Awareness and Understanding of Irish Heritage

Prepared for The Heritage Council

April 2015

Prepared by: Elaine Sloan
Research objectives

- The purpose of the study is to investigate the public’s level of awareness and understanding of heritage drawing comparisons where possible on previous survey comparisons (1999 and 2004).
- An additional objective was to evaluate the public’s perception of the value of heritage to the economy and society.
- The Heritage Council has a responsibility under the Heritage Act 1995 to understand public opinion so that they can propose policies and priorities for our national heritage.
- The survey detail covered:
  - Awareness and understanding of heritage
  - Importance of heritage in Ireland
  - Awareness of bodies responsible for heritage
  - Understanding of current means of protecting heritage
  - Sources of information on heritage
  - Incidence of involvement in heritage conservation and/or education
  - What economic value does the Irish public place on heritage in Ireland?
  - What health value does the Irish public place on heritage in Ireland?
The research programme involved two phases.

- A survey among a nationally representative sample of adults 16+.
- A qualitative module among relevant life stage segments.

Fieldwork on the project took place between the 7th and 20th of April, 2015 for the Barometer survey. The groups were conducted between the 31st of March and 13th of April, 2015.

The survey updated a series of questions that were posed in a similar fashion to a similar audience in 1999 and 2004. Trending information from this survey will be included in this report.

The qualitative module investigated understanding and interest in heritage from a life stage perspective as well as exploring awareness of Heritage Week and whether this formed an element of their consciousness in relation to culture and heritage.
The specification for the qualitative module is set out below.

<table>
<thead>
<tr>
<th>Group</th>
<th>Lifestage</th>
<th>Region</th>
<th>Social Class</th>
<th>Pre-task Find Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Family children under 12</td>
<td>Kilkenny</td>
<td>C1C2</td>
<td>Wildlife Habitats</td>
</tr>
<tr>
<td>2</td>
<td>Family children over 12</td>
<td>Dublin</td>
<td>C1C2</td>
<td>Landscapes/seascapes</td>
</tr>
<tr>
<td>3</td>
<td>Empty nesters</td>
<td>Dublin</td>
<td>C1C2</td>
<td>Archaeology</td>
</tr>
<tr>
<td>4</td>
<td>Pre-family</td>
<td>Sligo</td>
<td>C1C2</td>
<td>Landscapes/seascapes</td>
</tr>
</tbody>
</table>

Respondents were also pre-tasked to ask them to search online for new and interesting information about landscapes, architecture and wildlife as a means of understanding what websites surfaced and whether the information engaged them in any way.
1. There are a number of societal changes taking place in Ireland that are immediately evident to people.

| Multi-national; Multi-culturalism. Non Irish people have moved and settled here. | • We are exposed to other cultures making us think more about what it is that makes us Irish.  
• Makes us prouder of our own cultural heritage.  
• Not always viewed in a positive light.  
• Concern about ability to get work arising (Irish young people may have to leave). |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Weak community spirit</td>
</tr>
<tr>
<td>Less engagement with the Catholic religion</td>
</tr>
<tr>
<td>More being made of our ‘natural heritage’</td>
</tr>
</tbody>
</table>
| A ‘Food’ heritage is in its development phase. | • More and interesting restaurants.  
• Celebrity chefs.  
• Food markets.  
• Irish people more interested in food |
• There are many who believe that community spirit was lost during the Celtic Tiger years.
• However, the recession helped bring some of that spirit back.
• Notwithstanding that, the key ‘touch points’ that provide the opportunity for community involvement tend to be life-stage related.
  ▪ Schools/local events at school.
  ▪ Sport, particularly GAA and the GAA community.
• Many involve themselves in their community through financial support for a cause, rather than doing anything physically to help themselves.
• Overall it would seem that rural Ireland may have the edge in this regard.
  ▪ There is always a cause to support – usually a local one
  ▪ There is always an event where funds are collected for something or someone.
1 Changes in Irish Society: Our heritage

- Importantly, in the context of our culture and heritage there is a sense that Ireland is getting better at recognising and preserving historical sites and items.
- There is better media coverage of any new historical ‘finds’ and higher levels of promotion of any new developments:
  - Céide Fields
  - Wild Atlantic Way
  - Green Way
- And there will always be media coverage if something of historical value to the nation is under siege. In this context, there will be groups of people who will protest.
2 What is understood by heritage
The concept of heritage elicits a variable range of ‘territories’ of which the central tenet is one of conservation or preservation.

