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Abstract

To study the local newspaper reading habits of teenagers from six schools in Florida as compared with those of teenagers from six schools in other states, a four-page questionnaire was administered to a total of 887 students in English and journalism classes. Among reading categories listed on the questionnaire were domestic news items, world news, non-news content (feature articles, comics, editorials, syndicated columns) and advertisements. Tentative conclusions suggested that (1) teenagers read the daily newspaper almost as much as do adults, (2) the difference in newspaper reading habits between Florida and non-Florida students and between journalism and non-journalism students is insignificant, (3) there is little evidence that schools are stimulating students to become discerning and discriminating users of newspapers, and (4) the recognition of the importance of mass media and the development of teachers better trained in media instruction are necessary. (The bulk of this report consists of 96 tables of findings.) (JM)

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WHAT TEENAGERS READ

IN THE HOMETOWN DAILY

NEWSPAPER

A Quill and Scroll Study

By Laurence R. Campbell

September, 1969

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1. Purpose of Study

The purpose of this inquiry by Quill and Scroll Studies is to:

- 1) Determine what teenagers read in the hometown daily newspaper
- 2) Compare the newspaper reading of Floridian and non-Floridian teenagers
- 3) Compare the newspaper reading of students in journalism classes and students not in journalism classes.

Limited in scope, the study cannot provide the basis for sweeping generalization, but it may provide enough data to warrant tentative conclusions.

2. Method

With the cooperation of six high school teachers in Florida and six not in Florida a 4-page questionnaire with answer sheets was circulated among teenagers in the spring semester of 1968 in:

- 1) Junior English
- 2) Senior English
- 3) Beginning Journalism
- 4) Advanced Journalism
- 5) English with a Strong Journalism Emphasis

It is not assumed that courses of a given name or given level necessarily have the same purpose, content, materials or emphasis in different schools. The answer sheets were returned to the director of Quill and Scroll Studies who arranged for the compilation, tabulation of the data related to the subject of this report.

3. Scope of Studies

A total of 887 high school students participated, 430 of them in Florida, 457 in other states. Of the total, 37 per cent were boys, 63 per cent, girls; 72 per cent were 16 or 17 years old. See Tables 1 and 2.

Florida high schools participating were:

Boone High School, Orlando
Edgewater High School, Orlando
Florida High School, Tallahassee
Wolfson High School, Jacksonville
Southwest High School, Miami
Plant High School, Plant City

Other high schools were:

Evanston Township High School, Evanston, Illinois
Northside High School, Fort Smith, Arkansas
Northside High School, Fort Wayne, Indiana
Southside High School, Fort Wayne, Indiana
Broad Ripple High School, Indianapolis, Indiana
Piedmont " " Piedmont, S.C.

4. Newspaper Reading

More than half of the teenagers devote only 15 to 29 minutes on an average school day to reading the hometown daily newspaper, according to Table 3. One-fourth of them give less or no time and about one-fifth give more time. Hence, it seems probable that headline-scanning, page-hopping, and random-sampling often may be the extent of the reading. Journalism students give a little more time to newspaper reading than do those in junior and senior English courses.

Florida teenagers prefer to read the morning daily where as non-Floridians prefer to read the evening newspaper, according to Table 4.

Twenty-four per cent of the teenagers believe that they devote more time to reading the daily newspaper than "average" juniors and seniors in high school, but 58 per cent believe that they only read as much as the average junior and senior. Students in beginning journalism think they read more than do those in junior English whereas those in advanced journalism believe they read more than those senior English, as Table 5 indicates.

5. News Reading

Almost three out of four teenagers always or usually read news of their high school activity program, sports program, and other non-academic news in their hometown daily newspaper, according to Table 8. Hence, more than one-fourth do not read such news very often or almost never read it. Slightly more than three out of five read their high school's academic program. Seven out of ten read

news about teenagers and juveniles, but less than one-half of them read news of colleges and universities.

Percentages of those who read these categories of domestic news--always or usually--are:

National	77	Food, fashion, health	49
World news, UN, wars	74	Weather	45
Riots, demonstrations	74	Social, weddings, parties	45
City, county	73	College sports	43
Disasters	73	Professional sports	42
Local crime	66	Science, inventions, space	40
State	65	Community service, projects	31
Accidents	64	Religion, churches	23
Politics, government	54	Business, labor	19
Nonlocal crime	53		

To be sure, the newspapers may not provide much news to read. Often in week-end edition a single game or hero rates more space than all the churches in town.

Percentages of those who read these categories of world news--always or usually--are:

Southeast Asia, Vietnam	74	Cuba-Caribbean	25
Russia	52	Africa	24
Western Europe, England	48	Mexico, Central America	18
China, Japan, Korea	46	Australia, New Zealand	17
Middle East	44	South America	17
India	30	Canada, Greenland	14

One-half of the teenagers apparently seldom if ever read news of foreign country unless it is from Southeast Asia or Russia. Less than one-fourth usually or always read news of Africa, Australia, New Zealand, or the western hemisphere outside of the United States. To be sure, the coverage of news on a day-to-day basis in these countries is impressive chiefly by its paucity if not omission.

There appears to be no significant difference between the Floridians and the non-Floridians in the reading of domestic news in the hometown daily newspaper. The Floridians consistently showed slightly more interest in world news, particularly in Latin America.

Reading
Newspaper by students in junior English is considerably less than by students in the four other courses, but though interests vary, there appears to be no significant difference in the extent of the reading in these categories of news.

How does teenage reading of newspapers compare with that of adults? According to a study conducted by the Institute of Social Research at the University of Michigan Research Center in 1965, the average man reads 36 minutes on a weekday and one hour on Sunday. The college-educated man spends 33 minutes a day reading newspapers, but those who did not finish high school cut the time to 26 minutes.

In 1968, Dr. Chilton R. Bush summarized data from Carl J. Nelson Research, Inc., in News Research for Better Newspapers, Volume 3, reporting that "teenagers saw about three-fourths as many news and feature pictures as adults did" and that "teenagers' reading of the front page content was about one-half that of adults."

6. Reading Non-News Content

Comics rank number one in newspaper reading by teenagers, for 84 per cent of the teenagers report that they always or usually read the comic section, according to Table 55. Editorial cartoons also rank high with a 70 per cent reading. Editorials attract only 39 per cent and letters to the editor interest 37 per cent.

Standard columns rate in this order:

Teen topics	70	Hollywood	31
Personal advice	67	Broadway	29
Fashions	48	Washington	27
Health, food, diet	31		

There seems to be no significant difference between Floridians and non-Floridians or students enrolled in different classes.

Less than one-third of the teenagers read feature articles usually or always. Percentages were: travel, scenery, 32; biographical, 32; science, 27; historical, 26; other, 43.

7. Reading Advertisements

Teenagers read advertisements for some products and services as much as they read some other newspaper content, as Table 80 indicates. Percentages for the best-read advertisements by product or kind are:

Movies	79	Footwear	39
Sportswear, equipment	49	Slacks, dungarees, travel	38
Shirts, blouses	49	Records and record players	37
Dresses	48	Jewelry	31
Skirts, jumpers	43	Classified	31

Poorest readership in percentages is as follows:

Razors, blades	6	Typewriters	14
Pool halls	9	Motorcycles, scooters	15
Bowling lanes	10	Candy	15
Legal advertising	11	Musical instruments	15
Barber shops, beauty parlors	11	Raincoats	15
Camera, films	13	Flowers	16
		Radio, TV sets	16

Only 29 per cent of the readers looked at advertisements of new cars and only 27 per cent at advertisements of used cars.

Conclusions

These tentative conclusions may be suggested:

- 1) Teenagers spend almost as much time reading daily newspapers as do adults.
- 2) There seems to be generally no significant difference between the newspaper reading by Floridians and non-Floridians.
- 3) There seems to be no significant difference between the reading of journalism and non-journalism students.
- 4) There seems to be ^{no} significant evidence that schools are helping teenagers to become discerning and discriminating users of newspapers.

First, educators should recognize the fact that mass media provide a day-to-day program of education. Second, they should recognize the fact that sustained and systematic study is needed to develop discerning and discriminating users of mass media. Third, teachers need to be trained professionally in the field of mass media and to be provided with necessary facilities and resources to be effective.

TABLE 1.--Sex of Students

	Boy	Girl
Total (887)	37	63
Florida (430)	39	61
Out-of-state (457)	35	65
Junior English (211)	47	53
Senior English (288)	41	59
Beginning Journalism (207)	27	73
Advanced Journalism (81)	30	70
English with Strong Journalism Emphasis (41)	29	71
Edgewater-Orlando (49)	38	62
Plant High--Plant City (57)	40	60
Florida High--Tallahassee (66)	53	47
Wolfson--Jacksonville (88)	28	72
Southwest Miami (59)	25	75
Boone--Orlando (111)	47	53
Northside--Fort Wayne (97)	31	69
Northside--Fort Smith (83)	40	60
Evanston Twp.--Evanston (56)	28	72
Southside--Fort Wayne (48)	50	50
Broad Ripple--Indianapolis (83)	28	72
Piedmont--South Carolina (91)	38	62

TABLE 2.--Participants by Ages

	15	16	17	18	19	Other
Total	9	27	45	19
Florida	4	20	51	24	1	..
Out-of-state	13	33	39	14	..	1
Junior English	11	48	39	2
Senior English	1	2	65	32
Beginning Journalism	15	31	30	21	1	2
Advanced Journalism	12	30	41	16	1	..
English with Strong Journalism Emphasis	10	59	29	2
Edgewater--Orlando	12	10	79	26	3	..
Plant High--Plant City	..	8	63	29
Florida High--Tallahassee	28	50	20	2
Wolfson--Jacksonville	3	5	55	36	..	1
Southwest Miami	15	17	44	20	4	..
Boone--Orlando	..	40	45	15
Northside--Fort Wayne	12	38	41	5	2	2
Northside--Fort Smith	7	16	49	27	..	1
Evanston Twp.--Evanston	7	44	40	9
Southside--Fort Wayne	2	29	46	18	3	2
Broad Ripple--Indianapolis	20	38	25	15	..	2
Piedmont--South Carolina	21	31	37	9	..	2

TABLE 3.--Time Spent Reading the Hometown Daily Newspaper on the Average School-day

	None or no Answer	Less Than 15 Min.	15-29 Min.	30-59 Min.	60 or More Min.
All	2	23	56	14	5
Florida	2	26	57	13	5
Out-of-state	1	22	57	14	6
Junior English	4	26	56	12	2
Senior English	2	28	52	13	5
Beginning Journalism	1	24	57	13	5
Advanced Journalism	1	16	56	25	2
English with Strong Journalism Emphasis	3	12	63	15	7
Edgewater --Orlando	..	24	59	18	9
Plant--Plant City	3	28	54	13	2
Florida High--Tallahassee	3	30	51	12	4
Wolfson--Jacksonville	2	25	56	14	2
Southwest Miami	1	15	61	16	7
Boone--Orlando	5	28	52	10	5
Northside--Fort Wayne	4	20	56	16	4
Northside--Fort Smith	2	34	49	12	3
Evanston Twp.--Evanston	3	22	51	16	8
Southside--Fort Wayne	..	27	60	8	5
Broad Ripple--Indianapolis	4	15	64	12	5
Piedmont--South Carolina	2	15	62	16	5

TABLE 4.--Daily Newspaper Reading Preference

	Local Morning	Local Evening	Non- Local	No Answer
Total	47	44	4	5
Florida	51	40	7	2
Out-of-state	43	49	3	5
Junior English	50	44	4	2
Senior English	52	38	7	3
Beginning Journalism	46	50	2	2
Advanced Journalism	44	40	1	15
English with Strong Journalism Emphasis	32	34	5	9
Edgewater--Orlando	49	51
Plant High--Plant City	85	..	15	..
Florida High--Tallahassee	39	52	3	5
Wolfson--Jacksonville	53	41	2	4
Southwest Miami	76	19	4	1
Boone--Orlando	51	39	6	4
Northside--Fort Wayne	28	56	2	14
Northside--Fort Smith	44	45	5	6
Evanston Twp.--Evanston	32	52	9	7
Southside--Fort Wayne	39	61
Broad Ripple--Indianapolis	40	56	4	..
Piedmont--South Carolina	69	28	..	3

TABLE 5.--Extent of Reading Local Daily

	As Much As Average Senior or Junior	More	Less	No Answer
Total	58	24	17	1
Florida	56	25	19	..
Out-of-state	59	23	16	2
Junior English	61	17	22	..
Senior English	56	27	17	..
Beginning Journalism	61	20	18	1
Advanced Journalism	62	30	7	1
English with Strong Journalism Emphasis	56	34	7	3
Edgewater--Orlando	53	28	19	..
Plant High--Plant City	64	21	15	..
Florida High--Tallahassee	54	29	17	..
Wolfson--Jacksonville	59	22	17	2
Southwest Miami	55	29	16	..
Boone--Orlando	51	24	25	..
Northside--Fort Wayne	62	19	15	4
Northside--Fort Smith	60	20	20	..
Evanston Twp.--Evanston	51	38	11	..
Southside--Fort Wayne	50	33	17	..
Broad Ripple--Indianapolis	49	31	16	4
Piedmont--South Carolina	71	10	16	3

TABLE 6.--Percentage of High School Students Who Report That "Always" or "Most of the Time" They Read Specific Kinds of News in Their Hometown Daily Newspaper

