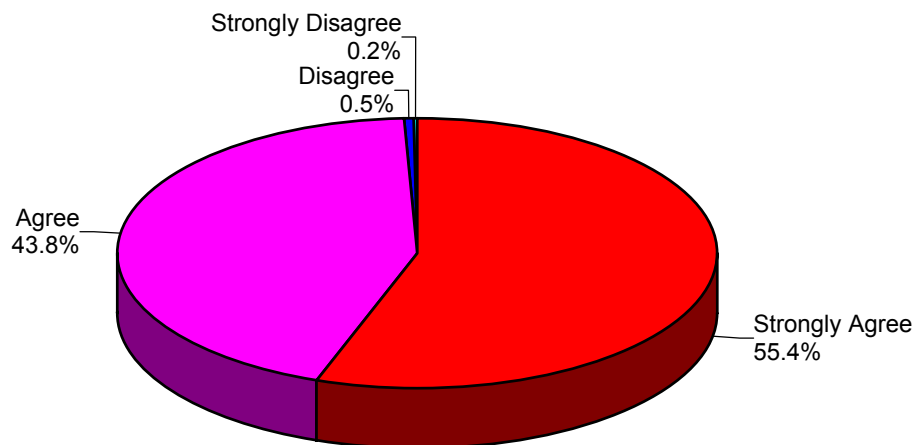


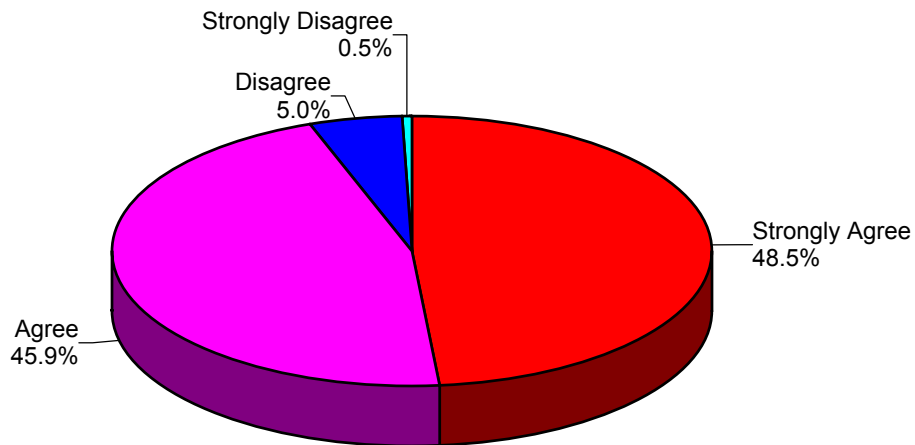
**FactCheck.org Subscriber Survey Results
(21,586 respondents; Conducted Nov. 13-19, 2004)**

99% found us "clear and easy to understand."



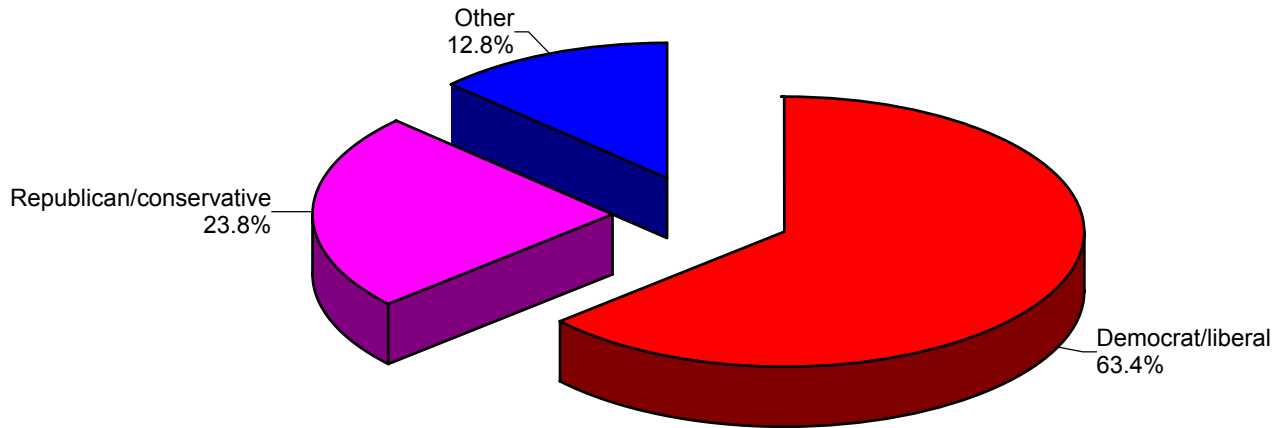
I found the information on the site clear and easy to understand.

