

Activity Sheet 1: Reading a Stock Quote Table

Stock quote interpretation from www.investopia.com/university/stocks/

52W high	52W low	Stock	Ticker	Div	Yield %	P/E	Vol 00s	High	Low	Close	Net chg
\$45.39	19.75	ResMed	RMD			52.5	3831	42.00	39.51	41.50	-1.90
11.63	3.55	Revlon A	REV				162	6.09	5.90	6.09	+0.12
77.25	55.13	RioTinto	RTP	2.30	3.2		168	72.75	71.84	72.74	+0.03
31.31	16.63	RitchieBr	RBA			20.9	15	24.49	24.29	24.49	-0.01
8.44	1.75	RiteAid	RAD				31028	4.50	4.20	4.31	+0.21
\$38.63	18.81	RobtHalf	RHI			26.5	6517	27.15	26.50	26.50	+0.14
51.25	27.69	Rockwell	ROK	1.02	2.1	14.5	6412	47.99	47.00	47.54	+0.24

Column 1 Column 2 Column 3 Column 4 Column 5 Column 6 Column 7 Column 8 Column 9 Column 10 Column 11 Column 12

Columns 1 & 2: 52-Week Hi and Low - The highest and lowest prices at which a stock has traded over the previous 52 weeks (one year). This typically does not include the previous day's trading.

Column 3: Company Name & Type of Stock - The name of the company. If there are no special symbols or letters following the name, it is common stock. Different symbols imply different classes of stock; for example, "pf" means preferred stock.

Column 4: Ticker Symbol - The unique alphabetic name which identifies the stock. On financial TV, stock symbols and latest prices move along the ticker at the bottom of the screen. If you are looking for stock quotes online, always search for a company by its ticker symbol. If you don't know what a company's ticker symbol is, you can find it using the SMG investor research site.

Column 5: Dividend Per Share - The annual dividend payment per share. If the space is blank, the company does not currently pay dividends.

Column 6: Dividend Yield - The percentage return on the dividend, calculated as annual dividend per share divided by price per share.

Column 7: Price/Earnings Ratio - Calculated by dividing the current stock price by earnings per share from the last four quarters.

Column 8: Trading Volume - Total number of shares traded for the day, listed in hundreds. To get the actual number traded, add "00" to the end of the number listed.

Column 9 & 10: Day High & Low - The maximum and the minimum prices people have paid for the stock on this trading day.

Column 11: Close - The last trading price recorded when the market closed that day. If the closing price is up or down more than 5% over the previous day's close, the listing for the stock is bold-faced. Remember, you won't necessarily get this price if you buy the stock the next day because the price is constantly changing (even after the exchange is closed for the day). The close is an indicator of past performance and, except in extreme circumstances, is a guideline of what you should expect to pay.

Column 12: Net Change - The dollar value change in the stock price from the previous day closing price. When you hear a stock was "up for the day," that means the net change was positive.



Answer the following questions:

1. Is Revlon doing better or worse than yesterday? How do you know? What might explain it?

2. Is Rite Aid nearer to its yearly high or low? Would this be a good time to purchase the stock? Explain.

3. What are the stock ticker symbols for Revlon and Rite Aid? Are you surprised? Explain.

4. Did either Revlon or Rite Aid pay a dividend? What does that suggest about the company?

5. What is a P/E ratio?

6. Which two pieces of information shown on this stock chart would you consider most important for people to find out before purchasing the stock of a company? Explain.

7. Would the same information be the most important information for people who already own stock in these companies? Explain.

8. What would you guess was the general trend of the market on this particular day? Explain what information led you to this conclusion.

9. From this table can you tell the type of business that Revlon or Rite Aid conduct? Explain how this information can be accessed.

ANSWER KEY

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- Is Revlon doing better or worse than yesterday? How do you know? What might explain it?
Revlon went up .12% from yesterday because that is what is says under Net Change. It might have announced a new product so there was new demand.
- Is Rite Aid nearer to its yearly high or low? Would this be a good time to purchase the stock? Explain.
The high/low is 8.44/1.75 and it closed at 4.31, which is right in the middle. This might be a good time as long as th trend is going back up.
- What are the stock ticker symbols for Revlon and Rite Aid? Are you surprised? Explain.
Rite Aid is RAD and Revlon is REV. These sound like abbreviations for their names.
- Did either Revlon or Rite Aid pay a dividend? What does that suggest about the company?
Neither company paid a dividend because they might be spending their money on opening new stores or developing new products.
- What is a P/E ratio? *This ratio is calculated by dividing the current stock price by earnings per share from the last four quarters and so it tells you the relationship between selling price and earnings. A high P/E ratio might mean that a company is very overpriced, compared to what it earns.*
- Which two pieces of information shown on this stock chart would you consider most important for people to find out before purchasing the stock of a company? Explain.
I would want to be able to compare the closing price to the 52-week high/low to get an idea of the range in which the stock is trading now.
- Would the same information be the most important information for people who already own stock in these companies? Explain.
Yes, because it would tell you how your investment was doing and would help you plan when to sell the stock-either before it got too low, or before it started to drop again.
- What would you guess was the general trend of the market on this particular day? Explain what information led you to this conclusion.
From the Net Change you can tell that the overall market is going up a bit.
- From this table can you tell the type of business that Revlon or Rite Aid conduct? Explain how this information can be accessed.
No-but you can look it up using the ticker symbol on a stock research site.