

Companies We Track In Our CoreBrand Index Database

Through our CoreBrand Index, Tenet Partners has been tracking brand performance metrics of nearly 1,000 of the the world's best-known companies across 50 industries. Fielded consistently for the past 25 years, ours is the longest, continuous corporate brand tracking study in the marketplace. Brand performance ratings are collected throughout each year among 10,000 consumer opinion elites and B2B decision-makers. Look to see if we currently track your company, competitors and aspirational peers, and if so, for how long.

If you are not in our database, please contact us, we'd be happy to discuss how we can help you measure and manage your brand.

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
#			
21st Century Fox	2016	Publishing	Consumer Cyclicals
3M	1990	Chemicals	Basic Materials
A			
A.P. Møller-Mærsk Group	2014	Diversified Industrials	Industrial
Abbott Laboratories	1990	Medical Supplies & Services	Healthcare
AbbVie	2016	Medical Supplies & Services	Healthcare
ABC, Inc	2001	Hotel & Entertainment	Consumer Cyclicals
Abercrombie & Fitch	2003	Retailers	Consumer Cyclicals
Accenture	2001	Consulting	Business Services
ACE	2003	Insurance	Finance
Ace Hardware	2002	Retailers	Consumer Cyclicals
Activision Blizzard	2016	Computer Software	Technology
Adaptec	2009	Computers & Peripherals	Technology
Adidas	2016	Athletic Equipment & Apparel	Consumer Cyclicals
Adobe Systems	1996	Computer Software	Technology
Advance Auto Parts	2004	Retailers	Consumer Cyclicals
Advanced Micro Devices	1990	Semiconductors	Technology
AEGON	2008	Insurance	Finance
Aéropostale, Inc.	2012	Retailers	Consumer Cyclicals

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
A			
AES	2004	Power & Energy	Energy
Aetna	1990	Medical Supplies & Services	Healthcare
Aflac	1997	Insurance	Finance
AGCO	2009	Industrial Equipment	Industrial
Agilent Technologies	2003	Electronics, Electrical Equipment	Industrial
Air Products & Chemicals	1990	Chemicals	Basic Materials
Airbnb	2016	Internet	Technology
Airgas	2010	Chemicals	Basic Materials
Alcan Inc.	1996	Metals	Basic Materials
Alcatel-Lucent	1993	Telecommunications	Telecommunications
Alcoa	1990	Metals	Basic Materials
Alibaba Group	2015	Internet	Technology
Alipay	2016	Internet	Technology
Allegheny Technologies	1991	Metals	Basic Materials
Allergan	1993	Pharmaceuticals	Healthcare
Allianz	2012	Insurance	Finance
Allstate	1997	Insurance	Finance
Alltel	1999	Telecommunications	Telecommunications
Ally Financial, Inc.	2012	Diversified Financial	Finance
AltaVista	2003	Tobacco	Consumer Staples
Altria Group	2002	Tobacco	Consumer Staples
Amazon.com	1999	Internet	Technology
AMC Entertainment	2016	Hotel & Entertainment	Consumer Cyclical
American Airlines	2002	Transportation	Industrial
American Electric Power	1990	Electric Utilities	Utilities
American Express	1990	Diversified Financial	Finance
American Family Insurance Group	1999	Insurance	Finance
American Funds Group	2004	Diversified Financial	Finance
American Greetings	1990	Packaging	Industrial
American International Group	1991	Diversified Financial	Finance
American Standard	2012	Diversified Industrials	Industrial
Amerigroup	2012	Medical Supplies & Services	Healthcare
Ameriprise Financial	2009	Diversified Financial	Finance
AmerisourceBergen	1993	Medical Supplies & Services	Healthcare
Amgen	1993	Pharmaceuticals	Healthcare
AMR	1990	Transportation	Industrial
Anadarko Petroleum	2004	Crude Oil	Energy
Analog Devices	1993	Semiconductors	Technology
Anheuser-Busch	1990	Beverages	Consumer Staples
Anixter International	2009	Electronics, Electrical Equipment	Industrial
AOL Inc.	2013	Internet	Technology
Aon	1993	Diversified Financial	Finance
Aon Hewitt	2012	Diversified Financial	Finance
Apple	1990	Computers & Peripherals	Technology

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
A			
Applebee's	1997	Restaurants	Consumer Cyclical
Applied Materials	1993	Semiconductors	Technology
Aramark	1999	Food	Consumer Staples
Archer Daniels Midland	1990	Food	Consumer Staples
Armani	2012	Apparel, Shoes	Consumer Cyclical
Armstrong Holdings	2003	Building Materials	Industrial
Arrow Electronics	2004	Electronics, Electrical Equipment	Industrial
Asbury Automotive Group	2004	Retailers	Consumer Cyclical
Ashland	1990	Petroleum Refining	Energy
Associated Press	1999	Diversified Services	Business Services
Assurant	2009	Insurance	Finance
AstraZeneca	2001	Pharmaceuticals	Healthcare
AT&T	1990	Telecommunications	Telecommunications
Atmos Energy	2009	Power & Energy	Energy
Audi AG	2012	Motor Vehicles	Consumer Cyclical
Auto-Owners Insurance	2004	Insurance	Finance
Autodesk	2003	Computer Software	Technology
Automatic Data Processing	2001	Computer Software	Technology
AutoNation	2001	Retailers	Consumer Cyclical
AutoZone	2003	Retailers	Consumer Cyclical
Avaya	2004	Telecommunications	Telecommunications
Avery Dennison	1992	Chemicals	Basic Materials
Avis Budget Group	2009	Diversified Services	Business Services
Avista	2001	Electric Utilities	Utilities
Avnet	2001	Electronics, Electrical Equipment	Industrial
Avon Products	1990	Toiletries, Household Products	Consumer Staples
AXA	2000	Diversified Financial	Finance
B			
BAE Systems	2012	Aerospace	Industrial
Baidu.com	2016	Internet	Technology
Bain & Company	2012	Consulting	Business Services
Baker Hughes	1990	Crude Oil	Energy
Ball	1990	Packaging	Industrial
Banana Republic, LLC	2012	Apparel, Shoes	Consumer Cyclical
Bank of America Corp.	1990	Commercial Banks	Finance
Bank of China	2012	Diversified Financial	Finance
Bank of New York Mellon Corp.	1990	Commercial Banks	Finance
Barclays	2012	Diversified Financial	Finance
Barnes & Noble	1996	Retailers	Consumer Cyclical
BASF	1993	Chemicals	Basic Materials
Bath & Body Works, LLC	2012	Toiletries, Household Products	Consumer Staples
Bausch & Lomb	1990	Medical Supplies & Services	Healthcare
Baxalta	2016	Biotechnology	Healthcare