	All	Fla.	Other	Jr. Eng.	Sr. Eng.	Beg. Journ.	Adv. Journ.	English w/St JE
<u>Their School's</u>								
Academic Prog.	62	60	64	53	62	63	69	71
Activity Prog.	73	78	79	62	82	78	82	85
Sports Prog.	73	78	79	75	78	77	80	81
Other News	71	66	76	62	68	74	83	78
<u>Related News</u>								
Other Schools	48	47	50	38	51	52	57	42
Colleges, Univ	45	47	45	36	51	47	48	63
Juveniles, Teenagers	73	73	74	66	74	79	79	68
<u>Other News</u>								
Weather	45	46	46	44	45	51	43	44
City, County	73	73	72	69	75	74	74	90
State	65	71	60	61	72	64	70	68
National	77	82	74	72	82	75	85	81
World, U.N., Wars	76	78	77	74	77	76	77	78
Accidents	64	66	64	66	65	72	58	51
Disasters	73	73	74	76	74	76	73	71
Crime--local	66	70	64	69	66	70	61	66
Crime--non- local	53	57	51	56	53	59	42	61
Sports:								
College	45	47	39	43	47	39	36	31
Professional	42	44	41	46	47	35	39	44
Food, Fashion, Health	49	50	50	46	48	63	49	39
Sci., Inven- tion, Space	40	43	39	45	43	34	41	41
Religion, Ch.	23	23	23	24	26	25	21	12
Business, Labor	19	19	19	17	18	20	19	25
Social, Wed- dings, Party	45	43	48	37	46	60	46	10
Politics, Gov.	54	56	52	44	57	50	66	66
Riots, Demon.	74	74	75	69	75	76	71	88
Com. Service	31	29	32	24	31	38	33	22
<u>Foreign News</u>								
Canada, Green	14	14	14	11	13	13	18	27
Cuba, Carrib.	25	31	21	25	29	24	23	32
Mex, C. Am.	18	22	15	14	22	18	19	14
S. America	17	23	13	16	23	15	18	20
Austr. N. Zea	17	18	15	10	19	16	21	22
Africa	24	27	21	21	25	22	20	47
Mid. East	44	46	43	33	45	44	50	68
W. Eur. Eng.	48	49	46	38	49	46	57	66
Russia	52	56	48	43	56	49	55	63
China, Japan	46	49	42	41	50	43	47	49
S.E. Asia	74	76	73	73	76	74	84	69
India	30	31	28	21	83	35	29	31

TABLE 7.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper About Their High School's Academic Program

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	31	31	17	15	6
Florida	28	32	16	18	16
Non-Florida	35	29	19	13	4
Junior English	23	30	19	25	3
Senior English	32	30	15	17	6
Beginning Journalism	29	34	20	12	5
Advanced Journalism	41	28	17	9	5
English with Strong Journalism Emphasis	34	37	12	10	7
Edgewater--Orlando	18	31	28	12	11
Plant High--Plant City	41	31	11	12	5
Florida High--Tallahassee	33	24	12	24	7
Wolfson--Jacksonville	29	36	14	15	6
Southwest Miami	35	29	12	17	7
Boone--Orlando	17	37	19	24	3
Northside--Fort Wayne	26	25	29	15	5
Northside--Fort Smith	32	36	18	9	5
Evanston Twp.--Evanston	35	31	17	11	6
Southside--Fort Wayne	20	15	25	37	3
Broad Ripple--Indianapolis	50	33	12	2	3
Piedmont--South Carolina	34	34	11	13	6

TABLE 8.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper About Their High School's Activity Program

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	42	31	12	11	4
Florida	37	31	15	14	13
Non-Florida	48	31	10	9	2
Junior English	32	30	17	18	3
Senior English	42	40	13	13	2
Beginning Journalism	43	35	13	7	2
Advanced Journalism	56	26	6	10	2
English with Strong Journalism Emphasis	44	41	5	5	5
Edgewater--Orlando	28	31	22	12	7
Plant High--Plant City	42	27	14	12	5
Florida High--Tallahassee	39	30	14	15	3
Wolfson--Jacksonville	42	36	10	10	2
Southwest Miami	40	29	14	11	6
Boone--Orlando	30	32	16	20	2
Northside--Fort Wayne	41	32	12	12	3
Northside--Fort Smith	55	27	12	3	3
Evanston Twp.--Evanston	42	40	5	9	4
Southside--Fort Wayne	27	35	17	21	..
Broad Ripple--Indianapolis	66	30	4
Piedmont--South Carolina	45	27	10	10	8

TABLE 9.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Their High School's Sports Program

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	42	31	12	11	4
Florida	37	31	15	14	13
Non-Florida	48	31	10	9	2
Junior English	41	34	9	13	3
Senior English	48	30	10	9	3
Beginning Journalism	44	33	14	7	2
Advanced Journalism	49	31	12	4	4
English with Strong Journalism Emphasis	56	25	7	12	..
Edgewater--Orlando	32	29	22	15	2
Plant High--Plant City	39	36	14	6	5
Florida High--Tallahassee	51	24	11	14	..
Wolfson--Jacksonville	54	32	6	4	4
Southwest Miami	38	34	12	12	4
Boone--Orlando	36	41	11	11	1
Northside--Fort Wayne	41	38	8	9	4
Northside--Fort Smith	58	16	14	11	1
Evanston Twp.--Evanston	50	25	12	11	2
Southside--Fort Wayne	31	29	15	10	5
Broad Ripple--Indianapolis	46	37	14	3	..
Piedmont--South Carolina	66	16	8	6	4

TABLE 10.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Other News of Their High School

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	35	36	13	11	5
Florida	31	35	15	14	5
Non-Florida	42	34	12	8	4
Junior English	26	36	15	8	5
Senior English	35	33	14	13	5
Beginning Journalism	42	32	14	7	5
Advanced Journalism	46	37	11	1	5
English with Strong Journalism Emphasis	22	56	7	12	3
Edgewater--Orlando	30	41	14	8	7
Plant High--Plant City	37	35	12	9	7
Florida High--Tallahassee	30	36	15	19	..
Wolfson--Jacksonville	35	35	14	10	6
Southwest Miami	29	36	13	14	8
Boone--Orlando	24	34	18	18	6
Northside--Fort Wayne	39	32	15	9	5
Northside: Fort Smith	43	35	13	6	3
Evanston Twp.--Evanston	26	47	9	12	6
Southside--Fort Wayne	18	40	14	21	7
Broad Ripple--Indianapolis	59	35	5	..	1
Piedmont--South Carolina	46	27	11	10	6

TABLE 11.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Other Schools

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	14	34	29	18	5
Florida	15	32	26	22	5
Non-Florida	14	36	32	14	4
Junior English	10	28	28	29	5
Senior English	15	36	26	20	3
Beginning Journalism	16	36	29	14	5
Advanced Journalism	17	42	28	8	5
English with Strong Journalism Emphasis	10	32	44	12	2
Edgewater--Orlando	12	30	25	24	9
Plant High--Plant City	7	39	28	17	9
Florida High--Tallahassee	18	30	26	26	..
Wolfson--Jacksonville	13	42	23	20	2
Southwest Miami	22	29	27	15	7
Boone--Orlando	14	27	27	27	5
Northside--Fort Wayne	13	40	29	14	4
Northside--Fort Smith	18	26	40	11	5
Evanston Twp.--Evanston	7	32	43	16	2
Southside--Fort Wayne	10	29	25	29	7
Broad Ripple--Indianapolis	14	42	35	6	3
Piedmont--South Carolina	15	46	20	18	6

TABLE 12.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Teenagers and Juveniles

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	30	43	18	6	3
Florida	29	44	17	7	3
Non-Florida	33	41	19	5	2
Junior English	27	39	23	9	2
Senior English	29	45	17	7	2
Beginning Journalism	40	39	13	6	2
Advanced Journalism	28	51	17	3	1
English with Strong Journalism Emphasis	24	44	27	3	2
Edgewater--Orlando	28	39	24	7	2
Plant High--Plant City	30	49	10	6	5
Florida High--Tallahassee	19	47	20	10	4
Wolfson--Jacksonville	30	49	13	8	..
Southwest Miami	44	38	15	..	3
Boone--Orlando	26	42	20	9	3
Northside--Fort Wayne	27	44	23	5	1
Northside--Fort Smith	38	36	17	8	1
Evanston Twp.--Evanston	25	42	25	6	2
Southside--Fort Wayne	33	35	17	15	..
Broad Ripple--Indianapolis	30	54	16
Piedmont--South Carolina	39	33	16	5	7

TABLE 13.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Colleges and Universities

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	14	31	35	16	4
Florida	16	31	37	12	4
Non-Florida	13	32	33	19	3
Junior English	7	29	35	23	6
Senior English	17	34	35	2	2
Beginning Journalism	19	28	33	17	3
Advanced Journalism	16	32	40	10	2
English with Strong Journalism Emphasis	17	46	27	7	3
Edgewater--Orlando	16	33	32	12	7
Plant High--Plant City	16	30	40	11	3
Florida High--Tallahassee	9	33	44	14	..
Wolfson--Jacksonville	17	39	28	12	4
Southwest Miami	25	22	44	7	2
Boone--Orlando	15	27	36	16	6
Northside--Fort Wayne	7	28	41	20	4
Northside--Fort Smith	15	29	36	18	2
Evanston Twp.--Evanston	16	44	25	13	2
Southside--Fort Wayne	10	23	27	30	..
Broad Ripple--Indianapolis	12	36	35	15	2
Piedmont--South Carolina	16	32	24	19	9

TABLE 14.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Weather

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	18	27	28	23	4
Florida	22	24	29	21	4
Non-Florida	16	30	27	24	3
Junior English	19	25	30	22	4
Senior English	22	23	28	25	2
Beginning Journalism	18	33	27	18	4
Advanced Journalism	16	27	35	17	5
English with Strong Journalism Emphasis	12	32	17	37	2
Edgewater--Orlando	24	29	28	17	2
Plant High--Plant City	11	19	32	31	7
Florida High--Tallahassee	12	22	35	26	5
Wolfson--Jacksonville	25	30	25	17	3
Southwest Miami	31	22	30	16	1
Boone--Orlando	24	21	27	22	6
Northside--Fort Wayne	14	38	26	18	4
Northside--Fort Smith	18	25	25	28	4
Evanston Twp.--Evanston	14	25	21	36	4
Southside--Fort Wayne	20	34	21	22	3
Broad Ripple--Indianapolis	16	29	28	25	2
Piedmont--South Carolina	14	26	37	17	6

TABLE 15.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Local News (City and County)

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	23	50	19	7	1
Florida	29	48	16	6	1
Non-Florida	50	52	21	6	1
Junior English	22	47	20	9	2
Senior English	25	50	17	6	2
Beginning Journalism	25	44	21	4	1
Advanced Journalism	30	54	11	4	1
English with Strong Journalism Emphasis	12	78	7	3	..
Edgewater--Orlando	32	35	22	6	5
Plant High--Plant City	25	51	17	4	3
Florida High--Tallahassee	19	58	16	7	..
Wolfson--Jacksonville	29	57	8	5	1
Southwest Miami	44	42	10	4	..
Boone--Orlando	26	42	22	8	2
Northside--Fort Wayne	23	58	14	4	1
Northside--Fort Smith	18	47	22	9	4
Evanston Twp.--Evanston	16	60	20	4	..
Southside--Fort Wayne	20	55	20	5	..
Broad Ripple--Indianapolis	13	54	27	5	1
Piedmont--South Carolina	22	42	25	8	3

TABLE 16.--Extent to Which Teenagers Read State News in Their Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	18	47	26	8	1
Florida	23	48	23	5	1
Non-Florida	15	45	31	8	1
Junior English	14	47	28	10	1
Senior English	21	51	21	6	1
Beginning Journalism	21	43	29	6	1
Advanced Journalism	22	48	27	3	..
English with Strong Journalism Emphasis	14	54	32
Edgewater--Orlando	32	41	20	5	2
Plant High--Plant City	15	62	17	4	2
Florida High--Tallahassee	16	59	23	2	..
Wolfson--Jacksonville	21	39	31	8	1
Southwest Miami	30	44	22	4	..
Boone--Orlando	25	47	18	7	3
Northside--Fort Wayne	21	42	30	6	1
Northside--Fort Smith	14	56	17	9	4
Evanston Twp.--Evanston	14	50	32	4	..
Southside--Fort Wayne	14	33	48	5	..
Broad Ripple--Indianapolis	8	46	35	11	..
Piedmont--South Carolina	12	44	30	11	3

TABLE 17.--Extent to Which Teenagers Read National News in Their Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	33	44	15	5	3
Florida	38	44	13	3	2
Non-Florida	30	44	17	8	1
Junior English	28	44	17	9	2
Senior English	34	48	12	4	2
Beginning Journalism	32	43	18	5	2
Advanced Journalism	41	44	14	1	..
English with Strong Journalism Emphasis	37	46	17
Edgewater--Orlando	40	37	18	3	2
Plant High--Plant City	39	47	11	..	3
Florida High--Tallahassee	36	48	16
Wolfson--Jacksonville	26	51	14	5	7
Southwest Miami	50	36	12	2	..
Boone--Orlando	38	41	11	6	4
Northside--Fort Wayne	34	51	11	3	1
Northside--Fort Smith	26	46	16	10	2
Evanston Twp.--Evanston	35	41	18	2	4
Southside--Fort Wayne	33	42	16	9	..
Broad Ripple--Indianapolis	37	42	16	5	..
Piedmont--South Carolina	14	42	24	16	4

TABLE 18.--Extent to Which Teenagers Read World News (U.N., Wars)
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	35	41	15	8	1
Florida	37	41	16	5	1
Non-Florida	35	42	14	8	1
Junior English	34	40	15	10	1
Senior English	32	45	16	6	1
Beginning Journalism	35	41	15	6	3
Advanced Journalism	41	46	12	1	..
English with Strong Journalism Emphasis	39	39	17	5	..
Edgewater--Orlando	34	33	26	5	2
Plant High--Plant City	28	60	7	2	3
Florida High--Tallahassee	34	52	7	7	..
Wolfson--Jacksonville	23	45	21	9	2
Southwest Miami	50	27	19	2	2
Boone--Orlando	44	36	13	5	2
Northside--Fort Wayne	36	44	11	6	3
Northside--Fort Smith	27	47	17	8	1
Evanston Twp.--Evanston	39	36	16	7	2
Southside--Fort Wayne	37	42	12	9	..
Broad Ripple--Indianapolis	40	39	17	4	..
Piedmont--South Carolina	28	42	13	13	4

