Online Appendix
TAXPAYER SEARCH FOR INFORMATION: IMPLICATIONS FOR RATIONAL ATTENTION

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FIGURE A.1 DETRENDED AND SEASONALLY ADJUSTED DATA

Notes: These graphs show the raw data for (in order) Google search volume, Wikipedia page views, and calls made to the IRS.
FIGURE A.2 ESTIMATED COEFFICIENTS ON LOG TRADING VOLUME

Notes: Plotted are coefficients and confidence intervals from the regression of leads and lags of log trading volume on information search for capital gains tax. See also Table 3, Columns 1 and 2.
Notes: Plotted are coefficients and confidence intervals from the regression of leads and lags of stock advice Google search volume on information search for capital gains tax. See also Table 4, Columns 4 and 8.
FIGURE A.4. INFORMATION SEARCH AROUND EVENT DATES
Panel A. Google Searches for “Capital Gains Tax”


Notes: Plotted are the standardized, detrended, and seasonally adjusted time series, in event time, for the seven events studied in depth in the paper (see Table 2). The date of the event corresponds to 0 on the x-axis. Vertical lines at 0 and 4 highlight that the event impact generally fades in 4 days, which we use to set the length of our event windows.