

# Perth Perception Survey



Prepared for:  
Committee for Perth  
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Quantify levels of satisfaction with living in Perth, including key drivers of satisfaction and reasons to want to live in Perth

Perceived advantages and disadvantages of living in Perth

The main aspects of Perth that the population love and want to retain

The main aspects of Perth that the population would change

# Contextualising the Findings: Ipsos Issues Monitor



Since 2010, Ipsos has conducted the Ipsos Issues Monitor which identifies the most important social issues at the national and state level. Social issues tracked include:

- The Economy
- Immigration
- Race relations/racism
- Defence/Foreign affairs/Terrorism
- Crime/Law and Order/Violence/Anti-Social Behaviour
- Drug/Alcohol abuse
- Education
- Housing/Price of Housing
- Healthcare/Hospitals
- Environmental/Pollution/Water concerns
- Population/Overpopulation
- Poverty/Inequality
- Taxation
- Transport/Public Transport/Infrastructure
- Unemployment
- Issues facing Aboriginal and Torres Strait Islanders
- Petrol prices/Fuel
- Household Debt/Personal Debt
- Inflation/cost of living

Australians quarterly: n=3000

Western Australians quarterly: n=300

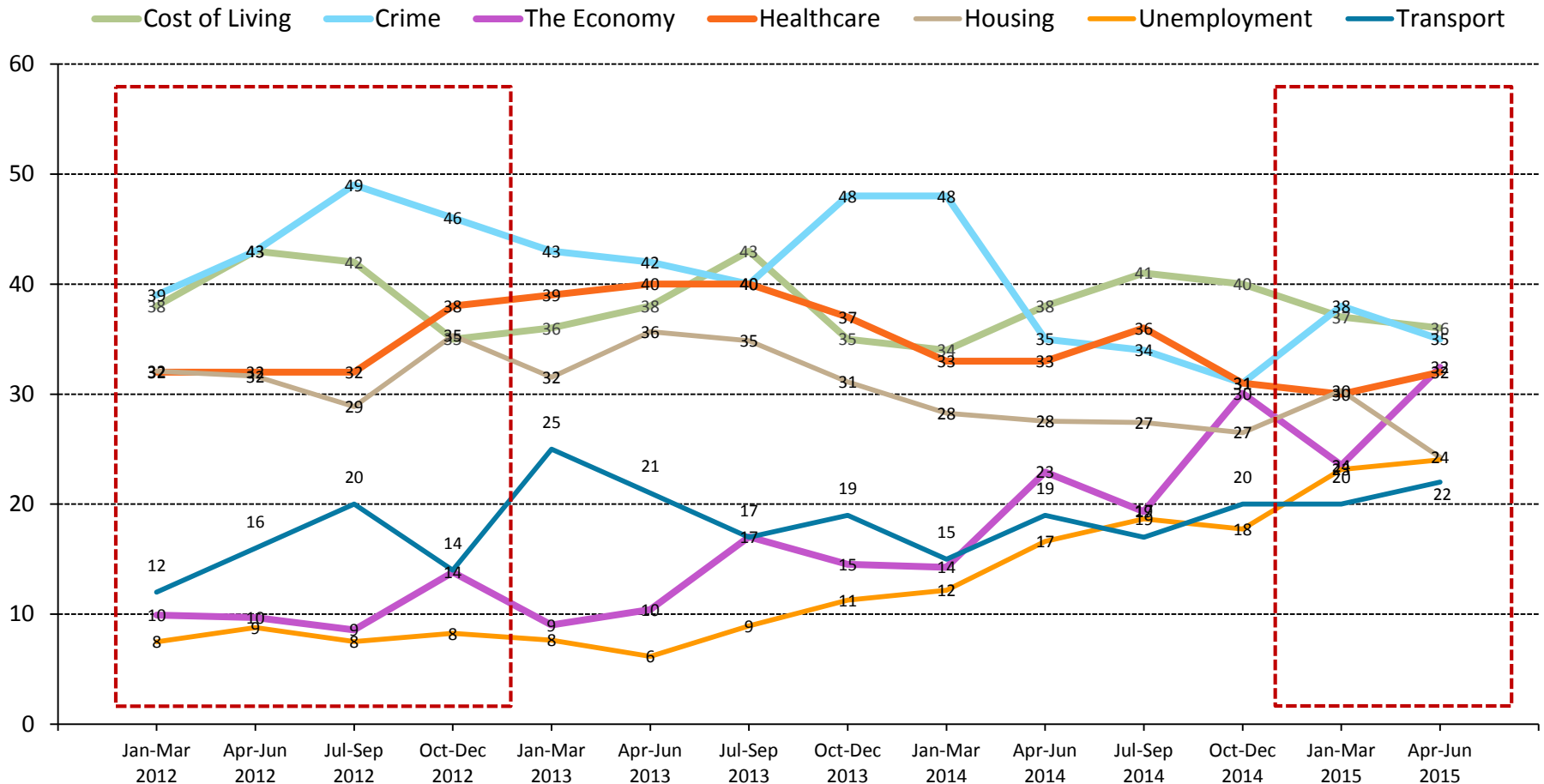


# Contextualising the Findings: Ipsos WA Issues Monitor



Crime, cost of living, housing and healthcare remain the top four issues amongst Western Australians compared to 2012, however there has seen an increase in concern with the economy and unemployment.

