

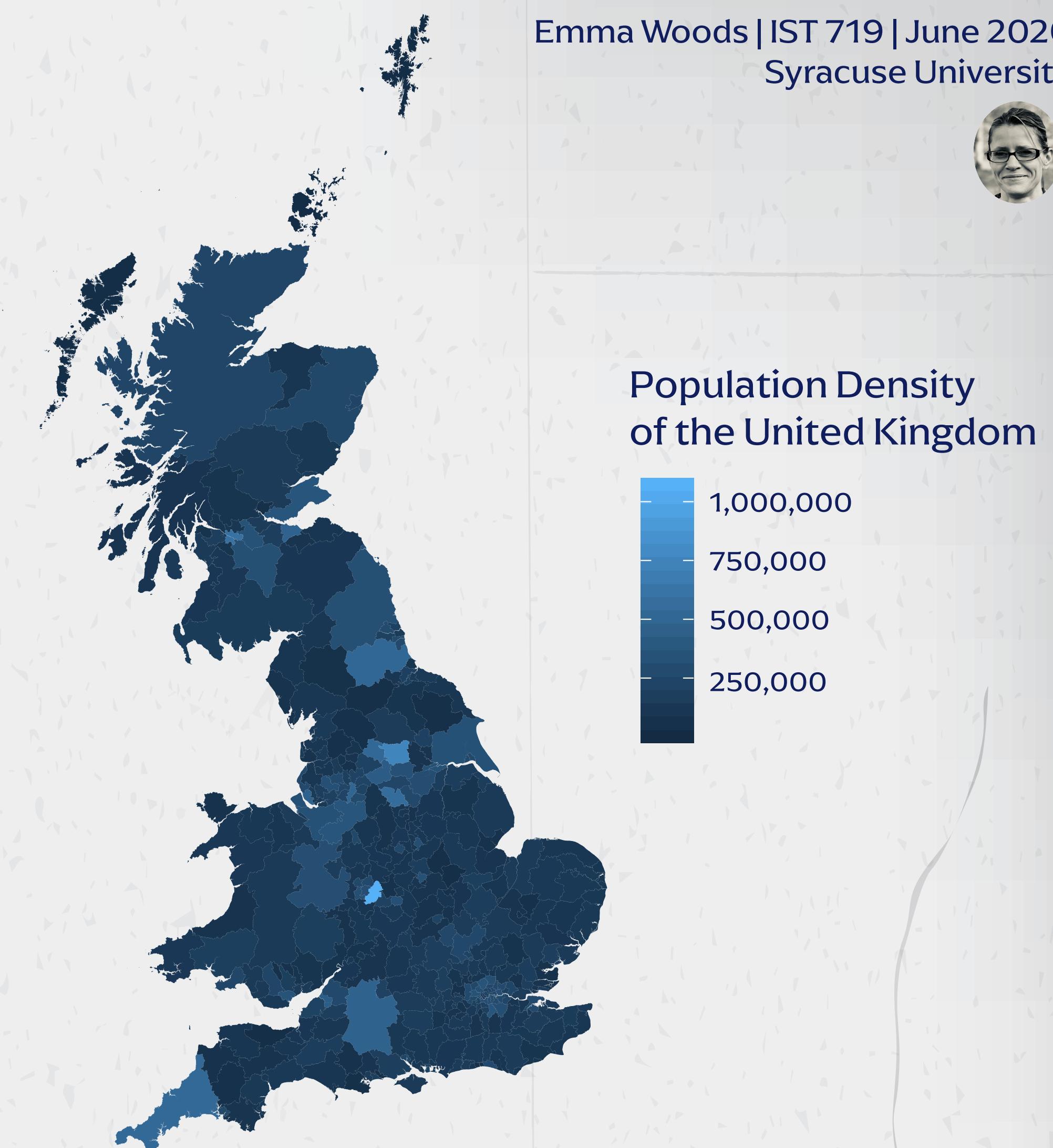
