



PUBLIC POLL FINDINGS AND METHODOLOGY

American Perception of Archaeology

Americans' interest and general beliefs about Archaeology remain unchanged from 2018, with the majority believing the work of archaeologists is important to the nation

Topline Findings

Washington DC, January 24, 2023 - Americans' overall interest and familiarity with the subject of archaeology remains unchanged since 2018, with the majority of Americans expressing at least some interest in the subject. Not only do the majority of Americans believe the work of an archaeologist is important to the nation as a whole, but the majority also agree that the U.S. government should focus on creating laws to increase the funding and preservation of archaeological sites. However, Americans are less likely to see archaeology as important to themselves, their communities, or their heritage. As with overall interest, Americans' opinions and beliefs regarding the importance of archaeology remain consistent with responses seen in 2018.

Key Findings Summary

1. Americans' overall interest and familiarity with Archaeology remains unchanged since 2018, with the majority of Americans expressing at least some interest in the subject.
 - Overall, interest in archaeology remains consistent. Americans in 2023 and 2018 rate their interest in archeology at 5.2 on a scale of 0 to 10, with 0 being not interested and 10 being very interested.
 - Notably, just over half of all Americans (56%) say they are familiar with archaeology, a 9 percentage point drop from 2018 (65%). Interest in archaeology is rated significantly higher at 6.2 out of 10 among those who are familiar with the subject, compared to those who are not (average rating of 3.6)
 - When asked to rate their interest in a variety of scientific topics, Americans rate animals, American history, and the past as the top three areas of interest, mirroring the responses from 2018. Those familiar with archaeology also have high levels of interest in other archaeology-related topics such as ancient civilizations (average rating of 7.2 on interest scale) and the pyramids of Egypt (average rating of 7.1 on interest scale)
 - Just over 1 in 4 Americans say they are not interested in archaeology (28%), rating their interest between 0 and 3 on the interest scale. These respondents say they are primarily not interested in archaeology because it is not important to them (31%) or they have never had the opportunity to learn about the subject (29%). About a quarter also say they find the topic boring (25%) or do not have the time (23%).
2. Over 4 in 5 Americans say they believe the work of an archaeologist is important, and the majority agree that the U.S. government should focus on creating laws to increase the funding and preservation of archaeological sites. As with overall interest, Americans' opinions and beliefs regarding the importance of archaeology for themselves and the nation as a whole, remain consistent with responses seen in 2018.

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- 88% of Americans believe archaeology to be important, in line with how Americans responded in 2018 (93%). Additionally, the majority of Americans (81%) have a great deal or fair amount of trust in the archaeological community's explanations about the past.
 - While about three-quarters of Americans, both in 2023 and 2018, agree that archaeology is important to the nation (73%), significantly fewer say the same about archaeology's importance to their community (49%), their personal life or heritage (49%), for shaping public policy (41%) or for the economy (40%). These answers reflect responses from 2018. Additionally, there are no significant differences in responses by voter registration.
 - Over seven in ten Americans agree there should be laws to protect American archaeological sites or artifacts (77%). Notably, registered voters are significantly more likely to agree with this statement than are those not registered to vote (80% vs. 64%)
 - About two-thirds say preserving archaeological sites should be a priority for the U.S. government (64%), while a smaller majority also agree that government funding for the discovery and protection of archaeological sites should increase (55%) and that they are concerned archaeological sites are not being well protected by the government (52%).
3. While less than half of all Americans have learned about archaeology in a classroom, the majority of Americans believe that archaeology should be a regular part of school curriculum, particularly for high school and middle school students.
- About three-quarters believe that archaeology is part of the sciences (73%), whereas half believe it to be part of the humanities (51%). The top three subject areas Americans believe archaeologists study are artifacts (72%), past cultures (66%), and human remains (62%).
 - For both those familiar with archaeology and those who are not, television, museums, and classroom or textbooks are the main platforms where Americans learn about archaeology. Notably, those without a college degree are significantly more likely to say they have never learned about archaeology (17%) than those with a college degree (9%).
 - Less than half say they learned about archaeology in the classroom (47%). However, a supermajority (86%) believe archaeology should be a regular part of the school curriculum for students. The largest share of Americans say archaeology should be a regular part of the curriculum for high school students (57%) and middle school students (53%).

