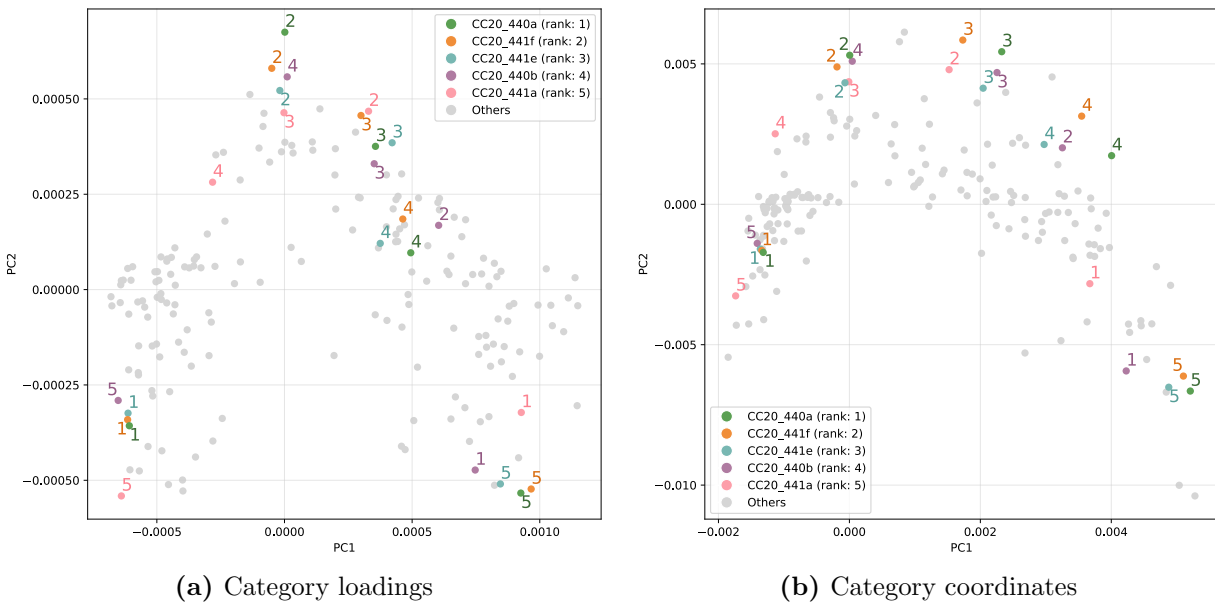


## S5. Auxiliary information of MCA and cMCA in detail

### S5.1. MCA's category loadings and category coordinates (PC2): CES 2020

**Table 10:** Variables and ranks of their value range of the categorical loadings along PC2 (MCA, CES 2020)

CC20.440a (rank: 1)	CC20.307 (rank: 16)	CC20.338d (rank: 31)	CC20.333d (rank: 46)	CC20.331d (rank: 61)
CC20.441f (rank: 2)	CC20.320a (rank: 17)	CC20.338a (rank: 32)	CC20.355a (rank: 47)	CC20.327d (rank: 62)
CC20.441e (rank: 3)	CC20.302 (rank: 18)	CC20.350e (rank: 33)	CC20.442b (rank: 48)	CC20.355d (rank: 63)
CC20.440b (rank: 4)	CC20.443.5 (rank: 19)	CC20.350b (rank: 34)	CC20.333c (rank: 49)	CC20.332f (rank: 64)
CC20.441a (rank: 5)	CC20.355e (rank: 20)	CC20.330b (rank: 35)	CC20.355b (rank: 50)	CC20.332a (rank: 65)
CC20.441b (rank: 6)	CC20.334d (rank: 21)	CC20.333b (rank: 36)	CC20.332d (rank: 51)	CC20.356 (rank: 66)
ideo5 (rank: 7)	CC20.332b (rank: 22)	CC20.334f (rank: 37)	CC20.334b (rank: 52)	CC20.350g (rank: 67)
CC20.340a (rank: 8)	CC20.331b (rank: 23)	CC20.334e (rank: 38)	CC20.350c (rank: 53)	CC20.442d (rank: 68)
CC20.441g (rank: 9)	CC20.350d (rank: 24)	CC20.334h (rank: 39)	CC20.442e (rank: 54)	CC20.327e (rank: 69)
CC20.443.4 (rank: 10)	CC20.332c (rank: 25)	CC20.330c (rank: 40)	CC20.355c (rank: 55)	
CC20.440d (rank: 11)	CC20.334g (rank: 26)	CC20.338c (rank: 41)	CC20.332e (rank: 56)	
CC20.443.1 (rank: 12)	CC20.333a (rank: 27)	CC20.331a (rank: 42)	CC20.331c (rank: 57)	
CC20.443.2 (rank: 13)	CC20.334c (rank: 28)	CC20.334a (rank: 43)	CC20.327a (rank: 58)	
CC20.440c (rank: 14)	CC20.338b (rank: 29)	CC20.442c (rank: 44)	CC20.331e (rank: 59)	
CC20.443.3 (rank: 15)	CC20.350a (rank: 30)	CC20.442a (rank: 45)	CC20.350f (rank: 60)	



**Fig. 16:** Category loadings and coordinates of the top-5 variables in Table 10 (MCA, CES 2020)

S5.2. MCA's category loadings and category coordinates (PC2): ESS 2018

Table 11: Variables and ranks of their value range of the categorical loadings along PC2 (MCA, ESS 2018)

imwbcnt (rank: 1)	imsmetn (rank: 6)	trstep (rank: 11)	trstun (rank: 16)	ipudrst (rank: 21)
imueclt (rank: 2)	stfdem (rank: 7)	freehms (rank: 12)	eutf (rank: 17)	impenv (rank: 22)
impcntr (rank: 3)	lrscle (rank: 8)	hmsfmlsh (rank: 13)	imptrad (rank: 18)	ipeqopt (rank: 23)
imdfetn (rank: 4)	atcherp (rank: 9)	stflth (rank: 14)	rlgdgr (rank: 19)	
imbgeco (rank: 5)	gincdif (rank: 10)	hmsacl (rank: 15)	ipstrgv (rank: 20)	

