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Ask the Expert

Blue grassroots - Conservative party members in 2017 - who are they and what do they want?

Speaker:
Dr Monica Poletti
Queen Mary, University of London and the ESRC Party Member Project
@ESRCPtyMembers

Chair:
James Kirkup
Social Market Foundation
@jameskirkup

Wi-Fi
Network: SMF
Password: SMF_1989

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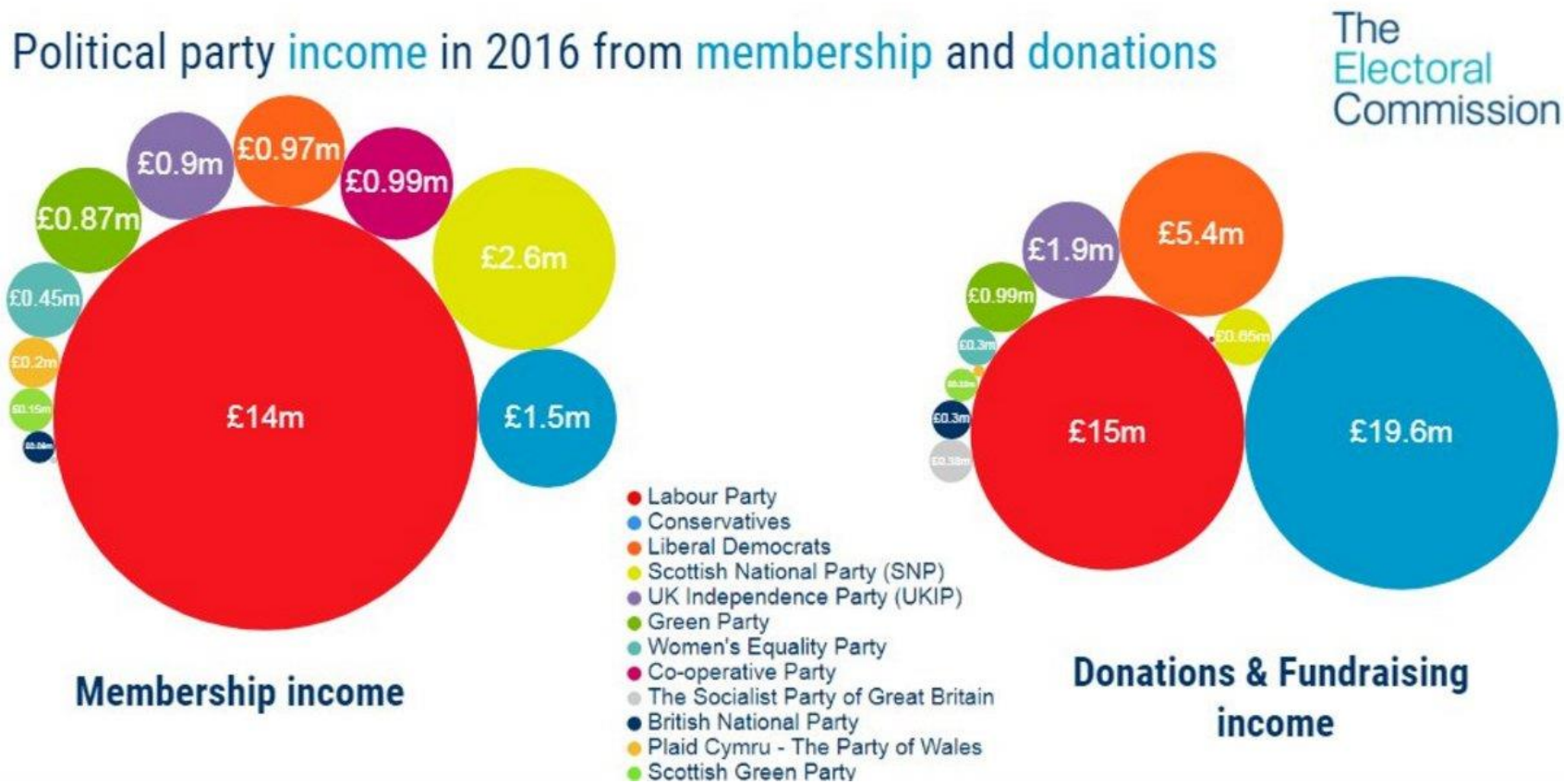
Income: membership vs. donations



