Supplemental materials to: “Smaller is better: Associations between personality and demographics are improved by examining narrower traits and regions”

Author names have been removed for review.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
<th>Median</th>
<th>Min.</th>
<th>Max.</th>
<th>Skew</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant age in years (1)</td>
<td>28.86</td>
<td>11.26</td>
<td>25.00</td>
<td>18.00</td>
<td>90.00</td>
<td>1.39</td>
<td>.04</td>
</tr>
<tr>
<td>Participant age in years (10)</td>
<td>27.82</td>
<td>10.57</td>
<td>24.00</td>
<td>18.00</td>
<td>89.00</td>
<td>1.58</td>
<td>.05</td>
</tr>
<tr>
<td>Participant education (1)</td>
<td>3.88</td>
<td>1.46</td>
<td>3.00</td>
<td>1.00</td>
<td>7.00</td>
<td>.89</td>
<td>.01</td>
</tr>
<tr>
<td>Participant education (10)</td>
<td>3.83</td>
<td>1.42</td>
<td>3.00</td>
<td>1.00</td>
<td>7.00</td>
<td>.99</td>
<td>.01</td>
</tr>
<tr>
<td>Participant gender; m=1, f=2 (1)</td>
<td>1.65</td>
<td>.48</td>
<td>2.00</td>
<td>1.00</td>
<td>2.00</td>
<td>.61</td>
<td>.00</td>
</tr>
<tr>
<td>Participant gender; m=1, f=2 (10)</td>
<td>1.65</td>
<td>.48</td>
<td>2.00</td>
<td>1.00</td>
<td>2.00</td>
<td>.61</td>
<td>.00</td>
</tr>
<tr>
<td>Participant parents’ education (1)</td>
<td>3.81</td>
<td>1.75</td>
<td>4.00</td>
<td>1.00</td>
<td>7.00</td>
<td>.14</td>
<td>.01</td>
</tr>
<tr>
<td>Participant parents’ education (10)</td>
<td>3.87</td>
<td>1.77</td>
<td>4.00</td>
<td>1.00</td>
<td>7.00</td>
<td>.09</td>
<td>.01</td>
</tr>
<tr>
<td>Participant percent minority (1)</td>
<td>.27</td>
<td>.44</td>
<td>.00</td>
<td>.00</td>
<td>1.00</td>
<td>1.04</td>
<td>.00</td>
</tr>
<tr>
<td>Participant percent minority (10)</td>
<td>.30</td>
<td>.46</td>
<td>.00</td>
<td>.00</td>
<td>1.00</td>
<td>.85</td>
<td>.00</td>
</tr>
<tr>
<td>ZIP Code ethnic diversity (1)</td>
<td>.32</td>
<td>.19</td>
<td>.31</td>
<td>.00</td>
<td>1.00</td>
<td>.22</td>
<td>.00</td>
</tr>
<tr>
<td>ZIP Code ethnic diversity (10)</td>
<td>.36</td>
<td>.17</td>
<td>.37</td>
<td>.02</td>
<td>.77</td>
<td>.04</td>
<td>.00</td>
</tr>
<tr>
<td>ZIP Code income disparity (1)</td>
<td>.44</td>
<td>.06</td>
<td>.43</td>
<td>.02</td>
<td>.71</td>
<td>.58</td>
<td>.00</td>
</tr>
<tr>
<td>ZIP Code income disparity (10)</td>
<td>.45</td>
<td>.06</td>
<td>.44</td>
<td>.26</td>
<td>.65</td>
<td>.69</td>
<td>.00</td>
</tr>
<tr>
<td>ZIP Code median income (1)</td>
<td>58575.27</td>
<td>24356.26</td>
<td>53094.00</td>
<td>2499.00</td>
<td>228487.00</td>
<td>1.43</td>
<td>88.59</td>
</tr>
<tr>
<td>ZIP Code median income (10)</td>
<td>58054.61</td>
<td>23834.13</td>
<td>52611.00</td>
<td>12143.00</td>
<td>216037.00</td>
<td>1.39</td>
<td>119.36</td>
</tr>
<tr>
<td>ZIP Code percent minority (1)</td>
<td>.24</td>
<td>.20</td>
<td>.18</td>
<td>.00</td>
<td>1.00</td>
<td>1.35</td>
<td>.00</td>
</tr>
<tr>
<td>ZIP Code percent minority (10)</td>
<td>.27</td>
<td>.19</td>
<td>.22</td>
<td>.01</td>
<td>1.00</td>
<td>1.23</td>
<td>.00</td>
</tr>
<tr>
<td>ZIP Code population (1)</td>
<td>30669.64</td>
<td>18604.57</td>
<td>28830.50</td>
<td>.00</td>
<td>113916.00</td>
<td>.77</td>
<td>67.61</td>
</tr>
<tr>
<td>ZIP Code population (10)</td>
<td>39058.65</td>
<td>17674.55</td>
<td>37129.00</td>
<td>160.00</td>
<td>113916.00</td>
<td>.86</td>
<td>88.50</td>
</tr>
<tr>
<td>ZIP Code population density (1)</td>
<td>4649.74</td>
<td>11189.49</td>
<td>1752.83</td>
<td>.00</td>
<td>153181.82</td>
<td>6.37</td>
<td>40.66</td>
</tr>
<tr>
<td>ZIP Code population density (10)</td>
<td>6558.53</td>
<td>14368.63</td>
<td>2517.43</td>
<td>12.58</td>
<td>143761.15</td>
<td>5.05</td>
<td>71.95</td>
</tr>
</tbody>
