

Public Perceptions of Heritage 2018

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This research was commissioned to provide an updated understanding of public perception of heritage and how it is valued.

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This report presents the findings from a nationally representative survey of over 10,000 UK adults. It supported the Heritage Lottery Fund (HLF) with strategic planning for the 2019-2024 period.

Key findings:

The importance of heritage

The two most popular reasons why heritage matters to people are that:

- it helps them to learn from the past (62%)
- it preserves important things (61%)

The most engaged groups

The groups that are the most engaged in heritage are older people, ABC1s, those from a white ethnic background and women.

Notably, 45% of those aged 65 and over say heritage matters to a large/very large extent in comparison to just 14% of 16-24 year olds.

The most important aspects of heritage

The aspects of heritage with the highest levels of support are:

- museums/libraries/archives (83%)
- historic buildings/monuments (82%)
- land/natural heritage (81%)

Issues for heritage to address:

- environmental sustainability
- economic growth
- community development
- social inclusion