



## Contact

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## Business Facts

Launched in November 2006, SupportingEvidence seeks to educate, entertain, and inspire our visitors through simple, understandable charts derived from reliable sources. Our visitors come to us with questions and leave with graphical answers. They often are surprised by the facts and are inspired to share them with family, friends, and colleagues.

While billions of dollars are spent annually researching answers to important questions, most of the results are lost in obscure journals, confusing tables of numbers, and jargon-filled reports, left only to specialists to know and understand.

SupportingEvidence is committed to combining this vast pool of research results, the communication power of the Internet, and the belief that 'a picture is worth a thousand words' to deliver reliable facts in an understandable form to a broad audience.

Our value delivery is through our website, [www.SupportingEvidence.com](http://www.SupportingEvidence.com). Our content is free to site visitors. Financial support comes through content-sensitive advertising placed on the site. We welcome royalty-free sharing of our charts, and links to our site to facilitate wide distribution.

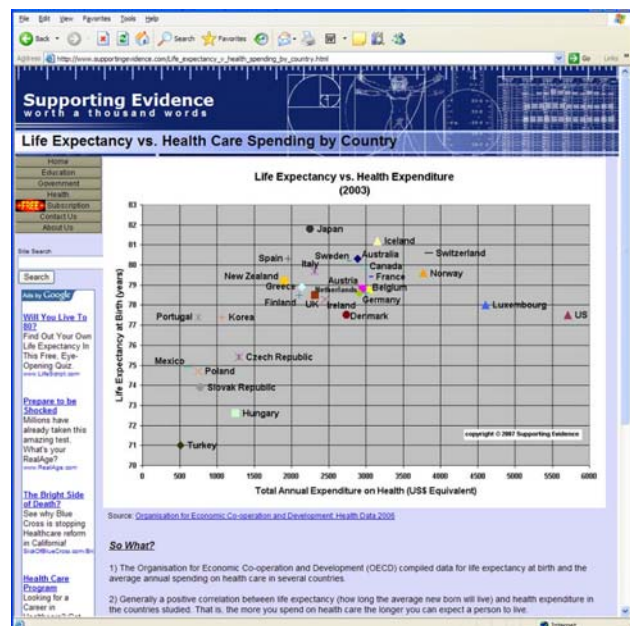
We encourage our visitors to give us feedback and submit ideas (and reliable sources!) for our content.

Our focus is education, health, and U.S. Government information.

## Products/Services

### Website

Our website, [www.SupportingEvidence.com](http://www.SupportingEvidence.com), is our primary content delivery channel. Each major topic (education, health, and government) has a dedicated Landing Page with thumbnail images of relevant charts with captions. Clicking a thumbnail takes the visitor to the corresponding full-size Chart Page. Each Chart Page contains a large,



easy-to-read chart, plus the name and a link to the primary data sources. In addition, to help visitors interpret what they are seeing, a list of some interesting things to notice about the chart is included. A Search function on each page enables visitors to conveniently locate charts on a particular subject.

#### Notification Service

Visitors to [www.SupportingEvidence.com/Subscribe](http://www.SupportingEvidence.com/Subscribe) may subscribe to a free notification service that enables them to receive an email when new content is added to the site. They may opt-in or opt-out of this service at any time.

#### **Bio**

Scott Gibson, editor and publisher of SupportingEvidence, has been hooked on charts and graphs since his high school statistics teacher implored, “PLOT THE DATA!” With that wisdom, he continued on to earn bachelor and masters degrees in engineering. When not editing SupportingEvidence, he works in the high tech industry and volunteers with the local PTA. He resides in Northern California with his wife and three daughters.