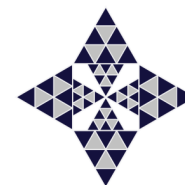


ETF Playbook

U.S. Sectors

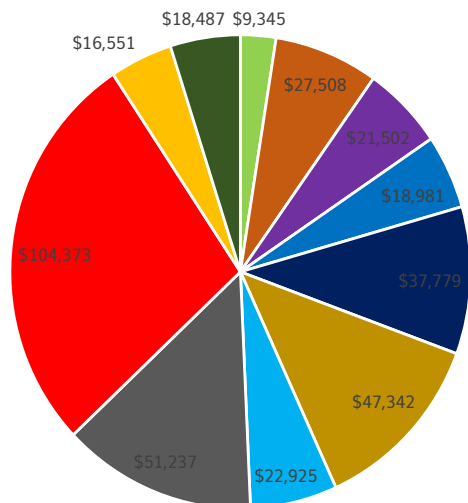
[Launch playbook beta trackers in terminal >>](#)

12.31.2020



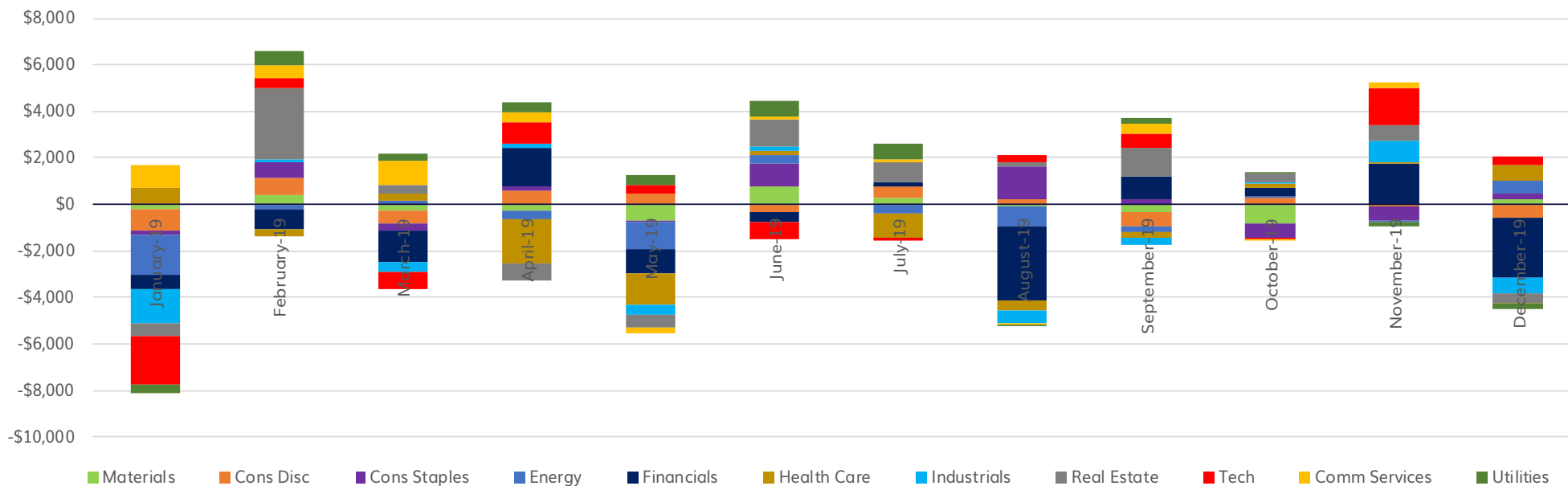
ETF
ACTION

U.S. Sector AUM



	# of ETFs	AUM (MM)	1 Wk Flows (MM)	3 Mo Flows (MM)	6 Mo Flows (MM)	1 Yr Flows (MM)
Materials	10	\$9,345	-\$41	\$1,647	\$1,366	\$1,516
Cons Disc	12	\$27,508	-\$122	\$1,734	\$2,849	\$2,056
Cons Staples	11	\$21,502	-\$223	-\$1,182	-\$1,895	-\$1,208
Energy	12	\$18,981	\$288	\$3,128	\$2,811	\$8,659
Financials	13	\$37,779	\$1	\$3,958	\$2,939	\$134
Health Care	11	\$47,342	\$365	\$1,003	\$92	\$4,789
Industrials	12	\$22,925	\$46	\$2,865	\$5,076	\$5,121
Real Estate	22	\$51,237	\$146	\$3,027	\$527	-\$2,894
Technology	14	\$104,373	\$434	\$94	-\$1,375	\$3,557
Comm Services	8	\$16,551	\$101	\$946	\$854	\$3,336
Utilities	12	\$18,487	-\$335	-\$47	-\$314	\$581

