

AHEAD OF WHAT'S NEXT.

## *Image of archaeology in Italy – 2015*

*Study report - General public*



### Results of Italy

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• <b>Context, objectives and methodology</b>	<b>P.3</b>
<i>Reading guide</i>	<i>P.8</i>
• <b>I- Knowledge, interest and image of archaeology and heritage in Italy</b>	<b>P.11</b>
1.1. Level of knowledge of archaeology and of archaeologists	P.12
1.2. Practices and information sources in relation to archaeology	P.23
1.3. Interest in the field and levels of knowledge of the principal archaeological sites worldwide	P.29
1.4. Image of, attachment to and commitment to archaeology	P.37
• <b>II- Positioning of archaeology</b>	<b>P.46</b>
2.1. Managing archaeology : knowledge and wishes	P.47
2.2. Preventive/development-led archaeology	P.57
• <b>Profile details of respondents</b>	<b>P.67</b>

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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 is a steering tool that allows us to find out what are the archaeology levers at the European level; it can also strengthen its ties with citizens and local politicians.



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



# Methodology

## Sample



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

## 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, 29<sup>th</sup> 2014 to January, 6<sup>th</sup> 2015.

## Methodological note



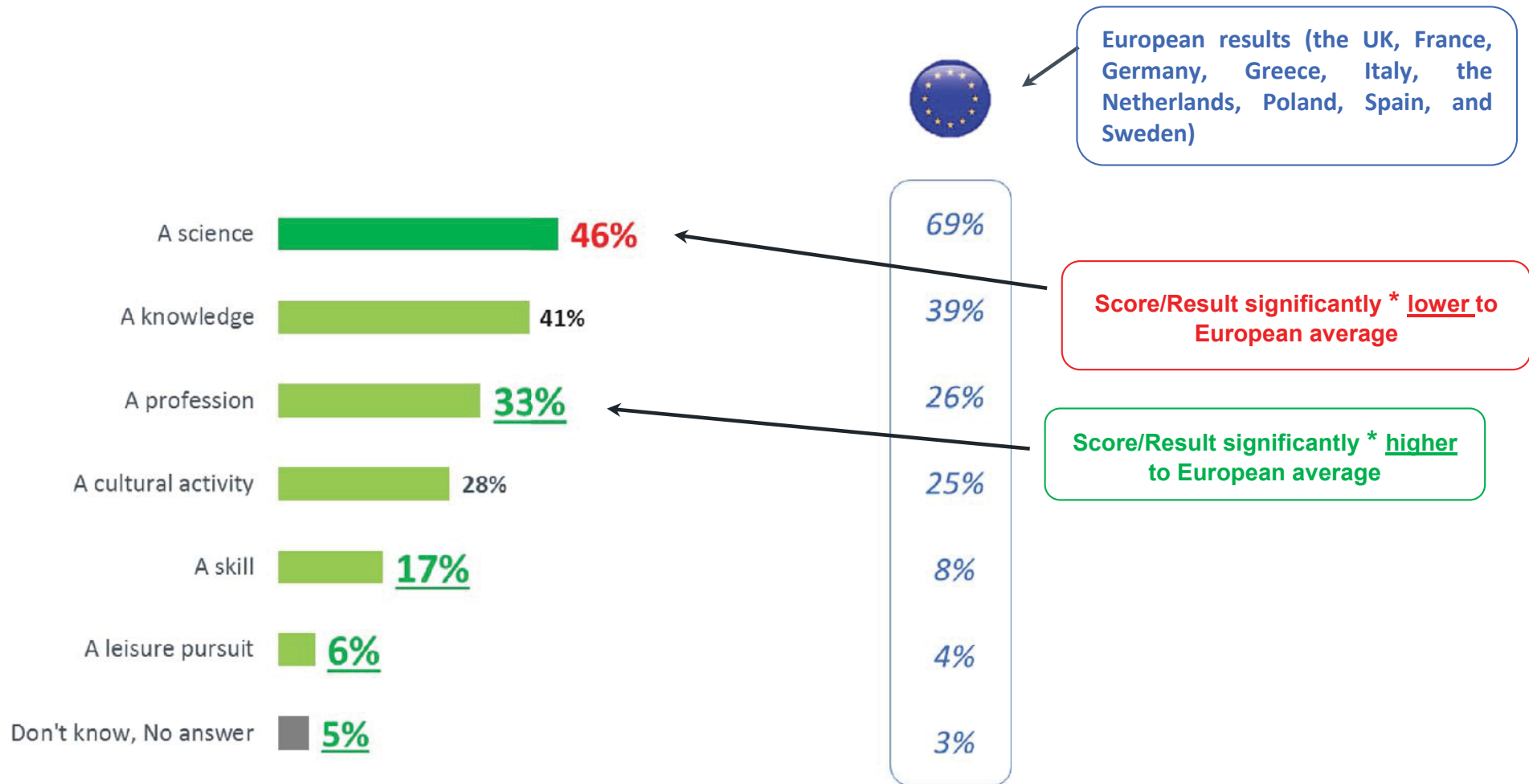
Quota method was applied on the following socio-demographics criteria : gender, age, socio-professional category and region of residence.



# *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	245	255	44	74	90	140	152
A science	82%	84%	79%	<b>66%</b>	78%	81%	84%	86%
A cultural activity	29%	32%	27%	30%	28%	<b>20%</b>	26%	<b>38%</b>
A profession	27%	<b>22%</b>	<b>33%</b>	23%	31%	26%	31%	24%
A knowledge	20%	18%	22%	<b>36%</b>	22%	18%	17%	18%
A leisure pursuit	4%	5%	2%	9%		6%	3%	4%
A skill	3%	4%	2%		4%	<b>7%</b>	1%	2%
Don't know, No answer	4%	2%	5%	2%	5%	6%	3%	3%

Score/Result significantly \* lower to the country average

Score/Result significantly \* higher to the country 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 Italy




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

More than other European countries, in spontaneous awareness, archaeology is above all defined as the study, the analysis of the past.

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

- To all -


	%	
Study, analysis of the past : the investigative science of the past	<b>64%</b>	 48%
Study of old civilizations, human evolution, etc.	37%	31%
Discovery : digging/excavation of objects, artefacts, relics, remains, human bodies, etc.	<b>10%</b>	37%
Study of ancient ruins, sites, dwellings, structures	10%	11%
Preservation of remains, objects, etc.	1%	1%
Study of fossils/bones	1%	1%
Study of animals (extinct animals)/nature	1%	1%
Study of rocks and the subsoil	0%	5%
Other	9%	7%

# Archaeology is also viewed as something useful to understand our past, to know where we come from and also to improve our knowledge

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

- To all -

	%
To know where we came from/To learn about (from) our past: Origins of humanity, humanity's evolution, civilisations, etc.	60%
Improve our knowledge/understanding	27%
Help to understand the present day (today's society)	11%
Help to predict/prepare the future	9%
Help tourism/economy/creates jobs	7%
Preservation of remains, objects, etc.	4%
Help to confirm or debunk historical theories	4%
Not much/not useful/nothing	1%
Yes/Useful/Very useful	0%
Other	9%

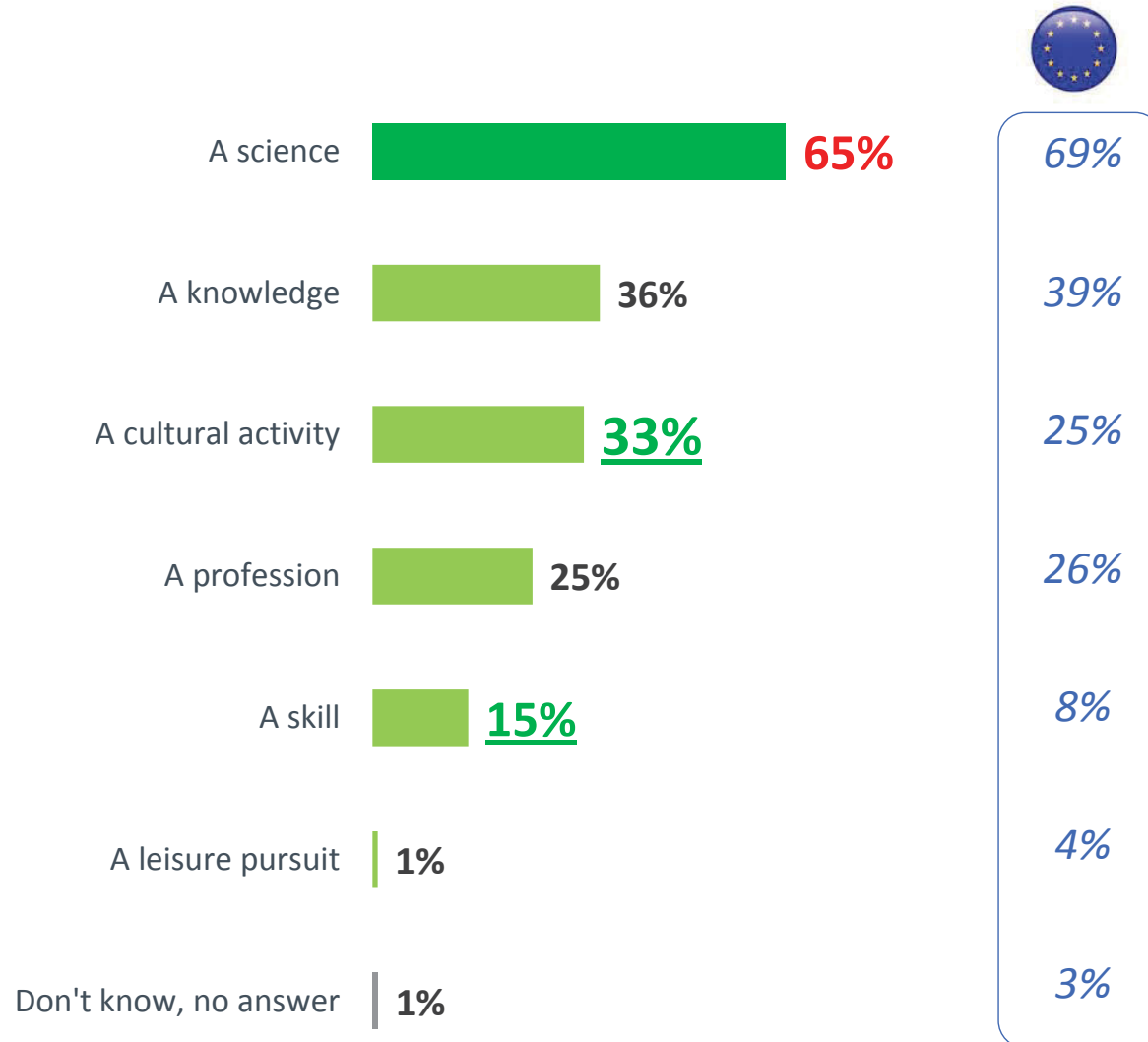


- 75%
- 16%
- 11%
- 8%
- 2%
- 3%
- 3%
- 1%
- 5%
- 6%

For about two-thirds of Italians, archaeology is firstly seen as a science – close to what Europeans say. Archaeology is also viewed as a cultural activity, little more than European average (+8%).

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

- To all -



# Archaeology is more of a cultural activity for seniors.

## 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	239	261	43	77	97	124	159
A science	65%	69%	61%	57%	66%	68%	65%	64%
A knowledge	36%	35%	37%	46%	42%	32%	38%	30%
A cultural activity	33%	30%	36%	29%	32%	27%	28%	<b>42%</b>
A profession	25%	26%	24%	32%	18%	30%	28%	21%
A skill	15%	14%	16%	9%	16%	12%	16%	18%
A leisure pursuit	1%	1%	1%		1%	2%	1%	
Don't know, no answer	1%	1%	1%	2%		2%	2%	

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
A science	65%	68%	68%	65%	61%	60%	<b>73%</b>	70%	<b>58%</b>
A knowledge	36%	32%	39%	35%	42%	27%	33%	39%	36%
A cultural activity	33%	30%	26%	<b>44%</b>	30%	41%	28%	<b>23%</b>	<b>41%</b>
A profession	25%	25%	27%	22%	25%	28%	28%	28%	22%
A skill	15%	16%	19%	11%	14%	13%	<b>22%</b>	12%	13%
A leisure pursuit	1%	2%	1%			2%	1%	1%	1%
Don't know, no answer	1%	2%	1%			3%		1%	1%



To Italians, the main roles of archaeology primarily are the understanding of the past, as well as preserving and passing cultural heritage down to younger generations. Knowing the history of their country seems less important than it is for other Europeans whereas contributing to economy and uniting citizens seem to be more important.

**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 -



# Women are more concerned about knowing the history of Italy. The contribution to the economy seems more important to upper socio-professional categories.

**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 -

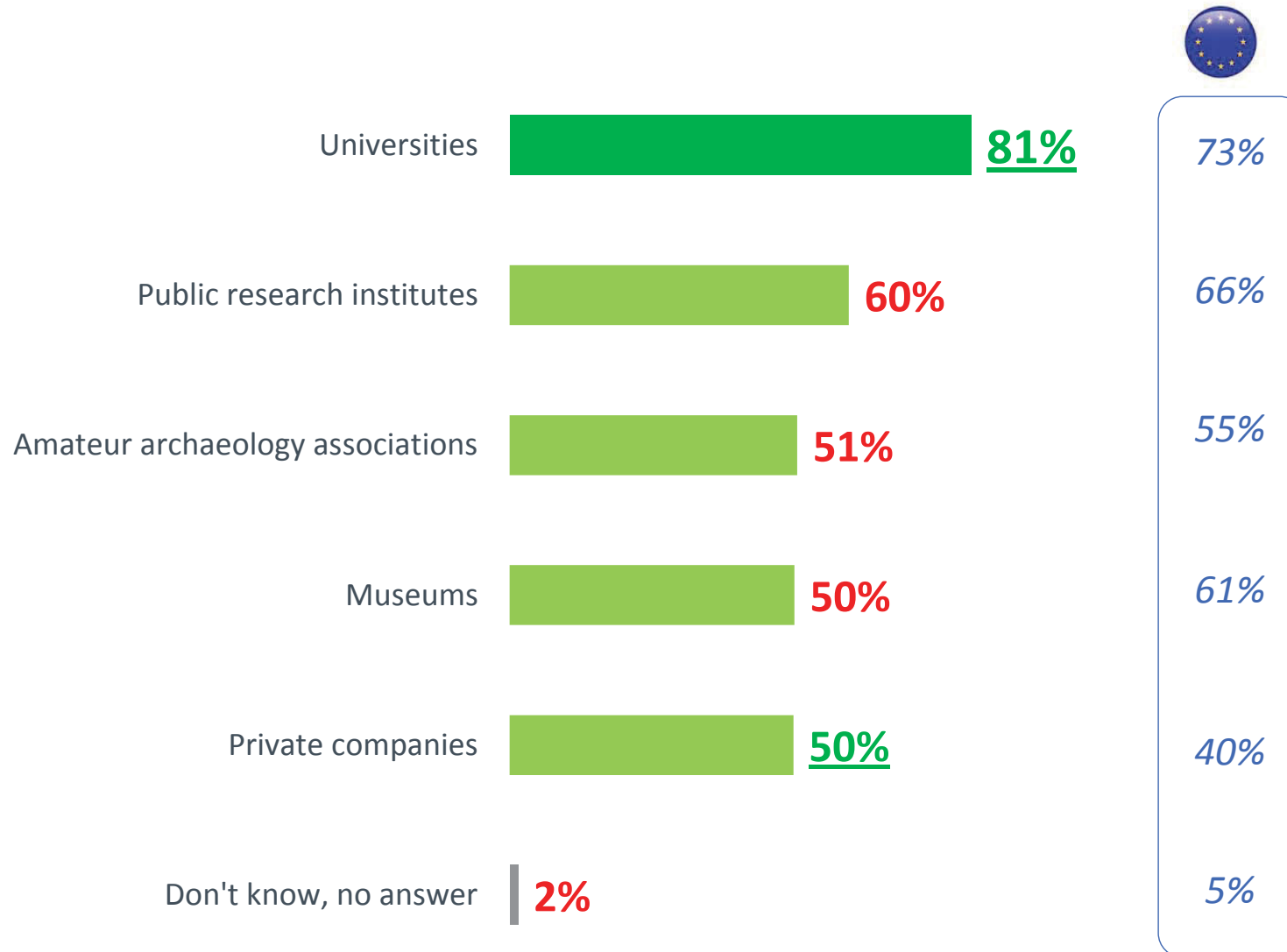
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
Understanding the past to better prepare for the future	53%	57%	50%	58%	<b>42%</b>	58%	48%	57%
Passing history down to younger generations	45%	46%	43%	34%	42%	41%	48%	48%
Participating in the study and protection of the cultural heritage	44%	41%	46%	43%	35%	43%	44%	48%
Understanding our own place in the world through our shared past	38%	36%	40%	29%	36%	43%	37%	39%
Uniting citizens around a common cultural heritage, whatever their origins	25%	26%	25%	29%	27%	25%	23%	26%
Contributing to the local or national economy	24%	25%	23%	26%	25%	18%	25%	25%
Knowing the history of Italy	23%	<b>19%</b>	<b>26%</b>	19%	27%	20%	25%	22%
Contributing to the construction of Italian citizenship	13%	<b>10%</b>	<b>16%</b>	<b>28%</b>	20%	12%	10%	9%
Contributing to the construction of European citizenship	9%	7%	10%	8%	<b>15%</b>	8%	9%	7%
Participating in the sustainable development of an area	9%	8%	9%	9%	6%	8%	9%	10%
Contributing to the quality of life	4%	<b>6%</b>	<b>2%</b>	2%	6%	<b>8%</b>	4%	1%
Entertaining and amusing citizens	2%	4%	0%		5%	4%	2%	

