

MEDIA RELEASE: November 2025

Virtually all Bermuda residents are stressed about grocery costs and the cost of healthcare.

BERMUDA: To compare cost of living stressors in Bermuda with other jurisdictions, residents were asked about potential financial pressures, using the same approach as the AP-NORC poll conducted in the United States in August 2025.

Groceries, the cost of healthcare, saving for the future, and housing are each felt to be sources of *major* stress for at least sixty percent of Bermuda residents, and overall, virtually all residents report the cost of groceries and healthcare to be a source of stress to any extent. The cost of childcare, credit card debt and student debt are less of a concern for residents. By comparison, Americans and Bermuda residents share the same top stressor related to groceries. However, for Americans, healthcare and housing round out the top three stressors.

As may be expected, differences in stress levels are evident between demographics:



Considering the ability to put savings aside, middle- and -low-income households are more likely to cite this as a source of stress, compared to higher-income residents (L.T. \$75k: 90%; \$75k – L.T. \$150k: 92%; \$150k+: 77%).



Housing as a source of stress is elevated among men (M: 83%; W: 73%), middle-income households (L.T. \$75k: 75%; \$75k – L.T. \$150k: 90%; \$150k+: 69%), and black residents (Black: 84%; White: 62%), compared to their respective counterparts.



Regarding childcare, men (M: 58%; W: 36%), those with mid-to-high incomes (L.T. \$75k: 35%; \$75k – L.T. \$150k: 48%; \$150k+: 49%), and non-Bermudians (72% vs. 43%) are most likely feeling stressed about this type of cost. Across parishes, this stress is greater in Pembroke/Devonshire (57%) and Hamilton/Smiths/St. George's (57%).



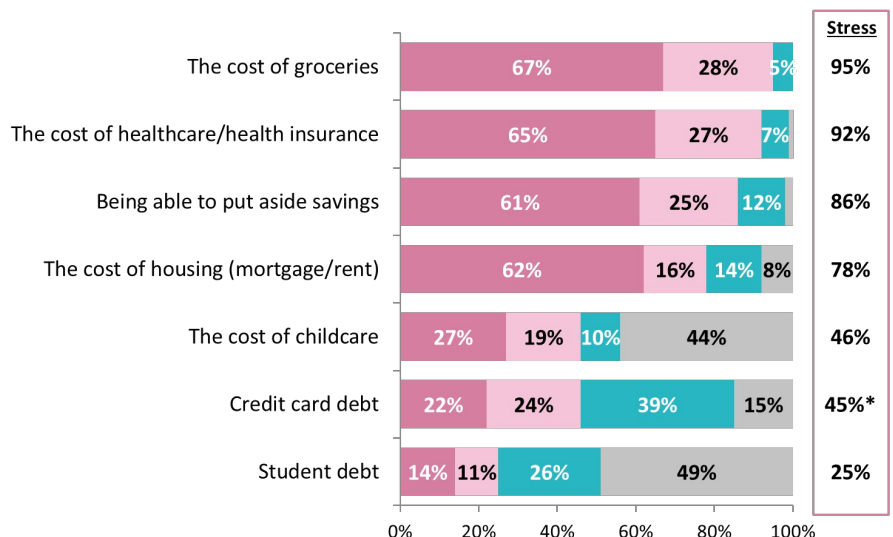
Perhaps not surprisingly, being stressed about credit card debt decreases with household income (L.T. \$75k: 67%; \$75k – L.T. \$150k: 49%; \$150k+: 29%) and is elevated among black residents (Black: 60%; White: 36%) and Bermudians (47% vs. 28%).



Stress with student debt decreases with household income (L.T. \$75k: 35%; \$75k – L.T. \$150k: 26%; \$150k+: 17%). Further, black residents (Black: 35%; White: 20%) and Bermudians (27% vs. 6%) are more likely to be stressed about this factor.

Stress Associated with Cost of Living Factors

■ Major source of stress ■ Minor source of stress ■ Not a source of stress ■ Not applicable



*Due to rounding. Values of 2% or less are not labelled.

These results reflect opinions of 200 adult Bermuda residents (18 years or age or older), conducted from September 10th and 22nd, 2025. The questions are not commissioned by a third party and were collected independently by Narrative Research Bermuda. The results were collected from Narrative Research Bermuda's proprietary online panel of adult residents, **Bermuda Voice**. Per industry standards, a margin of error cannot be ascribed to online survey results.

Have your say! Join Bermuda Voice - our online panel of residents at www.narrativeresearch.bm

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