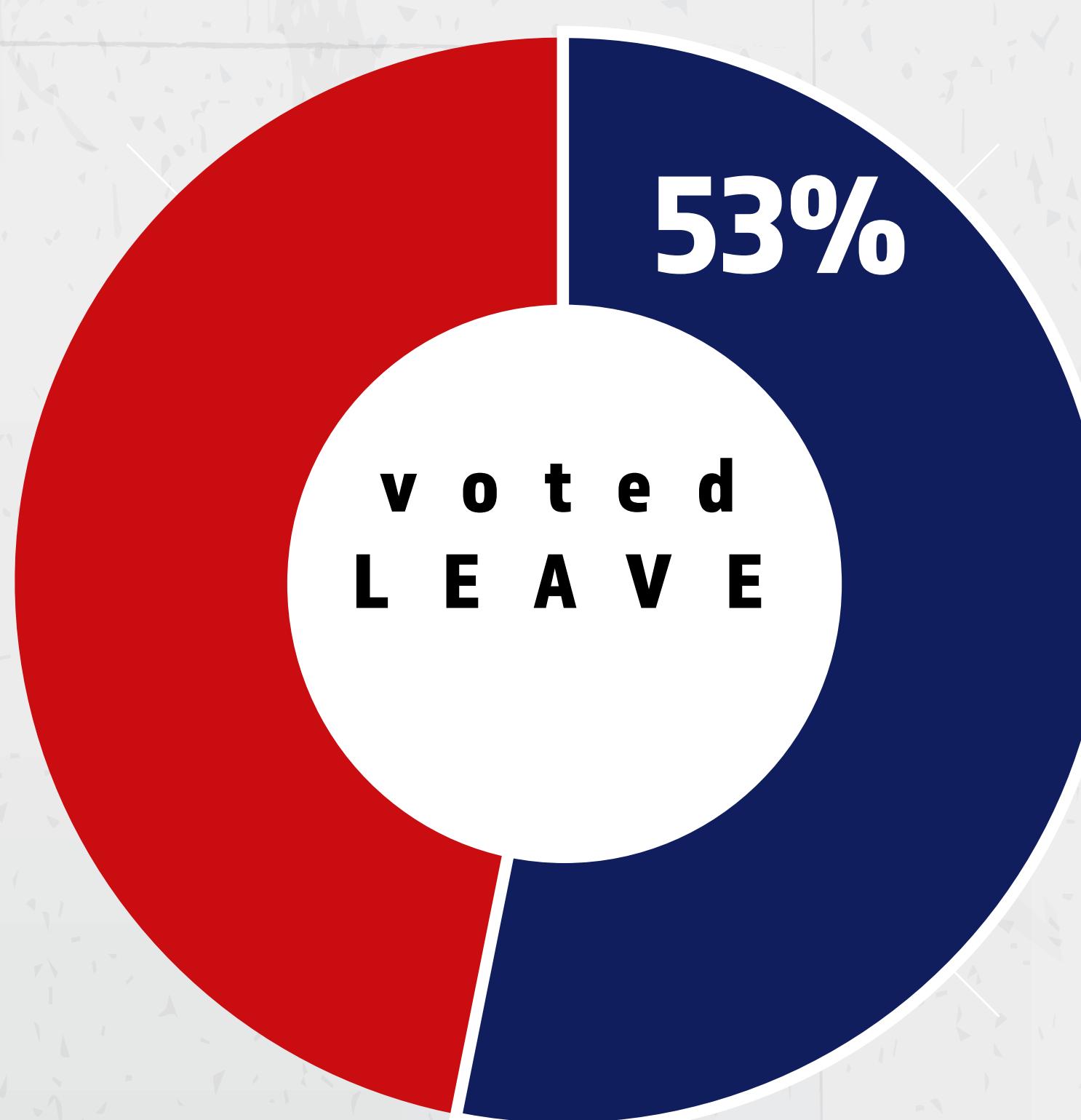


