

ASTUTEX TRENDSPOTTING

August 08, 2022

!!! IMPORTANT NOTICE !!!

Treat this report as an inspiration tool for idea generation, do not rely solely on this data, always double check with other sources, Google Trends constantly changes data series backwards, SimilarWeb data is different from Alexa etc. The more sources you use to validate your thesis – the better.

How to read this report?

To track the momentum in brand/product popularity we calculate the 2-week change in 13-week (basically 1 quarter) Year-over-Year growth for every data source (Google Trends, website traffic, AppStore rankings etc):

1. Google Trends USA – based on Rising Topics and Queries for the last 30 days, it is important to differentiate between trending company (retail investor hype) and trending product (something much more important)
2. Google Trends World – based on Astutex company universe with pre-selected keywords for each company
3. Google Trends Industries World – based on general topics without specific brands
4. Google Trends Industries USA – based on general topics without specific brands
5. Website Traffic - based on Astutex company universe website traffic (unique company website visitors growth YoY), pay attention to average unique visitors number and online revenue relevance to overall business (Alexa data)
6. Wikipedia - based on Astutex company universe relevant page views
7. Wikipedia Pages – based on other topics trending on Wikipedia
8. Instagram - based on Astutex company universe Instagram page follower and engagement (likes, comments, video views) growth
9. AppStore USA - based on Astutex company universe relevant app rankings (SensorTower)
10. AppStore Publishers USA – based on app rankings aggregated on a publisher level without a link to a specific company
11. Online Retail Amazon – based on the number of company products in Amazon Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
12. Online Retail Walmart – based on the number of company products in Walmart Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
13. Online Retail BestBuy – based on the number of company products in BestBuy Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
14. Job Listings - based on Astutex company universe online job listings, aggregated from several data sources (Glassdoor, Indeed, LinkedIn)
15. Employee Company Ratings - we calculate the 2-week change in 4-week Quarter-over-Quarter growth base on Astutex company universe, aggregated from several data sources (Glassdoor, Indeed)

1. Google Trends USA - 2W Delta (13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics
Rapid Finance	Financial services company	116.09	40.60	topics: Financial services
Lifestyle	Retail company	591.56	22.73	topics: Mobile game
Sub-Zero Freezer Company, Inc.	Company	-4.81	13.35	topics: Refrigerator
Jane Street Capital	Private banking company	115.28	9.85	topics: Trader
Lululemon Athletica	Apparel company	67.20	8.56	topics: Leggings;Alo Yoga;Athleta; Diaper bag;BÉIS; The North Face queries: lululemon
NetSuite	Computer software company	47.06	5.40	topics: Enterprise resource planning
HOKA ONE	Company	95.97	5.27	topics: Shoes
Conduent	Company	-0.72	4.54	queries: asurion careers;asurion
Discover Financial Services	Financial services company	29.00	3.38	topics: Student loan;Credit card; Apple Card
Sallie Mae	Consumer banking company	25.00	2.94	topics: Student loan
JanSport	Backpacking company	56.22	2.27	topics: JanSport
Kappa	Clothing company	23.99	2.06	queries: footlocker
The Hartford	Insurance company	18.56	1.96	topics: Vehicle insurance
Atrium Health	Health care company	30.59	1.66	topics: Health care
Mastercard	Financial services company	14.78	1.16	topics: Comenity Bank; Gift card queries: comenity easy pay
Bentgo	Company	78.69	-8.63	topics: Lunchbox
Major Pharmaceuticals, Inc.	Company	256.04	-45.82	topics: Pharmaceutical industry

2. Google Trends World - 2W Delta (13weeks YoY) (Part 1)

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
899	Transocean Ltd	2022-08-08	20%	59%
303	Thor Industries Inc	2022-08-08	-3%	12%
169	Lululemon Athletica Inc	2022-08-08	74%	8%
945	Shopify Inc	2022-08-08	53%	7%
815	DXC Technology Co	2022-08-08	27%	5%
310	Deutsche Lufthansa AG	2022-08-08	65%	5%
729	Torchmark Corp	2022-08-08	19%	4%
307	Latam Airlines Group	2022-08-08	33%	3%
711	Robert Half International Inc	2022-08-08	24%	-1%
391	Electronic Arts Inc	2022-08-08	11%	-1%

