

Wellbeing Index Stockholm

Q1 (2603)



CENTER FOR WELLBEING,
WELFARE AND HAPPINESS

Highlights

- Stockholm's wellbeing index in the first quarter of 2026 is 6.79 (out of 10). This is at the same level as in the previous quarter (6.76). We can speculate about a potential seasonal effect (start of the year) regarding higher perceived meaningfulness.
- Wellbeing in Stockholm continues to be relatively evenly distributed, with a Wellbeing Equality Coefficient (WEC) of 14.9 (on a scale from 0 to 100, where 0 indicates complete equality). This is significantly below the level of the previous quarter (15.4).
- The four TACK factors (which in this quarter explain just over 77 percent of Stockholm residents' wellbeing) are overall at the same levels as the previous quarter. We see tendencies toward a potential seasonal effect with regard to a greater perceived ability to influence one's own life situation.
- Stockholm residents perceive all dimensions of their local environment overall positively (mean values around 4 out of 5). Positive experiences of the local environment are associated with higher wellbeing.
- The greatest positive effect on wellbeing comes from satisfaction with neighbours, followed by proximity to green areas and nature, and proximity to restaurants and cafés.
- Residents generally perceive Stockholm as a vibrant city (mean value above 7 out of 10). This is explained to 70 percent by their perception (in order) that i) many well-known artists and events come to Stockholm, ii) it is a creative city, iii) it is a tech city, and iv) it is a music city.
- The perception of Stockholm as a vibrant city explains 40 percent of how proud residents are of Stockholm.
- 62 percent of residents have attended a large event in Stockholm in the past year (and 51 percent plan to attend one in the coming year). Having attended or planning to attend a large event is positively associated with wellbeing.
- The Wellbeing Value of a Major Event (WOME) in Stockholm is 1 409 SEK per participant.
- The aggregated Wellbeing Value of a Major Event (WOME) for residents who have attended a large event in Stockholm is 443 470 120 SEK per month or 5 321 641 434 SEK per year.

About Wellbeing Index Stockholm

Wellbeing growth as a goal

CWWH, together with Stockholm Business Region, the Stockholm Chamber of Commerce, and Region Stockholm, has launched the objective that Stockholm should become a region of wellbeing growth.

The wellbeing growth target is intended to function in a similar way to economic growth: as a fundamental, direct, and measurable goal that is taken into account in economics and politics.

Wellbeing growth means that wellbeing increases over time and that people's quality of life and mental state improve. That all people should feel better is an end in itself, which is highlighted in an increasing number of international and national policy frameworks around the world¹, including UN *Resolution 65/309, Happiness: towards a holistic approach to development*.

We also expect wellbeing growth to contribute to a stronger economy through lower societal costs, including healthcare, absenteeism from work and school, social interventions, crime, and democratic losses, as well as higher revenues in the form of productivity, innovation, new business creation, employment, and societal and democratic functioning.

In addition, we expect wellbeing growth to create a more favourable environment for businesses and international cooperation, and to make the region more attractive for people to live in and visit.

Wellbeing growth as a measure

For wellbeing growth to be targeted in a way similar to economic growth (through GDP), a measure is needed that is, first, easy to construct and use in measurements and, second, easy to interpret and track over time.

We call this measure the *Wellbeing Index*. It consists of four sub-questions that measure overall quality of life ("a good life") and three primary dimensions of wellbeing: happiness, meaning, and a fulfilling life. The four questions are combined into an average index that can take a value between 1 (lowest possible wellbeing) and 10 (highest possible wellbeing).

We calculate the Wellbeing Index quarterly (like GDP). Each quarter, around 1,000 randomly selected people in the Stockholm region are surveyed, using the same methodology as in the UN's World Happiness Report².

¹ For an overview, see CWWH:s report *Att målsätta och mäta välmående på nationell nivå*.

² <https://www.worldhappiness.report>

About the Wellbeing Index Stockholm Report

CWWH will quarterly publish a report on each measurement of the Wellbeing Index in Stockholm.

Each report presents and interprets changes in the index. The reports will also focus on different themes, which may be both general and of particular current relevance.

The reports also provide space to analyse correlations with events, initiatives, and priorities in the region.

About the Wellbeing Index Stockholm Report Q1 2026

In this fourth report in the series, we focus on following up on the wellbeing index from the previous quarter and analysing changes in the wellbeing of Stockholm residents.

We take a closer look at the urban environment and how residents' perceptions of their local surroundings affect their wellbeing.

The theme of the report is Stockholm as a vibrant city. We analyse how events affect the wellbeing of Stockholm residents', to what extent they associate Stockholm with various vibrant, creative, and progressive dimensions, and how this relates to their wellbeing and pride in Stockholm. We also take a closer look at the extent to which residents attend large events and concerts with global artists, and how this is related to their wellbeing.

Based on the associations with wellbeing, we develop a measure of the Wellbeing Value of a Major Event (WOME) expressed in SEK.

About the measures Q1 2026

With the help of Norstat, we have posed questions to a representative sample of people in the Stockholm region. The sample is as follows.

Number of participants:

N = 1004

Gender:

52.0% Women

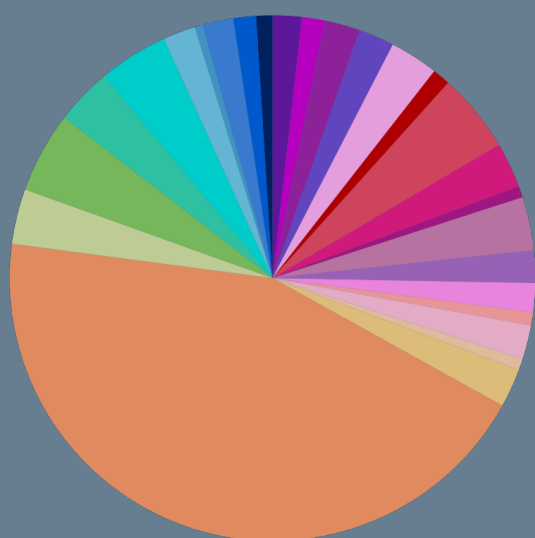
48.0% Men

Age:

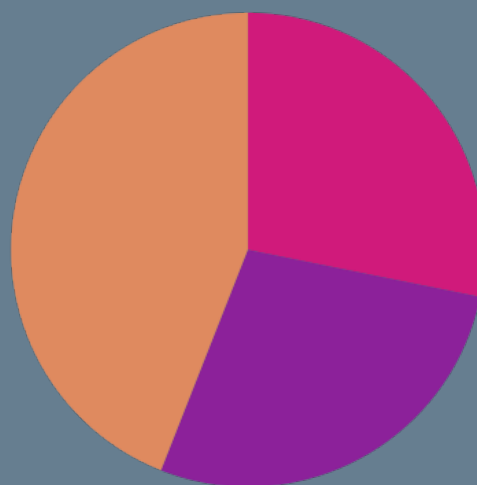
18 - 90

Mean age: 53

Municipalities

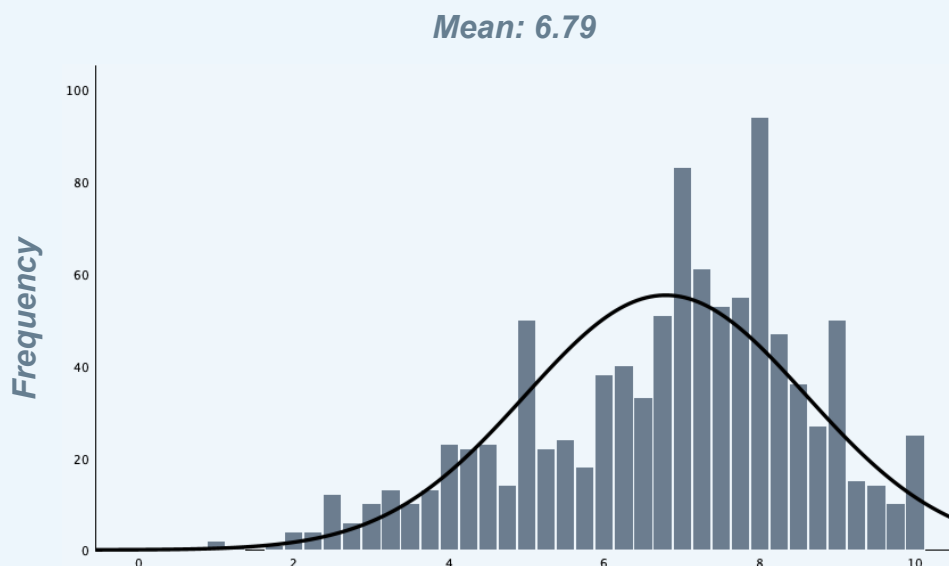


Geographic distribution



Wellbeing Index

Stockholm's wellbeing index in the first quarter of 2026 = 6.79.

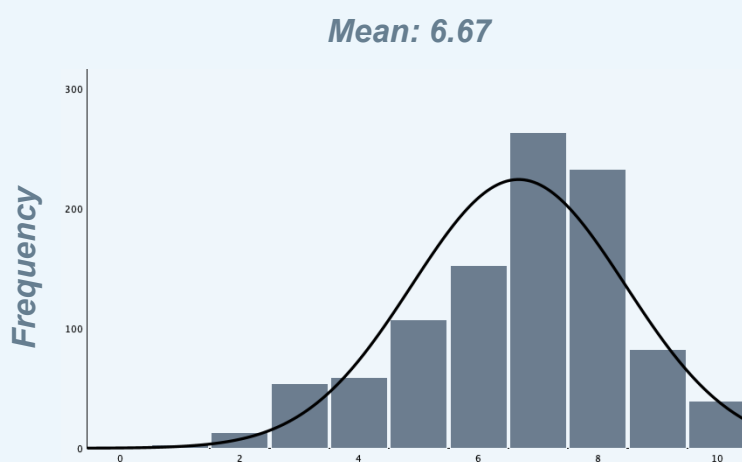


It therefore remains at the same level as in Q4 2025 (6.76).

This pattern is consistent across all four dimensions³:

1

Where would you place your life right now, on a scale from 1 to 10, where 10 represents the best possible life and 1 the worst possible life?

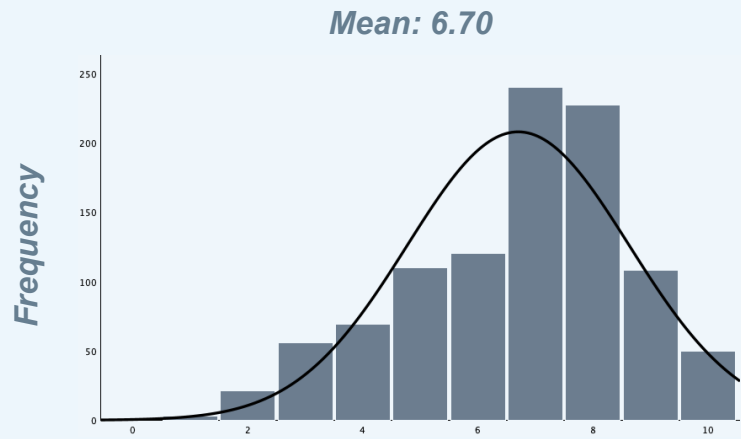


The average rating of how good life is overall is 6.67. This does not differ significantly from the previous quarter (6.68).

³ For an overview, see Wellbeing Index Stockholm Q2 2025 <https://www.hhs.se/contentassets/a84235490531408091bc007b71d23964/wellbeing-index-stockholm-report..pdf>

2

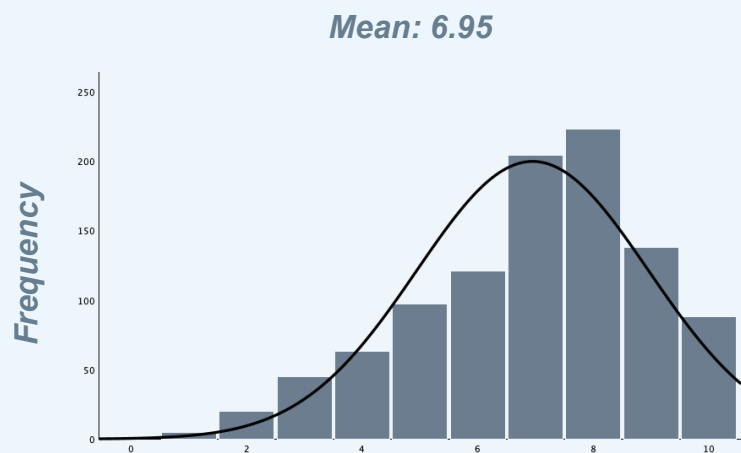
How happy do you feel overall?



The average 6.70 is at the same level as in the previous quarter (6.69).

3

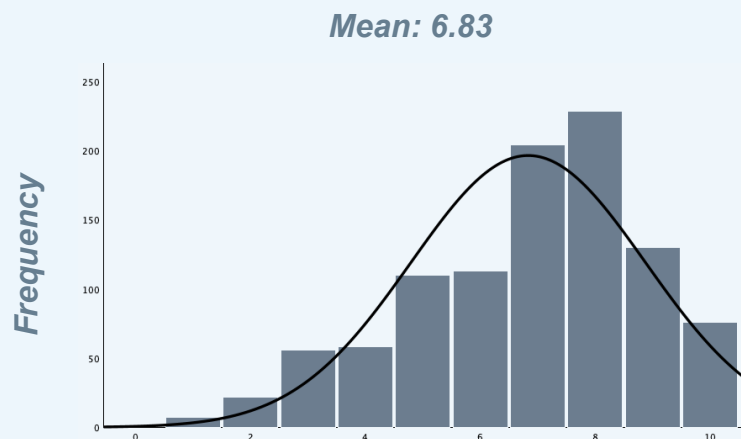
How meaningful does your life feel overall?



