

# Research Data Survey 2025

Hosted by Bloomberg

**Bloomberg**

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## Methodology

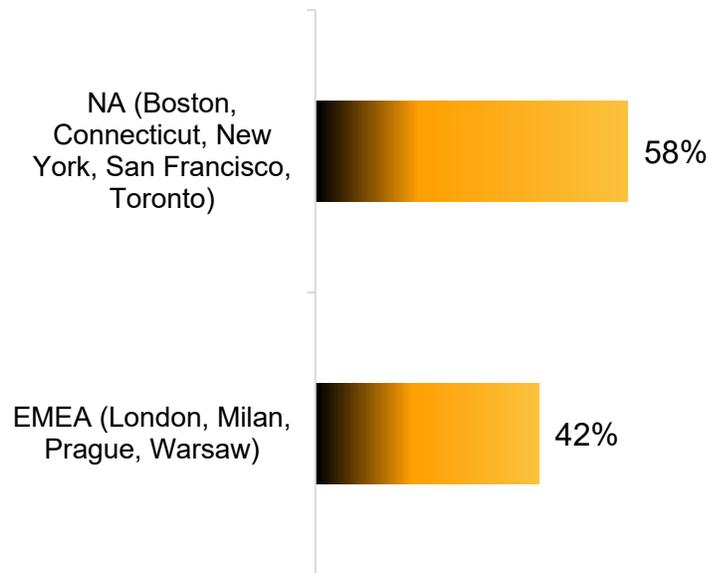
During a global series of client workshops from April 2025 to November 2025, Bloomberg conducted a survey to understand key trends and challenges in investment research.

Nine in-person events were hosted in cities across NA and EMEA.

During the events, Bloomberg clients, including quants, research analysts and data scientists, responded to the live survey questions.

