

General Interest

Survey Overview

Survey Overview

Sample/Methodology

- Research.bm used Computer-assisted Telephone Interviewing to interview 400 Bermuda residents aged 18+. The survey was conducted in September 2006 and lasted approximately 15 to 20 minutes
- All data presented in this report has been weighted according to Bermuda Census data

Margin of Error

- The chart provides the margin of error for each segment at the 95% and 90% confidence levels

<i>Category</i>	<i>n</i>	<i>Confidence Interval (+/-)</i>	
		<i>95%</i>	<i>90%</i>
Men	125	8.8%	7.4%
Women	275	5.9%	5.0%
Adults 16-49	206	6.8%	5.7%
50+	183	7.2%	6.1%
HHI <\$80k	222	6.6%	5.5%
HHI 80K+	94	10.1%	8.5%
HS or less	168	7.6%	6.3%
College/univ	226	6.5%	5.5%
Total	400	4.9%	4.1%

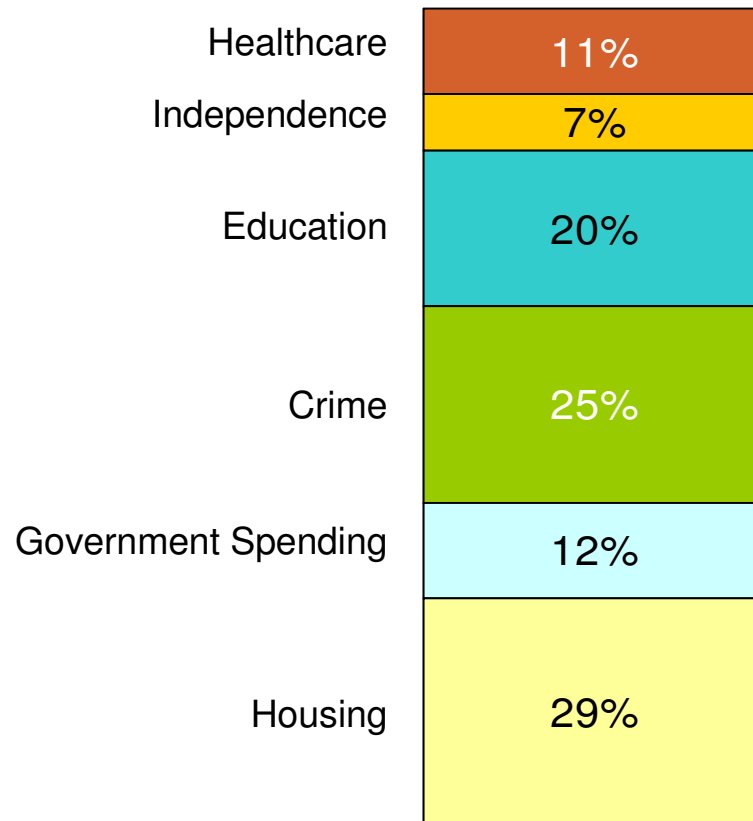
Notes

- Percentages may not sum to 100 due to rounding or the acceptance of multiple mentions
- Don't know/ not stated are excluded from bases unless otherwise shown

Topline Results

Top Concerns Facing Bermuda Today

- Housing (29%), crime (25%), and education (20%) are the top three concerns cited by Bermudians.

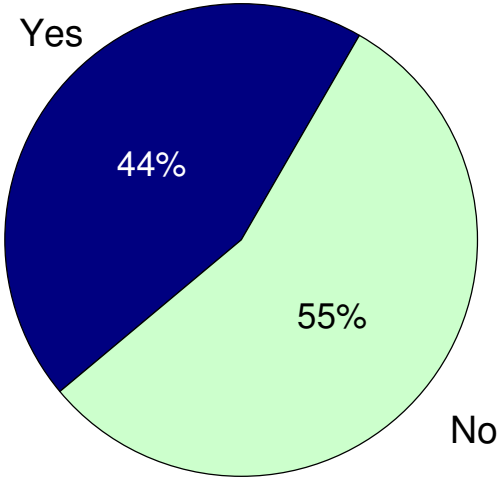


NOTE: Responses add to more than 100% due to multiple mentions

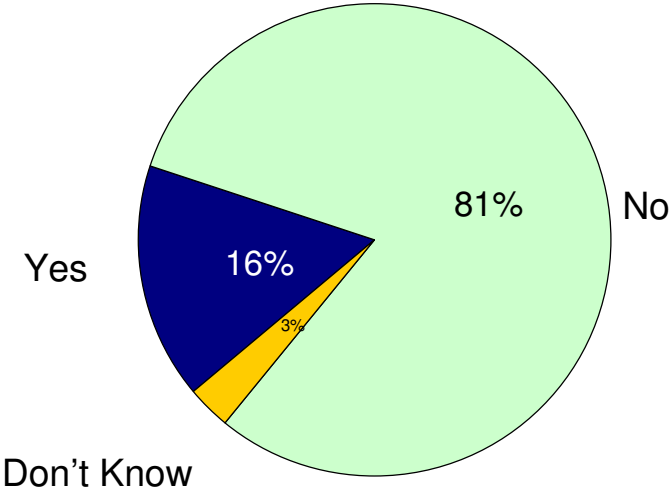
Crime Issues

- Four in ten Bermudians feel less safe after the recent shootings.
- Only 16% of Bermudians would purchase a gun, if guns were legalized.

