

APPENDIX

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GOOGLE TRENDS – LEAST SQUARES METHOD

APPLE Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 18:55 Sample (adjusted): 1 170 Included observations: 170 after adjustments					COCA-COLA Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 18:57 Sample: 1 169 Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.012838	0.018349	0.699682	0.4851	C	0.038072	0.025068	1.518749	0.1307
TREND_PERC_CHANGE	0.568770	0.051809	10.97828	0.0000	TREND_PERC_CHANGE	0.421874	0.104763	4.026948	0.0001
R-squared	0.417723	Mean dependent var	0.040292		R-squared	0.088509	Mean dependent var	0.051810	
Adjusted R-squared	0.414258	S.D. dependent var	0.309680		Adjusted R-squared	0.083051	S.D. dependent var	0.337155	
S.E. of regression	0.237010	Akaike info criterion	-0.029736		S.E. of regression	0.322851	Akaike info criterion	0.588512	
Sum squared resid	9.437166	Schwarz criterion	0.007155		Sum squared resid	17.40688	Schwarz criterion	0.625553	
Log likelihood	4.527584	Hannan-Quinn criter.	-0.014766		Log likelihood	-47.72929	Hannan-Quinn criter.	0.603544	
F-statistic	120.5227	Durbin-Watson stat	2.570791		F-statistic	16.21631	Durbin-Watson stat	2.751065	
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000086			
DELTA AIR LINES Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 18:58 Sample: 1 169 Included observations: 169					EXXON Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 19:00 Sample: 1 169 Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.067472	0.041516	1.625207	0.1060	C	0.018058	0.017734	1.018258	0.3100
TREND_PERC_CHANGE	0.476502	0.147428	3.232103	0.0015	TREND_PERC_CHANGE	0.356395	0.082826	4.302914	0.0000
R-squared	0.058871	Mean dependent var	0.087837		R-squared	0.099804	Mean dependent var	0.027082	
Adjusted R-squared	0.053236	S.D. dependent var	0.548244		Adjusted R-squared	0.094413	S.D. dependent var	0.240560	
S.E. of regression	0.533451	Akaike info criterion	1.592866		S.E. of regression	0.228923	Akaike info criterion	-0.099100	
Sum squared resid	47.52326	Schwarz criterion	1.629906		Sum squared resid	8.751745	Schwarz criterion	-0.062060	
Log likelihood	-132.5972	Hannan-Quinn criter.	1.607898		Log likelihood	10.37394	Hannan-Quinn criter.	-0.084068	
F-statistic	10.44649	Durbin-Watson stat	2.597269		F-statistic	18.51507	Durbin-Watson stat	2.791744	
Prob(F-statistic)	0.001481				Prob(F-statistic)	0.000029			
FACEBOOK Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 19:03 Sample: 1 150 Included observations: 150					GE Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 19:04 Sample: 1 169 Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.080269	0.037814	2.122730	0.0354	C	0.048048	0.026153	1.837194	0.0680
TREND_PERC_CHANGE	1.486111	0.180709	8.223775	0.0000	TREND_PERC_CHANGE	0.097160	0.089608	1.084279	0.2798
R-squared	0.313641	Mean dependent var	0.083439		R-squared	0.006991	Mean dependent var	0.051810	
Adjusted R-squared	0.309003	S.D. dependent var	0.557108		Adjusted R-squared	0.001045	S.D. dependent var	0.337155	
S.E. of regression	0.463103	Akaike info criterion	1.311510		S.E. of regression	0.336979	Akaike info criterion	0.674171	
Sum squared resid	31.74075	Schwarz criterion	1.351651		Sum squared resid	18.96365	Schwarz criterion	0.711211	
Log likelihood	-96.36323	Hannan-Quinn criter.	1.327818		Log likelihood	-54.96743	Hannan-Quinn criter.	0.689202	
F-statistic	67.63048	Durbin-Watson stat	2.624398		F-statistic	1.175662	Durbin-Watson stat	2.821576	
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.279804			
GM Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 19:06 Sample: 1 168 Included observations: 168					Goldman Sachs Dependent Variable: ATV_PERC_CHANGE Method: Least Squares Date: 05/14/15 Time: 19:09 Sample: 1 169 Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.066911	0.033144	2.018815	0.0451	C	0.041077	0.027330	1.503006	0.1347
TREND_PERC_CHANGE	0.219873	0.118015	1.863100	0.0642	TREND_PERC_CHANGE	0.154920	0.076829	2.016435	0.0454
R-squared	0.020482	Mean dependent var	0.074318		R-squared	0.023769	Mean dependent var	0.048763	
Adjusted R-squared	0.014581	S.D. dependent var	0.429632		Adjusted R-squared	0.017923	S.D. dependent var	0.355013	
S.E. of regression	0.426488	Akaike info criterion	1.145368		S.E. of regression	0.351817	Akaike info criterion	0.760352	
Sum squared resid	30.19406	Schwarz criterion	1.182558		Sum squared resid	20.67044	Schwarz criterion	0.797392	
Log likelihood	-94.21089	Hannan-Quinn criter.	1.160461		Log likelihood	-62.24973	Hannan-Quinn criter.	0.775383	
F-statistic	3.471142	Durbin-Watson stat	2.861400		F-statistic	4.066009	Durbin-Watson stat	2.494844	
Prob(F-statistic)	0.064215				Prob(F-statistic)	0.045357			

Google					MICROSOFT				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:11					Date: 05/14/15 Time: 19:13				
Sample: 1 47					Sample: 1 169				
Included observations: 47					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.037673	0.045930	0.820235	0.4164	C	0.031289	0.025441	1.229839	0.2205
TREND_PERC_CHANGE	1.294583	0.471024	2.748446	0.0086	TREND_PERC_CHANGE	0.602004	0.092619	6.499770	0.0000
R-squared	0.143737	Mean dependent var		0.043959	R-squared	0.201900	Mean dependent var		0.051331
Adjusted R-squared	0.124709	S.D. dependent var		0.336148	Adjusted R-squared	0.197121	S.D. dependent var		0.366393
S.E. of regression	0.314490	Akaike info criterion		0.565893	S.E. of regression	0.328301	Akaike info criterion		0.621993
Sum squared resid	4.450680	Schwarz criterion		0.644622	Sum squared resid	17.99954	Schwarz criterion		0.659034
Log likelihood	-11.29848	Hannan-Quinn criter.		0.595519	Log likelihood	-50.55844	Hannan-Quinn criter.		0.637025
F-statistic	7.553956	Durbin-Watson stat		2.470812	F-statistic	42.24701	Durbin-Watson stat		2.724173
Prob(F-statistic)	0.008587				Prob(F-statistic)	0.000000			
MICHAEL KORS					PROCTER & GAMBLE				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:16					Date: 05/14/15 Time: 19:19				
Sample: 1 80					Sample: 1 114				
Included observations: 80					Included observations: 114				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.187038	0.090659	2.063090	0.0424	C	0.020558	0.024527	0.838168	0.4037
TREND_PERC_CHANGE	0.113455	0.239535	0.473647	0.6371	TREND_PERC_CHANGE	0.166598	0.086703	1.921488	0.0572
R-squared	0.002868	Mean dependent var		0.193310	R-squared	0.031913	Mean dependent var		0.027019
Adjusted R-squared	-0.009916	S.D. dependent var		0.798235	Adjusted R-squared	0.023270	S.D. dependent var		0.262478
S.E. of regression	0.802183	Akaike info criterion		2.421723	S.E. of regression	0.259406	Akaike info criterion		0.156544
Sum squared resid	50.19284	Schwarz criterion		2.481273	Sum squared resid	7.536650	Schwarz criterion		0.204548
Log likelihood	-94.86891	Hannan-Quinn criter.		2.445598	Log likelihood	-6.923015	Hannan-Quinn criter.		0.176026
F-statistic	0.224342	Durbin-Watson stat		2.639436	F-statistic	3.692117	Durbin-Watson stat		2.676134
Prob(F-statistic)	0.637074				Prob(F-statistic)	0.057212			
S&P 500					STARBUCKS				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:20					Date: 05/14/15 Time: 19:22				
Sample: 1 169					Sample: 1 169				
Included observations: 169					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.005749	0.011126	0.516758	0.6060	C	0.023670	0.023602	1.002919	0.3174
TREND_PERC_CHANGE	0.215806	0.051692	4.174796	0.0000	TREND_PERC_CHANGE	0.727620	0.083341	8.730612	0.0000
R-squared	0.094502	Mean dependent var		0.010702	R-squared	0.313389	Mean dependent var		0.055334
Adjusted R-squared	0.089080	S.D. dependent var		0.150680	Adjusted R-squared	0.309278	S.D. dependent var		0.364790
S.E. of regression	0.143812	Akaike info criterion		-1.028850	S.E. of regression	0.303176	Akaike info criterion		0.462755
Sum squared resid	3.453898	Schwarz criterion		-0.991809	Sum squared resid	15.34989	Schwarz criterion		0.499795
Log likelihood	88.93779	Hannan-Quinn criter.		-1.013818	Log likelihood	-37.10280	Hannan-Quinn criter.		0.477787
F-statistic	17.42892	Durbin-Watson stat		2.740978	F-statistic	76.22358	Durbin-Watson stat		2.513025
Prob(F-statistic)	0.000048				Prob(F-statistic)	0.000000			
TESLA MOTORS					BLACKBERRY				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:25					Date: 05/14/15 Time: 19:27				
Sample (adjusted): 1 114					Sample: 1 170				
Included observations: 114 after adjustments					Included observations: 170				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.070233	0.048141	1.458920	0.1474	C	0.093484	0.044141	2.117838	0.0357
TREND_PERC_CHANGE	0.641024	0.086372	7.421653	0.0000	TREND_PERC_CHANGE	0.805986	0.094155	8.560226	0.0000
R-squared	0.329666	Mean dependent var		0.135262	R-squared	0.303706	Mean dependent var		0.152853
Adjusted R-squared	0.323681	S.D. dependent var		0.614572	Adjusted R-squared	0.299562	S.D. dependent var		0.679132
S.E. of regression	0.505416	Akaike info criterion		1.490517	S.E. of regression	0.568381	Akaike info criterion		1.719644
Sum squared resid	28.60983	Schwarz criterion		1.538520	Sum squared resid	54.27348	Schwarz criterion		1.756535
Log likelihood	-82.95945	Hannan-Quinn criter.		1.509999	Log likelihood	-144.1697	Hannan-Quinn criter.		1.734614
F-statistic	55.08093	Durbin-Watson stat		2.687254	F-statistic	73.27746	Durbin-Watson stat		2.183095
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000000			

PLUG POWER					TWITTER				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 20:21					Date: 05/14/15 Time: 20:23				
Sample: 1 170					Sample: 1 91				
Included observations: 170					Included observations: 91				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.578853	0.211299	2.739506	0.0068	C	0.067858	0.040907	1.658839	0.1007
TREND_PERC_CHANGE	0.117034	5.498249	0.021286	0.9830	TREND_PERC_CI	-0.054812	0.047941	-1.143308	0.2560
R-squared	0.000003	Mean dependent var		0.579103	R-squared	0.014475	Mean dependent var		0.062207
Adjusted R-squared	-0.005950	S.D. dependent var		2.742606	Adjusted R-squared	0.003401	S.D. dependent var		0.388028
S.E. of regression	2.750753	Akaike info criterion		4.873322	S.E. of regression	0.387367	Akaike info criterion		0.962845
Sum squared resid	1271.196	Schwarz criterion		4.910213	Sum squared resid	13.35475	Schwarz criterion		1.018029
Log likelihood	-412.2323	Hannan-Quinn criter.		4.888292	Log likelihood	-41.80947	Hannan-Quinn criter.		0.985109
F-statistic	0.000453	Durbin-Watson stat		2.112037	F-statistic	1.307153	Durbin-Watson stat		2.357522
Prob(F-statistic)	0.983043				Prob(F-statistic)	0.255977			
YAHOO									
Dependent Variable: ATV_PERC_CHANGE									
Method: Least Squares									
Date: 05/14/15 Time: 20:27									
Sample: 1 170									
Included observations: 170									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.067334	0.033424	2.014569	0.0455					
TREND_PERC_CHANGE	1.393809	0.225169	6.190045	0.0000					
R-squared	0.185718	Mean dependent var		0.082976					
Adjusted R-squared	0.180871	S.D. dependent var		0.480127					
S.E. of regression	0.434543	Akaike info criterion		1.182649					
Sum squared resid	31.72298	Schwarz criterion		1.219541					
Log likelihood	-98.52519	Hannan-Quinn criter.		1.197620					
F-statistic	38.31666	Durbin-Watson stat		2.635893					
Prob(F-statistic)	0.000000								

APPLE					COCA-COLA				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 18:55					Date: 05/14/15 Time: 18:57				
Sample (adjusted): 1 170					Sample: 1 169				
Included observations: 170 after adjustments					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.005275	0.002385	2.211631	0.0283	C	0.001828	0.001267	1.442094	0.1511
TREND_PERC_CHANGE	-0.001701	0.006734	-0.252588	0.8009	TREND_PERC_CI	-0.006852	0.005296	-1.293712	0.1976
R-squared	0.000380	Mean dependent var	0.005193		R-squared	0.009923	Mean dependent var	0.001604	
Adjusted R-squared	-0.005570	S.D. dependent var	0.030721		Adjusted R-squared	0.003994	S.D. dependent var	0.016354	
S.E. of regression	0.030807	Akaike info criterion	-4.110461		S.E. of regression	0.016321	Akaike info criterion	-5.380916	
Sum squared resid	0.159443	Schwarz criterion	-4.073569		Sum squared res	0.044487	Schwarz criterion	-5.343875	
Log likelihood	351.3892	Hannan-Quinn criter.	-4.095490		Log likelihood	456.6874	Hannan-Quinn criter.	-5.365884	
F-statistic	0.063801	Durbin-Watson stat	1.491484		F-statistic	1.673691	Durbin-Watson stat	1.657023	
Prob(F-statistic)	0.800895				Prob(F-statistic)	0.197551			
DELTA AIR LINES					EXXON				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 18:58					Date: 05/14/15 Time: 19:00				
Sample: 1 169					Sample: 1 169				
Included observations: 169					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.009408	0.003163	2.974288	0.0034	C	0.000664	0.001274	0.521278	0.6029
TREND_PERC_CHANGE	0.038276	0.011232	3.407670	0.0008	TREND_PERC_CI	-0.002410	0.005952	-0.404857	0.6861
R-squared	0.065014	Mean dependent var	0.011044		R-squared	0.000981	Mean dependent var	0.000603	
Adjusted R-squared	0.059415	S.D. dependent var	0.041907		Adjusted R-squared	-0.005002	S.D. dependent var	0.016410	
S.E. of regression	0.040643	Akaike info criterion	-3.556215		S.E. of regression	0.016451	Akaike info criterion	-5.365133	
Sum squared resid	0.275860	Schwarz criterion	-3.519175		Sum squared res	0.045195	Schwarz criterion	-5.328092	
Log likelihood	302.5002	Hannan-Quinn criter.	-3.541184		Log likelihood	455.3537	Hannan-Quinn criter.	-5.350101	
F-statistic	11.61222	Durbin-Watson stat	1.630858		F-statistic	0.163910	Durbin-Watson stat	1.720608	
Prob(F-statistic)	0.000821				Prob(F-statistic)	0.686100			
FACEBOOK					GE				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:03					Date: 05/14/15 Time: 19:04				
Sample: 1 150					Sample: 1 169				
Included observations: 150					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.006410	0.004271	1.500644	0.1356	C	0.001374	0.001266	1.085736	0.2792
TREND_PERC_CHANGE	0.066138	0.020411	3.240263	0.0015	TREND_PERC_CI	0.005938	0.004338	1.368976	0.1728
R-squared	0.066242	Mean dependent var	0.006551		R-squared	0.011098	Mean dependent var	0.001604	
Adjusted R-squared	0.059933	S.D. dependent var	0.053950		Adjusted R-squared	0.005176	S.D. dependent var	0.016354	
S.E. of regression	0.052308	Akaike info criterion	-3.050084		S.E. of regression	0.016312	Akaike info criterion	-5.382103	
Sum squared resid	0.404950	Schwarz criterion	-3.009942		Sum squared res	0.044434	Schwarz criterion	-5.345063	
Log likelihood	230.7563	Hannan-Quinn criter.	-3.033775		Log likelihood	456.7877	Hannan-Quinn criter.	-5.367071	
F-statistic	10.49931	Durbin-Watson stat	1.427037		F-statistic	1.874095	Durbin-Watson stat	1.664433	
Prob(F-statistic)	0.001475				Prob(F-statistic)	0.172845			
GM					Goldman Sachs				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:06					Date: 05/14/15 Time: 19:09				
Sample: 1 168					Sample: 1 169				
Included observations: 168					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.002751	0.002136	1.288118	0.1995	C	0.001440	0.000631	2.279852	0.0239
TREND_PERC_CHANGE	0.016066	0.007604	2.112737	0.0361	TREND_PERC_CI	-0.000664	0.001775	-0.373770	0.7090
R-squared	0.026185	Mean dependent var	0.003292		R-squared	0.000836	Mean dependent var	0.001407	
Adjusted R-squared	0.020319	S.D. dependent var	0.027765		Adjusted R-squared	-0.005147	S.D. dependent var	0.008108	
S.E. of regression	0.027481	Akaike info criterion	-4.338791		S.E. of regression	0.008129	Akaike info criterion	-6.774982	
Sum squared resid	0.125367	Schwarz criterion	-4.301601		Sum squared res	0.011036	Schwarz criterion	-6.737942	
Log likelihood	366.4585	Hannan-Quinn criter.	-4.323698		Log likelihood	574.4860	Hannan-Quinn criter.	-6.759951	
F-statistic	4.463657	Durbin-Watson stat	1.532360		F-statistic	0.139704	Durbin-Watson stat	1.790498	
Prob(F-statistic)	0.036119				Prob(F-statistic)	0.709049			

Google					MICROSOFT				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:11					Date: 05/14/15 Time: 19:13				
Sample: 1 47					Sample: 1 169				
Included observations: 47					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001775	0.003445	0.515227	0.6089	C	0.003061	0.001859	1.646607	0.1015
TREND_PERC_CHANGE	-0.052387	0.035330	-1.482779	0.1451	TREND_PERC_CHANGE	0.003216	0.006769	0.475200	0.6353
R-squared	0.046583	Mean dependent var			0.001350	Mean dependent var			0.003169
Adjusted R-squared	0.025396	S.D. dependent var			-0.004630	S.D. dependent var			0.023937
S.E. of regression	0.023589	Akaike info criterion			0.023992	Akaike info criterion			-4.610411
Sum squared resid	0.025040	Schwarz criterion			0.096130	Schwarz criterion			-4.573371
Log likelihood	110.4393	Hannan-Quinn criter.			391.5797	Hannan-Quinn criter.			-4.595379
F-statistic	2.198634	Durbin-Watson stat			0.225815	Durbin-Watson stat			1.970989
Prob(F-statistic)	0.145103				0.635265				
MICHAEL KORS					PROCTER & GAMBLE				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:16					Date: 05/14/15 Time: 19:19				
Sample: 1 80					Sample: 1 114				
Included observations: 80					Included observations: 114				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.000446	0.003676	-0.121269	0.9038	C	0.001958	0.001390	1.409452	0.1615
TREND_PERC_CHANGE	-0.006597	0.009713	-0.679129	0.4991	TREND_PERC_CHANGE	-0.000752	0.004912	-0.153063	0.8786
R-squared	0.005878	Mean dependent var			0.000209	Mean dependent var			0.001929
Adjusted R-squared	-0.006867	S.D. dependent var			-0.008718	S.D. dependent var			0.014632
S.E. of regression	0.032529	Akaike info criterion			0.014696	Akaike info criterion			-5.585081
Sum squared resid	0.082537	Schwarz criterion			0.024189	Schwarz criterion			-5.537078
Log likelihood	161.5463	Hannan-Quinn criter.			320.3496	Hannan-Quinn criter.			-5.565599
F-statistic	0.461217	Durbin-Watson stat			0.023428	Durbin-Watson stat			1.491374
Prob(F-statistic)	0.499066				0.878624				
S&P 500					STARBUCKS				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:20					Date: 05/14/15 Time: 19:22				
Sample: 1 169					Sample: 1 169				
Included observations: 169					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.003090	0.000976	3.165757	0.0018	C	0.004416	0.001849	2.389057	0.0180
TREND_PERC_CHANGE	-0.006563	0.004535	-1.447089	0.1497	TREND_PERC_CHANGE	0.009159	0.006528	1.403003	0.1625
R-squared	0.012384	Mean dependent var			0.011650	Mean dependent var			0.004815
Adjusted R-squared	0.006470	S.D. dependent var			0.005731	S.D. dependent var			0.023815
S.E. of regression	0.012617	Akaike info criterion			0.023747	Akaike info criterion			-4.630986
Sum squared resid	0.026584	Schwarz criterion			0.094172	Schwarz criterion			-4.593946
Log likelihood	500.1963	Hannan-Quinn criter.			393.3183	Hannan-Quinn criter.			-4.615955
F-statistic	2.094067	Durbin-Watson stat			1.968417	Durbin-Watson stat			1.583763
Prob(F-statistic)	0.149746				0.162472				
TESLA MOTORS					BLACKBERRY				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:25					Date: 05/14/15 Time: 19:27				
Sample (adjusted): 1 114					Sample: 1 170				
Included observations: 114 after adjustments					Included observations: 170				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.013481	0.006381	2.112619	0.0369	C	-0.001077	0.005707	-0.188725	0.8505
TREND_PERC_CHANGE	0.032598	0.011449	2.847241	0.0052	TREND_PERC_CHANGE	0.007991	0.012174	0.656435	0.5124
R-squared	0.067496	Mean dependent var			0.002558	Mean dependent var			-0.000488
Adjusted R-squared	0.059171	S.D. dependent var			-0.003379	S.D. dependent var			0.073367
S.E. of regression	0.066996	Akaike info criterion			0.073491	Akaike info criterion			-2.371626
Sum squared resid	0.502706	Schwarz criterion			0.907344	Schwarz criterion			-2.334734
Log likelihood	147.4061	Hannan-Quinn criter.			203.5882	Hannan-Quinn criter.			-2.356655
F-statistic	8.106780	Durbin-Watson stat			0.430907	Durbin-Watson stat			1.707646
Prob(F-statistic)	0.005247				0.512442				

PLUG POWER					TWITTER				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 20:21					Date: 05/14/15 Time: 20:23				
Sample: 1 170					Sample: 1 91				
Included observations: 170					Included observations: 91				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.011205	0.012007	0.933205	0.3521	C	0.009882	0.004692	2.106374	0.0380
TREND_PERC_CHANGE	0.359841	0.312424	1.151772	0.2511	TREND_PERC_CHANGE	-0.001282	0.005498	-0.233202	0.8161
R-squared	0.007834	Mean dependent var	0.011972		R-squared	0.000611	Mean dependent var	0.009750	
Adjusted R-squared	0.001929	S.D. dependent var	0.156456		Adjusted R-squared	-0.010618	S.D. dependent var	0.044193	
S.E. of regression	0.156305	Akaike info criterion	-0.862324		S.E. of regression	0.044427	Akaike info criterion	-3.368217	
Sum squared resid	4.104435	Schwarz criterion	-0.825432		Sum squared resid	0.175663	Schwarz criterion	-3.313033	
Log likelihood	75.29753	Hannan-Quinn criter.	-0.847354		Log likelihood	155.2539	Hannan-Quinn criter.	-3.345954	
F-statistic	1.326578	Durbin-Watson stat	1.458630		F-statistic	0.054383	Durbin-Watson stat	1.616278	
Prob(F-statistic)	0.251051				Prob(F-statistic)	0.816140			
YAHOO									
Dependent Variable: AWP_PERC_CHANGE									
Method: Least Squares									
Date: 05/14/15 Time: 20:27									
Sample: 1 170									
Included observations: 170									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.006406	0.002319	2.762496	0.0064					
TREND_PERC_CHANGE	0.013395	0.015622	0.857441	0.3924					
R-squared	0.004357	Mean dependent var	0.006556						
Adjusted R-squared	-0.001569	S.D. dependent var	0.030124						
S.E. of regression	0.030148	Akaike info criterion	-4.153718						
Sum squared resid	0.152693	Schwarz criterion	-4.116827						
Log likelihood	355.0661	Hannan-Quinn criter.	-4.138748						
F-statistic	0.735204	Durbin-Watson stat	1.783614						
Prob(F-statistic)	0.392423								