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Understanding the past to better prepare for the future	53%	57%	58%	47%	53%	45%	54%	49%	55%
Passing history down to younger generations	45%	45%	44%	44%	44%	46%	46%	41%	46%
Participating in the study and protection of the cultural heritage	44%	45%	49%	48%	39%	35%	38%	41%	48%
Understanding our own place in the world through our shared past	38%	<b>46%</b>	41%	37%	<b>23%</b>	44%	39%	38%	37%
Uniting citizens around a common cultural heritage, whatever their origins	25%	23%	21%	29%	30%	23%	26%	23%	26%
Contributing to the local or national economy	24%	21%	21%	23%	28%	26%	<b>33%</b>	22%	<b>20%</b>
Knowing the history of Italy	23%	21%	22%	24%	19%	33%	<b>17%</b>	<b>31%</b>	21%
Contributing to the construction of Italian citizenship	13%	<b>8%</b>	12%	12%	19%	20%	12%	13%	14%
Contributing to the construction of European citizenship	9%	9%	6%	11%	8%	12%	9%	8%	9%
Participating in the sustainable development of an area	9%	5%	10%	11%	12%	6%	11%	12%	<b>6%</b>
Contributing to the quality of life	4%	5%	1%	5%	5%	3%	4%	5%	4%
Entertaining and amusing citizens	2%	1%		3%	5%	2%	3%	3%	2%

To Italians, archaeology research is mainly conducted by universities. Private companies' role is seen as more important than in other European countries while public research institutes, associations, and museums are considered to be less implicated than in average.

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

- To all -



To the old generation, associations are more involved in the management of archaeology. On the contrary, the young population ranks private companies on the second position.

**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	239	261	43	77	97	124	159
universities	81%	81%	82%	86%	81%	88%	83%	<b>74%</b>
public research institutes	60%	59%	60%	63%	63%	58%	57%	60%
amateur archaeology associations	51%	49%	53%	40%	<b>35%</b>	44%	46%	<b>69%</b>
museums	50%	53%	48%	37%	46%	54%	56%	48%
private companies	50%	47%	52%	<b>69%</b>	53%	56%	50%	<b>39%</b>
don't know, no answer	2%	2%	1%		1%	1%	3%	2%

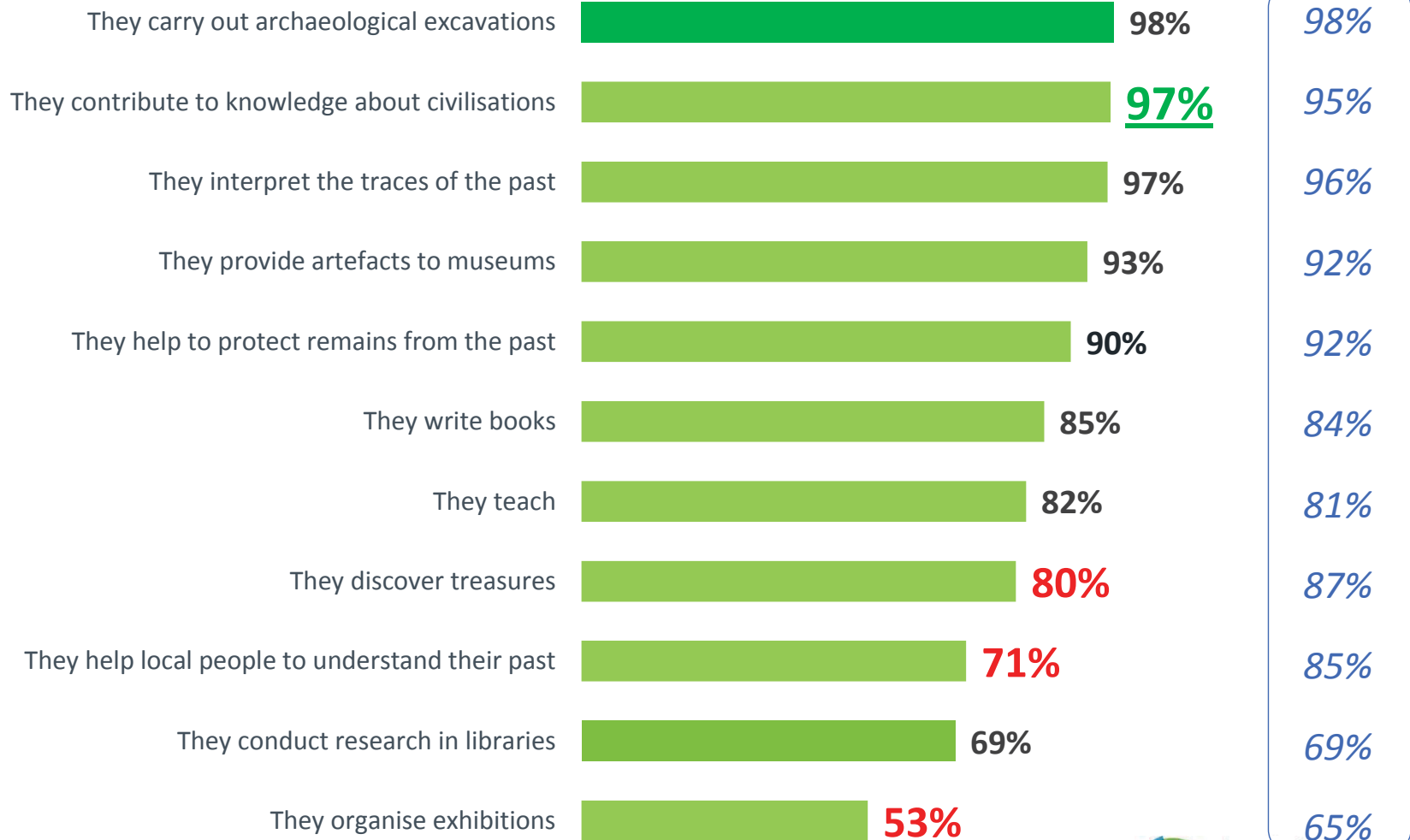
	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
universities	81%	76%	81%	86%	84%	79%	<b>88%</b>	84%	<b>77%</b>
public research institutes	60%	56%	60%	<b>76%</b>	56%	48%	61%	57%	61%
amateur archaeology associations	51%	47%	52%	55%	47%	57%	44%	45%	<b>57%</b>
museums	50%	53%	48%	52%	45%	55%	51%	56%	47%
private companies	50%	52%	54%	56%	<b>38%</b>	52%	52%	53%	48%
don't know, no answer	2%	4%	1%		2%			4%	1%

Archaeologists are perceived as professionals with multiple roles. However, in comparison to what Europeans declare, they are less known for digging, organizing exhibitions and teaching to local people.

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

- To all -

**YES**



# Women have more recognition concerning archaeologists' roles concerning providing artefacts to museums and discovering treasures.

## 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	239	261	43	77	97	124	159
They carry out archaeological excavations	98%	99%	97%	94%	100%	99%	97%	98%
They contribute to knowledge about civilisations	97%	97%	97%	94%	97%	98%	96%	98%
They interpret the traces of the past	97%	97%	97%	97%	95%	98%	94%	98%
They provide artefacts to museums	93%	<b>90%</b>	<b>95%</b>	94%	93%	95%	90%	94%
They help to protect remains from the past	90%	88%	91%	85%	86%	89%	92%	92%
They write books	85%	84%	86%	78%	83%	83%	<b>91%</b>	84%
They teach	82%	80%	84%	75%	86%	86%	85%	<b>76%</b>
They discover treasures	80%	<b>73%</b>	<b>86%</b>	82%	76%	81%	80%	80%
They help local people to understand their past	71%	70%	71%	70%	64%	76%	71%	71%
They conduct research in libraries	69%	68%	69%	68%	65%	69%	<b>76%</b>	65%
They organise exhibitions	53%	53%	52%	39%	51%	<b>62%</b>	57%	48%

YES

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
They carry out archaeological excavations	98%	98%	100%	99%	<b>95%</b>	100%	98%	98%	97%
They contribute to knowledge about civilisations	97%	95%	99%	97%	97%	100%	99%	97%	96%
They interpret the traces of the past	97%	96%	97%	98%	95%	98%	96%	97%	97%
They provide artefacts to museums	93%	94%	91%	95%	90%	95%	91%	91%	95%
They help to protect remains from the past	90%	86%	88%	92%	93%	91%	88%	92%	90%
They write books	85%	86%	80%	<b>92%</b>	83%	84%	87%	86%	83%
They teach	82%	81%	81%	83%	79%	89%	86%	86%	<b>77%</b>
They discover treasures	80%	<b>74%</b>	81%	85%	79%	85%	79%	81%	80%
They help local people to understand their past	71%	<b>64%</b>	71%	74%	72%	80%	72%	69%	71%
They conduct research in libraries	69%	66%	71%	72%	68%	66%	72%	75%	<b>63%</b>
They organise exhibitions	53%	46%	58%	55%	55%	51%	54%	58%	49%



## **1.2. Practices and information sources in relation to archaeology**

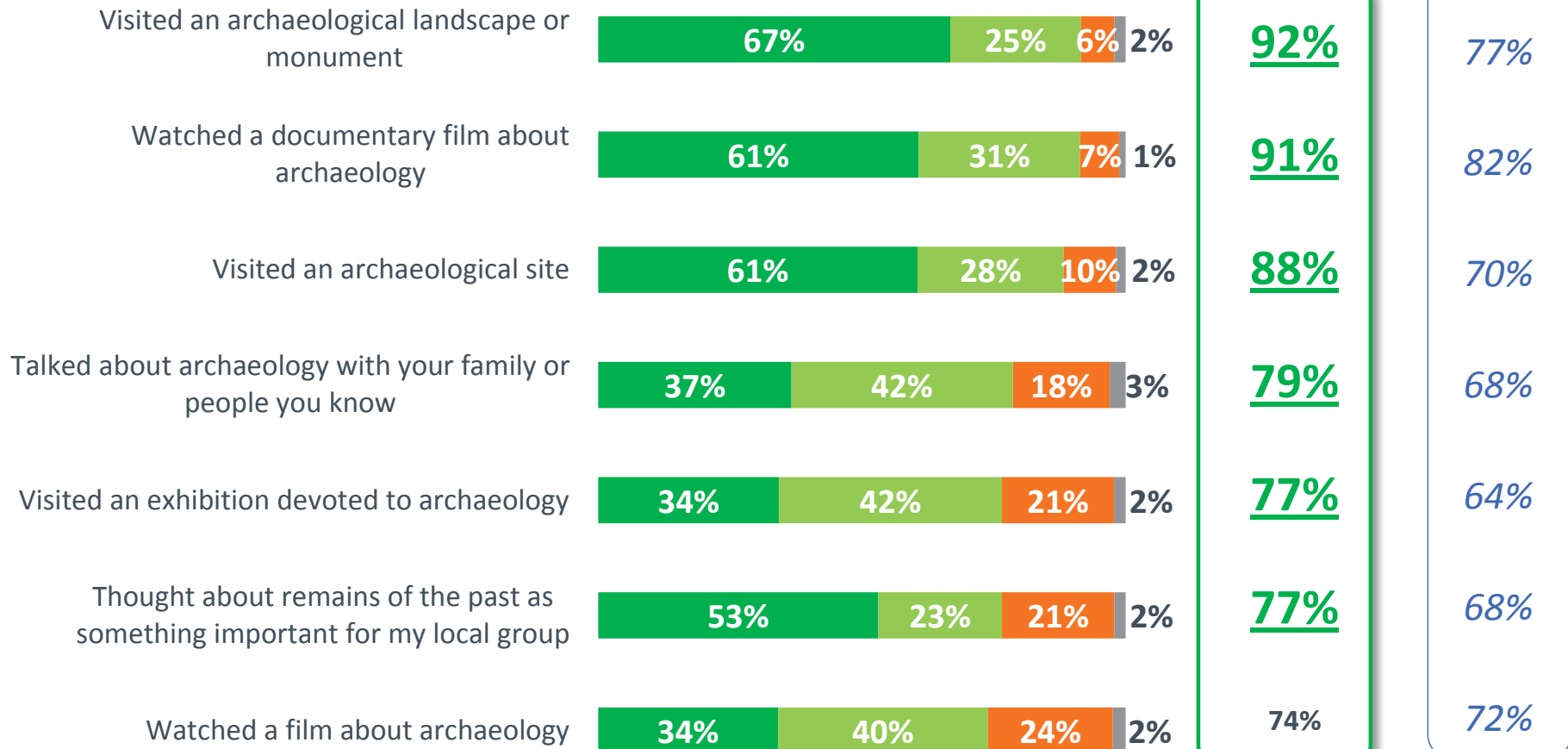
# Italians demonstrate a strong interest in archaeology as they seem to have experienced much more situations than Europeans.

## Q7. Have you ever :

- To all -

1/2

Yes



■ Several times ■ Once or twice ■ Never ■ Don't know / No answer



Yet, as it is the case with other Europeans, some specific practices receive far less participation from Italians ; in particular taking part in archaeological excavations.