These are the findings of an Ipsos poll conducted on behalf of the Society for American Archeology between January 17-18, 2023. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:



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Full Annotated Questionnaire

- On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics?

Mean Summary

	Total (N=1,005)	Total 2018 (N=1,024)	Familiar with Archaeology (N=553)	Not familiar with Archaeology (N=452)
History or historic preservation	5.9	N/A	7.0	4.5
Astronomy	5.5	5.5	6.5	4.2
Oceanography	5.3	5	6.3	3.9
Archaeology	5.2	5.2	6.5	3.6
Zoology	5.2	5.1	6.2	3.9
Geology	4.9	4.8	6.0	3.4
Anthropology	4.8	N/A	6.0	3.1

a. Archaeology

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	7%	8%	10%	2%
9	5%	7%	7%	1%
8	14%	12%	20%	6%
7	12%	12%	17%	5%
6	14%	11%	18%	9%
5	12%	14%	11%	15%
4	8%	8%	7%	10%
3	9%	8%	5%	14%
2	5%	7%	1%	9%
1	4%	6%	1%	8%
0 - Not interested at all	10%	9%	3%	20%
<i>Top 3 Box (Net 8-10)</i>	25%	26%	37%	9%
<i>Bottom 3 Box (Net 0-2)</i>	19%	22%	5%	37%
<i>Mean</i>	5.2	5.2	6.5	3.6



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1. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics? *(Continued)*

a. Oceanography

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	8%	6%	11%	4%
9	5%	3%	7%	2%
8	10%	10%	15%	4%
7	13%	13%	18%	7%
6	14%	13%	16%	11%
5	15%	17%	13%	18%
4	7%	9%	7%	8%
3	9%	7%	6%	14%
2	5%	7%	3%	8%
1	3%	5%	1%	6%
0 - Not interested at all	10%	10%	4%	18%
<i>Top 3 Box (Net 8-10)</i>	23%	20%	33%	10%
<i>Bottom 3 Box (Net 0-2)</i>	18%	22%	8%	32%
<i>Mean</i>	5.3	5.0	6.3	3.9

b. Geology

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	6%	6%	8%	3%
9	3%	6%	5%	1%
8	8%	6%	12%	4%
7	12%	10%	17%	6%
6	13%	14%	18%	7%
5	17%	13%	18%	15%
4	9%	11%	8%	12%
3	9%	10%	6%	13%
2	6%	9%	3%	9%
1	4%	5%	1%	7%
0 - Not interested at all	12%	10%	3%	23%
<i>Top 3 Box (Net 8-10)</i>	18%	18%	25%	8%
<i>Bottom 3 Box (Net 0-2)</i>	21%	24%	7%	39%
<i>Mean</i>	4.9	4.8	6.0	3.4



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1. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics? *(Continued)*

c. Astronomy

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	10%	9%	13%	6%
9	6%	7%	9%	2%
8	12%	11%	15%	7%
7	13%	13%	17%	8%
6	12%	12%	13%	10%
5	15%	14%	14%	16%
4	8%	8%	5%	11%
3	7%	8%	6%	8%
2	4%	6%	2%	8%
1	3%	5%	2%	6%
0 - Not interested at all	10%	7%	3%	18%
<i>Top 3 Box (Net 8-10)</i>	28%	27%	37%	15%
<i>Bottom 3 Box (Net 0-2)</i>	18%	18%	7%	32%
<i>Mean</i>	5.5	5.5	6.5	4.2

d. Zoology

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	8%	8%	11%	5%
9	4%	4%	6%	1%
8	10%	8%	14%	6%
7	14%	13%	18%	7%
6	12%	11%	14%	10%
5	16%	16%	16%	15%
4	7%	10%	6%	9%
3	7%	9%	4%	11%
2	8%	7%	5%	11%
1	4%	5%	1%	7%
0 - Not interested at all	10%	9%	4%	18%
<i>Top 3 Box (Net 8-10)</i>	23%	21%	31%	12%
<i>Bottom 3 Box (Net 0-2)</i>	21%	21%	10%	36%
<i>Mean</i>	5.2	5.1	6.2	3.9