## What would you say are the three most important issues facing WA?

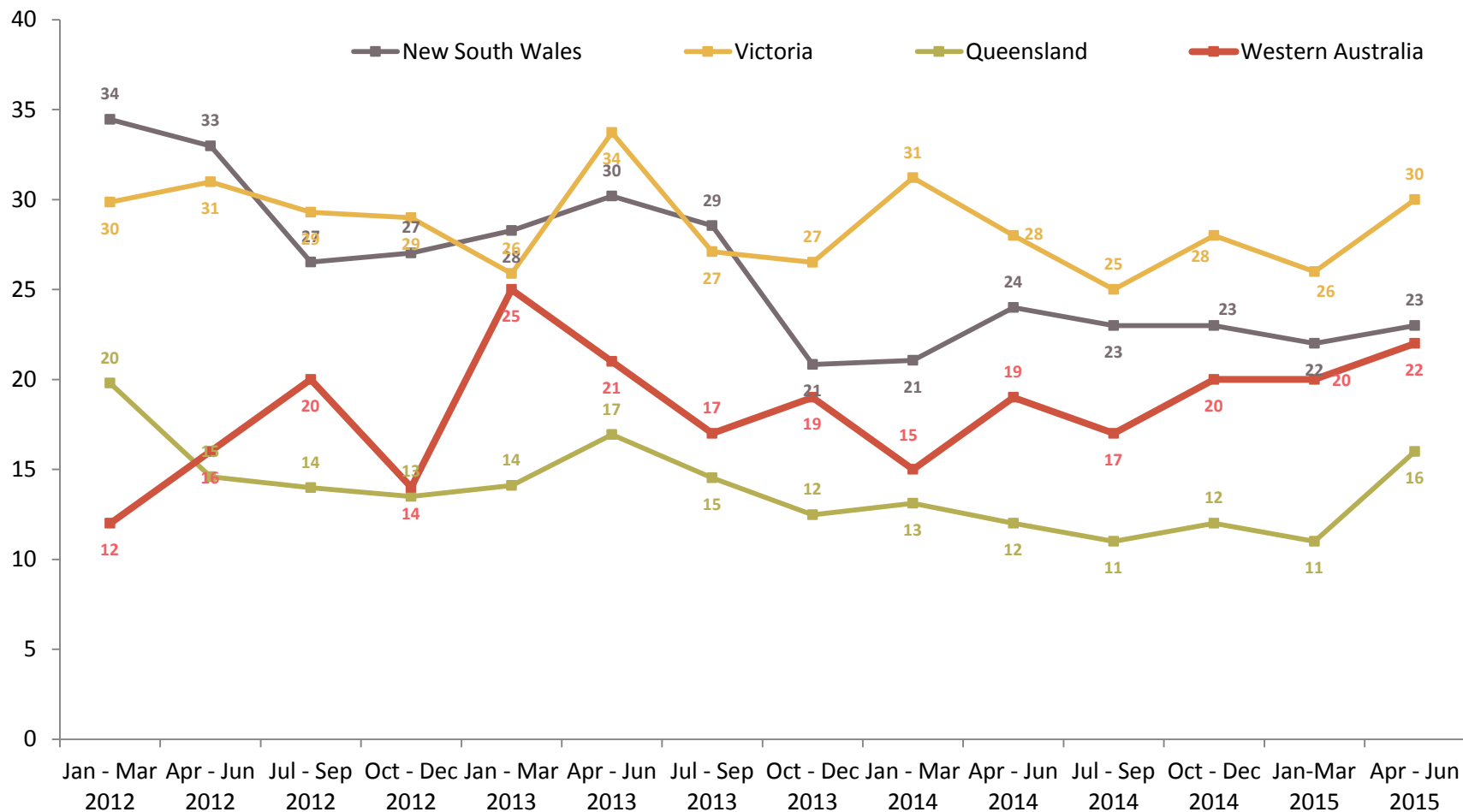


Source: Ipsos Issues Monitor

# Contextualising the Findings: Transport / Public Transport / Infrastructure



Transport has increased in importance in all four states shown but we can see that it's in Victoria that it is the hottest issue. WA and NSW are relatively on par while it's less of a concern in Queensland.



