Marketing to Millennials: how to meet their political, social, and practical needs

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ABSTRACT

Millennials, the digital generation of consumers 80 million strong, pose a serious challenge to marketers because of their ability to dodge advertising as they navigate the Internet in search of media content. This study examines how political, social, and practical needs of Millennials drive them to seek specific types of media content, identifying opportunities for advertisers to maximize their relevance to the Millennial consumer by recognizing and responding to their motivations. Analysis of the motivations for media use among a national sample of Millennials reveals how political, social, and practical needs combine with demographics and attitudinal variables to drive consumption of content reflecting hard news, pop culture, how-to, nurturing, fitness and food, and sports among Millennial consumers. The same types of content provide different benefits to Millennials who are driven by different motivations. Understanding why Millennials seek specific types of content allows advertisers to better target them by resonating with their motivations for using advertising media.

Keywords: Millennials, advertising, uses and gratifications, media, targeting

INTRODUCTION

Millennials, the consumer segment of 80 million people born between 1980 and 2000, who constitute America's largest living generation (Andrews, 2016; Fry, 2016), present a significant challenge to marketers today. They are substantially different from previous generations: more racially diverse, more politically independent, more likely to remain unmarried longer, more likely to have at least a bachelor's degree, and more likely to be financially burdened (Drake, 2014; Fry, 2017). They are also less geographically mobile, less likely to own a home, less likely to trust other people, less likely to self-identify as environmentalists or as "patriotic," and less likely to affiliate with religious institutions than previous generations (Drake, 2014; Fry, 2017; Pew, 2014), and more likely to be optimistic about the future of America (Pew, 2014).

Of fundamental significance to marketers is the fact that Millennials, the first completely digital generation (Pew, 2014), have gained particular expertise in navigating the Internet to successfully avoid exposure to advertising. They subscribe to ad-free content, a large majority of them choosing to pay to download movies, television shows, or music, usually onto mobile devices, free of advertising (The Media Insight Project, 2015). Given their vast number, and their buying power—estimated to be up to $600 billion annually in the United States alone (Andrews 2016, Fry 2016), it is critical for marketers to identify strategies for reaching them during the limited time they spend with advertising media. Understanding what motivates their media behavior will be critical in determining how best to reach them with advertising content that resonates because of its relevance at the time of exposure.

MOTIVES FOR MEDIA CONTENT CONSUMPTION

Previous studies have examined factors that motivate consumption of news and information among various consumer segments, but few, if any, have focused specifically on Millennials. Many such studies apply a uses and gratifications theoretical perspective, which asserts that media consumers are motivated to seek out particular types of content to fulfill individual needs and obtain personal gratifications, and that demographic characteristics and attitudinal variables can predict those motivations. Understanding the reasons for which Millennials seek out particular kinds of content can provide an advantage to advertisers who seek relevant appeals with which to promote goods and services to the Millennial audience.

Researchers who have employed a uses and gratifications framework have found that consumers seek certain types of content based on the content's ability to entertain, to provide help and advice, to perform a social function, to assist in opinion formation, to satisfy the "need to know," and to pass the time (Hastall 2009; Katz, Blumler, and Gurevitch 1974; Kaye and Johnson 2002; Lee 2013; McCombs and Poindexter 1983; Ponder and Haridakis 2015; and Shoemaker 1996).

Related studies have investigated the use of political content, which has often yielded similar motivations. Kaye and Johnson (2002) found that guidance, information seeking/surveillance, entertainment, and social utility motivated use of the Internet to obtain political information in their study of adult Internet users. Ponder and Haridakis (2015) identified three political motives that drive the use of media: idiomatic use, or the way that

individuals use mediated political information for personal utility such as passing time or learning more about oneself; political utility, such as keeping up with the main issues of the day; and political in-group achievement, such as feeling proud when one's party does well.

Understanding what motivates Millennials to use different types of media content would provide the first step in development of a successful marketing strategy to reach them.

RQ1: What are Millennials' motives for using media?