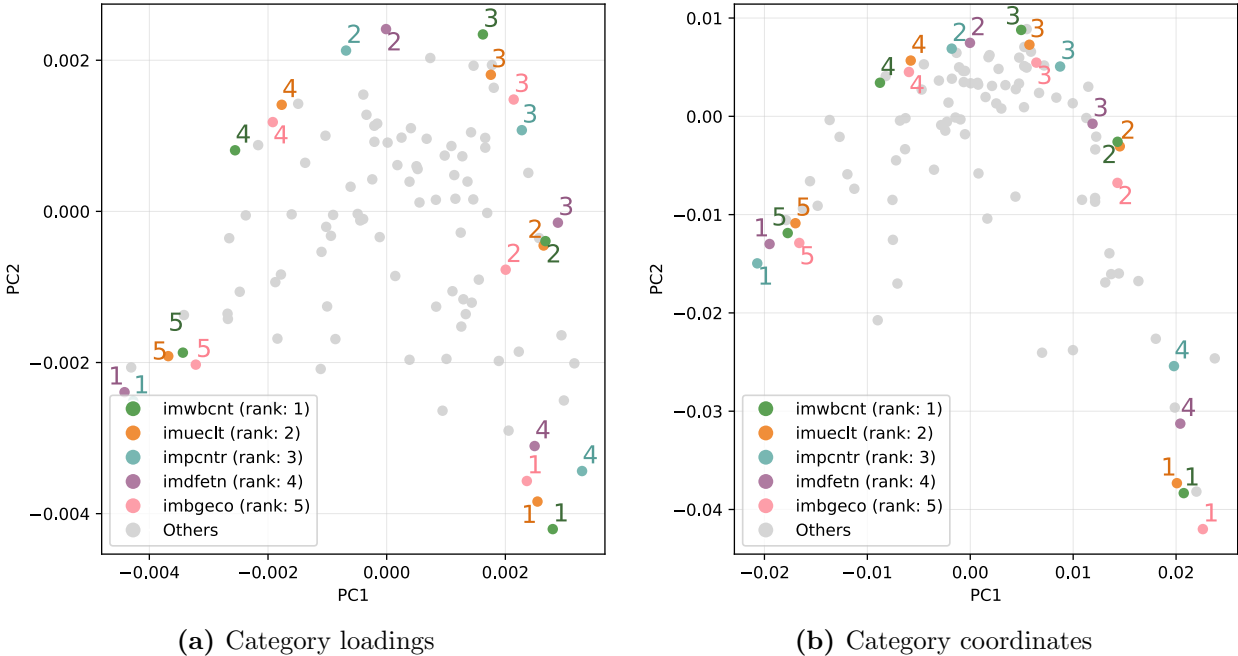
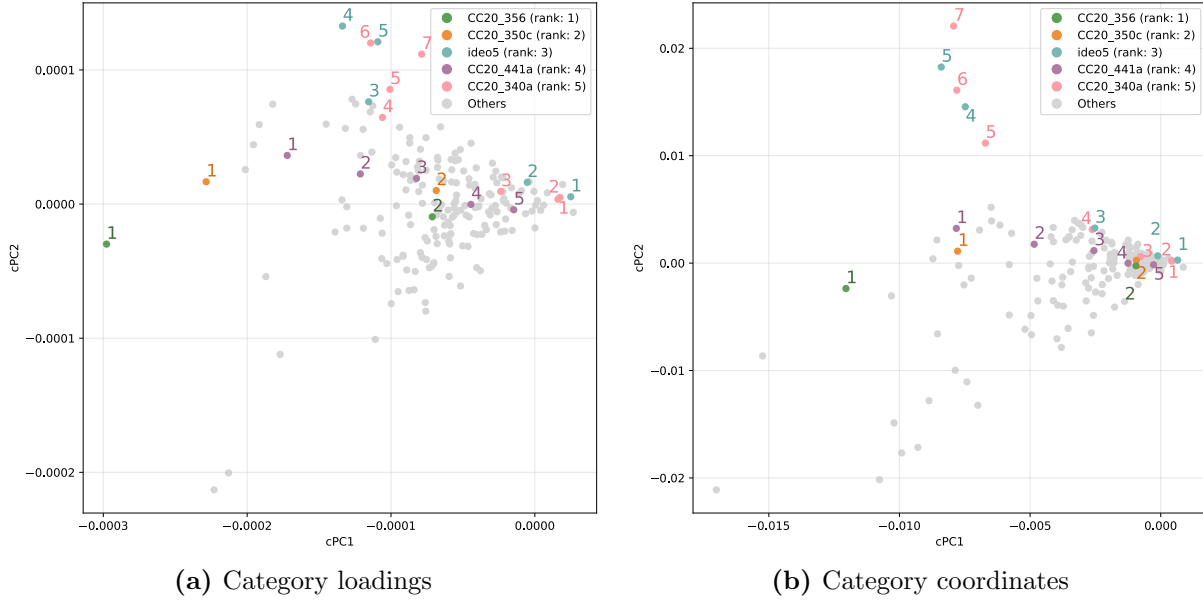


Fig. 17: Category loadings and coordinates of the top-5 variables in Table 11 (MCA, ESS 2018)

**S5.3. cMCA's category loadings and coordinates of the top-5 variables (cPC1): CES 2020 (target: Dem, background: Rep)**

