

PERTH PERCEPTION SURVEY 2024

COMMITTEE FOR
PERTH

24-008497-01



BACKGROUND AND METHODOLOGY

Background and Objectives

Background

The Committee for Perth (CfP) seeks to make Perth the best place in the world to live, work, invest, study and visit. To help inform planning and track the progress of this, CfP runs the Perth Perception Survey every three years with previous waves conducted in:

- Wave 1 – 2012
- Wave 2 – 2015
- Wave 3 – 2018
- Wave 4 – 2021
- Wave 5 – 2024

Looking to the future

In the 2024 wave of the research the questionnaire was updated to reflect the changing priorities of Perth, but also to gain a better understanding of what residents expect for the future and Perth 2050.

A focus on the younger generations

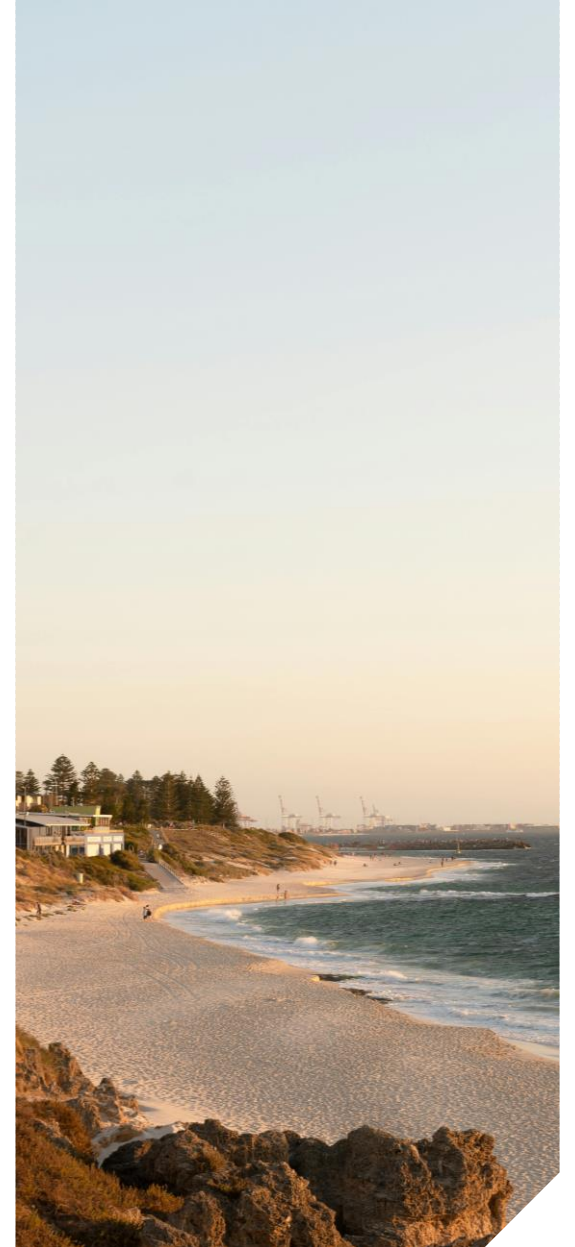
Compared with previous waves, this wave placed a larger focus on highlighting differences between the younger and older generations. The objective was to understand how the younger generations view Perth and if there are areas to address to make Perth more appealing to them.

Lifelong learning

Another area this wave focused on was Perth residents' attitudes towards continuous education and the role it plays in their life and at work.

Hot topic: Housing

Given recent focus on Perth's housing market, new questions were added to develop an understanding of how residents view the housing market and how it impacts their view of the city, its appeal and what they think needs to be done.





Methodology

Online Survey

An online survey was conducted from 30 April to 12 June 2024 with the following sample specifications:

- n=600 total completes spanning Greater Perth (including Peel)
- Quotas were set to ensure a representative sample and the data was weighted to match ABS data for the age and gender distribution of Greater Perth
- To ensure a variety of opinions the sample also included quotas for overseas migrants who compose n=165 of the total n=600, again representative of the latest ABS data

Reporting

The analysis in this report aims to address the main objectives mentioned. At times this includes calling out where significant differences exist between different waves and groups of residents. This is done throughout the report as follows:

- ▲ ▼ Results significantly higher or lower compared to previous wave
- ↑ ↓ Results significantly higher or lower compared to other groups

While the analysis aimed to highlight key generational differences, not all significant differences between age groups are reported to focus on the most impactful and insightful findings.

Due to rounding, percentages may not always sum to 100%.

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What does **life** in Perth look like?

2

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Key Findings and **Where To** from here

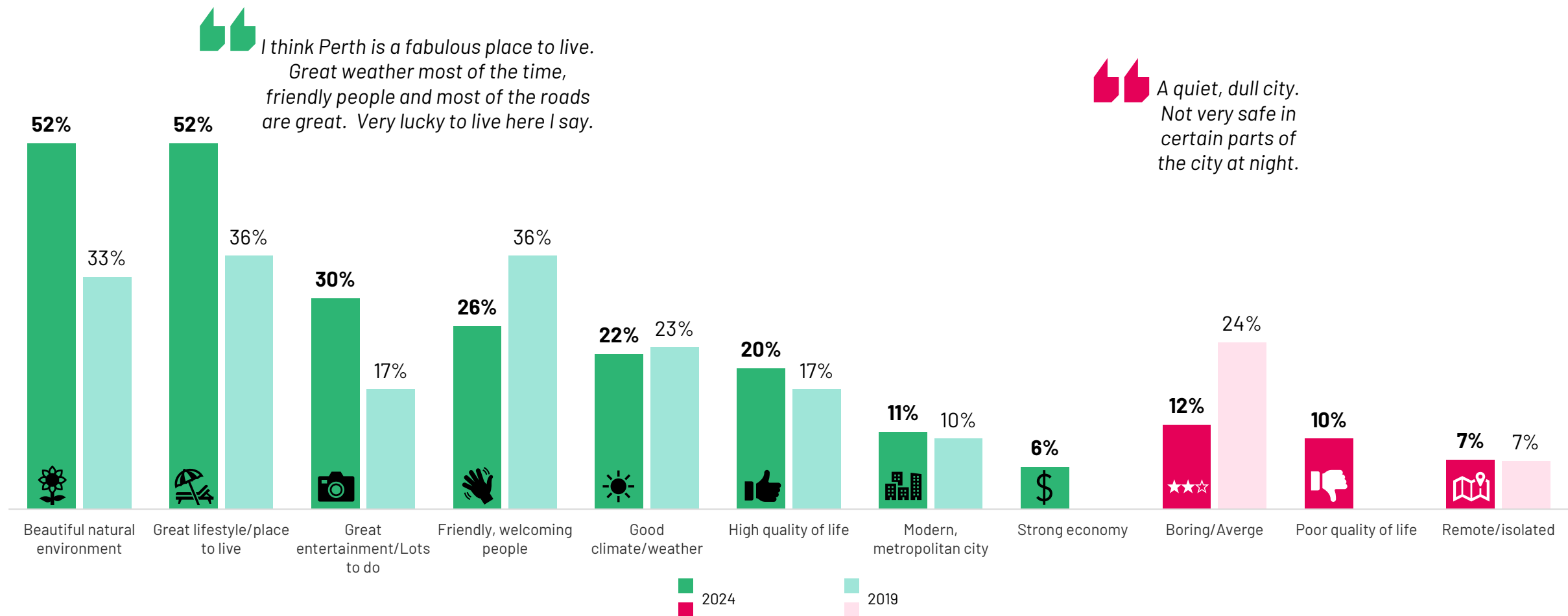
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Demographics

WHAT DOES LIFE IN PERTH LOOK LIKE TODAY?

01

Perth's stunning coastlines, natural beauty, and laid-back lifestyle define the city's identity. Improvements in attractions make the city more vibrant and less boring.

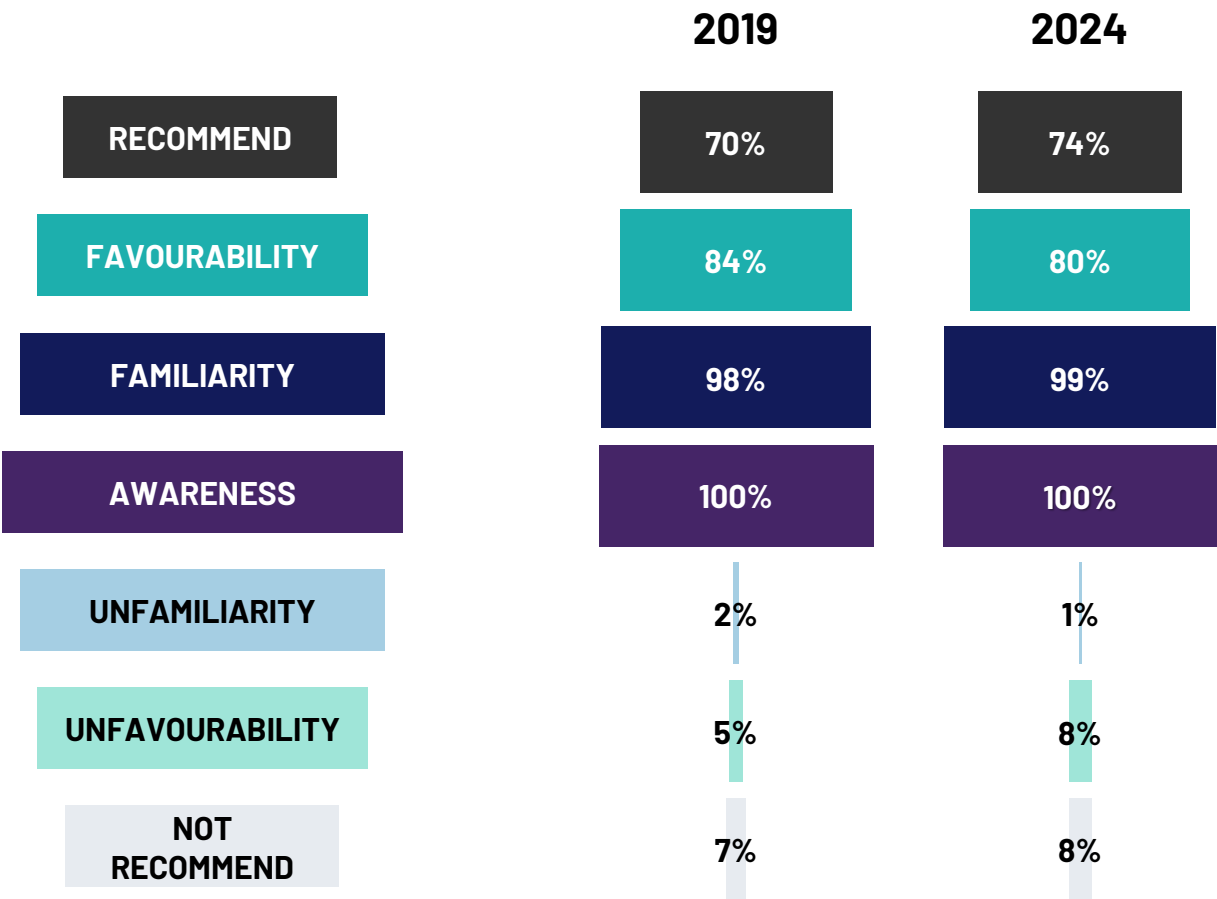


Q40. How would you describe Perth to someone who has never been here before?
Base: Perth Residents 2024: n=600, 2019: n=600
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Perth residents express deep familiarity and affection for their city

Perth residents feel a strong connection to their city, with nearly all considering themselves familiar with it and a vast majority holding a favourable opinion. This sentiment remains consistent with previous findings, indicating a stable sense of pride among Perth's citizens. The high levels of familiarity and favourability suggest that residents are invested in the city's well-being and future.



Q41. Awareness (Top 4 Box) | Q41. Familiarity (Top 3 Box) | Q42. Favourability (Top 2 Box) | Q5. Recommend (mean Top 2 Box for live, work, study, visit, start a business, buy a house) | Q41. Unfamiliarity (Second To Bottom, 1 Box) | Q42. Unfavourability (Bottom 2 Box) | Q5. Not Recommend (Bottom 2 Box).

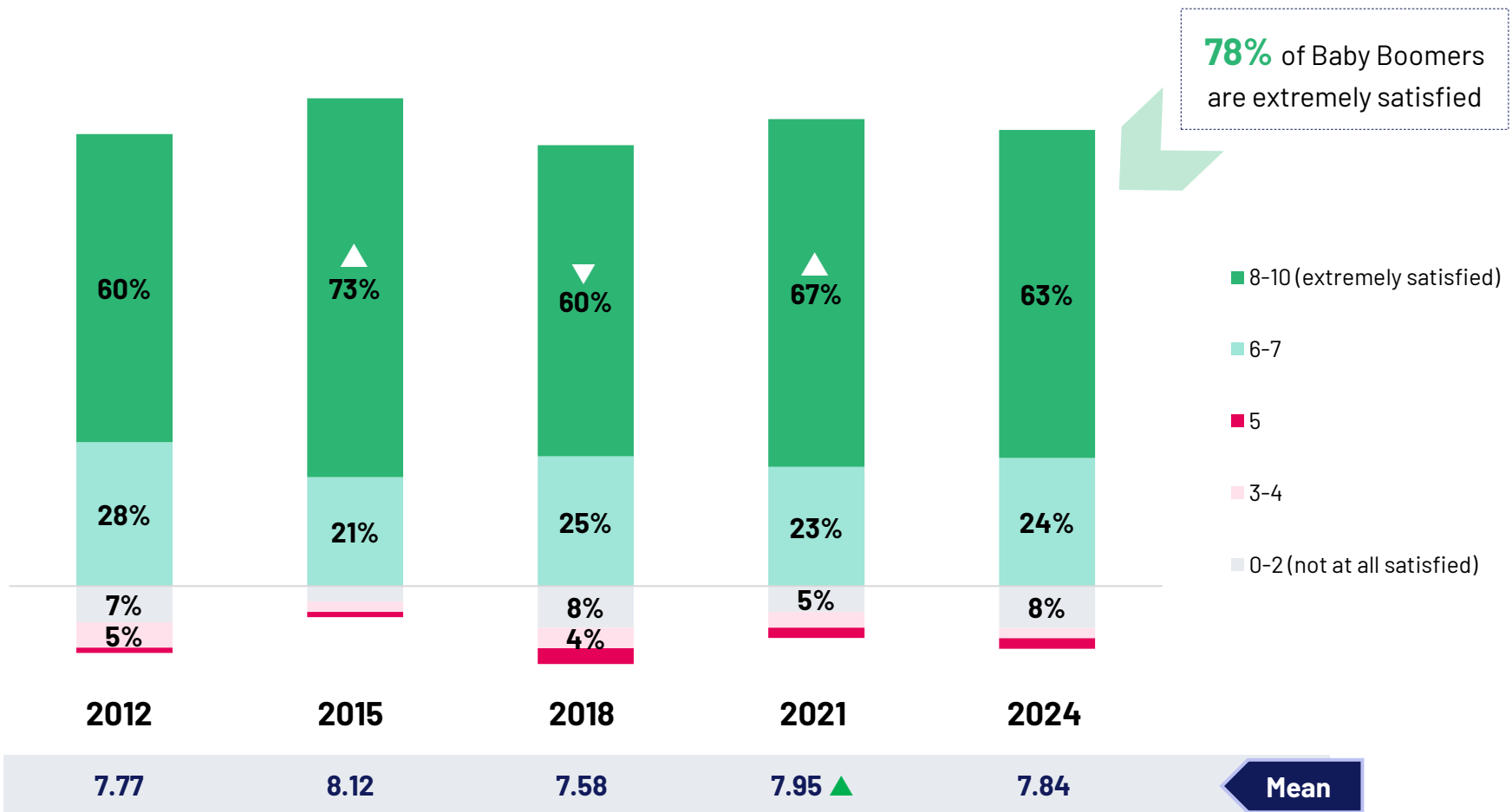
Base: Perth Residents 2024: n=600, 2019: n=600

Satisfaction with life in Perth remains high

Satisfaction with living in Perth has remained high over the past decade, with a notable majority expressing extreme satisfaction. This trend is particularly pronounced among Baby Boomers.

The stable high satisfaction levels suggest that Perth continues to provide a fulfilling living experience for its residents, despite any changes or challenges the city may have faced in recent years.

Satisfaction with living in Perth



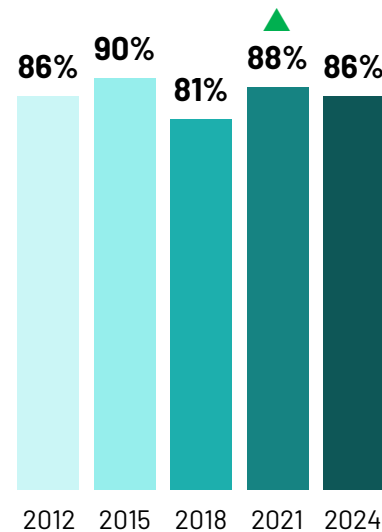
Q4. Overall, how satisfied are you with living in Perth? Note: Data label < 4% not shown
Base: Perth Residents 2024: n=600, 2021: n=600, 2018: n=613, 2015: n=316, 2012: n=302
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Perth is seen as a city that's ideal for making a life

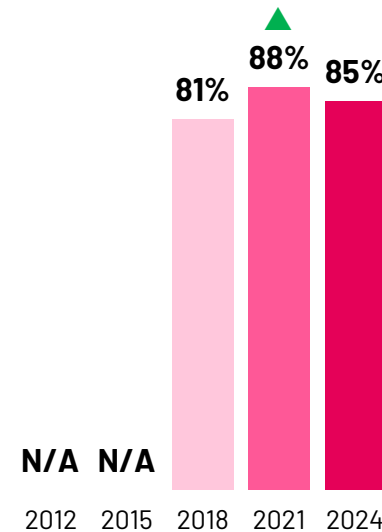
Perth is highly recommended by its residents as a place to live, raise a family, and visit for a holiday. This suggests Perth is perceived as a well-rounded city catering to various aspects of life, from family-friendly amenities to tourist attractions.

The consistently high recommendation levels across multiple waves indicate that Perth maintains its appeal and continues to be an attractive destination for both permanent residents and visitors.

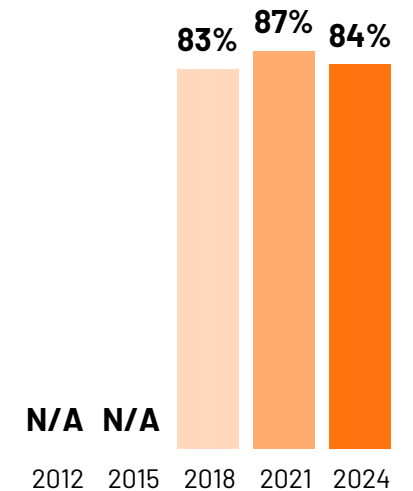
Likely to recommend Perth as a place to...



Live



Raise a family



Visit for a holiday



▲ ▼ Results significantly higher or lower compared to previous wave

Q5. How likely would you be to recommend Perth to someone interstate or overseas as a place to...?(Top 2 Box)

Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613, 2015: n=316, 2012: n=302

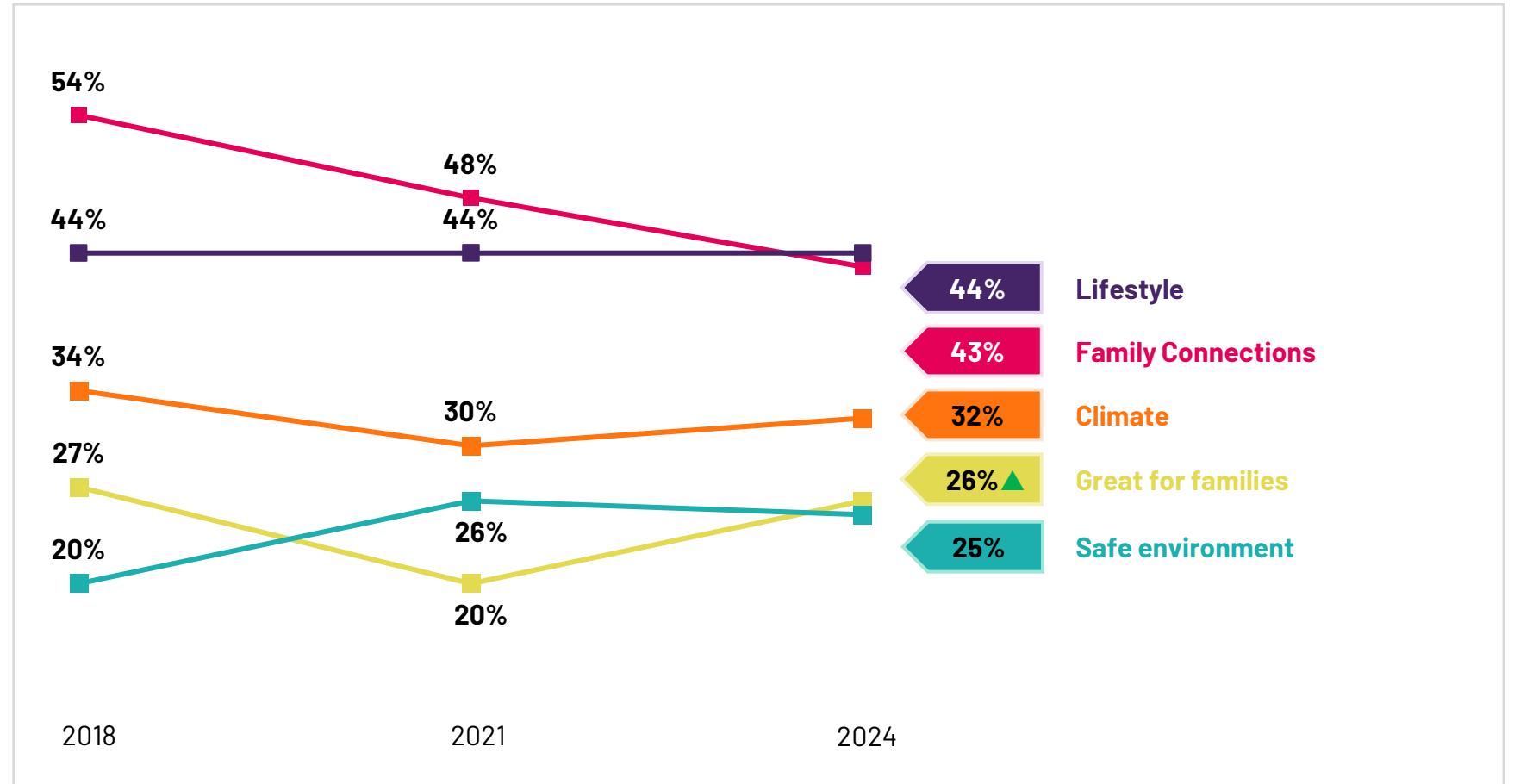
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Perth's lifestyle now top reason for living here

This wave sees a shift in the reasons why people choose to live in Perth, with lifestyle now taking the top spot from family connections. The change suggests that Perth's appealing way of life has become increasingly important to residents.

Additionally, the data shows that Gen Z and Millennials have greater recognition of Perth's business/work offer (25% and 20% respectively) and education offer (19% and 10% respectively) when choosing to live in Perth.

Why Live in Perth?



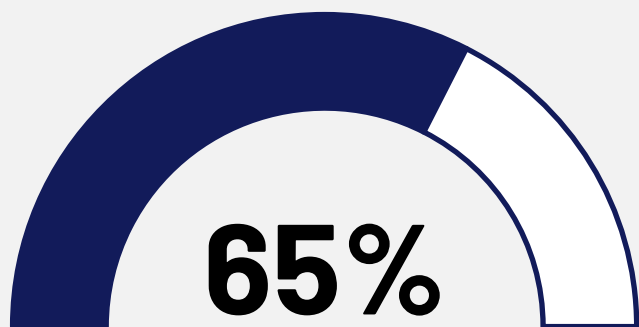
▲ ▼ Results significantly higher or lower compared to previous wave

Q1. Which of the following best describes your main reasons for living in Perth?