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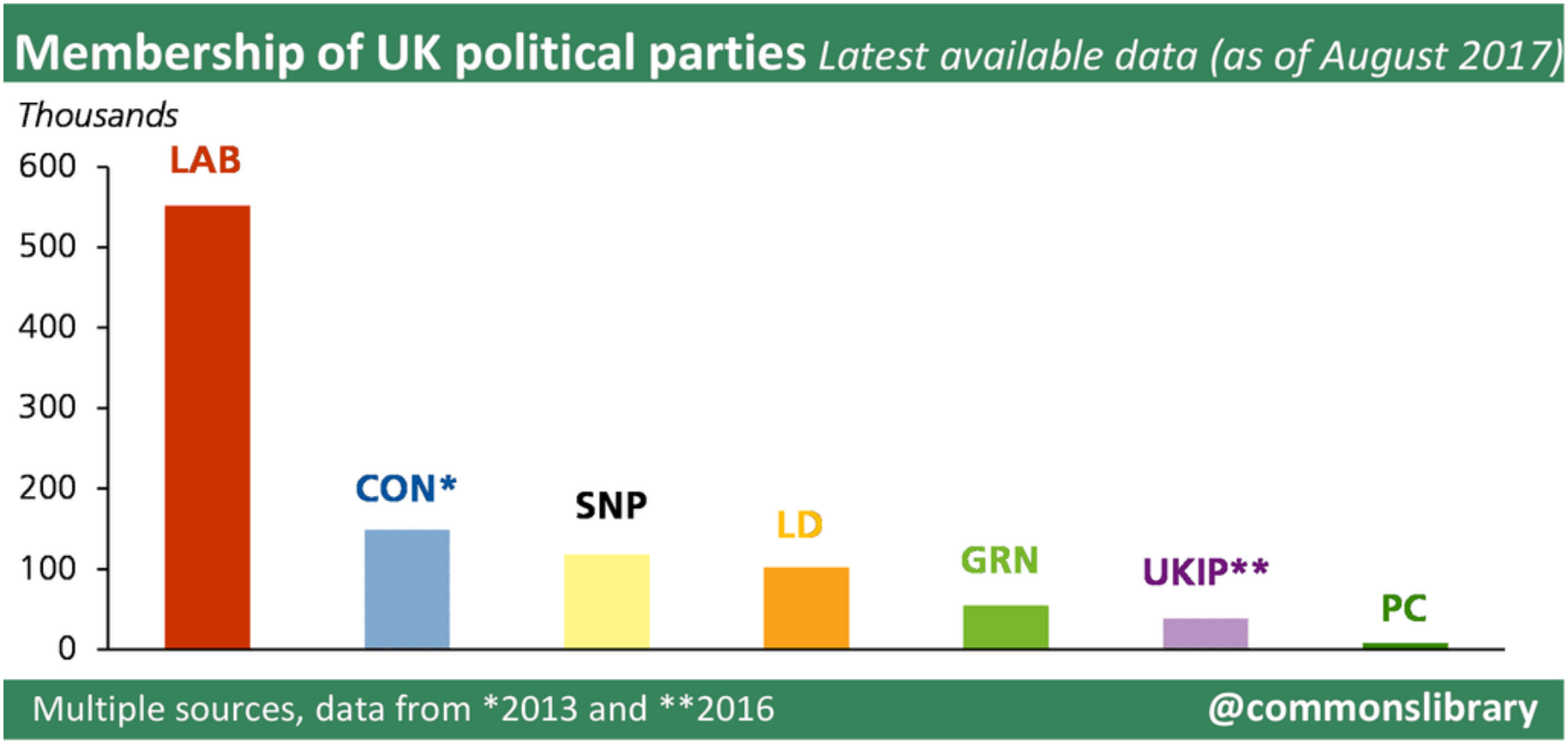

Source: House of Commons library

Conservative Party: 149,800 members (as of December 2013)
the latest available estimate published by CCHQ

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The Data: Party Members Project (PMP)

http://esrcpartymembersproject.org

- Run together with Tim Bale (QMUL) & Paul Webb (Sussex)
- Funded by ESRC, 2015-2018
- **Surveys:** May 2015, May 2016, June 2017
- Interviews

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Tory Momentum?

ACTIVATE

HOME ABOUT JOIN DONATE CONTACT US

OUR ACTIVITIES – WHAT WE DO

- Work to get Conservative candidates elected to office at both local and national level through professional and modern campaigning.
- Engage young people with conservatism, showing them what centre-right politics can offer.
- Provide a platform for young conservatives, facilitating the discussion of issues that matter to young people.
- Assist in the preparation and training of members to become Party candidates for both local and national office.
- Foster links with Conservative University and Constituency Associations, encouraging members to become involved with the Party & influence policy.
- Utilise the internet & social media to promote conservatism more effectively, engaging young people and showing people what the Party can offer.