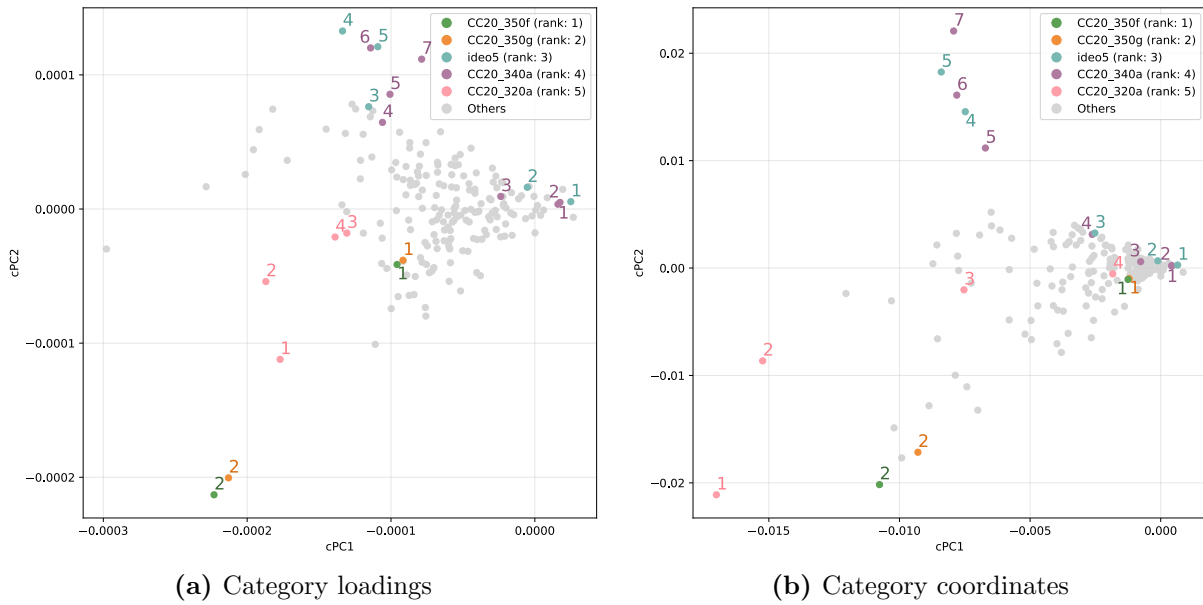


**Fig. 18:** Category loadings and coordinates of the top-5 variables along cPC1 (cMCA Dem vs Rep, CES 2020)

**S5.4. cMCA's category loadings and coordinates (cPC2): CES 2020 (target: Dem, background: Rep)**

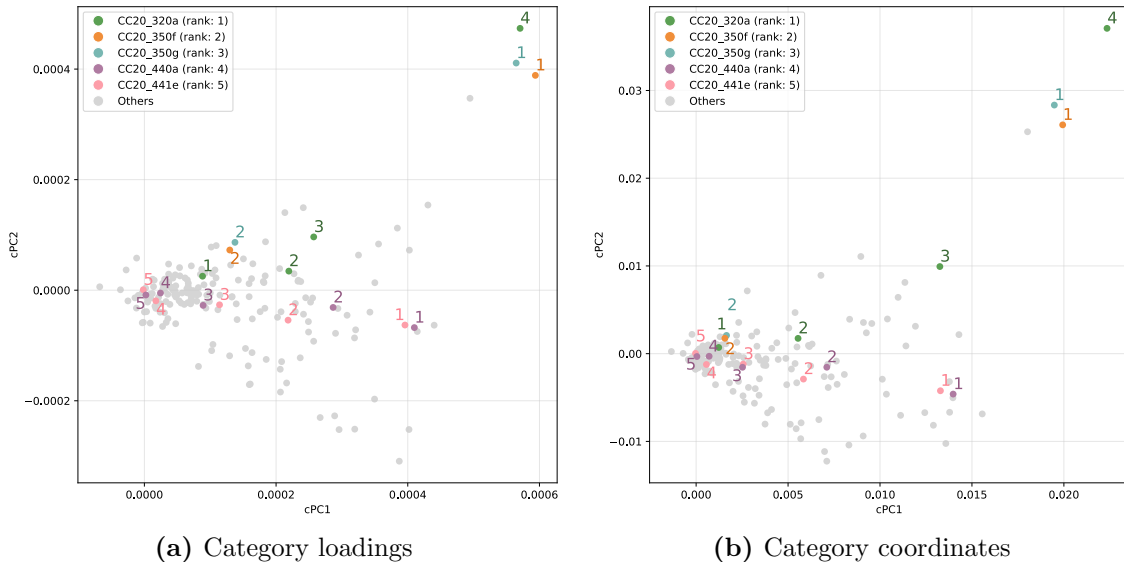
**Table 12:** Variables and ranks of their value range of the categorical loadings along cPC2 (cMCA Dem vs Rep, CES 2020)

CC20.350f (rank: 1)	CC20.441a (rank: 16)	CC20.338a (rank: 31)	CC20.334g (rank: 46)	CC20.350c (rank: 61)
CC20.350g (rank: 2)	CC20.327d (rank: 17)	CC20.443.2 (rank: 32)	CC20.334e (rank: 47)	CC20.442c (rank: 62)
ideo5 (rank: 3)	CC20.355e (rank: 18)	CC20.440c (rank: 33)	CC20.355b (rank: 48)	CC20.350a (rank: 63)
CC20.340a (rank: 4)	CC20.331d (rank: 19)	CC20.332d (rank: 34)	CC20.443.5 (rank: 49)	CC20.330c (rank: 64)
CC20.320a (rank: 5)	CC20.334c (rank: 20)	CC20.331e (rank: 35)	CC20.440b (rank: 50)	CC20.334a (rank: 65)
CC20.331b (rank: 6)	CC20.350b (rank: 21)	CC20.338b (rank: 36)	CC20.442a (rank: 51)	CC20.334f (rank: 66)
CC20.442b (rank: 7)	CC20.440d (rank: 22)	CC20.334d (rank: 37)	CC20.333b (rank: 52)	CC20.350e (rank: 67)
CC20.441f (rank: 8)	CC20.441b (rank: 23)	CC20.356 (rank: 38)	CC20.332f (rank: 53)	CC20.333a (rank: 68)
CC20.441g (rank: 9)	CC20.441e (rank: 24)	CC20.442e (rank: 39)	CC20.350d (rank: 54)	CC20.330b (rank: 69)
CC20.443.4 (rank: 10)	CC20.327a (rank: 25)	CC20.302 (rank: 40)	CC20.443.3 (rank: 55)	
CC20.307 (rank: 11)	CC20.355c (rank: 26)	CC20.333d (rank: 41)	CC20.443.1 (rank: 56)	
CC20.331c (rank: 12)	CC20.332b (rank: 27)	CC20.333c (rank: 42)	CC20.355d (rank: 57)	
CC20.440a (rank: 13)	CC20.338c (rank: 28)	CC20.442d (rank: 43)	CC20.331a (rank: 58)	
CC20.332c (rank: 14)	CC20.332e (rank: 29)	CC20.332a (rank: 44)	CC20.334h (rank: 59)	
CC20.355a (rank: 15)	CC20.338d (rank: 30)	CC20.327e (rank: 45)	CC20.334b (rank: 60)	



