

RESULTS

Employee Opinion Poll of Walt Disney World



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conducted by the
DISNEY UNIVERSITY WALT DISNEY WORLD
MAY, 1975

Walt Disney World Co.

A Subsidiary of Walt Disney Productions

P. O. BOX 40 • LAKE BUENA VISTA, FLORIDA 32830
August 8, 1975

To Our Walt Disney World Cast:

I am pleased to provide you with a copy of the statistical results of the second Walt Disney World opinion poll which was conducted this past May for all cast members on the payroll at that time. I deeply appreciate the fact that more than 8,000 employees took the time and interest to participate in this year's poll...over a thousand more than the number who participated two years ago. The fact that so many people made such a great effort to express their feelings about our company was extremely encouraging. All in all, more than one million individual statistical and written responses were gathered...providing tremendously valuable insight and information regarding our every day Disney work experience. In order to carefully and confidentially protect, compile and evaluate your important written comments, we called upon the services of the same private consulting firm as in 1973...Morse, Greene & Associates, Inc.

What did the results of this year's opinion poll indicate? On the happy side, you told us that Walt Disney World progressed a long way during the past two years... that important strides were made in many areas which had been in need of improvement. In fact, some of the problems which concerned us all in the first poll were virtually non-existent this time. On the not-so-happy side, however, you told us that several of our problems, while markedly improved during the past two years, are still with us, and that we still have a long way to go "to reach the standards that Walt would have wanted." Here is an overview of some of the key areas in which you expressed strong feelings.

Things you liked least

- * MANAGEMENT AND SUPERVISION (especially the need for fairness, eliminating favoritism and taking time for individual attention)
- * DRIVING DISTANCE * SCHEDULES * COMMUNICATIONS (need for daily, on-the-spot, timely information) * PARKING * PROMOTION POLICIES * TRANSFER POLICIES

Areas of significant decrease from 1973 opinion poll

- I am pleased to report that there was only one: * GROUP AUTO INSURANCE

Things you liked best

- * PRIDE IN DISNEY, PUBLIC REPUTATION & PRESTIGE * IMPORTANCE AND INTEREST OF YOUR JOB * BENEFITS COMPARED TO OTHER COMPANIES (including Cast Activities, discounts, annual admissions and Credit Union) * STEADY EMPLOYMENT * WALT DISNEY WORLD'S INTEREST IN ITS EMPLOYEES * CO-EMPLOYEES
- * WAGES * MANAGEMENT AND SUPERVISION (although a large number of employees placed this in the "liked least" section, a smaller, yet very significant number of employees placed it in the "liked best" section)

Areas of significant improvement from 1973 opinion poll

* WORKING CONDITIONS * BREAK AREAS * EATING FACILITIES * MANAGEMENT
COMPARED TO OTHER COMPANIES * CASTING (employment procedures) * DISCOUNTS
* OFFICE FACILITIES * BENEFITS COMPARED TO OTHER COMPANIES * WAGES COMPARED
TO THE OUTSIDE

I find it particularly encouraging that after a two-year period of intense efforts, very measurable progress has been shown in many areas. This does not mean, however, that there isn't more to be done. Walt Disney World, in addition to each of us individually, cannot rest on past laurels. Although many improvements have been accomplished...the time to meet new challenges as well as address old ones still with us is now. Let me assure you...this is the action to which all of Walt Disney World will be dedicating itself. In every division, management meetings are being conducted now to carefully analyze your specific responses and pinpoint areas in need of attention.

On the broad level, we are already putting a number of things into effect as the beginning of an overall company-wide effort. For example, effective now at the Gulf Car Care Center your employee discount is being raised from 2¢ to 4¢ per gallon to enable us to better assist you in one of your greatest concerns...the distance which you must drive to and from work.

A new Walt Disney World performance review system is being implemented now to minimize concerns regarding "favoritism" by properly identifying outstanding cast members for promotions. No one anywhere is any more concerned than I am about helping our best people to fill the most responsible jobs. Many of you are concerned about the transfer policy and we will be establishing a new counseling program which will directly assist qualified employees in changing roles within our Walt Disney World show. We will be reporting to you as soon as this program is ready.

