

Table 1: Social Factors

Series	Metric	With Google Trends	Without Google Trends
Aging Society	MAE	2.662	N/A
	MSE	11.881	N/A
	RMSE	3.447	N/A
Change in Consumer Behavior	MAE	1.594	N/A
	MSE	4.659	N/A
	RMSE	2.158	N/A
Declining Birthrate	MAE	1.327	N/A
	MSE	3.226	N/A
	RMSE	1.796	N/A
Immigration Policy	MAE	2.774	N/A
	MSE	11.150	N/A
	RMSE	3.339	N/A
Labor Market	MAE	3.726	N/A
	MSE	19.872	N/A
	RMSE	4.458	N/A

Comparison of Metrics with and without Google Trends