

# Do investors save trading for a rainy day?

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# Do investors save trading for a rainy day?

## Abstract

This paper studies the impact of weather on 31 countries stock index trading volumes, through the influence on investors attention. First, in our panel analysis we regress trading volumes on four weather variables (temperature, sky cloud cover, precipitation and snow). We find that precipitation and temperature are positively linked to trading volumes while snow has an opposite effect. And this relationship is also found to be nonlinear. We find that the trading volumes increase with low temperature and comfortable conditions whereas decrease with adverse weather conditions. For example, with 1 inch increase of snow leads to 2.82% decrease in trading volume of S&P 500. Second, we directly link weather effect to the measure of attention and sentiment. We find that the attention to the markets decreases with the increase of the temperature whereas weather appears has no impact on the weekly sentiment index of U.S. We propose attention as an alternative channel of weather effect entering the stock markets in addition to the weather sentiment. Lastly, we are able to explore the implications of weather effect and develop the economic application. The economic magnitude of the empirical results show an exploitable aggregate effect when the trading signals are based on 7 developed countries weather influence on U.S. market.

*Keywords:* Trading Activities, Weather, Attention, Sentiment

# 1 Introduction

A voluminous literature has examined the effect of weather variables, such as sunshine, lunar cycle and daylight savings on financial markets (for more details see [Saunders Jr, 1993](#); [Kamstra, Kramer, and Levi, 2009](#); [Hirshleifer and Shumway, 2003](#); [Saunders Jr, 1993](#); [Goetzmann and Zhu, 2005](#); [Loughran and Schultz, 2004](#)). Most of the empirical studies report a positive relationship between good weather and stock market returns. This is explained by assuming that good weather creates a general upbeat mood which triggers more optimistic investment decisions. Motivated by recent research in psychology by [Lee, Gino, and Staats \(2014\)](#) who show that precipitation has a positive effect on individual productivity in three separate working environments, in this study, we seek an additional explanation of the weather effect on stock markets. Given that precipitation has been identified in the literature as the most important barrier to outdoor physical activities, we focus our investigation on the changes of attention in affecting trading activities as the additional explanation of weather effect. The proxy of productivity and unit of analysis is trading volume in major stock markets across 31 countries. In line with the existing literature on weather and finance, we control for the possible effect of sentiment by using cloudiness as a mood proxy. Motivated by [Loughran and Schultz \(2004\)](#), we also control for the negative effect of snow on trading activity which is associated with the inconvenience brought in urban environments by this particular weather condition.

Our major findings are summarised as follows: firstly, we conduct panel regression to find out whether trading behaviour will be significantly affected by the influence of weather while controlling for heterogeneity among the countries. This involves the danger to identify weather effects that may not really exist as the majority of trading takes place electronically, only a small proportion of the action on the floor of the stock exchange still has its place. We find that snow significantly reduces market trading volume while rain and temperature have the opposite effect. The weather impact on the stock markets also appears to be asymmetric and nonlinear. Low temperature increases trading volume, while as the temperature increases, the trading volume decreases as a result of an inactive trading activities due to distracted investors. Second, by using Google Search Volume Index (SVIs) as a direct measure of attention, we show for the first time that weather has a significant impact on investors' attention. Low temperature increases SVIs for a panel of total 16 markets under study. Lastly, both contemporaneous and lagged weather condition in seven developed countries have statistically significant impact on

U.S. market namely rain, cloud and temperature. By constructing a simple trading strategy, we find that the weather anomaly is also economically significant. The drivers of weather effect are complex and depend on the “true-feeling” of investors, country characteristics and level of weather conditions. The nature of the effects is multidimensional and is due to various reasons such as rational inattention, involuntary distraction, transportation problems or sentiment.

Our work contributes, more broadly, to a growing literature on the economics of attention. A large proportion of existing literature concentrates on the role of attention in asset price dynamics leaving no room for investor sentiment. For example, the attention literature investigates the effect of weekends when earnings are announced (DellaVigna and Pollet, 2009); the selective attention to favourable news and avoidance towards unfavourable information (Karlsson, Loewenstein, and Seppi, 2009); and the investors discrete choice depending on both action’s true payoffs and prior beliefs (Matějka, McKay, et al., 2015). We argue that sentiment may not be captured if investors are not attentive to the markets. Similarly, sentiment and attention can be present at stock markets simultaneously. Our study investigate the possibility that one exogenous factor could affect both investor attention and sentiment, therefore, focusing on either element would undermine the influence of another in investors’ decision-making process. One noteworthy contribution of our study is that weather effect realisation on the financial market can also be explained by varying levels of attention and loss of productivity, rather than sentiment-based trading alone.

## 2 Literature review

One stream of behavioural finance literature investigates how the fluctuation of mood affects stock market performances. This group of studies focus on if asset prices are related to weather and environmental conditions, such as *seasonal affective disorder* (SAD) (Kamstra, Kramer, and Levi, 2003), lunar cycles (Yuan, Zheng, and Zhu, 2006; Kuo, Coakley, and Wood, 2010) and sunshine (Saunders Jr, 1993; Hirshleifer and Shumway, 2003). This line of literature is based on the psychological evidence which suggests that the weather affects mood (Keller, Fredrickson, Ybarra, Côté, Johnson, Mikels, Conway, and Wager, 2005), and mood, in turn, can affect the judgement and quality of decision-making (negative relation found by Au, Chan, Wang, and Vertinsky, 2003), and attitude towards risk (Kliger and Levy, 2003). In this context, weather is considered as a proxy of mood acting on asset prices with upbeat mood linked to more risk-

tolerant behaviour, consequently, investors are more inclined to hold financial securities (Bassi, Colacito, and Fulghieri, 2013).

The relationship between weather and stock market returns has been the subject of an increasing number of empirical studies, however, the empirical evidence is rather inconclusive. An influential study by Saunders Jr (1993) finds that the returns on NYSE are negatively related to sky cloud cover in New York City with sunny days associated with a higher market return. The finding is further supported by Hirshleifer and Shumway (2003) who examine the relationship between morning sunshine in 26 cities where the leading stock exchanges are located. They conclude that the sunshine is strongly correlated with stock returns whereas snow and rain are irrelevant to the returns. Comparing with the significant relationship found between sunshine and stock returns, the evidence concerning the impact of other weather variables on stock markets is less clear. For example, Dowling and Lucey (2005) investigate the impact of precipitation on the Irish stock market and conclude that there is a negative but significant relationship between rain and stock returns. With regard to the temperature, the returns of nine international stock markets are investigated and a negative relation is found between stock returns and temperature (Cao and Wei, 2005). They argue that the negative correlation is due to investors' more risk-taking behaviour under low temperatures that leads to a higher return. The findings conclude that investors change the state of sentiment under high temperature given that the negative relation is slightly weaker in summer than winter. A more recent study by Chang, Chen, Chou, and Lin (2008) looks at the impact of weather on stock returns of NYSE and its trading activity. The findings suggest that more cloud is associated with not only lower returns but also higher volatility whereas temperature is irrelevant to intraday stock returns. In summary, these inconsistent results lead us to postulate that the impact of weather on investors may not be linear.

Despite the compelling evidence of weather effect on the stock markets, the way in which the market is affected remains unclear, especially when 77% of the trades take place electronically indoors nowadays (Schwartz, Byrne, and Colaninno, 2006, Chapter 1, page 8). Therefore, the weather-mood effect on stock market is questionable. In addition, if it is mood that drives the stock prices, why do different markets exhibit immense variability in reaction to the stimuli (e.g., see individual regression results from Hirshleifer and Shumway, 2003)? As a result, we seek an additional explanation of weather effect on the financial markets.

The literature related to impact of inattention in stocks' return-generating process has also

discussed the potential influence of weather on investors attention (see [Schmittmann, Pirschel, Meyer, and Hackethal, 2015](#), for more details). We then explore the impact of weather on affecting investors attention to the markets. As the stock returns may not be affected due to arbitrage, the variation of trading volume may give a more lucid picture of investment decisions. [Loughran and Schultz \(2004\)](#) investigate the link between weather and investor localised trading activities. They find little evidence that local cloud conditions affect trading volume or asset prices. However, the results show that extremely bad weather and religious holidays reduce trading volume significantly. Drawing from the above findings, we hypothesize that the reduced trading volume is caused by the lack of participation in markets.

If the above assumption holds, there should be a positive contemporaneous correlation between trading volume and volatility, the volatility should exhibit a similar movement as trading volume in response to weather shocks. [Symeonidis, Daskalakis, and Markellos \(2010\)](#) investigate how market volatility is affected by weather to capture the investors risk attitude in their investment activities. Their empirical results suggest that sky cloud cover is inversely related to various measures of stock market volatility. The evidence supports our assumption that the investors are less attentive to the market; whereas it contradicts the prevailing sentiment literature arguing that the bullish sentiment is negatively correlated with market volatility ([Lee, Jiang, and Indro, 2002](#); [Brown, 1999](#); [Gervais and Odean, 2001](#)). However, unlike [Loughran and Schultz \(2004\)](#), they find that extreme weather conditions do not offer additional explanatory power to the variations of market volatility. The interesting finding is inconsistent with the results from both sentiment and attention literature, which reinforces our assumption of a nonlinear relationship between weather and trading activities and the influence of inattention can potentially adds extra explanatory power to the mixed results.

Even though the weather effect may be driven by both attention and sentiment, in the existing literature, the two factors are often treated separately in their behavioural implications for the market movements. Therefore, we jointly study both factors in order to disentangle the respective impact on the trading behaviour and market performances.

It is intuitive that severe weather hampers the productivity that occurs outdoors (for example, [Burke, Dykema, Lobell, Miguel, and Satyanath, 2014](#); [Deschênes and Greenstone, 2012](#), in agriculture). Interestingly, it is also found that heat has large negative effects on productivity in office labour and manufacturing (for example, [Jones and Olken, 2010](#), industrial output of trades). With regard to the stock market, a recent study by [McTier, Tse, and Wald \(2013\)](#)

examines the U.S. stock market affected by influenza and finds evidence from 25 countries and 15 major international cities that an increase in the incidence of flu would coincide with a decrease in trading and return volatility. This finding suggests that the absence of key market participants reduces the production and flow of information.

Following this line of thought, the paper by [Cachon, Gallino, and Olivares \(2012\)](#) is more relevant to our study because they investigate the impact of weather on manufacturing industry which happens indoors and presumably occurs in the presence of air conditioning. They use weekly production data from 64 automobile plants in the U.S. over a ten-year period and find that adverse weather conditions, such as excess heat and rain, lead to a significant reduction in production. The magnitude of effect varies from location to location. They also find the weather shocks increase the volatility of production. In contrast to the conclusion drawn by [Lee et al. \(2014\)](#), where the good weather is viewed as a distraction whilst bad weather increases productivity, it is concluded that “a blizzard can disrupt production” because of worker absenteeism. The latest study shows that interruptions and other distractions consume 28% of the day for the knowledge worker thereby diminishing efficiency and productivity. The overall distraction cost is \$588 billion per annum in the United States alone ([Spira and Feintuch, 2005](#)). Taken together the above findings, good weather is treated as a potential distraction for outdoor and leisure activities resulting in a loss of productivity. Adverse weather can also be a distraction as, for example, workers may be late at work due to the disruption of transportation, or leave early, or absenteeism. As a result, the trading volume may be affected by both good and bad weather conditions due to lack of attention or changing risk perceptions.

### **3 Hypothesis formulation**

Summarizing the growing literature of weather effects on global stock markets, currently there is no general agreement on how the stock market is affected by the condition of weather. Some papers even doubt if a weather effect truly exists or simply it is a form of data manipulation (see [Jacobsen and Marquering, 2008](#); [Kamstra et al., 2009](#); [Jacobsen and Marquering, 2009](#); [Pizzutilo and Roncone, 2016](#), for full details). However, the findings from the psychological literature are compelling and the mixed results on stock market returns are significant enough to raise the question whether the influence is channelled through various mechanisms, which may be nonlinear. In labour economics, it argues that labour productivity increases during raining

days as workers substitute leisure time with more time at work. New psychological findings further confirm that bad weather increases individual productivity by eliminating potential distractions from good weather (Lee et al., 2014). Whereas conventionally, bad weather leads to a negative mood and hence impairs executive functions. These two contradictory conclusions also motivate our study to consider both attention and mood as potential drivers of investors trading behaviour.

