

GREENBERG QUINLAN ROSNER RESEARCH

Repositioning the PLP

July 7, 2007



Progressive
Liberal Party

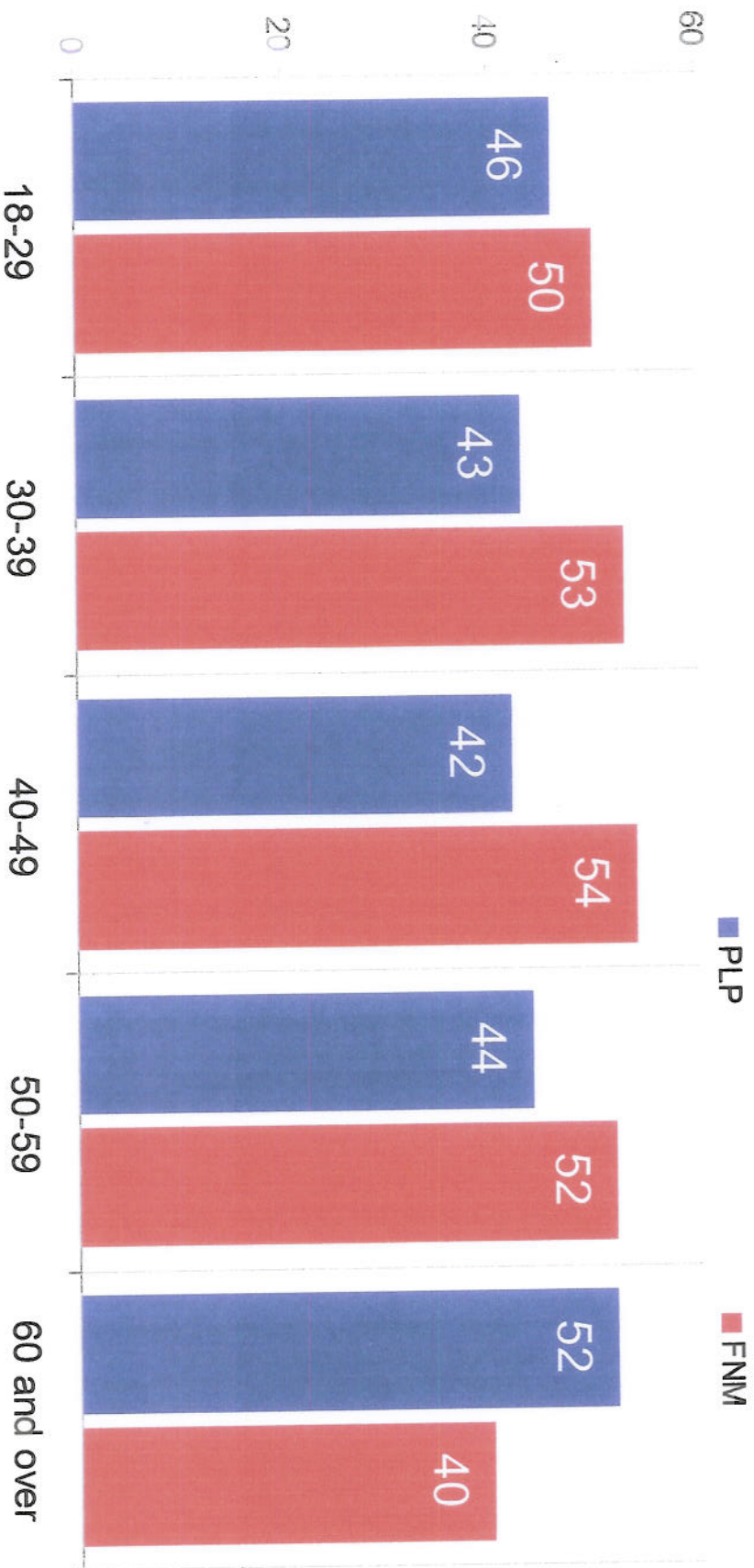


4 Fundamental Challenges

- Expanding the party's base
- Cleansing the party's reputation
- Communicating Christie's leadership
- Advocating a new agenda