TABLE 19.--Extent to Which Teenagers Read the News of Accidents
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	21	43	25	8	3
Florida	22	44	25	7	2
Non-Florida	21	43	24	10	2
Junior English	28	38	24	7	3
Senior English	18	47	26	8	1
Beginning Journalism	26	46	19	6	3
Advanced Journalism	16	42	30	11	1
English with Strong Journalism Emphasis	10	41	32	15	2
Edgewater--Orlando	22	43	26	7	2
Plant High--Plant City	19	51	21	5	4
Florida High--Tallahassee	17	44	30	8	1
Wolfson--Jacksonville	20	52	18	8	2
Southwest Miami	25	46	25	4	..
Boone--Orlando	26	35	27	9	3
Northside--Fort Wayne	21	41	23	12	3
Northside--Fort Smith	23	39	26	7	5
Evanston Twp.--Evanston	16	35	34	13	2
Southside--Fort Wayne	27	50	16	7	..
Broad Ripple--Indianapolis	8	43	30	17	2
Piedmont--South Carolina	28	46	18	4	4

TABLE 20.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Disasters

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	29	44	19	5	3
Florida	26	47	21	4	2
Non-Florida	32	42	17	7	2
Junior English	31	45	18	4	2
Senior English	26	48	20	5	1
Beginning Journalism	36	40	16	5	3
Advanced Journalism	26	47	22	5	..
English with Strong Journalism Emphasis	17	54	17	10	2
Edgewater--Orlando	26	39	38	5	2
Plant High--Plant City	31	44	17	4	4
Florida High--Tallahassee	27	50	19	4	..
Wolfson--Jacksonville	22	50	21	7	..
Southwest Miami	23	56	21
Boone--Orlando	28	44	20	5	3
Northside--Fort Wayne	33	37	21	8	1
Northside--Fort Smith	35	35	16	9	5
Evanston Twp.--Evanston	21	50	18	9	2
Southside--Fort Wayne	33	54	8	5	..
Broad Ripple--Indianapolis	30	42	18	9	1
Piedmont--South Carolina	36	44	14	1	5

TABLE 21.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Local Crime

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	26	40	24	8	2
Florida	27	43	22	7	1
Non-Florida	26	38	27	8	1
Junior English	31	38	22	7	2
Senior English	23	43	26	8	..
Beginning Journalism	32	38	22	7	1
Advanced Journalism	22	39	32	6	1
English with Strong Journalism Emphasis	24	42	29	5	..
Edgewater--Orlando	26	39	18	15	2
Plant High--Plant City	22	55	19	2	2
Florida High--Tallahassee	33	38	22	7	..
Wolfson--Jacksonville	25	36	29	10	..
Southwest Miami	35	44	19	2	..
Boone--Orlando	24	45	21	7	3
Northside--Fort Wayne	21	36	27	13	3
Northside--Fort Smith	31	28	29	9	3
Evanston Twp.--Evanston	21	41	30	8	..
Southside--Fort Wayne	31	35	23	11	..
Broad Ripple--Indianapolis	8	45	37	7	3
Piedmont--South Carolina	40	40	15	4	1

TABLE 22.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Non-Local Crime

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	16	37	33	12	2
Florida	19	38	32	10	1
Non-Florida	15	36	34	13	2
Junior English	21	37	28	11	3
Senior English	12	41	35	11	1
Beginning Journalism	21	38	28	12	1
Advanced Journalism	15	27	44	14	..
English with Strong Journalism Emphasis	15	46	32	7	..
Edgewater--Orlando	22	37	24	15	2
Plant High--Plant City	12	42	35	9	2
Florida High--Tallahassee	21	39	32	8	..
Wolfson--Jacksonville	14	37	37	10	2
Southwest Miami	22	40	29	9	..
Boone--Orlando	21	36	29	11	3
Northside--Fort Wayne	13	25	39	22	1
Northside--Fort Smith	18	35	32	11	4
Evanston Twp.--Evanston	12	45	32	11	..
Southside--Fort Wayne	22	36	21	18	3
Broad Ripple--Indianapolis	4	36	46	11	3
Piedmont--South Carolina	19	43	27	7	4

TABLE 23.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about College Sports

	Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	21	22	28	27	2
Florida	23	24	27	24	2
Non-Florida	20	19	29	30	2
Junior English	21	22	26	28	3
Senior English	24	23	28	24	1
Beginning Journalism	16	23	29	29	3
Advanced Journalism	21	15	33	29	2
English with Strong Journalism Emphasis	7	24	29	37	3
Edgewater--Orlando	20	22	21	35	2
Plant High--Plant City	21	23	32	23	1
Florida High--Tallahassee	21	27	27	25	..
Wolfson--Jacksonville	28	29	23	18	2
Southwest Miami	15	23	31	27	4
Boone--Orlando	25	18	29	24	4
Northside--Fort Wayne	17	17	27	36	3
Northside--Fort Smith	19	23	30	25	3
Evanston Twp.--Evanston	7	19	25	47	2
Southside--Fort Wayne	25	12	35	28	..
Broad Ripple--Indianapolis	24	12	30	33	1
Piedmont--South Carolina	27	28	24	18	3

TABLE 24.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Professional Sports

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	23	19	27	28	3
Florida	21	23	26	28	2
Non-Florida	24	17	28	29	2
Junior English	24	22	25	27	2
Senior English	23	24	26	26	1
Beginning Journalism	18	17	30	31	4
Advanced Journalism	26	13	32	27	2
English with Strong Journalism Emphasis	20	24	17	37	2
Edgewater--Orlando	30	14	17	37	2
Plant High--Plant City	16	28	26	25	5
Florida High--Tallahassee	16	18	37	29	..
Wolfson--Jacksonville	22	25	23	28	2
Southwest Miami	22	27	20	29	2
Boone--Orlando	23	22	29	24	2
Northside--Fort Wayne	19	19	28	30	4
Northside--Fort Smith	19	21	32	23	5
Evanston Twp.--Evanston	17	24	16	41	2
Southside--Fort Wayne	31	10	31	25	3
Broad Ripple--Indianapolis	26	7	29	35	3
Piedmont--South Carolina	29	21	25	22	3

TABLE 25.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Food, Fashions, Health

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	21	28	25	22	4
Florida	20	30	28	19	3
Non-Florida	22	28	22	23	5
Junior English	18	28	28	23	3
Senior English	22	25	30	20	2
Beginning Journalism	27	36	16	16	5
Advanced Journalism	22	27	25	20	6
English with Strong Journalism Emphasis	10	29	17	39	5
Edgewater--Orlando	24	29	26	16	5
Plant High--Plant City	20	29	27	17	7
Florida High--Tallahassee	6	19	44	29	2
Wolfson--Jacksonville	25	34	24	14	3
Southwest Miami	35	29	24	12	..
Boone--Orlando	17	34	24	22	3
Northside--Fort Wayne	25	24	26	21	4
Northside--Fort Smith	16	35	17	24	8
Evanston Twp.--Evanston	14	27	19	26	4
Southside--Fort Wayne	14	29	17	37	3
Broad Ripple--Indianapolis	23	27	28	19	3
Piedmont--South Carolina	33	26	22	12	7

TABLE 26.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Science, Inventions, Space

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	12	28	36	21	3
Florida	14	29	37	18	2
Non-Florida	11	28	53	24	2
Junior English	11	34	31	22	2
Senior English	12	31	37	19	1
Beginning Journalism	14	20	40	24	2
Advanced Journalism	12	27	35	24	2
English with Strong Journalism Emphasis	7	34	37	20	2
Edgewater--Orlando	14	20	41	20	5
Plant High--Plant City	9	35	35	18	3
Florida High--Tallahassee	9	37	40	14	..
Wolfson--Jacksonville	9	30	36	23	2
Southwest Miami	25	15	43	15	2
Boone--Orlando	15	31	32	20	2
Northside--Fort Wayne	6	32	33	26	3
Northside--Fort Smith	11	21	41	22	5
Evanston Twp.--Evanston	7	35	31	25	2
Southside--Fort Wayne	14	25	33	28	..
Broad Ripple--Indianapolis	1	13	36	49	1
Piedmont--South Carolina	14	32	37	12	5

TABLE 27.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Religion, Churches

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	17	37	36	4
Florida	6	17	35	37	5
Non-Florida	6	17	39	34	4
Junior English	6	18	35	36	5
Senior English	7	19	38	33	3
Beginning Journalism	7	18	38	33	3
Advanced Journalism	7	14	43	22	4
English with Strong Journalism Emphasis	5	7	37	51	..
Edgewater--Orlando	4	22	31	36	7
Plant High--Plant City	9	23	35	30	3
Florida High--Tallahassee	9	39	45	7	..
Wolfson--Jacksonville	7	24	36	30	3
Southwest Miami	8	10	39	41	2
Boone--Orlando	7	17	29	42	5
Northside--Fort Wayne	5	11	44	34	6
Northside--Fort Smith	7	21	42	25	5
Evanston Twp.--Evanston	5	7	30	56	2
Southside--Fort Wayne	4	6	48	37	5
Broad Ripple--Indianapolis	1	13	36	49	1
Piedmont--South Carolina	14	32	37	12	5

TABLE 28.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Business Labor

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	4	15	40	37	4
Florida	6	13	42	35	4
Non-Florida	4	15	40	37	4
Junior English	1	16	40	37	6
Senior English	5	13	46	34	2
Beginning Journalism	5	15	39	36	5
Advanced Journalism	8	11	36	43	2
English with Strong Journalism Emphasis	8	17	34	39	2
Edgewater--Orlando	8	8	43	37	4
Plant High--Plant City	9	11	50	27	3
Florida High--Tallahassee	1	17	42	36	4
Wolfson--Jacksonville	6	11	40	39	4
Southwest Miami	8	15	43	34	..
Boone--Orlando	3	16	38	36	7
Northside--Fort Wayne	1	16	40	36	7
Northside--Fort Smith	1	10	47	35	7
Evanston Twp.--Evanston	7	18	33	40	2
Southside--Fort Wayne	4	16	38	37	5
Broad Ripple--Indianapolis	2	13	36	45	4
Piedmont--South Carolina	6	20	37	32	5

TABLE 29.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Social News, Weddings, Parties

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	20	25	22	28	5
Florida	17	26	24	28	5
Non-Florida	23	25	20	28	4
Junior English	17	20	25	32	6
Senior English	19	27	23	28	3
Beginning Journalism	29	31	17	19	4
Advanced Journalism	25	21	26	25	3
English with Strong Journalism Emphasis	..	10	24	59	7
Edgewater--Orlando	22	20	19	35	4
Plant High--Plant City	23	32	19	23	3
Florida High--Tallahassee	10	14	29	42	5
Wolfson--Jacksonville	21	34	24	18	3
Southwest Miami	16	24	36	18	6
Boone--Orlando	14	25	22	33	6
Northside--Fort Wayne	26	24	17	27	6
Northside--Fort Smith	18	32	27	17	6
Evanston Twp.--Evanston	3	13	19	57	8
Southside--Fort Wayne	22	21	17	35	5
Broad Ripple--Indianapolis	27	27	18	25	3
Piedmont--South Carolina	29	30	18	19	4

TABLE 30.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Politics, Government

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	19	35	26	17	3
Florida	22	34	26	15	3
Non-Florida	16	36	27	18	3
Junior English	14	30	27	27	2
Senior English	26	36	27	13	3
Beginning Journalism	16	34	27	20	3
Advanced Journalism	26	40	30	2	2
English with Strong Journalism Emphasis	27	39	22	7	5
Edgewater--Orlando	24	31	24	17	4
Plant High--Plant City	25	44	17	11	3
Florida High--Tallahassee	21	36	29	12	2
Wolfson--Jacksonville	18	28	36	13	5
Southwest Miami	27	42	25	6	..
Boone--Orlando	21	30	22	26	..
Northside--Fort Wayne	15	34	31	16	4
Northside--Fort Smith	8	35	33	19	5
Evanston Twp.--Evanston	25	35	27	11	2
Southside--Fort Wayne	12	50	19	19	..
Broad Ripple--Indianapolis	24	36	29	9	2
Piedmont--South Carolina	11	31	22	30	6

TABLE 31.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Riots, Demonstrations

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	29	45	17	6	3
Florida	30	44	19	5	2
Non-Florida	28	47	15	7	3
Junior English	26	43	21	8	2
Senior English	27	48	17	5	3
Beginning Journalism	34	42	15	7	2
Advanced Journalism	28	49	19	3	1
English with Strong Journalism Emphasis	29	54	7	5	5
Edgewater--Orlando	34	37	18	7	4
Plant High--Plant City	27	49	21	2	1
Florida High--Tallahassee	34	47	15	2	2
Wolfson--Jacksonville	17	51	20	9	3
Southwest Miami	38	34	24	4	..
Boone--Orlando	29	43	20	7	1
Northside--Fort Wayne	31	44	15	7	3
Northside--Fort Smith	24	41	21	11	3
Evanston Twp.--Evanston	26	54	7	6	2
Southside--Fort Wayne	37	48	8	5	2
Broad Ripple--Indianapolis	27	53	13	5	2
Piedmont--South Carolina	25	41	20	10	4

TABLE 32.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Community Services, Projects, Clubs