The average of 6.95 is slightly higher (and marginally significant) than that of the previous quarter (6.86). This may indicate a seasonal effect consistent with a psychological fresh start and forward-looking mindset of the new year. We therefore expect a slightly higher baseline for Q1 in upcoming measurements.

4

How rich does your life feel overall?



The average of 6.83 is at the same level as in the previous quarter (6.81).

This measurement of the wellbeing index establishes a baseline value for Q1, which we expect to be at the same level as Q4, and which we can use for comparison with Q1 in the following year.

Distribution of wellbeing

Just as economic developments can be positive overall but benefit only a few or many, changes in wellbeing (and our goal of growth) may benefit smaller or larger parts of the population. We want wellbeing growth to include as many people as possible.

***In the first quarter of 2026, the Wellbeing Equality Coefficient (WEC)⁴
for the Wellbeing Index is:***

14.9

This is significantly lower than Q4 2025 (15.4) and points in a positive direction, where wellbeing becomes slightly more evenly distributed among residents.

The WEC can take values between 100 and 0. The extreme value of 100 means that 100 percent of the combined and total wellbeing in the region is concentrated in a single resident. A value of 0, by contrast, means that wellbeing in the region is completely equally distributed among all residents.

This measurement of the WEC establishes a baseline value for Q1, which we expect to be lower than Q4, but somewhat higher than Q2 (14.4), and which we can use for comparison with Q1 in the following year.

⁴ For an overview, see Wellbeing Index Stockholm Q2 2025
<https://www.hhs.se/contentassets/a84235490531408091bc007b71d23964/wellbeing-index-stockholm-report..pdf>

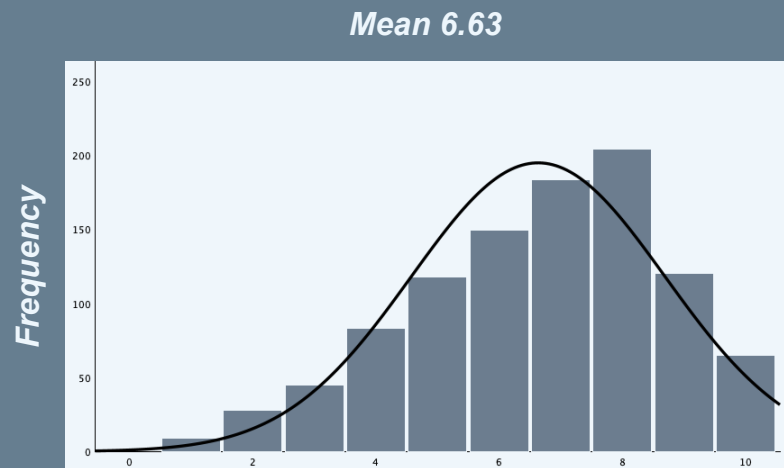
TACK: four fundamental factors for the wellbeing of the people of Stockholm

As in the previous measurements, the four factors in the TACK framework explain around 75 per cent of the variation in Stockholm residents' wellbeing (77.2% i Q1).

Togetherness: community. To what extent do people feel a sense of community with others?

1

How strong a sense of community do you feel with others?

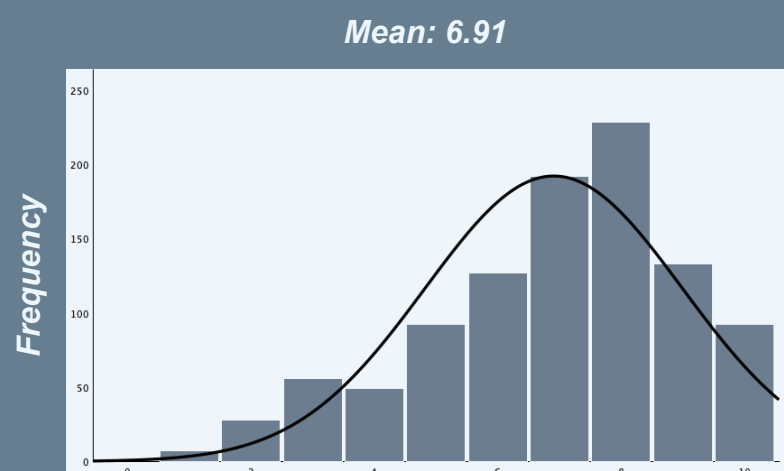


The average value of 6.63 does not differ significantly from Q4 2025 (6.69). This will serve as the baseline we compare with for the quarter in the coming year.

Agency: influence. To what extent do people feel that they can influence their own life situation?

2

How much do you feel that you can influence your own life situation?



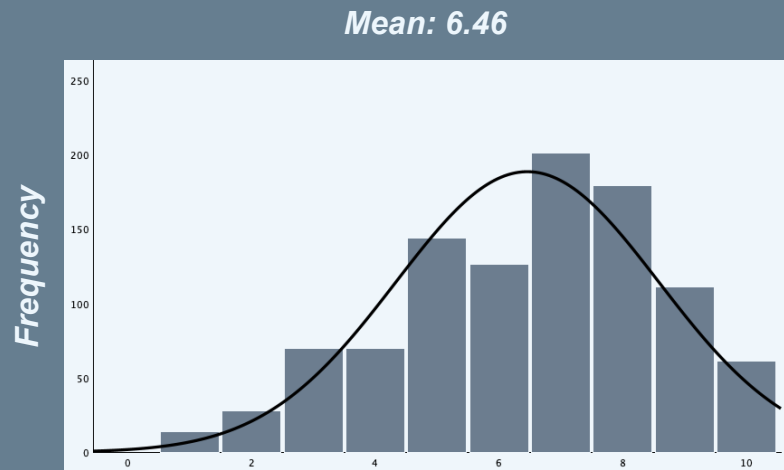
The average perceived ability to influence one's own life situation (6.91) is a small (but not significant) increase from Q4 2025 (6.82), and significantly higher than Q2 and Q3 2025. Here we see a unique potential seasonal effect for Q1, which could be associated with a more forward-looking start to the year. This could also explain the slight increase in perceived meaningfulness noted earlier.

We expect a continued baseline for Q1 that is slightly higher than the other quarters. We also see opportunities to build on this increased level in the future by making people more aware of, and encouraging them to act on, their enhanced opportunities for personal influence

Coherence: coherence. To what extent do people feel that the different parts of their lives fit together in a functional and positive way?

3

How much balance do you feel in your life?

