

Visiting the People's House



The White House Tours and
White House Visitor Center Visitor Studies



The National Park Service
Visitor Services Project




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The NPS Visitor Services Project
June 2001



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President's Park staff

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Preface



During the 200 years since it was built, the White House has become one of the most historically significant buildings in the United States. Every United States President since John Adams has lived there. It is not only a residence for first families, it is the headquarters of the executive branch of government, a stage for world events and a fully accredited museum. Throughout most of its history, the White House has remained open to the public.

Since 1933, the National Park Service (NPS) has been charged with the care and operation of the White House and the surrounding President's Park. President John F. Kennedy, in 1961, defined and broadened the role of the NPS by signing into law an act that more fully recognized the White House as a unit of our National Park System.

Today, in addition to caring for the historic White House, its gardens and grounds, the NPS operates the White House Visitor Center, manages tour lines, manages the ticketing for the self-guided public tours, and provides information to the public. The NPS works closely with the White House staff and the U.S. Secret Service Uniformed Division, who conduct tours through the White House. In 1995, to help fulfill visitors' needs for orientation and information, the NPS opened the White House Visitor Center in the Commerce Building on Pennsylvania Avenue. Approximately 5,000 visitors tour the White House each day, which adds up to over 1 million per year. Yet, even more people would like to visit.

To learn about the visitor experience on the White House Tours, or while visiting the White House Visitor Center, surveys were conducted in spring 2000 and compiled into this report. This report contains three chapters: the first two chapters present the results from Congressional and Public Tour visitors respectively. The third chapter shares the results of the first in-depth visitor study done at the White House Visitor Center. The visitor feedback and comments which follow provide important insights for improving the visitor experience while visiting the White House Tours or White House Visitor Center.

The White House is a special place. As one visitor commented: *It was a great moment to just walk through the White House... my heart was beating (fast) all the time. Thank you.* The visitor study results included in this report are very important in helping to provide the best possible experience for each visitor to "the People's House."

A handwritten signature in dark ink that reads "James I. McDaniel". The signature is written in a cursive, flowing style.

James I. McDaniel
Director, White House Liaison

Introduction

As the only home of a head of state regularly open free to the public, the White House stands as one of the nation's strongest symbols of democracy. Built between 1792 and 1800, it was first occupied by John and Abigail Adams in November 1800. They first opened it to the public on New Year's Day of 1801. Thomas Jefferson set a precedent of inviting the public to the house and grounds, including the area now known as Lafayette Park.

In the early 1800's, visitors could wander throughout the White House. Security concerns increased after Abraham Lincoln's assassination in 1865. Despite increased security through the years, the White House has remained accessible to the public. President's Park, approximately 82 acres around the White House, came under National Park Service (NPS) operation in 1933. Special events such as the annual Easter Egg Roll and Christmas Tree Lighting, which date from the 1920's, have also increased use of the site.

The NPS continues to offer a variety of informational and interpretive services for the White House, including management of the White House tour lines and ticketing for the Public Tour. Congressional Tour visitors obtain their tickets in advance from their member of Congress. These visitors, who are assigned arrival times, receive a guided tour through the White House by U.S. Secret Service officers.

Public Tour visitors obtain their tickets at the White House Visitor Center on a first-come, first-served basis on the day they plan to tour the White House. At their assigned tour time, Public Tour visitors wait in line to walk through the rooms that are open for the tour. In each room, a Secret Service officer is stationed to answer questions.



The White House, north side



A view of Washington, D.C.

The White House Visitor Center, which opened in 1995, provides increased opportunities for visitors to learn about presidential and White House history.

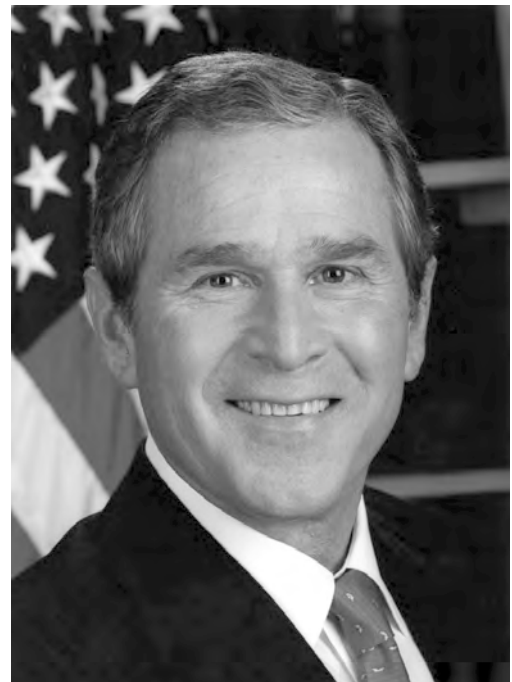
To monitor how well the NPS is meeting visitors' expectations, visitor surveys are periodically conducted. The last comprehensive visitor studies of White House Tour visitors were conducted between 1989 and 1991 by the NPS Visitor Services Project, part of the Cooperative Park Studies Unit at the University of Idaho.

In this recent visitor study, conducted by the Visitor Services Project in April and May 2000, questionnaires were distributed to a sample of three types of visitors: 1) visitors who took a Guided Congressional Tour, 2) visitors who took a Self-Guided Public Tour of the White House, and 3) visitors who visited the White House Visitor Center and did not take a tour of the White House. This was the first comprehensive survey of White House Visitor Center visitors. Each randomly selected visitor was asked to participate by accepting a questionnaire, completing it, and mailing it to the University of Idaho. The response rates were 80% for the Congressional Tour, 69% for the Public Tour, and 69% for the White House Visitor Center. (See the Appendix for the survey methods.)

This report presents the results of the three visitor studies in three separate chapters: White House Congressional Tours, White House Public Tours, and White House Visitor Center. The results are organized around general topics which were asked as questions in the survey. For each topic, a brief description of the results accompanies the graphs, maps, and tables. Each graph displays information for the number of individuals or visitor groups who responded to the question (for example, N=227 visitor groups, as shown in Figure 1). Actual visitor comments illustrate visitors' suggestions.



South view of the White House



President George W. Bush, 43rd President of the United States



Chapter One

White House Congressional Tour Visitors



Congressional Tour visitor demographics

Congressional Tour visitors were diverse in their group size, group type, age, gender, education, language, and number of times they have toured the White House. The study results show:

- ▲ **Group size:** The most common group sizes were two (38%) and four (20%), as shown in Figure 1. Groups of three (14%) and groups of seven or more people (14%), were also common.
- ▲ **Group type:** Families made up 60% of the visitor groups taking the White House Congressional Tour (see Figure 2). “Other” group types included business associates, schools, conference attendees, and fraternal organizations. Four percent of Congressional Tour visitors were with an educational organization (see Figure 3). Sixteen percent of visitors were with an organized tour (see Figure 4).
- ▲ **Age:** The most common visitor ages among Congressional Tour visitors were 36-65 (57%), as shown in Figure 5. Twelve percent were children up to 15 years of age.
- ▲ **Gender:** Over one-half of the visitors taking the Congressional Tour (56%) were female and 44% were male (see Figure 6).
- ▲ **Education:** Among Congressional Tour visitors, 82% had at least some college (see Figure 7). Of those, almost one-third (31%) had bachelor’s degrees, 26% had graduate degrees, and 25% had some college.
- ▲ **Primary language:** Most visitors taking Congressional Tours (97%) spoke English as their primary language (see Figure 8). Of the 3% who spoke other languages, French and Spanish were the most common.
- ▲ **Number of times on White House Tour:** Three-fourths of the visitors (75%) were touring the White House for the first time (see Figure 9).

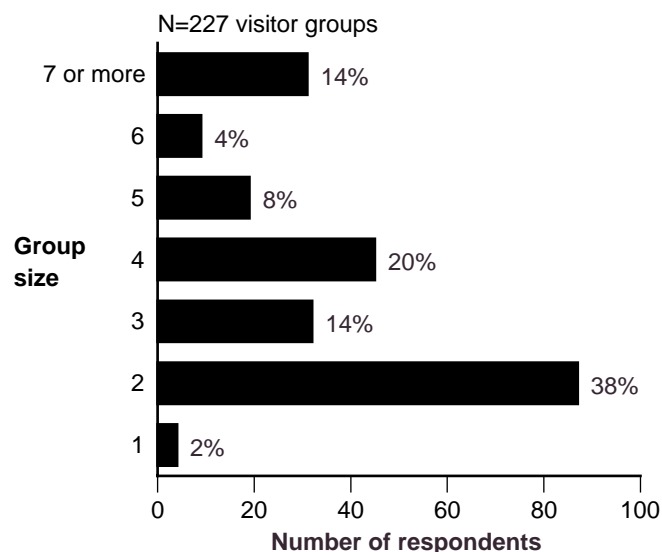


Figure 1: Visitor group size

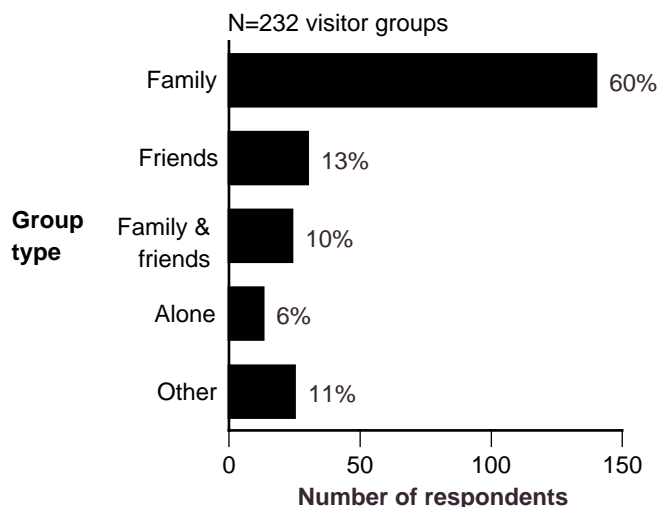


Figure 2: Visitor group type

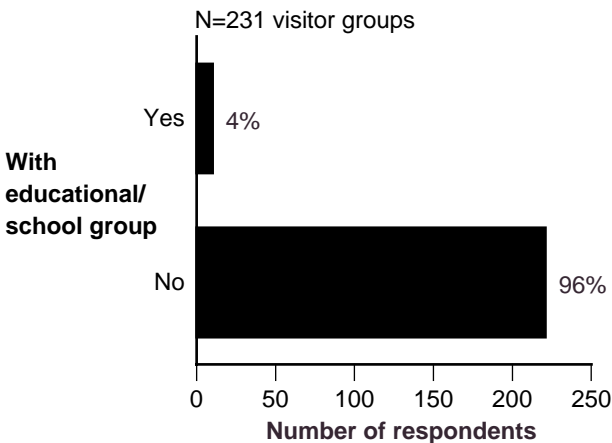


Figure 3: Visitors traveling with educational/school organizations

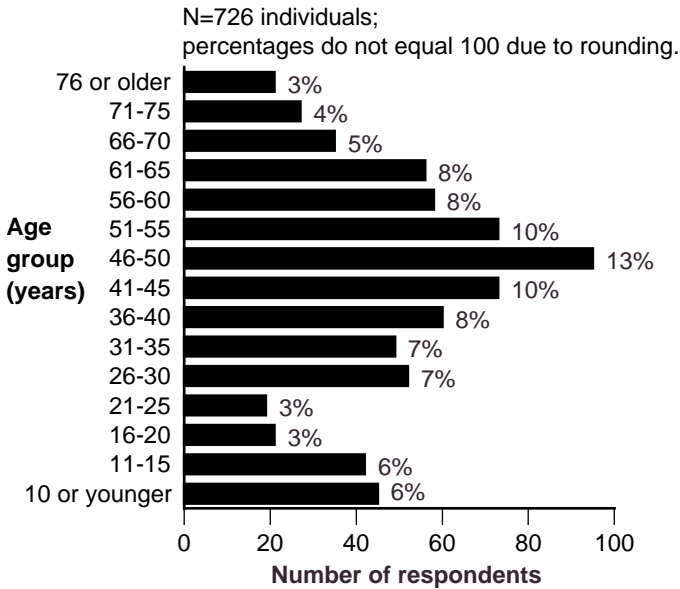


Figure 5: Visitor ages

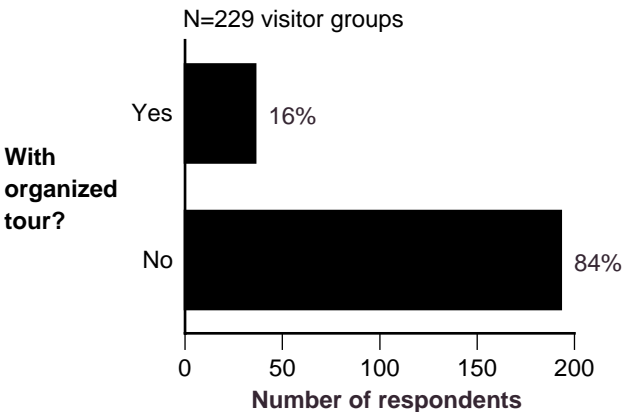


Figure 4: Visitors traveling with organized tours

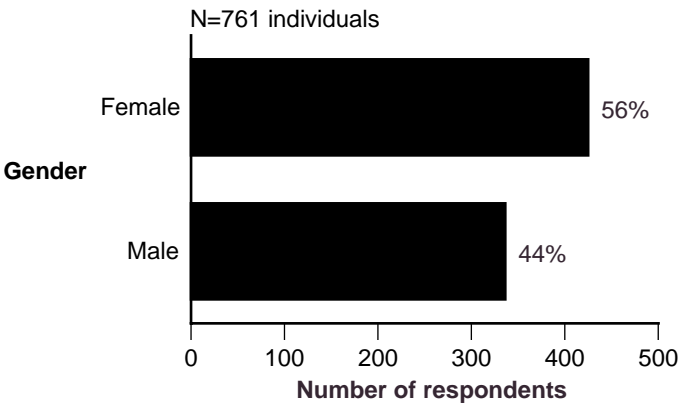


Figure 6: Visitor gender

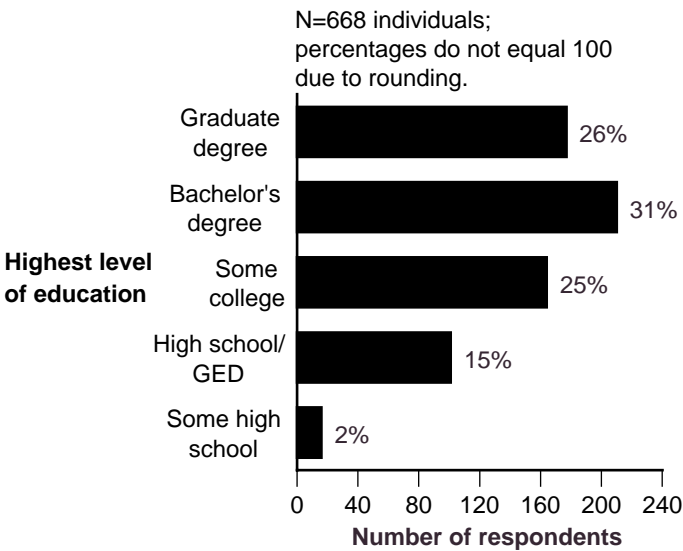


Figure 7: Visitor level of education

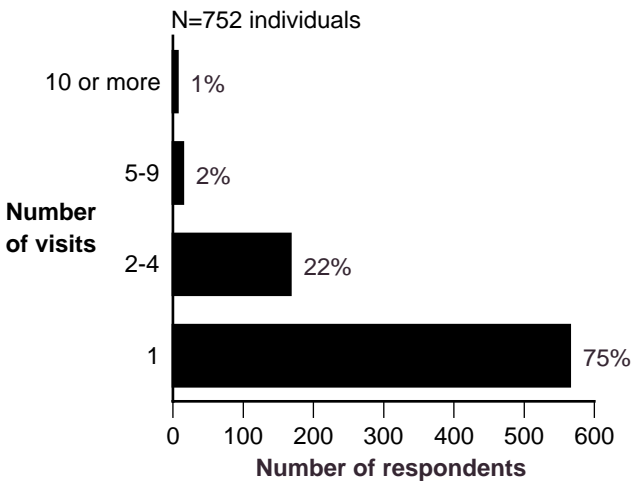


Figure 9: Number of times on the White House Tour

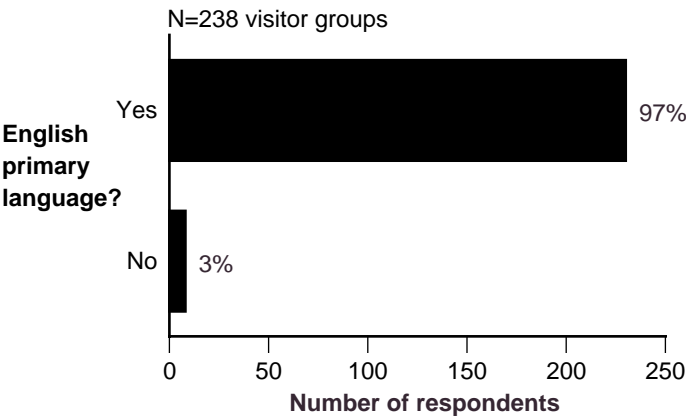


Figure 8: Visitors who spoke English as their primary language

A visitor's comment:

If size of groups going through could be reduced to 50 rather than 70 the Guide's information would be better relayed to all in the party or, alternatively, a better voice enhancer (microphone) for Guides - in one party many people did not hear or catch all the Guide's information.

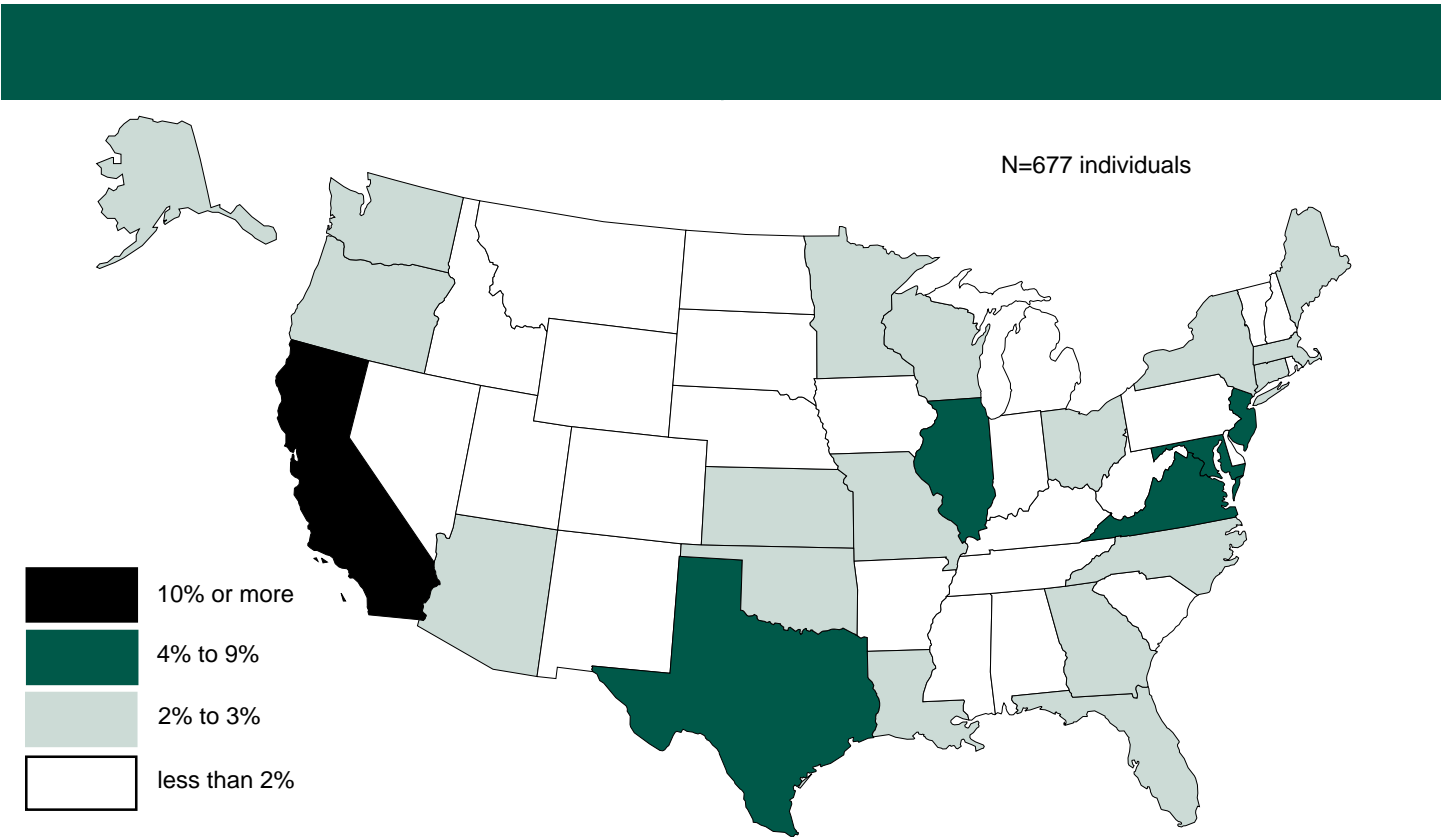
- ▲ *International visitors:* Five percent of Congressional Tour visitors were from foreign countries (see Table 1). Visitors were from 3 continents, including Europe (79%), Asia (16%), and Australia/Pacific Ocean (5%).
- ▲ *United States visitors:* Congressional Tour visitors came from 46 states, with California (14%), Illinois (6%) and Virginia (6%) most often represented (see Map 1 and Table 2).

Table 1: International visitors by country of residence
N=38 individuals;
percentages do not equal 100 due to rounding.

Continent	Number of individuals	Percent of international visitors	Percent of total visitors
Asia	6	16	1
Australia/ Pacific Ocean	2	5	<1
Europe	30	79	4



Visitors exiting the White House grounds



Map 1: Proportion of Congressional Tour visitors by state of residence

Table 2: United States visitors by state of residence							
N=677 individuals;				State	Number of	Percent of	Percent of
percentages do not equal 100 due to rounding.					individuals	U.S. visitors	<i>total</i> visitors
State	Number of	Percent of	Percent of				
	individuals	U.S. visitors	<i>total</i> visitors				
California	93	14	13	New York	18	3	3
Illinois	39	6	5	Missouri	17	3	2
Virginia	39	6	5	Wisconsin	17	3	2
Maryland	32	5	4	Alaska	16	2	2
New Jersey	26	4	4	Oregon	15	2	2
Texas	26	4	4	Louisiana	14	2	2
Arizona	21	3	3	Massachusetts	13	2	2
Georgia	21	3	3	Maine	12	2	2
Florida	20	3	3	Oklahoma	12	2	2
Ohio	19	3	3	Connecticut	11	2	2
Minnesota	18	3	3	Kansas	11	2	2
				North Carolina	11	2	2
				Washington	11	2	2
				22 other states and	145	21	20
				Washington D.C.			

Sources of information

Prior to their tour, Congressional Tour visitors used a variety of sources to learn about the White House Tours.

▲ Almost three-fourths of the visitors (73%) obtained information about the White House Tours from their Congressional offices (see Figure 10). Other common ways of learning about the tour included word of mouth and friends and relatives (33%), previous visits (21%), and travel guides/tour books (18%). “Other” sources of information included tour directors and White House employees.

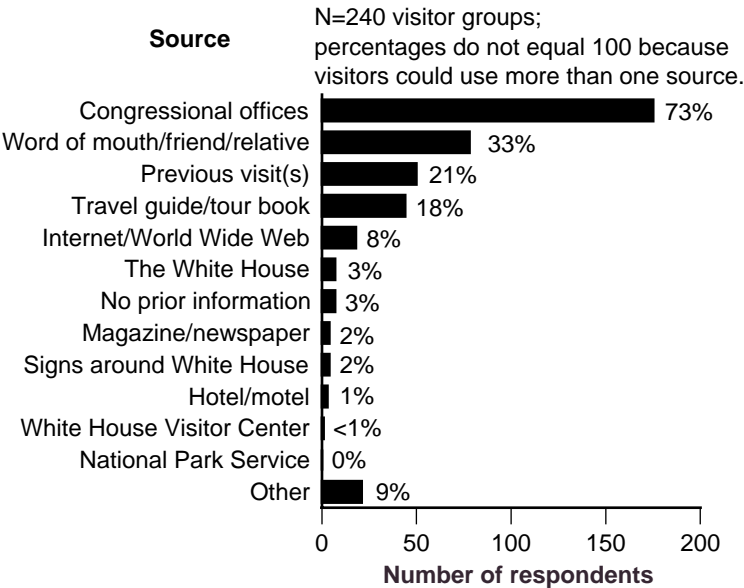


Figure 10: Sources of information



Visitors being interviewed for this survey

Information about tour ticket system

Tour visitors were asked whether they understood how the White House Tour ticket system worked. They were also asked what sources of information they used to learn about the tour ticket system.

- ▲ Prior to their tour, almost two-thirds of the Congressional Tour visitors (65%) felt they understood how the White House Tour ticket system operates (see Figure 11). Approximately one-third of the visitors (29%) did not understand the ticket system, and 6% were not sure.
- ▲ The sources of information which visitors most often used to learn about the White House Tour ticket system were Congressional offices (80%), word of mouth and friends and relatives (25%), and previous visits (25%), as shown in Figure 12. “Other” sources of information included foreign embassies, White House employees, and tour directors.

A visitor’s comment:

[We needed]
More information about the ticketing system. How to get Congressional tour tickets. How many public tour tickets are issued each day. I still don't know if there is a difference between these tours. We were confused

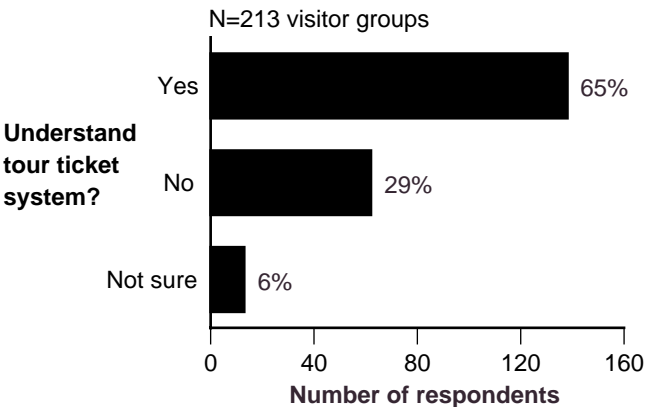


Figure 11: Understanding the tour ticket system

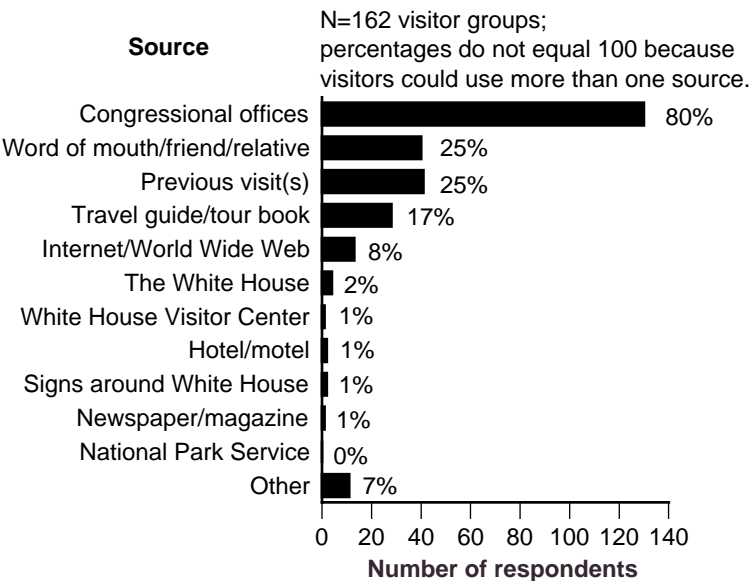


Figure 12: Sources of information about ticket system

Reasons for visiting Washington, D.C.