ANTECEDENTS OF MOTIVES FOR MEDIA CONSUMPTION

A number of researchers have examined the demographic characteristics, attitudes, and beliefs that influence the motivations for using media. Lee (2013) investigated how demographic factors predicted motivations among news audiences and found that age, education, race, and gender were significant predictors of news consumption motivations; income was not. In her study, she found that older adults and the more highly educated were more likely to consume news for information and opinion purposes, women were more likely to consume news for information motivations, and younger adults were more likely to consume news for entertainment and social motivations.

Some researchers have identified a link between attitudinal variables and motivations. One variable, community attachment or identification, for example, has been found to predict the use of certain types of media (Burgoon and Burgoon, 1980; Griswold and Moore, 1989; Stamm and Fortini-Campbell, 1983). In other studies, political attitudes and strength of political affiliation have been identified as predictors of motives for media use (Johnson and Kaye, 1998, 2000; Hill and Hughes, 1998; Katz, 1997). Specifically, people who less politically involved are more likely to use the media for entertainment (Kaye and Johnson, 2002).

Understanding the demographic and attitudinal variables that predict motivations for media use would give marketers a head start in targeting Millennials for strategic marketing campaigns.

RQ2: How do antecedents (demographics and attitudes) relate to Millennial's motives for consuming media?
RQ3: How do antecedents and motives combine to predict use of media by Millennials?

The present study seeks to examine consumption of media by Millennials from a uses and gratifications perspective, to determine how demographic characteristics, attitudinal variables, and motives for using media combine to predict the types of media content chosen by Millennials.

METHOD

Sample and Procedures

A national sample of 1,045 cell phone owners between the ages of 18 and 34 completed an online survey between January 5 and February 2, 2015. The unweighted

sample breakdown was 53% female and 47% male; 24% ages 18 to 21, 24% ages 22 to 24, 26% ages 25 to 29, and 26% ages 30 to 34. A majority (56%) was white; 16% African American; 16% Latino; and 12% "other." Education levels were: some graduate school or graduate degree, 15%; some college or college degree, 62%; high school degree or less, 21%. Thirty-eight percent (38%) had household incomes of $50,000 or more, 21% between $30,000 to less than $50,000, 25% between $10,000 to less than $30,000, and 13% less than $10,000. Political party profile of the sample was 32% Democrat, 20% Republican, 22% Independent, and 25% "other." A majority (53%) was employed full time; 23% part time, and 23% unemployed. Twenty-nine percent (29%) were married or living as married; 4% separated or divorced; and 67% never married. Twenty-nine percent (29%) were parents, 70% were not.

The Media Insight Project, an initiative of the American Press Institute (API) and the Associated Press-NORC Center for Public Affairs Research, conducted the survey. The final sample was obtained by screening and recruiting respondents in telephone surveys from two national samples provided by Marketing Systems Group and Scientific Telephone Samples, and was designed to ensure representativeness of the population of individuals 18 to 34 years of age. Of 6,635 adults who provided age information, 2,297 between the ages of 18 and 34 were invited to participate in the online survey. A majority of those (1,759, or 77 percent) agreed to receive an invitation for the Web survey either by email or text message, and a total of 1,045 (59 percent of the 1,759) completed the Web survey, for a final response rate of 14 percent (The Media Insight Project, 2015).

Motivations

The survey included a list of twelve motives for using media similar to those in the uses and gratifications literature, and asked respondents to select all of the "main reasons" they used media for news and information, with news and information defined to include various types of content ("sports, traffic, weather, current events, stocks, politics, lifestyle, entertainment, or any other kinds of news and information that you need to understand the world around you"). Possible responses were coded "0" (not a reason) or "1" (selected as a main reason).