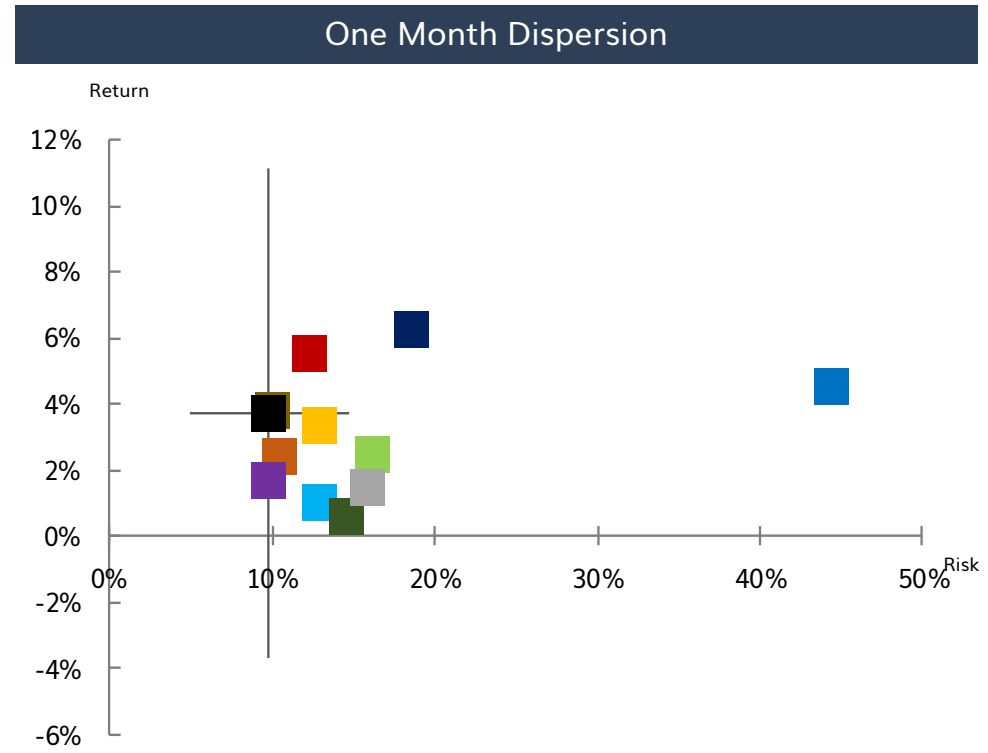
TTM Flows by Sector (millions of \$)



*Sector landscape data is represented by US Sector ETFs with a broad-based designation and do not utilize leverage

Performance Heatmap	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20
	XLE 6.02%	XLU 6.74%	XLC -5.84%	XLV -3.86%	XLE 30.76%	XLC 7.43%	XLK 6.94%	XLU 7.79%	XLK 11.88%	XLB 1.52%	XLU 5.05%	XLE 27.99%	XLF 6.29%
	XLK 4.31%	XLK 3.99%	XLRE -6.21%	XLP -5.51%	XLY 18.88%	XLK 7.17%	XLY 3.07%	XLC 7.56%	XLY 9.55%	XLU 1.08%	XLC -0.33%	XLF 16.84%	XLK 5.54%
	XLV 3.47%	XLRE 1.44%	XLV -6.58%	XLK -8.57%	XLB 15.18%	XLB 6.88%	XLB 2.17%	XLY 7.27%	XLC 8.82%	XLI -0.66%	XLB -0.72%	XLI 16.02%	XLE 4.5%
	XLU 3.28%	XLC 0.52%	XLK -7.3%	XLU -9.94%	XLK 13.73%	XLY 6.5%	XLI 1.97%	XLB 7.11%	XLI 8.47%	XLP -1.67%	XLF -0.87%	XLB 12.36%	XLV 3.8%
	SPY 2.9%	XLP 0.31%	XLY -7.57%	SPY -12.46%	XLC 13.65%	XLI 5.38%	SPY 1.77%	XLP 6.92%	SPY 6.97%	XLY -1.86%	XLI -1.44%	XLK 11.38%	SPY 3.7%
	XLB 2.85%	SPY -0.04%	SPY -7.91%	XLC -12.6%	SPY 12.69%	SPY 4.76%	XLRE 1.23%	SPY 5.88%	XLP 4.59%	XLRE -2.1%	SPY -2.49%	SPY 10.87%	XLC 3.34%
	XLY 2.76%	XLY -0.07%	XLP -8.21%	XLB -13.96%	XLV 12.58%	XLU 4.24%	XLC 0.23%	XLK 5.68%	XLB 4.35%	XLV -2.17%	XLY -2.72%	XLC 10.47%	XLB 2.48%
	XLF 2.6%	XLI -0.44%	XLB -8.51%	XLY -14.91%	XLF 9.46%	XLV 3.28%	XLP -0.22%	XLV 5.45%	XLF 4.28%	XLF -3.4%	XLP -2.87%	XLY 9.99%	XLY 2.43%
	XLP 2.4%	XLF -2.66%	XLU -9.85%	XLRE -15.06%	XLRE 9.41%	XLF 2.72%	XLF -0.52%	XLI 4.41%	XLV 2.58%	SPY -3.73%	XLRE -3.17%	XLV 7.94%	XLP 1.66%
	XLC 2.25%	XLV -2.67%	XLI -9.9%	XLI -18.59%	XLI 8.81%	XLRE 2.15%	XLE -1.1%	XLRE 4.16%	XLRE -0.02%	XLK -5.33%	XLV -3.62%	XLP 7.46%	XLRE 1.47%
	XLRE 1.13%	XLB -6.17%	XLF -11.24%	XLF -20.99%	XLP 6.95%	XLE 2%	XLV -2.44%	XLF 3.84%	XLE -1.05%	XLC -5.9%	XLE -4.1%	XLRE 6.88%	XLI 1%
	XLI -0.2%	XLE -10.99%	XLE -15.28%	XLE -34.26%	XLU 3.33%	XLP 1.66%	XLU -4.68%	XLE -4.8%	XLU -2.59%	XLE -14.56%	XLK -5%	XLU 0.73%	XLU 0.63%

