

Mt Wellington Cableway & Pinnacle Centre

Local Opinions & Values Survey

Survey Commissioned by Mt Wellington Cableway Company for the people of Greater Hobart

- Total completed: **2219**
- Total terminated: **0**
- Total incomplete: **48**
- Mean time: **15 minutes**
- Median time: **8 minutes**

MESSAGE PRIOR TO COMMENCEMENT:

A new private enterprise in Tasmania is proposing to offer a choice of access and facilities for Mt Wellington.

The eco-tourism development would be entirely funded by the private sector and no changes are sought to alter current forms of access.

A previous survey in 2009 which telephoned 1000 random local households showed clear preference for a visitor centre & cafe at the Pinnacle, (64%) instead of the Springs (23%)

This proposal would increase visitor demand to the pinnacle and therefore includes an alternative, (not a replacement) form of transport to the pinnacle to avoid expansion of carparking at the pinnacle and reduce traffic volume on Pinnacle Road.






An aerial cableway has been identified as the cleanest, safest and most reliable form of alternative transport which doesn't affect the existing road corridor.

The proposal's route is yet to be determined however options exist in South Hobart, West Hobart or Lenah Valley. **A Pinnacle centre could be located below and either to the left, right or replacing the existing observation shelter.**






The pinnacle centre would aim to be unnoticeable from the existing carpark and include public access for all to warm viewing rooms, toilets and interpretation space, as well as a choice of food and beverage offerings. A bushwalker's registration booth and park rangers office could also be included.

Your opinion and values are sought prior to a formal proposal.

Question 1	Given this information, would you support or oppose the inclusion of a cable car on Mt Wellington?	Answers 2219 (100%)	Skips 0 (0%)
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	0% 25% 50% 75%	Total	Percent
Strongly Support		1544	69.58%
Somewhat Support		169	7.62%
Unsure		49	2.21%
Somewhat Oppose		75	3.38%
Strongly Oppose		382	17.21%








Question 2	Given this information, would you support or oppose the inclusion of a Pinnacle Centre on Mt Wellington?	Answers 2095 (94.41%)	Skips 124 (5.59%)
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	0% 25% 50% 75%	Total	Percent
Strongly Support		1417	67.64%
Somewhat Support		252	12.03%
Unsure		72	3.44%
Somewhat Oppose		93	4.44%
Strongly Oppose		261	12.46%




Question 3	What are the key factors in your support or opposition to the proposal?	Answers 2218 (99.95%)	Skips 1 (0.05%)
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	Most Important	Fairly Important	Mid range issue	Less Important	Least Important
Visual Impact of Pinnacle Centre	585 (26.38%)	752 (33.9%)	463 (20.87%)	258 (11.63%)	160 (7.21%)
Visual Impact of Support Pylons	604 (27.23%)	701 (31.61%)	500 (22.54%)	272 (12.26%)	141 (6.36%)
Road must stay open	873 (39.36%)	708 (31.92%)	344 (15.51%)	170 (7.66%)	123 (5.55%)
Ticket Cost for Locals	577 (26.01%)	733 (33.05%)	504 (22.72%)	205 (9.24%)	199 (8.97%)
Environmental Operation (inc. waste management)	812 (36.61%)	837 (37.74%)	378 (17.04%)	118 (5.32%)	73 (3.29%)
No Public Subsidy	416 (18.76%)	425 (19.16%)	749 (33.77%)	355 (16.01%)	273 (12.31%)
Enviromental Impact of Construction	789 (35.57%)	754 (33.99%)	408 (18.39%)	180 (8.12%)	87 (3.92%)
Red tape impeding on proposal viability	558 (25.16%)	484 (21.82%)	516 (23.26%)	258 (11.63%)	402 (18.12%)
Hours of Operation	334 (15.06%)	729 (32.87%)	576 (25.97%)	311 (14.02%)	268 (12.08%)
Family-friendly and All-ability access	883 (39.81%)	755 (34.04%)	332 (14.97%)	133 (6%)	115 (5.18%)
Visual Impact of the route	688 (31.02%)	712 (32.1%)	460 (20.74%)	239 (10.78%)	119 (5.37%)