Visitors were asked if their group consisted of Washington, D.C. metropolitan area residents, and if it also included non-residents. Both residents and non-residents had a variety of reasons for visiting Washington, D.C. on this trip.

- ▲ Two percent of Congressional Tour visitor groups consisted of members who were all Washington, D.C. metropolitan area residents (see Figure 13). Most groups (98%) had at least one member who was not a Washington, D.C. resident.
- ▲ For visitors who were not Washington, D.C. metropolitan area residents, the most-often listed reason for visiting Washington, D.C. on this trip was to see museums and historic sites (70%), as shown in Figure 14. Non-residents also came to take the White House Tour (47%) and visit friends/relatives in the Washington, D.C. area (29%). “Other” reasons that non-residents came to Washington, D.C. were school class trips, vacations, marches/rallies, and conventions.
- ▲ Not enough groups of all Washington, D.C. metropolitan area residents responded to the question to provide reliable information.

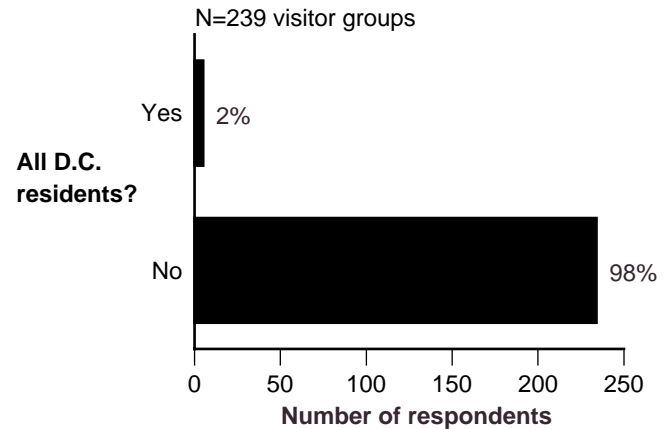


Figure 13: Proportion of Washington, D.C. residents

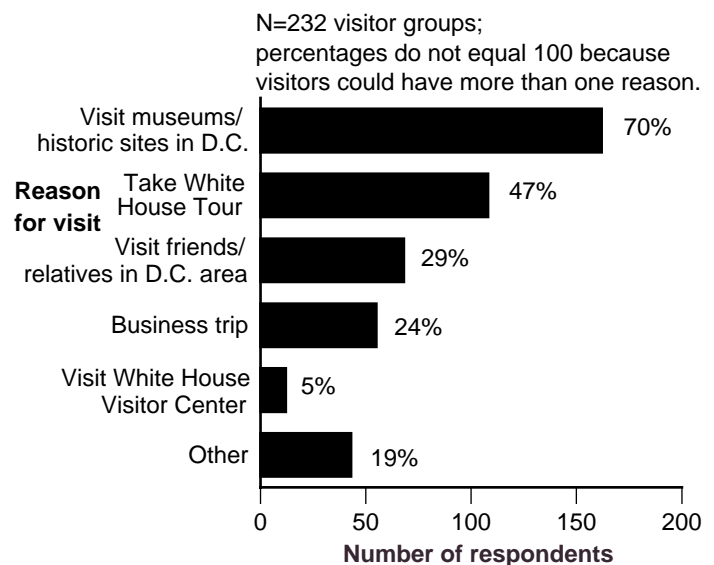


Figure 14: Non-residents' reasons for visiting

Visits to nearby sites

Visitors were asked to list the other nearby sites they visited while in Washington, D.C.

▲ The Washington Monument was the most visited nearby site (81%), as shown in Figure 15. “Other” nearby sites commonly visited by Congressional Tour visitors included the Smithsonian Institution, Lincoln Memorial, Capitol, Vietnam Veterans Memorial, Arlington Cemetery, Jefferson Memorial, Korean War Memorial and many others.



The Washington Monument at dusk

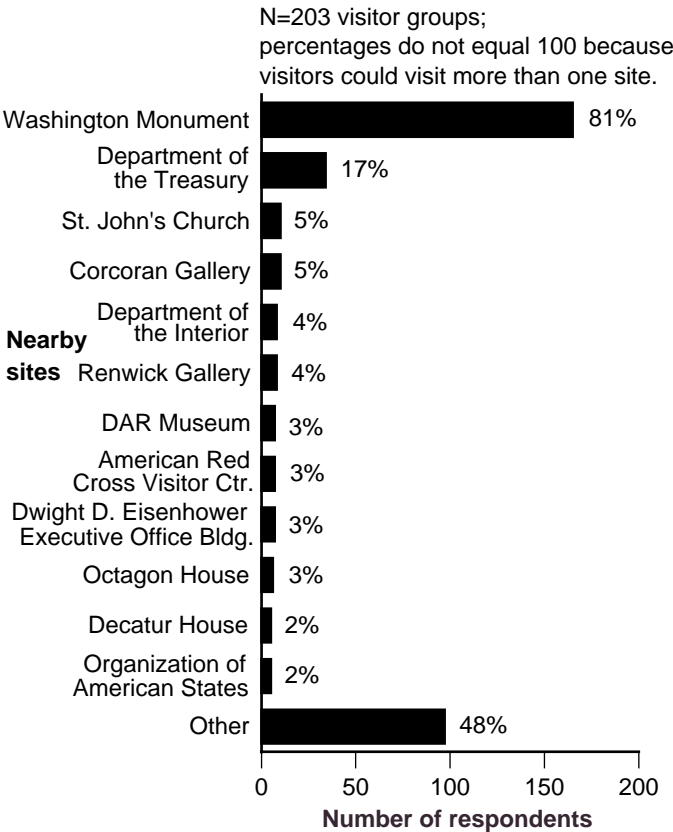


Figure 15: Nearby sites visited

Forms of transportation used

To reach the White House and take their tour, visitors used various forms of transportation.

▲ Congressional Tour visitors most often walked to arrive at the White House and take their tour (43%), as shown in Figure 16. Visitors also used Metro/Metrorail/Metrobus (40%), private or rental vehicles (26%), and taxis (23%) to reach the White House. “Other” forms of transportation included other bus services.

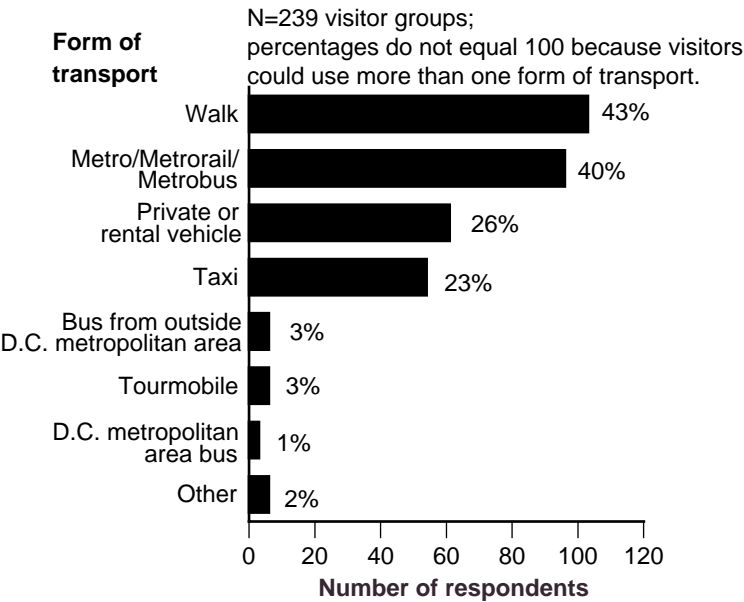


Figure 16: Forms of transportation used

A visitor’s comment:

PROVIDE BETTER INFORMATION REGARDING
PARKING FACILITIES AVAILABLE NEAR
WHITE HOUSE -VERY IMPORTANT

Intersections used to arrive at the White House

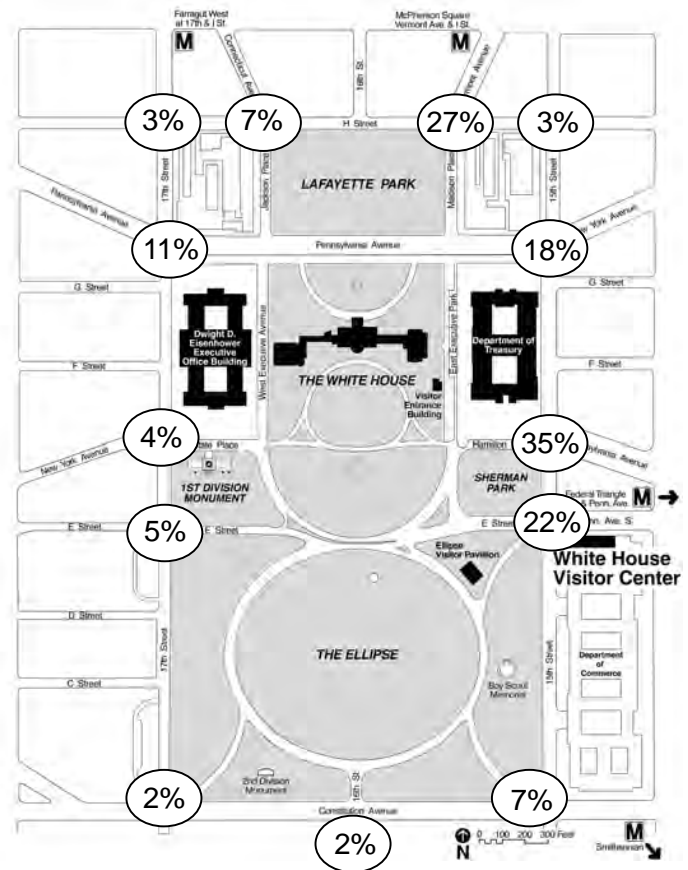
Visitors used different walking routes to reach the White House. The area around the White House was divided into “outer” and “inner” intersections to determine the most used locations.

- ▲ The most-used intersection in the “outer” perimeter was 15th Street and Pennsylvania Avenue (35%), as shown in Map 2. The next most-used intersection was Vermont Avenue and H Street (27%). The two least-used “outer” intersections were 17th Street and Constitution Avenue, and 16th Street and Constitution Avenue (2% each).
- ▲ For the “inner” intersections, the most-used was East Executive Avenue and Hamilton Place (61%), followed by Pennsylvania Avenue and Madison Place (55%), as shown in Map 3. The least-used inner” intersection was E Street and the “Y” west of the Ellipse (3%).



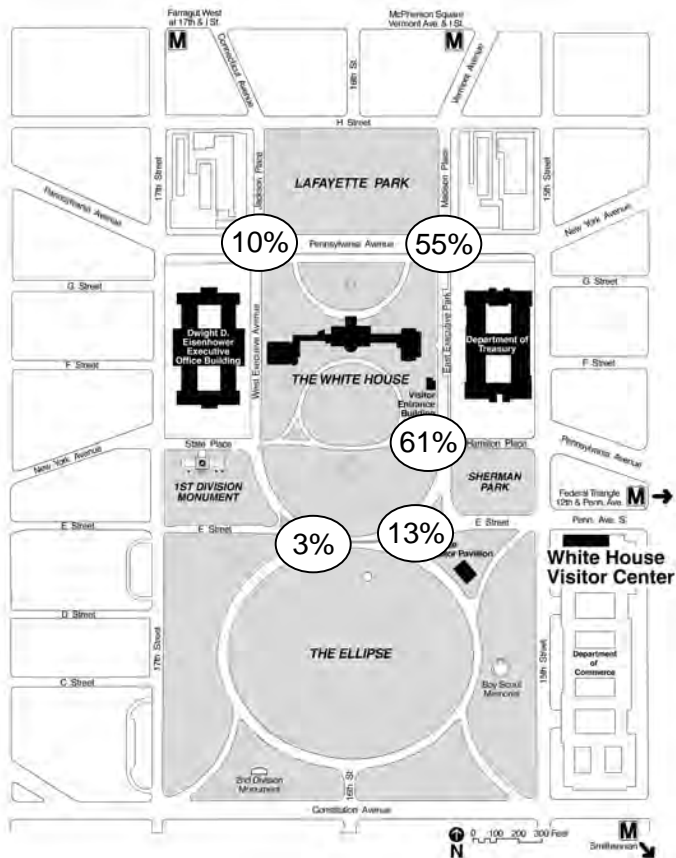
An aerial view of the White House and its South Grounds looking northwest into the District of Columbia

N=153 visitor groups;
percentages do not equal 100 because visitors could use more than one intersection.



Map 2: Proportion of visitor groups using outer intersections

N=155 visitor groups;
percentages do not equal 100 because visitors could use more than one intersection.



Map 3: Proportion of visitor groups using inner intersections



A volunteer using an exhibit to assist a visitor

A visitor's comment:

Better directions to the White House with signs in the area.

Use of the White House Visitor Center

Congressional Tour visitors were asked a series of questions about the White House Visitor Center: whether they had visited it before or after their tour (or both), the number of times they visited the Center, and the length of time they spent there.

- ▲ Less than one-fourth of the Congressional Tour visitors (24%) visited the Visitor Center (see Figure 17).
- ▲ Those who had visited the Visitor Center were asked if they visited before or after their tour. Most (81%) visited after their tour, while 21% visited before their tour (see Figure 18).
- ▲ Most visitors who visited the Center (82%) visited it only once. Thirteen percent visited more than once (see Figure 19).
- ▲ Most visitors to the Center (91%) spent one hour or less there, while 9% stayed longer (see Figure 20).

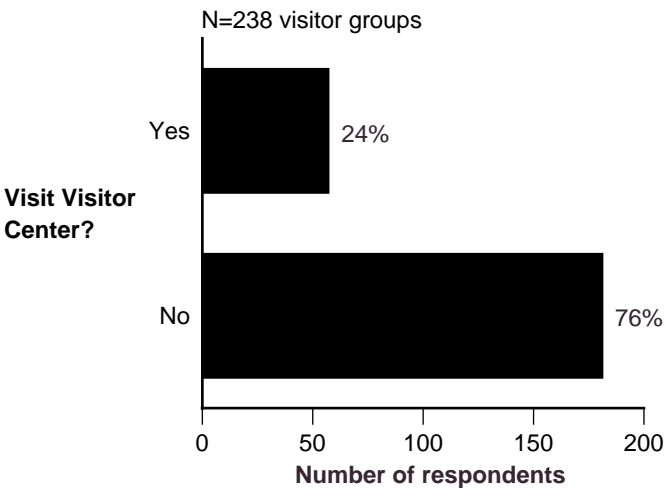


Figure 17: Visitor Center visits

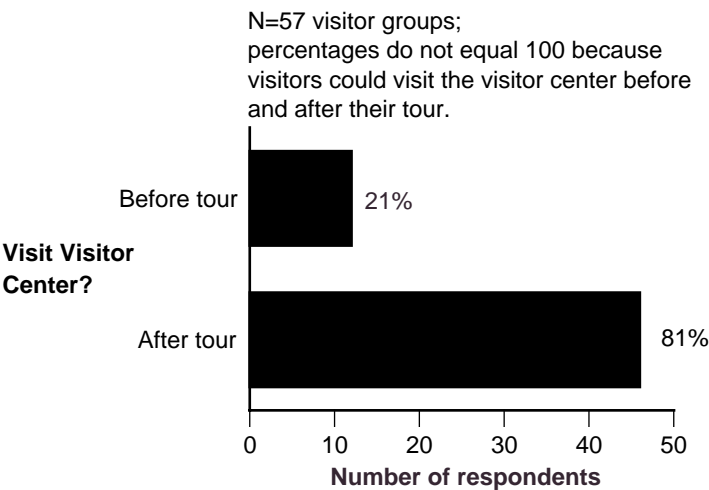


Figure 18: Visitor Center visits before or after tour

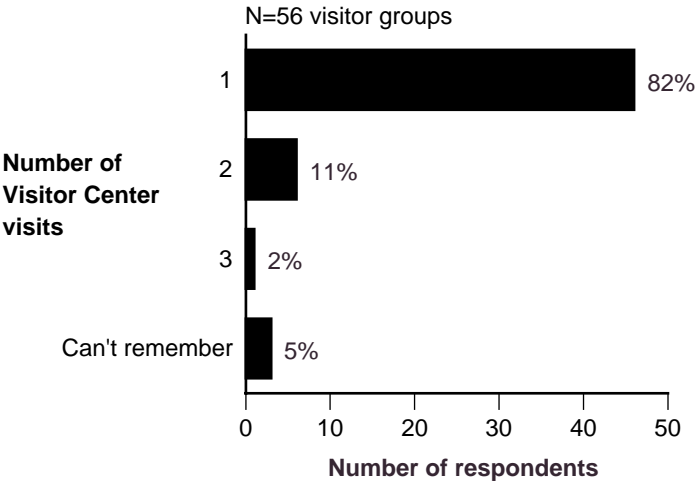


Figure 19: Number of visits to Visitor Center



Visitors viewing the White House Visitor Center exhibits

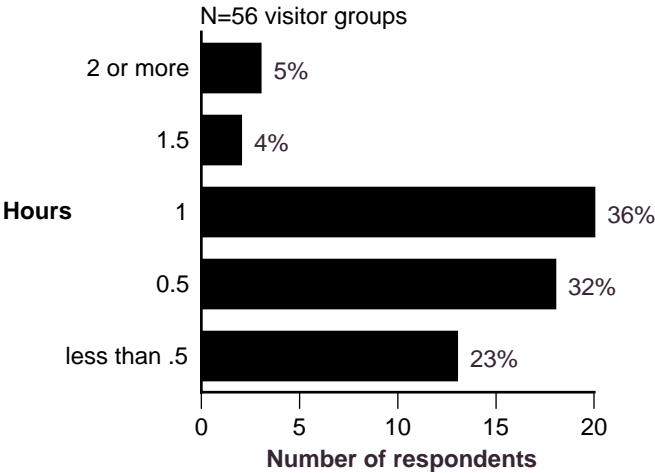


Figure 20: Total time spent at Visitor Center

A visitor's comment:

I had never heard of the Visitor Center; we just stumbled across it and it was a great intro, particularly the video. The Smithsonian Amer. History exhibit (First Ladies) was also great intro.

Use and ratings of Visitor Center services

The White House Visitor Center offers a variety of services and facilities. Congressional Tour visitors were asked to identify the services and facilities they used and also asked to rate the importance and quality of those services and facilities.

- ▲ The most-used facility/service was the restrooms (73%), followed by exhibits (60%), the White House Historical Association Museum Shop (50%), and the park brochure/map (38%), as shown in Figure 21.
- ▲ The only facility rated by enough Congressional Tour visitors to provide reliable information was the Visitor Center restrooms. Most visitors (85%) rated the restrooms as “extremely important” or “very important.” Most Congressional Tour visitors (76%) rated the quality of the restrooms as “very good” or “good.”

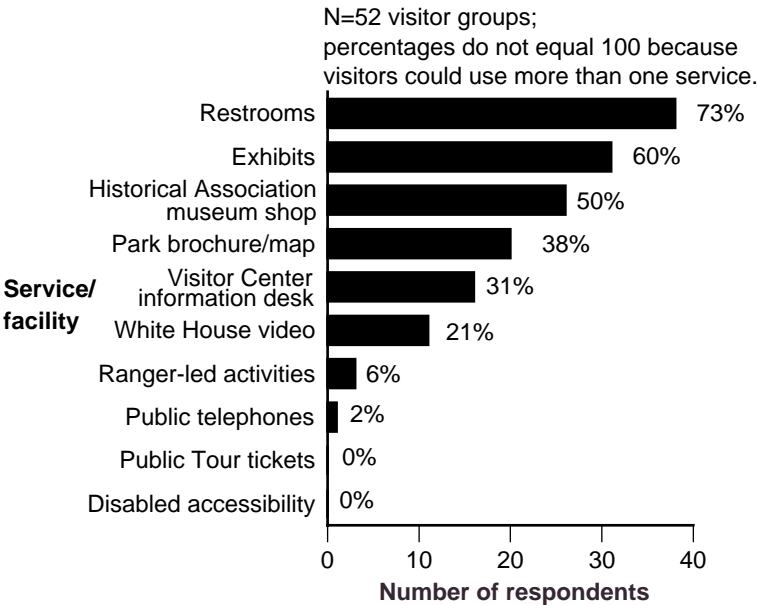


Figure 21: Services and facilities used

A visitor’s comment:

Considering the # of people that tour, and the rooms that you are limited to show I think you do a good job.

Visitor conversations with rangers/volunteers

For visitors to the White House, park rangers and volunteers provide information to help them find their way, plan their visit, and learn procedures. Congressional Tour visitors were asked if they had conversations with park rangers/volunteers, who started the conversation, and whether those conversations were conducted courteously and helpfully. Visitors were also asked the topic of the conversation.

- ▲ Sixty-two percent of the visitors said they had received information from a park ranger/volunteer (see Figure 22).
- ▲ Of the Congressional Tour visitors who had conversations, 52% said that the ranger/volunteer had started the conversation (see Figure 23).
- ▲ Most (86%) said the ranger/volunteer was “extremely courteous” or “very courteous” (see Figure 24). One percent of visitors said the ranger/volunteer was “not courteous.”
- ▲ Most visitors (82%) also felt that the ranger/volunteer was “extremely helpful” or “very helpful” (see Figure 25). One percent of visitors said the ranger/volunteer was “not helpful.”
- ▲ The most-often discussed topic of conversation was directions/orientation (67%), as shown in Figure 26. Rangers also discussed descriptive/historical information about the White House (33%) and had general conversations (31%) with visitors. “Other” topics of conversation included being asked to complete the survey questionnaire and discussing the presidential pets.

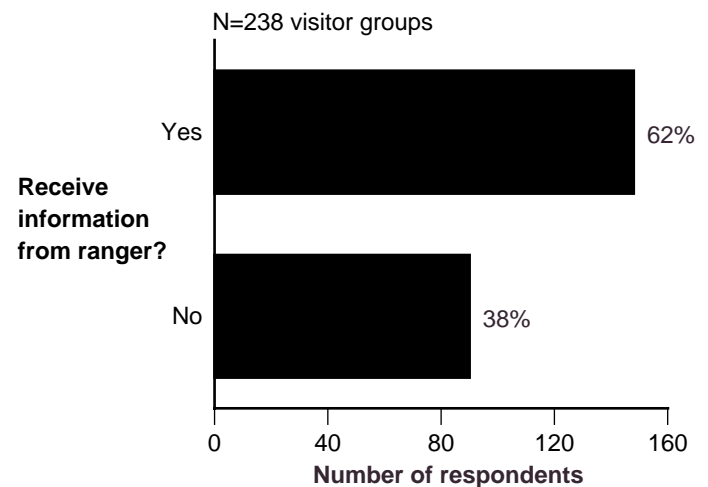


Figure 22: Conversations with rangers/volunteers

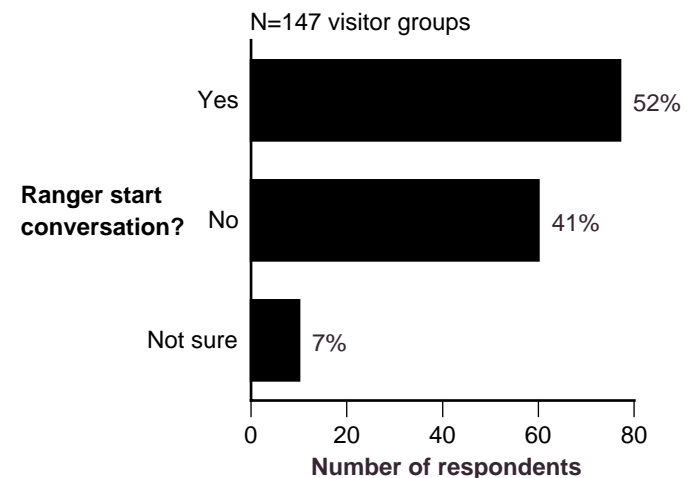


Figure 23: Who started conversation

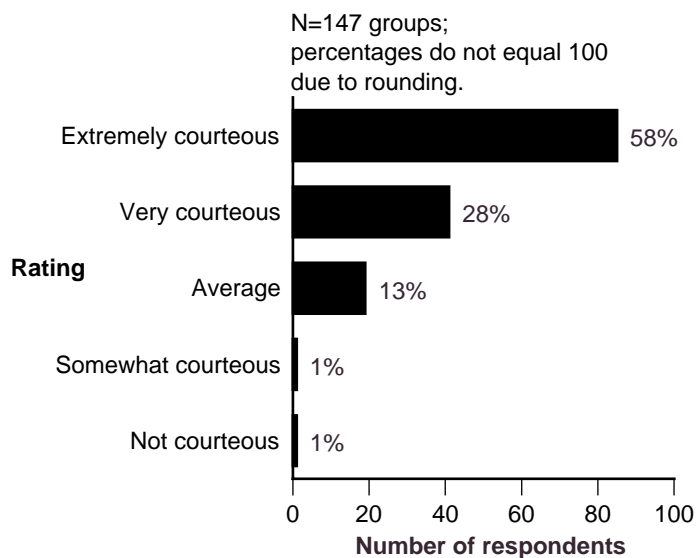


Figure 24: Ranger/volunteer courtesy

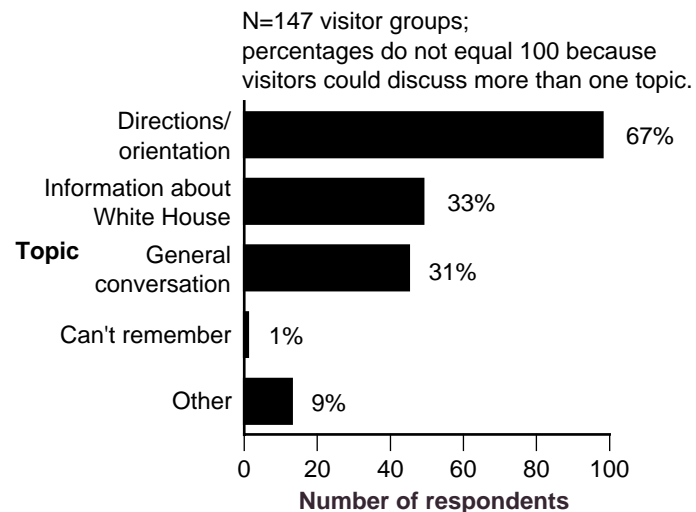


Figure 26: Conversation topics

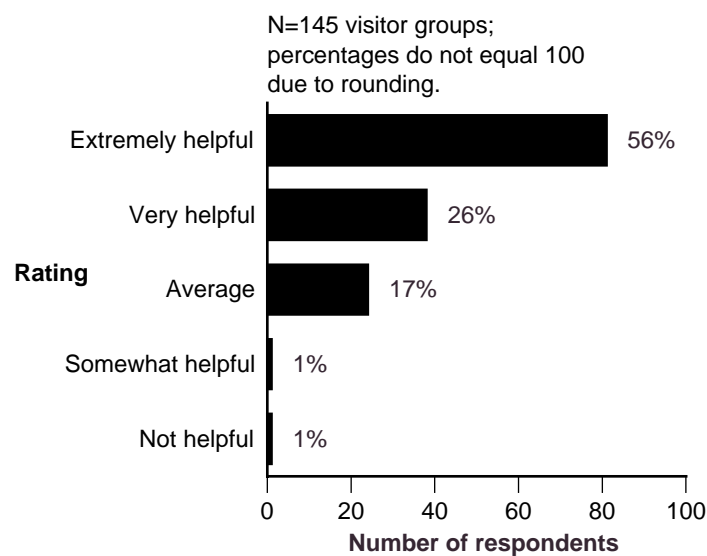


Figure 25: Ranger/volunteer helpfulness

A visitor's comment:

*more park rangers & volunteers
with knowledge to answer questions
& explain things among the group
or smaller groups so people could
ask more questions.*

Use of White House Historical Association museum shops

Museum shops offer visitors a place to purchase books, videos, and other sales items. These items afford visitors the opportunity to learn more about White House and presidential history.