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
B			
Baxter International	1990	Medical Supplies & Services	Healthcare
Bayer	1993	Chemicals	Basic Materials
BB&T Corp.	2004	Commercial Banks	Finance
Bechtel	2012	Diversified Industrials	Industrial
Bechtel Group, Inc.	2012	Diversified Industrials	Industrial
Becton Dickinson	1993	Medical Supplies & Services	Healthcare
Bed Bath & Beyond	2003	Retailers	Consumer Cyclical
Bemis Company	2014	Telecommunications	Telecommunications
Berkshire Hathaway	1990	Insurance	Finance
Best Buy	2003	Retailers	Consumer Cyclical
Bic Corporation	2012	Toiletries, Household Products	Consumer Staples
Big Lots	2003	Retailers	Consumer Cyclical
Biogen Idec	2003	Pharmaceuticals	Healthcare
BJ's Wholesale Club	2004	Retailers	Consumer Cyclical
BlackBerry	2012	Telecommunications	Telecommunications
BlackRock	2009	Diversified Financial	Finance
Blockbuster	2005	Retailers	Consumer Cyclical
Bloomberg	1999	Publishing & Printing	Consumer Cyclical
BMW	1993	Motor Vehicles	Consumer Cyclical
Boeing	1990	Aerospace	Industrial
Boise Cascade Holdings	1990	Paper Products	Basic Materials
BorgWarner	1995	Auto Parts	Consumer Cyclical
Bosch	2004	Auto Parts	Consumer Cyclical
Boston Consulting Group, The	2012	Consulting	Business Services
Boston Scientific	2009	Medical Supplies & Services	Healthcare
BP	1993	Petroleum Refining	Energy
Bridgestone	1993	Diversified Industrials	Industrial
Briggs & Stratton	1990	Industrial Equipment	Industrial
Bright Horizons Family Solutions	2002	Educational Services	Consumer Cyclical
Brink's	2004	Transportation	Industrial
Bristol-Myers Squibb	1990	Pharmaceuticals	Healthcare
Broadcom	2001	Telecommunications	Telecommunications
Brocade	2012	Computers & Peripherals	Technology
Brown-Forman	1990	Distilled Spirits	Consumer Staples
Brunswick	1990	Hotel & Entertainment	Consumer Cyclical
Budweiser	2012	Beverages	Consumer Staples
Burberry Group plc	2012	Apparel, Shoes	Consumer Cyclical
C			
C.H. Robinson Worldwide	2004	Transportation	Industrial
C.R. Bard	1993	Medical Supplies & Services	Healthcare
CA	1993	Computer Software	Technology
Cablevision Systems	1997	Telecommunications	Telecommunications
Caesars Entertainment Corp.	2012	Hotel & Entertainment	Consumer Cyclical

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
C			
Caesars Entertainment Group	2012	Hotel & Entertainment	Consumer Cyclicals
Cairn India Ltd.	2014	Petroleum Refining	Energy
Calpine	2002	Power & Energy	Energy
Campbell Soup	1990	Food	Consumer Staples
Canadian Pacific (CP)	1997	Transportation	Industrial
Canon	1993	Electronics, Electrical Equipment	Industrial
Capella University	2012	Educational Services	Consumer Cyclicals
Capital One Financial	2004	Diversified Financial	Finance
Cardinal Health	2001	Medical Supplies & Services	Healthcare
CarMax	2009	Retailers	Consumer Cyclicals
Carnival Corp	2016	Hotel & Entertainment	Consumer Cyclicals
CARREFOUR	2012	Retailers	Consumer Cyclicals
Cartier SA	2012	Retailers	Consumer Cyclicals
Caterpillar	1990	Industrial Equipment	Industrial
CB Richard Ellis Group	2009	Diversified Services	Business Services
CBS	1990	Hotel & Entertainment	Consumer Cyclicals
Celgene Corp	2016	Biotechnology	Healthcare
CenterPoint Energy	2004	Electric Utilities	Utilities
Centex	2003	Home Builders	Consumer Cyclicals
CenturyLink	2012	Telecommunications	Telecommunications
Charles Schwab	1991	Brokerage	Finance
Charter Communications	2004	Telecommunications	Telecommunications
Checkpoint Systems, Inc.	2003	Scient, Photo, Cntr Eq	Industrial
Cheetah Mobile	2016	Internet	Technology
Chesapeake Energy	1990	Packaging	Industrial
Chiquita Brands International	1992	Food	Consumer Staples
Chrysler Group	2012	Motor Vehicles	Consumer Cyclicals
Chubb	1990	Insurance	Finance
Cigna	1993	Medical Supplies & Services	Healthcare
Cisco Systems	1995	Computers & Peripherals	Technology
CIT Group	2004	Diversified Financial	Finance
CITGO Petroleum	1993	Petroleum Refining	Energy
Citigroup	1990	Diversified Financial	Finance
Citizens Financial	2001	Commercial Banks	Finance
Citrix Systems	2016	Internet	Technology
Clear Channel Communications, Inc.	2003	Hotel & Entertainment	Consumer Cyclicals
Clorox	1990	Toiletries, Household Products	Consumer Staples
CME Group	2015	Diversified Financial	Finance
Coach, Inc.	2012	Apparel, Shoes	Consumer Cyclicals
Coca-Cola	1990	Beverages	Consumer Staples
COFCO	2012	Food	Consumer Staples
Cognizant Technology	1997	Computer Software	Technology
Colgate-Palmolive	1990	Toiletries, Household Products	Consumer Staples
Comcast	1997	Telecommunications	Telecommunications

