

Trendlines Beat Headlines

# Trending Report

Data Ending: 2024.06.07

**Who Moved that Stock's  
(and the company's) Cheese?**

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Make Possible Predictable**



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# Who Moved My Cheese?

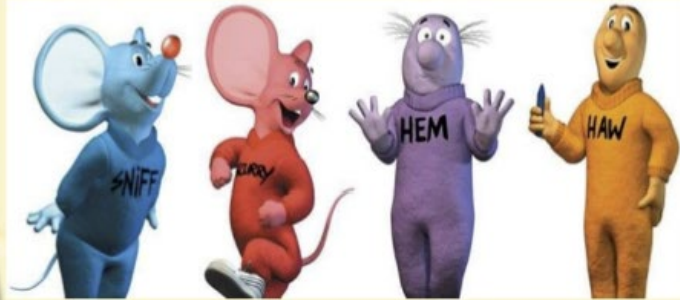
An Amazing Way to Deal With Change

In Your Work and In Your Life

DR SPENCER JOHNSON

Foreword by KENNETH BLANCHARD PH.D.  
From the best-selling author of  
The One Minute Manager

## The 4 Protagonists Which one are you???



**Sniff**

- sniffs/looks ahead; anticipates change

**Scurry**

- scurries ahead and bumps into change

**Hem**

"To discuss, deliberate, or contemplate rather than taking action or making up one's mind. (e.g., If you **hem and haw** long enough, someone else will do it first.)" - Wiktionary

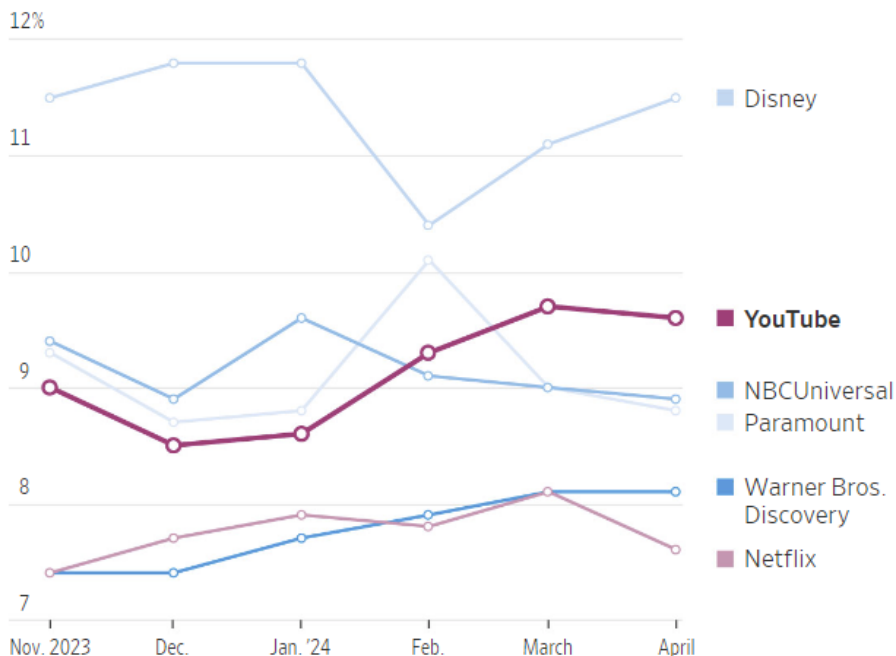
**Haw**

- **Story Setting:** The story takes place in a maze where four characters search for cheese, which symbolizes happiness and success.
- **Characters:**
  - **Sniff:** A mouse who detects change early by sniffing out the situation.
  - **Scurry:** A mouse who quickly scurries into action when there is a change.
  - **Hem:** A little person who denies and resists change due to fear of the unknown.
  - **Haw:** A little person who learns to adapt in time when he sees change can lead to something better.
- **Plot:**
  - The characters find a large stash of cheese at Cheese Station C.
  - Over time, the cheese supply dwindles, and Sniff and Scurry quickly move on to find new cheese.
  - Hem and Haw remain at Cheese Station C, believing the cheese will return.
  - Haw eventually realizes the need to move on and starts exploring the maze for new cheese.
  - Hem, however, remains stubborn and refuses to leave.
- **Key Messages:**
  - **Change Happens:** Anticipate change and be ready for it.
  - **Anticipate Change:** Monitor change and prepare for it.
  - **Adapt Quickly:** The quicker you let go of old cheese, the sooner you find new cheese.
  - **Enjoy Change:** Savor the adventure and enjoy the taste of new cheese.
  - **Be Ready to Change Again:** Keep moving with the cheese.

