

AHEAD OF WHAT'S NEXT.

Image of archaeology in Netherlands – 2015
Study report - General public



**Universiteit
Leiden**



Culture



Results of Netherlands

Report written by:

Delphine Martelli-Banégas, Head of Corporate Department
Isabelle Panhard, Senior Research manager of Corporate Department
Tiphaine Favré, Research Executive of Corporate Department

• Context, objectives and methodology	P.03
<i>Reading guide</i>	<i>P.08</i>
• I- Knowledge, interest and image of archaeology and heritage	P.11
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.41
• II- Positioning of archaeology	P.50
2.1. Managing archaeology : knowledge and wishes	P.51
2.2. Preventive/development-led archaeology	P.61
• Profile details of respondents	P.71

*The NEARCH project has been funded with support from the European Commission.
This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

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 the Netherlands.



Methodology

Sample



500 persons aged 18+ years old who are representative of the Dutch 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, 29th 2014 to January, 6th 2015.

Methodological note

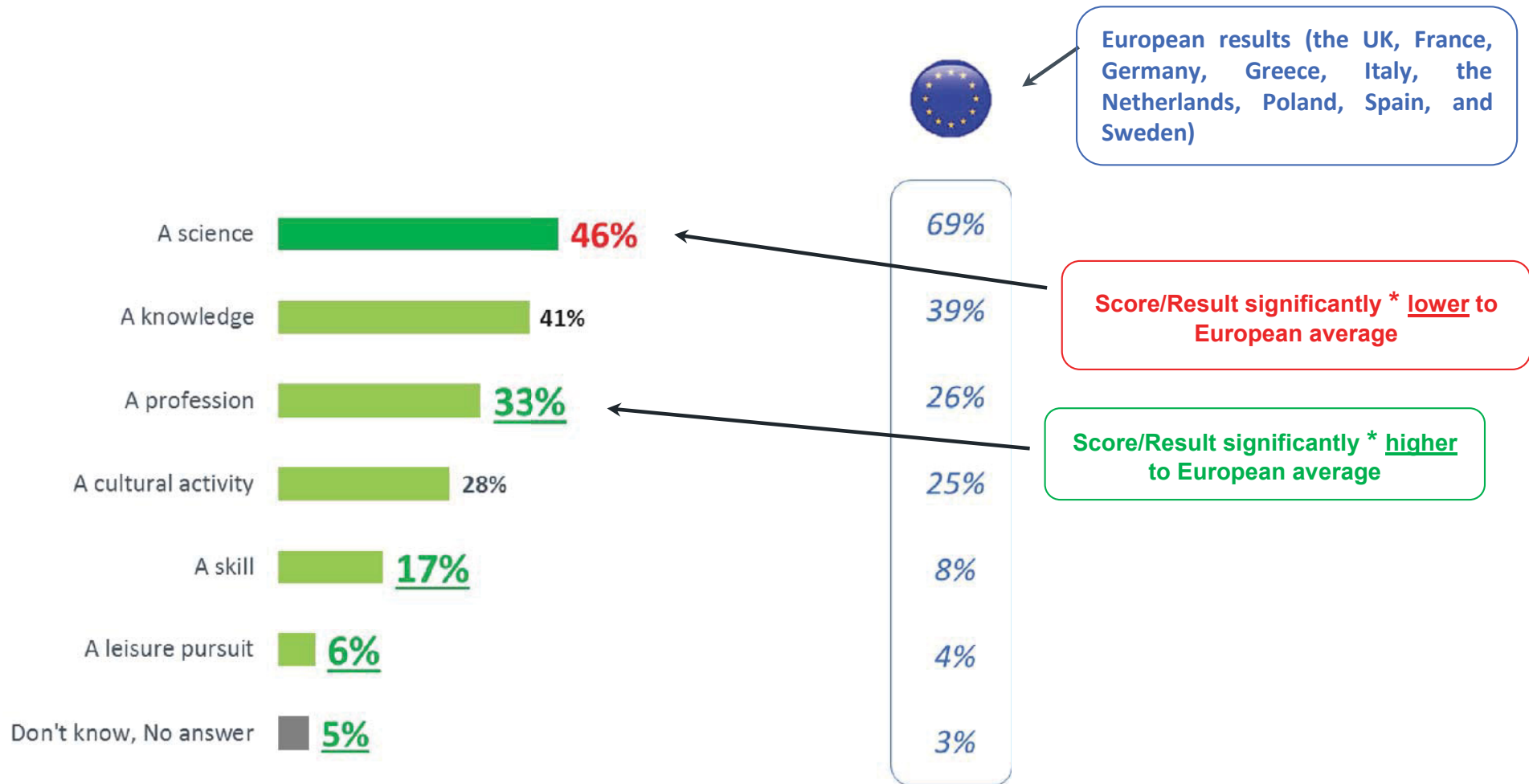


Quota method was applied on the following socio-demographics criteria : gender, age, socio-professional category and region of residence.



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	245	255	44	74	90	140	152
A science	82%	84%	79%	66%	78%	81%	84%	86%
A cultural activity	29%	32%	27%	30%	28%	20%	26%	38%
A profession	27%	22%	33%	23%	31%	26%	31%	24%
A knowledge	20%	18%	22%	36%	22%	18%	17%	18%
A leisure pursuit	4%	5%	2%	9%		6%	3%	4%
A skill	3%	4%	2%		4%	7%	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 the Netherlands




1.1. Level of knowledge of archaeology and archaeologists

When they are spontaneously asked about archaeology, half of the Dutch people answers it is a study of the past and 4 Dutch persons out of 10 declare it is about discovery.

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	51%	 48%
Discovery : digging/excavation of objects, artefacts, relics, remains, human bodies, etc.	43%	37%
Study of rocks and the subsoil	19%	31%
Study of old civilizations, human evolution, etc.	9%	11%
Study of ancient ruins, sites, dwellings, structures	4%	5%
Study of fossils/bones	1%	1%
Preservation of remains, objects, etc.	0%	1%
Study of animals (extinct animals)/nature	0%	1%
Other	3%	7%

More than 3 quarters of spontaneous quotes about the usefulness of archaeology deal with knowing where we come from and learning from/about our past.

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

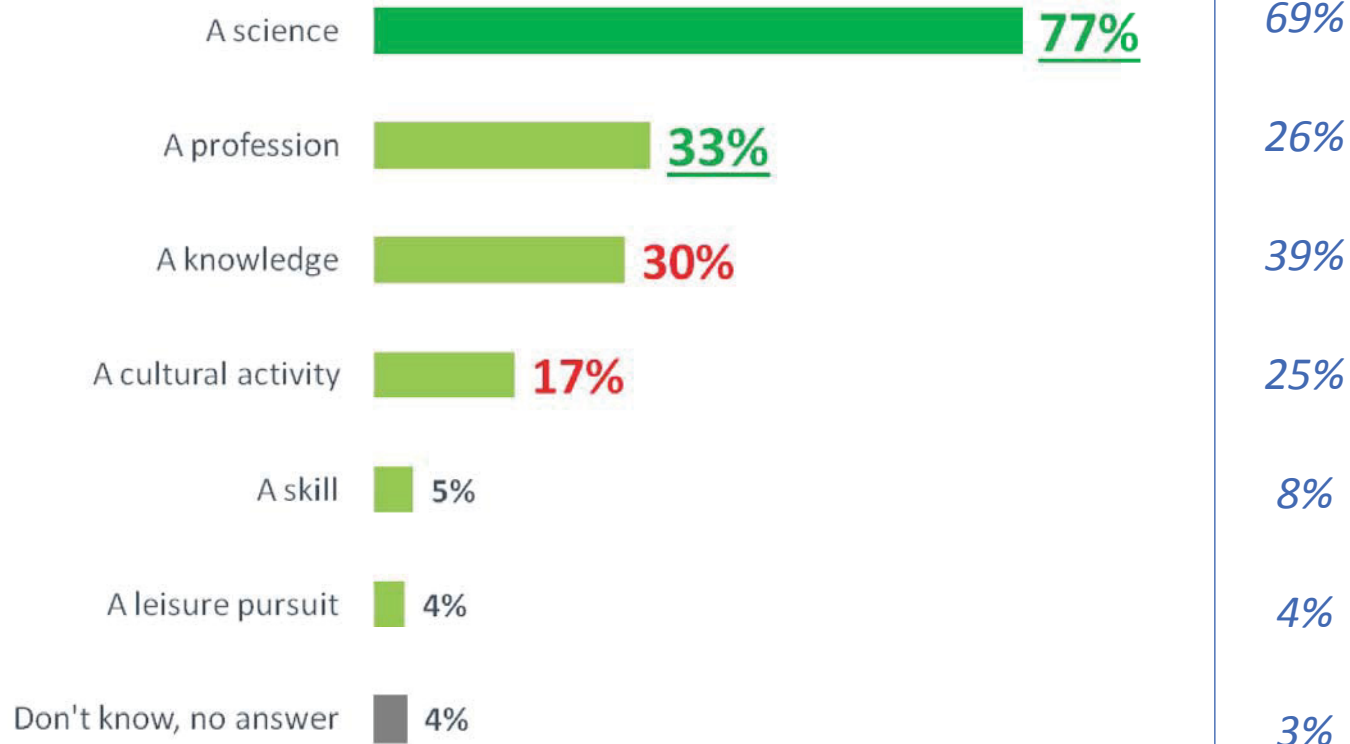
- To all -

	%	
To know where we came from/To learn about (from) our past: Origins of humanity, humanity's evolution, civilisations, etc.	79%	 75%
Improve our knowledge/understanding	19%	16%
Help to understand the present day (today's society)	9%	11%
Help to predict/prepare the future	7%	8%
Preservation of remains, objects, etc.	3%	3%
Help to confirm or debunk historical theories	1%	3%
Help tourism/economy/creates jobs	0%	2%
Not much/not useful/nothing	0%	1%
Yes/Useful/Very useful	0%	5%
Other	0%	6%

When facing a list of fields to which archaeology is related, more than 3 quarters of Dutch people see it as a science while a third of them sees it as a profession, much more the European average. Compared to the European average, less people see archaeology as a cultural activity.

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

- To all -



Dutch aged 60 years old and more are more numerous than the average Dutch population to see archaeology as a science and a cultural activity – and especially in comparison to the 35-44 years old age group. The youngest generation sees archaeology more as a profession.

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

- To all -

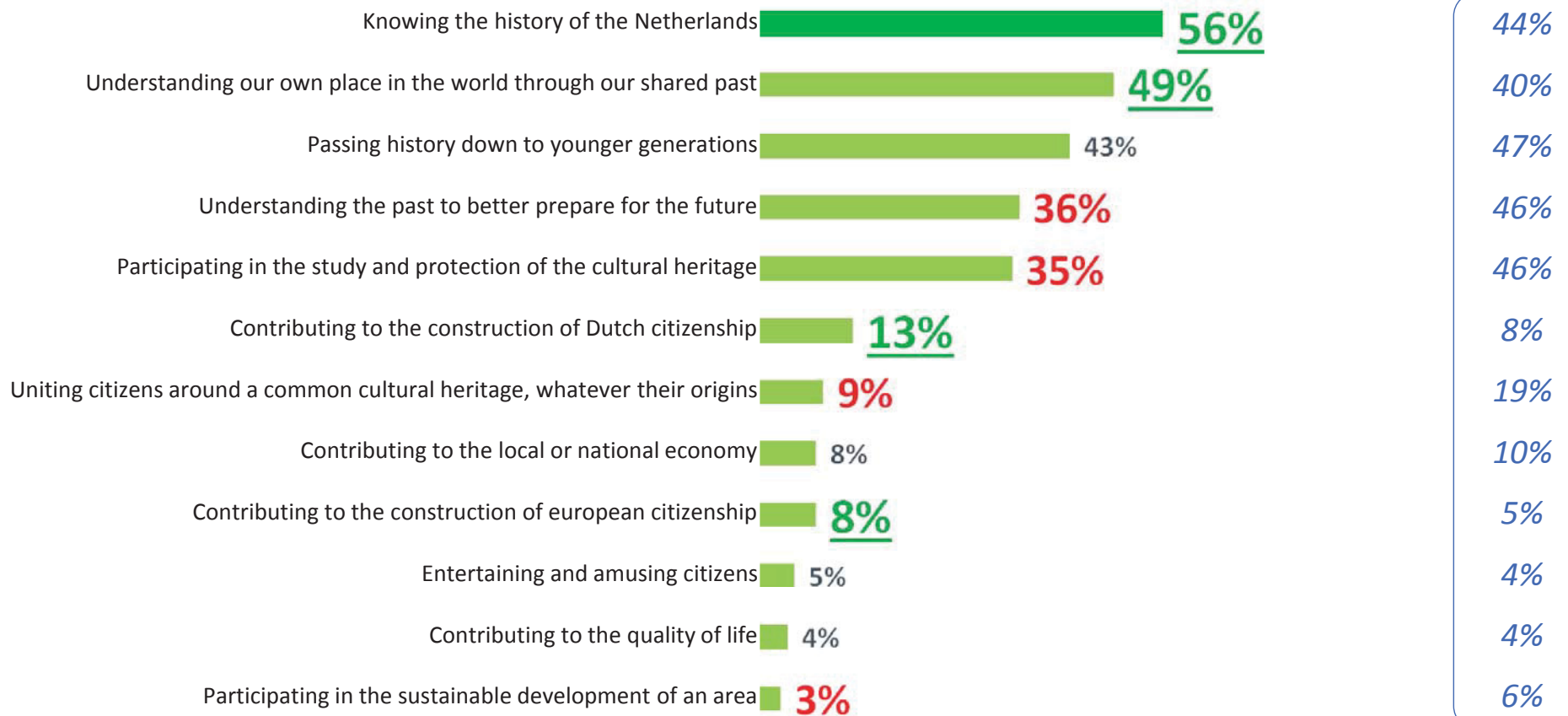
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
A science	77%	79%	76%	73%	80%	66%	76%	86%
A profession	33%	31%	34%	48%	24%	27%	36%	33%
A knowledge	30%	30%	30%	20%	37%	33%	34%	23%
A cultural activity	17%	20%	14%	23%	12%	9%	13%	25%
A skill	5%	5%	6%	6%	6%	6%	6%	3%
A leisure pursuit	4%	5%	4%	3%	3%	7%	3%	6%
Don't know, No answer	4%	3%	4%	4%	5%	7%	2%	2%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
A science	77%	70%	78%	80%	76%	79%	72%	80%
A profession	33%	23%	31%	37%	30%	33%	33%	32%
A knowledge	30%	26%	35%	28%	31%	29%	33%	29%
A cultural activity	17%	24%	18%	15%	18%	15%	16%	21%
A skill	5%	4%	6%	4%	10%	5%	7%	4%
A leisure pursuit	4%	3%	4%	4%	5%	3%	5%	6%
Don't know, No answer	4%	11%		3%	4%	4%	4%	3%

To Dutch people the three main roles of archaeology are: knowing the history of the NL, understanding our own place in the world, and passing history down to younger generations. This ranking differs from the European's as it is less about passing down but more about knowing.

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 -



- Multiple responses, total over 100% -

Far more men than women declare that the role of archaeology is to contribute to the local or national economy (14% vs 4%), and to the construction of the European citizenship (12% vs 5%). In contrast more women than men think archaeology is about understanding our own place in the world (54% vs 44%).

