

```

1
2
3 # define root path
4 basis <- ''
5
6 library(gdata)
7 library(XLConnect)
8 library(utils)
9
10 # Load socio-economic factors from NOMIS database
11 gender_density <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Census 2011 Resident Population')
12 age <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Census 2011 Age Structure')
13 ethnic <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Census 2011 Ethnic Group')
14 house <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Census 2011 Tenure')
15 socgrade <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Census 2011 Social Grade')
16 claimants <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Claimant Count Mar 2015')
17 business <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='UK Business Counts 2014')
18 jobsdensity <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Jobs Density 2013')
19 educ <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='Census 2011 Qualifications')
20 APsheet <- read.xls(paste(basis, '/The
Times/Elections/PostElection/20150429_PostElectionsAnalysis_NOMIS_DDJ_DecisionTreeData.
xlsx', sep=''), stringsAsFactors=FALSE, sheet='AP sheet')
21
22 # normalise data
23 business$Micro.Perc <- business$Micro..0.to.9./business$Total
24 business$Small.Perc <- business$Small..10.to.49./business$Total
25 business$Medium.Perc <- business$Medium.sized..50.to.249./business$Total
26 business$Large.Perc <- business$Large..250../business$Total
27 business <- business[, c('Code', 'Micro.Perc', 'Small.Perc', 'Medium.Perc', 'Large.Perc')]
28
29 socgrade$AB.Perc <-
socgrade$AB.Higher.and.intermediate.managerial.administrative.professional.occupations /
socgrade$All.categories..Approximated.social.grade
30 socgrade$C1.Perc <-
socgrade$C1.Supervisory..clerical.and.junior.managerial.administrative.professional.occ
upations / socgrade$All.categories..Approximated.social.grade

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31 socgrade$C2.Perc <-
  socgrade$C2.Skilled.manual.occupations/socgrade$All.categories..Approximated.social.grade
32 socgrade$DE.Perc <-
  socgrade$DE.Semi.skilled.and.unskilled.manual.occupations..unemployed.and.lowest.grade.
  occupations/socgrade$All.categories..Approximated.social.grade
33 socgrade<-socgrade[,c('Code', 'AB.Perc', 'C1.Perc', 'C2.Perc', 'DE.Perc')]
34
35 names(gender_density)[5:7]<-c('Male', 'Female', 'Density')
36 gender_density<-gender_density[,c(1:3,5:7)]
37 age <- age[,c(2:4)]
38
39 data_all<-merge(gender_density,age)
40 ethnic<-ethnic[,c(2,6,8,10,12,14)]
41 names(ethnic)<-c('Code', 'White', 'Mixed', 'Asian.British', 'Black.British', 'Other')
42 data_all<-merge(data_all,ethnic)
43 names(house)[c(6,8,10,12,14)]<-
  c('Owner.Perc', 'Shared.Owner', 'Soc.Rent', 'Private.Renter', 'Rent.Free')
44 house <- house[,c(2,6,8,10,12,14)]
45 data_all<-merge(data_all,house)
46 data_all<-merge(data_all,socgrade)
47 names(claimants)[[4]]<- 'Claimants'
48 claimants<-claimants[,c(2,4)]
49 data_all<-merge(data_all,claimants)
50 data_all<-merge(data_all,business)
51 jobsdensity<-jobsdensity[,c(2,3)]
52 data_all<-merge(data_all,jobsdensity)
53 educ <- educ[,c(2,4,8,14)]
54 names(educ)<-c('Code', 'QualNO', 'GCSE.Max', 'HE.Above')
55 data_all<-merge(data_all,educ,all.x=TRUE)
56 names(APSsheet)[[5]]<- 'Code'
