

AHEAD OF WHAT'S NEXT.

Image of archaeology in Sweden – 2015

Study report - General public



GÖTEBORGS UNIVERSITET
INST FÖR HISTORISKA STUDIER



Culture



Results of Sweden

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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 Sweden.



Methodology

Sample



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

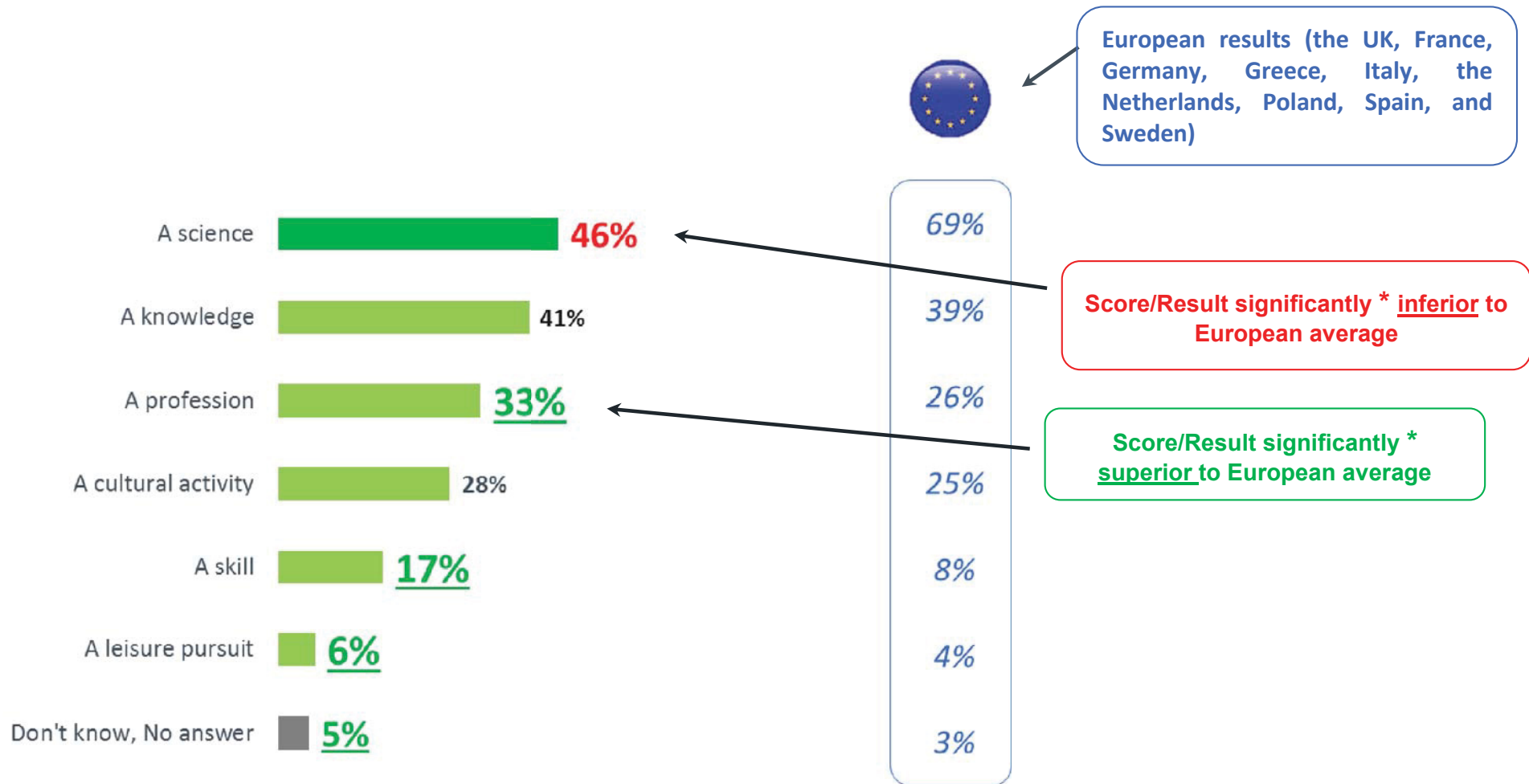


Quota method was applied on the following socio-demographics criteria : gender, age, socio-professional category and region of residence.



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 * inferior to the country average

Score/Result significantly * superior 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 Sweden




1.1. Level of knowledge of archaeology and archaeologists

When they are asked to spontaneously define archaeology, Swedish people first answer it is about discoveries and excavations. The study analysis of the past and the study of old civilizations follow.

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.	59%	37%
Study, analysis of the past : the investigative science of the past	34%	48%
Study of old civilizations, ancient populations, human evolution, etc.	31%	31%
Study of ancient ruins, sites, habitations, historic infrastructures, etc.	7%	11%
Study of animals (extinct animals)/nature	1%	1%
Study of rocks and the underground	1%	5%
Study of fossils/bones	1%	1%
Preservation of remains, objects, etc.	1%	1%
Other	11%	7%

For a very large majority of Swedish people and as it is the case with other Europeans, the usefulness of archaeology is spontaneously associated to knowing where we come from and get better in our knowledge of humanity, evolution, etc.

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

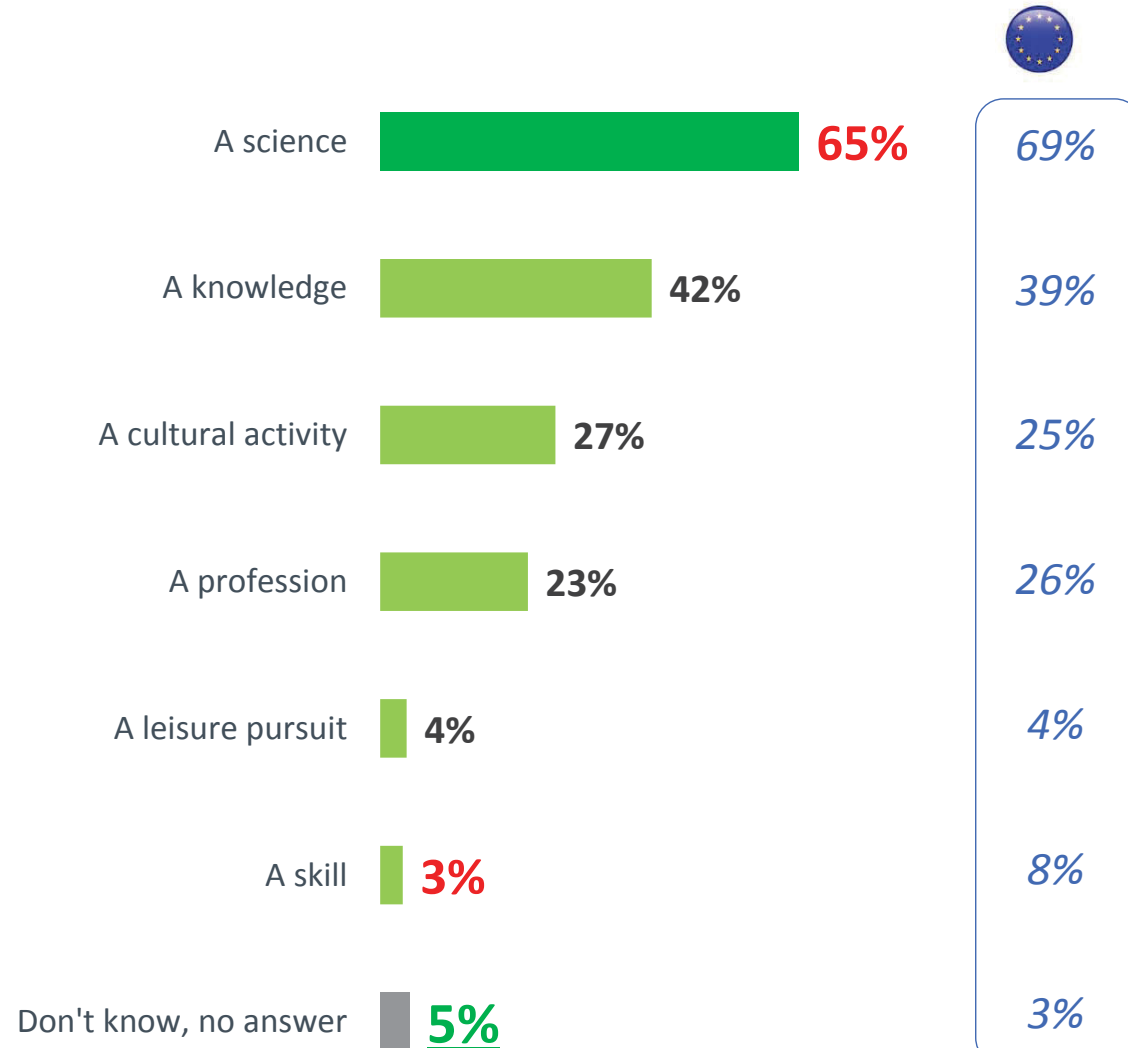
To all

	%	
To know where we came from/To learn about (from) our past : Origins of humanity, humanity evolution, civilizations, etc.	83%	 75%
Help to understand our present (actual society)	19%	11%
Help to predict/prepare the future	11%	8%
Improve our knowledge/understanding	9%	16%
Yes/Useful/Very useful	6%	5%
Help to confirm or not historical theories	1%	3%
Preservation of remains, objects, etc.	1%	3%
Helps tourism/economy/creates jobs	0%	3%
Other	16%	6%

Once they face a list of statements, Archaeology is above all seen as a science, and only then a knowledge. The Swedish statements are pretty similar to Europeans' ones.

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

- To all -



People aged 35-44 years old are more numerous to think that archaeology is more of a science while the Swedish youth has more difficulty to define archaeology - thinking it is more a skill than a science.

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

- To all -

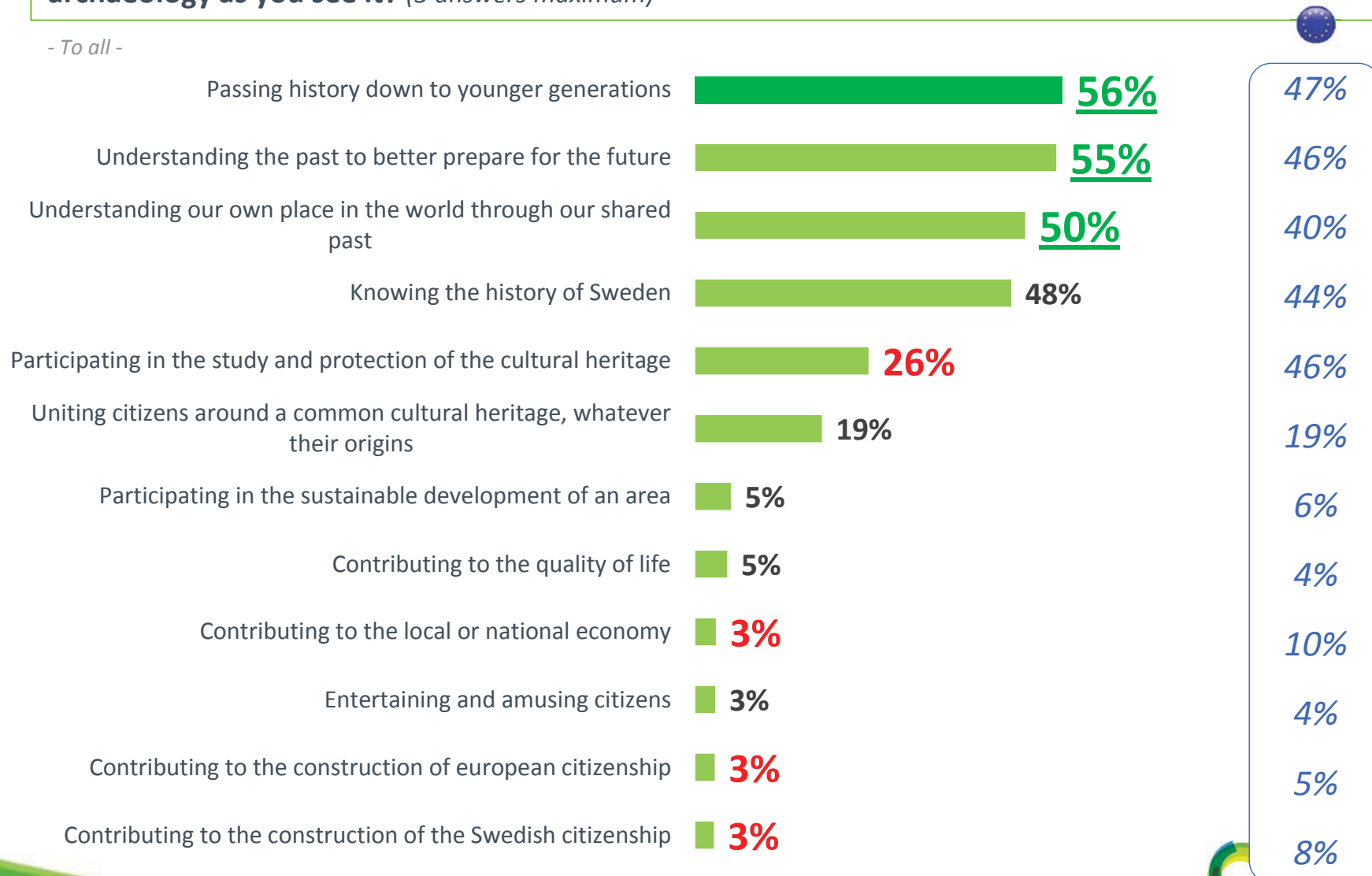
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
A science	65%	64%	65%	51%	58%	76%	60%	70%
A knowledge	42%	40%	44%	33%	36%	39%	46%	46%
A cultural activity	27%	26%	28%	22%	24%	21%	28%	33%
A profession	23%	25%	21%	27%	26%	22%	22%	20%
A leisure pursuit	4%	4%	4%	4%	7%	9%	1%	3%
A skill	3%	5%	2%	13%	5%	1%	2%	2%
Don't know, No answer	5%	4%	5%	15%	6%	3%	4%	1%

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsvrige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
A science	65%	64%	67%	64%	60%	64%	67%	69%	61%	65%
A knowledge	42%	40%	32%	33%	46%	47%	48%	36%	43%	46%
A cultural activity	27%	24%	34%	34%	20%	28%	26%	28%	24%	30%
A profession	23%	20%	31%	28%	26%	17%	20%	27%	21%	21%
A leisure pursuit	4%	4%	2%	5%	4%	5%	5%	6%	3%	4%
A skill	3%	5%	1%	2%	4%	4%	3%	5%	3%	3%
Don't know, No answer	5%	5%	7%	5%	6%	2%	3%	2%	7%	4%

More than for Europeans, Swedish people think that the main roles of archaeology are passing history down to younger generations and understand the past and their own place through their shared past. However, they are fewer to think its purpose is the protection of a cultural heritage.

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 -



Younger Swedish people are fewer to recognize the notion of passing history down to younger generations while seniors are more concerned about understanding the past.

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)

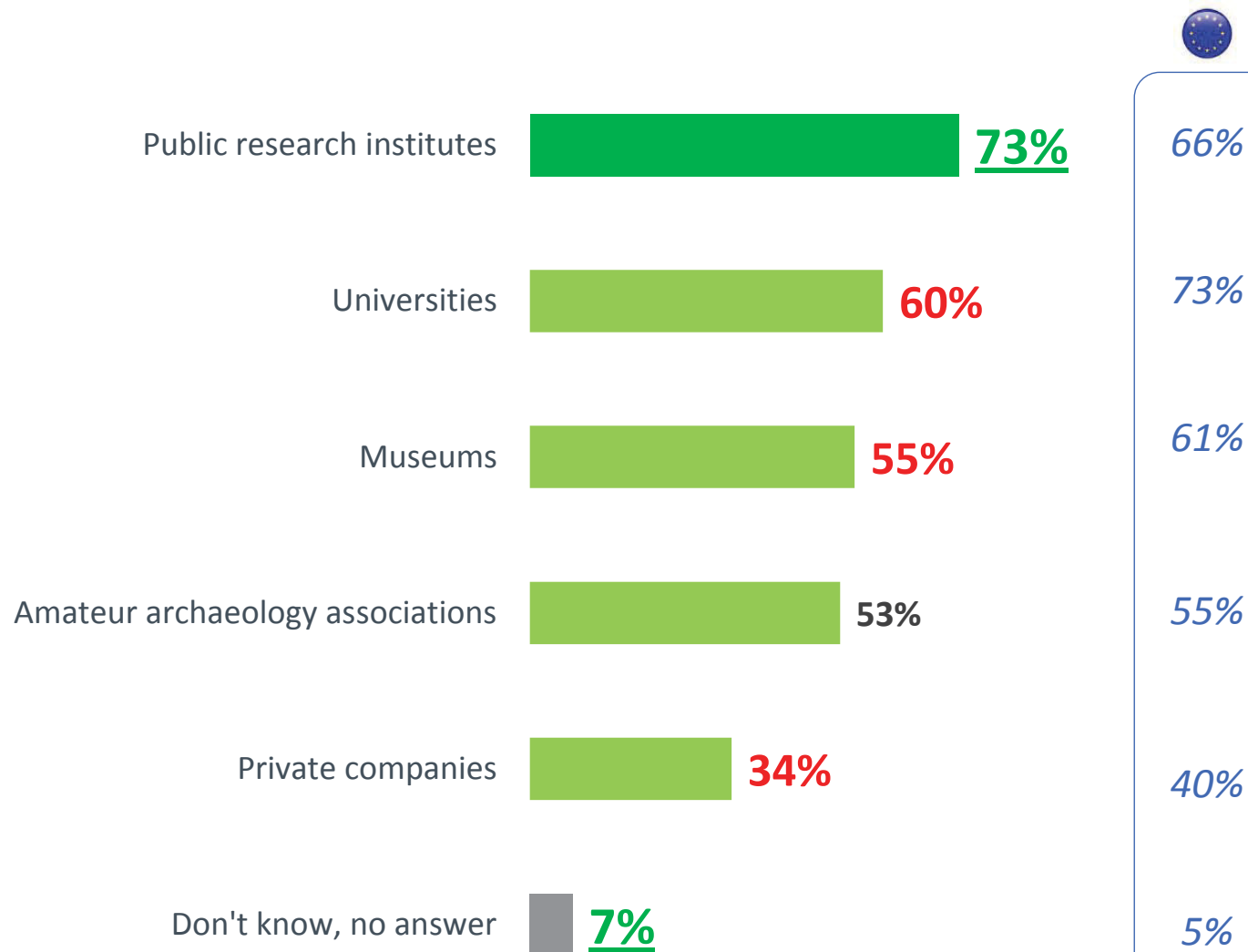
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
Passing history down to younger generations	56%	55%	57%	37%	48%	56%	62%	61%
Understanding the past to better prepare for the future	55%	56%	53%	46%	42%	52%	59%	62%
Understanding our own place in the world through our shared past	50%	48%	52%	38%	44%	49%	50%	58%
Knowing the history of Sweden	48%	47%	48%	47%	38%	50%	51%	49%
Participating in the study and protection of the cultural heritage	26%	24%	29%	24%	28%	29%	30%	22%
Uniting citizens around a common cultural heritage, whatever their origins	19%	17%	22%	20%	17%	14%	22%	20%
Participating in the sustainable development of an area	5%	5%	6%	11%	7%	10%	2%	3%
Contributing to the quality of life	5%	5%	5%	11%	6%	6%	3%	3%
Contributing to the local or national economy	3%	4%	3%	6%	10%	3%	1%	1%
Entertaining and amusing citizens	3%	4%	3%	4%	7%	3%	2%	1%
Contributing to the construction of European citizenship	3%	4%	2%	9%	6%	2%		2%
Contributing to the construction of Swedish citizenship	3%	4%	2%	2%	1%	5%	4%	2%
No answer	1%	1%	1%	4%	1%		2%	1%

