

```

GLM Q23g Q23i Q23j BY Gender Q7 WITH Q3a Q3d Q3h
/METHOD=SSTYPE(3)
/INTERCEPT=INCLUDE
/EMMEANS=TABLES(Gender) WITH(Q3a=MEAN Q3d=MEAN Q3h=MEAN)
/EMMEANS=TABLES(Q7) WITH(Q3a=MEAN Q3d=MEAN Q3h=MEAN)
/EMMEANS=TABLES(Gender*Q7) WITH(Q3a=MEAN Q3d=MEAN Q3h=MEAN)
/PRINT=DESCRIPTIVE ETASQ OPOWER HOMOGENEITY
/CRITERIA=ALPHA(.05)
/DESIGN=Q3a Q3d Q3h Gender Q7 Gender*Q7.

```

General Linear Model

Notes

Output Created		24-APR-2019 16:21:36
Comments		
Input	Data	C: \Users\1002678\Downloads\filmtv15 data (16).sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	543
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the model.

Notes

Syntax		GLM Q23g Q23i Q23j BY Gender Q7 WITH Q3a Q3d Q3h /METHOD=SSTYPE(3) /INTERCEPT=INCLUDE /EMMEANS=TABLES(Gender) WITH(Q3a=MEAN Q3d=MEAN Q3h=MEAN) /EMMEANS=TABLES(Q7) WITH (Q3a=MEAN Q3d=MEAN Q3h=MEAN) /EMMEANS=TABLES(Gender*Q7) WITH(Q3a=MEAN Q3d=MEAN Q3h=MEAN) /PRINT=DESCRIPTIVE ETASQ OPOWER HOMOGENEITY /CRITERIA=ALPHA(.05) /DESIGN=Q3a Q3d Q3h Gender Q7 Gender*Q7.	
Resources	Processor Time		00:00:00.03
	Elapsed Time		00:00:00.05

Between-Subjects Factors

		Value Label	N
Gender	1	1-Male	141
	2	2-Female	222
Q7. How did you watch this movie 1	1	1-In theater	85
	2	2-On TV/cable	84
	3	3-DVD or BluRay	90
	4	4-Online	104

Descriptive Statistics

	Gender	Q7. How did you watch this movie 1	Mean	Std. Deviation
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1-Male	1-In theater	3.52	2.098
		2-On TV/cable	4.42	2.317
		3-DVD or BluRay	4.27	2.140
		4-Online	2.94	2.068
		Total	3.62	2.186
	2-Female	1-In theater	3.65	2.181
		2-On TV/cable	2.98	2.211
		3-DVD or BluRay	4.18	2.376
		4-Online	3.07	2.034
		Total	3.44	2.246
	Total	1-In theater	3.59	2.129
		2-On TV/cable	3.31	2.302
		3-DVD or BluRay	4.21	2.281
		4-Online	3.01	2.041
		Total	3.51	2.222
Q23i. I have a collection of DVDs and/or BluRays.	1-Male	1-In theater	3.95	2.071
		2-On TV/cable	5.05	1.985
		3-DVD or BluRay	4.94	1.968
		4-Online	3.62	2.038
		Total	4.22	2.091
	2-Female	1-In theater	4.05	2.193
		2-On TV/cable	4.25	2.305
		3-DVD or BluRay	5.09	2.090
		4-Online	4.26	2.224
		Total	4.43	2.229
	Total	1-In theater	4.00	2.121
		2-On TV/cable	4.43	2.251
		3-DVD or BluRay	5.03	2.036
		4-Online	3.97	2.156
		Total	4.35	2.176
Q23j. Often we watch movies in the car on trips, short or long.	1-Male	1-In theater	2.90	1.948
		2-On TV/cable	2.47	1.837
		3-DVD or BluRay	2.58	1.871
		4-Online	2.28	1.664
		Total	2.56	1.822
	2-Female	1-In theater	2.79	2.122
		2-On TV/cable	2.29	1.958

