Are Disney's efforts to appeal to all age groups effective among young adults?

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Abstract

The Disney Corporation has become a very influential cultural icon over the past several decades. The goal of this research is to determine if Disney is effectively targeting young adults. More specifically, the hypothesis states that young adults who grew up exposed Disney output will report affinity to the brand. The politeness theory and concepts of 'face' were used to support the research in both the literature review and convenience sample survey relating to this topic.

The literature review strongly supported the hypothesis while the survey had results that were not quite as firm. The survey was reported to be statistically reliable but when individual questions were taken into account, minor elements that were not congruent arose. Overall, the hypothesis was supported because the respondents had all been exposed to Disney as a child and they were all still positively experiencing the brand.

Introduction

In October of 1971, a man named Walt Disney had a very special dream come true for a second time. The magic that is Walt Disney World opened, following in the footsteps of Disneyland's opening in 1955. A visit to the Walt Disney World Resort today showcases advancements in technology combined with the classic Disney fairytales and adventures. The Disney brand has become a huge hit among small children hoping to see their favorite movies become life-size experiences in the parks. Mickey Mouse has become a cultural icon and Disney movies are found in the shelves of millions of homes. It would be tough to deny the enormity of what Walt Disney created and how much it continues to be developed and maintained today, even after his death. The songs can be heard worldwide and the Disney merchandise market has exploded into just about everything imaginable. This synergy of the brand, leading it to be expressed through various media and product outlets, has lead to an even bigger appreciation for Disney.

A manipulation of the Politeness Theory will be used to delve deeper into the methods behind the Disney experience. Dainton and Zelley describe this theory as clarifying "how we manage our own and others' identities through interaction, in particular, through the use of politeness strategies," (2005, p. 58). The Disney Brand, especially in the live action theme parks, is held to very high standards of consistency and image maintenance to guarantee that the unique nature of the experience is maintained. The "face" of the company is one that is very well known for specific reasons and cannot be taken for granted. If the brand fails to maintain the classic face it is known for, audiences would probably be less likely to continue to respond so positively and the brand would suffer.

Obviously, the young children are mesmerized by the fantastical nature of Walt Disney World, but can the same be said about other age groups? A quick walk through a Disney park or an observation of the people watching a Disney movie in theatres would show more than just small children. Parents do enjoy seeing their children experience the magic for the first time and the even older generations might like to reminisce about the fantasy world, but what about the people in between? Young adults, age 18-25, should not be left out of the reach of the massive Disney empire. This very important idea leads to the research question for this study: Are Disney's efforts to appeal to all age groups effective among young adults?

Literature Review

Disney, in general, strives for congruency and efficiency with everything that has the company name on it. "It sells itself as a whole," (Fjellman, 1992, p. 151). "Disney is militantly aware that its existence depends on continually convincing the public that its product is unique…and praiseworthy," (p. 158). This is where the concepts of brand personality and the politeness theory come into play. Brand personality involves applying and analyzing typical personality traits to companies and brands (Aaker, 1997). The Politeness Theory mentioned earlier from Dainton and Zelley, achieves a similar task in that it focuses on brands exuding a positive influence and a polite 'face' (p. 58).   Disney uses these polite characteristics to gain and maintain the trust of audiences in order to ensure repeat business. Fjellman adds: "At the parks, where most people confront the Company face-to-face, these materials and experiences are offered by smiling people, who whatever their position in the Disney hierarchy, wear name tags to show only their first names (p. 158)." This generic approach has proven to be very successful for them. It allows audiences, including young adults, to easily relate to their friendly surroundings while in the parks or experiencing any other aspect of the Disney Corporation. This has been acknowledged since the beginning. Shortly after Disneyland opened, Walt Disney himself realized that he did not want to provide just any random park, he wanted a "better class of people" to enjoy "clean amusement parks," (Thomas, 1998, p. 197). Walt Disney prided himself on very "meticulous planning" sometimes taking "months or years" (p. 251) to make sure that everything related back to the classic positive and friendly personality that he wanted the Disney company to have. No Disney guest, including young adults, would want to be turned off by a rude cast member or negative experience.

