

**Millennials and the Future of Magazines:  
How the Generation of Digital Natives Will Determine Whether Print Magazines Survive**

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**Abstract**

Through a mixed-methods study using a survey and focus groups, this exploratory work investigates how Millennials feel about print magazines in the Internet age. Participants reported reading magazines for reasons pertaining to content, aesthetics, entertainment, escape, habit, and ease of use. Findings revealed instrumental themes, reported as recommendations to the magazine industry, as these digital natives will inevitably dictate the fate of print media.

**Keywords:** magazines, Millennials, uses and gratifications

**Introduction**

Two important narratives emerge in today's rapidly evolving media ecosystem: the demise of print publishing and the rise of the Millennial generation—digital natives—as media consumers. Yet amid the persistent discussion that print is a casualty of the digital revolution, data and literature suggest that many magazines are thriving, particularly with Millennials.<sup>1</sup> This finding, while noteworthy given its direct contradiction to the popular belief that Millennials have forsaken traditional media, is as far as the body of magazine research has reached. Most research focuses on quantitative measurements of Millennial magazine readership with limited qualitative exploration into the reasoning behind young adults' newspaper and online reading habits, or lack thereof.<sup>2</sup> This exploratory study seeks to contribute to understandings of the motivations behind these quantitative conclusions by giving voice to Millennials' reasons for continued magazine consumption in ways that go beyond data from closed-response surveys and questionnaires.

Using uses and gratifications theory as a starting point, this work employs a preliminary survey and subsequent focus groups of Millennials (ages 18–25) to begin to investigate how this

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instrumental demographic—the industry’s audience for the years to come and the population whose lives have been most immersed in digital technologies—feels about reading magazines. This preliminary exploration seeks to offer extensive information concerning what kinds of magazines Millennials read, why and how they read them, and what these habits will look like as this group grows up and technology grows with them. It should also serve as a call to future scholars to explore this topic more deeply.

### Literature Review

As predictions of print’s decline remain at the forefront of industry discussions, the literature regarding the magazine industry’s health seems strikingly inconsistent. Some group the sector with its ailing print counterpart, newspapers.<sup>3</sup> At least one industry-sponsored study, however, suggests that lumping magazines in with newspapers is unfair to magazines—and inaccurate when assessing readership trends and audience perspectives of product value.<sup>4</sup>

According to the *2016/2017 Magazine Media Factbook*, 90% of all adults reported reading a magazine in the past six months. This percentage rises with younger age groups, such as readerships of 93% in the under-35 age group and 95% among under-25s.<sup>5</sup>

Millennials tend to seek information and entertainment from nontraditional media.<sup>6</sup> However, studies exploring the perceived substitutability of print and online press have found that while consumers use the Web to search for news, they consider both digital and print when reading for entertainment, as a leisure activity, or out of habit<sup>7</sup>—which characterizes much of consumer magazine reading.<sup>8</sup> Relaying findings from a Deloitte study, *Advertising Age* reported that approximately 75% of consumers ages 13 to over 60 read, and enjoy, print magazine content even when it is available online.<sup>9</sup>

While members of the Millennial generation still prefer the Internet,<sup>10</sup> magazines remain a relevant traditional medium.<sup>11</sup> A study of GfK MRI data from 2011 and previous decades revealed Millennials currently between the ages of 18 and 24 to be a stronger magazine readership group than their Millennial and Generation X predecessors were in that age cohort in 2001 and 1991 respectively.<sup>12</sup> To better understand this aspect of magazine readership, the present study asked:

**RQ1:** Are Millennials still reading magazines on a relatively consistent basis? If they are, how are they doing so? If not, what is their reasoning?

**RQ2:** What are Millennials’ motivations (uses and gratifications) for reading magazines? For example, do they use magazines to be informed, entertained or both—or for entirely different reasons? Do they see these motivations lasting further into the digital revolution? Do they see them diminishing with increases in digital options?