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 -

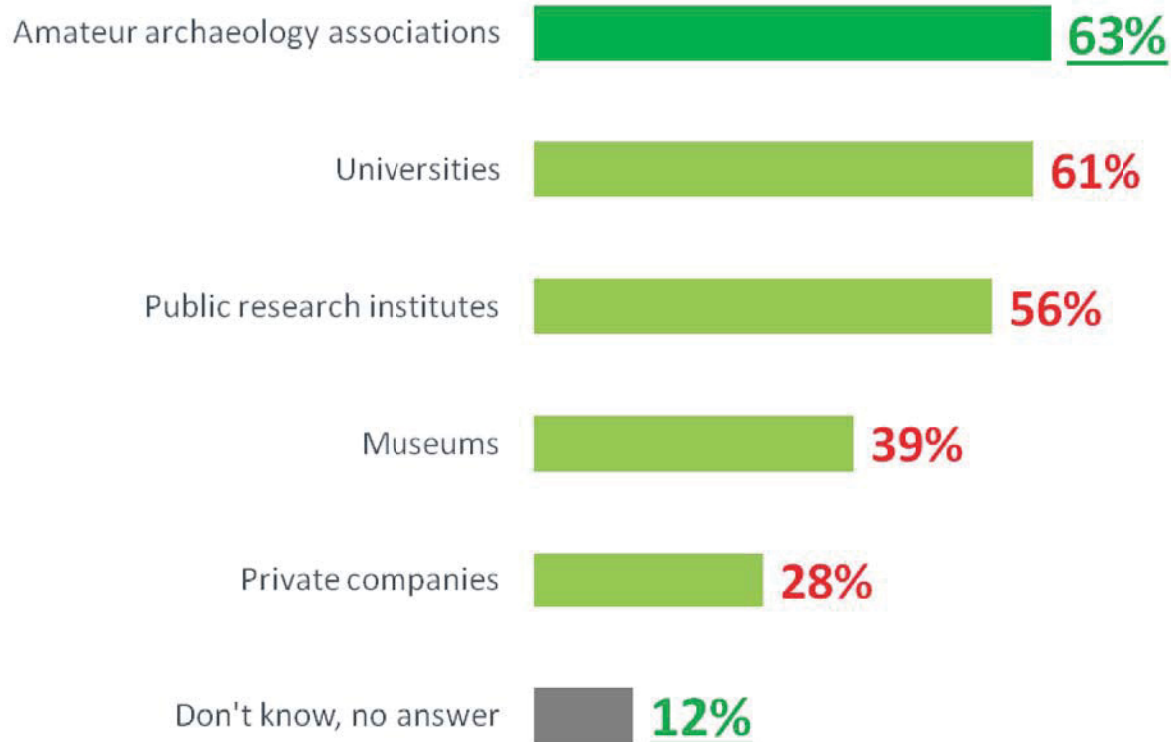
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
Knowing the history of the Netherlands	56%	56%	57%	52%	46%	51%	62%	61%
Understanding our own place in the world through our shared past	49%	44%	54%	34%	46%	48%	52%	53%
Passing history down to younger generations	43%	44%	42%	44%	29%	34%	48%	50%
Understanding the past to better prepare for the future	36%	34%	37%	30%	38%	37%	36%	36%
Participating in the study and protection of the cultural heritage	35%	36%	34%	19%	29%	26%	42%	43%
Contributing to the construction of Dutch citizenship	13%	14%	12%	16%	15%	11%	14%	11%
Uniting citizens around a common cultural heritage, whatever their origins	9%	7%	11%	6%	15%	14%	6%	6%
Contributing to the local or national economy	8%	14%	4%	7%	9%	13%	6%	8%
Contributing to the construction of European citizenship	8%	12%	5%	8%	10%	12%	9%	5%
Entertaining and amusing citizens	5%	5%	5%	11%	6%	5%	3%	4%
Contributing to the quality of life	4%	5%	3%	6%	9%	4%	2%	3%
Participating in the sustainable development of an area	3%	4%	2%	3%	8%	4%	1%	3%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Knowing the history of the Netherlands	56%	68%	62%	54%	50%	51%	61%	59%
Understanding our own place in the world through our shared past	49%	44%	51%	45%	56%	51%	45%	49%
Passing history down to younger generations	43%	35%	35%	46%	48%	46%	42%	40%
Understanding the past to better prepare for the future	36%	31%	41%	37%	31%	37%	34%	36%
Participating in the study and protection of the cultural heritage	35%	39%	33%	33%	39%	31%	39%	38%
Contributing to the construction of Dutch citizenship	13%	12%	16%	13%	11%	12%	10%	18%
Uniting citizens around a common cultural heritage, whatever their origins	9%	11%	9%	10%	5%	12%	8%	5%
Contributing to the local or national economy	8%	8%	10%	7%	11%	11%	8%	6%
Contributing to the construction of European citizenship	8%	5%	12%	7%	10%	9%	11%	5%
Entertaining and amusing citizens	5%	3%	9%	4%	3%	5%	5%	5%
Contributing to the quality of life	4%	12%	1%	6%		5%	4%	3%
Participating in the sustainable development of an area	3%	6%	3%	3%	2%	4%	3%	2%

A majority of the Dutch population (63%) thinks amateur archaeology associations conduct archaeological research, while this is not what happens in reality.

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

- To all -



55%

73%

66%

61%

40%

5%

- Multiple responses, total over 100% -

The 18-24 years old Dutch have answered far less than other age groups.

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	245	255	55	76	86	137	145
Amateur archaeology associations	63%	71%	56%	39%	42%	60%	71%	77%
universities	61%	62%	60%	41%	69%	61%	69%	58%
public research institutes	56%	57%	55%	36%	61%	57%	58%	59%
museums	39%	40%	38%	34%	41%	47%	39%	35%
private companies	28%	25%	30%	23%	34%	36%	27%	23%
don't know, No answer	12%	10%	14%	25%	12%	14%	11%	8%

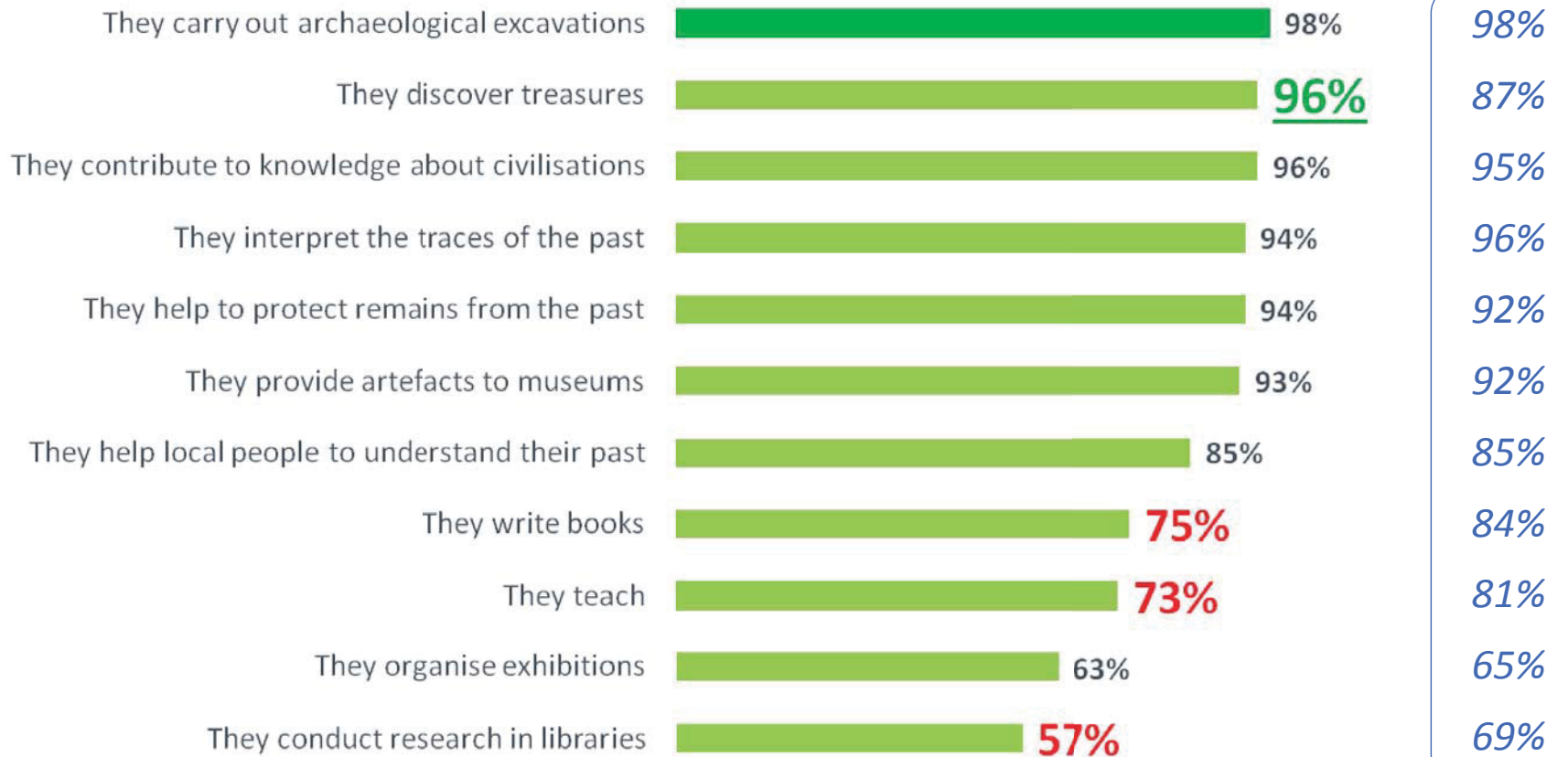
	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
amateur archaeology associations	63%	56%	71%	59%	68%	64%	59%	65%
universities	61%	74%	70%	56%	58%	66%	59%	55%
public research institutes	56%	45%	60%	55%	59%	58%	55%	54%
museums	39%	33%	42%	43%	32%	42%	39%	35%
private companies	28%	30%	27%	31%	22%	34%	29%	18%
don't know, No answer	12%	18%	7%	13%	12%	9%	15%	14%

To the Dutch population, archaeologists have very diverse functions/roles. Results are somewhat similar to what has been observed in the rest of Europe except they are less perceived as teachers and writers or as people conducting research at their desk.

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

- To all -

YES



The 18-24 years old answered far less to the question in comparison to the entire Dutch population.

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	245	255	55	76	86	137	145
They carry out archaeological excavations	98%	98%	97%	88%	97%	99%	99%	100%
They discover treasures	96%	96%	97%	97%	94%	97%	98%	96%
They contribute to knowledge about civilisations	96%	96%	95%	87%	94%	97%	96%	99%
They interpret the traces of the past	94%	93%	96%	81%	94%	97%	95%	97%
They help to protect remains from the past	94%	93%	94%	82%	97%	96%	94%	95%
They provide artefacts to museums	93%	92%	95%	84%	91%	95%	93%	98%
They help local people to understand their past	85%	86%	84%	84%	80%	90%	87%	83%
They write books	75%	76%	74%	51%	75%	78%	77%	80%
They teach	73%	71%	74%	55%	79%	82%	71%	72%
They organise exhibitions	63%	61%	65%	37%	69%	70%	66%	62%
They conduct research in libraries	57%	57%	56%	57%	62%	66%	55%	50%

YES

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
They carry out archaeological excavations	98%	98%	100%	97%	97%	98%	96%	98%
They discover treasures	96%	96%	98%	96%	97%	98%	95%	96%
They contribute to knowledge about civilisations	96%	96%	96%	95%	97%	96%	96%	94%
They interpret the traces of the past	94%	95%	95%	93%	96%	95%	92%	95%
They help to protect remains from the past	94%	95%	94%	93%	95%	95%	94%	92%
They provide artefacts to museums	93%	94%	95%	92%	95%	95%	91%	93%
They help local people to understand their past	85%	91%	86%	85%	81%	89%	82%	83%
They write books	75%	79%	79%	73%	74%	78%	69%	76%
They teach	73%	70%	75%	72%	74%	77%	71%	67%
They organise exhibitions	63%	65%	64%	62%	62%	60%	62%	68%
They conduct research in libraries	57%	61%	51%	57%	59%	62%	53%	52%



1.2. Practices and information sources in relation to archaeology

A large majority of the Dutch population (68 %) has watched a documentary film about archaeology. However, less inhabitants in the Netherlands have done something linked to archaeology in comparison to other European countries.

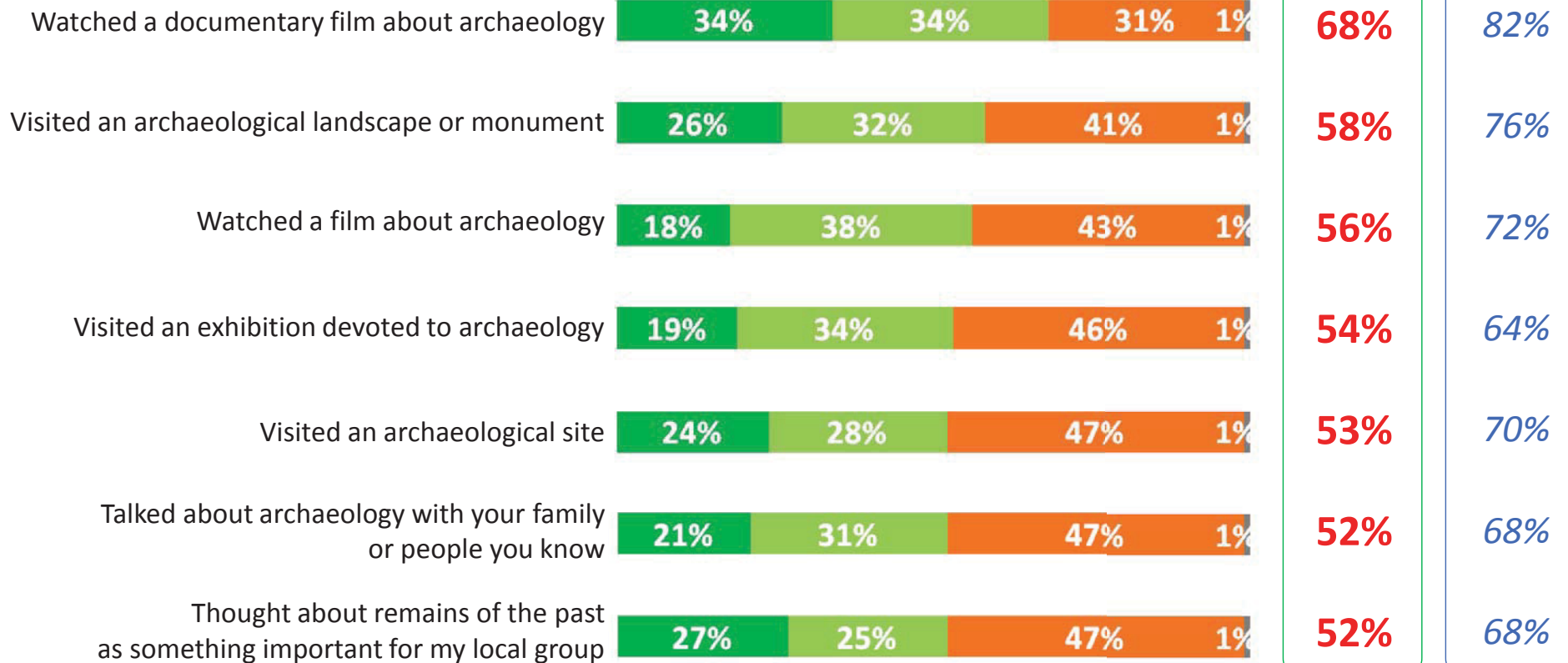
Q7. Have you ever :

- To all -

1/2



YES



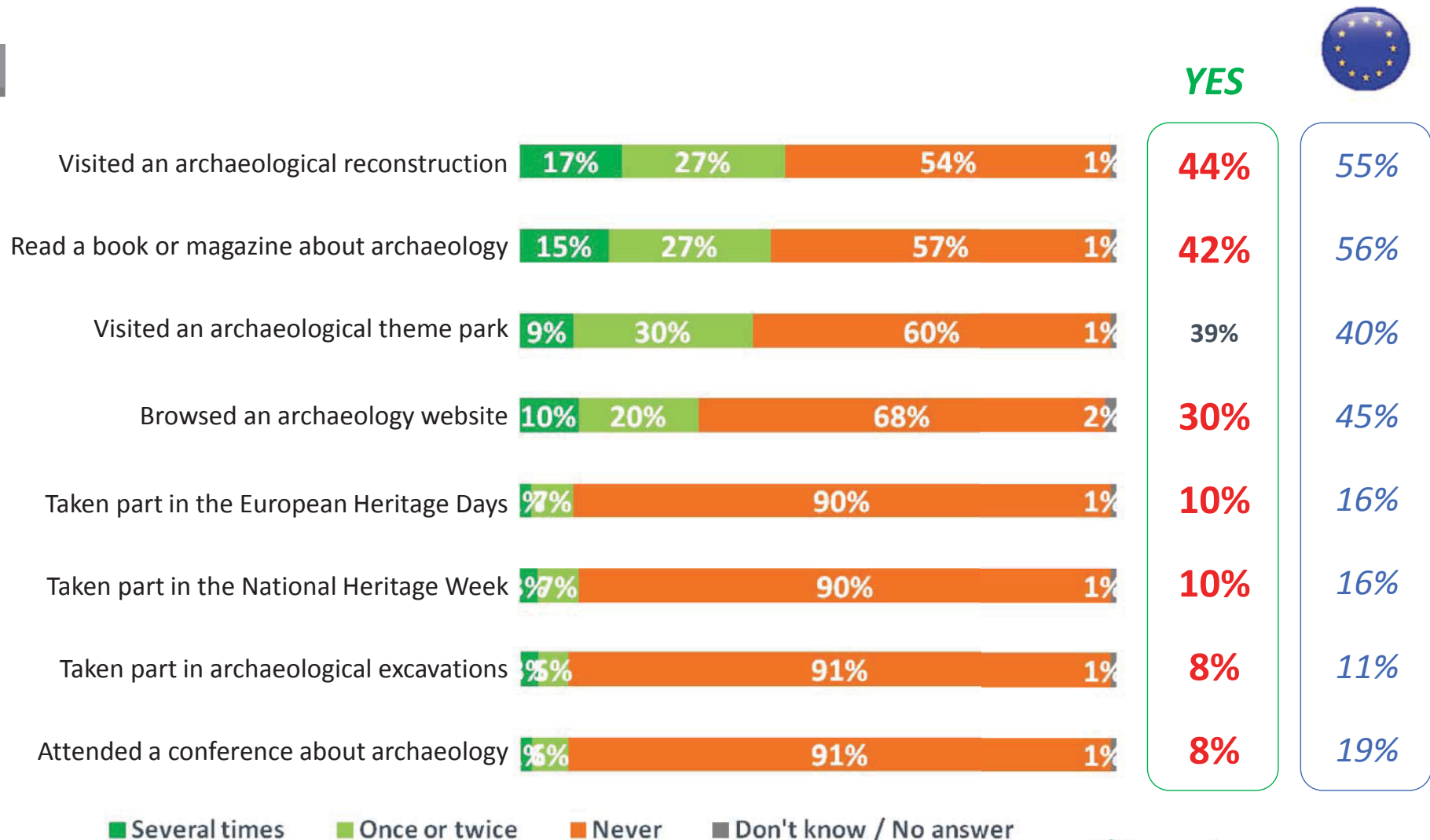
■ Several times ■ Once or twice ■ Never ■ Don't know / No answer

Less than 10% of Dutch men and women have taken part in archaeological excavations or attended a conference about archaeology ; once again their results are far lower than those observed in the average in Europe.

