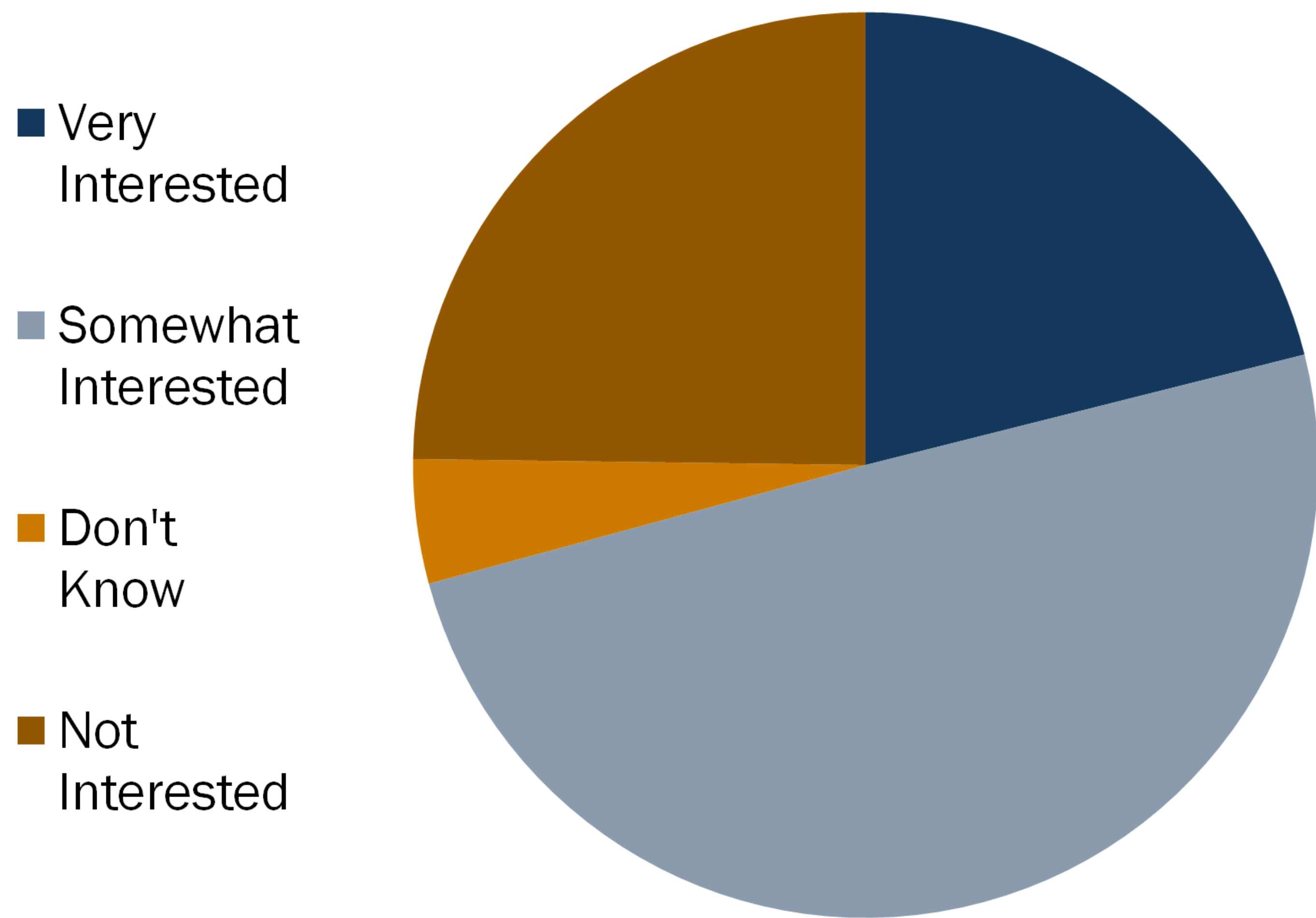


Public Attitudes toward Archeology in Texas

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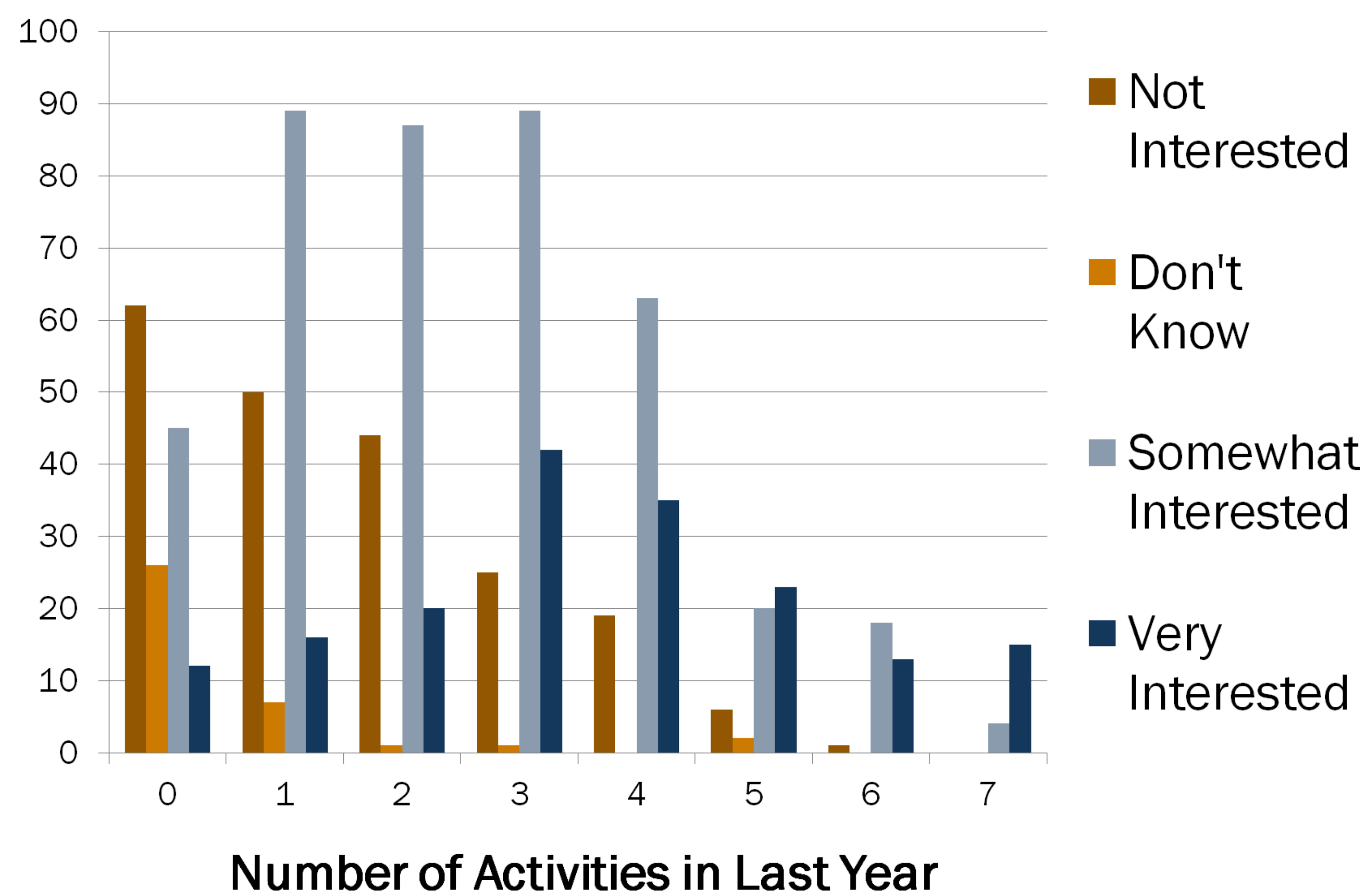
In November 2016, TxDOT commissioned an internet-based survey of public attitudes about archeology and its environmental program. This survey sampled 835 individuals, drawn from a wide cross-section of demographic groups in Texas.

