



Holdfast Bay, Australia

Community Survey

January - April 2026

Powered by  Zencity



Survey Methodology

The current cycle of the web-based Community Survey collected survey data between January - April 2026. Respondents were digitally recruited (e.g., over social media, mobile apps, websites, and survey panels). These ads are targeted to residents, and responses are only included in the data when a local valid postcode is provided.

Respondents who self-reported being under 18, who declined to provide any demographic information, or those who provided an invalid zipcode are excluded from the results.

461 valid respondents participated in the web-based Community Survey during this cycle.

Representation

Zencity ensures broad demographic representation in several ways:

Before data collection, Zencity employs national statistical data to establish response targets. These targets are defined based on race/ethnicity, age, and gender.

During data collection, we track the demographic composition of the survey responses in real time, comparing them to the predetermined targets. We fine-tune our distribution and advertising strategies as needed to target all demographic groups.

After data collection, Zencity employs an industry-standard statistical technique called rake weighting. This assigns a unique weight to each respondent based on their demographic characteristics. This method ensures that the distribution of these characteristics in the final weighted sample aligns with the community's overall demographics.

Sample Composition

461 valid respondents

Key

-  **Unweighted demographics** - What we collected, without adjustments
-  **Weighted demographics** - Our sample, adjusted to be representative of the population
-  **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.



Overall Quality of Life

Residents' quality of life is a key metric for local government leaders. Here, we present how Holdfast Bay, Australia residents are feeling about their quality of life, looking at how this changes by demographic group and geography.

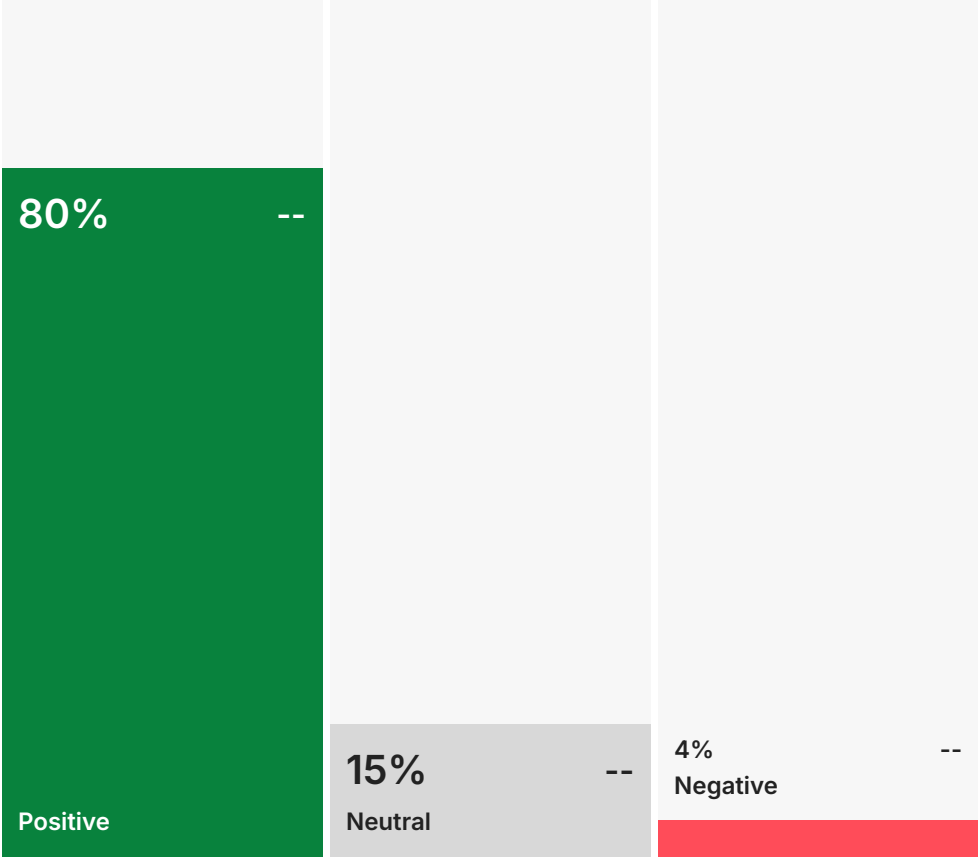
We will show the percent of valid respondents who reported either a 4 or a 5 on the 1-5 scale, weighted by age, gender, and race/ethnicity (see page 3 for details).

Scores will be shown only for groups (e.g., for a geographic area or for a demographic group) with at least 30 responses. For groups between 30 and 49 respondents, we highlight the small sample size using an (!). Use these scores with caution.

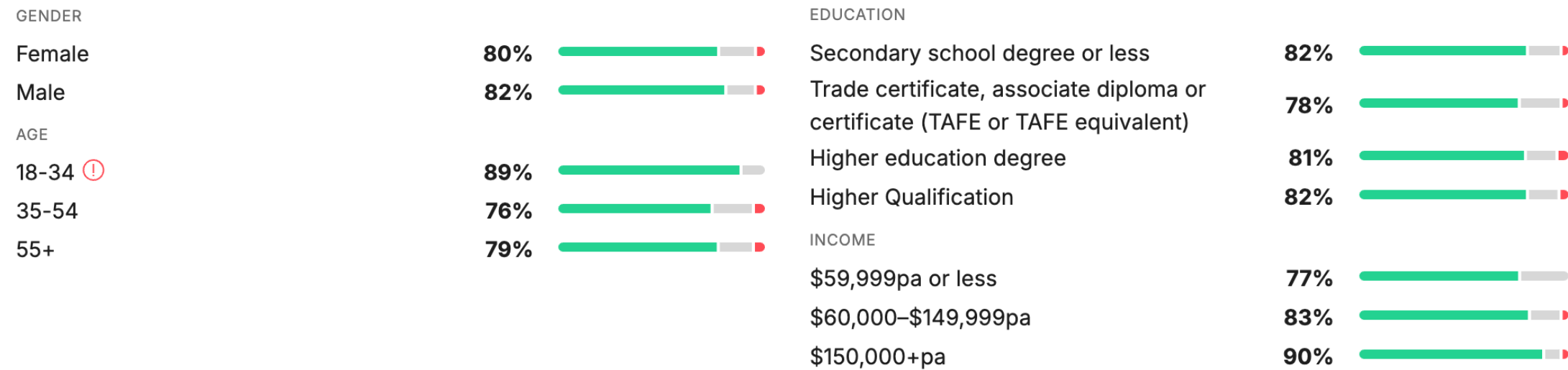
How is the overall quality of life in Holdfast Bay, Australia?