- ▲ Over one-third of the Congressional Tour visitors (38%) said they used a White House Historical Association museum shop on this visit (see Figure 27).
- ▲ Congressional Tour visitors who used a museum shop were asked which of the three locations they visited. Over three-fourths (77%) used the museum shop on the White House Tour (see Figure 28). About one-third of the visitors (33%) went to the shop in the White House Visitor Center.

A visitor's comment:

Gift shop visit too brief (and not much selection)

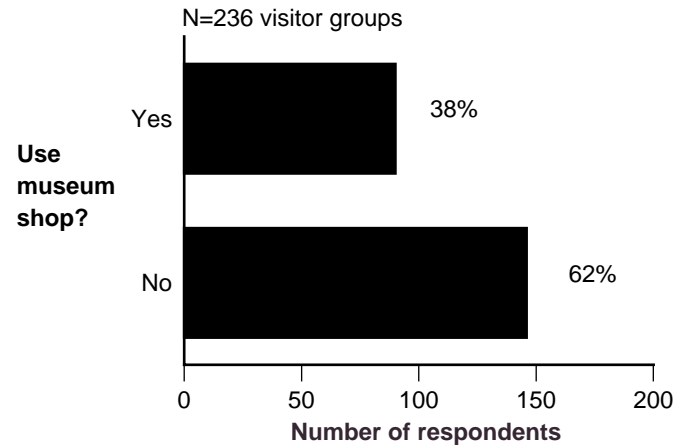


Figure 27: Use of museum shops

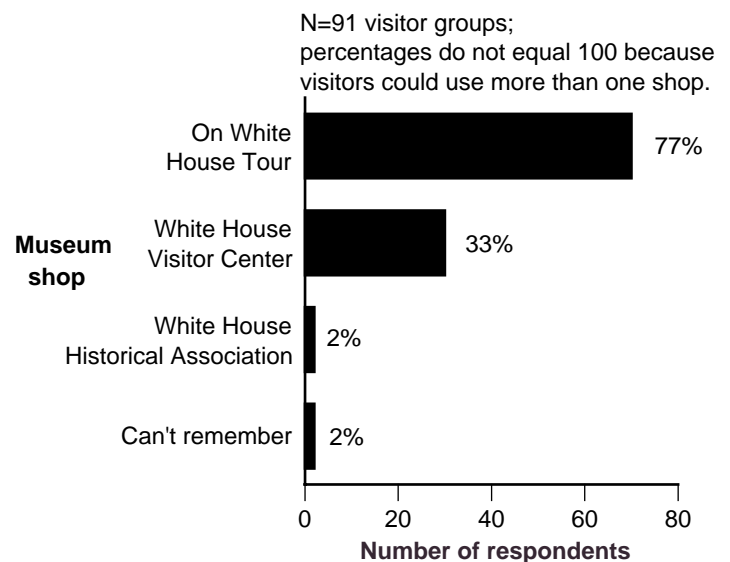


Figure 28: Location of museum shops used

Use of Ellipse Visitor Pavilion services

The Ellipse Visitor Pavilion offers a variety of services to help visitors enjoy their visit, such as a National Park Service information desk, snack bar, gift sales window, restrooms, Tourmobile ticket booth, and public telephones.

- ▲ Most Congressional Tour visitors (81%) did not use any of the Ellipse Visitor Pavilion services (see Figure 29). Of those who used the services, 15% used the restrooms.

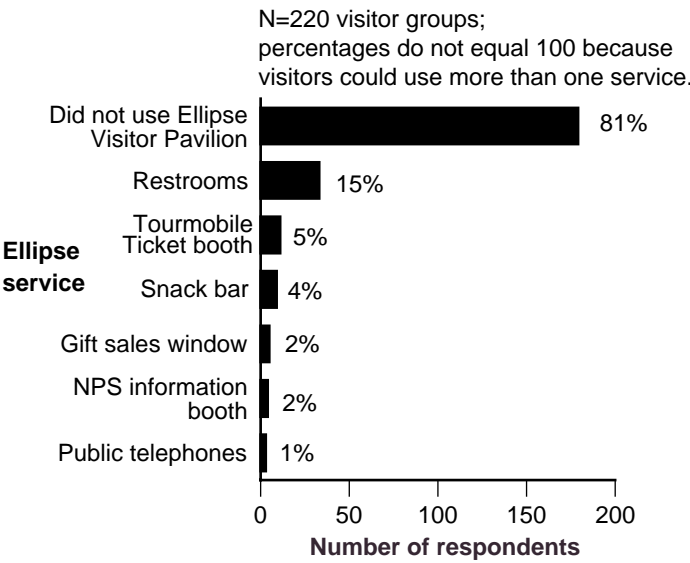


Figure 29: Use of Ellipse Visitor Pavilion services



The Ellipse Visitor Pavilion

Topics learned this visit/Future topics preferred

Visitors taking the White House Tours and/or visiting the White House Visitor Center can learn about many topics related to the White House. Visitors were asked to list the topics they learned on this visit. Visitors were also asked to identify the topics they would be most interested in learning on a future visit.

- ▲ The most-often learned topics by Congressional Tour visitors on this visit included furniture/interior decoration (97%), art (95%), first ladies (93%), and presidents (90%), as shown in Figure 30. The topic that the smallest proportion of visitors learned about was security/Secret Service (30%).
- ▲ The topics Congressional Tour visitors were most interested in learning included historic events in the White House (58%), life of first families (54%), presidents (52%), architecture/building's history (52%), security/Secret Service (51%), and gardens and grounds (50%), as shown in Figure 31. "Other" topics visitors wanted to learn about included White House rooms not shown on the tour, gardens and grounds, and presidents and their families.

A visitor's comment:

Expand tour to longer history discussions of 1st family's day to day life of past presidents

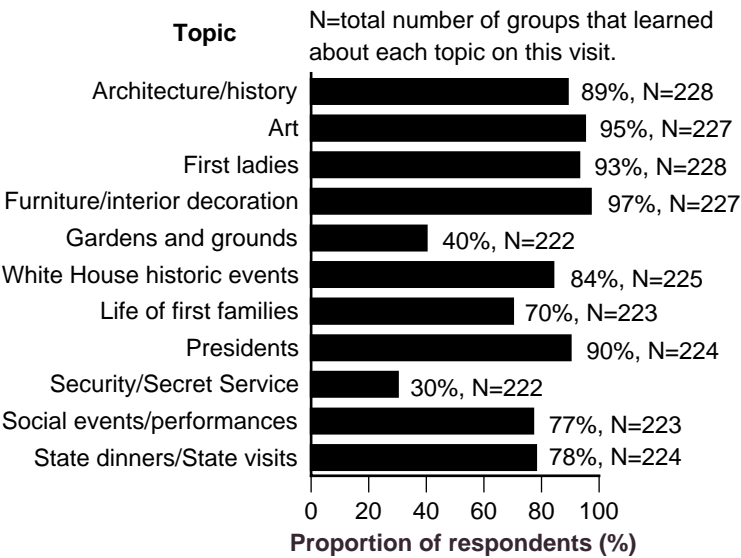


Figure 30: Topics learned on this visit

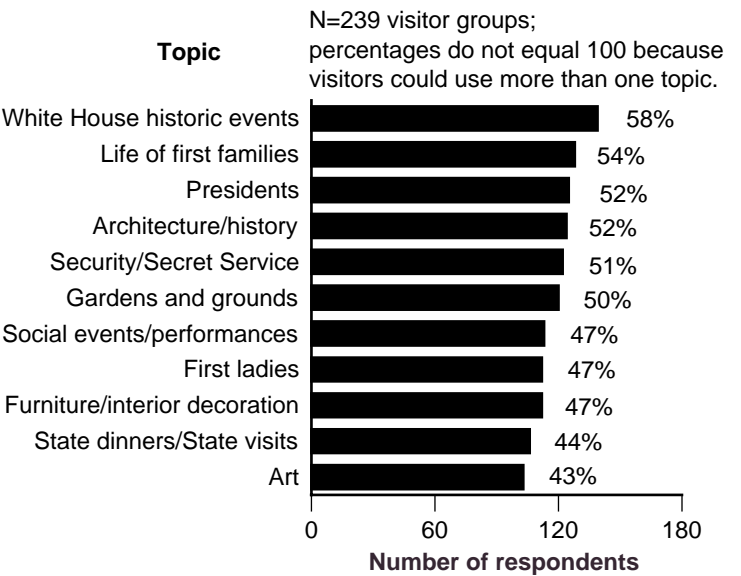


Figure 31: Topics of interest for future

Preferred methods for learning

There are many ways for visitors to learn about White House subjects. They were asked to identify their preferred ways for learning about topics of interest to them.

- ▲ Congressional Tour visitors preferred several methods for learning on a future visit: ranger-led programs (49%), roving rangers (44%), and internet web sites (41%), as shown in Figure 32. The least-preferred method was computer media (8%). “Other” preferred methods for learning included providing models of the entire White House or various rooms such as the Oval Office and Lincoln Bedroom.

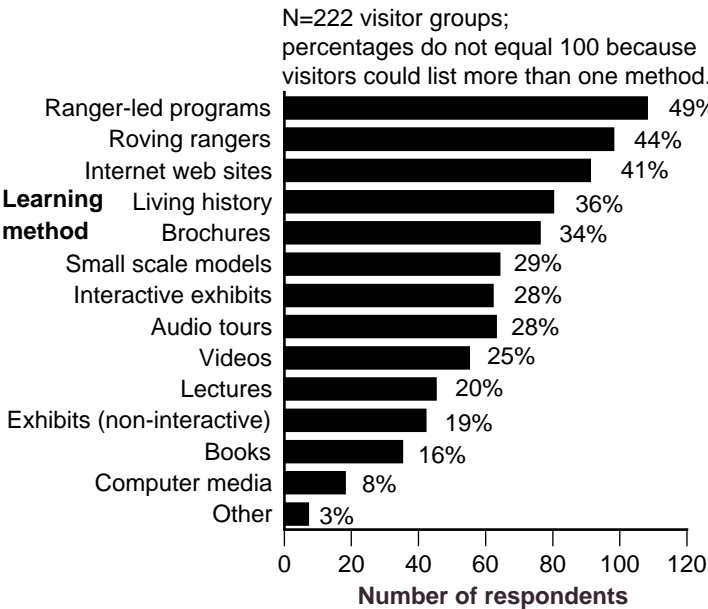


Figure 32: Preferred methods for learning

A visitor’s comment:

*Video very helpful - could
use more on history,
art, floor plans over
the ages*

Overall quality of services

Congressional Tour visitors were asked to rate the overall quality of visitor services provided during the White House Tour (including ticketing, waiting in line, touring the White House, and visiting the White House Visitor Center).

- ▲ Most Congressional Tour visitors (90%) rated the overall quality of services during their White House Tour as “very good” or “good” (see Figure 33). No visitor groups rated the service quality as “very poor.”

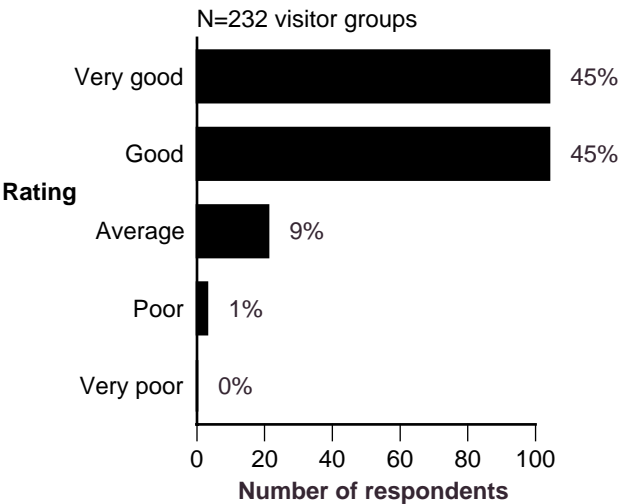


Figure 33: Overall quality of services



A Congressional Tour line inside the White House

What visitors liked *most* about the White House Tours/Visitor Center

Table 3: What visitors liked most

N=272 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Informative/courteous/clearly spoken guides	42
Friendly/professional staff	3
Other comments	2
INTERPRETIVE SERVICES	
Touring White House	69
Information about history	21
Information presented on tour	17
Touring different rooms	16
Stories/anecdotes presented on tour	8
Tour efficient and orderly	5
Tour fast and to-the-point	3
Feeling of more "private" tour	3
White House Visitor Center	2
Tour held attention of children	2
Other comment	1
FACILITIES AND MAINTENANCE	
Other comments	2
RESOURCE MANAGEMENT	
Art	9
White House décor	4
Furniture	3
Different White House rooms	3
Fresh flowers	2
Personal effects	2
Other comment	1
GENERAL IMPRESSIONS	
Not standing in long lines for tickets	29
Just being in White House	9
Everything	4
Other comments	10

A visitor's comment:

This WAS our first visit ever to
D.C. We learned more in 1-week
about history & American Politics
than our school years. Every one
should visit at least once.



Ranger assisting visitors with area map

What visitors liked *least* about the White House Tours/Visitor Center

Table 4: What visitors liked least

N=249 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Tour guide spoke too fast	9
Difficulty hearing tour guide	8
Being treated rudely	2
Other comment	1
INTERPRETIVE SERVICES	
Toured too quickly/felt rushed	17
Not enough time to observe features	8
No opportunities to ask questions	6
Unaware of White House Visitor Center	6
Too much talk about furniture	2
Not enough information on tour	2
Other comments	5
FACILITIES AND MAINTENANCE	
Lack of sitting areas	2
Other comments	2
POLICIES	
Tour groups too large	52
Tour too short	46
Unable to tour more of White House	29
Unable to tour grounds	9
Tour groups too close together	7
Inability to photograph inside White House	3
Unable to see kitchen	2
Other comment	1
GENERAL IMPRESSIONS	
Waiting in line	16
Other visitors talking	2
Other comments	12



Leaving the White House North Portico

What visitors proposed for future White House Tours/Visitor Center operations

Table 5: Planning for the future

N=255 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Use volunteers to help with tours	3
Provide customer service training for guides	2
Other comments	4
INTERPRETIVE SERVICES	
Provide more clear/concise ticket information	9
Recommend White House Visitor Center to visitors	9
Allow time for questions	9
Offer introduction presentation before tour	6
Provide lectures for people waiting in line	6
Provide more information on tour	6
Provide more information about presidents/first ladies	5
Provide more in-depth information	5
Offer brochures to supplement tour	5
Provide introductory video	3
Provide more information about first family life	3
Keep noise levels down between groups	3
Provide video for people waiting in line	2
Provide microphones for tour guides	2
Other comments	3
FACILITIES AND MAINTENANCE	
Have more clear and abundant signage	3
Other comments	3
POLICIES	
Reduce tour group size	49
Provide longer tours	27
Tour more of White House	21
Tour more of White House grounds	18
Provide advanced phone/mail ticket sales	9
Allow photography	4
Include Oval Office in tour	4
Provide a variety of tours at a variety of costs	4

Comment	Number of times mentioned
POLICIES (continued)	
Limit number of tickets issued by Congressional representatives	2
Issue ticket confirmation letters	2
Provide easier access to tickets	2
Provide opportunities for more private tours	2
Other comments	2
GENERAL IMPRESSIONS	
Move gift shop outside of White House	2
Give away White House token after tour	2
Other comments	14



A group assembling for their White House tour

Other comments from Congressional Tour visitors

Table 6: Additional comments

N=145 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Tour guide friendly/informative	16
Other comments	6
INTERPRETIVE SERVICES	
Tour felt rushed	9
Well managed tour	9
Disappointed with tour—expected more	8
Advertise White House Visitor Center	7
Tour interesting	6
Explain ticket process better	2
Other comments	4
FACILITIES AND MAINTENANCE	
Paint exterior of White House	2
Other comments	3
POLICIES	
Wanted to see more of White House	6
Wanted to see more of White House grounds	2
GENERAL IMPRESSIONS	
Enjoyed experience	43
Appreciated tickets from Congressional representative	5
Thank you	3
Plan to visit again	3
Wanted to meet President's pet	2
Other comments	9



Marine One helicopter landing on the South Lawn



Chapter Two

White House Public Tour Visitors



Public Tour visitor demographics

Public Tour visitors were diverse in their group size, group type, age, gender, education, language, and number of times they have toured the White House. The study results show:

- ▲ *Group size:* The most common group sizes were two (35%) and four (20%), as shown in Figure 34. Groups of three (16%) and groups of seven or more people (13%) were also common.
- ▲ *Group type:* Families made up 51% of the visitor groups taking the White House Public Tour (see Figure 35). Eighteen percent were in groups with friends. “Other” group types included schools, churches, and tours. Twenty-two percent of visitors were traveling with educational/school organizations (see Figure 36). Thirty-one percent were with organized tours (see Figure 37).
- ▲ *Age:* The most common visitor ages among Public Tour visitors were 31-55 (47%), as shown in Figure 38. Fifteen percent were children up to 15 years of age.
- ▲ *Gender:* Over one-half of the visitors taking the Public Tour (60%) were female; 40% were male (see Figure 39).
- ▲ *Education:* Among Public Tour visitors, 81% had at least some college (see Figure 40). Of those, over one-third (34%) had bachelor’s degrees, 25% had graduate degrees, and 22% had some college.
- ▲ *Primary language:* Most visitors taking Public Tours (91%) spoke English as their primary language (see Figure 41). Of the 9% who spoke other languages, German and Chinese were the most common.
- ▲ *Number of times on White House Tour:* Over three-fourths of the Public Tour visitors (77%) were touring the White House for the first time (see Figure 42).

