Table 1: Multivariate Statistics for MANOVA (OVERALL)

Effect		Value	F- Value	Sig.	Observed Power
Main Effect: Gender	Pillai's Trace	.009	1.056b	.368	.286
	Wilks' Lambda	.991	1.056b	.368	.286
	Hotelling's Trace	.009	1.056b	.368	.286
	Roy's Largest Root	.009	1.056b	.368	.286
Main Effect: Q7 – How did you watch this movie?	Pillai's Trace	.070	2.847	.003	.965
	Wilks' Lambda	.931	2.868	.002	.914
	Hotelling's Trace	.074	2.877	.002	.967
	Roy's Largest Root	.054	6.400c	<.001	.968
Interaction: Gender * Q7 – How did you watch this movie?	Pillai's Trace	.023	.907	.519	.460
	Wilks' Lambda	.977	.905	.520	.370
	Hotelling's Trace	.023	.904	.521	.459
	Roy's Largest Root	.017	2.050c	.107	.524

a. Design: Intercept + 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.

Table 2.
Two-Factor ANOVA Predicting Q23g. When I like a TV show, sometimes I buy the complete season on DVD or other media

	Mean	*sd*	*n*	Sum of Squares	*df*	Mean Square	F	Sig.	Partial eta^2
Main Effect: Gender				8.024	1	8.024	1.694	.194	.005
1 Male	3.62	2.186	141						
2 Female	3.44	2.246	222						
Main Effect: Q7. How did you watch this movie?				69.841	3	23.280	4.916	.002	.040
1 In theater	3.59^{ab}	2.129	85						
2 On TV/cable	3.31^{a}	2.302	84						
3 Via DVD/BluRay	4.21^{b}	2.281	90						
4 Online	3.01^{a}	2.041	104						
Interaction: Gender X Q7				27.845	3	9.282	1.960	.120	.016
Male/In theater	3.52	2.098	42						
Female/In theater	3.65	2.181	43						
Male/On TV/cable	4.42	2.317	19						
Female/On TV/cable	2.98	2.211	65						
Male/Via DVD/BluRay	4.27	2.140	33						
Female/Via DVD/BluRay	4.18	2.376	57						
Male/Online	2.94	2.068	47						
Female/Online	3.07	2.034	57						
Error				1681.2	355	4.736			
Corrected Total				1786.7	362				

NOTE: The grand mean for this analysis was 3.51
NOTE: For the main effect of Q7, those means that do not share a superscript are significantly different at $p < .05$.

Figure 1. Nearly near-significant interaction of gender and Q7 in the prediction of Q23g.

