

DANUBE
TRANSNATIONAL
SURVEY

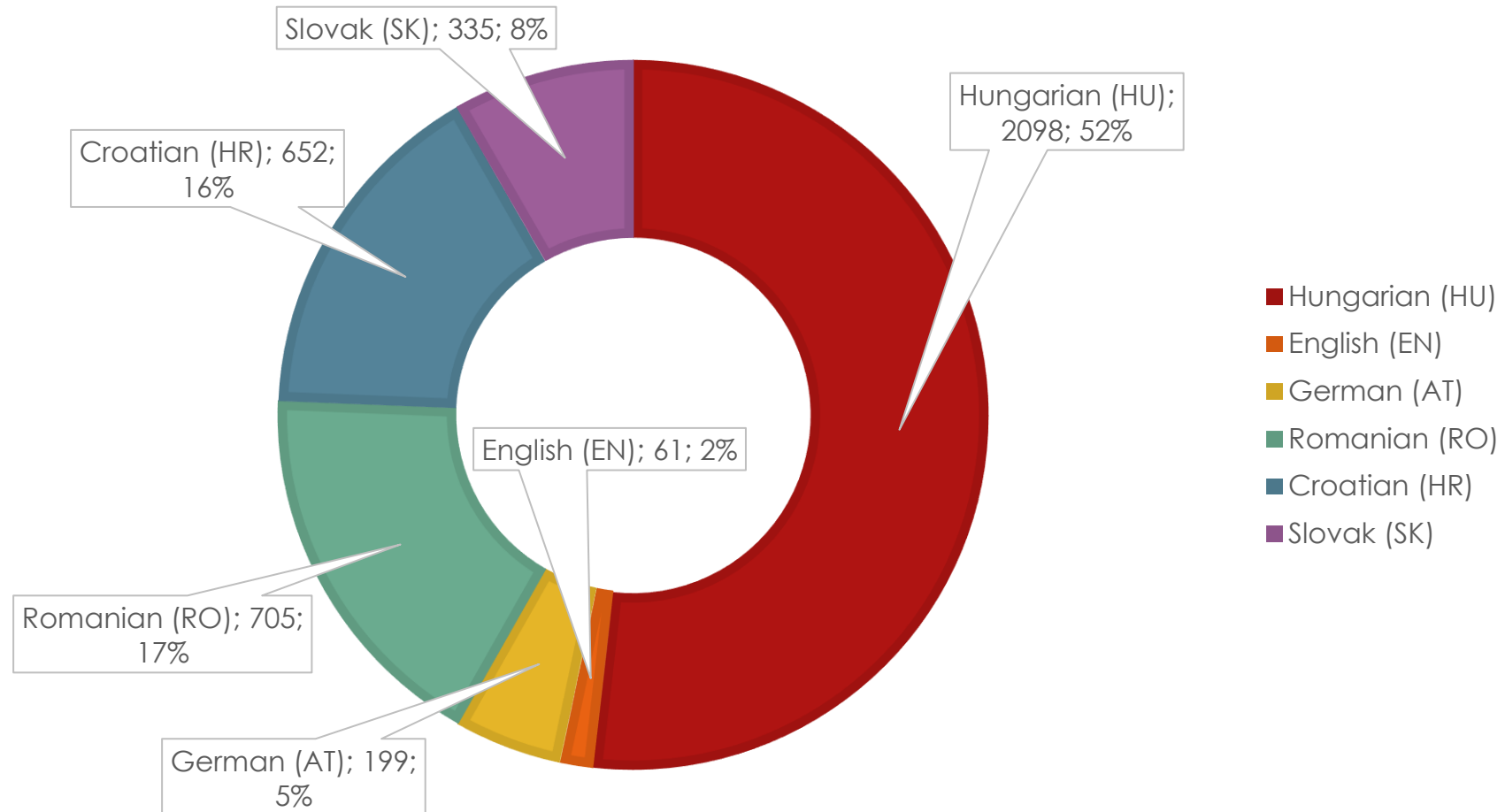
2021

**ONLINE
INTERVIEW OF
4050 PEOPLE**

2020.12.29 –
2021.07.28.

Demographic characteristics of online research:

by language



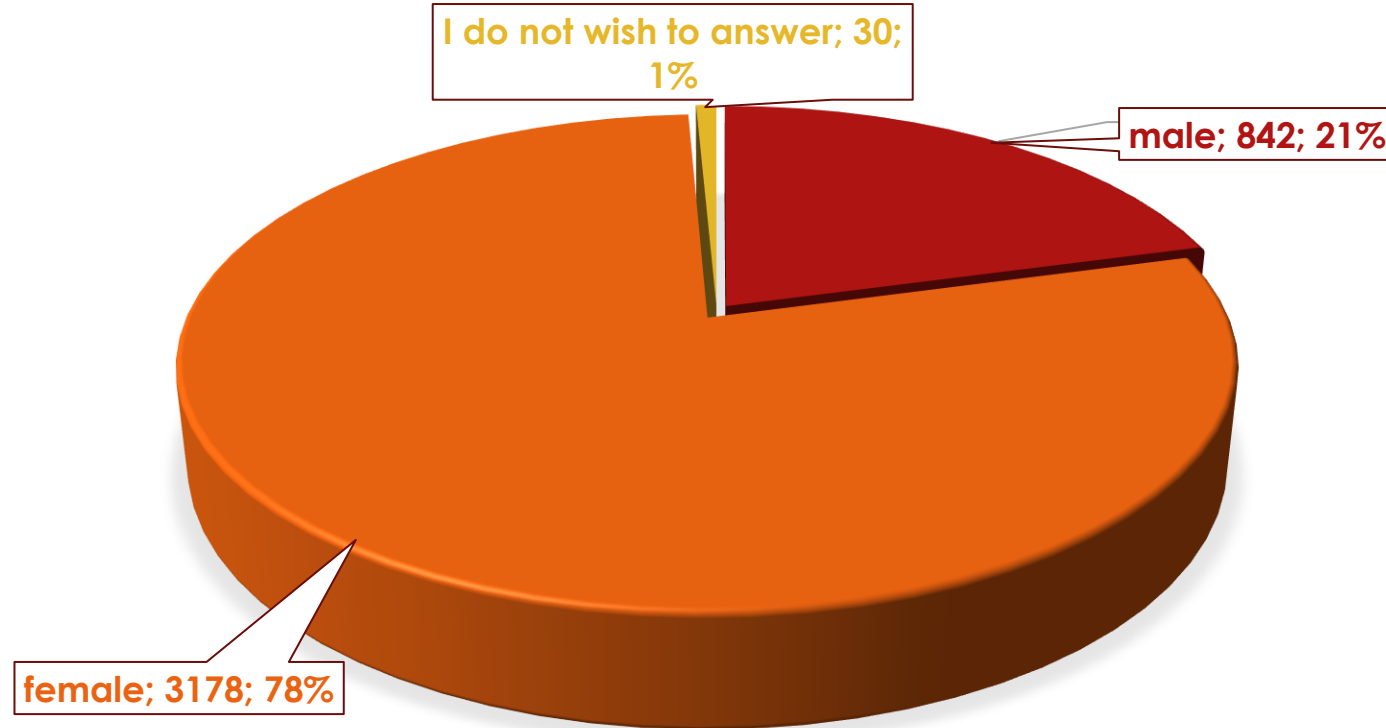
Demographic characteristics of online research :

Which country do you live in at present?

Hungary	2001	French	8	Finland	3
Romania	692	The Netherlands	7	Japan, Ireland, Slovenia	2-2
Croatia	630	USA	7	Denmark, UAE, North	1-1
Slovakia	325	Czech Republic	7	Macedonia, Estonia, EU,	
Austria	209	Canada	6	Hong Kong, Israel, China, Luxemburg,	
Germany	37	Poland	6	Malta, Portugal, Switzerland,	
United Kingdom	18	Bosnia and Herzegovina	5	Sweden, New Zealand	
Italy	16	<i>No answer</i>	5		
Serbia	16	Greek	3		
Belgium	12	Norway	3		
Spain	11	Russia	3		

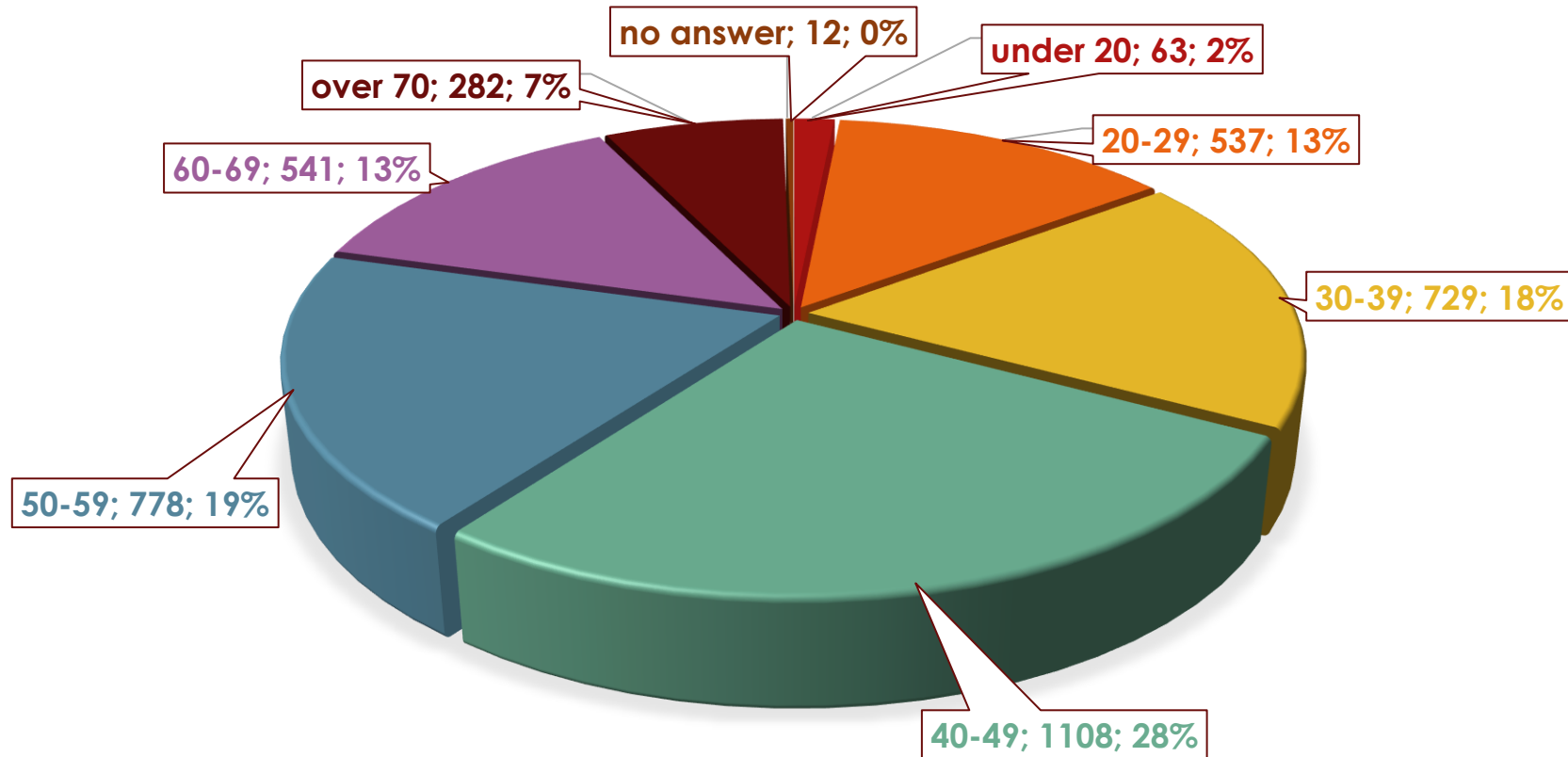
Demographic characteristics of online research :

by gender



Demographic characteristics of online research:

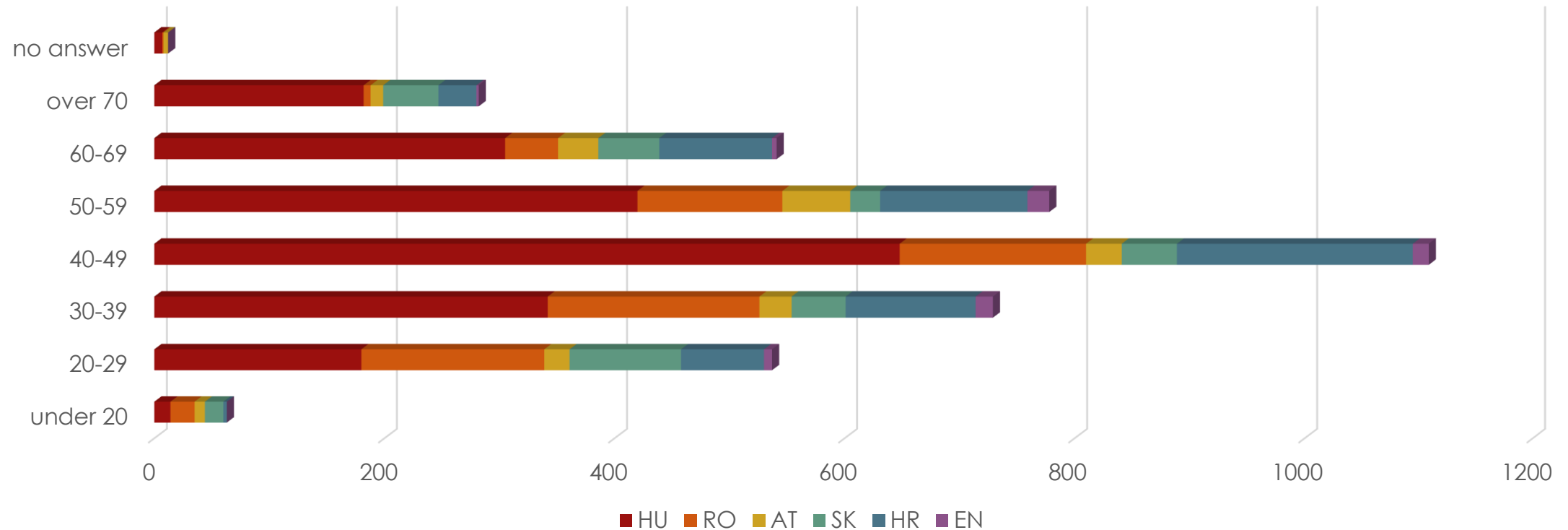
by age



Demographic characteristics of online research:

by age

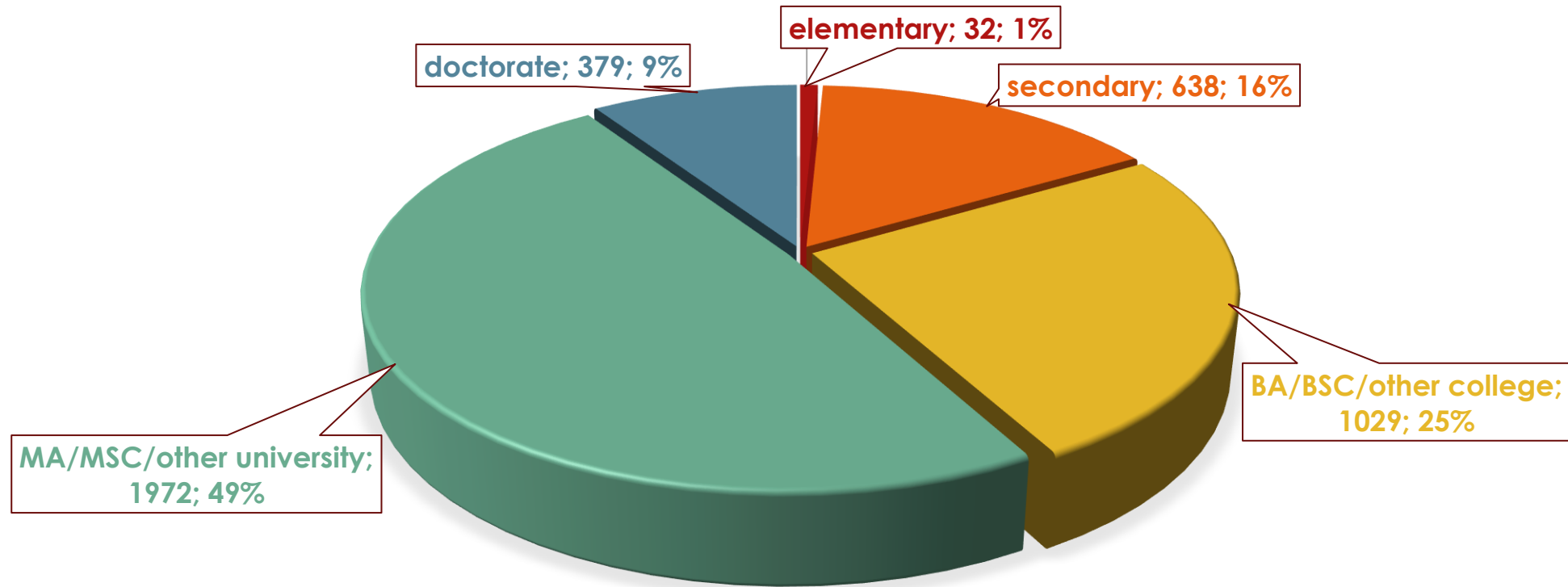
4050 people, broken down by language of fill



Demographic characteristics of online research: by age

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Under 20	0,67%	2,98%	4,52%	4,78%	0,46%	0,00%	1,56%
20-29	8,58%	22,55%	11,06%	28,96%	11,04%	11,48%	13,26%
30-39	16,3%	26,10%	14,07%	14,03%	17,33%	24,59%	18%
40-49	30,89%	22,98%	15,58%	14,33%	31,44%	22,95%	27,36%
50-59	20,02%	17,87%	29,65%	7,76%	19,63%	31,15%	19,21%
60-69	14,54%	6,52%	17,59%	15,82%	15,03%	6,56%	13,36%
Over 70	8,67%	0,85%	5,53%	14,33%	5,06%	3,28%	6,96%
No answer	0,33%	0,14%	2,01%	0,00%	0,00%	0,00%	0,30%
SUMMA	100% 2098	100% 705	100% 199	100% 335	100% 652	100% 61	100% = 4050

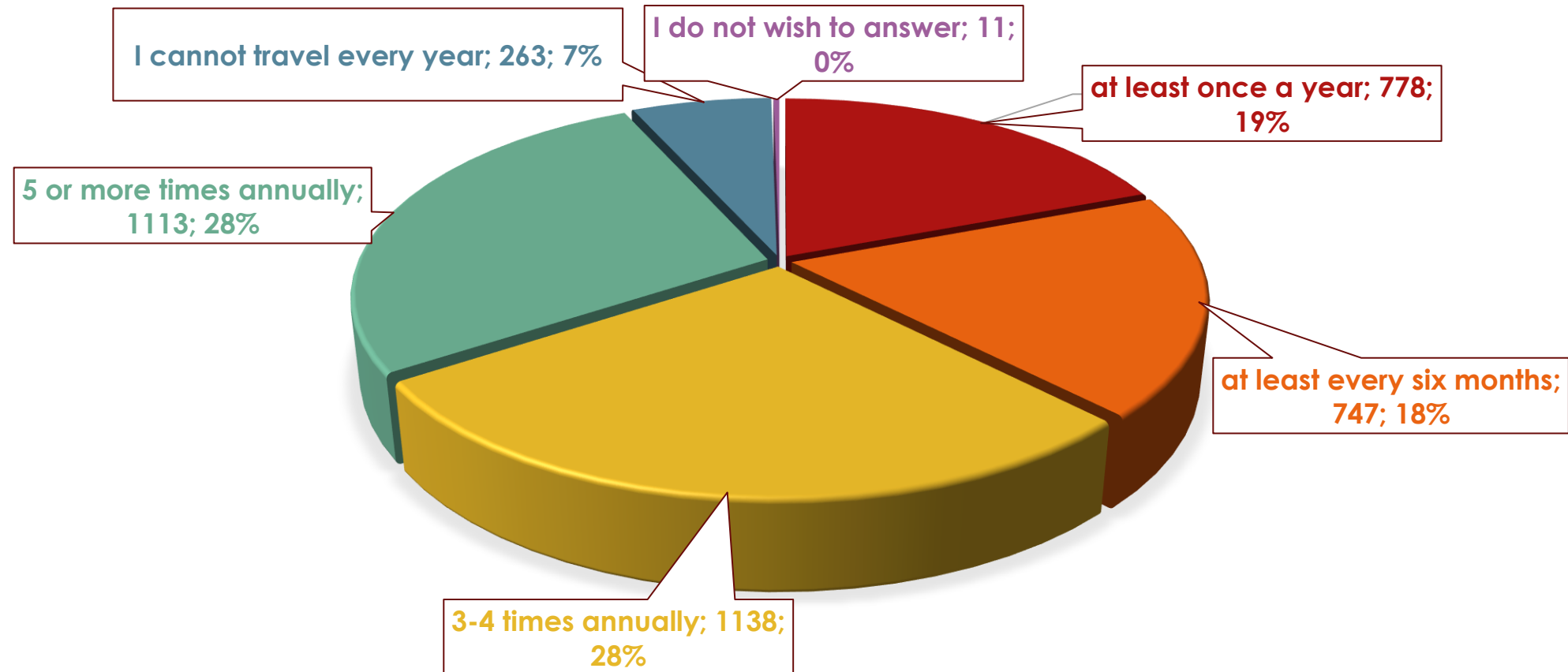
Demographic characteristics of online research: by educational qualification



Demographic characteristics of online research by educational qualification

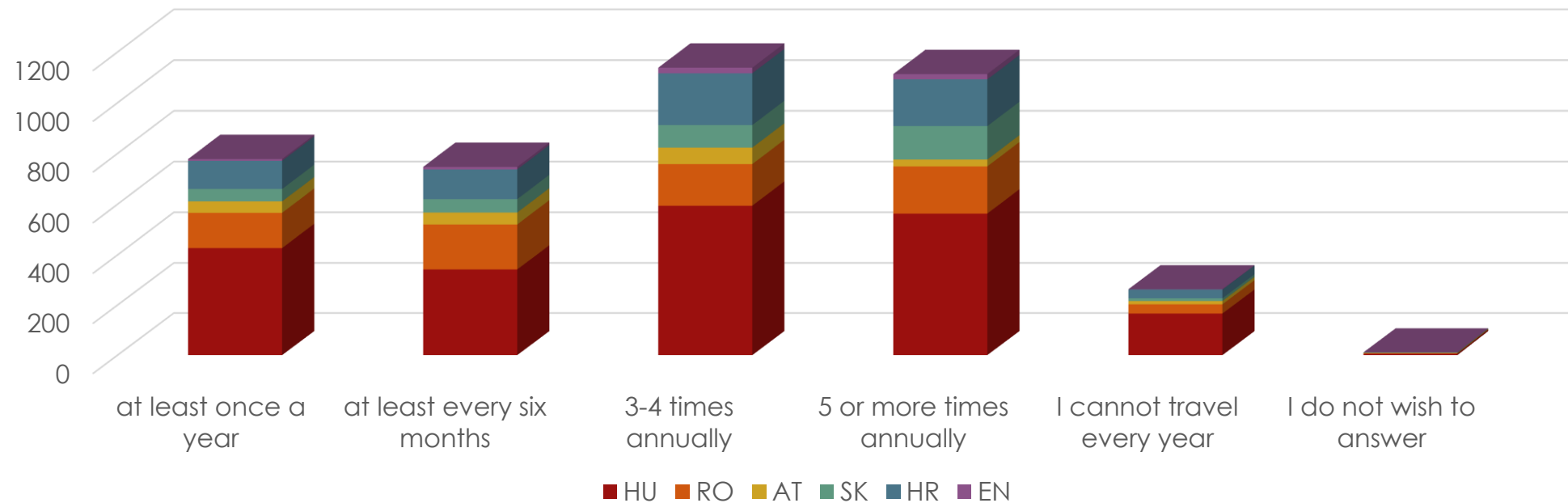
	HU	RO	AT	SK	HR	EN	FULL SAMPLE
elementary	16	7	5	4	0	0	32
secondary	375	90	7	105	59	2	638
BA/BSC/other college	620	252	48	53	48	8	1029
MA/MSC/other university	948	293	119	100	473	39	1972
doctorate	139	63	20	73	72	12	379
SUMMA	2098	705	199	335	652	61	4050

How often do you spend your spare time in a place other than where you live – in another town or another country?



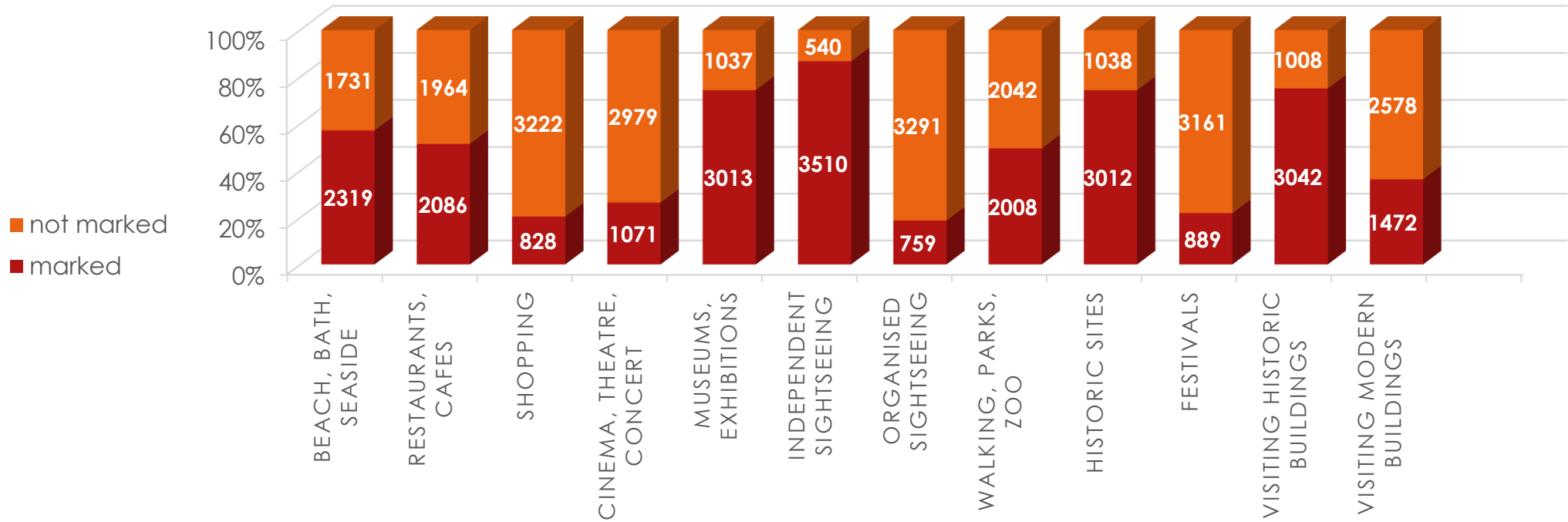
How often do you spend your spare time in a place other than where you live – in another town or another country?

4050 people, broken down by language of fill



How often do you spend your spare time in a place other than where you live – in another town or another country?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
At least once a year	427	139	45	49	111	7	778
At least every six months	342	178	47	53	117	10	747
3-4 times annually	594	164	65	89	204	22	1138
5 or more times annually	563	186	27	132	184	21	1113
I cannot travel every year	166	37	13	11	35	1	263
I do not wish to answer	6	1	2	1	1	0	11
SUMMA	2098	705	199	335	652	61	4050



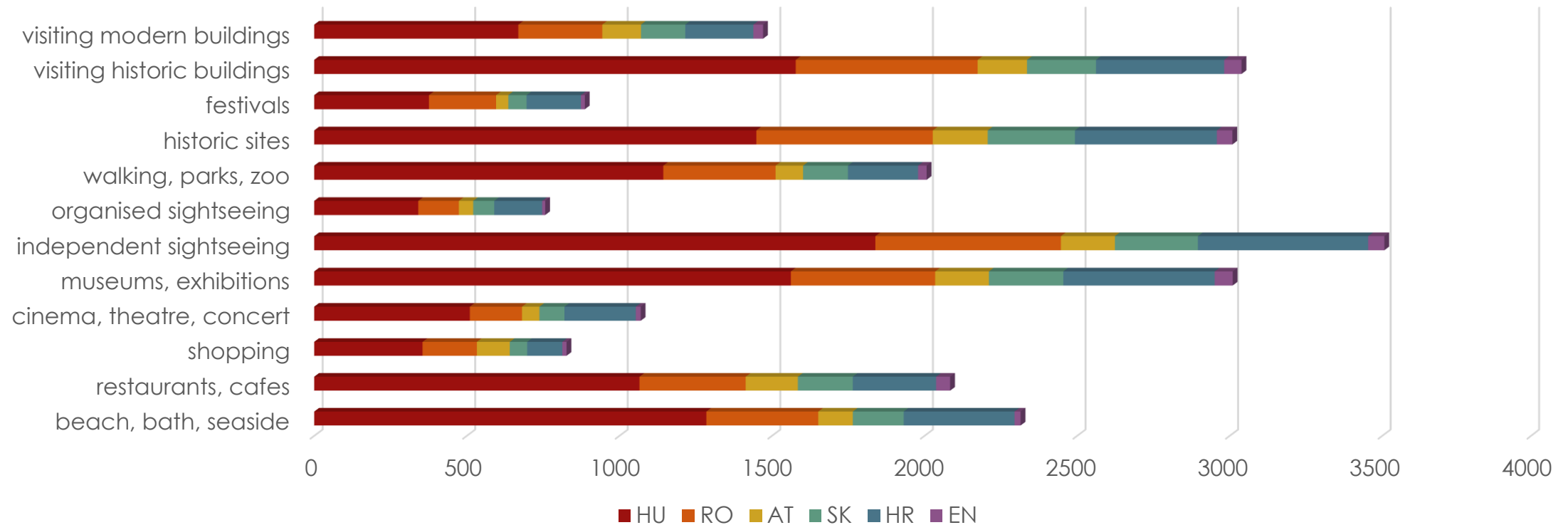
What kinds of activities do you like to do on holiday?