3. Google Trends Industries World - 2W Delta (2022-08-08, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Toothpaste	4.7%	1.7%	topics: topics: Tooth;Tooth whitening; Fluoridequeries: toothpaste;meswak toothpaste; toothpaste tube letters; hello charcoal toothpaste lawsuit queries: queries: toothpas; hello charcoal toothpaste lawsuit
Investment	-4.4%	1.7%	topics: Stock;Bank;Real Estate queries: investment
Slipper	5.6%	1.6%	topics: UGG;Ugg boots;Shoes;Michael Myers queries: slippers; michael myers slippers;slipper adjacent mule
Variety store	-0.3%	1.6%	topics: Dollar Tree;Woolworths Group; Woolworths Supermarkets queries: dollar store
Energy Drink	30.5%	1.5%	topics: Drink;Stray;Sheet music;Slum queries: energy drink; stray energy drink;energy drinks stray; stray energy drink locations
Non-alcoholic drink	1.8%	1.5%	topics: Drink;Beer;Low-alcohol beer;Epicurious;Nootropic; Kin Social Tonics, Inc. queries: non alcoholic
Game controller	1.5%	1.5%	topics: Xbox;PlayStation 4; Xbox Wireless Controller queries: controller; multiversus gamecube controller;razer stream controller
Electronics	8.3%	1.5%	topics: Recycling;Email queries: electronic; new international travelling tips and tricks you should must; how to manage line mistakes on airport travelling tips 2022
Electronics	8.3%	1.5%	topics: Recycling;Email queries: electronic; new international travelling tips and tricks you should must; how to manage line mistakes on airport travelling tips 2022
Playstation 4	-22.0%	1.4%	topics: Sony PlayStation 4;Stray;Multiverse queries: ps4; is multiversus free;is multiversus free on ps4;stray ps4 price
Vacuum Cleaner	-3.5%	1.3%	topics: Vacuum;Cleaner queries: vacuum

3. Google Trends Industries World - 2W Delta (2022-08-08, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Desktop PC	14.4%	1.3%	topics: topics: Computer; Remote desktop softwarequeries: desktop; fantaasta desktop queries: queries: desktop;fantaasta desktop
Desktop Computer	14.4%	1.3%	topics: Computer;Remote desktop software queries: desktop; fantaasta desktop
Skin care	0.5%	1.3%	topics: Skin queries: skincare;skin care;laurens skin care; biba skincare;dore skincare

4. Google Trends Industries USA - 2W Delta (2022-08-08, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Air Conditioner	-3.3%	4.9%	topics: Air conditioning queries: air conditioner; arctos portable air conditioner;arctos portable ac; arctos portable ac reviews
Sony PlayStation	-5.2%	4.2%	topics: PlayStation 5;PlayStation 4;Backbone One; Backbone queries: playstation;playstation plus august 2022; ps plus agosto 2022
Variety store	12.6%	3.8%	topics: Dollar Tree;Woolworths Group; Woolworths Supermarkets queries: dollar store
Tax	-23.6%	3.6%	topics: Property;Sales tax;Property tax;Shakira queries: tax; shakira tax fraud;tax free weekend ohio; tax free weekend 2022 arkansas
Investment	-6.4%	3.5%	topics: Stock;Bank;Real Estate queries: investment
Payment	-2.6%	3.4%	topics: Invoice;Credit;Credit card queries: pay;payment
hiking apparel	-4.1%	3.0%	topics: Hiking;Clothing;Sleeve queries: hiking clothes; hiking outfit
Genetic testing	10.5%	3.0%	topics: DNA;Genetics;Biological warfare; Death of JonBenét Ramsey;JonBenét Ramsey queries: dna;dna test; sneak peek early dna test
Playstation 4	-24.5%	2.6%	topics: Sony PlayStation 4;Stray;Multiverse queries: ps4; is multiversus free;is multiversus free on ps4;stray ps4 price
Heating, ventilation, and air	1.7%	2.6%	topics: Air conditioning queries: hvac;maynor hvac; does putting an umbrella over hvac help
Heating Ventilation and AC	1.7%	2.6%	topics: Air conditioning queries: hvac;maynor hvac; does putting an umbrella over hvac help