94% Found us "free of political bias."



I found the information on the site to be free of political bias.

Of the 6% who saw bias, most thought it was liberal but nearly one in four said it was conservative.



Was the bias you detected pro-Democrat/liberal or pro-Republican/conservative, or some other?

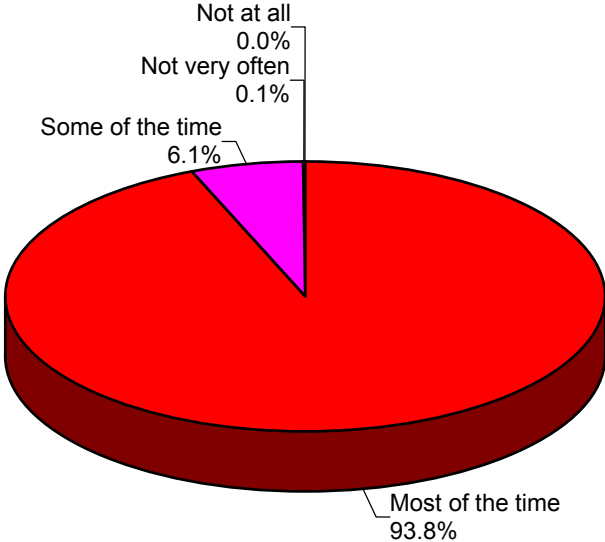
Those seeing liberal bias were mostly GOP or Independent; those seeing a rightward tilt mostly Dems.

Do you consider yourself to be a Republican, a Democrat, an Independent, or what? (Optional)				
	Democrat	Independent	Republican	Other

Was the bias you detected pro-Democrat/liberal or pro-Republican/conservative, or some other?

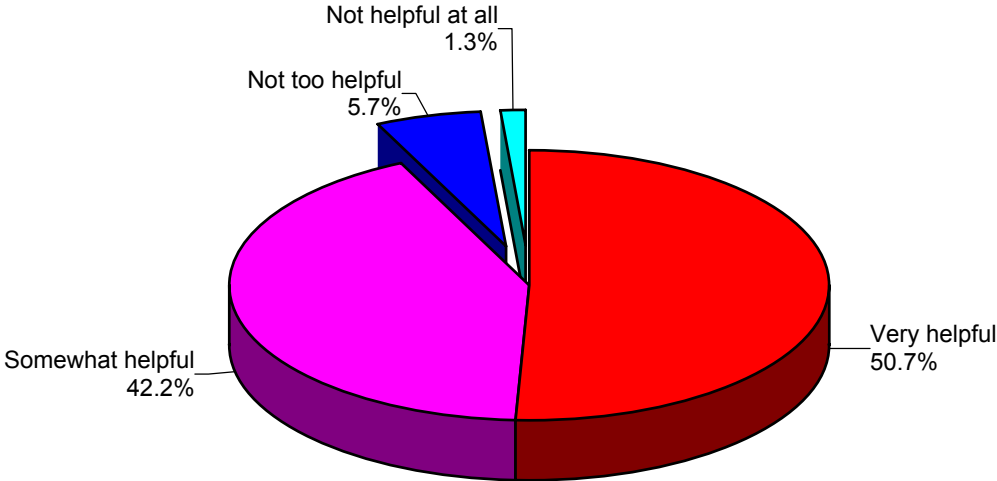
Democrat/liberal	19.1%	65.8%	90.8%	55.8%
Republican/conservative	60.6%	21.6%	3.3%	25.3%
Other	20.3%	12.6%	5.9%	18.9%
Totals	100.0%	100.0%	100.0%	100.0%

99% found us "reliable and accurate."