(multiple answers can be given)

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(multiple answers can be given)

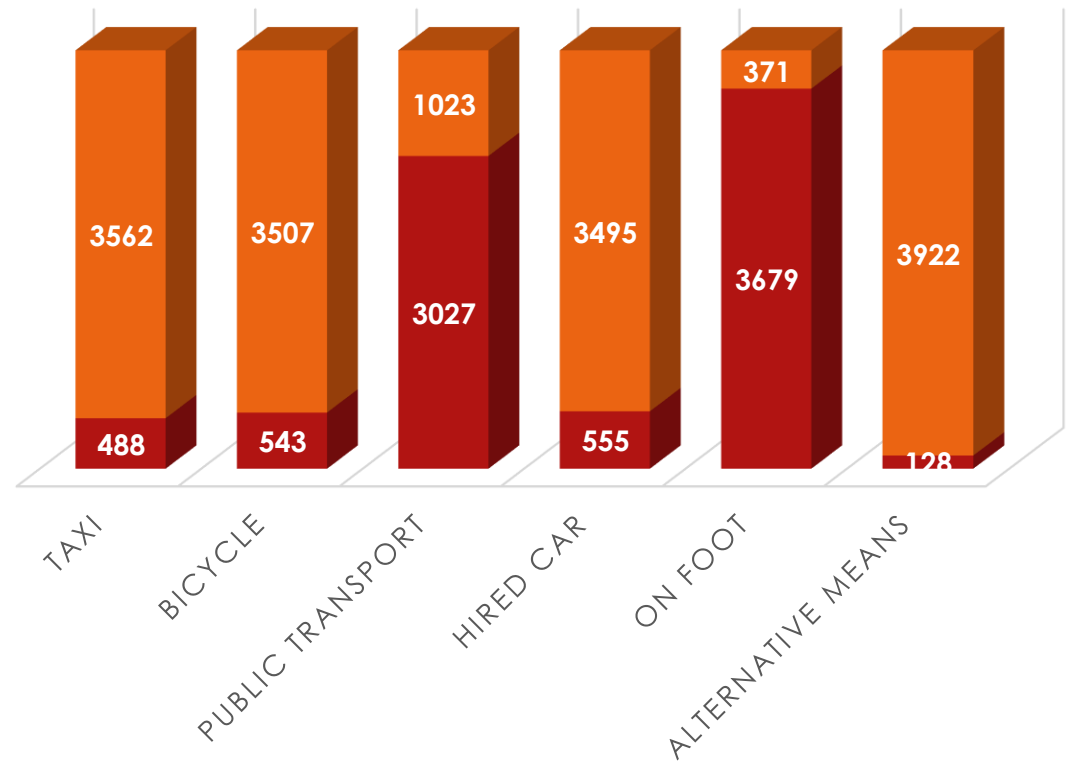
4050 people, broken down by language of fill



How do you like to travel in a city when you are on holiday?

(multiple answers can be given)

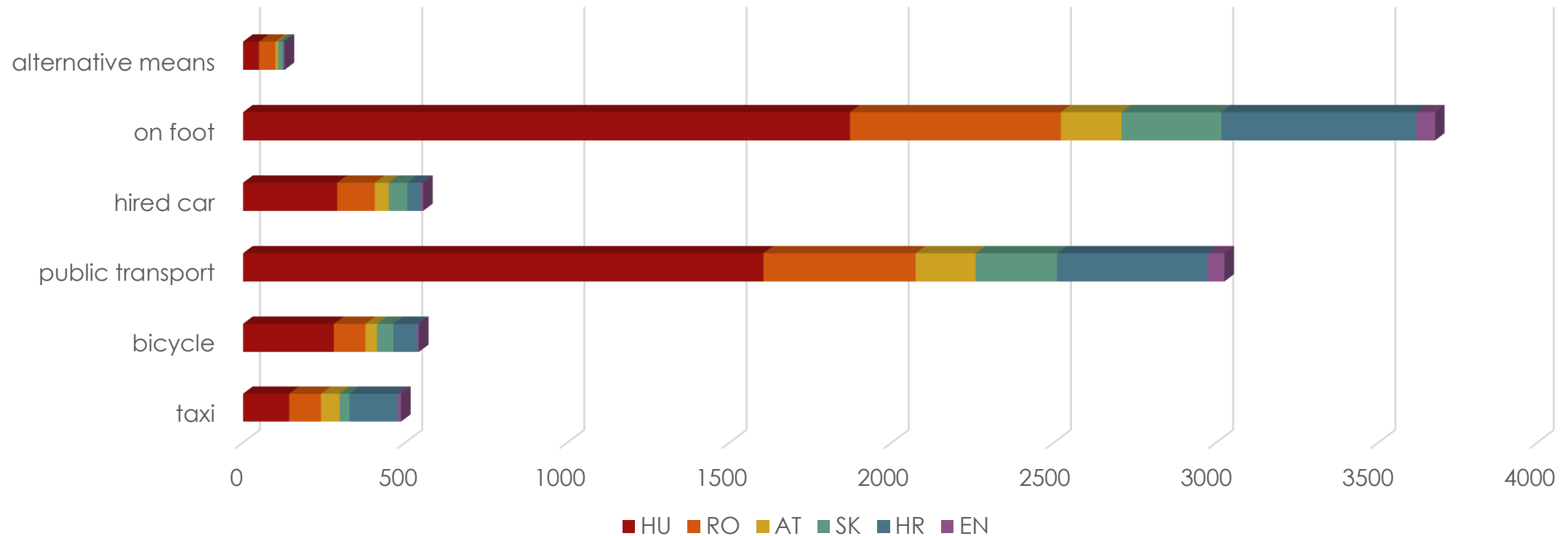
not marked
marked



How do you like to travel in a city when you are on holiday?

(multiple answers can be given)

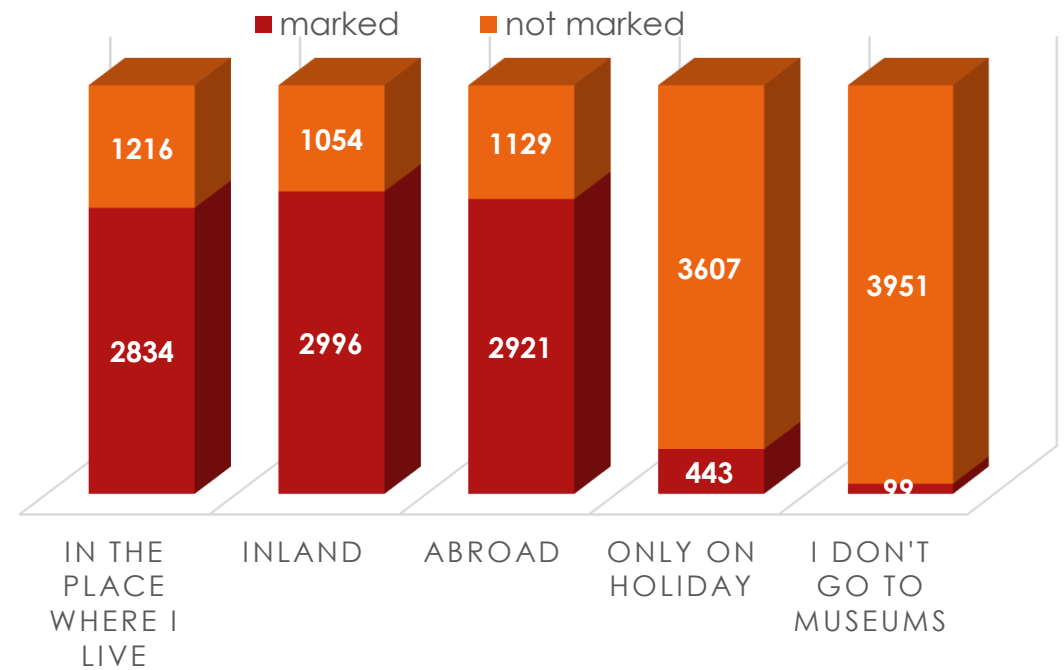
4050 people, broken down by language of fill



Which of these
apply to you?

Where do you
usually go to
museum?

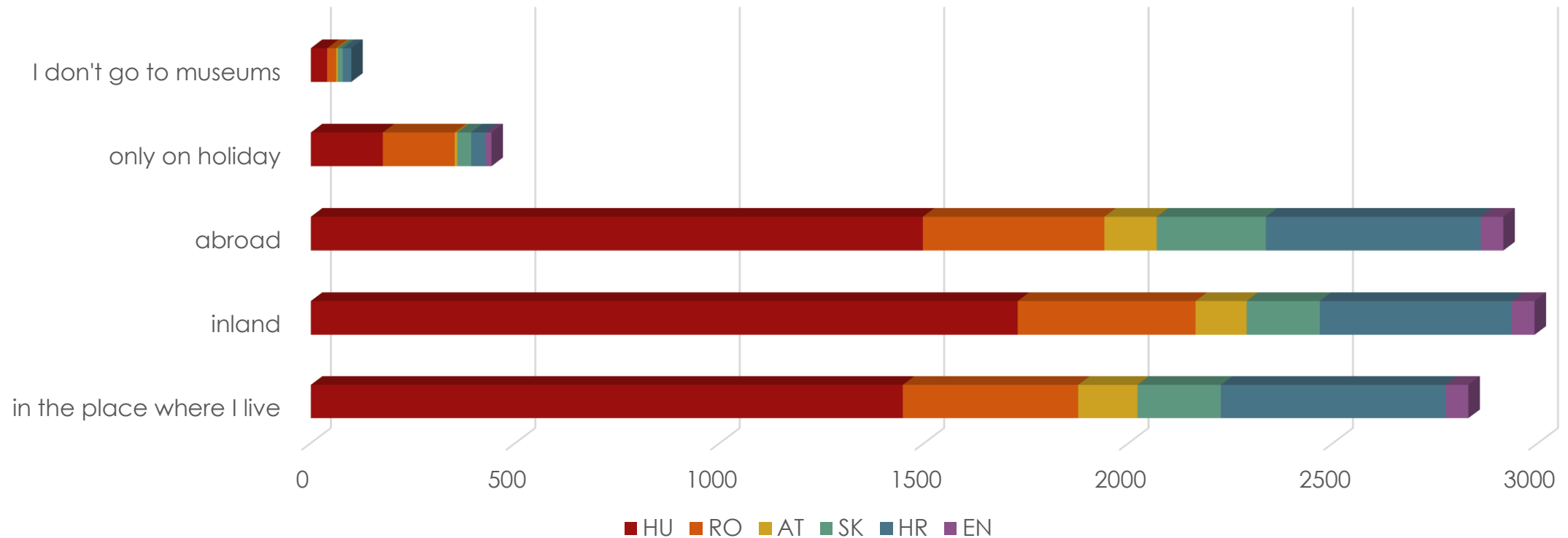
(multiple answers can be given)



Which of these apply to you? Where do you usually go to museum?

(multiple answers can be given)

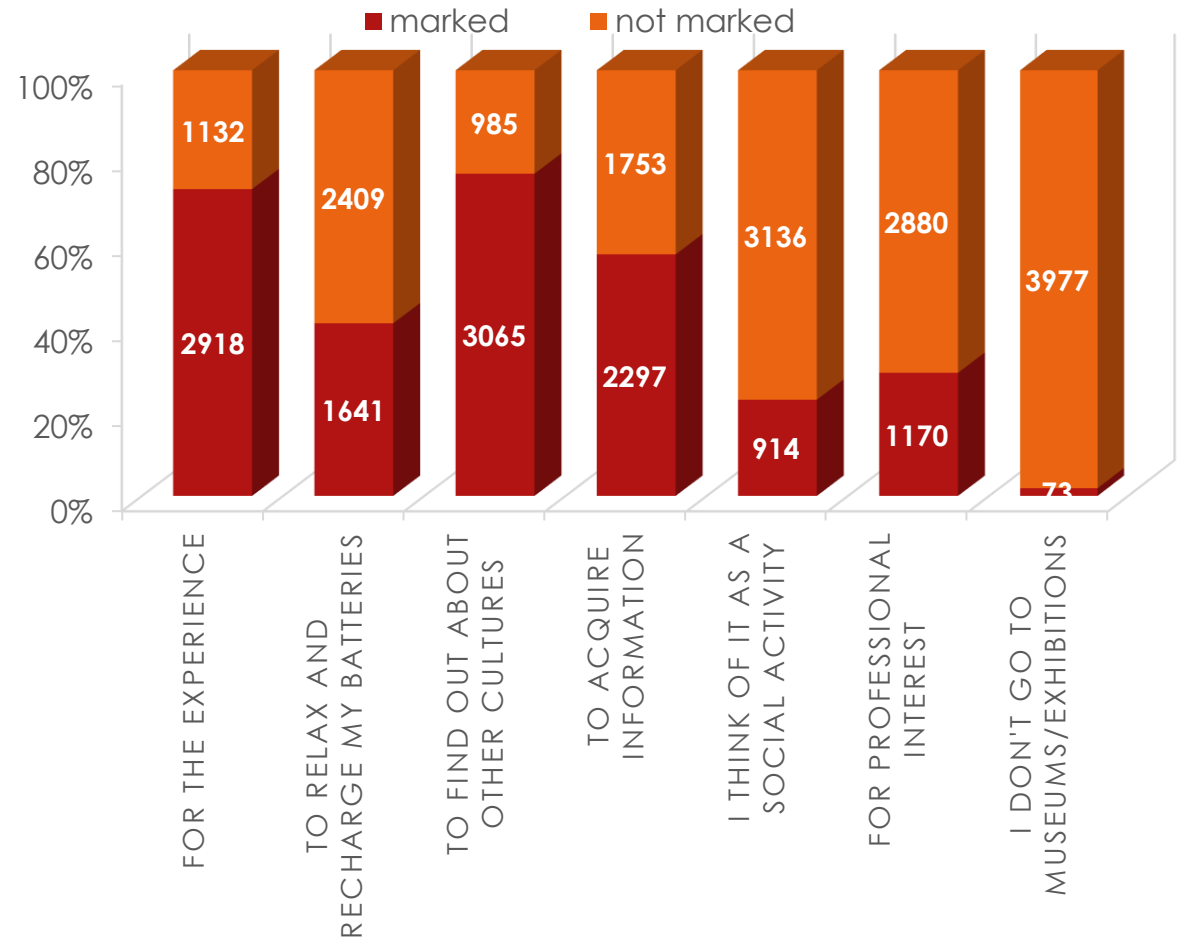
4050 people, broken down by language of fill



Which of these apply to you?

Why do you go to museums?

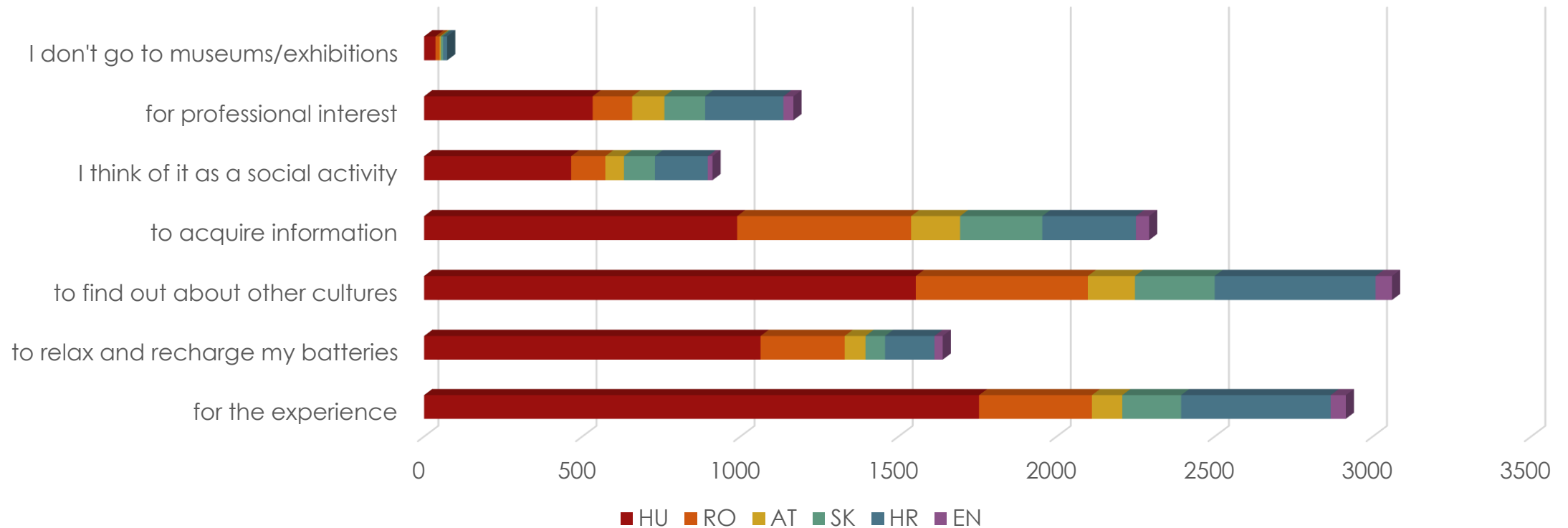
(multiple answers can be given)



Which of these apply to you? Why do you go to museums?

(multiple answers can be given)

4050 people, broken down by language of fill



Which of these apply to you?

Why do you go to museums?

(multiple answers can be given)

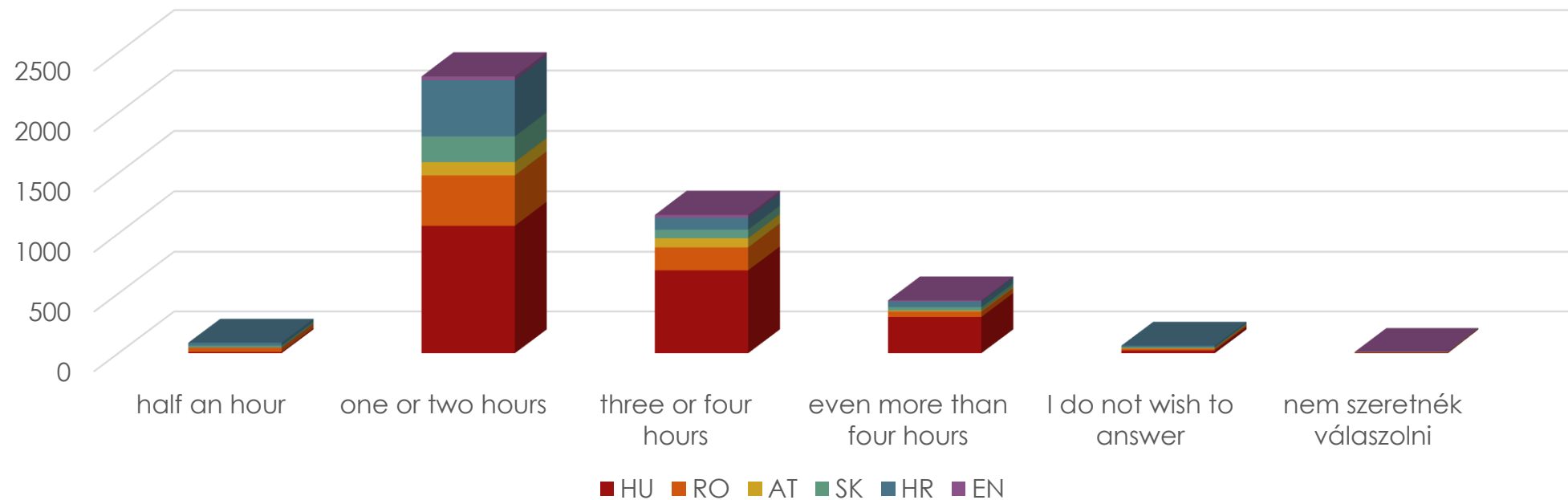
	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Experience	83,65%	50,64%	48,24%	55,52%	72,55%	78,69%	71,98%
Relax	50,71%	37,73%	33,17%	18,51%	23,93%	42,62%	40,49%
Other cultures	74,12%	77,16%	74,87%	75,22%	78,07%	85,25%	75,58%
Information	47,19%	78,01%	77,89%	77,61%	45,40%	68,85%	56,62%
Social activity	22,16%	15,32%	29,65%	29,25%	25,61%	24,59%	22,52%
Professional interest	25,41%	17,73%	51,26%	38,51%	37,88%	52,46%	28,84%
I don't go to museums	1,72%	1,84%	2,01%	2,09%	1,99%	0,00%	1,80%
SUMMA	2098	705	199	335	652	61	4050

How much time do you like to spend in the exhibitions during your visit to a museum?



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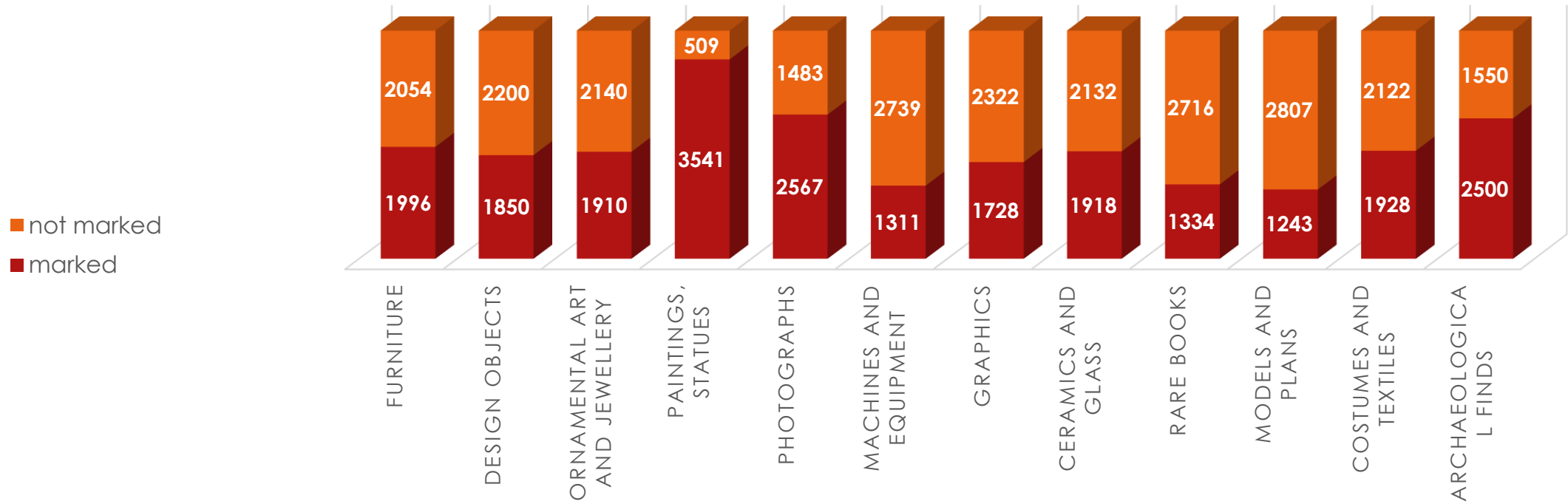


How much time do you like to spend in the exhibitions during your visit to a museum?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Half an hour	11	36	1	15	25	0	88
1-2 hours	1065	417	110	213	465	31	2301
3-4 hours	695	191	76	71	100	22	1155
Even more than 4 hours	304	46	7	29	49	8	443
I do not wish to answer	23	15	5	7	13	0	63
SUMMA	2098	705	199	335	652	61	4050

How much time do you like to spend in the exhibitions during your visit to a museum?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Half an hour	0,52%	5,11%	0,5%	4,48%	3,83%	0%	2,17%
1-2 hours	50,76%	59,15%	55,28%	63,58%	71,32%	50,82%	56,81%
3-4 hours	33,13%	27,09%	38,19%	21,19%	15,34%	36,07%	28,52%
Even more than 4 hours	14,49%	6,52%	3,52%	8,66%	7,52%	13,11%	10,94%
I do not wish to answer	1,1%	2,13%	2,51%	2,09%	1,99%	0%	1,56%
SUMMA	100% 2098	100% 705	100% 199	100% 335	100% 652	100% 61	100% 4050



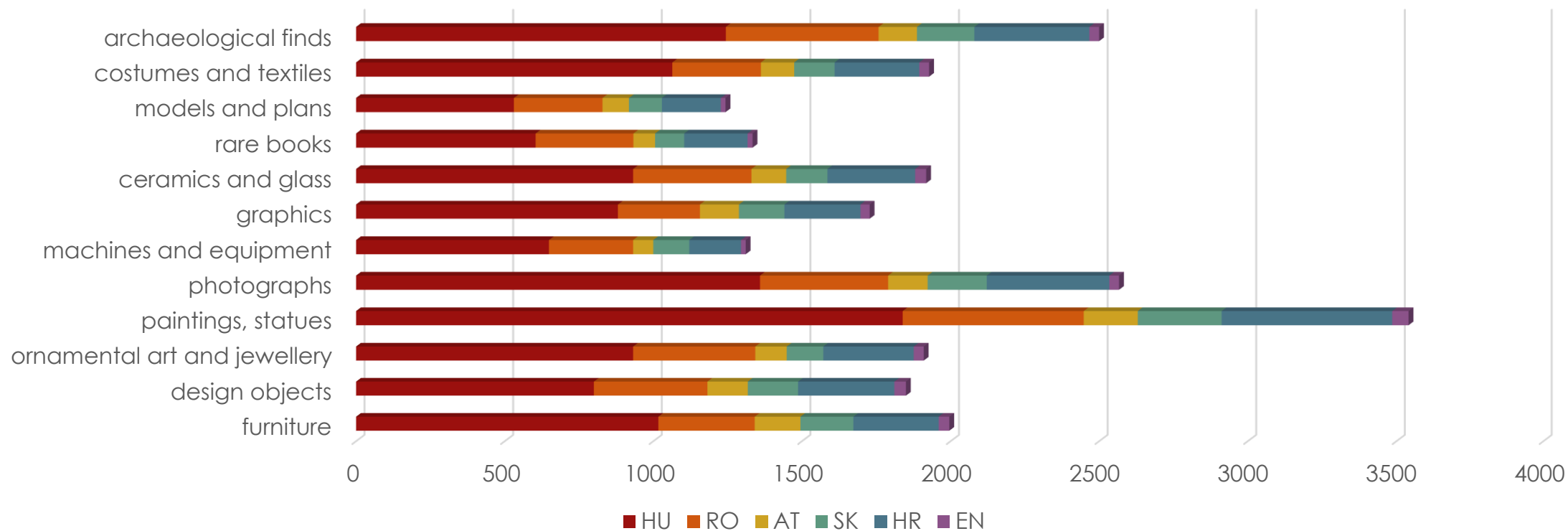
What kind of exhibits do you most like to look at in museums?

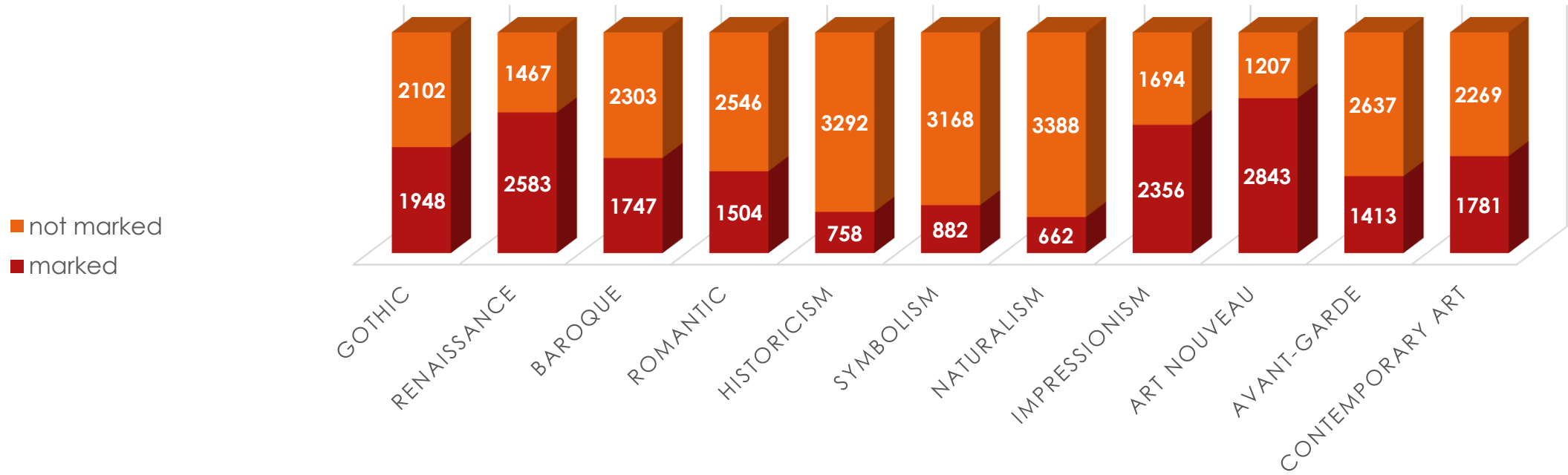
(multiple answers can be given)

What kind of exhibits do you most like to look at in museums?