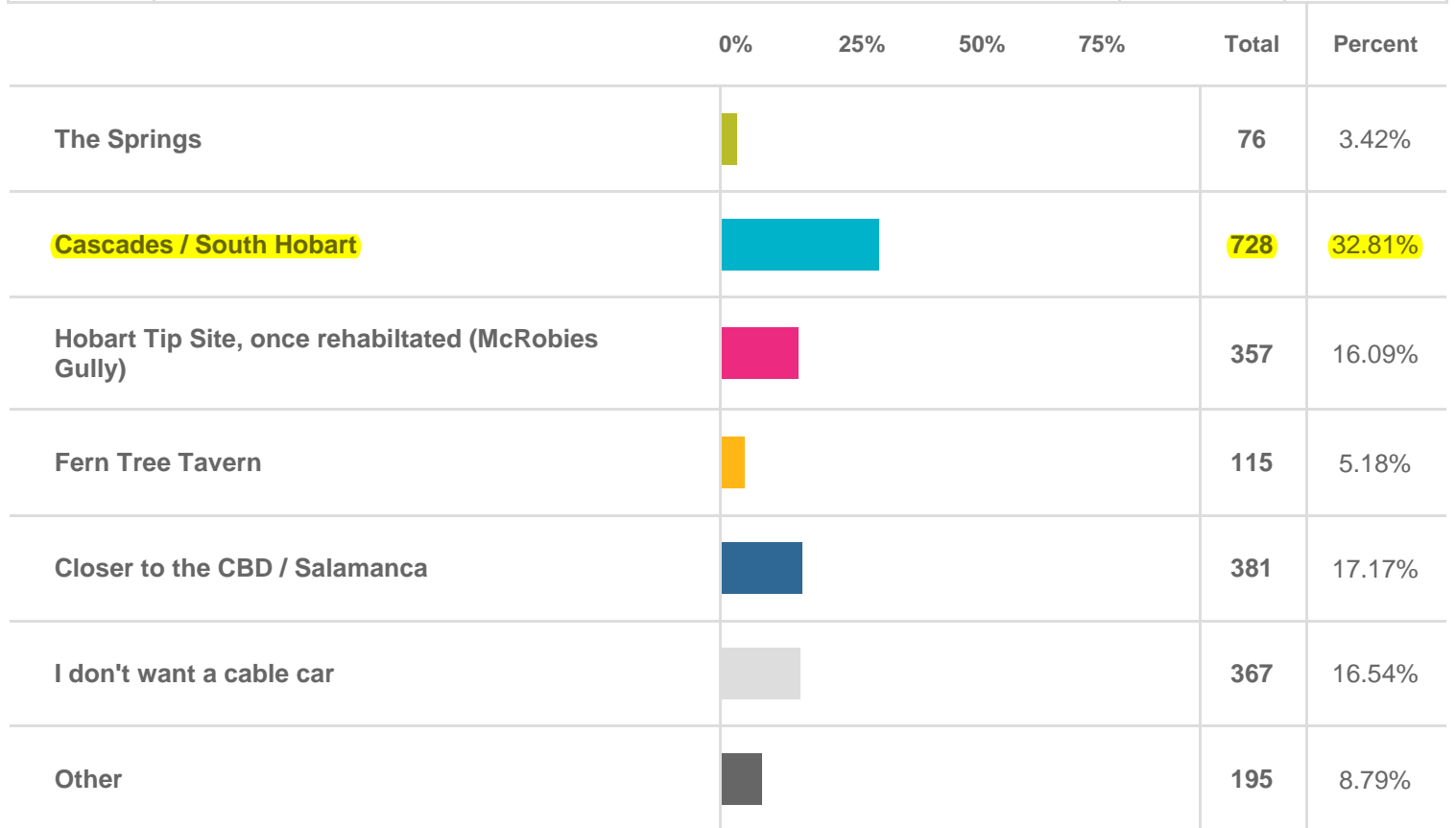
Question 4	How do you prefer to enjoy Mt Wellington?	Answers 2219 (100%)	Skips 0 (0%)
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	0%	25%	50%	75%	Total	Percent
Bushwalking					1184	25.87%
Cycling / Mountain biking					617	13.48%
Snow-fun, Snowboarding or Skiing					608	13.29%
Rock-climbing / Abseiling					175	3.82%
Paragliding					63	1.38%
Admiring the View / Atmosphere					1824	39.86%
Other					105	2.29%





Other answers

	Driving there and enjoying it.	29 Mar 2013 20:58
172326		
	Enduro Bikes	29 Mar 2013 13:08
172267		
	Point to pinnacle funrun, i'd like snowboarding if we could get good snow :-P	29 Mar 2013 11:08
172241		















Question 6	If you support the idea, where would you prefer the Cableway to start from? The Springs, the CBD, or somewhere in between?	Answers 2219 (100%)	Skips 0 (0%)
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Other answers











	Lenah Valley	01 Apr 2013 13:23
172672		
	Leanah Valley	01 Apr 2013 11:35
172663		
	I have answered this question but cannot progress through the survey.	31 Mar 2013 04:13
172460		
	Tolosa park to bring more visitors to the northern suburbs. People would be able to visit Mona either before or after	30 Mar 2013 18:19
172434		

