



NARRATIVE
RESEARCH
BERMUDA

2025 City Satisfaction Survey

May 2025

Prepared for:



Hamilton
Bermuda at its *best*



NARRATIVE
RESEARCH
BERMUDA

Purpose and Objectives

Purpose and Objectives

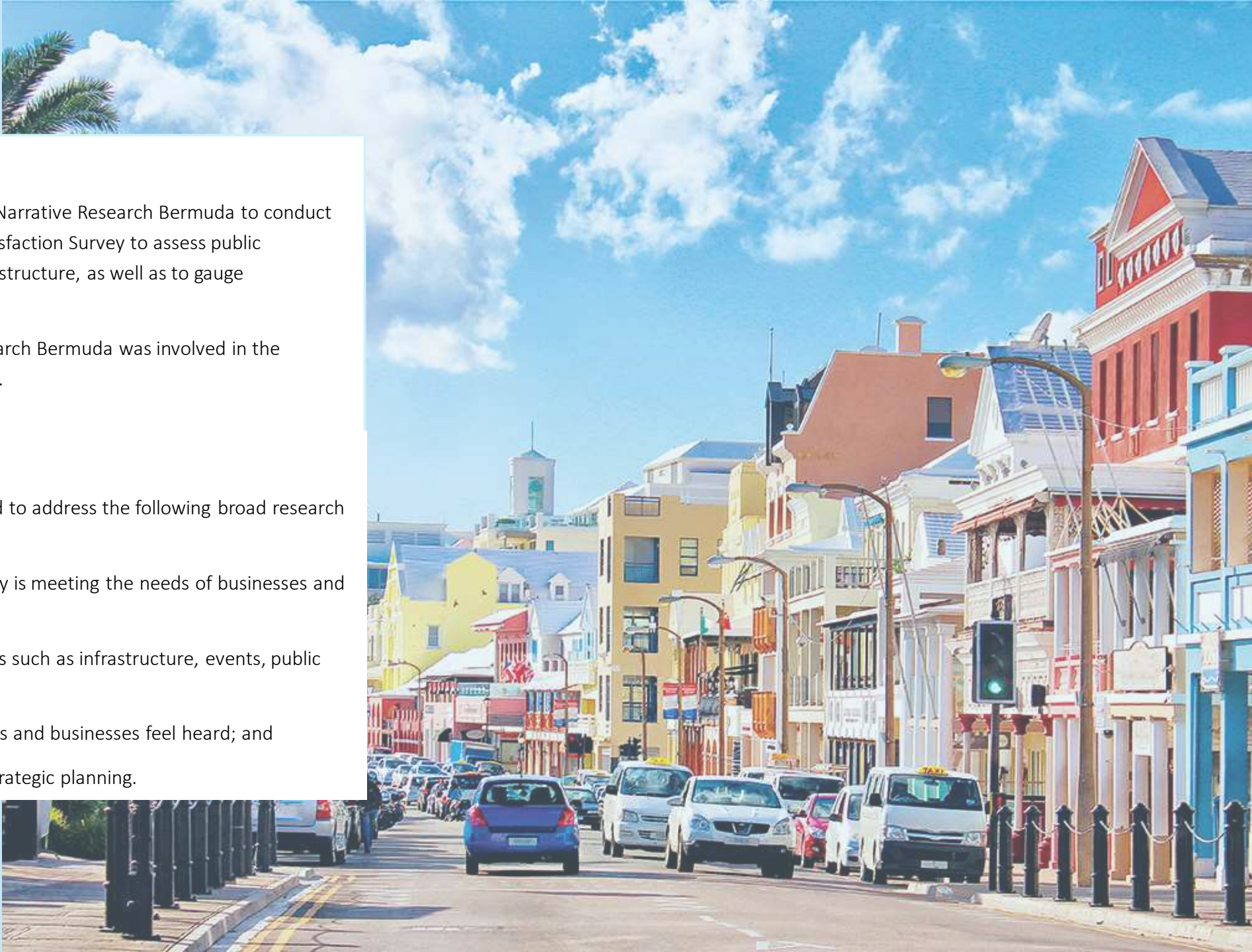
Purpose

- The Corporation of Hamilton commissioned Narrative Research Bermuda to conduct a Business Community and City Resident Satisfaction Survey to assess public satisfaction levels with City services and infrastructure, as well as to gauge engagement.
- In collaboration with the City, Narrative Research Bermuda was involved in the research design, data collection, and analysis.

Objectives

The City of Hamilton satisfaction research aimed to address the following broad research objectives:

- Gather feedback to evaluate how well the City is meeting the needs of businesses and residents;
- Identify key areas for improvement in services such as infrastructure, events, public spaces, and permitting;
- Strengthen engagement by ensuring residents and businesses feel heard; and
- Provide data to guide decision-making and strategic planning.





NARRATIVE
RESEARCH
BERMUDA

Methodology



Methodology



Mode

Online survey



Audience

Residents, Property Owners, and Business Owners within the City of Hamilton



79* Resident/Property Owner completes

75* Business completes



Data Collection Dates

April 4 – May 2, 2025



Caution should be used when interpreting sub-group differences due to small sample sizes.



Sampling/Administration

There were several approaches to data collection, including email distribution (via Corporation contacts and stakeholder networks), mailed flyer distribution with QR codes (for resident participation), door-to-door flyer distribution (for resident and business participations), and distribution through Narrative Research's proprietary online panel, *Bermuda Voice*.



Margin of Error

As this is an online sample, no margin of error can be applied.



Notes

Table references presented in the report refer to the detailed banner tables.



Average Completion Time

Resident: 10 minutes

Business: 13 minutes

Bermuda Voice: 9 minutes

**The first set of responses came from the initial Google Survey versions of each survey, that were used due to QR code issues. As a result, sample sizes may vary across questions.*



NARRATIVE
RESEARCH
BERMUDA

Summary of Objectives and Key Findings



Three Takeaways

1

Both residents and businesses are highly likely to recommend the City and satisfaction with City services and responsiveness is high.

After nearly all evaluations, there is considerable likelihood to recommend the City as a place to live and as a place to do business.

2

Parking availability and cost is a key concern.

Residents and businesses often report that finding and paying for parking in the City is more difficult than ideal.

3

Residents and businesses express strong support for the City's existing beautification efforts, events, and public art installations.

They also indicate a desire for continued enhancements to ensure Hamilton remains vibrant and welcoming —particularly in areas where concerns about vagrancy may impact the visitor experience.



Summary of Results

This research uncovered some insightful opinions from City of Hamilton residents, property and business owners. The following offers a summary of what the City is doing well and where there are opportunities for improvement.



Doing Well: The City is performing well in several key areas. There are strong satisfaction ratings from both residents and businesses regarding the City’s services and responsiveness. A majority of residents describe their interactions with the City as positive emphasising a user-friendly and organised approach. Both residents and businesses express satisfaction with the City’s appearance and cleanliness, with residents particularly pleased with park conditions and businesses with the zoning and permitting services. The City is felt to be highly responsive when contacted about any needs and concerns. All in all, there is a strong willingness to recommend the City of Hamilton as a good place to live or do business, from both audiences. These evaluations suggest there is generally positive perceptions of the City of Hamilton and the services it delivers.



Areas for Improvement: A few areas were commonly mentioned by respondents as where the City could direct future efforts. Both residents and businesses offer some shared concerns, including City infrastructure, parking availability and cost, and road maintenance. It appears that both audiences feel that the City could benefit from some revitalisation work. These may be areas that could enhance overall satisfaction with the City and its services, if addressed. There is a considerable desire for more art installations and events in the City, which suggests that residents and businesses are looking for a more involved and energetic local environment. Suggestions for service improvements are offered, mostly concerning enhanced beautification efforts, building upkeep, expanding parking options, and making the City more welcoming to visitors. Overall, respondents point to various opportunities for Hamilton’s continued growth and engagement.



	Residents/Property Owners	Businesses
	Top 2 box	Top 2 box
Have Recently Interacted with the City	58%	45%
Satisfaction with City Services (General)	71%	71%
City Responsiveness	73%	75%
Would Recommend the City	85%	93%
Condition of City parks	81%	67%
Public Safety in the City	66%	56%
Condition of City’s Infrastructure	68%	56%
Quality of City Street and Road Maintenance	61%	64%



NARRATIVE
RESEARCH
BERMUDA

Detailed Findings: Business Results



NARRATIVE
RESEARCH
BERMUDA

Satisfaction with City Services

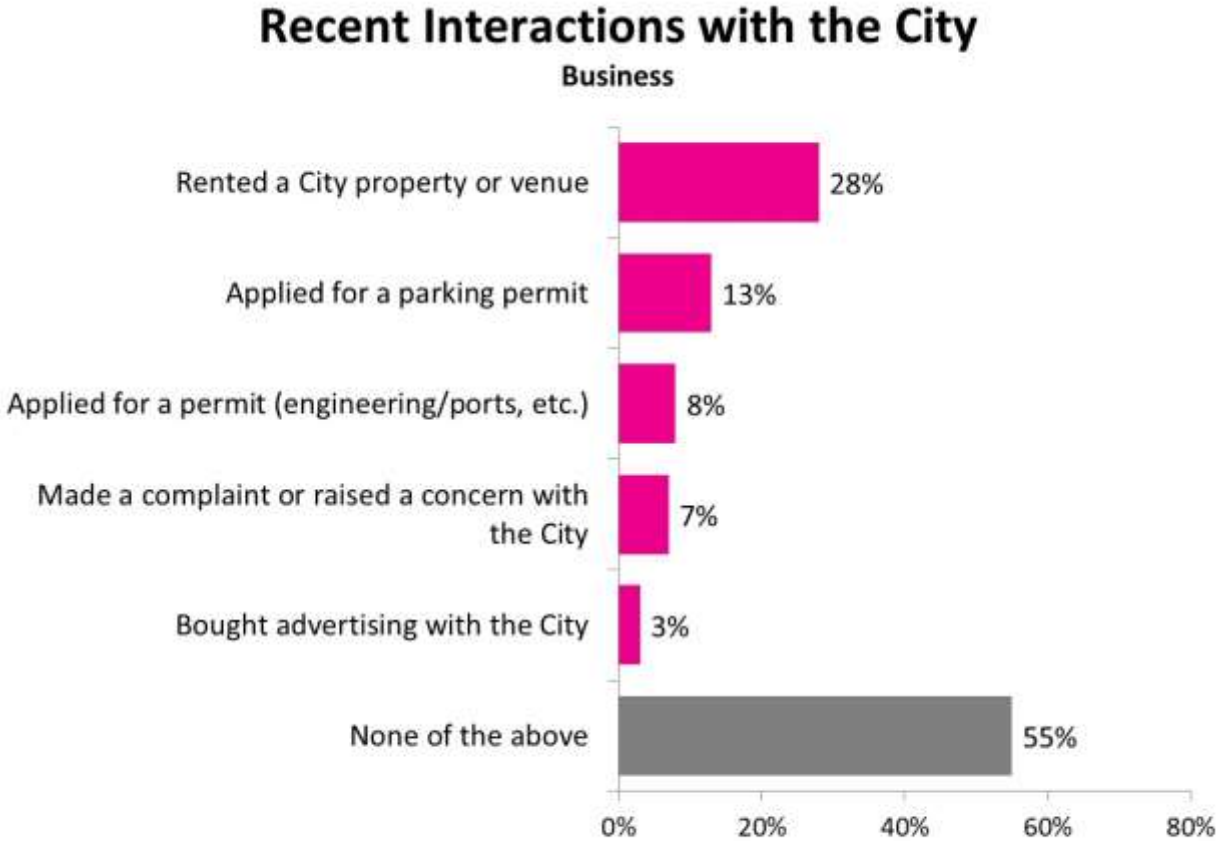


Recent Interactions With the City

Just under half of businesses recently interacted with the City.

