

Global Data Intelligence | Through the Retail Lens

US Retail Sentiment & Flows

March 04, 2022

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Hi,

Please find attached daily US retail sentiment and retail flows (linear) data alongside the Retail Risk of a Squeeze screen (data as of CoB 3rd March).

Note that this document is Internal Use Only; clients can view this report as part of the JP Morgan data offering. If your clients would like to discuss please put them in touch.

Many thanks,

[JPM Global Data Intelligence](#) team (contact us [here](#)), in collaboration with [Peng Cheng](#), QDS Research

Stock at risk of a retail squeeze (latest 1 day data):

Stocks highlighted as part of the alpha strategies articulated [here](#), and filtered for market cap < \$20bn.

Retail Buying and Positive Social Sentiment (> 2% short Interest) – last week:

- [AG \(First Majestic Silver Corp\)](#)
- [SOFI \(SoFi Technologies Inc\)](#)
- [X \(United States Steel Corp\)](#)

Large # mentions on social media – last 1 day:

- N/A

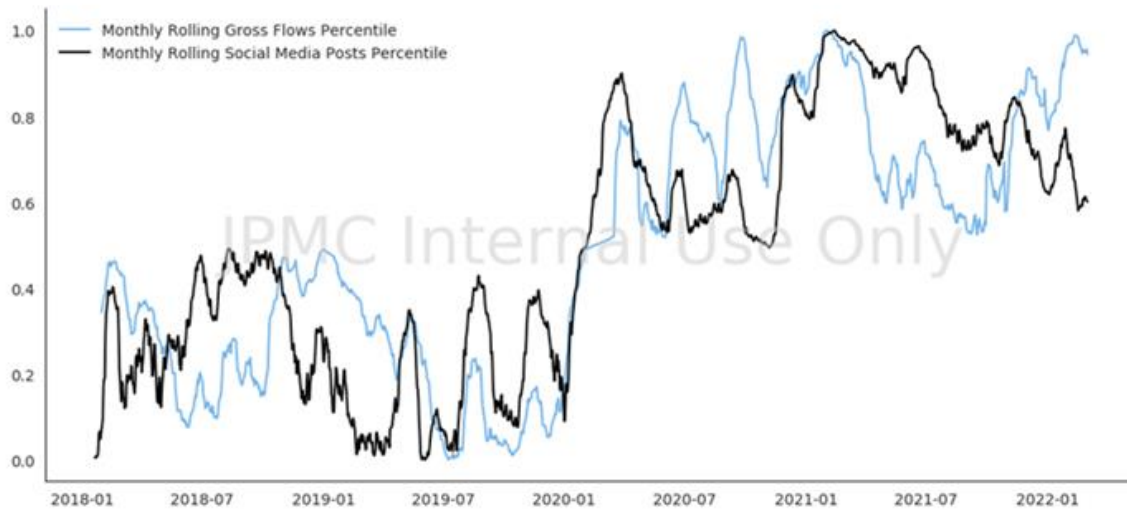
Positive price momentum and mentioned on social media – last 2 days:

- [RSI \(Rush Street Interactive Inc\)](#)

Top 10 most discussed stocks on social media (past week)

Ticker	Name	Price Performance (1 wk)	Sentiment (1 wk)
TSLA	Tesla Inc	4.80%	Positive
SOFI	SoFi Technologies Inc	3.50%	Positive
AMC	AMC Entertainment Holdings Inc	2.10%	Positive
AAPL	Apple Inc	2.10%	Positive
FB	Meta Platforms Inc	-2.20%	Positive
AMD	Advanced Micro Devices Inc	-4.00%	Positive
GME	GameStop Corp	-5.00%	Positive
WISH	ContextLogic Inc	-9.60%	Positive
LCID	Lucid Group Inc	-10.50%	Negative
SNOW	Snowflake Inc	-17.00%	Negative

Gross Flows In 94th percentile and Social Media Posts In 60th percentile since Jan 2018 (monthly rolling data)



