

Materialism and Immorality : More Urban than Rural

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URBANISM, URBANNESS, CITIES, URBAN-RURAL, DEVIANCE, MORALITY, CORRUPTION, GREED, MONEY, LOVE OF MONEY

"With urbanization comes disharmony" The Dalai Lama

The hallmarks of capitalism, industrialization and commercialization, are closely linked with urbanization (e.g., O'Sullivan 2009, Glaeser 2011). It is in the city where capitalism is most full-blown and felt most (Simmel 1903, Okulicz-Kozaryn 2015). Capitalism works best at high density when agglomeration economies are possible (Okulicz-Kozaryn 2015).

City is where rat race and money chase is concentrated. Urbanites tend to work longer (Rosenthal and Strange 2002, 2003, 2008, Snowdon 2015) 'lunch is for wimps' (another quote from the movie Wall Street).

City is where consumption is concentrated (Glaeser et al. 2001, Currid-Halkett et al. 2019, Joye et al. 2020), consumption and in particular luxury or conspicuous consumption is centered in the very center of the city (Rabiei-Dastjerdi et al. 2020), there is commodity fetishism (Pierce and Hankins 2019), indeed city itself is a fetish Okulicz-Kozaryn and Valente (2017). Humans are not inherently and purely selfish, as economists argue, rather selfishness results from commodity fetishism (Marx [1867] 2010), and fetishism is highest in cities. City intensifies conspicuous consumption: urban etiquette, sophistication, manners and finish (White and White 1977, p. 169)

City compounds materialism—one mechanism is built environment—corporate buildings, shops, advertisements—they signal success is wealth and material possessions (Joye et al. 2020). Visual and social comparisons are more likely in urban areas as there are more people and more stimuli there; likewise, use of social media is higher in urban areas (Perrin 2015), and both visual and social comparisons in real life and on social media can make people seek status through money, material possessions, and conspicuous consumption (Taylor and Strutton 2016, Joye et al. 2020).

1 Theory

Already in 1938 Wirth (1938, p. 1) observed that in a city "the pecuniary nexus tends to displace personal relations", and "the urban world puts a premium on visual recognition" (p. 14)—we know that urbanites more extrinsic and focused on success than rural folks (Morrison and Weckroth 2017).

"Personal disorganization, mental breakdown, suicide, delinquency, crime, corruption, and disorder might be expected under these circumstances to be more prevalent in the urban than in the rural community." (Wirth 1938, p. 23)

City intensifies materialism, consumerism, vice, crime, indifference, strangeness, aversion, repulsion, and indeed often results in hatred and conflict (Simmel 1903, Wirth 1938, Thrift 2005, Amin 2006, Veblen 2005, Park 1915, Park et al. [1925] 1984, Tönnies [1887] 2002, White and White 1977, Okulicz-Kozaryn 2015). Urbanism negatively affects quality of nearly all social relationships:

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I thank XXX. All mistakes are mine.

e.g., fear, revulsion, and distrust (Wilson 1985). Cities are consumerist and materialistic—e.g., urbanites try to classify others in terms of visible evidence such as dress (Wilson 1985). Marx observed that humans are alienated under capitalism (Freud et al. 1930, Struhl 2016, Byron 2016, Petrović 1963, Wheeler 2015), and so humans are most alienated in cities, where capitalism is felt most: “urbanism makes alienation tangible” (Vaneigem 1997, p. 127). Urbanism is not only aggressive, but also oppressive (Vaneigem 1997). Some striking examples are seen where urbanism is currently most rife, in China (Yang 2013). Not only industrialization, but also postindustrialization has produced more alienation (Choi 2016). While there is much evidence of urbanism-alienation link, calls for more research (Parker 1978) have been largely unanswered.

City overstimulates human brain Simmel (1903), to the point where it is neurologically unhealthy Lederbogen et al. (2011). Reactions of an urbanite to stimuli are rational/economic, furthestest possible from one true self.

Human density forces differentiation and specialization as already observed by Darwin and Durkheim (Wirth 1938, p. 15). City not only enables, but what is often missed, forces differentiation and specialization, because that's the only way high density can be supported.¹ And humans as most other animals have not evolved to spend about half of their wake time performing repetitive task, it is against human nature **TODO** cite MARX as from rubia lonnie paper: wake in the morning go fishing etc

In sum, the classic sociological urban literature is extremely critical about cities. The authors must admit that we could not fully agree with them saying cities cause deviance, vice etc! but clearly this is what results show strongly!!

2 The Dark Side of Urbanity

Greatest cities are clearly the most competitive, aggressive, and dominant places—think of New York City, Chicago, London, Shanghai, etc. It is no wonder that aggressiveness and city are closely linked as remarked in a classic observation of city life (Burgess 1926, p. 82):

If a metropolite would “get ahead” he usually must become “aggressive,” but aggressiveness on the part of one person or of a group is often an invasion of the status of other persons or groups. Hence social-distance reactions are kept in turmoil.

High density increases aggressiveness in many forms, including violence and crime (Bettencourt et al. 2010, Bettencourt and West 2010, Bettencourt et al. 2007). Also, people toil longer hours in cities (Rosenthal and Strange 2008, 2003, 2002). Other animals suffer at high densities, too. Rats, for instance, become more stressed, aggressive, and kill each other (Calhoun 1962). Some species like ants and bees do thrive at high densities, but human nature is unlike that of bees: by one estimate we're 90% chimp and only 10% bee (Haidt 2012).

Thrift (2005) proposes that misanthropy is a natural condition of cities. And his critique of urbanicity is worth citing in full (Thrift 2005, p. 134):

Cities bring people and things together in manifold combinations. Indeed, that is probably the most basic definition of a city that is possible. But it is not the case that these combinations sit comfortably with one another. Indeed, they often sit very uncomfortably together. Many key urban experiences are the result of juxtapositions which are, in some sense, dysfunctional, which jar and scrape and rend. What do surveys show contemporary urban dwellers are most concerned by in cities? Why crime, noisy neighbors, a whole raft of intrusions by unwelcome others. There is, in other words, a misanthropic thread that runs through the modern city, a distrust and avoidance of precisely the others that many writers feel we ought to be welcoming in a world increasingly premised on the mixing which the city first brought into existence (Thrift 2005, p. 140).

Amin (2006, p. 1011) summarizes well the dark side of urbanicity and is worth quoting as well:

¹Also see Burgess (1926), eg “Introduction.”

Cities are polluted, unhealthy, tiring, overwhelming, confusing, alienating. They are places of low-wage work, insecurity, poor living conditions and dejected isolation for the many at the bottom of the social ladder daily sucked into them. They hum with the fear and anxiety linked to crime, helplessness and the close juxtaposition of strangers. They symbolize the isolation of people trapped in ghettos, segregated areas and distant dormitories, and they express the frustration and ill-temper of those locked into long hours of work

Steve Pile in his colorful writings about cities, for example, often invokes urban folklore characters that prey on humans in cities (e.g., vampires, werewolves, ghosts) (Pile 2005a,b, Pile et al. 1999). It is for a reason that at least in Western thinking there is much antiurbanism and city is referred to as 'labyrinth' 'nightmare, or 'jungle' (Knox and Pinch 2014), or cancer (White and White 1977).

3 Urbanness and Materialism, Immorality/

Most of the earlier cited literature is decades old, mostly theoretical and qualitative—there are no modern quantitative studies on the topic except one.

This study was inspired by Joye et al. (2020), who found that materialism is higher in urban areas.

as per mechanism: Joye et al. (2020)—it is exposure to nature that is the mechanism and there is much more nature in smallest places v everything else than at any other step

And yet is urbanites who often feel more moral or righteous (Haidt 2012)

Clearly, the opposite of large and dense city is nature (wilderness)—the more built environment, the less nature, sure there are parks, and some nature, but in general this holds that the more city, the less nature Okulicz-Kozaryn (2015). As per (Joye et al. 2020), there are three mechanisms that make nature cause less materialism (and by extension cities cause more materialism): 1) again absence of materialism amplifying urban environment, 2) as nature makes people happy, “it provides an antidote to insecurities and worries about meeting one’s psychological and physical needs, known to drive materialism” (Joye et al. 2020, p. 5), 3) nature makes one value self-transcendent values such as altruism, and self-transcendent values are opposite of self-enhancement values to which materialism belongs—“nature exposure might suppress materialistic inclinations by activating self-transcendent values, such as altruism” and “nature decreases extrinsic aspirations (including the desire for wealth) through increased nature relatedness and autonomy” (Joye et al. 2020, p. 5).