57 APSsheet <- APSsheet[,c(2,3,5)]
58 data_all <- merge(data_all,APSsheet)
59 data_all$AP.Name <- sapply(as.character(data_all$AP.Name),function(x)
  gsub('&','&',x),USE.NAMES = FALSE)
60 #
61 # ##### get elections data #####
62 #
63 # library(RJSONIO)
64 # results <- fromJSON(url,simplify = FALSE)
65 #
66 # results2015 <- data.frame()
67 # for (result in results) {
68 #
69 #   names <- result[[1]]$name
70 #   winners <- result[[1]]$winningParty
71 #   before <- result[[1]]$sittingParty
72 #
73 #   Votes.C <- as.numeric(result[[1]]$results$C$votes)
74 #   Votes.Lab <- as.numeric(result[[1]]$results$Lab$votes)
75 #   Votes.LD <- as.numeric(result[[1]]$results$LD$votes)
76 #   Votes.UKIP <- as.numeric(result[[1]]$results$UKIP$votes)
77 #   Votes.Green <- as.numeric(result[[1]]$results$Green$votes)
78 #   Votes.SNP <- as.numeric(result[[1]]$results$SNP$votes)
79 #   Votes.DUP <- as.numeric(result[[1]]$results$DUP$votes)
80 #   Votes.C.Share <- as.numeric(result[[1]]$results$C$percentageShare)
81 #   Votes.Lab.Share <- as.numeric(result[[1]]$results$Lab$percentageShare)

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82 # Votes.LD.Share <- as.numeric(result[[1]]$results$LD$percentageShare)
83 # Votes.UKIP.Share <- as.numeric(result[[1]]$results$UKIP$percentageShare)
84 # Votes.Green.Share <- as.numeric(result[[1]]$results$Green$percentageShare)
85 # Votes.SNP.Share <- as.numeric(result[[1]]$results$SNP$percentageShare)
86 # Votes.DUP.Share <- as.numeric(result[[1]]$results$DUP$percentageShare)
87 #
88 # if (length(Votes.UKIP)==0) {Votes.UKIP=0}
89 # if (length(Votes.UKIP.Share)==0) {Votes.UKIP.Share=0}
90 # if (length(Votes.Lab)==0) {Votes.Lab=0}
91 # if (length(Votes.Lab.Share)==0) {Votes.Lab.Share=0}
92 # if (length(Votes.C)==0) {Votes.C=0}
93 # if (length(Votes.C.Share)==0) {Votes.C.Share=0}
94 # if (length(Votes.LD)==0) {Votes.LD=0}
95 # if (length(Votes.LD.Share)==0) {Votes.LD.Share=0}
96 # if (length(Votes.Green)==0) {Votes.Green=0}
97 # if (length(Votes.Green.Share)==0) {Votes.Green.Share=0}
98 # if (length(Votes.SNP)==0) {Votes.SNP=0}
99 # if (length(Votes.SNP.Share)==0) {Votes.SNP.Share=0}
100 # if (length(Votes.DUP)==0) {Votes.DUP=0}
101 # if (length(Votes.DUP.Share)==0) {Votes.DUP.Share=0}
102 #
103 # tots_temp <-
  Votes.SNP.Share+Votes.Green.Share+Votes.LD.Share+Votes.C.Share+Votes.Lab.Share+Votes.UK
  IP.Share+Votes.DUP.Share
104 # tots_temp_2 <-
  Votes.SNP+Votes.Green+Votes.LD+Votes.C+Votes.Lab+Votes.UKIP+Votes.DUP
105 # tots_others <- (100*tots_temp_2/tots_temp)-tots_temp_2
106 # tots_others_perc <- 100*tots_others/(100*tots_temp_2/tots_temp)
107 #
108 # temp <-
  data.frame(Names=names,X2015.result=winners,X2010.result=before,Votes.C=Votes.C,
109 #
  Votes.Lab=Votes.Lab,Votes.LD=Votes.LD,Votes.UKIP=Votes.UKIP,Votes.Green=Votes.Green,Vot
  es.SNP=Votes.SNP,
110 #
  Votes.C.Share=Votes.C.Share,Votes.Lab.Share=Votes.Lab.Share,Votes.LD.Share=Votes.LD.Sha
  re,
111 #
  Votes.UKIP.Share=Votes.UKIP.Share,Votes.Green.Share=Votes.Green.Share,Votes.SNP.Share=V
  otes.SNP.Share,Votes.Others=tots_others,Votes.Others.Share=tots_others_perc)
112 # if (nrow(results2015)>0) {
113 #   results2015<-rbind(results2015,temp)
114 # } else {
115 #   results2015<-temp
116 # }
117 #
118 # }
119 #
120 #
121 # results2015$X2015.result<-as.character(results2015$X2015.result)
