

**S2 Table. Exploring Mechanism 1: Dynamics and Duration of Heterogeneous Treatment Effects across Time-of-the-day and Day-of-the-week**

	Treated vs Control				Treated vs Partially Treated and Control			
	1st week	1st month	2nd month	3rd month	1st week	1st month	2nd month	3rd month
weekendDay	-0.00206 (0.00156)	0.0343*** (0.00152)	0.0482*** (0.00154)	0.0361*** (0.00161)	-0.00294** (0.00149)	0.0275*** (0.00149)	0.0469*** (0.00153)	0.0354*** (0.00154)
weekdayDay	-0.0279*** (0.00132)	0.0118*** (0.00144)	0.0246*** (0.00153)	0.0108*** (0.00159)	-0.0289*** (0.00163)	0.00491*** (0.00166)	0.0233*** (0.00174)	0.0100*** (0.00174)
weekendNight	-0.0431*** (0.00117)	-0.0469*** (0.00120)	-0.0457*** (0.00121)	-0.0436*** (0.00119)	-0.0431*** (0.00117)	-0.0469*** (0.00121)	-0.0457*** (0.00121)	-0.0436*** (0.00119)
Treat × Post × weekendDay	-0.0678*** (0.00643)	0.000246 (0.00430)	0.0317*** (0.00503)	0.0386*** (0.00554)	-0.0675*** (0.00643)	0.000529 (0.00430)	0.0317*** (0.00503)	0.0383*** (0.00554)
Treat × Post × weekdayDay	-0.0536*** (0.00440)	0.0121*** (0.00365)	0.0405*** (0.00449)	0.0439*** (0.00452)	-0.0536*** (0.00440)	0.0123*** (0.00365)	0.0405*** (0.00449)	0.0434*** (0.00452)
Treat × Post × weekendNight	-0.122*** (0.00836)	0.00637 (0.00537)	0.0421*** (0.00605)	0.0537*** (0.00659)	-0.123*** (0.00837)	0.00605 (0.00537)	0.0422*** (0.00605)	0.0542*** (0.00659)
Treat × Post × weekdayNight	-0.193*** (0.00563)	0.000249 (0.00449)	0.0535*** (0.00520)	0.0593*** (0.00546)	-0.194*** (0.00563)	-0.000357 (0.00449)	0.0534*** (0.00520)	0.0598*** (0.00545)
PartTreat × Post × weekendDay					-0.00728** (0.00301)	0.0211*** (0.00241)	0.0223*** (0.00276)	0.0171*** (0.00307)
PartTreat × Post × weekdayDay					-0.000764 (0.00191)	0.0158*** (0.00195)	0.0161*** (0.00225)	0.0121*** (0.00230)
PartTreat × Post × weekendNight					0.00909** (0.00383)	0.0322*** (0.00309)	0.0313*** (0.00344)	0.0348*** (0.00372)
PartTreat × Post × weekdayNight					0.00675*** (0.00245)	0.0199*** (0.00241)	0.0241*** (0.00273)	0.0257*** (0.00284)
Post × weekendDay	0.0168*** (0.00231)	0.0656*** (0.00185)	0.0549*** (0.00216)	0.0490*** (0.00243)	0.0170*** (0.00231)	0.0652*** (0.00186)	0.0550*** (0.00216)	0.0491*** (0.00243)
Post × weekdayDay	0.0155*** (0.00152)	0.0193*** (0.00152)	0.000371 (0.00177)	-0.0114*** (0.00183)	0.0153*** (0.00152)	0.0191*** (0.00152)	0.000539 (0.00177)	-0.0111*** (0.00183)
Post × weekendNight	0.0661*** (0.00297)	0.138*** (0.00244)	0.130*** (0.00277)	0.105*** (0.00301)	0.0667*** (0.00297)	0.138*** (0.00243)	0.129*** (0.00274)	0.104*** (0.00298)
Post × weekdayNight	0.126*** (0.00197)	0.134*** (0.00194)	0.124*** (0.00224)	0.0958*** (0.00234)	0.126*** (0.00198)	0.134*** (0.00193)	0.124*** (0.00221)	0.0954*** (0.00231)
Treat × weekendDay	-0.0126 (0.0368)	0.00898 (0.0366)	-0.0328 (0.0412)	-0.0380 (0.0262)	-0.0140 (0.0295)	1.64e-05 (0.0320)	-0.0550* (0.0330)	-0.0349 (0.0213)
Treat × weekdayDay	0.00474 (0.0368)	0.0247 (0.0366)	-0.0161 (0.0412)	-0.0207 (0.0262)	0.00345 (0.0295)	0.0159 (0.0320)	-0.0383 (0.0330)	-0.0175 (0.0214)
Treat × weekendNight	-0.0443 (0.0369)	-0.0230 (0.0367)	-0.0652 (0.0413)	-0.0698*** (0.0263)	-0.0458 (0.0297)	-0.0320 (0.0321)	-0.0874*** (0.0330)	-0.0668*** (0.0214)
Treat × weekdayNight	-0.0493 (0.0369)	-0.0289 (0.0367)	-0.0699* (0.0412)	-0.0738*** (0.0263)	-0.0508* (0.0297)	-0.0378 (0.0321)	-0.0921*** (0.0330)	-0.0708*** (0.0214)
PartTreat × weekendDay					-0.0368* (0.0196)	-0.0423** (0.0182)	-0.0384* (0.0197)	-0.0344* (0.0203)
PartTreat × weekdayDay					-0.0249 (0.0196)	-0.0268 (0.0182)	-0.0227 (0.0197)	-0.0199 (0.0203)
PartTreat × weekendNight					-0.0496** (0.0197)	-0.0553*** (0.0183)	-0.0514*** (0.0199)	-0.0477** (0.0204)
PartTreat × weekdayNight					-0.0366* (0.0197)	-0.0382** (0.0183)	-0.0343* (0.0198)	-0.0320 (0.0204)
Individual Fixed Effect	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
# Obs.	11,362,782	19,506,976	20,030,180	14,903,946	26,755,175	26,755,175	49,772,315	49,772,315
# Users	48,415	48,954	48,869	48,770	121,291	121,291	122,448	122,448

Robust and clustered standard errors are in parentheses. \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$ .