Then one may ask what is the relationship between materialism and immorality? It appears positive, materialism is commonly considered immoral. For instance, the Bible states that “For the love of money is a root of all kinds of evil, for which some have strayed from the faith in their greediness, and pierced themselves through with many sorrows.” Timothy 6:10. A Confucius successor saw the root of all evil in selfishness (Hirst 1934, p. 332):

The source of disorder in a State lies in the lack of mutual love.... A thief loves his own family, but because he has not a similar love for the families of others, he proceeds to steal from their homes to add to his own Rulers of States love their own territory, but having no love for other States, they proceed to attack them in order to increase their own possessions. What is the remedy for this state of things? . . . If we were to regard the property of others as we regard our own, who should steal? If we were to have the same regard for the territory and people of another State as we have for our own, who would conduct aggressive warfare? . . . If we were to have the same regard for others as we have for ourselves, who would do anyone an injustice

Benjamin Franklin, who wrote on moral perfection, includes frugality, temperance, and moderation in his list of virtues.²

²“Benjamin Franklin on Moral Perfection”—Practical advice on obtaining a perfectly moral bearing. From his autobiography. https://www.ftrain.com/franklin_improving_self

4 Data and Model

We use the US General Social Survey (GSS) gss.norc.umd.edu cumulative file 1972-2018. The GSS is collected face-to-face and is nationally representative. Since 1994, the GSS is collected every other year (earlier, it was mostly annually).

The biggest challenge is in choice of measures of immorality, dishonesty etc; not there is a standard set of measures. Likewise, there is not an agreed model, or set of predictors. we have found only one study (a master's thesis) that modeled morality using similar variables CITE and the set of predictors was TODO add region or south at least

we followed 3 DV from master thesis and in addition identified 5 more for a total of 8

GSS lists many morality measures: PUNSIN, BLKWHITE, ROTAPPLE, PERMORAL, GODRIGHT, SOCRIGHT, PERRIGHT, LESSPAIN. But we do not use several because morality is confounded with religiosity: PUNSIN "r agrees that sinners must be punished," GODRIGHT "god's laws should decide right and wrong," PERRIGHT "conscience should decide right and wrong." And also, we do not use another two as they may confound with secularism: SOCRIGHT "society's laws should decide right and wrong," LESSPAIN "feel deep sense of resp for reducing pain"

Table 1: Variable definitions.

| name | description |
|--|--|
| materialism | |
| next to health, money is most important | "Now I'm going to read you several more statements. Some people agree with a statement, others disagree. As I read each one, tell me whether you more or less agree with it, or more or less disagree." "A. Next to health, money is the most important thing in life" 0='disagree', 1='agree' |
| no right and wrong ways to make money | "Now I'm going to read you several more statements. Some people agree with a statement, others disagree. As I read each one, tell me whether you more or less agree with it, or more or less disagree." "C. To make money, there are no right and wrong ways any more, only easy and hard ways" 0='disagree', 1='agree' |
| hrs money: more and more | "Think of the number of hours you work and the money you earn in your main job, including any regular overtime. If you had only one of these three choices, which of the following would you prefer?" 1='Work longer hours and earn more money', 0='Work the same number of hours and earn the same money' OR 'Work fewer hours and earn less money' |
| job just a way of earning money, no more | "Thinking of work in general, please circle one number for each statement below to show how much you agree or disagree with each." "A. A job is just a way of earning money - no more" 1='disagree strongly' to 5='agree strongly' |
| immorality | |
| honest least desirable | "A. Which three qualities listed on this card would you say are the most desirable for a child to have? B. Which one of these three is the most desirable of all? C. All of the qualities listed on this card may be desirable, but could you tell me which three you consider least important? D. And which one of these three is least important of all?" "3. That he is honest" 1='1 most desirable' to 5='1 least desirable' |
| r agrees that morality a personal matter | "Please consider the following statements and tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each statement." "D. Morality is a personal matter and society should not force everyone to follow one standard" 1='disagree strongly' to 4='agree strongly' |
| r disagrees immoral person corrupts society | "Please consider the following statements and tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each statement" "C. Immoral actions by one person can corrupt society in general." 1='agree strongly' to 4='disagree strongly' |
| r agrees right/wrong not black/white, but grey | "Please consider the following statements and tell me whether you agree strongly, agree somewhat, disagree somewhat or disagree strongly with each statement." "B. Right and wrong are not usually a simple matter of black and white; there are many shades of gray" 1='disagree strongly' to 4='agree strongly' |

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and these of immorality: so there are these measures of materialism:

TODO put hline List of all variables is in ??, the first panel shows our outcome vairables, measures of measures of impmorality/dishonesty, the control variables are in the second panel. Urbanicity is measured as:

There are multiple corrlates of immorality/dishonesty: age, religiosity, political orientation, and social class (e.g., Clerke et al. 2018). Notably higher social class predicts unethical behavior (Piff et al. 2012). And higher social class is likely to be more urban than rural, and hence urbanicity and social sclass may confound.

5 Results

so the results show for honest anomia1 and anomia3 that largest cities are the worst; not so for other measures, but all other measures are mostly higher in non-rural areas; therefore the conclusion is that while there is some indication that the largest places are the worst; overall conclusion is that in general urban v rural are worse; that makes sense as per Joye et al. (2020)–it is exposure to nature that is the meachinism and there is much more nature in smallest places v everything else than at any other step

note that for all measures except one–do say which one! it is positive and significant for some urban areas at least in earlier specs; for no measure it is ever negative and significant

| | a1 | a2a | a2b | a3 | a4 | a5 |
|--|---------|---------|---------|---------|---------|---------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | -0.04 | -0.02 | -0.05 | -0.03 | -0.03 | -0.00 |
| 2.5-10k | -0.02 | -0.02 | -0.01 | -0.02 | 0.01 | 0.05 |
| 10-50k | 0.03 | 0.04 | 0.04 | 0.04 | 0.04 | -0.01 |
| uninc med | -0.08+ | -0.09+ | -0.07 | -0.08+ | -0.06 | -0.07 |
| uninc lrg | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.01 |
| med sub | 0.02 | -0.00 | 0.03 | -0.01 | 0.01 | 0.02 |
| lrg sub | 0.08* | 0.09* | 0.07+ | 0.08* | 0.06 | 0.03 |
| 50-250k | 0.04 | 0.07 | 0.04 | 0.07 | 0.07 | 0.09 |
| gt 250k | 0.16*** | 0.19*** | 0.16*** | 0.18*** | 0.16** | 0.14* |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.05 | -0.01 | 0.06 | 0.01 | -0.09 | -0.05 |
| e. nor. central | -0.04 | -0.08 | -0.03 | -0.06 | -0.16* | -0.10 |
| w. nor. central | -0.10+ | -0.16* | -0.07 | -0.13+ | -0.14 | -0.07 |
| south atlantic | -0.12* | -0.15* | -0.10+ | -0.11+ | -0.22** | -0.13 |
| e. sou. central | -0.09 | -0.11 | -0.08 | -0.09 | -0.19* | -0.08 |
| w. sou. central | -0.01 | -0.03 | 0.01 | -0.01 | -0.08 | -0.04 |
| mountain | -0.02 | -0.05 | -0.01 | -0.04 | -0.11 | -0.05 |
| pacific | -0.01 | -0.02 | -0.01 | -0.01 | -0.12 | -0.09 |
| subjective class identification | | 0.00 | | 0.00 | 0.02 | 0.03 |
| family income in \$1986, millions | | | 0.02 | -0.34 | 0.53 | 0.14 |
| highest year of school completed | | | 0.00 | 0.01* | 0.01 | 0.01+ |
| age | | | | | -0.01** | -0.01* |
| age squared | | | | | 0.00* | 0.00* |
| male | | | | | 0.07** | 0.07* |
| married | | | | | -0.01 | -0.00 |
| number of persons in household | | | | | -0.00 | 0.00 |
| health | | | | | -0.03+ | -0.03+ |
| white | | | | | -0.07 | -0.11+ |
| think of self as liberal or conservative | | | | | | -0.00 |
| how often r attends religious services | | | | | | -0.01 |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.10* |
| jewish | | | | | | 0.11 |
| none | | | | | | 0.09 |
| other | | | | | | 0.17 |
| constant | 2.01*** | 1.99*** | 1.95*** | 1.86*** | 2.41*** | 2.26*** |
| N | 8059 | 6491 | 7483 | 6050 | 3899 | 3032 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 2: honest least desirable

