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Reason for Report:
Change in Price Target

Changes	Previous	Current
Rating	--	Outperform
Price Tgt	$445.00	$600.00
FY06E Rev (mil)	--	$6,380.3
FY07E Rev (mil)	--	$8,770.3
FY06E EPS	--	$8.36
FY07E EPS	--	$11.57

Price:	$414.86
52 Week High:	$446.21
52 Week Low:	$172.57
Price Target: *(50x 2007E PF EPS)*	$600.00
Shares Out (mil):	290.0
Market Cap. (mil):	$120,309.4
Avg Daily Vol (000):	9,590
Book Value/Share:	$30.33
Cash Per Share:	$27.04
Est LT EPS Growth:	35%
P/E to LT EPS Growth (FY06):	1.4x
Est Next Rep Date:	01/25/2006
Fiscal Year End:	Dec

Rev (mil)	2005E	2006E	2007E
Mar	$794.5A	$1,423.0E	$1,992.0E
Jun	$890.5A	$1,498.6E	$2,095.6E
Sep	$1,048.5A	$1,570.6E	$2,178.6E
Dec	$1,304.1E	$1,881.1E	$2,497.1E
FY	$4,037.6E	$6,380.3E	$8,770.3E
CY	$4,037.6E	$6,380.3E	$8,770.3E
FY RM	29.8x	18.9x	13.7x
CY RM	29.8x	18.9x	13.7x

EPS	2005E	2006E	2007E
Mar	$1.29A	$1.85E	$2.62E
Jun	$1.19A	$1.96E	$2.76E
Sep	$1.32A	$2.06E	$2.87E
Dec	$1.40E	$2.48E	$3.29E
FY	$5.20E	$8.36E	$11.57E
CY	$5.20E	$8.36E	$11.57E
FY P/E	79.8x	49.6x	35.9x
CY P/E	79.8x	49.6x	35.9x

EPS estimates are GAAP. Pro-forma EPS estimates are $6.14 in 2005, $8.82 in 2006 and $11.91 in 2007.

Google Inc. (GOOG - $414.86)
Outperform — Volatility: Medium

2006 Should Be Another Banner Year For Google; Raising PT To $600

KEY POINTS:
- **We are raising our price target from $445 to $600.**
- **GOOG is our Top Pick 2006 in the large-cap category.**
- **We expect global Search market to grow by 41% in 2006 and 31% in 2007.**
- **We expect Google to continue to gain some market share as the Google brand is strengthening.**
- **We expect new initiatives, in particular Google's ad network and Google Base, to generate meaningful revenues by the end of '06.**

Another Strong Year Should Help Maintain Current Multiple. We are introducing 2007 estimates, which call for 37% growth in the top line and 43% growth in the bottom line. We are basing our new price target on the same 50x multiple we had for 2006, now applied to our 2007 pro-forma EPS estimate of $11.91. We believe the stock will hold its multiple a year from now for the following reasons:

- *Given the company's performance, market share gain, and the pipeline of new products, we believe outperformance is still very likely;*
- *We expect the global search market to grow by 41% in 2006 and maintain a CAGR of 37% over the next five years;*
- *We expect Google to continue to gain market share in 2006. In 2005, the company gained an additional 5% market share in the U.S. alone;*
- *Google's brand continued to gain strength as the release of new innovative products such as Google Maps and Gmail enhanced the consumer's Internet experience;*
- *Google's innovations are fueling an impressive pipeline of new initiatives particularly Google's Ad Network and Google Base, which should become notable revenue generators by the end of 2006;*
- *Expectations for Google most likely remain conservative – we note that we have raised our forward estimates every quarter of 2005 from our 2006 net revenue estimate of $4.7B before Google's Q1 reporting to our current estimate of $8.8B, an increase of more than 87% since April;*
- *Despite being the most talked about stock of 2005, GOOG remains significantly less widely owned than other key technology names and has yet to be added to the S&P 500.*

While the stock may have its ups and downs throughout the year, we believe it will reach $600 by the end of 2006 and we prefer to have one 12-month price target rather than raise it every quarter.

INVESTMENT RECOMMENDATION:
We reiterate our Outperform rating and are raising our one-year price target from $445 to $600 based on 50x our 2007 proforma EPS estimate.

RISKS TO ACHIEVEMENT OF TARGET PRICE:
Risks include competition, increasing traffic acquisition costs, loss of key partnerships, slowing search growth, and potential for margin declines.

COMPANY DESCRIPTION:
Google is the top search destination site as well as the leading search network.

