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The ASCII file "data_contiguous_usa.asc" contains all the economic and demographic data used in the paper, plus additional variables that were not employed.

The file contains 31,301 rows and 13 columns. Each row is an observation and each column is a variable. The variables and data sources (all of which are publicly available) are described next.

COLUMNS:

Column 1.- ZipCode: The unit of observation in our data is the five digit numeric ZIP code of the area.

Column 2.- Population: The population of the Zip code. Obtained from 2010 Census data.

Column 3.- Households: Number of households of the Zip code. Obtained from 2010 Census data.

Column 4.- HouseValue: Median house value in the Zip code. Obtained from the 2010 Census data American Community Survey (ACS).

Column 5.- IncomePerHousehold: Median household income in the Zip code. Obtained from the 2010 Census data American Community Survey (ACS).

Columns 6 and 7.- ZipCodeLatitude (column 6) and ZipCodeLongitude (column 7): Based on zip-code centroids. Obtained from the ZIP Code Tabulation Area (ZCTA) Distance Database, made publicly available for download
by the NBER at
https://www.nber.org/research/data/zip-code-distance-database

Column 8.- CBSA: Core based statistical area number for the Zip

code. Zip codes that do not belong to any CBSA were assigned the value of zero. The HUD's zip code crosswalk
files allocate ZIP codes to Core Based Statistical Areas (CBSAs). This data is publicly available at
https://www.huduser.gov/portal/datasets/usps_crosswalk.html

Column 9.- Metropolitan: Indicator for whether the CBSA is metropolitan area. Obtained from the Census Core-Based Statistical Area (CBSA) to Federal Information Processing Series (FIPS) County Crosswalk Database,
made publicly available for download by the NBER at
https://www.nber.org/research/data/census-core-based-statistical-area-cbsa-federal-information-processing-series-fips-county-crosswalk

Column 10.- NumberOfBusinesses: The total number of business establishments in the Zip code. Obtained from the 2007 Economic Census.

Column 11.- NumberOfEmployees: The total number of employees for the Zip code. Obtained from the 2007 Economic Census.

Column 12.- Payroll: Total annual payroll for the Zip code in $1000. Obtained from the 2007 Economic Census.

Column 13.- LandArea: Shows the approximate land area of this Zip code (square miles). Obtained from the 2010 Census Zip Code Tabulation Areas (ZCTAs) geographic information.

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The ASCII file "homedepot_stores_2008_gauss.asc" contains location information for Home Depot stores in March, 2008. Store addresses are a matter of public record, and this data set was compiled
by the author using publicly available information from store directories, containing the address of each existing store in the contiguous United States in March, 2008. The information was

obtained from the store directory available to the public on Home Depot's website: https://www.homedepot.com/l/storeDirectory
Separate Google Map searches were made to corroborate each entry in the directory.

The file contains 1,900 rows and 3 columns. Each row corresponds to an existing store in March, 2008. The columns include the following attributes for each store.

COLUMNS:

Column 1.- ZipCode: The Zip code that corresponds to the store.

Columns 2 and 3.- HomDepotStoreLatitude (column 2) and HomeDepotStoreLongitude (column 3): Latitude and longitude, obtained from the store address, using Google Maps.

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The ASCII file "lowes_stores_2008_gauss.asc" contains location information for Lowe's stores in March, 2008. Store addresses are a matter of public record, and this data set was compiled by the author using publicly available information from store directories, containing the address of each existing store in the contiguous United States in March, 2008. The information was obtained from the store directory available to the public on Lowe's website: https://www.lowes.com/Lowes-Stores
Separate Google Map searches were made to corroborate each entry in the directory.

The file contains 1,484 rows and 3 columns. Each row corresponds to an existing store in March, 2008. The columns include the following attributes for each store.

COLUMNS:

Column 1.- ZipCode: The Zip code that corresponds to the store.

Columns 2 and 3.- LowesStoreLatitude (column 2) and LowesStoreLongitude (column 3): Latitude and longitude, obtained from the store address, using Google Maps.

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The ASCII file "distribution_centers_homedepot.asc" contains location information for Home Depot regional distribution centers in March, 2008. There were a total of 19 distribution centers and their
addresses are a matter of public record. This data set was compiled by the author using publicly available information from the internet; specifically, the location of the 19 distribution centers was made publicly available on Home Depot's website, at https://careers.homedepot.com/career-areas/warehouse-jobs/ Separate Google Map searches were made to corroborate each entry.

The file contains 19 rows and 3 columns. Each row corresponds to an existing distribution center in March, 2008. The columns include the following attributes for each store.

COLUMNS:

Column 1.- ZipCode: The Zip code that corresponds to the distribution center.

Columns 2 and 3.- HomeDepotRdcLatitude (column 2) and HomeDepotRdcLongitude (column 3): Latitude and longitude, obtained from the distribution center's address, using Google Maps.

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The ASCII file "distribution_centers_lowes.asc" contains location information for Lowe's regional distribution centers in March,

2008. There were a total of 14 distribution centers and their addresses are a matter of public record. This data set was compiled by the author using publicly available information from the internet; specifically, the location of the 19 distribution centers was made publicly available on Lowe's website, at https://corporate.lowes.com/who-we-are/our-locations Separate Google Map searches were made to corroborate each entry.

The file contains 14 rows and 3 columns. Each row corresponds to an existing distribution center in March, 2008. The columns include the following attributes for each store.

COLUMNS:

Column 1.- ZipCode: The Zip code that corresponds to the distribution center.

Columns 2 and 3.- LowesRdcLatitude (column 2) and LowesRdcLongitude (column 3): Latitude and longitude, obtained from the distribution center's address, using Google Maps.