# What's on TV? For Many Americans, It's Now YouTube

People spent nearly 10% of their TV-viewing time watching the service, home to videos by creators like MrBeast

Share of U.S. TV-viewing time



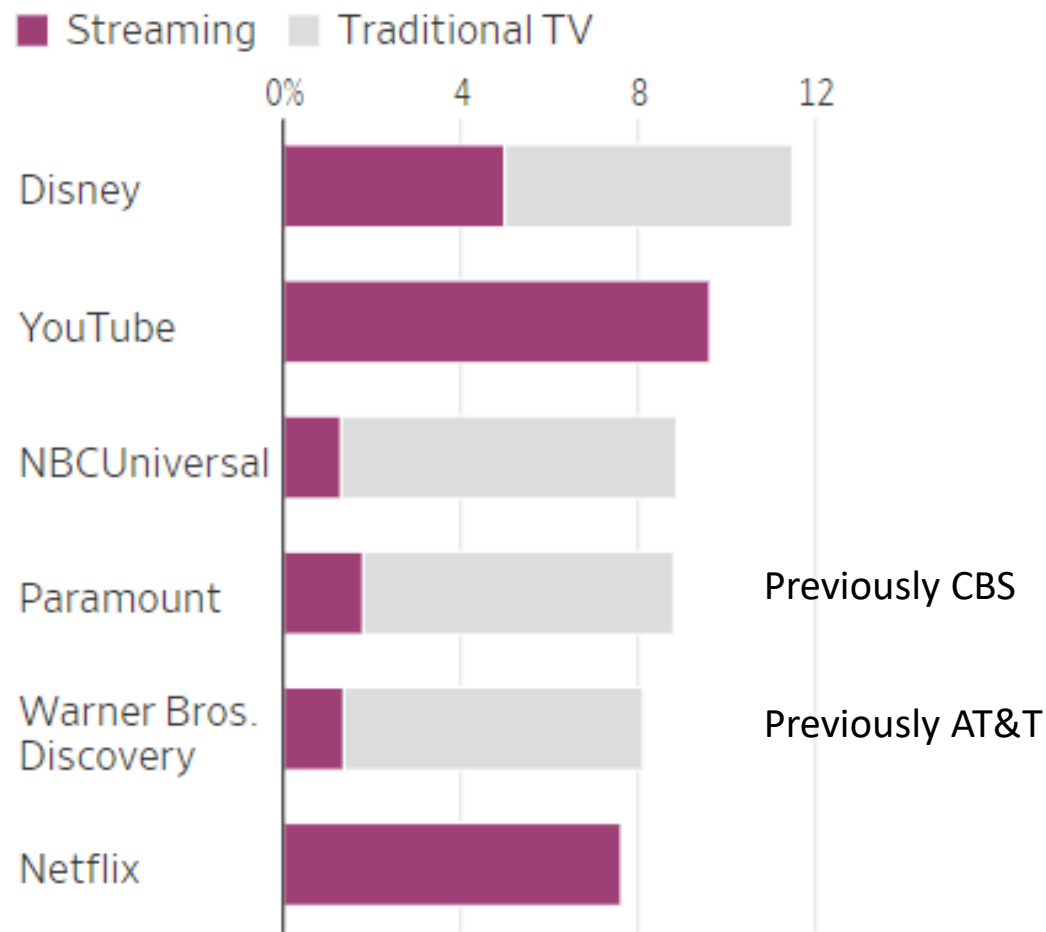
Note: Includes streaming and traditional TV viewing time and, for streaming platforms, both ad-supported and ad-free tiers. Viewing via multichannel video programming distributors attributed to parent company of each channel.

Sources: Nielsen National Television Panel; Nielsen Streaming Platform Ratings

By [Sarah Krouse](#) [Follow](#) and [David Marcelis](#) [Follow](#)

Updated May 14, 2024 4:42 pm ET

## Share of U.S. TV-viewing time, April 2024



Note: Viewing via multichannel video programming distributors attributed to parent company of each channel viewed on the platform. Hulu counted in majority owner Disney's streaming share.