122 # results2015$Names<-as.character(results2015$Names)
123 # results2015$X2010.result<-as.character(results2015$X2010.result)
124 # nrow(results2015)
125 # # fix the parties names
126 # parties <- c('Conservative','Labour','Liberal Democrats','Ukip','Scottish National
  Party')
127 # results2015$X2015.result[results2015$X2015.result=='C']<- 'Conservative'

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128 # results2015$X2015.result[results2015$X2015.result=='Lab']<- 'Labour'
129 # results2015$X2015.result[results2015$X2015.result=='LD']<- 'Liberal Democrats'
130 # results2015$X2015.result[results2015$X2015.result=='UKIP']<- 'Ukip'
131 # results2015$X2015.result[results2015$X2015.result=='SNP']<- 'Scottish National Party'
132 # results2015$X2015.result[!(results2015$X2015.result %in% parties)] <- 'Other'
133 #
134 # results2015$X2010.result[results2015$X2010.result=='C']<- 'Conservative'
135 # results2015$X2010.result[results2015$X2010.result=='Lab']<- 'Labour'
136 # results2015$X2010.result[results2015$X2010.result=='LD']<- 'Liberal Democrats'
137 # results2015$X2010.result[results2015$X2010.result=='UKIP']<- 'Ukip'
138 # results2015$X2010.result[results2015$X2010.result=='SNP']<- 'Scottish National Party'
139 # results2015$X2010.result[!(results2015$X2010.result %in% parties)] <- 'Other'
140 #
141 # names(results2015)[[1]]<- 'AP.Name'
142 # data_all<-merge(data_all,results2015,all.x=TRUE)
143 # data_all[is.na(data_all$X2015.result),]
144 #
145 # # match new results to codes data
146 # names(results2010)
147 # table(results2015$X2015.result)
148 # table(results2015[,c('X2015.result','X2010.result')])
149 # sum(table(results2015$X2015.result))
150 #
151 # table(data_all[,c('X2015.result','Region')])
152
153
154 ##### get turnout by const #####
155
156 load(paste(basis,'/The Times/Elections/PostElection/turnout.RData',sep=''))
157 turnout2010<-read.csv(paste(basis,'/The
Times/Elections/PostElection/turnout2010.csv',sep=''))
158
159 names(turnout_data)[[2]]<- 'Turnout.2015'
160 data_all<-merge(data_all,turnout_data)
161
162 data_all$Electorate <- 100*
(data_all$Votes.C+data_all$Votes.Lab+data_all$Votes.LD+data_all$Votes.UKIP+data_all$Vot
es.Green+
163
data_all$Votes.SNP+data_all$Votes.Others)/data_all$Turnout.2015
164
165 data_all<-merge(data_all,turnout2010)
166
167 ##### TUNROUT ANALYSIS #####
168
169 data_all$ElectorateHasIncreased <- data_all$Electorate>data_all$Votes2010
170 paste(sum(data_all$Electorate),sum(data_all$Votes2010),sep=',')
171 data_all$TurnoutHasIncreased <- data_all$Turnout.2015>data_all$Turnout.2010
172 data_all$AllVoted.2015 <- data_all$Electorate*data_all$Turnout.2015/100
173 data_all$AllVoted.2010 <- data_all$Votes2010*data_all$Turnout.2010/100
174 paste(sum(data_all$AllVoted.2015),sum(data_all$AllVoted.2010),sep=',')
175 summary(data_all$Turnout.2015)
176
177 data_all$TurnoutDifference <- data_all$Turnout.2015-data_all$Turnout.2010
178 table(data_all[,c('ElectorateHasIncreased','X2015.result')])
179 table(data_all[,c('TurnoutHasIncreased','X2015.result')])
180 aggregate(TurnoutDifference~X2015.result,median,data=data_all)

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181 aggregate(TurnoutDifference~X2015.result,mean,data=data_all)
182 aggregate(TurnoutDifference~X2015.result,sd,data=data_all)