Top Pick for 2006

Google is our top large-cap stock pick for 2006 because it is singularly well positioned to benefit from the growth of online advertisement and search. Furthermore, Google's culture of innovation has enabled to the company to go beyond online search marketing with innovative new products that have redefined the consumer Internet experience. Two of Google's newer products, Google Ad Network and Google Base, show significant promise to fuel Google's string of earnings upside surprises beyond 2006.

Valuation Justification

The above factors are leading us to raise our one-year price target to $600, sharply higher than our previous $445 target, but based on fundamentally the same reasoning taken one year further out. Our previous target of $445, which GOOG exceeded briefly in intra-day trading in mid-December, was based on 50x our proforma 2006 EPS estimate. Our new price target, which we feel is attainable by GOOG 12 months from now, is based on 50x our 2007 proforma EPS estimate. Although such a high multiple may seem aggressive, we believe that given Google's dominant position in an already large yet still rapidly growing market, its phenomenal brand power, and its status as a technology leader justifies such a valuation. Also, importantly, it's likely 2007 estimates will come up throughout the year, as we have seen this pattern for 2006 estimates play out in 2005. As such, we believe the ending multiple will be well below 50x.

We believe Google is an iconic company that, like Microsoft and eBay before it, has defined a new and vital industry. Such market leading technology companies have traditionally traded with peak valuations in the 50x-60x range. EBAY, for example, has traded between 38x and 158x its one-year forward earnings estimate since 2000 with an average forward multiple of 70x. Even excluding the bubble years of pre-2001, eBay had maintained a multiple generally above 55x. Currently the other leading Internet companies, Yahoo, eBay, and Amazon trade at an average of 45x 2006 proforma EPS estimates, with Google only slightly higher than average at 47x (and notably below Amazon's multiple of 52x). We believe that over the next year as Google's lead in search and online advertising becomes even more apparent and its growth far exceeds its closest comparables (we predict GOOG will grow revenue by 52% in 2006 while YHOO, EBAY, and AMZN will only grow by 27%, 34%, and 19%, respectively), investors, who may be inclined to take some profit now given GOOG's gains in 2005, will increase their holdings of Google.

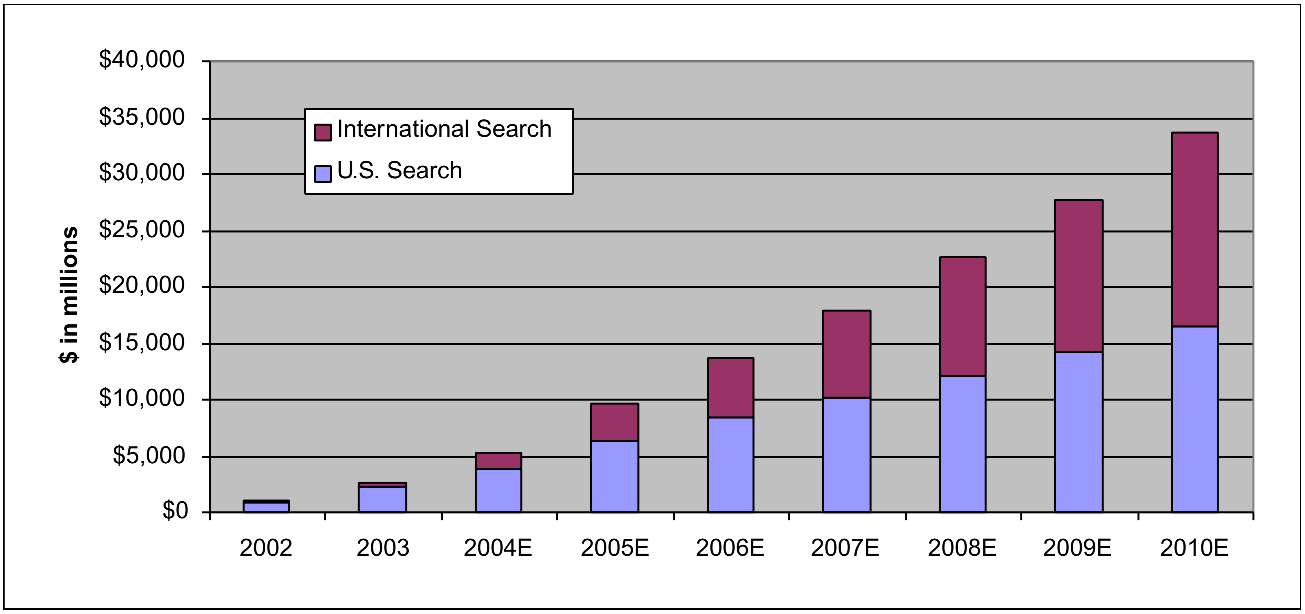
Focus on Users and Innovation Drives Google

