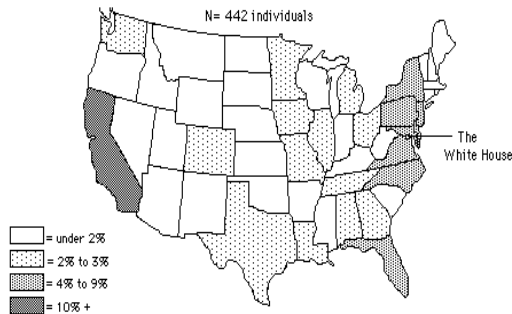


Visitor Services Project
The White House Tours
Fall 1991

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.



Visitors by state (public tour)

- 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.

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.