Sources: Nielsen National Television Panel; Nielsen Streaming Platform Ratings

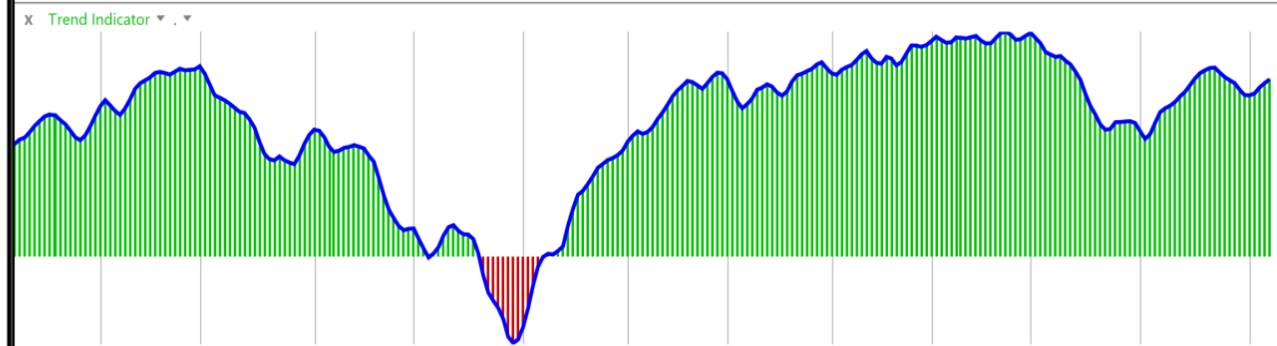
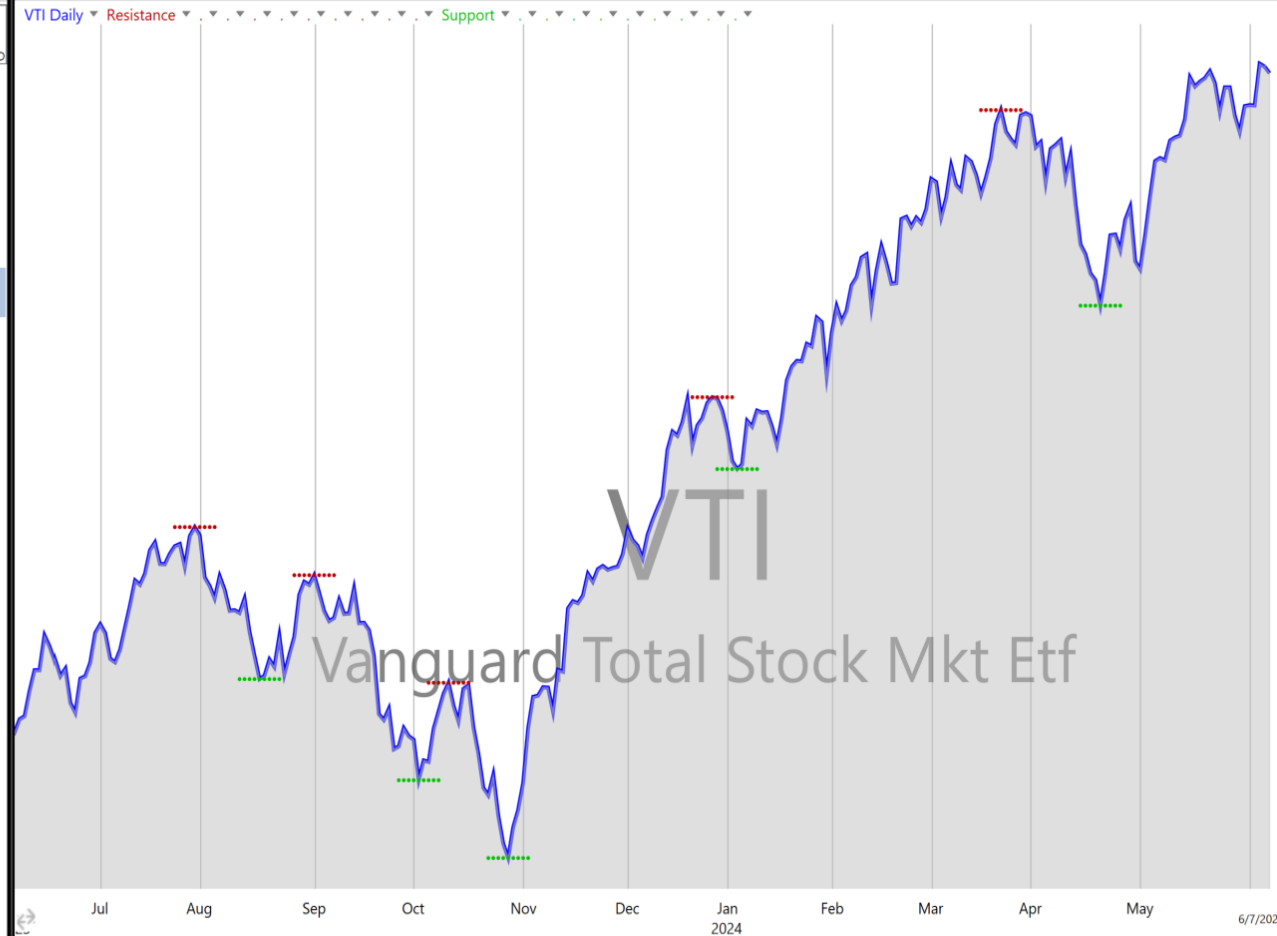
# US Capitalization 1-Year Trend