</table>

Table 1: Descriptive statistics of participant and ZIP Code variables, with a minimum requirement of one participant per ZIP Code (1) or ten participants per ZIP Code (10). For education, 1= “Less than 12 years” and 7= “Graduate or professional school degree,” with each more advanced education category approximating two additional years of schooling.
<table>
<thead>
<tr>
<th>Variable</th>
<th>Min.=5</th>
<th>Min.=10</th>
<th>Min.=15</th>
<th>Min.=20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Openness</td>
<td>.04</td>
<td>.04</td>
<td>.04</td>
<td>.04</td>
</tr>
<tr>
<td>O1: Imagination</td>
<td>.01</td>
<td>.02</td>
<td>.02</td>
<td>.02</td>
</tr>
<tr>
<td>O2: Artistic Interests</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.00</td>
</tr>
<tr>
<td>O3: Emotionality</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>O4: Adventurousness</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.02</td>
</tr>
<tr>
<td>O5: Intellect</td>
<td>.04</td>
<td>.04</td>
<td>.04</td>
<td>.05</td>
</tr>
<tr>
<td>O6: Liberalism</td>
<td>.06</td>
<td>.07</td>
<td>.08</td>
<td>.08</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>.03</td>
<td>.02</td>
<td>.03</td>
<td>.03</td>
</tr>
<tr>
<td>C1: Self-efficacy</td>
<td>.01</td>
<td>.01</td>
<td>.00</td>
<td>.00</td>
</tr>
<tr>
<td>C2: Orderliness</td>
<td>.02</td>
<td>.02</td>
<td>.02</td>
<td>.02</td>
</tr>
<tr>
<td>C3: Dutifulness</td>
<td>.02</td>
<td>.02</td>
<td>.02</td>
<td>.02</td>
</tr>
<tr>
<td>C4: Achievement-striving</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>C5: Self-discipline</td>
<td>.03</td>
<td>.03</td>
<td>.03</td>
<td>.03</td>
</tr>
<tr>
<td>C6: Cautiousness</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>Extraversion</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>E1: Friendliness</td>
<td>.02</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>E2: Gregariousness</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.02</td>
</tr>
<tr>
<td>E3: Assertiveness</td>
<td>.01</td>
<td>.00</td>
<td>.00</td>
<td>.01</td>
</tr>
<tr>
<td>E4: Activity level</td>
<td>.00</td>
<td>.00</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>E5: Excitement-seeking</td>
<td>.00</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>E6: Cheerfulness</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>.02</td>
<td>.01</td>
<td>.01</td>
<td>.02</td>
</tr>
<tr>
<td>A1: Trust</td>
<td>.01</td>
<td>.02</td>
<td>.02</td>
<td>.01</td>
</tr>
<tr>
<td>A2: Morality</td>
<td>.02</td>
<td>.02</td>
<td>.02</td>
<td>.02</td>
</tr>
<tr>
<td>A3: Altruism</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>A4: Cooperation</td>
<td>.00</td>
<td>.00</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>A5: Modesty</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>A6: Sympathy</td>
<td>.00</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>Neuroticism</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>N1: Anxiety</td>
<td>.01</td>
<td>.01</td>
<td>.00</td>
<td>.01</td>
</tr>
<tr>
<td>N2: Anger</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>N3: Depression</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>N4: Self-consciousness</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>N5: Immoderation</td>
<td>.01</td>
<td>.01</td>
<td>.00</td>
<td>.00</td>
</tr>
<tr>
<td>N6: Vulnerability</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
</tbody>
</table>

Table 2: Individual personality variance accounted for by ZIP Code residence (ICC1) for personality variables, requiring a minimum of five, ten, fifteen, or twenty participants per ZIP Code. Generally, ICC1 values are stable across minimums.