Source: Ipsos Issues Monitor



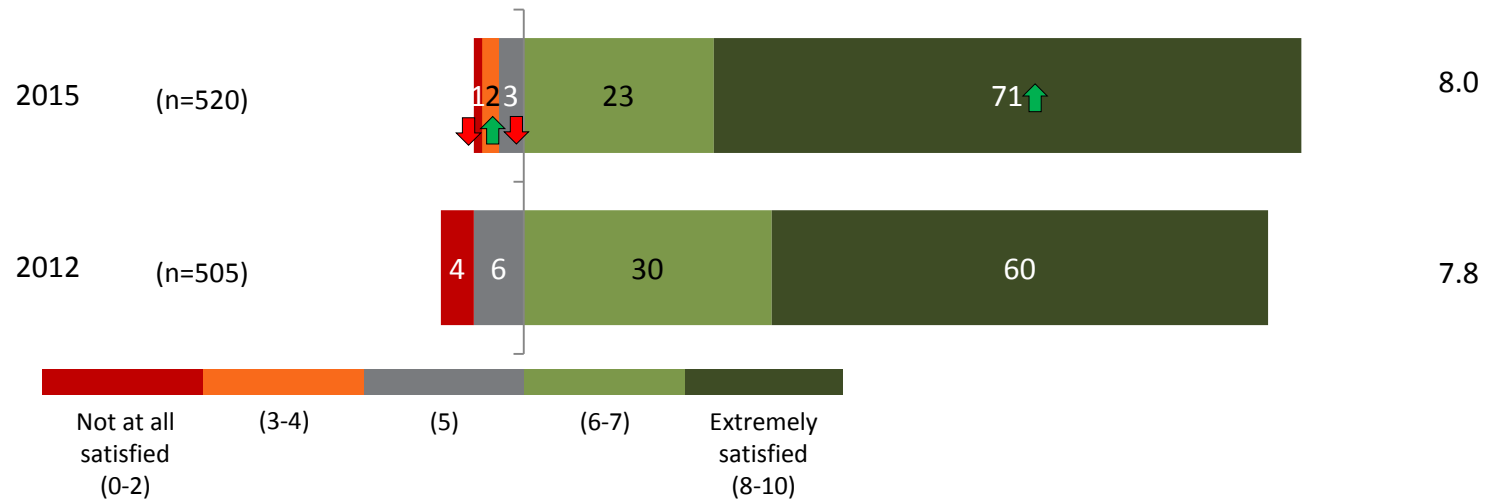
**Current  
Perceptions of  
Perth**

# Satisfaction



Compared to 2012, residents are more satisfied with life in Perth - more are extremely satisfied and fewer are not at all satisfied.

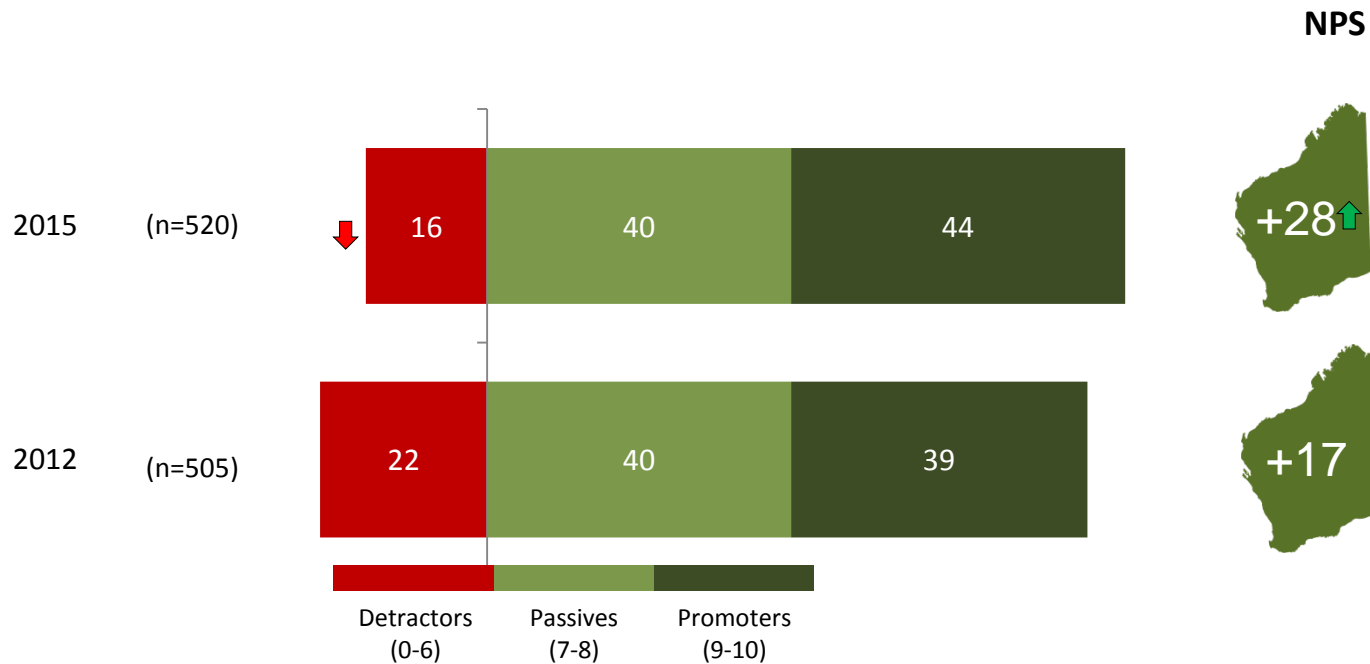
Mean



Q5. Overall, how satisfied are you with living in Perth? *Sig differences for previous wave.*

# Likelihood to Recommend

Similarly, fewer residents are unlikely to recommend Perth as a place to live resulting in a significantly improved Net Promoter Score compared to 2012.



NPS = Promoters - Detractors

Q8. How likely are you to recommend Perth (as a place to live) to others?

