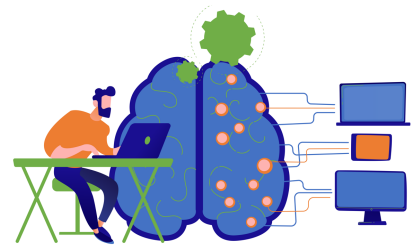




## KEY TAKEAWAYS



- FinPros still need to show growth to their clients. With AI as the hottest theme with the most tangible story, total search volume for AI companies increased last quarter, some by more than double.
- Interest in long-term Treasury bond ETFs surged, as higher interest rates on safer debt attracted FinPros. Search volume for the iShares 20+ Year Treasury was up 222% from Q4.
- Since investing in individual AI companies and especially bonds can be difficult, interest in AI and bond ETFs jumped, with search volume for lesser-known ETFs in these categories soaring 2,000%.



## MOST &amp; LEAST RESEARCHED INDUSTRIES

↑	515%	Regional Banks
↑	470%	Recreational Vehicles
↑	448%	Building Products & Equipment
↓	-31%	Electrical Equipment & Parts
↓	-44%	Uranium
↓	-73%	Drug Manufacturers

## QUARTER-OVER-QUARTER ANALYSIS



## 10 MOST VIEWED STOCKS

RANK	TICKER	COMPANY	CHANGE
1	TSLA	Tesla	↑
2	APPL	Apple	↑
3	ES	Eversource Energy	↑
4	AMZN	Amazon	↑
5	NVDA	Nvidia	↑
6	MSFT	Microsoft	↑
7	NG	Natural Gas	↑
8	ALL	Allstate	↑
9	SI	Silvergate Capital	↑
10	GE	General Electric	↑



## TOP 10 SURGING STOCKS

RANK	TICKER	COMPANY	CHANGE
1	ALL	Allstate	1,539%
2	GE	General Electric	1,314%
3	SI	Silvergate Capital	1,096%
4	SCHW	Charles Schwab	1,067%
5	AI	C3.AI	1,014%
6	MSTR	MicroStrategy	646%
7	LLY	Eli Lilly and Company	476%
8	CAT	Caterpillar	474%
9	UNH	UnitedHealth Group	465%
10	WFC	Wells Fargo & Company	449%



## 10 MOST VIEWED ETFs

RANK	TICKER	COMPANY	CHANGE
1	SPY	SPDR S&P 500	↑
2	QQQ	Invesco QQQ	↓
3	TLT	iShares 20+ Year Treasury	↑
4	GLD	SPDR Gold Shares	↑
5	TQQQ	ProShares UltraPro	↑
6	DIA	SPDR Dow Jones Industrial Average	↑
7	IWM	iShares Russell 2000	↑
8	UNG	United States Natural Gas	↑
9	SQQQ	ProShares UltraPro Short	↓
10	XLE	Energy Select Sector SPDR	↑



## TOP 10 SURGING ETFs

RANK	TICKER	COMPANY	CHANGE
1	SIL	Global X Silver Miners	3,433%
2	CPER	United States Copper	3,375%
3	SPXU	ProShares Ultra Short S&P 500	3,056%
4	SGOV	iShares 0-3 Month Treasury	3,000%
5	BOTZ	Global X Robotics & Artificial Intelligence	2,933%
6	BIL	SPDR Bloomberg 1-3 Month T-Bill	2,800%
7	NUGT	Direxion Daily Gold Miners Bull 2X	2,333%
8	STIP	iShares 0-5 Year TIPS Bond	2,200%
9	XSD	SPDR S&P Semiconductor	1,917%
10	PFF	iShares U.S. Preferred and Income	1,891%