The items were factored using principal components analysis with varimax rotation to extract and interpret motives for using news and information media. An eigenvalue of 1.0 or greater was required to retain a factor. Items were assigned to a particular factor if the primary loading was at least .54 and loading on other factors was no higher than .45. Loadings ranged from .54 to .71. Summing across the individual items within each factor created indexes of each factor, and reliability analysis was conducted for each index. Reliability for the three factors of practical utility, social utility, and political utility ranged from .54 to .65, and the resulting factor rotation accounted for 46.75% of the variance. Results are described for RQ1 below and presented in Table 1 (Appendix).

Antecedents

Using antecedent variables suggested by previous research, the survey assessed demographic characteristics, attitude toward one's community as a place to live, and

perceived importance of the news, including how actively one pursues news and information. Age between 18 and 34 (18-21, 22-24, 25-29, 30-34), education level (less than high school, high school graduate or trade school, some college, college graduate, some graduate school, graduate degree), marital status (never married, separated/ divorced/widowed, married or living as married), parental status (parent or guardian, not), employment level (not employed, employed part-time, employed full-time), strength of political party affiliation, and gender were included as demographic variables. Rating of one's community as a place to live (excellent, good, fair, or poor), importance of personally keeping up with "the news" (not at all, not very, somewhat, very, extremely), and self-characterization as someone who either actively seeks out news and information, or mostly bumps into news and information/hears it from others were included as attitudinal/behavioral antecedents.

Types of Content Sought

A factor analysis was conducted to determine the types of content Millennials use most often. Respondents were asked a series of questions designed to assess which of 24 different types of content they regularly follow, including content about celebrities or pop culture, the arts and culture, sports, music, TV, and movies, local restaurants or entertainment, style, beauty, and fashion, food and cooking, health and fitness, price comparisons or product research, information related to my job, industry, or profession, advice or how-to information, information related to my interests or hobbies, information about my city, town, or neighborhood, traffic or weather, national politics or government, religion or faith, healthcare and medical information, science and technology, schools and education, social issues like abortion, the environment and natural disasters, crime and public safety, foreign or international news, and business and the economy. For each of twenty-four different types of information, a content type was coded a "1" if it was mentioned as one of the content types regularly followed, or "0" if it was not mentioned.

A principal-components factor analysis with varimax rotation was conducted on the twenty-four content types to extract and interpret possible content factors. An eigenvalue of 1.0 or greater, and loading on at least one factor were required to retain a factor. Items were assigned to a factor if the primary loading was at least .50, and loading on other factors was no higher than .49. Loadings ranged from .50 to .74. One factor (sports) was dropped because only one item loaded on that factor. Reliability for the resulting five factors, hard news, how-to, pop culture, nurture content and fitness-and-food content ranged from .44 to .70. The resulting factor rotation explained 48.13% of the variance. Table 2 (Appendix) reports the results of the factor analysis of media content regularly sought by Millennials.

Relationships between antecedents and motivations

Canonical correlation was conducted to examine the relationships between demographic characteristics, attitudinal and behavioral antecedents, motivations, and the use of media for news and information. Results are reported below and in Table 3 (Appendix).

Using antecedents and motivations to predict types of content sought

Hierarchical regression analyses were conducted for each of the five content type outcome variables. Demographic variables were entered on the first step, attitudinal and behavioral variables were entered on the second step, and motivations were entered on the third step. Results of the regression analyses are reported below and in Table 4 (Appendix).

RESULTS

Motives for Using Media

RQ1 asked about Millennials' motives for using media. The factor analysis of twelve motivations yielded three factors: practical utility, social utility, and political utility.

Practical utility accounted for 26.6% of the variance after rotation. It contained five items reflecting the ways that news and information helps respondents to achieve a number of things: specifically, to save or manage money, to solve problems, to raise a family, to be more effective in one's job, and to stay healthy (Cronbach's alpha=.65). The second factor, *social utility*, accounted for 11.0% of the variance and contained four items indicating that some Millennials are motivated to use news and information to talk to friends, family and colleagues about what's going on in the news, because they find it enjoyable or entertaining, to feel connected to one's community, and to help find places to go and things to do (Cronbach's alpha=.58). *Political utility*, accounting for 9.2% of the variance, consisted of three items including use of news and information to take action to address issues one cares about, to stay informed to be a better citizen, and to help decide where one stands on things (Cronbach's alpha=.54).