	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsvrige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Passing history down to younger generations	56%	48%	58%	50%	59%	57%	60%	51%	58%	56%
Understanding the past to better prepare for the future	55%	52%	48%	57%	49%	57%	63%	56%	49%	60%
Understanding our own place in the world through our shared past	50%	51%	46%	40%	56%	52%	49%	49%	48%	53%
Knowing the history of Sweden	48%	53%	40%	48%	54%	42%	50%	44%	47%	52%
Participating in the study and protection of the cultural heritage	26%	27%	29%	30%	22%	23%	27%	31%	23%	26%
Uniting citizens around a common cultural heritage, whatever their origins	19%	15%	22%	24%	13%	21%	21%	27%	17%	16%
Participating in the sustainable development of an area	5%	5%	6%	10%	5%	7%	2%	7%	5%	4%
Contributing to the quality of life	5%	7%	6%	6%	3%	4%	4%	4%	6%	4%
Contributing to the local or national economy	3%	6%	2%		2%	4%	3%	2%	4%	2%
Entertaining and amusing citizens	3%	3%	4%		4%	4%	2%	6%	2%	2%
Contributing to the construction of European citizenship	3%	2%	6%	8%	3%	1%	1%	3%	1%	4%
Contributing to the construction of Swedish citizenship	3%	5%	2%			6%	2%	3%	4%	1%
No answer	1%	1%	3%		2%	1%	1%	1%	2%	1%

To the Swedish people, in comparison to what Europeans' average declare, archaeological research is mainly conducted by public research institutes. As for universities and museums, they come in second and third positions and are less recognized than it is the case in other European countries.

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

- To all -



The idea that archaeology is conducted by public research institutes increases with age. It is also the case if you are from the upper socio-professional category or inactive.

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	247	253	58	78	88	120	156
public research institutes	73%	73%	73%	32%	47%	76%	86%	88%
universities	60%	63%	57%	55%	59%	69%	57%	59%
museums	55%	59%	51%	43%	54%	63%	55%	55%
amateur archaeology associations	53%	54%	51%	20%	47%	58%	55%	62%
private companies	34%	34%	34%	35%	40%	44%	37%	23%
don't know, No answer	7%	7%	7%	16%	12%	8%	5%	4%

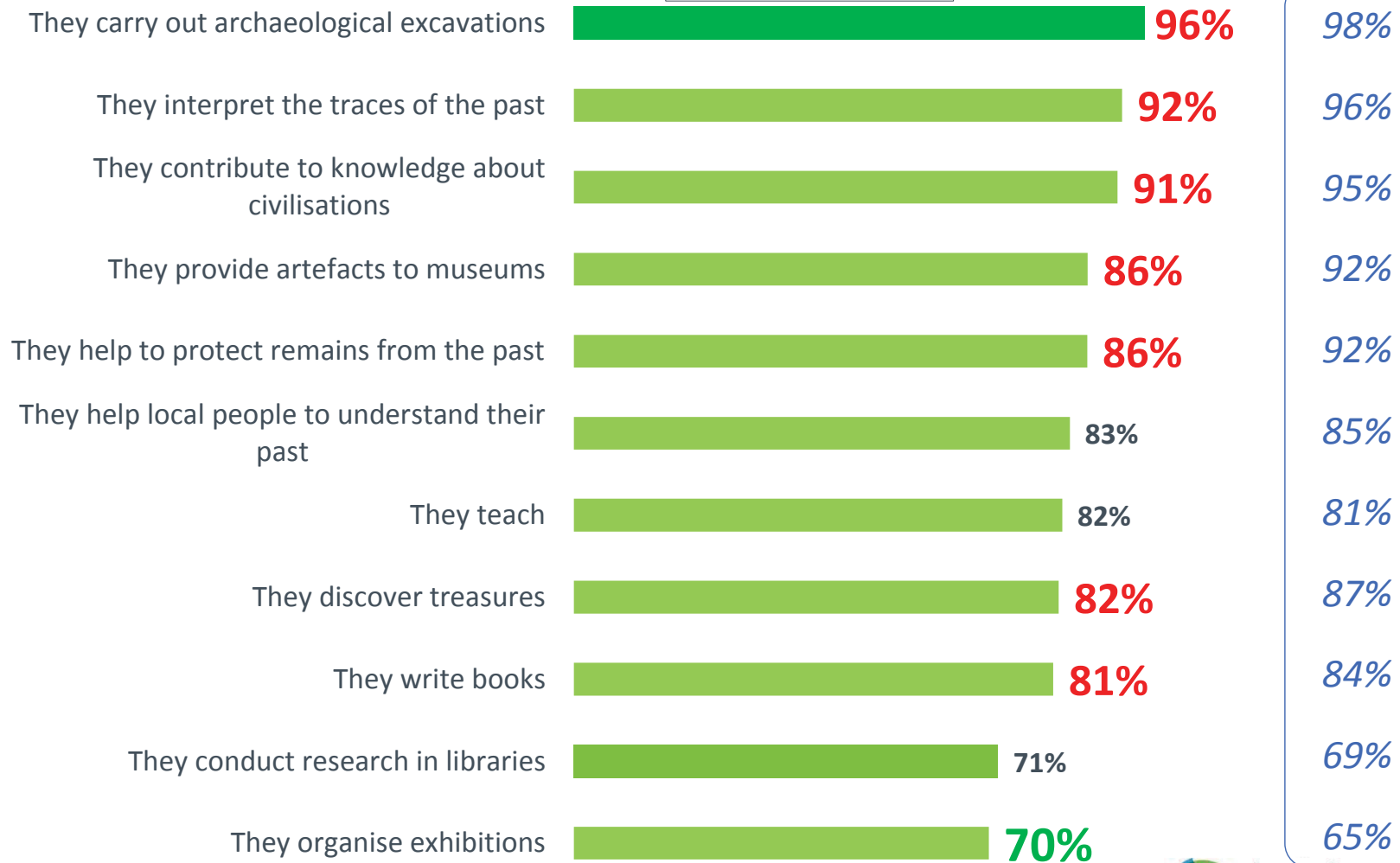
	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsvrige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
public research institutes	73%	73%	66%	80%	71%	76%	72%	81%	62%	78%
universities	60%	63%	53%	66%	65%	57%	59%	68%	54%	60%
museums	55%	56%	51%	61%	63%	50%	55%	60%	53%	53%
amateur archaeology associations	53%	59%	46%	59%	61%	44%	50%	56%	44%	59%
private companies	34%	32%	33%	35%	38%	29%	40%	39%	34%	31%
don't know, No answer	7%	11%	7%	5%	6%	7%	7%	4%	9%	7%

Archaeologists are perceived as professionals with multiple roles. In comparison to the European average, they are actually more seen as people who organize exhibitions but their other roles are less recognized otherwise - in particular discovering treasures or protecting remains from the past.

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

- To all -

YES



The younger generations have less recognition concerning archaeologists' roles.

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	247	253	58	78	88	120	156
They carry out archaeological excavations	96%	95%	97%	92%	91%	95%	98%	99%
They interpret the traces of the past	92%	92%	93%	78%	88%	91%	97%	97%
They contribute to knowledge about civilisations	91%	92%	91%	81%	86%	94%	94%	95%
They provide artefacts to museums	86%	84%	89%	80%	77%	87%	89%	91%
They help to protect remains from the past	86%	85%	88%	61%	76%	89%	92%	95%
They help local people to understand their past	83%	83%	84%	72%	77%	85%	87%	87%
They teach	82%	82%	82%	71%	78%	89%	83%	84%
They discover treasures	82%	82%	81%	75%	66%	81%	85%	90%
They write books	81%	82%	79%	68%	77%	83%	81%	86%
They conduct research in libraries	71%	74%	69%	66%	60%	73%	74%	76%
They organise exhibitions	70%	72%	68%	52%	54%	73%	75%	79%

YES

	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsvrige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
They carry out archaeological excavations	96%	94%	96%	92%	96%	98%	99%	94%	96%	97%
They interpret the traces of the past	92%	91%	89%	97%	92%	93%	94%	92%	90%	95%
They contribute to knowledge about civilisations	91%	90%	91%	92%	87%	94%	94%	91%	92%	92%
They provide artefacts to museums	86%	87%	82%	85%	84%	91%	89%	84%	85%	90%
They help to protect remains from the past	86%	84%	89%	83%	86%	90%	85%	82%	85%	90%
They help local people to understand their past	83%	84%	82%	78%	80%	91%	81%	84%	82%	85%
They teach	82%	83%	81%	80%	78%	87%	81%	83%	81%	83%
They discover treasures	82%	77%	83%	87%	77%	81%	87%	76%	81%	86%
They write books	81%	84%	73%	79%	79%	84%	82%	86%	75%	84%
They conduct research in libraries	71%	74%	67%	75%	64%	74%	74%	69%	72%	72%
They organise exhibitions	70%	70%	70%	66%	67%	73%	70%	66%	70%	72%



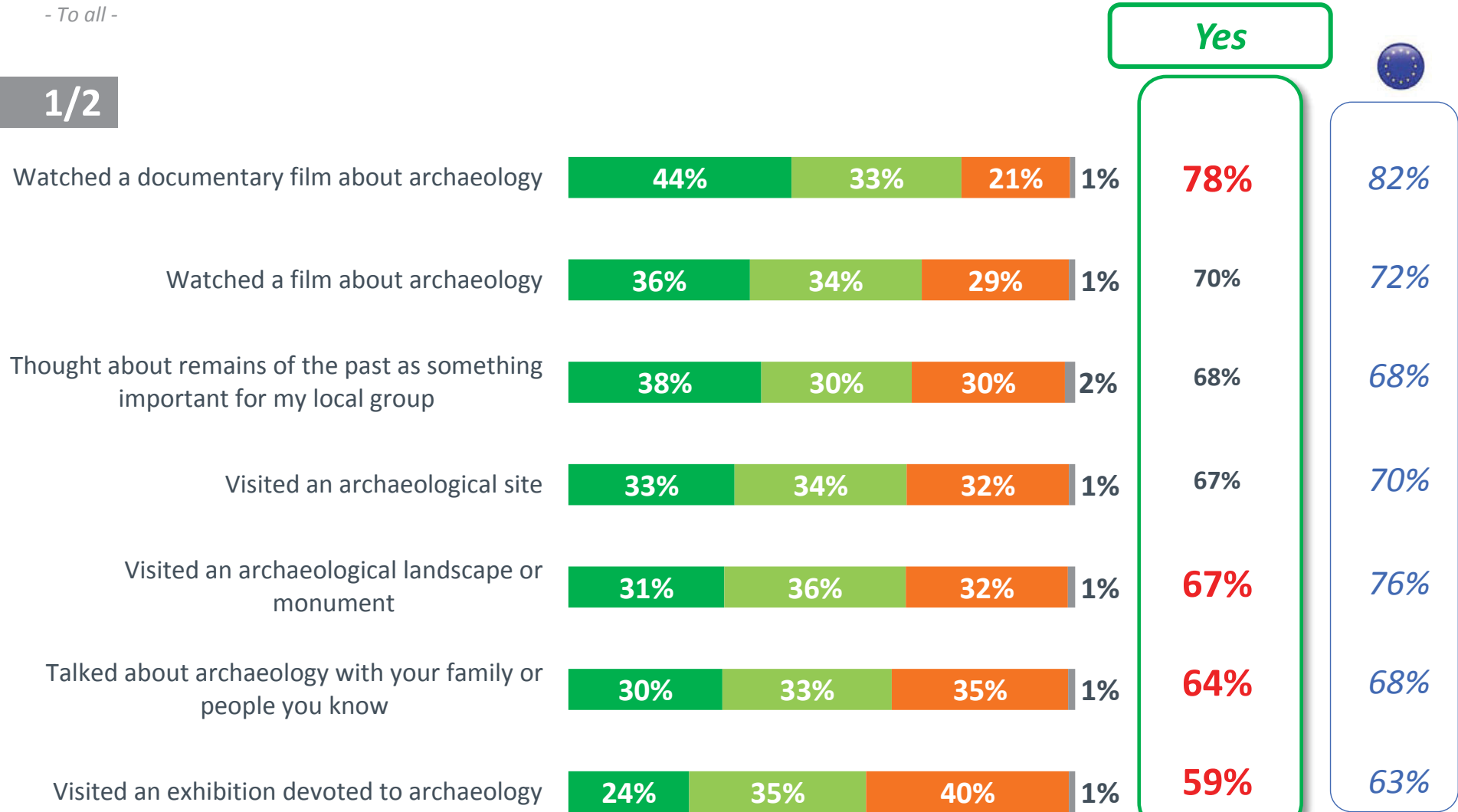
1.2. Practices and information sources on archaeology

Swedish people show a certain interest in archaeology; more precisely they indicate having watched films, documentaries or thought about remains of the past... but they seem to be less interested than other europeans.

Q7. Have you ever :

- To all -

1/2



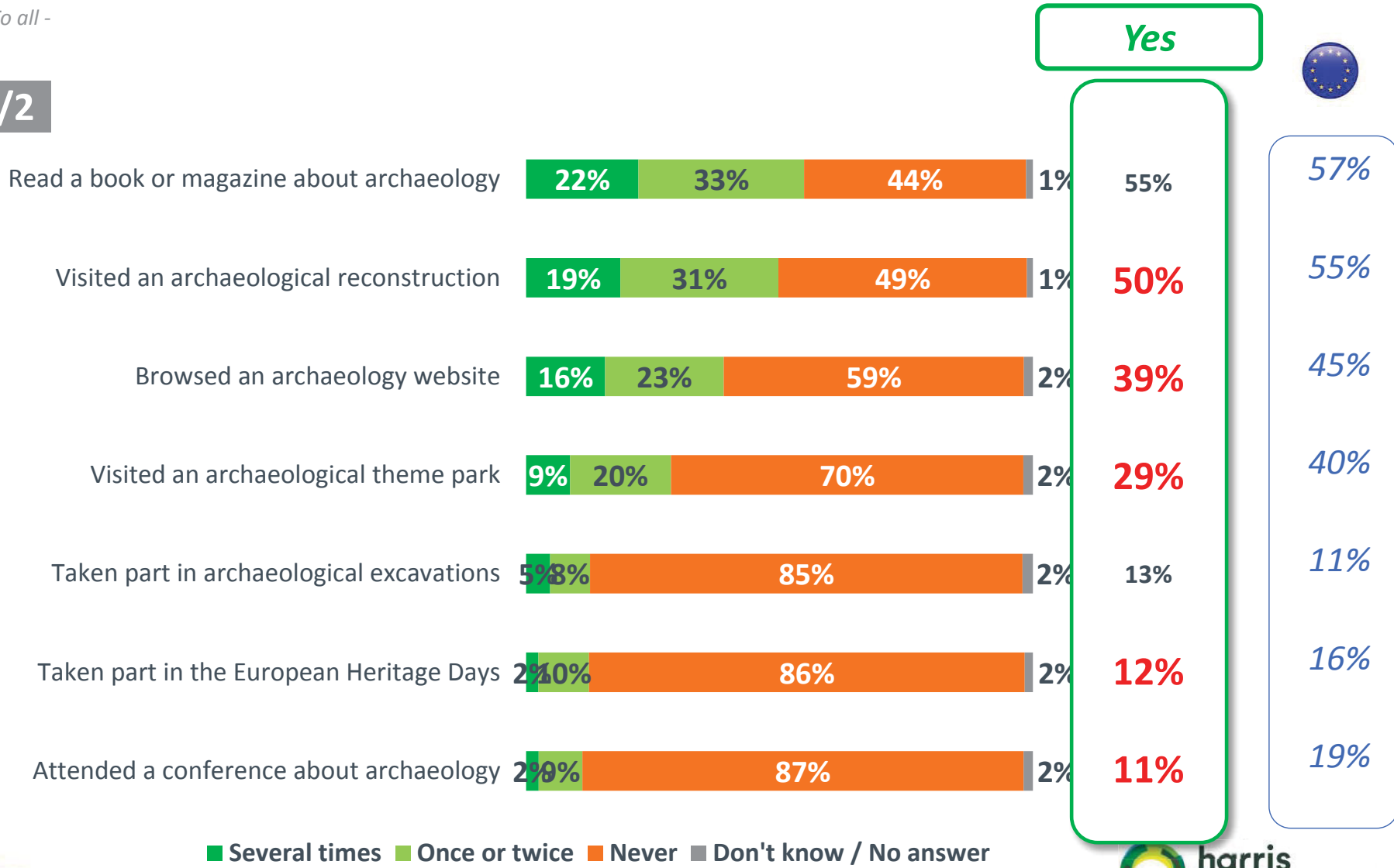
■ Several times ■ Once or twice ■ Never ■ Don't know / No answer

Attending a conference about archaeology, and visiting an archaeological reconstruction or an archaeological theme park... are also less practiced then in european average.

