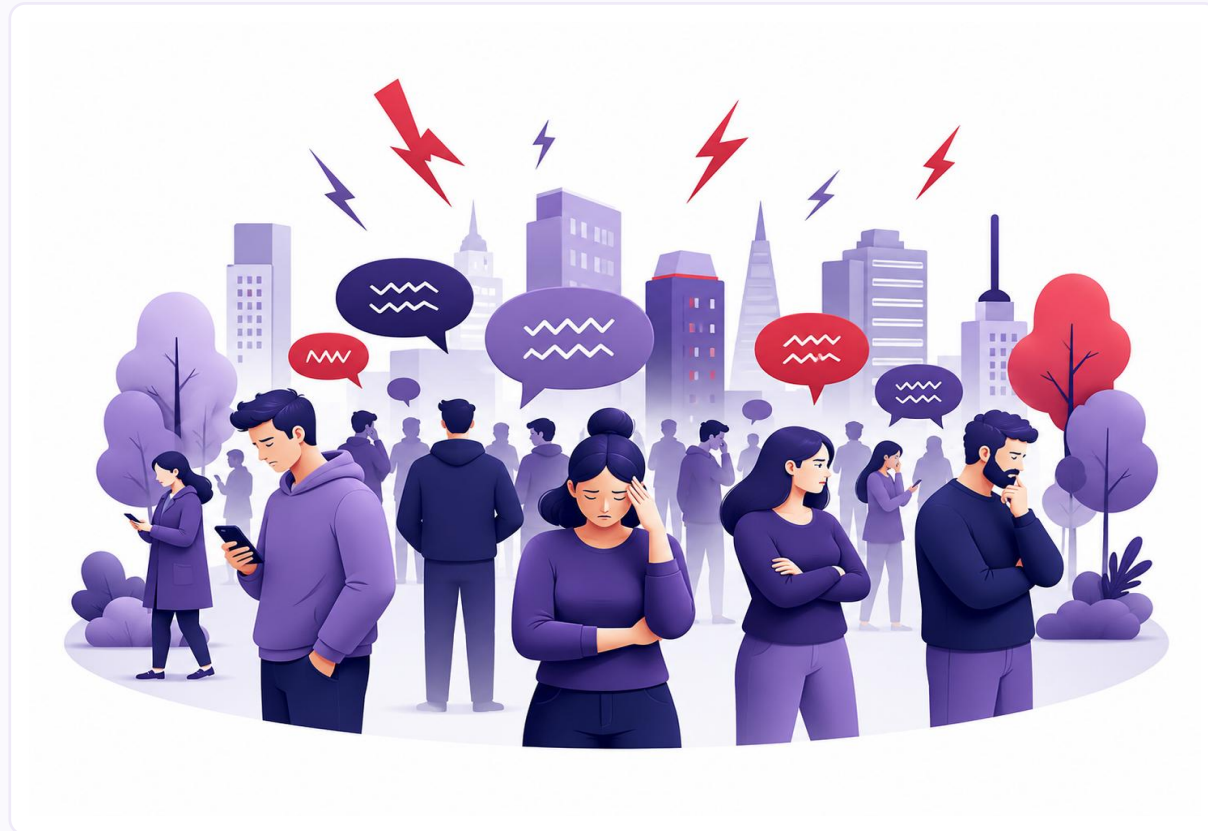


# Research Results

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## Individual and Social Tensions in Serbia



House of Win



# Methodology



## Topic:

Individual and social tensions in Serbia



## Sample size:

Representative sample of 1,848 respondents aged 18+



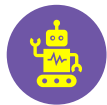
## Sampling frame:

Population of Serbia aged 18+, according to the 2022 Census



## Fieldwork period:

April – May 2026



## Research method:

CAWI via ChatBot application



## Sample distribution:

Urban, suburban and rural areas in 28 cities and 114 municipalities



## Respondent selection:

Targeted by gender, age and geographic distribution



## Research conducted by:

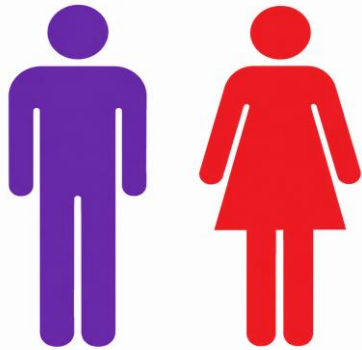
House of Win



# Respondent Structure



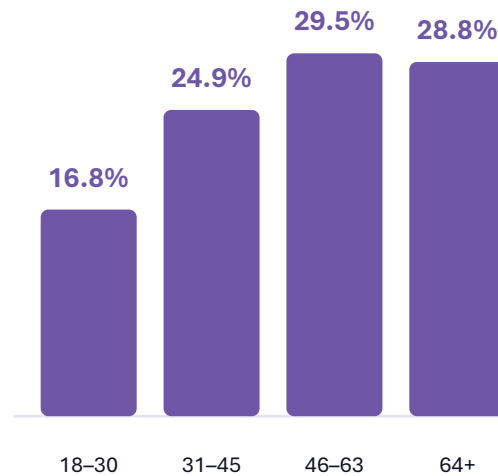
## Gender structure



**Male**  
49.6%

**Female**  
50.4%

## Age structure



## Geographic distribution

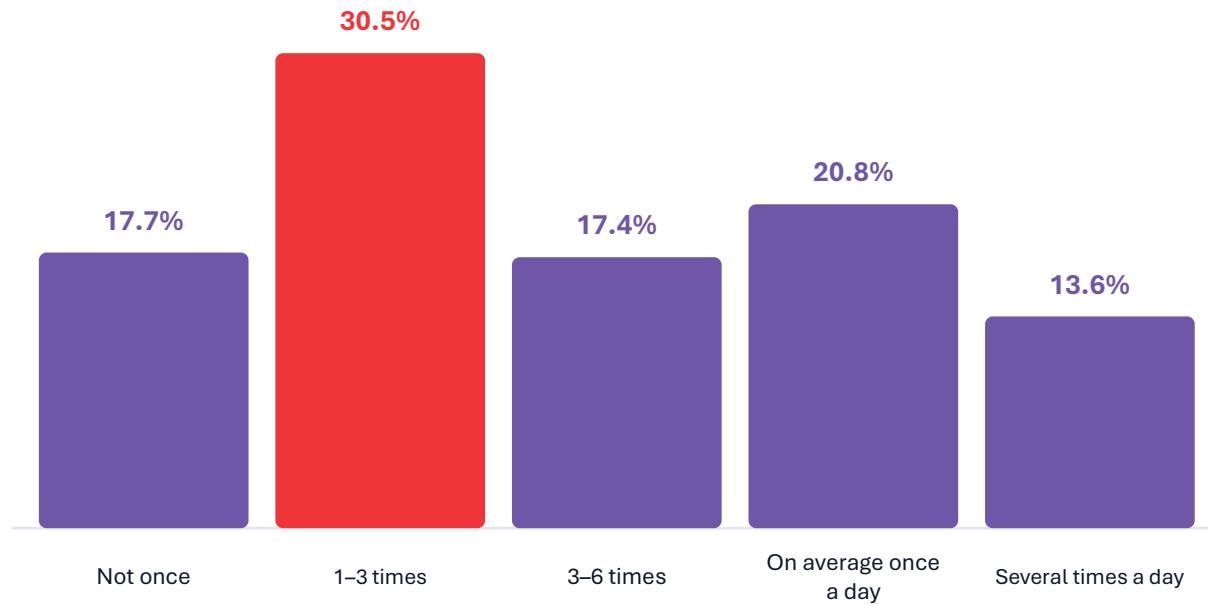
|                                    |       |
|------------------------------------|-------|
| Vojvodina Region                   | 26.2% |
| Belgrade Region                    | 25.4% |
| Šumadija and Western Serbia Region | 27.3% |
| Southern and Eastern Serbia Region | 21.1% |



### Note:

The sample is representative and stratified according to the population structure from the 2022 Census.