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	7	24	39	26	4
Florida	7	22	41	26	4
Non-Florida	6	26	38	26	4
Junior English	4	20	41	31	4
Senior English	8	23	39	28	2
Beginning Journalism	8	30	40	18	4
Advanced Journalism	12	21	41	24	2
English with Strong Journalism Emphasis	..	22	42	34	2
Edgewater--Orlando	2	16	51	25	6
Plant High--Plant City	9	26	39	23	3
Florida High--Tallahassee	3	22	34	36	5
Wolfson--Jacksonville	11	24	41	21	3
Southwest Miami	11	22	46	21	..
Boone--Orlando	7	19	40	30	4
Northside--Fort Wayne	9	26	37	24	4
Northside--Fort Smith	10	26	34	23	7
Evanston Twp.--Evanston	1	18	38	43	..
Southside--Fort Wayne	2	12	50	31	5
Broad Ripple--Indianapolis	3	32	33	28	4
Piedmont--South Carolina	5	33	40	17	5

TABLE 33.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Canada, Greenland

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	3	11	36	42	8
Florida	3	11	37	39	10
Non-Florida	3	11	35	44	7
Junior English	1	10	38	41	10
Senior English	2	11	34	46	7
Beginning Journalism	5	8	34	42	11
Advanced Journalism	2	16	37	40	5
English with Strong Journalism Emphasis	5	22	29	34	..
Edgewater--Orlando	12	6	41	30	11
Plant High--Plant City	..	12	23	56	9
Florida High--Tallahassee	1	5	39	47	8
Wolfson--Jacksonville	1	13	34	40	12
Southwest Miami	6	17	38	33	6
Boone--Orlando	3	10	44	31	12
Northside--Fort Wayne	2	8	37	47	6
Northside--Fort Smith	5	37	51	5	2
Evanston Twp.--Evanston	5	20	30	41	4
Southside--Fort Wayne	..	10	31	48	11
Broad Ripple--Indianapolis	2	12	38	37	11
Piedmont--South Carolina	3	13	34	42	8

TABLE 34.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Cuba, Caribbean Area

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	19	36	33	6
Florida	9	22	35	28	6
Non-Florida	5	16	36	38	5
Junior English	6	19	33	37	5
Senior English	7	22	35	32	4
Beginning Journalism	7	17	32	35	9
Advanced Journalism	9	14	44	31	2
English with Strong Journalism Emphasis	10	32	44	24	..
Edgewater--Orlando	10	16	49	14	11
Plant High--Plant City	5	30	26	30	9
Florida High--Tallahassee	5	19	37	33	6
Wolfson--Jacksonville	2	23	34	36	5
Southwest Miami	25	25	31	17	2
Boone--Orlando	10	14	39	27	5
Northside--Fort Wayne	2	8	37	47	6
Northside--Fort Smith	..	5	37	51	7
Evanston Twp.--Evanston	5	10	30	41	4
Southside--Fort Wayne	8	19	27	41	5
Broad Ripple--Indianapolis	2	14	41	37	6
Piedmont--South Carolina	5	22	29	38	6

TABLE 35.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Mexico, Central America

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	4	14	39	36	7
Florida	6	16	39	32	7
Non-Florida	3	12	39	40	6
Junior English	3	11	37	41	8
Senior English	5	17	37	37	4
Beginning Journalism	6	12	38	35	9
Advanced Journalism	3	16	48	31	2
English with Strong Journalism Emphasis	2	12	44	39	3
Edgewater--Orlando	10	16	43	22	9
Plant High--Plant City	2	17	33	39	9
Florida High--Tallahassee	1	17	38	39	5
Wolfson--Jacksonville	2	17	37	36	8
Southwest Miami	16	22	34	26	2
Boone--Orlando	7	9	46	30	8
Northside--Fort Wayne	1	15	43	35	6
Northside--Fort Smith	1	9	42	41	7
Evanston Twp.--Evanston	6	10	38	43	3
Southside--Fort Wayne	4	12	31	48	5
Broad Ripple--Indianapolis	2	11	41	37	9
Piedmont--South Carolina	3	16	31	41	9

TABLE 36.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about South America

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	4	13	36	40	7
Florida	7	16	37	33	7
Non-Florida	3	10	36	45	6
Junior English	3	13	36	42	6
Senior English	6	17	32	40	5
Beginning Journalism	6	9	37	37	11
Advanced Journalism	4	14	44	36	2
English with Strong Journalism Emphasis	5	15	36	39	5
Edgewater--Orlando	10	14	43	22	11
Plant High--Plant City	1	16	30	42	11
Florida High--Tallahassee	6	19	29	41	5
Wolfson--Jacksonville	2	17	36	37	8
Southwest Miami	17	17	34	29	3
Boone--Orlando	8	14	42	28	8
Northside--Fort Wayne	2	11	35	46	6
Northside--Fort Smith	3	8	39	41	9
Evanston Twp.--Evanston	6	12	34	45	3
Southside--Fort Wayne	2	10	33	50	5
Broad Ripple--Indianapolis	1	7	39	44	9
Piedmont--South Carolina	2	12	33	45	8

TABLE 37.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Australia, New Zealand

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	4	13	34	42	7
Florida	6	12	37	37	8
Non-Florida	3	12	33	46	6
Junior English	1	9	34	47	9
Senior English	5	14	32	43	6
Beginning Journalism	6	10	34	39	11
Advanced Journalism	5	16	42	35	2
English with Strong Journalism Emphasis	5	17	49	29	..
Edgewater--Orlando	14	14	35	24	13
Plant High--Plant City	3	16	23	49	9
Florida High--Tallahassee	4	6	44	39	7
Wolfson--Jacksonville	3	17	34	39	7
Southwest Miami	10	11	47	27	5
Boone--Orlando	5	10	37	38	10
Northside--Fort Wayne	5	5	34	50	6
Northside--Fort Smith	2	9	33	46	10
Evanston Twp.--Evanston	3	13	42	38	4
Southside--Fort Wayne	..	18	21	52	9
Broad Ripple--Indianapolis	..	13	40	40	7
Piedmont--South Carolina	1	18	25	48	8

TABLE 38.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Africa

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	5	19	36	34	6
Florida	6	21	36	31	6
Non-Florida	4	17	35	37	7
Junior English	3	18	34	38	7
Senior English	7	18	35	36	4
Beginning Journalism	3	19	34	33	11
Advanced Journalism	6	14	40	36	4
English with Strong Journalism Emphasis	10	37	29	22	2
Edgewater--Orlando	6	22	41	20	11
Plant High--Plant City	2	21	24	46	7
Florida High--Tallahassee	6	21	36	33	4
Wolfson--Jacksonville	4	18	40	33	5
Southwest Miami	15	17	34	30	4
Boone--Orlando	7	24	36	25	8
Northside--Fort Wayne	1	13	35	42	9
Northside--Fort Smith	5	13	34	37	11
Evanston Twp.--Evanston	8	33	26	29	4
Southside--Fort Wayne	..	12	42	39	7
Broad Ripple--Indianapolis	2	20	42	29	7
Piedmont--South Carolina	5	17	30	41	7

TABLE 39.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about the Middle East

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer or Don't Know
All	14	30	30	21	5
Florida	17	29	31	19	4
Non-Florida	12	31	30	23	4
Junior English	9	26	37	24	4
Senior English	15	30	30	22	3
Beginning Journalism	13	31	27	22	7
Advanced Journalism	16	34	33	15	2
English with Strong Journalism Emphasis	24	44	22	10	..
Edgewater--Orlando	16	37	26	14	7
Plant High--Plant City	12	28	27	26	7
Florida High--Tallahassee	18	30	35	13	4
Wolfson--Jacksonville	11	28	38	18	5
Southwest Miami	30	22	27	19	2
Boone--Orlando	14	32	30	19	5
Northside--Fort Wayne	7	28	37	23	5
Northside--Fort Smith	7	27	34	26	6
Evanston Twp.--Evanston	21	39	18	20	2
Southside--Fort Wayne	12	31	34	16	7
Broad Ripple--Indianapolis	16	35	26	18	5
Piedmont--South Carolina	8	28	28	31	5

TABLE 40.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Western Europe, England

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	14	34	30	17	5
Florida	15	34	30	16	5
Non-Florida	14	32	30	19	5
Junior English	7	31	34	23	6
Senior English	12	37	30	18	3
Beginning Journalism	16	30	29	17	8
Advanced Journalism	21	36	33	9	1
English with Strong Journalism Emphasis	24	42	24	10	..
Edgewater--Orlando	24	33	26	12	5
Plant High--Plant City	9	30	35	17	9
Florida High--Tallahassee	10	43	34	11	2
Wolfson--Jacksonville	5	46	27	22	5
Southwest Miami	28	31	25	16	..
Boone--Orlando	15	31	30	16	8
Northside--Fort Wayne	14	31	35	16	4
Northside--Fort Smith	10	27	37	20	6
Evanston Twp.--Evanston	19	39	24	16	2
Southside--Fort Wayne	10	38	25	18	9
Broad Ripple--Indianapolis	21	34	27	14	4
Piedmont--South Carolina	7	29	30	28	6

TABLE 41.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Russia, Eastern Europe

	Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	17	35	27	16	5
Florida	18	38	25	13	6
Non-Florida	16	32	29	18	5
Junior English	11	32	31	19	7
Senior English	18	38	27	14	3
Beginning Journalism	18	31	24	19	8
Advanced Journalism	20	35	35	8	2
English with Strong Journalism Emphasis	24	39	27	10	..
Edgewater--Orlando	22	39	16	12	11
Plant High--Plant City	19	37	30	7	7
Florida High--Tallahassee	19	43	25	9	4
Wolfson--Jacksonville	10	38	31	16	5
Southwest Miami	25	41	20	12	2
Boone--Orlando	16	34	23	18	9
Northside--Fort Wayne	16	34	27	16	7
Northside--Fort Smith	16	22	38	18	6
Evanston Twp.--Evanston	17	36	25	22	..
Southside--Fort Wayne	16	36	27	16	5
Broad Ripple--Indianapolis	21	34	27	14	4
Piedmont--South Carolina	13	28	32	22	5

TABLE 42.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about China, Japan, Korea

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	16	30	31	19	4
Florida	18	31	31	15	5
Non-Florida	14	28	33	22	3
Junior English	10	31	33	21	5
Senior English	16	34	29	19	2
Beginning Journalism	19	24	30	20	7
Advanced Journalism	19	28	42	9	2
English with Strong Journalism Emphasis	12	37	34	17	..
Edgewater--Orlando	26	23	26	16	9
Plant High--Plant City	18	31	39	5	7
Florida High--Tallahassee	18	36	26	16	4
Wolfson--Jacksonville	12	31	35	18	4
Southwest Miami	18	37	28	15	2
Boone--Orlando	16	30	29	18	7
Northside--Fort Wayne	16	27	35	18	4
Northside--Fort Smith	9	26	34	25	6
Evanston Twp.--Evanston	10	32	33	25	..
Southside--Fort Wayne	22	30	25	20	3
Broad Ripple--Indianapolis	17	25	35	18	5
Piedmont--South Carolina	11	33	28	24	4

TABLE 43.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about Vietnam, Laos, Cambodia, Thailand

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	38	36	15	8	3
Florida	40	36	15	6	3
Non-Florida	37	36	16	8	3
Junior English	37	36	20	5	2
Senior English	38	38	14	8	2
Beginning Journalism	41	33	12	10	4
Advanced Journalism	34	46	14	6	..
English with Strong Journalism Emphasis	42	27	17	12	2
Edgewater--Orlando	36	39	12	18	5
Plant High--Plant City	36	48	12	2	2
Florida High--Tallahassee	45	38	15	..	2
Wolfson--Jacksonville	29	41	17	9	4
Southwest Miami	44	28	14	10	4
Boone--Orlando	46	29	17	5	3
Northside--Fort Wayne	37	37	13	11	2
Northside--Fort Smith	33	35	16	10	6
Evanston Twp.--Evanston	37	32	16	13	2
Southside--Fort Wayne	41	36	14	6	3
Broad Ripple--Indianapolis	41	36	14	6	3
Piedmont--South Carolina	36	38	17	8	1

TABLE 44.--Extent to Which Teenagers Read the News in the Hometown Daily Newspaper about India, Indonesia, Iran, Pakistan

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	8	22	37	28	5
Florida	9	22	40	21	8
Non-Florida	6	22	34	34	4
Junior English	5	16	36	36	7
Senior English	8	25	36	27	4
Beginning Journalism	10	25	32	26	7
Advanced Journalism	9	20	46	22	3
English with Strong Journalism Emphasis	7	24	46	20	3
Edgewater--Orlando	16	20	43	14	7
Plant High--Plant City	11	19	40	21	7
Florida High--Tallahassee	8	24	36	26	6
Wolfson--Jacksonville	6	30	34	23	7
Southwest Miami	10	20	47	17	6
Boone--Orlando	9	18	40	24	9
Northside--Fort Wayne	7	19	37	33	4
Northside--Fort Smith	3	15	37	38	7
Evanston Twp.--Evanston	5	27	35	31	2
Southside--Fort Wayne	10	31	27	29	3
Broad Ripple--Indianapolis	8	21	38	28	5
Piedmont--South Carolina	5	21	29	40	5

TABLE 45.--Percentage of Teenagers Who "Always" or "Most of the Time" Read Opinion, Feature and Column Content in Hometown Daily Newspaper

	All Fla.	Other	Jr. Eng.	Sr. Eng.	Beg. Journ.	Adv. Journ.	English w/St JE
Editorials	39	41	38	30	43	40	58
Editorial cartoon	70	68	74	63	69	75	76
Letters to editor	37	42	31	32	37	38	37
<u>Columns:</u>							
Washington	27	29	25	21	32	26	31
Broadway	29	24	34	19	26	36	37
Hollywood	31	27	31	24	27	43	19
Personal advice	67	63	71	65	64	71	61
Health, food, diet, menus	31	29	32	28	26	42	24
Fashions	48	46	50	48	45	60	34
Teen topics	70	66	74	69	67	73	44
Comics	84	85	84	87	83	85	76
<u>Features:</u>							
Travel, scenery	32	34	29	34	32	37	10
Historical	26	30	23	22	29	28	20
Biographical Personality	32	33	30	22	32	35	47
Science	27	30	24	29	33	19	32
Other	43	43	44	36	43	47	49

