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For Love of Country

Highlights - Cayman Islands Political Study

Saturday, 10 August 2024

- **Presented By:** Darren Peart, CEO of Bluedot Data Insights.
- **About Bluedot:** - For over a decade, Bluedot has been an independent, full-service research agency specialising in consumer and political insights, serving clients across the Caribbean.
- **Context:** In April of this year, Bluedot were tasked with understanding the current political atmosphere in the Cayman Islands, including public sentiment towards politics. They conducted a political poll and focus groups, engaging nearly 700 Caymanians on key issues affecting the political landscape.

Here are some highlights from their findings:

Slide 1: Overall Importance of Issues:

We first sought to understand the situation on the ground in the Cayman Islands to get a first-hand account of some of the main concerns of citizens.

- We noted that the concerns were many, ranging from the cost of living, education, unemployment, crime and violence, housing, the environment, among others.
- All of these issues were rated from moderately to highly important, scoring 6.3 to 7.7 out of 10 for importance.
- Among the top concerns were:
 - **Cost of Living:** The foremost concern with the highest importance score (7.7 out of 10).
 - **The Economy, Education, Crime and Violence, Housing:** All scored above 7 out of 10 on average.
- *We also asked Caymanians to rate the performance of the current government in managing these critical areas.*



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- The highest performance score was a modest 5 out of 10 for efforts around Education.
- The current government received the lowest performance score of 2.6 out of 10 for their efforts in addressing the cost of living.
- It should also be noted that for their overall performance, respondents gave the current government a score of 53%.

Slide 2: Country Direction

Having examined the key issues, we then wanted to understand the outlook for the future.

- When asked about this, nearly half (49%) of respondents believed the Cayman Islands is heading in the wrong direction, while only 17% believed the country is on the right track.
- Respondents acknowledged successes in road infrastructure and advancement in the welfare system under the current leadership.
- However, these achievements were overshadowed by a perceived sense of disunity and the current government's inability to effectively address the housing crisis, cost of living, and crime.

Slide 3: Candidate Preference

In light of the negative outlook, we sought to confirm the leadership approach preferred by Caymanians.

- We found that a majority (56%) prefer a candidate from a political party to be their MP, compared to just 20% who favour a candidate who ran as an independent.
- When we investigated further, we found that Caymanians generally believe party candidates tend to bring more experience and accountability, backed by strong party support. Additionally, these candidates are seen as being committed to a clear manifesto, unlike independents who may make individual promises they are unable to fulfil them when elected.



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Slide 4: Voter Intentions

That said, when asked about their intentions for the upcoming election,

- Among those who have already decided who they would vote for, 61% indicated they would support a Progressives candidate, compared to 39% who would back another candidate.
- The Progressives is favoured for the unity and common ground shared among its members, and its proven leadership abilities, especially displayed during the Covid-19 crisis.
- Additionally, the party was praised for initiating major projects that continue to shape the future of the Cayman Islands.

Slide 5: Voter Intentions by Age

Examining voter intent across different age ranges, the preference for The Progressives remains firm across all age groups except the youngest (18-24 years old), where there is a marginal preference towards non-Progressives candidates.

- The 55 to 64-year-olds and the 35 to 44-year-olds show the strongest preference for Progressives candidates, outperforming independent candidates by over 40%.
- Finally, respondents were given the option to choose anyone they thought was best suited to be the Premier of the Cayman Islands.
- 15 names were mentioned, and the vast majority of respondents expressed a preference for a Premier from the Progressives party.

Overall, the results indicate favourable prospects for the Progressives party in the upcoming election. With dedicated representation and sustained collaboration among its candidates, the Progressives is well-positioned for a victory.

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