# In the past 7 days, how often did you get annoyed by a “minor thing”?



**Top response:**  
1-3 times (30.5%)

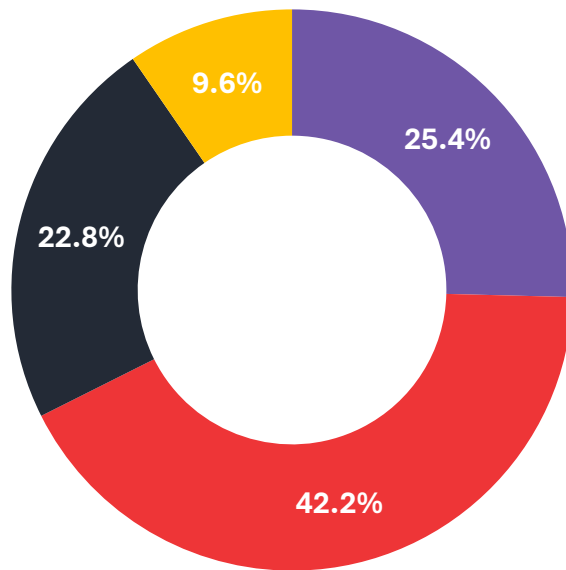


## Insight

Only 17.7% did not get annoyed by a “minor thing” at all in the previous week.



# How quickly do you “snap”?



- It is hard to annoy me
- It depends, but there are situations
- I have a “short fuse”
- Don’t know



## Top response:

**It depends, but there are situations (42.2%)**

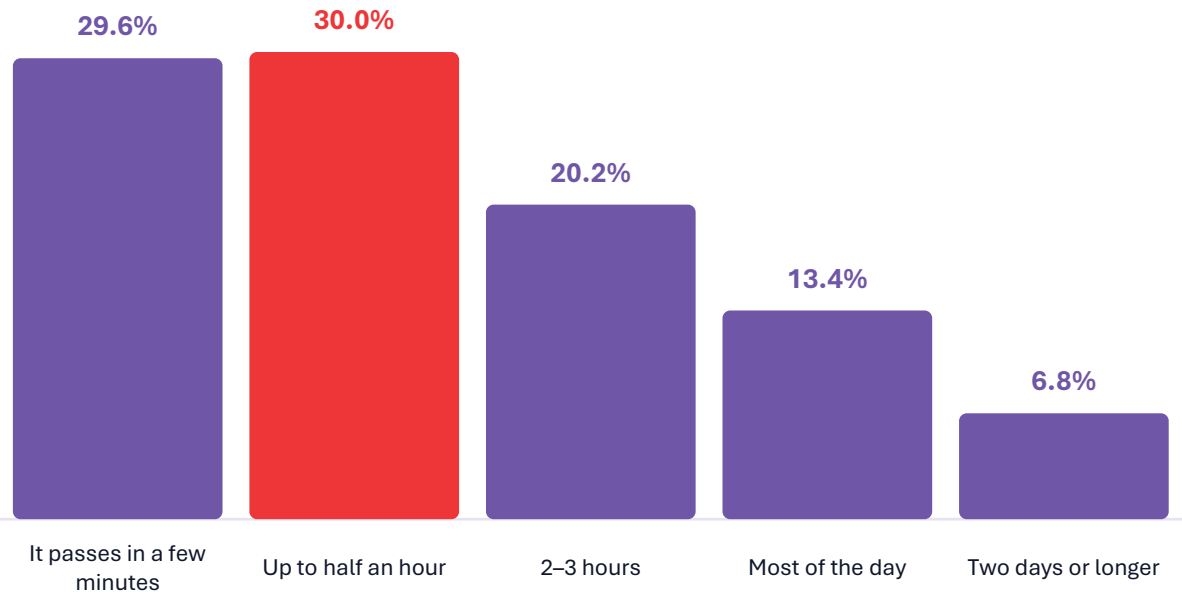


## Insight

**Every fourth respondent says it is hard to annoy them, while most admit there are situations that quickly raise tension.**



# On average, how long does your irritation last?



## Top response:

Up to half an hour (30.0%)

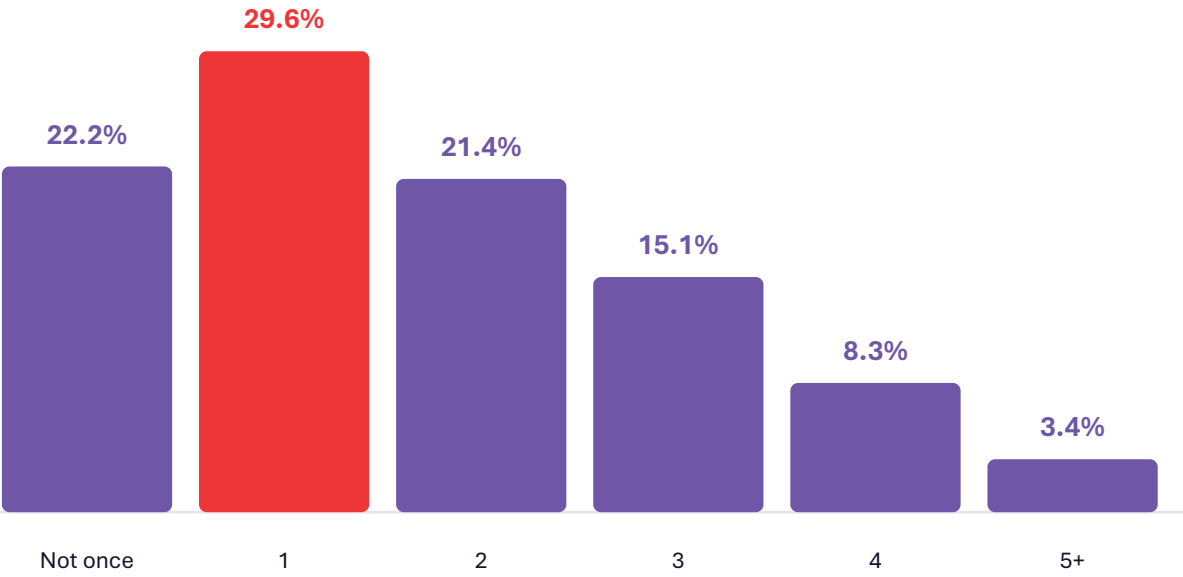


## Insight

Irritation passes quickly for most, but 40.4% say it lasts for several hours or even days.



