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Institutional Investors, Annual Reports, Textual Analysis and Stock Returns: Evidence from SEC EDGAR 10-K and 13-F Forms

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Abstract
I analyze 18510 SEC EDGAR Form 10-K (annual reports), for NASDAQ, NYSE and AMEX (NYSE MKT) stocks, from 1999 until 2015, along with 176565 SEC EDGAR Form 13-F (quarterly reports of institutional investors holdings). I find that (i) 10-K pessimism negatively affects stock holdings after the filing (ii) institutions do not appear to have forecasting power as to how pessimistic the annual report will be, as they do not adjust their holdings in the pessimistic stocks before the 10-K filing takes place, (iii) an increase in the number of institutional investors that hold a stock leads to an increase in stock prices after the 10-K filing (iv) institutions increase their positions in stocks that had positive returns one (1) to twelve (12) months before the 10-K filing.

JEL classification: G10, G14, G23.

Keywords: SEC, EDGAR, Form 13-F, Form 10-K, Textual Analysis, NYSE, NASDAQ, AMEX (NYSE MKT).

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1. Introduction

Institutional investors are (supposedly) among the most sophisticated investors. According to the Securities and Exchange Act of 1934\(^1\), institutional investment managers that “exercise” investment discretion over $100 million or more\(^2\) are required to file 13F Forms within 45 days of every calendar quarter\(^3\). Institutional managers report 13-F on a quarterly basis, but filings are sometimes not aligned, and are spread throughout different months for different managers. For this reason I count the number of institutions that hold these stocks on their portfolios on a monthly basis for the intersection of NYSE, NASDAQ and AMEX stocks. I combine the holdings of institutions as reported to the 13-F forms, along with the annual reports of listed companies, as reported in their annual 10-K forms. Over 250,000 13-F forms are analyzed, along with over 20,000 annual 10-K forms. To the best of my knowledge, this is the first paper to study the institutional trading behavior along with content analysis performed on corporate annual filings. The previous literature studies the very short term effects of Form 10-K content on stock prices a few days before and after the filing (Loughran and McDonald (2011)), or how previous prices and 10-K textual analysis pessimism affects stock prices in the months after the filing (Chouliaras (2015a)). There exists no previous paper to examine how institutional investing affects (and is affected) by the tone that firms use in their annual reports. Institutional investors, being professionals who get paid for allocating resources in financial markets, have strong incentives to process all available information, and to optimally extract useful signals (if any) which might lead them to profitable decision making as far as their investments are concerned. Information processing can be very costly, and extracting the appropriate signals is not an easy exercise. Annual reports such as the Form 10-K, offer a great source of information to investors, since firms are by law obliged to provide “a comprehensive overview of the company’s business and financial condition and includes audited financial statements”\(^4\). Indeed, as the findings of this article show, the coefficient between 10-K pessimism and the number of institutions that hold every particular stock is negative, which means that institutions reduce their positions in firms which exhibit a pessimistic tone through

\(^{1}\)http://www.sec.gov/divisions/investment/13flists.htm
\(^{2}\)http://www.sec.gov/divisions/investment/13ffaq.htm
\(^{3}\)http://www.sec.gov/answers/form13f.htm
\(^{4}\)http://www.sec.gov/answers/form10k.htm
their annual reports. On the other hand, institutional investors do not seem to be able to forecast the tone of the 10-K, which means they do not adjust their stock holdings *ex ante*, but only react to the new information *ex post*.

Nofsinger and Sias (1999) find a positive association between changes in institutional ownership and returns at the same period. Nofsinger and Sias (1999) and Lakonishok, Shleifer, and Vishny (1992) study the effects of "investor herding", defined as a group of investors trading in the same direction for some time period, and "feedback trading", defined as a correlation between "investor herding" and previous returns. The number of institutional investors that hold a particular stock can be viewed as "investor herding", especially in the occasion that a high number of institutions enter (or exit) this stock during the examined time period. Consistent with this evidence, I find that an increase in the number of institutions that hold a particular stock in the period one (1) to four (4) months before a 10-K filing, leads to an increase in the stock price two (2) to five (5) months after the 10-K filing, an effect which is short-lived since prices tend to fall two (2) to eleven (11) months after the filing, when the change in holdings is measured four (4) to ten (10) months before the 10-K filing takes place. Five (5), eight (8) and eleven (11) months after the 10-K filing, the number of institutions that hold a particular stock is much higher for stocks that had an increase in their prices in the previous period, which is evidence consistent with the findings that institutional investors by and large are momentum traders, buying stocks that performed nicely and selling stocks that performed badly in the period one (1) to twelve (12) months before the annual report filing (?). On top of these findings, an aspect of this article that is completely unexamined in the previous literature is that I associate the institutional holdings to the actual content of the annual reports, while Nofsinger and Sias (1999) conjecture the possibility that "One path depicts individual investors as engaging in herding as a result of irrational, but systematic, responses to fads or sentiment. A second path depicts institutional investors engaging in herding as a result of agency problems, security characteristics, fads, or the manner in which information is impounded in the market". In this study, I quantify the content of Form 10-K, which can serve as a proxy for both of the previously mentioned paths. A 10-K might indeed express a "sentiment" which can be characterised by some as irrational, while on the
other hand it can contain some real information, in the sense that it provides a ground for managers to express their assessment for the past performance of the firm, and their concerns and ambitions for its future performance. 10-K is audited, and by law management is obliged to present the real facts to investors. The content of corporate forms is very significant, because insufficient disclosure can lead to increased litigation risk, which can reduce the market value of the corporation (Hanley and Hoberg (2012)).