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C			
Community Health Systems	2009	Medical Supplies & Services	Healthcare
Computer Sciences	2000	Computer Software	Technology
Converse Technology, Inc.	2009	Computer Software	Technology
Con-way	2012	Transportation	Industrial
ConAgra Foods	1990	Food	Consumer Staples
ConocoPhillips	2003	Petroleum Refining	Energy
Consol Energy	2012	Metals	Basic Materials
Consolidated Edison	1990	Electric Utilities	Utilities
Constellation Brands	2009	Beverages	Consumer Staples
Constellation Energy	2001	Electric Utilities	Utilities
Convergys	2004	Diversified Services	Business Services
Cooper Tire & Rubber	1990	Rubber & Plastics	Industrial
Core-Mark Holding, Inc.	2012	Retailers	Consumer Cyclicals
Corning	1990	Electronics, Electrical Equipment	Industrial
Corona	2012	Beverages	Consumer Staples
Costco Wholesale	2001	Retailers	Consumer Cyclicals
Cott Corporation	2001	Beverages	Consumer Staples
Coty	2013	Toiletries, Household Products	Consumer Staples
Coventry Health Care	2012	Medical Supplies & Services	Healthcare
Crown Holdings	1990	Packaging	Industrial
CSX	1990	Transportation	Industrial
Cummins	1990	Industrial Equipment	Industrial
CVS Caremark	1999	Pharmacy Serv.	Healthcare
D			
D.R. Horton	2004	Home Builders	Consumer Cyclicals
D&B	1990	Diversified Services	Business Services
Daimler	2012	Motor Vehicles	Consumer Cyclicals
Dairy Queen	1997	Restaurants	Consumer Cyclicals
Dana Holding	1990	Auto Parts	Consumer Cyclicals
Danaher	1993	Diversified Industrials	Industrial
Danone	2012	Food	Consumer Staples
Darden Restaurants	2003	Restaurants	Consumer Cyclicals
DaVita	2009	Medical Supplies & Services	Healthcare
Dean Foods	1990	Food	Consumer Staples
Deere	1990	Industrial Equipment	Industrial
Del Monte Foods	1999	Food	Consumer Staples
Dell	1993	Computers & Peripherals	Technology
Delphi Automotive LLP	1997	Auto Parts	Consumer Cyclicals
Delta Air Lines	1990	Transportation	Industrial
Denny's	2002	Restaurants	Consumer Cyclicals
Detroit Diesel Corporation	1995	Auto Parts	Consumer Cyclicals
Devon Energy	2004	Petroleum Refining	Energy
DeVry University	2014	Educational Services	Consumer Cyclicals

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
D			
Dick's Sporting Goods, Inc.	2012	Retailers	Consumer Cyclicals
Diebold	1995	Office Equipment	Industrial
Dillard's	2003	Retailers	Consumer Cyclicals
DirecTV Group	2009	Telecommunications	Telecommunications
Discover Financial Services	2012	Diversified Financial	Finance
Discovery Communications	2016	Hotel & Entertainment	Consumer Cyclicals
DISH Network	2004	Telecommunications	Telecommunications
DJI Innovations	2016	Electronics, Electrical Equipment	Industrial
Dole Food	1993	Food	Consumer Staples
Dollar General	1996	Retailers	Consumer Cyclicals
Dominion Resources	1993	Electric Utilities	Utilities
Dover	1993	Industrial Equipment	Industrial
Dow Chemical	1990	Chemicals	Basic Materials
Dow Jones & Company	1997	Publishing & Printing	Consumer Cyclicals
DowDuPont	2016	Chemical	Basic Materials
Dr Pepper Snapple Group	2012	Beverages	Consumer Staples
Duke Energy	1990	Electric Utilities	Utilities
DuPont	1990	Chemicals	Basic Materials
Duracell	1993	Electronics, Electrical Equipment	Industrial
Dynegy	2001	Power & Energy	Energy
E			
E*Trade Financial	2000	Internet	Technology
Eastman Chemical	1999	Chemicals	Basic Materials
Eastman Kodak	1990	Scient, Photo, Cntr Eq	Industrial
Eaton	1990	Auto Parts	Consumer Cyclicals
eBay	2000	Internet	Technology
Ecolab	1994	Chemicals	Basic Materials
Edison International	2001	Electric Utilities	Utilities
Edward Lifesciences	2016	Medical Supplies & Services	Healthcare
El Paso	2002	Power & Energy	Energy
Electronic Arts	2000	Electronics, Electrical Equipment	Industrial
Electronic Data Systems (EDS, an HP company)	1997	Computer Software	Technology
Eli Lilly	1990	Pharmaceuticals	Healthcare
EMC	1995	Computers & Peripherals	Technology
Emerson Electric	1990	Electronics, Electrical Equipment	Industrial
Emulex	2009	Computers & Peripherals	Technology
Enterprise GP Holdings	2004	Crude Oil	Energy
Enterprise Products	2012	Power & Energy	Energy
Enterprise Rent-A-Car	2012	Diversified Services	Business Services
Equifax	2003	Diversified Financial	Finance
Equinix	2016	Internet	Technology
Ericsson Inc.	2012	Telecommunications	Telecommunications
Erie Insurance Group	2004	Insurance	Finance

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
E			
Ernst & Young	2004	Diversified Financial	Finance
Estee Lauder	2003	Toiletries, Household Products	Consumer Staples
Exelon	2001	Electric Utilities	Utilities
Expedia	2016	Internet	Technology
Expeditors International of Washington	2009	Transportation	Industrial
Experian Corporation	2012	Diversified Financial	Finance
Express Scripts	2004	Pharmacy Serv.	Healthcare
Exxon Mobil	2000	Petroleum Refining	Energy
F			
Facebook	2013	Internet	Technology
Family Dollar Stores	1996	Retailers	Consumer Cyclical
Fannie Mae	1990	Diversified Financial	Finance
Federal-Mogul	1990	Auto Parts	Consumer Cyclical
FedEx	1990	Transportation	Industrial
Ferrari S.p.A.	2012	Motor Vehicles	Consumer Cyclical
Fidelity National Financial	2014	Diversified Financial	Finance
Fifth Third Bancorp	2003	Commercial Banks	Finance
Firestone	2001	Rubber & Plastics	Industrial
First American Financial Corporation	2004	Insurance	Finance
FirstEnergy	2000	Electric Utilities	Utilities
Fiserv, Inc.	2009	Diversified Financial	Finance
Fitbit	2016	Electronics, Electrical Equipment	Industrial
Flowers Foods	1993	Food	Consumer Staples
Fluor	1990	Building Materials	Industrial
FMC Technologies	1990	Chemicals	Basic Materials
Foot Locker	2004	Retailers	Consumer Cyclical
Ford Motor	1990	Motor Vehicles	Consumer Cyclical
Fossil	2016	Apparel, Shoes	Consumer Cyclical
Foster Wheeler	1996	Industrial Equipment	Industrial
Freddie Mac	1992	Diversified Financial	Finance
Freeport-McMoRan Copper & Gold	1990	Metals	Basic Materials
Frontier Oil	2009	Petroleum Refining	Energy
Fruit of the Loom	1990	Apparel, Shoes	Consumer Cyclical
Fuji Heavy Industries	2001	Auto Parts	Consumer Cyclical
Fujifilm Holdings Corporation	1994	Electronics, Electrical Equipment	Industrial
Fujitsu, Ltd.	2000	Computers & Peripherals	Technology
G			
GameStop	2009	Retailers	Consumer Cyclical
Gannett	1990	Publishing & Printing	Consumer Cyclical
Gap	1996	Retailers	Consumer Cyclical
Gateway	1994	Computers & Peripherals	Technology
Geico	2012	Insurance	Finance

