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.

These data can be used to define audiences. The number of history- and archeology-related activities in which people participated varies with their initial 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.