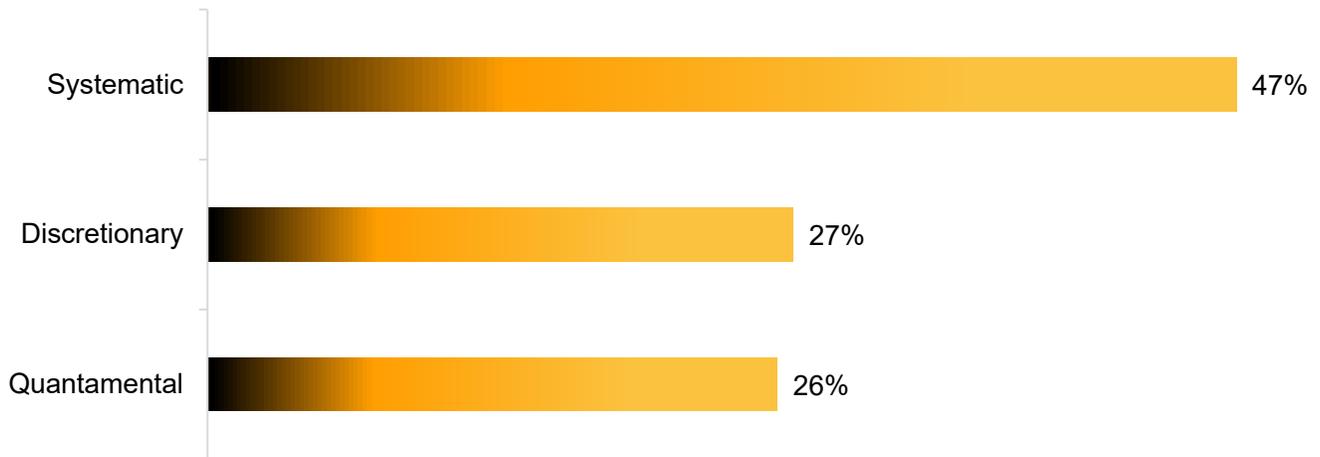
### Respondents by Event Location

151 total respondents



## How would you define your workflow?

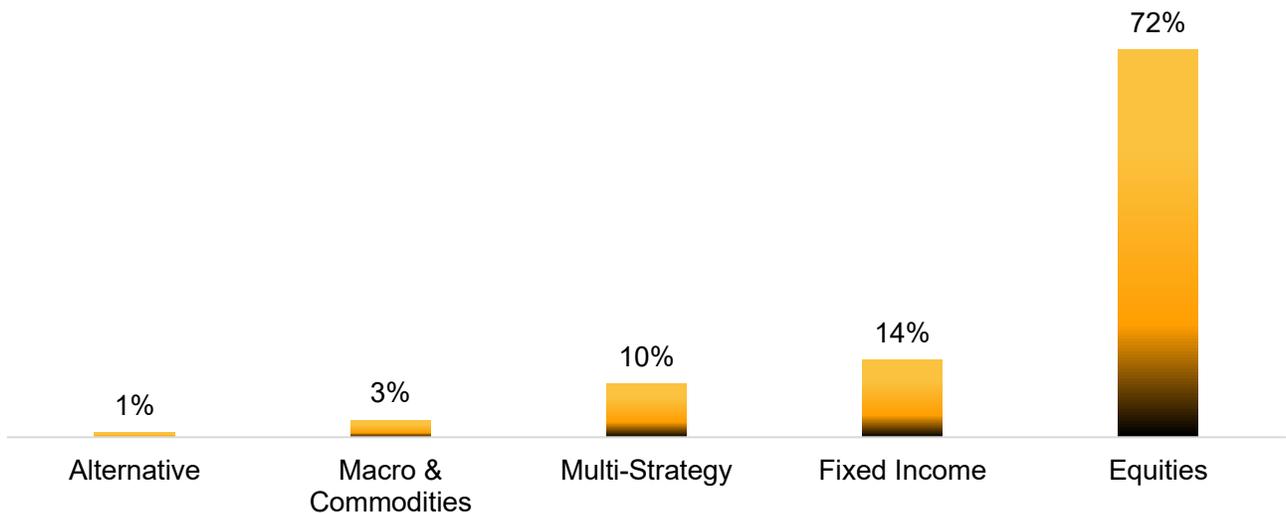
138 responses



About half (47%) of respondents defined their workflow as systematic, with the other half split almost evenly between discretionary (27%) and quantamental (26%).

## What asset classes do you invest in?

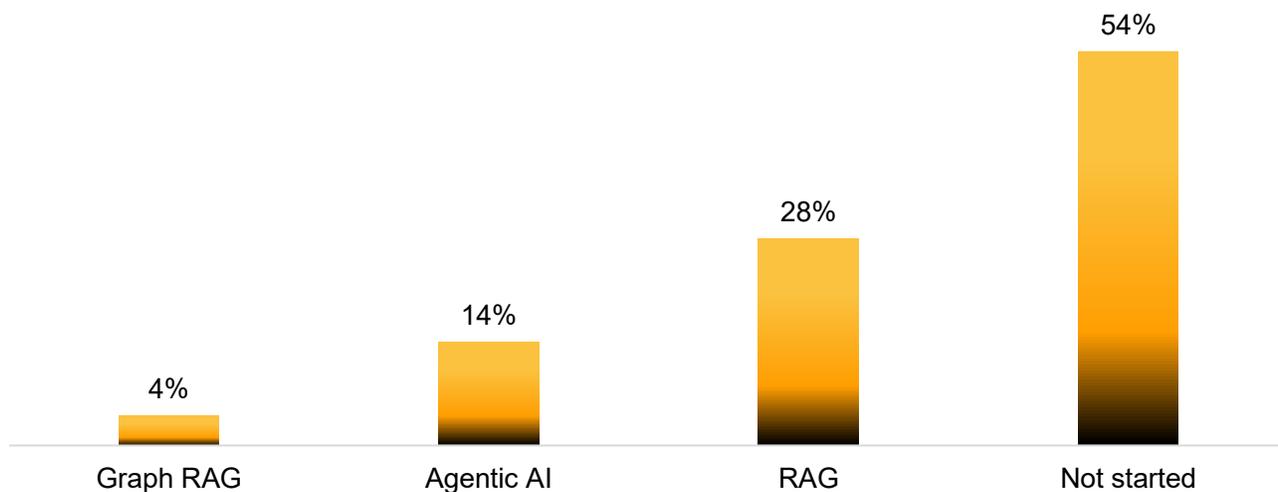
Multiple select - 252 responses



72% of respondents reported they invest in equities, followed by fixed income (14%).