| | b1 | b2a | b2b | b3 | b4 | b5 |
|--|---------|----------|----------|----------|----------|----------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | 0.01 | 0.04 | 0.04 | 0.05 | 0.02 | 0.04 |
| 2.5-10k | 0.06+ | 0.09* | 0.10** | 0.11** | 0.11** | 0.09* |
| 10-50k | 0.07* | 0.07* | 0.09** | 0.09* | 0.07* | 0.07+ |
| uninc med | -0.00 | 0.02 | 0.05 | 0.06+ | 0.07* | 0.10* |
| uninc lrg | 0.00 | 0.02 | 0.08* | 0.08* | 0.08* | 0.07+ |
| med sub | 0.01 | 0.04 | 0.07+ | 0.07+ | 0.08+ | 0.10* |
| lrg sub | 0.04 | 0.06* | 0.12*** | 0.12*** | 0.12*** | 0.12*** |
| 50-250k | 0.05 | 0.07* | 0.09** | 0.10** | 0.09** | 0.09* |
| gt 250k | 0.09*** | 0.12*** | 0.14*** | 0.15*** | 0.11*** | 0.10** |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.03 | 0.03 | 0.04 | 0.05 | 0.06 | 0.05 |
| e. nor. central | -0.03 | -0.03 | -0.03 | -0.02 | -0.02 | -0.00 |
| w. nor. central | -0.05 | -0.06 | -0.07 | -0.08 | -0.07 | -0.05 |
| south atlantic | -0.00 | -0.00 | -0.03 | -0.03 | -0.04 | -0.01 |
| e. sou. central | -0.08+ | -0.09+ | -0.10* | -0.11* | -0.11* | -0.07 |
| w. sou. central | -0.08+ | -0.09* | -0.08+ | -0.09* | -0.06 | -0.02 |
| mountain | -0.09+ | -0.08 | -0.09* | -0.08 | -0.06 | -0.06 |
| pacific | -0.06 | -0.08+ | -0.06 | -0.07 | -0.06 | -0.05 |
| subjective class identification | | -0.04*** | | 0.02+ | 0.02 | 0.03 |
| family income in \$1986, millions | | | -1.48*** | -1.56*** | -1.25*** | -1.08* |
| highest year of school completed | | | -0.04*** | -0.04*** | -0.03*** | -0.03*** |
| age | | | | | 0.00 | 0.00 |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | 0.02 | 0.03 |
| married | | | | | 0.03+ | 0.04+ |
| number of persons in household | | | | | -0.00 | -0.00 |
| health | | | | | -0.02+ | -0.01 |
| white | | | | | -0.23*** | -0.25*** |
| think of self as liberal or conservative | | | | | | 0.00 |
| how often r attends religious services | | | | | | -0.02*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.06* |
| jewish | | | | | | 0.11+ |
| none | | | | | | -0.01 |
| other | | | | | | 0.01 |
| constant | 0.32*** | 0.41*** | 0.76*** | 0.68*** | 0.69*** | 0.64*** |
| N | 4463 | 3694 | 4120 | 3410 | 3395 | 2573 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 3: next to health, money is most important

| | c1 | c2a | c2b | c3 | c4 | c5 |
|--|----------|----------|----------|----------|----------|----------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | -0.03 | 0.03 | -0.01 | 0.04 | 0.05 | 0.06 |
| 2.5-10k | -0.02 | 0.02 | -0.00 | 0.03 | 0.04 | 0.04 |
| 10-50k | 0.05 | 0.07* | 0.06+ | 0.07* | 0.07* | 0.06 |
| uninc med | -0.03 | -0.01 | 0.01 | 0.02 | 0.02 | -0.00 |
| uninc lrg | -0.06+ | -0.02 | 0.01 | 0.03 | 0.03 | 0.01 |
| med sub | -0.07* | -0.02 | -0.02 | 0.01 | 0.02 | 0.00 |
| lrg sub | -0.03 | 0.00 | 0.03 | 0.05+ | 0.04 | 0.02 |
| 50-250k | -0.00 | 0.01 | 0.03 | 0.05 | 0.04 | 0.05 |
| gt 250k | 0.01 | 0.02 | 0.04 | 0.05+ | 0.02 | -0.02 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.02 | -0.05 | -0.01 | -0.04 | -0.04 | -0.01 |
| e. nor. central | -0.06+ | -0.08* | -0.05 | -0.07 | -0.06 | -0.04 |
| w. nor. central | -0.03 | -0.06 | -0.04 | -0.07 | -0.07 | -0.06 |
| south atlantic | -0.03 | -0.05 | -0.05 | -0.07 | -0.08+ | -0.04 |
| e. sou. central | -0.17*** | -0.19*** | -0.18*** | -0.20*** | -0.20*** | -0.15** |
| w. sou. central | -0.09* | -0.09* | -0.08* | -0.08+ | -0.08+ | -0.02 |
| mountain | -0.07 | -0.10* | -0.07 | -0.10+ | -0.08 | -0.04 |
| pacific | -0.12** | -0.15*** | -0.11** | -0.13** | -0.13** | -0.11* |
| subjective class identification | | -0.07*** | | -0.02 | -0.01 | -0.01 |
| family income in \$1986, millions | | | -1.52*** | -1.26*** | -0.96** | -0.83* |
| highest year of school completed | | | -0.03*** | -0.02*** | -0.03*** | -0.03*** |
| age | | | | | -0.00 | -0.01+ |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | 0.06*** | 0.06*** |
| married | | | | | 0.01 | 0.02 |
| number of persons in household | | | | | -0.01 | -0.01 |
| health | | | | | -0.03*** | -0.03** |
| white | | | | | -0.10*** | -0.15*** |
| think of self as liberal or conservative | | | | | | 0.01 |
| how often r attends religious services | | | | | | -0.01*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.09*** |
| jewish | | | | | | 0.13* |
| none | | | | | | 0.04 |
| other | | | | | | 0.03 |
| constant | 0.33*** | 0.47*** | 0.65*** | 0.67*** | 0.96*** | 0.95*** |
| N | 4376 | 3622 | 4049 | 3352 | 3339 | 2534 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 4: no right and wrong ways to make money

| | d1 | d2a | d2b | d3 | d4 | d5 |
|--|---------|---------|---------|---------|----------|----------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | -0.11 | -0.11 | -0.15 | -0.15+ | -0.05 | -0.04 |
| 2.5-10k | -0.07 | -0.07 | -0.07 | -0.07 | -0.09 | -0.07 |
| 10-50k | -0.05 | -0.04 | -0.05 | -0.05 | -0.04 | -0.06 |
| uninc med | -0.08+ | -0.07 | -0.07 | -0.07 | -0.10 | -0.08 |
| uninc lrg | -0.08+ | -0.07 | -0.07 | -0.07 | -0.10+ | -0.10+ |
| med sub | -0.05 | -0.04 | -0.05 | -0.04 | -0.11+ | -0.11+ |
| lrg sub | -0.05 | -0.04 | -0.06 | -0.06 | -0.05 | -0.05 |
| 50-250k | -0.06 | -0.06 | -0.07+ | -0.07+ | -0.09+ | -0.08 |
| gt 250k | 0.01 | 0.01 | 0.01 | 0.02 | -0.01 | -0.03 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.07 | -0.08 | -0.06 | -0.06 | -0.11 | -0.08 |
| e. nor. central | -0.09 | -0.09 | -0.08 | -0.08 | -0.14* | -0.10 |
| w. nor. central | -0.02 | -0.03 | -0.03 | -0.03 | -0.10 | -0.05 |
| south atlantic | -0.08 | -0.08 | -0.08 | -0.08 | -0.14* | -0.08 |
| e. sou. central | -0.10 | -0.11+ | -0.10 | -0.11 | -0.24** | -0.12 |
| w. sou. central | -0.10+ | -0.11+ | -0.12* | -0.12* | -0.20** | -0.10 |
| mountain | -0.08 | -0.08 | -0.08 | -0.08 | -0.17* | -0.13 |
| pacific | -0.00 | -0.01 | -0.00 | -0.00 | -0.09 | -0.09 |
| subjective class identification | | -0.04** | | -0.02 | -0.00 | 0.01 |
| family income in \$1986, millions | | | -0.49 | -0.39 | -0.75 | -0.83 |
| highest year of school completed | | | -0.01** | -0.01** | -0.01 | -0.01+ |
| age | | | | | -0.00 | -0.00 |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | 0.10*** | 0.06* |
| married | | | | | -0.11*** | -0.04 |
| number of persons in household | | | | | -0.01 | -0.01 |
| health | | | | | -0.00 | 0.01 |
| white | | | | | -0.01 | -0.03 |
| think of self as liberal or conservative | | | | | | -0.07*** |
| how often r attends religious services | | | | | | -0.05*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.00 |
| jewish | | | | | | 0.14 |
| none | | | | | | -0.01 |
| other | | | | | | -0.03 |
| buddhism | | | | | | 0.21 |
| hinduism | | | | | | -0.59+ |
| other eastern | | | | | | 0.14 |
| moslem/islam | | | | | | -0.12 |
| orthodox-christian | | | | | | -0.49 |
| christian | | | | | | -0.04 |
| native american | | | | | | 0.41* |
| inter-nondenominational | | | | | | 0.01 |
| constant | 3.10*** | 3.21*** | 3.28*** | 3.30*** | 3.55*** | 3.84*** |
| N | 8269 | 8226 | 7329 | 7305 | 4797 | 4676 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 5: r agrees that morality a personal matter

