

# Melbourne's COVID-19 Sentiment Tracker : November 2020



CITY OF MELBOURNE

## Introduction

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The purpose of this tracking report is to provide a regular monthly snapshot of the COVID-19 sentiment for Melbourne, and to see how our city is performing over time.

The data used in this report is obtained by analysing millions of online conversations from around the world through multiple online sources including social media, review websites and news outlets, that reference Melbourne and are further refined to understand how people feel about Melbourne from a crisis management perspective.

Conversations are categorised through six COVID-19 categories and 21 individual sub-categories (labelled COVID-19 assets).

Please note that the data included in this report relates to Melbourne as identified by visitors and online users, and as such does not necessarily correspond to the City of Melbourne boundaries.

**Source:** COVID-19 Crisis Index, TSI LIVE, Destination Think!. Data current as of 14 December 2020.

## Executive Summary

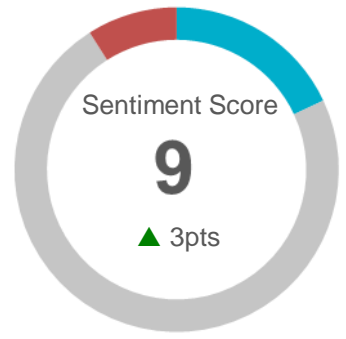
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- ☑ **Melbourne's COVID-19 sentiment score has continued to grow positively since June and is now at the highest point this year.**  
Melbourne has performed strongly this month and continued to trend upwards since June, reaching its highest level this year.
- ☑ **Melbourne is performing on par with the comparative cities and at an average level globally.**  
Melbourne's performance this month is at a similar level to the comparative city set (Sydney, Vancouver, Auckland, Singapore and San Francisco).
- ☑ **Retail and Restaurants from a COVID-19 crisis management perspective were highlight performers this month.**  
Retail and Restaurants both increased significantly this month, driving them up as Melbourne's top performing key COVID-19 assets.
- ☑ **Victorian's perception of Melbourne from a COVID-19 perspective has increased positively.**  
Victorian's sentiment of Melbourne increased by ten points this month indicating that Victorian's perception of Melbourne is growing in a positive direction.

# Melbourne's Performance : November 2020

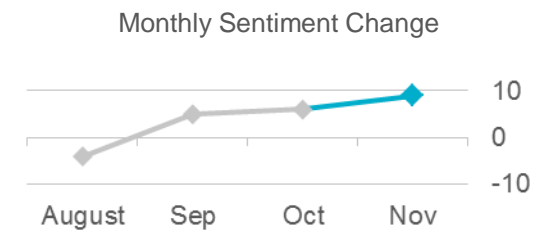
## Key Findings

▲▶▼ = month-to-month change



Positive	18%
Neutral	73%
Negative	9%

### Sentiment



Sentiment has continued to grow positively this month, which is anticipated to continue as the COVID-19 situation in Melbourne improves.

