

AHEAD OF WHAT'S NEXT.

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



Results of Spain

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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 Spain.



Methodology

Sample



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

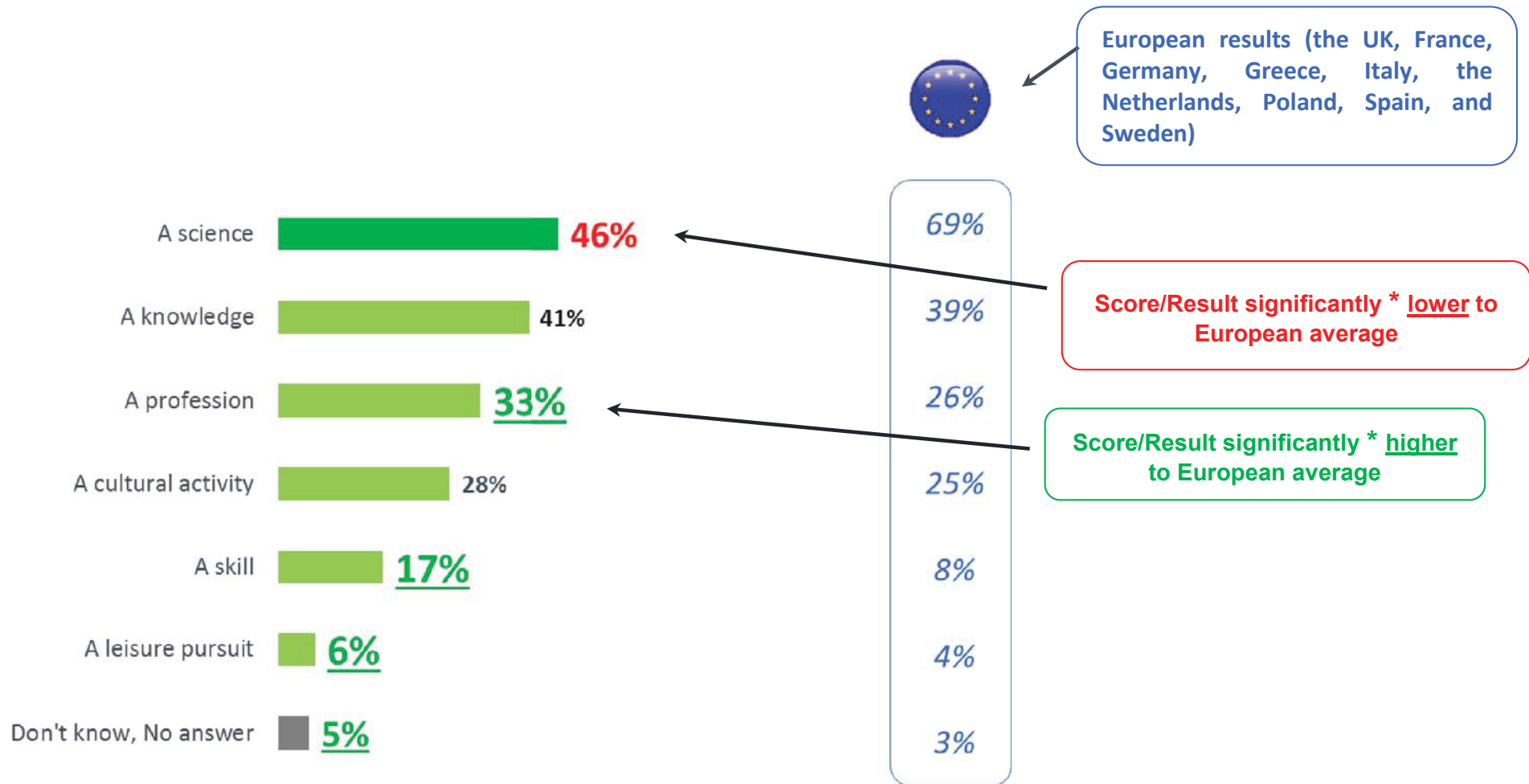


Quota method was applied on the following socio-demographics criteria : gender, age, socio-professional category and region of residence.



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 Spain




1.1. Level of knowledge of archaeology and archaeologists

When they are asked to spontaneously define archaeology, about half of Spaniards believe it is a study of old civilizations and human evolution, and a third thinks about discovery.

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

- To all -

	%	
Study of old civilizations, human evolution, etc.	54%	31%
Discovery : digging/excavation of objects, artefacts, relics, remains, human bodies, etc.	33%	37%
Study, analysis of the past : the investigative science of the past	23%	48%
Study of ancient ruins, sites, dwellings, structures	16%	11%
Study of animals (extinct animals)/nature	4%	1%
Study of rocks and the subsoil	3%	5%
Study of fossils/bones	1%	1%
Preservation of remains, objects, etc.	0%	1%
Other	6%	7%

The usefulness of archaeology is spontaneously mainly associated to knowing one's origins, as well as to the understanding of one's present and less to create jobs or to improve the growth of economy.

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

- To all -



	%
To know where we came from/To learn about (from) our past: Origins of humanity, humanity's evolution, civilisations, etc.	71%
Help to understand the present day (today's society)	23%
Improve our knowledge/understanding	14%
Yes/Useful/Very useful	9%
Help to predict/prepare the future	6%
Help tourism/economy/creates jobs	6%
Preservation of remains, objects, etc.	3%
Helps tourism/economy/creates jobs	3%
Not much/not useful/nothing	1%
Other	9%

75%

11%

16%

5%

8%

3%

3%

2%

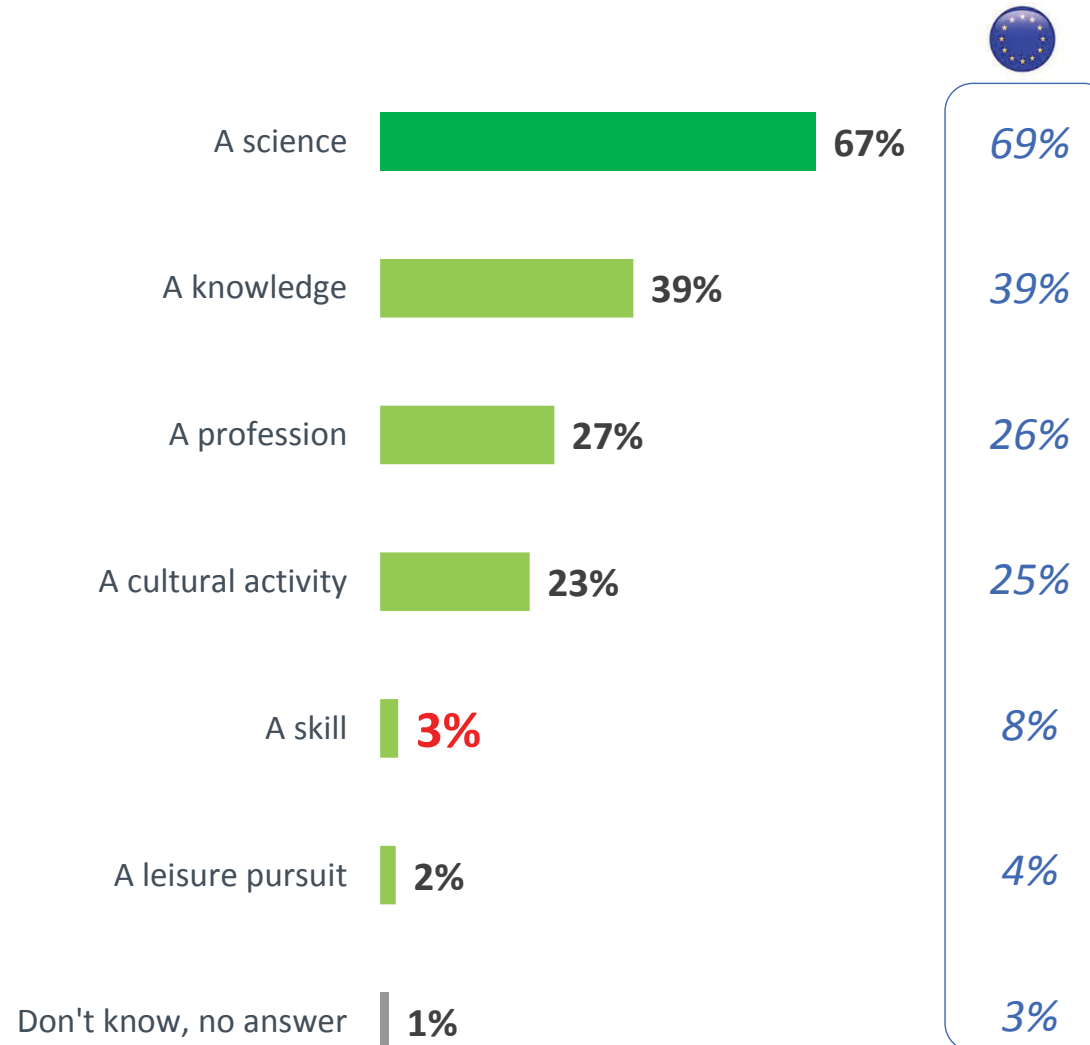
1%

6%

Once they face a list of items, more than 2 Spanish persons out of 3 tend to see archaeology like a science and then a knowledge. Spanish results follow the same logical order as Europeans' one.

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

- To all -



To men and older people, in comparison to the global Spanish audience, archaeology is more a science than anything else. Furthermore, less than a fifth of the lower socio-professional category sees it as a profession.

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

- To all -

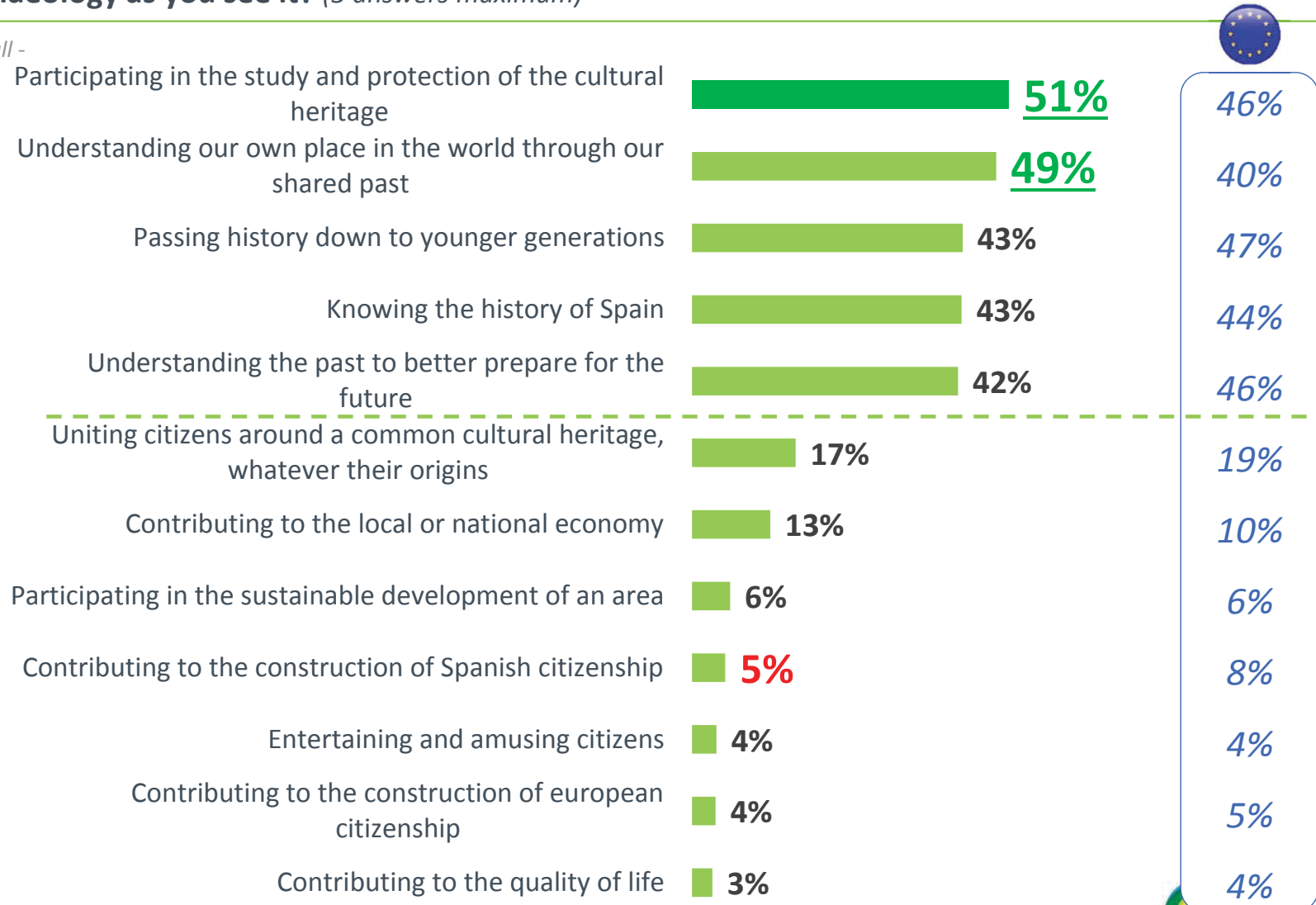
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
A science	67%	72%	63%	65%	53%	65%	68%	79%
A knowledge	39%	37%	41%	27%	44%	45%	45%	29%
A profession	27%	26%	28%	32%	27%	28%	24%	27%
A cultural activity	23%	24%	23%	23%	26%	20%	19%	27%
A skill	3%	2%	3%	4%	5%		2%	4%
A leisure pursuit	2%	2%	3%	4%	1%	2%	2%	3%
Don't know, no answer	1%	2%	1%	2%	3%	1%	1%	1%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
A science	67%	65%	78%	76%	67%	58%	71%	64%	66%
A knowledge	39%	40%	46%	33%	37%	40%	36%	45%	38%
A profession	27%	25%	30%	22%	28%	28%	29%	18%	30%
A cultural activity	23%	21%	18%	13%	24%	33%	22%	20%	26%
A skill	3%	1%	3%	6%	2%	3%	1%	3%	4%
A leisure pursuit	2%	4%	1%	2%	1%	4%	3%	1%	3%
Don't know, no answer	1%	2%		2%	2%	1%	1%	2%	2%

To Spaniards, the main roles of archaeology are participating in the study/protection of the cultural heritage, understanding their own place in the world and passing down history to younger generations. Those results are somewhat similar to Europeans' ones.

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 -



Men and younger think more than the average Spanish population that archaeology contributes to the local/national economy ; while older generations think more that archaeology is good way of passing history down to younger generations. The idea that archaeology constructs Spanish citizenship and contributes to the local/national economy seems higher among younger*.