By using trading volume, we are not only able to investigate investor behaviour mechanism, but also help to understand the performance of return volatility because of well documented positive correlation between volatility and volume (Gallant, Rossi, and Tauchen, 1992). Furthermore, we focus on trading volume rather than returns since the former will capture more trading and information activity whereas the reaction to the shock may be unnoticeable in the returns process (Andersen, 1996) which could draw misleading conclusions. There are two further advantages of using trading volume to understand the psychological and cognitive trading behaviour. In one respect, motivated by sentiment literature, the change in beliefs and overconfidence affect the trading volume (Shefrin, 2008). This means that trading volume is able to capture the investors sentiment if weather affects investors' mood. In a second respect, information processing capacity is conditional on investors attention allocation to the stock market or distraction from weather related events, therefore, the change in trading volume is in response to the arrival of new information (Sims, 2003; Andersen, 1996). From these two perspectives, the theoretical nature of trading volume emphasises the changes in investors' beliefs associated with new information.

To summarise the above arguments, we can develop the following hypotheses:

*Hypothesis I. Good (bad) weather conditions, such as lack of rain, that increase (decrease) the salience and attractiveness of outdoor options, will decrease (increase) the productivity of market participants and will lead to lower (higher) levels of trading activity.*

*Hypothesis II. The effect of weather on productivity and trading activity is nonlinear and depends on the level of weather variables and their interaction.*

Similar hypotheses are examined in a different empirical setting using survey and laboratory data by Lee et al. (2014). In addition to rain, as a possible productivity driver, the authors



control for the effect of other variables such as temperature and visibility. Moreover, the nonlinear effect of weather is also considered through linear and quadratic terms as productivity could be higher with either low or high temperature, for example.

## 4 Data

This section will describe the weather and stock market data variables, the methodologies that are used to pre-process data and their basic statistical properties.

### 4.1 Weather variables

Following much of the literature on the economic and financial effect of weather, we include four weather variables in the sample: sky cloud cover (CLOUD), precipitation (RAIN), snow (SNOW) and temperature (TEMP). We obtain the weather data from National Climatic Data Centre (NCDC, data available at <http://www.ncdc.noaa.gov/cdo-web/>). This database includes hourly summaries of weather variables from different observation stations. We use the observations from major airports near 31 cities for consistency of measurement across the globe. These chosen cities are the host cities of major stock exchanges.

Sky cloud cover is one of the weather variables under investigation to capture sentiment. Recent empirical evidence suggests that clouds are inversely related to stock market returns due to its influence on mood. Market index returns tend to be higher during sunny days as opposed to cloudier days (Hirshleifer and Shumway, 2003; Chang et al., 2008). The cloud cover, is recorded hourly on a 10-point scale as: Clear (0), Scattered(1-4), Broken(5-7), Overcast(8), Obscured (9) and Partial Obscuration (10). We first eliminate errors and missing values. Then we compute for each day the daily cloud cover by taking the average value from 6.00 to 16.00 so that it roughly corresponds with the work-hour. The purpose of using the pre-market hours is to investigate the potential weather effect on investors mood before the trading activity and also effects related to commuting (Hirshleifer and Shumway, 2003; Loughran and Schultz, 2004).

Precipitation, as a potential deterrence for outdoor activities is included in our weather variables in order to investigate the attention side of effect from weather. We use daily total rainfall or melted snow during the day to explore the aggregated effect from the rainfall.

Temperature and snow have been found to have a significant relation to market returns and trading activity (e.g., see Cao and Wei, 2005; Loughran and Schultz, 2004) so we include both

in the study. Temperature refers to the mean temperature for the day in Fahrenheit degrees to tenths while overall depth of snow is expressed in inches to tenths.

The raw data is then deseasonalised as frequently done in the weather literature in finance to capture the weather shocks. So, we first compute the historical mean of each weather variable for each calendar week in the sample and then we subtract this mean from the daily weather value to obtain the seasonally-adjusted weather values.

Table 1 summarises the description of the weather variables used in the study.

**Table 1.** Description of weather variables

| Weather Variable | Description  |
|------------------|--|
| TEMP             | Mean temperature for the day in degrees Fahrenheit to tenths (.1 Fahrenheit); deseasonalise it by subtracting weekly mean (5 days a week) of whole sample period from mean temperature for the day (TEMP). |
| RAIN             | Total precipitation (rain and/or melted snow) reported during the day in inches and hundredths (.01 inches); deseasonalise the daily precipitation by same method as described above.                      |
| SNOW             | Snow depth in inches to tenths (.1 inches); deseasonalise the daily snow depth using same method as above.   |
| CLOUD            | Average hourly sky cover data from 6.00 to 16.00 (from 0 as clear to 10 as partial obscuration); deseasonalise sky cloud cover as above.   |

Descriptive statistics of the weather variable under consideration for individual countries shown in Table 2 indicate considerable heterogeneity in the sample.

**Table 2.** Descriptive statistics of raw weather variables for individual cities

|                 | Market       | Mean    | Obs. | S.D     | C.V.    | Skew.   | Kurt.     |
|-----------------|--------------|---------|------|---------|---------|---------|-----------|
|                 | Amsterdam    |         |      |         |         |         |           |
| Temperature     |              | 51.3644 | 3074 | 11.2595 | 0.2192  | -0.2225 | 2.4542    |
| Precipitation   |              | 0.0857  | 3074 | 0.1859  | 2.1688  | 4.2124  | 28.1501   |
| Snow            |              | 0.0192  | 3074 | 1.0659  | 55.4437 | 55.4166 | 3072.0000 |
| Sky Cloud Cover |              | 4.7141  | 3074 | 1.9445  | 0.4125  | -0.4568 | 2.4895    |
|                 | Athens       |         |      |         |         |         |           |
| Temperature     |              | 65.7288 | 3187 | 13.9537 | 0.2123  | -0.0183 | 1.9994    |
| Precipitation   |              | 0.0002  | 3187 | 0.0080  | 49.2959 | 55.0448 | 3072.6870 |
| Snow            |              | 0.0000  | 3187 | 0.0000  | .       | .       | .         |
| Sky Cloud Cover |              | 3.4017  | 3180 | 2.1353  | 0.6277  | 0.1400  | 2.0412    |
|                 | Buenos Aires |         |      |         |         |         |           |
| Temperature     |              | 64.4000 | 2557 | 9.6639  | 0.1501  | -0.0701 | 2.0839    |
| Precipitation   |              | 0.1152  | 2557 | 0.4301  | 3.7337  | 7.3162  | 77.4721   |
| Snow            |              | 0.0000  | 2557 | 0.0000  | .       | .       | .         |
| Sky Cloud Cover |              | 3.3802  | 2529 | 2.5541  | 0.7556  | 0.3492  | 1.8617    |
|                 | Bangkok      |         |      |         |         |         |           |
| Temperature     |              | 84.2494 | 2932 | 2.9968  | 0.0356  | -0.7036 | 4.8951    |

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| <b>Table 2 – continued from previous page</b> |               |             |             |             |             |              |              |
|---|---------------|-------------|-------------|-------------|-------------|--------------|--------------|
|   | <b>Market</b> | <b>Mean</b> | <b>Obs.</b> | <b>S.D.</b> | <b>C.V.</b> | <b>Skew.</b> | <b>Kurt.</b> |
| Precipitation                                 |               | 0.2040      | 2932        | 0.5098      | 2.4990      | 4.4034       | 30.7240      |
| Snow  |               | 0.0000      | 2932        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 5.4699      | 2932        | 1.5350      | 0.2806      | -0.6691      | 2.5844       |
|   | Brussels      |             |             |             |             |              |              |
| Temperature                                   |               | 51.5648     | 3325        | 11.6654     | 0.2262      | -0.2074      | 2.5022       |
| Precipitation                                 |               | 0.0837      | 3325        | 0.2237      | 2.6742      | 10.9446      | 202.1705     |
| Snow  |               | 0.0725      | 3325        | 1.2572      | 17.3311     | 43.9326      | 2184.4150    |
| Sky Cloud Cover                               |               | 4.5212      | 3325        | 1.5483      | 0.3425      | -0.5116      | 2.6743       |
|   | Copenhagen    |             |             |             |             |              |              |
| Temperature                                   |               | 48.5982     | 3251        | 12.2926     | 0.2529      | -0.0725      | 2.0253       |
| Precipitation                                 |               | 0.0553      | 3251        | 0.1493      | 2.6973      | 6.8435       | 81.1222      |
| Snow  |               | 0.2772      | 3251        | 2.9872      | 10.7762     | 30.6367      | 1084.2850    |
| Sky Cloud Cover                               |               | 4.7815      | 3249        | 1.7498      | 0.3660      | -0.5662      | 2.4382       |
|   | Dublin        |             |             |             |             |              |              |
| Temperature                                   |               | 48.6111     | 3287        | 12.2584     | 0.2522      | -0.0773      | 2.0372       |
| Precipitation                                 |               | 0.0553      | 3287        | 0.1485      | 2.6861      | 6.8412       | 81.6352      |
| Snow  |               | 0.2711      | 3287        | 2.9610      | 10.9235     | 31.0687      | 1110.7940    |
| Sky Cloud Cover                               |               | 5.3216      | 3287        | 1.3188      | 0.2478      | -0.6714      | 2.8166       |
|   | Frankfurt     |             |             |             |             |              |              |
| Temperature                                   |               | 47.8327     | 3181        | 13.3252     | 0.2786      | -0.1266      | 2.3487       |
| Precipitation                                 |               | 0.1520      | 3181        | 0.3718      | 2.4467      | 4.9918       | 42.0384      |
| Snow  |               | 0.0404      | 3181        | 0.4102      | 10.1468     | 11.9057      | 156.5448     |
| Sky Cloud Cover                               |               | 5.2258      | 3109        | 1.7104      | 0.3273      | -0.7485      | 3.3971       |
|   | Helsinki      |             |             |             |             |              |              |
| Temperature                                   |               | 43.3173     | 3181        | 16.9586     | 0.3915      | -0.3389      | 2.5728       |
| Precipitation                                 |               | 0.0721      | 3181        | 0.1699      | 2.3556      | 5.7804       | 67.5330      |
| Snow  |               | 2.8575      | 3181        | 6.6500      | 2.3272      | 2.6409       | 9.1261       |
| Sky Cloud Cover                               |               | 5.0464      | 3179        | 1.7411      | 0.3450      | -0.5561      | 2.3962       |
|   | Hong Kong     |             |             |             |             |              |              |
| Temperature                                   |               | 75.6554     | 3205        | 9.6759      | 0.1279      | -0.6593      | 2.5085       |
| Precipitation                                 |               | 0.1936      | 3205        | 0.6524      | 3.3706      | 5.9477       | 49.0080      |
| Snow  |               | 0.0000      | 3205        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 3.7979      | 3205        | 1.6807      | 0.4425      | -0.0186      | 2.1792       |
|   | Istanbul      |             |             |             |             |              |              |
| Temperature                                   |               | 60.3185     | 2265        | 13.8746     | 0.2300      | -0.0686      | 1.9043       |
| Precipitation                                 |               | 0.0538      | 2265        | 0.1569      | 2.9133      | 4.6695       | 31.4031      |
| Snow  |               | 0.0528      | 2265        | 0.8914      | 16.8823     | 35.6670      | 1488.2930    |
| Sky Cloud Cover                               |               | 3.1381      | 2265        | 2.0360      | 0.6488      | 0.0447       | 1.8498       |
|   | Johannesburg  |             |             |             |             |              |              |
| Temperature                                   |               | 61.4829     | 2813        | 7.8339      | 0.1274      | -0.5245      | 2.7712       |
| Precipitation                                 |               | 0.0762      | 2813        | 0.2208      | 2.8968      | 4.4348       | 27.7443      |
| Snow  |               | 0.0000      | 2813        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 2.6550      | 2794        | 1.8235      | 0.6868      | 0.2409       | 2.4897       |
|   | Kuala Lumpur  |             |             |             |             |              |              |
| Temperature                                   |               | 82.2827     | 3203        | 2.0904      | 0.0254      | -0.0409      | 2.7130       |
| Precipitation                                 |               | 0.3068      | 3203        | 0.6312      | 2.0571      | 5.4203       | 78.7145      |
| Snow  |               | 0.0000      | 3203        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 6.0832      | 3194        | 0.2705      | 0.0445      | 4.0382       | 32.0739      |
|   | London        |             |             |             |             |              |              |