# In the past 7 days, how many times did irritation lead to raised voices or arguments?



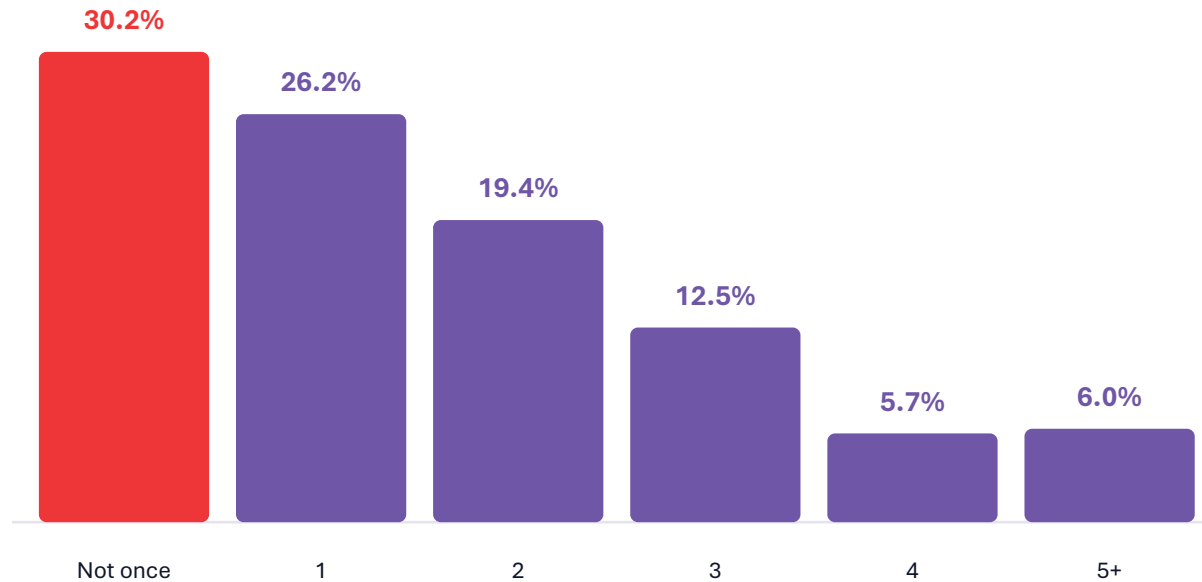
**Top response:**  
**1 time (29.6%)**



**Insight**  
Raising one's voice is not rare: 77.8% say irritation turned into an argument or a raised voice at least once.



# In the past 7 days, how many times did irritation lead to passive aggression?



## Top response:

Not once (30.2%)

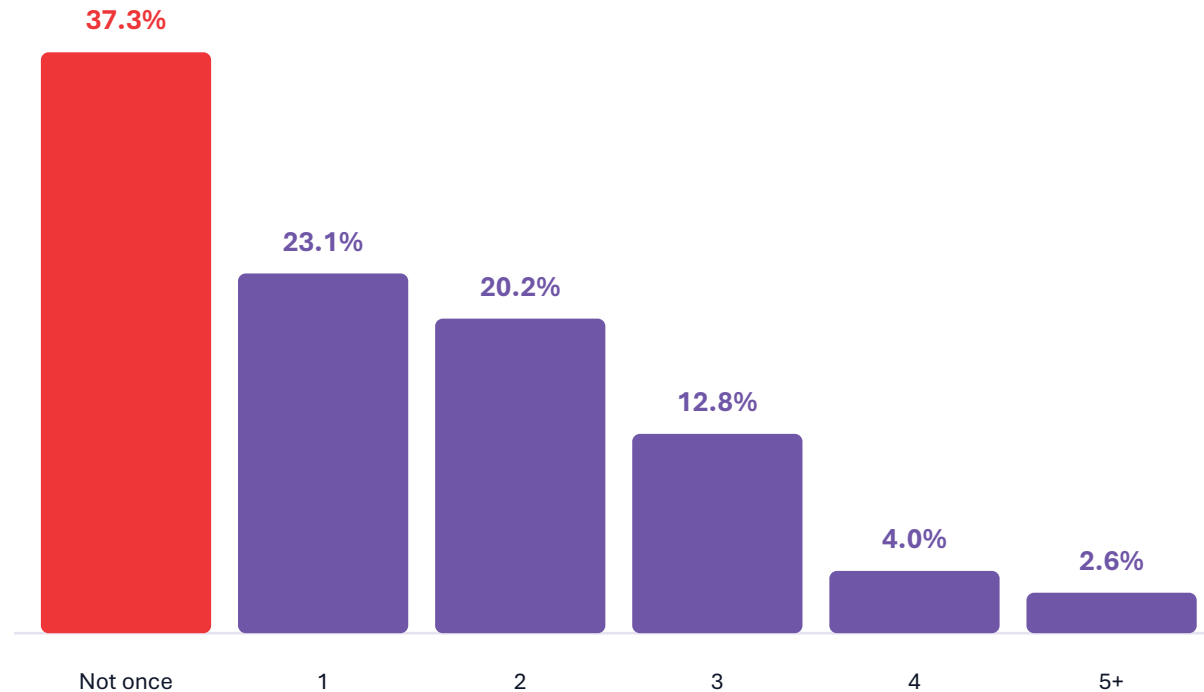


## Insight

Almost 70% say that, in the past seven days, irritation turned into passive aggression, irony, sarcasm or needling at least once.



# In the past 7 days, how many times did irritation turn into taking it out on someone?



## Top response:

Not once (37.3%)



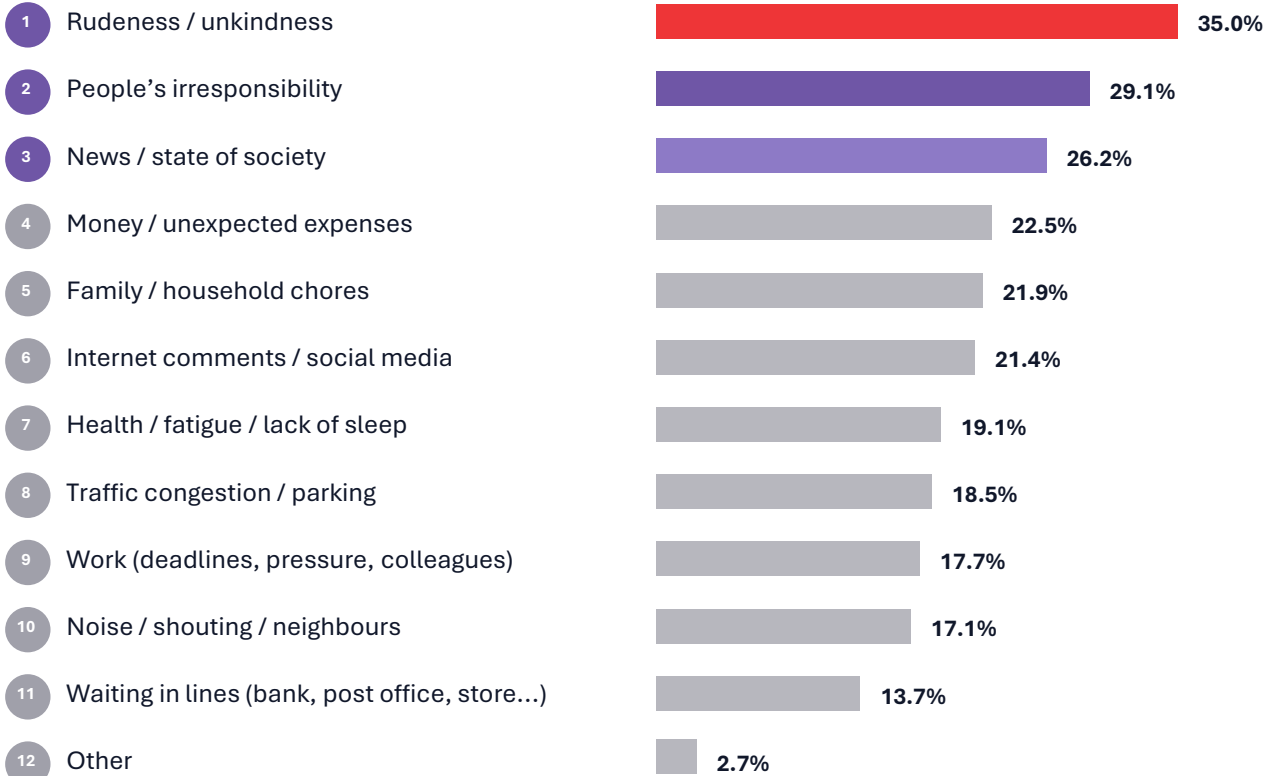
## Insight

Irritation often spills over onto others. 62.7% admit they “took it out” on someone at home or at work at least once.