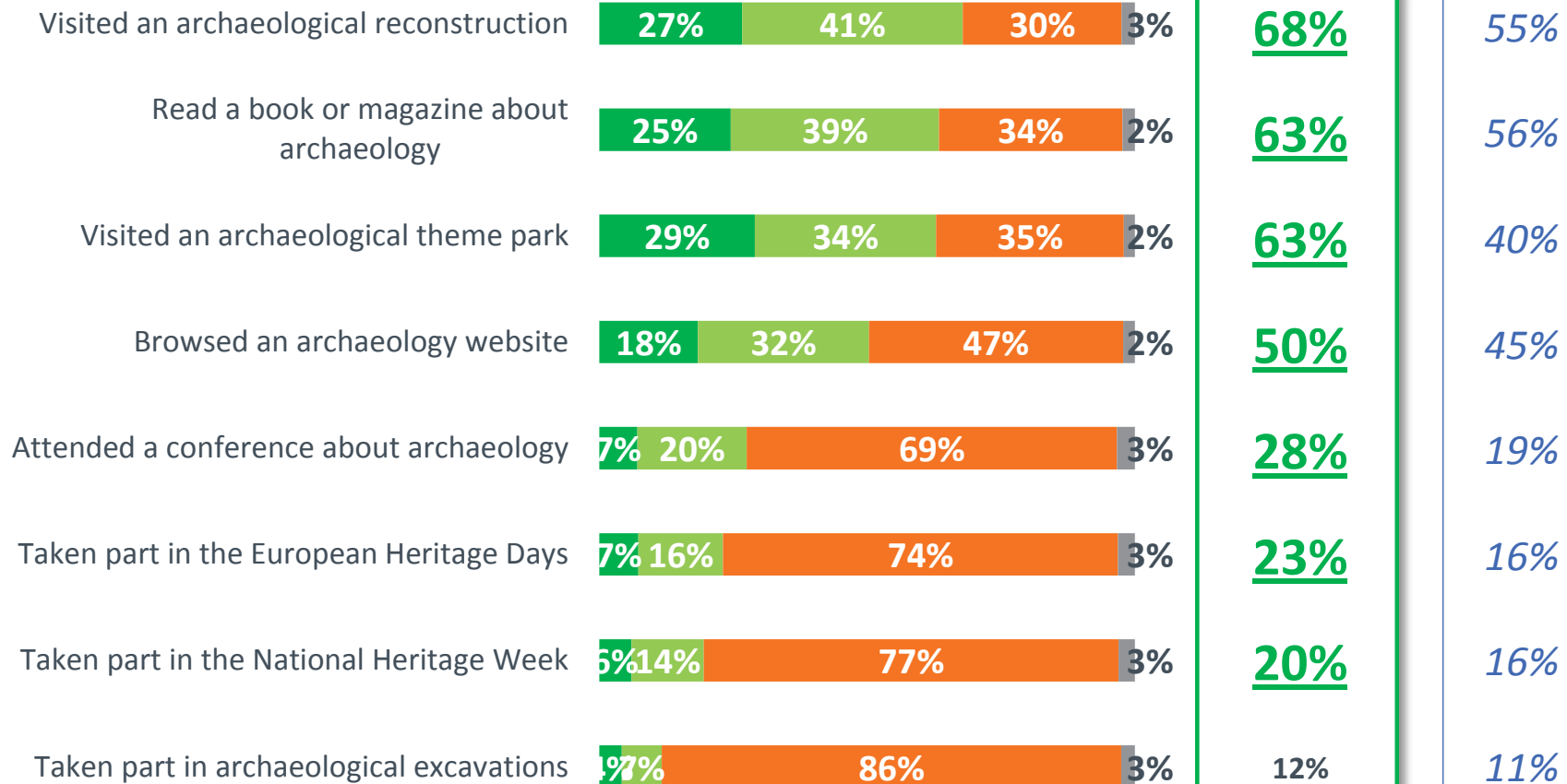
Q7. Have you ever :

- To all -

Yes



2/2



■ Several times ■ Once or twice ■ Never ■ Don't know / No answer



The upper socio-professional categories seem to be the most interested in archaeology. To be noted : nearly a third of the young generation has already taken part in archaeological excavations.

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	239	261	43	77	97	124	159
Visited an archaeological landscape or monument	92%	92%	91%	89%	<b>85%</b>	<b>97%</b>	88%	94%
Watched a documentary film about archaeology	91%	92%	91%	89%	90%	90%	90%	95%
Visited an archaeological site	88%	90%	87%	84%	86%	93%	85%	90%
Talked about archaeology with your family or people you know	79%	77%	80%	78%	71%	79%	81%	80%
Visited an exhibition devoted to archaeology	77%	76%	77%	76%	75%	80%	75%	77%
Thought about remains of the past as something important for my local group	77%	77%	76%	85%	<b>67%</b>	79%	74%	80%
Watched a film about archaeology	74%	77%	71%	71%	75%	70%	80%	72%
Visited an archaeological reconstruction	68%	68%	68%	72%	66%	74%	68%	64%
Read a book or magazine about archaeology	63%	66%	61%	57%	58%	<b>54%</b>	67%	<b>71%</b>
Visited an archaeological theme park	63%	61%	65%	57%	57%	64%	65%	65%
Browsed an archaeology website	50%	<b>56%</b>	<b>45%</b>	50%	49%	44%	49%	56%
Attended a conference about archaeology	28%	29%	26%	22%	27%	20%	26%	<b>35%</b>
Taken part in the European Heritage Days	23%	21%	25%	23%	31%	27%	22%	<b>17%</b>
Taken part in the National Heritage Week	20%	19%	20%	17%	23%	21%	22%	16%
Taken part in archaeological excavations	12%	12%	11%	<b>28%</b>	11%	11%	12%	8%

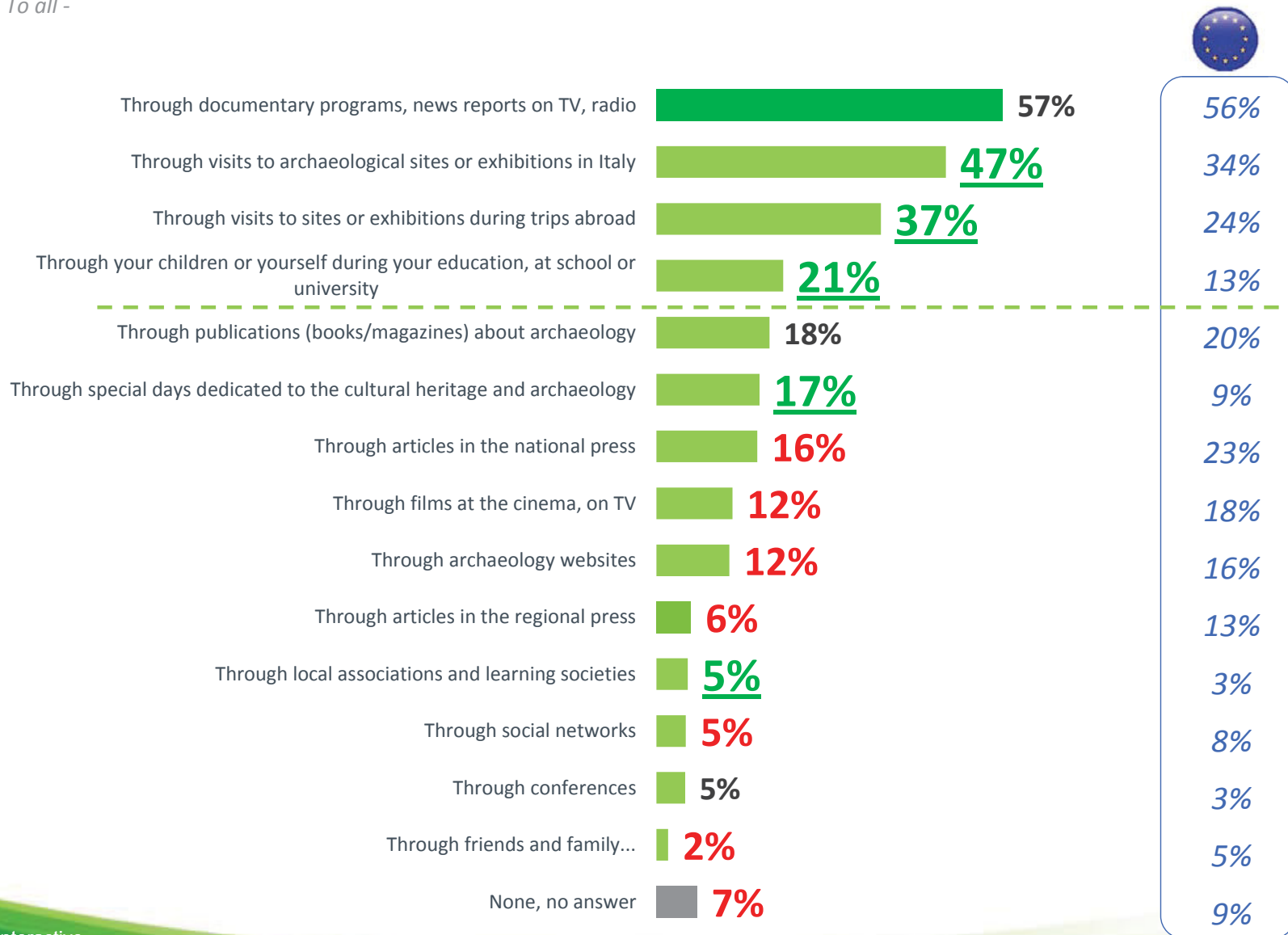
YES

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Visited an archaeological landscape or monument	92%	93%	95%	93%	87%	87%	93%	89%	92%
Watched a documentary film about archaeology	91%	91%	92%	93%	90%	90%	94%	<b>86%</b>	93%
Visited an archaeological site	88%	86%	89%	92%	88%	88%	90%	89%	87%
Talked about archaeology with your family or people you know	79%	73%	82%	84%	77%	79%	<b>85%</b>	75%	77%
Visited an exhibition devoted to archaeology	77%	79%	74%	79%	74%	76%	82%	78%	73%
Thought about remains of the past as something important for my local group	77%	77%	71%	80%	79%	71%	82%	72%	76%
Watched a film about archaeology	74%	69%	75%	72%	77%	81%	<b>81%</b>	69%	73%
Visited an archaeological reconstruction	68%	63%	74%	71%	67%	66%	74%	70%	64%
Read a book or magazine about archaeology	63%	61%	70%	66%	59%	63%	66%	<b>55%</b>	66%
Visited an archaeological theme park	63%	61%	61%	67%	64%	60%	67%	60%	62%
Browsed an archaeology website	50%	<b>40%</b>	53%	58%	53%	51%	55%	<b>42%</b>	52%
Attended a conference about archaeology	28%	25%	24%	31%	28%	34%	33%	23%	27%
Taken part in the European Heritage Days	23%	20%	20%	25%	<b>32%</b>	12%	<b>31%</b>	24%	<b>19%</b>
Taken part in the National Heritage Week	20%	<b>14%</b>	15%	25%	<b>29%</b>	11%	23%	22%	17%
Taken part in archaeological excavations	12%	11%	5%	13%	16%	14%	14%	12%	10%

To Italians, programs on TV and visiting archaeological sites or exhibitions in Italy and abroad are the main sources of information on archaeology. Education at school is also much more employed to be informed than in the rest of European countries (+8%).

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

- To all -




The young generations rather get information through media especially through TV and social networks, while the old generation does so through visits to archaeological sites or museums.

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

- 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	239	261	43	77	97	124	159
Through documentary programs, news reports on TV, radio	57%	55%	58%	54%	48%	60%	55%	61%
Through visits to archaeological sites or exhibitions in Italy	47%	46%	49%	<b>23%</b>	40%	44%	<b>61%</b>	49%
Through visits to sites or exhibitions during trips abroad	37%	36%	37%	35%	<b>24%</b>	36%	41%	40%
Through your children or yourself during your education, at school or university	21%	22%	20%	29%	21%	25%	18%	18%
Through publications (books/magazines) about archaeology	18%	<b>23%</b>	<b>15%</b>	15%	11%	<b>11%</b>	18%	<b>28%</b>
Through special days dedicated to the cultural heritage and archaeology	17%	<b>12%</b>	<b>22%</b>	7%	24%	15%	22%	14%
Through articles in the national press	16%	<b>20%</b>	<b>13%</b>	24%	13%	18%	<b>9%</b>	21%
Through films at the cinema, on TV	12%	15%	10%	<b>32%</b>	17%	<b>6%</b>	<b>6%</b>	14%
Through archaeology websites	12%	13%	11%	11%	15%	11%	9%	14%
Through articles in the regional press	6%	7%	5%	10%	4%	8%	3%	6%
Through local associations and learning societies	5%	4%	6%	7%	4%	4%	<b>9%</b>	3%
Through social networks	5%	5%	4%	<b>16%</b>	3%	4%	3%	4%
Through conferences	5%	6%	4%	2%	<b>10%</b>	3%	4%	4%
Through friends and family...	2%	3%	1%	3%	5%		2%	2%
None, no answer	7%	5%	8%	4%	<b>13%</b>	9%	8%	1%

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Through documentary programs, news reports on TV, radio	57%	58%	56%	58%	54%	58%	58%	56%	56%
Through visits to archaeological sites or exhibitions in Italy	47%	47%	43%	55%	47%	42%	52%	50%	43%
Through visits to sites or exhibitions during trips abroad	37%	<b>44%</b>	36%	32%	33%	37%	39%	31%	38%
Through your children or yourself during your education, at school or university	21%	16%	25%	24%	21%	16%	25%	22%	18%
Through publications (books/magazines) about archaeology	18%	20%	22%	21%	13%	16%	17%	19%	19%
Through special days dedicated to the cultural heritage and archaeology	17%	<b>11%</b>	22%	13%	21%	21%	16%	14%	19%
Through articles in the national press	16%	18%	21%	<b>10%</b>	17%	16%	15%	15%	18%
Through films at the cinema, on TV	12%	15%	10%	15%	11%	9%	10%	<b>7%</b>	<b>16%</b>
Through archaeology websites	12%	9%	12%	14%	11%	19%	11%	12%	12%
Through articles in the regional press	6%	4%	6%	4%	6%	12%	4%	7%	6%
Through local associations and learning societies	5%	3%	7%	4%	8%	4%	<b>9%</b>	7%	<b>2%</b>
Through social networks	5%	2%	6%	7%	6%	2%	5%	5%	5%
Through conferences	5%	4%	3%	5%	7%	3%	7%	5%	3%
Through friends and family...	2%	1%	2%	1%	3%	2%	2%	1%	3%
None, no answer	7%	8%	5%	9%	6%	5%	4%	10%	6%

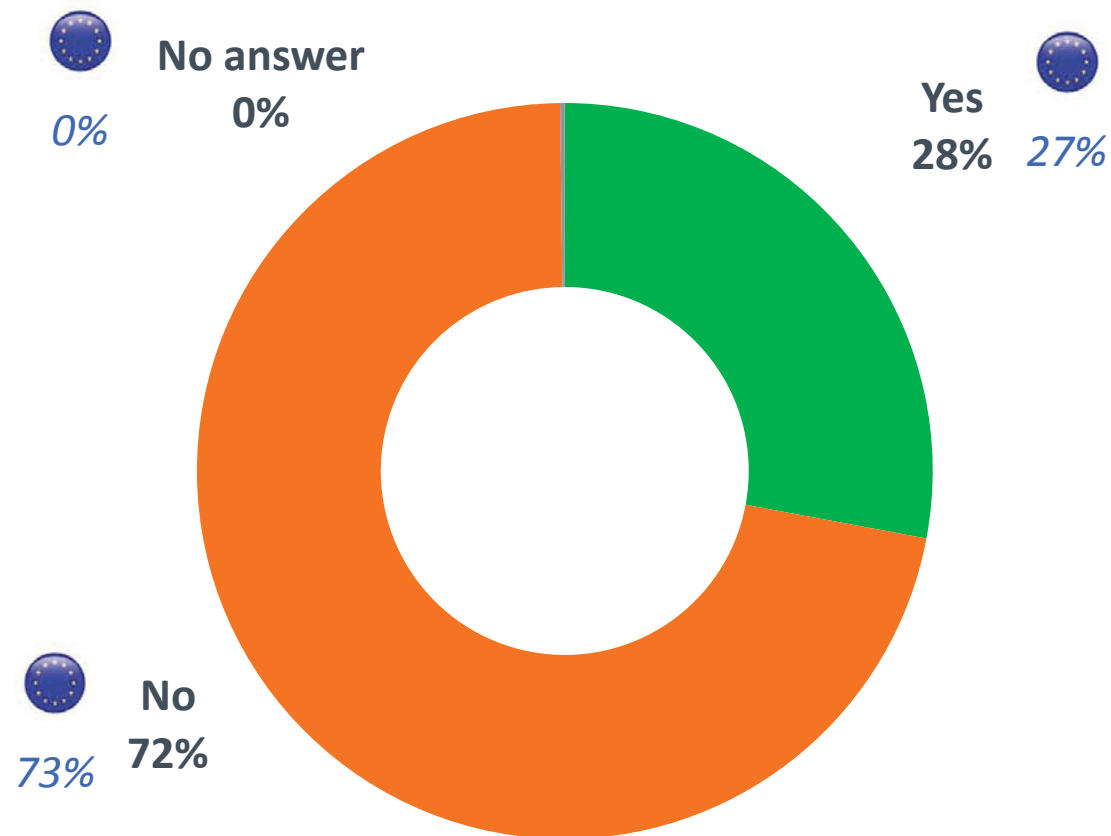


**1.3. Interest in the field and level of knowledge of the principal archaeological sites worldwide**

About 3 out of 10 of the Italian population has ever wanted to study archaeology. Results are similar to what can be observed in other European countries.