Q7. Have you ever :

- To all -

2/2



YES

44%

55%

42%

56%

39%

40%

30%

45%

10%

16%

10%

16%

8%

11%

8%

19%

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

More men than women, in the Netherlands, indicate having already done something linked to archaeology. This is also the case for the upper class.

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	245	255	55	76	86	137	145
Watched a documentary film about archaeology	68%	76%	60%	39%	68%	66%	76%	73%
Visited an archaeological landscape or monument	58%	63%	53%	41%	55%	58%	64%	60%
Watched a film about archaeology	56%	62%	50%	50%	53%	50%	62%	58%
Visited an exhibition devoted to archaeology	54%	59%	48%	33%	44%	56%	64%	55%
Visited an archaeological site	53%	56%	49%	40%	49%	47%	59%	56%
Talked about archaeology with your family or people you know	52%	52%	52%	48%	64%	47%	54%	49%
Thought about remains of the past as something important for my local group	52%	57%	47%	47%	57%	44%	56%	52%
Visited an archaeological reconstruction	44%	47%	42%	27%	46%	43%	43%	51%
Read a book or magazine about archaeology	42%	45%	39%	44%	39%	37%	49%	39%
Visited an archaeological theme park	39%	44%	35%	31%	42%	41%	44%	35%
Browsed an archaeology website	30%	37%	24%	29%	30%	23%	34%	32%
Taken part in the European Heritage Days	10%	12%	8%	16%	19%	9%	8%	4%
Taken part in the National Heritage Week	10%	12%	7%	14%	16%	9%	6%	8%
Taken part in archaeological excavations	8%	10%	7%	20%	19%	9%	5%	1%
Attended a conference about archaeology	8%	11%	5%	9%	15%	10%	9%	2%

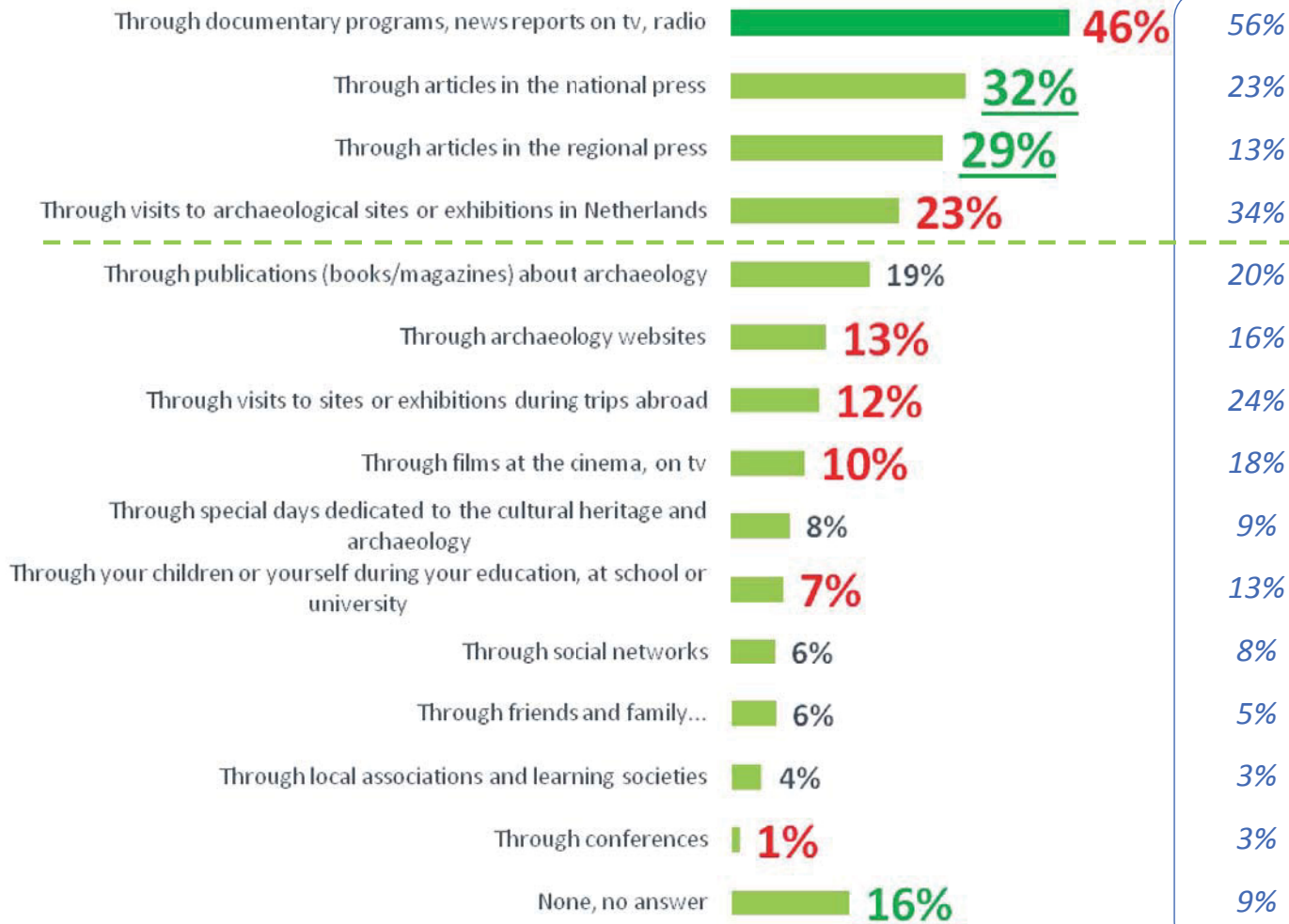
YES

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Watched a documentary film about archaeology	68%	64%	66%	72%	64%	73%	66%	61%
Visited an archaeological landscape or monument	58%	58%	59%	58%	55%	65%	52%	53%
Watched a film about archaeology	56%	62%	49%	59%	54%	62%	53%	50%
Visited an exhibition devoted to archaeology	54%	51%	46%	56%	58%	63%	47%	45%
Visited an archaeological site	53%	46%	47%	55%	56%	60%	48%	46%
Talked about archaeology with your family or people you know	52%	57%	51%	56%	43%	59%	47%	46%
Thought about remains of the past as something important for my local group	52%	48%	54%	53%	49%	57%	49%	47%
Visited an archaeological reconstruction	44%	42%	41%	45%	46%	51%	38%	39%
Read a book or magazine about archaeology	42%	42%	43%	44%	36%	47%	37%	38%
Visited an archaeological theme park	39%	45%	43%	37%	37%	47%	37%	28%
Browsed an archaeology website	30%	38%	26%	30%	31%	35%	28%	25%
Taken part in the European Heritage Days	10%	23%	10%	9%	5%	10%	14%	4%
Taken part in the National Heritage Week	10%	16%	10%	10%	5%	12%	13%	3%
Taken part in archaeological excavations	8%	7%	8%	9%	6%	7%	14%	4%
Attended a conference about archaeology	8%	14%	12%	7%	4%	10%	11%	2%

Inhabitants of the Netherlands are mostly informed about archaeology through documentary programs, and articles in the national/regional press. Articles are far more considered in the Netherlands than in the rest of Europe. As for local associations and conferences, they are not sources of information for the Dutch population.

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

- To all -




The young Dutch generation indicates being less informed about archaeology through documentary programs or articles in the press than the rest of the Dutch population but makes more use of the social media channels (20%).

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	245	255	55	76	86	137	145
Through documentary programs, news reports on TV, radio	46%	49%	43%	27%	46%	46%	49%	51%
Through articles in the national press	32%	34%	31%	18%	27%	35%	32%	39%
Through articles in the Regional press	29%	32%	25%	13%	25%	25%	35%	34%
Through visits to archaeological sites or exhibitions in the Netherlands	23%	22%	24%	13%	12%	21%	30%	26%
Through publications (books/magazines) about archaeology	19%	18%	19%	16%	13%	9%	22%	25%
Through archaeology websites	13%	14%	11%	6%	8%	13%	17%	13%
Through visits to sites or exhibitions during trips abroad	12%	13%	12%	2%	8%	14%	16%	15%
Through films at the cinema, on TV	10%	11%	8%	20%	18%	4%	8%	6%
Through special days dedicated to the cultural heritage and archaeology	8%	10%	7%	3%	8%	9%	7%	11%
Through your children or yourself during your education, at school or university	7%	6%	9%	12%	10%	7%	9%	2%
Through social networks	6%	8%	5%	20%	4%	3%	8%	3%
Through friends and family...	6%	6%	5%	12%	11%	3%	3%	4%
Through local associations and learning societies	4%	5%	2%		2%	5%	4%	5%
Through conferences	1%	1%	1%	3%	2%	1%	2%	
None, No answer	16%	11%	20%	31%	21%	24%	7%	10%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Through documentary programs, news reports on TV, radio	46%	43%	43%	46%	50%	43%	48%	49%
Through articles in the national press	32%	24%	40%	32%	30%	33%	29%	34%
Through articles in the Regional press	29%	19%	38%	25%	31%	28%	30%	28%
Through visits to archaeological sites or exhibitions in the Netherlands	23%	26%	30%	21%	19%	28%	18%	20%
Through publications (books/magazines) about archaeology	19%	21%	14%	20%	19%	19%	12%	25%
Through archaeology websites	13%	14%	9%	11%	19%	11%	13%	14%
Through visits to sites or exhibitions during trips abroad	12%	9%	11%	13%	15%	17%	9%	9%
Through films at the cinema, on TV	10%	2%	7%	13%	9%	11%	9%	8%
Through special days dedicated to the cultural heritage and archaeology	8%	9%	12%	7%	7%	10%	6%	7%
Through your children or yourself during your education, at school or university	7%	12%	4%	7%	8%	7%	8%	7%
Through social networks	6%	6%	13%	4%	6%	7%	7%	5%
Through friends and family...	6%	7%	1%	7%	6%	5%	7%	5%
Through local associations and learning societies	4%	7%	4%	3%	3%	3%	5%	3%
Through conferences	1%	2%	1%	1%	1%	2%	1%	
None, No answer	16%	20%	14%	15%	17%	12%	18%	19%

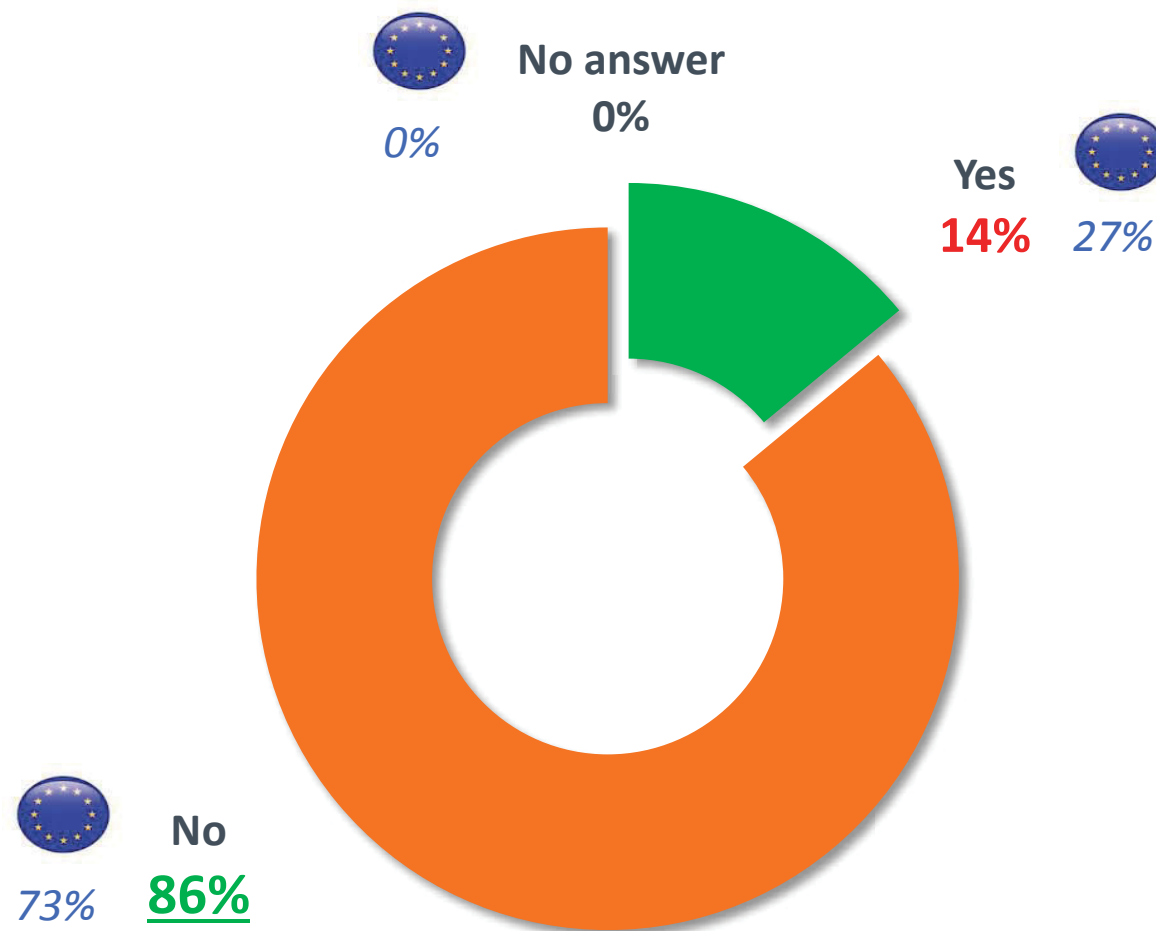


1.3. Interest in the field and level of knowledge of the principal archaeological sites worldwide

A bit more than a tenth (14%) of the Dutch population has wanted to study archaeology ; they are thus even fewer than their fellow European neighbours (27%) to declare so.

Q9. Have you ever wanted to study archaeology?

- To all -



While Dutch 35-44 years old seem more interested in studying archaeology than inhabitants from the Netherlands in general, older generations are less numerous to declare they have wanted to do so. In comparison more women than man wanted to study archaeology (16% vs 12%).

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	245	255	55	76	86	137	145
Yes	14%	12%	16%	12%	16%	26%	12%	8%
No	86%	88%	84%	88%	84%	74%	88%	92%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Yes	14%	25%	14%	14%	9%	16%	14%	10%
No	86%	75%	86%	86%	91%	84%	86%	90%

For a large majority of the respondents (60%), what they find interesting in archaeology is that it helps knowing where we come from. To this extent, they are similar to other Europeans. Dutch, though, differ a bit from Europeans as they say they like history more.

