This replication dataset has three parts:

1. Provider Data: this is full sample of REA annual statistics from 1938 to 1944. The codebook of this data is:

system—code of REA system, which is unique for each system;

year—year of observations

state—name of system’s incorporation state

st\_fips—FIPS code of incorporation state

county—name of system’s incorporation county

ct\_fips—FIPS code of incorporation county

city—name of system’s incorporation town

latitude—latitude of system’s incorporation town

longitude—longitude of system’s incorporation town

op\_me—cumulative energized miles up to 12.31 of year t

allo\_all—total amount of REA loans allotment ($)

op\_ccn—cumulative connected customers up to 12.31 of year t (person)

kwh\_per\_cc1—annual electricity bills per residual customer (killometer-hours/person)

rev\_per\_cc1—annual operation revenue per mile ($/mile)

dist\_tolargecity—distance to city whose population is larger than 20,000 in 1940 (miles)

dist\_transline—distance to electricity transmission line in 1940 (miles)

T—take value of 1 for eventually treated system and 0 for never treated system

First—take value of 1 for initial treatment year and 0 for other years and never treated system

Post—take value of 1 for subsequent years of initial treatment year and 0 for other years and never treated system

ShowTime—cumulative count of times of seeing the roadshow (exposure multiplicity)

FirstDate—date of initial treatment, which uniquely corresponds to a roadshow stop

NarrowControl—take value of 1 for never treated system (i.e. T=0) proximal to a treated system and 0 for other control system. It takes missing value for treated system (i.e. T=1).

TourState—take value of 1 if the system’s incorporation state is visited by the Roadshow

TVA\_sys—take value of 1 if the system is also sponsored by TVA program

Noop\_sys—take value of 1 if the system has been consistently operating during sample periods

always\_treat—take value of 1 if the system enters the dataset and is treated in the same year

matched—take value of 1 if the system is selected by our PSM methods

regsample\_full—used for replicating our regression results using full sample (note: take value of 0 if the system is dropped using our selection criteria in the paper)

regsample\_psm—used for replicating our regression results using PSM sample

1. County Data: this data is from Haines et al. (2018). The codebook of this data is:

year—year of observations

state—name of state

st\_fips—FIPS code state

county—name of county

ct\_fips—FIPS code of county, can be used to match county covariates with our provider data

pfarm—percentage of farm people in total population (use 1930 data for 1938-1939 and 1940 data for 1940-1944)

pvcl—ratio of crop value to value of livestock (use 1929 data for 1938 and 1939 data for 1939-1944)

farmsize—average farm size (acres) (use 1935 data for 1938-1939 and 1940 data for 1940-1944)

pwhite—the percentage of white people (use 1935 data for 1938-1939 and 1940 data for 1940-1944)

*Note: if one matches this data with provider data using ct\_fips as key variables, they can replicate our results by restricting the sample to regsample\_full or regsample\_psm, respectively.*

1. Roadshow Data: this is the final list of Roadshow stop scrapped from Newspaper.com. We provide this data in case of anyone is interested to explore more story of this Roadshow and replicate the timeline and trajectory of roadshow. The codebook of this data is:

wave—wave of the roadshow stop (1: trial run 1938.10-1938.12; 2: second wave 1939.7-1940.5; 3: third wave 1940.5-1940.12; 4: fourth wave 1941.4-1941.12)

date—specific date of roadshow stop (note: each roadshow lasts for two days, we only indicate the start date)

state—state name of roadshow stop

county—county name of roadshow stop

city—town name of roadshow stop

latitude—latitude of the town of roadshow stop

longitude—longitude of the town of roadshow stop

sponsored\_rea—the local REA system that organized/sponsored the show

attendance—which county (system)’s farmers are welcomed

st\_fips—FIPS code of roadshow stop state

ct\_fips—FIPS code of roadshow stop county