80%

of 461 surveyed residents are
satisfied with the overall
quality of life in Holdfast Bay,
Australia



How is the overall quality of life in Holdfast Bay, Australia? | Demographic Breakdown



Other measures of satisfaction with life in Holdfast Bay, Australia

How likely are you to recommend
Holdfast Bay as a place to live?

80%

Neutral

12%

Negative

8%

How likely are you to be living in
Holdfast Bay 5 years from now?

75%

Neutral

15%

Negative

10%

Community Characteristics

Respondents were asked to rate how satisfied they were with a range of community characteristics on a scale from 1 (Poor) to 5 (Excellent).

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Quality of parks, reserves and playspaces	73%	16%	11%	--	--
Quality of beaches and coastal areas	72%	17%	11%	--	--
Your sense of overall safety	70%	18%	12%	--	--
I can easily get to places I want to go (shops, services, open space, activities)	69%	19%	12%	--	--
Quality of sporting and recreational spaces and facilities	68%	22%	9%	--	--
Acceptance of residents of all backgrounds	67%	24%	9%	--	--
Quality of waste and recycling services	63%	22%	14%	--	--
Sense of community among residents	60%	26%	14%	--	--

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE
- NON-SUBSTANTIATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

■ NOTEWORTHY

■ SOMEWHAT NOTEWORTHY

-- NO DATA FOR PREVIOUS CYCLE

The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.

COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY POSITIVE NEUTRAL NEGATIVE NON-SUBSTANTIATIVE ↓ ↑ CHANGE IN POSITIVE SCORE ↓ ↑ CHANGE IN NEGATIVE SCORE NOTEWORTHY SOMEWHAT NOTEWORTHY -- NO DATA FOR PREVIOUS CYCLE The 'Change' column shows percentage point changes from the previous cycle. Questions with changes above 5% are highlighted.
Quality of community centres' and libraries' facilities, programs and services	60% 25% 15%	-- --	
Overall cleanliness and maintenance of the council area	60% 24% 16%	-- --	
Availability and access to a variety of art and cultural events	58% 32% 10%	-- --	
Overall quality of services provided by the City of Holdfast Bay	54% 28% 18%	-- --	
Quality of public toilet facilities	48% 31% 21%	-- --	
Ability for residents to give input to the Holdfast Bay council decision-making	29% 29% 42%	-- --	

Priority Matrix

The Priority Matrix helps prioritize community characteristics by plotting them based on resident satisfaction and their impact on quality of life.

X-axis (Satisfaction): How residents rated each community characteristic.

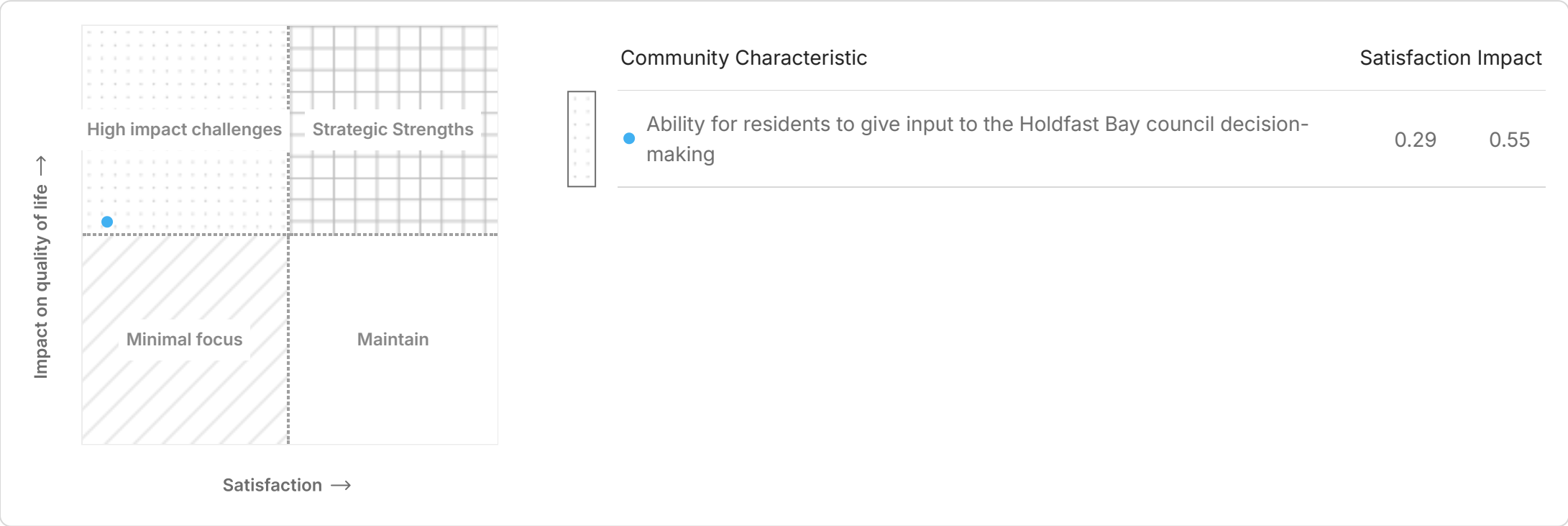
Y-axis (Impact on quality of life): How strongly each characteristic predicts overall quality of life (calculated using statistical analysis, not direct resident input).