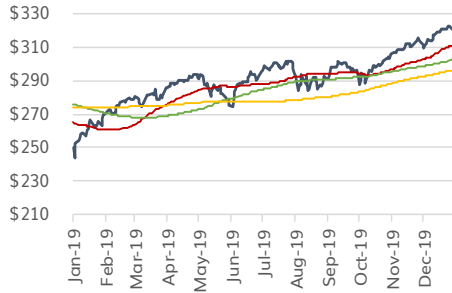
Performance							
	Beta Tracker	1 Wk	1 Mo	3 Mo	6 Mo	YTD	1 Yr
S&P 500	SPY	1.32%	3.71%	12.12%	22.26%	18.37%	18.37%
Technology	XLK	0.74%	5.54%	11.67%	25.00%	43.61%	43.61%
Communication Services	XLC	1.84%	3.35%	13.79%	25.34%	26.91%	26.91%
Consumer Discretionary	XLY	1.84%	2.43%	9.59%	26.40%	29.63%	29.63%
Materials	XLB	1.13%	2.48%	14.32%	29.74%	20.52%	20.52%
Industrials	XLI	0.63%	1.01%	15.51%	29.95%	10.96%	10.96%
Energy	XLE	-0.58%	4.51%	28.27%	3.22%	-32.51%	-32.51%
Financials	XLF	1.83%	6.30%	23.12%	28.80%	-1.67%	-1.67%
Healthcare	XLV	1.77%	3.80%	7.99%	14.29%	13.34%	13.34%
Utilities	XLU	2.43%	0.63%	6.49%	13.03%	0.57%	0.57%
Consumer Staples	XLP	1.09%	1.66%	6.12%	16.69%	10.15%	10.15%
Real Estate	XLRE	1.81%	1.47%	5.01%	7.06%	-2.11%	-2.11%