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1. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics? *(Continued)*

e. History or historic preservation

	Total	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	12%	16%	6%
9	8%	11%	3%
8	14%	19%	8%
7	14%	18%	9%
6	13%	13%	12%
5	13%	10%	18%
4	6%	4%	9%
3	6%	3%	10%
2	4%	3%	6%
1	2%	1%	3%
0 - Not interested at all	8%	1%	16%
<i>Top 3 Box (Net 8-10)</i>	<i>33%</i>	<i>46%</i>	<i>17%</i>
<i>Bottom 3 Box (Net 0-2)</i>	<i>14%</i>	<i>5%</i>	<i>25%</i>
<i>Mean</i>	<i>5.9</i>	<i>7.0</i>	<i>4.5</i>

f. Anthropology

	Total	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	6%	10%	2%
9	5%	7%	1%
8	7%	11%	3%
7	12%	19%	5%
6	11%	15%	7%
5	16%	16%	15%
4	9%	8%	11%
3	9%	6%	13%
2	6%	2%	11%
1	4%	2%	7%
0 - Not interested at all	14%	5%	25%
<i>Top 3 Box (Net 8-10)</i>	<i>18%</i>	<i>28%</i>	<i>5%</i>
<i>Bottom 3 Box (Net 0-2)</i>	<i>24%</i>	<i>9%</i>	<i>44%</i>
<i>Mean</i>	<i>4.8</i>	<i>6.0</i>	<i>3.1</i>



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2. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics?

Mean Summary

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Animals	7.1	7.1	7.5	6.6
American history	6.6	6.5	7.4	5.6
The past	6.4	6.6	7.2	5.4
Space	6.3	6.3	7.1	5.3
Forensics	6.1	N/A	6.8	5.2
Ancient civilizations	6.1	6.0	7.2	4.6
The pyramids of Egypt	6.0	6.0	7.1	4.6
Pottery, relics, and artifacts	5.2	5.2	6.1	4.0

a. The past

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	13%	15%	18%	7%
9	8%	10%	11%	5%
8	16%	17%	21%	10%
7	17%	18%	18%	16%
6	12%	10%	12%	12%
5	12%	12%	10%	15%
4	8%	6%	4%	12%
3	6%	4%	3%	9%
2	3%	3%	2%	4%
1	1%	2%	1%	2%
0 - Not interested at all	4%	3%	1%	7%
<i>Top 3 Box (Net 8-10)</i>	38%	41%	50%	22%
<i>Bottom 3 Box (Net 0-2)</i>	8%	8%	4%	13%
<i>Mean</i>	6.4	6.6	7.2	5.4



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2. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics? *(Continued)*

b. Forensics

	Total	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	14%	19%	8%
9	6%	7%	4%
8	13%	16%	10%
7	16%	18%	14%
6	12%	12%	12%
5	14%	12%	16%
4	7%	6%	8%
3	7%	6%	8%
2	4%	1%	7%
1	2%	1%	3%
0 - Not interested at all	5%	2%	10%
<i>Top 3 Box (Net 8-10)</i>	<i>33%</i>	<i>41%</i>	<i>22%</i>
<i>Bottom 3 Box (Net 0-2)</i>	<i>11%</i>	<i>4%</i>	<i>20%</i>
<i>Mean</i>	<i>6.1</i>	<i>6.8</i>	<i>5.2</i>

c. Ancient civilizations

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	14%	14%	20%	6%
9	7%	8%	10%	4%
8	13%	13%	18%	6%
7	16%	14%	19%	12%
6	10%	11%	12%	8%
5	13%	12%	9%	17%
4	8%	7%	5%	12%
3	8%	6%	3%	14%
2	3%	5%	2%	5%
1	3%	3%	1%	5%
0 - Not interested at all	6%	6%	1%	12%
<i>Top 3 Box (Net 8-10)</i>	<i>34%</i>	<i>35%</i>	<i>48%</i>	<i>17%</i>
<i>Bottom 3 Box (Net 0-2)</i>	<i>12%</i>	<i>14%</i>	<i>4%</i>	<i>22%</i>
<i>Mean</i>	<i>6.1</i>	<i>6.0</i>	<i>7.2</i>	<i>4.6</i>