<table>
<thead>
<tr>
<th>Variable</th>
<th>Min.=5</th>
<th>Min.=10</th>
<th>Min.=15</th>
<th>Min.=20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Openness</td>
<td>.31</td>
<td>.44</td>
<td>.54</td>
<td>.61</td>
</tr>
<tr>
<td>O1: Imagination</td>
<td>.09</td>
<td>.19</td>
<td>.28</td>
<td>.35</td>
</tr>
<tr>
<td>O2: Artistic Interests</td>
<td>.06</td>
<td>.07</td>
<td>.09</td>
<td>.08</td>
</tr>
<tr>
<td>O3: Emotionality</td>
<td>.06</td>
<td>.10</td>
<td>.15</td>
<td>.17</td>
</tr>
<tr>
<td>O4: Adventurousness</td>
<td>.03</td>
<td>.11</td>
<td>.14</td>
<td>.21</td>
</tr>
<tr>
<td>O5: Intellect</td>
<td>.29</td>
<td>.40</td>
<td>.50</td>
<td>.59</td>
</tr>
<tr>
<td>O6: Liberalism</td>
<td>.25</td>
<td>.38</td>
<td>.49</td>
<td>.57</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>.24</td>
<td>.32</td>
<td>.41</td>
<td>.48</td>
</tr>
<tr>
<td>C1: Self-efficacy</td>
<td>.07</td>
<td>.07</td>
<td>.06</td>
<td>.02</td>
</tr>
<tr>
<td>C2: Orderliness</td>
<td>.15</td>
<td>.22</td>
<td>.28</td>
<td>.32</td>
</tr>
<tr>
<td>C3: Dutifulness</td>
<td>.09</td>
<td>.14</td>
<td>.19</td>
<td>.25</td>
</tr>
<tr>
<td>C4: Achievement-striving</td>
<td>.08</td>
<td>.10</td>
<td>.11</td>
<td>.13</td>
</tr>
<tr>
<td>C5: Self-discipline</td>
<td>.17</td>
<td>.25</td>
<td>.33</td>
<td>.42</td>
</tr>
<tr>
<td>C6: Cautiousness</td>
<td>.06</td>
<td>.10</td>
<td>.14</td>
<td>.16</td>
</tr>
<tr>
<td>Extraversion</td>
<td>.12</td>
<td>.18</td>
<td>.24</td>
<td>.27</td>
</tr>
<tr>
<td>E1: Friendliness</td>
<td>.12</td>
<td>.15</td>
<td>.20</td>
<td>.23</td>
</tr>
<tr>
<td>E2: Gregariousness</td>
<td>.06</td>
<td>.10</td>
<td>.12</td>
<td>.23</td>
</tr>
<tr>
<td>E3: Assertiveness</td>
<td>.07</td>
<td>.04</td>
<td>.09</td>
<td>.13</td>
</tr>
<tr>
<td>E4: Activity level</td>
<td>.02</td>
<td>.02</td>
<td>.07</td>
<td>.08</td>
</tr>
<tr>
<td>E5: Excitement-seeking</td>
<td>.01</td>
<td>.05</td>
<td>.09</td>
<td>.11</td>
</tr>
<tr>
<td>E6: Cheerfulness</td>
<td>.05</td>
<td>.09</td>
<td>.14</td>
<td>.14</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>.16</td>
<td>.20</td>
<td>.27</td>
<td>.35</td>
</tr>
<tr>
<td>A1: Trust</td>
<td>.06</td>
<td>.13</td>
<td>.19</td>
<td>.17</td>
</tr>
<tr>
<td>A2: Morality</td>
<td>.15</td>
<td>.23</td>
<td>.31</td>
<td>.36</td>
</tr>
<tr>
<td>A3: Altruism</td>
<td>.06</td>
<td>.12</td>
<td>.18</td>
<td>.24</td>
</tr>
<tr>
<td>A4: Cooperation</td>
<td>.02</td>
<td>.02</td>
<td>.09</td>
<td>.13</td>
</tr>
<tr>
<td>A5: Modesty</td>
<td>.09</td>
<td>.11</td>
<td>.19</td>
<td>.22</td>
</tr>
<tr>
<td>A6: Sympathy</td>
<td>.02</td>
<td>.07</td>
<td>.08</td>
<td>.15</td>
</tr>
<tr>
<td>Neuroticism</td>
<td>.12</td>
<td>.16</td>
<td>.20</td>
<td>.27</td>
</tr>
<tr>
<td>N1: Anxiety</td>
<td>.07</td>
<td>.08</td>
<td>.07</td>
<td>.16</td>
</tr>
<tr>
<td>N2: Anger</td>
<td>.04</td>
<td>.08</td>
<td>.16</td>
<td>.18</td>
</tr>
<tr>
<td>N3: Depression</td>
<td>.08</td>
<td>.13</td>
<td>.13</td>
<td>.20</td>
</tr>
<tr>
<td>N4: Self-consciousness</td>
<td>.05</td>
<td>.08</td>
<td>.09</td>
<td>.13</td>
</tr>
<tr>
<td>N5: Immoderation</td>
<td>.04</td>
<td>.05</td>
<td>.05</td>