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**Table 2 – continued from previous page**

|                 | Market    | Mean    | Obs. | S.D.    | C.V.    | Skew.   | Kurt.     |
|-----------------|-----------|---------|------|---------|---------|---------|-----------|
| Temperature     |           | 52.5938 | 6859 | 9.9824  | 0.1898  | -0.0426 | 2.3891    |
| Precipitation   |           | 0.0671  | 6859 | 0.1929  | 2.8745  | 23.4776 | 1108.3730 |
| Snow            |           | 0.0213  | 6859 | 0.3385  | 15.8920 | 51.5324 | 3454.1060 |
| Sky Cloud Cover |           | 5.0089  | 6759 | 1.8561  | 0.3706  | -0.5189 | 2.7083    |
|                 | Madrid    |         |      |         |         |         |           |
| Temperature     |           | 58.9591 | 3272 | 14.4069 | 0.2444  | 0.1234  | 1.8613    |
| Precipitation   |           | 0.0369  | 3272 | 0.1306  | 3.5370  | 6.0300  | 55.8754   |
| Snow            |           | 0.0000  | 3272 | 0.0000  | .       | .       | .         |
| Sky Cloud Cover |           | 3.1858  | 3264 | 2.0010  | 0.6281  | 0.1795  | 2.1243    |
|                 | Milan     |         |      |         |         |         |           |
| Temperature     |           | 54.5911 | 2648 | 14.9693 | 0.2742  | -0.0911 | 1.8804    |
| Precipitation   |           | 0.1892  | 2648 | 0.8395  | 4.4363  | 7.6778  | 75.7473   |
| Snow            |           | 0.0000  | 2648 | 0.0000  | .       | .       | .         |
| Sky Cloud Cover |           | 3.6820  | 2636 | 2.4020  | 0.6524  | 0.2884  | 2.0823    |
|                 | Manila    |         |      |         |         |         |           |
| Temperature     |           | 82.3009 | 3186 | 2.6839  | 0.0326  | 0.0706  | 2.9161    |
| Precipitation   |           | 0.0552  | 3186 | 0.4211  | 7.6284  | 19.2439 | 537.7364  |
| Snow            |           | 0.0000  | 3186 | 0.0000  | .       | .       | .         |
| Sky Cloud Cover |           | 4.9103  | 3186 | 1.8271  | 0.3721  | 0.2211  | 1.7039    |
|                 | Oslo      |         |      |         |         |         |           |
| Temperature     |           | 41.7553 | 3039 | 15.8836 | 0.3804  | -0.3168 | 2.4066    |
| Precipitation   |           | 0.0943  | 3039 | 0.2346  | 2.4883  | 6.6385  | 89.1102   |
| Snow            |           | 1.6018  | 3039 | 4.5899  | 2.8654  | 3.3010  | 13.9773   |
| Sky Cloud Cover |           | 5.3974  | 3026 | 1.8477  | 0.3423  | -0.3457 | 2.2609    |
|                 | Paris     |         |      |         |         |         |           |
| Temperature     |           | 53.6363 | 3221 | 12.1579 | 0.2267  | -0.1244 | 2.3901    |
| Precipitation   |           | 0.0630  | 3221 | 0.1455  | 2.3087  | 4.2647  | 27.2580   |
| Snow            |           | 0.0243  | 3221 | 0.2108  | 8.6722  | 12.0900 | 173.5793  |
| Sky Cloud Cover |           | 5.0499  | 3216 | 1.7941  | 0.3553  | -0.7682 | 2.9300    |
|                 | Seoul     |         |      |         |         |         |           |
| Temperature     |           | 54.6597 | 2976 | 17.5479 | 0.3210  | -0.2672 | 1.9353    |
| Precipitation   |           | 0.1495  | 2976 | 0.5669  | 3.7930  | 7.3052  | 72.0550   |
| Snow            |           | 0.0688  | 2976 | 0.4850  | 7.0483  | 10.9945 | 169.1263  |
| Sky Cloud Cover |           | 3.8475  | 2972 | 2.7111  | 0.7047  | 0.0823  | 1.6775    |
|                 | Singapore |         |      |         |         |         |           |
| Temperature     |           | 82.0179 | 1516 | 2.1303  | 0.0260  | -0.2277 | 2.7510    |
| Precipitation   |           | 0.2457  | 1516 | 0.5715  | 2.3258  | 5.0435  | 46.0852   |
| Snow            |           | 0.0000  | 1516 | 0.0000  | .       | .       | .         |
| Sky Cloud Cover |           | 5.6745  | 1516 | 0.5270  | 0.0929  | -0.5225 | 5.3089    |
|                 | New York  |         |      |         |         |         |           |
| Temperature     |           | 54.7294 | 4531 | 16.1378 | 0.2949  | -0.1511 | 2.0739    |
| Precipitation   |           | 0.1233  | 4531 | 0.3425  | 2.7768  | 5.2994  | 43.8771   |
| Snow            |           | 0.2633  | 4531 | 1.4368  | 5.4573  | 8.8498  | 103.0157  |
| Sky Cloud Cover |           | 4.7809  | 4528 | 2.4898  | 0.5208  | -0.1797 | 1.7014    |
|                 | São Paulo |         |      |         |         |         |           |
| Temperature     |           | 68.2452 | 3217 | 6.3177  | 0.0926  | -0.2935 | 2.7037    |
| Precipitation   |           | 0.1175  | 3217 | 0.4040  | 3.4370  | 7.8789  | 109.5381  |
| Snow            |           | 0.0000  | 3217 | 0.0000  | .       | .       | .         |
| Sky Cloud Cover |           | 4.4988  | 3214 | 2.3308  | 0.5181  | -0.3877 | 2.1132    |

Continued on next page

| <b>Table 2 – continued from previous page</b> |               |             |             |             |             |              |              |
|---|---------------|-------------|-------------|-------------|-------------|--------------|--------------|
|   | <b>Market</b> | <b>Mean</b> | <b>Obs.</b> | <b>S.D.</b> | <b>C.V.</b> | <b>Skew.</b> | <b>Kurt.</b> |
|   | Santiago      |             |             |             |             |              |              |
| Temperature                                   |               | 58.7045     | 2194        | 9.3425      | 0.1591      | -0.0434      | 1.9652       |
| Precipitation                                 |               | 0.0180      | 2194        | 0.1090      | 6.0460      | 10.4139      | 152.0586     |
| Snow  |               | 0.0000      | 2194        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 2.6927      | 2185        | 2.7383      | 1.0169      | 0.6173       | 1.9104       |
|   | Stockholm     |             |             |             |             |              |              |
| Temperature                                   |               | 44.9137     | 3263        | 14.9612     | 0.3331      | -0.1698      | 2.3031       |
| Precipitation                                 |               | 0.0000      | 3263        | 0.0002      | 57.1227     | 57.0964      | 3261.0000    |
| Snow  |               | 0.0000      | 3263        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 4.0754      | 3103        | 1.9461      | 0.4775      | -0.4704      | 2.4744       |
|   | Sydney        |             |             |             |             |              |              |
| Temperature                                   |               | 65.2918     | 3067        | 7.6383      | 0.1170      | 0.0313       | 2.1794       |
| Precipitation                                 |               | 0.0973      | 3067        | 0.3073      | 3.1580      | 5.9398       | 50.2108      |
| Snow  |               | 0.0004      | 3067        | 0.0217      | 55.3805     | 55.3534      | 3065.0000    |
| Sky Cloud Cover                               |               | 3.9253      | 3063        | 1.9200      | 0.4891      | -0.1423      | 2.0638       |
|   | Tokyo         |             |             |             |             |              |              |
| Temperature                                   |               | 61.6300     | 3253        | 13.6753     | 0.2219      | 0.0283       | 1.8186       |
| Precipitation                                 |               | 0.1734      | 3253        | 0.5033      | 2.9033      | 5.4820       | 45.8773      |
| Snow  |               | 0.0000      | 3253        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 5.1233      | 3253        | 2.1545      | 0.4205      | -0.4094      | 2.1384       |
|   | Taipei        |             |             |             |             |              |              |
| Temperature                                   |               | 74.4153     | 2979        | 9.6176      | 0.1292      | -0.3397      | 2.1132       |
| Precipitation                                 |               | 0.2201      | 2943        | 0.5674      | 2.5780      | 4.3849       | 27.7228      |
| Snow  |               | 0.0000      | 2979        | 0.0000      | .           | .            | .            |
| Sky Cloud Cover                               |               | 5.8455      | 2979        | 1.8543      | 0.3172      | -0.5675      | 2.1910       |
|   | Toronto       |             |             |             |             |              |              |
| Temperature                                   |               | 48.8006     | 3202        | 17.0258     | 0.3489      | -0.2178      | 2.1842       |
| Precipitation                                 |               | 0.0791      | 3202        | 0.2080      | 2.6287      | 4.8548       | 39.9749      |
| Snow  |               | 0.7281      | 3193        | 2.0224      | 2.7778      | 3.5244       | 16.3272      |
| Sky Cloud Cover                               |               | 3.5359      | 3203        | 2.9688      | 0.8396      | 0.1979       | 1.4812       |
|   | Vienna        |             |             |             |             |              |              |
| Temperature                                   |               | 51.6642     | 3221        | 15.2754     | 0.2957      | -0.1822      | 2.1255       |
| Precipitation                                 |               | 0.0629      | 3221        | 0.1767      | 2.8087      | 5.7499       | 51.3582      |
| Snow  |               | 0.2312      | 3221        | 1.3850      | 5.9912      | 15.5332      | 368.9210     |
| Sky Cloud Cover                               |               | 4.8814      | 3218        | 1.7105      | 0.3504      | -0.4756      | 2.4220       |
|   | Zurich        |             |             |             |             |              |              |
| Temperature                                   |               | 49.8563     | 3020        | 13.8736     | 0.2783      | -0.1176      | 2.1400       |
| Precipitation                                 |               | 0.1062      | 3020        | 0.2485      | 2.3396      | 4.2965       | 29.6531      |
| Snow  |               | 0.1600      | 3020        | 0.7080      | 4.4247      | 6.5361       | 56.8718      |
| Sky Cloud Cover                               |               | 4.7906      | 3020        | 1.7172      | 0.3584      | -0.4470      | 2.4666       |
|   | Total         |             |             |             |             |              |              |
| Temperature                                   |               | 58.4525     | 104698      | 16.9764     | 0.2904      | -0.2557      | 2.4409       |
| Precipitation                                 |               | 0.1061      | 104662      | 0.3690      | 3.4775      | 9.5521       | 169.9314     |
| Snow  |               | 0.2228      | 104689      | 1.8305      | 8.2141      | 17.5953      | 611.2066     |
| Sky Cloud Cover                               |               | 4.5333      | 104236      | 2.1801      | 0.4809      | -0.3689      | 2.2138       |

## 4.2 Productivity measure

We now turn to trading volume which is our main dependent variable under study against which we shall test the hypotheses. Aggregate turnover, which is defined as the total number of shares traded divided by the total number of shares outstanding, is considered in the literature as a natural measure of trading activity (Campbell and Wang, 1993; Stickel and Verrecchia, 1994; Lo and Wang, 2000). So we use the turnover as a measure of productivity in each city and draw the relevant data from Bloomberg.

We investigate 33 market indices corresponding to 31 cities where the stock exchanges are listed. For the U.S., we include the S&P 500, NASDAQ composite, and Dow Jones Industrial Average. We collect daily observations from each market excluding holidays and weekends. The period ranges from 2001 to 2013 for 29 markets, which are the earliest available data for volume, with exception for FTSE 100 and S&P 500 which start from 1986 and 1996, respectively.

After collecting the raw data, we apply three transformations. First, following Lo and Wang (2000), as share turnover is highly persistent with strong autocorrelation, we apply log-linear detrending to induce stationarity. Second, as after the detrending process the data still contain periodic components, we remove the calendar regularities by regression against monthly dummies. Lastly, in order to reduce the effect of possibly spurious outliers, we winsorise the deseasonalised and detrended data by limiting 1% of the extreme values in the sample, and we denote as  $\nu_{it}$ . More specifically, the process can be expressed below:

$$\hat{V}_{it} = \log V_{it} - (\hat{a}_i + \hat{b}_{it}) \tag{1}$$

$$\hat{V}_{it} = c_{i0} + c_{i1}Jan_{it} + c_{i2}Feb_{it} + c_{i3}Mar_{it} + \dots + c_{i11}Nov_{it} + \nu_{it}$$

Where  $V_{it}$  is the raw share turnover for each market index  $i$  at time  $t$ ,  $\hat{V}_{it}$  is logarithmic linear detrended volume, the residuals  $\nu_{it}$  from deseasonalised  $\hat{V}_{it}$  are winsorised at 98% percentile denoting as  $\nu_{it}$ . Table 3 presents descriptive statistics of filtered trading volume under study. Again we can observe a large variation in the location and dispersion of the distributions under study for different markets. The results of standard unit root tests on the transformed data, shown in Table 4, confirm that the stationary has been achieved.

