



WWF

SURVEY

SG

2016

SINGAPORE Shark Fin Consumer Survey

OVER ¾ OF RESPONDENTS THINK THE GOVERNMENT IS NOT DOING ENOUGH TO PROTECT SHARKS. 76% ARE WILLING TO SUPPORT GOVERNMENT LEGISLATION TO DECREASE CONSUMPTION AND TRADE OF SHARK FIN. OVER HALF OF SHARK FIN CONSUMERS DECREASED THEIR CONSUMPTION IN THE PAST 12 MONTHS AND 41% EXPECT TO DECREASE IT FURTHER NEXT YEAR. 82% THINK IT IS ACCEPTABLE TO HAVE AN ALTERNATIVE TO SHARK FIN SOUP AT BANQUETS, WITH A DOUBLE-BOILED SOUP BEING THE PREFERRED SUBSTITUTE. MOST PEOPLE ARE WILLING TO PAY MORE FOR RESPONSIBLY SOURCED SEAFOOD - 73% WOULD PAY MORE OR SLIGHTLY MORE. 9 OUT OF 10 PEOPLE ARE CONCERNED ABOUT SHARKS AND OTHER ICONIC SPECIES BECOMING EXTINCT.

EXECUTIVE SUMMARY

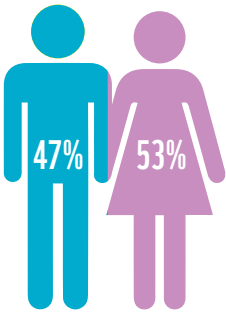
The report highlights the belief that the government is not doing enough to protect sharks and shows strong support in Singapore for government legislation to reduce the consumption and trade of shark fin. It suggests a changing trend in dining culture with respondents eating less shark fin in the past 12 months, and the vast majority open to an alternative to shark fin soup at wedding banquets. The survey also outlines a public concern for sharks species and the health of other ocean species and a willingness to pay more for responsibly fished and sustainable seafood.

The growing trade in shark fins and general lack of management of shark fishing has become a serious threat to many shark species. The latest research suggests that around 100 million sharks may be killed annually. The practice of shark finning is sending many shark species into decline. Shark populations simply cannot replenish at the same rate they are caught and finned to meet market demand.

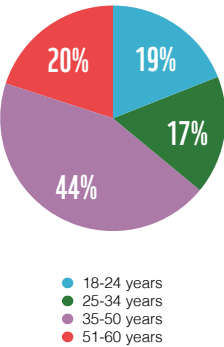
Increasing numbers of shark species are threatened with extinction, being listed either on the International Union for Conservation of Nature (IUCN) Red List, or the Appendices of the Convention on International Trade in Endangered Species (CITES). In 1996 only 15 shark and related species were considered threatened; this has soared by 12 times in only a decade and by 2010 over 180 species were considered threatened.

