

Bermuda Omnibus Survey

A Syndicated Quarterly
Survey of the
Bermuda Community



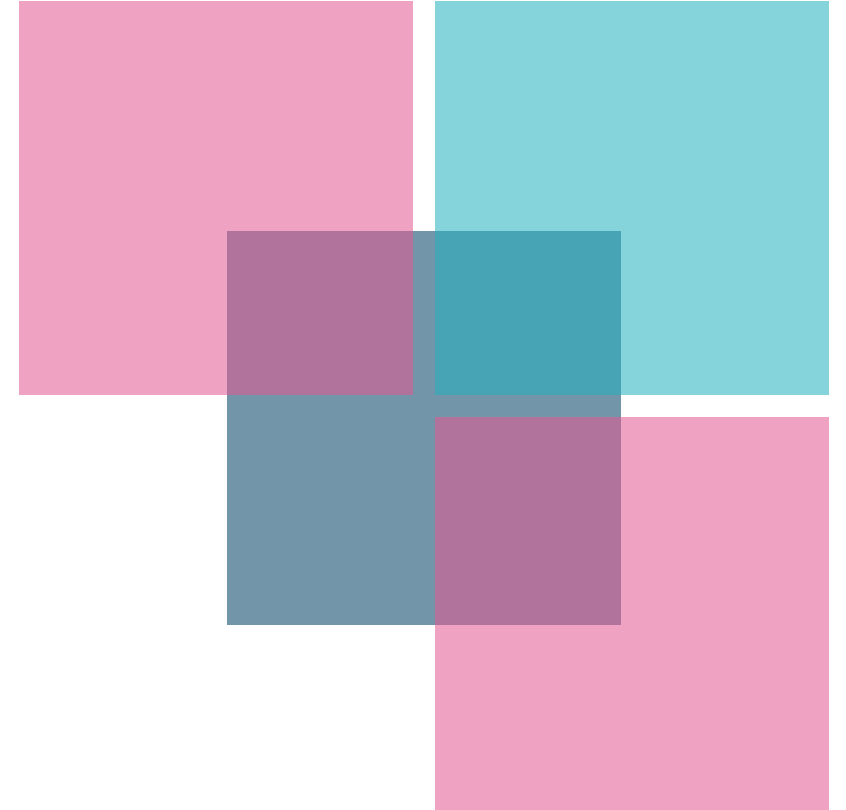
NARRATIVE
RESEARCH
BERMUDA

Q1 2025 Commissioned Results for The Bermuda Ocean Prosperity Programme

The Bermuda Omnibus Survey©

This report presents the results for ***The Bermuda Ocean Prosperity Programme's*** commissioned questions from the latest Bermuda Omnibus Survey©, a syndicated quarterly survey of Bermuda residents.

The survey consisted of telephone interviews with a representative sample of 400 Bermuda residents conducted between March 3rd – 17th, 2025. A sample of this size drawn from the population provides results accurate to within plus or minus 4.9 percent in 19 out of 20 samples.



Highlights of Key Findings

The following presents a summary of key findings for The Bermuda Ocean Prosperity Programme's commissioned questions from the Q1 2025 Bermuda Omnibus Survey©:

Awareness of Bermuda Ocean Prosperity Programme:

- Just over one-third of Bermuda residents have previously heard of BOPP, down from one year ago.
- Newspaper and social media are the primary ways residents learned about the organization, with social media having grown from last year.
- Two-thirds of residents who know of BOPP, support it.
- One-quarter of those who have heard of BOPP have engaged with the organisation, while one in five have told others to support them.

Ocean Health in Bermuda:

- About two-thirds of Bermuda residents are aware that Bermuda has committed to protecting 20 percent of its oceans (64%) and a similar proportion agree that ocean health in Bermuda is threatened.
- Virtually all residents agree that increased protection can benefit the ocean and coastal area.
- When asked to specify any benefits they receive from the ocean, two-thirds mention food security, followed by recreation/relaxation. Many other benefits are offered, albeit by one in ten or fewer each.
- On the other hand, when asked for any concerns residents have related to Bermuda's ocean and coastal areas, cleanliness/pollution, overfishing/overexploitation, and biodiversity/reef health are most offered.