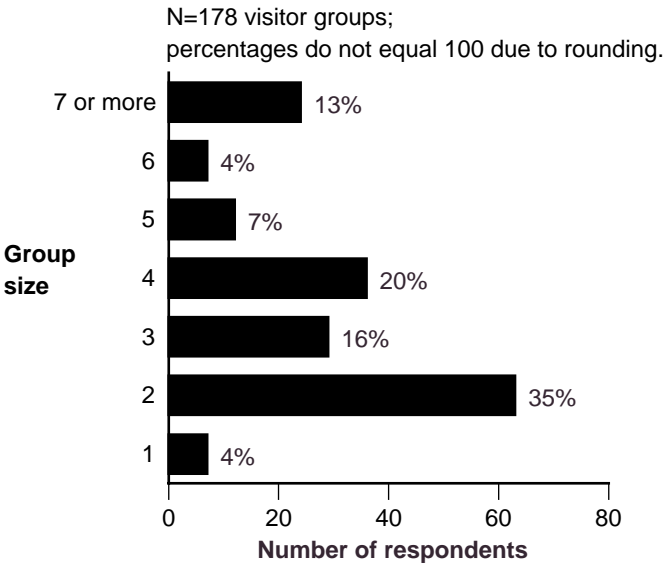


Figure 34: Visitor group size

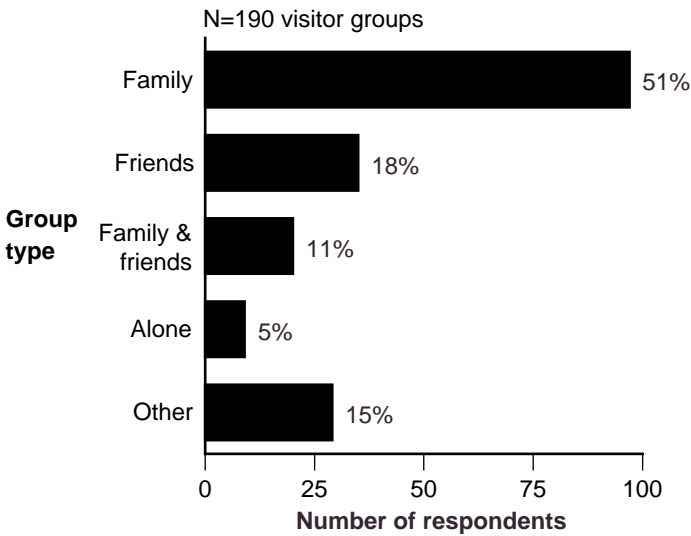


Figure 35: Visitor group type

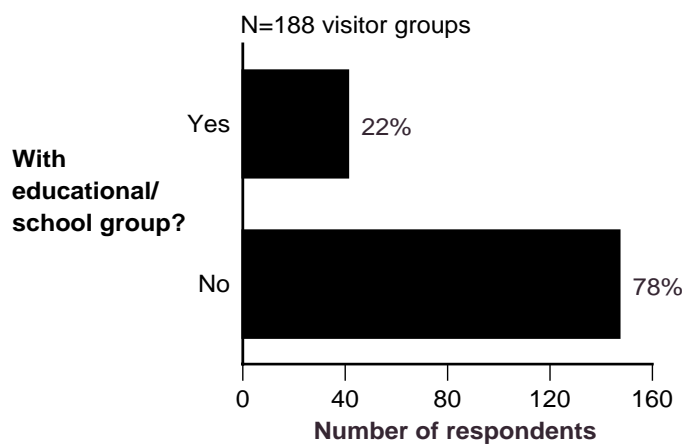


Figure 36: Visitors traveling with educational/school organizations

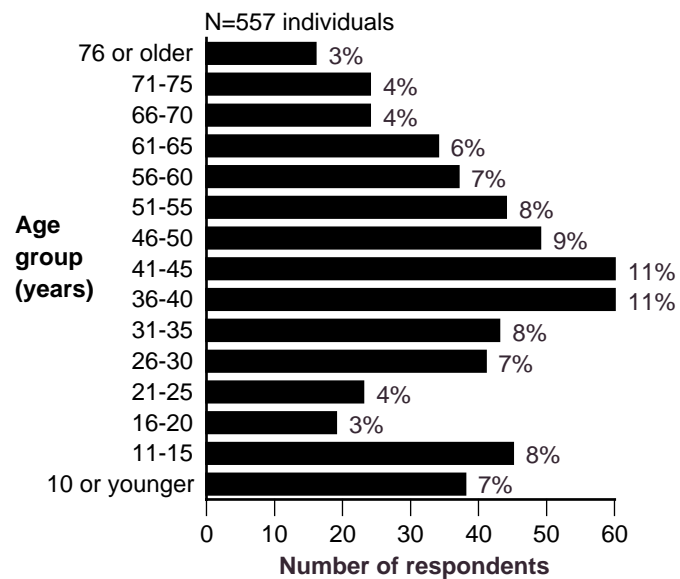


Figure 38: Visitor ages

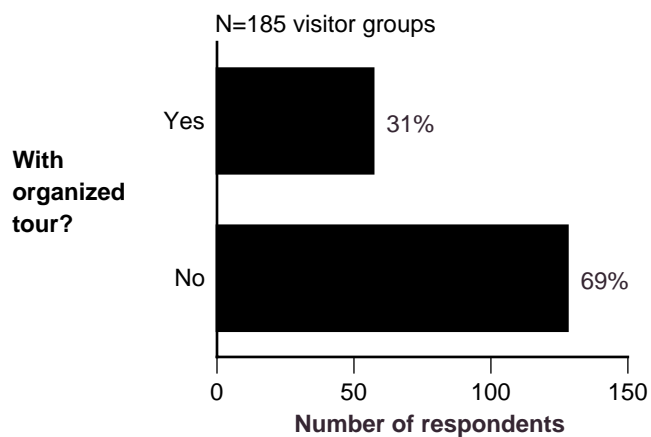


Figure 37: Visitors traveling with organized tours

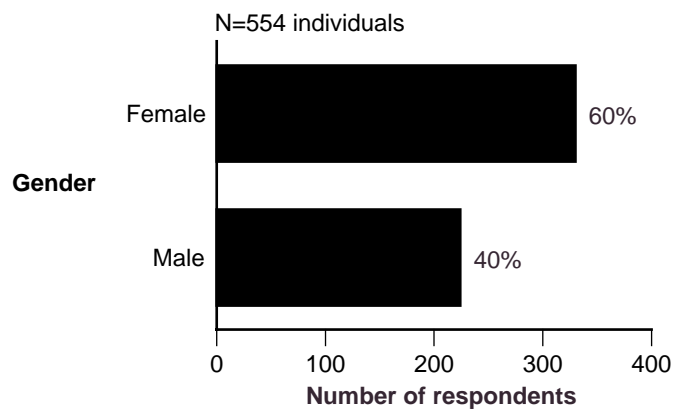


Figure 39: Visitor gender

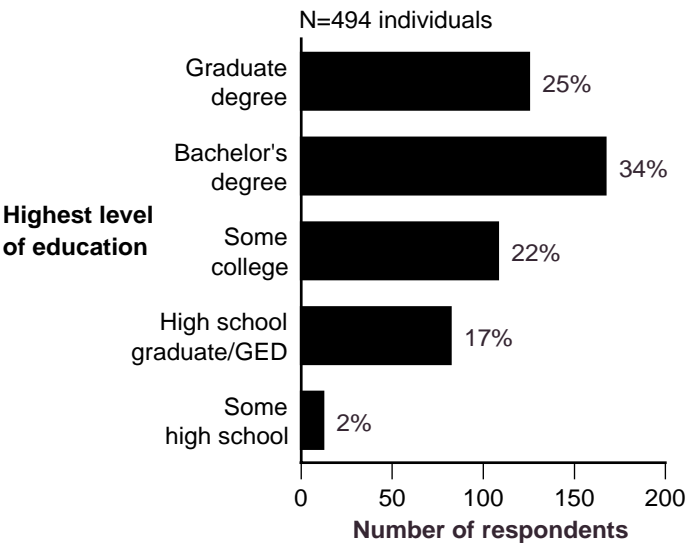


Figure 40: Visitor level of education

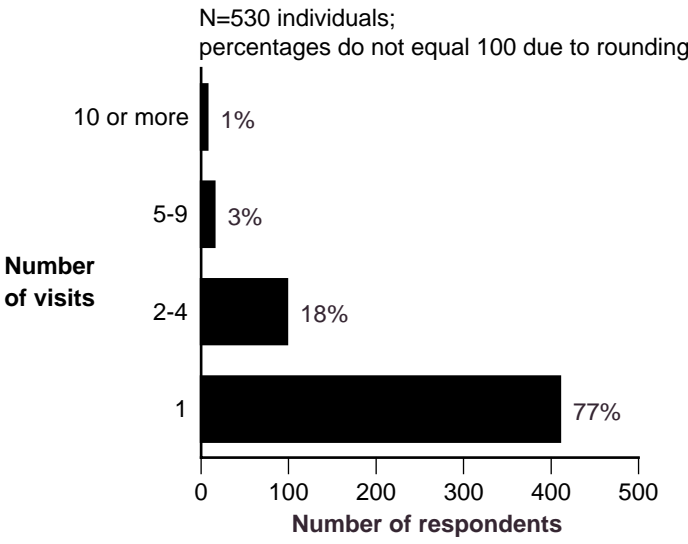


Figure 42: Number of times on the White House Tour

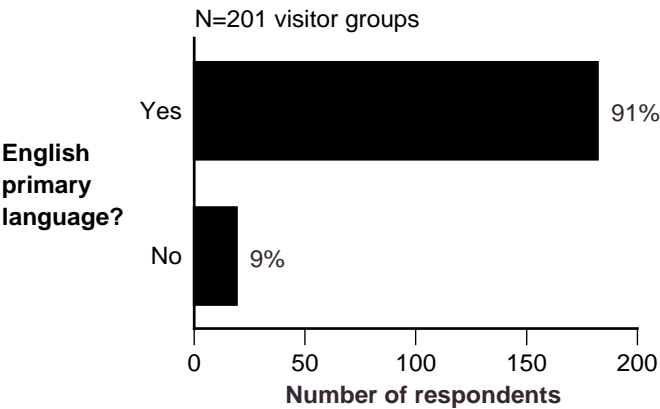


Figure 41: Visitors who spoke English as their primary language



Visitors waiting in line

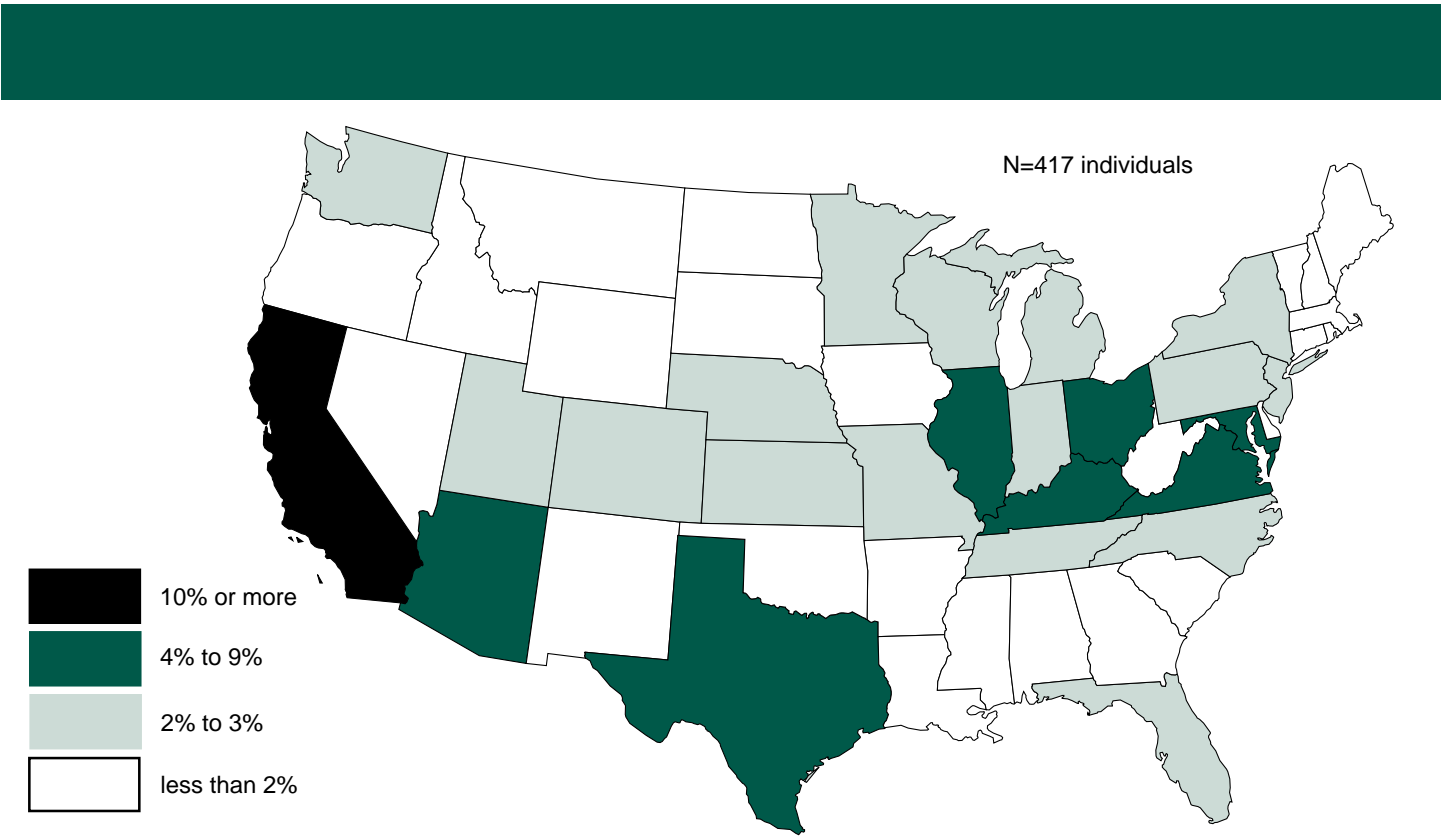
- ▲ *International visitors:* Seventeen percent of Public Tour visitors were from foreign countries. Visitors came from 5 continents including Europe (45%), Asia (24%), and North America (excluding the U.S.) (14%), as shown in Table 7.
- ▲ *United States visitors:* Public Tour visitors came from 41 states, with California (16%), Arizona, Kentucky, and Virginia (each 5%) most often represented (see Map 4 and Table 8).



Visitors in line for the White House Tour

Table 7: International visitors by country of residence
N=86 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors	Percent of total visitors
Africa	9	10	2
Asia	21	24	4
Australia/ Pacific Ocean	5	6	1
Europe	39	45	8
North America (except U.S.)	12	14	2



Map 4: Proportion of Public Tour visitors by state of residence

Table 8: United States visitors by state of residence							
N=417 individuals;							
percentages do not equal 100 due to rounding.							
State	Number of individuals	Percent of U.S. visitors	Percent of total visitors	State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
California	68	16	14	Missouri	12	3	2
Arizona	19	5	4	Minnesota	11	3	2
Kentucky	19	5	4	Washington	10	2	2
Virginia	19	5	4	Kansas	9	2	2
Maryland	18	4	4	New Jersey	9	2	2
Ohio	17	4	3	Tennessee	9	2	2
Illinois	15	3	3	Wisconsin	9	2	2
Texas	15	3	3	North Carolina	8	2	2
Pennsylvania	14	3	3	Nebraska	8	2	2
Michigan	13	3	3	Colorado	7	2	1
Florida	12	3	2	Indiana	7	2	1
				New York	7	2	1
				Utah	7	2	1
				17 other states and Washington, D.C.	75	18	15

Sources of information

Prior to their tour, Public Tour visitors used a variety of sources to learn about the White House Tours.

- ▲ The most common sources Public Tour visitors used to obtain information about the White House Tour were word of mouth and friends and relatives (29%), travel guides/tour books (28%), and previous visits (22%), as shown in Figure 43. The least-used source of information was magazines/newspapers (2%). “Other” sources of information included tour directors and White House employees.



Visitors entering for their White House Tour

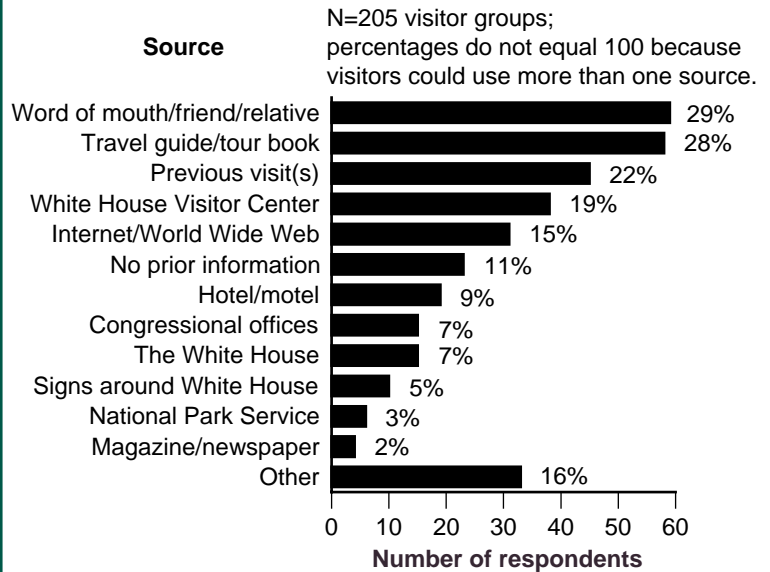


Figure 43: Sources of information

A visitor's comment:

*If I came as an individual, how
do I find out what I need to do to
visit the White House before I come
to Washington DC?*

Information about tour ticket system

Public Tour visitors were asked whether they understood how the White House Tour ticket system worked. They were also asked what sources of information they used to learn about the tour ticket system.

- ▲ Prior to their tour, 60% of the Public Tour visitors felt they understood how the White House Tour ticket system operates (see Figure 44). Over one-third of the visitors (37%) did not understand the ticket system, and 3% were not sure.
- ▲ The sources of information which visitors most often used to learn about the White House Tour ticket system were travel guides/tour books (34%), previous visits (27%), and word of mouth and friends and relatives (20%), as shown in Figure 45. “Other” sources of information included foreign embassies, White House employees, and tour directors.

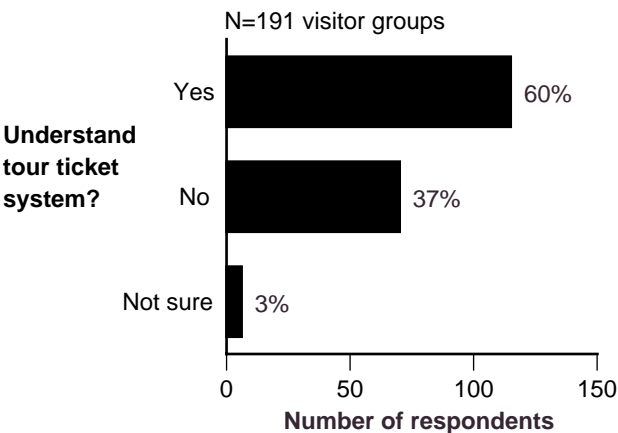


Figure 44: Understanding the tour ticket system

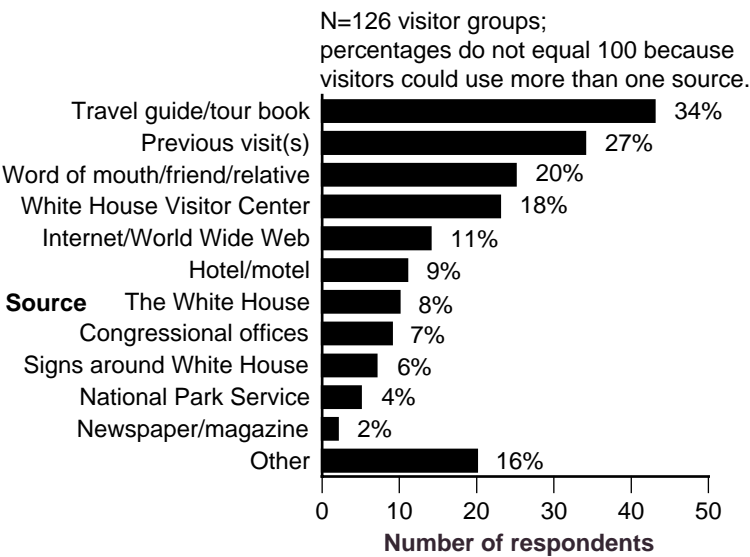


Figure 45: Sources of information about ticket system

Reasons for visiting Washington, D.C.

Visitors were asked if their group consisted of Washington, D.C. metropolitan area residents, and if it also included non-residents. Both residents and non-residents had a variety of reasons for visiting Washington, D.C. on this trip.

- ▲ One percent of Public Tour visitor groups had members who were all Washington, D.C. metropolitan area residents (see Figure 46). Most groups (99%) had at least one member who was not a Washington, D.C. resident.
- ▲ For visitors who were not Washington, D.C. metropolitan area residents, the most-often listed reason for visiting Washington, D.C. on this trip was to see museums and historic sites (70%), as shown in Figure 47. Non-residents also came to take the White House Tour (44%) and visit friends/relatives in Washington, D.C. area (22%). “Other” reasons that non-residents came to Washington, D.C. were school class trips, guided tours/trips, concerts/competitions, and marches/rallies.
- ▲ For visitor groups who were all Washington, D.C. metropolitan area residents, there were not enough responses to provide reliable information.

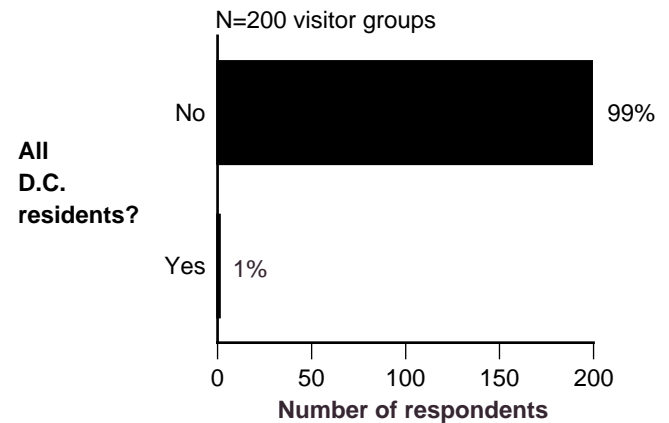


Figure 46: Proportion of Washington, D.C. residents

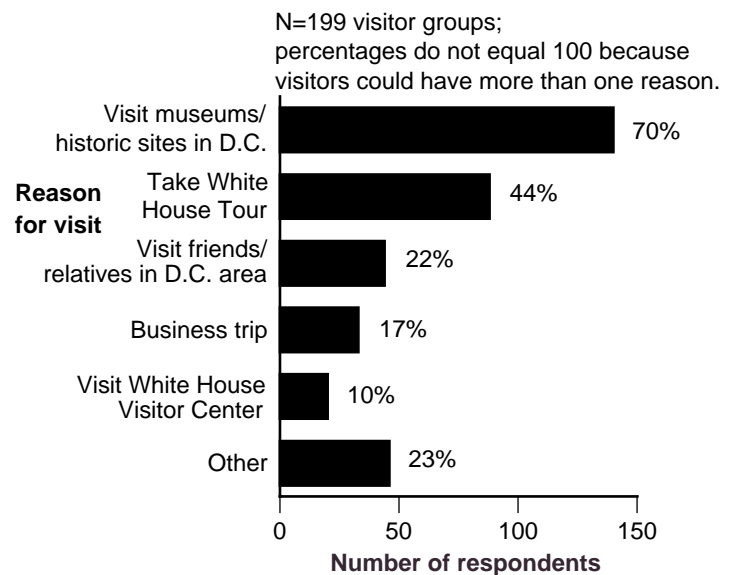


Figure 47: Non-residents' reasons for visiting

Visits to nearby sites

Visitors were asked to list the other nearby sites they visited while in Washington, D.C.

▲ The Washington Monument was the most visited nearby site (83%), as shown in Figure 48. “Other” nearby sites commonly visited by Public Tour visitors included the Lincoln Memorial, Smithsonian Institution, Arlington Cemetery, Capitol, Vietnam Veterans Memorial, Jefferson Memorial, Korean War Memorial, and many others.



Eisenhower Executive Office Building

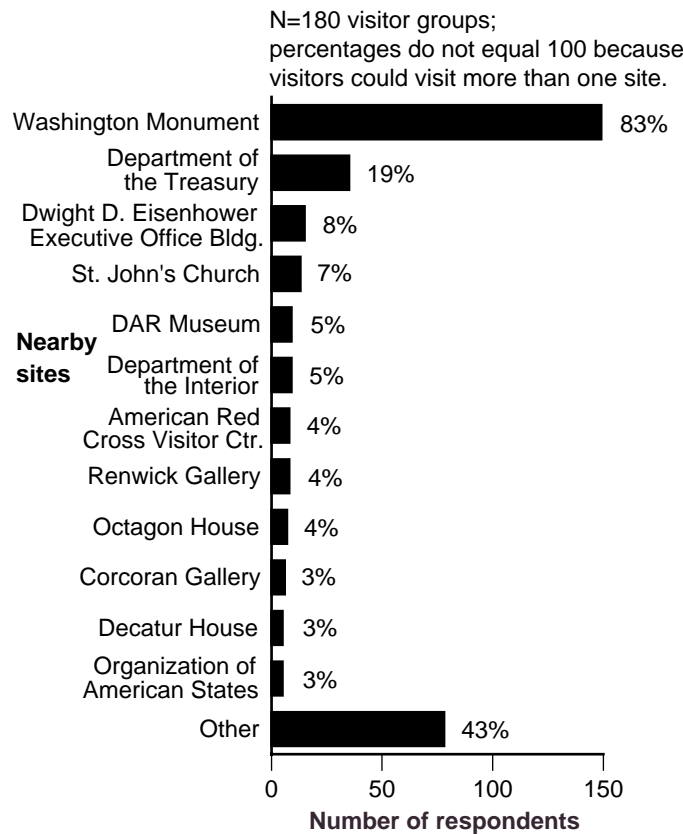


Figure 48: Nearby sites visited

Forms of transportation used

Public Tour visitors used various forms of transportation to reach the White House and take their Tour.

- ▲ The most common form of transportation used to arrive at the White House by Public Tour visitors was walking (30%), followed by Metro/Metrorail/Metrobus (25%), and private or rental vehicles (22%), as shown in Figure 49. “Other” forms of transportation included various buses and a hired sedan.

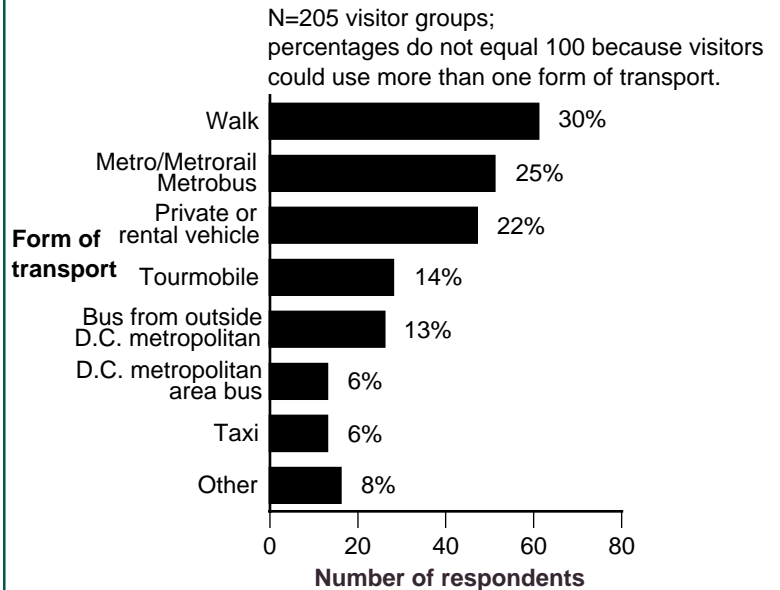


Figure 49: Forms of transportation used



Viewing the White House

A visitor's comment:

Enjoyed visit
Distance from bus to waiting
area, walking to White house,
time on feet in line
and back to bus was too
much for older visitors.

Public Tour ticket system

Visitors may take a Congressional Tour or Public Tour or both. Because the Public Tour visitors must wait in line to obtain tickets, they were asked the length of their wait in line and any suggestions they had for improving the ticket system.

- ▲ Most visitors (99%) took a Public Tour of the White House; 1% said they took both the Congressional Tour and the Public Tour.
- ▲ To obtain a Public Tour ticket, visitors waited up to one hour (66%), more than one to two hours (28%), and longer (6%), as shown in Figure 50.
- ▲ Visitors’ suggestions to improve the Public Tour ticket system included allowing advanced tickets, providing ticket reservations on the internet, and allowing ticket reservations (see Table 9).

A visitor’s comment:

LET PEOPLE MAKE RESERVATIONS IN ADVANCE AS FAR AS POSSIBLE (ON DAYS THE PRESIDENT’S SCHEDULE IS KNOWN). PUT A RANGER/VOLUNTEER IN EACH ROOM. GIVE THEM A CANNED PRESENTATION, BUT ALLOW VISITORS A LITTLE MORE TIME FOR A QUESTION OR TWO.

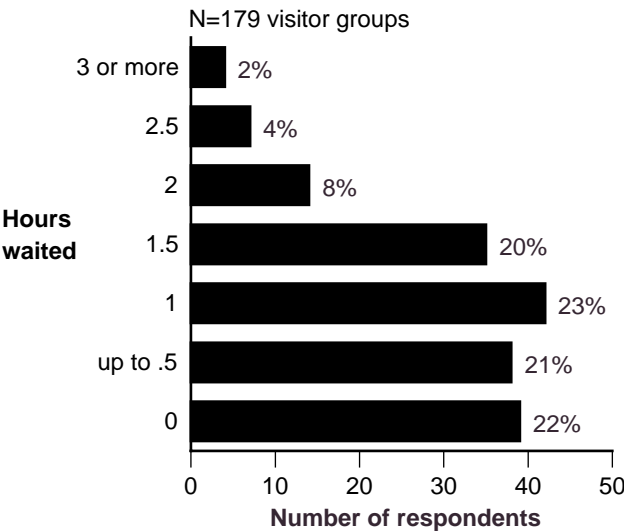


Figure 50: Length of wait for Public Tour ticket

Table 9: Suggestions to improve ticket system

N=60 comments

Comment	Number of times mentioned
Allow advance tickets	12
Provide ticket reservations on internet	8
Allow ticket reservations	5
More employees to distribute tickets	5
Better inform visitors if ticket is needed	3
Provide information/entertainment while waiting in line	3
Make ticket location/tour easier to find	3
Give tickets to tour companies to prevent wait	2
Expand tour times	2
Mail tickets ahead of time	2
Allow selection of tour time/have separate lines	2
More efficient ticketing—eliminate wait in 2 lines	2
Other comments	11

Intersections used to arrive at the White House

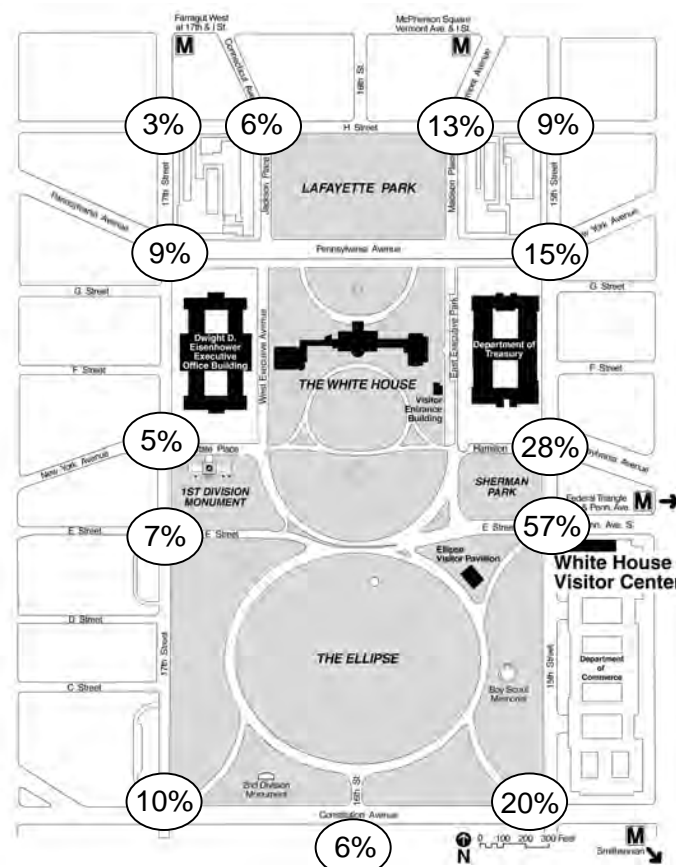
Visitors used different walking routes to reach the White House. The area around the White House was divided into “outer” and “inner” intersections to determine the most used locations.

- ▲ The most-used intersection in the “outer” perimeter was 15th Street and E Street or Pennsylvania Avenue South (57%), as shown in Map 5. The next most-used intersection was 15th Street and Pennsylvania Avenue (28%). The least-used “outer” intersection was 17th Street and H Street (3%).
- ▲ The most-used “inner” intersection was East Executive Avenue and Hamilton Place (81%), followed by E Street and the “Y” east of the Ellipse (70%), as shown in Map 6. The least-used “inner” intersection was E Street and the “Y” west of the Ellipse (7%).



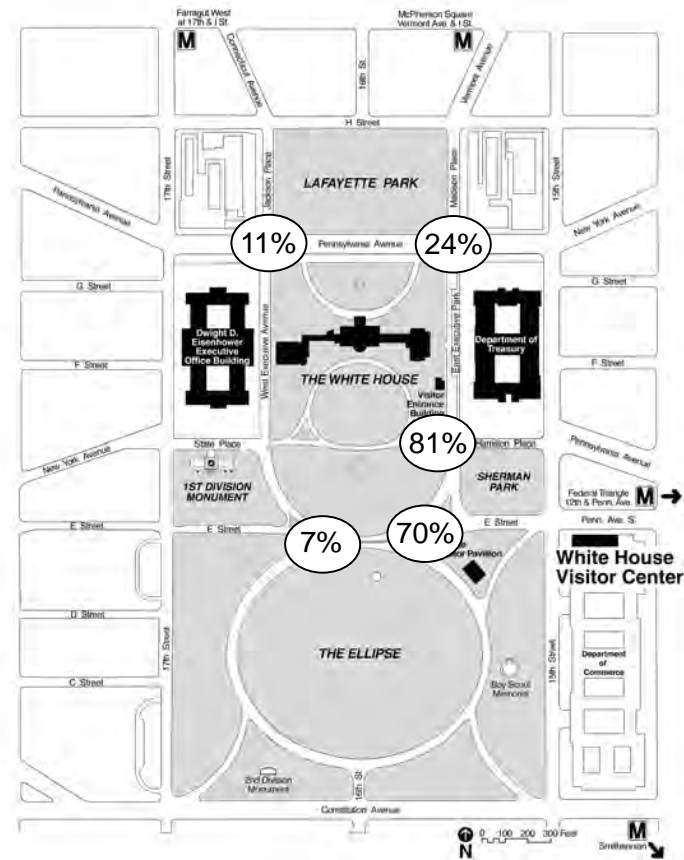
Visitors crossing 15th and E Streets

N=109 visitor groups;
percentages do not equal 100 because visitors could use more than one intersection.



Map 5: Proportion of visitor groups using outer intersections

N=122 visitor groups;
percentages do not equal 100 because visitors could use more than one intersection.



Map 6: Proportion of visitor groups using inner intersections



Visitors crossing E Street near Sherman Park

Use of the White House Visitor Center

Public Tour visitors were asked a series of questions about the White House Visitor Center: whether they had visited the Visitor Center, and if so, whether it was before or after their tour (or both), how many times they visited the Center, and how long they spent at the Visitor Center.

- ▲ Less than one-half of the Public Tour visitors (47%) said they had visited the Visitor Center; 53% of visitors said they had not visited (see Figure 51).
- ▲ Those who had visited the Visitor Center were asked if they visited before or after their tour. Most (88%) visited before their tour, while 19% visited after their tour (see Figure 52).
- ▲ Most visitors who had visited the Center (70%) visited only once, although 27% visited more than once (see Figure 53).
- ▲ Most visitors to the Center (83%) spent one hour or less there, while 17% stayed longer (see Figure 54).

