

AHEAD OF WHAT'S NEXT.

Image of archaeology in UK - 2015

Study report - General public



Results of the United Kingdom



Report written by:

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

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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 the United Kingdom.



Methodology

Sample



500 persons aged 18+ years old who are representative of the UK citizens.

Data collection



- Online survey realised from the Harris Interactive Panel.
- Conducted using a CAWI system for multiple media (web, mobile phone, tablet), with an invitation e-mail asking participants to respond to a questionnaire hosted on the Harris Interactive server.

Dates



- **Average length of the questionnaire** : 15 to 20 minutes .
- **Dates of fieldwork** : from December, 29th 2014 to January, 6th 2015.

Methodological note

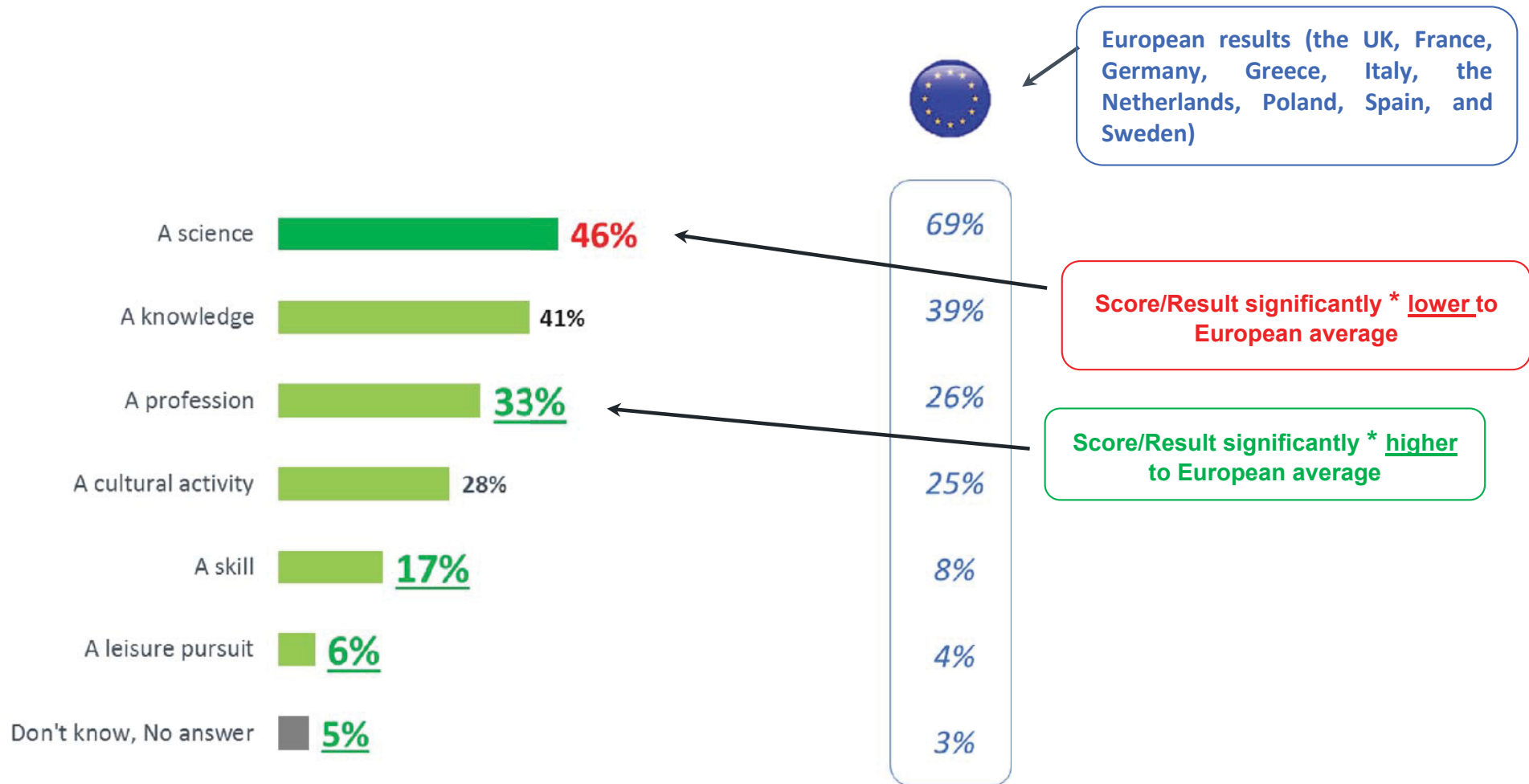


Quota method was applied on the following socio-demographics criteria : gender, age, socio-professional category and region of residence.



Reading guide

Reading guide (1/2)



* The significance threshold retained for this study is about 95%. This means that each significant difference (whether it is positive or negative) has statistically at least a 95% chance of being true.

- Listed above are socio-demographics criteria that are shown in tables all along this report :
 - Gender
 - Age
 - Socio-professional category
 - Living places

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	245	255	44	74	90	140	152
A science	82%	84%	79%	66%	78%	81%	84%	86%
A cultural activity	29%	32%	27%	30%	28%	20%	26%	38%
A profession	27%	22%	33%	23%	31%	26%	31%	24%
A knowledge	20%	18%	22%	36%	22%	18%	17%	18%
A leisure pursuit	4%	5%	2%	9%		6%	3%	4%
A skill	3%	4%	2%		4%	7%	1%	2%
Don't know, No answer	4%	2%	5%	2%	5%	6%	3%	3%

Score/Result significantly * **lower** to the country average

Score/Result significantly * **higher** to the country average

* The significance threshold retained for this study is about 95%. This means that each significant difference (whether it is positive or negative) has statistically at least a 95% chance of being true.

I- Knowledge, interest and image of archaeology and heritage in the UK



1.1. Level of knowledge of archaeology and archaeologists

When they are asked to spontaneously define archaeology, about half of the UK citizen believe it is a study analysis of the past as well as discoveries. References to ancient times are mentioned most of the time, as it is the case for Europeans.

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

- To all -

	%	
Study, analysis of the past : the investigative science of the past	51%	48%
Discovery : digging/excavation of objects, artefacts, relics, remains, human bodies, etc.	47%	37%
Study of old civilizations, human evolution, etc.	23%	31%
Study of ancient ruins, sites, dwellings, structures	21%	11%
Study of rocks and the subsoil	6%	5%
Study of fossils/bones	3%	1%
Study of animals (extinct animals)/nature	0%	1%
Preservation of remains, objects, etc.	0%	1%
Other	6%	7%



The use of archaeology is spontaneously associated to knowing their origins in the minds of UK citizens, as well as to the understanding of their past. In that sense, UK citizens do not differ from Europeans.

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

- To all -

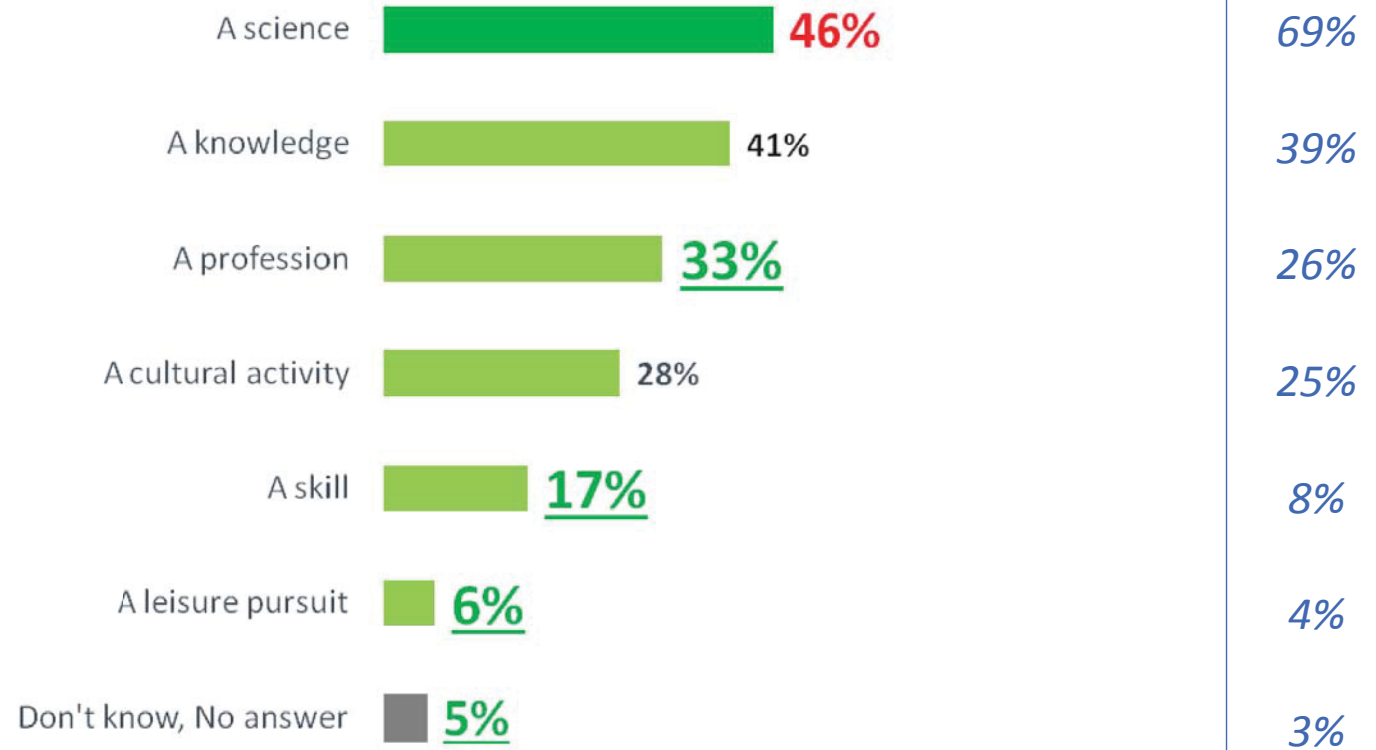
	%	
To know where we came from/To learn about (from) our past: Origins of humanity, humanity's evolution, civilisations, etc.	73%	75%
Improve our knowledge/understanding	11%	16%
Help to understand the present day (today's society)	14%	11%
Help to predict/prepare the future	7%	8%
Preservation of remains, objects, etc.	4%	3%
Help to confirm or debunk historical theories	3%	3%
Yes/Useful/Very useful	21%	5%
Help tourism/economy/creates jobs	0%	2%
Not much/not useful/nothing	6%	1%
Other	7%	6%



Once they face a list of items, almost 1 UK citizen out of 2 tends to see archaeology more like a science and then a knowledge. This score is below the European average but may reflect different usage of the term science in the UK, compared with many other European countries.

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

- To all -



- Multiple responses, total over 100% -

To lower socio-professional categories and in comparison to other professional categories, archaeology is more of a skill. UK citizens aged 25-34 years old are significantly more likely to not know what it is and less than 1 out of 4 person from this age group sees it as a profession.

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

- To all -

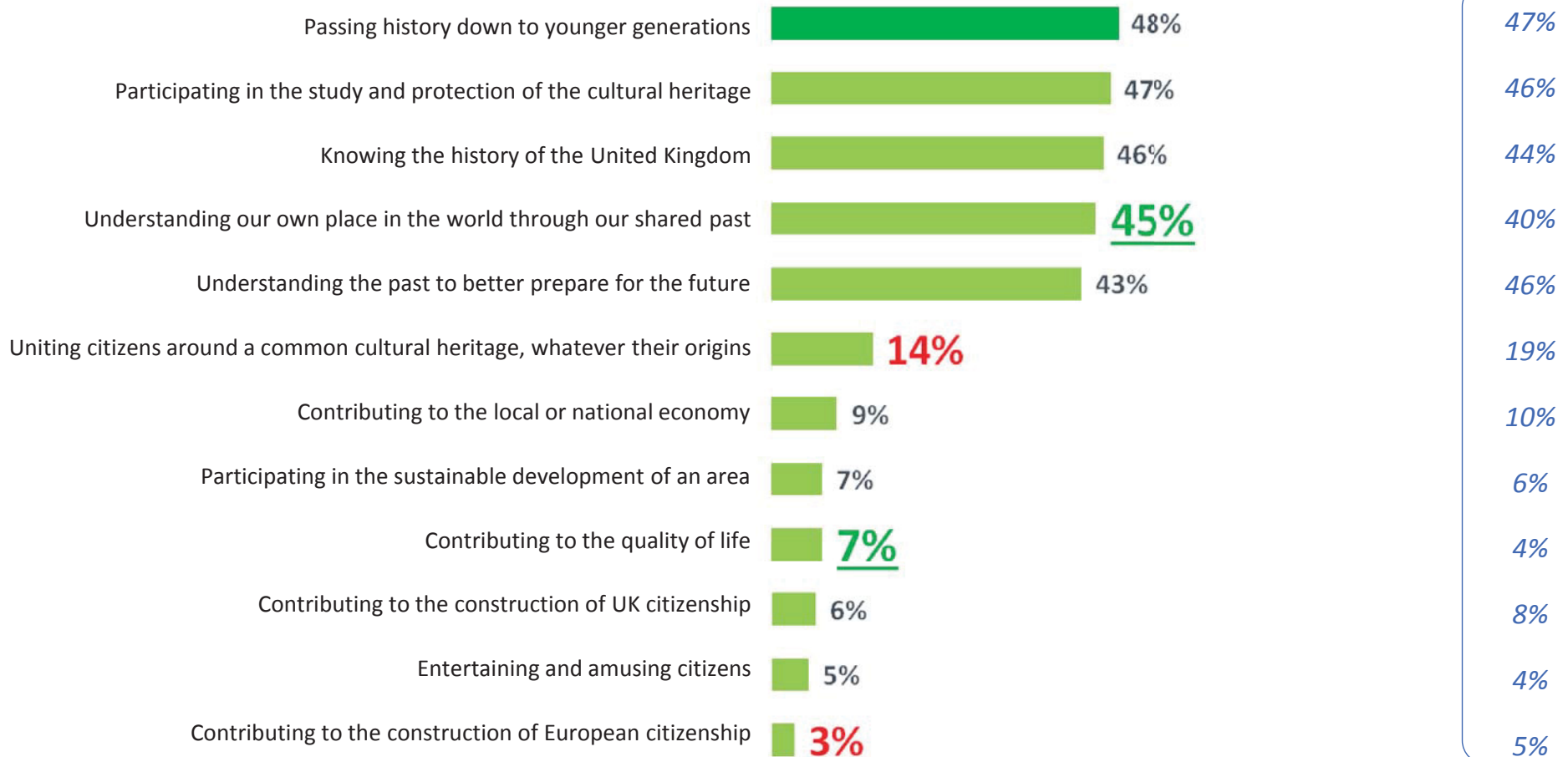
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
A science	46%	49%	44%	46%	40%	36%	49%	55%
A knowledge	41%	37%	44%	37%	48%	46%	36%	39%
A profession	33%	35%	30%	36%	22%	36%	35%	34%
A cultural activity	28%	26%	30%	20%	21%	28%	33%	31%
A skill	17%	20%	14%	23%	17%	17%	17%	14%
A leisure pursuit	6%	6%	6%	4%	12%	6%	6%	4%
Don't know, No answer	5%	3%	6%	9%	10%	4%	3%	2%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
A science	46%	45%	55%	49%	43%	42%	51%	35%	47%
A knowledge	41%	38%	42%	30%	45%	45%	41%	41%	41%
A profession	33%	32%	36%	34%	33%	30%	33%	35%	31%
A cultural activity	28%	31%	17%	26%	32%	27%	28%	22%	31%
A skill	17%	19%	14%	26%	15%	14%	13%	26%	15%
A leisure pursuit	6%	6%	6%	10%	5%	6%	6%	7%	6%
Don't know, No answer	5%	2%	6%	8%	5%	5%	4%	7%	4%

The three main roles of archaeology, to about half of the UK citizens, are « passing down history to younger generations », « participating in the study/protection of the cultural heritage » and « knowing the history of the UK ». Those results are somewhat similar to european 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 -



- Multiple responses, total over 100% -

Twice more women than men see archaeology as a way to unite citizens around a common heritage. The more UK citizen grow old, the more they see this field as a way to passing history down as well as a way to protect 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 -