(multiple answers can be given)

4050 people, broken down by language of fill





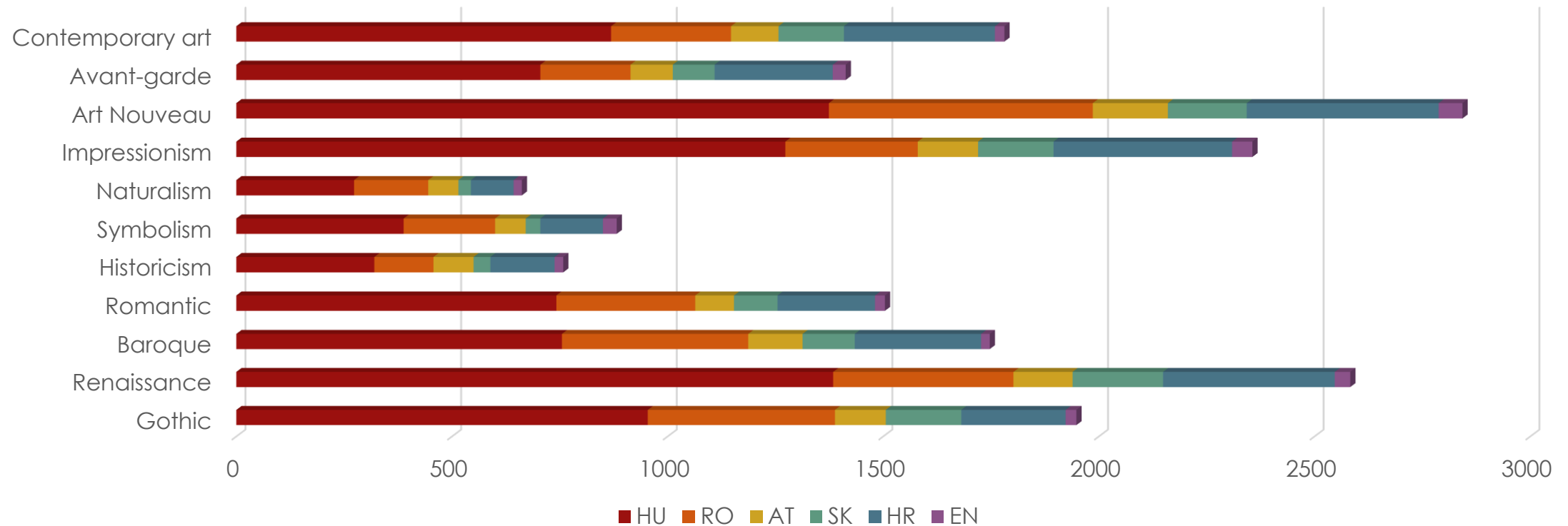
What style epochs do you have an affinity for?

(multiple answers can be given)

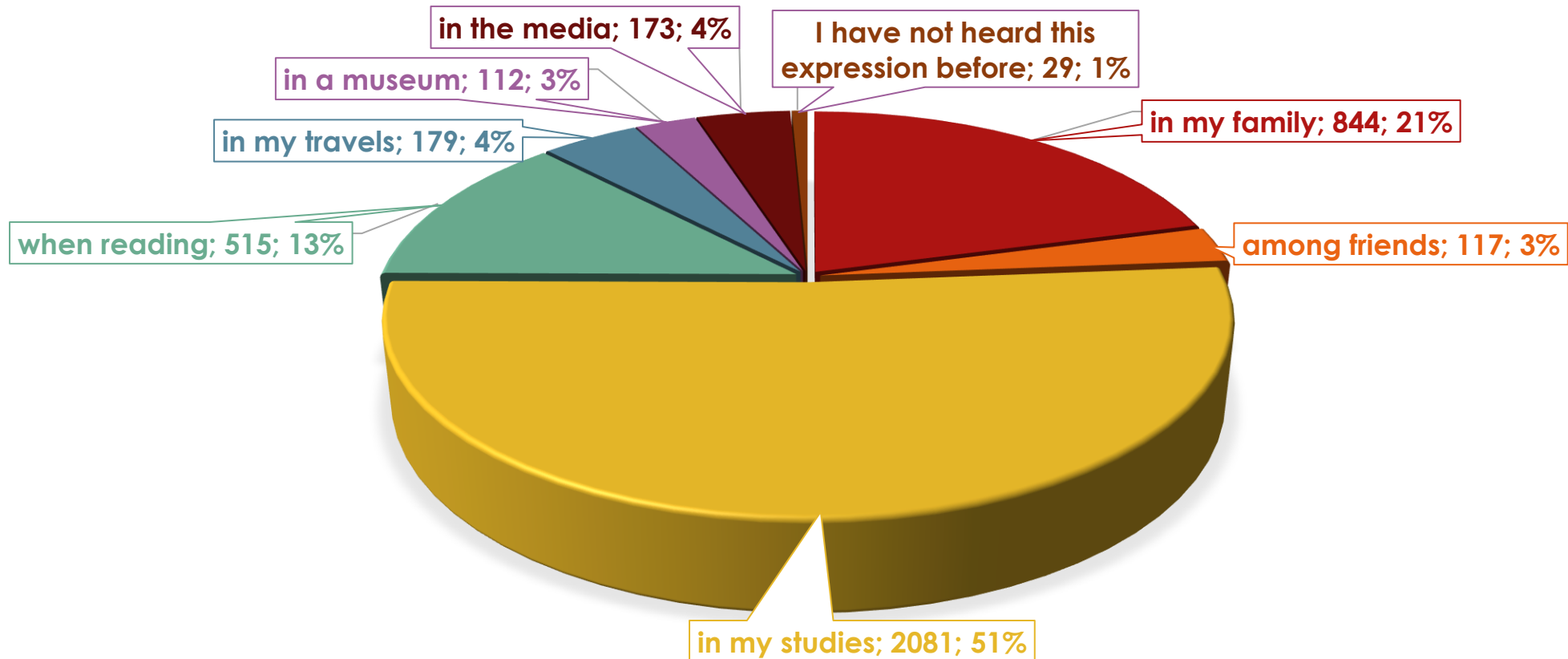
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(multiple answers can be given)

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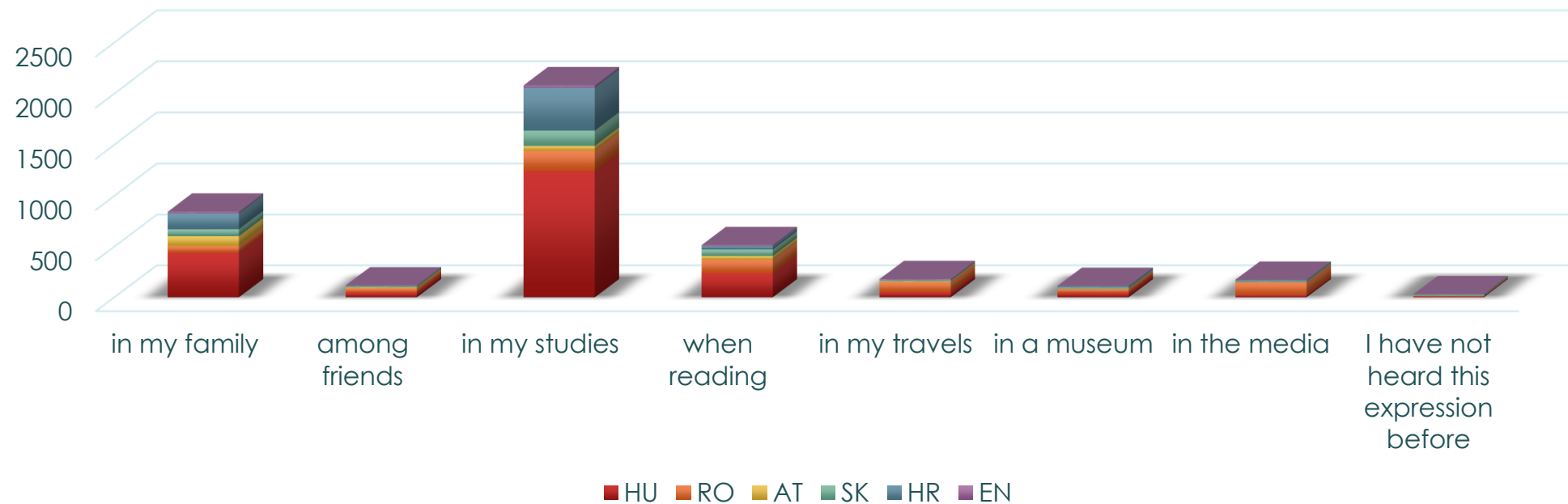


Please recall where you first heard the expression „Art Nouveau”?



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4050 people, broken down by language of fill



Please recall
where you first
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expression „Art
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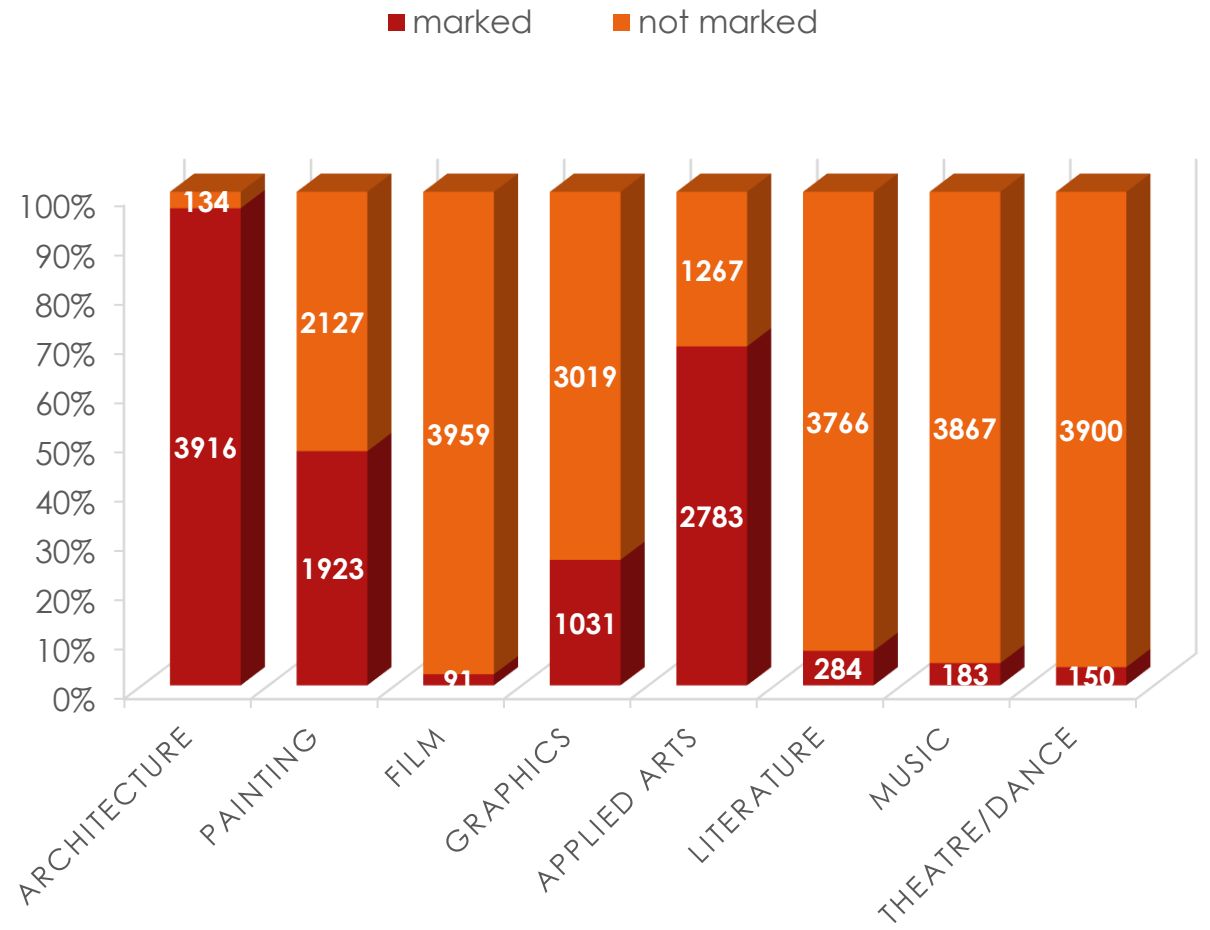
	HU	RO	AT	SK	HR	EN	FULL SAMPLE
In my family	440	68	95	69	158	14	844
Among friends	45	43	10	9	7	3	117
In my studies	1245	198	45	150	422	21	2081
When reading	238	134	35	65	33	10	515
In my travels	53	98	8	8	5	7	179
In a museum	43	36	4	14	12	3	112
In the media	25	122	2	12	9	3	173
I haven't heard this expression before	9	6	0	8	6	0	29
SUMMA	2098	705	199	335	652	61	4050

Please recall
where you first
heard the
expression „Art
Nouveau”?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
In my family	20,97%	9,65%	47,74%	20,6%	24,23%	22,95%	20,84%
Among friends	2,14%	6,1%	5,03%	2,69%	1,07%	4,92%	2,89%
In my studies	59,34%	28,09%	22,61%	44,78%	64,72%	34,43%	51,38%
When reading	11,34%	19,01%	17,59%	19,4%	5,06%	16,39%	12,72%
In my travels	2,53%	13,9%	4,02%	2,39%	0,77%	11,48%	4,42%
In a museum	2,05%	5,11%	2,01%	4,18%	1,84%	4,92%	2,77%
In the media	1,19%	17,3%	1,01%	3,58%	1,38%	4,92%	4,27%
I haven't heard this expression before	0,43%	0,85%	0%	2,39%	0,92%	0%	0,72%
SUMMA	100% 2098	100% 705	100% 199	100% 335	100% 652	100% 61	100% = 4050

Where do you think Art Nouveau motifs appear most prominently?

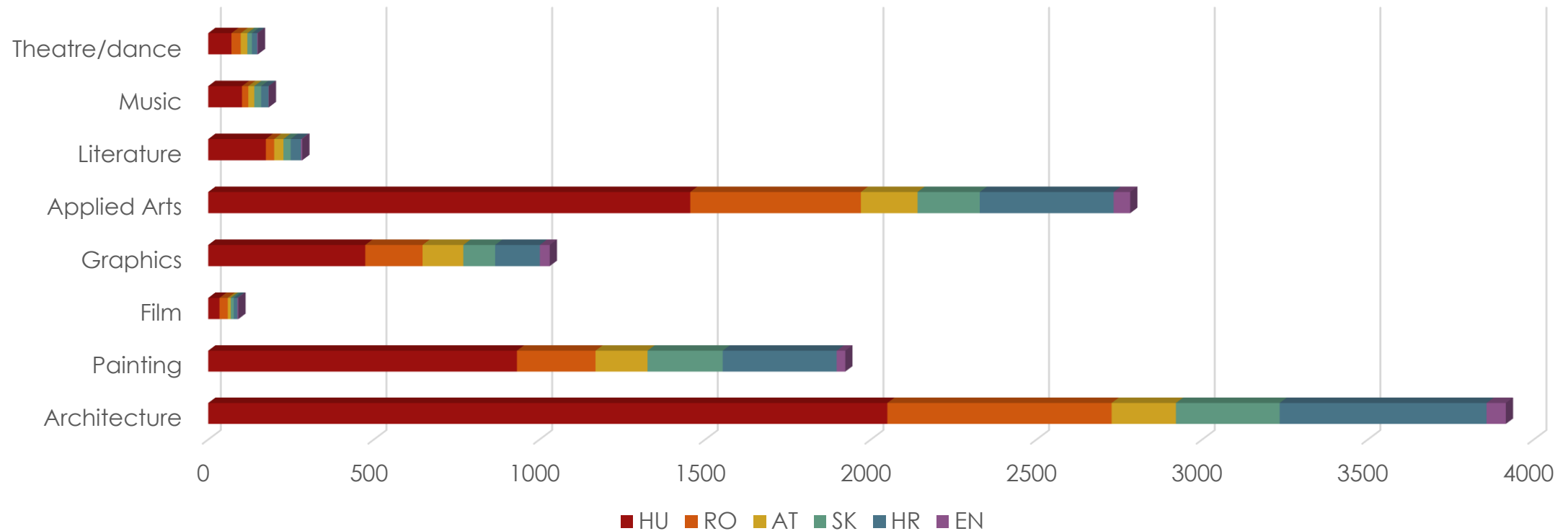
(multiple answers can be given)



Where do you think Art Nouveau motifs appear most prominently?

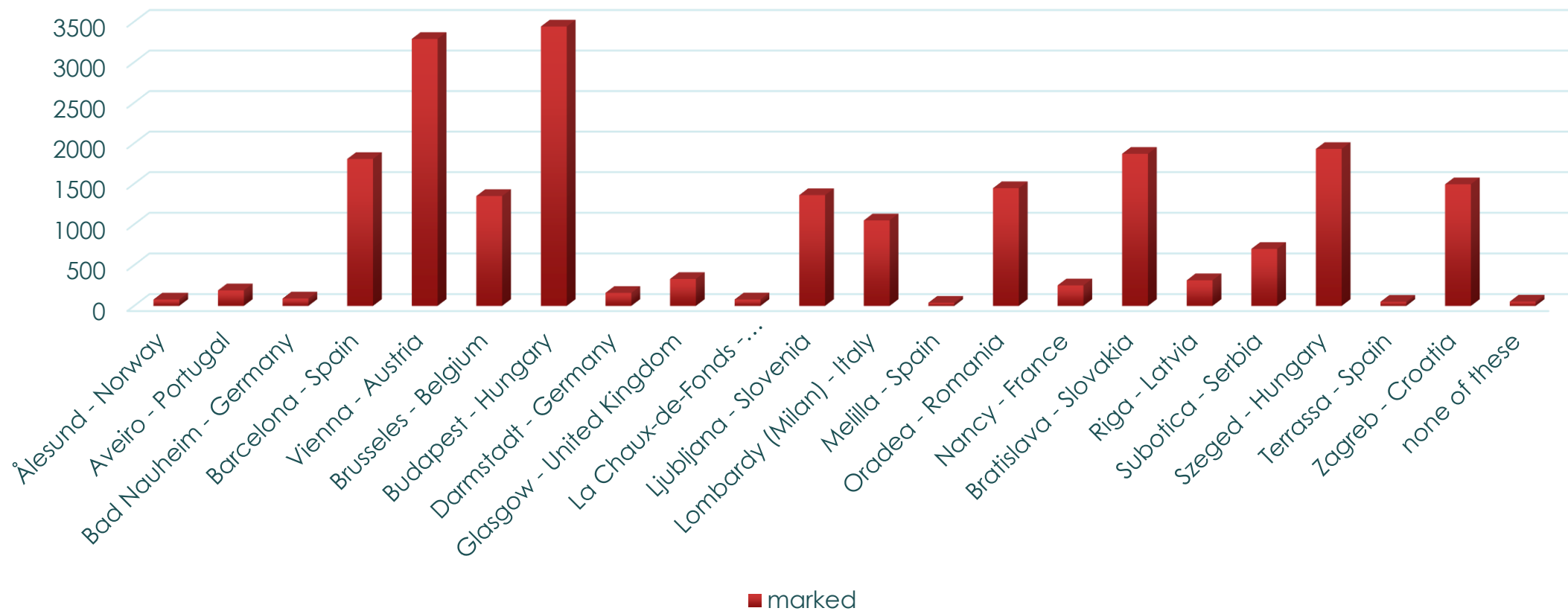
(multiple answers can be given)

4050 people, broken down by language of fill



Many cities can be proud of its Art Nouveau heritage. Which of these cities have you visited?

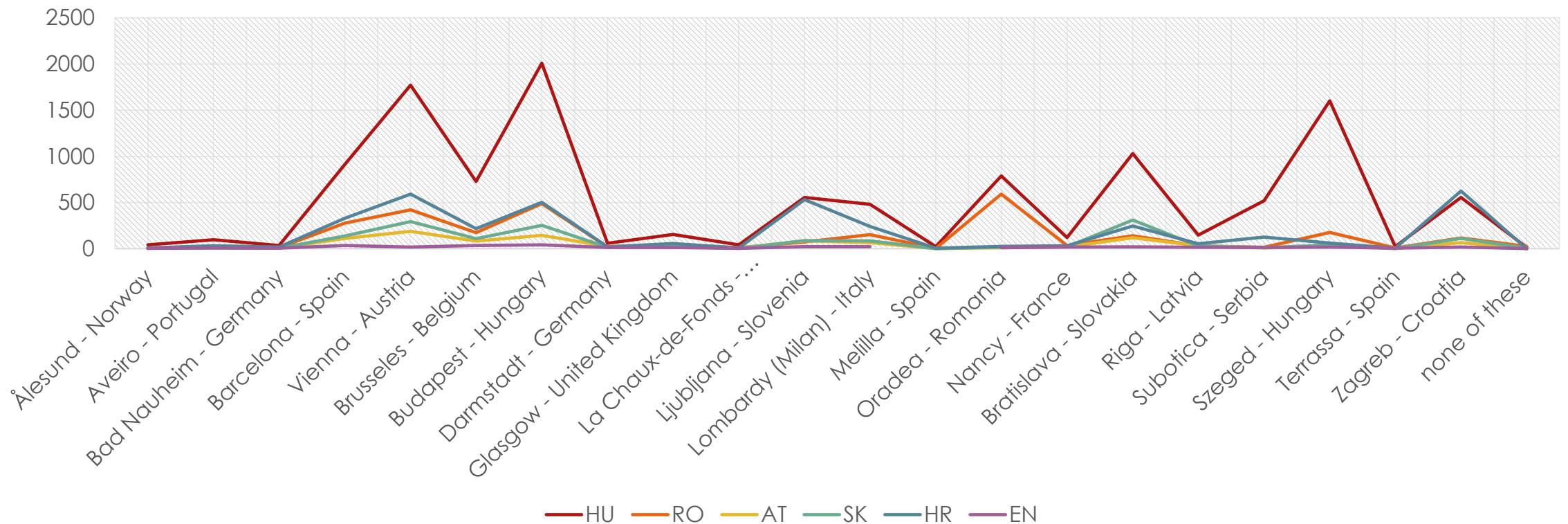
(multiple answers can be given)



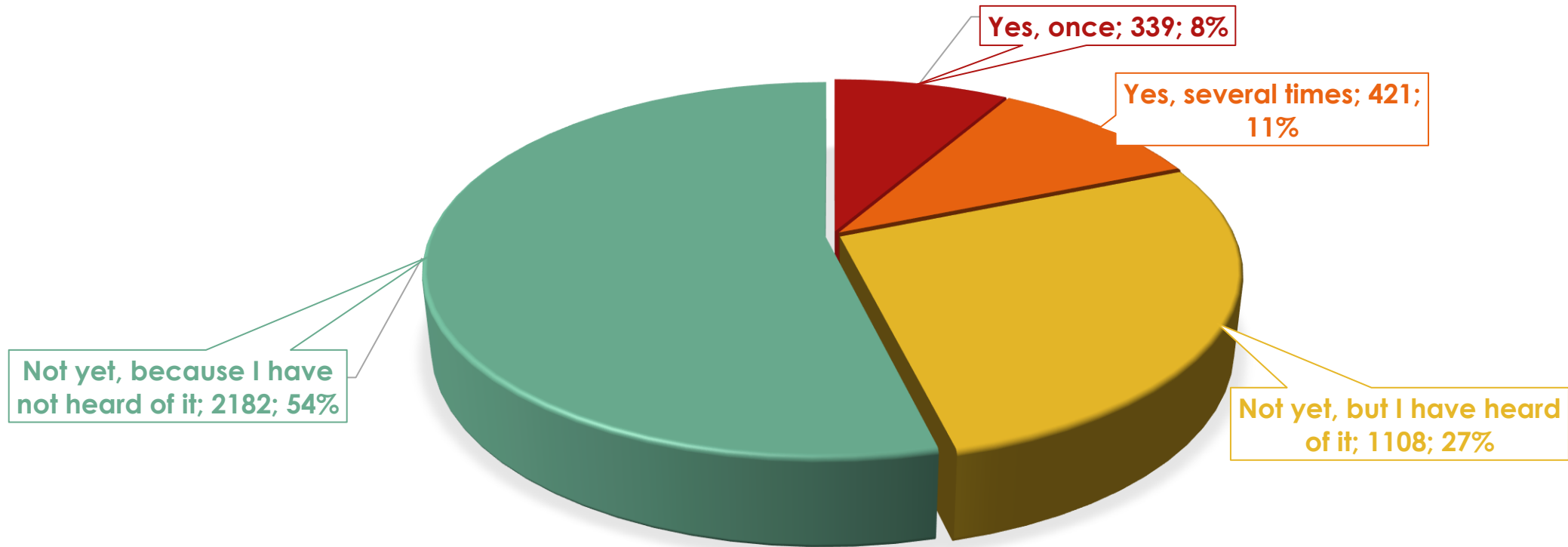
Many cities can be proud of its Art Nouveau heritage. Which of these cities have you visited?

(multiple answers can be given)

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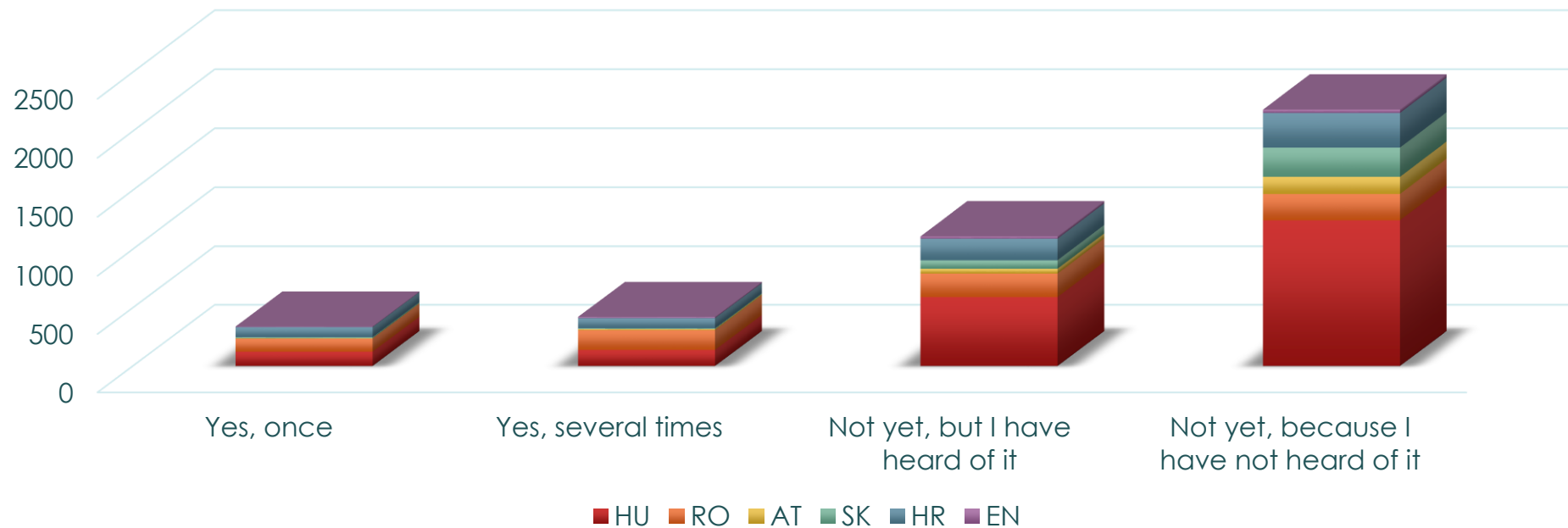


World Art Nouveau Day has been held on 10 June every year since 2013. Have you ever visited a World Art Nouveau Day event?