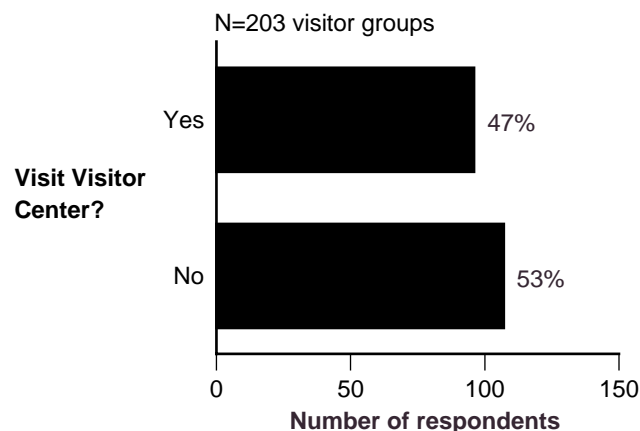


Figure 51: Visitor Center visits

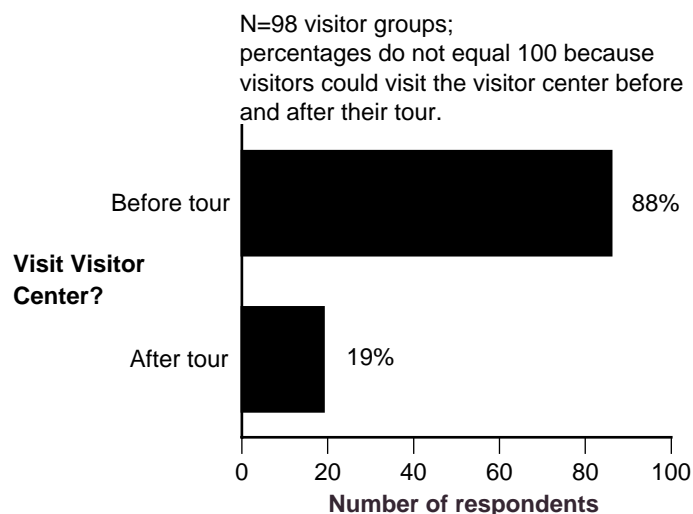


Figure 52: Visitor Center visit before or after tour

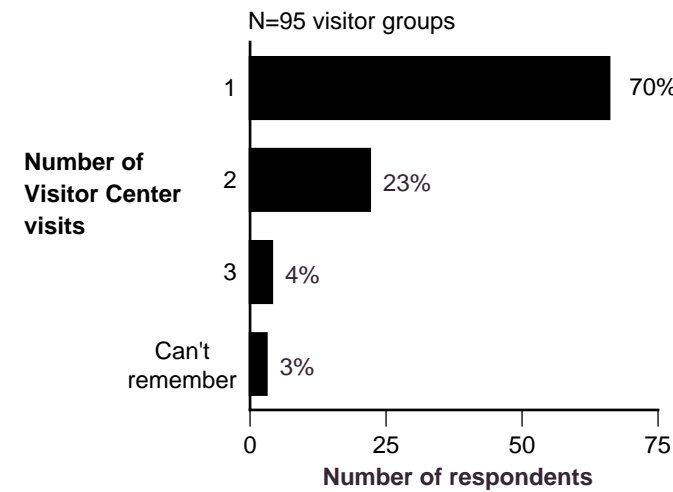


Figure 53: Number of visits to Visitor Center

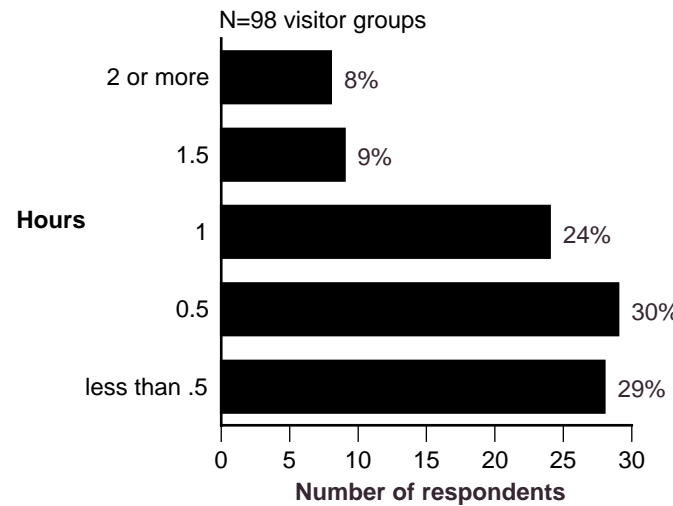


Figure 54: Total time spent at Visitor Center



Viewing White House Visitor Center exhibits

Use and ratings of Visitor Center services

The White House Visitor Center offers a variety of services and facilities. Public Tour visitors were asked to identify the services and facilities they used and also asked to rate the importance and quality of those services and facilities.

- ▲ Public Tour tickets were the most used service by 76% of the visitors, followed by restrooms (66%), Visitor Center information desk (65%), exhibits (62%), and the park brochure/map (58%), as shown in Figure 55.
- ▲ Most Public Tour visitors (92%) rated the restrooms as “extremely important” or “very important” (see Figure 56). The next most important service was Public Tour tickets (89%).
- ▲ The services/facilities which received the highest “very good” or “good” ratings were the park brochure/map (89%) and Visitor Center information desk (85%), as shown in Figure 57.

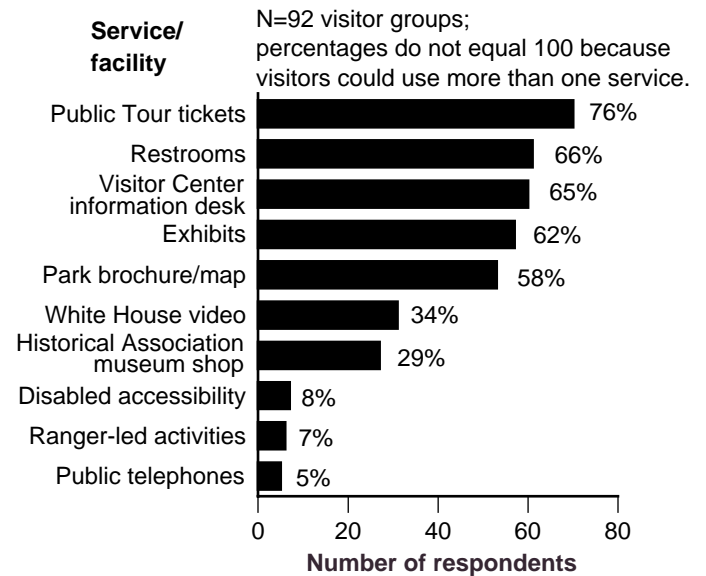


Figure 55: Services and facilities used

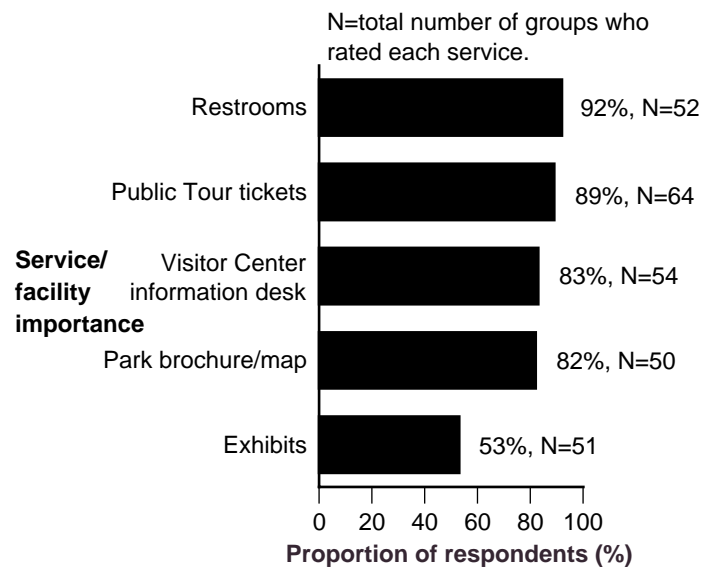


Figure 56: Combined proportions of “extremely important” and “very important” ratings

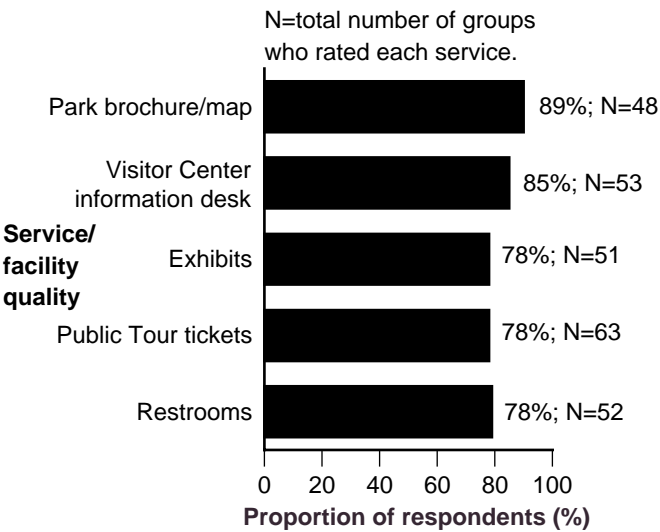


Figure 57: Combined proportions of “very good” and “good” quality ratings.



A volunteer assisting visitors at the White House Visitor Center

A visitor’s comment:

We were two couples visiting the USA for a month's tour arranged by ourselves to celebrate our 40th wedding anniversaries + one of the highlights was our tour of the White House. Without the help of the staff at the Center, we would never have had this opportunity. Please pass on our thanks to the staff.

Visitor conversations with rangers/volunteers

For visitors to the White House, park rangers and volunteers provide information to help them find their way, plan their visit, and learn procedures. Visitors were asked if they had conversations with park rangers/volunteers, who started the conversation, and whether those conversations were conducted courteously and helpfully. Visitors were also asked the topic of the conversation.

- ▲ Sixty-four percent of the Public Tour visitors said they had received information from a park ranger/volunteer (see Figure 58).
- ▲ Of the Public Tour visitors who had conversations, 56% said that the ranger/volunteer had started the conversation (see Figure 59). Thirty-five percent of the visitors said the ranger/volunteer did not start the conversation and 9% were not sure.
- ▲ Most (72%) said the ranger/volunteer was “extremely courteous” or “very courteous” (see Figure 60). Two percent of visitors said the ranger/volunteer was “not courteous.”
- ▲ Most visitors (75%) also felt that the ranger/volunteer was “extremely helpful” or “very helpful” (see Figure 61). One percent of visitors said the ranger/volunteer was “not helpful.”
- ▲ The most-often discussed topic of conversation was directions/orientation (58%), as shown in Figure 62. Rangers/volunteers also discussed descriptive/historical information about the White House (38%) and had general conversations (38%) with visitors. “Other” topics of conversation included seeking assistance for elderly group members and locating restaurants.

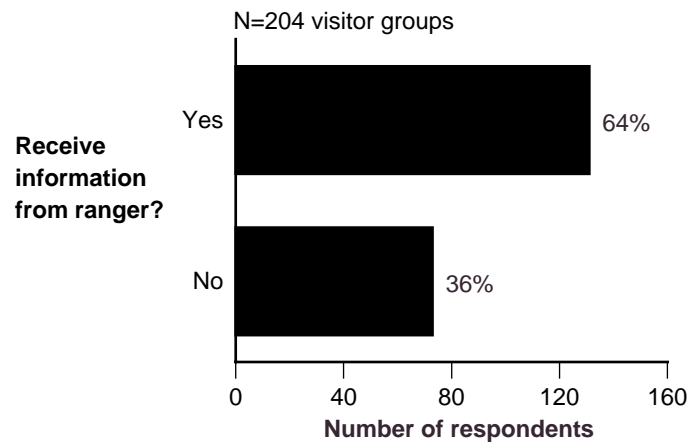


Figure 58: Conversations with rangers/volunteers

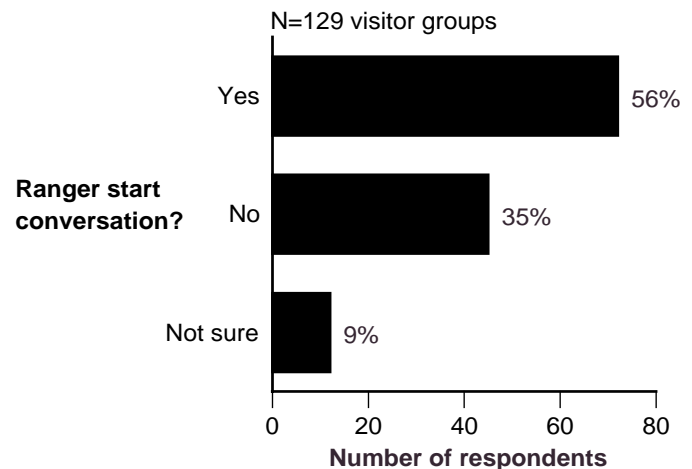


Figure 59: Who started conversation

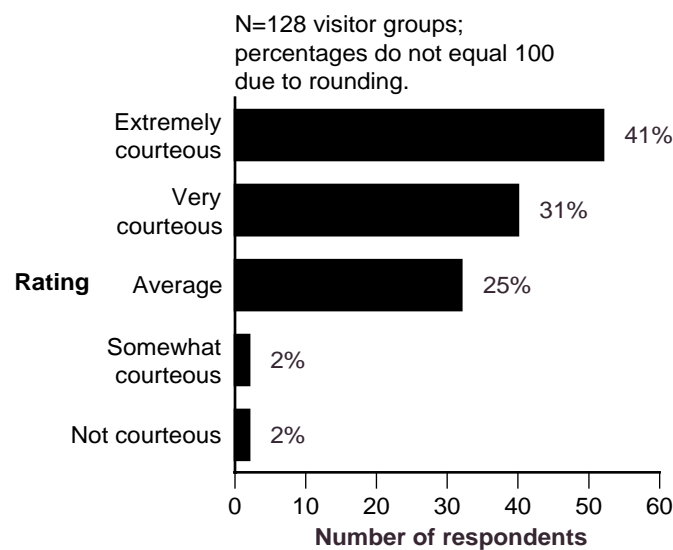


Figure 60: Ranger/volunteer courtesy

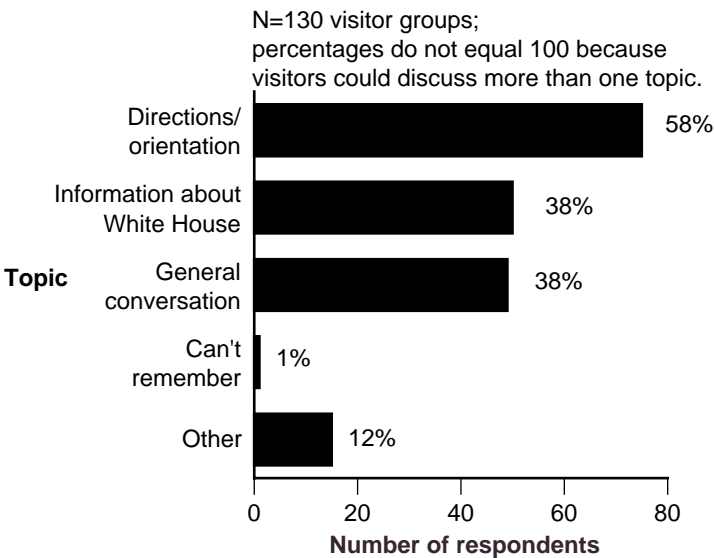


Figure 62: Conversation topics

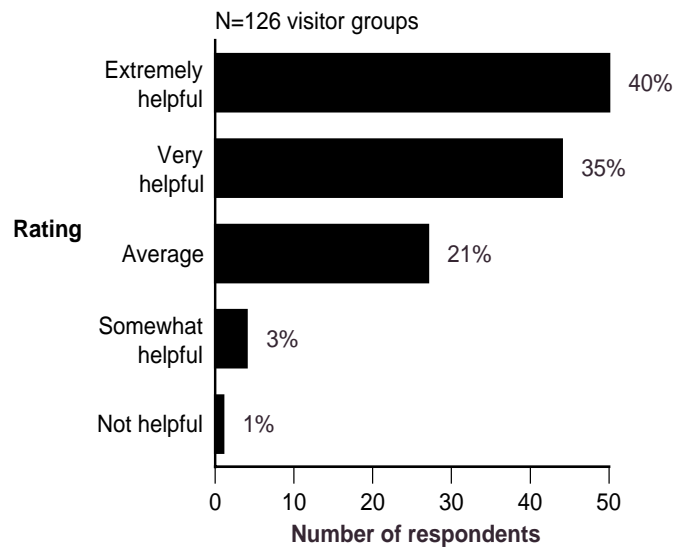


Figure 61: Ranger/volunteer helpfulness

A visitor's comment:

*Rangers and agents were
very helpful and friendly.*

Use of White House Historical Association museum shops

Museum shops offer visitors a place to purchase books, videos, and other sales items. These items afford visitors the opportunity to learn more about White House and presidential history.

- ▲ Over one-third of the Public Tour visitors (34%) said they used a White House Historical Association museum shop on this visit (see Figure 63).
- ▲ Public Tour visitors who used a museum shop were asked which of the three locations they visited. Over one-half of the visitors (59%) used the museum shop on the White House Tour (see Figure 64). Many Public Tour visitors (57%) went to the shop in the White House Visitor Center.

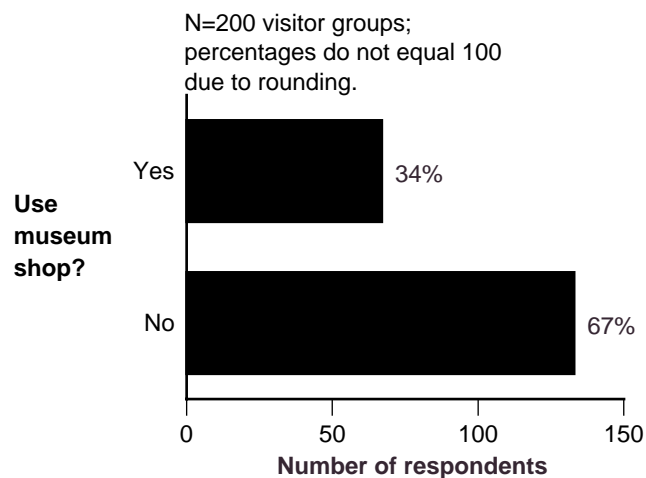


Figure 63: Use of museum shops

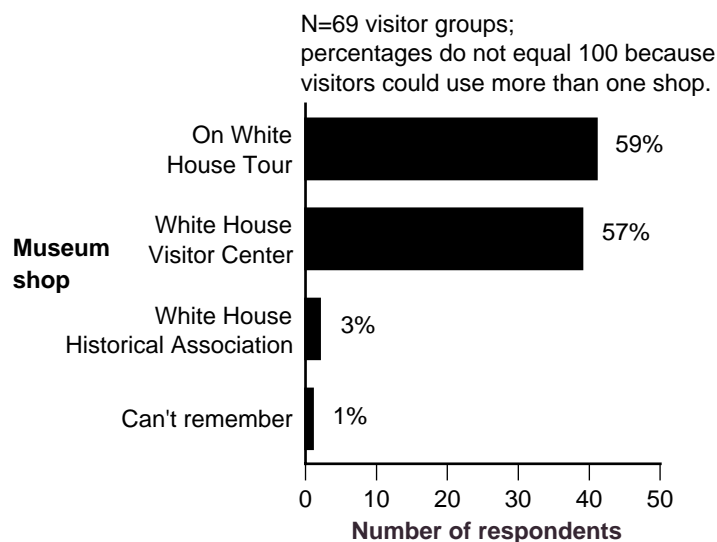


Figure 64: Location of museum shops used

Use of Ellipse Visitor Pavilion services

The Ellipse Visitor Pavilion offers a variety of services to help visitors enjoy their visit, such as a National Park Service information desk, snack bar, gift sales window, restrooms, Tourmobile ticket booth, and public telephones.

- ▲ Most Public Tour visitors (61%) did not use any of the Ellipse Visitor Pavilion services (see Figure 65). Of the visitors who used these services, 31% used the restrooms and 16% used the snack bar.

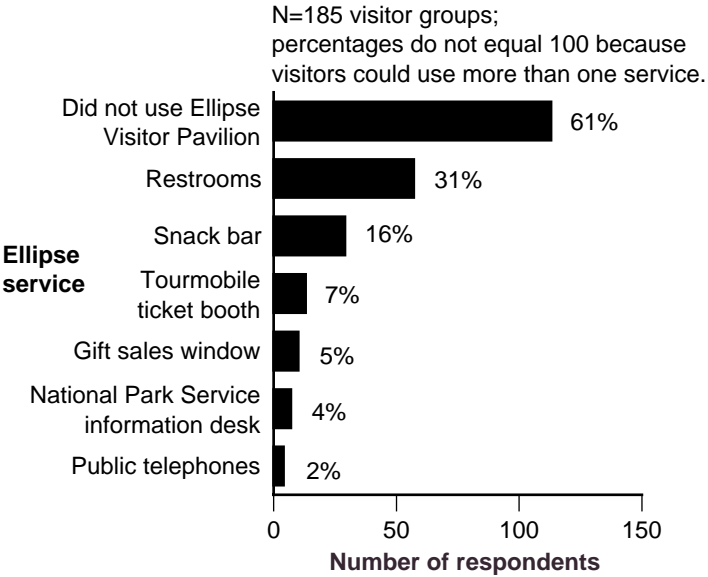


Figure 65: Use of Ellipse Visitor Pavilion services



Visitors at the Ellipse Visitor Pavilion

Topics learned this visit/Future topics preferred

Visitors taking the White House Public Tours and/or visiting the White House Visitor Center can learn about many topics related to the White House. Visitors were asked to list the topics they learned on this visit. Visitors were also asked to identify the topics they would be most interested in learning on a future visit.

▲ The most learned about topics by Public Tour visitors on this visit included furniture/interior decoration (76%), architecture/building's history (70%), and presidents (57%), as shown in Figure 66. The topic that the smallest proportion of visitors learned about was security/Secret Service (25%).

▲ The topics visitors most wanted to learn about on a future visit included architecture/building's history (53%), historic events in the White House (52%), and presidents (50%), as shown in Figure 67. "Other" topics visitors wanted to learn included personal information about presidents and first families, White House rooms not on the tour, and locations of historical events.

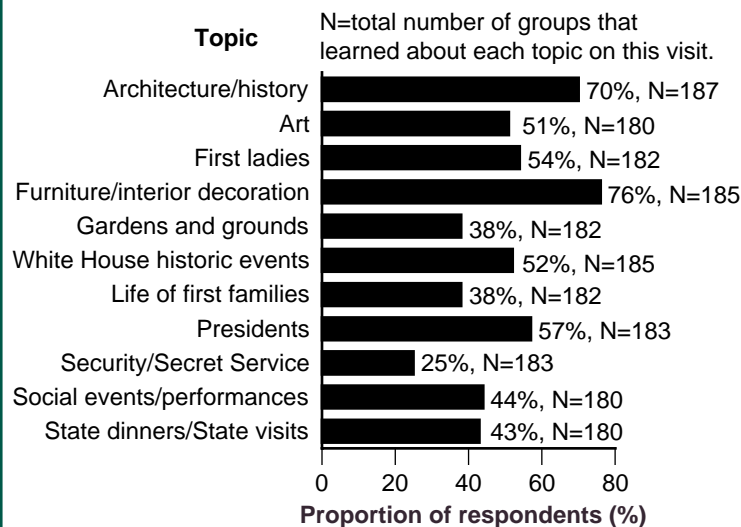


Figure 66: Topics learned on this visit

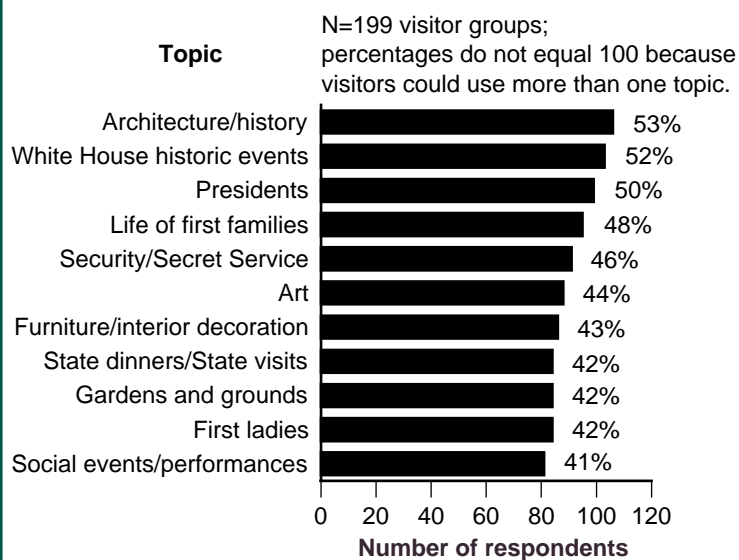


Figure 67: Topics of interest for future

Preferred methods for learning

There are many ways for visitors to learn about White House subjects. Visitors were asked to identify their preferred ways for learning about topics of interest to them.

- ▲ Public Tour visitors preferred several methods for learning including ranger-led programs (54%), internet web sites (47%), and roving rangers (46%), as shown in Figure 68. The least-preferred method was computer media (9%). “Other” preferred methods for learning included providing guided tours.

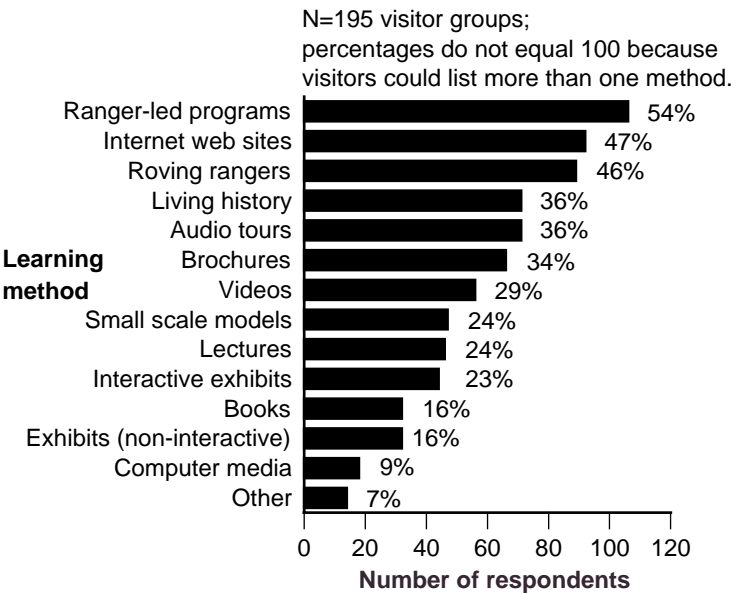


Figure 68: Preferred methods for learning

A visitor’s comment:

Since the tours were unguided
an audio which advances by
where you are would enrich
the experience

Overall quality of services

Public Tour visitors were asked to rate the overall quality of the visitor services provided on the tour (including ticketing, waiting in line, touring the White House, and visiting the White House Visitor Center).

- ▲ Most Public Tour visitors (70%) rated the overall quality of services as “very good” or “good” (see Figure 69). Two percent felt the overall quality was “very poor.”



