

AHEAD OF WHAT'S NEXT.

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



Instytut Prahistorii
Uniwersytetu im. Adama Mickiewicza



Results of Poland

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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 Poland.



Methodology

Sample



500 persons aged 18+ years old who are representative of the Polish 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

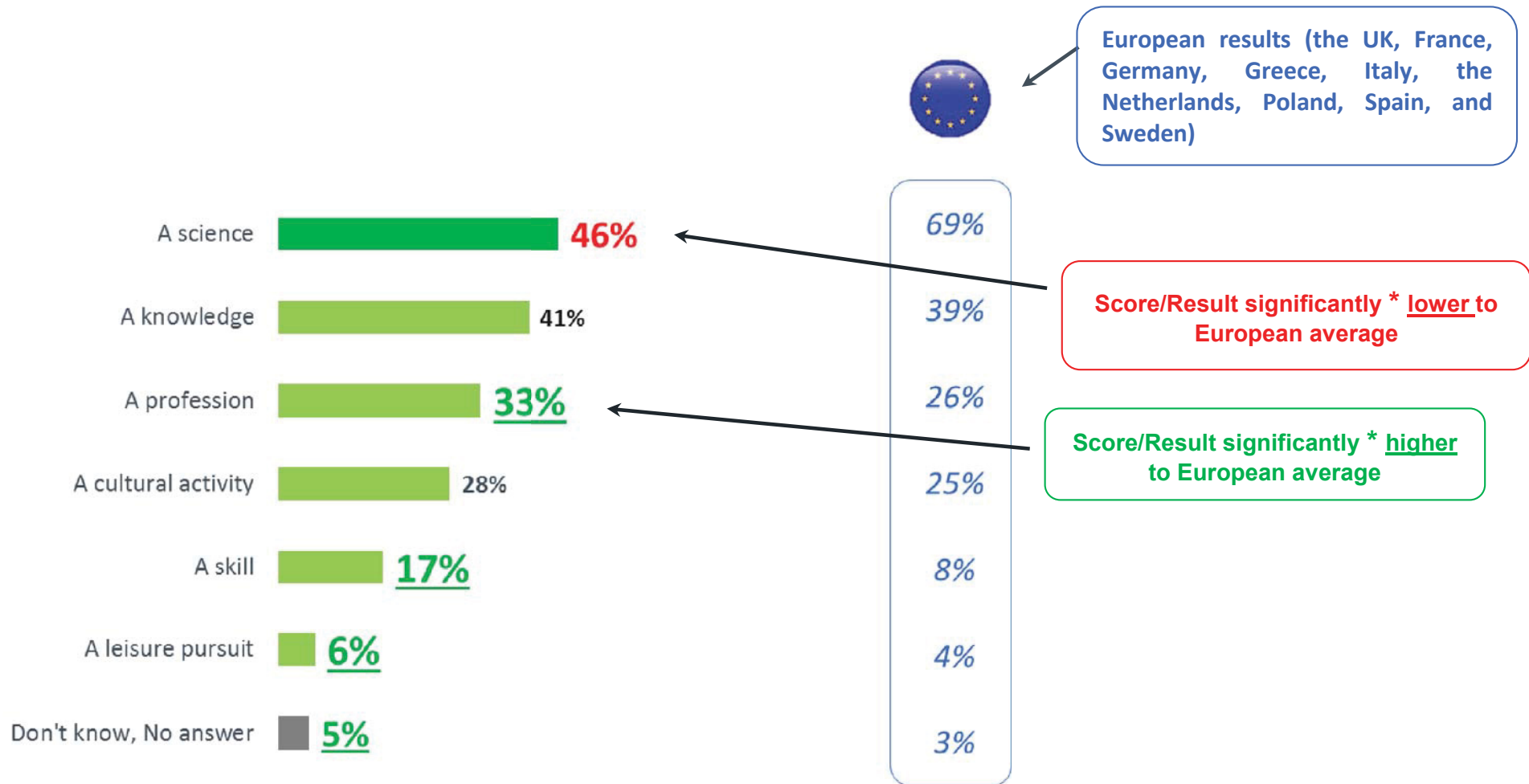


Quota method was applied on the following socio-demographics criteria : gender, age, socio-professional category and region of residence.



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 Poland




1.1. Level of knowledge of archaeology and archaeologists

In spontaneous awareness, archaeology is primarily about discovery and research; 2 definitions much more quoted than in the European average

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

To all


	%	
Discovery : digging/excavation of objects, artefacts, relics, remains, human bodies, etc.	61%	
Study, analysis of the past : the investigative science of the past	56%	37%
Study of old civilizations, human evolution, etc.	31%	48%
Study of ancient ruins, sites, dwellings, structures	13%	31%
Study of rocks and the subsoil	7%	11%
Study of animals (extinct animals)/nature	3%	5%
Preservation of remains, objects, etc.	1%	1%
fossils/bones	0%	1%
Other	1%	7%

Archaeology is viewed as something useful to understand our past, to know where we come from and to learn about humanity evolution.

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.	93%
Improve our knowledge/understanding	11%
Help to understand the present day (today's society)	4%
Help to predict/prepare the future	4%
Help to understand climatic change	1%
Yes/Useful/Very useful	0%
Preservation of remains, objects, etc.	0%
Help to confirm or debunk historical theories	0%
Help tourism/economy/creates jobs	0%
Not much/not useful/nothing	0%
Other	0%



75%

16%

11%

8%

0%

5%

3%

3%

2%

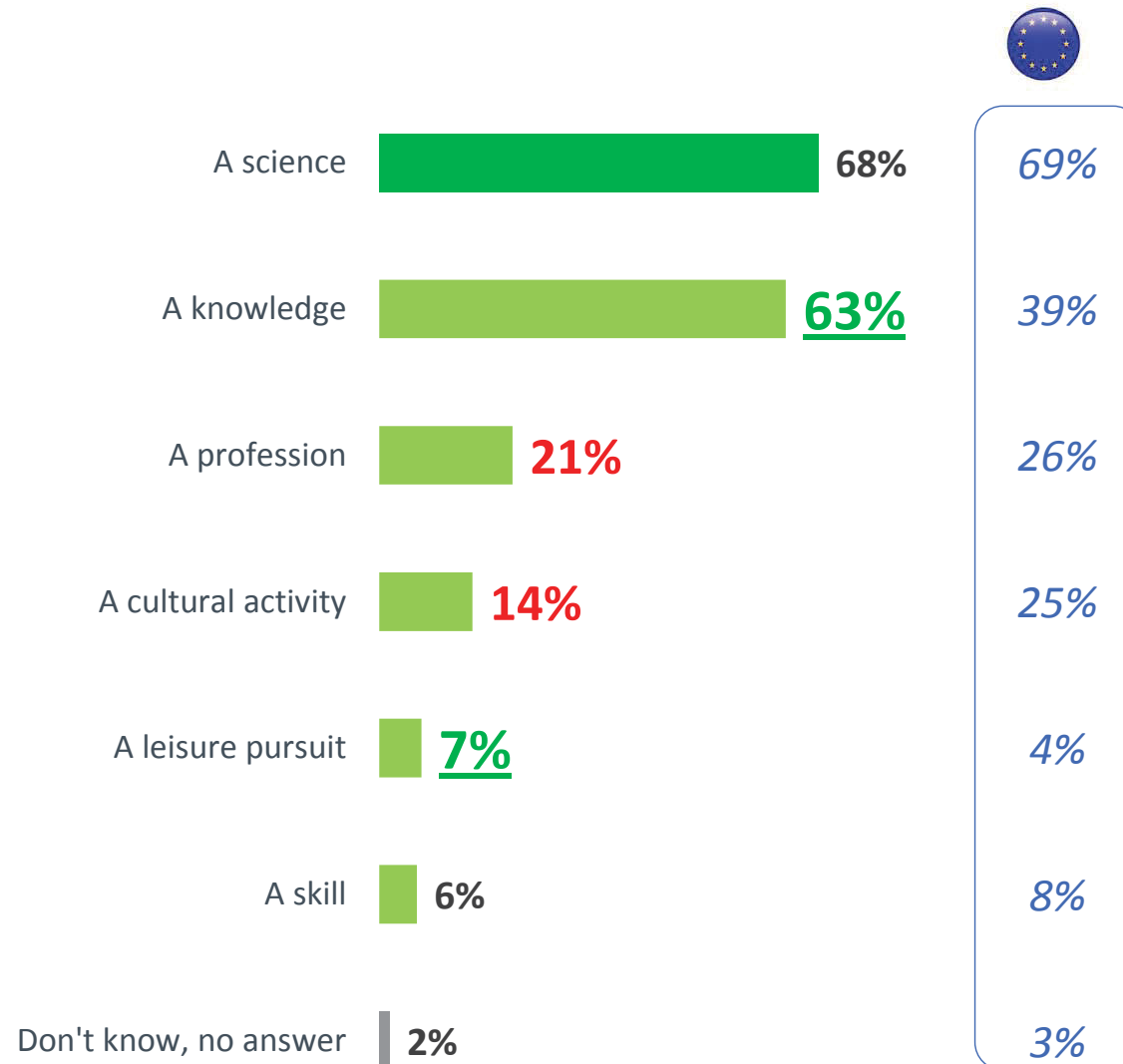
1%

6%

For about 7 Polish out of 10, archaeology is first seen as a science, and then as a knowledge by 6 Polish out of 10. This last affirmation is far stronger than in the European average (+24%). On the other side, archaeology is less viewed as a cultural activity (-11%).

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

- To all -



No major differences between the different categories of polish population can be noted.

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

- To all -

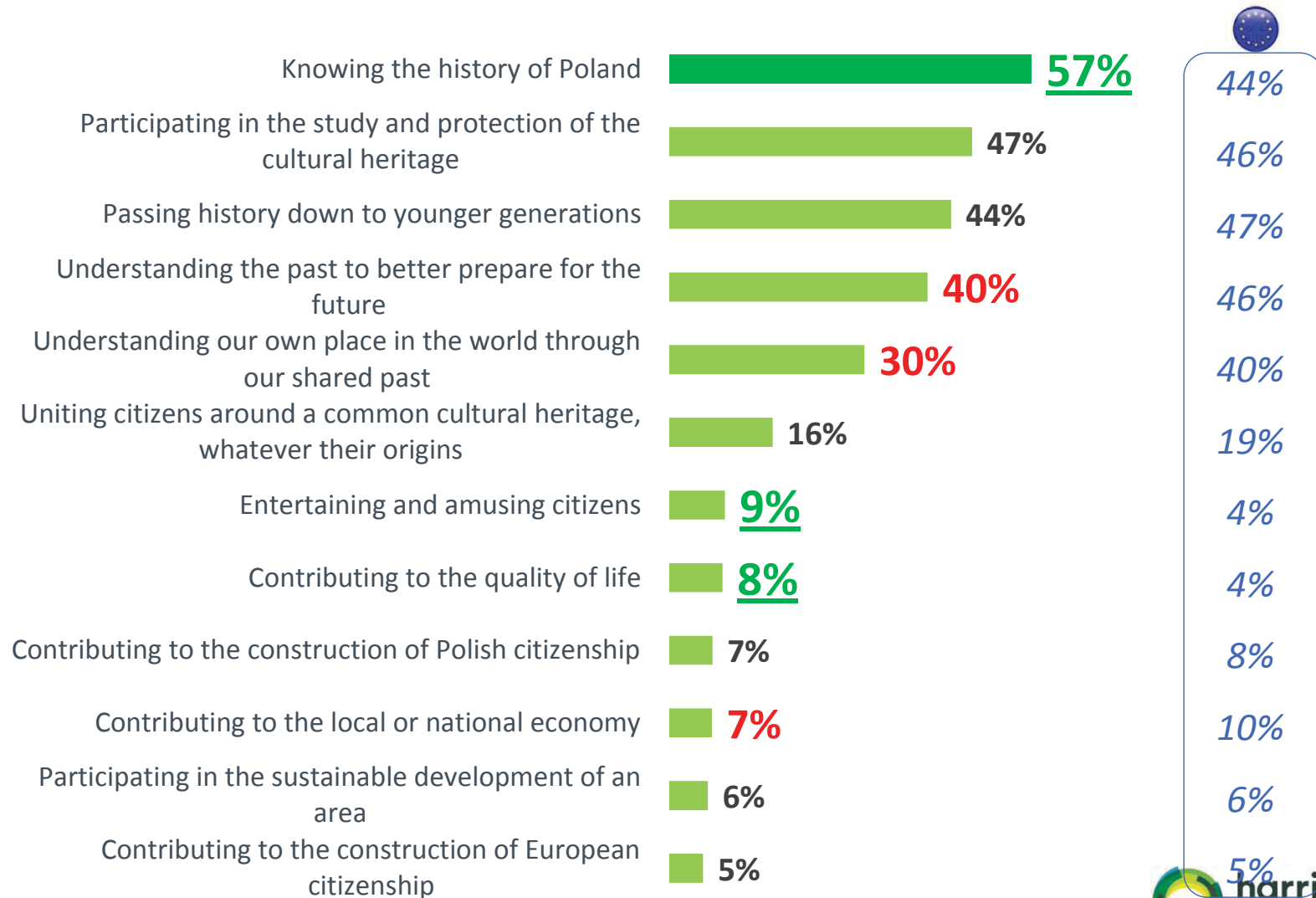
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
A science	68%	68%	68%	72%	67%	63%	69%	68%
A knowledge	63%	65%	61%	50%	57%	64%	70%	66%
A profession	21%	19%	22%	22%	20%	16%	21%	24%
A cultural activity	14%	12%	17%	19%	14%	14%	14%	13%
A leisure pursuit	7%	7%	6%	6%	5%	7%	7%	7%
A skill	6%	6%	6%	6%	10%	6%	3%	5%
Don't know, No answer	2%	3%	0%	3%	1%	3%	1%	1%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
A science	68%	67%	68%	69%	64%	73%	69%	67%	67%	69%
A knowledge	63%	54%	69%	66%	63%	69%	58%	58%	64%	66%
A profession	21%	29%	15%	23%	19%	9%	24%	25%	16%	20%
A cultural activity	14%	14%	12%	18%	14%	11%	16%	16%	11%	15%
A leisure pursuit	7%	7%	4%	4%	11%	6%	7%	8%	4%	6%
A skill	6%	9%	6%	5%	3%	7%	4%	6%	7%	5%
Don't know, No answer	2%	3%	2%	1%	3%			1%	3%	2%

Compared to European standings, archaeology's role is more considered by Polish people as a good way to know the history of their own country (+11%). Among the other main roles of archaeology mentioned : study and protect cultural heritage and passing history down to younger generations.

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 -



Older generations see more archaeology than other age groups as a study and the protection of the cultural heritage as well as a submission to younger generations.