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2. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics? *(Continued)*

d. American history

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	17%	15%	23%	10%
9	10%	8%	14%	4%
8	14%	16%	17%	10%
7	15%	14%	15%	15%
6	11%	14%	10%	13%
5	14%	12%	11%	17%
4	6%	5%	3%	9%
3	5%	6%	3%	8%
2	2%	4%	1%	4%
1	2%	2%	1%	3%
0 - Not interested at all	4%	3%	2%	7%
Top 3 Box (Net 8-10)	41%	39%	54%	25%
Bottom 3 Box (Net 0-2)	8%	9%	4%	14%
Mean	6.6	6.5	7.4	5.6

e. The pyramids of Egypt

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	13%	14%	19%	5%
9	7%	7%	10%	3%
8	12%	13%	15%	8%
7	16%	14%	20%	11%
6	12%	11%	12%	11%
5	14%	12%	12%	16%
4	7%	8%	6%	9%
3	7%	6%	2%	13%
2	4%	5%	2%	7%
1	3%	4%	1%	6%
0 - Not interested at all	6%	6%	1%	11%
Top 3 Box (Net 8-10)	32%	34%	45%	16%
Bottom 3 Box (Net 0-2)	13%	14%	4%	24%
Mean	6.0	6.0	7.1	4.6



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2. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics? *(Continued)*

f. Pottery, relics, and artifacts

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	8%	7%	12%	4%
9	4%	6%	6%	2%
8	9%	10%	12%	7%
7	13%	10%	15%	9%
6	11%	14%	14%	8%
5	18%	15%	19%	16%
4	8%	12%	8%	9%
3	9%	8%	6%	12%
2	7%	7%	4%	11%
1	5%	5%	3%	7%
0 - Not interested at all	8%	7%	2%	16%
Top 3 Box (Net 8-10)	22%	22%	29%	12%
Bottom 3 Box (Net 0-2)	19%	19%	8%	34%
Mean	5.2	5.2	6.1	4.0

g. Space

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	15%	16%	19%	9%
9	9%	9%	12%	5%
8	15%	14%	17%	12%
7	13%	14%	15%	9%
6	12%	11%	11%	13%
5	14%	10%	13%	16%
4	8%	8%	6%	11%
3	5%	5%	2%	7%
2	4%	5%	2%	6%
1	2%	3%	0%	4%
0 - Not interested at all	5%	5%	2%	9%
Top 3 Box (Net 8-10)	39%	39%	49%	26%
Bottom 3 Box (Net 0-2)	11%	13%	5%	18%
Mean	6.3	6.3	7.1	5.3



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2. On a scale of 0 to 10, where 0 means you are 'not interested at all' and 10 means you are 'very interested', how interested are you in the following topics? *(Continued)*

h. Animals

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
10 - Very Interested	22%	20%	25%	19%
9	11%	12%	14%	9%
8	14%	15%	14%	14%
7	16%	14%	18%	14%
6	12%	13%	12%	11%
5	11%	11%	10%	13%
4	5%	5%	3%	6%
3	3%	3%	2%	6%
2	2%	2%	1%	3%
1	1%	1%	1%	1%
0 - Not interested at all	2%	2%	1%	4%
Top 3 Box (Net 8-10)	48%	48%	53%	41%
Bottom 3 Box (Net 0-2)	5%	5%	2%	8%
Mean	7.1	7.1	7.5	6.6

3. How familiar are you with archaeology?

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Very familiar	10%	9%	17%	-
Somewhat familiar	47%	56%	83%	-
Somewhat unfamiliar	26%	20%	-	60%
Very unfamiliar	17%	16%	-	40%
Familiar (Net)	56%	65%	100%	-
Unfamiliar (Net)	44%	35%	-	100%

4. How important do you think the work of an archaeologist is?

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Very important	41%	49%	53%	26%
Somewhat important	47%	44%	41%	56%
Somewhat unimportant	7%	5%	4%	11%
Very unimportant	5%	2%	3%	7%
Important (Net)	88%	93%	93%	82%
Not important (Net)	12%	7%	7%	18%

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5. Is archaeology in the field of science?*

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Yes	73%	78%	77%	68%
No	10%	10%	11%	9%
Not sure	17%	11%	12%	23%

*Previous survey in 2018 asked "Are archaeologists scientists?"