Heritage?

“Old buildings, historical sites, castles, churches”

“Language”

“National parks, places of recreation”

“Our history, genealogy”

“Family history, ancestry and stories”

“Tourist attractions”
Heritage is effectively the History of Ireland and our culture. Our understanding of what this stands for has improved over the last decade although how it is described continues to be broad ranging rather than having a singularity of theme.

Q.1 What if anything, do you understand by, or think of Heritage? What sort of things do you associate with Heritage?

Baes: All adults - 1005
The term **Heritage** is a ‘fat’ word

- What we found from the discussion groups is that it is difficult for people to articulate and be confident that they have a clear understanding of precisely what is covered under ‘heritage’. They know it has a lot to do with our history and for them that tends to be led by our ‘built’ heritage rather than our natural heritage.

**Our ‘Built’ Heritage dominates the picture**
- Monuments
- Castles
- Historical sites

**Our ‘Natural’ Heritage is less visible in the context of heritage**
- Landscape
- Seascapes
The term **Heritage** is a ‘fat’ word

- However, in reality the **Heritage that has meaning** for people probably has four elements to it.

1. **Our ‘Built’ Heritage**
   - Monuments
   - Castles
   - Historical sites
   - Architecture
   - Buildings
   - Churches
   - Country house

2. **Our ‘Cultural’ Heritage**
   - Language
   - Music
   - Dance
   - Sport
   - Food
   - Religion

3. **Our ‘Personal’ Heritage**
   - Personal family stories
   - Knowledge
   - The way things were done in their homes for generations

4. **Our ‘Natural’ Heritage**
   - Landscape
   - Seascapes
   - Wildlife
   - Flora & Fauna

- What neither of these ‘territories’ naturally include and which are seen as extremely important within the remit of Heritage are:
As people age the importance of heritage to them increases and can be more emotionally driven.

- As people get older they do seem to engage more at a **personal** level with their history and heritage:
  
  "It makes you feel connected"
  
  "This is part of me and I am part of it, which is just as important"

- Older people are also more likely to be sensitive to the ‘negative’ imagery of our Irish heritage.
  
  "We hear it every day. They are young people and they are drinking. It’s part of our culture. It’s part of our heritage. We have a drinking culture"

- When the stories have a personal dimension, they can really inspire interest.
  
  "My grandfather told me stores about the war. If you fell asleep in the trenches, you died because the gas was heavier than the air. The stories he used to tell us."
Many things are considered ‘definitely’ part of our National Heritage when individually considered.

Base: All adults – 1,005

Q2 I am going to read out to you a number of things that may or may not be described as National Heritage. I would like you to tell me whether or not you would include them as part of our National Heritage by allocating each to the following categories: Definitely part of our National Heritage, To some extent regarded by you as part of our National Heritage, You are not sure whether or not it should be regarded as part of our National Heritage, Definitely not part of our National Heritage.
People were and continue to be very definitive about their ‘categorisation’ of what constitutes heritage when prompted. Some minor improvements evident regarding our built heritage.

<table>
<thead>
<tr>
<th></th>
<th>1999</th>
<th>2004</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Castles</td>
<td>86</td>
<td>82</td>
<td>80</td>
</tr>
<tr>
<td>Pre Historic Sites</td>
<td>80</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Monuments</td>
<td>78</td>
<td>72</td>
<td>76</td>
</tr>
<tr>
<td>Archaeological Objects</td>
<td>73</td>
<td>71</td>
<td>72</td>
</tr>
<tr>
<td>Architecture</td>
<td>61</td>
<td>61</td>
<td>68</td>
</tr>
<tr>
<td>Churches</td>
<td>57</td>
<td>59</td>
<td>67</td>
</tr>
<tr>
<td>Heritage Gardens</td>
<td>69</td>
<td>65</td>
<td>63</td>
</tr>
<tr>
<td>Country Gardens</td>
<td>51</td>
<td>49</td>
<td>62</td>
</tr>
<tr>
<td>Geology</td>
<td>53</td>
<td>50</td>
<td>55</td>
</tr>
</tbody>
</table>

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Base: All adults 1005
Q2 I am going to read out to you a number of things that may or may not be described as National Heritage. I would like you to tell me whether or not you would include them as part of our National Heritage by allocating each to the following categories: Definitely part of our National Heritage, To some extent regarded by you as part of our National Heritage, You are not sure whether or not it should be regarded as part of our National Heritage, Definitely not part of our National Heritage. Base: All adults 1005
Perceived importance of heritage
There is no doubt that Irish citizens believe it is extremely important to protect our national heritage and so at that surface level at least, they are interested.