The Green Room in the 1980's

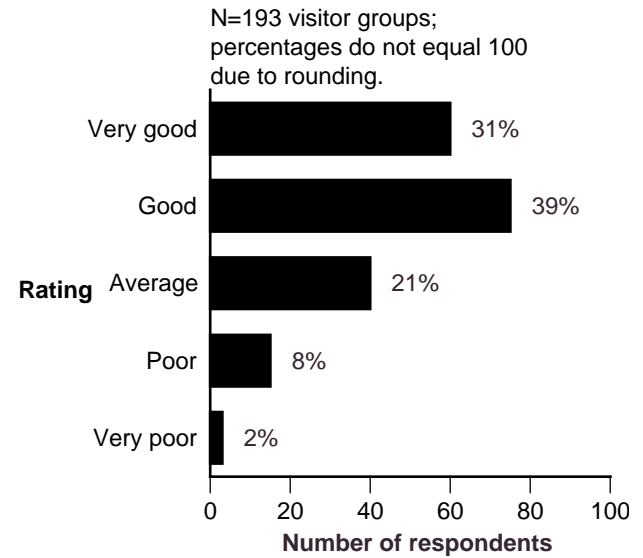


Figure 69: Overall quality of services



A ranger assisting visitor with his tour ticket

What visitors liked *most* about the White House Tours/Visitor Center

Table 10: What visitors liked most
N=212 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/courteous staff	7
Courtesy given to handicapped	2
Other comment	1
INTERPRETIVE SERVICES	
Touring the White House	82
Organization of tour	7
Information from guides	5
White House Visitor Center	3
Talks in each room	2
White House video	2
Touring garden and grounds	2
Other comments	7
FACILITIES AND MAINTENANCE	
Access to White House	3
RESOURCE MANAGEMENT	
Rooms named for their colors	13
Art	7
White House décor	6
Dining room	5
The grounds	4
Furniture	3
Fresh flowers	3
Antiques	2
Other comments	2
POLICIES	
Ticketing process	3
Ability to get tickets	2

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Visiting at own pace	11
Being close to history	6
Not having to wait in line	4
Observing White House exterior	3
Meeting people while in line	2
Elegance of White House	2
Other comments	11

A visitor's comment:

EMPLOYEE COURTESY, SELF GUIDED NATURE OF
THE TOUR, ACTUAL WHITEHOUSE TOUR

What visitors liked *least* about the White House Tours/Visitor Center

Table 11: What visitors liked least

N=212 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Lack of staff to answer questions	2
Other comments	2
INTERPRETIVE SERVICES	
Not enough information on tour	13
Lack of information about history	2
Tour started late	2
Other comments	3
FACILITIES AND MAINTENANCE	
Lack of nearby handicapped parking	2
Other comments	2
POLICIES	
Inability to see more of White House	26
Tour was too short	19
Ticket process	12
Having to arrive early for tickets	7
No tour guide on tour	6
Inability to tour White House grounds	5
Photography prohibited	3
Other comment	1
RESOURCE MANAGEMENT	
Feeling crowded	4
GENERAL IMPRESSIONS	
Waiting in line	73
Feeling rushed through tour	11
Too many children	3
Long wait to get into White House	2
Uncertainty of getting into White House	2
Inability to get tickets	2
Weather	2
Other comments	6



Visitors waiting in line for their self-guided Public Tour

What visitors proposed for future White House Tours/Visitor Center operations

Table 12: Planning for the future

N=222 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide Tour guides	22
Provide more information for tour leader	3
Other comments	3
INTERPRETIVE SERVICES	
Offer orientation before tour	10
Provide clear information about tours/tickets before visit	10
Provide audio tape tours	7
Provide more historical information	6
Offer pre-tour video	4
Provide brochures to supplement tour	2
Provide more interpretive signs on tour route	2
Provide signs showing where to meet on Ellipse	2
Provide information on daily business at White House	2
Provide living history interpretation	2
Other comments	8
FACILITIES AND MAINTENANCE	
Develop parking in front of Visitor Center	3
Provide better access for handicapped	3
Provide sitting areas where visitors wait	2
Move Visitor Center next to White House	2
Provide shade for people waiting	2
Other comments	3
POLICIES	
Show more of White House	18
Provide advanced ticket sales	11
Use reservation system	9
Show more of grounds and gardens	8
Provide longer, more detailed tour	6
Limit size of tour groups	5
Provide on-line tickets	5
Provide special reservations for students or buses	3

Comment	Number of times mentioned
POLICIES (continued)	
Provide tickets all day	3
Charge fees	3
See Oval Office	3
Allow more tickets for Congressional offices	2
Other comment	1
GENERAL IMPRESSIONS	
Change ticket process	18
Shorter waiting times	6
Need something to do while waiting for tour	5
Well done/an honor	2
Other comments	16

A visitor's comment:

*I had a great time wish there
were bikes for rent, or golf carts.
way to much on the feet if you
only have a week-end to visit!*

Other comments from Public Tour visitors

Table 13: Additional comments

N=124 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful/knowledgeable rangers	12
Uninformative/unfriendly/flippant rangers	9
Friendly Secret Service	2
INTERPRETIVE SERVICES	
Tour too short for long wait	11
Educational	3
Need guided tours	2
Other comments	6
FACILITIES AND MAINTENANCE	
Too long on your feet	2
Other comments	7
POLICIES	
Show more of White House	11
Need advanced tickets	6
Show more of grounds and gardens	2
RESOURCE MANAGEMENT	
Too crowded	6
GENERAL IMPRESSIONS	
Great/proud/enjoyed it	35
Tourists should feel more "welcome"	2
Well managed	2
Waste of time	2
Other comments	4



Rangers collecting tickets from tour visitors

A visitor's comment:

*Allow groups to reserve tours
ahead of time.*

*Have guides on hand to
give information*



Chapter Three

White House Visitor Center Visitors



Visitor Center visitor demographics

White House Visitor Center visitors were diverse in their group size, group type, age, gender, education, language, and number of times they have visited the Center. The study results show:

- ▲ **Group size:** The most common group size was two (43%), as shown in Figure 70. Groups of three (15%) and groups of one (16%) were also common.
- ▲ **Group type:** Families made up 51% of the visitor groups to the Visitor Center (see Figure 71). Another 20% were alone and 17% were in groups with friends. “Other” group types included business associates, schools, and foreign exchange student. Five percent of visitors were traveling with educational/school organizations (see Figure 72). Six percent were with organized tours (see Figure 73).
- ▲ **Age:** The most common visitor ages among Visitor Center visitors were 31-60 (64%), as shown in Figure 74. Ten percent were children up to 15 years of age.
- ▲ **Gender:** Over one-half of the Visitor Center visitors (56%) were female; 44% were male (see Figure 75).
- ▲ **Education:** Among Visitor Center visitors, 84% had at least some college (see Figure 76). Of those, 30% had bachelor’s degrees, 28% had graduate degrees, and 26% had some college.
- ▲ **Primary language:** Most Visitor Center visitors (87%) spoke English as their primary language (see Figure 77). Of the 13% who spoke other languages, German and Chinese were the most common.
- ▲ **Number of visits to the White House Visitor Center:** Most visitors (86%) were visiting the Center for the first time (see Figure 78).

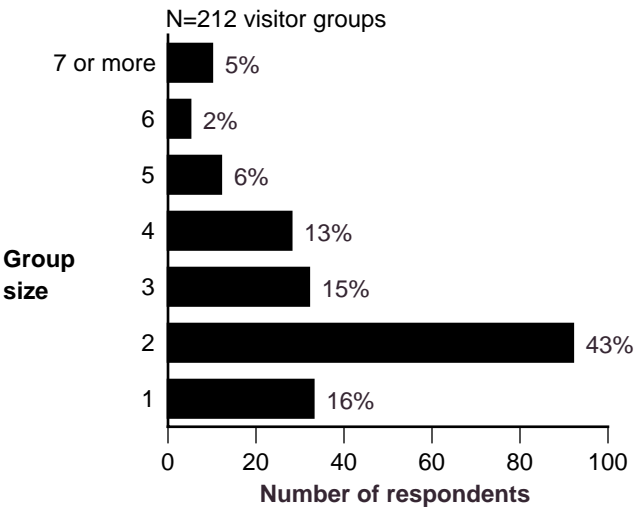


Figure 70: Visitor group size

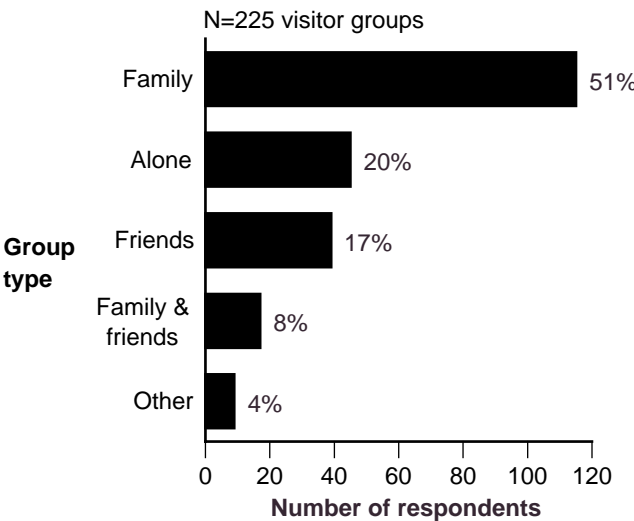


Figure 71: Visitor group type

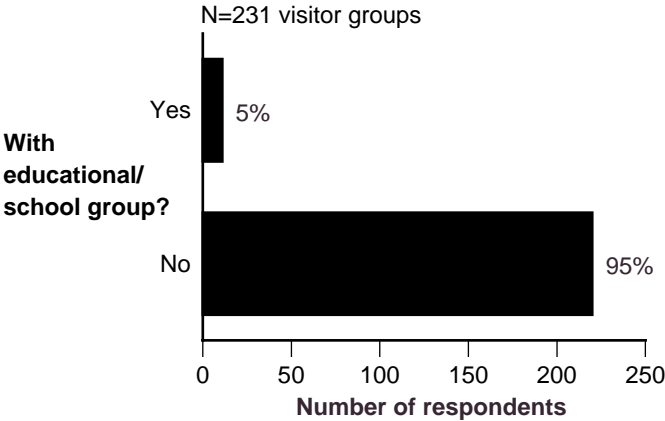


Figure 72: Visitors traveling with educational/school organizations

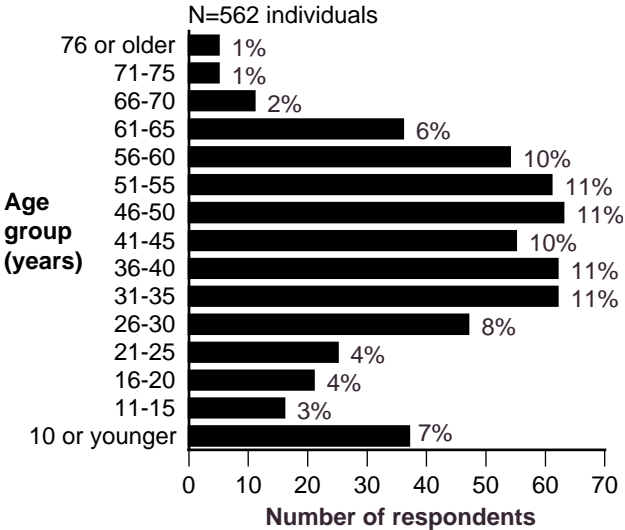


Figure 74: Visitor ages

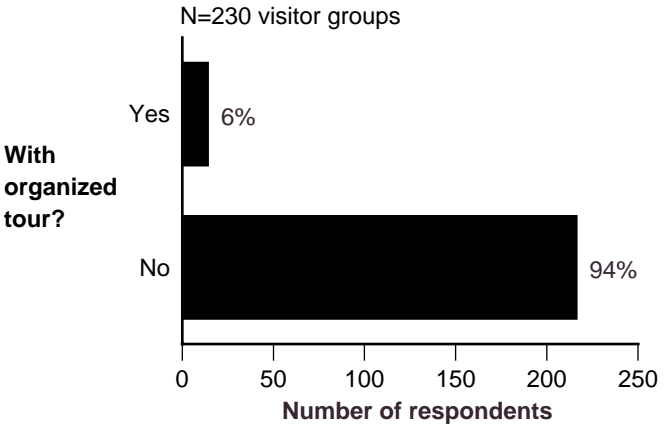


Figure 73: Visitors traveling with organized tours

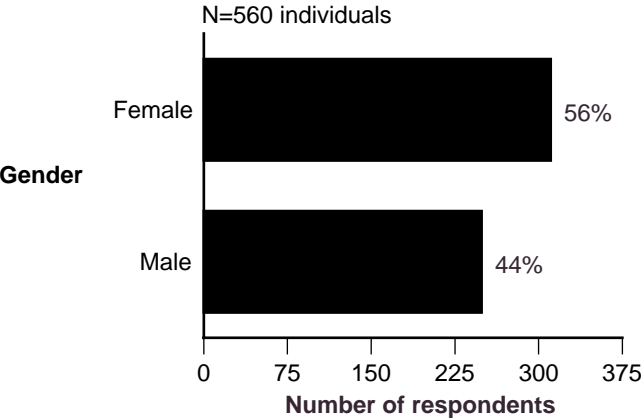


Figure 75: Visitor gender

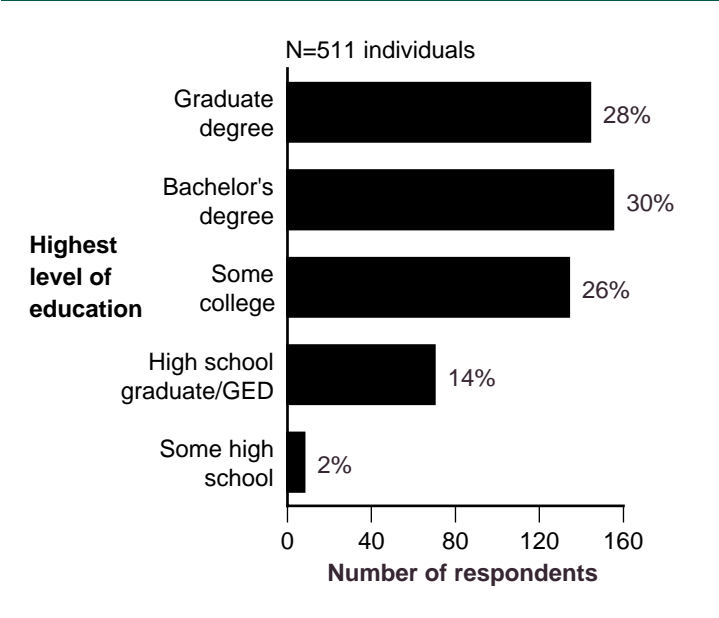


Figure 76: Visitor level of education

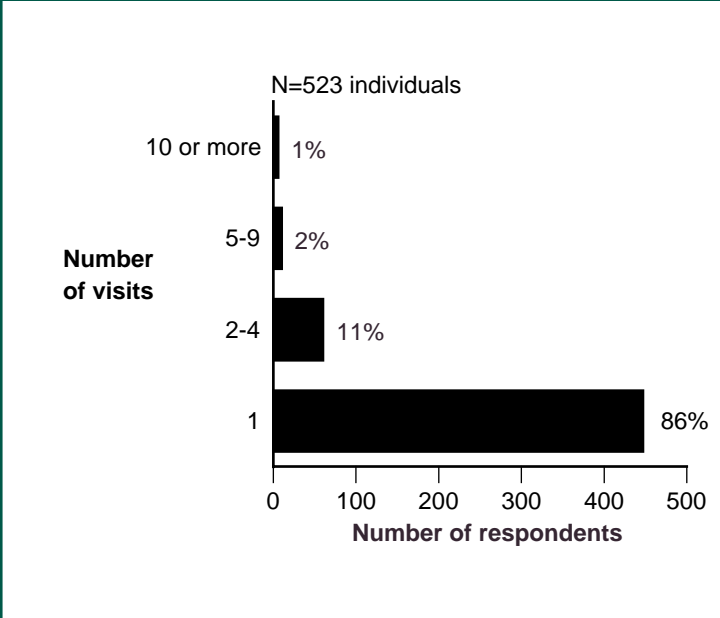


Figure 78: Number of Visitor Center visits

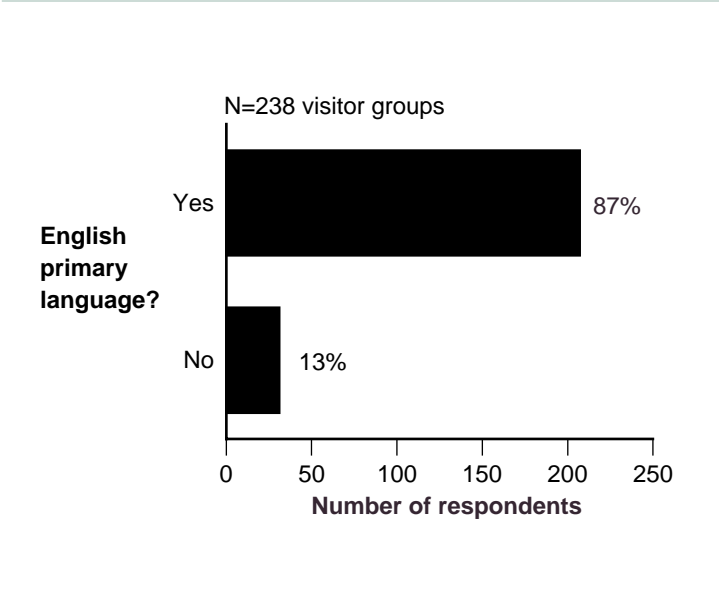


Figure 77: Visitors who spoke English as their primary language

- ▲ *International visitors:* Twenty percent of Visitor Center visitors were from foreign countries. Visitors came from 4 continents including Europe (58%), North America — excluding the U.S. (19%), and Asia (13%), as shown in Table 14.
- ▲ *United States visitors:* Visitor Center visitors came from 40 states, Washington, D.C., and Puerto Rico, with Virginia (12%) and California (10%) most often represented (see Table 15 and Map 7).

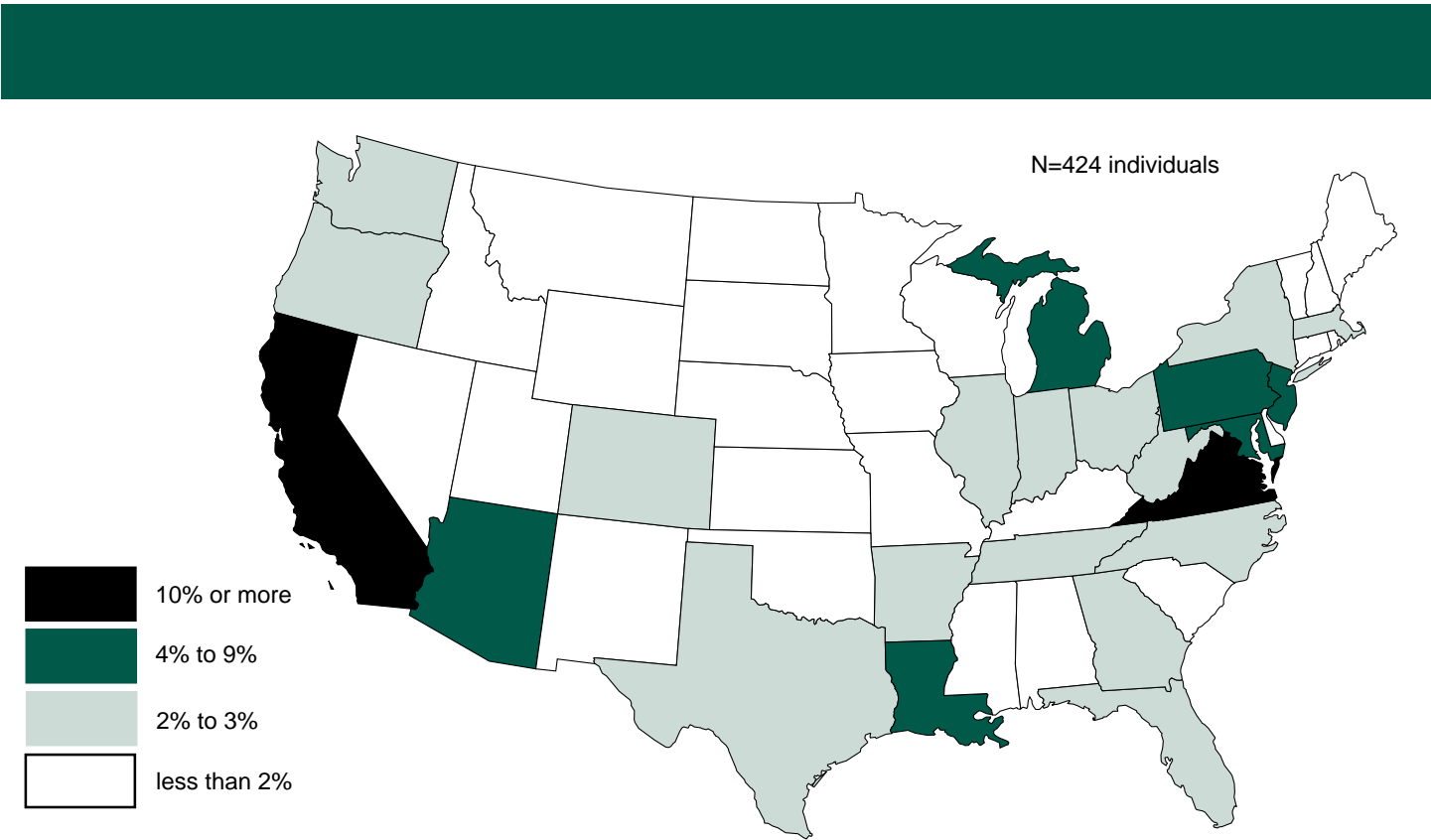
Table 14: International visitors by country of residence

N=105 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors	Percent of total visitors
Asia	14	13	3
Australia/ Pacific Ocean	10	10	2
Europe	61	58	12
North America (except U.S.)	20	19	4



The White House Easter Egg Roll



Map 7: Proportion of Visitor Center visitors by state of residence

Table 15: United States visitors by state of residence
N=424 individuals;
percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
Virginia	49	12	9
California	41	10	8
Maryland	32	8	6
Pennsylvania	28	7	5
Louisiana	17	4	3
Michigan	15	4	3
New Jersey	15	4	3
Texas	14	3	3
Georgia	13	3	3
Illinois	13	3	3
New York	13	3	3

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
Florida	12	3	2
Massachusetts	12	3	2
West Virginia	12	3	2
Colorado	11	3	2
Ohio	11	3	2
Washington, D.C.	11	3	2
Oregon	9	2	2
Tennessee	9	2	2
Indiana	8	2	2
North Carolina	8	2	2
Arkansas	7	2	1
Washington	7	2	1
18 other states and Puerto Rico	57	13	11

Sources of information

Prior to visiting the Center, visitors used a variety of sources to learn about the White House Visitor Center.

- ▲ Almost one-half of the visitors (48%) did not receive information about the White House Visitor Center prior to visiting (see Figure 79). The most common sources visitors used to obtain information about the White House Visitor Center were travel guides/tour books (16%), previous visits (15%), and word of mouth and friends and relatives (11%). The least-used source of information was the White House (less than 1%). “Other” sources of information included tour directors, seeing it while passing by, White House guards, maps, and taxi drivers.

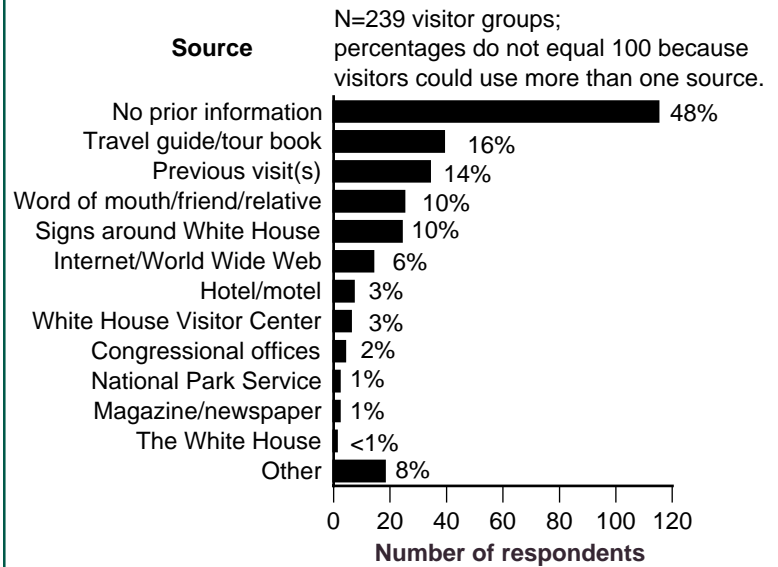


Figure 79: Sources of information

A visitor's comment:

Advertise the Visitor Center in publications, maps,
etc. to make it known that one needs to go
there to get a ticket. Most people go to the Visitors
Center after they go to the White House. Also
have signs to the Visitor Center around
the White House.

Visitors' desire to take a White House Tour

National Park Service managers wanted to learn how many Visitor Center visitors wanted to tour the White House.

- ▲ Almost three-fourths of the Visitor Center visitors (73%) wanted to take a tour of the White House (see Figure 80). Twenty-one percent did not want to tour the White House and 6% were not sure.

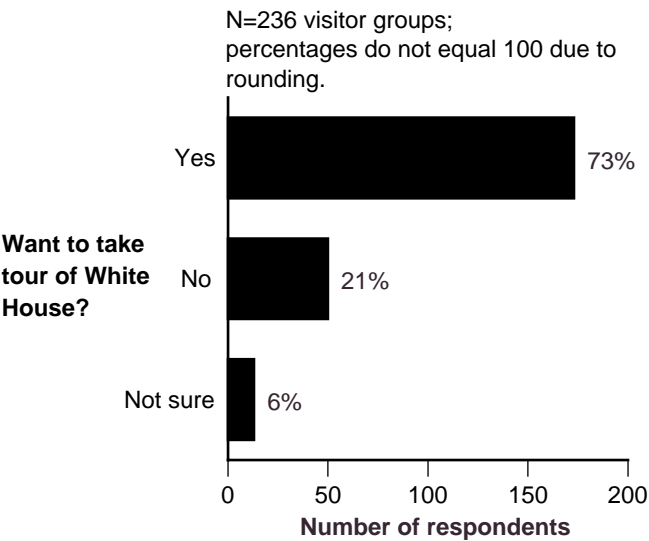


Figure 80: Desire to take tour



Visitors waiting in tour line

Information about tour ticket system

Visitor groups were asked if, prior to visiting the White House Visitor Center, they understood how the tour ticket system operated. The visitors who said they understood the ticket system were asked what sources of information they used to learn about it.

- ▲ Prior to their visit, 58% of the Visitor Center visitors said they did not understand how the White House Tour ticket system operates (see Figure 81). Over one-third of the visitors (35%) understood the ticket system, and 7% were not sure.
- ▲ The sources of information which visitors most often used to learn about the White House Tour ticket system were previous visits (35%), travel guides/tour books (27%), the internet/World Wide Web (16%), and word of mouth and friends and relatives (14%), as shown in Figure 82. "Other" sources included tour directors, police officers, and White House guards.

A visitor's comment:

The school & someone should have passed the information or that tickets were required & tours are booked for the day as early as 10:45 AM.

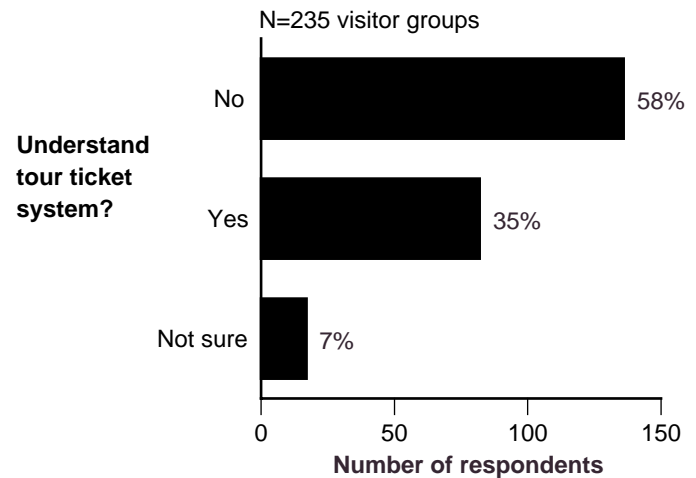


Figure 81: Understanding the tour ticket system

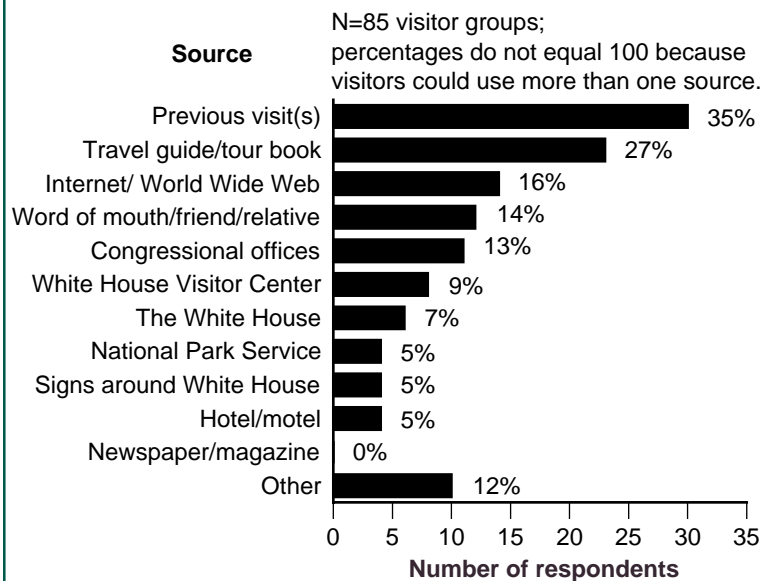


Figure 82: Sources of information about ticket system

Reasons for visiting Washington, D.C.