<td>.03</td>
</tr>
<tr>
<td>N6: Vulnerability</td>
<td>.07</td>
<td>.10</td>
<td>.12</td>
<td>.13</td>
</tr>
</tbody>
</table>

Table 3: Group mean reliability of aggregated ZIP Code scores (ICC2) for personality variables, requiring a minimum of five, ten, fifteen, or twenty participants per ZIP Code. Generally, ICC2 values increase with more participants per ZIP Code.
Supplemental material to: “Smaller is better: Associations between personality and demographics...”

Table 4: Zero-order correlations between ZIP Code demographics (source: the U.S. Census Bureau) and aggregated participant demographics and personality, weighted by the number of participants in each of the 2,074 ZIP Codes.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population density*</td>
<td>.24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income disparity*</td>
<td>.06</td>
<td>.22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethnic diversity*</td>
<td>.41</td>
<td>-.01</td>
<td>-.17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational attainment</td>
<td>.31</td>
<td>.31</td>
<td>.23</td>
<td>.04</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents’ education</td>
<td>.12</td>
<td>.40</td>
<td>.32</td>
<td>-.20</td>
<td>.48</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average age</td>
<td>.07</td>
<td>-.08</td>
<td>.18</td>
<td>.01</td>
<td>.51</td>
<td>-.04</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender ratio; 1=M, 2=F</td>
<td>-.14</td>
<td>-.16</td>
<td>-.12</td>
<td>-.01</td>
<td>-.28</td>
<td>-.29</td>
<td>-.01</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent minority</td>
<td>.40</td>
<td>.03</td>
<td>-.28</td>
<td>.78</td>
<td>-.03</td>
<td>-.26</td>
<td>.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Openness</td>
<td>.28</td>
<td>.31</td>
<td>.08</td>
<td>.05</td>
<td>.47</td>
<td>.37</td>
<td>-.22</td>
<td>-.13</td>
<td>.01</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>-.17</td>
<td>-.23</td>
<td>-.11</td>
<td>.03</td>
<td>-.20</td>
<td>-.28</td>
<td>.07</td>
<td>.24</td>
<td>.07</td>
<td>-.22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extraversion</td>
<td>-.05</td>
<td>-.07</td>
<td>.03</td>
<td>-.04</td>
<td>-.10</td>
<td>-.01</td>
<td>-.08</td>
<td>.07</td>
<td>-.03</td>
<td>-.01</td>
<td>.15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agreeableness</td>
<td>.21</td>
<td>-.19</td>
<td>-.03</td>
<td>-.08</td>
<td>-.11</td>
<td>-.14</td>
<td>.11</td>
<td>.29</td>
<td>-.06</td>
<td>-.08</td>
<td>.27</td>
<td>.13</td>
<td></td>
</tr>
<tr>
<td>Neuroticism</td>
<td>.02</td>
<td>.07</td>
<td>.00</td>
<td>-.09</td>
<td>-.07</td>
<td>.03</td>
<td>-.16</td>
<td>.12</td>
<td>-.11</td>
<td>.00</td>
<td>-.24</td>
<td>-.24</td>
<td>-.14</td>
</tr>
</tbody>
</table>

*This variable is an estimate from the U.S. Census Bureau.