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 answers)*

- To those who have interacted with archaeology in some way -

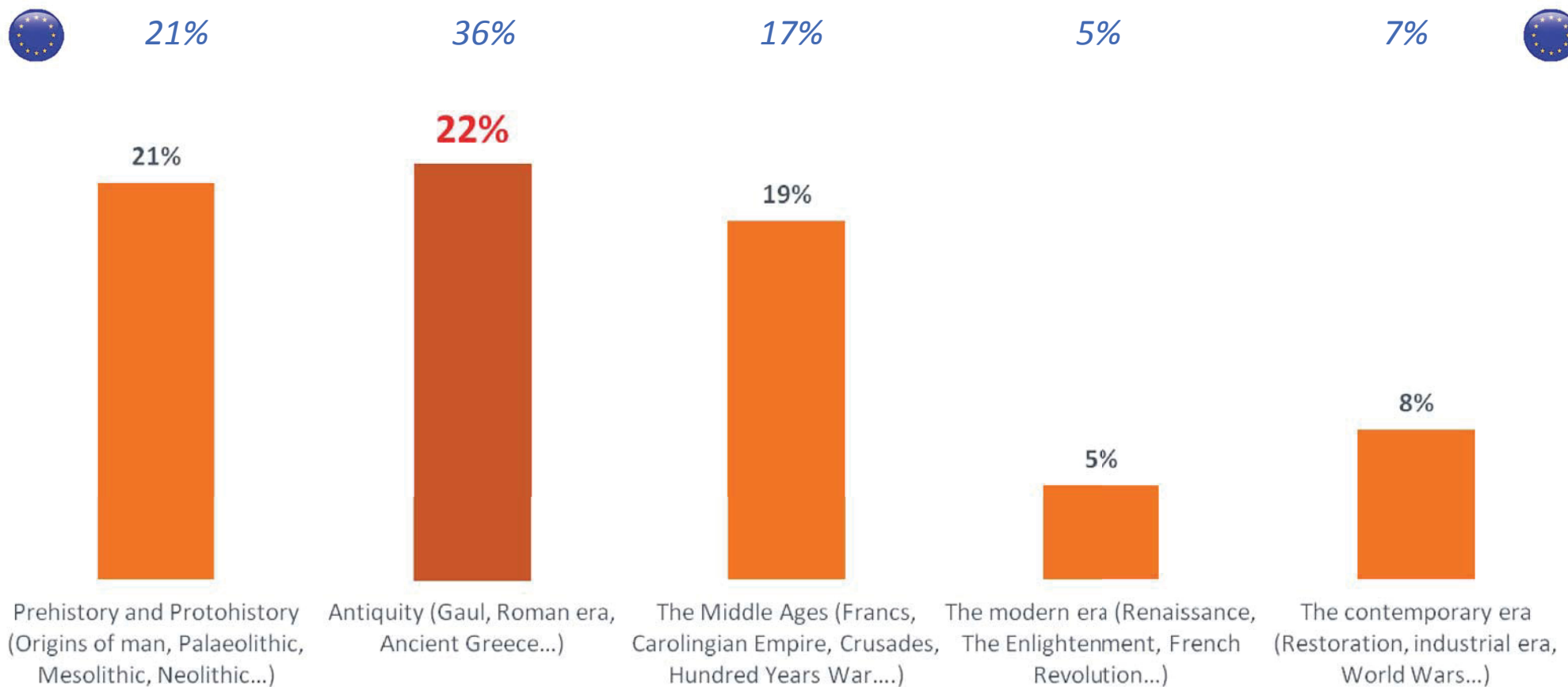
	%	
To know where we came from/To learn about (from) our past : Origins of humanity, humanity's evolution, civilisations, etc.	60%	52%
I like history/archaeology/exploration	20%	12%
Uncovering the truth about our past/discovering the mysteries of the past	16%	16%
Relationship with / understanding of the present/ future	7%	7%
Improving knowledge/ understanding	3%	7%
I like it/Everything (unspecified)	3%	3%
The fascination of discovery/pleasure of finding out new things about the past (curiosity)	0%	13%
Other	6%	7%



The Dutch population doesn't have a preferred period. The intensity linked to Antiquity is not as strong as what has been observed throughout other European countries.

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 -



"Antiquity" item was not presented to the Swedes.

Don't know : 25%



**harris
interactive**

In comparison to the average answers given by the Dutch population, men and upper socio-professional categories would go more to a site devoted to the Middle Ages than women and inactive people. Women would rather go to prehistoric sites.

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 -

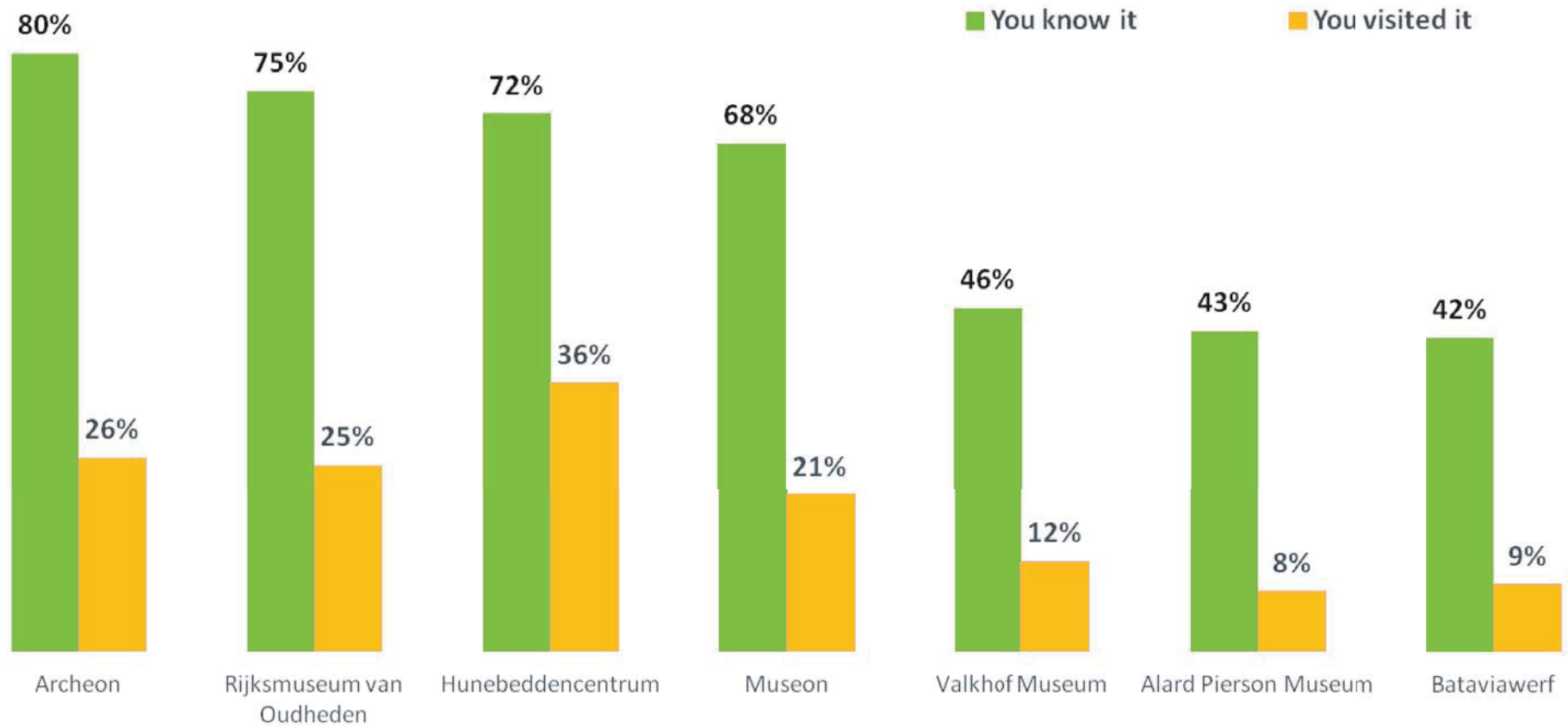
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
Antiquity (Gaul, Roman era, Ancient Greece...)	22%	22%	22%	17%	28%	18%	24%	21%
Prehistory and Protohistory(Origins of man, Palaeolithic, Mesolithic, Neolithic...)	21%	20%	23%	28%	21%	17%	21%	22%
The Middle Ages (Francs, Carolingian Empire, Crusades,Hundred Years War....)	19%	23%	16%	13%	10%	29%	22%	18%
The contemporary era (Restoration, industrial era, World Wars...)	8%	8%	8%	10%	10%	8%	6%	9%
The modern era (Renaissance, The Enlightenment, French Revolution...)	5%	5%	4%	11%	4%	4%	6%	2%
Don't know	25%	21%	28%	21%	26%	24%	21%	29%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Antiquity (Gaul, Roman era, Ancient Greece...)	22%	23%	27%	21%	18%	22%	22%	21%
Prehistory and Protohistory(Origins of man, Palaeolithic, Mesolithic, Neolithic...)	21%	20%	22%	20%	24%	20%	21%	24%
The Middle Ages (Francs, Carolingian Empire,Crusades, Hundred Years War....)	19%	18%	15%	21%	21%	24%	19%	13%
The contemporary era (Restoration, industrial era, World Wars...)	8%	7%	9%	9%	5%	9%	5%	10%
The modern era (Renaissance, The Enlightenment, French Revolution...)	5%	2%	9%	5%	1%	7%	3%	2%
Don't know	25%	31%	18%	24%	30%	18%	30%	31%

At least three quarters of the Dutch population know the Archeon, the Rijksmuseum van Oudheden, and the Hunebeddencentrum. However, only a quarter of them has visited those museums – except for the Hunebeddencentrum which has been visited by over a third of them.

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

- To all -



Lower socio-professional categories and younger generations declare knowing less museums than the global Dutch population whereas the upper socio-professional category appears to know more of them.

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

- To all -

YOU 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	245	255	55	76	86	137	145
Archeon	80%	79%	81%	55%	72%	88%	85%	84%
Rijksmuseum van Oudheden	75%	78%	72%	57%	68%	71%	78%	84%
Hunebeddencentrum	72%	74%	70%	49%	65%	76%	76%	78%
Museon	68%	69%	67%	38%	69%	73%	75%	69%
Valkhof Museum	46%	51%	41%	28%	42%	47%	45%	55%
Alard Pierson Museum	43%	45%	41%	28%	41%	43%	47%	45%
Bataviawerf	42%	48%	35%	27%	32%	39%	46%	49%

YOU KNOW IT

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Archeon	80%	72%	85%	85%	68%	84%	74%	79%
Rijksmuseum van Oudheden	75%	69%	76%	78%	67%	83%	64%	73%
Hunebeddencentrum	72%	84%	75%	71%	66%	75%	65%	74%
Museon	68%	63%	74%	70%	60%	76%	58%	65%
Valkhof Museum	46%	39%	63%	41%	44%	54%	33%	46%
Alard Pierson Museum	43%	43%	46%	47%	31%	50%	36%	39%
Bataviawerf	42%	39%	45%	36%	51%	47%	33%	41%

When it comes to having visited an archaeological site, while there are fewer gaps between age groups in comparison to the global Dutch population; upper and lower socio-professional categories still differ in their results: the former has visited more sites than the latter.

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

- To all -

YOU 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	245	255	55	76	86	137	145
Hunebeddencentrum	36%	37%	36%	20%	24%	38%	41%	42%
Archeon	26%	25%	28%	28%	24%	23%	29%	26%
Rijksmuseum van Oudheden	25%	26%	23%	12%	19%	25%	32%	25%
Museon	21%	19%	23%	16%	15%	26%	21%	22%
Valkhof Museum	12%	15%	8%	6%	8%	9%	10%	19%
Bataviawerf	9%	10%	7%		6%	7%	11%	12%
Alard Pierson Museum	8%	9%	8%	11%	6%	6%	11%	7%

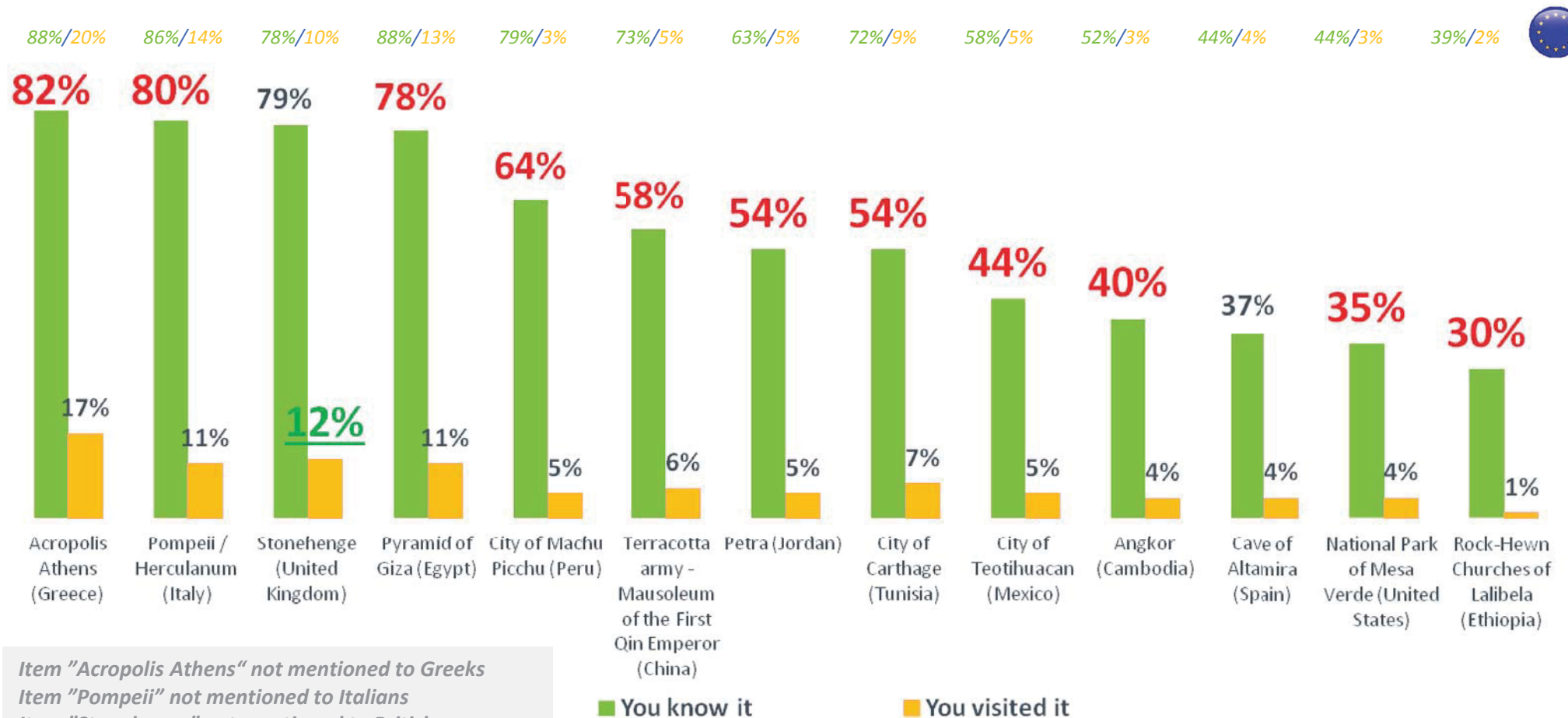
YOU VISITED IT

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Hunebeddencentrum	36%	56%	38%	36%	25%	40%	30%	35%
Archeon	26%	23%	28%	32%	13%	32%	21%	23%
Rijksmuseum van Oudheden	25%	23%	18%	31%	18%	32%	18%	20%
Museon	21%	16%	21%	26%	11%	29%	11%	18%
Valkhof Museum	12%	7%	25%	9%	8%	15%	6%	13%
Bataviawerf	9%	8%	9%	5%	15%	12%	5%	7%
Alard Pierson Museum	8%	6%	7%	12%	3%	11%	8%	4%

Stonehenge, Pompeii, Giza and the Acropolis are the four World Heritage sites that the Dutch population knows best, and around 10% of the latter has even visited them. Fewer people know about World Heritage sites compared to the European average.

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



Inactive people as well as women and the young generation seem to know less archaeological sites around the world than the average Dutch population.

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

- To all -

1/2

YOU 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	245	255	55	76	86	137	145
Acropolis Athens (Greece)	82%	83%	81%	57%	81%	79%	89%	87%
Pompeii / Herculenum (Italy)	80%	84%	77%	53%	82%	84%	84%	85%
Stonehenge (United Kingdom)	79%	83%	75%	55%	77%	83%	84%	82%
Pyramid of Giza (Egypt)	78%	81%	76%	54%	78%	81%	83%	82%
City of Machu Picchu (Peru)	64%	70%	57%	42%	63%	69%	67%	65%
Terracotta army - Mausoleum of the First Qin Emperor (China)	58%	65%	51%	36%	56%	66%	63%	57%
Petra (Jordan)	54%	56%	53%	34%	55%	65%	59%	51%
City of Carthage(Tunisia)	54%	64%	44%	35%	51%	56%	53%	62%
City of Teotihuacan (Mexico)	44%	52%	36%	20%	49%	51%	47%	44%
Angkor (Cambodia)	40%	45%	35%	27%	43%	50%	40%	37%
Cave of Altamira (Spain)	37%	41%	34%	27%	37%	40%	34%	43%
National Park of Mesa Verde (United States)	35%	40%	31%	31%	41%	41%	32%	34%
Rock-Hewn Churches of Lalibela (Ethiopia)	30%	36%	24%	28%	33%	35%	30%	26%

YOU KNOW IT

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Acropolis Athens (Greece)	82%	84%	81%	81%	83%	87%	79%	77%
Pompeii / Herculenum (Italy)	80%	72%	86%	80%	79%	85%	78%	75%
Stonehenge (United Kingdom)	79%	76%	83%	78%	79%	85%	77%	71%
Pyramid of Giza (Egypt)	78%	79%	81%	78%	77%	85%	76%	70%
City of Machu Picchu (Peru)	64%	63%	64%	64%	62%	74%	59%	53%
Terracotta army - Mausoleum of the First Qin Emperor (China)	58%	61%	60%	57%	56%	67%	53%	47%
Petra (Jordan)	54%	52%	58%	56%	47%	61%	53%	46%
City of Carthage(Tunisia)	54%	52%	52%	53%	57%	64%	42%	50%
City of Teotihuacan (Mexico)	44%	47%	46%	41%	48%	51%	42%	35%
Angkor (Cambodia)	40%	40%	43%	39%	38%	49%	33%	32%
Cave of Altamira (Spain)	37%	44%	34%	37%	38%	43%	34%	32%
National Park of Mesa Verde (United States)	35%	33%	37%	36%	34%	45%	29%	26%
Rock-Hewn Churches of Lalibela (Ethiopia)	30%	30%	38%	28%	27%	36%	28%	23%

Upper socio-professional and men indicate having visited more archaeological sites in the world than the Dutch population in general, while women declare having visited less of them.