**Fig. 19:** Category loadings and coordinates of the top-5 variables along cPC2 (cMCA Dem vs Rep, CES 2020)

**S5.5. cMCA's category loadings and coordinates of the top-5 variables (cPC1): CES 2020 (target: Rep, background: Dem)**

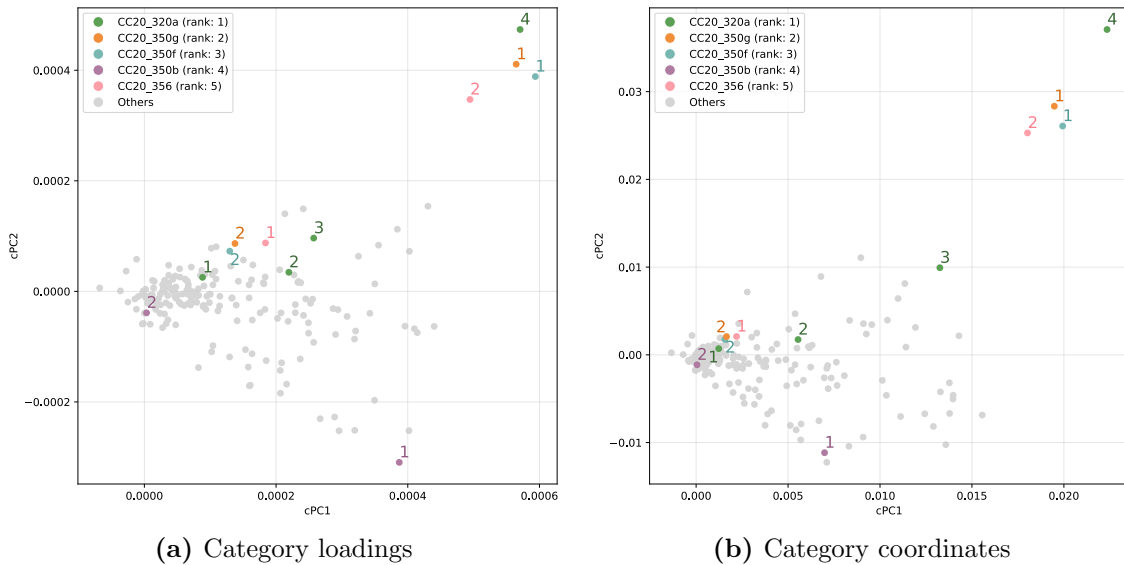


**Fig. 20:** Category loadings and coordinates of the top-5 variables along cPC1 (cMCA Rep vs Dem, CES 2020)

**S5.6. cMCA's category loadings and coordinates (cPC2): CES 2020 (target: Rep, background: Dem)**

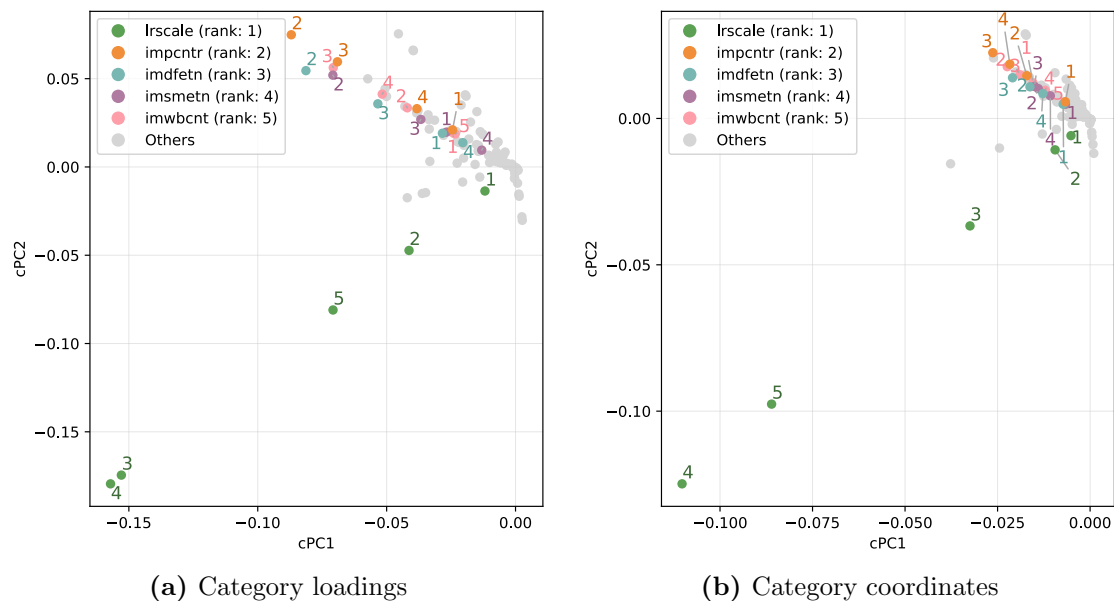
**Table 13:** Variables and ranks of their value range of the categorical loadings along cPC2 (cMCA Rep vs Dem, CES 2020)

