

# Bermuda Omnibus Survey

A Syndicated Quarterly  
Survey of the Bermuda  
Community



**NARRATIVE**  
RESEARCH  
BERMUDA

*Q1 2026 Commissioned Results for The Bermuda Ocean Prosperity Programme*



## The Bermuda Omnibus Survey©

This report presents the results from the Q1 2026 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 between March 4<sup>th</sup> and 15<sup>th</sup>, 2026. A sample of this size drawn from the population provides results accurate to within plus or minus 4.9 percentage points 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 2026 Bermuda Omnibus Survey©:

## Ocean Health in Bermuda:

Support for increased ocean and coastal protection remains near-universal in Bermuda.

Bermuda residents say that the benefits of the ocean include recreation and relaxation, followed by food security, with other benefits playing a more limited role.

A clear majority of Bermudians continue to believe that ocean health in Bermuda is threatened.

Cleanliness/pollution is a predominant concern regarding ocean health in Bermuda, increasingly so over the past two years.

## Social Media:

Facebook and Instagram remain the dominant social media platforms used by Bermuda residents. Facebook in particular has a broad reach across demographic segments.

Use of social media remains fairly stable relative to a year ago, although there is a drop in YouTube use.

# Detailed Findings



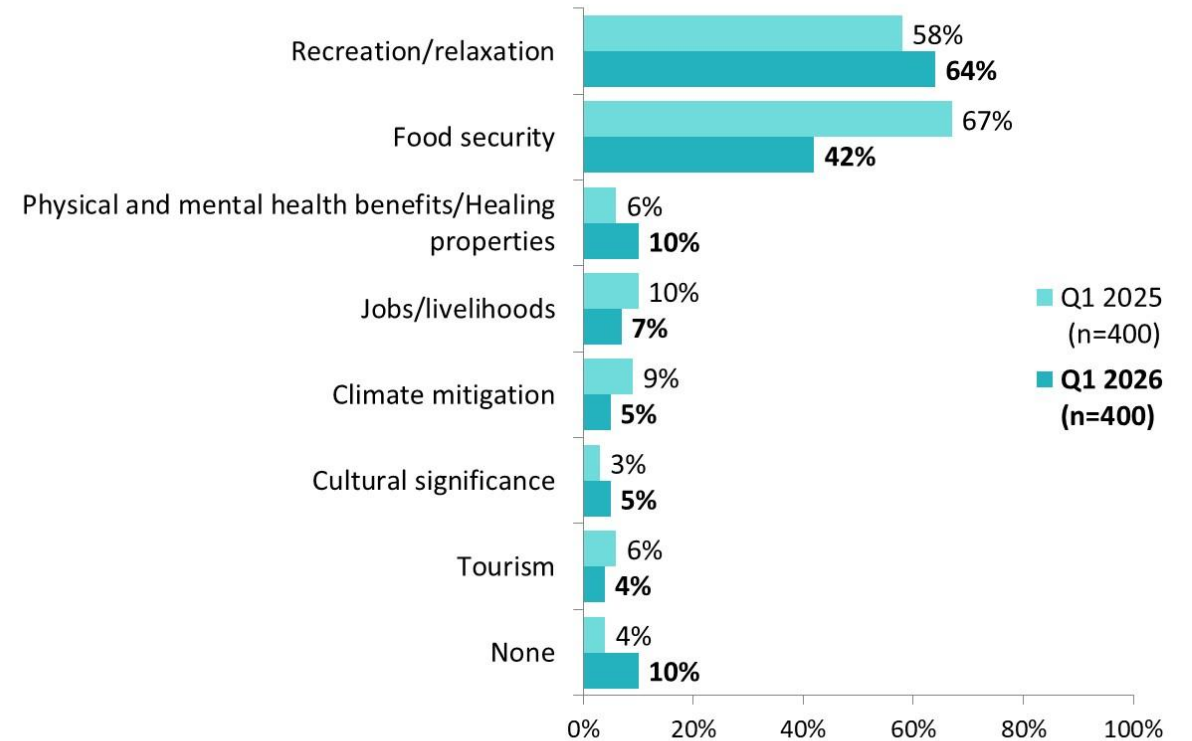
# Ocean Health in Bermuda

**Recreation/relaxation currently dominates in terms of perceived benefits received from the ocean, with food security declining in prominence.**

When asked what, if any, benefits they receive from the ocean, nearly two-thirds of residents mention **recreation/relaxation**, far ahead of all other mentions. **Food security** follows, identified by four in ten, a notable decline over the past year.