Google is driven by a culture focused on continuous innovation and attention to consumers - the Internet users. This innovation has driven the industry to keep up as Google has consistently redefined the Internet experience with major enhancements, including products such as Gmail and GoogleMaps. While these products have done much to strengthen Google's brand, we believe the opportunity going forward lies with some of Google's less consumer facing applications. Google is building the technology to empower the clearing and auction of advertising inventory across mediums, and Google's history of providing high ROI advertisements for its network of several hundred thousand search advertisers should provide a substantial initial base from which to draw.

On the consumer facing applications, Google Base, Google's free online listings database, combined with Google Automat, a technology which allows the near instantaneous and automatic development of search advertisement campaigns, could allow Google to expand its utility as the engine of knowledge, and thus vastly increase its potential base of advertisers. In fact, if the product meets its potential, Google could bring search advertising to consumers – anyone could become an advertiser, and thus a customer of Google.

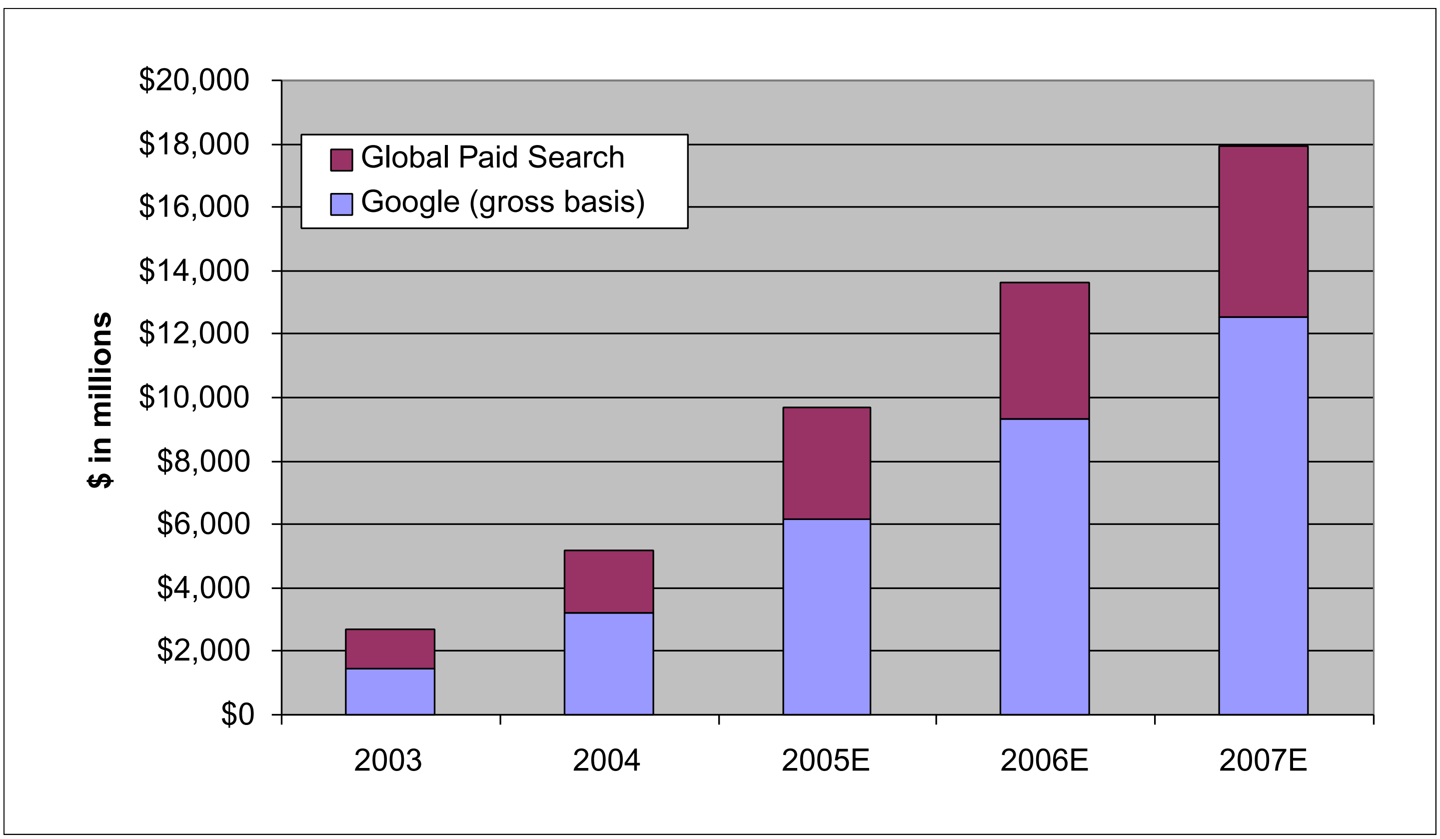
Growth in Search Marketing Should Continue to be Robust