Maintaining the experiences is also helped by strictly following an established set of values. Among these are quality, community, and decency. According to Disney's corporate website on culture (2009), quality includes "maintaining high-quality standards across all product categories." The community aspect promotes "providing entertainment experiences for all generations to share" and decency refers to honoring and respecting the trust that people place in the company. These are just a few of the published benchmarks that Disney strives to maintain and they are key to creating an atmosphere that young adults can appreciate in every aspect of the company. Further recognition of Disney's positive portrayal of values can be found in Steven Watts' *The Magic Kingdom.* "Walt understood clearly that "Disney" now symbolized an amalgamation of qualities…and a representative of average citizens and their values, tastes, and desires." He directly quotes Walt Disney saying, "…now Disney is something we've built up in the public mind over the years. It stands for something, and you don't have to explain what it is to the public" (1997, p. 405). Young adults will not need to put forth extra effort to learn the company once they realize as a young child how positive the Disney experience can be.

In addition to marketing to young adults with encouragement to visit the parks, Disney has also presented multiple opportunities for teenagers and young adults to work at the parks. It would be a stretch to assume that every single one of the young employees working throughout the Disney Resorts is a Florida or California native. Disney promotes a cultural experience and fulfills that with inviting college students and high school graduates from all over the country and the world to become a cast member. In today's society with a dwindling economic status, secure jobs are a necessity. For those that just want to use Disney as a

stepping stone and gain experience, the College Program (2009) is marketed as a "paid

internship opportunity that will stand out on a resume." Also included with the experience is

the opportunity for college credit. "Participants on the Disney College Program also custom

design a learning curriculum that best suits their needs and interests, complete education

courses and specialized learning activities." This allows for students to branch out into the

magical workforce while not getting behind in school. The Career Start (2009) program is

similar to the College Program and serves as a legitimate networking tool for young adults.

Educational courses are also offered and can be applied toward college credit but this program

seems more likely to benefit someone that is focused on accelerating into a career and not

necessarily pursuing a college degree. Both programs offer hands-on experience related to

work and social skills. All of the participants live together in a gated community and are given

the opportunity to socialize and meet new people while learning how to live independently.

Because these select young adults are actual cast members, they also receive the Disney

benefits such as free admission to the parks and merchandise discounts. By having the

students immersed in the Disney parks, this entices their friends and family to also join in on

the magic. One student doing the program ends up allowing the idea to snowball throughout

that student's friend base with the hope that they too will want to become or continue to be a

Disney guest. Both programs represent a very positive and effective method of targeting young

adults.

Just before the young adult stage, kids fall into a much more awkward phase of life

known as the "tween" years. "The 'tween,' between eight and 14 years old, desperately wants

to be a teen, but is not about to stop being a child." Simple Disney Channel characters like

Hannah Montana and the cast of High School Musical have soared into the hearts of children and "tweens." "The tween market lives and breathes its idols. Global retail sales of Disney Consumer Products' tween items mushroomed from dollars 400m in 2007 to dollars 2.7bn in 2008. Disney has created a niche market, which it has exploited through TV, film, video games, branded magazines, concert tours and merchandise," (Andrews, 2009, p. 18). Pop culture has become fueled by these types of icons and Disney has wasted no time promoting all possible outlets and utilizing the effects of synergy to increase a positive attitude toward the Disney brand. Hitting audiences at the "tween" age definitely promotes the company and instills an image for them that can be reactivated and experienced a few years later when they become young adults.

Television, specifically on its own, has done a successful job of recruiting audiences that appreciate Disney. "'American Teenager' is the latest from ABC Family, the Walt Disney Company's cable channel aimed at older teenagers and young adults." This show portrays everything from typical high school classroom drama to more serious issues like pregnancy and alcohol. The ABC Family channel is directly responsible for this particular success. "Last winter it drew more viewers in the 18-to-49 age group than Lifetime, Sci-Fi or MTV, according to Nielsen Media Research, ranking it No. 6 among cable channels. It attracts one of the youngest audiences in television, with a median age of 31." This is a huge plus for Disney's efforts to reach young adults because the excitement about watching Disney's ABC Family can be transferred to enjoying other aspects of Disney. It proves that Disney has recognized that the sugar coated magical atmosphere found in the parks and children's shows does not appeal to

all people and age groups. The president of the channel remarked, "American Teenager'' was a

''perfect story'' for the channel. 'Certainly, we deal with real issues on the network, and that is

part of what makes us relevant' (Barnes, 2008, p. B9)."

