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War Stories

Iraq War Radio Survey

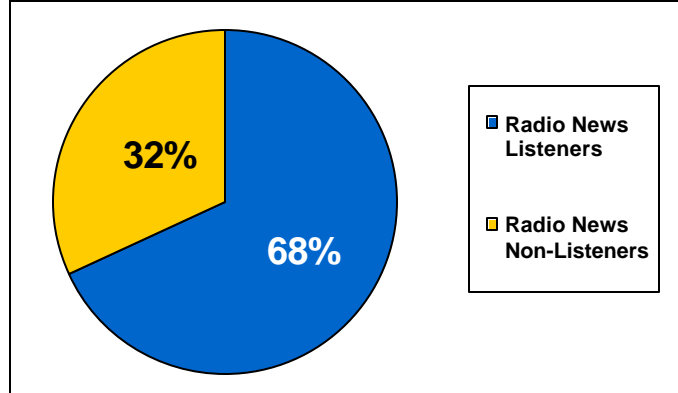
Paragon Media Strategies surveyed 450 people national-wide who are following the war with Iraq to explore what medium people are using to get their news and information on the war. Of those surveyed nationally (50% male / 50% female) between March 21st and 24th, 63% report they are following the war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

Where People Get Their News And Information Concerning the Iraq War

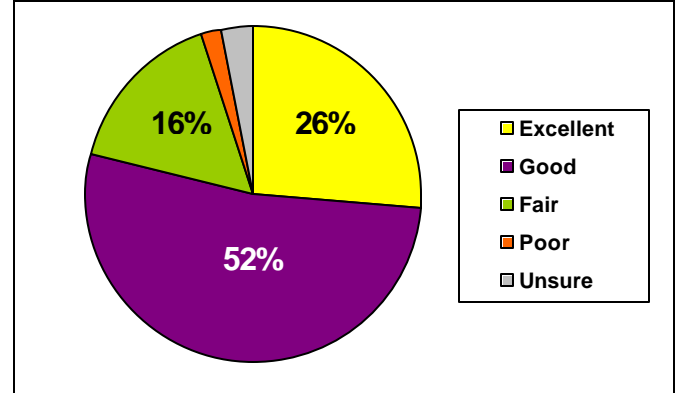
	News that we had <u>officially declared war with Iraq</u>		News there was <u>an actual attack on Iraq by the US</u>	
	First place heard news	Other places turned to for more information*	First place heard news	Other places turned to for more information*
Base	(450)	(450)	(450)	(450)
Television	79%	53%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

*Multiple responses accepted

Listen to Radio for War News & Information



Rating of Radio's War Coverage **



Listen to Radio for... **

	Are you listening to either an AM or FM radio station for...?		
	Current headlines about the war with Iraq	In depth stories and information about the war with Iraq	Talk or discussions about the war with Iraq
Base	(307)	(307)	(307)
Yes	74%	56%	58%
No	25%	43%	41%
Unsure	1%	1%	1%

**Among those who listen to the radio for news and information concerning the war with Iraq.

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