To begin, respondents were asked if they had interacted with the City, in some form, in the past year. Three in ten have **rented a City property or venue**, and just over one in ten **applied for a parking permit**. Fewer businesses each **applied for a permit**, **made a complaint**, or **bought advertising with the City**.

More than one-half of business respondents report they did not interact with the City in any of these ways in the past year. (Table 1)



Q.1: In the past year, which of the following have you done? (n=71) *Note: This graph does not include the 4 Google completes.*



Satisfaction With City Services (General)

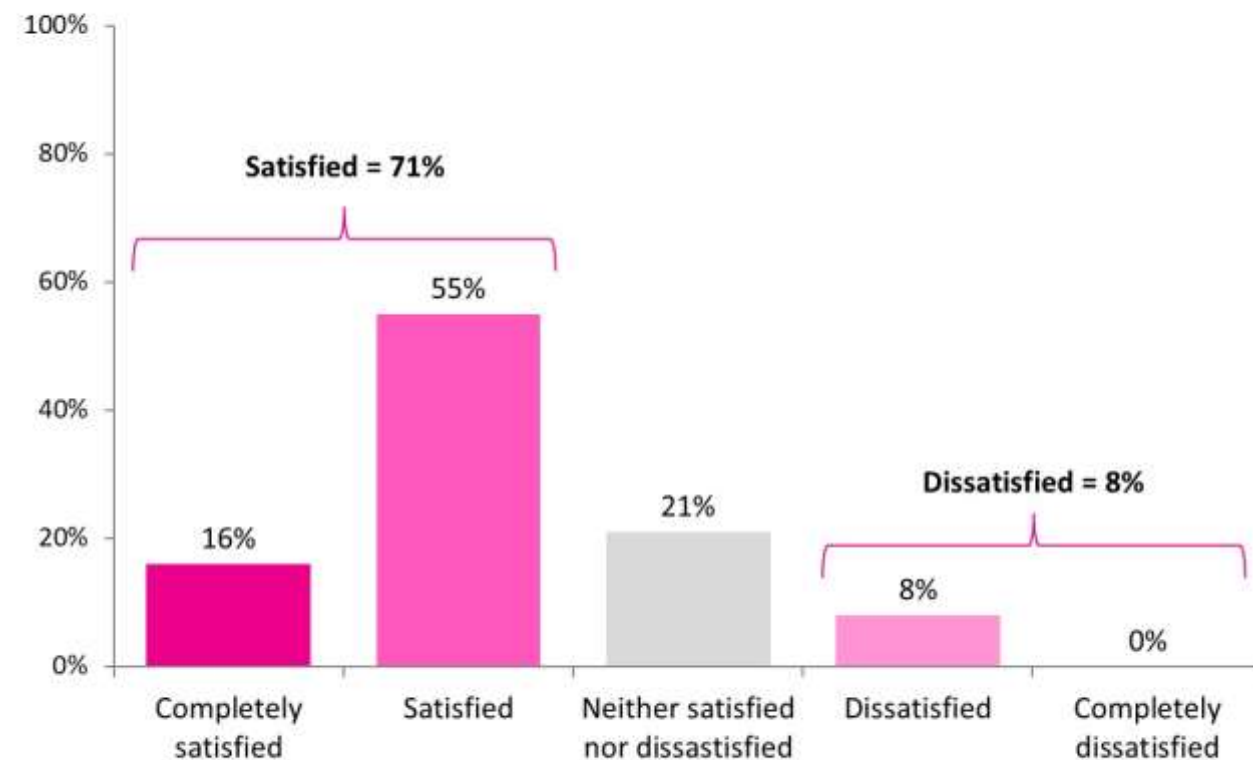
Business respondents are nearly nine times more likely to report satisfaction than dissatisfaction with the services provided by the City.

All business respondents were asked to indicate their level of satisfaction with the services provided by the City.

Seven in ten are satisfied, with about one in six who state they are **extremely satisfied**. Few report dissatisfaction and no respondent is **completely dissatisfied**. One in five respondents offer a neutral assessment. (Table 2)

Satisfaction with Services Provided by the City

Business



Q.2: Overall, how satisfied are you with the services provided by the City? (n=75)



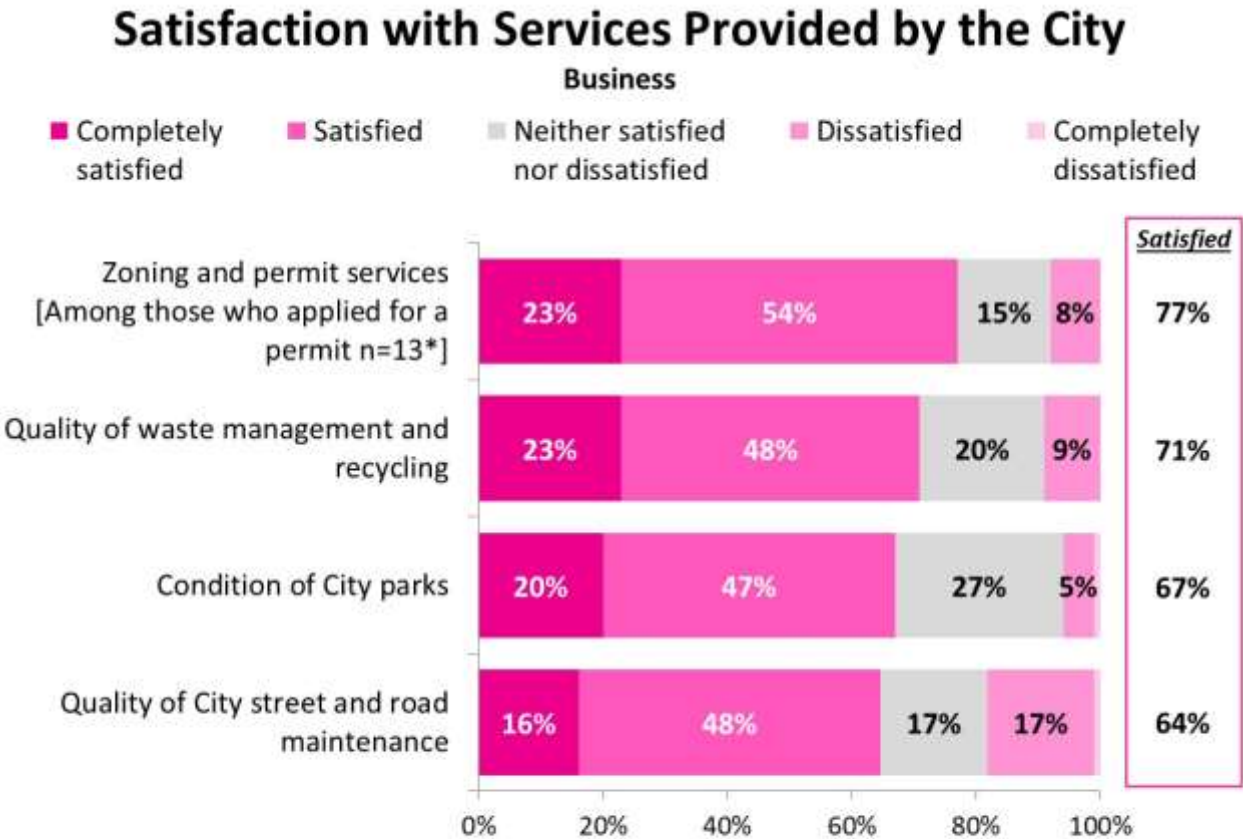
Satisfaction with Services Provided by the City

Businesses are generally satisfied with the services provided by the City.

Businesses were asked to indicate their level of satisfaction with various services provided by the City. *Note that only those who applied for a permit were asked about zoning and permit services (n = 13).* Among that small number of organisations, the majority express satisfaction with **zoning and permit services**.

A strong majority of businesses generally are satisfied with the **quality of waste management and recycling**.

Approximately two thirds report satisfaction with the **condition of City parks** and the **quality of City street and road maintenance**. That said, just under one in five are dissatisfied with the quality of city street and road maintenance. (Tables 3a-d)



Q.3a-d: And how satisfied are you with each of the following services provided by the City.... : (n=75) **Caution: Small sample size. Mentions of 3% or less are represented as a bar.*



City's Responsiveness

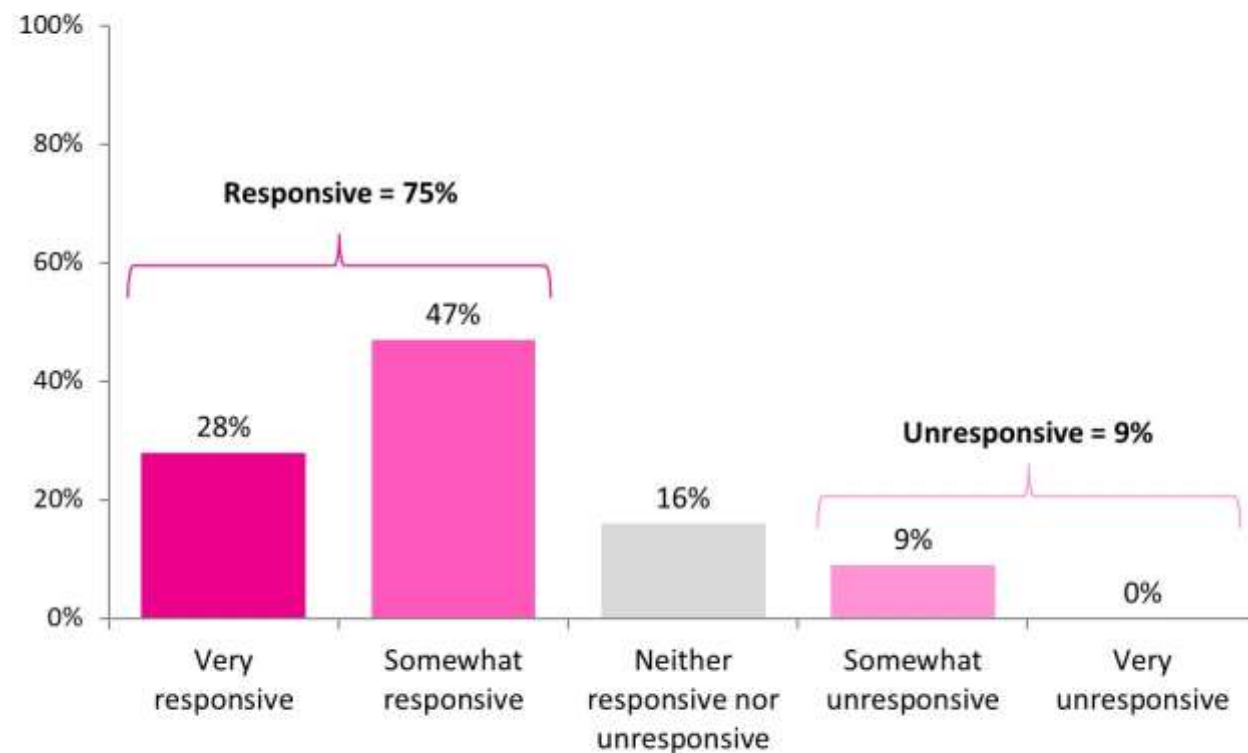
A moderate majority of businesses felt the City was responsive to their needs and concerns.