TABLE 46.--Percentage of Teenagers Who Read Editorial in the
Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	12	27	33	24	4
Florida	14	27	33	22	4
Non-Florida	11	27	33	25	4
Junior English	9	21	34	31	5
Senior English	13	30	33	22	2
Beginning Journalism	12	28	30	26	4
Advanced Journalism	12	31	40	15	2
English with Strong Journalism Emphasis	24	34	22	17	3
Edgewater--Orlando	18	28	29	18	7
Plant High--Plant City	19	42	30	7	2
Florida High--Tallahassee	10	36	28	26	..
Wolfson--Jacksonville	9	22	36	30	3
Southwest Miami	13	27	43	15	2
Boone--Orlando	14	19	32	27	8
Northside--Fort Wayne	11	28	28	30	3
Northside--Fort Smith	9	26	34	24	7
Evanston Twp.--Evanston	23	30	23	22	2
Southside--Fort Wayne	8	21	43	25	3
Broad Ripple--Indianapolis	10	26	41	17	6
Piedmont--South Carolina	7	28	32	29	4

TABLE 47.--Percentage of Teenagers Who Read Editorial Cartoon in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	35	35	18	9	3
Florida	35	33	19	11	2
Non-Florida	37	37	16	8	2
Junior English	27	36	25	9	3
Senior English	35	34	18	12	1
Beginning Journalism	42	33	16	6	3
Advanced Journalism	39	42	15	4	..
English with Strong Journalism Emphasis	42	34	5	17	2
Edgewater--Orlando	40	27	18	8	7
Plant High--Plant City	40	37	15	6	2
Florida High--Tallahassee	34	37	19	10	..
Wolfson--Jacksonville	30	38	19	11	2
Southwest Miami	37	27	20	16	..
Boone--Orlando	32	30	21	12	5
Northside--Fort Wayne	30	40	25	4	1
Northside--Fort Smith	40	28	19	10	3
Evanston Twp.--Evanston	41	34	8	15	2
Southside--Fort Wayne	37	38	16	9	..
Broad Ripple--Indianapolis	44	42	10	3	1
Piedmont--South Carolina	31	40	15	10	4

TABLE 48.--Percentage of Teenagers Who Read Washington Columns
in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	7	20	37	31	5
Florida	8	21	34	31	6
Non-Florida	6	19	39	31	5
Junior English	3	18	36	38	5
Senior English	10	22	31	31	6
Beginning Journalism	7	19	42	25	7
Advanced Journalism	1	20	56	21	2
English with Strong Journalism Emphasis	9	22	32	32	5
Edgewater--Orlando	10	20	35	28	7
Plant High--Plant City	11	26	26	27	10
Florida High--Tallahassee	9	26	32	30	3
Wolfson--Jacksonville	6	16	37	34	7
Southwest Miami	8	19	44	29	..
Boone--Orlando	7	19	35	31	8
Northside--Fort Wayne	3	13	46	34	4
Northside--Fort Smith	6	19	38	27	10
Evanston Twp.--Evanston	10	22	28	36	4
Southside--Fort Wayne	2	18	50	27	3
Broad Ripple--Indianapolis	8	21	38	28	5
Piedmont--South Carolina	6	22	34	33	5

TABLE 49.--Percentage of Teenagers Who Read Broadway Column in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	9	22	31	32	6
Florida	6	20	32	34	7
Non-Florida	11	24	30	30	5
Junior English	5	14	39	35	7
Senior English	7	19	31	39	4
Beginning Journalism	14	22	32	24	8
Advanced Journalism	10	27	35	25	3
English with Strong Journalism Emphasis	10	27	24	34	5
Edgewater--Orlando	8	14	47	22	9
Plant High--Plant City	4	24	28	35	9
Florida High--Tallahassee	..	8	47	4	1
Wolfson--Jacksonville	12	22	29	32	5
Southwest Miami	11	22	33	27	7
Boone--Orlando	7	14	33	35	11
Northside--Fort Wayne	9	19	36	33	3
Northside--Fort Smith	9	16	31	36	8
Evanston Twp.--Evanston	14	25	21	36	4
Southside--Fort Wayne	8	17	41	34	..
Broad Ripple--Indianapolis	14	35	23	23	5
Piedmont--South Carolina	7	25	33	27	8

TABLE 50.--Percentage of Teenagers Who Read Hollywood Columns
in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	9	22	31	32	6
Florida	7	20	32	34	7
Non-Florida	11	24	30	30	5
Junior English	7	17	31	34	6
Senior English	7	20	31	38	4
Beginning Journalism	15	28	28	22	7
Advanced Journalism	9	26	38	22	5
English with Strong Journalism Emphasis	7	12	42	34	5
Edgewater--Orlando	10	22	31	30	7
Plant High--Plant City	4	26	30	31	9
Florida High--Tallahassee	3	7	36	50	4
Wolfson--Jacksonville	9	27	32	25	7
Southwest Miami	10	23	28	33	6
Boone--Orlando	8	14	35	35	6
Northside--Fort Wayne	8	21	42	26	3
Northside--Fort Smith	10	24	25	35	6
Evanston Twp.--Evanston	14	12	34	32	8
Southside--Fort Wayne	8	29	21	39	3
Broad Ripple--Indianapolis	13	28	29	23	7
Piedmont--South Carolina	12	27	27	29	5

TABLE 51.--Percentage of Teenagers Who Read Letters to Editor
in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	12	25	29	29	5
Florida	16	26	26	27	5
Non-Florida	9	24	31	31	5
Junior English	9	23	25	35	8
Senior English	15	22	28	32	3
Beginning Journalism	13	25	29	27	6
Advanced Journalism	11	34	37	16	2
English with Strong Journalism Emphasis	12	25	39	20	4
Edgewater--Orlando	24	23	28	16	9
Plant High--Plant City	24	25	35	12	2
Florida High--Tallahassee	14	31	14	33	8
Wolfson--Jacksonville	7	19	30	38	6
Southwest Miami	16	36	22	26	..
Boone--Orlando	16	25	26	25	8
Northside--Fort Wayne	6	22	38	30	4
Northside--Fort Smith	10	15	24	39	7
Evanston Twp.--Evanston	16	22	32	27	3
Southside--Fort Wayne	2	27	27	37	7
Broad Ripple--Indianapolis	11	33	51	18	7
Piedmont--South Carolina	6	24	30	34	6

TABLE 52.--Percentage of Teenagers Who Read Personal Advice
Columns in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	40	27	16	13	4
Florida	36	27	17	15	5
Non-Florida	44	27	16	10	3
Junior English	34	31	20	11	4
Senior English	38	26	15	18	3
Beginning Journalism	44	27	16	9	4
Advanced Journalism	48	22	20	7	3
English with Strong Journalism Emphasis	44	17	20	17	2
Edgewater--Orlando	40	21	12	16	11
Plant High--Plant City	43	28	16	7	6
Florida High--Tallahassee	41	26	19	11	3
Wolfson--Jacksonville	26	30	19	20	5
Southwest Miami	42	24	17	17	..
Boone--Orlando	32	28	18	15	7
Northside--Fort Wayne	34	39	12	12	3
Northside--Fort Smith	50	20	11	14	5
Evanston Twp.--Evanston	41	17	24	18	..
Southside--Fort Wayne	35	31	25	9	..
Broad Ripple--Indianapolis	56	28	8	5	2
Piedmont--South Carolina	47	23	19	7	4

TABLE 53.--Percentage of Teenagers Who Read a Column on Health, Food, Diet in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	11	20	30	33	6
Florida	11	18	33	31	7
Non-Florida	11	21	29	35	4
Junior English	10	18	29	37	6
Senior English	11	15	34	35	5
Beginning Journalism	15	27	30	21	7
Advanced Journalism	8	20	38	38	6
English with Strong Journalism Emphasis	7	17	17	56	3
Edgewater--Orlando	10	28	23	26	13
Plant High--Plant City	13	22	34	24	7
Florida High--Tallahassee	4	6	35	50	5
Wolfson--Jacksonville	7	14	41	31	7
Southwest Miami	10	27	25	32	6
Boone--Orlando	15	17	33	25	10
Northside--Fort Wayne	14	16	31	36	3
Northside--Fort Smith	10	22	29	31	8
Evanston Twp.--Evanston	7	16	23	52	2
Southside--Fort Wayne	10	23	27	35	5
Broad Ripple--Indianapolis	6	21	34	34	5
Piedmont--South Carolina	15	26	28	26	6

TABLE 54.--Percentage of Teenagers Who Read Column on Fashion in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	22	26	21	26	5
Florida	18	28	22	25	7
Non-Florida	25	25	19	26	5
Junior English	20	28	20	27	5
Senior English	20	25	22	29	4
Beginning Journalism	31	29	16	18	6
Advanced Journalism	21	24	26	22	7
English with Strong Journalism Emphasis	7	27	34	24	8
Edgewater--Orlando	20	27	16	26	13
Plant High--Plant City	16	40	18	21	5
Florida High--Tallahassee	11	15	27	39	8
Wolfson--Jacksonville	19	32	25	18	6
Southwest Miami	31	23	21	18	7
Boone--Orlando	16	28	24	27	5
Northside--Fort Wayne	26	30	14	27	3
Northside--Fort Smith	24	27	20	24	7
Evanston Twp.--Evanston	14	21	31	26	8
Southside--Fort Wayne	25	20	17	35	3
Broad Ripple--Indianapolis	22	21	21	30	6
Piedmont--South Carolina	33	26	18	17	6

TABLE 55.--Percentage of Teenagers Who Read Comic Strips in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	63	21	9	4	3
Florida	63	22	8	5	2
Non-Florida	65	19	9	5	2
Junior English	61	26	8	4	1
Senior English	61	22	9	6	2
Beginning Journalism	69	16	8	4	3
Advanced Journalism	64	18	9	5	1
English with Strong Journalism Emphasis	49	27	14	10	..
Edgewater--Orlando	69	18	8	3	2
Plant High--Plant City	59	21	7	9	4
Florida High--Tallahassee	66	26	4	4	..
Wolfson--Jacksonville	60	25	8	6	1
Southwest Miami	67	17	5	9	2
Boone--Orlando	58	23	11	6	2
Northside--Fort Wayne	58	24	10	7	1
Northside--Fort Smith	65	18	9	5	3
Evanston Twp.--Evanston	51	22	16	9	2
Southside--Fort Wayne	58	21	16	2	3
Broad Ripple--Indianapolis	74	16	6	1	3
Piedmont--South Carolina	73	18	3	3	3

TABLE 56.--Percentage of Teenagers Who Read Teen Topics Column
in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	42	28	15	12	3
Florida	35	31	17	13	4
Non-Florida	48	26	13	10	3
Junior English	41	28	19	10	2
Senior English	36	31	17	15	1
Beginning Journalism	49	28	10	8	5
Advanced Journalism	51	25	15	6	3
English with Strong Journalism Emphasis	29	15	15	34	7
Edgewater--Orlando	36	29	12	18	5
Plant High--Plant City	39	28	17	13	3
Florida High--Tallahassee	26	39	12	17	6
Wolfson--Jacksonville	36	31	14	15	4
Southwest Miami	31	30	14	12	3
Boone--Orlando	39	30	20	9	2
Northside--Fort Wayne	46	31	15	7	1
Northside--Fort Smith	50	25	12	10	3
Evanston Twp.--Evanston	26	22	16	30	6
Southside--Fort Wayne	41	31	11	14	3
Broad Ripple--Indianapolis	59	24	11	2	4
Piedmont--South Carolina	57	21	13	6	3

TABLE 57.--Percentage of Teenagers Who Read Features on Travel, Scenery in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	9	23	36	28	4
Florida	8	26	33	27	6
Non-Florida	9	20	39	28	4
Junior English	8	26	36	27	3
Senior English	8	24	34	31	3
Beginning Journalism	14	23	35	22	6
Advanced Journalism	9	24	38	25	4
English with Strong Journalism Emphasis	5	5	49	37	4
Edgewater--Orlando	8	20	33	32	7
Plant High--Plant City	7	21	32	33	7
Florida High--Tallahassee	3	30	35	27	5
Wolfson--Jacksonville	4	22	37	29	8
Southwest Miami	17	34	29	17	3
Boone--Orlando	13	25	33	25	4
Northside--Fort Wayne	11	15	38	33	3
Northside--Fort Smith	12	21	41	20	6
Evanston Twp.--Evanston	7	5	45	41	2
Southside--Fort Wayne	6	16	40	33	5
Broad Ripple--Indianapolis	7	20	38	29	6
Piedmont--South Carolina	8	36	34	18	4

TABLE 58.--Percentage of Teenagers Who Read Historical Features
in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	20	38	31	5
Florida	6	24	36	29	5
Non-Florida	6	17	39	34	4
Junior English	3	19	40	34	4
Senior English	6	23	36	32	3
Beginning Journalism	6	22	38	27	7
Advanced Journalism	10	17	44	22	7
English with Strong Journalism Emphasis	8	12	34	34	12
Edgewater--Orlando	8	20	37	26	9
Plant High--Plant City	6	28	24	37	5
Florida High--Tallahassee	1	27	41	27	4
Wolfson--Jacksonville	5	23	40	25	7
Southwest Miami	9	25	37	28	1
Boone--Orlando	6	20	38	31	5
Northside--Fort Wayne	8	8	46	34	4
Northside--Fort Smith	7	18	36	34	5
Evanston Twp.--Evanston	7	9	37	41	6
Southside--Fort Wayne	..	14	42	39	5
Broad Ripple--Indianapolis	4	15	38	37	6
Piedmont--South Carolina	6	32	34	23	5