Green = Tilting Bullish

Red = Tilting Bearish



ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
OEF	iShares S&P 100 Index Fund ETF	●	90	✓	✓	✓	✓	✓	✓
IVW	iShares S&P 500 Growth ETF	●	89	✓	✓	✓	✓	✓	✓
IVV	iShares S&P 500 Index Fund ETF	●	80	✓	✓	✓	✓	✓	✓
QQQ	Invesco QQQTrust Ser 1	●	79	✓	✓	✓	✓	✓	✓
VTI	Vanguard Total Stock Mkt Etf	●	76	✓	✓	✓	✓	✓	✓
IVE	iShares S&P 500/Barra Value Index Fund ETF	●	58	✓	✓	✓	✓	✓	✓
IJK	iShares S&P MidCap 400 Growth ETF	●	57	✓	✓	✓	✓	✓	✓
IJT	iShares S&P SmallCap 600 Growth ETF	●	53	✓	✓	✓	✓	✓	✓
IJH	iShares S&P MidCap 400 Index Fund ETF	●	50	✓	✓	✓	✓	✓	✓
DIA	SPDR Dow Jones Industrial Average ETF	●	42	✓	✓	✓	✓	✓	✓
JR	iShares S&P SmallCap 600 Index Fund ETF	●	40	✓	✓	✓	✓	✓	✓
IJJ	iShares S&P MidCap 400 Value ETF	●	39	✓	✓	✓	✓	✓	✓
IWM	iShares Russell 2000 Index Fund ETF	●	39	✓	✓	✓	✓	✓	✓
IJS	iShares S&P SmallCap 600 Value ETF	●	21	✓	✓	✓	✓	✓	✓



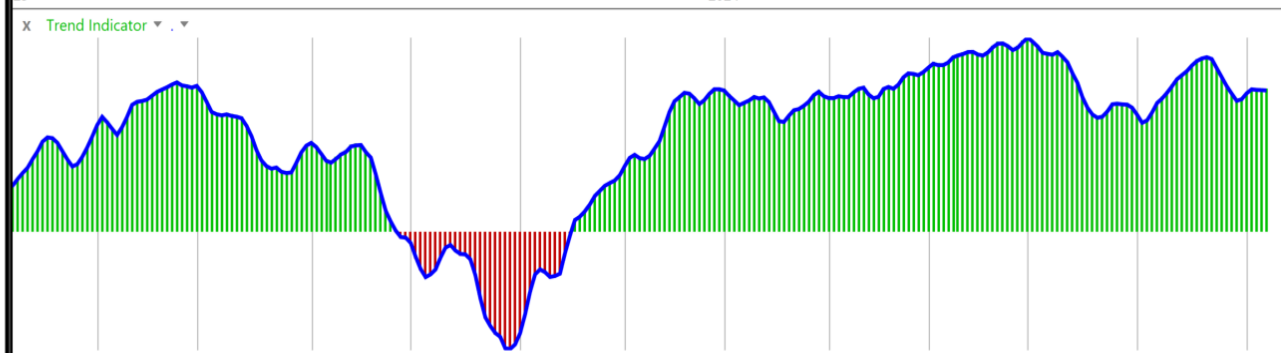
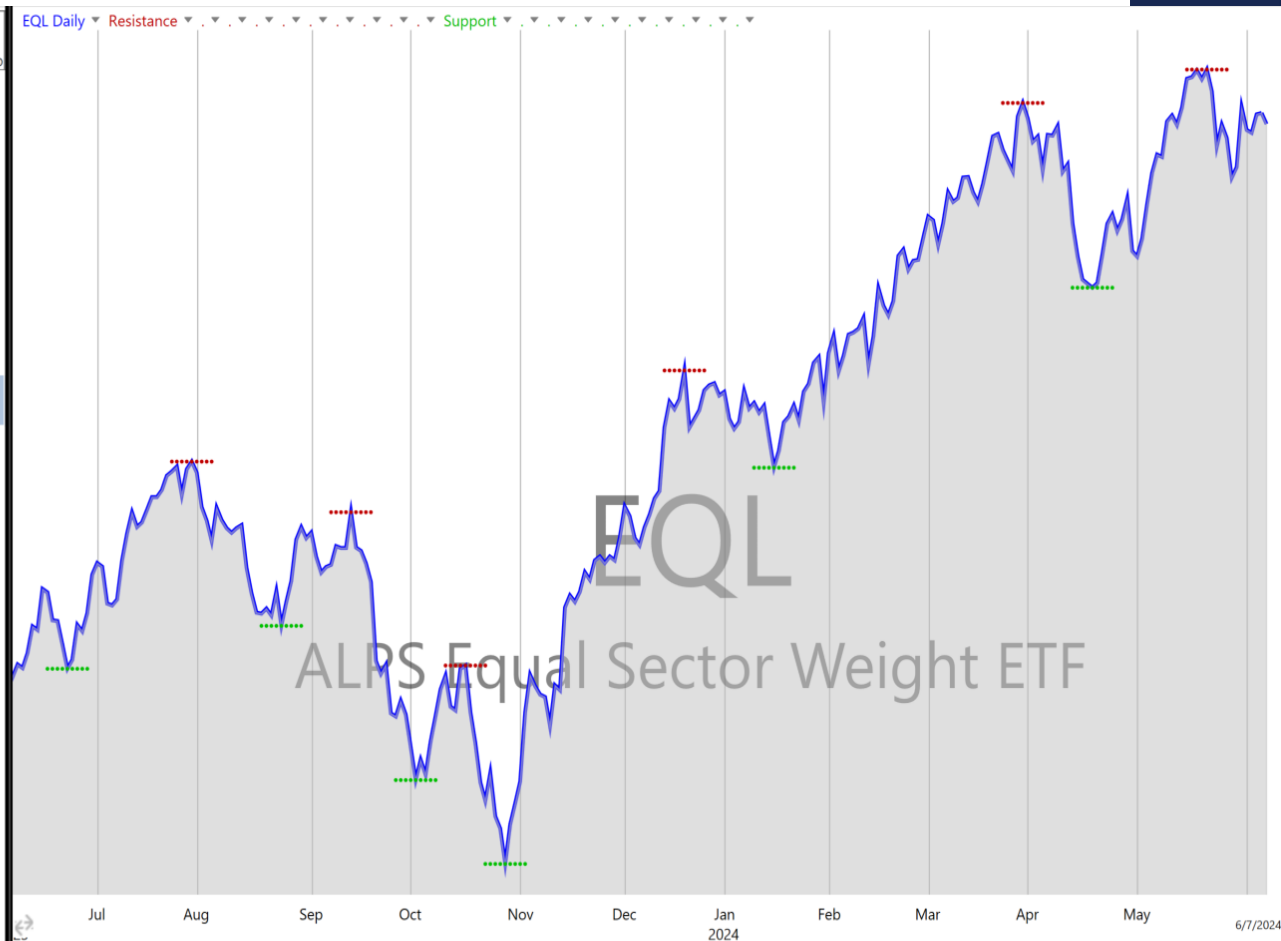
# US Sector 1-Year Trend

