

**GREENBERG QUINLAN ROSNER RESEARCH**

# Repositioning the PLP

July 7, 2007



Progressive  
Liberal Party

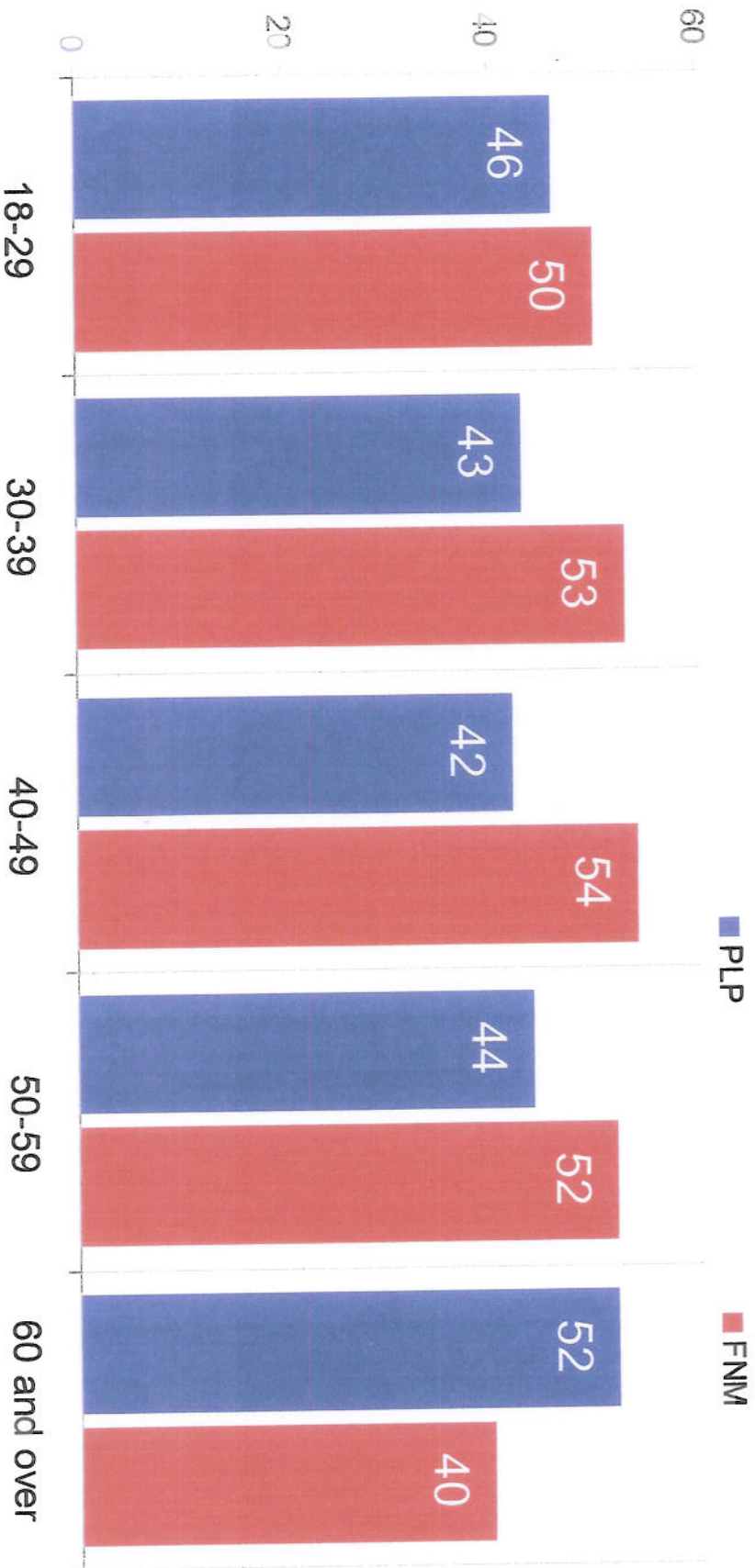


## 4 Fundamental Challenges

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

## PLP Losing Support of Younger Voters

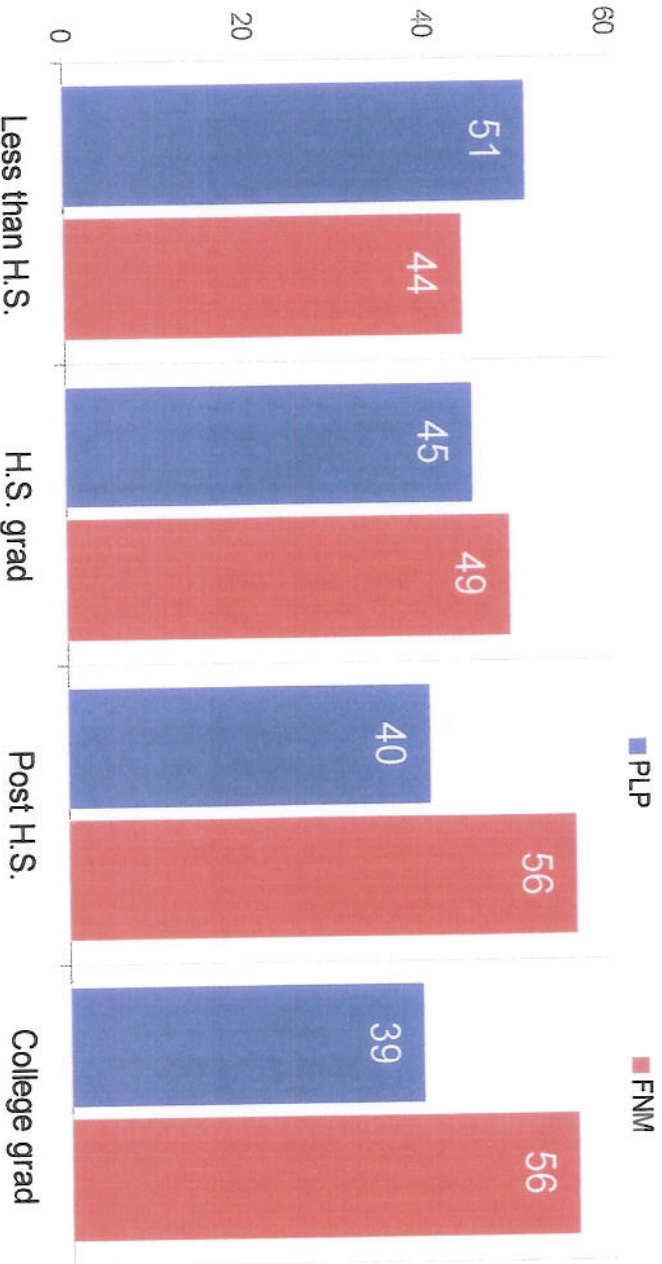
Now I am going to read you the names of parties that presented candidates in this month's general election. Which party did you vote for?



