



**HAL**  
open science

## Europeans & Archaeology

Amala Marx, Federico Nurra, Kai Salas Rossenbach

► **To cite this version:**

Amala Marx, Federico Nurra, Kai Salas Rossenbach. Europeans & Archaeology. NEARCH, 2017, 10.5284/1043770 . hal-01581864

**HAL Id: hal-01581864**

**<https://hal.science/hal-01581864v1>**

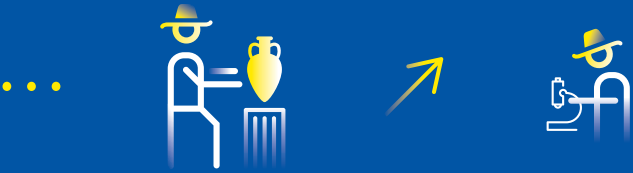
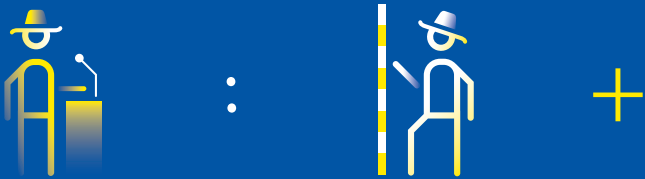
Submitted on 19 Sep 2017

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.



# EUROPEANS & ARCHAEOLOGY



A study coordinated by



and realised by



with the participation of **NEARCH** project partners :

**AMU**

A. Mickiewicz University  
Poznań, PL

**ADS**

Archaeology Data Service,  
York, UK

**AUTH**

Aristotle University  
of Thessaloniki, GR

**CULTURE LAB**

Tervuren, BE

**DAI**

German Archaeological  
Institute, Berlin, DE

**IBC**

Institute for Cultural and  
Natural Heritage, Bologna, IT

**Incipit-CSIC**

Institute of Heritage Sciences,  
Santiago de Compostela, ES

**JVE**

Jan van Eyck Academie,  
Maastricht, NL

**104**

Le Centquatre-Paris, FR

**UL**

Leiden University, NL

**UASD**

The Archaeological Unit  
of Saint-Denis, FR

**UGOT**

University of Gothenburg, SE

**UOXF**

University of Oxford, UK



[www.nearch.eu](http://www.nearch.eu)



[/nearchproject](https://www.facebook.com/nearchproject)



[@nearchproject](https://twitter.com/nearchproject)

This project has been funded with  
support from the European Commission



Culture

# EUROPEANS & ARCHAEOLOGY

A survey on the European perception  
of archaeology and archaeological heritage

This booklet was created as part of a European cooperation programme called NEARCH, supported by the European Commission. The NEARCH partnership is designed to create new scenarios for archaeology and heritage; to foster the relationship between contemporary European societies and our realm of expertise. It aims to understand what citizens think and expect of their relation with heritage; involve communities in our processes, our decisions; and understand what it means for us as professionals. We are trying to create contexts to rethink our discipline and open our field to more collective and inclusive practices.

## **European citizens' opinion**

In order to obtain an objective view of the perception of heritage and archaeology we asked European citizens about their relation to it directly. Working with the poll-survey institute Harris Interactive, we set up a survey across nine European countries.

The results showed us that the Europeans are quite well informed about archaeology and heritage and want a closer relationship with it.

When we asked them “What is archaeology?”, responses were quite precise, revealing a good understanding of the discipline, and its association with a scientific activity.

The role of archaeology is clearly associated with understanding the present and passing down this knowledge to younger generations.

What a responsibility this is for us!

We understood also that citizens do not have a very precise view of an archaeologist’s daily tasks and activities. They understand why we need archaeologists but what we really do is not very clear. This point is important for us; we have to better explain “How” we construct the past.

Citizens are clearly moved by heritage and keen to support archaeology has a useful discipline. They also want a governmental role in maintaining the discipline as a common good and for the common benefit. This is great news but again a great responsibility for us. It was a surprise that citizens did not identify the economic role of the heritage and archaeological sector. This is our fault; we must better explain how important heritage is for development in our countries, in terms of employment and income, but also well-being.

We also learned through the poll that upper socio-demographic profiles have stronger knowledge of archaeology and heritage, which did not surprise us, but this is unacceptable as long as we assume our European past is a common good. This is an ongoing challenge for our profession to speak to all citizens without exception, it is our duty.

In this booklet you will find an easy to use synthesis of the results of this survey, to be used and reused within your own context.

To conclude, through this journey into how heritage and archaeology is perceived from outside the discipline, we understand that we must move forward, as people love and expect a lot from archaeology and heritage, and therefore us.

We will continue analysing what is expected from us by our fellow citizens, and will try to more closely align ourselves with their expectations, keeping in mind the huge responsibility we have to scientifically construct knowledge about our past, which is often misused in our current political climate.

# WHAT IS ARCHAEOLOGY?

---

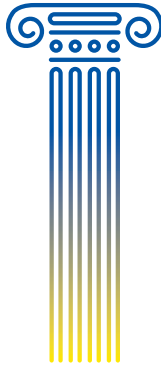
Europeans, who are quite interested in archaeology, consider it “a science that studies the past”. For 26%, especially the youngest respondents, archaeology is a true profession.