Q7. Have you ever :

- To all -

2/2



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



Activities linked to archaeology are less practiced among lower socio-professional categories and young people.

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	247	253	58	78	88	120	156
Watched a documentary film about archaeology	78%	78%	77%	65%	65%	83%	84%	80%
Watched a film about archaeology	70%	73%	67%	54%	65%	75%	76%	70%
Thought about remains of the past as something important for my local group	68%	67%	69%	49%	58%	71%	69%	77%
Visited an archaeological site	67%	72%	62%	45%	47%	78%	75%	72%
Visited an archaeological landscape or monument	67%	68%	66%	52%	60%	70%	74%	68%
Talked about archaeology with your family or people you know	64%	64%	64%	56%	59%	73%	67%	61%
Visited an exhibition devoted to archaeology	59%	60%	57%	42%	55%	67%	63%	59%
Read a book or magazine about archaeology	55%	59%	50%	41%	54%	66%	57%	53%
Visited an archaeological reconstruction	50%	53%	46%	28%	42%	62%	49%	55%
Browsed an archaeology website	39%	42%	36%	43%	44%	48%	37%	31%
Visited an archaeological theme park	29%	29%	29%	19%	30%	35%	31%	26%
Taken part in archaeological excavations	13%	15%	10%	15%	25%	19%	10%	4%
Taken part in the European Heritage Days	12%	12%	13%	20%	16%	20%	5%	9%
Attended a conference about archaeology	11%	14%	9%	15%	20%	17%	5%	7%

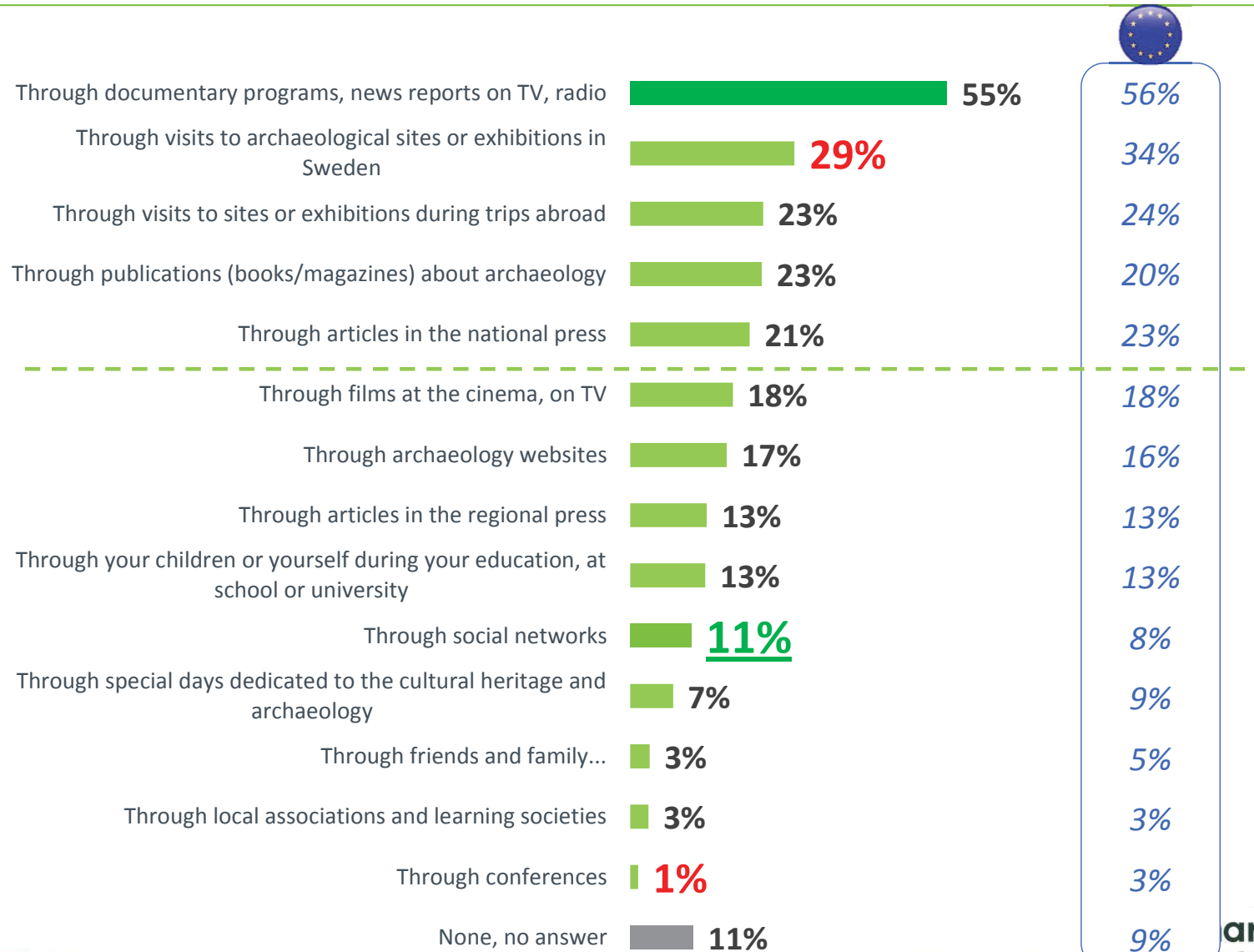
YES

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Watched a documentary film about archaeology	78%	76%	76%	75%	79%	83%	74%	81%	74%	79%
Watched a film about archaeology	70%	71%	67%	67%	68%	71%	71%	78%	67%	67%
Thought about remains of the past as something important for my local group	68%	66%	65%	56%	69%	73%	70%	77%	62%	67%
Visited an archaeological site	67%	74%	57%	63%	69%	64%	71%	82%	57%	68%
Visited an archaeological landscape or monument	67%	74%	56%	61%	70%	76%	58%	77%	59%	67%
Talked about archaeology with your family or people you know	64%	63%	62%	51%	69%	72%	61%	80%	57%	60%
Visited an exhibition devoted to archaeology	59%	67%	54%	57%	58%	62%	52%	74%	54%	53%
Read a book or magazine about archaeology	55%	56%	50%	55%	59%	57%	52%	68%	53%	48%
Visited an archaeological reconstruction	50%	51%	45%	51%	54%	53%	45%	66%	40%	49%
Browsed an archaeology website	39%	36%	41%	32%	41%	41%	40%	49%	37%	34%
Visited an archaeological theme park	29%	32%	19%	31%	33%	29%	29%	39%	26%	24%
Taken part in archaeological excavations	13%	12%	9%	21%	6%	14%	16%	18%	15%	6%
Taken part in the European Heritage Days	12%	14%	14%	8%	9%	15%	11%	13%	13%	11%
Attended a conference about archaeology	11%	8%	15%	13%	6%	12%	14%	16%	11%	8%

To Swedish people and like other Europeans, TV and documentary programs are the main media to be informed about archaeology. As for visits to archaeological sites or exhibitions, they are less used. On the other hand, social networks are more attractive in Sweden than in European average.

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

- To all -




TV and documentary programs as well as visits to archaeological sites/exhibitions are more used as Swedish people grow older, while social networks rather attract more young people. To be noted: a quarter of the 18-24 age group does not indicate any way to be informed about archaeology.

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	247	253	58	78	88	120	156
Through documentary programs, news reports on TV, radio	55%	55%	55%	37%	47%	51%	61%	63%
Through visits to archaeological sites or exhibitions in Sweden	29%	25%	32%	14%	17%	24%	31%	40%
Through visits to sites or exhibitions during trips abroad	23%	20%	26%	12%	17%	22%	27%	28%
Through publications (books/magazines) about archaeology	23%	27%	19%	16%	20%	26%	23%	25%
Through articles in the national press	21%	22%	20%	19%	9%	24%	22%	25%
Through films at the cinema, on TV	18%	20%	16%	26%	14%	20%	20%	14%
Through archaeology websites	17%	16%	17%	18%	21%	14%	15%	17%
Through articles in the regional press	13%	13%	14%	2%	11%	12%	19%	15%
Through your children or yourself during your education, at school or university	13%	10%	16%	15%	15%	13%	12%	12%
Through social networks	11%	10%	11%	15%	18%	18%	5%	5%
Through special days dedicated to the cultural heritage and archaeology	7%	6%	9%	10%	3%	7%	7%	9%
Through friends and family...	3%	3%	4%	7%	4%	1%	3%	3%
Through local associations and learning societies	3%	4%	2%	4%	6%	3%	3%	2%
Through conferences	1%	2%	1%		3%	1%	1%	2%
None, No answer	11%	12%	10%	24%	16%	9%	9%	6%

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Through documentary programmes, news reports on TV, radio	55%	58%	51%	53%	53%	53%	60%	52%	51%	62%
Through visits to archaeological sites or exhibitions in Sweden	29%	26%	25%	27%	30%	34%	28%	31%	26%	30%
Through visits to sites or exhibitions during trips abroad	23%	28%	17%	15%	24%	23%	26%	28%	17%	27%
Through publications (books/magazines) about archaeology	23%	28%	21%	22%	26%	19%	21%	27%	21%	22%
Through articles in the national press	21%	24%	24%	18%	19%	17%	21%	26%	20%	18%
Through films at the cinema, on TV	18%	17%	17%	9%	18%	21%	20%	12%	22%	17%
Through archaeology websites	17%	19%	11%	10%	23%	12%	23%	16%	18%	16%
Through articles in the regional press	13%	7%	14%	11%	10%	21%	14%	17%	9%	15%
Through your children or yourself during your education, at school or university	13%	13%	13%	22%	10%	13%	13%	13%	12%	15%
Through social networks	11%	8%	6%	18%	11%	14%	10%	9%	13%	9%
Through special days dedicated to the cultural heritage and archaeology	7%	7%	6%	8%	6%	9%	8%	9%	6%	8%
Through friends and family...	3%	3%	6%	7%	2%	4%		3%	3%	4%
Through local associations and learning societies	3%	2%	1%	2%	6%	3%	5%	5%	3%	2%
Through conferences	1%	2%	5%			1%		2%	2%	0%
None, No answer	11%	9%	15%	10%	12%	11%	8%	7%	15%	9%

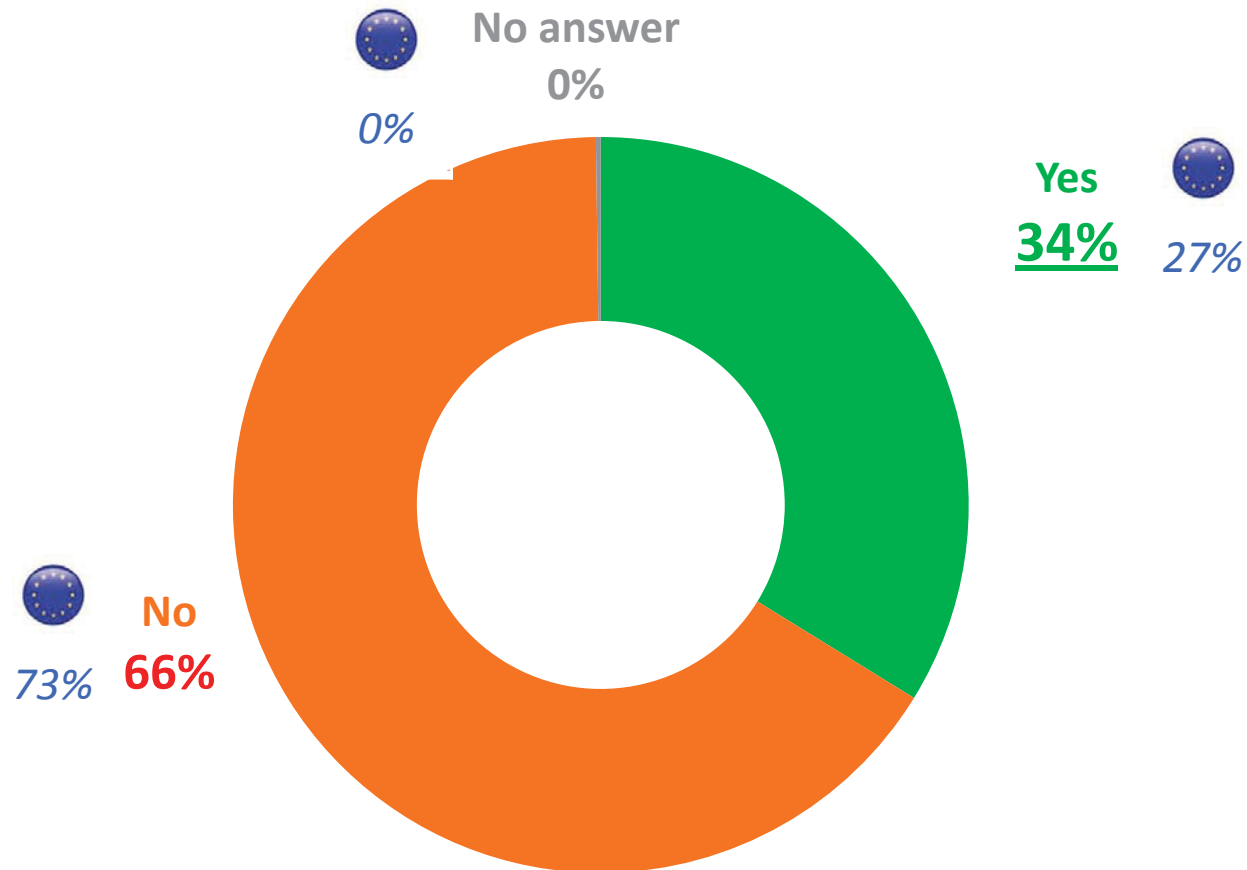


1.3. Interest for the field and level of knowledge of the different archaeological sites worldwide

Over a third of Swedish people has already wanted to study archaeology. It is significantly higher than the European average.

Q9. Have you ever wanted to study archaeology?

- To all -



More than 4 out of 10 persons from the upper socio-professional category and from Västsverige have already wanted to study archaeology.

Q9. Have you ever wanted to study archaeology?

- To all -


	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
Yes	34%	33%	35%	28%	39%	45%	37%	25%
No	66%	67%	65%	72%	61%	55%	63%	75%

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsverige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Yes	34%	30%	32%	25%	30%	44%	36%	42%	37%	25%
No	66%	69%	68%	75%	70%	56%	64%	57%	63%	75%

As it is the case with other Europeans, most Swedish people think that the most interesting thing in archaeology is knowing where we come from. The fascination of discovery and the possibility of improving knowledge are also spontaneously mentioned by 2 Swedish persons out of 10.