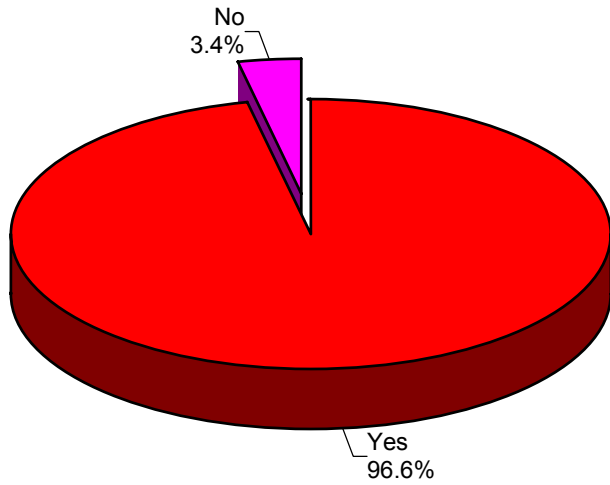
Did you find the information to be reliable and accurate?

93% found us helpful in forming an opinion of the candidates.



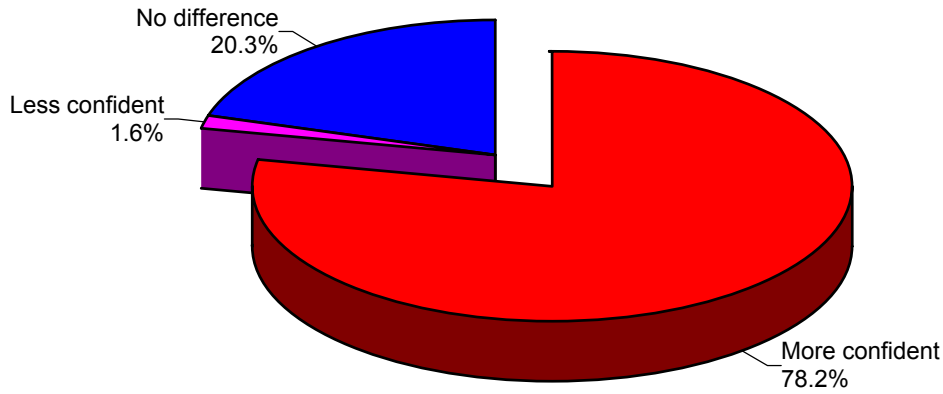
How helpful did you find the information in forming your opinion of the candidates and their positions on the issues?

97% voted in the presidential election.



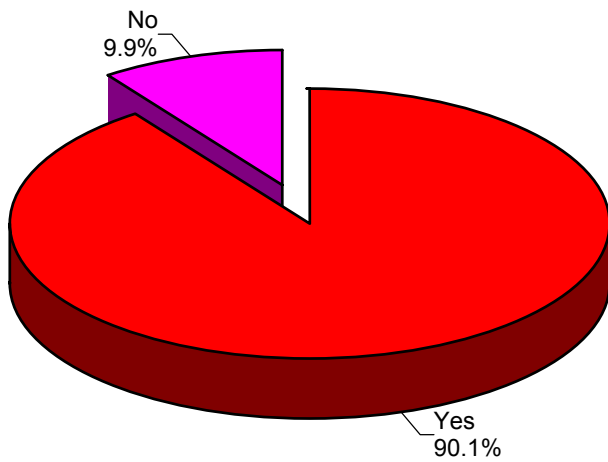
Did you vote in the presidential election of 2004?

Among those who voted, 78% said we made them more confident in their choice.



