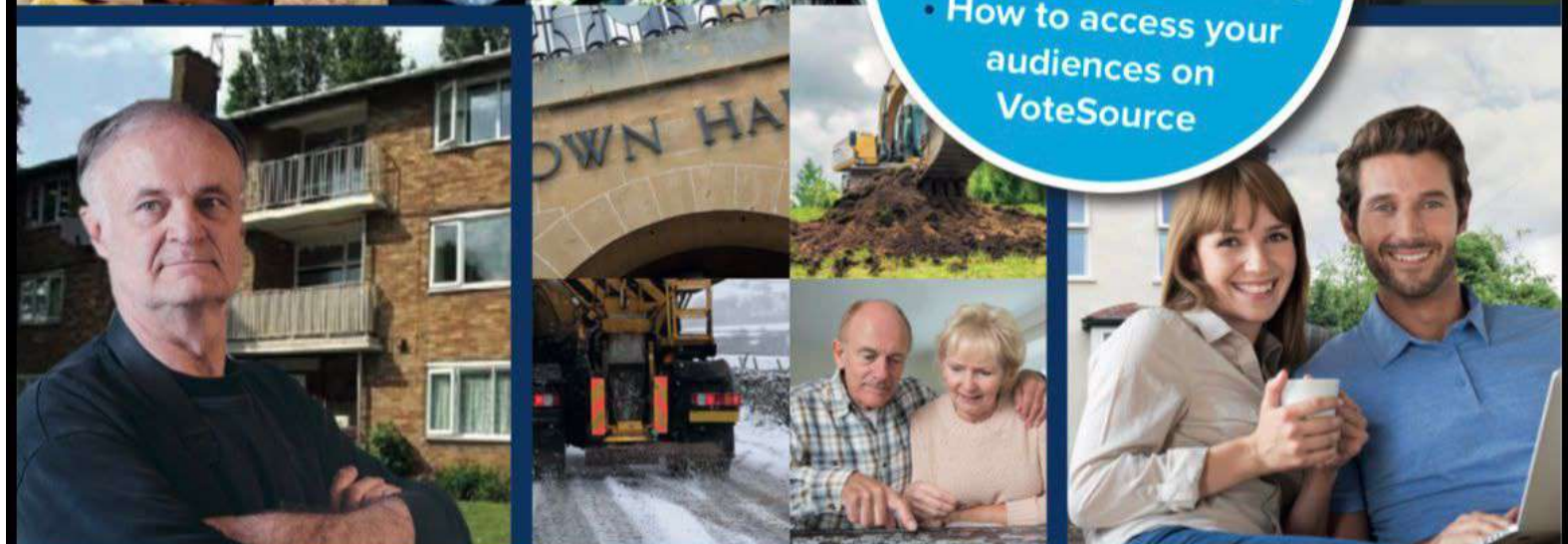




Winning your local election in a multiparty world

Persuasion, persuasion, persuasion

INSIDE

- Fighting a multiparty election
- Who to target and why
- How to access your audiences on VoteSource

Go duck hunting where the ducks are.

LYNTON CROSBY

International political consultant and former
National Campaign Director for the Conservatives

**Britain is now in an era of multiparty politics. And
that changes everything.**

The main focus of campaigning is no longer just about
identifying strong supporters and getting them to the
polls.

It's about identifying soft voters — and persuading
them, persuading them, and persuading them again.

The parties that adapt to this new environment will win.
The parties that rely on old assumptions will lose.

VoteSource Target Audiences will help you identify the
voters you need to persuade.

Go duck hunting where the ducks are.

What are the key target audiences?

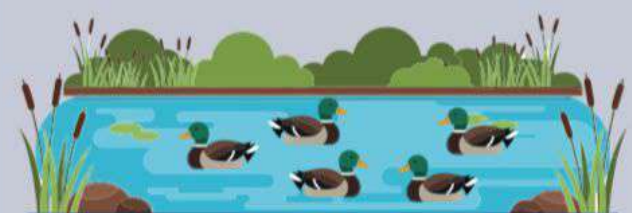


Traditional Swing Voter Audience

This audience is canvassed at 42% Conservative, with large numbers of Ms and Ts. In other words, this is an audience highly open to persuasion.

They are relatively well-off and highly likely to vote. They are slightly more likely to have voted Remain in the referendum, but they are also likely to have voted Conservative in the past. Many in this group started to leave us in 2015, favouring Green, Liberal Democrats, Labour and Plaid.

They are only likely to vote for us now if we start having persuasive conversations with them — about the local Conservative team, about plans for the local economy, and about the good work we've done so far. As a group, they require a higher level of engagement and proof that their local Conservative team are delivering locally.



Conservative Tactical Voter Audience

Please speak to your CCHQ representative about this audience.



Who ISN'T in these audiences?

We have tried to exclude people highly unlikely to vote, and those who will never under any circumstances vote Conservative.

So while you may find people in these audiences who you can't persuade, they are still your best bet for identifying people who could vote Conservative — if you start having persuasive conversations now.