

## CHAPTER 4: CORRESPONDENCE ANALYSIS

### Output from analysis of voting data

**Correspondence Table**

| REASON               | PARTY        |        |        |       |         |               |
|----------------------|--------------|--------|--------|-------|---------|---------------|
|                      | Conservative | Labour | LibDem | Other | Refused | Active Margin |
| Always vote that way | 244          | 405    | 48     | 39    | 18      | 754           |
| Best party           | 933          | 542    | 305    | 127   | 46      | 1953          |
| My party had no chan | 59           | 74     | 87     | 31    | 5       | 256           |
| Active Margin        | 1236         | 1021   | 440    | 197   | 69      | 2963          |

**Summary**

| Dimension | Singular Value | Inertia | Chi Square | Sig.              | Proportion of Inertia |            | Confidence Singular Value |             |
|-----------|----------------|---------|------------|-------------------|-----------------------|------------|---------------------------|-------------|
|           |                |         |            |                   | Accounted for         | Cumulative | Standard Deviation        | Correlation |
|           |                |         |            |                   |                       |            |                           |             |
| 1         | .253           | .064    |            |                   | .683                  | .683       | .018                      | .207        |
| 2         | .172           | .030    |            |                   | .317                  | 1.000      | .018                      |             |
| Total     |                | .094    | 277.916    | .000 <sup>a</sup> | 1.000                 | 1.000      |                           |             |

a. 8 degrees of freedom

**Overview Row Points<sup>a</sup>**

| REASON               | Mass  | Score in Dimension |        | Inertia | Contribution                     |       |                                  |      |       |
|----------------------|-------|--------------------|--------|---------|----------------------------------|-------|----------------------------------|------|-------|
|                      |       |                    |        |         | Of Point to Inertia of Dimension |       | Of Dimension to Inertia of Point |      |       |
|                      |       |                    |        |         | 1                                | 2     | 1                                | 2    | Total |
| Always vote that way | .254  | .829               | -.193  | .046    | .691                             | .055  | .964                             | .036 | 1.000 |
| Best party           | .659  | -.226              | .233   | .015    | .133                             | .208  | .579                             | .421 | 1.000 |
| My party had no chan | .086  | -.720              | -1.212 | .033    | .177                             | .737  | .341                             | .659 | 1.000 |
| Active Total         | 1.000 |                    |        | .094    | 1.000                            | 1.000 |                                  |      |       |

a. Symmetrical normalization

**Overview Column Points<sup>a</sup>**

| PARTY        | Mass  | Score in Dimension |       | Inertia | Contribution                     |       |                                  |      |       |
|--------------|-------|--------------------|-------|---------|----------------------------------|-------|----------------------------------|------|-------|
|              |       | 1                  | 2     |         | Of Point to Inertia of Dimension |       | Of Dimension to Inertia of Point |      |       |
|              |       |                    |       |         | 1                                | 2     | 1                                | 2    | Total |
| Conservative | .417  | -.162              | .465  | .018    | .043                             | .524  | .151                             | .849 | 1.000 |
| Labour       | .345  | .620               | -.235 | .037    | .522                             | .110  | .911                             | .089 | 1.000 |
| LibDem       | .148  | -.823              | -.574 | .034    | .397                             | .284  | .751                             | .249 | 1.000 |
| Other        | .066  | -.374              | -.456 | .005    | .037                             | .080  | .497                             | .503 | 1.000 |
| Refused      | .023  | .054               | .101  | .000    | .000                             | .001  | .294                             | .706 | 1.000 |
| Active Total | 1.000 |                    |       | .094    | 1.000                            | 1.000 |                                  |      |       |

a. Symmetrical normalization

# Row and Column Points

## Symmetrical Normalization

