Tri-Country Survey finds National TV News Outlets BBC One (UK), CBS (USA), and CBC (Canada) are Most Trusted Television Sources for News

April 19, 2021 – A tri-country survey released today by Maru Public opinion finds the most trusted television national news sources for each country are BBC One (UK), CBS (USA), and CBC (Canada). Each outlet went head-to-head with their respective network and cable news competitors.

The results were compiled using a national public opinion survey which asked respondents to determine, based on what they've seen, read, heard, or personally experienced, how much they trust the news that might be produced by a particular outlet that was in a randomized list. Respondents were given four choices for which points were awarded in the following ways for each choice per outlet measured: Trust very much (100 points), Trust somewhat (70 points), Trust not much (30 points), or Trust not at all (0 points). The points were then added up for each outlet and placed in rank order against all others in their respected this type of scoring system was used to eliminate the percentage-based margin of error so that a precise ranked score could be produced.

The following are the ranked point scores per national news outlet:

Ranked Trusted TV News Sources in the UK:

BBC One	**64,890**
BBC News Channel	64,180
ITV1/ITV Wales/UTV/STV	61,260
Sky News	53,300
CNN	35,550
Al Jazeera (English)	22,250

Ranked Trusted TV News Sources in the USA:

CBS	**78,740**
ABC	78,600
NBC	78,060
National Public Broadcasting (NPR)	68,120
CNN	65,360
Fox News	59,840
MSNBC	59,690

Ranked Trusted TV News Sources in Canada:

CBC News   **85,750**
CTV News   80,380
Global News   77,430

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Methodology

These are the findings of a Maru Public Opinion surveys undertaken between February 28 and March 1, 2021, by its panel and data services provider Maru/Blue of randomly selected adults in the United States (1514), the United Kingdom (1049), and Canada (1512). The online panel results have been weighted by education, age, gender, and region in each country to match the population according to Census data which ensures the sample is representative of the entire adult population. Respondents were asked to determine, based on what they've seen, read, heard, or personally experienced, how much they trust the news that might be produced by a particular outlet that was in a randomized list. Respondents were given four choices for which points were awarded in the following ways for each choice per outlet measured: Trust very much (100 points), Trust somewhat (70 points), Trust not much (30 points), or Trust not at all (0 points). The points were then added up for each outlet and placed in rank order against all others. This type of scoring system was used to eliminate the percentage-based margin of error so that a precise ranked score could be produced. Had the data been presented using percentages, a probability sample size for each country would have an estimated margin of error (which measures sampling variability) as follows: United States (1514 +/- 2.5), the United Kingdom (1049 +/- 3.1), and Canada (1512 +/- 2.5) 19 times out of 20. Discrepancies in or between percentage totals on the data tables which accompany these findings are due to rounding. The marugroup.net/maru-blue panel and data services are rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents.

Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

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