Antecedent Variables and Motives

RQ2 asked how demographic characteristics, political affiliation, community evaluation, and perceived importance of news relate to Millennials' motives for media use. In order to investigate multivariate relationships between antecedent variables and motives, a canonical correlation analysis was conducted, using antecedent variables as one set and motives for using media (practical utility, social utility, and political utility) as the second set.

The canonical correlation analysis produced two significant roots, as indicated in Table 3 (Appendix). For Root 1 (R_c=.50, R_c^2=.25, Wilks lambda=.72, p<.000), the importance of keeping up with news, how actively one pursues news, and education level had the highest correlations among the antecedent variables. Canonical loadings for parenthood status, marital status, community evaluation, age, gender, and employment level did not reach 3.0 and were dropped from the solution. Practical utility and social utility had the highest correlations among motivation variables.

Root 1 indicates that those who find it important to keep up with the news, who actively pursue news, and who have higher education levels are motivated to use media primarily for political reasons and secondarily for social utility.

For Root 2 (R_c=.21, R_c^2=.04, Wilks lambda=.95, p<.000), parenthood status, strength of affiliation with the Republican party, employment level, and marital status were

significant antecedent variables. Canonical loadings for gender, strength of affiliation with Democratic or Independent parties, importance of keeping up with the news, community evaluation, how actively one pursues news, and education level did not reach 3.0 and were dropped from the solution.   The only motivation of significance in Root 2 was practical utility; social and political utility loadings did not reach 3.0.

Root 2 indicates that parenthood status, strength of identification with the Republican party, employment level, and marital status are related to media use for practical utility, to get help with raising a family, solve problems at work, save or manage money, and stay healthy.

Predictors of Types of Content Sought

RQ3 asked how antecedents and motives predict regular use of media by Millennials. The factor analysis of twenty-four types of content yielded five content factors: hard news, pop culture, how-to, nurture news, and fitness-and-food. Results of the factor analysis of content types are reported in Table 2 (Appendix).

The factor analysis of 24 types of media content yielded five underlying content factors. Hard news accounted for 17.7% of the variance after rotation. It contained six items: foreign/international news, national politics/government, science and technology, environment and natural disasters, business and the economy, and the arts and culture (Cronbach's alpha=.70). The second factor, how-to news, accounted for 9.3% of the variance and contained three items including my interests or hobbies, advice or how-to, traffic or weather, and my city, town, neighborhood (Cronbach's alpha=.58). The third factor, pop culture, accounted for 6.1% of the variance, and included celebrities or pop culture, music, TV and movies, and style, beauty, and fashion (Cronbach's alpha=.58). Nurture news, the fourth factor, explained 5.4% of the variance and included healthcare and medical, schools and education, and religion or faith (Cronbach's alpha=.44). Finally, the fifth factor, fitness and food content, accounted for 4.9% of the variance and contained health and fitness, food and cooking, and local restaurants and entertainment (Cronbach's alpha=.58).

To determine how antecedents (demographics, and attitudinal and behavioral variables) and motives (practical utility, social utility, and political utility) predicted use of various types of content (hard news, how-to, pop culture, nurture content, and fitness and food content), five hierarchical regression analyses were conducted, one with each of the five media content factors as dependent variables.

The following nine demographic variables were entered on the first step of each regression analysis: age, gender, education, employment level, marital status, parental status, and strength of party affiliation as a Republican, Democrat, or Independent. The remaining antecedent variables, evaluation of the community as a place to live, importance of keeping up with the news, and how actively one pursues news, were entered on the second step of the regression. The three motives for using news and information, practical utility, political utility, and social utility, were entered on the third step of the regression.