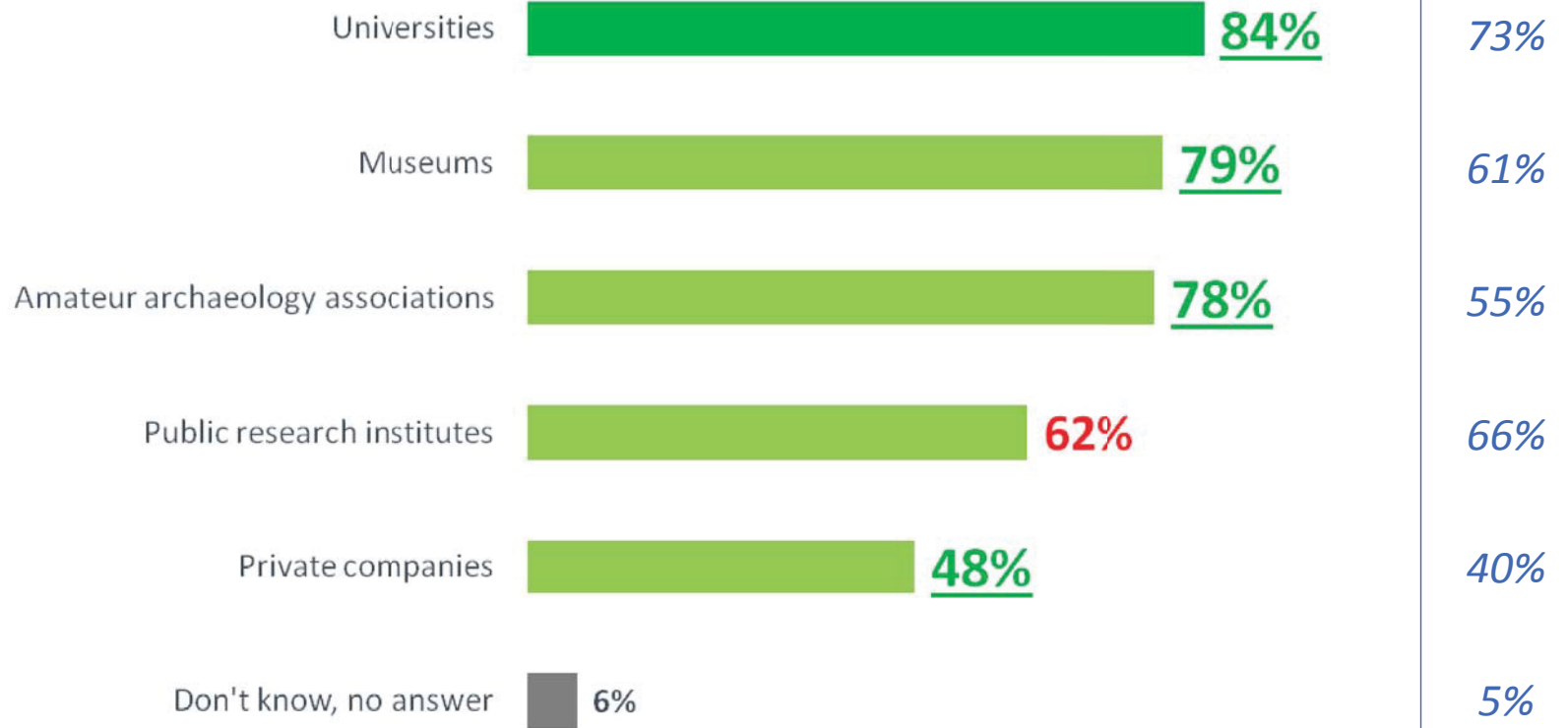
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Passing history down to younger generations	48%	48%	48%	30%	38%	57%	59%	45%
Participating in the study and protection of the cultural heritage	47%	43%	50%	35%	35%	39%	51%	59%
Knowing the history of the United Kingdom	46%	46%	46%	53%	40%	49%	42%	47%
Understanding our own place in the world through our shared past	45%	44%	46%	40%	35%	42%	51%	50%
Understanding the past to better prepare for the future	43%	45%	42%	32%	35%	50%	43%	49%
Uniting citizens around a common cultural heritage, whatever their origins	14%	9%	18%	20%	20%	10%	16%	8%
Contributing to the local or national economy	9%	10%	9%	14%	13%	7%	8%	8%
Participating in the sustainable development of an area	7%	5%	9%	13%	9%	5%	2%	8%
Contributing to the quality of life	7%	9%	4%	10%	16%	6%	3%	3%
Contributing to the construction of UK citizenship	6%	8%	4%	7%	10%	10%	4%	4%
Entertaining and amusing citizens	5%	6%	4%	10%	10%	9%	1%	2%
Contributing to the construction of the European citizenship	3%	4%	2%	3%	4%	3%	1%	4%
No answer	1%	1%	1%				3%	

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Passing history down to younger generations	48%	53%	35%	38%	48%	60%	46%	49%	49%
Participating in the study and protection of the cultural heritage	47%	45%	47%	32%	51%	50%	45%	36%	55%
Knowing the history of the United Kingdom	46%	43%	45%	44%	47%	50%	43%	43%	51%
Understanding our own place in the world through our shared past	45%	44%	38%	41%	50%	48%	48%	39%	45%
Understanding the past to better prepare for the future	43%	44%	32%	50%	42%	50%	44%	45%	41%
Uniting citizens around a common cultural heritage, whatever their origins	14%	15%	15%	17%	12%	12%	16%	18%	9%
Contributing to the local or national economy	9%	6%	9%	25%	9%	3%	9%	10%	10%
Participating in the sustainable development of an area	7%	6%	10%	8%	7%	4%	8%	4%	8%
Contributing to the quality of life	7%	9%	15%	2%	5%	2%	7%	10%	4%
Contributing to the construction of UK citizenship	6%	7%	4%	9%	7%	4%	5%	10%	5%
Entertaining and amusing citizens	5%	9%	9%	6%	1%	3%	5%	7%	4%
Contributing to the construction of the European citizenship	3%	3%	5%	6%	2%	1%	3%	4%	2%
No answer	1%			2%	1%	1%	1%		1%

The UK citizens have positively answered to more statements than the average European population. Nearly 9 UK citizens out of 10 believe universities conduct archaeological research. Moreover, more than 3 quarters of them tend to think museums and associations are in charge.

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

- To all -



- Multiple responses, total over 100% -

The 18-24 age group answered significantly less positively than the UK citizens on almost all items – while their « don't know » answer is especially high. As for lower socio-professional categories, they did not think as much as other professional categories to universities.

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	243	257	60	83	91	123	142
universities	84%	85%	83%	67%	73%	90%	88%	91%
museums	79%	79%	80%	60%	79%	82%	81%	85%
amateur archaeology associations	78%	81%	74%	60%	68%	81%	78%	88%
public research institutes	62%	59%	66%	48%	60%	51%	73%	69%
private companies	48%	42%	53%	48%	60%	50%	48%	38%
don't know, No answer	6%	5%	6%	12%	10%	4%	4%	3%

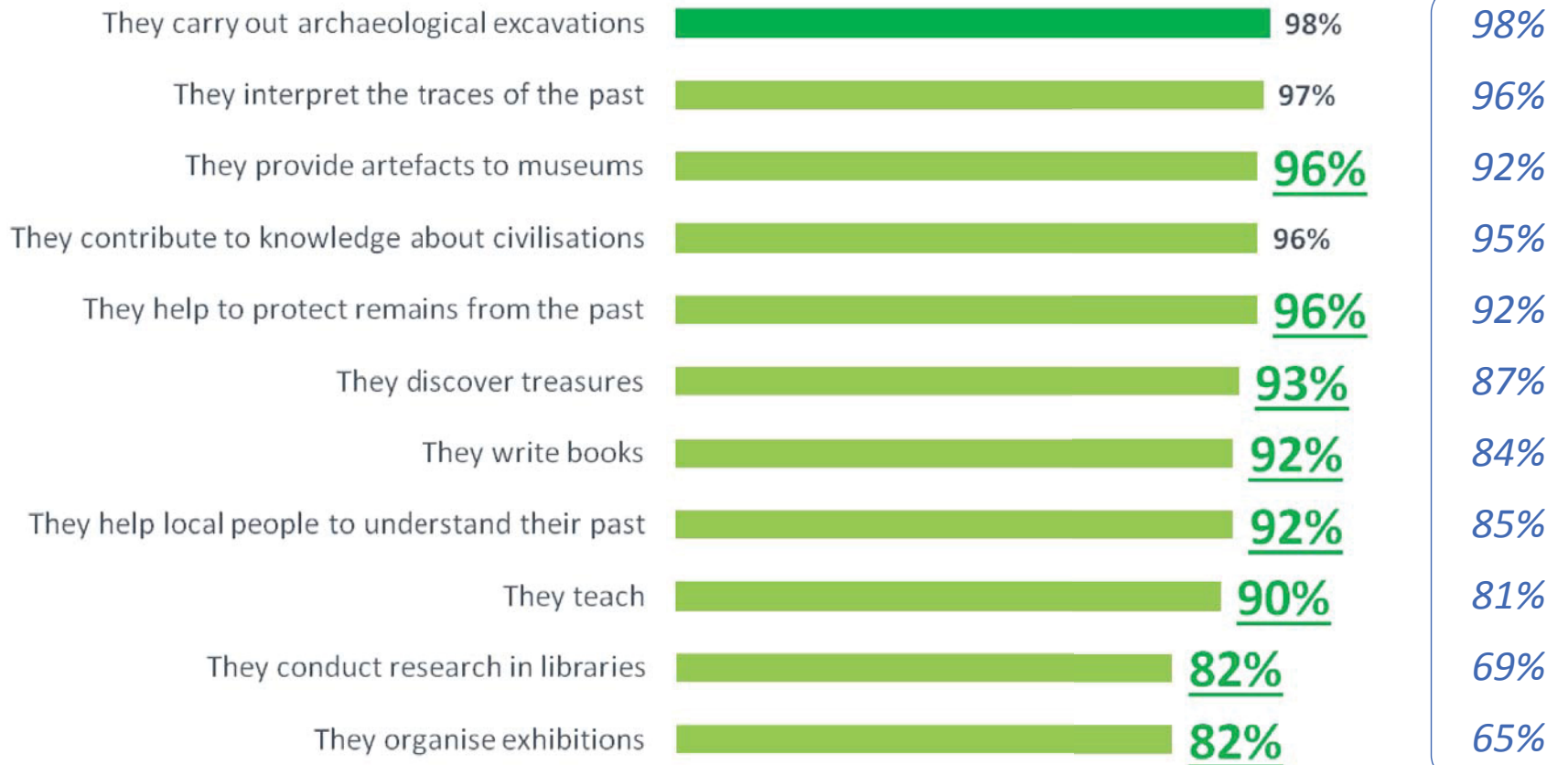
	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
universities	84%	87%	81%	84%	81%	89%	87%	77%	85%
museums	79%	81%	78%	84%	78%	78%	79%	79%	80%
amateur archaeology associations	78%	80%	73%	85%	78%	74%	80%	74%	78%
public research institutes	62%	63%	60%	60%	65%	60%	68%	54%	61%
private companies	48%	46%	53%	50%	47%	45%	51%	50%	43%
don't know, No answer	6%	5%	3%	4%	9%	3%	3%	11%	5%

To nearly all the UK citizens, archaeologists carry out archaeological excavations, interpret the traces of the past... What can be noted is that all the statements mentioned were massively associated with archaeologists, from the UK citizens or the European perspective.

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

- To all -

YES



The 18-24 age group appears to be a bit less aware of what archaeologists do, especially when they are compared to seniors.

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

- To all -

YES

	TOTAL	SEXE		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
They carry out archaeological excavations	98%	98%	97%	91%	98%	100%	96%	100%
They interpret the traces of the past	97%	97%	97%	93%	92%	99%	97%	100%
They provide artefacts to museums	96%	97%	96%	89%	93%	98%	96%	99%
They contribute to knowledge about civilisations	96%	95%	96%	87%	91%	98%	96%	100%
They help to protect remains from the past	96%	97%	95%	84%	95%	96%	97%	100%
They discover treasures	93%	94%	93%	84%	91%	96%	95%	95%
They write books	92%	91%	93%	78%	92%	95%	92%	97%
They help local people to understand their past	92%	90%	93%	85%	89%	93%	91%	95%
They teach	90%	88%	93%	81%	87%	97%	91%	91%
They conduct research in libraries	82%	79%	85%	80%	86%	87%	80%	80%
They organise exhibitions	82%	78%	86%	69%	84%	89%	80%	83%
None	1%	1%	2%	2%	2%		2%	

YES

	TOTAL	REGION GROUPS					PCS		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	PCS+	PCS-	Inactifs
Respondents	500	120	80	62	157	81	208	109	182
They carry out archaeological excavations	98%	99%	94%	98%	98%	99%	98%	96%	98%
They interpret the traces of the past	97%	97%	96%	96%	97%	99%	97%	95%	98%
They provide artefacts to museums	96%	96%	92%	96%	97%	99%	97%	95%	96%
They contribute to knowledge about civilisations	96%	98%	93%	90%	97%	98%	96%	92%	97%
They help to protect remains from the past	96%	96%	93%	96%	96%	97%	96%	93%	97%
They discover treasures	93%	95%	92%	96%	93%	92%	93%	93%	94%
They write books	92%	94%	93%	85%	92%	94%	96%	87%	90%
They help local people to understand their past	92%	91%	93%	91%	91%	94%	95%	88%	90%
They teach	90%	90%	91%	85%	91%	93%	92%	91%	88%
They conduct research in libraries	82%	79%	82%	90%	80%	84%	84%	81%	80%
They organise exhibitions	82%	81%	83%	76%	84%	83%	81%	86%	81%
None	1%	1%	1%	2%	1%	1%	1%	2%	1%



1.2. Practices and information sources in relation to archaeology

More than 3 quarters of UK citizens have watched a documentary film about archaeology, and almost 7 out of 10 have visited an archaeological landscape. In this respect, they do not differ so much from other Europeans. However, they appear to be less active than the European average figures.

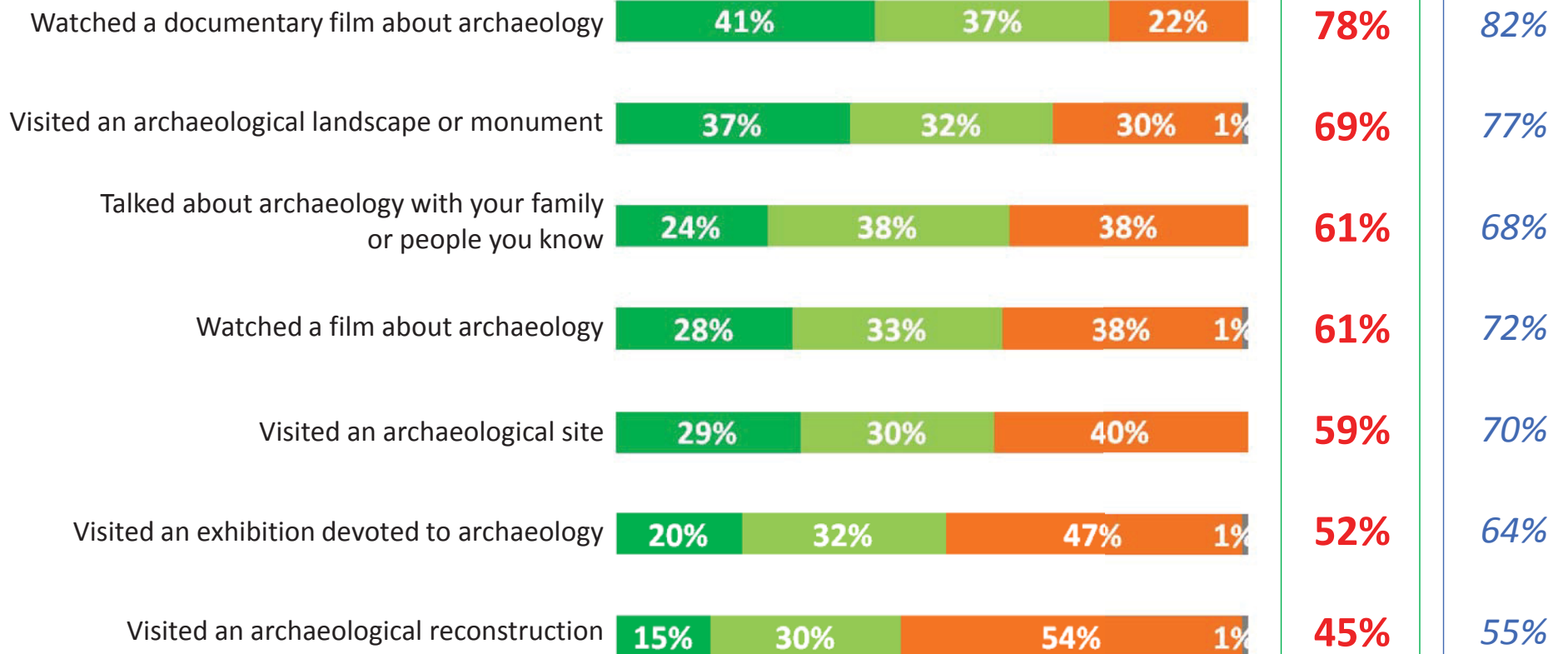
Q7. Have you ever :

- To all -

1/2



YES



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

When UK citizens actually have to take part in something (e.g. archaeological excavations, the European Heritage Days, or attending a conference), only about 10% of them have experienced the events described.

