



Leave or Remain?

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Goal

Understand the factors that
influenced the Brexit
referendum

Data

UK = 9456 wards,

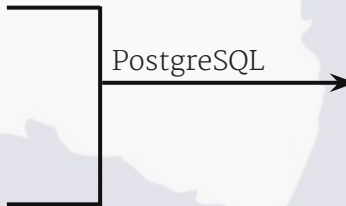
Ward = 5000 people

- ❖ **Thiemo Fetzer et al.**
356 rows, remain/leave,
in depth demographic data



Modelling and feature analysis

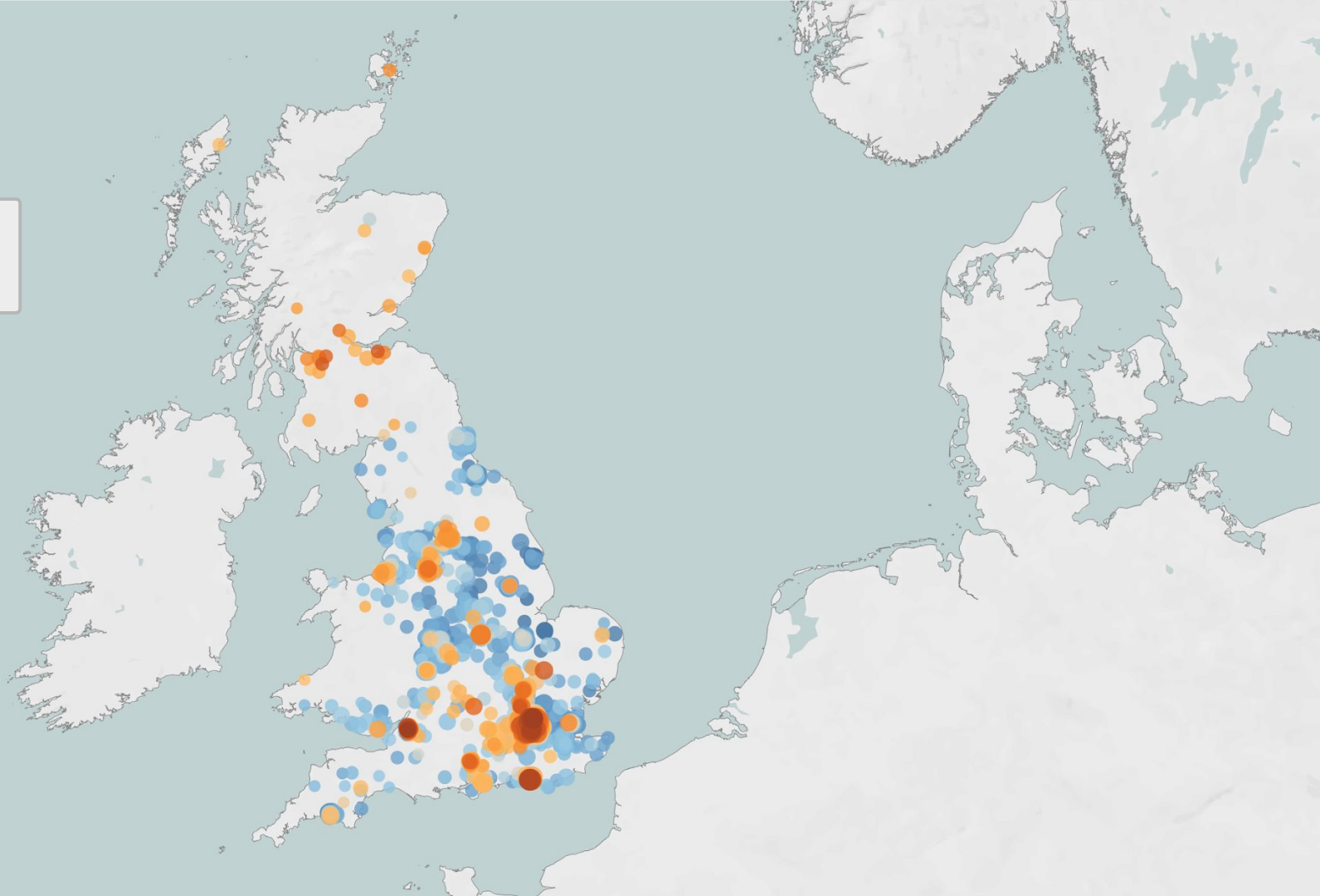
- ❖ **BBC**
1059 rows, remain/leave,
population, income



