

Variable	Functional				Interactive				Critical			
	B	Beta	t_{550}	P	B	Beta	t_{550}	P	B	Beta	t_{550}	P
Gender	-.18	-.03	-.77	.44	.28	.05	1.20	.23	.43	.05	1.37	.17
Seeking health issues	.36	.13	2.48	.01	1.07	.35	7.18	<.001	.91	.23	4.64	<.001
Consuming organic food	-.20	-.08	-1.82	.07	-.04	-.02	-.38	.71	-.07	-.02	-.45	.67
Health concern	.34	.11	2.36	.02	.31	.10	2.15	.03	1.04	.25	5.48	<.001
Major	1.92	.30	7.55	<.001	1.23	.18	4.78	<.001	.84	.10	2.47	.01
	$R = .39 \quad \Delta^a R^2 = .14$				$R = .48 \quad \Delta R^2 = .22$				$R = .45 \quad \Delta R^2 = .20$			
	$F_{5,550} = 19.11$				$F_{5,550} = 32.83$				$F_{5,550} = 28.11$			

^a Δ : Adjusted.