4. Google Trends Industries USA - 2W Delta (2022-08-08, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
E-commerce	9.3%	2.6%	topics: topics: Trade;Website;Businessqueries: ecommerce; otis redding genre nyt crossword queries: queries: ecommerce; otis redding genre nyt crossword
Slipper	1.0%	2.4%	topics: UGG;Ugg boots;Shoes;Michael Myers queries: slippers; michael myers slippers;slipper adjacent mule
Wallet	1.4%	2.3%	topics: Apple;Man;Apple Wallet queries: wallet;gov.gr wallet; gov.gr;wallet gov gr
Action camera	140.1%	2.3%	topics: Camera queries: action camera;toronto; d-brand phone cases;how to plan a wedding
Leggins	-20.7%	2.2%	topics: Tights;lululemon;Trousers queries: leggings; gearbunch leggings;blogilates leggings;target flare leggings
Gym	3.8%	2.1%	topics: Health club;Physical fitness queries: gym;vabbing; vabbing at the gym;what is vabbing
Desktop PC	15.2%	2.1%	topics: Computer;Remote desktop software queries: desktop; fantaasta desktop
Desktop Computer	15.2%	2.1%	topics: Computer;Remote desktop software queries: desktop; fantaasta desktop
Toothpaste	10.5%	2.1%	topics: Tooth;Tooth whitening;Fluoride queries: toothpaste; meswak toothpaste;toothpaste tube letters; hello charcoal toothpaste lawsuit
Bank	3.4%	2.0%	topics: Online banking;U.S. Bancorp; U.S. Bank Branch queries: bank;china banks
Video camera	-13.6%	2.0%	topics: Camera;Video queries: camera;video camera; blackmagic design pocket cinema camera 6k pro

4. Google Trends Industries USA - 2W Delta (2022-08-08, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Power Tool	-7.0%	1.9%	topics: topics: Tool;Power;Electrician; Wall studqueries: power tools queries: queries: power tools
Resort	-16.5%	1.8%	topics: Hotel;All-inclusive resort;Beach; The Resort queries: resort;the resort peacock; barcelo bavaro grand resort;turtle island resort
Boat	-7.9%	1.8%	topics: Rent;Lake;Hudson River queries: boat; boat capsized hudson river;whale lands on boat; kendall johnson boating accident

5. Website Traffic - 2W Delta (2022-08-06, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
429	AirAsia Bhd	25.427461	304%	42%
813	Waters Corp	2.228384	148%	38%
431	Eva Airways Corp	5.742000	130%	38%
909	Alliant Energy Corp	1.345692	125%	35%
957	Capcom	12.529307	52%	29%
469	Sapporo Holdings Ltd	1.942923	104%	23%
745	Amgen Inc	1.989615	31%	23%
318	China Airlines Ltd	4.272076	92%	19%
309	China Southern Airlines Co Ltd	9.043307	128%	18%
549	Coca-Cola Co	6.151307	28%	17%
145	Illumina Inc	2.532538	51%	17%
428	Japan Airlines Co Ltd	2.352384	29%	16%
844	ANSYS Inc	6.033000	95%	15%
401	Yamaha Motor Co Ltd	9.555615	15%	15%
869	Philip Morris International In	1.562538	23%	14%
138	Hibbett Sports Inc	4.327384	-26%	11%
559	Johnson & Johnson	9.763384	45%	10%
197	Ollie's Bargain Outlet Holding	1.501153	69%	10%
814	NetApp Inc	8.443076	20%	10%
793	Chubb Ltd	4.918615	16%	9%
891	TE Connectivity Ltd	5.046153	19%	8%
535	Whitbread PLC	11.012307	109%	7%
73	Daikin Industries Ltd	3.937846	37%	7%
458	Volkswagen AG	18.372615	24%	7%
699	Parker-Hannifin Corp	4.556307	42%	6%
262	Trivago NV	22.661692	53%	6%
865	Juniper Networks Inc	7.729461	39%	6%
270	USANA Health Sciences Inc	2.909461	14%	6%
839	FirstEnergy Corp	6.935000	38%	6%
226	Scout24 AG	64.776846	25%	6%

6. Wikipedia - 2W Delta (2022-08-08, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
164	L Brands Inc		3536	58.6%	37.6%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2768	40.6%	12.4%
443	FedEx Corp	en.wikipedia.org/wiki/Indianapolis_FedEx_shooting	3723	0.7%	5.3%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Tim_Hortons_Brier	7082	3.3%	5.2%
381	Seven & i Holdings Co Ltd		2823	13.1%	5.1%