Base: Perth Residents 2024: n=600, 2021: n=600, 2018: n=613

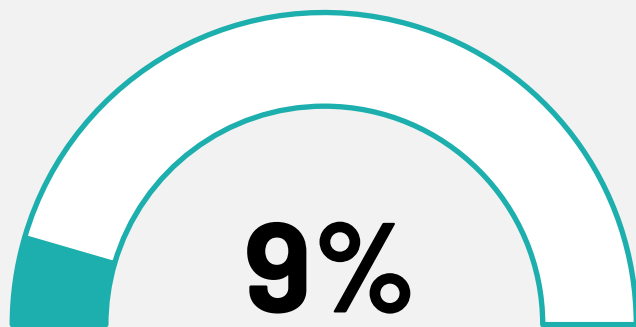
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Most plan to stay in Perth for the long term, with only a small percentage considering leaving permanently. This suggests a strong attachment to Perth and confidence in the city's future.



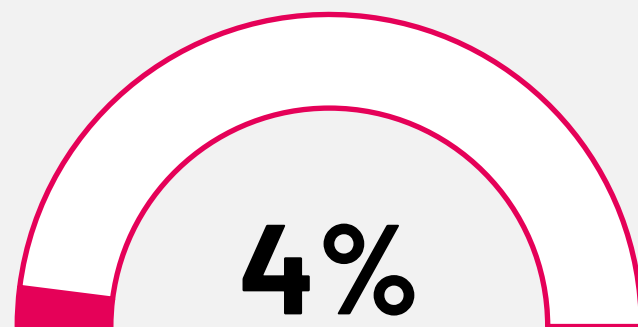
**Plan to stay in
Perth long-term**

65% in 2021



**Plan to leave Perth
for a time, but return**

10% in 2021



**Plan to leave Perth
and never return**

5% in 2021

Generationally, work and travel are the greatest push factors for leaving Perth.

However, it is worth noting that more younger residents plan to leave Perth temporarily, primarily for travel or work-related reasons, before eventually returning.

Gen Z focuses more on traveling and experiencing different cultures. Meanwhile, Millennials, who are further into their working years, feel they may leave for work opportunities.

Gen Z (Somewhat + Very Likely)

51%

are likely to leave Perth for a time, but eventually return to live

18%

are likely to leave Perth and never return

Why...



Travel (30%, 23% in 2021)



Work (23%, 29% in 2021)



Family (8%, 9% in 2021)

Millennials (Somewhat + Very Likely)

33%

are likely to leave Perth for a time, but eventually return to live

20%

are likely to leave Perth and never return

Why...



Work (33%, 19% in 2021)



Travel (24%, 18% in 2021)



Family (15%, 23% in 2021)

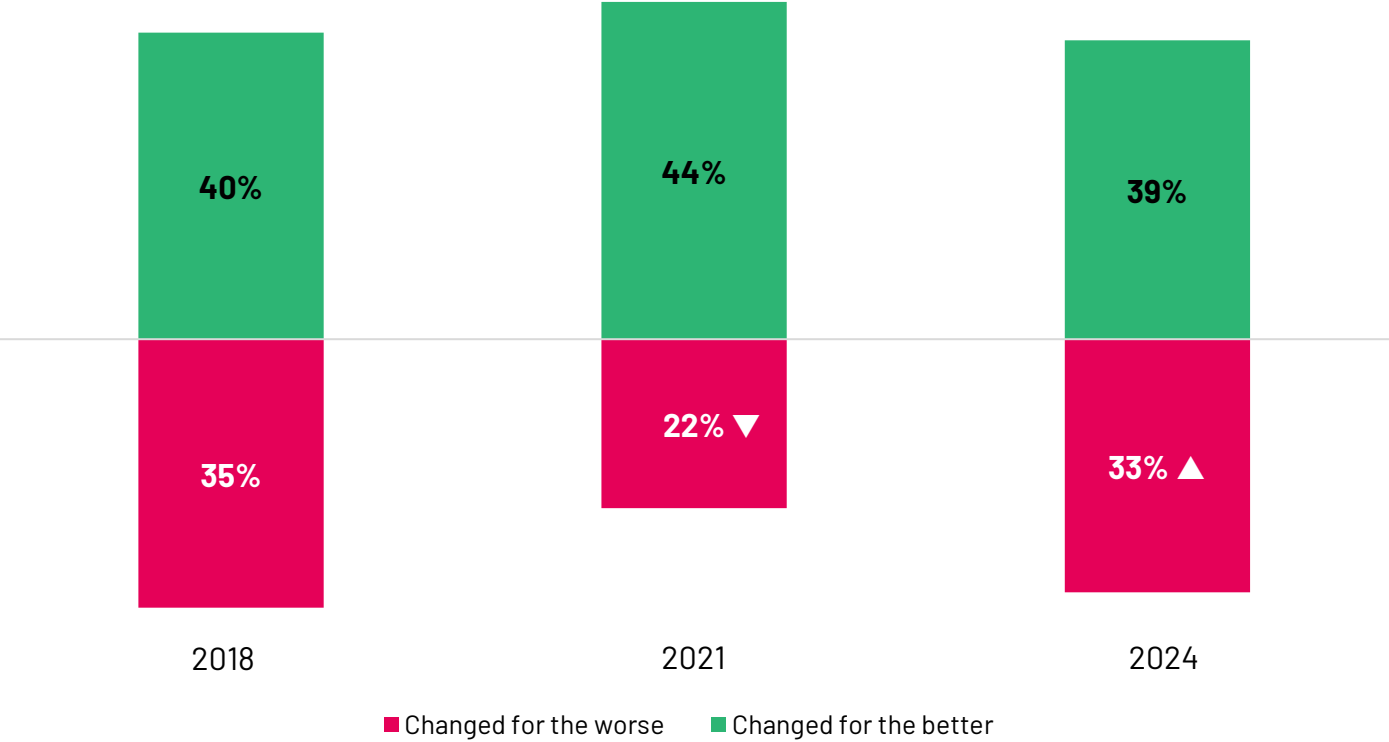
Q3. Why do you see yourself leaving Perth? (Top 2 Box)

Base: Perth Residents 2024 Gen Z: n=95, 2024 Millennial: n=182, 2021 Gen Z: n=58, 2021 Millennial: n=151

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Residents are divided in how they see their city changing, much like in 2018.

Over the last 10 years Perth has...

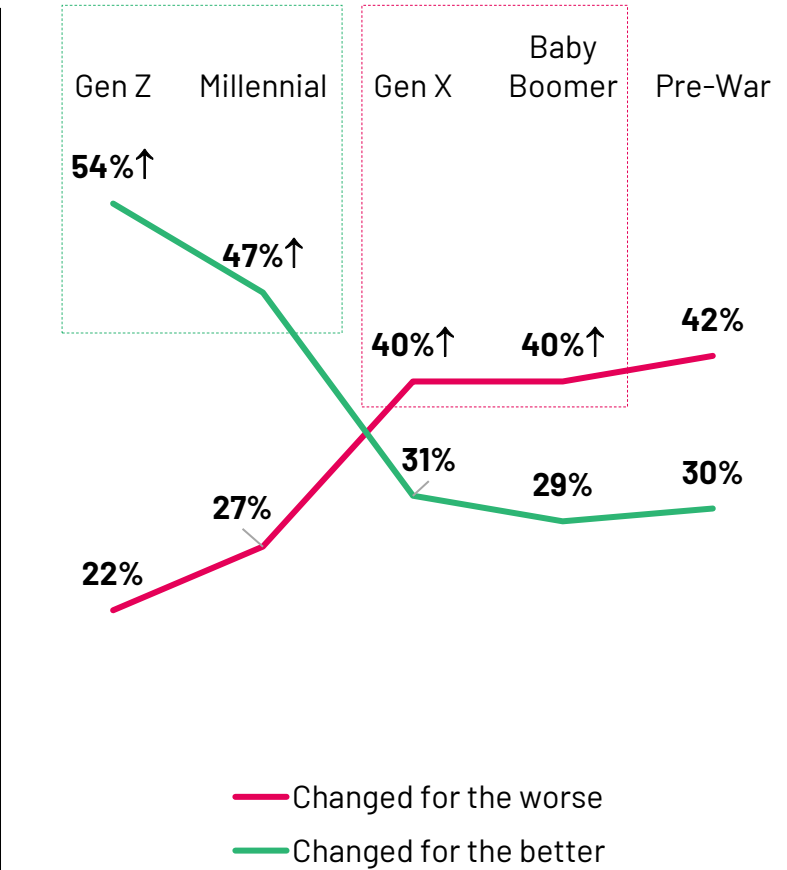
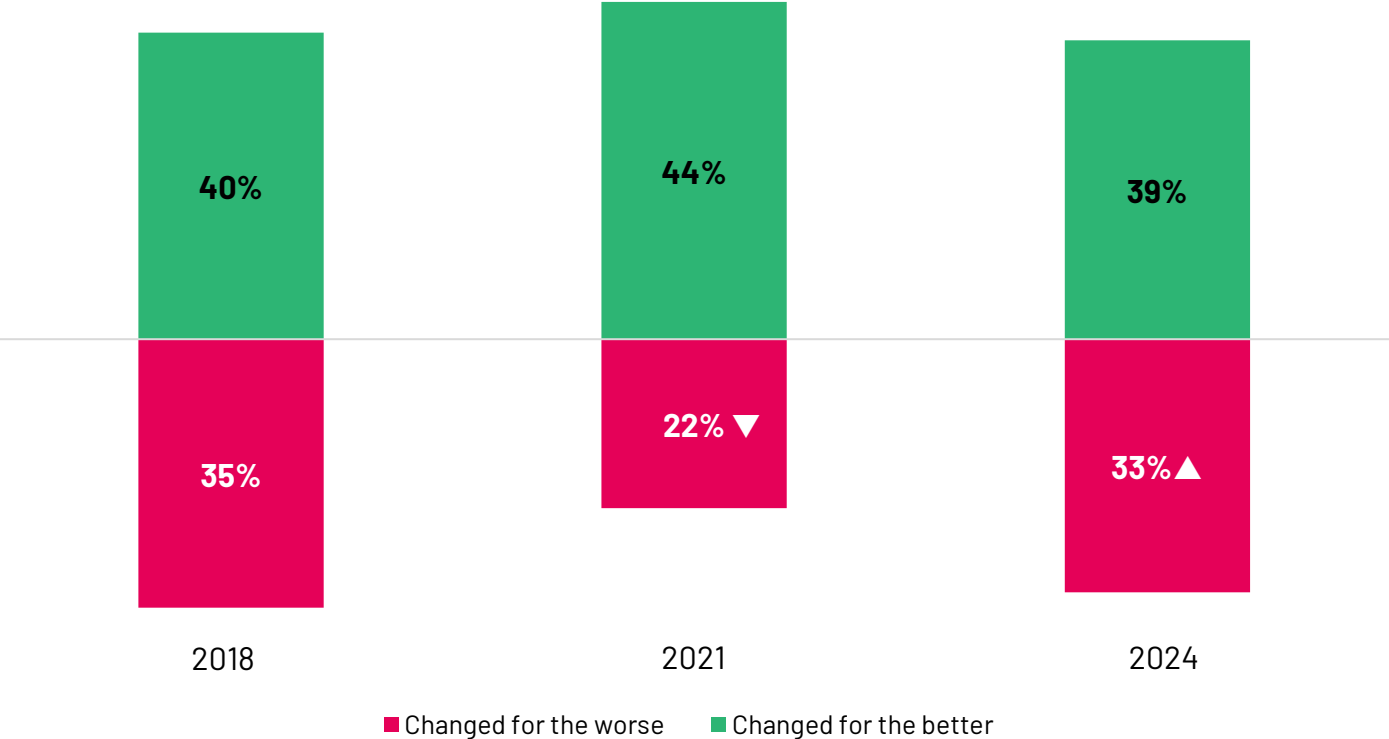


Q7. Thinking about Perth over the last 10 years, do you think it has changed for the better, for the worse or stayed the same?
Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613
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Older residents tell the story of a city in decline, while younger generations feel their city is on the rise.

Over the last 10 years Perth has...



Q7. 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: Perth residents 2024: n=600, 2021: n=600, 2018: n=613
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↑↓ Results significantly higher or lower compared to other groups
▲▼ Results significantly higher or lower compared to previous wave

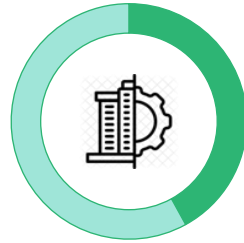


Generations hold differing views on causes of change

Improvements in infrastructure and Perth's growth are top reasons for why some feel it changed for the better over the past decade. Generationally, there are some divides, with Gen Z less likely to cite improved attractions and Baby Boomers less likely to cite improvements in Perth's economy.

On the other hand, older generations are more likely to feel that increasing public safety issues is why the city changed for the worse, while younger residents attribute the cause more to the increasing cost of living.

Why has Perth changed for better:



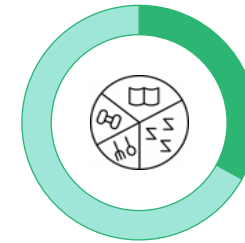
42%

Improved transport and urban infrastructure



34%

Growing modern city (bigger, progressive, globally connected)



33%

Better/more attractions (hospitality, sport, retail, lifestyle)

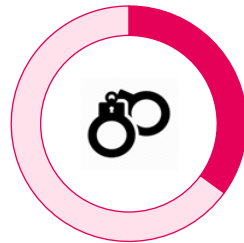


14%

Economic growth (more and better jobs, strong economy)

20%↑ of Gen Z
20%↑ of Millennials

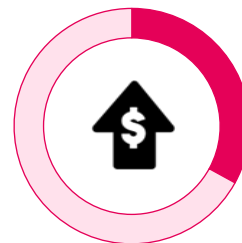
Why has Perth changed for worse:



35%

Public safety issues

41%↑ of Gen X
44%↑ of Baby Boomers
65%↑ of Pre-war



33%

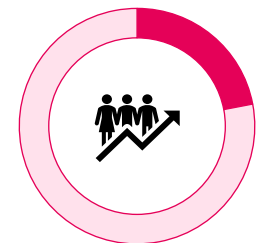
Increased cost of living

52%↑ of Gen Z
47%↑ of Millennials
42%↑ of Gen X



31%

Housing crisis



22%

Too much immigration

Perth's sense of community is strong, but views on inclusivity are mixed

Perth residents feel they possess a strong sense of community.

However, opinions are more divided when it comes to inclusivity and equality. While slightly over half of residents think it's easy for migrants to integrate with locals, a similar amount also agrees that racial discrimination is a problem in the city, particularly among Gen Z who are significantly more likely to feel this way.

Thinking about life in Perth...



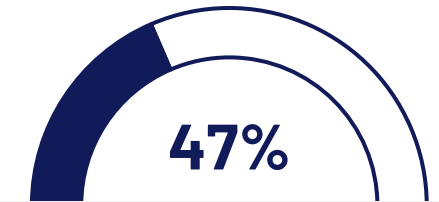
feel there is a good sense of community



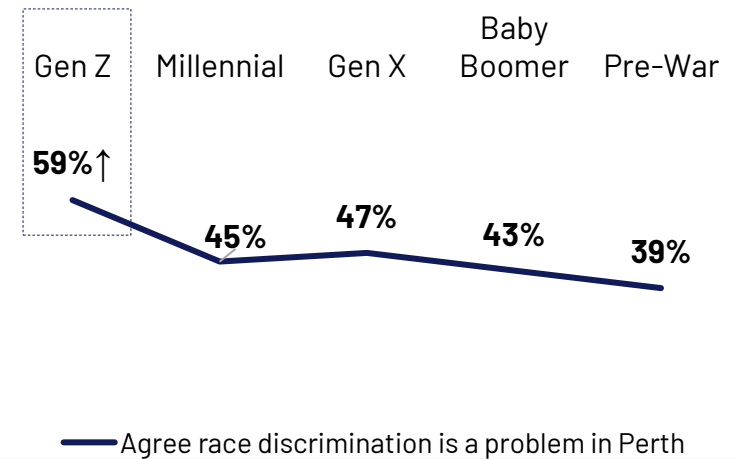
think it is easy to integrate with Perth locals



say there are no barriers to upward mobility



of Perth residents think **race discrimination is a problem**



↑↓ Results significantly higher or lower compared to other groups

Q11. People in Perth have been found to have very different attitudes in a range of areas. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...? (Top 2 Box)

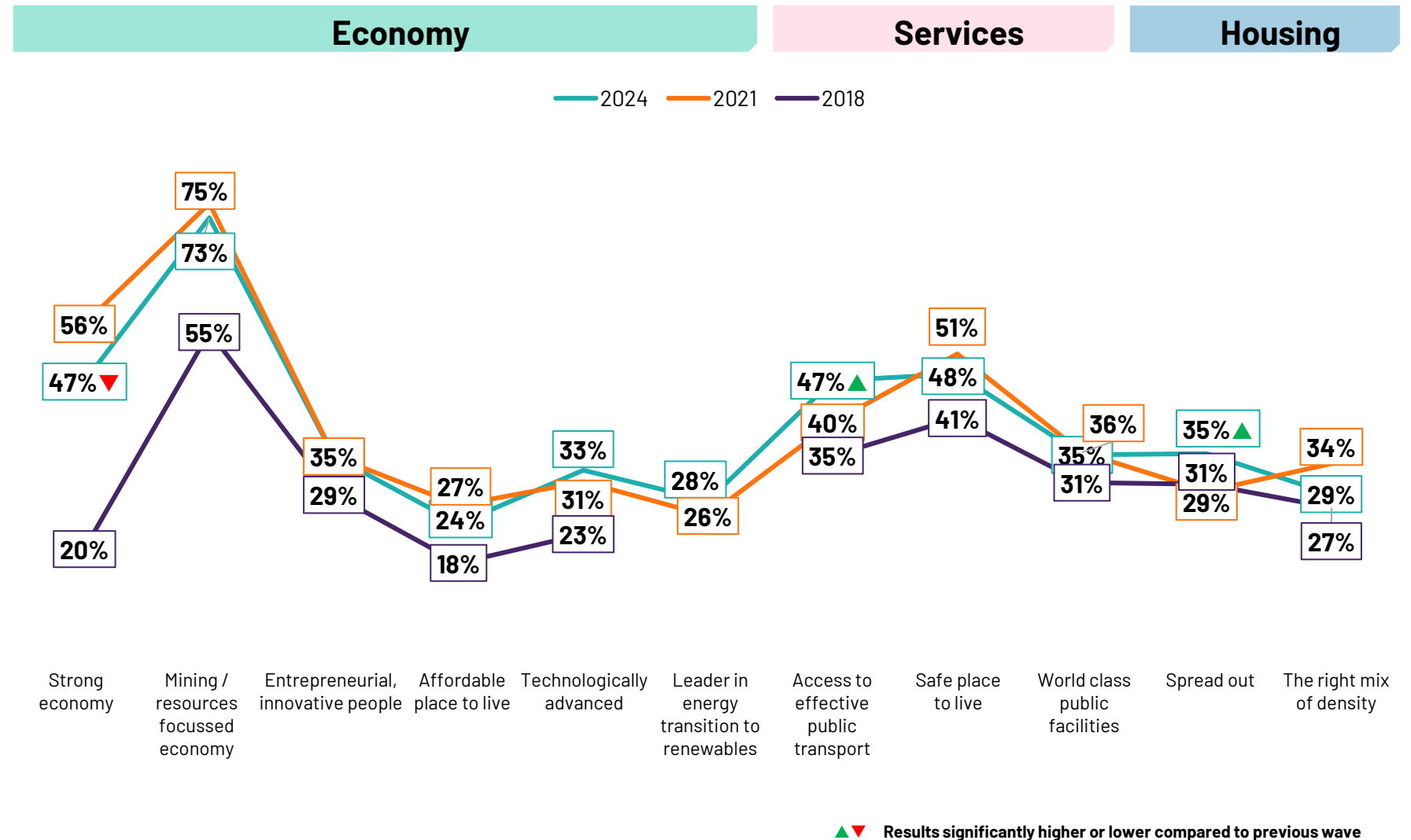
Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

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Top issues of affordability and safety cause gains to stall or fall

Last wave saw residents' perception of Perth's economy improved markedly. However, in this wave the gains slowed or were pared back, especially on key attributes such as strong economy. The cost of living crisis may be impacting residents' views on the economy as related attributes fell as well. In other key issue areas such as safety, gains were also pared back.

On a positive note, residents feel that access to public transport is getting better, continuing an upward trend.



Q9. Please rate the extent to which you think the following values and characteristics reflect Perth, or life in Perth today. (Top 3 Box)

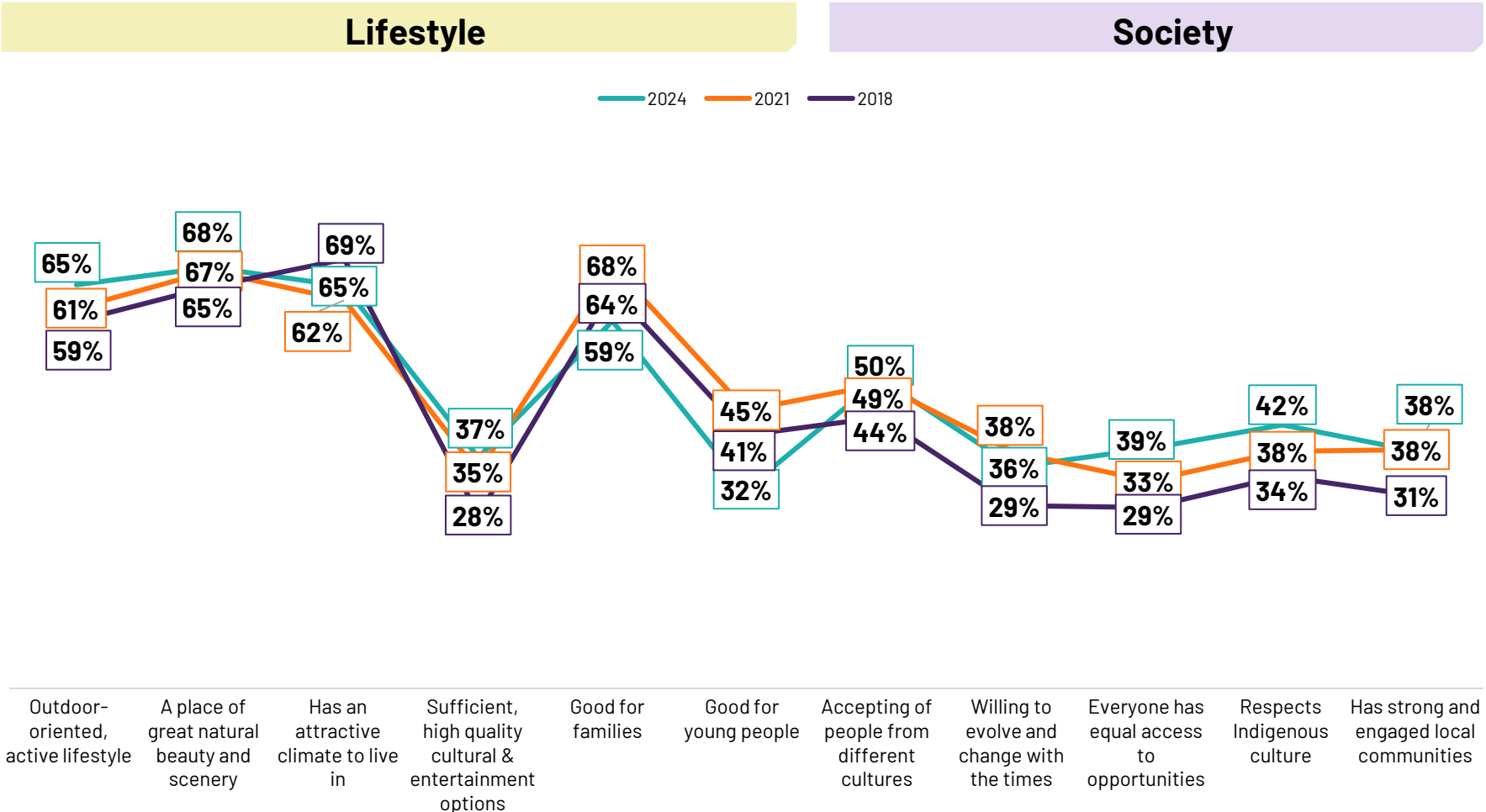
Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613

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Lifestyle strong overall, but room for improvement in other areas

Overall, Perth residents rate the lifestyle in Perth highly, but there is still room to improve in terms of the cultural and entertainment options on offer in Perth as well as making the city a better place for young people.