Social Media

- Facebook, Instagram, and YouTube are the most use social media platforms among Bermuda residents.

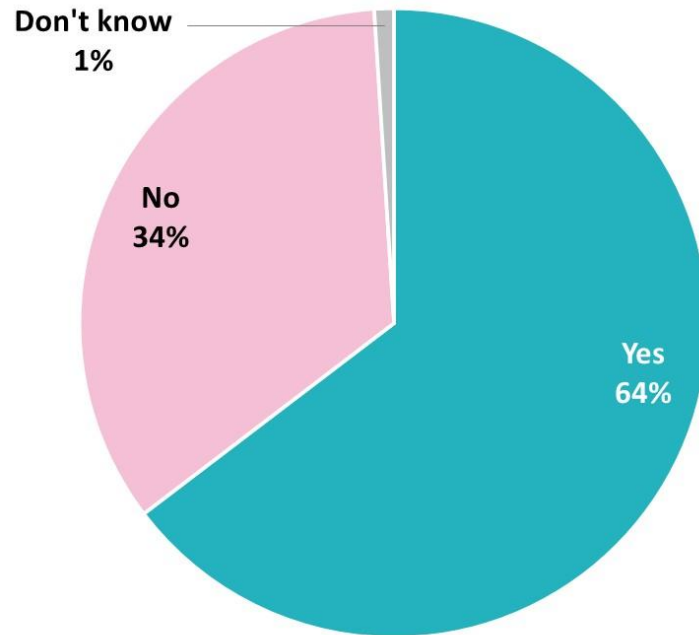


Detailed Findings

Bermuda Protecting 20% of Its Ocean

Two-thirds of Bermuda residents were previously aware that Bermuda has committed to protecting 20 percent of its oceans (64%).

Aware That Bermuda Has Committed to Protecting 20% of Its Ocean

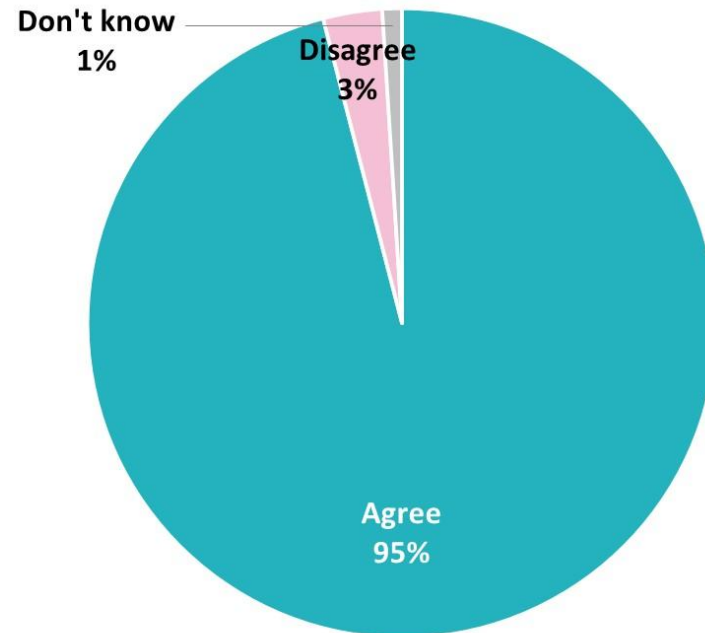


Q.W1: Before today, did you know that Bermuda has committed to protecting 20% of its ocean? (n=400) *New question in 2025.*

Increased Protection Can Benefit the Ocean and Coastal Area

Virtually all Bermuda residents agree that increased protection can benefit the ocean and coastal area (95%).