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)*

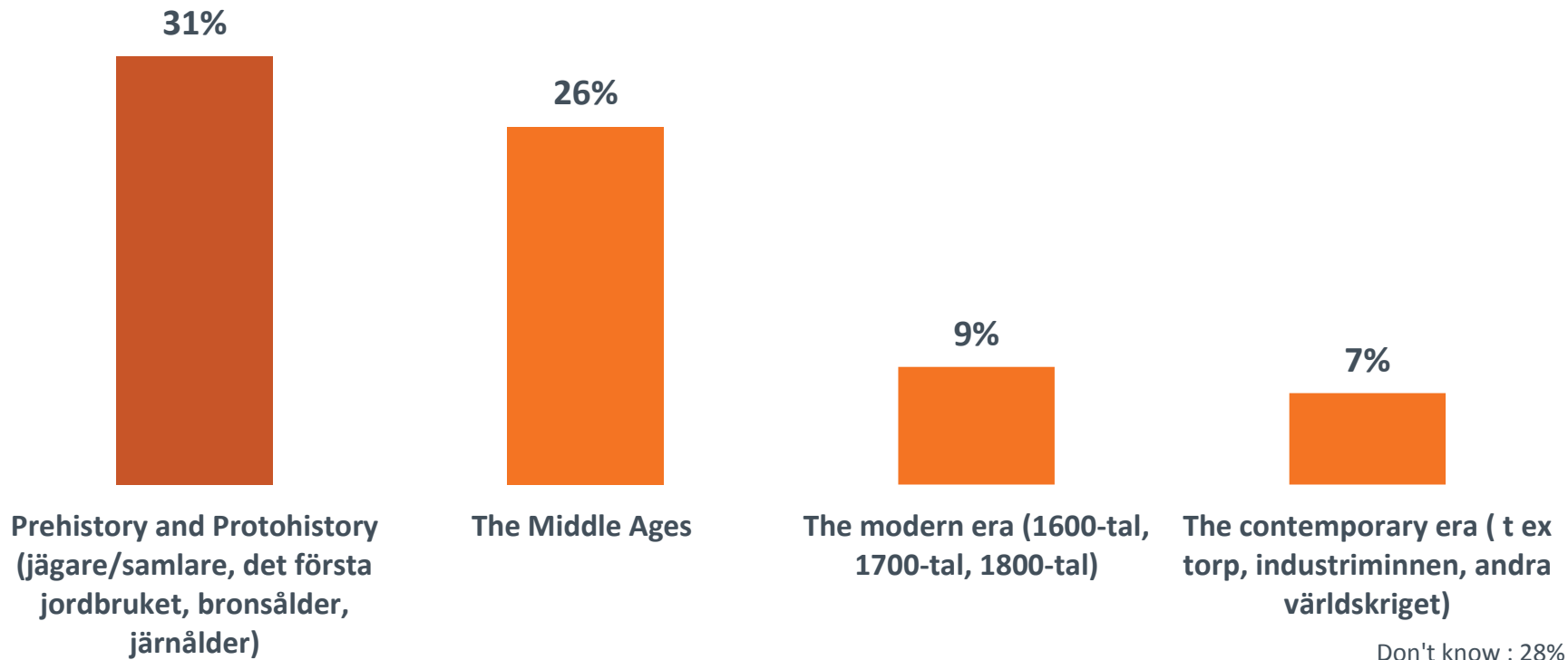
To those who came across archaeology

	%	
To know where we came from/To learn about (from) our past : Origins of humanity, humanity evolution, civilizations, etc.	63%	 <div style="border: 1px solid #0070c0; border-radius: 15px; padding: 10px; margin-top: 10px;"> <p>52%</p> <p>13%</p> <p>7%</p> <p>12%</p> <p>7%</p> <p>3%</p> <p>16%</p> <p>7%</p> </div>
The fascination of discovery/pleasure of finding new things about the past (curiosity)	19%	
Improve knowledge/ understanding	17%	
I like history/archaeology/Exploration	10%	
Relation to/ understanding of the present/ future	7%	
I like it/All/Everything (unspecified)	4%	
Uncovering the truth about our past/discover the mysteries of the past	3%	
Other	10%	

In their own country, Swedish people would prioritize visiting a site devoted to prehistory and Protohistory– followed by 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 -



Young people and Swedish inhabitants from Norra Sverige would prefer visiting an archaeological site/exhibition about 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 -

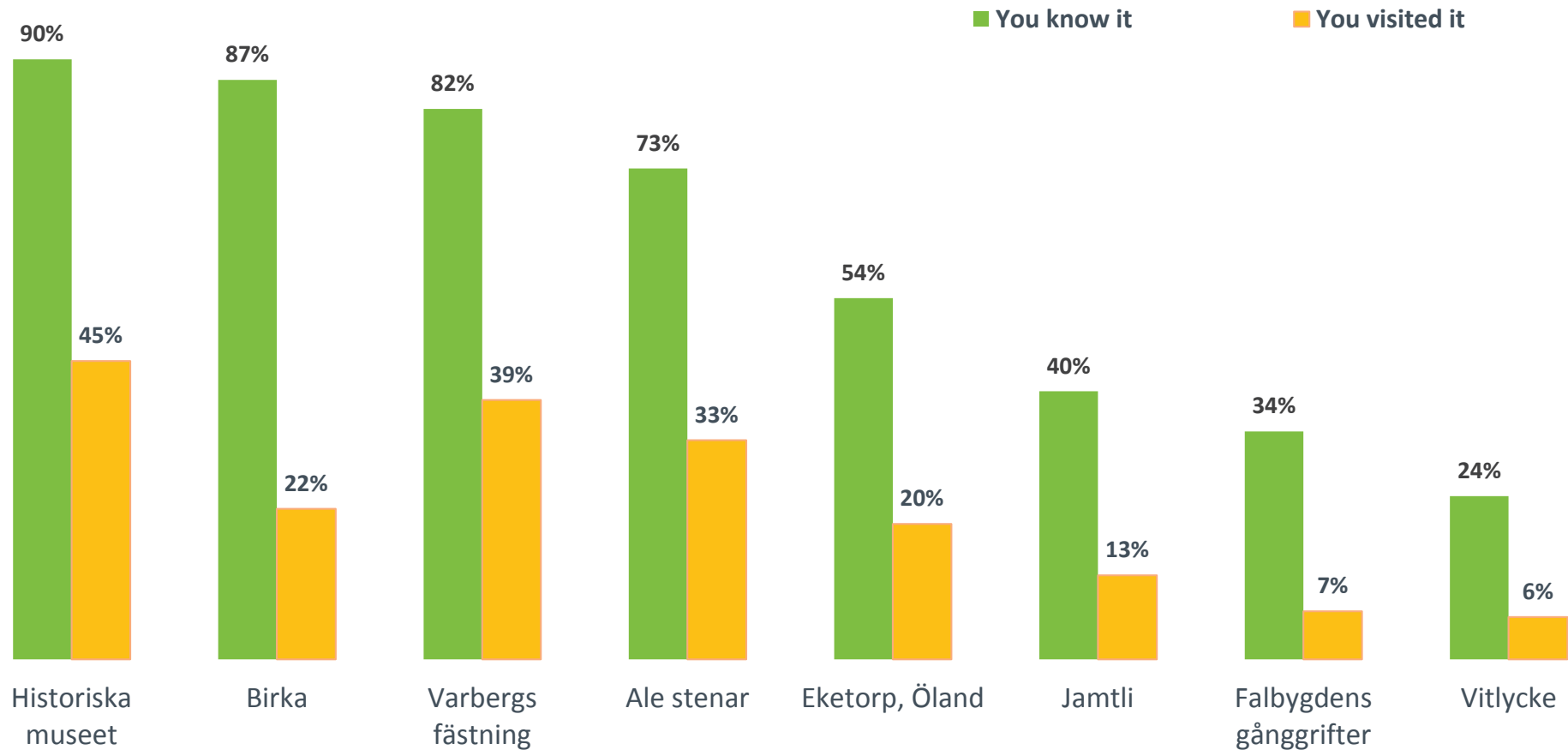
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
Prehistory and Protohistory(jägare/samlare, det första jordbruket, bronsålder, järnålder)	31%	33%	30%	27%	22%	28%	35%	35%
The Middle Ages	26%	29%	23%	35%	36%	36%	17%	19%
The modern era (1600-tal, 1700-tal, 1800-tal)	9%	8%	9%	12%	5%	9%	8%	9%
The contemporary era (t ex torp, industriminnen, andra världskriget)	7%	6%	7%	2%	7%	6%	10%	6%
Don't know	28%	24%	31%	23%	30%	21%	31%	30%

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Prehistory and Protohistory(jägare/samlare, det första jordbruket, bronsålder, järnålder)	31%	31%	27%	31%	31%	35%	31%	35%	28%	32%
The Middle Ages	26%	24%	28%	27%	19%	24%	34%	26%	27%	24%
The modern era (1600-tal, 1700-tal, 1800-tal)	9%	11%	8%	2%	11%	12%	4%	5%	11%	7%
The contemporary era (t ex torp, industriminnen, andra världskriget)	7%	10%	3%	5%	5%	5%	11%	12%	4%	6%
Don't know	28%	24%	34%	35%	34%	25%	20%	22%	29%	31%

The Historiska museum, the Birka museum in Stockholm, the Varberg Fortress and Ale's Stones are the main places known by Swedish people. Nearly half of Swedish respondents indicate having visited the Historiska museum.

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

- To all -



The knowledge of sites and museums in Sweden is much higher among seniors and sometimes among upper socio-professional categories. This knowledge is also impacted by the area where people live.

Q12. Here are some archaeological sites or museums in Sweden, 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	247	253	58	78	88	120	156
Historiska museet	90%	90%	89%	66%	83%	93%	92%	98%
Birka	87%	88%	85%	66%	77%	87%	92%	95%
Varbergs fästning	82%	86%	79%	45%	74%	85%	88%	94%
Ale stenar	73%	77%	70%	31%	61%	73%	83%	88%
Eketorp, Öland	54%	57%	51%	29%	50%	53%	58%	63%
Jamtli	40%	41%	39%	29%	30%	35%	38%	53%
Falbygdens gånggrifter	34%	39%	30%	21%	36%	37%	31%	39%
Vitlycke	24%	28%	21%	18%	35%	29%	25%	19%

YOU KNOW IT

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Historiska museet	90%	93%	92%	86%	89%	88%	88%	93%	87%	90%
Birka	87%	91%	90%	73%	84%	83%	91%	90%	83%	89%
Varbergs fästning	82%	77%	79%	80%	83%	95%	79%	87%	77%	84%
Ale stenar	73%	76%	67%	65%	84%	78%	67%	82%	67%	75%
Eketorp, Öland	54%	52%	42%	65%	59%	63%	48%	62%	49%	54%
Jamtli	40%	46%	37%	27%	24%	39%	56%	42%	36%	43%
Falbygdens gånggrifter	34%	38%	28%	25%	25%	53%	27%	43%	30%	33%
Vitlycke	24%	21%	17%	18%	20%	43%	21%	30%	28%	16%

The same observation goes for the sites and museums visited.

Q13. Here are some archaeological sites or museums in Sweden, 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	247	253	58	78	88	120	156
Historiska museet	45%	44%	46%	11%	36%	45%	41%	64%
Varbergs fästning	39%	40%	38%	13%	33%	37%	50%	44%
Ale stenar	33%	33%	33%	10%	26%	29%	35%	45%
Birka	22%	21%	23%	11%	10%	23%	23%	32%
Eketorp, Öland	20%	20%	21%	11%	12%	24%	17%	28%
Jämtli	13%	13%	13%	8%	8%	11%	12%	18%
Falbygdens gånggrifter	7%	10%	5%	5%	8%	6%	9%	7%
Vitlycke	6%	7%	6%	10%	8%	5%	7%	5%

YOU VISITED IT

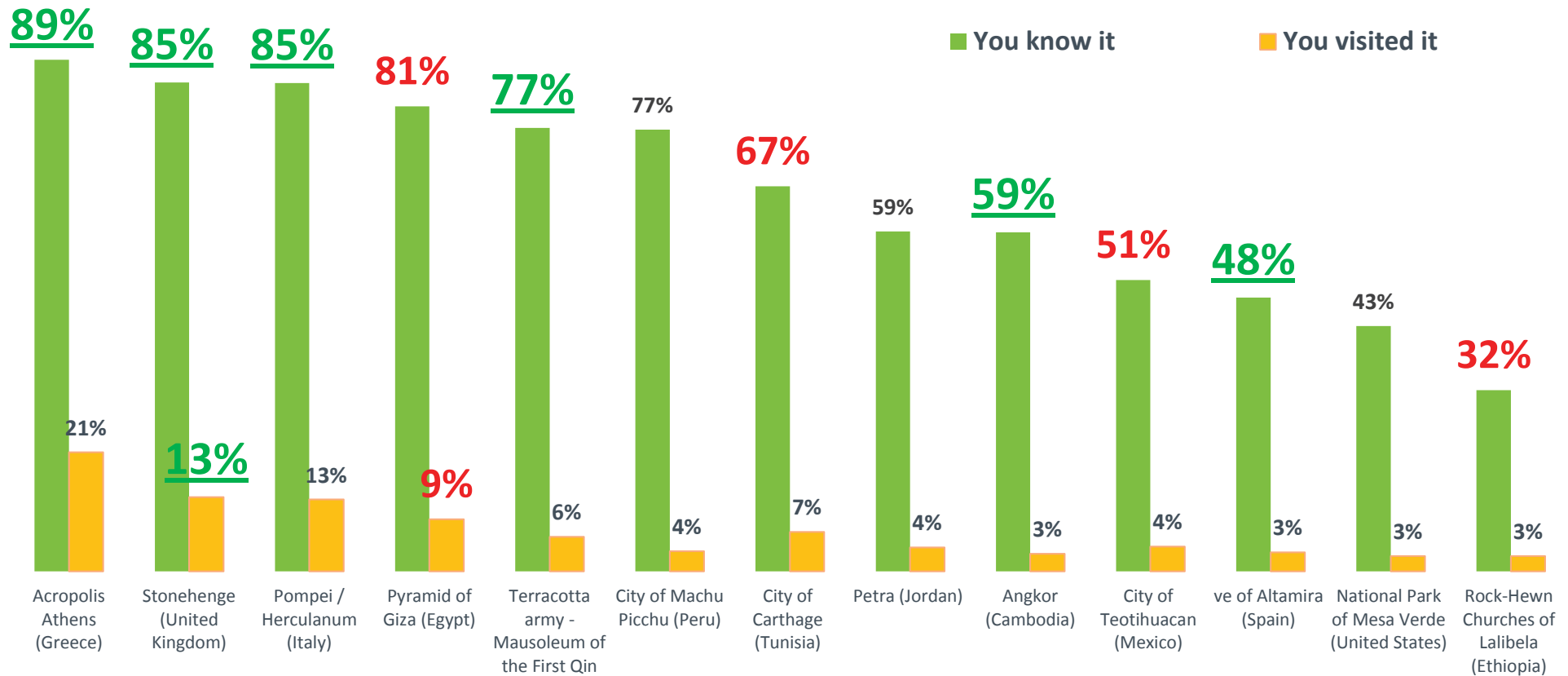
	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Historiska museet	45%	68%	43%	45%	39%	32%	36%	51%	38%	48%
Varbergs fästning	39%	30%	30%	44%	40%	66%	24%	43%	38%	36%
Ale stenar	33%	33%	22%	42%	65%	32%	14%	42%	25%	35%
Birka	22%	43%	23%	19%	14%	11%	19%	26%	21%	21%
Eketorp, Öland	20%	20%	15%	41%	25%	22%	10%	21%	16%	25%
Jämtli	13%	14%	9%	6%	5%	9%	28%	20%	7%	14%
Falbygdens gånggrifter	7%	7%	8%	13%	2%	11%	4%	9%	7%	6%
Vitlycke	6%	6%	1%	5%	2%	15%	5%	7%	6%	6%

For a large part of sites and museums mentioned, Swedish people have a better knowledge of them than other Europeans, except for sites or museums located in Africa (Giza, Carthage, Ethiopia) and for the city of Teotihuacan in Mexico.

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

- To all -

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



« Cave Altamira » not mentioned to Spaniards
 « Stonehenge » not mentioned to English
 « Acropolis in Athens » not mentioned to Greek people
 « Pompéi » not mentioned to Italians

As it is the case with sites and museums within Sweden, the knowledge of the main sites and museums around the world is usually better among seniors and by upper socio-professional categories.

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	247	253	58	78	88	120	156
Acropolis Athens (Greece)	89%	89%	89%	72%	80%	93%	93%	95%
Stonehenge (United Kingdom)	85%	87%	84%	66%	83%	92%	88%	87%
Pompei / Herculenum (Italy)	85%	89%	82%	56%	81%	92%	90%	90%
Pyramid of Giza (Egypt)	81%	82%	80%	62%	78%	92%	85%	81%
Terracotta army - Mausoleum of the First Qin Emperor (China)	77%	83%	72%	57%	71%	81%	81%	84%
City of Machu Picchu (Peru)	77%	81%	73%	64%	73%	84%	79%	78%
City of Carthage (Tunisia)	67%	76%	59%	29%	56%	71%	71%	82%
Petra (Jordan)	59%	64%	54%	34%	52%	70%	63%	64%
Angkor (Cambodia)	59%	67%	51%	33%	59%	67%	60%	64%
City of Teotihuacan (Mexico)	51%	60%	42%	25%	51%	61%	49%	56%
Cave of Altamira (Spain)	48%	53%	43%	30%	43%	52%	44%	57%
National Park of Mesa Verde (United States)	43%	49%	36%	29%	51%	52%	41%	40%
Rock-Hewn Churches of Lalibela (Ethiopia)	32%	37%	26%	27%	45%	36%	27%	28%

YOU KNOW IT

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsverige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Acropolis Athens (Greece)	89%	93%	91%	76%	85%	92%	90%	93%	87%	89%
Stonehenge (United Kingdom)	85%	89%	84%	76%	78%	92%	84%	94%	80%	85%
Pompei / Herculenum (Italy)	85%	90%	79%	81%	87%	85%	86%	92%	82%	85%
Pyramid of Giza (Egypt)	81%	83%	76%	72%	81%	88%	79%	92%	78%	76%
Terracotta army - Mausoleum of the First Qin Emperor (China)	77%	88%	67%	65%	76%	81%	77%	82%	73%	79%
City of Machu Picchu (Peru)	77%	88%	79%	61%	73%	80%	70%	84%	73%	77%
City of Carthage (Tunisia)	67%	75%	65%	58%	65%	70%	64%	74%	59%	71%
Petra (Jordan)	59%	68%	54%	51%	56%	63%	58%	67%	56%	58%
Angkor (Cambodia)	59%	69%	49%	51%	60%	64%	55%	69%	57%	55%
City of Teotihuacan (Mexico)	51%	59%	45%	50%	48%	51%	48%	66%	47%	45%
Cave of Altamira (Spain)	48%	53%	39%	35%	45%	62%	43%	53%	43%	50%
National Park of Mesa Verde (United States)	43%	46%	32%	45%	51%	49%	35%	58%	42%	33%
Rock-Hewn Churches of Lalibela (Ethiopia)	32%	36%	31%	26%	28%	39%	25%	43%	30%	25%

The same observation goes for the sites and museums visited around the world.

