

AHEAD OF WHAT'S NEXT.

***Image of archaeology in France - 2015***  
*Study report - General public*



**Results of France**

*Report written by:*

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# Context, objectives and methodology



# A reminder: aims and context of the study

# A study to understand which image levers must be taken into account to reinforce the perception of archaeology and heritage in Europe.

- As part of the NEARCH project, Inrap and its European partners have wished to conduct a European study on the perception of archaeology and archaeological heritage. This study, which was conducted in 9 European countries (United-Kingdom, France, Germany, Greece, Italy, the Netherlands, Poland, Spain, and Sweden), aims to:
  - Evaluate the knowledge, the interest, and the attachment to archaeology as well as to archaeological heritage in each country.
  - Highlight the image of archaeology, its strengths and its weaknesses.
  - Study the knowledge and the perception of States & the UE in the saving of archaeological heritage, and what people expect from them.
  - Bring out the knowledge, as well as the archaeology and the heritage media. In particular, the impact of recent archaeology diffusion and promotion programs that were shown to a general audience should be apprehended.
- This study will be a tool to evaluate the perceptions that the French have about archeology and about public policies in terms of archeology and archeological heritage with a goal to strengthen relations with the public.



**This report displays the results of the study that was conducted among a general audience in France.**

# Methodology



500 persons aged 18+ years old who are representative of the French population.

## Sample



## Data collection

- Online survey realised from the Harris Interactive Panel.
- Conducted using a CAWI system for multiple media (web, mobile phone, tablet), with an invitation e-mail asking participants to respond to a questionnaire hosted on the Harris Interactive server.



## Dates

- **Average length of the questionnaire:** 15 to 20 minutes.
- **Dates of fieldwork:** from December, 29th 2014 to January, 6th 2015.



## Methodological note

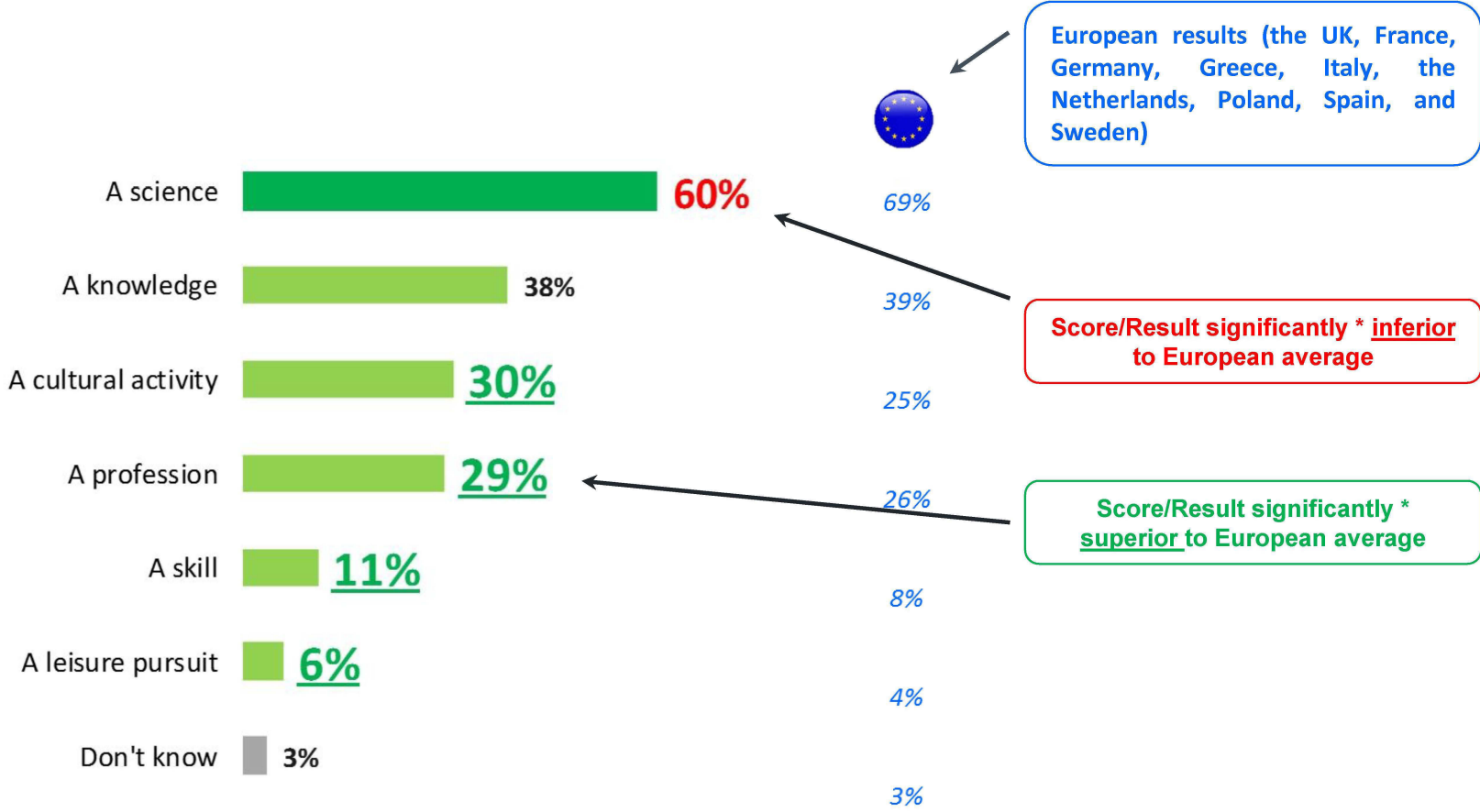
Quota method was applied on the following socio-demographics criteria : gender, age, socio-professional category and region of residence.



# *Reading guide*



# Reading guide (1/2)



\* The significance threshold retained for this study is about 95%. This means that each significant difference (whether it is positive or negative) has statistically at least a 95% chance of being true.

- Listed above are socio-demographics criteria that are shown in tables all along this report:
  - Gender
  - Age
  - Socio-professional category
  - Living places


	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
A science	60%	65%	56%	62%	54%	50%	67%	63%
A knowledge	38%	39%	38%	41%	37%	41%	35%	40%
A cultural activity	30%	33%	28%	25%	20%	29%	27%	43%
A profession	29%	28%	31%	41%	39%	27%	26%	23%
A skill	11%	11%	11%	16%	12%	11%	9%	11%
A leisure pursuit	6%	4%	7%	5%	5%	12%	4%	5%
Don't know, No answer	3%	3%	4%	2%	6%	3%	5%	1%

Score/Result significantly \* inferior to the French average

Score/Result significantly \* superior to the French average

\* The significance threshold retained for this study is about 95%. This means that each significant difference (whether it is positive or negative) has statistically at least a 95% chance of being true.

# I- Knowledge, interest and image of archaeology and heritage in France

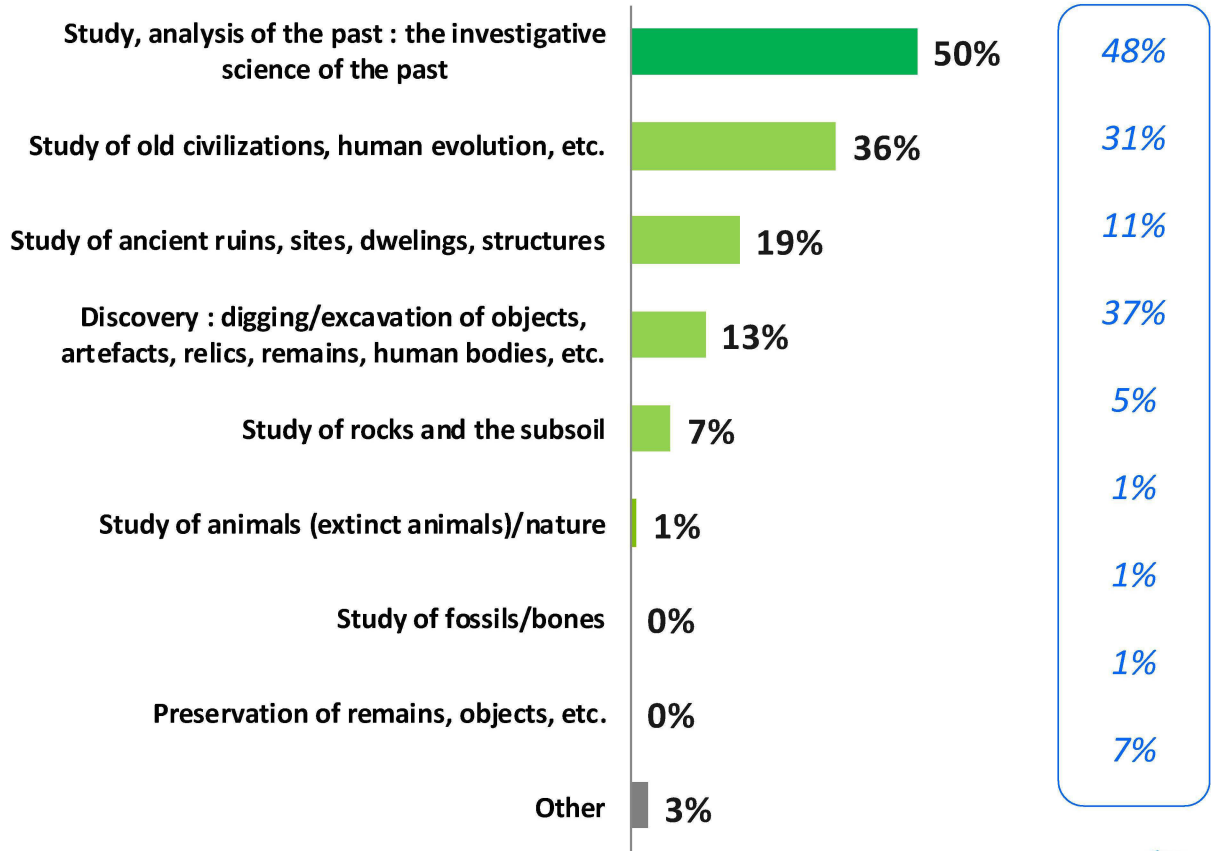


# **1.1. Level of knowledge of archaeology and archaeologists**

When asked to define archeology, the French define it first and foremost as a science that studies the past, and that serves to study ancient civilizations and human evolution.

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

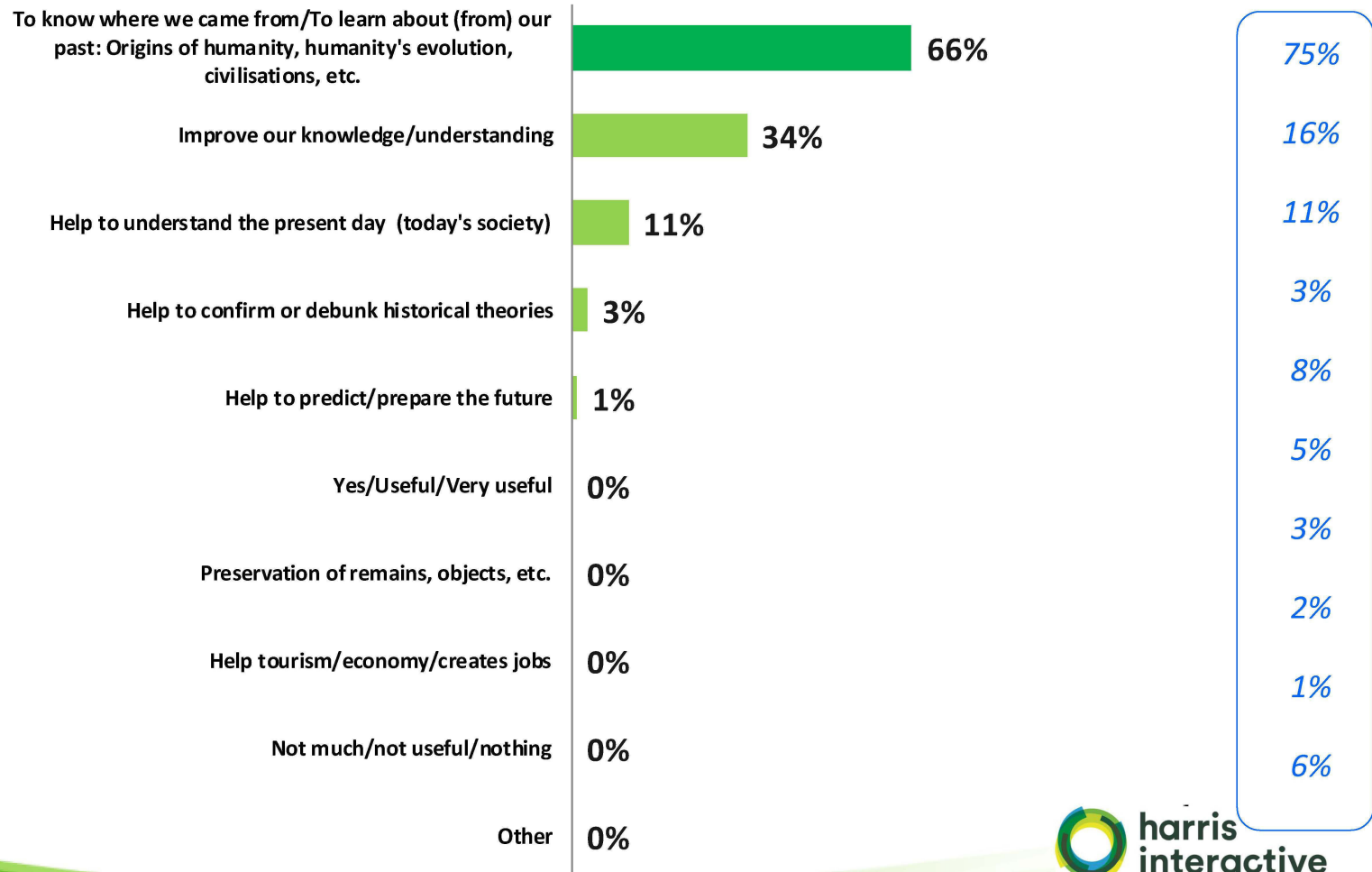
To all



For the French, archeology is useful primarily in order to appreciate and understand our past. They value, more than the average European, the benefit of understanding the past through archeology.

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

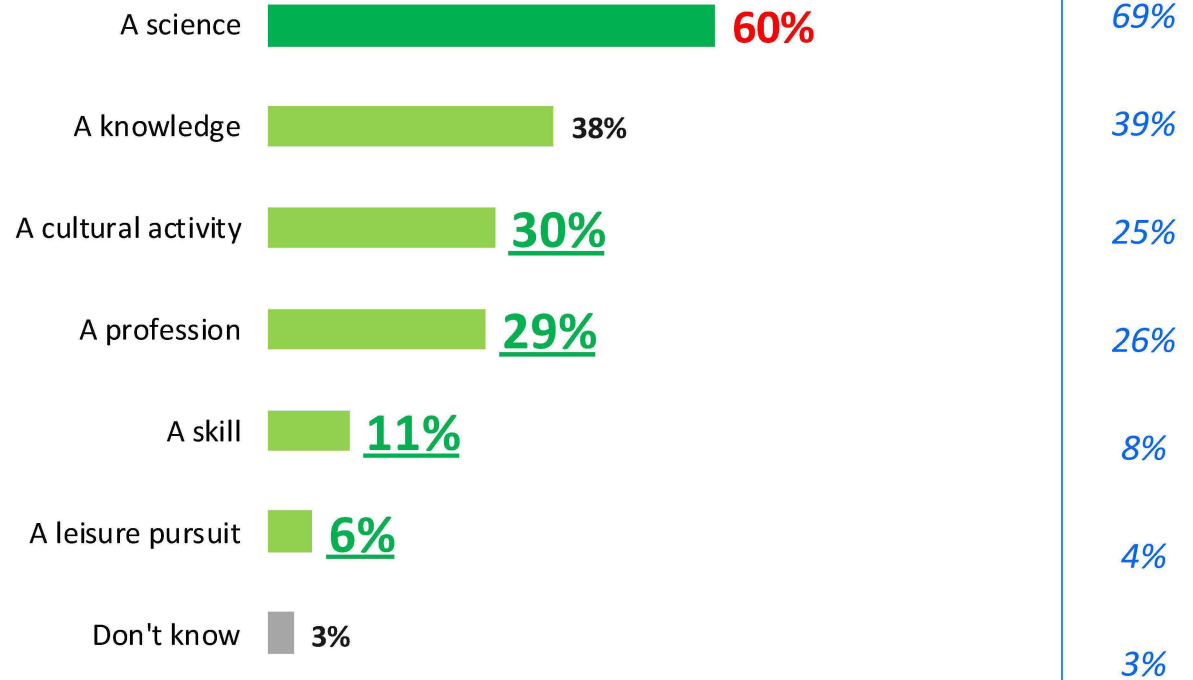
To all



From a proposed list, 6 out of 10 French people see archeology as a science: a slightly lesser proportion than the European average (-9%). More of them, though, see it as a cultural activity (+5%) and a profession (+3%).

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

To all



People from higher social and professional classes are the ones who see it most as a science. Younger people see archeology as a job when older people see it as a cultural activity.

