

**Travel & Transportation
Questions:
Portions of Survey for John F.
Kennedy Library Foundation
January 2018**

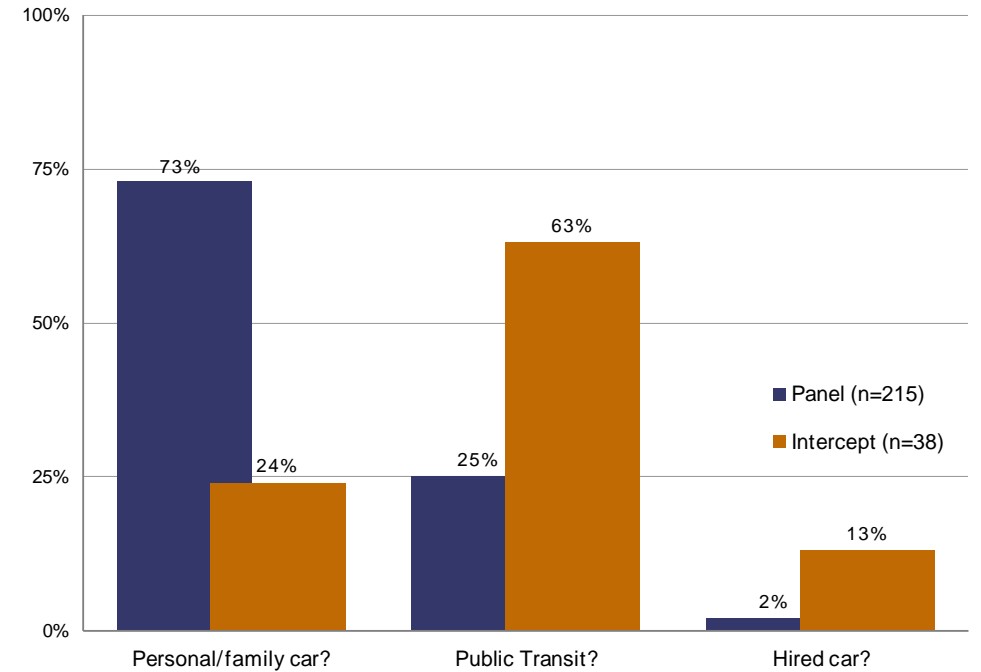
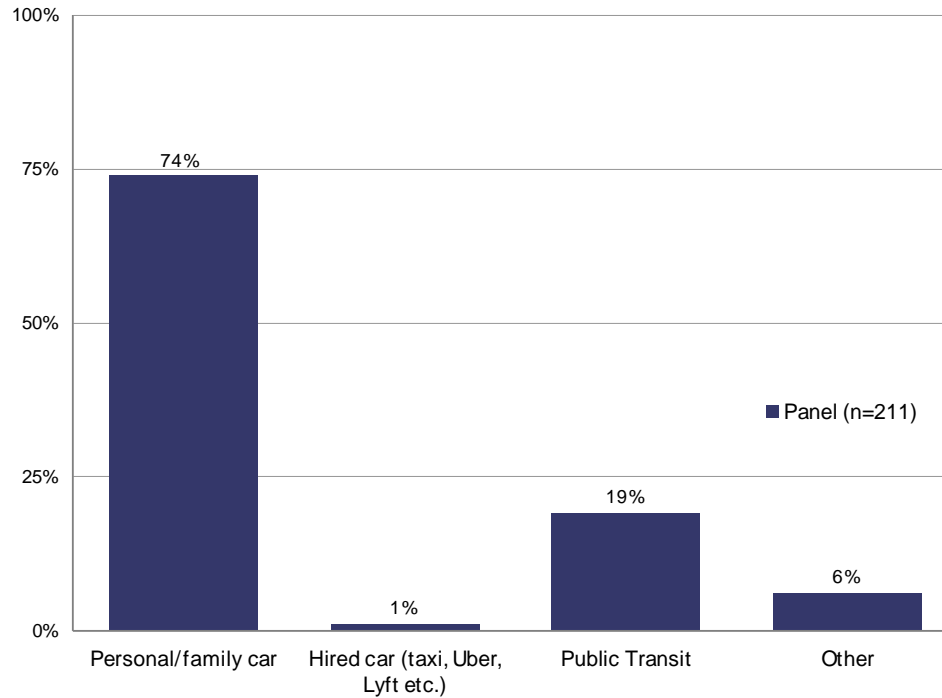
Campbell Rinker