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4050 people, broken down by language of fill

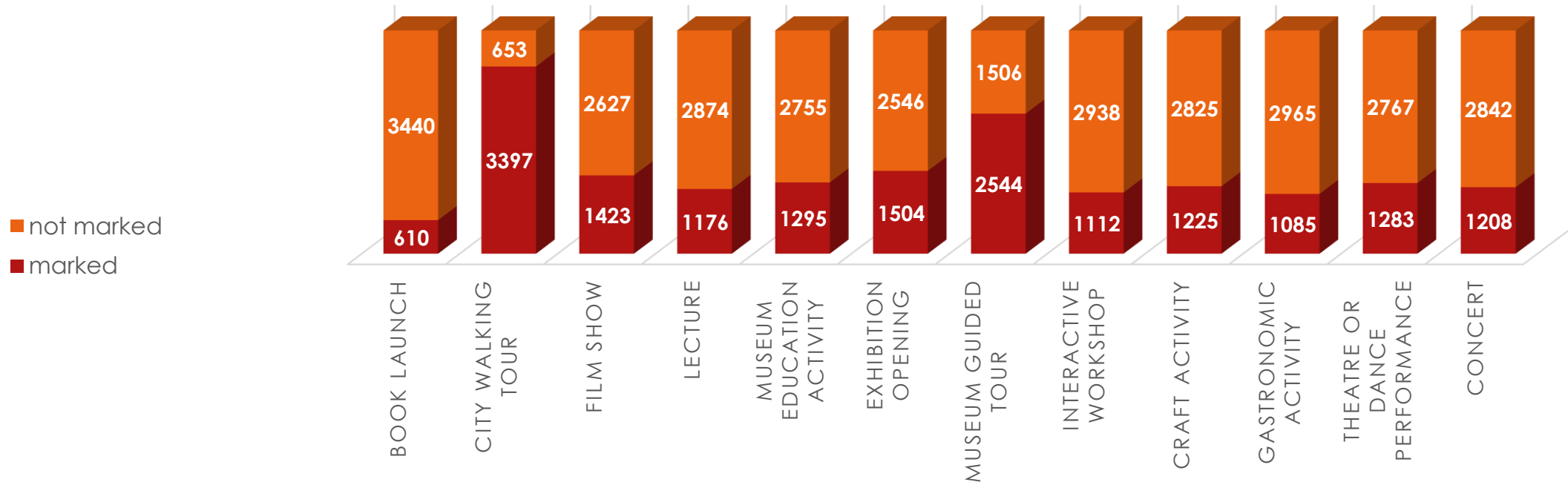


World Art Nouveau Day has been held on 10 June every year since 2013. Have you ever visited a World Art Nouveau Day event?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Yes, once	123	112	3	9	87	5	339
Yes, several times	138	169	10	6	88	10	421
Not yet, but I have heard of it	592	201	41	72	183	19	1108
Not yet, because I have not heard of it	1245	223	145	248	294	27	2182
SUMMA	2098	705	199	335	652	61	4050

World Art Nouveau Day has been held on 10 June every year since 2013. Have you ever visited a World Art Nouveau Day event?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Yes, once	5,86%	15,89%	1,51%	2,69%	13,34%	8,2%	8,37%
Yes, several times	6,58%	23,97%	5,03%	1,79%	13,5%	16,39%	10,4%
Not yet, but I have heard of it	28,22%	28,51%	20,6%	21,49%	28,07%	31,15%	27,36%
Not yet, because I have not heard of it	59,34%	31,63%	72,86%	74,03%	45,09%	44,26%	53,88%
SUMMA	100% 2098	100% 705	100% 199	100% 335	100% 652	100% 61	100% = 4050



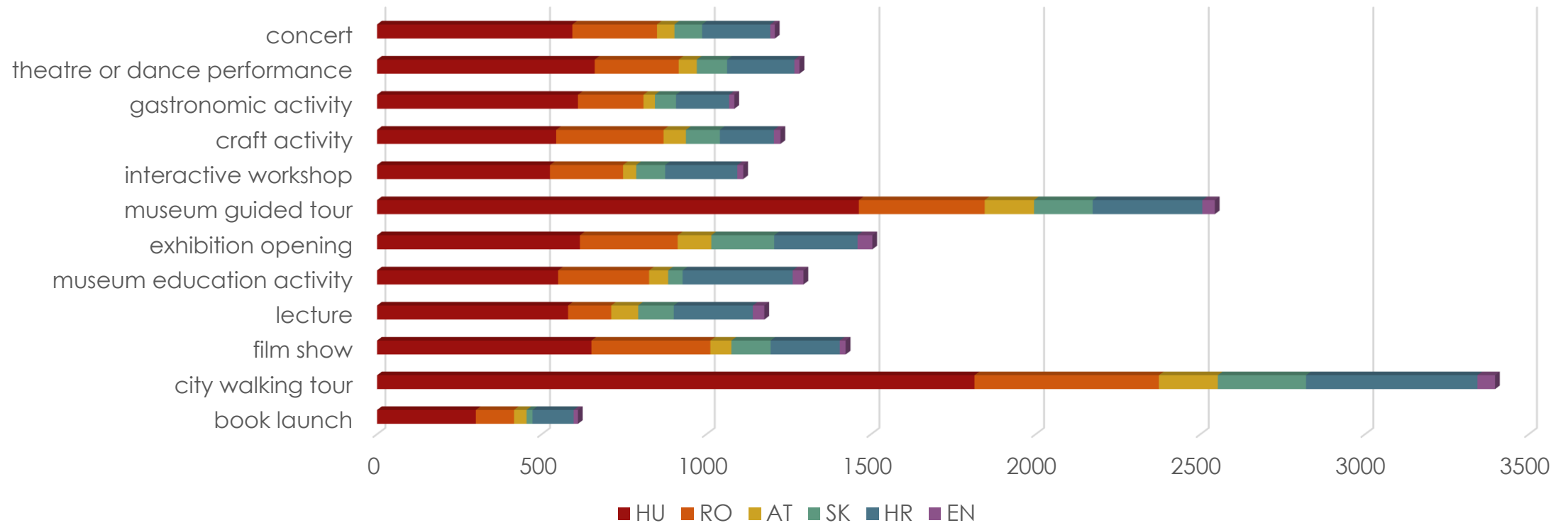
What kind of World Art Nouveau Day events would you be interested in attending?

(multiple answers can be given)

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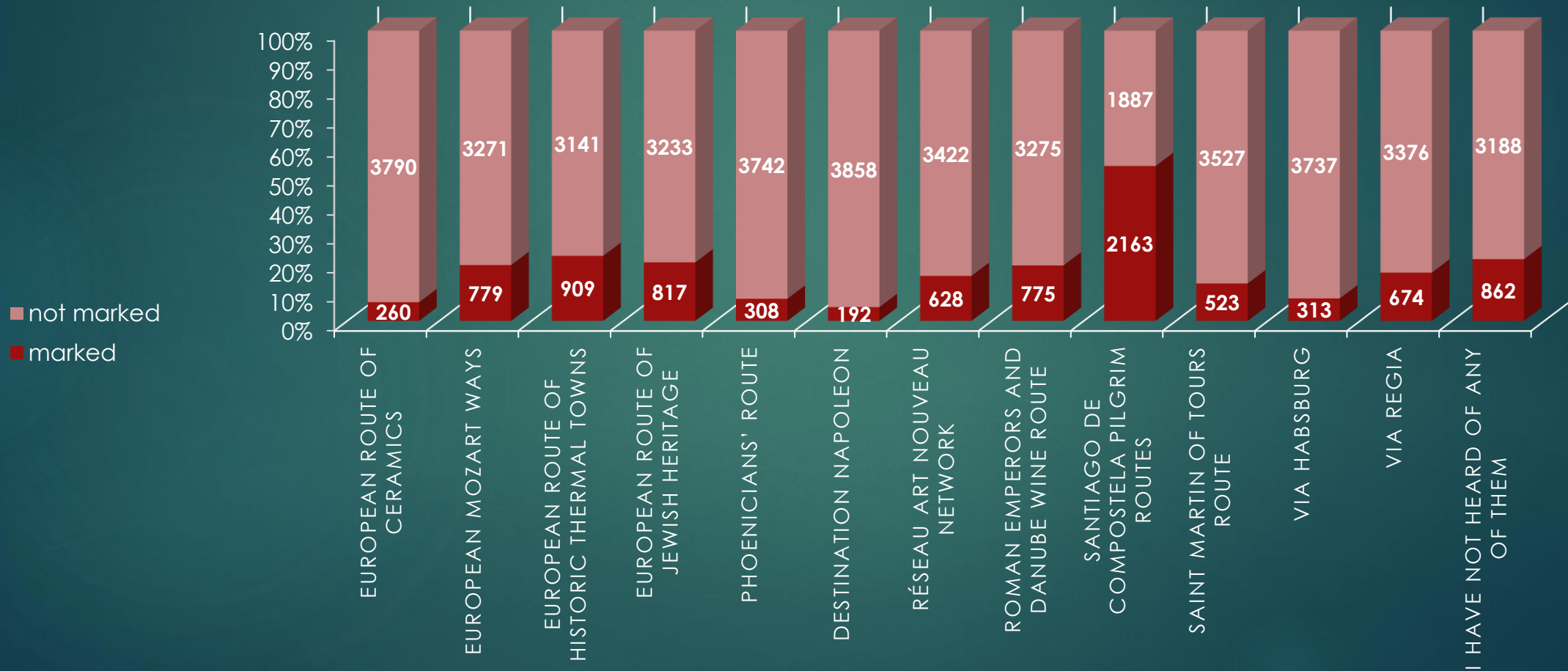
(multiple answers can be given)

4050 people, broken down by language of fill



What European cultural routes have you heard of?

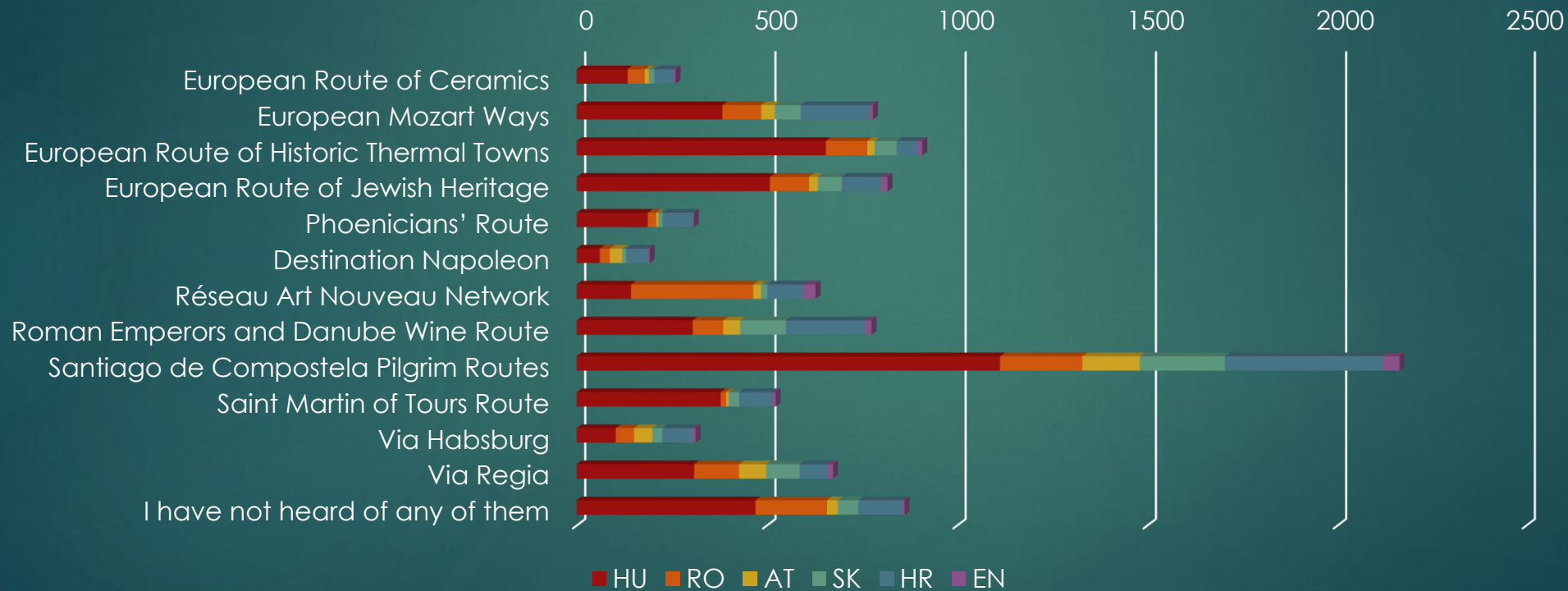
(multiple answers can be given)



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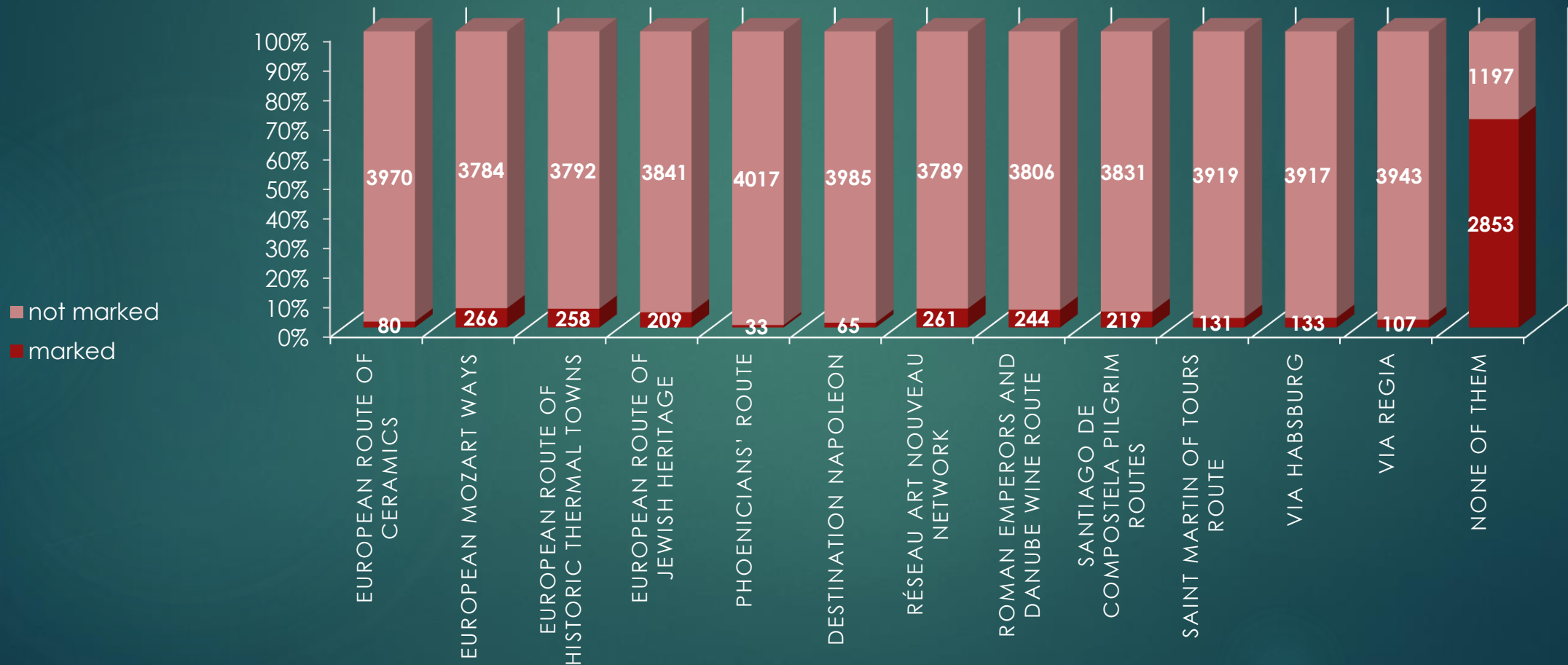
(multiple answers can be given)

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What European cultural routes have you consciously touched on during your travels?

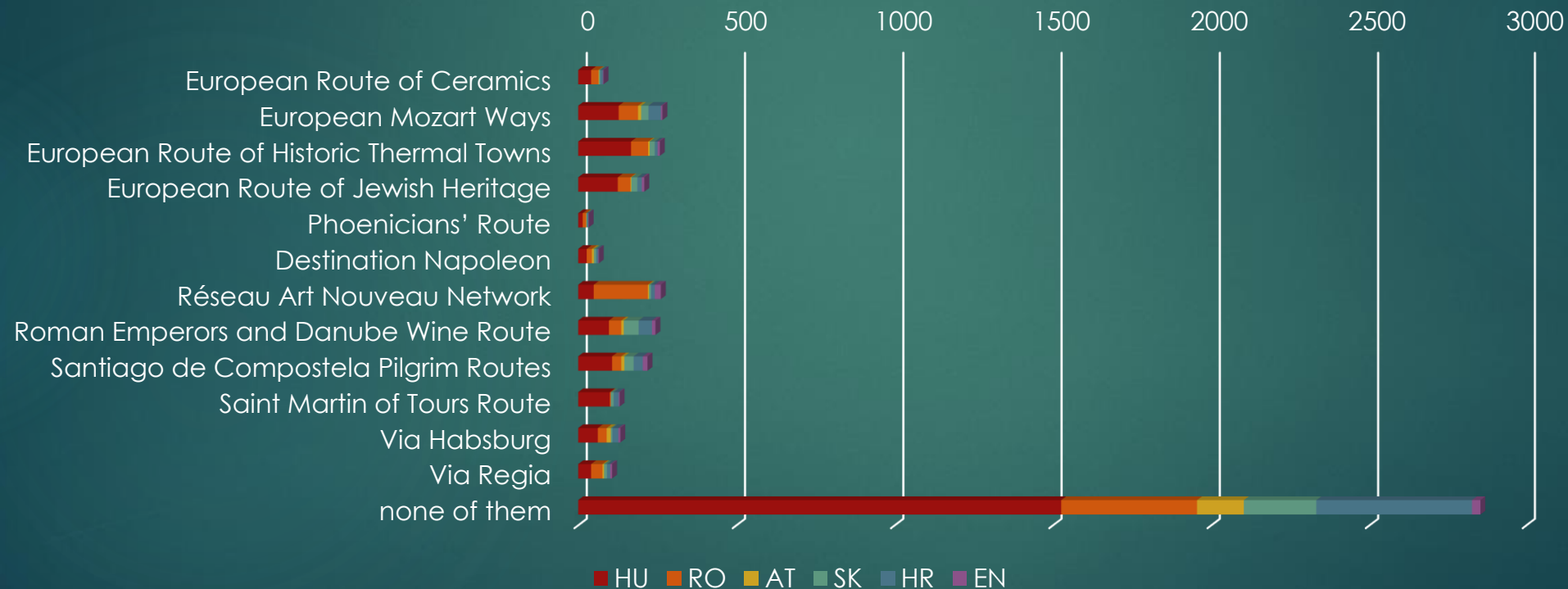
(multiple answers can be given)



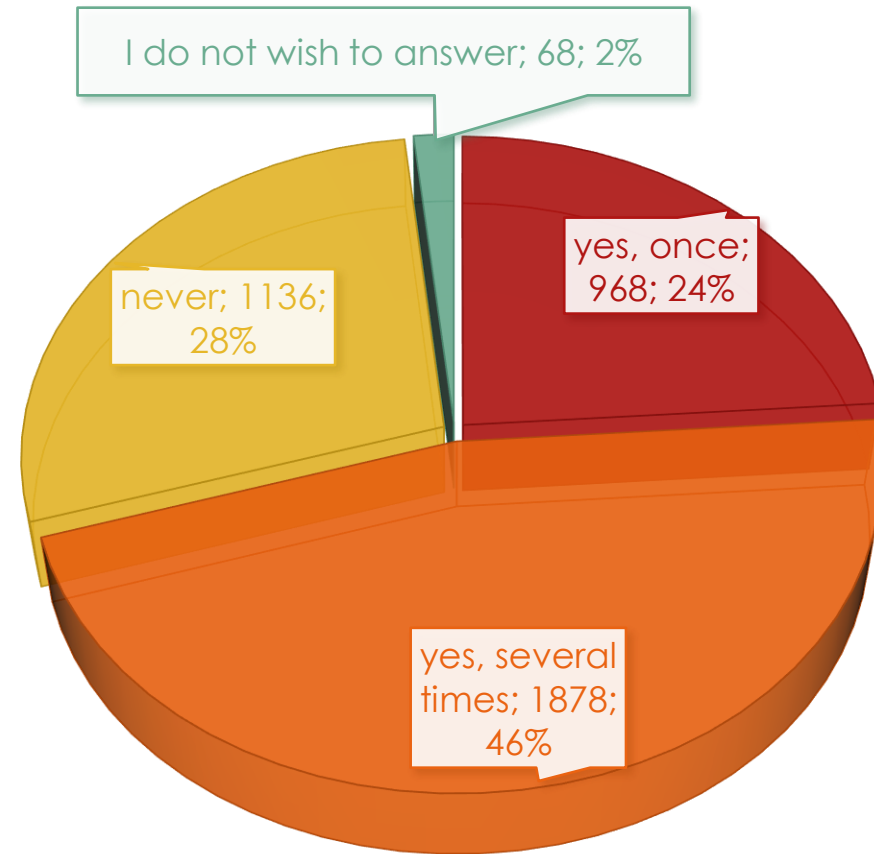
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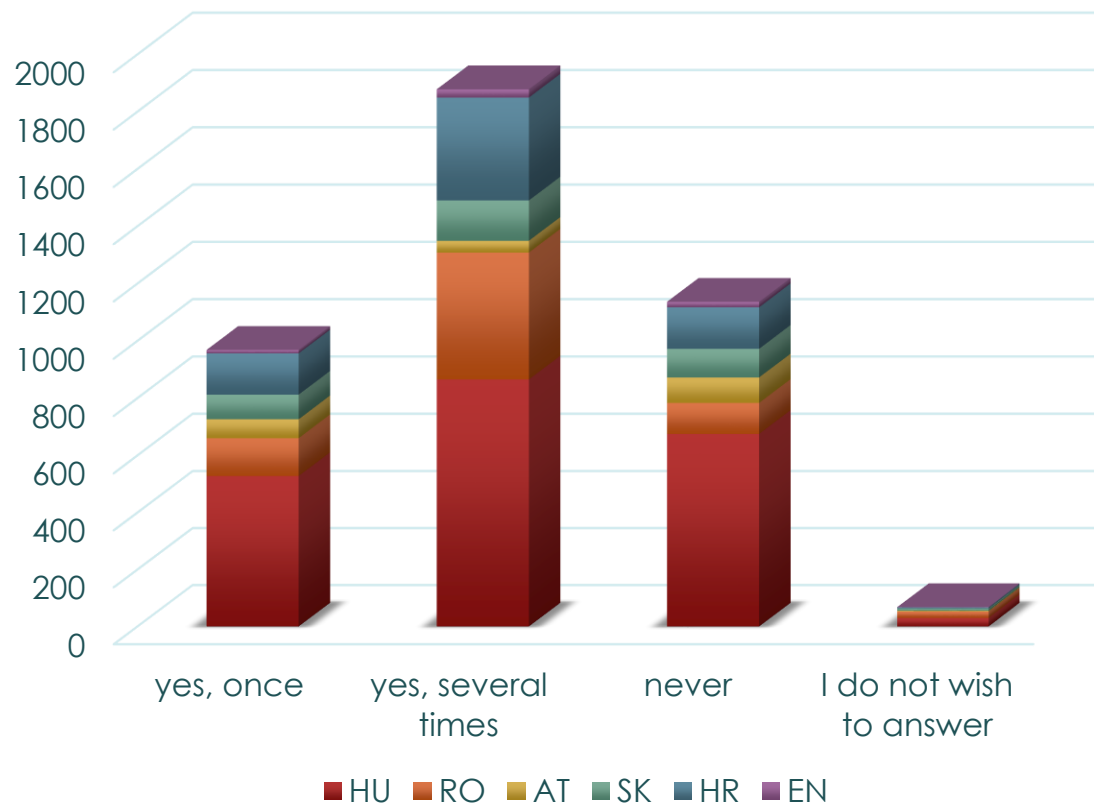


Have you left your place of residence for leisure purposes since the start of the coronavirus epidemic?



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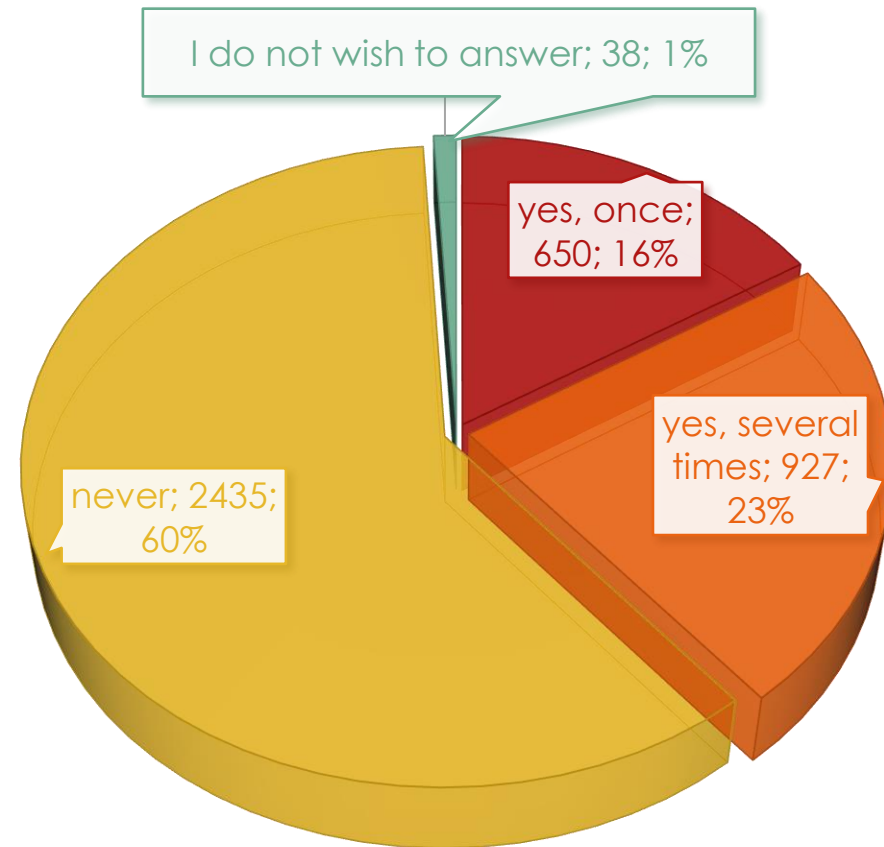
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Have you left your place of residence for leisure purposes since the start of the coronavirus epidemic?

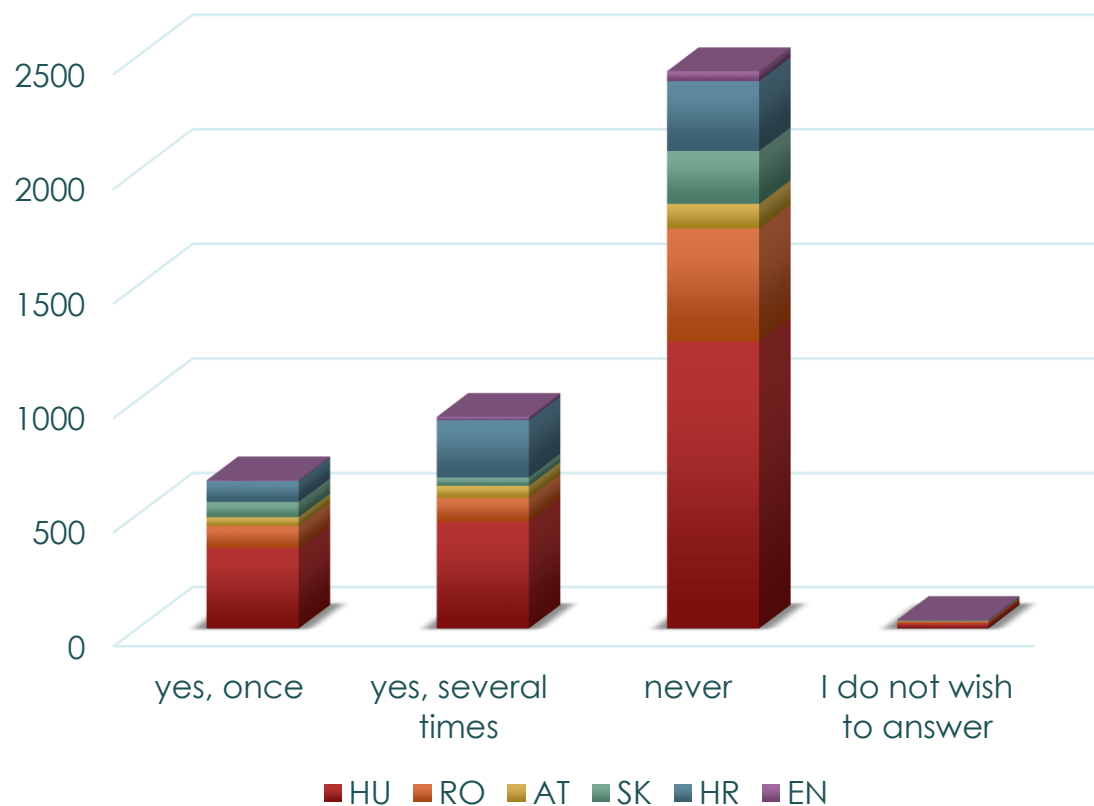
	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Yes, once	528 25,17%	132 18,72%	66 33,17%	86 25,67%	144 22,09%	12 19,67%	968 23,9%
Yes, several times	865 41,23%	443 62,84%	41 20,6%	141 42,09%	359 55,06%	29 47,54%	1878 46,37%
Never	675 32,17%	108 15,32%	89 44,72%	100 29,85%	145 22,24%	19 31,15%	1136 28,05%
I do not wish to answer	30 1,43%	22 3,12%	3 1,51%	8 2,39%	4 0,61%	1 1,64%	68 1,68%
SUMMA	2098 100%	705 100%	199 100%	335 100%	652 100%	61 100%	4050 100%

Have you been to a cinema/
concert/
theatre since the start of the coronavirus epidemic?