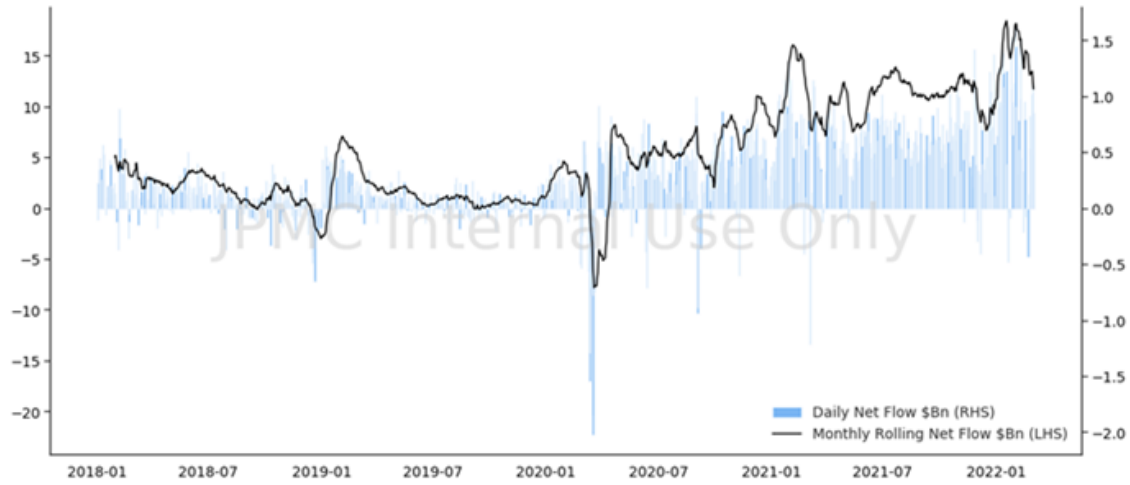
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Gross Flows In 94th percentile and Social Media Posts In 3rd percentile over past 12 months (monthly rolling data)



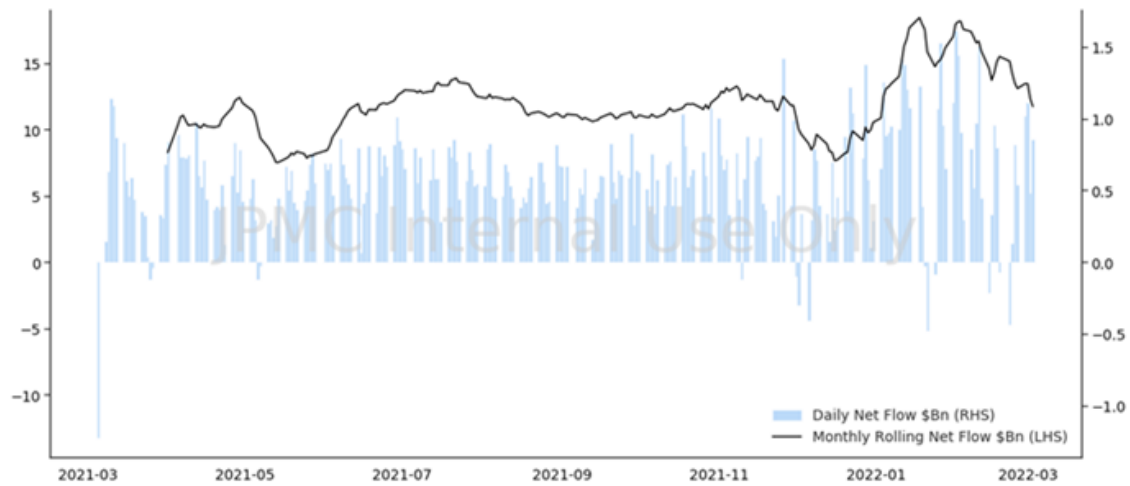
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Net flows in 87th percentile since Jan 2018 (monthly rolling data)