From the discussions, it was evident that preserving and conserving things that have a cultural or heritage value was considered extremely important to them.

Many parents want their children to feel grounded and part of something bigger than just their own family. Understanding history both at a national and personal level can provide that grounding and understanding.

As such, it is not surprising to find that two thirds of all adults believe it is very important to protect our heritage. 93% believe it is very or fairly important.
The perceived importance of protecting our heritage has increased significantly in the last decade.

### ALL ADULTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Very Important</th>
<th>Fairly Important</th>
<th>Not Very Important</th>
<th>Not at All Important</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>46%</td>
<td>40%</td>
<td>6%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>2004</td>
<td>55%</td>
<td>35%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>2015</td>
<td>62%</td>
<td>31%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Very Important - GENDER

- **Male**
  - 1999: 47%
  - 2004: 54%
  - 2015: 60%
- **Female**
  - 1999: 45%
  - 2004: 57%
  - 2015: 63%

### Very Important - SOCIAL CLASS

- **ABC1**
  - 1999: 54%
  - 2004: 62%
  - 2015: 66%
- **C2DE**
  - 1999: 41%
  - 2004: 50%
  - 2015: 57%

### Very Important - AGE

- **34**
  - 1999: 49%
  - 2004: 59%
  - 2015: 66%
- **35+**
  - 1999: 42%
  - 2004: 50%
  - 2015: 55%

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Q4 Which of these statements best describes how important or not it is to protect our Heritage?

`Base: All adults 1005`
Majority believe each city and townland has its own character, individuality and heritage.

- Respondents could easily identify with the concept that each city has its own individuality and aspects that set it apart from other cities and towns in the country.
- People in Kilkenny are proud of the historic medieval city.
- They are also proud of the City Centre itself.
  - Voted friendliest city in the country.
  - The old city centre has retained its character – small shops and businesses – not the multi-national stores of Dublin, Cork and even Waterford.
  - A ‘walkable’ city.
  - Also, there is a lot of natural heritage, protected lakes, parks, etc.
- People in Sligo could relate to this concept also, being famous as Yeats country and having beautiful mountains and seascapes to offer.
- Sligo people were less enthusiastic about their City Centre, believing it had been hard hit in the recession and lacked a real soul now.
- Dubliners tended to see the city as a modern city that has preserved much that is important (Trinity, GPO, Kilmainham Jail, Christ Church Cathedral, etc).
- They were however less likely to see ‘and think of heritage’ impacting at their local level.

Still majority are fully conscious that this individuality is important not only of itself but because it has an economic value for tourism and therefore people’s livelihoods.
Q12 I am going to read out some statements people have made in relation to Heritage, using one of the phrases which ones do you agree with?

- Heritage should be protected: 94%
- I am proud of my Heritage in Ireland: 87%
- Heritage protection is everyone's responsibility: 85%
- The school should play a more Active role in Heritage education: 83%
- The government should offer incentives to people to encourage Heritage protection: 82%
- There should be more information available on Heritage in Ireland: 74%
- I would like to know more about Heritage in Ireland: 70%
- No matter how much money it costs our Heritage should be protected: 70%
- Heritage is protected for the tourists' benefit: 66%
- People should be penalised for not preserving Heritage: 60%
- Our Heritage is aimed at foreign visitors: 59%
- Taxpayers money should be used to fund Heritage protection: 51%
- I am too busy to be involved in Heritage: 50%
- I intend becoming more involved with Heritage when I’m older: 36%
- I am familiar with the laws used to protect our National Heritage: 36%
- The government spends to much money on Heritage in Ireland: 22%
- I am actively involved with heritage at a local level: 19%
- I am a member of a local Heritage/history society: 11%
General attitudes to Heritage - Strongly agree (1)