**Table 3.** Descriptive Statistics of stock market trading volume

| <b>Index</b>                | <b>Location</b>       | <b>Obs.</b> | <b>Mean</b> | <b>S.D.</b> | <b>C.V.</b> | <b>Skew.</b> | <b>Kurt.</b> |
|-----------------------------|-----------------------|-------------|-------------|-------------|-------------|--------------|--------------|
| AEX                         | Amsterdam (AMS)       | 3074        | 0.0014      | 0.3837      | 278.2792    | 0.4140       | 3.3370       |
| ASE                         | Athens (ATH)          | 3188        | -0.0005     | 0.7617      | -1498.9210  | 0.0342       | 2.2306       |
| MERVAL                      | Buenos Aires (BAI)    | 2558        | 0.0031      | 0.4938      | 158.4356    | -0.1944      | 2.8095       |
| SET                         | Bangkok (BKK)         | 2935        | 0.0006      | 0.5037      | 797.7829    | 0.0016       | 3.1078       |
| BEL 20                      | Brussels (BRU)        | 3325        | 0.0023      | 0.4402      | 190.6760    | 0.0738       | 2.6910       |
| KFX                         | Copenhagen (COP)      | 3251        | 0.0010      | 0.4277      | 449.1210    | 0.1128       | 2.5893       |
| DJIA                        | New York (DJ)         | 3521        | 0.0017      | 0.2694      | 159.7136    | 0.3765       | 3.1007       |
| IESQ 20                     | Dublin (DUB)          | 3287        | 0.0035      | 0.5920      | 169.9906    | 0.2361       | 2.7506       |
| DAX                         | Frankfurt (FRK)       | 3181        | -0.0003     | 0.4088      | -1540.7510  | 0.6088       | 3.1511       |
| OMX Helsinki                | Helsinki (HEL)        | 3181        | 0.0008      | 0.4688      | 569.6283    | 0.4674       | 2.8031       |
| Hang Seng Index             | Hong Kong (HKG)       | 3205        | 0.0009      | 0.5027      | 568.6865    | 0.6624       | 3.1932       |
| BIST 30                     | Istanbul (IST)        | 2265        | 0.0018      | 0.3212      | 181.9431    | -0.2838      | 3.0181       |
| FTSE/JSE                    | Johannesburg<br>(JOH) | 2817        | 0.0043      | 0.3622      | 84.2887     | -0.1630      | 3.0750       |
| FTSE Bursa<br>Malaysia KLCI | Kuala Lumpur<br>(KLU) | 3203        | 0.0004      | 0.4829      | 1112.0070   | 0.3806       | 2.8708       |
| FTSE 100                    | London (LDN)          | 6859        | 0.0008      | 0.5880      | 711.8085    | -0.1546      | 2.0588       |
| IBEX 35                     | Madrid (MAD)          | 3272        | 0.0001      | 0.4698      | 5393.1650   | 0.2076       | 2.5641       |
| FTSE MIB                    | Milan (MIL)           | 2648        | 0.0006      | 0.3717      | 639.0565    | 0.2129       | 2.7003       |
| PSEi Index                  | Manila (MNL)          | 3189        | 0.0001      | 0.4914      | 4123.8360   | 0.0429       | 3.1683       |
| NASDAQ                      | New York (NQ)         | 3052        | 0.0017      | 0.2910      | 170.8583    | 0.3111       | 2.8825       |
| OSEAX                       | Oslo (OSL)            | 3039        | 0.0004      | 0.6496      | 1773.8050   | 0.0480       | 2.1101       |
| CAC 40                      | Paris (PAR)           | 3221        | 0.0026      | 0.3643      | 141.3732    | 0.2817       | 3.1204       |
| KOSPI                       | Seoul (SEO)           | 2977        | 0.0002      | 0.3554      | 1676.5520   | 0.0790       | 2.3026       |
| FTSE ST All-Share           | Singapore (SIN)       | 1516        | 0.0013      | 0.2883      | 228.1310    | -0.1459      | 2.9982       |
| S&P 500                     | New York (SP)         | 4531        | 0.0009      | 0.4208      | 459.2224    | -0.4012      | 2.7985       |
| BOVESPA                     | São Paulo (SPL)       | 3217        | 0.0010      | 0.3918      | 393.2249    | -0.0279      | 2.8288       |
| IPSA                        | Santiago (STG)        | 2194        | 0.0010      | 0.4139      | 414.4218    | 0.0894       | 2.9327       |
| OMX Stockholm 30            | Stockholm (STK)       | 3263        | 0.0002      | 0.3693      | 1613.3700   | 0.0583       | 2.8295       |
| S&P ASX 200                 | Sydney (SYD)          | 3068        | 0.0007      | 0.3579      | 485.4716    | -0.0186      | 2.8800       |
| Nikkei 225                  | Tokyo (TKY)           | 3253        | 0.0010      | 0.4516      | 474.3718    | 0.3322       | 2.3381       |
| TAIEX                       | Taipei (TPI)          | 2983        | 0.0006      | 0.3579      | 563.3495    | -0.0793      | 2.6842       |
| S&P TSX                     | Toronto (TRT)         | 3204        | 0.0014      | 0.3605      | 259.7298    | -0.2167      | 3.2703       |
| Composite                   |                       |             |             |             |             |              |              |
| ATX                         | Vienna (VIE)          | 3221        | -0.0002     | 0.7697      | -4166.8130  | 0.2065       | 2.0448       |
| Swiss Market Index          | Zurich (ZUR)          | 3020        | 0.0001      | 0.4251      | 4381.3410   | 0.5705       | 3.0298       |
|                             | Total                 | 104718      | 0.0010      | 0.4669      | 446.7966    | 0.1237       | 3.2533       |

*This table reports summary statistics of the trading volumes for 31 cities where the stock exchange is located. Among which, we use three indices data for New York city consisting of Dow Jones Industrial Average, S&P 500 and NASDAQ composite. S.D. is standard deviation, C.V. is coefficient of variation.*

**Table 4.** Stationarity analysis of stock market trading volume

|     | ADF     |            |            | Phillips-Perron |             |             |
|-----|---------|------------|------------|-----------------|-------------|-------------|
|     | none    | const.     | c, trend   | none            | const.      | c, trend    |
| AMS | -0.409  | -3.8058*** | -4.3526*** | -0.5306         | -28.5024*** | -30.7279*** |
| ATH | -0.2042 | -3.9537*** | -3.9911*** | -0.292          | -18.1830*** | -18.3009*** |
| BAI | -0.0248 | -7.0587*** | -7.0632*** | -0.3103         | -36.5514*** | -36.5421*** |
| BKK | 0.0564  | -3.9779*** | -5.6658*** | 0.4142          | -8.9821***  | -18.3885*** |
| BRU | -0.0443 | -3.4842*** | -4.4647*** | -0.3497         | -22.6735*** | -35.8285*** |
| COP | -0.0197 | -3.5161*** | -4.0290*** | -0.1337         | -26.6039*** | -31.0922*** |
| DUB | -0.224  | -2.9862**  | -3.4850**  | -0.5682         | -37.1564*** | -39.7746*** |
| FRK | -0.1293 | -4.1697*** | -4.1589*** | -0.342          | -36.0001*** | -36.0139*** |
| HEL | -0.3595 | -3.2050**  | -3.6285**  | -0.4573         | -29.7827*** | -33.1567*** |
| HKG | 0.1459  | -2.2627    | -4.5660*** | 0.2223          | -8.1676***  | -23.7763*** |
| IST | 0.0951  | -4.0644*** | -7.3515*** | 0.3939          | -17.1020*** | -29.0935*** |
| JOH | 0.2240  | -2.9865**  | -7.6345*** | -0.0489         | -17.2961*** | -35.2758*** |
| KLU | 0.0217  | -4.2708*** | -6.7032*** | 0.0695          | -11.8328*** | -25.2367*** |
| LDN | 0.3416  | -2.2995    | -2.5300    | -0.0002         | -11.9577*** | -31.5519*** |
| MAD | -0.1577 | -5.3215*** | -5.6183*** | -0.3183         | -30.9617*** | -33.6643*** |
| MIL | -0.1659 | -3.6367*** | -4.3745*** | -0.3746         | -21.5366*** | -24.3362*** |
| MNL | 0.2099  | -1.9873    | -6.4748*** | 0.3262          | -10.0160*** | -39.8402*** |
| OSL | 0.0203  | -2.4779    | -2.3777    | 0.0546          | -8.5587***  | -8.4025***  |
| PAR | -0.3955 | -4.6506*** | -4.7401*** | -0.4993         | -36.8620*** | -37.1448*** |
| SEO | -0.1694 | -3.4277*** | -4.4845*** | -0.306          | -8.2412***  | -16.0565*** |
| SPL | 0.5573  | -1.6883    | -3.9939*** | 0.5045          | -7.9615***  | -34.3972*** |
| SIN | -0.2447 | -7.6182*** | -8.0340*** | -0.2991         | -23.1231*** | -23.7210*** |
| STG | 0.1395  | -5.7559*** | -7.1009*** | 0.0656          | -38.4040*** | -41.0902*** |
| STK | -0.2888 | -5.1500*** | -5.1966*** | -0.3416         | -35.4123*** | -35.7346*** |
| SYD | 0.1249  | -3.2998**  | -3.7663**  | -0.271          | -27.7135*** | -36.1060*** |
| TKY | 0.3304  | -2.7949*   | -3.1576*   | 0.3696          | -11.4369*** | -15.0179*** |
| TPI | -0.2746 | -5.8289*** | -5.8737*** | -0.4077         | -18.7077*** | -18.8087*** |
| TRT | -0.0386 | -2.4152    | -5.4655*** | -0.1662         | -30.5067*** | -39.3935*** |
| VIE | -0.0583 | -2.8473*   | -2.9500    | -0.403          | -11.9829*** | -15.1870*** |
| ZUR | -0.1936 | -3.1579**  | -3.2893*   | -0.1914         | -29.8621*** | -30.5388*** |
| SP  | 0.1061  | -3.4269**  | -3.4571**  | 0.0975          | -21.9653*** | -21.9710*** |
| DJ  | -0.6859 | -4.9786*** | -8.1574*** | -0.5805         | -30.2725*** | -46.3489*** |
| NQ  | -0.4728 | -4.8835*** | -5.8447*** | -0.6522         | -20.3203*** | -26.4982*** |

ADF and Phillips-Perron refer to augmented Dickey-Fuller test and Phillips-Perron test for a unit root (Dickey and Fuller, 1979; Phillips and Perron, 1988). \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively.



## 5 Empirical Results

### 5.1 Hypothesis I.: Does bad weather increase trading activity?

We first take the classic approach in the literature (Saunders Jr, 1993; Hirshleifer and Shumway, 2003; Dell, Jones, and Olken, 2014; Symeonidis et al., 2010), estimating simple regressions by ordinary least squares separately for each market in the sample. Specifically, we estimate the parameters of the regression as follows:

$$v_{it} = \alpha_i + \beta_{i1}TEMP_{it} + \beta_{i2}RAIN_{it} + \beta_{i3}SNOW_{it} + \beta_{i4}CLOUD_{it} + \epsilon_{it} \quad (2)$$

Where  $v_{it}$  are the transformed trading volume values for market  $i$  at time  $t$ . In line with the empirical literature in this area, we find some significant relationship with mixed signs of coefficient. Specifically, the results show that temperature has a significant impact on 10 out of 33 markets whilst the positive or negative relationship is mixed. For eight countries we find that trading volumes are affected by precipitation. Trading volumes increase significantly with rainfall in six out of eight markets whereas negative impact of rain is found in Manila and Stockholm markets. In general, snow has an adverse influence on the trading volumes except for Istanbul, London and Amsterdam. As for sky cloud cover, the results show that seven out of thirty-three markets are negatively affected by sky cover except for London. Table 5 reports full details of the results for the whole sample. The overall results suggest a weak link that cloud and snow are inversely related to trading volume. In this regard, the results of sky cover are in line with the sentiment literature which postulates that more cloud is associated with a downward mood and, thereby, leads to a less active trading. The results for snow are consistent with the findings by Loughran and Schultz (2004) suggesting that it causes disruption for investors, whilst the impact of precipitation and temperature is less conclusive in the results.

However, the simple regression estimation faces potential omitted variable bias and problems related to over-controlling. More importantly, this form of estimation is best for assessing the long-term historical effect of weather rather than to focus on the contemporary effect of climate on economic activity (Auffhammer, Hsiang, Schlenker, and Sobel, 2013). Therefore, we use panel regression to control for heterogeneity across the countries and climate zones. This is also justified by the descriptive statistics showing a large variation of variables between the markets under study.