PROFILE OF RESPONDENTS

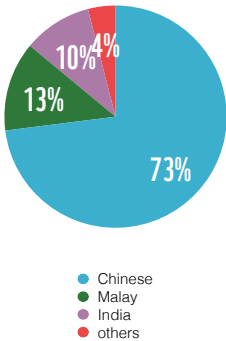
GENDER



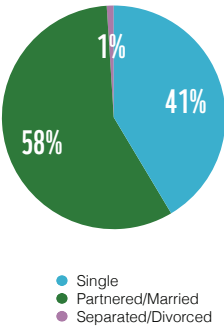
AGE



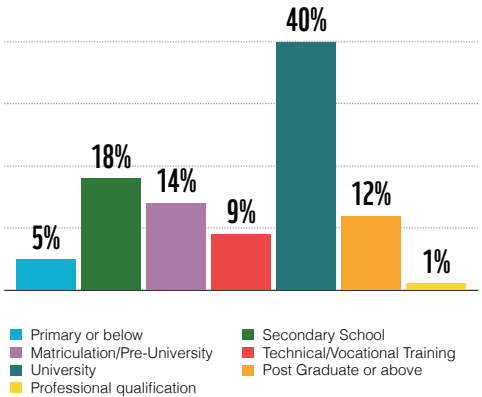
ETHNICITY



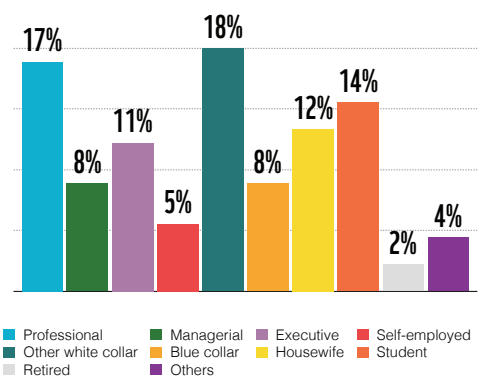
MARITAL STATUS



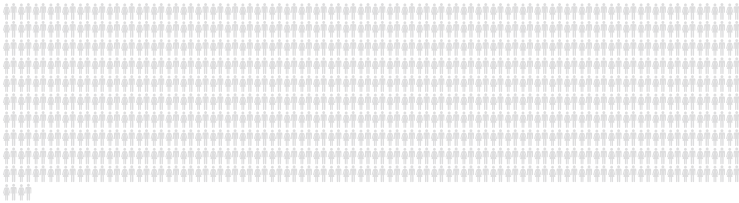
HIGHEST EDUCATION LEVEL



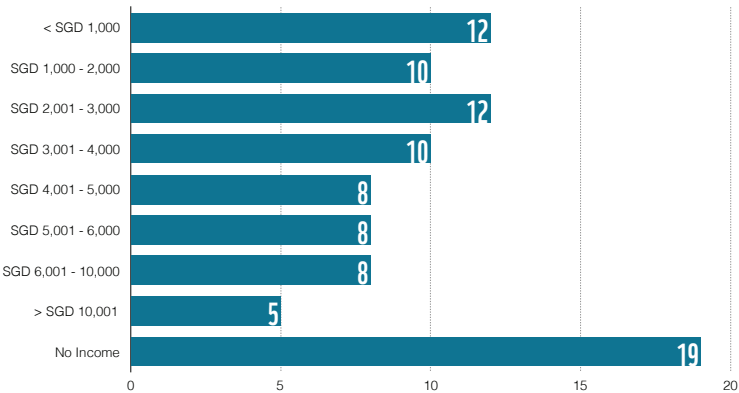
OCCUPATION



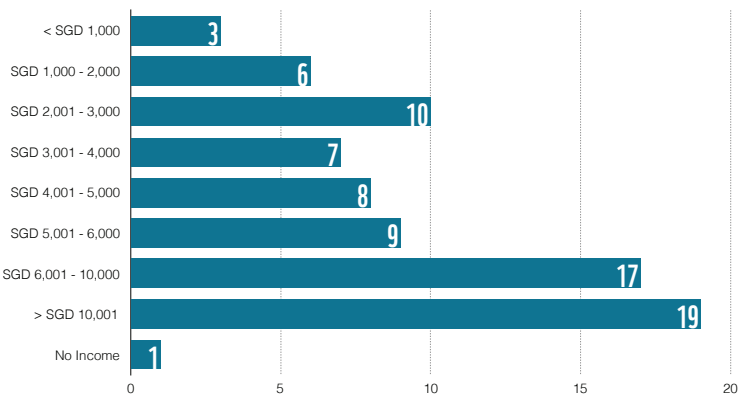
504 RESPONDENTS



MONTHLY PERSONAL INCOME

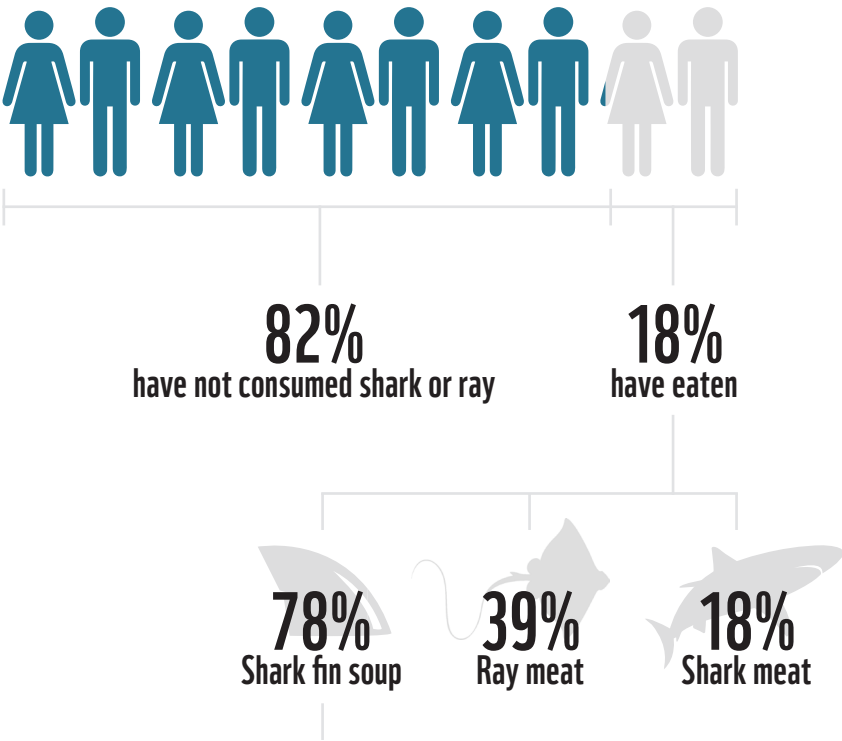


MONTHLY HOUSEHOLD INCOME



CONSUMPTION OF SHARK OR RAY PAST 12M

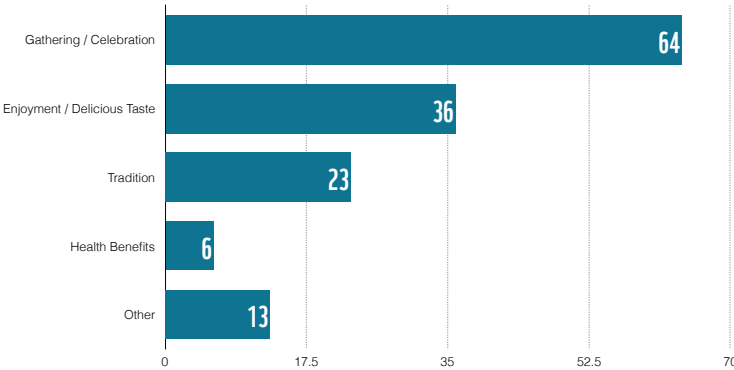
The majority of consumers have not consumed shark or ray meat in the last year. For those who have consumed, it is most typically shark fin soup.