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

- To all -

2/2

YOU 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	245	255	55	76	86	137	145
Acropolis Athens (Greece)	17%	21%	13%	13%	14%	16%	18%	19%
Stonehenge (United Kingdom)	12%	13%	10%	5%	10%	10%	14%	14%
Pyramid of Giza (Egypt)	11%	14%	9%	3%	11%	15%	11%	11%
Pompeii / Herculenum (Italy)	11%	11%	10%	5%	13%	10%	9%	14%
City of Carthage(Tunisia)	7%	10%	4%	7%	8%	5%	6%	9%
Terracotta army - Mausoleum of the First Qin Emperor (China)	6%	8%	3%	3%	2%	12%	8%	2%
Petra (Jordan)	5%	7%	4%	3%	1%	7%	7%	6%
City of Teotihuacan (Mexico)	5%	6%	3%	3%	3%	5%	5%	6%
City of Machu Picchu (Peru)	5%	7%	2%	7%	3%	7%	3%	5%
Cave of Altamira (Spain)	4%	6%	2%	3%	3%	3%	4%	6%
National Park of Mesa Verde (United States)	4%	5%	3%	5%	2%	8%	5%	1%
Angkor (Cambodia)	4%	5%	3%	5%	5%	5%	3%	3%
Rock-Hewn Churches of Lalibela (Ethiopia)	1%	3%		3%	3%	3%		

YOU VISITED IT

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
Acropolis Athens (Greece)	17%	10%	19%	15%	22%	22%	15%	11%
Stonehenge (United Kingdom)	12%	6%	13%	12%	13%	17%	8%	7%
Pyramid of Giza (Egypt)	11%	10%	9%	14%	9%	15%	9%	8%
Pompeii / Herculenum (Italy)	11%	13%	11%	10%	12%	14%	8%	8%
City of Carthage(Tunisia)	7%	5%	10%	6%	6%	11%	4%	4%
Terracotta army - Mausoleum of the First Qin Emperor (China)	6%	5%	8%	5%	6%	6%	9%	1%
Petra (Jordan)	5%	3%	5%	5%	8%	6%	5%	4%
City of Teotihuacan (Mexico)	5%	2%	5%	5%	6%	8%	2%	2%
City of Machu Picchu (Peru)	5%	3%	5%	5%	5%	7%	5%	1%
Cave of Altamira (Spain)	4%		6%	3%	7%	7%	2%	2%
National Park of Mesa Verde (United States)	4%	1%	6%	4%	3%	5%	5%	2%
Angkor (Cambodia)	4%		6%	3%	4%	5%	4%	2%
Rock-Hewn Churches of Lalibela (Ethiopia)	1%		5%	1%		1%	3%	

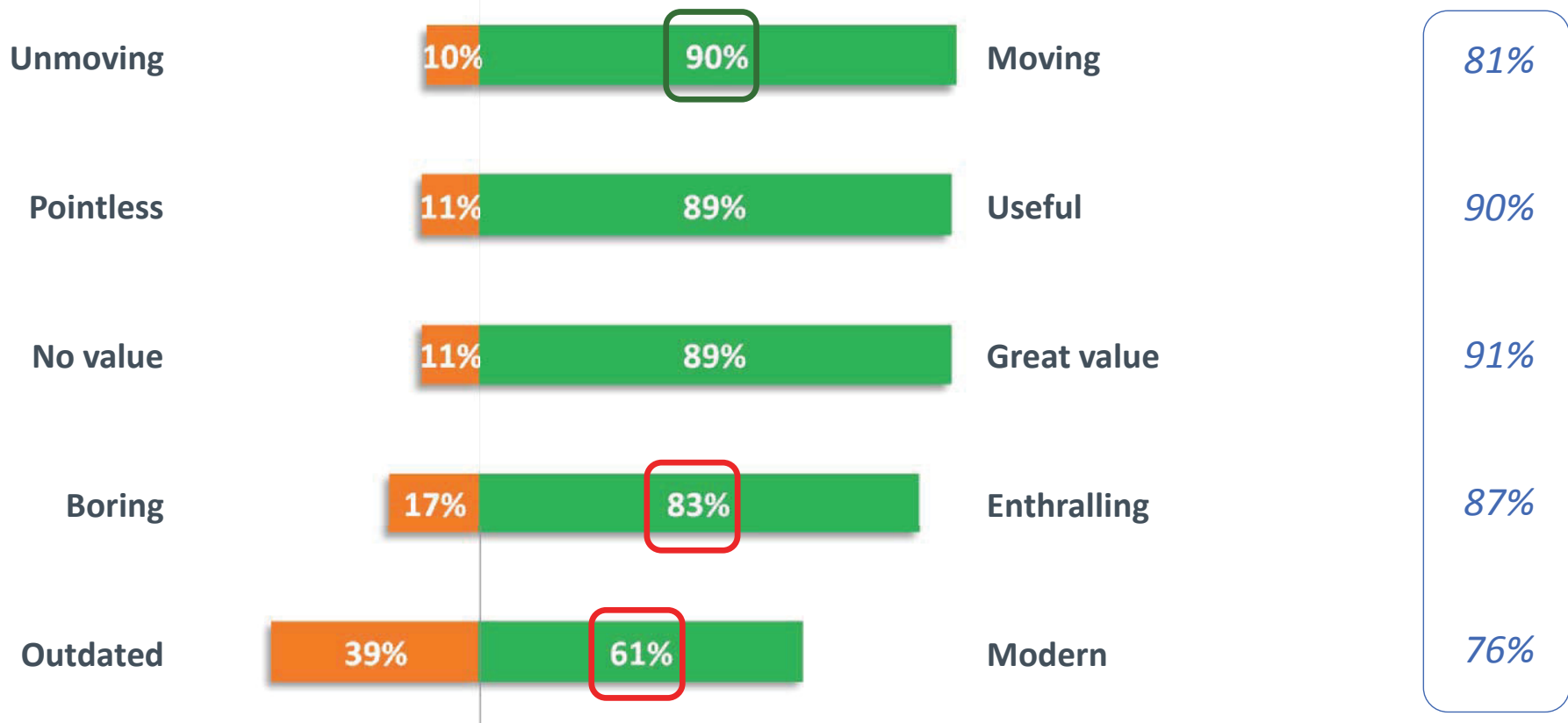


1.4. Image of, attachment to and commitment to archaeology

Far less Dutch inhabitants than other European respondents appear to find archaeology modern and enthralling; they rather identify it as moving (90%) and useful (98%). This is much higher than the European average. Dutch inhabitants find archaeology less modern compared to European inhabitants.

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

- To all -



The young generation relates fewer positive adjectives to the image they have of archaeology. As for the inactive, they are more numerous to consider it as something modern and moving.

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

- To all -

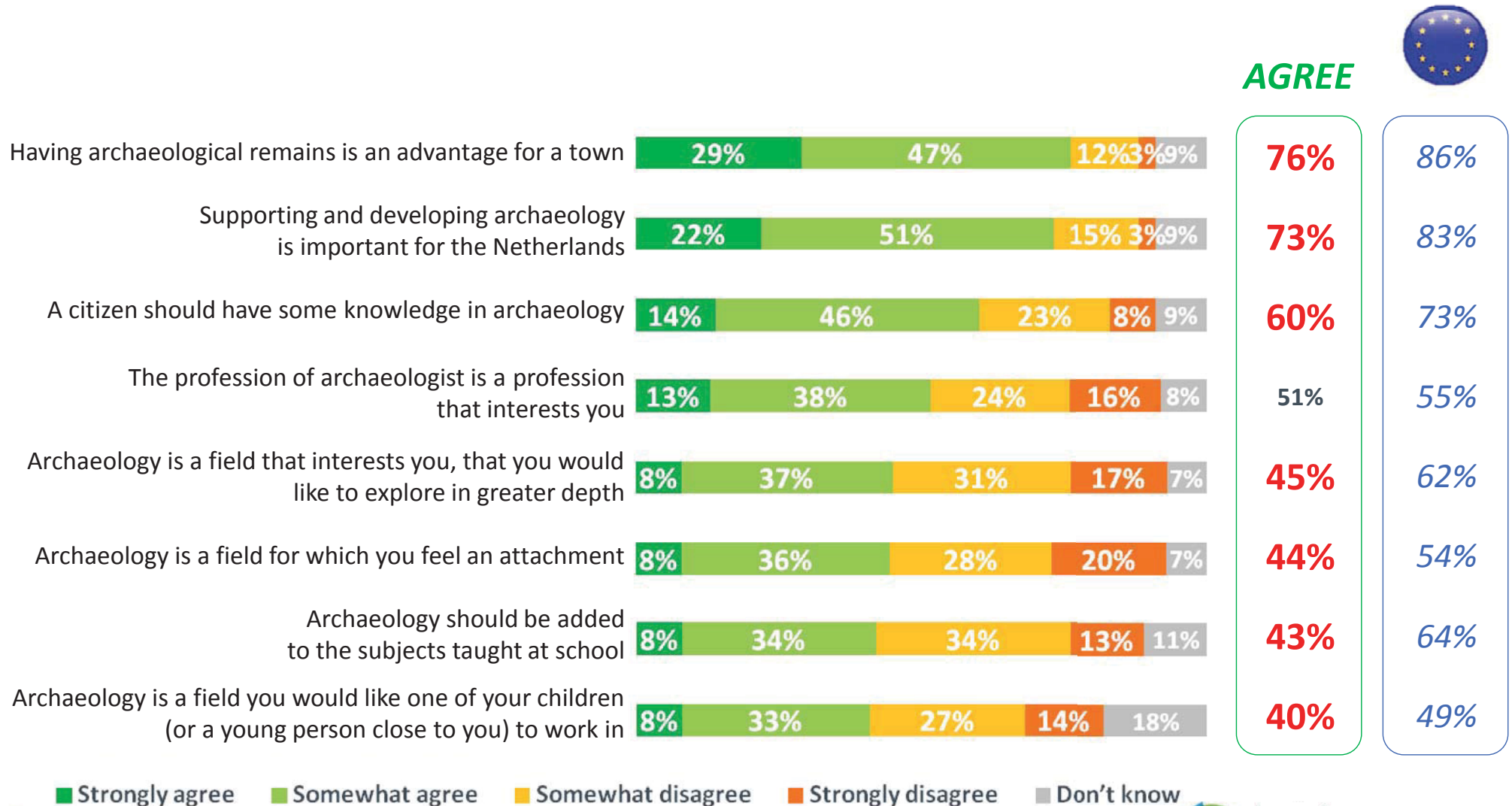
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Moving	90%	90%	90%	77%	89%	88%	92%	93%
Useful	89%	89%	89%	78%	85%	91%	92%	91%
Great value	89%	89%	88%	81%	84%	91%	92%	89%
Enthralling	83%	86%	80%	74%	76%	82%	87%	86%
Modern	61%	63%	58%	32%	48%	61%	65%	74%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Moving	90%	81%	96%	90%	88%	89%	87%	94%
Useful	89%	83%	93%	89%	88%	90%	88%	89%
Great value	89%	81%	93%	88%	89%	89%	86%	91%
Enthralling	83%	83%	89%	83%	78%	83%	82%	84%
Modern	61%	63%	60%	63%	55%	60%	55%	68%

To three quarters of the Dutch, it is important to have archaeological remains and to support archaeology. However, results from the NL are significantly lower than those observed in other European countries.

Q14. Personally, would you say that...

- To all -



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

The young Dutch generation as well as inactive people seem less outspoken about archaeology as they tend to answer to fewer statements than the rest of the Dutch population.

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	245	255	55	76	86	137	145
Having archaeological remains is an advantage for a town	76%	80%	73%	65%	73%	74%	80%	81%
Supporting and developing archaeology is important for the Netherlands	73%	76%	71%	58%	72%	77%	74%	77%
A citizen should have some knowledge in archaeology	60%	64%	56%	49%	57%	60%	62%	63%
The profession of archaeologist is a profession that interests you	51%	54%	49%	32%	57%	58%	50%	53%
Archaeology is a field that interests you, that you would like to explore in greater depth	45%	48%	42%	28%	55%	50%	46%	43%
Archaeology is a field for which you feel an attachment	44%	48%	41%	18%	43%	53%	49%	45%
Archaeology should be added to the subjects taught at school	43%	49%	37%	22%	47%	44%	39%	51%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	40%	41%	39%	28%	36%	44%	43%	42%

AGREE

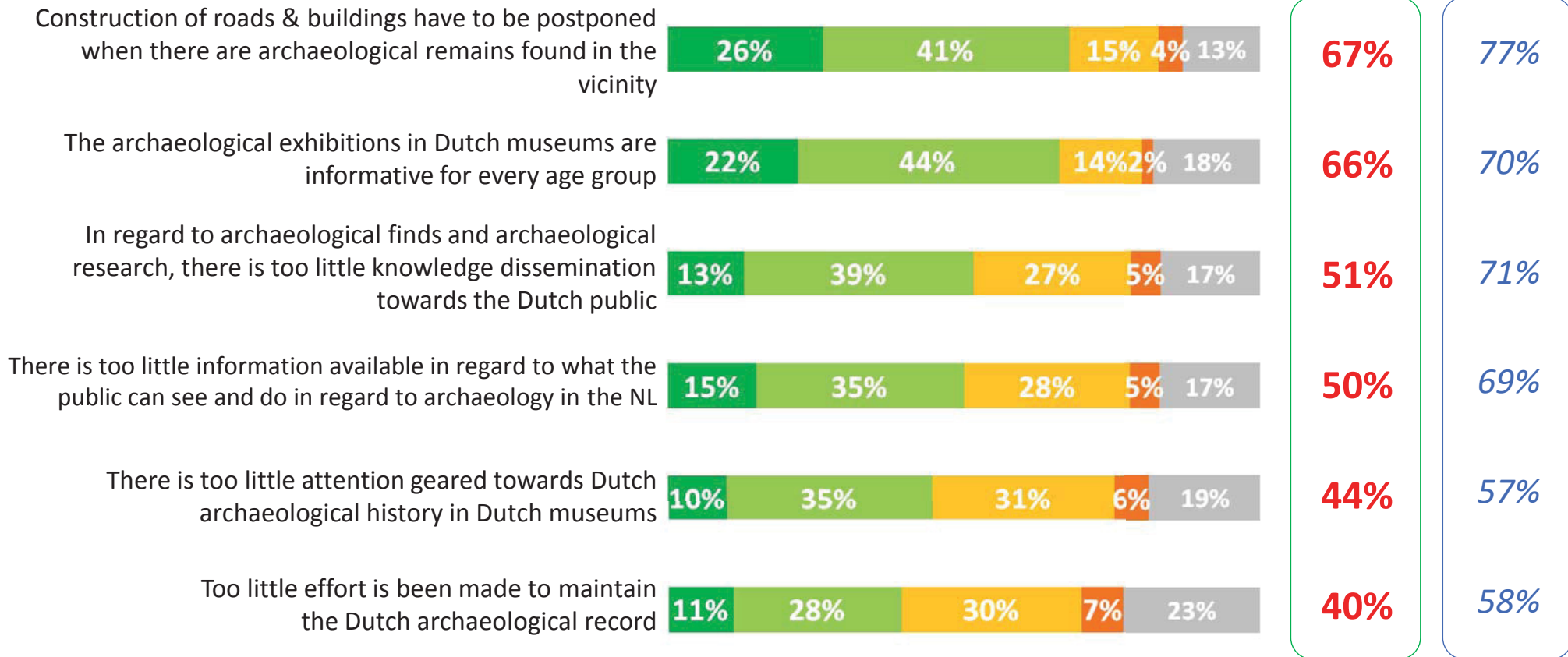
	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Having archaeological remains is an advantage for a town	76%	76%	84%	75%	72%	79%	78%	71%
Supporting and developing archaeology is important for the Netherlands	73%	73%	76%	72%	74%	79%	70%	67%
A citizen should have some knowledge in archaeology	60%	63%	62%	58%	61%	63%	59%	57%
The profession of archaeologist is a profession that interests you	51%	53%	60%	48%	51%	51%	55%	48%
Archaeology is a field that interests you, that you would like to explore in greater depth	45%	52%	55%	41%	41%	49%	46%	37%
Archaeology is a field for which you feel an attachment	44%	54%	52%	40%	41%	50%	44%	35%
Archaeology should be added to the subjects taught at school	43%	53%	51%	37%	42%	44%	43%	41%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	40%	51%	47%	37%	35%	42%	43%	34%

People from the NL agree with the fact that the discovery of archaeological remains must postpone constructions and that archaeological exhibitions are informative for every age group. However, 50% thinks that there is too little information available in regard to what the public can see and do to archaeology; this is a low score compared to the European average.

Q15. Personally, would you say that...

- To all -

AGREE 



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



Men declare more than women that there is too little information/attention towards archaeology.