69%



**A  
SCIENCE**

48%



**A SCIENCE  
THAT STUDIES  
THE PAST**

26%



**A TRUE  
PROFESSION**



# WHAT IS THE PURPOSE OF ARCHAEOLOGY?

---

While considered useful by the respondents, they spontaneously replied that above all it serves to teach us about our past (history, civilisations, human origins, etc.). Europeans do not identify all the economic values of archaeology, but nonetheless recognise other, more social values, which remain to be precisely defined.

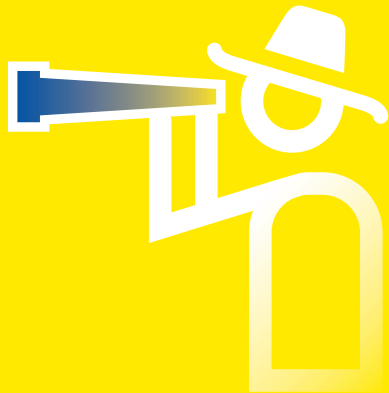
EUROPEANS REGARD  
ARCHAEOLOGY AS

USE  
99%  
FUL

DOES ARCHAEOLOGY HELP US  
**UNDERSTAND THE PAST?**

75%

THINK ARCHAEOLOGY ALLOWS US  
TO KNOW WHERE WE CAME FROM  
AND LEARN FROM OUR PAST



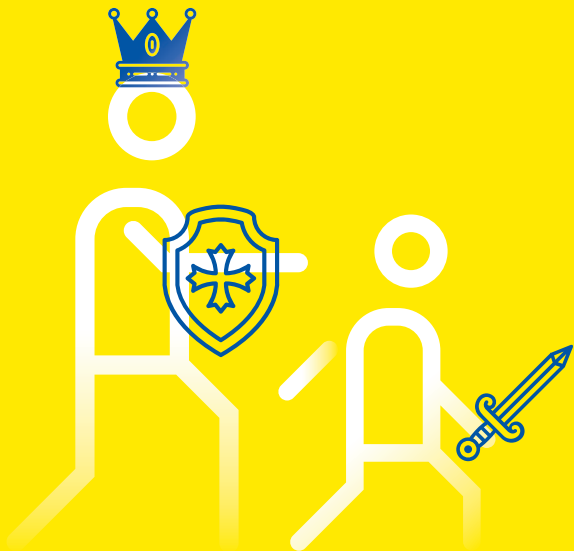
DOES ARCHAEOLOGY HELP US  
**UNDERSTAND THE PRESENT?**

ONLY 11%

THINK THAT ARCHAEOLOGY HELPS  
TO UNDERSTAND THE PRESENT



DOES ARCHAEOLOGY **SERVE**  
**TO COMMUNICATE OUR HISTORY**  
**AND LIVE IN THE PRESENT?**



47%

**CONSIDER THAT THE ROLE OF  
ARCHAEOLOGY IS TO PASS HISTORY  
DOWN TO YOUNGER GENERATIONS**

ONLY 8%

**OF EUROPEANS THINK  
ARCHAEOLOGY CONTRIBUTES  
TO THE CONSTRUCTION  
OF NATIONAL IDENTITY**

**3% IN SWEDEN  
3% IN GERMANY**





# 46%

**THINK THAT ARCHAEOLOGY ALLOWS  
A BETTER UNDERSTANDING OF THE PAST,  
AND THEREFORE BETTER PREPARATION  
FOR THE FUTURE**

# 40%

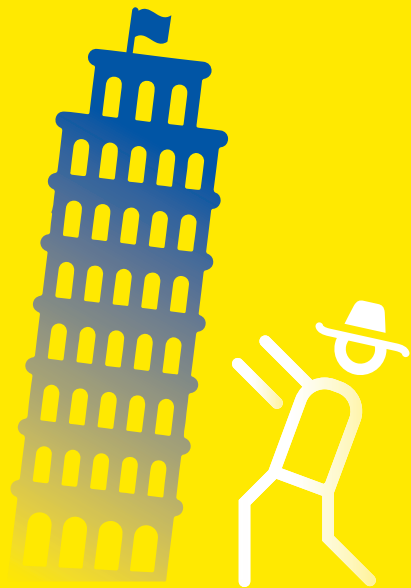
**OF EUROPEANS BELIEVE ARCHAEOLOGY  
CREATES BETTER UNDERSTANDING  
OF OUR PLACE IN THE WORLD THROUGH  
A SHARED PAST**