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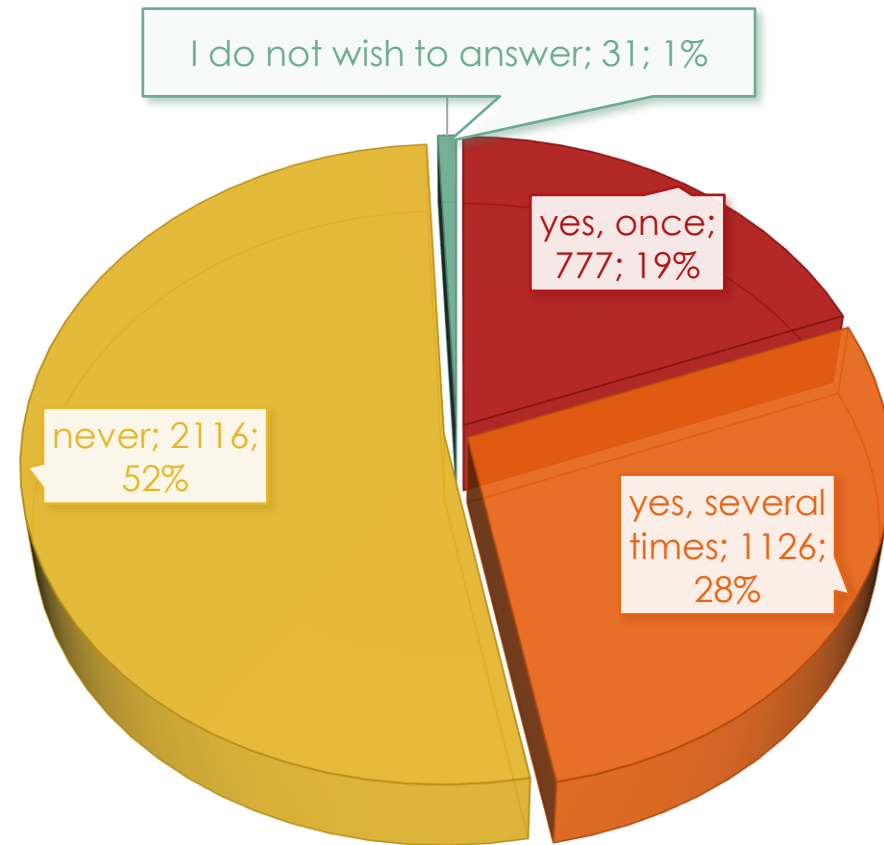
4050 people, broken down by
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Have you been to a cinema/ concert/ theatre since the start of the coronavirus epidemic?

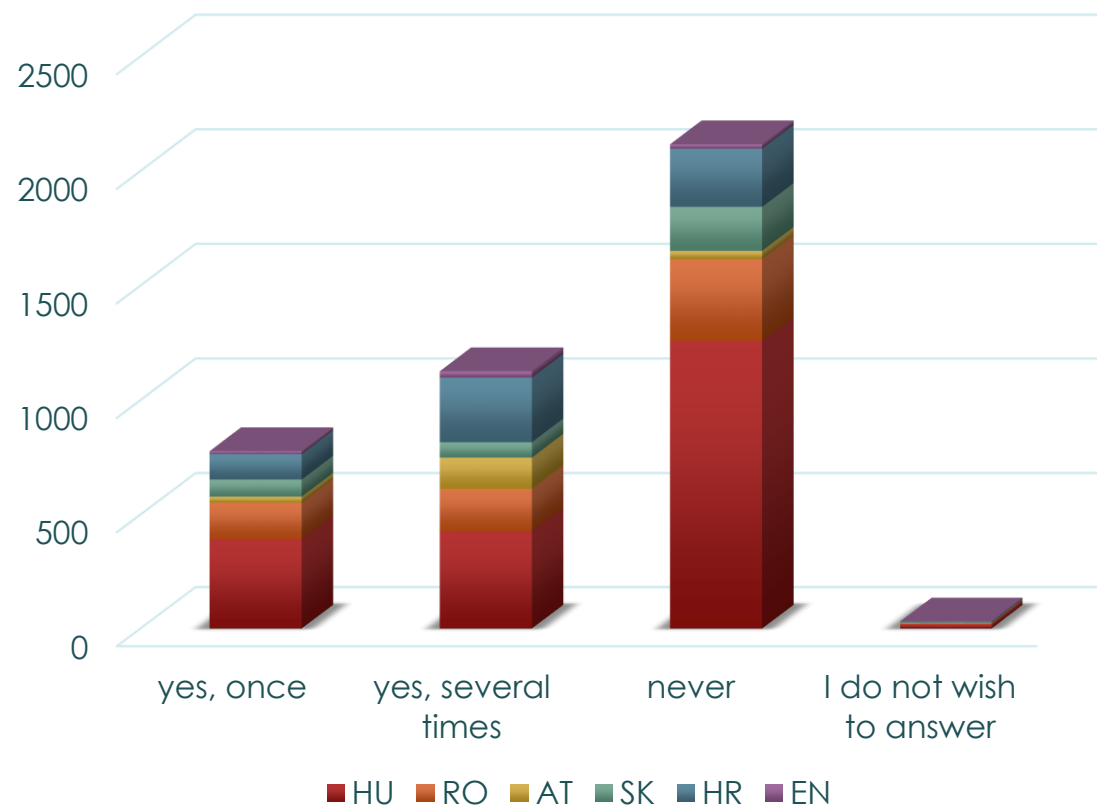
	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Yes, once	352 16,78%	98 13,9%	38 19,1%	67 20%	92 14,11%	3 4,92%	650 16,05%
Yes, several times	468 22,31%	105 14,89%	53 26,63%	36 10,75%	251 38,5%	14 22,95%	927 22,89%
Never	1257 59,91%	492 69,79%	107 53,77%	231 68,96%	305 46,78%	43 70,49%	2435 60,12%
I do not wish to answer	21 1%	10 1,42%	1 0,5%	1 0,3%	4 0,68%	1 1,64%	38 0,94%
SUMMA	2098 100%	705 100%	199 100%	335 100%	652 100%	61 100%	4050 100%

Have you
been to a
museum
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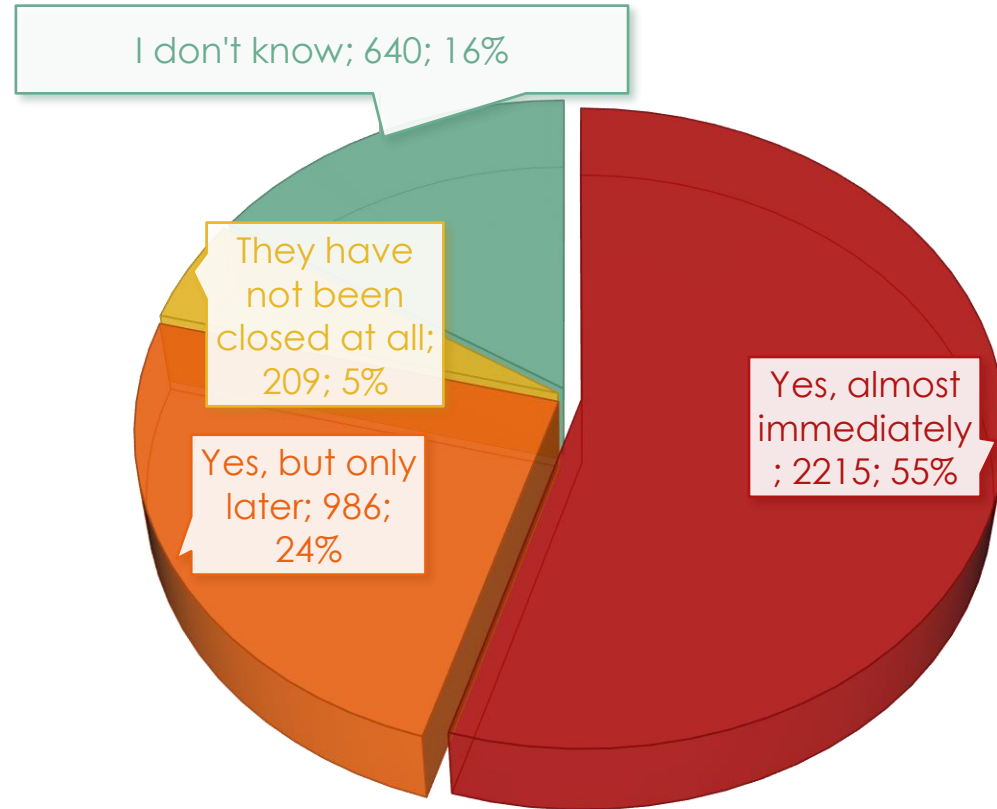
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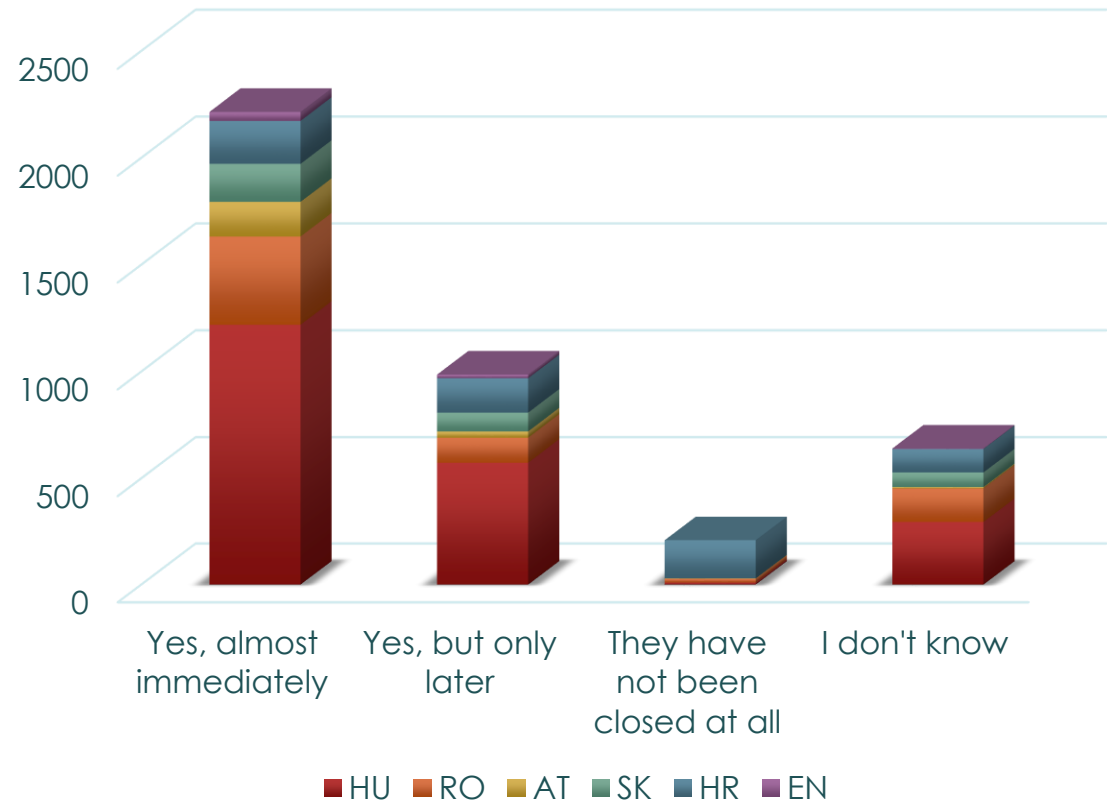
	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Yes, once	393 18,73%	159 22,55%	26 13,07%	75 22,39%	111 17,02%	13 21,31%	777 19,19%
Yes, several times	428 20,4%	185 26,24%	136 68,34%	67 20%	282 43,25%	28 45,9%	1126 27,8%
Never	1260 60,06%	355 50,35%	36 18,09%	192 57,31%	254 38,96%	19 31,15%	2116 52,25%
I do not wish to answer	17 0,85%	6 0,85%	1 0,5%	1 0,3%	5 0,77%	1 1,64%	31 0,77%
SUMMA	2098 100%	705 100%	199 100%	335 100%	652 100%	61 100%	4050 100%

Were the museums where you live closed when the epidemic began?



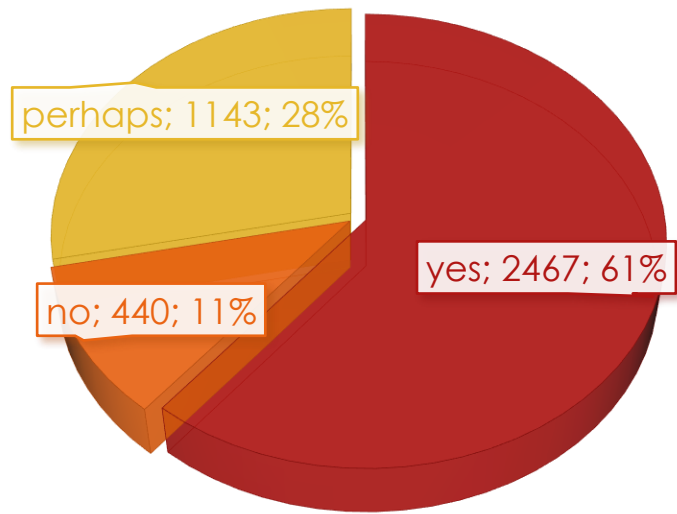
Were the museums where you live closed when the epidemic began?

4050 people, broken down by language of fill



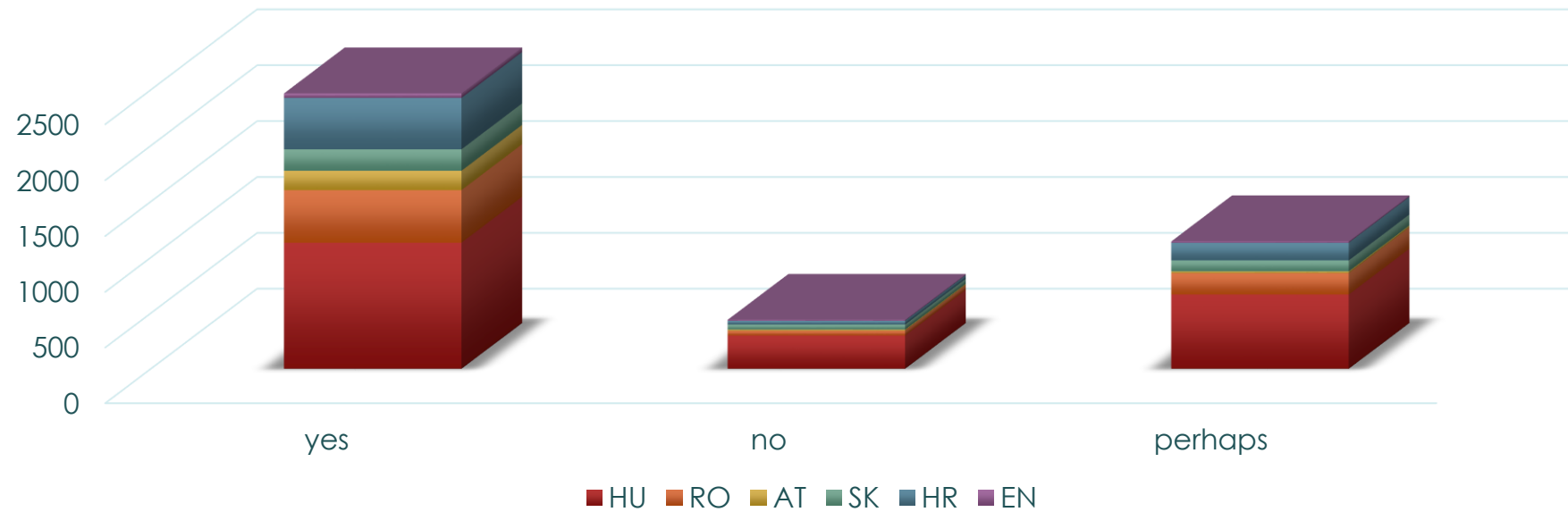
Were the museums where you live closed when the epidemic began?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Yes, almost immediately	1219 58,1%	413 58,58%	162 81,41%	178 53,13%	201 30,83%	42 68,85%	2215 54,69%
Yes, but only later	574 27,36%	117 16,6%	29 14,57%	88 26,27%	161 24,69%	17 27,87%	986 24,35%
They have not been closed at all	10 0,48%	17 2,41%	2 1,01%	0 0%	180 27,61%	0 0%	209 5,16%
I don't know	295 14,06%	158 22,41%	6 3,02%	69 20,6%	110 16,87%	2 3,28%	640 15,8%
SUMMA	2098 100%	705 100%	199 100%	335 100%	652 100%	61 100%	4050 100%



When the museums were reopened in the period between the two waves of the epidemic, do you think they were safe to visit?

4050 people, broken down by language of fill



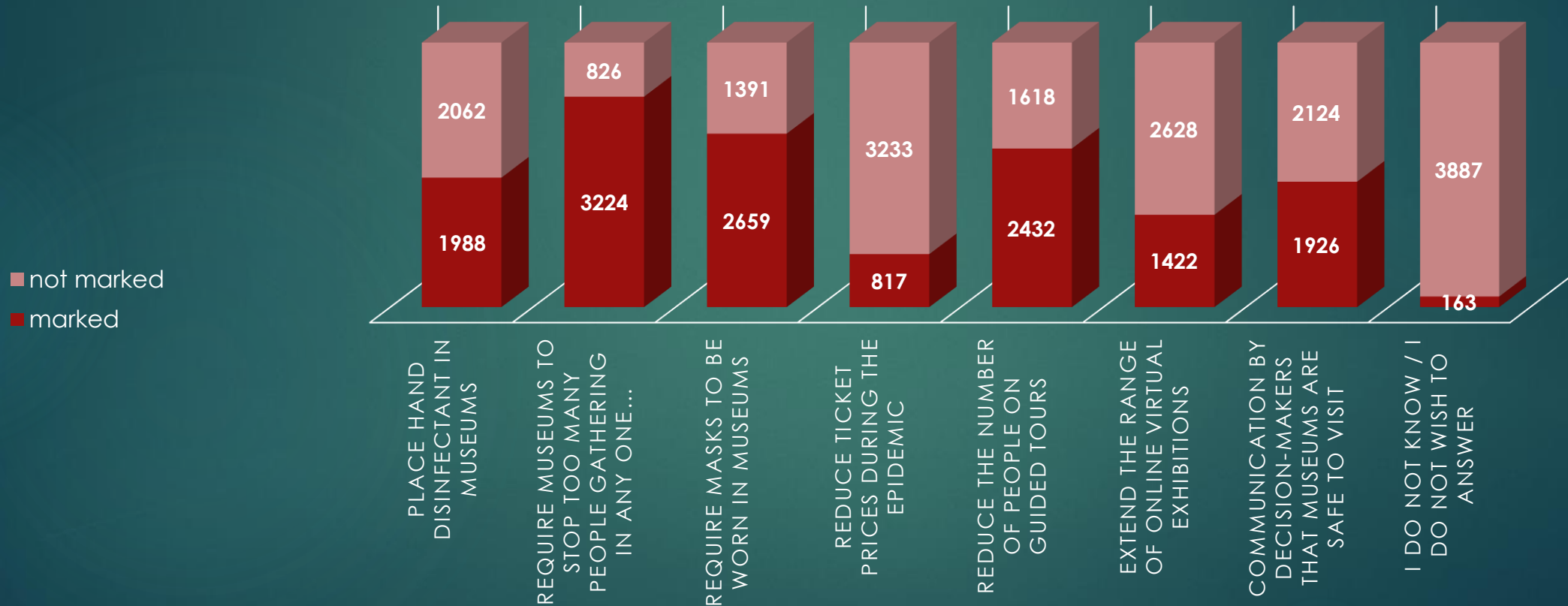
When the museums were reopened in the period between the two waves of the epidemic, do you think they were safe to visit?

	HU	RO	AT	SK	HR	EN	FULL SAMPLE
Yes	1132 53,96%	470 66,67%	173 86,93%	192 57,31%	460 70,55%	40 66,57%	2467 60,91%
No	298 14,2%	44 6,24%	10 5,03%	45 13,43%	34 5,21%	9 14,75%	440 10,86%
Perhaps	668 31,84%	191 27,09%	16 8,04%	98 29,25%	158 24,23%	12 19,67%	1143 28,22%
SUMMA	2098 100%	705 100%	199 100%	335 100%	652 100%	61 100%	4050 100%

When the museums were reopened in the period between the two waves of the epidemic, do you think they were safe to visit?

What do you think should be done to make people willing to visit museums again?

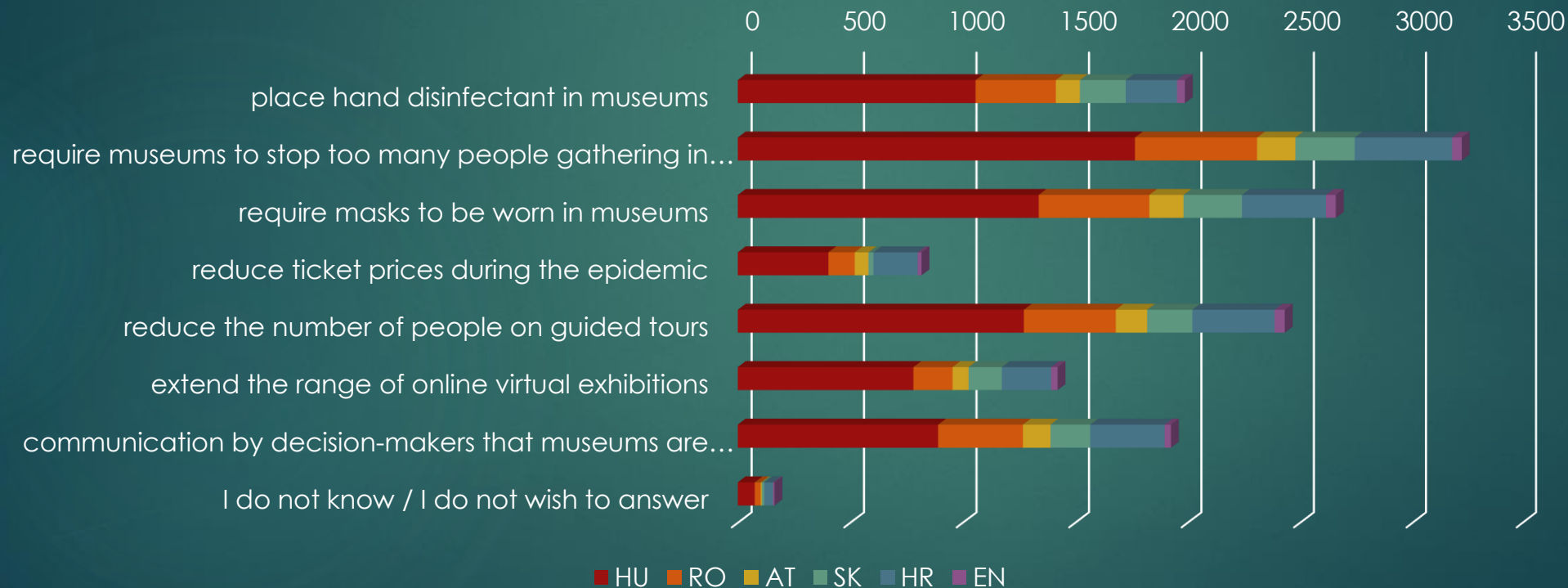
(multiple answers can be given)



What do you think should be done to make people willing to visit museums again?

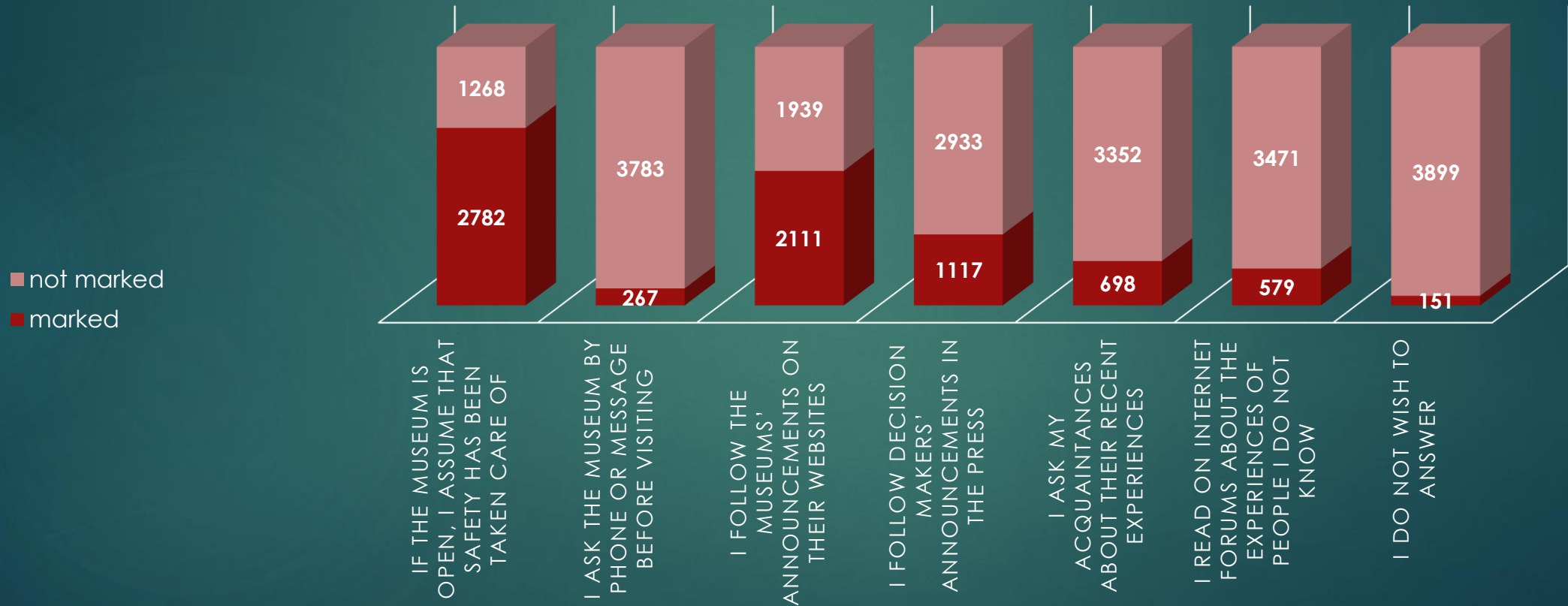
(multiple answers can be given)

4050 people, broken down by language of fill



How do you decide whether museums are safe to visit again, and whose opinion do you trust?

(multiple answers can be given)



How do you decide whether museums are safe to visit again, and whose opinion do you trust?

(multiple answers can be given)

4050 people, broken down by language of fill

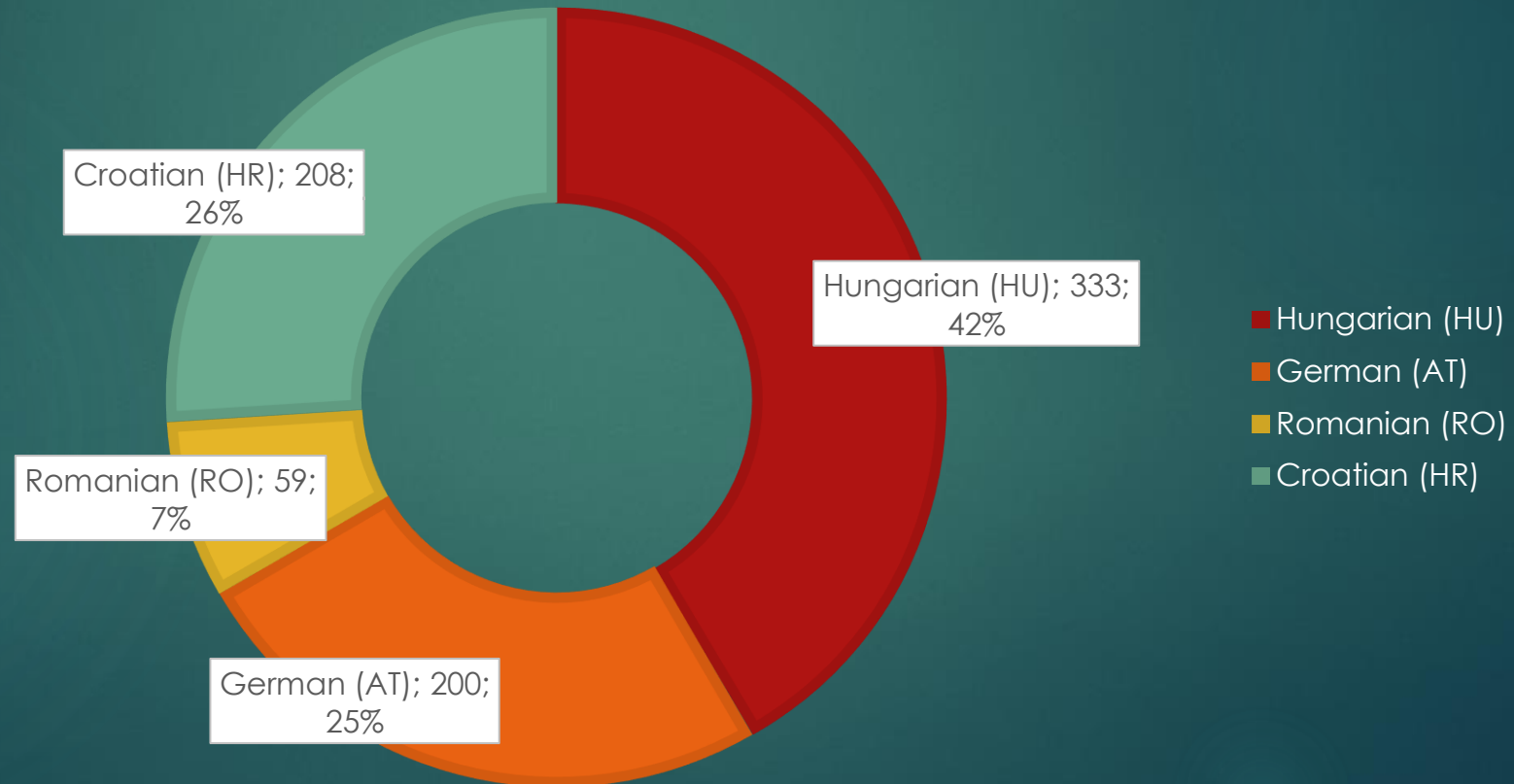


ON-SITE INTERVIEW OF 800 PEOPLE

JUNE 2021

Demographic characteristics of on-site research:

by language of fill



Demographic characteristics of on-site research:

Which country do you live in at present?