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
G			
General Dynamics	1990	Aerospace	Industrial
General Electric	1990	Electronics, Electrical Equipment	Industrial
General Mills	1990	Food	Consumer Staples
General Motors	1990	Motor Vehicles	Consumer Cyclical
Genuine Parts	1990	Auto Parts	Consumer Cyclical
Genworth Financial	2008	Insurance	Finance
Genzyme	2003	Pharmaceuticals	Healthcare
Georgia-Pacific	1990	Paper Products	Basic Materials
Gerber Scientific, Inc.	1990	Scient, Photo, Cntr Eq	Industrial
Gillette	1990	Toiletries, Household Products	Consumer Staples
Gilt	2016	Internet	Technology
GlaxoSmithKline	2001	Pharmaceuticals	Healthcare
Global Partners	2009	Petroleum Refining	Energy
Goldman Sachs Group	2000	Diversified Financial	Finance
Goodrich	1993	Aerospace	Industrial
Goodyear Tire & Rubber	1990	Rubber & Plastics	Industrial
Google	2004	Internet	Technology
GoPro	2016	Electronics, Electrical Equipment	Industrial
Graybar Electric	2004	Electronics, Electrical Equipment	Industrial
Group 1 Automotive	2004	Retailers	Consumer Cyclical
GroupOn	2016	Internet	Technology
Guardian Life Ins. Co. of America	2004	Insurance	Finance
Gucci	2012	Apparel, Shoes	Consumer Cyclical
H			
H.J. Heinz	1990	Food	Consumer Staples
H&M	2016	Apparel, Shoes	Consumer Cyclical
H&R Block	2002	Diversified Financial	Finance
Halliburton	1990	Crude Oil	Energy
Hallmark Cards	1999	Publishing & Printing	Consumer Cyclical
Handy & Harman	1990	Metal Products	Industrial
Hanesbrands	2016	Apparel, Shoes	Consumer Cyclical
Harley-Davidson	1990	Motor Vehicles	Consumer Cyclical
Harris Corp	1990	Electronics, Electrical Equipment	Industrial
Harsco	1993	Metal Products	Industrial
Hartford Financial Services	1997	Insurance	Finance
Hasbro	2016	Toys Entertainment	Consumer Cyclical
HBO	2016	Hotel & Entertainment	Consumer Cyclical
HCA	2001	Medical Supplies & Services	Healthcare
Health Management Associates	2012	Medical Supplies & Services	Healthcare
Health Net	2002	Medical Supplies & Services	Healthcare
Heineken N.V.	2012	Beverages	Consumer Staples
Henry Schein	2009	Medical Supplies & Services	Healthcare
Herman Miller	1993	Furniture	Consumer Cyclical

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
H			
Hershey	1990	Food	Consumer Staples
Hertz Global Holdings	2000	Diversified Services	Business Services
Hess	1990	Petroleum Refining	Energy
Hewlett-Packard	1990	Computers & Peripherals	Technology
Hilton Hotels & Resorts	1996	Hotel & Entertainment	Consumer Cyclical
Hitachi	2012	Computers & Peripherals	Technology
Home Depot	1999	Retailers	Consumer Cyclical
Honda Motor Company, Ltd.	1993	Motor Vehicles	Consumer Cyclical
Honeywell International	1990	Diversified Industrials	Industrial
Hoovers	2006	Diversified Services	Business Services
Hormel Foods	2004	Food	Consumer Staples
Host Hotels & Resorts	2004	Hotel & Entertainment	Consumer Cyclical
HSBC HOLDINGS	2012	Commercial Banks	Finance
HTC Corporation	2012	Electronics, Electrical Equipment	Industrial
Huawei Technologies	2012	Telecommunications	Telecommunications
Hulu	2016	Internet	Technology
Humana	1990	Medical Supplies & Services	Healthcare
Huntsman	2009	Rubber & Plastics	Industrial
Hyundai Heavy Industries	2012	Building Materials	Industrial
Hyundai Motor	2012	Motor Vehicles	Consumer Cyclical
I			
IKEA	2012	Furniture	Consumer Cyclical
Illinois Tool Works	2003	Industrial Equipment	Industrial
Imperial Tobacco Group plc	2003	Tobacco	Consumer Staples
ING GROUP	2002	Insurance	Finance
Ingersoll-Rand	1990	Industrial Equipment	Industrial
Instagram	2016	Internet	Technology
Intel	1990	Semiconductors	Technology
Intercontinental Exchange	2016	Diversified Financial	Finance
IBM	1990	Consulting	Business Services
International Paper	1990	Paper Products	Basic Materials
International Steel Group	1990	Metals	Basic Materials
Intuit	1997	Computer Software	Technology
ITT	1990	Diversified Industrials	Industrial
ITT Technical Institute	2012	Educational Services	Consumer Cyclical
J			
J.B. Hunt Transport Services	2012	Transportation	Industrial
J.C. Penney	1996	Retailers	Consumer Cyclical
J.M. Smucker	2012	Food	Consumer Staples
J.P. Morgan Chase & Co.	1990	Commercial Banks	Finance
Jack Daniel	2012	Distilled Spirits	Consumer Staples
Jacobs Engineering Group	1996	Building Materials	Industrial

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
J			
Janus Capital Group, Inc.	2004	Diversified Financial	Finance
JD.COM	2016	Internet	Technology
Jefferson Smurfit	1999	Packaging	Industrial
JetBlue	2015	Transportation	Industrial
John Deere	2012	Industrial Equipment	Industrial
John Hancock	2003	Insurance	Finance
Johnnie Walker, Smirnoff	2012	Distilled Spirits	Consumer Staples
Johnson & Johnson	1990	Medical Supplies & Services	Healthcare
Johnson Controls	1990	Auto Parts	Consumer Cyclical
Juniper Networks	2004	Computers & Peripherals	Technology
K			
Kaiser Permanente	2009	Medical Supplies & Services	Healthcare
Kaman Corporation	1993	Diversified Industrials	Industrial
Kansas City Southern	1990	Transportation	Industrial
Kaplan University	2012	Educational Services	Consumer Cyclical
Kate Spade & Company	2015	Retailers	Consumer Cyclical
KB Home	2002	Home Builders	Consumer Cyclical
Kellogg	1999	Food	Consumer Staples
Kelly Services	2004	Diversified Services	Business Services
Kennametal	1993	Metal Products	Industrial
KeyCorp	1993	Commercial Banks	Finance
KFC Corporation	2012	Restaurants	Consumer Cyclical
Kimberly-Clark	1990	Toiletries, Household Products	Consumer Staples
Kinder Morgan, Inc.	2012	Power & Energy	Energy
Knight Publishing	2012	Publishing & Printing	Consumer Cyclical
Kohl's	2003	Retailers	Consumer Cyclical
Konica Minolta	2004	Scient, Photo, Cntr Eq	Industrial
Kraft Foods	2003	Food	Consumer Staples
Kroger	2001	Retailers	Consumer Cyclical
L			
L-3 Communications	2004	Aerospace	Industrial
L'Oréal	1993	Toiletries, Household Products	Consumer Staples
La-Z-Boy	1992	Furniture	Consumer Cyclical
Lafarge	2004	Building Materials	Industrial
Land O'Lakes	2004	Food	Consumer Staples
Las Vegas Sands Corp.	2012	Hotel & Entertainment	Consumer Cyclical
Lear	2001	Auto Parts	Consumer Cyclical
Legg Mason	1999	Brokerage	Finance
Leggett & Platt	1993	Furniture	Consumer Cyclical
Lending Club	2016	Diversified Financial	Finance
Lennox International	2004	Diversified Industrials	Industrial
Lenovo Group	2012	Computers & Peripherals	Technology

