CLAIMS:

1. An adhesive tape, prepared by applying a primer composition between a base film mainly made of a soft polyvinyl chloride and an adhesive layer mainly made of a natural rubber laminated on at least one face of the base film,

wherein the primer composition comprises 100 parts by mass (as solid matter) of a graft polymer prepared by graft polymerization of 30 to 50 mass % of methyl methacrylate with a natural rubber and 25 to 300 parts by mass of a carboxyl group-modified acrylonitrile butadiene rubber,

the carboxyl group-modified acrylonitrile butadiene rubber has a carboxyl group-modification rate of 0.3 to 7 mass %,

the primer composition after dilution with a solvent has a solid matter concentration of 1 to 20 mass %,

the solution of the primer composition diluted with the solvent after conditioning in a constant-temperature constant-humidity chamber at a temperature of 23 ± 2°C and a humidity of 50 ± 5% RH for 24 hours has a solution viscosity of 1 to 500 MPa·s, and

the graft polymer has a Mooney viscosity (MS_{1+4}, at 100°C) of 70 to 160, or

the primer composition further comprises 0.1 to 10 parts by mass (as solid matter) of a surfactant with respect to 100 parts by mass (as solid matter) of the graft polymer.

2. The adhesive tape according to claim 1, wherein the adhesive tape is used for electric insulation.