# Which 3 triggers **MOST OFTEN** annoy you in everyday life?

*(respondents selected up to 3 answers)*



## Top response:

**Rudeness / unkindness (35.0%)**

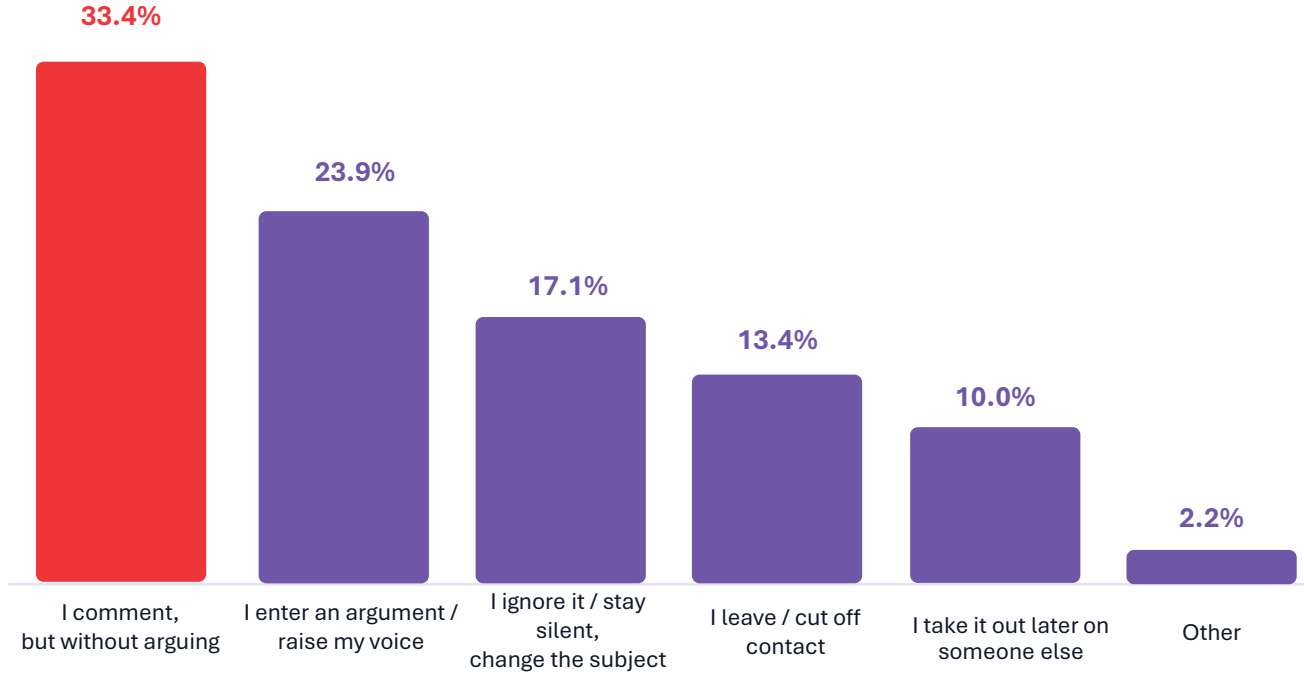


## Insight

What annoys us most is not things, but people! Rudeness, irresponsibility and the state of society are the leading triggers of everyday irritation.



# When you get annoyed, what do you most often do?



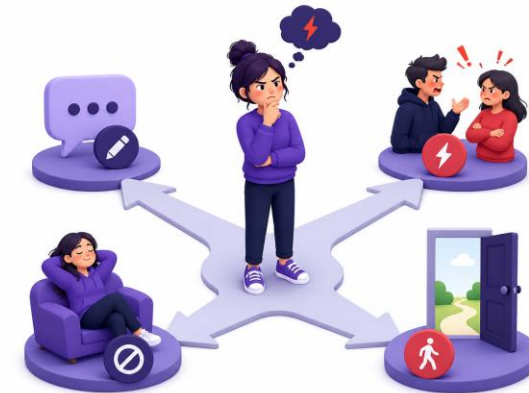
## Top response:

I comment, but without arguing (33.4%)



## Insight

Most people try to keep the situation under control, but almost one in four still enter an argument or raise their voice.

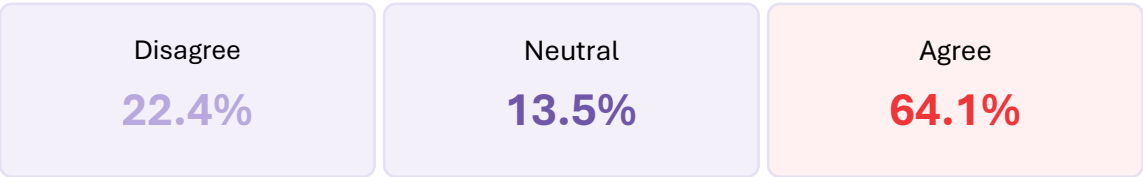
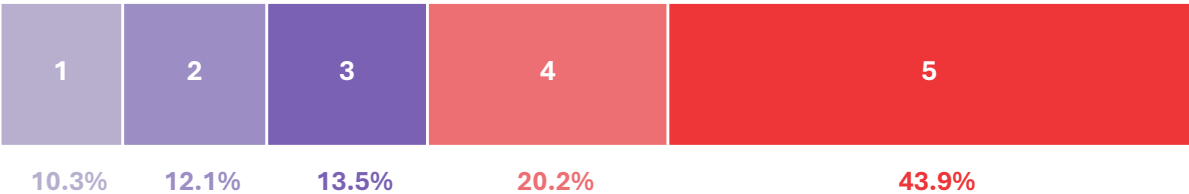


# People have become more nervous than a few years ago.



## Agreement scale

1 – strongly disagree    5 – strongly agree



### Top response:

5 (43.9%)



### Insight

Almost two thirds of citizens believe people today are more nervous than a few years ago.