We are also going to intensify our efforts to help management and supervision become more responsive to you as a person...through expanded training programs in human relations, leadership and communications. And speaking of communications...we are going to continue to improve the "information flow" for all levels of employees through timely, on-the-spot information systems to keep you up to date with what's happening in and around Walt Disney World.

These are just a few of the areas to which I am directing efforts now. I can only say that this is just the beginning. Your division will be reporting back to me very soon with specific recommendations and courses of action to be undertaken to meet your needs right in your own area.

We are personally extremely proud of the progress we have all made during these past few years. We opened Walt Disney World with a capacity the "experts" told us back in the late 1960's would meet our initial audience demand. As you know, we were all overwhelmed by a public acceptance and popularity that was created not only by our Disney Image and product but by you, our world reknown Disney Cast members. During our brief few years of operation, we have all gone through a positively incredible growth period...growth to meet our public demand and growth to meet the equally important needs of you, our cast members.

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I was very moved when I received a letter from Morse, Greene and Associates, Inc., who read and compiled your written comments. They remarked...

"...Your people are enraptured with the Disney Image and felt strongly even emotionally about their association with the company overall. They have a total reverence for Walt's memory...there is a definite emotional attachment to what the company stands for."

This is an awesome expectation to live up to...but actually, I am one of those employees to whom they are referring. And I am glad that there are so many of us who feel the same way...proud to be a part of "the only successful bastion of family entertainment"...as one employee put it.

I would like to offer a most sincere thank you, not only to those who participated in the attached 1975 Opinion Poll, but to everyone with us right now...helping to make this busy, warm and hectic summer a successful one. In closing, I'd like to share with you a direct quote written by one employee during this year's poll...a comment that I can't really top.

"All in all, this is a great company to work for and I am proud to be a part of it. There's still a long way to reach Walt's standards and goals, but let's keep trying."

Sincerely,



Bob Allen

RCA:js
Enclosure

PERSONAL INFORMATION

1. I am a:

- 55 (1) Man,
44.5 (2) Woman.

2. My age is:

- 19.3 (1) Under 20 years.
29.4 (2) 20-24 years.
14.8 (3) 25-29 years.
15.6 (4) 30-39 years.
12.0 (5) 40-49 years.
8.3 (6) 50 years or over.

3. I have worked for the Company:

- 19.1 (1) Less than 6 months.
13.4 (2) 6 months to one year.
15.6 (3) 1 year but less than 2.
16.9 (4) 2 years but less than 3.
27.5 (5) 3 years but less than 4.
6.8 (6) Over 4.

4. My Division (or Company) is:

- 22.6 (A) Food
17.1 (B) Operations
10.6 (C) Resorts
12.3 (D) Merchandise
12.6 (E) Maintenance
2.6 (F) Services
4.8 (G) Finance (including Purchasing)
2.7 (H) Entertainment
2.5 (I) Security
1.5 (J) Employee Relations
.9 (K) Marketing
.3 (L) Administration
.3 (M) Buena Vista Construction Co.
2.0 (N) Lake Buena Vista Communities, Inc.
2.3 (O) Lake Buena Vista Village
.4 (P) UNOCO
1.3 (Q) Reedy Creek Utilities Co. (including Cable Co.)
.8 (R) Reedy Creek Improvement District
.7 (S) Vista Florida Telephone
.4 (T) Walt Disney Distributing Co.
.1 (U) Walt Disney Travel Co.
 (V) Buena Vista Realty
 (W) Vineland Agency

5. My employment status is:

- 86.3 (1) Permanent
11.5 (2) Casual-Regular
1.4 (3) Casual-Temporary

6. I am paid:

- 87.4 (1) On an hourly basis
11.4 (2) On a salaried basis

7. My formal education to date is:
(Please check one only.)

- 10.2 (1) College graduate or above.
6.8 (2) Junior College graduate.
18.5 (3) Some college courses but not attending now.
12.4 (4) Additional vocational or trade training beyond high school.
9.0 (5) Now attending college. (undergraduate)
30.2 (6) High school graduate.
11.8 (7) Less than high school graduate.

