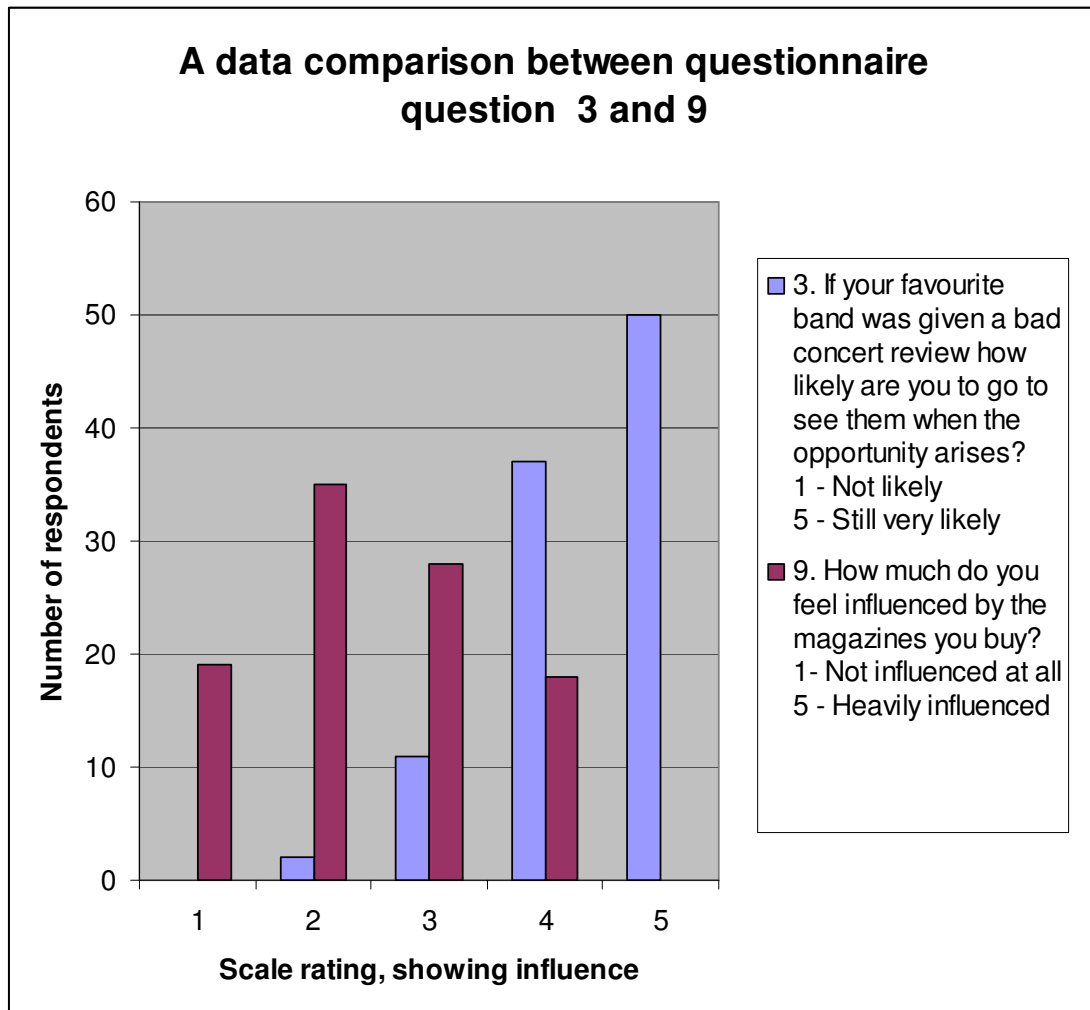


Table 2



*This graph shows the answers given by 100 participants to questions 3 and 9 of the questionnaire*

The graph helps highlight the fact that even though a magazine may give a bad review to a band the subcultural participants are unlikely to take heed and not go to the concert. This data is held against the fact that the subcultural participants fail to feel influenced by the magazines they read