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)

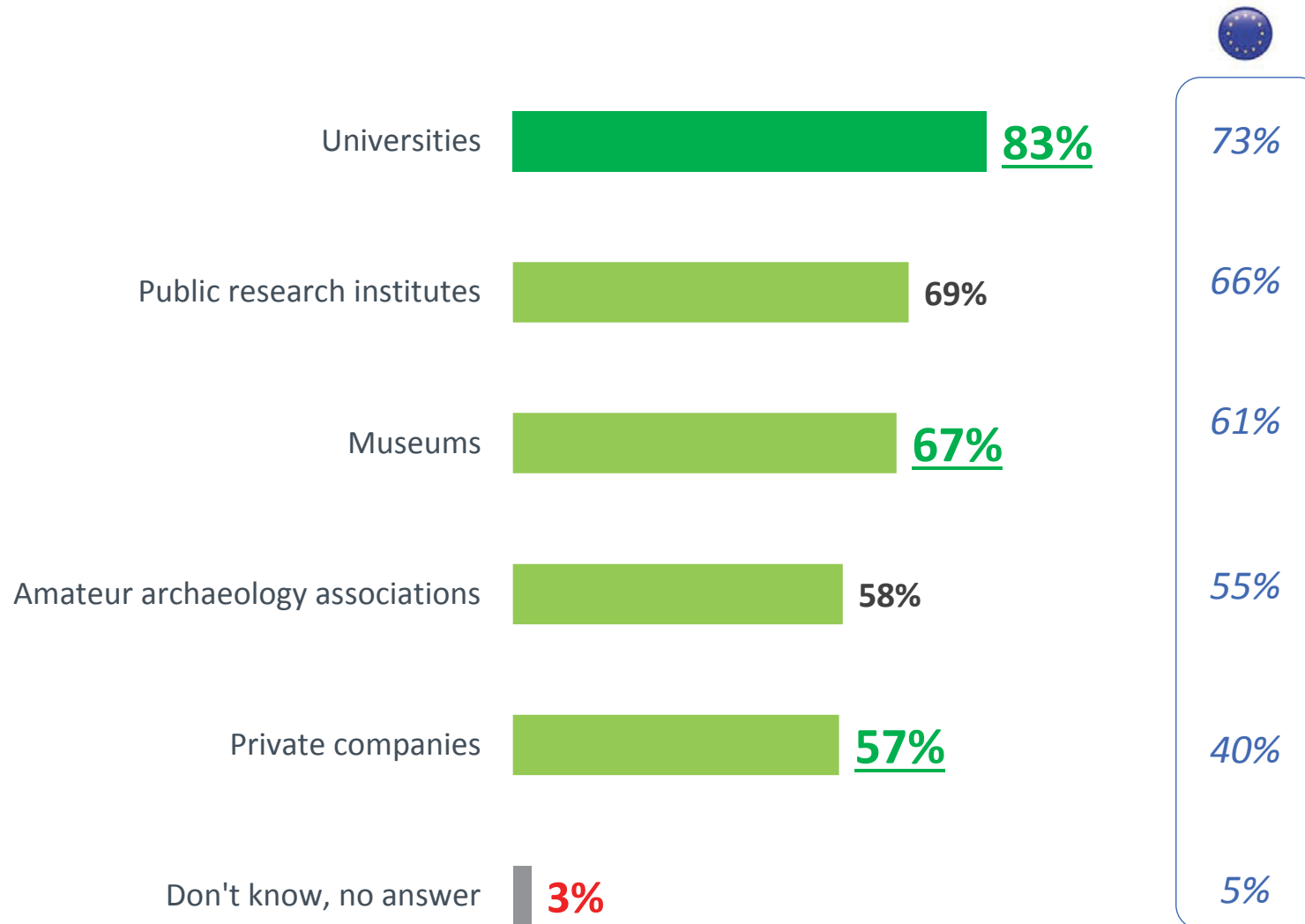
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Participating in the study and protection of the cultural heritage	51%	52%	49%	48%	42%	48%	59%	53%
Understanding our own place in the world through our shared past	49%	45%	52%	37%	46%	45%	51%	55%
Passing history down to younger generations	43%	40%	46%	41%	34%	43%	42%	52%
Knowing the history of Spain	43%	44%	42%	38%	40%	43%	44%	46%
Understanding the past to better prepare for the future	42%	42%	43%	35%	37%	44%	42%	49%
Uniting citizens around a common cultural heritage, whatever their origins	17%	17%	17%	13%	16%	19%	19%	14%
Contributing to the local or national economy	13%	16%	10%	21%	16%	12%	16%	4%
Participating in the sustainable development of an area	6%	6%	6%	8%	3%	10%	4%	7%
Contributing to the construction of Spanish citizenship	5%	5%	5%	9%	10%	6%	2%	4%
Entertaining and amusing citizens	4%	5%	3%	8%	5%	7%	2%	1%
Contributing to the construction of European citizenship	4%	5%	3%	8%	6%	4%	2%	2%
Contributing to the quality of life	3%	4%	2%	2%	8%	3%	2%	1%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Participating in the study and protection of the cultural heritage	51%	49%	51%	40%	56%	50%	53%	52%	47%
Understanding our own place in the world through our shared past	49%	47%	58%	42%	49%	47%	49%	49%	48%
Passing history down to younger generations	43%	38%	44%	45%	50%	39%	44%	37%	46%
Knowing the history of Spain	43%	44%	47%	36%	40%	47%	45%	39%	44%
Understanding the past to better prepare for the future	42%	49%	39%	42%	42%	40%	47%	41%	39%
Uniting citizens around a common cultural heritage, whatever their origins	17%	11%	17%	25%	18%	15%	16%	19%	15%
Contributing to the local or national economy	13%	15%	11%	10%	9%	17%	13%	17%	9%
Participating in the sustainable development of an area	6%	6%	5%	5%	6%	7%	4%	5%	9%
Contributing to the construction of Spanish citizenship	5%	3%	5%	8%	4%	7%	5%	4%	6%
Entertaining and amusing citizens	4%	4%	2%	9%	2%	5%	3%	3%	5%
Contributing to the construction of European citizenship	4%	4%	3%	7%	4%	2%	4%	4%	3%
Contributing to the quality of life	3%	3%	2%	9%	2%	2%	3%	5%	2%

More than 8 Spaniards out of 10 believe universities conduct archaeological research. Moreover, about 2 thirds of them tend to think public institutes and museums are in charge. Private companies seem to play a major role in Spain in comparison to what other European people declare.

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

- To all -



The young Spanish generation is less numerous than the global one to believe universities or amateur associations conduct archaeological research, they are more numerous to think private companies are in charge of such a task.

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

- To all -

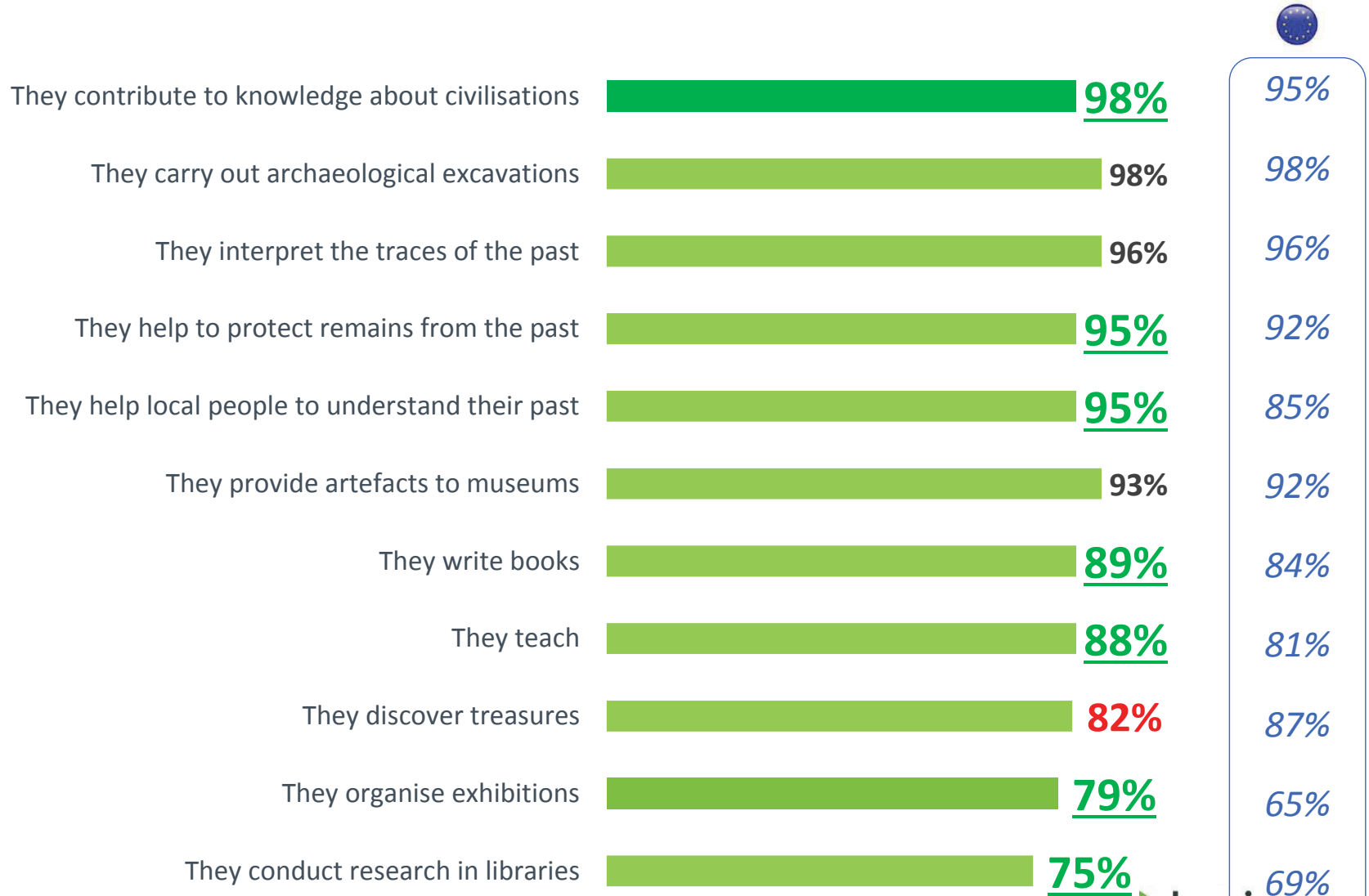
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Universities	83%	85%	81%	70%	82%	83%	89%	82%
Public research institutes	69%	73%	66%	72%	66%	72%	64%	73%
Museums	67%	69%	66%	64%	61%	70%	71%	67%
Amateur archaeology associations	58%	64%	51%	44%	57%	54%	52%	70%
Private companies	57%	58%	56%	73%	70%	61%	50%	45%
Don't know, no answer	3%	3%	4%	1%	4%	3%	3%	4%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Universities	83%	80%	81%	88%	87%	79%	88%	81%	80%
Public research institutes	69%	71%	70%	55%	75%	68%	72%	62%	71%
Museums	67%	67%	70%	64%	72%	62%	72%	62%	66%
Amateur archaeology associations	58%	58%	59%	51%	64%	53%	63%	51%	57%
Private companies	57%	56%	64%	65%	57%	51%	61%	58%	53%
Don't know, no answer	3%	1%	4%	3%	4%	4%	2%	2%	5%

To Spanish, archaeologists are perceived as professionals with multiple skills. What can be noted is that almost all the statements mentioned were more massively associated to archaeologists' roles in comparison to what other Europeans say.

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

- To all -



The old Spanish generation is less numerous than the global population to think that archaeologists conduct research in libraries or organize exhibitions.

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	244	256	47	98	101	119	134
They contribute to knowledge about civilisations	98%	98%	98%	98%	97%	96%	99%	99%
They carry out archaeological excavations	98%	97%	99%	92%	98%	98%	99%	98%
They interpret the traces of the past	96%	97%	96%	95%	98%	98%	97%	95%
They help to protect remains from the past	95%	96%	95%	90%	99%	95%	94%	96%
They help local people to understand their past	95%	96%	94%	91%	92%	95%	97%	98%
They provide artefacts to museums	93%	94%	93%	88%	95%	95%	96%	91%
They write books	89%	89%	88%	90%	90%	88%	91%	86%
They teach	88%	89%	87%	83%	89%	88%	90%	86%
They discover treasures	82%	79%	85%	72%	80%	88%	85%	79%
They organise exhibitions	79%	82%	77%	77%	84%	88%	81%	69%
They conduct research in libraries	75%	75%	75%	73%	80%	81%	79%	64%

YES

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
They contribute to knowledge about civilisations	98%	99%	99%	98%	97%	97%	99%	97%	97%
They carry out archaeological excavations	98%	97%	99%	97%	99%	97%	99%	98%	96%
They interpret the traces of the past	96%	97%	97%	96%	96%	96%	98%	97%	94%
They help to protect remains from the past	95%	97%	97%	93%	97%	92%	96%	96%	94%
They help local people to understand their past	95%	95%	96%	97%	96%	93%	94%	96%	96%
They provide artefacts to museums	93%	94%	96%	95%	93%	92%	97%	92%	92%
They write books	89%	90%	92%	89%	90%	83%	88%	89%	89%
They teach	88%	89%	92%	90%	89%	83%	89%	86%	88%
They discover treasures	82%	83%	82%	79%	86%	78%	81%	82%	83%
They organise exhibitions	79%	85%	80%	89%	79%	71%	82%	81%	76%
They conduct research in libraries	75%	81%	78%	78%	71%	72%	79%	79%	69%



1.2. Practices and information sources in relation to archaeology

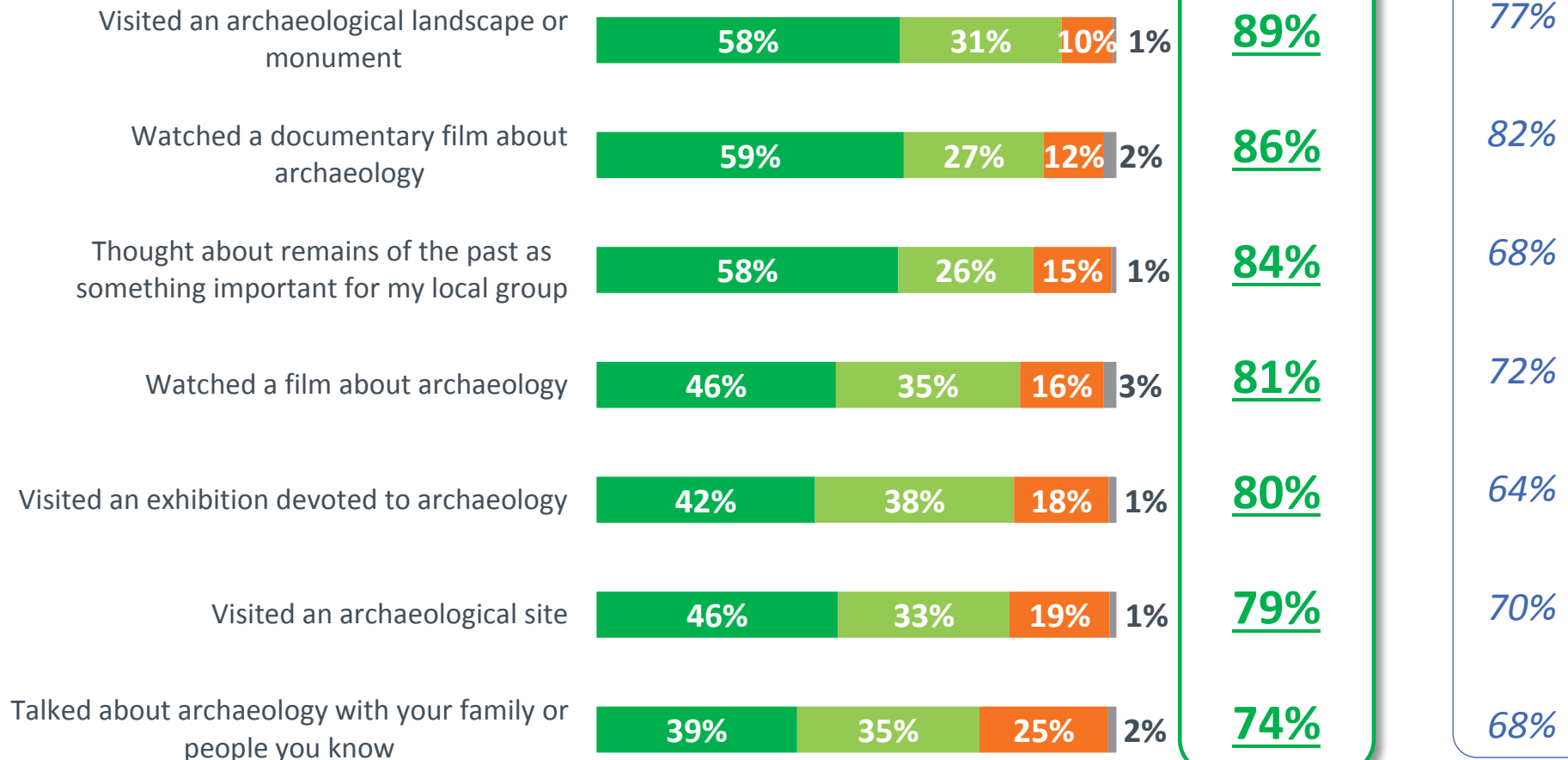
About 90% of Spaniards have visited an archaeological landscape/monument and far more than 80% of them have already watched a documentary film about archaeology. In this respect, they do not differ so much from other Europeans but are significantly more numerous to have done so.

Q7. Have you ever :

- To all -

1/2

Yes



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

Only about 10% of Spanish people have experienced the statements described. It can be said that they have less practices than other Europeans even if they declare more to go to conferences.

