u>	<u>64%</u>	57%



Differences according to socio-demographic profile

Q15. Personally, would you say that...

To all : 4 516

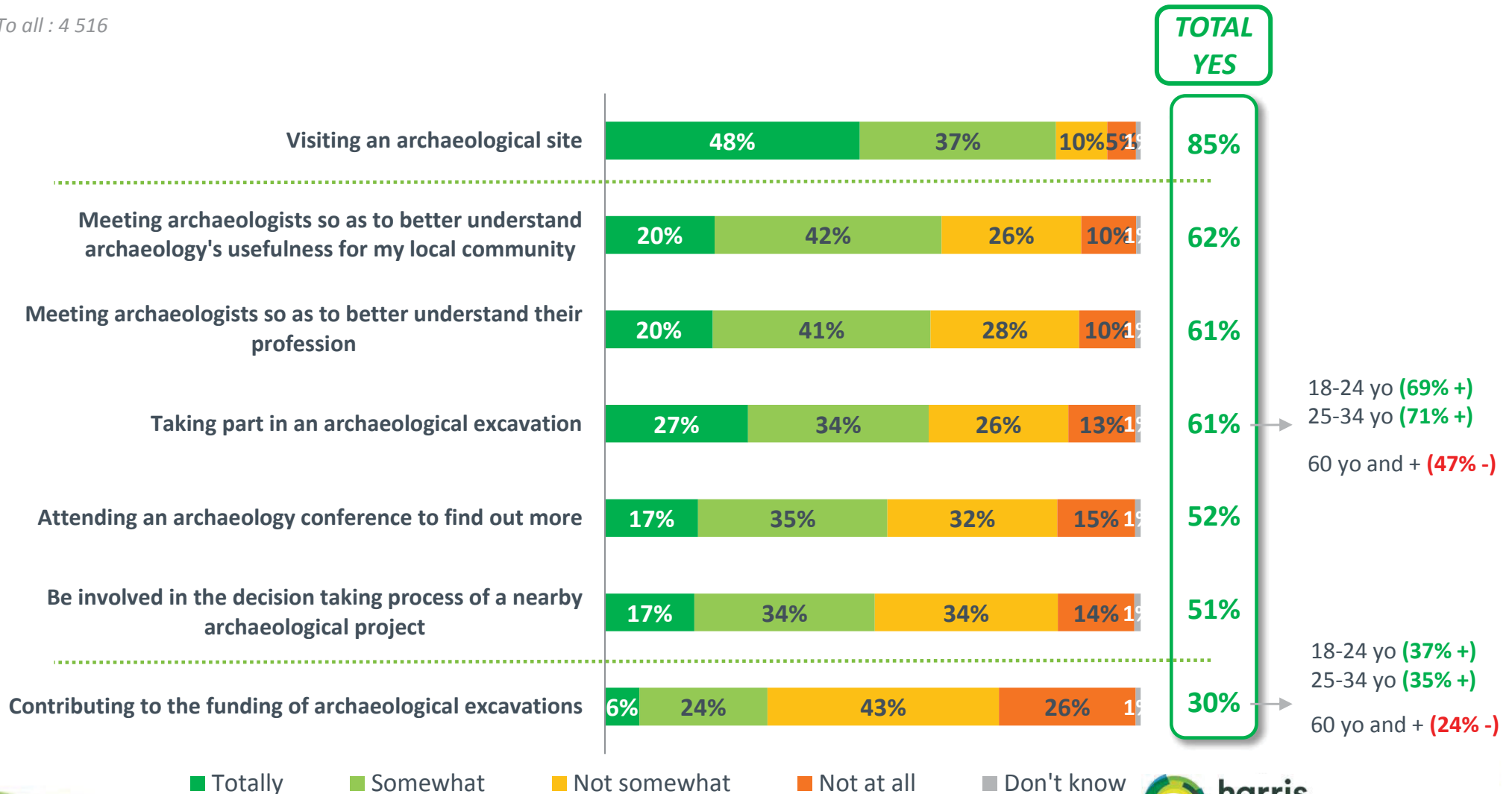
TOTAL AGREE	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	77%	75%	78%	64%	76%	76%	79%	79%	76%	76%	77%
In my country, in regard to archaeological finds and archaeological research, there is too little knowledge dissemination	71%	71%	72%	67%	70%	73%	73%	71%	71%	70%	73%
In my country, the archaeological exhibitions in museums are informative for every age group	70%	71%	70%	56%	66%	65%	74%	77%	68%	67%	74%
In my country, there is too little information available in regard to what the public can see and do in regard to archaeology	69%	68%	70%	63%	70%	70%	71%	68%	68%	67%	71%
In my country, too little effort is been made to maintain the archaeological record	58%	59%	57%	54%	59%	57%	59%	58%	55%	57%	61%
In my country, there is too little attention geared towards archaeological history in museums	58%	57%	58%	50%	60%	57%	59%	57%	55%	57%	59%



The large majority of Europeans express a desire to move closer to archaeology, primarily through visiting an excavation site. Young people are the most curious about it.

Q16. Would you be interested in taking part in each of the following actions?

To all : 4 516













■ Totally ■ Somewhat ■ Not somewhat ■ Not at all ■ Don't know

The Dutch are less interested in taking part to these actions

Q16. Would you be interested in taking part in each of the following actions?

To all : 4 516

TOTAL YES	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Visiting an archaeological site	85%	80%	85%	84%	92%	92%	72%	82%	88%	82%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	62%	54%	66%	56%	75%	74%	43%	72%	64%	61%
Meeting archaeologists so as to better understand their profession	61%	51%	67%	59%	67%	68%	43%	69%	63%	60%
Taking part in an archaeological excavation	61%	50%	55%	62%	73%	68%	43%	68%	63%	61%
Attending an archaeology conference to find out more	52%	37%	58%	42%	72%	62%	29%	59%	66%	50%
Be involved in the decision taking process of a nearby archaeological project	51%	45%	49%	56%	57%	62%	32%	57%	50%	45%
Contributing to the funding of archaeological excavations	30%	32%	24%	32%	26%	36%	23%	36%	31%	34%



Differences according to socio-demographic profile

Q16. Would you be interested in taking part in each of the following actions?