Clearly the protection of our heritage is becoming more important to people

Q12 I am going to read out some statements people have made in relation to Heritage, using one of the phrases which ones do you agree with?
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- People should be penalised for not preserving Heritage
- I am too busy to be involved in Heritage
- Our Heritage is aimed at foreign visitors
- Taxpayers money should be used to fund Heritage protection
- I intend becoming more involved with Heritage when I'm older
- I am familiar with the laws used to protect our National Heritage
- The government spends to much money on Heritage in Ireland
- I am actively involved with heritage at a local level
- I am a member of a local Heritage/history society
- I intend becoming more involved with Heritage when I'm older

Strongly agree (2):
- Protecting our heritage is important but there is a reluctance to see taxes going towards it
- People should be penalised for not preserving Heritage
- Taxpayers money should be used to fund Heritage protection

4 What inspires interest?
Interest in heritage at any level increases as people age

“Not much bothered, I have too many other interesting things to keep me occupied.”

“Is there something in this that could interest the children? Would it be free to go?”

“I am very interested to know how I, my family and everything else fits into this world.”

Heritage is Very Important - 2015

Q3 Could you tell me how interested you are in the following, using one of the phrases on this card?
Interest, particularly in our ‘built’ heritage can be ignited, if a commercial entity feels they can take it away from commercial benefit.

People will stand up for heritage or people if they believe something is being removed just for the sake of ‘progress’ or some commercial benefit to others.

The Kilkenny people strongly objected to the demolition of a very old bridge to make way for an efficient new one. They wanted to protect it for themselves and the tourists.
But enthusiasm and principle can also be short term or fickle...

“There was a lot of support for people who were out picketing but they build the bridge anyway and in 5 or 10 years time, it will be totally forgotten about.”

“Younger people will never know it was there to begin with.”
People can be more easily enthused to visit and use places where our ‘built’ or ‘natural’ heritage has been preserved, restored and then promoted.

- Young families are keen to find new places to go and visit as a family. For this target group, there must be some aspect that gives freedom to children.
- As such while kids can be and will be interested in ‘historic’ elements, they also need to run, play and be fed!
At a community level, people can also be enthused to the level of involvement through either ‘pride’ or a ‘competitive’ spirit.

- Majority note that people happy to participate if asked and importantly if it doesn’t take ‘too much effort’.
- Community spirit does kick in once others can see others are helping too. They are enthused by others.
Older adults have a tendency to assume that people will be natural more inquisitive about something in their past, rather than being interested in everything

- So if you came from a Quaker family, you are more likely to be interested in all things Huguenots
- Other people have an interest in the Irish Language or music because of their family experiences
- If a father was a stone mason, you might be interested in granite buildings and wonder did their father work on that building
- Some have an interest in the war etc.

Ultimately, interest is a bit like of a mosaic where all the pieces join up to make something that is all part of our national heritage.
At a national level, interest levels in things ‘heritage’ stand at about 1 in 5 across most elements.

**Archaeological Objects**

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>20%</td>
</tr>
<tr>
<td>Fairly interested</td>
<td>39%</td>
</tr>
<tr>
<td>Neither interested nor disinterested</td>
<td>15%</td>
</tr>
<tr>
<td>Not very interested</td>
<td>18%</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Who?**

- Equal gender balance
- No kids at home (usually linked to an empty nester profile)
- Over 35
- Middle class and farming
- Dublin and the West/North Coast
- Family teen and empty nester

**Archaeological Heritage**

<table>
<thead>
<tr>
<th>Interest Level</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>20%</td>
</tr>
<tr>
<td>Fairly interested</td>
<td>42%</td>
</tr>
<tr>
<td>Neither interested nor disinterested</td>
<td>14%</td>
</tr>
<tr>
<td>Not very interested</td>
<td>17%</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Who?**

- Equal gender balance
- No kids at home (usually linked to an empty nester profile)
- 35-50 & 65+
- Middle class and farming
- Dublin and West/North Coast
- Family teen and empty nester