6. Is archaeology in the field of humanities?

	Total	Familiar with Archaeology	Not familiar with Archaeology
Yes	51%	58%	42%
No	19%	18%	20%
Not sure	30%	23%	38%

7. How much confidence do you have in the archaeological community's explanations about the past?

	Total	Familiar with Archaeology	Not familiar with Archaeology
A great deal	18%	24%	10%
A fair amount	62%	64%	60%
Not too much	15%	9%	23%
None at all	4%	2%	7%
<i>Great deal/fair amount (Net)</i>	<i>81%</i>	<i>89%</i>	<i>70%</i>
<i>Not too much/none at all (Net)</i>	<i>19%</i>	<i>11%</i>	<i>30%</i>

8. What do archaeologists' study? Please select all that apply.

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Artifacts	72%	81%	76%	67%
Past cultures	66%	74%	72%	58%
Human remains	62%	70%	69%	53%
Pottery	49%	54%	57%	38%
Dinosaurs	47%	54%	49%	43%
Native people or native societies	46%	52%	52%	38%
Shipwrecks	29%	35%	34%	23%
Written or spoken stories	25%	31%	31%	17%
Insects	15%	19%	17%	12%
Recent American history	12%	N/A	15%	8%
Meteors	11%	17%	12%	10%
Don't know	6%	N/A	2%	11%
None of the above	4%	N/A	3%	5%



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9. Where have you learned about archaeology? Please select all that apply.

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Television	49%	56%	60%	35%
Museums	47%	57%	56%	34%
Classroom or textbooks	47%	58%	54%	38%
Movies	30%	36%	38%	20%
Printed magazines/newspapers	21%	29%	29%	11%
Online news sites	18%	18%	24%	11%
Social media (such as Twitter, Facebook, etc.)	15%	12%	20%	8%
Popular books or novels	15%	25%	21%	8%
Public events/lectures	10%	12%	14%	4%
Parks	10%	13%	14%	4%
Podcasts	7%	4%	10%	3%
Blogs	6%	5%	8%	3%
Video games	6%	4%	9%	3%
Radio	5%	5%	6%	3%
Local societies	5%	5%	8%	2%
Direct participation	3%	4%	5%	1%
Other	3%	5%	4%	3%
I have not learned about archaeology	13%	11%	3%	25%



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10. [Asked if interested in archeology (Q1_1 = 10-4)] Where would you like to learn about archaeology? Please select all that apply.

	Total (N=702)	<i>Total 2018 (N=1,024)</i>	Familiar with Archaeology (N=493)	Not familiar with Archaeology (N=209)
Museums	55%	64%	59%	47%
Television	47%	60%	49%	43%
Movies	30%	30%	32%	26%
Classroom or textbooks	28%	34%	29%	27%
Public events/lectures	26%	32%	29%	18%
Podcasts	24%	14%	27%	17%
Popular books or novels	24%	26%	26%	17%
Online news sites	24%	32%	27%	17%
Print magazines/newspapers	22%	34%	26%	12%
Direct participation	19%	29%	23%	10%
Social media (such as Twitter, Facebook, etc.)	18%	20%	19%	15%
Parks	17%	24%	20%	12%
Local societies	13%	17%	15%	8%
Blogs	11%	12%	13%	5%
Video games	9%	8%	9%	10%
Radio	7%	9%	8%	4%
Other	2%	2%	1%	3%
I do not want to learn about archaeology	5%	3%	3%	11%

11. Have you visited a history-related museum in the past 12 months?

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Yes	32%	36%	41%	20%
No	66%	62%	56%	78%
Not sure	2%	2%	3%	2%



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12. Should students learn about archaeology as a regular part of their school curriculum? If yes, please select all grades you think students should learn about archaeology.

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Yes, in primary/elementary school (K-4th grade)	30%	35%	35%	24%
Yes, in middle school (grades 5-8)	53%	59%	58%	46%
Yes, in high school (grades 9-12)	57%	60%	62%	49%
Yes, in college/university	40%	43%	48%	30%
No, it should not be part of the school curriculum	4%	5%	3%	7%
Not sure	10%	8%	6%	15%
Yes (Net)	86%	87%	91%	79%

13. To what extent do you agree or disagree with the following statements about archaeology?
Please select one response for each statement.