2. Textual Analysis Literature

The study of News Flow has attracted the researchers’s interest rather recently with the advent of Data Mining and Sentiment Analysis techniques. The strong interest in this area has been demonstrated by the recent creation of companies and commercial products specialized in the production of financial sentiment (see e.g., RavenPack and Thomson Reuters News Analytics). As far as the finance literature is concerned, the pioneering work of Tetlock (2007) uses textual analysis (based on the Harvard psychosocial dictionary) of a Wall Street Journal column, and associates the content of the news with the Dow Jones returns, using vector autoregressions (VARs). He finds that media pessimism has predictive power on market returns, while reversion effects occur and extreme absolute values of pessimism predict higher trading volumes. Loughran and McDonald (2011) develop finance-oriented word lists by fine-tuning the Harvard dictionary, and correlate textual analysis variables with 10-Ks filing returns, trading volume, volatility and other characteristics. Chouliaras (2015a) finds that monthly portfolios based on the product of annual pessimism change and the previous period returns generate returns in excess of previous winners/losers. Other studies report evidence of predictive power of stock message boards and major financial columns on volatility, returns and volume (Chen, De, Hu, and Hwang (2013)). The related literature also studies the effect of returns on media content Garcia (2012), the effect of media content on returns during recessions and expansions Garcia (2013)), while a high level of similarity in firm-specific news is found to provoke higher trading aggressiveness of individual investors (Tetlock (2011)). Boudoukh, Feldman, Kogan, and Richardson

http://www.ravenpack.com/
http://www.machinereadablenews.com/
(2013) find that news that can be identified and classified in certain categories have a higher impact on stock markets than unidentified news. The effect on news sentiment during the recent financial crises have been examined in Chouliaras and Grammatikos (2015) for a daily frequency, and in Chouliaras (2015b) for the high-frequency (intraday) stock market dynamics, and find that a higher news pessimism is associated with lower stock returns. Another area of research has been the field of corporate earnings, where Tetlock, Saar-Tsechansky, and Macskassy (2008) find that a higher percentage of negative words in news about specific firms predicts lower quarterly earnings. Furthermore, textual analysis has been used for the study of initial public offerings (IPOs). Loughran and McDonald (2013) find that higher uncertainty in filings affect first-day returns and ex post volatility, Jegadeesh and Wu (2013) give different weights on words based on the market reactions that they caused and Li (2010) studies the effect of forward-looking statements in corporate filings on future earnings and liquidity. Finally, Ahern and Sosyura (2014) show evidence of firms manipulating media coverage to achieve better returns during mergers and acquisitions negotiations.

3. The Data

3.1. The SEC Form 10-K data

In order to obtain the SEC Form 10-K data, I use a web crawler written in the Python programming language\(^7\), to detect and download the available forms for every firm in the NYSE, NASDAQ and AMEX (NYSE MKT) stock markets, from 2001 until 2015. In order to download the filings for every firm, one needs to know the ticker of the firm and the central index key (CIK)\(^8\) which is used by SEC EDGAR in order to identify firms in their database. The Form 10-K text files contain huge amounts of html elements, which I strip off using the BeautifulSoup Python library\(^9\). Furthermore, I notice that the text files also contain great amounts of binary-to-text encoding known as uuencoding\(^10\). These cover thousands of lines in the text files, and correspond to .xls (Excel files), .zip (Zipped files),

\(^7\)https://www.python.org/
\(^8\)http://www.sec.gov/edgar/searchedgar/cik.htm
\(^9\)http://www.crummy.com/software/BeautifulSoup/bs4/doc/
\(^10\)urlhttp://linux.die.net/man/1/uuencode
.pdf (PDF files), .jpg and .png (both image files formats) that exist in the SEC EDGAR files. To remove these lines I use once more Python. One has to remove the .html and the uuencode lines before proceeding with the Natural Language Processing textual analysis, or else the number of words are artificially increased without any meaningful information, a fact which may distort results since the .html tags and the uuencoding do not contain any meaningful human-read or computer-read information which a parser can capture. The number of 10-Ks per month appears in Figure 3:

As one can see from the figure, the number of 10-Ks is significantly higher in the month of March (over 11000 filings in total), followed by February (5525 filings) and April (1042 filings). All other months have less than 1000 filings, with an overall low for October with only 273 filings. According to the SEC website\(^\text{11}\) the Form 10-K has to be filed at a maximum 60 days after the end of the fiscal year for filers that have $700 Million or more public float, 75 days for filers that have between $75 and $700 Million public float, and 90 days for filers that have $75 Million public float\(^\text{12}\).

