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Midwesterners Extroverted, Conscientious, Agreeable



Author Richard Florida looks at America's "psycho geography" and says personality types tend to cluster—and that understanding those clusters can help us understand the economies and futures of different regions.

Greater Chicago is a center for extroverts and also a leading center for sales professionals. The Midwest, long a center for the manufacturing industry, has a prevalence of conscientious types who work well in a structured, rule-driven environment.

See the rest of the maps [here](#) and laugh at the NY cluster of neurotics. [[Boston Globe](#)]