Activity Sheet 1: Reading a Stock Quote

Field	Value	Field	Value
Name	The name of the company.	Daily Low	The lowest price the stock has traded at so far today
Last Price	The price of the stock when it was last traded.	Previous Close	The stock's price at the end of the previous trading day
Trade Time	The time the stock was last traded.	Hist Close Date	The date of the stock's previous trading day.
Trade Date	The date the stock was last traded.	Currency	In the US the currency is US Dollars.
Net Change	The increase or decrease in the stock's price between today's last price and the closing price of the previous trading day.	Exchange	The exchange the stock trades on.
% Change	The percentage of increase or decrease in the stock's price between today's last price and the closing price of the previous trading day	Yield	Yield is calculated as Annual Dividend (iad) / Previous Day Close Price) * 100.
Volume	The total number of shares traded so far today.	Earnings	A company's profit or earnings divided equally among all the shares investors own.
Bid	The highest price a buyer is willing to pay for the stock.	Dividend	Payments to shareholders that some stocks provide. Not all stocks offer dividends.
Bid Size	The number of shares offered for sale.	Dividend Date	The payment date of the dividend.
Ask	The price the seller is willing to accept.	Ex Div Date	The date on which the shareholder must own the stock in order to receive a dividend payment.
Ask Size	The number of shares available to buy.	P.E	A company's closing price divided by its latest annual earnings per share.
Opening Price	The price of the stock when it first traded today.	Year's High	This is the highest price of the stock within 52 weeks.
Daily High	The highest price the stock has traded at so far today.	Year's Low	This is the lowest price of the stock within 52 weeks.

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CVS CAREMARK CRP - CVS

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Field	Value	Field	Value
Name	CVS CAREMARK CRP	Daily Low	51.87
Last Price	52.34	Previous Close	51.87
Trade Time	14:34	Hist Close Date	04 March 2013
Trade Date	05 March 2013	Currency	USD
Net Change	0.47 ⬆	Exchange	NYQ
% Change	0.9% ⬆	Yield	1.74
Volume	3338105	Earnings	3.04
Bid	52.33	Dividend	0.9
Bid Size	14	Dividend Date	04 February 2013
Ask	52.34	Ex Div Date	22 January 2013
Ask Size	9	P.E.	17.07
Opening Price	52.01	Year's High	52.77
Daily High	52.42	Year's Low	43.08

All Fields ⬇

REVLON INC - REV

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Field	Value	Field	Value
Name	REVLON INC	Daily Low	23.16
Last Price	23.23	Previous Close	23.34
Trade Time	13:18	Hist Close Date	04 March 2013
Trade Date	05 March 2013	Currency	USD
Net Change	-0.11 ⬇	Exchange	NYQ
% Change	-0.47% ⬇	Yield	0
Volume	22659	Earnings	0.97
Bid	23.28	Dividend	0
Bid Size	1	Dividend Date	16 September 2008
Ask	23.34	Ex Div Date	16 September 2008
Ask Size	1	P.E.	24.1
Opening Price	23.4	Year's High	23.44
Daily High	23.59	Year's Low	12.6

All Fields ⬇

Use the tables above to answer the following questions:

THE STOCK MARKET GAME™   CAPITOL HILL challenge   investWrite

Is Revlon performing better or worse than it was the previous day? How do you know?

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

What are the stock ticker symbols for Revlon and CVS Caremark? Are you surprised? Explain.

Did either Revlon or CVS Caremark pay a dividend? What does that suggest about the company?

What is P.E.?

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.

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

Based on the numbers in the charts and what you know about the companies, in which company would you invest? Revlon? Or CVS Caremark? Explain what information led you to this conclusion.