

# Stock Market Terms Word Search

Answer Key

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## ■ 10 Terms & Definitions

### DIVIDEND

A dividend is a portion of a company's profits distributed to its shareholders, usually on a quarterly basis.

Companies that pay dividends tend to be well-established and financially stable. Dividends can be paid in cash or as additional shares of stock, and they represent a key

### PORTFOLIO

A portfolio is a collection of financial investments — such as stocks, bonds, ETFs, mutual funds, and cash — held by an individual or institution. Building a well-diversified portfolio is one of the most important strategies in investing, as it spreads risk across different asset

### EQUITY

Equity refers to the ownership interest in a company, represented by shares of stock. When you buy equity in a company, you become a partial owner and gain a proportional claim on its assets and future earnings. Equity investors benefit when the company grows in value, but also b

### BOND

A bond is a fixed-income debt instrument in which an investor loans money to a borrower — typically a government or corporation — for a defined period at a predetermined interest rate called the coupon. Bonds are generally considered safer than stocks and are used to generate sta

### BROKER

A broker is a licensed individual or firm that acts as an intermediary between buyers and sellers, executing buy and sell orders for stocks, bonds, and other securities on behalf of investors. Brokers may charge commissions or fees per transaction. Modern online brokers have dram

### INDEX

A market index is a benchmark that tracks the collective performance of a specific group of assets, such as stocks or bonds. Indexes are used to measure the health of a market or sector and serve as a reference point for investors and fund managers. You cannot invest directly in

### MARGIN

Margin trading involves using borrowed money from a broker to purchase more securities than you could afford with your own capital alone. While margin amplifies potential gains, it equally amplifies potential losses — and you must repay the borrowed funds regardless of how your i

### BULL

A bull market is a sustained period of rising asset prices — typically defined as a gain of 20% or more from recent lows — driven by strong investor confidence, economic expansion, and positive corporate earnings. Bull markets can last months or even years. The term originates fr

### BEAR

A bear market is a prolonged period of declining asset prices — typically defined as a drop of 20% or more from recent highs — often accompanied by widespread pessimism, slowing economic growth, and reduced investor confidence. Bear markets test the patience of investors but have

### ASSET

An asset is any resource with economic value that an individual, company, or country owns or controls, with the expectation that it will provide future benefit. In investing, assets are broadly categorized as financial assets (stocks, bonds, cash), real assets (real estate, commo