

**The  
choice  
at this  
election**

**5 more  
years of  
Gordon Brown**

**or**

**Change  
with the  
Conservatives**

**Choose:**

**5 more years of  
Gordon Brown's  
tired government  
making things  
worse**

**or**

**David Cameron  
and the  
Conservatives  
with the energy,  
leadership and  
values to get  
the country  
moving**

**VOTE  
FOR  
CHANGE**

# We can't go on like this. Vote for change.

## We can't go on like this. Vote for change and:

**1) Change the economy.** Back aspiration and opportunity for all. Gordon Brown's debt, waste and taxes are holding us back and threatening the recovery with higher interest rates. We need action now to cut the deficit, help keep mortgage rates low and get the economy moving.

**2) Change society.** Mend our broken society by encouraging responsibility and backing those who do the right thing. Make Britain the most family-friendly country in Europe. Back the NHS, which matters more to families than anything. Reform education, with new schools – and standards and discipline for all. Tackle welfare dependency and the causes of poverty.

**3) Change politics.** Give people more power and control. Sort out the mess of MPs' expenses, cut Parliament, Whitehall and the cost of politics. Make politics more local, more transparent, more accountable.

*David Cameron*



1

### Act now on debt to get the economy moving

Deal with the deficit more quickly than Labour so that mortgage rates stay lower for longer with the Conservatives.

2

### Get Britain working by boosting enterprise

Cut corporation tax rates, abolish taxes on the first ten jobs created by new businesses, promote green jobs, and get people off welfare and into work.

3

### Make Britain the most family-friendly country in Europe

Freeze council tax and raise the basic state pension, recognise marriage in the tax system and back couples in the benefits system, support young families with extra health visitors, and fight back against crime.

4

### Back the NHS

Increase spending on health every year, and make the NHS work for patients not managers.

5

### Raise standards in schools

Give teachers the power to restore discipline, and create new smaller schools.

6

### Change politics

Reduce the number of MPs, cut Whitehall and quangos by a third, and let taxpayers see where their money is being spent.