Our Conviction

Our Conviction is currently in progress of setting up our national organisation and we will be releasing more information over the coming days. To be clear we aren't 'copying' Momentum nor do we seek to emulate it, we intend on neutralising the fiction and disinformation coming from them. We also seek to represent and contribute to the youth political conversation that is currently largely occupied by the Left - we believe there is a large proportion of the young population underrepresented in the national political conversation and we will change that.

Activate
@ActivateBritain

Following

We have our superman, now let's build a movement. Get on board now - join here activate.uk.net/join #ReadyForReesMogg #Retweet #Meme #Lol

6:56 PM - 4 Sep 2017

29 Retweets **40** Likes

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Who are Tory party members?

Attribute	Tory Members 2015 (PMP) N=1,193	Tory Members 2017 (PMP) N=1,002	Tory Voters 2017 (BES) – weighted N=10,442
% Male / Female	71 / 29	**71** / 29	**50** / 50
% ABC1	75	**86**	**60**
Mean age	54	**57**	**55**
% 18-25	13	6	6
% 26-35	10	9	10
% 36-45	9	10	16
% 46-55	12	15	18
% 56-65	16	**17**	**26**
% 65+	39	**42**	**23**
% Graduates	38	**42**	**21**
% London	14	12	12
% Rest of South	43	42	39
% Midlands/Wales	16	18	23
% North	17	17	20
% Scotland	10	10	6

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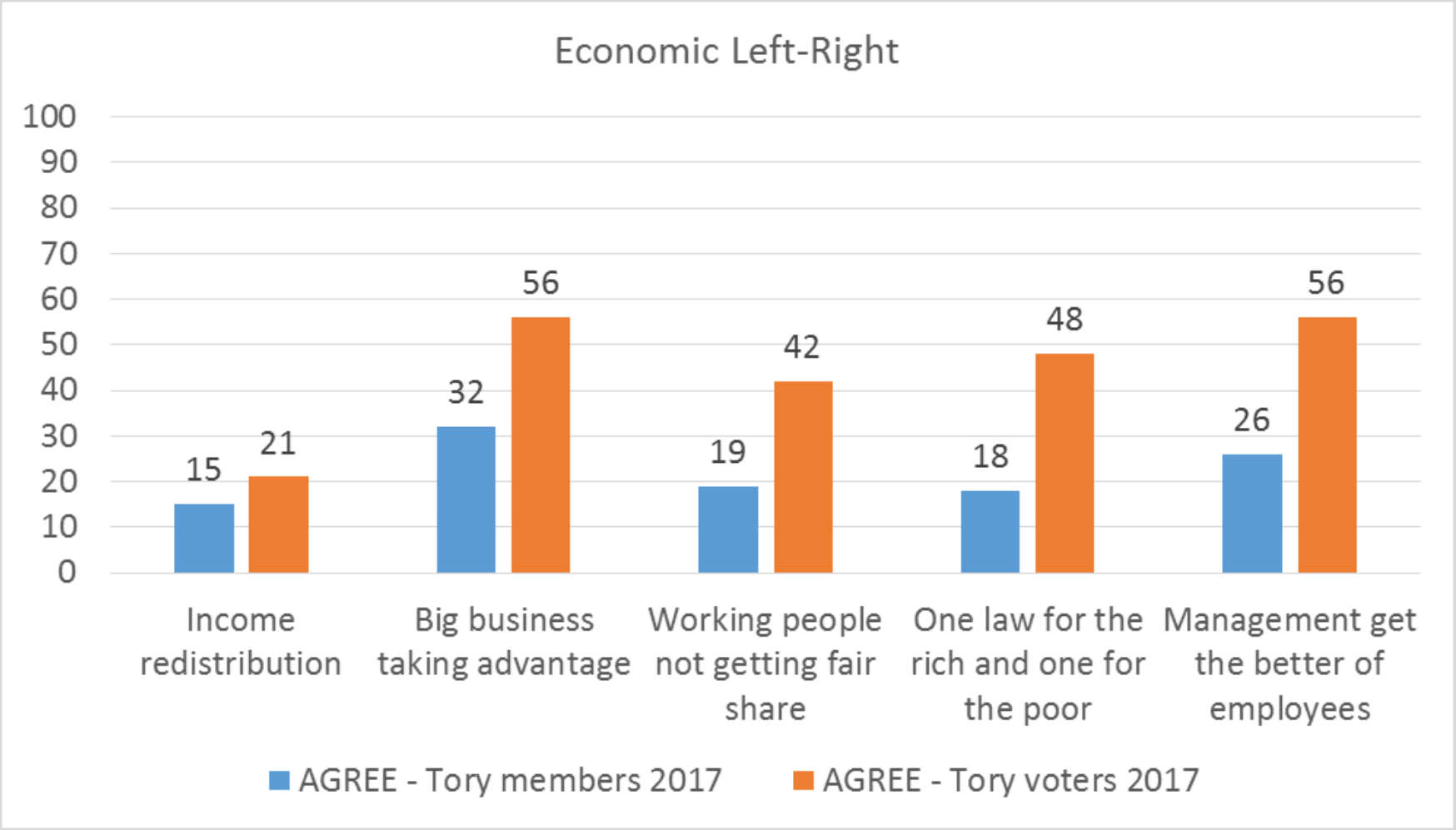
More right-wing than voters