BLUES

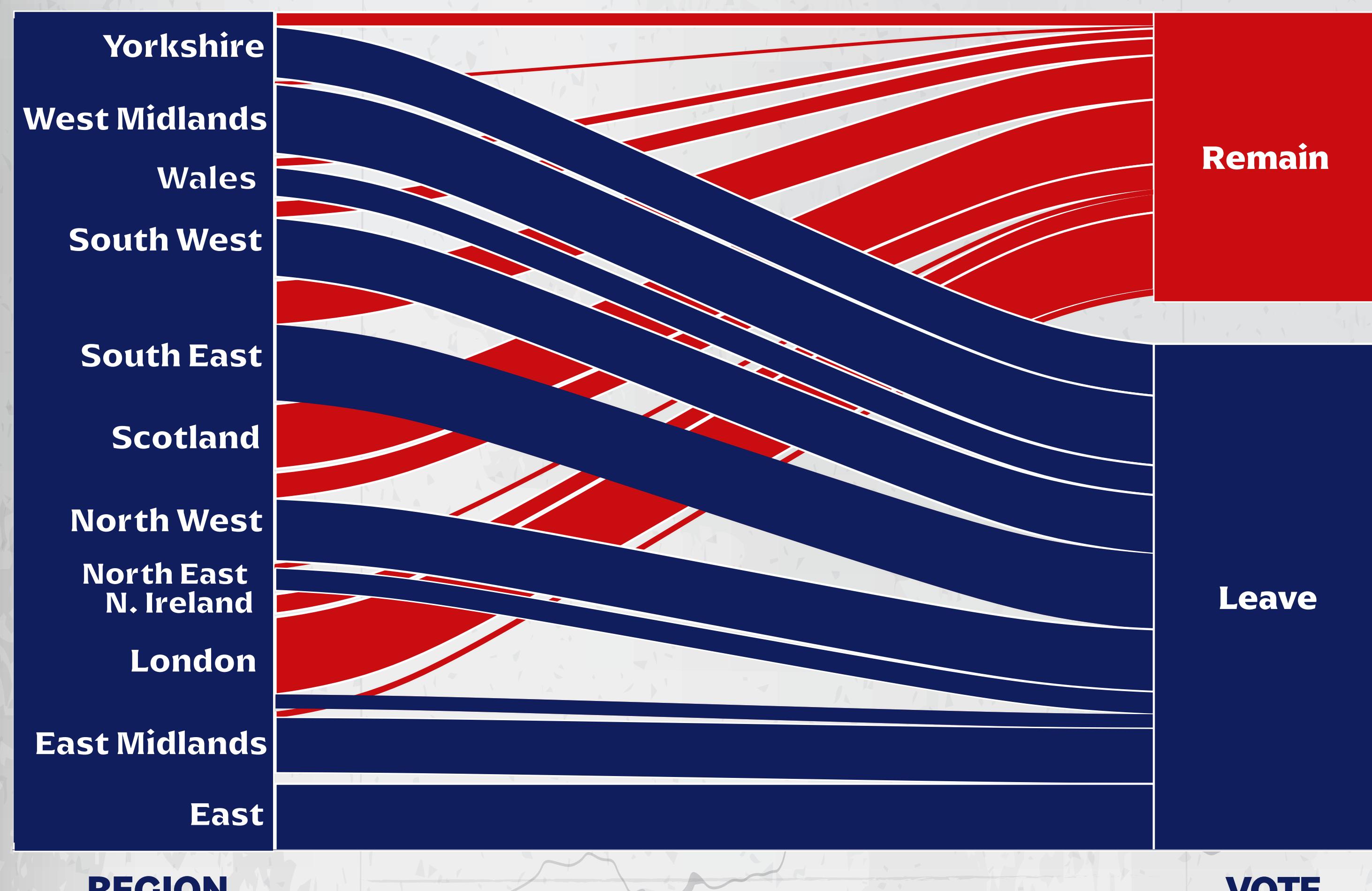
WHAT'S THE STORY?

On the 23rd June, 2016 the United Kingdom held a referendum to decide if they should remain a member of the European Union. The result was highly divided.

This project explores whether there has been any measurable impact on the nation's emotional and psychological well-being since deciding to leave the EU.



How did each Region vote?



