OpenElections Data Codebook and Overview

Variable name	Notes
election	2010 general election 2015 general election 2017 general election 2019 general election
party	Brexit Party Conservative Party Green Party Labour Party Liberal Democrats Plaid Cymru Scottish National Party UK Independence Party
constituency	Examples: Ceredigion Hastings and Rye Norfolk South South Northamptonshire
country	England Scotland Wales
candidate	Refers to own party's candidate by name or includes photograph
ptyleader	Refers to own party's leader by name or includes photograph
opposing	Refers to another party or candidate/leader of another party
tactical	Mentions local tactical situation regarding who can and cannot win the constituency (e.g. "party X cannot beat party Y here" or "only party X can win here") or includes graph of constituency's election results to encourage tactical voting
economy	Refers to economic performance (e.g. GDP, inflation, unemployment), taxation (e.g. income tax, inheritance tax), or budget
immigration	Refers to immigration matters, including asylum, refugees, legal and illegal migration, or border controls
health	Refers to NHS (including NHS spending and targets) or other healthcare systems
social_welfare	Refers to social security or welfare benefits (e.g. child benefit, Universal Credit, Job Seekers' Allowance)

education	Refers to schools, further education, higher education, or adult education (e.g. school funding, building schools, university tuition fees
environment	Refers to climate change, renewable energy, recycling, air pollution, coastal erosion, or forestry
brexit_europe	Refers to European Union or Britain's relationship with the EU
governance	Refers to voting system, House of Lords reform, government transparency, devolution, voter registration, or the monarchy

Citation:

Milazzo, C., Trumm, S., Townsley, J. 2020. *OpenElections Leaflet Data, 2010-2019*. Nottingham, UK.

Overview of the data

The distribution of leaflets across parties for the 2010, 2015, 2017, and 2019 general elections is summarised in Table 1.

Table 1. Distribution of election leaflets by party, 2010-2019

Party	2010 Count	2010 %	2015 Count	2015 %	2017 Count	2017 %	2019 Count	2019 %	Total Count	Total %
Brexit Party	--	--	--	--	--	--	57	5.2	57	0.6
Conservative Party	857	26.8	762	22.8	342	25.7	327	29.7	2,288	25.5
Green Party	166	5.2	365	10.9	112	8.4	76	6.9	719	8.0
Labour Party	849	26.6	937	28.0	402	30.2	270	24.5	2,458	27.4
Liberal Democrats	1,002	31.4	714	21.3	373	28.0	322	29.2	2,411	26.9
Plaid Cymru	12	0.4	19	0.6	9	0.7	3	0.3	43	0.5
Scottish National Party	73	2.3	93	2.8	28	2.1	38	3.5	232	2.6
UK Independence Party	236	7.4	457	13.7	65	4.9	9	0.8	767	8.6
Total	3,195	100.0	3,347	100.0	1,331	100.0	1,102	100.0	8,975	100.0

Table 2 summarises the distribution of leaflets across constituencies, as well as average number of leaflets per constituency and the range.

Table 2. Distribution of election leaflets across constituencies, 2010-2019

Election	No. of constituencies included	Per cent constituencies included	Mean no. of leaflets per constituency	Range
2010	485	76.7	6.6	[1, 56]
2015	439	69.5	7.6	[1, 106]
2017	276	43.7	4.8	[1, 75]
2019	231	36.6	4.8	[1, 34]