**Table 1. Hierarchical Multiple Regression Predicting Movie Cheer Up**

PREDICTED VARIABLE r FINAL BETA R2 CHANGE TOTAL R2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. | **Demographics** |  |  | .067\*\*\* | .067\*\*\* |
|  | Age | -.172\*\*\* | -.121\* |  |  |
|  | Education | -.152\*\* | -.108\* |  |  |
|  | Income | -.191\*\*\* | -.132\* |  |  |
| 2. | **Movie Attraction** |  |  | .043\*\* | .111\*\*\* |
|  | Q22b: Director of the film | .128\*\* | .071 |  |  |
|  | Q22c: The stars of the film | .103\* | .011 |  |  |
|  | Q22d: The recency of the film | .198\*\*\* | .176\*\* |  |  |
| 3. | **Repeated Viewing** |  |  | .005 | .115\*\*\* |
|  | Q23a: Often watch movie again and again | -.039 | -.101 |  |  |
|  | Q23h: Know much of the dialogue | .032 | .066 |  |  |
| 4. | **Movie Viewing Patterns** |  |  | .011 | .127\*\*\* |
|  | Q18c: Horror films | .064 | .003 |  |  |
|  | Q18f: Comedy films | .071a | .063 |  |  |
|  | Q18j: Action films | -.067 | -.100a |  |  |
|  | Q18j: Animated films | .046 | .034 |  |  |

R2 = .127

Adjusted R2 = .097

F = 4.226, df = 12,350, *p* < .001

Note: a.05 < *p* < .10 \**p* < .05; \*\**p* < .01; \*\*\**p* < .001