All other benefits are cited much less frequently, each identified by one in ten or fewer including: **physical and mental health benefits**, **jobs/livelihoods**, **climate mitigation**, **cultural significance**, and **tourism**.

## Benefits Received from the Ocean



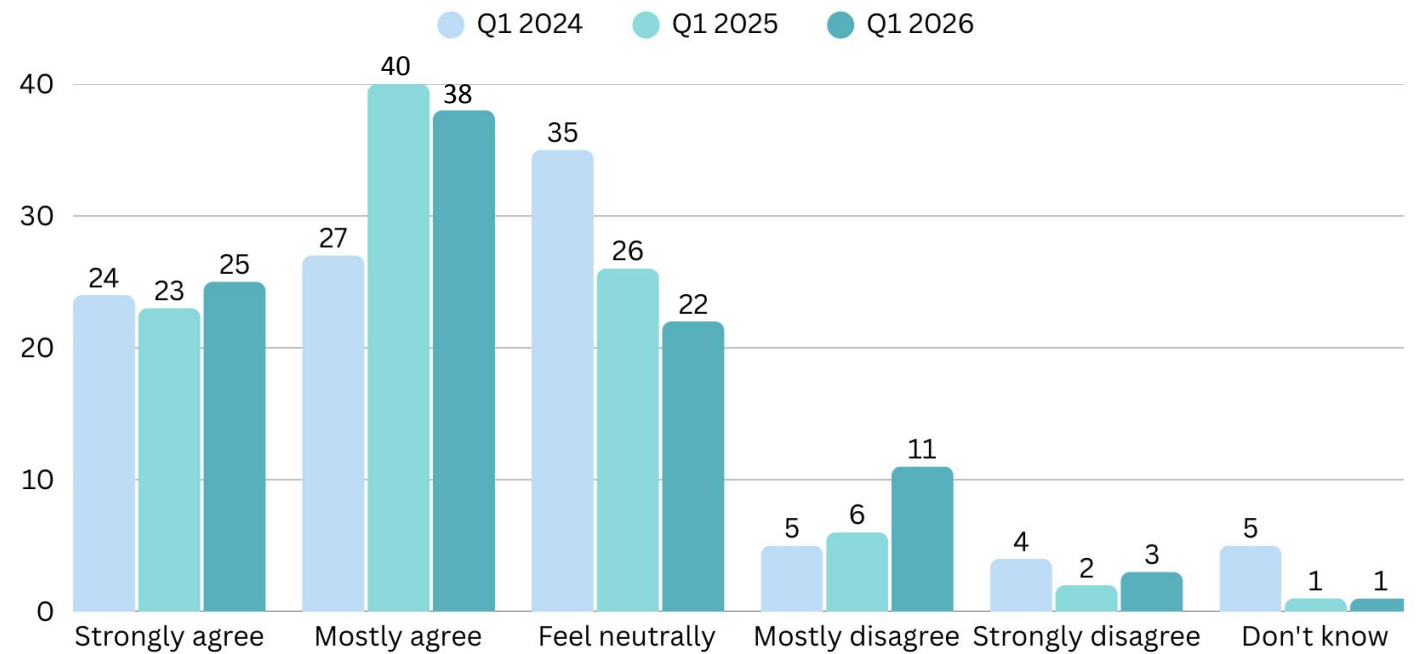
Q.W1: What, if any, benefits do you receive from the ocean? Any others? *Key unaided mentions.*

# Ocean Health in Bermuda

A clear majority of Bermudians continue to believe that ocean health in Bermuda is threatened.

Nearly two-thirds (63%) agree that ocean health in Bermuda is threatened, up from 51% in 2024. While intensity of concern varies by parish and demographic group, disagreement remains relatively low overall.