CC20.320a (rank: 1)	CC20.302 (rank: 16)	CC20.350c (rank: 31)	CC20.441g (rank: 46)	CC20.440d (rank: 61)
CC20.350g (rank: 2)	CC20.333d (rank: 17)	CC20.441e (rank: 32)	CC20.334b (rank: 47)	CC20.355b (rank: 62)
CC20.350f (rank: 3)	CC20.331e (rank: 18)	CC20.440a (rank: 33)	CC20.440b (rank: 48)	CC20.307 (rank: 63)
CC20.350b (rank: 4)	CC20.331a (rank: 19)	CC20.442c (rank: 34)	CC20.442d (rank: 49)	CC20.338b (rank: 64)
CC20.356 (rank: 5)	CC20.443.1 (rank: 20)	CC20.332d (rank: 35)	CC20.338c (rank: 50)	CC20.338a (rank: 65)
CC20.443.2 (rank: 6)	CC20.334e (rank: 21)	CC20.355a (rank: 36)	CC20.440c (rank: 51)	CC20.334d (rank: 66)
CC20.330b (rank: 7)	CC20.350e (rank: 22)	ideo5 (rank: 37)	CC20.442e (rank: 52)	CC20.332c (rank: 67)
CC20.333a (rank: 8)	CC20.334f (rank: 23)	CC20.442b (rank: 38)	CC20.334g (rank: 53)	CC20.334c (rank: 68)
CC20.327a (rank: 9)	CC20.334h (rank: 24)	CC20.332b (rank: 39)	CC20.332a (rank: 54)	CC20.332f (rank: 69)
CC20.443.3 (rank: 10)	CC20.441f (rank: 25)	CC20.327e (rank: 40)	CC20.355e (rank: 55)	
CC20.333b (rank: 11)	CC20.327d (rank: 26)	CC20.443.4 (rank: 41)	CC20.334a (rank: 56)	
CC20.350a (rank: 12)	CC20.355d (rank: 27)	CC20.355c (rank: 42)	CC20.332e (rank: 57)	
CC20.350d (rank: 13)	CC20.340a (rank: 28)	CC20.331c (rank: 43)	CC20.338d (rank: 58)	
CC20.330c (rank: 14)	CC20.441b (rank: 29)	CC20.441a (rank: 44)	CC20.331d (rank: 59)	
CC20.333c (rank: 15)	CC20.331b (rank: 30)	CC20.443.5 (rank: 45)	CC20.442a (rank: 60)	



**Fig. 21:** Category loadings and coordinates of the top-5 variables along cPC2 (cMCA Rep vs Dem, CES 2020)

**S5.7. cMCA's category loadings and coordinates of the top-5 variables (cPC1): ESS 2018 (target: Lab, background: Con)**