Businesses who have had a recent interaction with the City were asked to rate the City's responsiveness to their needs and concerns (n=32).

Three-quarters of respondents feel the City is responsive to their business' needs and concerns, with three in ten who feel the City is **very** responsive.

Just one in ten respondents feel the City is **somewhat** unresponsive, while no one feels it is **very** unresponsive. (Table 4)

Rating the City's Responsiveness to Needs and Concerns
Among Businesses Who Had Interactions with the City



Q.4: [NOT IF 'NONE OF THE ABOVE' IN Q.1] How would you rate the City's responsiveness to your business needs and concerns? (n=32*) *Caution: Small sample size.

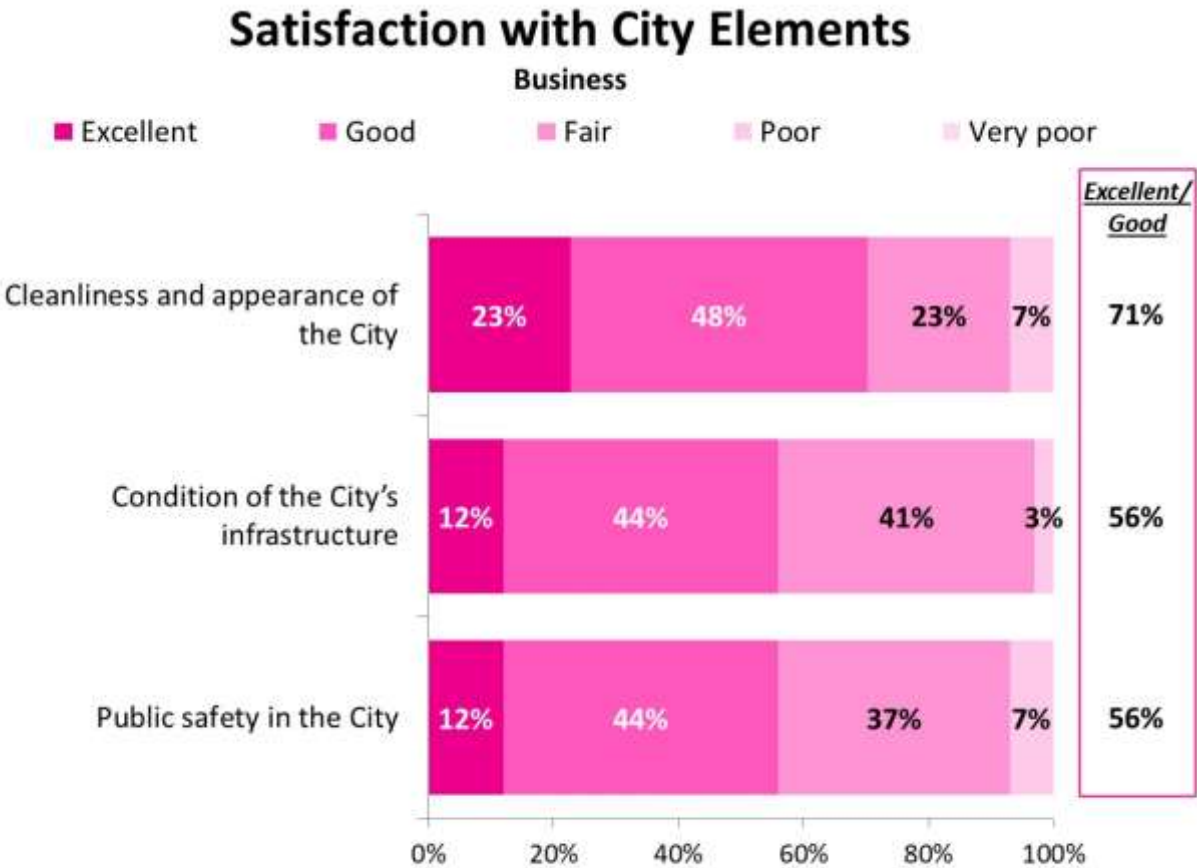


Satisfaction with City Elements

Businesses rate the City positively across aspects of public safety, infrastructure and cleanliness.

Seven in ten respondents offer positive assessments of the cleanliness and appearance of the City, with one-quarter who express that the City is **excellent** in this area.

Nearly six in ten respondents each feel the condition of the City’s infrastructure and public safety is either **excellent** or **good**. On a positive note, fewer than one in ten businesses feel the City performs **poorly** in these areas. (Table 5a-c)



Q.5a-c: How would you rate the following factors related to the City? (n=75)

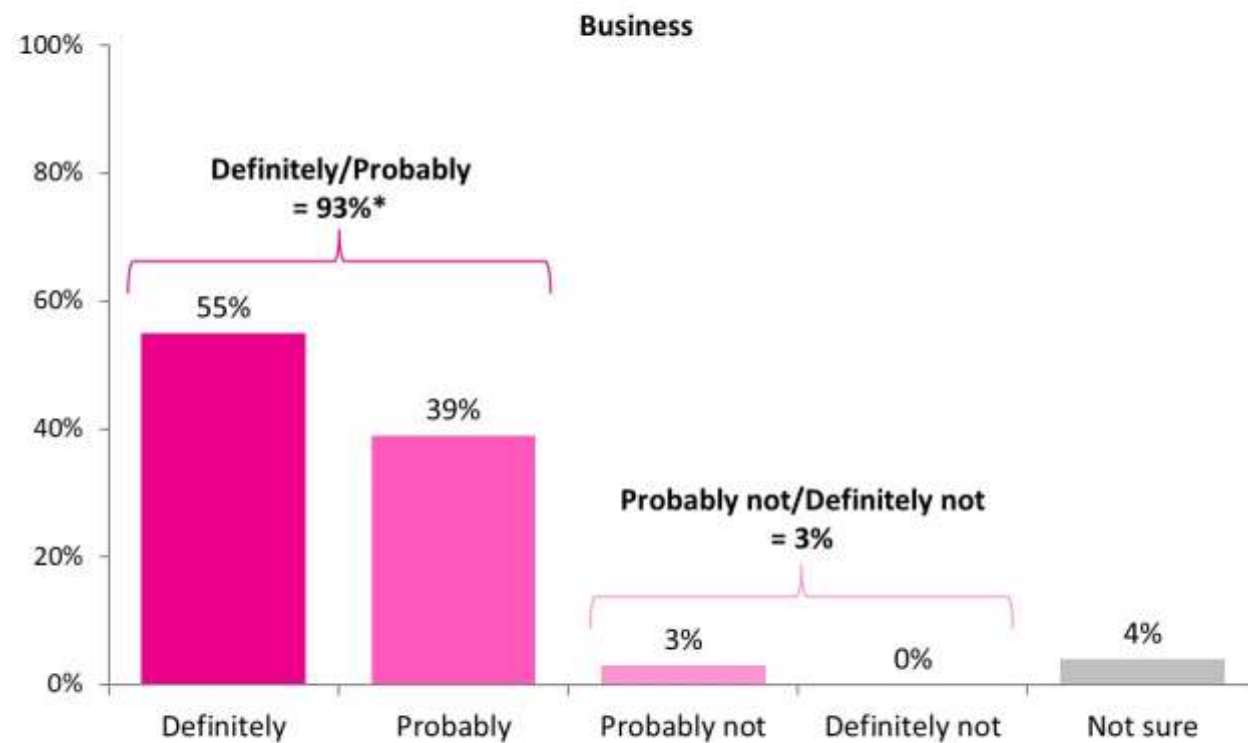


Recommend City as a Good Place to do Business

Most businesses would happily recommend the city as a great place to do business.

Virtually all businesses would recommend the City of Hamilton as a good place to do business. Indeed, more than one in two would **definitely** recommend the City. A strong minority say they would **probably** recommend, and very few say they wouldn't. (Table 6)

Recommending the City of Hamilton as a Good Place to Do Business



Q.6: Overall, would you recommend the City of Hamilton as a good place to do business? (n=75) *Due to rounding.



Ways to Improve the City for Businesses

There are many ways that businesses believe the City could improve the area for local businesses.

Businesses were asked for what could be done to improve the City for them. A wide range of suggestions are offered, with many centered around parking, cleanliness, the homelessness problem, costs, road maintenance, and safety. Further, increased tourism is also suggested. Three in ten have no comments to offer. (Table 7)

“Improve City Hall parking lot and create more parking options. I really like the Par La Ville parking system and hope CH follows suit.” – Business owner

“Additional beautification, either through lighting, art and more plants/flowers. The City is fantastic lighting wise during the holiday season.” – Business owner

“More foot traffic – pedestrian friendly streets.” – Business owner

“All city streets, whether they be Front or Par La Ville, should get the same level of attention when it comes to cleanliness.” – Business owner

Ways to Improve the City for Business

Key Unaided Mentions Among Businesses



Q.7: What improvements would make the City a better place for your business? (n=75)



Impediments Hampering Business

Although half of businesses indicate that there are no impediments to their business, parking issues are most often mentioned.

Just under half of businesses offer a response regarding any impediments hampering their business, with parking being a top-of-mind mention for 17%, followed by a theme of safety, security, and the homeless population.

More than one-half of businesses say there are no impediments or are unsure of any. (Table 8)

“None, but we would do more business in town if car and bike parking was more available.” – Business owner

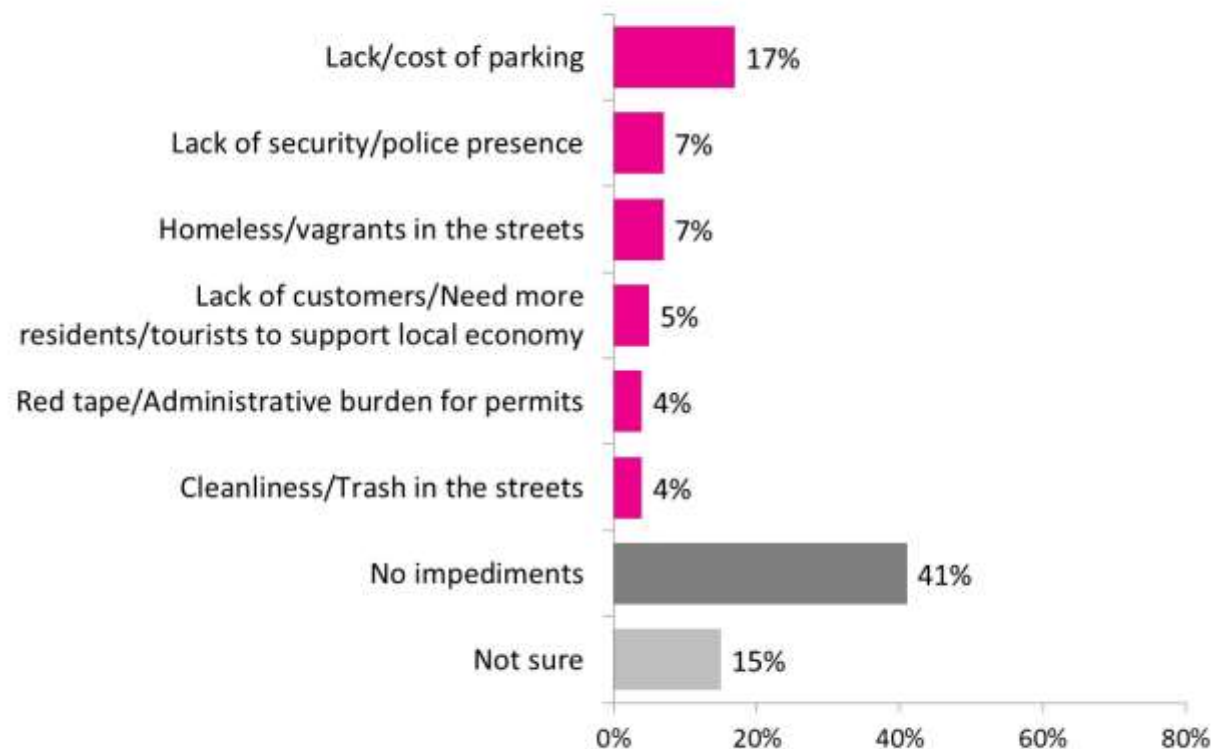
*“Length of time to obtain a planning permit to simply put up partitions.”
– Business owner*