| | e1 | e2a | e2b | e3 | e4 | e5 |
|--|----------|----------|----------|----------|---------|----------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | 0.08 | 0.08 | 0.05 | 0.05 | 0.14 | 0.18 |
| 2.5-10k | 0.10 | 0.11+ | 0.11+ | 0.11+ | 0.08 | 0.10 |
| 10-50k | 0.13* | 0.12* | 0.09 | 0.08 | 0.10 | 0.09 |
| uninc med | 0.13** | 0.10* | 0.09+ | 0.08 | 0.11 | 0.13+ |
| uninc lrg | 0.15** | 0.13* | 0.11* | 0.10+ | 0.08 | 0.10 |
| med sub | 0.13* | 0.12* | 0.13* | 0.13* | 0.09 | 0.10 |
| lrg sub | 0.17*** | 0.14*** | 0.13** | 0.13** | 0.13* | 0.13* |
| 50-250k | 0.06 | 0.06 | 0.05 | 0.05 | 0.02 | 0.03 |
| gt 250k | 0.11** | 0.11* | 0.12* | 0.12* | 0.11+ | 0.10+ |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.18** | -0.17** | -0.13+ | -0.13* | -0.07 | -0.05 |
| e. nor. central | -0.10 | -0.09 | -0.08 | -0.08 | -0.03 | -0.00 |
| w. nor. central | -0.13+ | -0.12+ | -0.10 | -0.10 | -0.06 | -0.02 |
| south atlantic | -0.22*** | -0.20*** | -0.17** | -0.17** | -0.10 | -0.03 |
| e. sou. central | -0.25*** | -0.23*** | -0.24** | -0.24** | -0.17+ | -0.04 |
| w. sou. central | -0.29*** | -0.29*** | -0.25*** | -0.26*** | -0.22* | -0.13 |
| mountain | -0.12+ | -0.11 | -0.10 | -0.10 | -0.07 | -0.03 |
| pacific | -0.13* | -0.12+ | -0.11 | -0.11+ | -0.03 | -0.05 |
| subjective class identification | | 0.08*** | | 0.02 | 0.02 | 0.03 |
| family income in \$1986, millions | | | 1.38*** | 1.27** | 1.06+ | 0.93+ |
| highest year of school completed | | | 0.02*** | 0.02*** | 0.02*** | 0.02*** |
| age | | | | | 0.01** | 0.02*** |
| age squared | | | | | -0.00** | -0.00** |
| male | | | | | 0.04 | 0.01 |
| married | | | | | -0.11** | -0.06+ |
| number of persons in household | | | | | -0.01 | 0.00 |
| health | | | | | 0.03 | 0.04* |
| white | | | | | 0.10** | 0.09* |
| think of self as liberal or conservative | | | | | | -0.08*** |
| how often r attends religious services | | | | | | -0.04*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.07+ |
| jewish | | | | | | -0.07 |
| none | | | | | | 0.10* |
| other | | | | | | 0.35** |
| buddhism | | | | | | 0.02 |
| hinduism | | | | | | -0.05 |
| other eastern | | | | | | -0.60* |
| moslem/islam | | | | | | -0.26 |
| orthodox-christian | | | | | | 0.10 |
| christian | | | | | | 0.01 |
| native american | | | | | | 0.35 |
| inter-nondenominational | | | | | | -0.15 |
| constant | 2.53*** | 2.34*** | 2.24*** | 2.21*** | 1.72*** | 1.90*** |
| N | 8323 | 8278 | 7361 | 7337 | 4822 | 4702 |
| + 0.10 * 0.05 ** 0.01 *** 0.001; robust std err | | | | | | |

Table 6: r disagrees immoral person corrupts society

| | f1 | f2a | f2b | f3 | f4 | f5 |
|--|---------|----------|----------|----------|----------|----------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | 0.02 | 0.06 | 0.03 | 0.08 | 0.04 | 0.01 |
| 2.5-10k | 0.11* | 0.11+ | 0.11* | 0.11+ | 0.08 | 0.06 |
| 10-50k | 0.03 | 0.05 | 0.07 | 0.07 | 0.04 | 0.03 |
| uninc med | -0.03 | 0.01 | 0.00 | 0.02 | -0.04 | -0.07 |
| uninc lrg | -0.06 | 0.04 | 0.01 | 0.05 | 0.01 | -0.02 |
| med sub | 0.01 | 0.05 | 0.05 | 0.06 | 0.06 | 0.05 |
| lrg sub | 0.01 | 0.07 | 0.07+ | 0.10* | 0.05 | 0.03 |
| 50-250k | 0.04 | 0.08 | 0.06 | 0.08 | 0.02 | 0.00 |
| gt 250k | 0.08* | 0.10* | 0.10** | 0.10* | 0.05 | 0.03 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.05 | 0.10* | 0.04 | 0.08+ | 0.09+ | 0.09 |
| e. nor. central | 0.02 | 0.06 | 0.00 | 0.03 | 0.04 | 0.04 |
| w. nor. central | -0.03 | 0.03 | -0.07 | -0.02 | 0.01 | 0.02 |
| south atlantic | 0.07+ | 0.11* | 0.06 | 0.09+ | 0.07 | 0.09+ |
| e. sou. central | 0.08 | 0.09+ | 0.04 | 0.04 | 0.09 | 0.10 |
| w. sou. central | 0.09* | 0.12* | 0.05 | 0.09+ | 0.06 | 0.06 |
| mountain | -0.02 | -0.01 | -0.05 | -0.04 | -0.00 | -0.01 |
| pacific | 0.02 | 0.06 | 0.00 | 0.04 | 0.05 | 0.07 |
| subjective class identification | | -0.10*** | | -0.05** | -0.05* | -0.06* |
| family income in \$1986, millions | | | -2.34*** | -2.31*** | -1.55*** | -1.56*** |
| highest year of school completed | | | -0.02*** | -0.01** | -0.01** | -0.01** |
| age | | | | | 0.00 | 0.00 |
| age squared | | | | | -0.00 | -0.00 |
| male | | | | | 0.11*** | 0.09*** |
| married | | | | | -0.07** | -0.08** |
| number of persons in household | | | | | -0.01 | -0.01 |
| health | | | | | -0.02 | -0.02 |
| white | | | | | -0.11*** | -0.11*** |
| think of self as liberal or conservative | | | | | | 0.02* |
| how often r attends religious services | | | | | | -0.01 |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.04 |
| jewish | | | | | | 0.20* |
| none | | | | | | -0.01 |
| other | | | | | | -0.03 |
| buddhism | | | | | | 0.08 |
| hinduism | | | | | | -0.17 |
| other eastern | | | | | | -0.17* |
| moslem/islam | | | | | | -0.11 |
| orthodox-christian | | | | | | 0.62*** |
| christian | | | | | | -0.04 |
| native american | | | | | | -0.14+ |
| inter-nondenominational | | | | | | -0.20 |
| constant | 0.26*** | 0.46*** | 0.57*** | 0.58*** | 0.82*** | 0.76*** |
| N | 3495 | 2481 | 3195 | 2309 | 1758 | 1688 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 7: hrsmoney: more and more