PLP Losing Support of Younger Voters

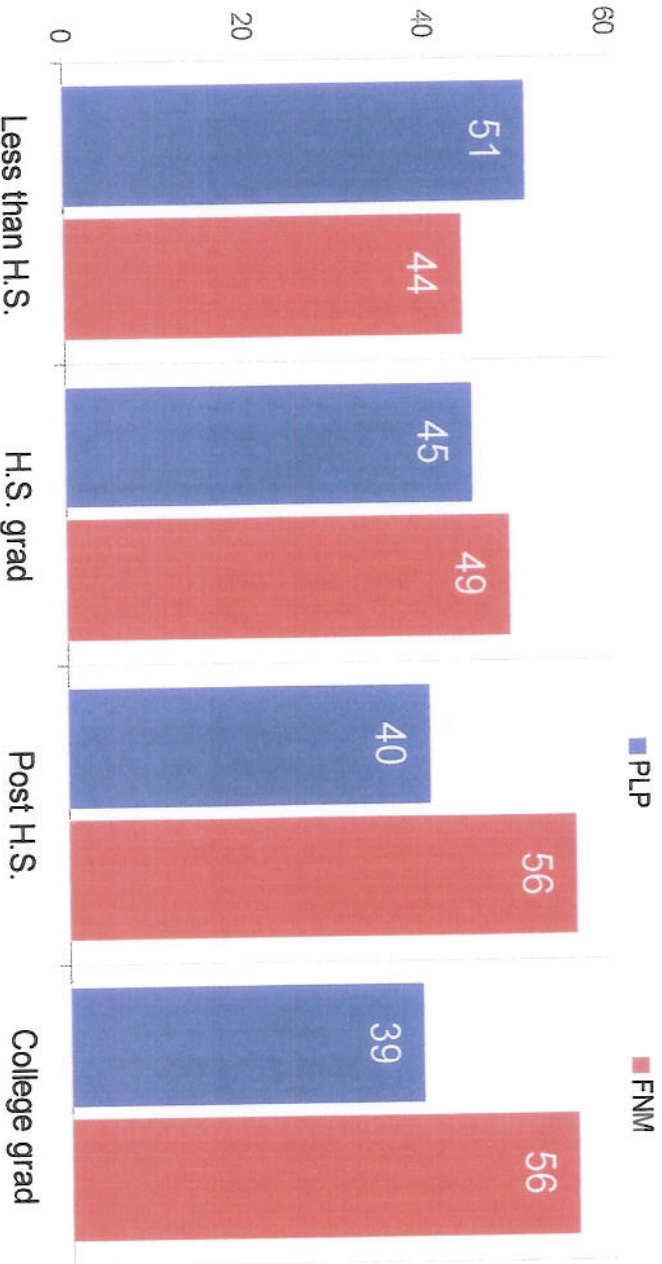
Now I am going to read you the names of parties that presented candidates in this month's general election. Which party did you vote for?



