

FACTBase Bulletin 64 Snapshot

Perceptions of Greater
Perth as Expressed
Through Electronic Word of
Mouth

July 2019



THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

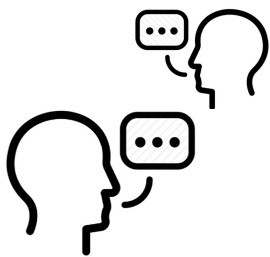
Committee for
Perth



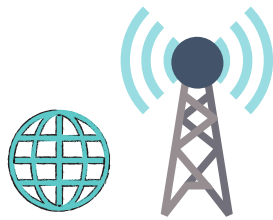
This Bulletin is the third research input into the *Hashtag Perth* project that aims to characterise Perth's reputation through an analysis of online commentary about the region.

Influences on External Residents

The most common media through which external residents obtain information about Greater Perth are:



Word of mouth
(40%)



Internet sources
(38%)



Television programs
(35%)



Social media
(28%)

Perth's Reputation



Online comments and reviews of Greater Perth are mostly positive



58% of non residents who saw online content about Perth said it positively affected their perceptions

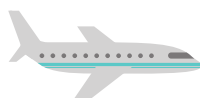


Perth residents are more likely than non-residents to make negative comments

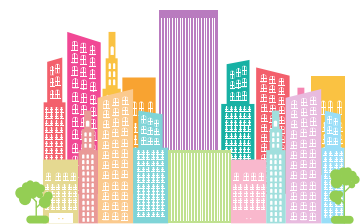
Changing Perceptions



Some online commentary still depicts Perth as dull and boring



Negative sentiment about Perth's isolation from the East Coast has shifted to positive remarks about its proximity to Asia



There is a shift towards positive perceptions - specifically describing Perth as 'revitalised'