Continuing with the theme of targeting current technologically advanced media outlets,

Disney made a smart move by emerging into the world of Apple's iTunes. "People age 12 to 17

are twice as likely as adults to visit iTunes, according to a new Nielsen/Netratings survey." This

is a prime age for Disney to target because it is just before children officially reach the young

adult category. The Disney hit High School Musical serves as a poster concept for iTunes. "Walt

Disney Records released the soundtrack on iTunes Jan. 10, almost two weeks before the movie

premiered on Jan. 20 to 7.7 million viewers," (Bulik, 2006, p. 3). Disney has learned to not pass

up chances involving advancements in technology that can directly reach teenagers and young

adults. They do not have to create as many of their own media outlets because they have

mastered the art of spreading their name across avenues that already exist.

Another internal view of the park emphasizes the company's ability to reach a large

audience, including young adults. "The nonfamily market is bigger than the family market,"

says Judson C. Green, president of Walt Disney World Co. "We have something that appeals to

everyone," (DeGeorge, 1994, p. 41). Young adults are definitely part of the 'nonfamily market'

because they are old enough to not need a parent's supervision in the parks and are able to

independently consume Disney products and services. DeGeorge adds, "The theme-park

business is no longer just child's play" (p. 41).

Over the years, the Disney Empire has found a way to balance adaptation to advances in technology while maintaining loyalty to morals and values. This time tested task seems to be boding well for the company. With the support of the presented research, the hypothesis of this paper is: Young adults who grew up exposed to Disney output will report affinity toward the brand.

Methodology

In an effort to confirm that young adults previously exposed to Disney will report an affinity to the brand, a survey will be used. It is a short survey that requires just a few minutes to complete. The 19-question survey will be distributed to a convenience sample of 75 college age students. The great majority of them will be Spring Hill College students chosen randomly to participate. The surveys will be passed out to students in class at Spring Hill College as well as local Old Navy employees that fit the 18 to 25 age range. Two students attending college in Florida will also be sent the survey.

The first part of the demographic section of the survey contains nominal yes or no questions. These simple questions are on the survey to establish whether the respondent was exposed to Disney as a child and also whether they have experienced it recently. Because just a convenience sample will be utilized, the sample of people will not be screened prior to taking the survey to determine if they have been exposed to. These questions will be extremely relevant to determine if the respondents' answers support the hypothesis. More than half of the questions relate to attitude toward the Disney brand. Even though Disney does attempt to create consistently amazing experiences, this might not always be every person's perception. Some of the other questions will relate more specifically to affinity toward the brand. For some of the respondents it will not be enough for them to report that they liked the experience, some might love it and that is what part of the survey aims to find out. Questions 4 and 5 both intentionally use the word 'love' instead of 'like' for this purpose. Within the attitude toward the brand questions, several questions relate back to the politeness theory. The respondents that have been positively influenced by the pleasant "face-to-face" (Dainton and Zelley, 2005,

p. 151) experience should confirm affinity. The second half of the demographic questions will

be asking for information such as age, gender, and how far the respondent lives from a Disney

theme park. Because the convenience sample distribution will be controlled, given only to

environments of those 18 to 25 years of age, the age demographic question will confirm this.

Gender information will be utilized during data analysis. Asking the distance from the park will

correspond to the questions previously asked about whether the respondent had visited Disney

parks. Someone living very far from the parks will show an extra effort as compared to a

respondent's family that might live within just a few hours from the park and can access it with

greater ease.

As the surveys are completed, they will be loaded into the Statistical Package for the

Social Sciences (SPSS). This computer program allows for several types of analysis to be

performed. One of the most important tests performed on the data is the Cronbach's Alpha.

The purpose of this test is to determine the internal consistency reliability of the questions in

the survey. The SPSS will also be used to run Descriptive Statistics. These include frequencies,

mean, and standard deviation. Analyzing these results will help determine the specific

consistencies of each variable. Crosstabs will also be taken into consideration. Crosstabs of the

data will provide insight into how the demographic questions relate to the scale or nominal

questions.