PLP losing ground with educated voters

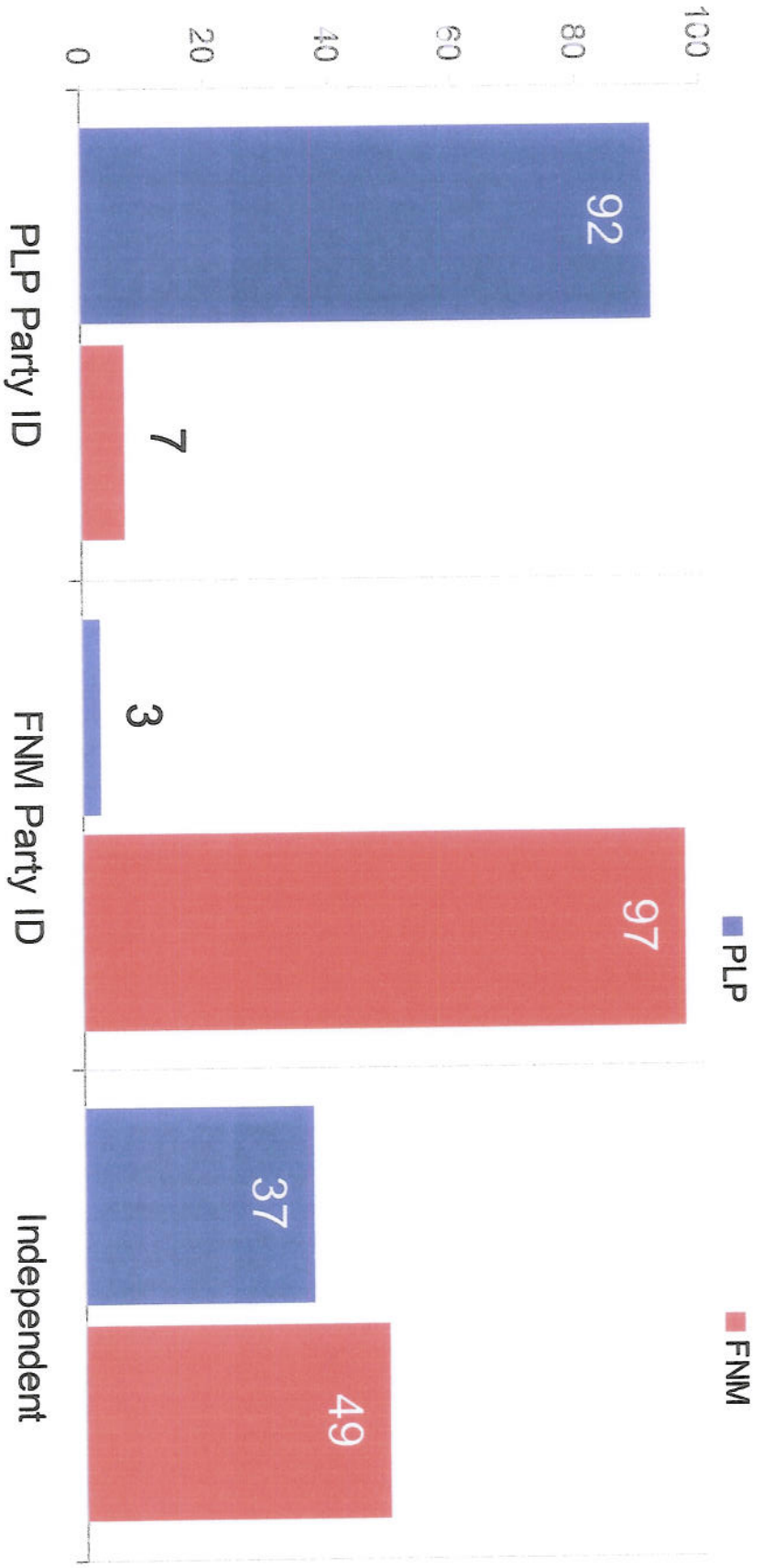
Figure 2: Lower Classes were PLP Base

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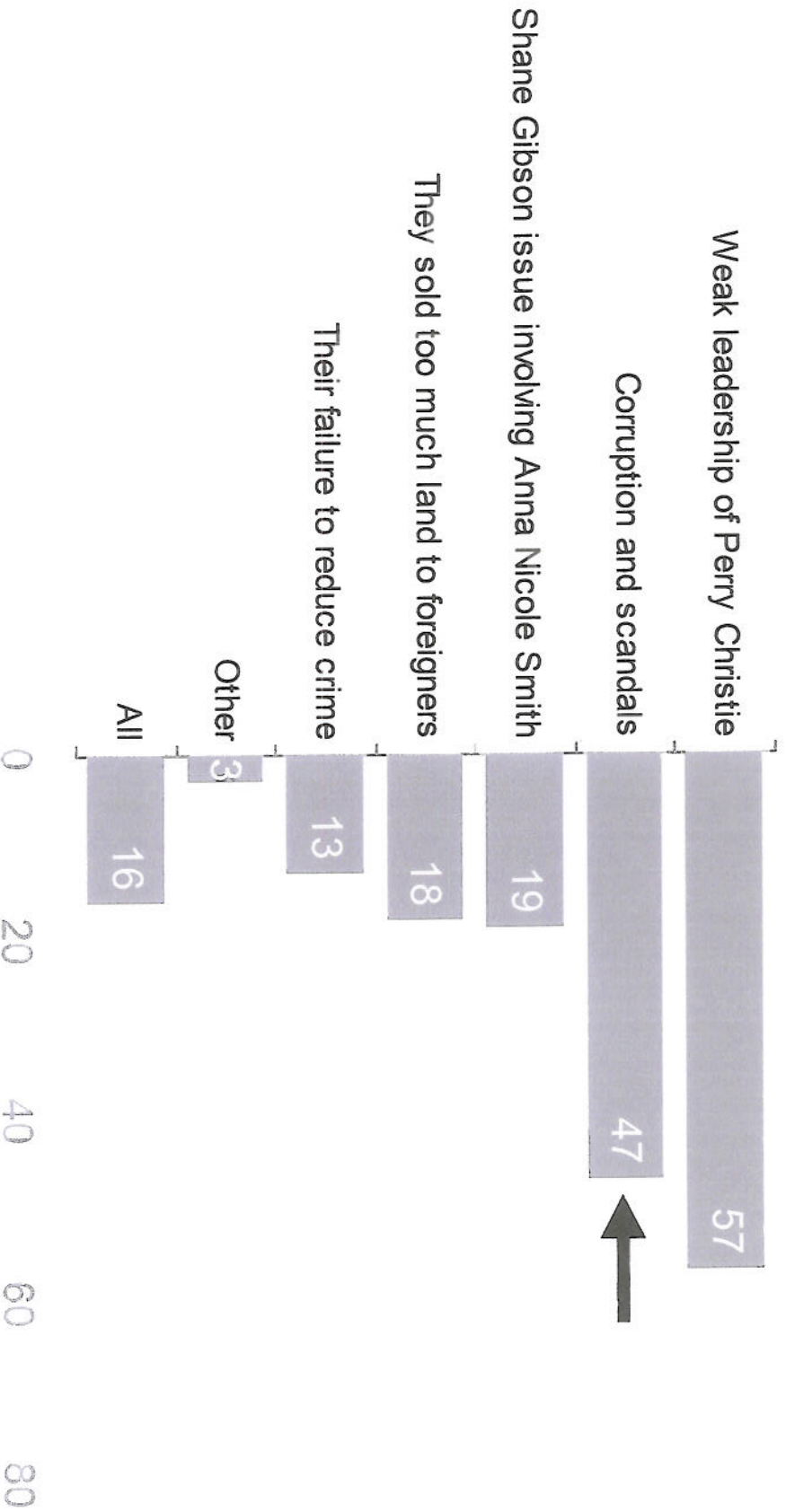
PLP Losing Independents

Now I am going to read you the names of parties that presented candidates in this month's general election. Which party did you vote for?