The matrix divides all community characteristics into quadrants using median values for both satisfaction and impact scores, ensuring a balanced distribution across all four categories for strategic prioritization purposes.

Learn more [HERE](#)

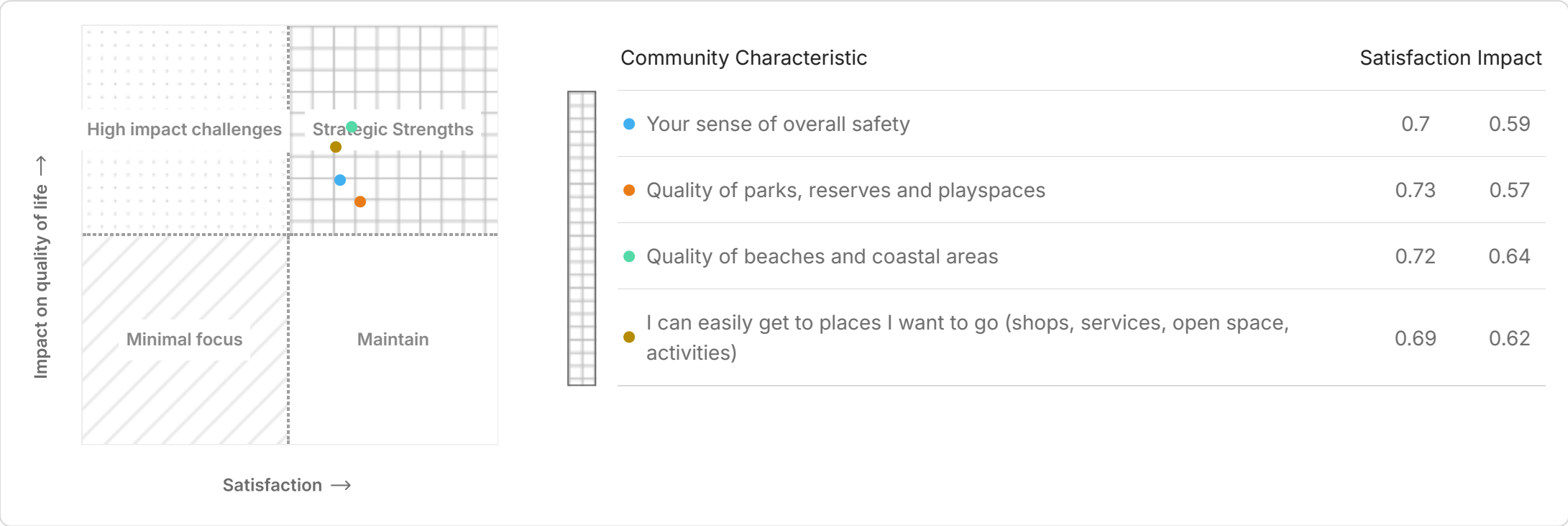
High Impact Challenges (Low satisfaction, High impact)

These are lower satisfaction areas that significantly affect residents' lives and community well-being; as such, they are high-impact challenges that should be prioritized.



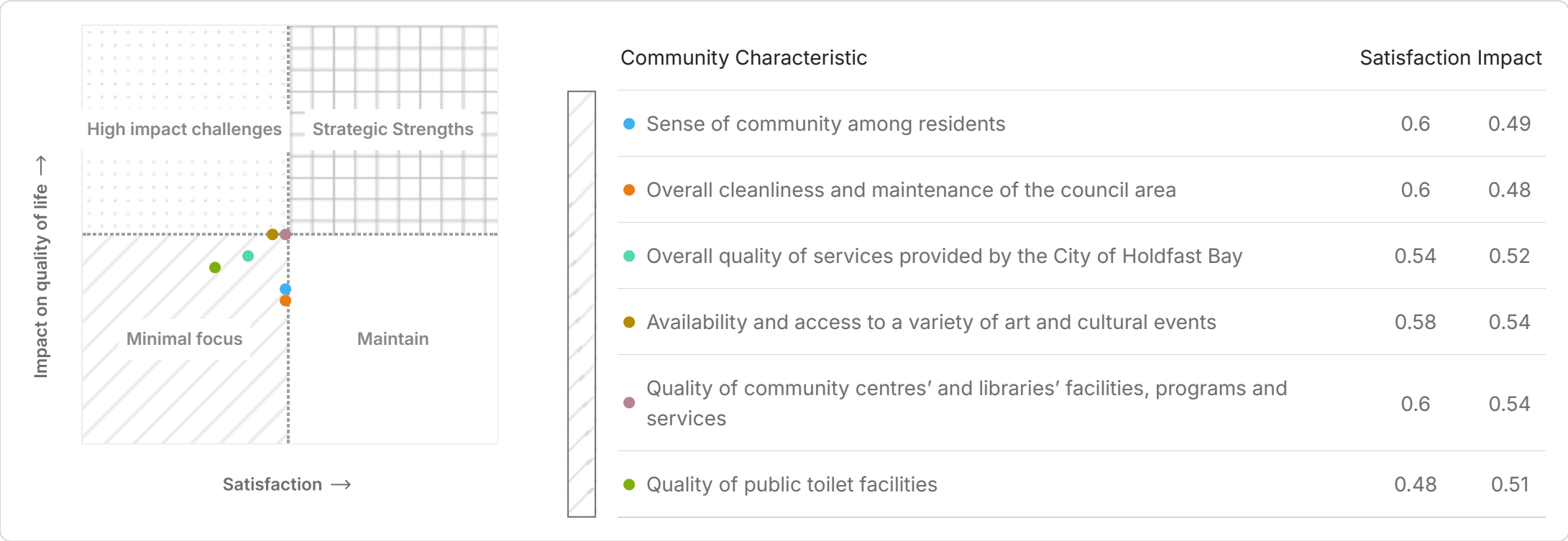
Strategic Strengths (High satisfaction, High impact)

These are characteristics that residents value highly and are satisfied with. Maintain or leverage these as community strengths.