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	247	253	58	78	88	120	156
Acropolis Athens (Greece)	21%	22%	20%	9%	10%	19%	28%	26%
Stonehenge (United Kingdom)	13%	15%	11%	4%	8%	10%	16%	18%
Pompei / Herculenum (Italy)	13%	12%	13%	4%	10%	9%	14%	18%
Pyramid of Giza (Egypt)	9%	10%	8%	7%	2%	9%	10%	12%
City of Carthage (Tunisia)	7%	7%	6%		6%	2%	8%	12%
Terracotta army - Mausoleum of the First Qin Emperor (China)	6%	8%	4%		5%	2%	6%	11%
City of Teotihuacan (Mexico)	4%	6%	3%	4%	6%	5%	3%	4%
Petra (Jordan)	4%	5%	3%		5%	5%	6%	4%
City of Machu Picchu (Peru)	4%	4%	3%	2%	5%	5%	2%	4%
Cave of Altamira (Spain)	3%	3%	4%		6%	4%	3%	3%
Angkor (Cambodia)	3%	3%	3%		6%	9%	2%	1%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	4%	1%	4%	7%	5%		1%
National Park of Mesa Verde (United States)	3%	3%	2%	2%	5%	3%	4%	1%

YOU VISITED IT

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsverige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Acropolis Athens (Greece)	21%	26%	16%	13%	26%	16%	24%	26%	18%	21%
Stonehenge (United Kingdom)	13%	23%	13%	13%	11%	9%	8%	15%	8%	17%
Pompei / Herculenum (Italy)	13%	19%	10%	15%	14%	12%	5%	19%	7%	14%
Pyramid of Giza (Egypt)	9%	11%	6%	11%	9%	11%	7%	11%	7%	10%
City of Carthage (Tunisia)	7%	8%	8%		8%	7%	7%	8%	3%	10%
Terracotta army - Mausoleum of the First Qin Emperor (China)	6%	9%	4%	13%	5%	4%	3%	8%	4%	7%
City of Teotihuacan (Mexico)	4%	6%		11%	5%	3%	4%	6%	2%	5%
Petra (Jordan)	4%	5%	6%	11%	1%	2%	3%	8%	3%	3%
City of Machu Picchu (Peru)	4%	5%	1%	8%	4%	2%	3%	3%	3%	4%
Cave of Altamira (Spain)	3%	5%	3%	8%	3%		3%	3%	5%	2%
Angkor (Cambodia)	3%	3%	1%	3%	5%	3%	2%	4%	4%	1%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	5%		6%	1%	2%	3%	4%	2%	2%
National Park of Mesa Verde (United States)	3%	3%	1%	5%	3%	3%	2%	7%	1%	2%

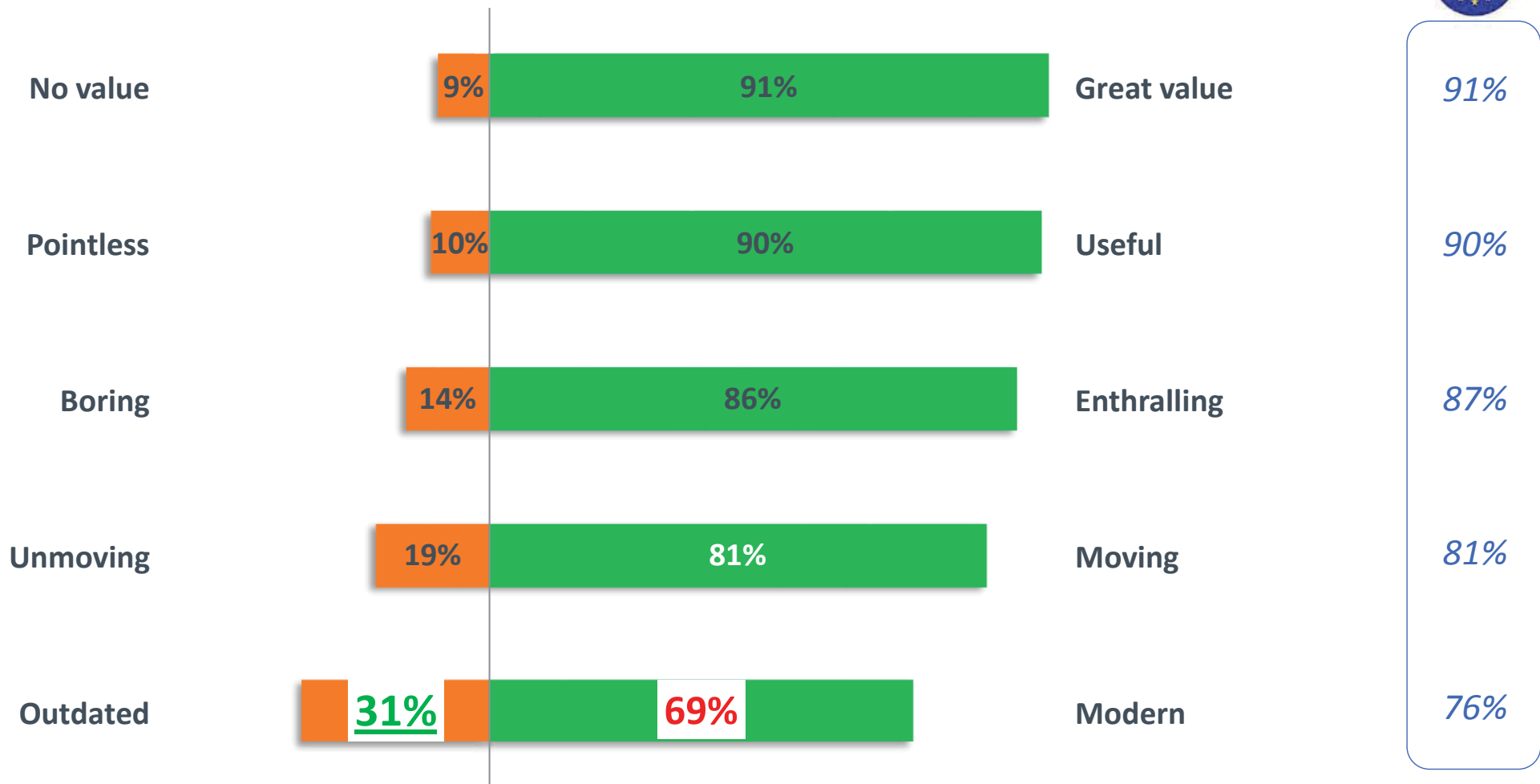


1.4. Image, attachment and commitment to archaeology

Swedish people have a good image of archaeology especially for its value and usefulness; however the image of modernity is less stronger in comparison to other European statements.

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

- To all -



There is a better perception among the old generations in comparison to young generations.

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

- To all -

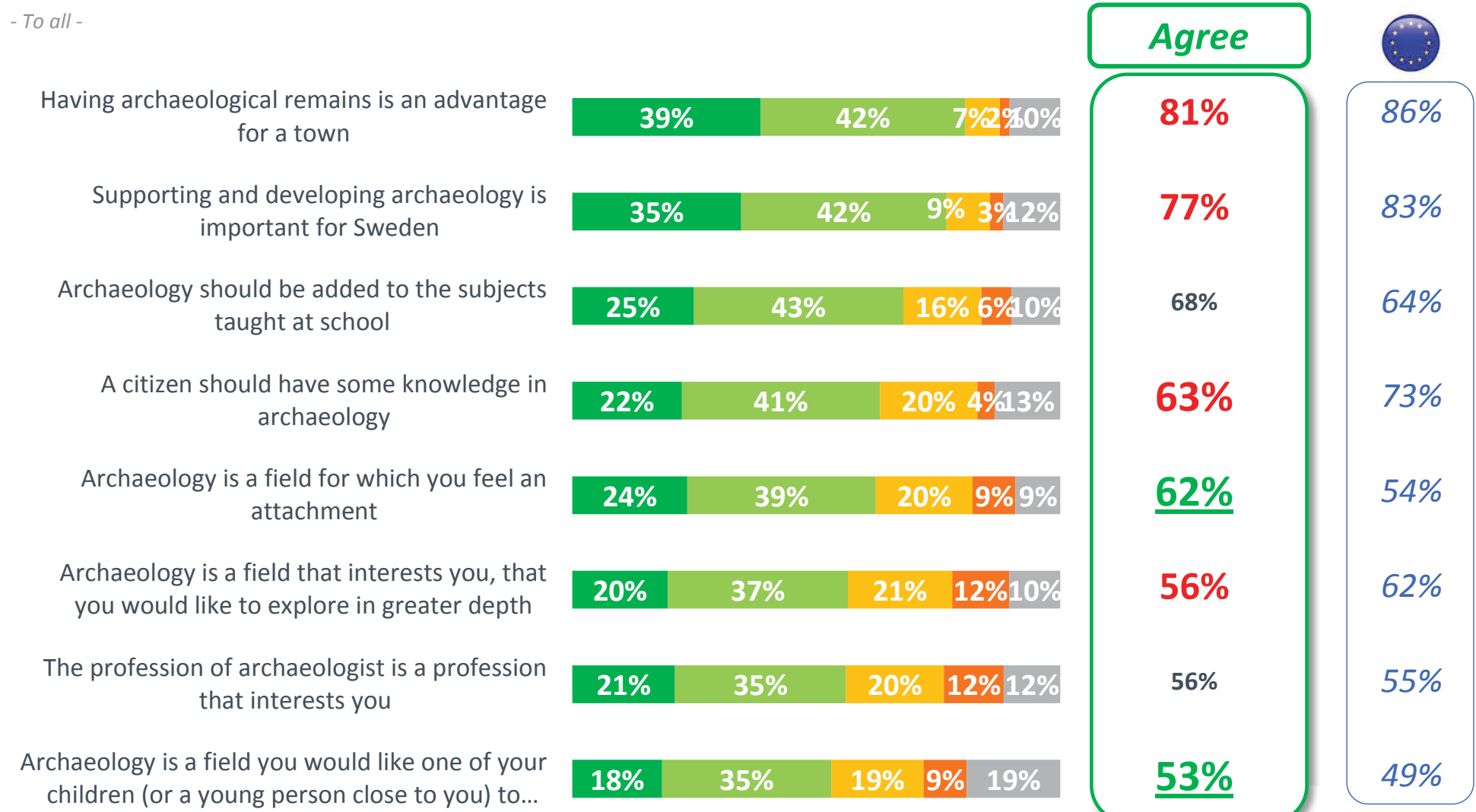
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Useful	91%	90%	93%	88%	81%	89%	99%	93%
Modern	90%	86%	95%	85%	76%	89%	97%	93%
Enthralling	86%	85%	88%	70%	73%	87%	96%	90%
Great value	81%	79%	84%	66%	66%	81%	90%	87%
Moving	69%	70%	69%	49%	53%	70%	76%	79%

	TOTAL	REGION GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsverige	Norra Sverige	SPC+	SPC-	Inactive people
Useful	91%	90%	92%	83%	90%	94%	96%	90%	93%	91%
Modern	90%	91%	83%	88%	95%	90%	94%	90%	91%	91%
Enthralling	86%	83%	82%	90%	86%	92%	86%	85%	85%	88%
Great value	81%	78%	78%	82%	81%	88%	81%	82%	81%	81%
Moving	69%	69%	72%	67%	71%	74%	63%	67%	69%	71%

As it is the case with other Europeans, the value of archaeology is highly considered among the Swedish population even if the perception is generally less positive in comparison to other Europeans' positions, expect for the attachment about archaeology (+8%).

Q14. Personally, would you say that...

- To all -



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

The perception of archaeology is much more positive among the old generations.

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	247	253	58	78	88	120	156
Having archaeological remains is an advantage for a town	81%	76%	85%	60%	71%	84%	88%	85%
Supporting and developing archaeology is important for Sweden	77%	72%	81%	49%	63%	81%	85%	85%
Archaeology should be added to the subjects taught at school	68%	64%	72%	49%	57%	63%	77%	76%
A citizen should have some knowledge in archaeology	63%	63%	63%	45%	54%	67%	69%	67%
Archaeology is a field for which you feel an attachment	62%	61%	63%	44%	49%	65%	73%	66%
Archaeology is a field that interests you, that you would like to explore in greater depth	56%	54%	59%	35%	43%	65%	63%	61%
The profession of archaeologist is a profession that interests you	56%	58%	55%	31%	45%	70%	60%	60%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	53%	53%	53%	31%	51%	63%	61%	50%

AGREE

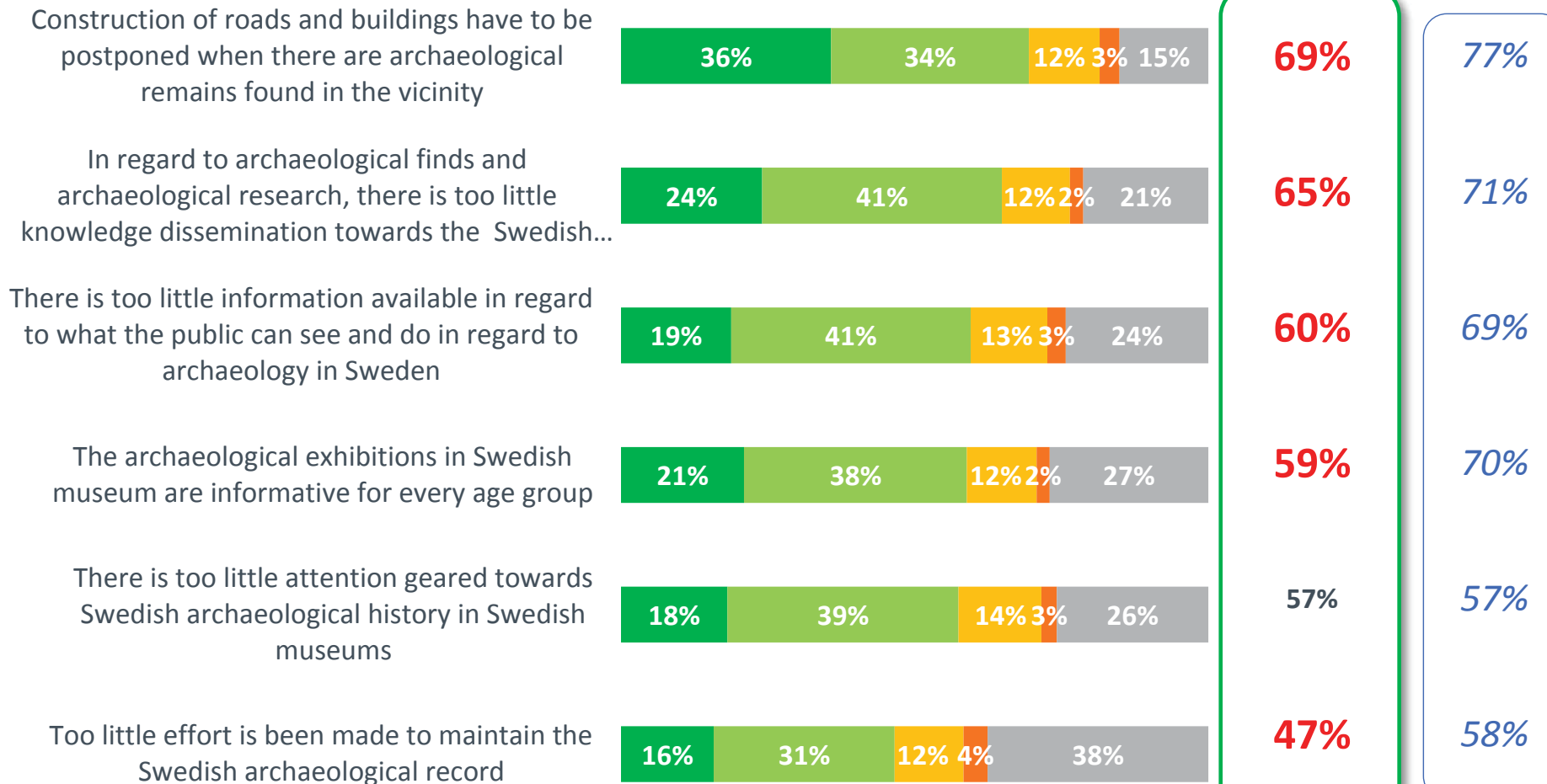
	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsvrige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Having archaeological remains is an advantage for a town	81%	75%	75%	78%	82%	92%	80%	85%	77%	82%
Supporting and developing archaeology is important for Sweden	77%	74%	70%	78%	82%	83%	75%	82%	74%	76%
Archaeology should be added to the subjects taught at school	68%	70%	62%	63%	69%	73%	65%	67%	66%	71%
A citizen should have some knowledge in archaeology	63%	60%	54%	59%	67%	68%	68%	73%	58%	62%
Archaeology is a field for which you feel an attachment	62%	62%	62%	56%	66%	68%	57%	68%	59%	62%
Archaeology is a field that interests you, that you would like to explore in greater depth	56%	57%	48%	47%	62%	65%	54%	62%	53%	56%
The profession of archaeologist is a profession that interests you	56%	58%	52%	45%	61%	57%	57%	62%	53%	56%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	53%	54%	51%	38%	57%	57%	54%	63%	51%	48%

For a majority of the Swedish people, archaeological remains have to be preserved from destruction and should be more spread to a large audience. To be noted : a high proportion of Swedish respondents did not give an answer on these statements.

Q15. Personally, would you say that...

- To all -

Agree



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



People from Västsverige agree more on these statements.

Q15. Personally, would you say that...