APPLE					COCA - COLA				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 18:55					Date: 05/14/15 Time: 18:57				
Sample (adjusted): 1 170					Sample: 1 169				
Included observations: 170 after adjustments					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.024757	0.001397	17.72133	0.0000	C	0.012742	0.000765	16.65723	0.0000
TREND_PERC_CHANGE	0.008748	0.003945	2.217726	0.0279	TREND_PERC_CHANGE	0.007929	0.003197	2.480284	0.0141
R-squared	0.028443	Mean dependent var	0.025179		R-squared	0.035528	Mean dependent var	0.013000	
Adjusted R-squared	0.022660	S.D. dependent var	0.018253		Adjusted R-squared	0.029753	S.D. dependent var	0.010002	
S.E. of regression	0.018045	Akaike info criterion	-5.180192		S.E. of regression	0.009852	Akaike info criterion	-6.390552	
Sum squared resid	0.054705	Schwarz criterion	-5.143300		Sum squared resid	0.016209	Schwarz criterion	-6.353512	
Log likelihood	442.3163	Hannan-Quinn criter.	-5.165222		Log likelihood	542.0017	Hannan-Quinn criter.	-6.375520	
F-statistic	4.918310	Durbin-Watson stat	1.938151		F-statistic	6.151806	Durbin-Watson stat	1.827892	
Prob(F-statistic)	0.027915				Prob(F-statistic)	0.014119			
DELTA AIR LINES					EXXON				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 18:58					Date: 05/14/15 Time: 19:00				
Sample: 1 169					Sample: 1 169				
Included observations: 169					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.032130	0.002152	14.92931	0.0000	C	0.012694	0.000780	16.27087	0.0000
TREND_PERC_CHANGE	0.018810	0.007643	2.461187	0.0149	TREND_PERC_CHANGE	0.006967	0.003644	1.912220	0.0576
R-squared	0.035002	Mean dependent var	0.032934		R-squared	0.021427	Mean dependent var	0.012870	
Adjusted R-squared	0.029224	S.D. dependent var	0.028067		Adjusted R-squared	0.015567	S.D. dependent var	0.010150	
S.E. of regression	0.027654	Akaike info criterion	-4.326328		S.E. of regression	0.010071	Akaike info criterion	-6.346616	
Sum squared resid	0.127712	Schwarz criterion	-4.289288		Sum squared resid	0.016937	Schwarz criterion	-6.309576	
Log likelihood	367.5747	Hannan-Quinn criter.	-4.311297		Log likelihood	538.2891	Hannan-Quinn criter.	-6.331585	
F-statistic	6.057440	Durbin-Watson stat	1.972585		F-statistic	3.656585	Durbin-Watson stat	1.971356	
Prob(F-statistic)	0.014865				Prob(F-statistic)	0.057560			
FACEBOOK					GE				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:03					Date: 05/14/15 Time: 19:04				
Sample: 1 150					Sample: 1 169				
Included observations: 150					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.038101	0.003094	12.31650	0.0000	C	0.013104	0.000776	16.88310	0.0000
TREND_PERC_CHANGE	0.037063	0.014784	2.507048	0.0133	TREND_PERC_CHANGE	-0.002689	0.002659	-1.011000	0.3135
R-squared	0.040738	Mean dependent var	0.038180		R-squared	0.006083	Mean dependent var	0.013000	
Adjusted R-squared	0.034257	S.D. dependent var	0.038552		Adjusted R-squared	0.000132	S.D. dependent var	0.010002	
S.E. of regression	0.037886	Akaike info criterion	-3.695234		S.E. of regression	0.010001	Akaike info criterion	-6.360479	
Sum squared resid	0.212430	Schwarz criterion	-3.655092		Sum squared resid	0.016704	Schwarz criterion	-6.323439	
Log likelihood	279.1426	Hannan-Quinn criter.	-3.678926		Log likelihood	539.4605	Hannan-Quinn criter.	-6.345447	
F-statistic	6.285292	Durbin-Watson stat	1.493338		F-statistic	1.022122	Durbin-Watson stat	1.832784	
Prob(F-statistic)	0.013255				Prob(F-statistic)	0.313479			
GM					Goldman Sachs				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:06					Date: 05/14/15 Time: 19:09				
Sample: 1 168					Sample: 1 169				
Included observations: 168					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.022775	0.001255	18.14442	0.0000	C	0.006152	0.000425	14.47699	0.0000
TREND_PERC_CHANGE	0.000435	0.004469	0.097430	0.9225	TREND_PERC_CHANGE	-0.000142	0.001195	-0.118740	0.9056
R-squared	0.000057	Mean dependent var	0.022789		R-squared	0.000084	Mean dependent var	0.006145	
Adjusted R-squared	-0.005967	S.D. dependent var	0.016104		Adjusted R-squared	-0.005903	S.D. dependent var	0.005454	
S.E. of regression	0.016152	Akaike info criterion	-5.401764		S.E. of regression	0.005470	Akaike info criterion	-7.567193	
Sum squared resid	0.043305	Schwarz criterion	-5.364574		Sum squared resid	0.004997	Schwarz criterion	-7.530152	
Log likelihood	455.7482	Hannan-Quinn criter.	-5.386671		Log likelihood	641.4278	Hannan-Quinn criter.	-7.552161	
F-statistic	0.009493	Durbin-Watson stat	1.806835		F-statistic	0.014099	Durbin-Watson stat	1.587133	
Prob(F-statistic)	0.922502				Prob(F-statistic)	0.905624			

GOOGLE					MICROSOFT					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:11					Date: 05/14/15 Time: 19:13					
Sample: 1 47					Sample: 1 169					
Included observations: 47					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.018410	0.002219	8.295668	0.0000	C	0.017949	0.001209	14.84791	0.0000	
TREND_PERC_CHANGE	0.004840	0.022759	0.212640	0.8326	TREND_PERC_CHANGE	0.009054	0.004401	2.057464	0.0412	
R-squared	0.001004	Mean dependent var			0.018434	R-squared	0.024722	Mean dependent var		0.018250
Adjusted R-squared	-0.021196	S.D. dependent var			0.015037	Adjusted R-squared	0.018882	S.D. dependent var		0.015749
S.E. of regression	0.015196	Akaike info criterion			-5.493988	S.E. of regression	0.015599	Akaike info criterion		-5.471434
Sum squared resid	0.010391	Schwarz criterion			-5.415259	Sum squared resid	0.040637	Schwarz criterion		-5.434394
Log likelihood	131.1087	Hannan-Quinn criter.			-5.464362	Log likelihood	464.3362	Hannan-Quinn criter.		-5.456403
F-statistic	0.045216	Durbin-Watson stat			2.240032	F-statistic	4.233159	Durbin-Watson stat		1.995759
Prob(F-statistic)	0.832568					Prob(F-statistic)	0.041196			
MICHAEL KORS					PROCTER & GAMBLE					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:16					Date: 05/14/15 Time: 19:19					
Sample: 1 80					Sample: 1 114					
Included observations: 80					Included observations: 114					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.023753	0.002464	9.640253	0.0000	C	0.011027	0.000890	12.39628	0.0000	
TREND_PERC_CHANGE	0.003479	0.006510	0.534433	0.5946	TREND_PERC_CHANGE	0.005661	0.003144	1.800313	0.0745	
R-squared	0.003648	Mean dependent var			0.023945	R-squared	0.028125	Mean dependent var		0.011246
Adjusted R-squared	-0.009125	S.D. dependent var			0.021703	Adjusted R-squared	0.019447	S.D. dependent var		0.009501
S.E. of regression	0.021801	Akaike info criterion			-4.789005	S.E. of regression	0.009408	Akaike info criterion		-6.477148
Sum squared resid	0.037073	Schwarz criterion			-4.729454	Sum squared resid	0.009913	Schwarz criterion		-6.429145
Log likelihood	193.5602	Hannan-Quinn criter.			-4.765129	Log likelihood	371.1974	Hannan-Quinn criter.		-6.457666
F-statistic	0.285618	Durbin-Watson stat			1.955685	F-statistic	3.241128	Durbin-Watson stat		1.445680
Prob(F-statistic)	0.594562					Prob(F-statistic)	0.074503			
S&P 500					STARBUCKS					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:20					Date: 05/14/15 Time: 19:23					
Sample: 1 169					Sample: 1 169					
Included observations: 169					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.010471	0.000594	17.64091	0.0000	C	0.018144	0.001226	14.80361	0.0000	
TREND_PERC_CHANGE	0.000213	0.002758	0.077158	0.9386	TREND_PERC_CHANGE	0.006173	0.004328	1.426380	0.1556	
R-squared	0.000036	Mean dependent var			0.010476	R-squared	0.012036	Mean dependent var		0.018413
Adjusted R-squared	-0.005952	S.D. dependent var			0.007650	Adjusted R-squared	0.006120	S.D. dependent var		0.015793
S.E. of regression	0.007672	Akaike info criterion			-6.890642	S.E. of regression	0.015745	Akaike info criterion		-5.452883
Sum squared resid	0.009830	Schwarz criterion			-6.853602	Sum squared resid	0.041398	Schwarz criterion		-5.415843
Log likelihood	584.2592	Hannan-Quinn criter.			-6.875610	Log likelihood	462.7686	Hannan-Quinn criter.		-5.437851
F-statistic	0.005953	Durbin-Watson stat			1.563858	F-statistic	2.034559	Durbin-Watson stat		1.659932
Prob(F-statistic)	0.938590					Prob(F-statistic)	0.155625			
TESLA MOTORS					BLACKBERRY					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:25					Date: 05/14/15 Time: 19:27					
Sample (adjusted): 1 114					Sample: 1 170					
Included observations: 114 after adjustments					Included observations: 170					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.049497	0.004644	10.65821	0.0000	C	0.050855	0.003658	13.90213	0.0000	
TREND_PERC_CHANGE	0.015249	0.008332	1.830143	0.0699	TREND_PERC_CHANGE	0.036758	0.007803	4.710859	0.0000	
R-squared	0.029037	Mean dependent var			0.051044	R-squared	0.116683	Mean dependent var		0.053563
Adjusted R-squared	0.020368	S.D. dependent var			0.049260	Adjusted R-squared	0.111425	S.D. dependent var		0.049969
S.E. of regression	0.048756	Akaike info criterion			-3.186588	S.E. of regression	0.047103	Akaike info criterion		-3.261251
Sum squared resid	0.266241	Schwarz criterion			-3.138585	Sum squared resid	0.372745	Schwarz criterion		-3.224360
Log likelihood	183.6355	Hannan-Quinn criter.			-3.167106	Log likelihood	279.2064	Hannan-Quinn criter.		-3.246281
F-statistic	3.349425	Durbin-Watson stat			1.920145	F-statistic	22.19220	Durbin-Watson stat		2.083479
Prob(F-statistic)	0.069888					Prob(F-statistic)	0.000005			

PLUG POWER					TWITTER				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 20:21					Date: 05/14/15 Time: 20:23				
Sample: 1 170					Sample: 1 91				
Included observations: 170					Included observations: 91				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.091184	0.009803	9.301691	0.0000	C	0.029359	0.003655	8.032336	0.0000
TREND_PERC_CHANGE	0.120833	0.255084	0.473698	0.6363	TREND_PERC_CI	-0.001391	0.004284	-0.324748	0.7461
R-squared	0.001334	Mean dependent var		0.091441	R-squared	0.001184	Mean dependent var		0.029216
Adjusted R-squared	-0.004611	S.D. dependent var		0.127325	Adjusted R-squared	-0.010039	S.D. dependent var		0.034440
S.E. of regression	0.127618	Akaike info criterion		-1.267860	S.E. of regression	0.034612	Akaike info criterion		-3.867501
Sum squared resid	2.736095	Schwarz criterion		-1.230968	Sum squared resid	0.106621	Schwarz criterion		-3.812317
Log likelihood	109.7681	Hannan-Quinn criter.		-1.252890	Log likelihood	177.9713	Hannan-Quinn criter.		-3.845238
F-statistic	0.224389	Durbin-Watson stat		1.627695	F-statistic	0.105461	Durbin-Watson stat		1.388064
Prob(F-statistic)	0.636331				Prob(F-statistic)	0.746134			
YAHOO									
Dependent Variable: ABS_AWP_PERC_CHANGE									
Method: Least Squares									
Date: 05/14/15 Time: 20:27									
Sample: 1 170									
Included observations: 170									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.022862	0.001584	14.43500	0.0000					
TREND_PERC_CHANGE	0.005396	0.010670	0.505717	0.6137					
R-squared	0.001520	Mean dependent var		0.022923					
Adjusted R-squared	-0.004423	S.D. dependent var		0.020546					
S.E. of regression	0.020591	Akaike info criterion		-4.916204					
Sum squared resid	0.071232	Schwarz criterion		-4.879313					
Log likelihood	419.8774	Hannan-Quinn criter.		-4.901234					
F-statistic	0.255749	Durbin-Watson stat		1.700112					
Prob(F-statistic)	0.613718								

GOOGLE TRENDS – ARIMA MODELS

GOOGLE					APPLE				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 13:38					Date: 05/07/15 Time: 14:06				
Sample (adjusted): 3 47					Sample (adjusted): 3 169				
Included observations: 45 after adjustments					Included observations: 167 after adjustments				
Convergence achieved after 42 iterations					Convergence achieved after 18 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.033668	0.035466	0.949287	0.3483	C	0.012662	0.011680	1.084007	0.2800
TREND_PERC_CHANGE	1.464307	0.375108	3.903698	0.0004	TREND_PERC_CHANGE	0.550489	0.047550	11.57705	0.0000
AR(1)	-0.726143	0.027631	-26.28013	0.0000	AR(1)	1.160555	0.097489	11.90442	0.0000
AR(2)	-0.946868	0.025619	-36.95979	0.0000	AR(2)	-0.569415	0.090486	-6.292872	0.0000
MA(1)	0.687213	0.067582	10.16858	0.0000	MA(1)	-1.559891	0.070682	-22.06926	0.0000
MA(2)	0.966196	0.033712	28.65994	0.0000	MA(2)	0.841088	0.061563	13.66227	0.0000
R-squared	0.555469	Mean dependent var		0.051543	R-squared	0.538272	Mean dependent var		0.040709
Adjusted R-squared	0.498478	S.D. dependent var		0.340894	Adjusted R-squared	0.523932	S.D. dependent var		0.312174
S.E. of regression	0.241415	Akaike info criterion		0.118971	S.E. of regression	0.215393	Akaike info criterion		-0.197439
Sum squared resid	2.272975	Schwarz criterion		0.359859	Sum squared resid	7.469448	Schwarz criterion		-0.085416
Log likelihood	3.323155	Hannan-Quinn criter.		0.208772	Log likelihood	22.48618	Hannan-Quinn criter.		-0.151971
F-statistic	9.746579	Durbin-Watson stat		2.082853	F-statistic	37.53798	Durbin-Watson stat		2.119687
Prob(F-statistic)	0.000004				Prob(F-statistic)	0.000000			
Inverted AR Roots	-.36+-.90i				Inverted AR Roots	.58+-.48i			
Inverted MA Roots	-.34+-.92i				Inverted MA Roots	.78+-.48i			
TESLA					MICROSOFT				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:09					Date: 05/07/15 Time: 14:58				
Sample (adjusted): 3 114					Sample (adjusted): 3 169				
Included observations: 112 after adjustments					Included observations: 167 after adjustments				
Convergence achieved after 22 iterations					Convergence achieved after 28 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.024682	0.011620	2.124083	0.0360	C	0.038285	0.005441	7.036851	0.0000
TREND_PERC_CHANGE	0.716359	0.081829	8.754343	0.0000	TREND_PERC_CHANGE	0.610324	0.092215	6.618513	0.0000
AR(1)	0.963580	0.169549	5.683199	0.0000	AR(1)	0.872625	0.235704	3.702202	0.0003
AR(2)	-0.037797	0.154061	-0.245341	0.8067	AR(2)	0.027032	0.195726	0.138110	0.8903
MA(1)	-1.593079	0.140544	-11.33510	0.0000	MA(1)	-1.348594	0.226280	-5.959845	0.0000
MA(2)	0.593100	0.140543	4.220067	0.0001	MA(2)	0.357105	0.223852	1.595272	0.1126
R-squared	0.528675	Mean dependent var		0.139446	R-squared	0.367913	Mean dependent var		0.049650
Adjusted R-squared	0.506442	S.D. dependent var		0.618971	Adjusted R-squared	0.348283	S.D. dependent var		0.365543
S.E. of regression	0.434850	Akaike info criterion		1.224452	S.E. of regression	0.295099	Akaike info criterion		0.432256
Sum squared resid	20.04402	Schwarz criterion		1.370086	Sum squared resid	14.02045	Schwarz criterion		0.544280
Log likelihood	-62.56931	Hannan-Quinn criter.		1.283540	Log likelihood	-30.09341	Hannan-Quinn criter.		0.477724
F-statistic	23.77956	Durbin-Watson stat		1.981988	F-statistic	18.74235	Durbin-Watson stat		1.968612
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000000			
Inverted AR Roots	.92				Inverted AR Roots	.90			
Inverted MA Roots	1.00				Inverted MA Roots	.99			
COCA-COLA					FACEBOOK				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:14					Date: 05/07/15 Time: 14:18				
Sample (adjusted): 3 47					Sample (adjusted): 3 150				
Included observations: 45 after adjustments					Included observations: 148 after adjustments				
Convergence achieved after 42 iterations					Convergence achieved after 18 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.033668	0.035466	0.949287	0.3483	C	0.080428	0.029183	2.755985	0.0066
TREND_PERC_CHANGE	1.464307	0.375108	3.903698	0.0004	TREND_PERC_CHANGE	1.661753	0.167462	9.923182	0.0000
AR(1)	-0.726143	0.027631	-26.28013	0.0000	AR(1)	0.704557	0.177866	3.961163	0.0001
AR(2)	-0.946868	0.025619	-36.95979	0.0000	AR(2)	-0.372830	0.147795	-2.522613	0.0128
MA(1)	0.687213	0.067582	10.16858	0.0000	MA(1)	-1.120251	0.157321	-7.120796	0.0000
MA(2)	0.966196	0.033712	28.65994	0.0000	MA(2)	0.680384	0.113089	6.016388	0.0000
R-squared	0.555469	Mean dependent var		0.051543	R-squared	0.438772	Mean dependent var		0.091404
Adjusted R-squared	0.498478	S.D. dependent var		0.340894	Adjusted R-squared	0.419011	S.D. dependent var		0.555152
S.E. of regression	0.241415	Akaike info criterion		0.118971	S.E. of regression	0.423152	Akaike info criterion		1.157524
Sum squared resid	2.272975	Schwarz criterion		0.359859	Sum squared resid	25.42616	Schwarz criterion		1.279033
Log likelihood	3.323155	Hannan-Quinn criter.		0.208772	Log likelihood	-79.65681	Hannan-Quinn criter.		1.206893
F-statistic	9.746579	Durbin-Watson stat		2.082853	F-statistic	22.20333	Durbin-Watson stat		1.998924
Prob(F-statistic)	0.000004				Prob(F-statistic)	0.000000			
Inverted AR Roots	-.36+-.90i				Inverted AR Roots	.35+-.50i			
Inverted MA Roots	-.34+-.92i				Inverted MA Roots	.56+-.61i			

GENERAL MOTORS					PROCTER&GAMBLE				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:23					Date: 05/07/15 Time: 14:27				
Sample (adjusted): 3 168					Sample (adjusted): 3 114				
Included observations: 166 after adjustments					Included observations: 112 after adjustments				
Convergence achieved after 11 iterations					Convergence achieved after 17 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.072224	0.011408	6.330939	0.0000	C	0.024335	0.004533	5.368872	0.0000
TREND_PERC_CHANGE	0.216311	0.121509	1.780205	0.0769	TREND_PERC_CHANGE	0.155295	0.078620	1.975262	0.0508
AR(1)	0.339970	0.442579	0.768157	0.4435	AR(1)	-0.580304	0.115519	-5.023445	0.0000
AR(2)	0.237569	0.155507	1.527708	0.1286	AR(2)	0.254624	0.090520	2.812920	0.0059
MA(1)	-0.864554	0.449381	-1.923880	0.0561	MA(1)	0.088681	0.063684	1.392521	0.1667
MA(2)	0.008927	0.320656	0.027840	0.9778	MA(2)	-0.911190	0.051534	-17.68131	0.0000
R-squared	0.241806	Mean dependent var		0.076696	R-squared	0.333664	Mean dependent var		0.028628
Adjusted R-squared	0.218112	S.D. dependent var		0.431246	Adjusted R-squared	0.302233	S.D. dependent var		0.264525
S.E. of regression	0.381327	Akaike info criterion		0.945157	S.E. of regression	0.220965	Akaike info criterion		-0.129545
Sum squared resid	23.26566	Schwarz criterion		1.057639	Sum squared resid	5.175487	Schwarz criterion		0.016088
Log likelihood	-72.44803	Hannan-Quinn criter.		0.990814	Log likelihood	13.25454	Hannan-Quinn criter.		-0.070457
F-statistic	10.20554	Durbin-Watson stat		1.999157	F-statistic	10.61578	Durbin-Watson stat		2.022958
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000000			
Inverted AR Roots	.69	-.35			Inverted AR Roots	.29	-.87		
Inverted MA Roots	.85	.01			Inverted MA Roots	.91	-1.00		
STARBUCKS					S&P 500				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:31					Date: 05/07/15 Time: 14:34				
Sample (adjusted): 3 169					Sample (adjusted): 3 169				
Included observations: 167 after adjustments					Included observations: 167 after adjustments				
Convergence achieved after 62 iterations					Convergence achieved after 11 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.022993	0.004497	5.113258	0.0000	C	0.005289	0.003028	1.746866	0.0826
TREND_PERC_CHANGE	0.761483	0.087491	8.703575	0.0000	TREND_PERC_CHANGE	0.248002	0.052938	4.684765	0.0000
AR(1)	1.053629	0.366328	2.876188	0.0046	AR(1)	0.072275	0.778630	0.092824	0.9262
AR(2)	-0.163086	0.289898	-0.562562	0.5745	AR(2)	0.184438	0.239734	0.769344	0.4428
MA(1)	-1.419119	0.347418	-4.084758	0.0001	MA(1)	-0.596689	0.786255	-0.758900	0.4490
MA(2)	0.429794	0.342408	1.255209	0.2112	MA(2)	-0.207486	0.629513	-0.329597	0.7421
R-squared	0.421532	Mean dependent var		0.056529	R-squared	0.296525	Mean dependent var		0.010451
Adjusted R-squared	0.403567	S.D. dependent var		0.366119	Adjusted R-squared	0.274678	S.D. dependent var		0.151512
S.E. of regression	0.282750	Akaike info criterion		0.346761	S.E. of regression	0.129036	Akaike info criterion		-1.222179
Sum squared resid	12.87157	Schwarz criterion		0.458785	Sum squared resid	2.680709	Schwarz criterion		-1.110156
Log likelihood	-22.95454	Hannan-Quinn criter.		0.392229	Log likelihood	108.0520	Hannan-Quinn criter.		-1.176711
F-statistic	23.46424	Durbin-Watson stat		1.995224	F-statistic	13.57276	Durbin-Watson stat		2.000195
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000000			
Inverted AR Roots	.87	.19			Inverted AR Roots	.47	-.39		
Inverted MA Roots	.98	.44			Inverted MA Roots	.84	-.25		
DELTA AIR LINES					EXXON				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:36					Date: 05/07/15 Time: 14:39				
Sample (adjusted): 3 169					Sample (adjusted): 3 169				
Included observations: 167 after adjustments					Included observations: 167 after adjustments				
Convergence achieved after 10 iterations					Convergence achieved after 20 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.064338	0.031412	2.048217	0.0422	C	0.017521	0.004053	4.322694	0.0000
TREND_PERC_CHANGE	0.522973	0.144488	3.619486	0.0004	TREND_PERC_CHANGE	0.399759	0.080295	4.978608	0.0000
AR(1)	0.679899	0.153302	4.435020	0.0000	AR(1)	-0.537951	0.343426	-1.566425	0.1192
AR(2)	-0.491409	0.122885	-3.998935	0.0001	AR(2)	0.241462	0.114524	2.108396	0.0365
MA(1)	-1.072160	0.130187	-8.235565	0.0000	MA(1)	-0.045284	0.340165	-0.133124	0.8943
MA(2)	0.730071	0.097103	7.518504	0.0000	MA(2)	-0.676158	0.272030	-2.485605	0.0140
R-squared	0.226011	Mean dependent var		0.086894	R-squared	0.343261	Mean dependent var		0.027432
Adjusted R-squared	0.201974	S.D. dependent var		0.551467	Adjusted R-squared	0.322865	S.D. dependent var		0.241224
S.E. of regression	0.492638	Akaike info criterion		1.457183	S.E. of regression	0.198499	Akaike info criterion		-0.360800
Sum squared resid	39.07346	Schwarz criterion		1.569207	Sum squared resid	6.343690	Schwarz criterion		-0.248776
Log likelihood	-115.6748	Hannan-Quinn criter.		1.502651	Log likelihood	36.12678	Hannan-Quinn criter.		-0.315332
F-statistic	9.402633	Durbin-Watson stat		2.001483	F-statistic	16.83013	Durbin-Watson stat		2.020921
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000000			
Inverted AR Roots	.34+ .61i	.34- .61i			Inverted AR Roots	.29	-.83		
Inverted MA Roots	.54- .67i	.54+ .67i			Inverted MA Roots	.85	-.80		