Societally, the gains seen in 2021 largely continued and the positive trends prevailed, though this is still an area for the city to work on. Continuing to address inclusivity and equality will strengthen the Perth’s community and increase its quality of life.



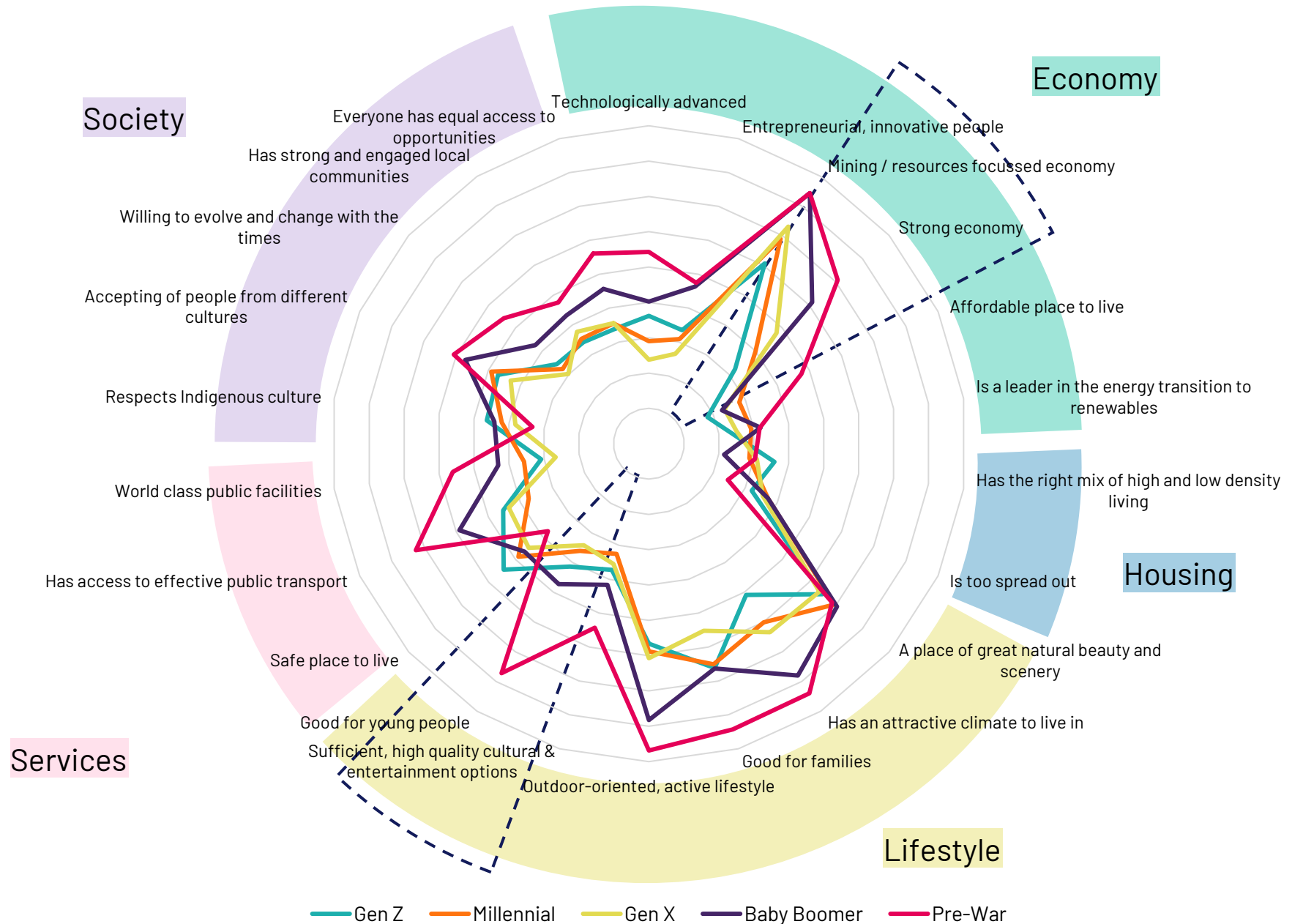
▲ ▼ Results significantly higher or lower compared to previous wave



Gen Z and Boomers' views of Perth differ

Older residents view Perth as a city with a strong-mining focused economy that offers a great lifestyle. On the other hand, younger generations don't feel as strongly about the city.

Notably, the older generations feel more strongly that Perth is good for young people than the younger generations.

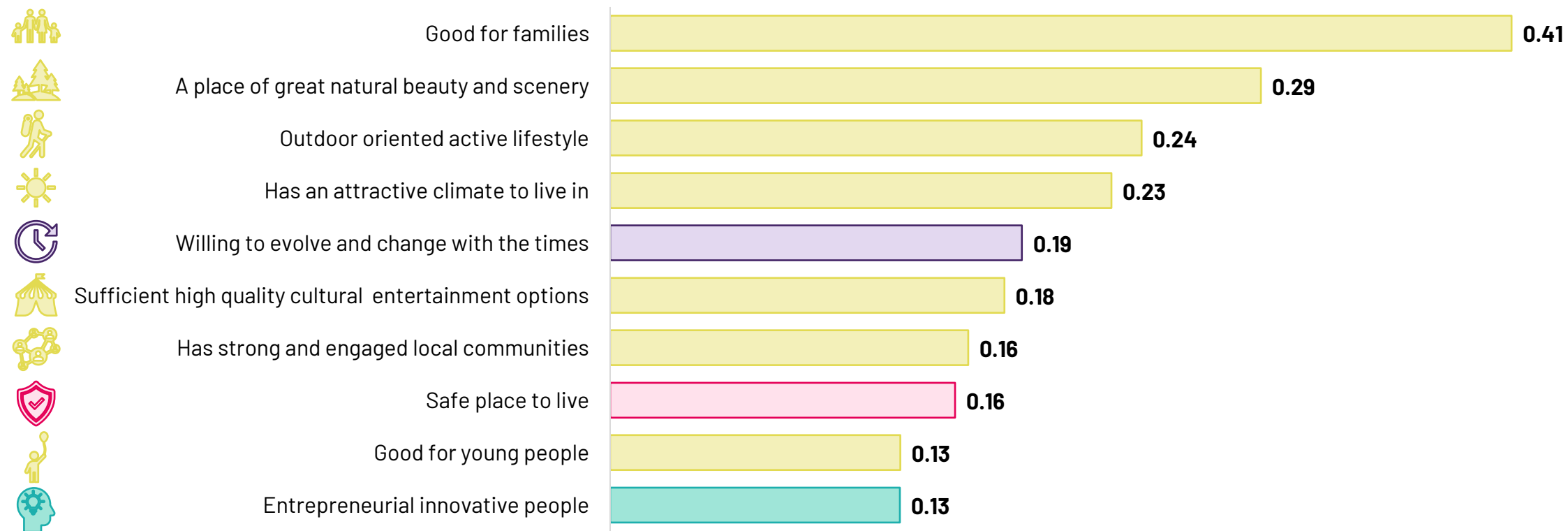


Q9. Please rate the extent to which you think the following values and characteristics reflect Perth, or life in Perth today? (Top 3 Box)

Base: Perth residents 2024: n=600

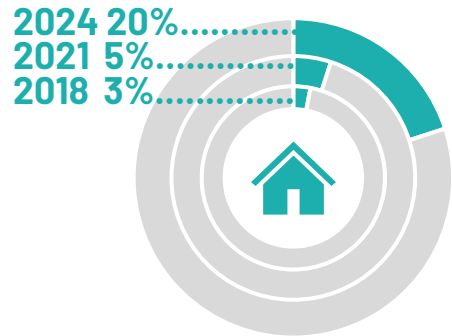
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Lifestyle continues as the dominant driver of satisfaction with life in Perth. The city’s appeal to families makes it a place many are proud to call home.



Source: Q4 | Q9. IBN Driver Analysis. Dependent variable: Q4 | Independent variables: Q9.
Base: Perth residents 2024: n=600
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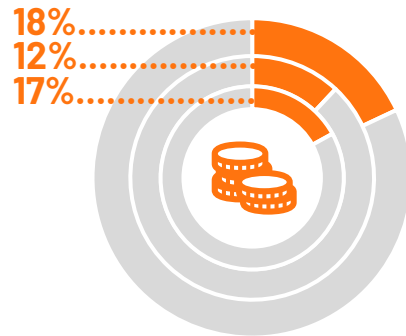
The cost of living and housing crisis dominate the minds of Perth residents as other issues take the back seat.



Housing

I would be looking a lot more into affordable housing. Everyone should have a home.

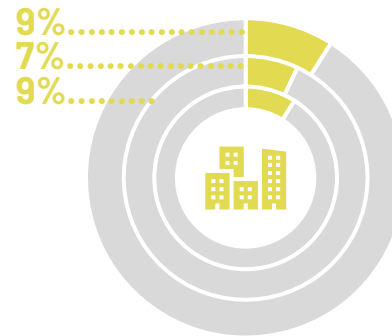
No foreign or interstate investment in houses. Only people who live here can buy a house.



Cost of Living

The price of living in Perth. Everything is ridiculously expensive.

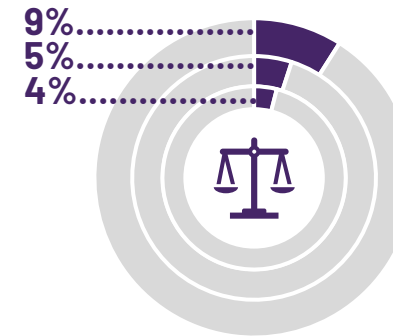
I would lower down the cost of living and housing to lessen the struggles of families.



Urban Policies

Improve the shopping and trading hours to make it livelier.

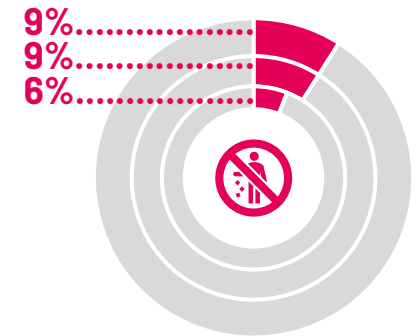
Build more things for teenagers and children. Things that aren't too expensive. Something for parents to take their kids to and not break the bank.



Justice System

Ensure the judicial system metes out the punishment for the crime, not that the culprits are placed on bail, only to repeat the offences.

Protection for domestic violence, courts to listen more.



Social Issues

Inject more money for the homeless and neglected people of Perth.

Provide more housing and safe spaces for the homeless and for persons living with disabilities both physical and mental.

Q6. If you were Premier for a day, what is the one thing that you would change / implement?

Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613

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Key takeaways from this section

1

Perth residents love their city for its natural beauty, laid-back lifestyle, and strong sense of community, with consistently high satisfaction and recommendation levels demonstrating the city's enduring appeal.

2

Lifestyle emerges as the top reason for living in Perth, surpassing family connections, highlighting the city's success in providing an attractive living experience that caters to changing needs and preferences. The city should act to capitalise on this trend.

3

A generational divide exists in perceptions of Perth's progress, with older residents lamenting decreasing public safety while younger generations celebrate increasing economic opportunities, underscoring the need to address concerns of all age groups as the city evolves.

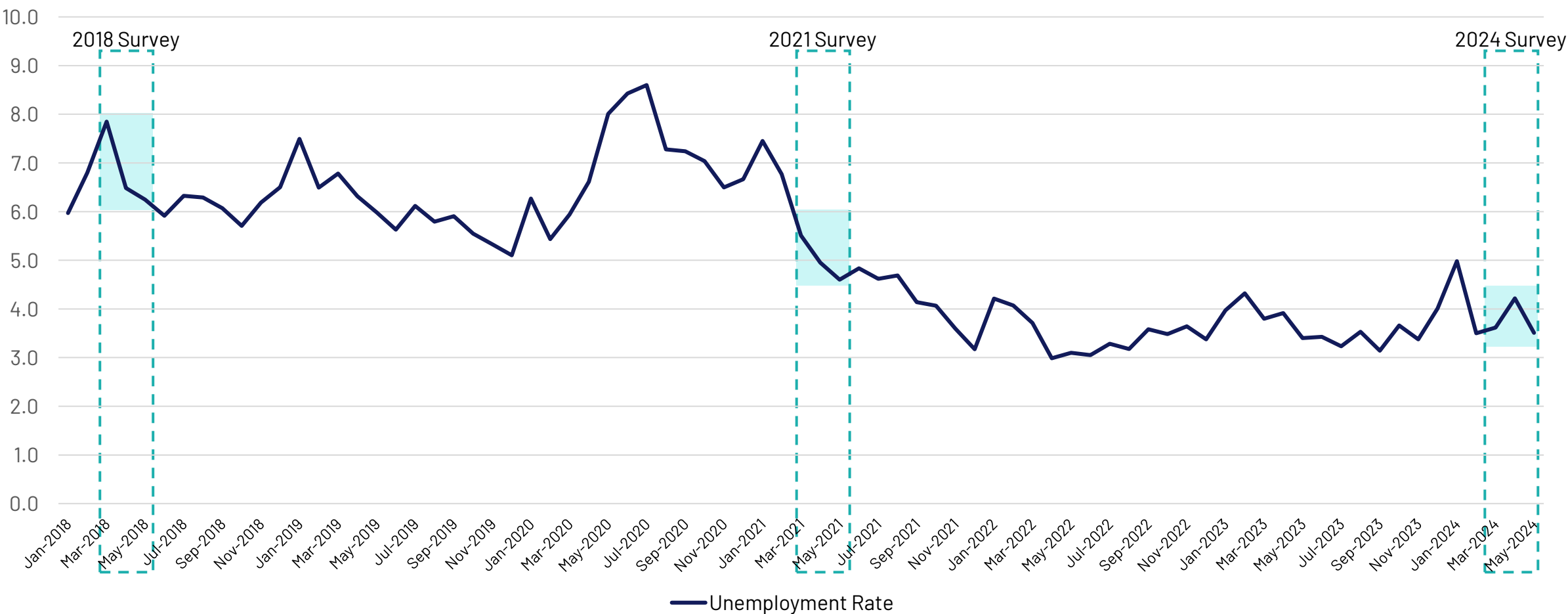
4

While Perth boasts a strong community spirit, mixed views on inclusivity and discrimination, especially among Gen Z, highlight the need for targeted initiatives to foster a more equitable and welcoming society. Business leaders and policymakers should collaborate to address this.

WHAT IS IT LIKE TO WORK IN PERTH?

02

Perth's low unemployment rate reflects a resilient job market and economic stability.

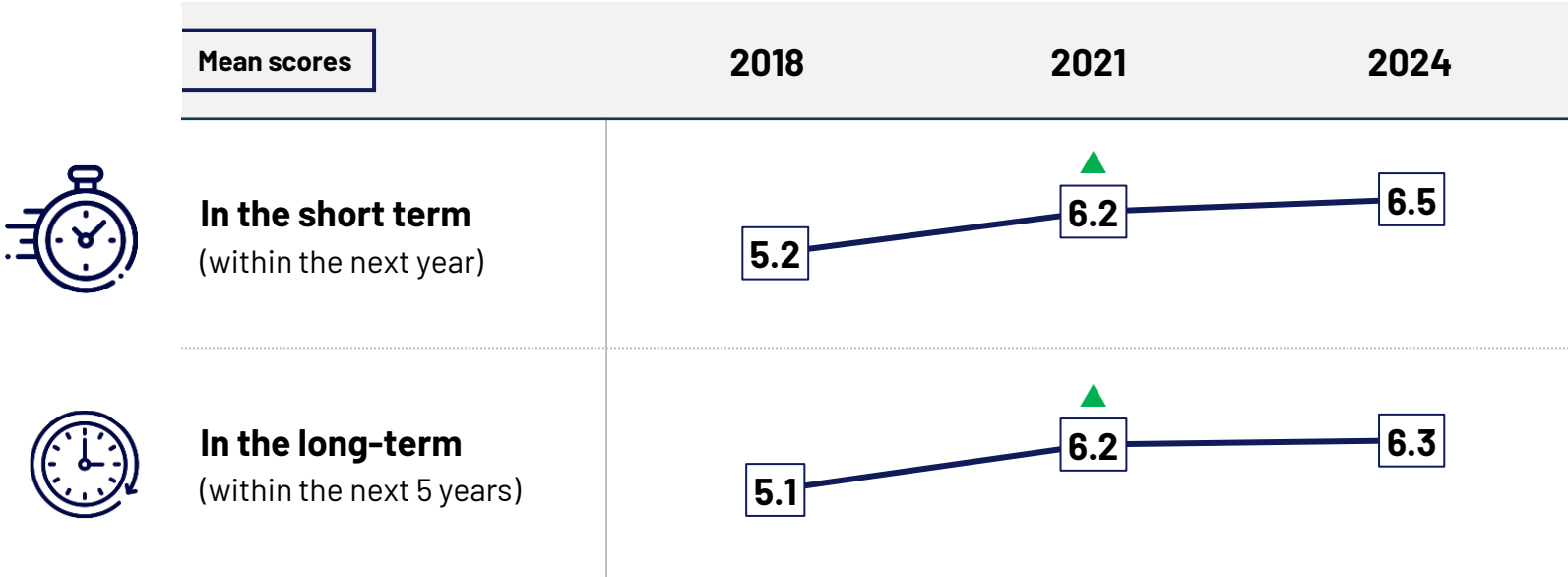


Job prospects seen as improving over the same period.

Since 2018 there is a steady improvement in Perth residents' satisfaction with their job prospects, both in the short and long term.

This positive trend indicates that the city's job market is not only stable but also offers growing opportunities for career advancement and development.

Satisfaction with Perth’s job prospects

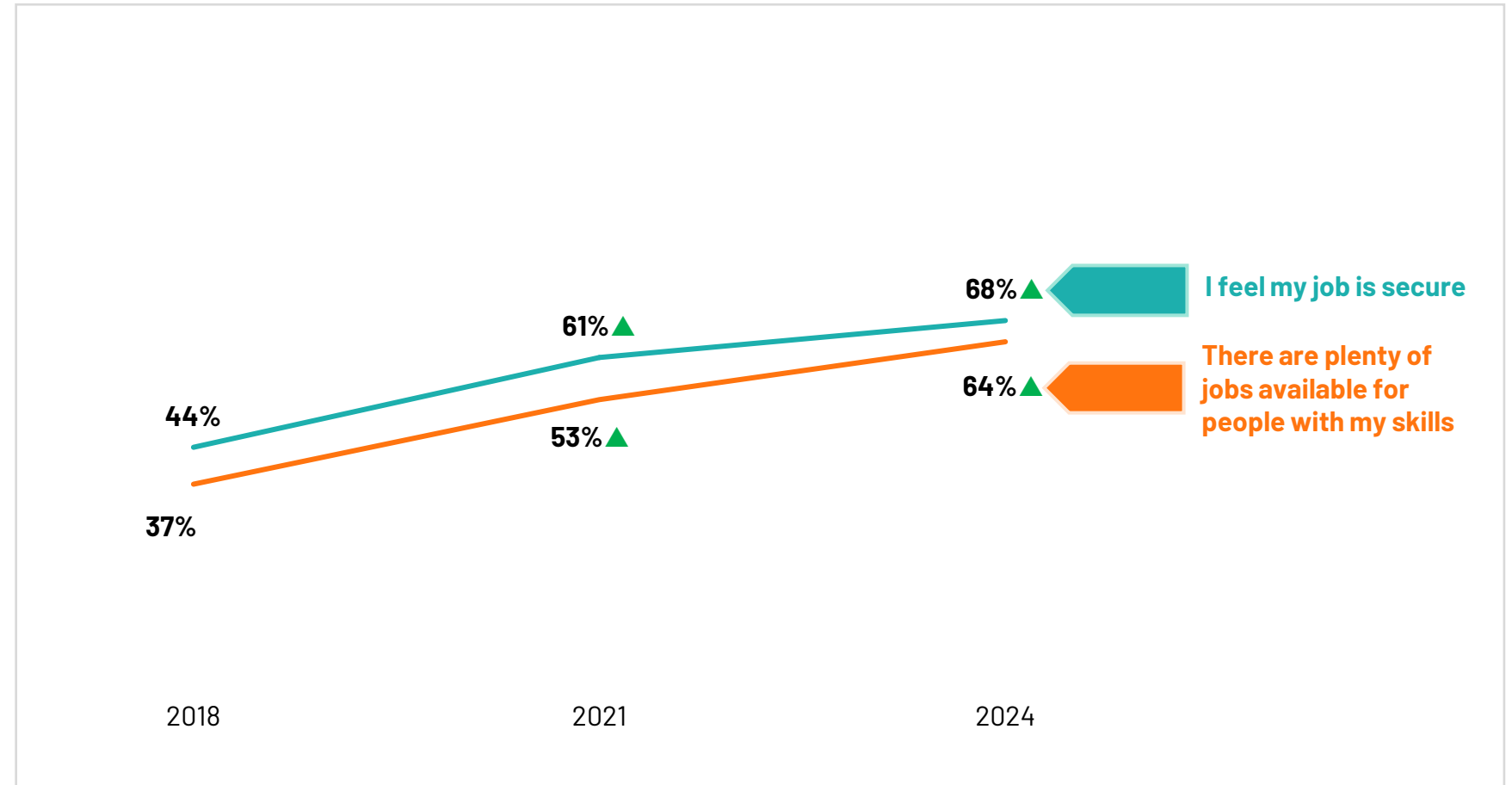


▲ ▼ Results significantly higher or lower compared to previous wave

Feelings of job security and availability are steadily rising

Perth residents' feel increasingly secure in their jobs and perceive there are plenty of opportunities for them in the city.

This rising confidence is a positive indicator of the city's economic health and its ability to provide stable employment opportunities challenging the narrative that Perth doesn't offer the employment opportunities that other cities do.



▲ ▼ Results significantly higher or lower compared to previous wave

Q16. Thinking about your ideal working arrangements, to what extent do you agree or disagree with the following statements...? (Top 2 Box).

Base: Perth Residents who are studying, working and looking for work 2024: n=4 423, 2021: n=389, 2018: n=425

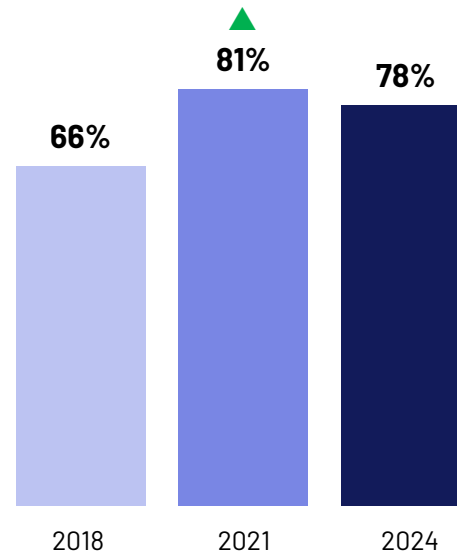
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Perth is a city with plenty of work opportunities

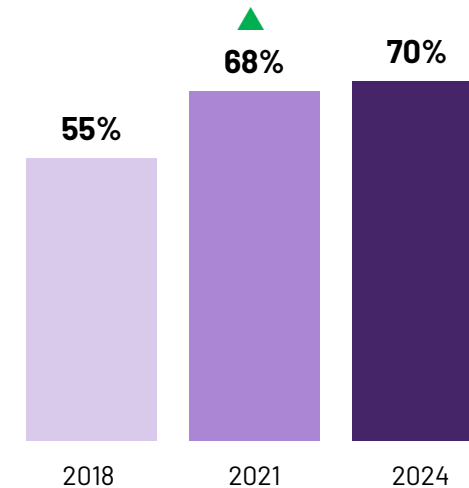
Perth improved its reputation as a city with abundant work opportunities, as evidenced by the increasing likelihood of residents recommending it to others as a place to work and find a new job.

This reputation is a strong selling point for the city, attracting talent and businesses that can further contribute to its economic growth.

Likely to recommend Perth as a place to...