“Unfortunately, the increase of homeless people is another consideration. Our retail neighbour routinely has to deal with individuals begging and sleeping.” – Business owner

*“Trash left along side walks and the large unsightly and often smelly, trash cans.”
– Business owner*

Impediments Hampering Business

Key Unaided Mentions Among Businesses



Q.8: Are there any impediments hampering your business? (n=75)

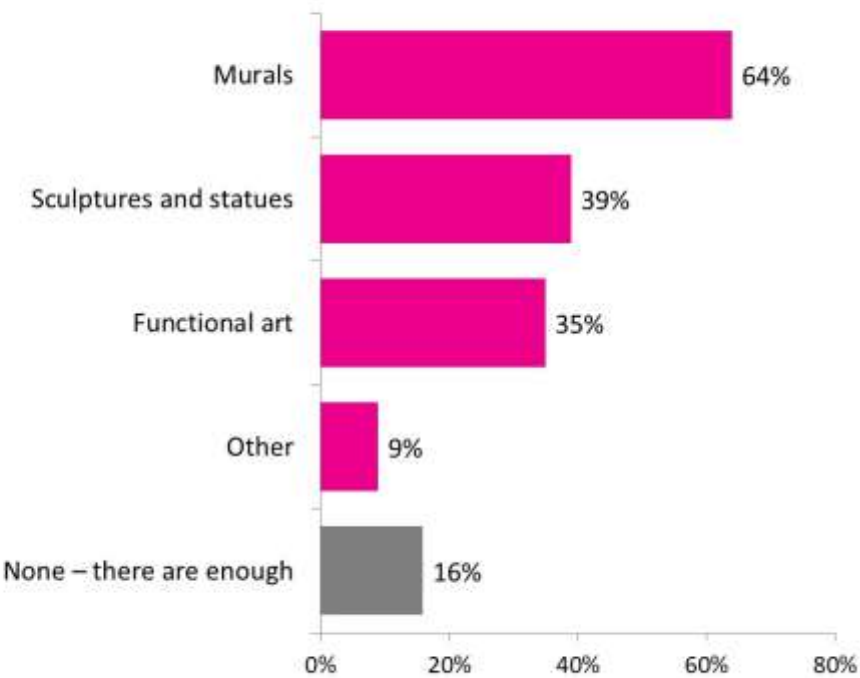
Art Installations and City Events

Businesses would primarily like to see more murals in the City, along with live music, Farmers’ Markets, and seasonal events.

Two-thirds of businesses would like to see more **murals** around the City. Modest minorities each would like more **sculptures** and **statues**. About one in six businesses feel there are enough installations already. With regards to events, many businesses would like more **live music**, **Farmers’ Markets**, and **seasonal events**. All other events are each desired by minorities. (Tables 9 and 10)

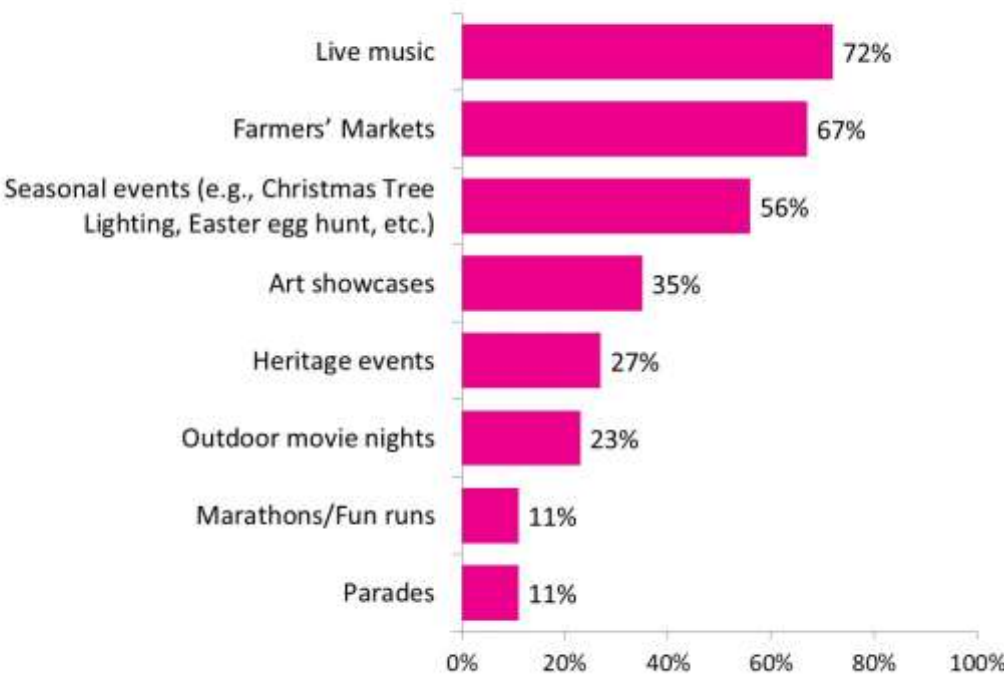
Art Installations Would Like to See in the City

Total Aided Mentions Among Businesses



Events Would Like to See More of in the City

Key Aided Mentions Among Businesses



Q.9: What kinds of art installation would you like to see in the City? (n=75)

Q.10: What kinds of events would you like to see more of in the City? (n=75)



Suggestions to Improve the City Services

About one-third of businesses offer some sort of suggestion for how the City could improve services.

When asked for suggestions, businesses say the City is in need of beautification, increased parking, more markets, and live events. On another note, businesses feel the City should address homelessness and improve cleanliness.

A handful of businesses simply say the City should keep up the good work. (Table 11)

"Parking permits for business owners is key." – Business owner

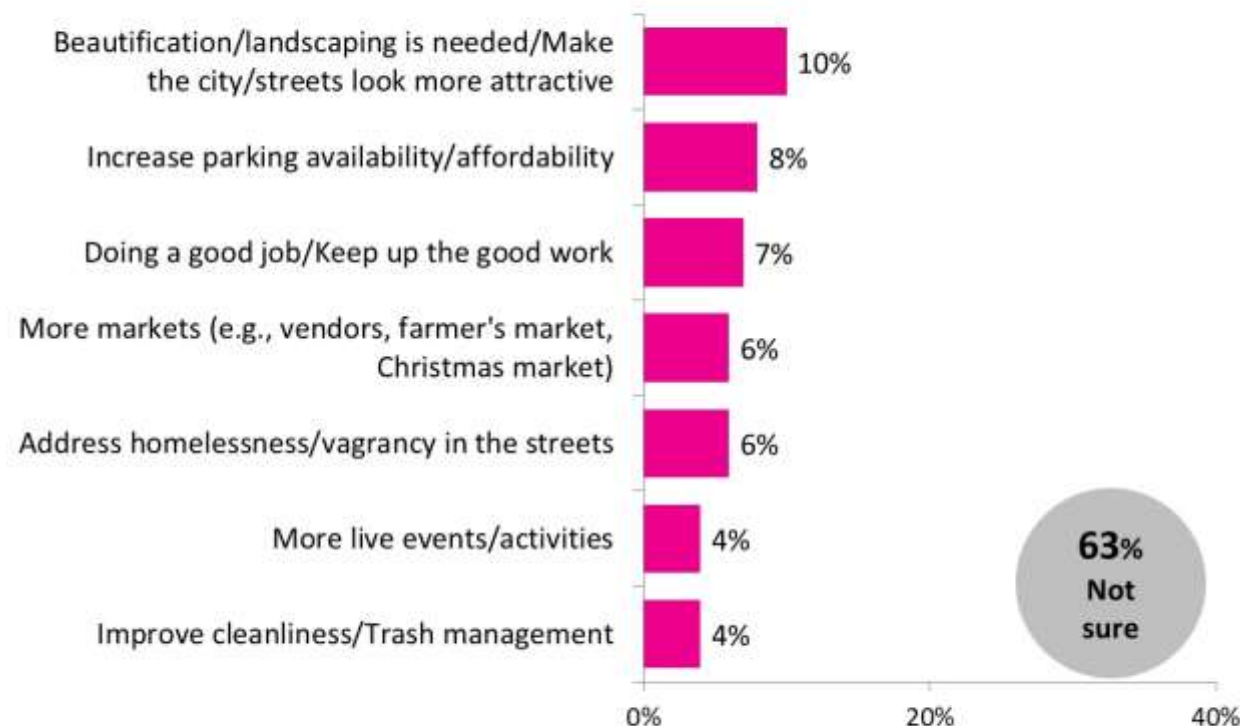
"The bus depot could be improved so as to be more informative in terms of events in the city and other city attractions. Would not hurt to showcase other areas of Bermuda as well." – Business owner

"I think maintenance of streets and sidewalks is important." – Business owner

"COH does a fantastic job in maintaining. The largest downfall is the lack of parking and the fact that COH continues to remove parking spots for larger sidewalks for less people." – Business owner

Suggestions to Improve the City of Hamilton's Services

Key Unaided Mentions Among Businesses



Q.11: Do you have any additional comments or suggestions for improving the City of Hamilton's services? (n=71) *Note: This graph does not include the 4 Google completes.*