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	245	255	55	76	86	137	145
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	67%	68%	67%	56%	70%	62%	70%	71%
The archaeological exhibitions in the Dutch museums are informative for every age group	66%	69%	64%	49%	67%	61%	65%	76%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Dutch public	51%	54%	48%	36%	49%	61%	50%	54%
There is too little information available in regard to what the public can see and do in regard to archaeology in the Netherlands	50%	56%	45%	38%	56%	58%	49%	49%
There is too little attention geared towards Dutch archaeological history in Dutch museums	44%	49%	39%	38%	49%	44%	44%	44%
Too little effort has been made to maintain the Dutch archaeological record	40%	44%	36%	36%	39%	43%	39%	40%

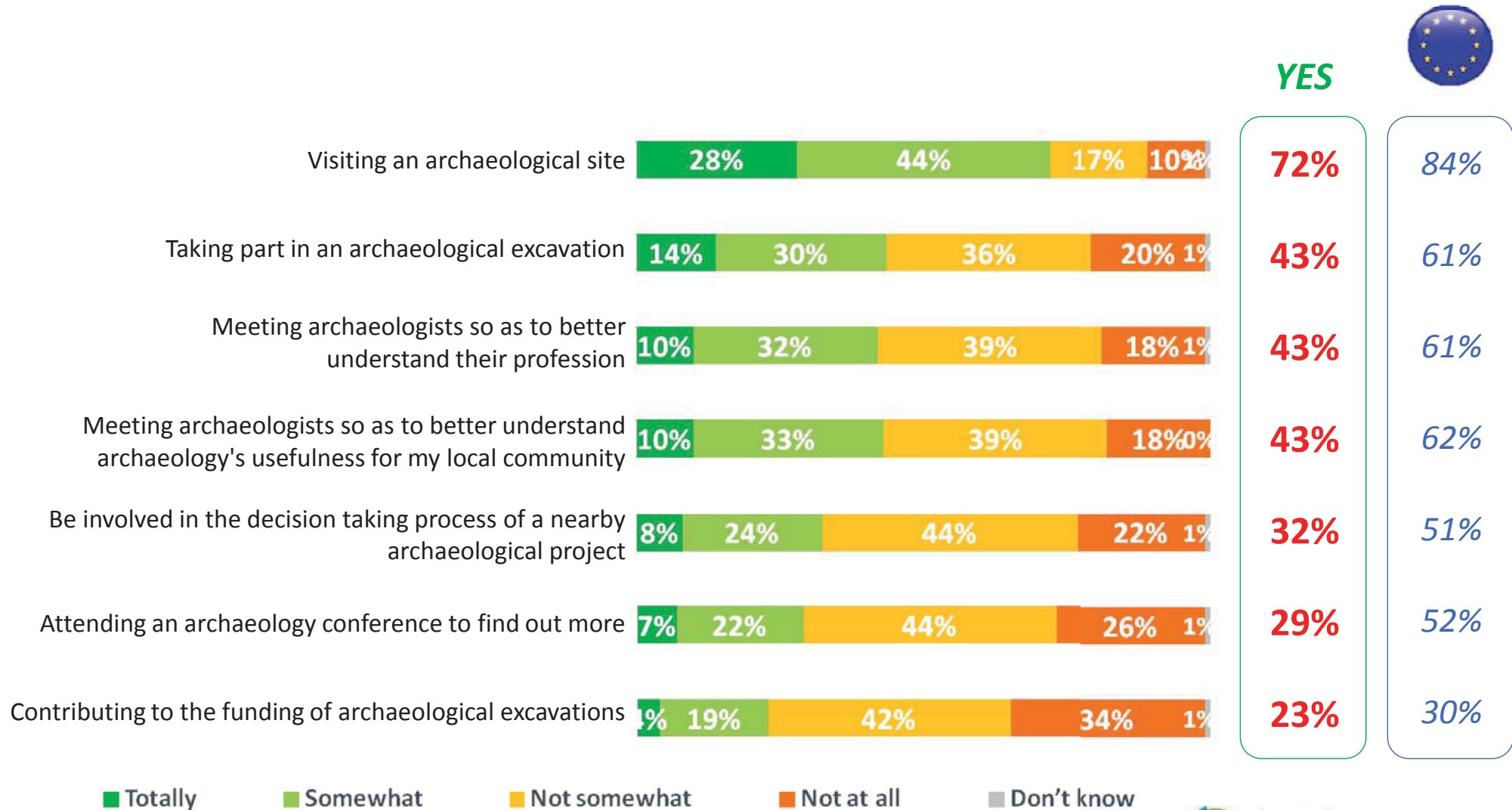
AGREE

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	67%	73%	73%	65%	64%	72%	66%	61%
The archaeological exhibitions in the Dutch museums are informative for every age group	66%	66%	72%	64%	66%	67%	66%	65%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Dutch public	51%	57%	54%	46%	56%	50%	54%	51%
There is too little information available in regard to what the public can see and do in regard to archaeology in the Netherlands	50%	46%	62%	44%	56%	52%	50%	48%
There is too little attention geared towards Dutch archaeological history in Dutch museums	44%	41%	57%	37%	48%	45%	45%	42%
Too little effort has been made to maintain the Dutch archaeological record	40%	44%	47%	34%	43%	41%	40%	37%

Inhabitants from the NL would mostly be interested in visiting an archaeological site, and far less by taking part in archaeological excavations or meeting archaeologists. They appear to be significantly less active in participation than in other European countries.

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

- To all -



Upper socio-professional categories appear to be more interested than inactive people in actually taking part in an event linked to archaeology.

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	245	255	55	76	86	137	145
Visiting an archaeological site	72%	75%	69%	54%	75%	76%	81%	67%
Taking part in an archaeological excavation	43%	42%	45%	52%	63%	55%	32%	33%
Meeting archaeologists so as to better understand their profession	43%	46%	40%	35%	42%	48%	44%	41%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	43%	45%	40%	29%	39%	51%	45%	43%
Be involved in the decision taking process of a nearby archaeological project	32%	39%	26%	26%	46%	33%	28%	32%
Attending an archaeology conference to find out more	29%	30%	28%	29%	41%	36%	25%	23%
Contributing to the funding of archaeological excavations	23%	25%	21%	18%	34%	30%	22%	17%

YES

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Visiting an archaeological site	72%	74%	73%	72%	71%	81%	72%	58%
Taking part in an archaeological excavation	43%	56%	43%	42%	39%	46%	46%	36%
Meeting archaeologists so as to better understand their profession	43%	48%	48%	38%	47%	49%	39%	37%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	43%	50%	45%	39%	46%	50%	40%	34%
Be involved in the decision taking process of a nearby archaeological project	32%	42%	32%	30%	33%	40%	30%	23%
Attending an archaeology conference to find out more	29%	34%	28%	28%	31%	34%	28%	23%
Contributing to the funding of archaeological excavations	23%	27%	26%	21%	24%	30%	25%	11%

II- Positioning of archaeology

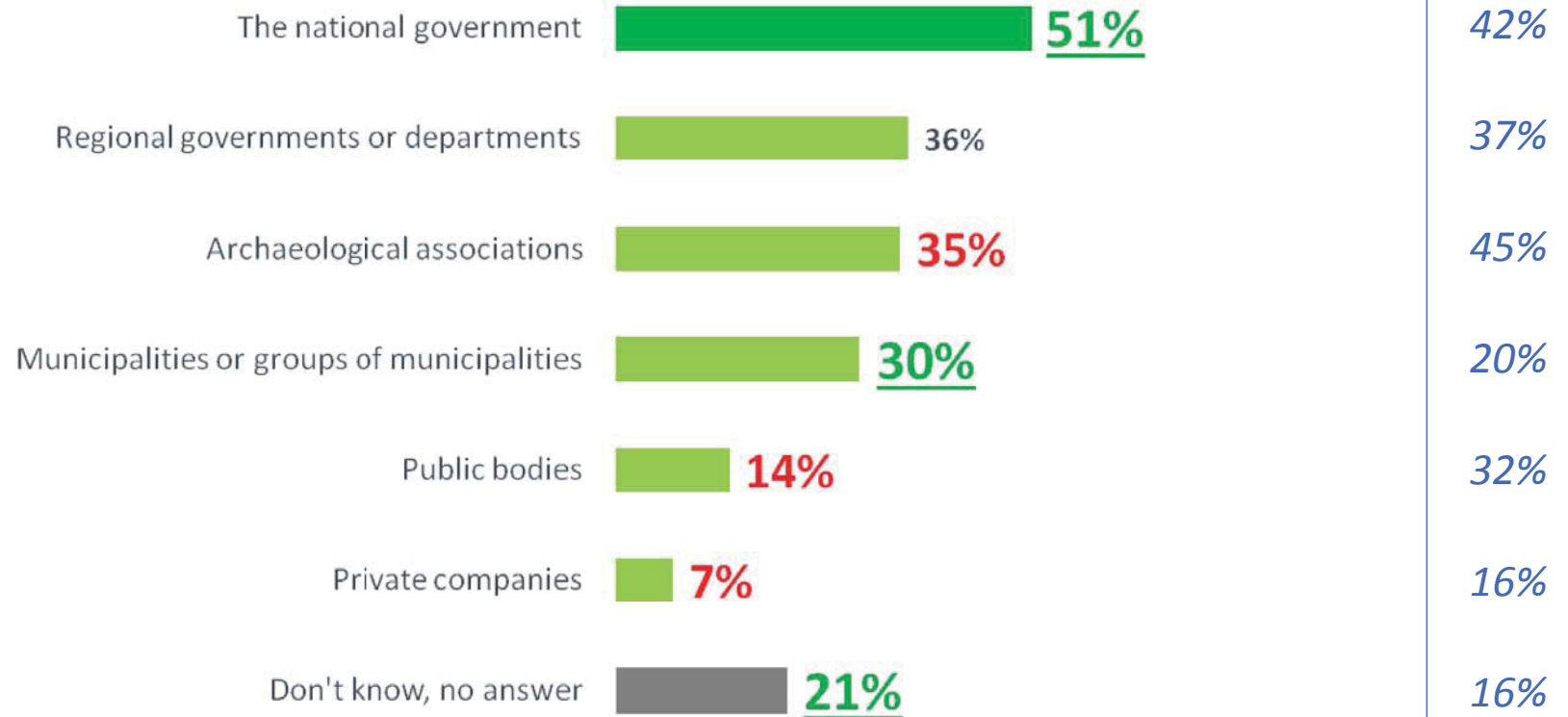


2.1. Managing archaeology : knowledge and wishes

A majority of the Dutch inhabitants thinks the national government manages archaeology in the Netherlands. Only 30% knows this is actually the responsibility of municipalities. A fifth of the respondents did not answer.

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

- To all -



- Multiple responses, total over 100% -

Dutch people aged 60 or more significantly think more of archaeological associations and national government managing archaeology in the NL. The youngest generation seems to be more hesitant when it comes to designate someone in charge.

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

- To all -

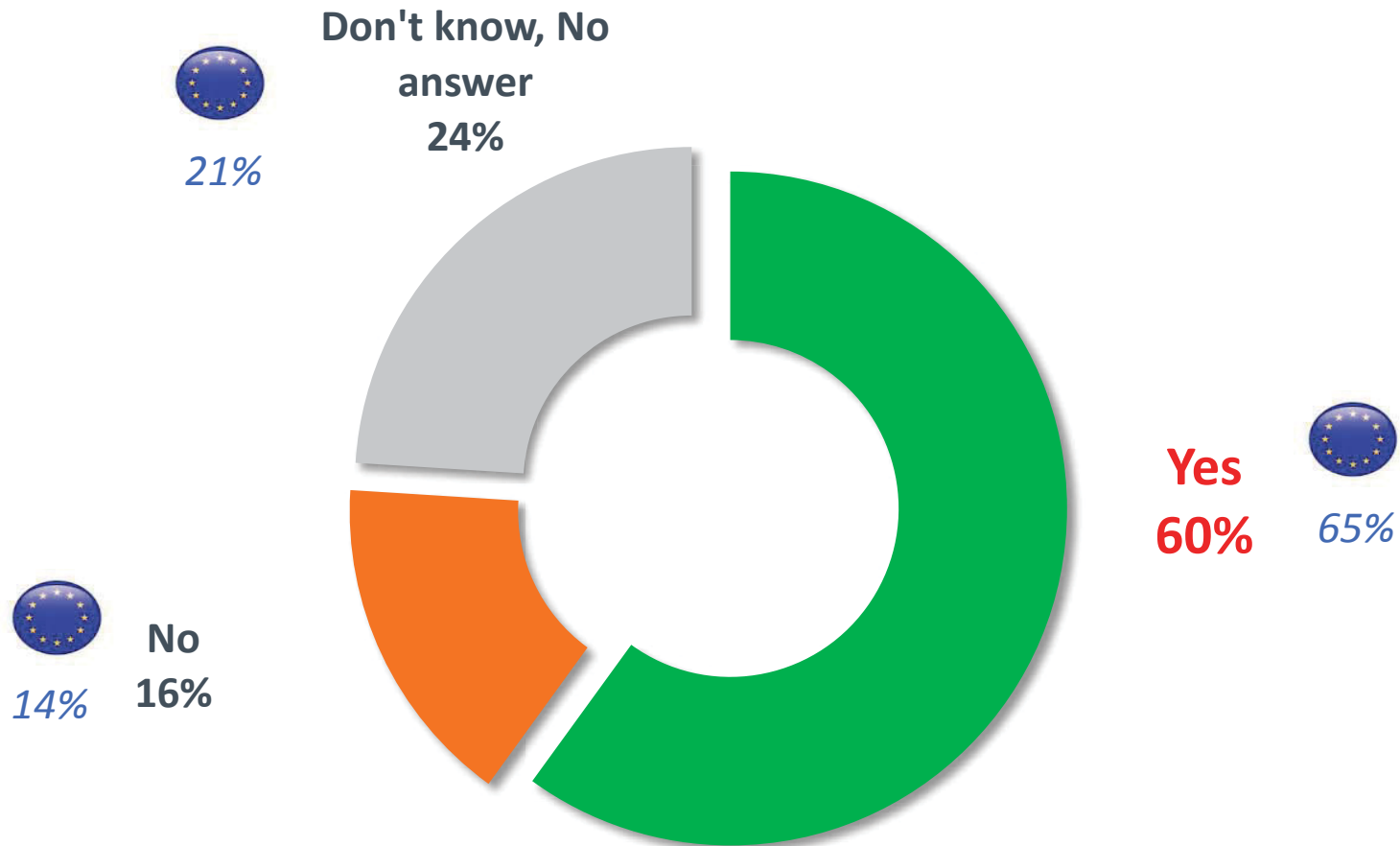
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
The national government	51%	65%	38%	36%	35%	48%	56%	63%
Regional governments or departments	36%	43%	29%	17%	28%	36%	42%	42%
Archaeological associations	35%	35%	35%	24%	34%	30%	35%	42%
Municipalities or groups of municipalities	30%	37%	23%	30%	23%	35%	29%	31%
Public bodies	14%	16%	12%	4%	19%	13%	15%	14%
Private companies	7%	9%	6%	6%	9%	12%	7%	5%
Don't know, No answer	21%	12%	30%	37%	23%	23%	19%	14%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
The national government	51%	48%	55%	49%	54%	63%	38%	45%
Regional governments or departments	36%	38%	41%	32%	40%	42%	33%	30%
Archaeological associations	35%	34%	36%	32%	40%	31%	35%	41%
Municipalities or groups of municipalities	30%	32%	29%	30%	28%	35%	29%	22%
Public bodies	14%	25%	20%	11%	9%	16%	11%	13%
Private companies	7%	10%	10%	6%	6%	8%	8%	6%
Don't know, No answer	21%	27%	20%	20%	20%	14%	26%	27%

About 6 NL inhabitants out of 10 believe that it is the State's job to manage archaeology. They are a bit less than Europeans to think so. In the mean time, about a quarter of Dutch respondents did not answer this question.

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

- To all -



Men are more numerous to think that it is the State's job to manage archaeology in comparison to women, whereas women were more numerous not to answer this question.

