



## 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](http://www.equityclock.com) and <http://www.timingthemarket.ca/techtalk/>.

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**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 SEPTEMBER (1 starting and 3 ending this month):

**Adding this month:** Energy

**Deleting this month:** U.S. Dollar Index, Real Estate, and Biotechnologies

Russell 2000	From: May 3	-	Until: October 26
VIX	From: July 3	-	Until: October 12
U.S. Dollar Index	From: August 2	-	Until: September 8
Real Estate	From: July 1	-	Until: September 19
Biotechnologies	From: June 22	-	Until: September 30
Gas Utilities	From: August 8	-	Until: October 31
Gold	From: July 27	-	Until: October 10
Energy	From: September 26	-	Until: December 22

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	January	February	March	April	May	June	July	August	September	October	November	December
S&P/TSX Composite						5				28		
S&P 500 Index					5					28		
Dow Jones Industrials					17					11		
NASDAQ	5			15			17			9		
Russel 2000	5	23			3					26		
DJ Transports		3		16						2		8
VIX							3			12		
US Dollar Index	1	23						2	8			
<b>Energy</b>	21				9				26			22
<b>Materials</b>	20				5					1		22
<b>Industrials</b>			1		5					29		31
<b>C. Discretionary</b>		2			30					7		31
<b>C. Staples</b>			15			18				1		31
<b>Health-Care</b>			5				17			8		4
<b>Financials</b>			1	30		28	31			7		31
<b>Technology</b>				15			17			9		5
<b>Utilities</b>			12	30							14	28
<b>Real Estate</b>			3		10		1		19			
<b>Banks</b>	...				31						22	...
<b>Biotechs</b>	...	18				22			30			16
<b>Gas Utilities</b>	...					18		8		31		11
<b>Retail</b>	21			12						27	30	
<b>Metals &amp; Mining</b>	6										20	...
<b>Gold</b>							27			7		
<b>Silver</b>	...	28				28		4				15
<b>Copper</b>	...			28		24	31					15
<b>Oil</b>		12					4					
<b>Natural Gas</b>			13			18					15	31

source: Equity Clock

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