AGREE

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	69%	68%	71%	39%	64%	76%	78%	74%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Swedish public	65%	61%	69%	46%	53%	72%	75%	66%
There is too little information available in regard to what the public can see and do in regard to archaeology in Sweden	60%	56%	63%	43%	51%	62%	69%	61%
The archaeological exhibitions in the Swedish museum are informative for every age group	59%	55%	63%	34%	51%	61%	66%	65%
There is too little attention geared towards Swedish archaeological history in Swedish museums	57%	58%	57%	44%	50%	63%	65%	58%
Too little effort has been made to maintain the Swedish archaeological record	47%	42%	51%	39%	44%	51%	52%	44%

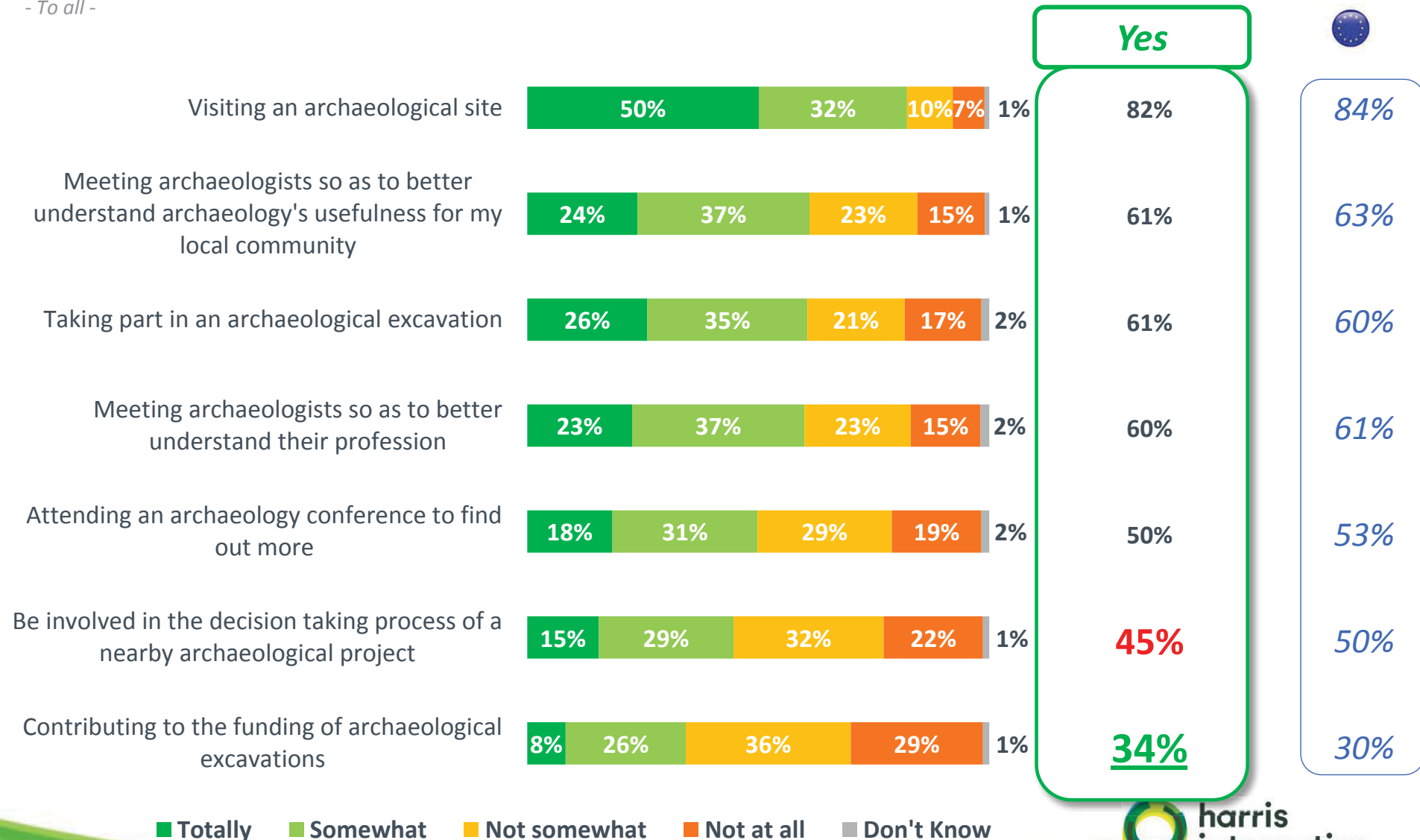
AGREE

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsverige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	69%	68%	64%	62%	70%	78%	69%	74%	67%	69%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the Swedish public	65%	68%	53%	63%	61%	76%	63%	71%	63%	62%
There is too little information available in regard to what the public can see and do in regard to archaeology in Sweden	60%	55%	49%	58%	59%	72%	61%	64%	60%	56%
The archaeological exhibitions in the Swedish museum are informative for every age group	59%	63%	47%	52%	58%	65%	61%	70%	53%	58%
There is too little attention geared towards Swedish archaeological history in Swedish museums	57%	57%	50%	64%	52%	67%	56%	66%	56%	53%
Too little effort has been made to maintain the Swedish archaeological record	47%	44%	39%	51%	41%	58%	45%	53%	47%	42%

As it is the case with other Europeans, Swedish people express the wish to be closer to archaeology in particular "visiting an archaeological site". They are more interested in contributing to the funding of archaeological excavations but less in being involved in decisions about a nearby archaeological project.

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

- To all -



The generation between 34-55 years old seems more interested than others.

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	247	253	58	78	88	120	156
Visiting an archaeological site	82%	79%	86%	77%	74%	90%	88%	79%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	61%	58%	64%	59%	52%	64%	68%	60%
Taking part in an archaeological excavation	61%	55%	66%	62%	57%	77%	67%	48%
Meeting archaeologists so as to better understand their profession	60%	58%	62%	50%	55%	63%	66%	60%
Attending an archaeology conference to find out more	50%	49%	50%	40%	48%	56%	60%	43%
Be involved in the decision taking process of a nearby archaeological project	45%	47%	42%	35%	45%	55%	50%	38%
Contributing to the funding of archaeological excavations	34%	38%	31%	35%	37%	50%	40%	20%

YES

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Visiting an archaeological site	82%	79%	79%	78%	84%	88%	83%	86%	81%	81%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	61%	56%	60%	60%	61%	70%	59%	63%	60%	61%
Taking part in an archaeological excavation	61%	55%	58%	54%	65%	65%	64%	66%	65%	51%
Meeting archaeologists so as to better understand their profession	60%	56%	54%	62%	62%	66%	61%	66%	58%	57%
Attending an archaeology conference to find out more	50%	46%	53%	43%	50%	52%	51%	54%	54%	42%
Be involved in the decision taking process of a nearby archaeological project	45%	40%	47%	37%	46%	49%	46%	55%	43%	39%
Contributing to the funding of archaeological excavations	34%	32%	32%	36%	35%	45%	26%	39%	38%	26%

II- Positioning of archaeology

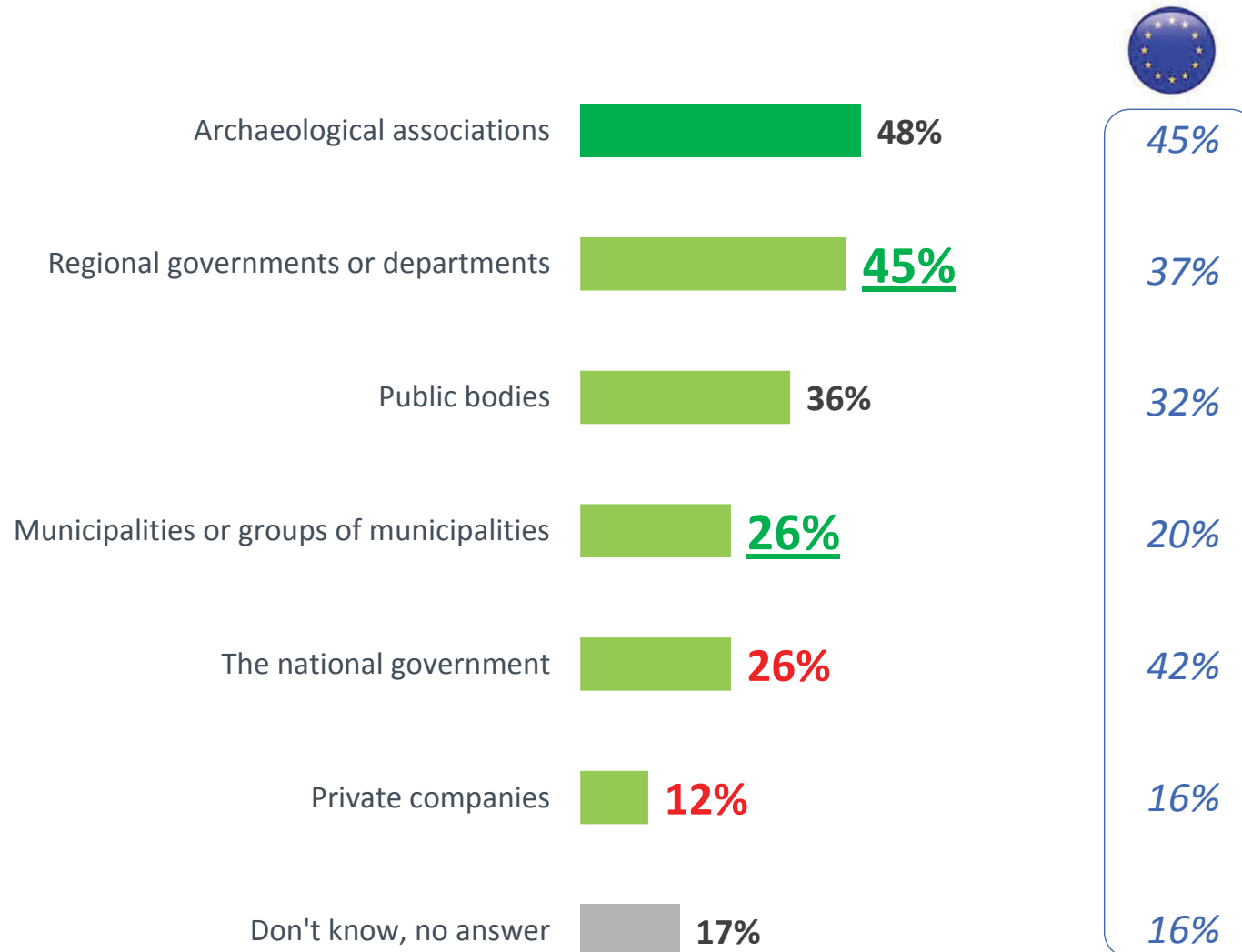


2.1. Handling archaeology : knowledge and wishes

To Swedish people, archaeology is mainly managed by archaeological associations and also by regional governments or departments. Regions, departments and municipalities seem to be more involved for Swedish respondents compared to other European statements.

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

- To all -



The young Swedish population seems to be more hesitant to designate someone in charge.

Q17. In your opinion, who manages archaeology in Sweden ? (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	247	253	58	78	88	120	156
Archaeological associations	48%	40%	55%	54%	42%	50%	50%	45%
Regional governments or departments	45%	52%	38%	27%	24%	52%	53%	53%
Public bodies	36%	38%	34%	16%	20%	35%	36%	51%
Municipalities or groups of municipalities	26%	29%	22%	18%	24%	33%	23%	27%
The national government	26%	28%	23%	23%	27%	30%	24%	25%
Private companies	12%	11%	12%	14%	14%	13%	11%	9%
Don't know, No answer	17%	16%	17%	28%	25%	14%	14%	13%

	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsv erige	Västsv erige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Archaeological associations	48%	43%	43%	56%	44%	46%	57%	45%	47%	50%
Regional governments or departments	45%	45%	37%	46%	54%	46%	45%	53%	41%	44%
Public bodies	36%	39%	37%	37%	39%	28%	36%	33%	28%	46%
Municipalities or groups of municipalities	26%	30%	15%	23%	22%	32%	27%	30%	23%	25%
The national government	26%	30%	18%	31%	26%	29%	21%	36%	22%	22%
Private companies	12%	12%	11%	11%	10%	10%	14%	10%	14%	11%
Don't know, No answer	17%	23%	16%	14%	17%	18%	11%	13%	19%	17%

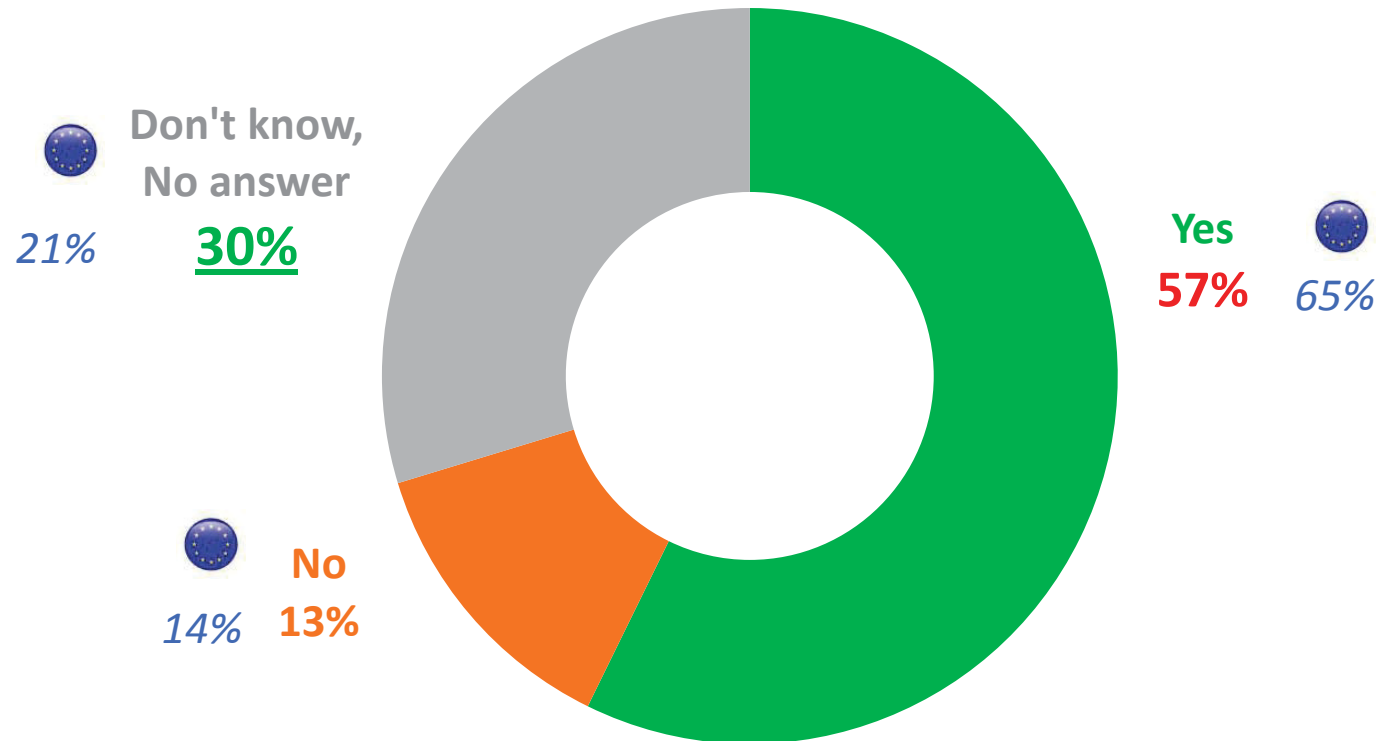


2.2. Preventive archaeology

Nearly 6 out of 10 Swedish persons think that is the State's job to manage archaeology. This is significantly less than the European average. They are also more numerous than the European average not to have an opinion on that question.

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 is more significant among the old generation.

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

- To all -

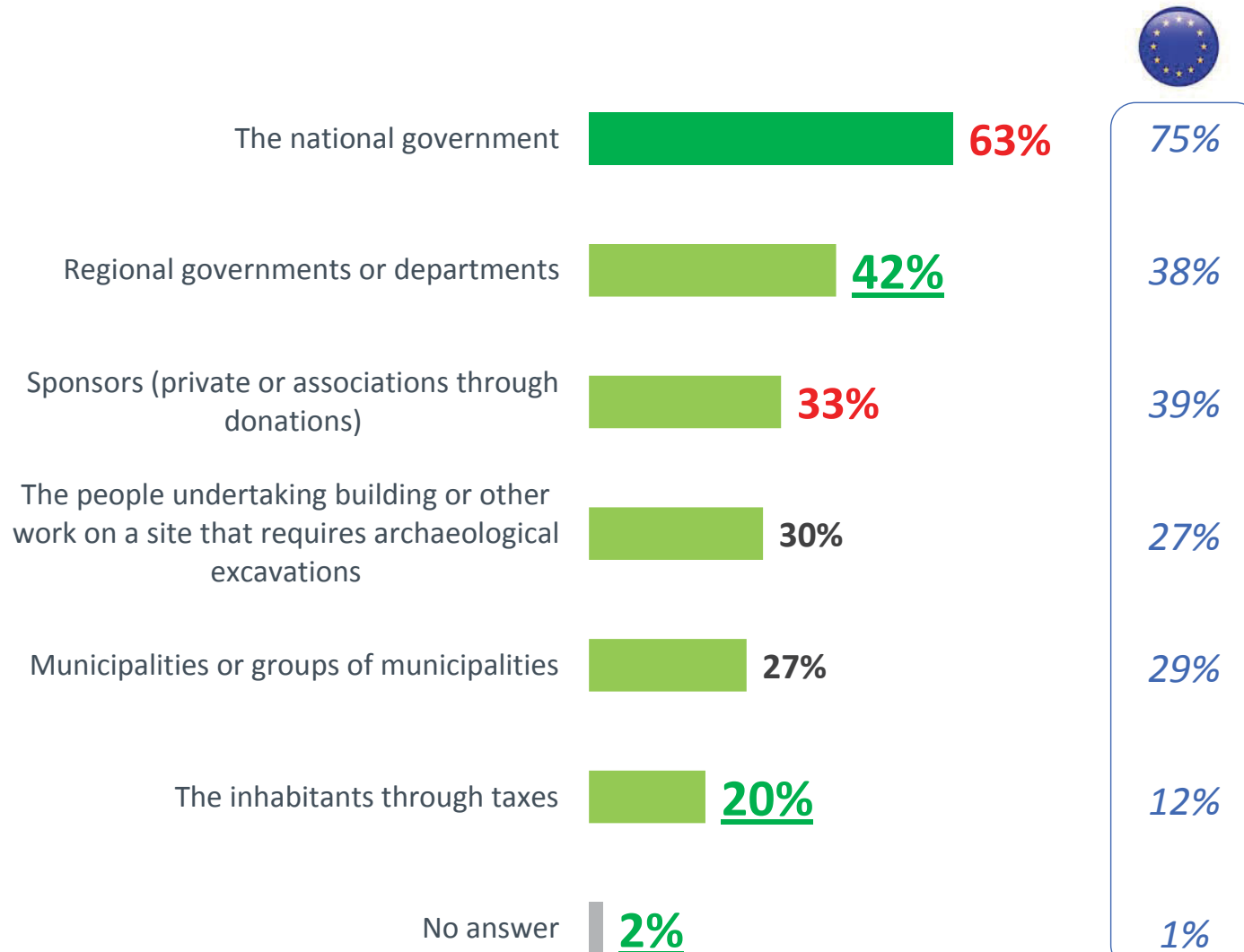
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
Yes	57%	66%	48%	30%	49%	62%	61%	67%
No	13%	14%	12%	20%	20%	14%	11%	8%
Don't know, No answer	30%	20%	39%	50%	31%	24%	29%	25%

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Yes	57%	58%	55%	58%	57%	59%	56%	65%	50%	61%
No	13%	17%	11%	18%	11%	8%	16%	14%	14%	10%
Don't know, No answer	30%	26%	34%	24%	31%	33%	28%	21%	36%	29%

Archaeology should be first financed by the State and second through regional governments or departments. Yet, the role of the State is less stronger than in European average whereas the regional governments' role is above. Swedish respondents also seem to be more ready to pay taxes to fund archaeology.