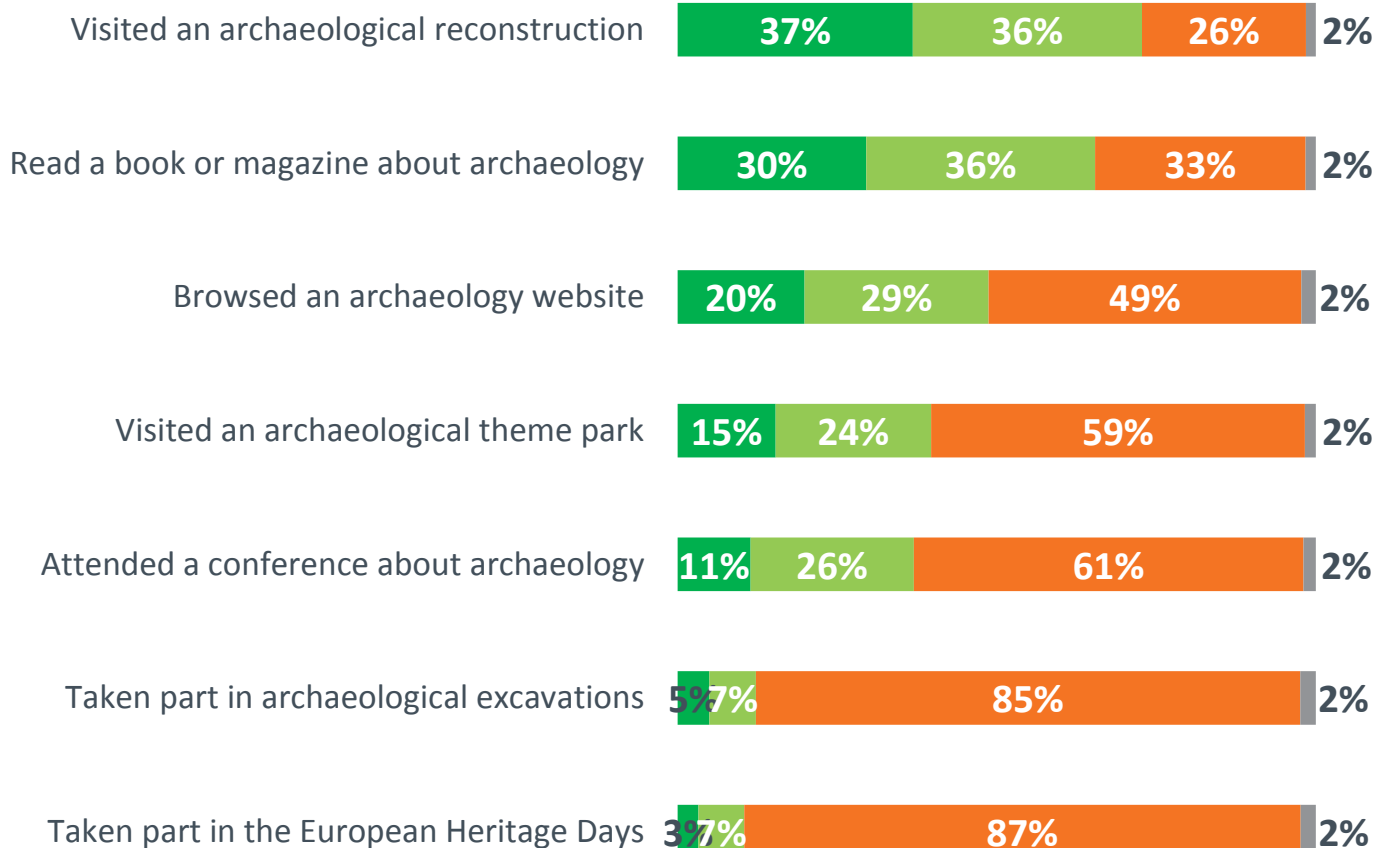
Q7. Have you ever :

- To all -

Yes



2/2



73%

55%

65%

56%

49%

45%

40%

40%

37%

19%

12%

11%

10%

16%

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



While the old Spanish generation declares having visited an archaeological reconstruction more than the general population, they appear to have taken less part in archaeological excavations. Upper socio-professional categories have significantly visited more archaeological landscapes. The highest gap between categories can be noticed in the reading of a book/magazine about archaeology. The younger ones have more participation in excavations and Heritage Days.

Q7. Have you ever :

- To all -

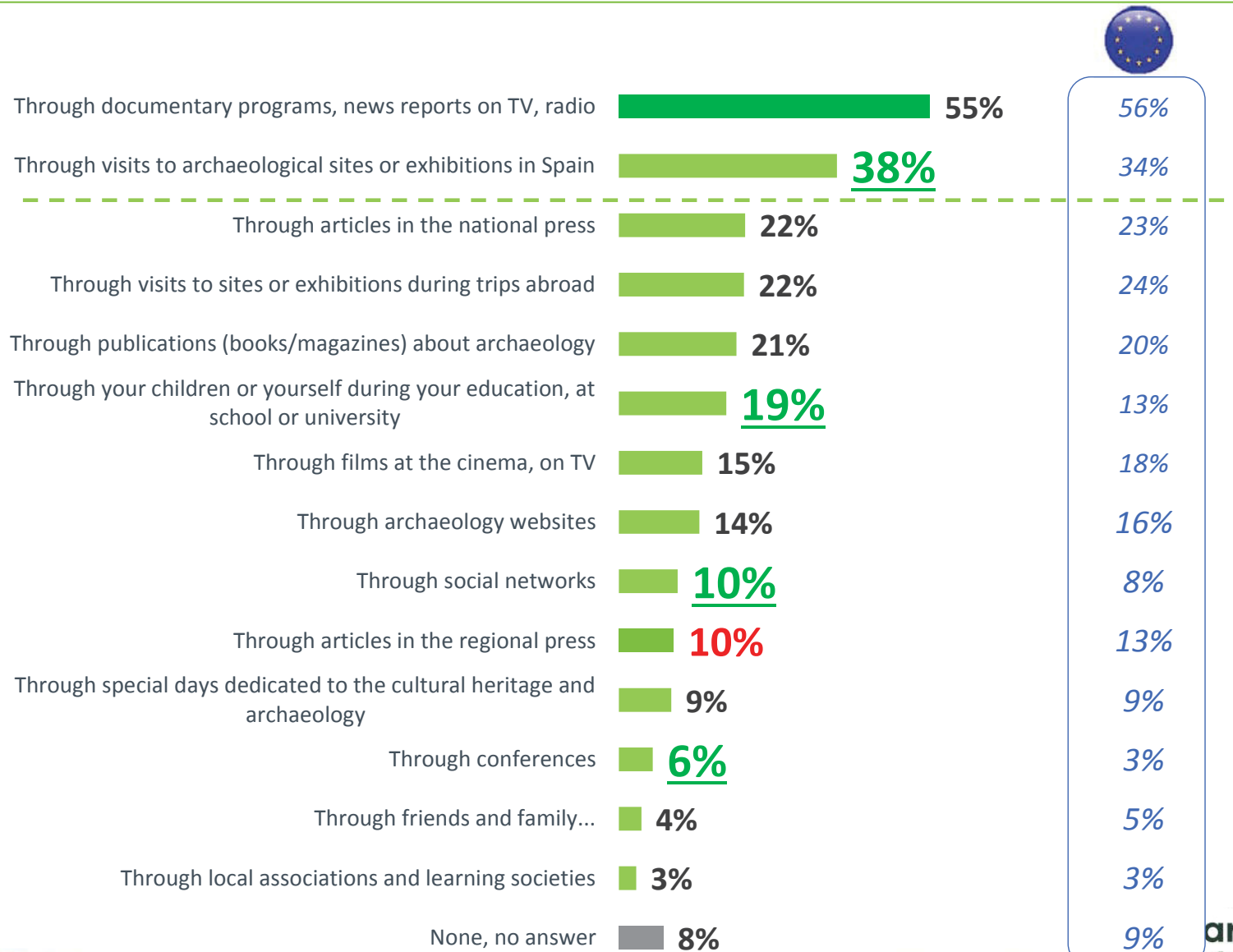
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Visited an archaeological landscape or monument	89%	91%	88%	84%	83%	91%	91%	94%
Watched a documentary film about archaeology	86%	85%	87%	70%	84%	89%	91%	86%
Thought about remains of the past as something important for my local group	84%	86%	82%	78%	85%	79%	86%	88%
Watched a film about archaeology	81%	79%	84%	75%	83%	85%	82%	79%
Visited an exhibition devoted to archaeology	80%	81%	80%	71%	79%	79%	81%	85%
Visited an archaeological site	79%	81%	78%	76%	74%	84%	81%	80%
Talked about archaeology with your family or people you know	74%	73%	74%	69%	70%	70%	81%	75%
Visited an archaeological reconstruction	73%	74%	72%	64%	63%	73%	74%	81%
Read a book or magazine about archaeology	65%	69%	62%	55%	61%	66%	68%	70%
Browsed an archaeology website	49%	53%	45%	45%	46%	51%	49%	51%
Visited an archaeological theme park	40%	44%	36%	43%	42%	35%	40%	41%
Attended a conference about archaeology	37%	41%	33%	30%	33%	40%	30%	47%
Taken part in archaeological excavations	12%	11%	13%	11%	19%	14%	13%	5%
Taken part in the European Heritage Days	10%	10%	11%	8%	17%	16%	7%	6%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Visited an archaeological landscape or monument	89%	84%	92%	90%	89%	93%	94%	85%	88%
Watched a documentary film about archaeology	86%	83%	88%	80%	90%	86%	90%	85%	83%
Thought about remains of the past as something important for my local group	84%	78%	86%	85%	84%	88%	87%	80%	83%
Watched a film about archaeology	81%	77%	82%	77%	84%	83%	84%	82%	79%
Visited an exhibition devoted to archaeology	80%	78%	84%	79%	83%	77%	84%	77%	78%
Visited an archaeological site	79%	75%	79%	80%	81%	82%	83%	77%	77%
Talked about archaeology with your family or people you know	74%	68%	80%	75%	73%	75%	80%	65%	73%
Visited an archaeological reconstruction	73%	65%	81%	75%	81%	64%	78%	64%	73%
Read a book or magazine about archaeology	65%	64%	61%	65%	67%	67%	76%	59%	60%
Browsed an archaeology website	49%	48%	52%	60%	47%	45%	52%	48%	46%
Visited an archaeological theme park	40%	38%	41%	43%	41%	37%	44%	37%	37%
Attended a conference about archaeology	37%	44%	47%	37%	32%	32%	41%	29%	38%
Taken part in archaeological excavations	12%	18%	10%	18%	8%	11%	14%	13%	11%
Taken part in the European Heritage Days	10%	11%	8%	15%	8%	12%	12%	13%	7%

Spaniards are mostly informed about archaeology through documentary programs, visits to archaeological sites in Spain. This ranking is rather similar to what we observe in other European countries.

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

- To all -




The young generation (18-24 years old) is informed about archaeology through social networks twice more than the global Spanish population. As for the group of people aged 45-59 years old, they are far more informed through documentary programs.

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	244	256	47	98	101	119	134
Through documentary programs, news reports on TV, radio	55%	55%	55%	44%	48%	52%	69%	54%
Through visits to archaeological sites or exhibitions in Spain	38%	37%	40%	34%	28%	36%	37%	51%
Through articles in the national press	22%	23%	22%	23%	22%	14%	26%	25%
Through visits to sites or exhibitions during trips abroad	22%	23%	21%	15%	21%	18%	27%	24%
Through publications (books/magazines) about archaeology	21%	25%	17%	12%	12%	19%	21%	32%
Through your children or yourself during your education, at school or university	19%	18%	20%	27%	15%	25%	19%	15%
Through films at the cinema, on TV	15%	14%	15%	17%	21%	13%	10%	15%
Through archaeology websites	14%	15%	13%	6%	11%	15%	16%	17%
Through social networks	10%	10%	11%	25%	13%	15%	2%	7%
Through articles in the regional press	10%	12%	8%	9%	12%	13%	8%	8%
Through special days dedicated to the cultural heritage and archaeology	9%	10%	8%	6%	10%	10%	5%	13%
Through conferences	6%	6%	6%	9%	5%	3%	7%	6%
Through friends and family...	4%	3%	5%	10%	7%	4%	2%	2%
Through local associations and learning societies	3%	3%	3%		1%	2%	3%	7%
None, No answer	8%	7%	9%	11%	12%	9%	6%	4%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Through documentary programs, news reports on TV, radio	55%	46%	56%	47%	62%	57%	63%	54%	48%
Through visits to archaeological sites or exhibitions in Spain	38%	28%	46%	41%	46%	33%	43%	27%	42%
Through articles in the national press	22%	20%	22%	22%	25%	22%	24%	21%	21%
Through visits to sites or exhibitions during trips abroad	22%	20%	25%	17%	23%	23%	22%	25%	20%
Through publications (books/magazines) about archaeology	21%	27%	21%	24%	16%	19%	22%	15%	24%
Through your children or yourself during your education, at school or University	19%	12%	18%	16%	22%	23%	22%	13%	20%
Through films at the cinema, on TV	15%	13%	15%	7%	12%	23%	14%	13%	17%
Through archaeology websites	14%	24%	14%	17%	14%	6%	18%	14%	11%
Through social networks	10%	11%	7%	14%	6%	15%	8%	10%	13%
Through articles in the regional press	10%	17%	7%	6%	9%	7%	9%	11%	10%
Through special days dedicated to the cultural heritage and archaeology	9%	6%	12%	12%	8%	10%	8%	10%	10%
Through conferences	6%	3%	5%	6%	7%	8%	7%	5%	5%
Through friends and family...	4%	5%	8%	5%	1%	4%	3%	6%	3%
Through local associations and learning societies	3%	5%	4%	6%	3%		2%	3%	4%
None, No answer	8%	8%	8%	9%	8%	6%	7%	12%	6%

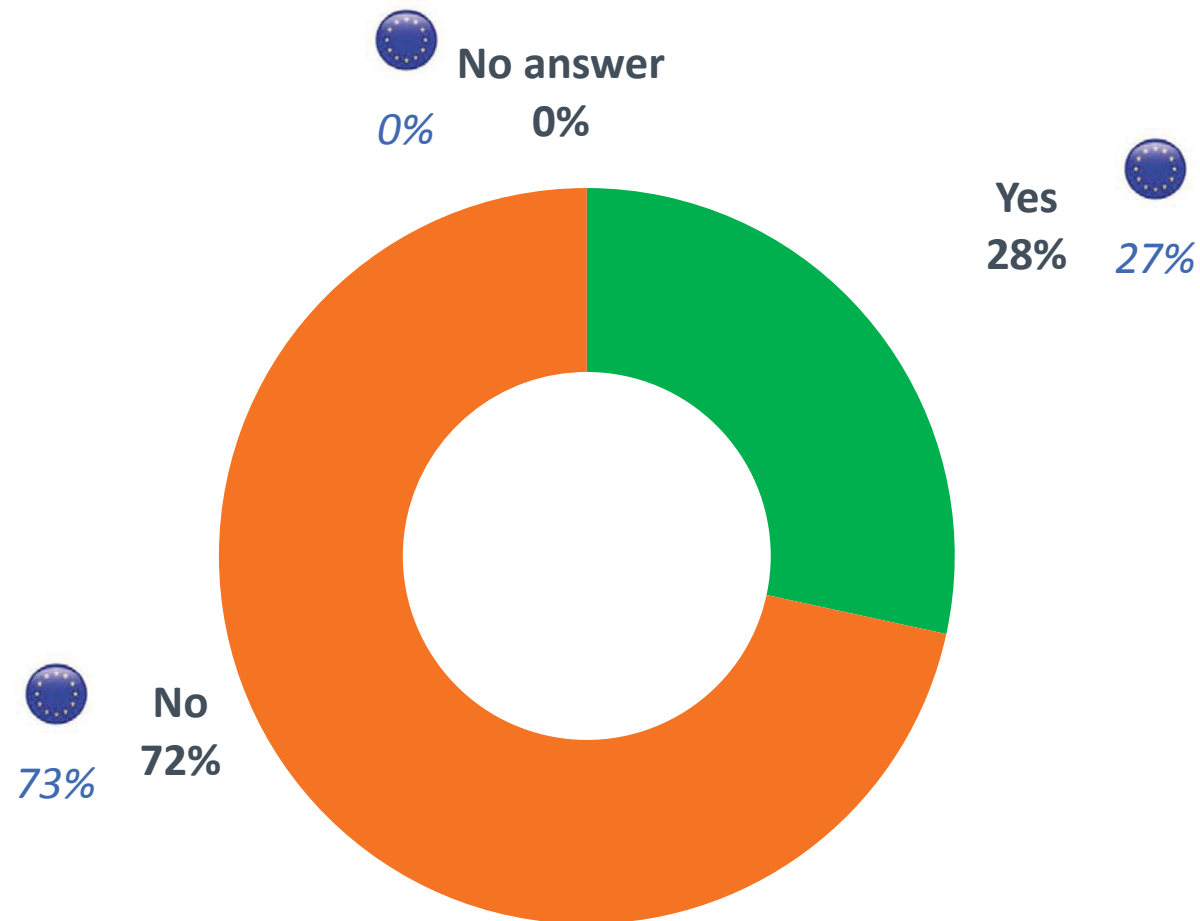


1.3. Interest in the field and level of knowledge of the principal archaeological sites worldwide

Almost 3 Spaniards out of 10 have ever wanted to study archaeology. Spain results are very similar to what can be observed in other European countries.