**Table 5.** Regression analysis of the weather effect on trading volume for individual markets

|              | <b>TEMP</b>             | <b>RAIN</b>           | <b>SNOW</b>             | <b>CLOUD</b>            |
|--------------|-------------------------|-----------------------|-------------------------|-------------------------|
| Amsterdam    | 0.0030<br>(1.3540)      | 0.0434<br>(0.8934)    | 0.0113***<br>(5.9213)   | -0.0047<br>(-1.0548)    |
| Athens       | 0.0034<br>(0.6553)      | 3.0744***<br>(6.0964) |                         | -0.0022<br>(-0.2054)    |
| Buenos Aires | -0.0028<br>(-0.9205)    | -0.0301<br>(-1.1249)  |                         | -0.0006<br>(-0.1298)    |
| Bangkok      | -0.0008<br>(-0.1076)    | 0.0141<br>(0.6383)    |                         | -0.0455***<br>(-3.8945) |
| Brussels     | -0.0016<br>(-0.7158)    | -0.0047<br>(-0.1230)  | -0.0091**<br>(-2.2479)  | -0.0047<br>(-0.7229)    |
| Copenhagen   | 0.0065**<br>(2.3121)    | 0.0925<br>(1.5250)    | -0.0016<br>(-0.7754)    | -0.0120**<br>(-2.1585)  |
| Dublin       | 0.0129***<br>(3.4128)   | 0.1606**<br>(2.1233)  | -0.0044<br>(-1.3191)    | -0.0024<br>(-0.2891)    |
| Frankfurt    | 0.0007<br>(0.3816)      | 0.0313<br>(1.2800)    | -0.0471**<br>(-2.4228)  | 0.0067<br>(1.2445)      |
| Helsinki     | 0.0017<br>(0.8178)      | 0.1076**<br>(1.9649)  | -0.0122***<br>(-3.8893) | -0.0049<br>(-0.7704)    |
| Hong Kong    | -0.0016<br>(-0.4381)    | 0.0005<br>(0.0320)    |                         | 0.0018<br>(0.1989)      |
| Istanbul     | 0.0008<br>(0.3667)      | 0.0055<br>(0.1069)    | 0.0087*<br>(1.9278)     | 0.0013<br>(0.2768)      |
| Johannesburg | 0.0002<br>(0.1026)      | 0.0403<br>(1.0394)    |                         | -0.0076<br>(-1.1848)    |
| Kuala Lumpur | -0.0308***<br>(-4.1825) | -0.0176<br>(-1.2590)  |                         | -0.0503<br>(-1.3151)    |
| London       | 0.0070***               | 0.0392                | 0.0267*                 | 0.0488***               |

Continued on next page

**Table 5 – continued from previous page**

|           | <b>TEMP</b> | <b>RAIN</b> | <b>SNOW</b> | <b>CLOUD</b> |
|-----------|-------------|-------------|-------------|--------------|
|           | (2.9051)    | (1.1573)    | (1.8255)    | (7.0725)     |
| Madrid    | -0.0026     | 0.1072      |             | -0.0060      |
|           | (-0.9543)   | (1.4454)    |             | (-1.0107)    |
| Milan     | 0.0017      | 0.0421***   |             | -0.0052      |
|           | (0.6361)    | (4.9976)    |             | (-1.1356)    |
| Manila    | 0.0108      | -0.0301**   |             | 0.0119       |
|           | (1.2952)    | (-2.2335)   |             | (1.3412)     |
| Oslo      | 0.0059*     | 0.0600      | -0.0104     | 0.0116       |
|           | (1.8868)    | (0.9145)    | (-1.5651)   | (1.2734)     |
| Paris     | -0.0021     | 0.0626      | -0.1024**   | -0.0013      |
|           | (-1.1357)   | (1.2478)    | (-2.4468)   | (-0.2813)    |
| Seoul     | -0.0003     | -0.0022     | -0.0060     | -0.0027      |
|           | (-0.1640)   | (-0.1858)   | (-0.2437)   | (-0.8534)    |
| Singapore | 0.0123**    | 0.0012      |             | -0.0084      |
|           | (2.5322)    | (0.0890)    |             | (-0.5160)    |
| São Paulo | -0.0067***  | 0.0542***   |             | -0.0076      |
|           | (-2.8136)   | (2.6155)    |             | (-1.6217)    |
| Santiago  | -0.0110***  | -0.0113     |             | -0.0078**    |
|           | (-3.5955)   | (-0.1477)   |             | (-1.9724)    |
| Stockholm | 0.0036**    | -54.8943*** |             | 0.0035       |
|           | (2.1530)    | (-4.9987)   |             | (0.7716)     |
| Sydney    | 0.0006      | -0.0160     | -0.3257***  | 0.0031       |
|           | (0.3158)    | (-0.6624)   | (-5.3019)   | (0.8159)     |
| Tokyo     | 0.0004      | -0.0100     |             | 0.0056       |
|           | (0.1243)    | (-0.6961)   |             | (1.1730)     |
| Taipei    | -0.0035     | 0.0067      |             | -0.0038      |
|           | (-1.5097)   | (0.5424)    |             | (-0.7027)    |
| Toronto   | 0.0002      | 0.0242      | -0.0016     | -0.0062**    |

Continued on next page

**Table 5 – continued from previous page**

|           | <b>TEMP</b> | <b>RAIN</b> | <b>SNOW</b> | <b>CLOUD</b> |
|-----------|-------------|-------------|-------------|--------------|
|           | (0.1500)    | (0.7170)    | (-0.2321)   | (-2.2803)    |
| Vienna    | 0.0003      | 0.0832      | -0.0034     | -0.0335***   |
|           | (0.0892)    | (0.9310)    | (-0.2376)   | (-2.7620)    |
| Zurich    | 0.0010      | 0.0679*     | -0.0185     | -0.0122      |
|           | (0.4383)    | (1.6735)    | (-0.9420)   | (-1.6450)    |
| Nasdaq    | 0.0036***   | 0.0006      | -0.0220***  | -0.0058**    |
|           | (2.7872)    | (0.0421)    | (-3.8916)   | (-2.4008)    |
| Dow Jones | 0.0009      | 0.0192      | -0.0127**   | -0.0036*     |
|           | (0.8158)    | (1.4460)    | (-2.2441)   | (-1.7140)    |
| S&P500    | 0.0005      | 0.0099      | -0.0135     | -0.0038      |
|           | (0.2910)    | (0.5460)    | (-1.2635)   | (-1.2489)    |

*This table gives the value of the coefficients  $b_{i1}$  in regression with deseasonalised and detrended trading volume as the dependent variable and deseasonalised weather as independent variables, respectively. Numbers in brackets correspond to  $t$ -statistics. Heteroskedasticity and autocorrelation consistent standard errors are estimated using the Newey and West (1987) approach. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively.*

So next step of analysis, we run panel regression with fixed-effects for 31 markets (S&P500 is used for the U.S. market) in order to observe deviations from averages to investigate weather shock on market performances:

$$v_{it} = \gamma + \delta W_{it} + \mu_i + e_{it} \quad (3)$$

Where  $W_{it}$  represents a vector containing the weather variables. The fixed effects for the spatial areas,  $\mu_i$ , absorb fixed spatial characteristics, whether observed or unobserved, disentangling the shock from many possible sources of omitted variable bias.

The results in Table 6 show that snow is inversely related to volumes whilst temperature and rain have significant and positive effect on trading volumes when deseasonalised weather variables are used as regressors. Temperature appears to be irrelevant when raw value is used in the regression. This finding is consistent with the study by [Fruehwirth and Sögner \(2012\)](#) suggesting that only temperature contains a strong seasonality and deseasonalisation is

necessary. The results of rain and snow support the findings by Lee et al. (2014) and Loughran and Schultz (2004), suggesting that investors are more productive during the rainy days when more time is allocated to work while snow reduces trading volume by causing inconvenience to investors.

**Table 6.** Fixed-effects panel regression analysis of the weather effect on trading volume

| <b>Filtered</b> | <b>Coefficient</b>      | <b>Raw</b>     | <b>Coefficient</b>      |
|-----------------|-------------------------|----------------|-------------------------|
| TEMP            | 0.0014**<br>(2.5278)    | TEMP           | -1.41E-05<br>(-0.0405)  |
| RAIN            | 0.0138***<br>(3.2688)   | RAIN           | 0.0128***<br>(3.1844)   |
| SNOW            | -0.0091***<br>(-6.2829) | SNOW           | -0.0071***<br>(-6.8734) |
| CLOUD           | 0.0005<br>(0.4837)      | CLOUD          | 0.0002<br>(0.2122)      |
| Constant        | 0.0026<br>(0.4715)      | Constant       | 0.0027<br>(0.1240)      |
| Observations    | 97615                   | Observations   | 97626                   |
| Adjusted $R^2$  | 0.0009                  | Adjusted $R^2$ | 0.0005                  |

*This table gives the value of the coefficients  $\delta$  in regression (3) with deseasonalised and detrended trading volume as the dependent variable, and deseasonalised weather and raw weather as independent variables respectively. Heteroskedasticity and autocorrelation consistent standard errors are estimated using the Newey and West (1987) approach. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively. ‘Filtered’ column provides panel fixed-effect regression for 31 markets with filtered weather variables; ‘Raw’ columns provides panel fixed-effect regression for 31 markets with raw weather variables.*

In order to further understand the disruptive effect of weather as a driver of trading activity We also investigate the impact of bad weather on employee absences for the U.S. Specifically, we use absence data from the Labor Force Statistics of the Current Population Survey from the U.S. Bureau of Labor Statistics, as a measure of loss of productivity. The data provide the number of full-time employees from non-agricultural industries that are either absent or work less than full time due to a bad weather. The absence is recorded on a monthly interval dated back to 1990. We regress raw weather values and filtered weather variables on logarithmic values of absences and results are presented in Table 7. The results of the raw weather regression clearly suggest that rain, snow and low temperature increase absences. By using filtered weather as independent variables, only rain and low temperature show a significant impact on the increase of absences. So this group of results show that bad weather has an adverse effect on productivity.

From the above two panel regressions, we find that the rain and temperature have inconsistent impact on the trading volumes and productivity represented by the absence rate.

We contemplate that extreme weather conditions such as excessive rainfall, low temperature and snow may cause disruption in transportation leading to a loss of productivity whilst bad weather (such as rainy days) eliminates distraction and improves productivity. Thereby, this set of results motivate our next test Hypothesis II. suggesting that the impact of weather may be nonlinear and asymmetric.

**Table 7.** Regression analysis of the effect of weather on absences for U.S.

| <b>Filtered</b> | <b>Coefficient</b>     | <b>Raw</b>     | <b>Coefficient</b>      |
|-----------------|------------------------|----------------|-------------------------|
| RAIN            | 1.7862*<br>(1.7614)    | RAIN           | 2.0587***<br>(2.6243)   |
| CLOUD           | 0.0716<br>(0.6904)     | CLOUD          | 0.0737<br>(1.3103)      |
| SNOW            | 0.2011<br>(1.2670)     | SNOW           | 0.3140***<br>(3.4001)   |
| TEMP            | -0.0631**<br>(-2.4147) | TEMP           | -0.0269***<br>(-6.4439) |
| Constant        | 5.7291***<br>(79.2192) | Constant       | 6.5058***<br>(14.8923)  |
| Observations    | 216                    | Observations   | 216                     |
| Adjusted $R^2$  | 0.1199                 | Adjusted $R^2$ | 0.4805                  |

*The right half of table gives the results for logarithmic absence and raw weather. If we calculate the elasticity of the absences on weather change, the absences are very sensitive to rain fall, snow and temperature. In particular, 1% increase in rain results in 3% increase in absences whereas 1% drop in temperature increases 1.04% absences.*

## 5.2 Hypothesis II.: Is the effect of weather on trading activity nonlinear?

The literature has often found a nonlinear relationship between climate and the economic outcome of interest, with extremely warm temperatures being particularly important. Although this is more related to agriculture, the recent findings in indoor manufacturing activity encourage us to explore the potential nonlinearity of weather effect on stock markets.

First, we conduct quantile estimation for individual countries. The results, given in Table A1 and A2 show mixed results of an asymmetric effect. Taking Copenhagen market as an example, a large amount of snow (top 10%) reduces trading volume significantly whilst the bottom 10% of snow has no impact on trading volume. In order to further explore the asymmetric effect between volume and weather, we control for unobserved market heterogeneity by using quantile analysis in the panel data.

Following recent development on quantile regression for panel data, (Koenker, 2004), we estimate directly a vector of individual weather effects. The fixed-effects estimator is based on

minimizing a weighted sum of 5 ordinary quantile regression objective functions corresponding to a selection of 5 values of  $\tau$ , (0.1, 0.25, 0.5, 0.75 and 0.9).

We will consider the following model for the conditional quantile functions of the response of the  $t$ th observation on the  $i$ th individual country  $y_{it}$ .

$$Q_{y_{it}}(\tau|x_{it}) = \alpha_i + x'_{it}\beta(\tau) \quad t = 1, \dots, m_i, \quad i = 1 \dots, n. \quad (4)$$

where  $x_{it}$  is a vector of independent weather variables, depend on the quantile,  $\tau$ , for all quantiles  $\tau$  is in the interval (0,1). Fixed effect  $\alpha$  is a pure location shift effect on the conditional quantiles of response, implying that the conditional distribution for each country's volume has the same shape, but different locations as long as the  $\alpha$ 's are different. The effects of the weather variables,  $x_{it}$  are permitted to depend upon the quantile,  $\tau$ , of interest, but the  $\alpha$ 's do not. The parameter  $\beta(\tau)$  estimation increases the variability of the estimates of the covariate effect, but shrinkage of these effects towards a common value helps to reduce this additional variability.

