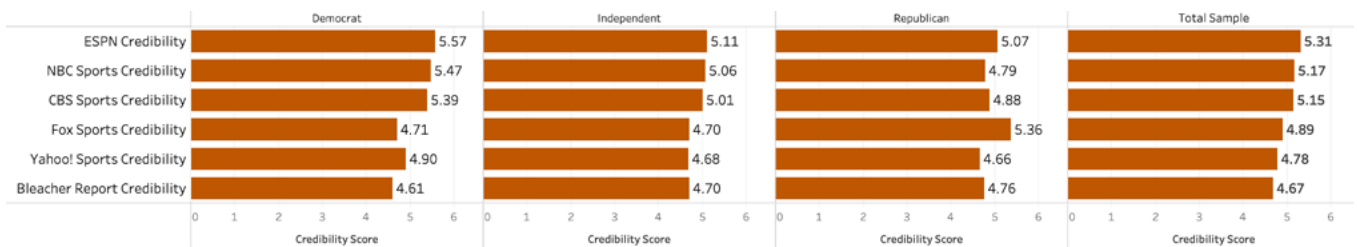


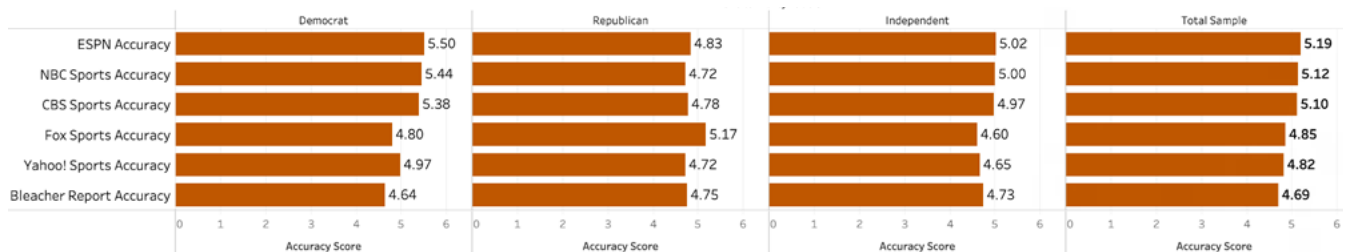
VIEWERS' EVALUATIONS OF SPORTS MEDIA

Participants were asked to evaluate leading sports media brands (ESPN, Fox Sports, Bleacher Report, CBS Sports, NBC Sports, and Yahoo! Sports) in terms of their perceived credibility, accuracy, and trustworthiness. Overall, participants rated ESPN the highest in terms of credibility (n = 5.31), accuracy (n = 5.19), and trustworthiness (n = 4.98). When examining the evaluations by political party, Republicans tended to be more favorable of Fox Sports, ranking it highest in terms of credibility (n = 5.36), accuracy (n = 5.17), and trustworthiness (n = 4.93). Democrats and Independents ranked ESPN highest in all three areas.

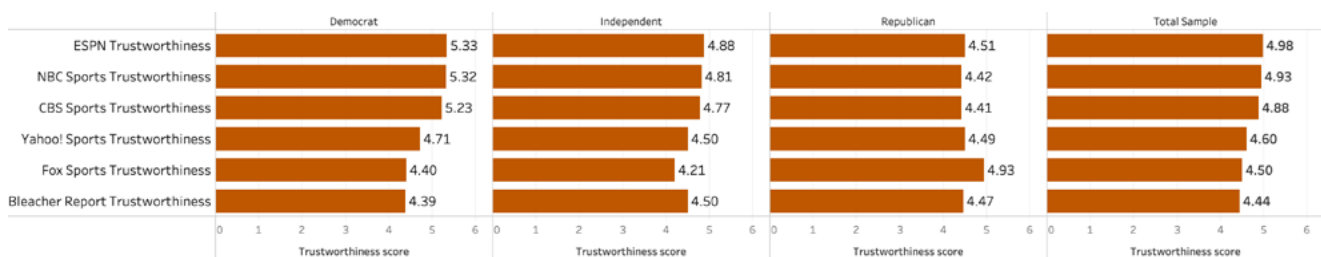
Sports Media Credibility – Political Party



Sports Media Accuracy – Political Party



Sports Media Trustworthiness – Political Party



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