

Appendix, Chapter 4

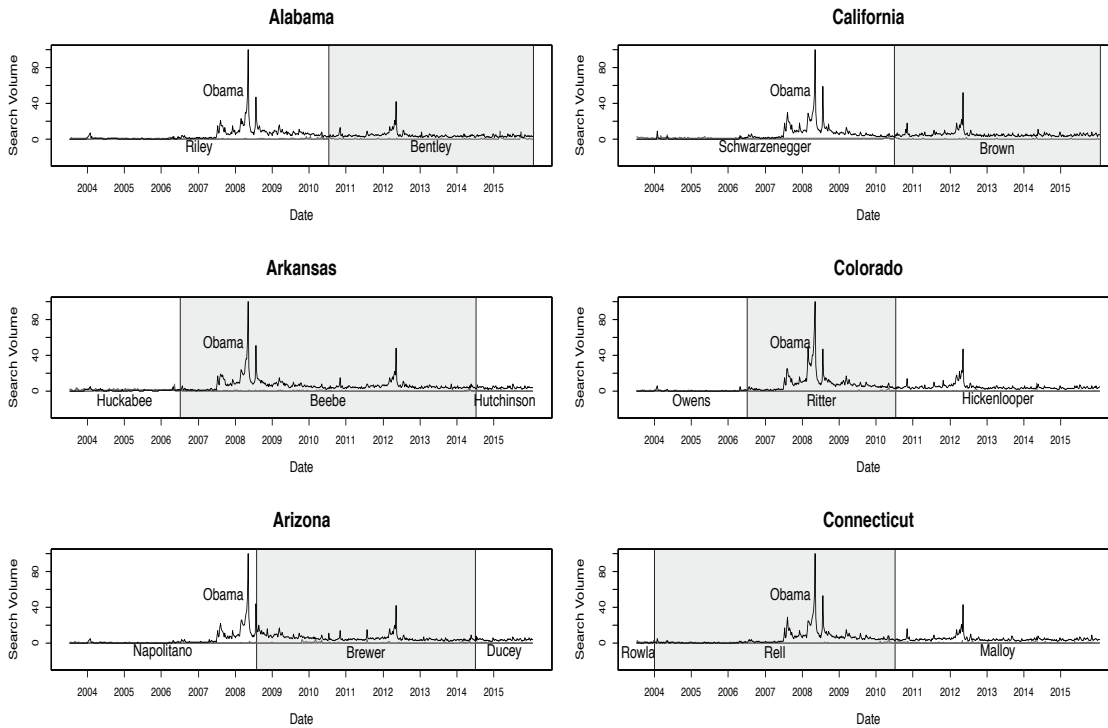


Figure 4: **In-state Google Searches.** This figure depicts the share of Google searches in the state in question for recent and current governors (gray lines) as compared to President Obama (black line). The y-axis is normed to 100 as the maximum value attained by any politician, and it is typically the attention Obama received upon being elected president in November 2008. Shading distinguishes the period when each governor was in office.