Table 5: Tests to determine the differences in non-independent correlations. Each test determines if correlation $r_{AB}$ is significantly different than $r_{AC}$, accounting for $r_{BC}$. Variables A are ZIP Code demographic variables. Variables B are the most highly-correlated facet of Conscientiousness, Agreeableness, or Openness with variables A. Variables C are the other facets of that domain. P-values have been Holm-adjusted for the 30 comparisons and rounded to two decimal places. Bolded lines are non-significant differences ($p \geq .05$) and indicate the traits of each facet that are most highly correlated with each demographic variable.
Figure 1: Zero-order correlations between ZIP Code demographics and aggregated participant personality, weighted by the number of participants in each ZIP Code. Color-coded for size and sign of correlation. **Minimum number of participants per ZIP Code = 5.** Across the four minimums (Figures 1-4), there is a similar pattern of correlations. For aggregated participant variables, the absolute value of correlations typically increases as the minimum number of participants increases. This can be easily observed by noticing that, in general, the colors of correlations darken across the four figures.
Figure 2: Zero-order correlations between ZIP Code demographics and aggregated participant personality, weighted by the number of participants in each ZIP Code. Color-coded for size and sign of correlation. **Minimum number of participants per ZIP Code = 10.** Across the four minimums (Figures 1-4), there is a similar pattern of correlations. For aggregated participant variables, the absolute value of correlations typically increases as the minimum number of participants increases. This can be easily observed by noticing that, in general, the colors of correlations darken across the four figures.
Figure 3: Zero-order correlations between ZIP Code demographics and aggregated participant personality, weighted by the number of participants in each ZIP Code. Color-coded for size and sign of correlation. **Minimum number of participants per ZIP Code = 15.** Across the four minimums (Figures 1-4), there is a similar pattern of correlations. For aggregated participant variables, the absolute value of correlations typically increases as the minimum number of participants increases. This can be easily observed by noticing that, in general, the colors of correlations darken across the four figures.
Supplemental material to: “Smaller is better: Associations between personality and demographics...”

Figure 4: Zero-order correlations between ZIP Code demographics and aggregated participant personality, weighted by the number of participants in each ZIP Code. Color-coded for size and sign of correlation. Minimum number of participants per ZIP Code = 20. Across the four minimums (Figures 1-4), there is a similar pattern of correlations. For aggregated participant variables, the absolute value of correlations typically increases as the minimum number of participants increases. This can be easily observed by noticing that, in general, the colors of correlations darken across the four figures.
Figure 5: Correlations (and 95% confidence intervals, unadjusted for multiple comparisons) of ZIP Code population density with aggregated personality (Extraversion and Neuroticism) of participants. Large shapes indicate personality domains, small shapes indicate facets.