Whether Or Not Feel Less Safe After Recent Shootings



Whether Or Not Would Buy A Gun, If They Were Legalized



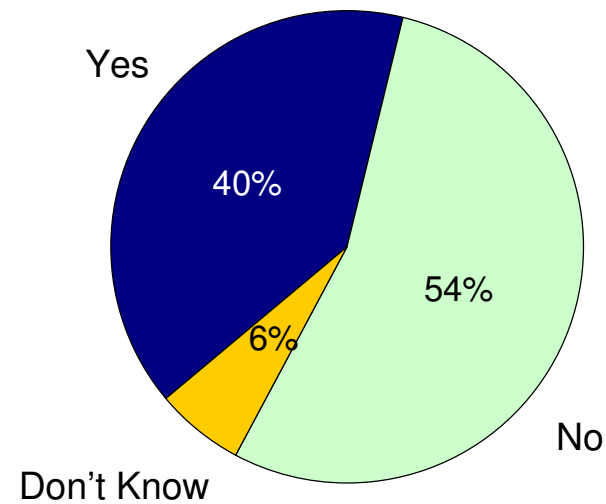
Q25. Whther Feel Less Secure And Safe In Bermuda After Recent Shootings
 Q26. Whether Would Purchase Gun If Legalized In Bermuda

Gambling



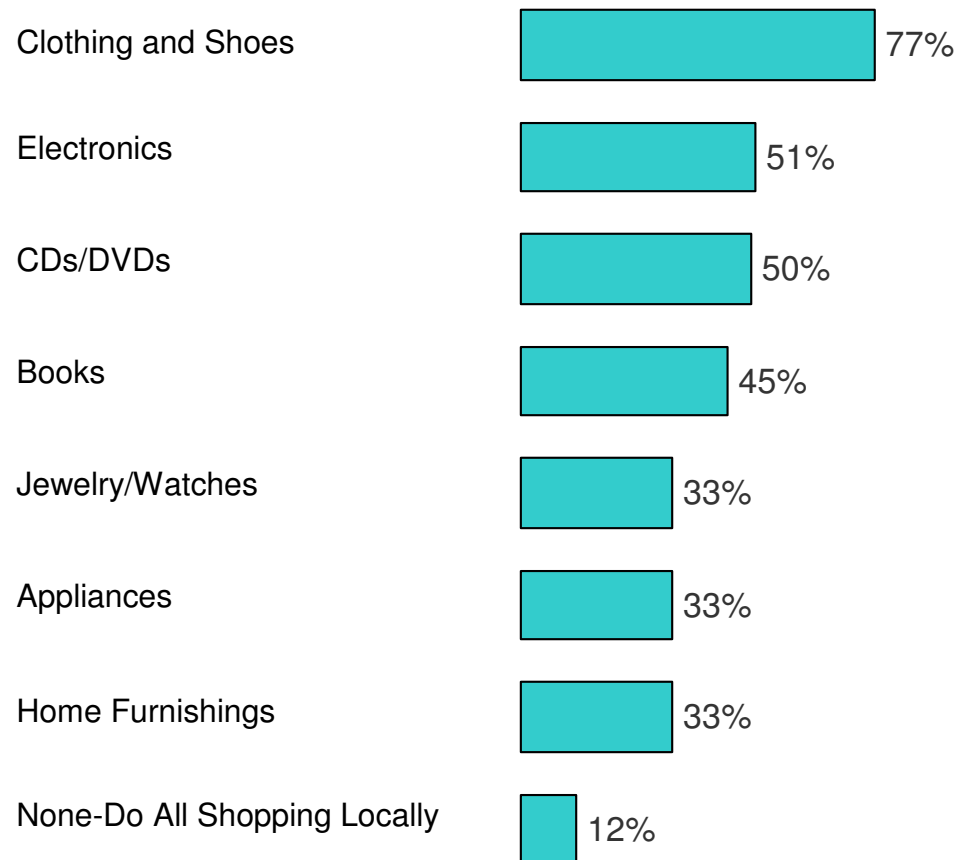
- A narrow majority of Bermudians (54%), do not feel gambling should be legalized in Bermuda.

Whether Or Not Think
Gambling Should Be
Legalized In Bermuda



- The most frequently mentioned items that Bermudians prefer to purchase abroad include clothing/shoes (77%), electronics (51%), CDs/DVDs (50%), and Books (45%).

