

Activity Sheet 1: Reading a Stock Quote

A stock quote provides you with pricing information. This information helps you determine whether a particular stock is a good investment or not. Different financial news and

research sites may organize their stock information differently, but will provide essentially the same information. The example below is taken from a NYSE stock quote.

Company		Symbol	
The name of the company.		The company's stock/ticker symbol.	
Current Price	Price Change	Percent Price Change	
This is the current per share price of the stock.	This is the difference between the stock's current price and its last reported price.	This is the difference in price expressed as a percentage.	
Prev Close		Day's Range	
The previous close is the stock's closing price on the previous trading day.		The highest price and lowest price of the stock so far today.	
Open		52wk Range	
The first trade of stock today is its opening price.		The highest price and lowest price of the stock so far over a 52 week period.	
Bid		Volume	
An offer made to buy this stock.		The total number of shares traded so far today.	
Ask		Avg Vol (3M)	
The price at which a seller wants sell this company's stock.		The average of the total number of shares traded in the past three months.	
1y Target Est		Market Cap	
The median target price as predicted by analysts covering the stock.		The total current market value of all outstanding shares of a company.	
Beta		P/E	
Beta measures volatility. A number less than 1 means less volatility and a number greater than 1 means more volatility.		A company's closing price divided by its latest annual earnings per share.	
Next Earnings Date		EPS	
The next time the company will report its earnings.		EPS stands for Earnings Per Share. It is a company's profit or earnings divided equally among all the shares investors own.	
		Div & Yield	
		A dividend is a payment many companies make to its stockholders. Yield is the amount of cash that returns to stockholders.	

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Practice interpreting a stock quote. Use the stock quote function in your team portfolio or from one of the financial news sites to help you complete the stock table below for *The Hershey Company*.

Today's Date: _____

Company		Symbol	
Current Price	Price Change	Percent Price Change	
Prev Close		Day's Range	
Open		52wk Range	
Bid		Volume	
Ask		Avg Vol (3M)	
1y Target Est		Market Cap	
Beta		P/E	
Next Earnings Date		EPS	
		Div & Yield	



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1. Is Hershey's stock performance better or worse than yesterday? How do you know?

2. Is Hershey's current stock price nearer to its yearly high or low? Would this be a good time to purchase the stock? Explain.

3. Does Hershey's pay a dividend? Yes / No

4. Which two pieces of information from the Hershey's quote would you consider the most important for people to find out before purchasing the stock of a company? Explain.
 - a. 1)

 - b. 2)

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



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