Q9. Have you ever wanted to study archaeology?

- To all -



# The old generation appears to be the least interested in studying archaeology.

## 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	239	261	43	77	97	124	159
	Yes	28%	26%	30%	41%	31%	32%	26%	<b>22%</b>
	No	72%	74%	69%	59%	69%	68%	74%	77%

		TOTAL	REGION GROUPS					SPC		
			Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents		500	135	96	99	116	55	128	125	248
	Yes	28%	25%	29%	30%	26%	33%	32%	25%	27%
	No	72%	75%	70%	70%	74%	67%	68%	75%	72%

In spontaneous quotes, among Italians who ever wanted to study archaeology, it is chiefly because they want to learn about the past, or the origins of humanity.

**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 -

	%
To know where we came from/To learn about (from) our past : Origins of humanity, humanity's evolution, civilisations, etc.	43%
Uncovering the truth about our past/discovering the mysteries of the past	21%
I like history/archaeology/exploration	19%
Relationship with / understanding of the present/ future	10%
Improving knowledge/ understanding	6%
The fascination of discovery/pleasure of finding out new things about the past (curiosity)	4%
I like it/Everything (unspecified)	1%
Other	10%



52%

16%

12%

7%

7%

13%

3%

7%



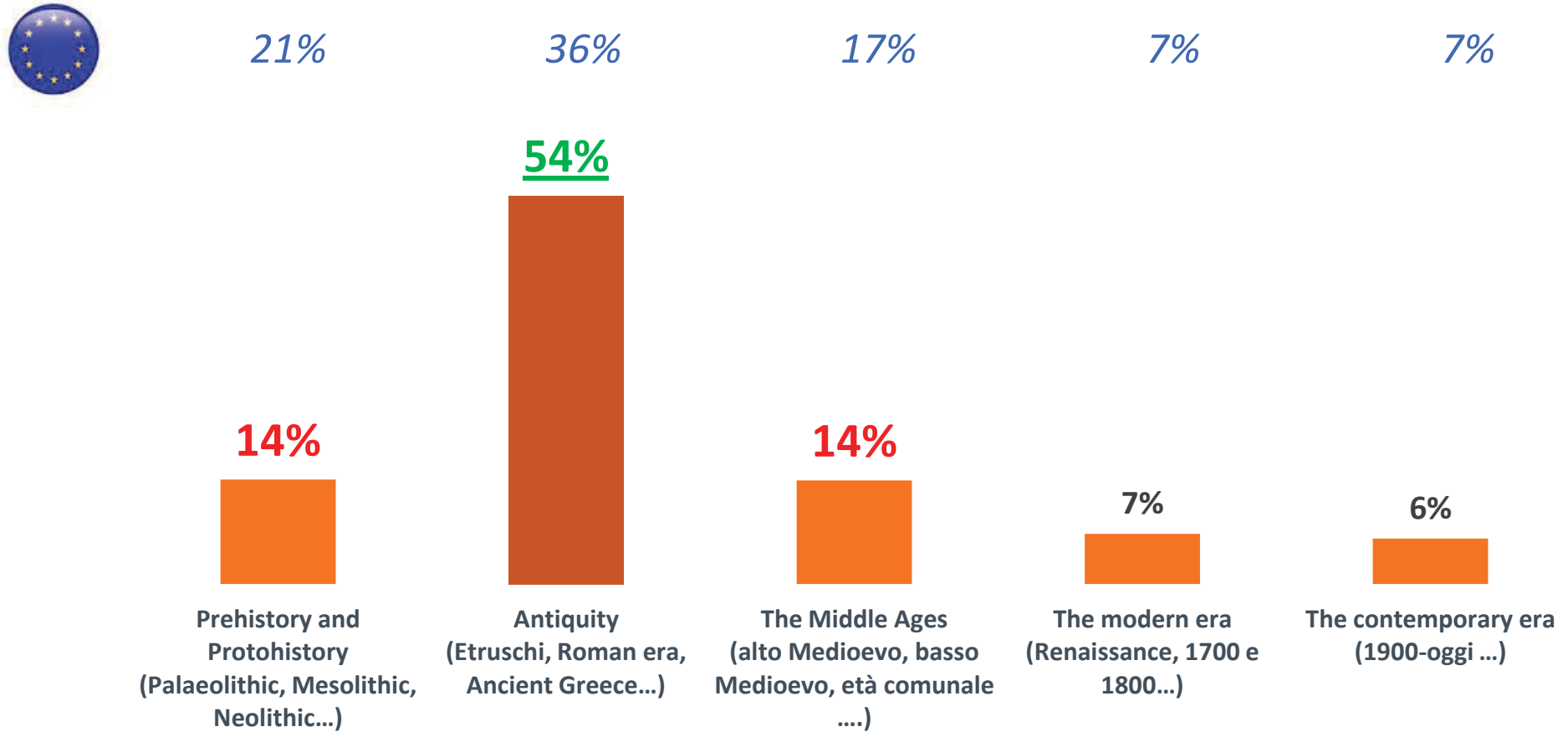
**harris  
interactive**



# The most attractive period for Italians is Antiquity, much more than other Europeans (+18%).

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 -



Don't know : 4%

"Antiquity" item was not presented to the Swedes.

Don't know : 5%  
14%



## Young Italians are more interested in the Middle Ages while the old generation is more numerous to prefer Antiquity.

**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 -

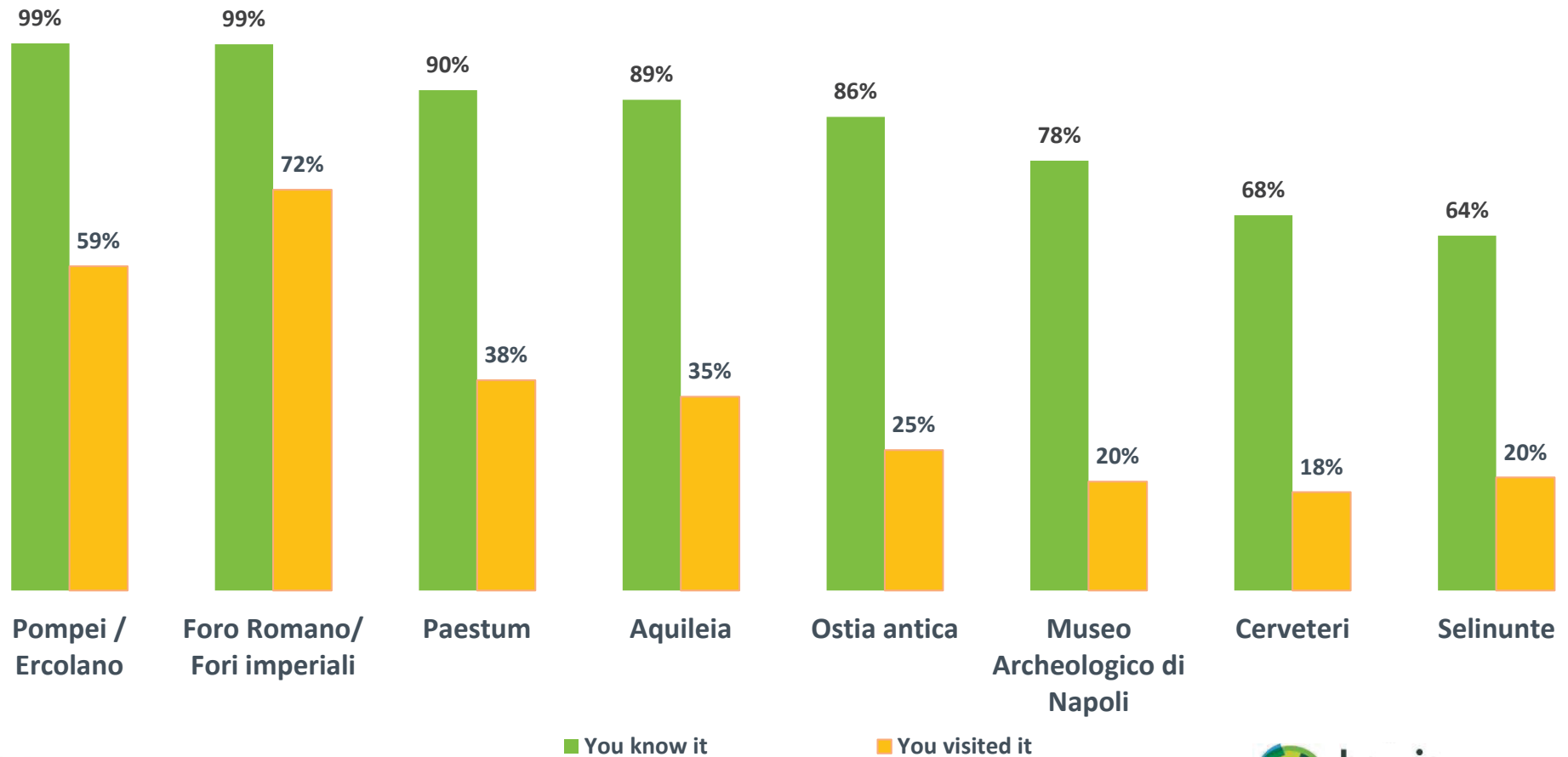
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
Antiquity (Etruschi, Roman era, Ancient Greece...)	54%	57%	51%	40%	<b>35%</b>	53%	60%	<b>62%</b>
Prehistory and Protohistory(Palaeolithic, Mesolithic, Neolithic...)	14%	13%	16%	12%	20%	18%	11%	13%
The Middle Ages (alto Medioevo, basso Medioevo, età comunale ....)	14%	13%	16%	<b>25%</b>	<b>23%</b>	9%	13%	12%
The modern era (Renaissance, 1700 e 1800...)	7%	6%	8%	10%	7%	5%	8%	6%
The contemporary era (1900-oggi ...)	6%	7%	5%	10%	<b>12%</b>	7%	4%	5%
Don't know	5%	4%	4%	2%	3%	<b>8%</b>	4%	2%

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Antiquity (Etruschi, Roman era, Ancient Greece...)	54%	57%	48%	57%	56%	47%	61%	50%	53%
Prehistory and Protohistory(Palaeolithic, Mesolithic, Neolithic...)	14%	14%	12%	13%	15%	23%	13%	13%	16%
The Middle Ages (alto Medioevo, basso Medioevo, età comunale ....)	14%	14%	16%	17%	10%	18%	12%	15%	15%
The modern era (Renaissance, 1700 e 1800...)	7%	5%	11%	8%	5%	6%	7%	8%	7%
The contemporary era (1900-oggi ...)	6%	5%	9%	4%	9%	2%	5%	8%	6%
Don't know	5%	5%	3%	1%	5%	5%	2%	6%	4%

For the majority of sites that were mentioned in Italy, knowledge is really high. The Imperial Fora is the most visited site by Italians.

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

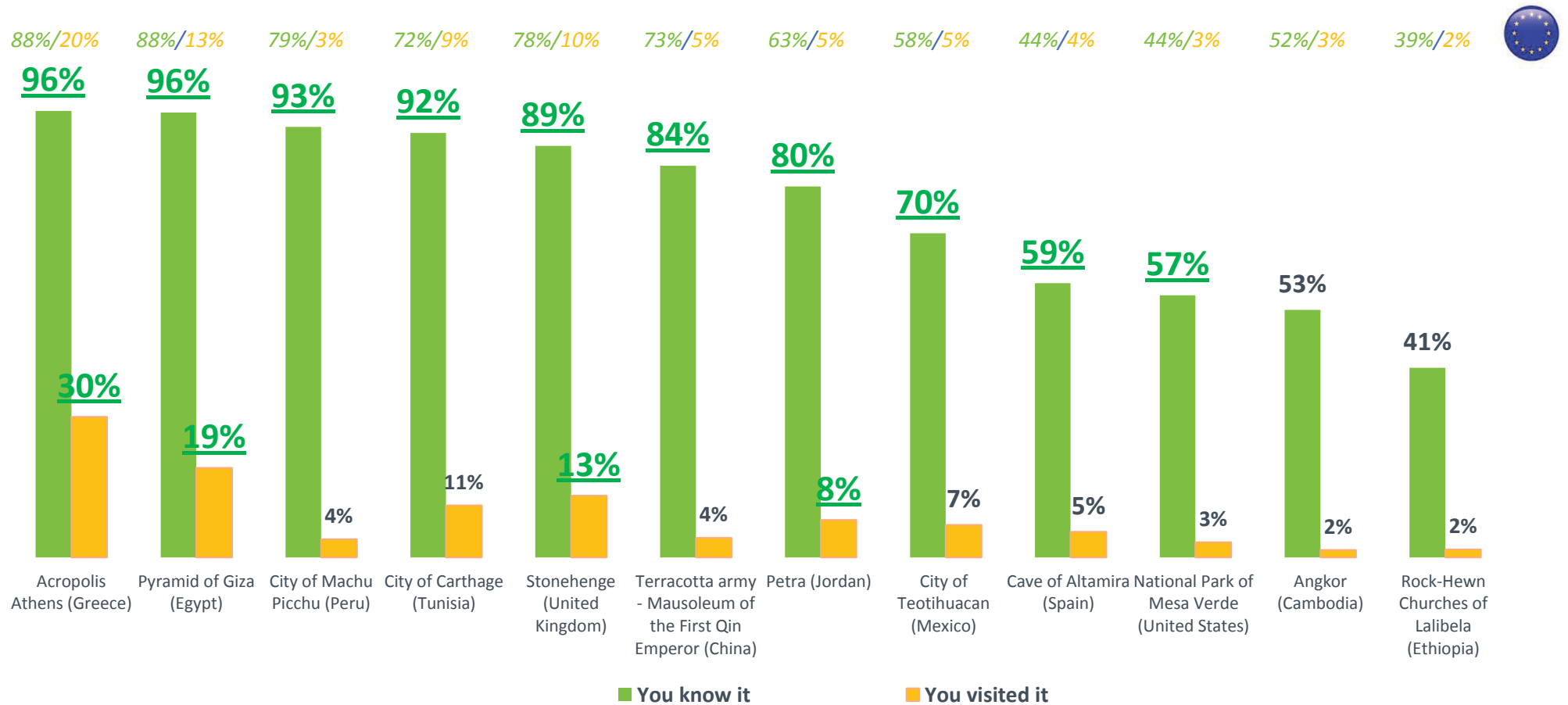
- To all -



For a large part of the sites that were mentioned, Italians have a better knowledge than other Europeans. Some sites are also more visited compared to what other Europeans do.

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

- To all -



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



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

Italians have a good image of archaeology especially concerning its value and its usefulness. However, nearly a third of the respondents think that archaeology is unmoving. They are more numerous to declare so in comparison to the European average.