TABLE 59.--Percentage of Teenagers Who Read Biographical Features in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	26	38	25	5
Florida	7	26	38	23	6
Non-Florida	6	24	40	26	4
Junior English	3	19	44	30	4
Senior English	6	26	40	25	3
Beginning Journalism	9	28	34	22	7
Advanced Journalism	6	33	38	19	4
English with Strong Journalism Emphasis	10	37	32	17	4
Edgewater--Orlando	10	22	41	16	11
Plant High--Plant City	9	30	26	30	5
Florida High--Tallahassee	2	37	37	23	1
Wolfson--Jacksonville	5	24	46	17	8
Southwest Miami	10	28	39	21	2
Boone--Orlando	6	20	37	30	7
Northside--Fort Wayne	5	20	38	32	5
Northside--Fort Smith	5	22	44	26	3
Evanston Twp.--Evanston	5	39	29	25	2
Southside--Fort Wayne	..	14	42	39	5
Broad Ripple--Indianapolis	4	15	38	37	6
Piedmont--South Carolina	6	32	34	23	5

TABLE 60.--Percentage of Teenagers Who Read the Science Features
in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	7	20	34	34	5
Florida	6	24	34	29	7
Non-Florida	6	18	34	37	5
Junior English	7	22	33	32	6
Senior English	6	27	32	32	3
Beginning Journalism	6	13	37	34	10
Advanced Journalism	10	15	36	34	5
English with Strong Journalism Emphasis	7	25	34	34	..
Edgewater--Orlando	10	20	33	28	9
Plant High--Plant City	7	23	30	35	5
Florida High--Tallahassee	9	35	30	21	5
Wolfson--Jacksonville	2	19	37	34	8
Southwest Miami	7	24	32	34	3
Boone--Orlando	7	24	35	27	7
Northside--Fort Wayne	6	15	39	35	5
Northside--Fort. Smith	6	17	35	36	6
Evanston Twp.--Evanston	7	24	32	34	3
Southside--Fort Wayne	6	16	34	39	5
Broad Ripple--Indianapolis	6	15	33	41	5
Piedmont--South Carolina	7	18	32	36	7

TABLE 61.--Percentage of Teenagers Who Read Other Features in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	10	33	32	16	9
Florida	10	33	32	15	10
Non-Florida	10	34	31	17	8
Junior English	9	27	36	17	11
Senior English	8	35	29	19	9
Beginning Journalism	12	35	31	14	8
Advanced Journalism	15	36	35	7	7
English with Strong Journalism Emphasis	7	42	24	15	12
Edgewater--Orlando	10	43	24	12	11
Plant High--Plant City	7	33	30	21	9
Florida High--Tallahassee	1	33	38	18	10
Wolfson--Jacksonville	10	26	38	14	12
Southwest Miami	17	44	22	9	8
Boone--Orlando	10	30	32	16	12
Northside--Fort Wayne	6	35	34	19	6
Northside--Fort Smith	15	26	33	16	10
Evanston Twp.--Evanston	5	40	27	16	12
Southside--Fort Wayne	6	35	36	18	5
Broad Ripple--Indianapolis	9	34	31	17	9
Piedmont--South Carolina	15	32	27	14	12

TABLE 62.--Percentage of Teenagers Who "Always" or "Most of the Time" Read Advertisements in Hometown Daily Newspaper

	All Fla.	Other	Jr. Eng.	Sr. Eng.	Beg. Journ.	Adv. Journ.	English w/St JE
Classified	31	30	31	33	25	39	17
Legal	11	11	13	9	13	16	5
Accessories	28	26	31	28	25	39	20
Automobiles:							
New	29	27	30	35	26	32	15
Used	27	27	26	36	24	29	8
Motorcycles	14	12	17	21	11	14	15
Barber Shop--							
Beauty Parlor	11	9	12	10	8	17	5
Camera, Film	13	12	14	15	8	19	5
Dresses	48	46	48	45	45	55	49
Eating Places	29	30	28	31	29	34	13
Candy	15	12	18	15	10	20	8
Flowers	16	14	18	16	13	21	10
Footwear	39	36	43	28	37	48	34
Gloves	15	11	19	16	11	22	4
Hats, Caps	16	12	20	18	13	20	10
Jackets	25	18	32	25	24	30	34
Jewelry	31	29	33	31	28	37	15
Movies	79	78	79	78	78	80	63
Pool Halls	9	11	8	13	9	8	3
Musical Inst.	15	14	16	20	13	16	14
Nightwear	22	23	21	21	21	28	4
Bowling Lanes	10	10	11	14	6	13	3
Radio, TV Set	16	14	18	16	13	18	15
Records,							
Record Player	37	34	39	40	32	43	27
Raincoats	15	10	20	14	12	22	15
Razors, Blades	6	7	6	8	4	7	..
School Supplies	19	15	22	20	14	22	14
Shirts,							
Blouses	49	48	58	49	46	57	46
Skirts,							
Jumpers	43	37	48	40	37	54	44
Sportswear,							
Equipment	49	46	53	51	43	56	37
Stationery	22	23	21	20	20	27	12
Slacks, Dungarees	38	36	39	42	33	44	30
Typewriters	14	12	15	12	11	16	10
Underwear	21	20	23	20	18	27	12
Watches	23	19	26	23	20	28	14

TABLE 63.--Percentage of Teenagers Who Read Classified Advertising in Hometown Daily Newspapers

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	11	20	28	36	5
Florida	11	19	29	36	5
Non-Florida	12	19	28	36	5
Junior English	13	20	28	33	6
Senior English	7	18	32	40	3
Beginning Journalism	15	24	29	26	6
Advanced Journalism	17	17	29	32	5
English with Strong Journalism Emphasis	5	12	20	56	7
Edgewater--Orlando	2	24	27	40	7
Plant High--Plant City	11	14	31	41	3
Florida High--Tallahassee	10	17	33	33	7
Wolfson--Jacksonville	6	20	29	38	7
Southwest Miami	14	18	34	31	3
Boone--Orlando	16	19	26	33	6
Northside--Fort Wayne	15	25	28	26	6
Northside--Fort Smith	15	25	24	28	10
Evanston Twp.--Evanston	5	12	18	57	8
Southside--Fort Wayne	10	19	43	28	..
Broad Ripple--Indianapolis	11	15	23	45	6
Piedmont--South Carolina	12	17	31	36	4

TABLE 64.--Percentage of Teenagers Who Read Legal Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	3	8	28	52	9
Florida	3	8	27	32	10
Non-Florida	4	9	28	51	8
Junior English	2	7	30	49	12
Senior English	3	10	25	57	5
Beginning Journalism	5	11	31	43	10
Advanced Journalism	3	7	30	51	9
English with Strong Journalism Emphasis	2	3	22	61	12
Edgewater--Orlando	..	12	20	57	11
Plant High--Plant City	6	14	26	49	5
Florida High--Tallahassee	..	8	22	58	12
Wolfson--Jacksonville	3	10	20	59	7
Southwest Miami	3	5	34	49	9
Boone--Orlando	4	5	34	45	12
Northside--Fort Wayne	3	9	28	50	10
Northside--Fort Smith	5	10	26	47	12
Evanston Twp.--Evanston	1	4	18	68	9
Southside--Fort Wayne	2	14	29	55	..
Broad Ripple--Indianapolis	4	6	24	55	11
Piedmont--South Carolina	3	11	38	39	9

TABLE 65.--Percentage of Teenagers Who Read Accessory Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	7	21	27	37	8
Florida	7	19	28	39	7
Non-Florida	8	22	26	35	8
Junior English	9	19	29	34	9
Senior English	6	20	26	42	6
Beginning Journalism	10	29	28	24	9
Advanced Journalism	6	15	32	40	7
English with Strong Journalism Emphasis	5	15	20	51	9
Edgewater--Orlando	4	24	25	36	11
Plant High--Plant City	6	21	28	42	3
Florida High--Tallahassee	3	12	26	53	6
Wolfson--Jacksonville	5	21	23	43	8
Southwest Miami	8	24	29	28	11
Boone--Orlando	11	16	38	30	5
Northside--Fort Smith	5	23	25	40	7
Northside--Fort Smith	11	19	22	33	15
Evanston Twp.--Evanston	7	18	19	48	8
Southside--Fort Wayne	10	27	31	27	5
Broad Ripple--Indianapolis	5	19	24	41	11
Piedmont--South Carolina	13	16	32	22	7

TABLE 66.--Percentage of Teenagers Who Read New Automobile Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	11	18	24	41	6
Florida	9	18	27	40	6
Non-Florida	13	17	23	41	6
Junior English	12	23	25	34	6
Senior English	7	19	24	47	3
Beginning Journalism	15	17	28	33	7
Advanced Journalism	17	11	27	41	4
English with Strong Journalism Emphasis	5	10	17	59	9
Edgewater--Orlando	10	14	29	40	7
Plant High--Plant City	11	28	26	34	1
Florida High--Tallahassee	6	21	26	40	7
Wolfson--Jacksonville	5	9	24	56	6
Southwest Miami	8	11	35	41	5
Boone--Orlando	13	23	25	33	6
Northside--Fort Wayne	11	21	22	41	5
Northside--Fort Smith	18	20	15	39	8
Evanston Twp.--Evanston	1	11	16	64	8
Southside--Fort Wayne	18	19	31	29	3
Broad Ripple--Indianapolis	8	15	19	48	10
Piedmont--South Carolina	15	20	29	31	5

TABLE 67.--Percentage of Teenagers Who Read Used Automobile Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	11	16	23	43	7
Florida	10	17	23	42	8
Non-Florida	13	13	23	45	6
Junior English	15	21	22	35	7
Senior English	7	17	22	49	5
Beginning Journalism	16	13	28	35	8
Advanced Journalism	13	11	22	47	7
English with Strong Journalism Emphasis	5	3	17	68	7
Edgewater--Orlando	8	20	21	40	11
Plant High--Plant City	14	21	18	44	3
Florida High--Tallahassee	6	21	20	45	8
Wolfson--Jacksonville	4	11	22	54	9
Southwest Miami	2	15	34	40	9
Boone--Orlando	17	19	23	32	9
Northside--Fort Wayne	13	18	22	40	7
Northside--Fort Smith	18	17	22	38	5
Evanston Twp.--Evanston	1	6	16	69	8
Southside--Fort Wayne	18	15	33	29	5
Broad Ripple--Indianapolis	8	4	21	58	9
Piedmont--South Carolina	15	19	24	37	5

TABLE 68.--Percentage of Teenagers Who Read Motorcycle Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	8	22	36	8
Florida	5	7	20	59	9
Non-Florida	7	10	23	53	7
Junior English	11	10	26	45	8
Senior English	3	8	19	65	5
Beginning Journalism	6	8	23	50	13
Advanced Journalism	3	6	26	57	8
English with Strong Journalism Emphasis	10	5	15	63	7
Edgewater--Orlando	4	10	14	59	13
Plant High--Plant City	2	14	7	74	3
Florida High--Tallahassee	7	8	19	39	7
Wolfson--Jacksonville	2	5	21	63	9
Southwest Miami	2	5	28	56	9
Boone--Orlando	10	4	25	50	11
Northside--Fort Wayne	3	6	21	59	11
Northside--Fort Smith	6	4	24	55	11
Evanston Twp.--Evanston	3	11	16	64	6
Southside--Fort Wayne	10	10	28	47	5
Broad Ripple--Indianapolis	6	11	23	54	6
Piedmont--South Carolina	13	16	27	36	8

TABLE 69.--Percentage of Teenagers Who Read Barber Shop and Beauty Parlor Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	4	7	22	59	8
Florida	3	6	22	58	11
Non-Florida	3	9	22	59	7
Junior English	4	6	21	59	10
Senior English	1	7	21	65	6
Beginning Journalism	3	14	25	45	13
Advanced Journalism	5	4	24	59	8
English with Strong Journalism Emphasis	2	3	10	76	9
Edgewater--Orlando	..	8	12	63	17
Plant High--Plant City	2	11	28	56	3
Florida High--Tallahassee	2	3	13	68	14
Wolfson--Jacksonville	2	9	22	56	11
Southwest Miami	5	7	29	52	7
Boone--Orlando	6	2	24	58	10
Northside--Fort Wayne	5	8	20	59	8
Northside--Fort Smith	3	8	16	65	8
Evanston Twp.--Evanston	1	2	13	78	6
Southside--Fort Wayne	..	10	29	52	9
Broad Ripple--Indianapolis	1	5	24	61	9
Piedmont--South Carolina	5	17	29	40	9

TABLE 70.--Percentage of Teenagers Who Read Camera and Film Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	4	9	24	55	8
Florida	3	9	24	54	10
Non-Florida	5	9	23	56	7
Junior English	6	9	24	55	6
Senior English	2	6	25	61	6
Beginning Journalism	5	14	25	44	12
Advanced Journalism	4	11	28	51	6
English with Strong Journalism Emphasis	2	3	15	68	12
Edgewater--Orlando	6	6	24	49	15
Plant High--Plant City	2	9	24	62	3
Florida High--Tallahassee	3	8	22	56	11
Wolfson--Jacksonville	..	6	26	54	14
Southwest Miami	2	13	29	47	9
Boone--Orlando	8	8	23	54	7
Northside--Fort Wayne	6	4	27	54	9
Northside--Fort Smith	9	8	19	57	7
Evanston Twp.--Evanston	3	5	17	67	8
Southside--Fort Wayne	..	8	27	60	5
Broad Ripple--Indianapolis	2	10	24	55	9
Piedmont--South Carolina	3	19	25	47	6