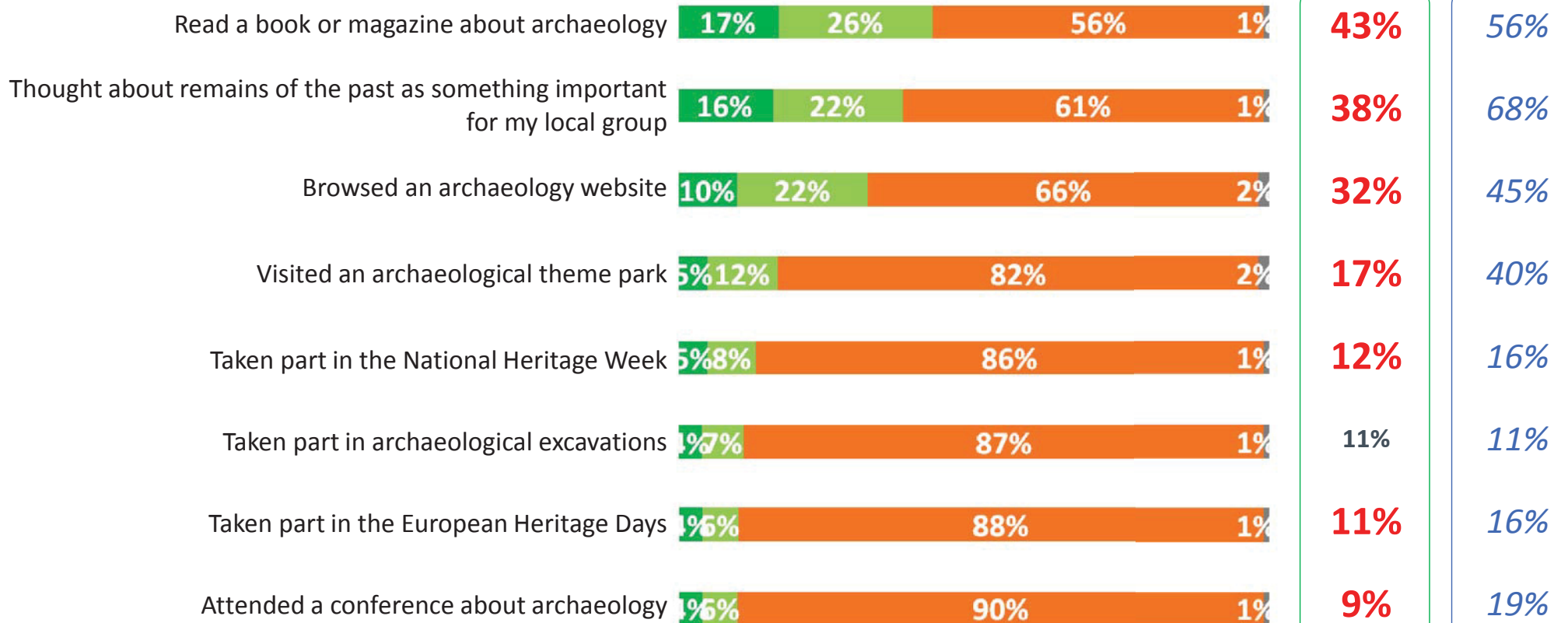
Q7. Have you ever :

- To all -

2/2



YES



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

While older generations are more into watching movies, reading, or visiting a archaeological site/museum... younger generations tend to rather be into taking part in something more concrete like excavations or conferences. Londoners, as well as people from an upper socio-professional category, have significantly experienced more things than other regions or other socio-professional categories

Q7. Have you ever :

- To all -

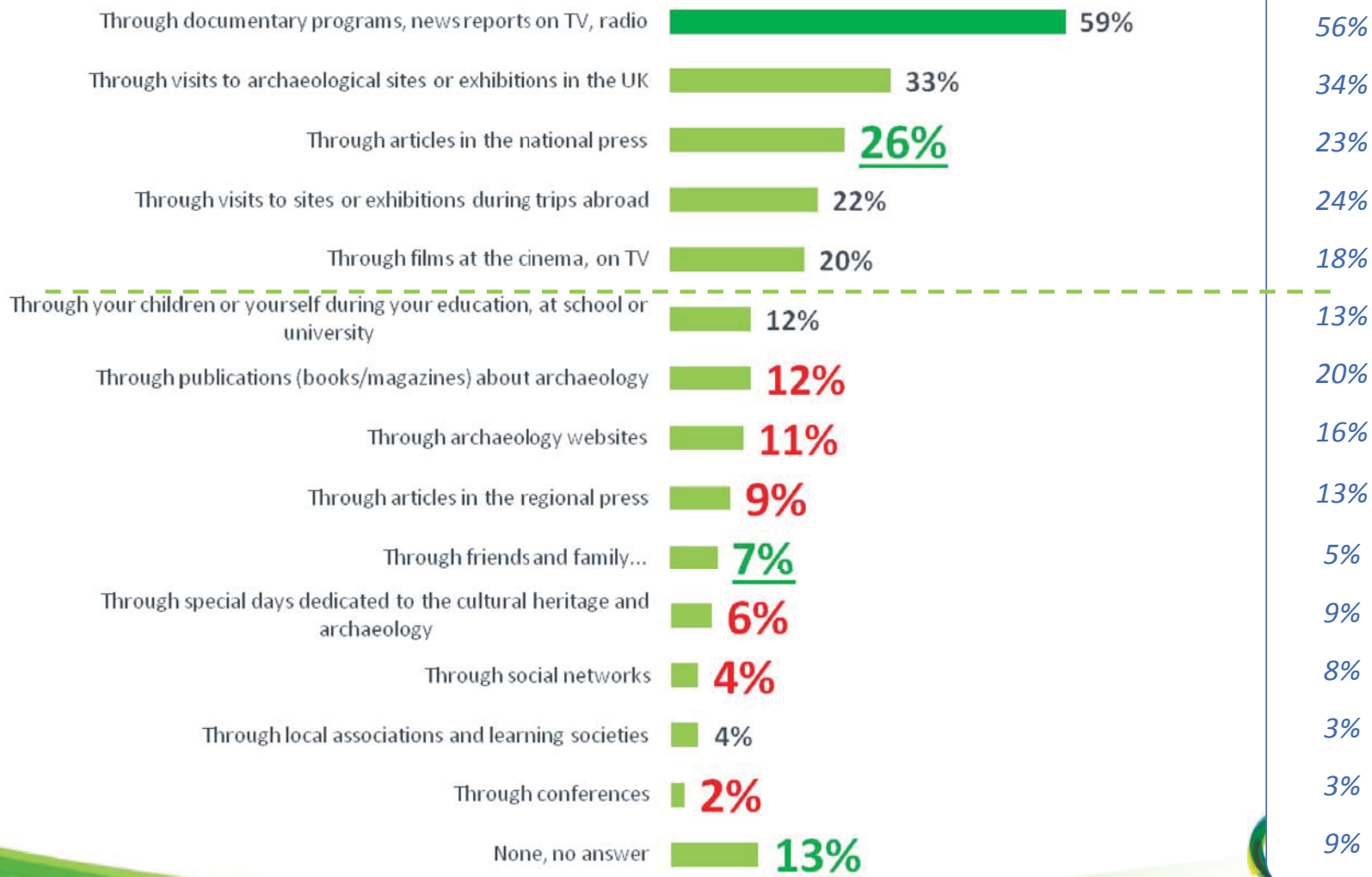
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Watched a documentary film about archaeology	78%	83%	72%	66%	62%	74%	84%	89%
Visited an archaeological landscape or monument	69%	74%	66%	53%	57%	64%	77%	80%
Talked about archaeology with your family or people you know	61%	60%	63%	63%	47%	56%	66%	68%
Watched a film about archaeology	61%	62%	60%	47%	52%	58%	64%	71%
Visited an archaeological site	59%	67%	52%	46%	43%	54%	63%	74%
Visited an exhibition devoted to archaeology	52%	57%	47%	50%	43%	52%	53%	56%
Visited an archaeological reconstruction	45%	49%	42%	42%	32%	36%	46%	59%
Read a book or magazine about archaeology	43%	50%	37%	35%	38%	38%	43%	54%
Thought about remains of the past as something important for my local group	38%	43%	33%	30%	36%	32%	40%	44%
Browsed an archaeology website	32%	39%	26%	36%	25%	35%	33%	34%
Visited an archaeological theme park	17%	18%	15%	25%	23%	14%	15%	12%
Taken part in the National Heritage Week	12%	13%	12%	28%	18%	10%	5%	11%
Taken part in archaeological excavations	11%	13%	10%	24%	21%	8%	6%	7%
Taken part in the European Heritage Days	11%	12%	9%	23%	19%	5%	6%	9%
Attended a conference about archaeology	9%	9%	10%	21%	19%	9%	4%	4%
None	12%	9%	15%	22%	20%	12%	8%	5%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Watched a documentary film about archaeology	78%	79%	68%	89%	74%	83%	81%	74%	77%
Visited an archaeological landscape or monument	69%	68%	66%	81%	66%	72%	73%	64%	69%
Talked about archaeology with your family or people you know	61%	65%	50%	71%	59%	64%	65%	59%	58%
Watched a film about archaeology	61%	66%	60%	67%	54%	64%	65%	55%	59%
Visited an archaeological site	59%	58%	56%	69%	56%	63%	63%	52%	59%
Visited an exhibition devoted to archaeology	52%	53%	57%	59%	46%	51%	59%	45%	48%
Visited an archaeological reconstruction	45%	49%	46%	47%	42%	44%	49%	38%	45%
Read a book or magazine about archaeology	43%	50%	43%	48%	38%	41%	47%	40%	41%
Thought about remains of the past as something important for my local group	38%	28%	43%	51%	38%	36%	40%	34%	38%
Browsed an archaeology website	32%	33%	36%	33%	30%	31%	37%	34%	26%
Visited an archaeological theme park	17%	17%	18%	24%	15%	12%	22%	16%	11%
Taken part in the National Heritage Week	12%	11%	13%	22%	10%	12%	14%	11%	12%
Taken part in archaeological excavations	11%	12%	11%	19%	9%	10%	14%	14%	8%
Taken part in the European Heritage Days	11%	10%	13%	21%	8%	6%	11%	11%	10%
Attended a conference about archaeology	9%	9%	11%	19%	6%	8%	11%	9%	7%
None	12%	10%	17%	5%	14%	10%	10%	15%	12%

Like Europeans, UK citizens are mostly informed about archaeology through documentary programs, visits to archaeological sites, and articles in the national press. Conferences, local associations, and social networks do not inform UK citizens about archaeology. Their level of knowledge through publications is particularly low in comparison to Europeans.

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

- To all -




Older generations rather watch documentary programs and read articles to learn about archaeology whereas younger generations would go to special days dedicated to the cultural heritage or spend time on social networks.

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

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Through documentary programs, news reports on TV, radio	59%	57%	62%	48%	42%	49%	64%	77%
Through visits to archaeological sites or exhibitions in the UK	33%	33%	34%	23%	24%	34%	36%	40%
Through articles in the national press	26%	30%	23%	9%	25%	26%	30%	32%
Through visits to sites or exhibitions during trips abroad	22%	22%	22%	17%	15%	21%	23%	29%
Through films at the cinema, on TV	20%	20%	21%	15%	25%	22%	19%	20%
Through your children or yourself during your education, at school or university	12%	13%	12%	11%	15%	9%	19%	8%
Through publications (books/magazines) about archaeology	12%	13%	11%	7%	7%	8%	14%	17%
Through archaeology websites	11%	13%	9%	14%	7%	5%	16%	12%
Through articles in the regional press	9%	8%	11%	5%	8%	5%	9%	15%
Through friends and family...	7%	5%	9%	10%	11%	11%	7%	3%
Through special days dedicated to the cultural heritage and archaeology	6%	5%	7%	14%	4%	5%	4%	5%
Through social networks	4%	5%	3%	7%	8%	6%	4%	
Through local associations and learning societies	4%	3%	4%		6%	3%	2%	5%
Through conferences	2%	3%	1%	2%	4%	3%	1%	1%
None, No answer	13%	12%	15%	24%	22%	21%	7%	5%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Through documentary programs, news reports on TV, radio	59%	64%	55%	54%	58%	63%	55%	52%	69%
Through visits to archaeological sites or exhibitions in the UK	33%	40%	28%	29%	32%	36%	43%	23%	29%
Through articles in the national press	26%	22%	20%	44%	25%	29%	27%	22%	29%
Through visits to sites or exhibitions during trips abroad	22%	18%	25%	27%	21%	23%	26%	18%	20%
Through films at the cinema, on TV	20%	22%	21%	26%	17%	19%	19%	29%	17%
Through your children or yourself during your education, at school or university	12%	11%	2%	17%	15%	16%	15%	9%	11%
Through publications (books/magazines) about archaeology	12%	11%	17%	9%	10%	13%	10%	9%	15%
Through archaeology websites	11%	10%	13%	11%	10%	12%	8%	12%	14%
Through articles in the regional press	9%	13%	5%	4%	10%	13%	6%	12%	12%
Through friends and family...	7%	5%	4%	6%	10%	9%	7%	8%	7%
Through special days dedicated to the cultural heritage and archaeology	6%	5%	10%	13%	3%	2%	6%	4%	6%
Through social networks	4%	2%	3%	6%	5%	6%	4%	6%	3%
Through local associations and learning societies	4%	3%	4%	4%	4%	2%	4%	1%	5%
Through conferences	2%	2%		4%	2%	2%	3%	3%	0%
None, No answer	13%	14%	16%	10%	15%	10%	13%	16%	12%

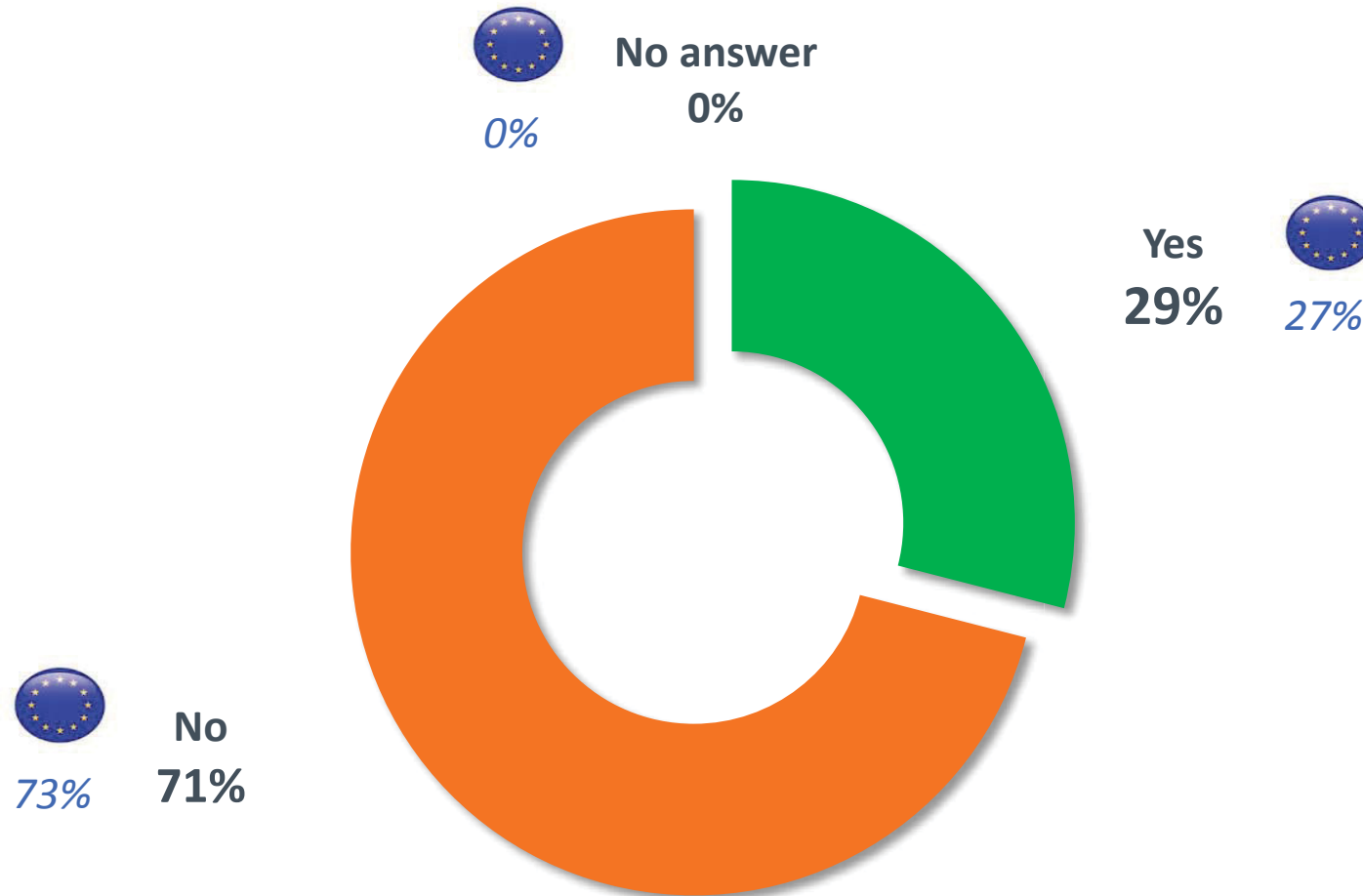


1.3. Interest in the field and level of knowledge of the principal archaeological sites worldwide

Almost 1 out of 3 UK citizens have already wanted to study archaeology. UK results are somewhat similar to what can be observed in other European countries.

Q9. Have you ever wanted to study archaeology?

- To all -



Almost half of UK citizens aged 18-24 years old declare that they have 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	243	257	60	83	91	123	142
Yes	29%	27%	31%	45%	27%	25%	25%	29%
No	71%	73%	69%	55%	73%	75%	74%	71%
No answer	0%		0%				1%	

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive People
Respondents	500	120	80	62	157	81	208	109	182
Yes	29%	30%	32%	32%	25%	29%	29%	30%	28%
No	71%	70%	68%	68%	75%	70%	71%	70%	72%
No answer	0%					1%			0%

As it is the case with other European countries, most UK citizens think that what is the most interesting in archaeology is knowing where we come from. The fascination of discovery as well as liking history also trigger their interest.