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

- To all -



No value

7%

93%

Great value

91%

Pointless

9%

91%

Useful

90%

Boring

10%

90%

Enthralling

87%

Outdated

21%

79%

Modern

76%

Unmoving

32%

68%

Moving

81%

# The young generation seems to have a far less good image of archaeology.

## 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	93%	94%	91%	86%	94%	95%	95%	91%
Useful	91%	91%	92%	80%	91%	94%	93%	92%
Enthralling	90%	91%	90%	69%	91%	92%	93%	92%
Modern	79%	82%	75%	56%	72%	84%	82%	82%
Moving	68%	65%	70%	48%	65%	65%	72%	73%

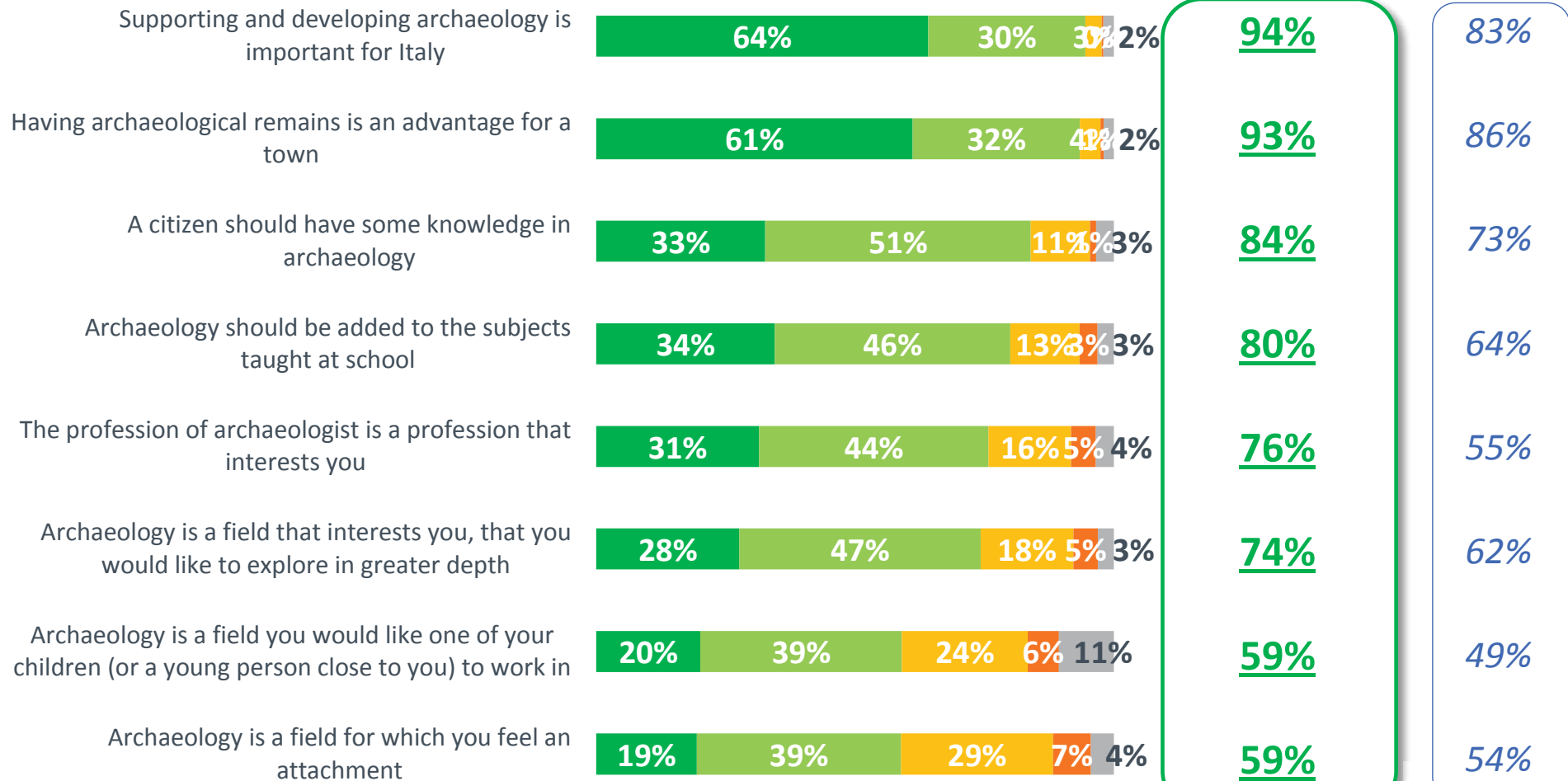
	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Great value	93%	90%	94%	93%	93%	95%	95%	94%	91%
Useful	91%	91%	94%	92%	87%	98%	92%	90%	92%
Enthralling	90%	88%	89%	91%	91%	98%	89%	90%	91%
Modern	79%	75%	84%	77%	78%	81%	79%	76%	80%
Moving	68%	63%	68%	65%	76%	67%	59%	74%	69%

# Archaeology's value is highly considered among the Italian population.

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

- To all -

Agree



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





# The perception is much more positive for the old generation.

## 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	239	261	43	77	97	124	159
Supporting and developing archaeology is important for Italy	94%	94%	95%	89%	94%	96%	94%	96%
Having archaeological remains is an advantage for a town	93%	93%	94%	89%	94%	91%	92%	<b>97%</b>
A citizen should have some knowledge in archaeology	84%	81%	87%	76%	85%	87%	80%	87%
Archaeology should be added to the subjects taught at school	80%	77%	83%	<b>48%</b>	82%	78%	83%	<b>86%</b>
The profession of archaeologist is a profession that interests you	76%	73%	78%	73%	77%	<b>64%</b>	79%	80%
Archaeology is a field that interests you, that you would like to explore in greater depth	74%	73%	75%	67%	70%	71%	78%	77%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	59%	59%	59%	<b>41%</b>	58%	59%	60%	63%
Archaeology is a field for which you feel an attachment	59%	57%	60%	<b>41%</b>	51%	53%	66%	<b>66%</b>

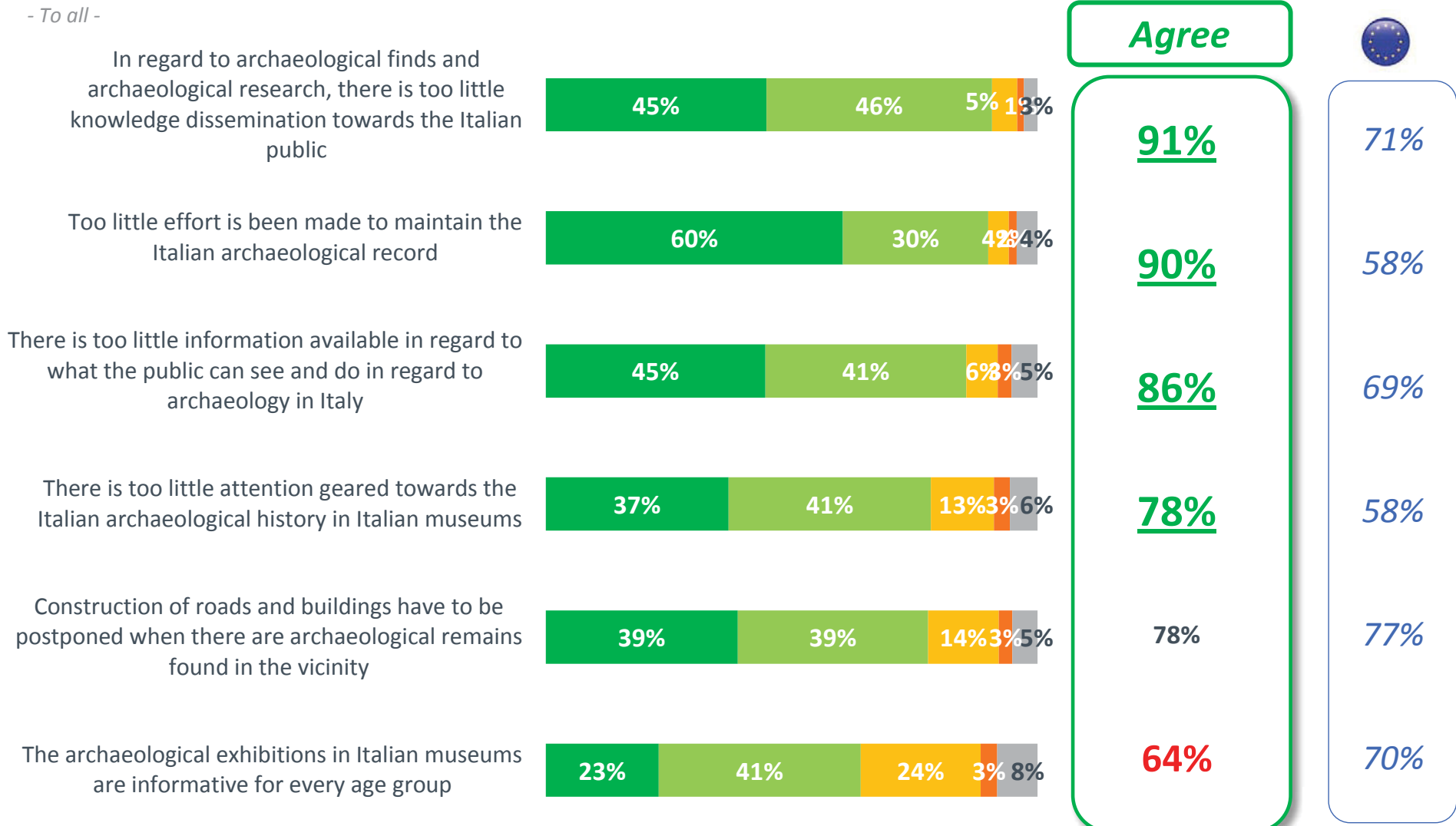
**AGREE**

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Supporting and developing archaeology is important for Italy	94%	94%	96%	95%	95%	91%	94%	97%	94%
Having archaeological remains is an advantage for a town	93%	92%	95%	95%	93%	92%	92%	95%	93%
A citizen should have some knowledge in archaeology	84%	83%	83%	81%	87%	88%	83%	86%	84%
Archaeology should be added to the subjects taught at school	80%	75%	78%	82%	83%	87%	80%	82%	79%
The profession of archaeologist is a profession that interests you	76%	70%	81%	74%	78%	80%	76%	74%	76%
Archaeology is a field that interests you, that you would like to explore in greater depth	74%	73%	79%	74%	72%	74%	76%	73%	74%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	59%	<b>50%</b>	62%	60%	65%	61%	60%	60%	58%
Archaeology is a field for which you feel an attachment	59%	52%	<b>68%</b>	54%	63%	60%	62%	56%	59%

For the majority of Italians, archaeological remains have to be preserved from destruction and should be spread to a larger audience. These statements are stronger than the European average.

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

- To all -



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

Older generation expect more dissemination about archaeological finds and archaeological research. They are also more numerous to think that archaeological exhibitions in Italian museums are informative for every age group.

**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	239	261	43	77	97	124	159
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Italian public	91%	89%	92%	82%	88%	91%	90%	<b>95%</b>
Too little effort has been made to maintain the Italian archaeological record	90%	88%	91%	88%	89%	90%	89%	91%
There is too little information available in regard to what the public can see and do in regard to archaeology in Italy	86%	<b>82%</b>	<b>89%</b>	75%	86%	87%	85%	88%
There is too little attention geared towards Italian archaeological history in Italian museums	78%	76%	80%	<b>64%</b>	79%	78%	79%	82%
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	78%	<b>73%</b>	<b>82%</b>	75%	80%	75%	75%	81%
The archaeological exhibitions in Italian museums are informative for every age group	64%	63%	65%	55%	63%	60%	64%	<b>70%</b>

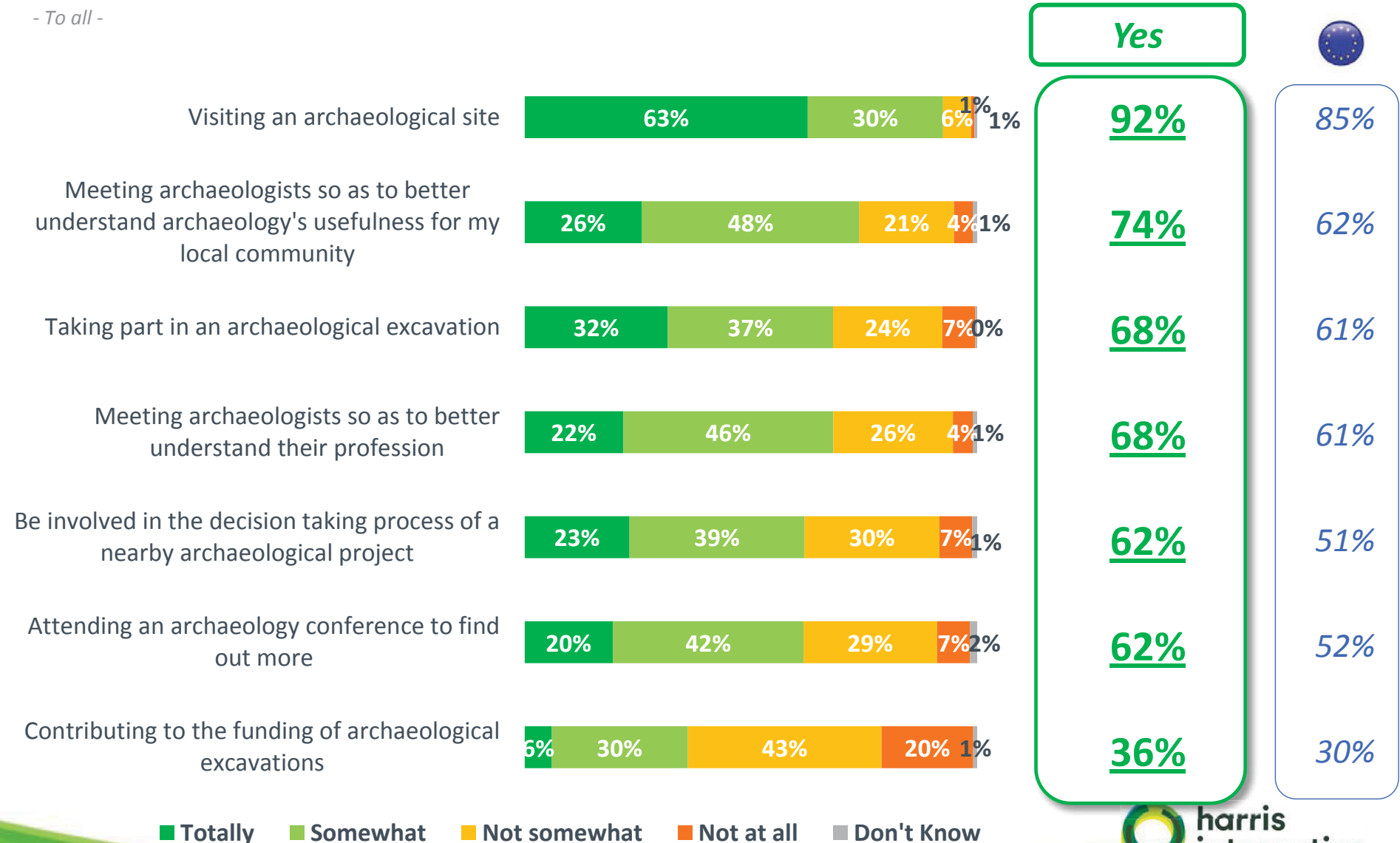
**AGREE**

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Italian public	91%	89%	91%	91%	93%	89%	91%	94%	89%
Too little effort has been made to maintain the Italian archaeological record	90%	<b>85%</b>	93%	93%	91%	89%	87%	94%	89%
There is too little information available in regard to what the public can see and do in regard to archaeology in Italy	86%	81%	87%	89%	88%	82%	86%	87%	84%
There is too little attention geared towards Italian archaeological history in Italian museums	78%	73%	75%	83%	80%	84%	79%	80%	77%
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	78%	77%	84%	<b>69%</b>	83%	75%	73%	80%	79%
The archaeological exhibitions in Italian museums are informative for every age group	64%	66%	67%	63%	65%	54%	58%	65%	67%

As it is the case with other Europeans, a large majority of Italians wish to be closer to archaeology in particular when it comes to visit an archaeological site or meeting with archaeologists. They are much more interested in comparison to what other Europeans said.

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

- To all -



# The upper socio-professional category is more interested in taking part in archaeological excavations, meeting archaeologists or attending an archaeology conference.

