SUPPLEMENTAL MATERIAL

Supplemental Table B. Exploratory Factor Analysis on Movie Preferences.

	Movie Preferences			
	Action-Oriented	Light	Complex	Thrilling
Action	.82			
Adventure	.77			
Science fiction	.55			
Western	.55			
War	.53			
Family		.77		
Romance		.76		
Comedy		.63		
Musical		.59		
Drama		.52		
Animation		.50		
Biographical			.80	
Historical			.73	
Classics			.61	
Documentary			.58	
Independent			.51	
Horror				.76
Erotic				.65
Crime thriller				.61
Mystery				.58
Psychological thriller				.54
Eigenvalues	3.72	2.76	2.14	1.69
% of variance explained	17.72	13.14	10.20	8.04
Cumulative % of variance explained	17.72	30.87	41.07	49.12

Note. Only factor loadings with values of .40 or higher (after promax rotation) are shown.