7. Wikipedia Pages- 2W Delta (2022-08-06, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
164	L Brands Inc	en.wikipedia.org/wiki/Victoria's_Secret	41380	67%	44%
		en.wikipedia.org/wiki/Yandex	55768	72%	41%
		en.wikipedia.org/wiki/TSMC	63461	-4%	26%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel	50065	371%	22%
		en.wikipedia.org/wiki/JetBlue	13963	27%	19%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/JPMorgan_Chase	20427	-2%	15%
		en.wikipedia.org/wiki/1xBet	14184	88%	14%
		en.wikipedia.org/wiki/Bet9ja	25844	25%	14%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	35667	39%	12%
		en.wikipedia.org/wiki/Resident_Evil	44283	-24%	11%
110	Ford Motor Co	en.wikipedia.org/wiki/Ford_v_Ferrari	52567	-9%	11%
		en.wikipedia.org/wiki/Hybe_Corporation	19907	-18%	11%
		en.wikipedia.org/wiki/Gloria_Vanderbilt	13772	-23%	11%
		en.wikipedia.org/wiki/Forever_Living_Products	17191	75%	10%
		en.wikipedia.org/wiki/WWE	70711	8%	9%
		en.wikipedia.org/wiki/Foxconn	20693	2%	8%
		en.wikipedia.org/wiki/Infosys	26815	46%	8%
63	Chipotle Mexican Grill Inc	en.wikipedia.org/wiki/Chipotle_Mexican_Grill	15432	30%	7%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Tim_Hortons	15473	45%	6%
		en.wikipedia.org/wiki/Mars%2C_Incorporated	16969	13%	6%
		en.wikipedia.org/wiki/Royal_Enfield_(India)	20076	45%	6%
691	Northrop Grumman Corp	en.wikipedia.org/wiki/Northrop_Grumman	12996	45%	5%

8. Instagram - 2W Delta (2022-04-11 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
91	Electrolux AB		20.2%	698.8%	67.5%
13	Accell Group NV		4.6%	311.5%	47.3%
68	Sleep Number Corp	instagram.com/p/CZ2qtN6j3KP	20.8%	364.8%	41.9%
59	Cedar Fair LP	instagram.com/p/Cb-wvONISi8 instagram.com/p/Cbfx1cVs82L instagram.com/p/CcF7qtaspvz	9.6%	124.2%	13.0%
34	Bloomin' Brands Inc		5.0%	206.8%	11.1%
52	Canada Goose Holdings Inc		44.8%	126.0%	10.6%
4	Salvatore Ferragamo SpA	instagram.com/p/Cb3Kn4Eq_9H	11.8%	117.9%	9.1%
98	Etsy Inc		8.8%	141.8%	5.6%
115	Gap Inc	instagram.com/p/CbtEPWZuIAu instagram.com/p/Ca7sKPDJlIS instagram.com/p/Cb-asabroW3	2.6%	138.8%	5.3%

9. AppStore USA - 2W Delta (2022-08-06, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
391	Electronic Arts Inc	Apex Legends Mobile; FIFA Soccer; Plants vs. Zombies™ 2	250	2.7%	2.3%
1214	Next PLC	Rock Identifier: Stone ID; Picture Insect: Bug Identifier; Picture Mushroom - Mushroom ID	242	7.5%	1.1%
1417	Signify NV	Philips Hue	330	7.7%	1.0%

10. AppStore Publishers USA - 2W Delta (2022-08-06, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Tubi, Inc	Tubi - Watch Movies & TV Shows	101	4.5%	5.9%
	Fetch Rewards	Fetch Rewards	42	30.3%	2.8%
	AIBY	Themify - Widget & Icon Themes	119	-0.9%	2.6%
	Credit Karma, Inc.	Credit Karma	139	-8.4%	2.0%

11. Online Retail Amazon - 2W Delta (2022-08-08, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
20	Apple Inc	658	23.2%	11.8%
364	Pioneer Corp	323	-9.8%	9.5%
264	Techtronic Industries Co Ltd	2128	64.5%	7.4%
536	Monster Beverage Corp	947	21.9%	7.2%
441	Bandai Namco Holdings Inc	531	-13.5%	7.1%
143	Hugo Boss AG	377	-37.7%	7.0%
476	Nikon Corp	795	-21.9%	6.1%
528	Kraft Heinz Co	937	1.0%	5.5%
363	Sony Corp	5257	-16.8%	3.9%

12. Online Retail Walmart - 2W Delta (2022-08-08, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
456	Hankook Tire Co Ltd	321	194.5%	58.4%
328	Yamaha Corp	771	96.2%	44.1%
958	Funko Inc	342	35.7%	27.8%
111	Fossil Group Inc	623	60.6%	17.3%
212	Prada SpA	564	250.3%	13.5%
457	Goodyear Tire & Rubber Co	2554	41.2%	12.4%
268	Under Armour Inc	1646	173.4%	12.0%
537	Acer Inc	1558	23.6%	11.4%
161	Kering SA	643	9.0%	11.0%
238	Starbucks Corp	1417	68.7%	10.9%
416	Beiersdorf AG	473	-13.2%	10.4%
94	Entertainment One Ltd	229	5.0%	10.3%
536	Monster Beverage Corp	533	60.1%	9.2%
152	iRobot Corp	1089	36.0%	6.8%
426	Seiko Epson Corp	1100	0.7%	5.6%
5	Puma SE	260	71.1%	5.3%