| | g1 | g2a | g2b | g3 | g4 | g5 |
|--|----------|----------|----------|----------|----------|----------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | -0.05 | -0.06 | -0.04 | -0.05 | -0.03 | -0.04 |
| 2.5-10k | 0.02 | 0.02 | -0.00 | -0.01 | -0.01 | 0.00 |
| 10-50k | 0.04 | 0.04 | -0.02 | -0.02 | -0.04 | -0.07 |
| uninc med | 0.03 | 0.02 | -0.02 | -0.02 | 0.03 | 0.02 |
| uninc lrg | 0.02 | 0.01 | -0.03 | -0.03 | -0.01 | -0.02 |
| med sub | 0.05 | 0.05 | 0.00 | 0.00 | -0.00 | -0.02 |
| lrg sub | 0.11** | 0.10* | 0.05 | 0.05 | 0.04 | 0.02 |
| 50-250k | 0.07+ | 0.06 | 0.01 | 0.01 | -0.01 | -0.01 |
| gt 250k | 0.10* | 0.09* | 0.03 | 0.03 | -0.00 | -0.04 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.08 | -0.08 | -0.07 | -0.08 | -0.06 | -0.03 |
| e. nor. central | -0.14** | -0.14** | -0.10* | -0.11* | -0.07 | -0.00 |
| w. nor. central | -0.12* | -0.12* | -0.12* | -0.12* | -0.09 | -0.02 |
| south atlantic | -0.27*** | -0.26*** | -0.26*** | -0.27*** | -0.22*** | -0.12+ |
| e. sou. central | -0.36*** | -0.36*** | -0.35*** | -0.36*** | -0.40*** | -0.24** |
| w. sou. central | -0.28*** | -0.28*** | -0.28*** | -0.28*** | -0.31*** | -0.17* |
| mountain | -0.18** | -0.18** | -0.17** | -0.18** | -0.15* | -0.07 |
| pacific | -0.18*** | -0.18*** | -0.16** | -0.17** | -0.16* | -0.15* |
| subjective class identification | | 0.04** | | -0.00 | -0.01 | -0.00 |
| family income in \$1986, millions | | | -0.31 | -0.27 | 0.23 | 0.10 |
| highest year of school completed | | | 0.03*** | 0.03*** | 0.04*** | 0.04*** |
| age | | | | | -0.00 | 0.00 |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | -0.06* | -0.09*** |
| married | | | | | -0.11*** | -0.05 |
| number of persons in household | | | | | -0.01 | -0.00 |
| health | | | | | -0.02 | -0.00 |
| white | | | | | 0.00 | -0.01 |
| think of self as liberal or conservative | | | | | | -0.08*** |
| how often r attends religious services | | | | | | -0.05*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.11*** |
| jewish | | | | | | 0.17* |
| none | | | | | | 0.00 |
| other | | | | | | -0.01 |
| buddhism | | | | | | 0.14 |
| hinduism | | | | | | 0.18 |
| other eastern | | | | | | 0.27 |
| moslem/islam | | | | | | 0.11 |
| orthodox-christian | | | | | | -0.18 |
| christian | | | | | | 0.07 |
| native american | | | | | | -0.03 |
| inter-nondenominational | | | | | | -0.04 |
| constant | 3.31*** | 3.22*** | 2.97*** | 2.98*** | 3.11*** | 3.31*** |
| N | 8311 | 8267 | 7351 | 7327 | 4808 | 4687 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 8: r agrees right/wrong not black/white

| | i1 | i2a | i2b | i3 | i4 | i5 |
|--|---------|----------|----------|----------|----------|----------|
| country | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| lt 2.5k | 0.24* | 0.27* | 0.14 | 0.21+ | 0.37** | 0.29* |
| 2.5-10k | 0.13 | 0.21* | 0.10 | 0.24* | 0.39*** | 0.39** |
| 10-50k | -0.01 | 0.06 | 0.04 | 0.12 | 0.12 | 0.12 |
| uninc med | -0.03 | 0.00 | 0.08 | 0.14 | 0.15 | 0.12 |
| uninc lrg | -0.06 | 0.11 | 0.14+ | 0.25* | 0.28* | 0.27* |
| med sub | 0.02 | 0.13 | 0.11 | 0.22* | 0.29** | 0.25* |
| lrg sub | 0.04 | 0.13 | 0.21** | 0.26** | 0.25* | 0.21* |
| 50-250k | 0.08 | 0.13 | 0.17* | 0.26** | 0.26* | 0.25* |
| gt 250k | 0.17* | 0.21* | 0.26*** | 0.33*** | 0.25* | 0.22* |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.03 | 0.03 | -0.03 | -0.04 | -0.04 | -0.03 |
| e. nor. central | -0.08 | -0.14 | -0.12 | -0.16+ | -0.17+ | -0.14 |
| w. nor. central | -0.19* | -0.17+ | -0.25** | -0.21* | -0.25* | -0.22+ |
| south atlantic | 0.03 | 0.05 | 0.00 | -0.00 | -0.01 | 0.00 |
| e. sou. central | -0.03 | -0.02 | -0.15 | -0.16 | -0.16 | -0.15 |
| w. sou. central | 0.20* | 0.10 | 0.15+ | 0.08 | 0.04 | 0.04 |
| mountain | -0.25** | -0.22* | -0.24** | -0.23* | -0.26* | -0.23+ |
| pacific | -0.13 | -0.16+ | -0.10 | -0.12 | -0.16 | -0.14 |
| subjective class identification | | -0.33*** | | -0.15*** | -0.12** | -0.09* |
| family income in \$1986, millions | | | -4.07*** | -3.39*** | -2.90** | -3.43*** |
| highest year of school completed | | | -0.10*** | -0.10*** | -0.09*** | -0.08*** |
| age | | | | | 0.00 | -0.00 |
| age squared | | | | | -0.00 | 0.00 |
| male | | | | | 0.07+ | 0.07 |
| married | | | | | -0.05 | -0.06 |
| number of persons in household | | | | | 0.02 | 0.03+ |
| health | | | | | -0.04 | -0.03 |
| white | | | | | -0.43*** | -0.46*** |
| think of self as liberal or conservative | | | | | | 0.01 |
| how often r attends religious services | | | | | | -0.01 |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.03 |
| jewish | | | | | | -0.15 |
| none | | | | | | -0.03 |
| other | | | | | | -0.00 |
| buddhism | | | | | | -0.59*** |
| hinduism | | | | | | -0.28 |
| other eastern | | | | | | -0.04 |
| moslem/islam | | | | | | -0.44 |
| orthodox-christian | | | | | | -0.35 |
| christian | | | | | | 0.01 |
| native american | | | | | | -0.03 |
| inter-nondenominational | | | | | | -0.28 |
| constant | 2.48*** | 3.27*** | 3.83*** | 4.10*** | 4.28*** | 4.19*** |
| N | 5567 | 4040 | 4958 | 3657 | 2781 | 2644 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 9: job is just a way to earn money

TODO: out of 8 χ^2 In sum, X out of X measures indicate at least positive relationship between corruption/wickedness and urbanicity, the sixth measure r agrees that morality a personal matter shows no relationship³

do say in abs and conclusion that in 7/8 measures some evidence of immorality/dishonesty in cities and in 4/8 even in the final most oversaturated model

TODO drop freaking relig and region dummies from reg and say i control for them go again quickly thru dofile

6 Conclusion and Discussion

What the results can mean practically. they shed light on why there is lower trust and happiness in the cities (Gurin et al. 1960, Campbell et al. 1976, Berry and Okulicz-Kozaryn 2011, Okulicz-Kozaryn and Mazelis 2016, Senior 2006, Office for National Statistics 2011, Chatterji 2013, Morrison 2015, Lenzi and Perucca 2016, Morrison 2011, Okulicz-Kozaryn and Valente 2020)—given immoral and unethical nature of cities, no wonder trust is loer in the city—cant't trust urbanites.