GOLDMAN SACHS					BLACBERRY				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:42					Date: 05/07/15 Time: 14:45				
Sample (adjusted): 3 169					Sample (adjusted): 3 170				
Included observations: 167 after adjustments					Included observations: 168 after adjustments				
Convergence achieved after 39 iterations					Convergence achieved after 16 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.045250	0.014256	3.174002	0.0018	C	0.096676	0.036518	2.647358	0.0089
TREND_PERC_CHANGE	0.083218	0.076978	1.081063	0.2813	TREND_PERC_CHANGE	0.743911	0.092225	8.066243	0.0000
AR(1)	0.407420	0.307013	1.327047	0.1864	AR(1)	0.550370	0.321556	1.711583	0.0889
AR(2)	-0.386786	0.129295	-2.991513	0.0032	AR(2)	-0.603579	0.218077	-2.767734	0.0063
MA(1)	-0.778326	0.321659	-2.419723	0.0166	MA(1)	-0.682214	0.338852	-2.013310	0.0457
MA(2)	0.320919	0.211595	1.516661	0.1313	MA(2)	0.554704	0.246138	2.253634	0.0256
R-squared	0.182069	Mean dependent var		0.044506	R-squared	0.341859	Mean dependent var		0.155954
Adjusted R-squared	0.156667	S.D. dependent var		0.352202	Adjusted R-squared	0.321546	S.D. dependent var		0.682483
S.E. of regression	0.323438	Akaike info criterion		0.615650	S.E. of regression	0.562150	Akaike info criterion		1.720964
Sum squared resid	16.84258	Schwarz criterion		0.727674	Sum squared resid	51.19400	Schwarz criterion		1.832534
Log likelihood	-45.40676	Hannan-Quinn criter.		0.661118	Log likelihood	-138.5610	Hannan-Quinn criter.		1.766245
F-statistic	7.167624	Durbin-Watson stat		2.033383	F-statistic	16.82957	Durbin-Watson stat		1.986987
Prob(F-statistic)	0.000004				Prob(F-statistic)	0.000000			
Inverted AR Roots	.20+.59i	.20-.59i			Inverted AR Roots	.28+.73i	.28-.73i		
Inverted MA Roots	.39+.41i	.39-.41i			Inverted MA Roots	.34+.66i	.34-.66i		
YAHOO									
Dependent Variable: ATV_PERC_CHANGE									
Method: Least Squares									
Date: 05/07/15 Time: 14:48									
Sample (adjusted): 3 170									
Included observations: 168 after adjustments									
Convergence achieved after 166 iterations									
MA Backcast: 1 2									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.065179	0.004985	13.07610	0.0000					
TREND_PERC_CHANGE	1.734182	0.193698	8.953034	0.0000					
AR(1)	-0.417499	0.291887	-1.430343	0.1545					
AR(2)	0.187679	0.126094	1.488404	0.1386					
MA(1)	-0.178462	0.286214	-0.623527	0.5338					
MA(2)	-0.639002	0.258630	-2.470722	0.0145					
R-squared	0.423234	Mean dependent var		0.086543					
Adjusted R-squared	0.405433	S.D. dependent var		0.481283					
S.E. of regression	0.371108	Akaike info criterion		0.890415					
Sum squared resid	22.31087	Schwarz criterion		1.001986					
Log likelihood	-68.79490	Hannan-Quinn criter.		0.935696					
F-statistic	23.77530	Durbin-Watson stat		1.967856					
Prob(F-statistic)	0.000000								
Inverted AR Roots	.27	-.69							
Inverted MA Roots	.89	-.72							

TESLA					FACEBOOK				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 15:37					Date: 05/07/15 Time: 15:43				
Sample (adjusted): 3 114					Sample (adjusted): 3 150				
Included observations: 112 after adjustments					Included observations: 148 after adjustments				
Convergence achieved after 16 iterations					Convergence achieved after 20 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.013377	0.010361	1.291091	0.1995	C	0.006472	0.004425	1.462377	0.1458
TREND_PERC_CHANGE	0.024880	0.009622	2.585854	0.0111	TREND_PERC_CHANGE	0.074995	0.018911	3.965602	0.0001
AR(1)	-0.300057	0.243018	-1.234713	0.2197	AR(1)	1.544001	0.050723	30.43997	0.0000
AR(2)	0.587484	0.220855	2.660039	0.0090	AR(2)	-0.859812	0.048090	-17.87928	0.0000
MA(1)	0.596332	0.283244	2.105365	0.0376	MA(1)	-1.499550	0.063619	-23.57097	0.0000
MA(2)	-0.385082	0.280911	-1.370832	0.1733	MA(2)	0.859277	0.061734	13.91903	0.0000
R-squared	0.194224	Mean dependent var		0.016491	R-squared	0.195867	Mean dependent var		0.008465
Adjusted R-squared	0.156216	S.D. dependent var		0.069641	Adjusted R-squared	0.167553	S.D. dependent var		0.051666
S.E. of regression	0.063971	Akaike info criterion		-2.608705	S.E. of regression	0.047139	Akaike info criterion		-3.231721
Sum squared resid	0.433776	Schwarz criterion		-2.463071	Sum squared resid	0.315541	Schwarz criterion		-3.110213
Log likelihood	152.0875	Hannan-Quinn criter.		-2.549617	Log likelihood	245.1474	Hannan-Quinn criter.		-3.182353
F-statistic	5.110049	Durbin-Watson stat		1.955817	F-statistic	6.917548	Durbin-Watson stat		1.839563
Prob(F-statistic)	0.000308				Prob(F-statistic)	0.000008			
Inverted AR Roots	.63	-.93			Inverted AR Roots	.77+.51i	.77-.51i		
Inverted MA Roots	.39	-.99			Inverted MA Roots	.75-.55i	.75+.55i		
GENERAL MORORS					DELTA AIR LINES				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 15:47					Date: 05/07/15 Time: 15:51				
Sample (adjusted): 3 168					Sample (adjusted): 3 169				
Included observations: 166 after adjustments					Included observations: 167 after adjustments				
Convergence achieved after 24 iterations					Convergence achieved after 15 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.002754	0.002202	1.250862	0.2128	C	0.008432	0.003322	2.538193	0.0121
TREND_PERC_CHANGE	0.014597	0.007308	1.997299	0.0475	TREND_PERC_CHANGE	0.033400	0.009765	3.420292	0.0008
AR(1)	0.571675	0.027146	21.05954	0.0000	AR(1)	0.032358	0.315951	0.102414	0.9186
AR(2)	-0.964145	0.028787	-33.49187	0.0000	AR(2)	0.367831	0.236797	1.553357	0.1223
MA(1)	-0.482874	0.023636	-20.42981	0.0000	MA(1)	0.139743	0.310008	0.450772	0.6528
MA(2)	0.975656	0.018567	52.54782	0.0000	MA(2)	-0.508370	0.262848	-1.934085	0.0549
R-squared	0.133756	Mean dependent var		0.003121	R-squared	0.132008	Mean dependent var		0.010518
Adjusted R-squared	0.106686	S.D. dependent var		0.027851	Adjusted R-squared	0.105052	S.D. dependent var		0.041874
S.E. of regression	0.026324	Akaike info criterion		-4.401234	S.E. of regression	0.039614	Akaike info criterion		-3.584011
Sum squared resid	0.110868	Schwarz criterion		-4.288752	Sum squared resid	0.252650	Schwarz criterion		-3.471987
Log likelihood	371.3024	Hannan-Quinn criter.		-4.355577	Log likelihood	305.2649	Hannan-Quinn criter.		-3.538543
F-statistic	4.941111	Durbin-Watson stat		1.729930	F-statistic	4.897136	Durbin-Watson stat		1.921376
Prob(F-statistic)	0.000311				Prob(F-statistic)	0.000337			
Inverted AR Roots	.29+.94i	.29-.94i			Inverted AR Roots	.62	-.59		
Inverted MA Roots	.24-.96i	.24+.96i			Inverted MA Roots	.65	-.79		
EXXON									
Dependent Variable: AWP_PERC_CHANGE									
Method: Least Squares									
Date: 05/07/15 Time: 15:55									
Sample (adjusted): 3 169									
Included observations: 167 after adjustments									
Convergence achieved after 31 iterations									
MA Backcast: 1 2									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.000530	0.001336	0.396790	0.6920					
TREND_PERC_CHANGE	-0.006387	0.005386	-1.185787	0.2375					
AR(1)	0.117992	0.030891	3.819625	0.0002					
AR(2)	-0.895325	0.030135	-29.71013	0.0000					
MA(1)	-0.069637	0.017811	-3.909849	0.0001					
MA(2)	0.986543	0.009556	103.2377	0.0000					
R-squared	0.089406	Mean dependent var		0.000544					
Adjusted R-squared	0.061127	S.D. dependent var		0.016448					
S.E. of regression	0.015937	Akaike info criterion		-5.405040					
Sum squared resid	0.040894	Schwarz criterion		-5.293016					
Log likelihood	457.3208	Hannan-Quinn criter.		-5.359572					
F-statistic	3.161550	Durbin-Watson stat		1.816150					
Prob(F-statistic)	0.009471								
Inverted AR Roots	.06+.94i	.06-.94i							
Inverted MA Roots	.03-.99i	.03+.99i							

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TESLA					FACEBOOK				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 18:49					Date: 05/07/15 Time: 18:53				
Sample (adjusted): 3 114					Sample (adjusted): 3 150				
Included observations: 112 after adjustments					Included observations: 148 after adjustments				
Convergence achieved after 49 iterations					Convergence achieved after 34 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.042526	0.006011	7.074875	0.0000	C	0.018929	0.004306	4.395800	0.0000
ABS_TREND_PERC_CHA	0.023952	0.008372	2.860840	0.0051	ABS_TREND_P	0.038734	0.016167	2.395887	0.0179
AR(1)	0.563875	0.074276	7.591659	0.0000	AR(1)	0.083588	0.024773	3.374199	0.0010
AR(2)	-0.725328	0.071127	-10.19764	0.0000	AR(2)	0.879155	0.023701	37.09404	0.0000
MA(1)	-0.623575	0.026845	-23.22890	0.0000	MA(1)	-0.000531	0.029229	-0.018165	0.9855
MA(2)	0.965604	0.018753	51.49081	0.0000	MA(2)	-0.998642	0.029060	-34.36484	0.0000
R-squared	0.135572	Mean dependent var	0.051358		R-squared	0.232045	Mean dependent var	0.036871	
Adjusted R-squared	0.094797	S.D. dependent var	0.049627		Adjusted R-squa	0.205004	S.D. dependent var	0.037051	
S.E. of regression	0.047216	Akaike info criterion	-3.216081		S.E. of regressio	0.033036	Akaike info criterion	-3.942753	
Sum squared resid	0.236312	Schwarz criterion	-3.070448		Sum squared res	0.154974	Schwarz criterion	-3.821244	
Log likelihood	186.1006	Hannan-Quinn criter.	-3.156993		Log likelihood	297.7637	Hannan-Quinn criter.	-3.893384	
F-statistic	3.324874	Durbin-Watson stat	1.924892		F-statistic	8.581330	Durbin-Watson stat	1.920074	
Prob(F-statistic)	0.007893				Prob(F-statistic)	0.000000			
Inverted AR Roots	.28+.80i	.28-.80i			Inverted AR Roo	.98	-.90		
Inverted MA Roots	.31-.93i	.31+.93i			Inverted MA Roc	1.00	-1.00		
GENERAL MOTORS					DELTA AIR LINES				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 18:55					Date: 05/07/15 Time: 18:57				
Sample (adjusted): 3 168					Sample (adjusted): 3 169				
Included observations: 166 after adjustments					Included observations: 167 after adjustments				
Convergence achieved after 17 iterations					Convergence achieved after 11 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.022708	0.001834	12.37877	0.0000	C	0.025731	0.001710	15.04894	0.0000
ABS_TREND_PERC_CHA	0.000646	0.006469	0.099926	0.9205	ABS_TREND_P	0.028612	0.008974	3.188512	0.0017
AR(1)	0.174110	0.261339	0.666223	0.5062	AR(1)	0.005133	0.159002	0.032282	0.9743
AR(2)	-0.668450	0.201140	-3.323306	0.0011	AR(2)	0.745415	0.145336	5.128922	0.0000
MA(1)	-0.076516	0.265382	-0.288322	0.7735	MA(1)	-0.097421	0.137436	-0.708850	0.4794
MA(2)	0.670583	0.204425	3.280340	0.0013	MA(2)	-0.901948	0.135215	-6.670462	0.0000
R-squared	0.040108	Mean dependent var	0.022852		R-squared	0.110791	Mean dependent var	0.032671	
Adjusted R-squared	0.010112	S.D. dependent var	0.016127		Adjusted R-squa	0.083176	S.D. dependent var	0.028124	
S.E. of regression	0.016045	Akaike info criterion	-5.391340		S.E. of regression	0.026929	Akaike info criterion	-4.355982	
Sum squared resid	0.041192	Schwarz criterion	-5.278859		Sum squared res	0.116750	Schwarz criterion	-4.243959	
Log likelihood	453.4812	Hannan-Quinn criter.	-5.345683		Log likelihood	369.7245	Hannan-Quinn criter.	-4.310514	
F-statistic	1.337100	Durbin-Watson stat	1.987536		F-statistic	4.011966	Durbin-Watson stat	1.959350	
Prob(F-statistic)	0.251251				Prob(F-statistic)	0.001858			
Inverted AR Roots	.09+.81i	.09-.81i			Inverted AR Roo	.87	-.86		
Inverted MA Roots	.04+.82i	.04-.82i			Inverted MA Roc	1.00	-.90		
EXXON					APPLE				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 18:59					Date: 05/07/15 Time: 19:01				
Sample (adjusted): 3 169					Sample (adjusted): 3 169				
Included observations: 167 after adjustments					Included observations: 167 after adjustments				
Convergence achieved after 19 iterations					Convergence achieved after 17 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.010324	0.001116	9.252430	0.0000	C	0.023513	0.001899	12.37996	0.0000
ABS_TREND_PERC_CHA	0.016162	0.005045	3.203230	0.0016	ABS_TREND_P	0.008607	0.004958	1.735846	0.0845
AR(1)	-0.538612	0.043157	-12.48040	0.0000	AR(1)	-0.807407	0.428250	-1.885365	0.0612
AR(2)	-0.836361	0.040436	-20.68384	0.0000	AR(2)	-0.138658	0.406003	-0.341520	0.7332
MA(1)	0.544788	0.013657	39.89050	0.0000	MA(1)	0.852414	0.410738	2.075324	0.0395
MA(2)	0.972835	0.010056	96.73828	0.0000	MA(2)	0.316959	0.374600	0.846125	0.3987
R-squared	0.128228	Mean dependent var	0.012882		R-squared	0.068471	Mean dependent var	0.025500	
Adjusted R-squared	0.101155	S.D. dependent var	0.010192		Adjusted R-squa	0.039542	S.D. dependent var	0.018242	
S.E. of regression	0.009663	Akaike info criterion	-6.405764		S.E. of regression	0.017878	Akaike info criterion	-5.175206	
Sum squared resid	0.015033	Schwarz criterion	-6.293740		Sum squared res	0.051460	Schwarz criterion	-5.063182	
Log likelihood	540.8813	Hannan-Quinn criter.	-6.360296		Log likelihood	438.1297	Hannan-Quinn criter.	-5.129738	
F-statistic	4.736279	Durbin-Watson stat	1.921057		F-statistic	2.366838	Durbin-Watson stat	2.001468	
Prob(F-statistic)	0.000460				Prob(F-statistic)	0.041912			
Inverted AR Roots	-.27-.87i	-.27+.87i			Inverted AR Roo	-.25	-.56		
Inverted MA Roots	-.27+.95i	-.27-.95i			Inverted MA Roc	-.43-.37i	-.43+.37i		

MICROSOFT					BLACKBERRY				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 19:02					Date: 05/07/15 Time: 19:04				
Sample (adjusted): 3 169					Sample (adjusted): 3 170				
Included observations: 167 after adjustments					Included observations: 168 after adjustments				
Convergence achieved after 19 iterations					Convergence achieved after 19 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.015723	0.001681	9.352488	0.0000	C	0.042311	0.004559	9.280276	0.0000
ABS_TREND_PERC_CHA	0.013569	0.005956	2.278161	0.0240	ABS_TREND_PERC_CHA	0.041805	0.009495	4.402950	0.0000
AR(1)	0.093430	0.047891	1.950885	0.0528	AR(1)	0.291710	0.045125	6.464430	0.0000
AR(2)	-0.879991	0.043203	-20.36851	0.0000	AR(2)	-0.892622	0.043554	-20.49467	0.0000
MA(1)	-0.095316	0.026633	-3.578922	0.0005	MA(1)	-0.334791	0.022138	-15.12322	0.0000
MA(2)	0.977840	0.018739	52.18194	0.0000	MA(2)	0.981711	0.015669	62.65418	0.0000
R-squared	0.072659	Mean dependent var		0.018234	R-squared	0.144044	Mean dependent var		0.053965
Adjusted R-squared	0.043860	S.D. dependent var		0.015835	Adjusted R-squared	0.117626	S.D. dependent var		0.050083
S.E. of regression	0.015484	Akaike info criterion		-5.462752	S.E. of regression	0.047046	Akaike info criterion		-3.240338
Sum squared resid	0.038600	Schwarz criterion		-5.350729	Sum squared resid	0.358553	Schwarz criterion		-3.128768
Log likelihood	462.1398	Hannan-Quinn criter.		-5.417284	Log likelihood	278.1884	Hannan-Quinn criter.		-3.195058
F-statistic	2.522949	Durbin-Watson stat		2.002855	F-statistic	5.452409	Durbin-Watson stat		2.050390
Prob(F-statistic)	0.031431				Prob(F-statistic)	0.000115			
Inverted AR Roots	.05+ .94i	.05- .94i			Inverted AR Roots	.15+ .93i	.15- .93i		
Inverted MA Roots	.05- .99i	.05+ .99i			Inverted MA Roots	.17+ .98i	.17- .98i		

GOOGLE TRENDS – GRANGER CAUSALITY

GOOGLE					APPLE				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 13:51					Date: 05/07/15 Time: 14:06				
Sample (adjusted): 5 47					Sample (adjusted): 5 169				
Included observations: 43 after adjustments					Included observations: 165 after adjustments				
Convergence achieved after 19 iterations					Convergence achieved after 47 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.063001	0.010251	6.145884	0.0000	C	0.042004	0.004836	8.686478	0.0000
I_LAG_TREND	0.169041	0.568540	0.297324	0.7679	I_LAG_TREND	-0.126715	0.072329	-1.751914	0.0817
II_LAG_TREND	-0.610098	0.559847	-1.089758	0.2831	II_LAG_TREND	-0.064435	0.071706	-0.898600	0.3702
AR(1)	-0.543070	0.172327	-3.151391	0.0033	AR(1)	-0.177283	0.201228	-0.881010	0.3797
AR(2)	0.344438	0.164820	2.089787	0.0438	AR(2)	0.653462	0.134323	4.864865	0.0000
MA(1)	0.010755	0.039525	0.272111	0.7871	MA(1)	-0.134035	0.211213	-0.634597	0.5266
MA(2)	-0.939020	0.039475	-23.78752	0.0000	MA(2)	-0.847957	0.208444	-4.068037	0.0001
R-squared	0.377708	Mean dependent var		0.051729	R-squared	0.192887	Mean dependent var		0.039676
Adjusted R-sq	0.273993	S.D. dependent var		0.348714	Adjusted R-sq	0.162237	S.D. dependent var		0.308953
S.E. of regress	0.297126	Akaike info criterion		0.558577	S.E. of regress	0.282783	Akaike info criterion		0.353224
Sum squared r	3.178213	Schwarz criterion		0.845284	Sum squared r	12.63466	Schwarz criterion		0.484991
Log likelihood	-5.009416	Hannan-Quinn criter.		0.664306	Log likelihood	-22.14099	Hannan-Quinn criter.		0.406713
F-statistic	3.641782	Durbin-Watson stat		1.920103	F-statistic	6.293245	Durbin-Watson stat		2.034558
Prob(F-statistic)	0.006305				Prob(F-statistic)	0.000006			
Inverted AR Co	.38	-.92			Inverted AR Co	.72	-.90		
Inverted MA R	.96	-.97			Inverted MA R	.99	-.86		
TESLA					MICROSOFT				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:09					Date: 05/07/15 Time: 14:11				
Sample (adjusted): 5 114					Sample (adjusted): 5 169				
Included observations: 110 after adjustments					Included observations: 165 after adjustments				
Convergence achieved after 98 iterations					Convergence achieved after 321 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.113278	0.038959	2.907652	0.0045	C	0.054465	0.011044	4.931649	0.0000
I_LAG_TREND	0.165318	0.144654	1.142851	0.2557	I_LAG_TREND	0.008943	0.115452	0.077459	0.9384
II_LAG_TREND	0.026829	0.135873	0.197458	0.8439	II_LAG_TREND	0.000631	0.115142	0.005480	0.9956
AR(1)	-0.875068	0.286978	-3.049245	0.0029	AR(1)	-0.220372	0.409608	-0.538007	0.5913
AR(2)	0.099456	0.281377	0.353461	0.7245	AR(2)	0.350359	0.154129	2.273158	0.0244
MA(1)	0.501284	0.267970	1.870674	0.0642	MA(1)	-0.199768	0.415636	-0.480632	0.6314
MA(2)	-0.480244	0.263964	-1.819357	0.0718	MA(2)	-0.498279	0.303156	-1.643638	0.1022
R-squared	0.092507	Mean dependent var		0.126389	R-squared	0.172184	Mean dependent var		0.053081
Adjusted R-sq	0.039643	S.D. dependent var		0.614077	Adjusted R-sq	0.140748	S.D. dependent var		0.365925
S.E. of regress	0.601782	Akaike info criterion		1.883679	S.E. of regress	0.339197	Akaike info criterion		0.717029
Sum squared r	37.30062	Schwarz criterion		2.055528	Sum squared r	18.17866	Schwarz criterion		0.848796
Log likelihood	-96.60237	Hannan-Quinn criter.		1.953382	Log likelihood	-52.15485	Hannan-Quinn criter.		0.770517
F-statistic	1.749910	Durbin-Watson stat		1.933940	F-statistic	5.477287	Durbin-Watson stat		2.006809
Prob(F-statistic)	0.116897				Prob(F-statistic)	0.000036			
Inverted AR Co	.10	-.98			Inverted AR Co	.49	-.71		
Inverted MA R	.49	-.99			Inverted MA R	.81	-.61		

COCA-COLA					FACEBOOK				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:14					Date: 05/07/15 Time: 14:18				
Sample (adjusted): 5 47					Sample (adjusted): 5 150				
Included observations: 43 after adjustments					Included observations: 146 after adjustments				
Convergence achieved after 19 iterations					Convergence achieved after 33 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.063001	0.010251	6.145884	0.0000	C	0.101796	0.028742	3.541684	0.0005
I_LAG_TREND	0.169041	0.568540	0.297324	0.7679	I_LAG_TREND	-0.102526	0.295036	-0.347503	0.7287
II_LAG_TREND	-0.610098	0.559847	-1.089758	0.2831	II_LAG_TREND	-0.222107	0.262241	-0.846954	0.3985
AR(1)	-0.543070	0.172327	-3.151391	0.0033	AR(1)	-0.280277	0.672221	-0.416942	0.6774
AR(2)	0.344438	0.164820	2.089787	0.0438	AR(2)	0.126118	0.371183	0.339774	0.7345
MA(1)	0.010755	0.039525	0.272111	0.7871	MA(1)	0.030143	0.666662	0.045215	0.9640
MA(2)	-0.939020	0.039475	-23.78752	0.0000	MA(2)	-0.300370	0.477662	-0.628833	0.5305
R-squared	0.377708	Mean dependent var		0.051729	R-squared	0.096236	Mean dependent var		0.098403
Adjusted R-sq	0.273993	S.D. dependent var		0.348714	Adjusted R-sq	0.057225	S.D. dependent var		0.555690
S.E. of regress	0.297126	Akaike info criterion		0.558577	S.E. of regress	0.539556	Akaike info criterion		1.650618
Sum squared r	3.178213	Schwarz criterion		0.845284	Sum squared r	40.46579	Schwarz criterion		1.793667
Log likelihood	-5.009416	Hannan-Quinn criter.		0.664306	Log likelihood	-113.4951	Hannan-Quinn criter.		1.708742
F-statistic	3.641782	Durbin-Watson stat		1.920103	F-statistic	2.466881	Durbin-Watson stat		2.006870
Prob(F-statistic)	0.006305				Prob(F-statistic)	0.026814			
Inverted AR Root	.38	-.92			Inverted AR Root	.24	-.52		
Inverted MA Root	.96	-.97			Inverted MA Root	.53	-.56		
GENEAL MOTORS					PROCTER&GAMBLE				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:23					Date: 05/07/15 Time: 14:27				
Sample (adjusted): 5 168					Sample (adjusted): 5 114				
Included observations: 164 after adjustments					Included observations: 110 after adjustments				
Convergence achieved after 12 iterations					Convergence achieved after 14 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.079954	0.012510	6.390956	0.0000	C	0.029610	0.009444	3.135352	0.0022
I_LAG_TREND	0.006002	0.126792	0.047334	0.9623	I_LAG_TREND	-0.006395	0.092891	-0.068844	0.9452
II_LAG_TREND	0.009008	0.126112	0.071432	0.9431	II_LAG_TREND	0.069369	0.088370	0.784985	0.4343
AR(1)	0.385935	0.418299	0.922628	0.3576	AR(1)	-0.691905	0.135228	-5.116589	0.0000
AR(2)	0.234960	0.158368	1.483638	0.1399	AR(2)	0.147725	0.137312	1.075834	0.2845
MA(1)	-0.913098	0.424600	-2.150490	0.0330	MA(1)	0.256820	0.098934	2.595886	0.0108
MA(2)	0.040647	0.308040	0.131954	0.8952	MA(2)	-0.743029	0.118833	-6.252728	0.0000
R-squared	0.227755	Mean dependent var		0.077031	R-squared	0.294631	Mean dependent var		0.030351
Adjusted R-sq	0.198243	S.D. dependent var		0.433867	Adjusted R-sq	0.253541	S.D. dependent var		0.264223
S.E. of regress	0.388489	Akaike info criterion		0.988640	S.E. of regress	0.228283	Akaike info criterion		-0.054941
Sum squared r	23.69498	Schwarz criterion		1.120951	Sum squared r	5.367648	Schwarz criterion		0.116908
Log likelihood	-74.06846	Hannan-Quinn criter.		1.042353	Log likelihood	10.02175	Hannan-Quinn criter.		0.014762
F-statistic	7.717248	Durbin-Watson stat		1.994268	F-statistic	7.170465	Durbin-Watson stat		2.005171
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000002			
Inverted AR Root	.71	-.33			Inverted AR Root	.17	-.86		
Inverted MA Root	.87	.05			Inverted MA Root	.74	-1.00		