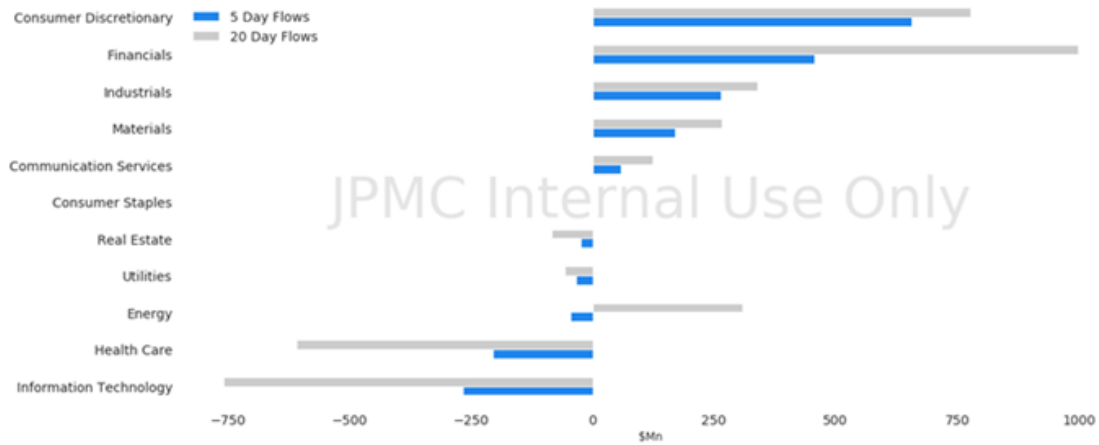
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Net flows in 53rd percentile over past 12 months (monthly rolling data)



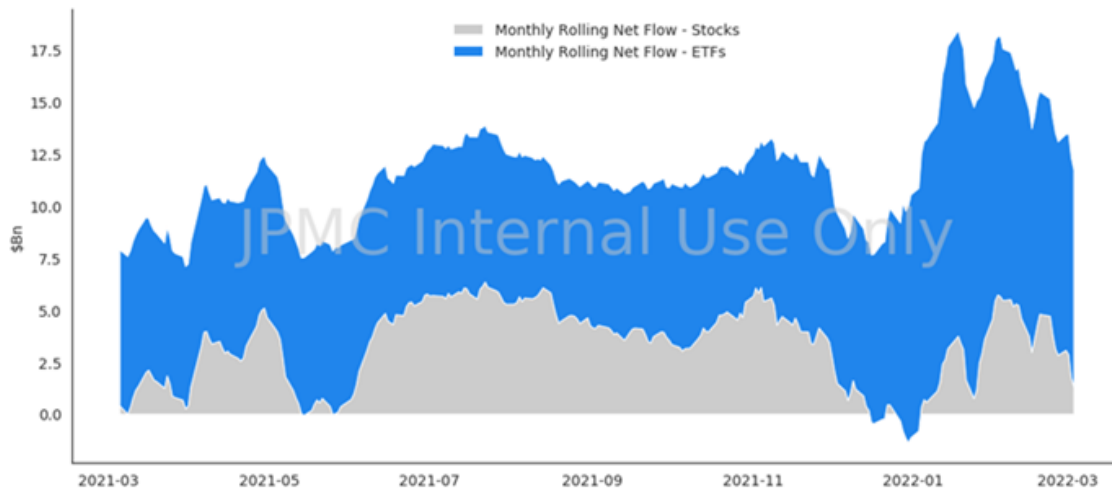
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Recent buying in Consumer Discretionary vs selling in Information Technology (retail net purchases, single stocks only - no ETFs)