Materialism and over-consumption, which are centered in cities, do not lead to happiness, but unhappiness (Dittmar et al. 2014, Kasser 2003, Schmuck et al. 2000, Kasser and Ryan 1993), and consumption creates pollution and climate change (Leonard 2010, Pachauri et al. 2014).

TODO: have separate som-r.tex as opposed to having it below; and in paper say see supplementary material as opposed to see appendix!

³Appendix show results using alternative measure of urbanicity, rank of msa, results are similar but weaker arguably due to lower precision of that measure of urbanicity.

7 Appendix

results using alternative measure of urbanicity, rank of msa, results are similar but weaker arguably due to lower precision of that measure of urbanicity

| | a1 | a2a | a2b | a3 | a4 | a5 |
|---|---------|---------|---------|---------|---------|---------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | 0.01 | 0.03 | 0.01 | 0.02 | 0.03 | 0.03 |
| 13-100 sub | 0.08* | 0.08* | 0.07+ | 0.07 | 0.04 | 0.03 |
| 1-12 sub | 0.09* | 0.11* | 0.08+ | 0.10* | 0.11+ | 0.03 |
| 13-100 msa | 0.06+ | 0.10* | 0.05 | 0.08+ | 0.04 | 0.03 |
| 1-12 msa | 0.28*** | 0.31*** | 0.29*** | 0.31*** | 0.25*** | 0.24*** |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.02 | -0.02 | 0.04 | -0.01 | -0.11 | -0.09 |
| e. nor. central | -0.05 | -0.08 | -0.04 | -0.07 | -0.17* | -0.13 |
| w. nor. central | -0.10+ | -0.15* | -0.08 | -0.13+ | -0.14 | -0.08 |
| south atlantic | -0.12* | -0.14* | -0.11* | -0.11+ | -0.23** | -0.15+ |
| e. sou. central | -0.07 | -0.09 | -0.06 | -0.07 | -0.18* | -0.10 |
| w. sou. central | 0.03 | 0.01 | 0.05 | 0.03 | -0.04 | -0.03 |
| mountain | 0.02 | -0.00 | 0.02 | 0.01 | -0.07 | -0.04 |
| pacific | -0.04 | -0.04 | -0.03 | -0.03 | -0.14+ | -0.12 |
| subjective class identification | | 0.00 | | 0.01 | 0.02 | 0.03 |
| family income in \$1986, millions | | | 0.01 | -0.39 | 0.50 | 0.01 |
| highest year of school completed | | | 0.00 | 0.01* | 0.01 | 0.01+ |
| age | | | | | -0.01** | -0.01* |
| age squared | | | | | 0.00* | 0.00* |
| male | | | | | 0.07** | 0.07* |
| married | | | | | -0.01 | -0.00 |
| number of persons in household | | | | | -0.00 | 0.00 |
| health | | | | | -0.03+ | -0.03 |
| white | | | | | -0.08 | -0.10+ |
| think of self as liberal or conservative | | | | | | -0.01 |
| how often r attends religious services | | | | | | -0.01 |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.10* |
| jewish | | | | | | 0.10 |
| none | | | | | | 0.09 |
| other | | | | | | 0.15 |
| constant | 2.00*** | 1.96*** | 1.94*** | 1.84*** | 2.41*** | 2.28*** |
| N | 8059 | 6491 | 7483 | 6050 | 3899 | 3032 |
| + 0.10 * 0.05 ** 0.01 *** 0.001; robust std err | | | | | | |

Table 10: honest least desirable

| | b1 | b2a | b2b | b3 | b4 | b5 |
|---|---------|----------|----------|----------|----------|----------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | 0.00 | 0.00 | 0.04* | 0.03 | 0.04+ | 0.05+ |
| 13-100 sub | 0.05+ | 0.07* | 0.11*** | 0.11*** | 0.12*** | 0.13*** |
| 1-12 sub | 0.05 | 0.05 | 0.12*** | 0.12*** | 0.12*** | 0.11** |
| 13-100 msa | 0.03 | 0.03 | 0.06* | 0.06* | 0.04 | 0.04 |
| 1-12 msa | 0.14*** | 0.18*** | 0.18*** | 0.20*** | 0.16*** | 0.16*** |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.01 | 0.01 | 0.03 | 0.02 | 0.04 | 0.01 |
| e. nor. central | -0.03 | -0.04 | -0.03 | -0.03 | -0.02 | -0.02 |
| w. nor. central | -0.04 | -0.06 | -0.05 | -0.07 | -0.06 | -0.06 |
| south atlantic | 0.00 | -0.00 | -0.03 | -0.03 | -0.04 | -0.03 |
| e. sou. central | -0.06 | -0.08 | -0.08+ | -0.10* | -0.10* | -0.07 |
| w. sou. central | -0.05 | -0.07 | -0.05 | -0.06 | -0.04 | -0.02 |
| mountain | -0.06 | -0.06 | -0.08+ | -0.07 | -0.06 | -0.06 |
| pacific | -0.08* | -0.10* | -0.07+ | -0.09* | -0.08+ | -0.07 |
| subjective class identification | | -0.04*** | | 0.02+ | 0.02 | 0.02 |
| family income in \$1986, millions | | | -1.60*** | -1.71*** | -1.40*** | -1.26** |
| highest year of school completed | | | -0.04*** | -0.04*** | -0.03*** | -0.03*** |
| age | | | | | 0.00 | 0.00 |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | 0.02 | 0.03+ |
| married | | | | | 0.04* | 0.04+ |
| number of persons in household | | | | | -0.00 | -0.00 |
| health | | | | | -0.02+ | -0.01 |
| white | | | | | -0.21*** | -0.23*** |
| think of self as liberal or conservative | | | | | | 0.00 |
| how often r attends religious services | | | | | | -0.02*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.05* |
| jewish | | | | | | 0.08 |
| none | | | | | | -0.03 |
| other | | | | | | -0.02 |
| constant | 0.33*** | 0.43*** | 0.77*** | 0.71*** | 0.69*** | 0.65*** |
| N | 4463 | 3694 | 4120 | 3410 | 3395 | 2573 |
| + 0.10 * 0.05 ** 0.01 *** 0.001; robust std err | | | | | | |

Table 11: next to health, money is most important

| | c1 | c2a | c2b | c3 | c4 | c5 |
|--|----------|----------|----------|----------|----------|----------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | 0.05** | 0.06** | 0.07*** | 0.07*** | 0.07*** | 0.04+ |
| 13-100 sub | 0.02 | 0.05+ | 0.07** | 0.09** | 0.08** | 0.05+ |
| 1-12 sub | 0.02 | 0.03 | 0.08** | 0.08** | 0.07* | 0.03 |
| 13-100 msa | 0.03 | 0.03 | 0.05* | 0.04+ | 0.03 | 0.01 |
| 1-12 msa | 0.07** | 0.06* | 0.09** | 0.08** | 0.05 | -0.04 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.02 | -0.05 | -0.01 | -0.04 | -0.04 | -0.02 |
| e. nor. central | -0.04 | -0.06 | -0.04 | -0.06 | -0.05 | -0.04 |
| w. nor. central | -0.01 | -0.04 | -0.02 | -0.06 | -0.06 | -0.05 |
| south atlantic | -0.00 | -0.03 | -0.03 | -0.05 | -0.07+ | -0.04 |
| e. sou. central | -0.14*** | -0.16*** | -0.16*** | -0.18*** | -0.19*** | -0.16** |
| w. sou. central | -0.06 | -0.07 | -0.05 | -0.06 | -0.06 | -0.03 |
| mountain | -0.05 | -0.09+ | -0.05 | -0.09+ | -0.08 | -0.05 |
| pacific | -0.11** | -0.13*** | -0.10** | -0.12** | -0.12** | -0.11* |
| subjective class identification | | -0.07*** | | -0.02+ | -0.01 | -0.01 |
| family income in \$1986, millions | | | -1.64*** | -1.39*** | -1.08** | -0.95* |
| highest year of school completed | | | -0.03*** | -0.02*** | -0.03*** | -0.02*** |
| age | | | | | -0.00 | -0.01+ |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | 0.06*** | 0.06*** |
| married | | | | | 0.01 | 0.02 |
| number of persons in household | | | | | -0.01 | -0.01 |
| health | | | | | -0.03*** | -0.03** |
| white | | | | | -0.11*** | -0.16*** |
| think of self as liberal or conservative | | | | | | 0.01 |
| how often r attends religious services | | | | | | -0.01*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.09*** |
| jewish | | | | | | 0.13* |
| none | | | | | | 0.04 |
| other | | | | | | 0.03 |
| constant | 0.26*** | 0.43*** | 0.60*** | 0.64*** | 0.94*** | 0.95*** |
| N | 4376 | 3622 | 4049 | 3352 | 3339 | 2534 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 12: no right and wrong ways to make money