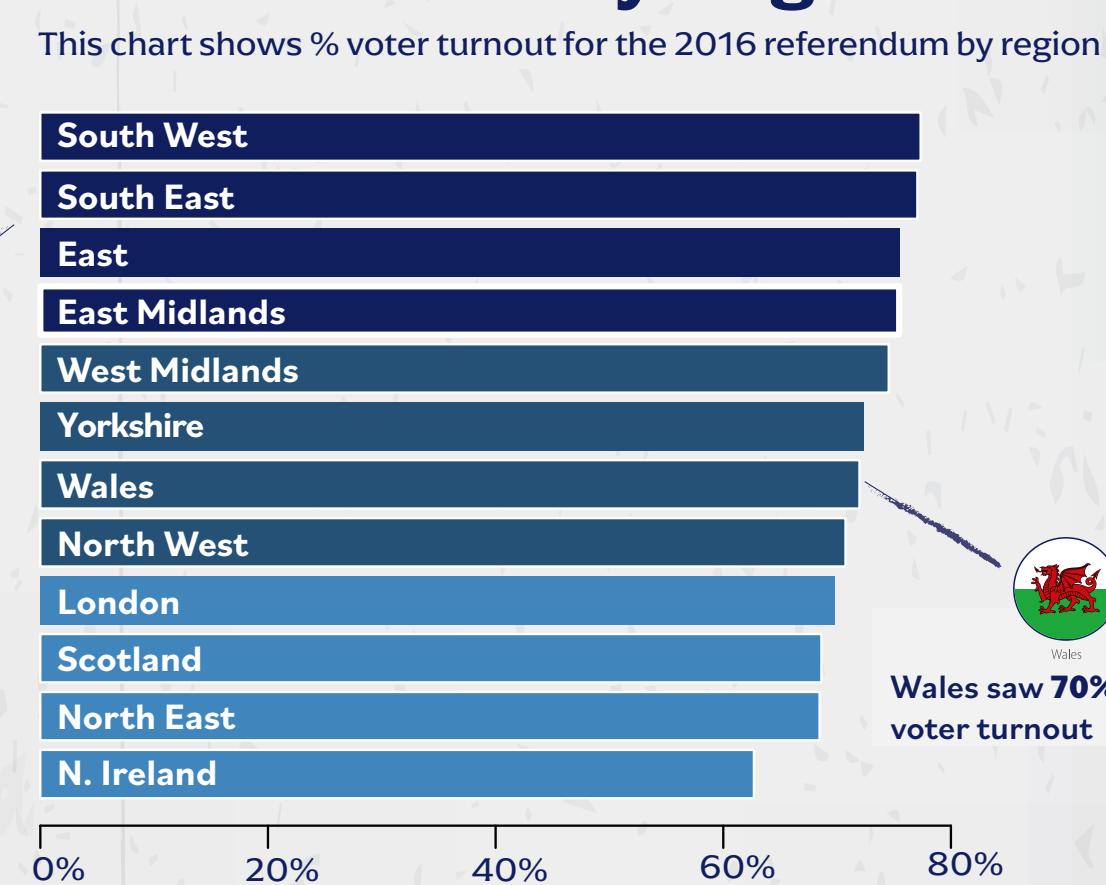
MOTIVATION

Policymakers seeking to view policy decisions through the lens of their citizens experience of well-being.

This could be particularly helpful following events of national significance and political change.

Such information may inform policy decision-making at local and regional levels, by targeting areas with higher needs in terms of personal and emotional well-being.