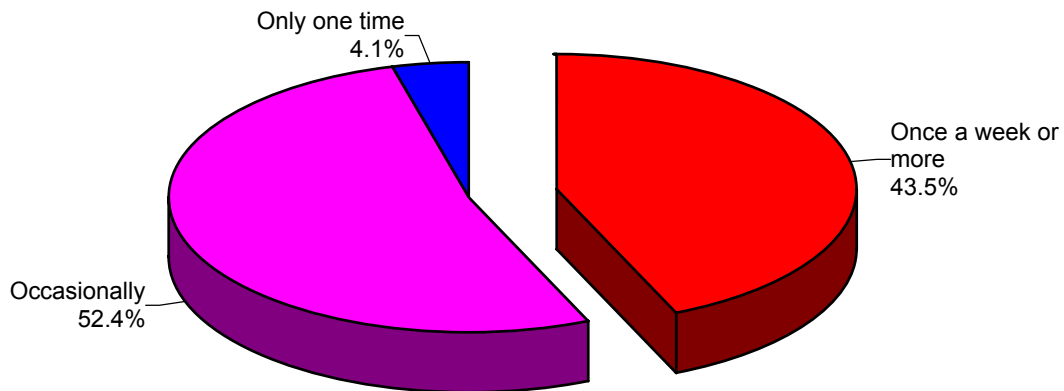
Did FactCheck.org's information make you more confident that you made the right choice, less confident, or did FactCheck.org's information make no difference at all?

90% shared FactCheck articles with others.



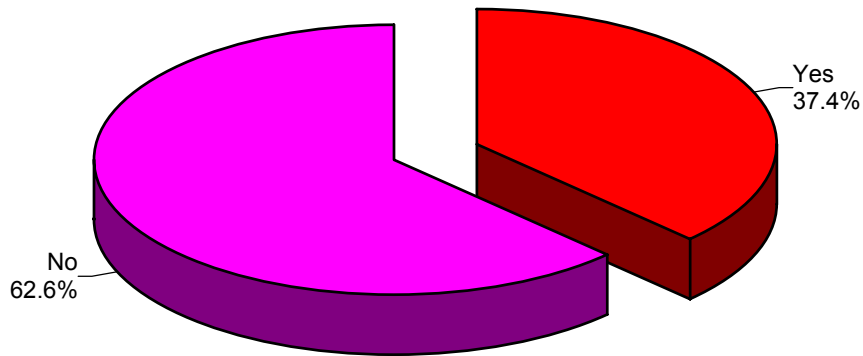
Did you share FactCheck articles with others?

Of those who shared articles, 43% did so once a week or more. . .



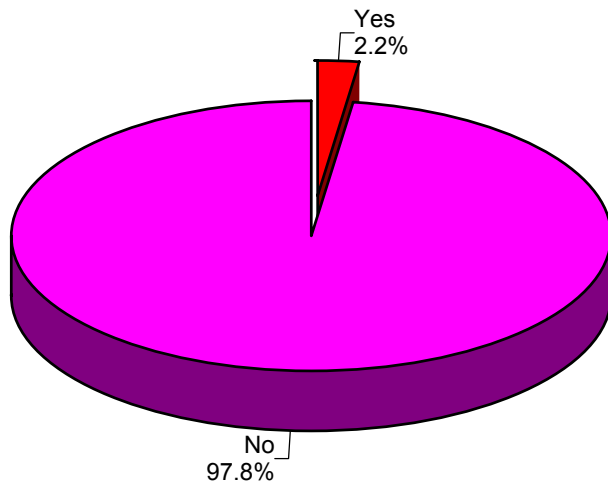
How often did you share FactCheck articles?

. . . but most didn't use the "email to a friend" feature.



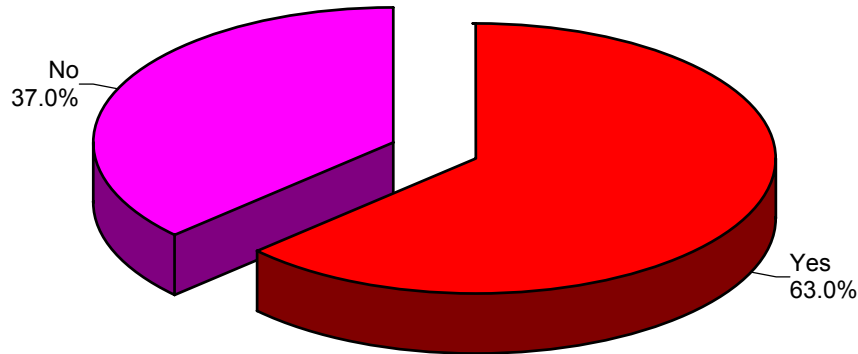
Did you use the "email to a friend" feature?