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

- 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	239	261	43	77	97	124	159
Visiting an archaeological site	92%	91%	94%	89%	95%	90%	95%	92%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	74%	<b>69%</b>	<b>78%</b>	<b>58%</b>	<b>84%</b>	71%	80%	71%
Taking part in an archaeological excavation	68%	67%	69%	72%	77%	70%	<b>75%</b>	<b>56%</b>
Meeting archaeologists so as to better understand their profession	68%	66%	71%	62%	71%	73%	72%	63%
Be involved in the decision taking process of a nearby archaeological project	62%	61%	63%	68%	67%	60%	66%	56%
Attending an archaeology conference to find out more	62%	62%	61%	<b>43%</b>	61%	58%	<b>69%</b>	64%
Contributing to the funding of archaeological excavations	36%	37%	35%	40%	41%	30%	35%	37%

YES

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Visiting an archaeological site	92%	90%	94%	94%	91%	95%	95%	91%	92%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	74%	70%	70%	71%	78%	85%	77%	78%	70%
Taking part in an archaeological excavation	68%	63%	66%	66%	75%	77%	<b>78%</b>	72%	<b>61%</b>
Meeting archaeologists so as to better understand their profession	68%	66%	64%	65%	71%	79%	<b>78%</b>	68%	<b>63%</b>
Be involved in the decision taking process of a nearby archaeological project	62%	57%	65%	65%	62%	63%	69%	60%	60%
Attending an archaeology conference to find out more	62%	59%	61%	61%	61%	72%	<b>69%</b>	59%	59%
Contributing to the funding of archaeological excavations	36%	38%	<b>25%</b>	36%	<b>45%</b>	32%	40%	31%	37%

# II- Positioning of archaeology

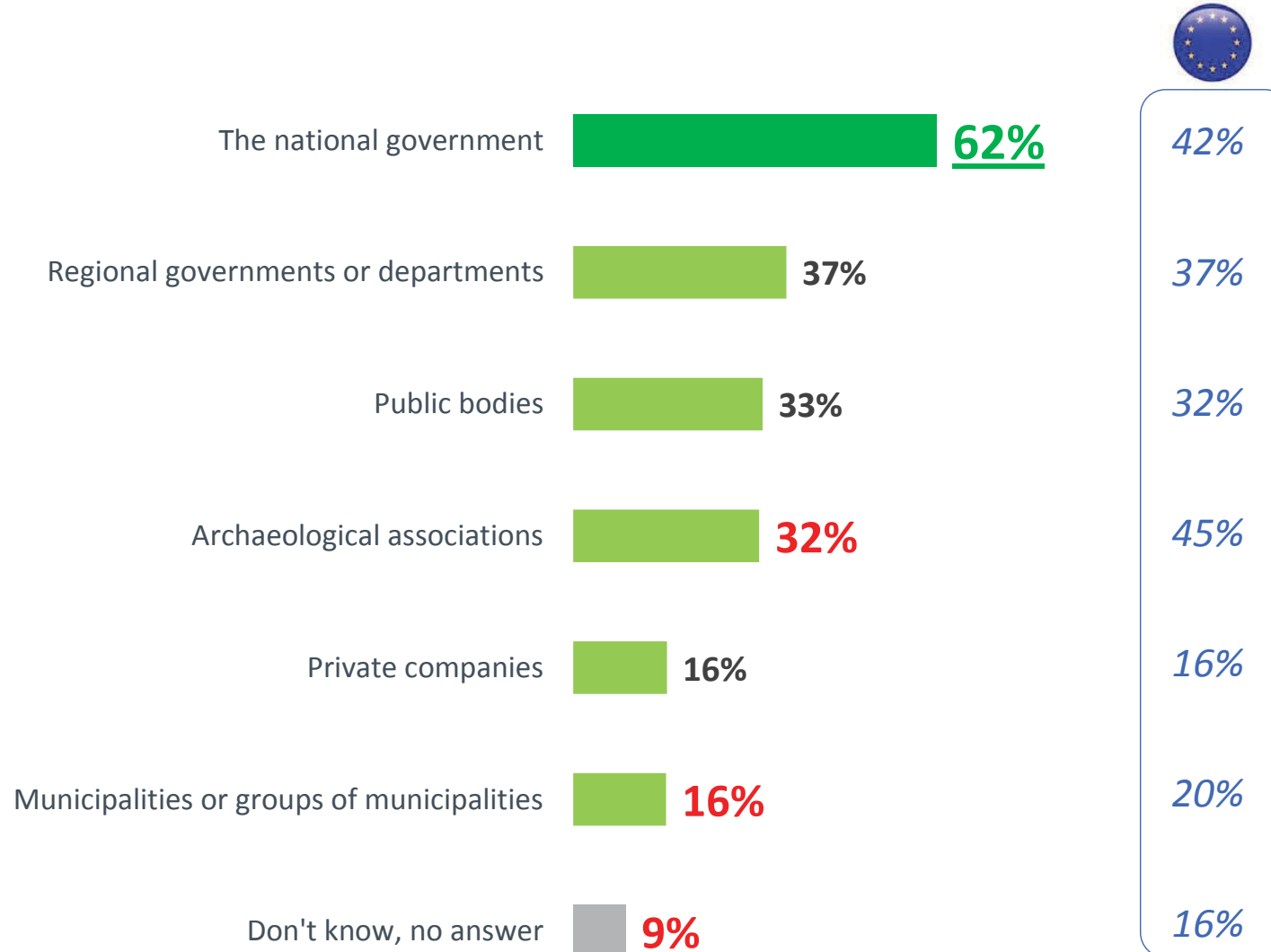


## **2.1. Managing archaeology : knowledge and wishes**

For Italians, archaeology is mainly managed by the national government. Associations and municipalities seem to be less involved than in other European countries.

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

- To all -





To the old generation, municipalities and associations are much more involved in the management of archaeology while men and the upper socio-professional category believe that the role of the national government is more important.

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

- To all -

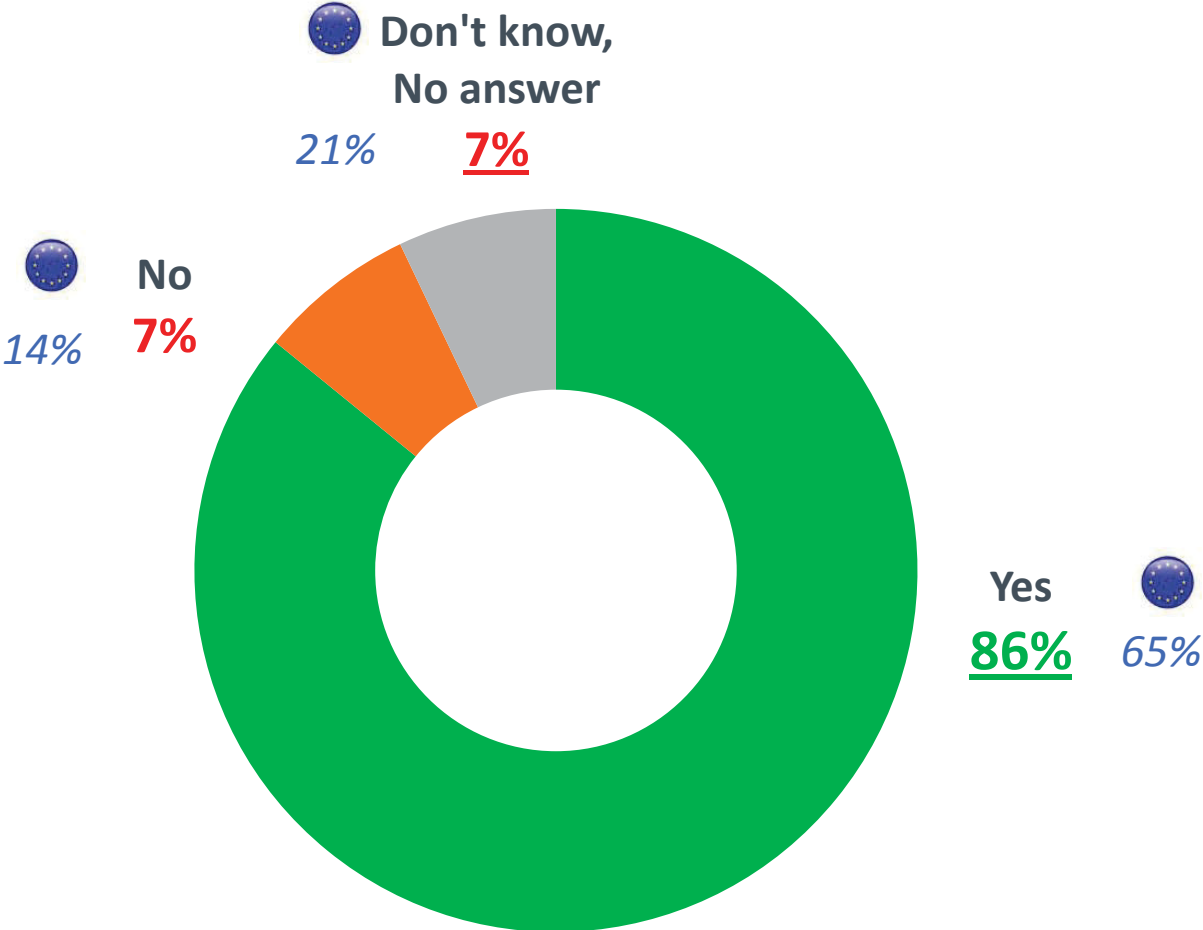
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
The national government	62%	<b>68%</b>	<b>57%</b>	54%	<b>52%</b>	64%	69%	64%
Regional governments or departments	37%	40%	34%	40%	34%	34%	32%	42%
Public bodies	33%	35%	30%	40%	35%	30%	28%	34%
Archaeological associations	32%	30%	34%	42%	24%	26%	26%	<b>41%</b>
Private companies	16%	16%	16%	<b>32%</b>	15%	14%	13%	16%
Municipalities or groups of municipalities	16%	19%	14%	27%	18%	11%	<b>7%</b>	<b>22%</b>
Don't know, no answer	9%	7%	11%	4%	12%	9%	10%	9%

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
The national government	62%	65%	66%	70%	57%	<b>48%</b>	<b>74%</b>	58%	59%
Regional governments or departments	37%	32%	37%	37%	42%	34%	31%	35%	40%
Public bodies	33%	27%	37%	<b>42%</b>	32%	22%	32%	31%	34%
Archaeological associations	32%	31%	38%	32%	32%	25%	27%	27%	<b>37%</b>
Private companies	16%	14%	22%	22%	10%	11%	16%	14%	18%
Municipalities or groups of municipalities	16%	14%	17%	15%	20%	12%	11%	13%	<b>20%</b>
Don't know, no answer	9%	11%	5%	8%	6%	<b>19%</b>	8%	9%	9%

Nearly 9 Italians out of 10 think that is the State's job to manage archaeology. This is much higher than what Europeans declare.

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

- To all -



No major differences can be observed depending on one's region, gender, age, or socio-professional category.

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

- To all -

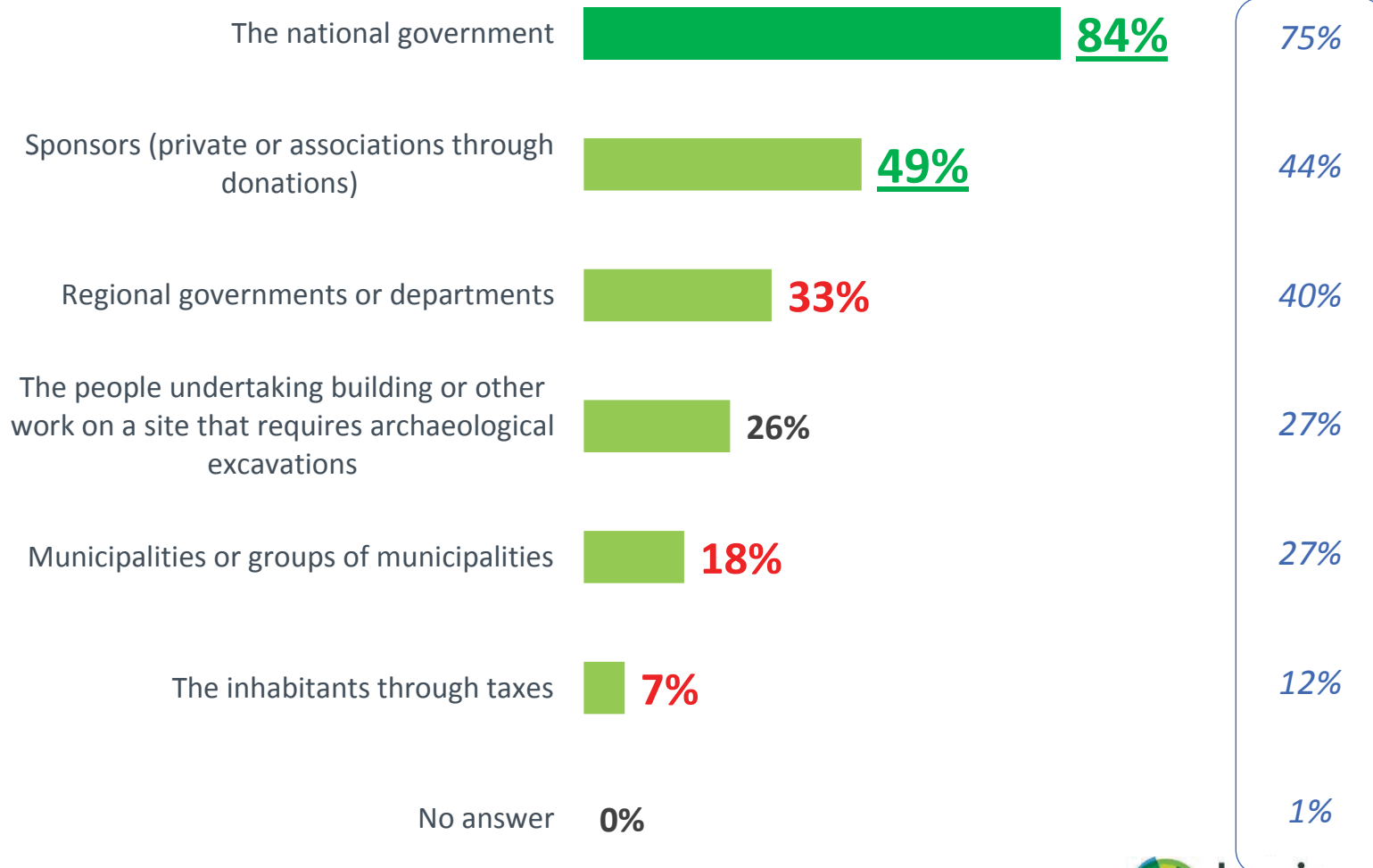
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
Yes	86%	87%	85%	81%	82%	87%	89%	86%
No	7%	7%	7%	5%	9%	5%	6%	9%
Don't know, no answer	7%	5%	9%	14%	9%	8%	5%	5%

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Yes	86%	86%	85%	88%	90%	<b>76%</b>	90%	86%	84%
No	7%	6%	8%	8%	7%	7%	6%	6%	8%
Don't know, no answer	7%	9%	7%	4%	4%	<b>17%</b>	4%	8%	8%

Archaeology should be first financed by the national government and second through sponsors. The role of regional governments or groups of municipalities is less important than what is expected from other Europeans.

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

- To all -



# Financing archaeology through regional governments is more expected by seniors while the upper socio-professional category wants an important involvement from private sponsors.