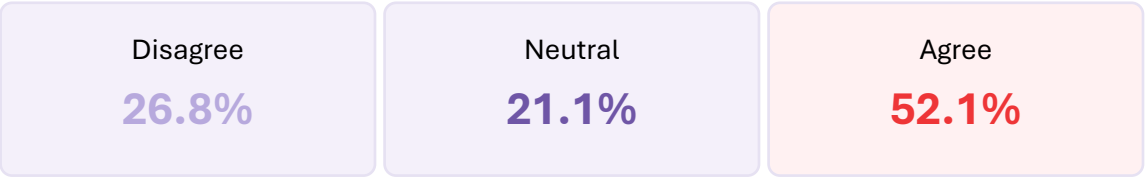
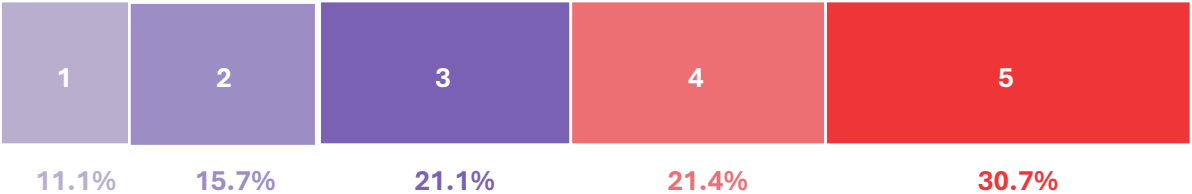


# A minor thing is enough to trigger a conflict.



## Agreement scale

1 – strongly disagree    5 – strongly agree



### Top response:

5 (30.7%)



### Insight

The threshold for conflict has become thin: more than half of respondents believe a minor thing is enough to trigger a conflict.

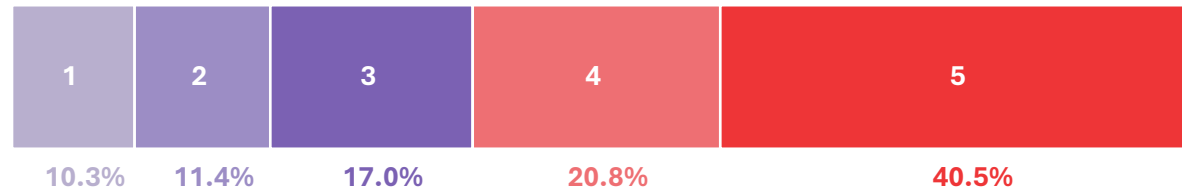


# Unkindness and rudeness have become normal.



## Agreement scale

1 – strongly disagree 5 – strongly agree



Disagree

21.7%

Neutral

17.0%

Agree

61.3%



**Top response:**

**5 (40.5%)**



**Insight**

**61.3% of respondents believe unkindness and rudeness have become normalized.**

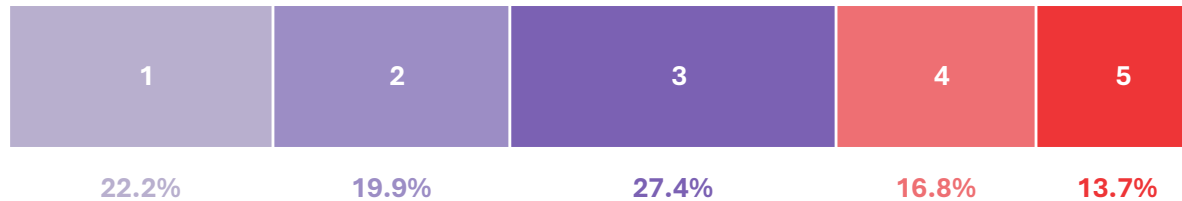


# I have been more nervous lately than before.



## Agreement scale

1 – strongly disagree    5 – strongly agree



Disagree  
42.1%

Neutral  
27.4%

Agree  
30.5%



## Top response:

3 (27.4%)



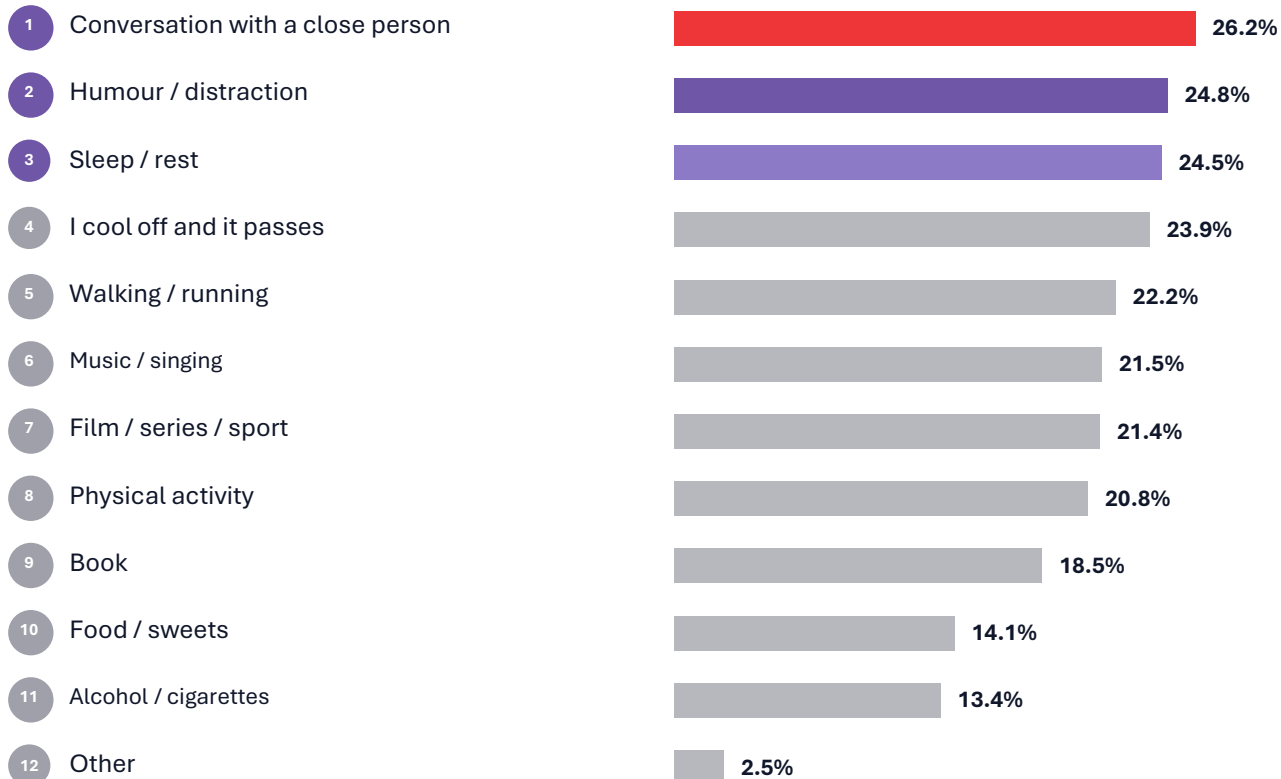
## Insight

Self-assessment is milder than the assessment of society.