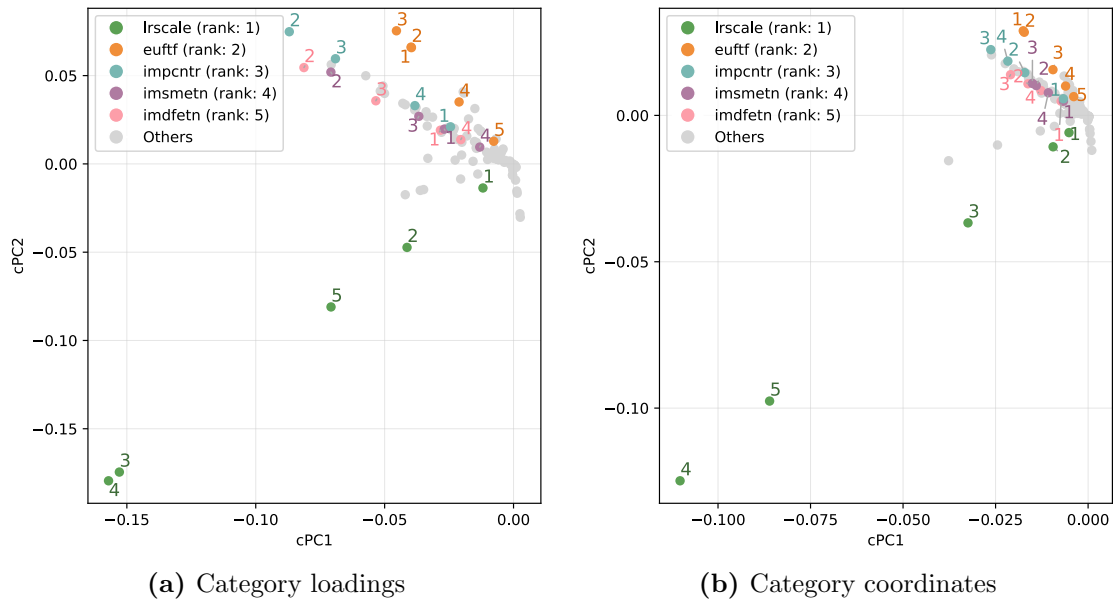


**Fig. 22:** Category loadings and coordinates of the top-5 variables along cPC1 (cMCA Lab vs Con, ESS 2018)

**S5.8. cMCA's category loadings and coordinates (cPC2): ESS 2018 (target: Lab, background: Con)**

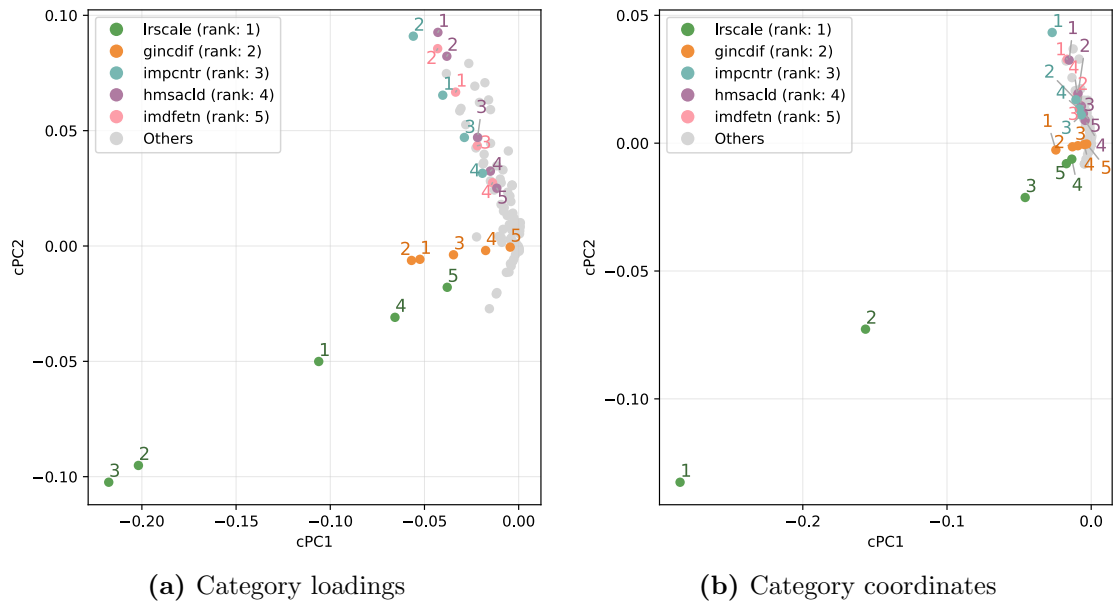
**Table 14:** Variables and ranks of their value range of the categorical loadings along cPC2 (cMCA Lab vs Con, ESS 2018)

lrscale (rank: 1)	imwbcnt (rank: 6)	hmsacld (rank: 11)	ipeqopt (rank: 16)	imptrad (rank: 21)
eufff (rank: 2)	imueclt (rank: 7)	atcherp (rank: 12)	ipudrst (rank: 17)	trstun (rank: 22)
impcntr (rank: 3)	trstep (rank: 8)	freehms (rank: 13)	stfhlth (rank: 18)	impenv (rank: 23)
imsmetn (rank: 4)	imbgeco (rank: 9)	hmsfmllsh (rank: 14)	ipstrgv (rank: 19)	
imdfetn (rank: 5)	stfdem (rank: 10)	gincdif (rank: 15)	rlgdgr (rank: 20)	



**Fig. 23:** Category loadings and coordinates of the top-5 variables along cPC2 (cMCA Lab vs Con, ESS 2018)

**S5.9. cMCA's category loadings and coordinates of the top-5 variables (cPC1): ESS 2018 (target: Con, background: Lab)**

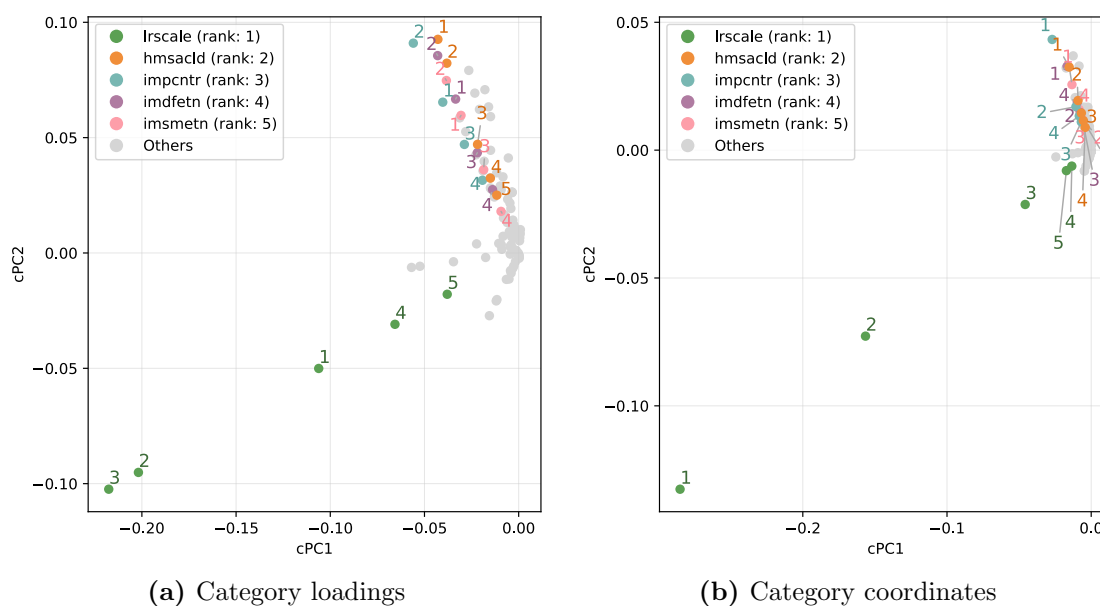


**Fig. 24:** Category loadings and coordinates of the top-5 variables along cPC1 (cMCA Con vs Lab, ESS 2018)

*S5.10. cMCA's category loadings and coordinates (cPC2): ESS 2018 (target: Con, background: Lab)*

**Table 15:** Variables and ranks of their value range of the categorical loadings along cPC2 (cMCA Con vs Lab, ESS 2018)