In 2005, we estimate the paid search industry generated $10B globally, with Google capturing as much as 64% of that. In 2006, we expect the market to grow 41% with Google growing by more than 58% on a net revenue basis as the company capitalizes on its globally-strong brand and its high revenue-per-search. Over the next five years, we estimate the paid search industry will grow at a 37% CAGR to more than $33B in 2010, and we expect Google to capture the lion's share of that revenue and grow faster than the market as a whole.



Source: Piper Jaffray & Co. estimates

Google dominates the paid search market, and we expect that Google's brand awareness and technological superiority will enable the company to capture an even greater share of the market as the international markets accelerate.

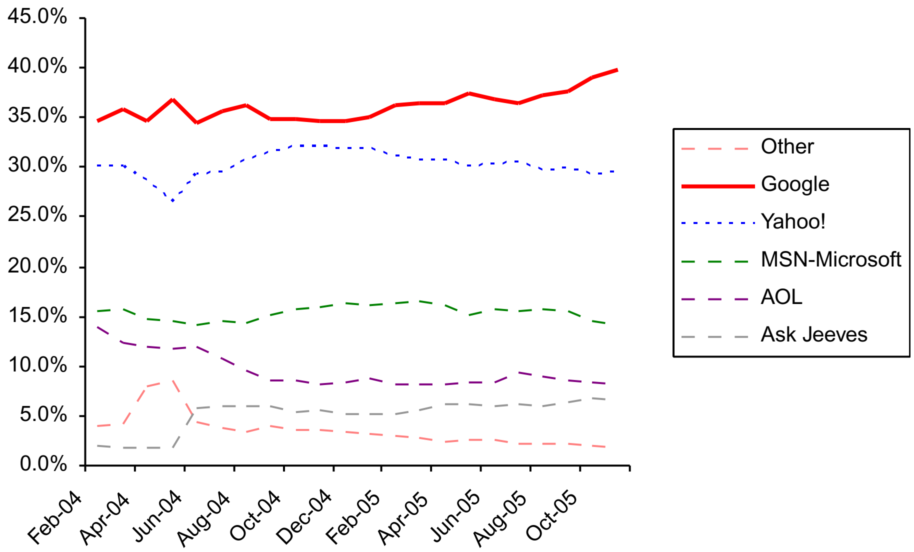


Source: Piper Jaffray & Co. estimates

Market Dominance

Google has strengthened its position as the leading search engine over the last year. Since the beginning of 2005, Google has grown from approximately 35% of the U.S. market to nearly 40% in November. Furthermore, AOL and Ask Jeeves, the fourth and fifth largest players in the U.S. search market, respectively, are powered by Google technology, disguising Google's true market position. Although less data is available, our conversations with SEMs and industry experts lead us to believe that Google's dominance outside of the U.S. is even more pronounced. This massive market share lead is made all the more impressive by the very limited amount of marketing spending Google has done to build it.

U.S. Search Market Share



Source: ComScore Networks

Google

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Income Statement
FYE: Dec.
($ in mil, except per share)