Only 2% said they are journalists, but . . .



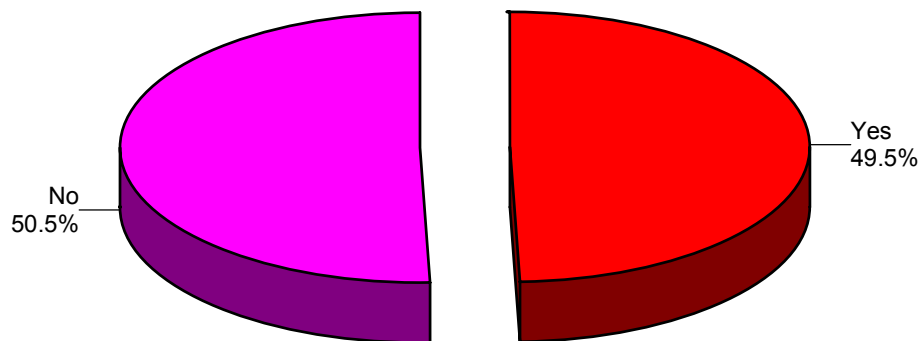
Are you a journalist?

. . . nearly two-thirds said we were helpful to them in preparing news reports, and . . .



Did you find FactCheck information useful in preparing news reports?

. . . nearly half said they quoted FactCheck as an authority . . .

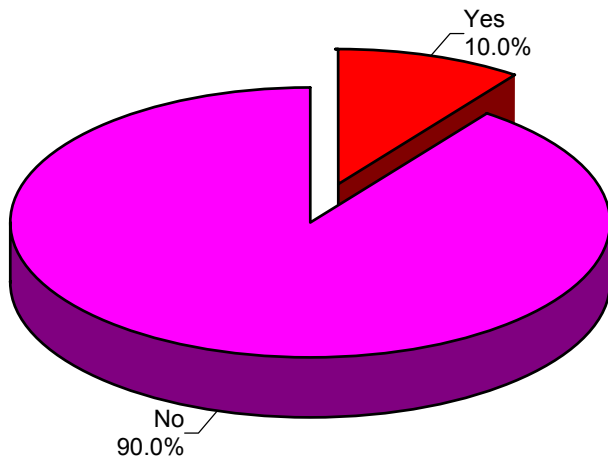


Did you cite FactCheck.org as an authority in news reports?

. . . usually after verifying our information for themselves.

	Did you verify FactCheck.org's information independently?				Totals
	Always	Most of the time	Seldom	Never	
Did you cite FactCheck.org as an authority in news reports?					
Yes	24.8%	44.8%	24.3%	6.1%	100.0%
No	14.9%	28.1%	23.8%	33.2%	100.0%

10% said they are teachers . . .

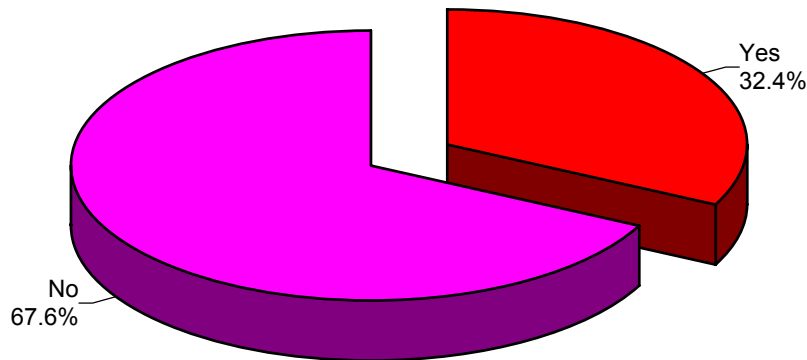


Are you a teacher?

. . . mostly at the high school and college level.

What level do you teach?			
	Counts	Percents	
			Percents
			0 100
Grades 1-6	331	15.6%	<div style="width: 15.6%; background-color: red;"></div>
Grades 7-9	212	10.0%	<div style="width: 10.0%; background-color: red;"></div>
Grades 10-12	538	25.3%	<div style="width: 25.3%; background-color: red;"></div>
College Undergrad	736	34.7%	<div style="width: 34.7%; background-color: red;"></div>
Graduate	306	14.4%	<div style="width: 14.4%; background-color: red;"></div>
Totals	2123	100.0%	

About one teacher in three used FactCheck material in class.