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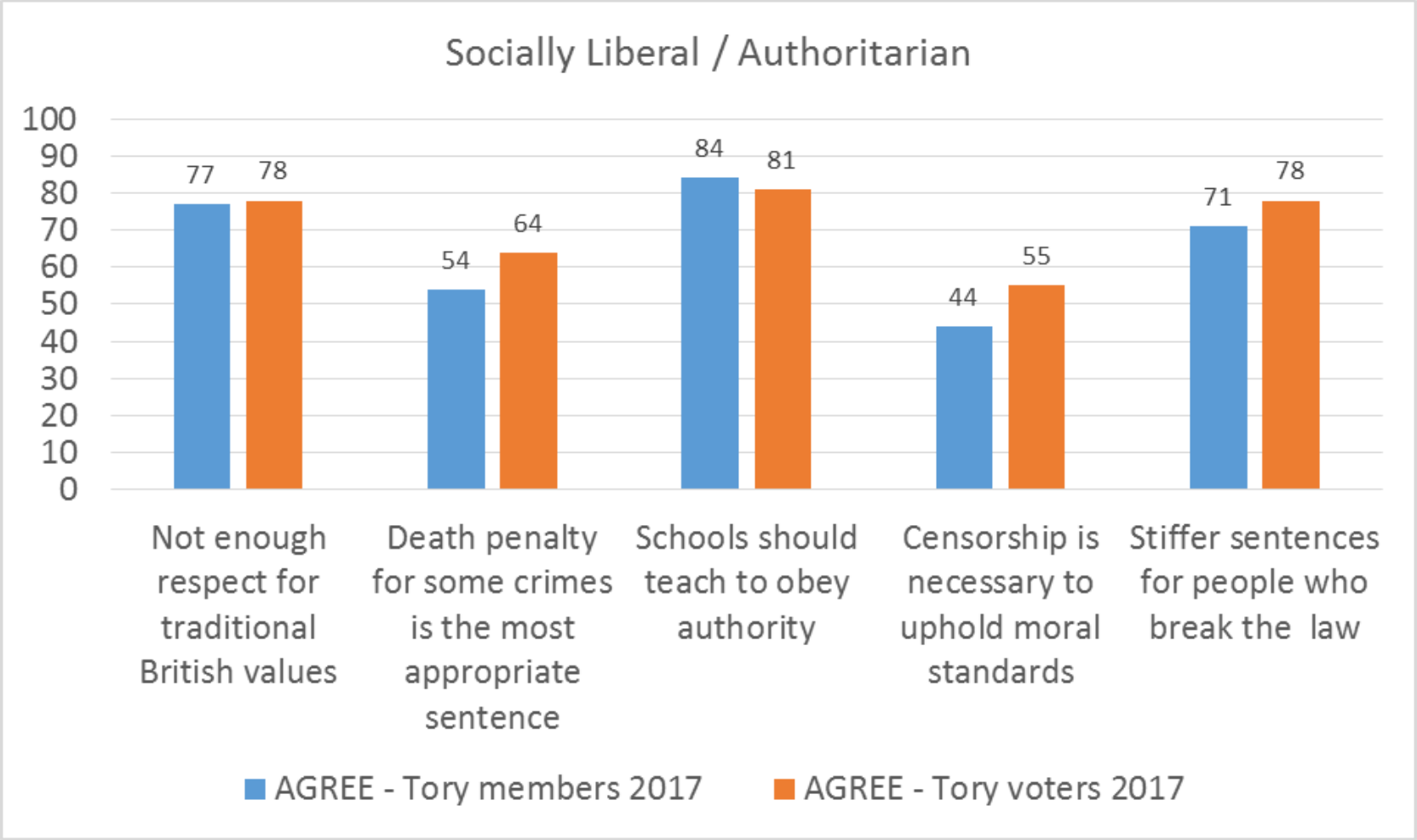
Slightly less socially conservative than voters