To all : 4 516

TOTAL YES	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Visiting an archaeological site	85%	84%	84%	78%	84%	85%	88%	82%	87%	83%	83%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	62%	63%	63%	58%	65%	63%	66%	61%	65%	62%	62%
Meeting archaeologists so as to better understand their profession	61%	60%	61%	62%	63%	61%	63%	57%	64%	59%	59%
Taking part in an archaeological excavation	61%	57%	64%	69%	71%	67%	61%	47%	63%	65%	55%
Attending an archaeology conference to find out more	52%	54%	52%	51%	55%	52%	55%	51%	55%	51%	52%
Be involved in the decision taking process of a nearby archaeological project	51%	52%	48%	51%	55%	53%	51%	45%	53%	50%	48%
Contributing to the funding of archaeological excavations	30%	31%	30%	37%	35%	35%	29%	24%	33%	32%	27%



2. Positioning of archaeology













2.1 Managing archaeology: knowledge and wishes



Perception of the management of archaeology is linked to national models: the State is predominant in France, Greece and Italy; archaeological non-profits are predominant in Greece and Poland, the regions in Germany.

Q17. In your opinion, who manages archaeology in your country ? (Several answers possible)

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Archaeological associations	45%	<u>56%</u>	42%	34%	<u>63%</u>	32%	35%	<u>63%</u>	36%	48%
The national government	42%	<u>28%</u>	<u>56%</u>	<u>27%</u>	<u>58%</u>	<u>62%</u>	<u>51%</u>	33%	38%	<u>26%</u>
Regional governments or departments	37%	30%	<u>41%</u>	<u>53%</u>	<u>23%</u>	37%	36%	<u>23%</u>	<u>45%</u>	<u>45%</u>
Public bodies	32%	28%	<u>39%</u>	29%	34%	33%	<u>14%</u>	<u>45%</u>	32%	36%
Municipalities or groups of municipalities	20%	15%	20%	22%	16%	16%	<u>30%</u>	10%	23%	<u>26%</u>
Private companies	16%	14%	<u>30%</u>	12%	13%	16%	7%	18%	<u>24%</u>	12%
Don't know	16%	<u>29%</u>	<u>20%</u>	17%	6%	9%	<u>21%</u>	13%	15%	17%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q17. In your opinion, who manages archaeology in your country ? (Several answers possible)

To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Archaeological associations	45%	45%	46%	43%	42%	41%	46%	50%	44%	41%	50%
The national government	42%	48%	37%	33%	34%	41%	45%	48%	47%	34%	43%
Regional governments or departments	37%	43%	32%	30%	28%	34%	37%	47%	38%	34%	39%
Public bodies	32%	35%	30%	24%	29%	31%	33%	36%	35%	27%	33%
Municipalities or groups of municipalities	20%	23%	17%	18%	17%	20%	19%	23%	21%	19%	19%
Private companies	16%	15%	18%	24%	18%	17%	15%	13%	16%	17%	16%
Don't know, No answers	16%	12%	20%	22%	21%	17%	16%	11%	13%	21%	16%

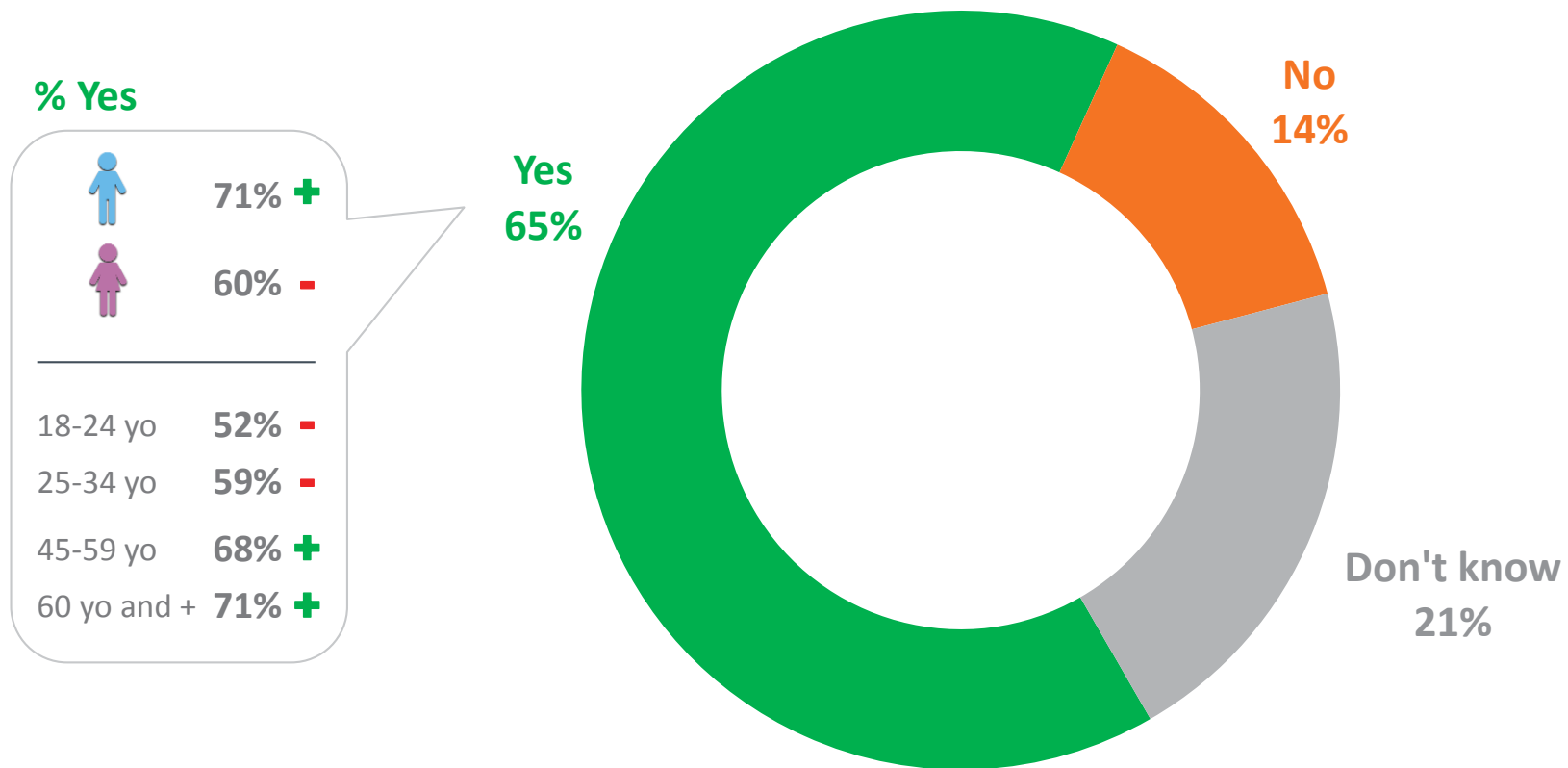
- Multiple responses, total over 100% -



On the whole, 2/3 of Europeans think it is up to the State to manage archaeology. This opinion is not as deep-rooted among younger people.