**50% IN SWEDEN**

**49% IN SPAIN**

**49% IN THE NETHERLANDS**

**45% IN THE UNITED KINGDOM**



46%

**BELIEVE ARCHAEOLOGY MUST  
UNDERTAKE THE STUDY AND  
PROTECTION OF CULTURAL HERITAGE**

ONLY 5%

**THINK THAT ARCHAEOLOGY  
CONTRIBUTES TO THE  
CONSTRUCTION OF EUROPEAN  
CITIZENSHIP**

DOES ARCHAEOLOGY  
**CONTRIBUTE TO ECONOMIC  
DEVELOPMENT?**

86%

CONSIDER HAVING  
ARCHAEOLOGICAL  
REMAINS IS AN ADVANTAGE  
FOR A TOWN



83%

THINK SUPPORTING AND  
DEVELOPING ARCHAEOLOGY IS  
IMPORTANT FOR THEIR COUNTRIES

ONLY 10%

OF EUROPEANS IDENTIFY  
THE ECONOMIC VALUE  
OF ARCHAEOLOGY

24% IN ITALY  
21% IN GREECE  
5% IN FRANCE

# WHO MANAGES ARCHAEOLOGY?

---

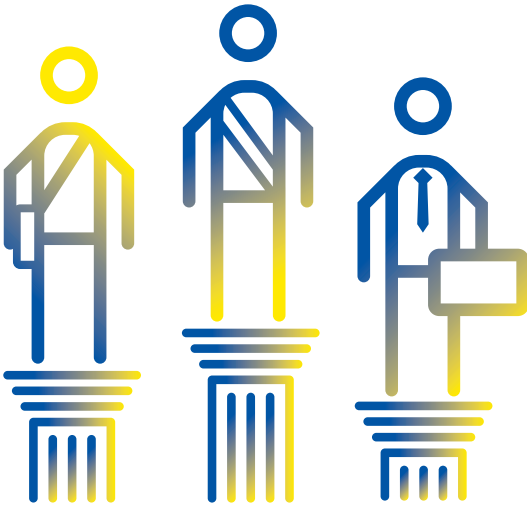
The management of archaeology was identified as a prerogative of the public sector, but attributed to diverse entities depending on the administrative organisation of the country.

For example: it is more centralised in France and Italy, and more regional in Germany and Spain. Archaeological associations are also identified as participants in the management of archaeology, especially in Greece, Poland and the United Kingdom.

## PUBLIC SECTOR

ARCHAEOLOGICAL  
ASSOCIATIONS

PRIVATE  
COMPANIES



# WHO CONDUCTS ARCHAEOLOGICAL RESEARCH?

---

When we asked European citizens to identify more precisely who is conducting archaeology from an operational perspective, respondents indicated the public sector. Inside this broad field, they clearly believe universities and public research institutes are the main actors in the archaeological field.

**PUBLIC  
SECTOR**



**UNIVERSITIES**



**PUBLIC  
RESEARCH  
INSTITUTES**





# WHAT DOES AN ARCHAEOLOGIST DO?

---

The persons surveyed have a very broad vision of what archaeologists do. Their work is not seen as being limited to excavating. Europeans associate archaeologists with many activities: writing, teaching, organising exhibits, etc.

98%



**THEY CARRY OUT  
ARCHAEOLOGICAL  
EXCAVATIONS**



96%

**THEY INTERPRET  
THE TRACES OF THE PAST**



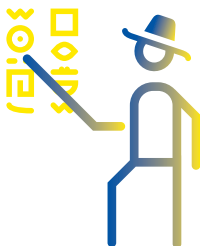
95%

**THEY CONTRIBUTE TO KNOWLEDGE  
ABOUT CIVILISATIONS**

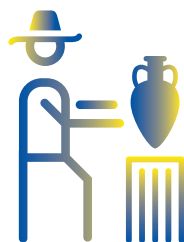


84%

**THEY WRITE BOOKS**



81% **THEY TEACH**

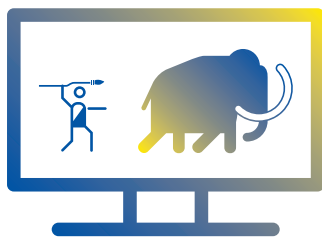


65% **THEY ORGANISE  
EXHIBITIONS**

# WHAT ARE YOUR CULTURAL PRACTICES RELATED TO ARCHAEOLOGY?

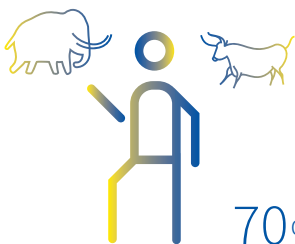
---

When questioned about how they experience the archaeological domain, Europeans first mention television. In Greece, Italy and Spain there are particularly well developed activities within the archaeological domain, while in the UK and Netherlands, citizens devote less time to such activities. We observe a significant difference in terms of practices depending on gender and socio-professional categories of the respondents, with men and upper socio-professional categories reporting more intensive activities.



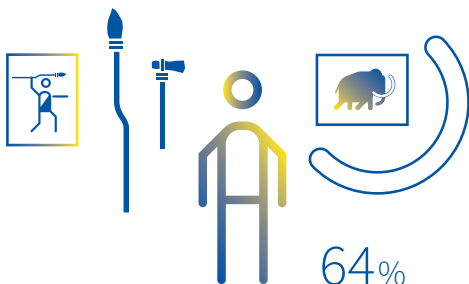
82%

**WATCHED A DOCUMENTARY  
FILM ABOUT ARCHAEOLOGY**



70%

**VISITED AN ARCHAEOLOGICAL SITE**



64%

**VISITED AN EXHIBITION DEVOTED  
TO ARCHAEOLOGY**

# WHAT ARE YOUR SOURCES OF INFORMATION ABOUT ARCHAEOLOGY?

---

Europeans describe television as their primary source of information about archaeology, far more so than visiting sites and exhibitions, the press or social media. Very few people get information from conferences.