## Ocean Health in Bermuda is Threatened



Q. To what extent do you agree or disagree with the following statement: "Ocean health in Bermuda is threatened."

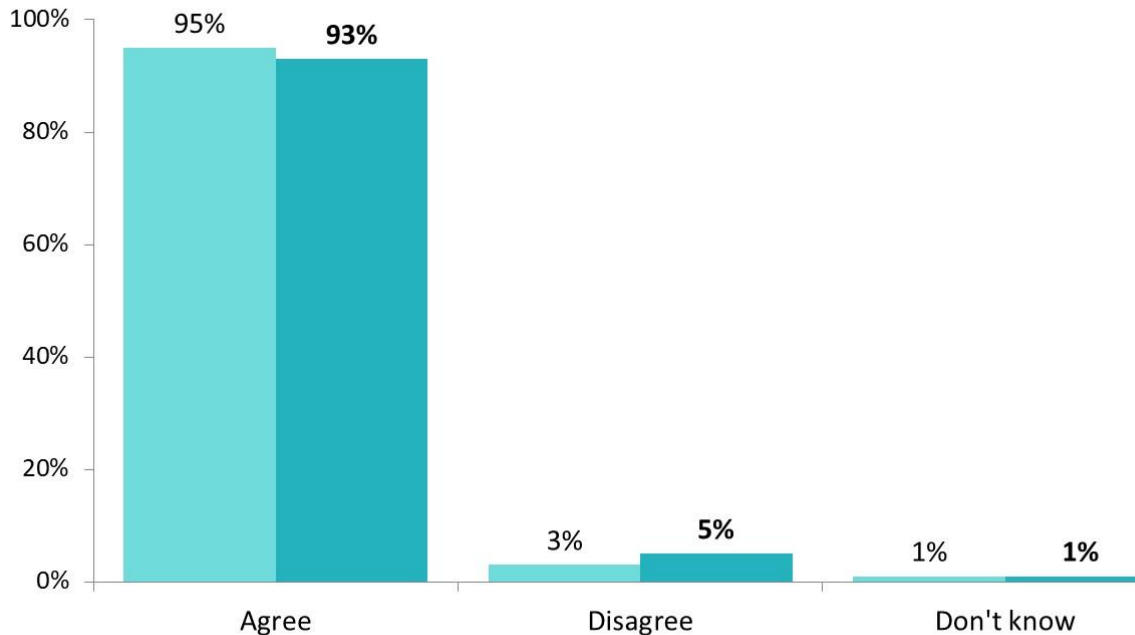
# Ocean Health in Bermuda

Support for increased ocean and coastal protection remains near-universal in Bermuda.

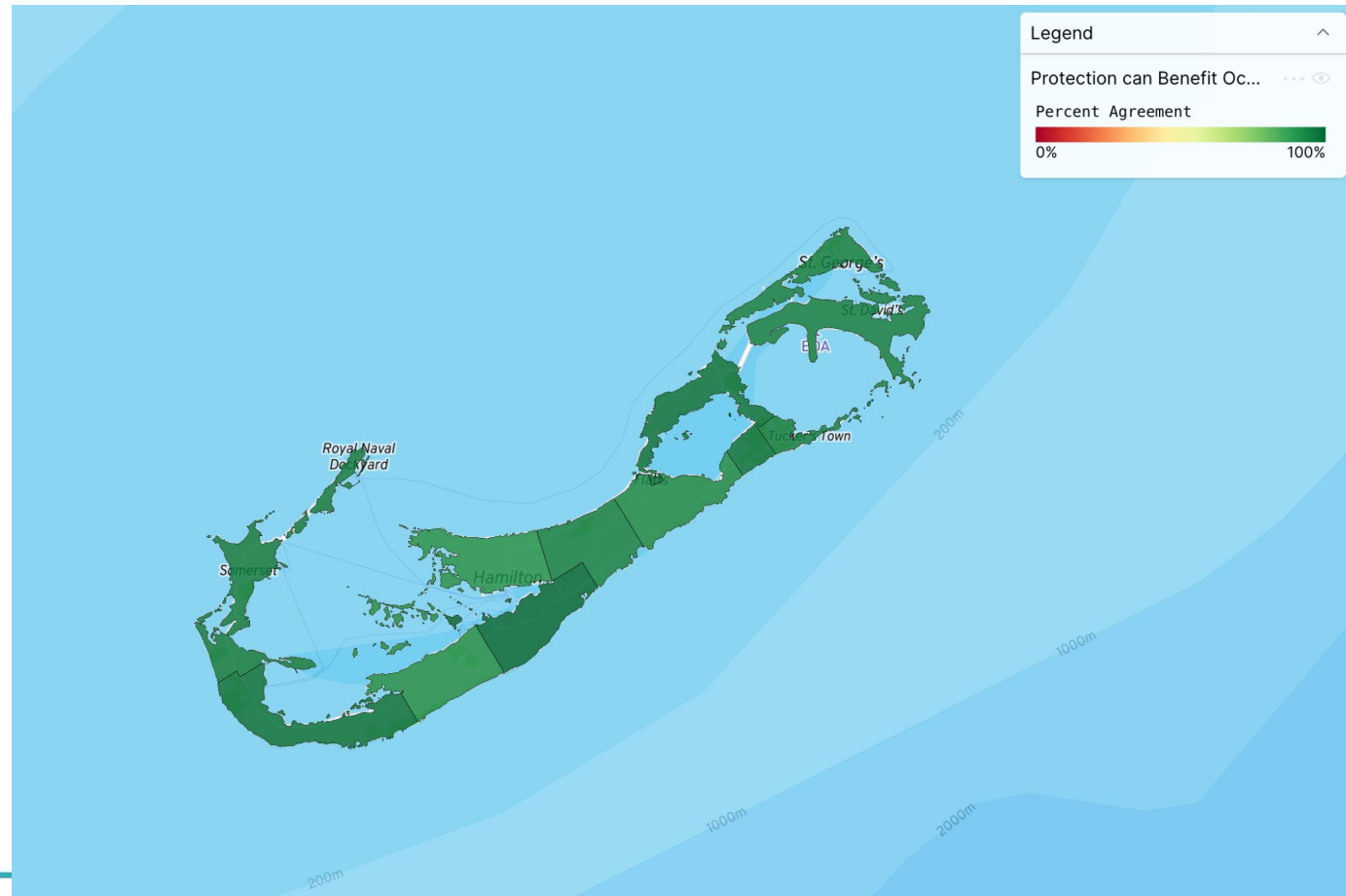
Support is broad-based, cutting across geography, age, income, gender, identity, and location.