NARRATIVE
RESEARCH
BERMUDA

Resident Results

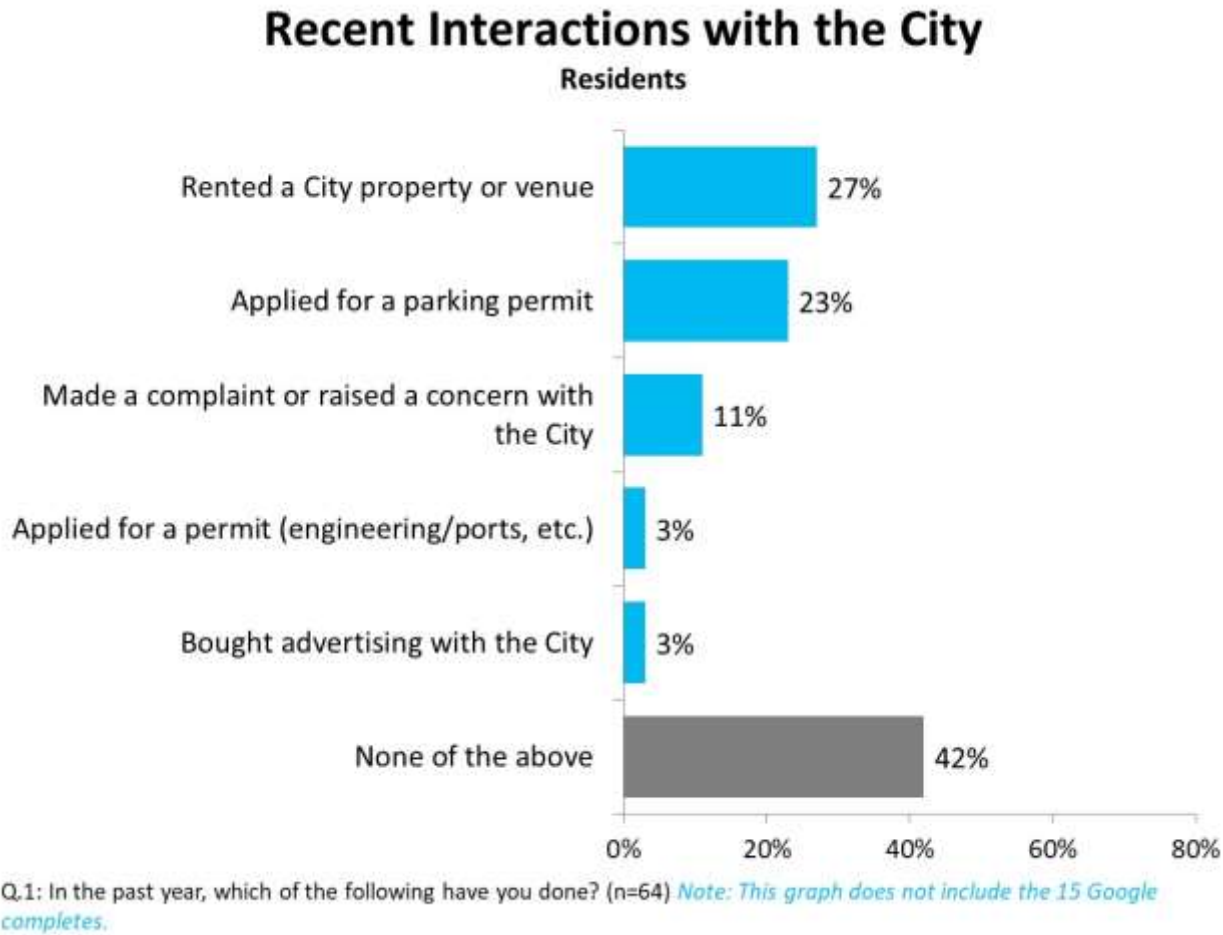


Recent Interactions with the City

A small majority of City residents have had some form of interaction with the City in the past year.

Residents and property owners were asked if they had any recent interactions with the City. One in four residents each have recently **rented a City property or venue** or **applied for a parking permit**. One in ten have **made a complaint or raised a concern with the City** and just a few have either **applied for a permit** or **bought advertising with the City**.

Four in ten residents have not interacted with the City in the past year. (Table 1)





Satisfaction with City Services

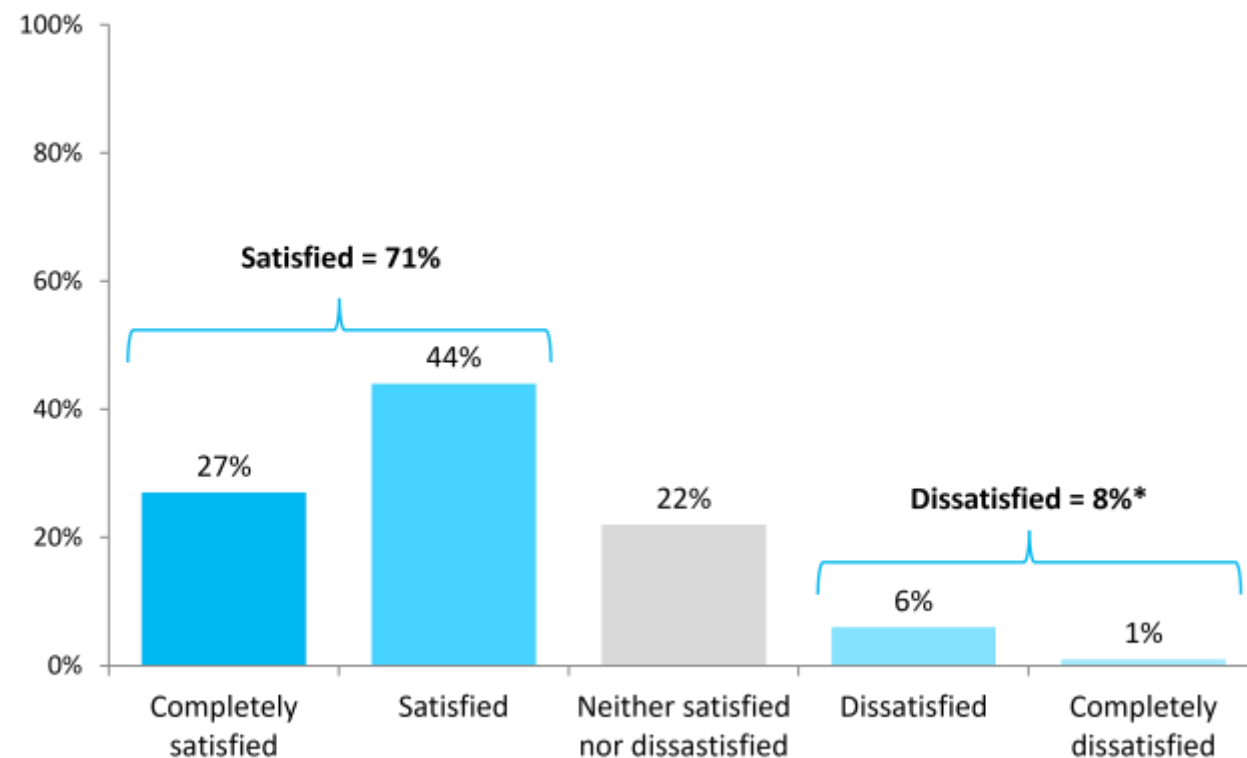
Residents are far more likely to be satisfied than dissatisfied with the services provided by the City.

Residents and property owners were asked to rate their overall satisfaction with services provided by the City of Hamilton.

Seven in ten report satisfaction, to some extent, with one-quarter who offer *complete satisfaction*. One in five offer neutral assessments and just under one in ten express dissatisfaction. (Table 2)

Satisfaction with Services Provided by the City

Residents



Q.2: Overall, how satisfied are you with the services provided by the City? (n=79) *Due to rounding.



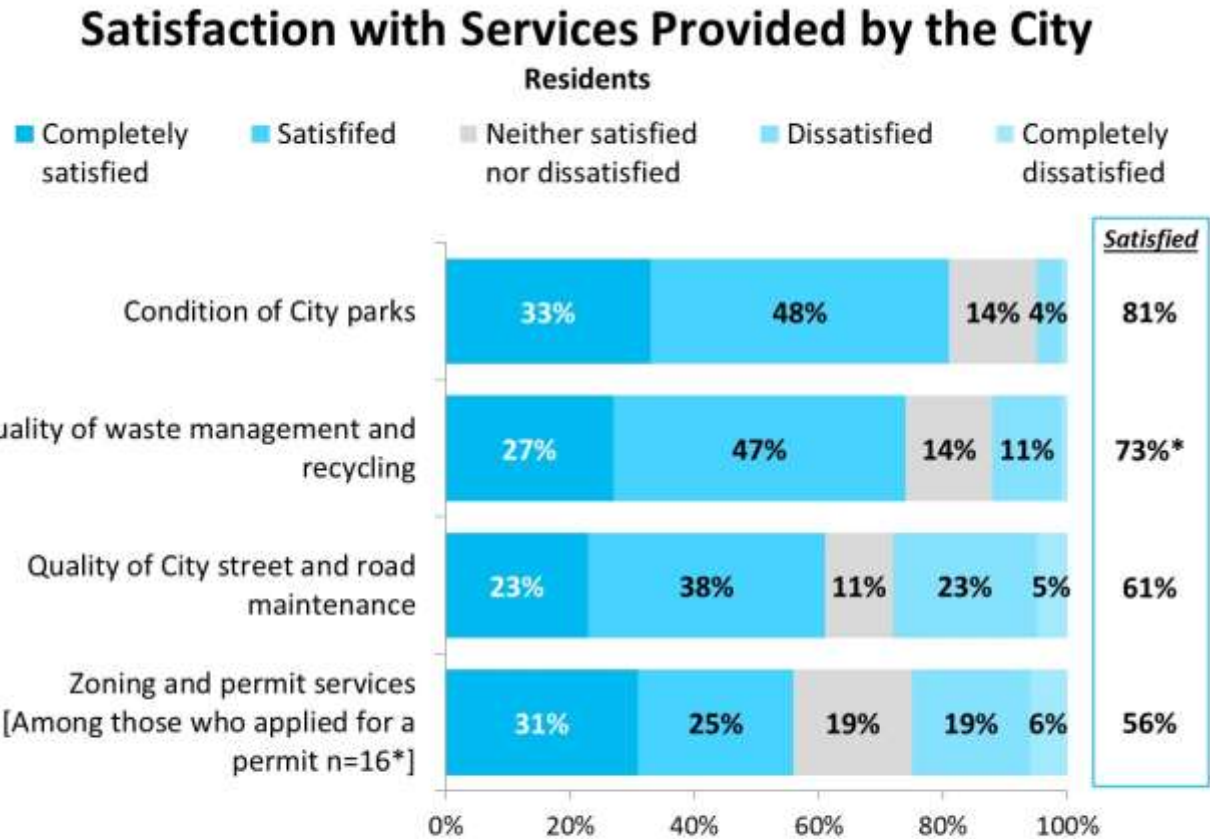
Satisfaction with City Services

Levels of satisfaction are mixed across City services.

Residents were asked for their level of satisfaction with various services provided by the City. *Note that only those who applied for a permit were asked for their satisfaction with zoning and permit services.* Among that small group (n = 16), just over half are satisfied, while a quarter are dissatisfied.

The bulk of residents express satisfaction with the **condition of City parks**, closely followed by high satisfaction levels with the **quality of waste management and recycling**. Six in ten are satisfied with the **quality of City street and road maintenance**.

