

International Business and Bermuda

During 2007, BIBA employed Research.bm, a BIBA member company, to conduct research on how Bermudians feel about International Business (IB) in Bermuda. Surveys were completed on our behalf in both March and September of this year.

Research.bm utilized computer-assisted telephone interviewing (CATI) to interview a representative sample of Bermuda's population on the following factors – gender, age, education, household income, nationality. Bermudians expressed very strong, positive attitudes toward international business.

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The reputation of international business in Bermuda is definitely growing! In March, three-quarters or more concurred that international business offers attractive employment opportunities to Bermudians, that it gives

Bermudian employees the opportunity to work overseas and also, provides useful educational opportunities for Bermudians. In our September survey, 91% of the surveyed Bermudian residents said that international business has a very (66%) or somewhat (25%) positive impact on our local community.

Looking very closely at the latest figures, 83% of residents believed that International Business Offers Attractive Employment Opportunities to Bermudians.

79% of residents believed that International Business Gives Bermudian Employees the Opportunity to Work Overseas. 86% of residents believed that International Business Provides Useful Educational Opportunities for Bermudians.

In light of race and age, 85% of black respondents and 97% of whites felt IB had a somewhat or positive effect on our community; 94% of Bermudians between the ages of 45 and 54 felt that way, and the lowest rating was received from Bermudians aged 65 and over, where only 73% had such a favourable impression. •