56%

**DOCUMENTARY PROGRAMS,  
NEWS REPORTS ON TV, RADIO**



ONLY 3%



**CONFERENCES**



**VISITS TO SITES  
AND EXHIBITIONS**



**NATIONAL AND  
REGIONAL PRESS**



**SOCIAL MEDIA**

# HOW DO YOU FEEL ABOUT ARCHAEOLOGY?

---

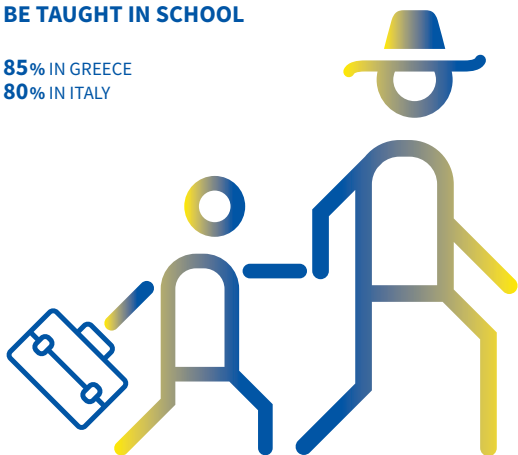
The citizens surveyed have a very positive image of archaeology, including its value, utility and emotional impact. Europeans recognise a high value for archeology at the local and national levels.

The great majority of those surveyed also believe that citizens should have archaeological knowledge and that the discipline should be taught in school.

64%

**OF EUROPEANS THINK  
THE DISCIPLINE SHOULD  
BE TAUGHT IN SCHOOL**

**85% IN GREECE  
80% IN ITALY**



73%

**BELIEVE A CITIZEN SHOULD  
HAVE SOME KNOWLEDGE  
OF ARCHAEOLOGY**

54%

**SAY ARCHAEOLOGY  
IS A FIELD TO WHICH  
THEY FEEL AN ATTACHMENT**

**63% IN FRANCE  
62% IN GREECE  
62% IN SWEDEN**



# HOW SHOULD WE SUPPORT ARCHAEOLOGY?

---

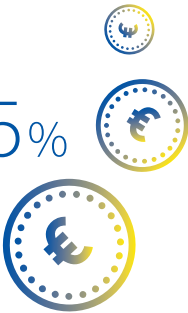
A great majority of respondents declare that “supporting and developing archaeology is important for their country”. Most think it should be managed by the national government. Most Europeans also think archaeology should be funded by the national government.

**THINK SUPPORTING AND  
DEVELOPING ARCHAEOLOGY IS  
IMPORTANT FOR THEIR COUNTRIES**

83%



75%



**THINK ARCHAEOLOGY SHOULD  
BE FUNDED BY THE NATIONAL  
GOVERNMENT**

65%



**THINK ARCHAEOLOGY SHOULD  
BE MANAGED BY THE NATIONAL  
GOVERNMENT**

**86% IN ITALY  
76% IN SPAIN  
74% IN POLAND  
72% IN GREECE**

# WHAT DO YOU EXPECT FROM ARCHAEOLOGY?

---

Europeans are very interested in the practices and methods of archaeologists. They have clear expectations of archaeology and a greater interest in certain time periods. Nearly one third of the respondents declare that they would like to study archaeology.