Visitors to the Center were asked if their group consisted of Washington, D.C. metropolitan area residents, or if it also included non-residents. Both residents and non-residents had a variety of reasons for visiting Washington, D.C. on this trip.

- ▲ Nine percent of Visitor Center visitor groups had members who were all Washington, D.C. metropolitan area residents (see Figure 83). Most groups (91%) had at least one member who was not a Washington, D.C. resident.
- ▲ For visitors who were not Washington, D.C. metropolitan area residents, the most-often listed reason for visiting Washington, D.C. on this trip was to see museums and historic sites (67%), as shown in Figure 84. Non-residents also visited the city to take the White House Tour (29%), for a business trip (23%), and to visit friends/relatives in the Washington, D.C area (21%). “Other” reasons were for marches/rallies, conventions, vacations, school competitions, and shopping.
- ▲ For visitors who were all Washington, D.C. metropolitan area residents, the most-often listed reason for visiting Washington, D.C. was to show the city to visiting friends/relatives (49%), as shown in Figure 85. Residents also went to the city to visit museums and historic sites (37%) and visit the White House Visitor Center (34%). “Other” reasons were to attend marches/rallies, for business, and to shop.

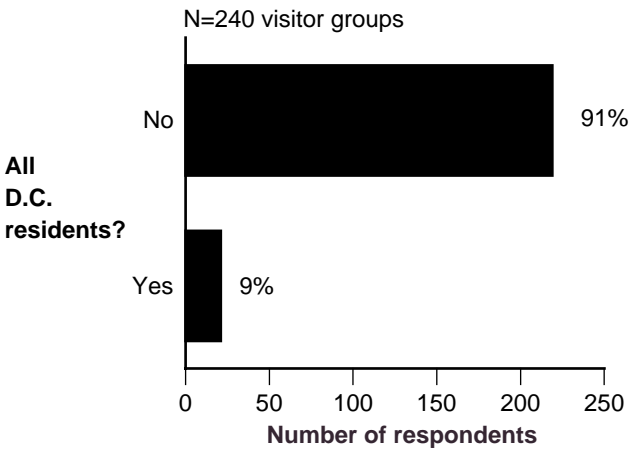


Figure 83: Proportion of Washington, D.C. residents

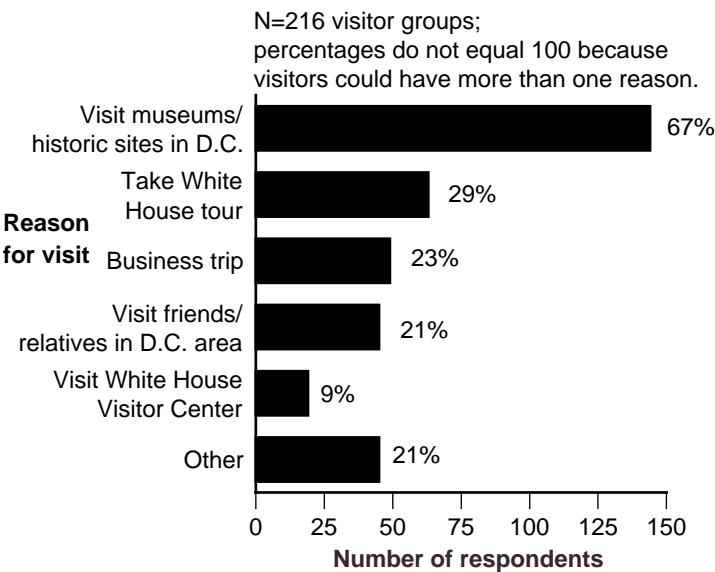


Figure 84: Non-residents’ reasons for visiting

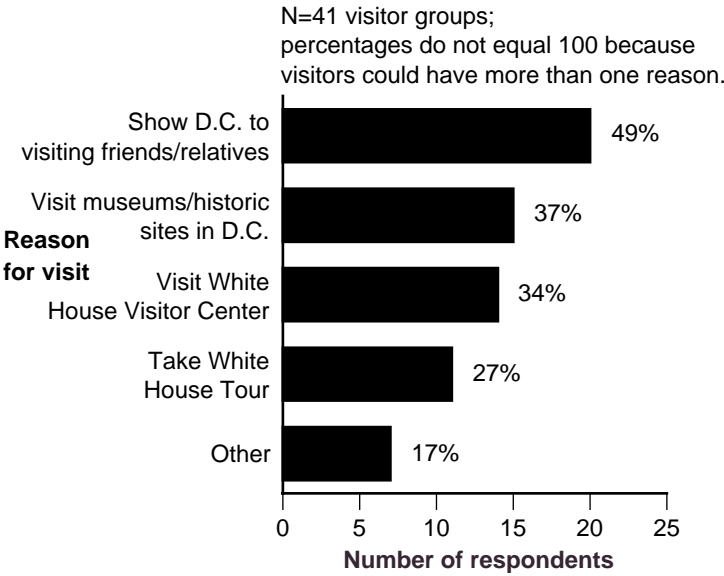


Figure 85: Residents' reasons for visiting



The Renwick Gallery



The Corcoran Gallery of Art

Visits to nearby sites

Visitor Center visitors were asked if, during this visit to Washington, D.C., they had visited other nearby sites.

- ▲ Most visitors (82%) went to the Washington Monument (see Figure 86). “Other” nearby sites commonly visited by Visitor Center visitors included the Smithsonian Institution, Lincoln Memorial, Jefferson Memorial, Capitol, Arlington Cemetery, Vietnam Veterans Memorial, Korean War Memorial, and many others.



The Department of Treasury with the Washington Monument in the background

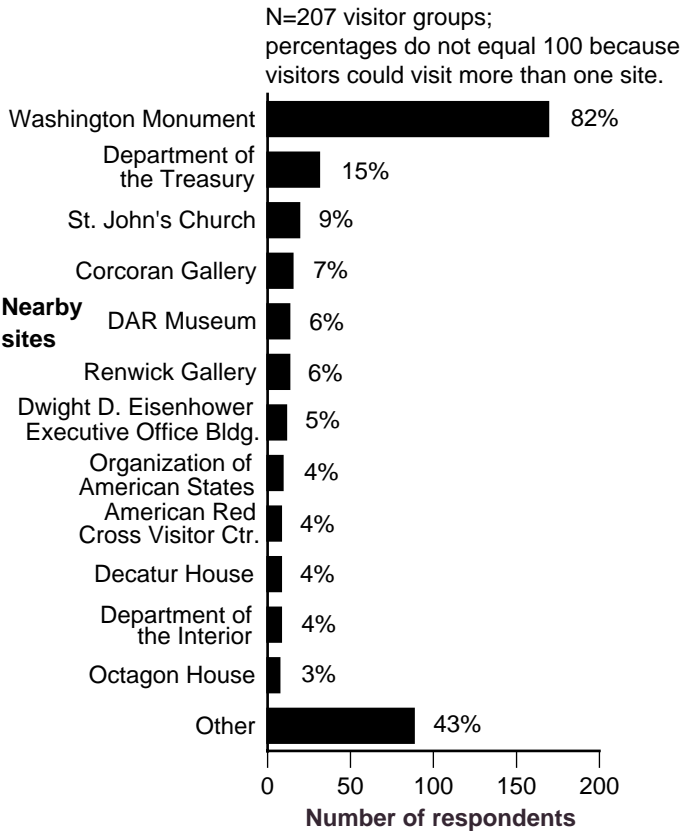


Figure 86: Nearby sites visited

Forms of transportation used

Visitors used a variety of forms of transportation to arrive at the White House Visitor Center.

- ▲ The most common form of transportation used to arrive at the White House Visitor Center was walking (55%), followed by Metro/Metrorail/Metrobus (38%), and private or rental vehicles (21%), as shown in Figure 87. “Other” forms of transportation included the trolley and tour buses.

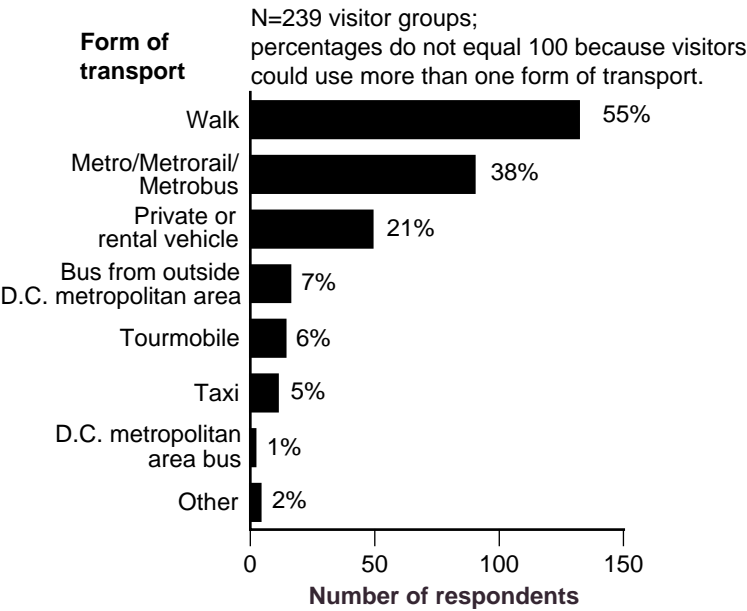


Figure 87: Forms of transportation used



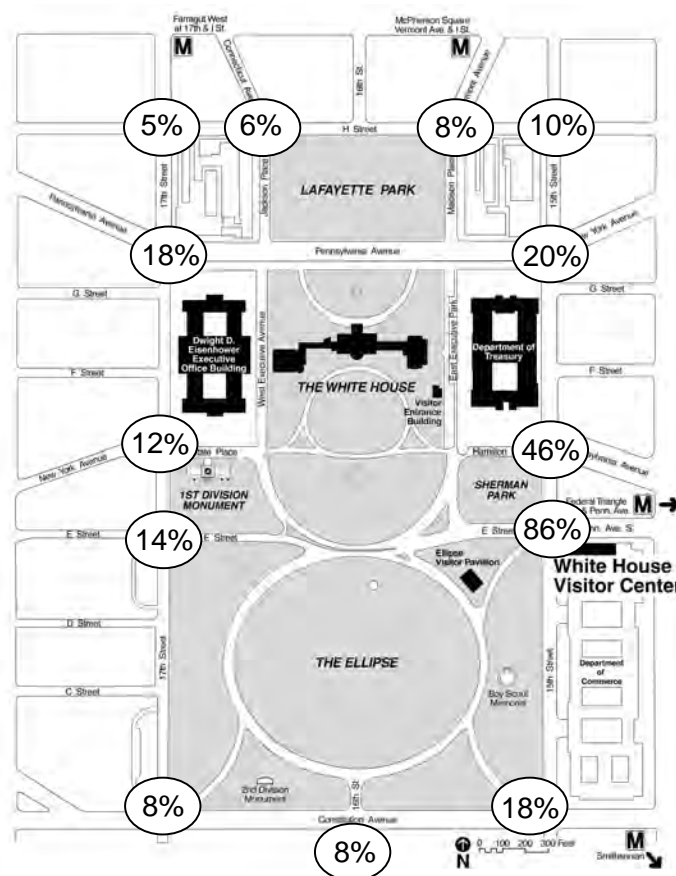
Visitors arriving by bus

Intersections used to arrive at the White House Visitor Center

Visitors used different walking routes to reach the White House Visitor Center. The area around the White House and White House Visitor Center was divided into “outer” and “inner” intersections to determine the most used locations.

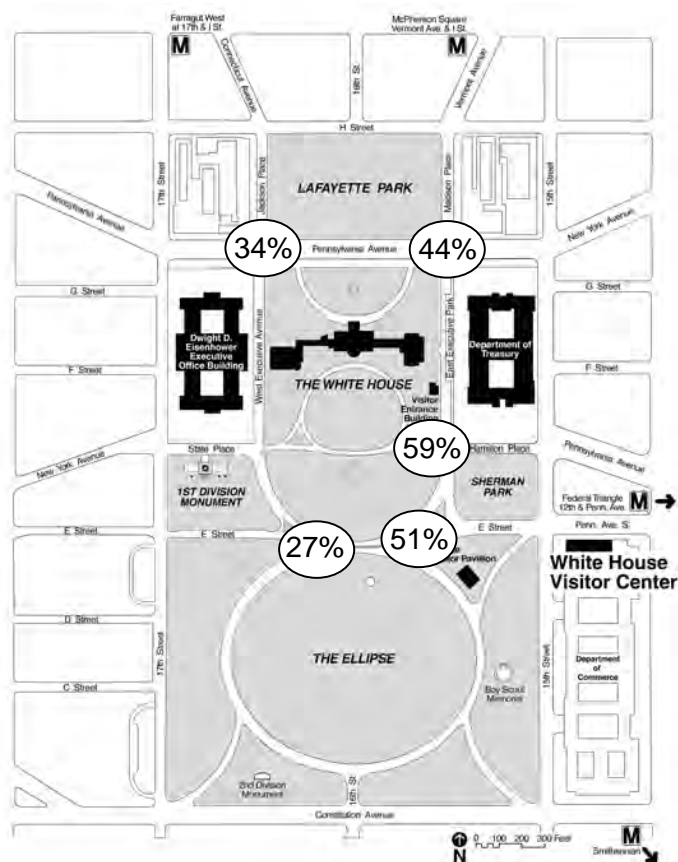
- ▲ The most-used intersection in the “outer” perimeter was 15th Street and E Street or Pennsylvania Avenue South (86%), as shown in Map 8. The next most-used intersection was 15th Street and Pennsylvania Avenue (46%). The least-used “outer” intersection was 17th Street and H Street (5%).
- ▲ The most-used “inner” intersection was East Executive Avenue and Hamilton Place (59%), followed by E Street and the “Y” east of the Ellipse (51%), as shown in Map 9. The least-used “inner” intersection was E Street and the “Y” west of the Ellipse (27%).

N=125 visitor groups;
percentages do not equal 100 because visitors could use more than one intersection.



Map 8: Proportion of visitor groups using outer intersections

N=70 visitor groups;
percentages do not equal 100 because visitors could use more than one intersection.



Map 9: Proportion of visitor groups using inner intersections



Outside the White House Visitor Center

A visitor's comment:

better signage - we walked from the north gate of the White House and it was not well marked.

Use and ratings of Visitor Center services

The White House Visitor Center offers a variety of services and facilities. Visitors were asked to identify the services and facilities they used and also asked to rate the importance and quality of those services and facilities.

- ▲ Restrooms were the most-used service by 64% of the visitors, followed by exhibits (60%), visitor center information desk (56%), and the park brochure/map (49%), as shown in Figure 88.
- ▲ Most Visitor Center visitors (94%) rated the restrooms as “extremely important” or “very important” (see Figure 89). The next most important service was the park brochure/map (72%).
- ▲ The services/facilities which received the highest “very good” or “good” ratings were the park brochure/map (86%) and White House video (85%), as shown in Figure 90.

A visitor’s comment:

I enjoyed it. I hope to take a white house tour someday while we live in the area.

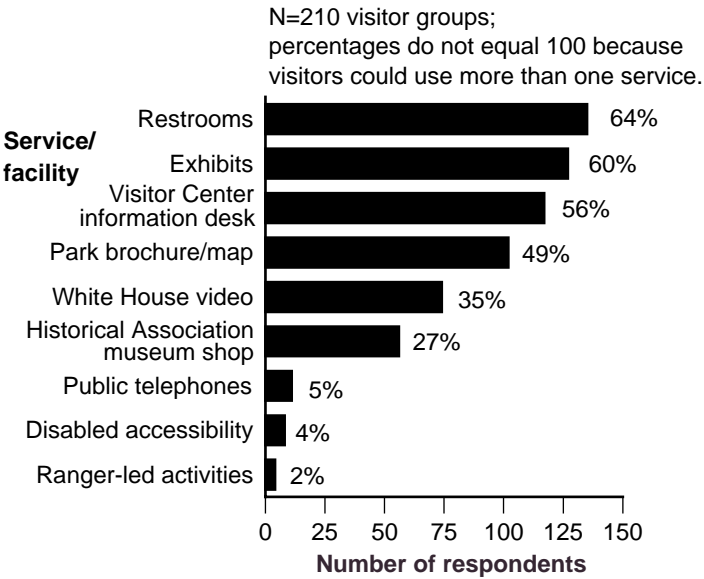


Figure 88: Services and facilities used

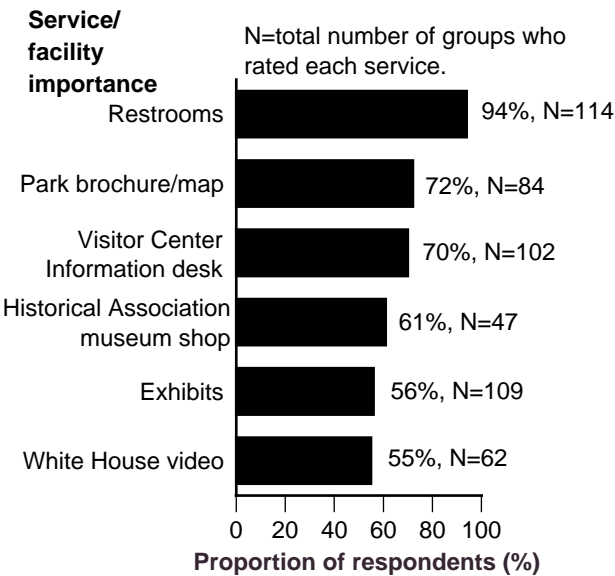


Figure 89: Combined proportions of “extremely important” and “very important” ratings

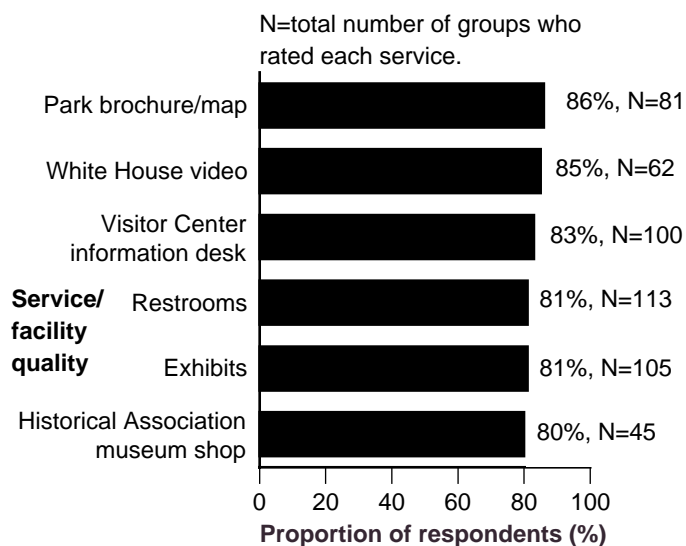


Figure 90: Combined proportions of “very good” and “good” quality ratings



Viewing Visitor Center exhibits

A visitor's comment:

Seems like a large space - could
it be used more efficiently?
Bathrooms should be cleaned when
closed.

Visitor conversations with rangers/volunteers

For visitors to the Center, park rangers and volunteers provide information to help them find their way, plan their visit and learn procedures. Visitor Center visitors were asked if they had conversations with park rangers/volunteers, who started the conversation, and whether those conversations were conducted courteously and helpfully. Visitors were also asked the topic of the conversation.

- ▲ Forty-one percent of the Visitor Center visitors said they had received information from a park ranger/volunteer (see Figure 91).
- ▲ Of those visitors who had conversations, 65% said that the ranger/volunteer had started the conversation (see Figure 92). Thirty-one percent of the visitors said the ranger/volunteer did not start the conversation and 4% were not sure.
- ▲ Most visitors to the Center (88%) said the ranger/volunteer was “extremely courteous” or “very courteous” (see Figure 93). No visitors said the ranger/volunteer was “not courteous.”
- ▲ Most visitors (83%) also felt that the ranger/volunteer was “extremely helpful” or “very helpful” (see Figure 94). One percent of visitors said the ranger/volunteer was “not helpful.”
- ▲ The most-often discussed topic of conversation was directions/orientation (62%), as shown in Figure 95. Rangers/volunteers also discussed general conversation topics (47%) and descriptive/historical information about the White House (19%) with visitors. “Other” topics of conversation included being asked to complete the survey questionnaire and questions about touring the White House.

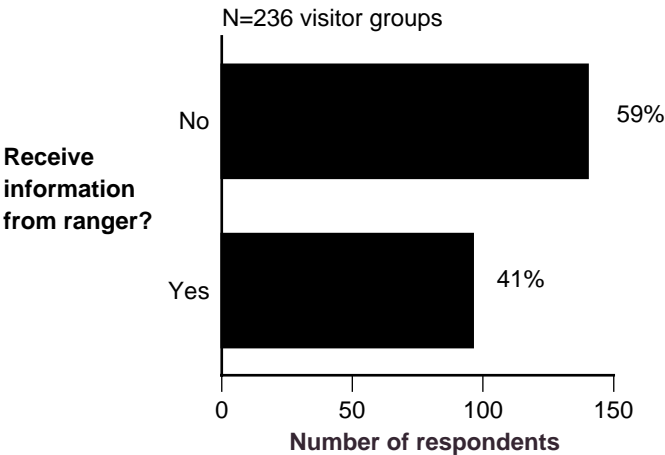


Figure 91: Conversations with ranger/volunteer

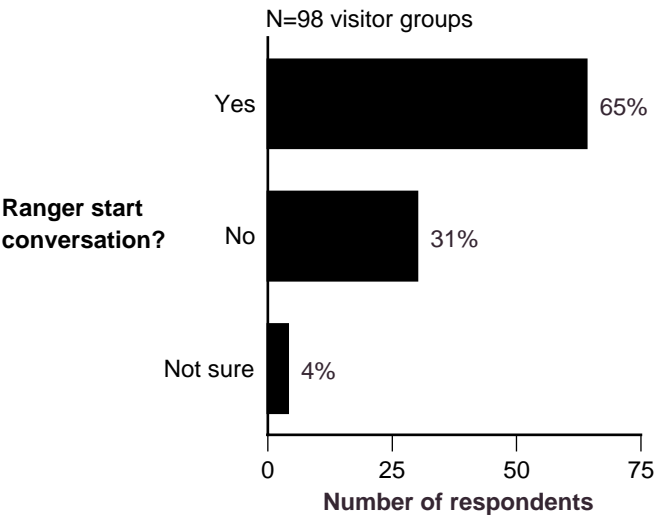


Figure 92: Who started conversation

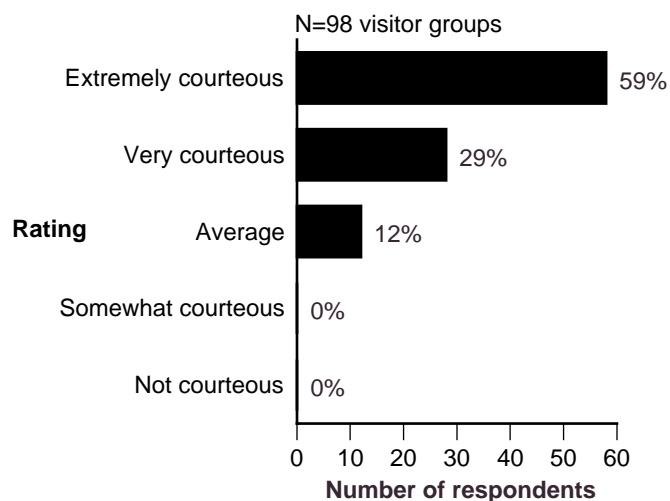


Figure 93: Ranger/volunteer courtesy

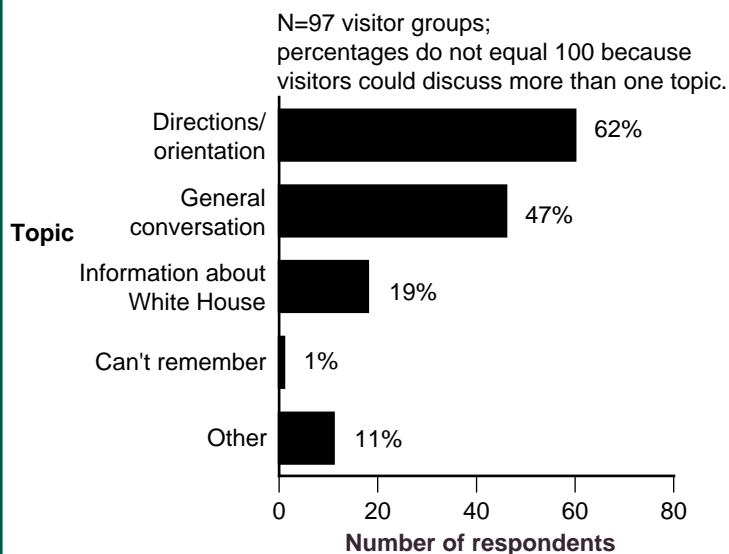


Figure 95: Conversation topics

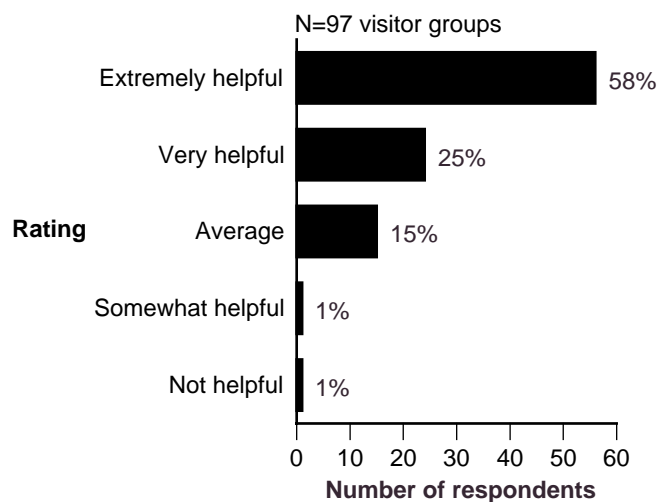


Figure 94: Ranger/volunteer helpfulness

A visitor's comment:

only that the rangers
were extremely helpful &
knowledgeable

Use of White House Historical Association museum shops

Museum shops offer visitors a place to purchase books, videos, and other sales items. These items offer visitors the opportunity to learn more about White House and presidential history.

- ▲ Almost one-third of the Visitor Center visitors (31%) said they visited a White House Historical Association museum shop on this visit (see Figure 96).
- ▲ Visitors who visited a museum shop were asked which of the two locations they visited. All of the visitors using a museum shop went to the White House Visitor Center shop (100%); 8% also went to the White House Historical Association museum shop at Jackson Place (see Figure 97).