Work



Find a new job



▲ ▼ Results significantly higher or lower compared to previous wave

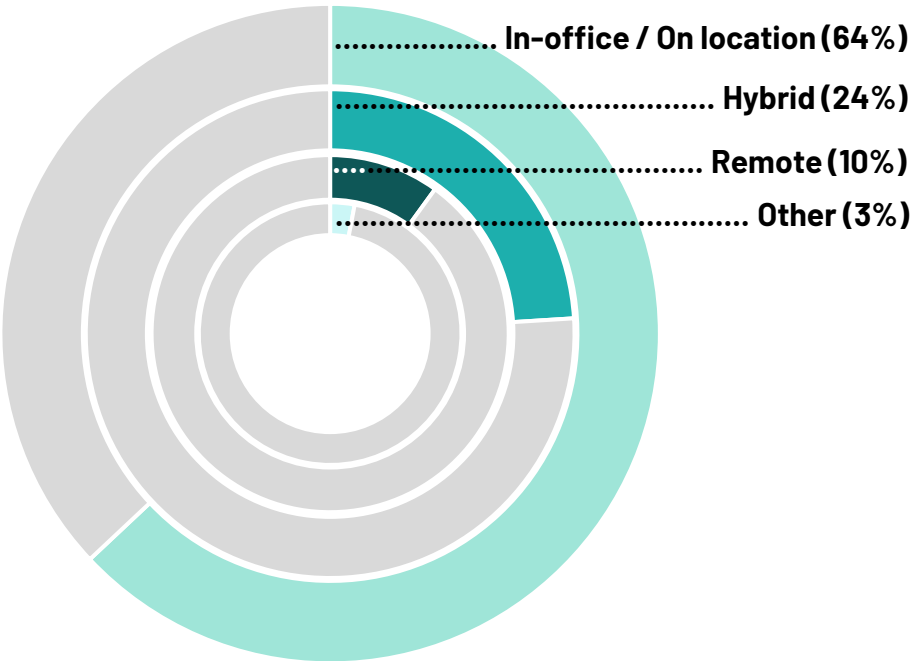
Q5. How likely would you be to recommend Perth to someone interstate or overseas as a place to...?(Top 2 Box)

Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613

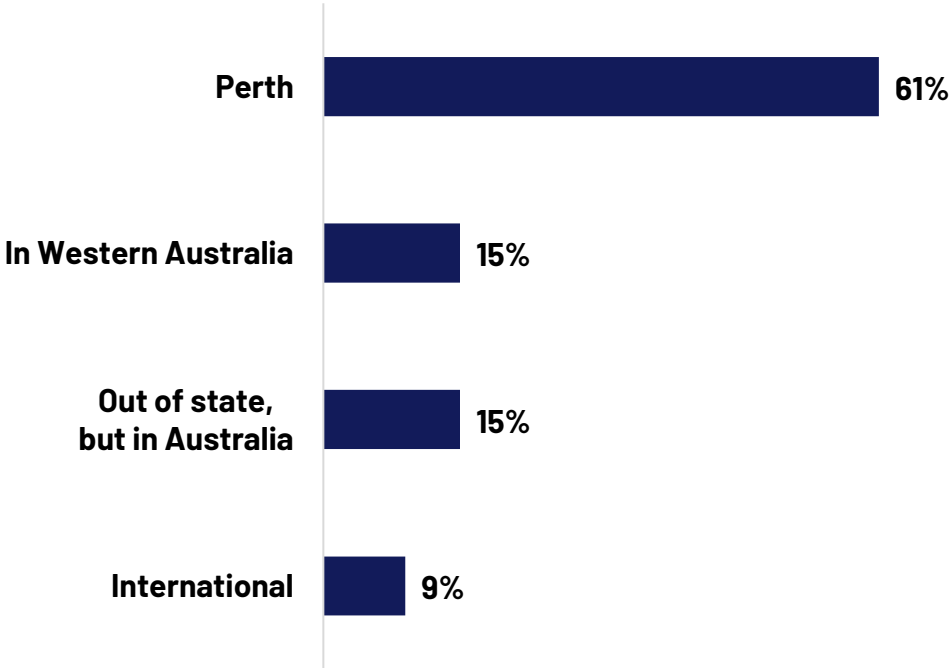
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Most Perth residents are returning to the office, but among those with a hybrid or remote arrangement, nearly all report to an office in Australia.

Current Work Arrangement



Current Office Location (of those who work remotely)

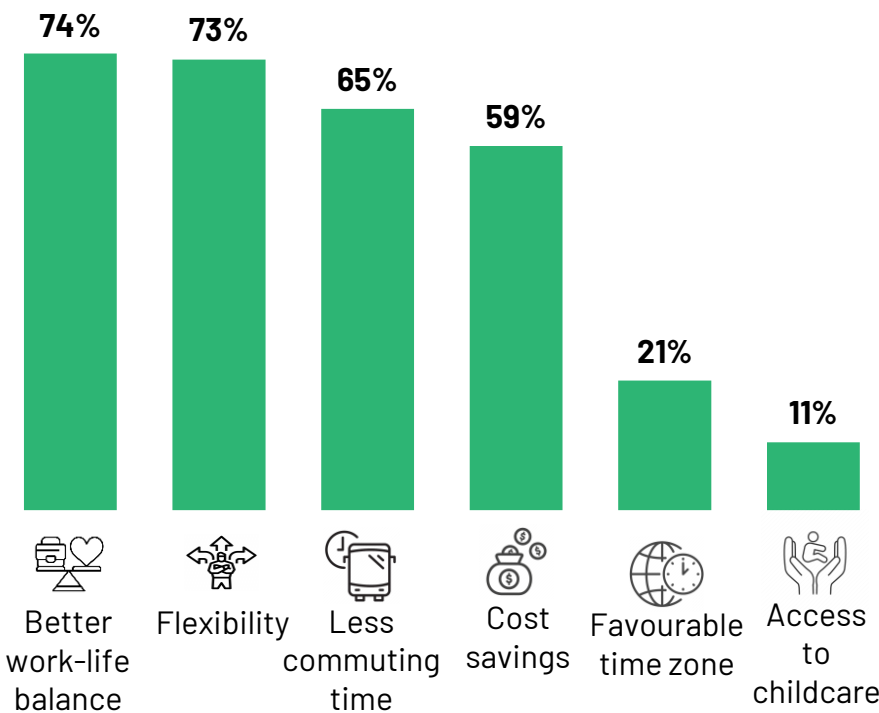


Q53. What is your current work arrangement? | Q54. Where is the office you report to located?
Base: Perth residents who work 2024: n=364 (Q53), Those who work remotely 2024: n=35 (Q54)
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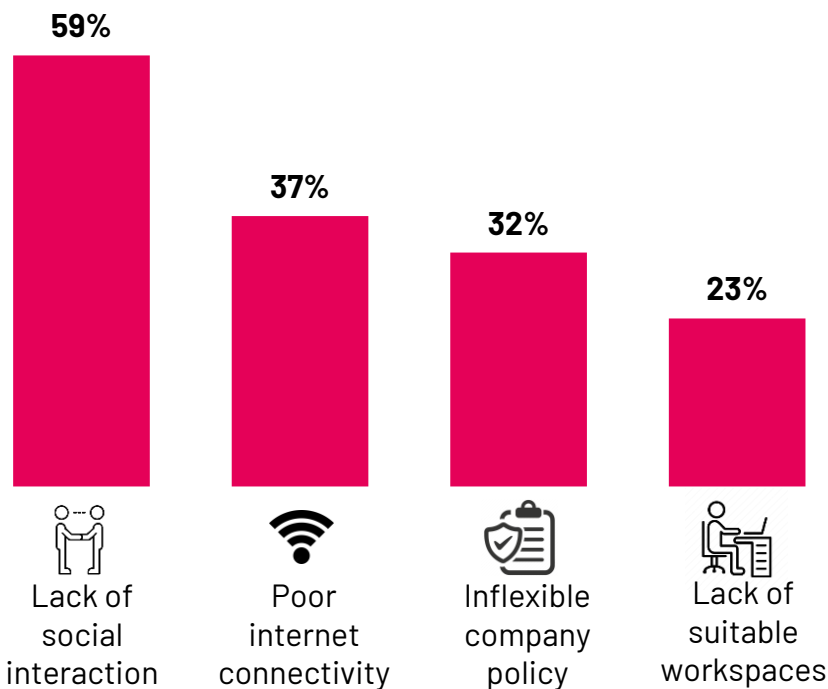


Balance and flexibility are biggest benefits of working from home, while a lack of social interaction is the top drawback.

The benefits of remote / hybrid working in Perth



The challenges of remote / hybrid working in Perth



Q56. What are the benefits of remote/hybrid working in Perth? | Q57. What are the challenges of remote/hybrid working in Perth?
Base: Perth residents who work hybrid or remote 2024: n=121
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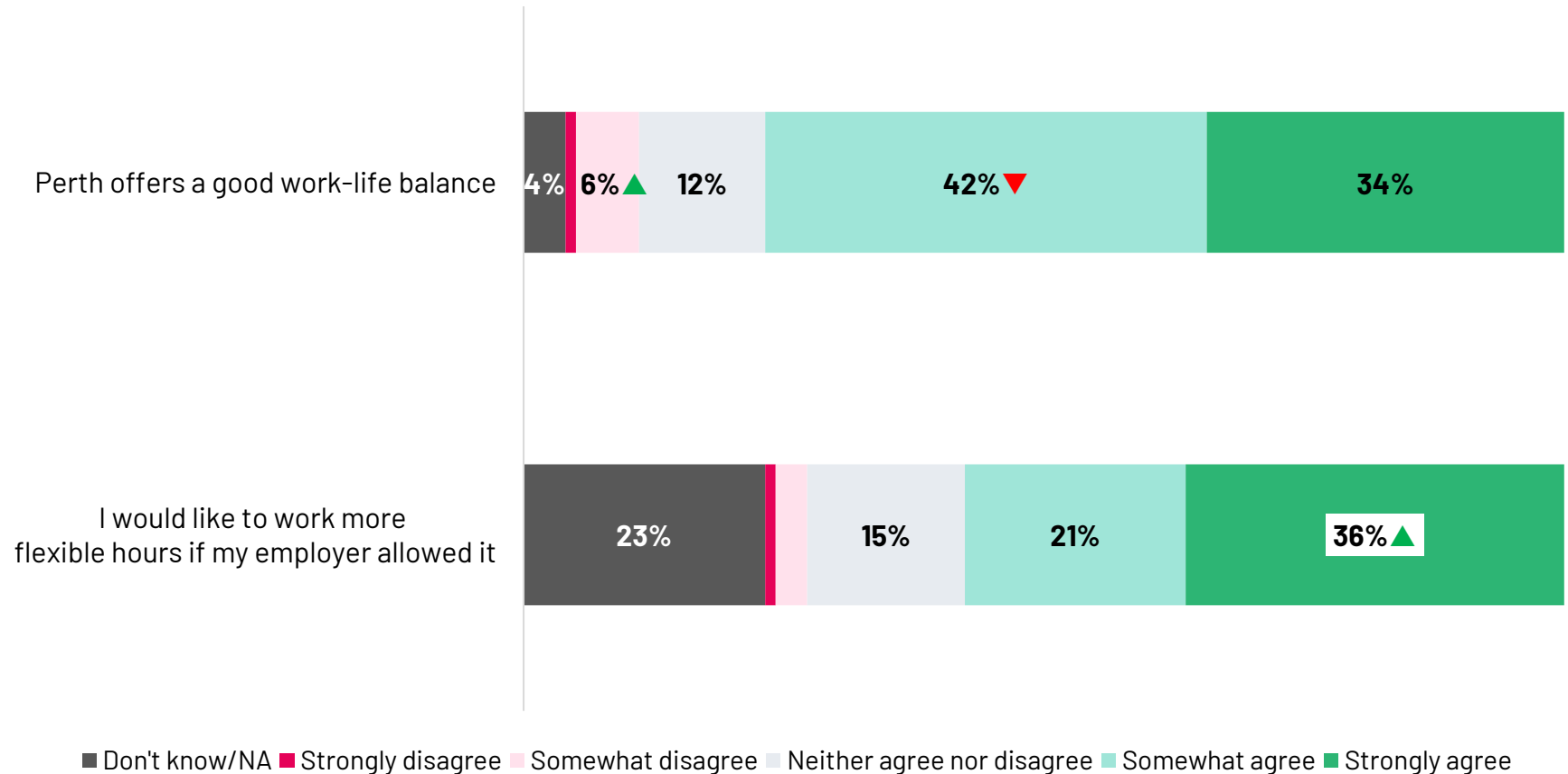


Perth offers good work-life balance, but residents want more flexibility

While a majority of Perth residents agree that the city offers a good work-life balance, there is a clear desire for more flexible working arrangements with significantly more strongly wanting this.

This sentiment suggests that while Perth's job market provides the wanted work-life balance, there is room for improvement in terms of accommodating more flexible working arrangements.

Thinking about life in Perth...



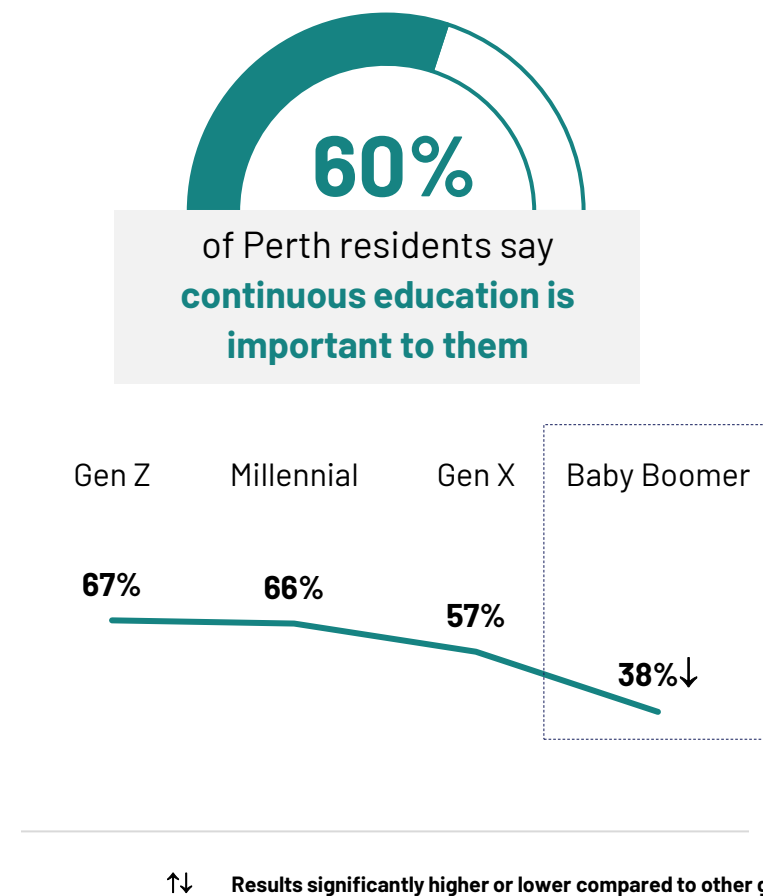
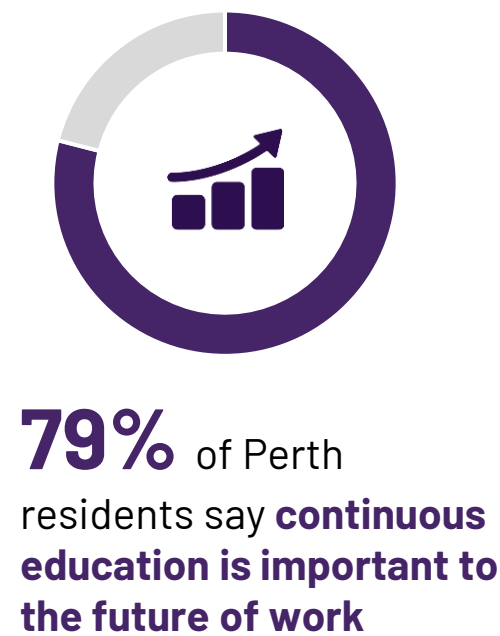
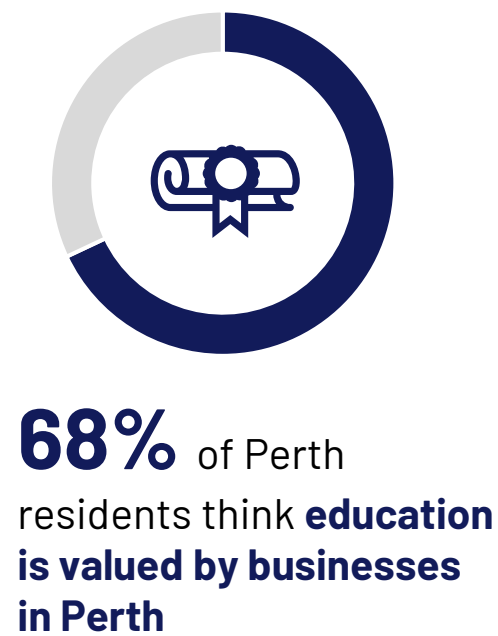
▲ ▼ Results significantly higher or lower compared to previous wave

Q11. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...? Note: Data label < 4% not shown

Base: Perth residents 2024: n=600

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Continuous education is a top priority for younger generations and is seen as a driver of workplace success in Perth.



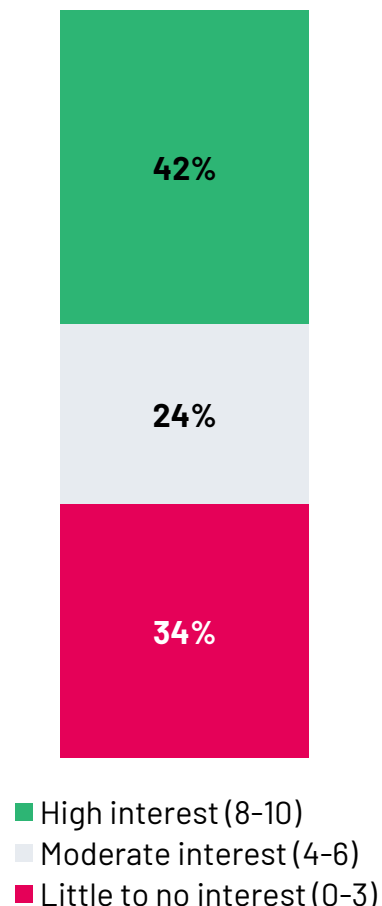
Q49. How important is continuous education to you? | Q50. How important is continuous education to the future of work? | Q11. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...? (Top 2 Box)
Base: Perth residents who work or study 2024: n=466, Gen Z n=93, Millennial n=180, Gen X n=128, Baby Boomer n=61, Pre-war n=1
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Further study is of interest to only some Perth residents

Those who are interested in undertaking further study highlight a focus on personal development and career progression.

The desire for further learning indicates that Perth residents value the importance of continuous skill development and knowledge acquisition in both their personal and professional lives. Those mention career growth also touch on the rapidly evolving job landscape as part of their motivation to continue education.

Interest in further study



Why interested:

Personal development (43%)

"Because there is a need to update skills due to technology."

"I would like to improve myself. I love to learn."

"It is important to continue growing and learning to improve."

Career progression (35%)

"I believe that knowledge is power and with the current trend in the ever-changing work environment one has to upskill to meet the job requirements."

"Because the more you learn the more you earn."

Continuing Education (7%)

"I already have my bachelors and have done some post graduate education, so would like to continue and get my masters."

"I am doing master in accounting and want to do CA in future which is my dream."

Why not interested:

Not Required (55%)

"I'm well established in my career. I do not want to take on any more debt, especially with the structure of HELP."

"I am satisfied with my current job and have no interest in further study."

Dislike (19%)

"While I do enjoy learning new things, I have come to truly hate educational institutions and the 'people' that populate them."

"Because the learning programs are boring, stupid, don't teach."

Other Priorities (13%)

"I like the idea of further study but right now is not the right time as I have a young family and a lot on."

"Currently working full time and no time at the moment."

Q33. How interested are you in undertaking further study on a scale of 0-10, where 0 means not at all interested and 10 means extremely interested? | Q34. Why did you give further study that score?

Base: Perth residents who work or study 2024: n=466

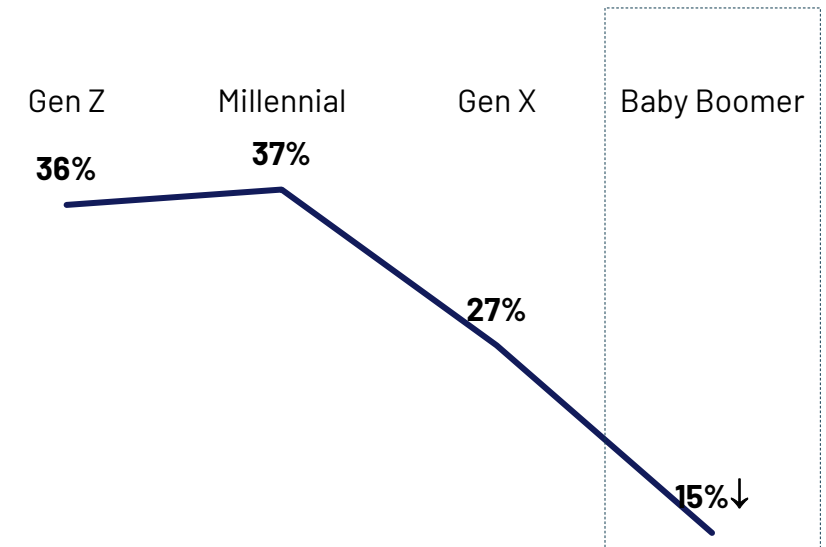
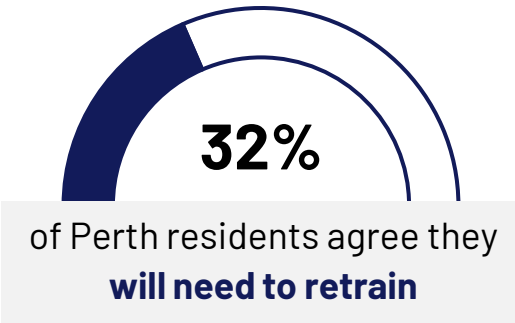
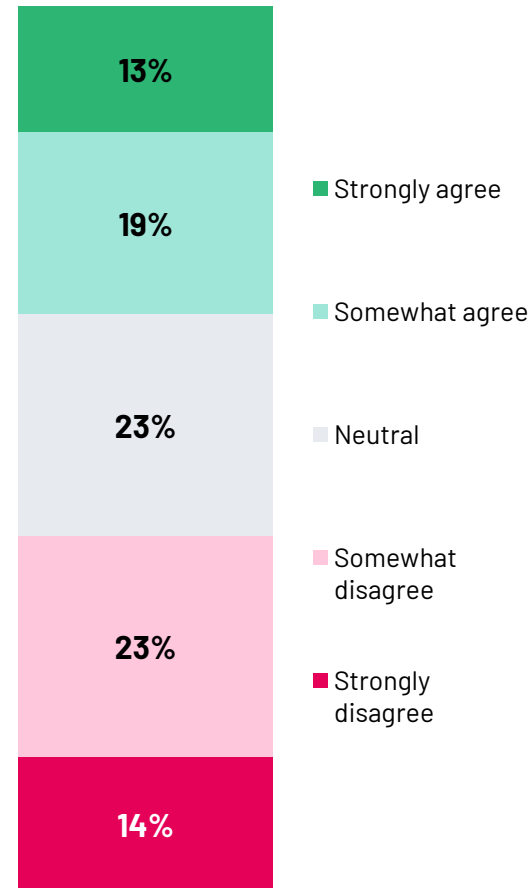
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Retraining more important to younger residents

Younger residents place a much higher value on retraining compared to their older counterparts. This suggests that younger generations are more aware of the rapidly changing nature of the job market and the need to continuously upgrade their skills to remain competitive.

In contrast, only a small fraction of Baby Boomers feel they need to retrain to stay in Perth indicating a sense that they feel more secure in position and career.

I need to retrain if I want to stay in Perth



↑↓ Results significantly higher or lower compared to other groups

Q16. People in Perth have been found to have very different attitudes in a range of areas. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...?

Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

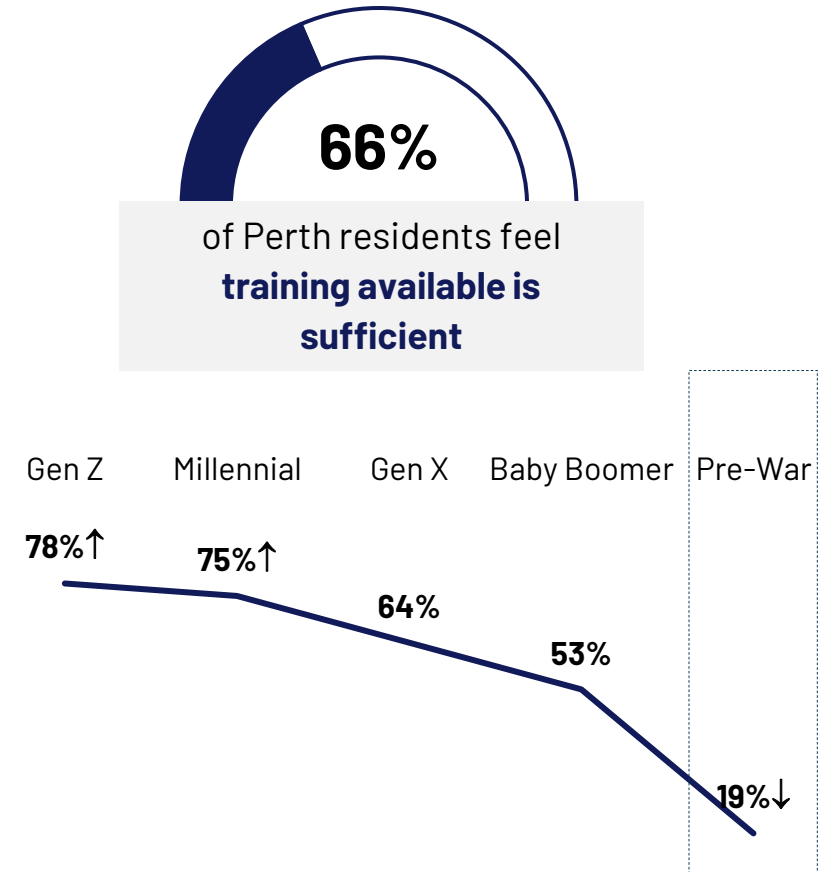
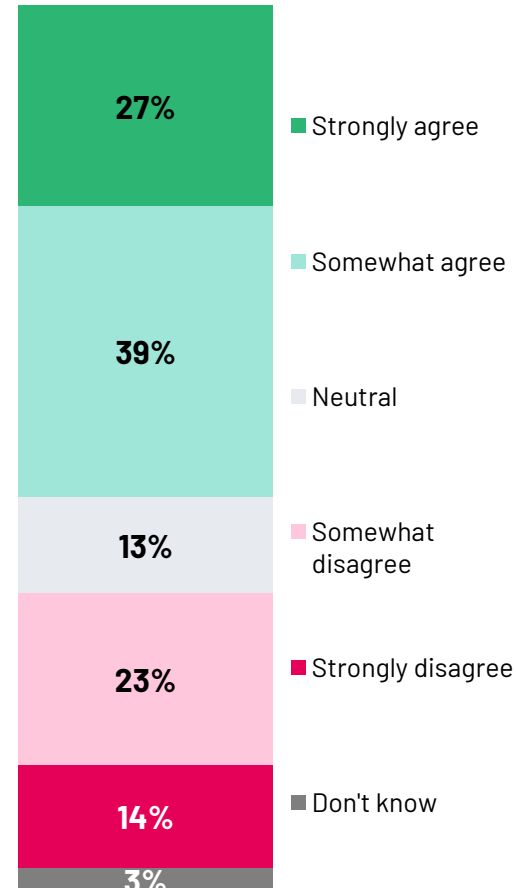
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Workplaces provide adequate training

Employees in Perth generally think their workplace provides sufficient training to keep their skills relevant. However, there is a significant generational divide in this perception, with older workers feeling that they lack adequate training opportunities.

This disparity may suggest that Perth employers need to reassess their training programs to ensure they cater to the needs of all age groups or that they don't require training to keep their skills relevant.

Enough training is available to keep my skills relevant at work



Q11. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...? Note: Data label < 4% not shown

Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

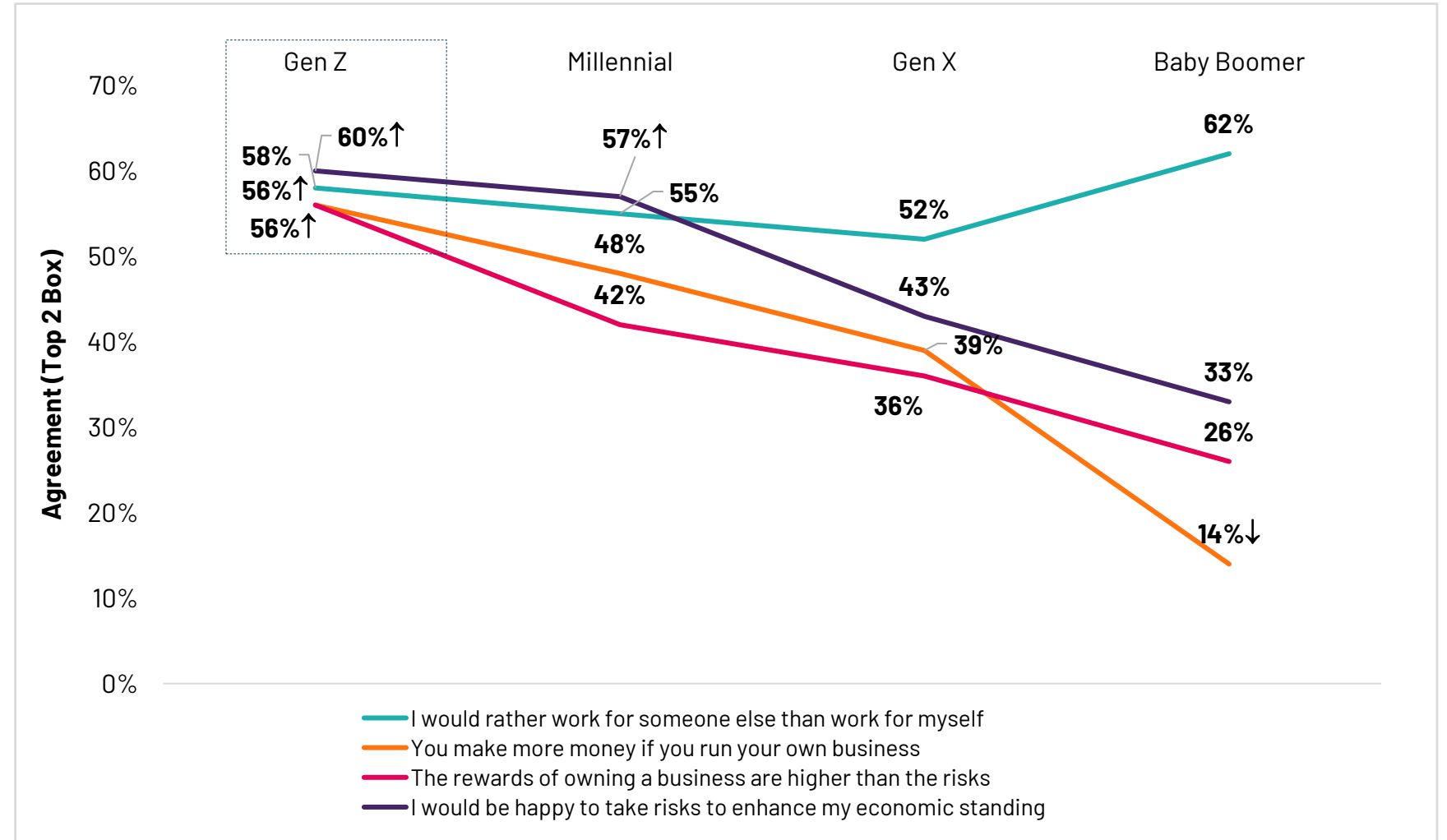
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↑↓ Results significantly higher or lower compared to other groups

Younger residents express strong entrepreneurial spirit

Perth's younger residents express a strong entrepreneurial spirit, particularly among Gen Z. They express a greater willingness to take risks, start their own businesses, and embrace the potential rewards of entrepreneurship.

This trend is a positive for Perth's future economic landscape. To capitalize on this entrepreneurial potential, the city needs to support and encourage young entrepreneurs.



↑↓ Results significantly higher or lower compared to other groups

Q16. People in Perth have been found to have very different attitudes in a range of areas. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...?

Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

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Key takeaways from this section

1

Perth's job market shows resilience and growth, with low unemployment, improving job satisfaction, and increasing confidence in job security and availability, positioning the city as an attractive destination for job seekers and professionals.

2

Workers in Perth value work-life balance and feel the city delivers on that. However, the desire for more flexible hours is growing stronger and it appears that many employees are returning to work in the office or on-site. Business leaders may want to consider policies that emphasise flexibility to increase the draw of Perth.

3

Younger generations, particularly Gen Z, prioritise retraining, continuous education, and entrepreneurship, presenting an opportunity for Perth to invest in upskilling programs and support a thriving startup ecosystem that caters to the aspirations of its youth.

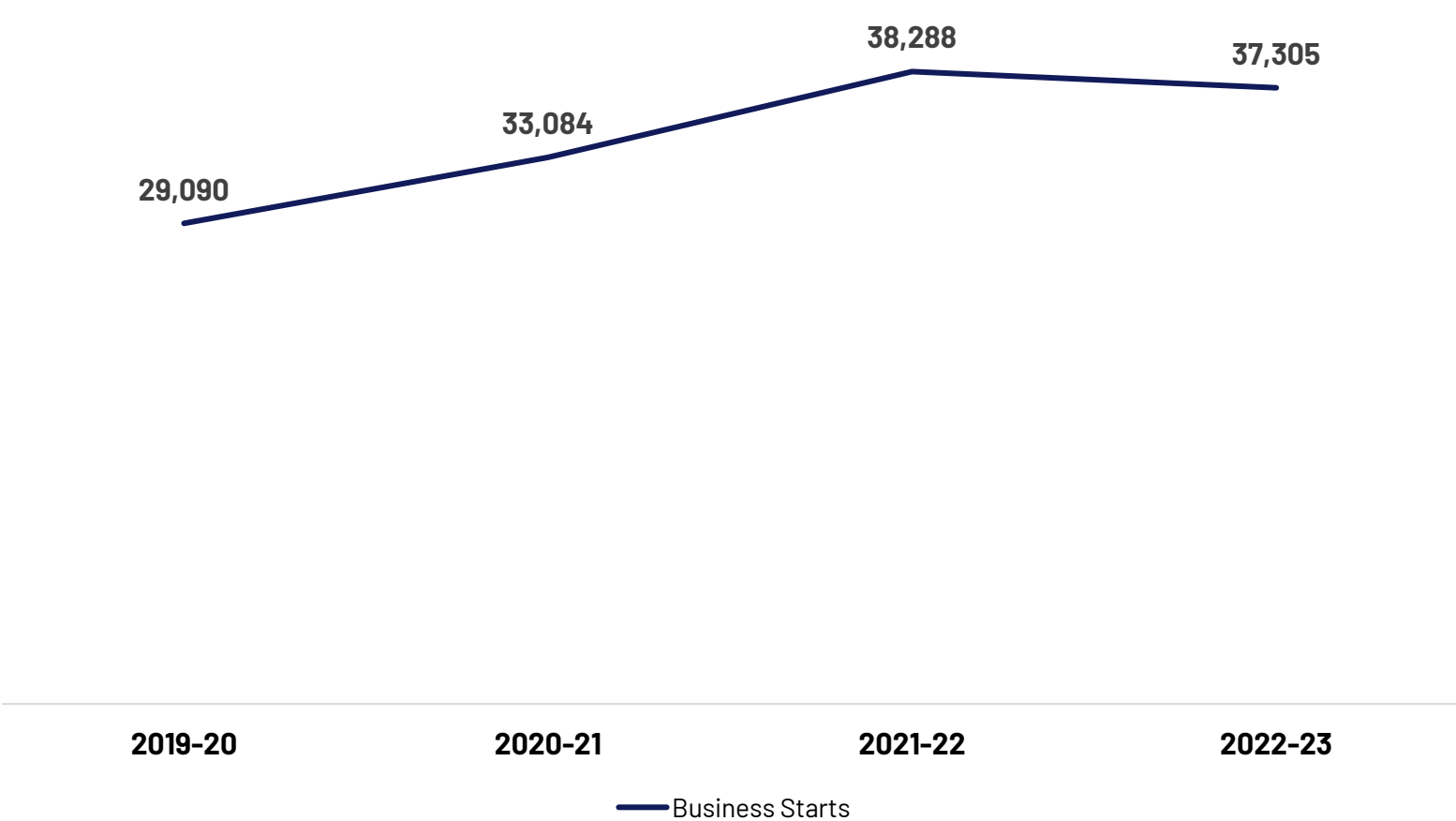
4

To navigate the evolving job market and meet the diverse needs of its workforce, Perth must bridge generational gaps in skills and perspectives, ensuring that residents of all ages have access to opportunities for growth and development.

WHAT IS IT LIKE TO DO BUSINESS IN PERTH?

03

Business starts on the rise from 2019



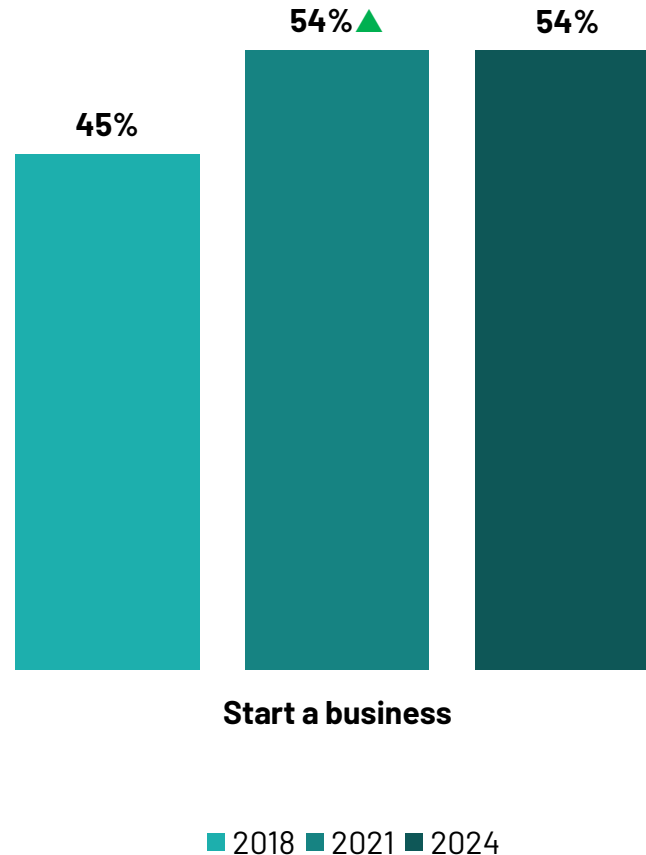
28% Increase in the number of business starts in Western Australia since the last survey

Perth presents business opportunities

A slight majority of Perth residents are likely to recommend the city to others for business purposes and there is a growing recognition of business opportunities in Perth.

This positive trend from 2018 stalled somewhat in 2024. It presents an area that the city can better by focusing on policies that improve the business environment and encourage entrepreneurship.

Likely to recommend Perth as a place to...



59%

of Perth residents think the business opportunities in Perth are as good as anywhere else

▲ ▼ Results significantly higher or lower compared to previous wave

Q5. How likely would you be to recommend Perth to someone interstate or overseas as a place to...?(Top 2 Box)| Q11. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...? (Top 2 Box)

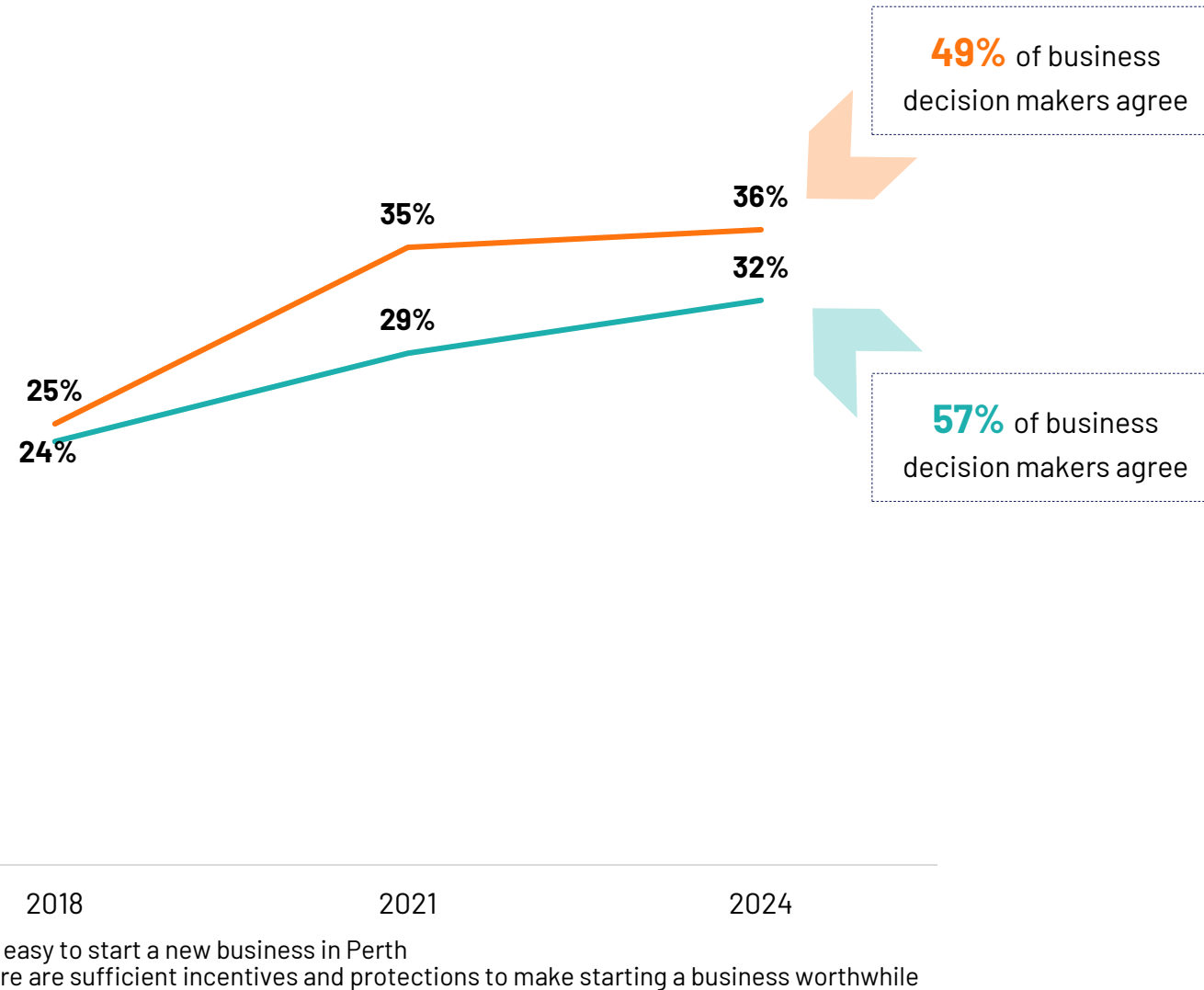
Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613

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An improving business environment boosts confidence

Perth's business environment is steadily improving, with a growing proportion of residents expressing confidence in the ease of starting a new business and the availability of sufficient incentives and protections. This sentiment is stronger among decision makers who feel more confident.

While this trend is headed in the right direction, the city can still improve its business environment through streamlining administrative processes to reduce the burden on startups.



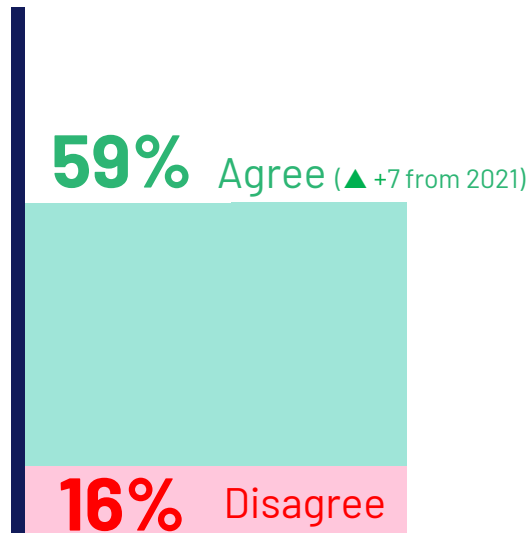
Q16 Thinking about your ideal working arrangements, to what extent do you agree or disagree with the following statements?

Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613

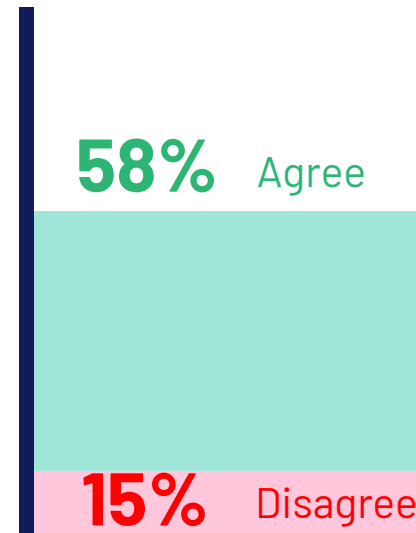
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There is strong and growing support for deregulating retail trading hours. Current rules hinder Perth and loosening them may stimulate growth and vibrancy, but likely at the expense of small business.

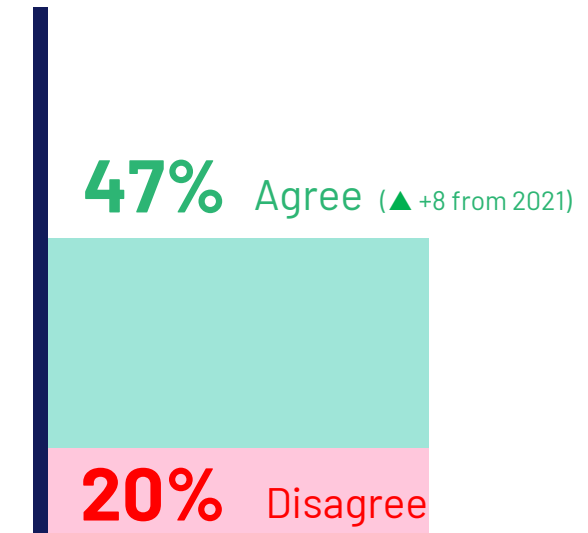
Perth's retail trading regulation puts it at a **disadvantage** compared to other modern cities



Deregulated retail trading hours will **attract people** to the CBD and other centres



Deregulating retail trading hours will **hurt small businesses**



▲ ▼ Results significantly higher or lower compared to previous wave

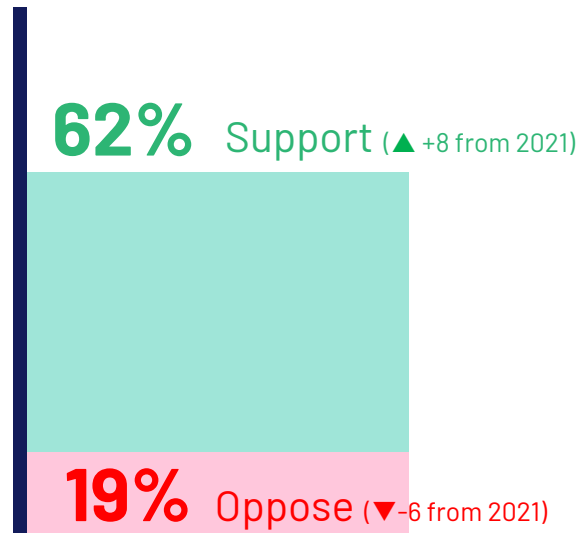
Q24. To what extent do you agree or disagree the following changes to retail trading hours in Perth? Disagree (Bottom 2 Box); Agree (Top 2 Box)

Base: Perth residents who work 2024: n=600

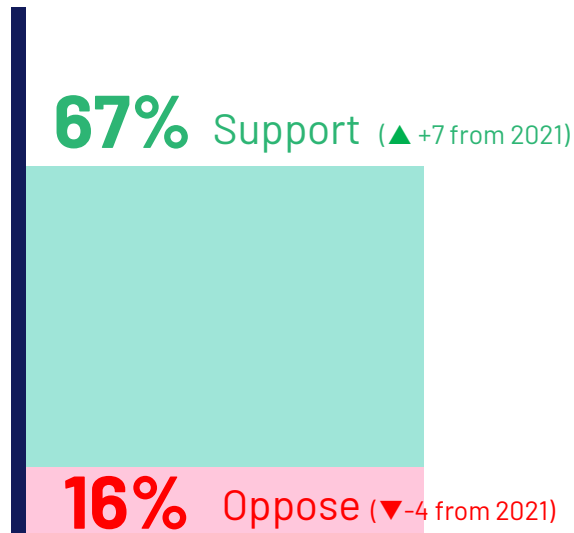
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Growing support for expanding weekend shopping hours, especially among the younger generations.