3.2. The SEC Form 13-F data

In order to obtain the SEC Form 13-F data, I download the SEC EDGAR master files\(^\text{13}\) which contain paths to all the filings that SEC receives. To extract these files, I use the Perl programming language\(^\text{14}\). After these files are downloaded, I download (using Python) all the 13-F filings. In particular, I keep the 13F-HR filings, excluding the amendments and and the notice filings which do not contain any significant information for our purposes, since they contain no holdings\(^\text{15}\). The number of 13-F filings appear in Table 1:

\(^{11}\)http://www.sec.gov/answers/form10k.htm
\(^{12}\)the deadline used to be 75 days for large filers before December 2006, but after December 15, 2006 it was changed to 60 days after the end of the fiscal year
\(^{13}\)urlhttps://www.sec.gov/edgar/searchedgar/ftpusers.htm
\(^{14}\)https://www.perl.org/
\(^{15}\)https://www.sec.gov/about/forms/form13f.pdf
On average, there exist over 10 thousand (10000) 13-F filings per year. The trend is increasing throughout the years, consistent with the fact that financial markets in general increased in size throughout these years. The total number of 13-F Forms I process are 176565. To the best of my knowledge, this 13-F data sample is the highest among the research literature papers.

The number of SEC Form 13-F filings per month appear in Figure 4:

The message of this figure is clear. The highest number of filings appear in four months: February, May, August and November. For these months there are over 31 thousand (31000) 13-F filings for August and November, and over 35 thousand (35000) 13-F filings for February and May. Then, on the months of January, April, July and October, the number of 13-F filings is between 9730 and 11 thousand (11000). Which means that in the months of February, May, August and November there exist three times as many 13-F filings. These four months combined contain more than 130 thousand (130000) 13-F filings, which is almost 76% of the overall number of 13-F filings. Given the SEC general instructions for the Form 13-F, "every Manager which exercises investment discretion with respect to accounts holding Section 13(f) securities, as defined in rule 13f-1(c), having an aggregate fair market value on the last trading day of any month of any calendar year of at least $100,000,000 shall file a report on Form 13F with the Commission within 45 days after the last day of such calendar year and within 45 days after the last day of each of the first three calendar quarters of the subsequent calendar year." It seems like the institutional managers are waiting for the last days of the 45 days deadline before they submit their filings. To further examine whether this is indeed the case, I plot the number of filings per day of the month. The results appear in Figure 6:

\[\text{https://www.sec.gov/about/forms/form13f.pdf}\]
Indeed, as one can clearly see, the vast majority of 13-F filings occur near the middle of the month, with around 100 thousand 13-F forms being filed between the 11th and the 15th of the month. This is a clear indication that institutional investors tend to wait until the very last days of the deadlines, and only then do they submit their filings. The reason why this happens is not clear: it could be that they do not want to disclose their positions until the very last moment, or that the informational cost of processing and preparing these filings leads them to make full use of the time given to them by the SEC.

3.3. Financial data

As far as the financial data are concerned, I use the Bloomberg database. I extract returns and accounting variables for all available New York Stock Exchange (NYSE), National Association of Securities Dealers Automated Quotations (NASDAQ) and NYSE MKT (formerly known as American Stock Exchange - AMEX) stock markets, from 2001 until 2015.

4. The Methodology

4.1. Combining the 10-K and the financial data

As a first step, I have to combine the financial data obtain from Bloomberg with the 10-K data I obtain from SEC EDGAR. To do this, I use the company names, tickers and central index keys (CIK), and match for every year and every stock index the companies with the appropriate Form 10-K.

4.2. Combining the 13-F filings with the 10-K and the financial data

After the 10-K and financial data matching is completed, I move on in order to attach the 13-F institutional holdings. To do so, I go through every 13-F filing, using software code written in Python. This code goes through every line of every 13-F filing, and obtains all the filings that are associated
with holdings in companies. The 13-F forms come in text (.txt) files. The format of these files are not constant throughout time.

From 2013 and onwards, the format used by SEC is based on an Extensible Markup Language (XML) format\(^{17}\). The format that SEC uses\(^{18,19}\) has the format that appears in Figure 1:

\[\text{Insert Figure 1 here}\]

In such filings, the extraction is easier, because one can obtain the holdings from tags such as \(<\text{nameOfIssuer}>\). For the files before 2013, the holdings are mentioned inside a section of 13-F forms contain the holdings of the particular institutional investor, inside an html table, which follows the line \(<\text{TABLE}>\). After this line, a line which contains the tag NAME OF ISSUER, after which the filings follow, until the line \(<\text{/TABLE}>\) is found, a line which ends the holdings table for this 13-F. Our 10-K data are on a yearly basis, while our financial data are on a monthly basis. The 13-F filings contain the exact date on which they were filed, from which I can easily extract the year, month and day of every filing. Then, I am able to identify firms that are contained in this institutional investor’s holdings. For every year, every firm and every month (subject to data availability), I create a counter which stands for the number of institutional investors that hold this particular stock on this point in time. This counter, stands for the institutional investors holdings. Since the 13-F forms contain the long positions of institutional investors, an increase in the number of institutions that hold a stock can be considered an increase of interest in this stock, i.e. some factor led this particular institutional investor to buy this stock. A higher number of institutional investors that hold a particular stock can be considered as an overall increase in the interest in this stock by institutional investors in this stock. Of course a factor that is associated with institutional holdings is whether this stock belongs in an index, on which institutions passively invest, but one has to take into account the active managers which rebalance their portfolios on a more frequent basis.