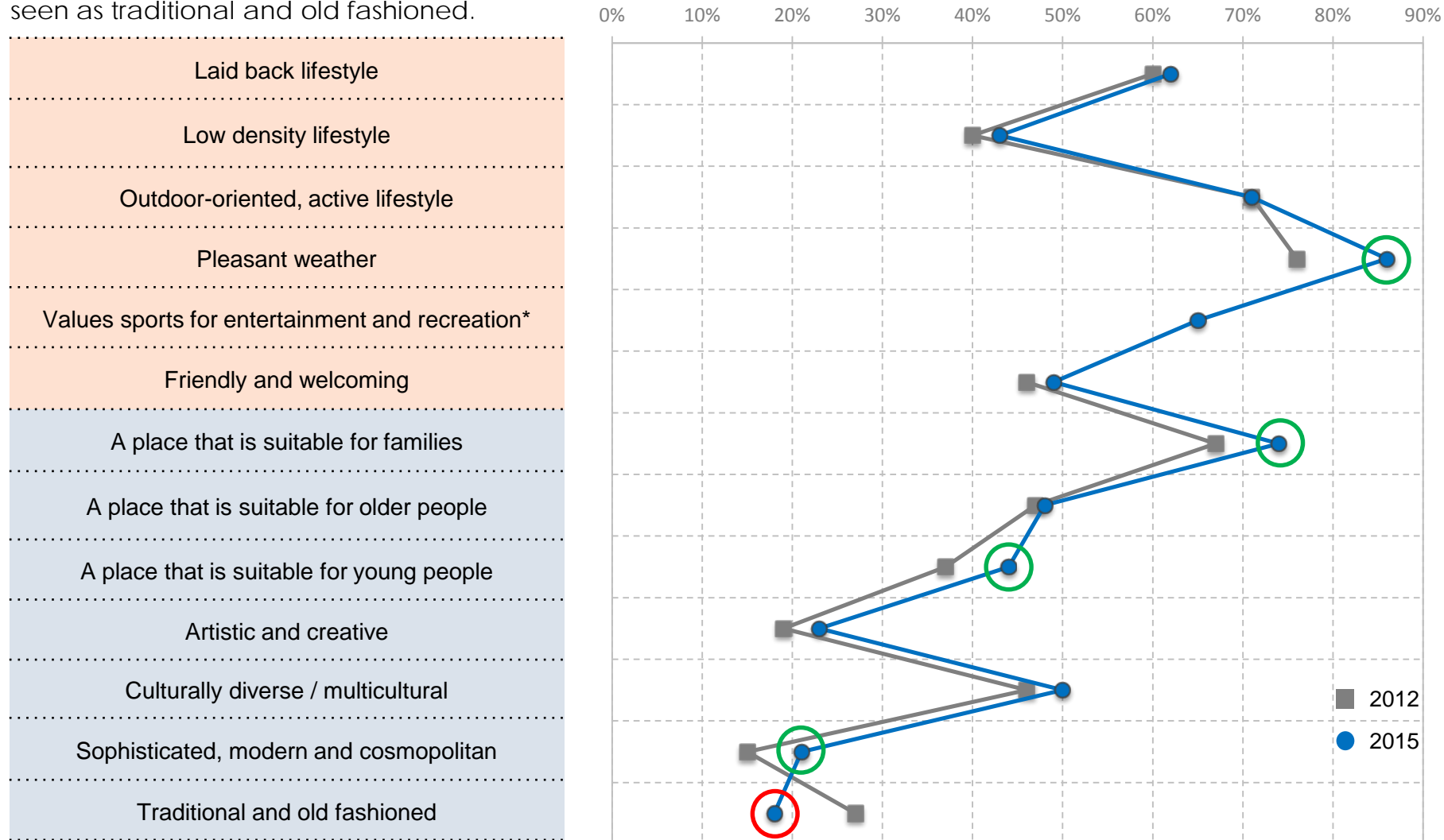
Note: Slight change of wording from 2012. Sig differences for previous wave.



# Current Perceptions of Perth: Lifestyle and People



Perth continues to be strongly associated with its great weather, laid back outdoor lifestyle and being a suitable city for families. There has been progress towards being perceived as a sophisticated and modern city as opposed to being seen as traditional and old fashioned.



Q6. Please rate the level to which you think the following values and characteristics reflect Perth or life in Perth **today**.  
 Base 2015 (n=520) ; 2012 (n=505). Sig differences for previous wave. Top 3 box percentages shown. \*Note: "Values sports...recreation" new in 2015.