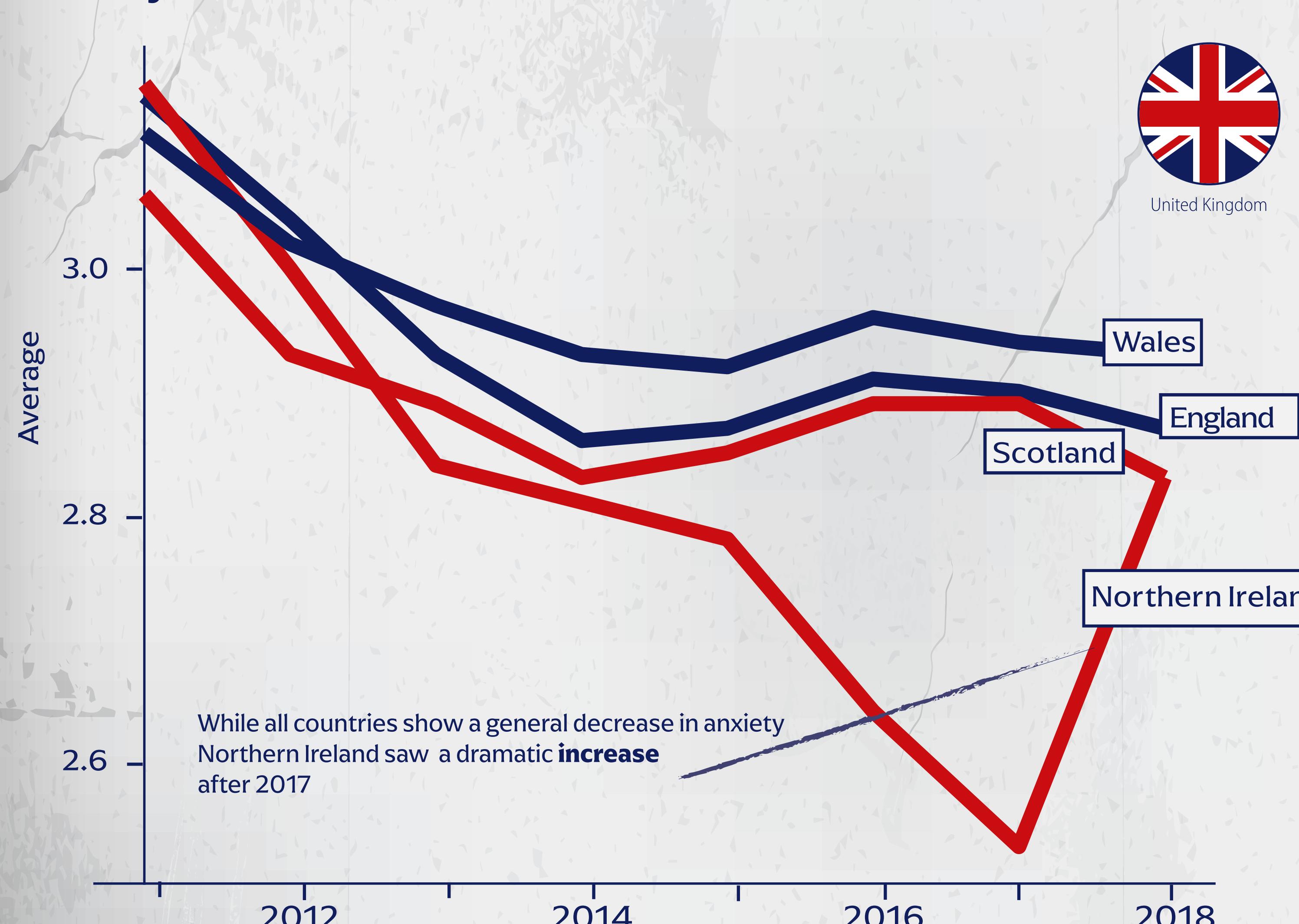
Voter Turnout by Region



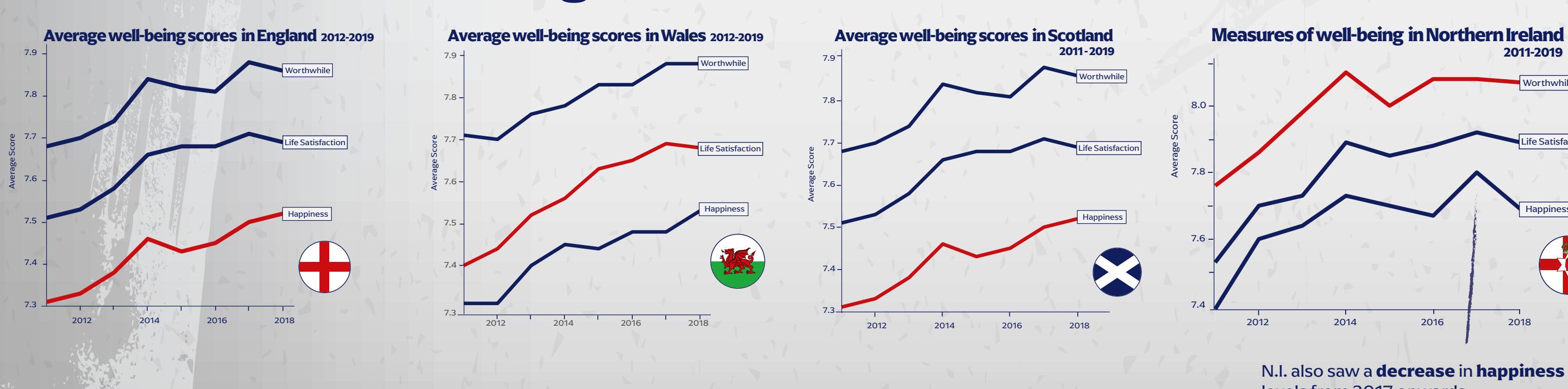
Has personal well-being been impacted in areas voting Remain now the UK is leaving the EU?

Personal well-being is assessed through four measures: Life satisfaction, feeling the things done in life are worthwhile, happiness and anxiety. Data is collected via yearly survey asking people to rate their well-being factors on an 11-point scale.