**RQ3:** What formats do they use when consuming magazine media—original print products, tablet editions, websites, social media, etc.? Which formats are the most satisfying for them and why? Conversely, which formats do they avoid and why? Which formats do they see

themselves continuing to use in the future? In which do they see themselves continuing to invest?

**RQ4:** What about magazines do Millennials find valuable and relevant to their lives? Do they see this relevance lasting into their futures? What makes magazines more relevant to them than newspapers?

## Methods

### Preliminary Survey

A two-part, mixed-methods research approach sought to answer the four research questions. The study began with a preliminary survey, which provided quantitative information and also enabled recruitment for focus groups conducted as the principal methodology.

The first part of this study involved an online survey open to 18- to 25-year-old students at a Southeastern U.S. university. Participants were asked whether they read magazines and why. They were first asked whether they had read a magazine in the last month. Non-readers were asked why, and readers were asked about their magazine consumption habits and preferences. Magazine readers were invited to participate in focus groups to discuss their magazine consumption habits and preferences further. Survey participants who said they were willing to participate in the focus groups submitted contact information and received details about focus group participation. All survey participants reported basic demographic information. Survey results were analyzed for statistical discoveries and to find common themes related to magazine use and nonuse.

### Focus Groups

Part two of this study involved three focus groups, each consisting of five to eight Millennials (ages 18-22) who considered themselves to be magazine readers of any kind—a purposely broad initial requirement. A primary purpose of the survey was to assess focus group participants' levels and preferences of magazine use and then divide them according to prominent segments based on magazine consumption habits, such as frequency, magnitude, genre, and format. This approach helped achieve homogeneity desired in focus groups.<sup>13</sup> Screening efforts secured a group of participants who represented the diversity of the Millennial generation in gender, race, ethnicity, and other demographics.

**Procedure.** Focus groups were conducted in April 2015 in a room designed for interviews and focus groups. A trained moderator led each session, and video recording (with participant consent) enabled transcription for analysis. The primary investigator observed the sessions from behind the room's two-way mirror. When an unanticipated theme emerged, the primary investigator brought a note into the room instructing the moderator to probe respondents further. Following a welcome, introductions, and explanation of the purpose of these focus groups, the moderator "set ground rules,"<sup>14</sup> began each focus group with an icebreaker question, and then led the groups by following the question guide. Each focus group lasted 30 to 45 minutes.

**Analysis.** The first round of analysis occurred during in-session notes taken by the primary investigator. Immediately following each focus group, the primary investigator assessed and recorded first impressions of group responses. The focus groups were video recorded and transcribed, with observational notes woven into the dialogue when applicable. Participants' responses were extracted from transcripts, separating each "new thought or idea," which were entered into a database and coded based on "common categories or themes across the entries of each question."<sup>15</sup> Common themes were determined by searching for repeated key words, and these themes were assigned a number to enable sorting for commonality. Strong categories and sub-categories emerged from the responses, revealing common motivations and preferences among Millennial magazine readers that can be applied to a narrative that sheds light on this phenomenon with greater clarity and depth.

## Results

### Survey Findings

**RQ1: Millennial magazine readership statistics.** The online survey drew 266 college students ages 18 to 25, of which 67% were female. Additionally, 79% were white, 14% were African American, 3% were Hispanic, 2% were Asian, and 2% were American Indian or Alaska Native. Participants reported majors including public relations (39%), telecommunication and film (15%), journalism (10%), advertising (10%), marketing (4%), undeclared (4%), communications (3%), computer science (2%), business (2%), criminal justice (1%), history (1%), theater (1%), and 10-plus majors with two or fewer participants. Most respondents (73%) reported reading a magazine in the last month.

**Quantitative results from magazine non-readers.** The 27% of non-readers identified in the survey could choose as many reasons as they felt applied to them from a list that included inconvenience, time, relevance, format, access, and lack of control over content; an "Other" blank allowed self-reported reasons. The 72 non-readers provided 109 reasons; the top three were lack of time (32%), access (25%), and inconvenience (23%). Within the four responses reported in the "Other" section, a theme emerged concerning magazine prices.