**What heritage includes**

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>19%</td>
</tr>
<tr>
<td>Fairly interested</td>
<td>43%</td>
</tr>
<tr>
<td>Neither interested nor disinterested</td>
<td>15%</td>
</tr>
<tr>
<td>Not very interested</td>
<td>16%</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Who?**

- Equal gender balance
- No kids
- Over 35
- Farming in particular
- Connaught/Ulster
- Rural
- Family teen and empty nester

**The means by which heritage is protected**

<table>
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<tr>
<td>Not at all interested</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Who?**

- Slight female bias
- No kids
- Over 35
- Farming in particular
- Connaught/Ulster
- Family teen and empty nester
- Slightly more rural
## Interest levels in things ‘heritage’

### Heritage Protection and Preservation

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>19</td>
</tr>
<tr>
<td>Fairly interested</td>
<td>40</td>
</tr>
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<td>16</td>
</tr>
<tr>
<td>Not very interested</td>
<td>17</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>7</td>
</tr>
</tbody>
</table>

**Who?**
- Slightly more female
- No kids in home
- Over 35
- Farming and middle class
- More rural
- Family teen and empty nester

### Reading about Heritage Issues

<table>
<thead>
<tr>
<th>Interest Level</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>15</td>
</tr>
<tr>
<td>Fairly interested</td>
<td>39</td>
</tr>
<tr>
<td>Neither interested nor disinterested</td>
<td>13</td>
</tr>
<tr>
<td>Not very interested</td>
<td>24</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>10</td>
</tr>
</tbody>
</table>

**Who?**
- A little more male
- Slightly more likely not to have kids in home
- Over 50
- Farming and middle class
- Connaught/Ulster
- Family teen and empty nester

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**Much the same audience for all aspects of ‘heritage’...**
Q3 Could you tell me how interested you are in the following, using one of the phrases on this card?

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>14%</td>
</tr>
<tr>
<td>Not very interested</td>
<td>14%</td>
</tr>
<tr>
<td>Not at all interested</td>
<td>6%</td>
</tr>
</tbody>
</table>

Who?
- Equal gender balance
- Broadly similar across all age groups
- Only slightly more middle class
- Broadly spread across the country
- Single, Family teens and Empty Nesters over-index
Wildlife heritage has greater potential to motivate broader levels of interest

“Very interested in reading about heritage issues”
15%

There is a ‘softer’ level of interest at 39% which is still positive. It means that there are about half a million enthusiasts and 1.4 million people who demonstrate some interest.

“Very interested in wildlife”
43%

The stark contrast here is that there are almost 1M people are very interested in wildlife with a further 1.4M fairly interested.

As a route to engaging the public, this suggests that wildlife heritage and an agenda in this area would inspire greater interest.
Wildlife is also more interesting for younger and working class adults who tend to be less interested overall.

In terms of intensity, interest levels in many cases are almost twice as high for wildlife relative to anything else for these groups.

Suggests that in order to broaden interest levels to younger and non working class adults, wildlife has greatest potential.

Q3: Could you tell me how interested you are in the following, using one of the phrases on this card?
5 Who is responsible for looking after our heritage
Who looks after our heritage?

- Qualitatively, there is little evidence to suggest that people really know who looks after aspects of our Irish heritage.

  - "The OPW is the main one I think."
  - "The State"
  - "Archaeological Society?"
  - "Planning Authority. Bord Pleanala?"
  - "...Old people who are interested in this!"
  - "Very few would be interested."
Any organisation with the word ‘heritage’ in it is responsible!

- In the survey, people seemed considerably more likely to nominate what they deemed to be the ‘correct’ organisations.
  - Department of the Arts, Heritage and the Gaeltacht (39%)
  - Department of the Environment & Local Government (22%)
  - The Heritage Council (19%)

- This suggests that when people see a list of possible organisations, they will select the most logical one.

- Older adults who were somewhat more interested in preserving our history suggested that the task of preserving our heritage is undertaken by too many different departments.

- There was an acceptance that a variety of different ‘voices’ should be heard but these older adults argued that there should be one single body to oversee everything – so that there is one clear strategic objective guiding all decisions. The example used is the National Trust in the UK – who seem to look after most things of cultural interest for them.
Importantly despite being conscious of higher levels of activity around ‘conservation’, few believe they should have a personal role or a involvement in this development.

