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#### Disclosure Statement

In the coauthored manuscript that I am submitting, our acknowledgments indicate that the University of Maryland and Wellesley College provided financial support for this project. We did not receive any other financial support in conducting this research.

We have also indicated in the text of the paper that the Nielsen ratings data and Vital Statistics data used in our econometric analysis is restricted beginning in 2005, so we are unable to release our final dataset. We are happy to release our statistical code used to generate these data so that others who are able to obtain these restricted data Nielsen and from the National Centers for Health Statistics can replicate our analysis.

Sincerely,

A handwritten signature in cursive script that reads "Melissa S. Kearney".

Melissa Kearney