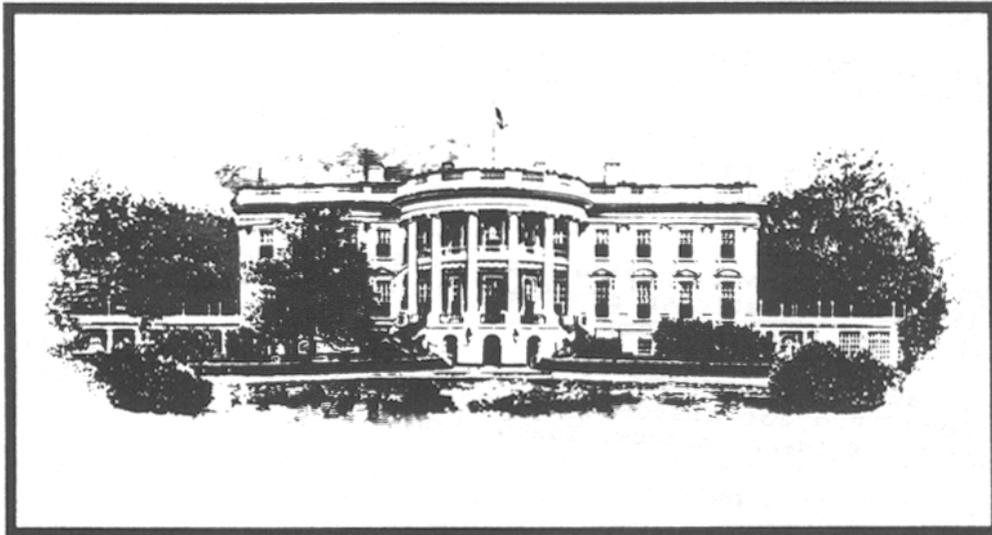


National Park Service
Visitor Services Project
The White House Tours

Spring 1991



Visitor Services Project Report 40
Cooperative Park Studies Unit
National Park Service

In cooperation with:
Howard University
Washington, D. C.

National Park Service
Visitor Services Project
The White House Tours

Spring 1991

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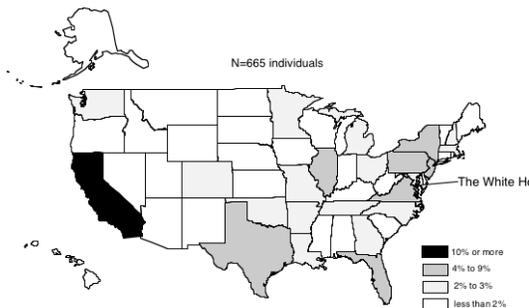
September 1991

Dr. Machlis is Sociology Project Leader and Dwight Madison is the VSP Eastern Coordinator, both with the Cooperative Park Studies Unit, National Park Service, University of Idaho. Dr. Livingston is a Professor of Sociology at Howard University, Washington, D.C. We thank Mr. Dana Dolsen Research Associate of the Cooperative Park Studies Unit, National Park Service, University of Idaho, Direoce Junirs, Kristen Clark, and William Loman of Howard University, Washington, D.C. for their assistance with this study. We also thank Jim McDaniel, Mary Reiter and the staffs of President's Park and the White House for their assistance.

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.

Visitors by state (public tour)

- 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.

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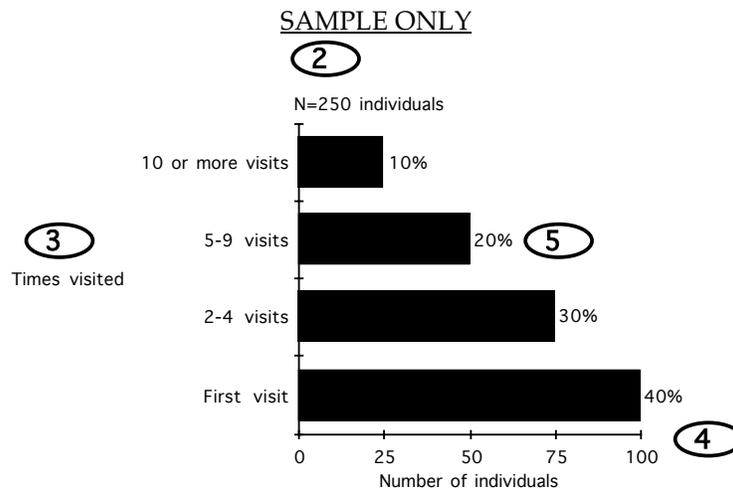
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INTRODUCTION

This report describes the results of a study of White House tour visitors during April 1991. It was conducted by the Cooperative Park Studies Unit of the National Park Service at the University of Idaho, in cooperation with Howard University, Washington D.C. There are two kinds of tours. Congressional tours are by reservation through Congressional offices and have one guide assigned to a limited number of visitors. Public tours have guides stationed in each room, and tour tickets must be obtained daily on a first-come, first-served basis.

A Methods section discusses the procedures and limitations of the study. The Results sections are provided for the Congressional and public tours; each includes a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has copies of the Questionnaires used. The separate appendix includes comment summaries and the visitors' unedited comments.

Many of the report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) **Figure 4: Number of visits**

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the "N," or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: Vertical information describe categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors touring the White House during April 23 through April 30, 1991. Visitors completed the questionnaire after their tour and returned it by mail. The questionnaire, interview and sampling methods were designed to provide comparable data to the earlier White House Study (VSP Report #23).

Questionnaire administration and sampling

Six hundred ninety-eight visitor groups were contacted as they exited the White House onto the north grounds. A systematic interval (every n^{th} adult) was used to select visitors for the survey. These visitors were greeted, briefly introduced to the purpose of the study and asked to participate. If they agreed (85% did), a brief interview was conducted and the participants given a questionnaire. Five hundred two visitors completed and returned questionnaires, an 84% response rate. Congressional tour and public tour response rates were similar.

Table 1 compares information collected from the total sample of visitors and the actual respondents who returned questionnaires. Numbers differ from those above due to refusals and missing data (see explanation below). Non-response bias is insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent	598	45.5	480	46.2
Group size	598	9.5	476	9.3

Data analysis

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Four weeks following the survey, a letter and a replacement questionnaire were sent to visitors whose questionnaires had not yet been received. Questionnaires returned within ten weeks were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and on individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 240 groups, Figure 3 presents data for 729 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 255 questionnaires were returned by Congressional tour visitor groups, Figure 1 shows data for only 240 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire after their visit.
2. The data reflect visitor use patterns during the study period of April 23-30, 1991. The results do not necessarily apply to visitors touring the White House during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION**" is included in the graph, figure or table.

CONGRESSIONAL TOUR RESULTS

A. Characteristics

Thirty-seven percent of Congressional tour visitors came in groups of two people, 23% in groups of four and 11% in groups of three (Figure 1). Families accounted for 51% of visitors, as shown in Figure 2. Included in the "other" category: educational groups, business associates, and church groups.

Figure 3 shows a wide range of age groups, the most common being 36-45 (22%) and 61 and older (21%). Seventy-four percent were on their first Congressional tour of the White House and 26% had toured 2-4 times, as seen in Figure 4.

Foreign visitors comprised 5% of all visitation. Map 1 and Table 2 show that most foreign visitors came from two countries--the United Kingdom, and Germany. Map 2 shows that American visitors came from all over the United States. Table 3 shows that the states with the highest proportion of visitors were California (11%), New York (8%), and Texas (7%).

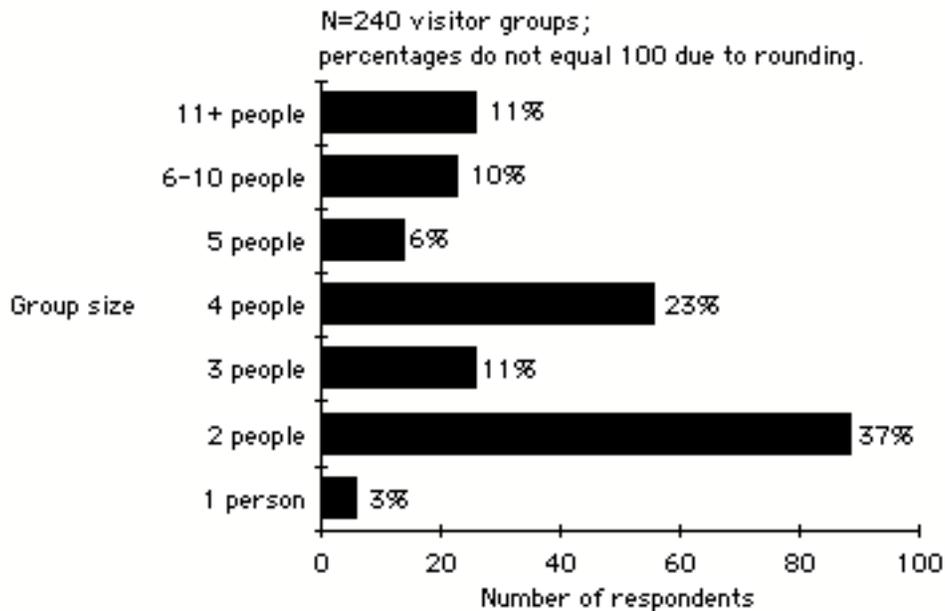


Figure 1: Visitor group sizes (Congressional tour)

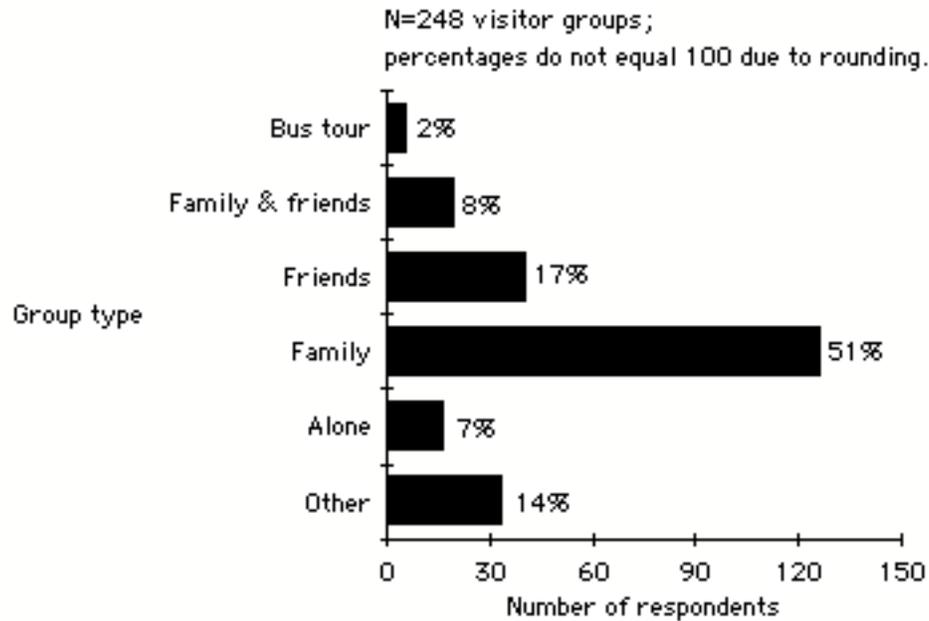


Figure 2: Visitor group types (Congressional tour)

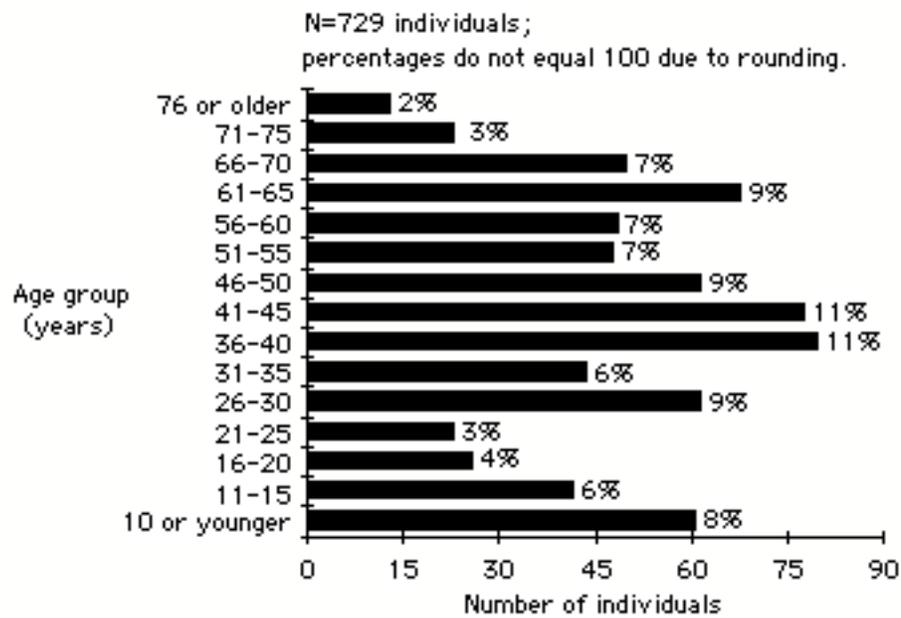


Figure 3: Visitor ages (Congressional tour)

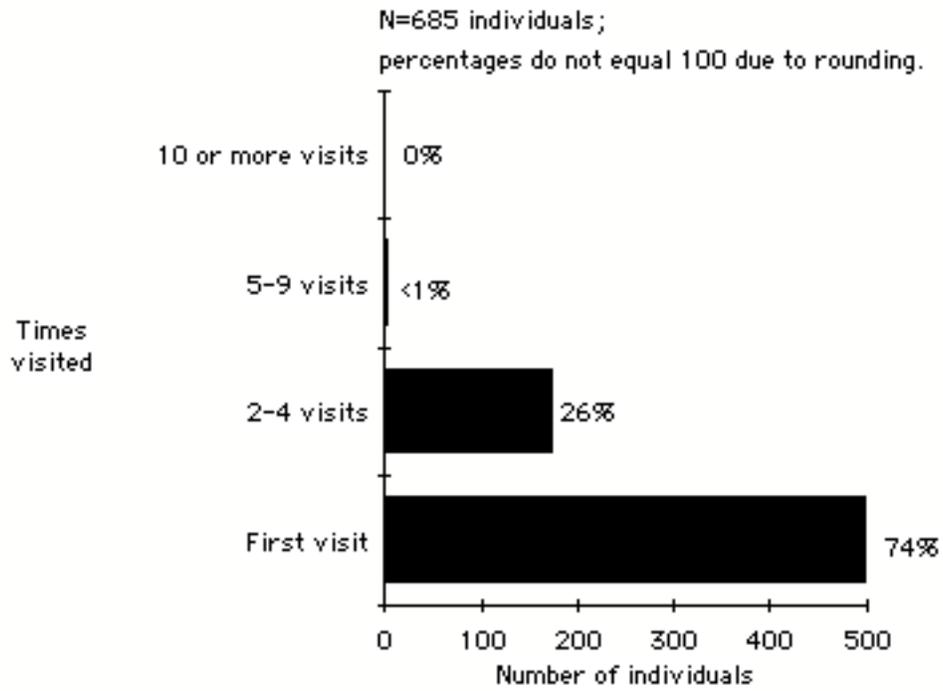


Figure 4: Number of visits made by visitor groups (Congressional tour)

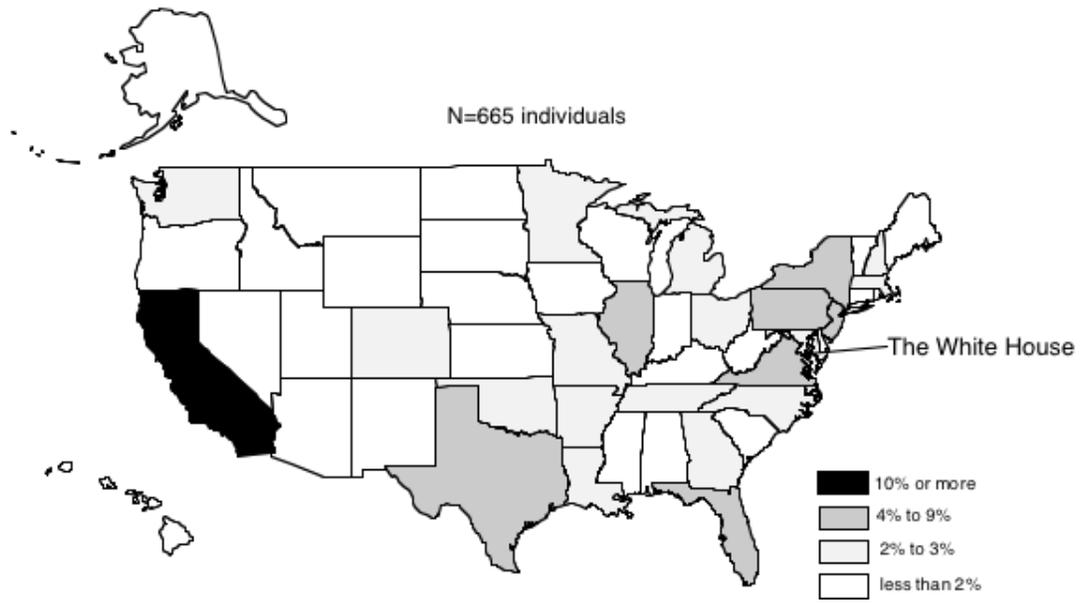


Map 1: Proportion of foreign visitors by country (Congressional tour)

Table 2: Proportion of visitors from foreign countries (Congressional tour)

N=32 individuals from foreign countries

Country	Number of individuals	Percent of foreign visitors
United Kingdom	13	41
Germany	7	22
Korea	4	13
Iran	2	6
Finland	1	3
Nicaragua	1	3
Portugal	1	3
Spain	1	3
Other countries	2	6



Map 2: Proportion of visitors from each state (Congressional tour)

Table 3: Proportion of visitors from each state (Congressional tour)

N=665 individuals;
individual state percentages do not total to 100 due to rounding.