Green = Tilting Bullish

Red = Tilting Bearish



ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
SLV	iShares Silver Trust ETF	●	97	✓	✓	✓	✓	✓	✓
VOX	Vanguard Telecomm Srvs Etf	●	81	✓	✓	✓	✓	✓	✓
VGT	Vanguard Information Tech Etf	●	78	✓	✓	✓	✓	✓	✓
GLD	SPDR Gold Trust	●	76	✓	✓	✓	✓	✓	✓
VPU	Vanguard Utilities Etf	●	73	✓	✓	✓	✓	✓	✓
VFH	Vanguard Financials Etf	●	64	✓	✓	✓	✓	✓	✓
EQL	ALPS Equal Sector Weight ETF	●	63	✓	✓	✓	✓	✓	✓
VDC	Vanguard Consumer Staples Etf	●	61	✓	✓	✓	✓	✓	✓
VIS	Vanguard Industrials Etf	●	55	✓	✓	✓	✓	✓	✓
VHT	Vanguard Health Care Etf	●	49	✓	✓	✓	✓	✓	✓
VAW	Vanguard Materials Etf	●	48	✓	✓	✓	✓	✓	✓
VCR	Vanguard Consumer Disc Etf	●	26	✓	✓	✓	✓	✓	✓
VDE	Vanguard Energy Etf	●	17	✓	✓	✓	✓	✓	✓
VNQ	Vanguard Reit Etf	●	0	✓	✓	✓	✓	✓	✓