Total Agree Summary

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Archaeology is important to our nation	73%	73%	81%	62%
Archaeology is important to my community	49%	51%	59%	36%
Archaeology is important to my personal life or heritage	49%	54%	62%	31%
Archaeology is important for shaping public policy	41%	46%	51%	28%
Archaeology is important for the economy	40%	40%	48%	30%

a. Archaeology is important to our nation

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	25%	31%	32%	17%
Somewhat agree	47%	42%	49%	45%
Neither agree nor disagree	20%	20%	13%	29%
Somewhat disagree	4%	5%	4%	5%
Strongly disagree	3%	2%	2%	4%
Agree (Net)	73%	73%	81%	62%
Disagree (Net)	7%	7%	6%	8%



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13. To what extent do you agree or disagree with the following statements about archaeology?
Please select one response for each statement. (Continued)

b. Archaeology is important to my community

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	14%	16%	19%	8%
Somewhat agree	35%	35%	40%	28%
Neither agree nor disagree	35%	33%	26%	45%
Somewhat disagree	12%	12%	11%	13%
Strongly disagree	5%	4%	4%	6%
<i>Agree (Net)</i>	49%	51%	59%	36%
<i>Disagree (Net)</i>	16%	16%	15%	19%

c. Archaeology is important to my personal life or heritage

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	15%	19%	21%	7%
Somewhat agree	34%	35%	41%	24%
Neither agree nor disagree	32%	28%	24%	42%
Somewhat disagree	15%	14%	11%	19%
Strongly disagree	5%	5%	3%	7%
<i>Agree (Net)</i>	49%	54%	62%	31%
<i>Disagree (Net)</i>	20%	18%	14%	27%

d. Archaeology is important for the economy

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	11%	9%	16%	5%
Somewhat agree	29%	31%	32%	25%
Neither agree nor disagree	42%	42%	34%	51%
Somewhat disagree	13%	14%	14%	13%
Strongly disagree	5%	4%	3%	6%
<i>Agree (Net)</i>	40%	40%	48%	30%
<i>Disagree (Net)</i>	18%	18%	17%	19%



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13. To what extent do you agree or disagree with the following statements about archaeology?
Please select one response for each statement. (Continued)

e. Archaeology is important for shaping public policy

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	13%	13%	19%	5%
Somewhat agree	28%	33%	33%	23%
Neither agree nor disagree	40%	38%	34%	49%
Somewhat disagree	14%	12%	12%	16%
Strongly disagree	5%	4%	3%	7%
<i>Agree (Net)</i>	<i>41%</i>	<i>46%</i>	<i>51%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>16%</i>	<i>15%</i>	<i>23%</i>

14. [Asked if NOT interested in archeology (Q1_1 = 0-3)] Earlier you stated that you are not interested in archaeology. What are some of the reasons you are not interested in archaeology?
Please select all that apply.

	Total (N=303)	Total 2018 (N=1,024)	Familiar with Archaeology (N=60*)	Not familiar with Archaeology (N=243)
It's not important to me	31%	39%	19%	33%
I've never had the opportunity	29%	27%	27%	30%
I find it boring	25%	27%	20%	26%
I don't have time	23%	22%	37%	19%
It's too complicated	18%	16%	21%	17%
I don't see the value in learning more about it	15%	13%	21%	14%
It's not relevant to my history/family background	12%	15%	20%	10%
I'm not interested in the past	10%	12%	1%	12%
Other	5%	5%	3%	5%

*CAUTION: Small base



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15. To what extent do you agree or disagree with the following statements? Please select one response for each statement.

Total Agree Summary

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
There should be laws to protect American archaeological sites or artifacts	77%	82%	71%	75%
Preserving archaeological sites should be a priority of the US government	64%	63%	63%	64%
Government funding for the discovery and protection of archaeological sites should be increased	55%	54%	56%	56%
I am concerned that archaeological sites aren't being protected well enough by the government	52%	60%	50%	51%

a. There should be laws to protect American archaeological sites or artifacts

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	37%	43%	46%	24%
Somewhat agree	40%	39%	38%	44%
Neither agree nor disagree	18%	15%	11%	27%
Somewhat disagree	3%	2%	2%	4%
Strongly disagree	2%	1%	2%	1%
<i>Agree (Net)</i>	<i>77%</i>	<i>43%</i>	<i>84%</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>5%</i>	<i>39%</i>	<i>5%</i>	<i>5%</i>

b. Government funding for the discovery and protection of archaeological sites should be increased