# What calms you down FASTEST when you get annoyed?

(respondents selected up to 3 answers)



## Top response:

**Conversation with a close person  
(26.2%)**

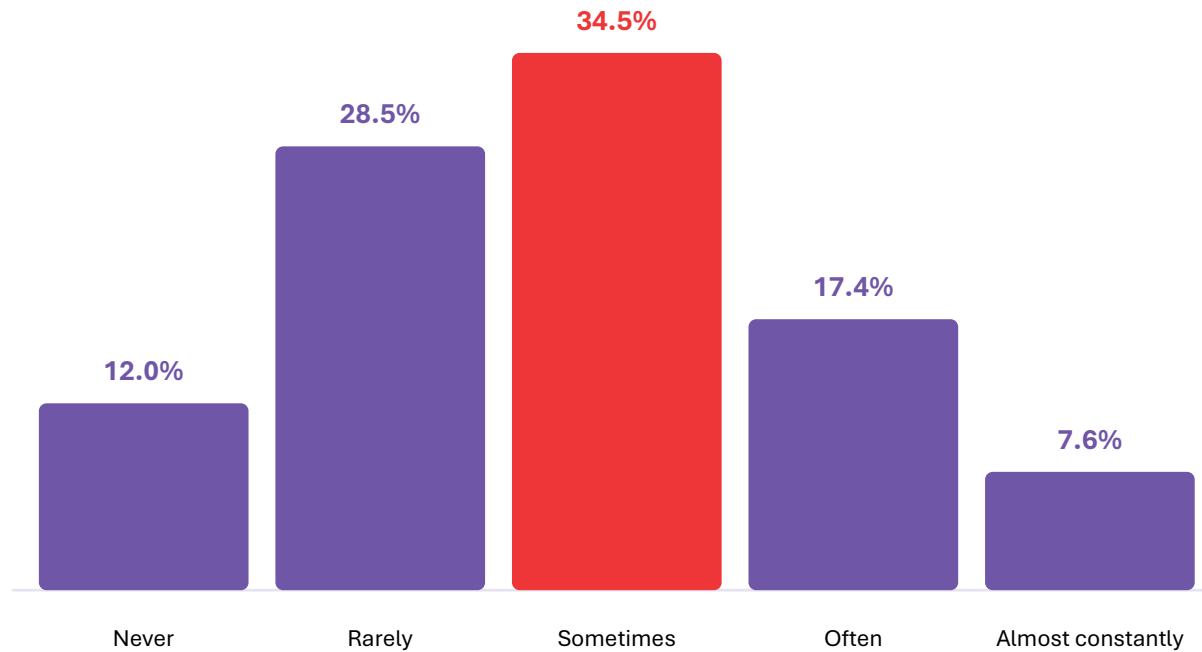


## Insight

**There is no universal cure for irritation. Close people, humour, rest and personal ways of “switching off” help most often.**



# How often do you feel “on edge” (irritable) during the day?



**Top response:**

**Sometimes (34.5%)**

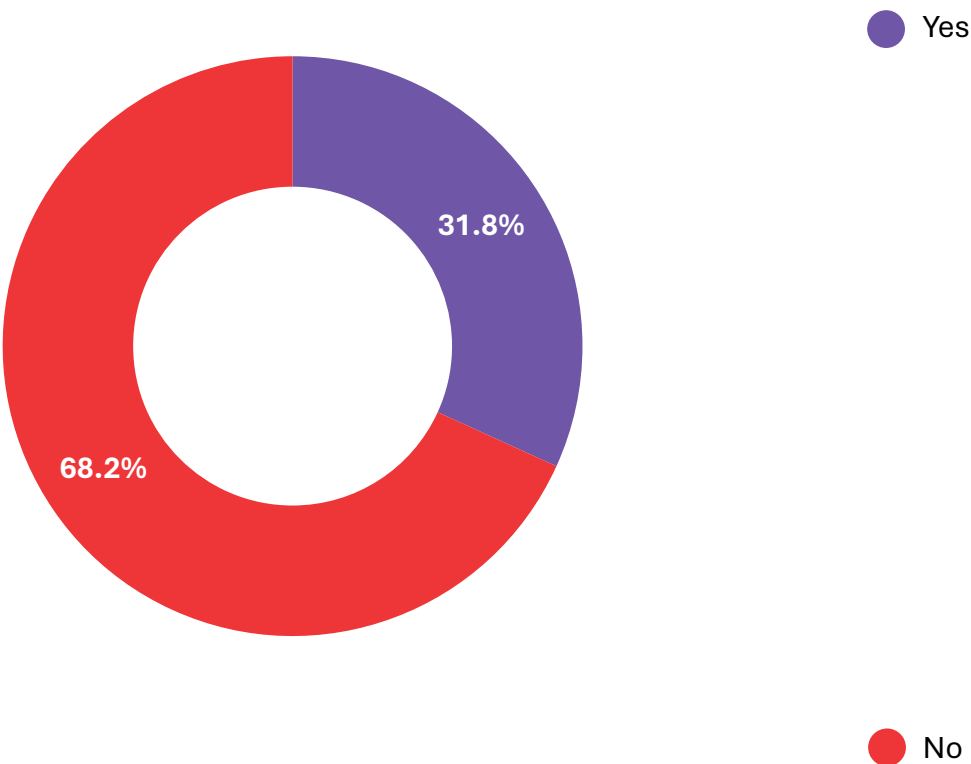


## Insight

One in four respondents says they are often or almost constantly “on edge”, showing that irritability is an everyday state for part of the population.



# In the past 7 days, did you witness a public argument between strangers?



## Top response:

No (68.2%)

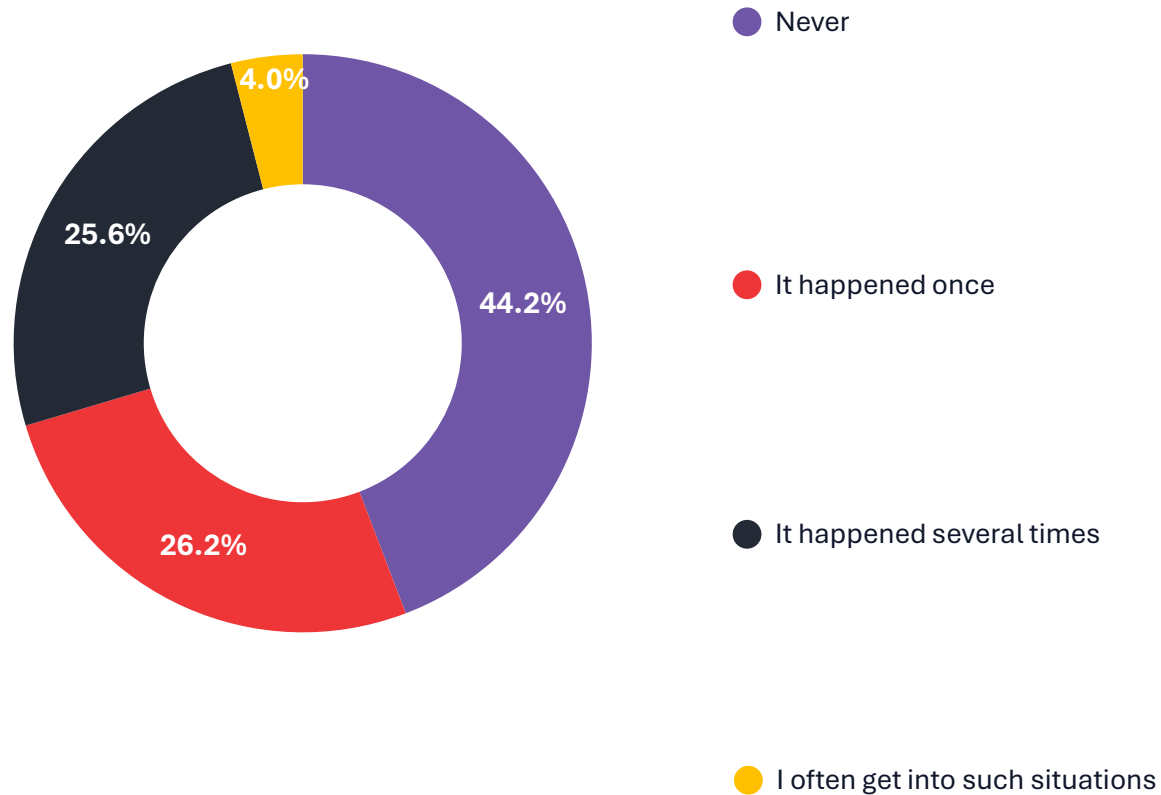


## Insight

31.8% of respondents witnessed a public argument between strangers in the past seven days.



