



SEASONALITY TRENDS

eResearch Corporation is pleased to provide a graphic (next page) showing the seasonality trends of market indexes, sectors, and sub-sectors. This chart was compiled from data provided on the website of **Equity Clock**. Each morning, eResearch posts a report on its website that has links to that day's **Equity Clock** report as well as that of its sister publication, **Tech Talk**. eResearch strongly recommends that investors visit the respective websites, which feature the work of Don and Jon Vialoux. www.equityclock.com and <http://www.timingthemarket.ca/techtalk/>.

Seasonality: The following information regarding seasonality has been taken from the **Equity Clock** website:

Seasonality refers to particular time frames when stocks/sectors/indices are subjected to and influenced by recurring tendencies that produce patterns that are apparent in the investment valuation. Tendencies can range from weather events (temperature in winter vs. summer, probability of inclement conditions, etc.) to calendar events (quarterly reporting expectations, announcements, etc.). The key is that the tendency is recurring and provides a sustainable probability of performing in a manner consistent to previous results.

A seasonality study preferably uses at least 10 years of data. Most of our studies use 10-20 years of data; however, data may not always be available for periods greater than 10 years in length. Studies using less than ten years of data can be used, but they tend to be less reliable. Results of shorter-term studies have a higher chance of being skewed by a single data point.

The chart on the next page shows the periods of seasonal strength for each market segment. Each bar will indicate a buy and sell date based upon the optimal holding period for each market sector/index.

COMMENT: *This chart was first posted on the eResearch website on May 5, 2016. As it is a useful investing tool on an on-going basis, we will post it at the beginning of every month.*

SECTORS IN FAVOUR IN JULY (4 starting and 3 ending this month):

Adding this month: VIX, Utilities, Real Estate, and Gold

Deleting this month: NASDAQ, Technology, and Copper

NASDAQ	From: April 15	-	Until: July 17
VIX	From: July 3	-	Until: October 9
Consumer Staples	From: April 25	-	Until: November 23
Health-Care	From: April 25	-	Until: December 4
Technology	From: April 15	-	Until: July 17
Utilities	From: July 23	-	Until: October 3

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Real Estate From: July 1 - Until: September 19
 Biotechnologies From: June 22 - Until: September 30
 Gold From: July 27 - Until: October 10
 Silver From: June 28 - Until: August 4
 Copper From: June 27 - Until: July 28
 Oil From: February 12 - Until: August 20

SEASONALITY TRENDS												
	January	February	March	April	May	June	July	August	September	October	November	December
S&P/TSX Comp.						5				28		
S&P 500 Index					5					28		
NASDAQ		15		15			17			9		
Russell 2000			4								23	
DJ Transports		3		16						2		8
VIX							3			9		
US Dollar Index	1		31									
Energy	21				9			18	17			
Materials					5						20	
Industrials					10					29		
Discretionary				12						17		
Staples				25							23	
Health-Care				25								4
Financials				13							22	
Technology		15		15			17			9		
Utilities							23			3		
Real Estate			3		10		1		19			
Banks						4					22	
Biotechs		18				22			30			16
Gas Utilities						18		8		31		11
Metals & Mining	6										20	
Retail	21			12						27	29	
Gold							27			10		
Silver		21				28	4					15
Copper				19		27	28					15
Oil		12			21	21		20				
Natural Gas			13			18			3	30		

Source: Equity Clock

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