Q18. Do you think it is the State's job to manage archaeology?











To all : 4 516



In each country there are different views about how far it is the state job to manage archaeology.

Q18. Do you think it is the State's job to manage archaeology?

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Yes	65%	42%	54%	65%	72%	86%	60%	74%	76%	57%
No	14%	23%	19%	16%	17%	7%	16%	7%	8%	13%
Don't know	21%	35%	27%	19%	11%	7%	24%	19%	16%	30%



Differences according to socio-demographic profile

Q18. Do you think it is the State's job to manage archaeology?

To all : 4 516

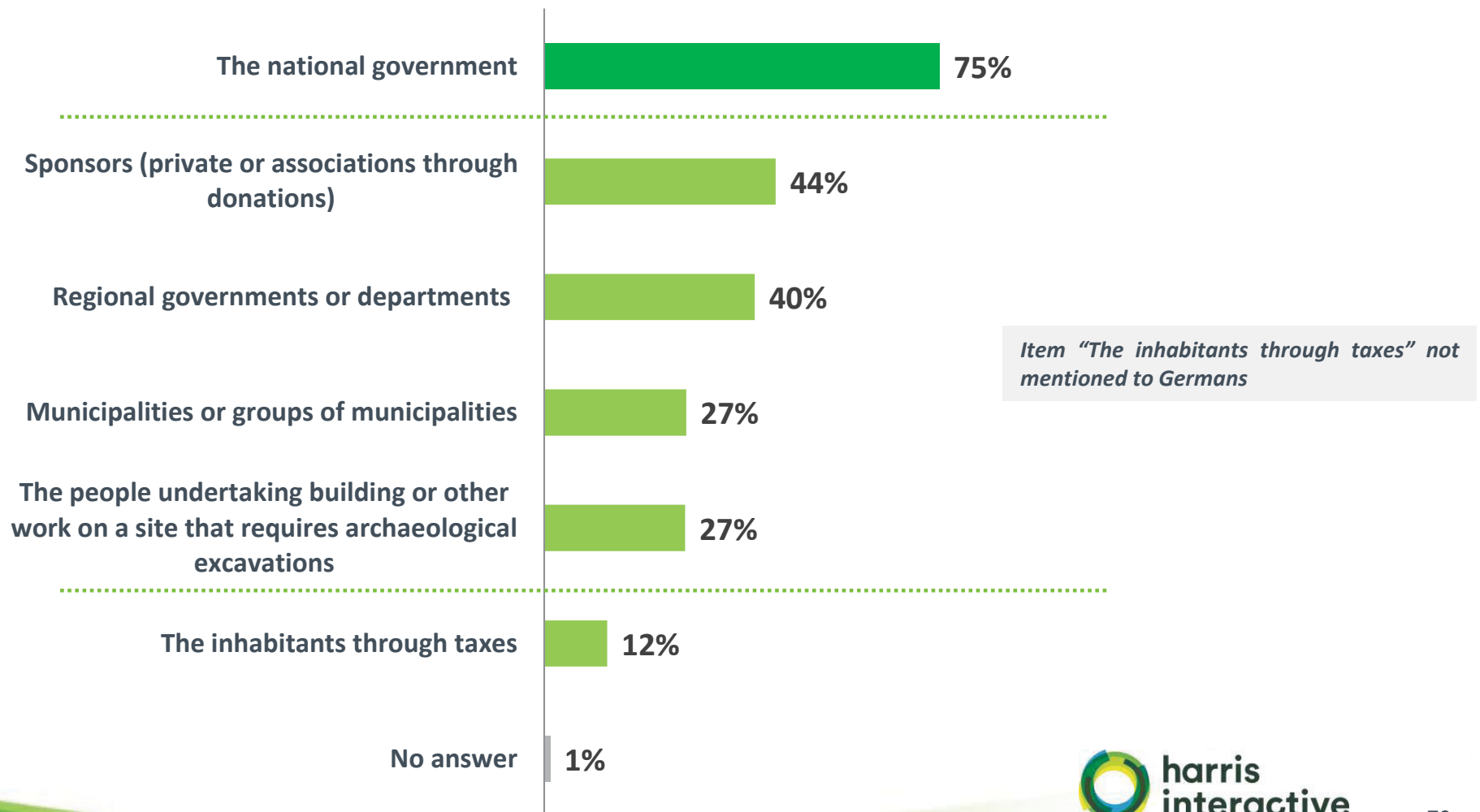
	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Yes	65%	71%	60%	52%	59%	65%	68%	71%	68%	59%	67%
No	14%	14%	14%	21%	18%	14%	11%	12%	15%	15%	13%
Don't know, No answers	21%	15%	26%	27%	23%	21%	21%	17%	18%	26%	20%



The very large majority want state management of archaeology and $\frac{3}{4}$ of Europeans also think that the State should fund it

Q19. In your opinion, who, as a priority, should take part in financing archaeology? (Several answers possible)











To all : 4 516



States should be the main funders of archaeology, whatever the country.

Q19. In your opinion, who, as a priority, should take part in financing archaeology? (Several answers possible)

To all : 4 516

										
	EUROPE	UK	FRA	GER	GRE	ITA	NED	POL	SPA	SWE
The national government	75%	68%	73%	78%	82%	84%	75%	79%	75%	63%
Sponsors (private or associations through donations)	44%	46%	56%	49%	49%	49%	29%	46%	42%	33%
Regional governments or departments	40%	37%	44%	26%	39%	33%	42%	44%	52%	42%
Municipalities or groups of municipalities	27%	26%	24%	23%	33%	18%	30%	27%	34%	27%
The people undertaking building or other work on a site that requires archaeological excavations	27%	40%	39%	6%	23%	26%	20%	27%	30%	30%
The inhabitants through taxes	12%	14%	14%	-	10%	7%	8%	8%	15%	20%
No answer	1%	2%	2%	1%	0%	0%	1%	0%	0%	2%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q19. In your opinion, who, as a priority, should take part in financing archaeology? (Several answers possible)

To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
The national government	75%	77%	73%	65%	70%	76%	77%	80%	76%	71%	77%
Sponsors (private or associations through donations)	44%	43%	45%	41%	41%	42%	48%	45%	44%	38%	47%
Regional governments or departments	40%	43%	38%	35%	39%	37%	43%	42%	41%	39%	40%
Municipalities or groups of municipalities	27%	28%	26%	26%	28%	24%	29%	27%	27%	27%	27%
The people undertaking building or other work on a site that requires archaeological excavations	27%	26%	28%	26%	27%	26%	29%	26%	29%	24%	27%
The inhabitants through taxes	12%	13%	11%	12%	10%	13%	13%	12%	12%	12%	12%
No answers	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%

- Multiple responses, total over 100% -



A model of archaeology management defined as more national today, and that they would like to see become more international in the future.