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 -

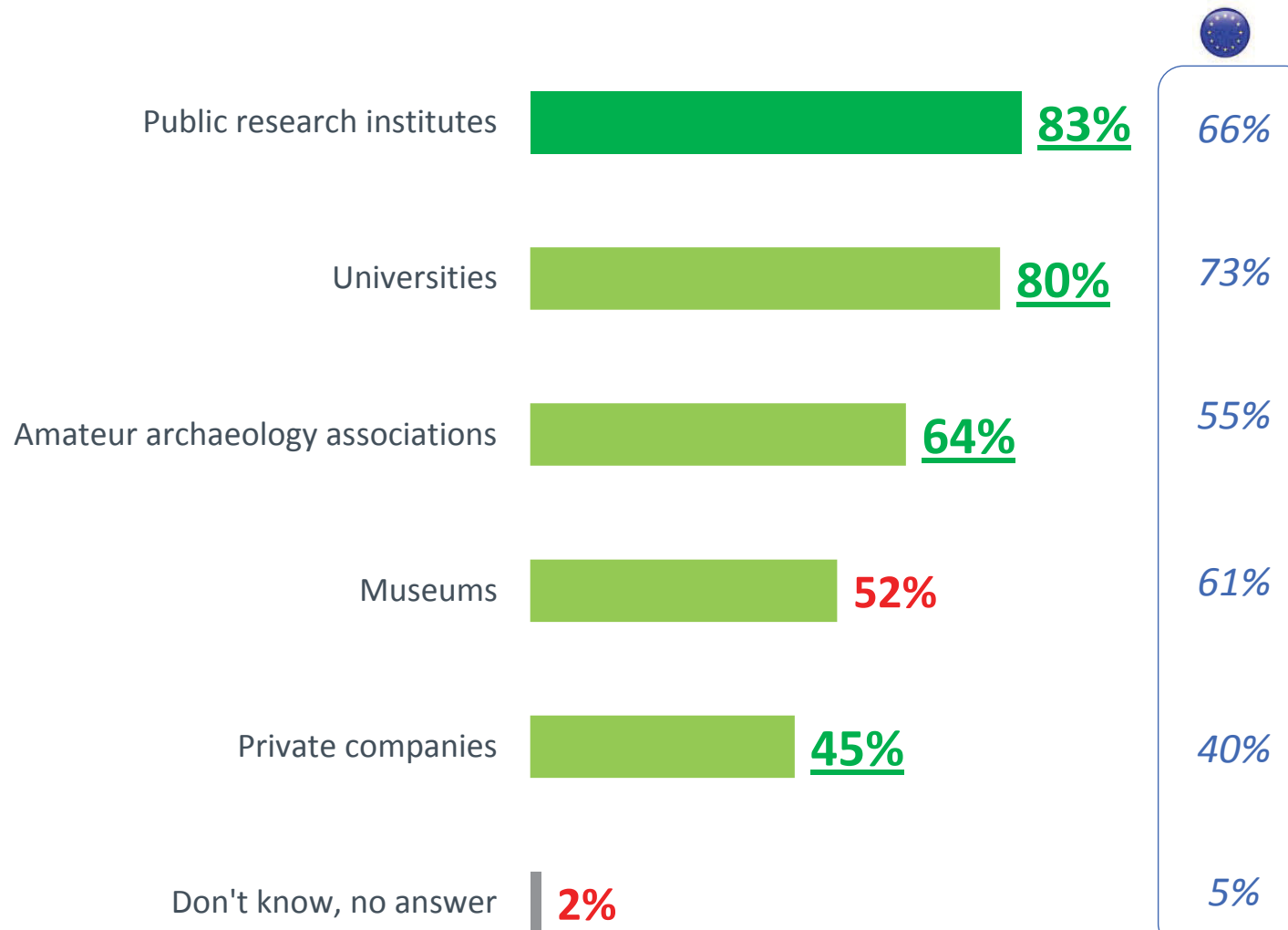
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
Knowing the history of Poland	57%	53%	60%	49%	64%	46%	61%	57%
Participating in the study and protection of the cultural heritage	47%	46%	48%	39%	45%	42%	49%	55%
Passing history down to younger generations	44%	42%	46%	38%	40%	41%	42%	53%
Understanding the past to better prepare for the future	40%	38%	43%	36%	38%	39%	34%	52%
Understanding our own place in the world through our shared past	30%	32%	29%	33%	20%	35%	39%	25%
Uniting citizens around a common cultural heritage, whatever their origins	16%	16%	16%	9%	15%	17%	18%	18%
Entertaining and amusing citizens	9%	11%	7%	13%	10%	15%	5%	5%
Contributing to the quality of life	8%	8%	8%	14%	12%	10%	6%	4%
Contributing to the construction of Polish citizenship	7%	9%	4%	4%	8%	8%	6%	6%
Contributing to the local or national economy	7%	6%	8%	9%	9%	9%	5%	4%
Participating in the sustainable development of an area	6%	7%	5%	8%	4%	8%	6%	6%
Contributing to the construction of European citizenship	5%	6%	5%	14%	5%	4%	5%	2%

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Knowing the history of Poland	57%	58%	50%	60%	59%	56%	57%	59%	52%	58%
Participating in the study and protection of the cultural heritage	47%	43%	51%	56%	39%	45%	48%	47%	48%	47%
Passing history down to younger generations	44%	39%	51%	39%	42%	43%	51%	36%	44%	49%
Understanding the past to better prepare for the future	40%	49%	35%	39%	43%	37%	37%	39%	35%	44%
Understanding our own place in the world through our shared past	30%	28%	26%	34%	27%	48%	28%	39%	22%	29%
Uniting citizens around a common cultural heritage, whatever their origins	16%	15%	24%	14%	12%	17%	14%	16%	18%	15%
Entertaining and amusing citizens	9%	8%	11%	7%	8%	9%	10%	9%	12%	7%
Contributing to the quality of life	8%	6%	8%	7%	14%	7%	9%	10%	11%	6%
Contributing to the construction of Polish citizenship	7%	5%	6%	6%	13%	2%	7%	8%	11%	4%
Contributing to the local or national economy	7%	6%	6%	4%	10%	11%	6%	7%	7%	6%
Participating in the sustainable development of an area	6%	7%	10%	9%	6%	2%		8%	3%	7%
Contributing to the construction of European citizenship	5%	5%	7%	2%	8%	4%	5%	4%	8%	5%

To Polish people, archaeology research is mainly conducted by universities and public research institutes. More actors are quoted than in European average as if archaeology research was more spread among different stakeholders in Poland.

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

- To all -



More stakeholders are believed to conduct archaeological research according to upper socio-professional categories.

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	241	259	58	100	86	128	128
public research institutes	83%	83%	84%	82%	88%	87%	74%	87%
universities	80%	82%	77%	77%	81%	84%	75%	81%
amateur archaeology associations	64%	68%	59%	56%	64%	65%	67%	63%
museums	52%	54%	50%	48%	50%	54%	57%	48%
private companies	45%	50%	40%	42%	57%	48%	49%	30%
don't know, No answer	2%	2%	1%	3%		2%	3%	1%

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
public research institutes	83%	79%	83%	88%	84%	83%	82%	89%	78%	82%
universities	80%	80%	78%	83%	80%	85%	73%	88%	76%	75%
amateur archaeology associations	64%	60%	67%	64%	61%	62%	66%	71%	58%	61%
museums	52%	54%	45%	53%	52%	61%	51%	59%	44%	51%
private companies	45%	36%	45%	46%	51%	48%	45%	51%	50%	38%
don't know, No answer	2%	3%	1%		3%	2%	3%	0%	3%	2%

Archaeologists are perceived as professionals with multiple roles. Their role of treasures' discovery is far more recognised than in other European countries. On the contrary, they're less seen as conducting research in libraries.

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

- To all -



The young generation and inactive people have less ideas about what an archaeologist does.

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	241	259	58	100	86	128	128
They carry out archaeological excavations	99%	99%	99%	97%	98%	99%	100%	100%
They contribute to knowledge about civilisations	97%	99%	96%	96%	97%	99%	97%	98%
They interpret the traces of the past	97%	98%	97%	92%	96%	98%	98%	99%
They provide artefacts to museums	96%	97%	94%	90%	93%	97%	98%	98%
They discover treasures	93%	93%	93%	88%	92%	96%	95%	93%
They help to protect remains from the past	91%	91%	92%	86%	89%	96%	93%	91%
They write books	86%	92%	81%	79%	93%	87%	87%	83%
They help local people to understand their past	86%	89%	82%	75%	86%	89%	88%	86%
They teach	84%	86%	83%	76%	88%	86%	85%	84%
They organise exhibitions	69%	75%	64%	59%	64%	70%	71%	75%
They conduct research in libraries	59%	60%	57%	61%	68%	60%	55%	54%

YES

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
They carry out archaeological excavations	99%	99%	98%	99%	100%	100%	99%	100%	97%	100%
They contribute to knowledge about civilisations	97%	100%	96%	98%	95%	100%	97%	99%	99%	96%
They interpret the traces of the past	97%	98%	95%	98%	96%	98%	98%	98%	97%	97%
They provide artefacts to museums	96%	94%	97%	97%	96%	95%	96%	98%	93%	96%
They discover treasures	93%	95%	93%	93%	92%	98%	91%	95%	96%	91%
They help to protect remains from the past	91%	92%	90%	93%	90%	89%	95%	93%	91%	91%
They write books	86%	87%	83%	87%	85%	89%	88%	94%	85%	82%
They help local people to understand their past	86%	86%	87%	84%	86%	91%	81%	90%	89%	82%
They teach	84%	87%	80%	81%	87%	89%	84%	87%	90%	80%
They organise exhibitions	69%	69%	59%	70%	73%	78%	74%	69%	67%	70%
They conduct research in libraries	59%	66%	53%	49%	60%	65%	63%	69%	55%	54%



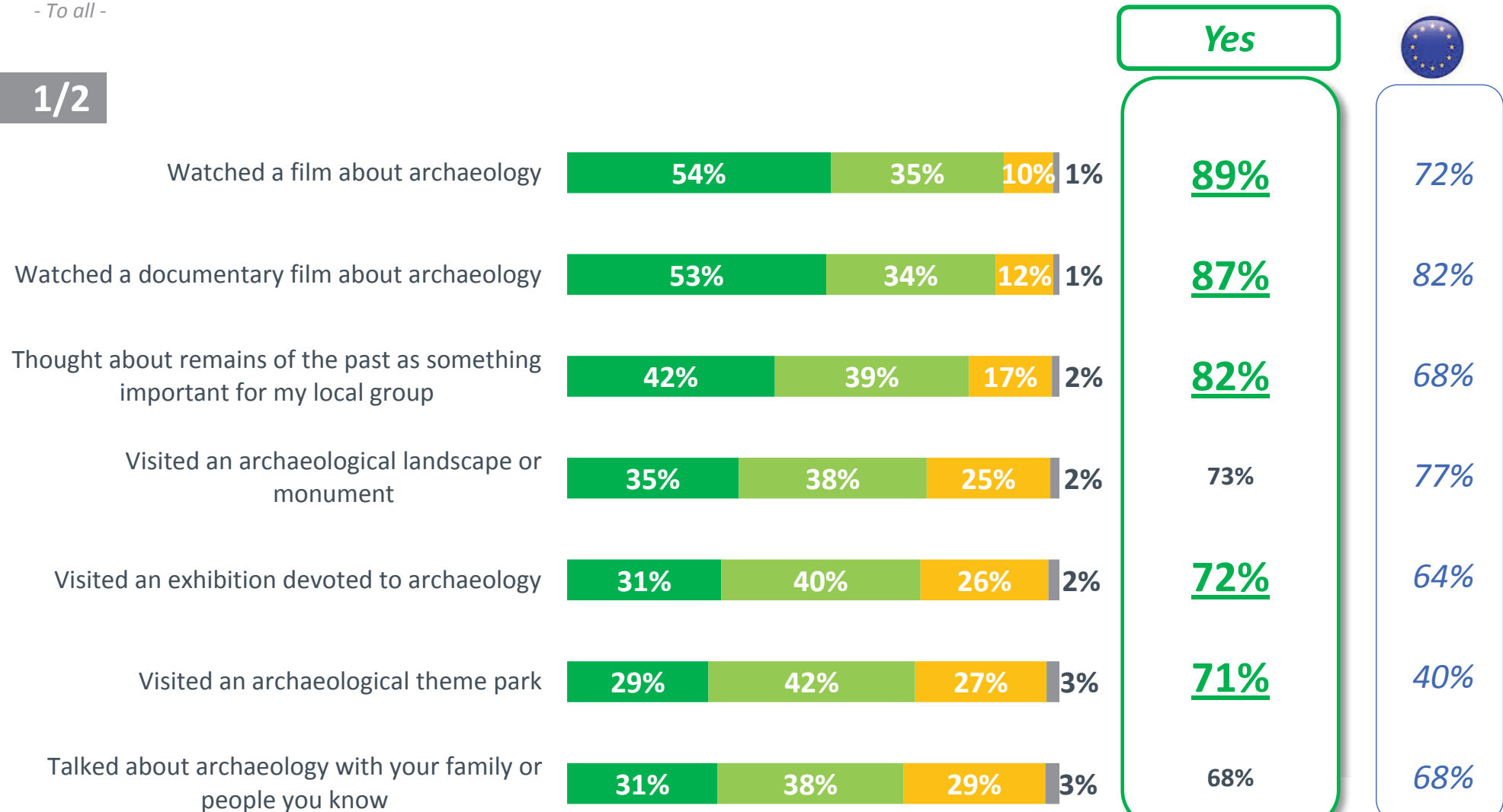
1.2. Practices and information sources in relation to archaeology

Polish people demonstrate a certain interest about archaeology; especially for watching films, documentaries or for visiting an archaeological site. Those practices are more important than in other European countries.

Q7. Have you ever :

- To all -

1/2



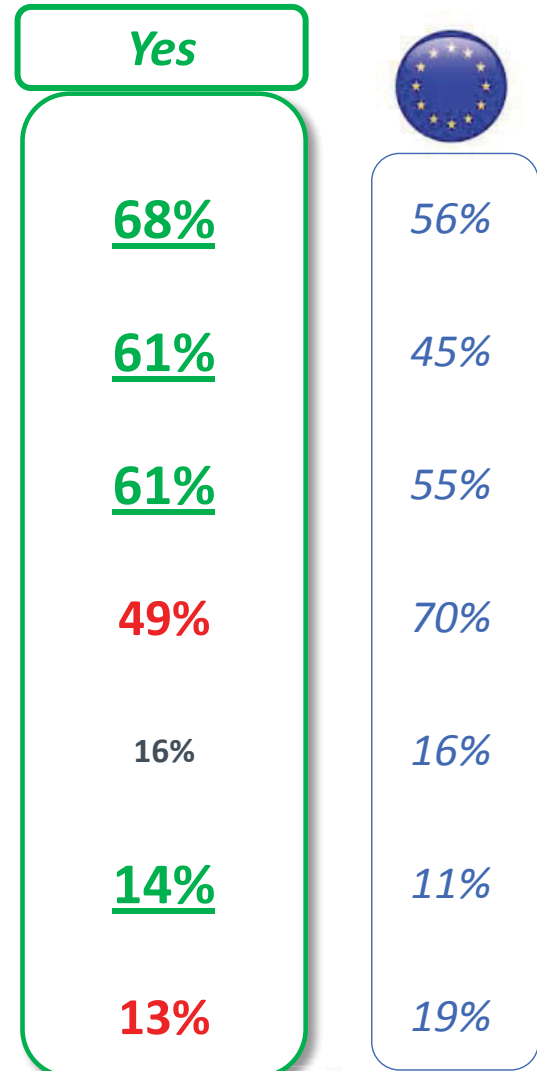
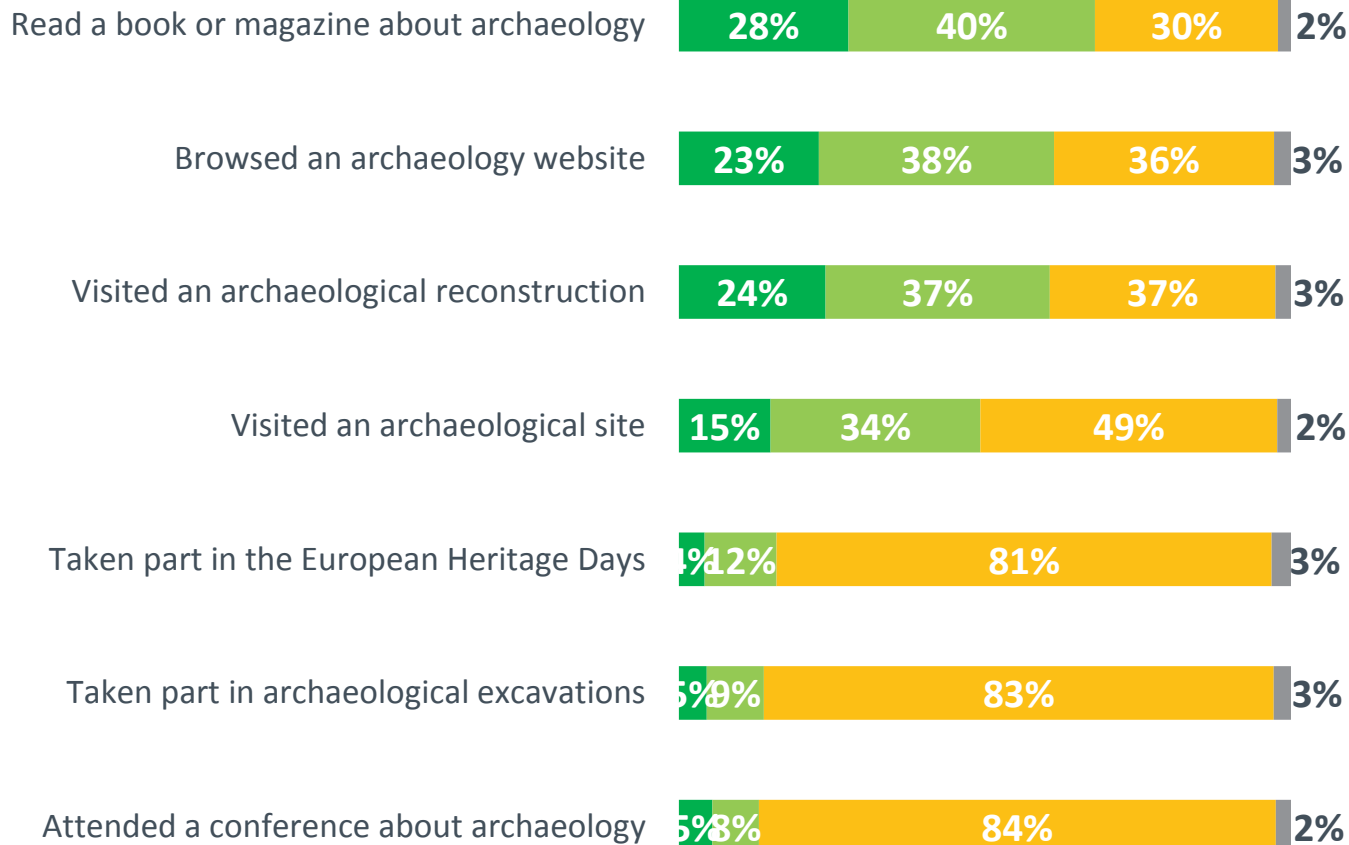
■ Several times ■ Once or twice ■ Never ■ Don't know / No answer

Some exceptions can be noted, though: visiting an archaeological site or attending a conference about archaeology do not seem to interest Polish people as much as Europeans' average.