It should be noted that approximately one-quarter of residents express dissatisfaction with the quality of City street and road maintenance and zoning and permit services. Dissatisfaction is much lower regarding the condition of City parks and quality of waste management and recycling. (Table 3a-d)



Q.3a-d: And how satisfied are you with each of the following services provided by the City.... : (n=79) **Caution: Small sample size and does not include the 15 Google completes. Mentions of 3% or less are represented as a bar.*



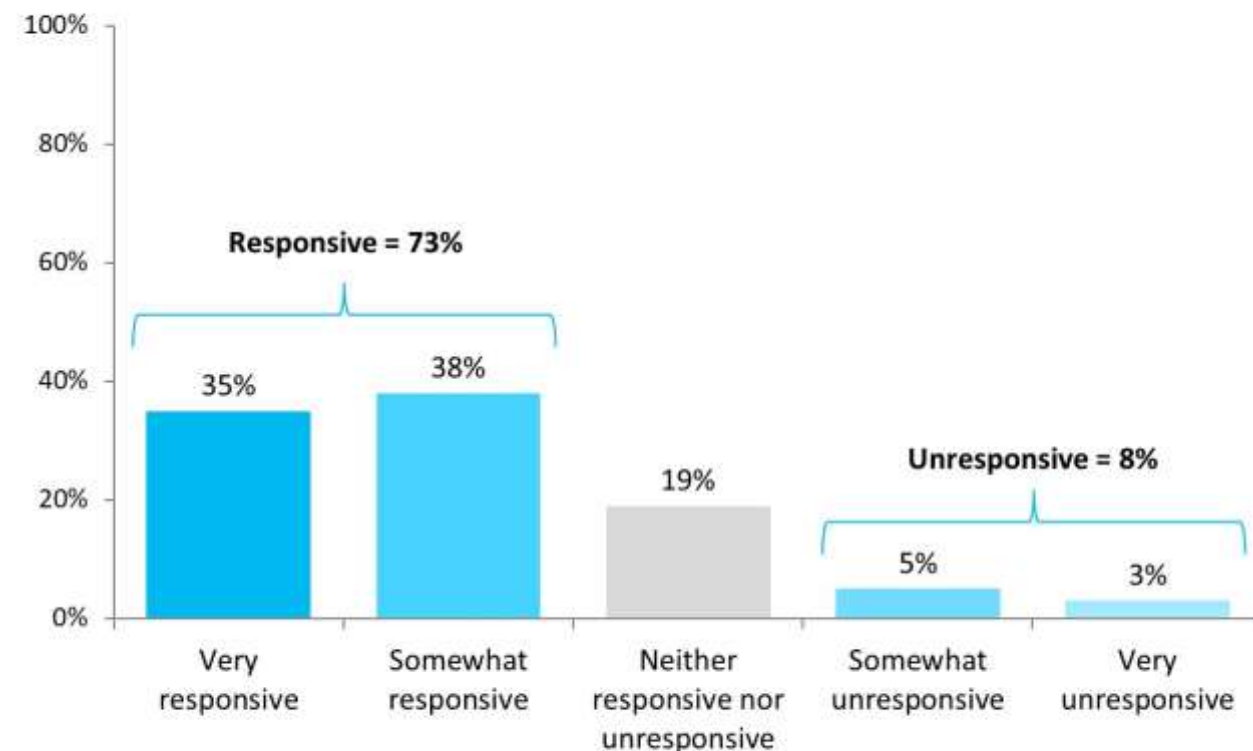
City Responsiveness

Those with recent interactions with the City generally feel it was responsive.

Residents who have had recent interactions with the City (n=37) were asked to rate the City's responsiveness in their interactions.

Three-quarters report that the City was either **very** or **somewhat responsive**. One in five felt the City was **neither responsive nor unresponsive**, while few felt the City were **unresponsive**. (Table 4)

Rating the City's Responsiveness in Interactions
Among Residents Who Had Interactions with the City



Q.4: [NOT IF 'NONE OF THE ABOVE' IN Q.1] In any interactions you have had with the City, how would you rate the City's responsiveness? (n=37*) *Caution: Small sample size. Note: This graph does not include the 15 Google completes.



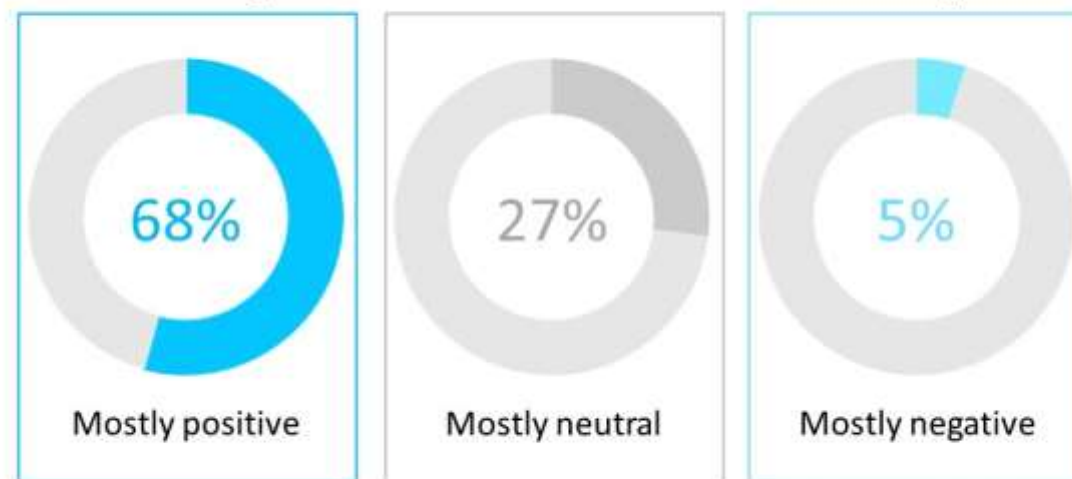
Type of Experience with the City

Residents generally have positive experiences when interacting with the City.

Among residents with recent interactions with the City (n=37), two-thirds rate their experience as **mostly positive**. One-quarter characterize their interaction as **mostly neutral**, and a small minority say it was **mostly negative**. (Table 5)

Experiences with City Services in the Last Year

Among Residents Who Had Interactions with the City



Q.5: [NOT IF 'NONE OF THE ABOVE' IN Q.1] In the last year, were your interactions and experiences with the City... (n=37*) **Caution: small sample size. Note: This graph does not include the 15 Google completes.*

Type of Experience with the City (continued)

Residents generally have positive experiences with the City, largely because it is clean and well maintained, as well as due to the perception that the City is well-organised and easy to deal with.

When asked to describe their experience with City services, those with positive experiences explain it was due to **cleanliness/good upkeep/maintenance**, followed by mentions of the City being **organised/easy to deal with**. Other positive comments revolve around **good road maintenance, fast interactions, or friendly staff**. One-third could not detail what made their experience a positive one.

Ten residents state they had neutral experiences due to parking permit issues, good road maintenance, friendly staff, and proper trash collection.

The two residents who had negative experiences with City services say it was due to parking permit issues. (Tables 5B)

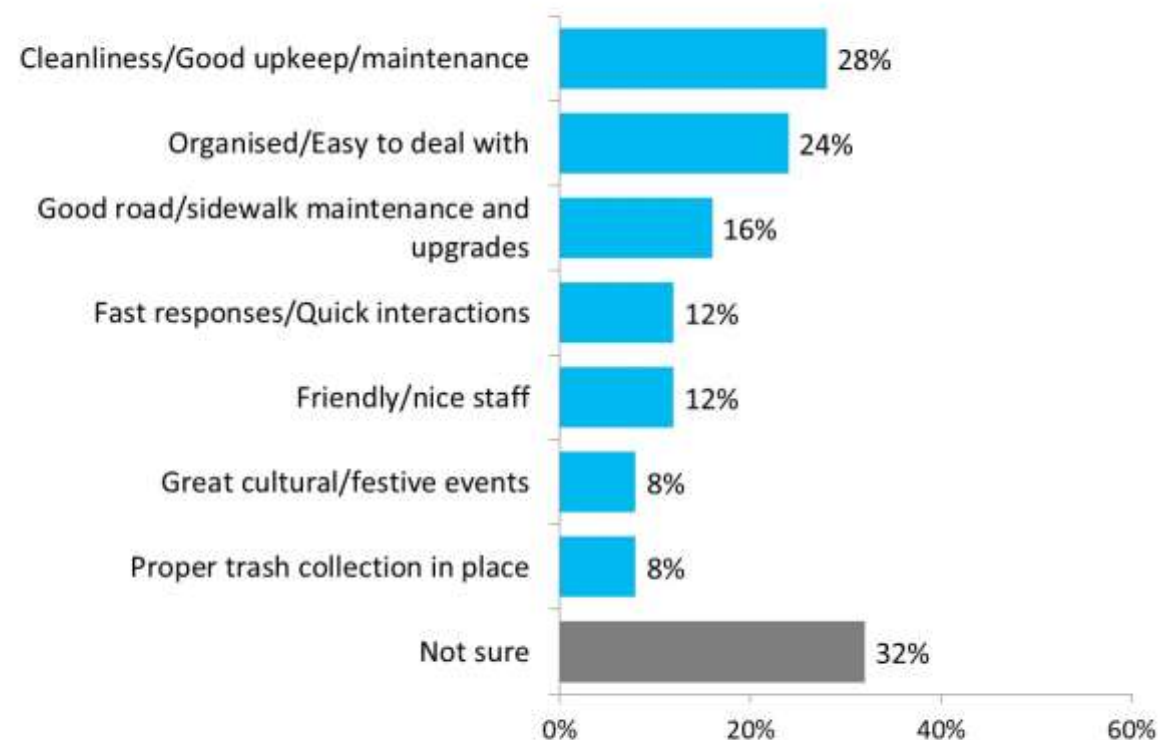
“The flowers planted regularly are fabulous. The clean sidewalks. The Christmas lights.”
– City Resident

“Cleanliness and friendly staff.” – City Resident

“Applied for a parking permit as I am a resident and own a car and was told the permits were all used up. However, we often see empty spaces in the area near where we live.” – City Resident

Mostly Positive Experiences with City Services

Key Unaided Mentions Among Residents with Mostly Positive Experiences



Q.5B: [IF 'MOSTLY POSITIVE' IN Q.5] Please describe your mostly positive experiences with City services. (n=25*) *Caution: Small sample size.*

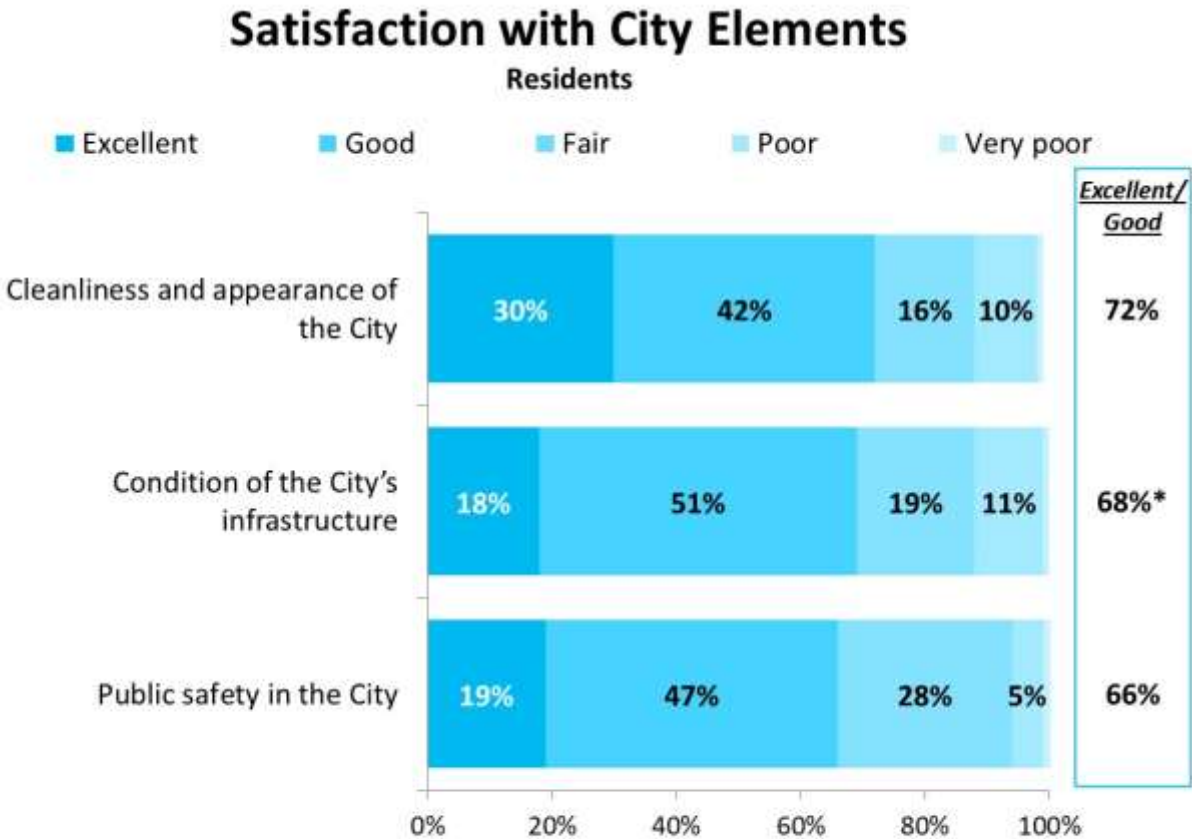


Satisfaction with City Elements

Residents are generally satisfied with the cleanliness of the City, the condition of the infrastructure, and public safety.