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

- To all -

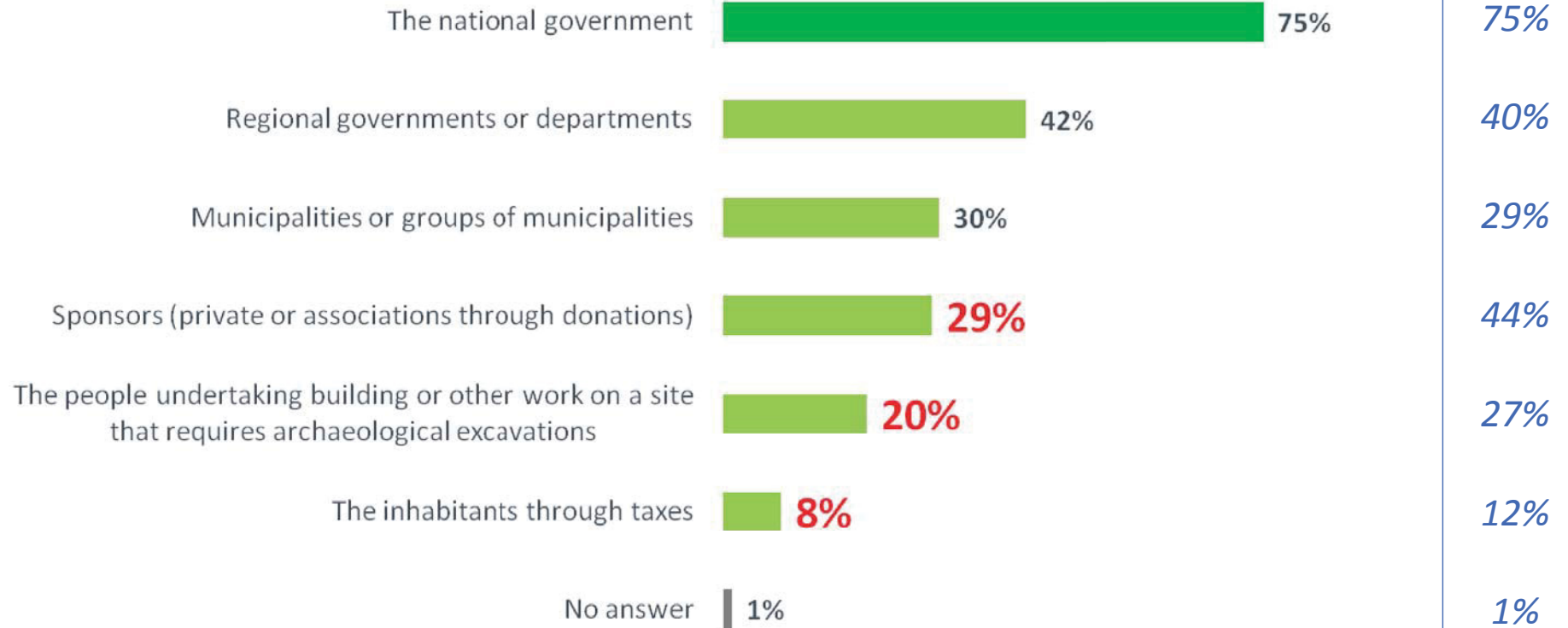
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
Yes	60%	68%	53%	49%	56%	58%	63%	67%
No	16%	15%	17%	29%	17%	11%	15%	15%
Don't know, No answer	24%	17%	29%	23%	27%	31%	22%	18%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
Yes	60%	50%	65%	62%	57%	67%	56%	55%
No	16%	14%	20%	14%	17%	16%	16%	17%
Don't know, No answer	24%	36%	16%	23%	25%	18%	28%	27%

According to the respondents the National government (75%) and possibly local entities (e.g. regional government or municipalities) should take part in financing archaeology as a priority. Contrary to the actual situation that most of archaeology is developer funded, only one-fifth of the population expects the developer to pay.

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

- To all -



- Multiple responses, total over 100% -

18-24 years old Dutch people, compared to NL inhabitants in general, tend to think far less of the national government as the one that should take part in financing archaeology as a priority.

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

- To all -

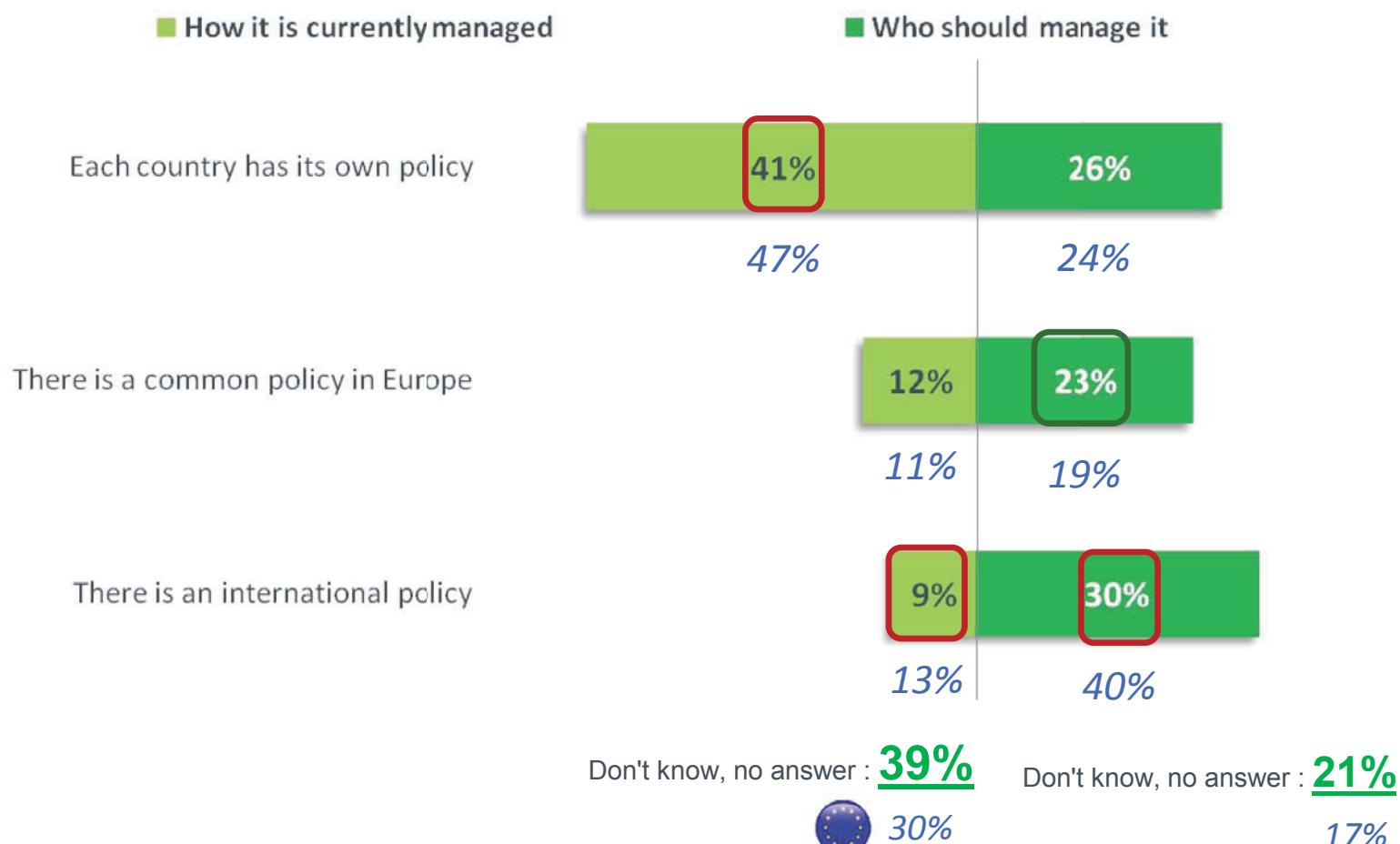
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
The national government	75%	77%	73%	55%	72%	74%	79%	81%
Regional governments or departments	42%	46%	38%	36%	37%	43%	40%	47%
Municipalities or groups of municipalities	30%	33%	27%	32%	27%	26%	34%	30%
Sponsors (private or associations through donations)	29%	29%	29%	30%	37%	30%	28%	25%
The people undertaking building or other work on a site that requires archaeological excavations	20%	21%	19%	16%	17%	23%	21%	22%
The inhabitants through taxes	8%	8%	7%	8%	6%	13%	8%	5%
No answer	1%	0%	1%	3%	2%	1%		

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
The national government	75%	79%	80%	72%	76%	76%	77%	72%
Regional governments or departments	42%	46%	43%	41%	40%	40%	45%	41%
Municipalities or groups of municipalities	30%	43%	33%	29%	26%	29%	36%	28%
Sponsors (private or associations through donations)	29%	39%	27%	29%	27%	25%	36%	29%
The people undertaking building or other work on a site that requires archaeological excavations	20%	27%	23%	19%	17%	21%	17%	22%
The inhabitants through taxes	8%	12%	7%	8%	5%	10%	7%	4%
No answer	1%			2%	1%	1%		2%

While 4 Dutch respondents out of 10 think of the State managing archaeology, about a third of them wish for a policy that would rather be international.

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 -



Women, as well as the young generation, are less numerous to think that there currently is a State-level management of archaeology on an international 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	245	255	55	76	86	137	145
Each country has its own policy	41%	50%	32%	26%	42%	39%	40%	47%
There is a common policy in Europe	12%	11%	13%	33%	13%	12%	8%	6%
There is an international policy	9%	9%	9%	1%	5%	8%	13%	11%
Don't know, No answer	39%	30%	46%	40%	40%	40%	38%	37%

HOW IT IS CURRENTLY MANAGED

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC-	Inactive people
Respondents	500	52	105	236	109	220	141	139
Each country has its own policy	41%	51%	43%	40%	36%	46%	34%	40%
There is a common policy in Europe	12%	5%	9%	13%	15%	13%	14%	9%
There is an international policy	9%	7%	7%	10%	9%	10%	10%	7%
Don't know, No answer	39%	37%	41%	38%	39%	32%	43%	45%

In the Netherlands, more men and upper socio-professional categories than women and lower-social professional categories think the best way to encourage the development of archaeology would be through an international policy.

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	245	255	55	76	86	137	145
There should be an international policy	30%	34%	26%	3%	18%	29%	41%	37%
Each country should have its own policy	26%	29%	23%	25%	33%	21%	27%	24%
There should be a common policy in Europe	23%	23%	24%	42%	26%	21%	19%	21%
Don't know, No answer	21%	14%	27%	30%	23%	29%	14%	18%

WHO SHOULD MANAGE IT

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
There should be an international policy	30%	32%	31%	29%	31%	36%	27%	24%
Each country should have its own policy	26%	20%	25%	28%	25%	24%	29%	24%
There should be a common policy in Europe	23%	16%	33%	23%	21%	25%	21%	24%
Don't know, No answer	21%	33%	11%	21%	24%	15%	23%	27%

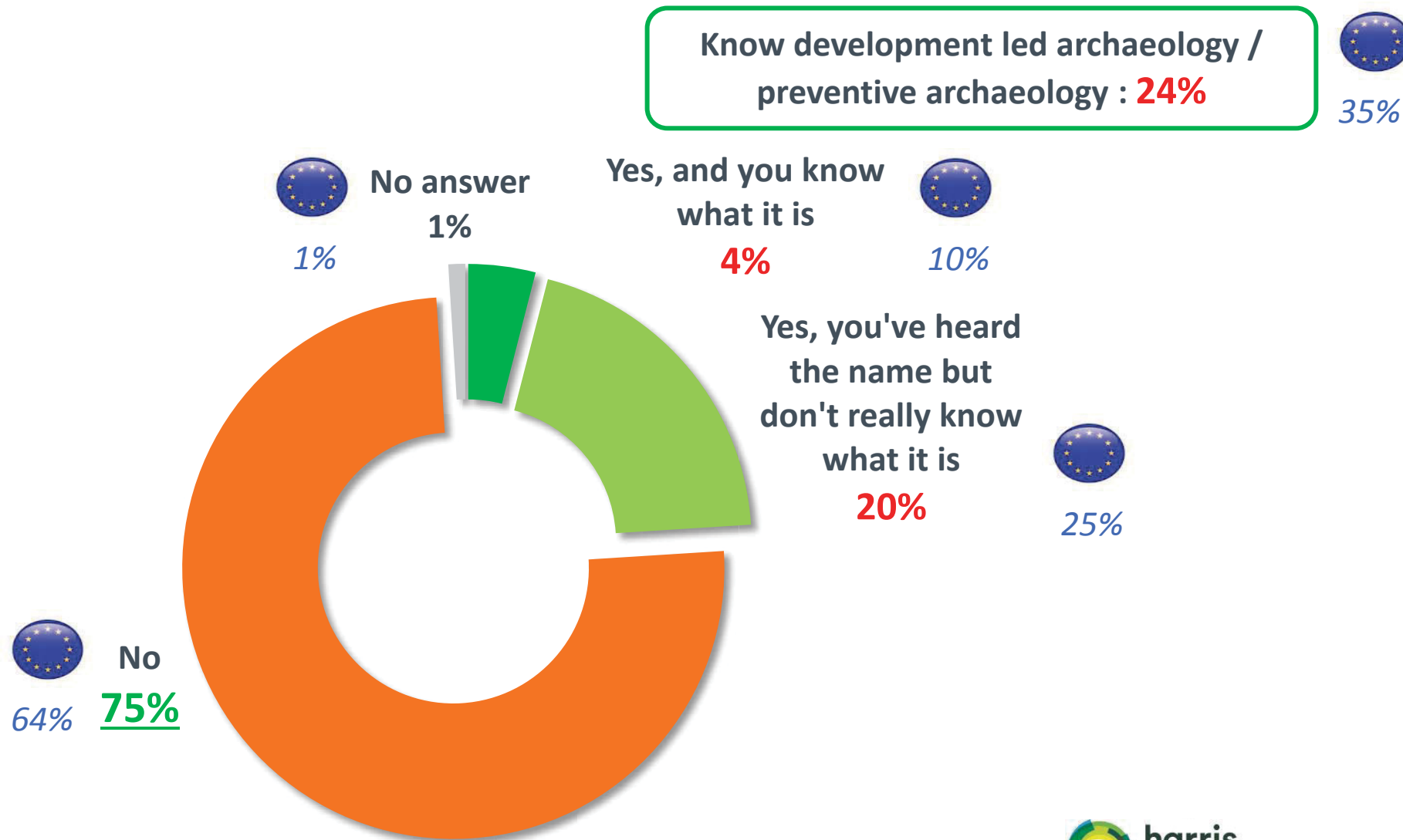


2.2. Preventive/development-led archaeology

A fifth of the NL population knows about the term 'development led archaeology', implying that 3 quarters do not know the term. Scores are to that extent lower than Europeans' average results.

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

- To all -



It appears that there are no real differences between Dutch groups of population in relation the familiarity of the term 'development led archaeology'.

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

- To all -

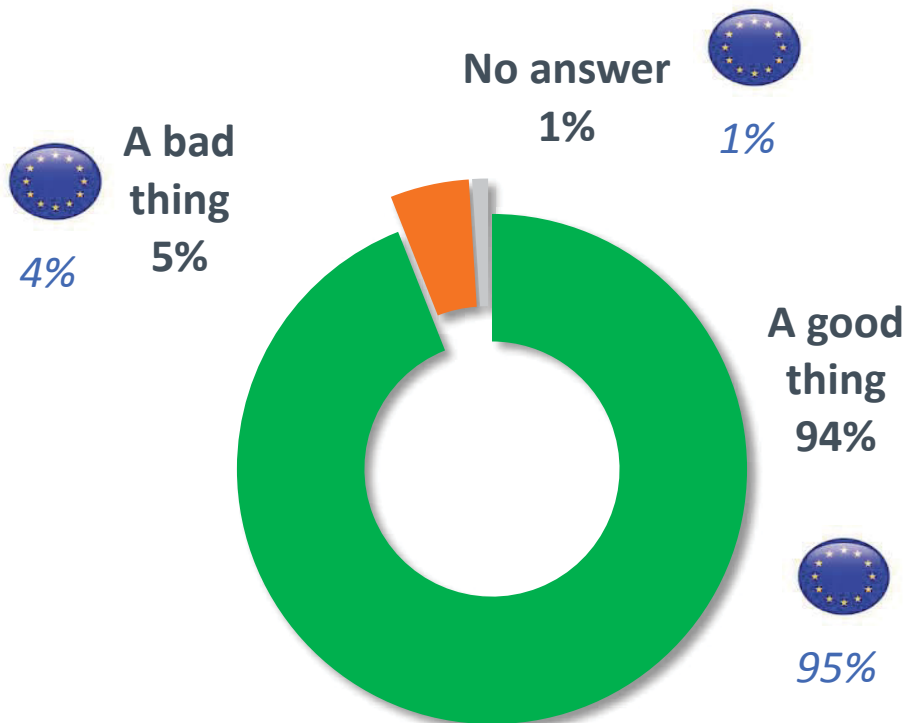
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
ST Yes	24%	25%	23%	17%	31%	17%	23%	28%
Yes, and you know what it is	4%	3%	5%	3%	6%	3%	5%	3%
Yes, you've heard the name but don't really know what it is	20%	22%	19%	14%	24%	14%	18%	25%
No	75%	74%	76%	80%	69%	83%	76%	72%
No answer	1%	1%	1%	3%	1%		1%	

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
ST Yes	24%	31%	29%	22%	22%	25%	25%	22%
Yes, and you know what it is	4%	6%	4%	3%	6%	5%	3%	3%
Yes, you've heard the name but don't really know what it is	20%	25%	24%	19%	17%	20%	21%	19%
No	75%	69%	71%	78%	76%	74%	75%	77%
No answer	1%		1%	1%	2%	0%	1%	2%

To a very large majority of Dutch people (more than 90% of them), the archaeology convention as well as the principles of preventive archaeology are a good thing. In that sense, they do not differ so much from what other European people think.