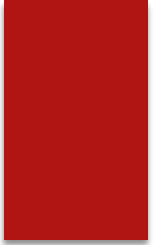
Hungary	296
Croatia	203
Austria	188
Romania	75
<i>didn't answer</i>	21
Germany	9
USA	2
United Kingdom, China, Japan, Norway, Ukraine, Spain	1-1

Demographic characteristics of on-site research:

by gender



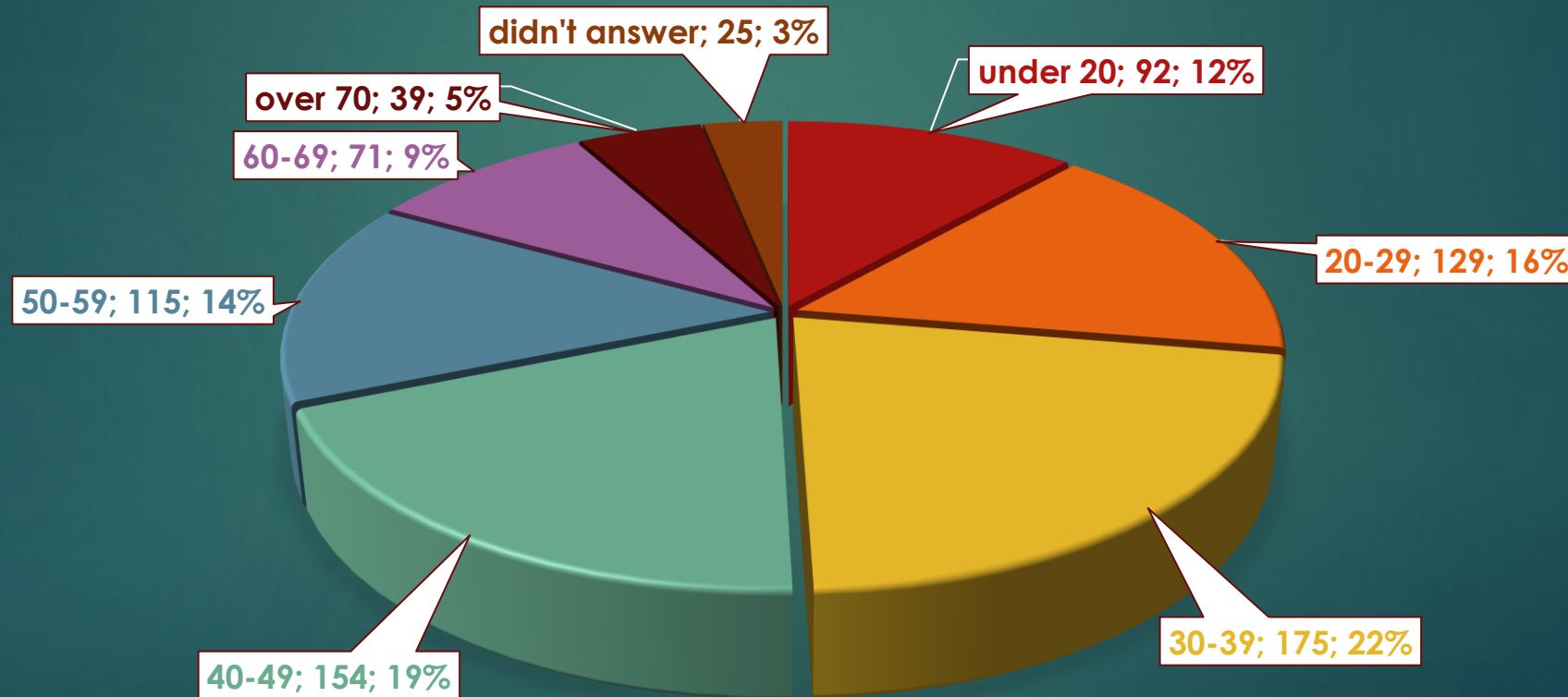
Demographic characteristics of on-site research: by gender



	HU	RO	AT	HR	FULL SAMPLE
Male	24,32%	42,37%	25,50%	36,54%	29,13%
Female	73,27%	55,93%	68,50%	61,54%	67,75%
Didn't answer	2,40%	1,69%	3,00%	0,48%	2,00%
Other comment			3,00%	1,44%	1,13%
SUMMA	100,00% 333	100,00% 59	100,00% 200	100,00% 208	100,00% 800 person

Demographic characteristics of on-site research:

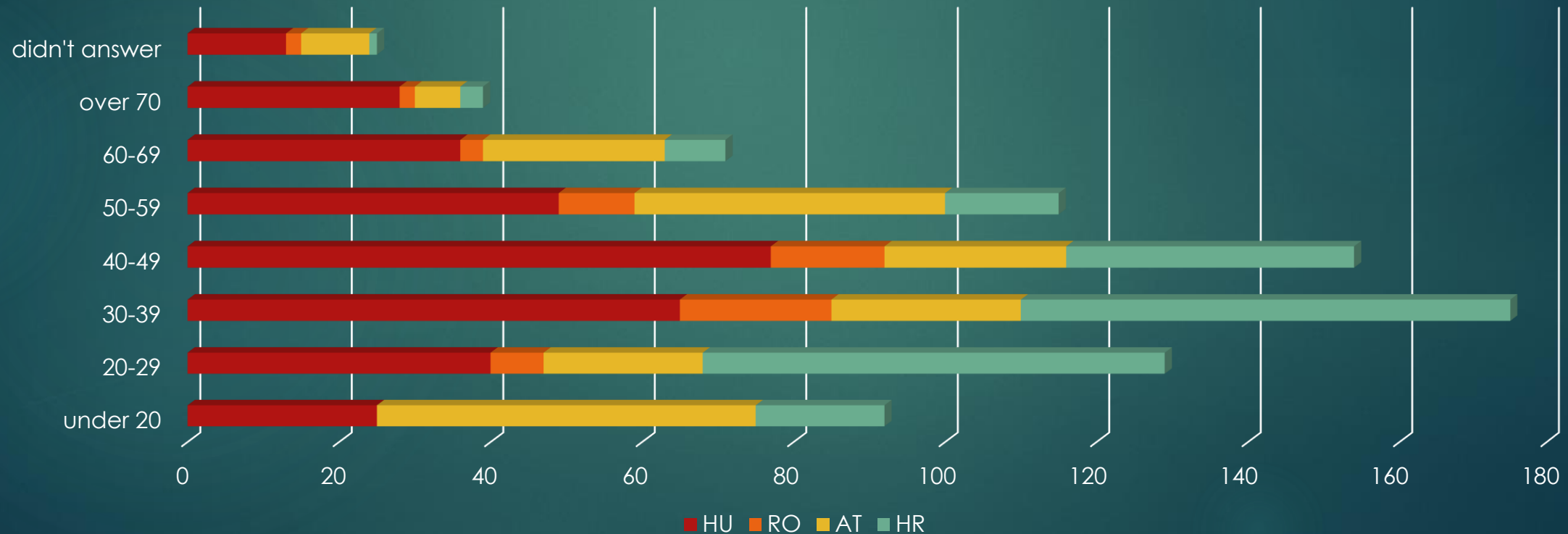
by age



Demographic characteristics of on-site research:

by age

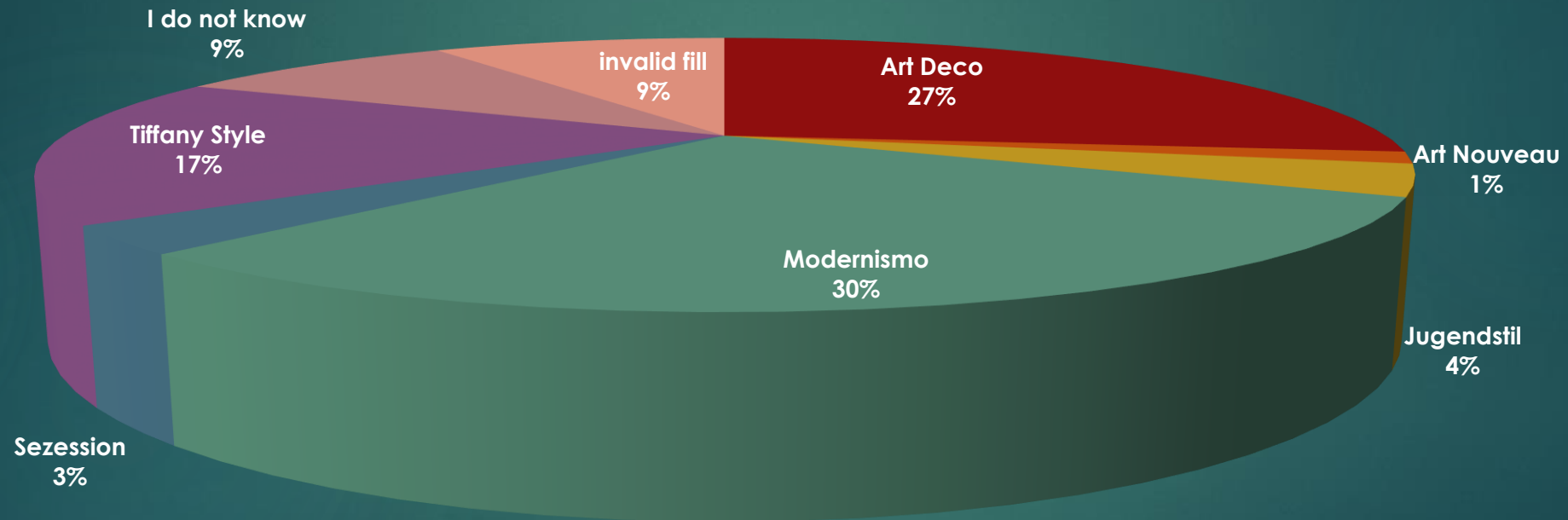
800 people, broken down by language of fill



	HU	RO	AT	HR	FULL SAMPLE
Under 20	7,51%	0,00%	25,00%	8,17%	11,50%
20-29	12,01%	11,86%	10,50%	29,33%	16,13%
30-39	19,52%	33,90%	12,50%	31,25%	21,88%
40-49	23,12%	25,42%	12,00%	18,27%	19,25%
50-59	14,71%	16,95%	20,50%	7,21%	14,38%
60-69	10,81%	5,08%	12,00%	3,85%	8,88%
Over 70	8,41%	3,39%	3,00%	1,44%	4,88%
Didn't answer	3,90%	3,39%	4,50%	0,48%	3,13%
SUMMA	100% 333	100% 59	100% 200	100% 208	100% = 800

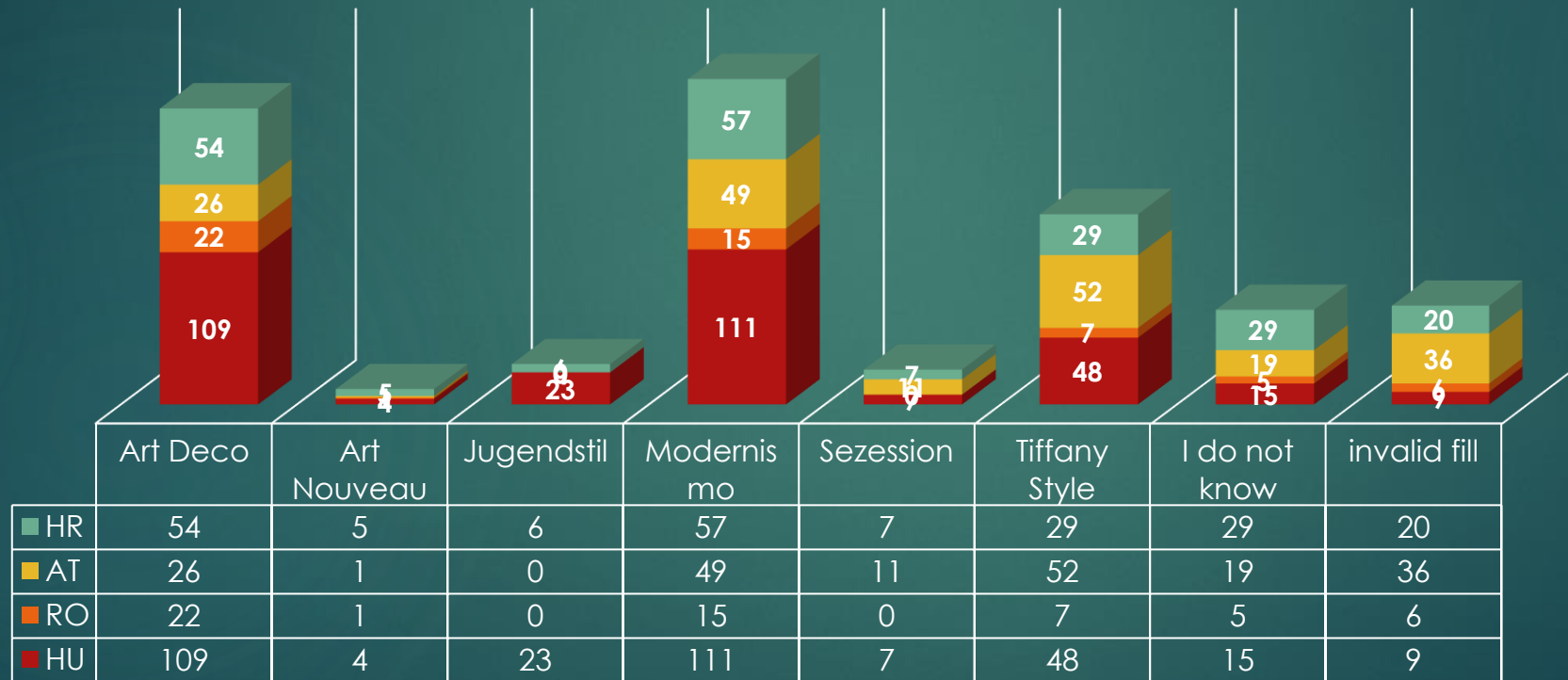
Demographic characteristics of on-site research:
by age

Which expression is the odd one out?

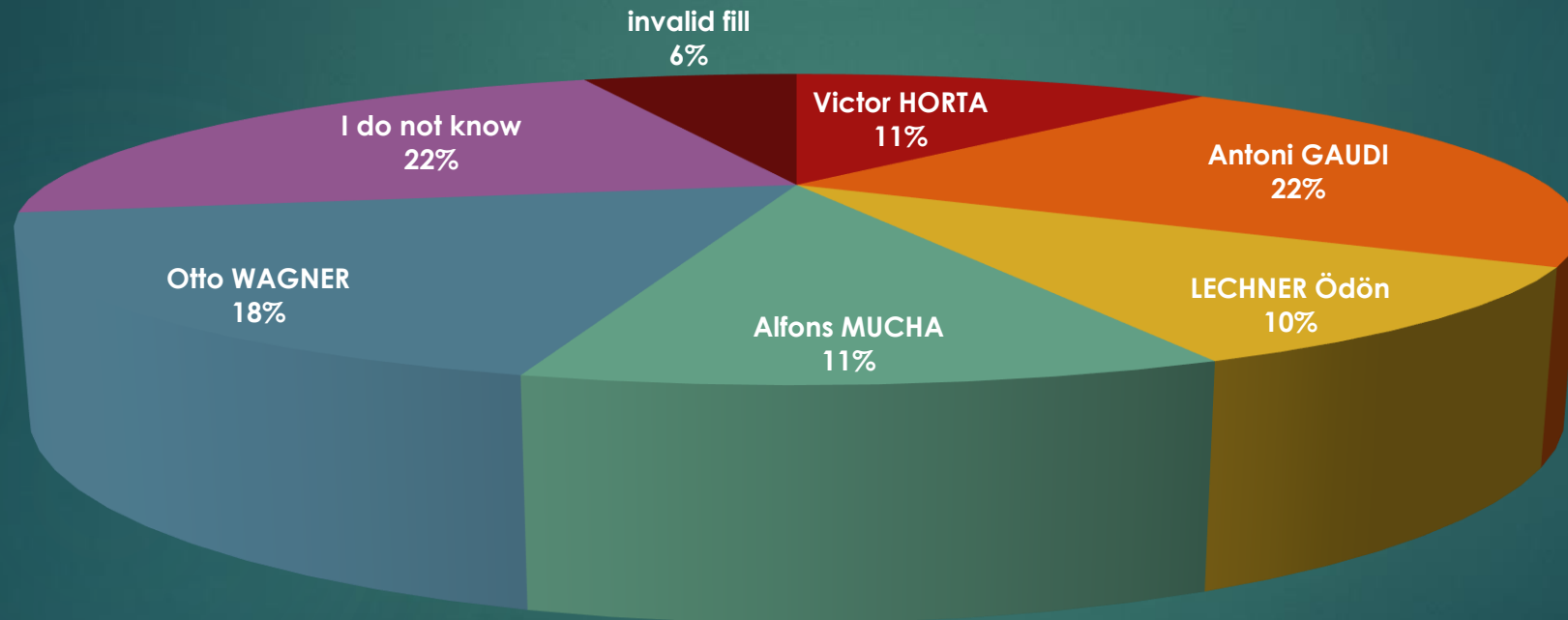


Which expression is the odd one out?

800 PEOPLE, BROKEN DOWN BY LANGUAGE OF FILL

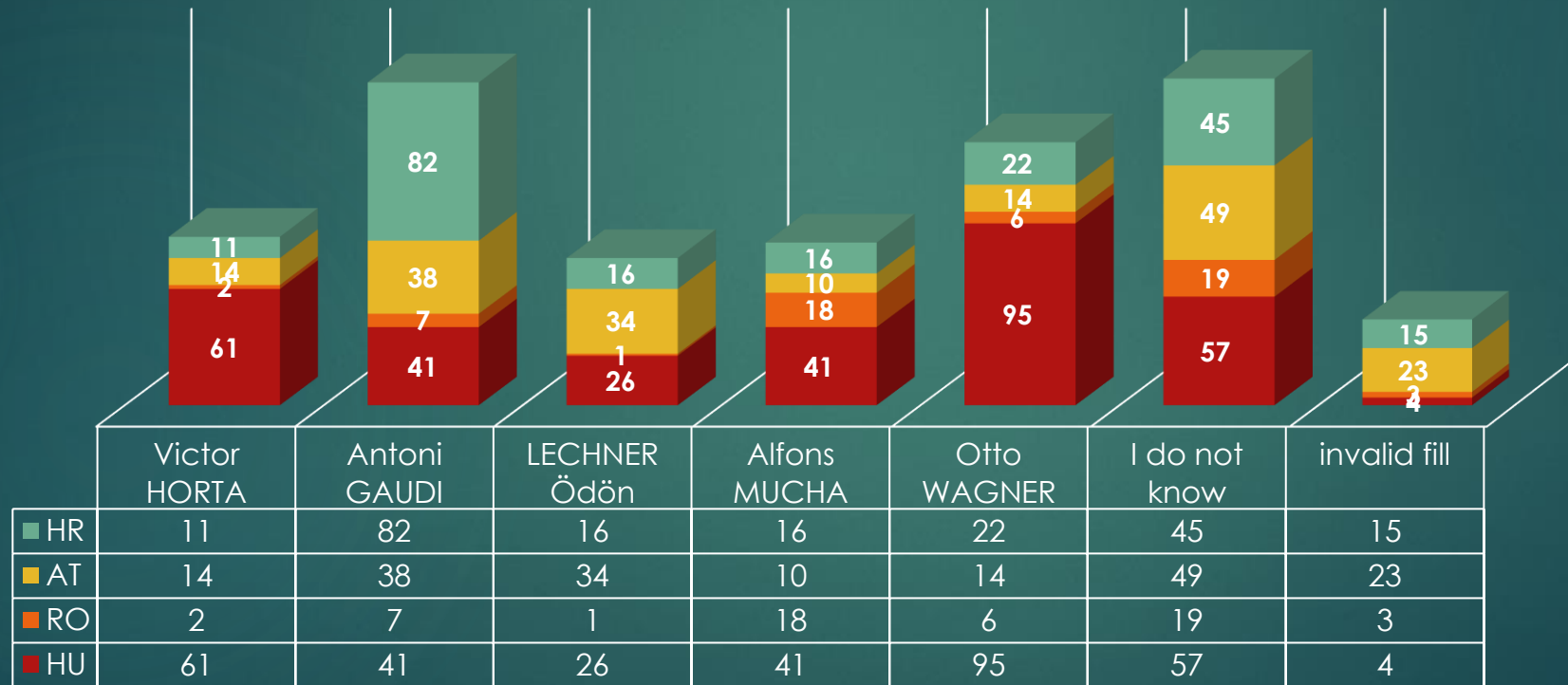


Which person is the odd one out?



Which person is the odd one out?

800 PEOPLE, BROKEN DOWN BY LANGUAGE OF FILL

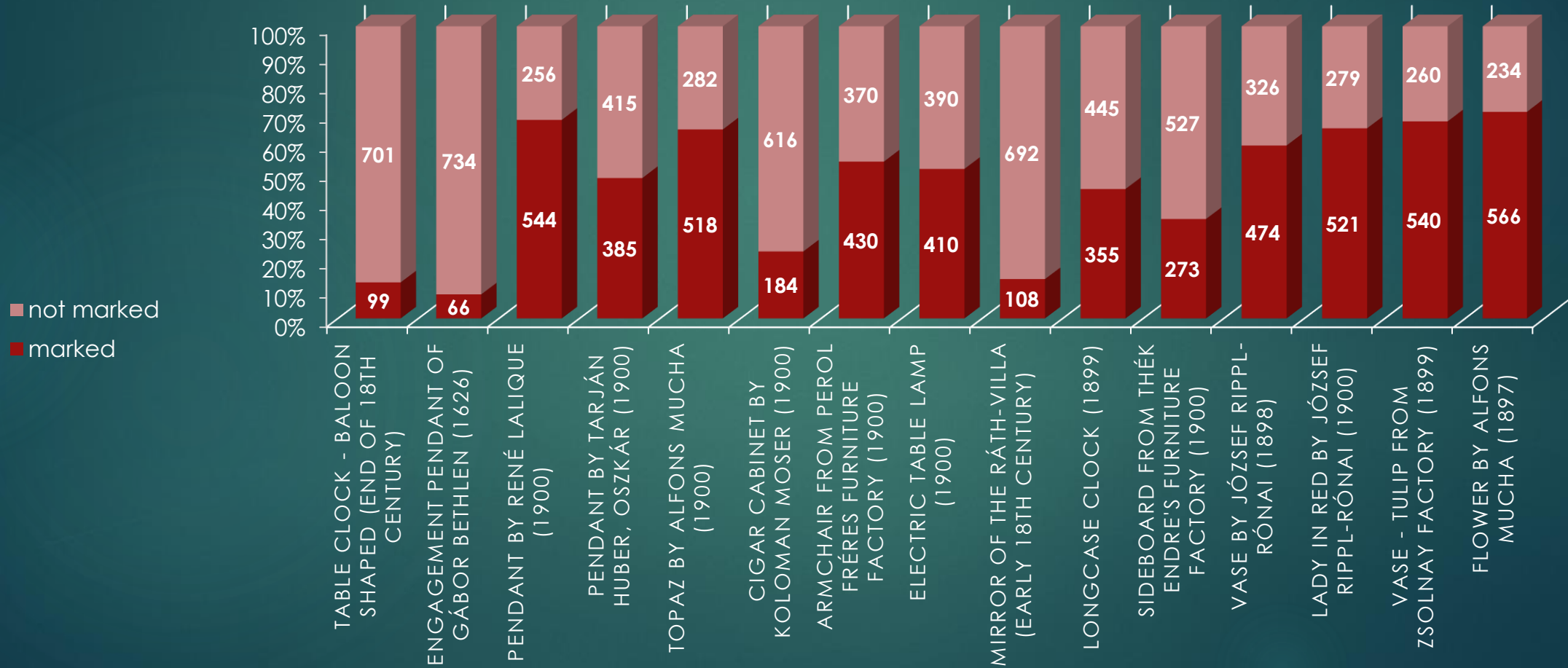


Which of these are pictures of Art Nouveau objects?

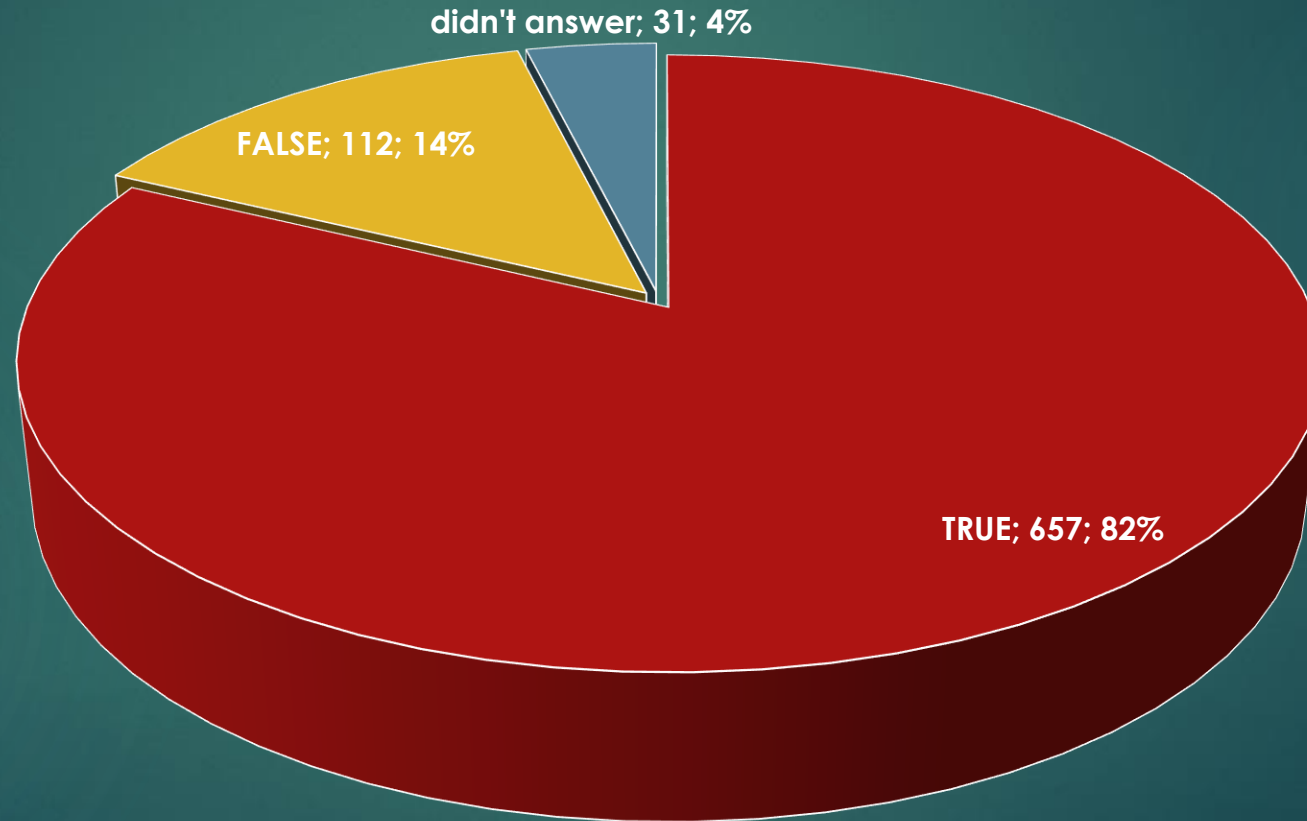


Which of these are pictures of Art Nouveau objects?

Which of these are pictures of Art Nouveau objects?