**Quantitative results from magazine readers.** The 73% of survey respondents who reported reading magazines were asked to describe their magazine consumption habits and preferences, which included categories such as frequency, magnitude, and genre. The final question asked what formats they use to consume magazine content. Nearly half (46%) said they remain loyal to the print product; 27% used magazine social media and 23% visited magazines' websites. Just 4% reported reading tablet editions.

Analysis showed that print remained part of the diet of most. Nearly a third (n=61) reported that they read print only and not magazines in digital formats. Furthermore, 53% of readers (103) consumed print and at least one digital format. Among print readers, 62% of the 164 reported reading print and digital magazine media. Print and social media was the most common pair with 32 participants, with print/websites in second with 20 participants. Print, magazines' websites, and social media were the most common grouping (44 participants). Only five participants reported a combination of magazines' websites and social media, demonstrating that print is the critical link to

these relationships. A minority of 15% of magazine readers (29) reported digital-only consumption of the medium. Only two participants reported obtaining magazine content strictly through the digital repertoire of magazines' websites, tablet editions, and social media. Furthermore, only four participants reported that they consume magazine content through all four formats. Though participants showed a predilection for print, nearly two-thirds consume magazine media through multiple channels that include digital.

### Focus Group Findings

Information gleaned from the study's three focus group sessions with a total of 19 participants (ages 18 to 22) provided insight into the remainder of this study's exploratory research questions. Overall, 21% of the participants were male, with at least one male participant in each group. Additionally, 84% were white, with one Hispanic and two African American participants; majors ranged across the university curriculum. All participants had read between one and five magazines in the month they participated in the study, with genre categories including Women's, Men's, Teen, News, Lifestyle, Home and Garden, Sports, Music/Entertainment, Fashion, and Gossip. Almost every participant read print magazines, but some also reported consuming magazine content from magazines' websites and social media. One reported reading magazine tablet editions as well.

**RQ2: Millennials' motivations for reading magazines.** Six themes emerged to help explain readership: content, aesthetics, entertainment, escape, habit, and ease of use. Many themes are multi-dimensional, and participants' mixed reviews regarding whether such motivations will last into their futures contained similar complexities.

**Content.** Though a seemingly simplistic motivation, participants said they read magazines because they are drawn to content unique to the medium. This central motivation emerged in two distinct ways. Some read for specific niche content that appeals to their narrow interests, while others are drawn to magazines with an eclectic variety of content, often within more expansive niches. Participants who read to satisfy a desire for niche content—including travel, history, culture, music, fashion, and sports—provided reasons that reflected broader motivations within traditional U&G media-use typologies, such as inspiration<sup>16</sup> and cultural satisfaction.<sup>17</sup> Many were drawn to the in-depth editorial content of magazine stories, especially those with exclusive information. Participant M said: "I like reading their stories because they have feature stories about stuff a lot of people don't really know about, like behind-the-scenes things."

**Aesthetics.** A second motivation noted in every group was the aesthetic qualities of the medium, which ranged from the general look and feel of magazines to design work, such as layouts and other technical aspects. This motivation reinforced such uses and gratifications as social utility, personal identity, and integration and social interaction.<sup>18</sup> Many participants asserted that the overall look of a magazine—especially the cover—often is the biggest reason for buying. Participant I linked aesthetics to credibility<sup>19</sup>: "[I]f the cover looks really nice and polished and professional, then I'm more likely to trust the content inside." Pictures and strong design work within magazines emerged as important pieces of this motivation as well.

**Entertainment.** Entertainment, a long-known motivator for magazine readers,<sup>20</sup> was confirmed. Participants said their entertainment interests include simple enjoyment, keeping busy, a need for distraction, or to pass time. Therefore, magazines fulfill a variety of U&G-related entertainment needs.