8. My marital status is:

- 50.3 (1) Single (or divorced, widowed, engaged)
48.5 (2) Married.

9. My job classification is:

- 7.7 (1) Salaried supervisor.
7.9 (2) Salaried non-supervisory.
8.2 (3) Clerical.
10.0 (4) Full-time lead.
4.9 (5) Part-time lead.
57.4 (6) All others.

10. How far do you live from Walt Disney World?

- 4.3 (1) Under 10 miles.
38.3 (2) 10 to 20 miles.
40.2 (3) 20 to 30 miles.
16.5 (4) over 30 miles.

11. If acceptable housing accommodations were available near Walt Disney World would you consider relocating?

- 51.8 (1) Yes
46.1 (2) No

12. If you were to relocate to accommodations near Walt Disney World, what type of accommodations would you prefer?

- 40.1 (1) Single family home.
31.6 (2) Apartments.
6.5 (3) Condominium.
4.1 (4) Trailer.
12.4 (5) Not sure.

WALT DISNEY WORLD IN GENERAL

13. I think the reputation Walt Disney World has with the public is:

- 61.7 (1) Excellent.
32.5 (2) Better than most other companies.
3.8 (3) The same as most other companies.
.9 (4) Not as good as most other companies.
.5 (5) Very poor.

14. Looking at Walt Disney World as compared with other companies, I would say it is:

- 23.4 (1) Among the best managed companies.
31.4 (2) Better managed than most companies.
29.6 (3) About as well managed as most companies.
10.9 (4) Not as well managed as most companies.
3.7 (5) One of the most poorly managed companies.

15. How do you feel when you tell people what company you work for?

- 48.5 (1) Very good; I take pride in telling where I work.
34.0 (2) Good; I like to tell where I work.
14.3 (3) Just as if it were any other company ... a place to work.
2.4 (4) I don't take pride in telling where I work.

16. Is this your first permanent job? (exclude summer, temporary, etc.)

- 22.1 (1) Yes
76.2 (2) No

EMPLOYEE BENEFITS AND SERVICES

Compared with other companies you know of or have heard about, what do you think of each of the following policies, plans, and activities of Walt Disney World? (Please check ONE opinion for EACH ITEM.)

	Excellent (1)	Good (2)	Only Fair (3)	Poor (4)	Not Sure (5)
17. Group Insurance Plan	<u>35.6</u>	<u>44.4</u>	<u>7.9</u>	<u>1.8</u>	<u>8.0</u>
18. Life Insurance Plan	<u>32.3</u>	<u>47.0</u>	<u>6.6</u>	<u>1.0</u>	<u>9.9</u>
19. Hospital-Surgical Plan	<u>30.3</u>	<u>43.0</u>	<u>10.1</u>	<u>2.4</u>	<u>10.9</u>
20. Major Medical Plan	<u>28.1</u>	<u>43.9</u>	<u>9.6</u>	<u>2.2</u>	<u>12.0</u>
21. Long Term Disability	<u>28.3</u>	<u>41.5</u>	<u>10.5</u>	<u>3.3</u>	<u>12.5</u>
22. Pension Plan	<u>20.6</u>	<u>35.4</u>	<u>14.1</u>	<u>7.4</u>	<u>16.9</u>
23. Paid Sick Leave Policy	<u>26.0</u>	<u>39.2</u>	<u>15.9</u>	<u>8.8</u>	<u>6.6</u>
24. Vacation Policy	<u>27.1</u>	<u>41.4</u>	<u>16.0</u>	<u>7.3</u>	<u>4.6</u>
25. Holiday Policy	<u>27.4</u>	<u>38.1</u>	<u>16.3</u>	<u>9.7</u>	<u>4.6</u>
26. Educational Reimbursement	<u>28.6</u>	<u>36.7</u>	<u>8.6</u>	<u>3.5</u>	<u>16.9</u>
27. Credit Union	<u>35.8</u>	<u>37.9</u>	<u>7.7</u>	<u>4.0</u>	<u>10.2</u>
28. Annual Admission	<u>37.8</u>	<u>37.2</u>	<u>7.9</u>	<u>1.6</u>	<u>10.0</u>
29. Discounts	<u>33.1</u>	<u>41.7</u>	<u>15.3</u>	<u>4.6</u>	<u>2.0</u>
30. Group Auto Insurance	<u>17.2</u>	<u>29.1</u>	<u>14.6</u>	<u>12.3</u>	<u>21.8</u>
31. Compared with employees of other large companies, do you think you receive:					
<u>46.6</u> (1) More and better benefits.					
<u>40.9</u> (2) About the same benefits.					
<u>9.9</u> (3) Less benefits.					