\(^{17}\)http://www.w3.org/XML/
\(^{18}\)https://www.sec.gov/info/edgar/edgarlinkonlinexml.htm
\(^{19}\)http://www.sec.gov/info/edgar.shtml
4.3. Textual Analysis

As a next step, using textual analysis, based on the Loughran and McDonald (2011) dictionary\textsuperscript{20}, I measure the positive content of 10-Ks as in Garcia (2012) and Garcia (2013): \( G_i = \sum \frac{g_i}{w_i} \), calculated as the percentage of positive words over the total number of words of every 10-K filing. The symbol \( g_i \) stands for the number of positive words in the filing, and \( w_i \) stands for the total number of words in the filing. I do not count stop words, which are words that are very common and do not really add sentiment to the text. Words such as country names, words such as a, about, after, again, all, almost, an, and, are, become, can, does, either, elsewhere, has, if, it, is, like, less, often, only, that, they, together, was and thousands of other words are neglected since they do not offer some significant content in terms of sentiment analysis\textsuperscript{21}. Using a regular expression in Python\textsuperscript{22}, I am able to count only words, excluding numbers, special characters et cetera, which do not provide any textual significance for our sentiment analysis. I do the same for the negative words, obtaining the negative media content as \( B_i = \sum \frac{b_i}{w_i} \), with \( b_i \) denoting the negative words in the filing. Thus, I obtain the Pessimism of filing \( i \):

\[
Pessimism_i = B_i - G_i
\]

The Pessimism is calculated for every filing.

The summary statistics of the combination between 10-Ks and financial data appear in Table 2:

Insert Table 2 here

I calculate log-returns for stocks (in this case, the prices are always the ones in the end of every month. The data are annually, which means that the mean yearly return is 6.2%. Furthermore, I calculate the percentage change in pessimism from one year’s 10-K to the following year, as well as the percentage of positive and negative words in 10-K filings. I find that the average 10-K has 0.7% positive words, 1.4% negative words, which means 0.7% more negative than positive words (i.e. an

\textsuperscript{20}The dictionary can be found at http://www3.nd.edu/~mcdonald/Word_Lists.html

\textsuperscript{21}The stop words can be found at: http://www3.nd.edu/~mcdonald/Word_Lists.html

\textsuperscript{22}https://docs.python.org/2/library/re.html
average pessimism of 0.7%), while the yearly average pessimism change is 2.5%. I also find that 10-Ks on average have 74796 words.

5. Research Hypothesis and Empirical Results

For all the models I employ in this article, I use Panel Data Econometrics, with fixed effects, year fixed effects, and firm clustered standard errors, which allow for intragroup correlation. This allows me to relax the requirement that the observations be independent.

5.1. Does 10-K pessimism change affect 13-F institutional holdings changes?

As a first research question, I examine whether annual reports textual pessimism, as expressed by the content analysis of SEC EDGAR Form 10-Ks, significantly affects the number of institutions that hold the specific stock. To be able to study this, the following model is employed:

\[
\Delta \text{Holdings}_{t-1,t+T} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market\ Cap + \beta_2 \Delta \text{Pessimism}_{t-12,t} \tag{2}
\]

\(t\) is the time of the current 10-K filing, \(t-1\) is one month before the current filing, \(\Delta \text{Holdings}_{t-1,t+T}\) stands for the change in the number of institutional investors that hold each stock, two (2), five (5), eight (8) and eleven (11) months after the filing, \(\Delta \text{Pessimism}_{t-12,t}\) stands for the change in 10-K pessimism between the current and the previous 10-K filing. Given the fact that the vast majority of 10-K filings are made on March, and the vast majority of 13-F filings are made on February, May, August and November, we focus on these months in our analysis. Equation 2 studies whether the change in pessimism affects the number of institutions that hold every particular stock. The results appear in Table 3:

As one can see, the coefficients start to become negative from six months after the 10-K submission.
and on. For the seven months from month 6 up to month 12, there are have 5 significant coefficients out of 7, for months 6, 7, 8, 11 and 12. In all cases, the significant coefficients are negative, which means that a positive pessimism change (i.e. a higher pessimism in this year’s 10-K versus the previous year) leads to a decrease in the number of institutions that hold this stock. Seven months after the 10-K submission, a one percent higher pessimism leads to a decrease to the number of institutions that hold this stock by 3.676%, with a highly significant t-statistic (at the level of 1%), equal to -4.52. The second most significant effect occurs 12 months after the 10-K filing, with a significant coefficient of -2.765 (t-stat equal to -3.46), which means that a 1% increase in 10-K pessimism leads to -2.765% less institutions holding the stock. Given the time lags involved in the reporting of institutional holdings via the 13-F forms, it is normal to assume that it takes institutions something between three (3) to six (6) months to respond to the new environment that each firm faces, as expressed through the tone of the annual report’s content which I quantify using natural language processing and textual analysis.