183 data_all$SwingSeats <- data_all$X2015.result!=data_all$X2010.result
184 quantile(data_all$TurnoutDifference,seq(0,1,0.1))
185 data_all$Engaged <- 'Normal'
186 data_all$Engaged[data_all$TurnoutDifference>3] <- 'Engaged'
187 data_all$Engaged[data_all$TurnoutDifference<=-1.1] <- 'Disengaged'
188 table(data_all[,c('X2015.result','Engaged')])
189 table(data_all[,c('SwingSeats','Engaged')])
190 temp<-data_all[data_all$Engaged=='Disengaged' & data_all$SwingSeats==TRUE,]
191
192 data_structured <- data_all[,c(34,42:47,49,50)]
193 library(reshape)
194 data_structured<-melt(data_structured,id=c(1,9))
195
196 data_structured <- data_all[,c(34,42:47,49,50,30)]
197 data_structured<-melt(data_structured,id=c(1,9,10))
198
199 data_structured <- data_all[,c(34,42:47,49,50,53)]
200 data_structured<-melt(data_structured,id=c(1,9,10))
201 data_structured$TurnoutDifference<-data_structured$Turnout.2015-
data_structured$Turnout.2010
202
203 ##### prepare data for tree #####
204
205 node.fun1 <- function(x, labs, digits, varlen)
206 {
207   paste(labs,paste(' ',paste((x$frame$n-x$frame$dev),paste("over", x$frame$n))))
208
209 }
210
211 data_all$Mean.Age<-NULL
212 names(data_all)[[8]] <- 'Age'
213 names(data_all)[24:25] <- c('Micro.Bsns','Small.Bsns')
214 data_all$Big.Bsns <- data_all$Medium.Perc+data_all$Large.Perc
215 data_all$OneMinusSmallBsns <- data_all$Medium.Perc+data_all$Large.Perc
216 names(data_all)[19:22]<-c('AB','C1','C2','DE')
217 names(data_all)[[13]]<- 'Other.Eth'
218 data_all$Owner <- data_all$Owner.Perc+data_all$Shared.Owner
219 data_all$Owner.Perc<-NULL
220 data_all$Shared.Owner<-NULL
221 data_all$Region[data_all$Region=='North East' | data_all$Region=='North West' |
data_all$Region=='Yorkshire and The Humber'] <- 'North'
222 data_all$Region[data_all$Region=='West Midlands' | data_all$Region=='East Midlands'] <-
'Midlands'
223 data_all$Region[data_all$Region=='South West' | data_all$Region=='South East'] <-
'South'
224 data_all$Scotland<- 'RestUK'
225 data_all$Scotland[data_all$Region=='Scotland']<- 'Scotland'
226 data_all$SmMcr.Bsns <- data_all$Micro.Bsns+data_all$Small.Bsns
227 data_all$Prv.Rent <- data_all$Private.Renter+data_all$Rent.Free
228 data_all$NS.Renter <- data_all$Private.Renter+data_all$Rent.Free
229
230
231 scotland_data <- data_all[data_all$Region=='Scotland',]
232 summary(scotland_data)
233

```

```
234 library(rpart)
235 library(rpart.plot)
236
237 ##### Explore trees as results come in #####
238
239 # without scotland
240 tree <- rpart(X2015.result~Soc.Rent+GCSE.Max+Male+Female+Density+Age+
241             Claimants,data=data_all[data_all$Region!='Scotland'],
242             control=rpart.control(minsplit=2,
243             cp=0.0001,minbucket=3,maxdepth=3),method='class')
244 prp(tree, extra=100, under=T, yesno=T, node.fun=node.fun1,main ="All Constituencies (No
245 Scotland)",branch.type=5)
246 print(tree)
247
248 ##### Swing #####
249 tree <-
250 rpart(X2015.result~Male+Female+Density+Age+White+Mixed+Asian.British+Black.British+Othe
251 r.Eth+
252 Scotland+Big.Bsns+Claimants,data=data_all[data_all$X2010.result=='Liberal
253 Democrats'],
254             control=rpart.control(minsplit=3, cp=0.01,minbucket=3))
255 prp(tree, extra=100, under=T, yesno=F, node.fun=node.fun1,main ="Lib Dem in
256 2010",branch.type=5)
257
```