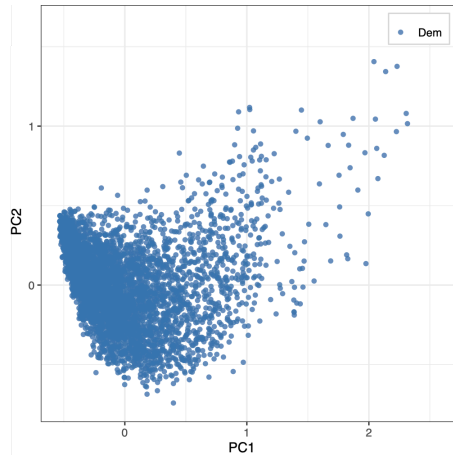


S4. Applying MCA to Single Groups as Comparisons

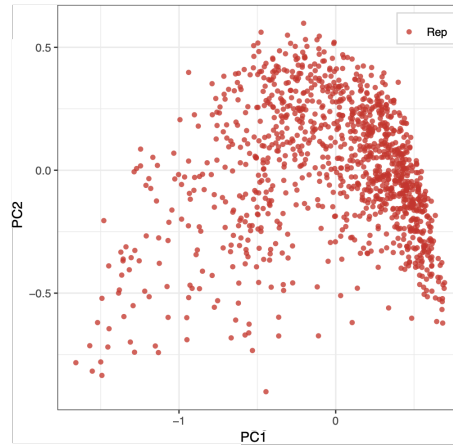
Below, we individually apply MCA to Democrats, Republicans, Labours, and Conservatives and provide data-point coordinates and category loadings of PC1 of each result.

S4.1. Democrats and Republicans

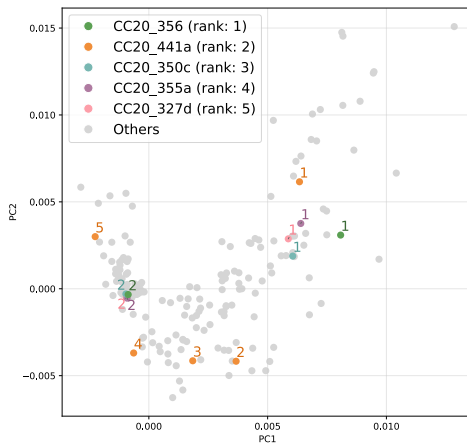
When only looking at the data-point coordinates ([Fig 16a](#) and b), we cannot see strongly distinct pattern differences from Fig. 2a and b (as mentioned in **Introduction**). However, the category loadings ([Fig 16c](#) and d) show the differences in the top-5 most influential variables derived by MCA and cMCA.



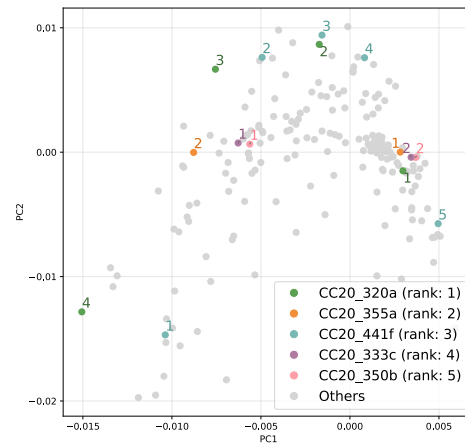
(a) Data-point coordinates of Democrats only



(b) Data-point coordinates of Republicans only

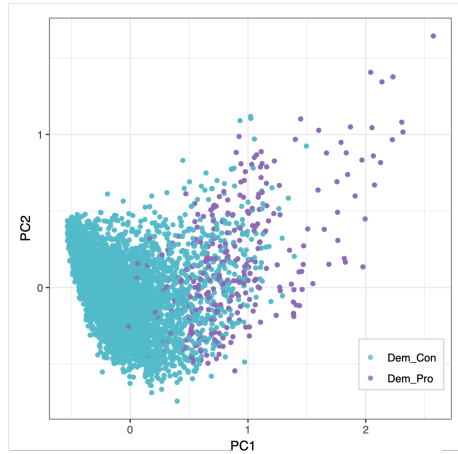


(c) Category loadings (PC1) of Democrats only

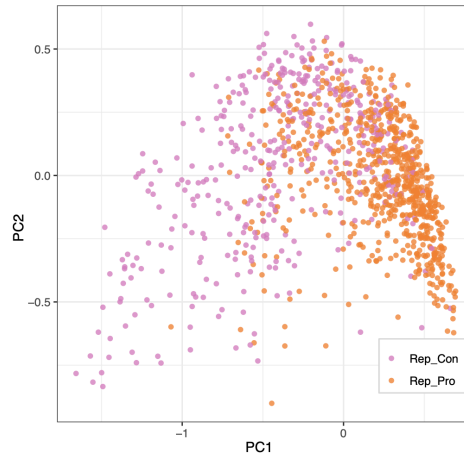


(d) Category loadings (PC1) of Republicans only

Fig. 16: MCA results of Democrats and Republicans only



(a) Democrats only (color-coded by the attitude to the Supreme Court judge nominations)



(b) Republicans only (colored by the attitude to Donald Trump's performance)

Fig. 17: Data-point coordinates of Democrats and Republicans only (color-coded by the same schema as Fig 2c and d)

S4.2. Labours and Conservatives

Unlike the case in S4.1, the patterns seen in [Fig 19a](#) and [b](#) are clearly different from those produced by cMCA (i.e., [Fig. 4](#) and [Fig. 5](#)). Also, the category loadings ([Fig 16c](#) and [d](#)) have clear differences in the top influential variables derived by MCA and cMCA.