Q10. In one of the previous questions, you mentioned you had learned about archaeology in some way. What do you find interesting about archaeology? *(Open-ended question with spontaneous answers)*

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

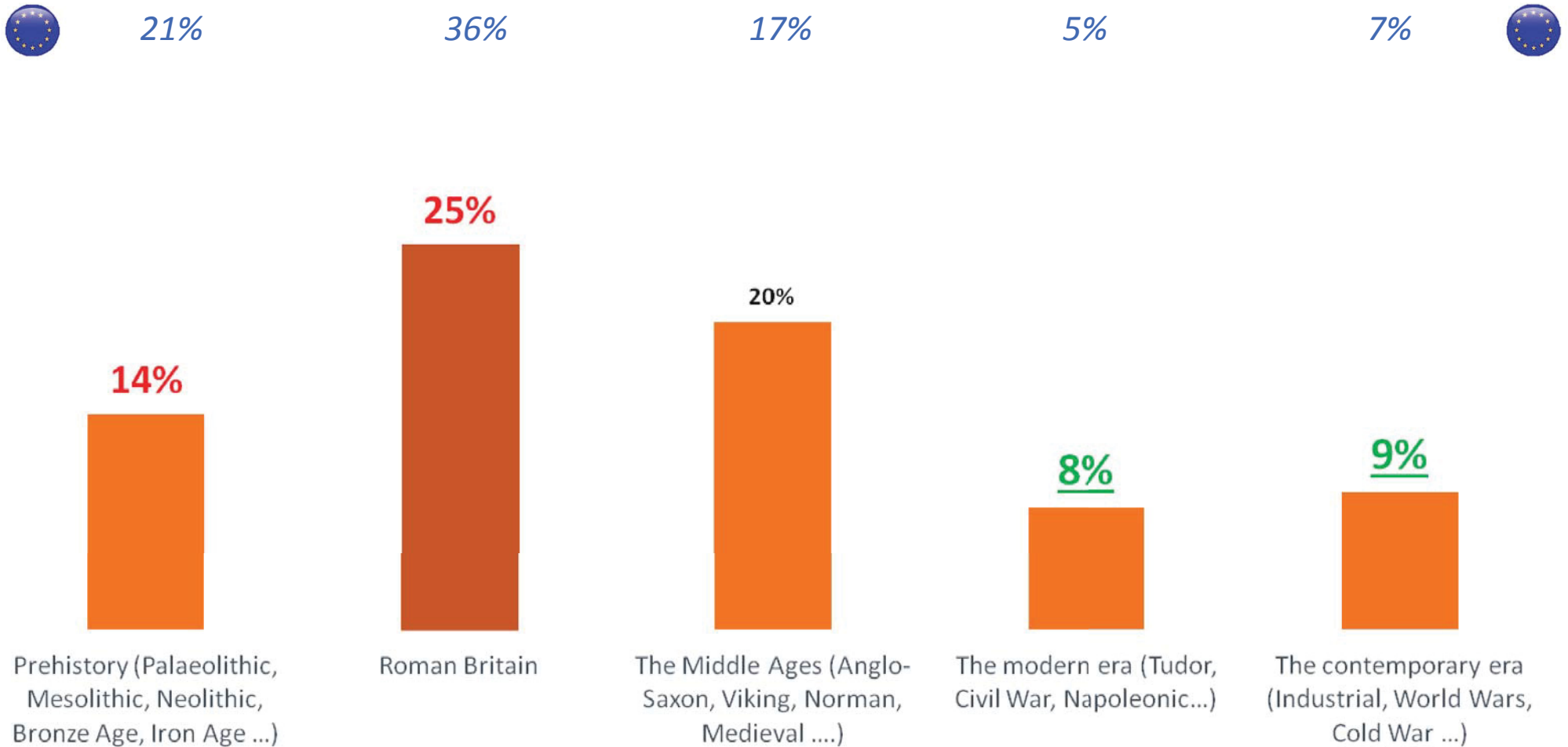
	%	
To know where we came from/To learn about (from) our past : Origins of humanity, humanity's evolution, civilisations, etc.	26%	52%
I like history/archaeology/exploration	21%	12%
The fascination of discovery/pleasure of finding out new things about the past (curiosity)	16%	13%
Relationship with / understanding of the present/ future	16%	7%
Uncovering the truth about our past/discovering the mysteries of the past	14%	16%
Improving knowledge/ understanding	13%	7%
I like it/Everything (unspecified)	1%	3%
Other	7%	7%



In their own country, UK citizens' priority would rather be to visit a site devoted to Roman Britain, then to the Middle Ages. This ranking rather follows what other Europeans answered.

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 : **24%**
 14%



Women tend to be more interested in visiting a site devoted to the Modern Era compared to men, while older generations are particularly interested in the Middle Ages in comparison to other age groups.

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 -

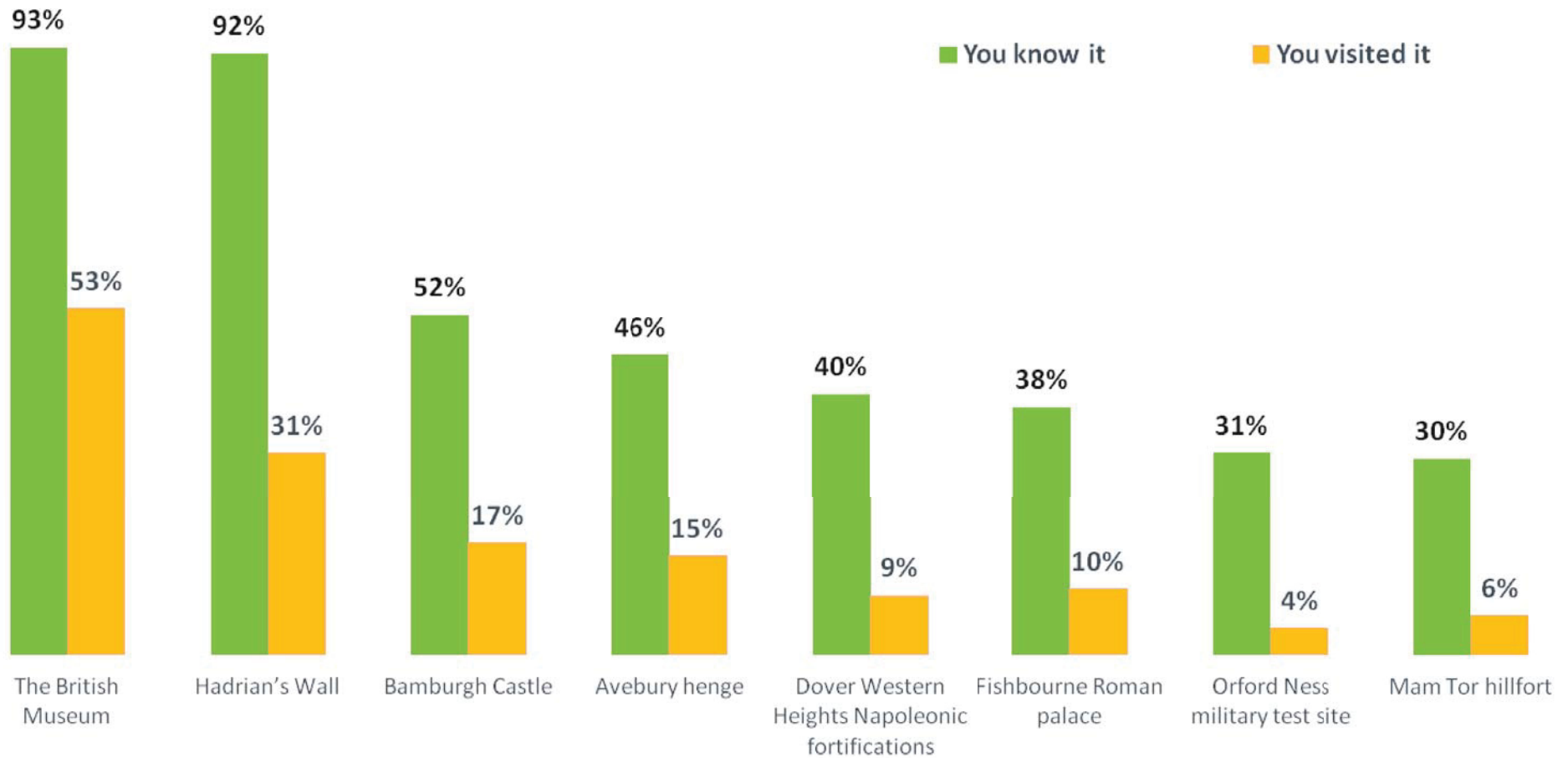
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Roman Britain	25%	28%	21%	29%	26%	24%	23%	23%
The Middle Ages (Anglo-Saxon, Viking, Norman, Medieval ...)	20%	21%	20%	21%	15%	15%	21%	27%
Prehistory (Palaeolithic, Mesolithic, Neolithic, Bronze Age, Iron Age ...)	14%	13%	15%	16%	13%	16%	11%	15%
The contemporary era (Industrial, World Wars, Cold War ...)	9%	11%	7%	6%	8%	15%	10%	6%
The modern era (Tudor, Civil War, Napoleonic...)	8%	4%	12%	9%	5%	6%	8%	12%
Don't know	24%	22%	25%	19%	34%	24%	27%	18%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Roman Britain	25%	30%	22%	24%	23%	23%	25%	28%	22%
The Middle Ages (Anglo-Saxon, Viking, Norman, Medieval ...)	20%	24%	24%	10%	21%	20%	21%	13%	25%
Prehistory (Palaeolithic, Mesolithic, Neolithic, Bronze Age, Iron Age ...)	14%	10%	22%	18%	11%	15%	16%	12%	13%
The contemporary era (Industrial, World Wars, Cold War ...)	9%	9%	6%	12%	9%	11%	11%	10%	7%
The modern era (Tudor, Civil War, Napoleonic...)	8%	11%	4%	11%	8%	6%	6%	9%	10%
Don't know	24%	17%	23%	25%	29%	25%	21%	29%	24%

The most known archaeological sites in the UK are the British Museum and Hadrian's Wall; both of them are known by almost all UK citizens yet they have been visited by half of them or less. The Orford Ness military test site and Mam Tor Hilfort are far less known and visited.

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

- To all -



When it comes to knowing archaeological sites, men tend to answer more positively than women while older generations answer more positively than the 25-34 age group.

Q12. Here are some archaeological sites or museums in the United Kingdom, 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	243	257	60	83	91	123	142
The British Museum	93%	95%	91%	87%	83%	91%	97%	100%
Hadrian's Wall	92%	96%	88%	76%	81%	95%	96%	100%
Bamburgh Castle	52%	54%	50%	39%	39%	45%	51%	69%
Avebury henge	46%	52%	40%	39%	35%	34%	45%	63%
Dover Western Heights Napoleonic fortifications	40%	48%	33%	33%	34%	32%	41%	53%
Fishbourne Roman palace	38%	43%	33%	42%	31%	33%	37%	44%
Orford Ness military test site	31%	39%	23%	33%	33%	23%	28%	37%
Mam Tor hillfort	30%	37%	23%	31%	35%	28%	26%	29%

YOU KNOW IT

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
The British Museum	93%	93%	87%	98%	93%	95%	93%	91%	95%
Hadrian's Wall	92%	95%	88%	91%	91%	95%	93%	91%	92%
Bamburgh Castle	52%	65%	56%	53%	43%	43%	51%	55%	51%
Avebury henge	46%	38%	52%	52%	52%	36%	49%	42%	45%
Dover Western Heights Napoleonic fortifications	40%	37%	47%	42%	44%	31%	44%	39%	38%
Fishbourne Roman palace	38%	33%	44%	51%	41%	25%	44%	35%	33%
Orford Ness military test site	31%	28%	32%	44%	32%	23%	34%	29%	28%
Mam Tor hillfort	30%	37%	42%	35%	18%	25%	35%	27%	24%

Concerning archaeological sites/museums in the UK that UK citizens have visited, it appears that people aged 60 yo and more have gone to more places than younger generations.

Q12. Here are some archaeological sites or museums in the United Kingdom, 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	243	257	60	83	91	123	142
The British Museum	53%	56%	50%	34%	45%	43%	63%	63%
Hadrian's Wall	31%	34%	28%	19%	21%	24%	31%	45%
Bamburgh Castle	17%	17%	16%	12%	6%	13%	18%	26%
Avebury henge	15%	16%	14%	6%	9%	9%	14%	27%
Fishbourne Roman palace	10%	9%	11%	9%	13%	5%	11%	12%
Dover Western Heights Napoleonic fortifications	9%	10%	8%	7%	11%	1%	8%	16%
Mam Tor hillfort	6%	6%	5%	2%	5%	2%	6%	9%
Orford Ness military test site	4%	4%	4%	6%	5%	1%	3%	5%

YOU VISITED IT

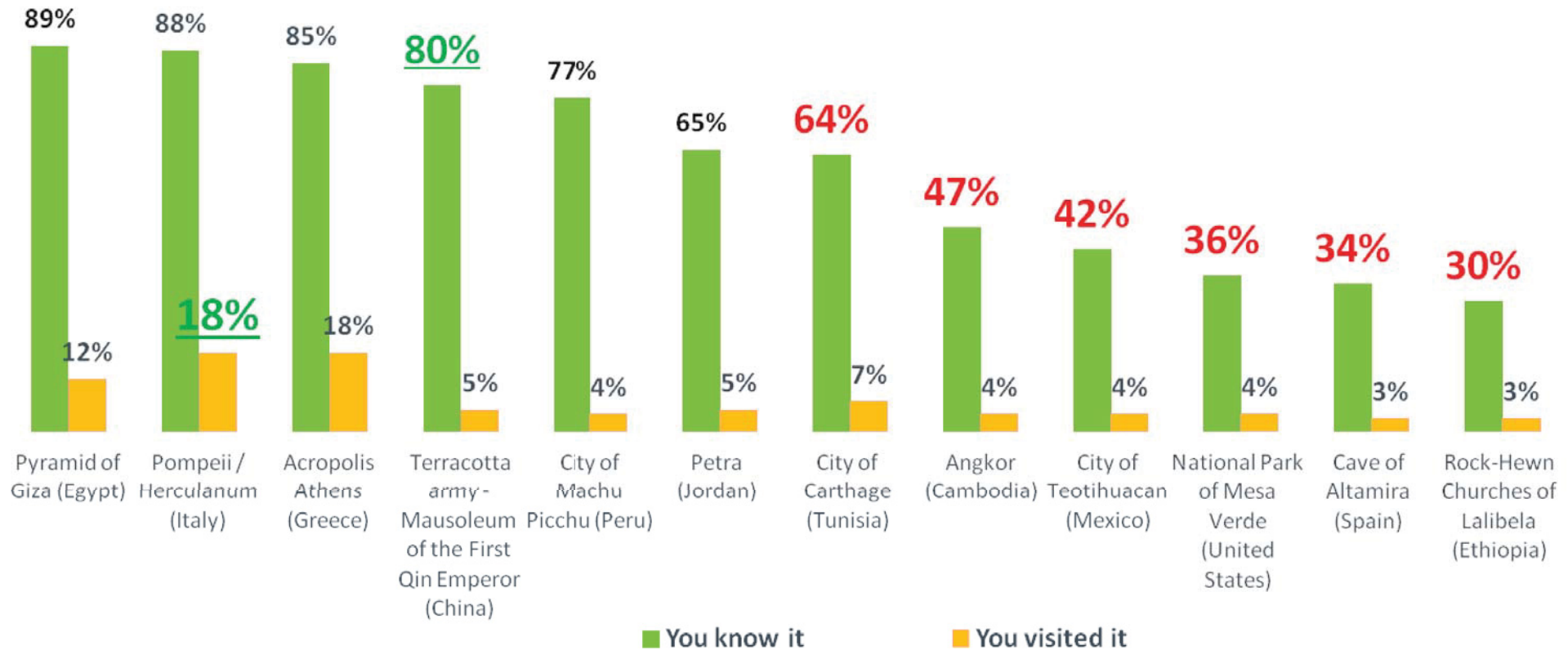
	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
The British Museum	53%	50%	49%	82%	56%	33%	58%	40%	54%
Hadrian's Wall	31%	50%	29%	21%	21%	30%	35%	20%	32%
Bamburgh Castle	17%	33%	19%	2%	9%	17%	17%	14%	18%
Avebury henge	15%	8%	11%	19%	23%	12%	16%	15%	14%
Fishbourne Roman palace	10%	6%	8%	17%	15%	3%	11%	9%	11%
Dover Western Heights Napoleonic fortifications	9%	8%	7%	18%	10%	7%	10%	5%	12%
Mam Tor hillfort	6%	9%	10%	2%	3%	5%	5%	7%	6%
Orford Ness military test site	4%	4%	1%	5%	5%	3%	4%	6%	3%

As for archaeological sites/museums in other countries, the Pyramid of Giza in Egypt is the most known and the second most visited site for UK citizens. Moreover, in comparison to other European results, Pompeii in Italy is significantly more known and more visited.

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

- To all -

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



Item "Acropolis Athens" not mentioned to Greeks
 Item "Pompeii" not mentioned to Italians
 Item "Stonehenge" not mentioned to UK citizens
 Item "Cave Altamira" not mentioned to Spaniards



The old generation is significantly more numerous than the young one to know archaeological sites in other countries than the UK. Men, too, declare knowing more than women.