State	Number of individuals	Percent of visitors
California	73	11
New York	53	8
Texas	46	7
Illinois	37	6
New Jersey	30	5
Virginia	33	5
Florida	24	4
Pennsylvania	24	4
Maryland	20	3
Michigan	19	3
North Carolina	19	3
Oklahoma	19	3
Georgia	16	2
New Hampshire	16	2
Arkansas	15	2
Minnesota	15	2
Massachusetts	14	2
Tennessee	14	2
Washington	14	2
Colorado	12	2
District of Columbia	12	2
Louisiana	11	2
Missouri	11	2
Ohio	11	2
Other states (27)	107	16

B. Transportation type

Most Congressional tour visitors arrived for their White House tour by walking (38%), subway (34%), and private vehicle (29%). Figure 5 shows the proportion of visitor groups that used each type of available transport.

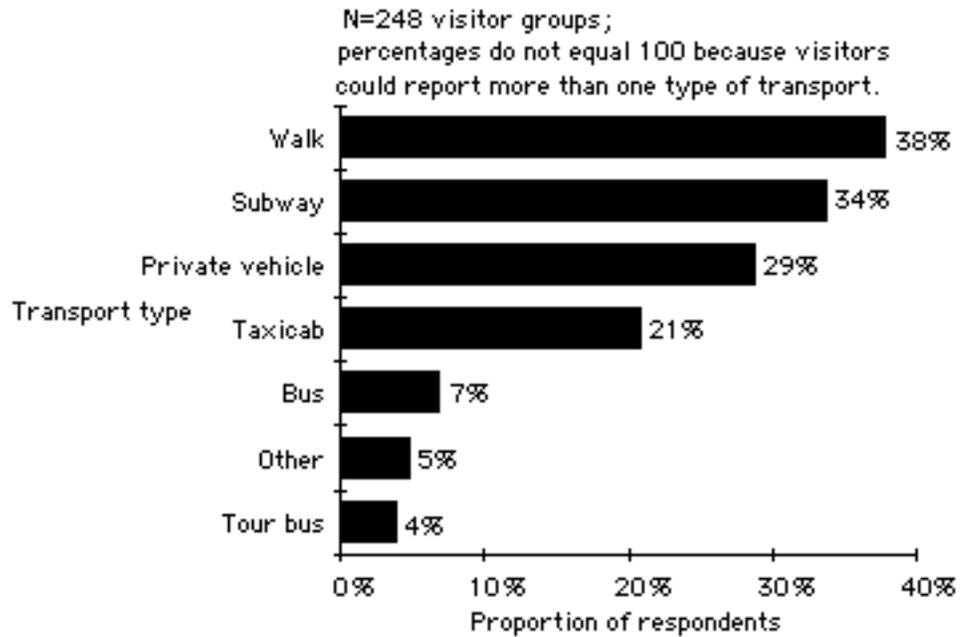
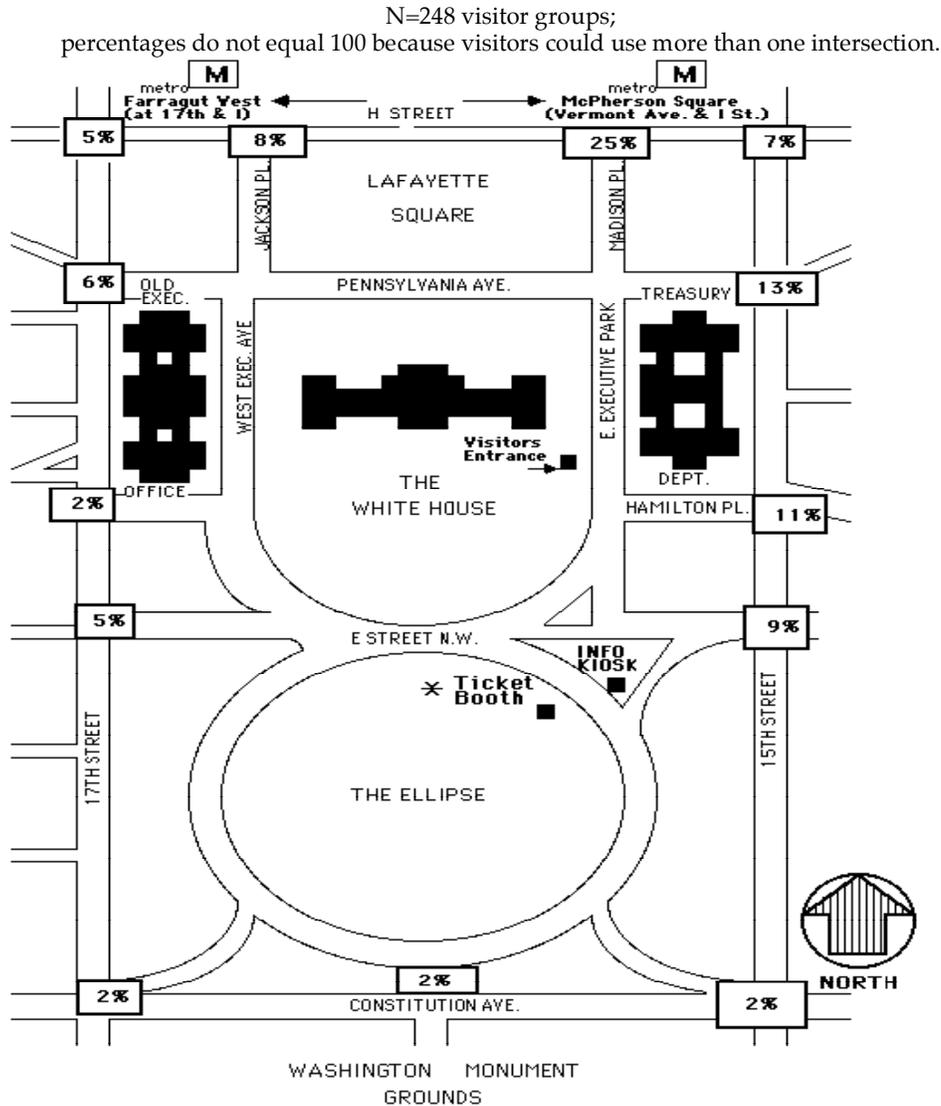


Figure 5: Proportion of visitor groups using each transport type (Congressional tour)

C. Routes traveled

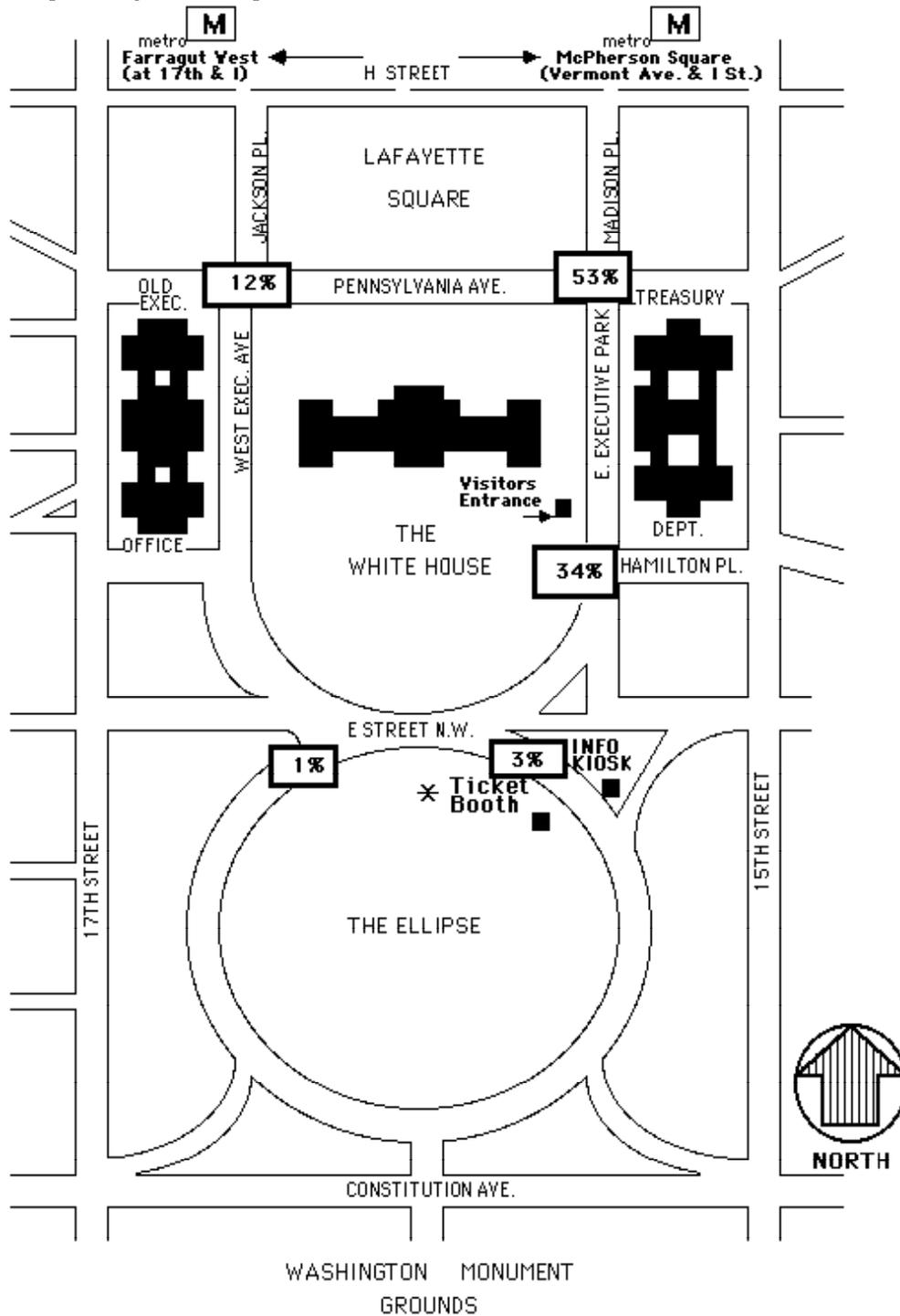
Visitors indicated routes they used to arrive at the Visitors Entrance of the White House. Map 3 shows the proportion of Congressional tour visitors using each "outer" intersection to enter the White House area. H Street and Madison Place (25%) had the highest use.

Map 4 shows the proportion of Congressional tour visitors using each "inner" intersection in the immediate White House area. Pennsylvania Avenue and East Executive Park (53%) and East Executive Park and Hamilton Place (34%) were used most often.



Map 3: Proportion of visitor groups using outer intersections (Congressional tour)

N=248 visitor groups;
 percentages do not equal 100 because visitors could use more than one intersection.



Map 4: Proportion of visitor groups using inner intersections (Congressional tour)

D. Information sources

Prior to their Congressional tour, 66% of the visitors consulted Congressional offices for tour information. Figure 6 shows the proportion of visitors that consulted each identified source. Other commonly used information sources were friends and relatives (38%) and previous visits (24%). Two percent consulted the National Park Service.

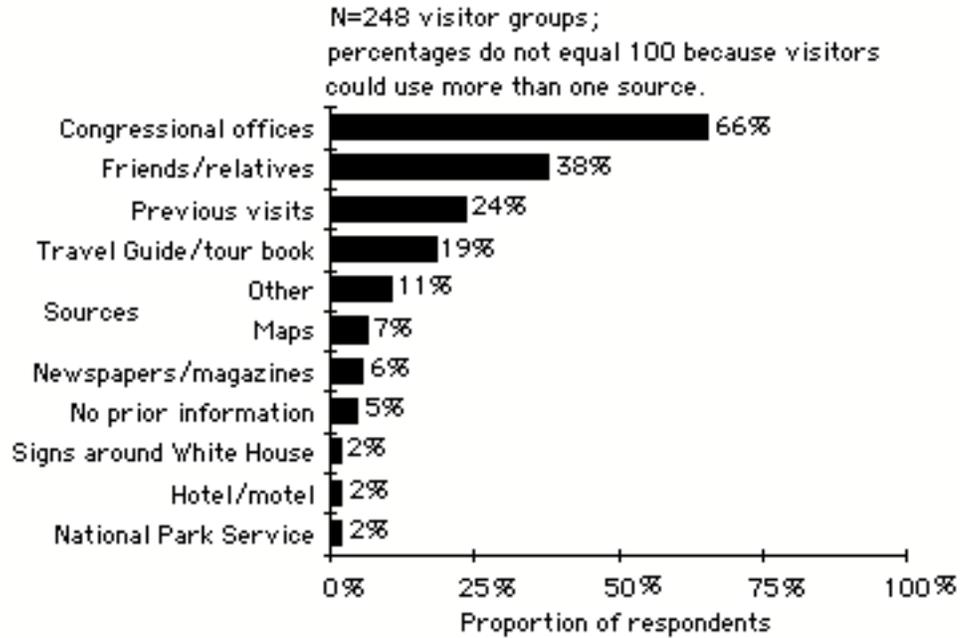


Figure 6: Proportion of visitor groups using each information source (Congressional tour)

E. Ticket arrangements

Similar proportions of Congressional tour visitors received tickets by mail and by other means (38%). Twenty-three percent of Congressional tour visitors received their tickets in person (Figure 7). Respondents that specified "other" ways to get tickets reported their tours were prearranged and approved by the Secret Service at the Visitors Entrance.

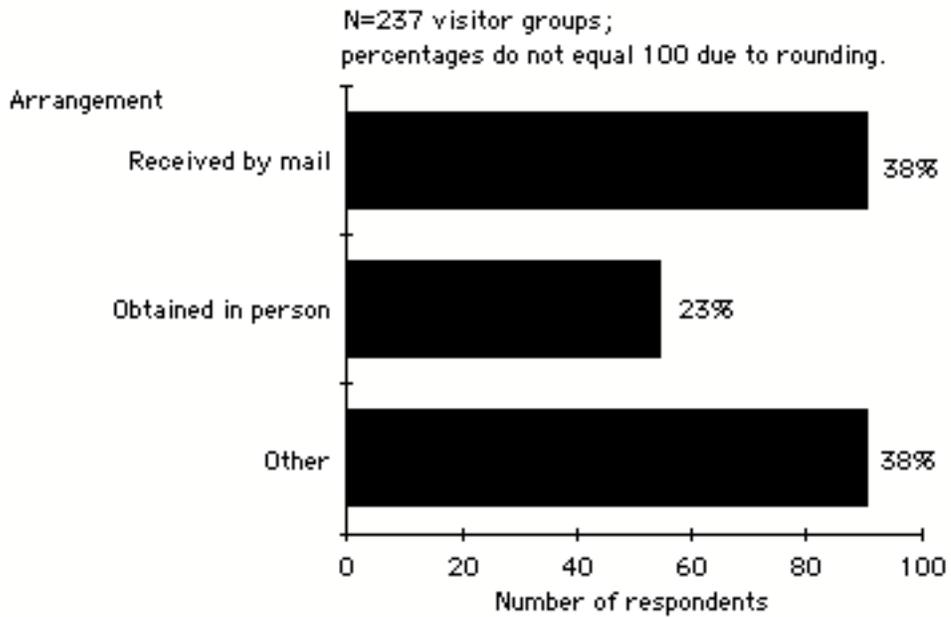


Figure 7: Arrangement for obtaining Congressional tour tickets

F. Ticket sources

Congressional tour visitors commonly obtained their tickets from the offices of Senators (28%) or Representatives (57%), as shown in Figure 8. Some of the "other" originating offices included the U.S. Secret Service Liaison Office, a personal contact in the White House, and unspecified personal contacts.