Figure 6: Correlations (and 95% confidence intervals, unadjusted for multiple comparisons) of ZIP Code income disparity with aggregated personality (Extraversion and Neuroticism) of participants. Large shapes indicate personality domains, small shapes indicate facets.
Figure 7: Correlations (and 95% confidence intervals, unadjusted for multiple comparisons) of ZIP Code median income with aggregated personality of participants. Large shapes indicate personality domains, small shapes indicate facets.
Figure 8: Correlations (and 95% confidence intervals, unadjusted for multiple comparisons) of ZIP Code ethnic diversity with aggregated personality of participants. Large shapes indicate personality domains, small shapes indicate facets.
Table 6: Regression models accounting for variance in ZIP Code population density: $\beta$ coefficients for personality and relevant demographics. The column “Corr.” lists zero-order correlations with population density. The number of personality items used in a given model is listed. Standard errors are small for all $\beta$ coefficients in all models ($0.02 \leq SE \leq 0.03$); the unadjusted minimum significant $|\beta| = 0.05$ (p < 0.05).
<table>
<thead>
<tr>
<th>Variable</th>
<th>Corr.</th>
<th>Model 1 18 items</th>
<th>Model 2 18 items</th>
<th>Model 3 180 items</th>
<th>Model 4 70 items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empirical personality</td>
<td>.42</td>
<td>.42</td>
<td>.25</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Educational attainment</td>
<td>.31</td>
<td>-</td>
<td>.21</td>
<td>.23</td>
<td>.21</td>
</tr>
<tr>
<td>Parents’ education</td>
<td>.40</td>
<td>-</td>
<td>.18</td>
<td>.20</td>
<td>.18</td>
</tr>
<tr>
<td>Average age</td>
<td>-.08</td>
<td>-</td>
<td>-.20</td>
<td>-.21</td>
<td>-.21</td>
</tr>
<tr>
<td>Gender ratio</td>
<td>-.16</td>
<td>-</td>
<td>.03</td>
<td>.02</td>
<td>.03</td>
</tr>
<tr>
<td>Percent minority</td>
<td>-.18</td>
<td>-</td>
<td>.01</td>
<td>.01</td>
<td>.01</td>
</tr>
<tr>
<td>Openness</td>
<td>.31</td>
<td>-</td>
<td>-</td>
<td>.16</td>
<td>-</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>-.23</td>
<td>-</td>
<td>-</td>
<td>-.07</td>
<td>-</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>-.19</td>
<td>-</td>
<td>-</td>
<td>-.09</td>
<td>-</td>
</tr>
<tr>
<td>O5: Intellect</td>
<td>.28</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>.11</td>
</tr>
<tr>
<td>O6: Liberalism</td>
<td>.30</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>.10</td>
</tr>
<tr>
<td>C2: Orderliness</td>
<td>-.19</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-.02</td>
</tr>
<tr>
<td>C3: Dutifulness</td>
<td>-.18</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-.04</td>
</tr>
<tr>
<td>C5: Self-discipline</td>
<td>-.25</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-.07</td>
</tr>
<tr>
<td>A2: Morality</td>
<td>-.19</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-.01</td>
</tr>
<tr>
<td>A5: Modesty</td>
<td>-.18</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-.05</td>
</tr>
<tr>
<td>Multiple R</td>
<td>-</td>
<td>.42</td>
<td>.50</td>
<td>.50</td>
<td>.50</td>
</tr>
<tr>
<td>$R^2$</td>
<td>-</td>
<td>.18</td>
<td>.25</td>
<td>.25</td>
<td>.25</td>
</tr>
</tbody>
</table>

Table 7: Regression models accounting for variance in ZIP Code \textit{income disparity}: $\beta$ coefficients for personality and relevant demographics. The column “Corr.” lists zero-order correlations with income disparity. The number of personality items used in a given model is listed. Standard errors are small for all $\beta$ coefficients in all models (.02 $\leq SE \leq .03$); the unadjusted minimum significant $|\beta| = .05$ (p < .05).