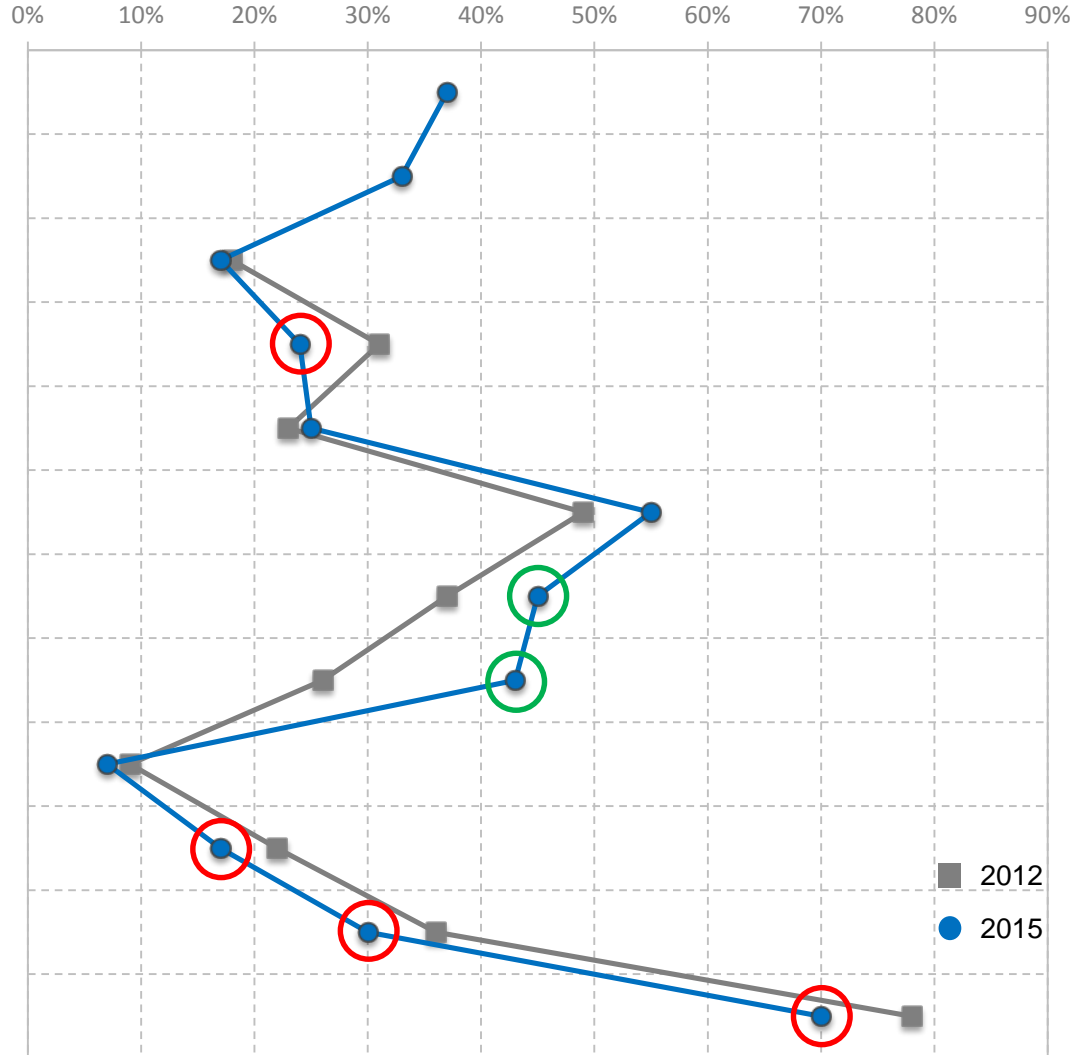
●○ Denotes a significant difference at 95% confidence level

# Current Perceptions of Perth: Transport/Services and Economy



There's been increases in perceptions of safety and health and welfare, however there is room for improvement on transport and education. Less people see our economy as resources focused, however it is also seen as lacking diversification and entrepreneurialism.

Easy to move around by car*
Easy to move around by walking and cycling*
Efficient public transport system
Environmentally friendly
Good aged care
Good educational facilities
Good health & welfare systems
Safe
Affordable place to live
Diverse economy
Entrepreneurial, innovative people
Mining / resources focussed economy



Q6. Please rate the level to which you think the following values and characteristics reflect Perth or life in Perth **today**.  
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● ● Denotes a significant difference at 95% confidence level



**What's  
Changing in  
Perth?**

# Perth Change Over 10 Years

The majority of residents feel Perth has changed for the better over the last 10 years, but there is a pocket of residents, around one in five, that feels these changes have been detrimental.

