1. Trust in digital sources has increased while trust in traditional sources has plateaued.

Increasing Trust in Digital Sources:
- Podcasts: 4.0 (2018) vs. 4.4 (2019)
- LinkedIn: 5.8 (2018) vs. 6.0 (2019)
- Wikipedia: 5.2 (2018) vs. 5.4 (2019)

Static Trust in Traditional Sources:
- WSJ: 6.3 (2018) vs. 6.6 (2019)
- CNBC: 5.6 (2018) vs. 6.0 (2019)

2. Digital Sources are essential tools for investors:
- 98% used digital sources to investigate an issue
- 75% used digital sources to make an investment decision
- 31% of Buy-Side Investors that trade a stock based on information from digital sources

3. Search Engines, Blogs, Newsletters, and Podcasts are the most important digital sources for making an investment decision:

- Search Engines: 55%
- Blogs: 38%
- Newsletter: 38%
- Podcasts: 29%
- Wikipedia: 24%
- Twitter: 21%
- LinkedIn: 20%

Audience: 422 respondents

Sample Size: Total N=422

Global Distribution:
- North America: 40%
- Continental Europe: 26%
- UK: 10%
- Asia: 20%