Fig. 6 CHAID analysis of party choice by position in social space and space of lifestyles

Legend:
- Labour
- Progress Party
- Conservative
- Christian Democrat
- Socialist Left/Red
- Centre Party
- Liberal Party

Node 0 — vote_recode

Category	%	n
Labour	36,0	635
Progress Party	6,4	113
Conservative	30,4	536
Christian Democrat	5,9	104
Socialist Left/Red	9,1	161
Centre Party	5,8	103
Liberal Party	6,3	111
Total	100,0	1763

Rosenlund_unweight
Adj. P-value=0,000, Chi-square=223,924, df=36

Lo_Balanced; Mid _Economic — Node 1

Category	%	n
Labour	36,5	123
Progress Party	9,8	33
Conservative	31,8	107
Christian Democrat	4,5	15
Socialist Left/Red	5,6	19
Centre Party	9,2	31
Liberal Party	2,7	9
Total	19,1	337

Hi_Balanced — Node 2

Category	%	n
Labour	30,3	71
Progress Party	3,4	8
Conservative	39,3	92
Christian Democrat	1,7	4
Socialist Left/Red	7,3	17
Centre Party	4,3	10
Liberal Party	13,7	32
Total	13,3	234

Lo_Cultural — Node 3

Category	%	n
Labour	38,7	63
Progress Party	8,6	14
Conservative	19,6	32
Christian Democrat	10,4	17
Socialist Left/Red	12,9	21
Centre Party	5,5	9
Liberal Party	4,3	7
Total	9,2	163

Hi_Economic — Node 4

Category	%	n
Labour	26,2	59
Progress Party	6,2	14
Conservative	47,1	106
Christian Democrat	5,8	13
Socialist Left/Red	4,9	11
Centre Party	4,9	11
Liberal Party	4,9	11
Total	12,8	225

Lo_Economic — Node 5

Category	%	n
Labour	49,3	103
Progress Party	13,4	28
Conservative	19,6	41
Christian Democrat	3,8	8
Socialist Left/Red	5,3	11
Centre Party	7,2	15
Liberal Party	1,4	3
Total	11,9	209

Mid _Balanced — Node 6

Category	%	n
Labour	34,9	65
Progress Party	4,3	8
Conservative	30,1	56
Christian Democrat	8,1	15
Socialist Left/Red	7,0	13
Centre Party	8,1	15
Liberal Party	7,5	14
Total	10,6	186

Hi_Cultural; Mid _Cultural — Node 7

Category	%	n
Labour	36,9	151
Progress Party	2,0	8
Conservative	30,1	32
Christian Democrat	7,8	32
Socialist Left/Red	16,9	69
Centre Party	2,9	12
Liberal Party	8,6	35
Total	23,2	409

lifestyle clusters
Adj. P-value=0,000, Chi-square=46,837, df=6

Volumaxis
Adj. P-value=0,000, Chi-square=27,235, df=6

lifestyle clusters
Adj. P-value=0,004, Chi-square=27,231, df=6

lifestyle clusters
Adj. P-value=0,003, Chi-square=28,035, df=6

lifestyle clusters
Adj. P-value=0,000, Chi-square=48,103, df=12

1: The emotional?traditional; 6: The illegitimates; 3: The action and excitement seekers; 4: The emerging and commercial?technological

2: The legitimate and savvy; 5: The traditional and established

1: The emotional?traditional; 2: The legitimate and savvy; 6: The illegitimates; 5: The traditional and established

3: The action and excitement seekers; 4: The emerging and commercial?technological

<= 0,768

> 0,768

1: The emotional?traditional; 3: The action and excitement seekers; 4: The emerging and commercial?technological

2: The legitimate and savvy; 6: The illegitimates; 5: The traditional and established

1: The emotional?traditional; 6: The illegitimates; 3: The action and excitement seekers; 4: The emerging and commercial?technological

2: The legitimate and savvy

5: The traditional and established

Node 8

Category	%	n
Labour	35,6	98
Progress Party	12,0	33
Conservative	34,9	96
Christian Democrat	4,7	13
Socialist Left/Red	2,2	6
Centre Party	8,4	23
Liberal Party	2,2	6
Total	15,6	275

Node 9

Category	%	n
Labour	40,3	25
Progress Party	0,0	0
Conservative	17,7	11
Christian Democrat	3,2	2
Socialist Left/Red	21,0	13
Centre Party	12,9	8
Liberal Party	4,8	3
Total	3,5	62

Node 10

Category	%	n
Labour	34,5	57
Progress Party	11,6	8
Conservative	47,8	33
Christian Democrat	1,8	3
Socialist Left/Red	4,3	3
Centre Party	5,5	9
Liberal Party	13,9	23
Total	9,4	165

Node 11

Category	%	n
Labour	20,3	14
Progress Party	0,0	0
Conservative	29,0	20
Christian Democrat	1,4	1
Socialist Left/Red	7,1	6
Centre Party	8,2	7
Liberal Party	13,0	9
Total	3,9	69

Node 12

Category	%	n
Labour	29,4	25
Progress Party	10,6	9
Conservative	29,4	25
Christian Democrat	11,8	10
Socialist Left/Red	8,2	7
Centre Party	2,9	4
Liberal Party	3,5	3
Total	4,8	85

Node 13

Category	%	n
Labour	24,3	34
Progress Party	3,6	5
Conservative	57,9	81
Christian Democrat	2,1	3
Socialist Left/Red	3,6	5
Centre Party	2,9	4
Liberal Party	5,7	8
Total	7,9	140

Node 14

Category	%	n
Labour	38,2	34
Progress Party	5,6	5
Conservative	42,7	38
Christian Democrat	3,4	3
Socialist Left/Red	1,1	1
Centre Party	4,5	4
Liberal Party	4,5	4
Total	5,0	89

Node 15

Category	%	n
Labour	32,0	31
Progress Party	5,6	5
Conservative	18,6	18
Christian Democrat	12,4	12
Socialist Left/Red	12,4	12
Centre Party	11,3	11
Liberal Party	10,3	10
Total	5,5	97

Node 16

Category	%	n
Labour	39,9	65
Progress Party	3,7	6
Conservative	33,1	54
Christian Democrat	6,7	11
Socialist Left/Red	6,7	11
Centre Party	3,7	6
Liberal Party	6,1	10
Total	9,2	163

Node 17

Category	%	n
Labour	35,9	47
Progress Party	0,0	0
Conservative	25,2	33
Christian Democrat	3,1	4
Socialist Left/Red	22,9	30
Centre Party	1,5	2
Liberal Party	11,5	15
Total	7,4	131

Node 18

Category	%	n
Labour	33,9	39
Progress Party	1,7	2
Conservative	13,0	15
Christian Democrat	14,8	17
Socialist Left/Red	24,3	28
Centre Party	3,5	4
Liberal Party	8,7	10
Total	6,5	115