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

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
A science	60%	65%	56%	62%	54%	<b>50%</b>	67%	63%
A knowledge	38%	39%	38%	41%	37%	41%	35%	40%
A cultural activity	30%	33%	28%	25%	<b>20%</b>	29%	27%	<b>43%</b>
A profession	29%	28%	31%	<b>41%</b>	<b>39%</b>	27%	26%	23%
A skill	11%	11%	11%	16%	12%	11%	9%	11%
A leisure pursuit	6%	4%	7%	5%	5%	<b>12%</b>	4%	5%
Don't know, No answer	3%	3%	4%	2%	6%	3%	5%	1%

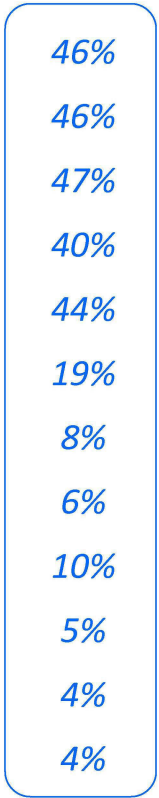
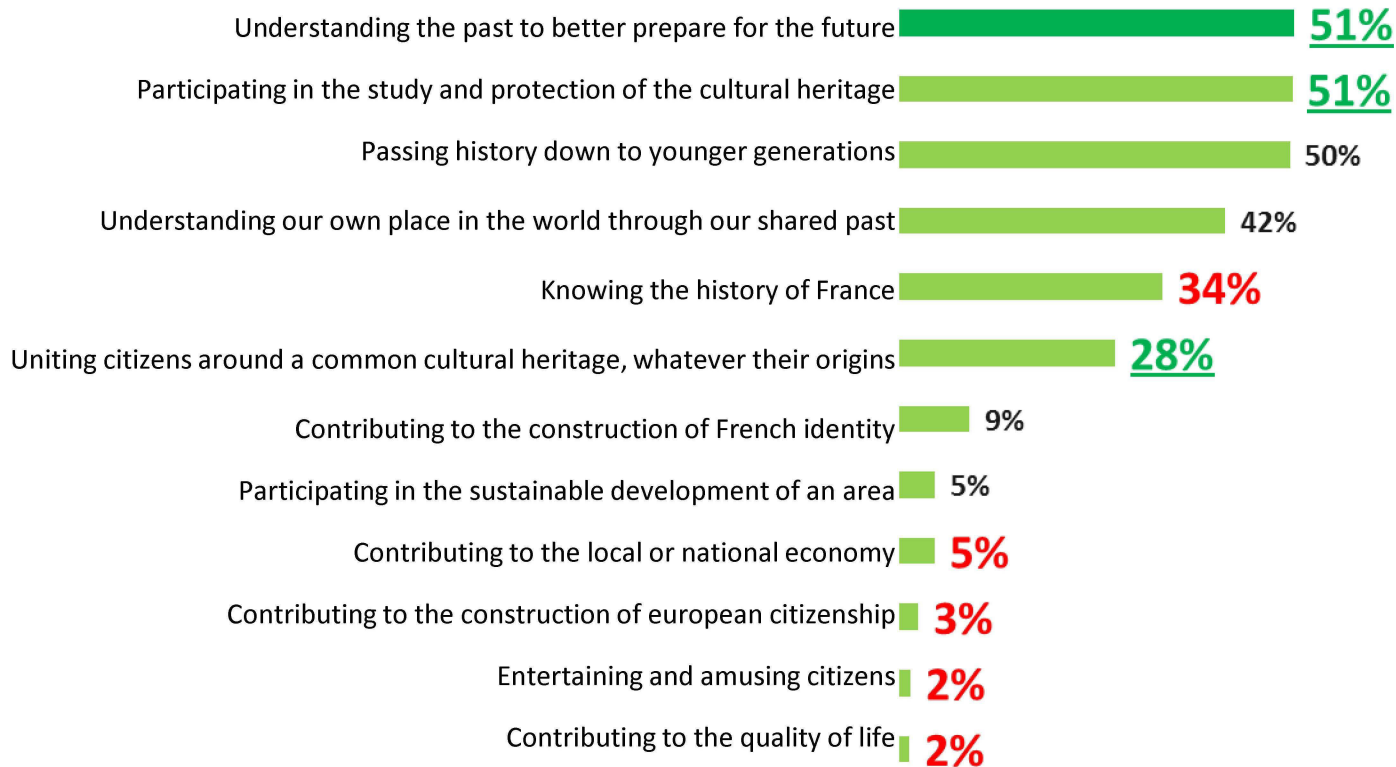
	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
A science	60%	<b>66%</b>	<b>51%</b>	60%	59%	64%	58%	60%	56%
A knowledge	38%	37%	38%	40%	36%	35%	42%	39%	43%
A cultural activity	30%	25%	<b>20%</b>	<b>41%</b>	32%	29%	35%	25%	37%
A profession	29%	29%	33%	27%	31%	27%	33%	30%	22%
A skill	11%	10%	13%	11%	15%	10%	8%	14%	3%
A leisure pursuit	6%	6%	8%	4%	4%	3%	4%	9%	9%
Don't know, No answer	3%	2%	<b>7%</b>	3%	3%	4%	2%	3%	7%



Three major roles are assigned to archeology: understand the past in order to better prepare for the future, preserve heritage and pass on to the next generation. Compared to their neighbors in Europe, the French believe more than others that archeology plays a role of uniting citizens around their shared heritage (+9). Less of them, however, accept its economic utility (-5%) or that it contributes to the understanding of history of France (-10).

**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



People aged between 25 and 34 are more likely to acknowledge that archeology contributes to the understanding of French history (+13%) when people from lower social and professional classes are more likely to highlight its role of passing on to the next generation.

**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

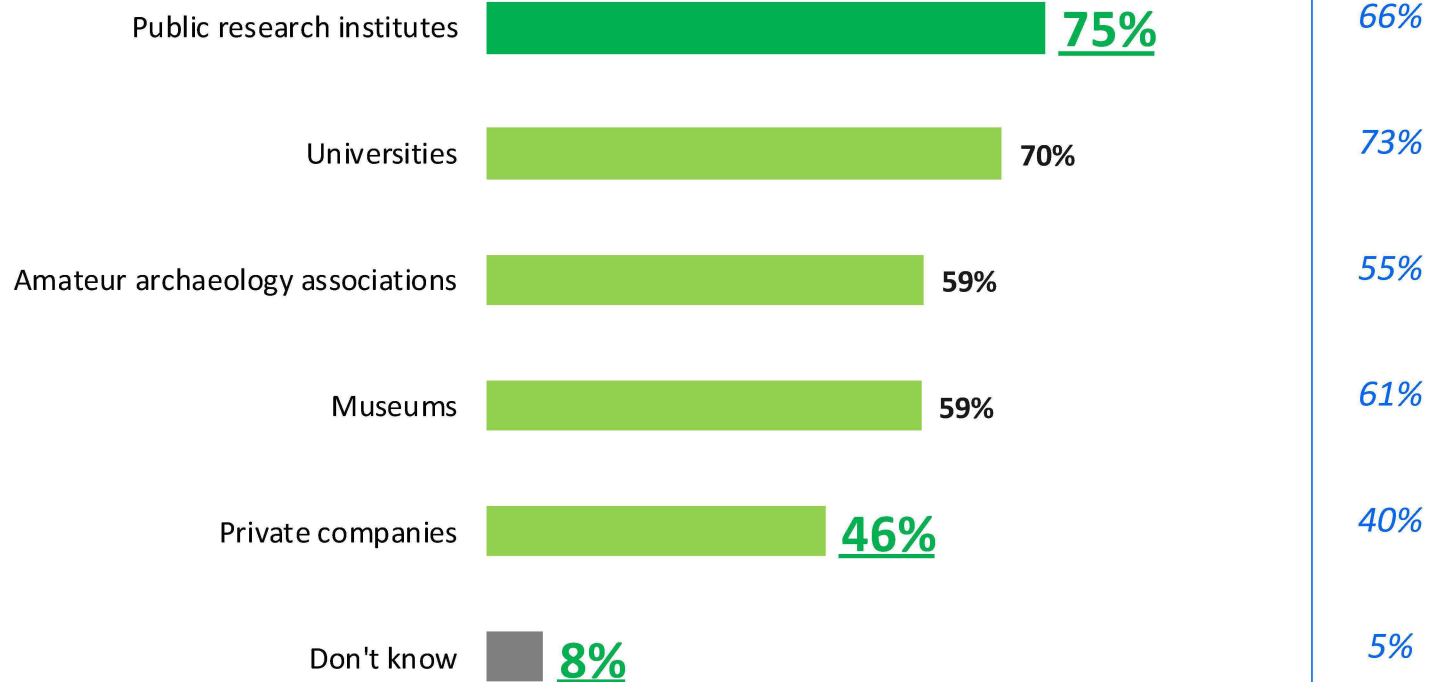
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Understanding the past to better prepare for the future	51%	51%	51%	48%	54%	48%	49%	54%
Participating in the study and protection of the cultural heritage	51%	53%	48%	53%	51%	53%	50%	49%
Passing history down to younger generations	50%	52%	49%	49%	41%	50%	57%	51%
Understanding our own place in the world through our shared past	42%	39%	45%	39%	34%	46%	41%	47%
Knowing the history of France	34%	33%	35%	37%	<b>49%</b>	34%	<b>27%</b>	31%
Uniting citizens around a common cultural heritage, whatever their origins	28%	27%	29%	28%	21%	24%	34%	29%
Contributing to the construction of French identity	9%	12%	7%	<b>16%</b>	7%	11%	6%	10%
Participating in the sustainable development of an area	5%	5%	4%	8%	5%	3%	5%	4%
Contributing to the local or national economy	5%	4%	5%	2%	6%	9%	5%	3%
Contributing to the construction of european citizenship	3%	4%	2%	5%	5%		1%	4%
Entertaining and amusing citizens	2%	2%	2%	3%	4%	1%	1%	1%
Contributing to the quality of life	2%	1%	2%		1%	1%	3%	1%
Don't know, No answer	2%	2%	1%				3%	3%

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Understanding the past to better prepare for the future	51%	53%	45%	53%	45%	46%	51%	<b>62%</b>	50%
Participating in the study and protection of the cultural heritage	51%	55%	48%	49%	52%	51%	54%	46%	54%
Passing history down to younger generations	50%	48%	<b>59%</b>	48%	<b>59%</b>	47%	48%	46%	54%
Understanding our own place in the world through our shared past	42%	45%	39%	42%	46%	42%	44%	41%	33%
Knowing the history of France	34%	33%	38%	33%	33%	34%	36%	32%	39%
Uniting citizens around a common cultural heritage, whatever their origins	28%	29%	24%	30%	25%	29%	26%	32%	26%
Contributing to the construction of French identity	9%	7%	8%	12%	9%	7%	11%	9%	11%
Participating in the sustainable development of an area	5%	6%	2%	5%	3%	5%	4%	8%	4%
Contributing to the local or national economy	5%	<b>8%</b>	2%	3%	3%	5%	2%	7%	6%
Contributing to the construction of european citizenship	3%	1%	2%	4%	2%	5%	3%	1%	2%
Entertaining and amusing citizens	2%	3%	2%	1%	1%	3%	3%	1%	2%
Contributing to the quality of life	2%	1%	4%	1%	2%	2%	1%	1%	2%
Don't know, No answer	2%	0%	2%	2%	1%	2%			4%

For the French, research institutes and universities are primarily where archeological research takes place. Research institutes and private businesses are cited most frequently by the average European.

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

To all



Among men, upper class and older men are more likely to believe that archeological research is conducted in research institutes while younger men associate it firstly with universities.

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

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
public research institutes	75%	<b>81%</b>	<b>70%</b>	78%	68%	79%	<b>67%</b>	<b>84%</b>
universities	70%	71%	69%	<b>84%</b>	75%	62%	68%	66%
amateur archaeology associations	59%	62%	57%	<b>45%</b>	<b>49%</b>	<b>47%</b>	66%	<b>72%</b>
museums	59%	56%	61%	64%	68%	57%	59%	52%
private companies	46%	48%	43%	<b>73%</b>	47%	41%	44%	<b>39%</b>
don't know, No answer	8%	7%	8%	5%	13%	9%	8%	5%

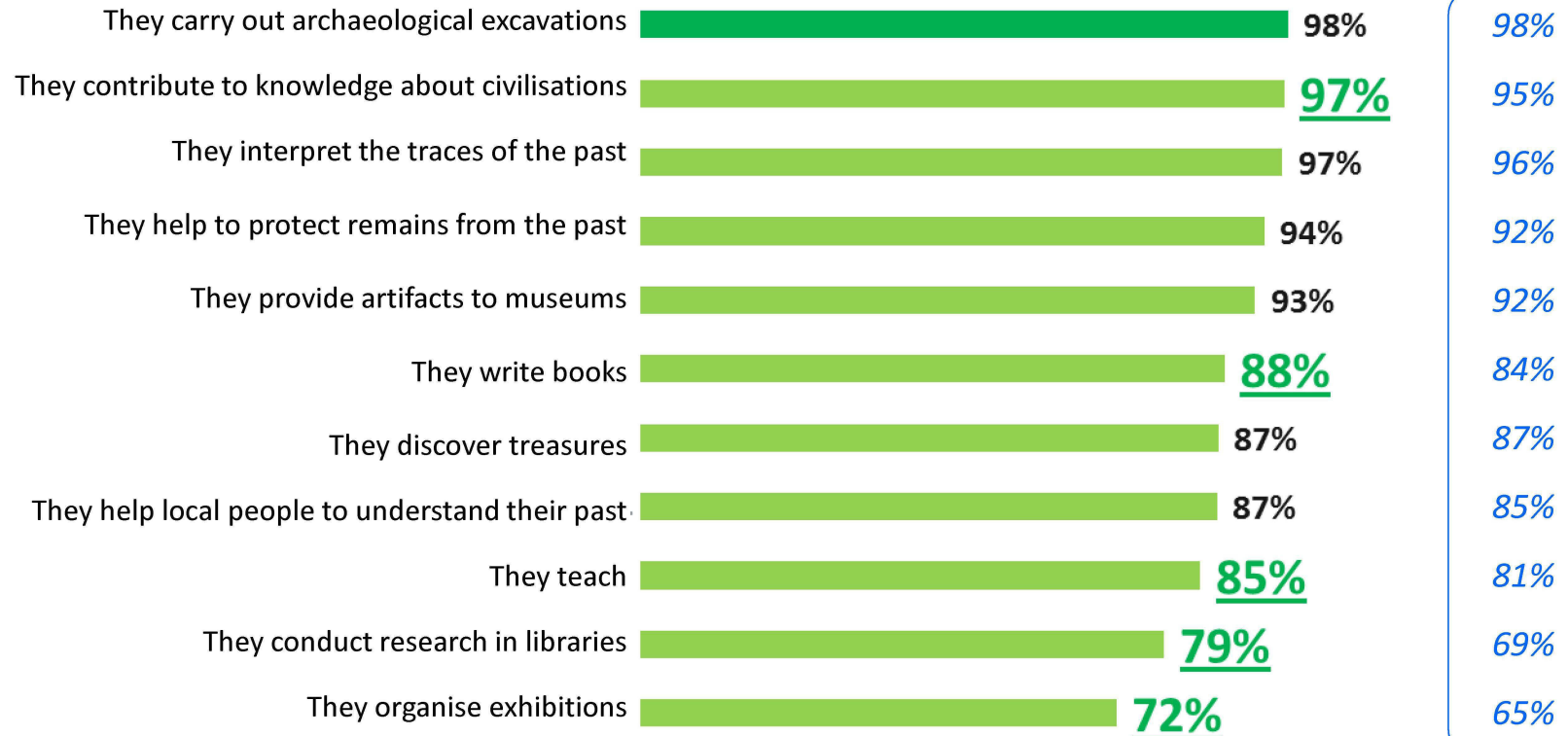
	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
public research institutes	75%	<b>81%</b>	<b>63%</b>	78%	73%	73%	81%	75%	77%
universities	70%	<b>75%</b>	65%	67%	70%	<b>60%</b>	74%	71%	77%
amateur archaeology associations	59%	62%	<b>48%</b>	62%	56%	56%	58%	60%	<b>72%</b>
museums	59%	60%	64%	54%	63%	<b>45%</b>	63%	63%	61%
private companies	46%	<b>53%</b>	40%	43%	41%	<b>38%</b>	50%	52%	51%
don't know, No answer	8%	6%	<b>13%</b>	6%	5%	<b>14%</b>	6%	6%	6%

Archeology is regarded as a multifaceted profession. The French recognize more than the average European that it plays certain roles: writing, education and research.

Q6. What do archaeologists do? (Yes/No)

To all

YES



# Young people broadly recognize the writing and education activities of the profession of archeologist.

## Q6. What do archaeologists do? (Yes/No)


To all

YES

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
They carry out archaeological excavations	98%	97%	99%	100%	100%	98%	98%	95%
They contribute to knowledge about civilisations	97%	96%	98%	95%	100%	98%	98%	95%
They interpret the traces of the past	97%	97%	97%	95%	96%	97%	98%	97%
They help to protect remains from the past	94%	93%	96%	93%	94%	95%	95%	93%
They provide artifacts to museums	93%	92%	94%	95%	94%	94%	94%	89%
They write books	88%	88%	89%	96%	86%	86%	90%	86%
They discover treasures	87%	84%	90%	90%	82%	90%	90%	85%
They help local people to understand their past	87%	87%	87%	78%	87%	86%	89%	90%
They teach	85%	84%	85%	88%	92%	79%	85%	82%
They conduct research in libraries	79%	80%	78%	76%	85%	79%	79%	77%
They organise exhibitions	72%	71%	73%	62%	75%	66%	73%	76%

YES

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
They carry out archaeological excavations	98%	100%	98%	96%	98%	97%	95%	100%	98%
They contribute to knowledge about civilisations	97%	100%	98%	95%	97%	96%	95%	99%	98%
They interpret the traces of the past	97%	99%	97%	96%	96%	98%	95%	100%	93%
They help to protect remains from the past	94%	96%	96%	92%	96%	95%	91%	96%	90%
They provide artifacts to museums	93%	93%	96%	91%	94%	91%	90%	97%	90%
They write books	88%	89%	89%	87%	86%	85%	91%	93%	84%
They discover treasures	87%	88%	88%	86%	88%	84%	85%	90%	89%
They help local people to understand their past	87%	90%	83%	87%	82%	88%	87%	90%	87%
They teach	85%	88%	86%	81%	83%	79%	87%	89%	85%
They conduct research in libraries	79%	82%	78%	77%	76%	77%	83%	80%	81%
They organise exhibitions	72%	67%	74%	75%	73%	73%	68%	75%	69%



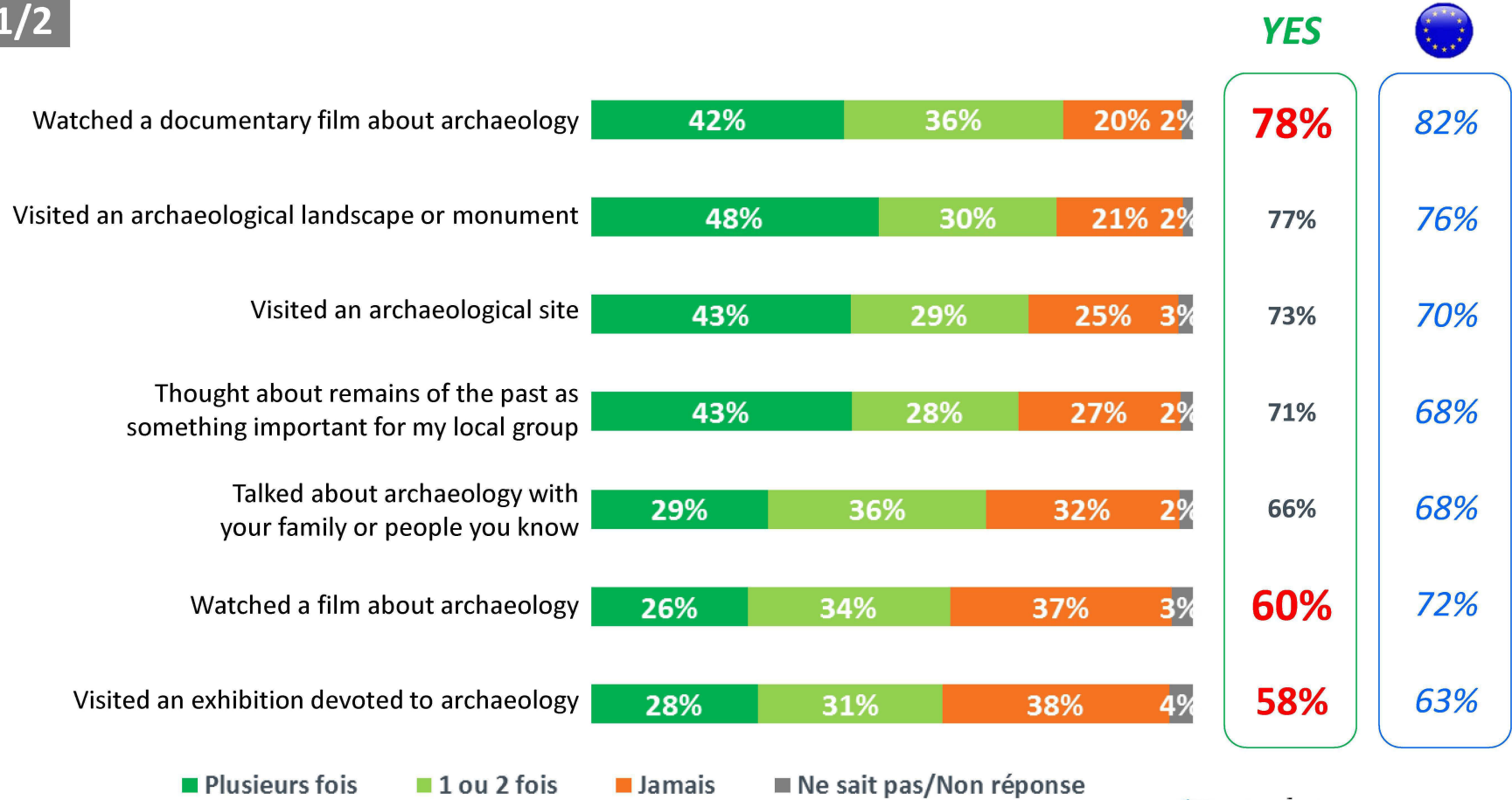
## **1.2. Practices and information sources on archaeology**

The French exhibit a clear interest in archeology. However, they are less commonly involved in the practice of archeology than the average European.