19%

CHANGED FOR THE WORSE



12%

STAYED THE SAME



69%

CHANGED FOR THE BETTER

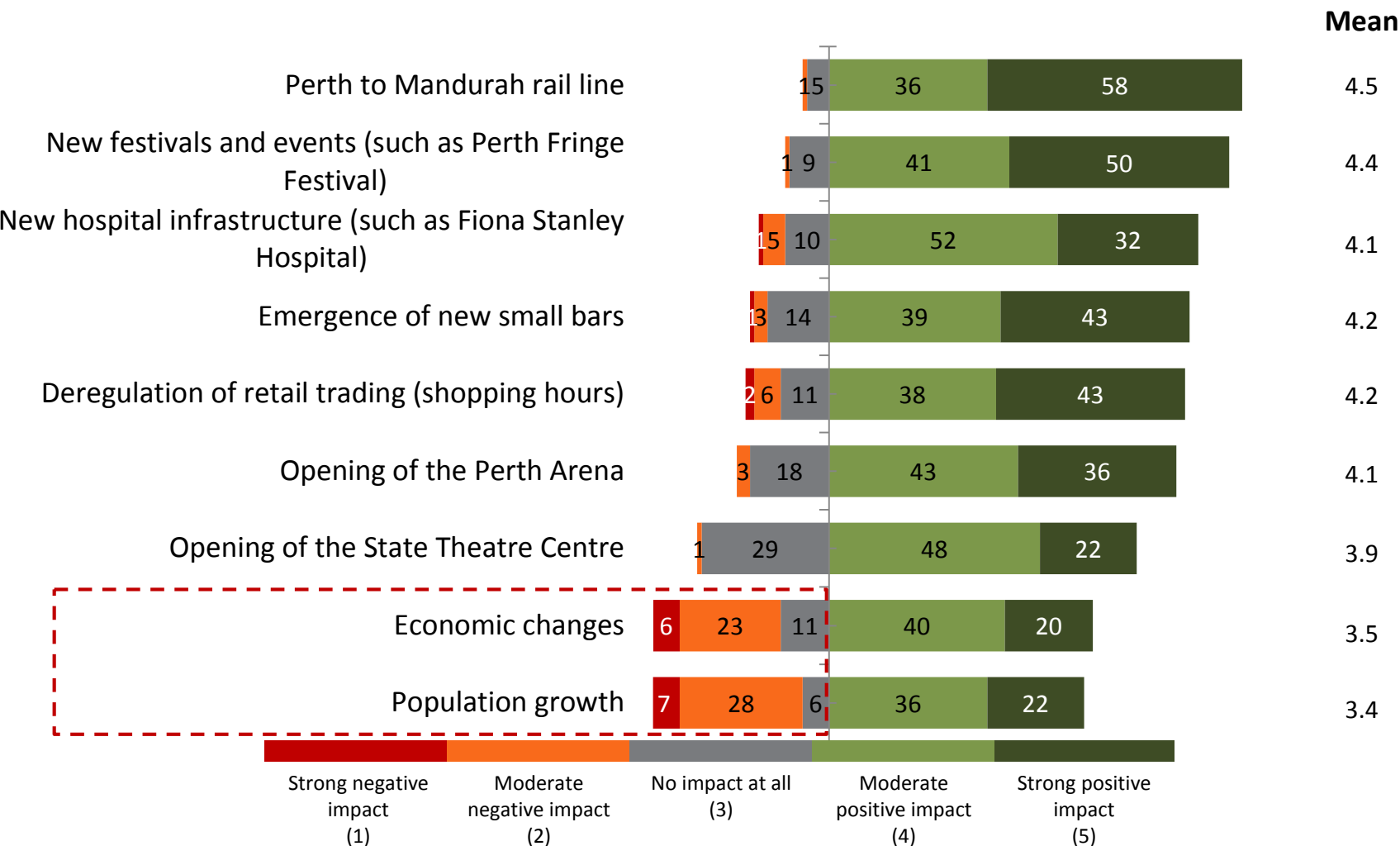


Q21. Thinking about Perth over the last 10 years, do you think it has changed for the better, for the worse, or stayed the same? Base n=520.

Note: New question added in 2015.


# Impact of Initiatives and Events in Perth

Key initiatives that are seen to have improved Perth fall into two key buckets, infrastructure/services and social/cultural. Economic changes and population growth are polarising.



Q22. What impact do you believe the initiatives and events below have had on Perth over the last 10 years? Base n=520

Note: New question added in 2015. Sig differences for age groups.



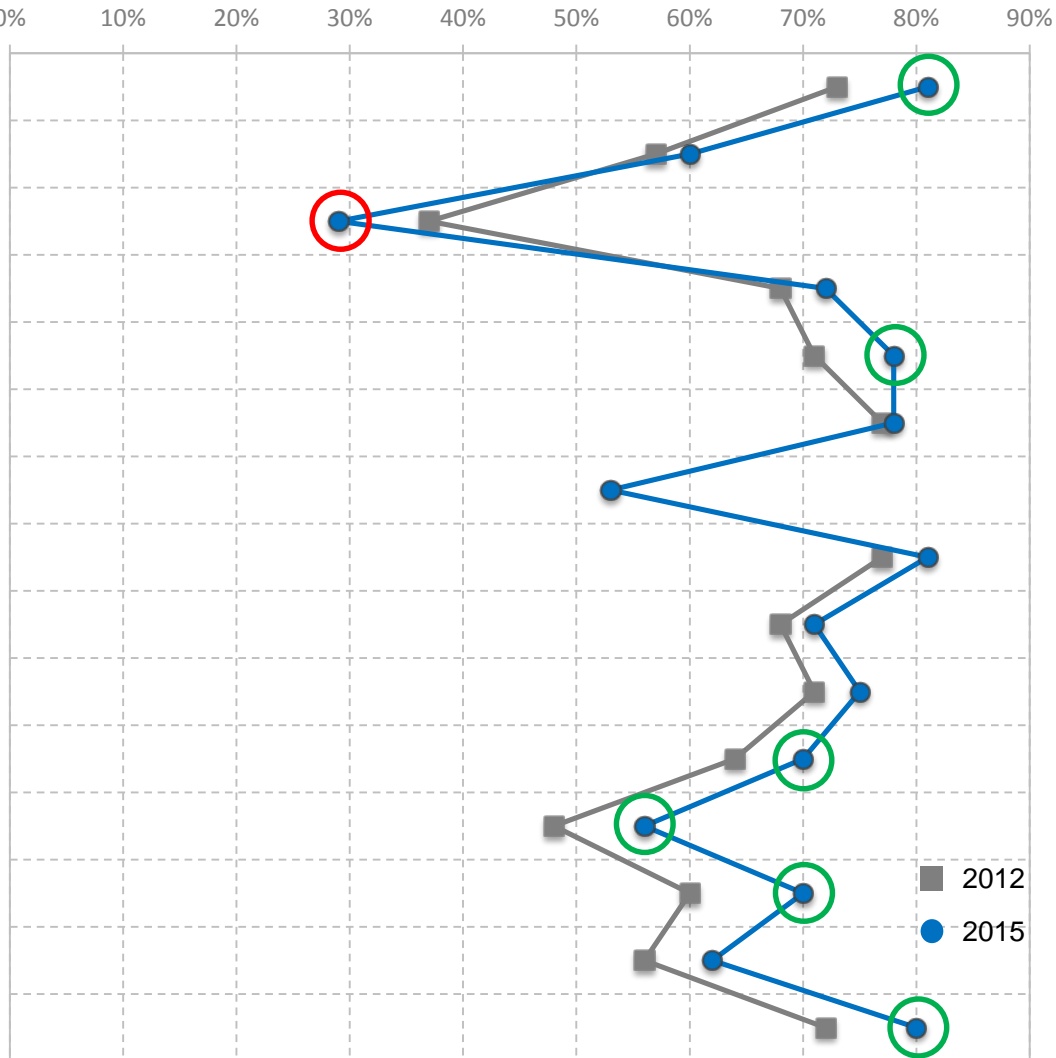
What do  
Residents want  
for the Future?