Descriptive Statistics

	Gender	Q7. How did you watch this movie 1	N
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1-Male	1-In theater	42
		2-On TV/cable	19
		3-DVD or BluRay	33
		4-Online	47
		Total	141
	2-Female	1-In theater	43
		2-On TV/cable	65
		3-DVD or BluRay	57
		4-Online	57
		Total	222
	Total	1-In theater	85
		2-On TV/cable	84
		3-DVD or BluRay	90
		4-Online	104
		Total	363
Q23i. I have a collection of DVDs and/or BluRays.	1-Male	1-In theater	42
		2-On TV/cable	19
		3-DVD or BluRay	33
		4-Online	47
		Total	141
	2-Female	1-In theater	43
		2-On TV/cable	65
		3-DVD or BluRay	57
		4-Online	57
		Total	222
	Total	1-In theater	85
		2-On TV/cable	84
		3-DVD or BluRay	90
		4-Online	104
		Total	363
Q23j. Often we watch movies in the car on trips, short or long.	1-Male	1-In theater	42
		2-On TV/cable	19
		3-DVD or BluRay	33
		4-Online	47
		Total	141
	2-Female	1-In theater	43
		2-On TV/cable	65
		3-DVD or BluRay	57
		4-Online	57
		Total	222

Descriptive Statistics

Gender	Q7. How did you watch this movie 1	Mean	Std. Deviation
	3-DVD or BluRay	2.56	2.009
	4-Online	2.72	1.971
	Total	2.57	2.003
Total	1-In theater	2.85	2.027
	2-On TV/cable	2.33	1.922
	3-DVD or BluRay	2.57	1.949
	4-Online	2.52	1.843
	Total	2.56	1.932

Descriptive Statistics

Gender	Q7. How did you watch this movie 1	N
	3-DVD or BluRay	57
	4-Online	57
	Total	222
Total	1-In theater	85
	2-On TV/cable	84
	3-DVD or BluRay	90
	4-Online	104
	Total	363

Box's Test of Equality of Covariance Matrices^a

Box's M	42.222
F	.973
df1	42
df2	79218.693
Sig.	.521

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Q3a + Q3d + Q3h + Gender + Q7 + Gender * Q7

Multivariate Tests^a

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.508	120.677 ^b	3.000	350.000	.000
	Wilks' Lambda	.492	120.677 ^b	3.000	350.000	.000
	Hotelling's Trace	1.034	120.677 ^b	3.000	350.000	.000
	Roy's Largest Root	1.034	120.677 ^b	3.000	350.000	.000
Q3a	Pillai's Trace	.045	5.464 ^b	3.000	350.000	.001
	Wilks' Lambda	.955	5.464 ^b	3.000	350.000	.001
	Hotelling's Trace	.047	5.464 ^b	3.000	350.000	.001
	Roy's Largest Root	.047	5.464 ^b	3.000	350.000	.001
Q3d	Pillai's Trace	.022	2.645 ^b	3.000	350.000	.049
	Wilks' Lambda	.978	2.645 ^b	3.000	350.000	.049
	Hotelling's Trace	.023	2.645 ^b	3.000	350.000	.049
	Roy's Largest Root	.023	2.645 ^b	3.000	350.000	.049
Q3h	Pillai's Trace	.004	.434 ^b	3.000	350.000	.729
	Wilks' Lambda	.996	.434 ^b	3.000	350.000	.729
	Hotelling's Trace	.004	.434 ^b	3.000	350.000	.729
	Roy's Largest Root	.004	.434 ^b	3.000	350.000	.729
Gender	Pillai's Trace	.010	1.182 ^b	3.000	350.000	.316
	Wilks' Lambda	.990	1.182 ^b	3.000	350.000	.316
	Hotelling's Trace	.010	1.182 ^b	3.000	350.000	.316
	Roy's Largest Root	.010	1.182 ^b	3.000	350.000	.316
Q7	Pillai's Trace	.080	3.207	9.000	1056.000	.001
	Wilks' Lambda	.921	3.239	9.000	851.959	.001
	Hotelling's Trace	.084	3.255	9.000	1046.000	.001
	Roy's Largest Root	.064	7.476 ^c	3.000	352.000	.000
Gender * Q7	Pillai's Trace	.028	1.089	9.000	1056.000	.368
	Wilks' Lambda	.973	1.090	9.000	851.959	.368
	Hotelling's Trace	.028	1.089	9.000	1046.000	.368
	Roy's Largest Root	.022	2.622 ^c	3.000	352.000	.051