# Have you ever wanted to enter a physical confrontation because of irritation or an argument?



## Top response:

Never (44.2%)

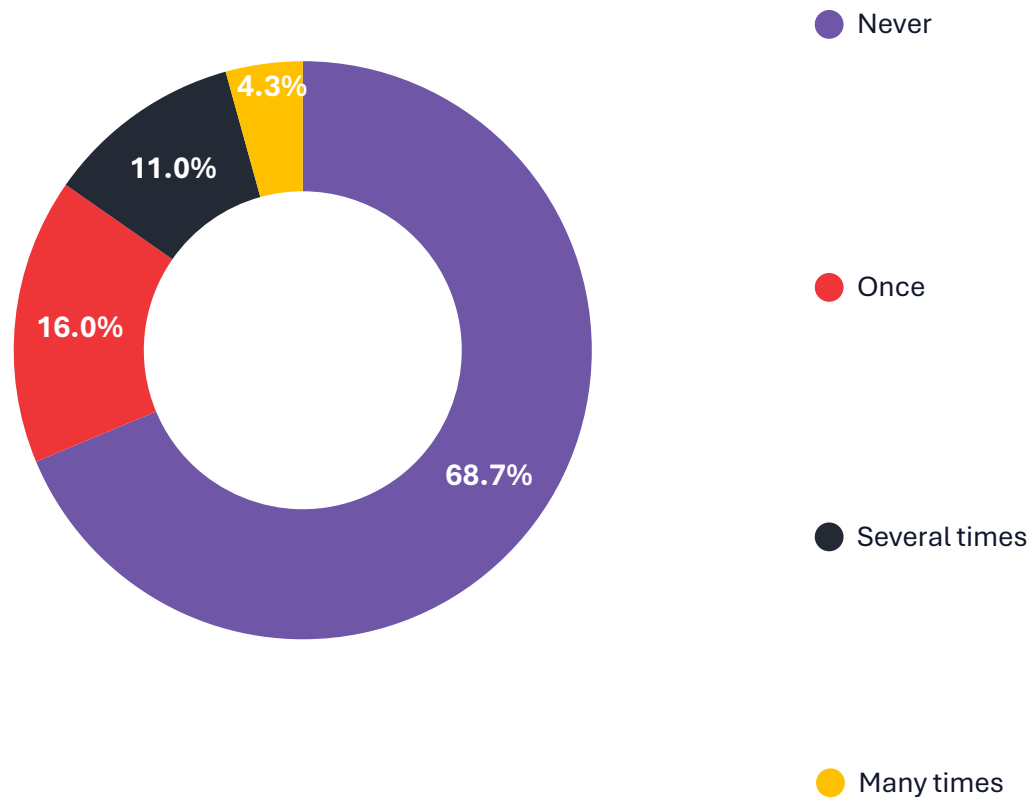


## Insight

More than half of respondents have at least once felt an impulse to enter a physical confrontation due to irritation or an argument.



# Have you ever participated in a physical conflict in public?



## Top response:

Never (68.7%)



## Insight

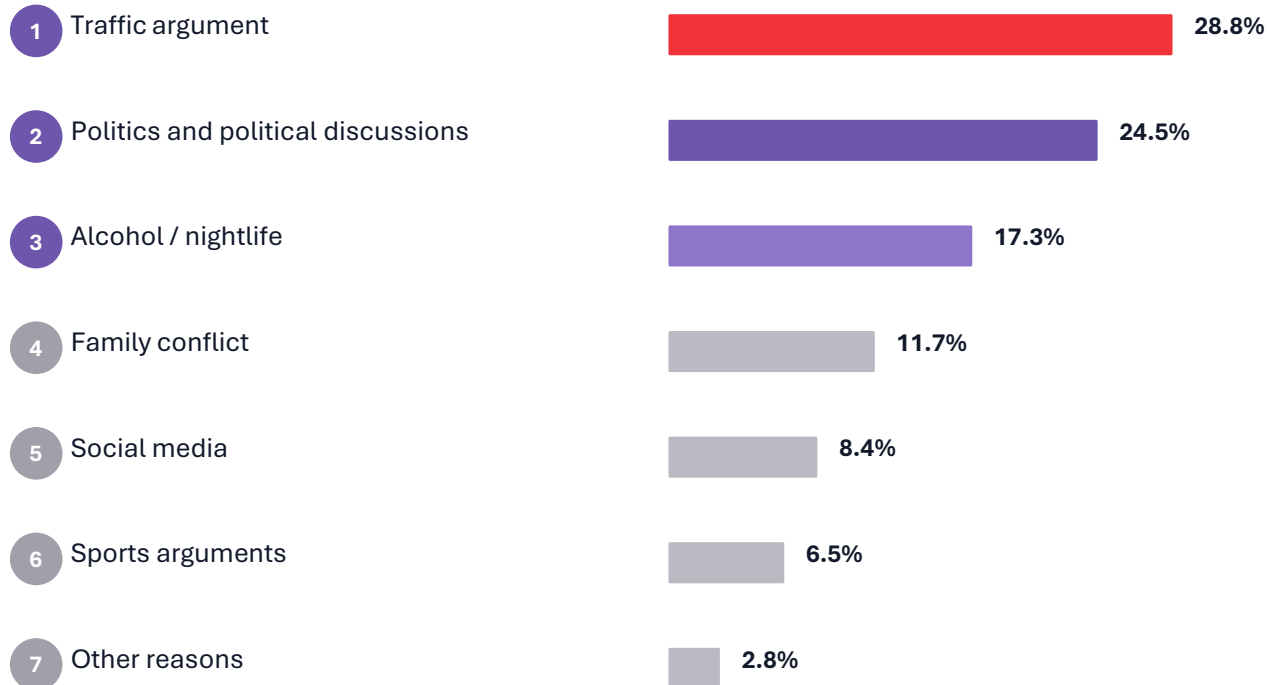
Physical conflict remains a minority phenomenon, but it is not negligible: every third respondent says they have participated in one at least once.



# When a physical conflict occurred, the most common reason was:



Base: respondents who said they had participated in a physical conflict at least once.



