Capitalisn't: WMATA Advertising Campaign Analysis

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April 11, 2023

1 Introduction

Table 1

Statistic	Min	Pctl(25)	St. Dev.	Mean	Median	Pctl(75)	Max	N
A: FULL SAMPLE								
Days since release	6	503	573.0	981.5	993	1,469	1,942	151
Downloads $t = 14$	407	4,925	3,713.0	8,339.5	7,623	11,709	19,581	149
Downloads $t = 28$	1,847	5,485	4,125.4	9,415.3	8,661	13,456.2	18,797	148
B: RECENT 20								
Days since release	6	53.2	72.8	112.0	104	170.5	237	20
Downloads $t = 14$	11,928	12,319.5	1,879.7	13,804.3	13,576	14,301.5	19,581	18
Downloads $t = 28$	13,303	14,000	1,479.4	15,349.9	15,096	16,247	18,797	17

2 Motivating Figures

3 DMV Diff-in-Diff