Increased Protection Can Benefit the Ocean and Coastal Area



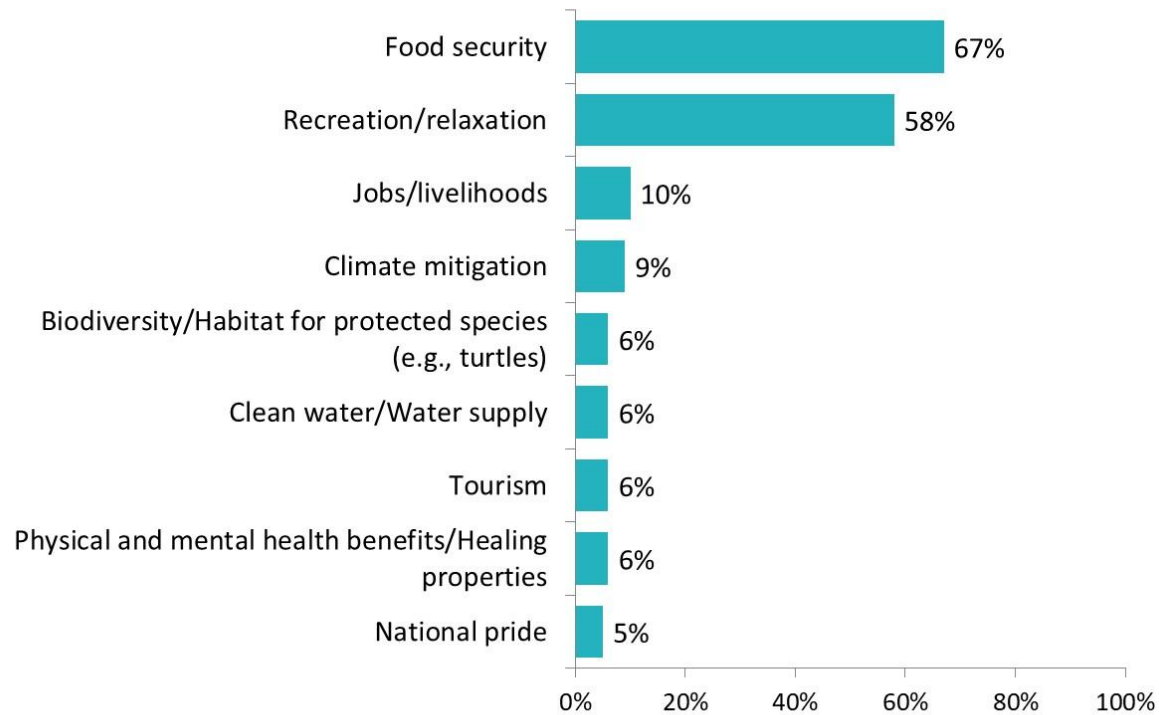
Q.W2: Do you agree or disagree that increased protection can benefit the ocean and coastal area? (n=400) *New question in 2025.*

Benefits From the Ocean

When asked about any benefits received from the ocean, two-thirds mention food security (67%) as a top-of-mind benefit. Six in ten say recreation/relaxation (58%), while all other benefits, such as jobs/livelihood and climate mitigation are offered by one in ten residents each or fewer.