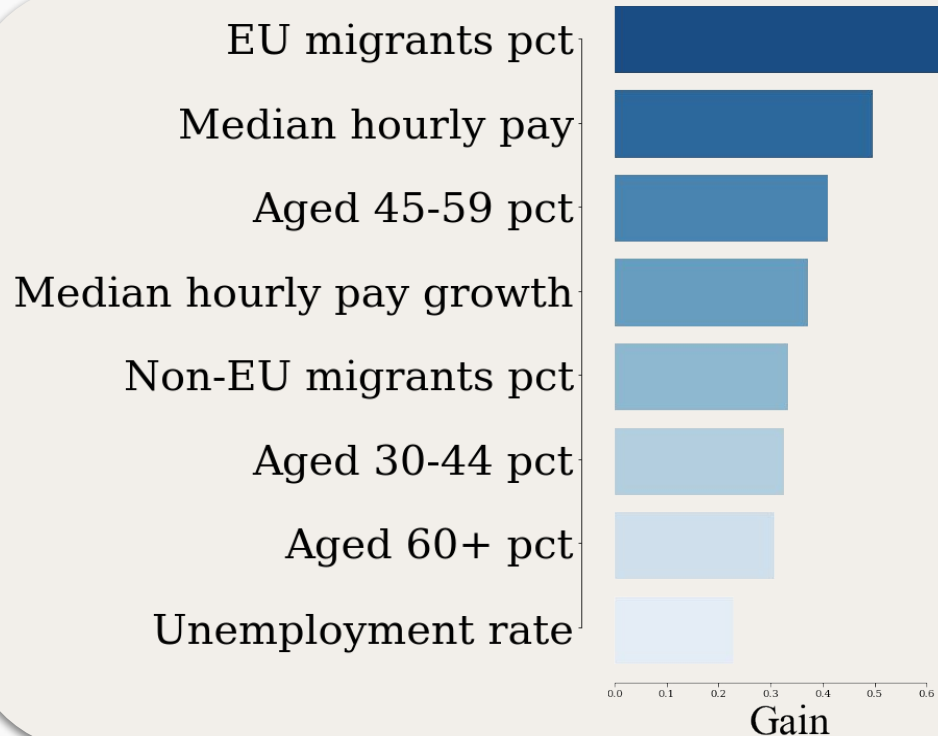
Visualization and dashboard

- ❖ **data.gov.uk**
Latitude and longitude

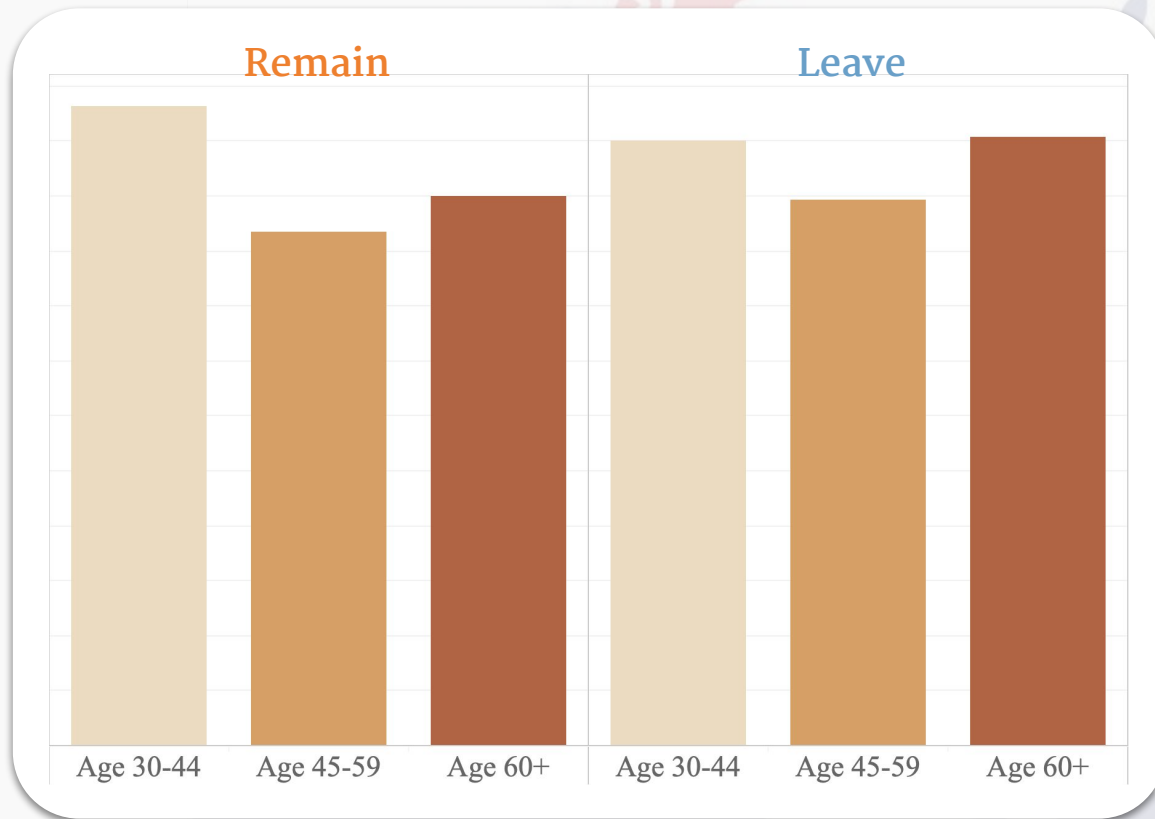
Remain
Leave



What matters?



