

OPINIONPOLL by

A local thumbs up for international business

Bermuda residents are extremely positive about Bermuda's reputation as an international business center, and feel that it is strong, according to polling conducted by Total Marketing & Communications. These are the results of their research.

When Bermuda residents were polled about the Island's reputation as an international business center, one-half (52 percent) rated it as excellent, while another four in ten (38 percent) rated it as good. Few (just eight percent) evaluated it as fair (see table 40.)

These positive perceptions are consistent across the population. Nonetheless males, those with higher household incomes, and residents who are aged 35 and older are more likely to consider Bermuda as an excellent place to do business.

Perhaps most important residents perceive Bermuda's reputation as an international business centre to be better than it was five years ago. More specifically, six in ten residents consider Bermuda's reputation as an international business centre to have improved in that time.

Another one-quarter (24 percent) view it as the same, while only one in ten (11 percent) view it as worse (see table 41.)

Across the Island, males, black residents, and Bermudians are more likely to believe that Bermuda's reputation as an international business centre is better relative to what it was five years ago.

Those residents that perceive Bermuda's reputation as better were asked what has caused the improvement in the past five years. A number of reasons were identified, including the presence of more companies (23 percent), a more pro-business attitude (19 percent), a better educated workforce (11 percent). Other reasons mentioned included improved access to technology and the internet (eight percent), less government restrictions (eight percent), continuous growth (seven percent), and more international exposure (five percent). No other reason was mentioned by more than four percent.

Conversely, those residents that perceive Bermuda's reputation to be worse attribute the change to bad publicity and/or marketing changes by government, government corruption, increased government restrictions, an unstable economy, and increased taxation. No other reason was mentioned by more than six percent.

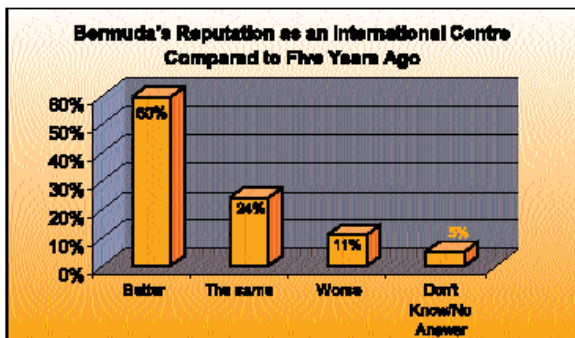
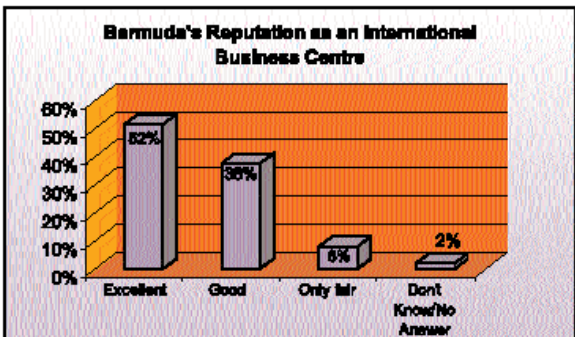
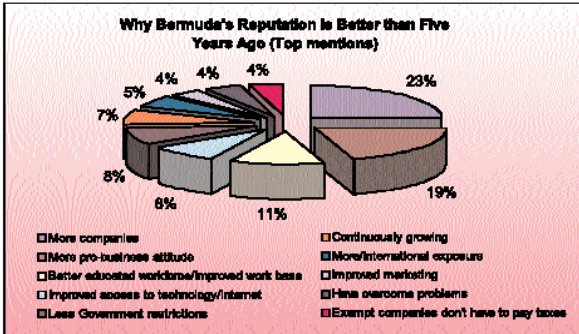
Representation Abroad

On a related topic, residents were asked who was able to best represent the interests of Bermuda abroad. Clearly, residents see this role as a combined effort, with both Government and the private sector together best representing Bermuda. Most notably, eight in ten (81 percent) indicated that both government and the private sector together best represent interests abroad, while one in ten (11 percent) feel that private sector companies are best able to represent the interests of Bermuda. Few (just three percent) feel that the government is in the best position to do so. A small number (five percent) had no definite opinion on this matter.

Across the population, 18 to 24 year olds, white residents, non-Bermudians, and those with higher household incomes are more likely to feel that private sector companies are best able to represent Bermuda abroad.

These results are part of the Bermuda Omnibus, an independent, quarterly survey of Bermuda residents, and are based on a representative sample of 402 Bermuda residents. The survey was conducted between December 12 and 16, 2003 with the results accurate to within plus or minus 4.9 percentage points in 95 out of 100 samples.

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GRAPHS BY CRYSTAL SMITH

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