**Escape.** Previous studies have suggested magazines can provide an escape mechanism,<sup>21</sup> and many participants said they turn to magazines to escape daily routines. Participant R said: “It’s just kind of relaxing—just taking time for yourself to read a magazine.” Several discussed the important role of magazines in various leisure activities they engage in, such as the ritual of reading magazines at the pool, lake, or beach—places where sustained use of an electronic device may be difficult.

**Habit.** Another motivation related to lifelong habits and identity formation.<sup>22</sup> Some participants reported reading as a hobby. Many said they always had magazines at home while they were growing up. Participant C put it simply: “I’m just emotionally attached to magazines.”

**Ease of use.** The final motivation respondents reported was an instrumental one: the ease of consuming content. Participant I spoke for many participants: “They’re easier to read than a book because the articles are shorter. Everything is just a quick read.”

**Predictions of future motivations for reading magazines.** The next dimension of RQ2 analyzed whether participants thought these motivations would continue in the digital age. Most said they would remain motivated to read magazines based on content, but the content motivating them could evolve as they age. Most participants found digitally formatted magazine content less aesthetically satisfying than print. As for the more personally driven motivations—entertainment, escape, and habit—participants said they see these motivations lasting for themselves but assume they are gradually diminishing for others. Several participants said they would continue consciously making time for their magazine-reading hobby but responded more negatively when asked whether they believe this practice is still prevalent among peers.

**RQ3: Millennials’ magazine format preferences.** RQ3 assessed whether Millennial readers still use traditional print products to consume magazine content or whether they use digital formats such as tablet editions, websites, or social media. Participants were asked to explain which formats they find most and least gratifying and which formats they expect to continue using in the future. Participants overwhelmingly preferred print; however, many said they also supplement print content with digital. They expressed multiple reasons why print remains more gratifying than digital. Because of such sentiments, they hope to be able to continue using print but also revealed reservations regarding print’s survival chances.

**The print “experience” preferred.** Participants said print was more gratifying for its physical attributes, the experience associated with reading the print product, familiarity with the format, certain content, and the credibility and authenticity they generally expect from it. The key reason was print’s physical attributes; participants seemed to want a physical product they could hold. Participants also expressed the sentiment that reading a print magazine adds an inexplicable-but-enjoyable element to consumption. Participant R was among those calling print more of an “experience” than online “because you do so much on your phone all the time. When you sit down

to read a magazine, you're sitting down to just relax and read a magazine." Participants also reported a preference for print content because it made them more likely to read the stories, comprehend the content, and retain the information. Participant G explained: "I'll actually read the articles in the hard copy. I'll just skim it online." Participants also asserted that the print product contains more meaningful information than its digital counterparts.

***Some appreciation for digital.*** Despite participants' indisputable preference for print, several supplement traditional magazine content with various digital formats. Although they prefaced their appreciation for digital formats by proclaiming loyalty to print, participants noted that certain digital formats are satisfying to them for reasons of accessibility, timeliness, interactivity, and the inclusion of multimedia content. The main motivation for digital magazine content was its inherent accessibility and ease. Participants in every group expressed excitement for the new magazine segment of Snapchat—an application that allows for the sharing of videos, photos, and text messages with time-controlled viewing—called "Discover." A few mentioned using email alerts to receive magazine content. Several mentioned the appeal of the Internet's offering of instantaneous information. Additionally, participants reported an appreciation for the multimedia inclusions made possible by digital magazine formats. Participant I was typical in conditional support for electronic access: "I think it's cool that (magazines) are interactive on iPads, but it is nicer to hold it."

***General dissatisfaction with digital.*** The next component of RQ3 explored which formats Millennials avoid when consuming magazine media and why. Although participants reported some satisfaction with some forms of digital content, they expressed discontentment with many others. Frequently referenced reasons involved the overwhelming nature of the ever-expanding Internet and technological issues. They also expressed dislike of the magnitude of the growing new media landscape. Participants appreciate the gatekeeping role print magazines take on through the format's offering of more controlled, deliberate content. While print magazines help determine what information is important, digital magazine content often leaves them feeling bombarded. Participant C explained: "There's so many websites. They all end up just looking the same at some point, and you're just reading words. With magazines, you have a specific look to each magazine, and you know what you're getting," she said.

