

Perth's Reputation Survey

Snapshot

June 2019



The second research input to the Committee for Perth's latest project *Hashtag Perth*, which aims to develop a plan for how best to leverage Perth's positive attributes and address its weaknesses. The report benchmarks Perth against Sydney, Melbourne, Brisbane, Auckland and Singapore and features insights from residents and business leaders.

Self-recommendations



66% of locals recommend Perth as a place to study



51% of locals recommend Perth as a place to invest



64% of local business leaders recommend Perth as a place to invest

Perceptions of Perth

What locals and visitors think of Perth

Strengths



Attractive natural environment
Quality of life
Diverse population



Weaknesses

Investment opportunities
Employment opportunities
Cost of living
Treatment of first people



Perspectives of others

Only 34% of people who have never visited Perth recommend it as a place to work



62% of people who have visited Perth recommend it as a place to work

There is a 29% increase in positive recommendations once people visit Perth



Only 35% of people who have never visited Perth recommend it as a place to live



65% of people who have visited Perth recommend it as a place to live