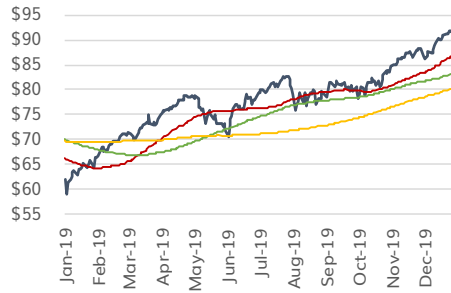
*30 day volatility annualized

—Sector Price —50 DMA —100 DMA —200 DMA

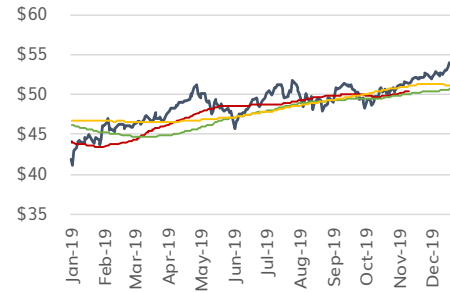
S&P 500



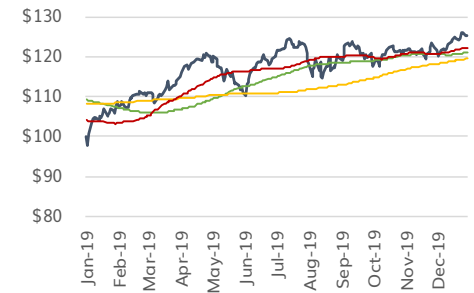
Tech



Comm Services



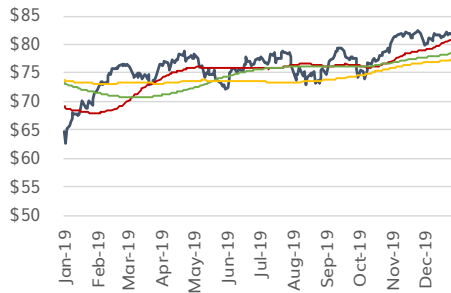
Cons Discretionary



Materials



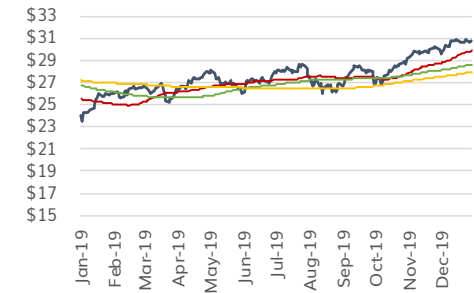
Industrials



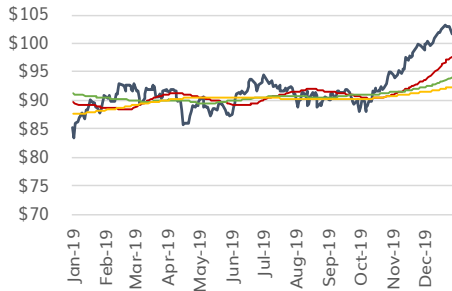
Energy



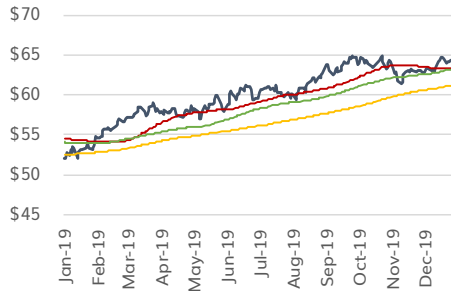
Financials



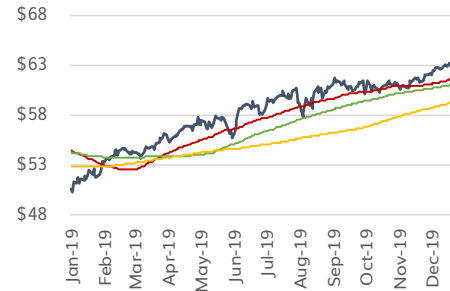
Health Care



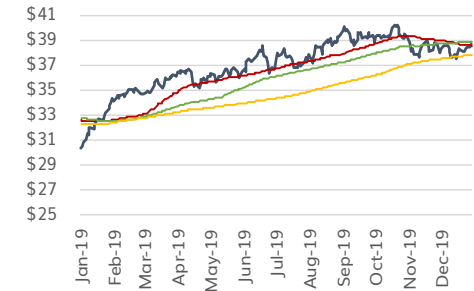
Utilities



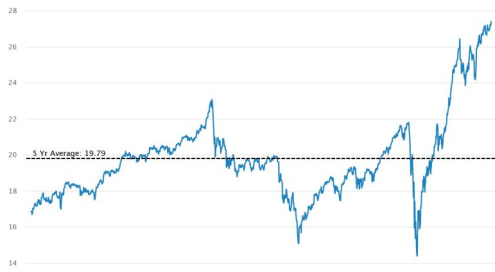
Cons Staples



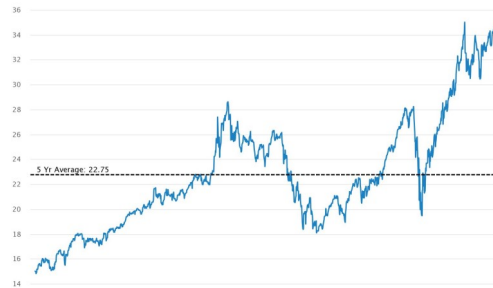
Real Estate



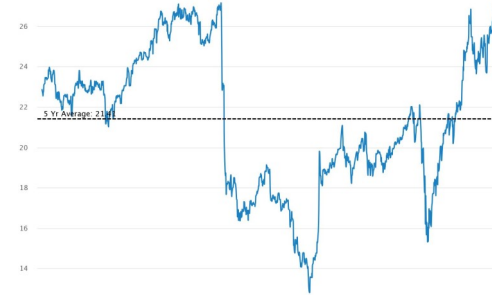
S&P 500



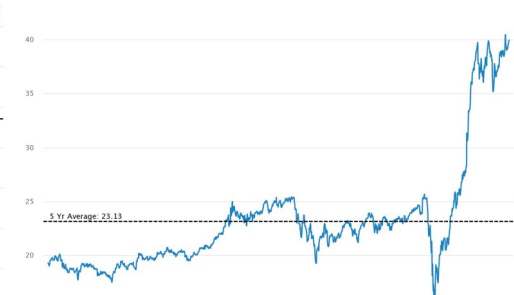
Technology



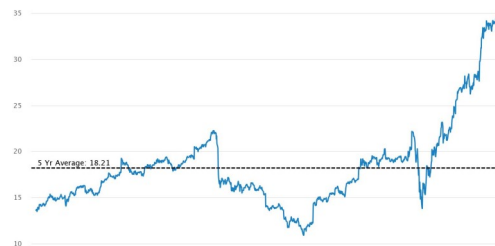
Communication Services



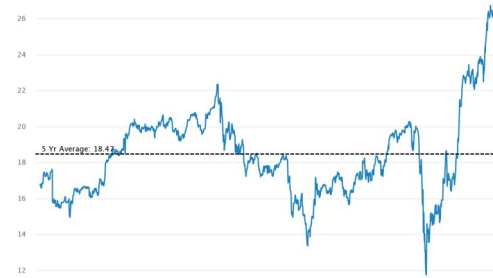
Consumer Discretionary



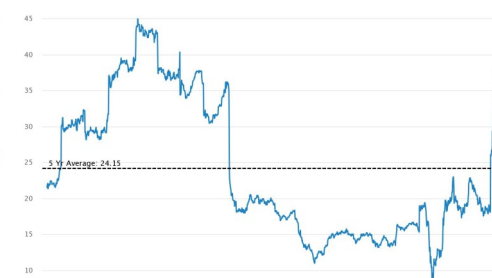
Materials



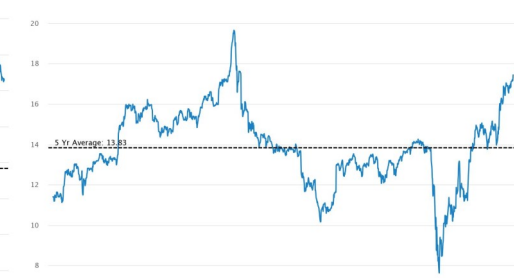