Data Analysis

Once the data from all 75 of the completed surveys was entered into the SPSS, the specified tests could be run. One of the most positive outcomes for the survey was the discovery of the results of Cronbach's Alpha test. To exhibit an adequate level of internal consistency reliability, an Alpha of at least .7 is needed. When the test was run on the scale questions of this survey, the Alpha was reported to be .892. It was very exciting to see this number be so far above the generically accepted level. This test also reports how the overall Alpha would be altered if any of the questions were taken out. For each of the 10 questions, the Cronbach's Alpha would have gone down had any of them been disregarded. This definitely supports the positive findings and encourages the quality and reliability of the survey.

The Descriptive test shows that 7 out of the 10 scale questions report a mean answer of at least 3.5. 3 is the 'neutral' answer on the survey so this shows a trend more towards a positive agreement about the Disney questions rather than just a neutral stance. The descriptive results also show that none of the respondents chose 'Strongly Disagree' for question 3, "I enjoy watching Disney movies" and none of them live within an hour of a Disney park.

The frequencies also reported helpful information. 44 females and 31 males responded to the survey. 100 percent of the respondents reported having been exposed to Disney movies before the age of 10. Only 14.7 percent reported never having visited a Disney Park. This shows that the majority of the sample has experienced multiple Disney outlets. Questions 8 and 10 of the survey related to attitude toward the Disney brand and produced some interesting results. 24 percent of respondents chose 'Disagree' or 'Strongly Disagree' to the

question, "Being exposed to the Disney brand is a worthwhile experience at my age." This is a

contradiction to only 9.3 percent choosing 'Disagree or 'Strongly Disagree' to question 10,

"Exposure to the Disney brand has been a consistently desirable experience for me." Even

though the respondents reported consistently enjoying the brand, they also say that they do

not appreciate it as much at their age. This incongruent finding does not completely discredit

the hypothesis because 82.7 percent chose 'Agree' or 'Strongly Agree' when asked if they

consider Disney to be a quality brand.

The results of the crosstabs also returned some extremely interesting information. Even

though the majority of respondents were women, there was not one single female that chose

'Strongly Disagree' in the scale questions. Also, only 77 percent of male respondents compared

to 93 percent of female respondents reported seeing a Disney movie within the last year.

Perhaps Disney does a better job of marketing to females? Only 8 of the 43 people that

reported living in a house of 4 or more people have also been to a Disney park within the last

year. This may show that the extra effort required for a large family to visit the park is not

really worth it to this sample. However, among those that reported visiting a park within the

last year, 6 of them live within 4 hours, 5 live within 5-9 hours, and 4 live 10 or more hours

away from a park. This is a very positive finding because it shows that long distances are not as

impeding as one might think.

Conclusion

Disney has been very responsible with regards to making sure that all age groups are catered to as much as possible. This is definitely seen throughout the literature review. There is not only a specific emphasis on the 'tween' market, but Disney also directly targets young adults to become cast members and work for the company. Even Walt Disney himself has made reference to the undeniable "thing" that Disney has that attracts people to the brand and keeps them coming back for more.

The politeness theory that supported the research and survey seems to have been upheld by the positive results of both the literature review and the analysis of the survey.

There were a few limitations with regards to the survey itself. Because only a convenience sample was used, there was not an even number of males and females. Had the number of each been closer, the results might have been different. Also, even though the research question and hypothesis were both specifically targeted toward young adults, having a population of older adults to survey would have provided an interesting contrast to see how long Disney's influence stays with a person. These are two very interesting elements that could be considered with future research opportunities.

The hypothesis was not proven by every single result of the survey because of some of the incongruent answers, but overall, it definitely seems that according to the respondents, those exposed to Disney before the age of 10 continue to utilize and experience the brand as young adults today. The hypothesis was also supported by the literature review. Walt Disney would probably be very proud of how well the Disney company is doing today, especially with regards to the positive influence among young adults.

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Appendices

Appendix A: Blank Survey

Classroom Exercise Questionnaire

This brief survey is part of a classroom-use-only exercise for Mass Communication Research at Spring Hill College on the topic of the Disney Corporation. This exercise gives students some experience in creating and administering surveys as well as with light data analysis. Collected data is only for classroom use. This questionnaire should take you about two minutes to complete. You are free to withdraw your participation at any time. Information obtained from you will remain confidential. By providing written responses you are giving voluntary consent for your answers to be included in this exercise.

