

Bermuda Omnibus Survey

A Syndicated Quarterly
Survey of the
Bermuda Community



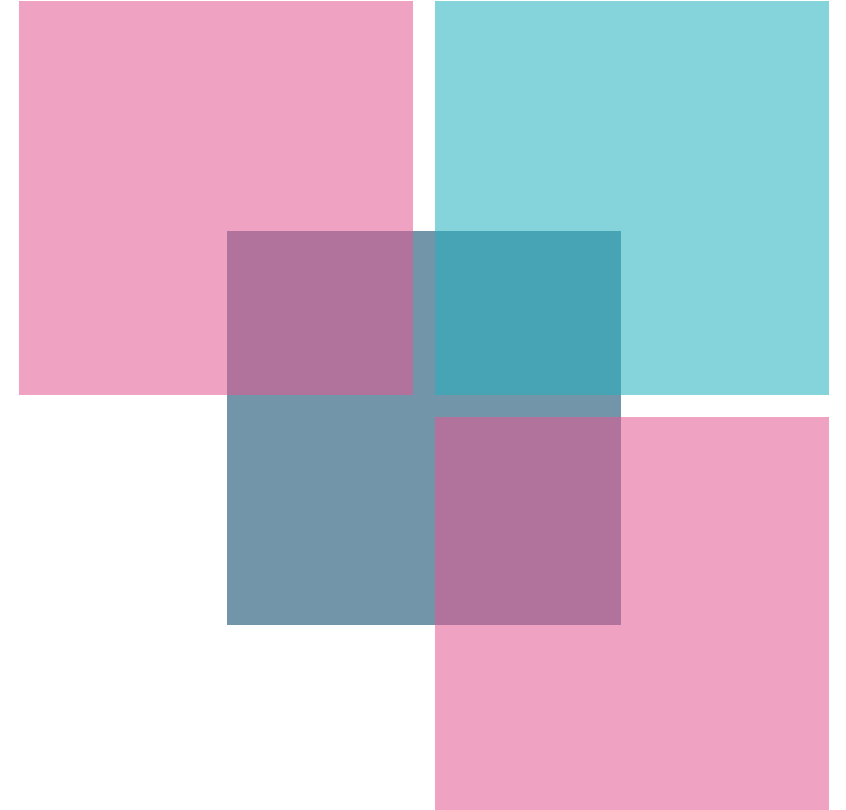
NARRATIVE
RESEARCH
BERMUDA

Q1 2024 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 February 29th and March 10th, 2024. A sample of this size drawn from the population provides results accurate to within plus or minus 4.5 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 2024 Bermuda Omnibus Survey@:

Ocean Health in Bermuda:

- Half of Bermuda residents agree that ocean health in Bermuda is declining.
- Residents offer a variety of concerns related to Bermuda's Ocean and Coastal areas such as cleanliness and pollution, overfishing, biodiversity/reef health, among many other concerns. That said, two in ten residents have no current concerns.
- One-third of residents report they have heard of the term 'Blue Economy', while one-quarter have heard of the term 'Marine Spatial Plan'.

Awareness of the Bermuda Ocean Prosperity Programme:

- More than four in ten residents report they have previously heard of 'BOPP' and among those who are aware of BOPP, three-quarters believe that BOPP can benefit ocean health in Bermuda.
- Newspaper and television are the most common sources of awareness among those who have already heard of BOPP.
- Among those aware of BOPP, more than four in ten are likely to engage with the organisation, including through social media, attending an event or providing a public comment.