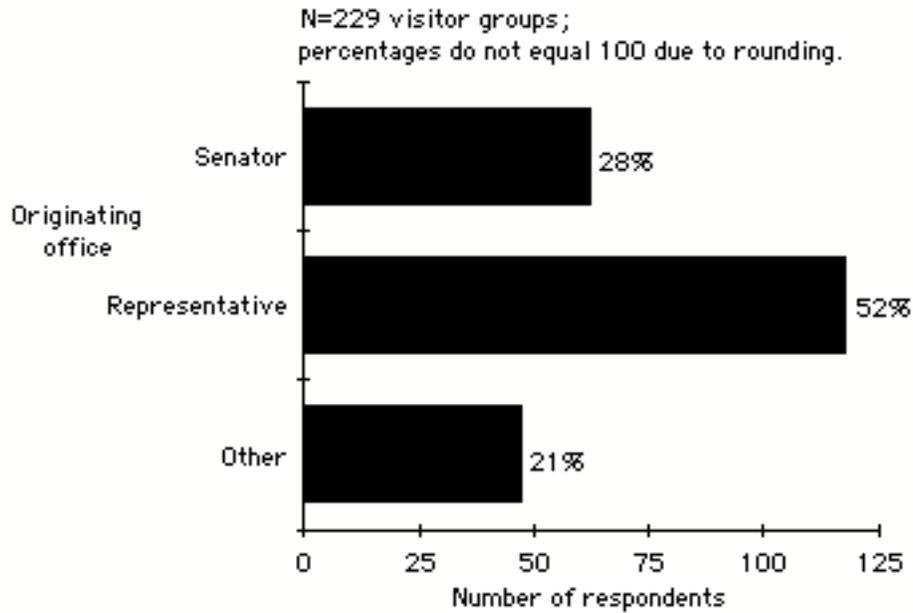


Figure 8: Originating office of Congressional tour tickets

G. Duration of wait for tour to start

Congressional tour visitors commonly waited less than two hours before their tours began (Figure 9). The average wait was 25 minutes.

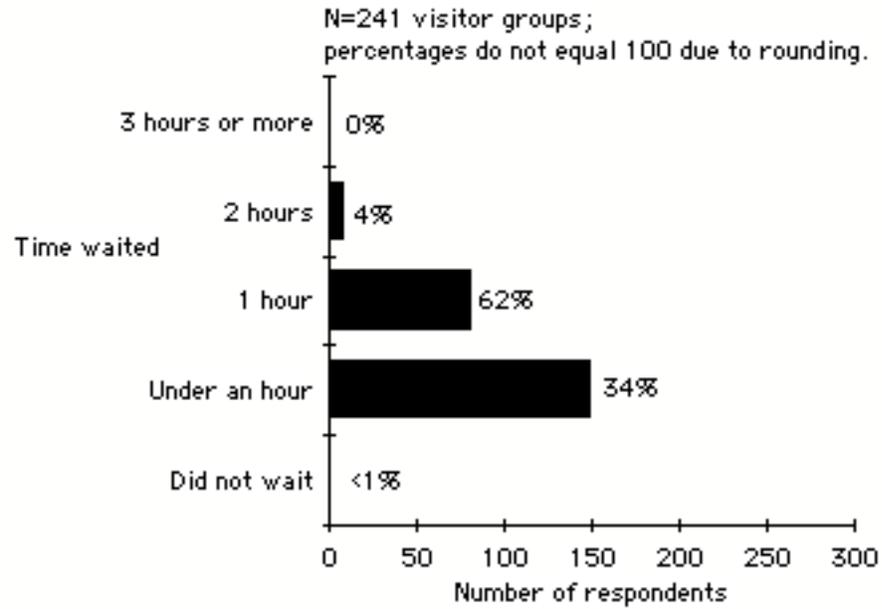


Figure 9: Duration of wait for Congressional tour to start

H. Use of services and facilities

Congressional tour visitors to the White House used a variety of the available services and facilities (See Figures 10 and 11). The most commonly used information and interpretive services were the White House room guides (75%), the exhibits inside the White House (40%), and book sales (21%), as seen in Figure 10.

Souvenir sales (21%) was the most used support facility; followed by restrooms (10%), the bus or tram tour (4%), and snack bar (2%), as seen in Figure 11.



Figure 10: Proportion of visitor groups using each service (Congressional tour)

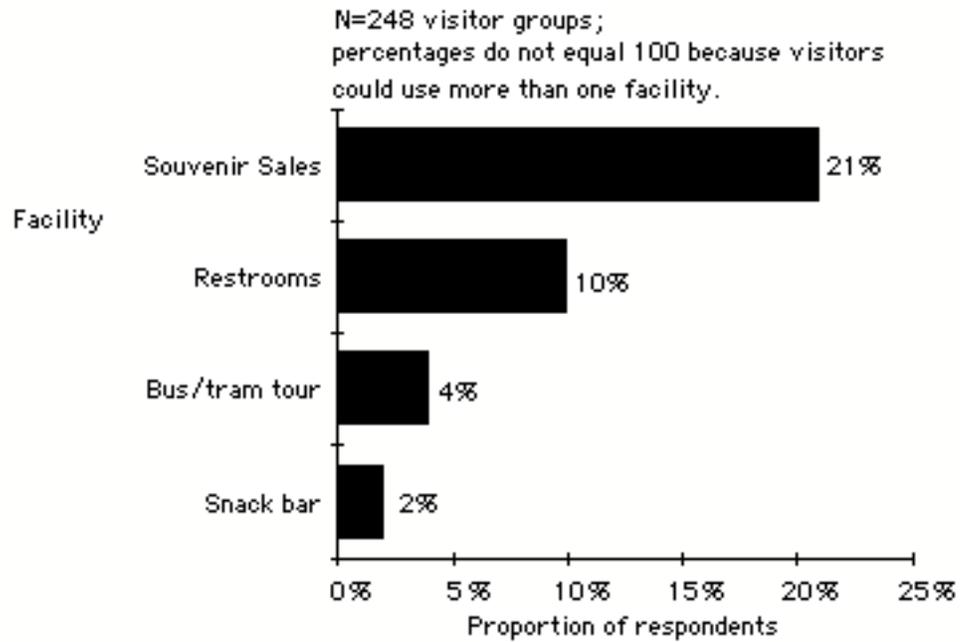


Figure 11: Proportion of visitor groups using each facility (Congressional tour)

I. Evaluation of services and facilities

Congressional tour visitors rated the quality of each service and facility they used.

Figures 12-23 show that visitors rated several services and facilities from "good" to "very good": the map/brochure (77%), ranger assistance (76%), the book sales (73%), and the White House room guides (71%).

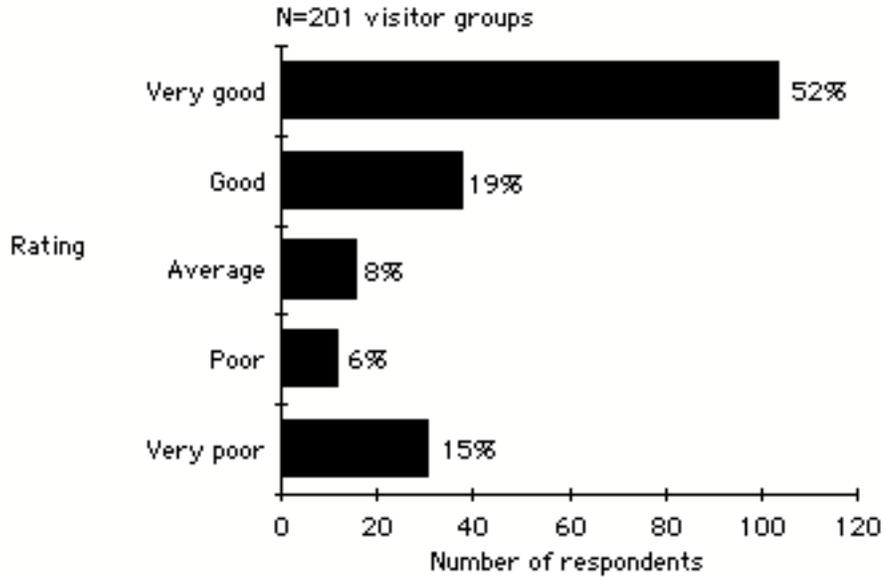


Figure 12: Quality of White House room guides (Congressional tour)

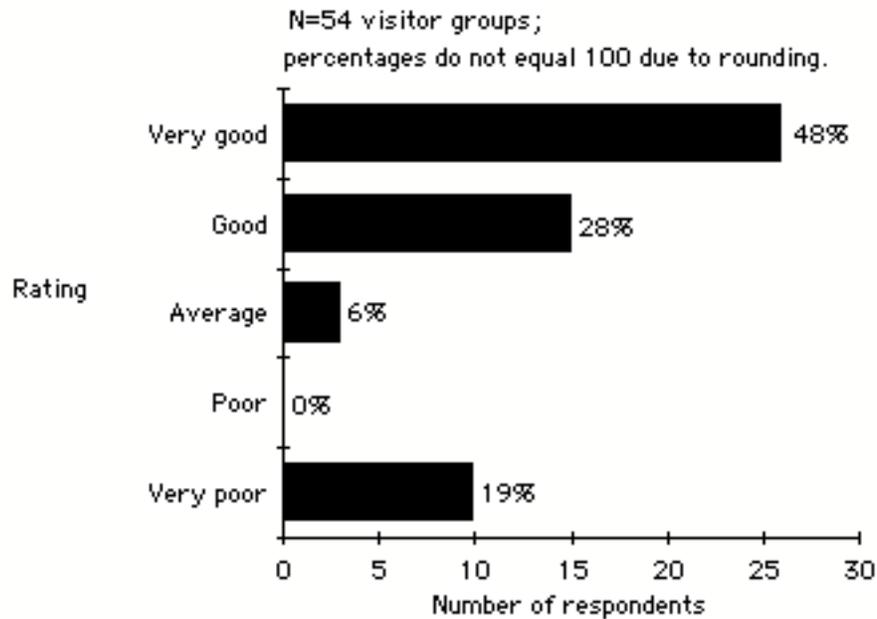


Figure 13: Quality of ranger assistance (Congressional tour)

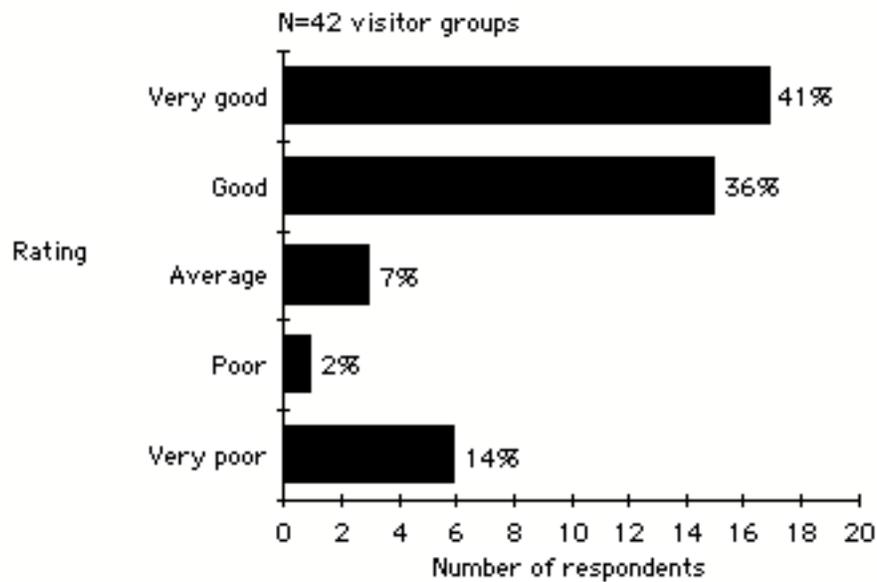


Figure 14: Quality of map/brochure (Congressional tour)

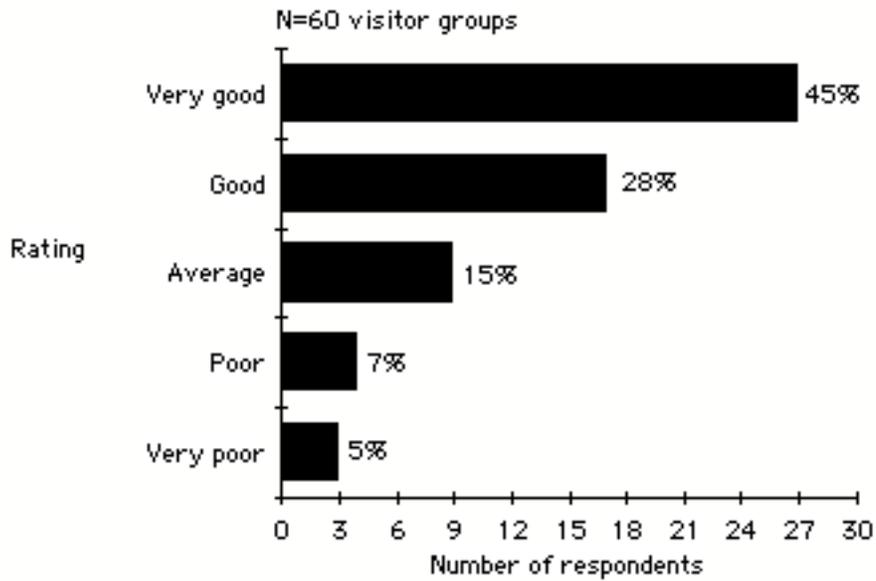


Figure 15: Quality of book sales (Congressional tour)

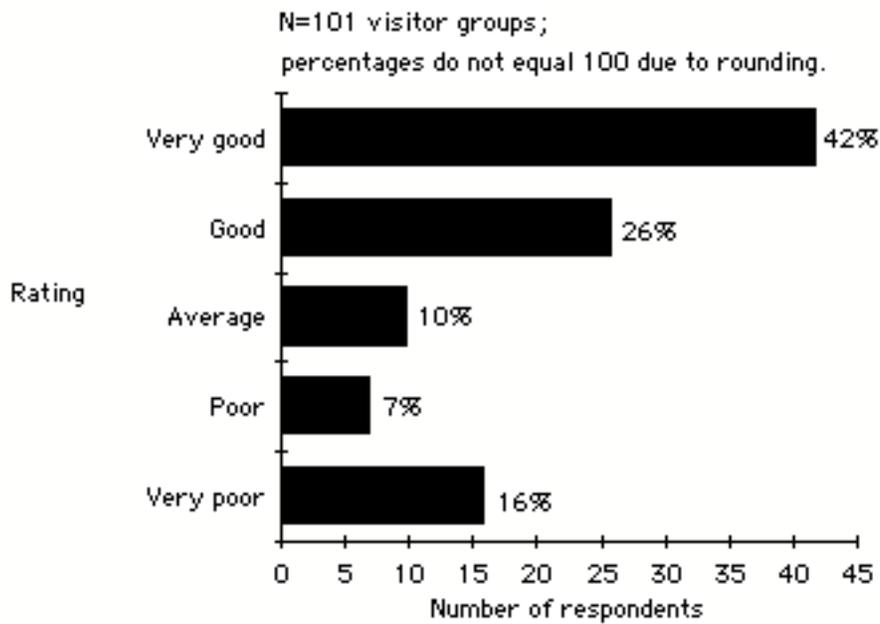


Figure 16: Quality of exhibits inside the White House (Congressional tour)



Figure 17: Quality of exhibits and maps outside the White House (Congressional tour)

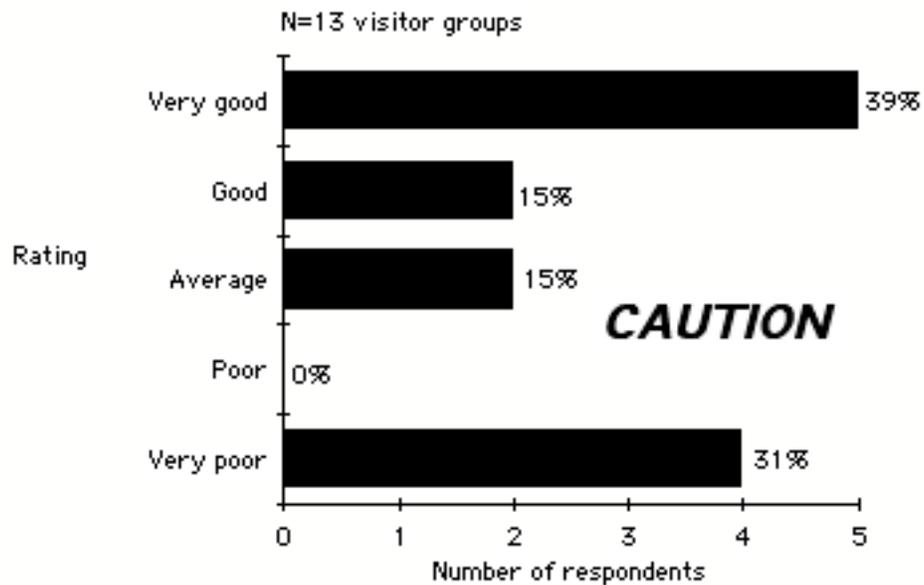


Figure 18: Quality of the NPS information kiosk (Congressional tour)



Figure 19: Quality of "other" (Congressional tour)