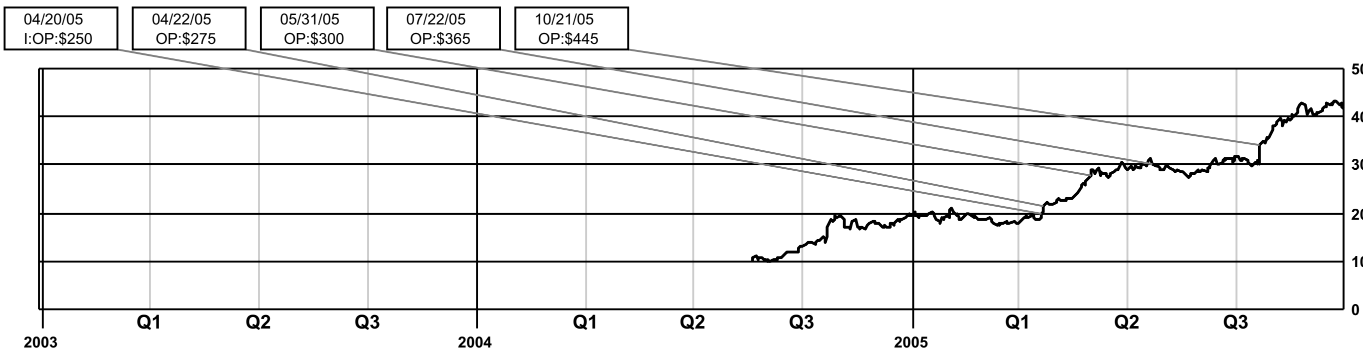
			FYE 2004					FYE 2005					FYE 2006					FYE 2007
	2002	2003	Q1	Q2	Q3	Q4	2004	Q1	Q2	Q3	Q4E	2005E	Q1E	Q2E	Q3E	Q4E	2006E	2007E
Google Web Sites	307.0	792.1	303.5	343.4	411.7	530.0	1,588.7	657.0	737.0	885.0	1,113.9	3,392.9	1,225.3	1,286.5	1,350.8	1,630.2	5,492.8	7,641.0
Network Sites	103.9	628.6	333.8	346.2	384.3	490.0	1,554.3	584.0	630.0	675.0	792.7	2,681.7	859.9	894.3	930.1	1,074.9	3,759.1	4,884.8
Total Advertising	410.9	1,420.7	637.3	689.7	796.0	1,020.0	3,143.0	1,241.0	1,367.0	1,560.0	1,906.6	6,074.6	2,085.2	2,180.8	2,280.9	2,705.1	9,252.0	12,525.8
Licensing and Other	28.6	45.3	14.3	10.5	9.9	11.5	46.3	15.5	17.5	18.5	20.0	71.5	13.0	20.0	20.0	20.0	80.0	80.0
Gross Revenues	**$439.6**	**$1,465.9**	**$651.6**	**$700.2**	**$805.9**	**$1,031.5**	**$3,189.2**	**$1,256.5**	**$1,384.5**	**$1,578.5**	**$1,926.6**	**$6,146.0**	**$2,098.2**	**$2,200.8**	**$2,300.9**	**$2,725.1**	**$9,332.0**	**$12,605.8**
Less:TAC	(94.6)	(526.5)	(271.0)	(277.0)	(302.9)	(377.8)	(1,228.7)	(462.0)	(494.0)	(530.0)	(622.4)	(2,108.4)	(675.2)	(702.2)	(730.3)	(844.0)	(2,951.6)	(3,835.5)
Net Revenues	**345.1**	**$939.4**	**$380.6**	**$423.2**	**$503.0**	**$653.7**	**$1,960.5**	**$794.5**	**$890.5**	**$1,048.5**	**$1,304.1**	**$4,037.6**	**$1,423.0**	**$1,498.6**	**$1,570.6**	**$1,881.1**	**$6,380.3**	**$8,770.3**
Cost of Sales	37.5	99.5	44.0	49.0	59.2	76.0	228.2	83.2	103.1	123.8	150.0	460.1	163.6	172.3	180.6	216.3	732.9	1,007.8
Gross Profit	**307.6**	**839.9**	**336.6**	**374.2**	**443.8**	**577.7**	**1,732.4**	**711.3**	**787.4**	**924.6**	**1,154.2**	**3,577.5**	**1,259.3**	**1,326.3**	**1,390.0**	**1,664.8**	**5,647.4**	**7,762.5**
Operating Expenses																		
Research and Development	31.7	91.2	35.0	45.8	57.4	87.4	225.6	79.4	95.8	151.7	176.1	503.0	185.0	194.8	204.2	235.1	819.1	1,049.3
Sales and Mktg	43.8	120.3	47.9	56.8	65.5	76.1	246.3	83.0	97.0	105.0	143.5	428.4	149.4	157.4	164.9	197.5	669.2	919.6
G&A	24.3	56.7	21.5	25.6	40.8	51.8	139.7	57.3	71.6	92.4	117.4	338.6	128.1	134.9	141.4	169.3	573.6	744.9
Stock Based Comp.	21.6	229.4	76.5	74.8	68.0	59.5	278.7	48.9	47.3	46.3	40.0	182.6	35.0	30.0	25.0	20.0	110.0	76.0
One-Time Charges and Other					201.0		201.0											