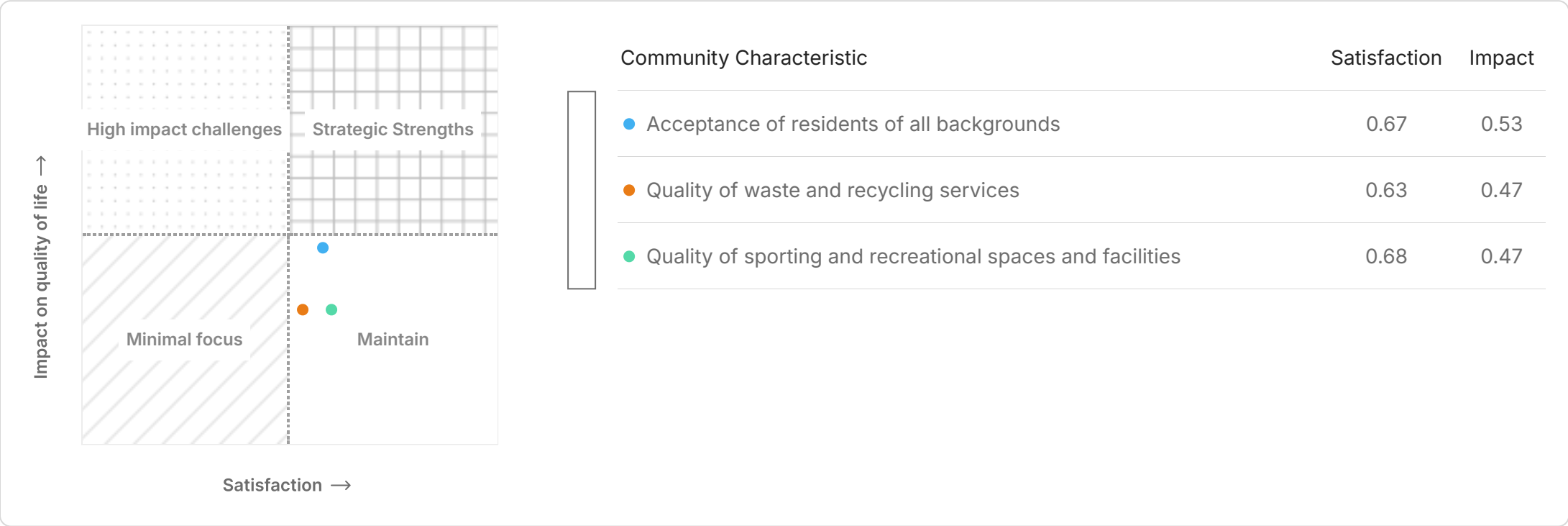
Minimal Focus (Low satisfaction, Low impact)

These are lower satisfaction areas that do not strongly influence quality of life, suggesting a lower priority for investment unless specific strategic goals apply.



Maintain (High satisfaction, Low impact)

These are well-regarded characteristics with a smaller influence on the overall quality of life. While they can be maintained efficiently, they may warrant attention if they align with specific strategic goals.



Focus Areas

The next pages highlight community characteristics of interest and provide insights into these characteristics, along with breakdowns by relevant groups for further analysis.

These insights are designed to support targeted strategic planning and deeper analysis. Where applicable, follow-up questions were included, focusing on responses that highlighted challenges (e.g., low ratings).

Follow-up questions in Zencity surveys gather detailed feedback, clarify responses, or provide context triggered by prior answers to help address issues or improve services.

Quality of beaches and coastal areas

72%

Neutral
17%

Negative
11%

GENDER

Female 72% 

Male 75% 

AGE

18-34  89% 

35-54 67% 

55+ 69% 

INCOME

\$59,999pa or less 79% 

\$60,000–\$149,999pa 74% 

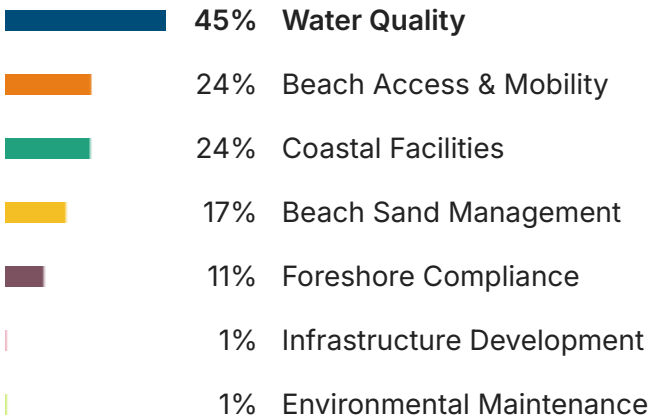
\$150,000+pa 87% 

BETA

Question:
What is the most important thing you think Holdfast Bay can do to improve beaches and the coast?