***Predictions of future magazine format preferences.*** The final facet of RQ3 analyzed which formats Millennials predict they will continue using in the future. Participants said they expected their predilection for print to persist; however, they were concerned that the option to continue choosing print formats might be taken from them. While they prefer print, they assume few others do. "It's kind of sad, honestly," Participant R said. "It's like everything's moving to technology."

***RQ4: Magazines' value and relevance.*** The final research question sought to discover what it is about magazines that Millennials find relevant to their lives and whether they feel this relevance will last as media formats evolve. To build on research in this realm,<sup>23</sup> this question also explored why magazines seem to be more relevant to young people than newspapers. Many reasons reported mirrored the motivations participants voiced for reading magazines discussed in RQ2; however, additional explanations also emerged. These reasons include magazines' saliency; their superiority among print media, particularly newspapers; and participants' continued appreciation for the

medium's content and aesthetics, which they predict will evolve in a variety of ways that shape the value of magazines in their futures.

***Saliency.*** A primary reason participants felt magazines remain valuable is because magazines are better at evolving to serve them than other print media. Participants said this applies to specific magazines that appeal to elements within their generation, but they also emphasized that magazines in general have earned their respect for finding new ways to serve their audiences. Participant R explained: "I think (magazines) do a really good job of keeping up with what the generations like and what we're all interested in." With such statements, participants reported that magazines remain relevant because the medium continues to find ways to meet readers' uses and gratifications.

***Superiority among print media.*** Participants offered three key reasons why magazines are more relevant than newspapers: (1) aesthetics, (2) timeliness, and (3) accessibility and ease of use. These three common responses duplicated comments related to RQ2 and RQ3. Typical was Participant C: "I don't like newspapers that much—just because I'm a visual person. I love all the visual aspects of magazines more." In terms of timeliness, accessibility, and usability factors, many discussed the consumption of news content rather than entertainment material and expressed a predilection for online formats over newspapers in this area.

***Evolving appreciation for content and aesthetics.*** Other common reasons offered to explain the value of magazines in participants' lives echoed two motivations reported in RQ2—content and aesthetics. Participants generally felt their perception of the medium's relevance would last as the media landscape evolves; however, many predicted that their respective reasoning behind such relevance would evolve on an individual level as the industry undergoes external changes around them—just as their magazine reading habits and preferences have transformed in years past. Participant L said: "I feel like I used to look at the pictures more when I was younger, but now I'll sit down and actually read the articles." Others described how they thought the content that draws them to the medium now might differ later. Although they are not entirely sure what content they will desire at older ages, they expect that there will be shifts in the content they consider relevant. Participant L said: "I feel like I won't read as many of the gossip magazines when I get older. I'll probably read more like *Vogue* and things that are more toward that age group."

### Discussion and Industry Implications

This study first sought to build upon research revealing that many magazines seem to be thriving among the readers of the digital-native generation and suggest avenues for future research. This revelation was reinforced with survey results showing 73% of participants acknowledging that they read magazines. Furthermore, 46% of magazine-reading respondents reported print as their magazine format preference. The study's qualitative portion revealed three instrumental themes at work: (1) although participants admit that "everything is going digital," they overwhelmingly prefer print magazines; (2) although print remains their magazine preference, they consume digital content when it infiltrates their daily lives and already-established routines and requires little extra effort; and (3) despite their strong feelings for print magazines, they think print magazines could die at the hands of the generation that follows them.

Because of their practical significance, these themes are reported with recommendations for magazine-industry professionals. The goal is to offer meaningful insight into how magazines can meet Millennial readers' uses and gratifications in a digital world.

**Despite digital roots, print preference should be prioritized.** Participants agreed that despite the media landscape's technological transformation, they overwhelmingly prefer print when consuming magazine content. A few common categories help explain why participants still choose traditional magazines over digital content.