**Top response:**

**Traffic argument (28.8%)**

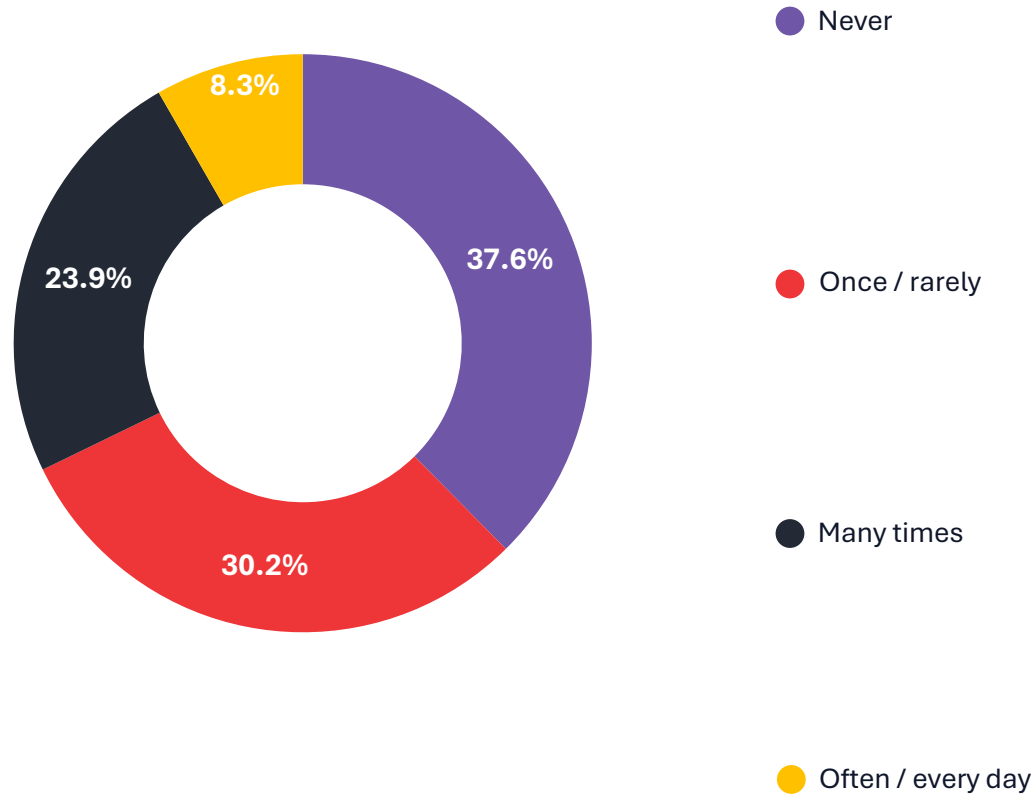


**Insight**

**Traffic arguments are the most common reason for physical conflict, while political disagreements notably rank second.**



# Have you ever argued with a friend or family member because of politics?



## Top response:

Never (37.6%)

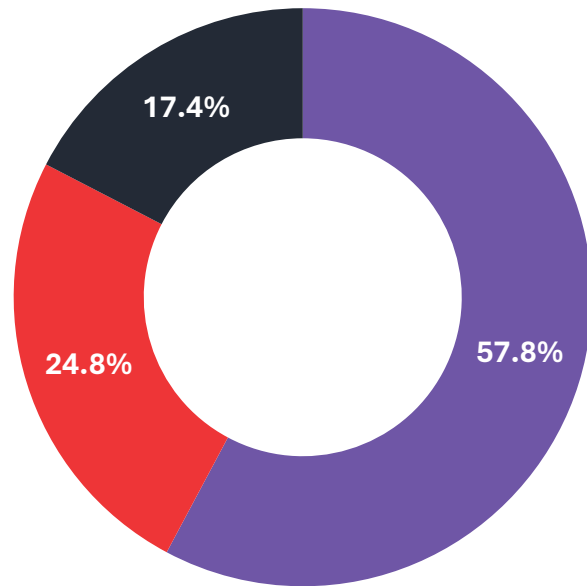


## Insight

Politics affects the closest relationships. 62.4% of respondents say they have argued with a friend or family member because of politics at least once.



# Have you stopped talking to a close person because of an argument?



● No

● Yes, once

● Yes, multiple times



## Top response:

No (57.8%)

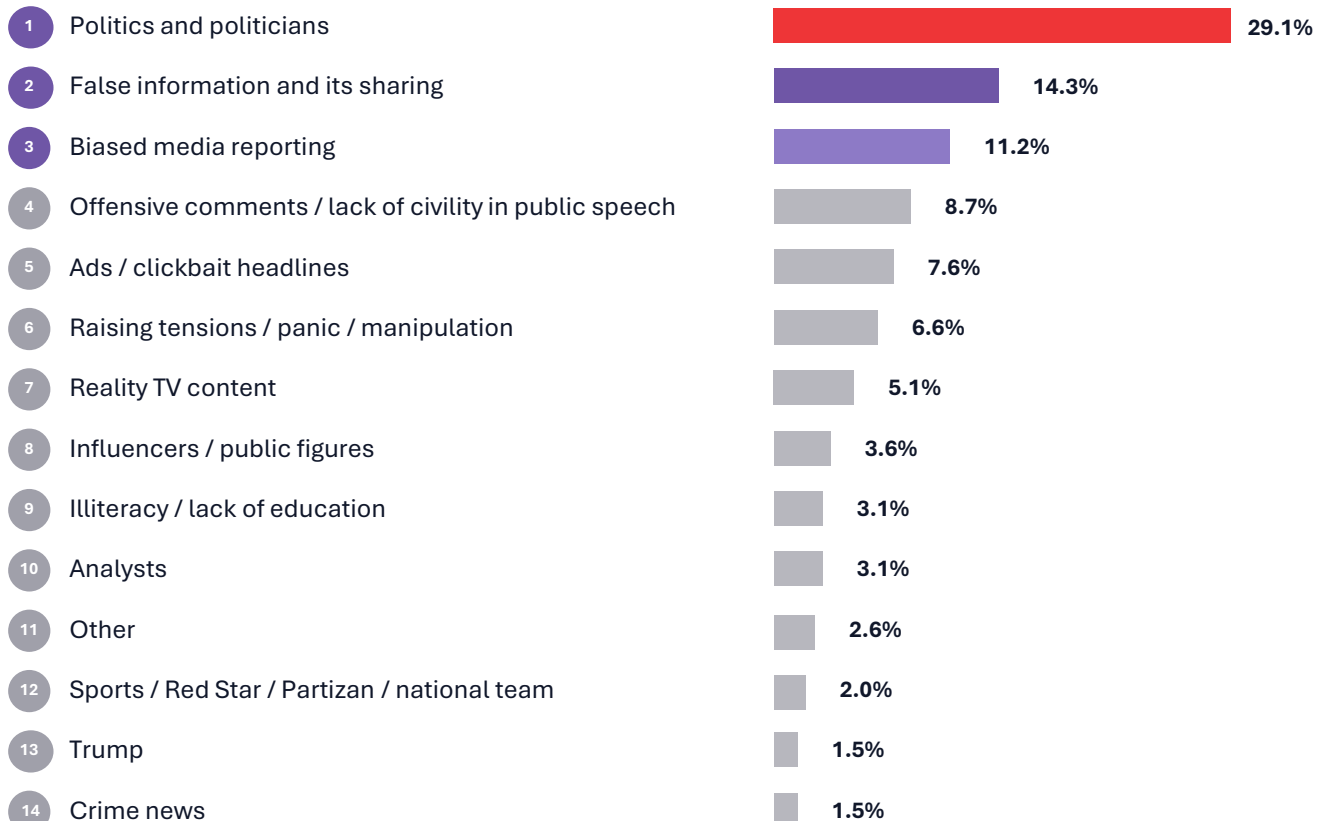


## Insight

Arguments leave a mark! 42.2% of respondents have stopped talking to a close person because of a conflict.



# What annoys you the most in the media content you follow?



## Top response:

**Politics and politicians  
(29.1%)**



## Insight

**Political topics, false information and biased reporting annoy media audiences the most.**



# Thank you for your attention!

Research results on individual and social tensions in Serbia



## House of Win

Quantitative research • Analysis

Qualitative research • Strategy

Specialized research • Marketing

#

Social media



## Contact

For additional information and cooperation



## E-mail

[info@houseofwin.net](mailto:info@houseofwin.net)



## Phone

[+381 66 58 11 024](tel:+381665811024)



## Web

[houseofwin.net](http://houseofwin.net)

