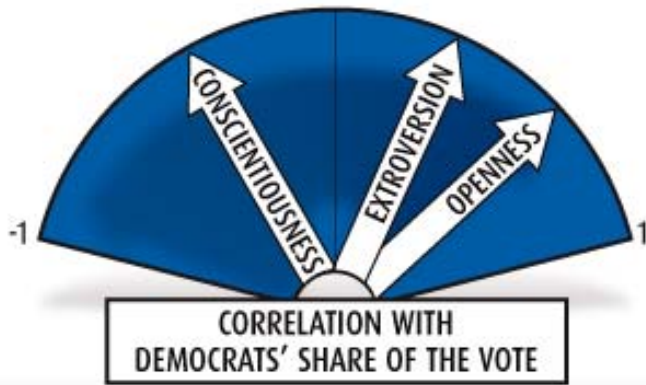


HOW PERSONALITY IS LINKED TO THE WAY PEOPLE VOTE

The proportion of people voting for Democrats or Republicans in different US states can be correlated with personality traits of the people who live there. A positive correlation indicates that the prevalence of the trait rises with the level of support for the party in question

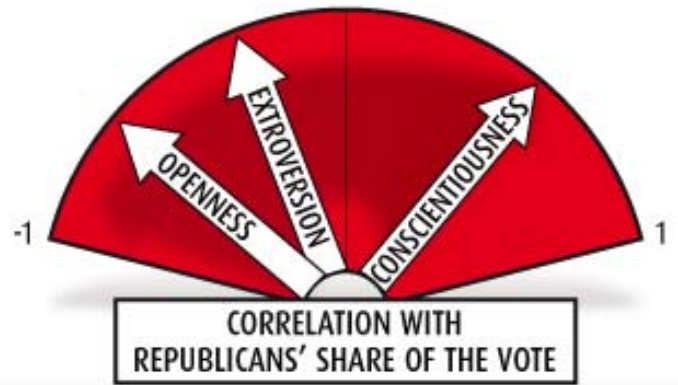


CONSCIENTIOUSNESS

Being organised, self-disciplined and responsible, and likely to follow rules

OPENNESS

Being open to experiences, focusing on change as an opportunity rather than a problem, and thinking about the world as it might be



EXTROVERSION

Being quick to self-disclose, tending to process information out loud and being fond of being seen to be busy