When asked to rate elements related to the City, modest majorities each offer positive evaluations with the **cleanliness and appearance of the City**, the **condition of the City’s infrastructure**, and **public safety in the City**.

No more than one in ten residents offer poor ratings across any of the elements.
(Table 6a-c)



Q.6a-c: How would you rate the following factors related to the City? (n=64~79) **Due to rounding. Mentions of 3% or less are represented as a bar. ~Question not asked to 15 Google respondents.*

Recommend the City as a Place to Live

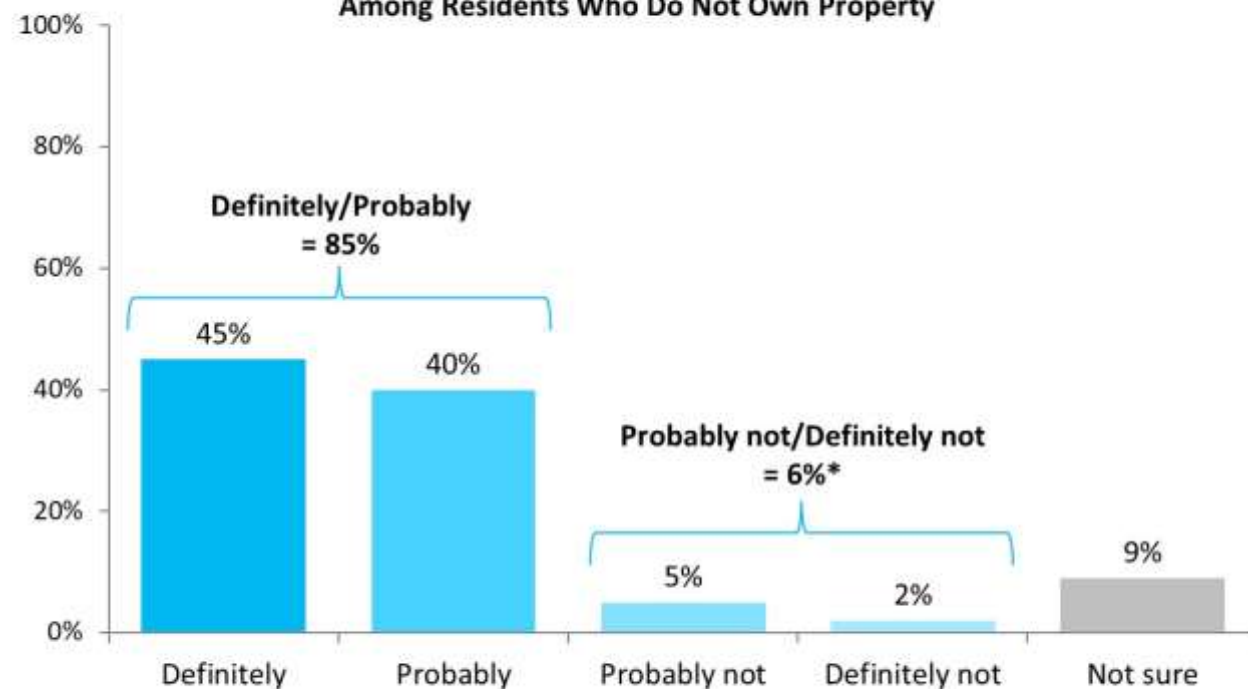
Most residents view the City as a desirable place to live and would recommend it to others.

When asked if they would recommend the City of Hamilton as a place to live, the vast majority of residents said they would. Indeed, similar proportions would state they would either **definitely** or **probably** recommend, followed by just six percent who would **probably not** or **definitely not** recommend the City.

One in ten are unsure whether they would recommend the City of Hamilton. (Table 7)

Recommending the City of Hamilton as a Good Place to Live

Among Residents Who Do Not Own Property



Q.7: [NOT IF 'PROPERTY OWNER' IN Q.AA] Overall, would you recommend the City of Hamilton as a good place to live? (n=65) *Due to rounding.



Ways to Improve the City for Residents

Residents would like to see more road maintenance, parking, trash management and safety.

When asked what the City could do to improve the area for residents, many offer suggestions concerning road and sidewalk maintenance, parking availability and cost, cleanliness, safety, addressing the homelessness problem, building upkeep, and housing.

One-quarter of residents were unsure of what suggestions to offer. (Table 8)

“The various derelict buildings and abandoned building sties are eyesores and have been for years.” – City Resident

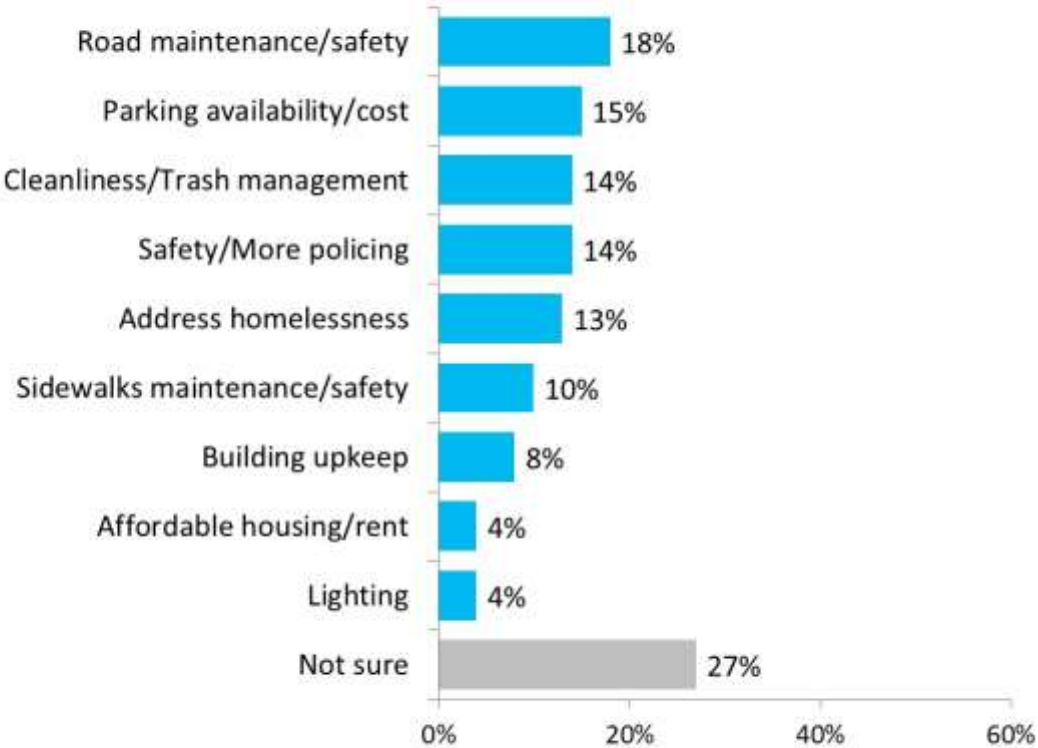
“Trash trucks should not be on the street for morning rush hour traffic.” – City Resident

“Residential parking enforcement at least 16 hours a day.” – City Resident

“I think everything is done to a very high standard.” – City Resident

Ways to Improve the City for Residents

Key Unaided Mentions Among Residents



Q.8: What specific City services do you believe are most in need of improvement? (n=79)

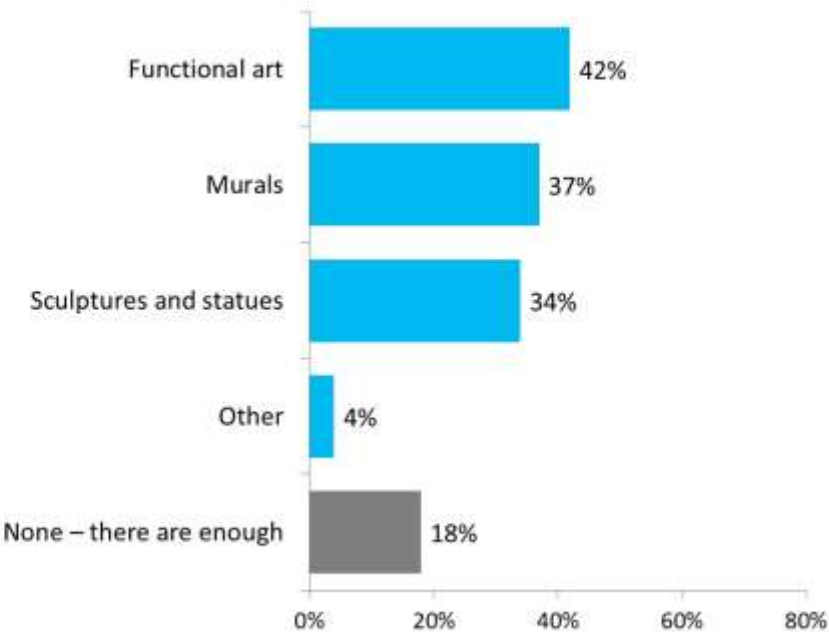
Art Installations and Events in the City

Residents are eager to see a greater variety of art and events offered in the City.