Multivariate Tests^a

Effect		Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.508	362.030	1.000
	Wilks' Lambda	.508	362.030	1.000
	Hotelling's Trace	.508	362.030	1.000
	Roy's Largest Root	.508	362.030	1.000
Q3a	Pillai's Trace	.045	16.392	.937
	Wilks' Lambda	.045	16.392	.937
	Hotelling's Trace	.045	16.392	.937
	Roy's Largest Root	.045	16.392	.937
Q3d	Pillai's Trace	.022	7.935	.645
	Wilks' Lambda	.022	7.935	.645
	Hotelling's Trace	.022	7.935	.645
	Roy's Largest Root	.022	7.935	.645
Q3h	Pillai's Trace	.004	1.301	.137
	Wilks' Lambda	.004	1.301	.137
	Hotelling's Trace	.004	1.301	.137
	Roy's Largest Root	.004	1.301	.137
Gender	Pillai's Trace	.010	3.547	.317
	Wilks' Lambda	.010	3.547	.317
	Hotelling's Trace	.010	3.547	.317
	Roy's Largest Root	.010	3.547	.317
Q7	Pillai's Trace	.027	28.866	.982
	Wilks' Lambda	.027	23.573	.948
	Hotelling's Trace	.027	29.295	.983
	Roy's Largest Root	.060	22.427	.986
Gender * Q7	Pillai's Trace	.009	9.805	.550
	Wilks' Lambda	.009	7.948	.447
	Hotelling's Trace	.009	9.805	.550
	Roy's Largest Root	.022	7.866	.641

a. Design: Intercept + Q3a + Q3d + Q3h + Gender + Q7 + Gender * Q7

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

d. Computed using alpha = .05

Levene's Test of Equality of Error Variances^a

	F	df1	df2	Sig.
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.998	7	355	.432
Q23i. I have a collection of DVDs and/or BluRays.	1.559	7	355	.147
Q23j. Often we watch movies in the car on trips, short or long.	.934	7	355	.480

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Q3a + Q3d + Q3h + Gender + Q7 + Gender * Q7

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F
Corrected Model	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	177.733 ^a	10	17.773	3.888
	Q23i. I have a collection of DVDs and/or BluRays.	199.889 ^b	10	19.989	4.646
	Q23j. Often we watch movies in the car on trips, short or long.	31.561 ^c	10	3.156	.842
Intercept	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	952.703	1	952.703	208.427
	Q23i. I have a collection of DVDs and/or BluRays.	1382.336	1	1382.336	321.309
	Q23j. Often we watch movies in the car on trips, short or long.	310.548	1	310.548	82.834
Q3a	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	37.091	1	37.091	8.115
	Q23i. I have a collection of DVDs and/or BluRays.	64.709	1	64.709	15.041
	Q23j. Often we watch movies in the car on trips, short or long.	13.891	1	13.891	3.705

Tests of Between-Subjects Effects

Source	Dependent Variable	Sig.	Partial Eta Squared	Noncent. Parameter
Corrected Model	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.000	.099	38.884
	Q23i. I have a collection of DVDs and/or BluRays.	.000	.117	46.462
	Q23j. Often we watch movies in the car on trips, short or long.	.589	.023	8.418
Intercept	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.000	.372	208.427
	Q23i. I have a collection of DVDs and/or BluRays.	.000	.477	321.309
	Q23j. Often we watch movies in the car on trips, short or long.	.000	.190	82.834
Q3a	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.005	.023	8.115
	Q23i. I have a collection of DVDs and/or BluRays.	.000	.041	15.041
	Q23j. Often we watch movies in the car on trips, short or long.	.055	.010	3.705