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

- To all -

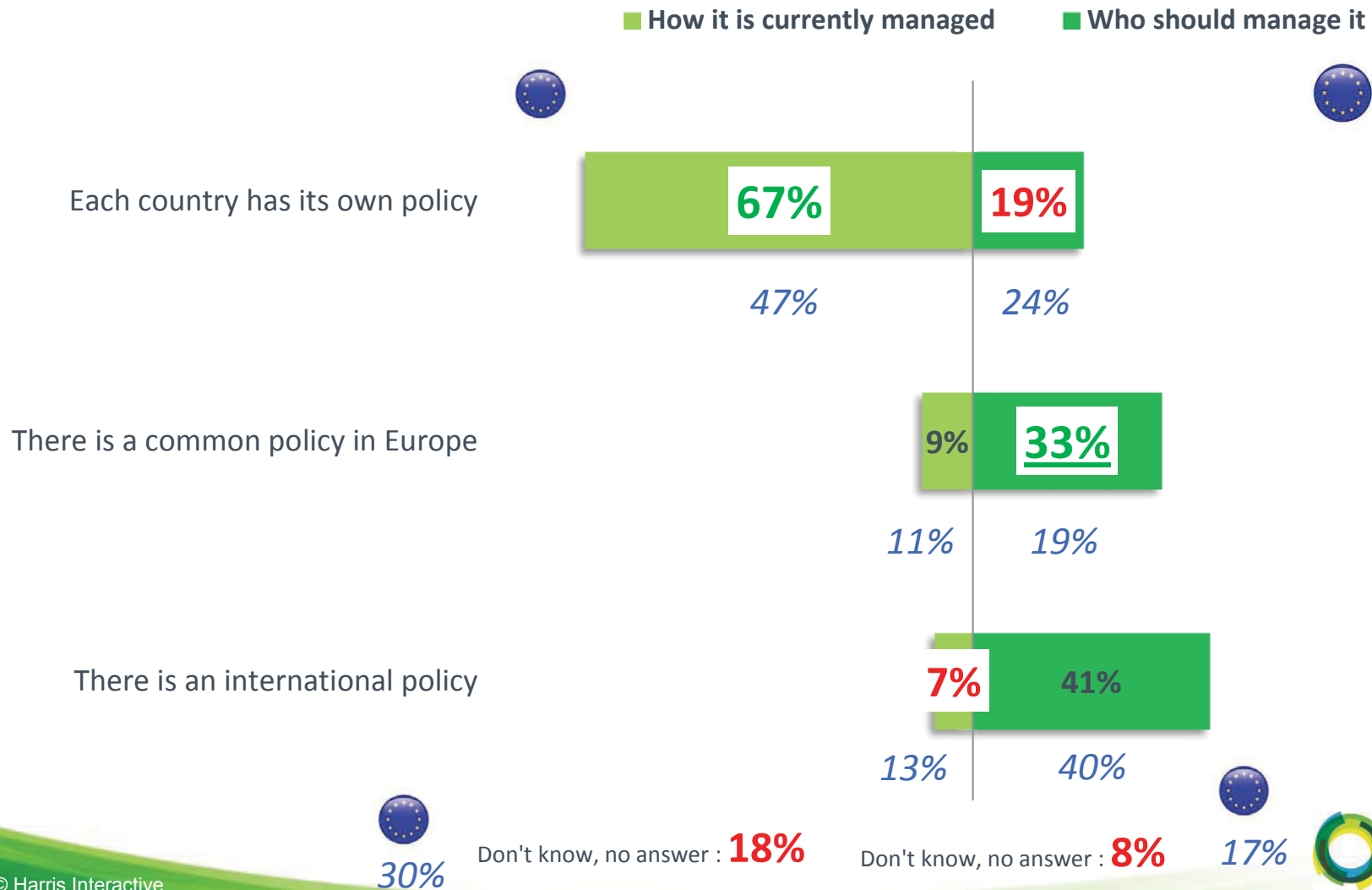
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
The national government	84%	84%	84%	74%	81%	86%	85%	85%
Sponsors (private or associations through donations)	49%	51%	46%	48%	<b>36%</b>	42%	<b>58%</b>	52%
Regional governments or departments	33%	34%	32%	38%	29%	26%	29%	<b>41%</b>
The people undertaking building or other work on a site that requires archaeological excavations	26%	25%	27%	29%	18%	22%	28%	29%
Municipalities or groups of municipalities	18%	20%	15%	23%	16%	13%	17%	20%
The inhabitants through taxes	7%	<b>10%</b>	<b>5%</b>	2%	6%	2%	9%	<b>11%</b>

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
The national government	84%	82%	84%	85%	83%	83%	80%	86%	84%
Sponsors (private or associations through donations)	49%	49%	53%	54%	41%	48%	<b>57%</b>	<b>36%</b>	50%
Regional governments or departments	33%	29%	39%	31%	29%	43%	29%	33%	35%
The people undertaking building or other work on a site that requires archaeological excavations	26%	25%	26%	29%	21%	29%	32%	<b>16%</b>	28%
Municipalities or groups of municipalities	18%	16%	18%	22%	15%	20%	15%	21%	17%
The inhabitants through taxes	7%	5%	<b>12%</b>	6%	5%	9%	5%	7%	9%

As it is the case elsewhere in Europe, most Italians think that each country has its own policy but that it should be managed at the international level or at the Europe-wide level.

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 -



Younger people are more numerous to think that archaeology and archaeological heritage are managed at the European level.

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

- To all -

### HOW IT IS 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	239	261	43	77	97	124	159
Each country has its own policy	67%	71%	63%	<b>43%</b>	62%	<b>58%</b>	67%	<b>81%</b>
There is a common policy in Europe	9%	7%	10%	<b>22%</b>	7%	11%	11%	<b>3%</b>
There is an international policy	7%	7%	6%	10%	5%	8%	10%	<b>3%</b>
Don't know, no answer	18%	15%	21%	25%	<b>26%</b>	24%	12%	<b>13%</b>

### HOW IT IS CURRENTLY MANAGED

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Each country has its own policy	67%	68%	62%	66%	69%	68%	71%	62%	67%
There is a common policy in Europe	9%	10%	7%	8%	13%	2%	7%	11%	8%
There is an international policy	7%	5%	11%	10%	5%	3%	7%	6%	7%
Don't know, no answer	18%	18%	21%	16%	13%	27%	15%	21%	18%

The old generation believes an international policy would be the best organisation to encourage the development of archaeology and archaeological heritage.

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

- To all -

### WHO SHOULD MANAGE IT

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
Each country should have its own policy	19%	19%	19%	17%	22%	18%	23%	15%
There should be a common policy in Europe	33%	35%	30%	45%	40%	28%	29%	32%
There should be an international policy	41%	39%	43%	34%	<b>26%</b>	46%	40%	<b>47%</b>
Don't know, no answer	8%	7%	8%	4%	12%	8%	8%	6%

### WHO SHOULD MANAGE IT

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Each country should have its own policy	19%	20%	14%	20%	24%	14%	24%	17%	17%
There should be a common policy in Europe	33%	29%	34%	31%	35%	35%	29%	32%	35%
There should be an international policy	41%	46%	45%	43%	33%	33%	41%	41%	40%
Don't know, no answer	8%	6%	7%	5%	7%	<b>18%</b>	5%	10%	8%



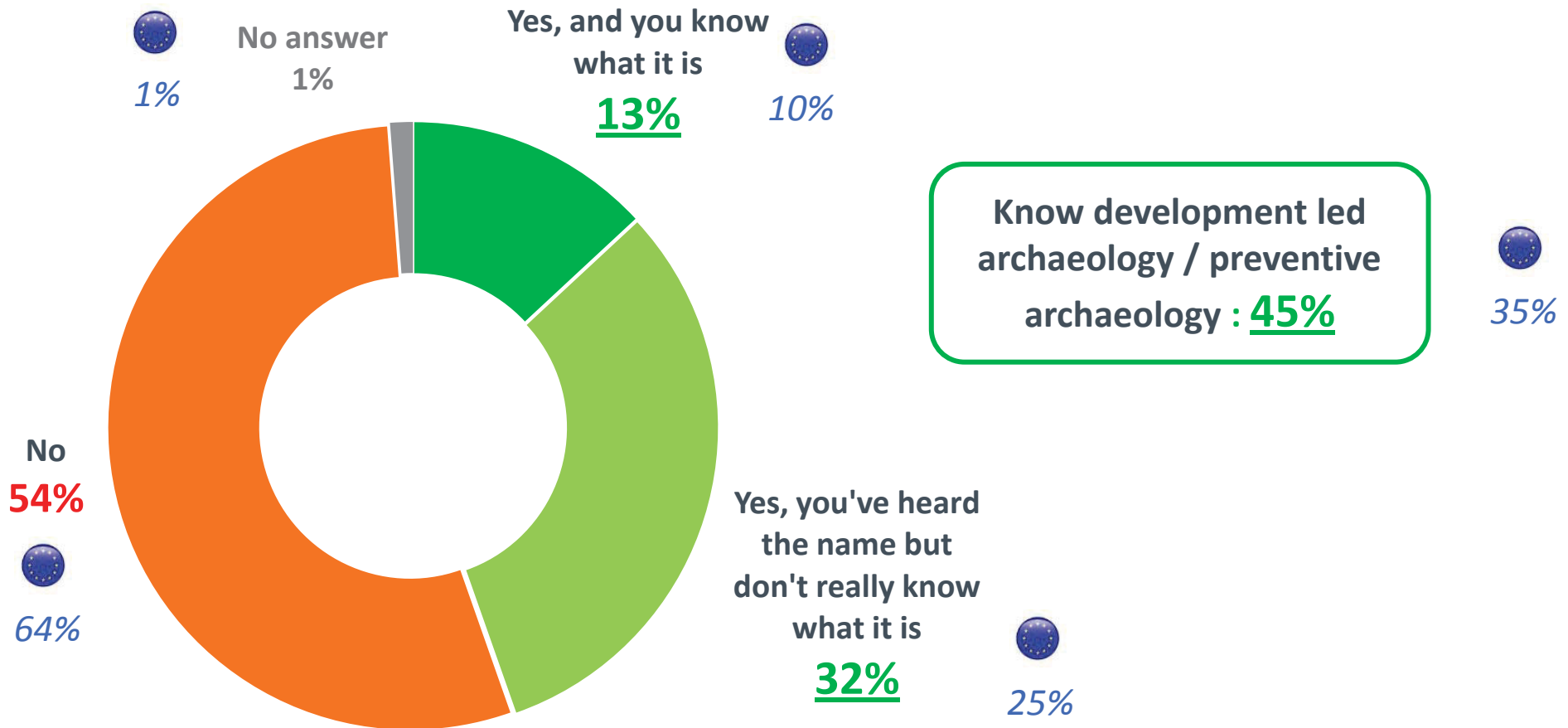


## **2.2. Preventive/development-led archaeology**

Nearly half of the Italian population knows preventive archaeology, and among them 1 out of 10 knows exactly what it is. These scores are much higher than the European average.

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

- To all -



# Women declare to know more precisely what development led archaeology / preventive archaeology is.

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

- To all -

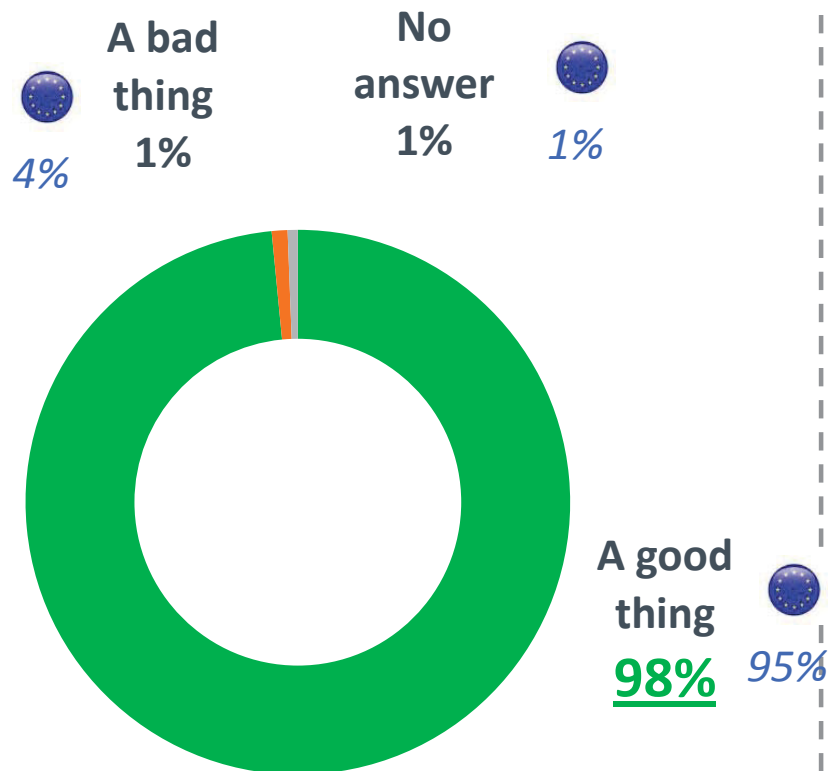
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
<b>Yes</b>	<b>45%</b>	<b>43%</b>	<b>46%</b>	<b>40%</b>	<b>47%</b>	<b>42%</b>	<b>39%</b>	<b>50%</b>
Yes, and you know what it is	13%	9%	17%	6%	17%	19%	11%	11%
Yes, you've heard the name but don't really know what it is	32%	34%	29%	34%	31%	23%	28%	39%
No	54%	55%	53%	57%	52%	58%	59%	49%
no answer	1%	2%	1%	2%	1%		2%	1%

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
<b>Yes</b>	<b>45%</b>	<b>42%</b>	<b>51%</b>	<b>52%</b>	<b>40%</b>	<b>36%</b>	<b>45%</b>	<b>43%</b>	<b>46%</b>
Yes, and you know what it is	13%	13%	13%	16%	12%	11%	13%	18%	11%
Yes, you've heard the name but don't really know what it is	32%	28%	39%	36%	29%	25%	32%	25%	35%
No	54%	55%	49%	48%	58%	64%	55%	57%	53%
no answer	1%	3%			1%		1%	1%	2%

To a very large majority of Italian people, the archaeology convention as well as the principles of preventive archaeology are a good thing.

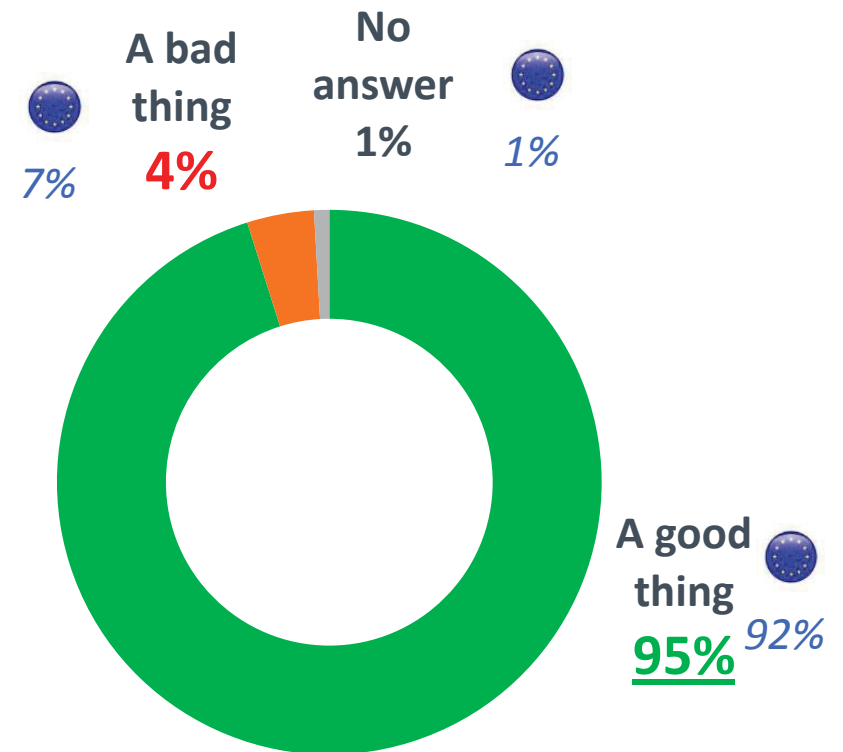
Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological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

- To all -



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 -



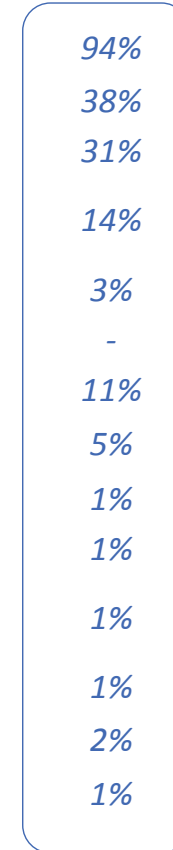
For those who would say preventive archaeology is more of a good thing, it is mostly due to the preservation of heritage and to avoid irreversible destruction.