**Q7. Have you ever:**

To all

1/2



■ Plusieurs fois ■ 1 ou 2 fois ■ Jamais ■ Ne sait pas/Non réponse





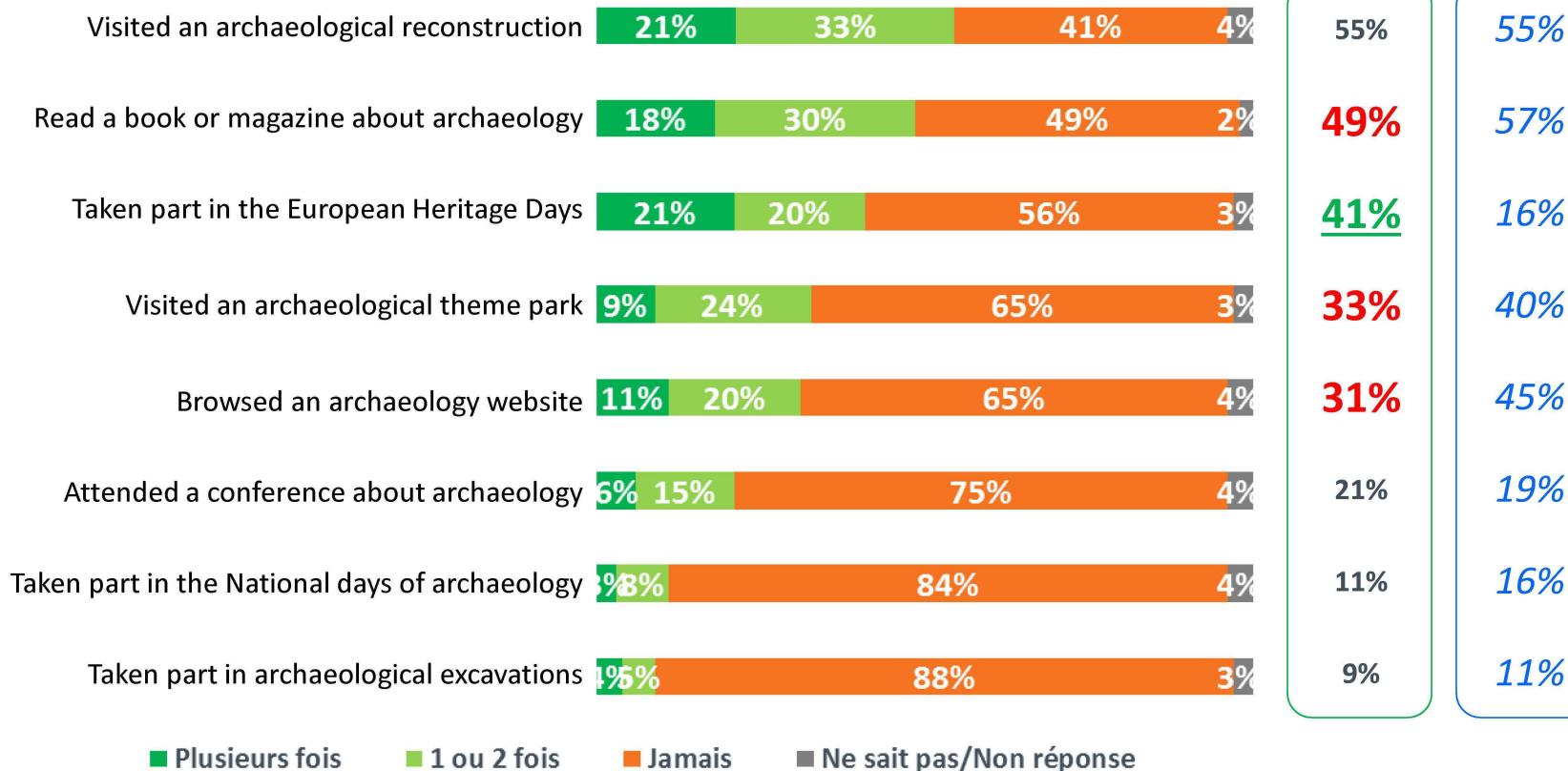
The French say, however, that they very often take part in the European Heritage Days (+25% compared to the European average).

Q7. Have you ever:

To all

2/2

YES



■ Plusieurs fois ■ 1 ou 2 fois ■ Jamais ■ Ne sait pas/Non réponse

# Men, people from higher social and professional classes and older people are more likely to say that they take part in activities related to archeology.

## Q7. Have you ever:

To all YES

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Watched a documentary film about archaeology	78%	<b>84%</b>	<b>73%</b>	78%	72%	73%	82%	82%
Visited an archaeological landscape or monument	77%	<b>83%</b>	<b>73%</b>	78%	72%	75%	74%	<b>84%</b>
Visited an archaeological site	73%	76%	69%	70%	67%	74%	69%	<b>79%</b>
Thought about remains of the past as something important for my local group	71%	72%	70%	68%	71%	67%	69%	75%
Talked about archaeology with your family or people you know	66%	<b>71%</b>	<b>61%</b>	75%	59%	<b>52%</b>	69%	71%
Watched a film about archaeology	60%	<b>66%</b>	<b>54%</b>	61%	<b>48%</b>	50%	<b>69%</b>	63%
Visited an exhibition devoted to archaeology	58%	62%	55%	59%	50%	54%	62%	62%
Visited an archaeological reconstruction	55%	57%	53%	52%	53%	56%	54%	57%
Read a book or magazine about archaeology	49%	<b>53%</b>	<b>44%</b>	44%	40%	42%	52%	<b>56%</b>
Taken part in the European Heritage Days	41%	<b>36%</b>	<b>45%</b>	<b>54%</b>	47%	44%	40%	<b>32%</b>
Visited an archaeological theme park	33%	36%	30%	34%	27%	32%	30%	38%
Browsed an archaeology website	31%	33%	29%	30%	27%	34%	29%	34%
Attended a conference about archaeology	21%	23%	20%	13%	<b>12%</b>	20%	24%	<b>28%</b>
Taken part in the National days of archaeology	11%	12%	11%	9%	8%	13%	12%	12%
Taken part in archaeological excavations	9%	9%	9%	9%	10%	9%	12%	5%

YES

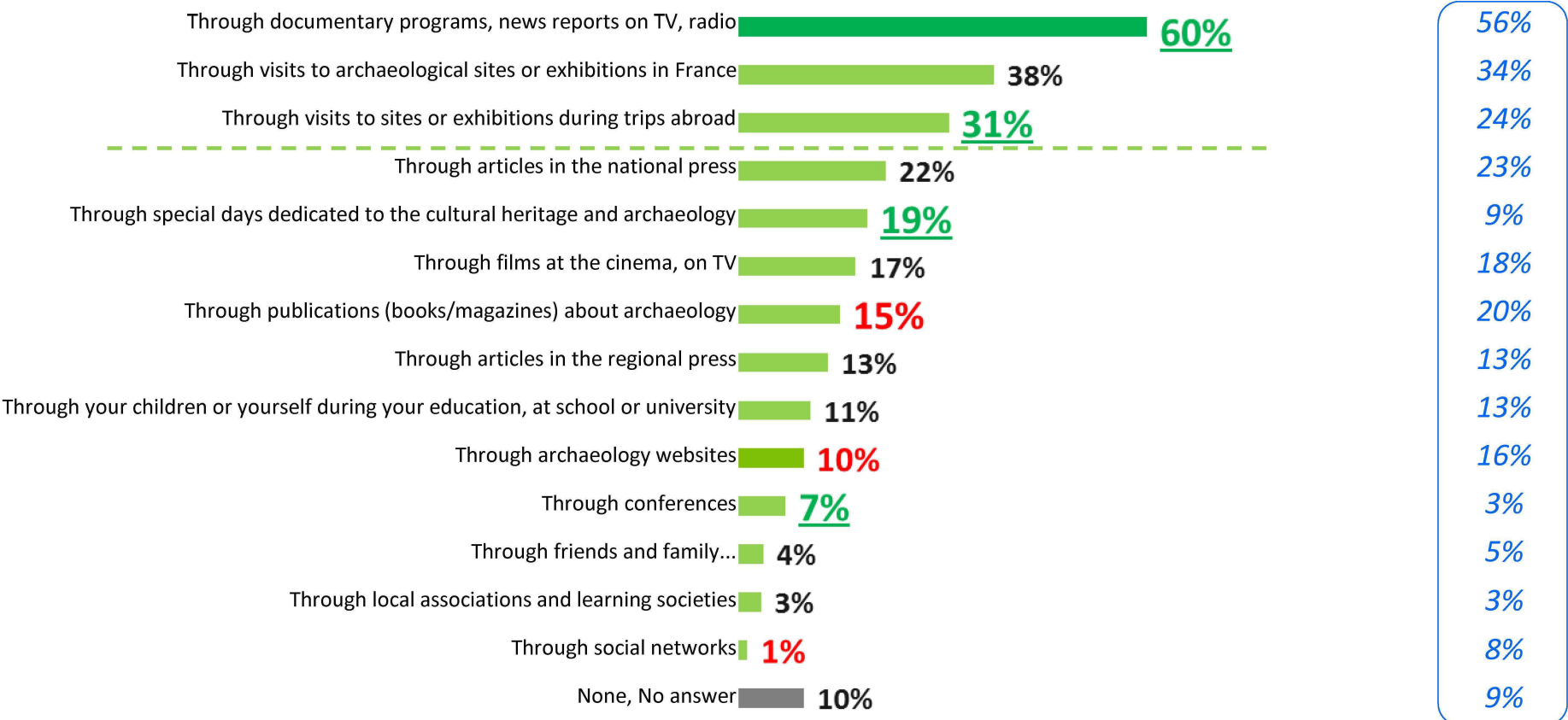
	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Watched a documentary film about archaeology	78%	<b>85%</b>	<b>70%</b>	77%	79%	75%	77%	82%	78%
Visited an archaeological landscape or monument	77%	<b>84%</b>	<b>61%</b>	81%	75%	<b>71%</b>	82%	81%	79%
Visited an archaeological site	73%	<b>82%</b>	<b>52%</b>	76%	68%	69%	78%	74%	77%
Thought about remains of the past as something important for my local group	71%	<b>77%</b>	<b>60%</b>	71%	76%	<b>59%</b>	77%	74%	67%
Talked about archaeology with your family or people you know	66%	71%	<b>50%</b>	70%	69%	62%	65%	64%	72%
Watched a film about archaeology	60%	64%	<b>49%</b>	62%	58%	59%	54%	66%	59%
Visited an exhibition devoted to archaeology	58%	<b>66%</b>	<b>44%</b>	59%	57%	57%	62%	61%	53%
Visited an archaeological reconstruction	55%	<b>64%</b>	<b>43%</b>	53%	55%	56%	60%	48%	57%
Read a book or magazine about archaeology	49%	52%	<b>37%</b>	52%	43%	46%	50%	52%	56%
Taken part in the European Heritage Days	41%	<b>47%</b>	37%	38%	42%	36%	<b>50%</b>	36%	45%
Visited an archaeological theme park	33%	37%	<b>24%</b>	33%	31%	32%	29%	34%	42%
Browsed an archaeology website	31%	33%	24%	33%	33%	25%	30%	34%	35%
Attended a conference about archaeology	21%	21%	16%	24%	20%	21%	25%	19%	22%
Taken part in the National days of archaeology	11%	12%	11%	11%	13%	10%	11%	11%	13%
Taken part in archaeological excavations	9%	9%	11%	7%	10%	11%	7%	6%	12%

# The French get their information about archeology through reporting and shows and when they visit sites and exhibitions (in France and abroad).

**Q8. How are you informed about archaeology and the archaeological heritage?** (Choose 3 main sources maximum among the following ones)

To all

European results




School and university are the sources of information most widely mentioned by young people while people from higher social and professional classes highlight more often their travel abroad.

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

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Base	500	238	262	57	79	88	129	146
Through documentary programs, news reports on TV, radio	60%	61%	60%	<b>48%</b>	63%	62%	63%	60%
Through visits to archaeological sites or exhibitions in France	38%	36%	39%	31%	<b>25%</b>	43%	40%	41%
Through visits to sites or exhibitions during trips abroad	31%	29%	33%	24%	<b>33%</b>	29%	29%	36%
Through articles in the national press	22%	25%	19%	19%	17%	24%	20%	25%
Through special days dedicated to the cultural heritage and archaeology	19%	16%	22%	11%	14%	<b>11%</b>	<b>26%</b>	24%
Through films at the cinema, on TV	17%	19%	16%	<b>29%</b>	22%	15%	14%	15%
Through publications (books/magazines) about archaeology	15%	18%	13%	13%	<b>7%</b>	11%	19%	19%
Through articles in the regional press	13%	16%	11%	7%	8%	<b>21%</b>	12%	15%
Through your children or yourself during your education, at school or university	11%	10%	12%	<b>31%</b>	14%	9%	7%	<b>6%</b>
Through archaeology websites	10%	11%	8%	6%	14%	6%	13%	8%
Through conferences	7%	8%	6%	6%	2%	1%	9%	<b>12%</b>
Through friends and family...	4%	3%	4%	<b>11%</b>	4%	4%	1%	3%
Through local associations and learning societies	3%	4%	3%		1%	1%	4%	<b>7%</b>
Through social networks	1%	2%	1%	6%	1%	2%	1%	
None, No answer	10%	8%	11%	10%	15%	12%	10%	<b>6%</b>

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Base	500	178	113	208	114	115	92	124	56
Through documentary programs, news reports on TV, radio	60%	64%	62%	56%	65%	59%	62%	57%	56%
Through visits to archaeological sites or exhibitions in France	38%	43%	<b>25%</b>	40%	38%	34%	37%	40%	39%
Through visits to sites or exhibitions during trips abroad	31%	<b>38%</b>	<b>20%</b>	31%	26%	28%	<b>42%</b>	33%	24%
Through articles in the national press	22%	20%	23%	23%	<b>29%</b>	21%	25%	17%	13%
Through special days dedicated to the cultural heritage and archaeology	19%	20%	16%	20%	17%	15%	15%	23%	29%
Through films at the cinema, on TV	17%	18%	17%	17%	15%	18%	15%	20%	19%
Through publications (books/magazines) about archaeology	15%	15%	<b>8%</b>	<b>19%</b>	12%	17%	11%	16%	21%
Through articles in the regional press	13%	14%	15%	12%	17%	<b>22%</b>	<b>7%</b>	9%	7%
Through your children or yourself during your education, at school or university	11%	8%	13%	12%	15%	8%	10%	9%	11%
Through archaeology websites	10%	12%	10%	8%	8%	14%	8%	10%	5%
Through conferences	7%	5%	6%	9%	7%	5%	5%	9%	11%
Through friends and family...	4%	3%	6%	4%	1%	2%	5%	5%	<b>10%</b>
Through local associations and learning societies	3%	2%	3%	<b>5%</b>	5%	3%	4%	2%	4%
Through social networks	1%	1%	3%	1%	3%	1%	1%	1%	
None, No answer	10%	6%	<b>17%</b>	9%	7%	9%	12%	11%	10%

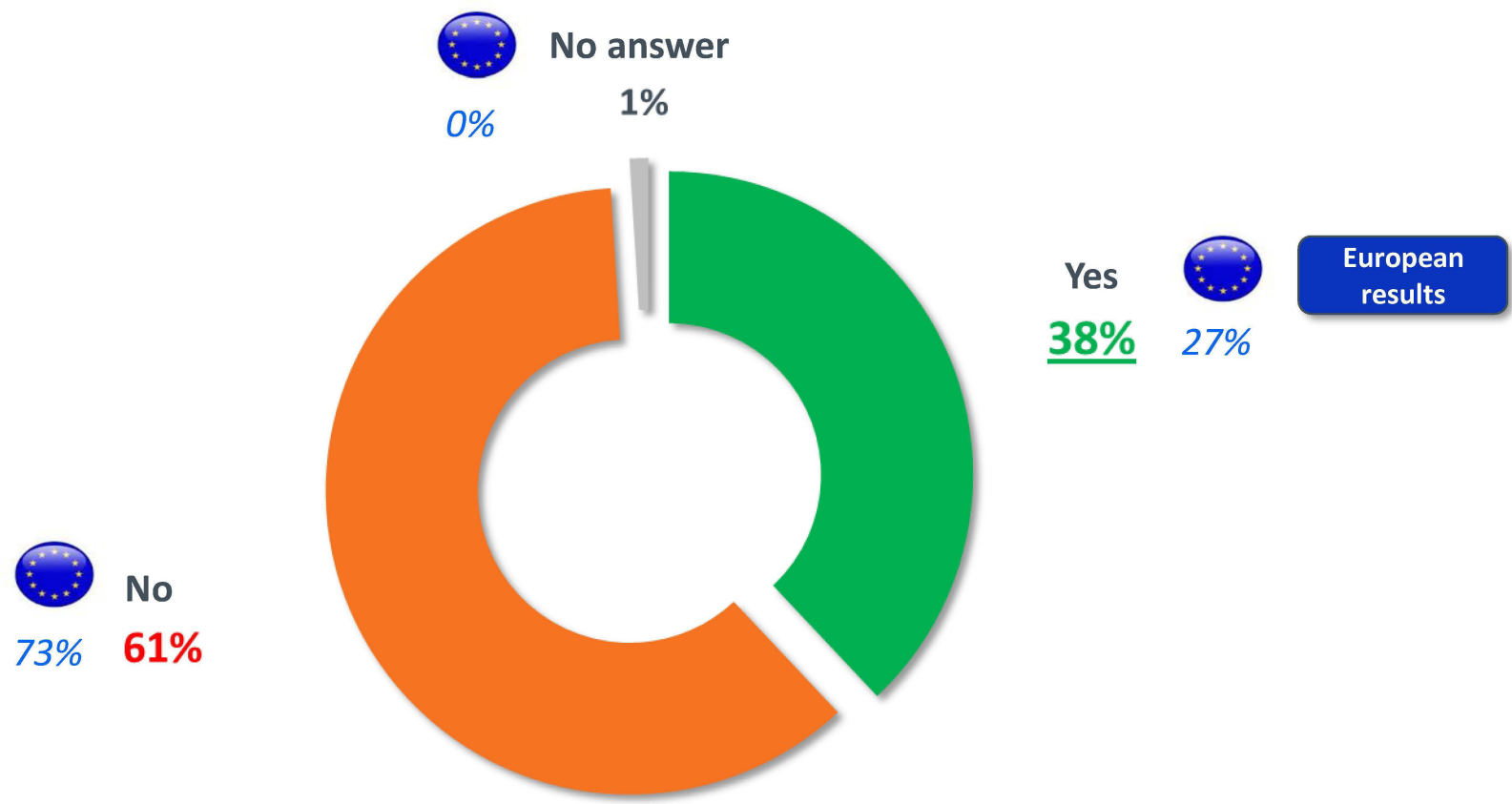


**1.3. Interest in the field and level of knowledge of the principal archaeological sites worldwide**

Nearly 4 out of 10 French people have already studied archeology; a proportion higher than the European average (+9%).