# PLP losing ground with educated voters

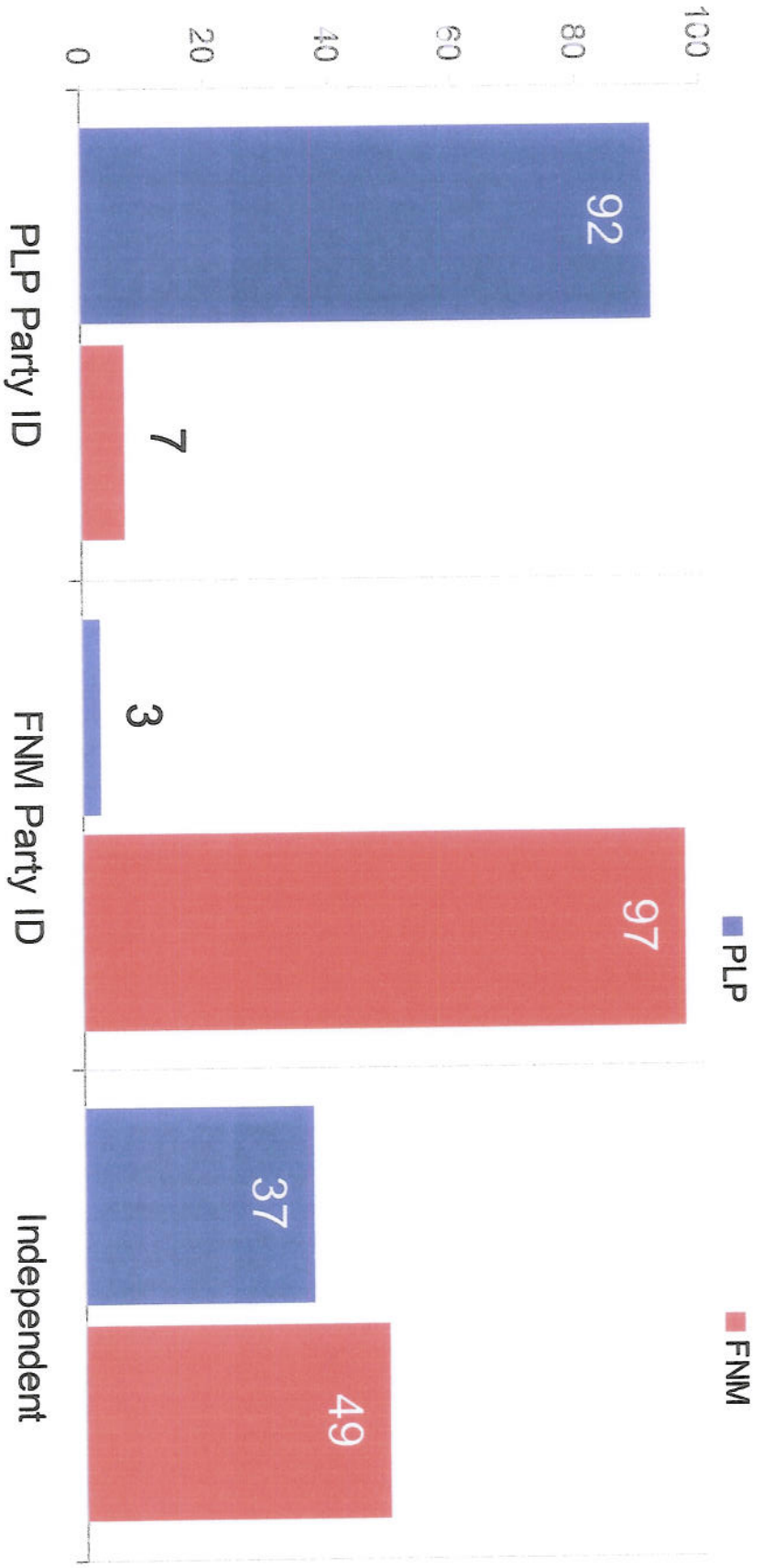
Figure 2: Lower Classes were PLP Base

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?