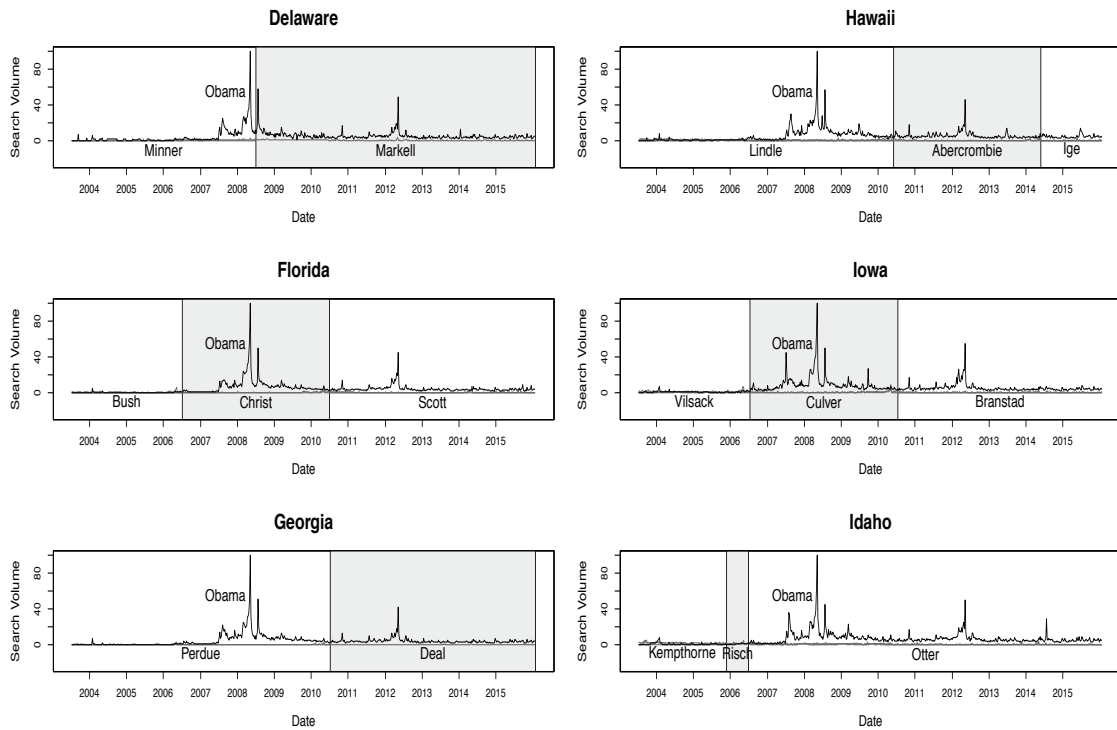


Figure 5: **In-state Google Searches.** This figure depicts the share of Google searches in the state in question for recent and current governors (gray lines) as compared to President Obama (black line). The y-axis is normed to 100 as the maximum value attained by any politician, and it is typically the attention Obama received upon being elected president in November 2008.

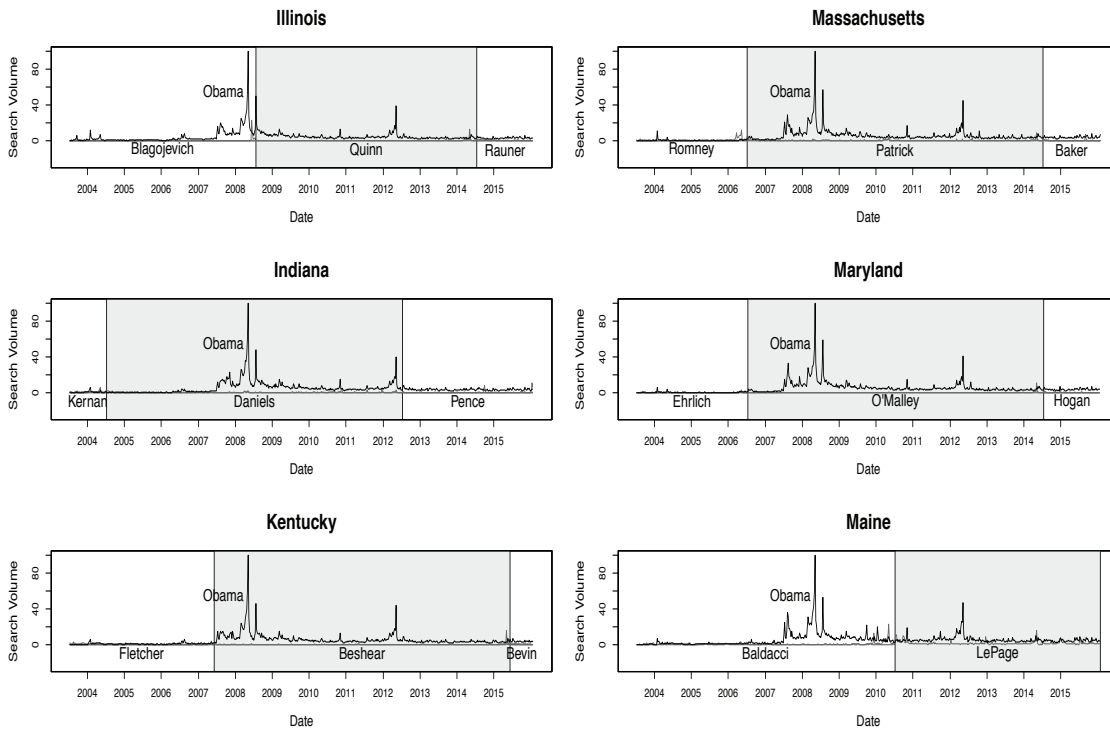


Figure 6: **In-state Google Searches.** This figure depicts the share of Google searches in the state in question for recent and current governors (gray lines) as compared to President Obama (black line). The y-axis is normed to 100 as the maximum value attained by any politician, and it is typically the attention Obama received upon being elected president in November 2008.