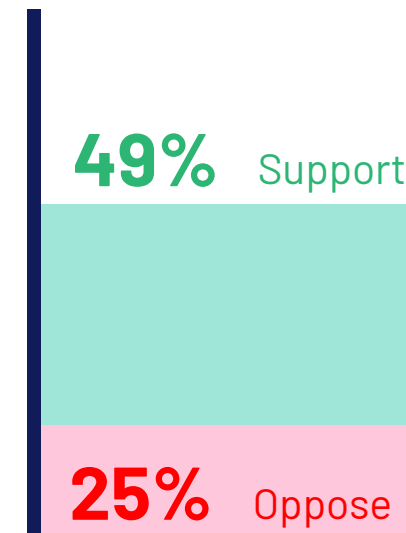
Saturday retail trading hours to change from 8am-5pm to 8am-9pm



Sunday retail trading hours to change from 11am-5pm to 8am-6pm



Retail trading hours to change from regulated to **unregulated** (24 hours)



▲ ▼ Results significantly higher or lower compared to previous wave

Q23. To what extent do you support or oppose the following changes to retail trading hours in Perth? Oppose (Bottom 2 Box); Support (Top 2 Box)

Base: Perth residents who work 2024: n=600

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Key takeaways from this section

1

Perth's business environment sees significant increases in 2021 from 2018. While some of these trends continue this wave, others stalled out.

Policy makers and business leaders need to communicate about what policies would improve the business operating environment.

2

Despite the growth in business confidence, Perth's retail trading regulations are seen as a hindrance to its competitiveness, with deregulation and extended weekend shopping hours emerging as potential catalysts for economic growth and vibrancy.

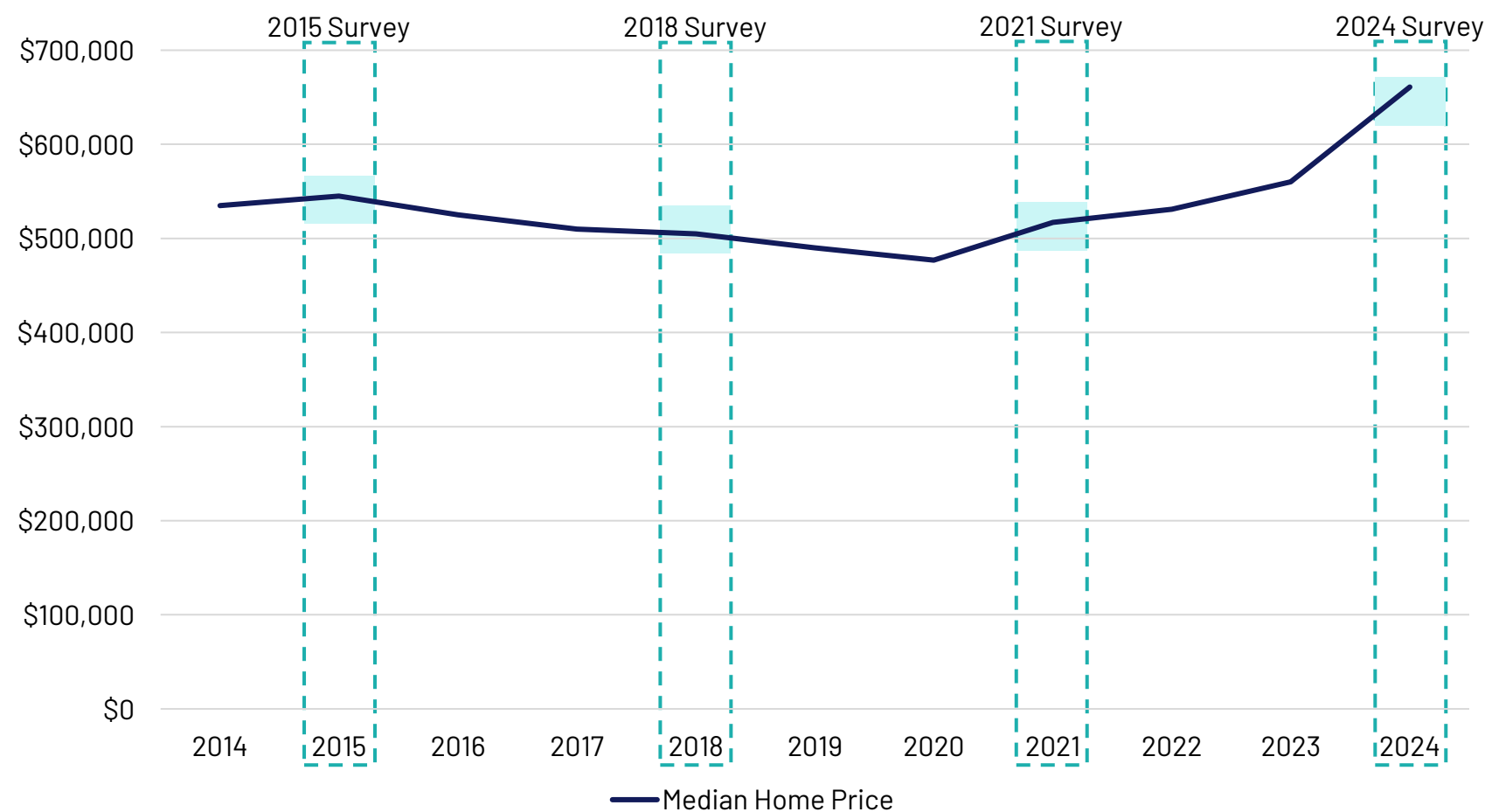
3

The increasing support for retail trading deregulation and extended weekend shopping hours, particularly among younger generations, highlights the need for policymakers to adapt to the changing preferences of consumers and businesses to foster a more dynamic and responsive economy.

WHAT IS HAPPENING WITH HOUSING?

04

Median home price in Perth continues to rise exponentially...



Leading to most residents feeling the housing market is unaffordable

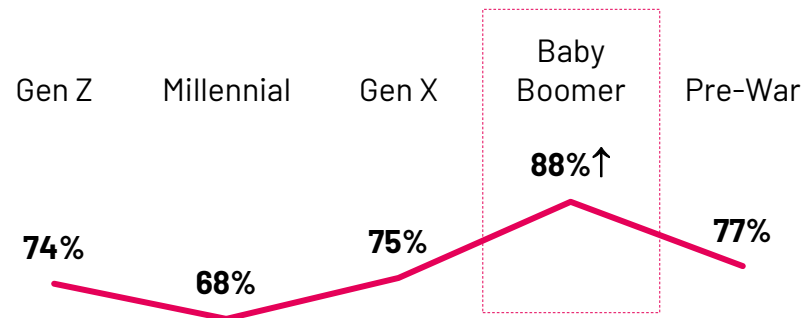
Perth appears to be in the midst of a housing affordability crisis, with three-quarters (76%) of residents describing the housing market as unaffordable.

This sentiment is particularly pronounced among Baby Boomers, with a staggering 88% finding the housing market unaffordable.

How would you describe the housing market in Perth?



76% of Perth residents think the housing market is **unaffordable**



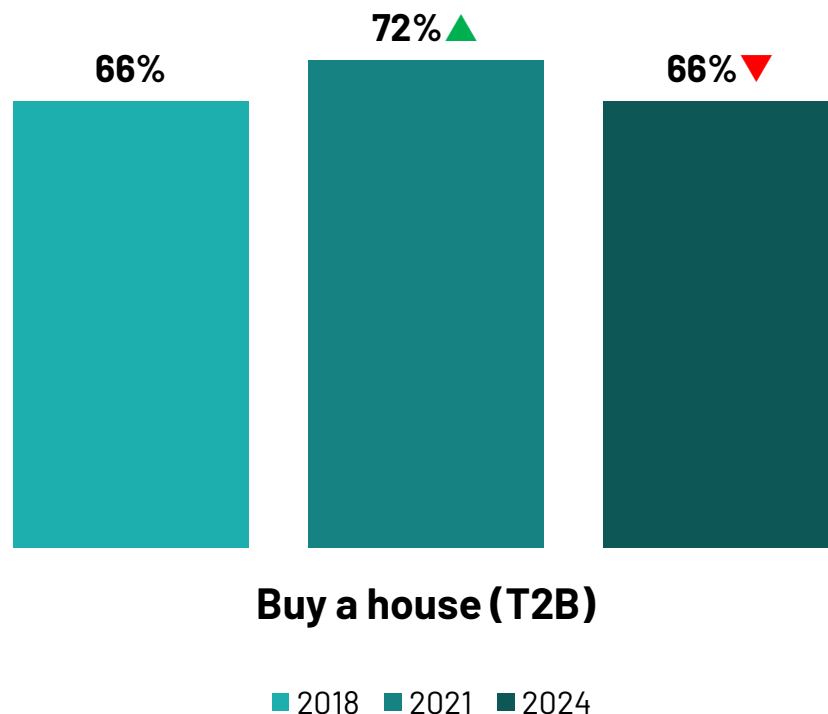
↑↓ Results significantly higher or lower compared to other groups

Affordability concerns leave residents thinking it's a sellers' market

In this wave the residents are less likely to recommend Perth as a place to buy a house. The decline suggests that growing affordability concerns are impacting residents' perceptions of the housing market.

The disparity between the number of residents who think it is a good time for buyers and sellers underscores the challenging market conditions faced by buyers, particularly those entering the market for the first time.

Likely to recommend Perth as a place to...



Among Perth residents...

25%

think now is a good time to be buying a home

25%

think now is a good time for first-time homebuyers to be buying a home

61%

think now is a good time to be selling a home

▲ ▼ Results significantly higher or lower compared to previous wave

Q5. How likely would you be to recommend Perth to someone interstate or overseas as a place to...?(Top 2 Box)| Q60. Thinking about housing in Perth, to what extent do you agree or disagree with the following...?(Top 2 Box)

Base: Perth residents 2024: n=600, 2021: n=600, 2018: n=613, 2024

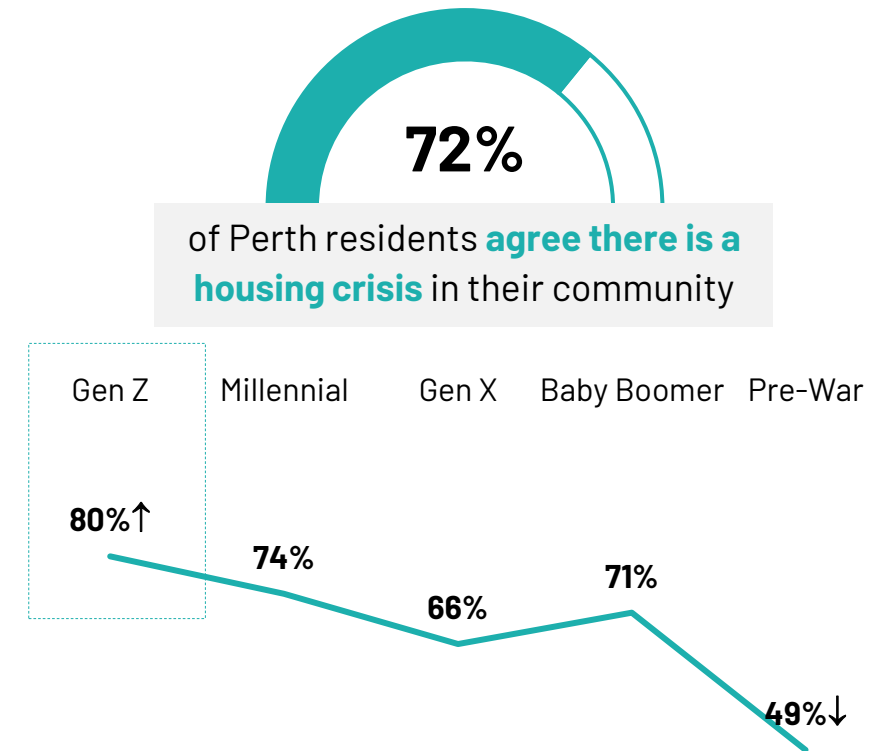
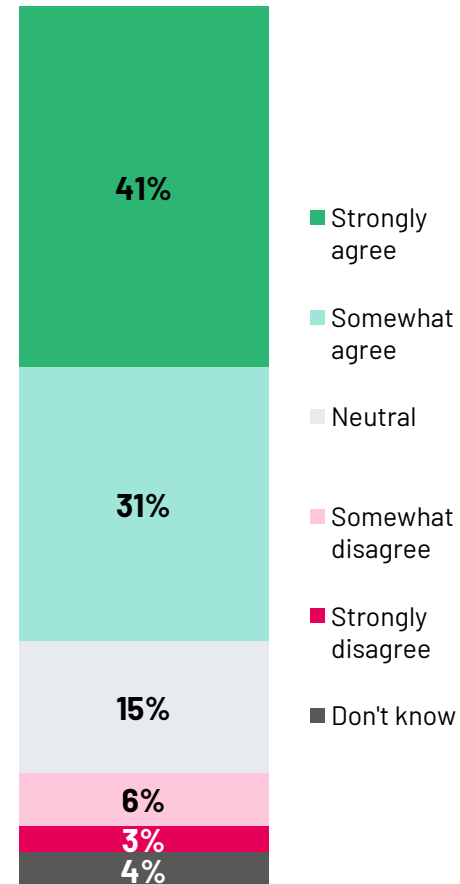
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Younger residents feel housing is in a state of crisis

There is a striking generational divide in perceptions of Perth's housing situation. Younger residents, particularly Gen Z, overwhelmingly agree that the city is in a housing crisis.

This underscores the urgent need for policymakers to address the crisis, especially the unique challenges faced by younger generations in accessing affordable and suitable housing.

There is currently a housing crisis in the community where I live



↑↓ Results significantly higher or lower compared to other groups

Q60. Thinking about housing in Perth, to what extent do you agree or disagree with the following...? (Top 2 Box).

Base: Perth residents 2024 n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

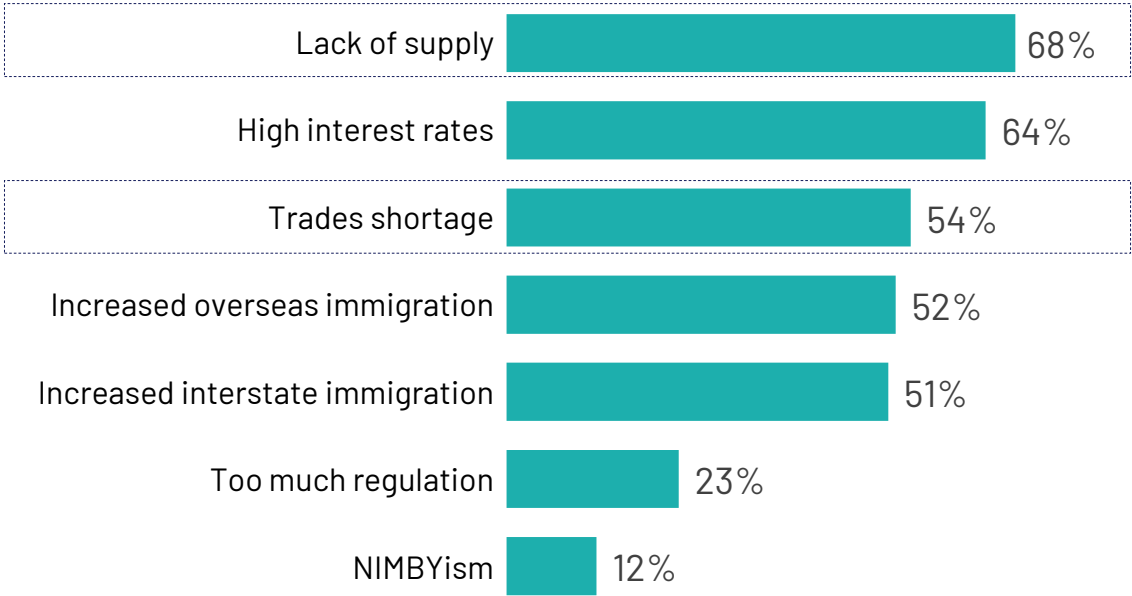
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Shortages at the root of increasing housing costs

Perth residents attribute the increasing cost of housing to a lack of supply, with factors such as high interest rates, trades shortages, and increased immigration also playing a role. Residents appear to recognize the complex nature of the affordability crisis, but ultimately see the shortage of available housing as the root cause.

Most residents also believe that increasing the supply of homes in their community will alleviate price pressures. This underscores the need for policymakers to prioritize supply-side solutions in addressing the crisis.

Why is the cost of housing increasing in Perth?



67%

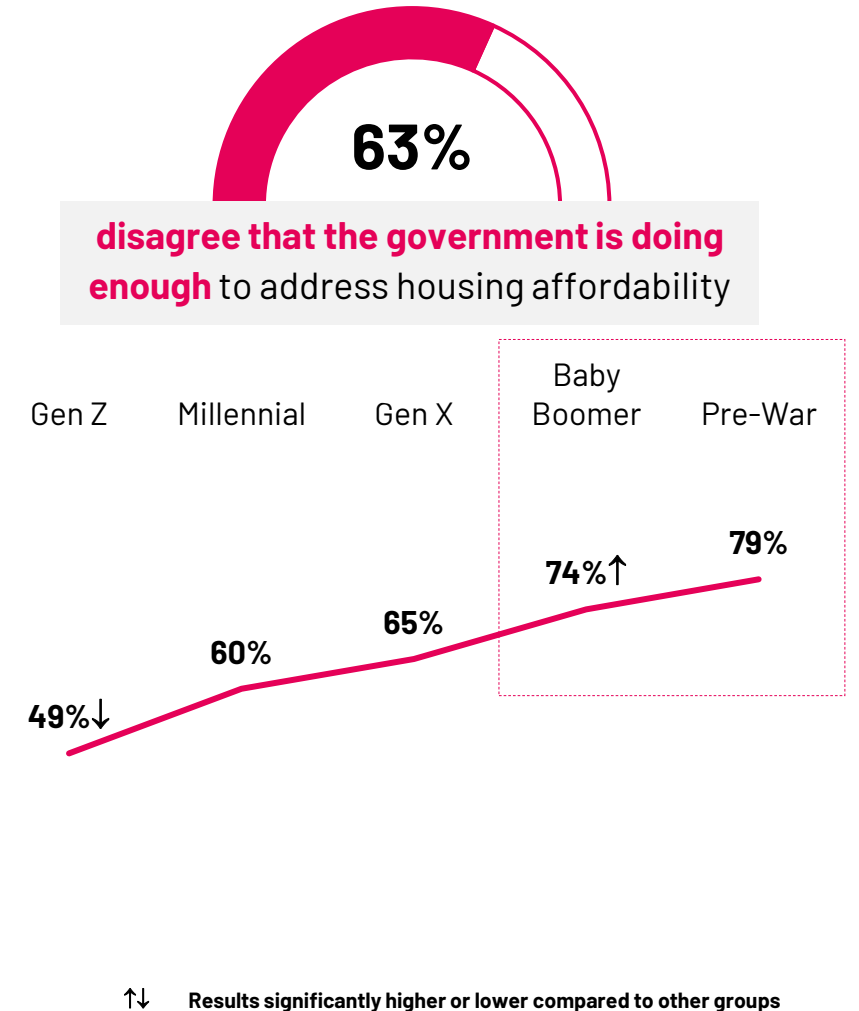
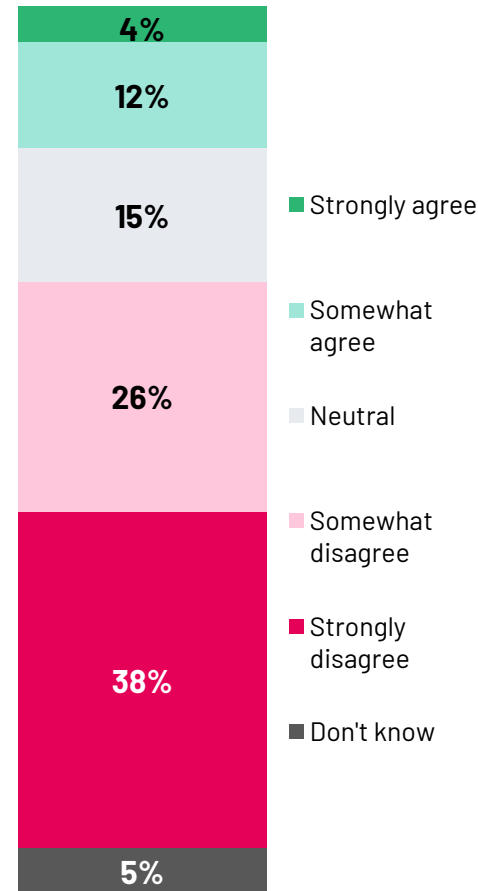
Of Perth residents believe more homes need to be built in their community to lower housing prices

Older residents are least impressed by the government's response

Residents think the state government's actions to tackle the affordability crisis are falling short. The sentiment is strongest among older generations with only 5% of Baby Boomers believing the state government is doing enough.

Overall, Perth residents express a desire for more policy intervention from the state government.

The state government is doing enough to address the housing affordability issue



Q60. Thinking about housing in Perth, to what extent do you agree or disagree with the following...? (Top 2 Box).

Base: Perth residents 2024 n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

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Reduce the high prices of the houses. Give every couple a new house which they can't sell.

Gen Z

Cap rental prices.
Millennial

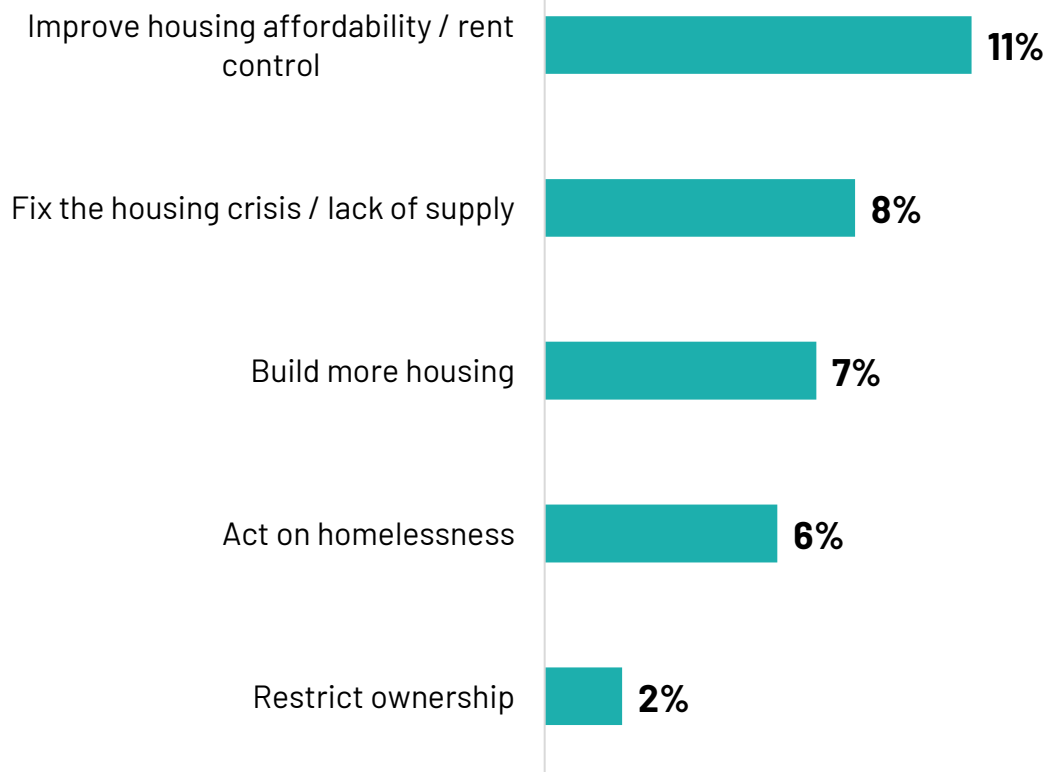
Make sure that everyone has a place to live and cut out overseas and interstate investors from buying houses here so we who live here can get a house.