Q9. Have you ever wanted to study archaeology?

To all



# Women were more likely to express an interest in studying archeology.

## Q9. Have you ever wanted to study archaeology?

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Yes	38%	<b>33%</b>	<b>42%</b>	45%	36%	36%	41%	34%
No	61%	<b>66%</b>	<b>57%</b>	55%	63%	64%	58%	64%
No answer	1%	1%	1%		1%		1%	2%

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Yes	38%	40%	35%	38%	43%	34%	37%	33%	47%
No	61%	60%	65%	60%	55%	65%	62%	67%	51%
No answer	1%	0%		2%	2%	1%	1%		2%

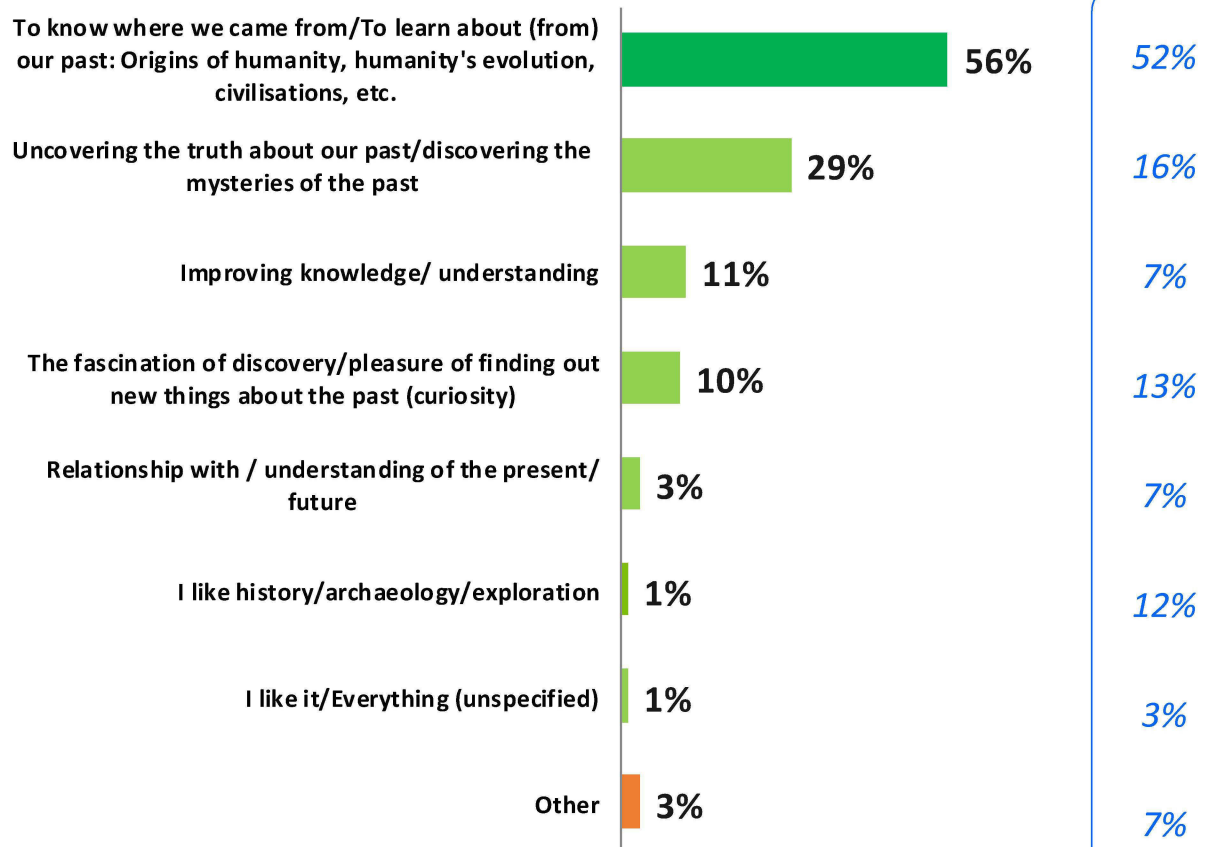
Spontaneously and as in other European countries, the French explain their interest in studying archeology by a desire to better understand where they come from and to better understand human evolution.

**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



**European results**



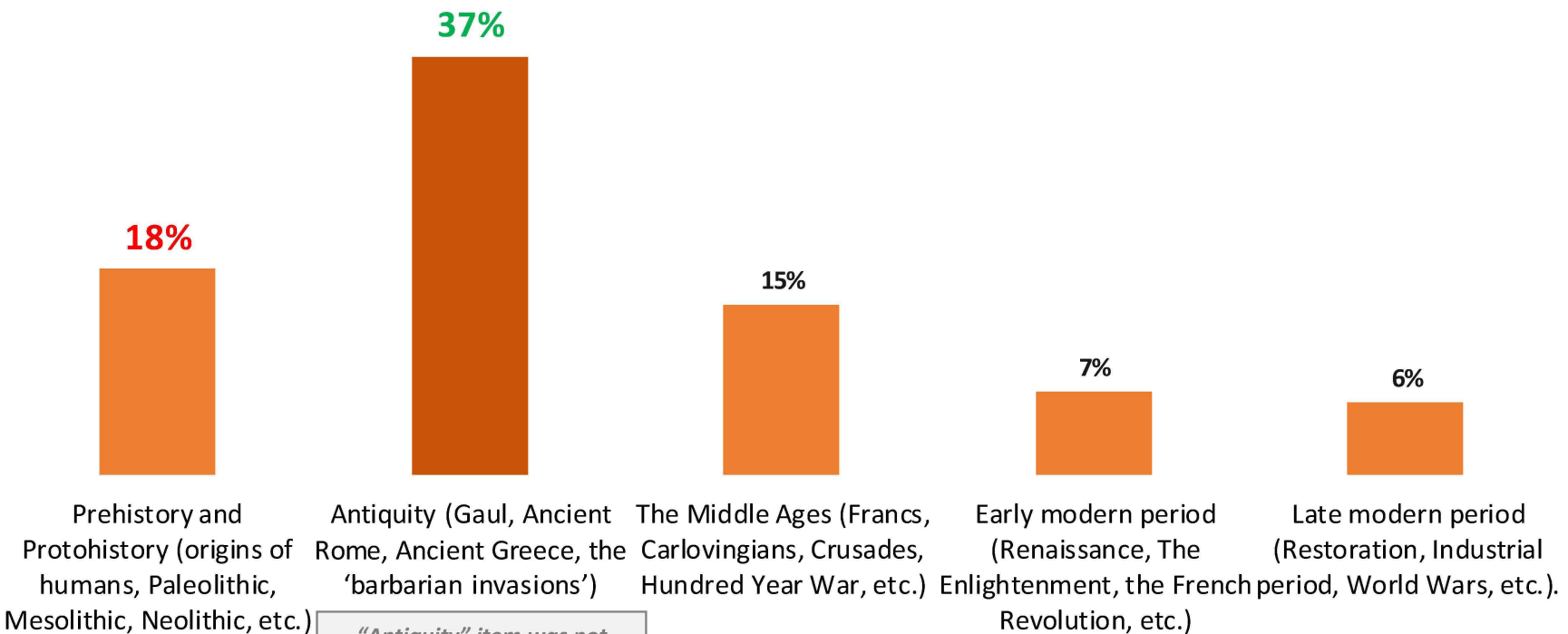


Antiquity is what the French are most interested in and much more so than citizens of other European nations.

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

European results



"Antiquity" item was not presented to the Swedes.

Don't know: 16%

People from lower social and professional classes expressed less of a preference for Antiquity; on the whole, more of them did not express any preference for a particular period of history.

**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

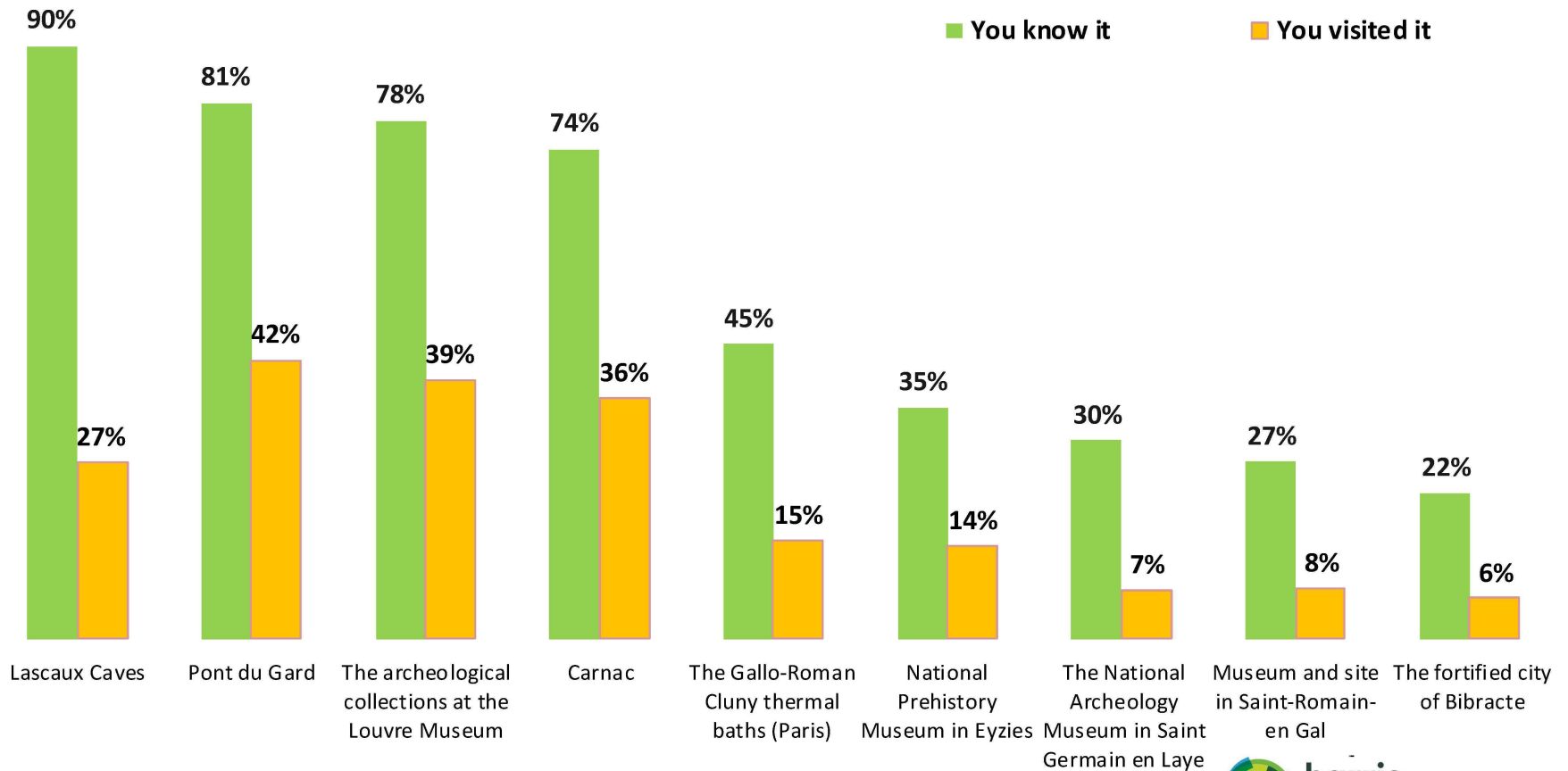
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Prehistory and Protohistory (origins of humans, Paleolithic, Mesolithic, Neolithic, etc.)	18%	15%	21%	17%	20%	16%	21%	17%
Antiquity (Gaul, Ancient Rome, Ancient Greece, the 'barbarian invasions')	37%	38%	36%	45%	40%	<b>26%</b>	36%	40%
The Middle Ages (Francs, Carolingians, Crusades, Hundred Year War, etc.)	15%	<b>19%</b>	<b>11%</b>	8%	15%	18%	11%	19%
Early modern period (Renaissance, The Enlightenment, the French Revolution, etc.)	7%	<b>5%</b>	<b>10%</b>	9%	7%	<b>14%</b>	6%	4%
Late modern period (Restoration, Industrial period, World Wars, etc.)	6%	7%	5%	8%	3%	7%	8%	5%
Don't know	16%	16%	17%	14%	14%	19%	18%	15%

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Prehistory and Protohistory (origins of humans, Paleolithic, Mesolithic, Neolithic, etc.)	18%	18%	20%	17%	22%	12%	14%	22%	19%
Antiquity (Gaul, Ancient Rome, Ancient Greece, the 'barbarian invasions')	37%	41%	<b>28%</b>	38%	32%	37%	<b>49%</b>	35%	32%
The Middle Ages (Francs, Carolingians, Crusades, Hundred Year War, etc.)	15%	17%	11%	16%	12%	17%	13%	15%	21%
Early modern period (Renaissance, The Enlightenment, the French Revolution, etc.)	7%	8%	8%	7%	11%	7%	5%	8%	3%
Late modern period (Restoration, Industrial period, World Wars, etc.)	6%	7%	8%	5%	5%	10%	5%	4%	10%
Don't know	16%	<b>10%</b>	<b>25%</b>	16%	17%	18%	15%	15%	15%

Among the list of places proposed, the Lascaux Caves, the ancient Roman aqueduct Pont du Gard, the archeological collections at the Louvre Museum and Carnac are the four most well-known sites that people say most often that they visit.

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

To all



Older people and people from higher social and professional classes are more familiar with the sites. The region where respondents live obviously influences their knowledge of the sites proposed.

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

To all

1/2

KNOW IT

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Lascaux Caves	90%	87%	92%	<b>98%</b>	91%	88%	91%	<b>85%</b>
Pont du Gard	81%	<b>85%</b>	<b>78%</b>	<b>69%</b>	<b>69%</b>	82%	85%	<b>87%</b>
The archeological collections at the Louvre Museum	78%	79%	78%	85%	80%	73%	76%	80%
Carnac	74%	77%	71%	66%	<b>63%</b>	67%	<b>81%</b>	<b>82%</b>
The Gallo-Roman Cluny thermal baths (Paris)	45%	44%	45%	34%	38%	50%	45%	48%
National Prehistory Museum in Eyzies	35%	34%	36%	24%	26%	29%	<b>45%</b>	39%
The National Archeology Museum in Saint Germain en Laye	30%	29%	30%	27%	<b>20%</b>	26%	<b>37%</b>	33%
Museum and site in Saint-Romain-en Gal	27%	23%	30%	19%	24%	33%	<b>35%</b>	<b>21%</b>
The fortified city of Bibracte	22%	23%	21%	14%	22%	24%	24%	22%

KNOW IT

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Lascaux Caves	90%	<b>94%</b>	87%	88%	93%	87%	90%	90%	87%
Pont du Gard	81%	<b>87%</b>	<b>69%</b>	82%	75%	83%	76%	<b>89%</b>	79%
The archeological collections at the Louvre Museum	78%	<b>84%</b>	<b>68%</b>	79%	76%	73%	85%	78%	85%
Carnac	74%	78%	<b>62%</b>	77%	<b>65%</b>	<b>83%</b>	81%	69%	74%
The Gallo-Roman Cluny thermal baths (Paris)	45%	<b>53%</b>	<b>35%</b>	42%	40%	38%	<b>71%</b>	38%	37%
National Prehistory Museum in Eyzies	35%	38%	33%	34%	32%	35%	31%	33%	<b>53%</b>
The National Archeology Museum in Saint Germain en Laye	30%	31%	27%	31%	29%	27%	<b>40%</b>	28%	26%
Museum and site in Saint-Romain-en Gal	27%	30%	32%	<b>21%</b>	28%	<b>17%</b>	<b>14%</b>	<b>49%</b>	16%
The fortified city of Bibracte	22%	24%	23%	20%	<b>30%</b>	17%	16%	27%	16%

Older people and people from higher social and professional classes are more likely to visit the sites. The region where respondents live clearly influences the visits to the sites proposed.

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

To all

2/2

VISITED IT

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Pont du Gard	42%	46%	39%	23%	28%	41%	43%	57%
The archeological collections at the Louvre Museum	39%	40%	38%	39%	43%	26%	41%	43%
Carnac	36%	42%	31%	13%	21%	28%	44%	52%
Lascaux Caves	27%	27%	26%	24%	28%	17%	29%	31%
The Gallo-Roman Cluny thermal baths (Paris)	15%	17%	13%	5%	8%	19%	14%	21%
National Prehistory Museum in Eyzies	14%	17%	12%	6%	6%	8%	22%	19%
Museum and site in Saint-Romain-en Gal	8%	6%	9%	2%	11%	7%	10%	6%
The National Archeology Museum in Saint Germain en Laye	7%	9%	6%	3%	4%	6%	9%	10%
The fortified city of Bibracte	6%	9%	4%	5%	4%	5%	6%	9%

VISITED IT

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Pont du Gard	42%	46%	29%	46%	39%	33%	31%	63%	41%
The archeological collections at the Louvre Museum	39%	48%	21%	41%	25%	38%	59%	39%	36%
Carnac	36%	42%	20%	41%	31%	51%	37%	31%	29%
Lascaux Caves	27%	25%	28%	28%	22%	29%	23%	27%	38%
The Gallo-Roman Cluny thermal baths (Paris)	15%	19%	6%	16%	10%	14%	31%	11%	6%
National Prehistory Museum in Eyzies	14%	14%	15%	13%	12%	18%	13%	9%	21%
Museum and site in Saint-Romain-en Gal	8%	9%	7%	7%	5%	1%	6%	21%	2%
The National Archeology Museum in Saint Germain en Laye	7%	9%	5%	7%	6%	7%	18%	3%	4%
The fortified city of Bibracte	6%	5%	6%	7%	8%	3%	6%	8%	4%

The French are very familiar with major sites around the world. Compared to the average European, Angkor is the place people know best but are less familiar with other sites such as Stonehenge (-18%) and the Mesa Verde National Park (-13%).