13. Online Retail Bestbuy - 2W Delta (2022-08-08, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
116	Garmin Ltd	1964	57.4%	13.9%
328	Yamaha Corp	2355	68.3%	10.5%
502	Ubisoft Entertainment SA	894	0.4%	10.2%
957	Capcom	286	-24.5%	8.3%
441	Bandai Namco Holdings Inc	232	63.4%	8.0%
959	Turtle Beach	1462	20.1%	7.2%
903	Seagate Technology PLC	2628	-17.7%	4.6%
122	GoPro Inc	442	-27.5%	4.3%
540	Logitech International SA	3925	-8.5%	3.5%

14. Job Listings - 2W Delta (2022-08-08, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
527	Hormel Foods Corp	297	85.8%	122%
229	Shake Shack Inc	494	10.1%	79%
1174	Hochtief AG	733	100.0%	77%
1318	voestalpine AG	698	55.5%	76%
1198	SES SA	230	100.0%	73%
1335	Weir Group PLC	297	100.0%	72%
806	AvalonBay Communities Inc	480	100.0%	57%
164	L Brands Inc	6120	-0.8%	51%
951	Mercado Libre	137	6.0%	48%
9	3D Systems Corp	148	31.1%	44%
1367	Tate & Lyle PLC	135	6.5%	41%
774	Qualcomm Inc	2053	39.8%	39%
1446	Wienerberger AG	402	73.4%	38%
518	Chocoladefabriken Lindt & Spru	378	15.9%	37%
938	Martin Marietta Materials Inc	488	15.2%	37%
56	Carter's Inc	2591	24.6%	34%
1443	WH Smith PLC	646	76.5%	34%
744	AES Corp	271	50.2%	33%
1013	Royal Bank of Scotland Group P	916	77.4%	31%
782	Symantec Corp	132	16.4%	31%
566	Pfizer Inc	2036	60.3%	29%
581	International Paper Co	740	69.3%	29%
110	Ford Motor Co	1219	37.2%	28%
722	Public Storage	972	-9.9%	28%
1410	Beazley PLC	132	27.1%	27%
1397	ConvaTec Group PLC	216	1.4%	26%
1321	Rockwool International A/S	140	19.8%	25%
1297	Direct Line Insurance Group PL	308	76.7%	25%
1019	Compass Group PLC	5391	66.2%	25%
546	Caterpillar Inc	1084	42.4%	25%

15. Employee Company Ratings - 2W Delta (2022-08-08, 4 weeks QoQ) (Part 1)

AstutexID	Company Name	Total reviews	Rating Gr.chg.	Outlook Gr.chg.	Mgmt Gr.chg	CEO Rating Gr.chg	Growing indicator
1116	Erste Group Bank AG	338	-1.6%	0.2%	-0.8%	7.9%	CEO Rating
99	Europcar Groupe SA	471	0.0%	1.8%	-0.4%	7.8%	CEO Rating
476	Nikon Corp	240	0.4%	3.2%	0.4%	7.6%	CEO Rating
1329	Air France KLM SA	309	-2.9%	-0.6%	-5.8%	7.4%	CEO Rating
186	Mulberry Group PLC	212	-0.8%	2.8%	-1.2%	7.2%	CEO Rating
23	Ascena Retail Group Inc	4123	1.3%	4.3%	1.1%	6.8%	CEO Rating
432	American Airlines Group Inc	6194	0.0%	0.6%	0.0%	6.8%	CEO Rating
328	Yamaha Corp	316	0.3%	0.6%	0.4%	6.8%	CEO Rating
1231	Scor SE	299	1.0%	6.4%	0.2%	0.0%	Outlook
876	Xcel Energy Inc	789	0.4%	1.8%	0.0%	6.4%	CEO Rating
1399	Huhtamaki Oyj	303	-0.5%	3.0%	0.3%	6.4%	CEO Rating
479	Western Union Co	2253	-0.4%	0.0%	0.4%	6.2%	CEO Rating
1106	OMV AG	336	0.0%	2.0%	-1.6%	5.8%	CEO Rating
899	Transocean Ltd	402	0.4%	4.6%	0.8%	5.8%	CEO Rating
540	Logitech International SA	916	0.0%	-5.4%	-2.4%	5.6%	CEO Rating
934	News Corp	378	0.8%	2.8%	1.2%	5.2%	CEO Rating