Q7. Have you ever :

- To all -

2/2



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

Men, and more particularly upper socio-professional categories, seem to be the most interested in archaeology than the Polish people's average. As for the young generation, it has more declared having attended a conference about archaeology.

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	241	259	58	100	86	128	128
Watched a film about archaeology	89%	89%	88%	86%	84%	88%	93%	90%
Watched a documentary film about archaeology	87%	88%	86%	86%	83%	86%	91%	88%
Thought about remains of the past as something important for my local group	82%	82%	81%	77%	80%	81%	88%	79%
Visited an archaeological landscape or monument	73%	78%	68%	65%	74%	70%	75%	76%
Visited an exhibition devoted to archaeology	72%	75%	68%	59%	72%	76%	73%	73%
Visited an archaeological theme park	71%	74%	68%	64%	63%	70%	71%	80%
Talked about archaeology with your family or people you know	68%	70%	67%	63%	68%	67%	72%	68%
Read a book or magazine about archaeology	68%	71%	65%	55%	61%	67%	77%	70%
Browsed an archaeology website	61%	69%	54%	53%	63%	60%	63%	63%
Visited an archaeological reconstruction	61%	69%	52%	47%	57%	65%	60%	67%
Visited an archaeological site	49%	56%	43%	45%	46%	48%	53%	50%
Taken part in the European Heritage Days	16%	19%	13%	15%	22%	19%	12%	14%
Taken part in archaeological excavations	14%	16%	12%	21%	19%	12%	13%	8%
Attended a conference about archaeology	13%	14%	12%	21%	18%	15%	8%	8%

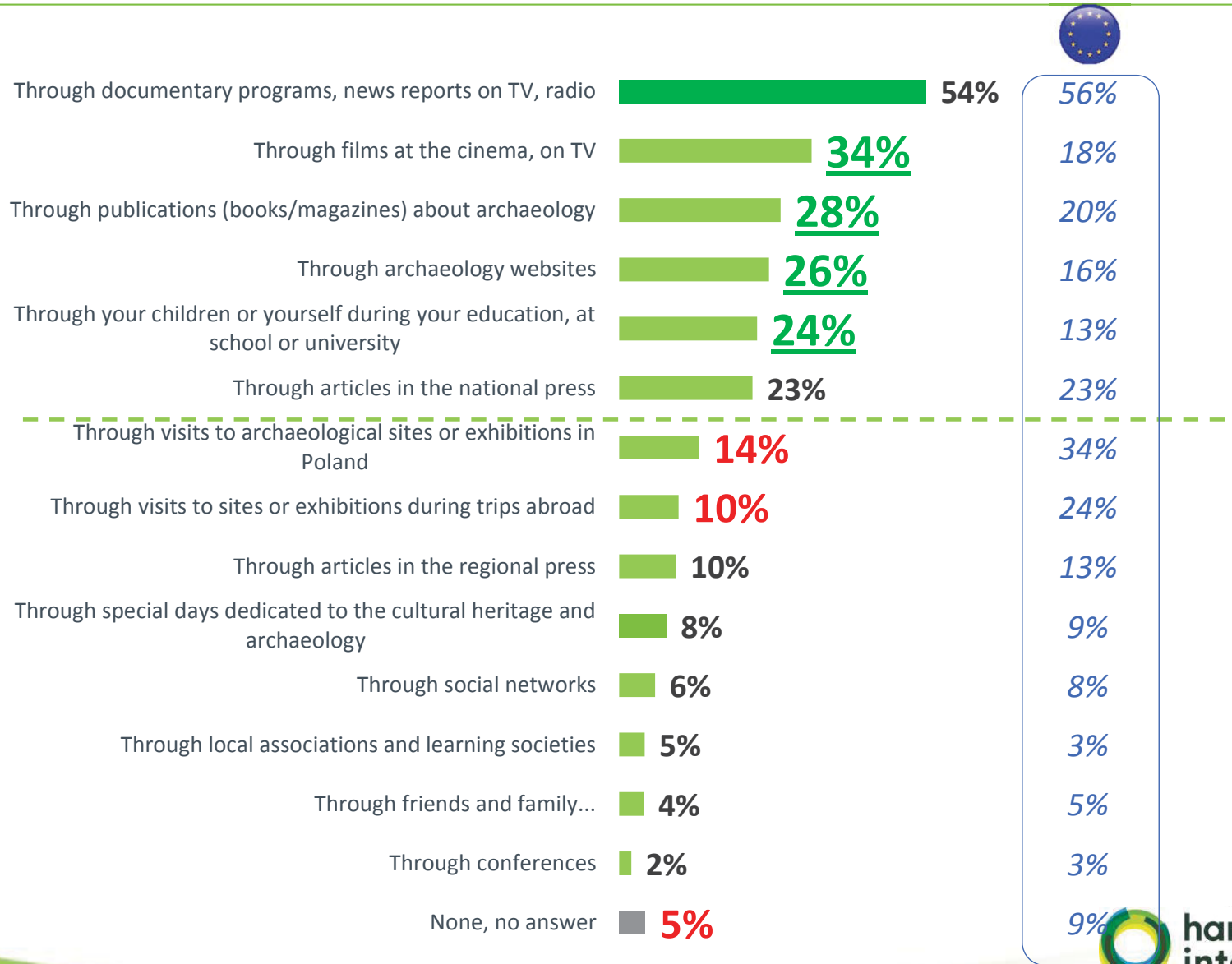
YES

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Watched a film about archaeology	89%	89%	91%	85%	86%	93%	90%	93%	86%	87%
Watched a documentary film about archaeology	87%	87%	90%	86%	81%	92%	87%	89%	85%	87%
Thought about remains of the past as something important for my local group	82%	82%	85%	79%	76%	85%	82%	89%	78%	79%
Visited an archaeological landscape or monument	73%	71%	74%	71%	70%	77%	76%	83%	67%	70%
Visited an exhibition devoted to archaeology	72%	66%	78%	73%	66%	77%	71%	78%	72%	67%
Visited an archaeological theme park	71%	61%	77%	75%	64%	70%	77%	78%	67%	68%
Talked about archaeology with your family or people you know	68%	63%	75%	67%	66%	66%	71%	79%	69%	61%
Read a book or magazine about archaeology	68%	67%	72%	73%	59%	72%	66%	75%	63%	65%
Browsed an archaeology website	61%	53%	66%	66%	60%	71%	56%	69%	67%	54%
Visited an archaeological reconstruction	61%	62%	63%	56%	54%	60%	70%	77%	59%	51%
Visited an archaeological site	49%	38%	47%	51%	51%	56%	59%	58%	47%	45%
Taken part in the European Heritage Days	16%	11%	24%	11%	14%	17%	18%	23%	19%	10%
Taken part in archaeological excavations	14%	11%	19%	13%	12%	13%	14%	23%	14%	8%
Attended a conference about archaeology	13%	10%	19%	12%	11%	14%	12%	20%	14%	9%

Programs on TV, films at the cinema and publications are the main sources of information on archaeology. These two last ways of being informed are more practiced by Polish people than in Europeans' average. On the contrary, visits (of sites or of an exhibitions) in correlation to actual practices are less mentioned.

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

- To all -




While a part of the old generation gets informed about archaeology through publications, young generations rather turn themselves to social networks and education. Upper socio-professional are far more informed about archaeology through their children or their education

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

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
Through documentary programs, news reports on TV, radio	54%	54%	54%	46%	53%	51%	62%	53%
Through films at the cinema, on TV	34%	34%	34%	25%	29%	37%	39%	35%
Through publications (books/magazines) about archaeology	28%	30%	27%	13%	21%	18%	43%	34%
Through archaeology websites	26%	28%	25%	23%	15%	24%	32%	32%
Through your children or yourself during your education, at school or university	24%	18%	30%	38%	24%	27%	19%	22%
Through articles in the national press	23%	23%	24%	27%	28%	26%	17%	24%
Through visits to archaeological sites or exhibitions in Poland	14%	16%	12%	10%	14%	10%	17%	15%
Through visits to sites or exhibitions during trips abroad	10%	9%	12%	8%	13%	10%	7%	13%
Through articles in the regional press	10%	12%	8%	13%	6%	14%	5%	14%
Through special days dedicated to the cultural heritage and archaeology	8%	7%	9%	5%	6%	10%	11%	9%
Through social networks	6%	6%	7%	14%	11%	5%	2%	4%
Through local associations and learning societies	5%	5%	4%	3%	7%	5%	4%	3%
Through friends and family...	4%	5%	4%	7%	7%	2%	2%	5%
Through conferences	2%	3%	2%	1%	5%	2%	2%	1%
None, No answer	5%	5%	4%	11%	9%	6%	1%	1%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Through documentary programs, news reports on TV, radio	54%	48%	54%	61%	54%	55%	54%	55%	52%	54%
Through films at the cinema, on TV	34%	37%	37%	30%	33%	34%	31%	29%	36%	36%
Through publications (books/magazines) about archaeology	28%	31%	29%	30%	25%	34%	23%	33%	19%	30%
Through archaeology websites	26%	26%	28%	28%	27%	28%	21%	23%	23%	30%
Through your children or yourself during your education, at school or university	24%	21%	19%	26%	29%	20%	32%	32%	19%	22%
Through articles in the national press	23%	20%	22%	22%	25%	30%	26%	25%	26%	21%
Through visits to archaeological sites or exhibitions in Poland	14%	16%	10%	19%	11%	11%	16%	18%	13%	12%
Through visits to sites or exhibitions during trips abroad	10%	6%	13%	13%	5%	13%	13%	13%	10%	9%
Through articles in the regional press	10%	10%	9%	13%	12%	10%	7%	12%	11%	8%
Through special days dedicated to the cultural heritage and archaeology	8%	11%	9%	7%	8%	5%	7%	12%	6%	7%
Through social networks	6%	3%	6%	7%	6%	10%	8%	4%	9%	6%
Through local associations and learning societies	5%	3%	6%	2%	9%	2%	5%	5%	5%	4%
Through friends and family...	4%	3%	7%	1%	4%	4%	7%	2%	6%	5%
Through conferences	2%	1%	3%	1%	2%	2%	4%	3%	4%	1%
None, No answer	5%	9%	4%	2%	4%	5%	3%	2%	7%	6%

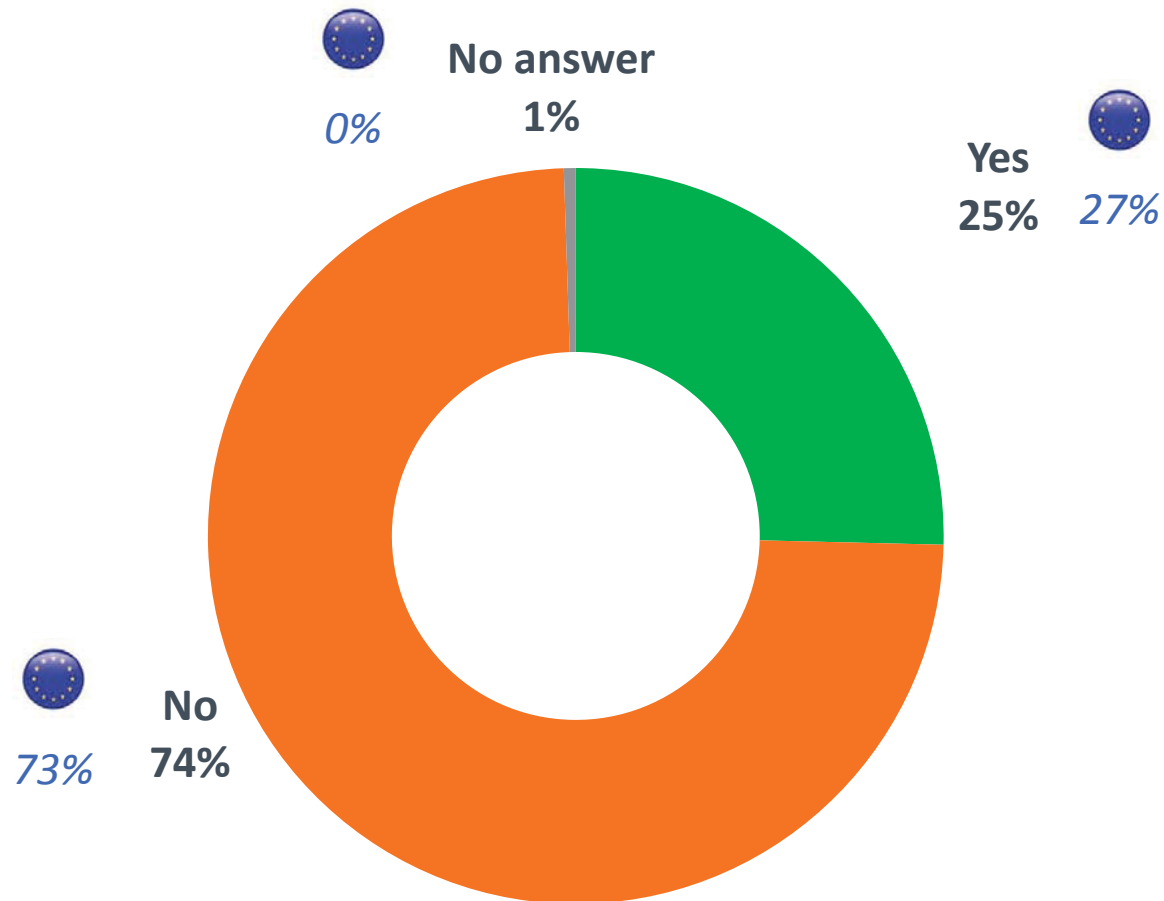


1.3. Interest in the field and level of knowledge of the principal archaeological sites worldwide

One quarter of Polish people has ever wanted to study archaeology. Results are similar to what can be observed throughout European results.

Q9. Have you ever wanted to study archaeology?

- To all -



Seniors as well as inactive people are the least interested parts of population.

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	241	259	58	100	86	128	128
Yes	25%	25%	26%	34%	28%	33%	25%	15%
No	74%	75%	73%	66%	72%	67%	74%	84%
No answer	1%		1%				1%	1%

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Yes	25%	25%	31%	24%	24%	26%	21%	30%	30%	20%
No	74%	74%	67%	76%	76%	74%	79%	70%	70%	79%
No answer	1%	1%	1%							1%

In spontaneous quotes, among Polish respondents who wish they studied archaeology, it is chiefly because they want to learn about the past, the origins of humanity and because discovery is fascinating.