Question 8	What would you like to see included in the Proposal?	Answers 2219 (100%)	Skips 0 (0%)
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	0%	25%	50%	75%	Total	Percent
Interpretation Space, for geological, aboriginal and colonial heritage					1083	7.01%
Indoor Scenic Viewing Room (heated)					1516	9.82%
Outdoor scenic platforms					1549	10.03%
Hang/Para-sailing Launch platform					619	4.01%
Small Souvenir/Curio outlet					671	4.35%
Extra public toilets					1378	8.93%
Cafe or Kiosk (casual & takeaway)					1467	9.5%
All Day Bistro/Lounge (regular dine-in option)					1221	7.91%
A la Carte Dining (upmarket for special occasions)					807	5.23%
Function Space (for hire)					784	5.08%
Bushwalker Registration booth (for multi-day treks)					1135	7.35%
Open-Air (sheltered) Ampitheatre for free public seating & events.					587	3.8%
Walking track to the top of the Organ Pipes					1112	7.2%
Renewal Energy Generation (solar, wind or geothermal)					1051	6.81%

None of the above - Please leave the pinnacle as it is!	353	2.29%
Other	106	0.69%

Other answers

 172424	Too much of a bad thing is gross, visually. Maybe have a big open fire in winter and have hot choc & roast marshmallows for the kids. Keep it simple.	30 Mar 2013 12:53
 172342	.	29 Mar 2013 22:12
 172261	Bungi jumping platform	29 Mar 2013 12:50
 172229	Luge	29 Mar 2013 10:26
 172182	Disability access to use the cable car	29 Mar 2013 08:34
 172041	Keep it user friendly for its basic purpose..... to enjoy the mountain and its views. No restaurant (go to the Revolving for views instead of increasing the costs of access to the mountain by including a restaurant... not against it otherwise) or ampitheatre.(its freezing up there)	29 Mar 2013 01:37
 171882	The cable cars need to provide bike racks.	28 Mar 2013 12:45
 171466	Night time display for events in or around Hobart	27 Mar 2013 20:54
 171454	Built with eco materials only	27 Mar 2013 20:25
 171408	Luge track like those in Rotarua & Queenstown, NZ	27 Mar 2013 18:02








Question 9	If built, how often do you think you would you ride the cableway?	Answers 2219 (100%)	Skips 0 (0%)
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	0%	25%	50%	75%	Total	Percent
Less than once a year					216	9.73%
A few times a year, for visiting friends from interstate or special occasions.					1029	46.37%
Once a month					210	9.46%
Most weekends / Once a week or more					112	5.05%
Not in a million years, no cable car!					338	15.23%
A few times a year, for the fresh powdery snow (when the road is usually closed)					221	9.96%
Other					93	4.19%





Other answers

	I think it would be too expensive for me to use regularly. Perhaps once a year or two with visitors.	01 Apr 2013 11:35
172663		
	Depends on price	29 Mar 2013 22:12
172342		
	I support the idea of th car but probably wouldn't ride it due to an extreme fear of heights. (Nothing personal.)	29 Mar 2013 16:41
172294		
	i aim to do an MTB ride once every two months at least (me ad 8 friends) but with the site being expanded there could be more frequent visits.	29 Mar 2013 11:08
172241		

Question 12	If built, how would you mostly utilise the proposed Pinnacle Centre?	Answers 1985 (89.45%)	Skips 234 (10.55%)
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	0%	25%	50%	75%	Total	Percent
Birthdays, weddings, and/or community events					467	11.62%
I'd dine there as often as possible					342	8.51%
After the initial novelty, I wouldn't make a special trip					261	6.49%
start/end point for walks, bike rides and fitness training					757	18.84%
Depends on the quality of the coffee!					650	16.17%
Ensure it's on my interstate family/friends travel itinerary					1406	34.98%
Other					136	3.38%

Other answers

	N/A	30 Mar 2013 11:04
172415		
	Depends on facilities on offer	29 Mar 2013 22:12
172342		
	I reckon I'd go a couple of times a years if the facilities were nice.	29 Mar 2013 16:41
172294		
	Occasional visits to eat at the cafe/restaurant.	29 Mar 2013 13:36
172275		

Question 13	Please select your Gender:	Answers 2219 (100%)	Skips 0 (0%)
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	0%	25%	50%	75%	Total	Percent
Male					1454	65.53%
Female					765	34.47%

Question 14	Please enter your age bracket:	Answers 2219 (100%)	Skips 0 (0%)
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	0%	25%	50%	75%	Total	Percent
16-24					224	10.09%
25-34					518	23.34%
35-44					531	23.93%
45-54					464	20.91%
55-69					443	19.96%
70+ years					39	1.76%

Question 15	What is your typical political persuasion? (optional)	Answers 2033 (91.62%)	Skips 186 (8.38%)
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