| | d1 | d2a | d2b | d3 | d4 | d5 |
|--|---------|---------|---------|---------|----------|----------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | 0.00 | 0.01 | -0.02 | -0.02 | -0.02 | -0.02 |
| 13-100 sub | -0.02 | -0.00 | -0.03 | -0.03 | -0.02 | -0.03 |
| 1-12 sub | 0.00 | 0.02 | -0.01 | -0.01 | -0.02 | -0.03 |
| 13-100 msa | 0.02 | 0.03 | 0.01 | 0.02 | -0.03 | -0.05 |
| 1-12 msa | 0.06 | 0.07 | 0.04 | 0.04 | 0.04 | 0.01 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.06 | -0.07 | -0.05 | -0.05 | -0.10 | -0.08 |
| e. nor. central | -0.08 | -0.08 | -0.07 | -0.06 | -0.13+ | -0.09 |
| w. nor. central | -0.00 | -0.01 | -0.01 | -0.01 | -0.07 | -0.03 |
| south atlantic | -0.07 | -0.07 | -0.07 | -0.07 | -0.13+ | -0.07 |
| e. sou. central | -0.08 | -0.09 | -0.08 | -0.08 | -0.21* | -0.10 |
| w. sou. central | -0.08 | -0.09 | -0.10+ | -0.11+ | -0.18* | -0.08 |
| mountain | -0.07 | -0.07 | -0.07 | -0.07 | -0.16* | -0.12 |
| pacific | 0.01 | 0.00 | 0.01 | 0.01 | -0.06 | -0.06 |
| subjective class identification | | -0.05** | | -0.02 | -0.00 | 0.01 |
| family income in \$1986, millions | | | -0.50 | -0.39 | -0.74 | -0.81 |
| highest year of school completed | | | -0.01** | -0.01** | -0.01 | -0.01+ |
| age | | | | | -0.01 | -0.00 |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | 0.10*** | 0.06* |
| married | | | | | -0.11*** | -0.04 |
| number of persons in household | | | | | -0.01 | -0.01 |
| health | | | | | -0.00 | 0.01 |
| white | | | | | -0.01 | -0.04 |
| think of self as liberal or conservative | | | | | | -0.07*** |
| how often r attends religious services | | | | | | -0.05*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.00 |
| jewish | | | | | | 0.15 |
| none | | | | | | -0.00 |
| other | | | | | | -0.03 |
| buddhism | | | | | | 0.21 |
| hinduism | | | | | | -0.58+ |
| other eastern | | | | | | 0.15 |
| moslem/islam | | | | | | -0.11 |
| orthodox-christian | | | | | | -0.49 |
| christian | | | | | | -0.04 |
| native american | | | | | | 0.39* |
| inter-nondenominational | | | | | | -0.00 |
| constant | 3.03*** | 3.15*** | 3.23*** | 3.25*** | 3.49*** | 3.81*** |
| N | 8269 | 8226 | 7329 | 7305 | 4797 | 4676 |

+ 0.10 * 0.05 ** 0.01 *** 0.001; robust
std err

Table 13: r agrees that morality a personal matter

| | e1 | e2a | e2b | e3 | e4 | e5 |
|---|----------|----------|----------|----------|---------|----------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | 0.02 | 0.01 | -0.00 | -0.00 | -0.02 | -0.04 |
| 13-100 sub | 0.07 | 0.05 | 0.03 | 0.03 | 0.02 | -0.00 |
| 1-12 sub | 0.13** | 0.10* | 0.08 | 0.07 | 0.10 | 0.07 |
| 13-100 msa | 0.06 | 0.05 | 0.01 | 0.01 | -0.00 | -0.04 |
| 1-12 msa | -0.01 | -0.02 | 0.02 | 0.02 | -0.02 | -0.03 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.16** | -0.15* | -0.11+ | -0.12+ | -0.05 | -0.04 |
| e. nor. central | -0.10 | -0.08 | -0.07 | -0.07 | -0.03 | 0.00 |
| w. nor. central | -0.13+ | -0.12+ | -0.09 | -0.10 | -0.05 | -0.02 |
| south atlantic | -0.21*** | -0.20*** | -0.16** | -0.16** | -0.10 | -0.02 |
| e. sou. central | -0.26*** | -0.25*** | -0.24** | -0.24** | -0.16+ | -0.02 |
| w. sou. central | -0.30*** | -0.29*** | -0.25*** | -0.26*** | -0.22* | -0.13 |
| mountain | -0.10 | -0.09 | -0.08 | -0.08 | -0.04 | -0.00 |
| pacific | -0.13* | -0.11+ | -0.10 | -0.10 | -0.01 | -0.03 |
| subjective class identification | | 0.08*** | | 0.03 | 0.02 | 0.03 |
| family income in \$1986, millions | | | 1.44*** | 1.30** | 1.06+ | 0.95+ |
| highest year of school completed | | | 0.02*** | 0.02*** | 0.02*** | 0.02*** |
| age | | | | | 0.01** | 0.02*** |
| age squared | | | | | -0.00** | -0.00** |
| male | | | | | 0.04 | 0.01 |
| married | | | | | -0.11** | -0.06+ |
| number of persons in household | | | | | -0.01 | -0.00 |
| health | | | | | 0.03 | 0.04* |
| white | | | | | 0.10** | 0.09* |
| think of self as liberal or conservative | | | | | | -0.08*** |
| how often r attends religious services | | | | | | -0.04*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.07* |
| jewish | | | | | | -0.06 |
| none | | | | | | 0.10* |
| other | | | | | | 0.35** |
| buddhism | | | | | | 0.03 |
| hinduism | | | | | | -0.05 |
| other eastern | | | | | | -0.56* |
| moslem/islam | | | | | | -0.24 |
| orthodox-christian | | | | | | 0.09 |
| christian | | | | | | 0.01 |
| native american | | | | | | 0.36 |
| inter-nondenominational | | | | | | -0.15 |
| constant | 2.59*** | 2.39*** | 2.30*** | 2.27*** | 1.79*** | 1.99*** |
| N | 8323 | 8278 | 7361 | 7337 | 4822 | 4702 |
| + 0.10 * 0.05 ** 0.01 *** 0.001; robust std err | | | | | | |