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

- To all -

1/2

YOU KNOW IT

	TOTAL	SEX		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Pyramid of Giza (Egypt)	89%	91%	86%	78%	86%	89%	90%	94%
Pompeii / Herculenum (Italy)	88%	91%	84%	74%	82%	86%	89%	96%
Acropolis Athens (Greece)	85%	89%	81%	69%	78%	81%	86%	96%
Terracotta army - Mausoleum of the First Qin Emperor (China)	80%	86%	75%	66%	65%	78%	83%	95%
City of Machu Picchu (Peru)	77%	80%	74%	64%	69%	77%	80%	83%
Petra (Jordan)	65%	68%	63%	47%	52%	59%	72%	79%
City of Carthage (Tunisia)	64%	70%	58%	50%	49%	50%	70%	81%
Angkor (Cambodia)	47%	54%	40%	45%	41%	40%	47%	55%
City of Teotihuacan (Mexico)	42%	45%	40%	44%	49%	41%	38%	43%
National Park of Mesa Verde (United States)	36%	40%	33%	34%	35%	36%	38%	36%
Cave of Altamira (Spain)	34%	37%	31%	43%	32%	29%	33%	36%
Rock-Hewn Churches of Lalibela (Ethiopia)	30%	34%	27%	38%	26%	26%	35%	29%

YOU KNOW IT

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Pyramid of Giza (Egypt)	89%	91%	85%	88%	88%	91%	92%	86%	86%
Pompeii / Herculenum (Italy)	88%	87%	86%	90%	89%	85%	91%	83%	87%
Acropolis Athens (Greece)	85%	82%	82%	90%	85%	88%	87%	79%	86%
Terracotta army - Mausoleum of the First Qin Emperor (China)	80%	79%	71%	81%	83%	86%	85%	73%	79%
City of Machu Picchu (Peru)	77%	78%	71%	81%	76%	79%	81%	77%	71%
Petra (Jordan)	65%	63%	62%	73%	62%	74%	67%	63%	64%
City of Carthage (Tunisia)	64%	60%	63%	71%	62%	69%	67%	61%	61%
Angkor (Cambodia)	47%	47%	50%	51%	43%	47%	51%	41%	46%
City of Teotihuacan (Mexico)	42%	40%	45%	48%	37%	49%	49%	37%	38%
National Park of Mesa Verde (United States)	36%	41%	41%	40%	27%	40%	41%	34%	32%
Cave of Altamira (Spain)	34%	36%	36%	45%	26%	35%	38%	30%	31%
Rock-Hewn Churches of Lalibela (Ethiopia)	30%	27%	40%	35%	27%	28%	33%	32%	27%

London inhabitants are more inclined to have visited several archaeological sites/museums in other countries in comparison to other areas in the UK.

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

- To all -

2/2

YOU VISITED IT

	TOTAL	SEX		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Acropolis Athens (Greece)	18%	23%	14%	9%	12%	19%	21%	24%
Pompeii / Herculenum (Italy)	18%	22%	14%	17%	19%	9%	15%	26%
Pyramid of Giza (Egypt)	12%	12%	12%	7%	12%	9%	14%	16%
City of Carthage (Tunisia)	7%	6%	8%	6%	5%	6%	10%	6%
Terracotta army - Mausoleum of the First Qin Emperor (China)	5%	6%	4%	4%	8%	3%	3%	6%
Petra (Jordan)	5%	7%	3%		7%	1%	3%	9%
City of Machu Picchu (Peru)	4%	5%	3%	7%	9%	2%	1%	4%
Angkor (Cambodia)	4%	4%	4%	6%	7%	2%	3%	4%
City of Teotihuacan (Mexico)	4%	3%	4%	8%	5%	1%	4%	3%
National Park of Mesa Verde (United States)	4%	3%	4%	3%	7%	2%	2%	5%
Cave of Altamira (Spain)	3%	2%	4%	3%	7%	4%	1%	3%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	2%	3%	4%	8%	1%	2%	

YOU VISITED IT

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Acropolis Athens (Greece)	18%	18%	11%	30%	17%	20%	18%	16%	20%
Pompeii / Herculenum (Italy)	18%	17%	17%	16%	21%	16%	22%	14%	16%
Pyramid of Giza (Egypt)	12%	10%	12%	26%	8%	11%	14%	9%	12%
City of Carthage (Tunisia)	7%	4%	6%	15%	7%	6%	5%	11%	7%
Terracotta army - Mausoleum of the First Qin Emperor (China)	5%	5%	8%	7%	5%	1%	4%	4%	7%
Petra (Jordan)	5%	6%	4%	7%	4%	2%	3%	5%	6%
City of Machu Picchu (Peru)	4%	5%	5%	7%	4%	1%	5%	5%	3%
Angkor (Cambodia)	4%	4%	1%	12%	3%	3%	4%	6%	3%
City of Teotihuacan (Mexico)	4%	3%	4%	9%	2%	2%	3%	7%	2%
National Park of Mesa Verde (United States)	4%	5%	4%	8%	2%	1%	4%	6%	2%
Cave of Altamira (Spain)	3%	2%	3%	13%	2%	1%	4%	5%	2%
Rock-Hewn Churches of Lalibela (Ethiopia)	3%	3%		7%	3%		3%	4%	2%

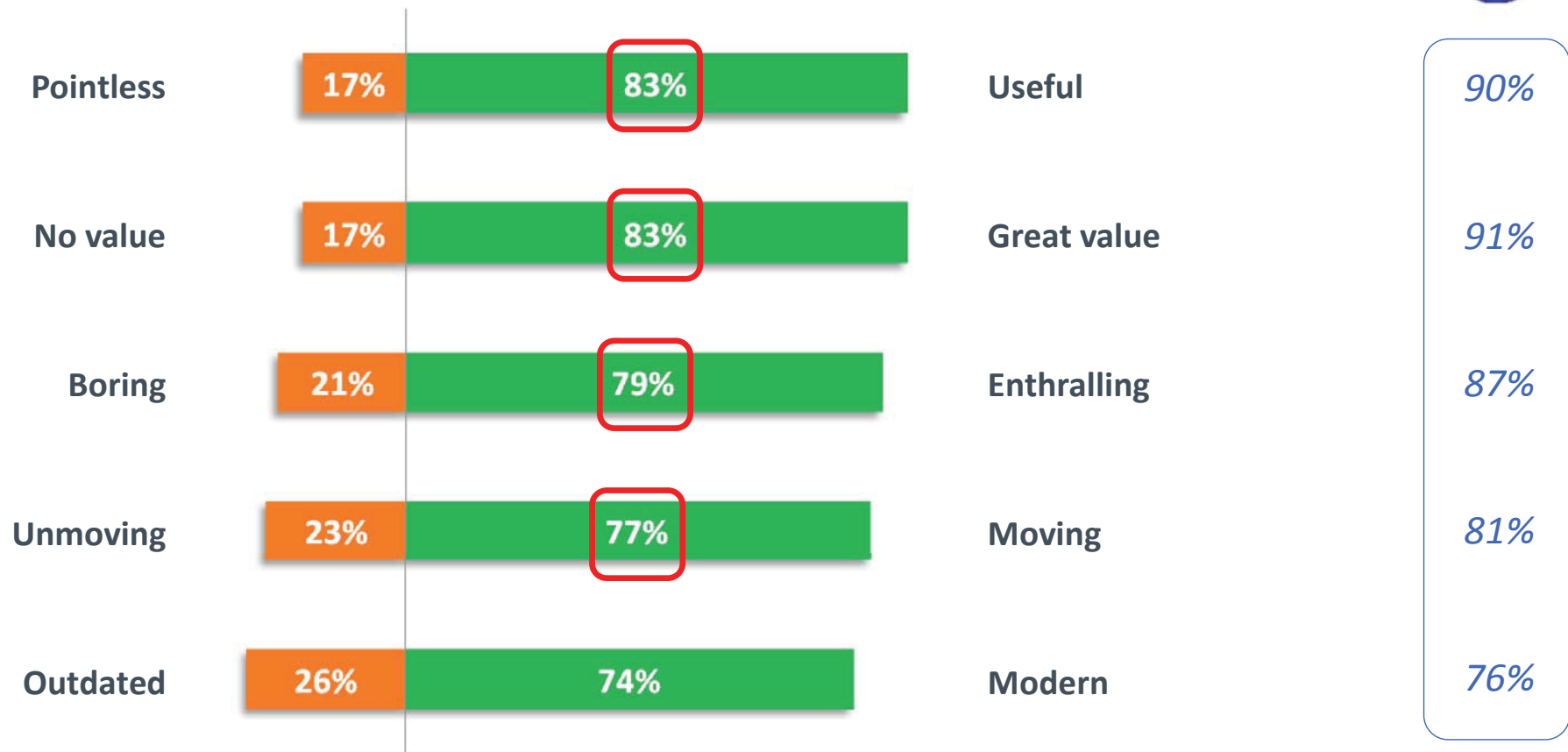


1.4. Image of, attachment to and commitment to archaeology

Although about 8 UK citizens out of 10 clearly define archaeology with positive adjectives, they are less enthusiastic than other European respondents.

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

- To all -



Men declare finding archaeology less useful and moving in comparison to women. As for seniors, they appear to be more enthusiastic.

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

- To all -

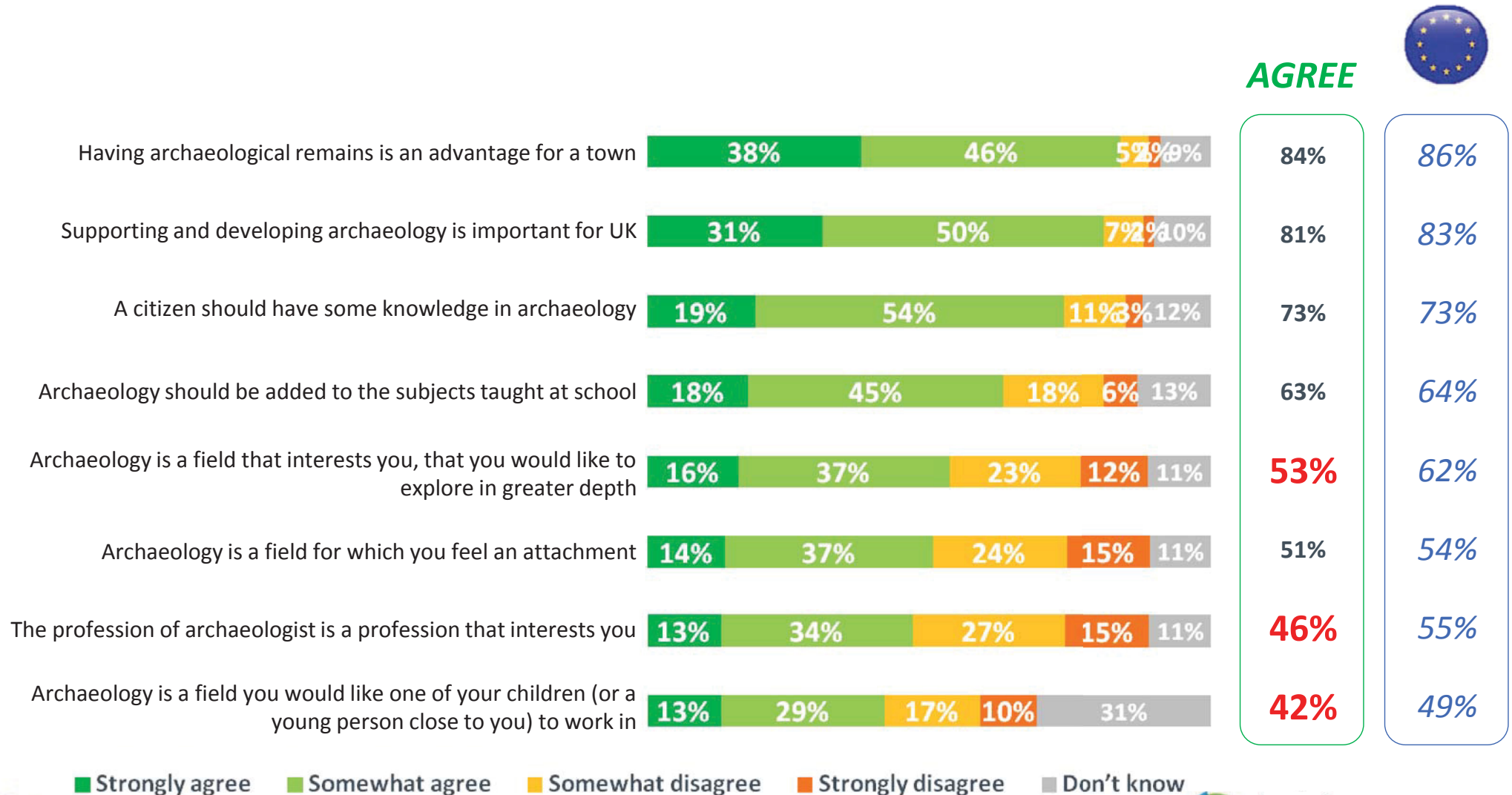
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Useful	83%	80%	87%	80%	85%	81%	83%	86%
Great value	83%	82%	84%	69%	81%	83%	83%	91%
Enthralling	79%	76%	83%	69%	74%	73%	84%	87%
Moving	77%	71%	82%	66%	69%	76%	82%	82%
Modern	74%	71%	77%	71%	66%	70%	77%	82%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Useful	83%	81%	80%	88%	83%	90%	85%	79%	84%
Great value	83%	83%	79%	89%	83%	84%	86%	80%	82%
Enthralling	79%	77%	73%	88%	79%	84%	77%	82%	80%
Moving	77%	77%	69%	84%	74%	83%	75%	77%	78%
Modern	74%	78%	71%	71%	75%	73%	73%	73%	76%

People from the UK massively agree with the fact that having archaeological remains is an advantage for a town and that supporting archaeology is important for the UK. In that sense, they do not differ so much from other European countries.

Q14. Personally, would you say that...

- To all -



AGREE



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

The old generation is more inclined to see archaeology and archaeological remains as an advantage for a town.

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	243	257	60	83	91	123	142
Having archaeological remains is an advantage for a town	84%	84%	84%	75%	82%	80%	87%	89%
Supporting and developing archaeology is important for the UK	81%	81%	81%	70%	78%	73%	84%	89%
A citizen should have some knowledge in archaeology	73%	75%	72%	63%	64%	71%	78%	81%
Archaeology should be added to the subjects taught at school	63%	63%	63%	56%	58%	47%	72%	72%
Archaeology is a field that interests you, that you would like to explore in greater depth	53%	54%	52%	53%	57%	50%	49%	56%
Archaeology is a field for which you feel an attachment	51%	49%	52%	41%	57%	41%	48%	60%
The profession of archaeologist is a profession that interests you	46%	43%	49%	39%	51%	46%	46%	47%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	42%	41%	43%	42%	45%	39%	42%	42%

AGREE

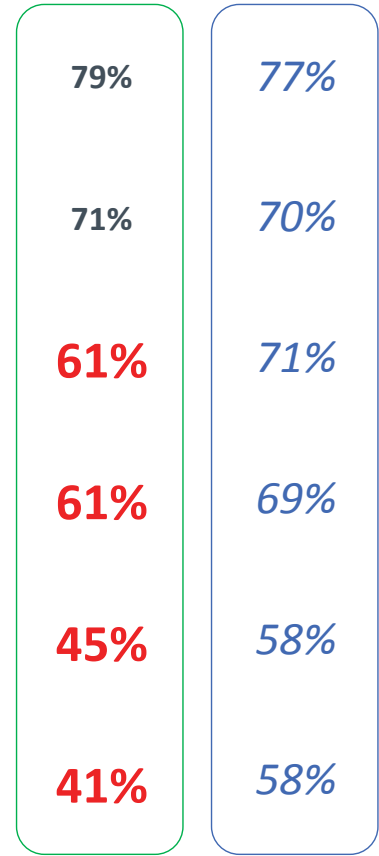
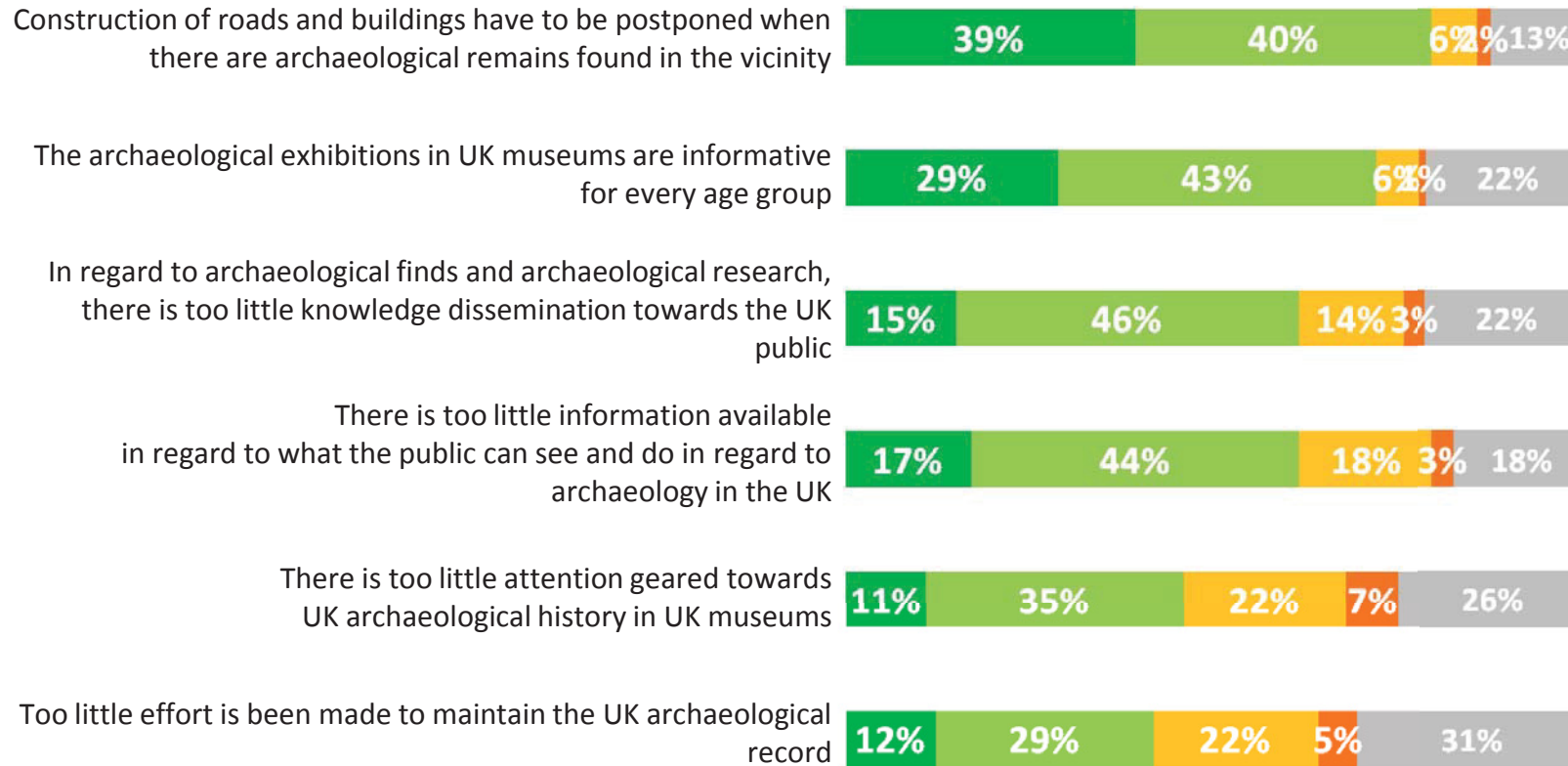
	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Having archaeological remains is an advantage for a town	84%	85%	79%	91%	84%	82%	82%	85%	86%
Supporting and developing archaeology is important for the UK	81%	80%	77%	82%	81%	85%	81%	78%	82%
A citizen should have some knowledge in archaeology	73%	77%	62%	80%	70%	80%	74%	73%	73%
Archaeology should be added to the subjects taught at school	63%	68%	57%	59%	59%	73%	60%	68%	64%
Archaeology is a field that interests you, that you would like to explore in greater depth	53%	61%	55%	48%	49%	52%	54%	57%	50%
Archaeology is a field for which you feel an attachment	51%	59%	48%	46%	48%	50%	48%	58%	49%
The profession of archaeologist is a profession that interests you	46%	55%	44%	40%	41%	53%	44%	54%	44%
Archaeology is a field you would like one of your children (or a young person close to you) to work in	42%	44%	40%	41%	40%	44%	46%	49%	33%

About 3 quarters of UK citizens agree with postponing the construction of roads when archaeological remains have been found, and with the informative dimension of archaeological exhibitions for every age group. In this respect, they agree with other European respondents. They declare less than other Europeans that information/attention given to archaeology is not sufficient.