To all : 4 516

Q20. In your opinion, how is archaeology and archaeological heritage managed on an international level?

Q21. And what do you think is the best organisation for encouraging the development of archaeology and archaeological heritage?

(That) Each country has its own policy



(That) There is a common policy in Europe



(That) There is an international policy













Don't know



For citizens of each of the countries, archaeology and the archaeological heritage are primarily managed on a national level. The Italians and Greeks are the most categorical about it. The UK citizens and Swedes claim to know less about the subject.

Q20. In your opinion, how is archaeology and archaeological heritage managed on an international level?

To all : 4 516

Currently managed	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Each country has its own policy	47%	43%	43%	50%	<u>60%</u>	67%	41%	40%	44%	34%
There is an international policy	13%	7%	15%	11%	14%	7%	9%	<u>26%</u>	11%	14%
There is a common policy in Europe	11%	6%	10%	<u>14%</u>	9%	9%	12%	13%	<u>14%</u>	8%
Don't know	30%	<u>44%</u>	32%	25%	17%	18%	<u>39%</u>	21%	31%	<u>44%</u>



Differences according to socio-demographic profile

Q20. In your opinion, how is archaeology and archaeological heritage managed on an international level?

To all : 4 516











Currently managed	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Each country has its own policy	47%	52%	42%	37%	46%	50%	46%	50%	50%	43%	47%
There is an international policy	13%	14%	11%	10%	9%	11%	15%	15%	13%	11%	13%
There is a common policy in Europe	11%	10%	11%	23%	14%	9%	8%	8%	10%	12%	10%
Don't know	30%	25%	35%	30%	32%	30%	31%	28%	26%	35%	30%

Europeans are more divided on the best organisation for encouraging the development of archaeology and the archaeological heritage.

Half of the French and Spanish respondents claim to be in favour of an international policy. The Greeks think more in terms of national management.

Q21. And what do you think is the best organisation for encouraging the development of archaeology and archaeological heritage?

To all : 4 516

Management expected	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
There should be an international policy	40%	34%	<u>50%</u>	40%	30%	41%	30%	42%	<u>50%</u>	41%
Each country should have its own policy	24%	<u>29%</u>	16%	19%	<u>49%</u>	19%	26%	24%	17%	21%
There should be a common policy in Europe	19%	10%	13%	<u>25%</u>	15%	<u>33%</u>	<u>23%</u>	19%	20%	15%
Don't know	17%	<u>27%</u>	<u>21%</u>	17%	6%	8%	<u>21%</u>	15%	13%	<u>23%</u>



Differences according to socio-demographic profile

Q21. And what do you think is the best organisation for encouraging the development of archaeology and archaeological heritage?

To all : 4 516

Management <u>expected</u>	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
There should be an international policy	40%	42%	38%	31%	28%	38%	44%	47%	41%	35%	41%
Each country should have its own policy	24%	25%	24%	22%	29%	24%	24%	23%	24%	25%	24%
There should be a common policy in Europe	19%	20%	19%	25%	24%	18%	17%	18%	19%	19%	19%
Don't know	17%	13%	20%	22%	19%	20%	15%	12%	15%	20%	16%