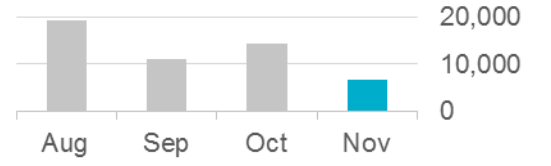
### Conversation Volume

#### Total Conversation Volume

**6,769**

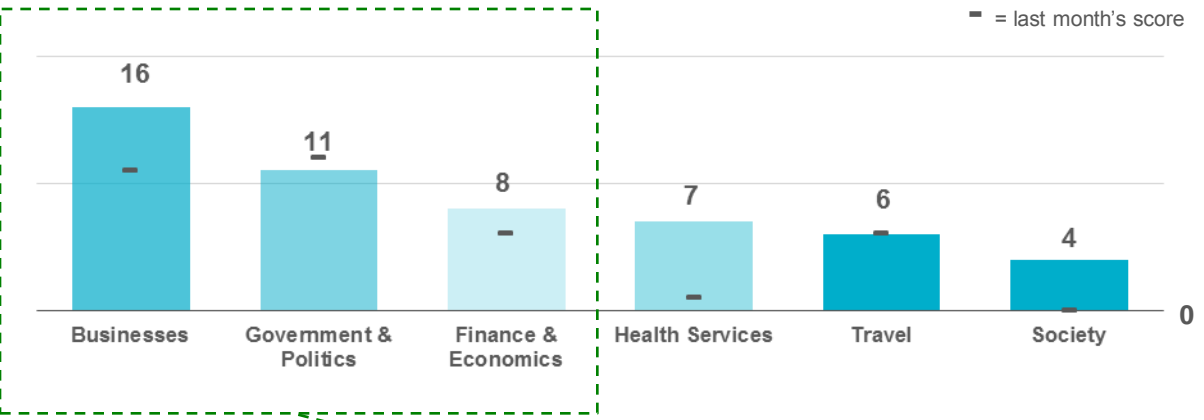
▼ 101%

#### Monthly Volume Change



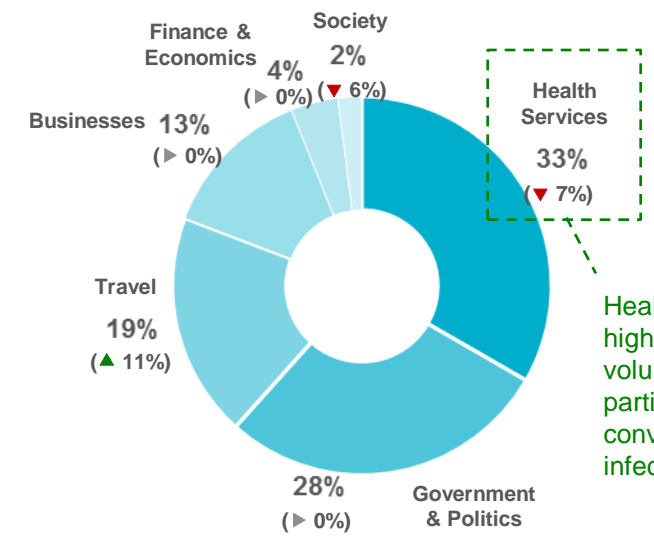
Though a decrease in conversations appears negative, it actually represents a positive sign that there are less conversations about the COVID-19 crisis.

#### COVID-19 Categories (Sentiment)



The positive response to regulations and the crisis management of the dining and entertainment sectors helped drive these top 3 categories.

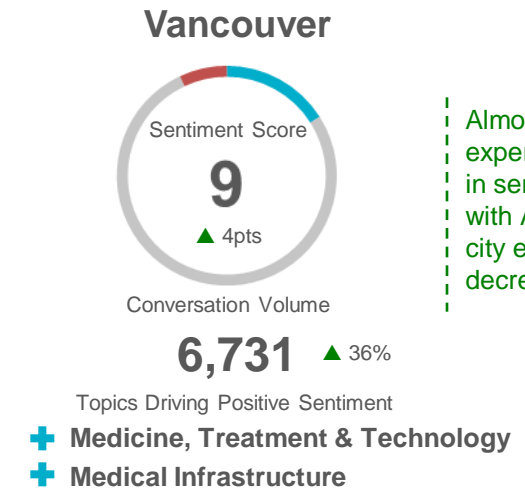
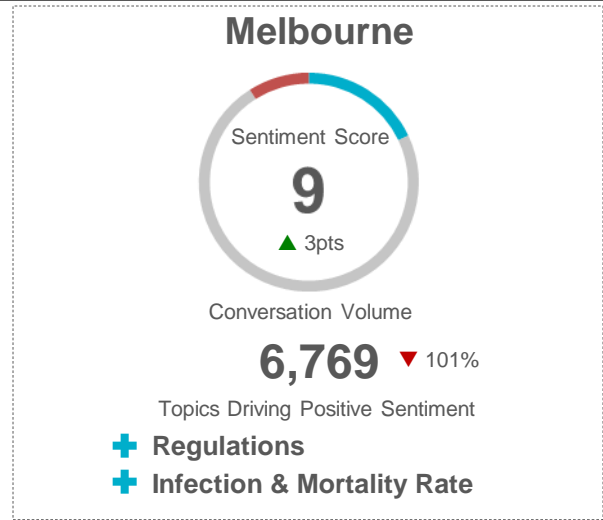
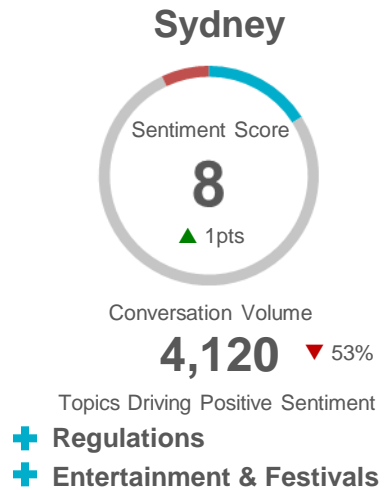
#### COVID-19 Categories (Volume)



