

# FINANCIAL PROS AND RETAIL INVESTORS

QUARTERLY REPORTS  
Q1' 23 vs Q4'22

PROPRIETARY DATA



## THE JUICE

“Become A More Knowledgeable Investor  
With The Juice Daily Investment Newsletter”

# 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%



### 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 & 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%