STARBUCKS					S&P 500				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:31					Date: 05/07/15 Time: 14:34				
Sample (adjusted): 5 169					Sample (adjusted): 5 169				
Included observations: 165 after adjustments					Included observations: 165 after adjustments				
Convergence achieved after 48 iterations					Convergence achieved after 15 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.067551	0.016666	4.053205	0.0001	C	0.011569	0.001924	6.012897	0.0000
I_LAG_TREND	-0.243585	0.128629	-1.893698	0.0601	I_LAG_TREND	0.078074	0.056516	1.381448	0.1691
II_LAG_TREND	-0.047626	0.120833	-0.394146	0.6940	II_LAG_TREND	-0.049516	0.053000	-0.934258	0.3516
AR(1)	0.963369	0.328877	2.929270	0.0039	AR(1)	0.876521	0.188350	4.653683	0.0000
AR(2)	-0.475338	0.183167	-2.595111	0.0103	AR(2)	-0.007193	0.137860	-0.052174	0.9585
MA(1)	-1.204091	0.336024	-3.583345	0.0005	MA(1)	-1.461293	0.178551	-8.184201	0.0000
MA(2)	0.487579	0.263843	1.847992	0.0665	MA(2)	0.462628	0.181165	2.553629	0.0116
R-squared	0.160421	Mean dependent var		0.053490	R-squared	0.253094	Mean dependent var		0.010422
Adjusted R-sq	0.128538	S.D. dependent var		0.361666	Adjusted R-sq	0.224731	S.D. dependent var		0.152412
S.E. of regress	0.337623	Akaike info criterion		0.707723	S.E. of regress	0.134198	Akaike info criterion		-1.137504
Sum squared r	18.01029	Schwarz criterion		0.839491	Sum squared r	2.845436	Schwarz criterion		-1.005736
Log likelihood	-51.38717	Hannan-Quinn criter.		0.761212	Log likelihood	100.8441	Hannan-Quinn criter.		-1.084015
F-statistic	5.031600	Durbin-Watson stat		2.079158	F-statistic	8.923229	Durbin-Watson stat		1.962236
Prob(F-statistic)	0.000095				Prob(F-statistic)	0.000000			
Inverted AR Co	.48+.49i	.48-.49i			Inverted AR Co	.87	.01		
Inverted MA R	.60+.35i	.60+.35i			Inverted MA R	1.00	.46		
DELTA AIR LINES					EXXON				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:36					Date: 05/07/15 Time: 14:39				
Sample (adjusted): 5 169					Sample (adjusted): 5 169				
Included observations: 165 after adjustments					Included observations: 165 after adjustments				
Convergence achieved after 10 iterations					Convergence achieved after 12 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.079645	0.034645	2.298875	0.0228	C	0.031543	0.006981	4.518130	0.0000
I_LAG_TREND	0.203193	0.156377	1.299377	0.1957	I_LAG_TREND	0.026252	0.094246	0.278548	0.7810
II_LAG_TREND	-0.023648	0.155838	-0.151747	0.8796	II_LAG_TREND	-0.149650	0.093482	-1.600854	0.1114
AR(1)	0.732803	0.149803	4.891788	0.0000	AR(1)	-0.701242	0.277663	-2.525512	0.0125
AR(2)	-0.488916	0.125946	-3.881955	0.0002	AR(2)	0.099242	0.139173	0.713084	0.4768
MA(1)	-1.111687	0.121627	-9.140142	0.0000	MA(1)	0.163209	0.259109	0.629885	0.5297
MA(2)	0.744772	0.096497	7.718042	0.0000	MA(2)	-0.590312	0.196855	-2.998719	0.0032
R-squared	0.159165	Mean dependent var		0.083685	R-squared	0.253282	Mean dependent var		0.026421
Adjusted R-sq	0.127234	S.D. dependent var		0.547617	Adjusted R-sq	0.224926	S.D. dependent var		0.241523
S.E. of regress	0.511595	Akaike info criterion		1.538930	S.E. of regress	0.212632	Akaike info criterion		-0.217007
Sum squared r	41.35322	Schwarz criterion		1.670698	Sum squared r	7.143575	Schwarz criterion		-0.085239
Log likelihood	-119.9618	Hannan-Quinn criter.		1.592419	Log likelihood	24.90304	Hannan-Quinn criter.		-0.163518
F-statistic	4.984726	Durbin-Watson stat		1.981206	F-statistic	8.932115	Durbin-Watson stat		2.001213
Prob(F-statistic)	0.000106				Prob(F-statistic)	0.000000			
Inverted AR Co	.37-.60i	.37+.60i			Inverted AR Co	.12	-.82		
Inverted MA R	.56+.66i	.56-.66i			Inverted MA R	.69	-.85		

GOLDMAN SACHS					BLACKBERRY				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 14:42					Date: 05/07/15 Time: 14:46				
Sample (adjusted): 5 169					Sample (adjusted): 5 170				
Included observations: 165 after adjustments					Included observations: 166 after adjustments				
Convergence achieved after 9 iterations					Convergence achieved after 20 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.037024	0.013487	2.745046	0.0068	C	0.171264	0.025346	6.757118	0.0000
I_LAG_TREND	-0.040561	0.076003	-0.533677	0.5943	I_LAG_TREND	-0.097030	0.126378	-0.767782	0.4438
II_LAG_TREND	0.177192	0.075466	2.347960	0.0201	II_LAG_TREND	-0.103454	0.122375	-0.845390	0.3992
AR(1)	0.758197	0.167878	4.516361	0.0000	AR(1)	0.706755	0.574111	1.231043	0.2201
AR(2)	-0.386182	0.115051	-3.356612	0.0010	AR(2)	-0.213467	0.317477	-0.672386	0.5023
MA(1)	-1.192248	0.170967	-6.973563	0.0000	MA(1)	-0.976340	0.583198	-1.674114	0.0961
MA(2)	0.525761	0.136557	3.850106	0.0002	MA(2)	0.200611	0.478947	0.418858	0.6759
R-squared	0.243732	Mean dependent var		0.046918	R-squared	0.143618	Mean dependent var		0.150818
Adjusted R-sq	0.215012	S.D. dependent var		0.350917	Adjusted R-sq	0.111302	S.D. dependent var		0.683484
S.E. of regress	0.310911	Akaike info criterion		0.542875	S.E. of regress	0.644326	Akaike info criterion		2.000029
Sum squared r	15.27313	Schwarz criterion		0.674643	Sum squared r	66.00976	Schwarz criterion		2.131258
Log likelihood	-37.78721	Hannan-Quinn criter.		0.596364	Log likelihood	-159.0024	Hannan-Quinn criter.		2.053296
F-statistic	8.486754	Durbin-Watson stat		2.004446	F-statistic	4.444137	Durbin-Watson stat		1.984130
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000348			
Inverted AR Root	.38+.49i	.38-.49i			Inverted AR Root	.35-.30i	.35+.30i		
Inverted MA Root	.60-.41i	.60+.41i			Inverted MA Root	.68	.29		
YAHOO									
Dependent Variable: ATV_PERC_CHANGE									
Method: Least Squares									
Date: 05/07/15 Time: 14:48									
Sample (adjusted): 5 170									
Included observations: 166 after adjustments									
Convergence achieved after 28 iterations									
MA Backcast: 3 4									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.077114	0.004904	15.72442	0.0000					
I_LAG_TREND	0.703737	0.276574	2.544482	0.0119					
II_LAG_TREND	0.029030	0.272050	0.106709	0.9152					
AR(1)	0.222222	0.780963	0.284549	0.7764					
AR(2)	0.046705	0.383301	0.121849	0.9032					
MA(1)	-0.698391	0.775479	-0.900592	0.3692					
MA(2)	-0.250561	0.755175	-0.331792	0.7405					
R-squared	0.227869	Mean dependent var		0.083827					
Adjusted R-sq	0.198732	S.D. dependent var		0.478947					
S.E. of regress	0.428723	Akaike info criterion		1.185240					
Sum squared r	29.22469	Schwarz criterion		1.316469					
Log likelihood	-91.37496	Hannan-Quinn criter.		1.238507					
F-statistic	7.820613	Durbin-Watson stat		2.004632					
Prob(F-statistic)	0.000000								
Inverted AR Root	.35	-.13							
Inverted MA Root	.96	-.26							

TESLA					FACEBOOK				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 15:37					Date: 05/07/15 Time: 15:43				
Sample (adjusted): 5 114					Sample (adjusted): 5 150				
Included observations: 110 after adjustments					Included observations: 146 after adjustments				
Convergence achieved after 16 iterations					Convergence achieved after 36 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.006951	0.013591	-0.511446	0.6101	C	0.007216	0.005475	1.318051	0.1897
I_LAG_TREND_PERC_CH	0.010982	0.012461	0.881374	0.3802	I_LAG_TREND_F	0.029947	0.021856	1.370246	0.1728
II_LAG_TREND_PERC_CH	-0.008773	0.012340	-0.710982	0.4787	II_LAG_TREND_F	-0.002488	0.021601	-0.115177	0.9085
AR(1)	0.972414	0.438791	2.216121	0.0289	AR(1)	0.847091	0.343605	2.465306	0.0149
AR(2)	-0.007495	0.426754	-0.017563	0.9860	AR(2)	-0.299915	0.260914	-1.149477	0.2523
MA(1)	-0.765209	0.431890	-1.771766	0.0794	MA(1)	-0.667395	0.357674	-1.865931	0.0642
MA(2)	-0.234656	0.417230	-0.562416	0.5751	MA(2)	0.261168	0.254576	1.025891	0.3067
R-squared	0.174929	Mean dependent var		0.017142	R-squared	0.103734	Mean dependent var		0.008697
Adjusted R-squared	0.126867	S.D. dependent var		0.070107	Adjusted R-squared	0.065046	S.D. dependent var		0.051485
S.E. of regression	0.065509	Akaike info criterion		-2.551744	S.E. of regression	0.049782	Akaike info criterion		-3.115550
Sum squared resid	0.442014	Schwarz criterion		-2.379895	Sum squared resid	0.344483	Schwarz criterion		-2.972500
Log likelihood	147.3459	Hannan-Quinn criter.		-2.482041	Log likelihood	234.4351	Hannan-Quinn criter.		-3.057425
F-statistic	3.639626	Durbin-Watson stat		2.032787	F-statistic	2.681313	Durbin-Watson stat		1.906326
Prob(F-statistic)	0.002571				Prob(F-statistic)	0.017104			
Inverted AR Roots	.96	.01			Inverted AR Roots	.42+.35i	.42-.35i		
Inverted MA Roots	1.00	-.23			Inverted MA Roots	.33+.39i	.33-.39i		
GENERAL MOTORS					DELTA AIR LINES				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 15:47					Date: 05/07/15 Time: 15:51				
Sample (adjusted): 5 168					Sample (adjusted): 5 169				
Included observations: 164 after adjustments					Included observations: 165 after adjustments				
Convergence achieved after 19 iterations					Convergence achieved after 20 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.003115	0.002752	1.131671	0.2595	C	0.010592	0.003708	2.856349	0.0049
I_LAG_TREND_PERC_CH	-0.011415	0.008536	-1.337235	0.1831	I_LAG_TREND_F	-0.017088	0.013250	-1.289668	0.1991
II_LAG_TREND_PERC_CH	0.006410	0.008520	0.752328	0.4530	II_LAG_TREND_F	-0.008942	0.013119	-0.681579	0.4965
AR(1)	-0.472115	0.403437	-1.170233	0.2437	AR(1)	-0.310875	0.366288	-0.848715	0.3973
AR(2)	-0.088091	0.258901	-0.340251	0.7341	AR(2)	0.106470	0.236715	0.449781	0.6535
MA(1)	0.736574	0.396620	1.857125	0.0652	MA(1)	0.520602	0.372654	1.397013	0.1644
MA(2)	0.264022	0.256110	1.030891	0.3042	MA(2)	-0.154235	0.291508	-0.529093	0.5975
R-squared	0.086077	Mean dependent var		0.002852	R-squared	0.062663	Mean dependent var		0.009483
Adjusted R-squared	0.051150	S.D. dependent var		0.027714	Adjusted R-squared	0.027068	S.D. dependent var		0.041016
S.E. of regression	0.026996	Akaike info criterion		-4.344516	S.E. of regression	0.040457	Akaike info criterion		-3.535649
Sum squared resid	0.114419	Schwarz criterion		-4.212204	Sum squared resid	0.258611	Schwarz criterion		-3.403882
Log likelihood	363.2503	Hannan-Quinn criter.		-4.290802	Log likelihood	298.6911	Hannan-Quinn criter.		-3.482161
F-statistic	2.464470	Durbin-Watson stat		1.998798	F-statistic	1.760432	Durbin-Watson stat		1.998374
Prob(F-statistic)	0.026366				Prob(F-statistic)	0.110563			
Inverted AR Roots	-.24-.18i	-.24+.18i			Inverted AR Roots	.21	-.52		
Inverted MA Roots	-.37-.36i	-.37+.36i			Inverted MA Roots	.21	-.73		

EXXON										
Dependent Variable: AWP_PERC_CHANGE										
Method: Least Squares										
Date: 05/07/15 Time: 15:55										
Sample (adjusted): 5 169										
Included observations: 165 after adjustments										
Convergence achieved after 27 iterations										
MA Backcast: 3 4										
Variable	Coefficient	Std. Error	t-Statistic	Prob.						
C	0.000214	0.001317	0.162830	0.8709						
I_LAG_TREND_PERC_CH	0.006132	0.006219	0.985911	0.3257						
II_LAG_TREND_PERC_CH	0.016161	0.006192	2.610146	0.0099						
AR(1)	-1.400907	0.033302	-42.06717	0.0000						
AR(2)	-0.890007	0.030996	-28.71358	0.0000						
MA(1)	1.505959	0.013015	115.7067	0.0000						
MA(2)	0.982669	0.009119	107.7589	0.0000						
R-squared	0.114506	Mean dependent var	0.000714							
Adjusted R-squared	0.080879	S.D. dependent var	0.016379							
S.E. of regression	0.015703	Akaike info criterion	-5.428472							
Sum squared resid	0.038959	Schwarz criterion	-5.296705							
Log likelihood	454.8490	Hannan-Quinn criter.	-5.374983							
F-statistic	3.405238	Durbin-Watson stat	1.703287							
Prob(F-statistic)	0.003462									
Inverted AR Roots	-.70+.63i	-.70-.63i								
Inverted MA Roots	-.75-.64i	-.75+.64i								

GOOGLE TRENDS – PRICE ON TREND, ARIMA + LAGS (ABOLUTE VALUES=VOLATILITY)

TESLA					FACEBOOK				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 18:49					Date: 05/07/15 Time: 18:53				
Sample (adjusted): 5 114					Sample (adjusted): 5 150				
Included observations: 110 after adjustments					Included observations: 146 after adjustments				
Convergence achieved after 57 iterations					Convergence achieved after 24 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.018544	0.016224	1.143004	0.2557	C	0.025359	0.004232	5.992306	0.0000
I_LAG_TREND_PERC_CH	0.043209	0.009847	4.388062	0.0000	I_LAG_TREND_F	0.102333	0.017489	5.851185	0.0000
II_LAG_TREND_PERC_CH	-0.009843	0.009779	-1.006575	0.3165	II_LAG_TREND_F	-0.020590	0.017609	-1.169248	0.2443
AR(1)	0.310874	0.687645	0.452085	0.6522	AR(1)	0.885861	0.025248	35.08572	0.0000
AR(2)	0.645487	0.667292	0.967322	0.3356	AR(2)	-0.922772	0.022096	-41.76221	0.0000
MA(1)	-0.327959	0.702202	-0.467043	0.6415	MA(1)	-0.856636	0.028669	-29.88005	0.0000
MA(2)	-0.642935	0.681162	-0.943880	0.3474	MA(2)	0.987367	0.017844	55.33320	0.0000
R-squared	0.267984	Mean dependent var		0.051942	R-squared	0.319812	Mean dependent var		0.036539
Adjusted R-squared	0.225343	S.D. dependent var		0.049888	Adjusted R-squared	0.290451	S.D. dependent var		0.037182
S.E. of regression	0.043908	Akaike info criterion		-3.351897	S.E. of regression	0.031321	Akaike info criterion		-4.042327
Sum squared resid	0.198579	Schwarz criterion		-3.180048	Sum squared resid	0.136356	Schwarz criterion		-3.899277
Log likelihood	191.3543	Hannan-Quinn criter.		-3.282194	Log likelihood	302.0899	Hannan-Quinn criter.		-3.984203
F-statistic	6.284559	Durbin-Watson stat		2.019402	F-statistic	10.89255	Durbin-Watson stat		1.873569
Prob(F-statistic)	0.000012				Prob(F-statistic)	0.000000			
Inverted AR Roots	.97	-.66			Inverted AR Roots	.44-.85i	.44+.85i		
Inverted MA Roots	.98	-.65			Inverted MA Roots	.43-.90i	.43+.90i		
GENERAL MOTORS					DELTA AIR LINES				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 18:55					Date: 05/07/15 Time: 18:57				
Sample (adjusted): 5 168					Sample (adjusted): 5 169				
Included observations: 164 after adjustments					Included observations: 165 after adjustments				
Convergence achieved after 14 iterations					Convergence achieved after 14 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.022443	0.002172	10.33220	0.0000	C	0.029499	0.004215	6.998301	0.0000
I_LAG_TREND_PERC_CH	0.002673	0.006744	0.396331	0.6924	I_LAG_TREND_F	0.016193	0.012076	1.340972	0.1819
II_LAG_TREND_PERC_CH	-0.000655	0.006741	-0.097213	0.9227	II_LAG_TREND_F	-0.003824	0.012065	-0.316936	0.7517
AR(1)	-0.866257	0.513235	-1.687837	0.0934	AR(1)	-0.379956	0.218303	-1.740498	0.0837
AR(2)	-0.171268	0.379162	-0.451702	0.6521	AR(2)	-0.483071	0.215510	-2.241521	0.0264
MA(1)	1.010047	0.495348	2.039064	0.0431	MA(1)	0.383549	0.221919	1.728326	0.0859
MA(2)	0.313384	0.383804	0.816521	0.4154	MA(2)	0.526719	0.219228	2.402605	0.0174
R-squared	0.034829	Mean dependent var		0.022764	R-squared	0.042240	Mean dependent var		0.031905
Adjusted R-squared	-0.002057	S.D. dependent var		0.015964	Adjusted R-squared	0.005870	S.D. dependent var		0.027362
S.E. of regression	0.015981	Akaike info criterion		-5.393129	S.E. of regression	0.027282	Akaike info criterion		-4.323696
Sum squared resid	0.040095	Schwarz criterion		-5.260818	Sum squared resid	0.117599	Schwarz criterion		-4.191929
Log likelihood	449.2366	Hannan-Quinn criter.		-5.339416	Log likelihood	363.7049	Hannan-Quinn criter.		-4.270207
F-statistic	0.944233	Durbin-Watson stat		2.007772	F-statistic	1.161383	Durbin-Watson stat		2.040419
Prob(F-statistic)	0.465178				Prob(F-statistic)	0.329755			
Inverted AR Roots	-.31	-.56			Inverted AR Roots	-.19+.67i	-.19-.67i		
Inverted MA Roots	-.51-.24i	-.51+.24i			Inverted MA Roots	-.19-.70i	-.19+.70i		

EXXON					APPLE				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 18:59					Date: 05/07/15 Time: 19:01				
Sample (adjusted): 5 169					Sample (adjusted): 5 169				
Included observations: 165 after adjustments					Included observations: 165 after adjustments				
Convergence achieved after 18 iterations					Convergence achieved after 16 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.011406	0.001376	8.291430	0.0000	C	0.021077	0.002440	8.636926	0.0000
I_LAG_TREND_PERC_CH	0.003186	0.005473	0.582164	0.5613	I_LAG_TREND_F	0.015326	0.004919	3.115873	0.0022
II_LAG_TREND_PERC_CI	0.006112	0.005468	1.117707	0.2654	II_LAG_TREND_F	0.000139	0.004871	0.028594	0.9772
AR(1)	-0.530355	0.102218	-5.188474	0.0000	AR(1)	0.037278	0.181730	0.205127	0.8377
AR(2)	-0.776812	0.092682	-8.381525	0.0000	AR(2)	0.730922	0.172852	4.228593	0.0000
MA(1)	0.532849	0.073087	7.290558	0.0000	MA(1)	-0.103724	0.218542	-0.474620	0.6357
MA(2)	0.903426	0.066820	13.52025	0.0000	MA(2)	-0.586141	0.208525	-2.810891	0.0056
R-squared	0.070969	Mean dependent var		0.012844	R-squared	0.103313	Mean dependent var		0.025380
Adjusted R-squared	0.035689	S.D. dependent var		0.010140	Adjusted R-squared	0.069262	S.D. dependent var		0.018301
S.E. of regression	0.009958	Akaike info criterion		-6.339480	S.E. of regression	0.017656	Akaike info criterion		-5.194003
Sum squared resid	0.015666	Schwarz criterion		-6.207713	Sum squared resid	0.049253	Schwarz criterion		-5.062236
Log likelihood	530.0071	Hannan-Quinn criter.		-6.285991	Log likelihood	435.5053	Hannan-Quinn criter.		-5.140514
F-statistic	2.011614	Durbin-Watson stat		1.928464	F-statistic	3.034036	Durbin-Watson stat		1.862123
Prob(F-statistic)	0.067142				Prob(F-statistic)	0.007780			
Inverted AR Roots	-.27+.84i	-.27-.84i			Inverted AR Roots	.87	-.84		
Inverted MA Roots	-.27+.91i	-.27-.91i			Inverted MA Roots	.82	-.72		
MICROSOFT					BLACKBERRY				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/07/15 Time: 19:02					Date: 05/07/15 Time: 19:04				
Sample (adjusted): 5 169					Sample (adjusted): 5 170				
Included observations: 165 after adjustments					Included observations: 166 after adjustments				
Convergence achieved after 31 iterations					Convergence achieved after 25 iterations				
MA Backcast: 3 4					MA Backcast: 3 4				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.018273	0.001570	11.63808	0.0000	C	0.048129	0.005450	8.830632	0.0000
I_LAG_TREND_PERC_CH	0.001868	0.006215	0.300492	0.7642	I_LAG_TREND_F	0.028270	0.010298	2.745193	0.0067
II_LAG_TREND_PERC_CI	-0.001358	0.006246	-0.217400	0.8282	II_LAG_TREND_F	-0.009760	0.010244	-0.952770	0.3422
AR(1)	0.187747	0.454869	0.412749	0.6804	AR(1)	0.397502	0.032507	12.22804	0.0000
AR(2)	0.703303	0.449080	1.566096	0.1193	AR(2)	-0.915464	0.032560	-28.11624	0.0000
MA(1)	-0.215219	0.420792	-0.511462	0.6097	MA(1)	-0.398257	0.012547	-31.74027	0.0000
MA(2)	-0.784583	0.446211	-1.758325	0.0806	MA(2)	0.983358	0.007908	124.3438	0.0000
R-squared	0.035254	Mean dependent var		0.018189	R-squared	0.087096	Mean dependent var		0.053585
Adjusted R-squared	-0.001382	S.D. dependent var		0.015893	Adjusted R-squared	0.052647	S.D. dependent var		0.050257
S.E. of regression	0.015904	Akaike info criterion		-5.402989	S.E. of regression	0.048916	Akaike info criterion		-3.156175
Sum squared resid	0.039964	Schwarz criterion		-5.271222	Sum squared resid	0.380450	Schwarz criterion		-3.024946
Log likelihood	452.7466	Hannan-Quinn criter.		-5.349501	Log likelihood	268.9625	Hannan-Quinn criter.		-3.102908
F-statistic	0.962274	Durbin-Watson stat		2.021936	F-statistic	2.528257	Durbin-Watson stat		2.043874
Prob(F-statistic)	0.452712				Prob(F-statistic)	0.022994			
Inverted AR Roots	.94	-.75			Inverted AR Roots	.20+.94i	.20-.94i		
Inverted MA Roots	1.00	-.78			Inverted MA Roots	.20-.97i	.20+.97i		