TABLE 71.--Percentage of Teenagers Who Read Dress Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	22	26	14	32	6
Florida	19	27	14	33	7
Non-Florida	23	25	14	32	6
Junior English	20	25	11	37	7
Senior English	20	25	17	34	4
Beginning Journalism	30	25	12	24	9
Advanced Journalism	20	33	12	27	8
English with Strong Journalism Emphasis	12	37	10	37	4
Edgewater--Orlando	17	20	10	43	13
Plant High--Plant City	22	28	18	28	4
Florida High--Tallahassee	14	18	15	47	6
Wolfson--Jacksonville	25	34	13	23	5
Southwest Miami	22	30	19	22	7
Boone--Orlando	18	28	11	34	9
Northside--Fort Wayne	25	24	13	34	4
Northside--Fort Smith	24	23	17	28	8
Evanston Twp.--Evanston	17	31	12	36	4
Southside--Fort Wayne	14	21	19	37	9
Broad Ripple--Indianapolis	18	29	17	31	5
Piedmont--South Carolina	33	23	6	29	9

TABLE 72.--Percentage of Teenagers Who Read Advertisements Concerning Eating Places in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	7	22	32	33	6
Florida	6	24	29	34	7
Non-Florida	7	21	34	34	4
Junior English	9	22	31	32	6
Senior English	5	24	30	38	3
Beginning Journalism	8	26	33	24	9
Advanced Journalism	7	20	28	40	5
English with Strong Journalism Emphasis	3	10	39	44	4
Edgewater--Orlando	2	18	27	38	15
Plant High--Plant City	11	30	19	37	3
Florida High--Tallahassee	3	23	33	36	5
Wolfson--Jacksonville	6	27	31	32	4
Southwest Miami	3	34	24	30	9
Boone--Orlando	10	17	31	33	9
Northside--Fort Wayne	6	15	38	36	5
Northside--Fort Smith	7	20	36	27	10
Evanston Twp.--Evanston	3	14	33	46	4
Southside--Fort Wayne	2	25	33	35	5
Broad Ripple--Indianapolis	6	16	35	39	4
Piedmont--South Carolina	13	21	30	21	5

TABLE 73.--Percentage of Teenagers Who Read Candy Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	5	10	29	48	8
Florida	4	8	30	49	9
Non-Florida	7	11	29	46	7
Junior English	5	10	34	43	8
Senior English	3	7	29	55	6
Beginning Journalism	8	12	30	37	13
Advanced Journalism	8	9	28	47	8
English with Strong Journalism Emphasis	3	5	12	73	7
Edgewater--Orlando	2	4	20	57	17
Plant High--Plant City	..	14	34	47	5
Florida High--Tallahassee	3	5	34	49	9
Wolfson--Jacksonville	5	9	32	47	7
Southwest Miami	5	8	26	49	12
Boone--Orlando	6	6	31	49	8
Northside--Fort Wayne	5	6	33	46	10
Northside--Fort Smith	8	9	32	40	11
Evanston Twp.--Evanston	1	4	18	73	4
Southside--Fort Wayne	2	10	35	42	11
Broad Ripple--Indianapolis	6	13	23	51	7
Piedmont--South Carolina	11	23	29	33	4

TABLE 74.--Percentage of Teenagers Who Read Flower Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	5	10	29	48	8
Florida	4	8	30	49	9
Non-Florida	7	11	29	46	7
Junior English	6	10	33	44	7
Senior English	4	9	27	55	5
Beginning Journalism	9	12	34	33	12
Advanced Journalism	7	10	28	45	10
English with Strong Journalism Emphasis	5	5	17	68	5
Edgewater--Orlando	..	10	18	55	17
Plant High--Plant City	2	9	37	47	8
Florida High--Tallahassee	5	7	23	57	7
Wolfson--Jacksonville	6	12	33	43	6
Southwest Miami	5	12	30	39	14
Boone--Orlando	5	9	33	46	7
Northside--Fort Wayne	7	6	31	48	8
Northside--Fort Smith	9	12	24	44	11
Evanston Twp.--Evanston	1	6	19	70	4
Southside--Fort Wayne	..	10	48	35	7
Broad Ripple--Indianapolis	9	8	22	50	11
Piedmont--South Carolina	14	16	35	30	5

TABLE 75.--Percentage of Teenagers Who Read Footwear Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	15	24	25	31	5
Florida	12	24	25	33	6
Non-Florida	18	25	24	29	4
Junior English	13	27	26	30	4
Senior English	14	23	26	35	2
Beginning Journalism	23	25	25	18	9
Advanced Journalism	16	19	26	33	6
English with Strong Journalism Emphasis	12	22	20	42	4
Edgewater--Orlando	4	18	27	26	15
Plant High--Plant City	14	21	30	32	3
Florida High--Tallahassee	11	19	28	39	3
Wolfson--Jacksonville	16	30	24	25	5
Southwest Miami	13	29	26	27	5
Boone--Orlando	12	21	24	36	7
Northside--Fort Wayne	19	21	28	28	4
Northside--Fort Smith	22	24	24	25	5
Evanston Twp.--Evanston	8	27	23	40	2
Southside--Fort Wayne	10	27	27	31	5
Broad Ripple--Indianapolis	8	21	28	34	3
Piedmont--South Carolina	29	33	18	16	4

TABLE 76.--Percentages of Teenagers Who Read Gloves Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	5	10	26	52	7
Florida	4	7	26	54	9
Non-Florida	6	13	27	48	6
Junior English	4	12	25	51	8
Senior English	4	7	28	56	5
Beginning Journalism	7	15	27	41	10
Advanced Journalism	7	9	30	44	10
English with Strong Journalism Emphasis	2	2	25	61	10
Edgewater--Orlando	2	2	22	55	19
Plant High--Plant City	4	5	33	53	5
Florida High--Tallahassee	5	4	24	58	9
Wolfson--Jacksonville	4	13	27	50	6
Southwest Miami	7	6	29	51	7
Boone--Orlando	3	7	23	58	9
Northside--Fort Wayne	8	10	25	50	7
Northside--Fort Smith	4	12	24	51	9
Evanston Twp.--Evanston	1	7	22	64	6
Southside--Fort Wayne	4	14	27	46	9
Broad Ripple--Indianapolis	2	6	31	53	8
Piedmont--South Carolina	11	24	30	30	5

TABLE 77.--Percentage of Teenagers Who Read Hat and Cap Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	10	28	49	7
Florida	4	8	27	53	8
Non-Florida	7	13	29	45	6
Junior English	6	12	26	48	8
Senior English	5	8	26	56	5
Beginning Journalism	8	12	30	39	11
Advanced Journalism	4	10	37	43	6
English with Strong Journalism Emphasis	5	5	29	54	7
Edgewater--Orlando	..	2	26	55	17
Plant High--Plant City	6	8	28	53	5
Florida High--Tallahassee	3	8	24	57	8
Wolfson--Jacksonville	4	15	27	49	5
Southwest Miami	8	5	34	43	10
Boone--Orlando	4	4	24	59	9
Northside--Fort Wayne	3	10	31	47	9
Northside--Fort Smith	6	11	25	48	10
Evanston Twp.--Evanston	3	9	25	57	6
Southside--Fort Wayne	6	14	30	43	7
Broad Ripple--Indianapolis	2	9	32	50	7
Piedmont--South Carolina	18	22	30	26	4

TABLE 78.--Percentage of Teenagers Who Read Jacket Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	19	30	39	6
Florida	5	13	31	43	8
Non-Florida	7	25	29	34	5
Junior English	5	20	32	37	6
Senior English	6	18	29	43	4
Beginning Journalism	9	21	32	29	9
Advanced Journalism	6	13	36	38	7
English with Strong Journalism Emphasis	2	22	20	49	7
Edgewater--Orlando	2	4	26	49	19
Plant High--Plant City	4	19	30	44	3
Florida High--Tallahassee	6	14	35	39	6
Wolfson--Jacksonville	5	20	29	40	6
Southwest Miami	7	12	35	34	12
Boone--Orlando	5	9	31	48	7
Northside--Fort Wayne	6	18	33	38	5
Northside--Fort Smith	4	27	27	35	7
Evanston Twp.--Evanston	3	23	20	50	4
Southside--Fort Wayne	10	23	27	35	5
Broad Ripple--Indianapolis	7	20	35	30	8
Piedmont--South Carolina	10	35	29	21	5

TABLE 79.--Percentage of Teenagers Who Read Jewelry Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	12	19	24	39	6
Florida	10	19	22	41	8
Non-Florida	14	19	25	37	5
Junior English	11	20	23	41	5
Senior English	12	16	23	44	5
Beginning Journalism	16	21	26	29	8
Advanced Journalism	12	26	25	31	6
English with Strong Journalism Emphasis	3	12	34	46	5
Edgewater--Orlando	8	14	19	38	21
Plant High--Plant City	13	14	31	35	7
Florida High--Tallahassee	8	10	23	54	5
Wolfson--Jacksonville	11	30	21	34	4
Southwest Miami	13	24	21	32	10
Boone--Orlando	6	19	21	47	7
Northside--Fort Wayne	13	19	24	40	4
Northside--Fort Smith	12	13	23	46	6
Evanston Twp.--Evanston	7	12	32	45	4
Southside--Fort Wayne	14	19	25	37	5
Broad Ripple--Indianapolis	11	20	25	38	6
Piedmont--South Carolina	23	30	21	22	4

TABLE 80.--Percentage of Teenagers Who Read Movie Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	40	39	11	7	3
Florida	37	41	10	8	4
Non-Florida	41	38	11	7	3
Junior English	39	39	13	7	2
Senior English	37	41	10	10	2
Beginning Journalism	45	35	10	5	5
Advanced Journalism	40	44	6	6	4
English with Strong Journalism Emphasis	34	29	25	5	7
Edgewater--Orlando	34	33	12	10	11
Plant High--Plant City	34	40	12	11	3
Florida High--Tallahassee	36	44	7	13	..
Wolfson--Jacksonville	43	41	8	5	3
Southwest Miami	29	53	10	5	3
Boone--Orlando	40	37	12	7	4
Northside--Fort Wayne	40	38	11	10	1
Northside--Fort Smith	45	31	13	6	5
Evanston Twp.--Evanston	33	48	20	7	2
Southside--Fort Wayne	41	40	12	7	..
Broad Ripple--Indianapolis	40	42	7	7	4
Piedmont--South Carolina	46	35	10	4	5

TABLE 81.--Percentage of Teenagers Who Read Pool Hall Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	3	13	66	12
Florida	7	4	14	63	12
Non-Florida	4	4	12	68	12
Junior English	8	5	12	59	16
Senior English	5	4	14	70	7
Beginning Journalism	4	4	14	61	17
Advanced Journalism	2	3	15	68	12
English with Strong Journalism Emphasis	3	..	7	78	12
Edgewater--Orlando	4	4	12	59	21
Plant High--Plant City	4	7	12	70	7
Florida High--Tallahassee	8	1	9	67	15
Wolfson--Jacksonville	3	2	18	69	8
Southwest Miami	10	2	18	58	12
Boone--Orlando	10	4	17	55	14
Northside--Fort Wayne	3	4	13	70	10
Northside--Fort Smith	7	5	13	64	11
Evanston Twp.--Evanston	1	..	4	86	9
Southside--Fort Wayne	6	2	17	68	7
Broad Ripple--Indianapolis	1	3	10	71	15
Piedmont--South Carolina	3	8	11	57	21

TABLE 82.--Percentage of Teenagers Who Read Musical Instrument Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	6	9	23	52	10
Florida	5	9	22	54	10
Non-Florida	8	8	24	51	9
Junior English	9	11	23	49	8
Senior English	5	8	23	57	7
Beginning Journalism	7	9	25	47	12
Advanced Journalism	5	8	28	48	11
English with Strong Journalism Emphasis	7	7	25	49	12
Edgewater--Orlando	2	4	20	55	19
Plant High--Plant City	7	9	21	56	7
Florida High--Tallahassee	6	15	22	47	10
Wolfson--Jacksonville	2	2	21	59	10
Southwest Miami	4	12	18	53	13
Boone--Orlando	7	11	23	52	7
Northside--Fort Wayne	7	11	23	49	10
Northside--Fort Smith	11	5	26	51	7
Evanston Twp.--Evanston	5	11	20	55	9
Southside--Fort Wayne	8	8	19	54	11
Broad Ripple--Indianapolis	3	4	20	63	10
Piedmont--South Carolina	9	13	33	36	9

TABLE 83.--Percentage of Teenagers Who Read Nightwear Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	8	14	27	44	7
Florida	7	16	26	43	8
Non-Florida	8	13	28	45	6
Junior English	6	15	24	49	6
Senior English	7	14	26	48	5
Beginning Journalism	9	19	33	29	10
Advanced Journalism	7	9	32	42	10
English with Strong Journalism Emphasis	2	3	29	61	5
Edgewater--Orlando	4	12	22	43	19
Plant High--Plant City	6	12	33	44	5
Florida High--Tallahassee	9	11	18	53	9
Wolfson--Jacksonville	5	23	30	34	8
Southwest Miami	12	13	34	34	7
Boone--Orlando	4	18	22	48	8
Northside--Fort Wayne	5	14	27	47	7
Northside--Fort Smith	11	10	29	42	8
Evanston Twp.--Evanston	5	5	25	61	4
Southside--Fort Wayne	4	14	27	48	7
Broad Ripple--Indianapolis	5	12	27	48	8
Piedmont--South Carolina	15	20	31	29	5

TABLE 84.--Percentage of Teenagers Who Read Bowling Lane Advertisements in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	3	7	24	57	9
Florida	4	6	21	59	10
Non-Florida	3	8	26	55	8
Junior English	4	10	24	51	11
Senior English	1	5	24	65	5
Beginning Journalism	3	10	29	46	12
Advanced Journalism	6	4	17	61	12
English with Strong Journalism Emphasis	..	3	12	76	9
Edgewater--Orlando	..	8	16	59	17
Plant High--Plant City	..	7	23	65	5
Florida High--Tallahassee	3	3	15	64	15
Wolfson--Jacksonville	1	3	28	60	8
Southwest Miami	7	1	21	62	9
Boone--Orlando	6	10	22	52	10
Northside--Fort Wayne	4	11	24	54	7
Northside--Fort Smith	2	8	29	53	8
Evanston Twp.--Evanston	14	78	8
Southside--Fort Wayne	..	16	34	47	3
Broad Ripple--Indianapolis	2	1	23	62	12
Piedmont--South Carolina	4	11	33	40	12