**Table 8.** Quantile fixed-effects panel regression analysis of the weather effect on trading volume

|          | $\tau(0.1)$              | $\tau(0.25)$             | $\tau(0.5)$             | $\tau(0.75)$            | $\tau(0.9)$            |
|----------|--------------------------|--------------------------|-------------------------|-------------------------|------------------------|
| TEMP     | 0.0019*<br>(1.7953)      | 0.0009<br>(1.2950)       | 0.0006<br>(0.8639)      | 0.0020<br>(1.5744)      | 0.0020<br>(1.4900)     |
| RAIN     | 0.0089<br>(1.1394)       | 0.0183***<br>(2.7708)    | 0.0136**<br>(2.4409)    | 0.0124<br>(1.5329)      | 0.0218<br>(1.5856)     |
| SNOW     | -0.0082<br>(-0.6336)     | -0.0055<br>(-0.8930)     | -0.0084***<br>(-2.7973) | -0.0126***<br>(-2.8061) | -0.0074<br>(-1.5381)   |
| CLOUD    | 0.0087<br>(1.0580)       | 0.0021<br>(0.6017)       | -0.0010<br>(-0.4239)    | -0.0029<br>(-1.1687)    | -0.0046<br>(-1.6442)   |
| Constant | -0.5692***<br>(-21.2607) | -0.3019***<br>(-26.5211) | -0.0213***<br>(-4.2190) | 0.3087***<br>(18.8612)  | 0.6338***<br>(21.6138) |

*This table gives the value of the coefficients  $\beta$  in regression (4). \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively. It provides panel fixed-effect regression for 31 markets, condition on five different quantiles.*

The results of intercepts showing in the Table 8 suggest that the country unobserved characteristics are significant, which is the estimated conditional quantile function of the each trading volume under the influence of weather conditions when  $\tau$  is 0.1, 0.25, 0.5, 0.75, and 0.9. It suggests that trading volume increases when there is more rain ( $\tau=0.25$ , and 0.5) and a low temperature ( $\tau=0.1$ ). If the value of snow is above the average, the trading volume decreases significantly. The result for rain is in line with existing attention literature, suggesting that

considerable volume of rainfall increases productivity, that is, trading volume, by eliminating potential distraction from good weather (Lee et al., 2014; Connolly, 2008).

Other than asymmetric effect, we also consider the nonlinear effect of weather by examining indices which involve interactions between variables to capture the “true feeling” on humans (e.g., see Shi and Skuterud, 2015), for example, heat index has been studied by geographers interested in identifying the ideal climate for particular tourism-related activities. De Freitas, Scott, and McBoyle (2008) distinguish between three facets of weather: thermal, aesthetic and physical, where physical elements such as rain and strong winds, tend to nullify the effect of thermal sensation and aesthetic features of the weather. To capture thermal sensation, we use the heat index widely reported in the United States to capture the “real-feel” impact of temperature. The computation of the index is a refinement of a result obtained by multiple regression analysis carried out by Rothfusz (1990). Specifically, the heat index is calculated as:

$$\begin{aligned}
 HI = & -42.379 + 2.04901523 * T + 10.14333127 * RH - .22475541 * T * RH \\
 & - .00683783 * T * T - .05481717 * RH * RH + .00122874 * T * T * RH \\
 & + .00085282 * T * RH * RH - .00000199 * T * T * RH * RH
 \end{aligned} \tag{5}$$

where T is temperature in degrees Fahrenheit and RH is relative humidity in percent. HI is the heat index expressed as an apparent temperature in degrees Fahrenheit. Adjustments also have been made when the temperature is below 80 degree Fahrenheit. The heat index for the U.S. is graphically depicted in Figure 1.

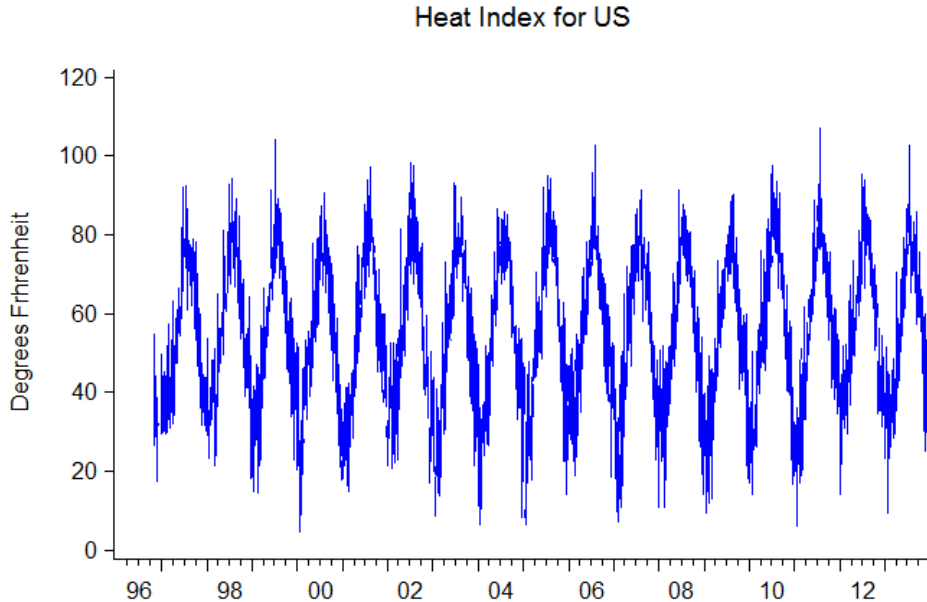
**Table 9.** Regression analysis of the heat effect on trading volume for U.S.

|                 | Coefficient           |                       |                       |                          |
|-----------------|-----------------------|-----------------------|-----------------------|--------------------------|
|                 | (1)                   | (2)                   | (3)                   | (4)                      |
| HI(-1)          | 0.0008***<br>(3.2092) |                       |                       |                          |
| HI              |                       | 0.0008***<br>(3.1734) | -0.0007<br>(-0.5679)  | 1.0632***<br>(62.9410)   |
| HI <sup>2</sup> |                       |                       | 0.0003***<br>(3.4755) | -0.0197***<br>(-34.5129) |
| HI <sup>3</sup> |                       |                       |                       | 0.0001***<br>(24.6167)   |

*This table gives the value of the coefficients of heat index on trading volume. Heteroskedasticity and autocorrelation consistent standard errors are estimated using the Newey and West (1987) approach. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively. Columns (1), (2) and (3) report the results of filtered heat index and volume; column (4) reports the results of raw heat index on logarithmic volume.*



**Figure 1.** Heat index for U.S.



In order to further explore the nonlinear impact of heat on trading volume, we also include higher order terms of the Heat Index (HI) in the regression. The results are shown in Table 9. Given that heat index is above 80 degree Fahrenheit, the trading volume decreases with more desirable weather for outdoor activities; whilst the heat reaches a caution level, the investors opt to focus more on trading and volume increases again.

Motivated by the characteristics of heat impact on trading volume for U.S., we too investigate whether temperature has the similar effect on the panel data of 31 countries.<sup>1</sup> We follow the same fixed-effects method as in model (3) which can be written as:

$$v_{it} = \theta + \kappa_1 W_{it} + \kappa_2 TEMP_{it}^2 + \xi_i + \psi_{it} \quad (6)$$

Where  $W_{it}$  represents a vector containing weather variables,  $TEMP^2$  is included to test the quadratic relationship between temperature and trading volume. The fixed effects for the spatial areas,  $\xi_i$ , absorb fixed country characteristics.

The results from equation (6) are presented in Table 10. The impact from rain, snow and temperature are consistent with panel regression in Section 5.1, which suggests that rain and temperature increase productivity whereas snow has a significant and negative impact

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<sup>1</sup>The relative humidity data is not available for the rest of countries in the sample other than U.S., so that the Heat Index can only be constructed for U.S. Therefore, we use a similar variable “temperature” to reflect HI in the panel regression of 31 markets.

on trading volume. When squared temperature is included in the model of using raw weather values, the results are comparable to the heat index analysis. The trading volume increases with the temperature as weather improves working condition so that the productivity is enhanced; but as it increases, trading volume starts to decrease as the improved weather condition becomes a distraction for leisure and outdoor activities so that the trading volume is reduced. However, when we include  $TEMP^3$  in the model, unlike the heat index results, it shows an insignificant impact on trading volume. For this result, we understand that the effect is so marginal that the sample heterogeneity may debilitate this marginal effect.

**Table 10.** Fixed-effects panel regression of nonlinear weather effect on trading volume

| <b>Filtered</b>   | <b>Coefficient</b>      | <b>Raw</b>        | <b>Coefficient</b>        |
|-------------------|-------------------------|-------------------|---------------------------|
| RAIN              | 0.0139***<br>(3.3036)   | RAIN              | 0.0118***<br>(2.9375)     |
| CLOUD             | 0.0004<br>(0.3685)      | CLOUD             | -0.0005<br>(-0.5198)      |
| SNOW              | -0.0091***<br>(-6.2735) | SNOW              | -0.0055***<br>(-5.7983)   |
| TEMP              | 0.0014**<br>(2.3955)    | TEMP              | 0.0046***<br>(4.1993)     |
| TEMP <sup>2</sup> | -7.64E-05<br>(-1.3128)  | TEMP <sup>2</sup> | -4.34E-05***<br>(-4.5237) |
| Constant          | 0.0046<br>(0.8147)      | Constant          | 0.1022***<br>(-3.1819)    |
| Observations      | 97615                   | Observations      | 97615                     |
| Adjusted $R^2$    | 0.0009                  | Adjusted $R^2$    | 0.0011                    |

*This table gives the value of the coefficients  $\delta$  in regression (3) with deseasonalised and detrended trading volume as the dependent variable, and deseasonalised weather and raw weather as independent variables respectively. Heteroskedasticity and autocorrelation consistent standard errors are estimated using the Newey and West (1987) approach. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively. ‘Filtered’ column provides panel fixed-effect regression for 31 markets with filtered weather variables; ‘Raw’ columns provides panel fixed-effect regression for 31 markets with raw weather variables.*

### 5.3 Effect of weather on attention and sentiment

We now examine the link between weather and direct measures of sentiment and attention. For sentiment, we are limited by the availability of data for all 31 countries so that we use the American Association of Individual Investors Investor Sentiment Survey (AII) for U.S.<sup>2</sup>

<sup>2</sup>The IPSOS Global Primary Consumer Sentiment Index (PCSI) is available for 16 countries(see <http://im.thomsonreuters.com/solutions/content/ipsos-primary-consumer-sentiment-index/>), however, it is a monthly indicator which may not be able to timely capture the weather effect in their indices. The AII indicator measures sentiment through a weekly survey of individual investors with respect to their bullish, bearish, or neutral expectations on the stock market over the next six months (see Brown and Cliff, 2004).

between 1996 to 2013.

In the analysis of the AAI sentiment index, we regress it on U.S. weather using contemporaneous and lagged values. Results for the weekly AAI index are given in Table 11. In all cases, we find that there is no significant weather effect on investors' sentiment for the U.S. under study.

**Table 11.** Regression analysis of the effect of weekly weather on investors' sentiment for U.S.

|                    | AAII                  |                      | AAII                  |
|--------------------|-----------------------|----------------------|-----------------------|
| RAIN <sub>t</sub>  | -0.0459<br>(-1.2579)  | RAIN <sub>t-1</sub>  | -0.0430<br>(-1.2280)  |
| CLOUD <sub>t</sub> | 0.0058<br>(1.2695)    | CLOUD <sub>t-1</sub> | 2.74E-05<br>(0.0054)  |
| SNOW <sub>t</sub>  | -0.0098<br>(-1.2448)  | SNOW <sub>t-1</sub>  | -0.0035<br>(-0.5773)  |
| TEMP <sub>t</sub>  | -0.0017<br>(-1.0140)  | TEMP <sub>t-1</sub>  | -0.0017<br>(-1.0629)  |
| Constant           | 0.0751***<br>(5.8901) | Constant             | 0.0753***<br>(5.8893) |
| Observations       | 937                   | Observations         | 936                   |
| Adjusted $R^2$     | 0.0015                | Adjusted $R^2$       | -0.0014               |

*The table gives the value of slope coefficient for deseasonalised weather variables on sentiment AAI index at time  $t$  and  $t - 1$ . Heteroskedasticity and autocorrelation consistent standard errors are estimated using the Newey and West (1987) approach. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively.*

We then examine if the weather shock affects investor attention by using a direct measure of attention, the Search Volume Index (SVI) which is based on the intensity of queries on Google search (see also Da, Engelberg, and Gao, 2011; Vlastakis and Markellos, 2012). Due to the quality and availability of SVIs for all 31 market index queries, we only conduct panel regression analysis for 13 out of 31 countries.<sup>3</sup> Specifically, we investigate market-wide attention on the basis of SVIs for queries related to different index names. For example, we use the SVI of query for "S&P 500" in order to measure the market attention for U.S. Raw daily SVIs are logarithmically transformed and deseasonalised using dummies for each month of the year. We then examine the relationship between investor attention and weather by regressing the SVIs on weather variables. The results in Table 12 clearly suggest that the temperature has negative effect on SVIs, which is to say that attention decreases with the increase of the temperature. We find that all three weather variables rain, snow and cloud have no significant impact on

<sup>3</sup>The 13 cities include Bangkok, Frankfurt, Hong Kong, Istanbul, Johannesburg, London, Madrid, Paris, Singapore, New York, Sydney, Tokyo, and Toronto.

investor attention for the panel of 13 cities.

