**Conservative Party member focus groups were structured as follows:**

**London**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GROUP 1** | **GROUP 2** | **GROUP 3** |
| **GROUP DESCRIPTION** | Age - youngerGender - mixEthnicity – at least 1 BMEActivism – at least 1 constituency officer | Age - youngerGender - maleEthnicity – at least 1 BMEActivism – at least 1 constituency officer | Age - olderGender - femaleEthnicity – at least 1 BMEActivism – at least 1 constituency office |

**Bristol**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GROUP 4** | **GROUP 5** | **GROUP 6** |
| **GROUP DESCRIPTION** | Age - olderGender - mixEthnicity – at least 1 BMEActivism – at least 1 constituency officer | Age - youngerGender - maleEthnicity – at least 1 BMEActivism – at least 1 constituency officer | Age - olderGender - femaleEthnicity – at least 1 BMEActivism – at least 1 constituency officer |

**Floating voter focus groups were conducted 3-15 December 2008 in Inner and Outer London and were structured as follows:**

**Borough**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **GROUP 1** | **GROUP 2** | **GROUP 3** | **GROUP 7** |
| **GROUP DESCRIPTION** | Age - mixGender - mixEthnicity – at least 1 BMESocial Grade: ABC1Voter: Floating | Age - mixGender - maleEthnicity – at least 1 BMESocial Grade: ABC1Voter: Conservative | Age - mixGender - femaleEthnicity – at least 1 BMESocial Grade: C2DEVoter: Floating | Age - mixGender - mixEthnicity – at least 1 BMESocial Grade: ABC1Voter: Floating |

**Harrow**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GROUP 4** | **GROUP 5** | **GROUP 6** |
| **GROUP DESCRIPTION** | Age - mixGender - maleEthnicity – at least 1 BMESocial grade: C2DEVoter: Floating | Age - mixGender - mixEthnicity – at least 1 BMESocial grade: C2DEVoter: Conservative | Age - mixGender - femaleEthnicity – at least 1 BMESocial grade: ABC1Voter: Conservative |