

TABLE 10.6

Betas With Respect to the S&P 500 for Individual Stocks and Average Betas for Stocks in Their Industries (based on monthly data for 2000–2005)

Industry	Beta	Ticker	Firm	Beta
Gold and Silver	-0.04	NEM	Newmont Mining Corporation	0.02
Beverages (Alcoholic)	0.23	BUD	Anheuser-Busch Companies, Inc.	0.10
Personal and Household Prods.	0.25	PG	The Procter & Gamble Company	0.19
Food Processing	0.34	HNZ	H. J. Heinz Company	0.37
		HSY	The Hershey Company	-0.10
Beverages (Nonalcoholic)	0.43	KO	The Coca-Cola Company	0.50
Electric Utilities	0.48	EIX	Edison International	0.50
Major Drugs	0.48	PFE	Pfizer Inc.	0.54
Restaurants	0.69	SBUX	Starbucks Corporation	0.60
Retail (Grocery)	0.74	SWY	Safeway Inc.	0.67
Conglomerates	0.84	GE	General Electric Company	0.85
Forestry and Wood Products	0.95	WY	Weyerhaeuser Company	0.96
Recreational Products	1.00	HDI	Harley-Davidson, Inc.	1.14
Apparel/Accessories	1.12	LIZ	Liz Claiborne, Inc.	0.90
Retail (Home Improvement)	1.22	HD	Home Depot, Inc.	1.43
Auto and Truck Manufacturers	1.44	GM	General Motors Corporation	1.20
Computer Hardware	1.60	AAPL	Apple Computer, Inc.	1.35
Software and Programming	1.74	ADBE	Adobe Systems, Inc.	1.84
		MSFT	Microsoft Corporation	1.12
Computer Services	1.77	YHOO	Yahoo! Inc.	2.80
Communications Equipment	2.20	CSCO	Cisco Systems, Inc.	2.28
Semiconductors	2.59	AMD	Advanced Micro Devices, Inc.	3.23
		INTC	Intel Corporation	2.17