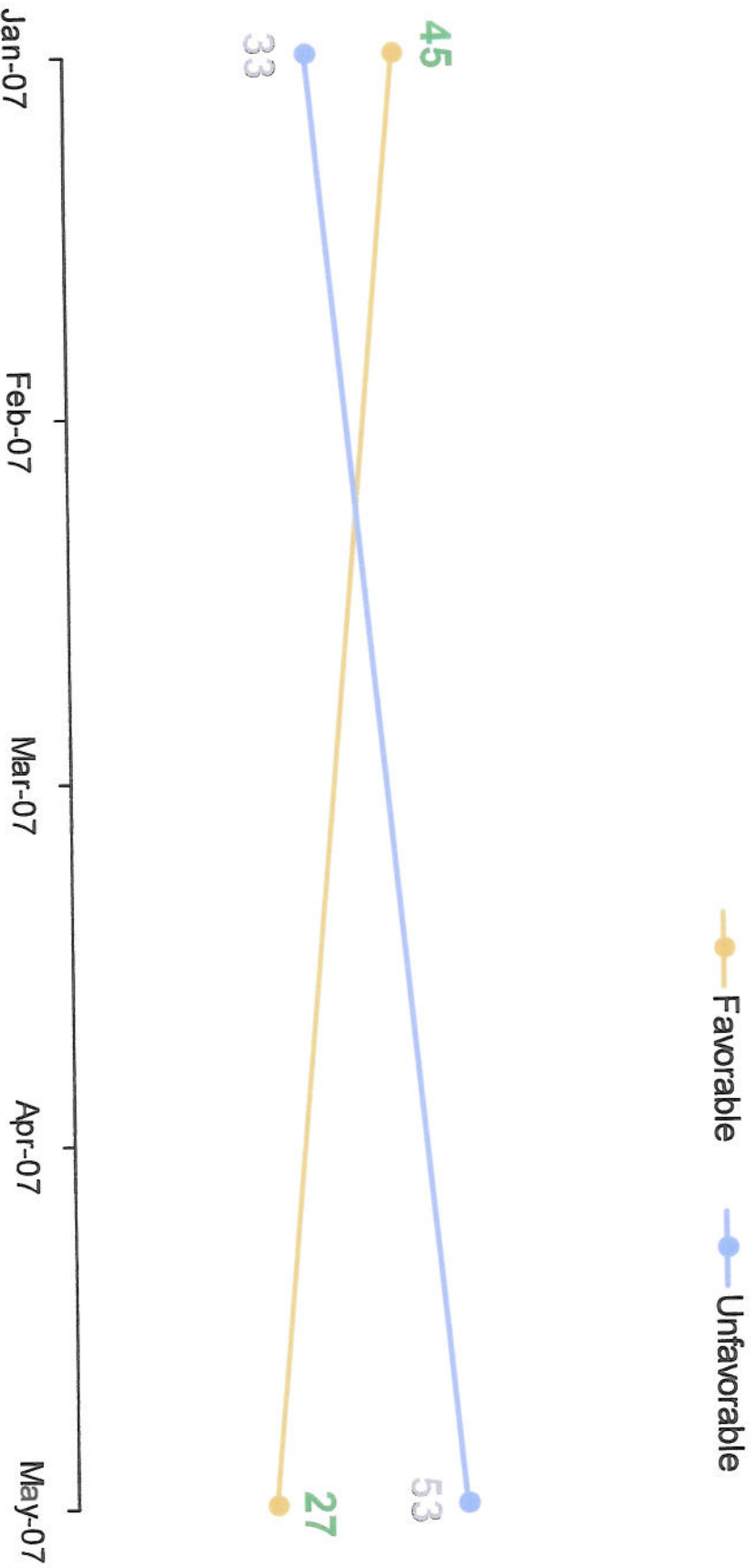


Cleansing Party Reputation

Which TWO of the following were the most important for you in deciding to NOT vote for the PLP?