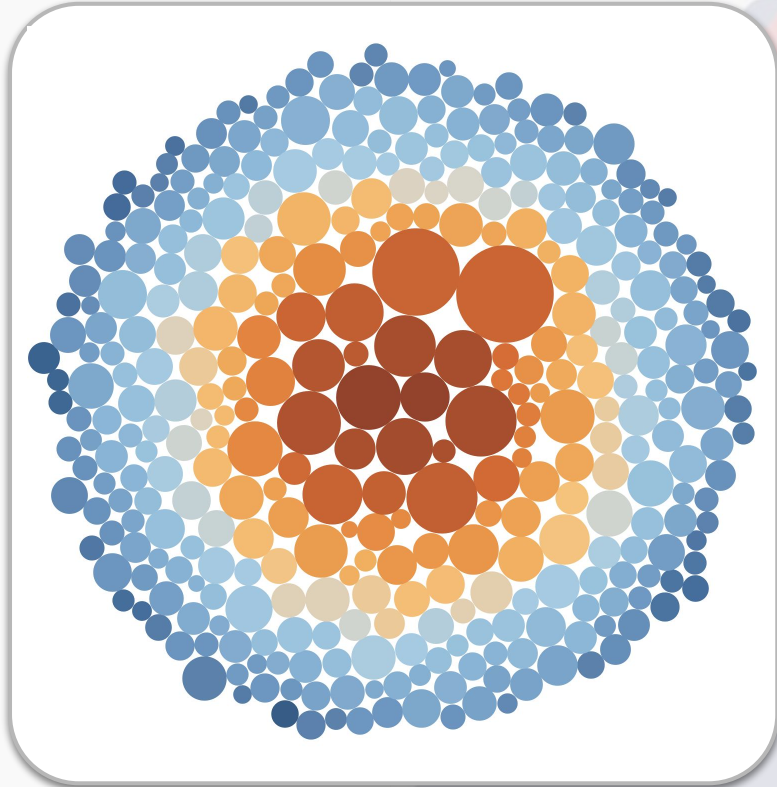
Older = More likely to vote leave



Low salary = Leave, High salary = Remain



Migrants are more likely to vote remain



Migrant population



5%



10%



15%



20%

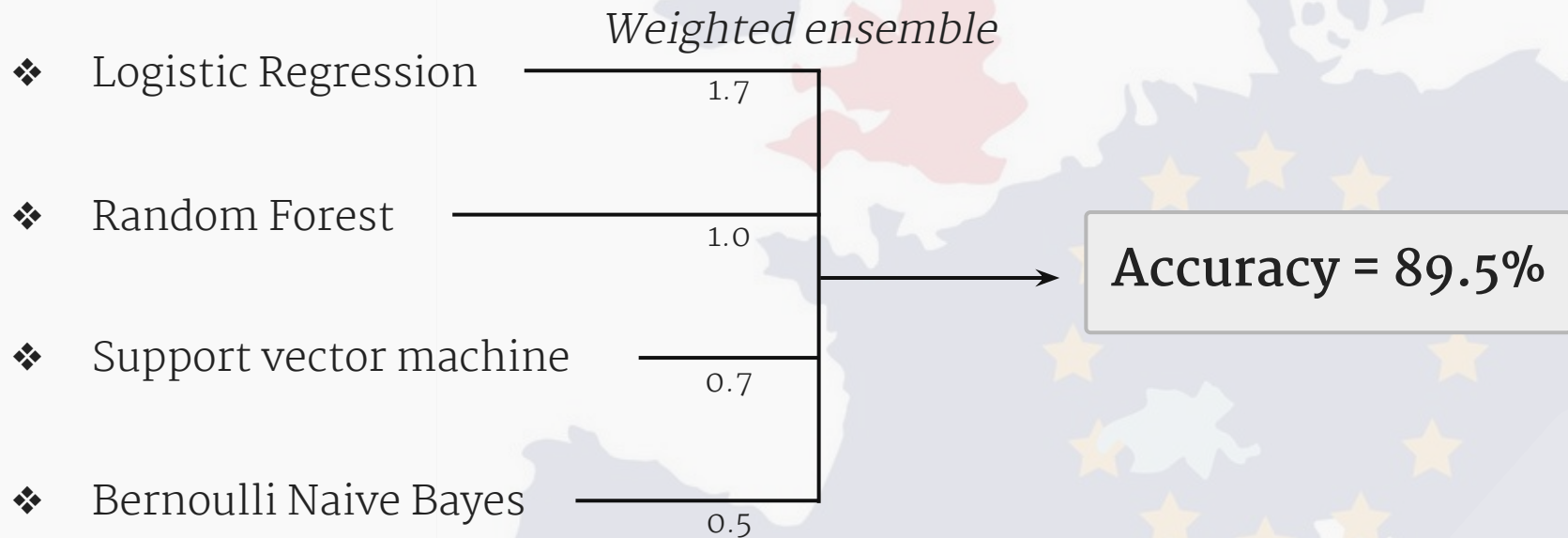
Remain

Leave

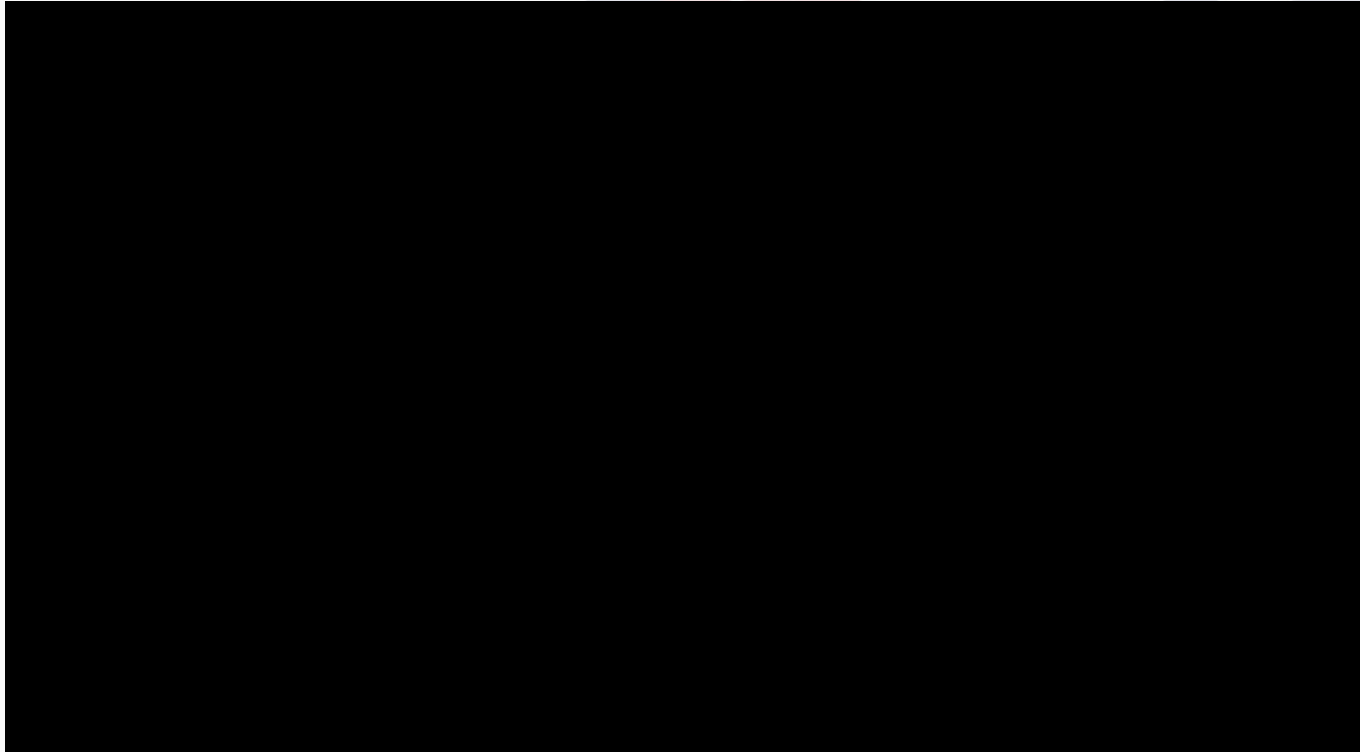


London, wants to
remain
for certain
for leave

Final model



Dashboard



A stylized map of Europe is shown in the background. The United Kingdom is highlighted in a light red color, while the rest of the European continent is in a light blue-grey color. Overlaid on the map is the flag of the European Union, which consists of twelve yellow stars arranged in a circle. The word "Questions?" is written in a large, black, serif font across the center of the image.

Questions?



Appendix

Decision Tree





1, Scotland wants to

1,018, remain
1,018,322 for leave