

The White House Tours

Summer 1989

Report Summary

- This report describes the results of a study of visitors who took the White House tours during June 28 - July 1, 1989. Five hundred fifty-eight questionnaires were distributed and 457 returned, an 82% response rate.
- Volume 1 profiles White House tour visitors. Volume 2 has their comments about the tours. Summaries of these comments are included in both volumes.
- Seventy-five percent of Congressional tour visitors and 64% of public tour visitors were in



Visitors by state (public tour)

- One third of Congressional tour visitors used the H Street and Madison Place intersection to arrive at the White House; similarly, 29% of the public tour visitors used the Constitution Avenue and 15th Street intersection.
- Congressional tour visitors averaged a 45-minute wait for their tours to begin. Public tour visitors averaged a two hour 15-minute wait for their tours to begin.
- Sixty-six percent of public tour visitor groups used the White House room guides.
- The services and facilities that received the highest quality rating from visitors included the White House room guides, ranger assistance and the map/brochure. Public restrooms were rated as the lowest quality facility.
- Close to three-quarters of the visitors would likely use a White House Visitor Center on their next visit, if one were available. Tour topics suggested by visitors included history, official events, information on the First Families, and architecture.
- In addition to the White House tours, respondents visited many sites in Washington, D.C. Over 90% of the White House visitors visited the Smithsonian Institution, the Lincoln Memorial, and the U.S. Capitol.
- Visitors provided many general comments about the White House tours.

For information on the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 (208) 885-7129.