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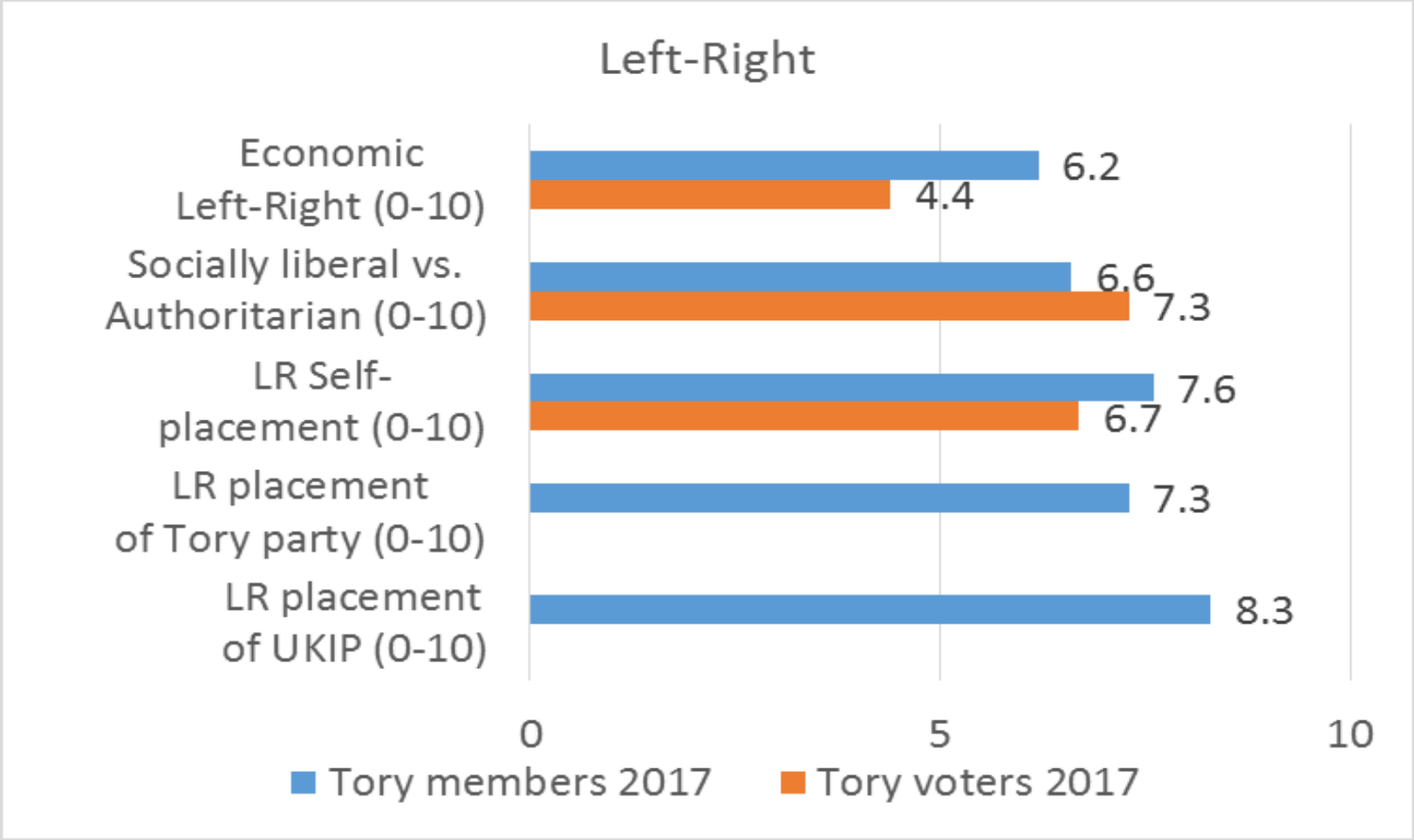
In touch with (perceived) position of party



