Pre-Launch Survey for Financial News Generative AI Tool

Please take a few minutes to fill out our market research survey. As a thank you, you'll be entered into a raffle to win a $20 gift card! There will be 2 lucky winners☆˚

*

First Name   Last Name

Email *****

example@example.com

How often do you read financial articles? *****

Daily
Weekly
Monthly
Rarely
Never

Which of the following platforms do you frequently use to get information? (Select all that apply) *****

Newspapers (e.g., The New York Times, Wall Street Journal)
Online news websites (e.g., BBC, CNN)
TV news channels (e.g., CNBC, Bloomberg)
Social media (e.g., Twitter, Facebook)
Newsletters (e.g., Morning Brew, The Hustle)

Other

Do you pay for any of the sources you rely on? *****

Yes
No

What specific topics are you most interested in? (Select atleast 3) *****

Stock market updates
Investment strategies
Economic news
Company earnings reports
Cryptocurrency news

Personal finance tips

Market analysis

Other

What do you find most lacking in current financial newsletters?

	Present	Somewhat Present	Absent
Personalization			
Frequency			
Depth of analysis			
Interactivity			
Visual aids (charts, infographics)			

How much customization do you prefer in the content you receive? *

Fully customized to my interests
Some customization based on general preferences
Minimal customization
No preference

How interactive do you prefer your newsletter to be? *

1 2 3 4 5

Not Interactive   Very Interactive

What is the ideal frequency for receiving a financial newsletter, in your opinion? *

Daily
Weekly
Bi-weekly
Monthly

What format of newsletter do you prefer? *

Text
Infographics
Video
Combination of formats

Do you share financial newsletters or articles with friends, family, classmates, or colleagues? *

Frequently

Occasionally

Rarely

Never

What would make you unsubscribe from a financial newsletter? (Select all that apply) *

Too frequent updates

Not relevant to my interests

Poor quality content

Lack of personalization

Other

Would you be interested in a newsletter that uses AI to generate content? *

Yes

No

Maybe

Rationale for your above answer *

Why or Why not?

Would you like to use prompts to customize your newsletters, and would you prefer these prompts to be personalized? *

Yes, I would like to use prompts and prefer them to be personalized

Yes, I would like to use prompts, but do not prefer them to be personalized

No, I do not want to use prompts

How much would you reply on Gen AI for financial investment decisions? *

1 2 3 4 5

Not so much   Very

What features would make an AI-generated financial news service valuable to you? *

What is your biggest concern regarding AI-generated content? *

Accuracy
Bias
Lack of human touch
Security

Other

Which of the following platforms do you frequently use to get information? (Select all that apply) *

ChatGPT 3.5/4/4o by OpenAI
Gemini/Bard by Google
Perplexity by Perplexity.ai
Claude by Anthropic
Le Chat by Mistral AI

Other