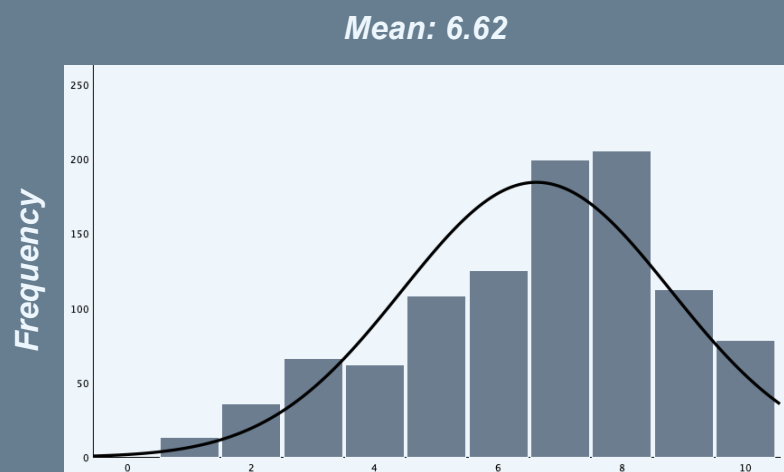


The average balance (6.46) does not significantly differ from Q4 2025 (6.40) and does not indicate any seasonal effect.

Kinetics: forward movement. To what extent do people feel that their lives are moving in a positive direction?

4

How positively do you view the future?

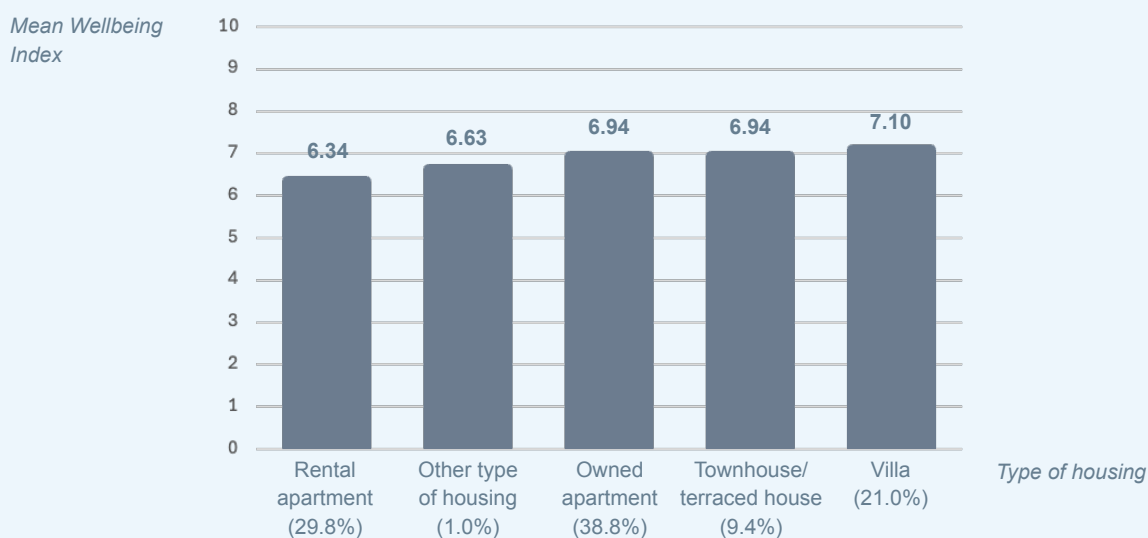


The average value of 6.62 is lower than 6.67 in Q4 2025, but the difference is not statistically significant. In light of the slight increases in meaning and ability to influence one's own life, we might have expected a positive seasonal effect. We can only speculate about why this is not the case, such as the very turbulent global situation in recent weeks with war in the Middle East and uncertainty regarding economic developments in Sweden, which may have had a dampening effect.

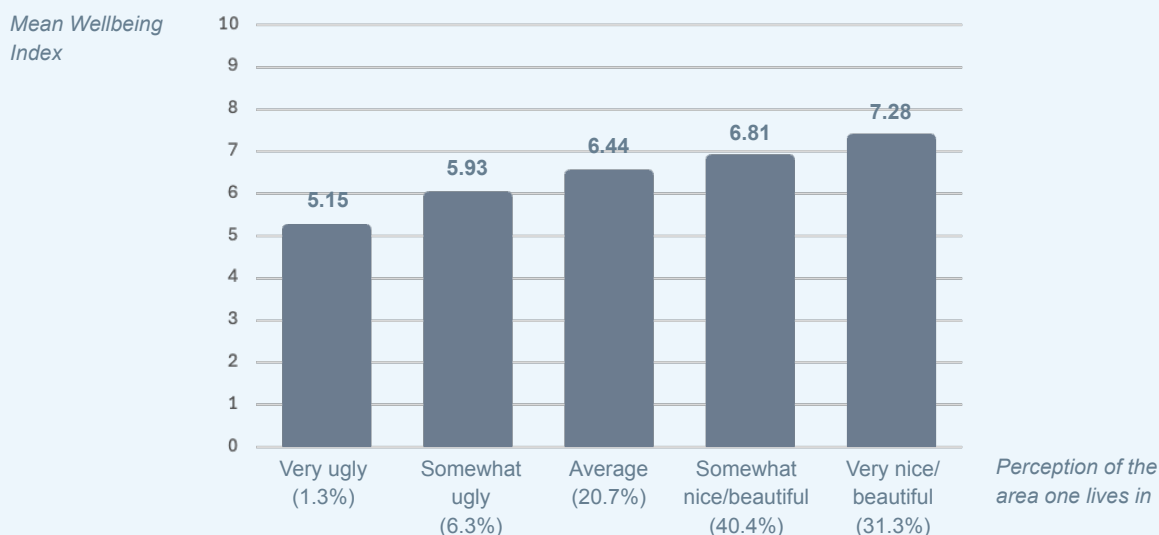
Local environment and wellbeing

In this measurement, we take a closer look at how residents' local environments affects their wellbeing.

As shown in the figure below, wellbeing differs somewhat between different types of housing, with villas ranking highest and rental apartments lowest. One explanation may be the positive relationship observed in a previous report between the number of people in a household and wellbeing, where single-person households are more likely to live in rental apartments, while villas, which rank highest in average wellbeing, are more often multi-person households. Another explanation may be the relationship between housing and income, where income can be assumed to increase in the same order as housing type and wellbeing in the figure. When we control for income in a regression analysis, it indeed turns out that the type of housing does not have a significant effect on wellbeing.