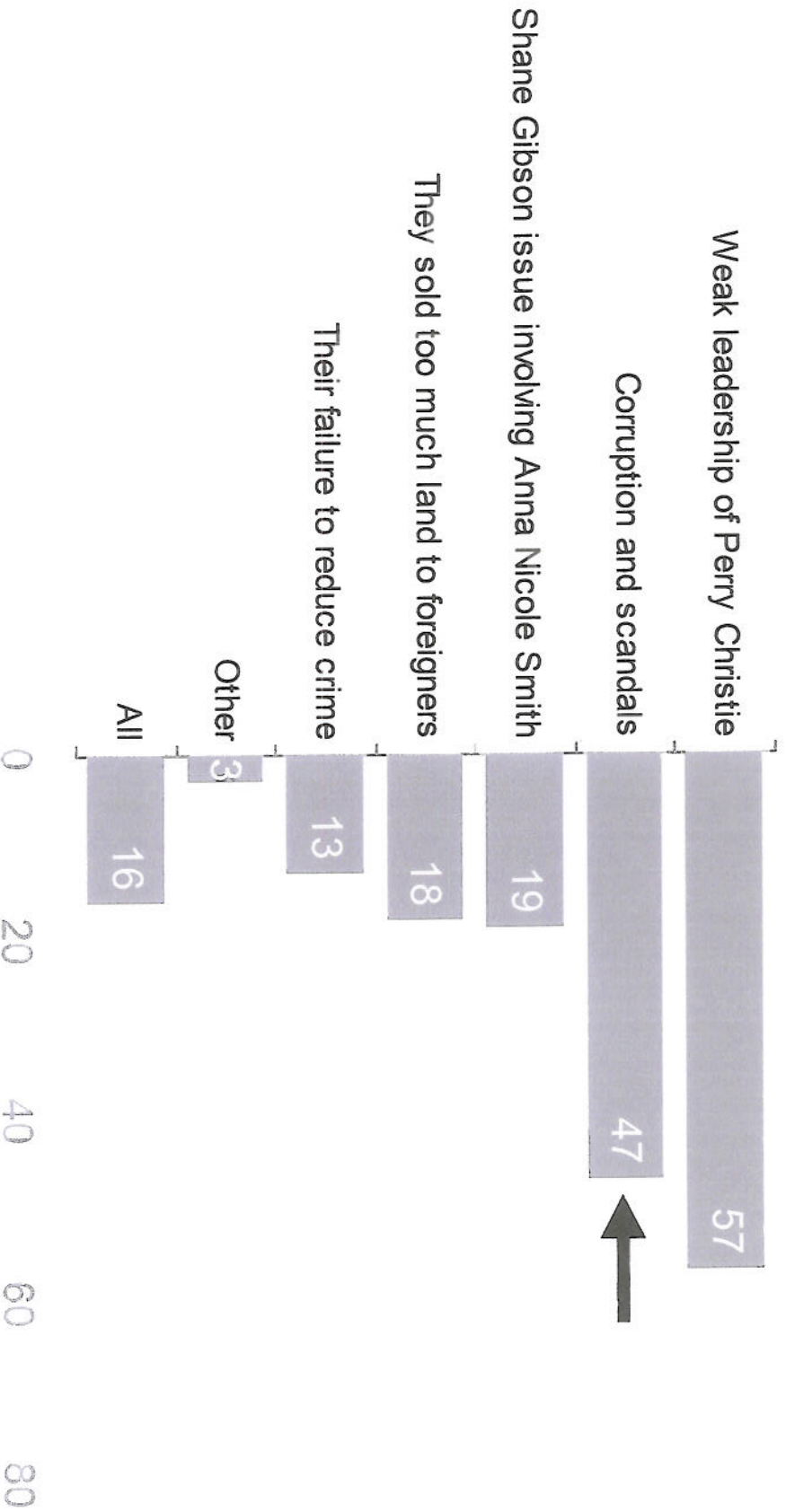
# PLP Losing Independents

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?