5.2. Are institutions able to forecast 10-K pessimism changes by adjusting their 13-F institutional holdings?

A natural question that emerges as a follow up possibility to the analysis of section 5.1, is whether institutional investors are able to forecast the tone of 10-K filings, and to adjust their positions accordingly. To study this question, I employ the following model:

\[
\Delta Pessimism_{t-12,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market Cap + \beta_2 \Delta Holdings_{t-1,t+T}
\]

The symbols are the same as employed previously in Equation 2. The logic of this model is to study the change in holdings before the current 10-K is released. If institutions have a some kind of superior knowledge to the average investor, one should expect to find some significant holdings changes prior to the release of the annual report. The results of this analysis appear in Table 4:

Insert Table 4 here
No coefficient is significant. In other words, the cross section of institutional investors does not appear to be able to forecast how pessimistic the content of the forthcoming annual report will be, and thus are not able to adjust their portfolio holdings on the pessimistic stocks. As the results of Section 3 shows, institutions adjust their positions based on the 10-K tone after the filing takes place, but as the results of Table ?? show, they are not able to do so before the 10-K filing. From this, one can draw the conclusion that indeed the 10-K content analysis contain significant and new information, which is not available and known by the cross-section of institutional investors ex ante, since they are only able to respond ex post.

5.3. Do changes in 13-F institutional holdings affect stock returns?

In this section, I examine whether changes in institutional holdings, as expressed through the number of institutions that hold a particular stock, affect stock returns in the future. To examine this, I employ the following model:

\[ Return_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market\ Cap + \beta_2 \Delta Holdings_{t,t-T_1} \]  

(4)

where \( Return_{t+T,t} \) stands for the stock return between months \( t \) and \( t+T \), with \( T \) taking values 1 to 12, while \( \Delta Holdings_{t,t-T_1} \) stands for the change in the number of institutional investors holding the particular stocks, once more for months 1 to 12. The results appear in Tables 5 and 6:

Insert Tables 5 and 6 here

As one sees from Table 5, a positive change in holdings between one and four months before the 10-K filing, leads to positive stock returns two (2) and five (5) months after the filing. The coefficients seem to be significant, both in terms of magnitude (0.237 and 0.0585 for the two and five months), and in terms of statistical significance (3.24 and 4.31 for the t-statistics). An increase of 1 percent in the number of institutions in the 1 to 4 months before 10-K filing period, leads to a 0.0237% increase in its stock return two month after the 10-K filing, which increases to 0.0585% five months after the
This finding indicates that there institutions seem to profit (in the short run) from stocks that they buy. Nevertheless, the effect seems to be a short one, since Table 6 shows a negative coefficient between stock returns for stocks that were owned by more institutions when the change in holdings is defined between four (4) and seven (7) or ten (10) months before the filing. An increase in holdings of 1 percent four (4) to seven (7) months before the 10-K filing, leads to a decrease of -0.0367% in stock returns two (2) months after the filing (with a t-stat equal to -4.03), a number which becomes -0.0611% five (5) months after the 10-K filing (with a t-stat equal to -4.62).

It could be that either institutions increase their holdings in stocks which return positively in the short run (2 to 5 months) and negatively in the longer run (7 to 10 months), or simply that they buy stocks which return positively in the short run and which they sell after this short period of profits. This is perhaps a question to be answered in follow-up research.

5.4. Do stock returns affect 13-F institutional holdings?

A question that naturally follows is how do changes in stock returns before the 10-K filings affect the holdings in the following months? To study this question, I swap the dependent and the independent variables of the model in Equation 4, which leads to the following model:

\[
\Delta Holdings_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market\ Cap + \beta_2 \Delta Price_{t-T,t}
\]

(5)

The results of this model, appear in Table 7, for the period 2 months after the filing:

The results show a negative and statistically significant (in most cases) coefficient between the stock returns and the change in holdings. This means that a stock that returns positively, is owned by a smaller number of institutions in the short run. Again, this points us back to the results of Section 5.3, which could mean that institutions decrease their holdings on winner stocks. Are institutional investors also suffering from the disposition effect? Again, this is a question that subsequent research
Five months after the filing, the results depict a different image, as the results of Table 8 show:

Five months after the filing, all coefficients are positive, which means that institutions buy previous winners. All five coefficients are positive, and highly statistically significant (the lowest t-statistic is 4.75, and the highest is 7.59).

The results for the period eight months after the filing appear in Table 9:

Once more, all five (5) coefficients are positive and statistically significant, which means that stocks that performed better in the previous one (1) to twelve (12) months before the 10-K filing, are held by a larger number of institutions, eight (8) months after the 10-K filing. The coefficients vary from 0.232 (t-stat equal to 7.60) for the change in price one month before the 10-K filing, up to 0.0987 (t-stat equal to 6.37) for the change in price three (3) months before the 10-K filing. These coefficients mean that a one percent (1%) increase in the stock price one (1) month (six months) before the filing, leads to a 0.232% (0.0865%) higher number of institutional investors holding this stock eight (8) months after the 10-K filing.

Once more, all five (5) coefficients are significant both in a statistical and an economic sense. As one sees from the results of Tables 7, 8 and 9, a positive return in the period one (1) to twelve (12)
months before the 10-K filing leads to an increase in the number of institutions that hold this stock.