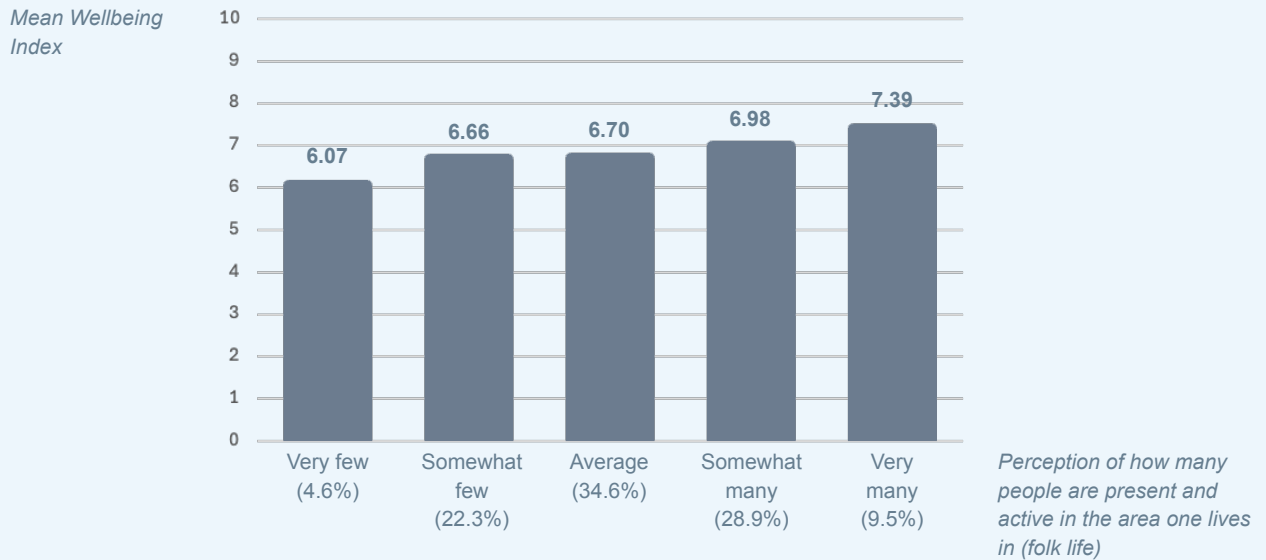


As shown in the figure below, the vast majority perceive their local environment as quite pleasant when asked directly. This perception has a clear association with wellbeing.

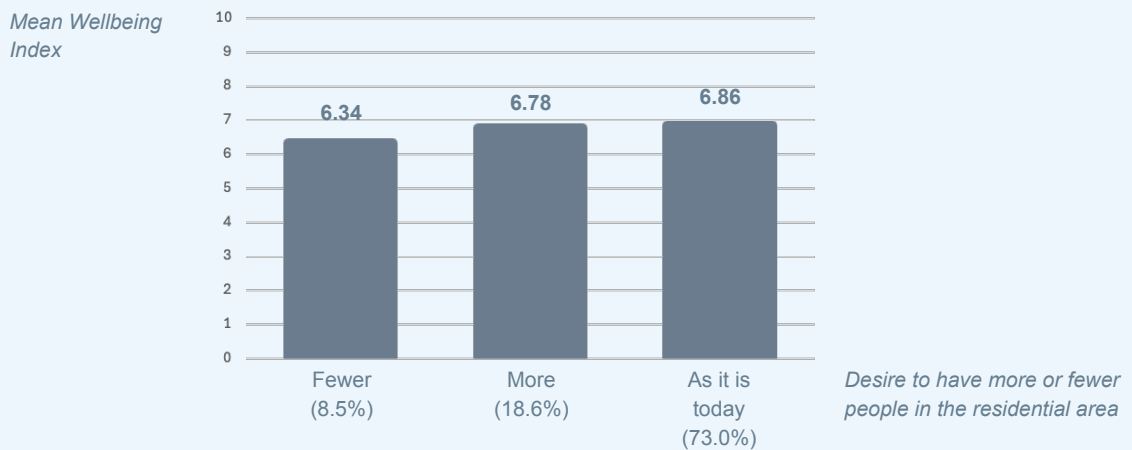


⁵ See Wellbeing Index Stockholm Q3 2025 <https://www.hhs.se/contentassets/adff585a4a09466e9a1b53fe1f57d661/wellbeing-index-stockholm-report-q3.pdf>

The vast majority of residents perceive that there are relatively many people living in their local area, which is expected and reasonable for a metropolitan region. That is the way Stockholm residents also seem to be happiest, the more people in the local area, the higher the average wellbeing.



Most people want to keep the population in their local area as it is. The few residents who want to reduce folk life stand out due to their slightly lower level of wellbeing



We have also asked residents how satisfied they are with their neighbours and whether they feel they live far from or close to different parts of the urban environment.

As shown by the mean values in the table below, residents are on average satisfied with their neighbours (4 out of 5) and feel like they are close to all parts of the urban environment (mean values around 4 out of 5). Neighbours and proximity to the various parts of the environment have positive correlations with residents' wellbeing, ranging from $r = 0.16$ to $r = 0.31$ (where 0 is no relationship at all and 1 is a perfect relationship).

	Mean value out of 5	Correlation with wellbeing
Are you satisfied or not satisfied with your neighbours, i.e., those who live in your local area/ residential area?	4.09	r = 0.308
Do you feel that you live close to or far from public transportation?	4.36	r = 0.106
Do you feel that you live close to or far from green areas/ nature?	4.48	r = 0.184
Do you feel that you live close to or far from water?	4.12	r = 0.161
Do you feel that you live close to or far from shops, groceries, services?	4.17	r = 0.148
Do you feel that you live close to or far from restaurants, cafés, etc.?	3.76	r = 0.148

In a stepwise regression, where the variables are entered in order of how much they explain residents' wellbeing, satisfaction with neighbours comes first, followed by proximity to green areas and nature, and proximity to restaurants and cafés. Together, they explain 12 percent of the variation in residents' wellbeing ($R^2 = 0.118$).

Satisfaction with neighbours – *strongest effect* ($\beta = 0.259$)

Proximity to green areas and nature ($\beta = 0.143$)