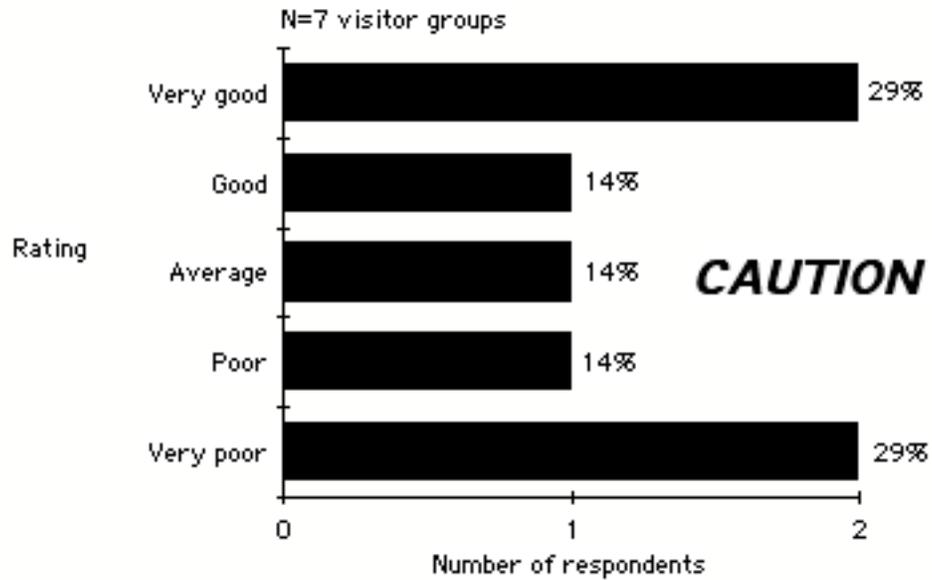


Figure 20: Quality of snack bar (Congressional tour)

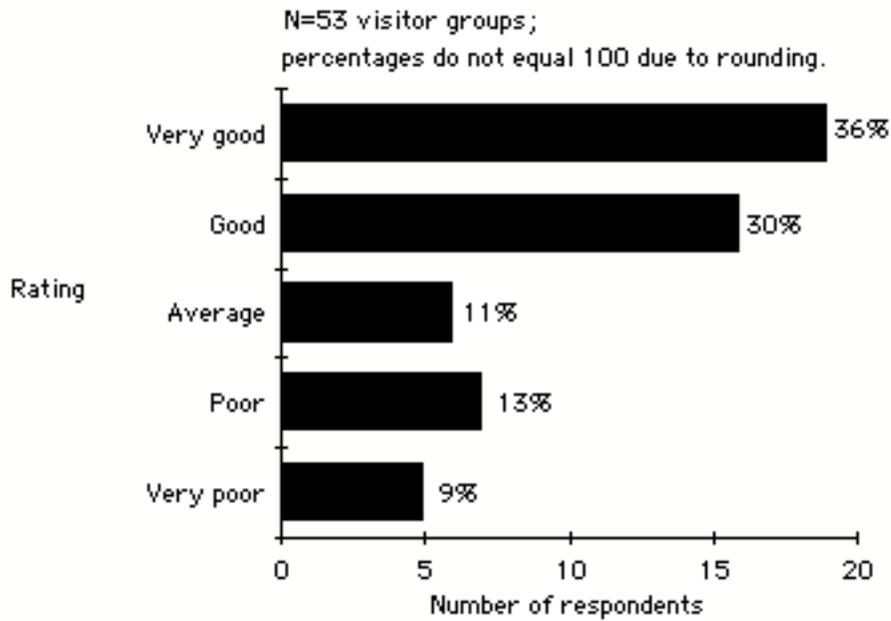


Figure 21: Quality of souvenir sales (Congressional tour)

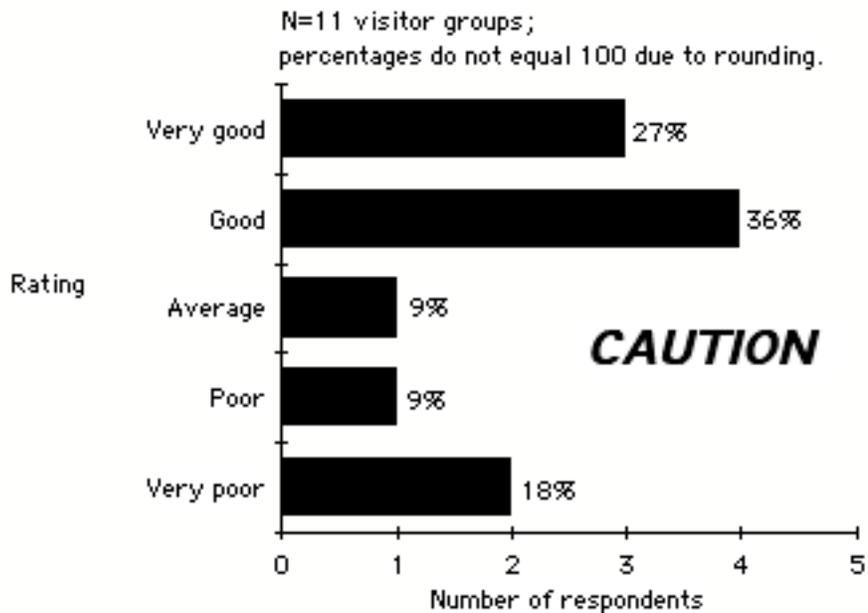


Figure 22: Quality of bus tour or tram (Congressional tour)

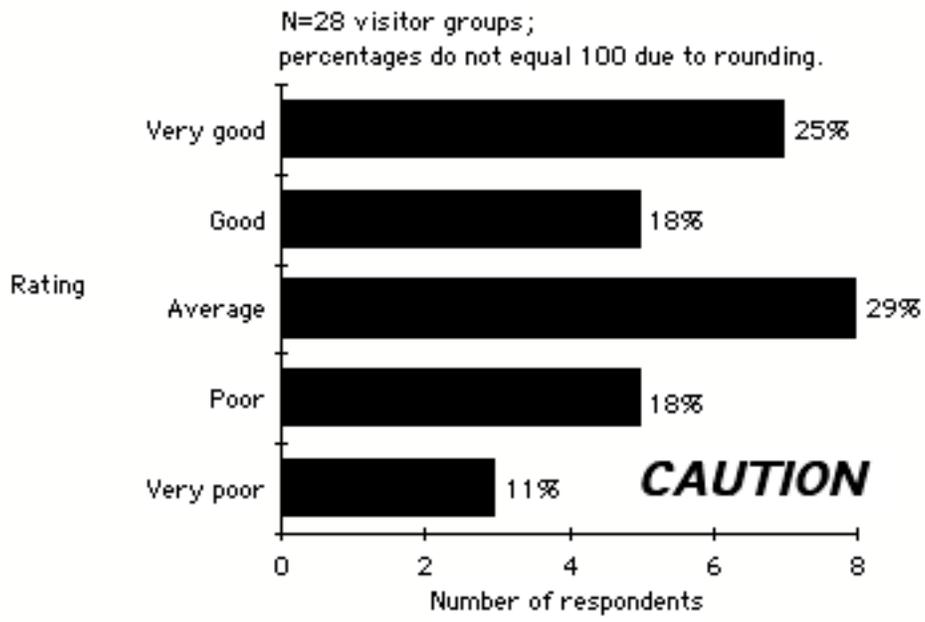


Figure 23: Quality of restrooms (Congressional tour)

J. Subjects of interest for future tours

Congressional tour visitors suggested many different topics for future White House tours (Table 4). The most popular subjects included history, official events, personal information on the Presidents and their families and architecture.

Table 4: Future tour subjects of interest (Congressional tours)

N=348 subjects; many visitors mentioned more than one subject

Subjects	No. of times mentioned
History	102
Official events	59
More personal information about Presidents and their families	40
Architecture	33
The tour is fine as it is	24
Would like to see more rooms	19
Gardens	10
How the rooms are used by their occupants	9
The day-to-day internal operations	8
Explain the art in each room viewed	6
History of each room	6
Renovations	4
How each room was decorated	4
First ladies	3
Furniture	3
How the food is prepared	3
More information about the current President	2
Other comments (< 2 each)	8

K. Potential use of a White House Visitor Center

Seventy-three percent of the Congressional tour respondents felt they would likely use a nearby White House Visitor Center, if it were available; 17% felt they would be unlikely to do so (Figure 24).

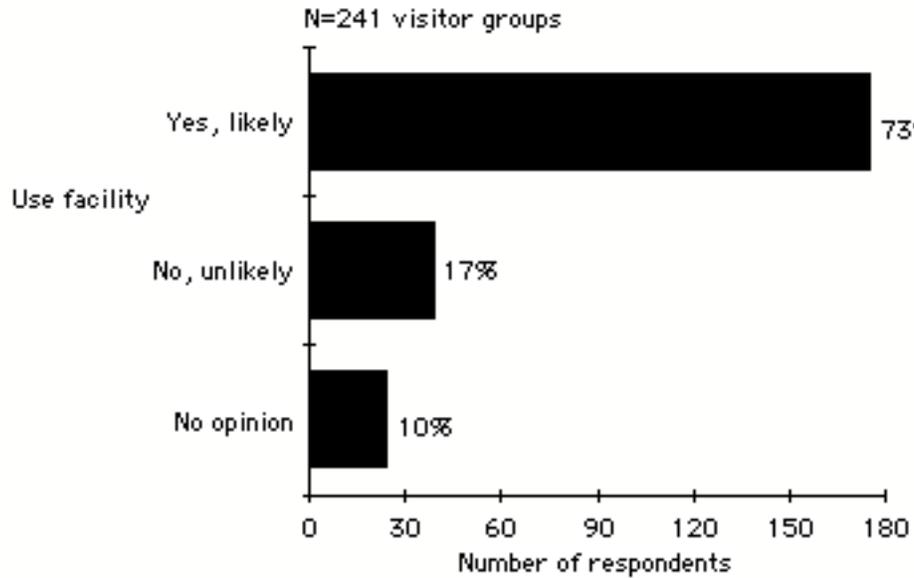


Figure 24: Potential use of a White House Visitor Center (Congressional tour)

L. Downtown sites visited

Respondents either planned to visit or had visited many other downtown Washington, D.C. sites (Figure 25). Most either visited or planned to visit the Smithsonian Institution (89%). The Lincoln Memorial (83%) and the U.S. Capitol (81%) were the next most popular sites. Fifty-seven percent of visitors specified "other" sites, including Ford's Theater, the FBI Building, the Supreme Court, the Library of Congress, the Bureau of Printing and Engraving, and the Kennedy Center.

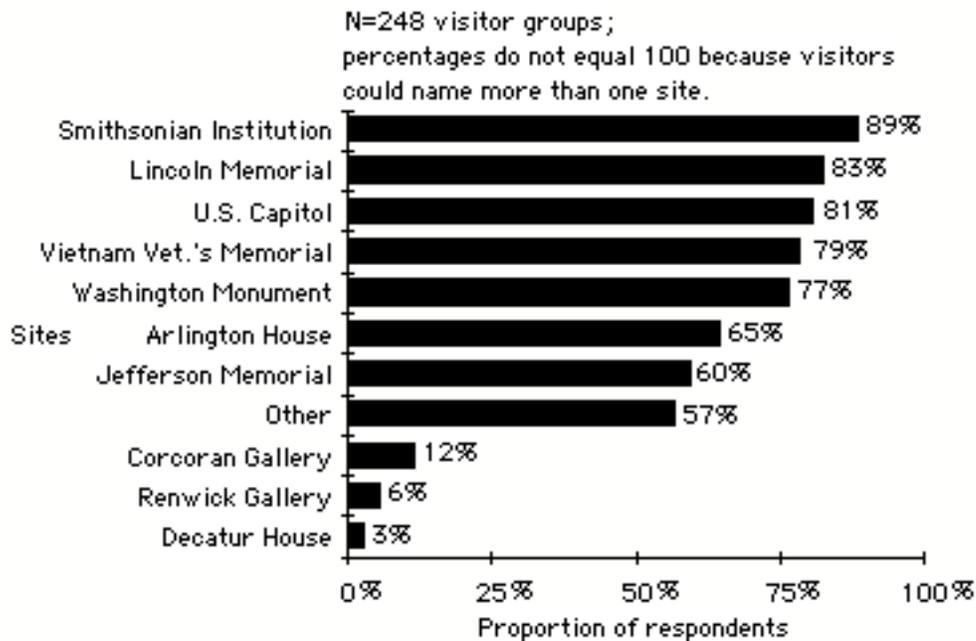


Figure 25: Downtown sites visited (Congressional tour)

M. Comment summary (Congressional tour)

Visitors were asked if there was anything else they wanted to tell us about their White House Tour. A summary of these comments appears below and in the separate appendix, which also contains their unedited comments. Their comments mention a variety of subjects.

Visitor comment summary (Congressional tour)

N=350 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Secret Service	
Guide gave a good tour	34
Guide's voice projection poor	10
Guides friendly/polite	8
Guide did not give a good tour	8
Other Personnel	
White House staff friendly/polite	8
INTERPRETIVE SERVICES	
Nonpersonal	
White House brochure should be handed out to visitors	4
White House needs a visitor center	2
Show audio-visual program of rooms not on tour	2
Personal	
Enjoyed tour	66
Tour group too large	41
White House tour too short/rushed	33
Tour should offer more rooms	24
Want tour of grounds	8
Tour disappointing	3
Tour needs to accommodate children better	2
Disappointed dining room not part of tour	2
Other comments	8

FACILITIES AND MAINTENANCE**General**

Clean, well maintained grounds	5
Appreciated flower arrangements inside White House	4
Other comments	2

Roads and Parking Facilities

Need closer parking for elderly and small children	2
--	---

POLICIES

Public should have access to restroom in White House	7
Allow photos/videos during tours	4
Want age restrictions to exclude young children	3
New ticket system seems to work better	2

CONCESSIONS

Need to have souvenir and book sales available after tour	8
Need to sell a variety of souvenirs	3
Visitors should know only one place to buy White House book	2
Other comments	3

VISITOR SERVICES PROJECT

Thanks for asking me to fill out questionnaire	2
--	---

GENERAL IMPRESSIONS

Enjoyed White House furnishings	8
Plan to return	7
Washington D.C. is beautiful	5
Would like to have met the President	2
Good job	2
Appreciate receiving tickets through congressional office	2
Other comments	14

PUBLIC TOUR RESULTS

A. Characteristics

Thirty percent of public tour visitors came in groups of two, 25% in groups of eleven or more, and 20% in groups of four (Figure 26). Families accounted for 49% of visitors, as shown in Figure 27. Some of the "other" kinds of groups included business associates, school groups, and scouting groups.

Figure 28 shows a wide range of age groups, the most common being adults 36-45 years of age (24%) and children 15 years or younger (18%). Eighty-three percent were on their first White House tour, and 14% had toured 2-4 times, as shown in Figure 29.

Foreign visitors comprised 14 % of public tour visitors. Most came from European countries (Map 5), and most of these from Austria (14%), France and United Kingdom (10% each). Map 6 and Table 6 show that the states with the largest proportions of visitors were New York (23%), California (8%), and New Hampshire and Pennsylvania (7% each).