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Less active than average

	Tory party members 2017	All party members (average) 2017
Offline campaign		
Delivered party leaflets	34	34
Displayed an election poster	**24**	**50**
Canvassed voters and/or reminded them to vote face-to-face or by phone	23	22
Attended a public meeting or hustings	**21**	**27**
Online campaign		
'Liked' something by the party or party candidates on Facebook	**38**	**62**
Tweeted and/or re-tweeted party or party candidate messages on Twitter	**23**	**34**
No activities	**23**	**12**

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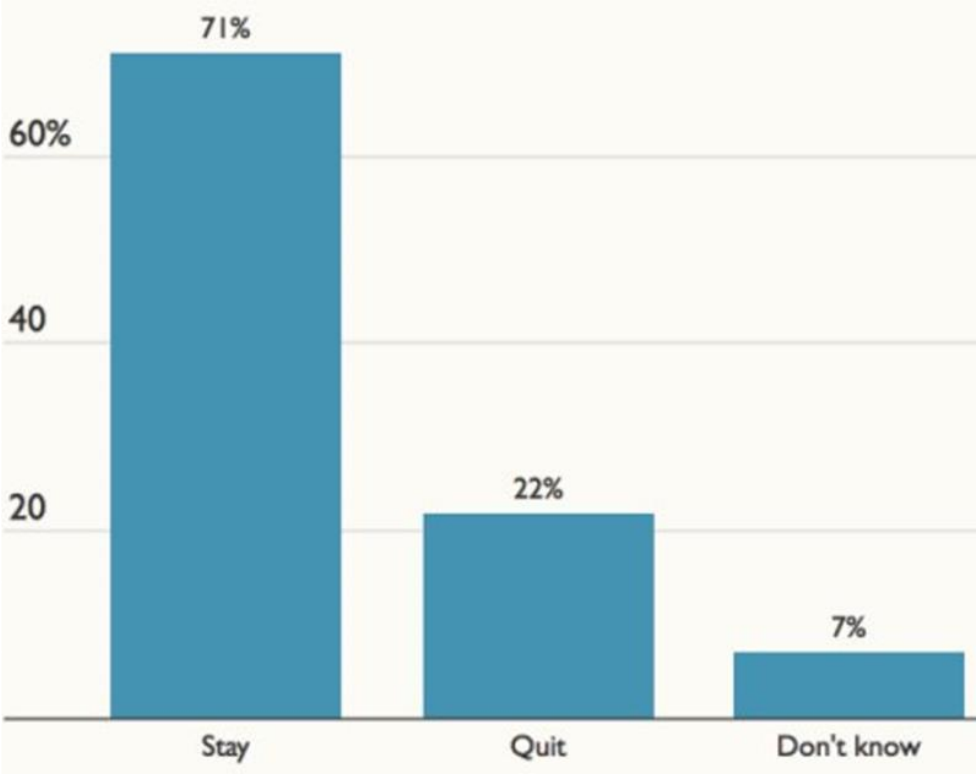
Dissatisfied with GE2017 performance…

	Tory Party Performance	Theresa May performance
0	28.3	23.0
1	41.0	35.0
2	59.8	54.0
3	**76.9**	**71.0**
4	83.8	80.9
5	89.7	88.2
6	94.4	93.3
7	97.5	96.1
8	99.4	98.7
9	99.6	99.2
10	100	100
Mean	***3.4***	***3.6***

Theresa May should…



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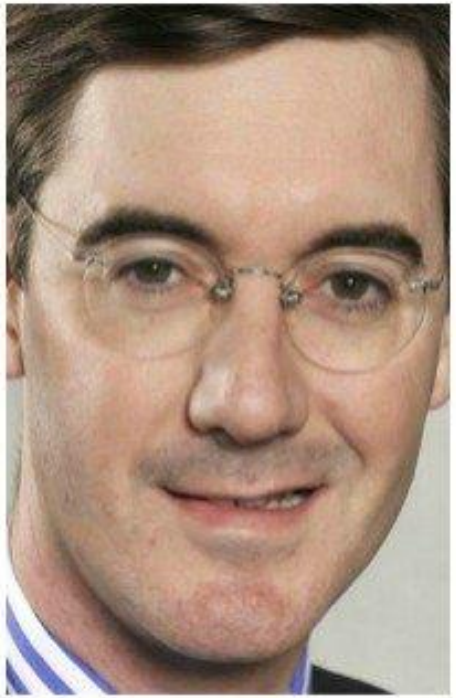
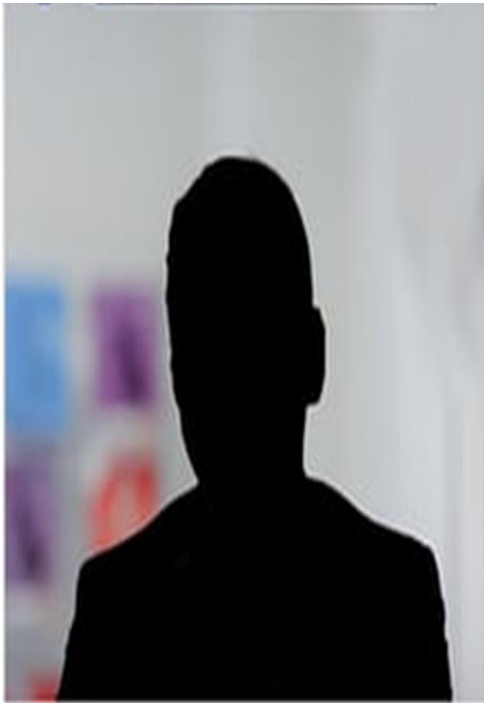
…but no obvious substitute for TM