A visitor's comment:

I LIKED THE PRICE +
QUALITY OF BOOKS +
SOUVENIRS.
THE BOOKS WERE A GREAT
VALUE!

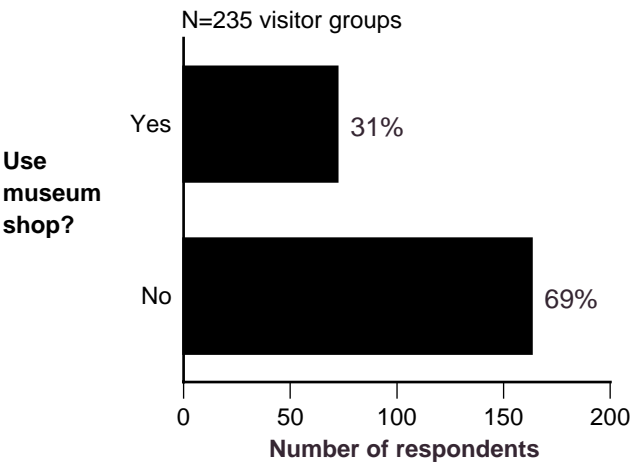


Figure 96: Use of museum shops

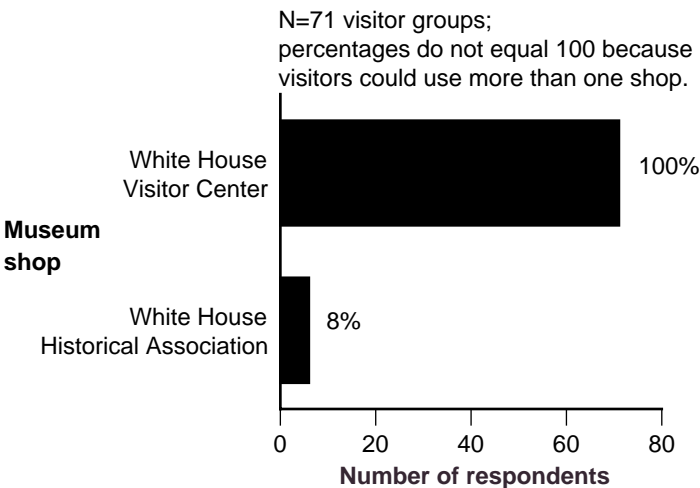


Figure 97: Location of museum shops used

Use of Ellipse Visitor Pavilion services

The Ellipse Visitor Pavilion offers a variety of services to help visitors enjoy their visit, such as a National Park Service information desk, snack bar, gift sales window, restrooms, Tourmobile ticket booth, and public telephones.

- ▲ Many Visitor Center visitors (66%) did not use any of the Ellipse Visitor Pavilion services (see Figure 98). Of the visitors who used the services there, 29% used the restrooms and 16% used the National Park Service information desk.

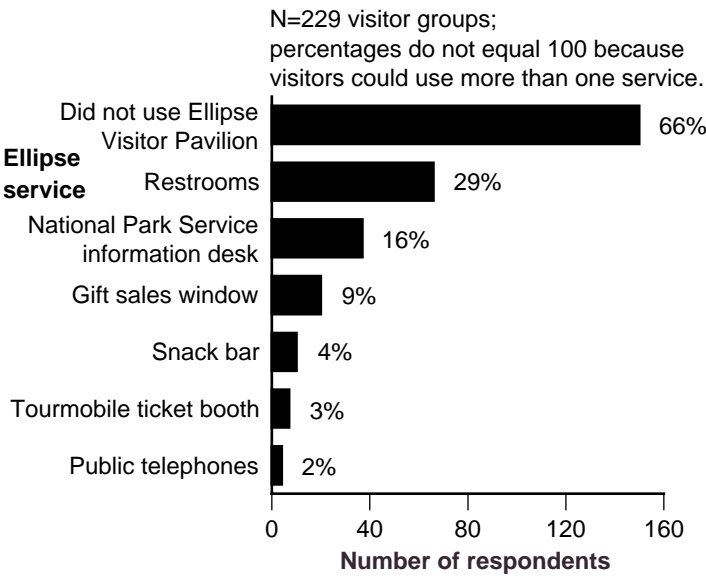


Figure 98: Use of Ellipse Visitor Pavilion services



The Ellipse Visitor Pavilion

Topics learned this visit/Future topics preferred

Visitors to the White House Visitor Center can learn about many topics related to the White House. Visitors were asked to list the topics they learned on this visit. Visitors were also asked to identify the topics they would be most interested in learning on a future visit.

- ▲ The topics Visitor Center visitors learned about most on this visit included presidents (58%), architecture/building's history (57%), and first ladies (52%), as shown in Figure 99. The topic that the smallest proportion of visitors learned about was security/Secret Service (14%).
- ▲ The topics visitors most wanted to learn about included historic events in the White House (55%), architecture/building's history (52%), and presidents (46%), as shown in Figure 100. "Other" topics visitors wanted to learn about included daily White House operations, presidential children, presidential schedule, and current events.

A visitor's comment:

A Few LARGE Pictures Seen upon entering of recent & current White House Events.

"CURB SIDE APPX"

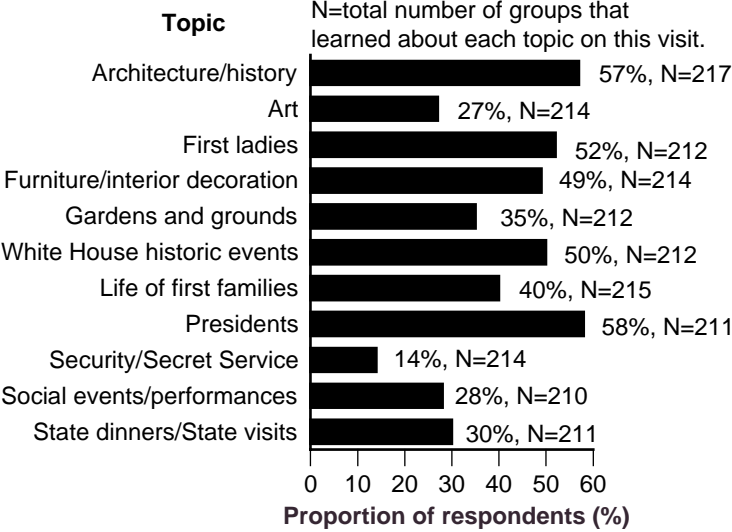


Figure 99: Topics learned on this visit

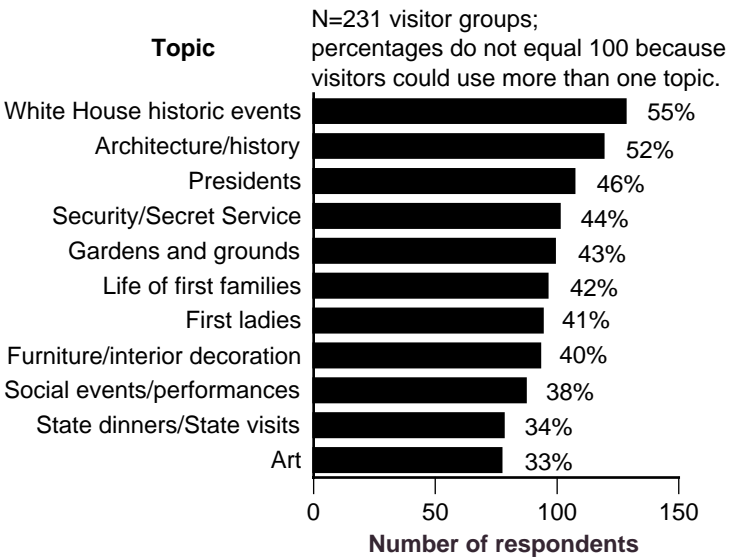


Figure 100: Topics of interest for future

Preferred methods for learning

There are many ways for visitors to learn about White House subjects. Visitors were asked to identify their preferred ways for learning about topics of interest to them.

- ▲ Visitor Center visitors preferred several methods for learning about the White House, including internet web sites (52%), roving rangers (43%), and brochures (42%), as shown in Figure 101. The least preferred method was lectures (18%). “Other” preferred methods for learning included providing models of the entire White House, larger exhibits and exhibits with sound/lights.

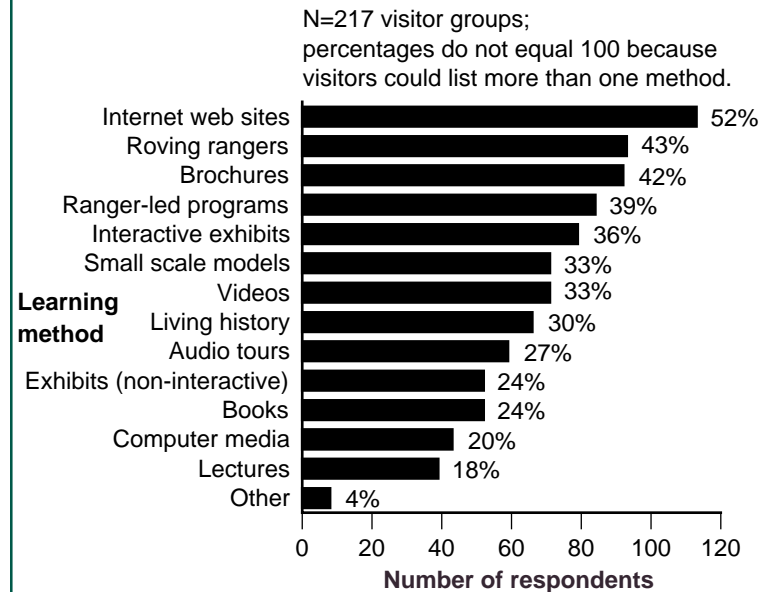


Figure 101: Preferred methods for learning

A visitor's comment:

TOO DARK AND DREARY. WHERE IS
THE "WHITE" CORRESPONDING TO THE
WHITE HOUSE ITSELF. I WOULD SKETCH UP THE
CENTRE. I WOULD ALSO PROVIDE MORE HANDS
ON, INTERACTIVE, TOUCHABLE FEATURES, MODELS ETC
AND FOCUS MORE ON CHILDREN. INFO BEHIND CABINETS
IS OK BUT IT PREDOMINATES.

Overall quality of services

Visitor Center visitors were asked to rate the overall quality of the visitor services provided at the White House Visitor Center.

- ▲ Most visitors (86%) rated the overall quality of services as “very good” or “good” (see Figure 102). No groups felt the overall quality was “very poor.”

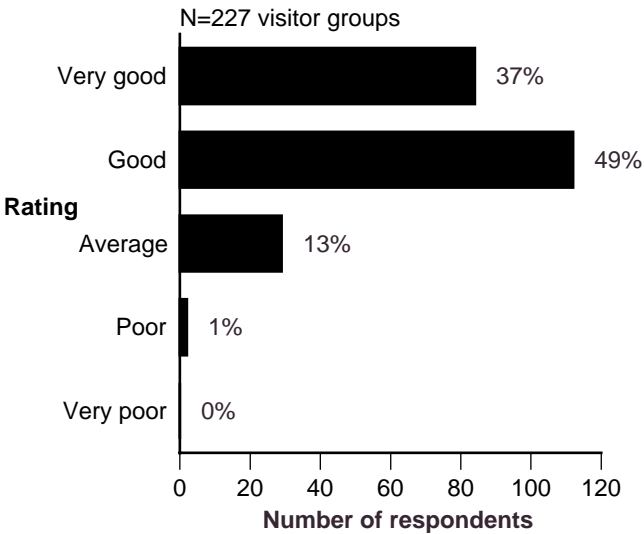


Figure 102: Overall quality of services



Visitors looking at educational material in the gift shop

What visitors liked *most* about the White House Visitor Center

Table 16: What visitors liked most

N=240 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly/helpful staff	40
INTERPRETIVE SERVICES	
Exhibits	41
Video presentation	25
Information presented in Visitor Center	20
Maps	2
Photos showing White House changes over time	2
History	2
Other comments	6
FACILITIES AND MAINTENANCE	
Nice bathrooms	12
Cleanliness	12
Spacious	10
Air conditioned	8
Easily accessible	7
Architecture	4
Areas to sit and relax	2
RESOURCE MANAGEMENT	
Furniture/dishes on display	2
Not too crowded	3
GENERAL IMPRESSIONS	
Well organized	13
Gift shop	9
Beautiful facility	3
Books available to buy	3
Ability to visit at own pace	2
Other comments	12



Exhibits in the White House Visitor Center

What visitors liked *least* about the White House Visitor Center

Table 17: What visitors liked least

N=96 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Impatient/unfriendly staff	2
Information desk staff	2
Lack of personnel to answer questions	2
Other comment	1
INTERPRETIVE SERVICES	
Lots of empty space in Visitor Center	4
Not publicized enough	2
Not enough information about past presidents	2
Difficult to understand ticket process	2
Other comments	14
FACILITIES AND MAINTENANCE	
Dirty restrooms	5
No soap in restrooms	4
Other comments	3
POLICIES	
No tickets available for White House Tour	11
Limited number of tickets	7
White House closed	2
Hours of operation too short	2
GENERAL IMPRESSIONS	
Unable to tour White House	5
Not enough time	5
Small product selection in gift shop	3
Museum gift shop	2
Other comments	9



The Grand Foyer in 1883

What visitors proposed for the future of the White House Visitor Center

Table 18: Planning for the future

N=137 comments;

many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Provide more roving rangers for questions	6
Friendly/polite staff	2
Other comments	2
INTERPRETIVE SERVICES	
Advertise Visitor Center services	24
Provide better ticket information	20
Create large scale replica of White House	5
Provide more children's exhibits	4
Provide big screen video tour	4
Fix exhibit problems (layout, aging, etc.)	4
Display larger pictures of current events	4
Provide audio tours	3
Provide guidebooks for self-guided tours	2
Create brochures with information about displays	2
Create more interactive displays	2
Create virtual reality tour	2
Other comments	7
FACILITIES AND MAINTENANCE	
Provide better lighting/warmer atmosphere	6
Install signs from White House to Visitor Center	3
Develop parking garage with shuttle service	2
Provide cleaner restrooms	2
Other comments	4
POLICIES	
Provide more White House Tours	11
Offer private tour guides	3
Other comment	1
GENERAL IMPRESSIONS	
Good/positive experience	3
Don't change anything	2
Other comments	7

A visitor's comment:

Web site created, interactive displays, more people to help answer questions. This Center is representative of our country & should have the highest quality displays, information, etc. With as much high technology available, there can be interactive terminals for people to ask questions, & a web site to view if you can't go there.

Other comments from Visitor Center visitors

Table 19: Additional comments

N=91 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Cordial/helpful staff	6
INTERPRETIVE SERVICES	
Advertise how/where to get tour tickets	8
Advertise Visitor Center hours	5
Other comments	10
FACILITIES AND MAINTENANCE	
Very clean	2
Other comments	2
POLICIES	
Provide more tickets/tours	4
GENERAL IMPRESSIONS	
Enjoyed experience	18
Disappointed unable to go on tour	10
Visit too short	7
Beautiful building	2
Unaware of Visitor Center beforehand	2
Other comments	12



Inside the White House Visitor Center just before its daily early morning opening

Conclusion

This report presents the results of three visitor studies—surveys of visitors who took the Congressional Tour, the Public Tour, and visited the White House Visitor Center but did not take a tour. The results suggest:

- ▲ *A wide diversity of visitors take the White House tour and/or visit the White House Visitor Center.* Visitors of all ages, traveling in a variety of group types and group sizes, tour the White House. Most are well educated, with at least some college (81% or more in each study). Most speak English as their primary language (87% or more in each study). Because of this diversity among people taking tours and visiting the Visitor Center, visitors need a variety of ways to learn about the White House—no one exhibit or method will work for all.
- ▲ *Many visitors are visiting the White House and the White House Visitor Center for the first time.* In each of the studies, at least 75% of the visitors were visiting the White House or the White House Visitor Center for the first time. These visitors can be overwhelmed and often have considerable information needs. Their tight time schedules necessitate using a variety of methods to provide the most needed information, both prior to and during their visit.
- ▲ *More visitors are using the internet and world wide web to help plan their trips.* While many visitors still prefer rangers as their primary source of information, internet web sites were the next most preferred way to learn information. Internet use will continue to grow well into the future, and access to web sites within the Visitor Center should be considered.

- ▲ *Many visitors feel the current tour ticket system is acceptable, while others suggest that improvements are needed.* Congressional Tour visitors (who obtain their tour tickets from their Congressional representatives) were satisfied with the current ticket system. Some Public Tour visitors suggest allowing advance reservations for at least a portion of the Public Tour tickets, and ticketing information that is more clearly presented. It is important to fully explain the ticket system, both inside and outside of the Center.
- ▲ *Visitors enjoy the current White House Tours, although Public Tour visitors would prefer more information and longer tours.* Congressional Tour visitors are generally satisfied with the White House Tour. Many Public Tour visitors would prefer guided tours, and a leaflet or some other way of learning about the rooms during their tour. Some Public Tour visitors felt rushed on their tour.



Visitors viewing the southside of the White House

- ▲ *Significant waiting more than once, in order to take a White House Tour detracts from the visit.* Some Public Tour visitors expressed unhappiness with the fact that they had to wait to get their ticket, then wait again to take their tour, all for a tour that lasted less than one-half hour. Visitors often have many destinations in the Washington D.C. area, and waiting more than once reduces their ability to visit other sites.
- ▲ *Visitors enjoy and appreciate interactions with White House staff, the U.S. Secret Service and National Park Service personnel.* Many visitors (over 60% in each study) had a conversation with a park ranger or volunteer during their visit. Visitors found most White House staff, Secret Service officers and NPS rangers to be helpful, informative and courteous.
- ▲ *White House Visitor Center visitors are seeking information, both about opportunities to tour the White House and information about the White House and U.S. presidents.* Many visitors expect state-of-the-art exhibits describing White House and presidential current events, as well as history. Some visitors would like the Oval Office recreated within the Center, as well as better use of the space for exhibits.
- ▲ *Many tour visitors did not visit the White House Visitor Center.* Over one-half of both the Congressional Tour visitors (76%) and Public Tour visitors (53%) said they did **not** visit the White House Visitor Center. A number of these visitors commented that they were unaware of the existence of the Center. Since it offers the opportunity to learn about presidential and White House history, the Center is especially important

for Public Tour visitors and visitors who were unable to take a White House Tour. Increased publicity about the Center and its features in tourism publications and web sites might benefit all visitors planning a White House visit.

- ▲ *The diversity of visitors to the White House and White House Visitor Center, and their opinions, is apparent throughout this report.* Many other subjects are addressed by White House Tour and Visitor Center visitors in each of the three chapters. Visitors have expressed opinions about many of the services and facilities provided to them. Much can be learned by reading it thoroughly.

“The People’s House,” “Our White House”, and “Our First House” describe the way some visitors regard the White House—the seat of the United States government and of democracy. Visitors are awed by and appreciative of their opportunity to tour the White House. The chance to walk where history has been made and where our nation’s current events are broadcast every day is especially important and gratifying to visitors. The experience makes the individual visitor feel more “connected” to the government and to history and leaves a lasting impression. Visitors from all over the country feel they have ownership in “the People’s House.” They care deeply about the way the White House is preserved and maintained. “The People’s House” symbolizes the pride of citizenship in a democratic country.

Appendix: Survey Methods

The VSP White House Tour and Visitor Center visitor studies are based on a method of systematic visitor studies developed by the National Park Service Visitor Services Project at the University of Idaho Cooperative Park Studies Unit. The VSP has conducted over 120 visitor studies throughout the National Park System. For the White House Tours, a random sample of visitor groups was chosen to represent the general visitor population during the April 30-May 11, 2000 visitor study period.

Tour visitor groups were asked to participate in the survey as they left the White House. White House Visitor Center groups were contacted as they entered the Visitor Center. VSP and NPS Social Science Program personnel and students conducted the interviews with randomly selected visitors (based on an interval sample) to collect data, distribute the mail-back questionnaires, and obtain mailing addresses for follow-up reminders. Three reminders were mailed and a phone follow-up was conducted. Non-response bias was insignificant.

Returned questionnaires were coded and the information was entered into a computer using Statistical Analysis System (SAS), a standard statistical software package, by Washington State University Social and Economic Sciences Research Center's Public Opinion Lab. The results are usually accurate within 4 percentage points for simple questions and are somewhat less accurate for more complex ones. The results are statistically significant at the .05 level, meaning that if different samples had been drawn, the results would have been similar 95 out of 100 times.

The data were converted into graphs using a standard software program. Open-ended questions (for which

White House Tour and Visitor Center visitors wrote comments) were analyzed for content and organized into tables. The actual comments are included in a separate appendix.

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 soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of April 30-May 11, 2000. The results do not necessarily apply to visitors during other times of the year.
3. Individuals who were with non-English speaking groups may be under-represented.

VSP Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1. Mapping interpretive services: A pilot study at Grand Teton National Park, 1982.
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1983.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial, 1983.
4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1983.
5. North Cascades National Park Service Complex, 1985.
6. Crater Lake National Park, 1985.
7. Gettysburg National Military Park, 1986.
8. Independence National Historical Park, 1986.
9. Valley Forge National Historical Park, 1986.
10. Colonial National Historical Park (summer & fall), 1987.
11. Grand Teton National Park, 1987.
12. Harpers Ferry National Historical Park, 1987.
13. Mesa Verde National Park, 1987.
14. Shenandoah National Park (summer & fall), 1987.
15. Yellowstone National Park, 1987.
16. Independence National Historical Park: Four Seasons Study, 1987.
17. Glen Canyon National Recreational Area, 1988.
18. Denali National Park and Preserve, 1988.
19. Bryce Canyon National Park, 1988.
20. Craters of the Moon National Monument, 1988.
21. Everglades National Park (winter), 1989.
22. Statue of Liberty National Monument, 1989.
23. The White House Tours, President's Park (summer), 1989.
24. Lincoln Home National Historical Site, 1989.
25. Yellowstone National Park, 1989.
26. Delaware Water Gap National Recreation Area, 1989.
27. Muir Woods National Monument, 1989.
28. Canyonlands National Park (spring), 1990.
29. White Sands National Monument, 1990.
30. National Monuments, Washington, D.C., 1990.
31. Kenai Fjords National Park, 1990.
32. Gateway National Recreation Area, 1990.
33. Petersburg National Battlefield, 1990.
34. Death Valley National Monument, 1990.
35. Glacier National Park, 1990.
36. Scott's Bluff National Monument, 1990.
37. John Day Fossil Beds National Monument, 1990.
38. Jean Lafitte National Historical Park (spring), 1991.
39. Joshua Tree National Monument (spring), 1991.
40. The White House Tours, President's Park (spring), 1991.
41. Natchez Trace Parkway (spring), 1991.
42. Stehekin-North Cascades National Park/Lake Chelan National Recreation Area, 1991.
43. City of Rocks National Reserve, 1991.
44. The White House Tours, President's Park (fall), 1991.
45. Big Bend National Park (spring), 1992.
46. Frederick Douglass National Historic Site (spring), 1992.
47. Glen Echo Park (spring), 1992.
48. Bent's Old Fort National Historic Site, 1992.
49. Jefferson National Expansion Memorial, 1992.
50. Zion National Park, 1992.
51. New River Gorge National River, 1992.
52. Klondike Gold Rush National Historical Park, AK, 1992.
53. Arlington House-The Robert E. Lee Memorial, 1992.
54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring), 1993.
55. Santa Monica Mountains National Recreation Area (spring), 1993.
56. Whitman Mission National Historic Site, 1993.
57. Sitka National Historical Park, 1993.
58. Indiana Dunes National Lakeshore (summer), 1993.
59. Redwood National Park, 1993.
60. Channel Islands National Park, 1993.
61. Pecos National Historical Park, 1993.
62. Canyon de Chelly National Monument, 1993.
63. Bryce Canyon National Park (fall), 1993.
64. Death Valley National Monument Backcountry (winter), 1994.
65. San Antonio Missions National Historical Park (spring), 1994.
66. Anchorage Alaska Public Lands Information Center, 1994.
67. Wolf Trap Farm Park for the Performing Arts, 1994.
68. Nez Perce National Historical Park, 1994.
69. Edison National Historic Site, 1994.
70. San Juan Island National Historical Park, 1994.
71. Canaveral National Seashore, 1994.
72. Indiana Dunes National Lakeshore (fall), 1994.

73. Gettysburg National Military Park (fall), 1994.
74. Grand Teton National Park (winter), 1995.
75. Yellowstone National Park (winter), 1995.
76. Bandelier National Monument, 1995.
77. Wrangell-St. Elias National Park & Preserve, 1995.
78. Adams National Historic Site, 1995.
79. Devils Tower National Monument, 1995.
80. Manassas National Battlefield Park, 1995.
81. Booker T. Washington National Monument, 1995.
82. San Francisco Maritime National Historical Park, 1995.
83. Dry Tortugas National Park, 1995.
84. Everglades National Park (spring), 1996.
85. Chiricahua National Monument (spring), 1996.
86. Fort Bowie National Historic Site (spring), 1996.
87. Great Falls Park, Virginia (spring), 1996.
88. Great Smoky Mountains National Park (summer), 1996.
89. Chamizal National Memorial, 1996.
90. Death Valley National Park (fall), 1996.
91. Prince William Forest Park (fall), 1996.
92. Great Smoky Mountains National Park (summer & fall), 1996.
93. Virgin Islands National Park (winter), 1997.
94. Mojave National Preserve (spring), 1997.
95. Martin Luther King, Jr., National Historic Site (spring), 1997.
96. Lincoln Boyhood Home National Memorial, 1997.
97. Grand Teton National Park, 1997.
98. Bryce Canyon National Park, 1997.
99. Voyageurs National Park, 1997.
100. Lowell National Historical Park, 1997.
101. Jean Lafitte National Historical Park & Preserve (spring), 1998.
102. Chattahoochee River National Recreation Area (spring), 1998.
103. Cumberland Island National Seashore (spring), 1998.
104. Iwo Jima/Netherlands Carillon Memorials, 1998.
105. National Monuments & Memorials, Washington, D.C., 1998.
106. Klondike Gold Rush National Historical Park, AK, 1998.
107. Whiskeytown National Recreation Area, 1998.
108. Acadia National Park, 1998.
109. Big Cypress National Preserve (winter), 1999.
110. San Juan National Historic Site, Puerto Rico (winter), 1999.
111. St. Croix National Scenic Riverway, 1999.
112. Rock Creek Park, 1999.
113. New Bedford Whaling National Historical Park, 1999.

114. Glacier Bay National Park & Preserve, 1999.
115. Kenai Fjords National Park & Preserve, 1999.
116. Lassen Volcanic National Park, 1999.
117. Cumberland Gap National Historical Park (fall), 1999.
118. Haleakala National Park (spring), 2000.
119. White House Tour and White House Visitor Center (spring), 2000.
120. USS Arizona Memorial, 2000.
121. Olympic National Park, 2000.
122. Eisenhower National Historic Site, 2000.
123. Badlands National Park, 2000.
124. Mt. Rainier National Park, 2000.

Special Reports

- *A Diversity of Visitors: A Report on Visitors to the National Park System*, 1990.
- *The White House Tours: A Report on Visitors to the White House*, 1993.
- *Serving the Visitor: A Report on Customers of the National Park Service*, 1994.
- *Serving the Visitor: A Report on Customers of the National Park Service*, 1995.
- *Serving the Visitor: A Report on Customers of the National Park Service*, 1996.
- *Serving the Visitor: A Report on Customers of the National Park Service*, 1997.
- *Serving the Visitor: A Report on Customers of the National Park Service*, 1998.
- *Serving the Visitor: A Report on Customers of the National Park Service*, 1999.
- *Serving the Visitor: A Report on Visitors to the National Park System*, 2000.



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