2.2 Preventive/development-led archaeology

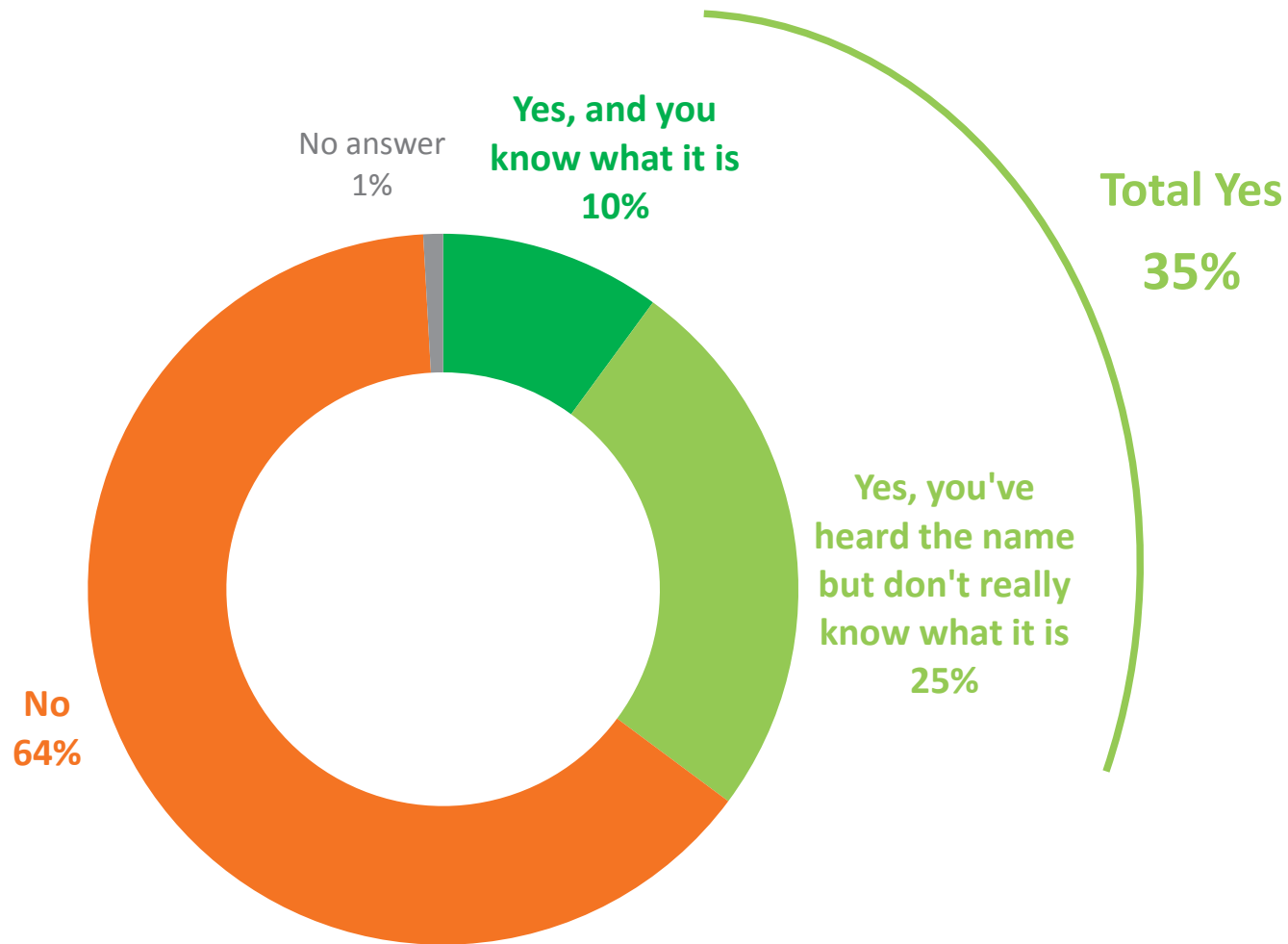




Preventive archaeology enjoys significant awareness (known “by name”), among more than 1/3 of Europeans. But only 1 out of 10 people claim to know exactly what the activity is.

Q22. Are you familiar with the expression “development led archaeology / preventive archaeology”?











To all : 4 516



Preventive archaeology turns out to be better known in the southern countries (Italy, Spain, Greece, France) than in the northern ones (Netherlands, UK, Sweden).

Q22. Are you familiar with the expression “development led archaeology / preventive archaeology”?

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
TOTAL Yes	35%	22%	34%	37%	38%	45%	24%	49%	39%	28%
Yes, and you know what it is	10%	7%	16%	10%	10%	13%	4%	13%	10%	7%
Yes, you've heard the name but don't really know what it is	25%	15%	18%	27%	28%	32%	20%	36%	30%	20%
No	64%	76%	65%	62%	62%	54%	75%	50%	61%	71%
No answer	1%	2%	1%	1%	0%	1%	1%	1%	0%	1%



Differences according to socio-demographic profile

Q22. Are you familiar with the expression “development led archaeology / preventive archaeology”?

To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
ST Yes	35%	39%	32%	34%	35%	33%	33%	39%	38%	30%	35%
Yes, and you know what it is	10%	12%	8%	9%	11%	11%	8%	11%	11%	8%	10%
Yes, you've heard the name but don't really know what it is	25%	27%	23%	25%	24%	22%	25%	28%	27%	22%	25%
No	64%	60%	67%	64%	65%	67%	66%	60%	61%	68%	64%
No answers	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%

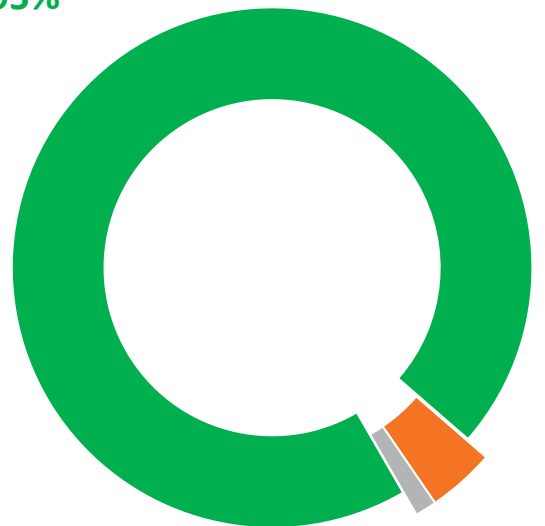


Europeans are unanimously in favour of the protection of the archaeological heritage and the principle of preventive archaeology that stems from it.

Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological operations. Based on this, do you think that this archaeology convention is...

To all : 4 516

A good thing
95%



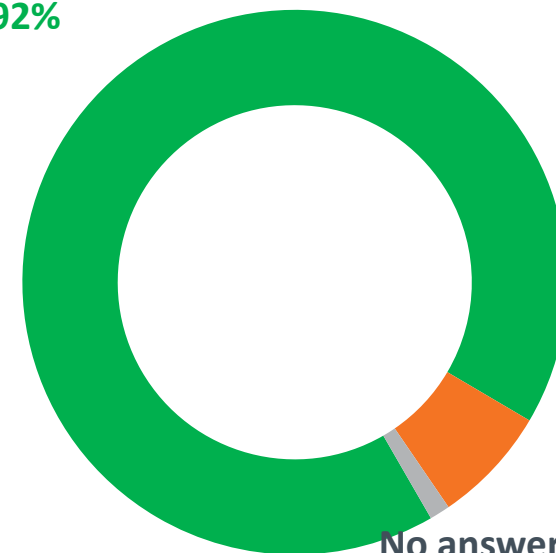
A bad thing
4%

No answer
1%

Q24. The Malta Convention could lead to principles and laws making it obligatory to examine archaeological heritage before undertaking any building work. This is what we call development-led archaeology or preventive archaeology. In your opinion, this principle of preventive archaeology is :

To all : 4 516

A good thing
92%













A bad thing
7%

No answer
1%

Approval across borders.

Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological operations. Based on this, do you think that this archaeology convention is...

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
A good thing	95%	94%	95%	95%	94%	98%	94%	93%	95%	93%
A bad thing	4%	5%	4%	4%	5%	1%	5%	5%	4%	4%
Don't know, No answer	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%



Differences according to socio-demographic profile

Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological operations. Based on this, do you think that this archaeology convention is...











To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
A good thing	95%	95%	95%	93%	93%	94%	95%	96%	95%	93%	95%
A bad thing	4%	4%	4%	5%	6%	4%	3%	3%	4%	5%	3%
No answers	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%

Approval across borders.