Audience

- Panel: Recruited 539 online panel respondents
- Intercept: Recruited an additional 100 participants at various Boston area tourist locations
 - The total sample of 639 participants delivers a margin of error of $\pm 3.9\%$ at 95% confidence level
- Visitors: Recruited 121 Museum Visitors (on the day of their visit)
 - The visitor sample delivers a margin of error of $\pm 8.9\%$ at 95% confidence level
- Members: Recruited 170 JFK Library Members
 - The e-mail response rate among members was 19.5%.
 - The member sample delivers a margin of error of $\pm 7.3\%$ at 95% confidence level

Visitors Likelier to Use Personal Car

- The behavior of past JFKL visitors and the expected patterns of future visitors in the panel and intercepts show a 3:1 preference for using a personal car to get to Columbia Point.
- Intercept respondents, who came from farther away and were interviewed near tourist venues and public transit locations, were more likely to say they would use public transit if they visited.



Left: Former Visitors

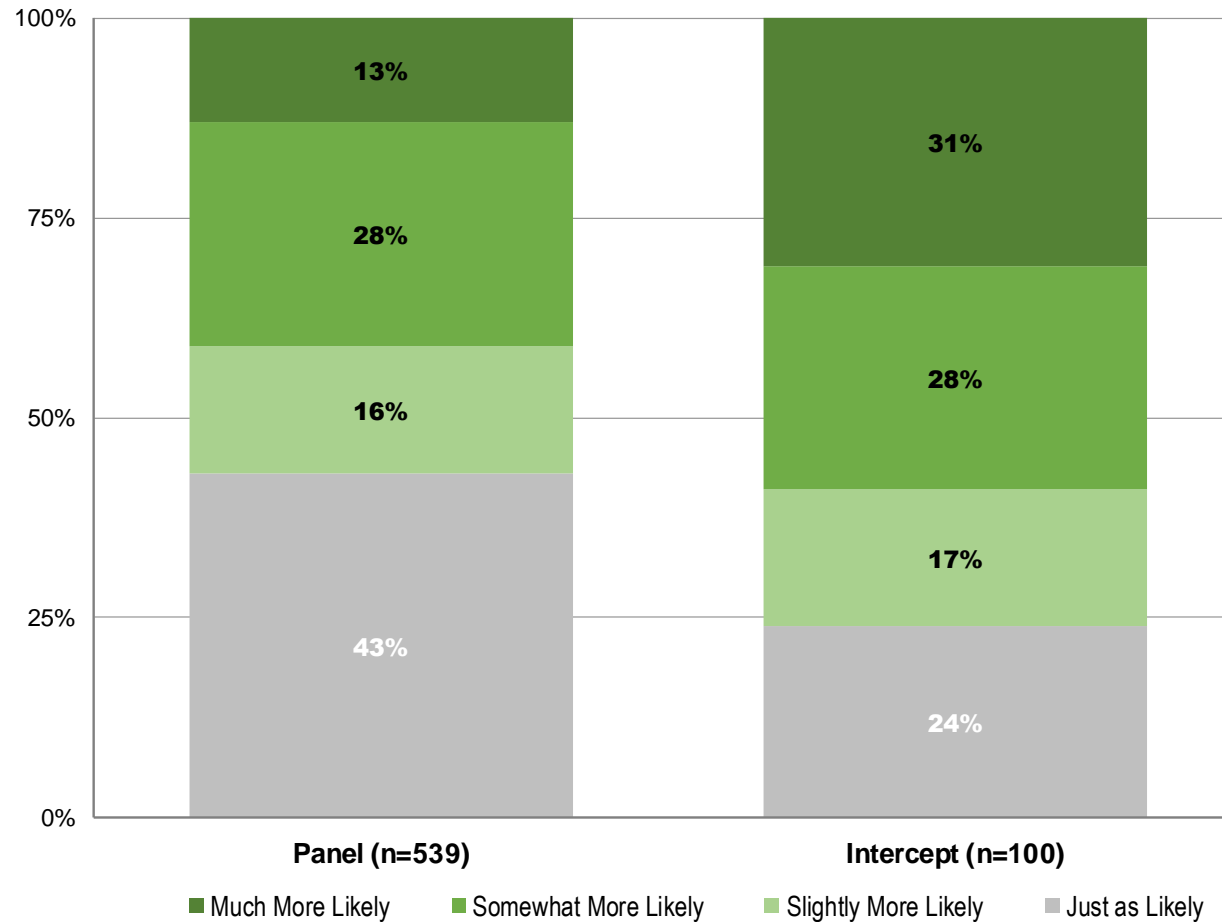
Q. How did you get to the JFK Library when you last visited?