● There is a clear assumption that ‘someone else’, mainly those in a Government department ‘will look after it’.

“Who? Me?? Oh no. Sure that’s the job of the State or someone like that!”

“We should probably be more involved, but we just assume someone else will look after it”

“Our job is to enjoy it!”
Government bodies have responsibility for heritage in Ireland

- The list of bodies who might be responsible for Heritage in Ireland has changed and so direct comparison are not entirely possible. At a broad level, not much has really changed.

### Q7 What organisations do you think is responsible for Heritage Ireland?

<table>
<thead>
<tr>
<th>2004</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept of Environment and Local Government</td>
<td>33</td>
</tr>
<tr>
<td>The Heritage Council</td>
<td>18</td>
</tr>
<tr>
<td>Office of Public Works</td>
<td>9</td>
</tr>
<tr>
<td>An Taisce</td>
<td>7</td>
</tr>
<tr>
<td>Don't know</td>
<td>21</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2015</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept of Arts, Heritage and Gaeltacht</td>
<td>39</td>
</tr>
<tr>
<td>Dept of Environment and Local Government</td>
<td>22</td>
</tr>
<tr>
<td>The Heritage Council</td>
<td>19</td>
</tr>
<tr>
<td>An Taisce</td>
<td>15</td>
</tr>
<tr>
<td>Office of Public Works</td>
<td>11</td>
</tr>
<tr>
<td>Don't know</td>
<td>29</td>
</tr>
</tbody>
</table>
6 Barriers to involvement
The main barrier to involvement in being more active about heritage is time but we have also become used to others doing it for us!

- Time
- Expertise and knowledge
- Interest
- Someone else will do it
- A slight selfishness and self absorption
The value of heritage
There are two key benefits
1: Tourist Economic Value
2: Pride and Understanding where we came from

- Majority are clear that preserving, nurturing and developing our heritage is an important part of ensuring a **healthy tourist business**. This clearly has an economic value to it.

- Most recognise that certain town and parts of the country will have a stronger tourism angle than others.

- The concept of heritage having a ‘**health**’ value is **not spontaneously evident to people** although they can recognise it (rest and recreation) when the concept is presented to them.

- In addition to the economic value, there is also value accruing to understanding our heritage through ..
  - **Pride**, pride in being Irish.
  - **A sense of belonging**, who we are.
  - **Learning from the past** and not repeating it in the future (Northern Ireland, drinking, abuse in the Church, the abuse by the politicians, corruption).
Key benefits thought to be helping us understand where we came this. This is growing in importance for us.

Q5 What do you consider the benefits, if any, of protecting our Heritage? Baes: All adults 1005

- Keep in touch with the past for future generations/help us understand where we came from:
  - 1999: 12%
  - 2004: 30%
  - 2015: 50%

- Keeping our identity/tradition and passing it on to the next generation:
  - 1999: 14%
  - 2004: 36%
  - 2015: 44%

- For tourism:
  - 1999: 22%
  - 2004: 27%
  - 2015: 33%

- Our culture should be preserved/old things should not be destroyed:
  - 1999: 14%
  - 2004: 35%
  - 2015: 33%

- Pride in our country/nationality/distinguish us from other nations:
  - 1999: 6%
  - 2004: 25%
  - 2015: 25%

- Something for the younger generations to visit/for our children to see:
  - 1999: 10%
  - 2004: 23%
  - 2015: 24%

- Educating people:
  - 1999: 16%

- Economic benefits:
  - 1999: 14%
Information sources
There is clear evidence that information about our culture and heritage is not something that the majority of Irish people would ‘search out’.

Day to day practicalities are considerably more to the fore and the likelihood that someone would browse information about historical issues in their locality is low.

Events or an annual ‘theme’ register and are of interest (including Culture Night, Heritage Week). Clearly this means that if the Heritage Council wish people to be more pro-actively involved, **an event led strategy to education seem likely to have most impact.**

Older people will naturally be more proactive as they have more time and history and traditions are more meaningful to them.

In addition, the size and ‘sense of community’ people feel to their town will impact. It is much easier to miss things in Dublin than it would be in Kilkenny.

"If there is anything major happening in Kilkenny you’ll know all about it."

