PulseTrade Market Research Survey - Complete Results

Survey Period: Fall 2025
Total Respondents: 51
Active Traders: 29 (57% of total sample)
Analysis Focus: Active trader subset for detailed analysis

Question 1: Trading Activity Status

Question: Are you an active stock market trader (either Retail or Professional), trading at least once a month?

Total Responses: 51

Response	Percentage	Count
Yes	57%	29
No	43%	22

Summary Statistics: - **Average**: 1.43 - **Minimum**: 1.00 - **Maximum**: 2.00 - **Standard Deviation**: 0.50 - **Count**: 51

Key Insight: Over half of respondents are active traders, providing a strong foundation for product validation.

Question 2: Emotional States During Trading

Question: How would you describe your emotional state when you are investing? Select all that apply.

Total Responses: 29 (Active Traders Only)

Emotional State	Percentage	Count
Optimistic	62%	18
Confident	38%	11
Excited	34%	10
Anxious	34%	10
Calm	31%	9
Scared	24%	7
Disappointed	14%	4
Frustrated	10%	3
Regretful	7%	2

Emotional State	Percentage	Count
Detached	3%	1
Other (Logical)	3%	1

Key Insight: Mixed emotional landscape with both positive (optimistic, confident) and negative (anxious, scared) states present, validating the need for emotional monitoring.

Question 3: Stock Market News Sources

Question: Where do you go to find most of your stock market news? Select all that apply.

Total Responses: 29 (Active Traders Only)

News Source	Percentage	Count
Bloomberg	52%	15
Yahoo Finance	45%	13
Wall Street Journal	45%	13
Reddit	24%	7
Seeking Alpha	17%	5
Motley Fool	14%	4
TradingView	14%	4
Other Sources	14%	4

Other Specified Sources: - https://www.onvista.de/ - App Economy Insights - YouTube - Morningstar

Key Insight: Traders rely on established financial media, providing partnership opportunities for PulseTrade integration.

Question 4: Agreement Statements

Question: Please indicate how much you agree with the following statements

Total Responses: 29 (Active Traders Only)

Statement 1: "Emotions have impacted my trades in the past."

Response	Count
Strongly agree	8
Somewhat agree	16
Neither agree nor disagree	1
Somewhat disagree	2
Strongly disagree	2

Agreement Rate: 83% (24/29)

Statement 2: "I'm okay sharing biometric data with a finance app."

Response	Count
Strongly agree	5
Somewhat agree	11
Neither agree nor disagree	5
Somewhat disagree	4
Strongly disagree	4

Agreement Rate: 55% (16/29)

Key Insights: - 83% acknowledge emotional impact on trading, creating strong product-market fit - 55% comfortable with biometric data sharing, indicating moderate privacy acceptance

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Question 5: Feature Importance Assessment

Question: How important are the following features in a tool designed to assist with investment decisions?

Total Responses: 29 (Active Traders Only)

Feature 1: "Real-time emotional feedback during trading"

Importance Level	Count
Very important	9
Somewhat important	12
Slightly important	5
Not very important	2
Not important at all	1

Important Rate: 72% (21/29)

Feature 2: "Personalized insights based on my trading patterns"

Importance Level	Count
Very important	13
Somewhat important	13
Slightly important	2
Not very important	0
Not important at all	1

Important Rate: 90% (26/29)

Key Insight: 90% find personalized insights important, higher than real-time emotional feedback (72%).

Question 6: Purchase Intent

Question: As a reminder, PulseTrade is a tool that helps investors increase the chance of successful portfolio picks by monitoring their emotions and recommending when to step away from the trading. If PulseTrade were available today, how likely would you be to try it in the next 30 days?

Total Responses: 29 (Active Traders Only)

Likelihood	Percentage	Count
Very likely	34%	10
Somewhat likely	55%	16
Neither likely nor unlikely	7%	2
Somewhat unlikely	3%	1

Purchase Intent Rate: 89% (26/29)

Key Insight: Strong purchase intent with 89% expressing likelihood to try the product.

Question 7: Device Pricing Expectations

Question: How much would you expect to pay for the PulseTrade device itself?

Total Responses: 29 (Active Traders Only)

Price Range	Percentage	Count
$75 - $100	24%	7
$101 - $125	17%	5
$126 - $150	21%	6
$151 - $175	7%	2
$176 - $200	3%	1
I would not be willing to pay for the device	28%	8

Key Insight: 62% willing to pay $75-$150 for the device, with 28% unwilling to pay anything.

Question 8: Monthly Subscription Pricing

Question: If you found the PulseTrade device effective and the tool relied on real-time alerts, how much would you be willing to pay per month?