Predicting Regular Use of Hard News Content

When regressing the regular use of hard news content, education, parental status, and gender emerged as significant predictors on the first step, and the regression model was significant (R=.28, R square=.08, F(9, 1035)=9.9, p=.000). On the second step, the three demographic variables retained their significance, and the perceived importance of keeping up with the news, and how actively one pursues news, both emerged as significant positive predictors. The change in R square as well as the resulting equation were significant (R=.50, R square=.25, F(as,1032)=29.09, p=.000). On the third step, when motives were entered, education lost its significance but parental status, gender, the importance of keeping up with news, and how actively one pursues news retained their status as significant predictors. Marital status emerged as significant, as did the social utility motive and the political utility motive. The change in R square as well as the resulting equation were significant (R=.58, R square=.34, F(15,1029)=34.57, p<.000). The variables that emerge as the most significant positive predictors of the regular use of hard news are political utility motive, being male, perceived importance of keeping up with the news, social utility motive, how actively one pursues news, and being married. Being a parent is a significant predictor of the regular use of hard news content. Specifically, the first regression indicated that Millennials who seek hard news content on a regular basis are more likely to be married males without children, who assign greater importance to keeping up with the news and who proactively keep up with the news, and who consume media for its social and political utility.

Predicting Regular Use of How-To Content

In the second regression, conducted to predict the regular use of how-to content, the first step of the regression produced three significant predictors: education, being female, and being married, and the regression equation was significant (R=.21, R square=.04, F(9, 1035)=5.17, p=.000). On the second step, the importance of keeping up with news emerged as a significant positive predictor, and the three demographic variables retained their status as significant predictors. The change in R square as well as the resulting equation were significant (R=.29, R square=.08, F(12, 1032)=7.68, p=.000). In the third step of the regression, motives of social utility and political utility emerged as significant and positive predictors, while the perceived importance of keeping up with news lost its significance. Education level and being a parent remained significant predictors. Both the change in R square and the resulting model were significant (R=.44, R square=.19, F(15,1029)=16.37, p=.000).

The second regression indicated that Millennials who regularly seek how-to content are likely to be married females with higher education levels, who are motivated to consume news and information primarily for its political and social utility.

Predicting Regular Use of Nurture Content

When regressing the regular consumption of nurture content, gender, education, and parental status emerged as significant predictors on the first step, and the regression model was significant (R=.23, R square=.06, F(9,1035)=6.67, p=.00). On the second step,

perceived importance of keeping up with the news and evaluation of community emerged as significant predictors, and the change in R square as well as the resulting equation were significant (R=.31, R square=.10, F(12,1032)=9.01, p=.000). On the third step, when motives were entered, education did not retain its significance. Employment emerged as a significant negative predictor, and the motives of practical utility and political utility emerged as significant positive predictors. The change in R square as well as the resulting equation were significant (R=.35, R square=.12, F(15, 1029)=9.56, p<.000). The variables that emerge as the most significant positive predictors of the regular consumption of nurture content are gender, parental status, employment status, perceived importance of keeping up with the news, community evaluation, and practical and political utility of the information.

Specifically, the Millennials who are regular consumers of nurture content are likely to be older, mothers who are not employed full time, who assign greater importance to keeping up with news, who give lower ratings to their community as a place to live, and who use media content primarily for its practical and political utility.

Predicting Regular Use of Fit-and-Food Content

In the regression conducted to predict the regular consumption of content about fitness and food, the first step of the regression produced two significant predictors: age, a positive predictor, and gender (female), and the regression equation was significant (R=.25, R square=.06, F(9, 1035)=7.87, p=.000). On the second step, the importance of keeping up with news emerged as a significant positive predictor, and age and gender retained their status as significant predictors. The change in R square as well as the resulting equation were significant (R=.28, R square=.08), F(12,1032)=7.35, p=.000). In the third step of the regression, parental status emerged as a significant predictor (nonparents) while the importance of keeping up with news lost its significance. Practical utility and social utility motives emerged as significant. Both the change in R square and the resulting model were significant (R=.46, R square=.21, F(15, 1029)=18.60, p=.000).