# Future Expectations of Perth: Lifestyle and People



Perth's future is seen to continue to revolve around our natural assets and outdoor lifestyle, with significantly fewer people focused on a lower density lifestyle. Residents want it to continue to be suitable for all people as well as being vibrant, sophisticated and willing to change.

Friendly and welcoming
Laid back lifestyle
Low density lifestyle
Outdoor-oriented, active lifestyle
Pleasant weather
Scenic / beautiful natural environment
Values sports for entertainment and recreation*
A place that is suitable for families
A place that is suitable for older people
A place that is suitable for young people
Accepting of new / different cultures
Artistic and creative
Dynamic and Vibrant
Sophisticated, modern and cosmopolitan
Willing to evolve and change with the times



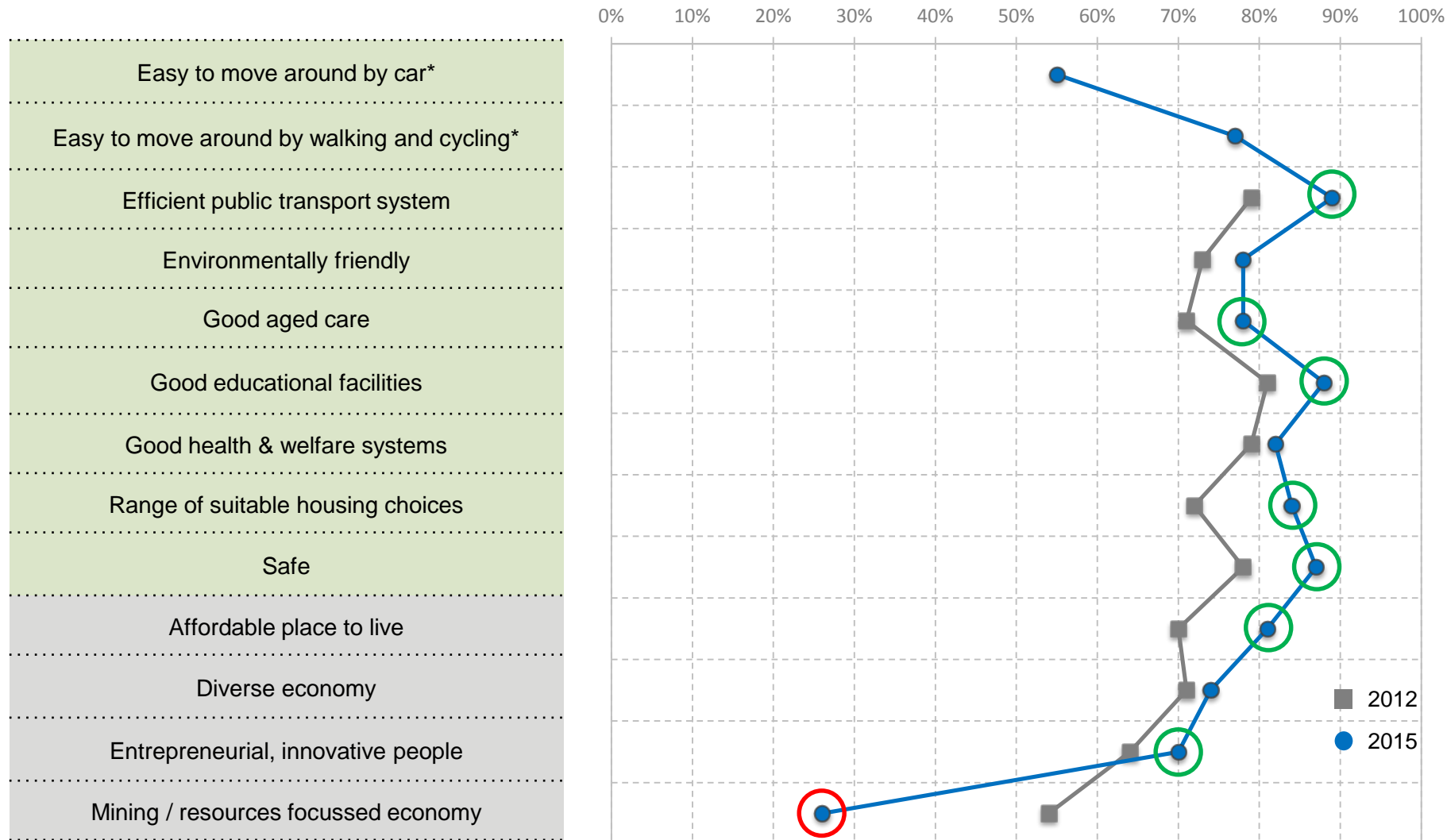
Q7. Now thinking of the future, how important do you rate the following values and characteristics to Perth's **future?**  
 Base 2015 (n=520) ; 2012 (n=505). Sig differences for previous wave. Top 3 box percentages shown. \*Note: "Values sports...recreation" new in 2015.