*Physical attributes.* Group members consistently contended that the physical appeal of print magazines outweighs the convenience of digital content. Some referenced appreciation for the feel of the physical product as well as the option to "flip through" content. Some even appealed to other senses piqued by paper, such as smell. Participant O said: "Print's made to keep. The same stories might be (online), but print actually comes with the whole package."

*Content.* The study's frequently referenced content motivation resurfaced in this theme, with participants offering several explanations for why print magazine content is more appealing than digital. As reported in RQ3, participants claimed they are much more likely to fully engage in print stories than digital articles. Many group members felt that print content is simply more substantial and of higher quality in terms of reporting, writing, and design. Overall, participants expressed greater faith in the reliability of print over digital content.

*Advertisements.* An unexpected topic that emerged within this theme was the preference of print advertising over digital ads. Participants reported fondness for print ads and frustration with digital ads. Many participants claimed that while aesthetically pleasing print ads that flow well with magazines' editorial content draw them in, digital ads disrupt their experience. Some appealed to the tangible perks of print ads, such as samples of beauty products. Several participants expressed frustration with the lack of control they have over online ads.

This persistent preference for print seems rooted in the undeniable dominance of technology. Group members reported growing weary with using technology for various tasks throughout the day, which amplifies their desire to sit down and unwind with something different. Participant L explained: "I feel like I've been on the computer so much with school that when I get on the computer, I'm like, 'This is a task.' It becomes like homework almost. I'd rather have (a magazine) in my hand." Participant C contended: "It's really nice to just put digital things away. There's just so much of that."

Magazines can take advantage of this trend by extending efforts to enhance their print products and focus on the physical advantages of print over digital. Furthermore, magazines should note that participants reported greater engagement and recall with print content and provide their most substantial content in print, while offering easily digestible content online. Finally, magazines should capitalize on the positive feelings participants expressed regarding print advertisements. From a business standpoint, participants revealed the importance of print magazines as advertising platforms. Generally speaking, participants reported positive feelings for print magazines, and, therefore, magazines should ensure such sentiments persist.

**Digital must infiltrate daily life.** While they predominantly prefer print, participants said they cannot avoid digital media and will consume digital magazine content when it penetrates their daily lives and requires little extra effort to obtain. Such content normally comprises various forms of social media platforms, such as the aforementioned “Discover” feature of Snapchat, as well as Facebook, Twitter, Instagram, and Pinterest. Participants said “ease” and “accessibility” are highly motivating factors in using social media to obtain magazine content. Participant N explained: “You may not always have a magazine, but you always have your phone with you, so it’s getting your attention.” As a result, magazines must use online sites where Millennials are active to point them to their print products.

Participant R summed up the group’s sentiment regarding their inevitable consumption of digital magazine content:

It’s the accessibility of it. The more that we get of it through technology, the less we need (print). It doesn’t mean we like it that way. It’s not like we wanted the app this whole time. But it’s kind of like, you rely on it more. It’s what we’re subjected to.

Such digital subjections have not yet diminished the group’s general print preference; however, magazines should capitalize on some of these digital developments even if their sole purpose is to attract print readers. The digital content participants most frequently reported consuming comes in the form of free teasers to paid magazine content—complementary to, not substitutable for, the primary print product. This type of digital content benefits print, as its primary function is to entice readers to seek the print magazines.

**Beware of predictions that print could die with Generation Z.** Despite the strong feelings group members reported for print magazines, many participants were unsure print holds a secure position. Participants predicted that they will not be the generation to do away with print magazines in favor of digital formats, but their successor, Generation Z, could make the final push toward fully digital media.