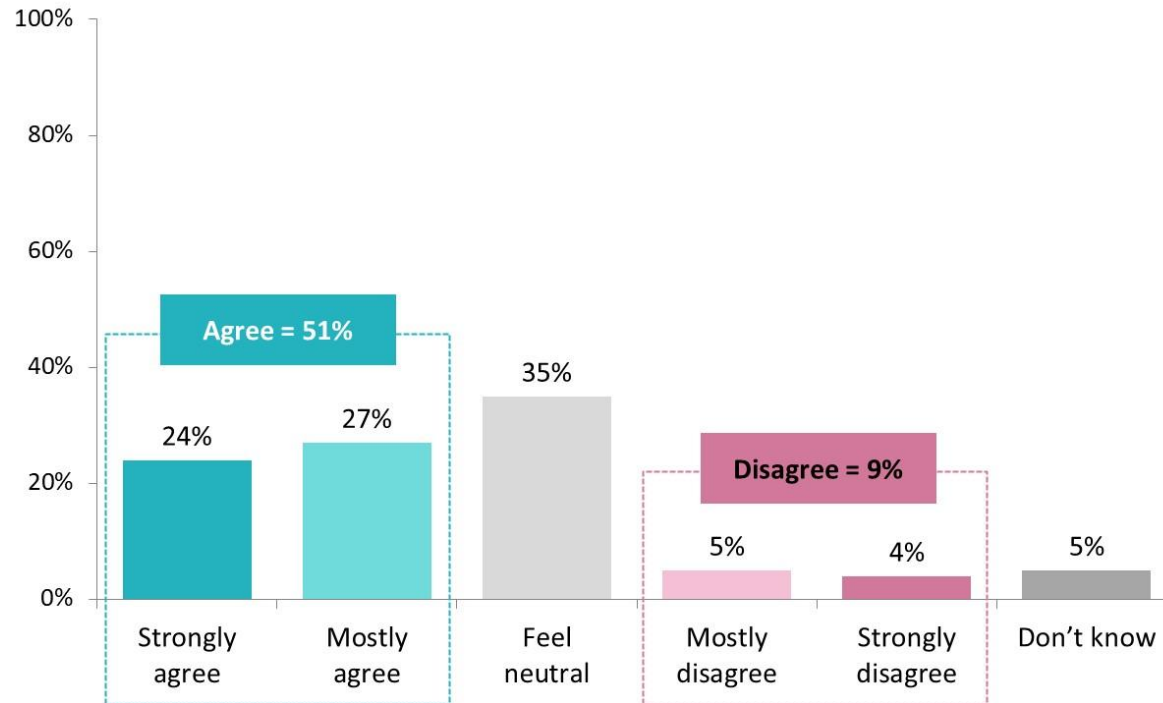


Key Findings

Ocean Health in Bermuda

Bermuda residents were asked about their level of agreement that ocean health in Bermuda is declining. Overall, half of residents agree (51%) that ocean health in Bermuda is declining, while just one in ten disagree (9%). That said, one-third of respondents feel neutral (35%) in this regard.

Ocean Health in Bermuda Is Declining



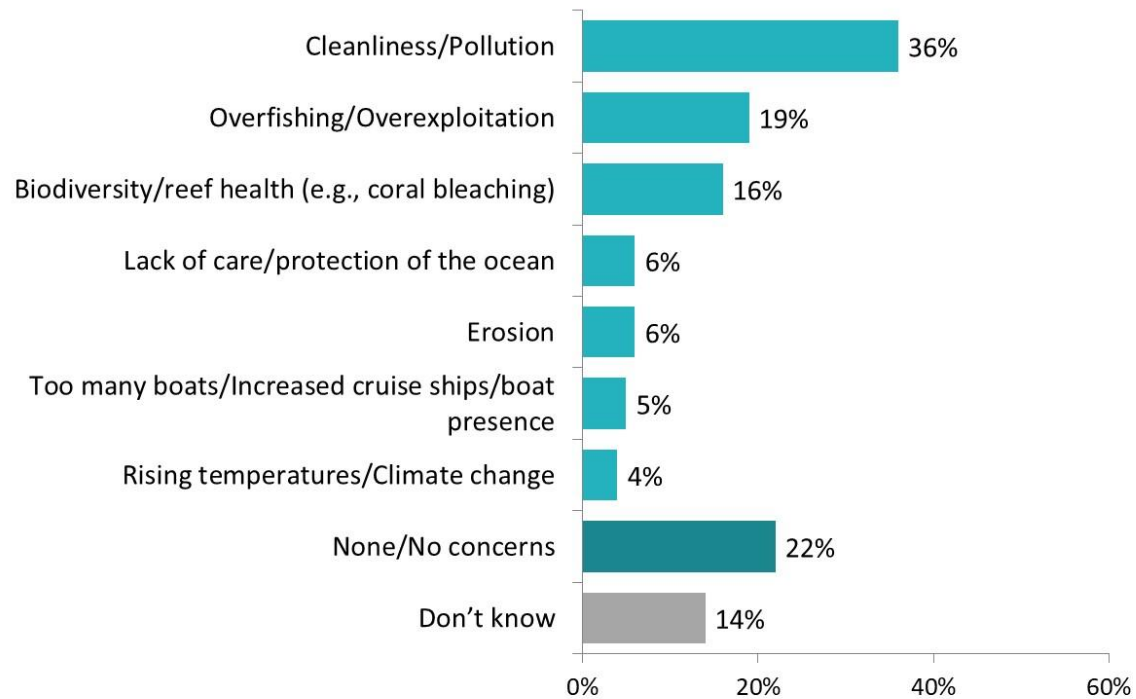
Q.W1: To what extent do you agree or disagree with the following statement: "Ocean health in Bermuda is declining." Do you strongly agree, mostly agree, feel neutral, mostly disagree, or strongly disagree? (n=400)