Please Circle the number below each position that best represents your thoughts/actions regarding the statement.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I feel positively toward Disney advertisements	5	4	3	2	1
2	Disney is likely to live up to the claims stated in their ads	5	4	3	2	1
3	I enjoy watching Disney movies	5	4	3	2	1
4	If given the opportunity, I would love to participate in a community service project in order to receive and utilize free admission to a Disney theme park	5	4	3	2	1
5	If given the opportunity, I would love to work for Disney	5	4	3	2	1
6	I consider Disney to be a quality brand	5	4	3	2	1
7	I trust products and services related to Disney	5	4	3	2	1
8	Being exposed to the Disney brand is a worthwhile experience for me at my age	5	4	3	2	1
9	Watching a Disney channel (Disney, ABC, ABC Family, etc.) is something that I like to do	5	4	3	2	1
10	Exposure to the Disney brand has been a consistently desirable experience for me	5	4	3	2	1

Please circle the number next to the answer that best represents you

11	I was exposed to Disney movies before the age of 10	1) yes	2) no		
12	I have watched a Disney movie within the last year	1) yes	2) no		
13	I have visited a Disney Park	1) yes	2) no		
14	I have visited a Disney Park within the last year	1) yes	2) no		
15	I am	1) 18-25	2) 26-35	3) 36-45	4) 46+
16	I am	1) Female	2) Male		
17	Household income	1) Under $15,000	2) $16,000-$40,000	3) $41,000-$60,000	4) $61,000+
18	Number of people in household	1) 1	2) 2 to 3	3) 4 to 5	4) 5 or more
19	I live within this many hours of a Disney Theme Park	1) Less than an hour	2) 1-4 hours	3) 5-9 hours	4) 10+ hours

Thank you for completing this questionnaire.

Questions? Comments? Concerns? Contact Instructor: Dr. Sharee Broussard (sbroussard@shc.edu or 380-3842)

Appendix B: SPSS Data Analysis

Descriptives

[DataSet2] M:\CMM335 Mass Comm Research\Disney Research Data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Feel positively toward Disney Advertisements	75	1	5	4.00	.973
Live up to claims stated	75	1	5	3.85	.881
Enjoy watching Disney movies	75	2	5	4.29	.897
Community service for admission	75	1	5	4.20	1.013
Love to work for Disney	75	1	5	3.28	1.110
Quality brand	75	1	5	4.20	.900
Trust in products and services	74	1	5	3.92	.962
Worthwhile experience	75	1	5	3.44	1.118
Disney channel	74	1	5	3.36	1.361
Desirable experience	74	1	5	3.72	.973
Movies before 10	75	1	1	1.00	.000
Movie within 1 year	75	1	2	1.13	.342
Visited a park	75	1	2	1.15	.356
Visited a park within 1 year	75	1	2	1.80	.403
Age	75	1	1	1.00	.000
Gender	75	1	2	1.41	.496
Income	72	1	4	3.33	.856
People in house	75	1	4	2.91	.774
Distance from park	75	2	4	3.36	.747
Valid N (listwise)	70				

Frequencies

[DataSet2] M:\CMM335 Mass Comm Research\Disney Research Data.sav

Statistics

		Feel positively toward Disney Advertisements	Live up to claims stated	Enjoy watching Disney movies	Community service for admission
N	Valid	75	75	75	75
	Missing	0	0	0	0

Statistics

Love to work for Disney	Quality brand	Trust in products and services	Worthwhile experience	Disney channel
75	75	74	75	74
0	0	1	0	1

Statistics

Desirable experience	Movies before 10	Movie within 1 year	Visited a park	Visited a park within 1 year
74	75	75	75	75
1	0	0	0	0

Statistics

Age	Gender	Income	People in house	Distance from park
75	75	72	75	75
0	0	3	0	0

Frequency Table

Feel positively toward Disney Advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	4	5.3	5.3	8.0
	Neutral	11	14.7	14.7	22.7
	Agree	33	44.0	44.0	66.7
	Strongly Agree	25	33.3	33.3	100.0
	Total	75	100.0	100.0	

Live up to claims stated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.3	1.3
	Disagree	5	6.7	6.7	8.0
	Neutral	14	18.7	18.7	26.7
	Agree	39	52.0	52.0	78.7
	Strongly Agree	16	21.3	21.3	100.0
	Total	75	100.0	100.0	