Industrials



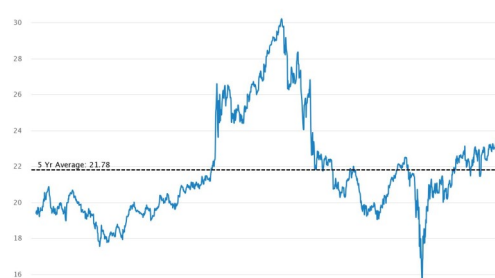
Energy



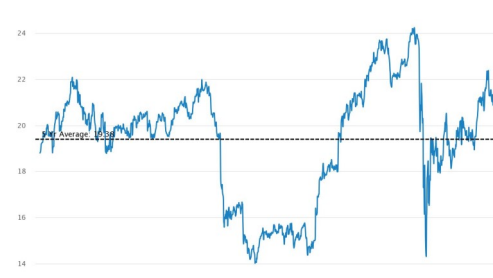
Financials



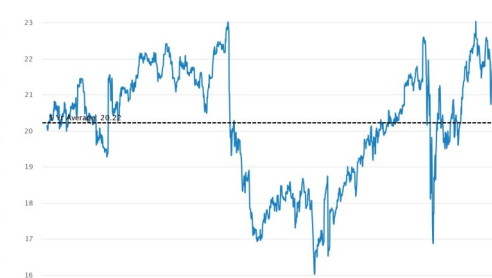
Health Care



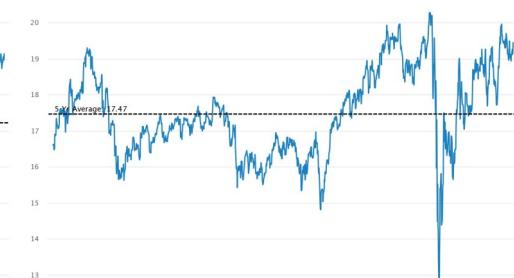
Utilities



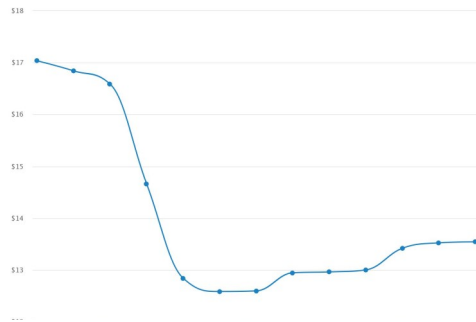
Consumer Staples



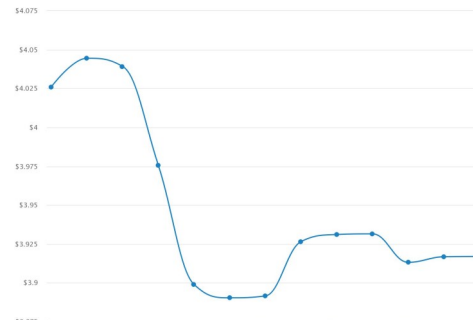
Real Estate



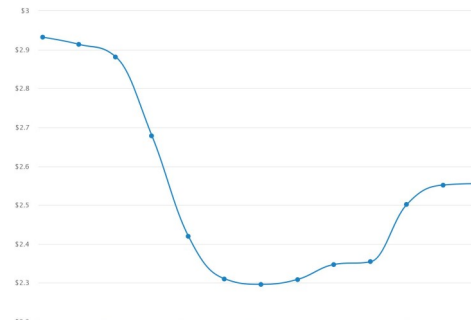
S&P 500



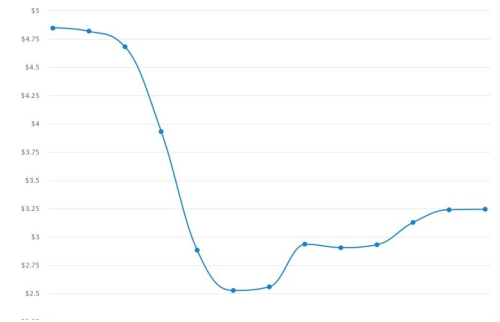
Technology



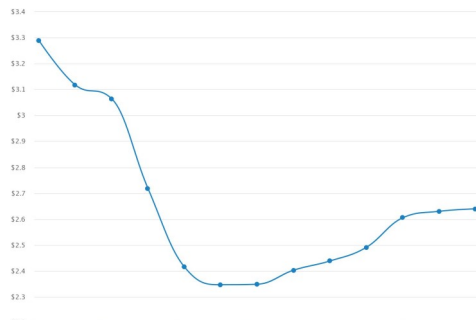
Communication Services



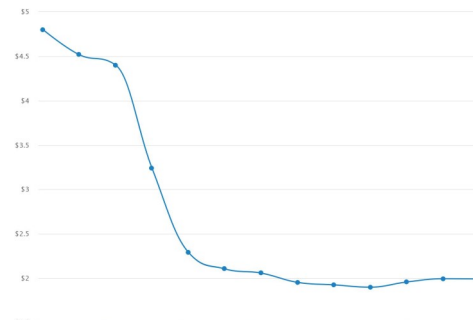
Consumer Discretionary



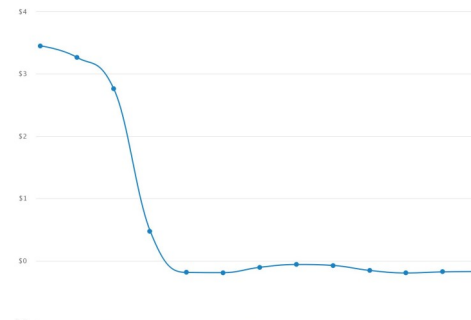
Materials



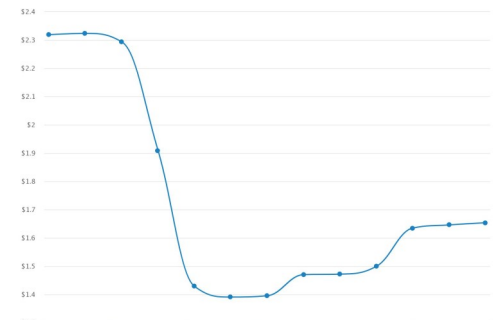
Industrials



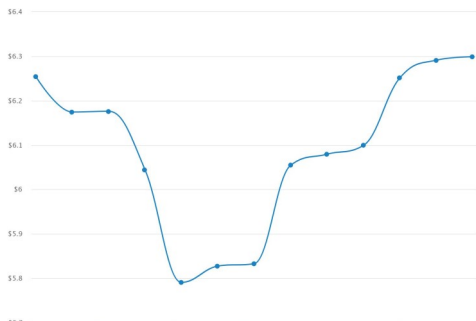
Energy



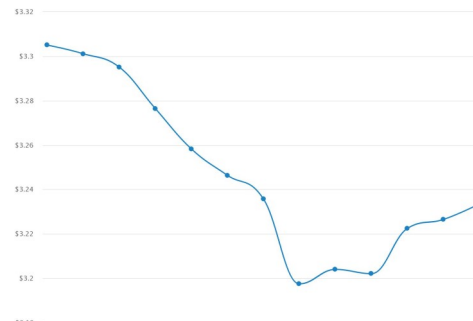
Financials



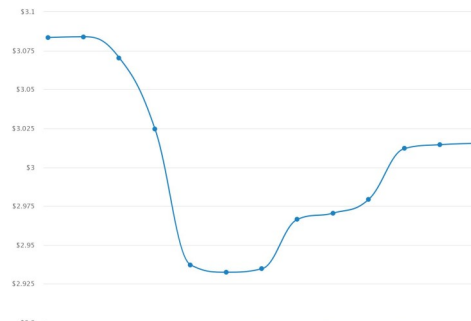
Health Care



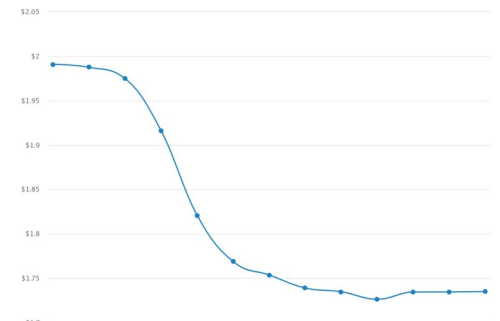
Utilities



Consumer Staples



Real Estate



S&P 500

50 Day Bollinger Bands (SPY)



14 Day RSI (SPY)



Holdings Above 50 DMA (SPY)