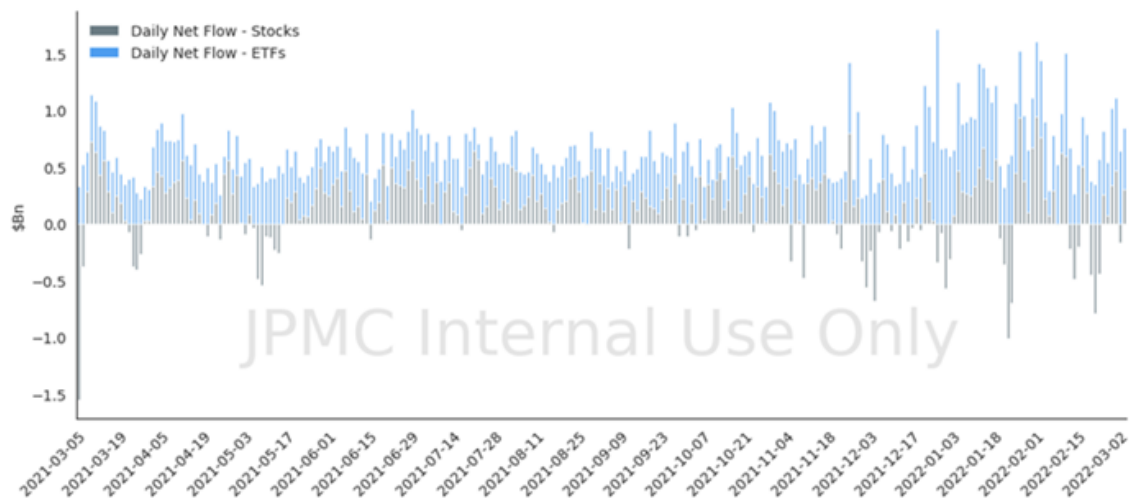
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Stock vs ETF net flows on monthly rolling basis



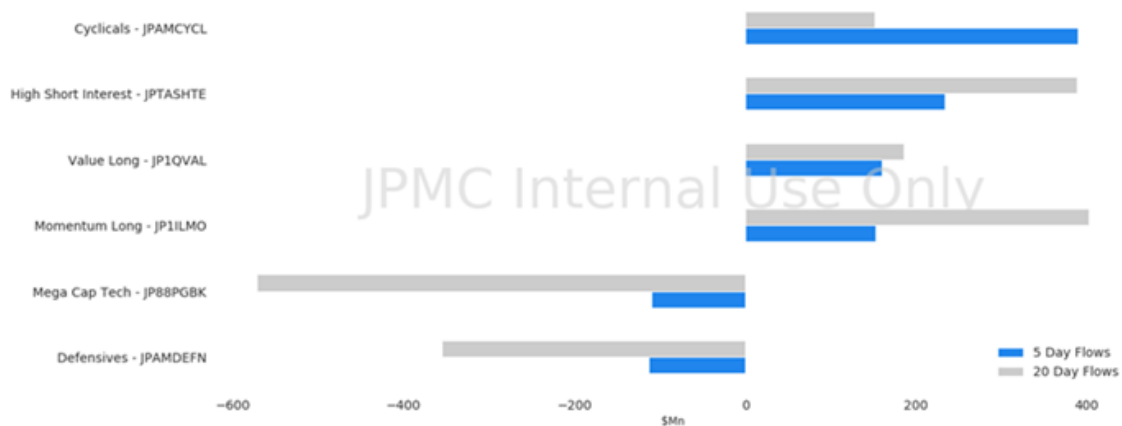
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Stock vs ETF net flows on daily basis



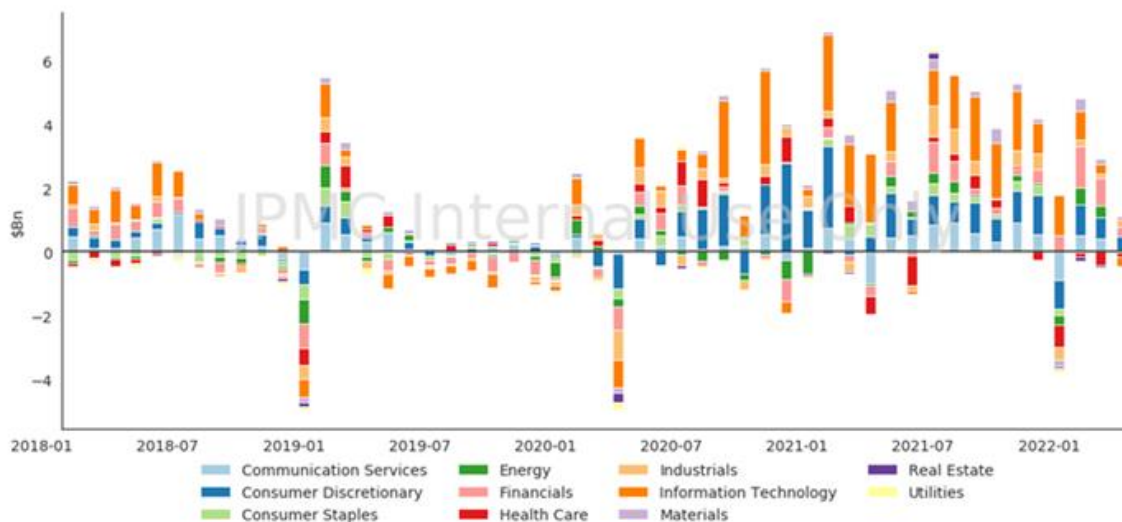
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Recent buying in Cyclical vs selling in Defensives (retail net purchases, single stocks only - no ETFs)