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.	40%	52%
The fascination of discovery/pleasure of finding out new things about the past (curiosity)	40%	13%
Uncovering the truth about our past/discovering the mysteries of the past	27%	16%
I like history/archaeology/exploration	3%	12%
Relationship with / understanding of the present/ future	1%	7%
I like it/Everything (unspecified)	1%	3%
Improving knowledge/ understanding	0%	7%
Other	3%	7%



52%

13%

16%

12%

7%

3%

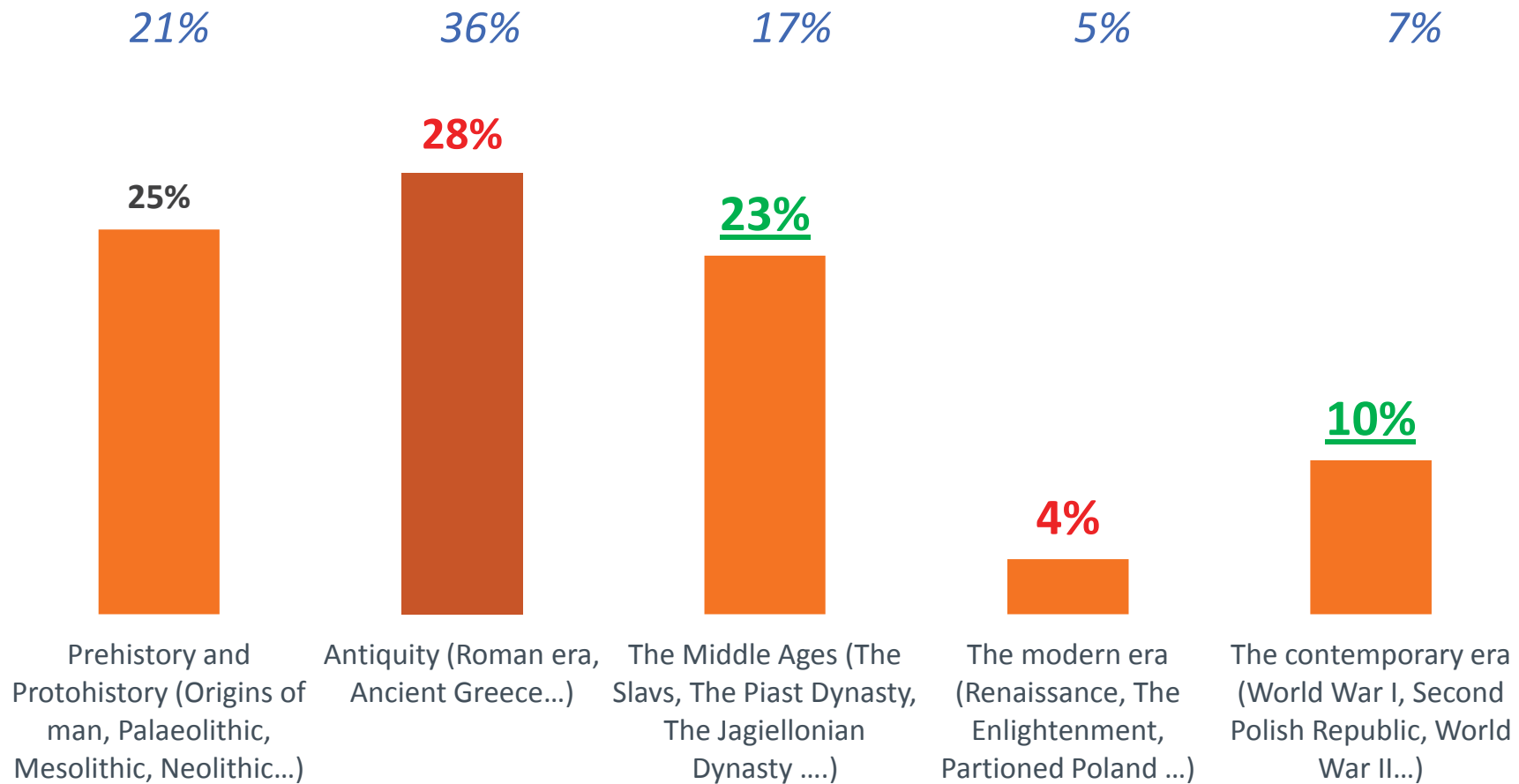
7%

7%

As it is the case with other Europeans, the most sought period is Antiquity, just before Prehistory and Protohistory. The Middle Ages and contemporary era are more chosen by Polish People than in Europeans' average.

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 : 11%



14%



The young generation is more interested in the contemporary era while the old generation would rather prefer the Middle Ages.

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 -

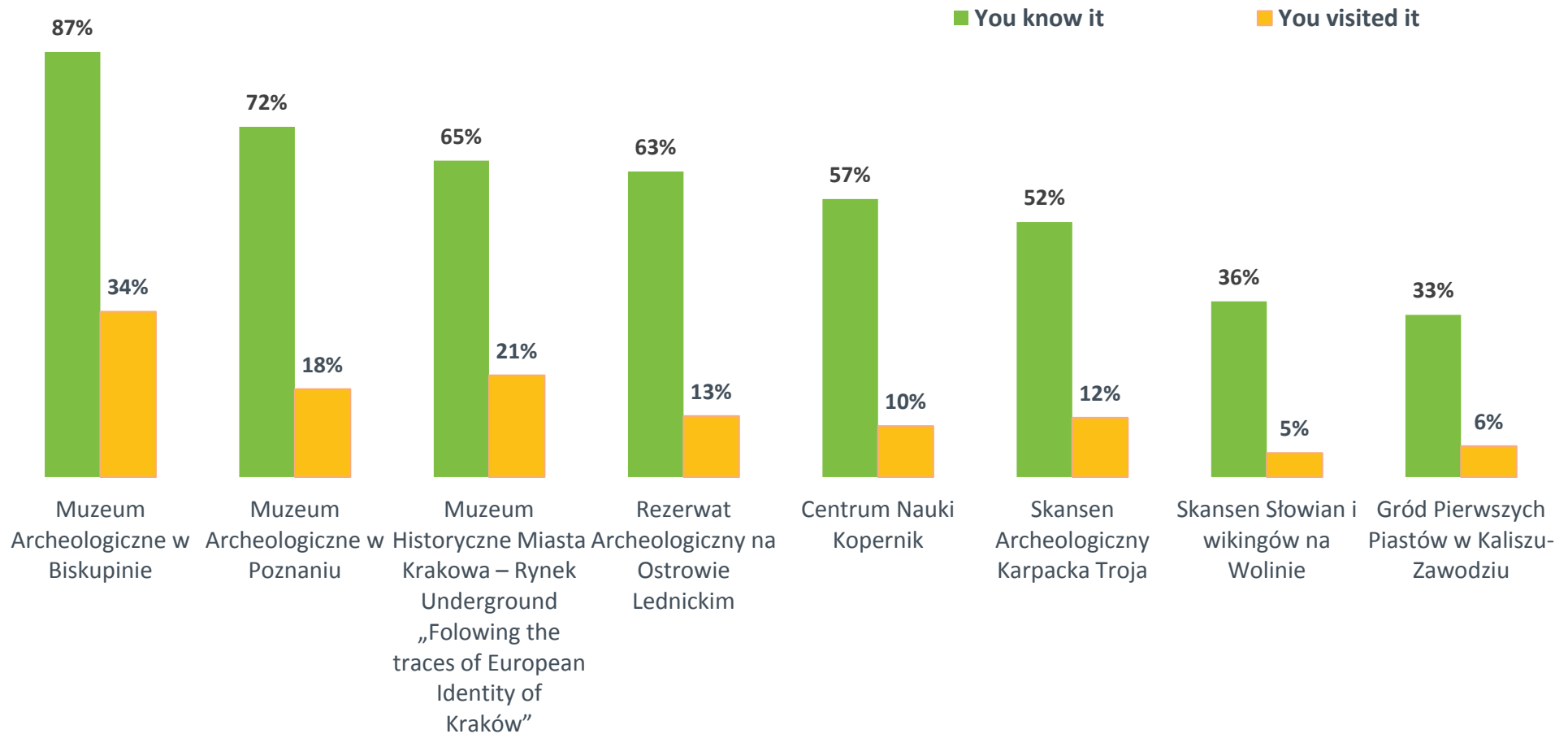
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
Antiquity (Roman era, Ancient Greece...)	28%	28%	28%	28%	34%	29%	31%	22%
Prehistory and Protohistory(Origins of man, Palaeolithic, Mesolithic, Neolithic...)	25%	25%	25%	18%	25%	20%	28%	27%
The Middle Ages (The Slavs, The Piast Dynasty, The Jagiellonian Dynasty)	23%	23%	23%	15%	23%	21%	20%	30%
The contemporary era (World War I, Second Polish Republic, World War II...)	10%	11%	9%	20%	10%	9%	8%	8%
The modern era (Renaissance, The Enlightenment, Partioned Poland ...)	4%	3%	4%	7%	2%	4%	3%	3%
Don't know	11%	10%	11%	12%	7%	16%	10%	11%

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Antiquity (Roman era, Ancient Greece...)	28%	28%	32%	31%	26%	30%	22%	34%	26%	26%
Prehistory and Protohistory(Origins of man, Palaeolithic, Mesolithic, Neolithic...)	25%	21%	30%	22%	25%	21%	28%	22%	28%	25%
The Middle Ages (The Slavs, The Piast Dynasty, The Jagiellonian Dynasty)	23%	21%	17%	27%	28%	23%	23%	24%	23%	22%
The contemporary era (World War I, Second Polish Republic, World War II...)	10%	13%	7%	9%	6%	13%	12%	12%	9%	9%
The modern era (Renaissance, The Enlightenment, Partioned Poland ...)	4%	4%	2%	5%	3%	2%	4%	4%	2%	4%
Don't know	11%	13%	11%	6%	12%	11%	11%	4%	12%	15%

Among the sites mentioned to respondents, the Biskupin archaeological museum is the one that is both the most known and the most visited by Polish people.

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

- To all -



The knowledge of sites and museums in Poland appears to be much more declared by seniors and men. This knowledge is also impacted by the area in which people live.

Q12. Here are some archaeological sites or museums in Poland, 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	241	259	58	100	86	128	128
Muzeum Archeologiczne w Biskupinie	87%	90%	85%	76%	86%	90%	85%	94%
Muzeum Archeologiczne w Poznaniu	72%	77%	68%	61%	67%	69%	77%	78%
Muzeum Historyczne Miasta Krakowa – Rynek Underground „Following the traces of European Identity of Kraków”	65%	71%	60%	64%	55%	63%	67%	73%
Rezerwat Archeologiczny na Ostrowie Lednickim	63%	70%	56%	51%	53%	58%	71%	71%
Centrum Nauki Kopernik	57%	62%	52%	51%	46%	47%	69%	63%
Skansen Archeologiczny Karpacka Troja	52%	56%	49%	56%	47%	48%	55%	56%
Skansen Słowian i wikingów na Wolinie	36%	38%	34%	39%	34%	35%	37%	36%
Gród Pierwszych Piastów w Kaliszu-Zawodziu	33%	34%	32%	41%	33%	36%	34%	28%

YOU KNOW IT

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Muzeum Archeologiczne w Biskupinie	87%	88%	89%	90%	85%	90%	82%	92%	82%	87%
Muzeum Archeologiczne w Poznaniu	72%	82%	71%	77%	66%	70%	61%	73%	71%	72%
Muzeum Historyczne Miasta Krakowa – Rynek Underground „Following the traces of European Identity of Kraków”	65%	63%	73%	66%	62%	68%	57%	72%	60%	63%
Rezerwat Archeologiczny na Ostrowie Lednickim	63%	67%	59%	64%	66%	69%	54%	67%	62%	61%
Centrum Nauki Kopernik	57%	51%	56%	54%	69%	64%	54%	60%	51%	58%
Skansen Archeologiczny Karpacka Troja	52%	49%	54%	43%	70%	49%	51%	57%	48%	52%
Skansen Słowian i wikingów na Wolinie	36%	33%	38%	41%	37%	34%	33%	38%	37%	34%
Gród Pierwszych Piastów w Kaliszu-Zawodziu	33%	36%	39%	24%	39%	31%	27%	36%	40%	29%

The same observation goes for sites and museums that have been visited.

Q12. Here are some archaeological sites or museums in Poland, 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	241	259	58	100	86	128	128
Muzeum Archeologiczne w Biskupinie	34%	34%	34%	35%	32%	37%	29%	38%
Muzeum Historyczne Miasta Krakowa – Rynek Underground „Following the traces of European Identity of Kraków”	21%	24%	18%	14%	13%	21%	28%	22%
Muzeum Archeologiczne w Poznaniu	18%	22%	15%	12%	13%	22%	21%	20%
Rezerwat Archeologiczny na Ostrowie Lednickim	13%	13%	12%	16%	9%	11%	13%	15%
Skansen Archeologiczny Karpacka Troja	12%	14%	10%	11%	12%	18%	10%	12%
Centrum Nauki Kopernik	10%	12%	9%	20%	8%	11%	8%	9%
Gród Pierwszych Piastów w Kaliszu-Zawodziu	6%	6%	7%	9%	7%	10%	5%	3%
Skansen Słowian i wikingów na Wolinie	5%	7%	3%	5%	7%	6%	4%	3%

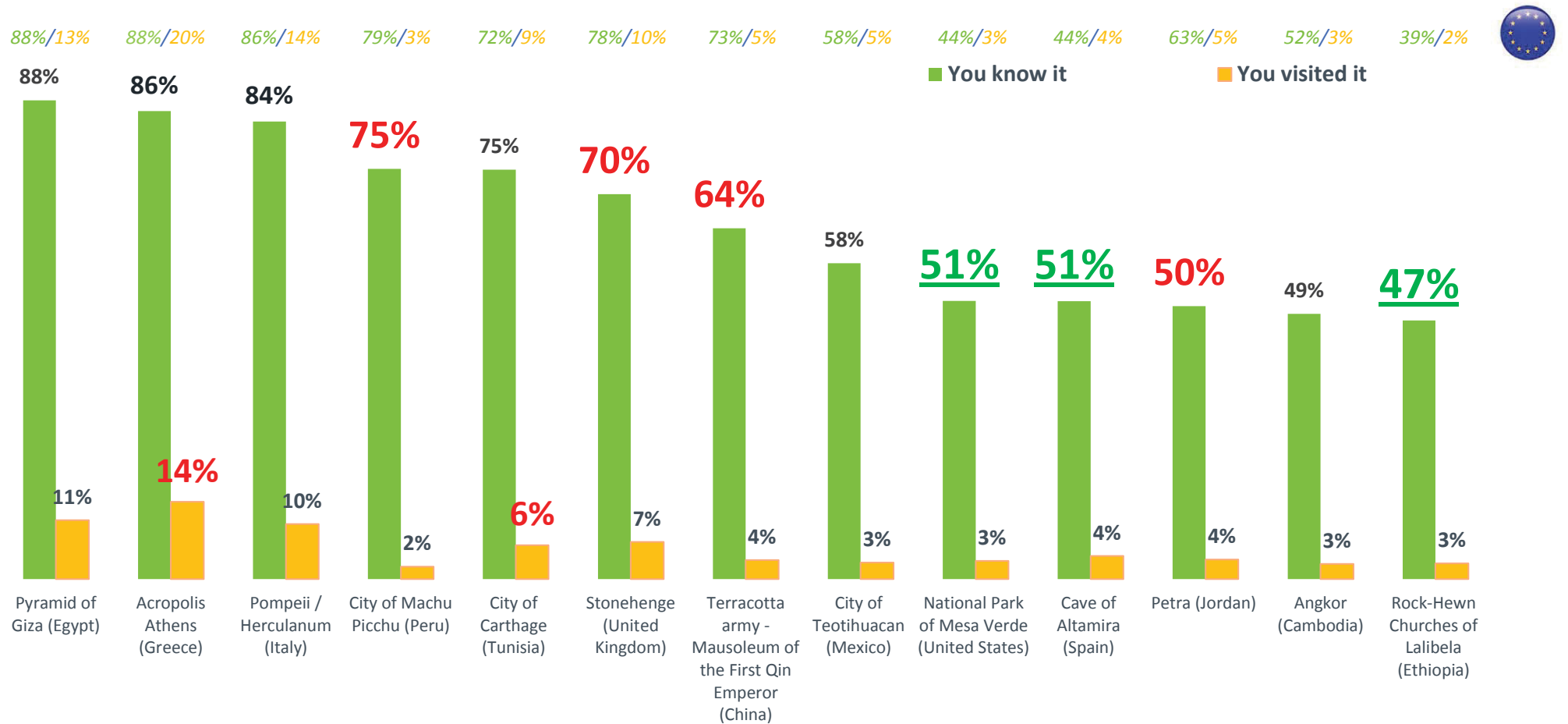
YOU VISITED IT

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Muzeum Archeologiczne w Biskupinie	34%	35%	24%	28%	37%	42%	45%	44%	32%	29%
Muzeum Historyczne Miasta Krakowa – Rynek Underground „Following the traces of European Identity of Kraków”	21%	20%	36%	16%	13%	21%	15%	28%	17%	18%
Muzeum Archeologiczne w Poznaniu	18%	28%	13%	15%	14%	20%	19%	27%	16%	13%
Rezerwat Archeologiczny na Ostrowie Lednickim	13%	16%	9%	10%	16%	19%	8%	21%	8%	9%
Skansen Archeologiczny Karpacka Troja	12%	10%	9%	10%	23%	11%	12%	15%	11%	10%
Centrum Nauki Kopernik	10%	12%	7%	8%	13%	12%	13%	16%	10%	7%
Gród Pierwszych Piastów w Kaliszu-Zawodziu	6%	9%	6%	4%	8%	4%	6%	9%	7%	4%
Skansen Słowian i wikingów na Wolinie	5%	4%	10%	7%	3%		1%	9%	3%	3%

For a good part of sites mentioned around the world, Polish people have a high knowledge (to some extent similar to what has been observed in Europe) of the Pyramid of Giza in Egypt, the Acropolis in Greece and Pompeii in Italy.