**Table 12.** Fixed-effects panel regression analysis of the weather effect on Google SVI

|                         | SVI                     |                         | SVI                     |
|-------------------------|-------------------------|-------------------------|-------------------------|
| TEMP <sub>t</sub>       | -0.0018***<br>(-4.7710) | TEMP <sub>t-1</sub>     | -0.0017***<br>(-4.5176) |
| RAIN <sub>t</sub>       | -0.0005<br>(-0.1000)    | RAIN <sub>t-1</sub>     | 0.0022<br>(0.4218)      |
| SNOW <sub>t</sub>       | -0.0015<br>(-0.5706)    | SNOW <sub>t-1</sub>     | -0.0026<br>(-0.9284)    |
| CLOUD <sub>t</sub>      | 0.0014<br>(1.4045)      | CLOUD <sub>t-1</sub>    | 0.0001<br>(0.12085)     |
| Constant                | 0.1793***<br>(101.8661) | Constant                | 0.1791***<br>(101.7529) |
| Observations            | 29047                   | Observations            | 29047                   |
| Adjusted R <sup>2</sup> | 0.210071                | Adjusted R <sup>2</sup> | 0.210271                |

The table gives the value of slope coefficient for weather variables on 13 markets' daily SVIs at time  $t$  and  $t - 1$ . Heteroskedasticity and autocorrelation consistent standard errors are estimated using the Newey and West (1987) approach. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively.

In general, the weather condition is found to have no significant impact on investors' sentiment for U.S. whilst investors' attention is only negatively related to temperature.

#### 5.4 Economic significance: A weather-based volatility trading strategy for U.S.

Considering that the U.S. market attracts a large number of international traders, we are motivated to investigate whether the weather condition in The Group of Seven (G7) countries is linked to the trading volume in the U.S. market. So we construct a G7 weather index by taking an average weather values of the seven countries. We take the weather value of a country at  $t$  if it shares the same time zone as New York (Toronto), and take the weather value of a country at  $t - 1$  if the time zone is ahead of the time in New York. The impact of G7 countries weather condition on the U.S. trading volume is presented in Table 13. Both rain and temperature of G7 countries increase S&P 500 trading volume significantly on the day and the following day while cloud reduces volume significantly.

Based on the collective effect of weather conditions in G7 countries on the U.S. trading volumes, we seek to explore the economic implications of these results. Table 13 shows that more rain and less cloud increase trading volume of S&P 500 significantly; even though temperature also has a positive effect on the trading volume, we consider that the marginal profit from

**Table 13.** Impact of G7 weather condition on trading volume for U.S.

|                       | S&P 500                 |                         | S&P 500                 |
|-----------------------|-------------------------|-------------------------|-------------------------|
| G7 RAIN <sub>t</sub>  | 0.2541***<br>(5.5362)   | G7 RAIN <sub>t-1</sub>  | 0.2682***<br>(6.0114)   |
| G7 CLOUD <sub>t</sub> | -0.0331***<br>(-4.5207) | G7 CLOUD <sub>t-1</sub> | -0.0312***<br>(-4.1605) |
| G7 SNOW <sub>t</sub>  | 0.0129<br>(0.4206)      | G7 SNOW <sub>t-1</sub>  | 0.0096<br>(0.3144)      |
| G7 TEMP <sub>t</sub>  | 0.0075**<br>(2.1092)    | G7 TEMP <sub>t-1</sub>  | 0.0076**<br>(2.1220)    |
| Constant              | 0.0005<br>(0.0298)      | Constant                | 0.0007<br>(0.0391)      |

The table gives the results for filtered volume index of S&P 500 and average weather values of G7 countries at time  $t$  and  $t-1$ . Heteroskedasticity and autocorrelation consistent standard errors are estimated using the Newey and West (1987) approach. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively.

trading on temperature may not cover the transaction cost, therefore, our trading signal is based on rain and sky cloud cover and excludes temperature.

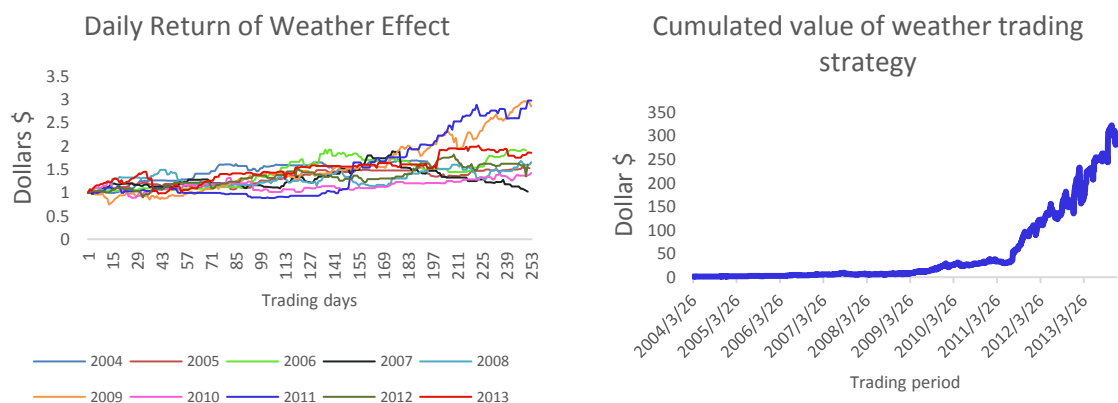
VIX futures contracts are used as underlying assets for trading volatility. For VIX futures, a cost of \$1.2 is assumed per contract side (estimate from CBOE for April 2013). Trading signals are constructed on the basis of excessive rain. First, we calculate weekly average from the previous year; then we subtract the weekly mean from daily value, so that we establish a benchmark for excessive rainfall. If the current value is above the value of the previous year, then we take a long position. In our trading strategy, we use the raw weather data of G7 countries to establish our trading signal. Hypothetically, we invest \$1 dollar at the beginning of the year and trade through the whole year based on excessive rainfall and cloud cover. By using the simple long and short trading strategy, we can profit from the weather in 9 out of 10 years, except for 2007, our active trading strategy cannot beat the passive buy&hold benchmark. The details of the results are shown in Table 14.

The cumulative return from the trading strategy is depicted in Figure 2.

**Table 14.** Annualised return from trading VIX futures

| Year | Buy&Hold Benchmark | Short/Long Strategy |        |
|------|--------------------|---------------------|--------|
|      | Annualised Return  | Annualised Return   | Sharpe |
| 2004 | -36.50%            | 134.19%             | 4.01   |
| 2005 | -7.84%             | 77.11%              | 2.66   |
| 2006 | -0.34%             | 120.09%             | 2.97   |
| 2007 | 88.24%             | 18.95%              | 0.36   |
| 2008 | 81.76%             | 111.76%             | 1.83   |
| 2009 | -45.36%            | 145.33%             | 2.75   |
| 2010 | -12.23%            | 72.83%              | 1.50   |
| 2011 | 37.62%             | 253.97%             | 3.97   |
| 2012 | -30.95%            | 92.10%              | 1.58   |
| 2013 | -17.22%            | 141.18%             | 2.20   |

**Figure 2.** The value of \$1 invested from 2004-2013



## 6 Conclusions

Psychological evidence claims that rainy days yield higher productivity by reducing potential outdoor distractions. In this study, we examine the relationship between weather conditions and trading volumes for 33 stock exchanges from 2000 to 2013. We find that precipitation and temperature are positively related to trading volume while snow has a negative effect. This weather-volume relationship is also found to be nonlinear. When physical elements such as rain interact with thermal sensation such as temperature, the weather influence changes, so does the trading activity. In conclusion, investors are more productive during the rainy days as the outdoor distractions are eliminated. However, when the rainfall reaches a disruptive level, it

also increases absences and reduces trading volumes. In line with previous research, we find that snow causes inconvenience for the investors to attend work and this results in a decreased trading volume. The trading volume increases with the heat as the environment becomes more comfortable and less disruptive so that the productivity is enhanced. But at the higher heat level, trading volume starts to increase at a descending rate as the weather condition becomes a distraction for leisure and outdoor activities so that the productivity is weakened.

The main practical implication of our findings is a simple trading strategy to exploit weather effect based on the results of G7 countries on the trading volume in the U.S. market. We use VIX future contracts as underlying assets for trading volatility and take long or short position based on rain and cloud from 2004 to 2013. After we take out of transaction costs, we benefit from nine out of ten years in the sample compared to a simple buy & hold strategy. If the hypothesized \$1 dollar was invested, the value at the end of 2013 investment would be \$298.

One of the potential developments in future research could be a model construction of possible interaction between investor sentiment and attention leading to a non-linear transition between the two states, so as to identify the characteristics of trading activity at each state, therefore, we are able to translate the cognitive bias into cost function for the purpose of predicting future price movement as a complementary indicator in addition to sentiment index.

## Appendix: Sample Statistics and Additional Results

**Table A1.** Quantile regression analysis of the weather effect on trading volume for individual market

|     | <b>TEMP</b>          | <b>RAIN</b>            | <b>SNOW</b>             | <b>CLOUD</b>           | <b>Constant</b>          |
|-----|----------------------|------------------------|-------------------------|------------------------|--------------------------|
| AMS | 0.0015<br>(0.8818)   | -0.0787<br>(-1.8155)   | 0.0194***<br>-17.0665   | 0.0072<br>(1.4803)     | -0.4208***<br>(-48.5319) |
| ATH | 0.0109*<br>(2.4899)  | 4.7990***<br>(14.7853) |                         | 0.0423***<br>(3.6290)  | -0.9873***<br>(-50.4698) |
| BAI | -0.0078<br>(-1.8732) | -0.0493<br>(-1.3026)   |                         | -0.0014<br>(-0.1717)   | -0.6187***<br>(-31.7829) |
| BKK | -0.0006<br>(-0.0593) | 0.0163<br>(0.3563)     |                         | -0.0549**<br>(-3.2444) | -0.6334***<br>(-33.0664) |
| BRU | -0.0012<br>(-0.5490) | 0.0137<br>(0.1727)     | -0.0398***<br>(-8.4457) | -0.0031<br>(-0.3446)   | -0.5448***<br>(-43.6233) |
| COP | 0.0058<br>(1.6917)   | -0.0217<br>(-0.2114)   | 0.0032<br>(1.0041)      | -0.0160<br>(-1.7316)   | -0.5309***<br>(-35.0764) |
| DJ  | 0.0002<br>(0.2446)   | 0.0129<br>(0.8168)     | -0.0113<br>(-1.8911)    | -0.0007<br>(-0.2875)   | -0.3282***<br>(-56.4050) |
| DUB | 0.0055<br>(1.7215)   | -0.0293<br>(-0.3145)   | -0.0050<br>(-1.3468)    | 0.0032<br>(0.2471)     | -0.6968***<br>(-45.0592) |
| FRK | 0.0000<br>(0.0178)   | -0.0145<br>(-0.5136)   | -0.0300<br>(-1.0900)    | 0.0036<br>(0.6209)     | -0.4417***<br>(-48.6404) |
| HEL | 0.0042*<br>(2.5224)  | 0.1029<br>(1.6591)     | 0.0023<br>(0.9910)      | -0.0073<br>(-0.9626)   | -0.5379***<br>(-47.7359) |
| HKG | 0.0030<br>(1.2130)   | 0.0125<br>(0.6494)     |                         | 0.0073<br>(0.9127)     | -0.5964***<br>(-52.9793) |
| IST | 0.0012<br>(0.4160)   | 0.0433<br>(0.4975)     | 0.0207**<br>(3.2328)    | -0.0022<br>(-0.2914)   | -0.4058***<br>(-31.3669) |
| JOH | 0.0017<br>(0.5720)   | -0.0126<br>(-0.1756)   |                         | -0.0059<br>(-0.5656)   | -0.4243***<br>(-31.0755) |

