



# ANALYSIS OF RETAIL INVESTORS' TICKER SEARCHES

## Q1 2023 VS. Q4 2022

### KEY TAKEAWAYS



- Companies at the forefront of Artificial Intelligence – Tesla, Nvidia, and Microsoft – were among retail investors' most viewed stocks as they become more aware of possible AI profits.



- The collapse of Silvergate Capital and SVB Financial scared investors with echoes of the Great Recession. Unsurprisingly, volatile bank stocks like First Republic and PacWest Bancorp surged in total search volume amid financial sector turmoil.



- Realizing the need to secure their investments, retail searches for 0-3-month Treasury bond ETFs exploded as folks looked to gain exposure to higher interest rates.

### MOST & LEAST RESEARCHED INDUSTRIES

↑ 322%	Engines & Turbines
↑ 80%	U.S. Regional Banks
↑ 36%	Prepackaged Software
↓ -94%	Investment Advice
↓ -97%	Staffing & Outsourcing
↓ -98%	Luxury Goods

### QUARTER-OVER-QUARTER ANALYSIS



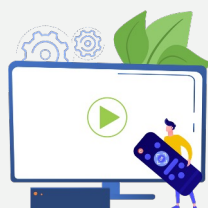
#### 10 MOST VIEWED STOCKS

RANK	TICKER	COMPANY	CHANGE
1	TSLA	Tesla	↓
2	AAPL	Apple	↓
3	AMZN	Amazon	↓
4	ES	Eversource Energy	↓
5	NVDA	Nvidia	↓
6	MSFT	Microsoft	↓
7	NG	Natural Gas	↓
8	ALL	Allstate	↓
9	V	Visa	↓
10	GOOGL	Alphabet	↓



#### TOP 10 SURGING STOCKS

RANK	TICKER	COMPANY	CHANGE
1	FRC	First Republic Bank	919%
2	PACW	PacWest Bancorp	311%
3	SIVB	SVB Financial Group	285%
4	ALGM	Allegro MicroSystems	249%
5	WAL	Western Alliance Bancorporation	209%
6	WISA	WiSA Technologies	124%
7	IPDN	Professional Diversity Network	108%
8	WNS	WNS Limited	102%
9	EYPT	Eyepoint Pharmaceuticals	101%
10	VCYT	Veracyte	93%



#### 10 MOST VIEWED ETFs

RANK	TICKER	COMPANY	CHANGE
1	SPY	SPDR S&P 500	↓
2	QQQ	Invesco QQQ	↓
3	TQQQ	ProShares UltraPro	↓
4	SQQQ	ProShares UltraPro Short	↓
5	JEPI	JPMorgan Equity Premium Income	↑
6	TLT	iShares 20+ Year Treasury	↓
7	BOIL	ProShares Ultra Bloomberg Natural Gas	↓
8	SOXL	Direxion Daily Semiconductor Bull 3X Shares	↓
9	GLD	SPDR Gold	↓
10	VOO	Vanguard 500	↓



#### TOP 10 SURGING ETFs

RANK	TICKER	COMPANY	CHANGE
1	ROM	ProShares Ultra Technology	128%
2	SGOV	iShares 0-3 Month Treasury Bond	114%
3	JEPI	JPMorgan Equity Premium Income	100%
4	PGF	Invesco Financial Preferred	93%
5	KRE	SPDR S&P Regional Banking	85%
6	IAT	iShares U.S. Regional Banks	84%
7	SCHD	Schwab U.S. Dividend Equity	76%
8	ARGT	Global X MSCI Argentina	74%
9	IXUS	iShares Core MSCI Total International	72%
10	VYMI	Vanguard International High Div Yield	66%