Enjoy watching Disney movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	6.7	6.7	6.7
	Neutral	7	9.3	9.3	16.0
	Agree	24	32.0	32.0	48.0
	Strongly Agree	39	52.0	52.0	100.0
	Total	75	100.0	100.0	

Community service for admission

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	3	4.0	4.0	6.7
	Neutral	11	14.7	14.7	21.3
	Agree	21	28.0	28.0	49.3
	Strongly Agree	38	50.7	50.7	100.0
	Total	75	100.0	100.0	

Love to work for Disney

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	5.3	5.3	5.3
	Disagree	15	20.0	20.0	25.3
	Neutral	23	30.7	30.7	56.0
	Agree	22	29.3	29.3	85.3
	Strongly Agree	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

Quality brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.3	1.3
	Disagree	3	4.0	4.0	5.3
	Neutral	9	12.0	12.0	17.3
	Agree	29	38.7	38.7	56.0
	Strongly Agree	33	44.0	44.0	100.0
	Total	75	100.0	100.0	

Trust in products and services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.4	1.4
	Disagree	6	8.0	8.1	9.5
	Neutral	13	17.3	17.6	27.0
	Agree	32	42.7	43.2	70.3
	Strongly Agree	22	29.3	29.7	100.0
	Total	74	98.7	100.0	
Missing	System	1	1.3		
Total		75	100.0		

Worthwhile experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	16	21.3	21.3	24.0
	Neutral	19	25.3	25.3	49.3
	Agree	23	30.7	30.7	80.0
	Strongly Agree	15	20.0	20.0	100.0
	Total	75	100.0	100.0	

Disney channel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	12.0	12.2	12.2
	Disagree	13	17.3	17.6	29.7
	Neutral	13	17.3	17.6	47.3
	Agree	20	26.7	27.0	74.3
	Strongly Agree	19	25.3	25.7	100.0
	Total	74	98.7	100.0	
Missing	System	1	1.3		
Total		75	100.0		

Desirable experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.4	1.4
	Disagree	6	8.0	8.1	9.5
	Neutral	24	32.0	32.4	41.9
	Agree	25	33.3	33.8	75.7
	Strongly Agree	18	24.0	24.3	100.0
	Total	74	98.7	100.0	
Missing	System	1	1.3		
Total		75	100.0		

Movies before 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	75	100.0	100.0	100.0

Movie within 1 year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	65	86.7	86.7	86.7
	no	10	13.3	13.3	100.0
	Total	75	100.0	100.0	

Visited a park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	64	85.3	85.3	85.3
	no	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

Visited a park within 1 year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	15	20.0	20.0	20.0
	no	60	80.0	80.0	100.0
	Total	75	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	75	100.0	100.0	100.0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	44	58.7	58.7	58.7
	Male	31	41.3	41.3	100.0
	Total	75	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $15,000	3	4.0	4.2	4.2
	$16,000-$40,000	9	12.0	12.5	16.7
	$41,000-$60,000	21	28.0	29.2	45.8
	$61,000+	39	52.0	54.2	100.0
	Total	72	96.0	100.0	
Missing	System	3	4.0		
Total		75	100.0		

People in house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2-3	23	30.7	30.7	32.0
	4-5	33	44.0	44.0	76.0
	5+	18	24.0	24.0	100.0
	Total	75	100.0	100.0	

Distance from park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-4	12	16.0	16.0	16.0
	5-9	24	32.0	32.0	48.0
	10+	39	52.0	52.0	100.0
	Total	75	100.0	100.0	

Reliability

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Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	73	97.3
	Excluded(a)	2	2.7
	Total	75	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.892	.895	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Feel positively toward Disney Advertisements	34.16	42.917	.772	.692	.872
Live up to claims stated	34.32	45.663	.614	.503	.883
Enjoy watching Disney movies	33.89	46.682	.517	.383	.888
Community service for admission	33.97	45.416	.537	.358	.887
Love to work for Disney	34.92	44.688	.540	.444	.888
Quality brand	33.97	44.388	.715	.646	.876
Trust in products and services	34.25	44.161	.681	.588	.878
Worthwhile experience	34.75	41.605	.765	.639	.871
Disney channel	34.78	41.090	.626	.476	.884
Desirable experience	34.47	44.919	.618	.500	.882