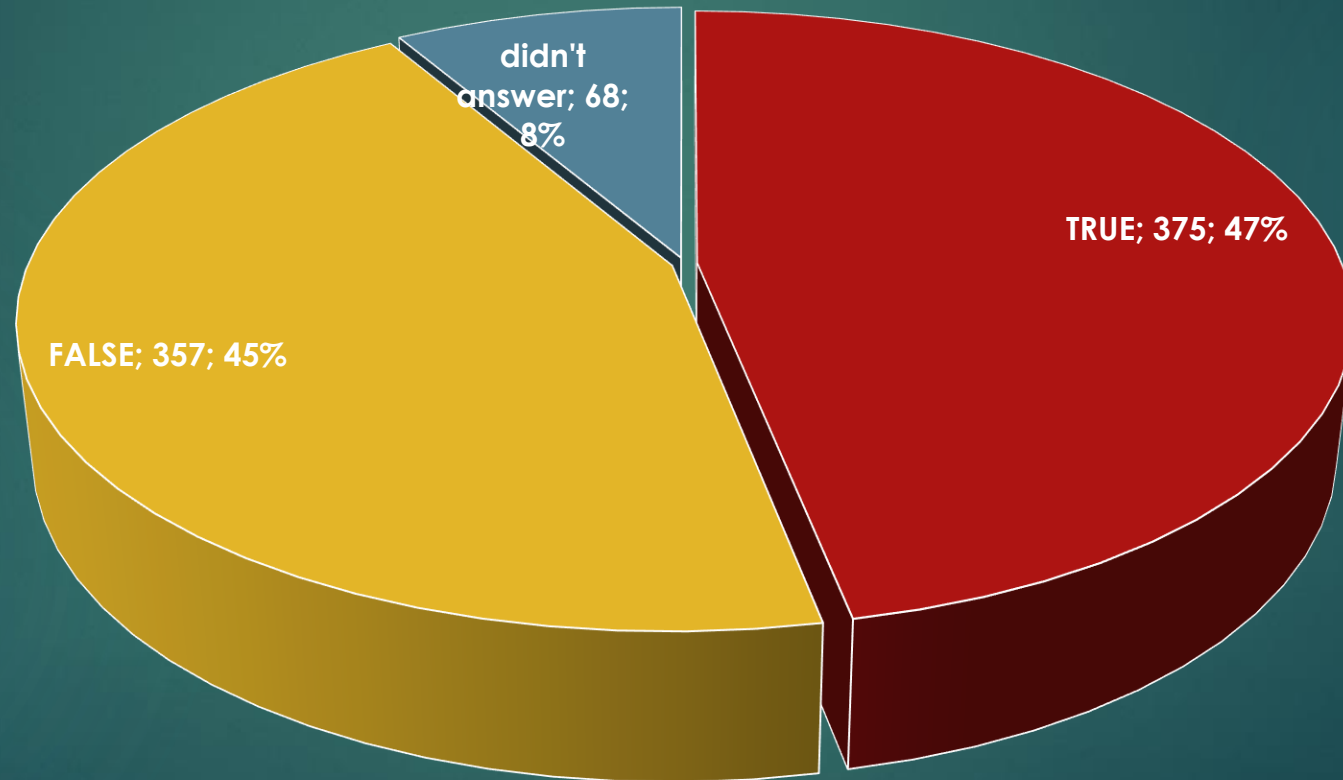


Art Nouveau emerged in the late 19th century.



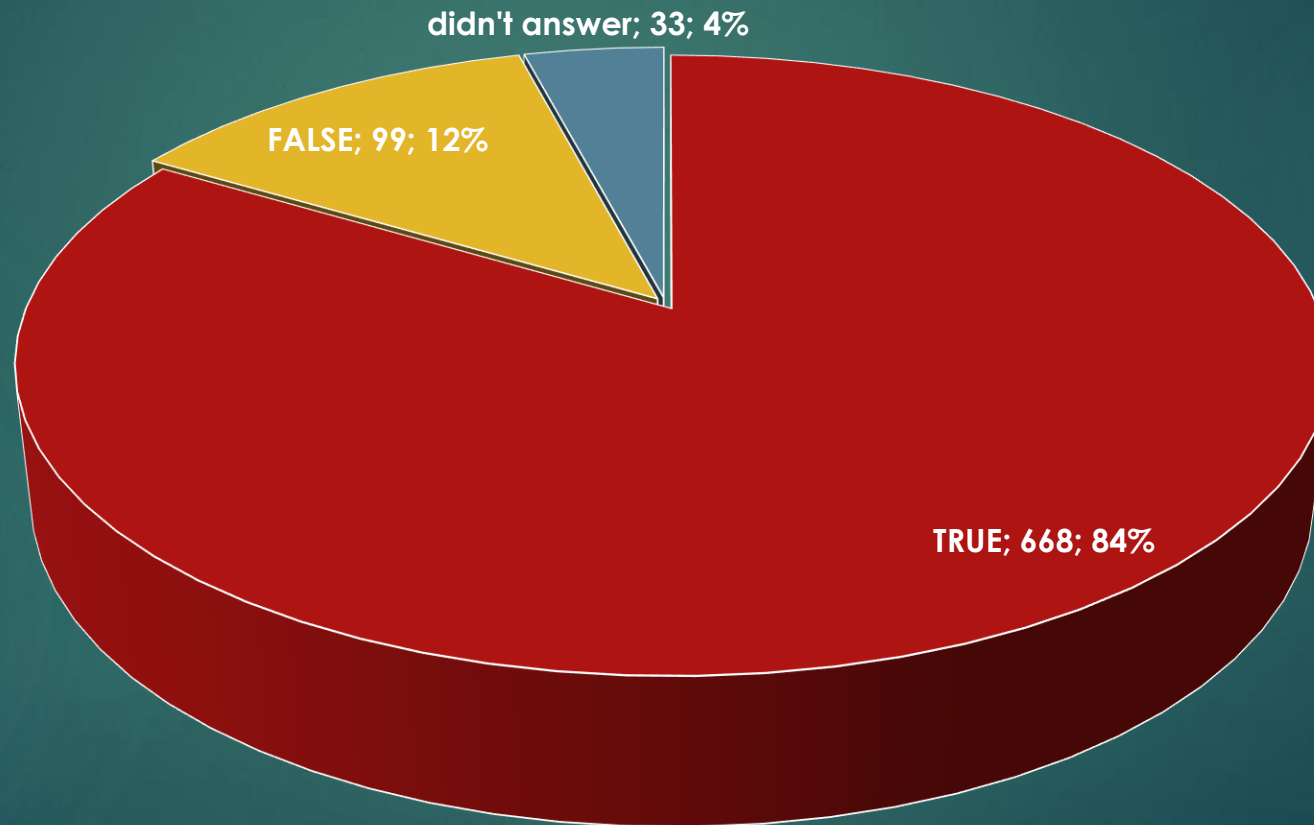
TRUE
OR
FALSE?

Art Nouveau was a highly feminine style.



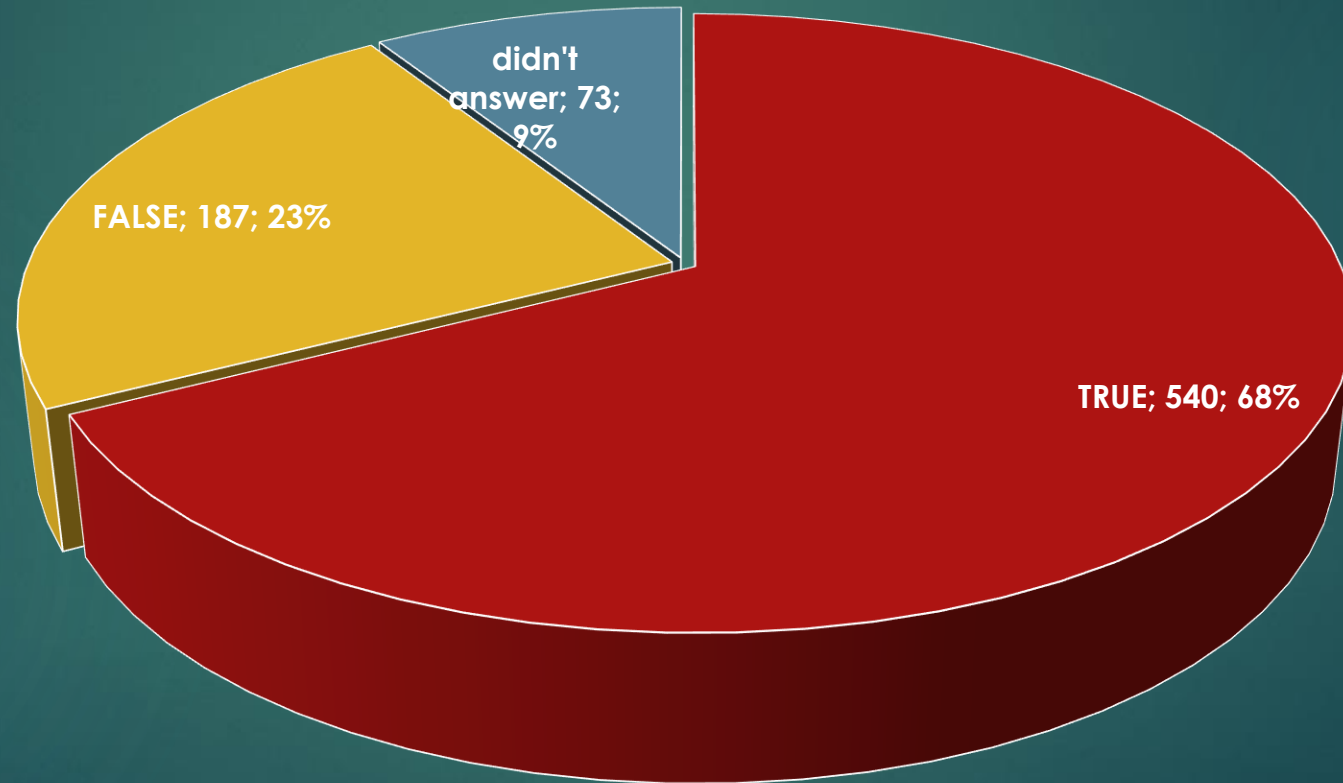
TRUE
OR
FALSE?

Art Nouveau appeared in various forms throughout Europe and so acquired different names.



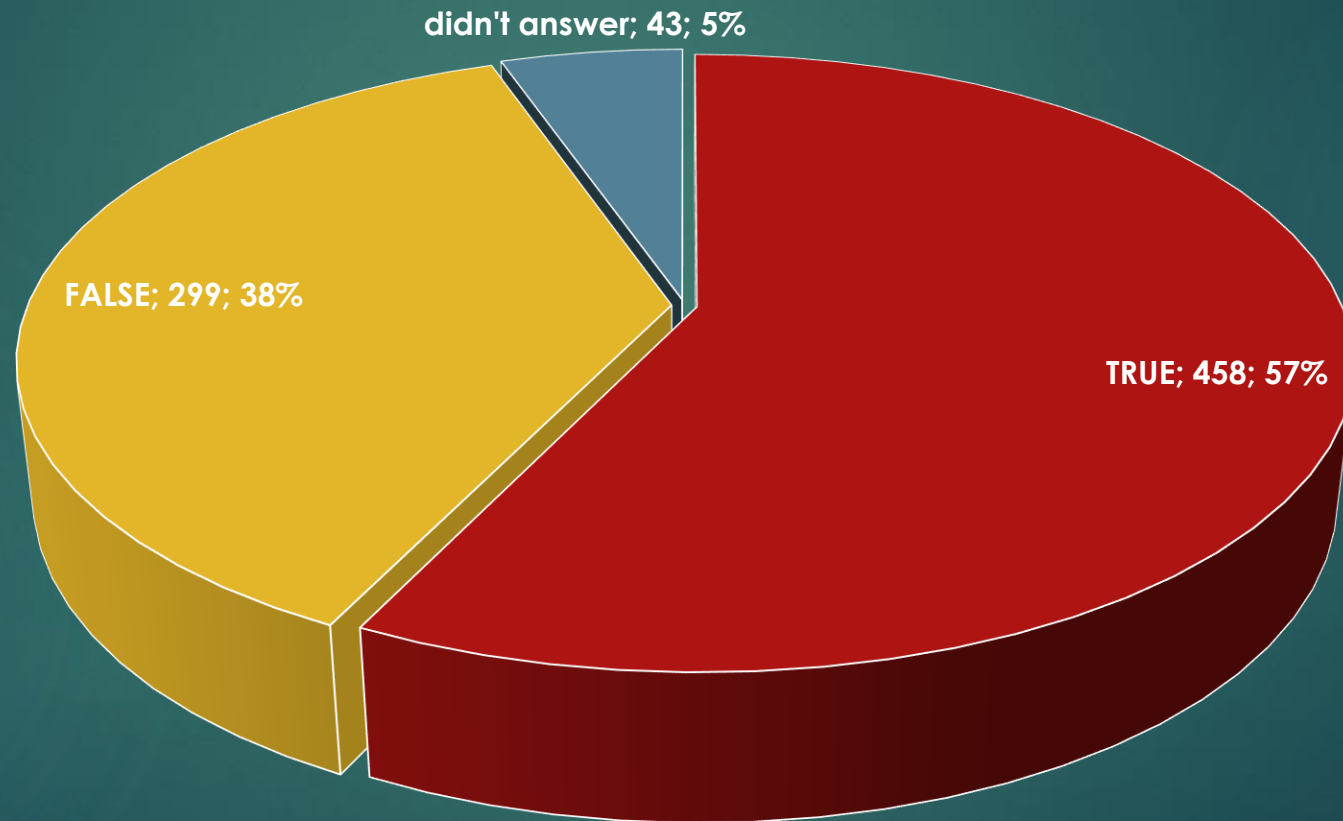
TRUE
OR
FALSE?

Art Nouveau had two systems of motifs, formally much different but both drawn from nature.



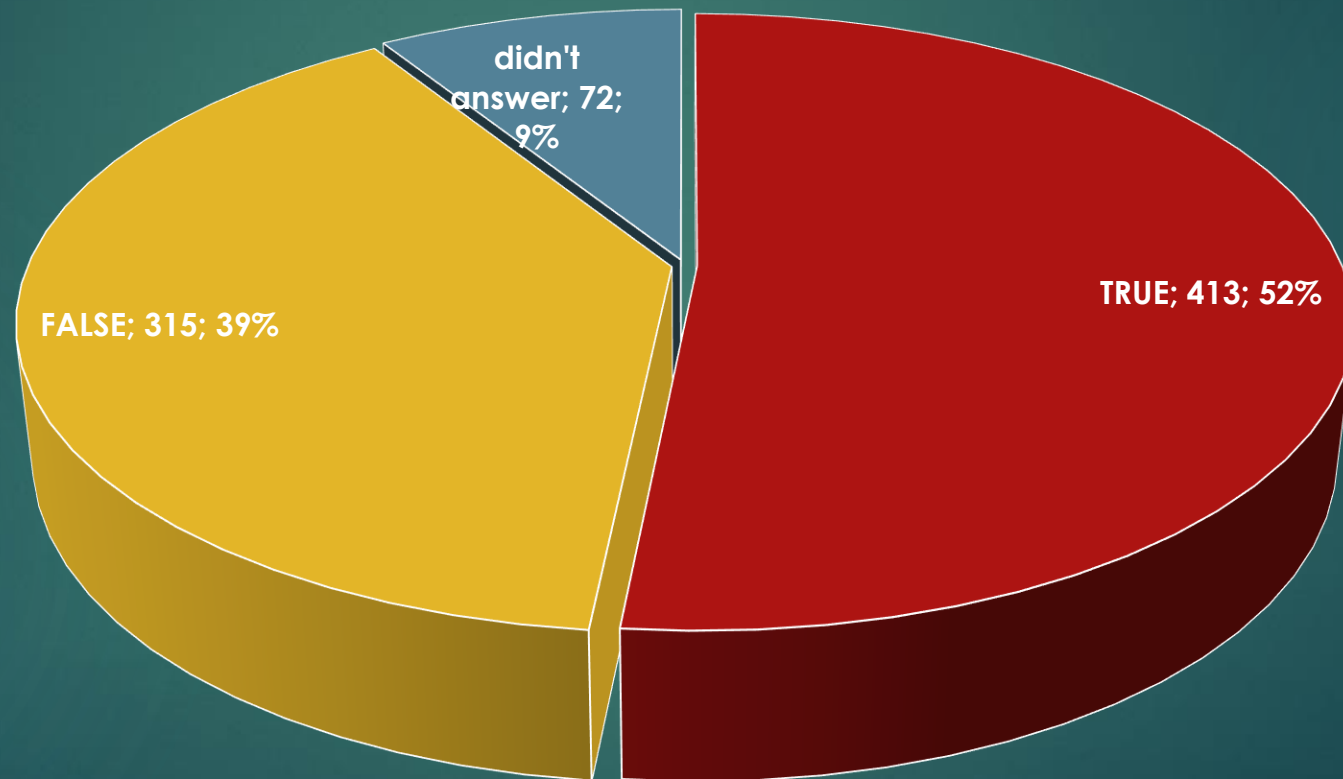
TRUE
OR
FALSE?

Art Nouveau objects were also decorated with geometric motifs.



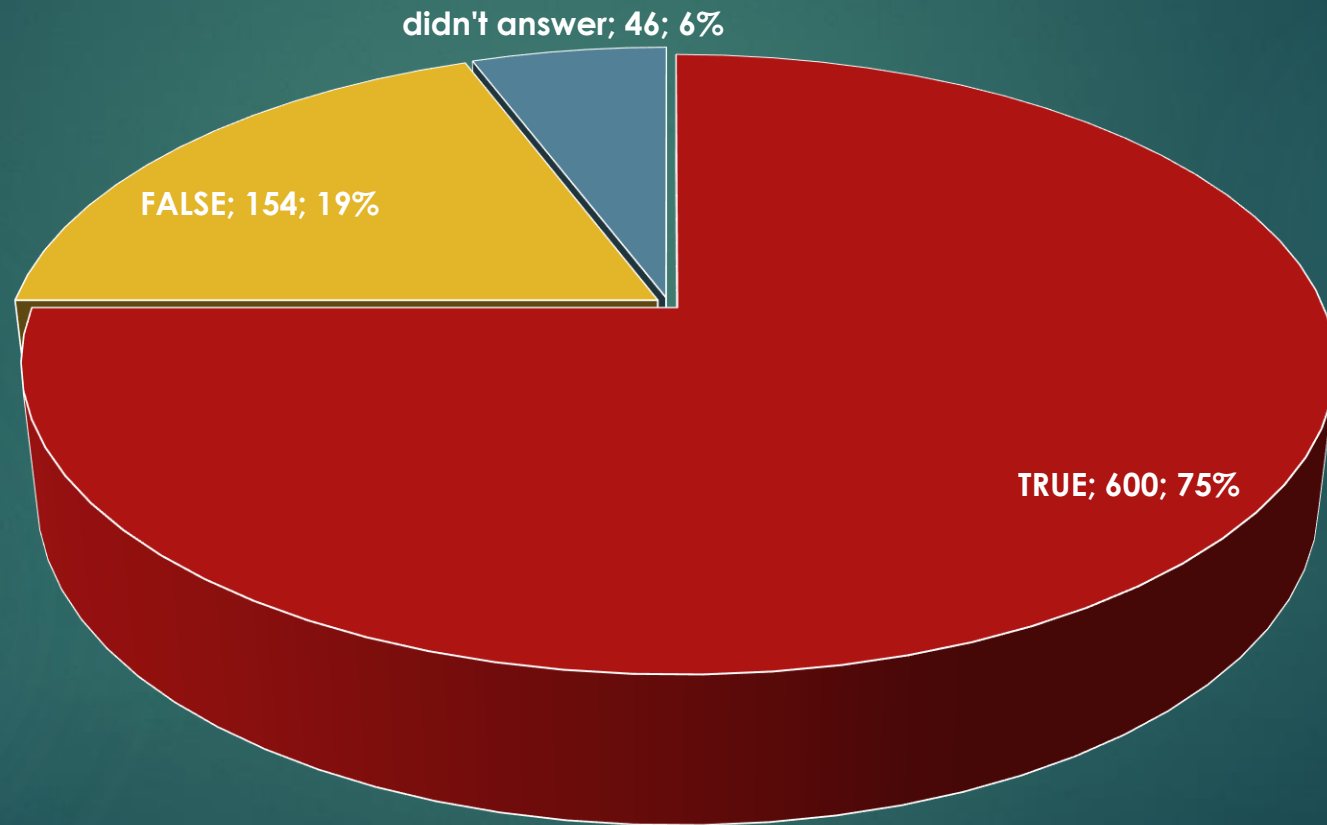
TRUE
OR
FALSE?

Art Nouveau started in France and spread from there.



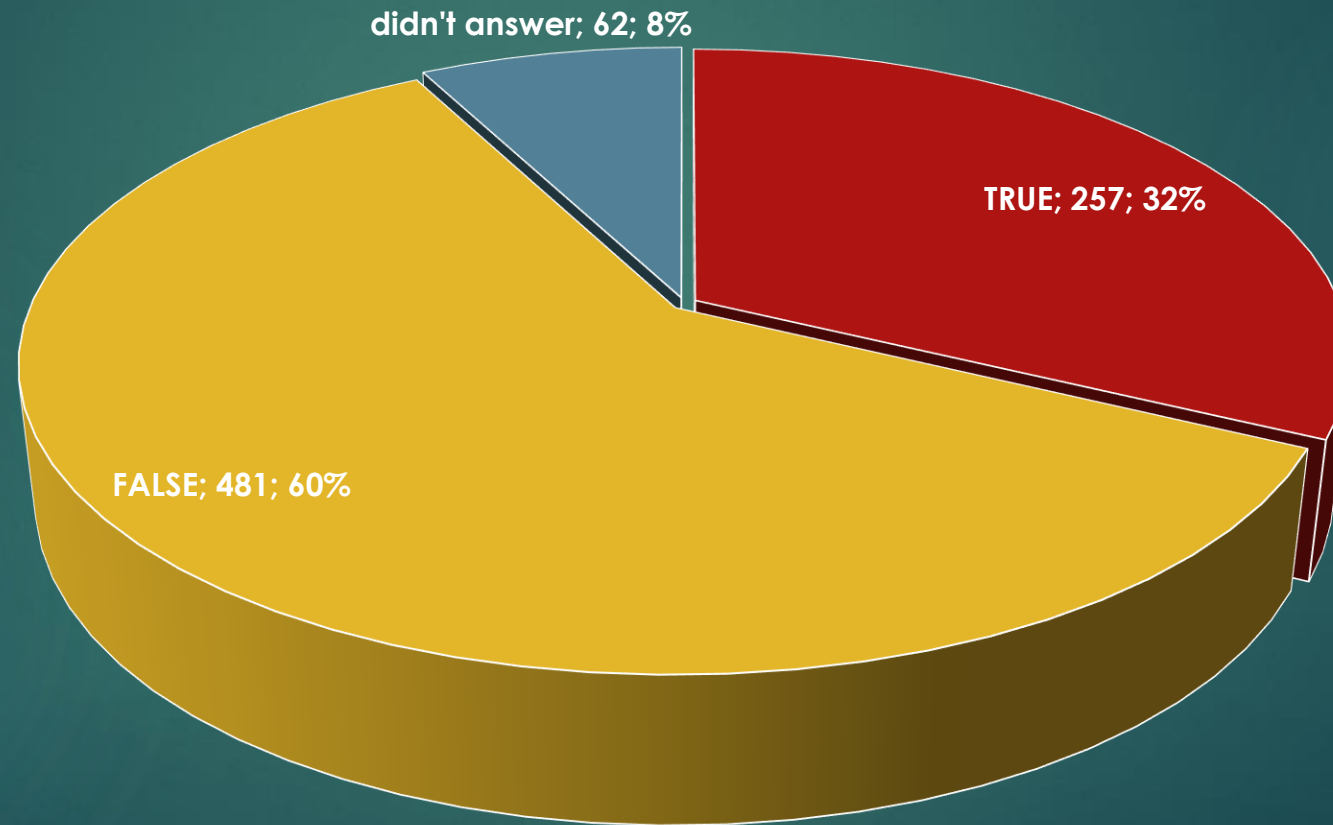
TRUE
OR
FALSE?

Art Nouveau artists believed in the power of crafts.



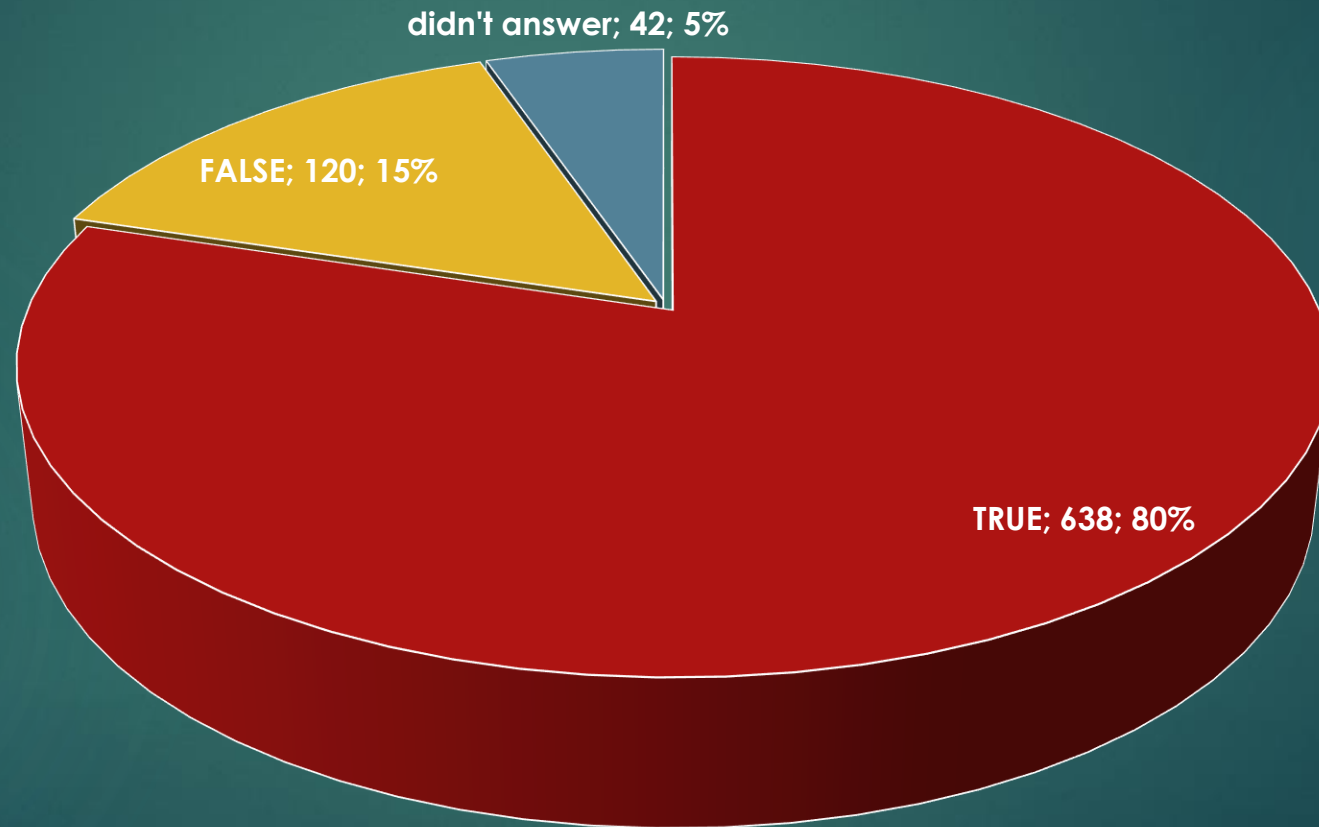
TRUE
OR
FALSE?

Simplicity of form is characteristic of Art Nouveau.