Benefits Received from the Ocean

Key Unaided Mentions

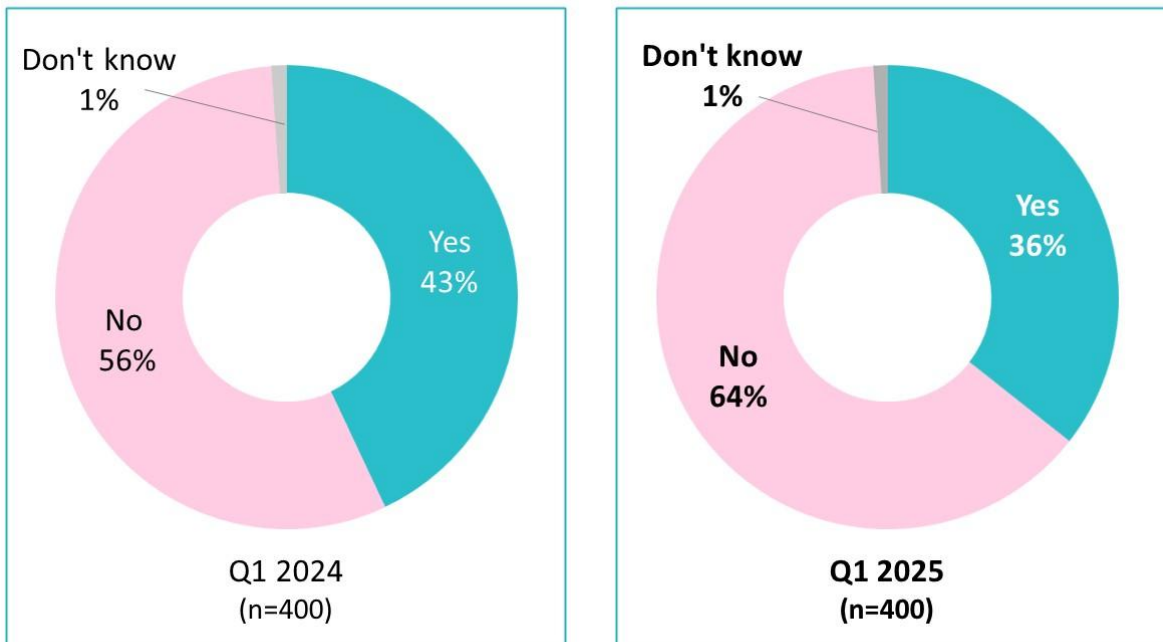


Q.W3: What, if any, benefits do you receive from the ocean? Any others? (n=400) *New question in 2025.*

Bermuda Ocean Prosperity Programme (BOPP)

Slightly down from one year ago, just over one in three Bermuda residents have previously heard of the Bermuda Ocean Prosperity Programme (36%; down 7 points).

Previously Heard of Bermuda Ocean Prosperity Programme (BOPP)



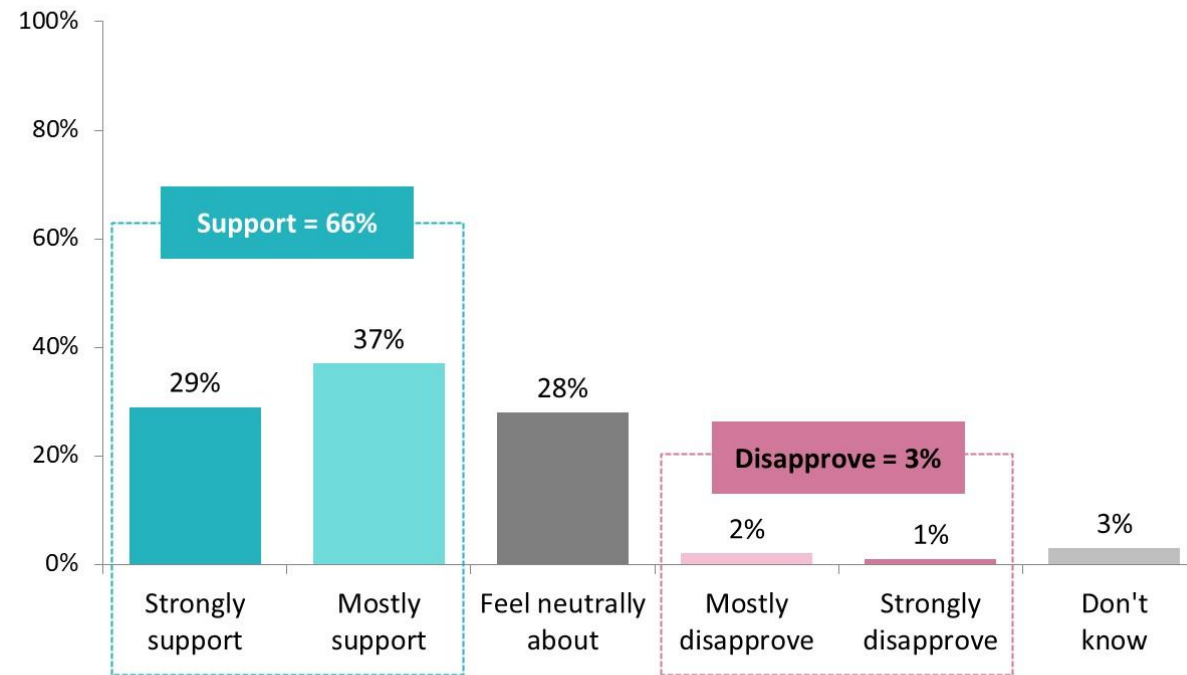
Q.W4: Have you previously heard of the Bermuda Ocean Prosperity Programme – also known as BOPP?