Modern technology and social media also play the part.

"There is a Facebook page and it has everything on it, to what band are playing on a Saturday night to what walks are on."
When people are travelling and holidaying in Ireland themselves, they are considerably more interested in what is in the locality they are visiting, the stories from that locality and that local history.

They are also much more inspired to use, visit and tell their own local story, when they have visitors from abroad. Here they want to engage their visitors in our traditions and help them get a flavour of Irish culture.

In Sligo, Fáilte Ireland seems to be ‘running educational programmes’ for all those working in the service industry who wish to attend and learn about the area and in particular the Wild Atlantic Way.

This seems likely to have a positive impact on younger people who might not be expected to be interested in history or our heritage.

While, the breadth of this type of ‘touch point’ may still be limited, it seems like an extremely good initiative in terms of helping to inspire some greater interest.
For the most part, when people are asked to search the web for information to find out information about their local heritage, the **Heritage Council website does not surface.**

The possible landing pages are (these are of course linked to where we undertook the groups and the tasks set):
- Heritage Ireland
- Kilkenny.ie, Sligo.ie
- IrishwildlifeMatters.ie
- Irish Wildlife and Fisheries
- Office of Public Works
- Museum.ie
- KilkennyHeritage.ie
- And eventually (if at all, Heritage Council)
Most dominant source of information on education or heritage is primary school. Still TV, internet, secondary schools, historical sites and newspapers are all important also.

**Q6** Thinking about what you know about Heritage in Ireland, which of the following are the main sources of your information or education on Heritage?

**CODE** 1ST, 2ND, 3RD MENTIONS SEPARATELY. PROBE FOR ANY OTHERS?

**Most Dominant**

<table>
<thead>
<tr>
<th>Source</th>
<th>All Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary School</td>
<td>27%</td>
</tr>
<tr>
<td>TV</td>
<td>14%</td>
</tr>
<tr>
<td>Internet</td>
<td>11%</td>
</tr>
<tr>
<td>Secondary School</td>
<td>7%</td>
</tr>
<tr>
<td>Parents, family, neighbours</td>
<td>7%</td>
</tr>
<tr>
<td>Visiting Heritage sites</td>
<td>6%</td>
</tr>
<tr>
<td>Newspaper/magazines</td>
<td>6%</td>
</tr>
<tr>
<td>Literature/books</td>
<td>3%</td>
</tr>
<tr>
<td>Local Radio</td>
<td>2%</td>
</tr>
<tr>
<td>Visitors</td>
<td>2%</td>
</tr>
<tr>
<td>Local heritage society</td>
<td>2%</td>
</tr>
<tr>
<td>Local history society</td>
<td>2%</td>
</tr>
<tr>
<td>Social media</td>
<td>1%</td>
</tr>
<tr>
<td>National Radio</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Key Changes Since 2014**

<table>
<thead>
<tr>
<th>Source</th>
<th>2004</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>56%</td>
<td>46%</td>
</tr>
<tr>
<td>Parents/family</td>
<td>45%</td>
<td>29%</td>
</tr>
<tr>
<td>Secondary school</td>
<td>49%</td>
<td>35%</td>
</tr>
<tr>
<td>Visiting sites</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>Literature/books</td>
<td>40%</td>
<td>22%</td>
</tr>
<tr>
<td>Local heritage sites</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Internet</td>
<td>N/A</td>
<td>30%</td>
</tr>
<tr>
<td>Local sites</td>
<td>N/A</td>
<td>20%</td>
</tr>
<tr>
<td>National radio</td>
<td>N/A</td>
<td>20%</td>
</tr>
<tr>
<td>Social media</td>
<td>N/A</td>
<td>12%</td>
</tr>
</tbody>
</table>
## Some minor differences in demographics

<table>
<thead>
<tr>
<th>Source</th>
<th>TOTAL</th>
<th>Gender</th>
<th>Age</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1005)</td>
<td>Male</td>
<td>Female</td>
<td>-24</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>(496)</td>
<td>(509)</td>
<td>(137)</td>
</tr>
<tr>
<td>Primary School</td>
<td>27</td>
<td>28</td>
<td>27</td>
<td>33</td>
</tr>
<tr>
<td>TV</td>
<td>14</td>
<td>15</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Internet</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Secondary School</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>24</td>
</tr>
<tr>
<td>Parents, family, neighbours</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Newspaper/magazines</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Visiting heritage sites</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>College/ University</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Local History Society</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>Literature/books</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Local Heritage Society</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Local Radio</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Visitors- tourists, friends</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>National Radio</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Social Media</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>None of these</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