Interest in Archeology



Question	Yes	No	Unsure	POSITIVE (Strong, Somewhat)	NEGATIVE (Somewhat, No)	Net Impact
17. Traveled more than 30 minutes to visit an archeological or historical site or museum?	38%	58%	4%			
18. Spent more than 30 minutes on a website studying an archeological site or historical place or event or listened to a history or archeology podcast?	27%	69%	4%			
19. Traveled more than 30 minutes to visit a state or national park to hike or observe nature.	48%	49%	3%			
20. Watched a TV show focused on history, like the ones they show on the History Channel or National Geographic Channel?	71%	26%	3%			
21. Subscribed to a magazine focused on archeology or history?	11%	86%	3%			
22. Attended an academic lecture by a historian or archeologist?	10%	87%	3%			
23. Gone to the movie theater to see a film depicting a historic event?	33%	63%	4%			
(End randomization)						
24. How important is it to you that we honor (Version X: our history / Version Y: Texas history)?	Ver X: 60% Ver Y: 59% Total: 64%	27% 35% 31%	1% 4% 3%	3% 2% 3%		
Please indicate if each of the following items of information gives you a strong positive, somewhat positive, somewhat negative or strong negative impression of TxDOT, the Texas Department of Transportation. (Randomize questions)						
25. TxDOT provides educational tools and publications for school-age children to learn about important environmental issues such as recycling, endangered species, air quality, water quality and Texas rocks and fossils.				50% 32% 82%	6% 2% 8%	10% +74%
26. TxDOT works with 26 federally recognized American Indian tribes to ensure American Indian sites are protected during construction projects.				49% 32% 81%	6% 2% 8%	11% +73%
27. TxDOT is responsible for some of the most significant prehistoric archeological discoveries in Texas, including the "Leanderthal Lady" (Version A: one of the oldest pieces of evidence of human life in North America, found near Leander, Texas. / Version B: a prehistoric woman dated back 11,000 years ago who lived in the area now known as Leander, TX).	Ver A: 45% Ver B: 42% Total: 44%	31% 38% 34%	77% 89% 78%	0% 5% 0%	2% 2% 2%	8% 7% 14% +70% +73% +71%
28. TxDOT conducted over 1,000 archeological investigations and accounts for approximately 40% of all permitted archeological excavations conducted in Texas. (Ver A: These studies are enabling researchers to study the prehistory and history of Texas. / Ver B: TxDOT presents the results of this work to the public in technical research reports.)				Ver A: 44% Ver B: 39% Total: 42%	34% 42% 38%	78% 80% 79%
29. TxDOT understands that we have a duty to protect and share stories of our state's rich past. That's why TxDOT uses on-staff archeologists and works with Universities across the state to help researchers access materials unearthed during construction projects.				46% 35% 81%	6% 2% 8%	11% +73%
30. Through its environmental review process, TxDOT uncovered evidence and information about the lives of freed Texas slaves (Ver Y: following emancipation in the late 1800s).				Ver X: 37% Ver Y: 41% Total: 39%	37% 38% 37%	73% 78% 76%
31. On every construction project, TxDOT conducts a study that evaluates what areas of archeological and historical significance will be impacted and if alternatives will lessen the impact. If an impact cannot be avoided, they work to document and protect the contents of the site.				43% 38% 81%	6% 3% 9%	11% +72%
32. Version A: Trusts bridges are the oldest type of bridge and are becoming extinct. In 1982, 1,000 remained and today we are down to only 140 such bridges. TxDOT is working to come up with solutions for the remaining trusts bridges in our state so every Texan can enjoy these historical wonders. / Version B: TxDOT understands historic rural downtown squares are a rich part of the history of Texas. That's why they regularly work with local officials and preservation experts to ensure our transportation needs are met while considering the impact on these historic treasures.	Ver A: 47% Ver B: 46% Total: 47%	34% 41% 37%	81% 82% 84%	7% 5% 1%	1% 0% 1%	8% 4% 6% +73% +64% +78%
33. TxDOT conducts studies of vegetation and species prior to any construction project and works to re-route the project to (Ver X: minimize, avoid or make up for impacts / Ver Y: protect plant life). It also plants natural vegetation along the state's highways.	Ver X: 43% Ver Y: 41% Total: 42%	38% 36% 36%	81% 81% 81%	6% 7% 2%	1% 4% 2%	7% 11% 9% +74% +69% +72%
34. TxDOT considers whether its projects may affect cemeteries, whether prehistoric or historic. When cemeteries or unmarked burials are discovered, TxDOT takes steps to avoid or relocate the burials.				47% 35% 81%	6% 2% 8%	10% +73%
35. Through its work, TxDOT makes great discoveries in Texas. For example, in 1953, during the construction of I-35, TxDOT uncovered the Inner Space Cavern in Georgetown, one of the largest natural caves in Texas.				51% 33% 84%	4% 1% 5%	10% -70%

This data can be used to define audiences. The number of history- and archeology-related activities people participated in varies by their interest in archeology.



The data identify three different groups: people with no interest, people with interest who engage at a low level, and people with interest who engage at a high level.

Audience	History TV Show		Travel to Visit Park		Movie on Historical Event		Travel to Visit Site, Museum		Archeology or History Internet		Archeology or History Magazine		Archeology or History Lecture	
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
No Interest	111	133	169	75	190	54	193	51	225	19	236	8	237	7
Low Engagement	115	154	216	53	231	38	241	28	236	33	260	9	265	4
High Engagement	16	306	42	280	140	182	79	243	159	163	250	72	249	73