Support of BOPP

Those who were already aware of BOPP were asked how they feel about the non-profit (n=152). Two-thirds support BOPP, to some extent, with three in ten indicating they strongly support the organisation (29%). Positively, very few residents disapprove of BOPP (3%). A significant minority feel neutral about the nonprofit, possibly due to lack of awareness of BOPP's work and community contributions.

Support/Disapprove of BOPP

Among Those Aware of Bermuda's Ocean Prosperity Programme



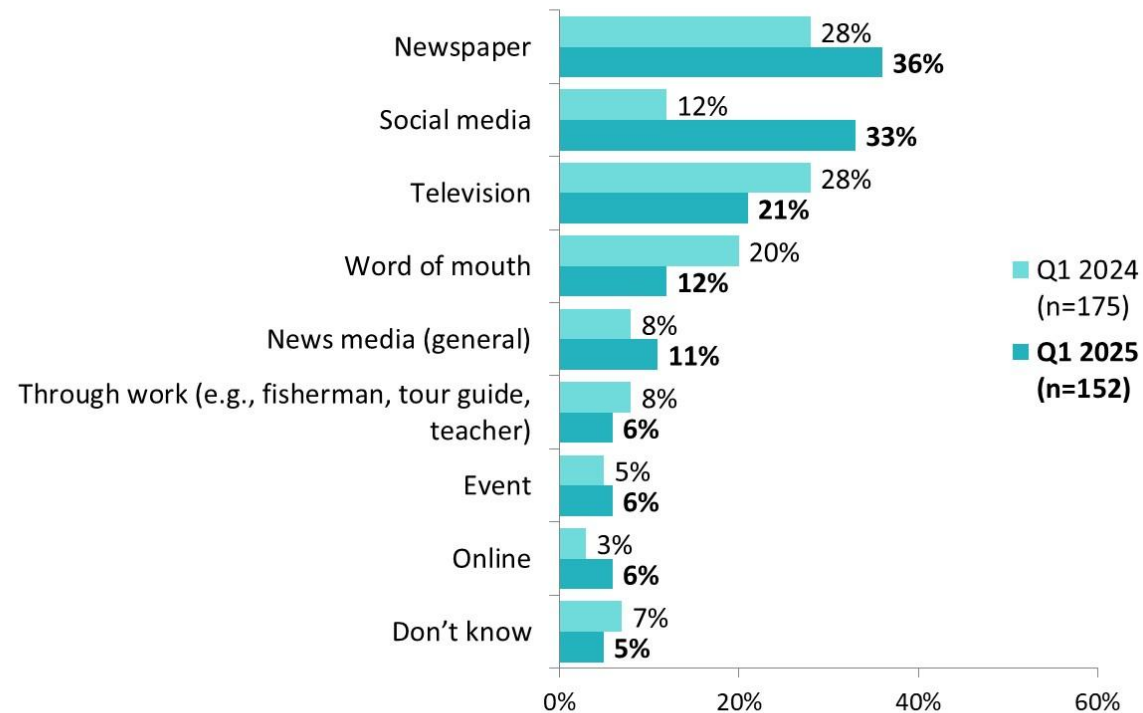
Q.W5: [IF 'YES' IN Q.W4] How do you feel about the Bermuda Ocean Prosperity Programme (BOPP). Do you... (n=152) *New question in 2025.*

Source of Information About BOPP

Among those who are already aware of BOPP (n=152), newspaper continues to be a primary source (36%; up 8 points), essentially equal with social media which saw a growth in awareness via social media (33%; up 21 points). Television (21%; down 7 points), word of mouth (12%; down 8 points), and news media (11%; up 3 points) are also common sources.