Tests of Between-Subjects Effects

Source	Dependent Variable	Observed Power ^d
Corrected Model	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.997
	Q23i. I have a collection of DVDs and/or BluRays.	.999
	Q23j. Often we watch movies in the car on trips, short or long.	.446
Intercept	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1.000
	Q23i. I have a collection of DVDs and/or BluRays.	1.000
	Q23j. Often we watch movies in the car on trips, short or long.	1.000
Q3a	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.811
	Q23i. I have a collection of DVDs and/or BluRays.	.972
	Q23j. Often we watch movies in the car on trips, short or long.	.484

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F
Q3d	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	19.857	1	19.857	4.344
	Q23i. I have a collection of DVDs and/or BluRays.	28.972	1	28.972	6.734
	Q23j. Often we watch movies in the car on trips, short or long.	.313	1	.313	.084
Q3h	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	2.938	1	2.938	.643
	Q23i. I have a collection of DVDs and/or BluRays.	1.038	1	1.038	.241
	Q23j. Often we watch movies in the car on trips, short or long.	1.505	1	1.505	.401
Gender	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	12.398	1	12.398	2.712
	Q23i. I have a collection of DVDs and/or BluRays.	.472	1	.472	.110
	Q23j. Often we watch movies in the car on trips, short or long.	.019	1	.019	.005
Q7	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	75.195	3	25.065	5.484
	Q23i. I have a collection of DVDs and/or BluRays.	76.218	3	25.406	5.905
	Q23j. Often we watch movies in the car on trips, short or long.	10.861	3	3.620	.966
Gender * Q7	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	32.537	3	10.846	2.373
	Q23i. I have a collection of DVDs and/or BluRays.	25.254	3	8.418	1.957
	Q23j. Often we watch movies in the car on trips, short or long.	5.901	3	1.967	.525

Tests of Between-Subjects Effects

Source	Dependent Variable	Sig.	Partial Eta Squared	Noncent. Parameter
Q3d	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.038	.012	4.344
	Q23i. I have a collection of DVDs and/or BluRays.	.010	.019	6.734
	Q23j. Often we watch movies in the car on trips, short or long.	.773	.000	.084
Q3h	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.423	.002	.643
	Q23i. I have a collection of DVDs and/or BluRays.	.624	.001	.241
	Q23j. Often we watch movies in the car on trips, short or long.	.527	.001	.401
Gender	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.100	.008	2.712
	Q23i. I have a collection of DVDs and/or BluRays.	.741	.000	.110
	Q23j. Often we watch movies in the car on trips, short or long.	.943	.000	.005
Q7	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.001	.045	16.451
	Q23i. I have a collection of DVDs and/or BluRays.	.001	.048	17.716
	Q23j. Often we watch movies in the car on trips, short or long.	.409	.008	2.897
Gender * Q7	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.070	.020	7.118
	Q23i. I have a collection of DVDs and/or BluRays.	.120	.016	5.870
	Q23j. Often we watch movies in the car on trips, short or long.	.666	.004	1.574

Tests of Between-Subjects Effects

Source	Dependent Variable	Observed Power ^d
Q3d	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.547
	Q23i. I have a collection of DVDs and/or BluRays.	.735
	Q23j. Often we watch movies in the car on trips, short or long.	.060
Q3h	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.126
	Q23i. I have a collection of DVDs and/or BluRays.	.078
	Q23j. Often we watch movies in the car on trips, short or long.	.097
Gender	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.376
	Q23i. I have a collection of DVDs and/or BluRays.	.063
	Q23j. Often we watch movies in the car on trips, short or long.	.051
Q7	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.938
	Q23i. I have a collection of DVDs and/or BluRays.	.954
	Q23j. Often we watch movies in the car on trips, short or long.	.263
Gender * Q7	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	.592
	Q23i. I have a collection of DVDs and/or BluRays.	.503
	Q23j. Often we watch movies in the car on trips, short or long.	.157