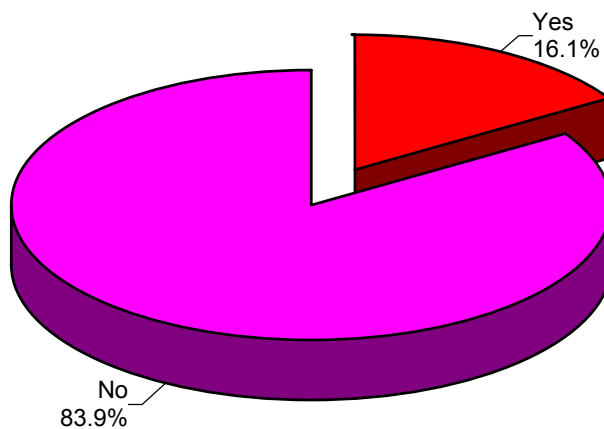


Did you use FactCheck material in any of your classes?

High-school teachers were most likely to use FactCheck in class.

Did you use FactCheck material in any of your classes?	What level do you teach?				
	Grades 1-6	Grades 7-9	Grades 10-12	College Undergrad	Graduate
Yes	15.1%	32.1%	42.9%	36.5%	22.5%
No	84.9%	67.9%	57.1%	63.5%	77.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%

One in six worked in a presidential campaign . . .



Did you work in a presidential campaign in 2004, for a candidate, a party or an independent group?

. . . eight out of ten for Kerry.

Which side did you support?		
	Percents	Percents
		0 100
Bush	10.9%	
Kerry	84.5%	
Other	1.6%	
Prefer not to answer	3.0%	
Totals	100.0%	

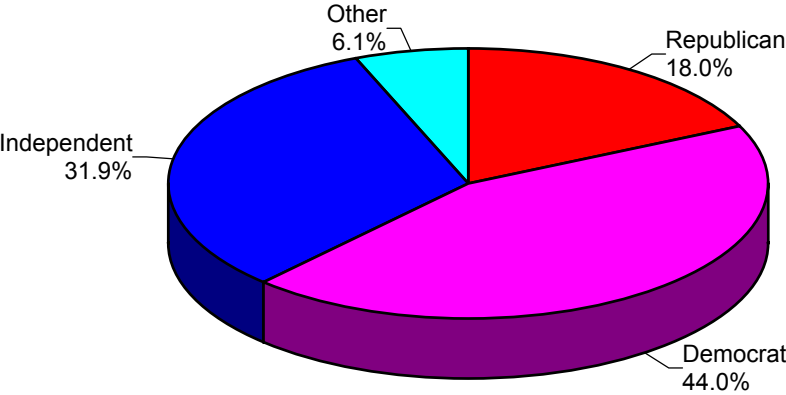
A few workers on each side said FactCheck made their opponent more careful about facts . . .

Did FactCheck cause the candidate you opposed to be more careful about stating facts accurately?				
	Yes	Uncertain	No	Totals
Overall	6.1%	36.1%	57.8%	100.0%
Which side did you support?				
Kerry	5.6%	34.2%	60.2%	100.0%
Bush	8.9%	49.6%	41.5%	100.0%
Prefer not to answer	12.6%	33.0%	54.4%	100.0%
Other	1.9%	51.9%	46.3%	100.0%

. . . but nearly three times as many said we made their candidate more careful.

Did FactCheck cause your candidate to be more careful about stating facts accurately?				
	Yes	Uncertain	No	Totals
Overall	17.9%	63.0%	19.1%	100.0%
Which side did you support?				
Kerry	18.5%	63.5%	18.0%	100.0%
Bush	15.7%	60.2%	24.1%	100.0%
Prefer not to answer	17.5%	59.2%	23.3%	100.0%
Other	1.9%	66.7%	31.5%	100.0%

More of our subscribers identified themselves as Democrats or Independents than as Republicans.



Do you consider yourself to be a Republican, a Democrat, an Independent, or what? (Optional)