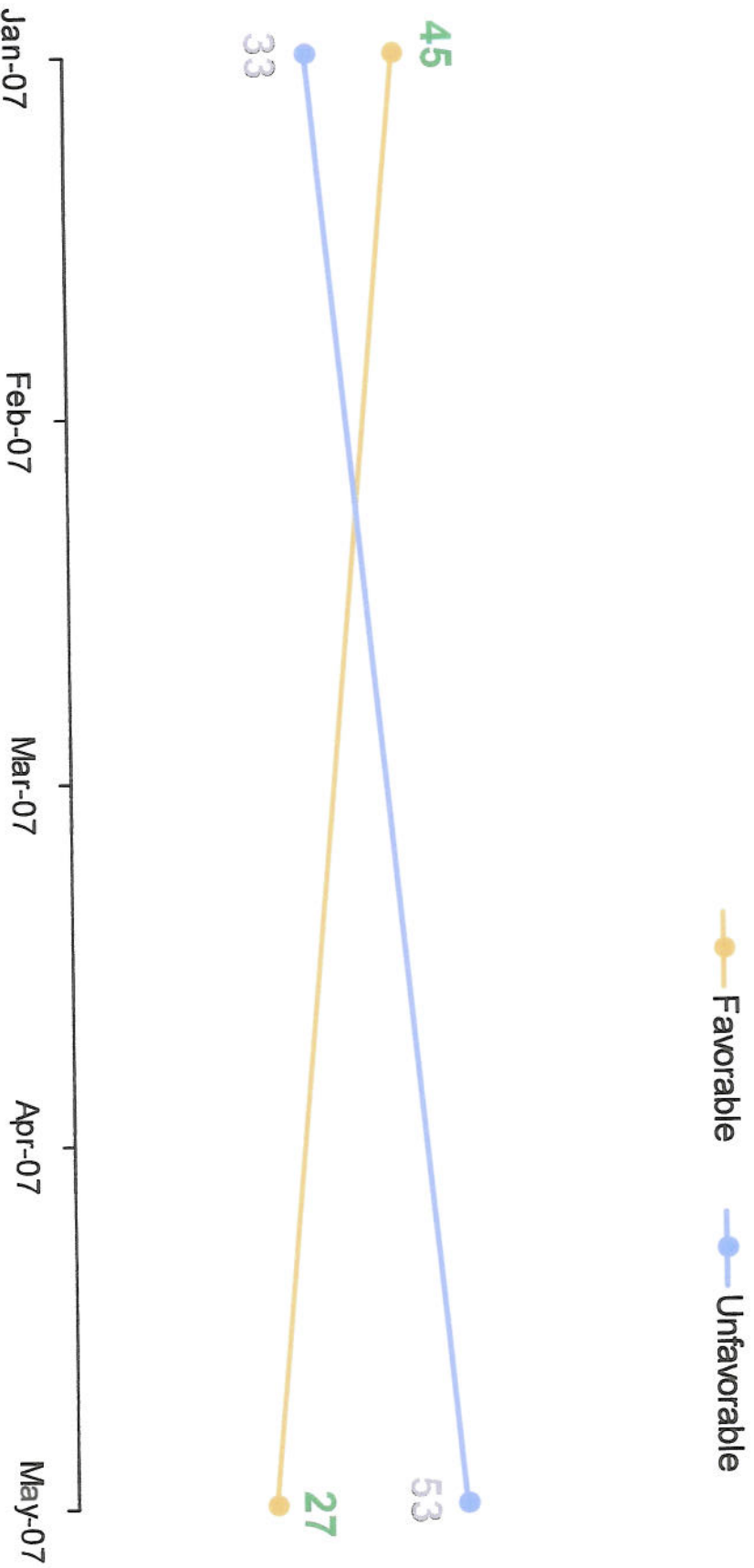


## Cleansing Party Reputation

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

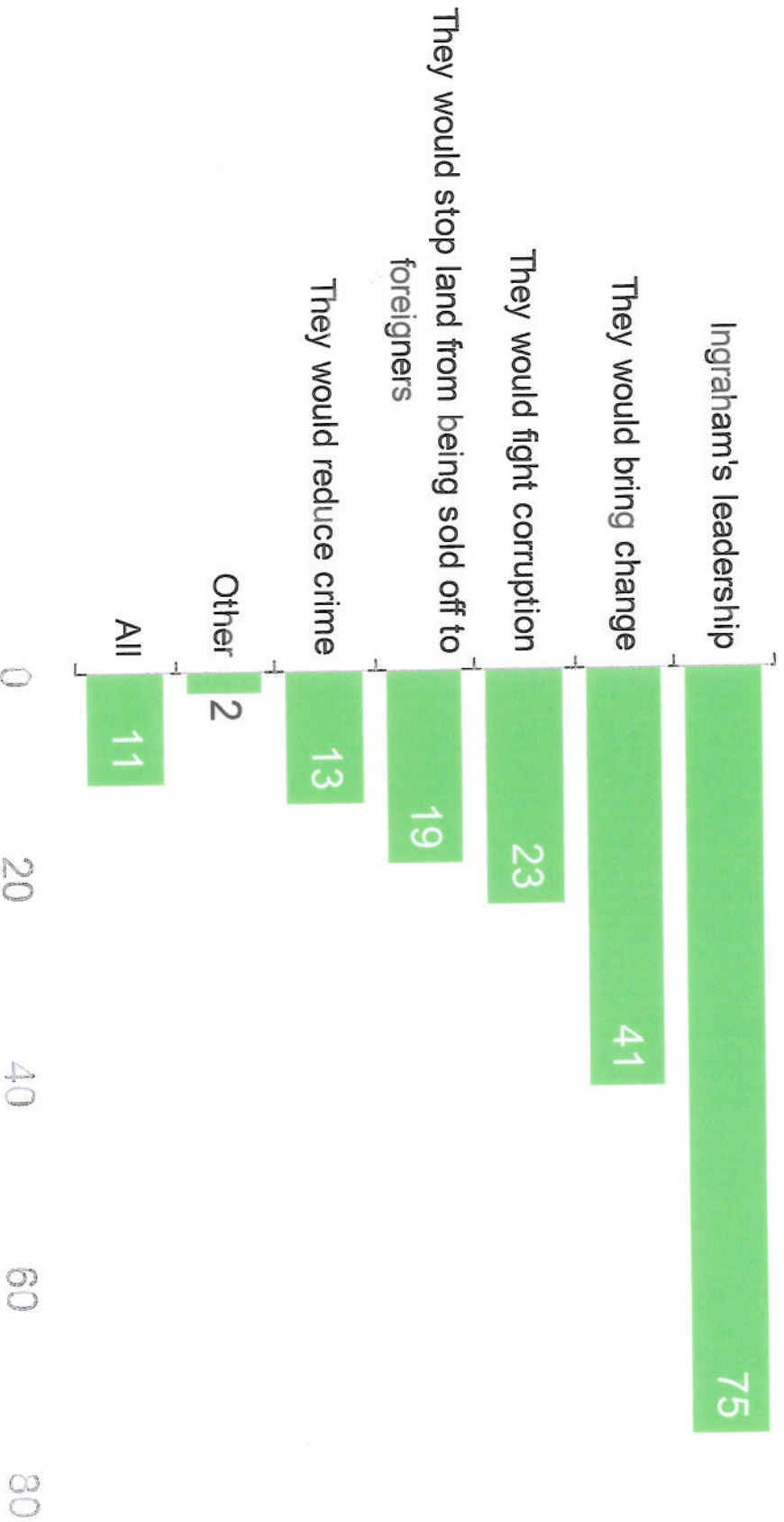


