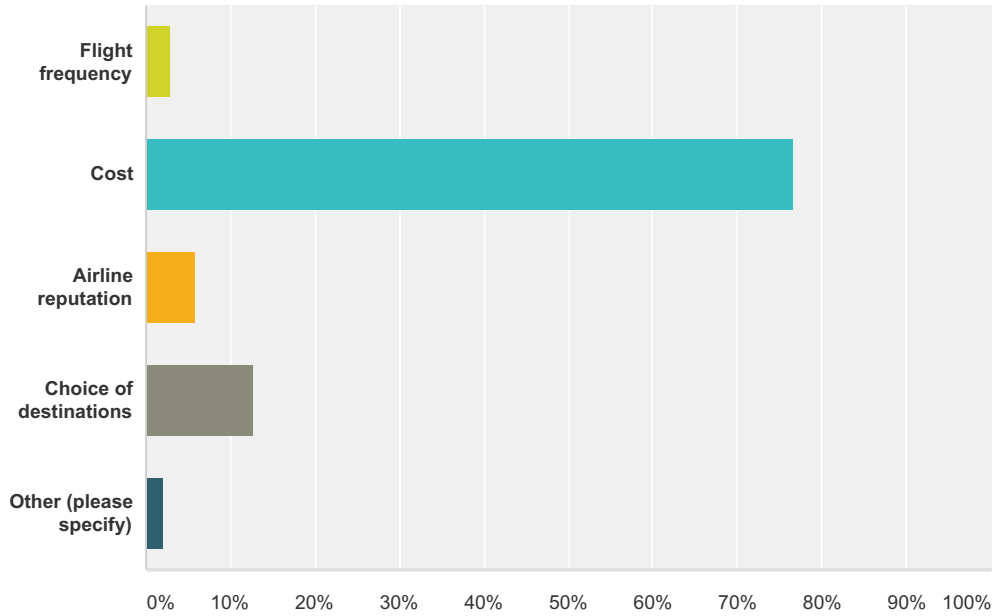


## Jetstar to Palmerston North Survey

### Q1 What is the most important aspect of an airline to you when choosing who to fly with?

Answered: 1,004 Skipped: 10

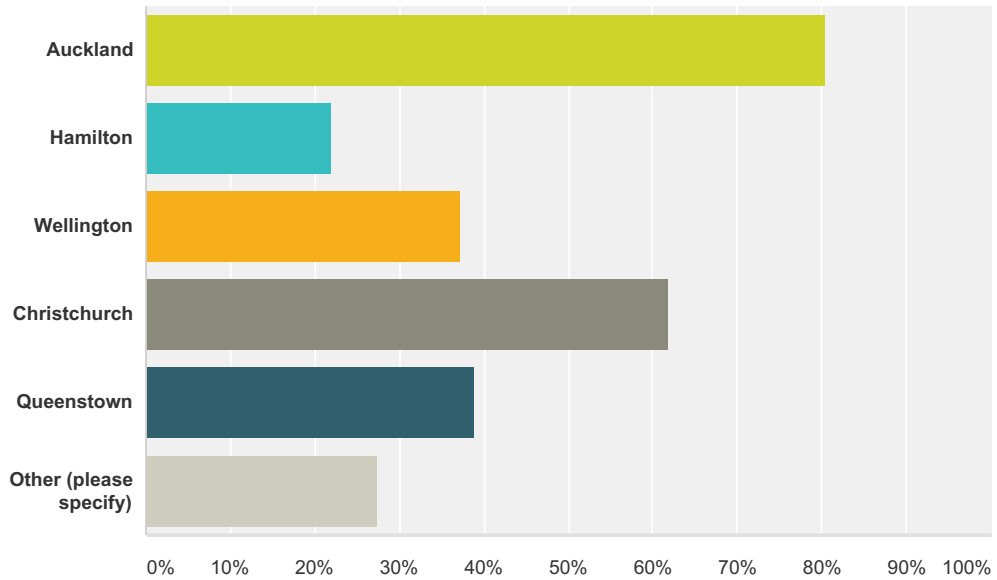


Answer Choices	Responses
Flight frequency	2.89% 29
Cost	76.59% 769
Airline reputation	5.78% 58
Choice of destinations	12.75% 128
Other (please specify)	1.99% 20
<b>Total</b>	<b>1,004</b>

## Jetstar to Palmerston North Survey

### Q2 What NZ cities would you like to see Jetstar fly from Palmerston North to?

Answered: 996 Skipped: 18

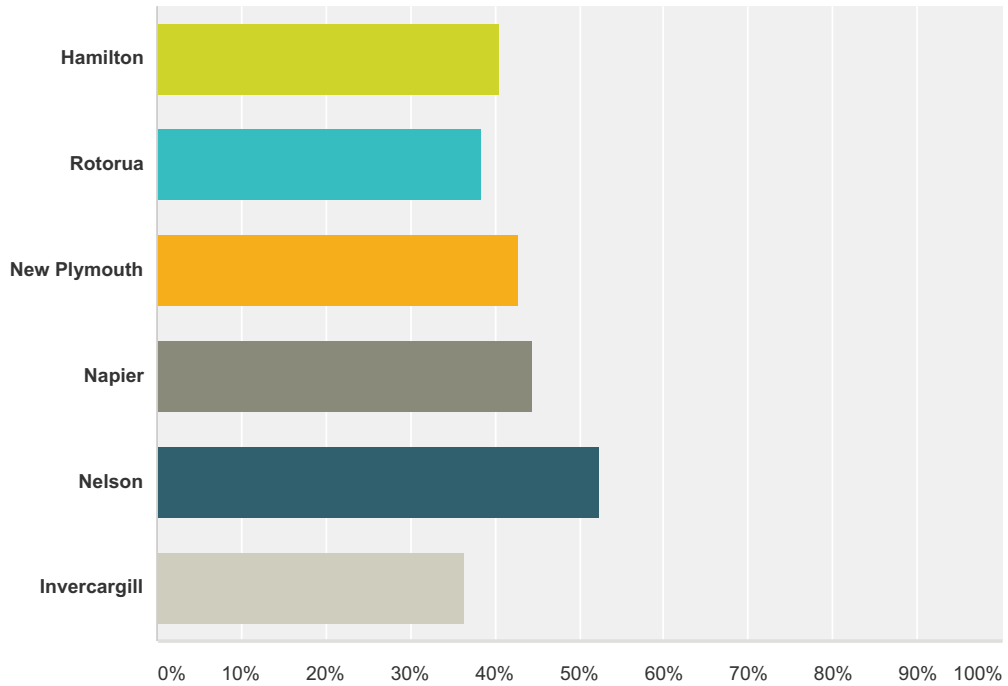


Answer Choices	Responses	Count
Auckland	80.42%	801
Hamilton	21.99%	219
Wellington	37.15%	370
Christchurch	61.75%	615
Queenstown	38.86%	387
Other (please specify)	27.31%	272
<b>Total Respondents: 996</b>		

## Jetstar to Palmerston North Survey

### Q3 What other cities should be included in Jetstar's regional network?

Answered: 939 Skipped: 75



Answer Choices	Responses	
Hamilton	40.58%	381
Rotorua	38.45%	361
New Plymouth	42.81%	402
Napier	44.52%	418
Nelson	52.50%	493
Invercargill	36.32%	341
<b>Total Respondents: 939</b>		