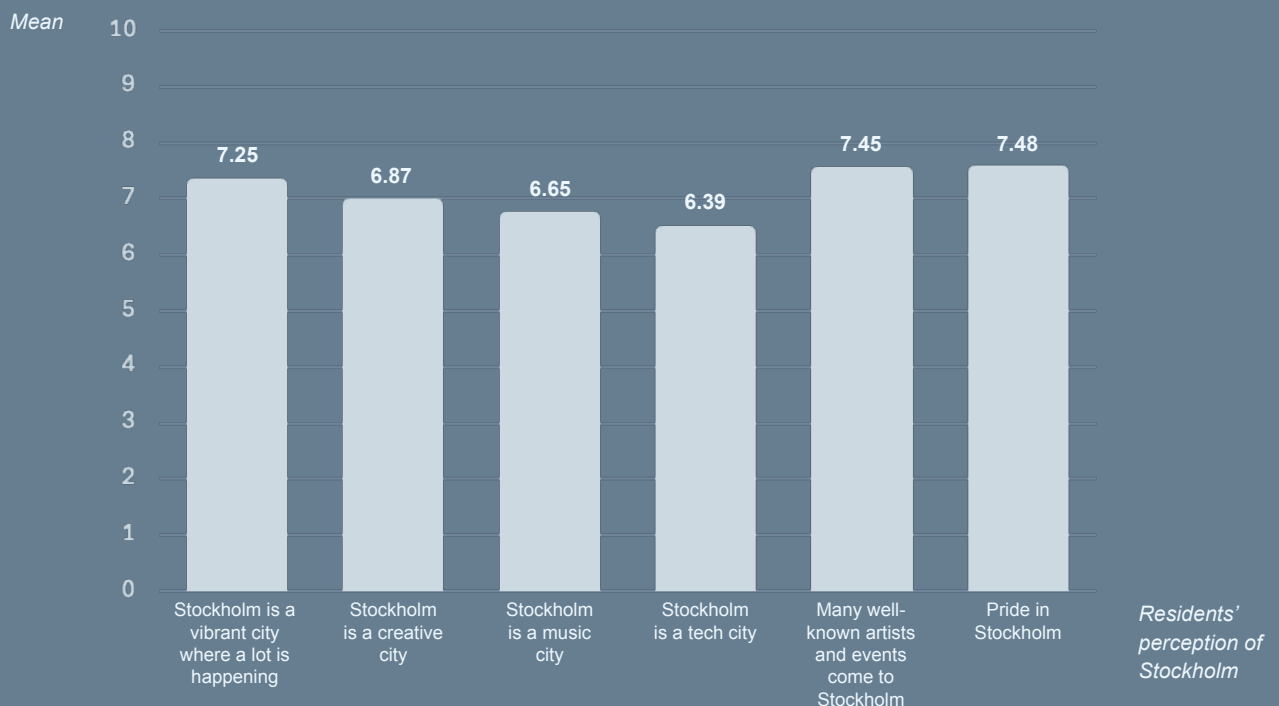
Proximity to restaurants and cafés ($\beta = 0,094$)

Stockholm as a vibrant city

The theme for this report is Stockholm as a vibrant city, to what extent do residents associate Stockholm with various vibrant, creative and progressive dimensions, how active are they themselves in attending events and concerts, and how are these dimensions and activities related to their wellbeing?

Perception of Stockholm

As shown in the figure below, residents to a fairly high extent perceive Stockholm as a vibrant city where much is happening, that many well-known artists and events come here, and that they are proud of Stockholm. The mean values are above 7 out of 10. They also associate Stockholm with creativity, music, and tech (mean values just below 7).



In a structural equation model analysing the relationship between the variables, they are found to be connected in the following way:



The perception of Stockholm as a vibrant city is explained to 70 percent ($R^2 = 0.697$) by the four dimensions. It in turn explains 42 percent ($R^2 = 0.421$) of how proud residents are of Stockholm.

When we take a closer look at the extent to which residents believe the outside world perceives Stockholm in the same way, the mean values are somewhat lower.



A structural equation model shows the same relationship for the perception of the outside world's view as for one's own perception of Stockholm:

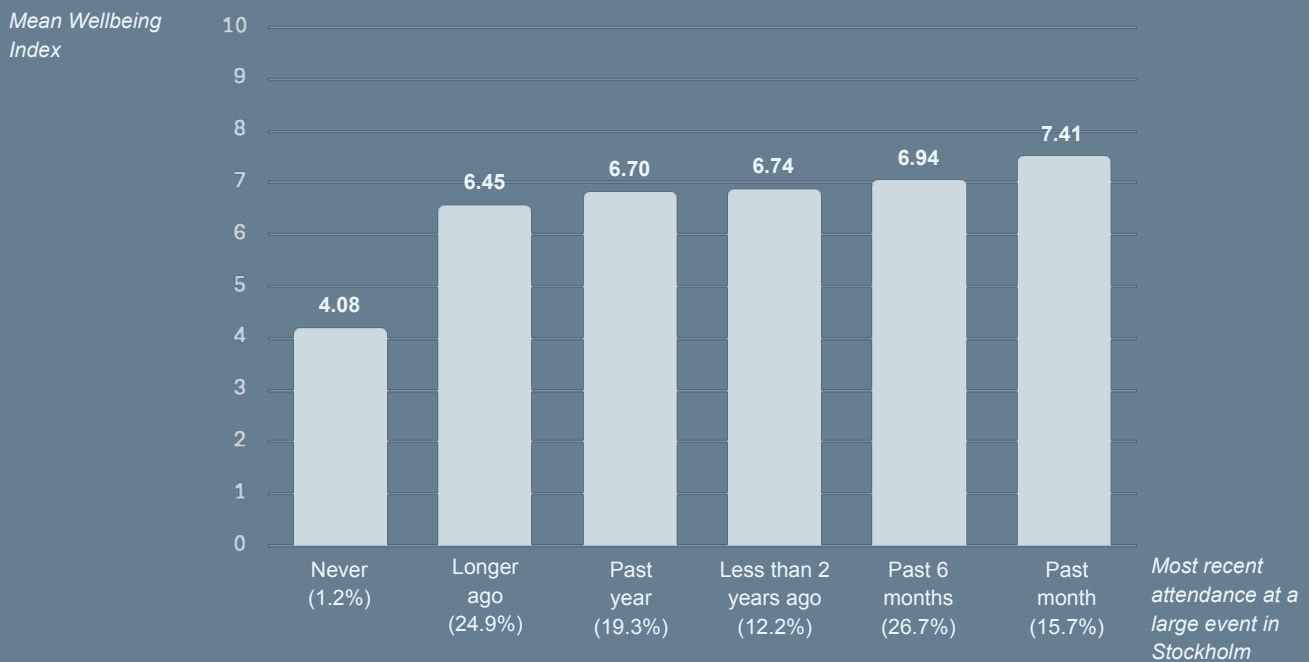


The outside world's view of Stockholm as a vibrant city explains almost as much of how proud residents are of the city as their own view does, 38 percent ($R^2=0.383$). Since all mean values are somewhat lower for the outside world's perception of Stockholm, the conclusion is that there is clear potential in gaining international attention and in having residents perceive that the outside world sees Stockholm as a vibrant city to the same extent that they themselves do.