Table 14: r disagrees immoral person corrupts society

| | f1 | f2a | f2b | f3 | f4 | f5 |
|---|---------|----------|----------|----------|----------|----------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | 0.01 | 0.01 | 0.03 | 0.03 | 0.05 | 0.05 |
| 13-100 sub | -0.01 | 0.02 | 0.05 | 0.05 | 0.05 | 0.04 |
| 1-12 sub | -0.02 | 0.03 | 0.06 | 0.08+ | 0.07 | 0.05 |
| 13-100 msa | 0.06+ | 0.07 | 0.08* | 0.07+ | 0.07 | 0.06 |
| 1-12 msa | 0.06 | 0.06 | 0.08* | 0.07 | 0.05 | 0.04 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.06 | 0.11* | 0.05 | 0.09+ | 0.09+ | 0.09+ |
| e. nor. central | 0.03 | 0.07 | 0.02 | 0.05 | 0.05 | 0.05 |
| w. nor. central | -0.01 | 0.05 | -0.05 | 0.01 | 0.03 | 0.03 |
| south atlantic | 0.07+ | 0.12** | 0.07 | 0.10* | 0.07 | 0.09+ |
| e. sou. central | 0.08 | 0.10+ | 0.04 | 0.06 | 0.10 | 0.11+ |
| w. sou. central | 0.11* | 0.13** | 0.07+ | 0.11* | 0.08 | 0.08 |
| mountain | -0.00 | 0.01 | -0.02 | -0.01 | 0.00 | -0.00 |
| pacific | 0.03 | 0.07 | 0.02 | 0.06 | 0.06 | 0.07 |
| subjective class identification | | -0.11*** | | -0.05** | -0.05* | -0.06** |
| family income in \$1986, millions | | | -2.41*** | -2.37*** | -1.58*** | -1.58*** |
| highest year of school completed | | | -0.02*** | -0.01** | -0.01** | -0.01** |
| age | | | | | 0.00 | 0.00 |
| age squared | | | | | -0.00 | -0.00 |
| male | | | | | 0.11*** | 0.10*** |
| married | | | | | -0.07* | -0.08** |
| number of persons in household | | | | | -0.01 | -0.01 |
| health | | | | | -0.02 | -0.02 |
| white | | | | | -0.10*** | -0.11*** |
| think of self as liberal or conservative | | | | | | 0.02* |
| how often r attends religious services | | | | | | -0.01 |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.04 |
| jewish | | | | | | 0.19* |
| none | | | | | | -0.01 |
| other | | | | | | -0.03 |
| buddhism | | | | | | 0.09 |
| hinduism | | | | | | -0.18 |
| other eastern | | | | | | -0.16* |
| moslem/islam | | | | | | -0.11 |
| orthodox-christian | | | | | | 0.59*** |
| christian | | | | | | -0.03 |
| native american | | | | | | -0.11 |
| inter-nondenominational | | | | | | -0.20 |
| constant | 0.27*** | 0.48*** | 0.58*** | 0.59*** | 0.81*** | 0.74*** |
| N | 3495 | 2481 | 3195 | 2309 | 1758 | 1688 |
| + 0.10 * 0.05 ** 0.01 *** 0.001; robust std err | | | | | | |

Table 15: hrsmoney: more and more

| | g1 | g2a | g2b | g3 | g4 | g5 |
|---|----------|----------|----------|----------|----------|----------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | 0.08* | 0.07* | 0.05 | 0.05 | 0.02 | 0.00 |
| 13-100 sub | 0.09* | 0.08* | 0.05 | 0.05 | 0.01 | -0.02 |
| 1-12 sub | 0.18*** | 0.17*** | 0.13** | 0.14** | 0.07 | 0.03 |
| 13-100 msa | 0.18*** | 0.18*** | 0.14** | 0.15*** | 0.08 | 0.04 |
| 1-12 msa | 0.08+ | 0.08+ | 0.03 | 0.03 | -0.06 | -0.11+ |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | -0.06 | -0.06 | -0.06 | -0.07 | -0.05 | -0.02 |
| e. nor. central | -0.13** | -0.13** | -0.10* | -0.11* | -0.08 | -0.01 |
| w. nor. central | -0.10+ | -0.10+ | -0.09 | -0.10+ | -0.09 | -0.03 |
| south atlantic | -0.26*** | -0.26*** | -0.27*** | -0.27*** | -0.24*** | -0.14* |
| e. sou. central | -0.36*** | -0.36*** | -0.35*** | -0.36*** | -0.41*** | -0.25** |
| w. sou. central | -0.28*** | -0.27*** | -0.27*** | -0.28*** | -0.32*** | -0.18* |
| mountain | -0.17** | -0.16** | -0.16** | -0.17** | -0.16* | -0.08 |
| pacific | -0.18*** | -0.18*** | -0.16** | -0.17*** | -0.17* | -0.16* |
| subjective class identification | | 0.04* | | -0.00 | -0.00 | -0.00 |
| family income in \$1986, millions | | | -0.41 | -0.36 | 0.24 | 0.12 |
| highest year of school completed | | | 0.03*** | 0.03*** | 0.04*** | 0.04*** |
| age | | | | | -0.00 | 0.00 |
| age squared | | | | | 0.00 | 0.00 |
| male | | | | | -0.06* | -0.09*** |
| married | | | | | -0.11*** | -0.05 |
| number of persons in household | | | | | -0.01 | -0.00 |
| health | | | | | -0.02 | -0.00 |
| white | | | | | 0.00 | -0.01 |
| think of self as liberal or conservative | | | | | | -0.08*** |
| how often r attends religious services | | | | | | -0.05*** |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.11*** |
| jewish | | | | | | 0.19** |
| none | | | | | | -0.00 |
| other | | | | | | -0.01 |
| buddhism | | | | | | 0.12 |
| hinduism | | | | | | 0.16 |
| other eastern | | | | | | 0.27 |
| moslem/islam | | | | | | 0.11 |
| orthodox-christian | | | | | | -0.17 |
| christian | | | | | | 0.07 |
| native american | | | | | | 0.01 |
| inter-nondenominational | | | | | | -0.04 |
| constant | 3.27*** | 3.18*** | 2.93*** | 2.93*** | 3.09*** | 3.31*** |
| N | 8311 | 8267 | 7351 | 7327 | 4808 | 4687 |
| + 0.10 * 0.05 ** 0.01 *** 0.001; robust std err | | | | | | |

Table 16: r agrees right/wrong not black/white

| | i1 | i2a | i2b | i3 | i4 | i5 |
|---|---------|----------|----------|----------|----------|----------|
| small rur | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| small urb | -0.11* | -0.16** | 0.00 | -0.04 | -0.09 | -0.09 |
| 13-100 sub | -0.15* | -0.17* | 0.06 | 0.01 | -0.09 | -0.10 |
| 1-12 sub | -0.04 | -0.06 | 0.22** | 0.15+ | 0.02 | 0.01 |
| 13-100 msa | -0.04 | -0.05 | 0.12+ | 0.13+ | -0.06 | -0.06 |
| 1-12 msa | 0.14+ | 0.05 | 0.24** | 0.19* | -0.03 | -0.03 |
| new england | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| middle atlantic | 0.02 | 0.04 | -0.02 | -0.01 | -0.02 | -0.01 |
| e. nor. central | -0.06 | -0.12 | -0.09 | -0.13 | -0.16+ | -0.14 |
| w. nor. central | -0.16+ | -0.15 | -0.20* | -0.17+ | -0.23* | -0.20+ |
| south atlantic | 0.04 | 0.07 | 0.04 | 0.03 | 0.01 | 0.02 |
| e. sou. central | 0.01 | -0.01 | -0.11 | -0.13 | -0.16 | -0.15 |
| w. sou. central | 0.21* | 0.11 | 0.18* | 0.11 | 0.04 | 0.04 |
| mountain | -0.19* | -0.18+ | -0.19* | -0.18+ | -0.24* | -0.21+ |
| pacific | -0.09 | -0.14 | -0.06 | -0.09 | -0.13 | -0.11 |
| subjective class identification | | -0.33*** | | -0.15*** | -0.12** | -0.09* |
| family income in \$1986, millions | | | -4.20*** | -3.46*** | -2.99*** | -3.53*** |
| highest year of school completed | | | -0.10*** | -0.10*** | -0.09*** | -0.08*** |
| age | | | | | 0.00 | -0.00 |
| age squared | | | | | -0.00 | 0.00 |
| male | | | | | 0.07+ | 0.07 |
| married | | | | | -0.05 | -0.06 |
| number of persons in household | | | | | 0.02 | 0.03 |
| health | | | | | -0.03 | -0.03 |
| white | | | | | -0.43*** | -0.46*** |
| think of self as liberal or conservative | | | | | | 0.01 |
| how often r attends religious services | | | | | | -0.01 |
| protestant | | | | | | 0.00 |
| catholic | | | | | | 0.04 |
| jewish | | | | | | -0.15 |
| none | | | | | | -0.03 |
| other | | | | | | 0.01 |
| buddhism | | | | | | -0.57** |
| hinduism | | | | | | -0.32 |
| other eastern | | | | | | -0.14 |
| moslem/islam | | | | | | -0.43 |
| orthodox-christian | | | | | | -0.33 |
| christian | | | | | | -0.02 |
| native american | | | | | | -0.31* |
| inter-nondenominational | | | | | | -0.27 |
| constant | 2.59*** | 3.48*** | 3.87*** | 4.25*** | 4.56*** | 4.44*** |
| N | 5567 | 4040 | 4958 | 3657 | 2781 | 2644 |
| + 0.10 * 0.05 ** 0.01 *** 0.001; robust std err | | | | | | |

Table 17: job is just a way to earn money

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