21% - David Davis

17% - Boris Johnson



6% - Jacob Rees-Mogg



26% DK / Can't choose

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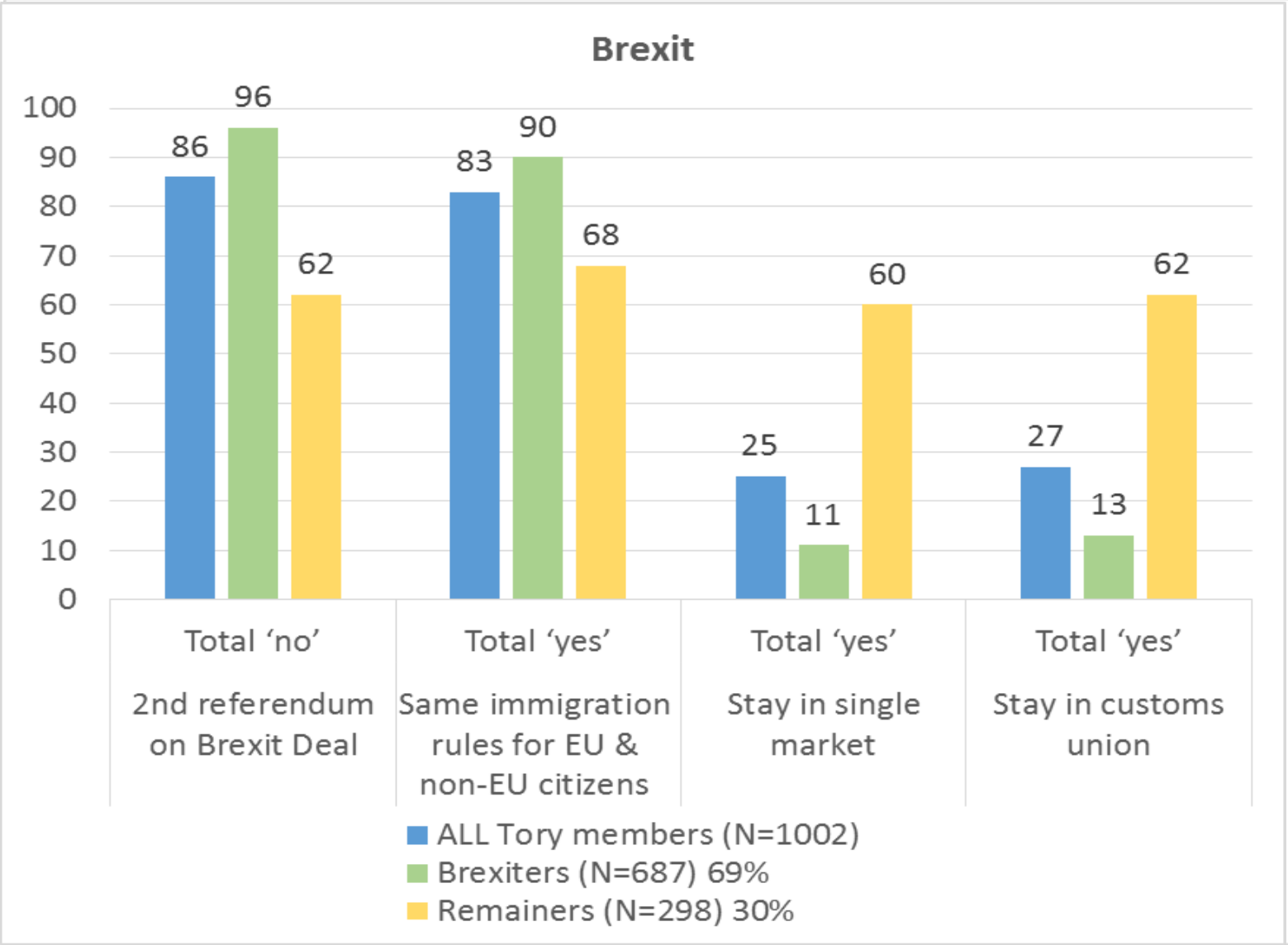