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

The knowledge of sites and museums in Poland knowledge of sites and museums in the world appears to be much more declared among upper socio-professional categories and men.

Q12. Here are some archaeological sites or museums in other countries, 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	241	259	58	100	86	128	128
Pyramid of Giza (Egypt)	88%	88%	87%	83%	93%	88%	87%	86%
Acropolis Athens (Greece)	86%	89%	83%	80%	87%	88%	87%	84%
Pompeii / Herculenum (Italy)	84%	85%	82%	78%	85%	82%	84%	85%
City of Machu Picchu (Peru)	75%	82%	69%	72%	76%	79%	72%	75%
City of Carthage (Tunisia)	75%	80%	70%	72%	78%	75%	77%	72%
Stonehenge (United Kingdom)	70%	77%	64%	77%	80%	75%	64%	63%
Terracotta army - Mausoleum of the First Qin Emperor (China)	64%	69%	60%	56%	61%	70%	67%	64%
City of Teotihuacan (Mexico)	58%	67%	50%	48%	59%	57%	61%	58%
National Park of Mesa Verde (United States)	51%	56%	47%	51%	61%	47%	48%	49%
Cave of Altamira (Spain)	51%	55%	47%	52%	51%	52%	51%	49%
Petra (Jordan)	50%	49%	51%	42%	56%	52%	49%	48%
Angkor (Cambodia)	49%	57%	41%	47%	51%	53%	47%	46%
Rock-Hewn Churches of Lalibela (Ethiopia)	47%	52%	43%	48%	47%	50%	45%	48%

YOU KNOW IT

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Pyramid of Giza (Egypt)	88%	88%	88%	90%	83%	88%	89%	96%	84%	84%
Acropolis Athens (Greece)	86%	88%	91%	86%	85%	84%	77%	96%	79%	82%
Pompeii / Herculenum (Italy)	84%	85%	91%	81%	82%	75%	84%	92%	79%	80%
City of Machu Picchu (Peru)	75%	77%	77%	78%	78%	64%	70%	88%	72%	68%
City of Carthage (Tunisia)	75%	76%	85%	68%	74%	66%	76%	84%	73%	70%
Stonehenge (United Kingdom)	70%	67%	81%	65%	69%	66%	72%	80%	72%	64%
Terracotta army - Mausoleum of the First Qin Emperor (China)	64%	68%	69%	65%	60%	66%	56%	76%	61%	58%
City of Teotihuacan (Mexico)	58%	54%	67%	55%	55%	54%	60%	70%	53%	52%
National Park of Mesa Verde (United States)	51%	45%	60%	48%	48%	53%	51%	60%	51%	45%
Cave of Altamira (Spain)	51%	54%	58%	47%	42%	47%	53%	61%	54%	43%
Petra (Jordan)	50%	55%	63%	40%	38%	53%	48%	59%	55%	42%
Angkor (Cambodia)	49%	51%	57%	43%	45%	49%	45%	59%	47%	42%
Rock-Hewn Churches of Lalibela (Ethiopia)	47%	52%	50%	43%	43%	41%	51%	56%	45%	43%

Upper socio-professional categories have visited much more sites and museums in the world than the rest of the Polish population.

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

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	241	259	58	100	86	128	128
Acropolis Athens (Greece)	14%	14%	14%	12%	13%	18%	12%	16%
Pyramid of Giza (Egypt)	11%	14%	8%	9%	11%	15%	10%	9%
Pompeii / Herculenum (Italy)	10%	10%	11%	8%	6%	14%	9%	13%
Stonehenge (United Kingdom)	7%	9%	5%	8%	13%	7%	1%	7%
City of Carthage (Tunisia)	6%	9%	4%	3%	6%	9%	6%	6%
Cave of Altamira (Spain)	4%	6%	3%	3%	3%	6%	3%	5%
Petra (Jordan)	4%	6%	2%	3%	4%	4%	3%	4%
Terracotta army - Mausoleum of the First Qin Emperor (China)	4%	5%	2%	8%	5%	3%	1%	3%
National Park of Mesa Verde (United States)	3%	5%	2%	4%	3%	7%	2%	2%
City of Teotihuacan (Mexico)	3%	5%	1%	6%	5%	2%	2%	2%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	5%	1%	9%	4%	3%	1%	1%
Angkor (Cambodia)	3%	4%	2%	6%	3%	4%		3%
City of Machu Picchu (Peru)	2%	3%	1%	8%	3%	2%		1%

YOU VISITED IT

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Acropolis Athens (Greece)	14%	16%	18%	10%	12%	17%	11%	24%	8%	10%
Pyramid of Giza (Egypt)	11%	13%	16%	8%	6%	9%	10%	19%	9%	6%
Pompeii / Herculenum (Italy)	10%	14%	13%	6%	6%	14%	6%	17%	8%	7%
Stonehenge (United Kingdom)	7%	6%	11%	5%	5%	3%	8%	12%	5%	4%
City of Carthage (Tunisia)	6%	4%	11%	7%	2%	4%	7%	13%	4%	3%
Cave of Altamira (Spain)	4%	7%	4%	4%	1%	3%	5%	8%	3%	2%
Petra (Jordan)	4%	3%	8%	4%			4%	8%	2%	2%
Terracotta army - Mausoleum of the First Qin Emperor (China)	4%	3%	9%	3%	2%		2%	6%	2%	3%
National Park of Mesa Verde (United States)	3%	5%	4%	2%	1%	4%	3%	5%	4%	2%
City of Teotihuacan (Mexico)	3%	3%	5%	3%	2%		3%	5%	3%	2%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	3%	4%	2%	2%	2%	4%	4%	3%	2%
Angkor (Cambodia)	3%	3%	5%	3%	1%	3%		4%	2%	2%
City of Machu Picchu (Peru)	2%	3%	6%	1%	1%		1%	3%	2%	2%



1.4. Image of, attachment to and commitment to archaeology

Polish people have an excellent image of archaeology especially for its value and its usefulness. A quarter of them find archaeology rather outdated and unmoving. This latter statement is above Europeans' average score.

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

- To all -



Pointless



Useful

90%

No value



Great value

91%

Boring



Enthralling

87%

Unmoving



Moving

81%

Outdated



Modern

76%

The young generation as well as inactive people are the people who associate the least archaeology as moving.

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

To all : 442

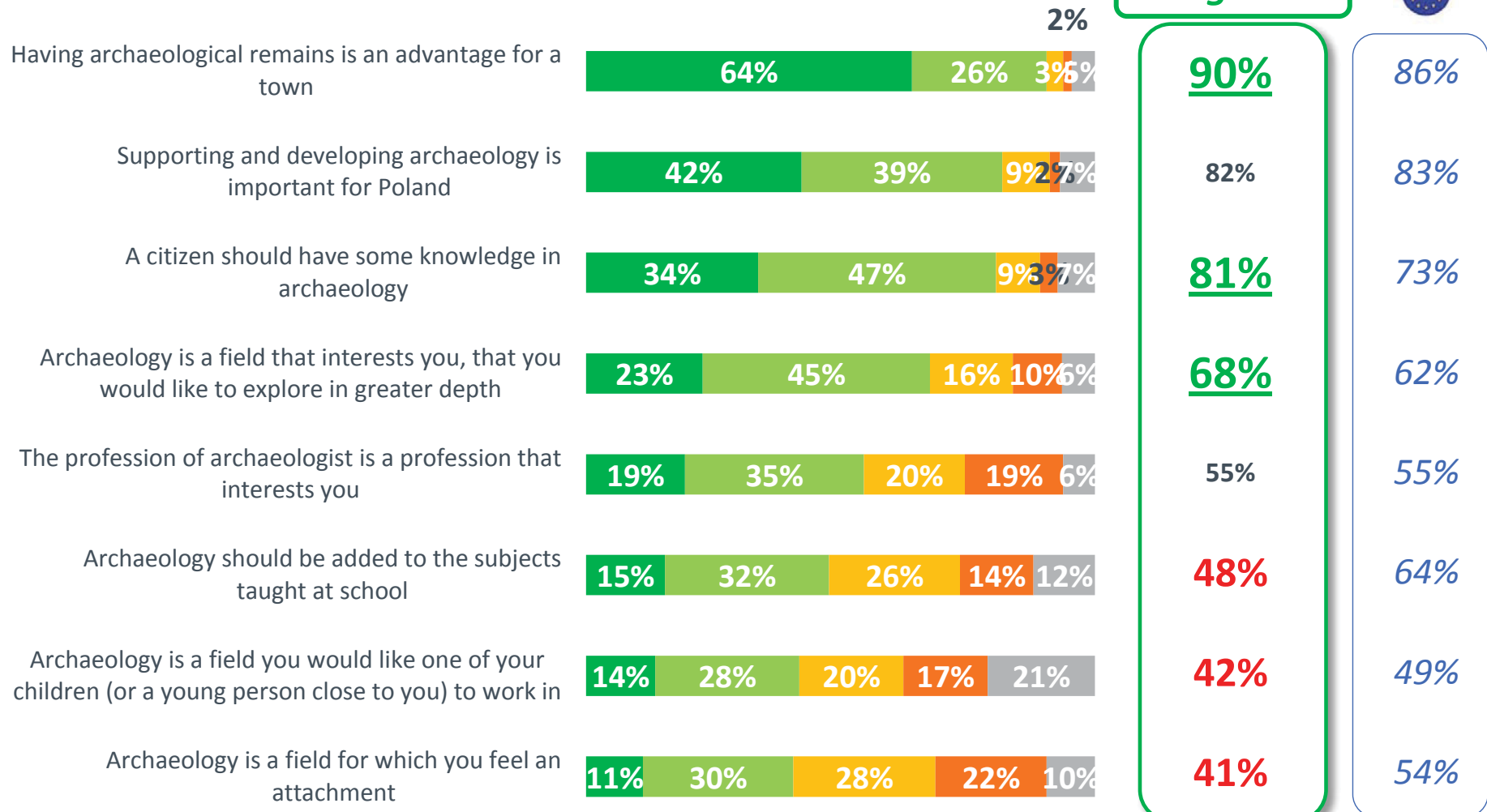
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Useful	92%	91%	93%	91%	90%	95%	89%	94%
Great value	92%	89%	94%	93%	92%	93%	88%	94%
Enthralling	91%	91%	92%	86%	95%	96%	90%	89%
Moving	75%	73%	78%	62%	72%	81%	80%	75%
Modern	74%	73%	74%	74%	65%	80%	71%	79%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Useful	92%	92%	84%	93%	94%	98%	94%	93%	90%	92%
Great value	92%	90%	88%	94%	91%	98%	92%	92%	91%	91%
Enthralling	91%	90%	87%	97%	94%	92%	89%	93%	91%	90%
Moving	75%	71%	71%	79%	78%	81%	77%	80%	78%	71%
Modern	74%	78%	71%	65%	76%	81%	73%	74%	75%	73%

As it is the case among other Europeans, the value of archaeology is highly considered by the Polish population but only less than half of them think that archaeology should be learned at school or practiced by someone close. The declared attachment to archaeology's field is also less strong than in other European countries.

Q14. Personally, would you say that...

- To all -



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

Young people are less affirmative on these statements.

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	241	259	58	100	86	128	128
Having archaeological remains is an advantage for a town	90%	91%	90%	85%	95%	86%	95%	89%
Supporting and developing archaeology is important for Poland	82%	83%	81%	68%	81%	82%	86%	84%
A citizen should have some knowledge in archaeology	81%	81%	80%	71%	79%	78%	84%	84%
Archaeology is a field that interests you, that you would like to explore in greater depth	68%	70%	65%	56%	67%	73%	73%	65%
The profession of archaeologist is a profession that interests you	55%	56%	53%	45%	54%	57%	62%	50%
Archaeology should be added to the subjects taught at school	48%	49%	47%	45%	45%	43%	53%	48%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	42%	44%	40%	28%	48%	43%	51%	33%
Archaeology is a field for which you feel an attachment	41%	45%	36%	32%	45%	50%	43%	32%

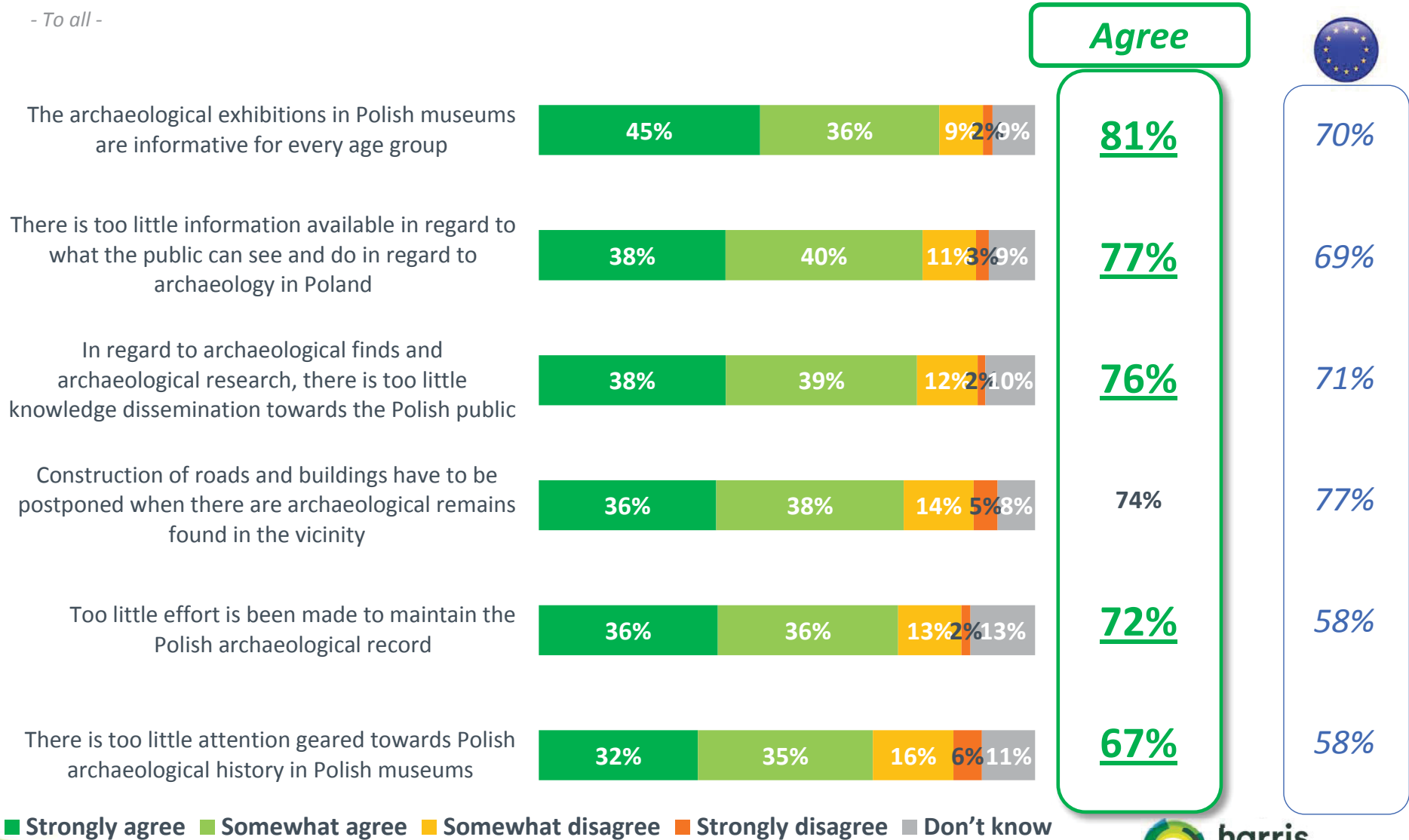
AGREE

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Having archaeological remains is an advantage for a town	90%	92%	89%	89%	90%	95%	89%	93%	85%	91%
Supporting and developing archaeology is important for Poland	82%	80%	78%	79%	85%	93%	81%	80%	79%	84%
A citizen should have some knowledge in archaeology	81%	77%	86%	78%	79%	87%	79%	77%	77%	84%
Archaeology is a field that interests you, that you would like to explore in greater depth	68%	65%	70%	64%	70%	69%	68%	69%	64%	68%
The profession of archaeologist is a profession that interests you	55%	50%	59%	58%	52%	59%	51%	53%	55%	55%
Archaeology should be added to the subjects taught at school	48%	36%	51%	46%	46%	58%	56%	43%	47%	51%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	42%	37%	43%	41%	40%	48%	46%	40%	45%	42%
Archaeology is a field for which you feel an attachment	41%	36%	41%	43%	39%	44%	45%	45%	46%	36%

For a large majority of Polish people, archaeology exhibitions in museums suit for every age group, although it should spread to a larger audience. Archaeological remains also have to be preserved from destruction. Polish generally agree more on these statements than the European average which is a good sign of their attachment to archaeology.