Q24. The Malta Convention could lead to principles and laws making it obligatory to examine archaeological heritage before undertaking any building work. This is what we call development-led archaeology or preventive archaeology. In your opinion, this principle of preventive archaeology is:

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
A good thing	92%	92%	92%	90%	91%	<u>95%</u>	92%	91%	94%	91%
A bad thing	7%	6%	5%	<u>9%</u>	8%	4%	7%	8%	6%	6%
Don't know, No answer	1%	1%	<u>3%</u>	1%	1%	1%	1%	1%	1%	<u>3%</u>



Differences according to socio-demographic profile

Q24. The Malta Convention could lead to principles and laws making it obligatory to examine archaeological heritage before undertaking any building work. This is what we call development-led archaeology or preventive archaeology. In your opinion, this principle of preventive archaeology is:

To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
A good thing	92%	92%	92%	87%	92%	92%	93%	93%	92%	92%	92%
A bad thing	7%	7%	6%	11%	7%	6%	5%	6%	7%	6%	6%
No answers	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%



The preservation of the archaeological heritage and relics of the past is the main reason put forward by Europeans for supporting preventive archaeology.

Q25. What makes you think that the principle of development-led archaeology or preventive archaeology is more of a good/bad thing? (Open-ended question with spontaneous answer)

To all : 4 516

	%
Respondent base (i.e. 14% of total sample)	616
Good thing	94%
Protecting the archaeological heritage from destruction	38%
Avoiding irreversible destruction/damage	31%
Better protective measures vs. corporate world (from speculation)	14%
It's a good thing/ general answer	7%
Passing down to future generations	3%
Other good thing	11%
Bad thing	5%
Development/construction are more important than preservation	1%
It costs a lot (expensive)	1%
It causes delays (bureaucracy), it slows down projects	1%
I don't care about archaeology (history)	1%
Other bad thing	2%
Don't know	1%

"We must **preserve the relics of the past** and not destroy them."

"Preventing the **destruction of important relics** without learning anything from them."

"Once destroyed, there's no going back. The **common heritage is more important than private interests**"

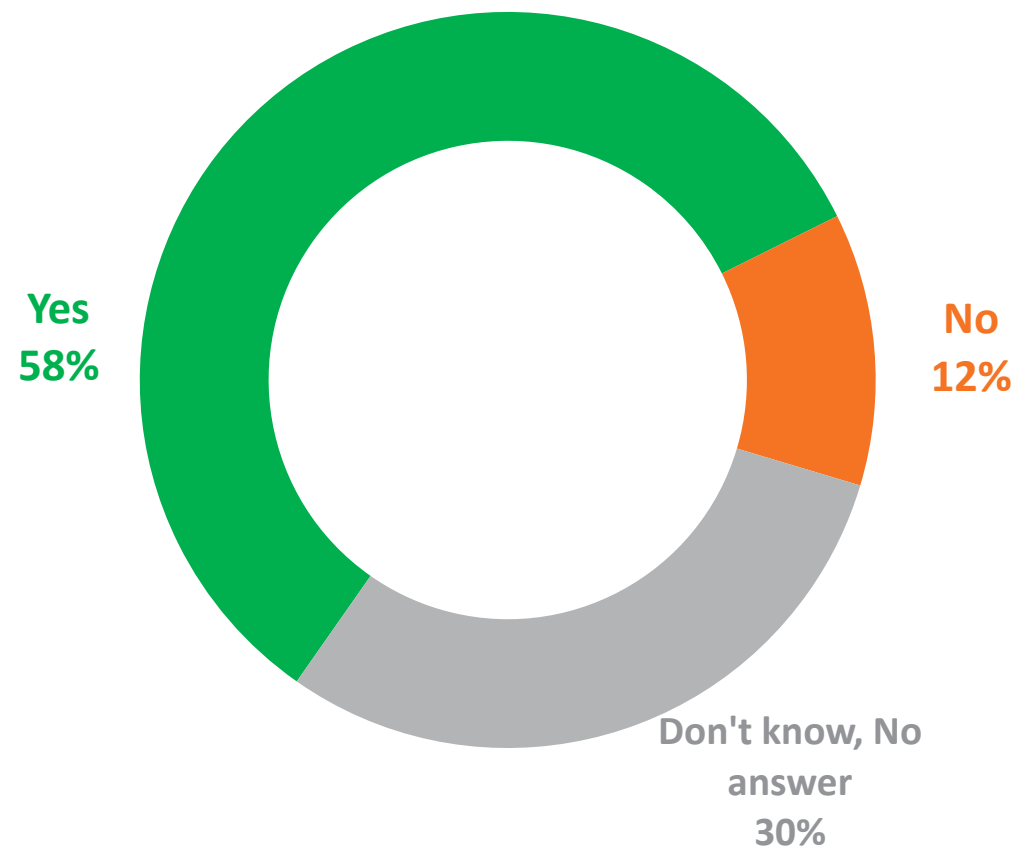
"As with anything that concerns the roots of mankind, whether natural or cultural, it's vital to prevent rather than cure... By making sure that a site is not an archaeological treasure, before transforming it into something new, we need to do prevention..."



A majority of Europeans think that preventive archaeology comes under the authority of the public sector. But 1/3 of respondents did not comment.

Q26. Do you think that it is up to the public sector to manage development-led archaeology or preventive archaeology?











To all : 4 516



Once again, the Italians are the most favourable to public management of archaeology.

Q26. Do you think that it is up to the public sector to manage development led archaeology or preventive archaeology?

To all : 4 516

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
Yes	58%	41%	59%	62%	66%	75%	36%	65%	70%	48%
No	12%	16%	12%	8%	14%	9%	25%	8%	5%	11%
Don't know, No answer	30%	43%	29%	30%	20%	16%	39%	27%	25%	41%



Differences according to socio-demographic profile

Q26. Do you think that it is up to the public sector to manage development led archaeology or preventive archaeology?