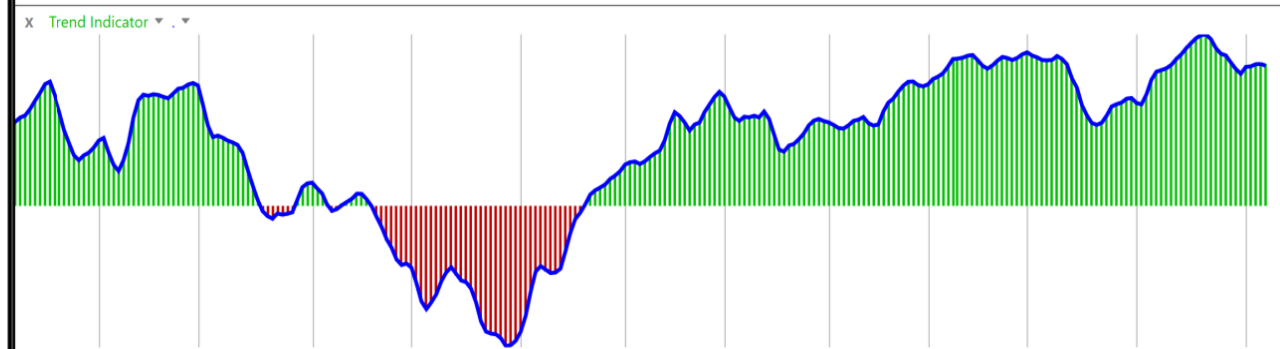
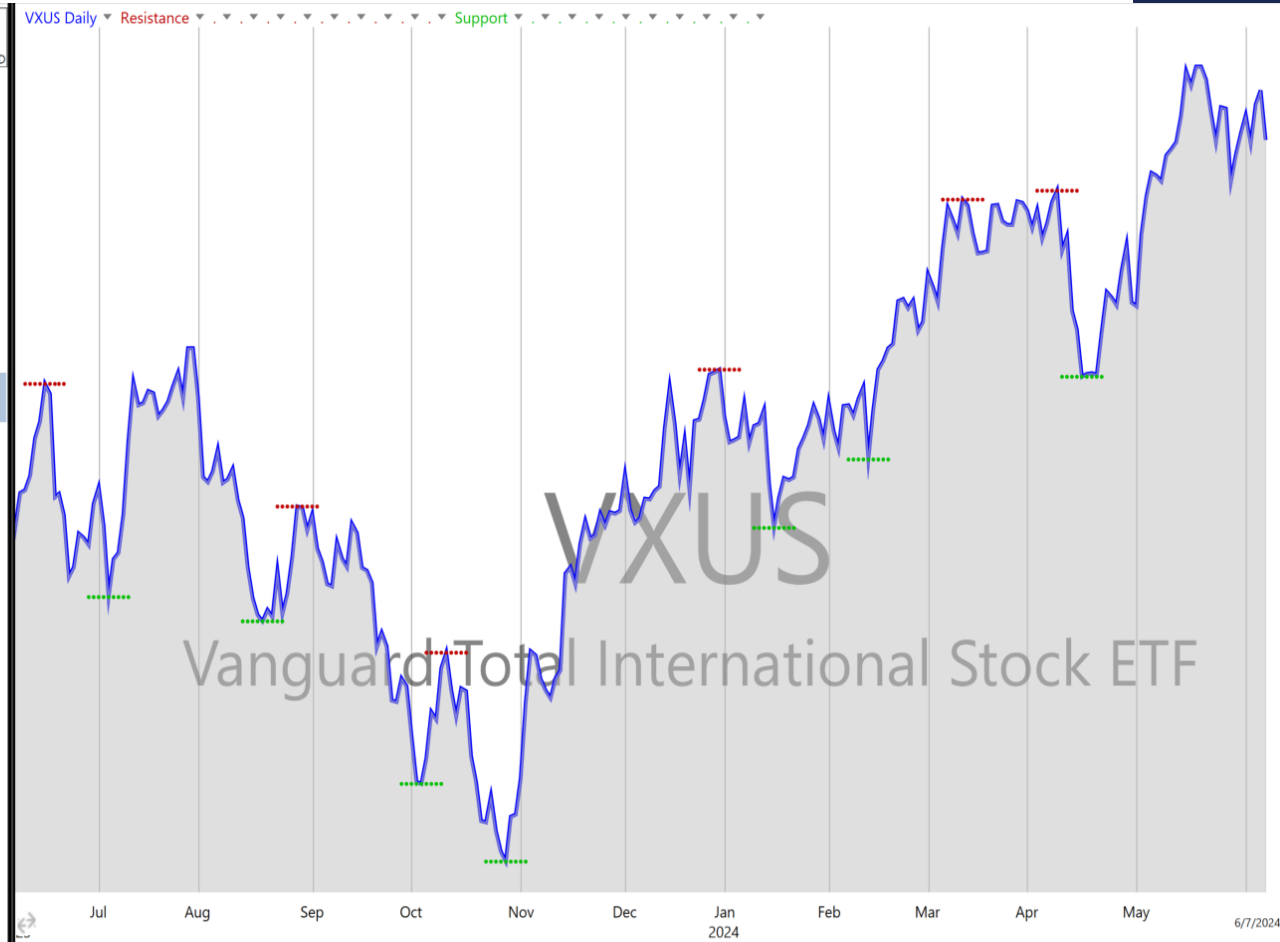
# International Equity 1-Year Trend