Q15. Personally, would you say that...

- To all -



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



Again the young generation is less affirmative on these affirmations.

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	241	259	58	100	86	128	128
The archaeological exhibitions in the Polish museums are informative for every age group	81%	82%	80%	65%	74%	78%	87%	88%
There is too little information available in regard to what the public can see and do in regard to archaeology in Poland	77%	78%	77%	72%	78%	79%	77%	78%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Polish public	76%	74%	79%	68%	77%	80%	76%	77%
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	74%	71%	76%	61%	76%	81%	73%	73%
Too little effort has been made to maintain the Polish archaeological record	72%	72%	72%	64%	77%	72%	74%	71%
There is too little attention geared towards Polish archaeological history in Polish museums	67%	68%	66%	50%	74%	68%	69%	68%

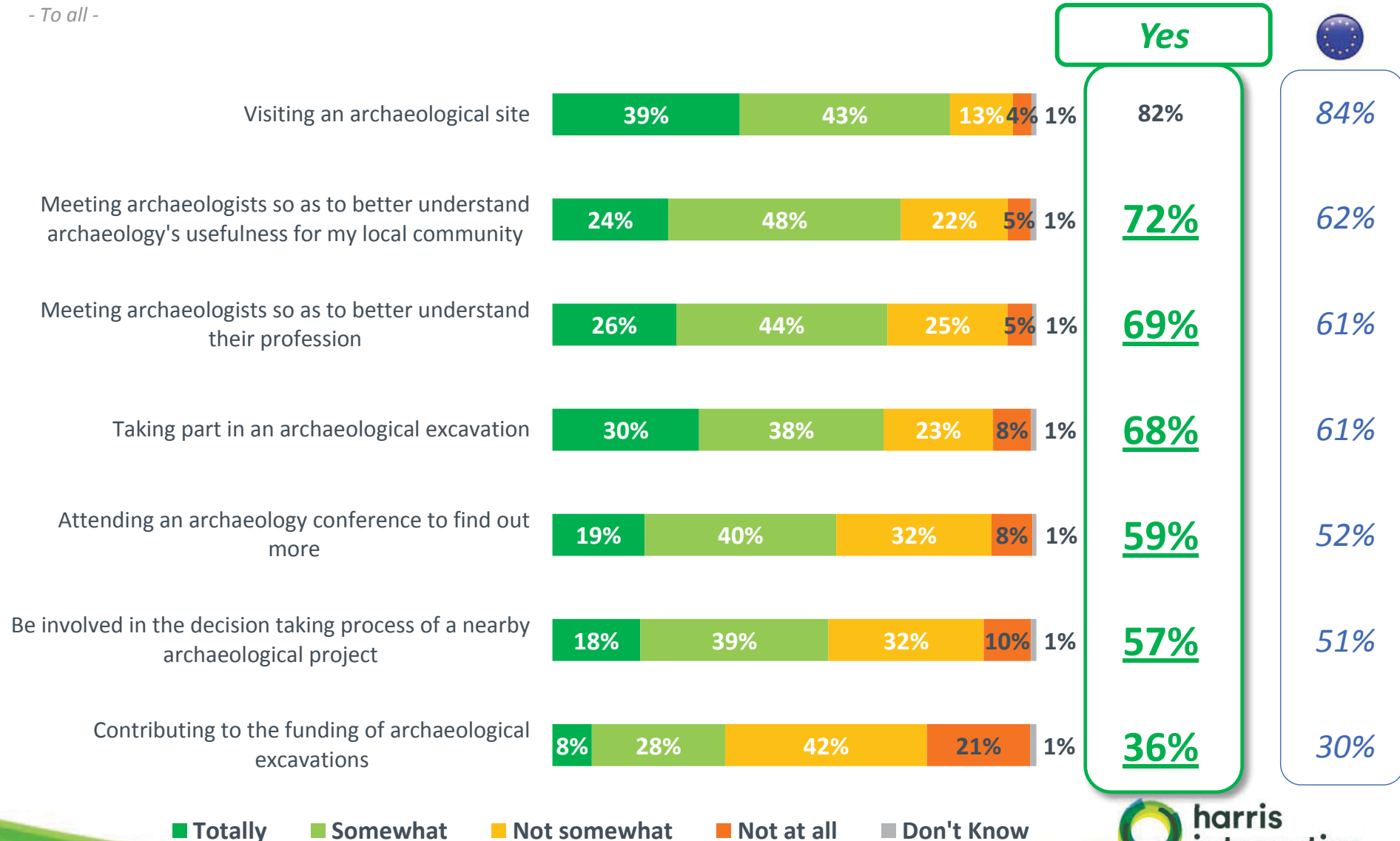
AGREE

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
The archaeological exhibitions in the Polish museums are informative for every age group	81%	78%	82%	83%	80%	78%	81%	81%	74%	83%
There is too little information available in regard to what the public can see and do in regard to archaeology in Poland	77%	75%	73%	82%	76%	78%	82%	81%	71%	78%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Polish public	76%	75%	76%	72%	73%	77%	86%	80%	72%	76%
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	74%	77%	71%	71%	68%	80%	77%	73%	71%	75%
Too little effort has been made to maintain the Polish archaeological record	72%	73%	74%	69%	68%	73%	77%	75%	69%	72%
There is too little attention geared towards Polish archaeological history in Polish museums	67%	60%	67%	70%	66%	73%	73%	68%	67%	67%

More than other Europeans, Polish people express the wish to be closer to archaeology although only a third of them would actually be ready to contribute to the funding of archaeological excavations.

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

- To all -



The upper social categories, women and younger generations seem more proactive than the rest of the Polish population. Seniors as well as inactive people are the least interested in taking part in the actions mentioned.

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	241	259	58	100	86	128	128
Visiting an archaeological site	82%	81%	83%	72%	89%	80%	91%	73%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	72%	68%	76%	67%	78%	70%	76%	67%
Meeting archaeologists so as to better understand their profession	69%	65%	73%	68%	78%	70%	75%	57%
Taking part in an archaeological excavation	68%	63%	74%	74%	80%	80%	68%	50%
Attending an archaeology conference to find out more	59%	59%	58%	61%	61%	61%	64%	49%
Be involved in the decision taking process of a nearby archaeological project	57%	58%	56%	60%	60%	65%	59%	46%
Contributing to the funding of archaeological excavations	36%	36%	36%	40%	41%	45%	34%	25%

YES

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Visiting an archaeological site	82%	83%	79%	87%	81%	84%	80%	85%	86%	78%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	72%	63%	71%	76%	71%	80%	77%	78%	75%	67%
Meeting archaeologists so as to better understand their profession	69%	68%	68%	62%	70%	80%	73%	76%	75%	62%
Taking part in an archaeological excavation	68%	68%	67%	68%	62%	77%	71%	75%	81%	59%
Attending an archaeology conference to find out more	59%	53%	58%	61%	57%	69%	58%	66%	60%	53%
Be involved in the decision taking process of a nearby archaeological project	57%	49%	55%	60%	56%	66%	62%	61%	66%	51%
Contributing to the funding of archaeological excavations	36%	29%	37%	31%	29%	55%	41%	41%	41%	30%

II- Positioning of archaeology

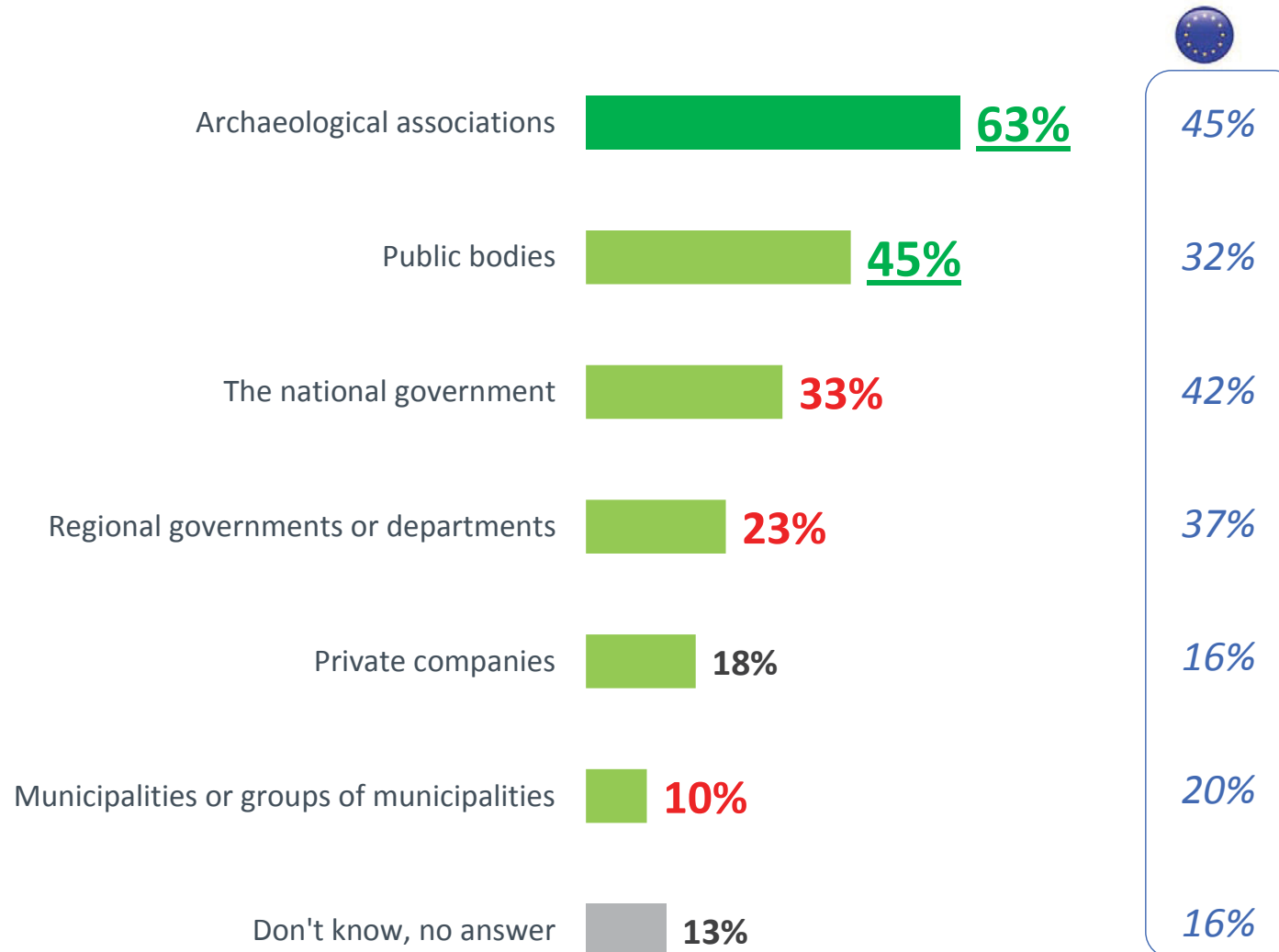


2.1. Managing archaeology : knowledge and wishes

To Polish people, archaeology is mainly managed by associations (63%) but also by public bodies (45%). These statements are really different from what other Europeans answered.

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

- To all -



To older generation, the national government is more involved in the managing of archaeology in Poland.

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

- To all -

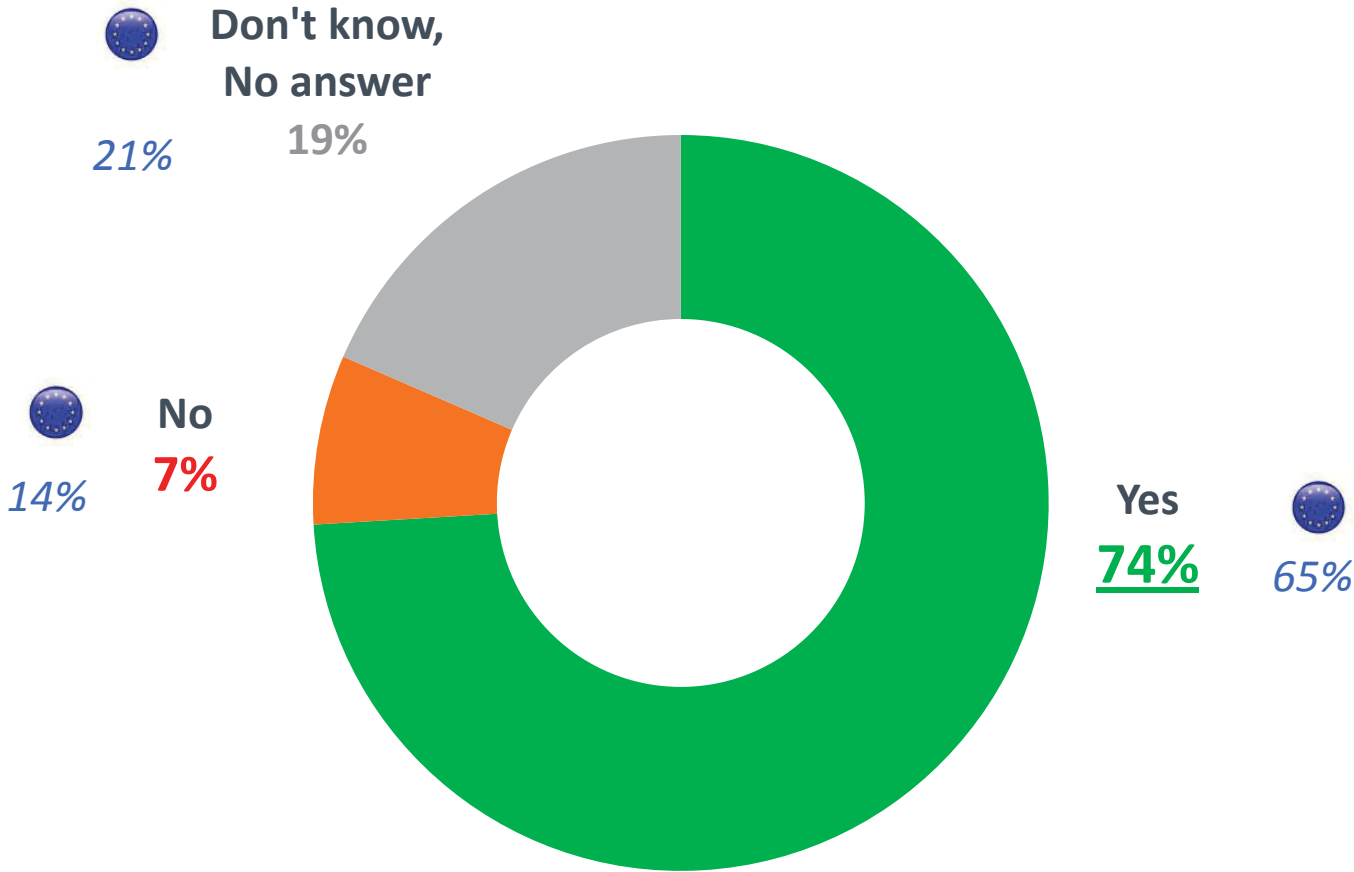
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
Archaeological associations	63%	62%	63%	59%	63%	60%	67%	62%
Public bodies	45%	46%	43%	36%	46%	51%	45%	43%
The national government	33%	36%	30%	17%	29%	34%	36%	40%
Regional governments or departments	23%	26%	21%	28%	24%	19%	19%	29%
Private companies	18%	17%	20%	20%	20%	21%	21%	12%
Municipalities or groups of municipalities	10%	13%	8%	12%	9%	11%	10%	10%
Don't know, No answer	13%	14%	13%	15%	14%	8%	15%	15%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Archaeological associations	63%	53%	66%	64%	68%	68%	61%	55%	64%	67%
Public bodies	45%	47%	45%	38%	46%	46%	45%	50%	42%	42%
The national government	33%	25%	36%	33%	34%	34%	38%	34%	31%	33%
Regional governments or departments	23%	23%	24%	17%	24%	26%	28%	25%	16%	26%
Private companies	18%	20%	19%	17%	16%	22%	18%	18%	25%	16%
Municipalities or groups of municipalities	10%	11%	13%	7%	9%	12%	11%	12%	9%	9%
Don't know, No answer	13%	17%	14%	13%	11%	12%	13%	12%	14%	14%

More than other Europeans, three quarters of Polish people think that it is the State's job to manage archaeology.