TABLE 85.--Percentage of Teenagers Who Read Radio and Television Advertising in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	4	12	27	50	7
Florida	4	10	27	51	8
Non-Florida	5	13	27	50	5
Junior English	6	10	27	50	7
Senior English	2	11	27	55	5
Beginning Journalism	7	11	30	42	10
Advanced Journalism	4	15	25	52	4
English with Strong Journalism Emphasis	..	15	12	66	7
Edgewater--Orlando	6	8	24	49	17
Plant High--Plant City	2	12	32	47	7
Florida High--Tallahassee	3	12	25	50	10
Wolfson--Jacksonville	3	10	28	55	4
Southwest Miami	5	8	26	51	10
Boone--Orlando	7	9	26	50	8
Northside--Fort Wayne	4	13	26	51	7
Evanston Twp.--Evanston	..	14	14	66	6
Southside--Fort Wayne	..	10	35	50	5
Broad Ripple--Indianapolis	6	17	23	49	5
Piedmont--South Carolina	8	14	33	39	6
Northside--Fort Smith	4	11	27	51	7

TABLE 86.--Percentage of Teenagers Who Read Record and Record Player Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	13	24	24	34	5
Florida	12	22	26	33	7
Non-Florida	14	25	23	34	4
Junior English	16	24	23	34	3
Senior English	9	23	29	35	4
Beginning Journalism	19	24	25	23	9
Advanced Journalism	17	21	20	37	5
English with Strong Journalism Emphasis	3	24	17	54	2
Edgewater--Orlando	14	20	31	22	13
Plant High--Plant City	11	21	26	39	3
Florida High--Tallahassee	12	22	26	32	5
Wolfson--Jacksonville	8	25	29	32	6
Southwest Miami	12	27	22	32	7
Boone--Orlando	17	19	24	37	3
Northside--Fort Wayne	17	20	22	36	5
Northside--Fort Smith	14	20	28	27	11
Evanston Twp.--Evanston	1	25	18	54	2
Southside--Fort Wayne	10	29	25	36	..
Broad Ripple--Indianapolis	14	25	23	34	4
Piedmont--South Carolina	22	20	22	23	3

TABLE 87.--Percentage of Teenagers Who Read Raincoat Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	5	10	25	53	7
Florida	3	7	25	57	8
Non-Florida	7	13	25	48	7
Junior English	4	10	23	54	9
Senior English	5	7	24	59	5
Beginning Journalism	6	16	29	40	9
Advanced Journalism	7	7	30	47	9
English with Strong Journalism Emphasis	5	10	22	59	4
Edgewater--Orlando	..	2	30	51	17
Plant High--Plant City	4	2	24	67	3
Florida High--Jacksonville	4	6	21	58	11
Wolfson--Jacksonville	3	14	30	47	6
Southwest Miami	8	5	21	57	9
Boone--Orlando	1	7	25	61	6
Northside--Fort Wayne	5	13	22	52	8
Northside--Fort Smith	3	9	32	47	9
Evanston Twp.--Evanston	10	9	22	55	4
Southside--Fort Wayne	10	8	23	52	7
Broad Ripple--Indianapolis	5	20	23	47	5
Piedmont--South Carolina	8	17	29	37	9

TABLE 88.--Percentage of Teenagers Who Read Razor and Blades Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	1	5	18	66	10
Florida	2	5	19	64	10
Non-Florida	1	5	17	68	9
Junior English	2	6	17	65	10
Senior English	..	4	17	71	8
Beginning Journalism	2	5	19	61	13
Advanced Journalism	3	3	28	57	9
English with Strong Journalism Emphasis	17	73	10
Edgewater--Orlando	..	4	24	53	19
Plant High--Plant City	..	9	17	67	7
Florida High--Tallahassee	3	6	11	68	12
Wolfson--Jacksonville	..	2	14	65	9
Southwest Miami	3	5	16	62	14
Boone--Orlando	4	5	20	65	6
Northside--Fort Wayne	2	1	18	70	9
Northside--Fort Smith	1	3	18	69	9
Evanston Twp.--Evanston	2	..	14	75	9
Southside--Fort Wayne	10	18	23	52	7
Broad Ripple--Indianapolis	5	20	23	47	5
Piedmont--South Carolina	8	17	29	37	9

TABLE 89.--Percentage of Teenagers Who Read School Supplies Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	3	16	31	43	7
Florida	3	12	29	47	9
Non-Florida	4	18	33	40	1
Junior English	3	17	32	42	4
Senior English	1	13	29	53	4
Beginning Journalism	7	15	36	32	10
Advanced Journalism	3	22	28	40	7
English with Strong Journalism Emphasis	2	12	27	54	5
Edgewater--Orlando	2	6	35	38	19
Plant High--Plant City	..	18	17	60	5
Florida High--Tallahassee	2	12	32	45	9
Wolfson--Jacksonville	1	10	32	50	7
Southwest Miami	3	14	25	49	9
Boone--Orlando	5	15	30	41	9
Northside--Fort Wayne	5	17	31	43	4
Northside--Fort Smith	1	20	32	38	9
Evanston Twp.--Evanston	3	11	34	50	2
Southside--Fort Wayne	2	16	40	37	5
Broad Ripple--Indianapolis	5	18	31	41	5
Piedmont--South Carolina	5	20	34	34	7

TABLE 90.--Percentage of Teenagers Who Read Shirts and Blouses Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	18	31	17	28	6
Florida	16	32	18	27	7
Non-Florida	20	30	17	28	5
Junior English	17	32	18	28	5
Senior English	14	32	19	31	4
Beginning Journalism	26	31	15	18	10
Advanced Journalism	20	28	19	22	11
English with Strong Journalism Emphasis	14	32	15	34	5
Edgewater--Orlando	14	31	12	26	17
Plant High--Plant City	14	34	19	30	3
Florida High--Tallahassee	9	27	21	35	8
Wolfson--Jacksonville	12	37	21	23	7
Southwest Miami	24	32	15	22	7
Boone--Orlando	19	32	18	25	6
Northside--Fort Wayne	22	25	20	29	4
Northside--Fort Smith	15	28	22	25	10
Evanston Twp.--Evanston	14	30	16	38	2
Southside--Fort Wayne	18	29	13	40	..
Broad Ripple--Indianapolis	17	31	17	31	4
Piedmont--South Carolina	26	37	11	15	11

TABLE 91.--Percentage of Teenagers Who Read Skirts and Jumpers Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	19	24	15	35	7
Florida	14	23	18	37	8
Non-Florida	23	25	13	33	6
Junior English	18	22	16	38	6
Senior English	15	22	17	42	4
Beginning Journalism	26	28	13	23	10
Advanced Journalism	20	24	15	27	14
English with Strong Journalism Emphasis	12	32	12	37	7
Edgewater--Orlando	8	22	13	38	19
Plant High--Plant City	14	18	19	42	7
Florida High--Tallahassee	9	19	12	50	10
Wolfson--Jacksonville	13	34	21	28	4
Southwest Miami	22	24	20	29	5
Boone--Orlando	15	21	18	37	9
Northside--Fort Wayne	25	24	13	33	5
Northside--Fort Smith	22	24	11	35	8
Evanston Twp.--Evanston	16	28	13	39	4
Southside--Fort Wayne	18	19	13	45	5
Broad Ripple--Indianapolis	25	20	17	32	6
Piedmont--South Carolina	26	30	13	20	11

TABLE 92.--Percentage of Teenagers Who Read the Sportswear and Equipment Advertising in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	19	30	23	23	5
Florida	16	30	23	26	5
Non-Florida	22	31	23	21	3
Junior English	20	31	20	24	5
Senior English	14	29	28	27	2
Beginning Journalism	25	31	20	17	7
Advanced Journalism	15	36	22	21	6
English with Strong Journalism Emphasis	20	17	24	39	..
Edgewater--Orlando	10	30	19	32	9
Plant High--Plant City	13	28	28	28	3
Florida High--Tallahassee	14	27	21	30	8
Wolfson--Jacksonville	18	33	25	20	4
Southwest Miami	14	29	27	27	2
Boone--Orlando	21	31	18	25	5
Northside--Fort Wayne	21	29	23	22	5
Northside--Fort Smith	15	32	23	23	7
Evanston Twp.--Evanston	17	20	25	38	..
Southside--Fort Wayne	20	25	32	18	5
Broad Ripple--Indianapolis	20	41	21	15	3
Piedmont--South Carolina	34	32	21	9	4

TABLE 93.--Percentage of Teenagers Who Read Stationery Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	7	15	23	47	8
Florida	7	16	22	46	9
Non-Florida	7	14	24	49	6
Junior English	6	14	23	49	8
Senior English	6	14	22	52	6
Beginning Journalism	12	15	26	36	11
Advanced Journalism	6	22	24	45	3
English with Strong Journalism Emphasis	2	10	25	56	7
Edgewater--Orlando	2	18	18	43	19
Plant High--Plant City	4	14	21	52	9
Florida High--Tallahassee	7	14	18	51	10
Wolfson--Jacksonville	7	16	28	43	5
Southwest Miami	8	21	18	43	10
Boone--Orlando	9	16	22	44	9
Northside--Fort Wayne	8	14	18	55	5
Northside--Fort Smith	13	6	25	47	9
Evanston Twp.--Evanston	7	10	22	57	4
Southside--Fort Wayne	..	16	23	56	5
Broad Ripple--Indianapolis	5	15	27	47	6
Piedmont--South Carolina	6	18	32	33	11

TABLE 94.--Percentage of Teenagers Who Read Slacks, Dungarees, and Trousers Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	15	23	23	23	6
Florida	13	23	23	33	8
Non-Florida	16	23	23	33	5
Junior English	12	30	24	28	6
Senior English	10	23	23	39	5
Beginning Journalism	23	21	20	27	9
Advanced Journalism	16	16	35	27	6
English with Strong Journalism Emphasis	10	20	22	46	2
Edgewater--Orlando	10	24	25	26	15
Plant High--Plant City	13	28	22	34	3
Florida High--Tallahassee	7	32	21	33	7
Wolfson--Jacksonville	11	19	25	38	7
Southwest Miami	5	27	24	27	7
Boone--Orlando	18	16	23	33	10
Northside--Fort Wayne	20	11	29	36	4
Northside--Fort Smith	14	26	17	33	10
Evanston Twp.--Evanston	10	16	24	46	4
Southside--Fort Wayne	12	31	17	40	..
Broad Ripple--Indianapolis	9	21	23	41	6
Piedmont--South Carolina	20	36	24	15	5

TABLE 95.--Percentage of Teenagers Who Read Typewriter Advertisements in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	5	9	25	52	9
Florida	3	9	26	52	10
Non-Florida	5	10	23	54	8
Junior English	4	8	27	51	10
Senior English	3	8	26	57	6
Beginning Journalism	5	11	26	45	13
Advanced Journalism	11	9	19	54	7
English with Strong Journalism Emphasis	..	10	22	61	7
Edgewater--Orlando	2	6	20	53	19
Plant High--Plant City	4	12	30	45	9
Florida High--Tallahassee	4	8	24	53	11
Wolfson--Jacksonville	1	9	24	59	7
Southwest Miami	2	12	29	47	14
Boone--Orlando	5	8	29	50	8
Northside--Fort Wayne	6	8	15	63	8
Northside--Fort Smith	8	10	24	50	8
Evanston Twp.--Evanston	3	11	21	59	6
Southside--Fort Wayne	2	4	25	60	9
Broad Ripple--Indianapolis	4	9	22	58	7
Piedmont--South Carolina	6	12	35	36	11

TABLE 96.--Percentage of Teenagers Who Read Underwear Advertisements in Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	8	13	25	46	8
Florida	7	13	27	43	10
Non-Florida	10	13	23	48	6
Junior English	8	12	29	43	8
Senior English	6	12	24	51	7
Beginning Journalism	11	16	26	35	12
Advanced Journalism	11	14	26	46	3
English with Strong Journalism Emphasis	7	5	15	68	5
Edgewater--Orlando	4	12	24	41	19
Plant High--Plant City	7	11	26	47	9
Florida High--Tallahassee	4	12	20	54	10
Wolfson--Jacksonville	4	17	33	38	8
Southwest Miami	8	16	23	39	14
Boone--Orlando	9	11	29	43	8
Northside--Fort Wayne	10	13	20	50	7
Northside--Fort Smith	9	9	22	50	10
Evanston Twp.--Evanston	5	9	14	68	4
Southside--Fort Wayne	8	10	25	52	5
Broad Ripple--Indianapolis	3	12	20	59	6
Piedmont--South Carolina	15	22	34	21	8

TABLE 97.--Percentage of Teenagers Who Read Watch Advertisements
in the Hometown Daily Newspaper

	Yes, Always	Most of the Time	No, Not Very Often	No, Almost Never	No Answer, or Don't Know
All	5	18	27	43	7
Florida	4	15	29	43	9
Non-Florida	6	20	26	43	5
Junior English	5	18	29	41	7
Senior English	5	15	27	48	5
Beginning Journalism	7	21	27	36	9
Advanced Journalism	7	12	33	41	7
English with Strong Journalism Emphasis	2	12	20	61	5
Edgewater--Orlando	2	8	37	36	17
Plant High--Plant City	2	21	35	37	5
Florida High--Tallahassee	9	18	21	44	8
Wolfson--Jacksonville	3	19	25	46	7
Southwest Miami	7	6	34	44	9
Boone--Orlando	3	11	29	48	9
Northside--Fort Wayne	5	15	25	48	7
Northside--Fort Smith	10	13	21	49	7
Evanston Twp.--Evanston	5	12	18	57	8
Southside--Fort Wayne	6	27	17	47	3
Broad Ripple--Indianapolis	5	22	27	42	4
Piedmont--South Carolina	7	29	38	21	5