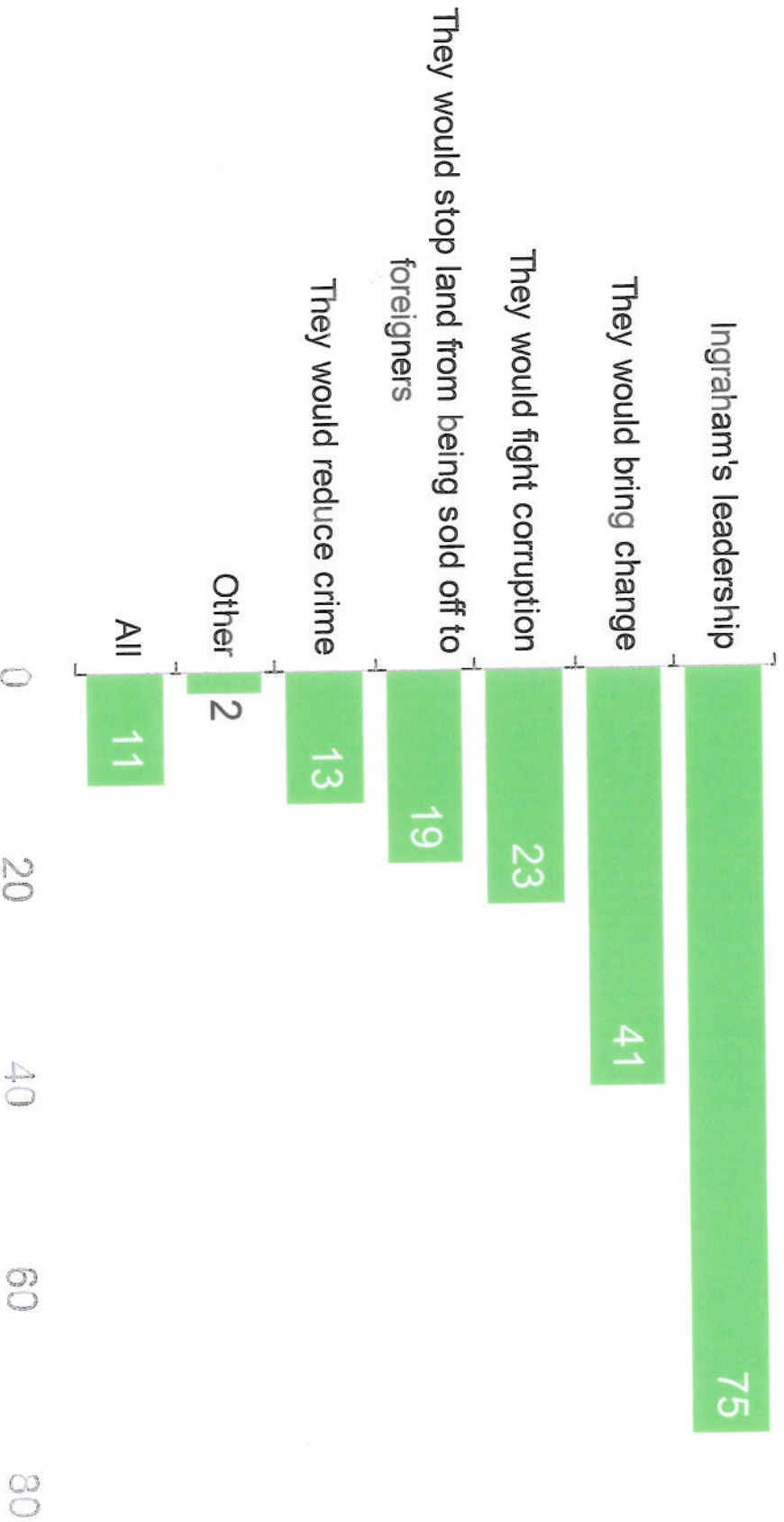


Shane Gibson Example



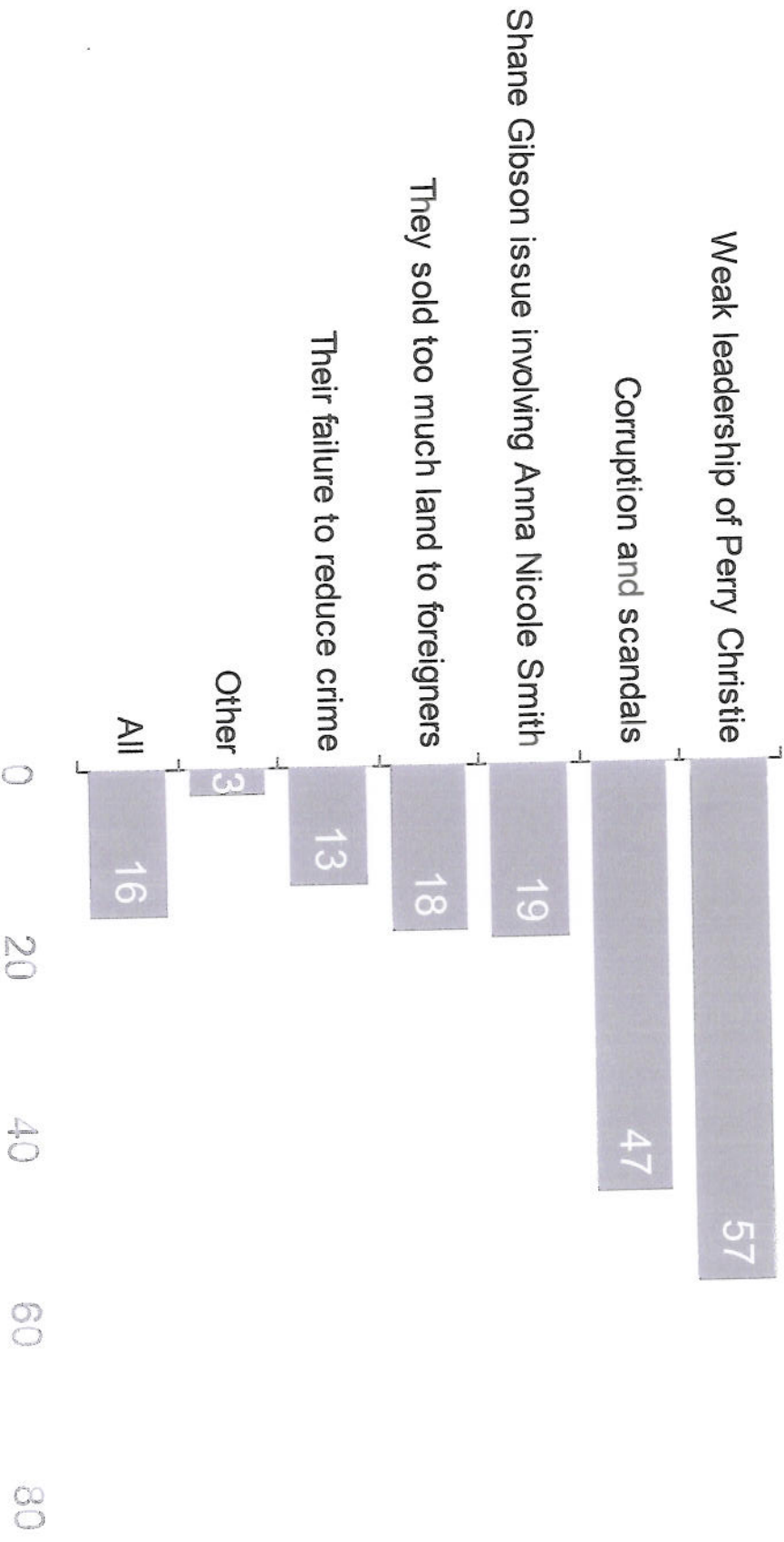
Leadership a Key Factor

I'm going to read you a list of reasons why some people voted for the FNM. Which TWO of the following were the most important for you in deciding to vote for the FNM?



Leadership a Key Factor

Which TWO of the following were the most important for you in deciding to NOT vote for the PLP?



Advocating a New Agenda

- “You have to stand for something, or you’ll fall for anything.”
- The best opposition parties don’t just block, they have alternative plans for the future.
- Goal: Use the agenda to address all 4 challenges the PLP faces

Things to remember...

- The campaign for 2010 has already started.
- Like any campaign, you need a simple message and strategy to organize the party behind.
- The message must be a narrative, not a litany.



Message Box

For the people, not the politicians and their friends

**Government won't work for people, until we clean up
corruption**

**Clean up the political system: Party Code of conduct, public
disclosure of finances, eliminate immunity**

**Spend the savings from waste and corruption on people:
Health insurance, college and tech training scholarships,
urban renewal**

“WHY” Behind Message Box

For people, not politicians and their friends



- = Sets up contrast with FNM
- = Defines foundation of PLP

Bold anti-corruption plan



- = Strong leadership; shows PLP is changing;
- = Independents, young and FNM voters all like
- = Use savings to fund new agenda

New Agenda



- = Articulates something opposition is for; avoids perception of always blocking
- = Proposals that appeal to targets needed to rebuild PLP



Communications Plan

1. **Christie speech recognizing need for fundamental changes in PLP and political system**
2. **Unveil a “New Compact with Bahamian People” with complete media rollout: road show, radio and newspaper ads, op-eds validating, palm cards, website.**
3. **Organize a grassroots unveiling of “New Compact” in every constituency, and pass out compact cards**
4. **Begin a new Young Professionals Network**
5. **Demonstrate PLP is “for people, not politicians” by holding monthly town hall meetings in every constituency**

Next Steps

1. Next survey: develop and test specific proposals and language for “New Compact”
2. Write and finalize “New Compact”
3. Proposed timeline: best date for kickoff? Fall?