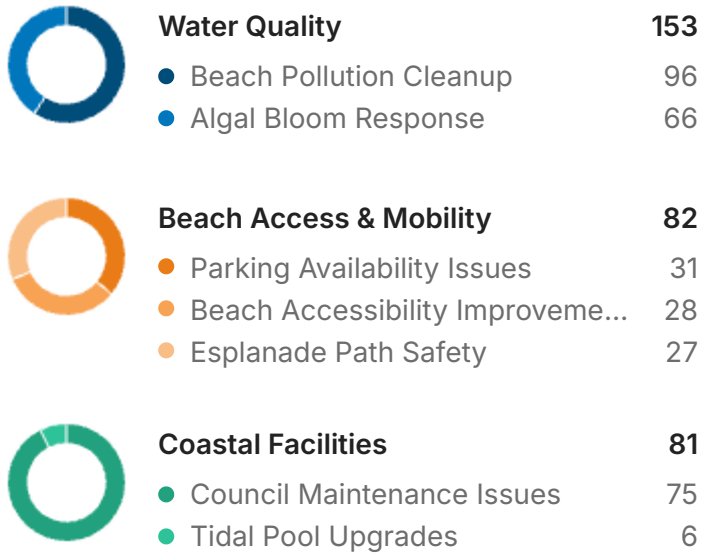
Most Common Topics

338 labeled responses out of 388



Top 3 Topics Breakdown

Number of responses by leading subtopic



Quality of community centres' and libraries' facilities, programs and services

60%

Neutral

25%

Negative

15%

AGE

18-34 ⓘ

67%

35-54

51%

55+

62%

GENDER

Female

63%

Male

60%

EDUCATION

Secondary school degree or less

75%

Trade certificate, associate diploma or certificate (TAFE or TAFE equivalent)

64%

Higher education degree

50%

Higher Qualification

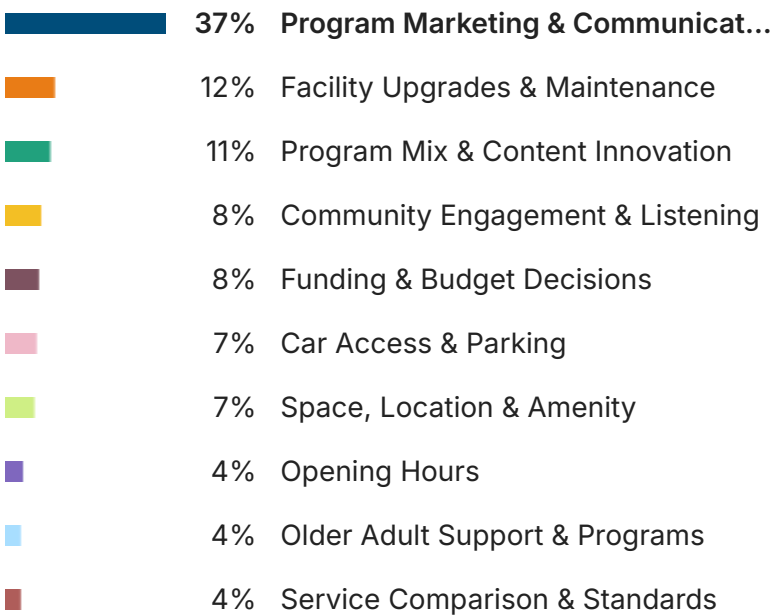
53%

BETA

Question:
What is the most important thing you think Holdfast Bay can do to improve community centres' and libraries' programs and services?

