
Visitor Services Project
The White House Tours/Visitor Center
Report Summary

- This report describes the results of three visitor studies of the White House Congressional Tour, Public Tour and Visitor Center visitors during April 30 – May 11, 2000. A total of 947 questionnaires were distributed to visitors. Visitors returned 688 questionnaires for a 73.7% response rate. This report profiles White House Tour/Visitor Center visitors.

White House Congressional Tour Visitors, N=241 visitor groups

- Over one-half of the visitor groups (60%) were family groups. Thirty-eight percent of visitor groups were groups of two; another 34% were in groups of three or four. Fifty-seven percent of visitors were aged 36-65 years, while 12% were aged 15 years or younger.
- Fifty-six percent of visitors were female; 44% were male. Thirty-one percent of visitors had Bachelor's degrees, 26% had graduate degrees and 25% had some college. Most visitors (97%) spoke English as their primary language; 3% spoke other languages, most often French and Spanish.
- United States visitors were from California (14%), Illinois (6%), Virginia (6%), 43 other states, and Washington, D.C. Five percent of all visitors were international: 79% percent were from Europe and another 16% were from Asia.
- Most visitors (75%) were touring the White House for the first time. Most non-resident visitors (70%) said their primary reason for visiting Washington, D.C. was to visit museums/historic sites in Washington, D.C., while 47% came to take the White House Tour.
- On this trip, the most commonly visited sites in Washington, D.C. were the Washington Monument (81%) and Department of the Treasury (17%).
- The most common forms of transportation used were walking (43%), Metro/Metrorail/Metrobus (40%), private or rental vehicle (26%), and taxi (23%).
- The services and facilities most used by visitors included restrooms (73%), exhibits (60%), Historical Association museum shop (50%), and park brochure/map (38%).
- Most visitor groups (90%) rated the overall quality of visitor services on the White House Congressional Tours as "very good" or "good," while 1% of groups rated the quality as "poor" or "very poor." Visitors made many additional comments.

White House Public Tour Visitors, N=206 visitor groups

- Over one-half of the visitor groups (51%) were family groups. Thirty-five percent of visitor groups were groups of two; another 36% were in groups of three or four. Forty-seven percent of visitors were aged 31-55 years, while 15% were aged 15 years or younger.
 - Sixty percent of visitors were female; 40% were male. Thirty-four percent of visitors had Bachelor's degrees, 25% had graduate degrees and 22% had some college. Most visitors (91%) spoke English as their primary language; 9% spoke other languages, most often German and Chinese.
 - United States visitors were from California (16%), Arizona, Kentucky, and Virginia (each 5%), 37 other states, and Washington, D.C. Seventeen percent of all visitors were international: 45% percent were from Europe and another 24% were from Asia.
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White House Public Tour Visitors (continued), N=206 visitor groups

- Most visitors (77%) were touring the White House for the first time. Most non-resident visitors (70%) said their primary reason for visiting Washington, D.C. was to visit museums/historic sites in Washington, D.C., while 44% came to take the White House Tour
- On this trip, the most commonly visited sites in Washington, D.C. were the Washington Monument (83%) and Department of the Treasury (19%).
- The most common forms of transportation used were walking (30%), Metro/Metrorail/Metrobus (25%), private or rental vehicle (22%), Tourmobile (14%) and bus from outside the Washington, D.C. metropolitan area (13%).
- The services and facilities most used by visitors included Public Tour tickets (76%), restrooms (66%), Visitor Center information desk (65%), exhibits (62%), and park brochure/map (58%).
- One-half of visitor groups (50%) rated the overall quality of visitor services on the White House Public Tours as "very good" or "good," while 10% of groups rated the quality as "poor" or "very poor." Visitors made many additional comments.

White House Visitor Center Visitors, N=241 visitor groups

- Over one-half of the visitor groups (51%) were family groups. Forty-three percent of visitor groups were groups of two; another 28% were in groups of three or four. Sixty-four percent of visitors were aged 31-60 years, while 10% were aged 15 years or younger.
- Fifty-six percent of visitors were female; 44% were male. Thirty percent of visitors had Bachelor's degrees, 28% had graduate degrees and 26% had some college. Most visitors (87%) spoke English as their primary language; 13% spoke other languages, most often German and Chinese.
- United States visitors were from California (16%), Arizona, Kentucky, and Virginia (each 5%), 43 other states, and Washington, D.C. Twenty percent of all visitors were international: 58% percent were from Europe, 19% were from North America other than the U.S. and 13% were from Asia.
- Most visitors (86%) were visiting the White House Visitor Center for the first time. Most non-resident visitors (67%) said their primary reason for visiting Washington, D.C. was to visit museums/historic sites in Washington, D.C., while 29% came to take the White House Tour. Residents' reasons for visiting included showing the city to visiting friends and relatives (49%), followed by visiting museums/historic sites in Washington, D.C. (37%).
- On this trip, the most commonly visited sites in Washington, D.C. were the Washington Monument (82%) and Department of the Treasury (15%).
- The most common forms of transportation used were walking (55%), Metro/Metrorail/Metrobus (38%), private or rental vehicle (21%).
- The visitor center services and facilities most used by visitors included restrooms (64%), exhibits (60%), Visitor Center information desk (56%), and park brochure/map (49%).
- Most visitor groups (86%) rated the overall quality of visitor services at the White House Visitor Center as "very good" or "good," while 1% of groups rated the quality as "poor" or "very poor."

<p>For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.</p>