Crosstabs

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Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Feel positively toward Disney Advertisements * Gender	75	100.0%	0	.0%	75	100.0%
Live up to claims stated * Gender	75	100.0%	0	.0%	75	100.0%
Enjoy watching Disney movies * Gender	75	100.0%	0	.0%	75	100.0%
Community service for admission * Gender	75	100.0%	0	.0%	75	100.0%
Love to work for Disney * Gender	75	100.0%	0	.0%	75	100.0%
Quality brand * Gender	75	100.0%	0	.0%	75	100.0%
Trust in products and services * Gender	74	98.7%	1	1.3%	75	100.0%
Worthwhile experience * Gender	75	100.0%	0	.0%	75	100.0%
Disney channel * Gender	74	98.7%	1	1.3%	75	100.0%
Desirable experience * Gender	74	98.7%	1	1.3%	75	100.0%

Feel positively toward Disney Advertisements * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Feel positively toward Disney Advertisements	Strongly Disagree	0	2	2
	Disagree	2	2	4
	Neutral	4	7	11
	Agree	20	13	33
	Strongly Agree	18	7	25
Total		44	31	75

Live up to claims stated * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Live up to claims stated	Strongly Disagree	0	1	1
	Disagree	3	2	5
	Neutral	5	9	14
	Agree	25	14	39
	Strongly Agree	11	5	16
Total		44	31	75

Enjoy watching Disney movies * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Enjoy watching Disney movies	Disagree	0	5	5
	Neutral	2	5	7
	Agree	13	11	24
	Strongly Agree	29	10	39
Total		44	31	75

Community service for admission * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Community service for admission	Strongly Disagree	0	2	2
	Disagree	0	3	3
	Neutral	4	7	11
	Agree	15	6	21
	Strongly Agree	25	13	38
Total		44	31	75

Love to work for Disney * Gender Crosstabulation

Count

		Gender		
		Female	Male	Total
Love to work for Disney	Strongly Disagree	0	4	4
	Disagree	8	7	15
	Neutral	16	7	23
	Agree	13	9	22
	Strongly Agree	7	4	11
Total		44	31	75

Quality brand * Gender Crosstabulation

Count

		Gender		
		Female	Male	Total
Quality brand	Strongly Disagree	0	1	1
	Disagree	1	2	3
	Neutral	2	7	9
	Agree	20	9	29
	Strongly Agree	21	12	33
Total		44	31	75

Trust in products and services * Gender Crosstabulation

Count

		Gender		
		Female	Male	Total
Trust in products and services	Strongly Disagree	0	1	1
	Disagree	2	4	6
	Neutral	7	6	13
	Agree	21	11	32
	Strongly Agree	14	8	22
Total		44	30	74

Worthwhile experience * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Worthwhile experience	Strongly Disagree	0	2	2
	Disagree	5	11	16
	Neutral	13	6	19
	Agree	15	8	23
	Strongly Agree	11	4	15
Total		44	31	75

Disney channel * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Disney channel	Strongly Disagree	0	9	9
	Disagree	6	7	13
	Neutral	4	9	13
	Agree	16	4	20
	Strongly Agree	17	2	19
Total		43	31	74

Desirable experience * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Desirable experience	Strongly Disagree	0	1	1
	Disagree	2	4	6
	Neutral	10	14	24
	Agree	17	8	25
	Strongly Agree	14	4	18
Total		43	31	74

Crosstabs

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Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Visited a park within 1 year * Distance from park	75	100.0%	0	.0%	75	100.0%

Visited a park within 1 year * Distance from park Crosstabulation

Count

		Distance from park			Total
		1-4	5-9	10+	
Visited a park within 1 year	yes	6	5	4	15
	no	6	19	35	60
Total		12	24	39	75

Crosstabs

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Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Movie within 1 year * Gender	75	100.0%	0	.0%	75	100.0%

Movie within 1 year * Gender Crosstabulation

Count

		Gender		Total
		Female	Male	
Movie within 1 year	yes	41	24	65
	no	3	7	10
Total		44	31	75

Crosstabs

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Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
People in house * Visited a park within 1 year	75	100.0%	0	.0%	75	100.0%

People in house * Visited a park within 1 year Crosstabulation

Count

		Visited a park within 1 year		
		yes	no	Total
People in house	1	0	1	1
	2-3	7	16	23
	4-5	5	28	33
	5+	3	15	18
Total		15	60	75