	Total	Total 2018	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	21%	21%	27%	13%
Somewhat agree	34%	33%	39%	28%
Neither agree nor disagree	33%	35%	23%	46%
Somewhat disagree	9%	8%	9%	9%
Strongly disagree	3%	4%	2%	5%
<i>Agree (Net)</i>	<i>55%</i>	<i>54%</i>	<i>66%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>11%</i>	<i>11%</i>	<i>13%</i>



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15. To what extent do you agree or disagree with the following statements? Please select one response for each statement. *(Continued)*

c. I am concerned that archaeological sites aren't being protected well enough by the government

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	18%	24%	23%	10%
Somewhat agree	34%	36%	41%	26%
Neither agree nor disagree	36%	31%	26%	50%
Somewhat disagree	8%	6%	7%	10%
Strongly disagree	3%	3%	2%	5%
<i>Agree (Net)</i>	52%	60%	65%	36%
<i>Disagree (Net)</i>	11%	9%	9%	14%

d. Preserving archaeological sites should be a priority of the US government

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Strongly agree	25%	27%	32%	15%
Somewhat agree	39%	36%	41%	36%
Neither agree nor disagree	25%	28%	16%	36%
Somewhat disagree	8%	7%	7%	9%
Strongly disagree	3%	2%	3%	4%
<i>Agree (Net)</i>	64%	63%	73%	52%
<i>Disagree (Net)</i>	11%	10%	10%	13%

16. Which of the following statements comes closest to your opinion, even if neither is completely right?

	Total	<i>Total 2018*</i>	Familiar with Archaeology	Not familiar with Archaeology
The United States should set aside more land associated with archaeological sites as protected territory	80%	21%	82%	78%
The United States should reduce the amount of land set aside as protected territory, even if the land has a significant connection to the past.	20%	6%	18%	22%
In between both options	<i>N/A</i>	<i>73%</i>	<i>N/A</i>	<i>N/A</i>

**Note: Previous version of survey in 2018 allowed for a sliding scale response. The 2023 survey asked respondents to choose one of the two options.*



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17. Please select one response for each question.

a. Are you employed in or studying an archaeology-related field?

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Yes	5%	3%	6%	5%
No	91%	96%	92%	90%
Not sure	3%	1%	2%	4%

b. Have you ever visited an archaeological site?

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Yes	35%	34%	44%	22%
No	58%	61%	49%	71%
Not sure	7%	5%	7%	7%

c. Have you ever participated in an archaeological dig or laboratory work?

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Yes	9%	6%	11%	6%
No	88%	92%	86%	91%
Not sure	3%	3%	3%	3%

18. [Asked if answered no or unsure to all statements in Q17] Would you be interested in participating in archaeological work?

	Total (N=672)	<i>Total 2018 (N=1,024)</i>	Familiar with Archaeology (N=312)	Not familiar with Archaeology (N=360)
Yes	40%	41%	60%	21%
No	35%	36%	21%	48%
Not sure	25%	24%	19%	31%

19. Are you currently registered to vote?

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Yes	87%	85%	89%	84%
No	10%	10%	8%	12%
I am not eligible	2%	2%	2%	3%
Don't know / Do not wish to answer	1%	3%	1%	1%





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20. Sometimes things come up and people are not able to vote. In the November 2020 election, did you happen to vote?*

	Total	<i>Total 2018</i>	Familiar with Archaeology	Not familiar with Archaeology
Yes	76%	76%	79%	72%
No	20%	19%	17%	22%
I am not eligible	2%	2%	1%	3%
Don't know / Do not wish to answer	3%	2%	2%	3%

*Previous version of survey in 2018 asked about 2016 election





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About the Study

These are the findings of an Ipsos poll conducted on behalf of the Society for American Archeology, the Society for Historical Archaeology, the Archaeological Institute of America, the National Park Service, the Bureau of Land Service, and the Peabody Institute of Archaeology between January 17-18, 2022. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, and region.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.3 percentage points).





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com