$\boxed{12.2}$

Final thought: suppose all of your data were actually exactly on the same straight line

$y = mx + b$:

X	Y
x_1	$mx_1 + b$
$\vdots$	
x_n	$mx_n + b$

Then $\bar{x} = \dfrac{\sum_{i=1}^{n} x_i}{n}$

$$\bar{y} = \frac{\sum_{i=1}^{n}(mx_i + b)}{n} = \frac{m\sum x_i + n \cdot b}{n}$$

$$= m\bar{x} + b$$

Then $y_i - \bar{y} = (mx_i + b) - (m\bar{x} + b)$

$$= m(x_i - \bar{x})$$

So $r = \dfrac{\sum (x_i - \bar{x})\, m\,(x_i - \bar{x})}{\sqrt{\left(\sum (x_i - \bar{x})^2\right)\left(\sum (m(x_i - \bar{x}))^2\right)}}$

$$= \frac{m \sum (x_i - \bar{x})^2}{\sqrt{m^2}\sqrt{\left[\sum (x_i - \bar{x})^2\right]^2}} = \frac{m}{\sqrt{m^2}} = \begin{matrix} 1 & \text{if } m > 0 \\ -1 & \text{if } m < 0 \end{matrix}$$