Total Responses: 29 (Active Traders Only)

Monthly Price	Percentage	Count
$0 (only interested if no monthly subscription required)	10%	3
$5 - $10	62%	18
$11 - $20	24%	7
$21 or more	3%	1

Key Insight: 86% willing to pay monthly subscription, with $5-$10 being the preferred range (62%).

Question 9: Purchase Channel Preferences

Question: How likely are you to buy PulseTrade through the following channels?

Total Responses: 29 (Active Traders Only)

Channel 1: "Brand website"

Likelihood	Count
Very likely	17
Somewhat likely	9
Neither likely nor unlikely	2
Somewhat unlikely	1

Likelihood	Count
Very unlikely	0

Likelihood Rate: 90% (26/29)

Channel 2: "Amazon"

Likelihood	Count
Very likely	14
Somewhat likely	9
Neither likely nor unlikely	2
Somewhat unlikely	2
Very unlikely	2

Likelihood Rate: 79% (23/29)

Channel 3: "Electronics retailers (e.g., Best Buy)"

Likelihood	Count
Very likely	5
Somewhat likely	3
Neither likely nor unlikely	14
Somewhat unlikely	2
Very unlikely	5

Likelihood Rate: 28% (8/29)

Key Insight: Direct-to-consumer channels (brand website, Amazon) preferred over traditional retail.

Question 10: Adoption Barriers

Question: Which of the following, if any, would prevent you from using Pulse-Trade? Select up to 3.

Total Responses: 29 (Active Traders Only)

Concern	Percentage	Count
Concerns about data privacy and security	59%	17

Concern	Percentage	Count
Doubts about accuracy of the emotional monitoring	45%	13
I don't want to wear a device / may be uncomfortable	34%	10
I prefer my current trading tools and methods	24%	7
I don't trade enough for this to be useful	21%	6
The device/app setup seems too complicated	17%	5
Device sounds expensive	17%	5
I don't want to monitor my emotions while trading	10%	3
NA / I have no concerns related to PulseTrade	3%	1

Key Insight: Data privacy (59%) and accuracy concerns (45%) are primary barriers to adoption.

Question 11: Age Distribution

Question: Which of the following age ranges do you fall into?

Total Responses: 29 (Active Traders Only)

Age Range	Percentage	Count
25 - 34	10%	3
35 - 44	69%	20
45 - 54	10%	3
55 or older	10%	3

Key Insight: Primary target demographic is 35-44 age group, representing nearly 70% of active traders.

Question 12: Education Level

Question: What is the highest level of education you have completed?

Total Responses: 29 (Active Traders Only)

Education Level	Percentage	Count
High school / GED	3%	1
Some college	3%	1
2-year college degree	3%	1
4-year college degree	48%	14
Master's degree	31%	9

Education Level	Percentage	Count
Professional degree (e.g., JD, MD)	3%	1
PhD or Doctorate	7%	2

Key Insight: Highly educated target market with 86% having at least a bachelor's degree.

Question 13: Annual Household Income

Question: What is your approximate annual household income before taxes?

Total Responses: 29 (Active Traders Only)

Income Range	Percentage	Count
Less than $50,000	3%	1
$80,000 - $124,999	31%	9
$125,000 - $199,999	21%	6
$200,000 or more	28%	8
Prefer not to say	17%	5

Key Insight: Affluent target market with 80% earning over $80,000 annually.

Executive Summary

Key Performance Indicators

1. **Market Validation**: 89% purchase intent among active traders
2. **Problem Recognition**: 83% acknowledge emotional impact on trading decisions
3. **Target Demographics**: Affluent, highly educated, 35-44 age group
4. **Pricing Strategy**: $75-$150 device range acceptable to 62% of market
5. **Subscription Model**: $5-$10 monthly preferred by 62%
6. **Distribution Strategy**: Direct-to-consumer channels (brand website 90%, Amazon 79%)
7. **Primary Barriers**: Data privacy concerns (59%) and accuracy doubts (45%)

Strategic Implications

- **Strong Product-Market Fit**: High purchase intent and problem recognition

- **Validated Pricing Model**: Clear acceptance of both hardware and subscription pricing
- **Digital-First Distribution**: Focus on brand website and Amazon over retail
- **Privacy & Accuracy Focus**: Address the two primary adoption barriers
- **Personalized Insights Priority**: 90% find this feature important vs 72% for real-time feedback

Recommendations

1. **Address Privacy Concerns**: Develop transparent data policies and robust security measures
2. **Validate Accuracy**: Conduct clinical studies and partner with academic institutions
3. **Optimize Distribution**: Prioritize brand website development and Amazon marketplace setup
4. **Emphasize Personalized Insights**: Focus marketing on this highly valued feature
5. **Improve Device Comfort**: Address wearability concerns for 34% of potential customers

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Document Prepared: Fall 2025
Next Steps: Implement strategic recommendations based on survey findings