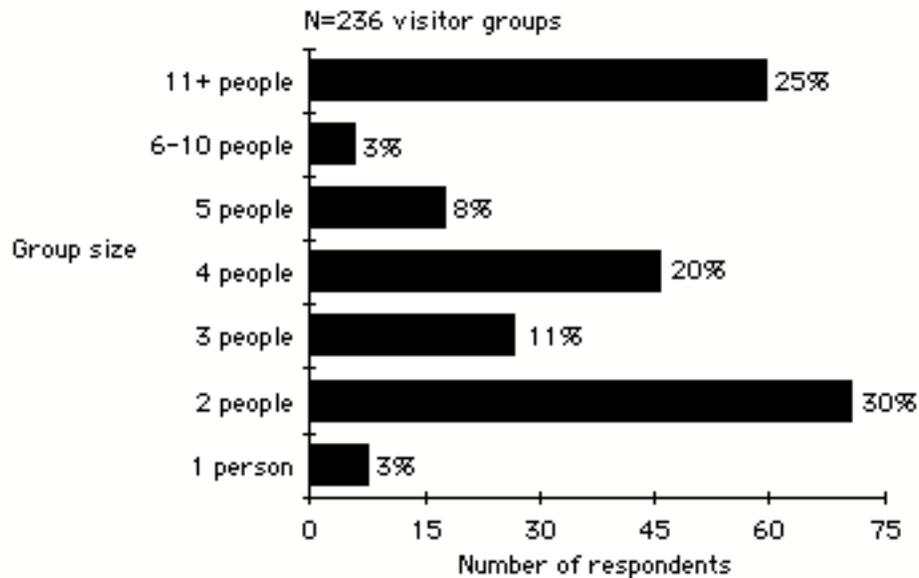


Figure 26: Visitor group sizes (public tour)

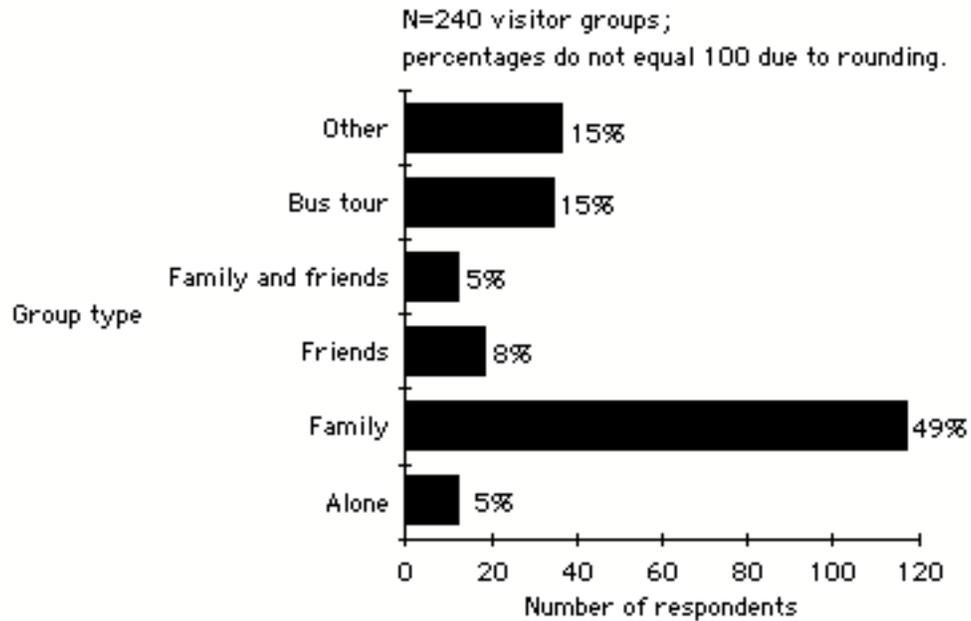


Figure 27: Visitor group types (public tour)

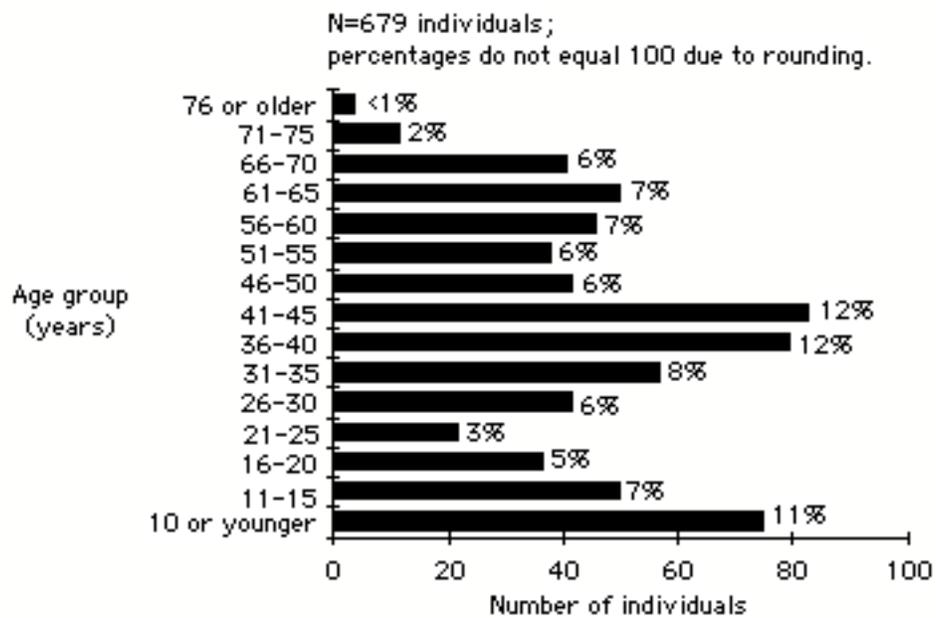


Figure 28: Visitor ages (public tour)

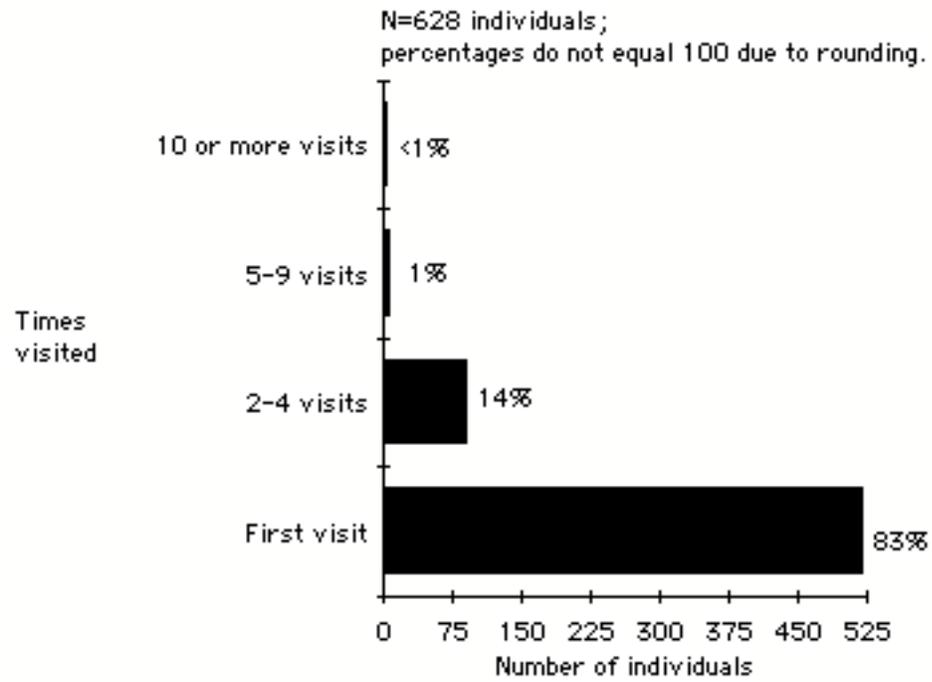


Figure 29: Number of visits made by visitor groups (public tour)

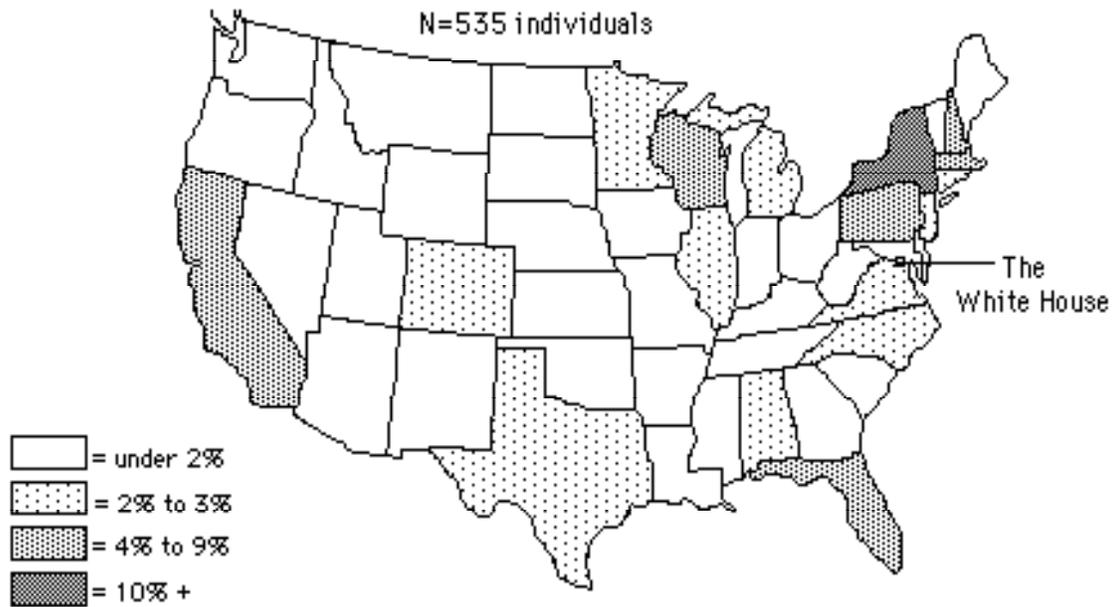


Map 5: Proportion of foreign visitors by country (public tour)

Table 5: Proportion of visitors from foreign countries (public tour)

N=88 individuals from foreign countries

Country	Number of individuals	Percent of foreign visitors
Austria	12	14
France	9	10
United Kingdom	9	10
Germany	8	9
Canada	7	8
Netherlands	6	7
Sweden	6	7
Spain	5	6
Thailand	5	6
China	4	5
Japan	4	5
Argentina	2	2
Finland	2	2
Israel	2	2
Belgium	1	1
Brazil	1	1
Mexico	1	1
Peru	1	1
Taiwan	1	1
Other countries	2	2



Map 6: Proportion of visitors from each state (public tour)

Table 6: Proportion of visitors from each state (public tour)

N=535 individuals;
individual state percentages do not total to 100 due to rounding.

State	Number of individuals	Percent of visitors
New York	121	23
California	42	8
New Hampshire	36	7
Pennsylvania	30	7
Massachusetts	23	4
Wisconsin	22	4
Florida	21	4
Virginia	18	3
North Carolina	17	3
Illinois	15	3
Texas	15	3
Michigan	14	3
Alabama	13	2
Connecticut	12	2
New Jersey	11	2
Minnesota	10	2
Colorado	9	2
Other states (26)	90	16

B. Transportation type

Most public tour visitors arrived for their White House tour by walking (41%), tour bus (30%), private vehicle (24%), and/or subway (22%). Figure 30 shows the proportion of visitors that used each type of available transport.

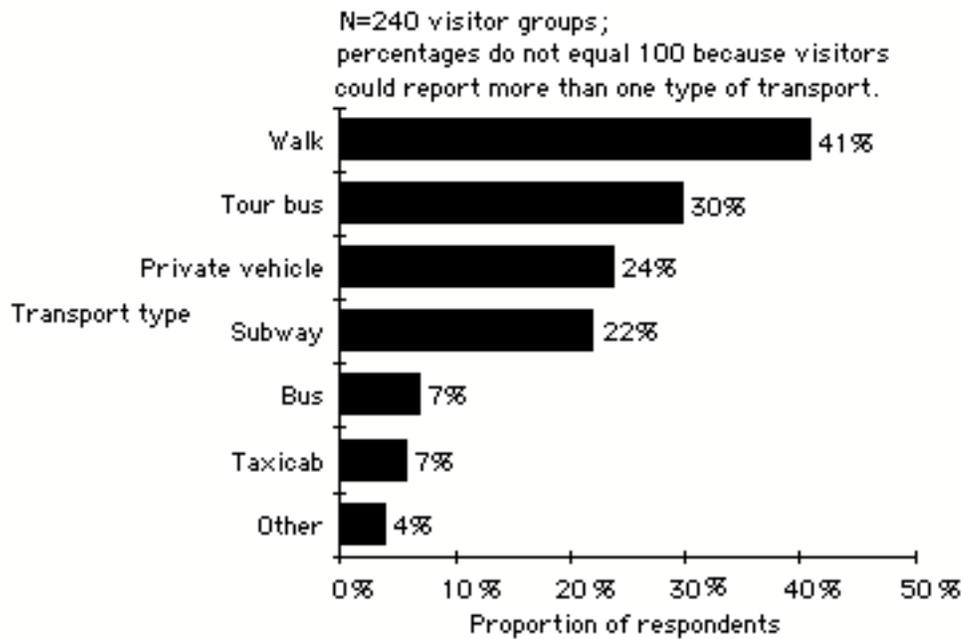


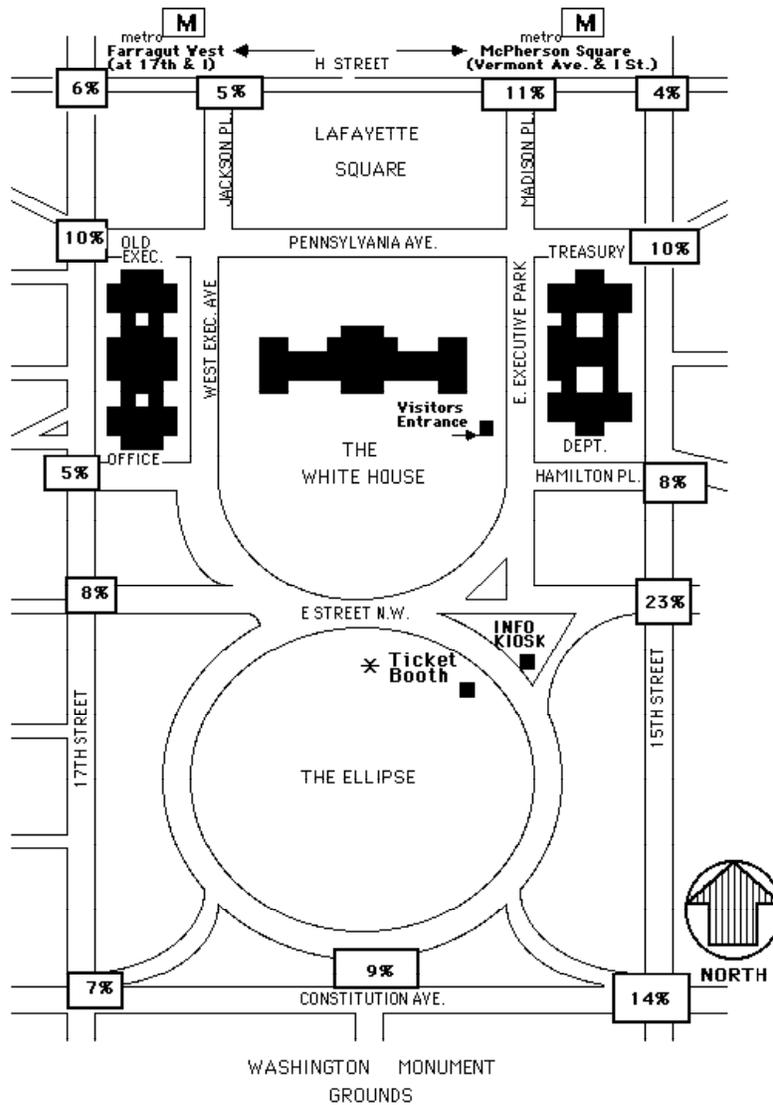
Figure 30: Proportion of visitor groups using each transport type (public tour)

C. Routes traveled

Visitors indicated routes they used to arrive at the ticket booth to obtain tickets for the public tour. Map 7 shows the proportion of public tour visitors using each "outer" intersection to enter the White House area. E Street N. W. and 15th Street (23%) and Constitution Avenue and 15th Street (14%) had the highest use.

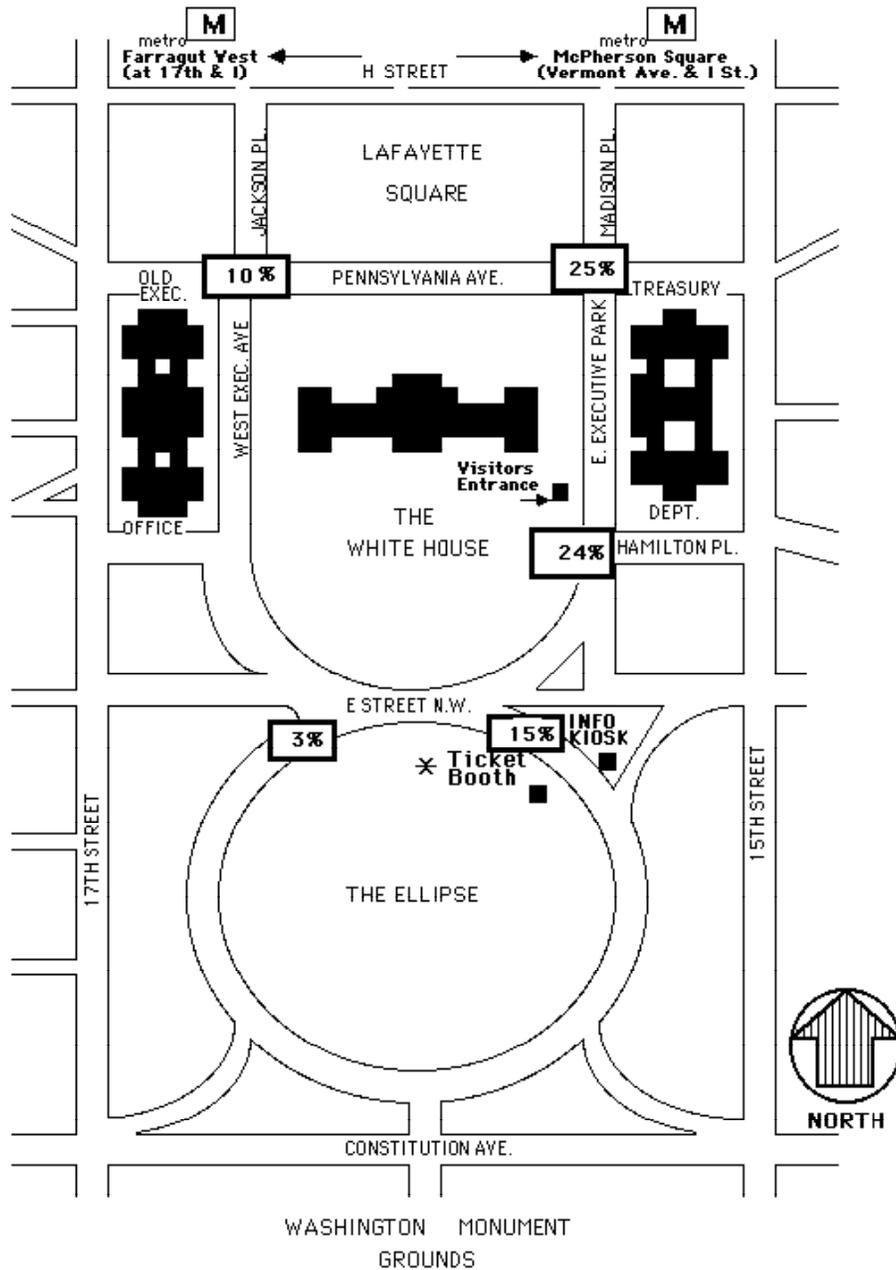
Map 8 shows the proportion of public tour visitors using each "inner" intersection in the immediate White House area. East Executive Park and Madison Place (25%) and East Executive Park and Hamilton Place (24%) were used most often.