Green = Tilting Bullish

Red = Tilting Bearish



ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
VGK	Vanguard European Etf	●	81	✓	✓	✓	✓	✓	✓
IVV	iShares S&P 500 Index Fund ETF	●	80	✓	✓	✓	✓	✓	✓
EZU	iShares MSCI EMU Index Fund ETF	●	77	✓	✓	✓	✓	✓	✓
EFA	iShares MSCI EAFE Index Fund ETF	●	75	✓	✓	✓	✓	✓	✓
EFV	iShares MSCI EAFE Value Index Fund ETF	●	69	✓	✓	✓	✓	✓	✓
EFG	iShares MSCI EAFE Growth Index Fund ETF	●	68	✓	✓	✓	✓	✓	✓
VXUS	Vanguard Total International Stock ETF	●	62	✓	✓	✓	✓	✓	✓
VYMI	Vanguard International High Dividend Yield ETF	●	62	✓	✓	✓	✓	✓	✓
VSS	Vanguard FTSE All-World ex-US Small-Cap ETF	●	54	✓	✓	✓	✓	✓	✓
VIGI	Vanguard International Dividend Appreciation ETF	●	53	✓	✓	✓	✓	✓	✓
VWO	Vanguard Emerging Markets ETF	●	48	✓	✓	✓	✓	✓	✓
MCHI	iShares MSCI China Index Fund	●	46	✓	✓	✓	✓	✓	✓
VPL	Vanguard Pacific Etf	●	35	✓	✓	✓	✓	✓	✓
ILF	iShares S&P Latin America 40 Index Fund ETF	●	-38	✓	✓	✓	✓	✓	✓