6. Conclusion

Analyzing a sample of 18510 SEC EDGAR Form 10-K (annual reports), for listed companies on NASDAQ, NYSE and AMEX (NYSE MKT), from 1999 until 2015, along with 176565 SEC EDGAR Form 13-F (quarterly reports of institutional investors holdings), I examine three entities: 10-K pessimism as a product of textual analysis performed on the content of 10-Ks, along with stock prices and institutional investors holdings. The main findings of this article are: (i) 10-K pessimism affects stock holdings after the filing takes place, in the sense that institutions reduce their positions (i.e. sell stocks) for companies that exhibit a positive pessimism change, i.e. for firms that have a higher pessimism this year when compared to the pessimism of the 10-K filed on the previous year, (ii) the cross-section of institutions does not appear to have forecasting power as to how pessimistic the content of the annual report will be, as they do not adjust their holdings in the pessimistic stocks before the 10-K filing takes place, (iii) an increase in institutional holdings provides (measured as the difference in the number of institutional investors that hold a particular stock) leads to an increase in stock prices two (2) to five (5) months after the 10-K filing, which does not survive in the long run (in some cases returns become negative eight (8) to eleven (11) months after the filing) and when the change in the number of institutions that hold the stock are defined four (4), seven (7) and ten (10) months before the filing, (iv) institutions increase their positions in stocks that performed nicely one (1) to twelve (12) months before the 10-K filing when the change in holdings is measured five (5), eight (8) and eleven (11) months after the 10-K filing, while they seem to reduce their positions in previous winners when the change in holdings is measured two (2) months after the 10-K filing.
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Table 1: The table shows the total number of filings per year and on March. The number of filings corresponds the number of SEC Form 10-K filings matched with financial data from Bloomberg using the central index key (CIK) as a common identifier. The selected stocks correspond to all available (on Bloomberg) NYSE, NASDAQ and AMEX (NYSE MKT) stocks.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of 10-K filings</th>
<th>10-K Filings on March</th>
<th>Number of 13-F filings</th>
</tr>
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<td>598</td>
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<td>2003</td>
<td>1195</td>
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<td>8416</td>
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<td>2004</td>
<td>1271</td>
<td>814</td>
<td>8821</td>
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<td>2005</td>
<td>1343</td>
<td>871</td>
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<td>2006</td>
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<td>878</td>
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<td>2007</td>
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<td>710</td>
<td>11301</td>
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<td>1153</td>
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<td>509</td>
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<td>2010</td>
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<td>400</td>
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<td>1627</td>
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<td>15239</td>
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<tr>
<td>2015</td>
<td>1458</td>
<td>778</td>
<td>8234</td>
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<tr>
<td>Total</td>
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<td>9801</td>
<td>176565</td>
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Fig. 1. Graphical illustration of Table 1. There is an increasing availability of data starting from 2000. Most of the filings appear to be filed on March, which is reasonable given the fact that many companies use the December 31 as the end of the fiscal year, as the SEC allows 75 to 90 days for the Form 10-K to be filed within EDGAR.

Fig. 2. Number of 13-F filings per year

Fig. 3. Number of SEC EDGAR Form 13-F filings per year
Fig. 3. Number of 10-K filings per month. March appears to be the month of the most filings, as mentioned also in Figure 1. Over 10,000 10-Ks were filed on Marches, followed by 4896 filed on Februaries, and only 904 on Aprils.

Fig. 4. Number of 13-F filings per month.
Fig. 5. Number of 10-K filings per day of the month. There seem to be two spikes, one in the middle of the month (1044, 1165 and 1191 filings on days 14, 15, 16 respectively) and on close to the end of the month (1062, 1304, 1496 filings on days 26, 27, 28 respectively).

Fig. 6. Number of 13-F filings per day of the month.
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Table 2: Summary statistics table. T stands for the previous submission month while t stands for the current submission month. \( \Delta \text{Pessimism}_{t-12, t} \) measures the change in pessimism between the previous Form 10-K filing (T) and one month before the current filing (t-1). \( \Delta \text{Pessimism}_{t-12, t} \times \text{Return}_{t, T} \) captures the product of pessimism change between the previous (T) and the current period (t), times the return between the previous and the current filing (\( \text{Return}_{t, T} \)). \( \text{Return}_{t, t-1} \) captures the return between the end of the filing month and the previous month. \( \text{Return}_{t, t+1} \) captures the return between one month after submission minus the submission month. Similarly I calculate \( \text{Return}_{t+3, t}, \text{Return}_{t+6, t}, \text{Return}_{t+9, t}, \text{Return}_{t+12, t} \) for the returns 3, 6, 9 and 12 months after submission. I always get the price at the end of the submission month, in order to avoid dealing with the short-term effects that were studies in the previous literature. Finally, I calculate the percentage of positive words (Positive\(_t\)), negative words Negative\(_t\), pessimism Pessimism\(_t\) using the Longhnan and McDonald (2011) word lists, and the summary statistics for the total number of words Words\(_t\) at each Form 10-K filing. Selected stocks are all available (on Bloomberg) NYSE, NASDAQ and AMEX (NYSE MKT) stocks from 2001 to 2015. Holdings January stands for the average number of institutional investors that hold each particular stock on the January filings, Holdings February for the February filings, et cetera for all twelve (12) months of the year. The 13-F filings of February, May, August and November are significantly more than the other months, which is also reflected on the amount of holdings reported on these months.