Denotes a significant difference at 95% confidence level

# Future Expectations of Perth: Transport/Services and Economy



The importance of most core services has intensified since 2012. Further to this, the importance of affordability, innovation and moving away from our dependence on the resources sector has increased since 2012.



Q6. Please rate the level to which you think the following values and characteristics reflect Perth or life in Perth **today**.  
 Base 2015 (n=520) ; 2012 (n=505). Sig differences for previous wave. \*Note: "Easy to move around by car" and "Easy to move...cycling" new in 2015.

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# Gap Analysis of Current Perceptions and Future Expectations



## CURRENT PERCEPTIONS

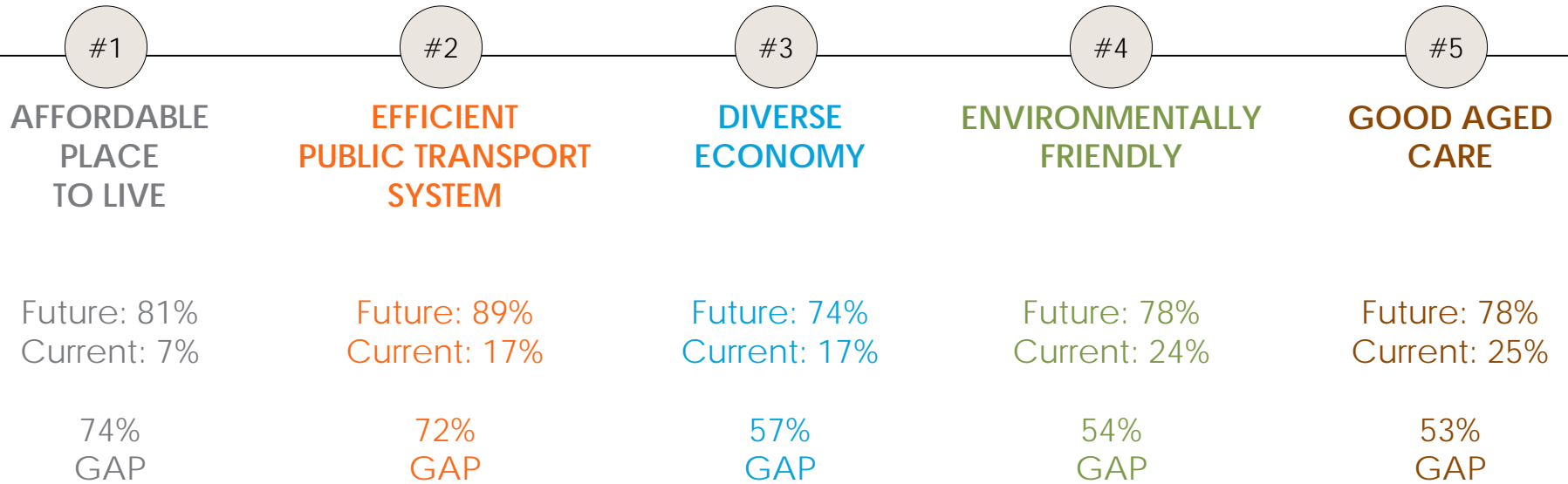
#1	PLEASANT WEATHER	86%
#2	A PLACE THAT IS SUITABLE FOR FAMILIES	74%
#3	OUTDOOR-ORIENTED, ACTIVE LIFESTYLE	71%
#4	MINING, RESOURCES FOCUSED ECONOMY	70%
#5	VALUES SPORTS FOR ENTERTAINMENT AND RECREATION	65%
#6	LAID BACK LIFESTYLE	62%
#7	GOOD EDUCATIONAL FACILITIES	55%
#8	FRIENDLY AND WELCOMING	49%
#9	A PLACE THAT IS SUITABLE FOR OLDER PEOPLE	48%
#10	GOOD HEALTH AND WELFARE SYSTEMS	45%

## FUTURE IMPORTANCE

#1	EFFICIENT PUBLIC TRANSPORT SYSTEM	89%
#2	GOOD EDUCATIONAL FACILITIES	88%
#3	SAFE	87%
#4	GOOD HEALTH AND WELFARE SYSTEMS	82%
#5	FRIENDLY AND WELCOMING	81%
#6	A PLACE THAT IS SUITABLE FOR FAMILIES	81%
#7	AFFORDABLE PLACE TO LIVE	81%
#8	PLEASANT WEATHER	78%
#9	ENVIRONMENTALLY FRIENDLY	78%
#10	GOOD AGED CARE	78%

Q6. Please rate the level to which you think the following values and characteristics reflect Perth or life in Perth **today**. Q7. Now thinking of the future, how important do you rate the following values and characteristics to Perth's **future**? Base 2015 (n=520) ; 2012 (n=505). Note: "Values sports...recreation" new in 2015.

## DIFFERENCE BETWEEN IMPORTANCE OF FUTURE EXPECTATIONS & STRENGTH OF CURRENT PERCEPTIONS



Q6. Please rate the level to which you think the following values and characteristics reflect Perth or life in Perth **today**. Q7. Now thinking of the future, how important do you rate the following values and characteristics to Perth's **future**? Base 2015 (n=520) ; 2012 (n=505). Note: "Values sports...recreation" new in 2015.

# Residents' Perceptions of Perth



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