

**Visitor Services Project**  
**The White House Tours**  
**Spring 1991**  
**Report Summary**

- This report describes the results of a study of visitors who took the White House tours during April 23-30, 1991. Five hundred ninety-nine questionnaires were distributed and 502 returned, an 84% response rate.
- This report profiles White House tour visitors. A separate appendix has their comments about the tours. Comment summaries are included in both the report and the appendix.
- Fifty-one percent of Congressional tour visitors and 49% of public tour visitors were in family groups. Visitors were predominantly adults aged 36-45. Approximately three-quarters of all visitors were on their first tour of the White House.
- Visitors who took the White House public tour came from all over the country. Twenty-four percent came from New York and California.
- Twenty-five percent of Congressional tour visitors used the H Street and Madison Place intersection to arrive at the White House. Twenty-three percent of the public tour visitors used the 15th Street and E Street N.W. intersection to get to the White House.
- Congressional tour visitors averaged 25 minutes waiting for their tours to begin. Public tour visitors averaged 1 hour 28 minutes waiting for their tours to begin.
- Fifty-seven 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 map/brochure, ranger assistance, and the book sales. 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 about the First Families and architecture.
- In addition to the White House tours, respondents visited many sites in Washington, D.C. Approximately 90% of the White House visitors visited the Smithsonian Institution. The Lincoln Memorial, U.S. Capitol, Vietnam Veteran's Memorial, and Washington Monument were also visited by more than three-quarters of the respondents.
- Visitors provided many general comments about the White House tours.

---

For further information, 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.