Q9. Have you ever wanted to study archaeology?

- To all -



Less Spanish people aged 60 years old or more have already wanted to study archaeology in comparison to the global 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	244	256	47	98	101	119	134
Yes	28%	27%	30%	40%	31%	32%	29%	19%
No	72%	73%	70%	60%	69%	68%	71%	81%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Yes	28%	28%	27%	32%	23%	33%	29%	30%	27%
No	72%	72%	73%	68%	77%	67%	71%	70%	73%

As it is the case with other European countries, most Spaniards think that what is the most interesting in archaeology is knowing where we come from. Liking history and uncovering the truth about the past also trigger their interest.

Q10. In one the previous question, 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 -

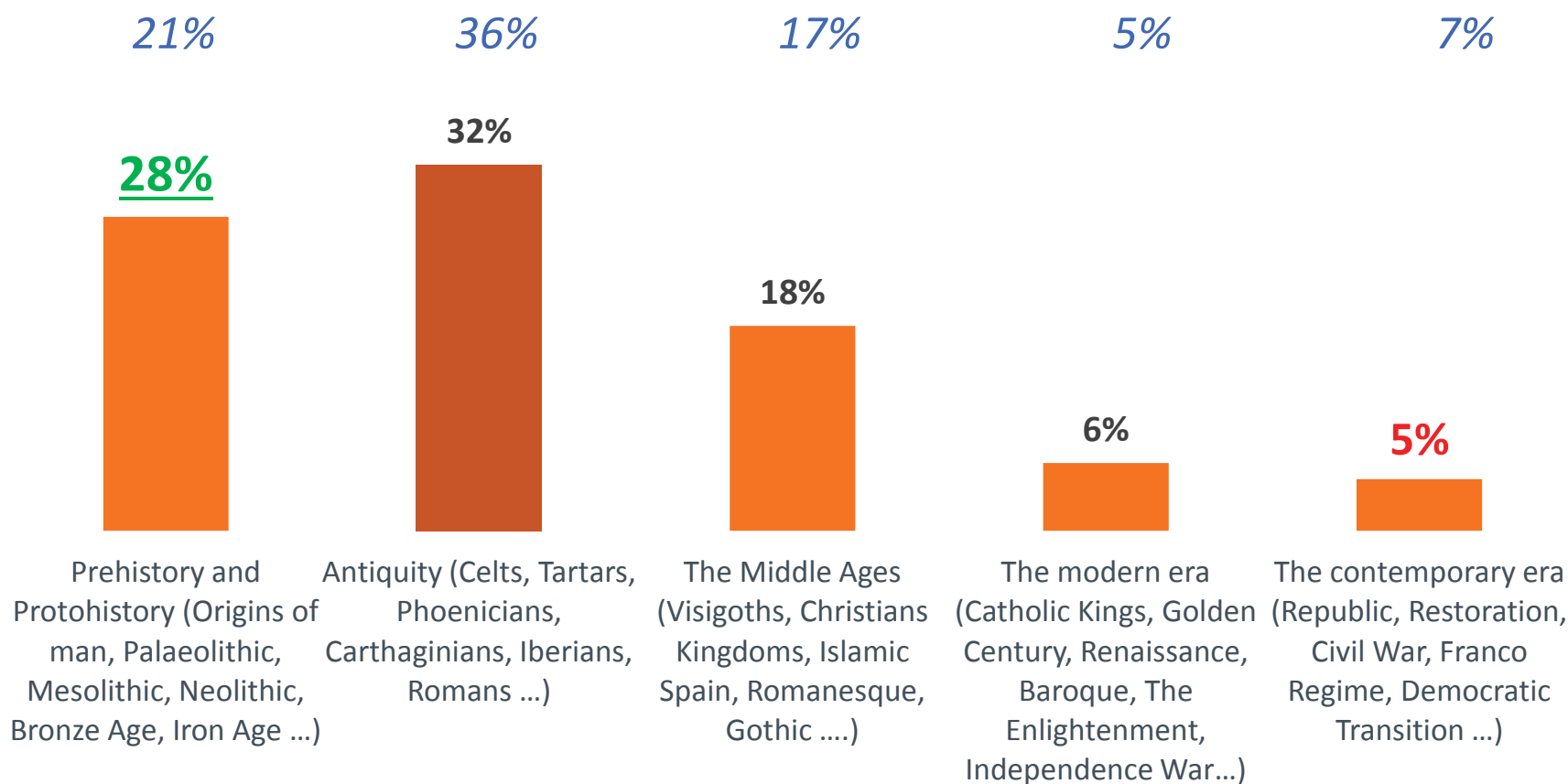
	%	
To know where we came from/To learn about (from) our past : Origins of humanity, humanity's evolution, civilisations, etc.	64%	52%
I like history/archaeology/exploration	20%	12%
Uncovering the truth about our past/discovering the mysteries of the past	11%	16%
Relationship with / understanding of the present/ future	7%	7%
I like it/Everything (unspecified)	6%	3%
The fascination of discovery/pleasure of finding out new things about the past (curiosity)	3%	13%
Improving knowledge/ understanding	3%	7%
Other	6%	7%



In their own country, Spaniards' priority would rather be to visit a site devoted to Antiquity, then to Prehistory, which is a significantly higher score than the one observed in 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 : 12%



Men and inactive people are more numerous to declare they wish to visit a site devoted to the Middle Ages. What is more, lower socio-professional categories appear to be less interested in the Middle Ages. Antiquity is more popular than Prehistory and Protohistory in the South - Canary Islands

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 -

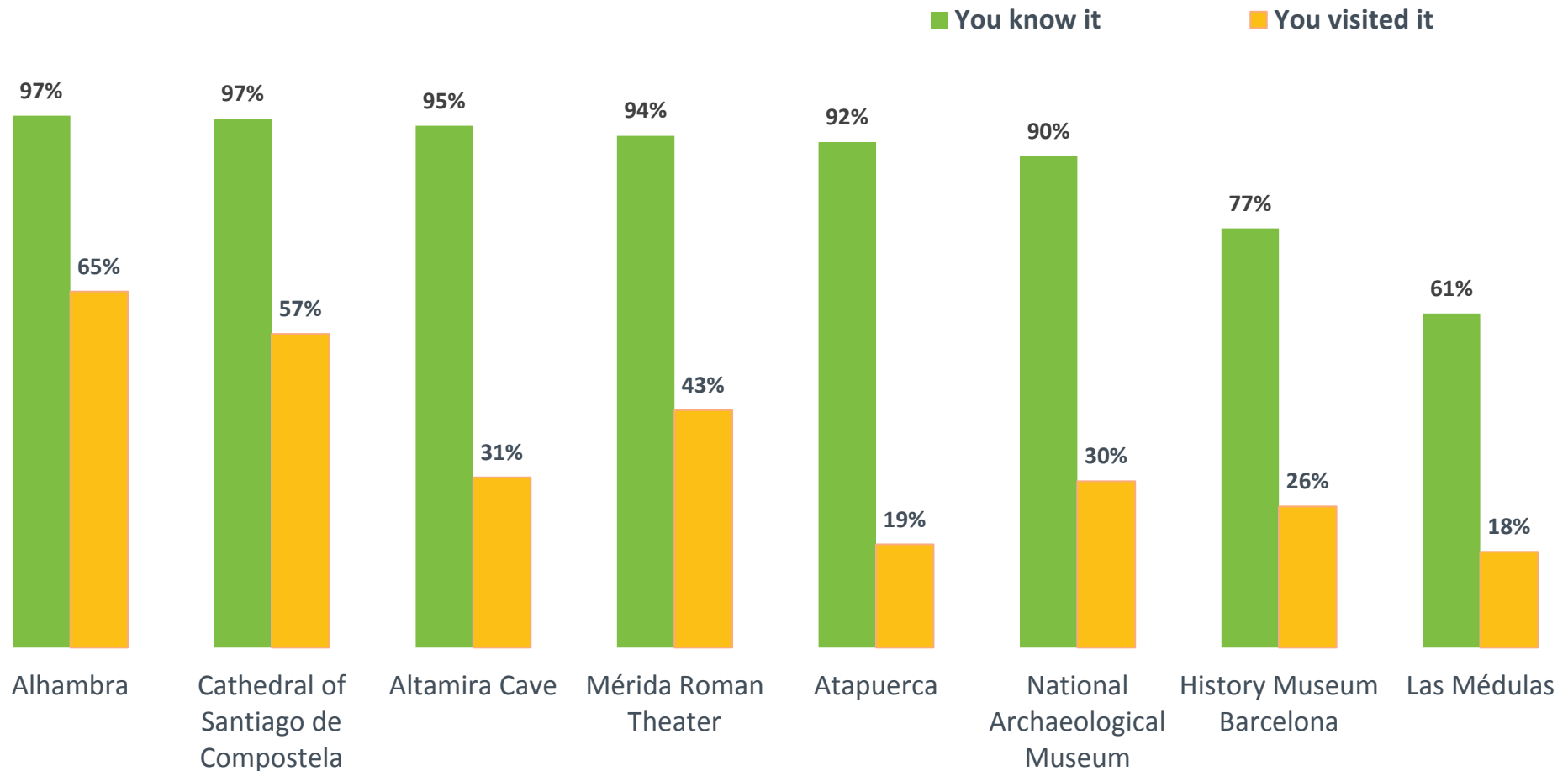
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Antiquity (Celts, Tartars, Phoenicians, Carthaginians, Iberians, Romans ...)	32%	30%	34%	39%	30%	32%	36%	28%
Prehistory and Protohistory(Origins of man, Palaeolithic, Mesolithic, Neolithic, Bronze Age, Iron Age ...)	28%	31%	24%	8%	31%	26%	23%	38%
The Middle Ages (Visigoths, Christians Kingdoms, Islamic Spain, Romanesque, Gothic ...)	18%	22%	15%	23%	15%	13%	17%	24%
The modern era (Catholic Kings, Golden Century, Renaissance, Baroque, The Enlightenment, Independence War...)	6%	3%	9%	13%	6%	3%	7%	5%
The contemporary era (Republic, Restoration, Civil War, Franco Regime, Democratic Transition ...)	5%	4%	5%	9%	3%	7%	6%	1%
Don't know	12%	9%	14%	8%	16%	19%	11%	4%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Antiquity (Celts, Tartars, Phoenicians, Carthaginians, Iberians, Romans ...)	32%	31%	34%	28%	30%	37%	36%	34%	27%
Prehistory and Protohistory(Origins of man, Palaeolithic, Mesolithic, Neolithic, Bronze Age, Iron Age ...)	28%	30%	31%	31%	31%	18%	25%	28%	30%
The Middle Ages (Visigoths, Christians Kingdoms, Islamic Spain, Romanesque, Gothic ...)	18%	19%	20%	12%	20%	18%	19%	10%	23%
The modern era (Catholic Kings, Golden Century, Renaissance, Baroque, The Enlightenment, Independence War...)	6%	3%	7%	9%	4%	9%	4%	6%	8%
The contemporary era (Republic, Restoration, Civil War, Franco Regime, Democratic Transition ...)	5%	5%	1%	7%	4%	6%	5%	5%	4%
Don't know	12%	14%	7%	13%	12%	11%	11%	17%	9%

Except for the History Museum of Barcelona and Las Médulas, most of the sites mentioned are known by almost all Spain population. Two sites are visited by more than half of Spaniards : Alhambra and Cathedral of Santiago de Compostela. The difference between those who know the site of Atapuerca and those who have visited it is also remarkable.

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

- To all -



The young generation has declared knowing less archaeological sites in Spain than the global Spanish population. This knowledge is also impacted by the area where people live. The visits are very conditioned by the area who people live, significantly in Alhambra (most of the South) and Santiago's Cathedral (most of the North).

Q12. Here are some archaeological sites or museums in Spain, 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	244	256	47	98	101	119	134
Alhambra	97%	98%	97%	92%	96%	97%	99%	98%
Cathedral of Santiago de Compostela	97%	97%	96%	89%	99%	98%	98%	95%
Altamira Cave	95%	97%	94%	94%	93%	100%	96%	94%
Mérida Roman Theater	94%	96%	91%	86%	90%	95%	97%	95%
Atapuerca	92%	96%	89%	89%	94%	97%	95%	87%
National Archaeological Museum	90%	92%	88%	74%	89%	91%	96%	90%
History Museum Barcelona	77%	76%	78%	66%	81%	76%	79%	76%
Las Médulas	61%	67%	56%	38%	59%	66%	62%	66%

YOU KNOW IT

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Alhambra	97%	93%	99%	97%	98%	99%	99%	97%	96%
Cathedral of Santiago de Compostela	97%	96%	99%	97%	97%	95%	98%	99%	94%
Altamira Cave	95%	97%	98%	98%	94%	93%	99%	94%	93%
Mérida Roman Theater	94%	88%	96%	98%	93%	95%	94%	94%	93%
Atapuerca	92%	96%	96%	98%	89%	89%	95%	91%	91%
National Archaeological Museum	90%	90%	98%	96%	84%	90%	92%	91%	87%
History Museum Barcelona	77%	72%	66%	72%	94%	69%	76%	75%	78%
Las Médulas	61%	79%	70%	83%	53%	41%	62%	63%	59%

Spanish seniors declare to have visited more archaeological sites/museums in Spain than the global population. The visits are very conditioned by the area who people live, significantly in Alhambra (most of the South) and Santiago's Cathedral (most of the North).

Q12. Here are some archaeological sites or museums in Spain, 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	244	256	47	98	101	119	134
Alhambra	65%	67%	63%	41%	58%	63%	70%	76%
Cathedral of Santiago de Compostela	57%	58%	57%	30%	47%	59%	62%	69%
Mérida Roman Theater	43%	49%	38%	22%	38%	36%	45%	59%
Altamira Cave	31%	32%	31%	31%	26%	26%	41%	30%
National Archaeological Museum	30%	30%	31%	21%	27%	31%	34%	33%
History Museum Barcelona	26%	28%	24%	16%	24%	21%	27%	33%
Atapuerca	19%	21%	17%	13%	23%	14%	17%	23%
Las Médulas	18%	22%	13%	13%	12%	14%	18%	25%

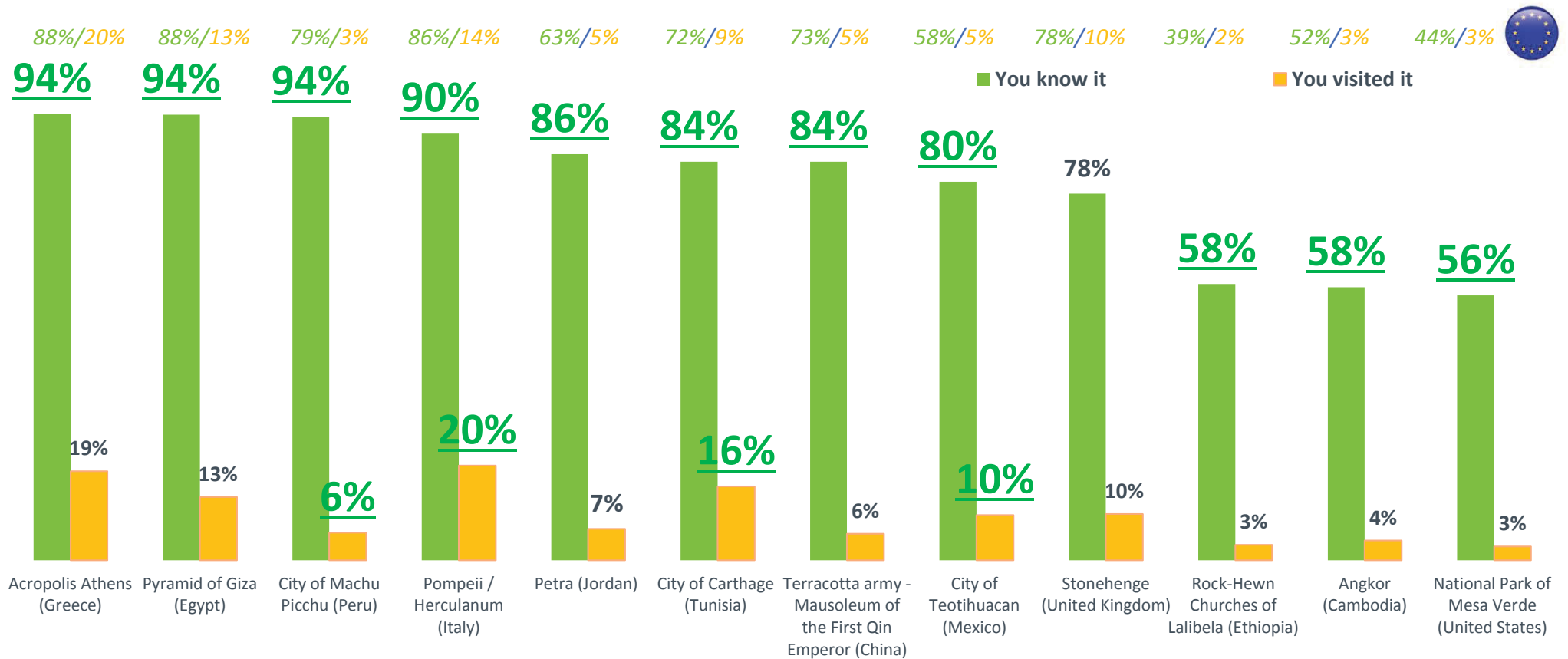
YOU VISITED IT

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Alhambra	65%	43%	69%	61%	69%	78%	68%	63%	64%
Cathedral of Santiago de Compostela	57%	70%	63%	59%	58%	42%	64%	56%	51%
Mérida Roman Theater	43%	33%	66%	58%	36%	41%	48%	42%	40%
Altamira Cave	31%	45%	39%	37%	27%	17%	36%	34%	25%
National Archaeological Museum	30%	20%	67%	35%	23%	26%	37%	27%	26%
History Museum Barcelona	26%	11%	10%	12%	57%	17%	27%	19%	29%
Atapuerca	19%	22%	23%	32%	13%	15%	21%	19%	17%
Las Médulas	18%	25%	26%	31%	10%	8%	20%	18%	15%

The Acropolis is the most known and the second most visited site. Knowledge of sites and museums abroad are pretty much higher compared to what other Europeans say.