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<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>Min.</th>
<th>Max.</th>
<th>N</th>
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<td>39</td>
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Table 3: 10-K pessimism and 13-F filings holdings, two (2), five (5), eight (8) and eleven (11) months after the filing, for 10-K filings on March. The results of this table correspond to the following model (Equation 2), which examines whether a change in 10-K pessimism between the current and the previous filing (quantified using textual sentiment analysis which is applied on annual SEC EDGAR Form 10-K filings as explained in Section 4.3), affects the number of institutional investors that hold this particular stock (extracted using textual analysis from quarterly SEC EDGAR Form 13-F, as described in Section 4.2). T takes the values 2, 5, 8 and 11, which corresponds to the holdings of months February, May, August, November, which are the months with the most 13-F filings. The 10-K filings are the ones that were filed in March, which consist the vast majority of 10-K filings. t-1 stands for one month before the 10-K filing, which is the month February, since we consider the 10-K filings which take place in March.

\[
\Delta\text{Holdings}_{t-1,t+T} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln \text{Market Cap} + \beta_2 \Delta \text{Pessimism}_{t-12,t}
\]

<table>
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<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
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<td>-0.0189**</td>
<td>0.0283***</td>
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<td>(-2.48)</td>
<td>(-2.03)</td>
<td>(3.11)</td>
<td>(6.82)</td>
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<tr>
<td>(\ln \text{Market Cap})</td>
<td>-0.0247**</td>
<td>0.00716</td>
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<td>-0.0434**</td>
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<td>(-2.18)</td>
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<td>Year fixed effects</td>
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<td>Std. errors clustering by firm</td>
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<td>Yes</td>
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</table>

\(t\) statistics in parentheses

* \(p < 0.10\), ** \(p < 0.05\), *** \(p < 0.01\)
Table 4: 10-K pessimism and 13-F filings holdings change, defined as the change in institutional investors holdings between four (4), seven (7) and ten (10) months after the 10-K filing, for 10-K filings on March. The results of this table correspond to the following model (Equation 3), which examines whether a change in holdings in the period before the 10-K filing (number of institutional investors that hold this particular stock (extracted using textual analysis from quarterly SEC EDGAR Form 13-F, as described in Section 4.2:) affects the 10-K pessimism (quantified using textual sentiment analysis applied on annual SEC EDGAR Form 10-K filings as explained in Section 4.3)

\[
\Delta Pessimism_{t-12,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market Cap + \beta_2 \Delta Holdings_{t-1,t+T}
\]

<table>
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<th>(3)</th>
<th>(4)</th>
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<tbody>
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<td>(\Delta Pessimism_{t,t-12})</td>
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<td>-0.000313*</td>
<td>-0.000337*</td>
<td>-0.000285</td>
<td>-0.000285</td>
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<td>(\ln PB)</td>
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<td>(-1.62)</td>
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<td>(0.56)</td>
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<td>(0.48)</td>
<td>(0.35)</td>
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<tr>
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\(t\) statistics in parentheses

\(\ast p < 0.10, \ast\ast p < 0.05, \ast\ast\ast p < 0.01\)
Table 5: Stock returns and 13-F filings holdings change, defined as the change in institutional investors holdings between four (4), seven (7) and ten (10) months after the 10-K filing, for 10-K filings on March. The results of this table correspond to the following model (Equation 3), which examines whether a change in holdings in the period before the 10-K filing (number of institutional investors that hold this particular stock (extracted using textual analysis from quarterly SEC EDGAR Form 13-F, as described in Section 4.2:) affects stock returns two (2), five (5), eight (8) and eleven (11) months after the filing.

\[ \text{Return}_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market\,Cap + \beta_2 \Delta Holdings_{t,t-T} \]

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<td>( \Delta Price_{t,t+2} )</td>
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<td>( \ln Market,Cap )</td>
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<td>0.0991***</td>
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<td>(3.22)</td>
<td>(4.28)</td>
<td>(4.13)</td>
<td>(0.19)</td>
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<tr>
<td>( \Delta Holdings_{t-1,t-4} )</td>
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<td>( \Delta Price_{t,t+5} )</td>
<td>( \Delta Price_{t,t+8} )</td>
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\( t \) statistics in parentheses

* \( p < 0.10 \), ** \( p < 0.05 \), *** \( p < 0.01 \)
Table 6: (Continued from Table 4) Stock returns and 13-F filings holdings change, defined as the change in institutional investors holdings between four (4), seven (7) and ten (10) months after the 10-K filing, for 10-K filings on March. The results of this table correspond to the following model (Equation 3), which examines whether a change in holdings in the period before the 10-K filing (number of institutional investors that hold this particular stock (extracted using textual analysis from quarterly SEC EDGAR Form 13-F, as described in Section 4.2:) affects stock returns two (2), five (5), eight (8) and eleven (11) months after the filing.

\[
\text{Return}_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market\ Cap + \beta_2 \Delta \text{Holdings}_{t,T-1}
\]

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<td>(0.259^{***})</td>
<td>(0.285^{***})</td>
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<tr>
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<td>0.376</td>
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<td>(-1.519^{***})</td>
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<td>0.376</td>
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Fixed effects: Yes
Year fixed effects: Yes
Std. errors clustering by firm: Yes

\(t\) statistics in parentheses
\(^{*} p < 0.10, \quad ^{**} p < 0.05, \quad ^{***} p < 0.01\)
Table 7: Stock returns and 13-F filings holdings change. The results of this table correspond to the following model (Equation 5), which examines whether a change in prices in the period one (1) to twelve (12) months before the 10-K filing affects the number of institutional investors that hold a particular stock, two (2) months after the 10-K filing.

\[ \Delta \text{Holdings}_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln Market\ Cap + \beta_2 \Delta Price_{t-T,t} \]

