

Chicagoans lauded as outgoing and positive

WHO'S YOUR CITY? | Author says we're people who need people

May 16, 2008

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There's more than a grain of truth to the stereotype of the friendly, outgoing Midwesterner, says a new book on connections between cities and residents' personalities.

In his book, *Who's Your City?*, economic geographer Richard Florida concludes that choosing where to live is the most critical decision a person makes.



Author Richard Florida
(Courtesy)

Using thousands of surveys on happiness and place, Florida writes of geographic clusters about common personality traits.

Chicago has a strong concentration of extroverts, or people who are "outgoing, talkative, gregarious, assertive, enthusiastic and seek excitement," the book says. "They enjoy meeting new people and tend to maintain a fairly stable, positive mood under most circumstances."

Like Minneapolis, Chicago is low in neuroticism, which he defines as being emotionally unstable or more likely to experience anxiety, hostility and depression.

No surprise to Chicagoans: New York City is the epicenter of America's neuroticism.

Florida claims that Chicago is a "good fit for people who are social and outgoing, who like group activities and functions, who play team sports, and like to be around other people."

Chicago is less appealing to those "who constantly need multiple options or enjoy trying new things," the book says.

Other local facts, courtesy of Florida:

- • Chicago is better for men looking for love because single women outnumber men here.
- • It is a magnet for recent grads.
- • Wicker Park's a "hipster haven" neighborhood with "just the right combination of city grit and posh," attracting a relatively affluent crowd "that doesn't want to appear too affluent."

DID BOOK NAIL OUR PERSONALITY?

The Chicago Sun-Times headed to Wicker Park to ask local folks what they think of Florida's take on our town.

"Do I think people in Chicago are more extroverted than New York? No. Do I think there are more neurotics in New York? Yes." **Eric Shaw, sells medical insurance, transplanted New Yorker**

"I don't think that's true. In Los Angeles and New York, everyone's more outgoing. People in Chicago are less likely to go out of their way to talk to someone from out of town." **Steve Schaab, 24, bartender**

"I just moved here from Texas, and to me it seems like it's good for social things." **Szu-Han Ho, 26, film student**

"This city is great. The people are great. No, I don't really know [neurotic people]. I try not to be friends with that kind of person." **Oscar Salas, 34, works at a publicity company**