GOOGLE TRENDS – GRANGER CAUSALITY – REVERSED = LEAST SQUARES METHOD

GOOGLE					APPLE				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:02					Date: 05/10/15 Time: 19:04				
Sample (adjusted): 3 47					Sample (adjusted): 3 169				
Included observations: 45 after adjustments					Included observations: 167 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.010808	0.015258	0.708373	0.4826	C	0.054133	0.028214	1.918672	0.0568
I_LAG_ATV_PERC_CHAN	-0.061592	0.045405	-1.356487	0.1822	I_LAG_ATV_PER	-0.047362	0.091994	-0.514835	0.6074
II_LAG_ATV_PERC_CHAI	-0.031648	0.045039	-0.702687	0.4861	II_LAG_ATV_PEF	-0.094618	0.092130	-1.027001	0.3059
R-squared	0.045356	Mean dependent var		0.005863	R-squared	0.006742	Mean dependent var		0.048190
Adjusted R-squared	-0.000103	S.D. dependent var		0.099288	Adjusted R-squared	-0.005371	S.D. dependent var		0.354925
S.E. of regression	0.099293	Akaike info criterion		-1.717136	S.E. of regression	0.355877	Akaike info criterion		0.789338
Sum squared resid	0.414085	Schwarz criterion		-1.596692	Sum squared resid	20.77036	Schwarz criterion		0.845350
Log likelihood	41.63555	Hannan-Quinn criter.		-1.672235	Log likelihood	-62.90976	Hannan-Quinn criter.		0.812072
F-statistic	0.997729	Durbin-Watson stat		2.229253	F-statistic	0.556624	Durbin-Watson stat		2.240364
Prob(F-statistic)	0.377286				Prob(F-statistic)	0.574220			
TESLA					MICROSOFT				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:05					Date: 05/10/15 Time: 19:23				
Sample (adjusted): 3 114					Sample (adjusted): 3 169				
Included observations: 112 after adjustments					Included observations: 167 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.127827	0.055421	2.306458	0.0230	C	0.043302	0.021808	1.985627	0.0487
I_LAG_ATV_PERC_CHAN	-0.057339	0.086584	-0.662244	0.5092	I_LAG_ATV_PER	-0.107154	0.061199	-1.750901	0.0818
II_LAG_ATV_PERC_CHAI	-0.140010	0.086504	-1.618544	0.1084	II_LAG_ATV_PEF	-0.087927	0.061209	-1.436491	0.1528
R-squared	0.024545	Mean dependent var		0.100865	R-squared	0.023108	Mean dependent var		0.032985
Adjusted R-squared	0.006647	S.D. dependent var		0.555391	Adjusted R-squared	0.011195	S.D. dependent var		0.274948
S.E. of regression	0.553543	Akaike info criterion		1.681464	S.E. of regression	0.273405	Akaike info criterion		0.262073
Sum squared resid	33.39862	Schwarz criterion		1.754281	Sum squared resid	12.25902	Schwarz criterion		0.318085
Log likelihood	-91.16200	Hannan-Quinn criter.		1.711008	Log likelihood	-18.88310	Hannan-Quinn criter.		0.284807
F-statistic	1.371350	Durbin-Watson stat		2.497063	F-statistic	1.939690	Durbin-Watson stat		2.541566
Prob(F-statistic)	0.258107				Prob(F-statistic)	0.147032			
COCA-COLA					FACEBOOK				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:26					Date: 05/10/15 Time: 19:28				
Sample (adjusted): 3 169					Sample (adjusted): 3 150				
Included observations: 167 after adjustments					Included observations: 148 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.041561	0.018430	2.255066	0.0255	C	0.006711	0.017607	0.381157	0.7036
I_LAG_ATV_PERC_CHAN	-0.166510	0.057800	-2.880781	0.0045	I_LAG_ATV_PER	0.010587	0.031565	0.335412	0.7378
II_LAG_ATV_PERC_CHAI	-0.024422	0.057914	-0.421695	0.6738	II_LAG_ATV_PEF	-0.016175	0.031273	-0.517215	0.6058
R-squared	0.052492	Mean dependent var		0.031482	R-squared	0.003267	Mean dependent var		0.006278
Adjusted R-squared	0.040937	S.D. dependent var		0.233173	Adjusted R-squared	-0.010481	S.D. dependent var		0.206361
S.E. of regression	0.228351	Akaike info criterion		-0.098067	S.E. of regression	0.207439	Akaike info criterion		-0.287893
Sum squared resid	8.551625	Schwarz criterion		-0.042055	Sum squared resid	6.239507	Schwarz criterion		-0.227139
Log likelihood	11.18862	Hannan-Quinn criter.		-0.075333	Log likelihood	24.30412	Hannan-Quinn criter.		-0.263209
F-statistic	4.542768	Durbin-Watson stat		2.368926	F-statistic	0.237622	Durbin-Watson stat		2.405444
Prob(F-statistic)	0.012017				Prob(F-statistic)	0.788807			
GENERAL MOTORS					PROCTER&GAMBLE				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:31					Date: 05/10/15 Time: 19:34				
Sample (adjusted): 3 168					Sample (adjusted): 3 114				
Included observations: 166 after adjustments					Included observations: 112 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.036647	0.022813	1.606396	0.1101	C	0.048133	0.027258	1.765836	0.0802
I_LAG_ATV_PERC_CHAN	-0.057792	0.055980	-1.032361	0.3034	I_LAG_ATV_PER	-0.044340	0.107978	-0.410642	0.6821
II_LAG_ATV_PERC_CHAI	-0.006732	0.055897	-0.120440	0.9043	II_LAG_ATV_PEF	-0.158355	0.109342	-1.448261	0.1504
R-squared	0.007318	Mean dependent var		0.031714	R-squared	0.018952	Mean dependent var		0.041861
Adjusted R-squared	-0.004863	S.D. dependent var		0.278158	Adjusted R-squared	0.000951	S.D. dependent var		0.283001
S.E. of regression	0.278834	Akaike info criterion		0.301504	S.E. of regression	0.282866	Akaike info criterion		0.338737
Sum squared resid	12.67295	Schwarz criterion		0.357745	Sum squared resid	8.721465	Schwarz criterion		0.411554
Log likelihood	-22.02483	Hannan-Quinn criter.		0.324333	Log likelihood	-15.96927	Hannan-Quinn criter.		0.368281
F-statistic	0.600780	Durbin-Watson stat		2.930299	F-statistic	1.052849	Durbin-Watson stat		2.596863
Prob(F-statistic)	0.549593				Prob(F-statistic)	0.352463			

STARBUCKS					S&P500				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:35					Date: 05/10/15 Time: 19:36				
Sample (adjusted): 3 169					Sample (adjusted): 3 169				
Included observations: 167 after adjustments					Included observations: 167 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.047745	0.022421	2.129486	0.0347	C	0.028122	0.016462	1.708297	0.0895
I_LAG_ATV_PERC_CHAN	-0.023247	0.061300	-0.379228	0.7050	I_LAG_ATV_PER	-0.322162	0.115434	-2.790869	0.0059
II_LAG_ATV_PERC_CHAI	-0.060611	0.061393	-0.987262	0.3250	II_LAG_ATV_PEF	-0.141524	0.115846	-1.221651	0.2236
R-squared	0.006041	Mean dependent var		0.042952	R-squared	0.045693	Mean dependent var		0.022941
Adjusted R-squared	-0.006081	S.D. dependent var		0.280020	Adjusted R-squared	0.034055	S.D. dependent var		0.214583
S.E. of regression	0.280870	Akaike info criterion		0.315954	S.E. of regression	0.210898	Akaike info criterion		-0.257085
Sum squared resid	12.93766	Schwarz criterion		0.371966	Sum squared res	7.294374	Schwarz criterion		-0.201073
Log likelihood	-23.38216	Hannan-Quinn criter.		0.338688	Log likelihood	24.46661	Hannan-Quinn criter.		-0.234351
F-statistic	0.498334	Durbin-Watson stat		2.330218	F-statistic	3.926240	Durbin-Watson stat		2.703220
Prob(F-statistic)	0.608459				Prob(F-statistic)	0.021598			
DELTA AIR LINES					EXXON				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:38					Date: 05/10/15 Time: 19:41				
Sample (adjusted): 3 169					Sample (adjusted): 3 169				
Included observations: 167 after adjustments					Included observations: 167 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.043542	0.022540	1.931731	0.0551	C	0.030518	0.016881	1.807799	0.0725
I_LAG_ATV_PERC_CHAN	-0.025479	0.041049	-0.620711	0.5357	I_LAG_ATV_PER	-0.047439	0.073594	-0.644609	0.5201
II_LAG_ATV_PERC_CHAI	-0.002979	0.041106	-0.072473	0.9423	II_LAG_ATV_PEF	-0.085332	0.073853	-1.155428	0.2496
R-squared	0.002396	Mean dependent var		0.041055	R-squared	0.008437	Mean dependent var		0.026759
Adjusted R-squared	-0.009770	S.D. dependent var		0.280211	Adjusted R-squared	-0.003655	S.D. dependent var		0.213216
S.E. of regression	0.281576	Akaike info criterion		0.320974	S.E. of regression	0.213605	Akaike info criterion		-0.231574
Sum squared resid	13.00278	Schwarz criterion		0.376986	Sum squared res	7.482853	Schwarz criterion		-0.175563
Log likelihood	-23.80135	Hannan-Quinn criter.		0.343708	Log likelihood	22.33647	Hannan-Quinn criter.		-0.208841
F-statistic	0.196933	Durbin-Watson stat		2.861153	F-statistic	0.697707	Durbin-Watson stat		2.629295
Prob(F-statistic)	0.821440				Prob(F-statistic)	0.499197			
GOLDMAN SACHS					BLACKBERRY				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:48					Date: 05/10/15 Time: 19:49				
Sample (adjusted): 3 169					Sample (adjusted): 3 170				
Included observations: 167 after adjustments					Included observations: 168 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.045618	0.025429	1.793929	0.0747	C	0.090670	0.038097	2.379952	0.0185
I_LAG_ATV_PERC_CHAN	-0.033620	0.073253	-0.458953	0.6469	I_LAG_ATV_PER	-0.040013	0.053807	-0.743652	0.4581
II_LAG_ATV_PERC_CHAI	-0.125886	0.072539	-1.735418	0.0845	II_LAG_ATV_PEF	-0.068642	0.053990	-1.271390	0.2054
R-squared	0.018033	Mean dependent var		0.037484	R-squared	0.011354	Mean dependent var		0.074537
Adjusted R-squared	0.006058	S.D. dependent var		0.321284	Adjusted R-squared	-0.000630	S.D. dependent var		0.467061
S.E. of regression	0.320310	Akaike info criterion		0.578743	S.E. of regression	0.467208	Akaike info criterion		1.333611
Sum squared resid	16.82610	Schwarz criterion		0.634755	Sum squared res	36.01672	Schwarz criterion		1.389396
Log likelihood	-45.32503	Hannan-Quinn criter.		0.601477	Log likelihood	-109.0233	Hannan-Quinn criter.		1.356251
F-statistic	1.505838	Durbin-Watson stat		2.268284	F-statistic	0.947448	Durbin-Watson stat		1.951837
Prob(F-statistic)	0.224882				Prob(F-statistic)	0.389828			
YAHOO									
Dependent Variable: TREND_PERC_CHANGE									
Method: Least Squares									
Date: 05/10/15 Time: 19:51									
Sample (adjusted): 3 170									
Included observations: 168 after adjustments									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.012756	0.011930	1.069207	0.2865					
I_LAG_ATV_PERC_CHAN	0.011261	0.024303	0.463382	0.6437					
II_LAG_ATV_PERC_CHAI	-0.033289	0.024305	-1.369646	0.1727					
R-squared	0.014334	Mean dependent var		0.010880					
Adjusted R-squared	0.002386	S.D. dependent var		0.149238					
S.E. of regression	0.149060	Akaike info criterion		-0.951238					
Sum squared resid	3.666122	Schwarz criterion		-0.895453					
Log likelihood	82.90402	Hannan-Quinn criter.		-0.928598					
F-statistic	1.199746	Durbin-Watson stat		2.376177					
Prob(F-statistic)	0.303885								

TESLA					FACEBOOK				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:17					Date: 05/10/15 Time: 19:28				
Sample (adjusted): 3 114					Sample (adjusted): 3 150				
Included observations: 112 after adjustments					Included observations: 148 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.106895	0.055302	1.932924	0.0558	C	0.007265	0.017270	0.420662	0.6746
I_LAG_AWP_PERC_CHAI	-0.574085	0.798129	-0.719288	0.4735	I_LAG_AWP_PEF	0.124401	0.341566	0.364208	0.7162
II_LAG_AWP_PERC_CHA	0.211806	0.798347	0.265305	0.7913	II_LAG_AWP_PE	-0.299518	0.331629	-0.903173	0.3679
R-squared	0.004755	Mean dependent var		0.100865	R-squared	0.005646	Mean dependent var		0.006278
Adjusted R-squared	-0.013507	S.D. dependent var		0.555391	Adjusted R-squared	-0.008069	S.D. dependent var		0.206361
S.E. of regression	0.559130	Akaike info criterion		1.701549	S.E. of regression	0.207192	Akaike info criterion		-0.290284
Sum squared resid	34.07622	Schwarz criterion		1.774366	Sum squared resid	6.224611	Schwarz criterion		-0.229529
Log likelihood	-92.28676	Hannan-Quinn criter.		1.731093	Log likelihood	24.48099	Hannan-Quinn criter.		-0.265599
F-statistic	0.260363	Durbin-Watson stat		2.501630	F-statistic	0.411685	Durbin-Watson stat		2.368189
Prob(F-statistic)	0.771250				Prob(F-statistic)	0.663305			
GENERAL MOTORS					DELTA AIR LINES				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:31					Date: 05/10/15 Time: 19:38				
Sample (adjusted): 3 168					Sample (adjusted): 3 169				
Included observations: 166 after adjustments					Included observations: 167 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.035898	0.021883	1.640491	0.1028	C	0.050607	0.022883	2.211599	0.0284
I_LAG_AWP_PERC_CHAI	-0.501663	0.796626	-0.629735	0.5297	I_LAG_AWP_PEF	-0.967506	0.522290	-1.852432	0.0658
II_LAG_AWP_PERC_CHA	-0.728742	0.796467	-0.914968	0.3616	II_LAG_AWP_PE	0.092284	0.522590	0.176590	0.8600
R-squared	0.009363	Mean dependent var		0.031714	R-squared	0.020585	Mean dependent var		0.041055
Adjusted R-squared	-0.002792	S.D. dependent var		0.278158	Adjusted R-squared	0.008641	S.D. dependent var		0.280211
S.E. of regression	0.278546	Akaike info criterion		0.299441	S.E. of regression	0.278998	Akaike info criterion		0.302573
Sum squared resid	12.64684	Schwarz criterion		0.355682	Sum squared resid	12.76570	Schwarz criterion		0.358585
Log likelihood	-21.85360	Hannan-Quinn criter.		0.322269	Log likelihood	-22.26488	Hannan-Quinn criter.		0.325307
F-statistic	0.770337	Durbin-Watson stat		2.965602	F-statistic	1.723427	Durbin-Watson stat		2.823067
Prob(F-statistic)	0.464534				Prob(F-statistic)	0.181670			
EXXON									
Dependent Variable: TREND_PERC_CHANGE									
Method: Least Squares									
Date: 05/10/15 Time: 19:41									
Sample (adjusted): 3 169									
Included observations: 167 after adjustments									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.025503	0.016442	1.551060	0.1228					
I_LAG_AWP_PERC_CHAI	0.293502	1.008210	0.291112	0.7713					
II_LAG_AWP_PERC_CHA	1.816209	1.007799	1.802154	0.0734					
R-squared	0.021150	Mean dependent var		0.026759					
Adjusted R-squared	0.009213	S.D. dependent var		0.213216					
S.E. of regression	0.212231	Akaike info criterion		-0.244479					
Sum squared resid	7.386911	Schwarz criterion		-0.188467					
Log likelihood	23.41400	Hannan-Quinn criter.		-0.221745					
F-statistic	1.771794	Durbin-Watson stat		2.646751					
Prob(F-statistic)	0.173267								

TESLA					MICROSOFT				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:17					Date: 05/10/15 Time: 19:23				
Sample (adjusted): 3 114					Sample (adjusted): 3 169				
Included observations: 112 after adjustments					Included observations: 167 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.129188	0.091314	1.414756	0.1600	C	0.117718	0.040375	2.915602	0.0040
I_LAG_A_AWP_PERC_CH	-0.144124	1.076038	-0.133940	0.8937	I_LAG_A_AWP_I	-2.699863	1.331406	-2.027828	0.0442
II_LAG_A_AWP_PERC_C	-0.405600	1.078674	-0.376018	0.7076	II_LAG_A_AWP	-1.945519	1.333203	-1.459282	0.1464
R-squared	0.001566	Mean dependent var		0.100865	R-squared	0.036465	Mean dependent var		0.032985
Adjusted R-squared	-0.016754	S.D. dependent var		0.555391	Adjusted R-squared	0.024715	S.D. dependent var		0.274948
S.E. of regression	0.560024	Akaike info criterion		1.704748	S.E. of regression	0.271529	Akaike info criterion		0.248306
Sum squared resid	34.18538	Schwarz criterion		1.777565	Sum squared res	12.09140	Schwarz criterion		0.304318
Log likelihood	-92.46588	Hannan-Quinn criter.		1.734292	Log likelihood	-17.73355	Hannan-Quinn criter.		0.271040
F-statistic	0.085494	Durbin-Watson stat		2.543042	F-statistic	3.103286	Durbin-Watson stat		2.614344
Prob(F-statistic)	0.918120				Prob(F-statistic)	0.047549			
FACEBOOK					GENERAL MOTORS				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:28					Date: 05/10/15 Time: 19:31				
Sample (adjusted): 3 150					Sample (adjusted): 3 168				
Included observations: 148 after adjustments					Included observations: 166 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.054203	0.027096	2.000425	0.0473	C	0.064690	0.046796	1.382367	0.1688
I_LAG_A_AWP_PERC_CH	-1.050107	0.457302	-2.296311	0.0231	I_LAG_A_AWP_I	-1.348090	1.349958	-0.998616	0.3195
II_LAG_A_AWP_PERC_C	-0.222039	0.443492	-0.500661	0.6174	II_LAG_A_AWP	-0.096901	1.349025	-0.071831	0.9428
R-squared	0.041898	Mean dependent var		0.006278	R-squared	0.006249	Mean dependent var		0.031714
Adjusted R-squared	0.028682	S.D. dependent var		0.206361	Adjusted R-squared	-0.005944	S.D. dependent var		0.278158
S.E. of regression	0.203380	Akaike info criterion		-0.327422	S.E. of regression	0.278984	Akaike info criterion		0.302580
Sum squared resid	5.997680	Schwarz criterion		-0.266668	Sum squared res	12.68659	Schwarz criterion		0.358820
Log likelihood	27.22923	Hannan-Quinn criter.		-0.302738	Log likelihood	-22.11412	Hannan-Quinn criter.		0.325408
F-statistic	3.170413	Durbin-Watson stat		2.312992	F-statistic	0.512512	Durbin-Watson stat		2.950611
Prob(F-statistic)	0.044912				Prob(F-statistic)	0.599951			
DELTA AIR LINES					EXXON				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:38					Date: 05/10/15 Time: 19:41				
Sample (adjusted): 3 169					Sample (adjusted): 3 169				
Included observations: 167 after adjustments					Included observations: 167 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.109347	0.040867	2.675661	0.0082	C	0.032829	0.033911	0.968077	0.3344
I_LAG_A_AWP_PERC_CH	-2.352368	0.754579	-3.117458	0.0022	I_LAG_A_AWP_I	0.577791	1.632922	0.353839	0.7239
II_LAG_A_AWP_PERC_C	0.278976	0.753856	0.370066	0.7118	II_LAG_A_AWP	-1.044705	1.635814	-0.638646	0.5239
R-squared	0.056514	Mean dependent var		0.041055	R-squared	0.003174	Mean dependent var		0.026759
Adjusted R-squared	0.045009	S.D. dependent var		0.280211	Adjusted R-squared	-0.008983	S.D. dependent var		0.213216
S.E. of regression	0.273832	Akaike info criterion		0.265199	S.E. of regression	0.214171	Akaike info criterion		-0.226281
Sum squared resid	12.29739	Schwarz criterion		0.321211	Sum squared res	7.522571	Schwarz criterion		-0.170269
Log likelihood	-19.14409	Hannan-Quinn criter.		0.287933	Log likelihood	21.89443	Hannan-Quinn criter.		-0.203547
F-statistic	4.911774	Durbin-Watson stat		2.825889	F-statistic	0.261068	Durbin-Watson stat		2.685800
Prob(F-statistic)	0.008478				Prob(F-statistic)	0.770548			
APPLE					BLACKBERRY				
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/10/15 Time: 19:47					Date: 05/10/15 Time: 19:49				
Sample (adjusted): 3 169					Sample (adjusted): 3 170				
Included observations: 167 after adjustments					Included observations: 168 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.171247	0.060060	2.851285	0.0049	C	0.067010	0.064774	1.034519	0.3024
I_LAG_A_AWP_PERC_CH	-3.174496	1.498156	-2.118936	0.0356	I_LAG_A_AWP_I	-0.418480	0.724660	-0.577485	0.5644
II_LAG_A_AWP_PERC_C	-1.642267	1.497768	-1.096476	0.2745	II_LAG_A_AWP	0.559946	0.722756	0.774736	0.4396
R-squared	0.034092	Mean dependent var		0.048190	R-squared	0.005389	Mean dependent var		0.074537
Adjusted R-squared	0.022312	S.D. dependent var		0.354925	Adjusted R-squared	-0.006667	S.D. dependent var		0.467061
S.E. of regression	0.350943	Akaike info criterion		0.761417	S.E. of regression	0.468615	Akaike info criterion		1.339626
Sum squared resid	20.19845	Schwarz criterion		0.817429	Sum squared res	36.23401	Schwarz criterion		1.395411
Log likelihood	-60.57833	Hannan-Quinn criter.		0.784151	Log likelihood	-109.5285	Hannan-Quinn criter.		1.362266
F-statistic	2.894197	Durbin-Watson stat		2.259498	F-statistic	0.447019	Durbin-Watson stat		1.961378
Prob(F-statistic)	0.058175				Prob(F-statistic)	0.640304			

GOOGLE					APPLE						
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/10/15 Time: 19:02					Date: 05/10/15 Time: 19:04						
Sample (adjusted): 3 47					Sample (adjusted): 3 169						
Included observations: 45 after adjustments					Included observations: 167 after adjustments						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.010808	0.015258	0.708373	0.4826	C	0.054133	0.028214	1.918672	0.0568		
I_LAG_ATV_PERC_CHAN	-0.061592	0.045405	-1.356487	0.1822	I_LAG_ATV_PER	-0.047362	0.091994	-0.514835	0.6074		
II_LAG_ATV_PERC_CHAI	-0.031648	0.045039	-0.702687	0.4861	II_LAG_ATV_PEF	-0.094618	0.092130	-1.027001	0.3059		
R-squared	0.045356	Mean dependent var			0.005863	R-squared	0.006742	Mean dependent var			0.048190
Adjusted R-squared	-0.000103	S.D. dependent var			0.099288	Adjusted R-squared	-0.005371	S.D. dependent var			0.354925
S.E. of regression	0.099293	Akaike info criterion			-1.717136	S.E. of regressior	0.355877	Akaike info criterion			0.789338
Sum squared resid	0.414085	Schwarz criterion			-1.596692	Sum squared res	20.77036	Schwarz criterion			0.845350
Log likelihood	41.63555	Hannan-Quinn criter.			-1.672235	Log likelihood	-62.90976	Hannan-Quinn criter.			0.812072
F-statistic	0.997729	Durbin-Watson stat			2.229253	F-statistic	0.556624	Durbin-Watson stat			2.240364
Prob(F-statistic)	0.377286					Prob(F-statistic)	0.574220				
TESLA					MICROSOFT						
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/10/15 Time: 19:05					Date: 05/10/15 Time: 19:23						
Sample (adjusted): 3 114					Sample (adjusted): 3 169						
Included observations: 112 after adjustments					Included observations: 167 after adjustments						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.127827	0.055421	2.306458	0.0230	C	0.043302	0.021808	1.985627	0.0487		
I_LAG_ATV_PERC_CHAN	-0.057339	0.086584	-0.662244	0.5092	I_LAG_ATV_PER	-0.107154	0.061199	-1.750901	0.0818		
II_LAG_ATV_PERC_CHAI	-0.140010	0.086504	-1.618544	0.1084	II_LAG_ATV_PEF	-0.087927	0.061209	-1.436491	0.1528		
R-squared	0.024545	Mean dependent var			0.100865	R-squared	0.023108	Mean dependent var			0.032985
Adjusted R-squared	0.006647	S.D. dependent var			0.555391	Adjusted R-squared	0.011195	S.D. dependent var			0.274948
S.E. of regression	0.553543	Akaike info criterion			1.681464	S.E. of regressior	0.273405	Akaike info criterion			0.262073
Sum squared resid	33.39862	Schwarz criterion			1.754281	Sum squared res	12.25902	Schwarz criterion			0.318085
Log likelihood	-91.16200	Hannan-Quinn criter.			1.711008	Log likelihood	-18.88310	Hannan-Quinn criter.			0.284807
F-statistic	1.371350	Durbin-Watson stat			2.497063	F-statistic	1.939690	Durbin-Watson stat			2.541566
Prob(F-statistic)	0.258107					Prob(F-statistic)	0.147032				
COCA-COLA					FACEBOOK						
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/10/15 Time: 19:26					Date: 05/10/15 Time: 19:28						
Sample (adjusted): 3 169					Sample (adjusted): 3 150						
Included observations: 167 after adjustments					Included observations: 148 after adjustments						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.041561	0.018430	2.255066	0.0255	C	0.006711	0.017607	0.381157	0.7036		
I_LAG_ATV_PERC_CHAN	-0.166510	0.057800	-2.880781	0.0045	I_LAG_ATV_PER	0.010587	0.031565	0.335412	0.7378		
II_LAG_ATV_PERC_CHAI	-0.024422	0.057914	-0.421695	0.6738	II_LAG_ATV_PEF	-0.016175	0.031273	-0.517215	0.6058		
R-squared	0.052492	Mean dependent var			0.031482	R-squared	0.003267	Mean dependent var			0.006278
Adjusted R-squared	0.040937	S.D. dependent var			0.233173	Adjusted R-squared	-0.010481	S.D. dependent var			0.206361
S.E. of regression	0.228351	Akaike info criterion			-0.098067	S.E. of regressior	0.207439	Akaike info criterion			-0.287893
Sum squared resid	8.551625	Schwarz criterion			-0.042055	Sum squared res	6.239507	Schwarz criterion			-0.227139
Log likelihood	11.18862	Hannan-Quinn criter.			-0.075333	Log likelihood	24.30412	Hannan-Quinn criter.			-0.263209
F-statistic	4.542768	Durbin-Watson stat			2.368926	F-statistic	0.237622	Durbin-Watson stat			2.405444
Prob(F-statistic)	0.012017					Prob(F-statistic)	0.788807				
GENERAL MOTORS					PROCTER&GAMBLE						
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/10/15 Time: 19:31					Date: 05/10/15 Time: 19:34						
Sample (adjusted): 3 168					Sample (adjusted): 3 114						
Included observations: 166 after adjustments					Included observations: 112 after adjustments						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.036647	0.022813	1.606396	0.1101	C	0.048133	0.027258	1.765836	0.0802		
I_LAG_ATV_PERC_CHAN	-0.057792	0.055980	-1.032361	0.3034	I_LAG_ATV_PER	-0.044340	0.107978	-0.410642	0.6821		
II_LAG_ATV_PERC_CHAI	-0.006732	0.055897	-0.120440	0.9043	II_LAG_ATV_PEF	-0.158355	0.109342	-1.448261	0.1504		
R-squared	0.007318	Mean dependent var			0.031714	R-squared	0.018952	Mean dependent var			0.041861
Adjusted R-squared	-0.004863	S.D. dependent var			0.278158	Adjusted R-squared	0.000951	S.D. dependent var			0.283001
S.E. of regression	0.278834	Akaike info criterion			0.301504	S.E. of regressior	0.282866	Akaike info criterion			0.338737
Sum squared resid	12.67295	Schwarz criterion			0.357745	Sum squared res	8.721465	Schwarz criterion			0.411554
Log likelihood	-22.02483	Hannan-Quinn criter.			0.324333	Log likelihood	-15.96927	Hannan-Quinn criter.			0.368281
F-statistic	0.600780	Durbin-Watson stat			2.930299	F-statistic	1.052849	Durbin-Watson stat			2.596863
Prob(F-statistic)	0.549593					Prob(F-statistic)	0.352463				