Baby Boomer

Spend money on more housing, it will pay for itself in rent. The housing crisis is damaging families, lives, the mental health of the state and also the crime rate.

Gen X

Rent controls and expanding supply are the top policy recommendations from residents



Q6. If you were Premier for the day, what is the one thing that you would change/implement?

Base: Perth residents 2024: n=600

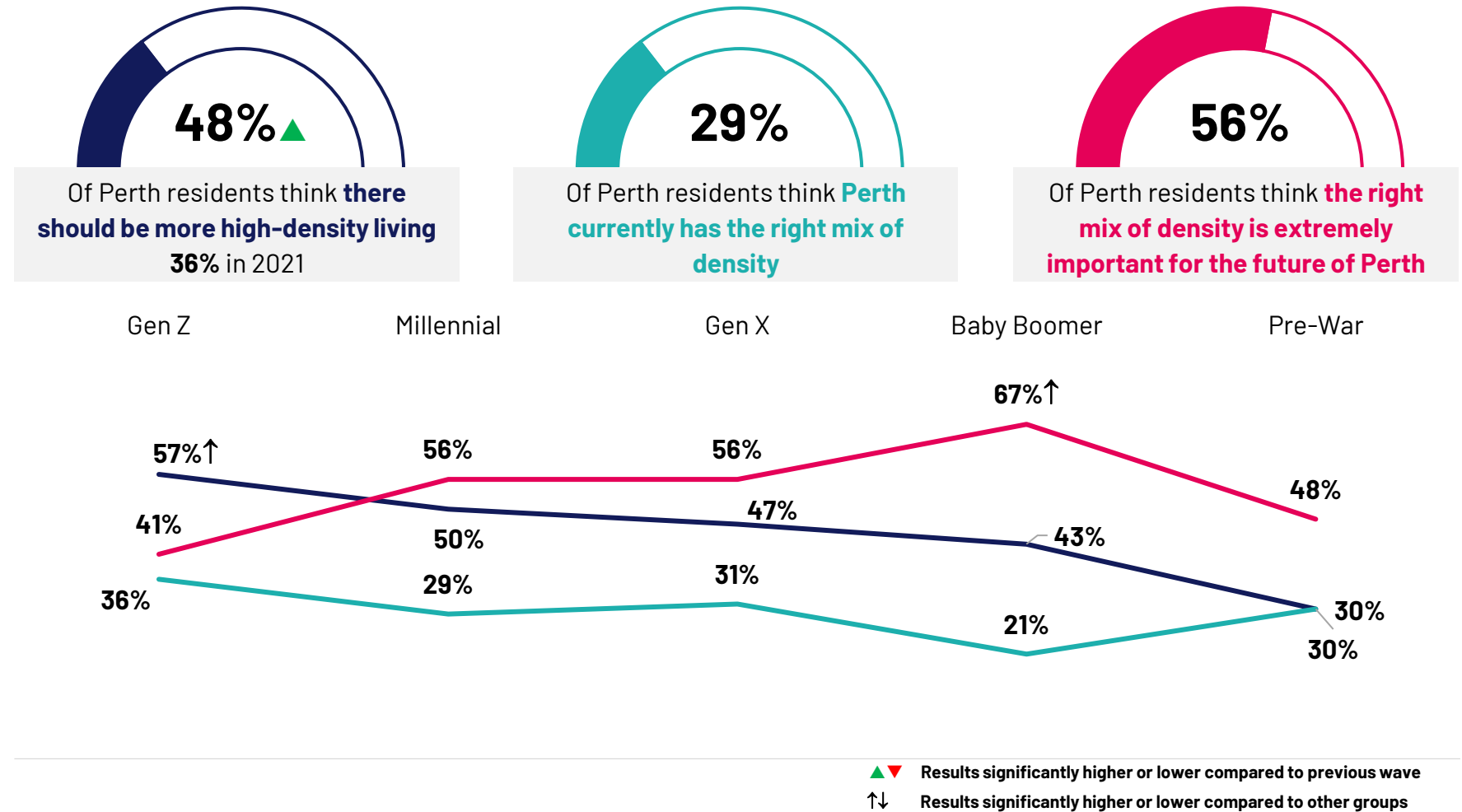
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Support for density is growing... finally.

Nearly half of Perth residents think the city should increase the amount of high-density living. However, a generational divide exists between younger and older generations on how they perceive the mix of density in the city. Younger residents think the gap between the current density mix and how important it is to Perth's future is narrow than older residents.

This suggests that while older residents feel the current mix of high and low density can be improved, they would like to see it done in a responsible way.

How is density in Perth today and how important is it to the future?



Q9. Please rate the extent to which you think the following values and characteristics reflect Perth, or life in Perth today. (Top 3 Box)| Q10. Now thinking of the future, how important do you think each of the following values and characteristics are to Perth's future success and prosperity? (Top 3 Box)| Q11. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply? (Top 2 Box)

Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18, 2021: n=600

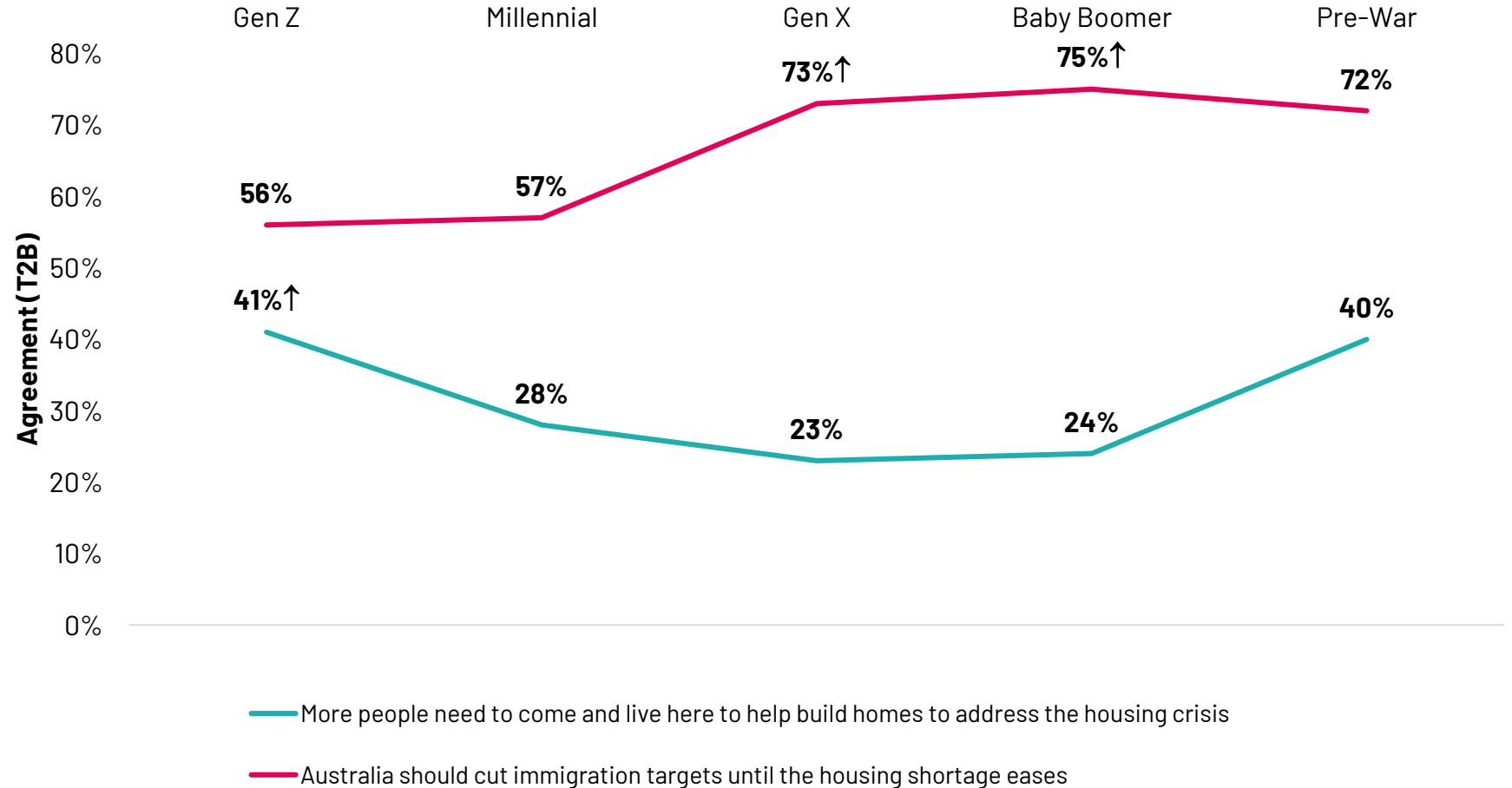
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Residents hold conflicting views on the role of immigration in housing affordability

While older generations are more likely to believe that restricting all immigration will help ease the housing shortage, Gen Z is more likely to acknowledge that some population growth is necessary to drive housing construction and alleviate supply constraints.

Policy makers will need to strike a delicate balance between managing population growth and ensuring an adequate supply of housing.

Immigration and housing (T2B)



↑↓ Results significantly higher or lower compared to other groups

Q60. Thinking about housing in Perth, to what extent do you agree or disagree with the following....? Agree (Top 2 Box)

Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

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Key takeaways from this section

1

Perth's housing market is in crisis, with steeply rising home prices and an overwhelming majority of residents finding it unaffordable, leading to a growing divide between those who can and cannot afford homeownership.

2

Residents identify housing shortages as the primary driver of the affordability crisis, with supply-side solutions such as rent controls, increased construction, and streamlined development processes gaining traction as potential remedies.

3

Generational differences in perceptions and attitudes towards housing density and immigration highlight the complexity of the affordability challenge, underscoring the need for policymakers to consider the diverse needs and preferences of all age groups when addressing the crisis.

HOW DO WE FEEL ABOUT PERTH 2050?

05

Few residents are aware of Perth’s projected growth and even fewer feel the city is prepared for it. Gen Z is more optimistic for the future.

Among Perth residents...



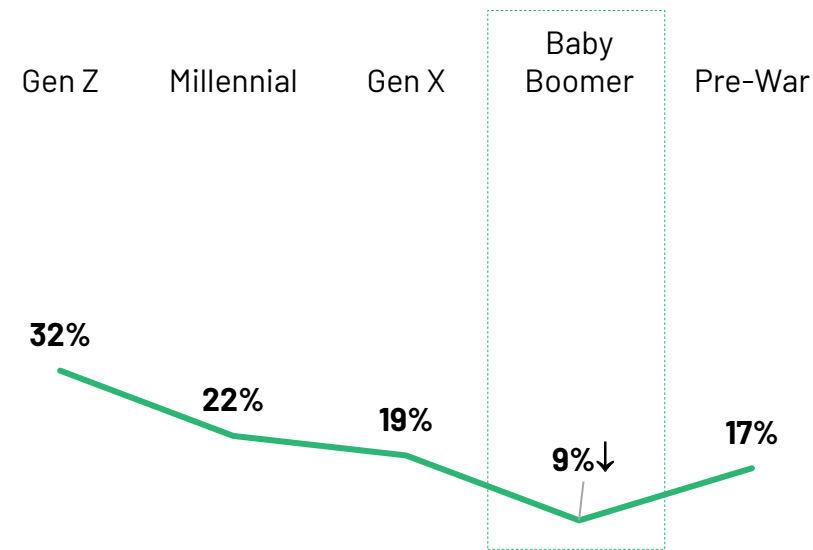
32%▲

say they are aware that the population of Greater Perth is predicted to grow to 3.5 million by 2050



19%

think the Greater Perth region is prepared to accommodate the population growth



↑↓ Results significantly higher or lower compared to other groups
▲▼ Results significantly higher or lower compared to previous wave

Q29. Did you know that Greater Perth (Perth and Peel region) is predicted to grow to a population of 3.5 million by around 2050? (Top 2 Box) | Q30. How prepared do you believe the region is to accommodate this level of growth? (Top 2 Box)
Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18
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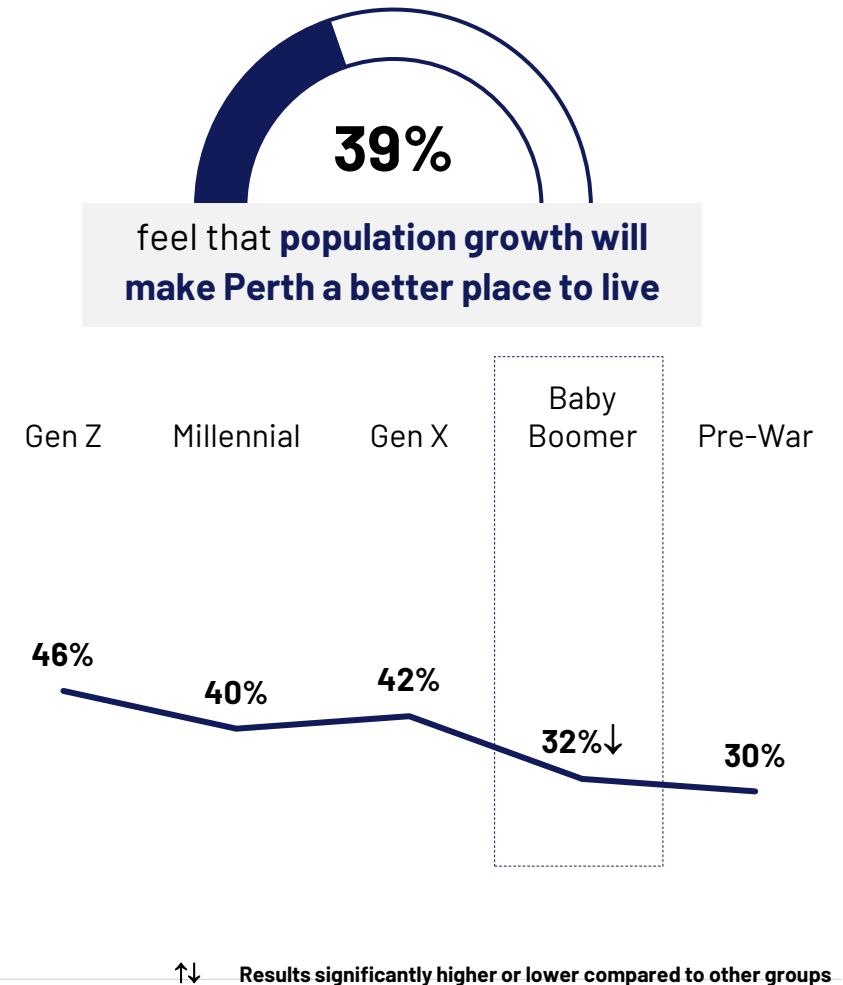
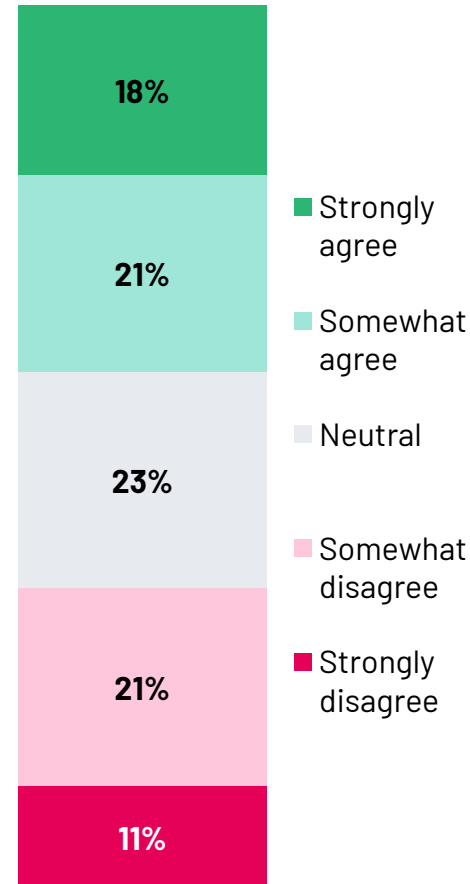


Young and old are divided on the impact of population growth

Perth residents are divided along generational lines when it comes to the perceived impact of population growth on the city's liveability.

While younger generations agree more that population growth will make Perth a better place to live, this optimism is not shared by older generations.

Population growth will make Perth a better place to live



Q11. Thinking about your life in Perth, to what extent do you agree or disagree that the following statements apply...? (Top 2 Box)

Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

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More populated, busier, more areas will become more popular, many more businesses and high-rise buildings.

Gen Z

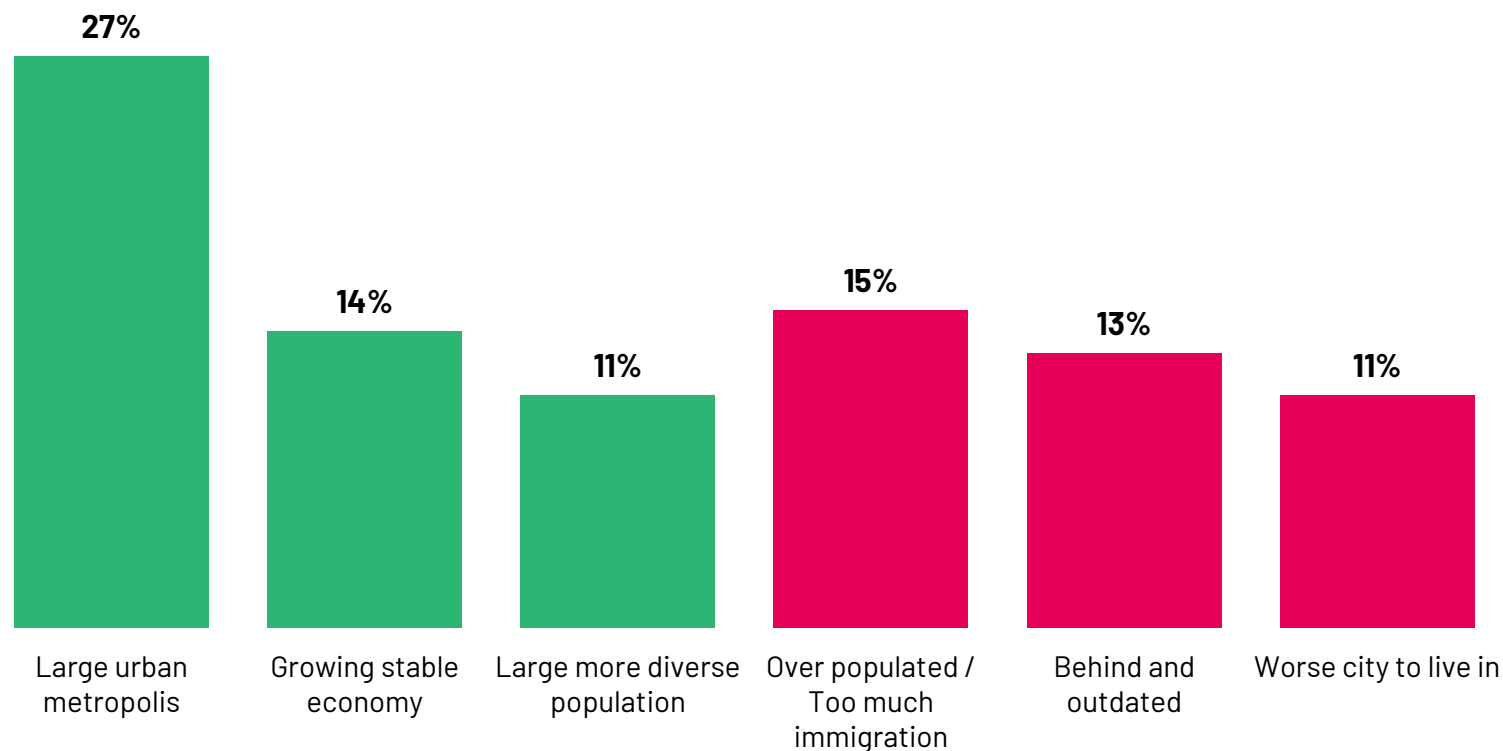
Oh, I'm sure it will become a metropolis with wonderful attractions and more people. But they will need to work on housing!

Millennial

Overcrowded and more homeless people and liveable only for the rich.

Baby Boomer

Residents think Perth in 2050 will be a large urban centre and while some see the pros, others are quick to point out the downsides.



Q44. What do you expect Perth will be like in 2050?

Base: Perth residents 2024: n=600

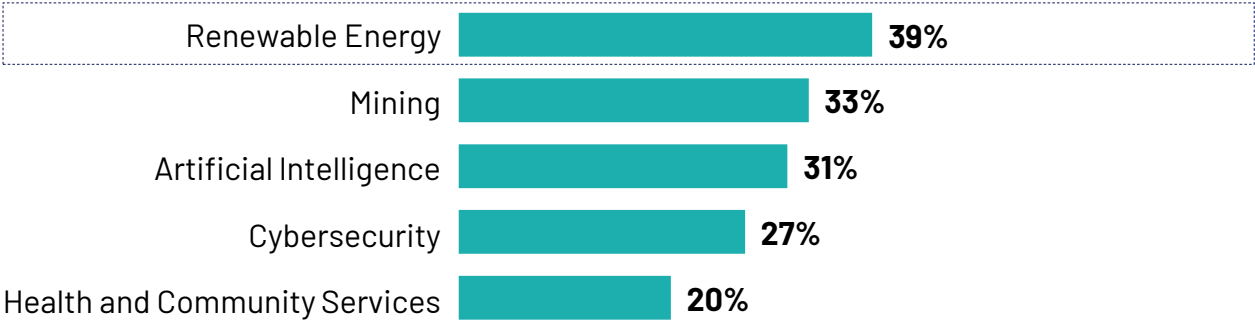
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Renewables seen as crucial to Perth 2050

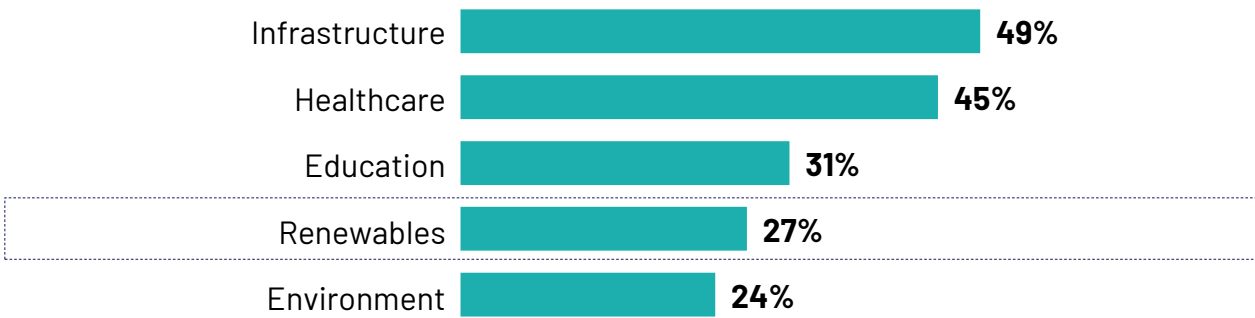
Perth residents recognize the vital role that renewable energy will play in shaping the city's future, with 39% identifying it as one of the most future-focused industries and 27% considering it a top priority for development to prepare Perth for 2050.

The focus on renewables not only aligns with the growing global trend towards sustainable energy solutions but also presents an opportunity for Perth to diversify its economy and attract investment in clean technology.

Which industries are the most future focused?