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
L			
LensCrafters, Inc.	2012	Retailers	Consumer Cyclicals
Levi Strauss	2004	Apparel, Shoes	Consumer Cyclicals
Lexmark International	1997	Office Equipment	Industrial
LG Electronics	2012	Electronics, Electrical Equipment	Industrial
Liberty Global	2009	Telecommunications	Telecommunications
Liberty Media	2009	Apparel, Shoes	Consumer Cyclicals
Liberty Mutual Insurance Group	2001	Insurance	Finance
Limited Brands	1996	Retailers	Consumer Cyclicals
Lincoln Financial	1990	Insurance	Finance
LinkedIn	2013	Internet	Technology
Live Nation Entertainment	2012	Hotel & Entertainment	Consumer Cyclicals
Lockheed Martin	1990	Aerospace	Industrial
Loews	1990	Diversified Financial	Finance
Lone Star Steakhouse & Saloon	1997	Restaurants	Consumer Cyclicals
Longchamp	2016	Apparel, Shoes	Consumer Cyclicals
Louis Vuitton	2012	Apparel, Shoes	Consumer Cyclicals
Louisiana-Pacific	1990	Paper Products	Basic Materials
Lowe's	2004	Retailers	Consumer Cyclicals
LSI	1993	Semiconductors	Technology
LUBRIZOL	2012	Chemicals	Basic Materials
Lukoil	2012	Petroleum Refining	Energy
LyondellBasell Industries	2012	Chemicals	Basic Materials
M			
Macy's	2003	Retailers	Consumer Cyclicals
Manpower	1995	Diversified Services	Business Services
MANULIFE FINANCIAL	2012	Insurance	Finance
Marathon Oil	2003	Power & Energy	Energy
Mark IV Industries	1993	Auto Parts	Consumer Cyclicals
Marriott International	1992	Hotel & Entertainment	Consumer Cyclicals
Mars	2012	Food	Consumer Staples
Marsh & McLennan	1991	Diversified Financial	Finance
Marsh Inc.	2012	Diversified Financial	Finance
Marshall & Ilsley Corp.	2009	Commercial Banks	Finance
Marshalls	2012	Apparel, Shoes	Consumer Cyclicals
Marvell Technology Group Ltd.	2009	Semiconductors	Technology
Masco	1991	Building Materials	Industrial
Massachusetts Mutual Life Insurance	2004	Insurance	Finance
MasterCard	2001	Diversified Financial	Finance
Mattel	2000	Hotel & Entertainment	Consumer Cyclicals
Mazda Motor	1993	Motor Vehicles	Consumer Cyclicals
McAfee, Inc.	2012	Computer Software	Technology
McDonald's	1997	Restaurants	Consumer Cyclicals
McGraw-Hill Education	1990	Publishing & Printing	Consumer Cyclicals

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
M			
McGraw-Hill Financial	2000	Diversified Financial	Finance
McKesson	1990	Medical Supplies & Services	Healthcare
MeadWestvaco	2003	Paper Products	Basic Materials
Medco Health Solutions	2009	Medical Supplies & Services	Healthcare
Medtronic	1990	Medical Supplies & Services	Healthcare
Mercedes-Benz	2012	Motor Vehicles	Consumer Cyclical
Merck	1990	Pharmaceuticals	Healthcare
Merrill Lynch	1990	Brokerage	Finance
MetLife	1999	Insurance	Finance
MGM Resorts International	1996	Hotel & Entertainment	Consumer Cyclical
Michael Kors	2016	Apparel, Shoes	Consumer Cyclical
Michelin	1993	Rubber & Plastics	Industrial
Microsoft	1993	Computer Software	Technology
Mitsubishi Electric	2012	Electric Utilities	Utilities
Mitsubishi Heavy Industries	2002	Diversified Industrials	Industrial
Mitsubishi Motors	1993	Motor Vehicles	Consumer Cyclical
Moët & Chandon	2012	Beverages	Consumer Staples
Mohawk Industries	2004	Textiles	Industrial
Molex	1993	Electronics, Electrical Equipment	Industrial
Molson Coors Brewing	1997	Beverages	Consumer Staples
Mondelez International	2014	Food	Consumer Staples
Monsanto	1990	Chemicals	Basic Materials
Monster Beverage	2016	Beverages	Consumer Staples
Moody	2016	Diversified Financial	Finance
Morgan Stanley	1990	Brokerage	Finance
Mosaic	2009	Chemicals	Basic Materials
Motorola Solutions	1990	Semiconductors	Technology
MTV Networks Company	2012	Hotel & Entertainment	Consumer Cyclical
Murphy Oil	1990	Petroleum Refining	Energy
Mutual of Omaha Insurance	2012	Insurance	Finance
N			
NASCAR	2001	Hotel & Entertainment	Consumer Cyclical
NASDAQ OMX Group	2004	Diversified Financial	Finance
Nash-Finch	2012	Food	Consumer Staples
National Oilwell Varco	2009	Power & Energy	Energy
National Semiconductor	1990	Semiconductors	Technology
Nationwide	1999	Diversified Financial	Finance
Navistar International Corp.	2012	Motor Vehicles	Consumer Cyclical
NBC	2001	Hotel & Entertainment	Consumer Cyclical
NCR	2004	Computers & Peripherals	Technology
Nescafé	2012	Beverages	Consumer Staples
Nestlé	2003	Food	Consumer Staples
Netflix	2015	Internet	Technology