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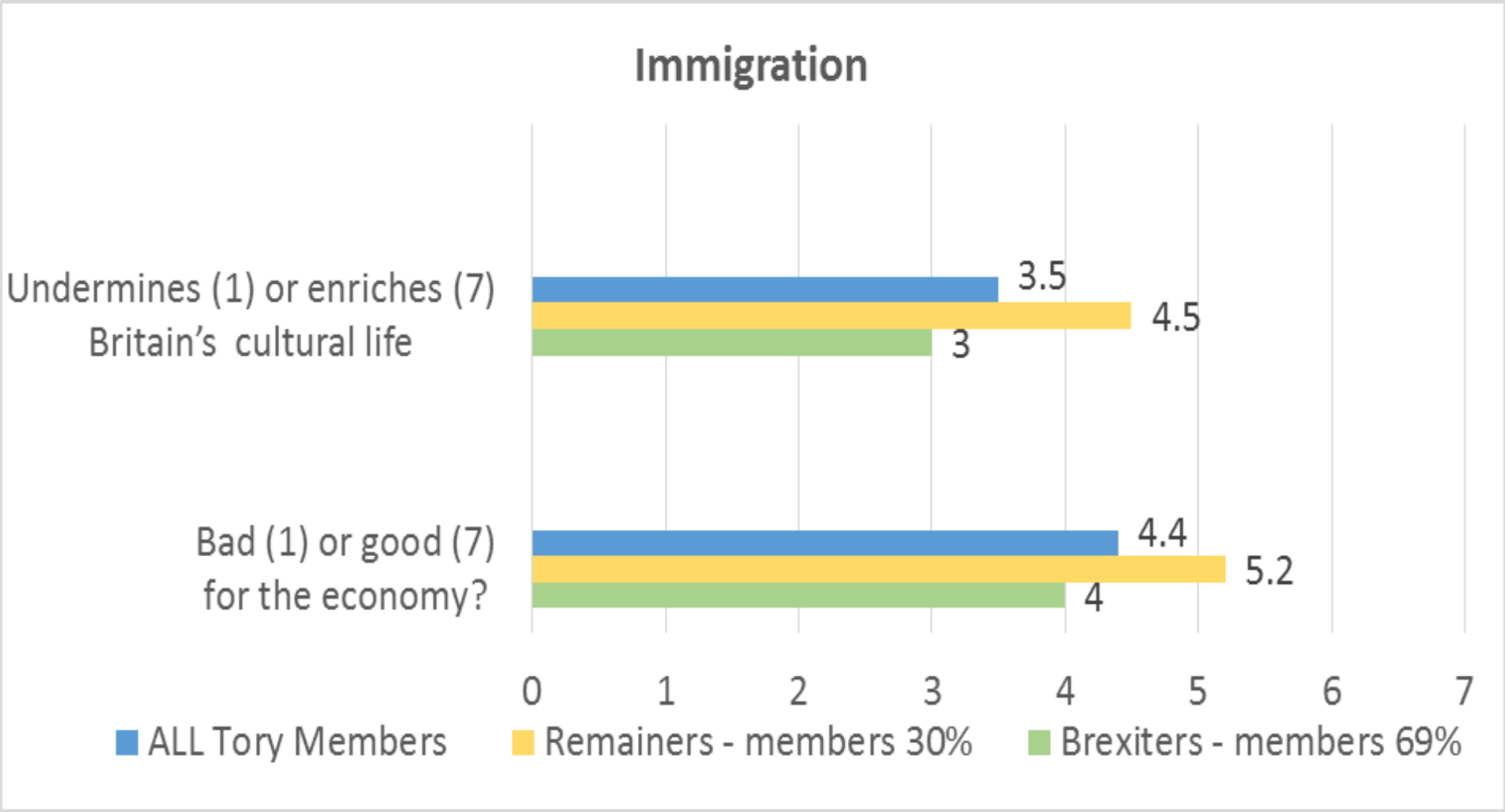

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