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

- To all -



The expectation for regional governments or departments is stronger for the upper socio-professional categories while inactive people want more contribution by private or associations through donations.

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

- To all -

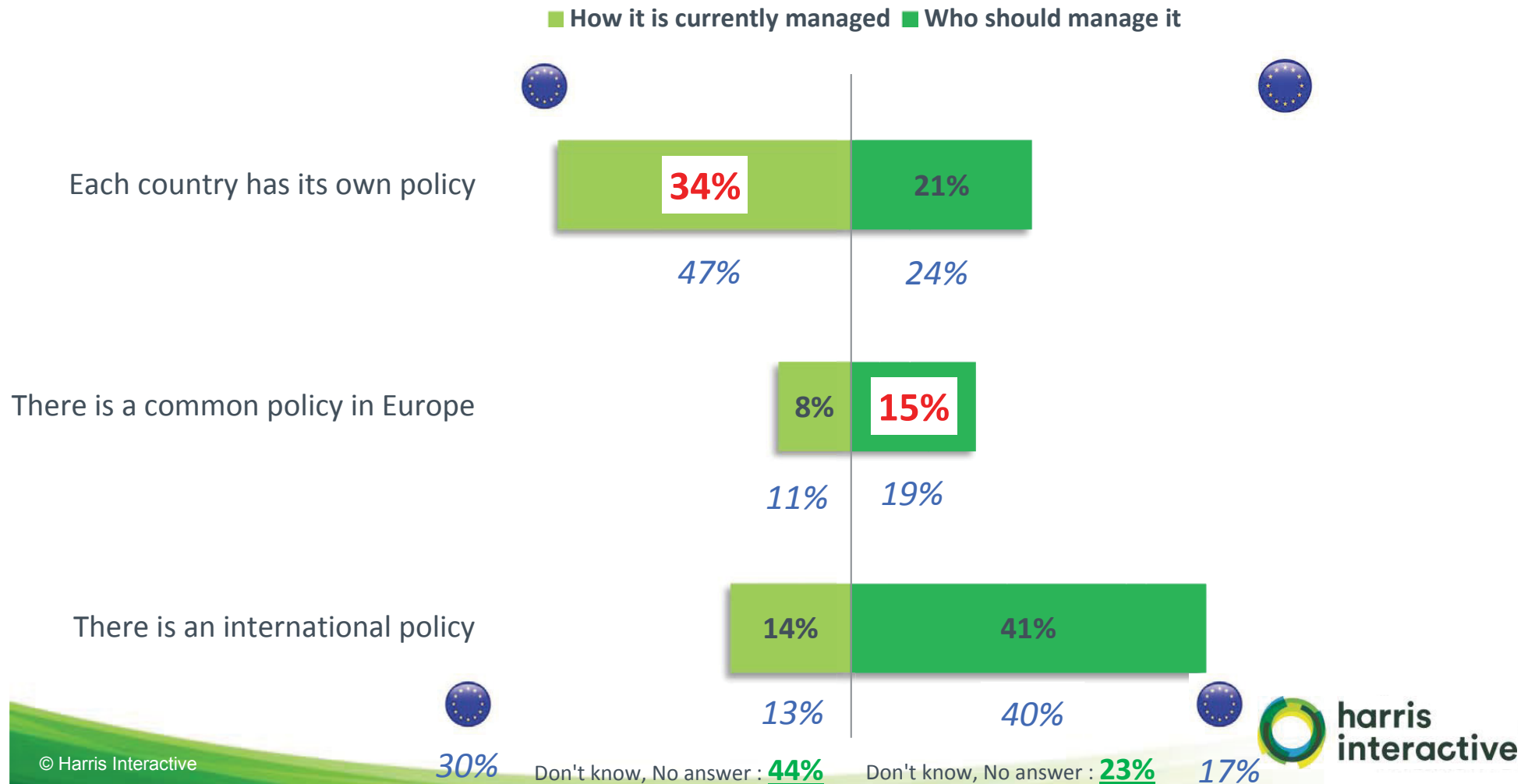
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
The national government	63%	69%	57%	41%	57%	65%	66%	69%
Regional governments or departments	42%	42%	43%	34%	28%	39%	50%	49%
Sponsors (private or associations through donations)	33%	28%	38%	23%	25%	34%	39%	35%
The people undertaking building or other work on a site that requires archaeological excavations	30%	28%	32%	27%	24%	28%	37%	30%
Municipalities or groups of municipalities	27%	28%	26%	17%	30%	34%	29%	24%
The inhabitants through taxes	20%	21%	19%	17%	17%	28%	23%	16%
No answer	2%	2%	3%	6%	4%		2%	2%

	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
The national government	63%	64%	53%	57%	66%	64%	68%	66%	58%	65%
Regional governments or departments	42%	37%	41%	44%	49%	42%	44%	50%	37%	43%
Sponsors (private or associations through donations)	33%	36%	32%	36%	33%	34%	28%	29%	30%	39%
The people undertaking building or other work on a site that requires archaeological excavations	30%	31%	40%	33%	24%	29%	24%	34%	30%	27%
Municipalities or groups of municipalities	27%	21%	30%	25%	30%	32%	26%	33%	28%	22%
The inhabitants through taxes	20%	22%	13%	30%	18%	27%	14%	23%	16%	23%
No answer	2%	2%	6%	2%	3%	2%		1%	3%	2%

As it is the case with Europeans, most of Swedish respondents 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 -



Women declare to be more numerous to not know how archaeology and archaeological heritage are managed.

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	247	253	58	78	88	120	156
Each country has its own policy	34%	38%	30%	31%	33%	40%	27%	37%
There is an international policy	14%	15%	13%	8%	8%	16%	18%	15%
There is a common policy in Europe	8%	8%	9%	14%	15%	8%	7%	5%
Don't know, No answer	44%	39%	48%	47%	44%	36%	48%	43%

HOW IT IS CURRENTLY MANAGED

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Each country has its own policy	34%	37%	36%	29%	27%	30%	41%	35%	33%	35%
There is an international policy	14%	11%	13%	17%	20%	14%	12%	20%	12%	12%
There is a common policy in Europe	8%	13%	1%	14%	6%	13%	5%	9%	9%	8%
Don't know, No answer	44%	39%	50%	40%	47%	44%	42%	37%	46%	46%

The old generation wishes more for an international policy than others.

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	247	253	58	78	88	120	156
There should be an international policy	41%	41%	42%	28%	28%	38%	44%	52%
Each country should have its own policy	21%	24%	18%	22%	30%	22%	20%	16%
There should be a common policy in Europe	15%	14%	15%	11%	20%	15%	14%	13%
Don't know, No answer	23%	21%	25%	39%	22%	26%	21%	19%

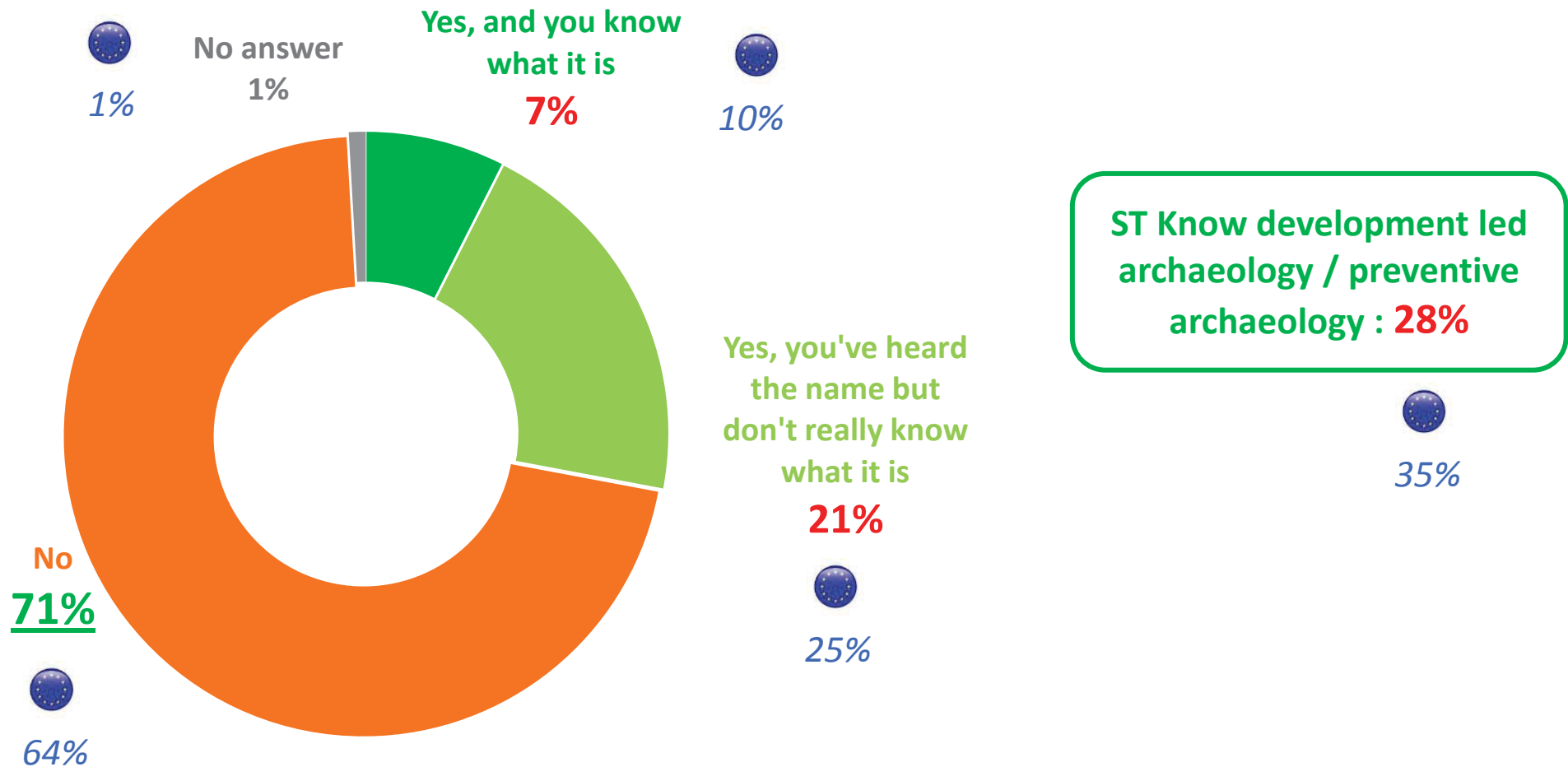
WHO SHOULD MANAGE IT

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
There should be an international policy	41%	45%	33%	44%	43%	41%	41%	42%	35%	47%
Each country should have its own policy	21%	20%	24%	19%	15%	20%	26%	17%	26%	18%
There should be a common policy in Europe	15%	20%	10%	8%	15%	17%	12%	19%	16%	10%
Don't know, No answer	23%	15%	32%	29%	27%	22%	21%	22%	23%	25%

About 3 out of 10 of the Swedish people knows preventive archaeology, among them 1 out of 10, knows exactly what it is. Scores are significantly lower than Europeans' average.

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

- To all -



It appears that upper socio-professional categories are more familiar with the expression « development led archaeology / preventive archaeology ».

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

- To all -

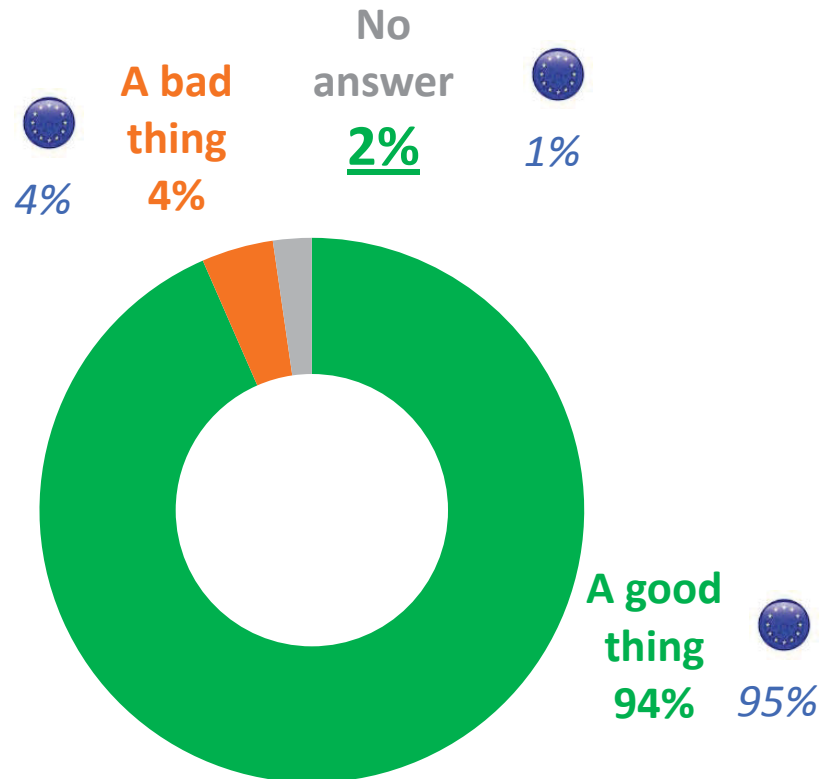
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
ST Yes	28%	31%	25%	29%	33%	37%	23%	23%
Yes, and you know what it is	7%	9%	6%	4%	7%	12%	6%	8%
Yes, you've heard the name but don't really know what it is	20%	22%	19%	25%	26%	25%	18%	16%
No	71%	68%	75%	66%	66%	63%	76%	77%
No answer	1%	1%	0%	4%	1%		1%	

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
ST Yes	28%	26%	33%	32%	26%	32%	22%	43%	27%	19%
Yes, and you know what it is	7%	8%	9%	10%	11%	3%	6%	14%	6%	5%
Yes, you've heard the name but don't really know what it is	20%	18%	24%	21%	15%	28%	15%	29%	21%	14%
No	71%	74%	67%	68%	72%	66%	77%	57%	72%	81%
No answer	1%				2%	2%	1%		2%	1%

To a very large majority of Swedish people, 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.

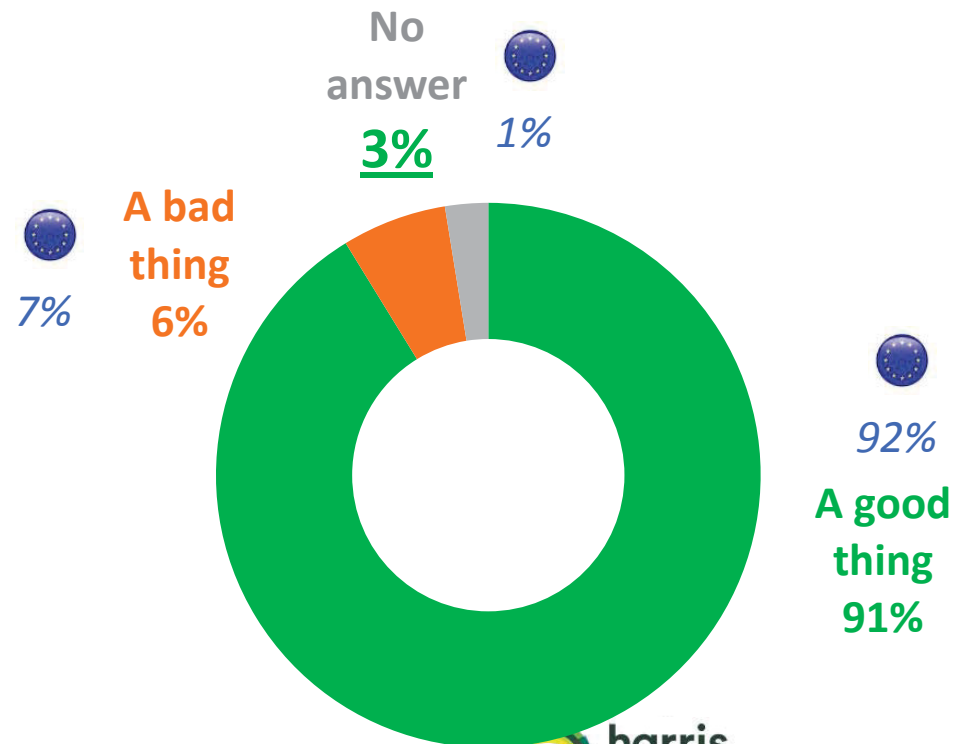
Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological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



To be noted: the approval is higher among the old generation.