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
N			
New York Life Insurance	2004	Insurance	Finance
New York Times	1990	Publishing & Printing	Consumer Cyclical
Newell Rubbermaid	1993	Toiletries, Household Products	Consumer Staples
News Corp.	1993	Publishing & Printing	Consumer Cyclical
NextEra Energy	2011	Power & Energy	Energy
Nielsen Company, The	1999	Diversified Services	Business Services
Nike	1993	Athletic Equipment & Apparel	Consumer Cyclical
Nintendo Co., Ltd.	2001	Electronics, Electrical Equipment	Industrial
Nissan Motor	1993	Motor Vehicles	Consumer Cyclical
Nivea	2012	Toiletries, Household Products	Consumer Staples
Nokia	1999	Telecommunications	Telecommunications
Nordstrom	2001	Retailers	Consumer Cyclical
Norfolk Southern	1990	Transportation	Industrial
Nortel	1993	Telecommunications	Telecommunications
Northeast Utilities	1990	Electric Utilities	Utilities
Northern Trust Corp.	1993	Commercial Banks	Finance
Northrop Grumman	1990	Aerospace	Industrial
Northwestern Mutual	2001	Insurance	Finance
Novartis	1997	Pharmaceuticals	Healthcare
NRG Energy	2009	Power & Energy	Energy
NSTAR	2001	Electric Utilities	Utilities
NuStar Energy	2012	Petroleum Refining	Energy
Nvidia	2016	Semiconductors	Technology
NYSE Euronext	2004	Diversified Financial	Finance
O			
O'Reilly Automotive, Inc.	2012	Retailers	Consumer Cyclical
Occidental Petroleum	1990	Petroleum Refining	Energy
Office Depot	2000	Office Equipment	Industrial
OfficeMax	2002	Office Equipment	Industrial
Oil & Natural Gas	2012	Petroleum Refining	Energy
Old Navy, Inc.	2012	Apparel, Shoes	Consumer Cyclical
Olin Corporation	1990	Chemicals	Basic Materials
Olympus	2001	Scient, Photo, Cntr Eq	Industrial
Omnicare	2009	Pharmaceuticals	Healthcare
Oracle	1993	Computer Software	Technology
Oshkosh	2009	Motor Vehicles	Consumer Cyclical
OSI Restaurant Part, LLC (Outback Steakhouse)	1997	Restaurants	Consumer Cyclical
Owens Corning	1990	Building Materials	Industrial
Owens-Illinois	1993	Packaging	Industrial
P			
Paccar	1990	Motor Vehicles	Consumer Cyclical
Pacific Life	2001	Insurance	Finance

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
P			
PacifiCorp	1990	Power & Energy	Energy
Panasonic	2002	Electronics, Electrical Equipment	Industrial
Pandora radio	2016	Internet	Technology
Pantry	2009	Retailers	Consumer Cyclical
Papa John's	1997	Restaurants	Consumer Cyclical
Paychex	2003	Computer Software	Technology
PayPal	2016	Internet	Technology
Peabody Energy	2009	Metals	Basic Materials
PECO Energy	1991	Electric Utilities	Utilities
Penske Automotive Group	2004	Retailers	Consumer Cyclical
Peoples Natural Gas Company LLC	2012	Power & Energy	Energy
Pepco Holdings	1992	Electric Utilities	Utilities
PepsiCo	1990	Beverages	Consumer Staples
Performance Food Group	2004	Food	Consumer Staples
Perini	1996	Building Materials	Industrial
PerkinElmer	1990	Scient, Photo, Cntr Eq	Industrial
PetSmart	2004	Food	Consumer Staples
Peugeot Citroën	1993	Auto Parts	Consumer Cyclical
Pfizer	1990	Pharmaceuticals	Healthcare
PG&E Corp.	1993	Electric Utilities	Utilities
Philip Morris	1990	Tobacco	Consumer Staples
Philip Morris USA Inc.	2012	Tobacco	Consumer Staples
Philips Electronics	1993	Electronics, Electrical Equipment	Industrial
Phillips-Van Heusen	1990	Apparel, Shoes	Consumer Cyclical
Pilgrim's Pride	2009	Food	Consumer Staples
Pinterest	2016	Internet	Technology
Pitney Bowes	1990	Office Equipment	Industrial
Pizza Hut, Inc.	2012	Restaurants	Consumer Cyclical
PMC-Sierra	2009	Semiconductors	Technology
PNC Financial Services Group	1991	Commercial Banks	Finance
Polaroid Corporation	1990	Scient, Photo, Cntr Eq	Industrial
Polo Ralph Lauren	2000	Apparel, Shoes	Consumer Cyclical
Porsche Automobil Holding SE	2012	Motor Vehicles	Consumer Cyclical
Potlatch	1990	Paper Products	Basic Materials
PPG Industries	1990	Chemicals	Basic Materials
Praxair	1995	Chemicals	Basic Materials
Priceline.Com	2000	Internet	Technology
PricewaterhouseCoopers International	2012	Diversified Financial	Finance
Principal Financial	2004	Diversified Financial	Finance
Procter & Gamble	1990	Toiletries, Household Products	Consumer Staples
Progress Energy	2001	Electric Utilities	Utilities
Progressive	1993	Insurance	Finance
Prudential	2012	Insurance	Finance
Prudential Financial	1999	Insurance	Finance

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
P			
Publix Super Markets	2001	Retailers	Consumer Cyclicals
PulteGroup	2003	Home Builders	Consumer Cyclicals
Puma	2016	Athletic Equipment & Apparel	Consumer Cyclicals
PVH	2016	Apparel, Shoes	Consumer Cyclicals
Q			
Qlogic Corporation	2003	Semiconductors	Technology
Quaker Oats	1990	Food	Consumer Staples
Qualcomm	2000	Telecommunications	Telecommunications
Quest Diagnostics	2002	Medical Supplies & Services	Healthcare
Qwest Communications	2001	Telecommunications	Telecommunications
R			
R.R. Donnelley & Sons	1990	Publishing & Printing	Consumer Cyclicals
RadioShack Corporation	2012	Retailers	Consumer Cyclicals
Random House	2002	Publishing & Printing	Consumer Cyclicals
Raytheon	1990	Aerospace	Industrial
Reader's Digest Association	1992	Publishing & Printing	Consumer Cyclicals
Reebok	1991	Athletic Equipment & Apparel	Consumer Cyclicals
Regal Entertainment	2016	Hotel & Entertainment	Consumer Cyclicals
Regeneron	2016	Biotechnology	Healthcare
Regions Financial	2004	Commercial Banks	Finance
Remington Arms Company, Inc.	2009	Diversified Services	Business Services
Republic Services, Inc.	2012	Diversified Services	Business Services
Revlon	2002	Toiletries, Household Products	Consumer Staples
Reynolds & Reynolds	1990	Office Equipment	Industrial
Reynolds American	2003	Tobacco	Consumer Staples
Rite Aid	2001	Pharmacy Serv.	Healthcare
Robert Half International	2008	Diversified Services	Business Services
Robert Mondavi Winery, Inc.	1997	Beverages	Consumer Staples
Roche Group	2012	Pharmaceuticals	Healthcare
Rockwell Automation	1990	Electronics, Electrical Equipment	Industrial
Rockwell Collins	2016	Aerospace	Industrial
Rohm & Haas	1990	Chemicals	Basic Materials
Ross Stores	2004	Retailers	Consumer Cyclicals
Royal Bank of Scotland	2012	Commercial Banks	Finance
Royal Caribbean Cruises	2016	Hotel & Entertainment	Consumer Cyclicals
Royal Dutch Shell	1993	Petroleum Refining	Energy
Ruby Tuesday	1997	Restaurants	Consumer Cyclicals
Russell Brands, LLC	2012	Athletic Equipment & Apparel	Consumer Cyclicals
Ryder System	1990	Transportation	Industrial
Ryerson, Inc.	2002	Metals	Basic Materials