Source of Information About BOPP

Key Unaided Mentions Among Those Aware of Bermuda's Ocean Prosperity Programme



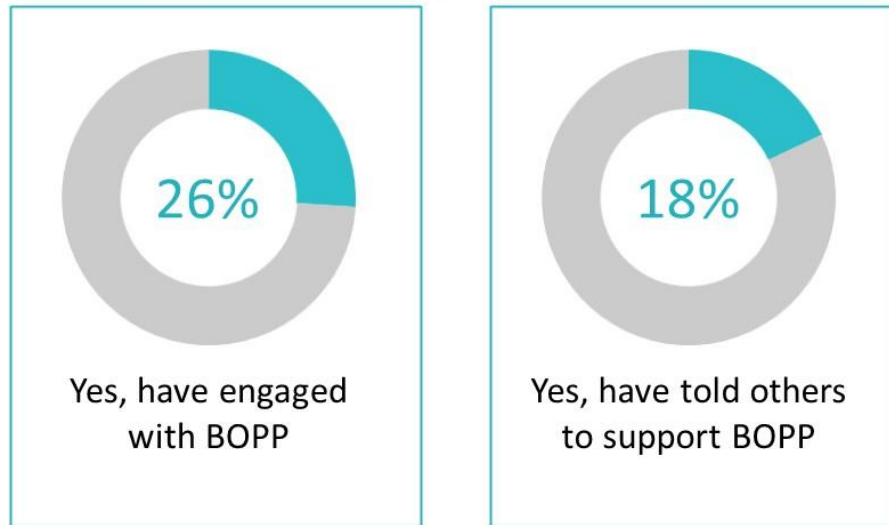
Q.W6: [IF 'YES' IN Q.W4] How did you learn about the Bermuda Ocean Prosperity Programme?

Engagement and Support

Among those aware of BOPP (n=152), one-quarter have previously engaged with the organisation (26%) and one in five have told others to support BOPP (18%).