**WISH TO VISIT AN  
ARCHAEOLOGICAL SITE**

**%**

**62%**

**WISH TO MEET  
ARCHAEOLOGISTS  
SO AS TO BETTER  
UNDERSTAND  
THE USEFULNESS  
OF ARCHAEOLOGY**

**61%**

**WISH TO MEET  
ARCHAEOLOGISTS  
SO AS TO BETTER  
UNDERSTAND THEIR  
PROFESSION**

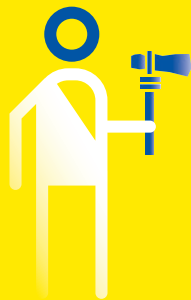
**61%**

**WISH TO TAKE PART IN  
AN ARCHAEOLOGICAL  
EXCAVATION**

WHAT DO YOU EXPECT FROM  
ARCHAEOLOGY? **WOULD YOU  
PREFER TO VISIT A SITE OR  
AN EXHIBITION DEVOTED TO...**

36%

ANTIQUITY



21%

PREHISTORY  
AND PROTOHISTORY



17%

THE MIDDLE AGES

WHAT DO YOU EXPECT FROM  
ARCHAEOLOGY? **HAVE YOU  
EVER WANTED TO STUDY  
ARCHAEOLOGY?**

27%

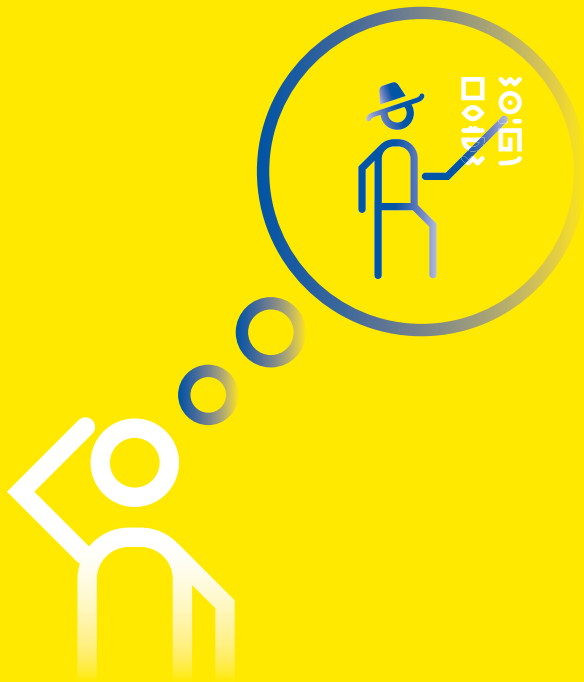
**OF EUROPEANS DECLARE  
THAT THEY WANTED TO STUDY  
ARCHAEOLOGY**

**38%** IN FRANCE

**34%** IN SWEDEN

**15%** IN GERMANY

**14%** IN THE NETHERLANDS

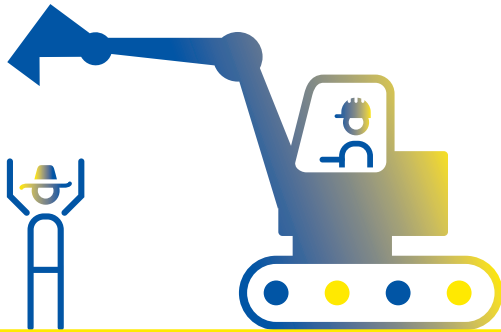




# ... AND PREVENTIVE ARCHAEOLOGY?

---

Europeans know little about the notion of preventive archaeology or development led archaeology. The Polish and Italians are the most familiar with the expression “preventive archaeology”. Once the principle of preventive archeology is explained, Europeans are unanimously in favor of it, particularly for protecting archaeological remains and preventing irreversible damage. Most Europeans think the management of preventive archaeology should be entrusted to the public sector to “avoid serving particular interests”; to “guarantee the same norms in all regions”; or “because only the national government can guarantee the preservation of heritage”.



10%  
ONLY

ARE FAMILIAR WITH THE  
EXPRESSION AND THEY  
KNOW WHAT IT IS

64%

DON'T KNOW WHAT PREVENTIVE  
ARCHAEOLOGY IS

25%

HAVE HEARD THE NAME BUT  
THEY DON'T REALLY KNOW  
WHAT IT IS

PREVENTIVE ARCHAEOLOGY:  
**ARE YOU IN FAVOR OF IT?**

# IN FAVOR

ONCE THE PRINCIPLE OF PREVENTIVE  
ARCHAEOLOGY IS EXPLAINED

%



31%

TO PROTECT ARCHAEOLOGICAL  
HERITAGE FROM DESTRUCTION

31%

TO AVOID IRREVERSIBLE  
DESTRUCTION/DAMAGE

PREVENTIVE ARCHAEOLOGY:  
**A PUBLIC SERVICE MISSION?**

58%

**OF EUROPEANS THINK THAT IS UP TO THE PUBLIC SECTOR TO MANAGE PREVENTIVE ARCHAEOLOGY**

75% IN ITALY

70% IN SPAIN

36% IN THE NETHERLANDS

ONLY 12%

**DON'T WANT TO  
ENTRUST MANAGEMENT  
TO THE PUBLIC SECTOR**

57% TO PREVENT IT FROM SERVING  
PRIVATE INTERESTS

55% TO ENSURE THE RESEARCH IS CARRIED  
OUT TO A CERTAIN STANDARD

42% BECAUSE ONLY THE STATE CAN  
GUARANTEE THE PROTECTION  
OF THE HERITAGE



# METHOD & DATA



# EUROPEANS & ARCHAEOLOGY

A survey on the European perception  
of archaeology and archaeological heritage

In the framework of the European NEARCH project, Inrap and its European partners conducted a study of the perception of archaeology and archaeological heritage by the European public. To realise this extensive study, the project partners enlisted Harris Interactive, a firm specialising in conducting opinion polls.

## METHOD

Applying the methodological standards used for opinion polls, this quantitative survey was conducted from December 29, 2014 to January 6, 2015. Its participants consisted of 4,516 adults, aged 18 and older, from nine European countries (approximately 500 individuals per country) including Germany, Spain, France, Greece, Italy, the Netherlands, Poland, the United Kingdom and Sweden. The survey was conducted on-line via an administrative system that enabled the persons surveyed to use different types of devices (computer, mobile phone, tablet) to respond to a questionnaire consisting of twenty-eight questions and requiring 15 to 20 minutes to complete.

### **Sample frame of the population interviewed**

The Harris Interactive and Toluna (ITWP Group) access panel is currently known as the most reliable and representative sample of population, guaranteeing the representativity

and reliability of the results. It is composed of 9 million panelists distributed across all continents, including 2.5 million in Europe.

The representativity of a sample is based on socio-demographic criteria on the shared European base “Eurostat”, which provides transversal criteria associated with the inhabitants of different European countries: gender, age, social category and place of residence. For each country, a population of 500 persons was surveyed (except for 516 persons in Greece to constitute a representative sample of the population). Often used in large-scale European or international studies, a sample of 500 individuals is considered as sufficient to provide results that are representative of a population at the scale of a country.