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 -

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
A good thing	93%	92%	95%	87%	87%	94%	95%	98%
A bad thing	4%	7%	2%	9%	9%	5%	1%	2%
No answer	2%	1%	3%	4%	4%	1%	4%	

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
A good thing	93%	94%	94%	88%	94%	92%	96%	92%	93%	95%
A bad thing	4%	5%	3%	10%	1%	6%	2%	5%	4%	4%
No answer	2%	1%	3%	2%	4%	2%	2%	3%	4%	1%

The young Swedish generation seems less convinced by the principle of preventive archaeology.

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 -

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
A good thing	91%	89%	93%	77%	88%	95%	95%	93%
A bad thing	6%	9%	4%	18%	10%	3%	2%	5%
No answer	3%	2%	3%	4%	2%	3%	4%	1%

	TOTAL	REGIONS GROUPS					SPC			
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
A good thing	91%	90%	90%	91%	89%	93%	94%	89%	93%	90%
A bad thing	6%	8%	7%	9%	7%	3%	5%	7%	3%	9%
No answer	3%	2%	3%		4%	3%	2%	4%	3%	1%

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

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

To all

	Sweden
Good Thing	89%
Preservation of heritage to destruction	57%
Avoid irreversible destruction/damage	16%
Transmission to future generations	4%
Better protective measures vs businesses (from speculation)	4%
It's good/ general answer	4%
Other - good thing	19%
Bad Thing	5%
Causes delay (Bureaucratic), slow down projects	1%
Cost (Expensive)	1%
Indifferent about archaeology/History	-
Development/building/progress are more important than preservation	-
Other - bad thing	4%
Don't know/ no idea	6%

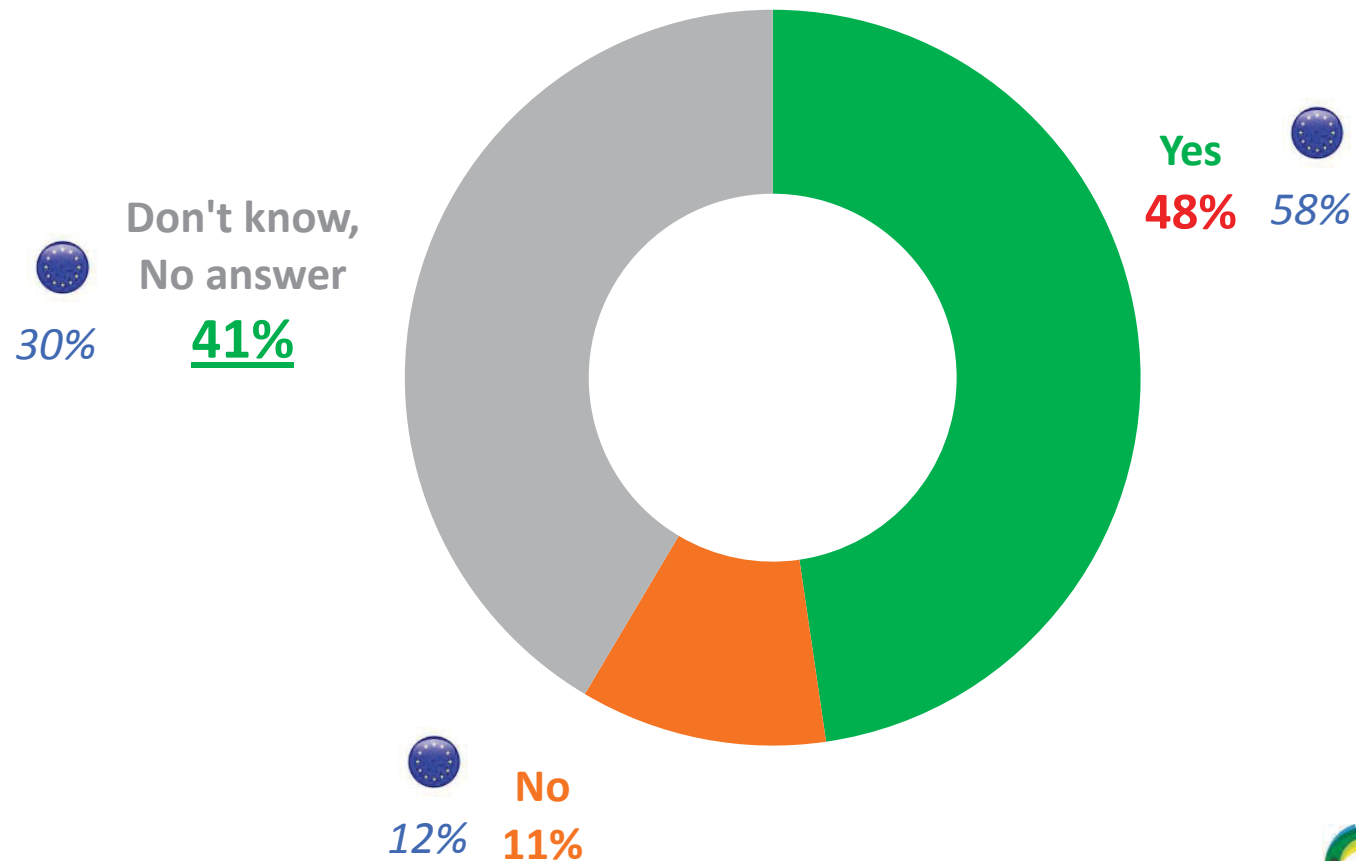


94%
38%
31%
3%
14%
-
11%
5%
1%
1%
1%
1%
2%
1%

Nearly half of Swedish respondents think that it is up to the public sector to manage development led archaeology / preventive archaeology. They are more numerous than the European average not to have an opinion on that (+11%).

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

- To all -



The young generation, women and the lower socio-professional category are more numerous not to have an opinion.

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

- To all -

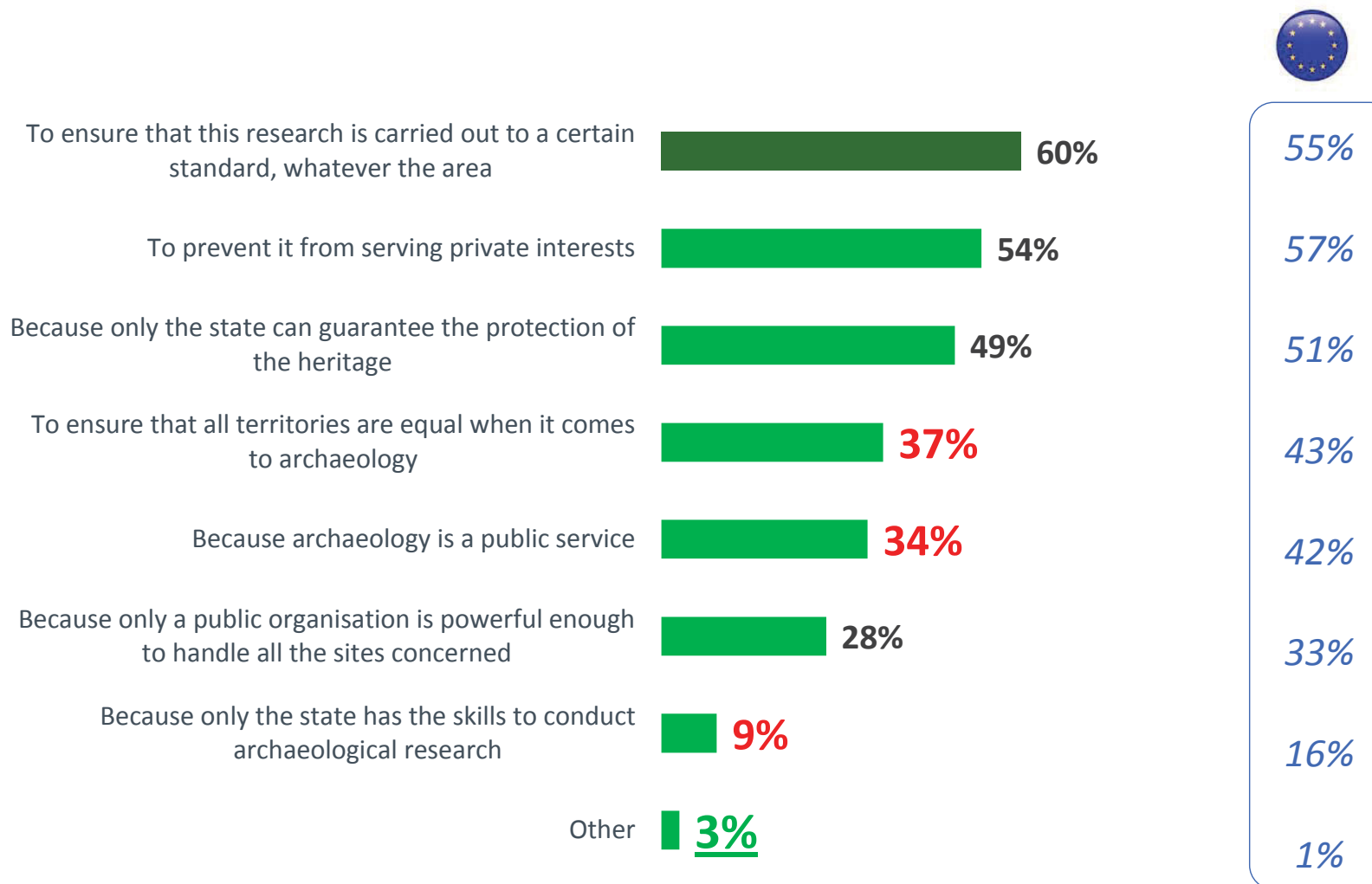
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	247	253	58	78	88	120	156
Yes	48%	57%	38%	17%	45%	45%	47%	62%
No	11%	13%	9%	20%	11%	14%	10%	6%
Don't know, No answer	41%	30%	53%	62%	43%	41%	43%	32%

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsvrige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	500	105	83	44	74	100	94	125	201	174
Yes	48%	48%	44%	48%	49%	51%	45%	51%	40%	54%
No	11%	13%	14%	21%	3%	8%	10%	17%	9%	8%
Don't know, No answer	41%	39%	42%	31%	48%	41%	45%	31%	51%	38%

The reasons why some Swedish people think the public sector should conduct development led archaeology are mostly to ensure research is 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 that the public sector should conduct development led archaeology or preventive archaeology : 238



The old generation is far more concerned with ensuring a certain standard of research as well as keeping it from private interest in comparison to younger generations.

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 that the public sector should conduct development led archaeology or preventive archaeology : 238

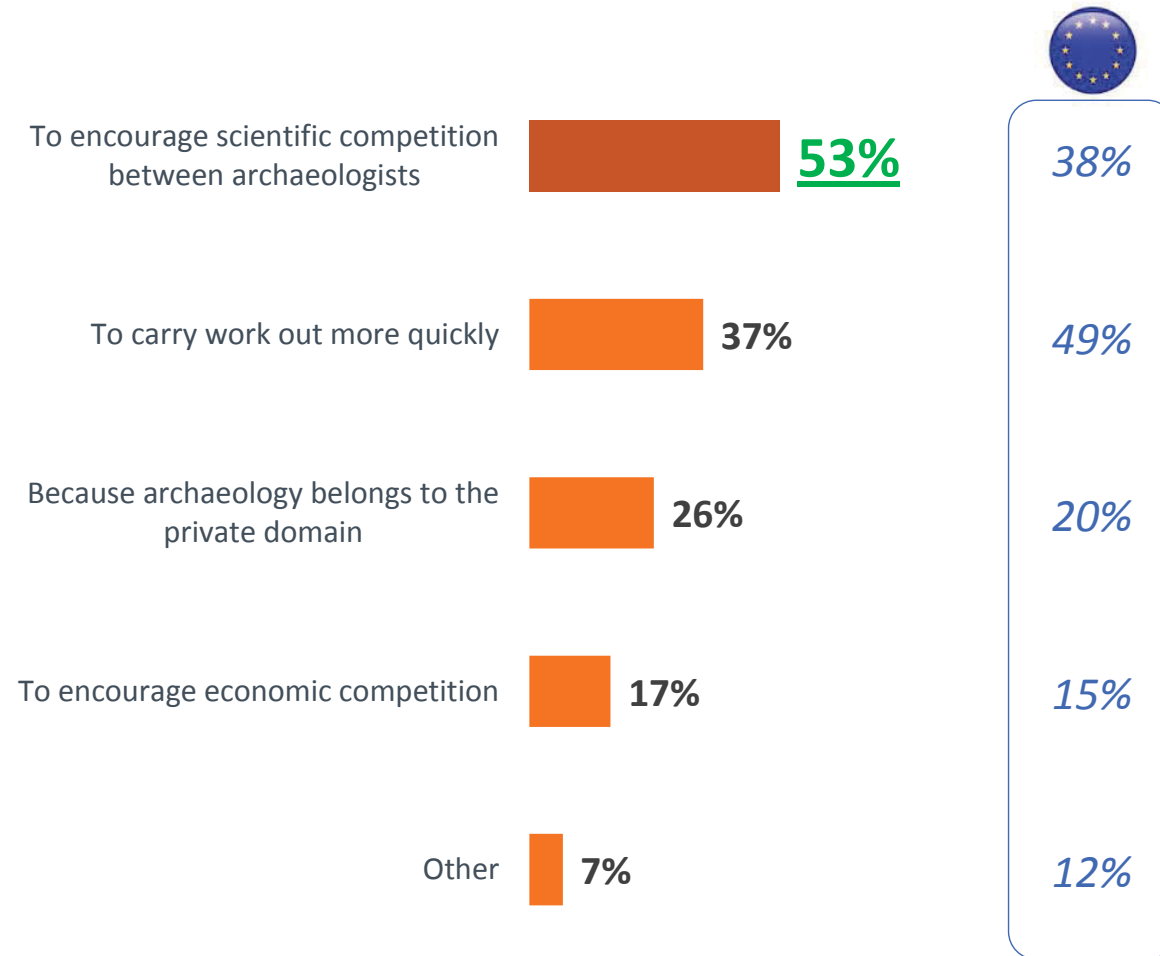
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	238	142	97	10	35	39	56	98
To ensure that this research is carried out to a certain standard, whatever the area	60%	57%	64%	13%	29%	61%	63%	74%
To prevent it from serving private interests	54%	49%	60%	49%	36%	57%	51%	60%
Because only the State can guarantee the protection of the heritage	49%	45%	55%	25%	42%	35%	47%	61%
To ensure that all territories are equal when it comes to archaeology	37%	39%	34%	11%	34%	37%	42%	38%
Because archaeology is a public service	34%	39%	27%	50%	34%	35%	34%	33%
Because only a public organisation is powerful enough to handle all the sites concerned	28%	30%	24%	11%	31%	12%	23%	37%
Because only the State has the skills to conduct archaeological research	9%	8%	11%		14%	8%	6%	11%
Other	3%	4%	1%				5%	4%

	TOTAL	REGIONS GROUPS						SPC		
		Stockholm	Östra Mellansverige	Småland med öarna	Sydsverige	Västsvrige	Norra Sverige	SPC+	SPC-	Inactive people
Respondents	238	51	37	21	36	51	42	64	80	94
To ensure that this research is carried out to a certain standard, whatever the area	60%	62%	65%	54%	68%	52%	60%	66%	53%	62%
To prevent it from serving private interests	54%	64%	51%	54%	58%	44%	51%	46%	50%	62%
Because only the State can guarantee the protection of the heritage	49%	58%	46%	46%	50%	41%	51%	43%	42%	59%
To ensure that all territories are equal when it comes to archaeology	37%	29%	38%	29%	45%	42%	37%	34%	37%	40%
Because archaeology is a public service	34%	32%	27%	34%	27%	47%	36%	27%	39%	36%
Because only a public organisation is powerful enough to handle all the sites concerned	28%	26%	21%	41%	32%	27%	25%	27%	18%	36%
Because only the State has the skills to conduct archaeological research	9%	10%	7%		19%	4%	12%	8%	9%	10%
Other	3%	2%	9%		3%	2%	2%		4%	4%

For respondents who do not think the public sector should conduct development led archaeology, half of them justify their position by the fact that it might 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 that the public sector should not conduct development led archaeology or preventive archaeology : 54



Profile details of respondents

Profile details of respondents

Sweden

SEX

Base	500	100%
Man	247	49%
Woman	253	51%

AGE

Base	500	100%
18-24 yo	58	12%
25-34 yo	78	16%
35-44 yo	88	18%
45-59 yo	120	24%
60 yo and more	156	31%
Average	47,5	

SPC

Base	500	%
SPC+	125	25%
SPC -	201	40%
Inactive	174	35%

REGION

Base	500	100%
Stockholm	105	21%
Östra Mellansverige	83	17%
Småland med öarna	44	9%
Sydsverige	74	15%
Västsverige	100	20%
Norra Sverige	94	19%