Engagement and Support

Among Those Aware of Bermuda's Ocean Prosperity Programme

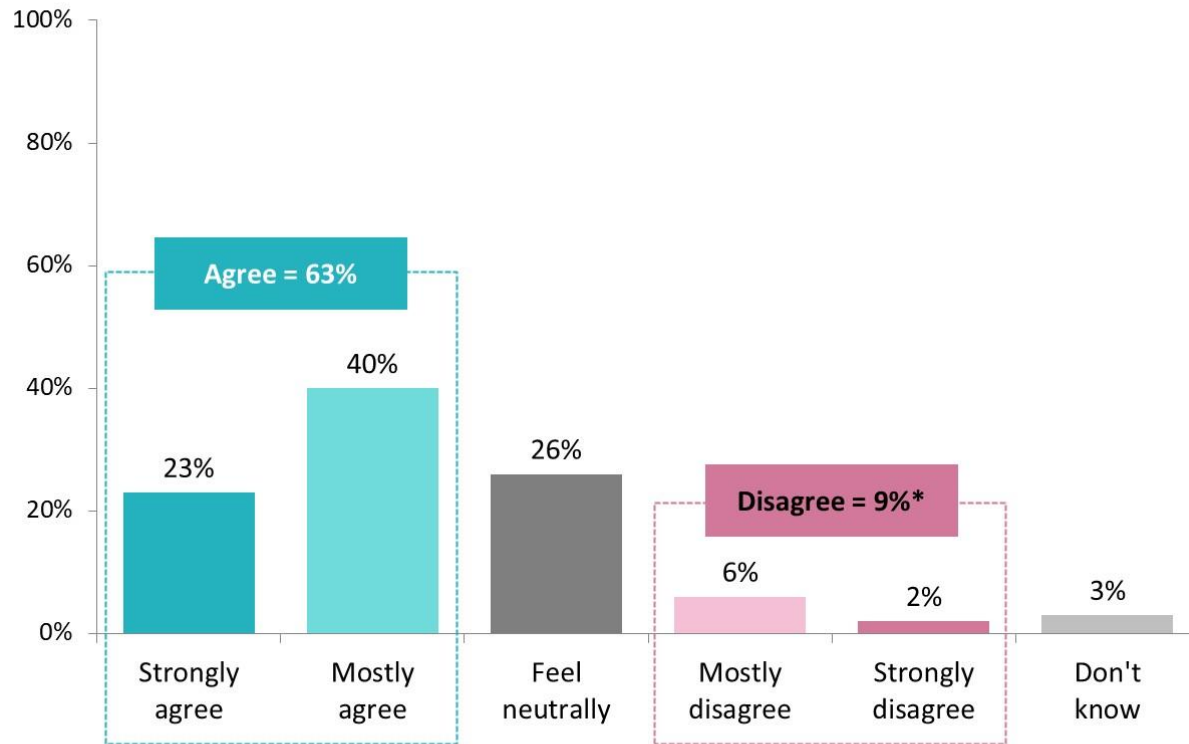


Q.W7: [IF 'YES' IN Q.W4] Have you engaged with the Bermuda Ocean Prosperity Programme (by providing public comment, attending an event, following social media, etc.?) (n=152) | Q.W8: [IF 'YES' IN Q.W4] Have you told others to support the Bermuda Ocean Prosperity Programme (BOPP)? (n=152) *New questions in 2025.*

Ocean Health in Bermuda

More than six in ten residents agree that ocean health in Bermuda is threatened (63%), with one-quarter who strongly agree (23%). Just one in ten disagree (9%), while another quarter feels neutral in this regard.

Ocean Health in Bermuda Is Threatened



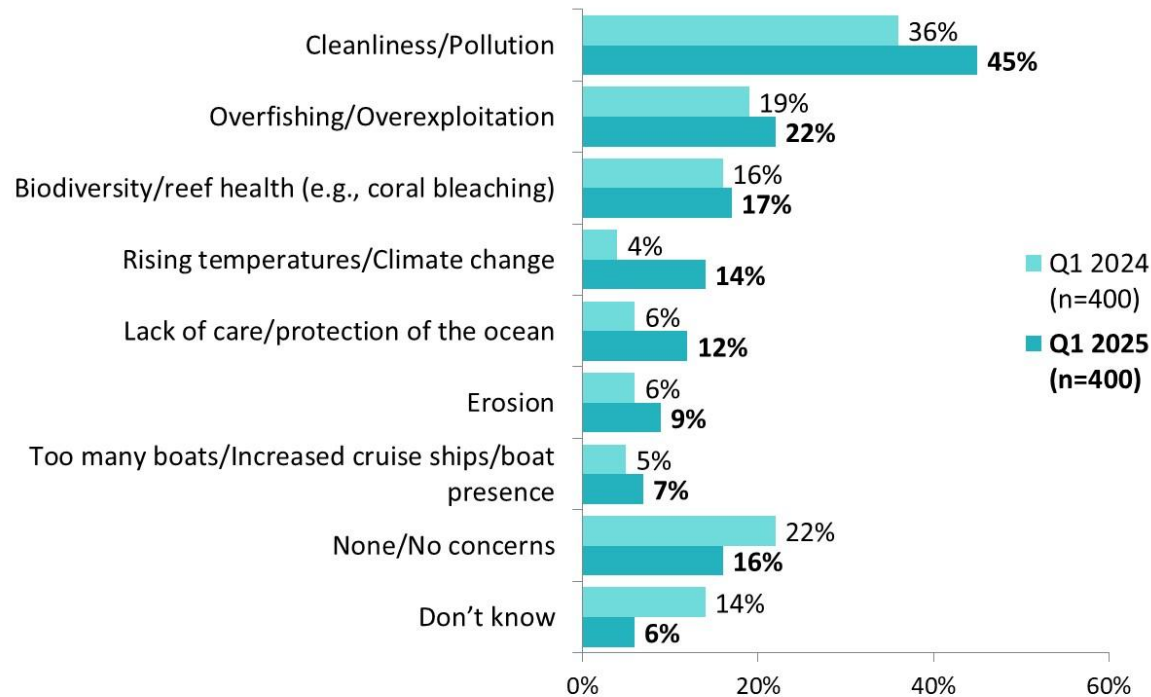
Q.W9: To what extent do you agree or disagree with the following statement. "Ocean health in Bermuda is threatened". Do you... (n=400) *Due to rounding. New question in 2025.