Technology

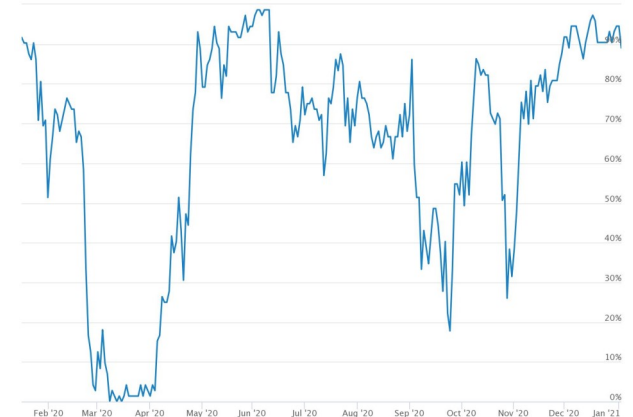
50 Day Bollinger Bands (XLK)



14 Day RSI (XLK)



Holdings Above 50 DMA (XLK)



Communication Services

50 Day Bollinger Bands (XLC)



14 Day RSI (XLC)



Holdings Above 50 DMA (XLC)



Consumer Discretionary

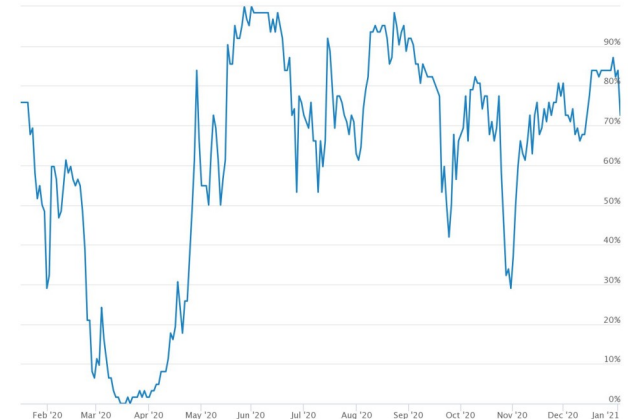
50 Day Bollinger Bands (XLY)



14 Day RSI (XLY)



Holdings Above 50 DMA (XLY)



Materials

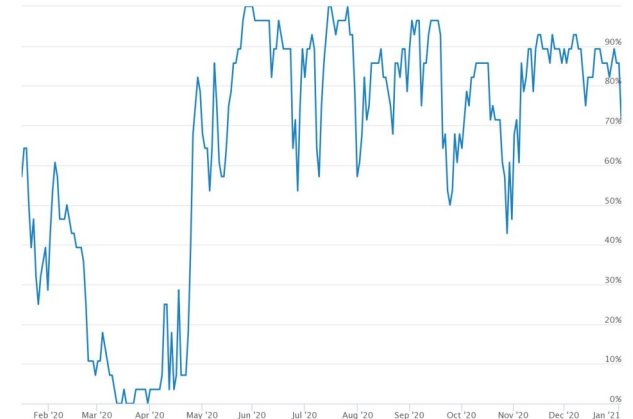
50 Day Bollinger Bands (XLB)



14 Day RSI (XLB)

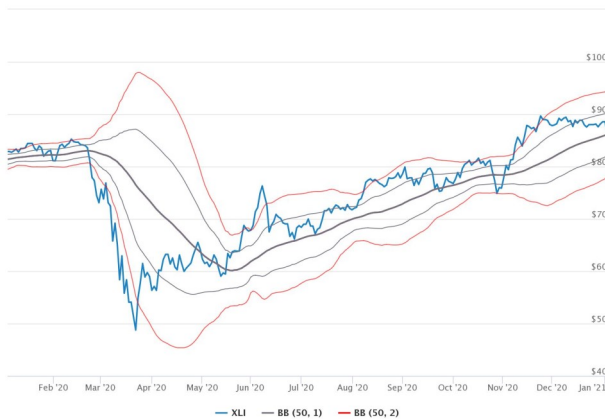


Holdings Above 50 DMA (XLB)

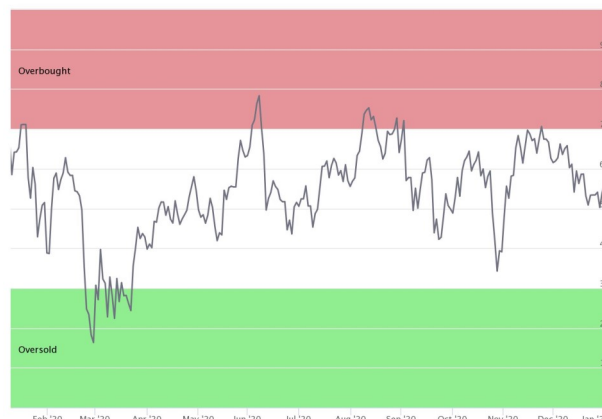


Industrials

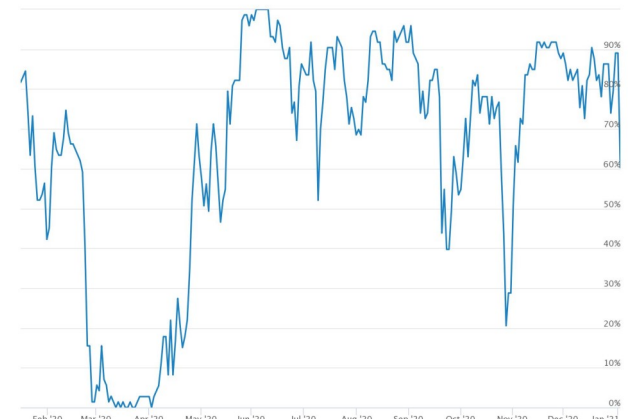
50 Day Bollinger Bands (XLI)