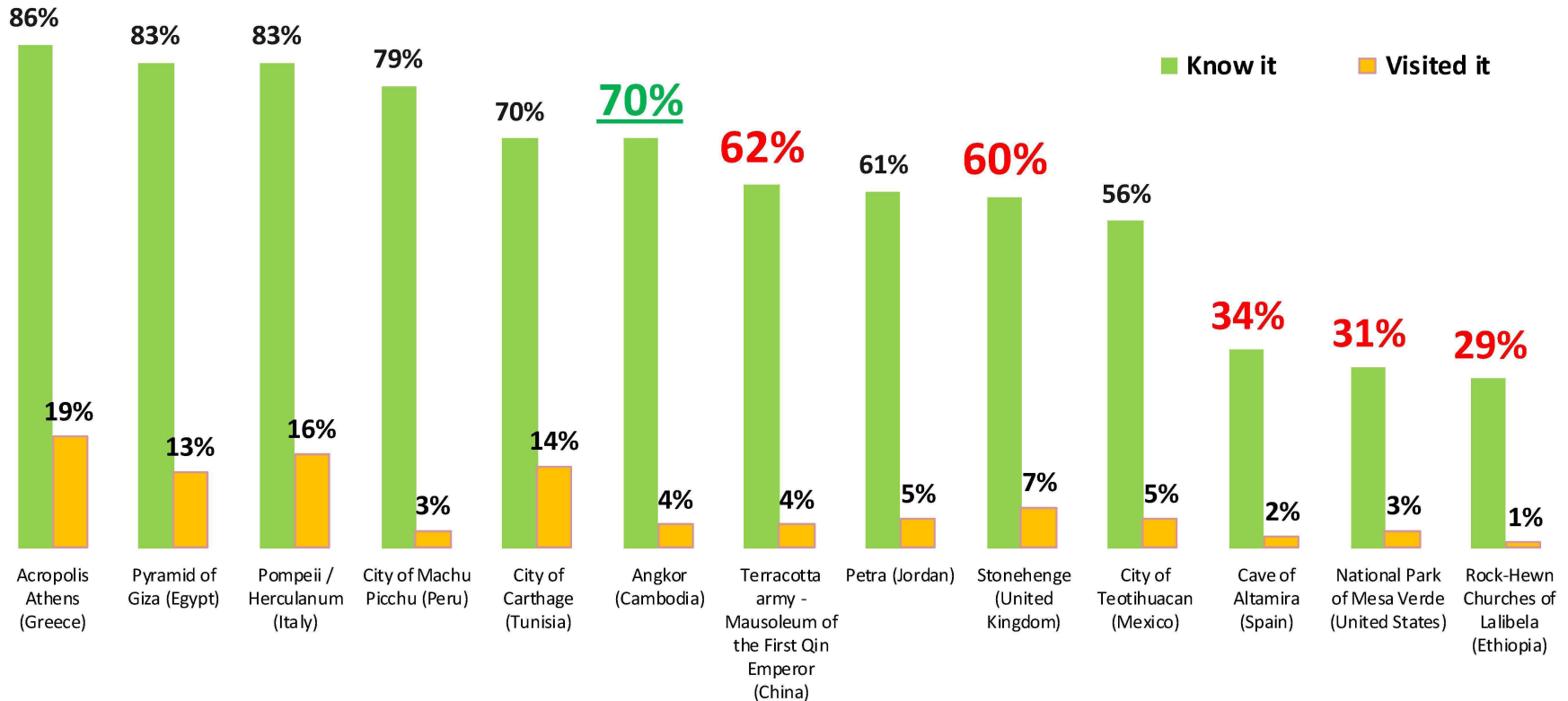
Q12. Here are some archaeological sites or museums in other countries, for each one would you say...

To all

European results



88%/20% 88%/13% 86%/14% 79%/3% 72%/9% 52%/3% 73%/5% 63%/5% 78%/10% 58%/5% 44%/4% 44%/3% 39%/2%



Item "Acropolis Athens" not mentioned to Greeks  
 Item "Pompeii" not mentioned to Italians  
 Item "Stonehenge" not mentioned to British  
 Item "Cave Altamira" not mentioned to Spaniards

People from higher social and professional classes are more likely to know about sites and museums located in other countries.

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

To all

1/2

KNOW IT

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Acropolis Athens (Greece)	86%	86%	86%	88%	81%	85%	87%	86%
Pyramid of Giza (Egypt)	83%	84%	82%	89%	81%	86%	81%	80%
Pompeii / Herculenum (Italy)	83%	82%	84%	82%	84%	81%	85%	82%
City of Machu Picchu (Peru)	79%	78%	81%	82%	78%	<b>91%</b>	79%	<b>73%</b>
City of Carthage (Tunisia)	70%	73%	67%	76%	72%	63%	71%	71%
Angkor (Cambodia)	70%	72%	68%	72%	66%	70%	72%	68%
Terracotta army - Mausoleum of the First Qin Emperor (China)	62%	<b>68%</b>	<b>57%</b>	63%	55%	61%	64%	65%
Petra (Jordan)	61%	<b>66%</b>	<b>55%</b>	50%	52%	58%	62%	<b>69%</b>
Stonehenge (United Kingdom)	60%	65%	57%	<b>73%</b>	61%	64%	56%	56%
City of Teotihuacan (Mexico)	56%	55%	57%	60%	56%	61%	56%	51%
Cave of Altamira (Spain)	34%	34%	33%	22%	<b>24%</b>	35%	35%	<b>41%</b>
National Park of Mesa Verde (United States)	31%	33%	30%	32%	28%	34%	33%	30%
Rock-Hewn Churches of Lalibela (Ethiopia)	29%	30%	27%	22%	21%	26%	32%	34%

KNOW IT

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Acropolis Athens (Greece)	86%	<b>91%</b>	<b>78%</b>	85%	87%	82%	86%	87%	85%
Pyramid of Giza (Egypt)	83%	<b>91%</b>	<b>76%</b>	80%	82%	<b>76%</b>	88%	88%	79%
Pompeii / Herculenum (Italy)	83%	<b>90%</b>	<b>77%</b>	80%	83%	77%	86%	86%	83%
City of Machu Picchu (Peru)	79%	<b>89%</b>	76%	<b>73%</b>	78%	74%	83%	84%	79%
City of Carthage (Tunisia)	70%	<b>80%</b>	<b>59%</b>	69%	69%	66%	71%	72%	77%
Angkor (Cambodia)	70%	<b>79%</b>	<b>61%</b>	67%	64%	65%	<b>79%</b>	72%	72%
Terracotta army - Mausoleum of the First Qin Emperor (China)	62%	<b>72%</b>	<b>44%</b>	63%	61%	58%	64%	65%	62%
Petra (Jordan)	61%	<b>68%</b>	<b>46%</b>	62%	57%	54%	69%	64%	60%
Stonehenge (United Kingdom)	60%	<b>71%</b>	<b>51%</b>	56%	<b>51%</b>	57%	67%	68%	60%
City of Teotihuacan (Mexico)	56%	<b>67%</b>	<b>43%</b>	53%	52%	54%	52%	63%	60%
Cave of Altamira (Spain)	34%	36%	<b>25%</b>	36%	34%	33%	37%	32%	31%
National Park of Mesa Verde (United States)	31%	<b>37%</b>	29%	28%	24%	29%	35%	<b>39%</b>	26%
Rock-Hewn Churches of Lalibela (Ethiopia)	29%	29%	27%	29%	30%	29%	31%	29%	20%

# People who live in the Paris metropolitan area and older people are more likely to visit sites in other countries.

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

To all

2/2

**VISITED IT**

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Acropolis Athens (Greece)	19%	21%	18%	9%	16%	11%	19%	30%
Pompeii / Herculenum (Italy)	16%	14%	17%	18%	14%	12%	12%	22%
City of Carthage (Tunisia)	14%	12%	16%	5%	10%	15%	14%	19%
Pyramid of Giza (Egypt)	13%	14%	13%	5%	12%	7%	12%	23%
Stonehenge (United Kingdom)	7%	9%	6%	9%	8%	6%	6%	7%
City of Teotihuacan (Mexico)	5%	5%	4%		1%	4%	6%	7%
Petra (Jordan)	5%	6%	4%		1%	3%	5%	9%
Terracotta army - Mausoleum of the First Qin Emperor (China)	4%	4%	5%	2%	1%	6%	2%	8%
Angkor (Cambodia)	4%	4%	4%	4%	2%	3%	4%	7%
National Park of Mesa Verde (United States)	3%	4%	3%	2%	2%	1%	3%	5%
City of Machu Picchu (Peru)	3%	3%	3%		2%	1%	3%	5%
Cave of Altamira (Spain)	2%	2%	2%	1%	2%		3%	3%
Rock-Hewn Churches of Lalibela (Ethiopia)	1%	1%	0%					3%

**VISITED IT**

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Acropolis Athens (Greece)	19%	21%	8%	24%	13%	21%	37%	13%	13%
Pompeii / Herculenum (Italy)	16%	17%	7%	19%	16%	13%	23%	13%	15%
City of Carthage (Tunisia)	14%	17%	10%	13%	14%	9%	23%	16%	6%
Pyramid of Giza (Egypt)	13%	12%	9%	17%	9%	11%	22%	15%	9%
Stonehenge (United Kingdom)	7%	9%	5%	7%	4%	11%	10%	7%	2%
City of Teotihuacan (Mexico)	5%	6%	2%	5%	3%	5%	7%	7%	
Petra (Jordan)	5%	5%	1%	6%	1%	3%	13%	5%	2%
Terracotta army - Mausoleum of the First Qin Emperor (China)	4%	4%	1%	6%	4%	5%	7%	3%	
Angkor (Cambodia)	4%	5%	1%	5%	2%	3%	8%	6%	2%
National Park of Mesa Verde (United States)	3%	4%	1%	4%	1%	2%	7%	5%	2%
City of Machu Picchu (Peru)	3%	4%	1%	3%		2%	9%	3%	
Cave of Altamira (Spain)	2%	3%	2%	2%	1%	4%	4%	1%	2%
Rock-Hewn Churches of Lalibela (Ethiopia)	1%			2%		2%	1%	1%	






## **1.4. Image of, attachment to and commitment to archaeology**

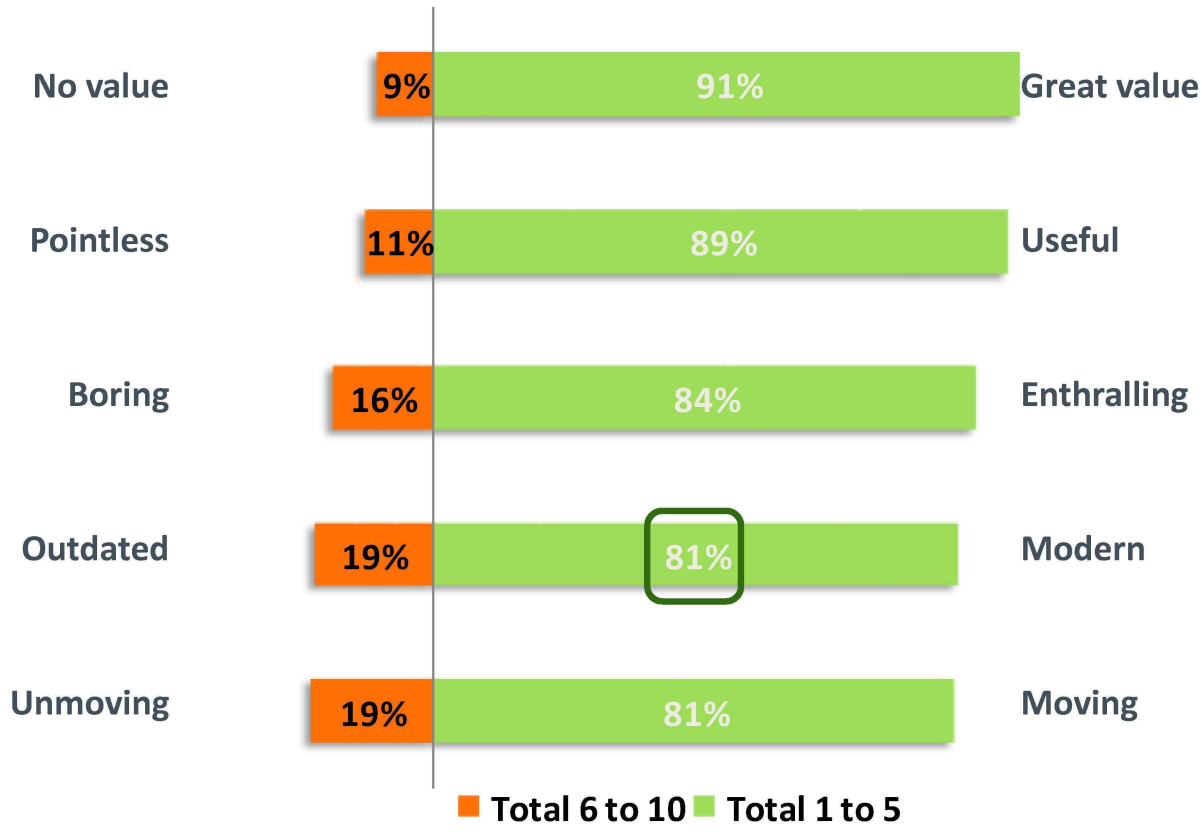
The French have a positive image of archeology, reinforced by the very concrete attributes of value and usefulness. Compared to other Europeans, the French are more likely to recognize the modernity of Archeology.

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

To all

European results 

No value	9%	91%	Great value	91%
Pointless	11%	89%	Useful	90%
Boring	16%	84%	Enthralling	87%
Outdated	19%	81%	Modern	76%
Unmoving	19%	81%	Moving	81%



Women have a more positive view both of the value of archeology and of its emotional nature. Older people see it as more relevant.

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

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Great value	91%	88%	94%	96%	92%	89%	90%	91%
Useful	89%	87%	92%	88%	87%	88%	91%	90%
Enthralling	84%	83%	85%	86%	88%	79%	82%	88%
Modern	81%	80%	83%	76%	76%	76%	83%	89%
Moving	81%	75%	86%	80%	82%	71%	85%	84%

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Great value	91%	89%	89%	88%	95%	95%	90%	91%	93%
Useful	89%	86%	90%	88%	91%	93%	89%	86%	91%
Enthralling	84%	88%	85%	82%	85%	77%	83%	79%	88%
Modern	81%	80%	80%	79%	86%	80%	79%	79%	85%
Moving	81%	78%	79%	80%	86%	82%	79%	78%	85%

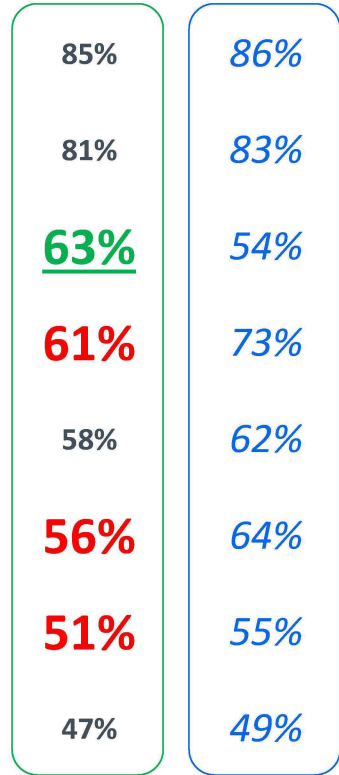
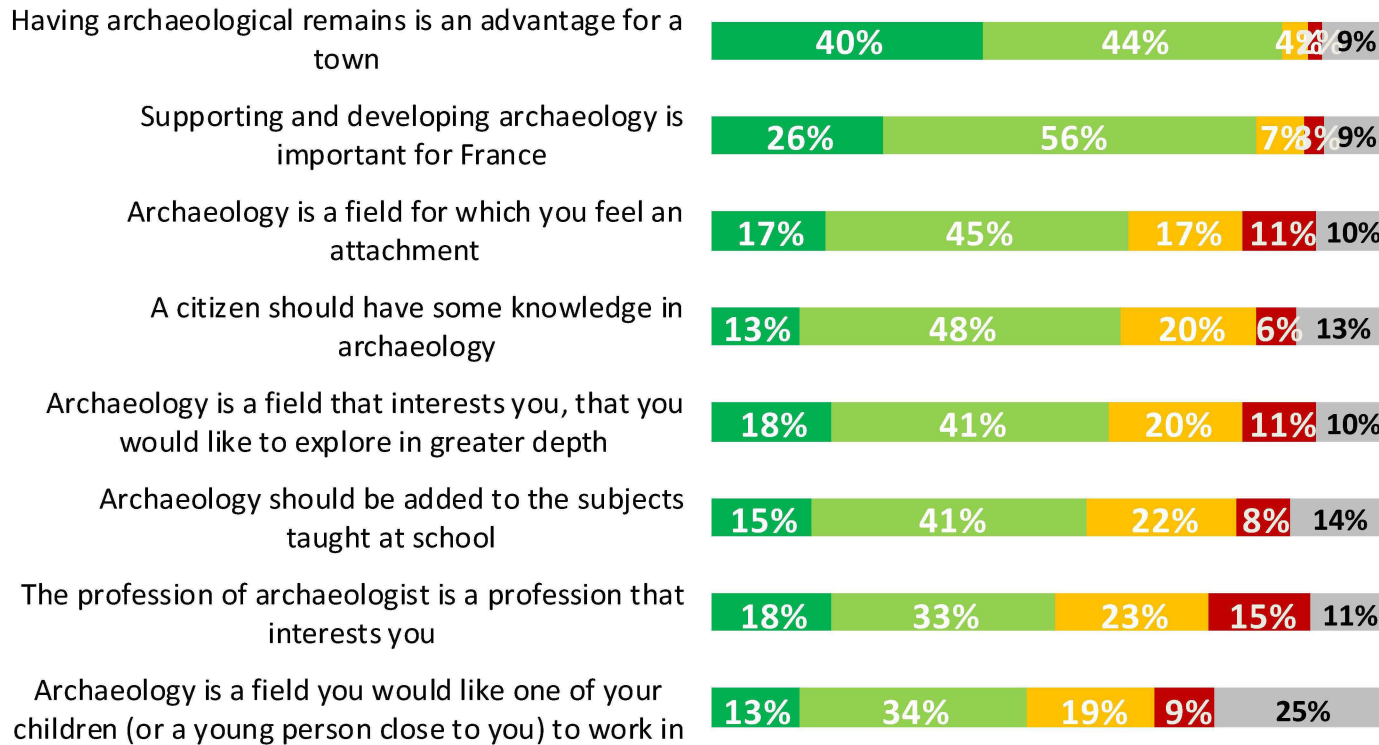
The French exhibit a stronger connection to archeology than the European average (+9%). They see the benefits that it has both on a local or national level. However, more French people than the European average believe that it is necessary to have some knowledge in this field or that archeology should be taught in school.