### **Socio-demographic criteria**

The following sociodemographic criteria were used in this study:

- Gender (male/female)
- Age (18-24, 25-34, 35-44, 45-59, 60 and older)
- Socio-professional categories:
  - SPC -: employee, manual laborer
  - SPC +: farmer, business owner, artisan, merchant, self-employed, manager, corporate executive, public service executive, upper intellectual and artistic professions, intermediary professions
  - Inactive: housewife, househusband, student, retiree, seeking first employment, unemployed
- Place of residence

### **Questionnaire design**

The questionnaire, identical in the nine countries surveyed, was realised in collaboration with Harris Interactive by the NEARCH project partners in accordance with their research questions and themes. Composed of twenty-eight questions, the survey included open-ended and closed-ended questions. The aim of the first part of the questionnaire was to interrogate the participants on their knowledge and interest

in archaeology, how they perceive it, and their cultural practices relative to the field. The aim of the second part was to understand their perception of the organisation and funding of archaeology, and their expectations in this domain. Initially constructed in French and English, the questionnaire was translated into seven languages to ensure that access to the questions would be identical in all the surveyed countries.

## **Processing of the results**

At the end of the fieldwork phase, data adjustment methods were applied to overcome potential differences between the representativeness of the socio-demographic criteria and the sample frames in each country. In the case of this study, only very minor adjustments were necessary since the sample structure of the respondents was naturally closely representative.

The responses to the open-ended questions were analyzed to identify the topics most frequently addressed. A codification plan was then implemented and applied to the set of answers. This guarantees a similar treatment and the possibility of sorting according to variables. This produces statistical results similar to those for closed questions.

## **For further information on the method used:**

### **Harris Interactive**

39 rue Crozatier - 75012 Paris - Tel: +33 (0)1 44 87 60 30

**Tiphaine Favré** – [tfavre@harrisinteractive.fr](mailto:tfavre@harrisinteractive.fr)

**Delphine Martelli-Banégas** – Director of the Corporate Department –  
[dmartelli@harrisinteractive.fr](mailto:dmartelli@harrisinteractive.fr)

# DATA

The summary table displays the main results of the survey presented in this booklet, along with the questions raised in it. It includes the average European results and the results from each country.

This study resulted in a series of survey reports:

- A global report presenting the average European results compared to the results of each country
- Nine country reports presenting the results of each country in comparison to the European average

When relevant, the results in the reports are presented according to the socio-demographic criteria used in the survey.

**To access the reports: <http://dx.doi.org/10.5284/1041589>**

QUESTIONS / ANSWERS	EU	FRA	DEU	GRC	ITA	NLD	POL	ESP	SWE	GBR	★
<b>WHAT IS ARCHAEOLOGY?</b> > PAGE 4 « EUROPEANS & ARCHAEOLOGY »											
A science	69%	60%	82%	88%	65%	77%	68%	67%	65%	46%	Q3
A science that studies the past	48%	50%	ND	54%	64%	ND	56%	23%	34%	51%	Q1
A profession	26%	29%	27%	13%	25%	33%	21%	27%	23%	33%	Q3
<b>WHAT IS THE PURPOSE OF ARCHAEOLOGY?</b> > PAGE 6 « EUROPEANS & ARCHAEOLOGY »											
Archaeology is "useful"	90%	89%	93%	95%	91%	89%	92%	92%	90%	83%	Q13
<b>Does archaeology help us understand the past? Does archeology help us understand the present?</b> > PAGE 8											
To know where we came from, learn from our past	75%	66%	ND	74%	60%	ND	93%	71%	83%	73%	Q2
Improve our knowledge / understanding	16%	34%	ND	11%	27%	ND	11%	14%	9%	11%	Q2
Help to understand the present (today's society)	11%	11%	ND	6%	11%	ND	4%	23%	19%	14%	Q2
<b>Does archaeology serve to communicate our history and live in the present?</b> > PAGE 12											
Passing history down to younger generations	47%	50%	46%	44%	45%	43%	44%	43%	56%	48%	Q4

QUESTIONS / ANSWERS	EU	FRA	DEU	GRC	ITA	NLD	POL	ESP	SWE	GBR	*
Participating in the study and protection of the cultural heritage	<b>46%</b>	51%	61%	50%	44%	35%	47%	51%	26%	47%	<b>Q4</b>
Understanding the past to better prepare for the future	<b>46%</b>	51%	57%	35%	53%	36%	40%	42%	55%	43%	<b>Q4</b>
Understanding our own place in the world through our shared past	<b>40%</b>	42%	32%	26%	38%	49%	30%	49%	50%	45%	<b>Q4</b>
Uniting citizens around a common cultural heritage, whatever their origins	<b>19%</b>	28%	19%	21%	25%	9%	16%	17%	19%	14%	<b>Q4</b>
Contributing to the construction of the identity of my country	<b>8%</b>	9%	3%	14%	13%	13%	7%	5%	3%	6%	<b>Q4</b>
Contributing to the construction of European citizenship	<b>5%</b>	3%	4%	5%	9%	8%	5%	4%	3%	3%	<b>Q4</b>
<b>Does archaeology contribute to economic development? &gt; PAGE 16</b>											
Having archaeological remains is an advantage for a town	<b>86%</b>	86%	84%	93%	93%	76%	90%	87%	81%	84%	<b>Q14</b>
Supporting and developing archaeology is important for my country	<b>83%</b>	81%	82%	95%	94%	73%	82%	85%	77%	81%	<b>Q14</b>
Contributing to the local or national economy	<b>10%</b>	5%	4%	21%	24%	8%	7%	13%	3%	9%	<b>Q4</b>