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

As it was the case concerning domestic archaeological sites, the 18-24 years old generation is not as aware as the global Spanish population of archaeological sites worldwide.

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	244	256	47	98	101	119	134
Acropolis Athens (Greece)	94%	95%	94%	89%	93%	99%	97%	92%
Pyramid of Giza (Egypt)	94%	94%	95%	90%	93%	98%	97%	92%
City of Machu Picchu (Peru)	94%	94%	94%	87%	95%	99%	97%	89%
Pompeii / Herculenum (Italy)	90%	91%	90%	87%	87%	90%	96%	89%
Petra (Jordan)	86%	89%	83%	65%	80%	91%	92%	89%
City of Carthage (Tunisia)	84%	85%	84%	78%	79%	84%	89%	86%
Terracotta army - Mausoleum of the First Qin Emperor (China)	84%	88%	81%	67%	76%	90%	89%	87%
City of Teotihuacan (Mexico)	80%	85%	76%	61%	71%	85%	85%	86%
Stonehenge (United Kingdom)	78%	80%	75%	66%	79%	81%	81%	76%
Rock-Hewn Churches of Lalibela (Ethiopia)	58%	61%	56%	40%	53%	57%	63%	66%
Angkor (Cambodia)	58%	60%	56%	44%	55%	59%	57%	64%
National Park of Mesa Verde (United States)	56%	57%	56%	50%	52%	58%	54%	62%

YOU KNOW IT

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Acropolis Athens (Greece)	94%	93%	96%	92%	96%	94%	94%	95%	94%
Pyramid of Giza (Egypt)	94%	92%	94%	94%	96%	95%	93%	96%	95%
City of Machu Picchu (Peru)	94%	96%	96%	92%	93%	92%	94%	98%	92%
Pompeii / Herculenum (Italy)	90%	93%	94%	92%	90%	85%	92%	90%	89%
Petra (Jordan)	86%	89%	86%	86%	90%	79%	85%	87%	86%
City of Carthage (Tunisia)	84%	85%	89%	83%	87%	79%	85%	84%	84%
Terracotta army - Mausoleum of the First Qin Emperor (China)	84%	80%	87%	87%	88%	81%	87%	81%	84%
City of Teotihuacan (Mexico)	80%	79%	79%	80%	81%	81%	80%	78%	81%
Stonehenge (United Kingdom)	78%	77%	87%	74%	78%	74%	82%	76%	74%
Rock-Hewn Churches of Lalibela (Ethiopia)	58%	69%	57%	58%	58%	52%	59%	57%	59%
Angkor (Cambodia)	58%	60%	66%	56%	58%	52%	58%	58%	57%
National Park of Mesa Verde (United States)	56%	52%	58%	64%	59%	50%	54%	52%	61%

Older generations declare having visited more archaeological sites in the world than the average Spanish population.

Q12. Here are some archaeological sites or museums in other countries, 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	244	256	47	98	101	119	134
Pompeii / Herculenum (Italy)	20%	18%	22%	16%	14%	19%	20%	27%
Acropolis Athens (Greece)	19%	20%	18%	13%	11%	17%	19%	28%
City of Carthage (Tunisia)	16%	16%	15%	9%	6%	13%	18%	25%
Pyramid of Giza (Egypt)	13%	14%	13%	2%	5%	15%	15%	22%
Stonehenge (United Kingdom)	10%	11%	8%	10%	7%	9%	9%	13%
City of Teotihuacan (Mexico)	10%	9%	10%	9%	5%	7%	9%	16%
Petra (Jordan)	7%	8%	6%	2%	4%	7%	7%	9%
City of Machu Picchu (Peru)	6%	6%	6%	7%	6%	5%	4%	7%
Terracotta army - Mausoleum of the First Qin Emperor (China)	6%	6%	5%	2%	5%	4%	6%	8%
Angkor (Cambodia)	4%	5%	3%	6%	5%	3%	2%	5%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	4%	2%	2%	4%	3%	3%	3%
National Park of Mesa Verde (United States)	3%	4%	2%	2%	3%	3%	2%	4%

YOU VISITED IT

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Pompeii / Herculenum (Italy)	20%	20%	27%	17%	21%	17%	20%	20%	20%
Acropolis Athens (Greece)	19%	14%	24%	9%	27%	16%	24%	10%	20%
City of Carthage (Tunisia)	16%	14%	13%	12%	24%	10%	16%	14%	16%
Pyramid of Giza (Egypt)	13%	9%	13%	6%	20%	13%	16%	8%	15%
Stonehenge (United Kingdom)	10%	7%	11%	10%	8%	13%	8%	11%	11%
City of Teotihuacan (Mexico)	10%	7%	10%	10%	9%	11%	12%	4%	11%
Petra (Jordan)	7%	8%	5%	2%	9%	6%	8%	5%	7%
City of Machu Picchu (Peru)	6%	8%	7%	4%	4%	8%	7%	3%	6%
Terracotta army - Mausoleum of the First Qin Emperor (China)	6%	4%	6%	4%	8%	5%	5%	3%	7%
Angkor (Cambodia)	4%	5%	4%	2%	4%	5%	3%	5%	5%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	4%	3%	2%	2%	5%	4%	6%	1%
National Park of Mesa Verde (United States)	3%	4%	1%	2%	2%	4%	2%	3%	4%



1.4. Image of, attachment to and commitment to archaeology

About 9 Spaniards out of 10 clearly define archaeology with positive adjectives. They are even more enthusiastic, than other European respondents as far as the adjectives « modern » and « moving » are mentioned.

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

- To all -



Pointless

8%

92%

Useful

90%

No value

8%

92%

Great value

91%

Unmoving

12%

88%

Moving

81%

Boring

12%

88%

Enthralling

87%

Outdated

18%

82%

Modern

76%

The young generation does not use as many positive adjectives as the rest of the Spanish population to describe archaeology. To the old generations, archaeology is particularly modern. Archaeology seems less appreciated in the North than in other areas of Spain.

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

- To all -

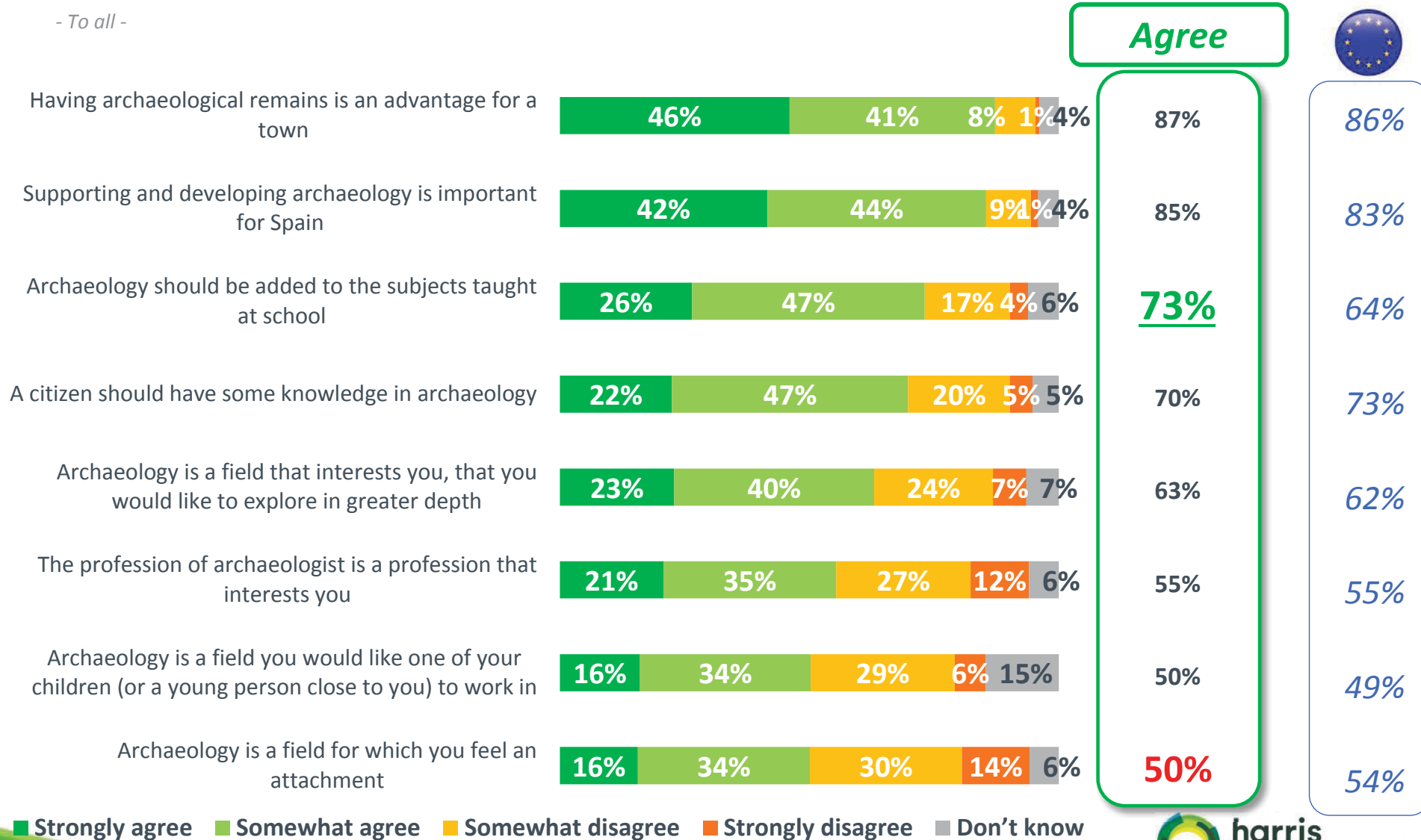
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Useful	92%	94%	90%	94%	86%	93%	91%	96%
Great value	92%	93%	91%	83%	89%	95%	91%	96%
Moving	88%	89%	88%	83%	90%	86%	88%	92%
Enthralling	88%	89%	87%	77%	88%	87%	88%	92%
Modern	82%	85%	79%	69%	71%	81%	88%	89%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Useful	92%	89%	95%	91%	91%	94%	91%	91%	93%
Great value	92%	85%	95%	89%	96%	93%	93%	92%	91%
Moving	88%	84%	86%	91%	88%	92%	90%	87%	88%
Enthralling	88%	81%	89%	92%	91%	87%	88%	85%	89%
Modern	82%	78%	82%	84%	80%	83%	78%	81%	85%

Spaniards are as convinced as the Europeans' average that archaeology is an advantage for towns and the country in general. In comparison to other Europeans, Spaniards wish more that archaeology could be learned at School (+7%).

Q14. Personally, would you say that...

- To all -



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

While older generations are more inclined to say that having archaeology is an advantage for a town and that it should be taught at school, younger generations tend to think the opposite.

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	244	256	47	98	101	119	134
Having archaeological remains is an advantage for a town	87%	89%	86%	72%	86%	88%	85%	95%
Supporting and developing archaeology is important for Spain	85%	87%	84%	78%	83%	84%	88%	89%
Archaeology should be added to the subjects taught at school	73%	77%	70%	58%	66%	68%	79%	82%
A citizen should have some knowledge in archaeology	70%	72%	68%	57%	65%	65%	75%	77%
Archaeology is a field that interests you, that you would like to explore in greater depth	63%	64%	62%	66%	63%	56%	70%	61%
The profession of archaeologist is a profession that interests you	55%	59%	52%	54%	51%	51%	62%	57%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	50%	51%	49%	46%	48%	45%	52%	55%
Archaeology is a field for which you feel an attachment	50%	53%	47%	40%	48%	47%	53%	55%

AGREE

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Having archaeological remains is an advantage for a town	87%	83%	91%	85%	89%	88%	88%	88%	86%
Supporting and developing archaeology is important for Spain	85%	84%	89%	77%	87%	87%	85%	86%	85%
Archaeology should be added to the subjects taught at school	73%	68%	84%	65%	75%	74%	74%	69%	75%
A citizen should have some knowledge in archaeology	70%	65%	71%	63%	75%	71%	72%	65%	71%
Archaeology is a field that interests you, that you would like to explore in greater depth	63%	63%	68%	61%	60%	65%	65%	62%	62%
The profession of archaeologist is a profession that interests you	55%	57%	65%	55%	50%	55%	51%	57%	58%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	50%	47%	49%	52%	53%	49%	50%	48%	52%
Archaeology is a field for which you feel an attachment	50%	49%	48%	46%	50%	54%	53%	46%	51%

Spanish people are globally more positive than Europeans' average, especially when it comes to maintain Spanish archaeological record and pay attention to Spanish archaeological history.

Q15. Personally, would you say that...

- To all -

Agree



Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity



81%

77%

In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Spanish public



79%

71%

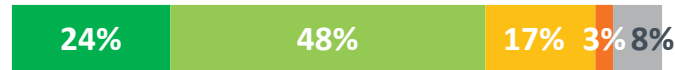
The archaeological exhibitions in Spanish museums are informative for every age group



78%

70%

There is too little information available in regard to what the public can see and do in regard to archaeology in Spain



73%

69%

Too little effort is been made to maintain the Spanish archaeological record



66%

58%

There is too little attention geared towards Spanish archaeological history in Spanish museums



64%

58%

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



No real difference depending on one's gender, age, living place or socio-professional category.