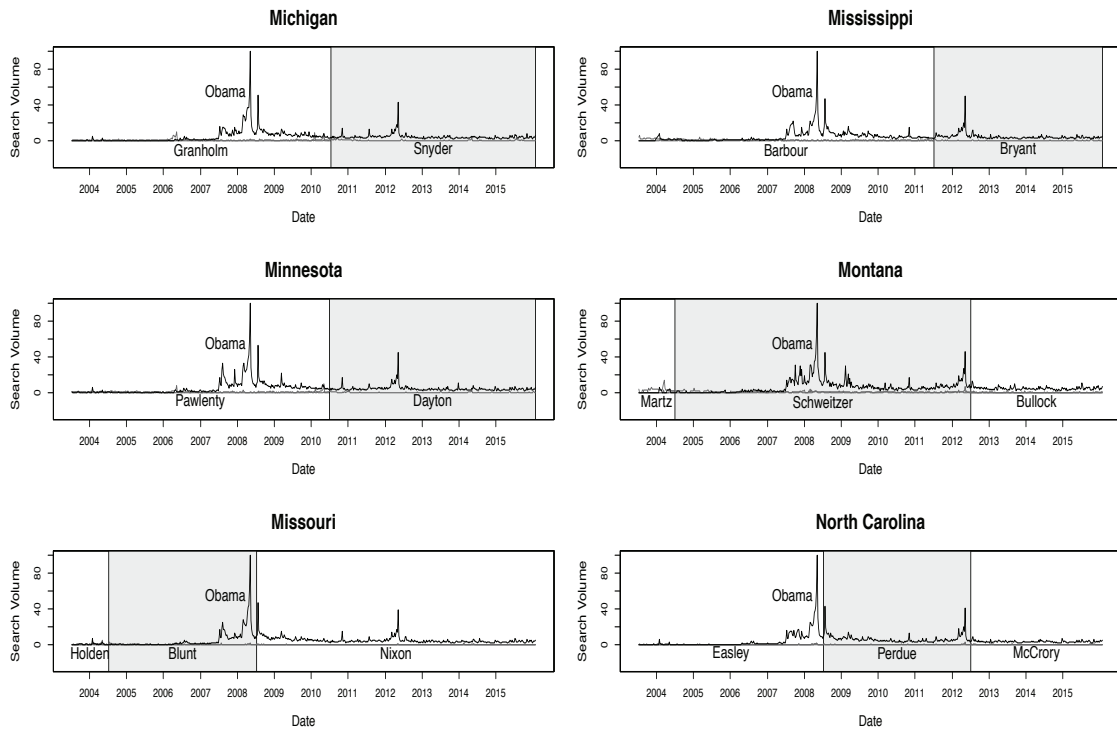


Figure 7: **In-state Google Searches.** This figure depicts the share of Google searches in the state in question for recent and current governors (gray lines) as compared to President Obama (black line). The y-axis is normed to 100 as the maximum value attained by any politician, and it is typically the attention Obama received upon being elected president in November 2008.