N=240 visitor groups;
percentages do not equal 100 because visitors could use more than one intersection.



Map 7: Proportion of visitor groups using outer intersections (public tour)

N=240 visitor groups;
 percentages do not equal 100 because visitors could use more than one intersection.



**Map 8: Proportion of visitor groups using inner intersections
 (public tour)**

D. Information sources

Prior to their public tour, most visitor groups consulted travel guides and tour books for advice (45%), as well as friends and relatives (29%). Figure 31 shows the proportion of visitors that consulted each identified source. Seventeen percent consulted Congressional offices, and 9% consulted the National Park Service.



Figure 31: Proportion of visitor groups using each information source (public tour)

E. Duration of wait for tour to start

Public tour visitors commonly waited between one and two hours before their tours began (Figure 32). The average wait was one hour and twenty-eight minutes. Some groups did not wait at all, while one group waited four hours and 12 minutes.

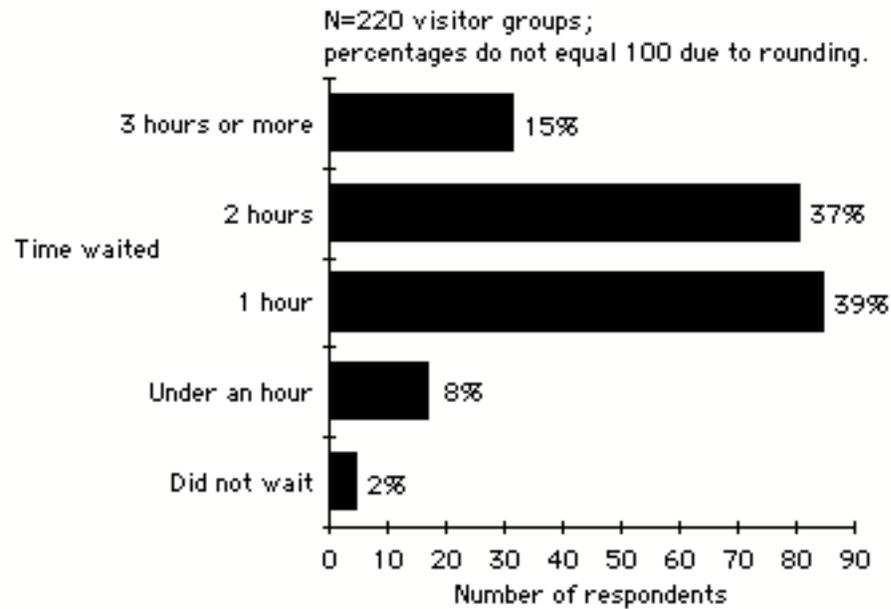


Figure 32: Duration of wait for public tour to start

F. Preferred ticket system

Public tour visitors were asked to choose between two ticketing arrangements for visiting the White House in the future. Figure 33 shows that 69% were in favor of maintaining the current way of distributing tickets on a first-come, first-served basis. An advance reservation basis was preferred by 31%.

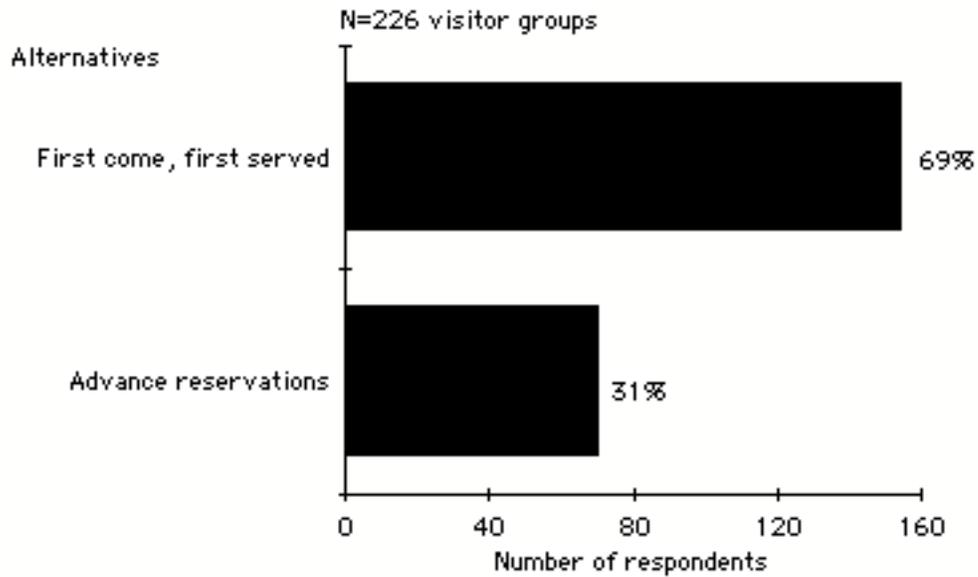


Figure 33: Visitor preferred ticket system (public tour)

G. Use of services and facilities

Public tour visitors used a variety of the available services and facilities (Figures 34 and 35). The most commonly used information and interpretive services were the White House room guides (57%), the exhibits inside the White House (55%), ranger assistance (43%), and the map/brochure (38%), as seen in Figure 34.

Facilities used most often were the restrooms (24%), followed by souvenir sales (13%), the snack bar (8%), and the bus/tram tour (5%), as seen in Figure 35.

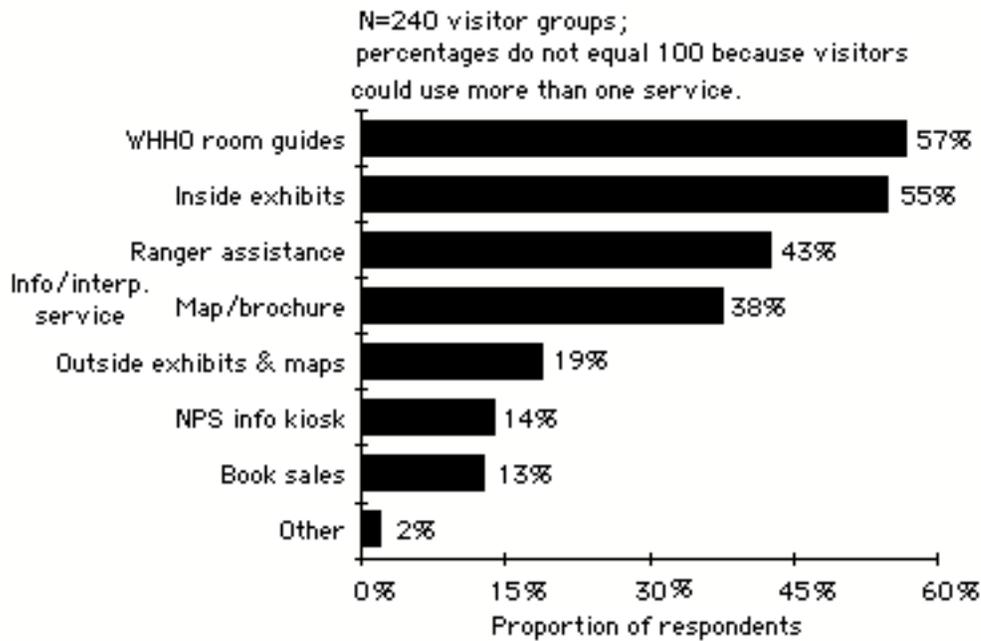


Figure 34: Proportion of visitor groups using each service (public tour)

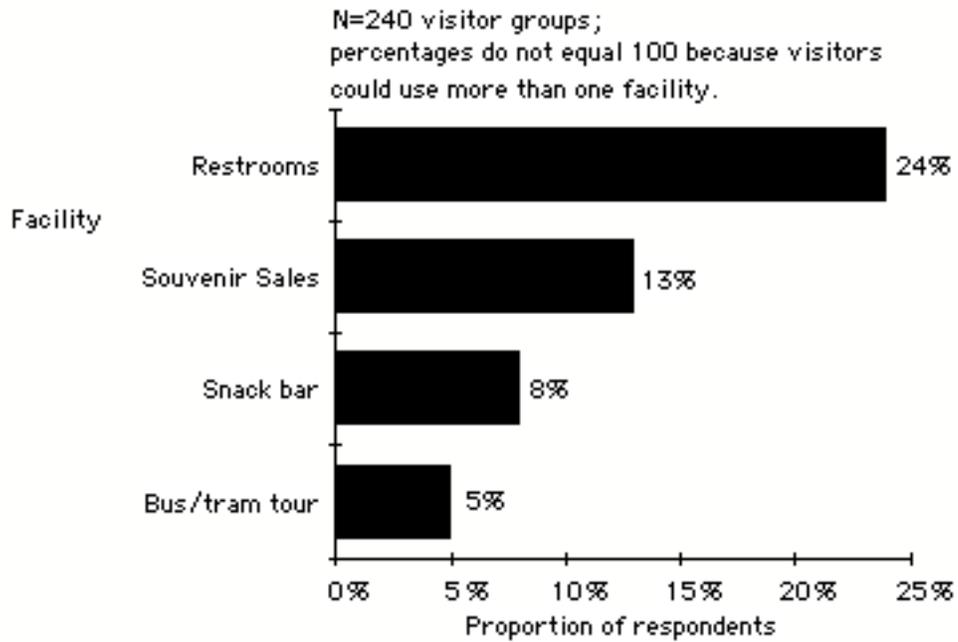


Figure 35: Proportion of visitor groups using each facility (public tour)

H. Evaluation of services and facilities

Public tour visitors rated the quality of each service and facility they used. Figures 36-47 show that visitors rated several services and facilities from "good" to "very good": map/brochure (77%), ranger assistance and book sales (73%), the National Park Service information kiosk (72%), and the exhibits inside the White House (70%). The services and facilities with the lowest quality, from "poor" to "very poor" were the White House room guides (24%) and the restrooms (23%).



Figure 36: Quality of White House room guides (public tour)

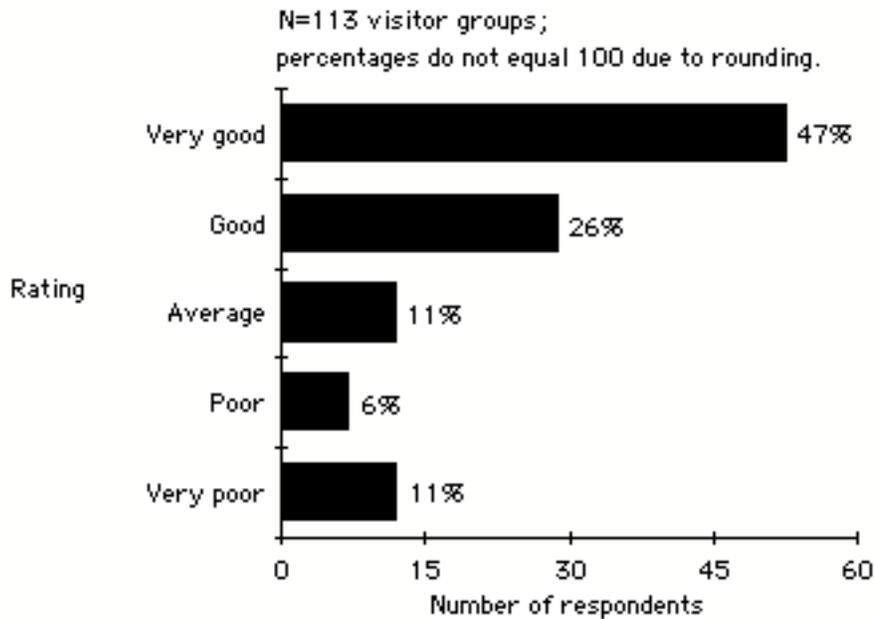


Figure 37: Quality of ranger assistance (public tour)

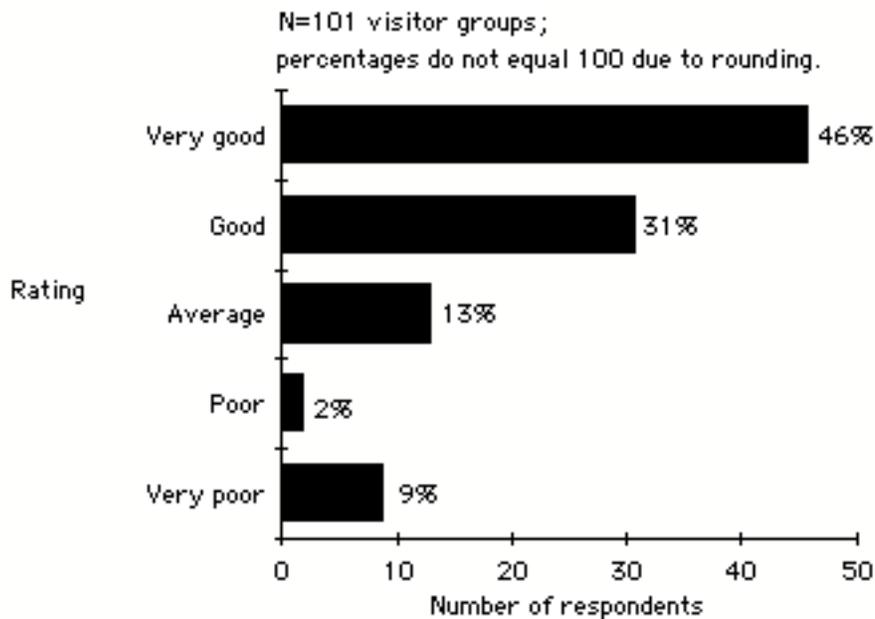


Figure 38: Quality of map/brochure (public tour)

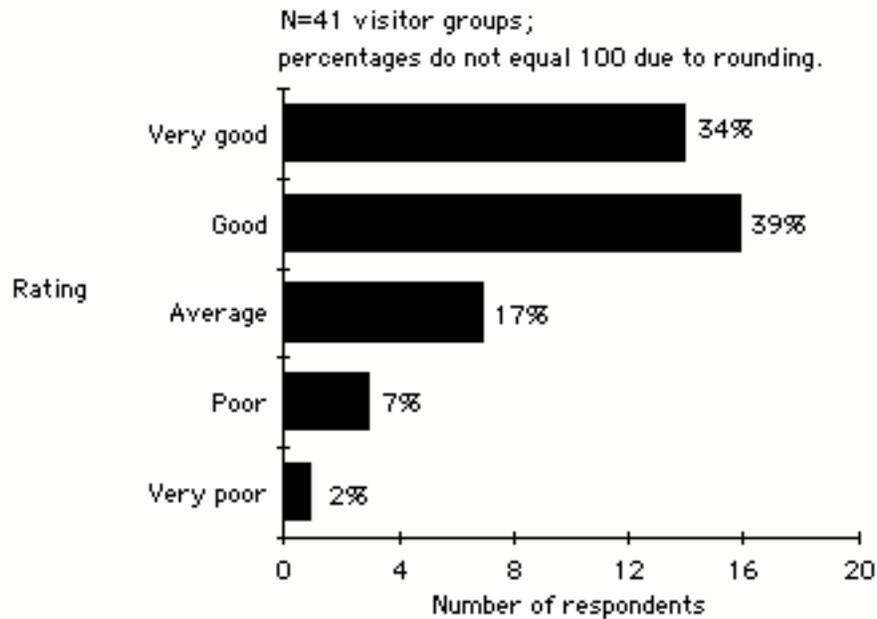


Figure 39: Quality of book sales (public tour)

