



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 OCTOBER (13 starting and 4 ending this month):

Adding this month: S&P/TSX Composite; S&P 500 Index; Dow Jones Industrials; NASDAQ; DJ Transports; Materials; Industrials; Consumer Discretionary; Consumer Staples; HealthCare; Financials; Technology; and Retail

Deleting this month: Russell 2000; VIX; Gas Utilities; and Gold

S&P/TSX Composite	From: October 28	-	Until: June 5
S&P 500 Index	From: October 28	-	Until: May 5
Dow Jones Industrials	From: October 11	-	Until: May 17
NASDAQ	From: October 9	-	Until: January 5
Russell 2000	From: May 3	-	Until: October 26

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VIX	From: July 3	-	Until: October 12
Energy	From: September 26	-	Until: December 22
Materials	From: October 1	-	Until: December 22
Industrials	From: October 28	-	Until: December 31
Consumer Discretionary	From: October 7	-	Until: December 31
Consumer Staples	From: October 1	-	Until: December 31
HealthCare	From: October 8	-	Until: December 4
Financials	From: October 7	-	Until: December 31
Technology	From: October 9	-	Until: December 4
Gas Utilities	From: August 8	-	Until: October 31
Retail	From: October 28	-	Until: November 30
Gold	From: July 27	-	Until: October 10
Natural Gas	From: September 1	-	Until: December 31

	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			
Energy	21				9				26			22
Materials	20				5					1		22
Industrials			1		5					29		31
C. Discretionary		2			30					7		31
C. Staples			15		31					1		31
Health-Care			5				17			8		4
Financials			1	30		28	31			7		31
Technology				15			17			9		5
Utilities			12	30							14	28
Real Estate			3		10		1		19			
Banks	...				31						22	...
Biotechs	...	18				22			30			16
Gas Utilities	...					18		8		31		11
Retail	21			12						27	30	
Metals & Mining	6										20	...
Gold							27			7		
Silver	...	28				28		4				15
Copper	...			28		24	31					15
Oil		12					4					
Natural Gas			13			18			1			15

source: Equity Clock

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