Q15. Personally, would you say that...

- To all -

AGREE



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

The East and the South UK citizens are significantly less numerous to think that there is too little information and knowledge that is given to the UK citizens.

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	243	257	60	83	91	123	142
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	79%	80%	78%	57%	77%	79%	86%	84%
The archaeological exhibitions in the UK museums are informative for every age group	71%	68%	74%	61%	73%	60%	79%	75%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the UK public	61%	61%	61%	56%	58%	58%	65%	63%
There is too little information available in regard to what the public can see and do in regard to archaeology in the UK	61%	60%	62%	57%	59%	62%	64%	60%
There is too little attention geared towards UK archaeological history in UK museums	45%	45%	46%	41%	54%	43%	49%	41%
Too little effort has been made to maintain the UK archaeological record	41%	43%	39%	42%	43%	43%	37%	43%

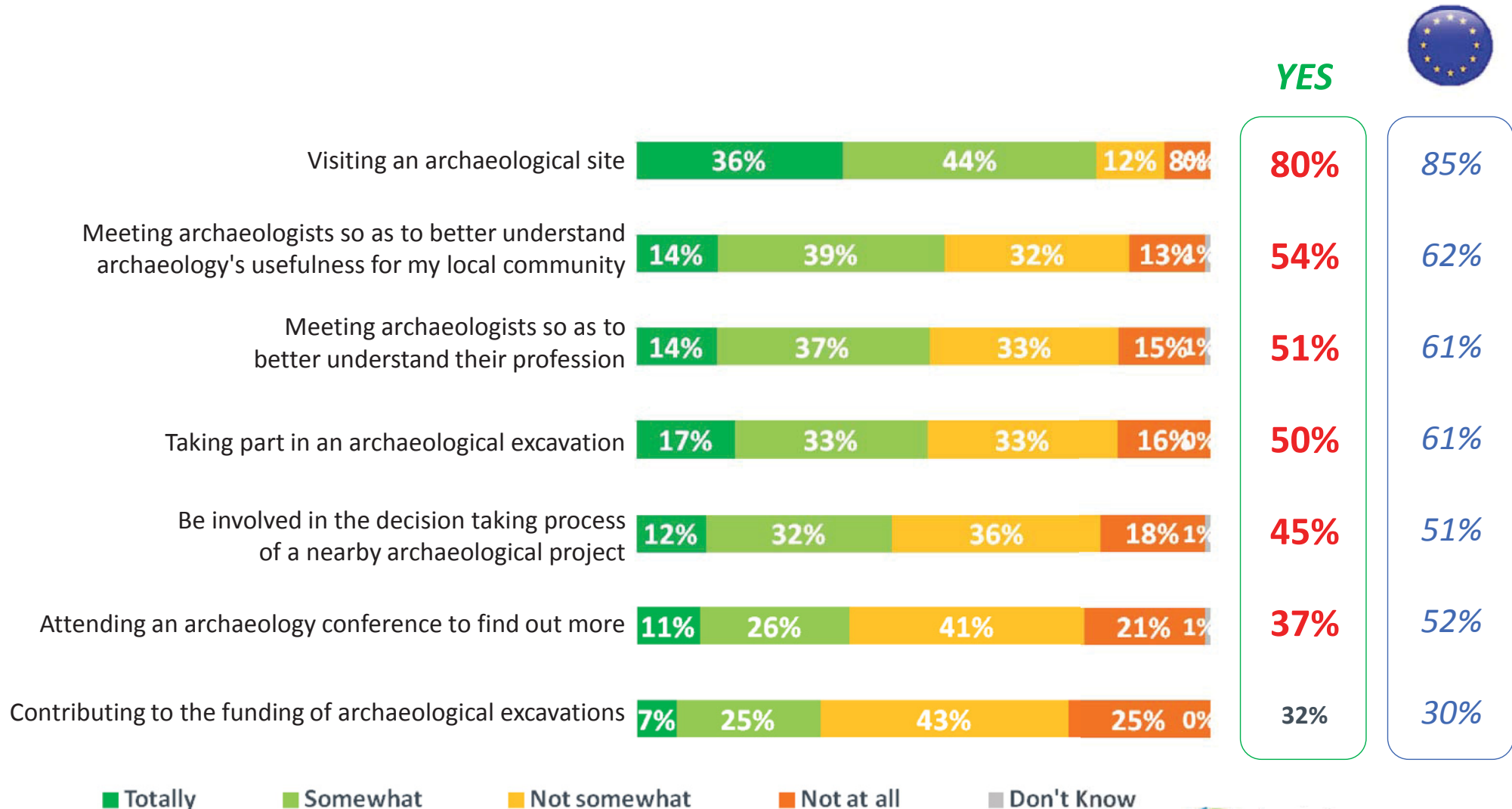
AGREE

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Construction of roads and buildings have to be postponed when there are archaeological remains found in the vicinity	79%	75%	76%	84%	80%	82%	83%	80%	75%
The archaeological exhibitions in the UK museums are informative for every age group	71%	76%	64%	77%	69%	72%	67%	73%	75%
In regard to archaeological finds and archaeological research, there is too little knowledge dissemination towards the UK public	61%	64%	66%	59%	54%	66%	62%	59%	61%
There is too little information available in regard to what the public can see and do in regard to archaeology in the UK	61%	58%	67%	59%	54%	74%	60%	63%	61%
There is too little attention geared towards UK archaeological history in UK museums	45%	40%	50%	45%	43%	55%	44%	52%	44%
Too little effort has been made to maintain the UK archaeological record	41%	45%	45%	31%	33%	57%	41%	39%	43%

UK citizens would mostly be interested in visiting an archaeological site, a bit less by meeting archaeologists or taking part in archaeological excavations. They appear to be significantly less enthusiastic than other European people.

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

- To all -



Younger generations declare being more interested than older ones in taking part in an excavation, a conference, or in contributing to the funding of archaeological excavations.

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	243	257	60	83	91	123	142
Visiting an archaeological site	80%	79%	81%	80%	74%	78%	84%	81%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	54%	53%	55%	59%	52%	53%	54%	54%
Meeting archaeologists so as to better understand their profession	51%	50%	53%	58%	46%	53%	52%	51%
Taking part in an archaeological excavation	50%	47%	53%	69%	57%	53%	48%	37%
Be involved in the decision taking process of a nearby archaeological project	45%	43%	47%	55%	49%	41%	38%	46%
Attending an archaeology conference to find out more	37%	34%	40%	53%	50%	34%	28%	34%
Contributing to the funding of archaeological excavations	32%	32%	32%	49%	43%	31%	28%	22%

YES

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Visiting an archaeological site	80%	83%	73%	89%	76%	83%	81%	80%	78%
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	54%	55%	52%	58%	51%	57%	59%	56%	48%
Meeting archaeologists so as to better understand their profession	51%	56%	54%	50%	44%	57%	53%	51%	49%
Taking part in an archaeological excavation	50%	60%	46%	55%	42%	51%	54%	52%	44%
Be involved in the decision taking process of a nearby archaeological project	45%	46%	47%	47%	44%	43%	47%	49%	40%
Attending an archaeology conference to find out more	37%	43%	42%	39%	29%	38%	35%	44%	35%
Contributing to the funding of archaeological excavations	32%	34%	38%	36%	27%	29%	32%	40%	27%

II- Positioning of archaeology

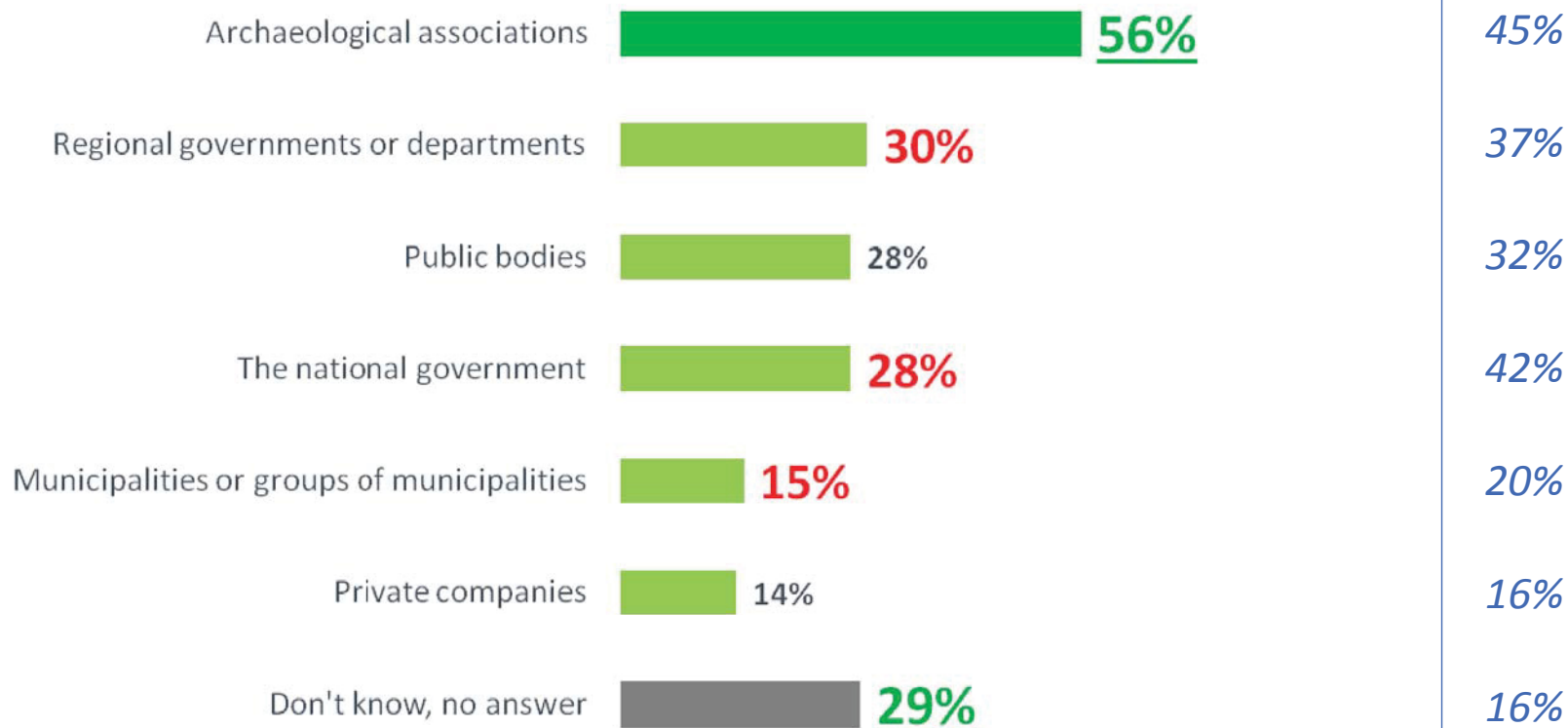


2.1. Managing archaeology : knowledge and wishes

For a majority of UK citizens, archaeological associations manage archaeology in the UK. To be noted : almost 3 respondents out of 10 did not answer.

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

- To all -



- Multiple responses, total over 100% -

UK citizens aged 60 or more significantly think more of archaeological associations and of public bodies managing archaeology in the UK in comparison to those aged 18-24.

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

- To all -

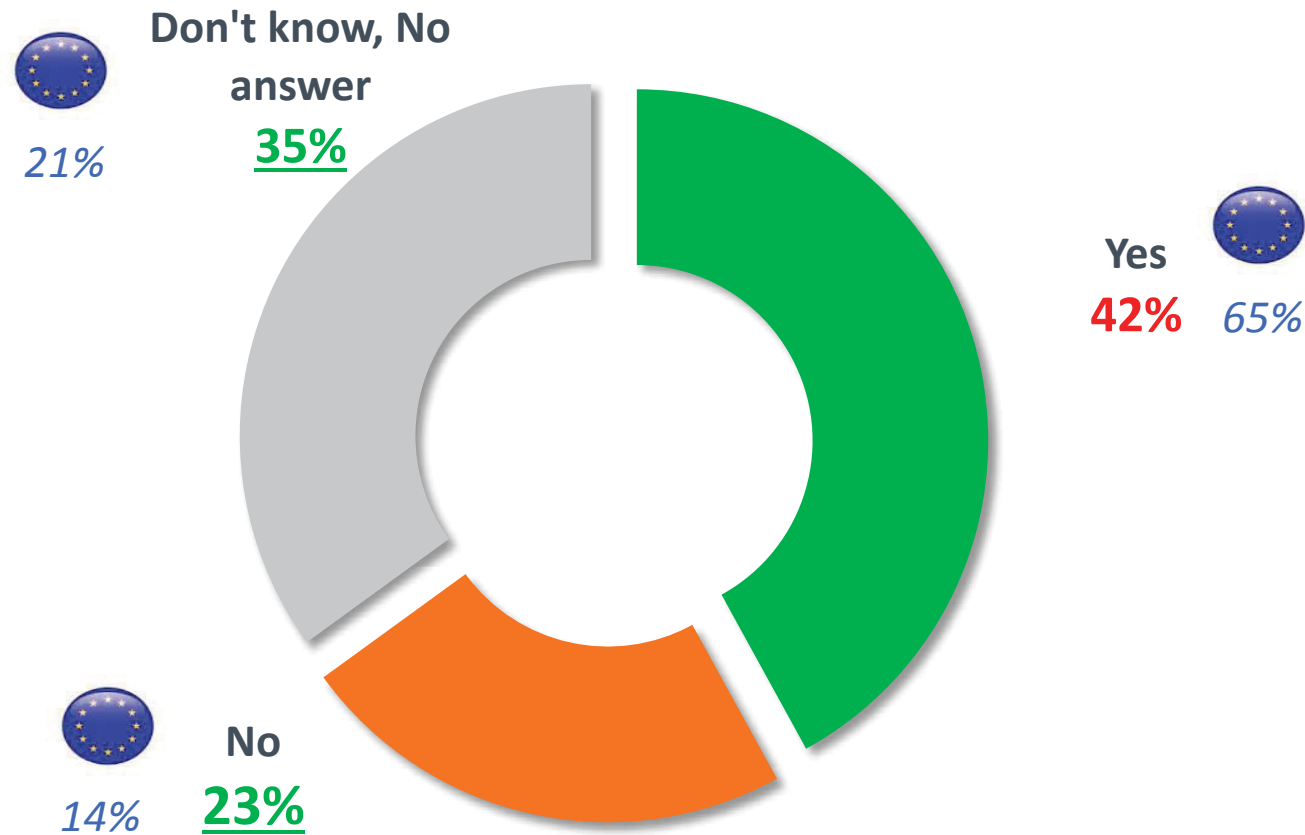
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Archaeological associations	56%	52%	59%	38%	47%	58%	59%	64%
Regional governments or departments	30%	35%	25%	20%	20%	24%	28%	46%
Public bodies	28%	32%	25%	12%	20%	31%	28%	38%
The national government	28%	31%	25%	26%	19%	23%	33%	33%
Municipalities or groups of municipalities	15%	17%	13%	8%	11%	13%	13%	24%
Private companies	14%	11%	16%	15%	11%	16%	12%	15%
Don't know, No answer	29%	25%	32%	37%	38%	33%	24%	21%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Archaeological associations	56%	57%	51%	57%	54%	60%	56%	48%	59%
Regional governments or departments	30%	25%	36%	34%	27%	34%	30%	25%	33%
Public bodies	28%	26%	26%	32%	31%	24%	31%	24%	27%
The national government	28%	33%	25%	29%	25%	27%	28%	25%	30%
Municipalities or groups of municipalities	15%	18%	20%	15%	12%	12%	14%	14%	17%
Private companies	14%	13%	18%	11%	16%	9%	14%	14%	14%
Don't know, No answer	29%	26%	33%	26%	32%	23%	25%	36%	28%

About 4 UK citizens out of 10 believe that it is the State's job to manage archaeology. They are far less than Europeans' to think so. In the mean time, more than a third of UK citizens respondents did not answer this question.