14 Day RSI (XLI)

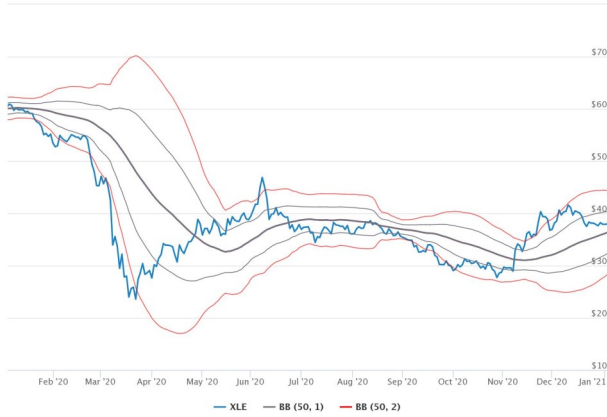


Holdings Above 50 DMA (XLI)



Energy

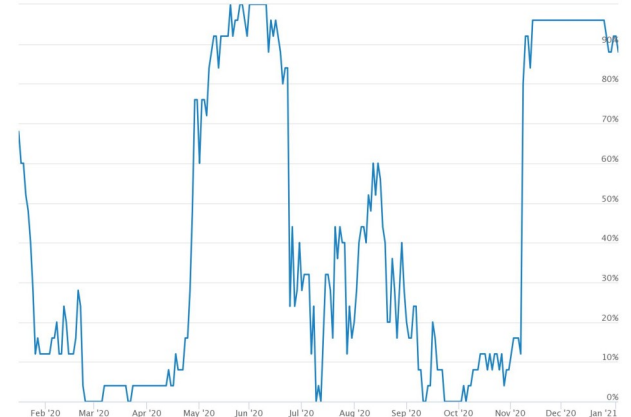
50 Day Bollinger Bands (XLE)



14 Day RSI (XLE)

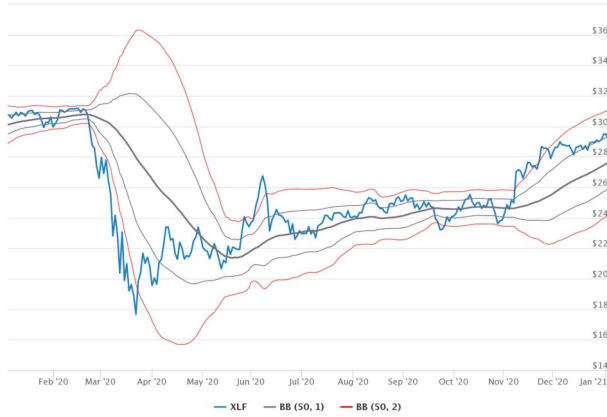


Holdings Above 50 DMA (XLE)



Financials

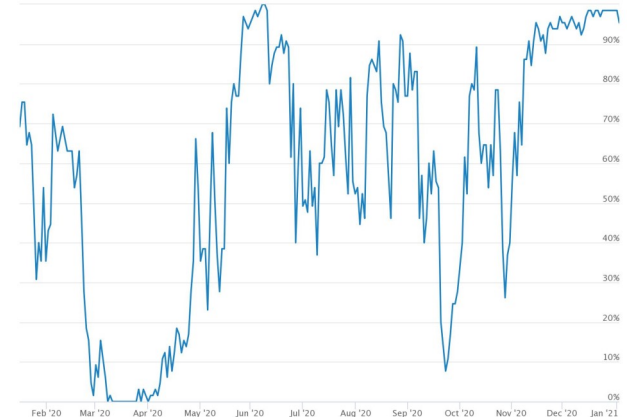
50 Day Bollinger Bands (XLF)



14 Day RSI (XLF)



Holdings Above 50 DMA (XLF)

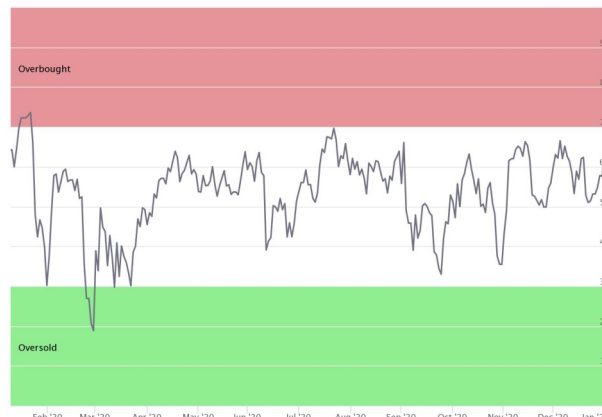


Health Care

50 Day Bollinger Bands (XLV)



14 Day RSI (XLV)



Holdings Above 50 DMA (XLV)



Utilities

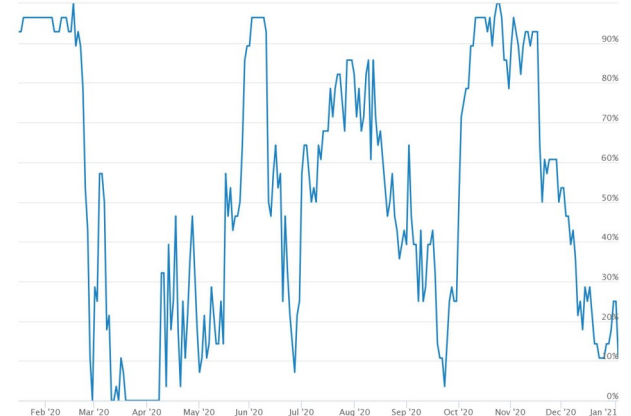
50 Day Bollinger Bands (XLU)