PAY

32. How do you feel your present wage (salary) compares with wages (salaries) paid for similar jobs outside Walt Disney World?

32.8 (1) My wage (salary) is higher than that paid for jobs similar to mine.

42.9 (2) My wage (salary) is about in line with other jobs similar to mine.

23.3 (3) My wage (salary) is lower than that paid for jobs similar to mine.

33. How do you feel your present wage (salary) compares with wages (salaries) paid for similar jobs inside Walt Disney World?

9.3 (1) My wage (salary) is higher than that paid for jobs similar to mine.

70.0 (2) My wage (salary) is about in line with other jobs similar to mine.

18.2 (3) My wage (salary) is lower than that paid for jobs similar to mine.

34. In my opinion, Casting's (Employment Center) interviewing, hiring, and sign-in procedure is:

18.0 (1) Excellent

49.1 (2) Good

22.3 (3) Fair

9.2 (4) Poor

35. How do you feel about the thoroughness of your Traditions (orientation) program given you at the Disney University of Walt Disney World?

26.6 (1) Excellent

44.2 (2) Good

17.6 (3) Fair

4.3 (4) Poor

6.1 (5) Didn't attend Traditions I.

36. How do you feel about the thoroughness of the on-the-job training you received?

1.4 (1) Too detailed.

23.8 (2) Excellent - covered all essentials.

45.9 (3) Good - but overlooked some essentials.

14.8 (4) Poor - covered very little.

12.4 (5) Never received any.

JOB SATISFACTION

37. How do you feel about the importance of your work?

43.7 (1) Very important.

44.7 (2) Important.

8.3 (3) Of little importance.

1.2 (4) Of no importance.

1.2 (5) Other _____

38. I feel that my present job is:

31.3 (1) Very interesting.

50.8 (2) Interesting.

14.0 (3) Of little interest.

3.2 (4) Of no interest.

39. Do you feel secure in your employment with Walt Disney World?

25.2 (1) Very secure.

57.1 (2) Reasonably secure.

11.0 (3) I don't know.

6.0 (4) I feel that my job is insecure.

40. What chance do you think there is of your being discharged without cause?

30.0 (1) No chance of it.

46.7 (2) Little chance of it.

17.6 (3) Some chance of it.

4.5 (4) Good chance of it.

How do you rate Walt Disney World on the following items? (Please check ONE answer for EACH ITEM.)

	Excellent (1)	Good (2)	Only Fair (3)	Poor (4)	Not Sure (5)
41. Chance to show initiative.	20.0	42.1	22.0	12.2	1.6
42. Opportunity for advancement.	12.5	31.1	30.3	22.0	2.0
43. Sincere interest in you as a person.	11.5	33.7	29.9	21.3	1.4
44. Steady employment.	32.3	53.1	9.0	2.3	1.3