Generation Z—born in the new millennium and becoming media consumers as the oldest faction reaches middle and high school—is independent, diverse, nontraditional, and technologically proficient.<sup>24</sup> Millennials are digital natives; Gen Zers are digital experts. In line with this view, participants did not consider themselves to be the most digitally driven generation. They feel they are the “in-between” generation, while Gen Z will likely force future media into the realm of digital-only. Participant Q declared: “They’ve already started. They’ve been on e-readers since they were infants. They’re learning to read on tablets.” However, as Gen Z establishes its media consumption habits, it is not too late for magazines to appeal to them. Magazines should exert more fervor than ever in efforts to determine the gratifications Generation Z seeks from its media use.

Despite their concerns, several participants seemed optimistic about the future of print magazines. They said certain magazines that appeal to older readers might survive. This could be true, as the majority of Millennial survey participants in this study reported currently reading lighter magazine genres such as Women’s (19%), Fashion (15%), Lifestyle (13%), Music/Entertainment (12%), Gossip (12%), and Sports (10%). News magazines received a 6% readership score among

respondents—because participants cared little about news or can find content better and faster elsewhere. Many group members seemed to agree that this content inclination would be reversed in the future. Some participants held onto the hope that the trend toward digital is just that—a trend that will, by nature, fade away.

### **Limitations and Justifications**

As the study's primary goal was to obtain a deeper understanding of the motivations behind statistics suggesting that Millennials still regularly read print magazines—which was reinforced through the preliminary quantitative data—this study was defined by qualitative exploration. Qualitative methods such as focus groups, especially those that utilize convenience sampling, are often criticized for their lack of generalizability. Despite this constraint, there is no reason why this should be seen as a limitation to the value of the study's discoveries. Possible criticisms of the sample, such as the bias that could come from oversampling communication students, were anticipated and accounted for in the design of the study with plans for screening and segmenting the sample. Still, despite such extensive efforts, demographic data from the study revealed that white females comprised a majority of the participants. Overall, 79% of focus group participants were female, but each session had at least one male participant. Furthermore, females are more avid magazine readers than males,<sup>25</sup> so this study's female-heavy sample may represent a typical sample of magazine readers. Regardless of the question of gender, with an 84% majority of white participants, greater racial diversity could have benefitted the study as well.

### **Recommendations for Future Research**

As this study's findings are not generalizable, future research should explore its contentions. Conducting studies to determine whether the present study's findings apply to different populations would provide helpful context to its conclusions. Specifically, it could be beneficial to examine the relationship between magazine reading habits and preferences and gender. Additionally, the theme that materialized from group discussions regarding the important role that Generation Z could assume in determining the fate of print magazines seems ripe for more research. Given the feelings of the Millennial participants in the present study that the generation behind them could prove to be a more critical factor in this issue than their own, quantitative and qualitative investigation into Generation Z's magazine reading habits and preferences—or lack thereof—is a logical subsequent study. While the importance of the Millennial generation remains intact, this study revealed that the monopoly of attention they have attained as society's crucial emerging group of consumers should be dispersed to include their successors. Although print magazines seem secure when based on the sentiments of the Millennial generation, this study shows print magazine survival may well be determined by each upcoming generation.

## Notes

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<sup>20</sup> Towers; Payne et al.; Kilian et al.

<sup>21</sup> Ruggiero; M.G. Jere and S. V. Davis. "An Application of Uses and Gratifications Theory to Compare Consumer Motivations for Magazine and Internet Usage among South African Women's Magazine Readers," *Southern African Business Review*, 15, no. 1 (2011): 1-27.

<sup>22</sup> McQuail.

<sup>23</sup> See Zerba.

<sup>24</sup> Alexandra Levit. "Make Way for Generation Z," *The New York Times*, March 28, 2015.  
[http://www.nytimes.com/2015/03/29/jobs/make-way-for-generation-z.html?\\_r=0](http://www.nytimes.com/2015/03/29/jobs/make-way-for-generation-z.html?_r=0)

<sup>25</sup> Amy Aronson. "Everything Old Is New Again: How the "New" User-Generated Women's Magazine Takes Us Back to the Future," *American Journalism*, 31, no. 3 (2014): 312-328; MPA. (2014); MPA. (2016/2017).