Q6 Thinking about what you know about Heritage in Ireland, which of the following are the main sources of your information or education on Heritage? **CODE 1ST, 2ND, 3RD MENTIONS SEPARTELY. PROBE FOR ANY OTHERS?**
Awareness and familiarity with organisations involved in preserving Irish heritage

An Roinn
Ealaíon, Oidhreachtta agus Gaeltachta
Department of
Arts, Heritage and the Gaeltacht

An Chomhairle Oidhreachtach
The Heritage Council

Comhshaoil, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government

An Taisce

Department of
Agriculture, Food and the Marine
An Roinn
Talmhaíochta, Bia agus Mara

OPW
The Office of Public Works
Oifig na nOibreanna Poblachta
Q8 Which of these organisations, if any, have you heard of before?

Aware of organisations generally high:

- **Department of Agriculture**: 76%
- **Department of Arts, Heritage & Gaeltacht**: 73%
- **Department of the Environment & Local Government**: 71%
- **Office of Public Works**: 67%
- **Heritage Council**: 61%
- **An Taisce**: 58%
- **REPS**: 40%
Dept of Arts, Heritage and the Gaeltacht and The Heritage Council both vying for the top position in terms of bodies who are thought to be involved with Heritage in Ireland. Others organisations are also mentioned at quite a high level but few are really familiar with any of these organisations.

Q9 Which, if any, of the following do you think are involved with Heritage in Ireland?
Q10 How familiar you are with their involvement with Heritage in Ireland? ...

- An Chomhairle Oidhreachta
- An Taisce
- An Taoiseach
- OPW
- REPS
- Department of Arts, Heritage and the Gaeltacht
- The Heritage Council
- Department of Agriculture, Food and the Marine
- Confarris, Pobal agus Rúthtarús Áitiúil
- Environment, Community and Local Government

Responses:
- Very familiar: 85% (14), 83% (10), 71% (13), 67% (13), 57% (10), 55% (15), 51% (10)
- Fairly familiar: 29, 26, 30, 27, 23, 27, 19
- Not very familiar: 37, 40, 38, 40, 40, 38, 39
- Know nothing: 19, 24, 19, 20, 27, 20, 32
Department of Arts, Heritage & Gaeltacht is perceived most likely to have greatest effect on heritage.

Q11 Which of these organisations or bodies, if any, do you feel have the greatest effect on Heritage in Ireland?
Who is the Heritage Council?

High level of awareness, about a third feel familiar and 1 in 5 believe it has greatest impact on heritage in Ireland.

**Spontaneously responsible (and are vague about their role)**

- Very familiar: 10%
- Fairly familiar: 26%
- Not very familiar: 40%
- Know nothing/very little: 24%

**Prompted Aware**

Assume they are involved in heritage (from the name)

- 61%
- 84%

"Are they the same as the Office of Public Works?"

"Are they responsible for the financials, a strategic role?"

"They 'protect' and 'preserve' buildings."

Greatest impact on heritage in Ireland

Department of Arts, Heritage and Gaeltacht

20%

41%
Heritage Week
Awareness of Heritage Week seemed to be higher in Dublin
- Lots on offer if interested.

Kilkenny:
- Thought to be overshadowed by Cat Laughs.
  - Poor timing. Kids getting ready to go back to school. Mud is on school things, not thing to do.

Awareness emanated from
- Leaflets in library
- Radio

Some argue that the ‘window of opportunity’ to participate in events is very narrow.
- Marlay Park
- Marsh’s Library

Also, it may be a little too diverse
Heritage Week

- Suggestion from Dublin participants was that it should be a ‘rolling’ area of interest.
  - January = Library (see rare books, marches, Trinity).
  - February = Castle
  - March = Historic walks, etc
- Mention of ‘Great Irish Journeys’ programme as a good way to create interest.
- Other suggestions through schools, Facebook, leaflet drops.
THANK YOU