**Q14. Personally, would you say that...**

To all

**European results**

**AGREE**



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

For older people, it is more important for people to have knowledge about archeology.

**Q14. Personally, would you say that...**

To all

**AGREE**

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Having archaeological remains is an advantage for a town	85%	84%	85%	92%	81%	85%	85%	83%
Supporting and developing archaeology is important for France	81%	79%	83%	86%	81%	75%	84%	81%
Archaeology is a field for which you feel an attachment	63%	66%	59%	54%	54%	59%	68%	69%
A citizen should have some knowledge in archaeology	61%	62%	60%	58%	<b>49%</b>	60%	62%	<b>69%</b>
Archaeology is a field that interests you, that you would like to explore in greater depth	58%	57%	59%	59%	50%	55%	64%	59%
Archaeology should be added to the subjects taught at school	56%	56%	56%	51%	<b>46%</b>	57%	58%	61%
The profession of archaeologist is a profession that interests you	51%	50%	52%	49%	47%	48%	56%	52%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	47%	51%	44%	43%	43%	44%	52%	49%

**AGREE**

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Having archaeological remains is an advantage for a town	85%	86%	79%	86%	83%	80%	83%	<b>91%</b>	85%
Supporting and developing archaeology is important for France	81%	80%	78%	84%	83%	76%	81%	87%	77%
Archaeology is a field for which you feel an attachment	63%	67%	<b>51%</b>	65%	59%	63%	63%	64%	65%
A citizen should have some knowledge in archaeology	61%	62%	<b>52%</b>	65%	64%	54%	65%	65%	56%
Archaeology is a field that interests you, that you would like to explore in greater depth	58%	60%	52%	61%	52%	57%	62%	65%	54%
Archaeology should be added to the subjects taught at school	56%	55%	57%	56%	57%	54%	57%	54%	60%
The profession of archaeologist is a profession that interests you	51%	53%	45%	53%	48%	48%	56%	53%	51%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	47%	53%	<b>36%</b>	48%	44%	44%	49%	49%	53%

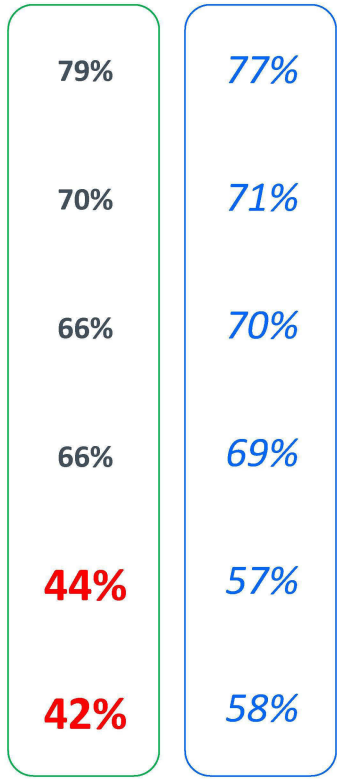
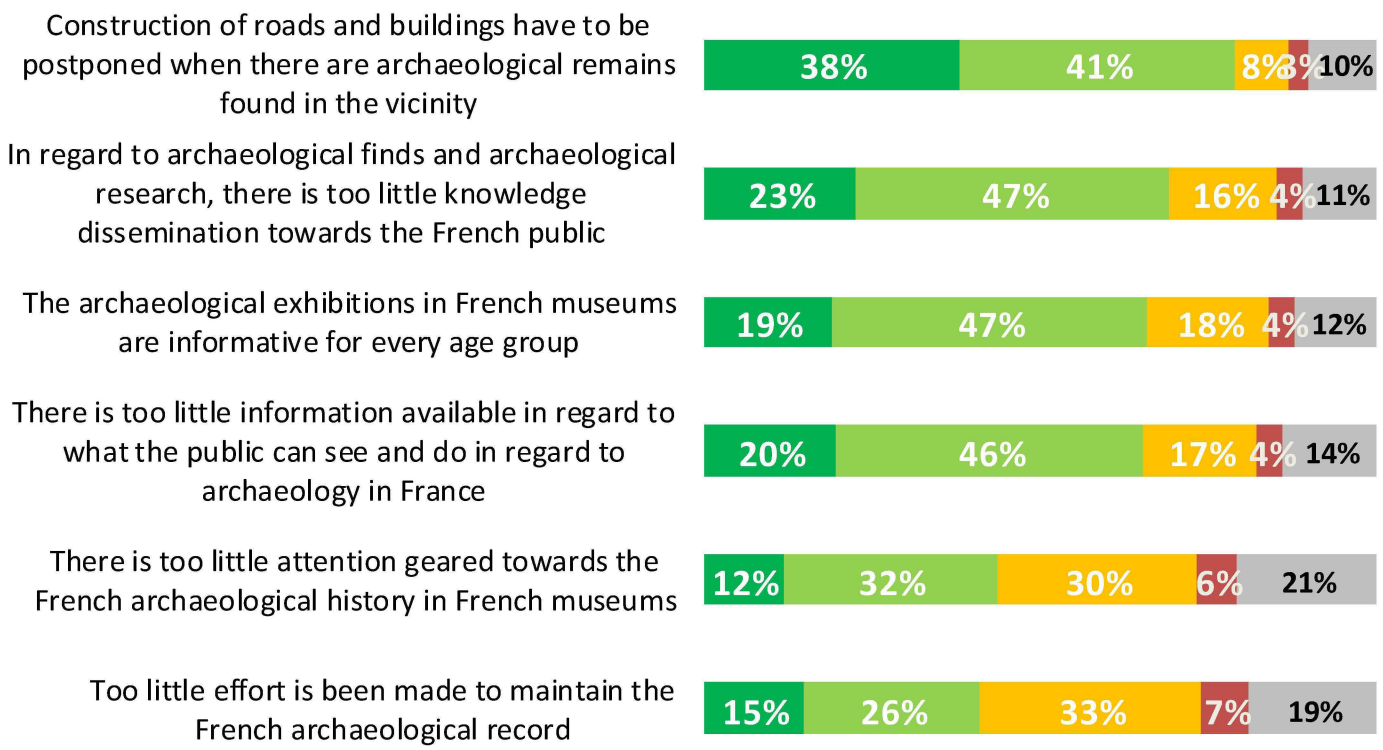
Like other Europeans, the French are attached to the preservation of archeological remains. They also have a greater expectation about being informed. French are, though, less critical than their European neighbors with respect to the promotion and the preservation of archeological heritage in their country.

**Q15. Personally, would you say that...**

To all

European results

**D'ACCORD**



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



# Younger people want more information about archeology, whereas women are more vocal in defending programs aiming to safeguard archeological heritage.

## Q15. Personally, would you say that...

To all

**AGREE**

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	79%	<b>75%</b>	<b>83%</b>	84%	78%	79%	84%	74%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the French public	70%	66%	73%	<b>88%</b>	74%	66%	74%	<b>59%</b>
The archaeological exhibitions in French museums are informative for every age group	66%	<b>61%</b>	<b>71%</b>	63%	58%	61%	70%	73%
There is too little information available in regard to what the public can see and do in regard to archaeology in France	66%	63%	68%	<b>78%</b>	70%	63%	73%	<b>55%</b>
There is too little attention geared towards the French archaeological history in French museums	44%	41%	46%	47%	44%	37%	51%	40%
Too little effort is been made to maintain the French archaeological record	42%	42%	42%	39%	41%	<b>30%</b>	<b>51%</b>	42%

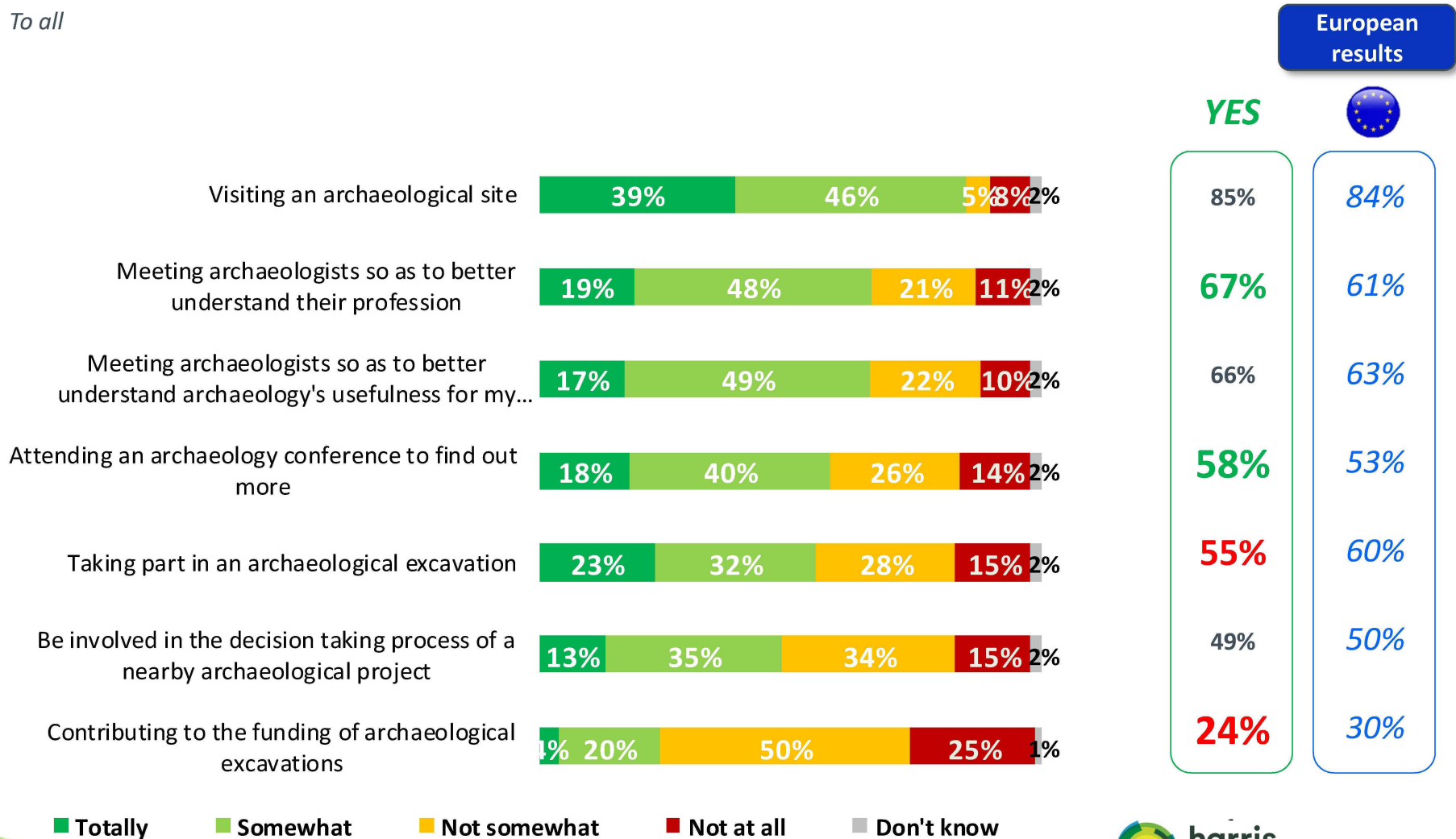
**AGREE**

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	79%	79%	81%	79%	84%	<b>69%</b>	85%	84%	72%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the French public	70%	70%	71%	68%	72%	67%	72%	69%	70%
The archaeological exhibitions in French museums are informative for every age group	66%	61%	63%	<b>73%</b>	62%	65%	73%	70%	60%
There is too little information available in regard to what the public can see and do in regard to archaeology in France	66%	69%	66%	63%	72%	59%	65%	66%	69%
There is too little attention geared towards the French archaeological history in French museums	44%	38%	49%	46%	43%	42%	42%	46%	46%
Too little effort is been made to maintain the French archaeological record	42%	<b>34%</b>	49%	45%	37%	45%	39%	42%	48%

The French articulate more than the European average their wish to see more archeology, specifically by visiting an excavation site or meet archeologists. Fewer French people say, however, that they personally want to get involved in an archeological excavation and make a financial contribution to one.

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

To all





Broadly speaking, young people express a greater interest. People from lower social and professional classes are must more interested when asked if they want to take part in an archeological excavation.


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

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Visiting an archaeological site	85%	87%	84%	91%	89%	89%	85%	<b>79%</b>
Meeting archaeologists so as to better understand their profession	67%	69%	66%	<b>79%</b>	66%	58%	<b>74%</b>	63%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	66%	68%	65%	71%	63%	64%	71%	62%
Attending an archaeology conference to find out more	58%	59%	57%	60%	51%	<b>47%</b>	<b>65%</b>	61%
Taking part in an archaeological excavation	55%	<b>46%</b>	<b>63%</b>	<b>78%</b>	<b>66%</b>	65%	59%	<b>31%</b>
Be involved in the decision taking process of a nearby archaeological project	49%	48%	49%	<b>61%</b>	51%	54%	44%	44%
Contributing to the funding of archaeological excavations	24%	21%	26%	27%	22%	27%	25%	20%

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Visiting an archaeological site	85%	<b>90%</b>	81%	83%	83%	<b>79%</b>	90%	89%	85%
Meeting archaeologists so as to better understand their profession	67%	69%	64%	68%	63%	68%	70%	67%	71%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	66%	68%	62%	67%	64%	65%	63%	69%	71%
Attending an archaeology conference to find out more	58%	61%	<b>48%</b>	60%	52%	55%	66%	61%	54%
Taking part in an archaeological excavation	55%	58%	<b>68%</b>	<b>46%</b>	55%	52%	56%	57%	57%
Be involved in the decision taking process of a nearby archaeological project	49%	50%	46%	49%	55%	47%	49%	44%	48%
Contributing to the funding of archaeological excavations	24%	23%	30%	21%	24%	25%	24%	23%	22%

# II- Positioning of archaeology



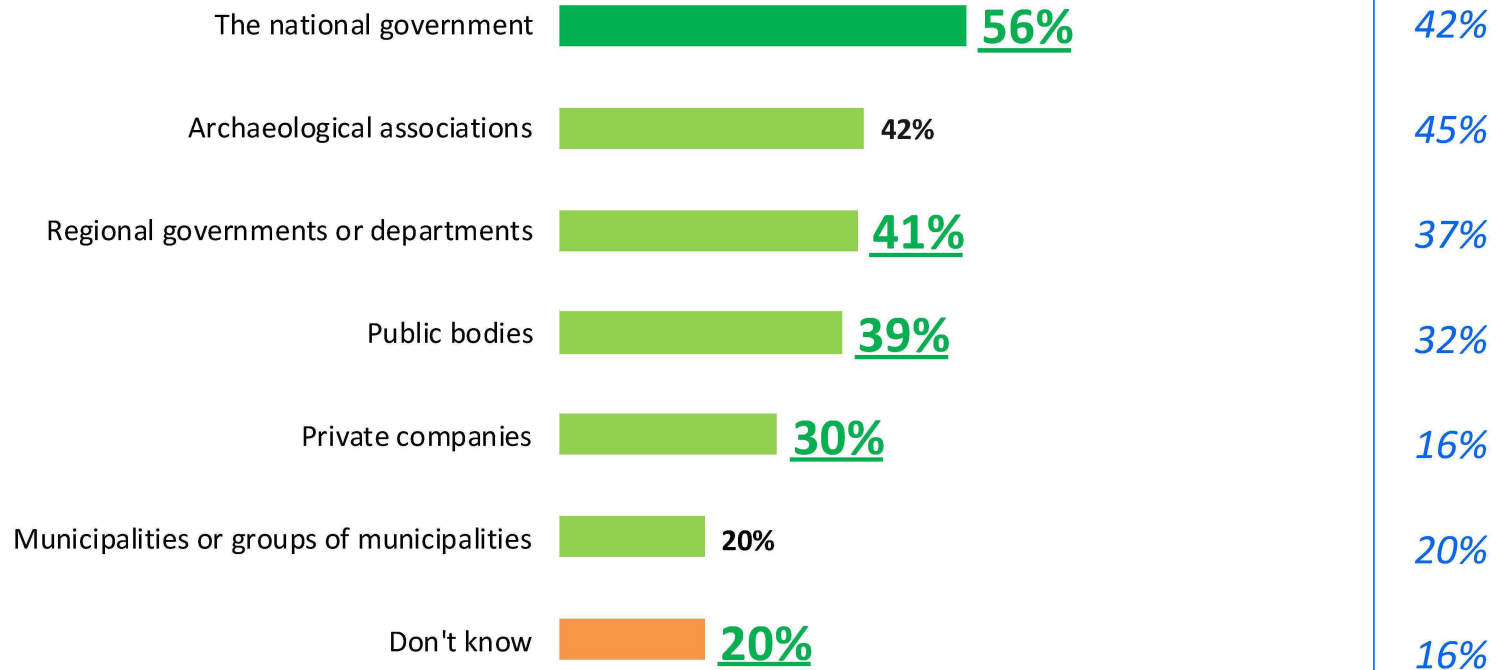
## **2.1. Managing archaeology: knowledge and wishes**

For the French, government is primarily responsibility for archeology in France. They are more likely to believe, however, that there is greater diversity in the administration of archeology than the average European.

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

To all

European  
results



# Senior citizens, mention and higher social and professional classes mention the role of the government and the regions (administrative departments) in the administration of archeology.