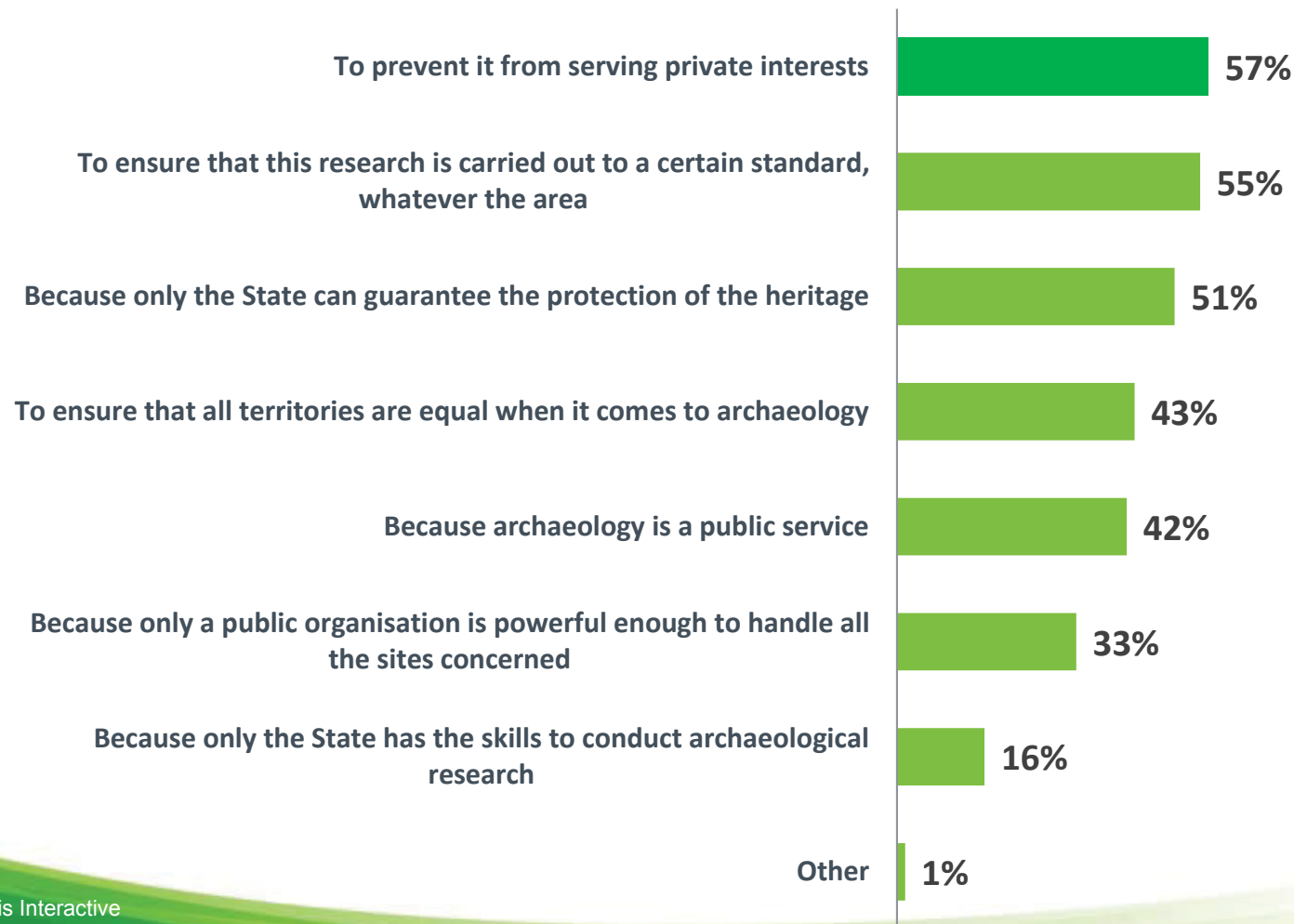
To all : 4 516

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
Yes	58%	64%	52%	42%	51%	59%	59%	67%	61%	51%	60%
No	12%	13%	11%	16%	15%	12%	11%	10%	14%	13%	10%
Don't know, No answers	30%	23%	36%	42%	35%	30%	30%	24%	26%	35%	31%

The defenders of public management of preventive archaeology argue in terms of respect for the general interest (over special interests) along with equality of actions carried out, regardless of the area.

Q27. Which of the following reasons make you think it would be preferable for the public sector to conduct development led archaeology or preventive archaeology? (Several answers possible)











To those who think that it would be preferable for the public sector to conduct development led archaeology or preventive archaeology : 2 616



Opposition to private management, which would serve special interests, is particularly strong among the French. The Dutch seem to be the least afraid it would serve private interests.

Q27. Which of the following reasons make you think it would be preferable for the public sector to conduct development-led archaeology or preventive archaeology? (Several answers possible)

To those who think that it would be preferable for the public sector to conduct development-led archaeology or preventive archaeology: 2 616

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
To prevent it from serving private interests	57%	57%	76%	62%	56%	52%	39%	45%	64%	54%
To ensure that this research is carried out to a certain standard, whatever the area	55%	63%	57%	53%	59%	47%	52%	57%	52%	60%
Because only the State can guarantee the protection of the heritage	51%	51%	55%	59%	57%	41%	47%	50%	46%	49%
To ensure that all territories are equal when it comes to archaeology	43%	44%	51%	35%	34%	48%	51%	50%	42%	37%
Because archaeology is a public service	42%	45%	42%	29%	47%	47%	36%	45%	45%	34%
Because only a public organisation is powerful enough to handle all the sites concerned	33%	48%	35%	45%	35%	24%	16%	30%	32%	28%
Because only the State has the skills to conduct archaeological research	16%	12%	11%	24%	24%	16%	13%	18%	12%	9%
Other	1%	1%	3%	1%	0%	2%	2%	0%	2%	3%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q27. Which of the following reasons make you think it would be preferable for the public sector to conduct development-led archaeology or preventive archaeology? (Several answers possible)

To those who think that it would be preferable for the public sector to conduct development-led archaeology or preventive archaeology: 2 616