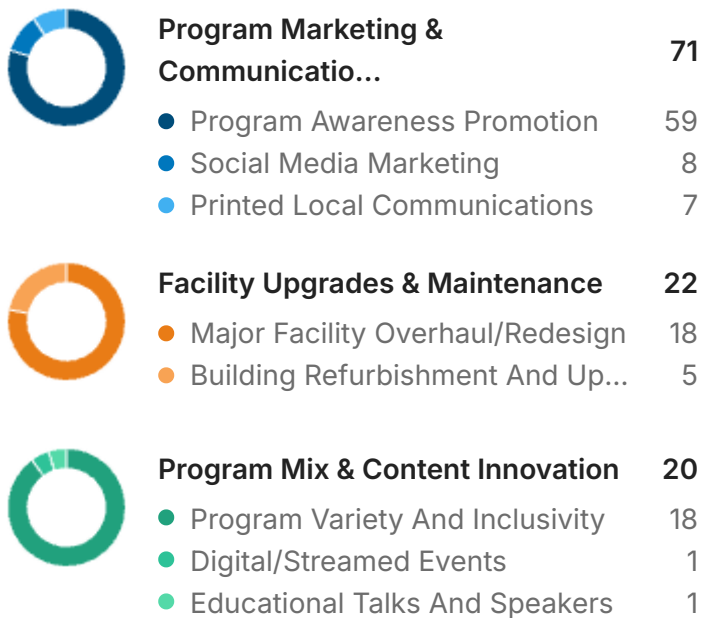
Most Common Topics

190 labeled responses out of 306



Top 3 Topics Breakdown

Number of responses by leading subtopic



Quality of parks, reserves and playspaces

73%

Neutral
16%

Negative
11%

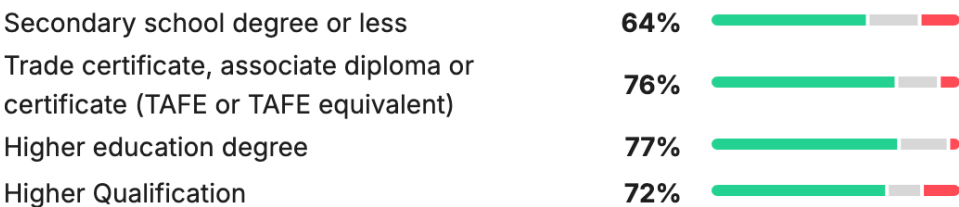
AGE



GENDER



EDUCATION

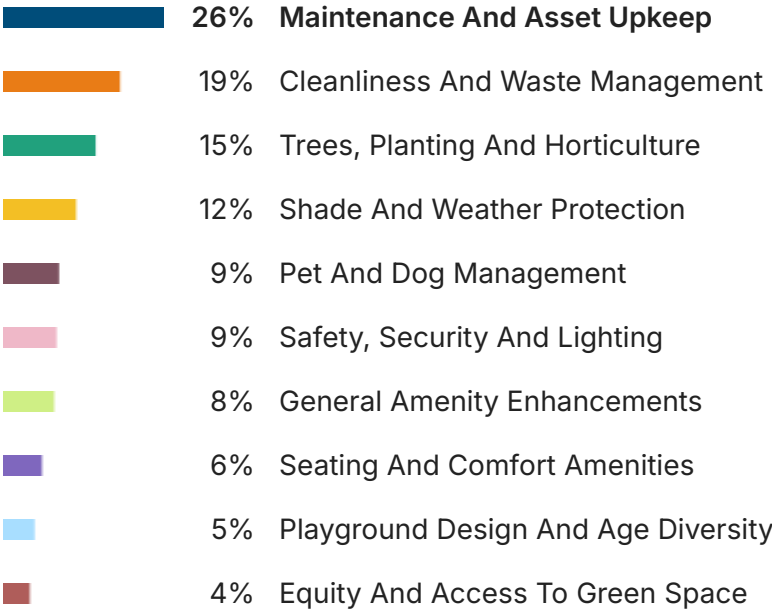


BETA

Question:
What is the most important thing you think Holdfast Bay can do to improve parks, reserves, and playspaces?

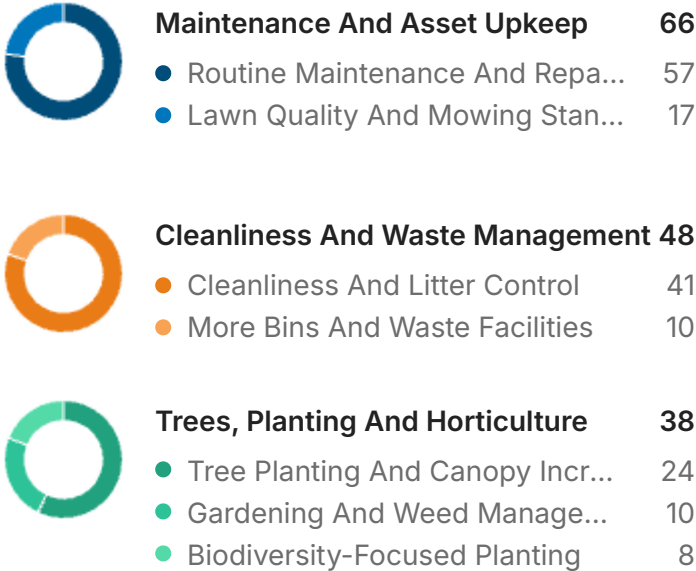
Most Common Topics

258 labeled responses out of 330



Top 3 Topics Breakdown

Number of responses by leading subtopic



Free-Text Responses

Respondents were asked open-ended questions about what the Holdfast Bay, Australia government does well and how Holdfast Bay, Australia could improve its services.

This section presents the main themes from both questions. Using our proprietary AI algorithm, responses are analyzed and categorized into

unique topics and subtopics for Holdfast Bay, Australia, with multiple labels assigned to responses when relevant.

To ensure comprehensive information, responses that have been flagged as invalid (e.g., under 18, missing demographic data, or invalid zip codes

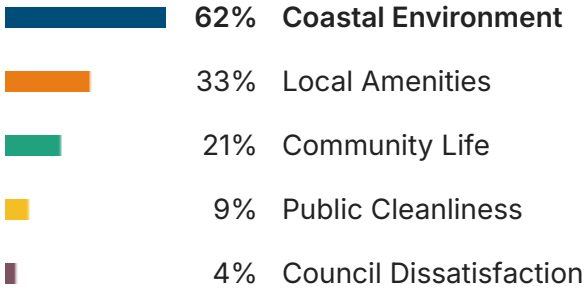
but claiming residency in Holdfast Bay, Australia), as well as responses collected through self-distribution efforts, are analyzed in the free-text responses but excluded from the quantitative results.

BETA

Question:
What is your favorite thing about living in Holdfast Bay, Australia?

