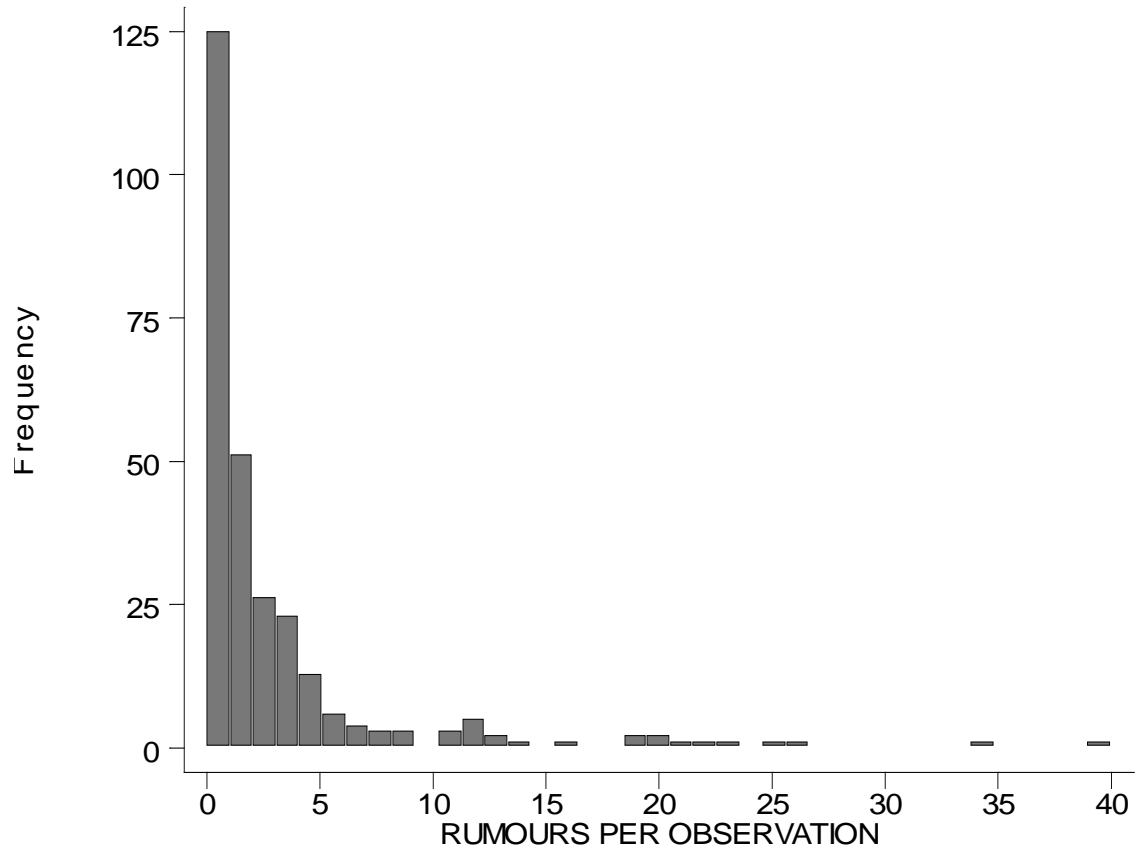**Figure 1: Distribution of rumour count**

Notes:
1. Histogram displays number of rumours per observation (that is, per company per year).
2. The zero-rumour category has a frequency of 3823, and is omitted from the histogram above.