Typically, consumers of shark fin soup are male (57%), between 35 and 50 years old (54%) and have an above average monthly income. 70% of shark fin consumers have a university, post graduate or even higher level of education. The ethnic profile shows 89% of respondents to be Chinese, 3% Malay, 3% Indian and 6% others.

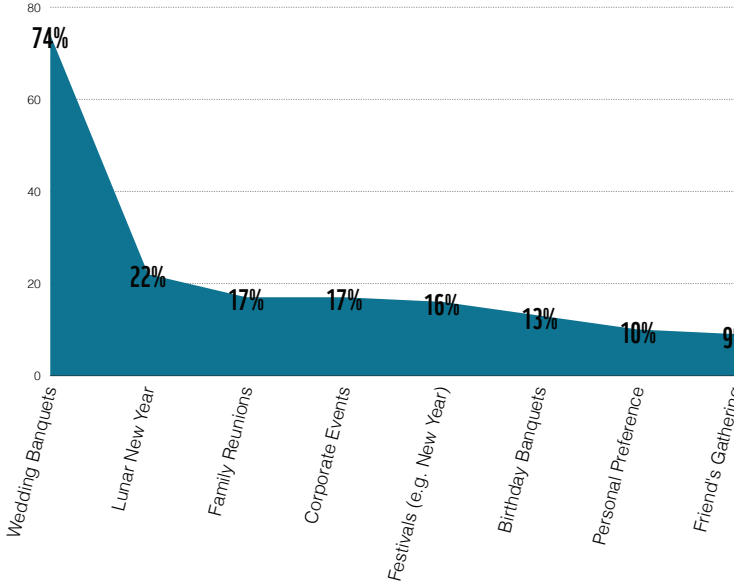
REASON & OCCASION OF EATING SHARK FIN SOUP

REASONS FOR EATING SHARK FIN SOUP



WHEN SHARK FIN SOUP IS EATEN IN RESTAURANTS

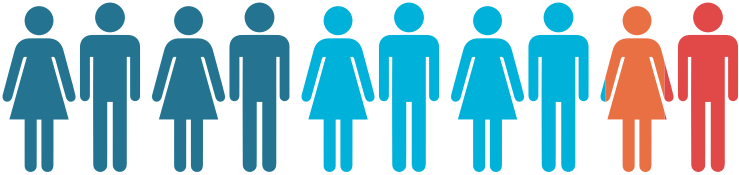
Shark fin is most likely to be consumed at wedding banquets. Tradition/celebrations are the main reasons for consuming shark fin soup.