The regression indicated that regular consumers of fitness and food content are likely to be older Millennial females without children, who are motivated to consume media primarily for its practical and social utility.

Predicting Regular Use of Pop Culture Content

A final hierarchical regression was conducted to determine which antecedents and motives would predict regular use of pop culture content. In the first step of the regression, gender, marital status, and political preference emerged as significant predictors, and the overall model was significant (R=.31, R square=.10, F(9,1035)=12.46, p=.000). The second step yielded perceived importance of news as a significant positive predictor, while gender, marital status, and political preference retained their status as significant predictors. Both the change in R square and the resulting model were significant (R=.33, R square=.11, F(12,1032)=10.61, p=.000). In the third step the perceived importance of keeping up with news was no longer significant, but gender, marital status, and political preference retained their significance.

The final regression indicated that Millennials who regularly consume pop culture content are likely to be strongly Democratic, single females who use media primarily for its social and practical utility.

Results of the five hierarchical regression analyses are reported in Table 4 (Appendix).

DISCUSSION

Millennials are driven to consume particular types of content because they fulfill individual needs and provide personal gratifications. The same types of content provide different benefits to Millennials who are driven by different motivations, and who can be differentiated by their demographic and attitudes in combination with their motivations.

For many Millennials, a good deal of media content provides a sort of social currency, allowing one to exchange ideas with friends about current hard news and pop culture, or to provide advice about the latest fitness techniques or current traffic and weather conditions.

Others seek specific types of media content for political purposes, consuming hard news to keep up with the way government works, using nurture content to learn more about the state of affairs in healthcare, medicine, schools, and religion, or keeping up with current affairs and editorials to reinforce one's choice of candidate or political party affiliation.

A different group of Millennials is motivated by a sort of personal practical utility, seeking content that will help them to become more fit or more skilled as a chef, for example, for personal achievement rather than social or political purposes.

Marketers who understand why Millennials turn to specific content types will be better prepared to develop more effective targeting and to implement strategies that resonate with Millennials, potentially capturing their attention before they move to the next ad-free content.

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APPENDIX

Table 1
Factor Analysis for Motives for Using News and Information*

"The main reasons I use news and information are…"	Motives for Using News and Information		
	1	2	3
Factor 1: Practical Utility			
• It helps me save or manage money	.71	.12	<.10
• It helps me solve problems	.64	<.10	.23
• It helps me raise my family	.58	-.11	.17
• It helps me in my job	.57	.24	<.10
• It helps me stay healthy	.54	.45	<.10
Factor 2: Social Utility			
• I like to talk to friends, family and colleagues about what's going on in the news	<.10	.67	.32
• I find it enjoyable or entertaining	.15	.64	<.10
• It helps me feel connected to my community	<.10	.58	.26
• It helps me find places to go and things to do	.38	.57	<.10
Factor 3: Political Utility			
• It helps me take action to address issues I care about	.24	<.10	.70
• It helps me stay informed to be a better citizen	<.10	.17	.69
• It helps me decide where I stand on things	.14	.15	.65

*KMO value=.83, Bartlett's p<.000 (Chi-square=1697.57, 66 df).
Note. The retained factors explained 46.8% of the total variance after varimax rotation.
Factor 1 (Practical Utility) had an eigenvalue of 3.19 and explained 26.6% of the variance,
Factor 2 (Social Utility) had an eigenvalue of 1.32 and accounted for 11.0% of the variance,
Factor 3 (Political Utility) had an eigenvalue of 1.10 and explained 9.2% of the variance.