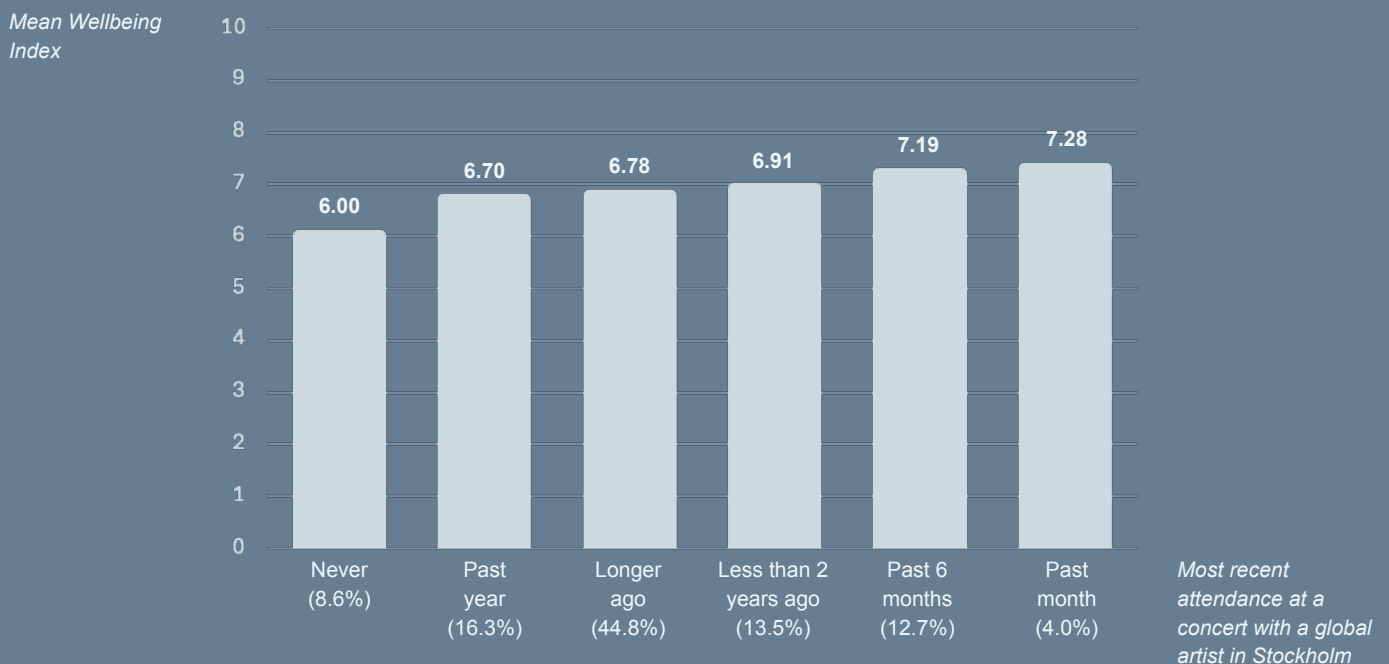
Large events and concerts

Stockholm is an event city, each season, large events and global artists come here, attracting visitors from other parts of Sweden and around the world.

Stockholm residents themselves attend large events relatively often. As shown in the figure below, the association with wellbeing is positive, where those who never attend large events or have not done so in the past two years rank lowest, while those who have attended in the past month stand out at the top.

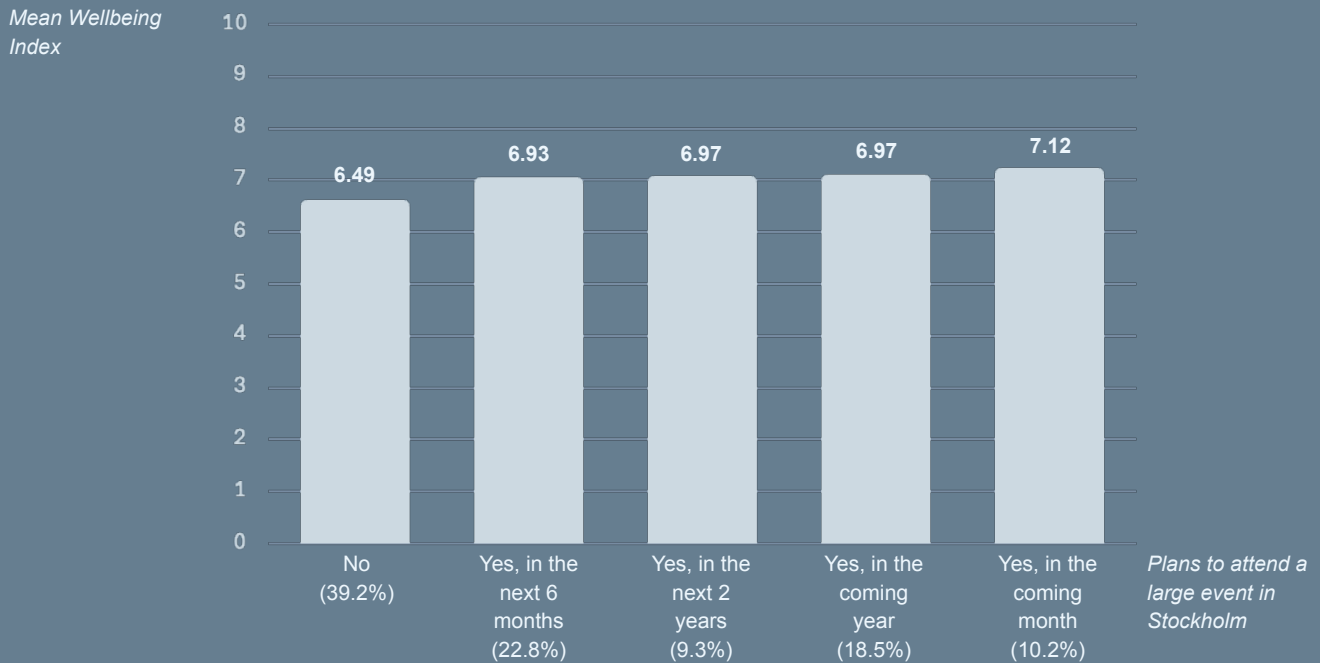


We see a similar, but weaker, pattern for concerts with visiting global artists:

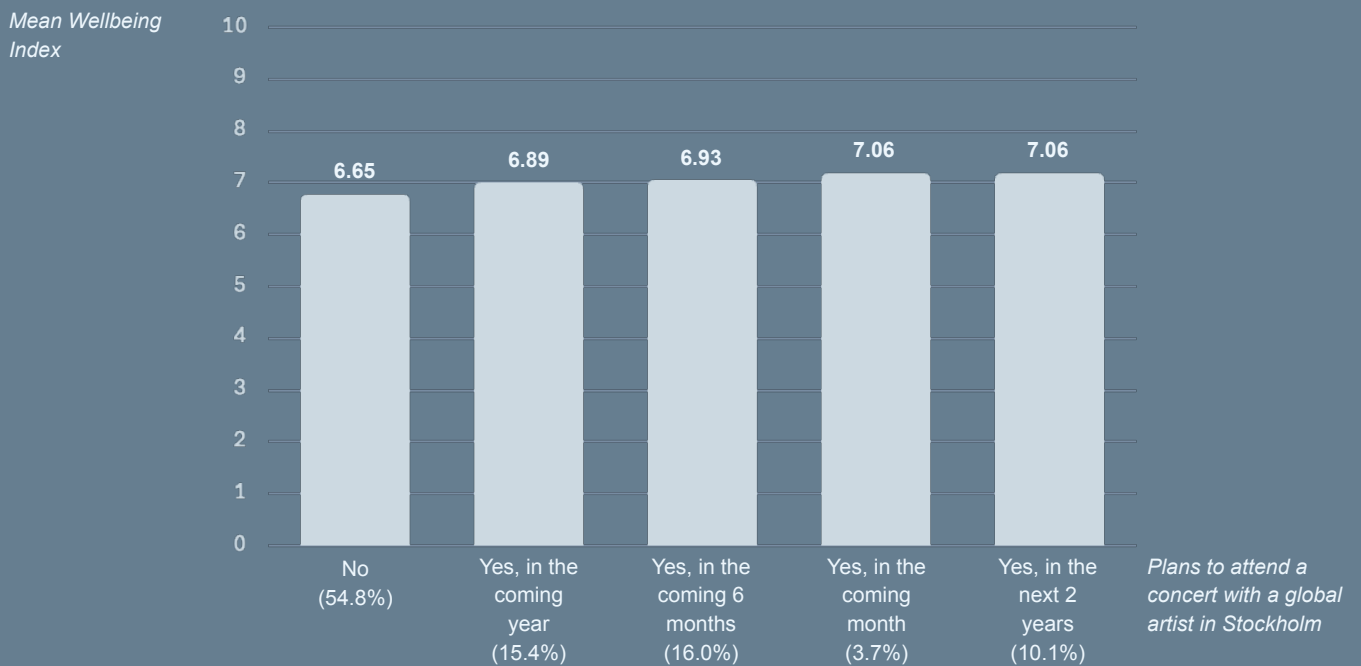


We have also asked about future events and concerts.

Here too, we see a pattern for major events, where those who do not plan to attend any event rank lowest in wellbeing, and those who plan to attend within the next month rank highest.



The pattern regarding the extremes never and in the coming month is the same for upcoming concerts:



It does not seem unreasonable that the tendency to attend large events and concerts is related to income and age. Correlation analyses indeed show weak positive associations with income, where those with higher income tend to attend more often. However, there are no significant associations with age, which could be because age and income are correlated, so that the willingness to attend at younger ages is offset by lower income, while higher income increases opportunities at older ages.

When we control for both income and age in regressions, the effects remain positive for when residents last attended and when they plan to attend next large events (largest effect) and concerts on their wellbeing.

A correlation analysis shows that events and concerts have significant associations with residents' perceptions of Stockholm as a vibrant city, ranging from $r = 0.10$ to 0.19 . The correlations are not particularly large in themselves, but considering that they reflect the relationship between the timing of *one single* event and the overall perception of Stockholm as a vibrant city, the leverage of events and concerts appear to be substantial.

	Most recent attendance at a large event in Stockholm	Most recent attendance at a concert with a global artist in Stockholm	Plans to attend a large event in Stockholm	Plans to attend a concert with a global artist in Stockholm
A vibrant city where a lot is happening	$r = 0.163$	$r = 0.092$	$r = 0.142$	$r = 0.097$
Many well-known artists and events come to Stockholm	$r = 0.155$	$r = 0.105$	$r = 0.175$	$r = 0.121$
A creative city	$r = 0.194$	$r = 0.131$	$r = 0.181$	$r = 0.152$
A music city	$r = 0.171$	$r = 0.134$	$r = 0.186$	$r = 0.132$

Wellbeing Value of a Major Event (WOME)

Using our unique measure, VOWI (Value of a Wellbeing Increase), which establishes the monthly monetary value of an increase in wellbeing equivalent to one step on the ten-points scale at 3 064 SEK⁶, we can calculate the Wellbeing Value of a Major Event (WOME) in Stockholm.

We start from the earlier bar chart comparing wellbeing depending on when residents last attended a large event in Stockholm. To calculate the value on an annual basis, we can do so in two ways, long-term (1 year) and short-term (our shortest interval of 1 month).

In the long term, we calculate the difference in wellbeing over a year as 6.70 (the wellbeing level among residents who have attended a major event in the past year) minus 6.45 (the wellbeing level among residents who attended a major event more than a year ago). The wellbeing effect over one year is therefore $6.70 - 6.45 = 0.25$.

In the short term, we calculate the difference in wellbeing between the shortest time intervals, which are one month (7.40) and six months (6.94). The wellbeing effect over one month is therefore $7.40 - 6.94 = 0.46$.

Long term $0.25 \times 3064 \times 12 = 9\,192$ SEK

Short term $0.46 \times 3064 \times 1 = 1\,409$ SEK

Since the time periods are rough categorisations and we cannot control for other factors, we choose the lower amount for a more conservative estimate of WOME.

According to this calculation, the wellbeing value of a large event on a monthly basis is 1 409 SEK per participant.

Another way to express it could be that the wellbeing of a resident who attends a large event increases over the coming month, on average, by the same amount as if they had received an income increase of 1 409 SEK.

If we apply WOME to events of different sizes, we get, for example:

WOME on a monthly basis for 10 000 participants: 14 090 000 SEK

WOME on a monthly basis for 60 000 participants: 84 540 000 SEK

If we aggregate WOME at the regional level, the figure becomes:

0.16 (the proportion of residents who have attended a major event in the past month) X 2 million (residents in the region) X 1 409 (monthly WOME per participant) =

443 470 120 SEK per month.

$443\,470\,120 \times 12 = 5\,321\,641\,434$ SEK per year.

⁶ See Wellbeing Index Stockholm Q3 2025 <https://www.hhs.se/contentassets/adff585a4a09466e9a1b53fe1f57d661/wellbeing-index-stockholm-report-q3.pdf>

We want to emphasise that these figures are based on conservative estimates with limited information. They primarily serve as illustrative examples.

We have previously reported about how wellbeing has extended and multiplicative effects beyond the participants, for example, our case study of Taylor Swift's concerts in Stockholm 2024⁷ showed that these effects can extend across the entire population in the region.

We also expect that other factors co-vary with event attendance and wellbeing, and that the effects may go in both directions. We plan to conduct more sophisticated analyses in the future, using longitudinal comparisons of residents before and after event attendance.

⁷ Report on the significance of events for Stockholm. A case study of Taylor Swift's concerts, May 17-19, 2024 https://www.stockholmbusinessregion.com/wt/documents/2/Musikrapport_2024.pdf

Final remarks

This is the fourth report on the Wellbeing Index in Stockholm, based on the quarterly measurement for Q1 2026.

The primary purpose of this report has been to follow up on measurements from previous quarters. We have observed stable levels in the Wellbeing Index, its different wellbeing dimensions, the WEC, and the four TACK factors compared with Q4. We see tendencies toward a seasonal effect regarding the wellbeing dimension of meaningfulness and the TACK factor of possibility to influence one's own life situation. We can speculate that the global situation and the uncertain economic climate in Sweden during the quarter have had dampening effects. Regardless, we have now established baseline levels for Q1 to use as a reference in the coming years.

We have taken a closer look at how residents perceive their local environment and how it is associated with their wellbeing.

The report has explored the theme of Stockholm as a vibrant city. We have looked more closely at the extent to which residents perceive Stockholm as a vibrant city across different dimensions and found that this is associated with how proud they are of the city. We have also studied the extent to which residents attend large events and concerts with global artists in Stockholm and found positive associations with wellbeing.

The report also introduces a measure of the Wellbeing Value of a Major Event (WOME), expressed in SEK.

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