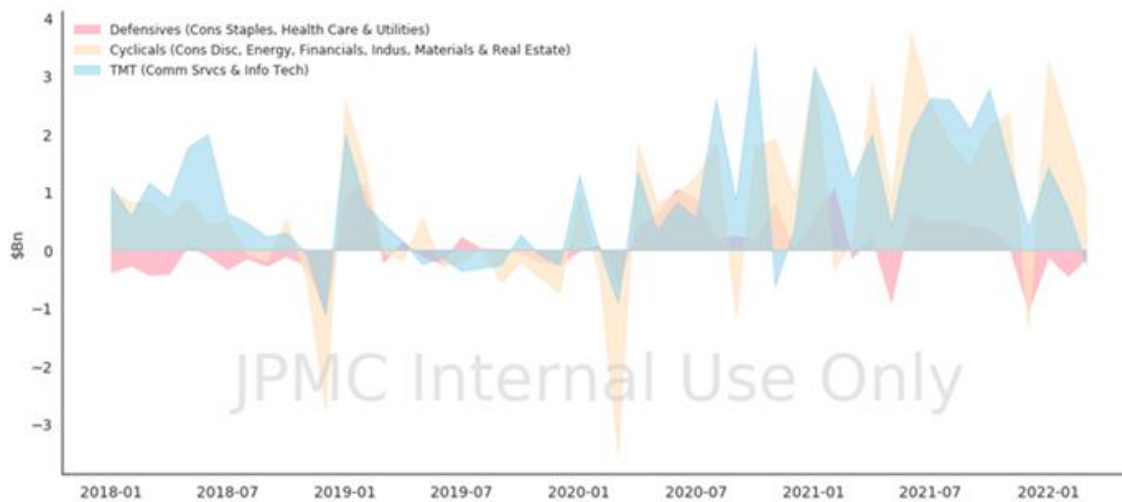
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Thematic net flows split as follows... (single stocks only - no ETFs)



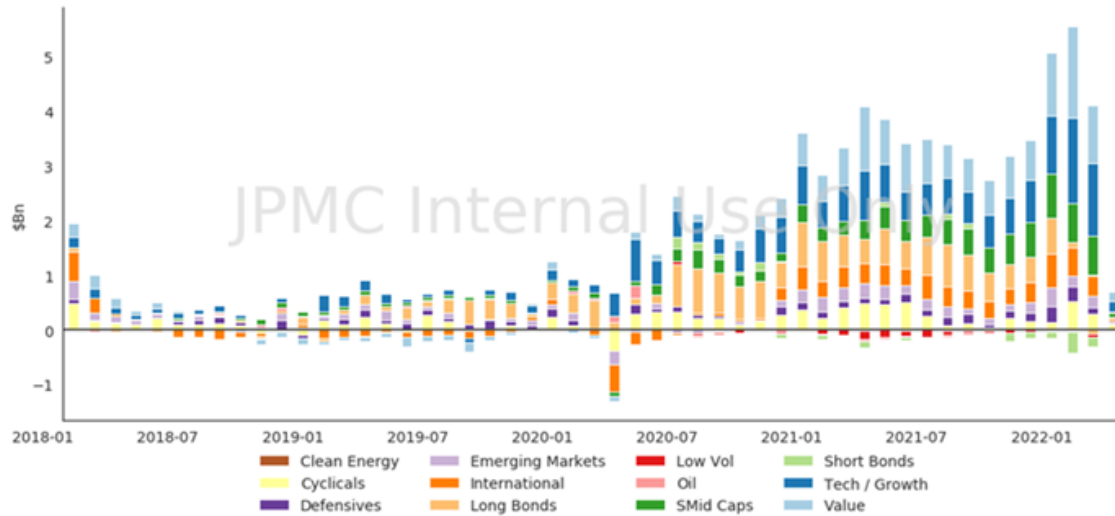
Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