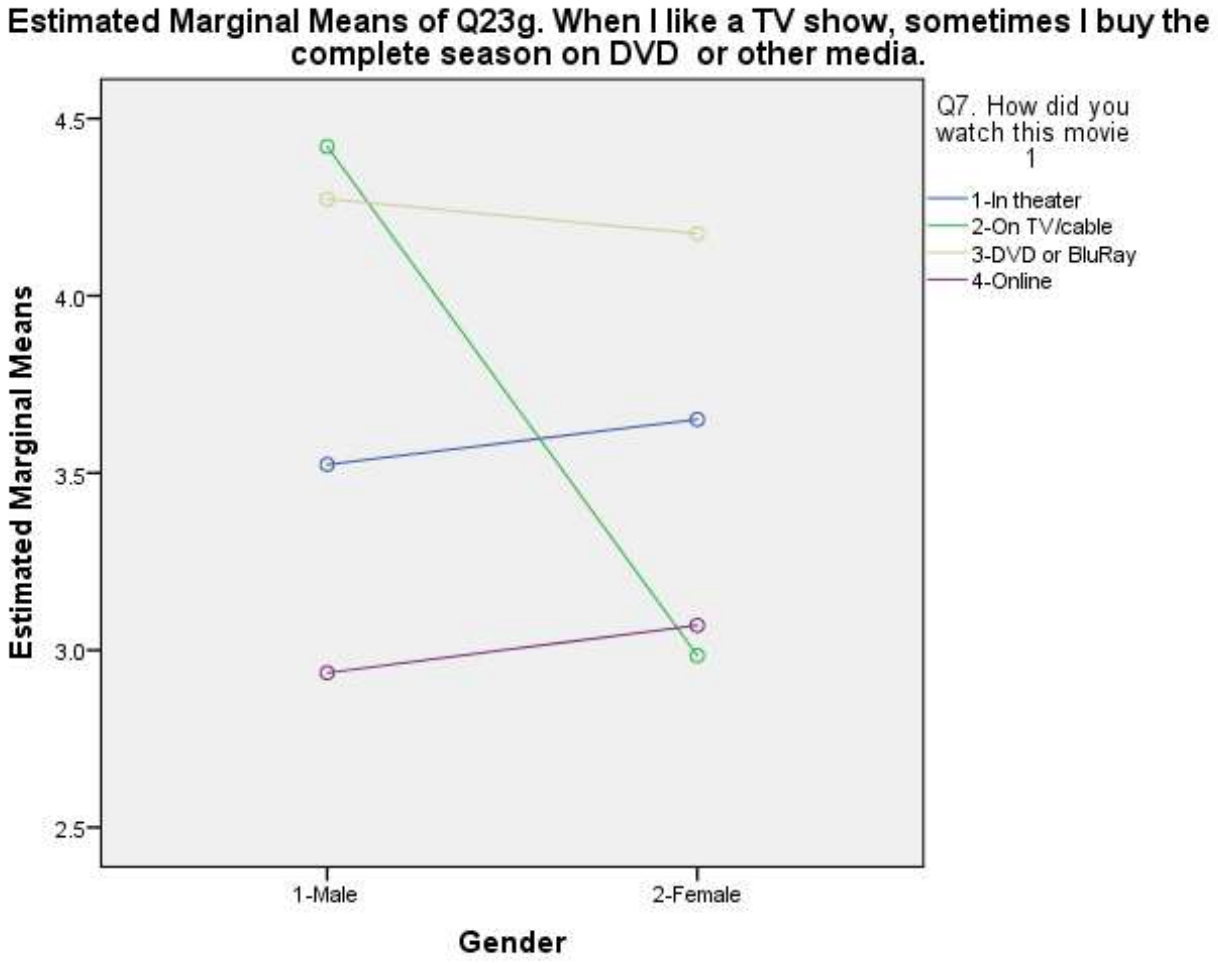

Table 3.
Two-Factor ANOVA predicting Q23i. I have a collection of DVDs and/or BlueRays

	Mean	*sd*	*n*	Sum of Squares	*df*	Mean Square	F	Sig.	Partial eta^2
Main Effect: Gender				.033	1	.033	.007	.932	.000
1 Male	4.22	2.091	141						
2 Female	4.43	2.229	222						
Main Effect: Q7. How did you watch this movie?				69.835	3	23.278	5.084	.002	.041
1 In theater	4.00[a]	2.121	85						
2 On TV/cable	4.43[ab]	2.251	84						
3 Via DVD/BluRay	5.03[b]	2.036	90						
4 Online	3.97[a]	2.156	104						
Interaction: Gender X Q7				19.782	3	6.594	1.440	.231	.012
Male/In theater	3.95	2.071	42						
Female/In theater	4.05	2.193	43						
Male/On TV/cable	5.05	1.985	19						
Female/On TV/cable	4.25	2.305	65						
Male/Via DVD/BluRay	4.94	1.968	33						
Female/Via DVD/BluRay	5.09	2.090	57						
Male/Online	3.62	2.038	47						
Female/Online	4.26	2.224	57						
Error				1625.4	355	4.579			
Corrected Total				1714.3	362				

NOTE: The grand mean for this analysis 4.35

Table 4.
Two-Factor ANOVA Q23j. Often we watch movies in the car on trips, short or long.

	Mean	*sd*	*n*	Sum of Squares	*df*	Mean Square	F	Sig.	Partial eta^2
Main Effect: Gender				.088	1	.088	.023	.879	.000
1 Male	2.56	1.822	141						
2 Female	2.57	2.003	222						
Main Effect: Q7. How did you watch this movie?				9.070	3	3.023	.805	.492	.007
1 In theater	2.85	2.027	85						
2 On TV/cable	2.33	1.922	84						
3 Via DVD/BluRay	2.57	1.949	90						
4 Online	2.52	1.843	104						
Interaction: Gender X Q7				5.375	3	1.792	.477	.699	.004
Male/In theater	2.90	1.948	42						
Female/In theater	2.79	2.122	43						
Male/On TV/cable	2.47	1.837	19						
Female/On TV/cable	2.29	1.958	65						
Male/Via DVD/BluRay	2.58	1.871	33						
Female/Via DVD/BluRay	2.56	2.009	57						
Male/Online	2.28	1.664	47						
Female/Online	2.72	1.971	57						
Error				1333.9	355	3.758			
Corrected Total				1351.2	362				

NOTE: The grand mean for this analysis was 2.56