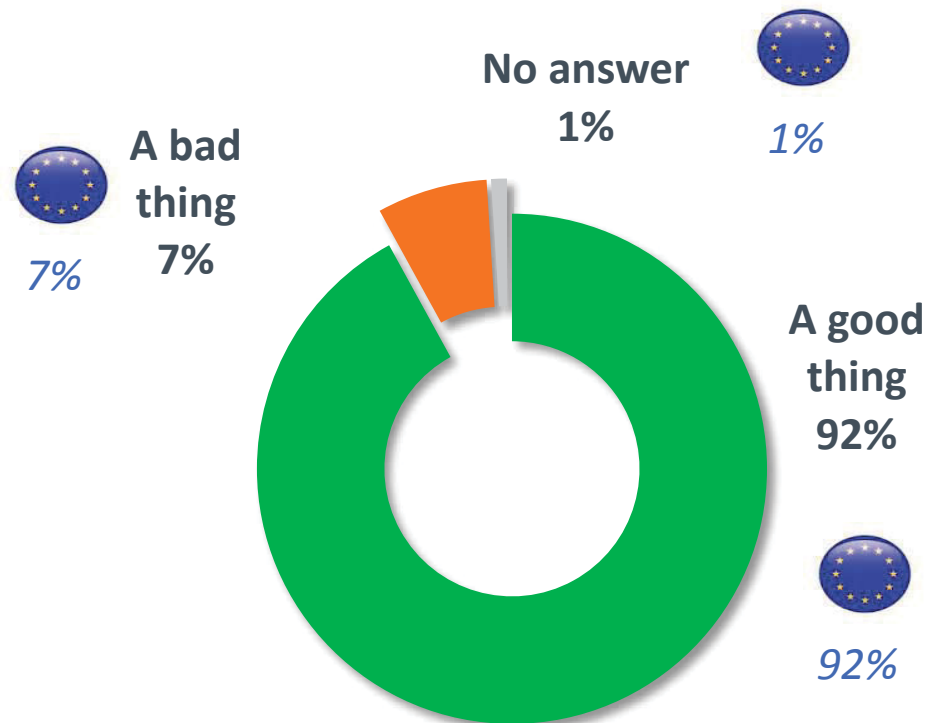
Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological 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 'development led archaeology' is more of a good thing (79%), it is linked to avoiding irreversible destruction but also to the preservation of heritage to 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 -



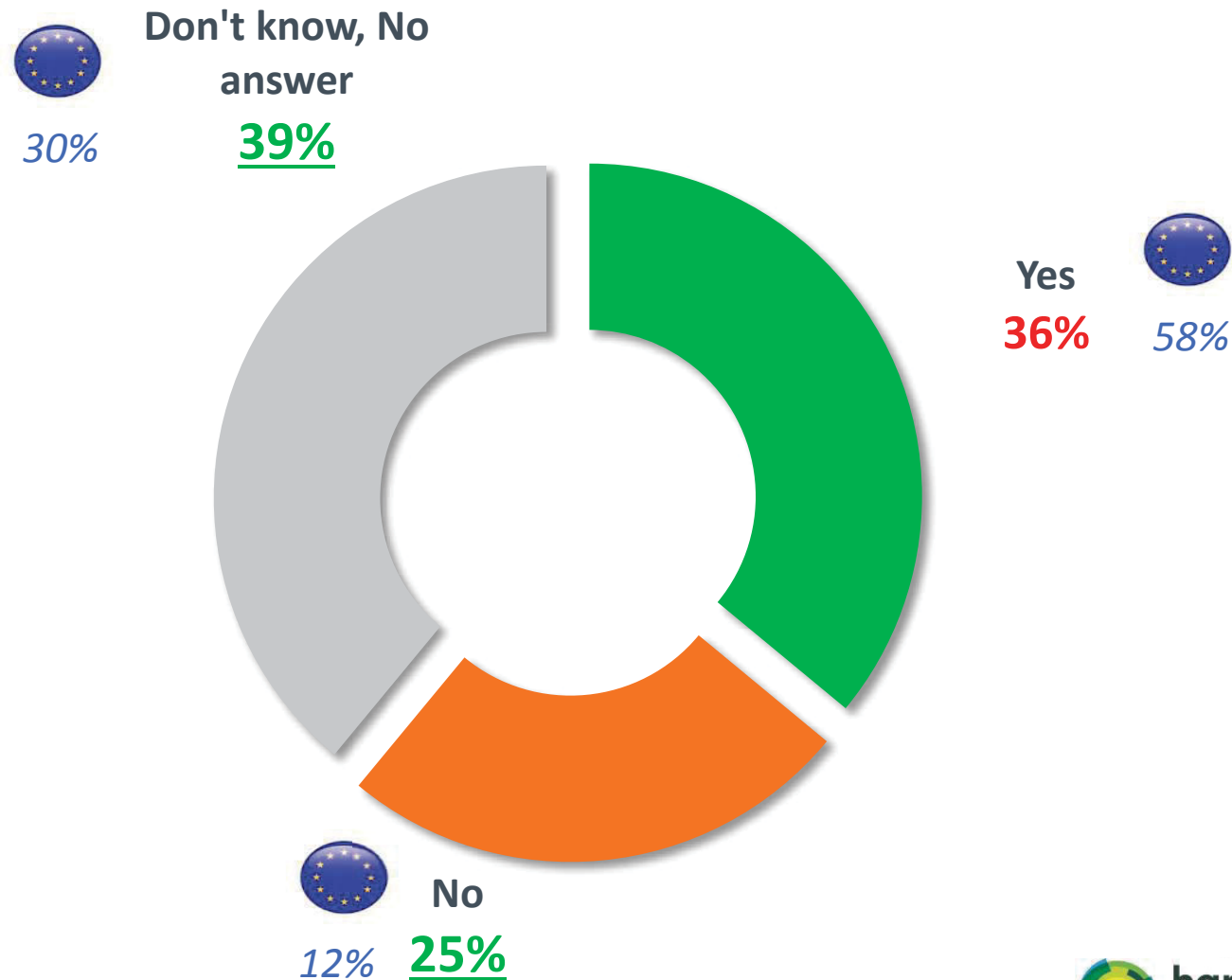
	%
Good Thing	97%
Avoiding irreversible destruction/damage	44%
Protecting the archaeological heritage from destruction	28%
Passing down to future generations	4%
Better protective measures vs. corporate world (from speculation)	4%
It's a good thing/ general answer	3%
Other good thing	12%
Bad Thing	3%
It costs a lot (expensive)	1,5%
I don't care about archaeology (history)	1,5%
Development/construction are more important than preservation	-
It causes delays (bureaucracy), it slows down projects	-
Other bad thing	-
Don't know	0%

94%
31%
38%
3%
14%
7%
11%
5%
1%
1%
1%
1%
2%
1%

The Dutch population is tied between not having an opinion on whether or not the public sector should manage development led archaeology, and actually thinking it is a good idea. A quarter of the respondents thinks the public sector has no business in it, whatsoever.

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

- To all -



Women are more numerous not to express their opinion.

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

- To all -

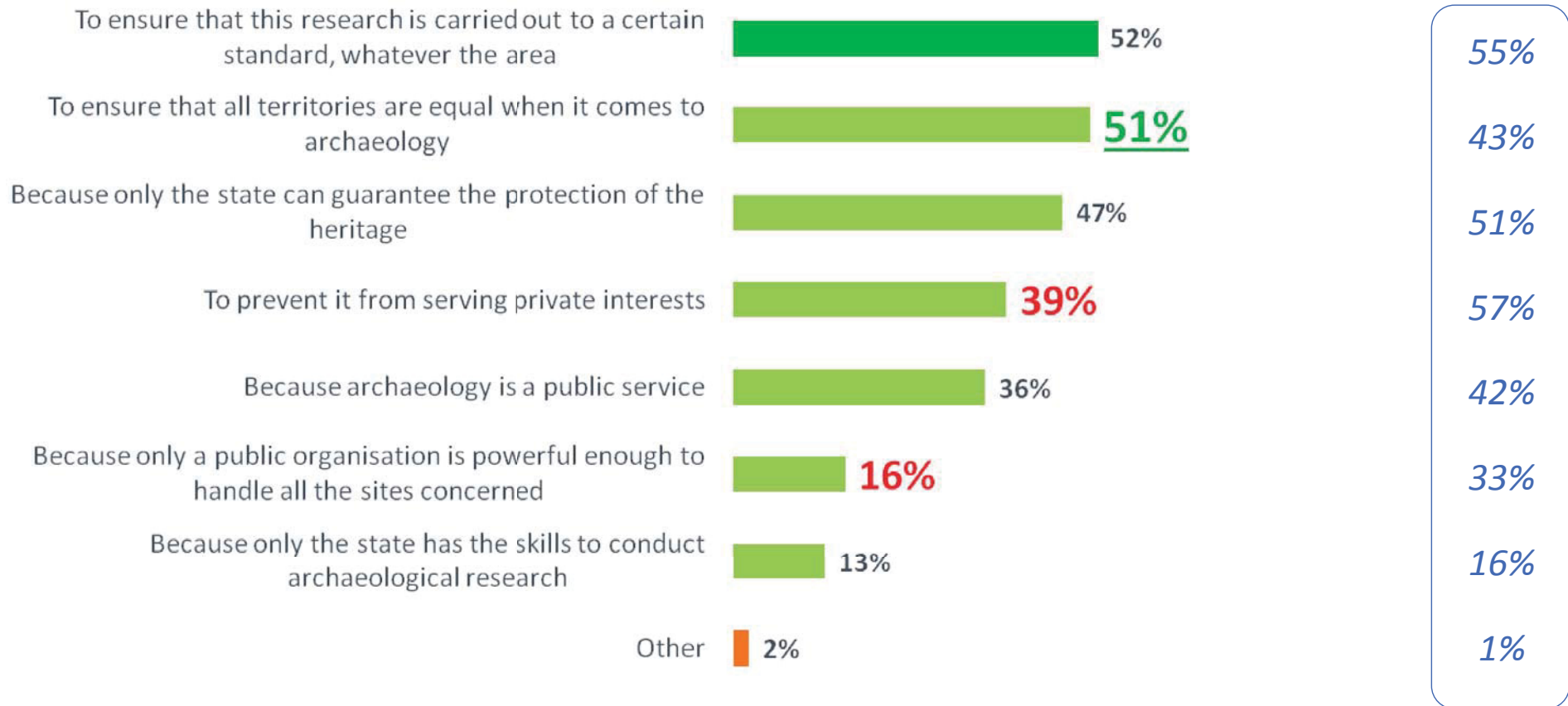
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	55	76	86	137	145
Yes	36%	38%	32%	23%	35%	35%	39%	37%
No	25%	29%	22%	9%	29%	27%	28%	27%
Don't know, No answer	39%	32%	46%	68%	36%	39%	34%	36%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	500	52	105	236	109	220	141	139
Yes	36%	36%	40%	34%	33%	41%	30%	31%
No	25%	24%	30%	23%	27%	26%	29%	21%
Don't know, No answer	39%	40%	30%	43%	40%	33%	41%	48%

The reasons why some Dutch people think the public sector should conduct development led archaeology are mostly to ensure research is carried out to a certain standard and to ensure all territories are equal when it comes to archaeology.

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 : 176 -



- Multiple responses, total over 100% -

Older generations are far more concerned with archaeology being a public service in comparison to the Dutch population in general.

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 : 176 -

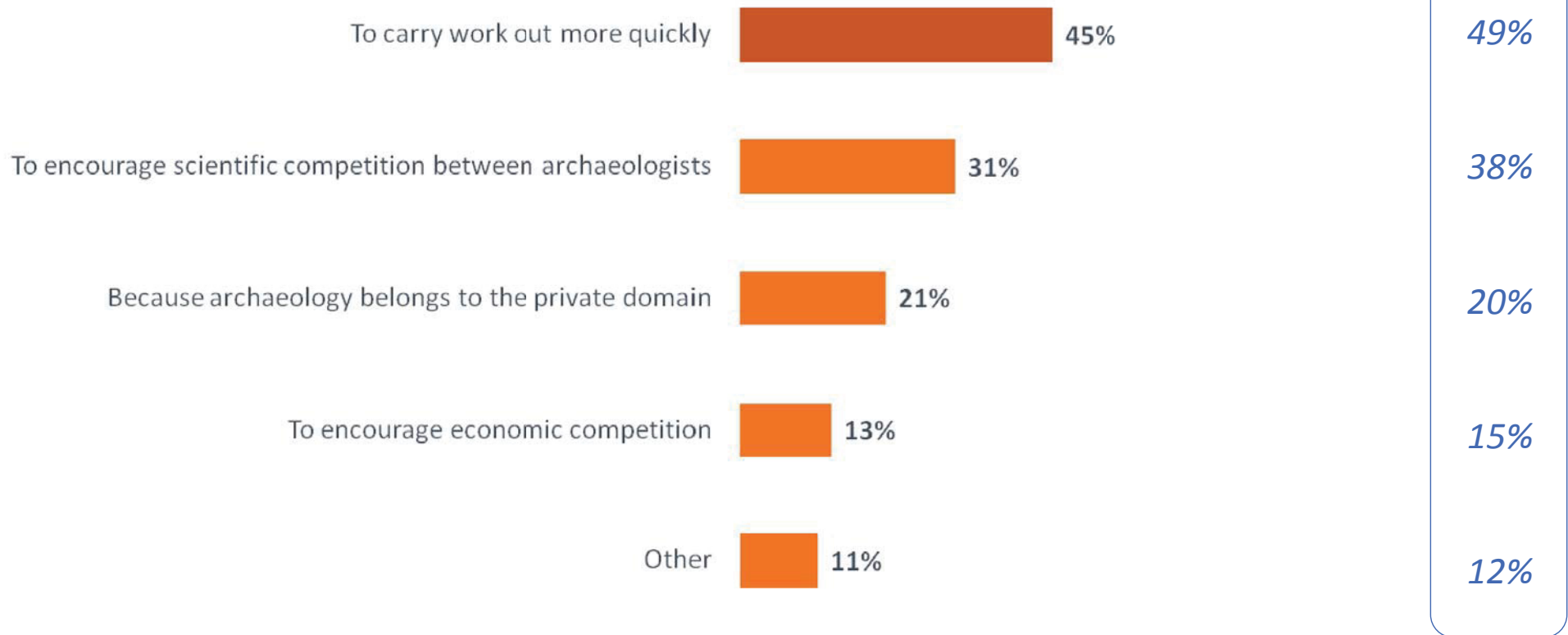
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	176	94	81	13	27	30	53	53
To ensure that this research is carried out to a certain standard, whatever the area	52%	46%	59%	37%	74%	28%	68%	43%
To ensure that all territories are equal when it comes to archaeology	51%	45%	57%	58%	64%	47%	49%	47%
Because only the State can guarantee the protection of the heritage	47%	51%	42%	13%	30%	52%	51%	57%
To prevent it from serving private interests	39%	38%	40%	25%	24%	49%	44%	39%
Because archaeology is a public service	36%	44%	27%	35%	13%	29%	39%	50%
Because only a public organisation is powerful enough to handle all the sites concerned	16%	16%	16%	14%	17%	17%	23%	9%
Because only the State has the skills to conduct archaeological research	13%	13%	13%	14%	16%	17%	9%	14%
Other	2%	1%	3%			4%	2%	2%

	TOTAL	REGION GROUPS				SPC		
		Noord-Nederland	Oost-Nederland	West-Nederland	Zuid-Nederland	SPC+	SPC	Inactive people
Respondents	176	18	42	79	36	91	42	43
To ensure that this research is carried out to a certain standard, whatever the area	52%	58%	59%	47%	53%	51%	61%	46%
To ensure that all territories are equal when it comes to archaeology	51%	36%	47%	54%	55%	53%	51%	47%
Because only the State can guarantee the protection of the heritage	47%	53%	46%	45%	49%	49%	32%	58%
To prevent it from serving private interests	39%	41%	42%	39%	35%	39%	40%	37%
Because archaeology is a public service	36%	48%	41%	33%	34%	42%	21%	39%
Because only a public organisation is powerful enough to handle all the sites concerned	16%	30%	8%	19%	13%	18%	19%	11%
Because only the State has the skills to conduct archaeological research	13%	27%	14%	11%	9%	9%	22%	12%
Other	2%	7%	3%	1%		4%		

For respondents who do not think the public sector should conduct development led archaeology, about half of them justify their position by the fact that, this way, work can be carried out more quickly. Around the same proportion of Europeans think the same as Dutch people.

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 : 127 -



- Multiple responses, total over 100% -

Profile details of respondents

Profile details of respondents

Netherlands

GENDER

Base	500	100%
Man	245	49%
Woman	255	51%

AGE

Base	500	100%
18-24 yo	55	11%
25-34 yo	76	15%
35-44 yo	87	17%
45-59 yo	137	27%
60 yo and more	145	29%
Average	47,1	

SPC

Base	500	%
SPC+	220	44%
SPC -	141	28%
Inactive	139	28%

REGION GROUPS

Base	500	100%
Noord-Nederland	52	10%
Oost-Nederland	104	21%
West-Nederland	236	47%
Zuid-Nederland	108	22%