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

- To all -



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

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

- To all -

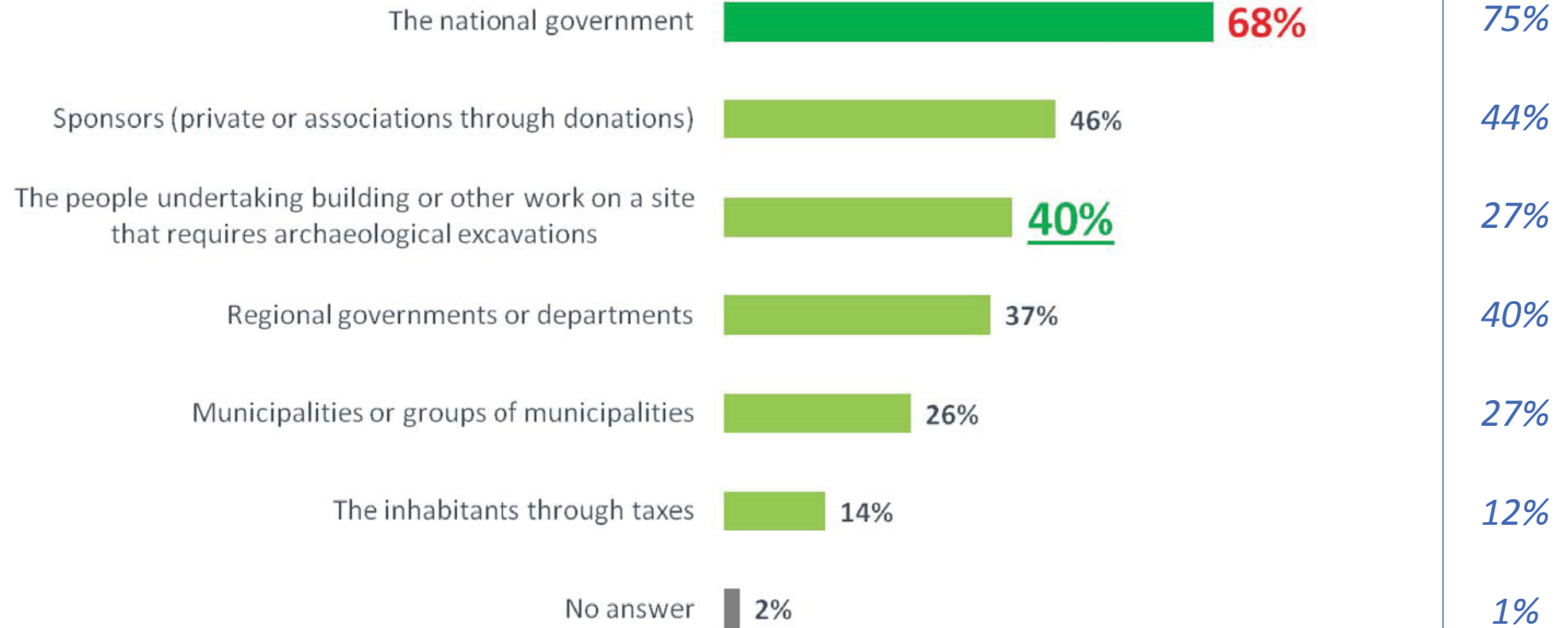
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Yes	42%	51%	34%	33%	42%	43%	43%	43%
No	23%	23%	24%	27%	23%	19%	18%	30%
Don't know, No answer	35%	26%	42%	40%	35%	38%	39%	27%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Yes	42%	42%	46%	54%	33%	46%	47%	36%	40%
No	23%	25%	21%	16%	25%	26%	24%	21%	25%
Don't know, No answer	35%	33%	33%	30%	41%	28%	30%	43%	35%

The national government, and possibly sponsors or even people undertaking buildings, should take part in financing archaeology as a priority. Although the ranking is similar to what other European people say, the role of the national government is significantly lower in the UK than in other European countries.

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

- To all -



Women, compared to men, tend to think more of sponsors and people undertaking buildings as the ones who should take part in financing archaeology as a priority.

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

- To all -

	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
The national government	68%	72%	64%	66%	57%	80%	64%	70%
Sponsors (private or associations through donations)	46%	40%	52%	37%	41%	45%	52%	48%
The people undertaking building or other work on a site that requires archaeological excavations	40%	33%	46%	26%	34%	39%	48%	43%
Regional governments or departments	37%	37%	37%	33%	35%	41%	38%	37%
Municipalities or groups of municipalities	26%	24%	27%	17%	26%	35%	22%	28%
The inhabitants through taxes	14%	14%	14%	12%	11%	22%	13%	14%
No answer	2%	2%	1%			2%	2%	3%

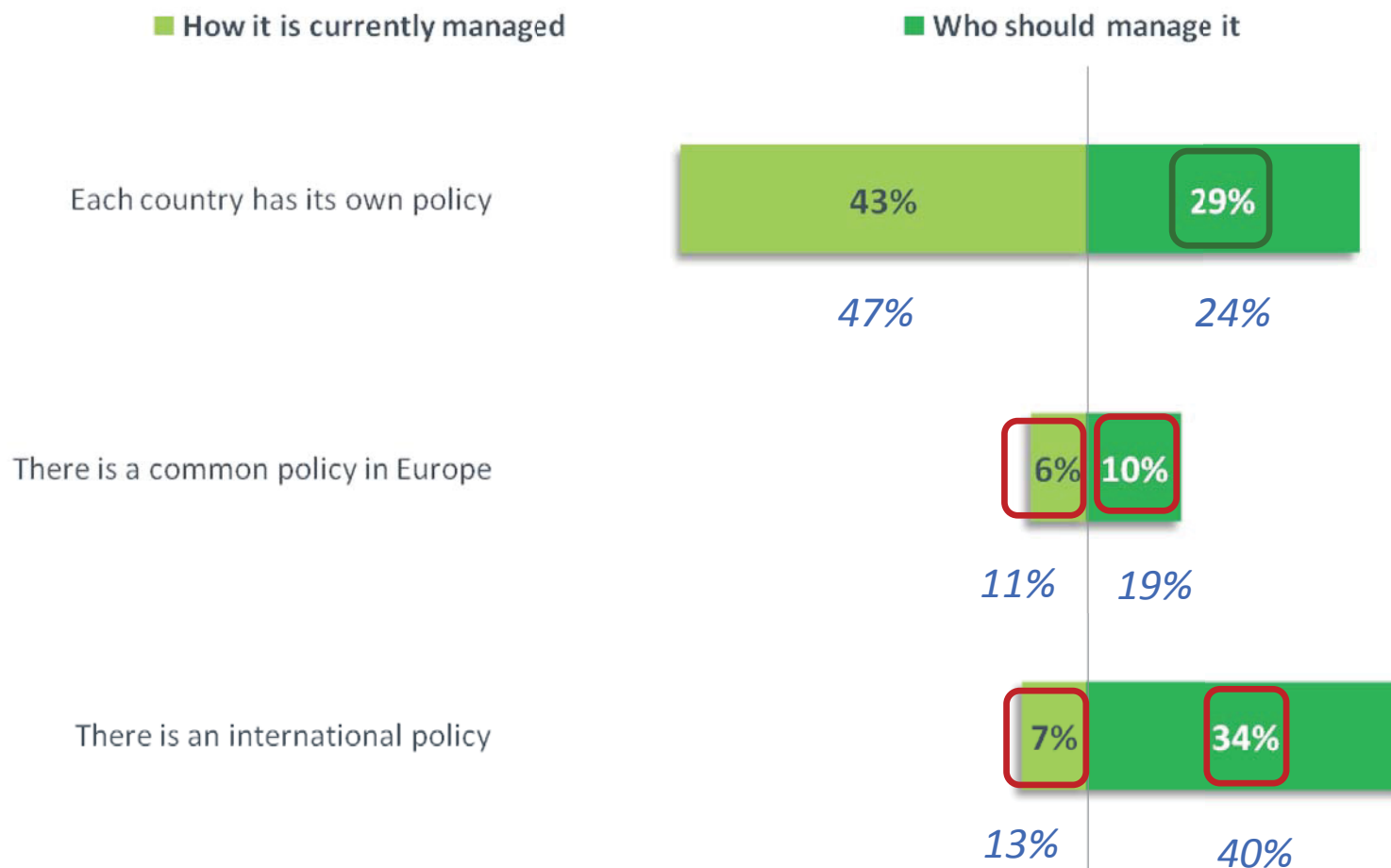
	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
The national government	68%	59%	72%	77%	64%	77%	72%	61%	67%
Sponsors (private or associations through donations)	46%	45%	36%	40%	56%	42%	44%	44%	50%
The people undertaking building or other work on a site that requires archaeological excavations	40%	40%	38%	38%	42%	39%	40%	38%	41%
Regional governments or departments	37%	31%	42%	47%	37%	32%	36%	36%	38%
Municipalities or groups of municipalities	26%	24%	29%	28%	24%	28%	26%	26%	26%
The inhabitants through taxes	14%	14%	17%	15%	13%	15%	16%	16%	12%
No answer	2%	3%	1%	4%	0%	1%	1%	1%	3%

While UK citizens in majority think of the State managing archaeology, a third of them wish for a policy that would rather be international.

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

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

- To all -



Don't know, no answer : **44%** Don't know, no answer : **27%**

30% 

17% 

The young generation, as well as the lower socio-professional category, are more to think that there currently is a common policy in Europe.

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	243	257	60	83	91	123	142
Each country has its own policy	43%	45%	42%	46%	41%	42%	45%	44%
There is an international policy	7%	9%	6%	5%	6%	7%	6%	10%
There is a common policy in Europe	6%	6%	5%	14%	7%	2%	4%	5%
Don't know, No answer	44%	39%	48%	36%	45%	50%	46%	41%

HOW IT IS CURRENTLY MANAGED

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Each country has its own policy	43%	41%	51%	40%	40%	48%	42%	42%	46%
There is an international policy	7%	9%	8%	4%	7%	6%	10%	3%	7%
There is a common policy in Europe	6%	5%	3%	11%	6%	4%	5%	11%	3%
Don't know, No answer	44%	45%	37%	44%	48%	42%	43%	45%	44%

More men and older people think there should be an international policy to encourage the development of archaeology, while women are more numerous to doesn't have an opinion.

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	243	257	60	83	91	123	142
There should be an international policy	34%	39%	29%	21%	16%	34%	37%	47%
Each country should have its own policy	29%	25%	33%	26%	37%	23%	29%	30%
There should be a common policy in Europe	10%	14%	7%	18%	14%	11%	8%	7%
Don't know, No answer	27%	22%	31%	34%	34%	32%	26%	16%

WHO SHOULD MANAGE IT

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
There should be an international policy	34%	34%	29%	28%	35%	40%	37%	23%	36%
Each country should have its own policy	29%	30%	29%	26%	31%	29%	26%	32%	32%
There should be a common policy in Europe	10%	11%	13%	21%	6%	8%	11%	15%	6%
Don't know, No answer	27%	26%	30%	24%	28%	23%	25%	30%	26%

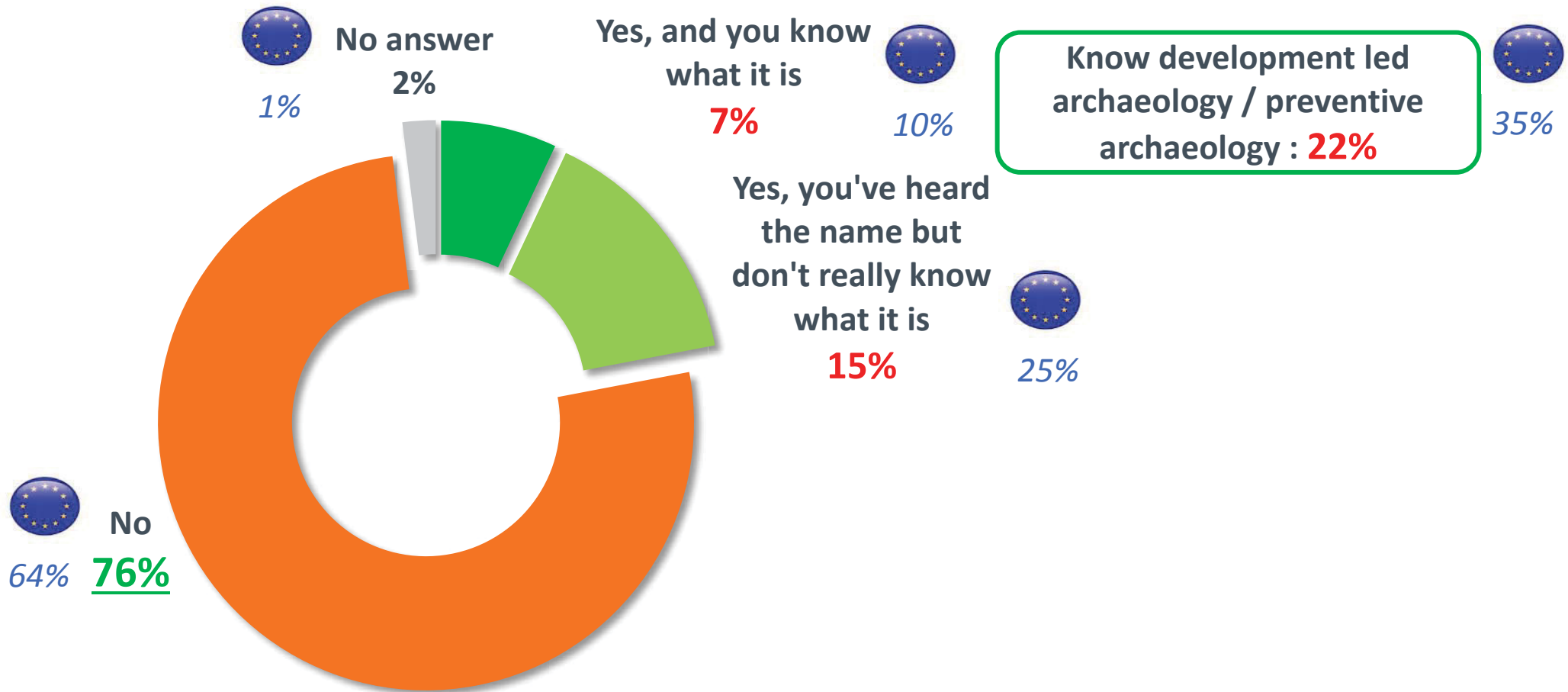


2.2. Preventive/development-led archaeology

About a fifth of the UK citizens knows preventive archaeology, implying that four-fifths of them do not know it. Scores are lower than the European average.

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

- To all -



It appears that men and young generations are more familiar with the expression « development led archaeology / preventive archaeology » than the general population of the UK.

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

- To all -

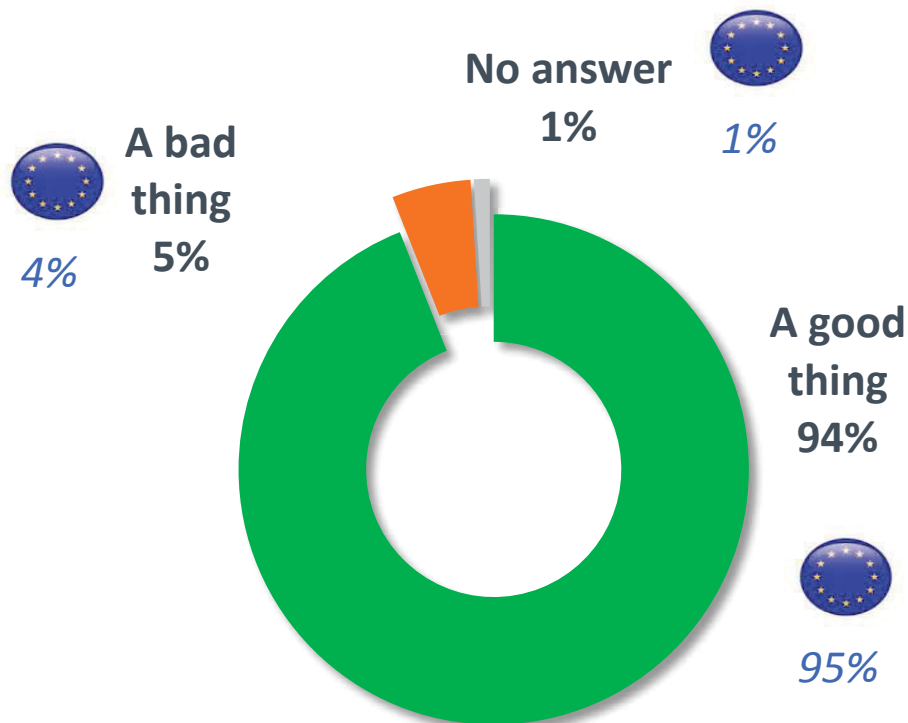
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
ST Yes	22%	27%	17%	37%	24%	17%	16%	23%
Yes, and you know what it is	7%	9%	5%	14%	9%	7%	3%	6%
Yes, you've heard the name but don't really know what it is	15%	18%	12%	23%	15%	10%	13%	17%
No	76%	71%	81%	60%	74%	82%	82%	75%
No answer	2%	2%	2%	3%	2%	1%	1%	2%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
ST Yes	22%	24%	33%	24%	15%	21%	24%	21%	21%
Yes, and you know what it is	7%	11%	7%	11%	3%	4%	8%	7%	6%
Yes, you've heard the name but don't really know what it is	15%	12%	25%	14%	12%	17%	16%	14%	15%
No	76%	73%	67%	74%	84%	77%	75%	76%	78%
No answer	2%	3%		2%	1%	2%	2%	2%	1%