Table 2
Factor Analysis for Media Content Regularly Consumed*

"Which of these topics do you regularly follow?"	Media Content Regularly Consumed					
	1	2	3	4	5	6
Factor 1: Hard News						
• Foreign/International	.69	**	**	.15	**	.10
• National politics/Gov't	.67	**	**	.19	**	.22
• Science and Technology	.62	.17	-.18	**	.16	-.16
• Environment and Natural Disasters	.53	.20	**	.24	**	**
• Business and the Economy	.50	.13	**	.13	.14	.41
• The Arts and Culture	.50	**	.37	**	.23	-.34
Factor 2: How-To News						
• My Interests or Hobbies	.19	.70	**	**	**	-.11
• Advice or How-To	**	.64	**	.25	.22	-.19
• Traffic or Weather	**	.56	**	.13	**	.37
• My City, Town, Neighborhood	.21	.53	.22	.16	**	.34
Factor 3: Pop Culture News						
• Celebrities or Pop Culture	-.12	**	.74	**	**	**
• Music, TV and Movies	.12	**	.62	**	-.20	**
• Style, Beauty, and Fashion	-.20	**	.61	.23	.24	**
Factor 4: Nurture News						
• Healthcare and Medical	.14	**	**	.63	.19	**
• Schools and Education	.15	**	**	.61	**	**
• Religion or Faith	**	**	**	.54	**	-.11
Factor 5: Fit and Food						
• Health and Fitness	**	**	.16	.21	.68	**
• Food and Cooking	-.11	.13	.22	.20	.62	**
• Local Restaurants, Entertainment	.15	**	.28	-.12	.56	.16
Factor 6: Sports						
• Sports	**	**	**	-.11	.17	.66

*KMO value=.825, Bartlett's p<.000 (Chi-square=4013.89, 276 df); ** <0.10.
Note. The retained factors explained 48.1% of the total variance after varimax rotation. Factor 1 (Hard News) had an eigenvalue of 4.24 and explained 17.7% of the variance, Factor 2 (How-To) 2.24 and 9.3% of the variance, Factor 3 (Pop Culture) 1.46 and 6.1% of the variance, Factor 4 (Nurture News) 1.30 and 5.4% of the variance, Factor 5 (Food and Fit) 1.18 and 4.9% of the variance, and Factor 6 (Sports) 1.14 and 4.8% of the variance.

Table 3
Canonical Analysis of Antecedents and Motivations

Canonical	Weights	Canonical	Weights

Root 1

Set 1: Antecedents		Set 2: Motivations	
Importance of Keeping Up With the News	-.81	Political Utility	-.73
		Social Utility	-.48
Education Level	-.32	Practical Utility	.02
How Actively Pursue News	-.07		
Parenthood Status	.16[a]		
Age	.12[a]		
Marital Status	.10[a]		
Evaluation of Community	-.06[a]		
Employment Level	.04[a]		
Gender	.02[a]		

Root 2

Set 1: Antecedents		Set 2: Motivations	
Parenthood Status	.82	Practical Utility	1.12
Strength of Republican Party Affiliation	.33	Social Utility	-.43[a]
		Political Utility	-.19[a]
Employment Level	.30		
Marital Status	.13		
Importance of Keeping Up With the News	.27[a]		
Community Rating	.20[a]		
How Actively Pursue News	-.13[a]		
Gender	.13[a]		
Education Level	.11[a]		

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[a]Canonical loading <.30.
Note. Root 1: R_c=.50, R_c^2=.25, Wilks lambda=.72, $F(36,3044)$=10.12, p<.000. Root 2: R_c=.21, R_c^2=.04, wilks lambda=.95, $F(22,2062)$=2.38, p<.000.

Table 4
Hierarchical Regression to Predict Type of Content Regularly Sought

Predictors	Hard News	How-To Content	Pop Culture Content	Nurture Content	Fit-and-Food Content
Step 3 Results					
Age	-	-	-	-	***
Gender	***	**	***	***	***
Education	-	**	-	-	-
Marital Status	-	**	**	-	-
Parental Status	***	-	-	*	*
Importance of News	***	-	-	***	-
Pursuit of News	***	-	-	-	-
Community Evaluation	-	-	-	*	-
Practical Utility	-	-	*	**	***
Social Utility	***	***	***	-	***
Political Utility	***	***	-	***	-

Note. *p<.05, **p<.01, ***p<.001, - =not significant