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**Table A1 – continued from previous page**

|     | <b>TEMP</b>            | <b>RAIN</b>           | <b>SNOW</b>             | <b>CLOUD</b>           | <b>Constant</b>          |
|-----|------------------------|-----------------------|-------------------------|------------------------|--------------------------|
| KLU | 0.0178**<br>(2.7019)   | -0.0037<br>(-0.1889)  |                         | 0.1361**<br>(2.7543)   | -0.5726***<br>(-44.3619) |
| LDN | 0.0036<br>(1.8633)     | -0.0661<br>(-1.6662)  | 0.0521**<br>(2.8194)    | 0.0809***<br>(14.4818) | -0.7540***<br>(-77.0032) |
| MAD | 0.0004<br>(0.1609)     | 0.0946<br>(1.2221)    |                         | -0.0125*<br>(-2.0833)  | -0.5773***<br>(-52.5868) |
| MIL | 0.0030<br>(1.1686)     | 0.0581***<br>(3.8162) |                         | -0.0076<br>(-1.3854)   | -0.4533***<br>(-38.2256) |
| MNL | 0.0204<br>(1.9526)     | 0.0201<br>(0.9887)    |                         | 0.0290*<br>(2.1414)    | -0.5855***<br>(-35.4282) |
| NQ  | 0.0030*<br>(2.4506)    | -0.0011<br>(-0.0566)  | -0.0195**<br>(-2.9754)  | -0.0009<br>(-0.2888)   | -0.3462***<br>(-46.4044) |
| OSL | -0.0003<br>(-0.1592)   | 0.0007<br>(0.0082)    | -0.0274***<br>(-7.9818) | 0.0172*<br>(2.0576)    | -0.8531***<br>(-59.5619) |
| PAR | -0.0002<br>(-0.1120)   | 0.0087<br>(0.1350)    | -0.0258<br>(-0.6319)    | -0.0062<br>(-1.1859)   | -0.4180***<br>(-47.1072) |
| SEO | 0.0018<br>(1.1290)     | 0.0113<br>(0.8368)    | 0.0206<br>(1.0257)      | -0.0030<br>(-0.8873)   | -0.4726***<br>(-53.3720) |
| SIN | 0.0258**<br>(3.2084)   | 0.0429<br>(1.8525)    |                         | 0.0007<br>(0.0213)     | -0.3637***<br>(-23.9046) |
| SP  | 0.0038<br>(1.9511)     | -0.0295<br>(-0.8107)  | -0.0203<br>(-1.7736)    | 0.0032<br>(0.5932)     | -0.5329***<br>(-46.0221) |
| SPL | -0.0094**<br>(-2.8255) | 0.0233<br>(0.8343)    |                         | -0.0029<br>(-0.3980)   | -0.4944***<br>(-37.1507) |
| STG | -0.0125**<br>(-3.2948) | 0.0606<br>(0.5578)    |                         | -0.0154*<br>(-2.4770)  | -0.5192***<br>(-34.5882) |
| STK | 0.0016<br>(0.8221)     | -18.1373<br>(-1.6368) |                         | 0.0019<br>(0.2796)     | -0.4401***<br>(-36.7904) |

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**Table A1 – continued from previous page**

|     | <b>TEMP</b>           | <b>RAIN</b>          | <b>SNOW</b>             | <b>CLOUD</b>           | <b>Constant</b>          |
|-----|-----------------------|----------------------|-------------------------|------------------------|--------------------------|
| SYD | 0.0020<br>(0.8589)    | 0.0197<br>(0.6302)   | 0.0761<br>(1.4229)      | -0.0030<br>(-0.5839)   | -0.4357***<br>(-46.6793) |
| TKY | 0.0041<br>(1.7032)    | 0.0282<br>(1.3176)   |                         | 0.0103*<br>(2.0500)    | -0.5512***<br>(-51.7069) |
| TPI | -0.0017<br>(-0.6078)  | 0.0199<br>(1.1143)   |                         | -0.0104<br>(-1.6064)   | -0.4624***<br>(-42.1023) |
| TRT | 0.0010<br>(0.5296)    | -0.0026<br>(-0.0461) | -0.0228***<br>(-3.3522) | -0.0033<br>(-0.7931)   | -0.4292***<br>(-39.9447) |
| VIE | -0.0044*<br>(-1.9711) | -0.0132<br>(-0.1626) | 0.0031<br>(0.3368)      | -0.0270**<br>(-2.8014) | -0.9698***<br>(-63.8798) |
| ZUR | 0.0008<br>(0.4597)    | -0.0405<br>(-0.9961) | 0.0114<br>(0.8970)      | -0.0029<br>(-0.4561)   | -0.4821***<br>(-52.2538) |

*This table gives the value of the quantile regression at bottom 10% with deseasonalised and detrended trading volume as the dependent variable and deseasonalised weather as independent variables, respectively. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively.*

**Table A2.** Quantile regression analysis of the weather effect on trading volume for individual market

|     | <b>TEMP</b>          | <b>RAIN</b>          | <b>SNOW</b>        | <b>CLOUD</b>            | <b>Constant</b>        |
|-----|----------------------|----------------------|--------------------|-------------------------|------------------------|
|     | TEMP                 | RAIN                 | SNOW               | CLOUD                   | Constant               |
| AMS | 0.0075*<br>(2.2638)  | 0.2271*<br>(2.3205)  | 0.0056<br>(1.8966) | -0.0209*<br>(-2.3670)   | 0.5278***<br>(28.6813) |
| ATH | 0.0023<br>(0.6138)   | 1.8819<br>(1.5513)   |                    | -0.0322**<br>(-3.0718)  | 1.0354***<br>(53.2512) |
| BAI | -0.0056<br>(-1.3147) | 0.0062<br>(0.1391)   |                    | 0.0089<br>(1.2502)      | 0.6483***<br>(37.1926) |
| BKK | -0.0056<br>(-0.7891) | -0.0139<br>(-0.4803) |                    | -0.0749***<br>(-4.9709) | 0.6531***<br>(40.1927) |
| BRU | -0.0022              | 0.0902*              | -0.0128**          | -0.0139                 | 0.5988***              |

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**Table A2 – continued from previous page**

|     | <b>TEMP</b> | <b>RAIN</b> | <b>SNOW</b> | <b>CLOUD</b> | <b>Constant</b> |
|-----|-------------|-------------|-------------|--------------|-----------------|
|     | (-0.9541)   | (2.1622)    | (-3.2447)   | (-1.5681)    | (43.7320)       |
| COP | 0.0085**    | 0.1310      | -0.0060***  | -0.0044      | 0.5841***       |
|     | (3.0826)    | (1.0392)    | (-3.3937)   | (-0.4705)    | (41.7898)       |
| DJ  | 0.0014      | 0.0101      | -0.0242***  | -0.0014      | 0.3498***       |
|     | (0.9127)    | (0.3897)    | (-3.7953)   | (-0.3548)    | (39.2807)       |
| DUB | 0.0230***   | 0.2424      | -0.0075**   | -0.0212      | 0.8170***       |
|     | (5.5089)    | (1.8662)    | (-3.0439)   | (-1.4431)    | (39.8664)       |
| FRK | 0.0022      | 0.0787*     | -0.0894**   | 0.0107       | 0.6229***       |
|     | (0.8770)    | (2.1542)    | (-2.8709)   | (1.1004)     | (39.0270)       |
| HEL | -0.0016     | -0.0273     | -0.0255***  | 0.0063       | 0.6470***       |
|     | (-0.6601)   | (-0.2634)   | (-7.1952)   | (0.5478)     | (36.7813)       |
| HKG | -0.0153**   | -0.0265     |             | 0.0125       | 0.7212***       |
|     | (-2.6017)   | (-0.6835)   |             | (0.8267)     | (30.2437)       |
| IST | -0.0000     | 0.0130      | -0.0017     | 0.0124*      | 0.4141***       |
|     | (-0.0217)   | (0.1699)    | (-0.3601)   | (2.1089)     | (41.4537)       |
| JOH | -0.0027     | 0.0548      |             | -0.0018      | 0.4910***       |
|     | (-1.0980)   | (0.9435)    |             | (-0.2341)    | (45.2304)       |
| KLU | -0.0892***  | -0.0648*    |             | -0.2030*     | 0.6674***       |
|     | (-8.7857)   | (-2.1895)   |             | (-2.5239)    | (36.9749)       |
| LDN | 0.0023      | 0.2383***   | -0.0036     | -0.0039      | 0.7558***       |
|     | (1.5067)    | (8.5871)    | (-0.4440)   | (-0.9905)    | (96.4803)       |
| MAD | -0.0063*    | 0.1665      |             | -0.0081      | 0.6427***       |
|     | (-2.4433)   | (1.6112)    |             | (-1.0590)    | (48.8021)       |
| MIL | 0.0002      | 0.0541**    |             | -0.0180**    | 0.5163***       |
|     | (0.0549)    | (3.2291)    |             | (-2.7620)    | (36.3401)       |
| MNL | -0.0004     | -0.0670     |             | -0.0243*     | 0.6533***       |
|     | (-0.0367)   | (-1.5312)   |             | (-2.1137)    | (39.7008)       |
| NQ  | 0.0072***   | 0.0129      | -0.0321***  | -0.0061      | 0.3950***       |

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Table A2 – continued from previous page

|     | TEMP      | RAIN         | SNOW       | CLOUD      | Constant  |
|-----|-----------|--------------|------------|------------|-----------|
|     | (3.4335)  | (0.3295)     | (-3.7103)  | (-1.0928)  | (30.0988) |
| OSL | 0.0100*** | -0.0164      | 0.0055*    | 0.0050     | 0.9089*** |
|     | (5.5236)  | (-0.2973)    | (2.0134)   | (0.5925)   | (64.0625) |
| PAR | -0.0032   | 0.1213       | -0.2045**  | 0.0023     | 0.5135*** |
|     | (-1.3431) | (1.1807)     | (-2.6774)  | (0.2790)   | (37.5291) |
| SEO | 0.0003    | -0.0205      | -0.0111    | 0.0009     | 0.4742*** |
|     | (0.1502)  | (-0.8564)    | (-0.6341)  | (0.1729)   | (40.7606) |
| SIN | 0.0116    | -0.0157      |            | -0.0009    | 0.3707*** |
|     | (1.2167)  | (-0.5882)    |            | (-0.0272)  | (23.2813) |
| SP  | -0.0003   | -0.0011      | -0.0098*   | -0.0057    | 0.5208*** |
|     | (-0.2829) | (-0.0506)    | (-2.0299)  | (-1.7998)  | (69.3288) |
| SPL | -0.0096** | 0.0541*      |            | -0.0155*   | 0.5108*** |
|     | (-3.2766) | (2.0674)     |            | (-2.2855)  | (39.3363) |
| STG | -0.0104*  | -0.0502      |            | 0.0008     | 0.5436*** |
|     | (-2.0180) | (-0.3804)    |            | (0.1090)   | (30.7418) |
| STK | 0.0029    | -111.4706*** |            | 0.0057     | 0.5145*** |
|     | (1.7337)  | (-14.6431)   |            | (0.9707)   | (46.6373) |
| SYD | 0.0045    | -0.0400      | -0.7298*** | 0.0110     | 0.4757*** |
|     | (1.8383)  | (-1.1544)    | (-9.9898)  | (1.8692)   | (48.0144) |
| TKY | 0.0013    | -0.0178      |            | -0.0061    | 0.6690*** |
|     | (0.4663)  | (-0.8082)    |            | (-1.0083)  | (59.1435) |
| TPI | -0.0057*  | -0.0102      |            | -0.0074    | 0.4634*** |
|     | (-2.1805) | (-0.5689)    |            | (-1.0505)  | (43.1982) |
| TRT | -0.0022   | -0.0028      | 0.0049     | -0.0077*   | 0.4773*** |
|     | (-1.5065) | (-0.0615)    | (0.8082)   | (-2.1694)  | (48.0309) |
| VIE | 0.0058**  | 0.1090       | -0.0183    | -0.0284*** | 1.0992*** |
|     | (2.7821)  | (1.4218)     | (-1.1414)  | (-3.3873)  | (83.4696) |
| ZUR | -0.0012   | 0.2257***    | -0.0465    | -0.0249*   | 0.6188*** |

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| <b>Table A2 – continued from previous page</b> |             |             |              |                 |
|--|-------------|-------------|--------------|-----------------|
| <b>TEMP</b>                                    | <b>RAIN</b> | <b>SNOW</b> | <b>CLOUD</b> | <b>Constant</b> |
| (-0.3769)                                      | (3.6368)    | (-1.1827)   | (-2.0252)    | (34.5259)       |

*This table gives the value of the quantile regression at top 10% with deseasonalised and detrended trading volume as the dependent variable and deseasonalised weather as independent variables, respectively. \*\*\*, \*\*, \* denote statistical significance at the 1%, 5% and 10% level respectively.*

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