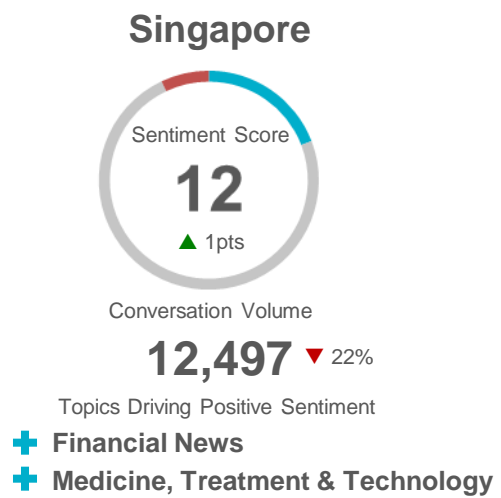
Health Services had the highest conversation volume, driven particularly by conversations around infection rate.

## Comparative City Analysis

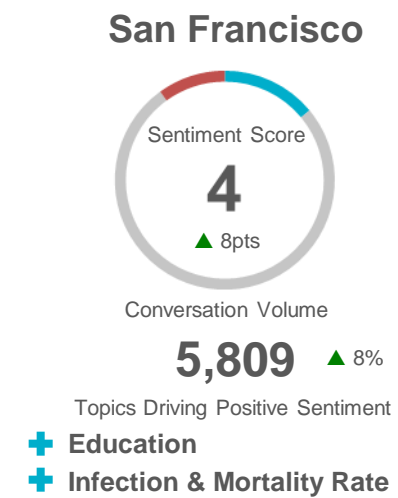
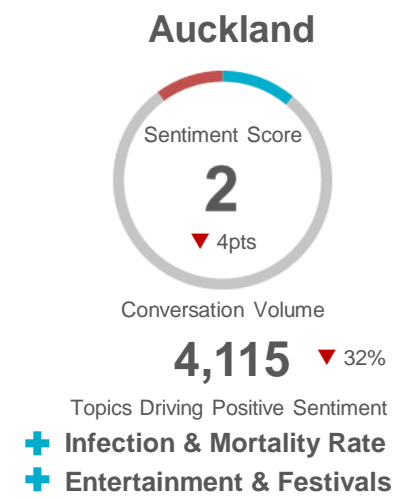
▲▶▼ = month-to-month change



Almost all cities experienced a growth in sentiment scores, with Auckland the only city experiencing a decrease.



Singapore continued to perform strongly this month with the highest sentiment score across the comparative city set.