# Shane Gibson Example



## Leadership a Key Factor

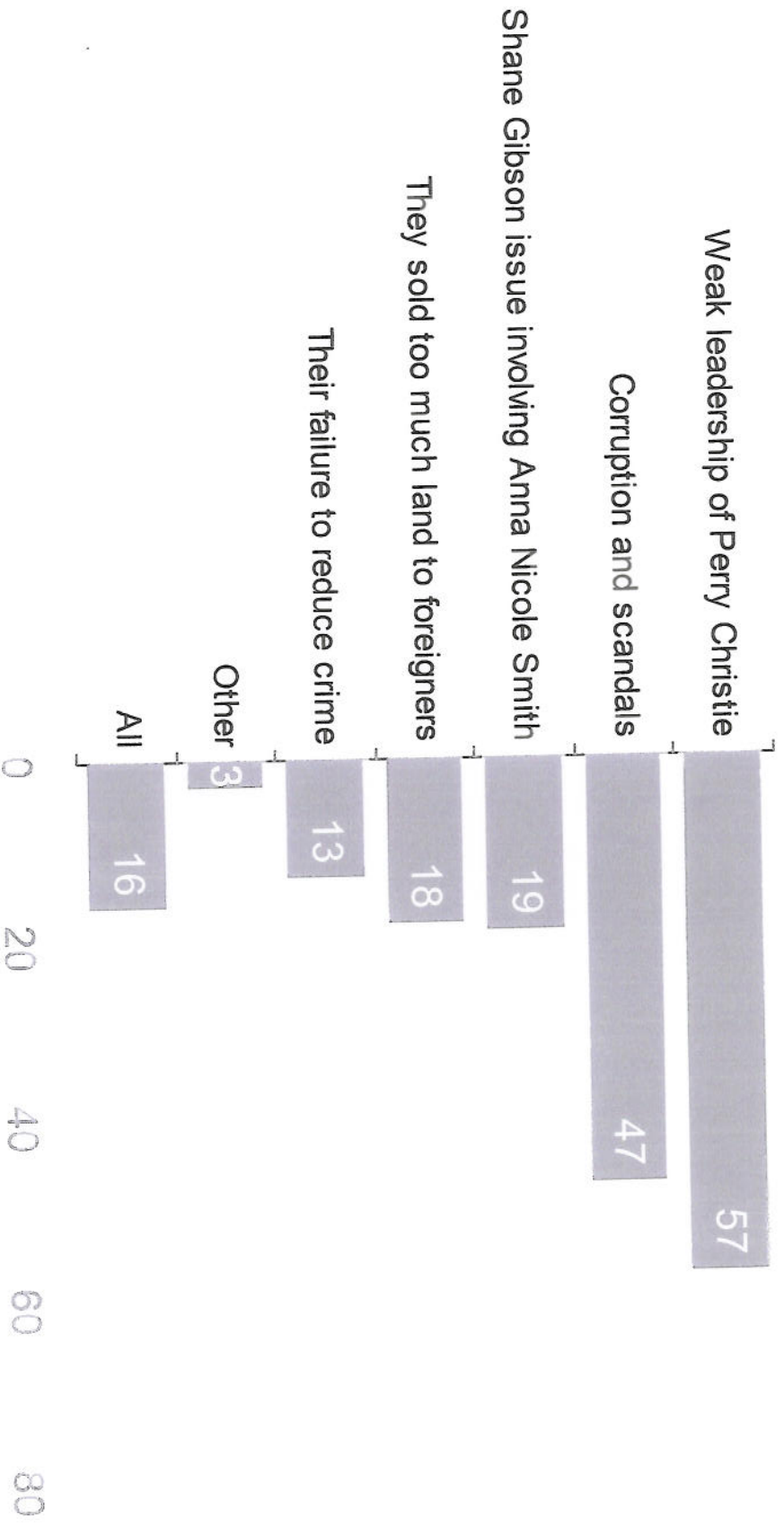
I'm going to read you a list of reasons why some people voted for the FNM. Which TWO of the following were the most important for you in deciding to vote for the FNM?





## 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?