STARBUCKS					S&P500					
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/10/15 Time: 19:35					Date: 05/10/15 Time: 19:36					
Sample (adjusted): 3 169					Sample (adjusted): 3 169					
Included observations: 167 after adjustments					Included observations: 167 after adjustments					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.047745	0.022421	2.129486	0.0347	C	0.028122	0.016462	1.708297	0.0895	
I_LAG_ATV_PERC_CHAN	-0.023247	0.061300	-0.379228	0.7050	I_LAG_ATV_PER	-0.322162	0.115434	-2.790869	0.0059	
II_LAG_ATV_PERC_CHAI	-0.060611	0.061393	-0.987262	0.3250	II_LAG_ATV_PEF	-0.141524	0.115846	-1.221651	0.2236	
R-squared	0.006041	Mean dependent var			0.042952	R-squared	0.045693	Mean dependent var		0.022941
Adjusted R-squared	-0.006081	S.D. dependent var			0.280020	Adjusted R-squared	0.034055	S.D. dependent var		0.214583
S.E. of regression	0.280870	Akaike info criterion			0.315954	S.E. of regression	0.210898	Akaike info criterion		-0.257085
Sum squared resid	12.93766	Schwarz criterion			0.371966	Sum squared res	7.294374	Schwarz criterion		-0.201073
Log likelihood	-23.38216	Hannan-Quinn criter.			0.338688	Log likelihood	24.46661	Hannan-Quinn criter.		-0.234351
F-statistic	0.498334	Durbin-Watson stat			2.330218	F-statistic	3.926240	Durbin-Watson stat		2.703220
Prob(F-statistic)	0.608459					Prob(F-statistic)	0.021598			
DELTA AIR LINES					EXXON					
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/10/15 Time: 19:38					Date: 05/10/15 Time: 19:41					
Sample (adjusted): 3 169					Sample (adjusted): 3 169					
Included observations: 167 after adjustments					Included observations: 167 after adjustments					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.043542	0.022540	1.931731	0.0551	C	0.030518	0.016881	1.807799	0.0725	
I_LAG_ATV_PERC_CHAN	-0.025479	0.041049	-0.620711	0.5357	I_LAG_ATV_PER	-0.047439	0.073594	-0.644609	0.5201	
II_LAG_ATV_PERC_CHAI	-0.002979	0.041106	-0.072473	0.9423	II_LAG_ATV_PEF	-0.085332	0.073853	-1.155428	0.2496	
R-squared	0.002396	Mean dependent var			0.041055	R-squared	0.008437	Mean dependent var		0.026759
Adjusted R-squared	-0.009770	S.D. dependent var			0.280211	Adjusted R-squared	-0.003655	S.D. dependent var		0.213216
S.E. of regression	0.281576	Akaike info criterion			0.320974	S.E. of regression	0.213605	Akaike info criterion		-0.231574
Sum squared resid	13.00278	Schwarz criterion			0.376986	Sum squared res	7.482853	Schwarz criterion		-0.175563
Log likelihood	-23.80135	Hannan-Quinn criter.			0.343708	Log likelihood	22.33647	Hannan-Quinn criter.		-0.208841
F-statistic	0.196933	Durbin-Watson stat			2.861153	F-statistic	0.697707	Durbin-Watson stat		2.629295
Prob(F-statistic)	0.821440					Prob(F-statistic)	0.499197			
GOLDMAN SACHS					BLACKBERRY					
Dependent Variable: TREND_PERC_CHANGE					Dependent Variable: TREND_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/10/15 Time: 19:48					Date: 05/10/15 Time: 19:49					
Sample (adjusted): 3 169					Sample (adjusted): 3 170					
Included observations: 167 after adjustments					Included observations: 168 after adjustments					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.045618	0.025429	1.793929	0.0747	C	0.090670	0.038097	2.379952	0.0185	
I_LAG_ATV_PERC_CHAN	-0.033620	0.073253	-0.458953	0.6469	I_LAG_ATV_PER	-0.040013	0.053807	-0.743652	0.4581	
II_LAG_ATV_PERC_CHAI	-0.125886	0.072539	-1.735418	0.0845	II_LAG_ATV_PEF	-0.068642	0.053990	-1.271390	0.2054	
R-squared	0.018033	Mean dependent var			0.037484	R-squared	0.011354	Mean dependent var		0.074537
Adjusted R-squared	0.006058	S.D. dependent var			0.321284	Adjusted R-squared	-0.000630	S.D. dependent var		0.467061
S.E. of regression	0.320310	Akaike info criterion			0.578743	S.E. of regression	0.467208	Akaike info criterion		1.333611
Sum squared resid	16.82610	Schwarz criterion			0.634755	Sum squared res	36.01672	Schwarz criterion		1.389396
Log likelihood	-45.32503	Hannan-Quinn criter.			0.601477	Log likelihood	-109.0233	Hannan-Quinn criter.		1.356251
F-statistic	1.505838	Durbin-Watson stat			2.268284	F-statistic	0.947448	Durbin-Watson stat		1.951837
Prob(F-statistic)	0.224882					Prob(F-statistic)	0.389828			
YAHOO										
Dependent Variable: TREND_PERC_CHANGE										
Method: Least Squares										
Date: 05/10/15 Time: 19:51										
Sample (adjusted): 3 170										
Included observations: 168 after adjustments										
Variable	Coefficient	Std. Error	t-Statistic	Prob.						
C	0.012756	0.011930	1.069207	0.2865						
I_LAG_ATV_PERC_CHAN	0.011261	0.024303	0.463382	0.6437						
II_LAG_ATV_PERC_CHAI	-0.033289	0.024305	-1.369646	0.1727						
R-squared	0.014334	Mean dependent var			0.010880					
Adjusted R-squared	0.002386	S.D. dependent var			0.149238					
S.E. of regression	0.149060	Akaike info criterion			-0.951238					
Sum squared resid	3.666122	Schwarz criterion			-0.895453					
Log likelihood	82.90402	Hannan-Quinn criter.			-0.928598					
F-statistic	1.199746	Durbin-Watson stat			2.376177					
Prob(F-statistic)	0.303885									

STOCKTWITS – LEAST SQUARES

APPLE					COCA-COLA				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 18:55					Date: 05/14/15 Time: 18:57				
Sample (adjusted): 1 170					Sample: 1 169				
Included observations: 170 after adjustments					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.012838	0.018349	0.699682	0.4851	C	0.038072	0.025068	1.518749	0.1307
TREND_PERC_CHANGE	0.568770	0.051809	10.97828	0.0000	TREND_PERC_CHANGE	0.421874	0.104763	4.026948	0.0001
R-squared	0.417723	Mean dependent var	0.040292		R-squared	0.088509	Mean dependent var	0.051810	
Adjusted R-squared	0.414258	S.D. dependent var	0.309680		Adjusted R-squared	0.083051	S.D. dependent var	0.337155	
S.E. of regression	0.237010	Akaike info criterion	-0.029736		S.E. of regression	0.322851	Akaike info criterion	0.588512	
Sum squared resid	9.437166	Schwarz criterion	0.007155		Sum squared resid	17.40688	Schwarz criterion	0.625553	
Log likelihood	4.527584	Hannan-Quinn criter.	-0.014766		Log likelihood	-47.72929	Hannan-Quinn criter.	0.603544	
F-statistic	120.5227	Durbin-Watson stat	2.570791		F-statistic	16.21631	Durbin-Watson stat	2.751065	
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000086			
DELTA AIR LINES					EXXON				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 18:58					Date: 05/14/15 Time: 19:00				
Sample: 1 169					Sample: 1 169				
Included observations: 169					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.067472	0.041516	1.625207	0.1060	C	0.018058	0.017734	1.018258	0.3100
TREND_PERC_CHANGE	0.476502	0.147428	3.232103	0.0015	TREND_PERC_CHANGE	0.356395	0.082826	4.302914	0.0000
R-squared	0.058871	Mean dependent var	0.087837		R-squared	0.099804	Mean dependent var	0.027082	
Adjusted R-squared	0.053236	S.D. dependent var	0.548244		Adjusted R-squared	0.094413	S.D. dependent var	0.240560	
S.E. of regression	0.533451	Akaike info criterion	1.592866		S.E. of regression	0.228923	Akaike info criterion	-0.099100	
Sum squared resid	47.52326	Schwarz criterion	1.629906		Sum squared resid	8.751745	Schwarz criterion	-0.062060	
Log likelihood	-132.5972	Hannan-Quinn criter.	1.607898		Log likelihood	10.37394	Hannan-Quinn criter.	-0.084068	
F-statistic	10.44649	Durbin-Watson stat	2.597269		F-statistic	18.51507	Durbin-Watson stat	2.791744	
Prob(F-statistic)	0.001481				Prob(F-statistic)	0.000029			
FACEBOOK					GE				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:03					Date: 05/14/15 Time: 19:04				
Sample: 1 150					Sample: 1 169				
Included observations: 150					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.080269	0.037814	2.122730	0.0354	C	0.048048	0.026153	1.837194	0.0680
TREND_PERC_CHANGE	1.486111	0.180709	8.223775	0.0000	TREND_PERC_CHANGE	0.097160	0.089608	1.084279	0.2798
R-squared	0.313641	Mean dependent var	0.083439		R-squared	0.006991	Mean dependent var	0.051810	
Adjusted R-squared	0.309003	S.D. dependent var	0.557108		Adjusted R-squared	0.001045	S.D. dependent var	0.337155	
S.E. of regression	0.463103	Akaike info criterion	1.311510		S.E. of regression	0.336979	Akaike info criterion	0.674171	
Sum squared resid	31.74075	Schwarz criterion	1.351651		Sum squared resid	18.96365	Schwarz criterion	0.711211	
Log likelihood	-96.36323	Hannan-Quinn criter.	1.327818		Log likelihood	-54.96743	Hannan-Quinn criter.	0.689202	
F-statistic	67.63048	Durbin-Watson stat	2.624398		F-statistic	1.175662	Durbin-Watson stat	2.821576	
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.279804			
GM					Goldman Sachs				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:06					Date: 05/14/15 Time: 19:09				
Sample: 1 168					Sample: 1 169				
Included observations: 168					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.066911	0.033144	2.018815	0.0451	C	0.041077	0.027330	1.503006	0.1347
TREND_PERC_CHANGE	0.219873	0.118015	1.863100	0.0642	TREND_PERC_CHANGE	0.154920	0.076829	2.016435	0.0454
R-squared	0.020482	Mean dependent var	0.074318		R-squared	0.023769	Mean dependent var	0.048763	
Adjusted R-squared	0.014581	S.D. dependent var	0.429632		Adjusted R-squared	0.017923	S.D. dependent var	0.355013	
S.E. of regression	0.426488	Akaike info criterion	1.145368		S.E. of regression	0.351817	Akaike info criterion	0.760352	
Sum squared resid	30.19406	Schwarz criterion	1.182558		Sum squared resid	20.67044	Schwarz criterion	0.797392	
Log likelihood	-94.21089	Hannan-Quinn criter.	1.160461		Log likelihood	-62.24973	Hannan-Quinn criter.	0.775383	
F-statistic	3.471142	Durbin-Watson stat	2.861400		F-statistic	4.066009	Durbin-Watson stat	2.494844	
Prob(F-statistic)	0.064215				Prob(F-statistic)	0.045357			

Google					MICROSOFT					
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:11					Date: 05/14/15 Time: 19:13					
Sample: 1 47					Sample: 1 169					
Included observations: 47					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.037673	0.045930	0.820235	0.4164	C	0.031289	0.025441	1.229839	0.2205	
TREND_PERC_CHANGE	1.294583	0.471024	2.748446	0.0086	TREND_PERC_CHANGE	0.602004	0.092619	6.499770	0.0000	
R-squared	0.143737	Mean dependent var			0.043959	R-squared	0.201900	Mean dependent var		0.051331
Adjusted R-squared	0.124709	S.D. dependent var			0.336148	Adjusted R-squared	0.197121	S.D. dependent var		0.366393
S.E. of regression	0.314490	Akaike info criterion			0.565893	S.E. of regression	0.328301	Akaike info criterion		0.621993
Sum squared resid	4.450680	Schwarz criterion			0.644622	Sum squared resid	17.99954	Schwarz criterion		0.659034
Log likelihood	-11.29848	Hannan-Quinn criter.			0.595519	Log likelihood	-50.55844	Hannan-Quinn criter.		0.637025
F-statistic	7.553956	Durbin-Watson stat			2.470812	F-statistic	42.24701	Durbin-Watson stat		2.724173
Prob(F-statistic)	0.008587					Prob(F-statistic)	0.000000			
MICHAEL KORS					PROCTER & GAMBLE					
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:16					Date: 05/14/15 Time: 19:19					
Sample: 1 80					Sample: 1 114					
Included observations: 80					Included observations: 114					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.187038	0.090659	2.063090	0.0424	C	0.020558	0.024527	0.838168	0.4037	
TREND_PERC_CHANGE	0.113455	0.239535	0.473647	0.6371	TREND_PERC_CHANGE	0.166598	0.086703	1.921488	0.0572	
R-squared	0.002868	Mean dependent var			0.193310	R-squared	0.031913	Mean dependent var		0.027019
Adjusted R-squared	-0.009916	S.D. dependent var			0.798235	Adjusted R-squared	0.023270	S.D. dependent var		0.262478
S.E. of regression	0.802183	Akaike info criterion			2.421723	S.E. of regression	0.259406	Akaike info criterion		0.156544
Sum squared resid	50.19284	Schwarz criterion			2.481273	Sum squared resid	7.536650	Schwarz criterion		0.204548
Log likelihood	-94.86891	Hannan-Quinn criter.			2.445598	Log likelihood	-6.923015	Hannan-Quinn criter.		0.176026
F-statistic	0.224342	Durbin-Watson stat			2.639436	F-statistic	3.692117	Durbin-Watson stat		2.676134
Prob(F-statistic)	0.637074					Prob(F-statistic)	0.057212			
S&P 500					STARBUCKS					
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:20					Date: 05/14/15 Time: 19:22					
Sample: 1 169					Sample: 1 169					
Included observations: 169					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.005749	0.011126	0.516758	0.6060	C	0.023670	0.023602	1.002919	0.3174	
TREND_PERC_CHANGE	0.215806	0.051692	4.174796	0.0000	TREND_PERC_CHANGE	0.727620	0.083341	8.730612	0.0000	
R-squared	0.094502	Mean dependent var			0.010702	R-squared	0.313389	Mean dependent var		0.055334
Adjusted R-squared	0.089080	S.D. dependent var			0.150680	Adjusted R-squared	0.309278	S.D. dependent var		0.364790
S.E. of regression	0.143812	Akaike info criterion			-1.028850	S.E. of regression	0.303176	Akaike info criterion		0.462755
Sum squared resid	3.453898	Schwarz criterion			-0.991809	Sum squared resid	15.34989	Schwarz criterion		0.499795
Log likelihood	88.93779	Hannan-Quinn criter.			-1.013818	Log likelihood	-37.10280	Hannan-Quinn criter.		0.477787
F-statistic	17.42892	Durbin-Watson stat			2.740978	F-statistic	76.22358	Durbin-Watson stat		2.513025
Prob(F-statistic)	0.000048					Prob(F-statistic)	0.000000			
TESLA MOTORS					BLACKBERRY					
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:25					Date: 05/14/15 Time: 19:27					
Sample (adjusted): 1 114					Sample: 1 170					
Included observations: 114 after adjustments					Included observations: 170					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.070233	0.048141	1.458920	0.1474	C	0.093484	0.044141	2.117838	0.0357	
TREND_PERC_CHANGE	0.641024	0.086372	7.421653	0.0000	TREND_PERC_CHANGE	0.805986	0.094155	8.560226	0.0000	
R-squared	0.329666	Mean dependent var			0.135262	R-squared	0.303706	Mean dependent var		0.152853
Adjusted R-squared	0.323681	S.D. dependent var			0.614572	Adjusted R-squared	0.299562	S.D. dependent var		0.679132
S.E. of regression	0.505416	Akaike info criterion			1.490517	S.E. of regression	0.568381	Akaike info criterion		1.719644
Sum squared resid	28.60983	Schwarz criterion			1.538520	Sum squared resid	54.27348	Schwarz criterion		1.756535
Log likelihood	-82.95945	Hannan-Quinn criter.			1.509999	Log likelihood	-144.1697	Hannan-Quinn criter.		1.734614
F-statistic	55.08093	Durbin-Watson stat			2.687254	F-statistic	73.27746	Durbin-Watson stat		2.183095
Prob(F-statistic)	0.000000					Prob(F-statistic)	0.000000			

PLUG POWER					TWITTER				
Dependent Variable: ATV_PERC_CHANGE					Dependent Variable: ATV_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 20:21					Date: 05/14/15 Time: 20:23				
Sample: 1 170					Sample: 1 91				
Included observations: 170					Included observations: 91				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.578853	0.211299	2.739506	0.0068	C	0.067858	0.040907	1.658839	0.1007
TREND_PERC_CHANGE	0.117034	5.498249	0.021286	0.9830	TREND_PERC_CI	-0.054812	0.047941	-1.143308	0.2560
R-squared	0.000003	Mean dependent var		0.579103	R-squared	0.014475	Mean dependent var		0.062207
Adjusted R-squared	-0.005950	S.D. dependent var		2.742606	Adjusted R-squared	0.003401	S.D. dependent var		0.388028
S.E. of regression	2.750753	Akaike info criterion		4.873322	S.E. of regression	0.387367	Akaike info criterion		0.962845
Sum squared resid	1271.196	Schwarz criterion		4.910213	Sum squared resid	13.35475	Schwarz criterion		1.018029
Log likelihood	-412.2323	Hannan-Quinn criter.		4.888292	Log likelihood	-41.80947	Hannan-Quinn criter.		0.985109
F-statistic	0.000453	Durbin-Watson stat		2.112037	F-statistic	1.307153	Durbin-Watson stat		2.357522
Prob(F-statistic)	0.983043				Prob(F-statistic)	0.255977			
YAHOO									
Dependent Variable: ATV_PERC_CHANGE									
Method: Least Squares									
Date: 05/14/15 Time: 20:27									
Sample: 1 170									
Included observations: 170									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.067334	0.033424	2.014569	0.0455					
TREND_PERC_CHANGE	1.393809	0.225169	6.190045	0.0000					
R-squared	0.185718	Mean dependent var		0.082976					
Adjusted R-squared	0.180871	S.D. dependent var		0.480127					
S.E. of regression	0.434543	Akaike info criterion		1.182649					
Sum squared resid	31.72298	Schwarz criterion		1.219541					
Log likelihood	-98.52519	Hannan-Quinn criter.		1.197620					
F-statistic	38.31666	Durbin-Watson stat		2.635893					
Prob(F-statistic)	0.000000								

APPLE					COCA-COLA						
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 18:55					Date: 05/14/15 Time: 18:57						
Sample (adjusted): 1 170					Sample: 1 169						
Included observations: 170 after adjustments					Included observations: 169						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.005275	0.002385	2.211631	0.0283	C	0.001828	0.001267	1.442094	0.1511		
TREND_PERC_CHANGE	-0.001701	0.006734	-0.252588	0.8009	TREND_PERC_CI	-0.006852	0.005296	-1.293712	0.1976		
R-squared	0.000380	Mean dependent var			0.005193	R-squared	0.009923	Mean dependent var			0.001604
Adjusted R-squared	-0.005570	S.D. dependent var			0.030721	Adjusted R-squared	0.003994	S.D. dependent var			0.016354
S.E. of regression	0.030807	Akaike info criterion			-4.110461	S.E. of regression	0.016321	Akaike info criterion			-5.380916
Sum squared resid	0.159443	Schwarz criterion			-4.073569	Sum squared resid	0.044487	Schwarz criterion			-5.343875
Log likelihood	351.3892	Hannan-Quinn criter.			-4.095490	Log likelihood	456.6874	Hannan-Quinn criter.			-5.365884
F-statistic	0.063801	Durbin-Watson stat			1.491484	F-statistic	1.673691	Durbin-Watson stat			1.657023
Prob(F-statistic)	0.800895					Prob(F-statistic)	0.197551				
DELTA AIR LINES					EXXON						
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 18:58					Date: 05/14/15 Time: 19:00						
Sample: 1 169					Sample: 1 169						
Included observations: 169					Included observations: 169						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.009408	0.003163	2.974288	0.0034	C	0.000664	0.001274	0.521278	0.6029		
TREND_PERC_CHANGE	0.038276	0.011232	3.407670	0.0008	TREND_PERC_CI	-0.002410	0.005952	-0.404857	0.6861		
R-squared	0.065014	Mean dependent var			0.011044	R-squared	0.000981	Mean dependent var			0.000603
Adjusted R-squared	0.059415	S.D. dependent var			0.041907	Adjusted R-squared	-0.005002	S.D. dependent var			0.016410
S.E. of regression	0.040643	Akaike info criterion			-3.556215	S.E. of regression	0.016451	Akaike info criterion			-5.365133
Sum squared resid	0.275860	Schwarz criterion			-3.519175	Sum squared resid	0.045195	Schwarz criterion			-5.328092
Log likelihood	302.5002	Hannan-Quinn criter.			-3.541184	Log likelihood	455.3537	Hannan-Quinn criter.			-5.350101
F-statistic	11.61222	Durbin-Watson stat			1.630858	F-statistic	0.163910	Durbin-Watson stat			1.720608
Prob(F-statistic)	0.000821					Prob(F-statistic)	0.686100				
FACEBOOK					GE						
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 19:03					Date: 05/14/15 Time: 19:04						
Sample: 1 150					Sample: 1 169						
Included observations: 150					Included observations: 169						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.006410	0.004271	1.500644	0.1356	C	0.001374	0.001266	1.085736	0.2792		
TREND_PERC_CHANGE	0.066138	0.020411	3.240263	0.0015	TREND_PERC_CI	0.005938	0.004338	1.368976	0.1728		
R-squared	0.066242	Mean dependent var			0.006551	R-squared	0.011098	Mean dependent var			0.001604
Adjusted R-squared	0.059933	S.D. dependent var			0.053950	Adjusted R-squared	0.005176	S.D. dependent var			0.016354
S.E. of regression	0.052308	Akaike info criterion			-3.050084	S.E. of regression	0.016312	Akaike info criterion			-5.382103
Sum squared resid	0.404950	Schwarz criterion			-3.009942	Sum squared resid	0.044434	Schwarz criterion			-5.345063
Log likelihood	230.7563	Hannan-Quinn criter.			-3.033775	Log likelihood	456.7877	Hannan-Quinn criter.			-5.367071
F-statistic	10.49931	Durbin-Watson stat			1.427037	F-statistic	1.874095	Durbin-Watson stat			1.664433
Prob(F-statistic)	0.001475					Prob(F-statistic)	0.172845				
GM					Goldman Sachs						
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 19:06					Date: 05/14/15 Time: 19:09						
Sample: 1 168					Sample: 1 169						
Included observations: 168					Included observations: 169						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.002751	0.002136	1.288118	0.1995	C	0.001440	0.000631	2.279852	0.0239		
TREND_PERC_CHANGE	0.016066	0.007604	2.112737	0.0361	TREND_PERC_CI	-0.000664	0.001775	-0.373770	0.7090		
R-squared	0.026185	Mean dependent var			0.003292	R-squared	0.000836	Mean dependent var			0.001407
Adjusted R-squared	0.020319	S.D. dependent var			0.027765	Adjusted R-squared	-0.005147	S.D. dependent var			0.008108
S.E. of regression	0.027481	Akaike info criterion			-4.338791	S.E. of regression	0.008129	Akaike info criterion			-6.774982
Sum squared resid	0.125367	Schwarz criterion			-4.301601	Sum squared resid	0.011036	Schwarz criterion			-6.737942
Log likelihood	366.4585	Hannan-Quinn criter.			-4.323698	Log likelihood	574.4860	Hannan-Quinn criter.			-6.759951
F-statistic	4.463657	Durbin-Watson stat			1.532360	F-statistic	0.139704	Durbin-Watson stat			1.790498
Prob(F-statistic)	0.036119					Prob(F-statistic)	0.709049				

