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## Perth study: we're older, less religious and paying much more rent

Perth residents are older, less religious, more culturally diverse and less likely to own a home than ever before.

The picture of the typical Perth resident has been revealed in Committee for Perth's latest research piece, undertaken in collaboration with The University of Western Australia.

FACTBase Bulletin 66 is a comparative analysis of Greater Perth's population between 1947 and 2016, from the end of the Second World War to the most recent Census, and shows the extensive changes to the average Western Australian within that 70-year period.

"1947 was chosen for this longitudinal study of Greater Perth because, like our post-boom era, it was a period of immense transformation," said Committee for Perth CEO Marion Fulker.

"This demographic research demonstrates how Perth, since British settlement has matured. In one lifetime, Greater Perth has transitioned from a small region of almost 300,000 people to a major global metropolis with a population of two million."

Key findings of the bulletin include:

- In 1947, 54 per cent of Greater Perth residents owned their home with 77 per cent of those owning their home outright yet by 2016 only 28 per cent of homeowners owned their home outright;
- In 1947 average weekly rent was the equivalent of \$72.79 (in 2016 prices) and in 2016 the median weekly rent was \$360;
- Female participation in the labour force tripled between 1947 and 2016;
- In 1947 less than 0.5 per cent of Greater Perth's population identified as non-religious; growing in 2016 with more than 32 per cent identified as non-religious; and
- The average age to get married has increased from 23 (women) and 27 (men) in 1947 to 29 and 31 respectively.

"This evolution of our population has ongoing ramifications for policy development and planning for critical services – for example, the development of aged care services that cater to a culturally diverse clientele," Ms Fulker said.

"There have been three distinct growth periods that have strongly influenced Perth's population and demographics – the baby boom after World War 2, the iron ore boom of the 60s and our recent resource boom.

"While the majority of migrants to Perth are still UK born, countries including the Philippines, India and China now make up the highest rates of growth."

This FACTBase bulletin forms part of Committee for Perth's *Hashtag Perth* project - a two-year initiative that aims to develop a plan for how best to leverage Perth's positive attributes and address its weaknesses by enhancing Perth's reputation as a region to live, work, study, invest and visit.

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## **MEDIA CONTACT**

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## **SUPPORTING INFORMATION**

This independent research report forms part of Committee for Perth's Hashtag Perth project – a two-year initiative that aims to develop a plan for how best to leverage Perth's positive attributes and address its weaknesses by enhancing Perth's reputation as a region to live, work, study, invest and visit.

Hashtag Perth is supported by Perth Airport (core funder), City of Perth, Programmed, ATCO Australia, City of Armadale, Hawaiian, WA Super, Woodside, The University of Western Australia and Westpac.

Hashtag Perth aims to:

- Characterise greater Perth's current reputation as a place to live, work, visit, invest and study from the perspective of local, national and international literature, media and stakeholders.
- Identify how Perth's reputation has evolved over time and understand the dynamics of this change.
- Examine positive and negative perceptions of Perth and ascertain key gaps between perception and reality.
- Pinpoint target markets for investors, businesses, visitors, students and talent.
- Build a profile of the characteristics of Perth that can be promoted to different markets as distinctive to, and distinctly better than, its competitors.
- Articulate strategies and actions to capitalise on positive perceptions and address weaknesses identified as limiting Perth's competitiveness.