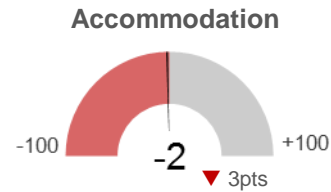


# Melbourne's Performance : November 2020

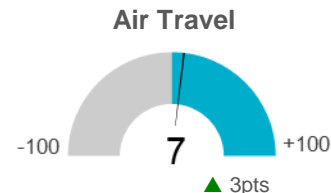
## Key COVID-19 Assets

▲▶▼ = month-to-month change

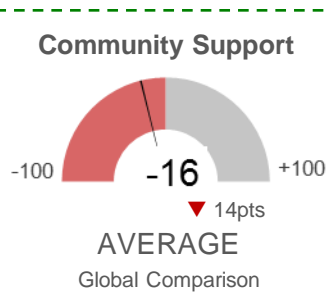
Melbourne's key COVID-19 related assets are recorded to show the overall sentiment score, the change since last month and where they sit on the global comparative scale (high, average or low).



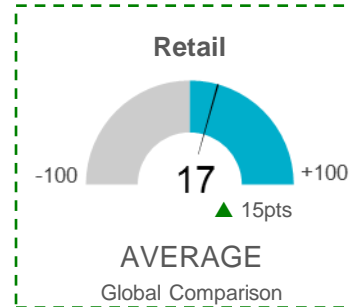
AVERAGE  
Global Comparison



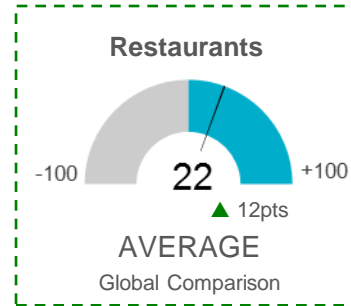
AVERAGE  
Global Comparison



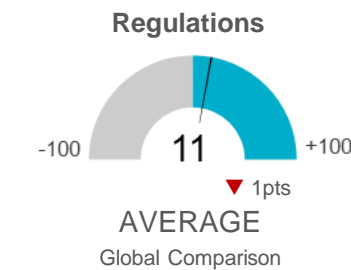
AVERAGE  
Global Comparison



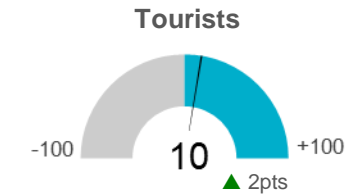
AVERAGE  
Global Comparison



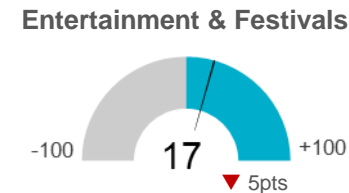
AVERAGE  
Global Comparison



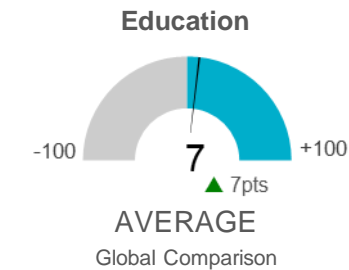
AVERAGE  
Global Comparison



AVERAGE  
Global Comparison



AVERAGE  
Global Comparison



AVERAGE  
Global Comparison

Despite experiencing a decrease in overall sentiment, Community Support remains at an average level globally.

Retail and Restaurants from a crisis management perspective both experienced strong growth this month, making them Melbourne's best performing key COVID-19 assets. This is possibly a result of the reopening of dining and shopping services.