Concerns Related to Bermuda's Ocean and Coastal Areas

Residents offered various concerns they have related to Bermuda's ocean and coastal areas, with nearly four in ten mentioning (unaided) cleanliness/pollution (36%). While two in ten have no concerns (22%), a similar proportion of residents express the concern of overfishing/overexploitation (19%) and slightly fewer cite biodiversity/reef health (16%). One in seven are unsure and all other concerns are offered by fewer than one in ten each, including lack of care and protection, erosion, too many boats, and rising temperatures / climate change.

Concerns Related to Bermuda's Ocean and Coastal Areas

Key Unaided Mentions



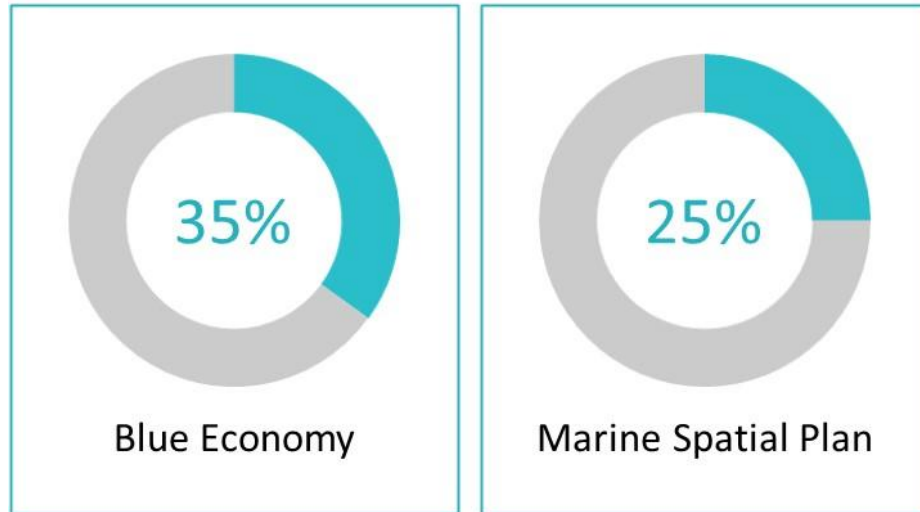
Q.W2: What, if any, concerns do you have related to Bermuda's ocean and coastal areas? (n=400)

Awareness of Ocean Terms

Residents were asked if they had previously heard of the terms 'Marine Spatial Plan' or 'Blue Economy'. Overall, one-quarter of residents have heard of Marine Spatial Plan (25%) and one-third have heard of Blue Economy (35%).

