

Museums and Artefacts Poll

PeoplePolling

About the Survey

Client: Policy Exchange

Fieldwork Period: February 23, 2023

Sampling Method: Online

Population Sampled: All adults (18+) in Great Britain

Sample Size: 1,101

Data Collection: The data is acquired from a panel provider offering participants the chance to win money. The sampling relies on an online quota approach. Specifically, participants are sampled to meet Office of National Statistics quotas for gender, age, region, socio-economic group, vote in the 2019 general election, and vote in the 2016 Brexit referendum. No criteria are used to over- or undersample respondents. To ensure the polling is representative of the target population, we use official and reliable data sources to match the sample to demographic population targets.

Weighting: The sample has been weighted to be representative of the population on the following variables: gender, age, socio-economic group, region, vote in the 2019 General Elections and 2016 Brexit referendum vote.

Contact: info@peoplepolling.org

Additional Information: PeoplePolling is a member of the [British Polling Council](#) (BPC) and abides by its rules.

Museums and Artefacts Poll

PeoplePolling

Q2. Which of the following factors do you think are most important when deciding where artefacts of historic importance should be displayed? [Choose up to three]

	Gender			Age Group				Social Grade				Region					General Elections 2019			Brexit Ref 2016	
	National	Female	Male	18-24	25-49	50-64	65+	AB	C1	C2	DE	London	Midlands/ Wales	North	Rest of South	Scotland	Con	Lab	Lib Dem	Leave	Remain
Unweighted	1101	561	540	114	478	274	235	250	342	233	276	132	339	271	263	96	326	238	87	413	385
Weighted	1101	548	553	117	454	270	260	258	339	233	271	159	303	279	263	97	338	239	90	417	397
They should be freely open to the public.	33%	24%	42%	25%	28%	38%	40%	39%	35%	31%	27%	33%	35%	34%	32%	29%	36%	37%	46%	35%	40%
They should be in the location that will allow the greatest number of people to see them.	22%	19%	26%	16%	15%	26%	34%	26%	24%	20%	20%	28%	20%	23%	24%	16%	31%	22%	33%	28%	23%
They should be in the institution best able to display them in an educational way.	22%	21%	23%	21%	21%	19%	27%	23%	25%	20%	18%	25%	24%	19%	22%	19%	23%	24%	26%	23%	24%
They should be in the institution most likely to preserve them for the long term.	26%	25%	27%	30%	25%	29%	25%	28%	25%	28%	24%	32%	27%	21%	27%	25%	31%	27%	31%	30%	27%
They should remain where they are currently, and have been for a long time.	6%	6%	5%	11%	5%	5%	5%	6%	5%	6%	5%	6%	7%	4%	5%	5%	7%	5%	2%	7%	4%
They should be in an institution belonging to the ethnic or national grouping which originally created them.	21%	22%	20%	31%	22%	18%	18%	28%	25%	15%	16%	28%	19%	19%	19%	31%	12%	32%	33%	12%	33%
They should be in the institution which first excavated or legally purchased them.	8%	7%	9%	13%	6%	11%	8%	9%	8%	8%	8%	10%	7%	7%	8%	13%	11%	8%	9%	10%	8%
None of the above	8%	9%	8%	11%	11%	7%	3%	4%	9%	9%	11%	3%	9%	12%	8%	8%	5%	7%	3%	8%	5%
Prefer not to say	21%	25%	17%	18%	26%	18%	16%	22%	17%	24%	22%	20%	20%	21%	21%	23%	18%	17%	16%	19%	17%