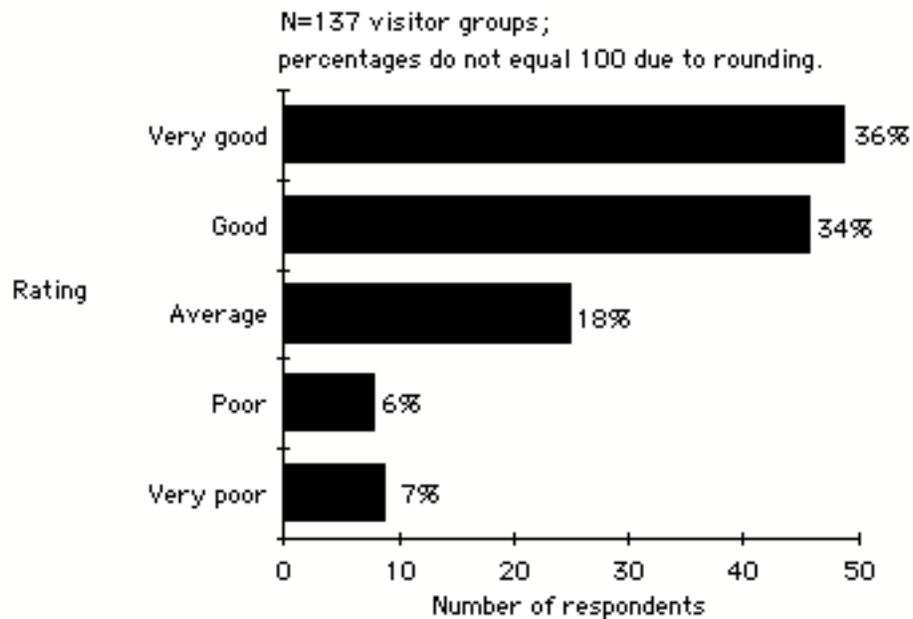


Figure 40: Quality of exhibits inside the White House (public tour)

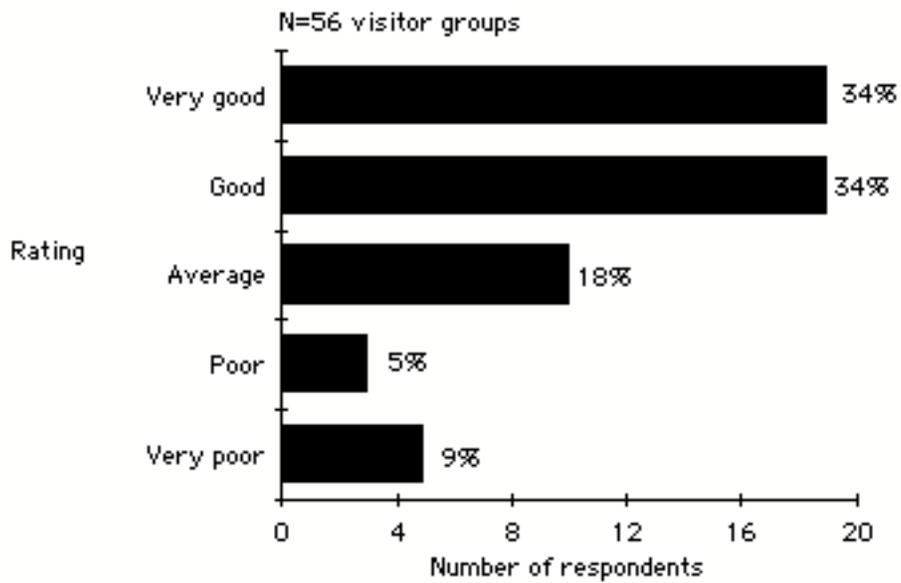


Figure 41: Quality of exhibits and maps outside the White House (public tour)

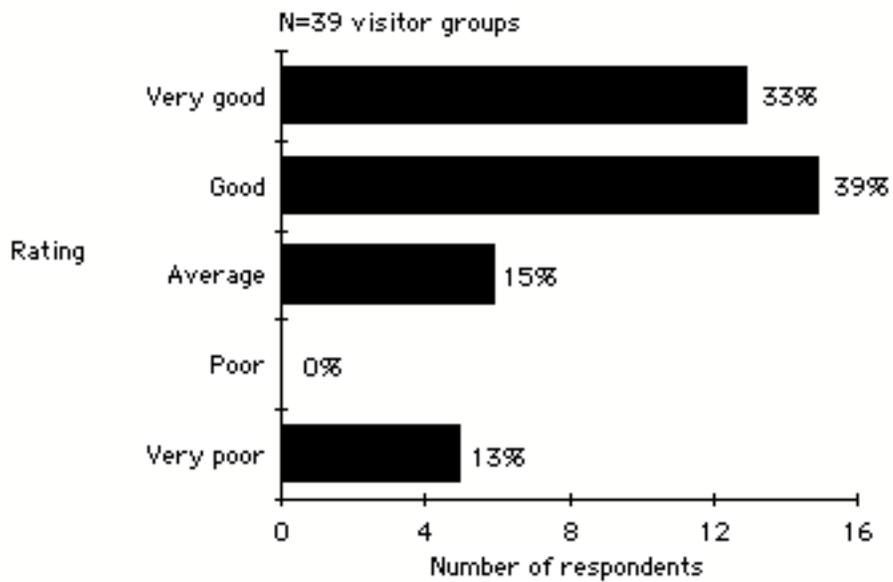


Figure 42: Quality of the NPS information kiosk (public tour)

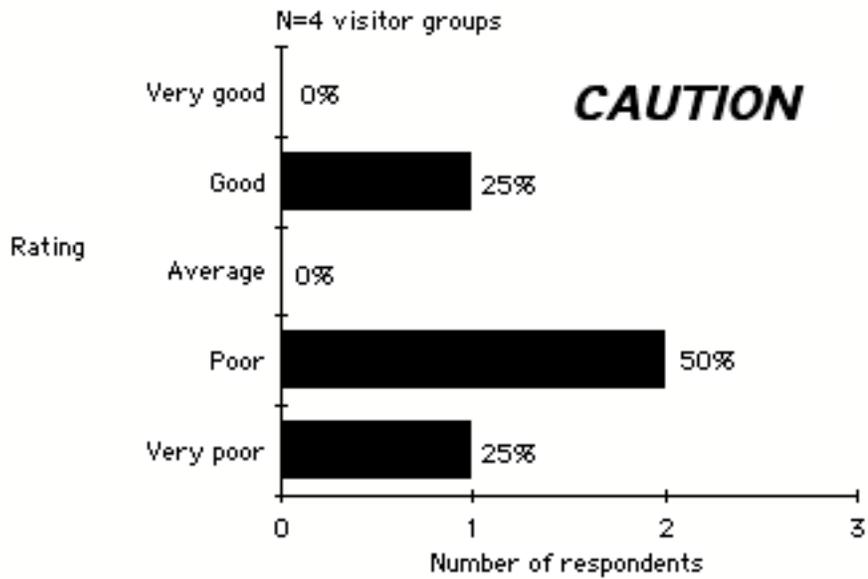


Figure 43: Quality of "other" info/interp services (public tour)

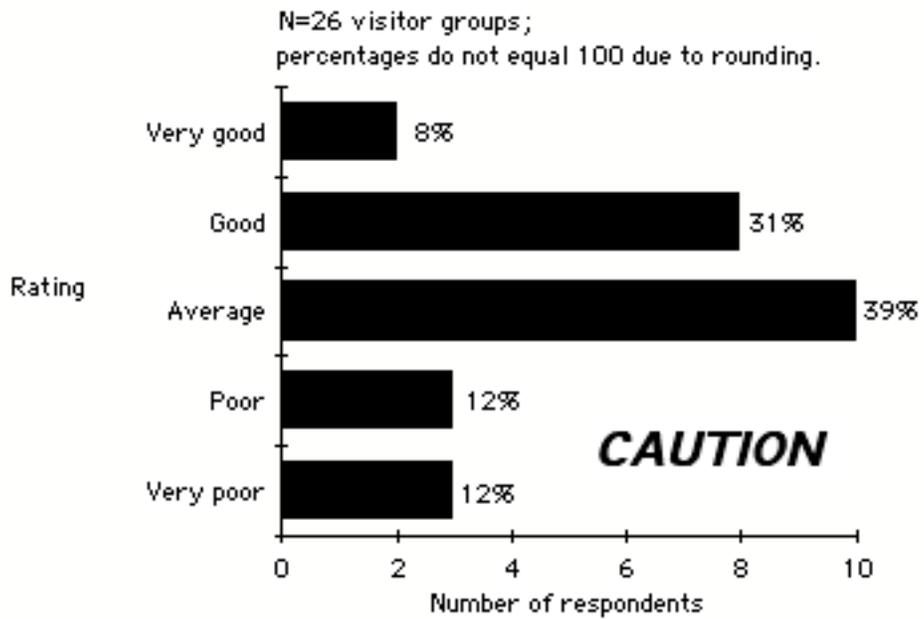


Figure 44: Quality of snack bar (public tour)

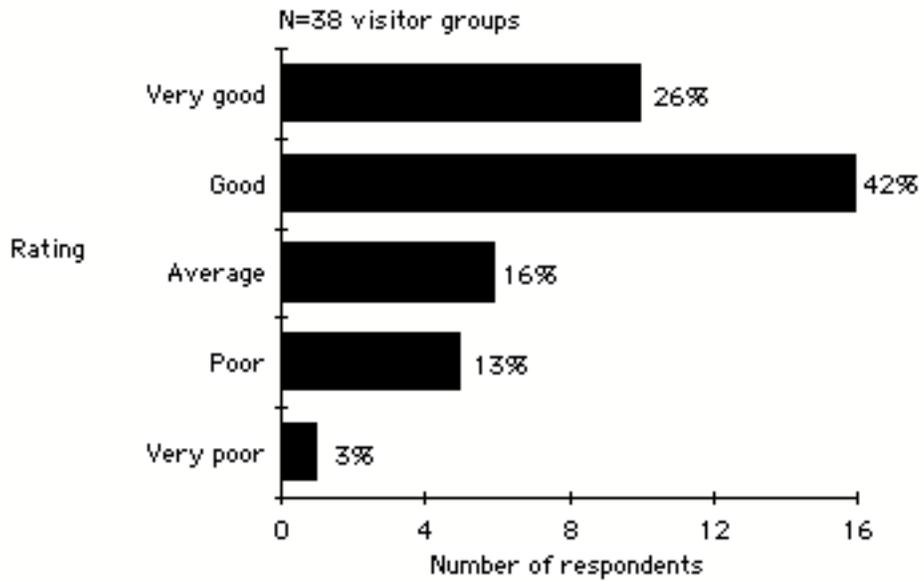


Figure 45: Quality of souvenir sales (public tour)

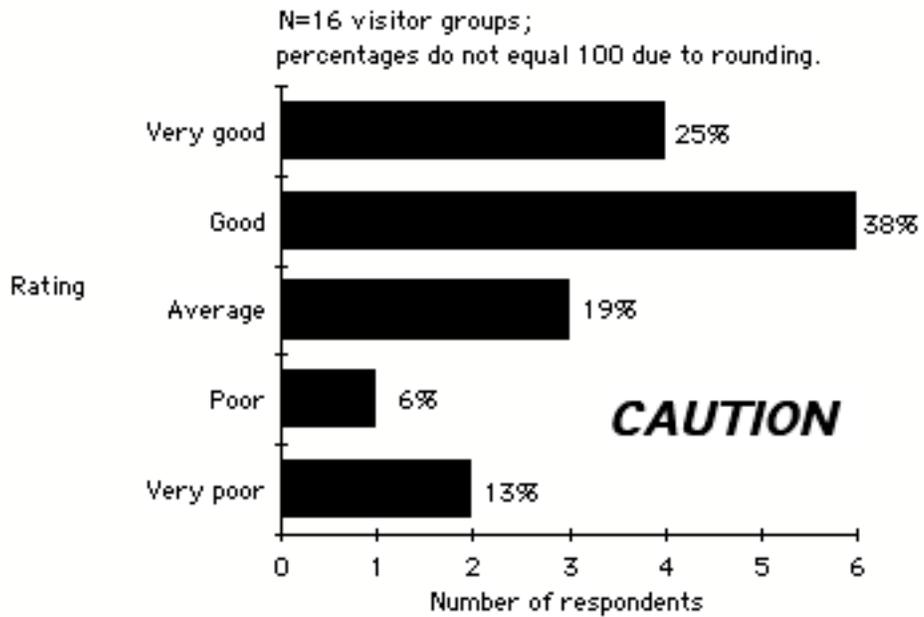


Figure 46: Quality of bus tour or tram (public tour)

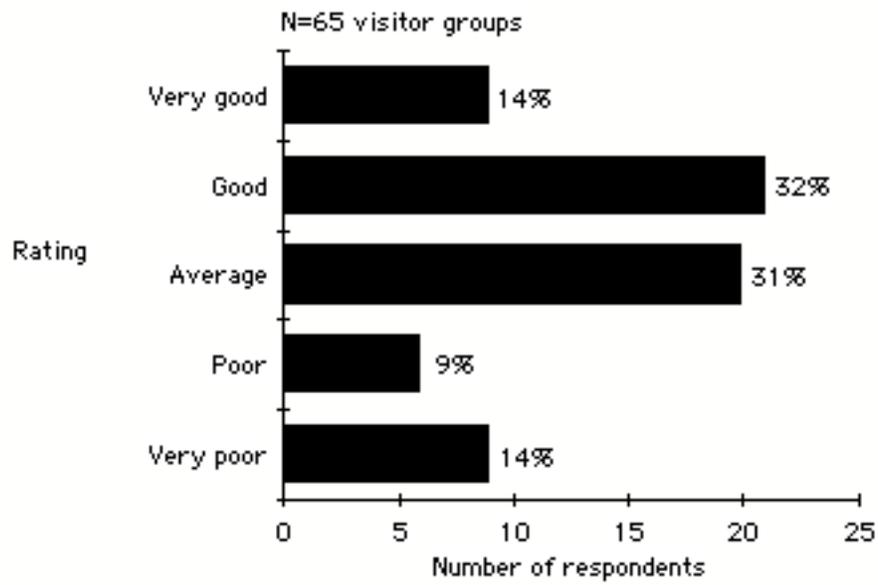


Figure 47: Quality of restrooms (public tour)

I. Subjects of interest for future tours

Public tour visitors mentioned many different topics for future White House tours (Table 7). The most popular subjects included history, official events, architecture, history and use of the rooms.

Table 7: Future tour subjects of interest

N=326 subjects; many visitors mentioned more than one subject.

Subjects	No. of times mentioned
History and use of the rooms	100
Official events	56
Architecture	34
More information about each of the Presidents	19
A normal day and its operations	18
Anecdotes of First Families	15
The gardens	9
Portrait information	8
The President's daily activity	6
Furnishings	5
All subjects are adequately covered	5
Photographs of official and social events	4
First Ladies	3
Security	3
Information about official protocol	2
Private living quarters	2
A video presentation of all the rooms prior to visit	2
Other comments (< 2 each)	10

J. Potential use of a White House Visitor Center

Seventy-five percent of the public tour respondents felt they would likely use a nearby White House Visitor Center, if it were available; 15% felt they would be unlikely to do so (Figure 48).

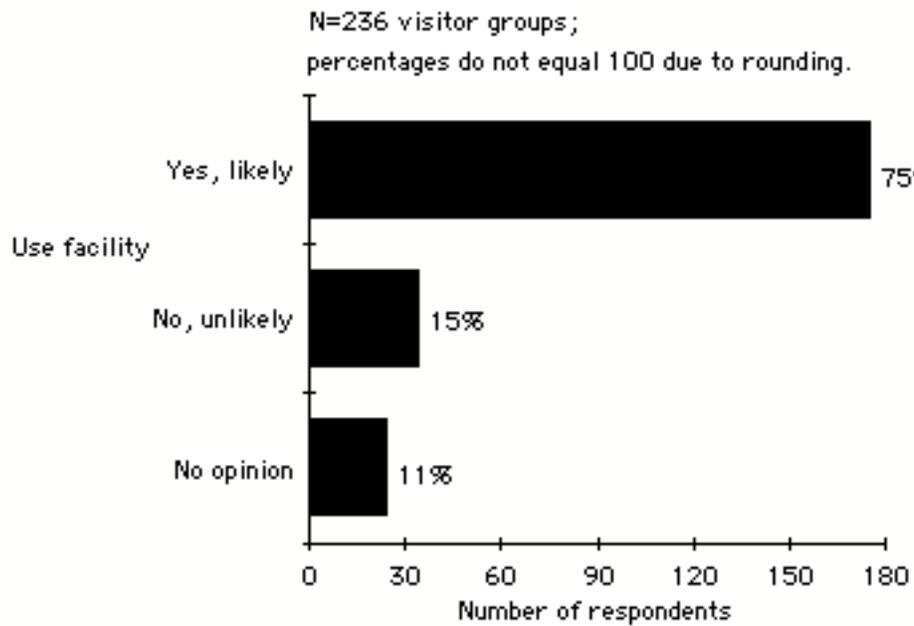


Figure 48: Potential use of a White House Visitor Center (public tour)

K. Downtown sites visited

Public tour respondents either planned to visit or had visited many downtown Washington, D.C. sites (Figure 49). Most either visited or planned to visit the Smithsonian Institution (91%). The Lincoln Memorial (90%) and the Vietnam Veteran's Memorial (85%) were the next most popular sites. Fifty percent of visitors specified "other" sites, including Ford's Theater, the FBI Building, the Bureau of Printing and Engraving, Union Station, the National Archives, the Kennedy Center, and the Old Post Office.