Previously Heard of

% Saying 'Yes'

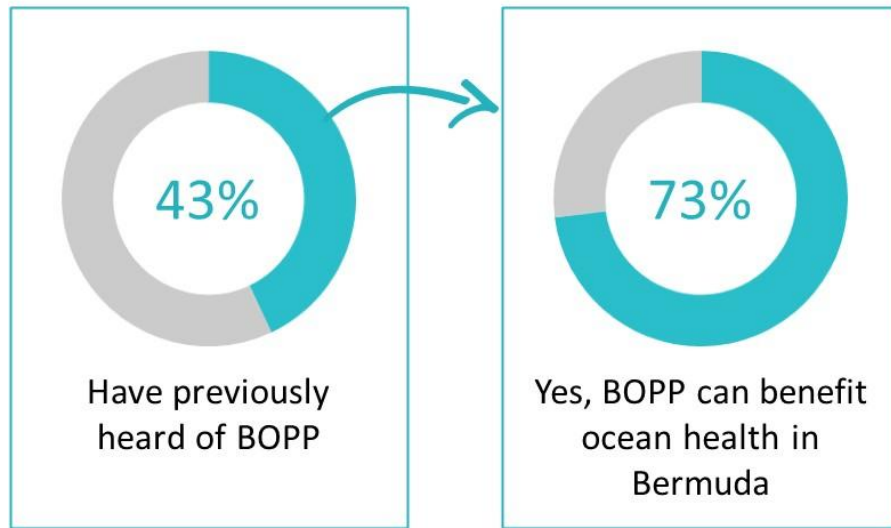


Q.W3a-b: Have you previously heard of either of the following terms? Marine Spatial Plan? Blue Economy? (n=400)

Bermuda Ocean Prosperity Program (BOPP)

Approximately four in ten Bermuda residents have previously heard of the Bermuda Ocean Prosperity Programme (43%). Among those aware of BOPP (n=175), three-quarters believe that BOPP can benefit ocean health in Bermuda (73%), while one in seven do not think BOPP can benefit ocean health in Bermuda (14%) and a similar proportion are unsure (13%).

Bermuda Ocean Prosperity Programme



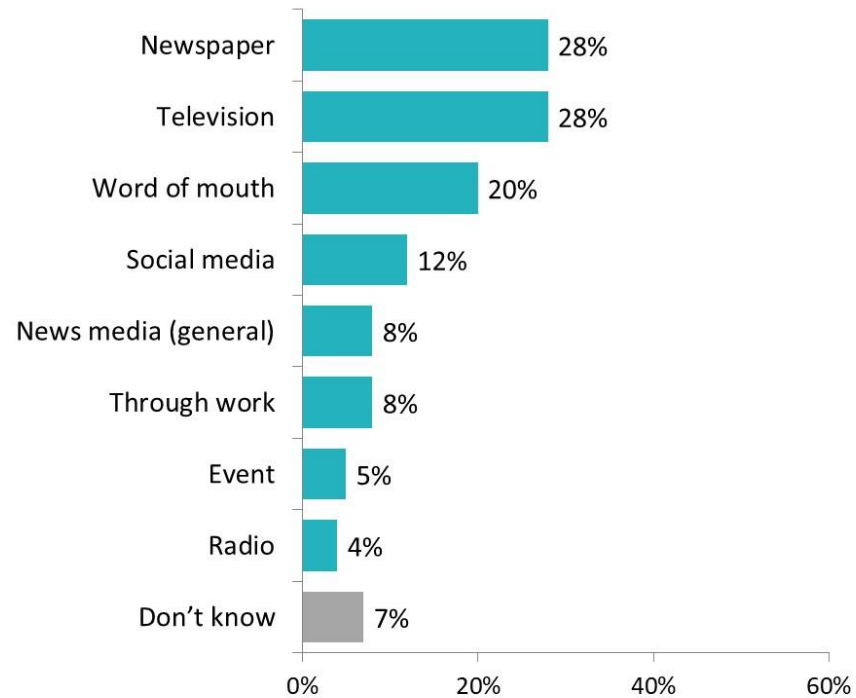
Q.W4: Have you previously heard of the Bermuda Ocean Prosperity Programme – also known as BOPP? (n=400) | Q.W5: [IF 'YES' IN Q.W4] Do you think the Bermuda Ocean Prosperity Programme can benefit ocean health in Bermuda? (n=175)

Source of Information About BOPP

Among those who are already aware of BOPP (n=175), residents cite newspaper (28%), television (28%), and word of mouth (20%) as to how they became privy to the nonprofit. About one in ten mention social media, news media, work, among other sources.

