

# Dow Jones U.S. Consumer Services Index<sup>SM</sup>

# Fact Sheet

## Stated Objective

To measure the stock performance of U.S. companies in the Consumer Services sector.

## Key Features

- The index represents the Consumer Services Industry as defined by the proprietary classification system used by Dow Jones Indexes.
- The index is one of ten indexes that together make up the Dow Jones U.S. Index<sup>SM</sup>, which represents approximately 95% of U.S. market capitalization.
- The Dow Jones U.S. Consumer Services Index<sup>SM</sup> was first calculated on February 14, 2000.

## Descriptive Statistics

Currency	Component Number	Market Capitalization (Billions)						Component Weight (%)	
		Full	Float-Adjusted	Mean	Median	Largest	Smallest	Largest	Smallest
USD	194	1,966.2	1,709.0	8.8	3.0	108.7	0.5	6.36	0.03

Data calculated as of January 31, 2012.

Mean, median, largest component and smallest component values are based on float-adjusted market capitalization.

## Performance

Currency	Total Return (%)				Annualized Total Return (%)				
	1-Month	3-Month	YTD	2011	1-Year	3-Year	5-Year	10-Year	Since Inception*
USD	4.95	6.55	4.95	7.14	12.38	26.77	2.89	4.05	8.01

Data calculated as of January 31, 2012.

The Dow Jones U.S. Consumer Services Index<sup>SM</sup> was first calculated on December 20, 2004. To the extent information for this index for the period prior to its initial calculation date is made available, any such information will be back-tested (i.e., calculations of how the index might have performed during that time period if the index had existed). Any comparisons, assertions and conclusions regarding the performance of the index during the time period prior to the initial calculation date will be based on back-testing. Back-tested performance information is purely hypothetical and is provided solely for informational purposes. Back-tested performance does not represent actual performance, and should not be interpreted as an indication of actual performance. Past performance is also not indicative of future results. Index performance is not the same as fund performance as it does not reflect management and other fees.

\*Inception date: December 31, 1991.

## Fundamentals

P/E (Including Negative)		P/E (Excluding Negative)		P/B	Dividend Yield	P/Sales	P/Cash Flow
Trailing	Projected	Trailing	Projected				
20.08	14.74	19.24	14.60	2.68	1.48	0.82	7.51

Data calculated in USD as of January 31, 2012.

## Symbols

	Total Return USD	Price Return USD
Suggested Symbol	DJUSCYT	DJUSCY
ISIN	N/A	XC0006974734
Bloomberg	DJUSCYT	DJUSCY
Bridge	US&SCYT	US&SCY
Comstock	DJUSCYT	DJUSCY
Reuters	.DJUSCYT	.DJUSCY
Thomson	N/A	.DJUSC
Thomson GlobalTopic	N/A	DJUSC.CT
Telekurs	DJUSCYT	DJUSCY

## Top Components

Company	Country	ISIN/Ticker	Industry	Supersector	Float Factor	Adjusted Weight (%)
Wal-Mart Stores Inc.	U.S.	WMT	Consumer Services	Retail	0.51	6.36%
McDonald's Corp.	U.S.	MCD	Consumer Services	Travel & Leisure	1.00	5.98%
Amazon.com Inc.	U.S.	AMZN	Consumer Services	Retail	0.78	4.01%
Home Depot Inc.	U.S.	HD	Consumer Services	Retail	1.00	4.00%
Walt Disney Co.	U.S.	DIS	Consumer Services	Media	0.93	3.92%
CVS Caremark Corp.	U.S.	CVS	Consumer Services	Retail	1.00	3.29%
Comcast Corp. CI A	U.S.	CMCSA	Consumer Services	Media	1.00	3.25%
Time Warner Inc.	U.S.	TWX	Consumer Services	Media	1.00	2.17%
Costco Wholesale Corp.	U.S.	COST	Consumer Services	Retail	1.00	2.09%
Starbucks Corp.	U.S.	SBUX	Consumer Services	Travel & Leisure	1.00	2.08%

© CME Group Index Services LLC. 2012 Data calculated in USD as of January 31, 2012.

## Quick Facts

Component Number	Variable
Weighting	Float-adjusted market capitalization
Review Frequency	Quarterly, in March, June, September, and December
Base Value/Base Date	100 as of December 31, 1991
Calculation Frequency	Every 15 seconds during U.S. trading hours
Dividend Treatment	Price return and total return versions are available. The total return version of the index is calculated with gross dividends reinvested.
Estimated Back-Tested History Availability	Available daily back to December 31, 1991
Date of Introduction	December 20, 2004

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For more information on the Dow Jones U.S. Consumer Services Index<sup>SM</sup>,  
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All information as of January 31, 2012

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