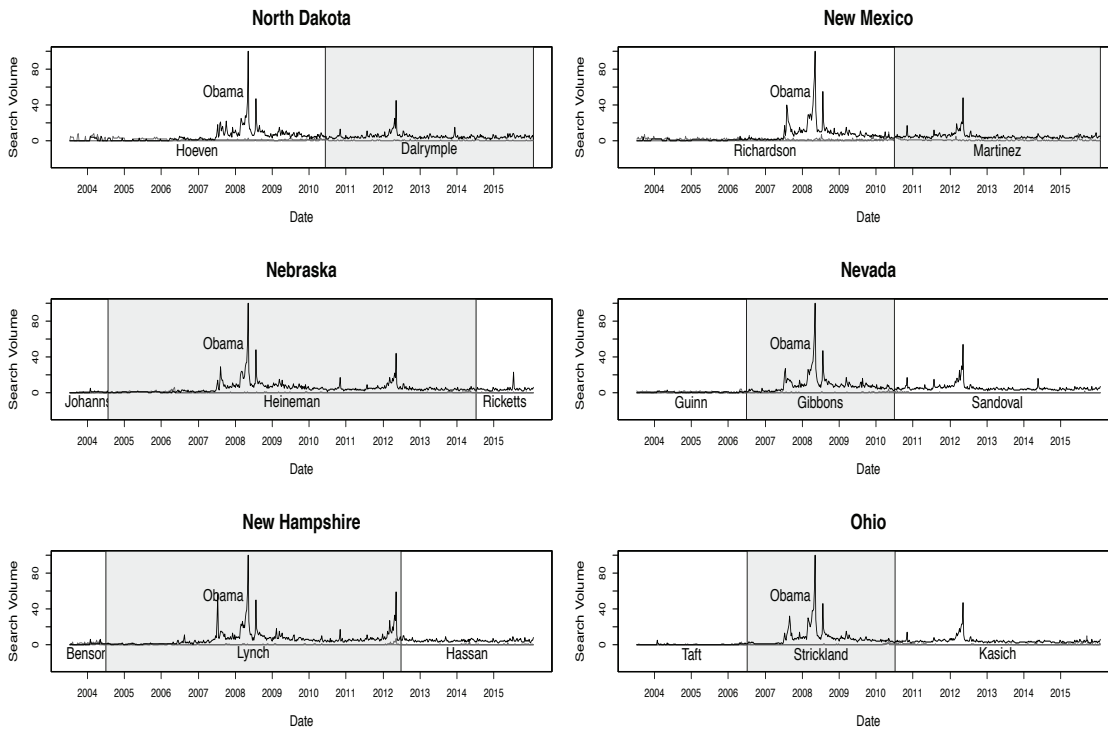


Figure 8: **In-state Google Searches.** This figure depicts the share of Google searches in the state in question for recent and current governors (gray lines) as compared to President Obama (black line). The y-axis is normed to 100 as the maximum value attained by any politician, and it is typically the attention Obama received upon being elected president in November 2008.