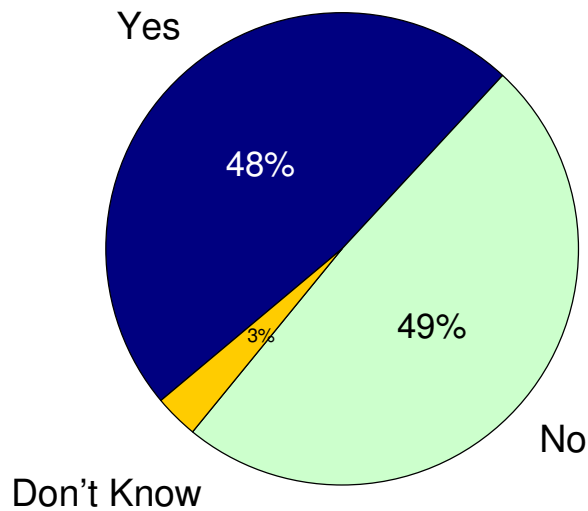
Items Prefer To Purchase Overseas Rather Than Locally



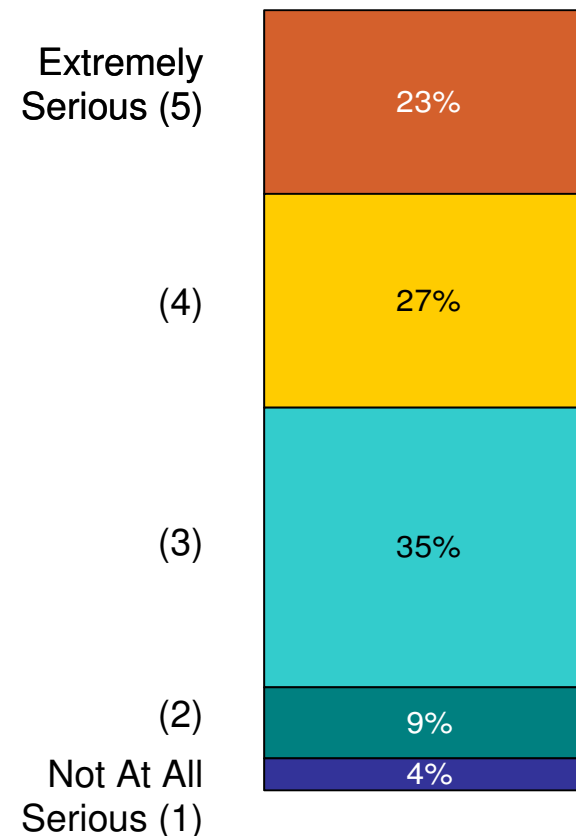
Race Issues

- Bermudians are split on whether or not they feel there is a difference between different types of Bermudians.
- Half of the Bermudians surveyed believe that racism is either an extremely serious (23%) or very serious (27%) problem on the island.

Is There A Difference Between Different Genres Of Bermudians Like “Black Bermudians” and “White Bermudians”



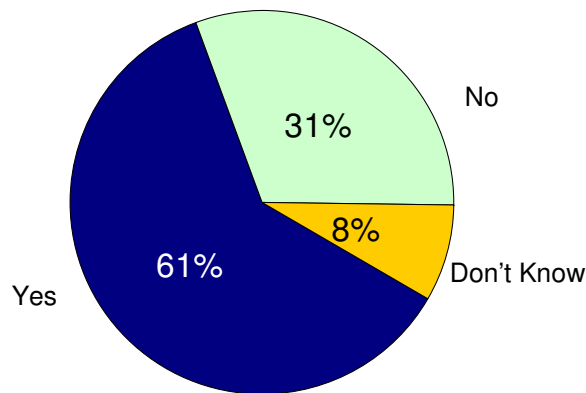
How Serious Is The Problem Of Racism In Bermuda?



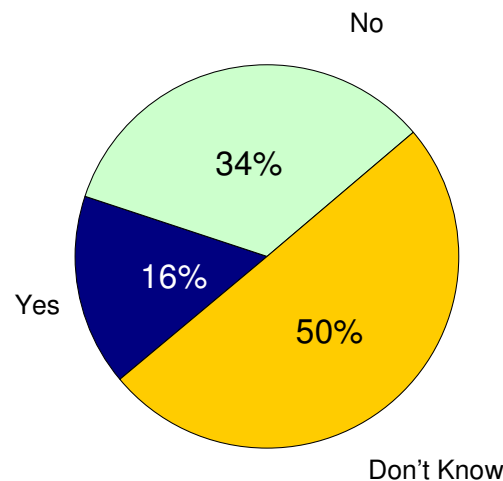
Other Issues

- Most Bermudians (61%) feel that expatriates secure jobs over qualified Bermudians unfairly.
- Only 16% of Bermudians feel that GPS has improved the taxi service.
- The majority of Bermudians (66%), believe that the government should do more to encourage tourists to fly to Bermuda rather than encouraging more cruise ships to dock on the island (26%).

Do You Think That Expatriates Secure Jobs Over Qualified Bermudians Unfairly?



Has GPS Improved The Taxi Service?



Opinion On Tourism In Bermuda

Government's tourism initiative to encourage more cruise ships is a good idea

Government should encourage more tourists to fly to Bermuda

No need for more tourists in Bermuda

Don't Know