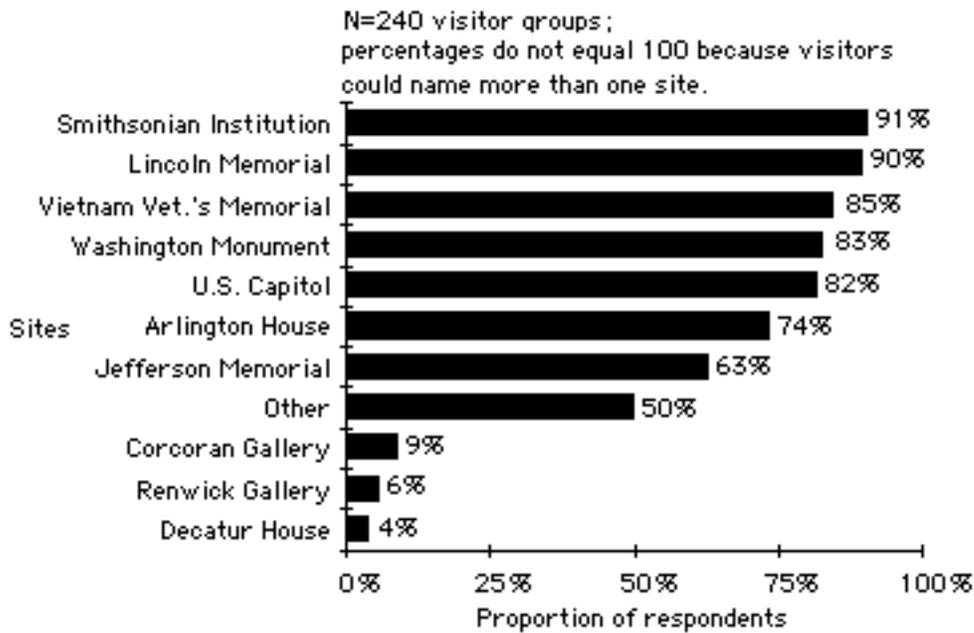


Figure 49: Downtown sites visited (public tour)

L. Comment summary (public tour)

Visitors were asked if there was anything else they wanted to tell us about their White House Tour. A summary of these comments appears below and in the separate appendix, which also contains their unedited comments. Their comments mention a variety of subjects.

Visitor comment summary (public tour)

N=390 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
National Park Service	
Rangers helpful/friendly	4
Park Service personnel did a good job	4
Use Park Service personnel to give tours inside	2
Other comments	1
Secret Service	
Room guides did not have prepared talks--should have	27
Other Personnel	
White House staff helpful/friendly	18
INTERPRETIVE SERVICES	
Nonpersonal	
Enjoyed tour	43
Make White House brochures available to visitors	5
Offer audio-visual program of rooms not on tour	4
Offer an audio tape tour	2
Other comments	4
Personal	
White House tour too short/rushed	41
Open up more rooms of White House to tour	34
Would prefer a guided tour	33
Time between receiving ticket and actual tour too long	24
White House tour a disappointment	13
Tour group size should be smaller	10
Open up White House grounds to tours	9
Not able to obtain tour tickets from congressperson	4
Tour does not allow enough time to read and see everything	3
Would not recommend White House tour	3
White House tours should have a reservation system	2
Tour system confusing	2

Other comments	2
----------------	---

FACILITIES AND MAINTENANCE

General

Clean, well-maintained grounds	3
Appreciated flower arrangements inside White House	3
Provide shaded benches while waiting in line	2
Other comments	3

POLICIES

New tour system an improvement	7
White House needs a better reservation system	6
Groups should not be allowed to cut in line	3
White House should allow videos/photos on tours	3
Commend security precautions	2
Other comments	2

CONCESSIONS

Arrange for souvenir sales at the end of the tour	3
Bus tour barkers take advantage of people in line	2

VISITOR SERVICES PROJECT

Thanks for asking me to fill out questionnaire	2
--	---

GENERAL IMPRESSIONS

Hope to return	9
Visit was inspirational	9
Thank you for tour	5
Enjoyed trip to Washington D.C.	5
Impressed with furnishings in the White House	3
We visit Washington D.C. often	3
Keep up the good work	2
Offer brochure on other things to do while waiting for tour	2
Feel fortunate to get to see the White House	2
Everyone should visit the White House at least once	2
Give children a signed photo of president as souvenir	2
Other comments	11

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps in order to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons. These compare two characteristics at a time. For example, to learn about which information sources a particular age group consulted, request a comparison of information sources by age group; to learn about how the use of information sources varied among group types, request a comparison of information sources by group type.
- 2) Three-way comparisons. These compare a two-way comparison to a third characteristic. For example, to learn about whether a proposed visitor center would be used by different visitor group types and sizes, request a comparison of potential visitor center use by group type by group size; to learn about whether a visitor center would be used by different age groups by group size, request a comparison of potential visitor center use by age group by group size.

Consult the complete list of the characteristics for White House visitors, then write those desired in the appropriate blanks on the order form. Blank order forms follow the example below.

SAMPLE

**Analysis Order Form
Visitor Services Project
Report 40 (The White House Tours)**

Date of request: _____
 Person requesting analysis: _____
 Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list to identify the characteristics of interest when requesting additional two-way and three-way comparisons.

- Group size
- Group type
- Age
- State residence
- Number of visits
- Preferred ticket system (public tour only)
- Routes traveled
- Information sources
- Potential visitor center use
- Services & facilities used
- Service/facility quality
- Downtown sites visited
- Transportation type
- Duration of wait for tour to start
- Ticket arrangements (Cong.. tour only)
- Ticket sources (Cong.. tour only)

Please submit all requested cross-tabulations for a particular tour on a separate order form.
 Indicate here whether this order form is for: _____ public tour
 _____ Congressional tour. OR

Two-way comparisons (please write in the appropriate variables from the above list):
GROUP TYPE by ROUTES TRAVELED

Three-way comparisons (please write in the appropriate variables from the above list):
GROUP SIZE by INFO SOURCES by DURATION OF WAIT

Special instructions:
(IT MAY BE HELPFUL TO KNOW
 WHAT FORMAT YOU NEED,
 THE PURPOSE OF THE INFORMATION,
 AND SO FORTH.)

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho, Moscow, Idaho 83843

Questionnaires

The White House Tour Visitor Study

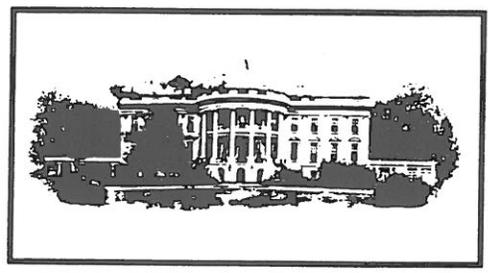


United States Department of the Interior

NATIONAL PARK SERVICE
National Capital Region
1100 Ohio Drive S.W.
Washington D.C. 20242



April, 1991



Dear visitor:

Thank you for participating in this important study. Our goal is to improve the quality of the White House tour.

The questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes of your time after your tour of the White House.

When your tour is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Nacheis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,
James I. McDaniel
James I. McDaniel
Associate Regional Director
White House Liaison



The Visitor Services Project



DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

1. What form(s) of transportation did you and your group use today to travel from your starting point to the White House? Please check (✓) all that apply.

- SUBWAY TOUR BUS
- BUS PRIVATE VEHICLE
- WALK OTHER (Please describe: _____)
- CAB

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law.

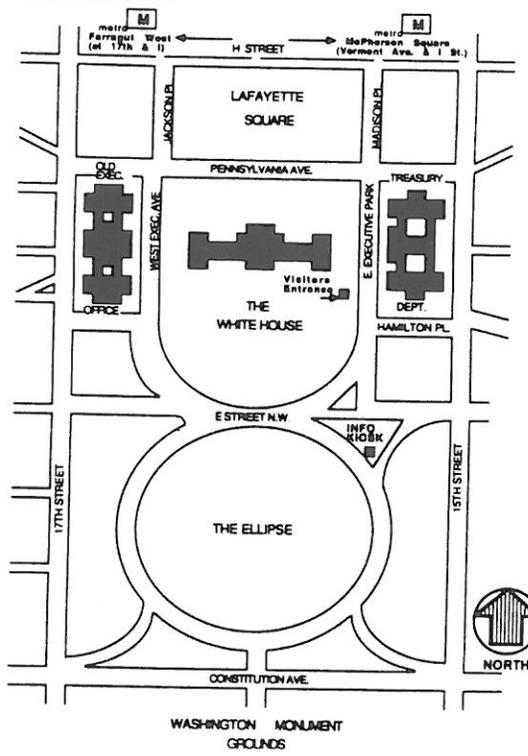
Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Service Information Collection Clearance Officer, National Park Service, P.O. Box 37127, Washington, D.C. 20014-7127; and to the Office of Management and Budget, Paperwork Reduction Project, 1024-0071, Washington, D.C. 20503.

PLEASE GO ON TO NEXT PAGE →

Congressional Tour

2. On the map below, please draw the route you and your group took in order to get in line for the White House tour.

Start drawing your line at the street or avenue where you entered and trace the path you traveled to get in line for the White House tour.



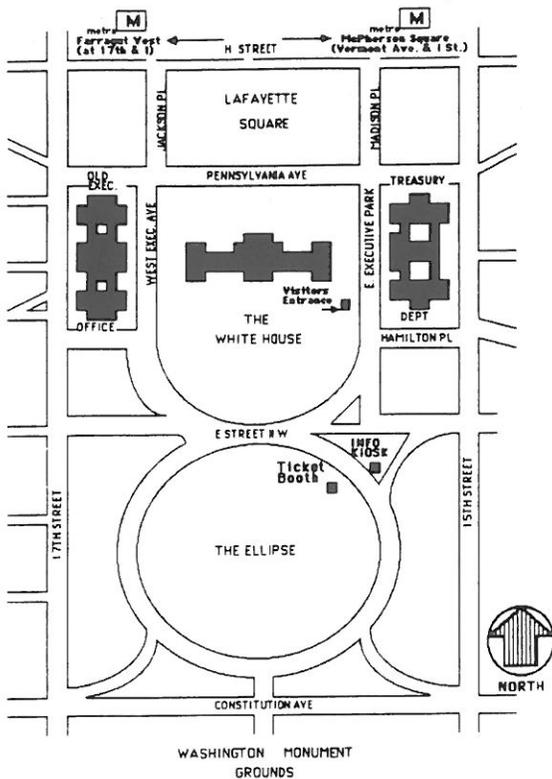
WASHINGTON MONUMENT
GROUNDS

Public Tour

4

5

2. On the map below, please draw the route you and your group took in order to arrive at the White House tour ticket booth. Simply start drawing your line from the street or avenue located on the outside edge of the map and trace the path traveled.



3. Prior to this visit, how did you and your group get information about the White House tour? Please check (✓) all that apply.

- NATIONAL PARK SERVICE
- TRAVEL GUIDE/TOUR BOOK
- HOTEL/MOTEL
- NEWSPAPER/MAGAZINE ARTICLES
- MAPS
- CONGRESSIONAL OFFICES
- PREVIOUS VISIT(S)
- ADVICE FROM FRIENDS OR RELATIVES
- SIGNS AROUND WHITE HOUSE
- DID NOT GET INFORMATION PRIOR TO VISIT
- OTHER (Please describe: _____)

PLEASE GO ON TO NEXT PAGE →

Congressional Tour

6

4. a) Visitors who take the White House tour usually arrange to get their tickets through one of several ways. Please check (✓) the way you obtained your ticket(s).
- RECEIVED BY MAIL
 - OBTAINED IN PERSON
 - OTHER (Please describe: _____)
- b) How long was it from the time you arrived until your tour began?
- NUMBER OF ___ HOURS AND ___ MINUTES
- c) Please indicate the office from which you requested your ticket(s).
- SENATOR _____
- REPRESENTATIVE _____
- OTHER (Please specify) _____

Public Tour

6

4. Visitors who take the White House tour usually have some waiting time between when they pick up their free tickets and the tour departure time.
- a) How long was it from the time you received your tickets until your tour began?
- NUMBER OF ___ HOURS AND ___ MINUTES
- b) Which one of the following two alternatives would you prefer to use on a future tour of the White House? Please check (✓) your preferred alternative.
- The current way of distributing tickets--a first-come, first-served basis where tour tickets for that day are issued for specific times. Visitors may not always receive tickets for their preferred tour time.
 - An advance reservation basis. Visitors may not always receive tickets for their preferred tour time or the day of their choice.

- 5.a) Several information/interpretive services and support services/facilities are available to visitors who take the White House tour. Did you and your group use any of the following? Please check (✓) all that apply.
- b) Next, rate the quality of each service and facility you and your group used. Please rate each service or facility used from 1 to 5 (1= VERY GOOD, 2= GOOD, 3= AVERAGE, 4= POOR, 5= VERY POOR).

Use information/interpretive service? (✓)		What quality? (1-5)
___	WHITE HOUSE ROOM GUIDES	___
___	RANGER ASSISTANCE	___
___	MAP/BROCHURE	___
___	BOOK SALES	___
___	EXHIBITS INSIDE THE WHITE HOUSE	___
___	EXHIBITS/MAPS OUTSIDE THE WHITE HOUSE	___
___	NPS INFORMATION KIOSK	___
___	OTHER (Please specify below: _____)	___

Use support service/facility? (✓)		What quality? (1-5)
___	SNACK BAR	___
___	SOUVENIR SALES	___
___	BUS TOUR (TRAM)	___
___	RESTROOMS	___

PLEASE GO ON TO NEXT PAGE ➡

9. For yourself and your group, please indicate:
- a) your age on your last birthday,
- b) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and,
- c) the number of times you have taken the White House tour including this tour.

	AGE	ZIP CODE (country)	# TIMES TOURED
YOURSELF	___	___	___
MEMBER #2	___	___	___
MEMBER #3	___	___	___
MEMBER #4	___	___	___
MEMBER #5	___	___	___
Additional members	_____		

PLEASE GO ON TO NEXT PAGE ➡

6. On your next visit to Washington, D.C., would you use a nearby White House Visitor Center that includes exhibits, educational programs, restrooms and a sales area? Please check (✓) one.

___ YES, LIKELY

___ NO, UNLIKELY

___ NO OPINION

7. How many people were in your group? (This refers to your companions, not the White House tour group.)

___ NUMBER OF PEOPLE

8. What kind of group were you with?

___ ALONE

___ FAMILY

___ FRIENDS

___ FAMILY AND FRIENDS

___ BUS TOUR

___ OTHER (Please describe: _____)

10. The White House tours deal with several topics -- history, architecture, official events and so forth. What subjects would you be interested in learning about on a future White House tour?

11. Which of the following sites have you and your group visited, or plan to visit, during this trip to downtown Washington D.C.? Please check (✓) all that apply.

___ LINCOLN MEMORIAL

___ VIETNAM VETERANS MEMORIAL

___ JEFFERSON MEMORIAL

___ WASHINGTON MONUMENT

___ THE U.S. CAPITOL

___ SMITHSONIAN INSTITUTION MUSEUMS

___ CORCORAN GALLERY OF ART

___ DECATUR HOUSE

___ RENWICK GALLERY

___ ARLINGTON HOUSE/CEMETERY

___ OTHER (Please specify: _____)

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

- | | |
|--|---|
| 1. Mapping interpretive services: A pilot study at Grand Teton National Park, 1983. | 21. Everglades National Park, 1989. |
| 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984. | 22. Statue of Liberty National Monument, 1990. |
| 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984. | 23. The White House Tours, President's Park, 1990. |
| 4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984. | 24. Lincoln Home National Historic Site, 1990. |
| 5. North Cascades National Park Service Complex, 1985. | 25. Yellowstone National Park, 1990. |
| 6. Crater Lake National Park, 1986. | 26. Delaware Water Gap National Recreation Area, 1990. |
| 7. Gettysburg National Military Park, 1987. | 27. Muir Woods National Monument, 1990. |
| 8. Independence National Historical Park, 1987. | 28. Canyonlands National Park, 1991. |
| 9. Valley Forge National Historical Park, 1987. | 29. White Sands National Monument, 1991. |
| 10. Colonial National Historical Park, 1988. | 30. National Monuments, 1991. |
| 11. Grand Teton National Park, 1988. | 31. Kenai Fjords National Park, 1991. |
| 12. Harpers Ferry National Historical Park, 1988. | 32. Gateway National Recreation Area, 1991. |
| 13. Mesa Verde National Park, 1988. | 33. Petersburg National Battlefield, 1991. |
| 14. Shenandoah National Park, 1988. | 34. Death Valley National Monument, 1991. |
| 15. Yellowstone National Park, 1988. | 35. Glacier National Park, 1991. |
| 16. Independence National Historical Park: Four Seasons Study, 1988. | 36. Scotts Bluff National Monument, 1991. |
| 17. Glen Canyon National Recreation Area, 1989. | 37. John Day Fossil Beds National Monument, 1991. |
| 18. Denali National Park and Preserve, 1989. | 38. Jean Lafitte National Historical Park and Preserve, 1991. |
| 19. Bryce Canyon National Park, 1989. | 39. Joshua Tree National Monument, 1991. |
| 20. Craters of the Moon National Monument, 1989. | 40. The White House Tours, President's Park, 1991. |

 For more information about 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 or call (208) 885-712