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F
Error	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1608.961	352	4.571	
	Q23i. I have a collection of DVDs and/or BluRays.	1514.376	352	4.302	
	Q23j. Often we watch movies in the car on trips, short or long.	1319.668	352	3.749	
Total	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	6265.000	363		
	Q23i. I have a collection of DVDs and/or BluRays.	8574.000	363		
	Q23j. Often we watch movies in the car on trips, short or long.	3739.000	363		
Corrected Total	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1786.694	362		
	Q23i. I have a collection of DVDs and/or BluRays.	1714.264	362		
	Q23j. Often we watch movies in the car on trips, short or long.	1351.229	362		

Tests of Between-Subjects Effects

Source	Dependent Variable	Sig.	Partial Eta Squared	Noncent. Parameter
Error	<p>Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.</p> <p>Q23i. I have a collection of DVDs and/or BluRays.</p> <p>Q23j. Often we watch movies in the car on trips, short or long.</p>			
Total	<p>Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.</p> <p>Q23i. I have a collection of DVDs and/or BluRays.</p> <p>Q23j. Often we watch movies in the car on trips, short or long.</p>			
Corrected Total	<p>Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.</p> <p>Q23i. I have a collection of DVDs and/or BluRays.</p> <p>Q23j. Often we watch movies in the car on trips, short or long.</p>			

Tests of Between-Subjects Effects

Source	Dependent Variable	Observed Power ^d
Error	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media. Q23i. I have a collection of DVDs and/or BluRays. Q23j. Often we watch movies in the car on trips, short or long.	
Total	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media. Q23i. I have a collection of DVDs and/or BluRays. Q23j. Often we watch movies in the car on trips, short or long.	
Corrected Total	Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media. Q23i. I have a collection of DVDs and/or BluRays. Q23j. Often we watch movies in the car on trips, short or long.	

a. R Squared = .099 (Adjusted R Squared = .074)

b. R Squared = .117 (Adjusted R Squared = .092)

c. R Squared = .023 (Adjusted R Squared = -.004)

d. Computed using alpha = .05

Estimated Marginal Means

1. Gender

Dependent Variable	Gender	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1-Male	3.842 ^a	.192	3.465	4.219
	2-Female	3.445 ^a	.145	3.159	3.731
Q23i. I have a collection of DVDs and/or BluRays.	1-Male	4.456 ^a	.186	4.090	4.822
	2-Female	4.379 ^a	.141	4.102	4.656
Q23j. Often we watch movies in the car on trips, short or long.	1-Male	2.569 ^a	.174	2.228	2.911
	2-Female	2.585 ^a	.132	2.326	2.843

a. Covariates appearing in the model are evaluated at the following values: Q3a. Watch television = 2.16, Q3d. Read a book = 3.87, Q3h. "Surf" the Internet "for pleasure," not work = 1.65.

2. Q7. How did you watch this movie 1

Dependent Variable	Q7. How did you watch this movie 1	Mean	Std. Error	95% ...
				Lower Bound
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1-In theater	3.570 ^a	.233	3.112
	2-On TV/cable	3.701 ^a	.282	3.147
	3-DVD or BluRay	4.290 ^a	.235	3.828
	4-Online	3.014 ^a	.211	2.598
Q23i. I have a collection of DVDs and/or BluRays.	1-In theater	3.987 ^a	.226	3.543
	2-On TV/cable	4.627 ^a	.273	4.089
	3-DVD or BluRay	5.095 ^a	.228	4.647
	4-Online	3.962 ^a	.205	3.558
Q23j. Often we watch movies in the car on trips, short or long.	1-In theater	2.870 ^a	.211	2.456
	2-On TV/cable	2.331 ^a	.255	1.829
	3-DVD or BluRay	2.582 ^a	.212	2.164
	4-Online	2.525 ^a	.191	2.148

2. Q7. How did you watch this movie 1

Dependent Variable	Q7. How did you watch this movie 1	95% Confidence
		Upper Bound
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1-In theater	4.028
	2-On TV/cable	4.255
	3-DVD or BluRay	4.751
	4-Online	3.430
Q23i. I have a collection of DVDs and/or BluRays.	1-In theater	4.431
	2-On TV/cable	5.164
	3-DVD or BluRay	5.542
	4-Online	4.365
Q23j. Often we watch movies in the car on trips, short or long.	1-In theater	3.285
	2-On TV/cable	2.833
	3-DVD or BluRay	2.999
	4-Online	2.901

a. Covariates appearing in the model are evaluated at the following values: Q3a. Watch television = 2.16, Q3d. Read a book = 3.87, Q3h. "Surf" the Internet "for pleasure," not work = 1.65.

