Visitor Services Project
The White House Tours
Fall 1991

Report Summary

- This report describes the results of a study of visitors who took the White House tours during November 19-23, 1991. Five hundred twenty-five questionnaires were distributed and 459 returned, an 87% 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 36-50. Approximately three-quarters of all visitors were on their first tour of the White House.

- Foreign visitors who took the White House public tour comprised 23% of all visitation. American visitors who took the White House public tour came from all over the country. Sixteen percent came from California.

- Congressional tour visitors averaged a 16 minute wait for their tours to begin. Public tour visitors averaged a 21 minute wait for their tours to begin.

- Sixty-nine 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 White House room guides. Public restrooms were rated as the lowest quality facility.

- Seventy to seventy-two percent 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 85% of the White House visitors visited the Smithsonian Institution. The Lincoln Memorial, U.S. Capitol, Vietnam Veterans 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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