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

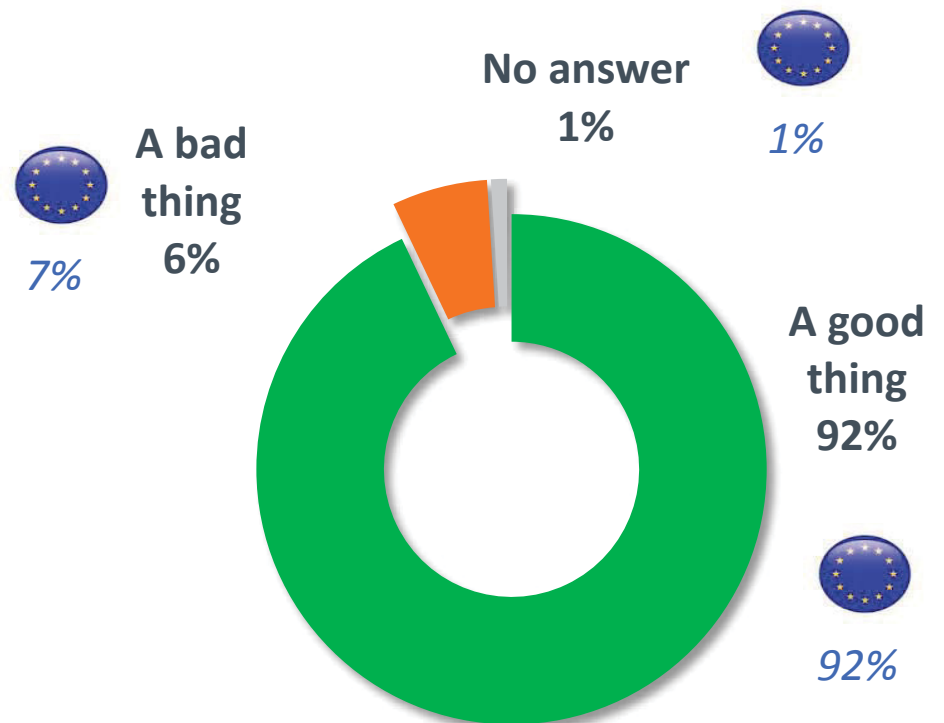
Q23. In 1992, the Malta Convention, a European convention for the protection of the archaeological heritage, was ratified by sixteen member states. The signatory states committed to setting up legislation aimed at protecting archaeological heritage and guaranteeing the scientific nature of archaeological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

- To all -



Q24. The Malta Convention could lead to principles and laws making it obligatory to examine archaeological heritage before undertaking any building work. This is what we call development led archaeology or preventive archaeology. In your opinion, this principle of preventive archaeology is :

- To all -



For those who would say that 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	43%
Avoiding irreversible destruction/damage	30%
Better protective measures vs. corporate world (from speculation)	13%
Passing down to future generations	6%
It's a good thing/ general answer	1%
Other good thing	9%
Bad Thing	4%
Development/construction are more important than preservation	1%
It costs a lot (expensive)	1%
It causes delays (bureaucracy), it slows down projects	1%
I don't care about archaeology (history)	1%
Other bad thing	3%
Don't know	0%

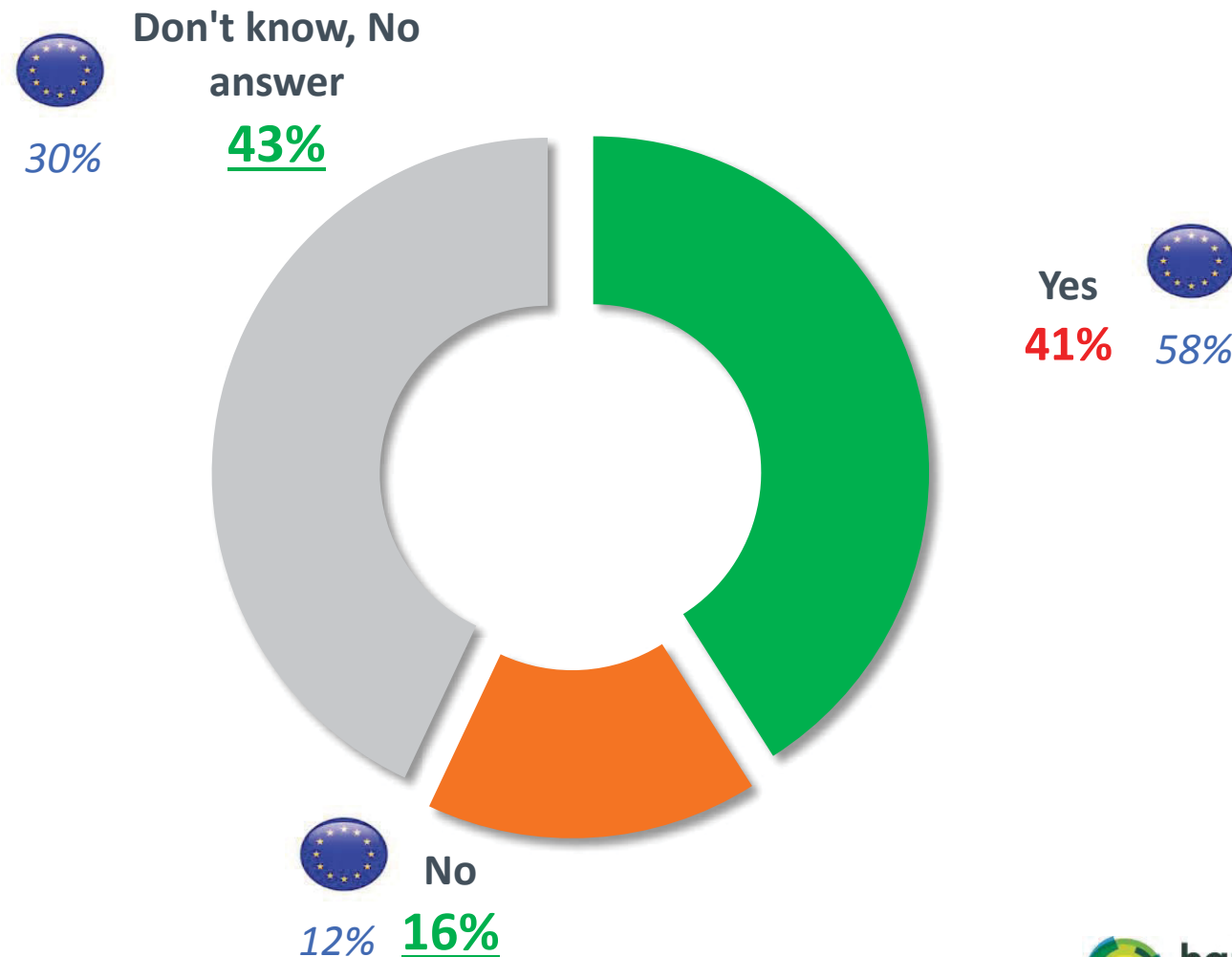


94%
38%
31%
14%
3%
-
11%
5%
1%
1%
1%
1%
2%
1%

The UK citizens are tied between not having an opinion on whether or not the public sector should manage development led archaeology, and actually thinking it is a good idea. Only 1 person out of ten thinks the public sector has no business in it, whatsoever.

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

- To all -



Although men were more inclined to say there should be an international policy regarding archaeology, they tend to think it is up to the public sector to manage development led archaeology.

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

- To all -

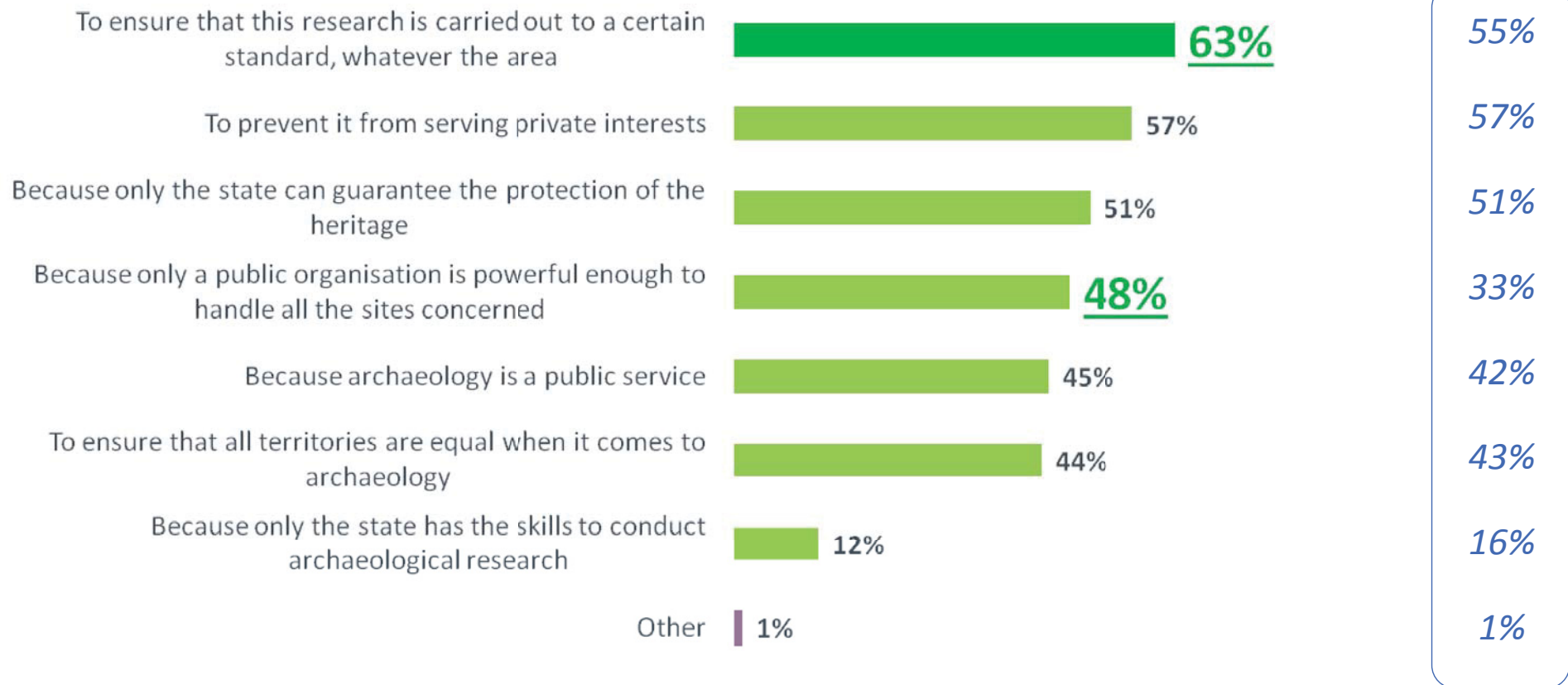
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	500	243	257	60	83	91	123	142
Yes	41%	50%	32%	28%	34%	39%	39%	53%
No	16%	17%	15%	17%	16%	12%	15%	19%
Don't know, No answer	43%	33%	53%	55%	50%	49%	46%	28%

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	500	120	80	62	157	81	208	109	182
Yes	41%	37%	46%	43%	38%	45%	45%	34%	40%
No	16%	19%	16%	15%	15%	15%	15%	17%	16%
Don't know, No answer	43%	44%	38%	42%	47%	41%	39%	49%	44%

The reasons why some UK citizens 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. Other European people have the same 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 : 204 -



- Multiple responses, total over 100% -

The old generation is far more concerned with ensuring a certain standard of research as well as keeping it from private interests 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 for the public sector to conduct development led archaeology or preventive archaeology : 204 -

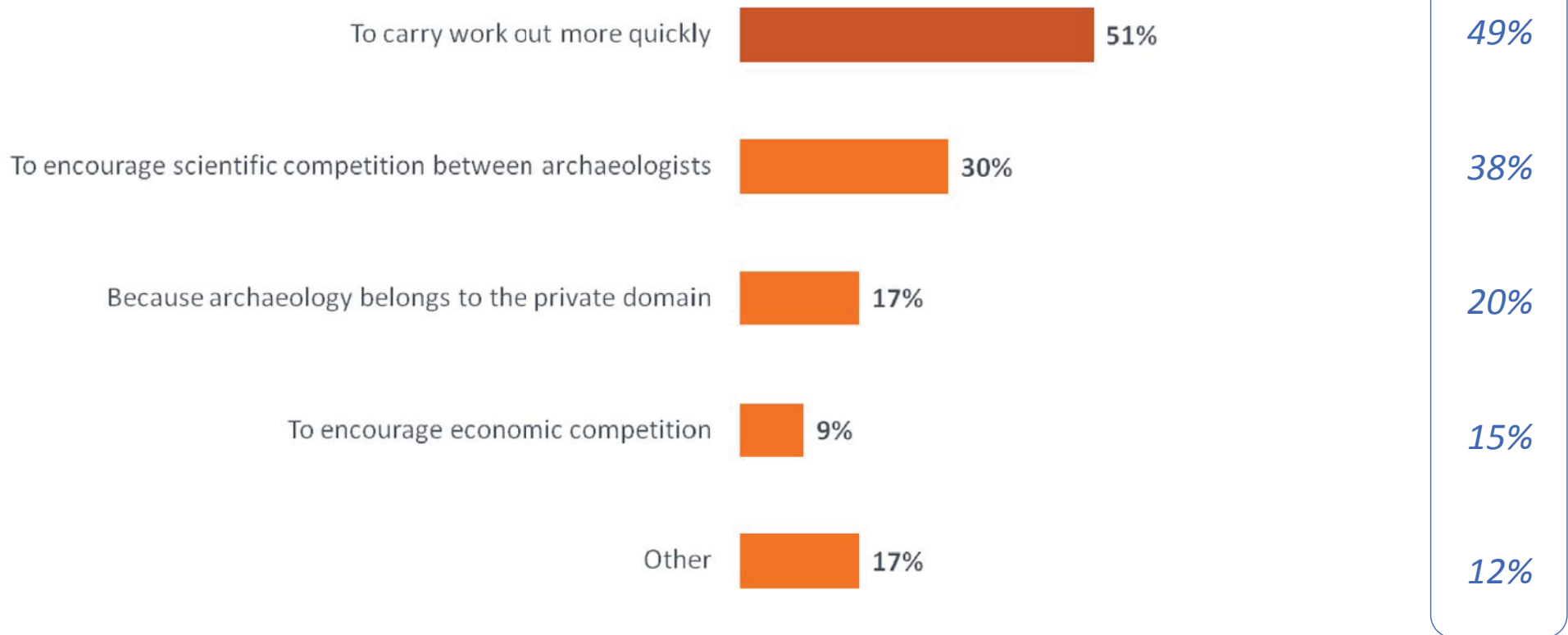
	TOTAL	GENDER		AGE				
		Male	Female	18-24 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
Respondents	204	123	81	17	28	36	48	76
To ensure that this research is carried out to a certain standard, whatever the area	63%	61%	67%	57%	45%	56%	67%	73%
To prevent it from serving private interests	57%	58%	55%	25%	48%	48%	62%	67%
Because only the State can guarantee the protection of the heritage	51%	55%	43%	43%	27%	40%	46%	69%
Because only a public organisation is powerful enough to handle all the sites concerned	48%	56%	37%	45%	39%	41%	32%	67%
Because archaeology is a public service	45%	40%	52%	33%	30%	43%	49%	51%
To ensure that all territories are equal when it comes to archaeology	44%	41%	48%	41%	52%	38%	44%	45%
Because only the State has the skills to conduct archaeological research	12%	12%	11%	12%	34%	9%	6%	8%
Other	1%	1%					2%	

	TOTAL	REGION GROUPS					SPC		
		North, Yorkshire and the Humber	Midlands	London	East, South	Wales, Scotland or Northern Ireland	SPC+	SPC-	Inactive people
Respondents	204	44	37	27	60	36	94	37	73
To ensure that this research is carried out to a certain standard, whatever the area	63%	49%	73%	50%	73%	66%	63%	44%	74%
To prevent it from serving private interests	57%	55%	52%	44%	61%	65%	64%	46%	52%
Because only the State can guarantee the protection of the heritage	51%	49%	45%	36%	52%	67%	43%	36%	68%
Because only a public organisation is powerful enough to handle all the sites concerned	48%	44%	59%	40%	54%	41%	46%	51%	50%
Because archaeology is a public service	45%	42%	47%	50%	43%	44%	39%	51%	49%
To ensure that all territories are equal when it comes to archaeology	44%	34%	44%	41%	51%	48%	42%	57%	40%
Because only the State has the skills to conduct archaeological research	12%	13%	16%	16%	8%	9%	10%	14%	12%
Other	1%		3%				1%		

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, work can be carried out more quickly. Around the same proportion of Europeans think the same as UK citizens.

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 : 80 -



- Multiple responses, total over 100% -

Profile details of respondents

Profile details of respondents

UK

GENDER

Base	500	100%
Man	243	49%
Woman	257	51%

AGE GROUPS

Base	500	100%
18-24 yo	61	12%
25-34 yo	83	17%
35-44 yo	91	18%
45-59 yo	123	25%
60 yo and more	142	28%
Average	47,0	

SPC

Base	500	%
SPC +	208	42%
SPC -	109	22%
Inactive	183	36%

REGION GROUPS

Base	500	100%
North, Yorkshire and the Humber	120	24%
Midlands	80	16%
London	62	13%
East, South	157	31%
Wales, Scotland or Northern Ireland	81	16%