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

To all

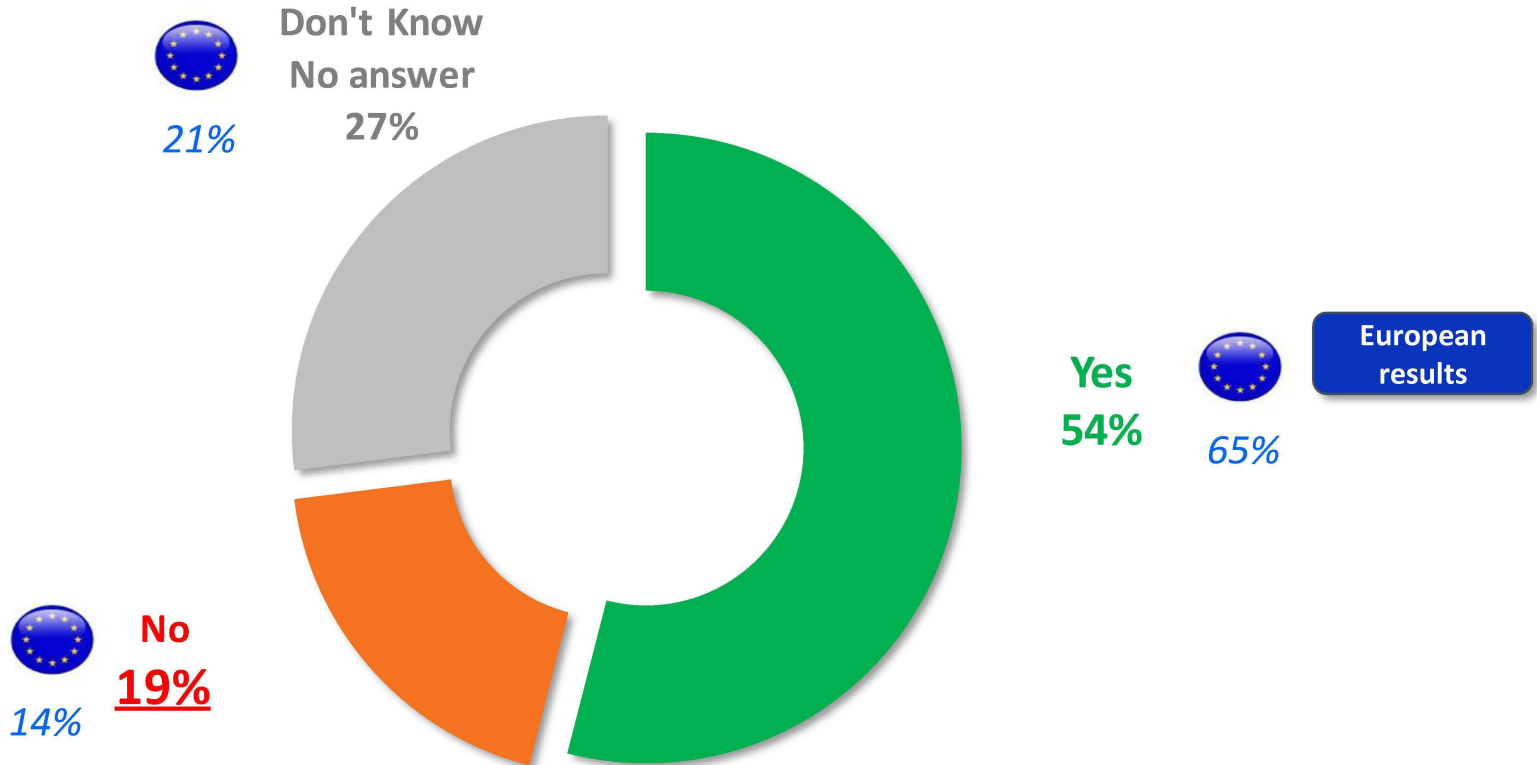
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
The national government	56%	<b>62%</b>	<b>50%</b>	46%	<b>46%</b>	58%	53%	<b>66%</b>
Archaeological associations	42%	46%	39%	46%	35%	36%	44%	48%
Regional governments or departments	41%	<b>51%</b>	<b>33%</b>	43%	33%	34%	39%	<b>52%</b>
Public bodies	39%	43%	35%	46%	31%	39%	36%	41%
Private companies	30%	31%	30%	<b>49%</b>	30%	28%	27%	26%
Municipalities or groups of municipalities	20%	23%	17%	17%	15%	23%	20%	22%
Don't know	20%	<b>15%</b>	<b>24%</b>	15%	<b>28%</b>	16%	<b>26%</b>	<b>13%</b>

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
The national government	56%	<b>62%</b>	<b>38%</b>	60%	55%	54%	<b>69%</b>	52%	47%
Archaeological associations	42%	39%	38%	<b>48%</b>	36%	45%	50%	39%	45%
Regional governments or departments	41%	41%	<b>32%</b>	<b>47%</b>	34%	37%	<b>51%</b>	46%	39%
Public bodies	39%	<b>45%</b>	<b>25%</b>	41%	39%	33%	<b>51%</b>	35%	37%
Private companies	30%	30%	31%	29%	24%	26%	36%	36%	30%
Municipalities or groups of municipalities	20%	19%	22%	20%	19%	18%	24%	20%	18%
Don't know	20%	15%	<b>33%</b>	16%	20%	25%	<b>11%</b>	20%	22%

Just over half of French people consider that it is up to the government to handle archeology. A lesser proportion compared to the wishes of their European neighbors. It is worth noting that one-quarter of French people did not express a position.

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

To all



Younger people and people from lower social and professional classes have less of an expectation that the government be responsible for archeology.

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

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Yes	54%	57%	52%	<b>37%</b>	<b>42%</b>	59%	<b>62%</b>	57%
No	19%	22%	16%	<b>31%</b>	21%	18%	<b>12%</b>	20%
Don't know / No answer	27%	<b>21%</b>	<b>32%</b>	31%	<b>37%</b>	22%	26%	24%

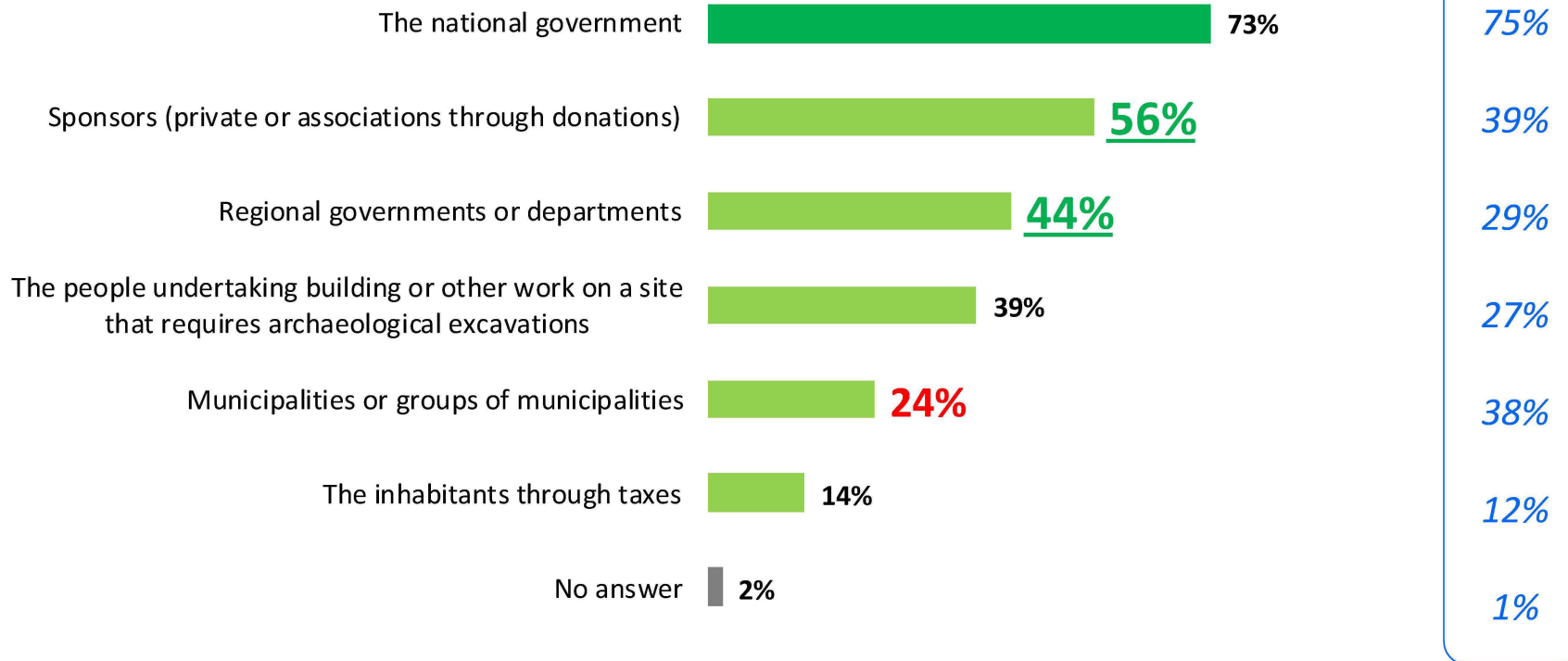
	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Yes	54%	<b>62%</b>	<b>44%</b>	53%	58%	49%	59%	52%	52%
No	19%	17%	22%	19%	15%	20%	17%	21%	25%
Don't know / No answer	27%	<b>21%</b>	<b>34%</b>	28%	27%	31%	25%	27%	23%

With respect to the funding of archeology, the involvement of the government is strongly desired. The French do not expect more than their neighbors that patrons and regions invest. Conversely, there are fewer expectations of towns and cities.

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

To all

European results





# Men have a greater expectation of a significant contribution by various players (except for government and entrepreneurs).

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

To all

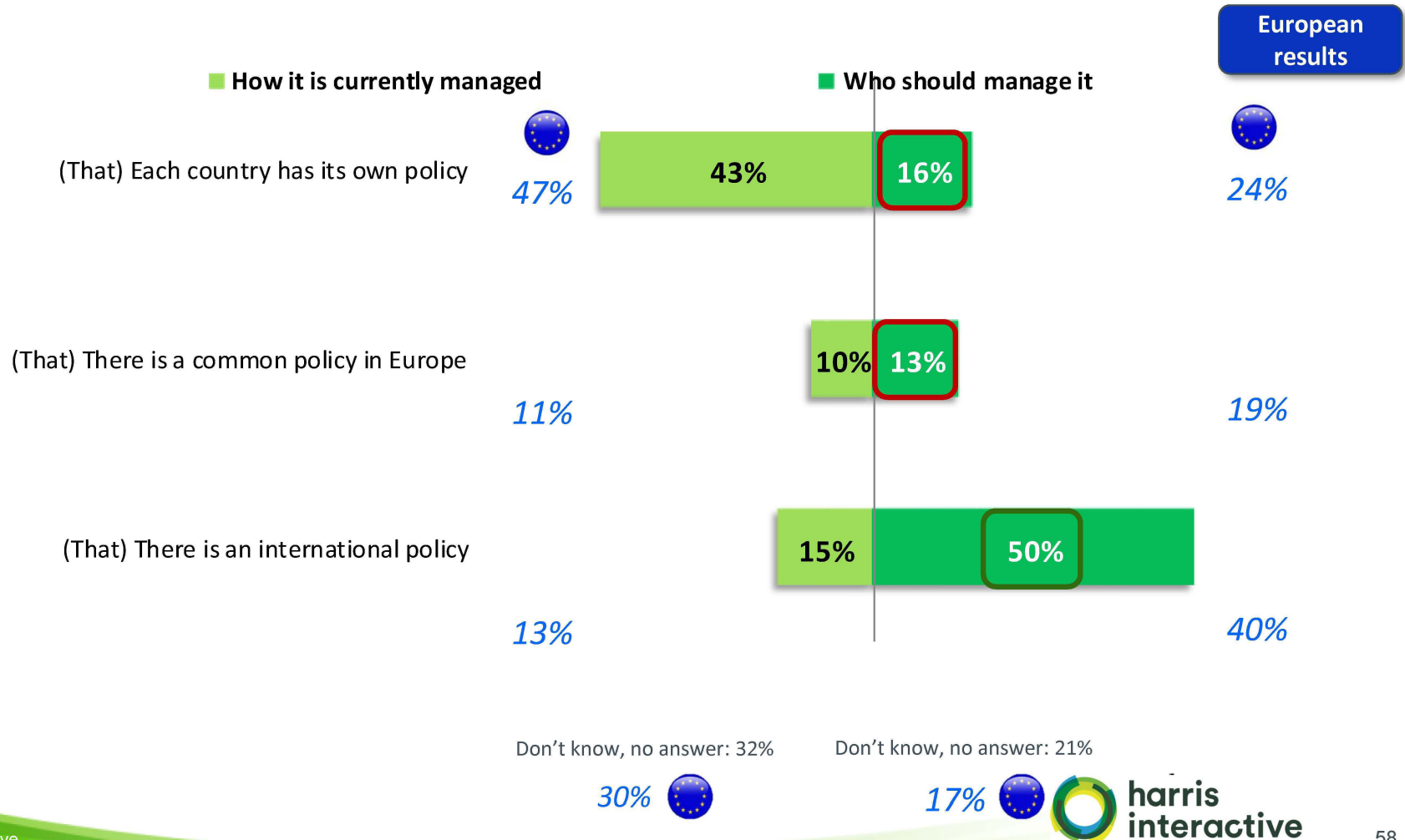
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
The national government	73%	76%	70%	70%	71%	73%	74%	74%
Sponsors (private or associations through donations)	56%	<b>62%</b>	<b>51%</b>	56%	48%	47%	56%	<b>67%</b>
Regional governments or departments	44%	<b>49%</b>	<b>40%</b>	50%	38%	<b>33%</b>	45%	<b>52%</b>
The people undertaking building or other work on a site that requires archaeological excavations	39%	40%	37%	<b>51%</b>	46%	36%	35%	35%
Municipalities or groups of municipalities	24%	<b>29%</b>	<b>19%</b>	<b>36%</b>	21%	18%	28%	22%
The inhabitants through taxes	14%	<b>19%</b>	<b>9%</b>	18%	6%	14%	16%	14%
No answer	2%	2%	3%		1%	1%	4%	3%

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
The national government	73%	75%	70%	74%	77%	71%	78%	68%	73%
Sponsors (private or associations through donations)	56%	54%	53%	60%	54%	55%	60%	55%	59%
Regional governments or departments	44%	38%	43%	<b>50%</b>	40%	40%	<b>55%</b>	41%	48%
The people undertaking building or other work on a site that requires archaeological excavations	39%	<b>45%</b>	36%	35%	38%	37%	42%	41%	33%
Municipalities or groups of municipalities	24%	23%	27%	24%	19%	25%	31%	24%	23%
The inhabitants through taxes	14%	16%	9%	14%	13%	17%	14%	12%	9%
No answer	2%	2%	3%	2%	1%	3%	3%	3%	2%

For 4 out of 10 French people, archeology is handled primarily on a national scale. Only 16% of them want this to continue to the case going forward compared to 50% who want it to be administered on a global scale.

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?

To all



More men and people from higher social and professional classes say that archeology is handled on a national scale.

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

To all

Currently managed	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Each country has its own policy	43%	<b>49%</b>	<b>37%</b>	37%	44%	48%	40%	43%
There is an international policy	10%	<b>7%</b>	<b>12%</b>	<b>22%</b>	9%	12%	7%	6%
There is a common policy in Europe	15%	<b>19%</b>	<b>12%</b>	15%	9%	17%	16%	17%
Don't know	32%	<b>25%</b>	<b>39%</b>	26%	38%	23%	37%	33%

Currently managed	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Each country has its own policy	43%	<b>49%</b>	<b>34%</b>	42%	36%	42%	49%	45%	42%
There is an international policy	10%	7%	9%	12%	10%	9%	4%	13%	14%
There is a common policy in Europe	15%	18%	12%	14%	18%	12%	19%	13%	13%
Don't know	32%	<b>26%</b>	<b>44%</b>	31%	36%	37%	27%	29%	31%

More people from higher social and professional classes want to see archeology to be handled on a European level. More people from lower social and professional classes and women than the average did not have an opinion on this issue.

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

To all

## MANAGEMENT EXPECTED

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Each country has its own policy	16%	17%	14%	8%	15%	19%	17%	15%
There is an international policy	13%	15%	12%	21%	12%	15%	<b>6%</b>	17%
There is a common policy in Europe	50%	51%	50%	53%	45%	41%	57%	52%
Don't know	21%	<b>16%</b>	<b>25%</b>	18%	28%	26%	20%	16%

## MANAGEMENT EXPECTED

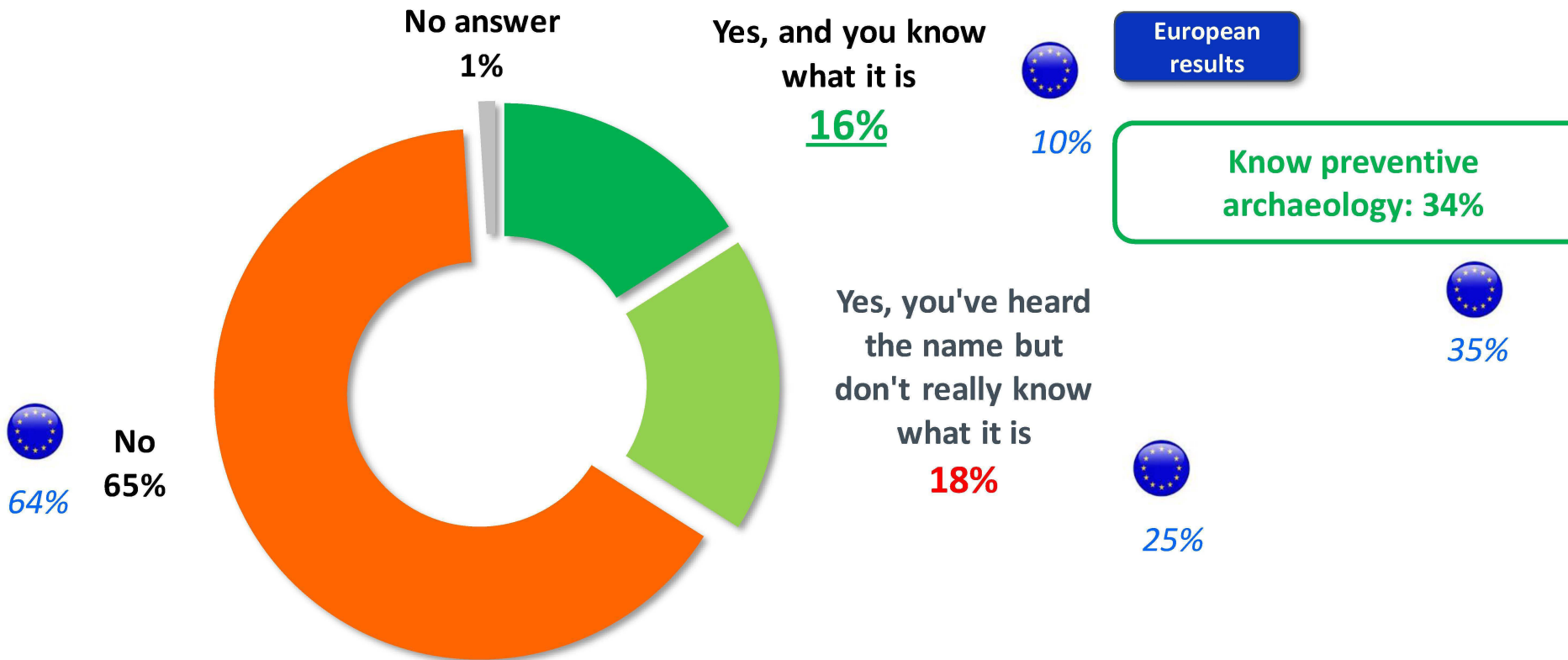
	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Each country has its own policy	16%	13%	18%	16%	17%	15%	15%	16%	13%
There is an international policy	13%	11%	11%	17%	11%	14%	17%	16%	5%
There is a common policy in Europe	50%	<b>59%</b>	<b>41%</b>	48%	51%	49%	47%	51%	54%
Don't know	21%	17%	<b>30%</b>	19%	20%	21%	21%	17%	28%

## 2.2. Preventive archaeology

Just over one third of French people are familiar with the expression “preventive archeology,” which is in line with the European average.

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

To all



Men and people from higher social and professional classes say that they have a better understanding of preventive archeology.