QUESTIONS / ANSWERS	EU	FRA	DEU	GRC	ITA	NLD	POL	ESP	SWE	GBR	★
<b>WHO MANAGES ARCHAEOLOGY?</b> > PAGE 18 « EUROPEANS & ARCHAEOLOGY »											
Archaeological associations	<b>45%</b>	42%	34%	63%	32%	35%	63%	36%	48%	56%	<b>Q17</b>
The national government	<b>42%</b>	56%	27%	58%	62%	51%	33%	38%	26%	28%	<b>Q17</b>
Regional governments or departments	<b>37%</b>	41%	53%	23%	37%	36%	23%	45%	45%	30%	<b>Q17</b>
Private companies	<b>16%</b>	30%	12%	13%	16%	7%	18%	24%	12%	14%	<b>Q17</b>
<b>WHO CONDUCTS ARCHAEOLOGICAL RESEARCH ?</b> > PAGE 20 « EUROPEANS & ARCHAEOLOGY »											
Universities	<b>73%</b>	70%	80%	57%	81%	61%	80%	83%	60%	84%	<b>Q5</b>
Public research institutes	<b>66%</b>	75%	80%	40%	60%	56%	83%	69%	73%	62%	<b>Q5</b>
<b>WHAT DOES AN ARCHAEOLOGIST DO?</b> > PAGE 22 « EUROPEANS & ARCHAEOLOGY »											
They carry out archaeological excavations	<b>98%</b>	98%	98%	97%	98%	98%	99%	98%	96%	98%	<b>Q6</b>
They interpret the traces of the past	<b>96%</b>	97%	97%	94%	97%	94%	97%	96%	92%	97%	<b>Q6</b>
They contribute to knowledge about civilisations	<b>95%</b>	97%	92%	93%	97%	96%	97%	98%	91%	96%	<b>Q6</b>
They write books	<b>84%</b>	88%	81%	81%	85%	75%	86%	89%	81%	92%	<b>Q6</b>
They teach	<b>81%</b>	85%	72%	75%	82%	73%	84%	88%	82%	90%	<b>Q6</b>
They organize exhibitions	<b>65%</b>	72%	50%	52%	53%	63%	69%	79%	70%	82%	<b>Q6</b>

QUESTIONS / ANSWERS	EU	FRA	DEU	GRC	ITA	NLD	POL	ESP	SWE	GBR	*
<b>WHAT ARE YOUR CULTURAL PRACTICES RELATED TO ARCHAEOLOGY?</b> > PAGE 24 « EUROPEANS & ARCHAEOLOGY »											
<b>Have you ever...</b> > PAGE 24											
Watched a documentary film about archaeology	82%	78%	81%	91%	91%	68%	87%	86%	78%	78%	Q7
Visited an archaeological site	70%	73%	69%	95%	88%	53%	49%	79%	67%	59%	Q7
Visited an exhibition devoted to archaeology	64%	58%	62%	58%	77%	54%	72%	80%	59%	52%	Q7
<b>WHAT ARE YOUR SOURCES OF INFORMATION ABOUT ARCHAEOLOGY?</b> > PAGE 26											
Through documentary programs, news reports on TV, radio	56%	60%	58%	60%	57%	46%	54%	55%	55%	59%	Q8
Through conferences	3%	7%	2%	5%	5%	1%	2%	6%	1%	2%	Q8
<b>HOW DO YOU FEEL ABOUT ARCHAEOLOGY?</b> > PAGE 28 « EUROPEANS & ARCHAEOLOGY »											
A citizen should have some knowledge in archaeology	73%	61%	75%	88%	84%	60%	81%	70%	63%	73%	Q14
Archaeology should be added to the subjects taught at school	64%	56%	61%	85%	80%	43%	48%	73%	68%	63%	Q14
Archaeology is a field for which you feel an attachment	54%	63%	57%	62%	59%	44%	41%	50%	62%	51%	Q14



QUESTIONS / ANSWERS	EU	FRA	DEU	GRC	ITA	NLD	POL	ESP	SWE	GBR	★
<b>HOW SHOULD WE SUPPORT ARCHAEOLOGY?</b> > PAGE 30 « EUROPEANS & ARCHAEOLOGY »											
Supporting and developing archaeology is important for my country	<b>83%</b>	81%	82%	95%	94%	73%	82%	85%	77%	81%	<b>Q14</b>
It should be mainly funded by the national government	<b>75%</b>	73%	78%	82%	84%	75%	79%	75%	63%	68%	<b>Q19</b>
Yes, it is the State's job to manage archaeology	<b>65%</b>	54%	65%	72%	86%	60%	74%	76%	57%	42%	<b>Q18</b>
<b>WHAT DO YOU EXPECT FROM ARCHAEOLOGY?</b> > PAGE 32 « EUROPEANS & ARCHAEOLOGY »											
<b>Would you be interested in taking part in each of the following actions?</b> > PAGE 32											
Visiting an archaeological site	<b>85%</b>	85%	84%	92%	92%	72%	82%	88%	82%	80%	<b>Q16</b>
Meeting archaeologists so as to better understand archaeology's usefulness for my local community	<b>62%</b>	55%	56%	75%	74%	43%	72%	64%	61%	54%	<b>Q16</b>
Meeting archaeologists so as to better understand their profession	<b>61%</b>	67%	59%	67%	68%	43%	69%	63%	60%	51%	<b>Q16</b>
Taking part in an archaeological excavation	<b>61%</b>	55%	62%	73%	68%	43%	68%	63%	61%	50%	<b>Q16</b>