Anxiety Levels in the UK

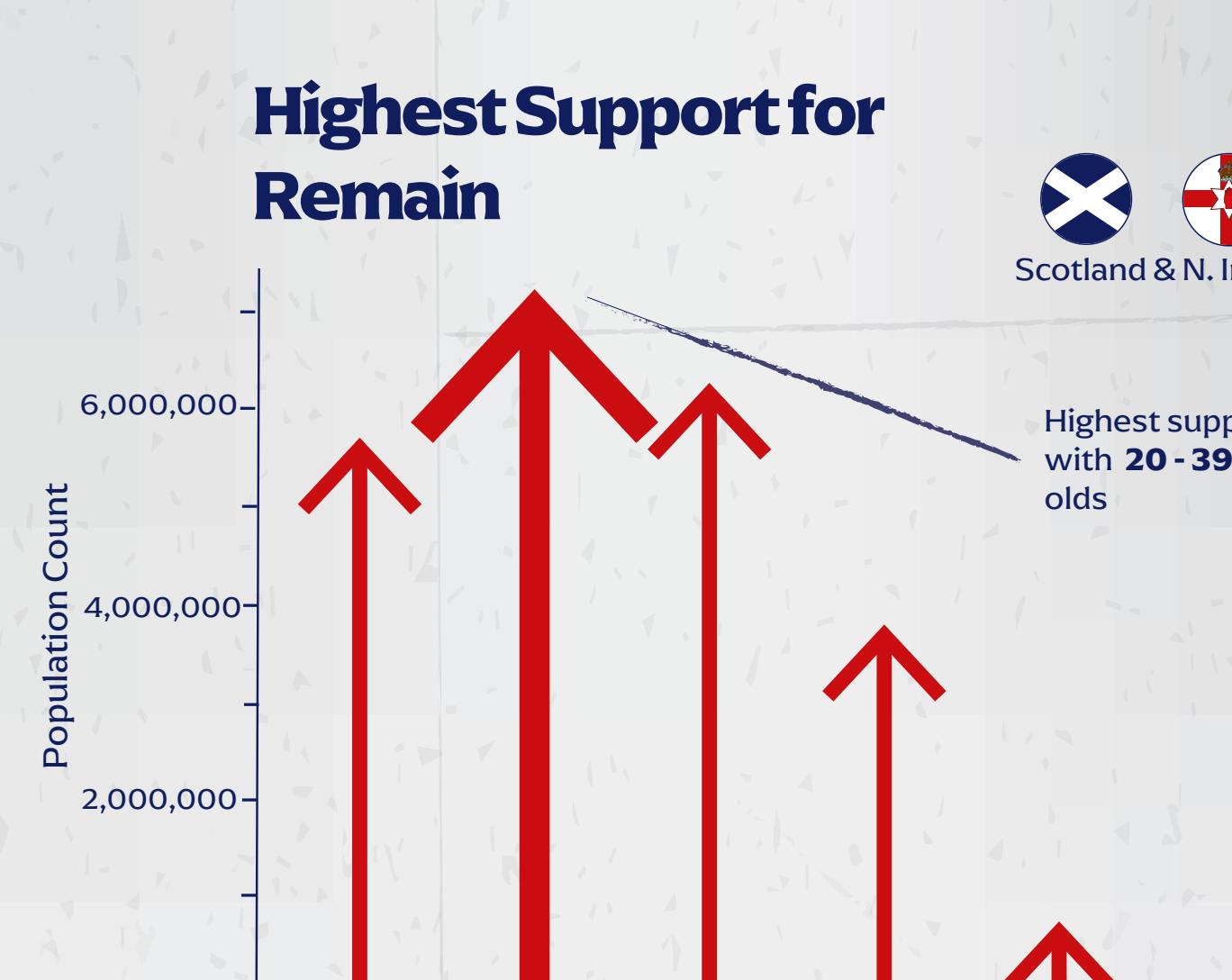
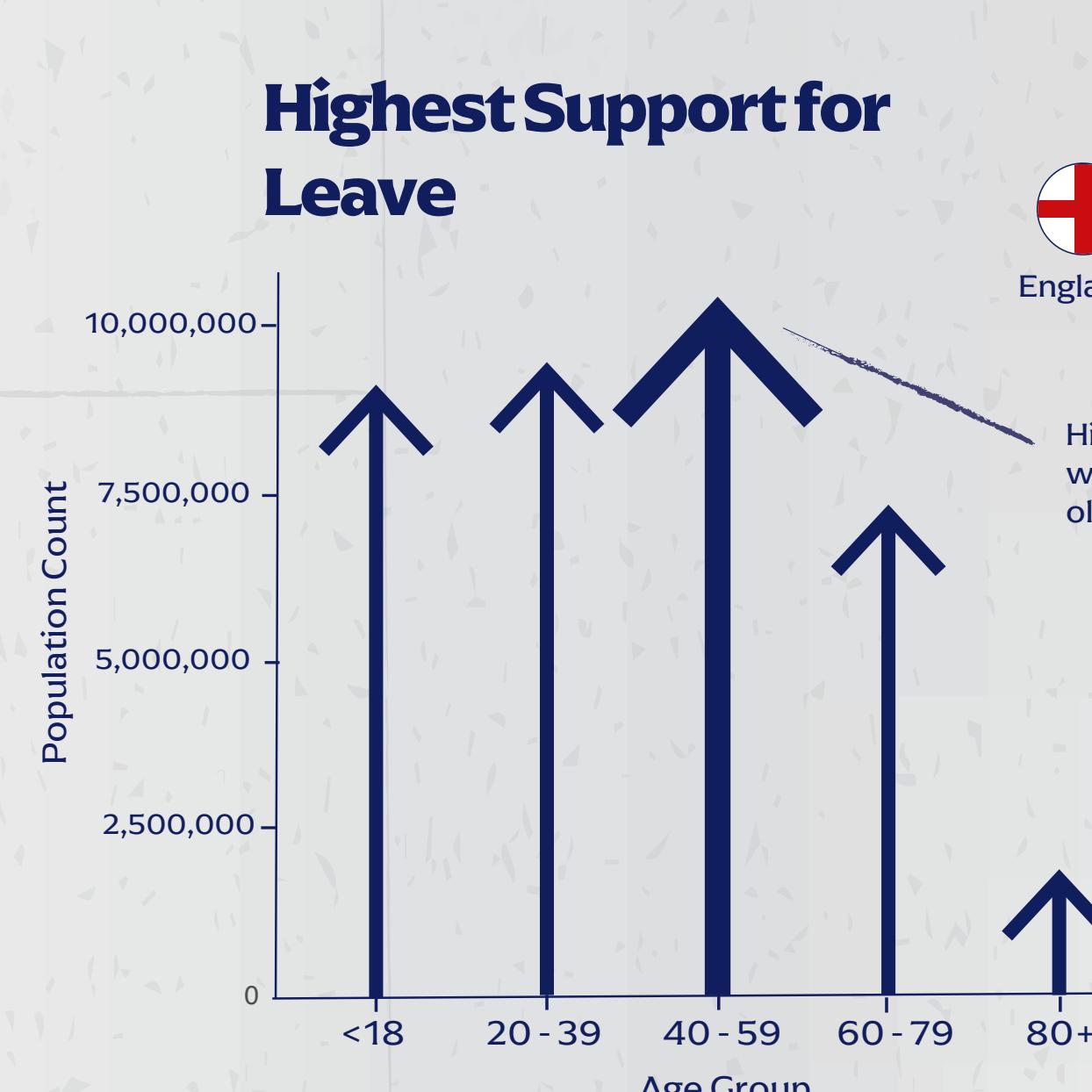


Measures of Well-Being



Was vote choice influenced by age?

The distribution of age groups is filtered by region according to the highest proportion of support they represent for the EU referendum.



What are the issues around Brexit today?

A wordcloud generated from the Financial Times headlines from January - March, 2020 shows an uncertain future ; trade, immigration, and deal negotiation talks still dominate the British press.

services ahead
future postbrexit
dealtalks vision
ukeu must
trade minister
boris eu
set britain
city will
can new immigration

SOURCES

Results of the EU Referendum & UK Census Data www.kaggle.com/electoralcommission/brexit-results
Annual Personal Well-being Estimates, Office for National Statistics (ONS) www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimate

R packages dplyr, reshape2, alluvial, ggplot2, tidyverse, regeos, rgdal, maptools, tm, wordcloud;
Images Adobe Stock; Map Shape Files ONS Geography Portal
Financial Times Headlines www.kaggle.com/beenoy/financial-times-brexit-articles-database