**Q22. Are you familiar with the expression “preventive archaeology”?**

To all

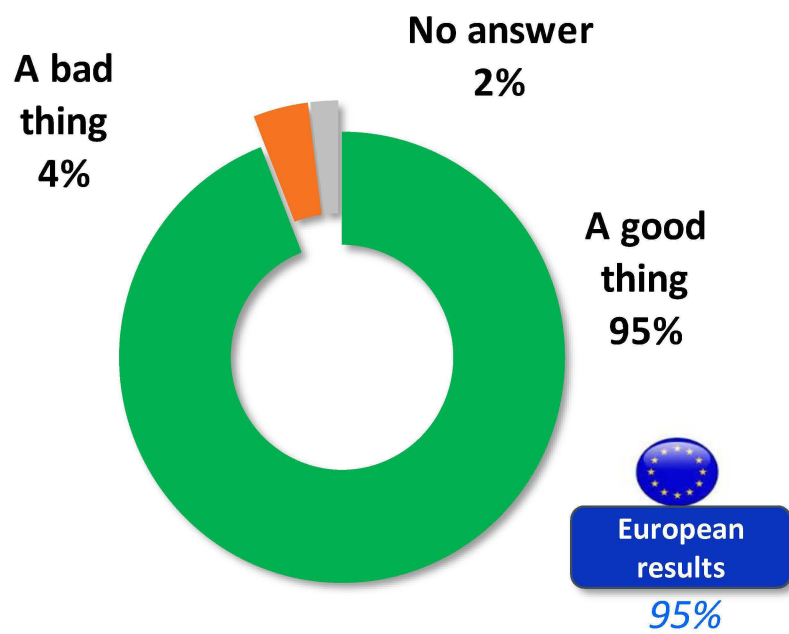
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
<b>TOTAL Yes</b>	<b>34%</b>	<b>42%</b>	<b>26%</b>	<b>27%</b>	<b>31%</b>	<b>34%</b>	<b>35%</b>	<b>38%</b>
Yes, and you know what it is	16%	23%	10%	11%	12%	19%	11%	22%
Yes, you've heard the name but don't really know what it is	18%	20%	17%	16%	19%	15%	23%	16%
No	65%	57%	71%	71%	68%	66%	63%	60%
No answer	1%	0%	3%	2%	1%		2%	2%

	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
<b>TOTAL Yes</b>	<b>34%</b>	<b>40%</b>	<b>22%</b>	<b>35%</b>	<b>34%</b>	<b>32%</b>	<b>37%</b>	<b>35%</b>	<b>32%</b>
Yes, and you know what it is	16%	17%	7%	20%	20%	16%	15%	12%	19%
Yes, you've heard the name but don't really know what it is	18%	23%	15%	16%	14%	16%	21%	23%	13%
No	65%	59%	76%	63%	64%	66%	61%	65%	64%
No answer	1%	1%	2%	2%	2%	2%	2%		4%

As in other European countries, the French are unanimously in favor of protecting of protecting archeological heritage and the principle of preventive archeology that stems from it.

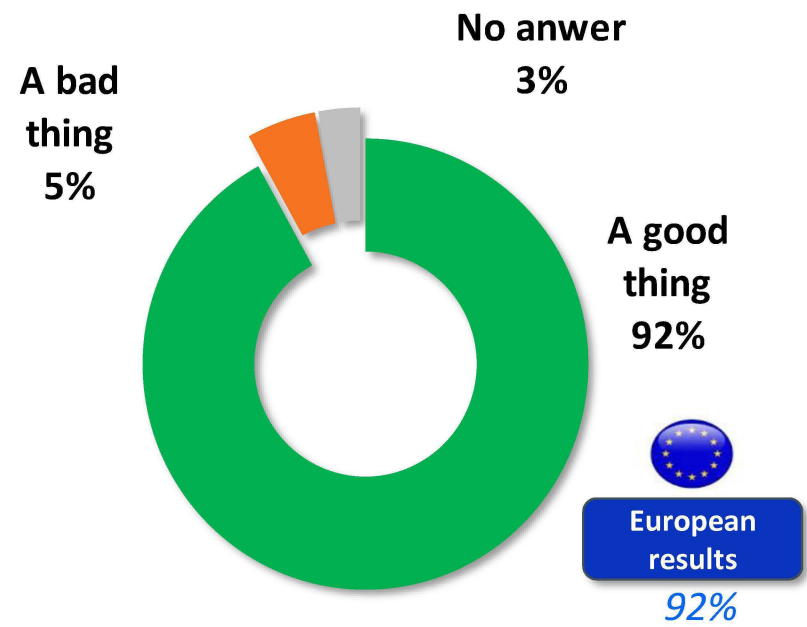
Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological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

To all



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





Preventive archeology is primarily regarded in France as elsewhere in Europe as a protection from destruction.

**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

European results

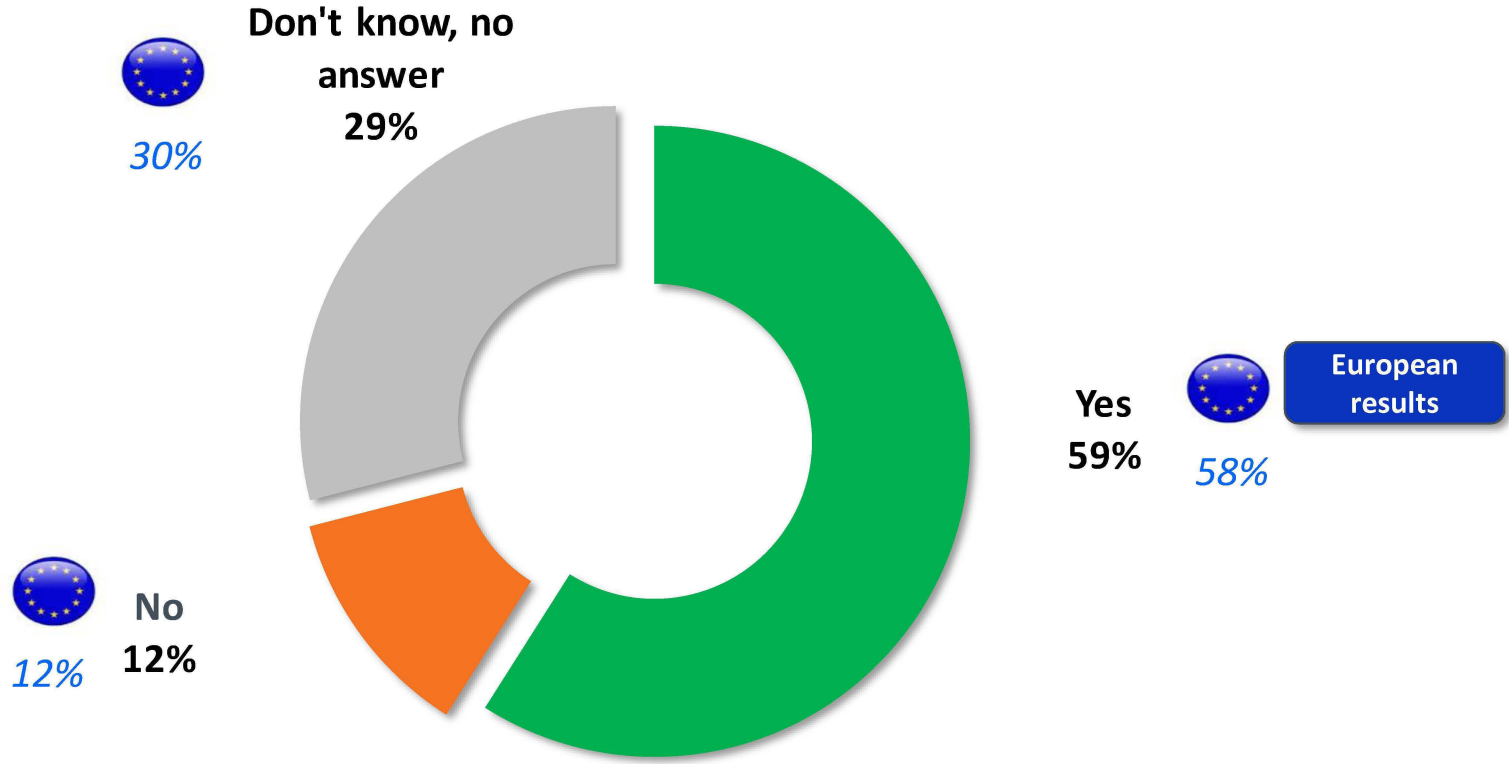


	%	
<b>Good thing</b>	<b>98%</b>	<b>94%</b>
Avoiding irreversible destruction/damage	64%	31%
Protecting the archaeological heritage from destruction	32%	38%
Better protective measures vs. corporate world (from speculation)	6%	14%
Passing down to future generations	0%	3%
Other good thing	4%	11%
<b>Bad thing</b>	<b>2%</b>	
It causes delays (bureaucracy), it slows down projects	1%	1%
Development/construction are more important than preservation	0%	1%
It costs a lot (expensive)	0%	1%
I don't care about archaeology (history)	0%	1%
Other bad thing	1%	2%

A majority of 6 out of 10 French people want preventive archeology to be entrusted to the public domain. A level similar to what is observed on average in Europe.

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

To all



Men and people from higher social and professional classes are more in favor of the public sector handling preventive archeology, while again more women and people from lower social and professional classes did not express an opinion.

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

To all

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	238	262	57	79	88	129	146
Yes	59%	<b>65%</b>	<b>53%</b>	55%	<b>44%</b>	59%	63%	65%
No	12%	11%	12%	16%	14%	14%	9%	11%
Don't know / No answer	29%	<b>24%</b>	<b>35%</b>	29%	<b>42%</b>	27%	28%	25%

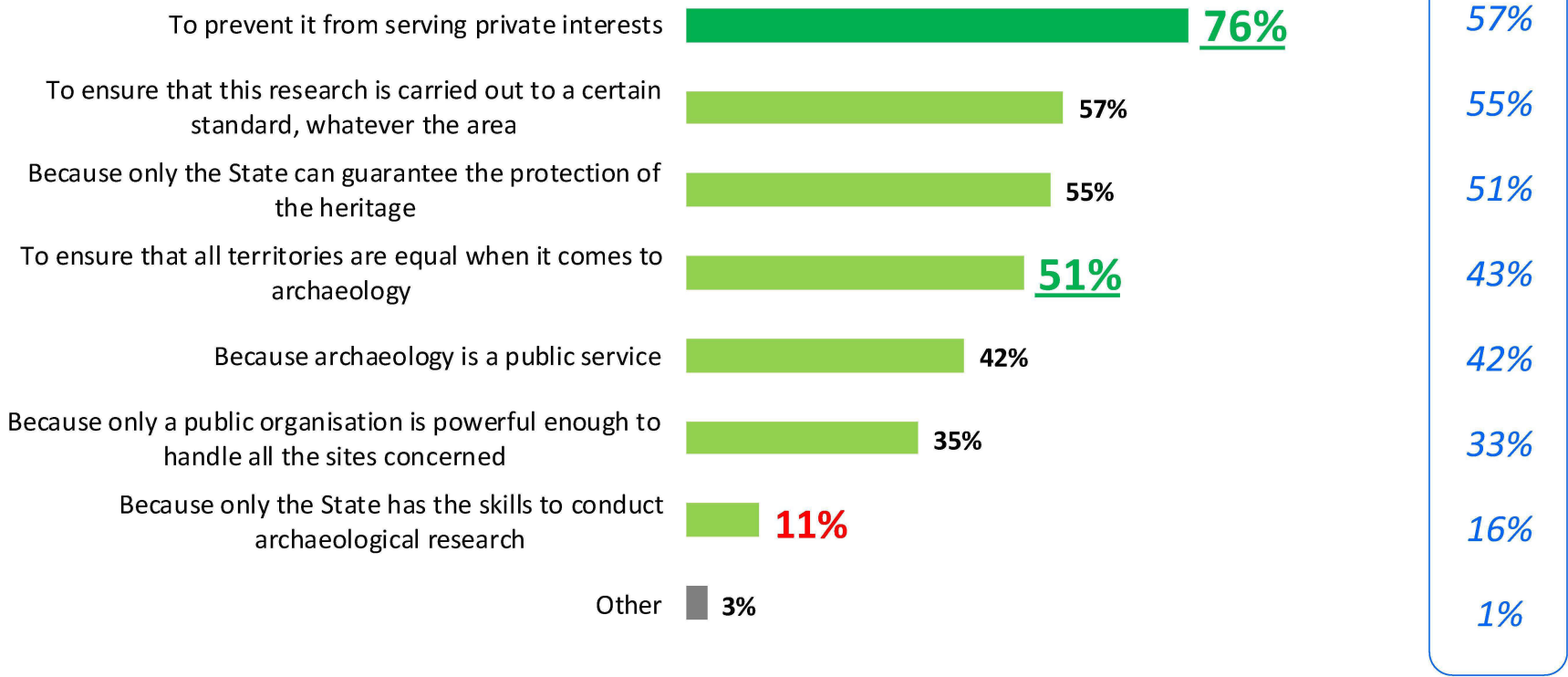
	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	500	178	113	208	114	115	92	124	56
Yes	59%	<b>67%</b>	<b>46%</b>	59%	64%	51%	63%	57%	61%
No	12%	12%	14%	10%	12%	11%	14%	10%	13%
Don't know / No answer	29%	<b>21%</b>	<b>39%</b>	31%	23%	<b>38%</b>	23%	33%	26%

For French people who feel that the public sector should handle preventive archeology, the primary reason given was to guard against 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 preventive archaeology: 294

European results



# Older people have a stronger belief than others than just government is able to guarantee to preservation of their heritage.

**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 preventive archaeology: 294

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	294	155	139	31	35	52	81	95
To prevent it from serving private interests	76%	78%	74%	74%	82%	80%	<b>68%</b>	80%
To ensure that this research is carried out to a certain standard, whatever the area	57%	55%	59%	53%	64%	52%	65%	52%
Because only the State can guarantee the protection of the heritage	55%	58%	52%	<b>38%</b>	42%	43%	59%	<b>70%</b>
To ensure that all territories are equal when it comes to archaeology	51%	50%	51%	57%	50%	<b>69%</b>	47%	<b>42%</b>
Because archaeology is a public service	42%	42%	43%	40%	42%	48%	41%	41%
Because only a public organisation is powerful enough to handle all the sites concerned	35%	35%	35%	43%	27%	24%	33%	43%
Because only the State has the skills to conduct archaeological research	11%	12%	10%	11%	2%	14%	10%	13%
Other	3%	4%	1%	3%	5%	2%	3%	1%

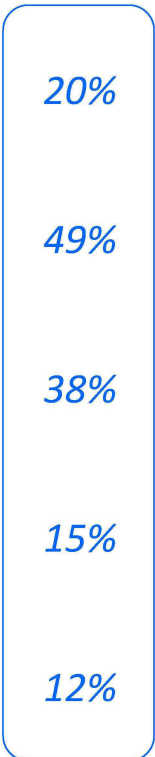
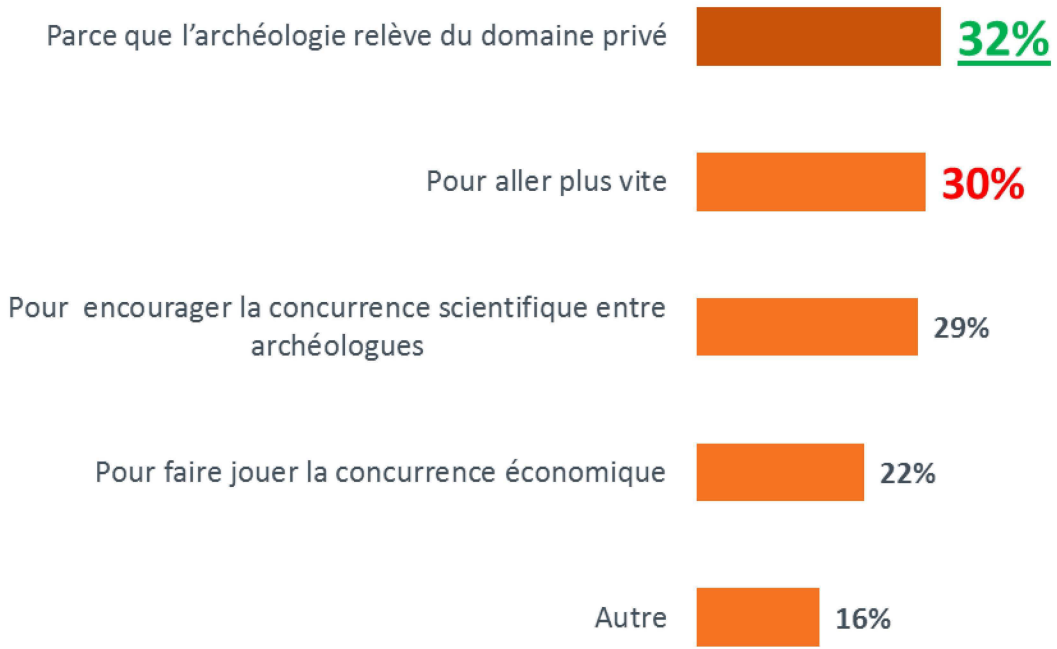
	TOTAL	SPC			UDA REGION				
		SPC+	SPC-	Inactive people	Northeastern France	Northwestern France	the Paris metropolitan area	Southeastern France	Southwestern France
Respondents	294	119	52	123	73	59	59	70	34
To prevent it from serving private interests	76%	75%	75%	78%	76%	80%	78%	<b>67%</b>	85%
To ensure that this research is carried out to a certain standard, whatever the area	57%	58%	<b>73%</b>	<b>49%</b>	58%	52%	58%	56%	63%
Because only the State can guarantee the protection of the heritage	55%	54%	48%	60%	56%	48%	62%	<b>66%</b>	<b>33%</b>
To ensure that all territories are equal when it comes to archaeology	51%	57%	50%	45%	46%	60%	60%	42%	47%
Because archaeology is a public service	42%	40%	40%	45%	34%	36%	<b>58%</b>	45%	37%
Because only a public organisation is powerful enough to handle all the sites concerned	35%	<b>26%</b>	38%	<b>43%</b>	38%	35%	37%	33%	27%
Because only the State has the skills to conduct archaeological research	11%	8%	11%	14%	14%	7%	17%	7%	9%
Other	3%	4%	2%	2%		3%	7%	1%	3%

# French people who do not want the government to handle archeology highlight that, as they see it, archeology is naturally in the private domain.

**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 preventive archaeology: 59*

European results



# Profile of respondents

# Profil des répondants

## France

### Gender

Base	500	100%
Man	238	48%
Woman	262	52%

### Age

Base	500	100%
18-24 yo	57	11%
25-34 yo	90	16%
35-44 yo	88	18%
45-59 yo	129	26%
60 yo and more	146	29%
<b>Average</b>	<b>47,4</b>	

### SPC

Base	500	%
SPC +	178	36%
SPC -	114	23%
Inactive	208	42%

### UDA Region

Base	500	100%
Northeastern France	114	23%
Northwestern France	115	23%
the Paris metropolitan area	92	19%
Southeastern France	124	25%
Southwestern France	56	11%