Right: Non-Visitors

Q. If you were to visit the JFK Library, would you be more likely to get there by...

Visits Likelier if Water Taxi Available

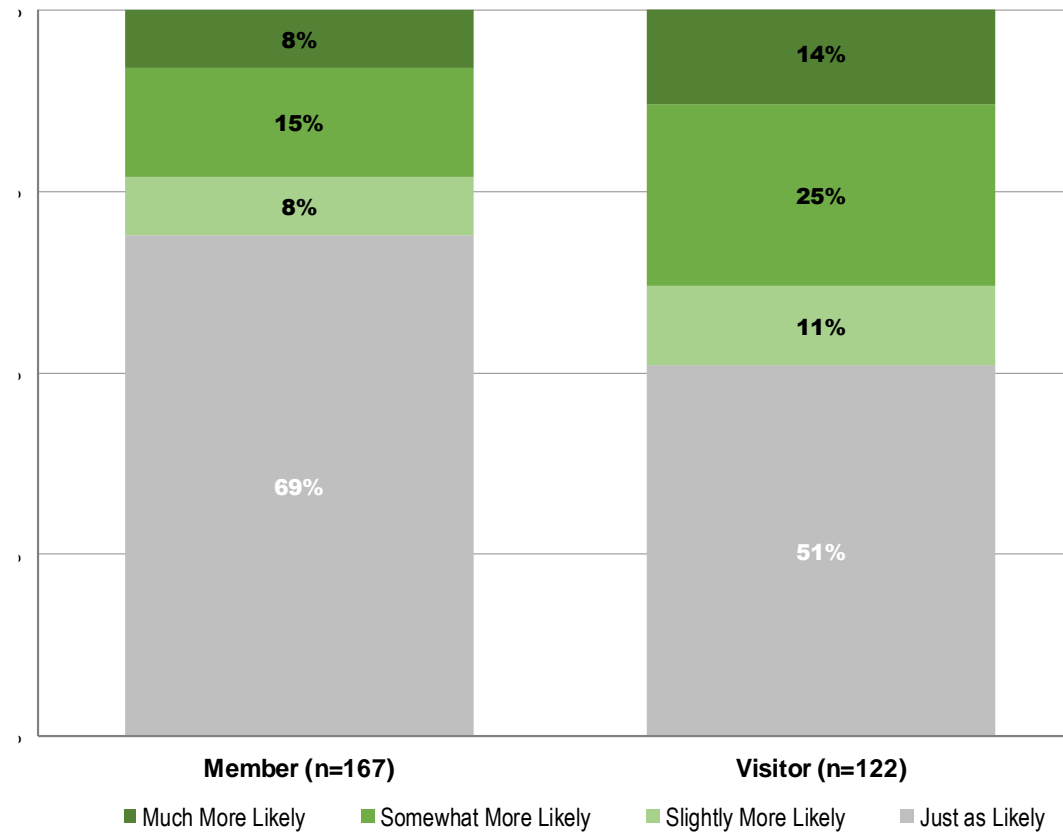
- In this survey, JFKL floated the notion of a water taxi service that could transport visitors overwater to Columbia Point, with positive results.
- This view shows that a 57% majority of culturally curious panel members and 76% of respondents (polled near public transit and tourist venues) would be more likely to visit if water transportation was available.



Q. If there were a water taxi or shuttle that could take you from the Boston waterfront to the JFK Museum, how much more likely would you be to visit the JFK Museum?

Members and Visitors Water Shuttle

- A majority of visitors (53%) and nearly all members (90%) used a personal car to visit JFKL. (Members were far more likely to live within five miles of the Library).
- While this group says having a water taxi was not a big factor in returning to JFKL, nearly half of recent visitors said that they'd be at least somewhat more likely to return if it was an option.



Q. If there were a water taxi or shuttle that could take you from the Boston waterfront to the JFK Museum, how much more likely would you be to visit the JFK Museum?