14 Day RSI (XLU)



Holdings Above 50 DMA (XLU)



Consumer Staples

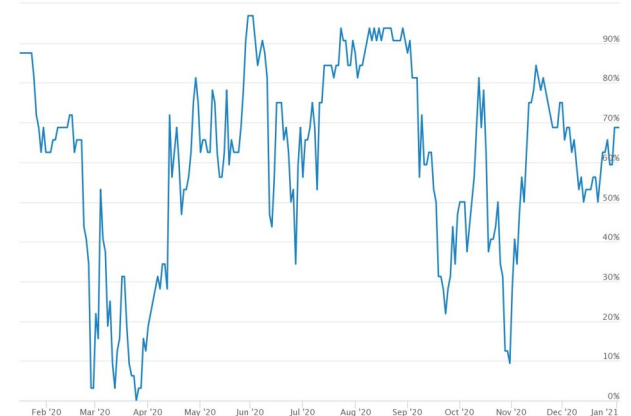
50 Day Bollinger Bands (XLP)



14 Day RSI (XLP)

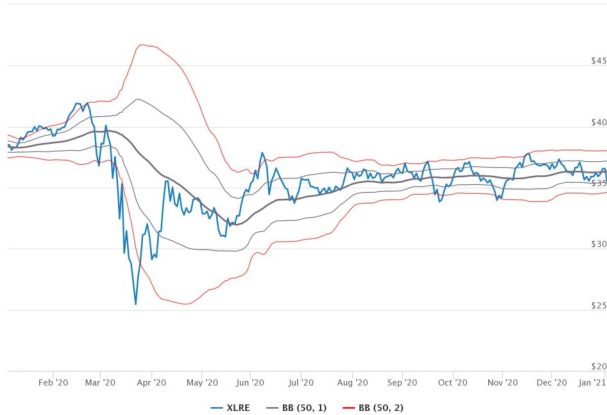


Holdings Above 50 DMA (XLP)



Real Estate

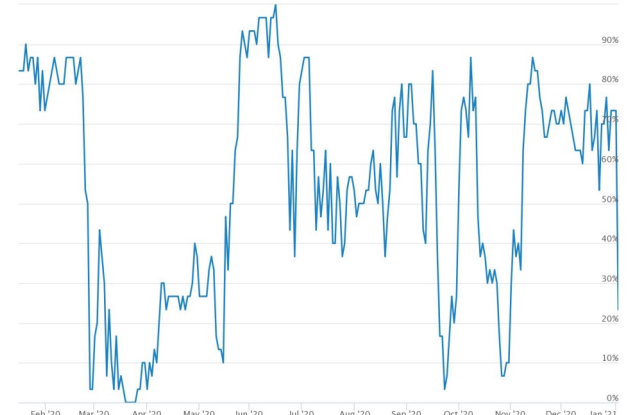
50 Day Bollinger Bands (XLRE)



14 Day RSI (XLRE)



Holdings Above 50 DMA (XLRE)



Disclaimer of Warranties

Except for the express warranties set forth in the terms of service, all services, including all ETF Action materials, are provided on an “as is,” “where is” basis, and ETF Action and its licensors disclaim all representations or warranties, express or implied as to the services. ETF Action and its licensors specifically disclaim all implied warranties of merchantability, fitness for a particular purpose, title and non-infringement, and all warranties arising from course of dealing, usage or trade practice. Without limiting the foregoing, ETF Action and its licensors make no warranty of any kind that the services or ETF Action materials, or any products or results of the use thereof, will meet customer’s or any other person’s requirements, operate without interruption, achieve any intended result, be compatible or work with any software, system or other services, or be secure, accurate, complete, timely, free of harmful code or error free. All third-party materials are provided “as is” and any representation or warranty of or concerning any third-party materials is strictly between customer and the third-party owner or distributor of the third-party materials.

Additional Disclaimers

The services are not intended and should not be construed as financial or investment advice, a recommendation or promotion. Neither ETF Action nor its licensors shall be responsible for investment decisions, damages, or other losses *resulting from use of the services*. *Past performance* does not guarantee future performance. Neither ETF Action nor its licensors shall be considered an “expert” under the securities act of 1933. Neither ETF Action nor its licensors warrant that the services comply with the requirements of the NASD or any similar organization or with the securities laws of any jurisdiction. Any information contained in the services should not be acted upon without obtaining specific legal, tax, and investment advice from a licensed professional.

Distribution prohibited without prior permission. Full terms of service, including terms of use, copyrights, and disclaimers are available at <https://www.etfaction.com/terms>.

© Copyright ETF Action, LLC. All Rights Reserved.

Data Reliability and Definitions

ETF Action, LLC believes the information herein to be accurate (at time of publication) and was obtained from reliable sources, but makes no guarantees with respect to its accuracy. Calculations of fundamental data are based on weighted averages of reported results and consensus estimates of current ETF constituents. Valuation data (price/earnings, price/sales, price/cash flow, price/book value) are calculated using per share data divided by current NAV of corresponding ETF. Performance, risk and technical data (moving averages, relative performance, RSI) calculated for specified periods using ETF market price which may differ from net asset value (NAV).

ETF Action Sector Beta Composites represent ETFs that meet stringent criteria surrounding index methodology, liquidity, assets under management, and management fee.

Source Data & ETF Issuer Information

[FactSet Research Systems](#) | [Select Sector SPDRs](#) (XLK, XLV, XLF, XLC, XLY, XLP, XLI, XLE, XLB, XLU, XLRE) | [State Street Global Advisors](#) (SPY)



ETF Action is an independent technology and research firm focused on helping advisors build better portfolios, create engaging experiences with their clients, and navigate the vast ETF landscape.

Contact or Follow Us:

- team@etfaction.com
- www.etfaction.com

