

Table 1. Hierarchical Multiple Regression Predicting Movie Cheer Up

	PREDICTED VARIABLE	r	FINAL BETA	R ² CHANGE	TOTAL R ²
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	.071 ^a	.063		
	Q18j: Action films	-.067	-.100 ^a		
	Q18j: Animated films	.046	.034		

R² = .127

Adjusted R² = .097

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

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