... with a recent tilt into Cyclical (single stocks only - no ETFs)



Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

ETF net flows split as follows... (thematic ETFs only – excluding larger Index ETFs)



...with SQQQ US Equity bought most over the past week... (thematic ETFs only – excluding larger Index ETFs)

Ticker	Name
SQQQ US Equity	ProShares UltraPro Short QQQ
SPYD US Equity	SPDR Portfolio S&P 500 High Dividend ETF
SPYG US Equity	SPDR Portfolio S&P 500 Growth ETF
SPYV US Equity	SPDR Portfolio S&P 500 Value ETF
TZA US Equity	Direxion Daily Small Cap Bear 3X Shares

...and URA US Equity sold most over the past week (thematic ETFs only – excluding larger Index ETFs)

Ticker	Name
URA US Equity	Global X Uranium ETF
DVY US Equity	iShares Select Dividend ETF
DRIP US Equity	Direxion Daily S&P Oil & Gas Exp. & Prod. Bear 2X Shares
DSI US Equity	iShares Trust - iShares MSCI KLD 400 Social ETF
IWP US Equity	iShares Russell Mid-Cap Growth ETF

Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

Popular retail baskets – price performance

Basket/Index	Ticker	1 Week	1 Month	3 Months	YTD
Most Shorted	JPTASHT	+0.4%	-0.0%	-23.2%	-19.8%
Popular Retail Longs	JP1BRPOP	-0.3%	-4.7%	-9.0%	-12.7%
US Social Sentiment Leaders	BUZZ US	-0.9%	-2.4%	-23.2%	-22.8%
S&P 500	SPX	+1.7%	-2.5%	-3.9%	-8.4%

Net Retail Flow vs SPX



Source: JP Morgan Data Intelligence in collaboration with Peng Cheng, QDS Research. Based on research retail predicted trades data set.

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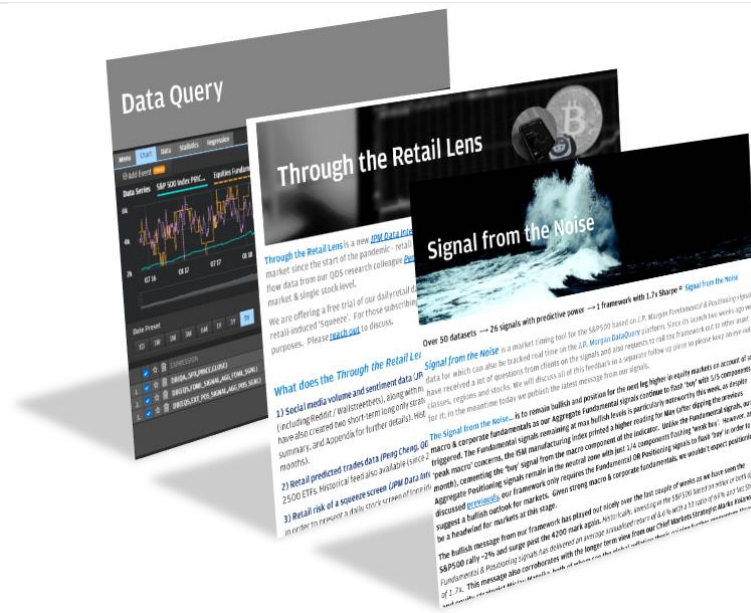
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Through the Retail Lens

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