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	244	256	47	98	101	119	134
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	81%	80%	81%	78%	81%	81%	79%	83%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Spanish public	79%	79%	79%	87%	74%	85%	81%	74%
The archaeological exhibitions in the Spanish museums are informative for every age group	78%	84%	73%	69%	77%	73%	83%	83%
There is too little information available in regard to what the public can see and do in regard to archaeology in Spain	73%	73%	72%	75%	69%	71%	80%	70%
Too little effort has been made to maintain the Spanish archaeological record	66%	67%	66%	60%	66%	69%	69%	64%
There is too little attention geared towards Spanish archaeological history in Spanish museums	64%	65%	64%	59%	66%	64%	69%	60%

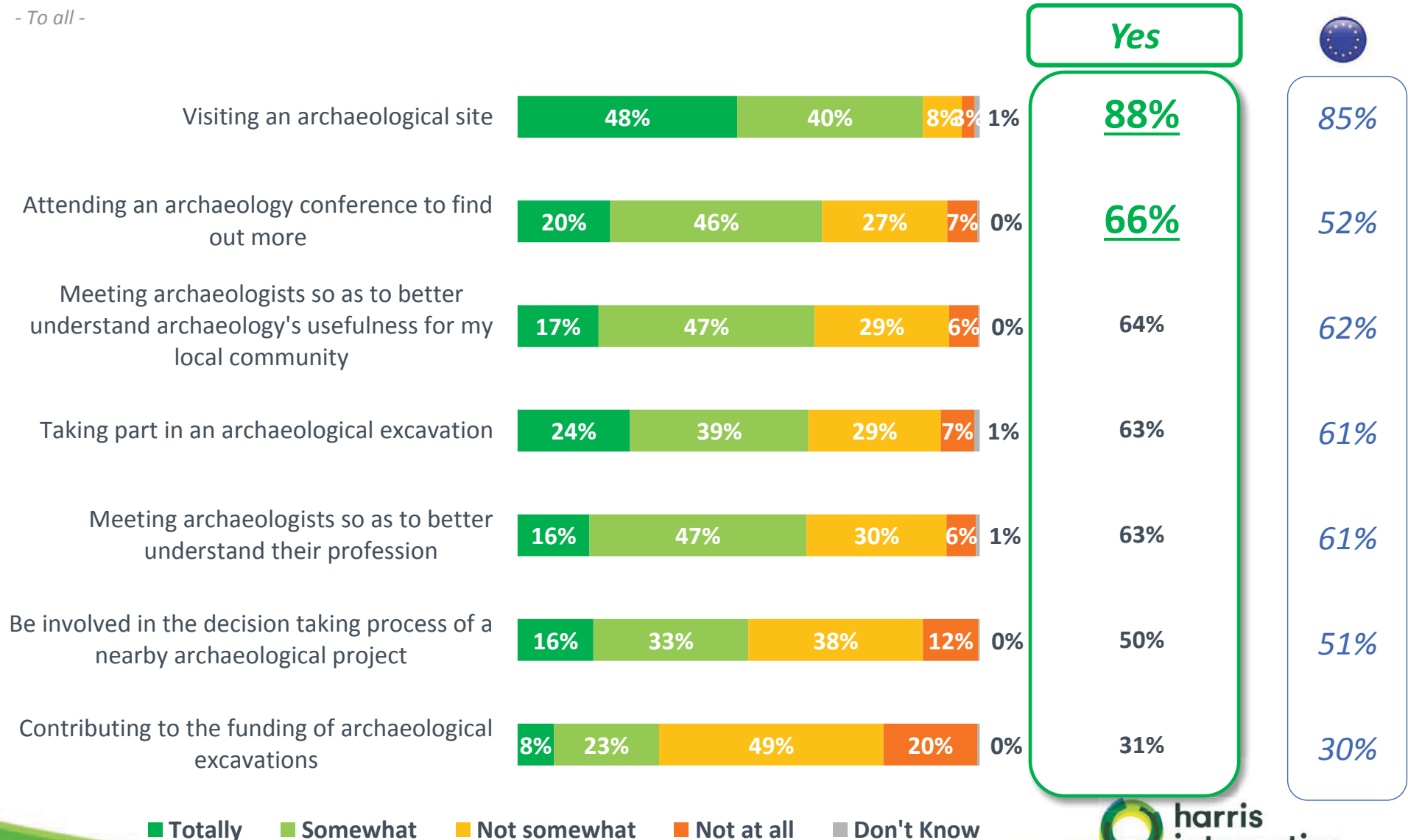
AGREE

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	81%	78%	82%	79%	81%	83%	81%	82%	79%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Spanish public	79%	83%	84%	73%	76%	80%	80%	83%	77%
The archaeological exhibitions in the Spanish museums are informative for every age group	78%	75%	81%	76%	81%	78%	77%	80%	79%
There is too little information available in regard to what the public can see and do in regard to archaeology in Spain	73%	77%	68%	65%	74%	75%	69%	75%	75%
Too little effort has been made to maintain the Spanish archaeological record	66%	65%	70%	69%	67%	63%	66%	70%	65%
There is too little attention geared towards Spanish archaeological history in Spanish museums	64%	69%	59%	63%	67%	61%	62%	66%	65%

Inhabitants from Spain would mostly be interested in visiting an archaeological site, a bit less by attending a conference or meeting archaeologists. They appear to be more enthusiastic than other European countries on the first two proposals.

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

- To all -



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

Far less old Spanish people have taken part in archaeological excavations especially compared to younger people aged 25-34 years old.

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	244	256	47	98	101	119	134
Visiting an archaeological site	88%	90%	86%	82%	85%	86%	87%	93%
Attending an archaeology conference to find out more	66%	67%	65%	53%	63%	65%	70%	69%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	64%	64%	64%	62%	72%	56%	71%	60%
Taking part in an archaeological excavation	63%	63%	63%	72%	74%	65%	67%	46%
Meeting archaeologists so as to better understand their profession	63%	64%	61%	71%	65%	56%	64%	61%
Be involved in the decision taking process of a nearby archaeological project	50%	49%	51%	59%	52%	47%	55%	43%
Contributing to the funding of archaeological excavations	31%	32%	29%	43%	31%	30%	28%	29%

YES

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Visiting an archaeological site	88%	87%	93%	85%	87%	87%	89%	86%	87%
Attending an archaeology conference to find out more	66%	66%	67%	61%	67%	66%	69%	64%	65%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	64%	64%	66%	67%	63%	64%	66%	62%	64%
Taking part in an archaeological excavation	63%	66%	66%	68%	56%	64%	64%	68%	59%
Meeting archaeologists so as to better understand their profession	63%	66%	56%	64%	58%	68%	66%	56%	64%
Be involved in the decision taking process of a nearby archaeological project	50%	50%	51%	59%	43%	52%	51%	49%	50%
Contributing to the funding of archaeological excavations	31%	35%	34%	33%	26%	30%	28%	28%	35%

II-Positioning of archaeology

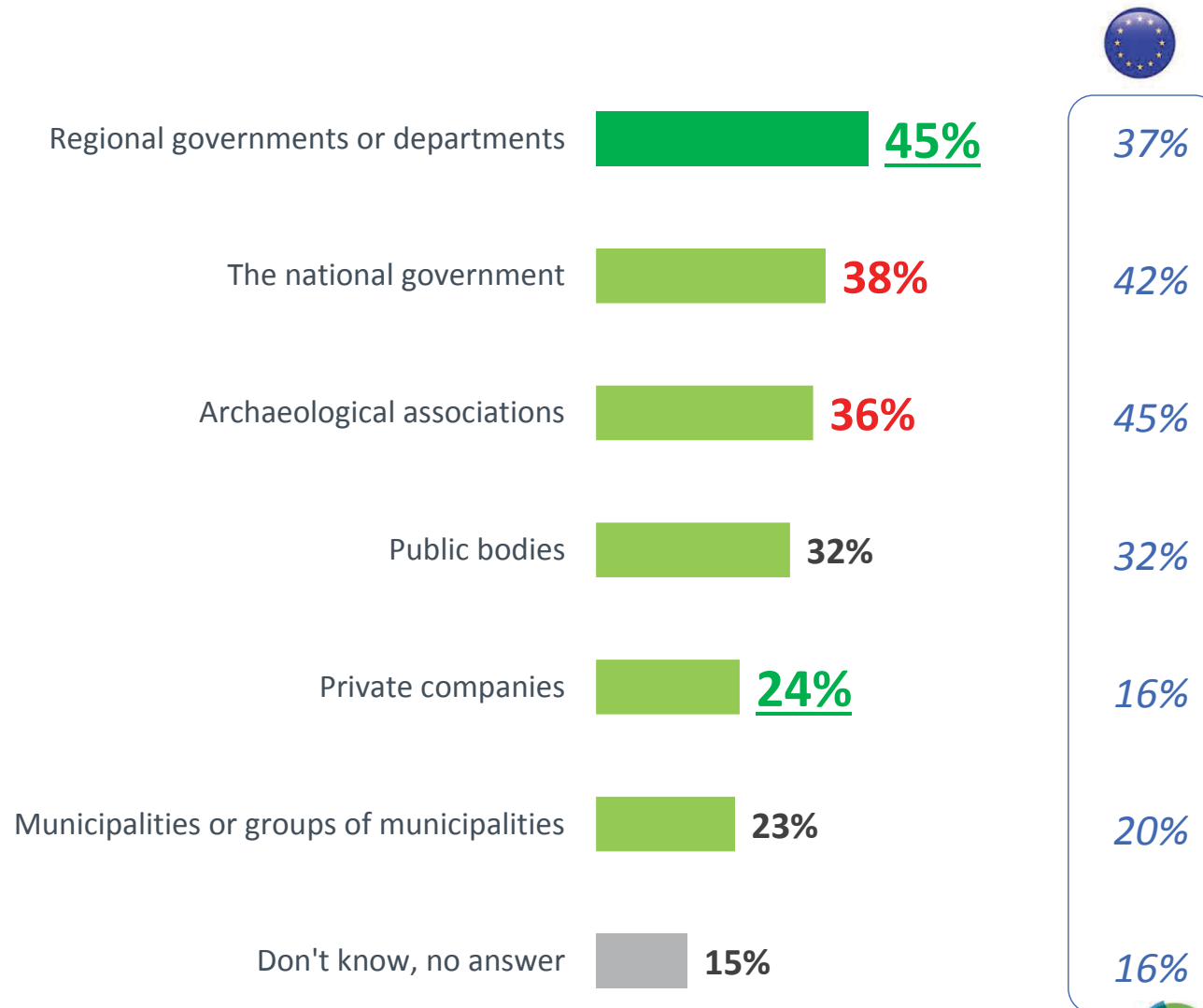


2.1. Managing archaeology : knowledge and wishes

For a majority, archaeology is managed by regional governments/departments : 45% of Spain says so, which is a score much above the Europeans' average. Also is significantly higher the proportion of people who think that private companies manage archaeology.

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

- To all -



To Spanish men more than Spanish women, public institutions such as the State or regional/national governments manage archaeology in their country. For this latter, seniors share this perception.

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

- To all -

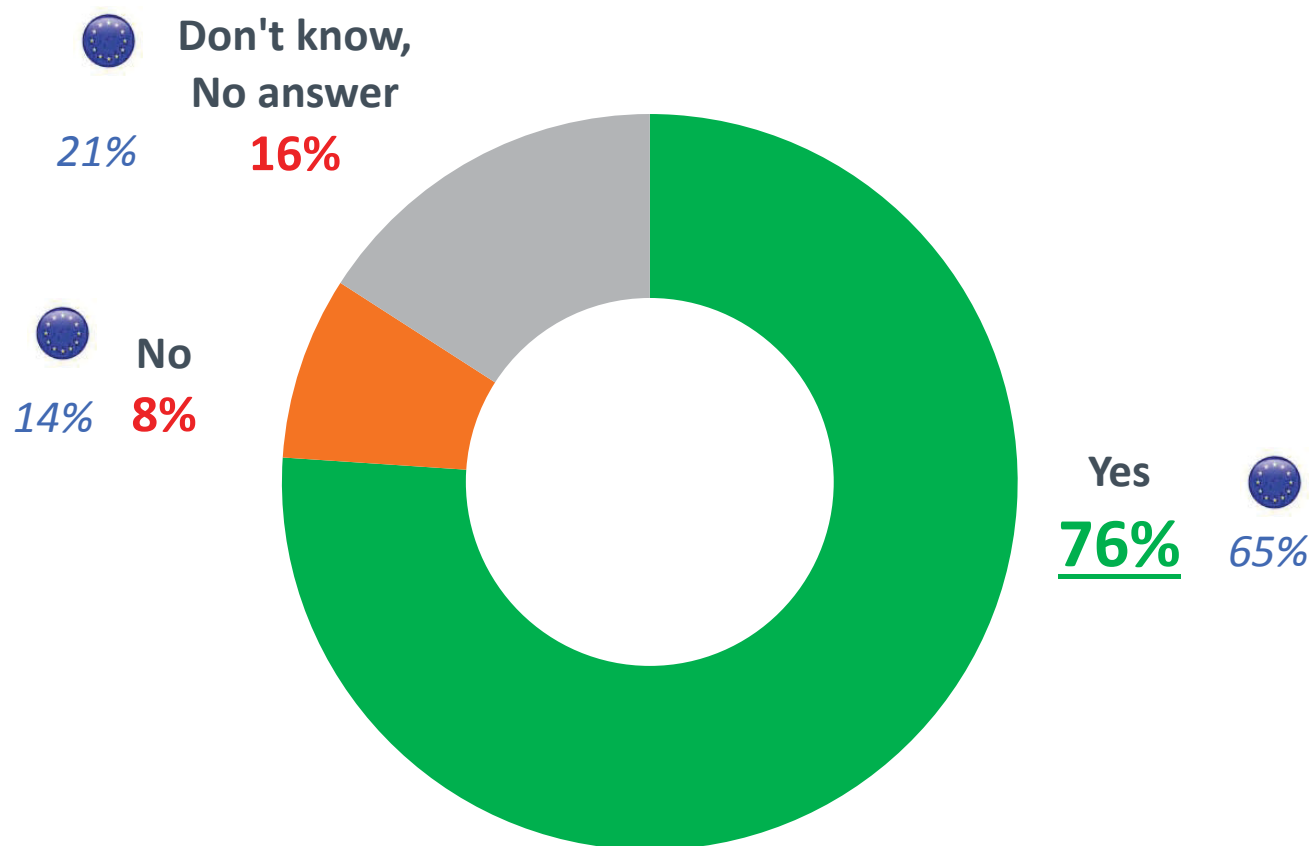
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Regional governments or departments	45%	51%	39%	40%	32%	43%	47%	56%
The national government	38%	43%	33%	21%	36%	38%	45%	39%
Archaeological associations	36%	40%	32%	32%	33%	25%	34%	49%
Public bodies	32%	36%	28%	28%	27%	28%	37%	36%
Private companies	24%	22%	25%	35%	27%	23%	21%	21%
Municipalities or groups of municipalities	23%	25%	21%	13%	23%	19%	24%	28%
Don't know, no answer	15%	10%	20%	16%	17%	19%	16%	9%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Regional governments or departments	45%	38%	45%	37%	52%	46%	45%	40%	48%
The national government	38%	34%	48%	26%	40%	39%	42%	36%	35%
Archaeological associations	36%	32%	34%	34%	42%	34%	37%	29%	40%
Public bodies	32%	28%	36%	27%	38%	29%	36%	27%	31%
Private companies	24%	21%	28%	21%	26%	22%	24%	27%	22%
Municipalities or groups of municipalities	23%	17%	23%	17%	30%	23%	30%	16%	21%
Don't know, no answer	15%	18%	11%	12%	15%	17%	14%	18%	14%

About three quarters of Spain inhabitants believe that it is the State's job to manage archaeology. They are far more numerous than Europeans' average to think so.

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

- To all -



Spanish men are significantly more numerous to think it is up to the State to manage archaeology, whereas women are more numerous do to not have an opinion.

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

- To all -

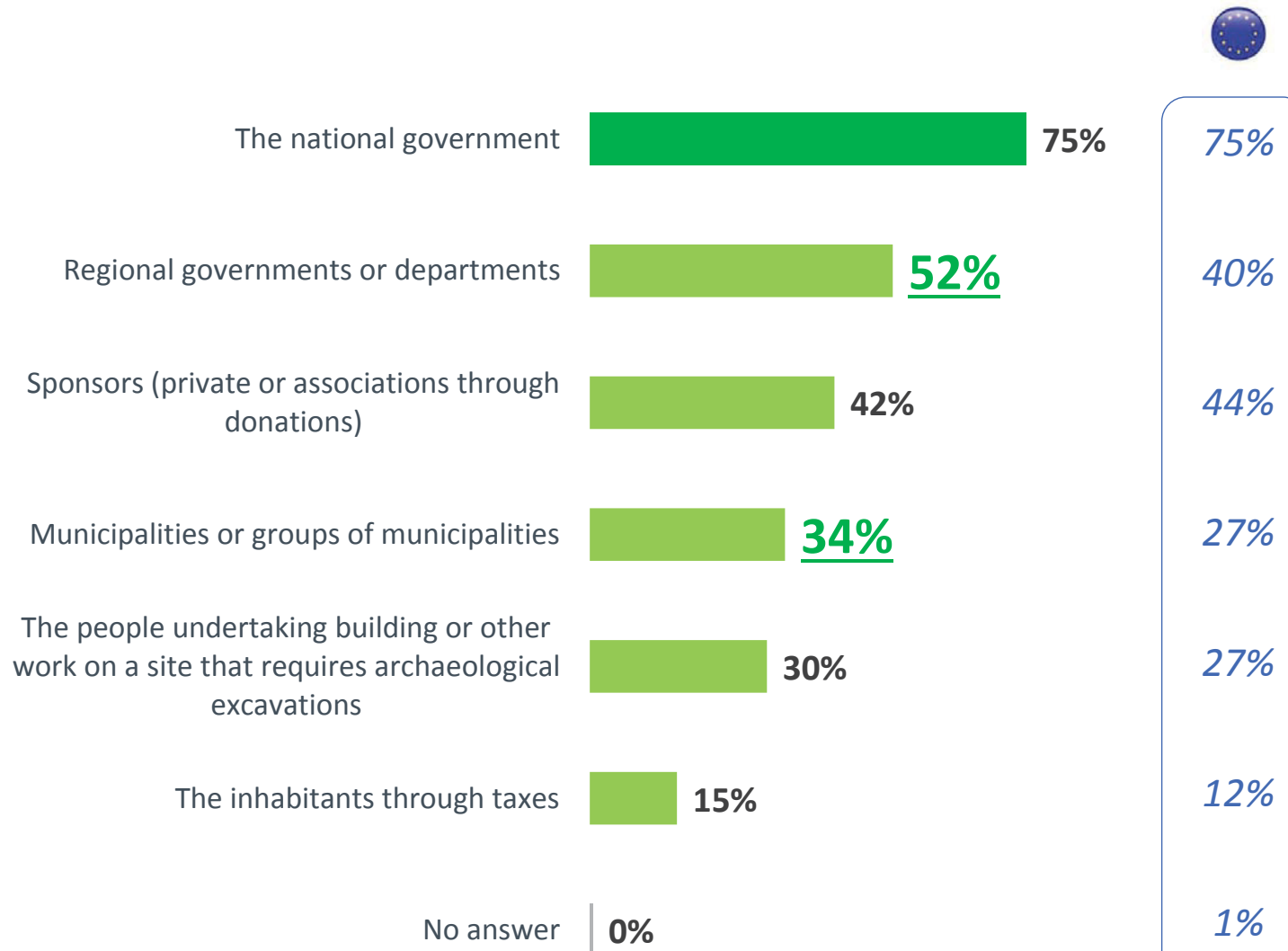
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Yes	76%	83%	70%	70%	72%	71%	79%	82%
No	8%	7%	9%	12%	12%	10%	3%	7%
Don't know, No answer	16%	10%	21%	18%	16%	19%	18%	11%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Yes	76%	70%	88%	74%	72%	80%	75%	78%	76%
No	8%	11%	4%	8%	11%	5%	8%	9%	7%
Don't know, No answer	16%	19%	8%	17%	17%	15%	17%	13%	17%

The national government, and possibly regional governments, should take part in financing archaeology as a priority. The role given to regional governments is significantly higher in Spain than in the EU's average.