Source of Information About BOPP

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



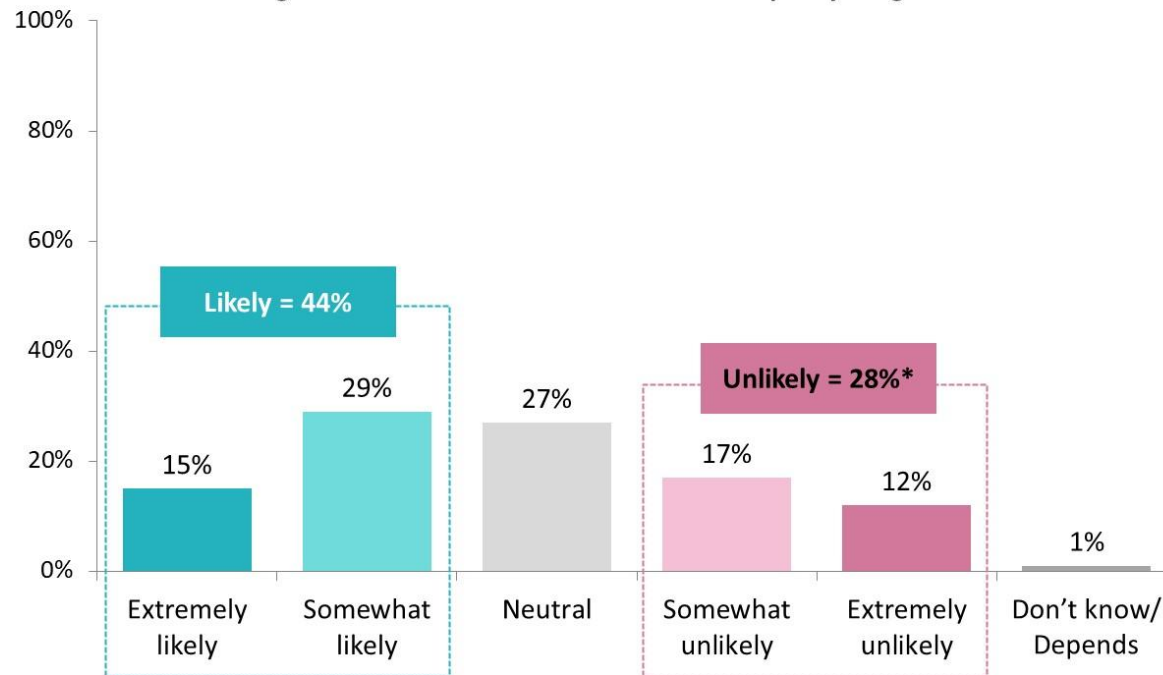
Q.W6: [IF 'YES' IN Q.W4] How did you learn about the Bermuda Ocean Prosperity Programme? (n=175)

Likelihood to Engage with BOPP

Those aware of BOPP (n=175), were asked about the likelihood that they would engage with BOPP through public comments, attending events, following on social media, etc. More than four in ten indicate they are likely to engage with BOPP in some form (44%), while about three in ten report they are unlikely to engage (28%). An equal proportion are neutral in this regard (27%).

Likelihood of Engaging with BOPP

Among Those Aware of Bermuda's Ocean Prosperity Programme



Q.W7: [IF 'YES' IN Q.W4] How likely are you to engage with the Bermuda Ocean Prosperity Program by providing public comment, attending an event, following social media, etc.? (n=175) *Due to rounding.