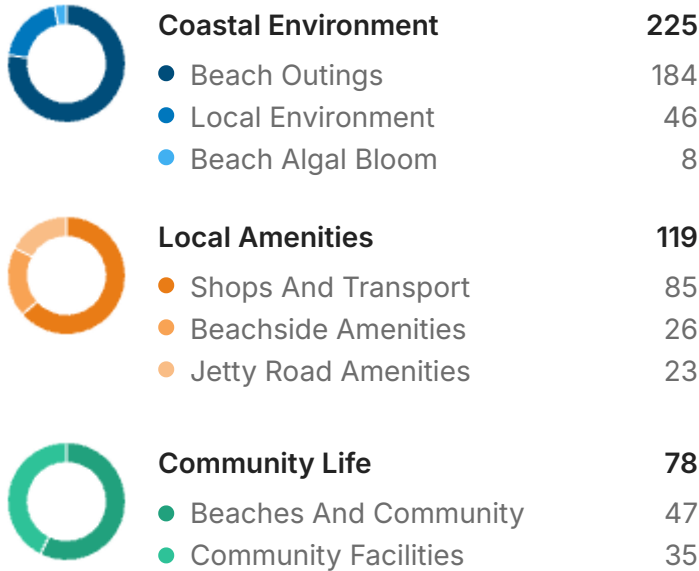
Most Common Topics

365 labeled responses out of 389



Top 3 Topics Breakdown

Number of responses by leading subtopic

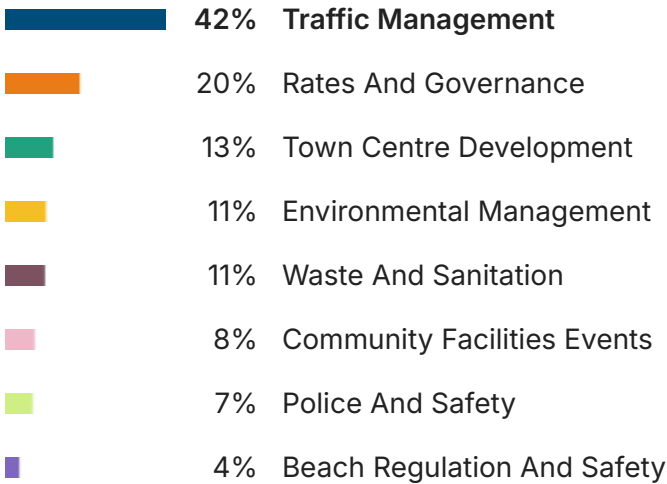


BETA

Question:
**What is the thing you
would most want to
change about life in
Holdfast Bay, Australia?**

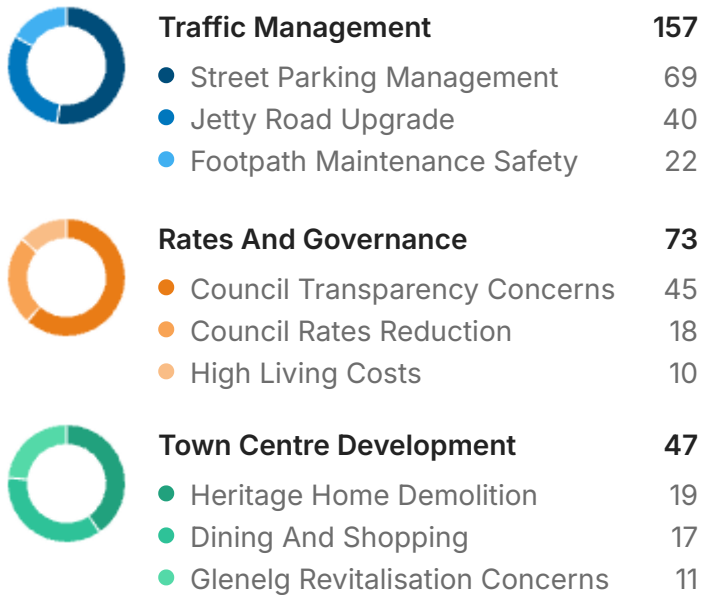
Most Common Topics

371 labeled responses out of 416



Top 3 Topics Breakdown

Number of responses by leading subtopic



Rotating Survey Section

The rotating survey section focuses on areas of interest each cycle and can be updated as new areas of interest emerge.

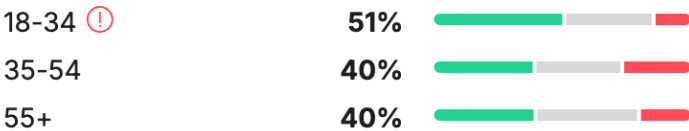
Quality of roads and kerbs

42%

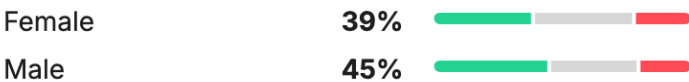
Neutral
36%

Negative
22%

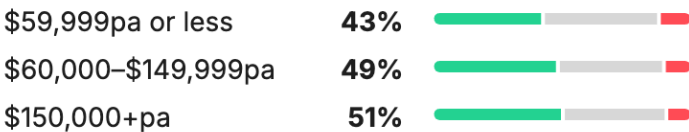
AGE



GENDER



INCOME



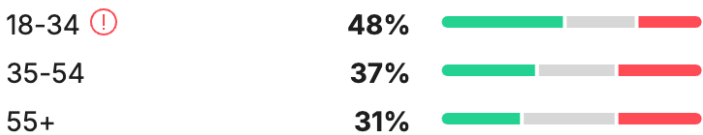
Quality of footpaths

36%

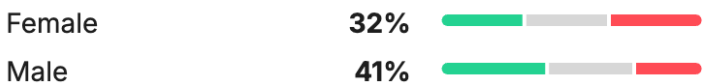
Neutral
32%

Negative
31%

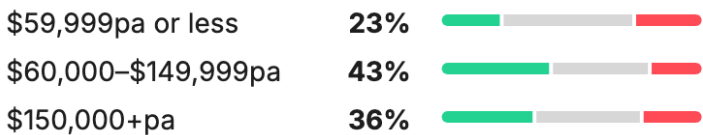
AGE



GENDER



INCOME



Quality of cycle networks

41%

Neutral

36%

Negative

23%

AGE

35-54

38% 

55+

47% 

GENDER

Female

37% 

Male

46% 

EDUCATION

Secondary school degree or less ⓘ

51% 

Trade certificate, associate diploma or certificate (TAFE or TAFE equivalent)

