



# The most trusted TV news brand in the U.S. isn't even American

By [Mike Murphy](#)

Published: July 31, 2018 10:29 p.m. ET

BBC, Fox News and PBS rank most-trusted by their regular viewers



AFP/Getty Images

The BBC's headquarters in central London.

Maybe it's the matter-of-fact reporting, or the outsider's perspective, or even the posh accents. But the most trusted TV news brand in America isn't even American, according to a new survey.

At 90% trustworthy, the BBC topped [an analysis created for Research Intelligence by Brand Keys](#) released this week, followed by Fox News at 87% and PBS at 86%.

Rather than ranking their favorite news sources, the survey asked 4,012 viewers how much they trusted broadcast and cable TV news sources that they watched three or more times per week. So those who regularly watched the BBC, Fox News and PBS tended to trust them — a lot.

Bloomberg placed fourth, at 81%, followed by Comcast Corp.'s [CMCSA, +0.45%](#) MSNBC at 80% and the three broadcast networks — CBS [CBS, +0.00%](#) (72%), NBC (70%) and Walt Disney's [DIS, -1.07%](#) ABC (69%). AT&T's [T, -0.05%](#) CNN also got 69%, with Sinclair Broadcast Group [SBGI, +2.40%](#) finishing last, at 58%

**Read:** [How biased is your news source? You probably won't agree with this chart](#)

And while President Donald Trump has assailed much of the media as “fake news,” viewers still trust their TV news much more than they do the president.

Just 29% found Trump trustworthy, the survey found, including just 35% of Republicans.

Last year, a different survey found another British-based media organization — The Economist magazine — was [the most trusted news source](#) in the U.S. A separate 2017 survey found [trust in the media had risen slightly](#) from the year before, while trust in Trump had fallen.

Fox News parent 21st Century Fox [FOX, +2.23%](#) and MarketWatch parent News Corp. [NWSA, +1.35%](#) share the same owner.

## More from MarketWatch

- [U.S. oil prices sink 7% to lowest settlement of the year as Brent enters bear market](#)
- [Why does the early-retirement movement have so many haters?](#)
- [The White House probably won't be tweeting this Trump-vs.-Obama chart](#)

# We Want to Hear from You

Join the conversation

Comment

BACK TO TOP

- **MarketWatch**
- [Site Index](#)
- [Topics](#)
- [Help](#)
- [Feedback](#)
- [Newsroom Roster](#)
- [Media Archive](#)
- [Premium Products](#)
- [Mobile](#)
- **Company**