Total Op Expenses	**121.5**	**497.6**	**180.9**	**202.9**	**432.7**	**274.9**	**1,091.4**	**268.5**	**311.7**	**395.5**	**476.9**	**1,452.6**	**497.5**	**517.1**	**535.5**	**622.0**	**2,171.9**	**2,789.8**
Operating Income	**186.0**	**342.3**	**155.7**	**171.3**	**11.1**	**302.8**	**641.0**	**442.8**	**475.7**	**529.2**	**677.3**	**2,124.9**	**761.9**	**809.2**	**854.6**	**1,042.8**	**3,475.5**	**4,972.7**
Contribution to Google Foundation											(90.0)	**(90.0)**						
Interest and Other	(1.6)	4.2	0.3	(1.5)	3.9	7.4	10.0	13.7	19.7	20.8	57.0	111.2	60.8	64.5	68.3	72.0	265.5	325.5
Pre-Tax Income	**184.5**	**346.5**	**156.0**	**169.8**	**15.0**	**310.2**	**651.0**	**456.5**	**495.4**	**550.0**	**644.3**	**2,146.1**	**822.6**	**873.7**	**922.8**	**1,114.8**	**3,741.0**	**5,298.2**
Taxes	85.3	241.0	91.7	90.4	(37.0)	106.1	251.1	87.3	152.6	168.8	219.0	627.6	257.3	271.1	284.3	340.4	1,153.2	1,610.2
Net Income	**99.2**	**105.5**	**64.4**	**79.4**	**52.0**	**204.1**	**399.9**	**369.2**	**342.8**	**381.2**	**425.3**	**1,518.5**	**565.3**	**602.6**	**638.5**	**774.4**	**2,587.8**	**3,688.1**
PF Net Income Reconciliation																		
Pro-forma Net Income	**132.0**	**346.1**	**143.2**	**156.7**	**194.0**	**254.2**	**899.7**	**379.3**	**400.1**	**435.8**	**528.4**	**1,792.1**	**608.4**	**640.7**	**671.5**	**802.4**	**2,730.0**	**3,796.3**
Amortization of Intangibles	0.2	6.3	2.4	2.4	5.5	9.6	19.9	9.7	10.0	8.3	9.0	37.0	8.0	8.0	8.0	8.0	32.0	32.0
Amortization of Warrants	11.0	4.9	0.0	0.0	0.1	0.1	0.2	0.0			0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
EBITDA	**236.7**	**626.7**	**255.9**	**277.1**	**321.5**	**425.3**	**1,269.3**	**547.9**	**590.0**	**672.4**	**814.0**	**2,603.3**	**912.6**	**974.9**	**1,015.2**	**1,218.5**	**4,128.3**	**5,831.5**
GAAP EPS	**$0.45**	**$0.41**	**$0.24**	**$0.30**	**$0.19**	**$0.71**	**$1.45**	**$1.29**	**$1.19**	**$1.32**	**$1.40**	**$5.20**	**$1.85**	**$1.96**	**$2.06**	**$2.48**	**$8.36**	**$11.57**
PF EPS (Ex-Stock Comp, Non-Rec)	**$0.60**	**$1.35**	**$0.54**	**$0.59**	**$0.71**	**$0.89**	**$2.73**	**$1.32**	**$1.39**	**$1.50**	**$1.74**	**$6.14**	**$1.99**	**$2.08**	**$2.16**	**$2.56**	**$8.82**	**$11.91**
EBITDA Per Share	$1.07	$2.44	$0.96	$1.04	$1.17	$1.49	$4.67	$1.91	$2.05	$2.32	$2.68	$8.92	$2.98	$3.16	$3.27	$3.89	$13.34	$18.29
Shares	220.6	256.6	265.2	265.2	274.7	285.9	272.8	286.6	287.2	289.7	303.6	291.8	305.9	308.2	310.5	312.9	309.4	318.8

