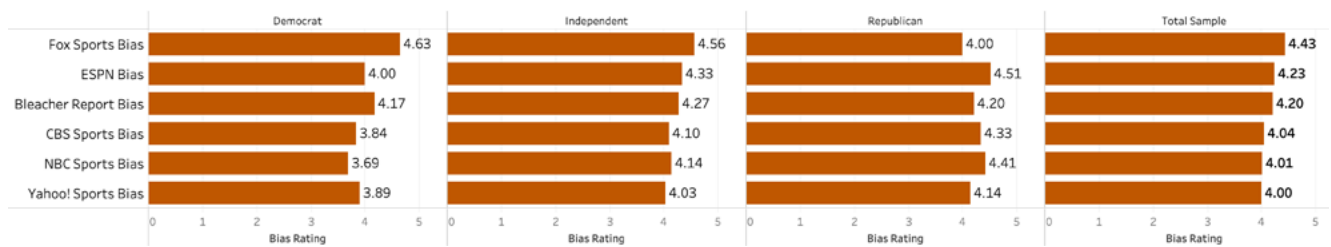


# VIEWER EVALUATIONS OF SPORTS MEDIA POLITICAL CONTENT

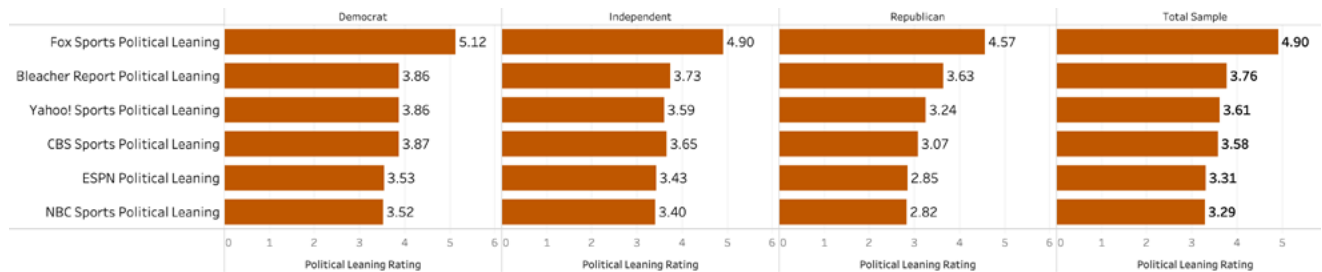
**Participants also rated** leading sports media brands (ESPN, Fox Sports, Bleacher Report, CBS Sports, NBC Sports, and Yahoo! Sports) in terms of their perception of politically biased content, political leanings, and the frequency with which they feature political content. Participants were asked to evaluate whether each sports media brand was *biased* in their reporting (1 = Strongly disagree, 7 = Strongly agree). Overall, participants scored each media network rather neutrally, with most media networks hovering around the scale's neutral midpoint. When examining perceptions of bias according to participants' party identification, Democrats rated Fox Sports as the most biased (n = 4.63) and Republicans rated ESPN as the most biased (n = 4.51).

## Sports Media Bias – Political Party



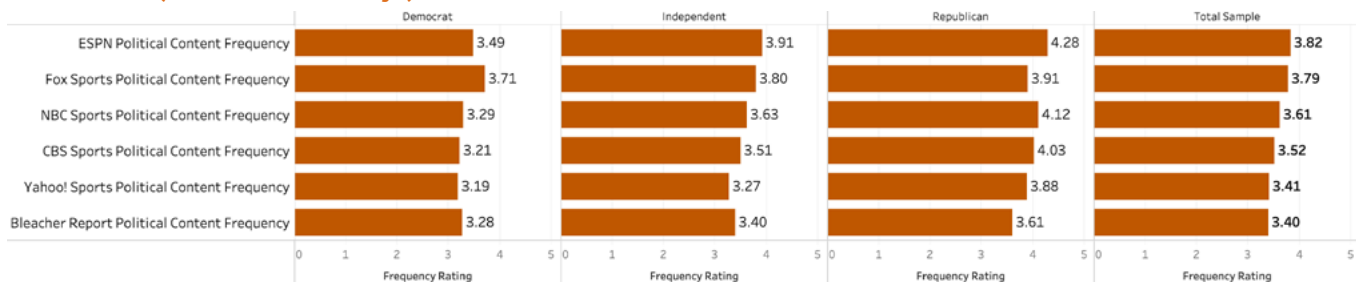
Participants also rated each sport media brand in terms of their perception of the brands' political leaning, with 1 = Very Liberal and 7 = Very Conservative. Overall, Fox Sports was rated as the most Conservative-leaning brand (4.91) and NBC Sports was rated as the most Liberal-leaning brand (n = 3.29).

## Political Leaning – Political Party (1 = Very Liberal; 7 = Very Conservative)



Participants also rated each sport media brand in terms of their perception of the frequency with which they feature political content. Overall, participants, again, scored each media brand rather neutrally, with most media brands being rated around the scale's neutral midpoint.

## Viewer Perception of Frequency of Political Content (1 = Never; 7 = Always)



**Read (and download) the complete  
2022 Report: Politics in Sports Media**

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