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| --- | --- | --- | --- | --- |
| **ANOVA Effect Sizes**a,b |  |  |  |  |
|  |  | Point Estimate | 95% Confidence Interval |  |
|  | Lower | Upper |
| (Q5a)Movie Items: How important in your selection of a movie theatre is: video arcade at the Movie Theatre | Eta-squared | .007 | .000 | .020 |
| Epsilon-squared | -.002 | -.009 | .011 |
| Omega-squared Fixed-effect | -.002 | -.009 | .011 |
| Omega-squared Random-effect | -.001 | -.002 | .003 |
| (Q5b)Movie Items: How important in your selection of a movie theatre is: Soft drinks and food | Eta-squared | .017 | .000 | .039 |
| Epsilon-squared | .008 | -.009 | .030 |
| Omega-squared Fixed-effect | .008 | -.009 | .030 |
| Omega-squared Random-effect | .002 | -.002 | .008 |
| (Q5c)Movie Items: How important in your selection of a movie theatre is: Plentiful restrooms | Eta-squared | .025 | .000 | .052 |
| Epsilon-squared | .016 | -.009 | .043 |
| Omega-squared Fixed-effect | .016 | -.009 | .043 |
| Omega-squared Random-effect | .004 | -.002 | .011 |
| (Q5d)Movie Items: How important in your selection of a movie theatre is: Comfortable chairs | Eta-squared | .003 | .000 | .011 |
| Epsilon-squared | -.006 | -.009 | .002 |
| Omega-squared Fixed-effect | -.006 | -.009 | .002 |
| Omega-squared Random-effect | -.001 | -.002 | .001 |
| (Q5e)Movie Items: How important in your selection of a movie theatre is: Auditorium type seating | Eta-squared | .002 | .000 | .006 |
| Epsilon-squared | -.007 | -.009 | -.003 |
| Omega-squared Fixed-effect | -.007 | -.009 | -.003 |
| Omega-squared Random-effect | -.002 | -.002 | -.001 |
| (Q5f)Movie Items: How important in your selection of a movie theatre is: Size of screen(s) | Eta-squared | .011 | .000 | .028 |
| Epsilon-squared | .002 | -.009 | .019 |
| Omega-squared Fixed-effect | .002 | -.009 | .019 |
| Omega-squared Random-effect | .000 | -.002 | .005 |
| (Q5g)Movie Items: How important in your selection of a movie theatre is: Quality of sound system | Eta-squared | .010 | .000 | .027 |
| Epsilon-squared | .001 | -.009 | .018 |
| Omega-squared Fixed-effect | .001 | -.009 | .018 |
| Omega-squared Random-effect | .000 | -.002 | .005 |
| (Q5h)Movie Items: How important in your selection of a movie theatre is: Number of screens available | Eta-squared | .013 | .000 | .033 |
| Epsilon-squared | .004 | -.009 | .024 |
| Omega-squared Fixed-effect | .004 | -.009 | .024 |
| Omega-squared Random-effect | .001 | -.002 | .006 |
| (Q5i)Movie Items: How important in your selection of a movie theatre is: Clean restrooms | Eta-squared | .003 | .000 | .008 |
| Epsilon-squared | -.006 | -.009 | -.001 |
| Omega-squared Fixed-effect | -.006 | -.009 | -.001 |
| Omega-squared Random-effect | -.002 | -.002 | .000 |

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| a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model. |  |  |  |  |
| b. Negative but less biased estimates are retained, not rounded to zero. |  |  |  |  |