## Increased Protection Can Benefit the Ocean and Coastal Area

Q1 2025 (n=400) Q1 2026 (n=400)



Q.W3: Do you agree or disagree that increased protection can benefit the ocean and coastal area?

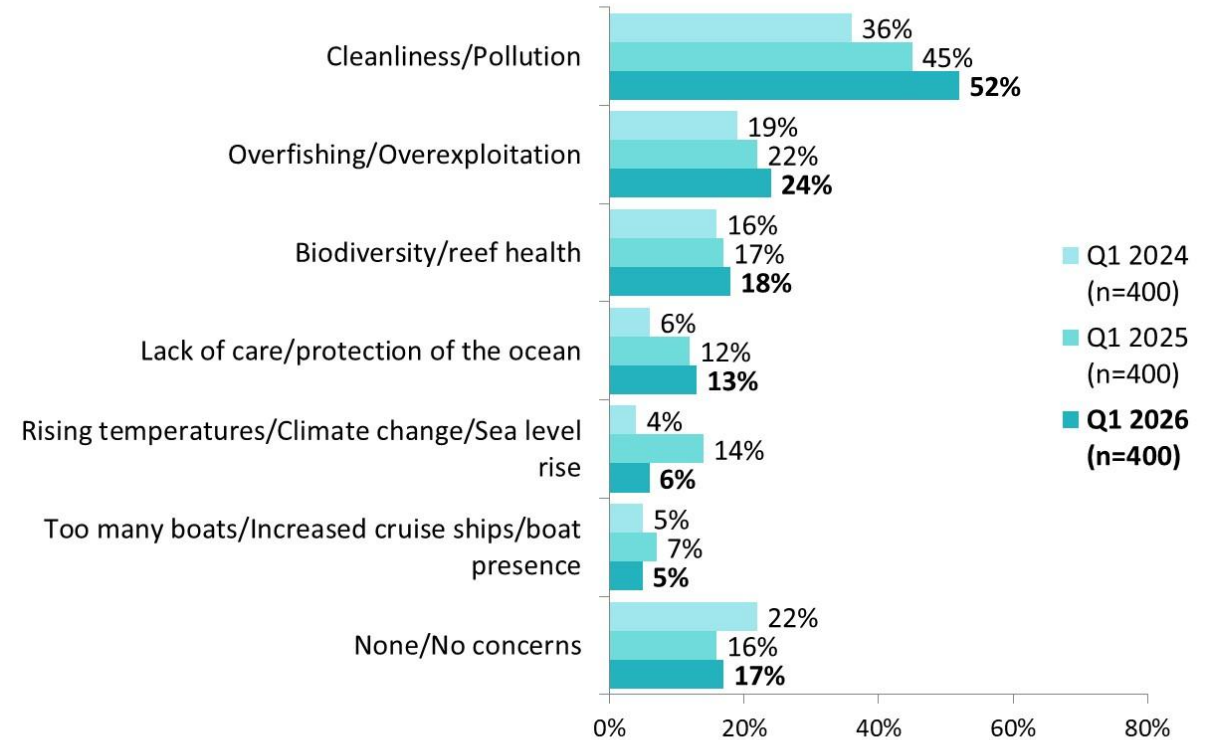


# Ocean Health in Bermuda

## Concern about cleanliness and pollution has risen over time.

Mentions of **cleanliness/pollution** have increased from just over one-third in 2024 to over one-half in 2026. Other key concerns are **overfishing/overexploitation** and **biodiversity/reef health**. Concern about **rising temperatures/climate change/sea level rise** have declined after a jump last year.