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

- To all -



The willingness that the State must assume the responsibility of managing archaeology does not differ so much from one category of population to another.

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

- To all -

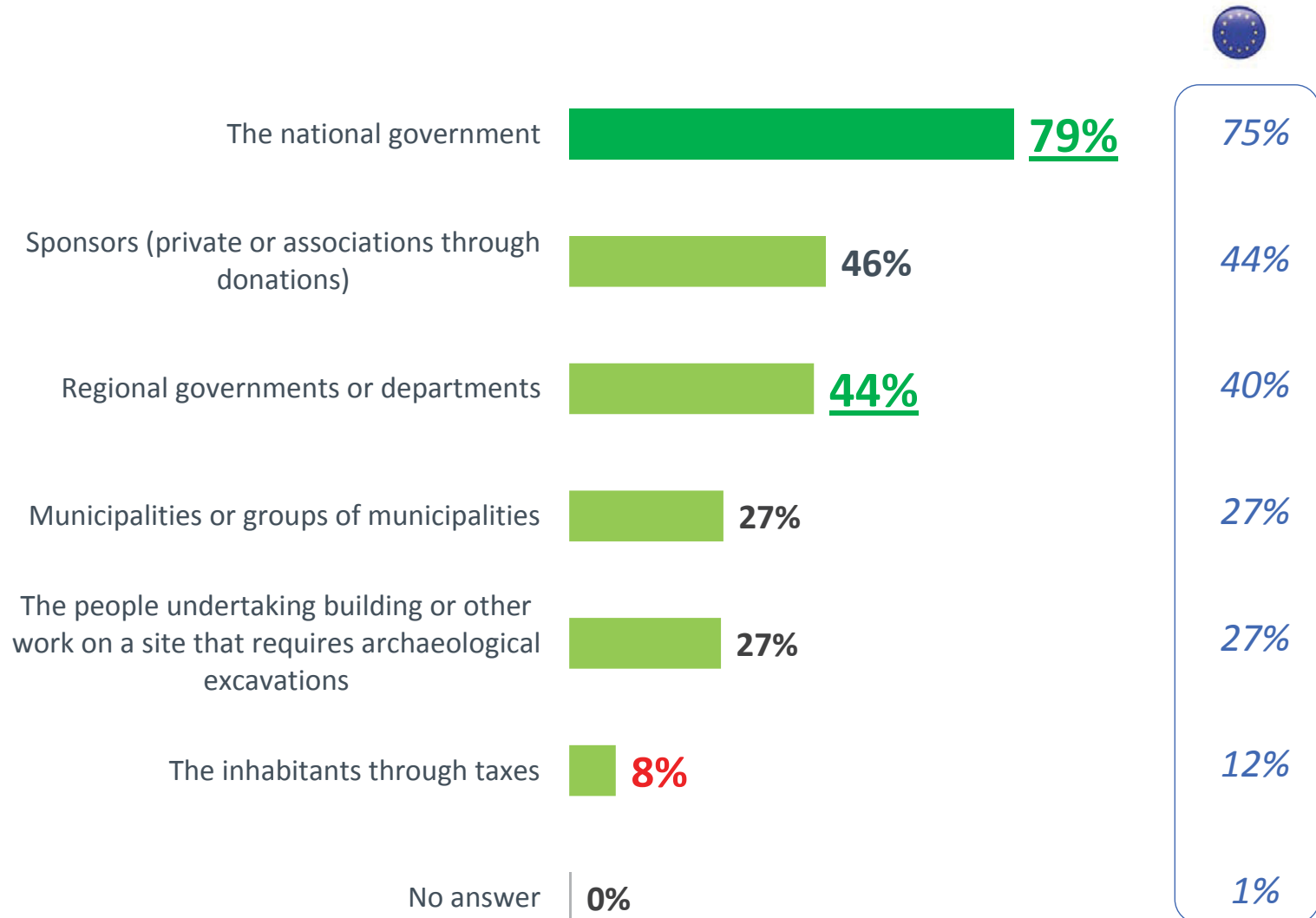
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
Yes	74%	77%	71%	66%	71%	81%	72%	78%
No	7%	7%	8%	10%	12%	5%	7%	4%
Don't know, No answer	19%	15%	22%	24%	17%	14%	20%	18%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno - Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Yes	74%	72%	69%	79%	71%	79%	78%	73%	69%	77%
No	7%	7%	10%	5%	9%	8%	6%	8%	10%	6%
Don't know, No answer	19%	21%	22%	16%	20%	13%	16%	19%	22%	17%

Archaeology should be first financed by the State and then, to the same proportion, by private sponsors and through regional governments or departments. National and regional governments or departments are more quoted than in Europeans' average.

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

- To all -



The national government is significantly more quoted by the older generation (+11%).

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	241	259	58	100	86	128	128
The national government	79%	81%	77%	66%	70%	81%	80%	90%
Sponsors (private or associations through donations)	46%	45%	46%	46%	44%	44%	48%	46%
Regional governments or departments	44%	47%	40%	29%	39%	43%	51%	47%
Municipalities or groups of municipalities	27%	32%	23%	20%	24%	25%	31%	31%
The people undertaking building or other work on a site that requires archaeological excavations	27%	28%	26%	18%	32%	24%	27%	30%
The inhabitants through taxes	8%	10%	6%	8%	8%	10%	10%	6%
No answer	0%		1%		1%	1%		

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
The national government	79%	77%	79%	83%	79%	77%	80%	83%	71%	80%
Sponsors (private or associations through donations)	46%	52%	42%	41%	39%	57%	47%	48%	41%	47%
Regional governments or departments	44%	44%	41%	49%	40%	47%	42%	44%	35%	47%
Municipalities or groups of municipalities	27%	28%	30%	28%	21%	40%	21%	25%	27%	30%
The people undertaking building or other work on a site that requires archaeological excavations	27%	24%	26%	24%	26%	35%	32%	30%	25%	26%
The inhabitants through taxes	8%	6%	8%	9%	8%	13%	8%	11%	8%	7%
No answer	0%		1%				1%		1%	0%

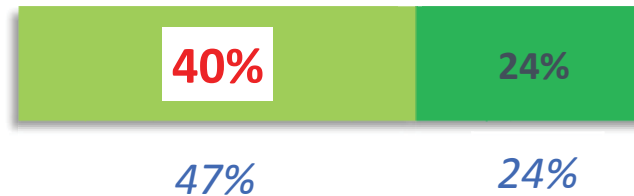
As it is the case with Europeans, most Polish people think that each country has its own policy but that it should be managed at the international level.

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?

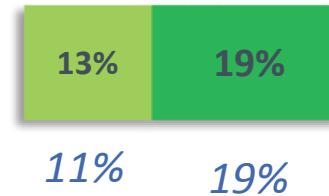
- To all -

■ How it is currently managed ■ Who should manage it

Each country has its own policy



There is a common policy in Europe



There is an international policy



Don't know, No answer : **21%**

Don't know, No answer : 15%



**harris
interactive**

Differences appear between age groups and in areas where people live.

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

- 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	241	259	58	100	86	128	128
Each country has its own policy	40%	42%	37%	29%	44%	50%	35%	40%
There is an international policy	26%	27%	25%	21%	22%	18%	34%	28%
There is a common policy in Europe	13%	14%	12%	27%	17%	13%	8%	8%
Don't know, No answer	21%	17%	25%	24%	17%	20%	22%	24%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Each country has its own policy	40%	41%	38%	41%	44%	42%	34%	45%	41%	36%
There is an international policy	26%	26%	25%	29%	16%	38%	25%	21%	26%	29%
There is a common policy in Europe	13%	8%	14%	10%	17%	9%	21%	13%	18%	10%
Don't know, No answer	21%	25%	23%	20%	24%	10%	20%	20%	15%	25%

The old generation wants more than others an international policy while the young generation would rather prefer an European policy.

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

- 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	241	259	58	100	86	128	128
There should be an international policy	42%	45%	40%	27%	31%	40%	49%	54%
Each country should have its own policy	24%	23%	24%	28%	29%	23%	22%	19%
There should be a common policy in Europe	19%	20%	19%	30%	25%	14%	20%	14%
Don't know, No answer	15%	12%	17%	15%	15%	22%	10%	14%

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno-Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
There should be an international policy	42%	40%	42%	49%	34%	63%	33%	40%	38%	46%
Each country should have its own policy	24%	19%	26%	23%	29%	16%	28%	23%	26%	22%
There should be a common policy in Europe	19%	21%	17%	18%	21%	13%	25%	22%	20%	17%
Don't know, No answer	15%	21%	15%	10%	16%	8%	15%	14%	15%	14%

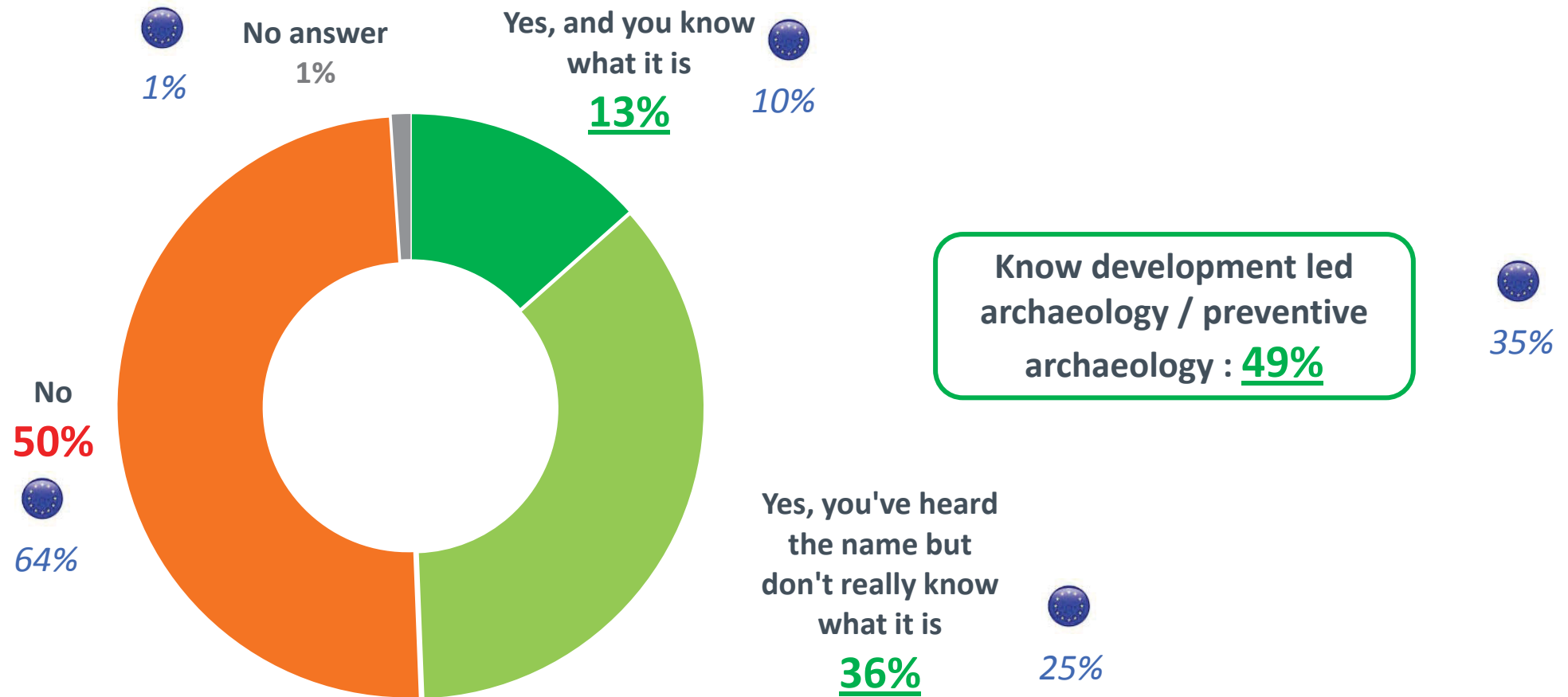


2.2. Preventive/development-led archaeology

Nearly half of the Polish population knows preventive archaeology, and among them 1 out of 10 know exactly what it is. This level of declared knowledge is significantly higher than Europeans' average score.

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

- To all -



It appears that the higher socio-professional category is more familiar with the expression « development led archaeology / preventive archaeology ».

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

- To all -

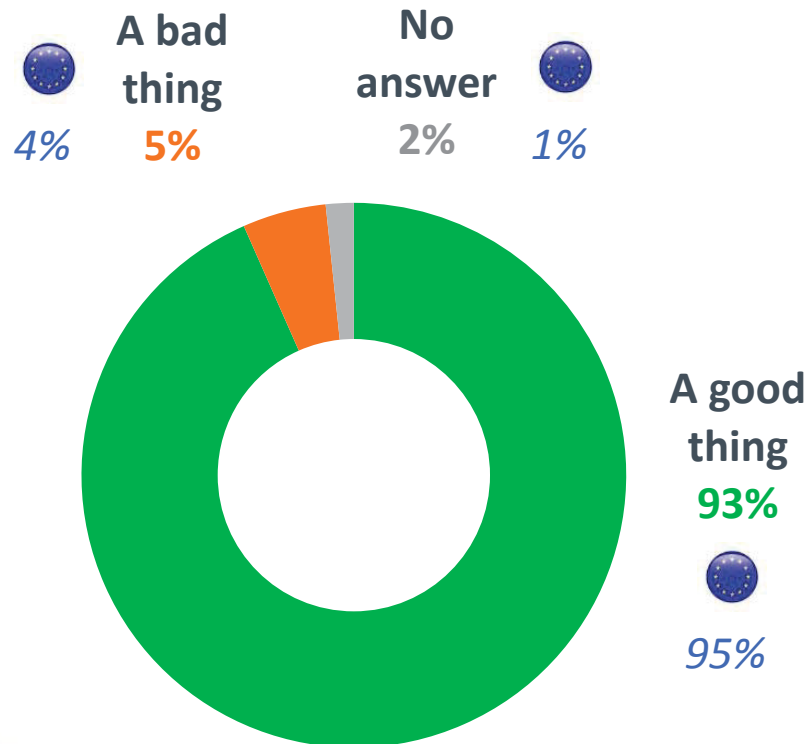
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
Yes	49%	51%	48%	39%	42%	52%	56%	52%
Yes, and you know what it is	13%	16%	11%	8%	17%	16%	11%	14%
Yes, you've heard the name but don't really know what it is	36%	35%	37%	31%	25%	36%	45%	38%
No	50%	48%	51%	59%	58%	47%	43%	47%
No answer	1%	1%	1%	1%	1%	1%	1%	1%

	TOTAL	REGION GROUPS						SPC		
		Region Centralny	Region Poludniowy	Region Wschodni	Region Północno - Zachodni	Region Poludniowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Yes	49%	46%	52%	59%	49%	47%	42%	55%	49%	46%
Yes, and you know what it is	13%	17%	13%	13%	12%	16%	9%	18%	14%	10%
Yes, you've heard the name but don't really know what it is	36%	29%	39%	46%	37%	31%	32%	37%	35%	36%
No	50%	53%	46%	39%	51%	53%	57%	45%	49%	53%
No answer	1%	1%	2%	1%			1%		2%	1%

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

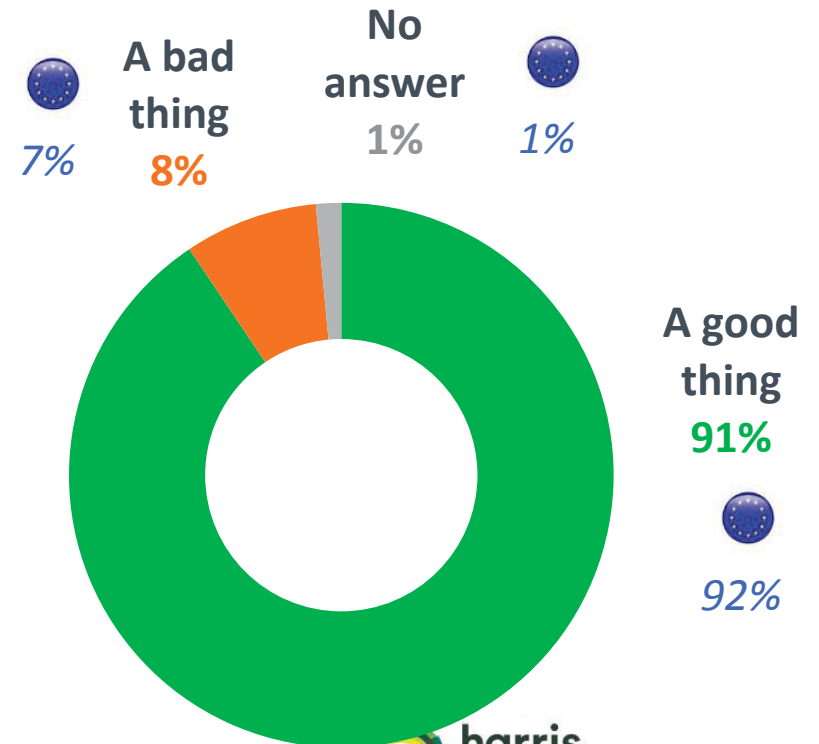
Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological 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 to destruction.