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
S			
Saab AB	1993	Aerospace	Industrial
Safeco	1990	Insurance	Finance
Safeway	2001	Retailers	Consumer Cyclicals
Salesforce.com	2015	Internet	Technology
Sam's Club	2012	Retailers	Consumer Cyclicals
Samsung	2005	Semiconductors	Technology
SanDisk Corp.	2012	Computers & Peripherals	Technology
Schlumberger	2003	Power & Energy	Energy
Scripps Networks Interactive	2016	Hotel & Entertainment	Consumer Cyclicals
Seagate	1990	Computers & Peripherals	Technology
Sealed Air	2004	Industrial Equipment	Industrial
Sears Holdings	1996	Retailers	Consumer Cyclicals
SEGA	2001	Computer Software	Technology
Sempra Energy	2001	Electric Utilities	Utilities
Sephora	2012	Toiletries, Household Products	Consumer Staples
Sharp	2001	Electronics, Electrical Equipment	Industrial
Shaw Group	2004	Diversified Industrials	Industrial
Shazam	2016	Internet	Technology
Sherwin-Williams	1990	Chemicals	Basic Materials
Siemens	1993	Diversified Industrials	Industrial
Sigma Aldrich	1994	Chemicals	Basic Materials
SLM	1990	Diversified Financial	Finance
Smith & Wesson	2009	Diversified Services	Business Services
Smithfield Foods	1990	Food	Consumer Staples
Smurfit-Stone Container	2001	Packaging	Industrial
Snap-On	1990	Industrial Equipment	Industrial
Snapchat	2016	Internet	Technology
Sonic Automotive	2004	Retailers	Consumer Cyclicals
Sonoco Products	1990	Packaging	Industrial
Sony	1993	Electronics, Electrical Equipment	Industrial
Southern Companies	1990	Electric Utilities	Utilities
Southwest Airlines	1990	Transportation	Industrial
Sovereign Bancorp	2003	Commercial Banks	Finance
Spectra Energy	2009	Petroleum Refining	Energy
Spotify	2016	Internet	Technology
Sprint Nextel	1992	Telecommunications	Telecommunications
St. Joe Company	1993	Home Builders	Consumer Cyclicals
St. Jude Medical, Inc.	2012	Medical Supplies & Services	Healthcare
Standard Motor Products, Inc.	1993	Auto Parts	Consumer Cyclicals
Standard Register	1990	Office Equipment	Industrial
Stanley Black and Decker	1990	Industrial Equipment	Industrial
Staples	2000	Office Equipment	Industrial
Starbucks	1997	Restaurants	Consumer Cyclicals
Starwood Hotels & Resorts	2002	Hotel & Entertainment	Consumer Cyclicals

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
S			
State Farm Insurance Cos.	1999	Insurance	Finance
State Street Corp.	2004	Diversified Financial	Finance
Steel Dynamics	2012	Metals	Basic Materials
Steelcase	2004	Furniture	Consumer Cyclical
Stora Enso North America	2002	Paper Products	Basic Materials
Strayer University	2012	Educational Services	Consumer Cyclical
Stryker	2003	Medical Supplies & Services	Healthcare
Sturm, Ruger & Company, Inc.	2012	Diversified Services	Business Services
Subway	2016	Restaurants	Consumer Cyclical
SunGard Data Systems	2009	Computer Software	Technology
Sunoco	2004	Petroleum Refining	Energy
SunPower Corporation	2012	Power & Energy	Energy
SunTrust Banks	1990	Commercial Banks	Finance
Supervalu	1990	Food	Consumer Staples
Sutter Health	2009	Medical Supplies & Services	Healthcare
Symantec	2005	Computer Software	Technology
Sysco	1990	Food	Consumer Staples
T			
T-Mobile USA, Inc.	2012	Telecommunications	Telecommunications
T. Rowe Price	2003	Diversified Financial	Finance
Target	2001	Retailers	Consumer Cyclical
TD Ameritrade	2000	Internet	Technology
TE Connectivity	2016	Electronics, Electrical Equipment	Technology
Tektronix	1990	Scient, Photo, Cntr Eq	Industrial
Telephone & Data Systems	2004	Telecommunications	Telecommunications
Temple-Inland	1993	Paper Products	Basic Materials
Tencent Holdings	2016	Internet	Technology
Tenet Healthcare	1993	Medical Supplies & Services	Healthcare
Tenneco	1990	Auto Parts	Consumer Cyclical
Teradata	2013	Computers & Peripherals	Technology
Terex	2002	Industrial Equipment	Industrial
Tesla	2016	Motor Vehicles	Consumer Cyclical
Tesoro	1992	Petroleum Refining	Energy
Teva Pharmaceutical Industries Ltd.	2001	Pharmaceuticals	Healthcare
Texas Instruments	1990	Semiconductors	Technology
Textron	1990	Diversified Industrials	Industrial
The Jones Group, Inc.	2012	Apparel, Shoes	Consumer Cyclical
Thermo Fisher Scientific	2004	Electronics, Electrical Equipment	Industrial
ThinkPad	2016	Computers & Peripherals	Technology
Thomas & Betts	1993	Electronics, Electrical Equipment	Industrial
Thomson Reuters	2013	Publishing & Printing	Consumer Cyclical
Thrivent Financial for Lutherans	2004	Insurance	Finance
ThyssenKrupp	2012	Metals	Basic Materials