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

- To all -



18-24 years old people are twice less than the Spanish population to think that regional governments should take part in financing archaeology. People of the East think more that private sponsor should take part in financing archaeology

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	244	256	47	98	101	119	134
The national government	75%	74%	76%	70%	67%	68%	82%	81%
Regional governments or departments	52%	59%	45%	28%	49%	47%	63%	57%
Sponsors (private or associations through donations)	42%	44%	40%	34%	34%	41%	48%	46%
Municipalities or groups of municipalities	34%	37%	30%	21%	38%	22%	41%	37%
The people undertaking building or other work on a site that requires archaeological excavations	30%	29%	32%	37%	37%	24%	32%	26%
The inhabitants through taxes	15%	17%	13%	16%	16%	11%	16%	16%
no answer	0%	1%	0%			1%		1%

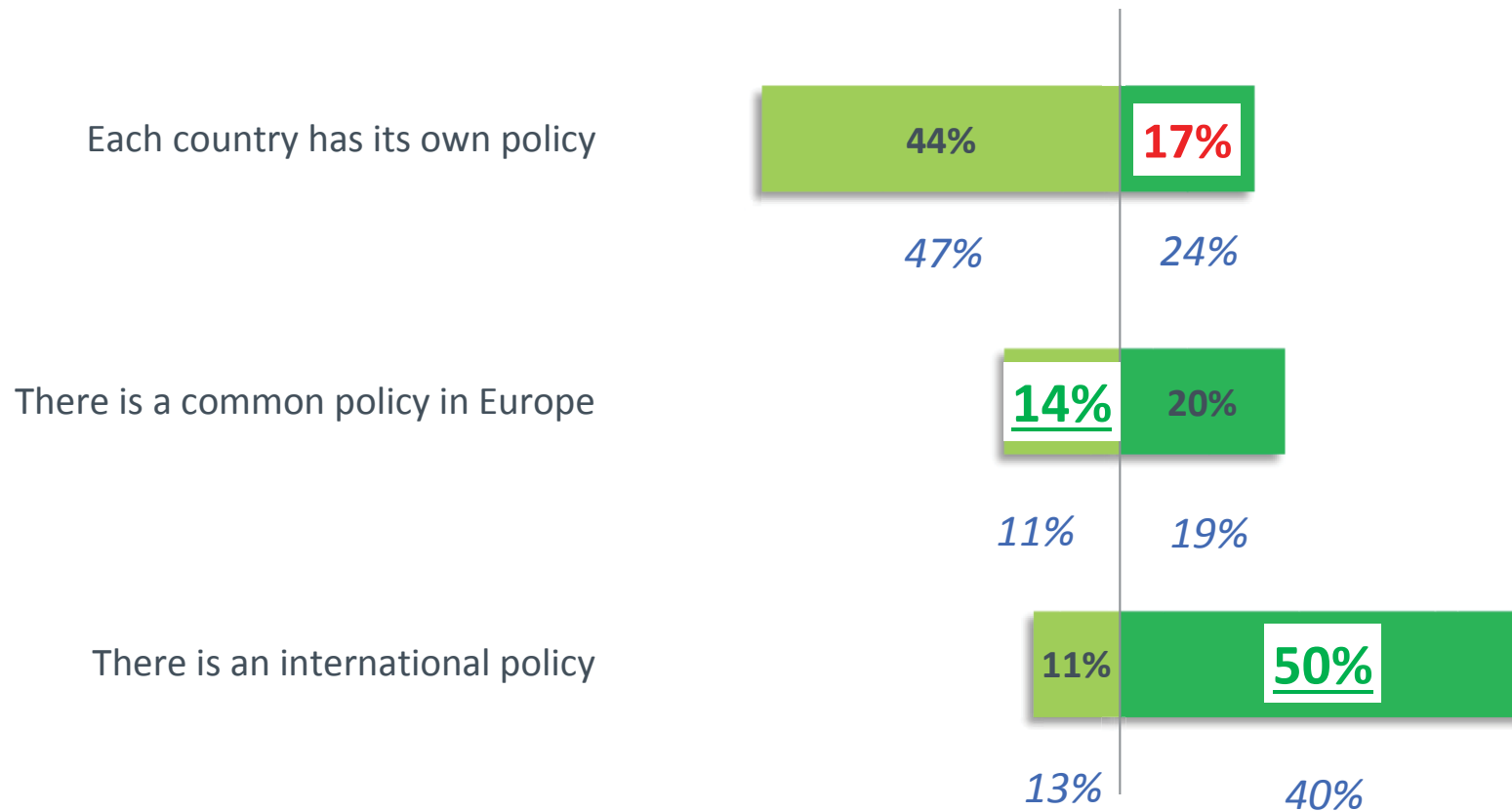
	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
The national government	75%	70%	85%	68%	74%	78%	78%	67%	77%
Regional governments or departments	52%	57%	58%	48%	54%	44%	54%	54%	49%
Sponsors (private or associations through donations)	42%	38%	42%	34%	50%	40%	41%	39%	45%
Municipalities or groups of municipalities	34%	38%	37%	33%	32%	31%	35%	31%	33%
The people undertaking building or other work on a site that requires archaeological excavations	30%	28%	37%	31%	33%	26%	29%	29%	33%
The inhabitants through taxes	15%	15%	18%	12%	17%	12%	13%	18%	15%
no answer	0%			2%		1%			1%

While a majority of Spanish respondents think of the State managing archaeology, half of them wish for a policy that would rather be international. A wish more spread in Spain than in Europeans' average.

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



30% Don't know, no answer : 31%

Don't know, no answer : 13% 17%



**harris
interactive**

Half of Spanish men think that each country has its own policy regarding archaeology, while almost half of the 18-24 years old Spanish generation believes there is a common policy in Europe in this regard. The conscience of a common policy in Europe is higher among women and young people.

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	244	256	47	98	101	119	134
Each country has its own policy	44%	50%	38%	28%	44%	52%	46%	42%
There is a common policy in Europe	14%	9%	19%	47%	18%	7%	7%	11%
There is an international policy	11%	13%	8%	5%	6%	8%	13%	16%
Don't know, No answer	31%	27%	35%	19%	31%	32%	34%	31%

HOW IT IS CURRENTLY MANAGED

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Each country has its own policy	44%	44%	49%	44%	45%	40%	51%	42%	39%
There is a common policy in Europe	14%	9%	18%	19%	11%	18%	14%	14%	15%
There is an international policy	11%	12%	6%	12%	9%	14%	10%	9%	12%
Don't know, No answer	31%	35%	27%	25%	36%	27%	25%	34%	34%

Almost a third of the Spanish population aged 25-34 years old thinks there should be a common policy in Europe regarding archaeology ; they are far more to believe so in comparison to the global Spanish population.

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	244	256	47	98	101	119	134
There should be an international policy	50%	54%	46%	44%	37%	53%	55%	55%
There should be a common policy in Europe	20%	20%	20%	20%	30%	19%	16%	18%
Each country should have its own policy	17%	16%	17%	20%	24%	15%	13%	14%
Don't know, No answer	13%	11%	16%	17%	10%	13%	15%	12%

WHO SHOULD MANAGE IT

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
There should be an international policy	50%	51%	49%	46%	51%	51%	54%	47%	48%
There should be a common policy in Europe	20%	20%	29%	19%	22%	15%	18%	23%	20%
Each country should have its own policy	17%	15%	18%	19%	11%	22%	15%	19%	16%
Don't know, No answer	13%	14%	5%	16%	16%	12%	13%	11%	15%

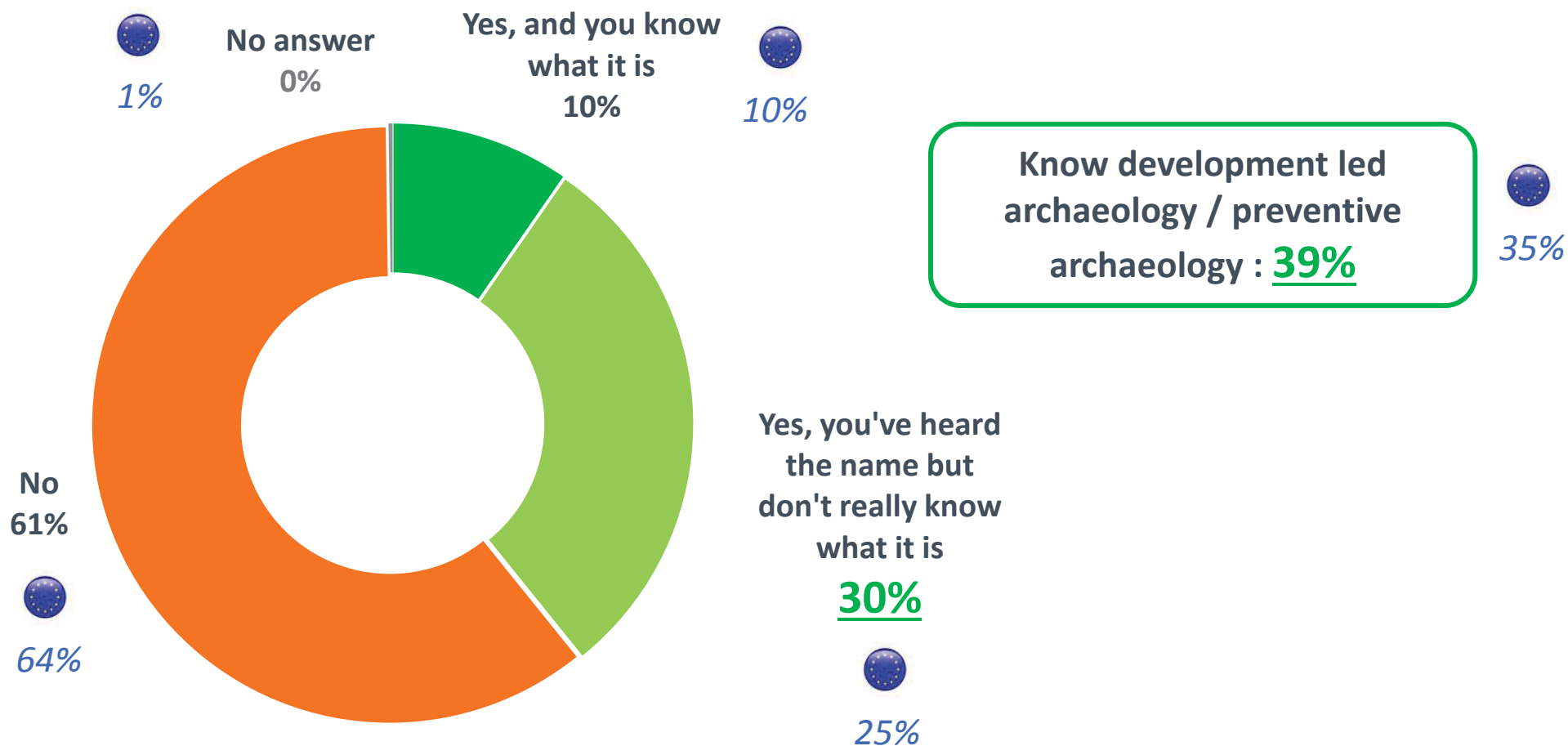


2.2. Preventive/development-led archaeology

A bit more than a third of the Spanish population knows preventive archaeology, implying that 2 thirds of them do not know it. Positive scores are higher than Europeans’.

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

- To all -



About half of the old Spanish generation aged 60 years old and more knows the expression « preventive archaeology » ; this is significantly more than what answered the global Spanish population.

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

- To all -

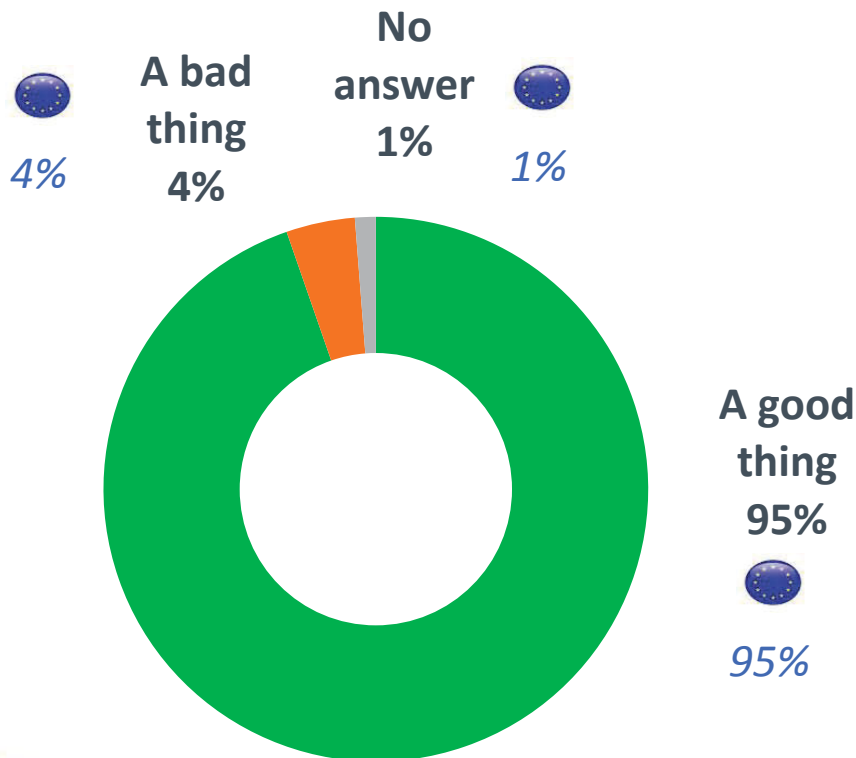
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Yes	39%	40%	38%	47%	34%	34%	34%	48%
Yes, and you know what it is	10%	9%	10%	13%	11%	7%	10%	9%
Yes, you've heard the name but don't really know what it is	30%	31%	28%	34%	23%	27%	24%	39%
No	61%	60%	61%	53%	66%	65%	66%	52%
No answer	0%		0%			1%		

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Yes	39%	37%	37%	42%	37%	43%	45%	29%	41%
Yes, and you know what it is	10%	8%	15%	11%	9%	8%	10%	5%	12%
Yes, you've heard the name but don't really know what it is	30%	29%	22%	31%	28%	34%	35%	24%	28%
No	61%	63%	63%	58%	63%	56%	55%	70%	59%
no answer	0%					1%		1%	

To a very large majority of Spanish 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 countries think.