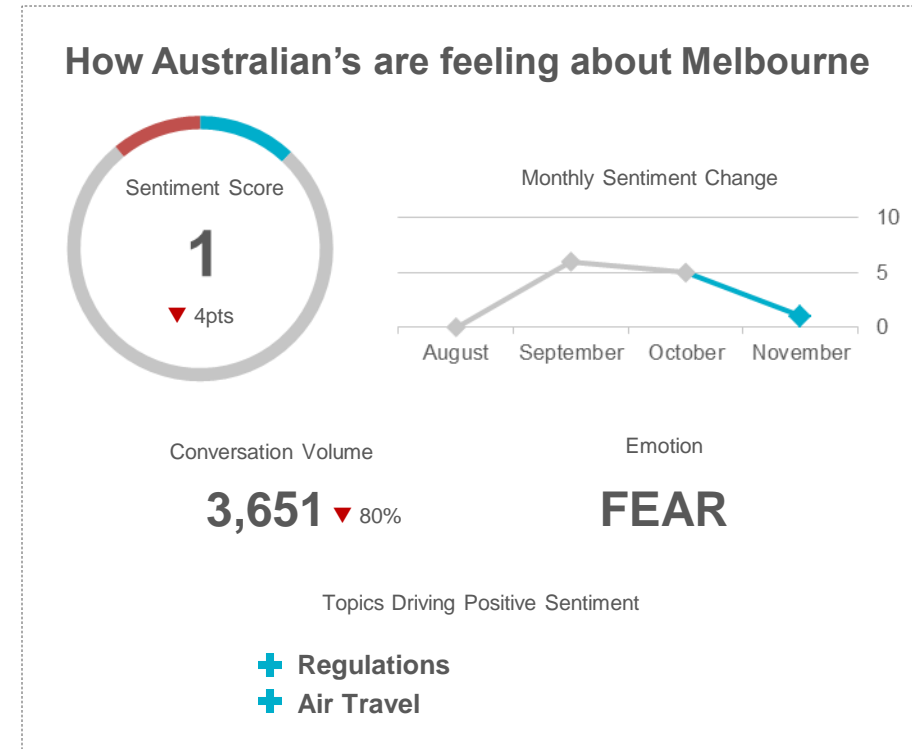
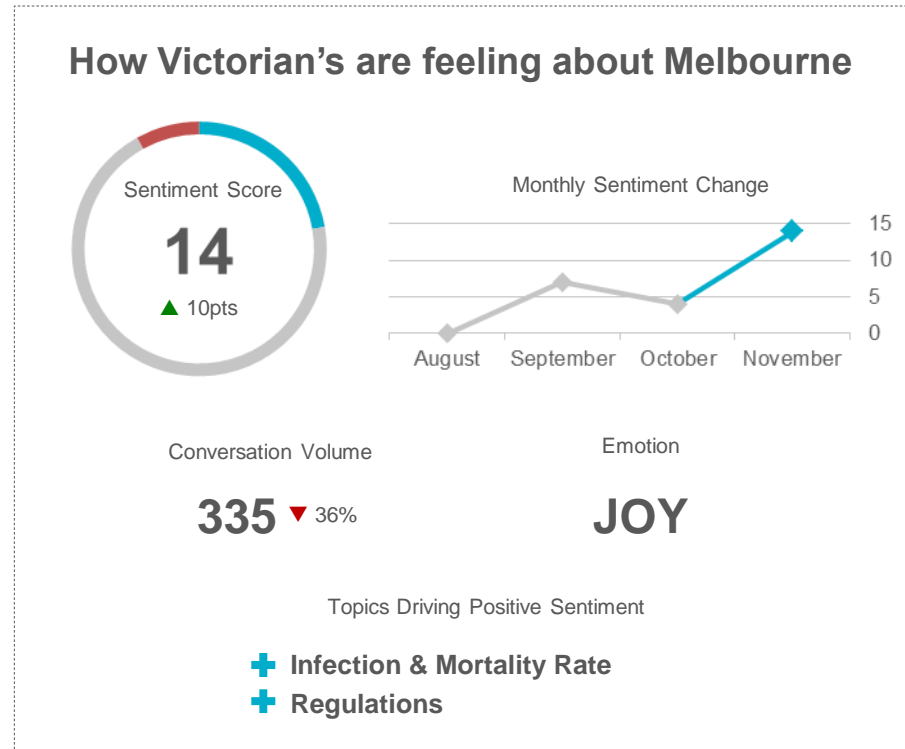
# Melbourne's Performance : November 2020

## Key Origin Analysis

▲▶▼ = month-to-month change

By filtering down to conversation origin (location where the person engaged online) we are able to observe how people from specific origins feel about Melbourne from a crisis management perspective.

With international visitation to Melbourne extremely limited due to COVID-19, tracking the COVID-19 sentiment of Melbourne from Victorian and Australian markets will be key.



Victorian's perception of Melbourne increased significantly this month, up ten points since October.



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