## Where are you on your generative AI journey?

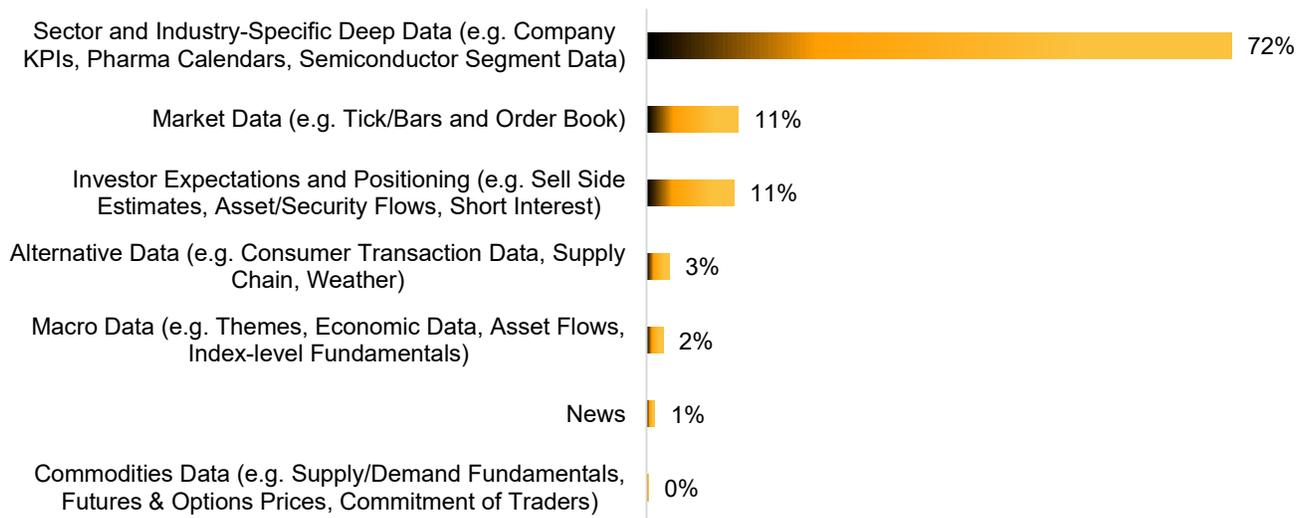
Multiple select - 149 responses



While traditional machine learning techniques are now widely established in quantitative research workflows, more than half of respondents (54%) report that they have not yet begun their generative AI journey.

## What type of potential alpha-generating datasets are you looking to onboard for your research and AI workflows?

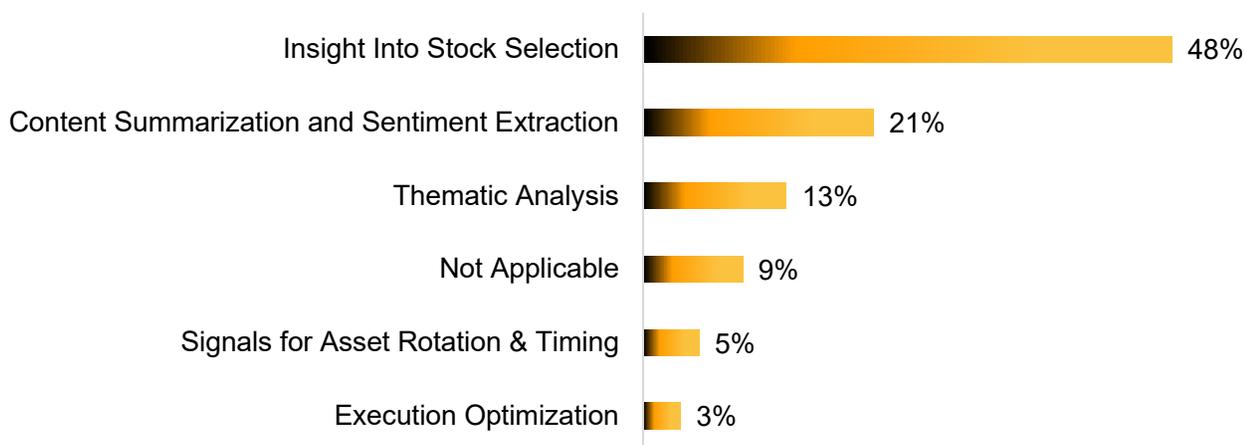
Multiple select - 391 responses



As firms look ahead to more AI-enabled deep research to support more specialized, domain-driven strategies, nearly three-quarters of respondents (72%) say they want to onboard sector and industry-specific data, such as company key performance indicators, pharmaceutical pipeline, and semiconductor segment revenue mix.

## Where do you currently use AI in your investment research or quant workflow?

Multiple select - 176 responses



According to the survey, the most common use case for AI is generating insights for stock selection (48%), followed by content summarization (21%) and thematic analysis (13%).

# About Bloomberg's Investment Research Data Solutions

Bloomberg's Enterprise Investment Research Data product suite provides end-to-end solutions to power research workflows.

The suite includes [Company Financials](#), [Estimates](#), [Pricing Point in Time Data](#), Operating Segment Fundamentals (BICS) Data, Industry Specific Company KPIs and Estimates Data, and Geographic Segment Fundamentals (GEO) Data products, covering a broad universe of companies and providing deep actionable insights. It also includes [Quant Pricing with cross-asset Tick History and Bars](#). Additional datasets, including Company Segments & Deep Estimates, and Thematic Exposures, will be available in future releases.

All of these data solutions are interoperable and can be seamlessly connected with other datasets, including [alternative data](#), and are available through a number of delivery mechanisms, including SFTP, REST API, or in the cloud.

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