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.

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