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<td>0.129</td>
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Fixed effects: Yes, Year fixed effects: Yes, Std. errors clustering by firm: Yes

\( t \) statistics in parentheses

* \( p < 0.10 \), ** \( p < 0.05 \), *** \( p < 0.01 \)
Table 8: Stock returns and 13-F filings holdings change. The results of this table correspond to the following model (Equation 5), which examines whether a change in prices in the period one (1) to twelve (12) months before the 10-K filing affects the number of institutional investors that hold a particular stock, five (5) months after the 10-K filing.

\[
\Delta \text{Holdings}_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln \text{Market Cap} + \beta_2 \Delta \text{Price}_{t-T,t}
\]

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<td>(-0.000992)</td>
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<td>Std. errors clustering by firm</td>
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\(t\) statistics in parentheses

\(^* p < 0.10, ^{**} p < 0.05, ^{***} p < 0.01\)
Table 9: Stock returns and 13-F filings holdings change. The results of this table correspond to the following model (Equation 5), which examines whether a change in prices in the period one (1) to twelve (12) months before the 10-K filing affects the number of institutional investors that hold a particular stock, eight (8) months after the 10-K filing.

\[ \Delta \text{Holdings}_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln \text{Market Cap} + \beta_2 \Delta \text{Price}_{t-T,t} \]

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<td></td>
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<td></td>
<td>(7.69)</td>
</tr>
<tr>
<td>Constant</td>
<td>-0.246</td>
<td>-0.274</td>
<td>-0.219</td>
<td>-0.162</td>
<td>-0.142</td>
</tr>
<tr>
<td></td>
<td>(-1.43)</td>
<td>(-1.32)</td>
<td>(-1.06)</td>
<td>(-0.79)</td>
<td>(-0.69)</td>
</tr>
<tr>
<td>R-squared</td>
<td>0.0746</td>
<td>0.0779</td>
<td>0.0791</td>
<td>0.0824</td>
<td>0.0815</td>
</tr>
<tr>
<td>N</td>
<td>9124</td>
<td>7097</td>
<td>7092</td>
<td>7085</td>
<td>7080</td>
</tr>
<tr>
<td>Fixed effects</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Year fixed effects</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Std. errors clustering by firm</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

\( t \) statistics in parentheses

* \( p < 0.10 \), ** \( p < 0.05 \), *** \( p < 0.01 \)
Table 10: Stock returns and 13-F filings holdings change. The results of this table correspond to the following model (Equation 5), which examines whether a change in prices in the period one (1) to twelve (12) months before the 10-K filing affects the number of institutional investors that hold a particular stock, eleven (11) months after the 10-K filing.

\[
\Delta \text{Holdings}_{t+T,t} = \alpha_0 + \beta_0 \ln PB + \beta_1 \ln \text{MarketCap} + \beta_2 \Delta \text{Price}_{t-T,t}
\]

<table>
<thead>
<tr>
<th></th>
<th>(1)</th>
<th>(2)</th>
<th>(3)</th>
<th>(4)</th>
<th>(5)</th>
</tr>
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<tbody>
<tr>
<td>(\Delta \text{Holdings}_{t-1,t+11})</td>
<td>(0.138^{***})</td>
<td>(0.136^{***})</td>
<td>(0.135^{***})</td>
<td>(0.134^{***})</td>
<td>(0.137^{***})</td>
</tr>
<tr>
<td>(\ln PB)</td>
<td>(0.138^{***})</td>
<td>(0.136^{***})</td>
<td>(0.135^{***})</td>
<td>(0.134^{***})</td>
<td>(0.137^{***})</td>
</tr>
<tr>
<td></td>
<td>(8.52)</td>
<td>(6.70)</td>
<td>(6.68)</td>
<td>(6.66)</td>
<td>(6.72)</td>
</tr>
<tr>
<td>(\Delta \text{Price}_{t-3,t})</td>
<td>(0.0738^{***})</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(3.36)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>(\Delta \text{Price}_{t-6,t})</td>
<td></td>
<td>(0.0654^{***})</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(3.95)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(\Delta \text{Price}_{t-9,t})</td>
<td></td>
<td></td>
<td>(0.0544^{***})</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(3.76)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(\Delta \text{Price}_{t-12,t})</td>
<td></td>
<td></td>
<td></td>
<td>(0.0271^{**})</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(2.02)</td>
<td></td>
</tr>
<tr>
<td>(\text{Constant})</td>
<td>(1.320^{***})</td>
<td>(0.928^{***})</td>
<td>(0.961^{***})</td>
<td>(0.981^{***})</td>
<td>(0.941^{***})</td>
</tr>
<tr>
<td></td>
<td>(4.92)</td>
<td>(2.72)</td>
<td>(2.81)</td>
<td>(2.85)</td>
<td>(2.70)</td>
</tr>
<tr>
<td>(\text{R-squared})</td>
<td>(0.166)</td>
<td>(0.158)</td>
<td>(0.159)</td>
<td>(0.159)</td>
<td>(0.157)</td>
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<tr>
<td>(\text{N})</td>
<td>(7995)</td>
<td>(6415)</td>
<td>(6411)</td>
<td>(6405)</td>
<td>(6402)</td>
</tr>
</tbody>
</table>

\(t\) statistics in parentheses

* \(p < 0.10\), ** \(p < 0.05\), *** \(p < 0.01\)