Google					MICROSOFT				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:11					Date: 05/14/15 Time: 19:13				
Sample: 1 47					Sample: 1 169				
Included observations: 47					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001775	0.003445	0.515227	0.6089	C	0.003061	0.001859	1.646607	0.1015
TREND_PERC_CHANGE	-0.052387	0.035330	-1.482779	0.1451	TREND_PERC_CHANGE	0.003216	0.006769	0.475200	0.6353
R-squared	0.046583	Mean dependent var			0.001350	Mean dependent var			0.003169
Adjusted R-squared	0.025396	S.D. dependent var			-0.004630	S.D. dependent var			0.023937
S.E. of regression	0.023589	Akaike info criterion			0.023992	Akaike info criterion			-4.610411
Sum squared resid	0.025040	Schwarz criterion			0.096130	Schwarz criterion			-4.573371
Log likelihood	110.4393	Hannan-Quinn criter.			391.5797	Hannan-Quinn criter.			-4.595379
F-statistic	2.198634	Durbin-Watson stat			0.225815	Durbin-Watson stat			1.970989
Prob(F-statistic)	0.145103				0.635265				
MICHAEL KORS					PROCTER & GAMBLE				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:16					Date: 05/14/15 Time: 19:19				
Sample: 1 80					Sample: 1 114				
Included observations: 80					Included observations: 114				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.000446	0.003676	-0.121269	0.9038	C	0.001958	0.001390	1.409452	0.1615
TREND_PERC_CHANGE	-0.006597	0.009713	-0.679129	0.4991	TREND_PERC_CHANGE	-0.000752	0.004912	-0.153063	0.8786
R-squared	0.005878	Mean dependent var			0.000209	Mean dependent var			0.001929
Adjusted R-squared	-0.006867	S.D. dependent var			-0.008718	S.D. dependent var			0.014632
S.E. of regression	0.032529	Akaike info criterion			0.014696	Akaike info criterion			-5.585081
Sum squared resid	0.082537	Schwarz criterion			0.024189	Schwarz criterion			-5.537078
Log likelihood	161.5463	Hannan-Quinn criter.			320.3496	Hannan-Quinn criter.			-5.565599
F-statistic	0.461217	Durbin-Watson stat			0.023428	Durbin-Watson stat			1.491374
Prob(F-statistic)	0.499066				0.878624				
S&P 500					STARBUCKS				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:20					Date: 05/14/15 Time: 19:22				
Sample: 1 169					Sample: 1 169				
Included observations: 169					Included observations: 169				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.003090	0.000976	3.165757	0.0018	C	0.004416	0.001849	2.389057	0.0180
TREND_PERC_CHANGE	-0.006563	0.004535	-1.447089	0.1497	TREND_PERC_CHANGE	0.009159	0.006528	1.403003	0.1625
R-squared	0.012384	Mean dependent var			0.011650	Mean dependent var			0.004815
Adjusted R-squared	0.006470	S.D. dependent var			0.005731	S.D. dependent var			0.023815
S.E. of regression	0.012617	Akaike info criterion			0.023747	Akaike info criterion			-4.630986
Sum squared resid	0.026584	Schwarz criterion			0.094172	Schwarz criterion			-4.593946
Log likelihood	500.1963	Hannan-Quinn criter.			393.3183	Hannan-Quinn criter.			-4.615955
F-statistic	2.094067	Durbin-Watson stat			1.968417	Durbin-Watson stat			1.583763
Prob(F-statistic)	0.149746				0.162472				
TESLA MOTORS					BLACKBERRY				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 19:25					Date: 05/14/15 Time: 19:27				
Sample (adjusted): 1 114					Sample: 1 170				
Included observations: 114 after adjustments					Included observations: 170				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.013481	0.006381	2.112619	0.0369	C	-0.001077	0.005707	-0.188725	0.8505
TREND_PERC_CHANGE	0.032598	0.011449	2.847241	0.0052	TREND_PERC_CHANGE	0.007991	0.012174	0.656435	0.5124
R-squared	0.067496	Mean dependent var			0.002558	Mean dependent var			-0.000488
Adjusted R-squared	0.059171	S.D. dependent var			-0.003379	S.D. dependent var			0.073367
S.E. of regression	0.066996	Akaike info criterion			0.073491	Akaike info criterion			-2.371626
Sum squared resid	0.502706	Schwarz criterion			0.907344	Schwarz criterion			-2.334734
Log likelihood	147.4061	Hannan-Quinn criter.			203.5882	Hannan-Quinn criter.			-2.356655
F-statistic	8.106780	Durbin-Watson stat			0.430907	Durbin-Watson stat			1.707646
Prob(F-statistic)	0.005247				0.512442				

PLUG POWER					TWITTER				
Dependent Variable: AWP_PERC_CHANGE					Dependent Variable: AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 20:21					Date: 05/14/15 Time: 20:23				
Sample: 1 170					Sample: 1 91				
Included observations: 170					Included observations: 91				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.011205	0.012007	0.933205	0.3521	C	0.009882	0.004692	2.106374	0.0380
TREND_PERC_CHANGE	0.359841	0.312424	1.151772	0.2511	TREND_PERC_CHANGE	-0.001282	0.005498	-0.233202	0.8161
R-squared	0.007834	Mean dependent var		0.011972	R-squared	0.000611	Mean dependent var		0.009750
Adjusted R-squared	0.001929	S.D. dependent var		0.156456	Adjusted R-squared	-0.010618	S.D. dependent var		0.044193
S.E. of regression	0.156305	Akaike info criterion		-0.862324	S.E. of regression	0.044427	Akaike info criterion		-3.368217
Sum squared resid	4.104435	Schwarz criterion		-0.825432	Sum squared resid	0.175663	Schwarz criterion		-3.313033
Log likelihood	75.29753	Hannan-Quinn criter.		-0.847354	Log likelihood	155.2539	Hannan-Quinn criter.		-3.345954
F-statistic	1.326578	Durbin-Watson stat		1.458630	F-statistic	0.054383	Durbin-Watson stat		1.616278
Prob(F-statistic)	0.251051				Prob(F-statistic)	0.816140			
YAHOO									
Dependent Variable: AWP_PERC_CHANGE									
Method: Least Squares									
Date: 05/14/15 Time: 20:27									
Sample: 1 170									
Included observations: 170									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.006406	0.002319	2.762496	0.0064					
TREND_PERC_CHANGE	0.013395	0.015622	0.857441	0.3924					
R-squared	0.004357	Mean dependent var		0.006556					
Adjusted R-squared	-0.001569	S.D. dependent var		0.030124					
S.E. of regression	0.030148	Akaike info criterion		-4.153718					
Sum squared resid	0.152693	Schwarz criterion		-4.116827					
Log likelihood	355.0661	Hannan-Quinn criter.		-4.138748					
F-statistic	0.735204	Durbin-Watson stat		1.783614					
Prob(F-statistic)	0.392423								

APPLE					COCA - COLA					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 18:55					Date: 05/14/15 Time: 18:57					
Sample (adjusted): 1 170					Sample: 1 169					
Included observations: 170 after adjustments					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.024757	0.001397	17.72133	0.0000	C	0.012742	0.000765	16.65723	0.0000	
TREND_PERC_CHANGE	0.008748	0.003945	2.217726	0.0279	TREND_PERC_CHANGE	0.007929	0.003197	2.480284	0.0141	
R-squared	0.028443	Mean dependent var			0.025179	R-squared	0.035528	Mean dependent var		0.013000
Adjusted R-squared	0.022660	S.D. dependent var			0.018253	Adjusted R-squared	0.029753	S.D. dependent var		0.010002
S.E. of regression	0.018045	Akaike info criterion			-5.180192	S.E. of regression	0.009852	Akaike info criterion		-6.390552
Sum squared resid	0.054705	Schwarz criterion			-5.143300	Sum squared resid	0.016209	Schwarz criterion		-6.353512
Log likelihood	442.3163	Hannan-Quinn criter.			-5.165222	Log likelihood	542.0017	Hannan-Quinn criter.		-6.375520
F-statistic	4.918310	Durbin-Watson stat			1.938151	F-statistic	6.151806	Durbin-Watson stat		1.827892
Prob(F-statistic)	0.027915					Prob(F-statistic)	0.014119			
DELTA AIR LINES					EXXON					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 18:58					Date: 05/14/15 Time: 19:00					
Sample: 1 169					Sample: 1 169					
Included observations: 169					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.032130	0.002152	14.92931	0.0000	C	0.012694	0.000780	16.27087	0.0000	
TREND_PERC_CHANGE	0.018810	0.007643	2.461187	0.0149	TREND_PERC_CHANGE	0.006967	0.003644	1.912220	0.0576	
R-squared	0.035002	Mean dependent var			0.032934	R-squared	0.021427	Mean dependent var		0.012870
Adjusted R-squared	0.029224	S.D. dependent var			0.028067	Adjusted R-squared	0.015567	S.D. dependent var		0.010150
S.E. of regression	0.027654	Akaike info criterion			-4.326328	S.E. of regression	0.010071	Akaike info criterion		-6.346616
Sum squared resid	0.127712	Schwarz criterion			-4.289288	Sum squared resid	0.016937	Schwarz criterion		-6.309576
Log likelihood	367.5747	Hannan-Quinn criter.			-4.311297	Log likelihood	538.2891	Hannan-Quinn criter.		-6.331585
F-statistic	6.057440	Durbin-Watson stat			1.972585	F-statistic	3.656585	Durbin-Watson stat		1.971356
Prob(F-statistic)	0.014865					Prob(F-statistic)	0.057560			
FACEBOOK					GE					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:03					Date: 05/14/15 Time: 19:04					
Sample: 1 150					Sample: 1 169					
Included observations: 150					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.038101	0.003094	12.31650	0.0000	C	0.013104	0.000776	16.88310	0.0000	
TREND_PERC_CHANGE	0.037063	0.014784	2.507048	0.0133	TREND_PERC_CHANGE	-0.002689	0.002659	-1.011000	0.3135	
R-squared	0.040738	Mean dependent var			0.038180	R-squared	0.006083	Mean dependent var		0.013000
Adjusted R-squared	0.034257	S.D. dependent var			0.038552	Adjusted R-squared	0.000132	S.D. dependent var		0.010002
S.E. of regression	0.037886	Akaike info criterion			-3.695234	S.E. of regression	0.010001	Akaike info criterion		-6.360479
Sum squared resid	0.212430	Schwarz criterion			-3.655092	Sum squared resid	0.016704	Schwarz criterion		-6.323439
Log likelihood	279.1426	Hannan-Quinn criter.			-3.678926	Log likelihood	539.4605	Hannan-Quinn criter.		-6.345447
F-statistic	6.285292	Durbin-Watson stat			1.493338	F-statistic	1.022122	Durbin-Watson stat		1.832784
Prob(F-statistic)	0.013255					Prob(F-statistic)	0.313479			
GM					Goldman Sachs					
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 19:06					Date: 05/14/15 Time: 19:09					
Sample: 1 168					Sample: 1 169					
Included observations: 168					Included observations: 169					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.022775	0.001255	18.14442	0.0000	C	0.006152	0.000425	14.47699	0.0000	
TREND_PERC_CHANGE	0.000435	0.004469	0.097430	0.9225	TREND_PERC_CHANGE	-0.000142	0.001195	-0.118740	0.9056	
R-squared	0.000057	Mean dependent var			0.022789	R-squared	0.000084	Mean dependent var		0.006145
Adjusted R-squared	-0.005967	S.D. dependent var			0.016104	Adjusted R-squared	-0.005903	S.D. dependent var		0.005454
S.E. of regression	0.016152	Akaike info criterion			-5.401764	S.E. of regression	0.005470	Akaike info criterion		-7.567193
Sum squared resid	0.043305	Schwarz criterion			-5.364574	Sum squared resid	0.004997	Schwarz criterion		-7.530152
Log likelihood	455.7482	Hannan-Quinn criter.			-5.386671	Log likelihood	641.4278	Hannan-Quinn criter.		-7.552161
F-statistic	0.009493	Durbin-Watson stat			1.806835	F-statistic	0.014099	Durbin-Watson stat		1.587133
Prob(F-statistic)	0.922502					Prob(F-statistic)	0.905624			

GOOGLE					MICROSOFT						
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 19:11					Date: 05/14/15 Time: 19:13						
Sample: 1 47					Sample: 1 169						
Included observations: 47					Included observations: 169						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.018410	0.002219	8.295668	0.0000	C	0.017949	0.001209	14.84791	0.0000		
TREND_PERC_CHANGE	0.004840	0.022759	0.212640	0.8326	TREND_PERC_CHANGE	0.009054	0.004401	2.057464	0.0412		
R-squared	0.001004	Mean dependent var			0.018434	R-squared	0.024722	Mean dependent var			0.018250
Adjusted R-squared	-0.021196	S.D. dependent var			0.015037	Adjusted R-squared	0.018882	S.D. dependent var			0.015749
S.E. of regression	0.015196	Akaike info criterion			-5.493988	S.E. of regression	0.015599	Akaike info criterion			-5.471434
Sum squared resid	0.010391	Schwarz criterion			-5.415259	Sum squared resid	0.040637	Schwarz criterion			-5.434394
Log likelihood	131.1087	Hannan-Quinn criter.			-5.464362	Log likelihood	464.3362	Hannan-Quinn criter.			-5.456403
F-statistic	0.045216	Durbin-Watson stat			2.240032	F-statistic	4.233159	Durbin-Watson stat			1.995759
Prob(F-statistic)	0.832568					Prob(F-statistic)	0.041196				
MICHAEL KORS					PROCTER & GAMBLE						
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 19:16					Date: 05/14/15 Time: 19:19						
Sample: 1 80					Sample: 1 114						
Included observations: 80					Included observations: 114						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.023753	0.002464	9.640253	0.0000	C	0.011027	0.000890	12.39628	0.0000		
TREND_PERC_CHANGE	0.003479	0.006510	0.534433	0.5946	TREND_PERC_CHANGE	0.005661	0.003144	1.800313	0.0745		
R-squared	0.003648	Mean dependent var			0.023945	R-squared	0.028125	Mean dependent var			0.011246
Adjusted R-squared	-0.009125	S.D. dependent var			0.021703	Adjusted R-squared	0.019447	S.D. dependent var			0.009501
S.E. of regression	0.021801	Akaike info criterion			-4.789005	S.E. of regression	0.009408	Akaike info criterion			-6.477148
Sum squared resid	0.037073	Schwarz criterion			-4.729454	Sum squared resid	0.009913	Schwarz criterion			-6.429145
Log likelihood	193.5602	Hannan-Quinn criter.			-4.765129	Log likelihood	371.1974	Hannan-Quinn criter.			-6.457666
F-statistic	0.285618	Durbin-Watson stat			1.955685	F-statistic	3.241128	Durbin-Watson stat			1.445680
Prob(F-statistic)	0.594562					Prob(F-statistic)	0.074503				
S&P 500					STARBUCKS						
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 19:20					Date: 05/14/15 Time: 19:23						
Sample: 1 169					Sample: 1 169						
Included observations: 169					Included observations: 169						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.010471	0.000594	17.64091	0.0000	C	0.018144	0.001226	14.80361	0.0000		
TREND_PERC_CHANGE	0.000213	0.002758	0.077158	0.9386	TREND_PERC_CHANGE	0.006173	0.004328	1.426380	0.1556		
R-squared	0.000036	Mean dependent var			0.010476	R-squared	0.012036	Mean dependent var			0.018413
Adjusted R-squared	-0.005952	S.D. dependent var			0.007650	Adjusted R-squared	0.006120	S.D. dependent var			0.015793
S.E. of regression	0.007672	Akaike info criterion			-6.890642	S.E. of regression	0.015745	Akaike info criterion			-5.452883
Sum squared resid	0.009830	Schwarz criterion			-6.853602	Sum squared resid	0.041398	Schwarz criterion			-5.415843
Log likelihood	584.2592	Hannan-Quinn criter.			-6.875610	Log likelihood	462.7686	Hannan-Quinn criter.			-5.437851
F-statistic	0.005953	Durbin-Watson stat			1.563858	F-statistic	2.034559	Durbin-Watson stat			1.659932
Prob(F-statistic)	0.938590					Prob(F-statistic)	0.155625				
TESLA MOTORS					BLACKBERRY						
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE						
Method: Least Squares					Method: Least Squares						
Date: 05/14/15 Time: 19:25					Date: 05/14/15 Time: 19:27						
Sample (adjusted): 1 114					Sample: 1 170						
Included observations: 114 after adjustments					Included observations: 170						
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.		
C	0.049497	0.004644	10.65821	0.0000	C	0.050855	0.003658	13.90213	0.0000		
TREND_PERC_CHANGE	0.015249	0.008332	1.830143	0.0699	TREND_PERC_CHANGE	0.036758	0.007803	4.710859	0.0000		
R-squared	0.029037	Mean dependent var			0.051044	R-squared	0.116683	Mean dependent var			0.053563
Adjusted R-squared	0.020368	S.D. dependent var			0.049260	Adjusted R-squared	0.111425	S.D. dependent var			0.049969
S.E. of regression	0.048756	Akaike info criterion			-3.186588	S.E. of regression	0.047103	Akaike info criterion			-3.261251
Sum squared resid	0.266241	Schwarz criterion			-3.138585	Sum squared resid	0.372745	Schwarz criterion			-3.224360
Log likelihood	183.6355	Hannan-Quinn criter.			-3.167106	Log likelihood	279.2064	Hannan-Quinn criter.			-3.246281
F-statistic	3.349425	Durbin-Watson stat			1.920145	F-statistic	22.19220	Durbin-Watson stat			2.083479
Prob(F-statistic)	0.069888					Prob(F-statistic)	0.000005				

PLUG POWER					TWITTER				
Dependent Variable: ABS_AWP_PERC_CHANGE					Dependent Variable: ABS_AWP_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 20:21					Date: 05/14/15 Time: 20:23				
Sample: 1 170					Sample: 1 91				
Included observations: 170					Included observations: 91				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.091184	0.009803	9.301691	0.0000	C	0.029359	0.003655	8.032336	0.0000
TREND_PERC_CHANGE	0.120833	0.255084	0.473698	0.6363	TREND_PERC_CI	-0.001391	0.004284	-0.324748	0.7461
R-squared	0.001334	Mean dependent var		0.091441	R-squared	0.001184	Mean dependent var		0.029216
Adjusted R-squared	-0.004611	S.D. dependent var		0.127325	Adjusted R-squared	-0.010039	S.D. dependent var		0.034440
S.E. of regression	0.127618	Akaike info criterion		-1.267860	S.E. of regression	0.034612	Akaike info criterion		-3.867501
Sum squared resid	2.736095	Schwarz criterion		-1.230968	Sum squared resid	0.106621	Schwarz criterion		-3.812317
Log likelihood	109.7681	Hannan-Quinn criter.		-1.252890	Log likelihood	177.9713	Hannan-Quinn criter.		-3.845238
F-statistic	0.224389	Durbin-Watson stat		1.627695	F-statistic	0.105461	Durbin-Watson stat		1.388064
Prob(F-statistic)	0.636331				Prob(F-statistic)	0.746134			
YAHOO									
Dependent Variable: ABS_AWP_PERC_CHANGE									
Method: Least Squares									
Date: 05/14/15 Time: 20:27									
Sample: 1 170									
Included observations: 170									
Variable	Coefficient	Std. Error	t-Statistic	Prob.					
C	0.022862	0.001584	14.43500	0.0000					
TREND_PERC_CHANGE	0.005396	0.010670	0.505717	0.6137					
R-squared	0.001520	Mean dependent var		0.022923					
Adjusted R-squared	-0.004423	S.D. dependent var		0.020546					
S.E. of regression	0.020591	Akaike info criterion		-4.916204					
Sum squared resid	0.071232	Schwarz criterion		-4.879313					
Log likelihood	419.8774	Hannan-Quinn criter.		-4.901234					
F-statistic	0.255749	Durbin-Watson stat		1.700112					
Prob(F-statistic)	0.613718								

STOCKTWITS – ARIMA

APPLE					BLACKBERRY				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:07					Date: 05/08/15 Time: 20:39				
Sample (adjusted): 3 252					Sample (adjusted): 3 252				
Included observations: 250 after adjustments					Included observations: 250 after adjustments				
Convergence achieved after 17 iterations					Convergence achieved after 18 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.004132	0.003882	-1.064182	0.2883	C	-0.002532	0.001794	-1.411371	0.1594
BULL_I_PERC_CHANGE	0.196677	0.022574	8.712509	0.0000	BULL_I_PERC_CHANGE	0.318111	0.031868	9.982150	0.0000
AR(1)	-1.759528	0.099626	-17.66139	0.0000	AR(1)	0.753466	0.868452	0.867597	0.3865
AR(2)	-0.773134	0.100524	-7.691036	0.0000	AR(2)	0.076517	0.674467	0.113448	0.9098
MA(1)	1.891279	0.052933	35.73000	0.0000	MA(1)	-0.966511	0.873247	-1.106802	0.2695
MA(2)	0.929105	0.051863	17.91452	0.0000	MA(2)	0.040385	0.786441	0.051351	0.9591
R-squared	0.249652	Mean dependent var		-0.002420	R-squared	0.291177	Mean dependent var		-0.002284
Adjusted R-squared	0.234276	S.D. dependent var		0.064785	Adjusted R-squared	0.276652	S.D. dependent var		0.070213
S.E. of regression	0.056690	Akaike info criterion		-2.878716	S.E. of regression	0.059716	Akaike info criterion		-2.774737
Sum squared resid	0.784168	Schwarz criterion		-2.794201	Sum squared resid	0.870095	Schwarz criterion		-2.690222
Log likelihood	365.8395	Hannan-Quinn criter.		-2.844701	Log likelihood	352.8422	Hannan-Quinn criter.		-2.740722
F-statistic	16.23649	Durbin-Watson stat		1.216344	F-statistic	20.04654	Durbin-Watson stat		1.476745
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000000			
Inverted AR Roots	-.85	-.91			Inverted AR Roots	.84	-.09		
Inverted MA Roots	-.95-.19i	-.95+.19i			Inverted MA Roots	.92	.04		
EXXON					FACEBOOK				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:42					Date: 05/08/15 Time: 20:43				
Sample (adjusted): 3 252					Sample (adjusted): 3 252				
Included observations: 250 after adjustments					Included observations: 250 after adjustments				
Convergence achieved after 32 iterations					Convergence achieved after 16 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.019528	0.061407	-0.318007	0.7508	C	-0.004292	0.003972	-1.080516	0.2810
BULL_I_PERC_CHANGE	0.017486	0.005343	3.272898	0.0012	BULL_I_PERC_CHANGE	0.201087	0.021659	9.284324	0.0000
AR(1)	0.078640	0.730120	0.107708	0.9143	AR(1)	-0.209200	0.066288	-3.155954	0.0018
AR(2)	0.606562	0.453614	1.337175	0.1824	AR(2)	-0.802622	0.065614	-12.23244	0.0000
MA(1)	0.745761	0.661889	1.126715	0.2610	MA(1)	0.207009	0.020017	10.34157	0.0000
MA(2)	-0.156074	0.565942	-0.275777	0.7830	MA(2)	0.959473	0.018134	52.90994	0.0000
R-squared	0.054564	Mean dependent var		-0.004134	R-squared	0.262775	Mean dependent var		-0.002511
Adjusted R-squared	0.035191	S.D. dependent var		0.064087	Adjusted R-squared	0.247668	S.D. dependent var		0.067176
S.E. of regression	0.062949	Akaike info criterion		-2.669274	S.E. of regression	0.058267	Akaike info criterion		-2.823867
Sum squared resid	0.966871	Schwarz criterion		-2.584759	Sum squared resid	0.828380	Schwarz criterion		-2.739352
Log likelihood	339.6592	Hannan-Quinn criter.		-2.635259	Log likelihood	358.9833	Hannan-Quinn criter.		-2.789852
F-statistic	2.816408	Durbin-Watson stat		1.092660	F-statistic	17.39414	Durbin-Watson stat		1.256024
Prob(F-statistic)	0.017109				Prob(F-statistic)	0.000000			
Inverted AR Roots	.82	-.74			Inverted AR Roots	-.10-.89i	-.10+.89i		
Inverted MA Roots	.17	-.92			Inverted MA Roots	-.10+.97i	-.10-.97i		
PLUG POWER					S&P 500				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:52					Date: 05/08/15 Time: 20:53				
Sample (adjusted): 3 252					Sample (adjusted): 3 252				
Included observations: 250 after adjustments					Included observations: 250 after adjustments				
Convergence achieved after 18 iterations					Convergence not achieved after 500 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.003370	0.005071	-0.664674	0.5069	C	-233.8002	10063119	-2.32E-05	1.0000
BULL_I_PERC_CHANGE	0.437726	0.039687	11.02946	0.0000	BULL_I_PERC_CHANGE	0.018958	0.006007	3.156242	0.0018
AR(1)	-0.220923	0.176320	-1.252961	0.2114	AR(1)	0.300577	1.757993	0.170977	0.8644
AR(2)	0.630005	0.160655	3.921468	0.0001	AR(2)	0.699396	1.672752	0.418111	0.6762
MA(1)	0.247541	0.173772	1.424519	0.1556	MA(1)	0.646826	1.677631	0.385559	0.7002
MA(2)	-0.686536	0.163857	-4.189842	0.0000	MA(2)	-0.038010	0.482216	-0.078824	0.9372
R-squared	0.358821	Mean dependent var		-0.000552	R-squared	0.057384	Mean dependent var		-0.003496
Adjusted R-squared	0.345682	S.D. dependent var		0.102153	Adjusted R-squared	0.038068	S.D. dependent var		0.063682
S.E. of regression	0.082632	Akaike info criterion		-2.125143	S.E. of regression	0.062458	Akaike info criterion		-2.684938
Sum squared resid	1.666025	Schwarz criterion		-2.040628	Sum squared resid	0.951844	Schwarz criterion		-2.600423
Log likelihood	271.6429	Hannan-Quinn criter.		-2.091129	Log likelihood	341.6172	Hannan-Quinn criter.		-2.650923
F-statistic	27.30981	Durbin-Watson stat		1.819059	F-statistic	2.970796	Durbin-Watson stat		1.045323
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.012688			