	Excellent (1)	Good (2)	Only Fair (3)	Poor (4)	Not Sure (5)
45. Providing good working conditions	19.8	51.7	19.3	7.6	.3
46. Employee eating facilities.	14.8	38.5	23.9	20.9	.6
47. Restroom facilities.	24.2	51.6	15.1	7.6	.1
48. Employee parking.	15.4	41.4	21.1	20.3	.5
49. Locker rooms.	14.2	45.2	18.9	13.0	5.4
50. Break areas.	11.5	39.7	23.9	21.2	1.6
51. Break periods.	16.6	53.0	17.5	8.2	2.1
52. Office facilities.	14.7	49.1	16.0	7.6	8.7
53. Employee Transportation service (shuttle)	12.5	37.1	19.4	18.4	8.9
54. Transfer Procedure	5.4	24.7	23.8	26.5	15.5
55. Promotion Procedure	5.1	24.2	28.1	26.8	12.4
56. Costume/Wardrobe requirements.	14.1	42.5	19.7	15.1	5.5
57. Grooming standards.	21.0	44.2	18.6	13.0	1.1

In your contacts with the following groups at Walt Disney World, how would you rate them?

	Ex- tremely Cour- teous (1)	Rea- sonably Cour- teous (2)	Some- what Discour- teous (3)	Very Discour- teous (4)	No Contact (5)
58. Cafeteria Staff	13.4	62.9	14.0	3.5	4.0
59. Security	27.3	53.0	11.9	3.6	1.9
60. Wardrobe	15.6	51.7	17.1	5.5	6.7
61. Employment	32.2	50.5	4.9	1.8	6.6
62. Disney University (including Cast Activities)	42.9	41.9	2.5	.7	8.9
63. Personnel Services	27.5	47.1	3.9	1.2	16.7
64. Group Insurance	28.7	41.5	3.5	1.0	21.7
65. Credit Union	30.4	35.2	3.4	1.6	25.3
66. I. D. Staff	32.2	59.5	5.4	1.8	7.2
67. Payroll	28.7	44.6	4.4	1.7	17.5

(continued above)

68. What is your opinion of the effectiveness of Cast Activities in meeting the recreational needs of WDW employees?

37.2	(1) Excellent
47.7	(2) Good
11.4	(3) Fair
1.9	(4) Poor

69. As to your personal work abilities, how do you feel?

4.5	(1) I feel that I have been given new responsibilities faster than I have been prepared to handle them properly.
42.0	(2) I feel I have been given new responsibilities at about the rate I have been able to handle them.
36.1	(3) I am not using nearly all of my abilities on my present job.
15.3	(4) My job presents no challenge at all. I feel my talents are being wasted.

70. When promotional opportunities occur, do you feel that your qualifications are given full consideration?

11.9	(1) Always
31.4	(2) Usually
25.8	(3) Sometimes
25.0	(4) Seldom

71. How do you feel about your advancement to date?

12.3	(1) Very Satisfied.
44.6	(2) Satisfied.
27.5	(3) Somewhat dissatisfied.
12.2	(4) Very dissatisfied.

72. How do you feel about the training or guidance you are receiving?

16.3	(1) I receive a great amount.
38.6	(2) I receive some.
24.8	(3) I receive little.
17.8	(4) I am not receiving any.

73. Which statement best describes your opinion as to the factors which should be considered in selecting people for advancement?

- 3.1 (1) The person with the most seniority should get the promotion if he can get by in the higher job even though someone else could have handled it better.
- 20.2 (2) Ability and seniority should be handled equally.
- 57.8 (3) Promotions should be made entirely on the basis of ability and qualifications, but seniority should be considered.
- 17.5 (4) Promotions should be based entirely on ability to handle the job and capacity for further advancement.

74. Which one of the following would help you most in your work? (Please check ONE only.)

- 8.5 (1) More job training.
- 11.9 (2) More guidance or training from my supervisor.
- 12.7 (3) More help from others in my area.
- 15.9 (4) More say about how work is to be done.
- 10.2 (5) Better equipment.
- 7.4 (6) Better working facilities.
- 17.6 (7) Closer cooperation between departments.
- 10.1 (8) Other (explain below)
- _____
- _____

SUPERVISION

What do you think of your immediate supervisor in general on the following points? (Please check ONE answer for EACH item.)