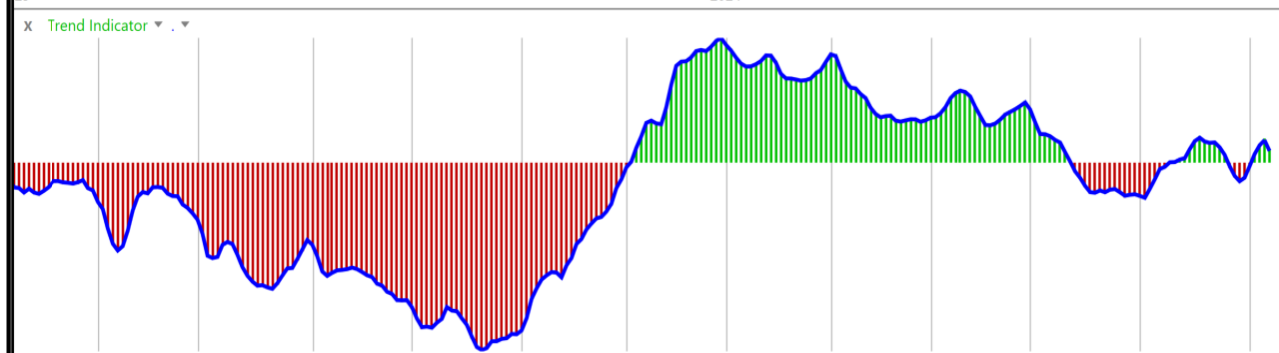
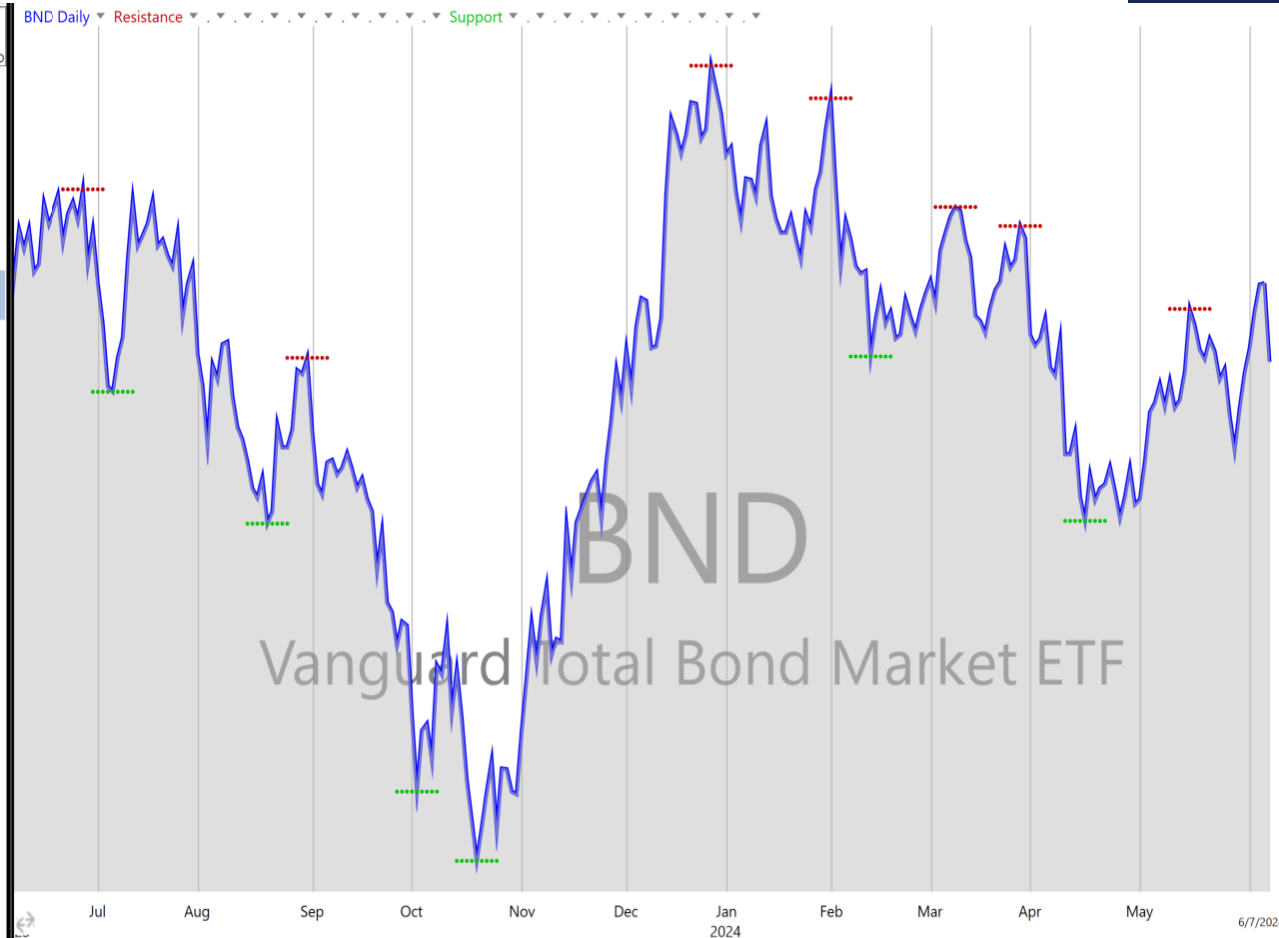
# US Bond 1-Year Trend

Green = Tilting Bullish

Red = Tilting Bearish



ETF	ETF Name & Market Segment	Trend	Trend	DM	TS	RS	SO	MA	ER
			D	D	D	D	D	D	D
VCSH	Vanguard Short-Term Corporate Bond ETF	●	22	✓	✓	✓	✓	✓	✓
HYG	iShares IBoxx \$ High Yield Corporate Bond ETF	●	22	✓	✓	✓	✓	✓	✓
VCIT	Vanguard Intermediate-Term Corporate Bond ETF	●	17	✓	✓	✓	✓	✓	✓
LQD	iShares Iboxx \$ Investop Corp Bd	●	7	✓	✓	✓	✓	✓	✓
BND	Vanguard Total Bond Market ETF	●	5	✓	✓	✓	✓	✓	✓
VCLT	Vanguard Long-Term Corporate Bond ETF	●	4	✓	✓	✓	✓	✓	✓
GOVT	iShares Barclays U.S. Treasury Bond Fund	●	-1	✓	✓	✓	✓	✓	✓
TLH	iShares Barclays 10-20 Year Treasury Bond Fund	●	-2	✓	✓	✓	✓	✓	✓
IEI	iShares Barclays 3-7 Year Treasury Bond Fund	●	-4	✓	✓	✓	✓	✓	✓
MUB	iShares S&P National Municipal Bond ETF	●	-6	✓	✓	✓	✓	✓	✓
IEF	iShares Barclays 7-10 Year Treasury Bond Fund	●	-6	✓	✓	✓	✓	✓	✓
TLT	iShares Barclays 20+ Year Treasury Bond Fund	●	-8	✓	✓	✓	✓	✓	✓
SHY	iShares Barclays 1-3 Year Treasury Bond Fund	●	-13	✓	✓	✓	✓	✓	✓
BNDX	Vanguard Total International Bond ETF	●	-20	✓	✓	✓	✓	✓	✓





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