			FYE 2004					FYE 2005					FYE 2006					FYE 2006
	2002	2003	Q1	Q2	Q3	Q4	2004	Q1	Q2	Q3	Q4E	2005E	Q1E	Q2E	Q3E	Q4E	2006E	2007E
Growth - Y/Y																		
Google Web Sites	*NA*	*158.0%*	92.2%	87.6%	98.7%	117.4%	100.6%	116.5%	114.6%	115.0%	110.2%	113.6%	86.5%	74.6%	52.6%	46.4%	61.9%	39.1%
Network Sites	*NA*	*504.8%*		194.4%	120.4%	91.9%	147.3%	75.0%	82.0%	75.6%	61.8%	72.5%	47.2%	42.0%	37.8%	35.6%	40.2%	29.9%
Total Revenue (Gross)	*NA*	*233.5%*	162.1%	125.0%	104.6%	101.3%	117.6%	92.8%	97.7%	95.9%	86.8%	92.7%	67.0%	59.0%	45.8%	41.4%	51.8%	35.1%
Total Revenue (Net)	***NA***	***172.3%***	**113.1%**	**97.3%**	**101.0%**	**120.9%**	**108.7%**	**108.7%**	**110.4%**	**108.4%**	**99.5%**	**105.9%**	**79.1%**	**68.3%**	**49.8%**	**44.2%**	**58.0%**	**37.5%**
Gross Profit	*NA*	*173.1%*	108.9%	93.4%	99.6%	119.7%	106.2%	111.3%	110.4%	108.3%	99.8%	106.5%	77.0%	68.4%	50.3%	44.2%	57.9%	37.5%
EBITDA	***NA***	***164.8%***	**105.4%**	**99.8%**	**131.1%**	**145.8%**	**102.5%**	**114.1%**	**112.9%**	**109.2%**	**91.4%**	**105.1%**	**66.6%**	**65.2%**	**51.0%**	**49.7%**	**58.6%**	**41.3%**
Operating Income	*NA*	*84.0%*	84.5%	64.0%	-83.0%	244.0%	87.2%	184.3%	177.6%	4656.6%	123.7%	231.5%	72.1%	70.1%	NM	54.0%	63.6%	43.1%
Net Income	*NA*	*6.3%*	152.4%	149.1%	171.2%	607.5%	279.0%	473.5%	331.5%	633.1%	108.4%	279.7%	53.1%	75.8%	NM	82.1%	70.4%	42.5%
Growth Q/Q																		
Google Web Sites			24.5%	13.1%	19.9%	28.7%		24.0%	12.2%	20.1%	25.9%		10.0%	5.0%	5.0%	20.7%		
Network Sites			30.7%	3.7%	11.0%	27.5%		19.2%	7.9%	7.1%	17.4%		8.5%	4.0%	4.0%	15.6%		
Total Revenue (Gross)			27.2%	7.5%	15.1%	28.0%		21.8%	10.2%	14.0%	22.1%		8.9%	4.9%	4.5%	18.4%		
Total Revenue (Net)			**28.6%**	**11.2%**	**18.9%**	**30.0%**		**21.5%**	**12.1%**	**17.7%**	**24.4%**		**9.1%**	**5.3%**	**4.8%**	**19.8%**		
Expenses - % of Sales																		
TAC - % of Network revs	*91.0%*	*83.8%*	81.2%	80.0%	78.8%	77.1%	79.1%	79.1%	79.1%	78.5%	78.5%	78.6%	78.5%	78.5%	78.5%	78.5%	78.5%	78.5%
COGS	*10.9%*	*10.6%*	11.6%	11.6%	11.8%	11.6%	11.6%	10.5%	11.6%	11.8%	11.5%	11.4%	11.5%	11.5%	11.5%	11.5%	11.5%	11.5%
R&D	*9.2%*	*9.7%*	9.2%	10.8%	11.4%	13.4%	11.5%	10.0%	10.8%	14.5%	13.5%	12.5%	13.0%	13.0%	13.0%	12.5%	12.8%	12.0%
S&M	*12.7%*	*12.8%*	12.6%	13.4%	13.0%	11.6%	12.6%	10.4%	10.9%	10.0%	11.0%	10.6%	10.5%	10.5%	10.5%	10.5%	10.5%	10.5%
G&A	*7.0%*	*6.0%*	5.7%	6.0%	8.1%	7.9%	7.1%	7.2%	8.0%	8.8%	9.0%	8.4%	9.0%	9.0%	9.0%	9.0%	9.0%	8.5%
Total Op. Expense	35.2%	53.0%	47.5%	47.9%	86.0%	42.1%	55.7%	33.8%	35.0%	37.7%	36.6%	36.0%	35.0%	34.5%	34.1%	33.1%	34.0%	31.8%
Tax Rate	*46.2%*	*69.6%*	58.7%	53.2%	-246.8%	34.2%	38.6%	19.1%	30.8%	30.7%	34.0%	29.2%	31.3%	31.0%	30.8%	30.5%	30.8%	30.4%
Normalized tax rate (ex stock comp)	41.4%	41.8%	39.4%	37.0%	-44.6%	28.7%	27.0%	17.3%	28.1%	28.3%	32.0%	27.0%	30.0%	30.0%	30.0%	30.0%	29.9%	30.0%
Margins																		
Gross Margin	*89.1%*	*89.4%*	88.4%	88.4%	88.2%	88.4%	88.4%	89.5%	88.4%	88.2%	88.5%	88.6%	88.5%	88.5%	88.5%	88.5%	88.5%	88.5%
EBITDA Margin	*68.6%*	*66.7%*	67.2%	65.5%	63.9%	65.1%	64.7%	69.0%	66.3%	64.1%	62.4%	64.5%	64.1%	65.1%	64.6%	64.8%	64.7%	66.5%
Incremental EBITDA margin (seq)		65.6%	97.8%	49.9%	55.6%	68.9%	62.9%	87.1%	43.9%	52.2%	55.4%	64.2%	83.0%	82.4%	56.0%	65.5%	65.1%	71.3%
Operating Margin	*53.9%*	*36.4%*	40.9%	40.5%	2.2%	46.3%	32.7%	55.7%	53.4%	50.5%	51.9%	52.6%	53.5%	54.0%	54.4%	55.4%	54.5%	56.7%
Net Margin	*28.8%*	*11.2%*	16.9%	18.8%	10.3%	31.2%	20.4%	46.5%	38.5%	36.4%	32.6%	37.6%	39.7%	40.2%	40.7%	41.2%	40.6%	42.1%