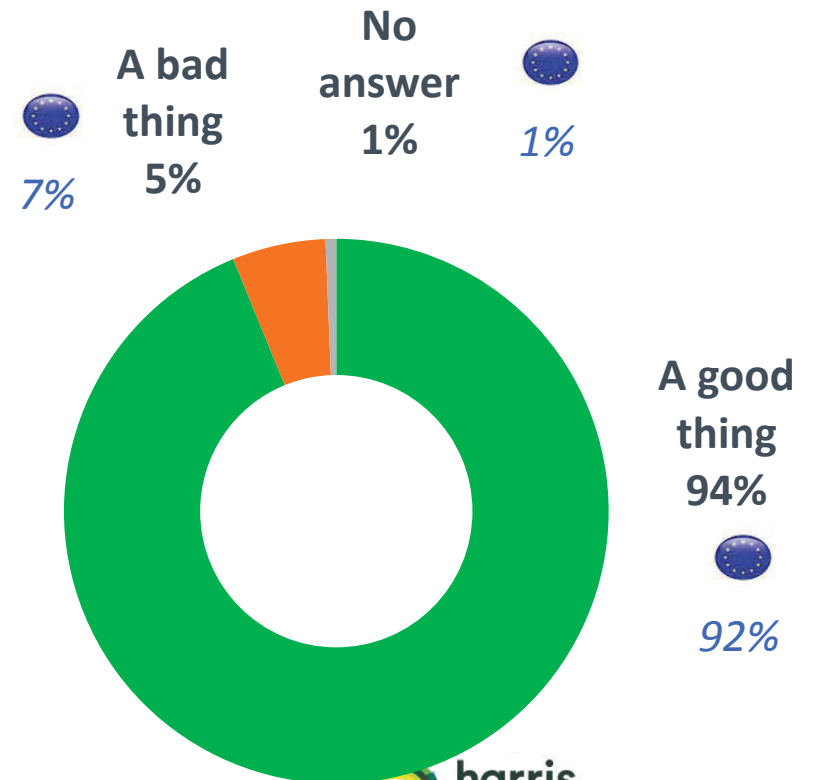
Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological 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 declare preventive archaeology is more of a good thing, it is mostly due to the preservation of heritage and to avoid irreversible destruction.

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

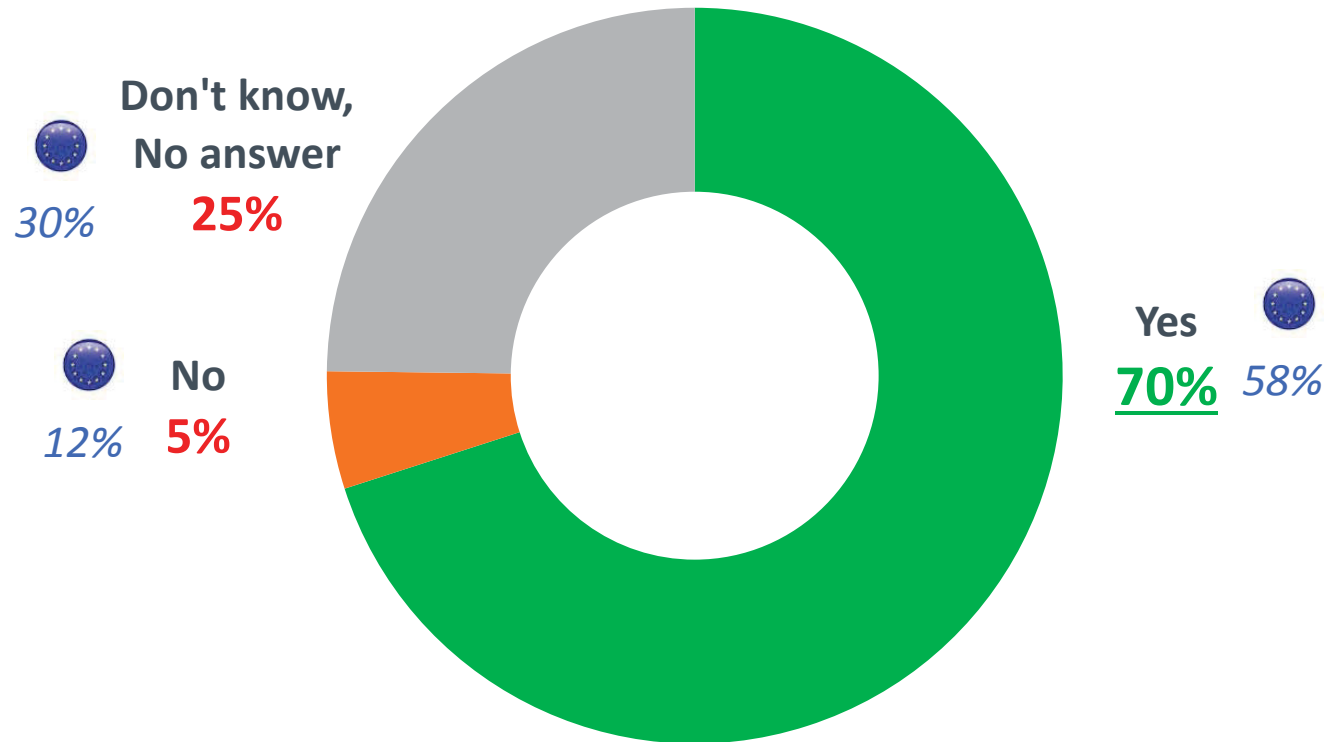
- To all -

	%	
Good Thing	96%	
Protecting the archaeological heritage from destruction	51%	94%
Avoiding irreversible destruction/damage	29%	38%
Better protective measures vs. corporate world (from speculation)	7%	31%
It's a good thing/ general answer	3%	14%
Passing down to future generations	1%	7%
Other good thing	12%	3%
Bad Thing	4%	11%
It causes delays (bureaucracy), it slows down projects	1%	5%
It costs a lot (expensive)	-	1%
Development/construction are more important than preservation	-	1%
I don't care about archaeology (history)	-	1%
Other bad thing	3%	2%

A large majority of Spanish people thinks that the public sector should manage development led archaeology, a score much higher than what we observe in Europeans' average. However, about a quarter of respondents did not answer the question.

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

- To all -



While more Spanish men than the global population think it is up to the public sector to manage preventive archaeology, about a third of women did not answer this question.

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

- To all -

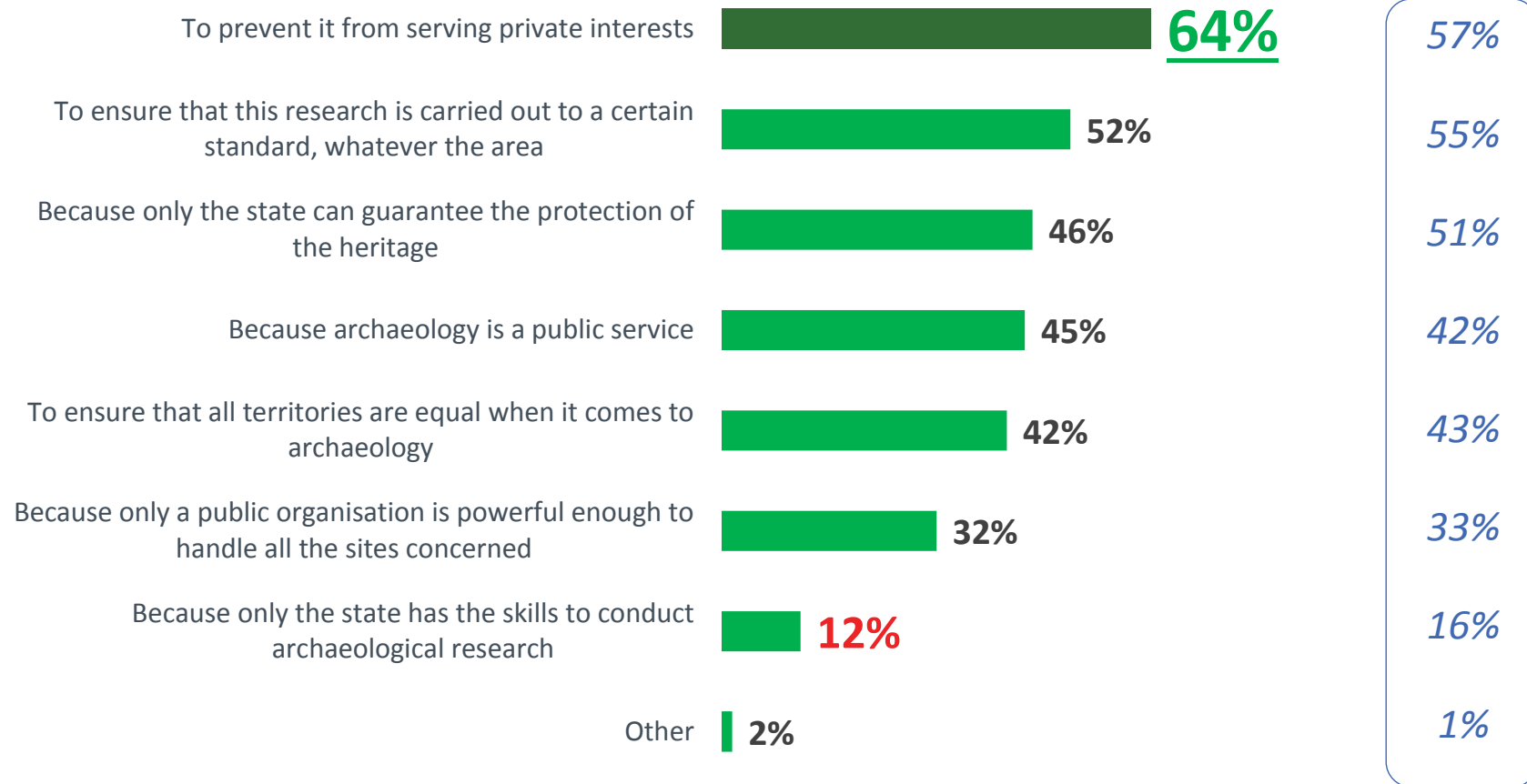
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	244	256	47	98	101	119	134
Yes	70%	77%	64%	70%	63%	66%	74%	75%
No	5%	5%	5%	4%	11%	5%	4%	3%
Don't know, No answer	25%	18%	31%	26%	25%	29%	23%	22%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	500	100	68	63	145	125	180	123	196
Yes	70%	70%	79%	71%	65%	71%	71%	69%	69%
No	5%	7%	4%	9%	3%	5%	5%	8%	4%
Don't know, No answer	25%	23%	17%	20%	32%	24%	24%	22%	27%

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

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 : 350 -



Older generations are far more to believe that only the State can guarantee the protection of the heritage and 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 : 350 -

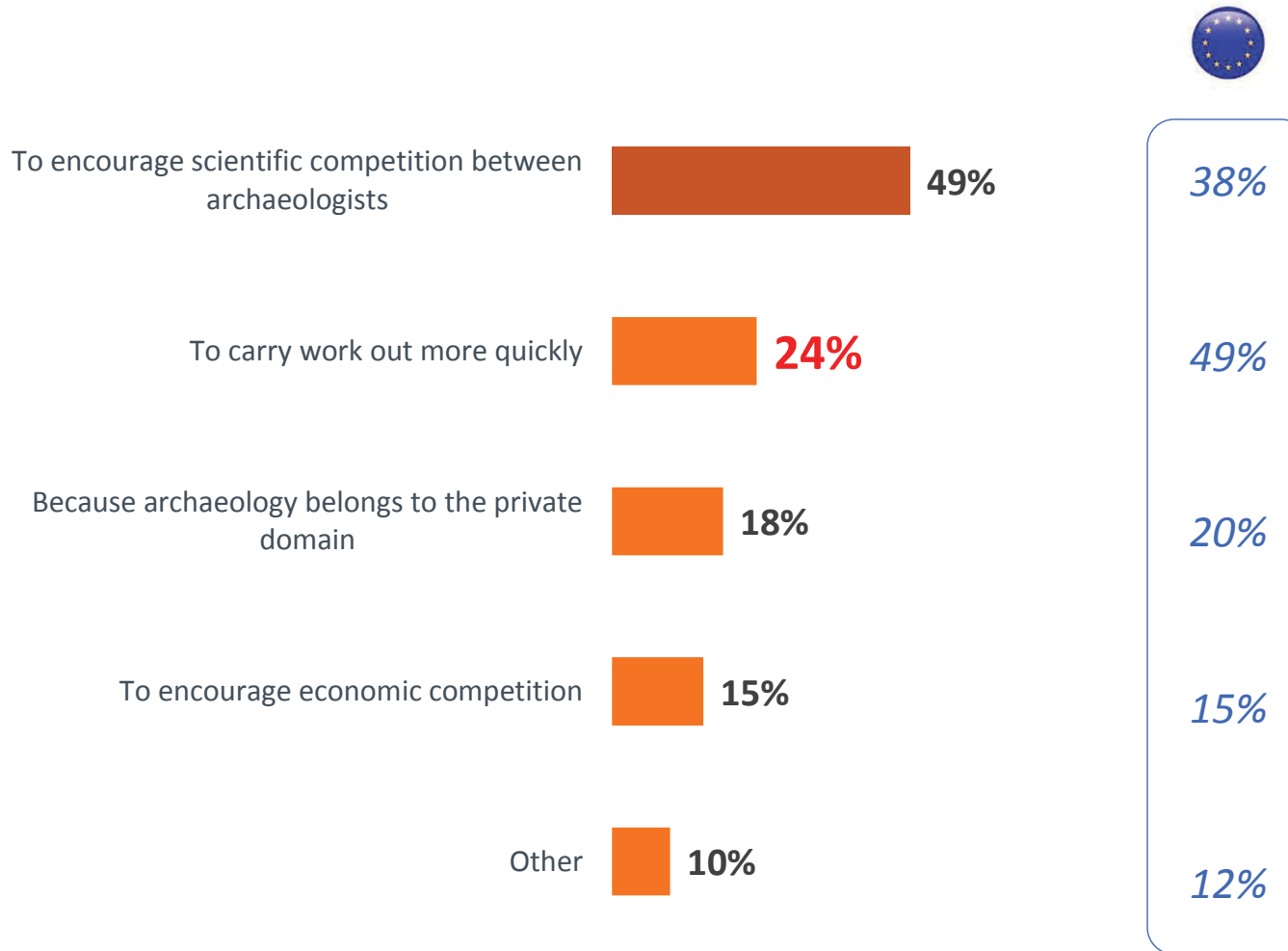
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	350	187	163	33	62	67	88	100
To prevent it from serving private interests	64%	64%	63%	54%	60%	58%	72%	65%
To ensure that this research is carried out to a certain standard, whatever the area	52%	54%	49%	48%	45%	46%	62%	52%
Because only the State can guarantee the protection of the heritage	46%	53%	38%	25%	32%	43%	46%	64%
Because archaeology is a public service	45%	50%	39%	41%	40%	37%	45%	55%
To ensure that all territories are equal when it comes to archaeology	42%	45%	39%	36%	47%	36%	50%	39%
Because only a public organisation is powerful enough to handle all the sites concerned	32%	33%	30%	24%	29%	25%	35%	38%
Because only the State has the skills to conduct archaeological research	12%	14%	9%	11%	12%	8%	15%	12%
Other	2%	1%	2%		1%	1%	3%	2%

	TOTAL	REGION GROUPS					SPC		
		Norte	Comunidad de Madrid	Centro	Este	Sur e Canarias	SPC+	SPC-	Inactive people
Respondents	350	69	53	44	94	89	128	85	136
To prevent it from serving private interests	64%	63%	69%	54%	69%	59%	64%	64%	63%
To ensure that this research is carried out to a certain standard, whatever the area	52%	43%	49%	64%	59%	46%	58%	42%	52%
Because only the State can guarantee the protection of the heritage	46%	41%	49%	45%	49%	46%	46%	37%	51%
Because archaeology is a public service	45%	42%	50%	44%	51%	38%	40%	40%	53%
To ensure that all territories are equal when it comes to archaeology	42%	38%	43%	43%	46%	41%	45%	37%	42%
Because only a public organisation is powerful enough to handle all the sites concerned	32%	19%	39%	33%	36%	33%	33%	29%	33%
Because only the State has the skills to conduct archaeological research	12%	10%	15%	2%	8%	20%	15%	6%	13%
Other	2%		3%		4%		2%		2%

For respondents who do not think the public sector should conduct development led archaeology, half of them justify their position by the fact that, this way, a competition can be done between archaeologists. Spaniards are far less to think it could serve a faster work than Europeans' average.

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 : 26 -



Profile details of respondents

Profile details of respondents

Spain

Sex

Base	500	100%
Man	244	49%
Woman	256	51%

Age

Base	500	100%
18-24 yo	47	9%
25-34 yo	98	20%
35-44 yo	101	20%
45-59 yo	120	24%
60 yo and more	134	27%
Average	45,6	

SPC

Base	500	%
SPC+	180	36%
SPC -	123	25%
Inactive	197	39%

Region

Base	500	100%
Norte	100	20%
Comunidad de Madrid	67	14%
Centro	63	13%
Este	145	29%
Sur e Canarias	125	25%