Moderate minorities would like to see **functional art**, **murals**, or **sculptures and statues** around the City. That said, one in five feel there is enough art already. Concerning events, six in ten residents would like to see more **Farmers’ Markets** in the City, followed by half who would like **live music** or more **seasonal events**. There is interest, albeit slightly less, in **outdoor movie nights**, **heritage events**, or **art showcases**. Some express interest in **marathons** or **parades**. Few think there are already too many events. (Tables 9 and 10)

Art Installations Would Like to See in the City

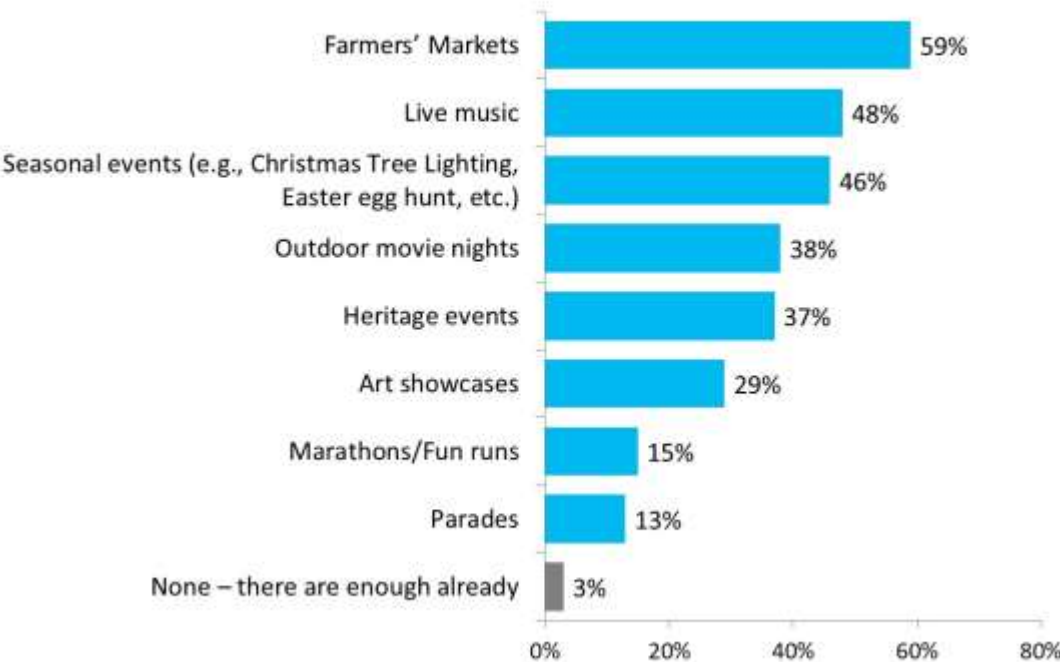
Total Aided Mentions Among Residents



Q.9: What kinds of art installation would you like to see in the City? (n=79)

Events Would Like to See More of in the City

Key Unaided Mentions Among Residents



Q.10: What kinds of events would you like to see more of in the City? (n=79)



Suggestions to Improve City Services

About one-third of residents offer some sort of suggestion to the City.

Residents offer many comments on how the City could improve its services. Several centre around improving visitor experience, more cultural events, building upkeep, improving cleanliness, improving the waterfront area, adding more art, increasing tourism, safety and water supply. Some simply mention the City should keep up the good work. (Table 11)

“I love living in the city wish there were more things to do other than eat out at restaurants.” – City Resident

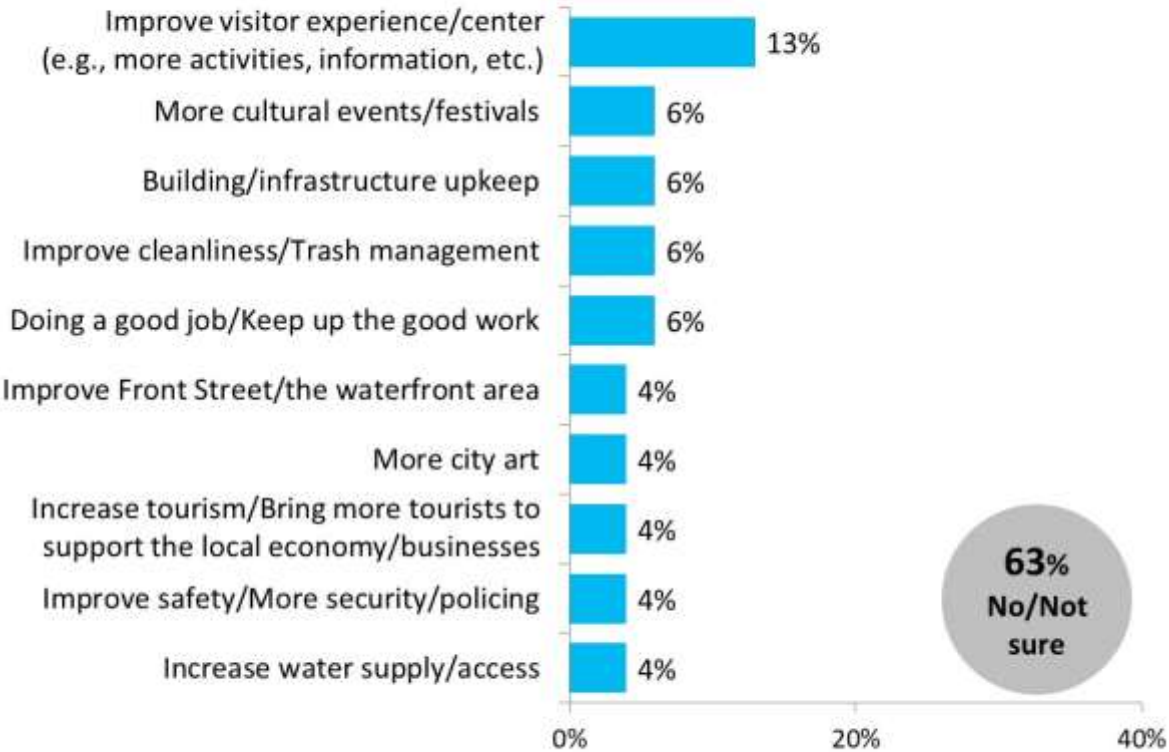
“Clean the sidewalks.” – City Resident

“Expand the green space on Front Street on the water side – for walkways, family activities, pop-eat eateries.” – City Resident

“Keep doing what you do so well.” – City Resident

Suggestions to Improve the City of Hamilton’s Services

Key Unaided Mentions Among Residents



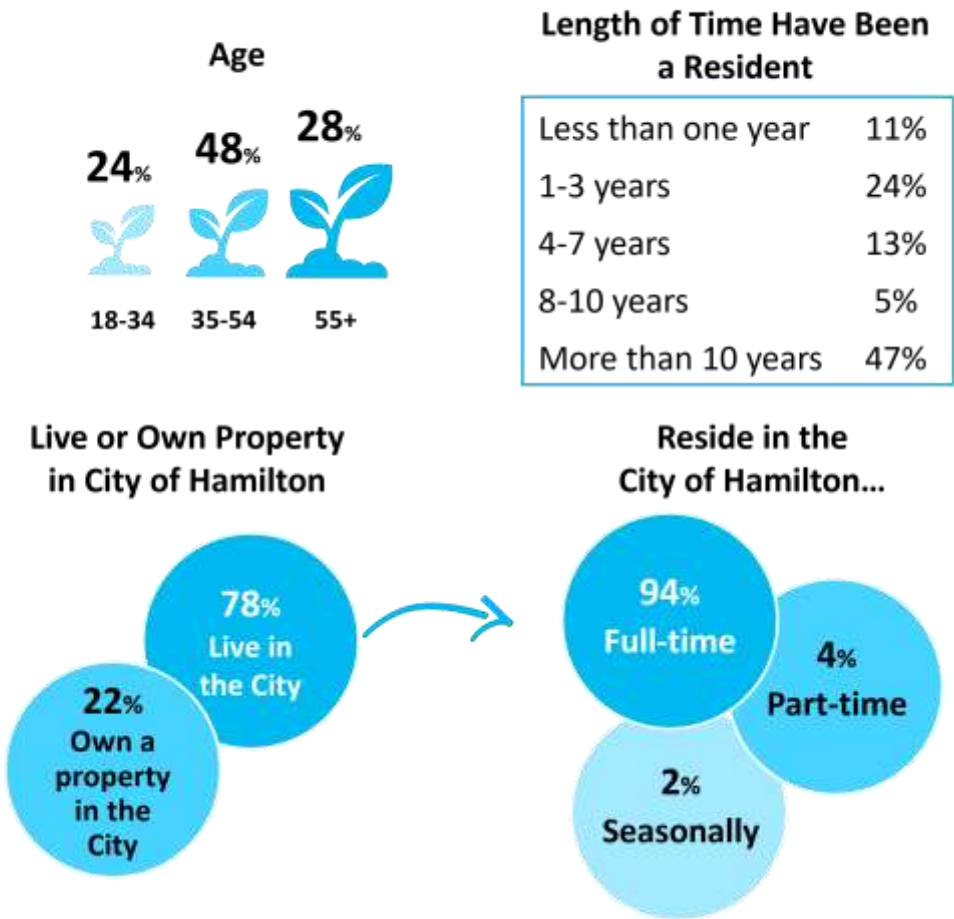
Q.11: Do you have any additional comments or suggestions for improving the City of Hamilton’s services? (n=79)



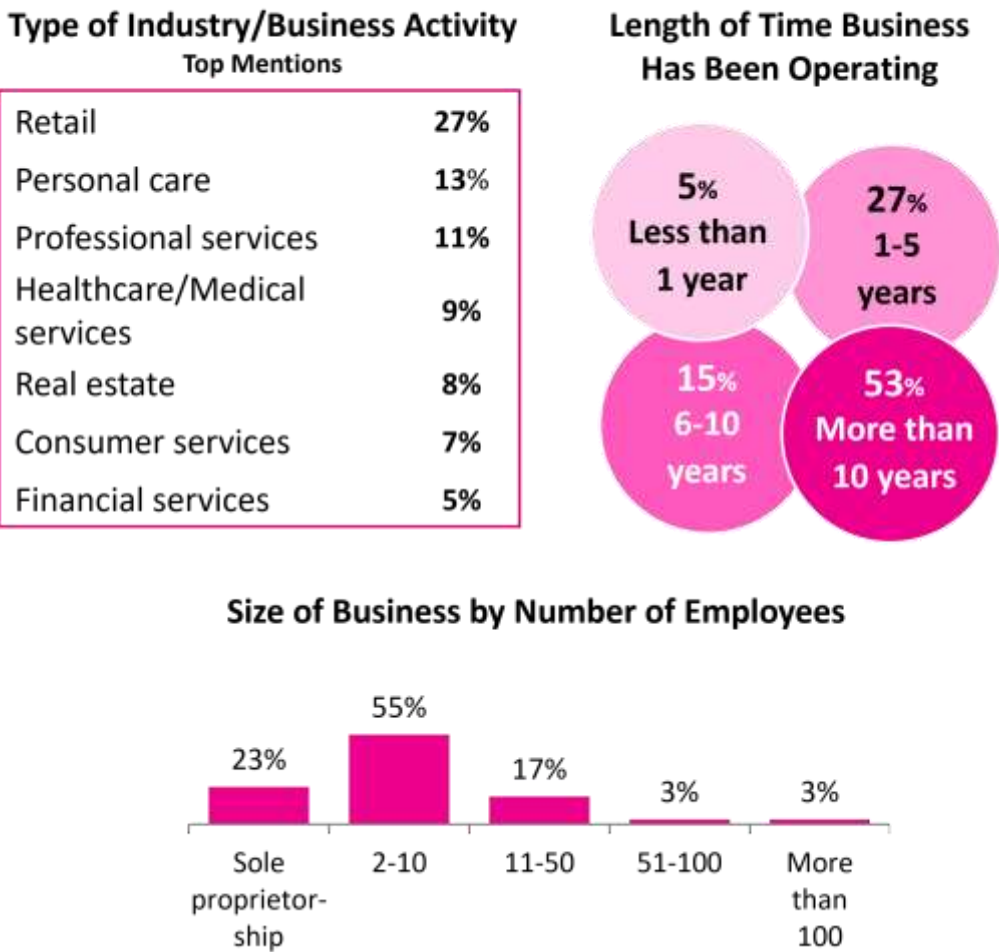
Profile of Respondents

The following shows the breakdown of each audience.

Resident Profile (n=64-79)



Business Profile (n=75-79)





NARRATIVE
RESEARCH

Every insight tells a story.