TESLA					TWITTER				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:58					Date: 05/08/15 Time: 20:59				
Sample (adjusted): 3 251					Sample (adjusted): 3 252				
Included observations: 249 after adjustments					Included observations: 250 after adjustments				
Convergence achieved after 19 iterations					Convergence achieved after 22 iterations				
MA Backcast: 1 2					MA Backcast: 1 2				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.001201	0.002002	0.599708	0.5493	C	-0.009984	0.005645	-1.768492	0.0782
BULL_I_PERC_CHANGE	0.072222	0.008206	8.801057	0.0000	BULL_I_PERC_CHANGE	0.086106	0.013492	6.382092	0.0000
AR(1)	0.122618	1.032370	0.118773	0.9056	AR(1)	-0.556764	0.469754	-1.185224	0.2371
AR(2)	0.183893	0.813787	0.225972	0.8214	AR(2)	0.301448	0.449026	0.671336	0.5026
MA(1)	-0.063158	1.038221	-0.060832	0.9515	MA(1)	0.623343	0.459013	1.358007	0.1757
MA(2)	-0.126819	0.782804	-0.162006	0.8714	MA(2)	-0.041657	0.412470	-0.100995	0.9196
R-squared	0.241246	Mean dependent var			R-squared	0.131828	Mean dependent var		
Adjusted R-squared	0.225633	S.D. dependent var			Adjusted R-squared	0.114038	S.D. dependent var		
S.E. of regression	0.026922	Akaike info criterion			S.E. of regression	0.068902	Akaike info criterion		
Sum squared resid	0.176131	Schwarz criterion			Sum squared resid	1.158375	Schwarz criterion		
Log likelihood	549.8048	Hannan-Quinn criter.			Log likelihood	317.0707	Hannan-Quinn criter.		
F-statistic	15.45235	Durbin-Watson stat			F-statistic	7.410077	Durbin-Watson stat		
Prob(F-statistic)	0.000000				Prob(F-statistic)	0.000002			
Inverted AR Roots	.49	-.37			Inverted AR Roots	.34	-.89		
Inverted MA Roots	.39	-.33			Inverted MA Roots	.06	-.68		

STOCKTWITS – GRANGER CAUSALITY

APPLE					BLACKBERRY				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:36					Date: 05/08/15 Time: 20:39				
Sample (adjusted): 8 252					Sample (adjusted): 8 252				
Included observations: 245 after adjustments					Included observations: 245 after adjustments				
Convergence achieved after 27 iterations					Convergence achieved after 40 iterations				
MA Backcast: 6 7					MA Backcast: 6 7				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.002831	0.007254	-0.390261	0.6967	C	-0.001718	0.002229	-0.770459	0.4418
I_LAG_BULLISH_CHANG	-0.048024	0.030036	-1.598880	0.1112	I_LAG_BULLISH	0.032945	0.046488	0.708687	0.4792
II_LAG_BULLISH_CHANG	-0.031965	0.031724	-1.007605	0.3147	II_LAG_BULLISH	0.035181	0.060203	0.584365	0.5595
III_LAG_BULLISH_CHANG	-0.049067	0.034779	-1.410797	0.1596	III_LAG_BULLISH	0.065470	0.060571	1.080886	0.2809
IIII_LAG_BULLISH_CHANG	-0.056943	0.030952	-1.839731	0.0671	IIII_LAG_BULLISH	0.017220	0.059933	0.287326	0.7741
IIII_LAG_BULLISH_CHANG	-0.017981	0.030529	-0.588968	0.5564	IIII_LAG_BULLISH	0.022981	0.046198	0.497452	0.6193
AR(1)	0.883579	0.130497	6.770889	0.0000	AR(1)	0.130822	0.088857	1.472265	0.1423
AR(2)	-0.658649	0.131528	-5.007671	0.0000	AR(2)	0.722018	0.088503	8.158108	0.0000
MA(1)	-0.637239	0.015935	-39.99030	0.0000	MA(1)	0.002030	0.014642	0.138662	0.8898
MA(2)	0.961448	0.013913	69.10624	0.0000	MA(2)	-0.963345	0.014584	-66.05312	0.0000
R-squared	0.070510	Mean dependent var		-0.002408	R-squared	0.030831	Mean dependent var		-0.002537
Adjusted R-squared	0.034913	S.D. dependent var		0.065436	Adjusted R-squared	-0.006286	S.D. dependent var		0.070749
S.E. of regression	0.064284	Akaike info criterion		-2.611053	S.E. of regression	0.070971	Akaike info criterion		-2.413125
Sum squared resid	0.971121	Schwarz criterion		-2.468145	Sum squared resid	1.183675	Schwarz criterion		-2.270216
Log likelihood	329.8540	Hannan-Quinn criter.		-2.553504	Log likelihood	305.6078	Hannan-Quinn criter.		-2.355576
F-statistic	1.980767	Durbin-Watson stat		1.089359	F-statistic	0.830644	Durbin-Watson stat		1.181901
Prob(F-statistic)	0.042304				Prob(F-statistic)	0.588488			
Inverted AR Roots	.44-.68i	.44+.68i			Inverted AR Roots	.92	-.79		
Inverted MA Roots	.32+.93i	.32-.93i			Inverted MA Roots	.98	-.98		
EXXON					FACEBOOK				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:42					Date: 05/08/15 Time: 20:43				
Sample (adjusted): 8 252					Sample (adjusted): 8 252				
Included observations: 245 after adjustments					Included observations: 245 after adjustments				
Convergence achieved after 80 iterations					Convergence achieved after 14 iterations				
MA Backcast: 6 7					MA Backcast: 6 7				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.007304	0.008680	-0.841470	0.4009	C	-0.002733	0.006285	-0.434866	0.6641
I_LAG_BULLISH_CHANG	-0.027563	0.007802	-3.532844	0.0005	I_LAG_BULLISH	-0.044604	0.035806	-1.245715	0.2141
II_LAG_BULLISH_CHANG	-0.003715	0.014877	-0.249677	0.8031	II_LAG_BULLISH	-0.037141	0.044357	-0.837318	0.4033
III_LAG_BULLISH_CHANG	-0.006555	0.016263	-0.403082	0.6873	III_LAG_BULLISH	-0.008043	0.047517	-0.169258	0.8657
IIII_LAG_BULLISH_CHANG	-0.001957	0.014032	-0.139440	0.8892	IIII_LAG_BULLISH	0.005713	0.042765	0.133599	0.8938
IIII_LAG_BULLISH_CHANG	-0.002628	0.009167	-0.286630	0.7746	IIII_LAG_BULLISH	-0.020021	0.033425	-0.598981	0.5498
AR(1)	-0.025048	1.218343	-0.020559	0.9836	AR(1)	-0.336824	1.080509	-0.311727	0.7555
AR(2)	0.090212	1.025507	0.087968	0.9300	AR(2)	0.210894	0.845473	0.249439	0.8032
MA(1)	0.348302	1.176556	0.296035	0.7675	MA(1)	0.557777	1.068200	0.522165	0.6020
MA(2)	0.094314	0.922049	0.102287	0.9186	MA(2)	-0.037477	0.845120	-0.044345	0.9647
R-squared	0.061667	Mean dependent var		-0.004175	R-squared	0.013176	Mean dependent var		-0.002473
Adjusted R-squared	0.025731	S.D. dependent var		0.064717	Adjusted R-squared	-0.024617	S.D. dependent var		0.067807
S.E. of regression	0.063879	Akaike info criterion		-2.623708	S.E. of regression	0.068636	Akaike info criterion		-2.480033
Sum squared resid	0.958909	Schwarz criterion		-2.480799	Sum squared resid	1.107069	Schwarz criterion		-2.337124
Log likelihood	331.4042	Hannan-Quinn criter.		-2.566159	Log likelihood	313.8040	Hannan-Quinn criter.		-2.422484
F-statistic	1.716028	Durbin-Watson stat		1.087316	F-statistic	0.348638	Durbin-Watson stat		1.131465
Prob(F-statistic)	0.086143				Prob(F-statistic)	0.957473			
Inverted AR Roots	.29	-.31			Inverted AR Roots	.32	-.66		
Inverted MA Roots	-.17-.25i	-.17+.25i			Inverted MA Roots	.06	-.62		

PLUG POWER					S&P 500				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:52					Date: 05/08/15 Time: 20:53				
Sample (adjusted): 8 252					Sample (adjusted): 8 252				
Included observations: 245 after adjustments					Included observations: 245 after adjustments				
Convergence achieved after 23 iterations					Convergence not achieved after 500 iterations				
MA Backcast: 6 7					MA Backcast: 6 7				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.002358	0.005386	-0.437887	0.6619	C	-0.004994	0.007191	-0.694484	0.4881
I_LAG_BULLISH_CHANG	0.030364	0.069327	0.437989	0.6618	I_LAG_BULLISH	-0.012315	0.008945	-1.376817	0.1699
II_LAG_BULLISH_CHAN	0.052817	0.069075	0.764629	0.4453	II_LAG_BULLISH	-0.007595	0.012270	-0.618969	0.5365
III_LAG_BULLISH_CHAN	-0.020499	0.063545	-0.322597	0.7473	III_LAG_BULLISH	-0.004520	0.014335	-0.315328	0.7528
IIII_LAG_BULLISH_CHAN	0.119145	0.065380	1.822343	0.0697	IIII_LAG_BULLISH	0.009251	0.011941	0.774715	0.4393
IIIIII_LAG_BULLISH_CHAN	-0.039785	0.062372	-0.637875	0.5242	IIIIII_LAG_BULLISH	0.008475	0.008924	0.949643	0.3433
AR(1)	-0.851935	0.462462	-1.842171	0.0667	AR(1)	0.142837	0.218817	0.652772	0.5145
AR(2)	-0.137944	0.406064	-0.339711	0.7344	AR(2)	-0.724122	0.231502	-3.127932	0.0020
MA(1)	0.753606	0.457890	1.645823	0.1011	MA(1)	0.423054	0.017155	24.66048	0.0000
MA(2)	-0.077640	0.421820	-0.184061	0.8541	MA(2)	0.963111	0.013730	70.14728	0.0000
R-squared	0.034672	Mean dependent var	-0.002177		R-squared	0.046072	Mean dependent var	-0.003551	
Adjusted R-squared	-0.002298	S.D. dependent var	0.097704		Adjusted R-squared	0.009539	S.D. dependent var	0.064324	
S.E. of regression	0.097816	Akaike info criterion	-1.771498		S.E. of regression	0.064016	Akaike info criterion	-2.619406	
Sum squared resid	2.248472	Schwarz criterion	-1.628589		Sum squared resid	0.963043	Schwarz criterion	-2.476497	
Log likelihood	227.0084	Hannan-Quinn criter.	-1.713948		Log likelihood	330.8772	Hannan-Quinn criter.	-2.561857	
F-statistic	0.937843	Durbin-Watson stat	1.561371		F-statistic	1.261099	Durbin-Watson stat	1.047782	
Prob(F-statistic)	0.492904				Prob(F-statistic)	0.259084			
Inverted AR Roots	-.22	-.63			Inverted AR Root	.07+ .85i	.07- .85i		
Inverted MA Roots	.09	-.85			Inverted MA Root	-.21+ .96i	-.21- .96i		
TESLA					TWITTER				
Dependent Variable: PRICE_PERC_CHANGE					Dependent Variable: PRICE_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/08/15 Time: 20:58					Date: 05/08/15 Time: 20:59				
Sample (adjusted): 8 252					Sample (adjusted): 8 252				
Included observations: 245 after adjustments					Included observations: 245 after adjustments				
Convergence achieved after 26 iterations					Convergence achieved after 32 iterations				
MA Backcast: 6 7					MA Backcast: 6 7				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.007178	0.005178	-1.386271	0.1670	C	-0.001377	0.005245	-0.262536	0.7931
I_LAG_BULLISH_CHANG	0.165398	0.026289	6.291645	0.0000	I_LAG_BULLISH	-0.019527	0.016054	-1.216316	0.2251
II_LAG_BULLISH_CHAN	0.001053	0.035330	0.029804	0.9762	II_LAG_BULLISH	-0.059209	0.017448	-3.393407	0.0008
III_LAG_BULLISH_CHAN	0.062504	0.032384	1.930101	0.0548	III_LAG_BULLISH	0.007183	0.018346	0.391511	0.6958
IIII_LAG_BULLISH_CHAN	-0.008918	0.024928	-0.357736	0.7209	IIII_LAG_BULLISH	-0.032093	0.017852	-1.797759	0.0735
IIIIII_LAG_BULLISH_CHAN	0.039154	0.023783	1.646264	0.1010	IIIIII_LAG_BULLISH	0.001312	0.016776	0.078213	0.9377
AR(1)	0.545555	0.305929	1.783275	0.0758	AR(1)	-1.756821	0.058758	-29.89936	0.0000
AR(2)	0.180472	0.286609	0.629679	0.5295	AR(2)	-0.834845	0.058106	-14.36761	0.0000
MA(1)	-1.060511	0.241307	-4.394858	0.0000	MA(1)	1.823889	0.019098	95.50038	0.0000
MA(2)	0.362000	0.223659	1.618540	0.1069	MA(2)	0.954422	0.018523	51.52533	0.0000
R-squared	0.168544	Mean dependent var	-0.001711		R-squared	0.110034	Mean dependent var	-0.005325	
Adjusted R-squared	0.136701	S.D. dependent var	0.070984		Adjusted R-squared	0.075950	S.D. dependent var	0.073757	
S.E. of regression	0.065954	Akaike info criterion	-2.559772		S.E. of regression	0.070901	Akaike info criterion	-2.415105	
Sum squared resid	1.022220	Schwarz criterion	-2.416863		Sum squared resid	1.181334	Schwarz criterion	-2.272196	
Log likelihood	323.5721	Hannan-Quinn criter.	-2.502223		Log likelihood	305.8503	Hannan-Quinn criter.	-2.357555	
F-statistic	5.292956	Durbin-Watson stat	1.304910		F-statistic	3.228341	Durbin-Watson stat	1.318681	
Prob(F-statistic)	0.000001				Prob(F-statistic)	0.001031			
Inverted AR Roots	.78	-.23			Inverted AR Root	-.88+ .25i	-.88- .25i		
Inverted MA Roots	.53+ .28i	.53- .28i			Inverted MA Root	-.91+ .35i	-.91- .35i		

STOCKTWITS – GRANGER CAUSALITY – REVERSED = LEAST SQUARES METHOD

APPLE					BLACKBERRY				
Dependent Variable: BULL_I_PERC_CHANGE					Dependent Variable: BULL_I_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 22:22					Date: 05/14/15 Time: 22:25				
Sample (adjusted): 6 252					Sample (adjusted): 6 252				
Included observations: 247 after adjustments					Included observations: 247 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.013932	0.010292	1.353605	0.1771	C	0.004118	0.008289	0.496756	0.6198
I_LAG_PRICE_CHANGE	-1.375412	0.734931	-1.871483	0.0625	I_LAG_PRICE_CHANGE	-0.531325	0.274837	-1.933235	0.0544
II_LAG_PRICE_CHANGE	-0.909227	0.737784	-1.232375	0.2190	II_LAG_PRICE_CHANGE	-0.032914	0.275708	-0.119380	0.9051
III_LAG_PRICE_CHANGE	-0.226670	0.741175	-0.305825	0.7600	III_LAG_PRICE_CHANGE	-0.250729	0.273822	-0.915664	0.3608
IIII_LAG_PRICE_CHANGE	-0.520435	0.738557	-0.704665	0.4817	IIII_LAG_PRICE_CHANGE	0.111331	0.272688	0.408272	0.6834
IIIII_LAG_PRICE_CHANGE	-0.482047	0.736942	-0.654118	0.5137	IIIII_LAG_PRICE_CHANGE	0.017802	0.271714	0.065516	0.9478
R-squared	0.026440	Mean dependent var	0.008107		R-squared	0.019756	Mean dependent var	0.003106	
Adjusted R-squared	0.006241	S.D. dependent var	0.157057		Adjusted R-squared	-0.000581	S.D. dependent var	0.129398	
S.E. of regression	0.156566	Akaike info criterion	-0.846680		S.E. of regression	0.129436	Akaike info criterion	-1.227273	
Sum squared resid	5.907648	Schwarz criterion	-0.761432		Sum squared resid	4.037621	Schwarz criterion	-1.142024	
Log likelihood	110.5650	Hannan-Quinn criter.	-0.812359		Log likelihood	157.5682	Hannan-Quinn criter.	-1.192951	
F-statistic	1.308996	Durbin-Watson stat	2.229899		F-statistic	0.971428	Durbin-Watson stat	2.420200	
Prob(F-statistic)	0.260756				Prob(F-statistic)	0.435887			
EXXON					FACEBOOK				
Dependent Variable: BULL_I_PERC_CHANGE					Dependent Variable: BULL_I_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 22:28					Date: 05/14/15 Time: 22:31				
Sample (adjusted): 6 252					Sample (adjusted): 6 252				
Included observations: 247 after adjustments					Included observations: 247 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.028854	0.035335	-0.816577	0.4150	C	0.013693	0.010254	1.335361	0.1830
I_LAG_PRICE_CHANGE	0.598138	3.454565	0.173144	0.8627	I_LAG_PRICE_CHANGE	-1.878376	0.457188	-4.108537	0.0001
II_LAG_PRICE_CHANGE	0.964058	3.437130	0.280483	0.7793	II_LAG_PRICE_CHANGE	-0.936159	0.453444	-2.064550	0.0400
III_LAG_PRICE_CHANGE	-5.465553	3.463037	-1.578255	0.1158	III_LAG_PRICE_CHANGE	-0.521977	0.451135	-1.157030	0.2484
IIII_LAG_PRICE_CHANGE	-0.129522	3.424043	-0.037827	0.9699	IIII_LAG_PRICE_CHANGE	-0.454814	0.449614	-1.011564	0.3128
IIIII_LAG_PRICE_CHANGE	1.664270	3.444132	0.483219	0.6294	IIIII_LAG_PRICE_CHANGE	-0.354369	0.453925	-0.780678	0.4358
R-squared	0.011023	Mean dependent var	-0.028652		R-squared	0.080387	Mean dependent var	0.007252	
Adjusted R-squared	-0.009495	S.D. dependent var	0.552494		Adjusted R-squared	0.061308	S.D. dependent var	0.163450	
S.E. of regression	0.555111	Akaike info criterion	1.684693		S.E. of regression	0.158360	Akaike info criterion	-0.823895	
Sum squared resid	74.26360	Schwarz criterion	1.769941		Sum squared resid	6.043802	Schwarz criterion	-0.738647	
Log likelihood	-202.0595	Hannan-Quinn criter.	1.719014		Log likelihood	107.7510	Hannan-Quinn criter.	-0.789573	
F-statistic	0.537217	Durbin-Watson stat	2.420574		F-statistic	4.213366	Durbin-Watson stat	2.347543	
Prob(F-statistic)	0.747984				Prob(F-statistic)	0.001088			
MICROSOFT					PLUG POWER				
Dependent Variable: BULL_I_PERC_CHANGE					Dependent Variable: BULL_I_PERC_CHANGE				
Method: Least Squares					Method: Least Squares				
Date: 05/14/15 Time: 22:32					Date: 05/14/15 Time: 22:34				
Sample (adjusted): 6 251					Sample (adjusted): 6 252				
Included observations: 244 after adjustments					Included observations: 247 after adjustments				
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.025692	0.020321	1.264295	0.2074	C	0.003678	0.007887	0.466321	0.6414
I_LAG_PRICE_CHANGE	-3.983668	1.655325	-2.406578	0.0169	I_LAG_PRICE_CHANGE	-0.489568	0.108990	-4.491877	0.0000
II_LAG_PRICE_CHANGE	-1.193810	1.645671	-0.725425	0.4689	II_LAG_PRICE_CHANGE	-0.232064	0.107871	-2.151306	0.0324
III_LAG_PRICE_CHANGE	-0.002054	1.656458	-0.001240	0.9990	III_LAG_PRICE_CHANGE	-0.053084	0.100509	-0.528152	0.5979
IIII_LAG_PRICE_CHANGE	0.619531	1.635631	0.378772	0.7052	IIII_LAG_PRICE_CHANGE	-0.007168	0.100424	-0.071379	0.9432
IIIII_LAG_PRICE_CHANGE	-0.700744	1.639816	-0.427331	0.6695	IIIII_LAG_PRICE_CHANGE	-0.000899	0.100471	-0.008952	0.9929
R-squared	0.026733	Mean dependent var	0.018835		R-squared	0.086855	Mean dependent var	0.002398	
Adjusted R-squared	0.006286	S.D. dependent var	0.308244		Adjusted R-squared	0.067910	S.D. dependent var	0.127751	
S.E. of regression	0.307274	Akaike info criterion	0.502126		S.E. of regression	0.123337	Akaike info criterion	-1.323802	
Sum squared resid	22.47126	Schwarz criterion	0.588122		Sum squared resid	3.666093	Schwarz criterion	-1.238553	
Log likelihood	-55.25939	Hannan-Quinn criter.	0.536761		Log likelihood	169.4895	Hannan-Quinn criter.	-1.289480	
F-statistic	1.307451	Durbin-Watson stat	2.381277		F-statistic	4.584614	Durbin-Watson stat	2.072135	
Prob(F-statistic)	0.261454				Prob(F-statistic)	0.000516			

S&P 500					TESLA MOTORS					
Dependent Variable: BULL_I_PERC_CHANGE					Dependent Variable: BULL_I_PERC_CHANGE					
Method: Least Squares					Method: Least Squares					
Date: 05/14/15 Time: 22:37					Date: 05/14/15 Time: 22:39					
Sample (adjusted): 6 252					Sample (adjusted): 6 251					
Included observations: 247 after adjustments					Included observations: 246 after adjustments					
Variable	Coefficient	Std. Error	t-Statistic	Prob.	Variable	Coefficient	Std. Error	t-Statistic	Prob.	
C	0.094014	0.029009	3.240889	0.0014	C	0.019019	0.012848	1.480346	0.1401	
I_LAG_PRICE_CHANGE	-20.70298	3.998101	-5.178203	0.0000	I_LAG_PRICE_CHANGE	-1.639356	0.414171	-3.958164	0.0001	
II_LAG_PRICE_CHANGE	-3.509498	4.014698	-0.874163	0.3829	II_LAG_PRICE_CHANGE	-0.545395	0.414091	-1.317089	0.1891	
III_LAG_PRICE_CHANGE	1.370220	4.015188	0.341259	0.7332	III_LAG_PRICE_CHANGE	-0.669797	0.414179	-1.617169	0.1072	
IIII_LAG_PRICE_CHANGE	-6.792140	4.012752	-1.692639	0.0918	IIII_LAG_PRICE_CHANGE	-0.347116	0.414172	-0.838095	0.4028	
IIII_LAG_PRICE_CHANGE	0.162762	4.017039	0.040518	0.9677	IIII_LAG_PRICE_CHANGE	0.620597	0.414414	1.497528	0.1356	
R-squared	0.115761	Mean dependent var			0.079170	R-squared	0.089419	Mean dependent var		0.013562
Adjusted R-squared	0.097416	S.D. dependent var			0.473656	Adjusted R-squared	0.070449	S.D. dependent var		0.206580
S.E. of regression	0.449994	Akaike info criterion			1.264828	S.E. of regression	0.199170	Akaike info criterion		-0.365227
Sum squared resid	48.80129	Schwarz criterion			1.350077	Sum squared resid	9.520493	Schwarz criterion		-0.279731
Log likelihood	-150.2063	Hannan-Quinn criter.			1.299150	Log likelihood	50.92296	Hannan-Quinn criter.		-0.330802
F-statistic	6.310160	Durbin-Watson stat			2.417600	F-statistic	4.713619	Durbin-Watson stat		2.363606
Prob(F-statistic)	0.000016					Prob(F-statistic)	0.000399			
TWITTER										
Dependent Variable: BULL_I_PERC_CHANGE										
Method: Least Squares										
Date: 05/14/15 Time: 22:42										
Sample (adjusted): 6 252										
Included observations: 247 after adjustments										
Variable	Coefficient	Std. Error	t-Statistic	Prob.						
C	0.031121	0.018833	1.652509	0.0997						
I_LAG_PRICE_CHANGE	-2.730861	0.510593	-5.348411	0.0000						
II_LAG_PRICE_CHANGE	-0.895008	0.511026	-1.751394	0.0812						
III_LAG_PRICE_CHANGE	-0.666829	0.506916	-1.315464	0.1896						
IIII_LAG_PRICE_CHANGE	-0.291465	0.506168	-0.575827	0.5653						
IIII_LAG_PRICE_CHANGE	-0.023509	0.504796	-0.046571	0.9629						
R-squared	0.115385	Mean dependent var			0.037763					
Adjusted R-squared	0.097032	S.D. dependent var			0.309779					
S.E. of regression	0.294367	Akaike info criterion			0.416009					
Sum squared resid	20.88305	Schwarz criterion			0.501258					
Log likelihood	-45.37716	Hannan-Quinn criter.			0.450331					
F-statistic	6.287005	Durbin-Watson stat			2.398894					
Prob(F-statistic)	0.000017									