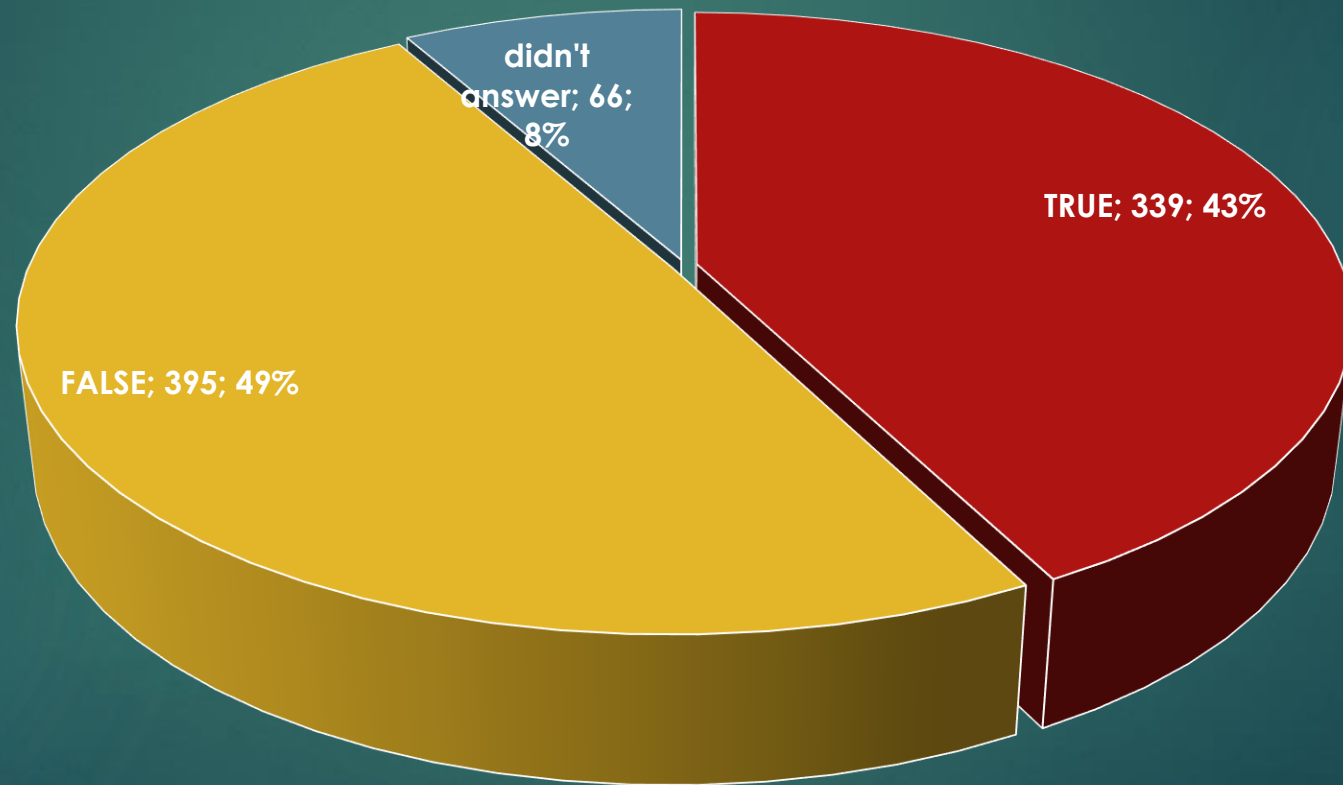
TRUE
OR
FALSE?

The signature marks of Art Nouveau are animated, sweeping, curving lines.



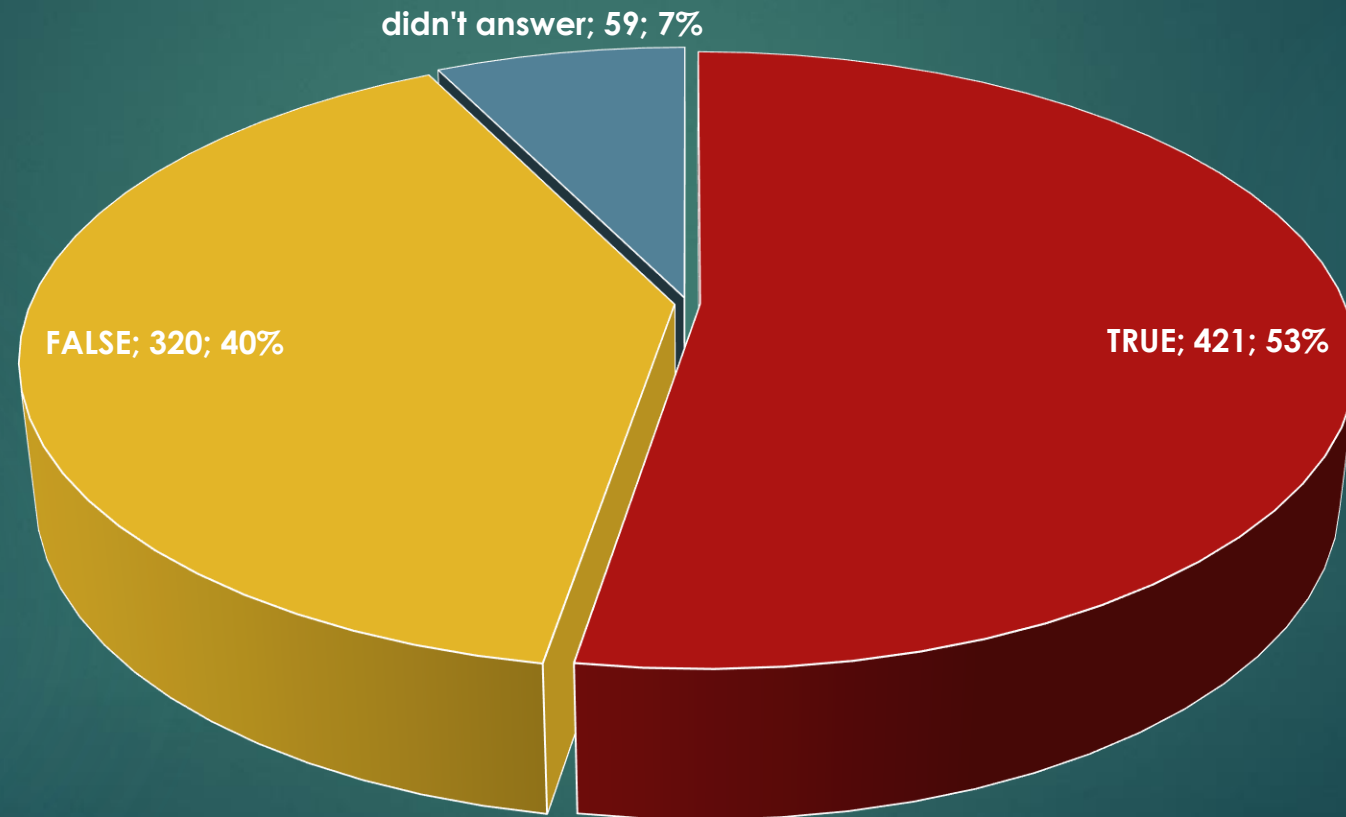
TRUE
OR
FALSE?

Solemnity, lofty, refined rhythm and noble proportions are characteristics of Art Nouveau.



TRUE
OR
FALSE?

Art Nouveau means withdrawal, since some of the artists of the time literally went out into nature.



TRUE
OR
FALSE?

Pair up the facades of Art Nouveau buildings with their interiors!

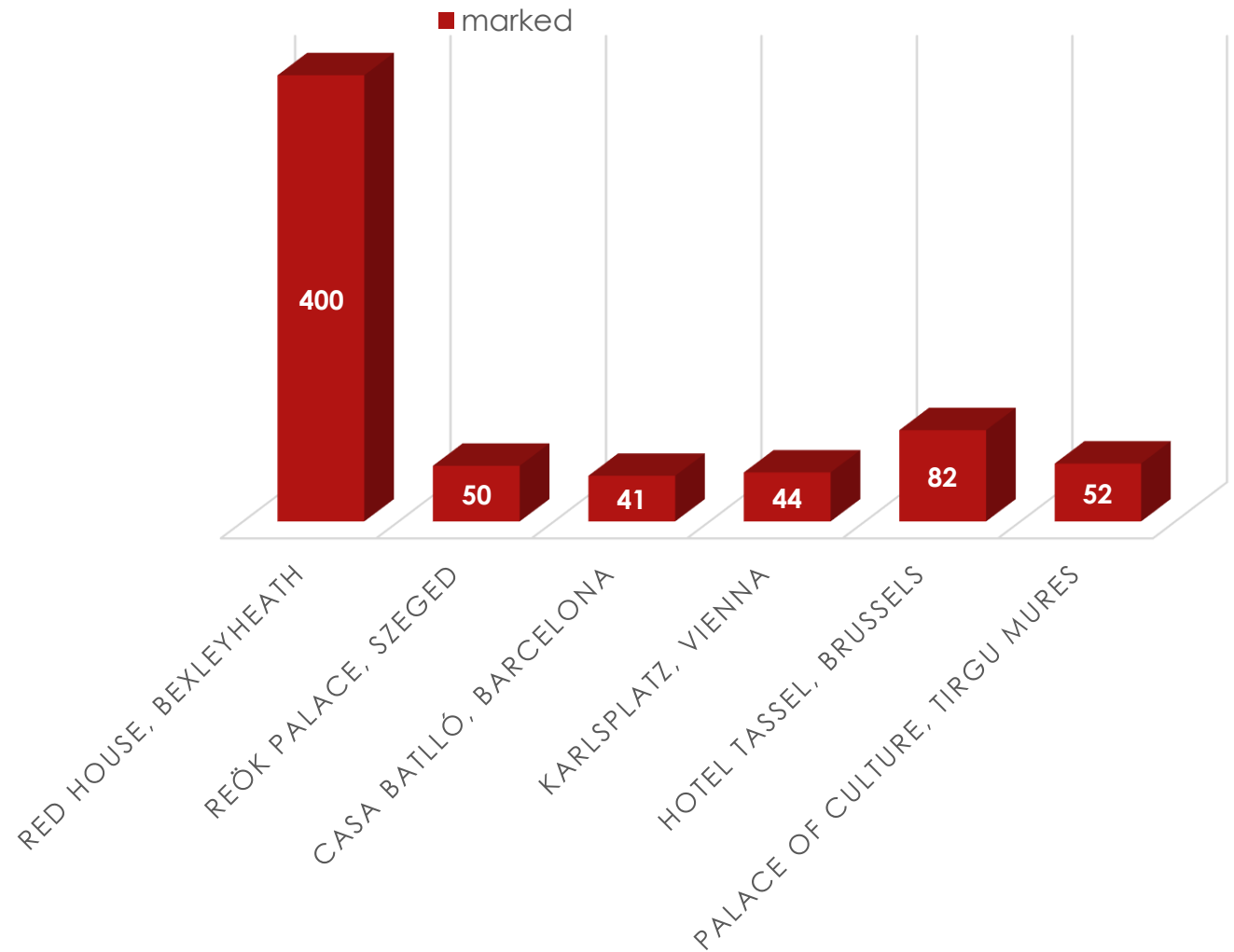
- ▶ A) Red House, Bexleyheath
- ▶ B) Reök Palace, Szeged
- ▶ C) Casa Batlló, Barcelona
- ▶ D) Karlsplatz, Vienna
- ▶ E) Hotel Tassel, Brussels
- ▶ F) Palace of Culture, Tirgu Mures

Pair up the façades of Art Nouveau buildings with their interiors



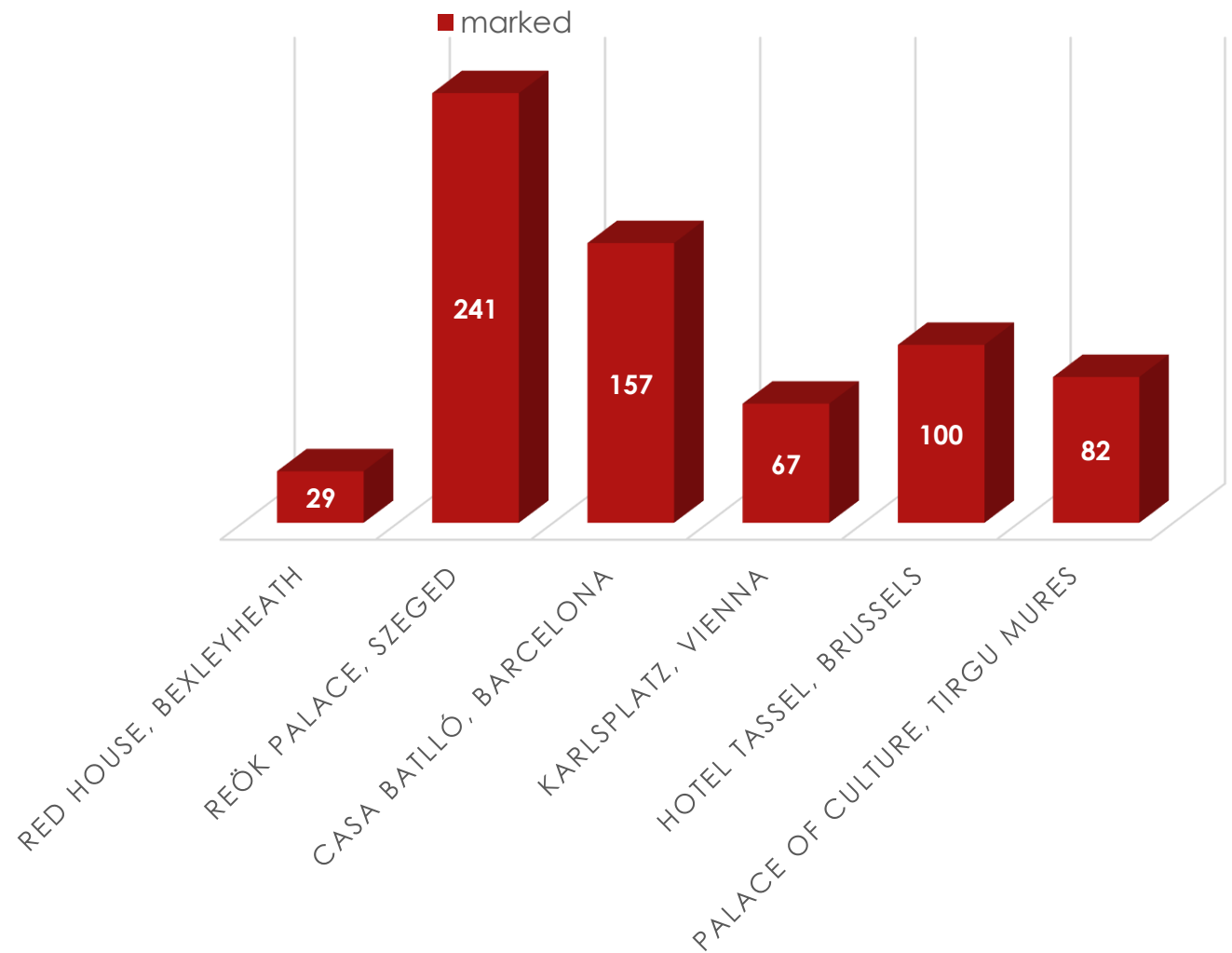
RED HOUSE, BEXLEYHEATH

based on its
façade, the
images of the
interiors were
paired
according to
the following
proportions:



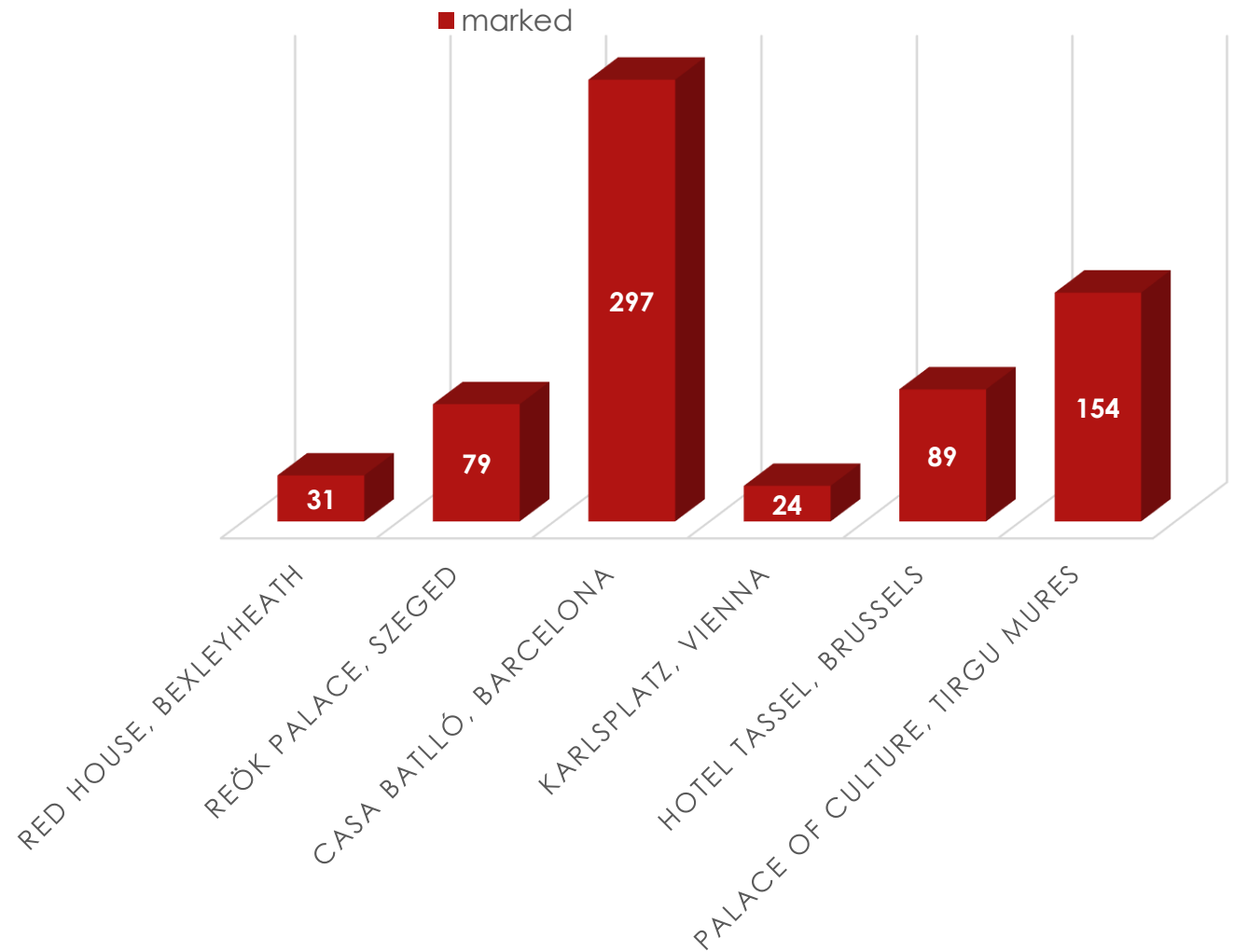
REÖK PALACE, SZEGED

based on its
façade, the
images of the
interiors were
paired
according to
the following
proportions:



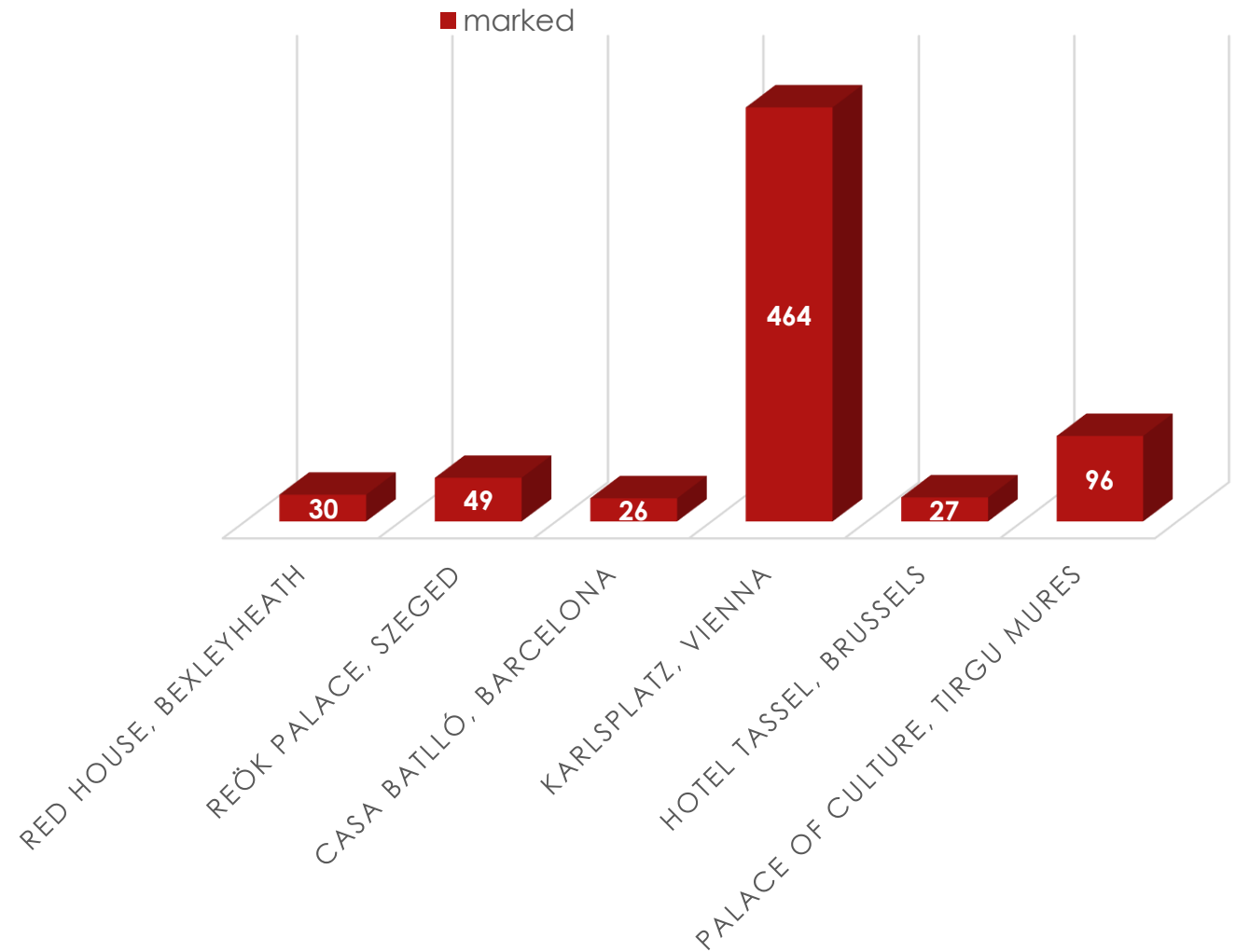
CASA BATLLÓ, BARCELONA

based on its
façade, the
images of the
interiors were
paired
according to
the following
proportions:



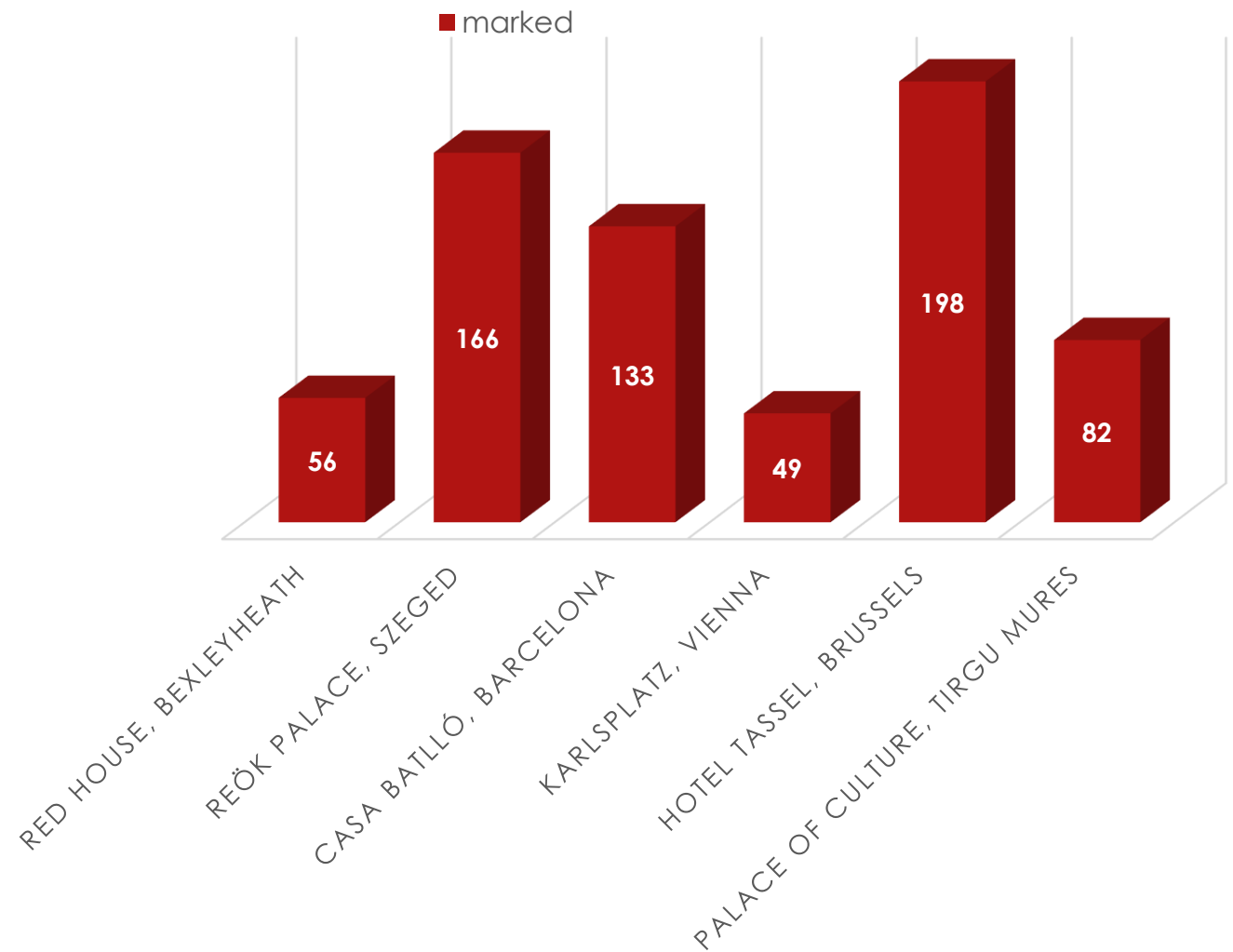
KARLSPLATZ, VIENNA

based on its
façade, the
images of the
interiors were
paired
according to
the following
proportions:



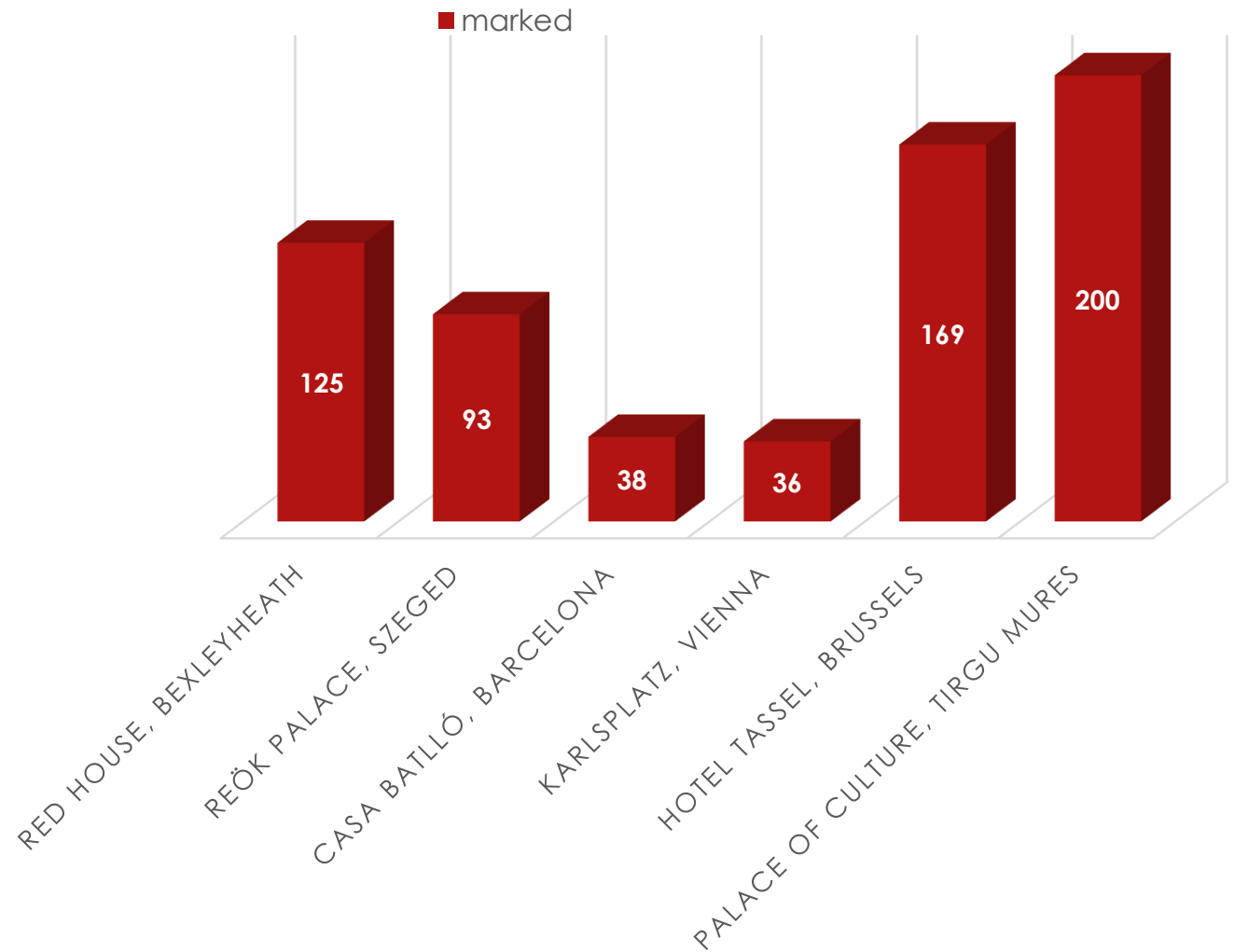
HOTEL TASSEL BRUSSELS

based on its
façade, the
images of the
interiors were
paired
according to
the following
proportions:



PALACE OF CULTURE, TIRGU MURES

based on its façade, the images of the interiors were paired according to the following proportions:





Interreg



EUROPEAN UNION

Danube Transnational Programme

ARTNOUVEAU2

DANUBE TRANSNATIONAL SURVEY

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