ALTERNATE DISH TO REPLACE SHARK FIN SOUP

Over 80% think an alternative to shark fin at wedding banquets is acceptable. The majority feel that double-boiled or braised seafood soup alternatives are suitable replacements.

ACCEPTANCY TO REPLACE SHARK FIN SOUP AT A WEDDING BANQUET



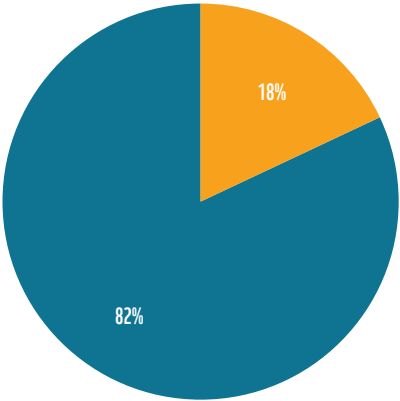
39%
Very acceptable

43%
Acceptable

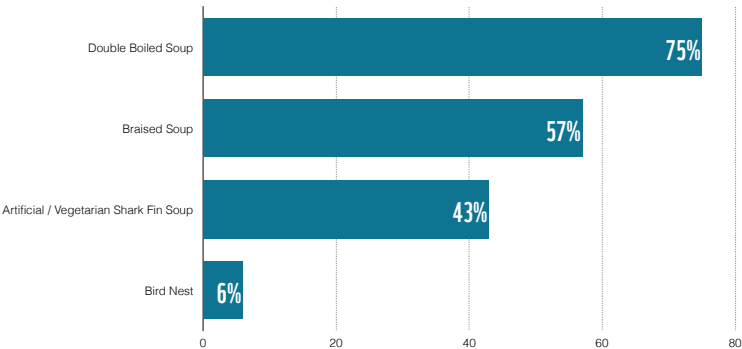
8%
Not so acceptable

10%
Not acceptable at all

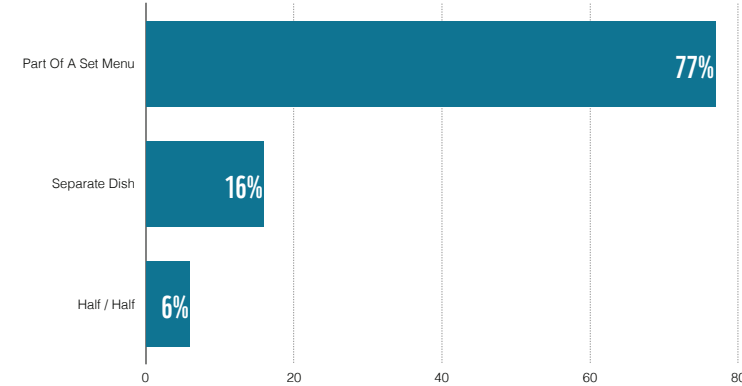
82%
Find it acceptable to replace shark fin soup with an alternative dish