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

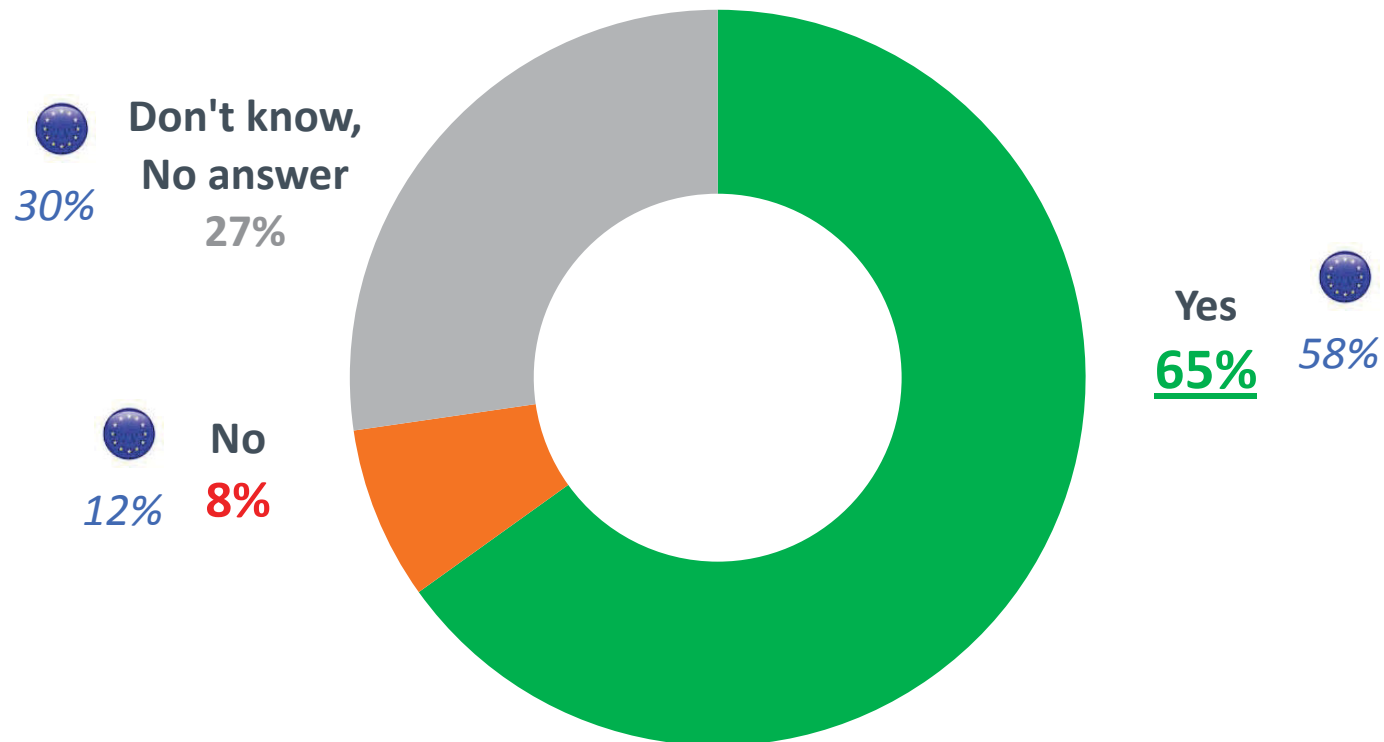
- To all -

	Poland	
Good Thing	90%	94%
Protecting the archaeological heritage from destruction	49%	38%
Avoiding irreversible destruction/damage	9%	31%
Passing down to future generations	6%	3%
It's a good thing/ general answer	4%	7%
Better protective measures vs. corporate world (from speculation)	1%	14%
Other good thing	21%	11%
Bad Thing	7%	5%
It costs a lot (expensive)	4%	1%
It causes delays (bureaucracy), it slows down projects	4%	1%
Development/construction are more important than preservation	0%	1%
I don't care about archaeology (history)	0%	1%
Other bad Thing	1%	2%
Don't know	3%	1%

About two-thirds of Polish think that it is up to the public sector to manage development led archaeology or preventive archaeology. This statement is above 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 -



Men and people aged 35-44 years old appear to agree more on the fact that the public sector must manage development led archaeology or preventive archaeology.

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

- To all -

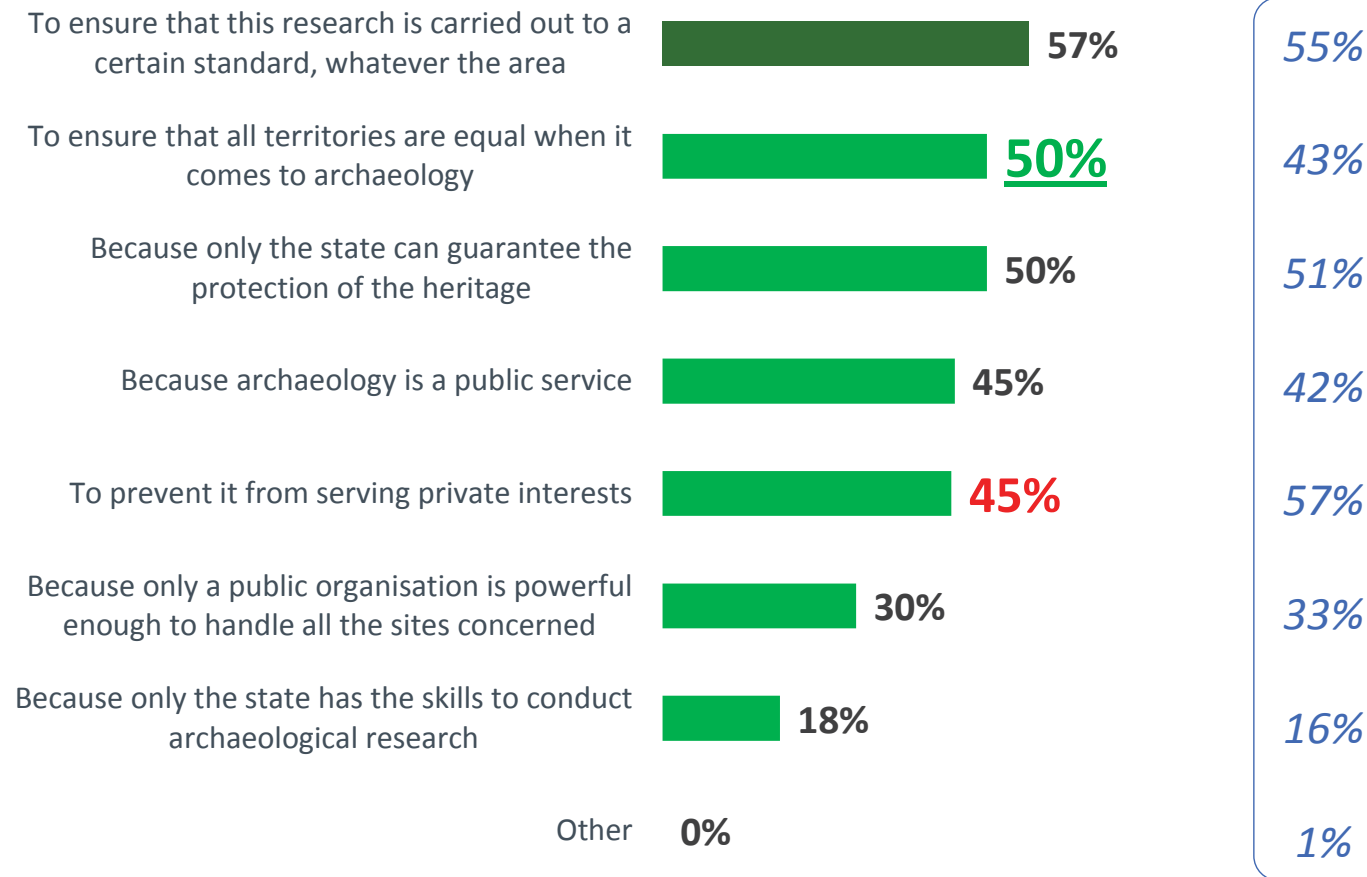
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	241	259	58	100	86	128	128
Yes	65%	70%	61%	48%	64%	78%	63%	67%
No	8%	7%	8%	21%	10%	2%	6%	5%
Don't know, No answer	27%	24%	31%	31%	27%	20%	31%	28%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	500	102	104	87	80	52	75	155	107	238
Yes	65%	62%	68%	62%	60%	75%	67%	70%	68%	61%
No	8%	8%	8%	9%	6%	10%	5%	6%	9%	8%
Don't know, No answer	27%	30%	24%	29%	34%	15%	28%	24%	23%	32%

The reasons why some Polish people think the public sector should conduct development led archaeology are mostly to ensure research is actually carried out to a certain standard and to prevent it from serving private interests.

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

- To those who think that it would be preferable for the public sector to conduct development led archaeology or preventive archaeology : 325 -



Old generations tend to agree more that only the State can really guarantee the protection of the heritage, mainly because archaeology is a public service.

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 : 325 -

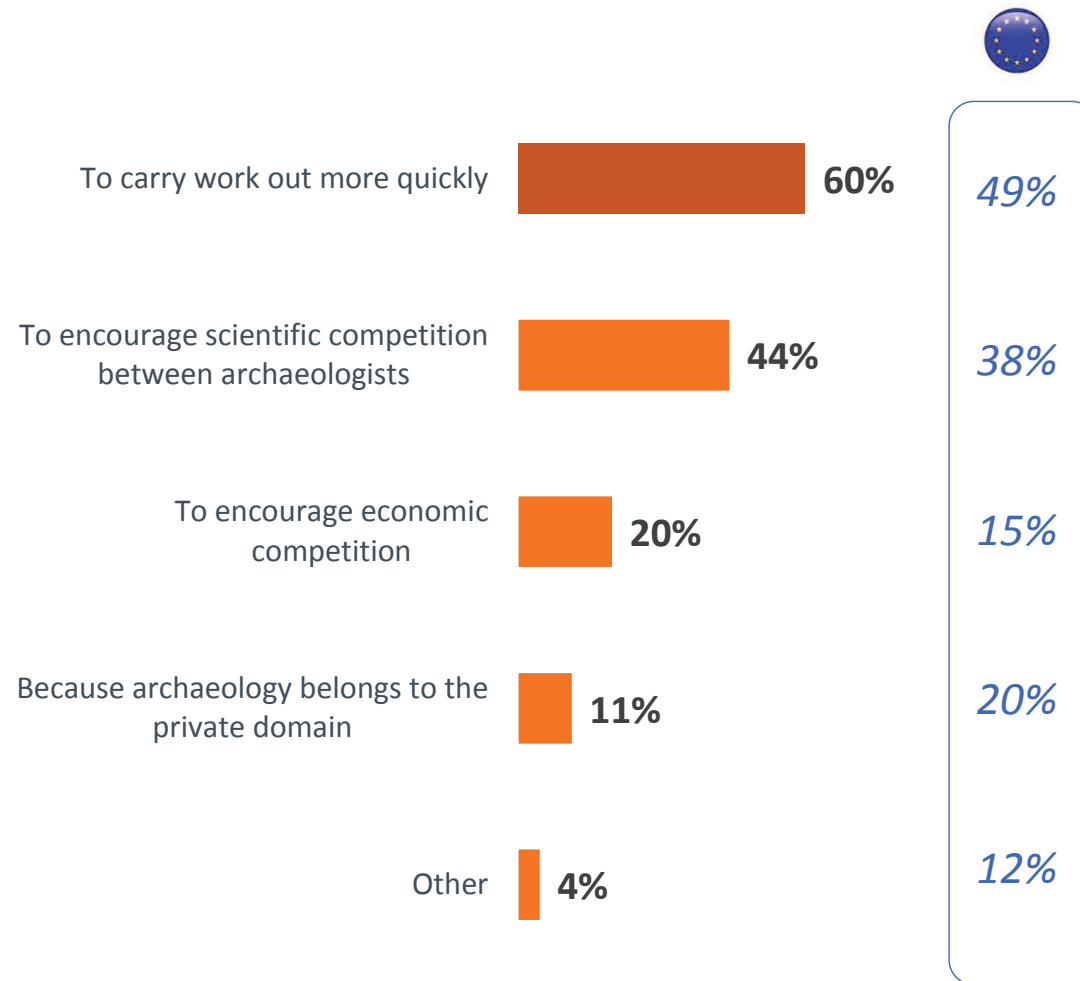
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	325	168	157	28	64	67	80	86
To ensure that this research is carried out to a certain standard, whatever the area	57%	58%	55%	45%	42%	56%	70%	60%
To ensure that all territories are equal when it comes to archaeology	50%	53%	47%	43%	49%	42%	50%	59%
Because only the State can guarantee the protection of the heritage	50%	51%	49%	22%	34%	45%	51%	74%
Because archaeology is a public service	45%	53%	36%	38%	30%	38%	53%	57%
To prevent it from serving private interests	45%	46%	42%	29%	54%	40%	49%	43%
Because only a public organisation is powerful enough to handle all the sites concerned	30%	34%	26%	28%	32%	33%	28%	28%
Because only the State has the skills to conduct archaeological research	18%	20%	16%	10%	6%	18%	21%	27%

	TOTAL	REGION GROUPS					SPC			
		Region Centralny	Region Południowy	Region Wschodni	Region Północno-Zachodni	Region Południowo-Zachodni	Region Północny	SPC+	SPC-	Inactive people
Respondents	325	63	71	55	48	39	50	108	73	144
To ensure that this research is carried out to a certain standard, whatever the area	57%	52%	58%	63%	60%	56%	49%	59%	52%	57%
To ensure that all territories are equal when it comes to archaeology	50%	39%	47%	51%	51%	69%	51%	44%	50%	54%
Because only the State can guarantee the protection of the heritage	50%	50%	42%	54%	49%	59%	52%	47%	36%	59%
Because archaeology is a public service	45%	42%	49%	48%	44%	48%	40%	46%	35%	49%
To prevent it from serving private interests	45%	43%	48%	52%	34%	45%	43%	50%	45%	40%
Because only a public organisation is powerful enough to handle all the sites concerned	30%	35%	31%	18%	20%	39%	37%	31%	27%	30%
Because only the State has the skills to conduct archaeological research	18%	15%	21%	16%	14%	27%	17%	15%	15%	22%

For respondents who do not think the public sector should conduct development led archaeology, 6 out of 10 of them justify their position by the fact that, this way, work can be carried out more quickly. Nearly half of them thinks it would encourage scientific competition.

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

- To those who think that it would be preferable for the public sector not to conduct development-led archaeology or preventive archaeology : 38 -



Profile details of respondents

Profile details of respondents

Poland

GENDER

Base	500	100%
Man	241	48%
Woman	259	52%

AGE

Base	500	100%
18-24 yo	58	12%
25-34 yo	101	20%
35-44 yo	86	17%
45-59 yo	127	26%
60 yo and more	128	26%
Average	45,1	

SPC

Base	500	%
SPC+	155	31%
SPC -	107	21%
Inactive	238	48%

REGION

Base	500	100%
Region Centralny	102	20%
Region Poludniowy	104	21%
Region Wschodni	87	17%
Region Północno-Zachodni	80	16%
Region Poludniowo-Zachodni	52	10%
Region Północny	75	15%