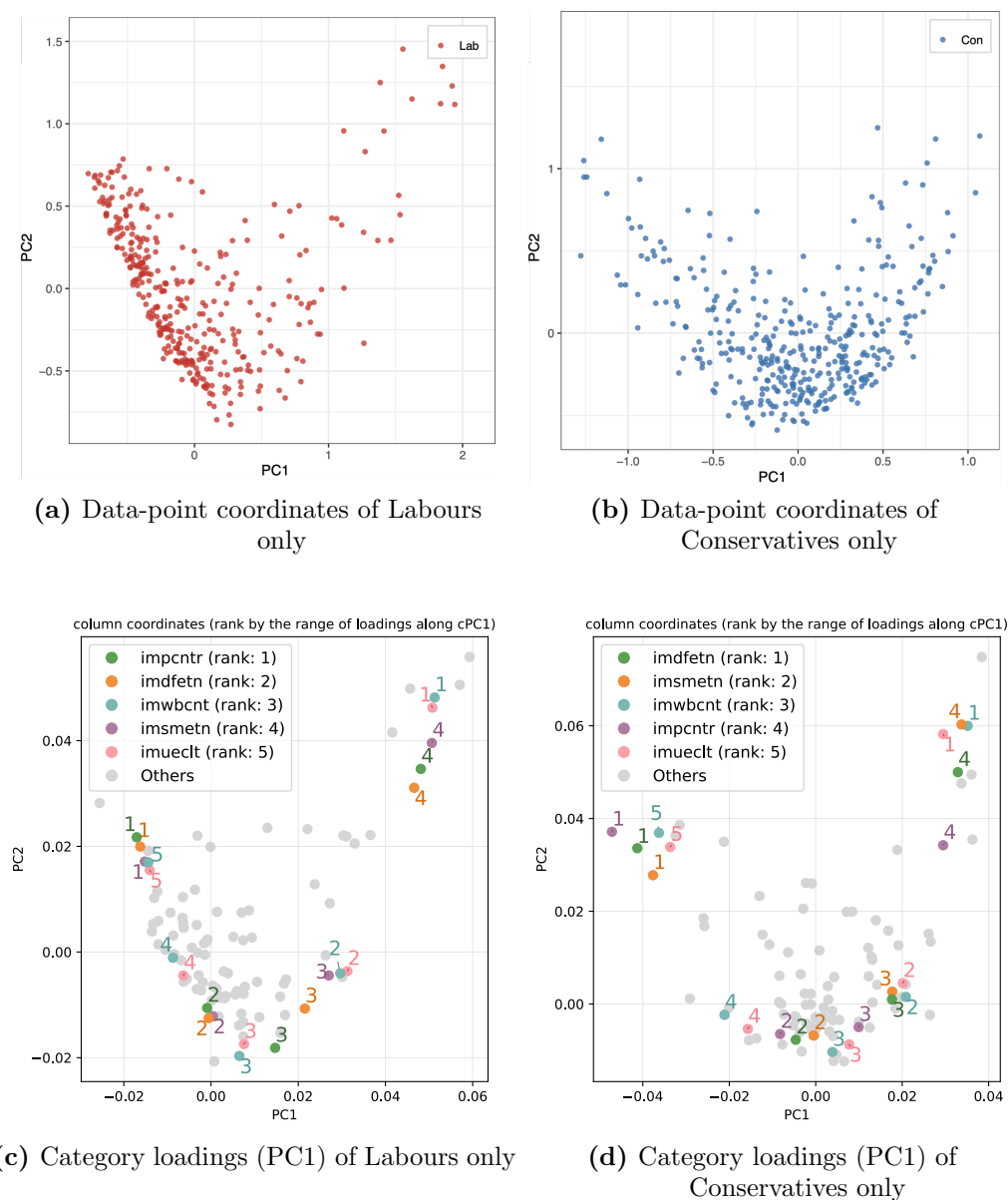


Fig. 18: MCA results of Labours and Conservative only

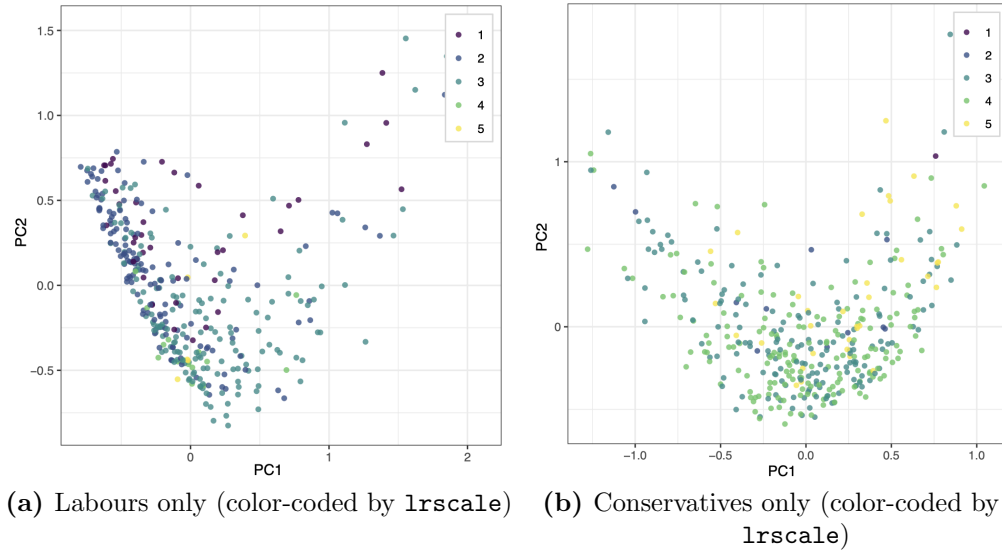


Fig. 19: Data-point coordinates of Labours and Conservative only (color-coded by the same schema as Fig 4c and d)