	Excellent (1)	Good (2)	Only Fair (3)	Poor (4)
75. Knowing his own job.	35.3	42.9	14.2	5.4
76. Showing you how to do your work better.	15.6	34.4	28.8	17.5

	Excellent (1)	Good (2)	Only Fair (3)	Poor (4)
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- | | | | | |
|--|------|---|------|---|
| 77. Giving recognition when you do a good job. | 18.9 | 32.9 | 25.5 | 20.6 |
| 78. Being fair to everyone (no favorites). | 19.1 | 33.0 | 22.2 | 23.2 |
| 79. Giving prompt consideration to your suggestions and/or questions. | 18.8 | 36.0 | 25.9 | 16.6 |
| 80. Planning the work so that it goes smoothly. | 15.3 | 38.6 | 27.1 | 16.2 |
| 81. Obtaining the co-operation of ALL employees. | 16.1 | 38.7 | 26.4 | 16.0 |
| 82. Keeping promises. | 18.5 | 37.2 | 23.1 | 17.0 |
| 83. Assuming responsibilities of the job. | 27.8 | 42.3 | 18.3 | 8.5 |
| 84. Making decisions without undue delay. | 23.0 | 38.0 | 22.6 | 13.3 |
| 85. Explaining company policies. | 23.8 | 40.1 | 21.0 | 11.8 |
| 86. Administering your performance review. | 16.3 | 36.6 | 20.5 | 19.6 |
| 87. Maintaining employee discipline. | 19.2 | 45.9 | 21.5 | 9.9 |
| 88. In summary, how would you rate your immediate supervisor? | 21.1 | 40.2 | 23.5 | 10.9 |
| 89. Compared with other companies, how interested in its employees do you think Walt Disney World's management is? | 34.2 | (1) Very interested. | 44.8 | (2) Somewhat interested. |
| | 15.5 | (3) Not much interested. | 4.3 | (4) Not interested at all. |
| 90. Is there a spirit of teamwork among your co-workers as far as you can observe? | 18.5 | (1) I feel there is excellent teamwork. | 38.5 | (2) I feel there is good teamwork. |
| | 28.7 | (3) I feel there is just an average amount of teamwork. | 12.8 | (4) I feel there is very little teamwork. |

91. Do you feel free to go to your immediate supervisor and discuss things that bother you?

35.4 (1) Always
35.3 (2) Usually
20.8 (3) Seldom
7.4 (4) Never

92. Do you get contradicting or conflicting orders from the people above you?

11.8 (1) Never
26.1 (2) Seldom
39.7 (3) Sometimes
21.0 (4) Frequently

93. Do you feel that your immediate supervisor will go to bat for you and back you up?

23.6 (1) Always
45.4 (2) Usually
19.3 (3) Seldom
9.1 (4) Never

94. Do you feel that your immediate supervisor "passes the buck"?

29.0 (1) Never
41.5 (2) Seldom
18.8 (3) Usually
6.9 (4) Always

95. Is there any problem with employee discipline in your department?

3.7 (1) Yes, all employees are too severely disciplined.
30.5 (2) Yes, there is inconsistency of discipline among employees.
50.7 (3) No, discipline appears reasonable and fair to all.
12.3 (4) Yes, there is a need for more discipline.

96. If I had a complaint or grievance about my work situation, I would probably discuss it first with:

27.3 (1) My lead/foreman.
44.3 (2) My immediate supervisor.
4.6 (3) My supervisor's boss.
2.0 (4) Some other person in Management.
1.7 (5) Employee Relations Division.
11.5 (6) Fellow employees.
3.3 (7) The union.

2.1 (8) I wouldn't know who to turn to.
1.7 (9) Other (explain below)

97. If I had a complaint or grievance about my work situation, I feel I would get a satisfactory answer to my problem:

13.6 (1) Always
55.3 (2) Usually
25.3 (3) Seldom
4.0 (4) Never

98. Most of us like to know how we are getting along on our job. Do you feel your supervisor takes time out periodically to discuss with you how you are doing on the job, your interests, ambitions and opportunities?

