1. Is this your first visit to the JFK Library & Museum? (yes, no)
2. Where do you live? (city & state, or country)
3. How many people were in your group today? (# women, 18+, # men, 18+, # teens or children and their ages)
4. How old are you? (check off categories by decade: 18-29, 30s, 40s, 50s, 60s, 70s, 80-99)
5. What is your ethnic heritage? (check off categories, multiple answers allowed: African American, American Indian, Asian American, Hispanic/Latinx, Irish, White/Caucasian, Other: specify, Prefer not to say)
6. How would you rate your overall experience here today, on a scale of 1 to 10, where '1' means not at all interesting, '10' means extremely interesting? (a number from 1 to 10)
7. What are the top 1 or 2 things that you really liked about the exhibits? (open ended)
8. What aspects of the exhibit did you connect with personally, if any? (optional open-end)
9. What feeling would you tell other people that these exhibits leave you with? (open ended)
10. What is your main "take away" about JFK and his Presidency? [if needed: "most memorable"?] (open ended)
11. How did these exhibits change your view of JFK and his administration? (optional open-end)
12. Which of the following themes were strongest in the exhibits? (Pick 2) a: JFK accomplishments, b: Humanizing JFK, c: Convey feeling for 1960s, d: JFK's views on human rights, e: Foreign relations, f: Inspiring people, g; Other - specify
13. Which of the following themes, if any, were less prominent or effective in the exhibits? (Pick max 2, include 'None' option) (same options as Q12)
14. These are some themes that you may or may not have seen here. For each one, tell me how well the exhibits did in communicating the idea. a: JFK accomplishments, b: Humanizing JFK, c: JFK's views on human rights, d: Inspiring people (scale of 1 to 10, with 1 being Not Communicated at All, 10 being Very Strongly Communicated)
15. Which of these would you prioritize for improvements (choose your top 3 or 4)? a) Crowding , b) Amount of seating available, c) Relevance of narratives, d) Cultural diversity, e) Physical condition of exhibits, f) Interactives, g) Connections to today
16. How would you rate the campaign section shown in the exhibits on a scale of 1 to 10? (1: not at all interesting, 10: extremely interesting) Was the message there?
17. Did you ever feel like you were "in" the White House, or not really? Do you remember what gave you that sense of being there? How would you rate that area on a scale of 1 to 10? 17a: On a scale of 1 to 10, where 1 means 'Not at all interesting' and 10 means 'Extremely interesting', how would you rate the 'White House' area of the exhibit? 17b: What, if anything, gave you the sense of being in the actual White House? (optional open-end)
18. On a scale of 1 to 10, where 1 means 'Not at all interesting' and 10 means 'Extremely interesting', how would you rate the 'Cuban Missile Crisis' theater? (include 'N/A' option for those who did not visit)

19. Was there something memorable about the legacy and review of accomplishments at the end, or was it all kind of overwhelming at that point? What was memorable to you? How would you rate that area on a scale of 1 to 10 (included an N/A option)?
   19A: On a scale of 1 to 10, where 1 means 'Not at all interesting' and 10 means 'Extremely interesting', how would you rate the end of the exhibit area that reviewed JFK's legacy and accomplishments?
   19B: What was the most memorable aspect of that area for you? (optional open-end)

20. On a scale of 1 to 10, where 1 means 'Very poor' and 10 means 'Excellent', how would you rate the following exhibit areas? A: Campaign/Main St, B: Inauguration, C. White House corridor, D. Press room, E. Space Race, F. Peace Corps, G. Oval Office, H. Mrs. Kennedy area. (include 'N/A' option for those who didn't see it)

21. Which areas would you need to spend more time in to better understand them?

22. On a scale of 1 to 10 where 1 is 'Not at all likely' and 10 is 'Extremely likely', how likely are you to recommend visiting the JFK Presidential Library and Museum to a friend or family member?