QUESTIONS / ANSWERS	EU	FRA	DEU	GRC	ITA	NLD	POL	ESP	SWE	GBR	*
<b>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...</b>											
Antiquity	36%	37%	32%	60%	54%	22%	28%	32%	ND	25%	Q11
Prehistory and Protohistory	21%	18%	24%	22%	14%	21%	25%	28%	31%	14%	Q11
The Middle Ages	17%	15%	17%	9%	14%	19%	23%	18%	26%	20%	Q11
<b>Ever wanted to study archaeology</b> > PAGE 36											
	27%	38%	15%	28%	28%	14%	25%	28%	34%	29%	Q9
<b>...AND PREVENTIVE ARCHAEOLOGY?</b> > PAGE 38 « EUROPEANS & ARCHAEOLOGY »											
<b>Are you familiar with the expression “development led archaeology / preventive archaeology”?</b> > PAGE 38											
No	64%	65%	62%	62%	54%	75%	50%	61%	71%	76%	Q22
Yes, you've heard the name but don't really know what it is	25%	18%	27%	28%	32%	20%	36%	30%	20%	15%	Q22
Yes, and you know what it is	10%	16%	10%	10%	13%	4%	13%	10%	7%	7%	Q22
<b>PREVENTIVE ARCHAEOLOGY: ARE YOU IN FAVOR OF IT?</b> > PAGE 40 « EUROPEANS & ARCHAEOLOGY »											
Once the principle of preventive archaeology is explained, they are in favor of it	92%	92%	90%	91%	95%	92%	91%	94%	91%	92%	Q24

QUESTIONS / ANSWERS	EU	FRA	DEU	GRC	ITA	NLD	POL	ESP	SWE	GBR	★
Once the principle of preventive archaeology is explained, they are in favor of it > Avoiding irreversible destruction/damage	31%	64%	ND	12%	37%	ND	9%	29%	16%	30%	Q25
<b>PREVENTIVE ARCHAEOLOGY: A PUBLIC SERVICE MISSION?</b> > PAGE 42 ◀ EUROPEANS & ARCHAEOLOGY ▶											
<b>Yes, it is up to the public sector to manage preventive archaeology</b>											
	58%	59%	62%	66%	75%	36%	65%	70%	48%	41%	Q26
To prevent it from serving private interests	57%	76%	62%	56%	52%	39%	45%	64%	54%	57%	Q27
To ensure that this research is carried out to a certain standard, whatever the area	55%	57%	53%	59%	47%	52%	57%	52%	60%	63%	Q27
Because archaeology is a public service	42%	42%	29%	47%	47%	36%	45%	45%	34%	45%	Q27
<b>No, it isn't up to the public sector to manage preventive archaeology</b>											
	12%	12%	8%	14%	9%	25%	8%	5%	11%	16%	Q26

**EU** EUROPE  
**FRA** FRANCE  
**DEU** GERMANY  
**GRC** GREECE  
**ITA** ITALY  
**NLD** NETHERLANDS  
**POL** POLAND  
**ESP** SPAIN  
**SWE** SWEDEN  
**GBR** UNITED KINGDOM

# NEARCH PROJECT

---

Archaeology and cultural heritage management have undergone significant scientific and professional developments over the last 25 years.

The NEARCH project aims to study the various dimensions of public participation in archaeology today and to propose new ways of working and cooperating in a profession strongly concerned by the current economic crisis.

Coordinated by the French National Institute for Preventive Archaeological Research (Inrap), NEARCH relies on a European-wide cooperation network . The project is supported by the European Commission for 5 years (2013-2018) in the framework of the “Culture Programme”.

The NEARCH project has been funded with support from the European Commission.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

---

#### TEXTS AND EDITORIAL COORDINATION:

##### **Inrap, Scientific and Technical Direction**

Amala Marx  
Federico Nurra  
Kai Salas Rossenbach

##### **Inrap, Public Outreach and Communication Department**

Virginie Kenler

##### **Graphic design**

Voiture 14.com

##### **Illustrations**

Guillaume Bullat

#### ACKNOWLEDGEMENTS:

**The NEARCH partners** for their active participation to the construction of the poll survey

**Harris Interactive** team for their involvement and interest

**The Public outreach and Communication Department of Inrap** for their help, expertise and advice

**The European commission** for supporting the NEARCH project

Holly Wright for her careful proofreading

Marx A., Nurra F., Salas Rossenbach K. (eds), *Europeans & Archaeology. A survey on the European perception of archaeology and archaeological heritage*, Paris, NEARCH, 2017.

**DOI > <https://doi.org/10.5284/1043770>**

# NEW ARCH

NEW SCENARIOS FOR A  
COMMUNITY-INVOLVED  
ARCHAEOLOGY