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

**London**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GROUP 1** | **GROUP 2** | **GROUP 3** |
| **GROUP DESCRIPTION** | Age - younger  Gender - mix  Ethnicity – at least 1 BME  Activism – at least 1 constituency officer | Age - younger  Gender - male  Ethnicity – at least 1 BME  Activism – at least 1 constituency officer | Age - older  Gender - female  Ethnicity – at least 1 BME  Activism – at least 1 constituency office |

**Bristol**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GROUP 4** | **GROUP 5** | **GROUP 6** |
| **GROUP DESCRIPTION** | Age - older  Gender - mix  Ethnicity – at least 1 BME  Activism – at least 1 constituency officer | Age - younger  Gender - male  Ethnicity – at least 1 BME  Activism – at least 1 constituency officer | Age - older  Gender - female  Ethnicity – at least 1 BME  Activism – 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 - mix  Gender - mix  Ethnicity – at least 1 BME  Social Grade: ABC1  Voter: Floating | Age - mix  Gender - male  Ethnicity – at least 1 BME  Social Grade: ABC1  Voter: Conservative | Age - mix  Gender - female  Ethnicity – at least 1 BME  Social Grade: C2DE  Voter: Floating | Age - mix  Gender - mix  Ethnicity – at least 1 BME  Social Grade: ABC1  Voter: Floating |

**Harrow**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GROUP 4** | **GROUP 5** | **GROUP 6** |
| **GROUP DESCRIPTION** | Age - mix  Gender - male  Ethnicity – at least 1 BME  Social grade: C2DE  Voter: Floating | Age - mix  Gender - mix  Ethnicity – at least 1 BME  Social grade: C2DE  Voter: Conservative | Age - mix  Gender - female  Ethnicity – at least 1 BME  Social grade: ABC1  Voter: Conservative |