Concerns Related to Bermuda's Ocean and Coastal Areas

Bermuda residents offer a wide range of concerns related to Bermuda's ocean and coastal areas. Nearly one-half mention cleanliness/pollution (45%; up 9 points), distantly followed by concerns of overfishing/overexploitation (22%; up 3 points) and biodiversity/reef health (17%; up 1 point). All other concerns are offered by fewer residents each. That said, about one in eight state they have no concerns related to Bermuda's ocean and coastal areas (16%; down 6 points).

Concerns Related to Bermuda's Ocean and Coastal Areas

Key Unaided Mentions



Q.W10: What, if any, concerns do you have related to Bermuda's ocean and coastal areas? (n=400)



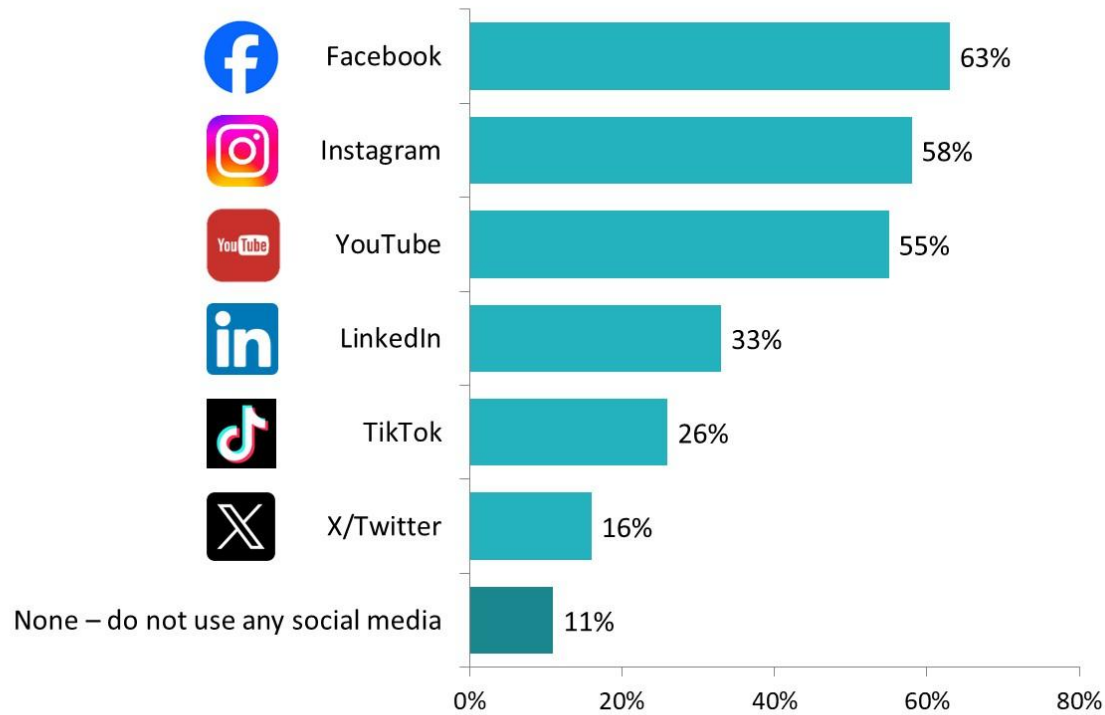
Social Media

Social Media

Residents were asked which social media platforms they use. The majority use Facebook, Instagram, and YouTube. Minorities cite time spent on LinkedIn and TikTok, while fewer use X/Twitter. Just one in ten do not use any social media platforms.

Social Media Platforms Used

Total Aided Mentions



Facebook usage is elevated among women, those 35-54 years old, and residents with household incomes of \$75k+.

Bermudians use YouTube, LinkedIn, and TikTok more than non-Bermudians.

In addition to Facebook, Women tend to use Instagram and TikTok more than men.

Q.W11: What, if any, social media platforms do you use? (n=400) *New question in 2025.*