



SmartNews Trustmark Awards, 2025

Honoring America's Most Trusted Journalists and Newsrooms

In an era of information overload and widespread skepticism toward media, SmartNews has launched the Trustmark award, celebrating the journalists and newsrooms Americans trust most.

Based on a nationwide survey of 1,284 U.S. adults, the 2025 Trustmark honorees represent a blend of today's leading voices and historic figures whose work has defined and sustained journalism's credibility in America.

Trustmark underscores the enduring role of trusted media in deepening public knowledge and supporting the democratic information ecosystem.



Most Trusted News Outlets

1. Fox News
2. CNN
3. ABC
4. NBC
5. CBS
6. MSNBC
7. The New York Times
8. NPR
9. Associated Press
10. PBS



Most Trusted Current Journalists

1. Lester Holt
2. David Muir
3. Anderson Cooper
4. Rachel Maddow
5. Tucker Carlson
6. Sean Hannity
7. Bret Baier
8. Wolf Blitzer
9. Dan Rather
10. Don Lemon



Most Trusted Journalists of All Time

1. Walter Cronkite
2. Dan Rather
3. Lester Holt
4. Al Roker
5. Barbara Walters
6. Anderson Cooper
7. Tom Brokaw
8. Sean Hannity
9. Tucker Carlson
10. Peter Jennings