43% 

Higher education degree

40% 

Higher Qualification

29% 

Quality of stormwater and drainage

38%



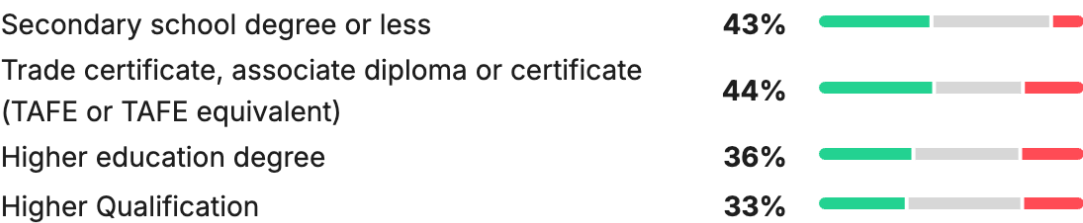
AGE



GENDER



EDUCATION



Quality of native vegetation

44%

Neutral
34%

Negative
22%

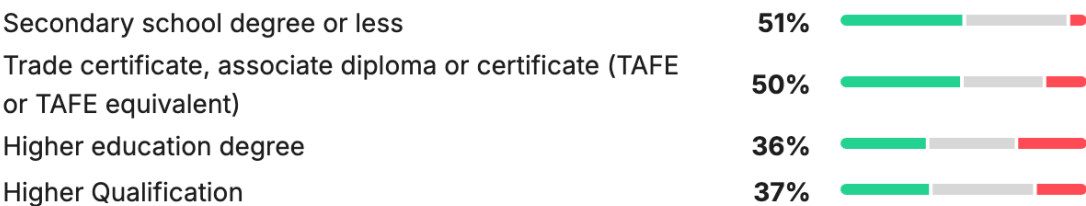
AGE



GENDER



EDUCATION



The Questionnaire

Questions	Choices
How is your overall quality of life in Holdfast Bay? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Holdfast Bay as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Holdfast Bay 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)
Quality of beaches and coastal areas *	1 - 5 Scale (Poor - Excellent)
What is the most important thing you think Holdfast Bay can do to improve beaches and the coast?	Open Ended
Availability and access to a variety of art and cultural events	1 - 5 Scale (Poor - Excellent)
I can easily get to places I want to go (shops, services, open space, activities)	1 - 5 Scale (Poor - Excellent)
Your sense of overall safety	1 - 5 Scale (Poor - Excellent)
Sense of community among residents	1 - 5 Scale

Questions	Choices
	(Poor - Excellent)
Acceptance of residents of all backgrounds	1 - 5 Scale (Poor - Excellent)
Ability for residents to give input to the Holdfast Bay council decision-making	1 - 5 Scale (Poor - Excellent)
Quality of community centres' and libraries' facilities, programs and services *	1 - 5 Scale (Poor - Excellent)
What is the most important thing you think Holdfast Bay can do to improve community centres' and libraries' programs and services?	Open Ended
Quality of sporting and recreational spaces and facilities	1 - 5 Scale (Poor - Excellent)
Quality of parks, reserves and playspaces *	1 - 5 Scale (Poor - Excellent)
What is the most important thing you think Holdfast Bay can do to improve parks, reserves, and playspaces?	Open Ended

Questions	Choices
Quality of public toilet facilities	1 - 5 Scale (Poor - Excellent)
Quality of waste and recycling services	1 - 5 Scale (Poor - Excellent)
Overall cleanliness and maintenance of the council area	1 - 5 Scale (Poor - Excellent)
Overall quality of services provided by the City of Holdfast Bay	1 - 5 Scale (Poor - Excellent)
What is your favorite thing about living in Holdfast Bay?	Open Ended
What is the thing you would most want to change about life in Holdfast Bay?	Open Ended
Quality of roads and kerbs	1 - 5 Scale (Poor - Excellent)
Quality of footpaths	1 - 5 Scale (Poor - Excellent)
Quality of cycle networks	1 - 5 Scale (Poor - Excellent)

Questions	Choices
Quality of stormwater and drainage	1 - 5 Scale (Poor - Excellent)
Quality of native vegetation	1 - 5 Scale (Poor - Excellent)
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Non-binary sex / Prefer not to say
Are you of Aboriginal or Torres Strait Islander origin? *	No / Yes, Aboriginal / Yes, Torres Strait Islander / Prefer not to say
Do you identify as a person with a disability? *	No / Yes / Prefer not to say
In which country were you born? *	Australia / England / India / Scotland / New Zealand / South Africa / Germany / China / Brazil / USA / Prefer not to say / Other
What is your home postcode? *	Zip Code
What is the highest level of school you have completed or the highest qualification you have received? *	Primary school / Secondary school / Trade certificate / Associate diploma / Certificate (TAFE or TAFE equivalent) / Bachelor degree / Higher Qualification / Prefer not to say
Which of these groups best describes your household? *	Single: living alone or sharing accommodation (under 40 years) / Young couple: married or living together with no children / Young family: couple or single parent with most children under 6 years / Middle family: couple or single parent with most children 6-15 years / Mature family: couple or single parent with most children over 15 years and at least one still

Questions	Choices
	living at home / Mature couple or single: couple or single in middle to late age groups with no children in the home
Is your home: *	Owned outright, with a mortgage, or under a shared equity scheme / Rented / Occupied rent free / Prefer not to say
Which languages are spoken in your home? *	English / Greek / Mandarin / Portugese / Catonese / Italian / Spanish / Germany / Prefer not to say / Other
Last week, how would you describe your employment? *	Professional/executive/manager / White collar (office worker, retail, teacher, nurse, etc.) / Blue collar (trades, manufacturing, cleaner, etc.) / Absent on holidays, on paid leave, on strike, or temporarily stood down / Unpaid work in a family business / Home duties / Retired / Other (student, disability pension, carer, etc.) / I did not have a job / Prefer not to say
What is the total of all income you usually receive? *	Less than \$20,000pa / \$20,000-\$39,999pa / \$40,000-\$59,999pa / \$60,000-\$79,999pa / \$80,000-\$99,999pa / \$100,000-\$149,999pa / \$150,000-\$179,999pa / \$180,000+pa / Prefer not to say



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support@zencity.io