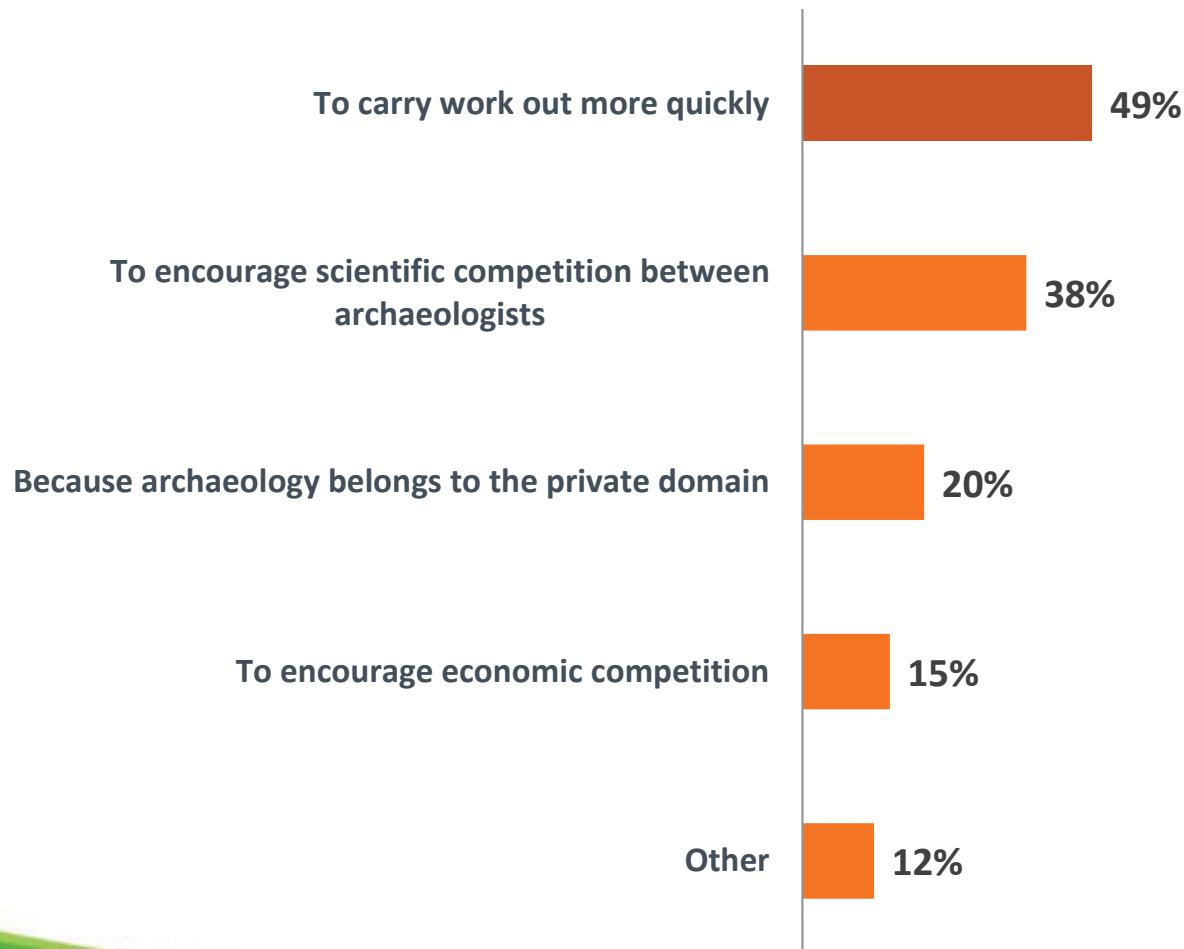
	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
To prevent it from serving private interests	57%	57%	56%	48%	53%	56%	61%	57%	60%	54%	55%
To ensure that this research is carried out to a certain standard, whatever the area	55%	55%	55%	50%	47%	51%	62%	57%	58%	51%	55%
Because only the State can guarantee the protection of the heritage	51%	54%	47%	33%	35%	41%	52%	65%	47%	42%	58%
To ensure that all territories are equal when it comes to archaeology	43%	42%	44%	40%	45%	42%	44%	43%	45%	42%	42%
Because archaeology is a public service	42%	45%	39%	39%	33%	37%	44%	47%	39%	39%	46%
Because only a public organisation is powerful enough to handle all the sites concerned	33%	35%	30%	34%	28%	29%	31%	38%	31%	32%	35%
Because only the State has the skills to conduct archaeological research	16%	18%	14%	13%	13%	16%	15%	19%	14%	15%	18%
Other	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%

- Multiple responses, total over 100% -

In contrast, for opponents of public management, private management of archaeology would accelerate operations and stimulate the competition.

Q28. Which of the following reasons make you think it would be preferable for the public sector not to conduct development led archaeology or preventive archaeology? (Several answers possible)











To those who think that it would be preferable for the public sector not to conduct development-led archaeology or preventive archaeology : 541



The Greeks were the ones who most put forward timelines and the benefits of scientific competition as reasons.

Q28. Which of the following reasons make you think it would be preferable for the public sector not to conduct development led archaeology or preventive archaeology? (Several answers possible)

To those who think that it would be preferable for the public sector not to conduct development led archaeology or preventive archaeology : 541

	 EUROPE	 UK	 FRA	 GER	 GRE	 ITA	 NED	 POL	 SPA	 SWE
To carry work out more quickly	49%	51%	30%	51%	71%	61%	45%	60%	24%	37%
To encourage scientific competition between archaeologists	38%	30%	29%	20%	57%	35%	31%	44%	49%	53%
Because archaeology belongs to the private domain	20%	17%	32%	24%	12%	20%	21%	11%	18%	26%
To encourage economic competition	15%	9%	22%	14%	12%	18%	13%	20%	15%	17%
Other	12%	17%	16%	13%	9%	18%	11%	4%	10%	7%

- Multiple responses, total over 100% -



Differences according to socio-demographic profile

Q28. Which of the following reasons make you think it would be preferable for the public sector not to conduct development led archaeology or preventive archaeology? (Several answers possible)

To those who think that it would be preferable for the public sector not to conduct development led archaeology or preventive archaeology : 541

	TOTAL Europe	Gender		Age					SPC		
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	SPC+	SPC-	Inactive people
To carry work out more quickly	49%	53%	44%	40%	51%	40%	55%	52%	54%	47%	44%
To encourage scientific competition between archaeologists	38%	37%	38%	38%	37%	40%	38%	36%	34%	37%	42%
Because archaeology belongs to the private domain	20%	19%	22%	29%	25%	14%	19%	17%	18%	23%	20%
To encourage economic competition	15%	14%	16%	14%	15%	15%	13%	16%	16%	10%	17%
Other	12%	11%	13%	4%	7%	18%	15%	14%	12%	9%	14%

- Multiple responses, total over 100% -



- **Profile of respondents**



Profile of respondents

Europe

Sex

	Base		
	4 516		100%
Man	2 195		49%
Woman	2 320		51%

Age

	Base		
	4 516		100%
18-24 yo	476		11%
25-34 yo	753		17%
35-44 yo	824		18%
45-59 yo	1 140		25%
60 yo and more	1 321		29%
Average		46,8	

SPC

	Base		%
	4 516		
SPC +	1 555		34%
SPC -	1 144		25%
Inactive	1 815		40%