## Concerns Related to Bermuda's Ocean and Coastal Areas



Q.W4: What, if any, concerns do you have related to Bermuda's ocean and coastal areas? *Key unaided mentions.*

# Social Media



# Social Media

## Facebook and Instagram remain the dominant social media platforms.

Overall social media use remains high, with nine in ten using at least one platform. Moreover, use of platforms remains mostly stable. Facebook and Instagram are the two platforms each used by a majority. YouTube is the only platform showing a change, with usage declining between Q1 2025 and Q1 2026.

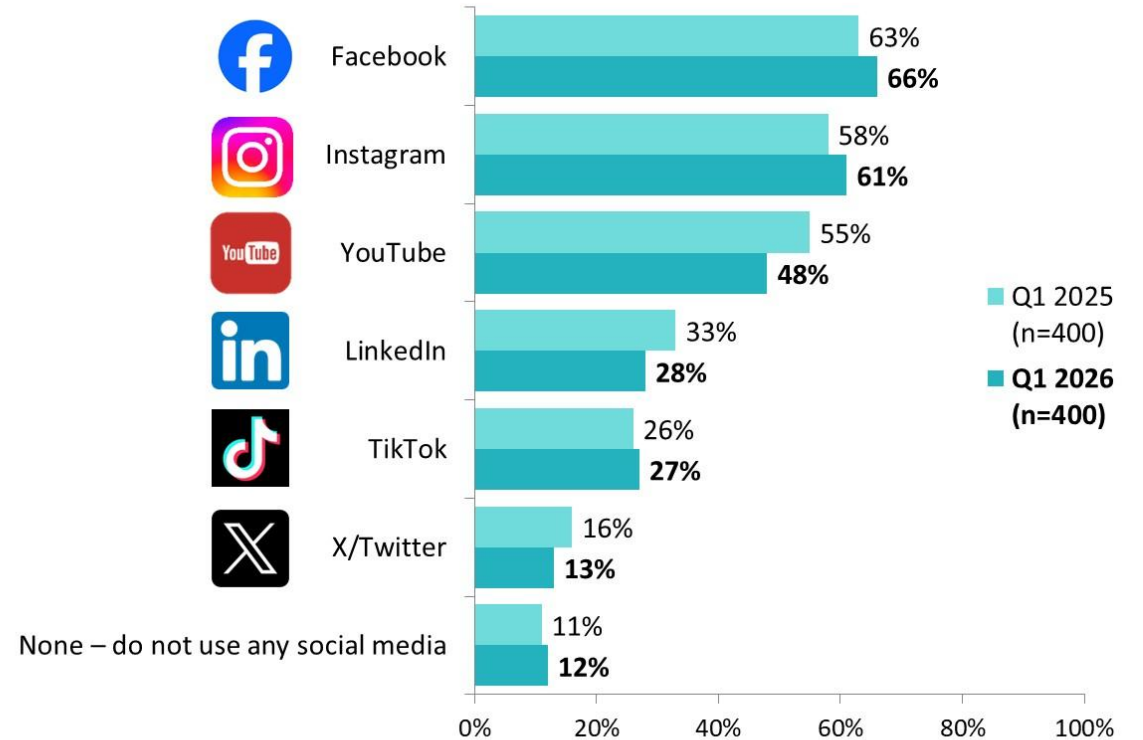
Younger adults (18–34) are notably more likely than those older to use Instagram, TikTok, and X/Twitter. Those 55+ are more likely to report using no social media at all, with one in four indicating this is the case. Facebook has the broadest reach, though usage still declines among those aged 55+.

Women are more active than men on social media particularly Facebook and Instagram.

Platform use generally increases with income, especially for LinkedIn. Those with household incomes of <\$75K are less inclined to use social media in general.

Black residents are more likely than white residents to use TikTok.

## Social Media Platforms Used



Q.W5: What, if any, social media platforms do you use? *Total aided mentions.*



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Every insight tells a story.