Q25. What makes you think that the principle of development led archaeology or preventive archaeology is more of a good/bad thing?

- To all -



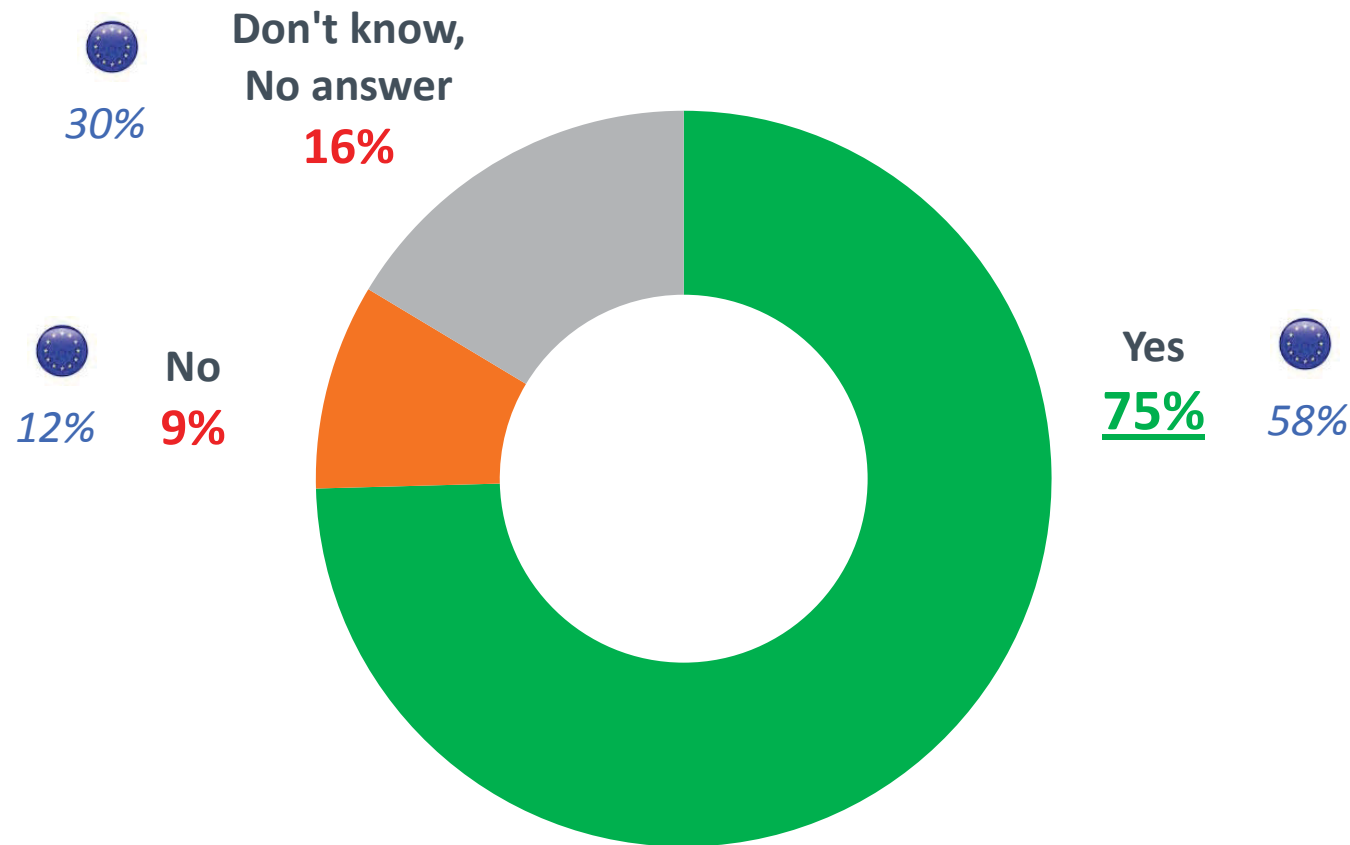
	Italy
<b>Good Thing</b>	<b>96%</b>
Protecting the archaeological heritage from destruction	39%
Avoiding irreversible destruction/damage	37%
Better protective measures vs. corporate world (from speculation)	13%
Passing down to future generations	-
It's a good thing/ general answer	-
Other good thing	12%
<b>Bad Thing</b>	<b>4%</b>
I don't care about archaeology (history)	3%
It costs a lot (expensive)	1%
Development/construction are more important than preservation	-
It causes delays (bureaucracy), it slows down projects	-
Other bad thing	1%
Don't know	-



Three quarters of Italian think that it is up to the public sector to manage development led archaeology or preventive archaeology. This is a much higher score than the European average.

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

- To all -



# The willingness that the public sector would manage development led archaeology or preventive archaeology is going down among Italians aged 25-34 years old.

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

- To all -

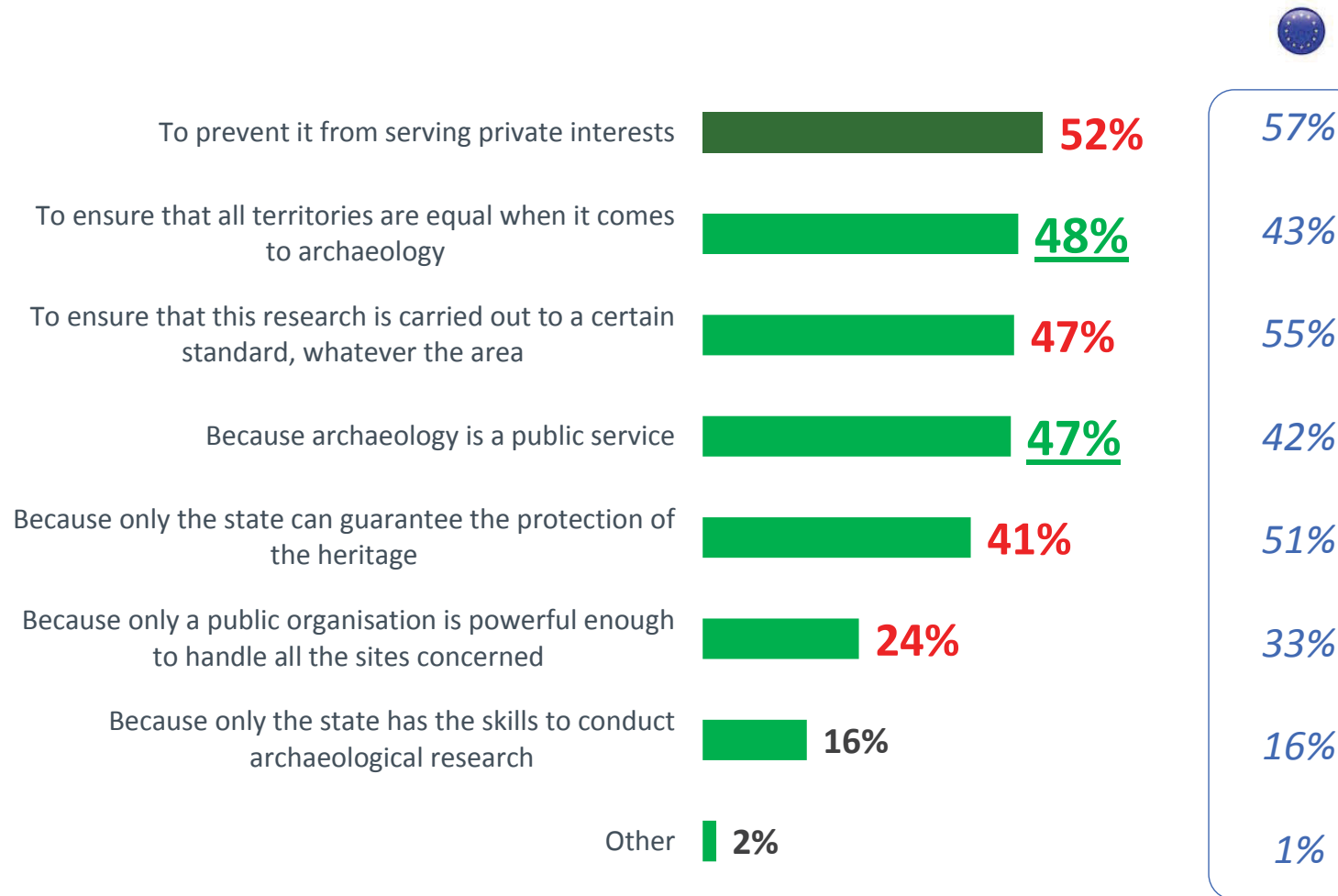
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	239	261	43	77	97	124	159
Yes	75%	74%	76%	62%	<b>64%</b>	78%	71%	<b>84%</b>
No	9%	10%	9%	15%	10%	9%	11%	6%
Don't know, no answer	16%	17%	16%	23%	<b>26%</b>	13%	18%	<b>11%</b>

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	500	135	96	99	116	55	128	125	248
Yes	75%	74%	75%	<b>84%</b>	73%	63%	78%	73%	74%
No	9%	11%	11%	6%	6%	12%	10%	11%	8%
Don't know, no answer	16%	16%	14%	<b>10%</b>	21%	25%	13%	16%	19%

The reasons why some Italian people think the public sector should conduct development led archaeology are mostly to prevent it from serving private interests and to ensure that all territories are equal when it comes to archaeology. Italians' attachment to a public service of archaeology is stronger than in the European average.

**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 : 373 -





# Older generations agree more on the fact that only the State can really guarantee the protection of the 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 development led archaeology or preventive archaeology : 373 -

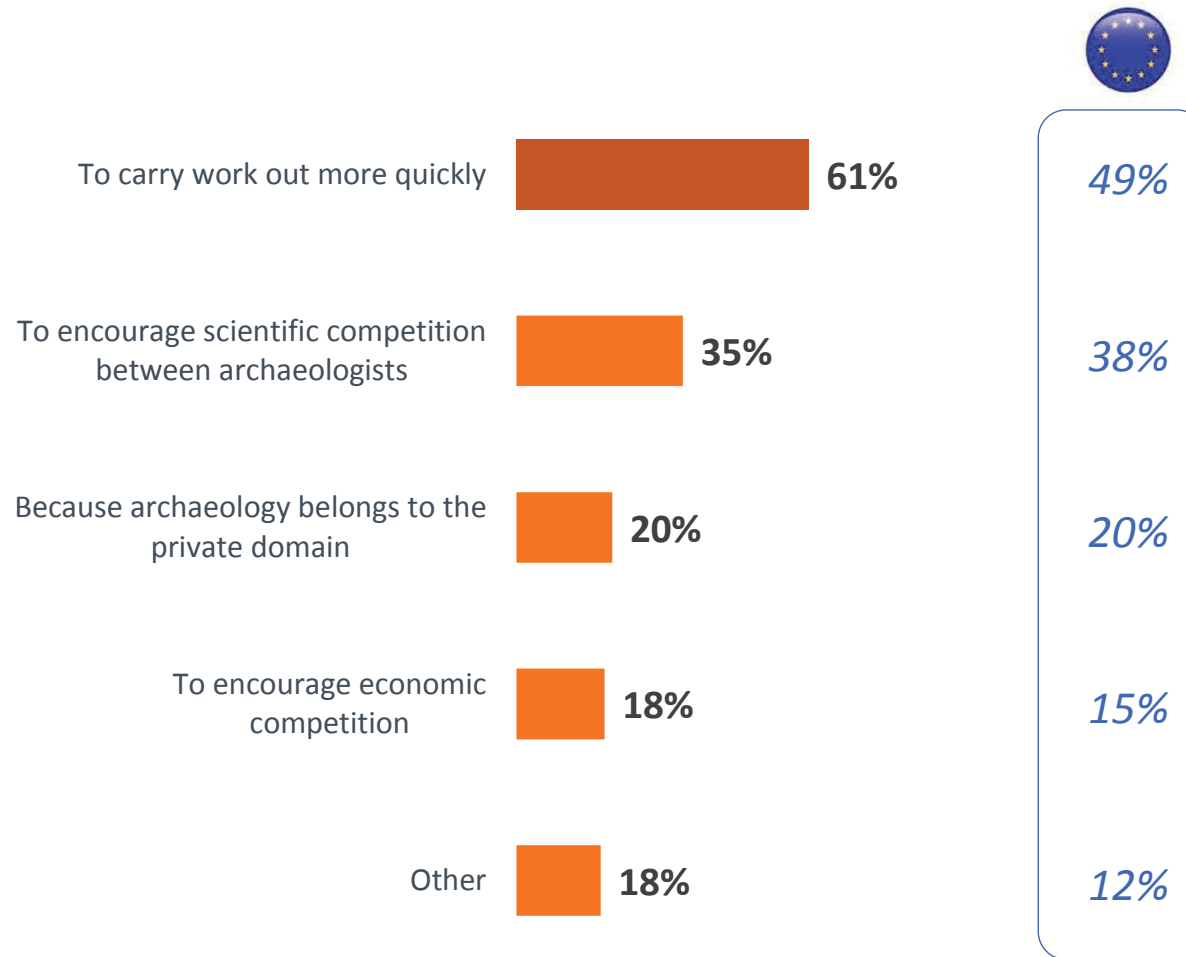
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	373	176	197	27	50	76	88	132
To prevent it from serving private interests	52%	<b>58%</b>	<b>46%</b>	35%	40%	53%	58%	54%
To ensure that all territories are equal when it comes to archaeology	48%	45%	50%	41%	46%	48%	45%	52%
To ensure that this research is carried out to a certain standard, whatever the area	47%	<b>55%</b>	<b>40%</b>	38%	<b>32%</b>	49%	48%	54%
Because archaeology is a public service	47%	45%	49%	51%	<b>33%</b>	<b>35%</b>	<b>61%</b>	49%
Because only the State can guarantee the protection of the heritage	41%	40%	41%	37%	31%	<b>28%</b>	42%	<b>51%</b>
Because only a public organisation is powerful enough to handle all the sites concerned	24%	23%	24%	34%	33%	19%	17%	25%
Because only the State has the skills to conduct archaeological research	16%	15%	17%	23%	14%	16%	13%	17%
Other	2%	3%	1%	5%	2%		1%	3%

	TOTAL	REGION GROUPS					SPC		
		Nord-Ovest	Nord-Est	Centro	Sud	Isole	SPC+	SPC-	Inactive people
Respondents	373	99	72	84	84	35	99	92	182
To prevent it from serving private interests	52%	46%	<b>65%</b>	53%	46%	52%	55%	46%	53%
To ensure that all territories are equal when it comes to archaeology	48%	46%	54%	41%	48%	59%	51%	<b>36%</b>	52%
To ensure that this research is carried out to a certain standard, whatever the area	47%	49%	53%	39%	49%	46%	54%	40%	47%
Because archaeology is a public service	47%	43%	48%	53%	46%	44%	40%	52%	48%
Because only the State can guarantee the protection of the heritage	41%	36%	43%	47%	41%	34%	38%	40%	42%
Because only a public organisation is powerful enough to handle all the sites concerned	24%	25%	27%	23%	22%	20%	<b>12%</b>	<b>32%</b>	26%
Because only the State has the skills to conduct archaeological research	16%	14%	14%	11%	22%	18%	13%	15%	17%
Other	2%	2%	5%	2%		2%	2%	2%	2%

For Italians who do not think the public sector should conduct development led archaeology, it is mostly because they want things to be done more quickly.

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 : 45 -



# Profile details of respondents

# Profile details of respondents

## Italy

### GENDER

Base	500	100%
Man	240	48%
Woman	260	52%

### AGE

Base	500	100%
18-24 yo	43	9%
25-34 yo	77	15%
35-44 yo	97	19%
45-59 yo	124	25%
60 yo and more	159	32%
<b>Average</b>	<b>48,3</b>	

### SPC

Base	500	%
SPC+	128	26%
SPC -	125	25%
Inactive	247	50%

### REGIONS GROUPS

Base	500	100%
Nord-Ovest	134	27%
Nord-Est	96	19%
Centro	99	20%
Sud	116	23%
Isole	55	11%