3. Gender * Q7. How did you watch this movie 1

Dependent Variable	Gender	Q7. How did you watch this movie 1	Mean	Std. Error
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1-Male	1-In theater	3.505 ^a	.330
		2-On TV/cable	4.482 ^a	.492
		3-DVD or BluRay	4.447 ^a	.375
		4-Online	2.934 ^a	.313
	2-Female	1-In theater	3.635 ^a	.327
		2-On TV/cable	2.920 ^a	.269
		3-DVD or BluRay	4.132 ^a	.283
		4-Online	3.094 ^a	.284
Q23i. I have a collection of DVDs and/or BluRays.	1-Male	1-In theater	3.938 ^a	.321
		2-On TV/cable	5.106 ^a	.478
		3-DVD or BluRay	5.153 ^a	.364
		4-Online	3.627 ^a	.303
	2-Female	1-In theater	4.036 ^a	.317
		2-On TV/cable	4.147 ^a	.261
		3-DVD or BluRay	5.036 ^a	.275
		4-Online	4.296 ^a	.275
Q23j. Often we watch movies in the car on trips, short or long.	1-Male	1-In theater	2.924 ^a	.299
		2-On TV/cable	2.446 ^a	.446
		3-DVD or BluRay	2.605 ^a	.340
		4-Online	2.301 ^a	.283

3. Gender * Q7. How did you watch this movie 1

Dependent Variable	Gender	Q7. How did you watch this movie 1	95% Confidence Interval	
			Lower Bound	Upper Bound
Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media.	1-Male	1-In theater	2.856	4.155
		2-On TV/cable	3.514	5.450
		3-DVD or BluRay	3.709	5.185
		4-Online	2.319	3.549
	2-Female	1-In theater	2.992	4.278
		2-On TV/cable	2.391	3.449
		3-DVD or BluRay	3.575	4.690
		4-Online	2.536	3.652
Q23i. I have a collection of DVDs and/or BluRays.	1-Male	1-In theater	3.308	4.568
		2-On TV/cable	4.167	6.046
		3-DVD or BluRay	4.437	5.870
		4-Online	3.030	4.224
	2-Female	1-In theater	3.413	4.660
		2-On TV/cable	3.633	4.660
		3-DVD or BluRay	4.495	5.577
		4-Online	3.754	4.838
Q23j. Often we watch movies in the car on trips, short or long.	1-Male	1-In theater	2.336	3.513
		2-On TV/cable	1.570	3.323
		3-DVD or BluRay	1.936	3.273
		4-Online	1.744	2.858

3. Gender * Q7. How did you watch this movie 1

Dependent Variable	Gender	Q7. How did you watch this movie 1	Mean	Std. Error
	2-Female	1-In theater	2.816 ^a	.296
		2-On TV/cable	2.216 ^a	.244
		3-DVD or BluRay	2.558 ^a	.257
		4-Online	2.748 ^a	.257

3. Gender * Q7. How did you watch this movie 1

Dependent Variable	Gender	Q7. How did you watch this movie 1	95% Confidence Interval	
			Lower Bound	Upper Bound
	2-Female	1-In theater	2.234	3.398
		2-On TV/cable	1.736	2.695
		3-DVD or BluRay	2.053	3.063
		4-Online	2.243	3.254

a. Covariates appearing in the model are evaluated at the following values: Q3a. Watch television = 2.16, Q3d. Read a book = 3.87, Q3h. "Surf" the Internet "for pleasure," not work = 1.65.