10.4 (1) He does this quite often.
28.1 (2) He does this occasionally.
21.6 (3) He does this infrequently.
7.6 (4) He tries but doesn't give me the information I desire.
30.5 (5) I have never had such a discussion.

99. How well do you understand what is expected of you in your job?

34.1 (1) Always very clear.
50.8 (2) Clear most of the time.
11.0 (3) Most of the time I have to guess.
2.9 (4) I never know what is expected of me.

100. Which of the following describes the way you are informed about your performance on your present job?

45.5 (1) I'm told in a way that is clear.
17.4 (2) I'm told in a way that leaves me in doubt.
14.4 (3) There seems to be a reluctance to discuss my performance frankly with me.
20.5 (4) I'm never told how I'm doing.

101. How do you feel about the job Walt Disney World is doing in developing management skills and know-how among members of its management team?

9.5 (1) Excellent
33.6 (2) Good
22.1 (3) Fair
10.1 (4) Poor
23.2 (5) I have no idea what's being done.

102. Do you feel you have adequate authority to enable you to carry out your responsibilities?

27.2 (1) Always
46.7 (2) Usually
19.4 (3) Sometimes
4.9 (4) Never

COMMUNICATIONS

103. How well informed are you about activities at Walt Disney World?

18.6 (1) Always informed.
49.6 (2) Usually informed.
21.9 (3) Sometimes informed.
8.5 (4) Rarely informed.

104. I get MOST of my information about what's happening at Walt Disney World from: (Please check ONE only)

5.4 (1) Notices on bulletin boards.
2.0 (2) "Flash 4500"
58.0 (3) Article in "Eyes & Ears."
3.4 (4) World-Gram
2.7 (5) Talks with my supervisor.
2.4 (6) Group meetings.
21.8 (7) Fellow employees—word of mouth.
1.4 (8) Inter-office memos.
1.6 (9) Other (explain below)

105. I would prefer to get most of my information about what's happening at Walt Disney World from: (Please check ONE only)

11.0 (1) Notices on bulletin boards.
2.3 (2) "Flash 4500"
44.1 (3) Article in "Eyes & Ears."
3.2 (4) World-Gram.
12.9 (5) Talks with my supervisor.
15.6 (6) Group meetings.
3.1 (7) Fellow employees—word of mouth.
3.9 (8) Inter-office memos.
1.7 (9) Other (explain below)

106. Do you read "Eyes & Ears?"

43.3 (1) I read all of it.
40.1 (2) I read most of it.
12.1 (3) I just skim through it briefly.
0.9 (4) I never read it.
2.5 (5) I don't receive a copy.

107. If you were starting all over, would you work for Walt Disney World again?

73.1 (1) Yes
6.3 (2) No
19.4 (3) Don't know.

108. How do you feel about this opinion poll?

19.0 (1) I think it will do a lot of good.
46.0 (2) Think it will do some good.
25.5 (3) Don't think much will come out of it.
7.8 (4) Don't think anything will come out of it.

We are interested in making your job as interesting as possible. Accordingly, we ask that you rate in order of their importance the following factors which affect your job satisfaction.

Please list these factors alphabetically in their order of importance to you. For example, place an (a) before that factor which you feel is most important and an (m) before that which you feel is relatively least important to you:

109. 2 Recognition of you for your job performance
110. 3 Recognition of you as an individual
111. 1 Your pay
112. 9 Your fringe benefits (vacation, tickets, Group Ins., Pension)
113. 5 Your work schedule
114. 4 Your working conditions
115. 6 Work that is challenging
116. 7 Participation in decisions which affect you
117. 12 The technical competence of your supervisor
118. 11 The human relations competence of your supervisor
119. 10 Fellow employees
120. 13 Employee activities (Little Lake Bryan, Film Festivals, league sports, etc.)
121. 8 Future opportunities