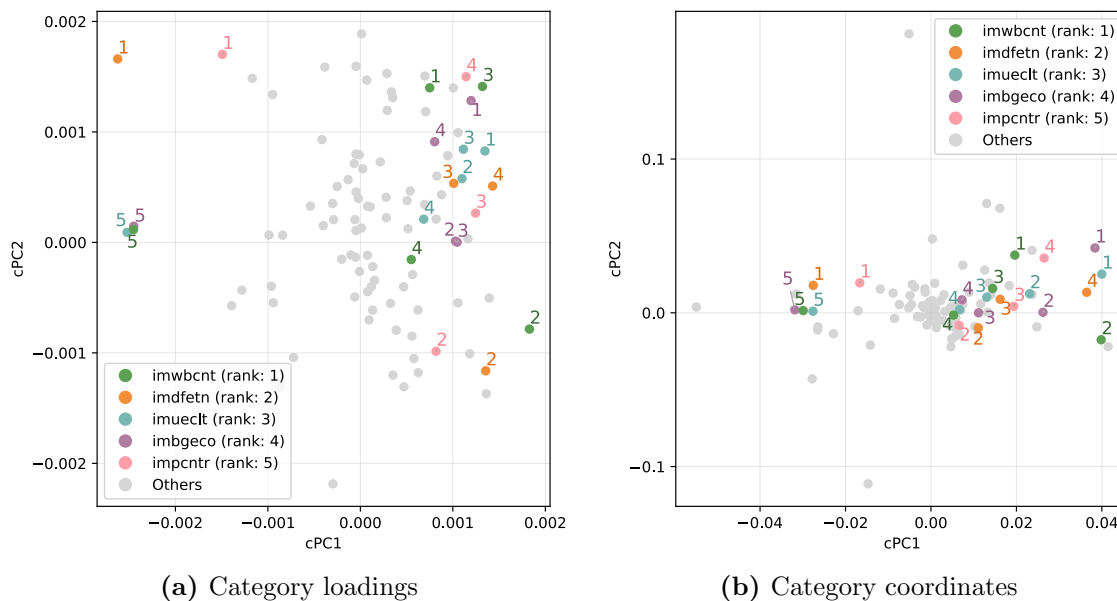
lrscale (rank: 1)	imwbcnt (rank: 6)	eufff (rank: 11)	ipudrst (rank: 16)	trstun (rank: 21)
hmsacld (rank: 2)	imueclt (rank: 7)	imbgeco (rank: 12)	gincdif (rank: 17)	imptrad (rank: 22)
impcntr (rank: 3)	freehms (rank: 8)	stfdem (rank: 13)	rlgdgr (rank: 18)	impenv (rank: 23)
imdfetn (rank: 4)	hmsfmlsh (rank: 9)	atcherp (rank: 14)	ipeqopt (rank: 19)	
imsmetn (rank: 5)	trstep (rank: 10)	stfhlth (rank: 15)	ipstrgv (rank: 20)	



**Fig. 25:** Category loadings and coordinates of the top-5 variables along cPC2 (cMCA Con vs Lab, ESS 2018)



**S5.11. cMCA's category loadings and coordinates of the top-5 variables (cPC1): ESS 2018 (target: Lab, background: UKIP)**

