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War Stories

Iraq War Media Survey

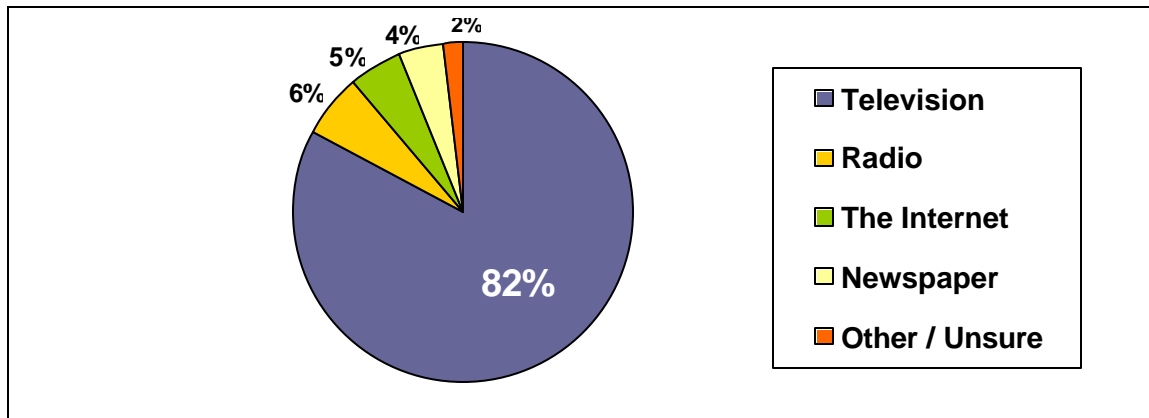
Paragon Media Strategies surveyed 450 people national-wide who are following the war with Iraq to explore what medium people are using to get their news and information on the war. Of those surveyed nationally (50% male / 50% female) between March 21st and 24th, 63% report they are following the war “very much,” 33% “somewhat” and 4% “not very much.”

Where People Get Their News And Information Concerning the Iraq War

	News that we had officially declared war with Iraq		News there was an actual attack on Iraq by the US	
	First place heard news	Other places turned to for more information**	First place heard news	Other places turned to for more information**
Base	(450)	(450)	(450)	(450)
A television station	79%	53%	80%	54%
A radio station	10%	26%	10%	22%
A newspaper	1%	18%	2%	16%
The Internet	2%	16%	3%	15%
Other	6%	1%	3%	1%
Unsure	2%	8%	2%	8%

*Multiple responses accepted

Main Source of War News and Information



Included in the full report online:

- ◆ All questions broken out by age, gender and war coverage followers
- ◆ Tracking results from Gulf War in 1991.

Results provided represent top-line data only.

For more in depth results of these tables and other questions included in this poll please visit our website:

www.paragonmediastrategies.com

Main Source of War News and Information (By Age)

	Which of the following would you say is your main source for news & information concerning the war with Iraq?				
	Age				
	15 - 24	25 - 34	35 - 44	45- 54	55+
Base	(60)	(75)	(98)	(128)	(89)
A television station	74%	82%	73%	89%	89%
A radio station	2%	7%	15%	2%	5%
A newspaper	2%	2%	5%	5%	4%
The Internet	19%	7%	4%	2%	2%
Other	--	3%	2%	1%	--
Unsure	4%	--	1%	1%	--

Yellow boxes indicate significantly higher scores