-2.3%

Important Research Disclosures

Rating and Price Target History for: Google Inc. as of 12-30-2005



Created by BlueMatrix

Notes: The boxes on the Rating and Price Target History chart above indicate the date of the Research Note, the rating, and the price target. Each box represents a date on which an analyst made a change to a rating or price target, except for the first box, which may only represent the first Note written during the past three years.

Legend:

I: Initiating Coverage

D: Discontinuing Coverage

S: Suspending Coverage

R: Resuming Coverage

T: Transferring Coverage

SB: Strong Buy (effective 01/12/04, Equity Research eliminated the SB rating)

OP: Outperform

MP: Market Perform

UP: Underperform

NA: Not Available

UR: Under Review

GP On: Listed on one of the Guided Portfolios maintained by Piper Jaffray

GP Off: Removed from the Guided Portfolios maintained by Piper Jaffray

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Piper Jaffray

			IB Serv./Past 12 Mos.	
Rating	**Count**	**Percent**	**Count**	**Percent**
BUY [OP]	296	50.95	68	22.97
HOLD [MP]	263	45.27	34	12.93
SELL [UP]	22	3.79	3	13.64

Note: Distribution of Ratings/IB Services shows the number of companies in each rating category from which Piper Jaffray and its affiliates received compensation for investment banking services within the past 12 months. NASD and NYSE rules require disclosure of which ratings most closely correspond with "buy," "hold," and "sell" recommendations. Accordingly, Outperform corresponds most closely with buy, Market Perform with hold, and Underperform with sell. Outperform, Market Perform and Underperform, however, are not the equivalent of buy, hold or sell, but instead represent indications of relative performance. See Rating Definitions below. An investor's decision to buy or sell a security must depend on individual circumstances.

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- **Outperform (OP):** Expected to outperform the relevant broader market index over the next 12 months.
- **Market Perform (MP):** Expected to perform in line with the relevant broader market index over the next 12 months.
- **Underperform (UP):** Expected to underperform the relevant broader market index over the next 12 months.
- **Suspended (SUS):** No active analyst opinion or no active analyst coverage; however, an analyst investment opinion or analyst coverage is expected to resume.

- **Volatility Rating:** Our focus on growth companies implies that the stocks we recommend are typically more volatile than the overall stock market. We are not recommending the "suitability" of a particular stock for an individual investor. Rather, it identifies the volatility of a particular stock.
- **Low:** The stock price has moved up or down by more than 10% in a month in fewer than 8 of the past 24 months.
- **Medium:** The stock price has moved up or down by more than 20% in a month in fewer than 8 of the past 24 months.
- **High:** The stock price has moved up or down by more than 20% in a month in at least 8 of the past 24 months. All IPO stocks automatically get this volatility rating for the first 12 months of trading.

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