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
T			
TIAA-CREF	2001	Diversified Financial	Finance
Tiffany & Co	2003	Retailers	Consumer Cyclical
Timberland	2000	Apparel, Shoes	Consumer Cyclical
Time Inc.	2012	Publishing & Printing	Consumer Cyclical
Time Warner	2001	Hotel & Entertainment	Consumer Cyclical
Time Warner Cable	2012	Telecommunications	Telecommunications
Timken	1990	Metal Products	Industrial
TJX	2004	Retailers	Consumer Cyclical
Toll Brothers	2009	Home Builders	Consumer Cyclical
Tommy Hilfiger Corporation	1996	Apparel, Shoes	Consumer Cyclical
Toro Company	1990	Home Appliances	Consumer Cyclical
Towers Watson & Co.	2014	Consulting	Business Services
Toyota	1993	Motor Vehicles	Consumer Cyclical
Toys 'R' Us	1996	Retailers	Consumer Cyclical
Trane	1995	Diversified Industrials	Industrial
Transamerica	1990	Diversified Financial	Finance
TransUnion Corp.	2009	Petroleum Refining	Energy
TravelCenters of America	2009	Retailers	Consumer Cyclical
Travelers Cos.	1990	Insurance	Finance
Tribune	1990	Publishing & Printing	Consumer Cyclical
Trinity Industries	1993	Metal Products	Industrial
TripAdvisor	2016	Internet	Technology
Tropicana Products, Inc.	2012	Beverages	Consumer Staples
Trump Organization	2012	Hotel & Entertainment	Consumer Cyclical
TSX Group (Toronto Stock Exchange)	2004	Diversified Financial	Finance
Tumblr	2013	Internet	Technology
Twitter	2013	Internet	Technology
Tyco International	1990	Diversified Industrials	Industrial
Tyson Foods	1990	Food	Consumer Staples
U			
U.S. Bancorp	1990	Commercial Banks	Finance
UAL	1990	Transportation	Industrial
Uber	2016	Internet	Technology
UberMedia	2013	Internet	Technology
UBS AG	2002	Commercial Banks	Finance
Under Armour	2016	Apparel, Shoes	Consumer Cyclical
UniCredit Group	2009	Petroleum Refining	Energy
Unilever	2002	Toiletries, Household Products	Consumer Staples
Union Carbide	1990	Chemicals	Basic Materials
Union Pacific	1990	Transportation	Industrial
Unisys	1990	Computers & Peripherals	Technology
United Airlines	2001	Transportation	Industrial
United Continental Holdings	2012	Transportation	Industrial

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
U			
United Parcel Service	2001	Transportation	Industrial
United Services Automobile Assn.	2004	Diversified Financial	Finance
United States Postal Service	2012	Transportation	Industrial
United States Steel	2001	Metals	Basic Materials
United Technologies	1990	Diversified Industrials	Industrial
UnitedHealth Group	2003	Medical Supplies & Services	Healthcare
Universal American	1993	Tobacco	Consumer Staples
Universal Health Services	2004	Medical Supplies & Services	Healthcare
University of Phoenix	2012	Educational Services	Consumer Cyclical
Urban Outfitters, Inc.	2012	Retailers	Consumer Cyclical
US Airways Group	1990	Transportation	Industrial
USG	1990	Building Materials	Industrial
V			
Valero Energy	1990	Petroleum Refining	Energy
Vanguard	2016	Diversified Financial	Finance
Verizon Communications	2001	Telecommunications	Telecommunications
VF	1993	Apparel, Shoes	Consumer Cyclical
Viacom	1995	Hotel & Entertainment	Consumer Cyclical
Victoria's Secret Stores, LLC	2012	Retailers	Consumer Cyclical
Virgin Airline	2016	Transportation	Industrial
Virgin Media	2004	Telecommunications	Telecommunications
Visa	2001	Diversified Financial	Finance
Vodafone	2012	Telecommunications	Telecommunications
Volkswagen	1993	Motor Vehicles	Consumer Cyclical
Volvo	1993	Motor Vehicles	Consumer Cyclical
Voya Financial	2016	Insurance	Finance
W			
W.R. Berkley	1996	Insurance	Finance
W.W. Grainger	2004	Industrial Equipment	Industrial
Wal-Mart Stores	1996	Retailers	Consumer Cyclical
Walgreen	2003	Pharmacy Serv.	Healthcare
Wall Street Journal	2016	Publishing & Printing	Consumer Cyclical
Walt Disney	1990	Hotel & Entertainment	Consumer Cyclical
Wanda Group	2016	Real Estate	Finance
Washington Group International	2012	Diversified Industrials	Industrial
Washington Post	1990	Publishing & Printing	Consumer Cyclical
Waste Management	2000	Diversified Services	Business Services
Weather Channel	2001	Publishing & Printing	Consumer Cyclical
WebEx	2009	Computer Software	Technology
WellCare Health Plans	2012	Insurance	Finance
WellPoint	2001	Medical Supplies & Services	Healthcare
Wells Fargo	1990	Commercial Banks	Finance

COMPANY	TRACKED SINCE	INDUSTRY	SECTOR
W			
Wendy's/Arby's Group	1997	Restaurants	Consumer Cyclical
Wesco International	2004	Electronics, Electrical Equipment	Industrial
Wesfarmers	2012	Retailers	Consumer Cyclical
Western & Southern Financial Group	2009	Insurance	Finance
Western Digital	1990	Computers & Peripherals	Technology
Western Refining	2009	Petroleum Refining	Energy
Western Union	2009	Diversified Financial	Finance
Westwood College	2012	Educational Services	Consumer Cyclical
Weyerhaeuser	1990	Paper Products	Basic Materials
Whirlpool	1990	Home Appliances	Consumer Cyclical
Whole Foods Market	2009	Retailers	Consumer Cyclical
Winn-Dixie Stores	2001	Retailers	Consumer Cyclical
Wm. Wrigley Jr. Company	1990	Food	Consumer Staples
Woolworths	2012	Retailers	Consumer Cyclical
Worthington Industries	1990	Metals	Basic Materials
Wyndham Worldwide	2016	Hotel & Entertainment	Consumer Cyclical
Wynn Resorts	2016	Hotel & Entertainment	Consumer Cyclical
X			
Xcel Energy	2002	Electric Utilities	Utilities
Xerox	1990	Office Equipment	Industrial
Xiaomi	2016	Electronics, Electrical Equipment	Industrial
XTO Energy	2009	Petroleum Refining	Energy
Y			
Yahoo	1999	Internet	Technology
Yamaha	2001	Electronics, Electrical Equipment	Industrial
Yelp	2016	Internet	Technology
YRC Worldwide	1990	Transportation	Industrial
Yum Brands	2003	Restaurants	Consumer Cyclical
Z			
ZARA	2016	Apparel, Shoes	Consumer Cyclical
Zurich Insurance Group	2000	Insurance	Finance