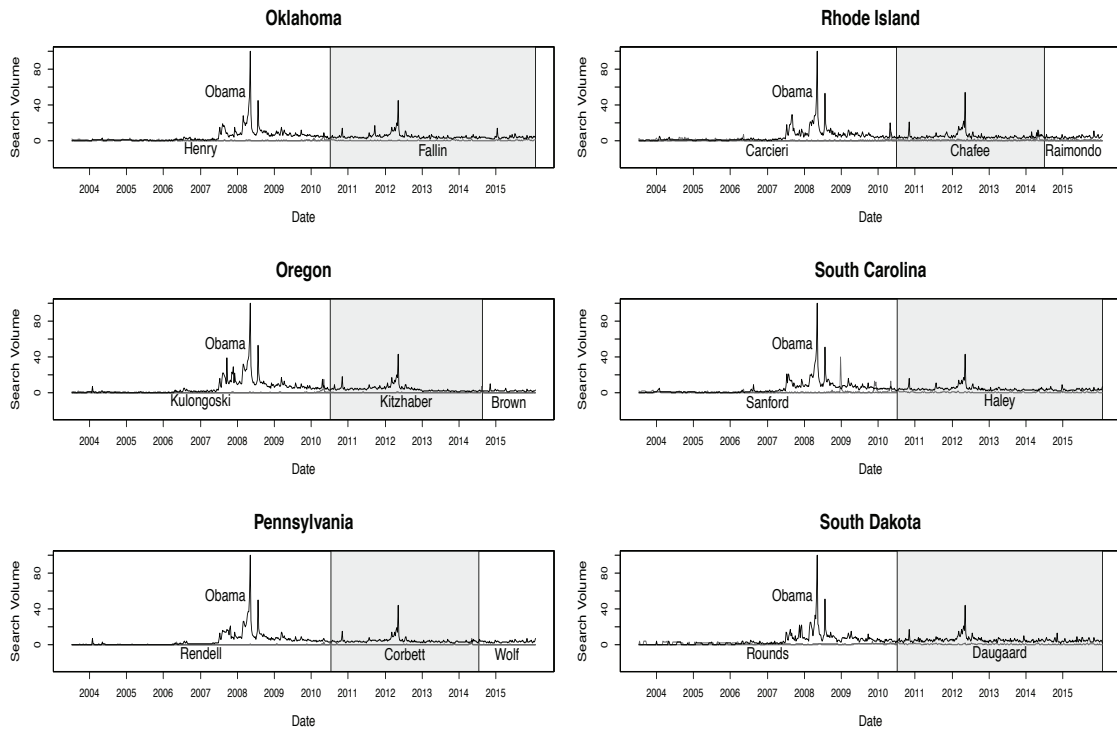


Figure 9: **In-state Google Searches.** This figure depicts the share of Google searches in the state in question for recent and current governors (gray lines) as compared to President Obama (black line). The y-axis is normed to 100 as the maximum value attained by any politician, and it is typically the attention Obama received upon being elected president in November 2008.

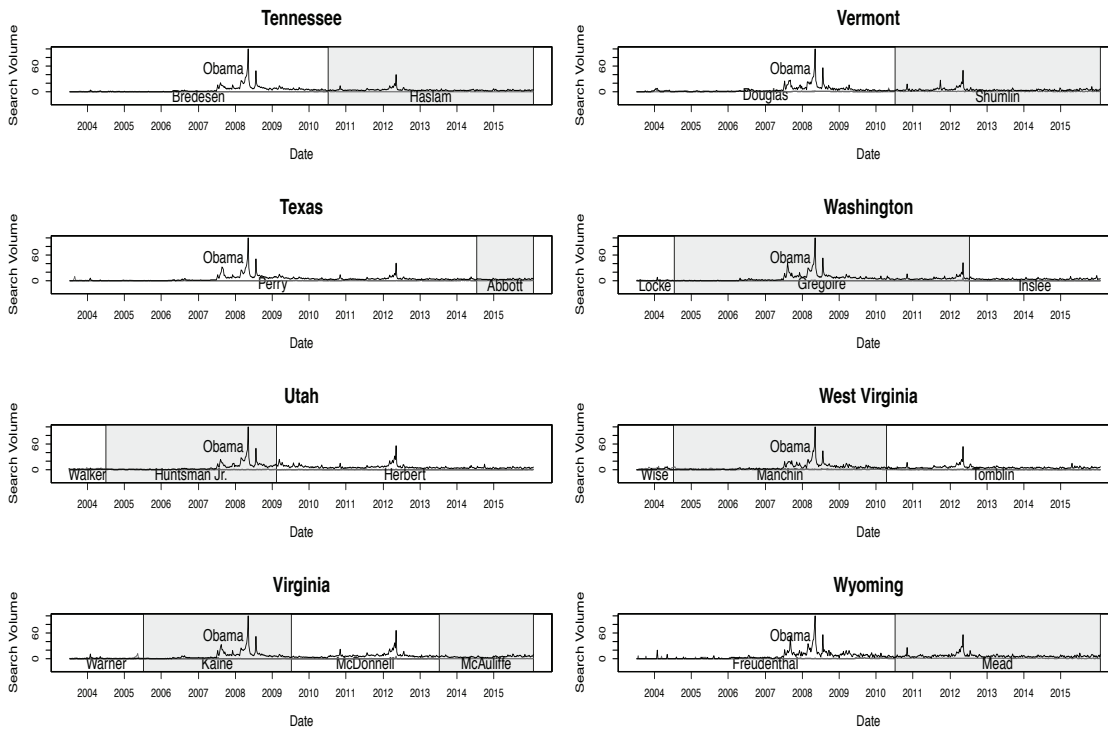


Figure 10: **In-state Google Searches.** This figure depicts the share of Google searches in the state in question for recent and current governors (gray lines) as compared to President Obama (black line). The y-axis is normed to 100 as the maximum value attained by any politician, and it is typically the attention Obama received upon being elected president in November 2008.