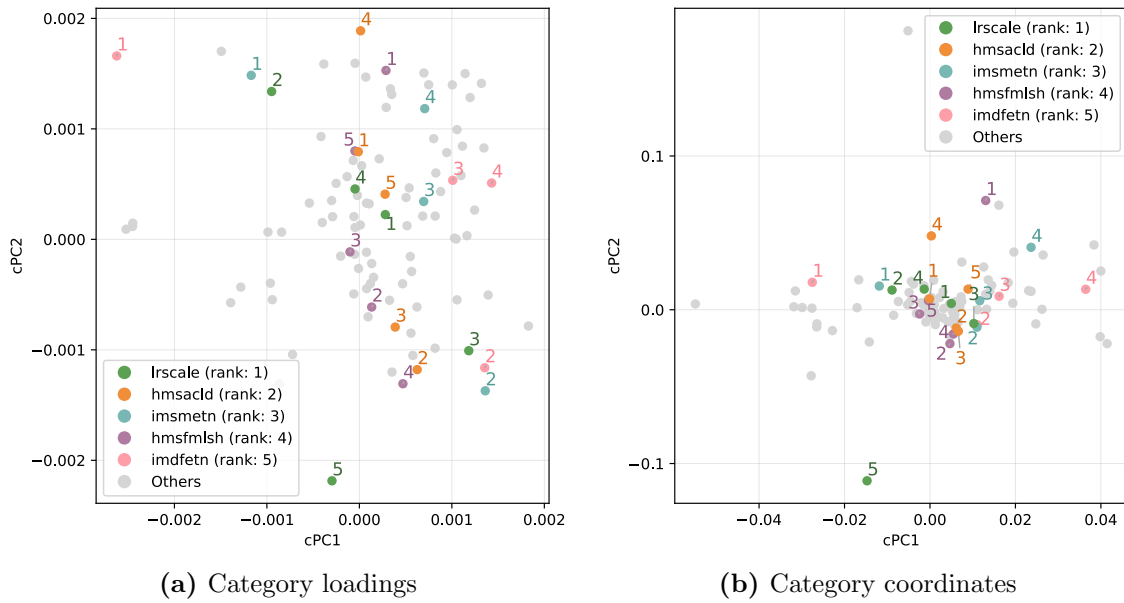


**Fig. 26:** Category loadings and coordinates of the top-5 variables along cPC1 (cMCA Lab vs UKIP, ESS 2018)

**S5.12. cMCA's category loadings and coordinates (cPC2): ESS 2018 (target: Lab, background: UKIP)**

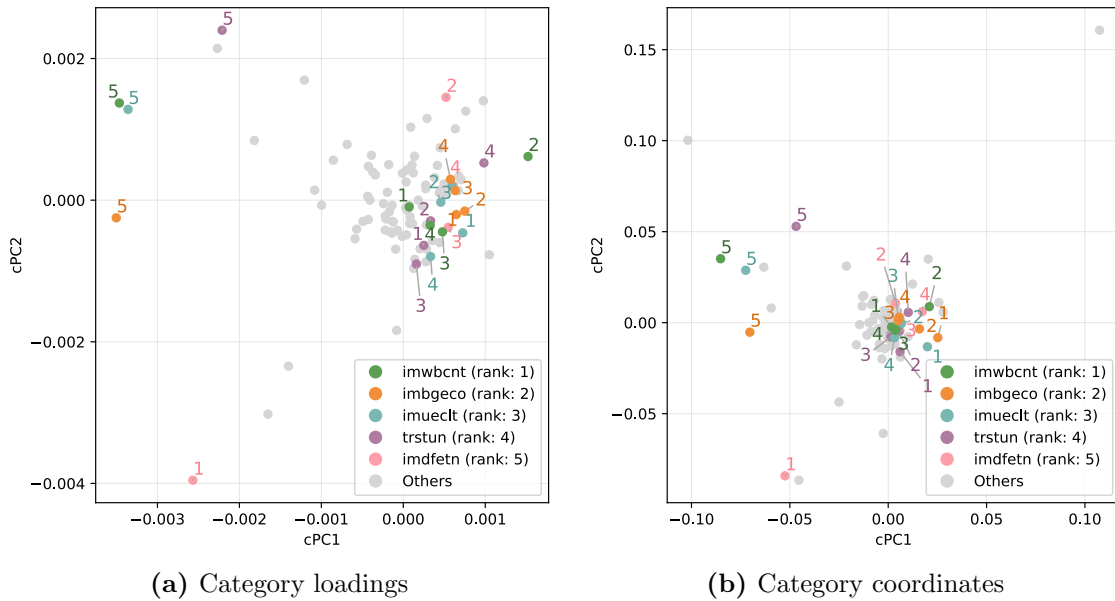
**Table 16:** Variables and ranks of their value range of the categorical loadings along cPC2 (cMCA Lab vs UKIP, ESS 2018)

lrscale (rank: 1)	impcntr (rank: 6)	imwbcnt (rank: 11)	atcherp (rank: 16)	imuect (rank: 21)
hmsacld (rank: 2)	ipstrgv (rank: 7)	freehms (rank: 12)	imbgeco (rank: 17)	ipeqopt (rank: 22)
imsmetn (rank: 3)	trstep (rank: 8)	stfdem (rank: 13)	imptrad (rank: 18)	ipudrst (rank: 23)
hmsfmlsh (rank: 4)	rlgdgr (rank: 9)	eutf (rank: 14)	impenv (rank: 19)	
imdfetn (rank: 5)	gincdif (rank: 10)	trstun (rank: 15)	stfhlth (rank: 20)	



**Fig. 27:** Category loadings and coordinates of the top-5 variables along cPC2 (cMCA Lab vs UKIP, ESS 2018)

*S5.13. cMCA's category loadings and coordinates of the top-5 variables (cPC1): ESS 2018 (target: Con, background: UKIP)*

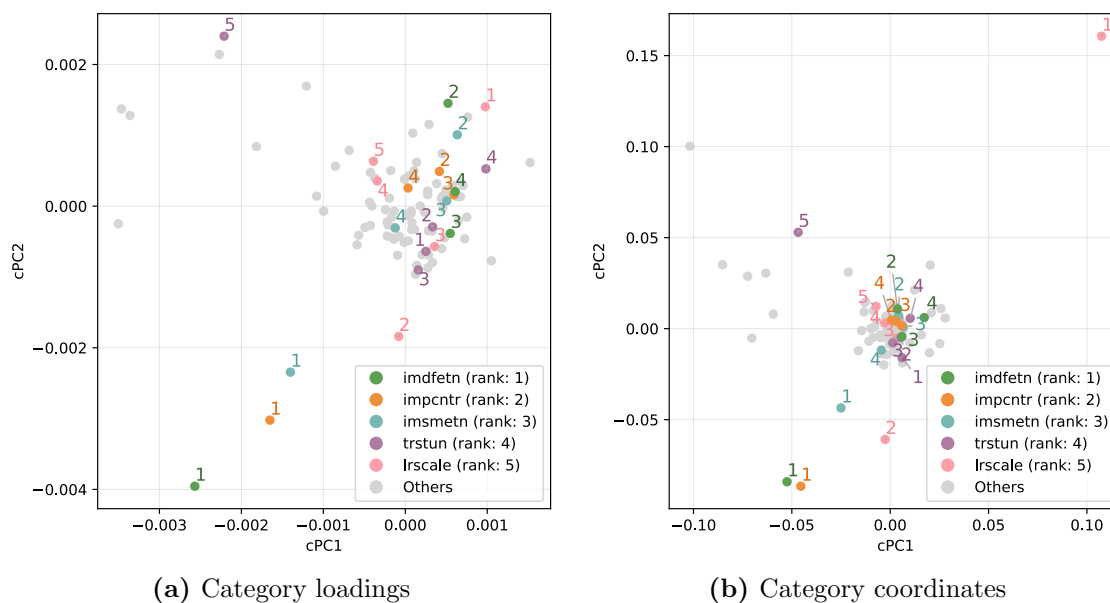


**Fig. 28:** Category loadings and coordinates of the top-5 variables along cPC1 (cMCA Con vs UKIP, ESS 2018)

**S5.14. cMCA's category loadings and coordinates (cPC2): ESS 2018 (target: Con, background: UKIP)**

**Table 17:** Variables and ranks of their value range of the categorical loadings along cPC2 (cMCA Con vs UKIP, ESS 2018)

imdfetn (rank: 1)	trstep (rank: 6)	imwbcnt (rank: 11)	hmsacld (rank: 16)	imbgeco (rank: 21)
impctr (rank: 2)	stfdem (rank: 7)	ipstrgv (rank: 12)	eufft (rank: 17)	ipudrst (rank: 22)
imsmetn (rank: 3)	imueclt (rank: 8)	hmsfmlsh (rank: 13)	imptrad (rank: 18)	impenv (rank: 23)
trstun (rank: 4)	gincdif (rank: 9)	stfhlth (rank: 14)	rlgdgr (rank: 19)	
lrscale (rank: 5)	atcherp (rank: 10)	freehms (rank: 15)	ipeqopt (rank: 20)	



**Fig. 29:** Category loadings and coordinates of the top-5 variables along cPC2 (cMCA Con vs UKIP, ESS 2018)