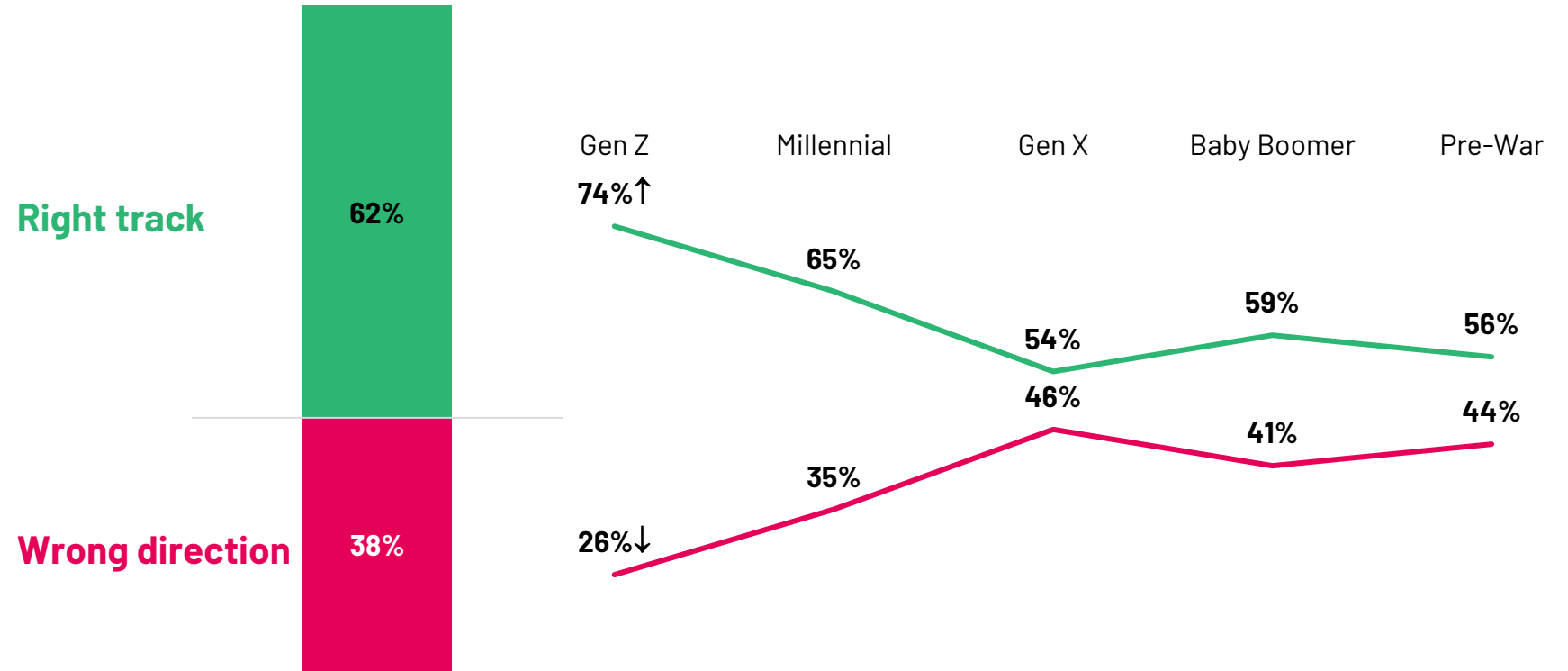
Which sectors are the highest priority to prepare Perth for 2050?



Younger generations more optimistic about Perth's trajectory

Perth's younger residents, particularly Gen Z and Millennials, express a more optimistic outlook on the city's trajectory towards 2050 compared to their older counterparts.

As these younger generations increasingly shape the city's agenda, their optimism and vision for Perth will be crucial in driving the city's development, which policymakers and community leaders will need to harness.



↑↓ Results significantly higher or lower compared to other groups

Q47. Is Perth on the right track or headed in the wrong direction to be ready for 2050?

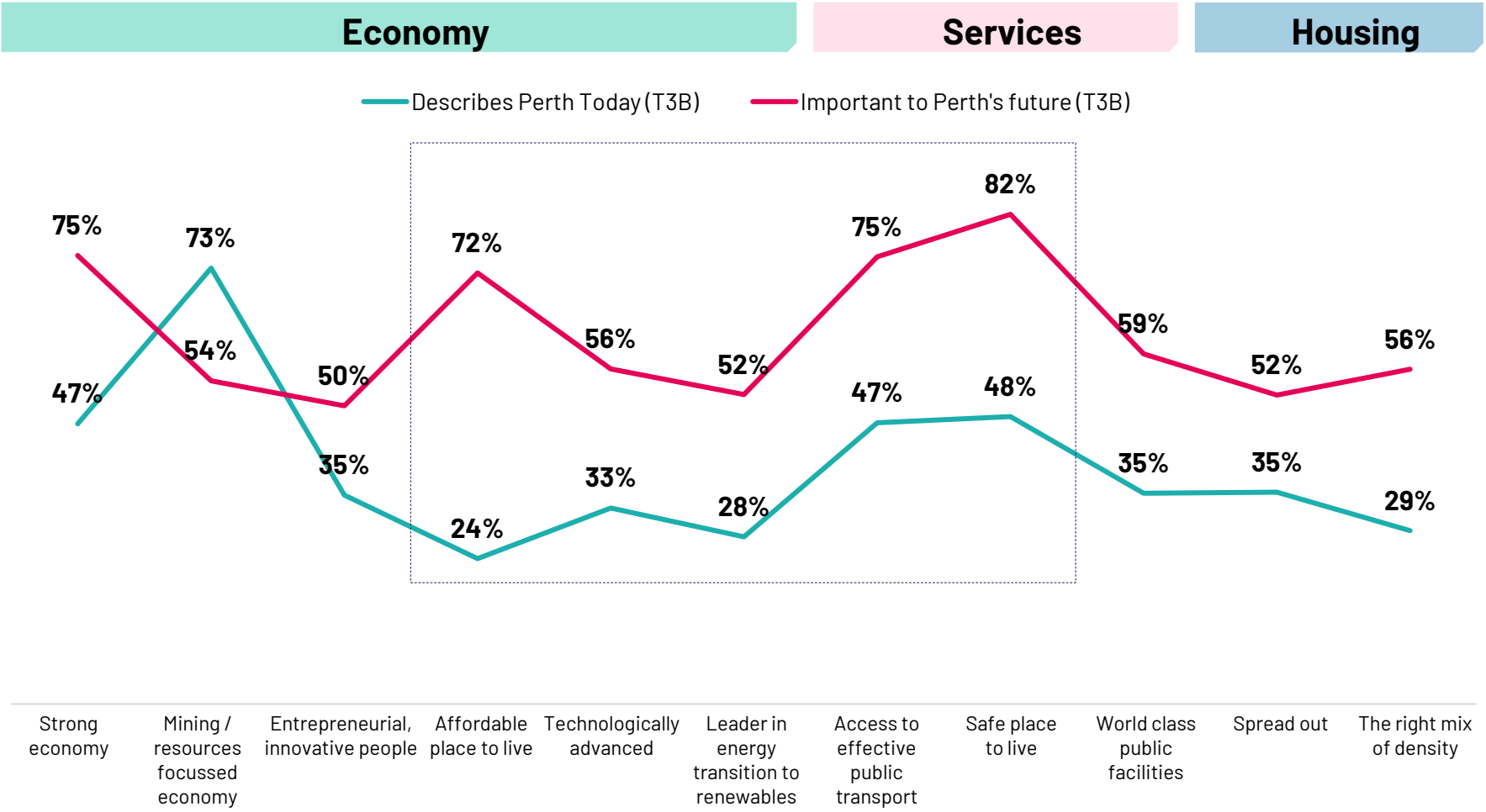
Base: Perth residents 2024: n=600, Gen Z n=95, Millennial n=182, Gen X n=138, Baby Boomer n=167, Pre-war n=18

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Affordability emerges as top gap to address

Perth residents see affordability as a critical area where the city falls short in meeting their expectations for the future. This gap between the current reality and the importance for the future highlights the urgent need for policymakers and industry leaders to prioritise strategies that promote inclusive growth and address the affordability challenges faced by residents.

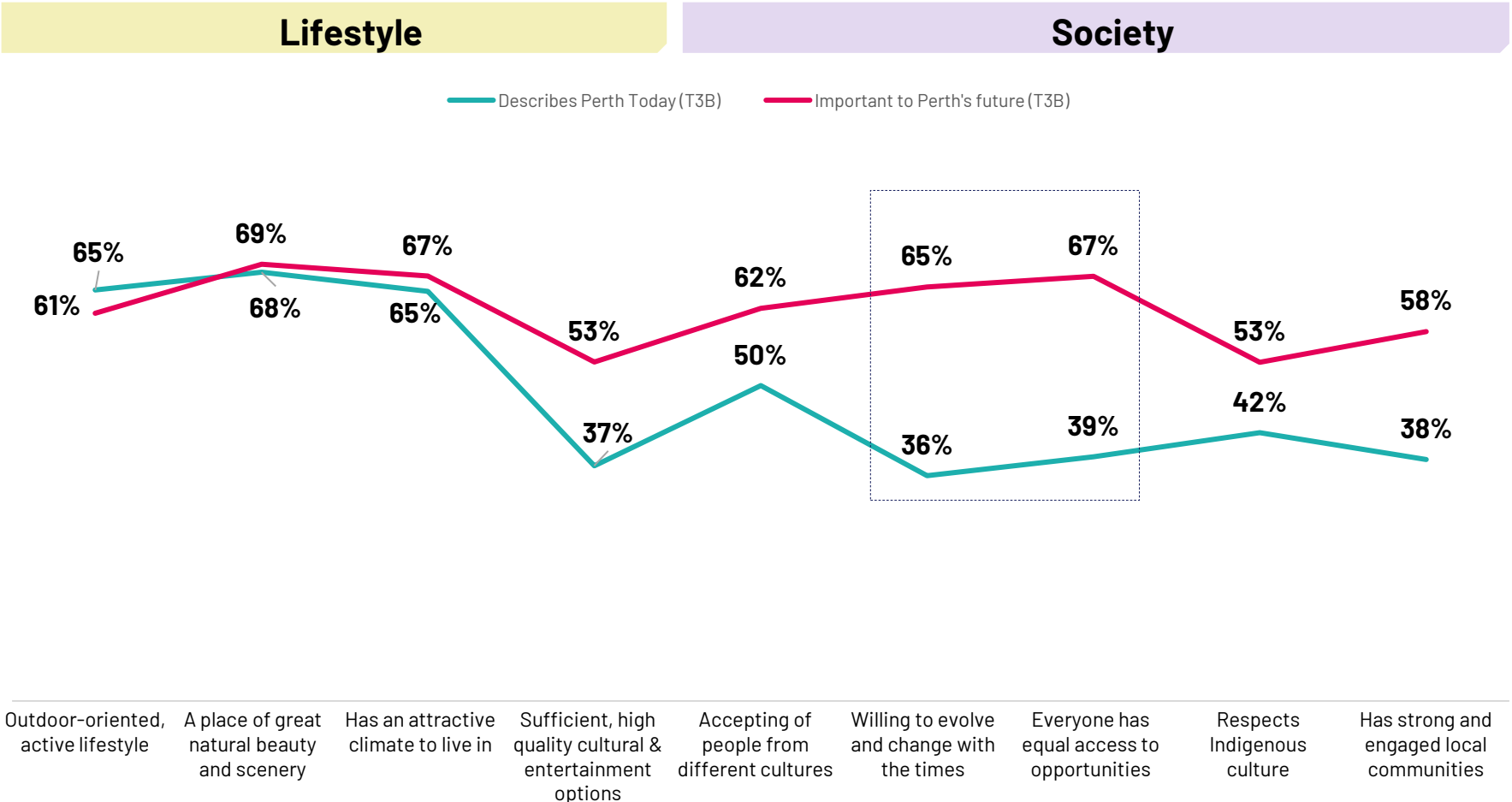
Public services are also an area for policymakers to focus on with consistent gaps across areas.



Ensuring equal access to opportunities is an area to work on

Perth residents recognize the city's strengths in terms of its lifestyle and social fabric. However, they also identify ensuring equal access to opportunities and a willingness to evolve as areas where Perth needs to make progress for the future.

The gaps highlight areas for policy makers and community leaders to address including systemic barriers as well as promoting inclusivity and a future forward focus in all aspects of city life.



Areas most important to focus on for Perth's future

#1

**Affordable
place
to live**

48

p.p. gap

#2

**Safe
place
to live**

34

p.p. gap

#3

**Willing to
evolve and
change**

29

p.p. gap

#4

**Equal
access to
opportunities**

28

p.p. gap

#5

**Access to
effective
public
transport**

28

p.p. gap

#6

**Strong
economy**

28

p.p. gap

#7

**The right
mix of
density**

27

p.p. gap

Q10. Now thinking of the future, how important do you think each of the following values and characteristics are to Perth's future success and prosperity? (Top 3 Box)

Base: Perth residents 2024: n=600

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Key takeaways from this section

1

Awareness of Perth's projected population growth is low and even less think the city is prepared for it. Younger generations express slightly more optimism about how prepared the city is to grow and that population growth will improve the city, while older generations firmly hold the opposite opinion.

2

Gen Z's distinct priorities, such as environmental stewardship, economic diversification, and societal change, present an opportunity for Perth to reimagine its future and harness the energy and innovation of its youngest adult generation to drive transformative progress.

3

Addressing the affordability gap and ensuring equal access to opportunities emerge as critical priorities for Perth's future prosperity, requiring policymakers and industry leaders to focus on strategies that promote inclusive growth and social cohesion.

4

Younger generations think Perth is more on track to be ready for 2050 than their older counterparts. While a positive finding, policy makers and business leaders should engage with this group to ensure that policies put into place now are designed with the future in mind.

KEY FINDINGS AND WHERE TO FROM HERE

06

Key Findings

1

Affordability in terms of cost of living and housing dominate the issues landscape.

Policymakers and business leaders will need to enact legislation and policies that aim to improve this before it begins to impact on the city's liveability and drives away young people.

2

Young residents, especially Gen Z, are Perth's economic future. They are more entrepreneurial and desire a more inclusive and equitable society with a large focus on the environment.

Leveraging their enthusiasm to tackle tough problems like climate change will be an economic driver for the city and give it an opportunity to diversify its economy.

3

Generationally, older and younger residents tell a story of two cities. For older residents things are on the decline, while younger residents see Perth as a city on the rise. Older generations' opposition appears mostly rooted in an opposition to the speed of change the city is going through.

When implementing the policies necessary for Perth to continue growing and thriving, policy makers will need to balance the interest of both groups.

Advocacy Opportunities



Youth Forum for
Perth 2050



Action to address
housing



Push to update
retail trading hours



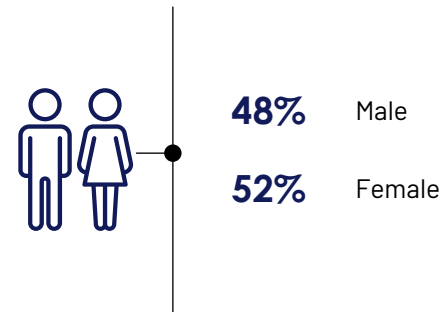
Foster start up
culture
(incubators,
mentorship
programs etc)

DEMOGRAPHICS

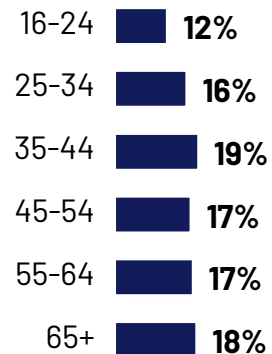
08

RESPONDENT DEMOGRAPHICS

GENDER

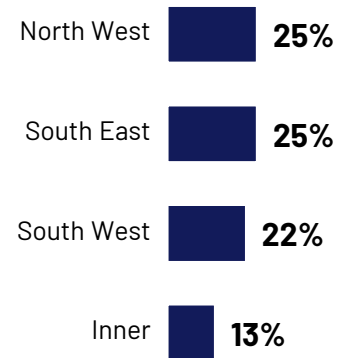


AGE

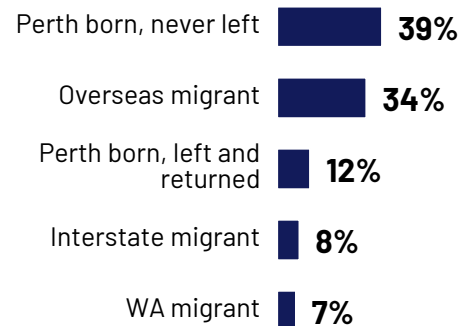


Average age: **46.1**

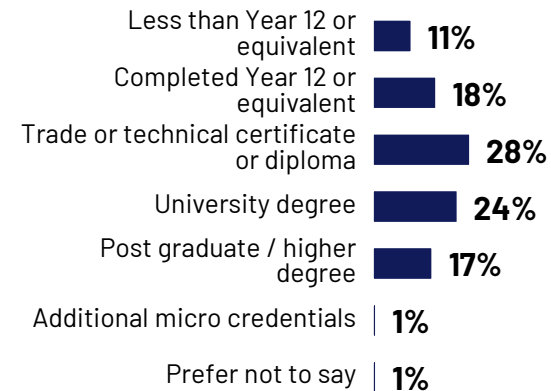
REGION



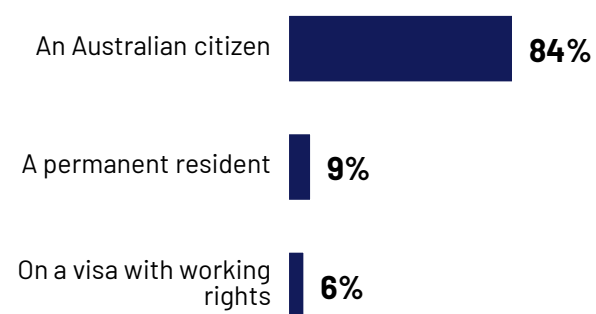
MIGRANT STATUS



EDUCATION

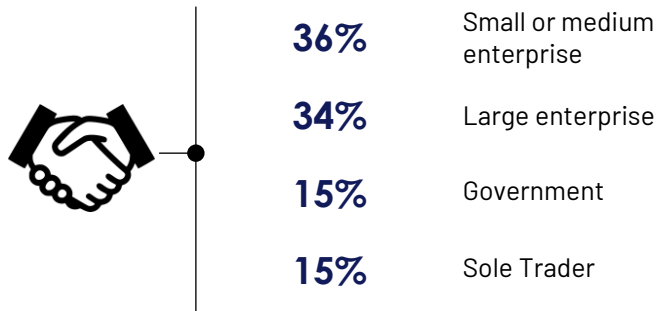


CITIZENSHIP STATUS

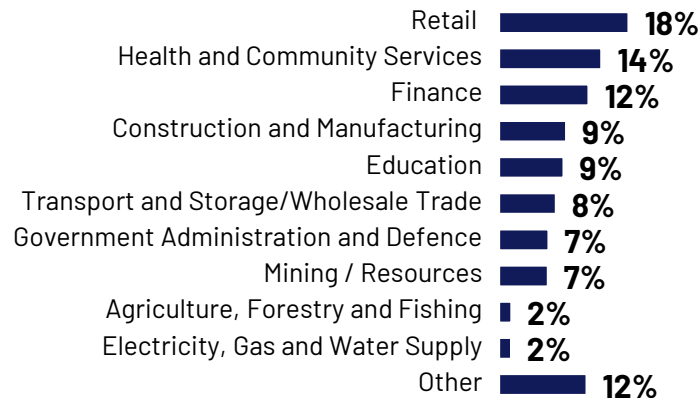


RESPONDENT DEMOGRAPHICS

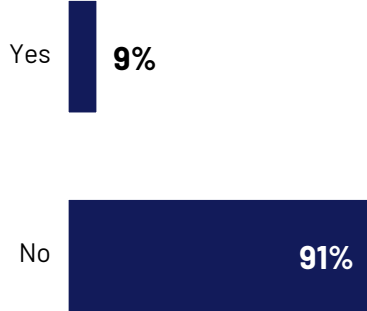
BUSINESS TYPE



INDUSTRY



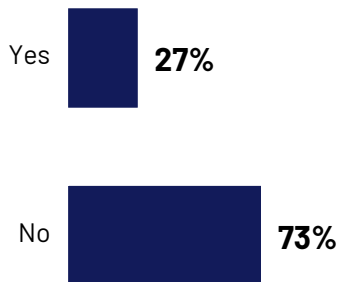
FIFO



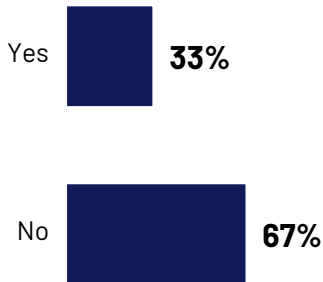
BUSINESS REACH



NATIONAL DECISION MAKER

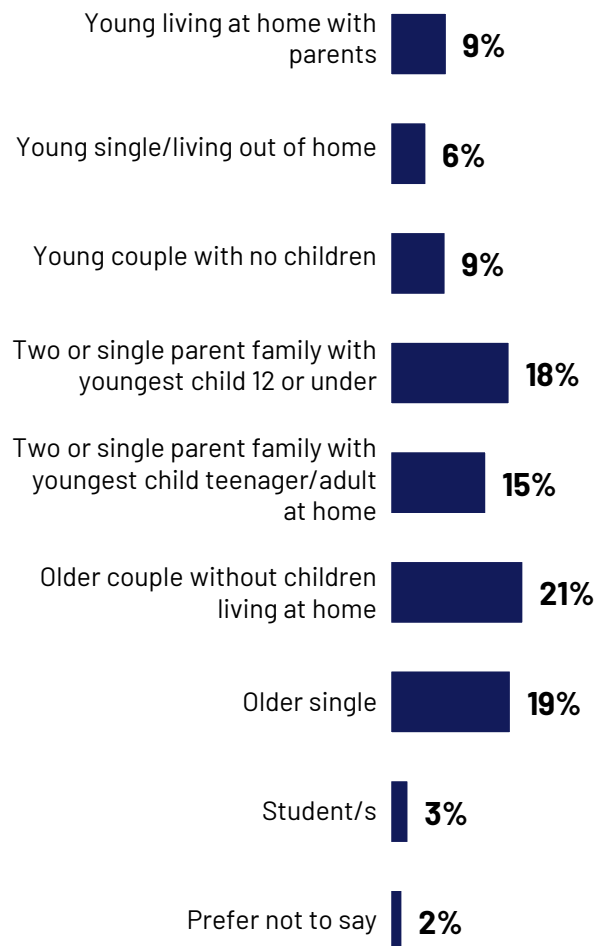


INTERNATIONAL DECISION MAKER

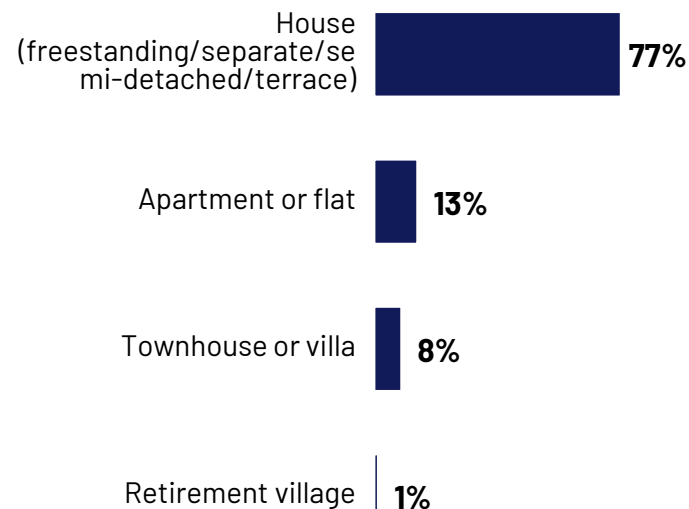


RESPONDENT DEMOGRAPHICS

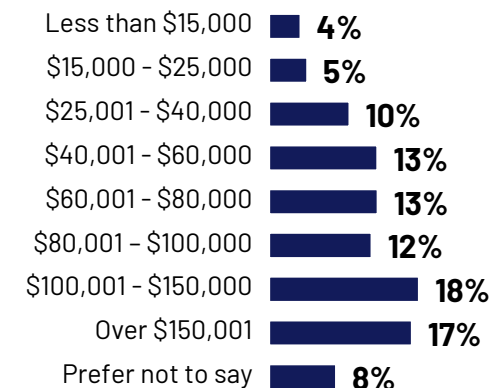
HOUSEHOLD



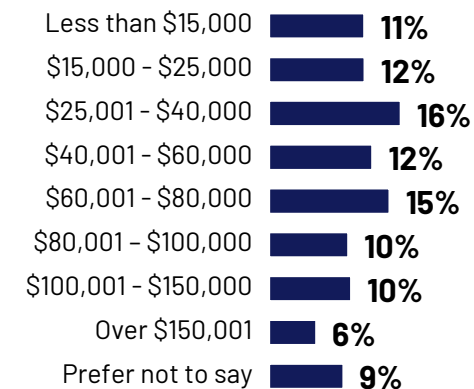
HOME TYPE



HOUSEHOLD INCOME



PERSONAL INCOME



THANK YOU.

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