PREFERRED ALTERNATIVE DISH



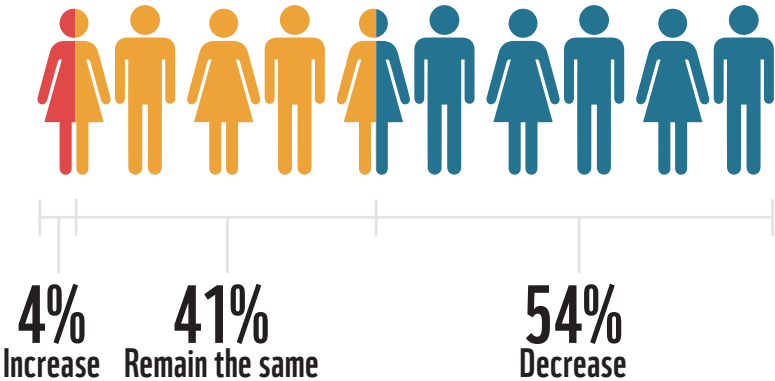
SHARK FIN SOUP ORDERED AS PART OF A SET MENU OR SEPARATE DISH



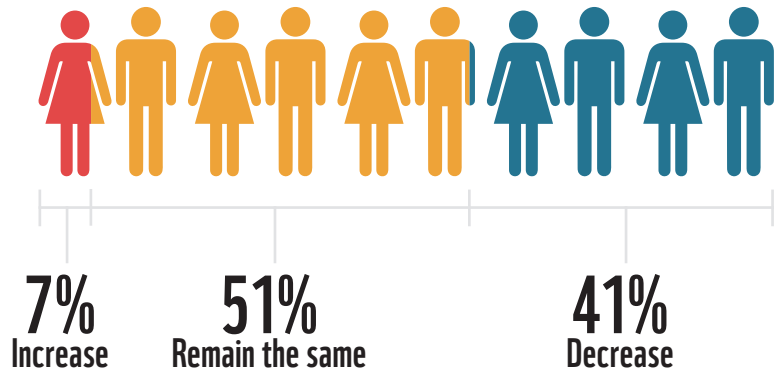
CHANGE IN CONSUMPTION OF SHARK FIN SOUP

Over half of shark fin consumers decreased their consumption in the last year, and 41% expect to decrease again – driven by an increase in awareness of shark protection.

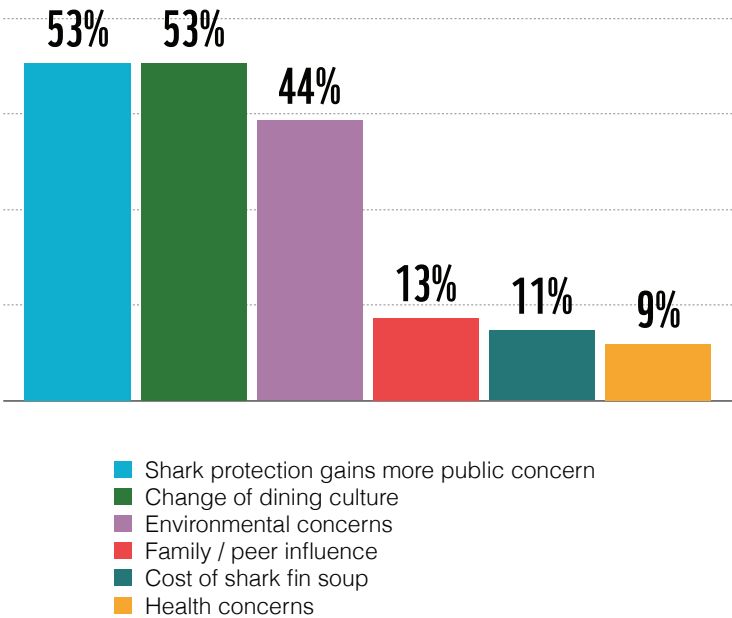
CHANGE IN SHARK FIN CONSUMPTION - PAST 12 MONTHS



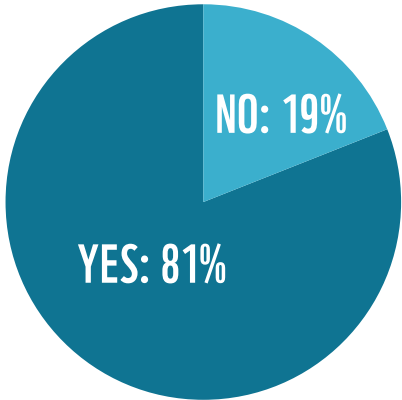
CHANGE IN SHARK FIN CONSUMPTION - NEXT 12 MONTHS



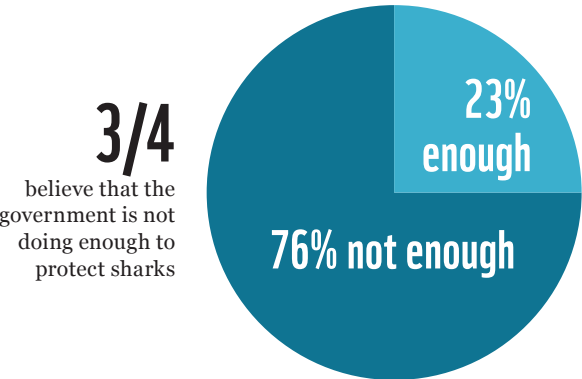
REASONS FOR DECREASING CONSUMPTION OF SHARK FIN SOUP



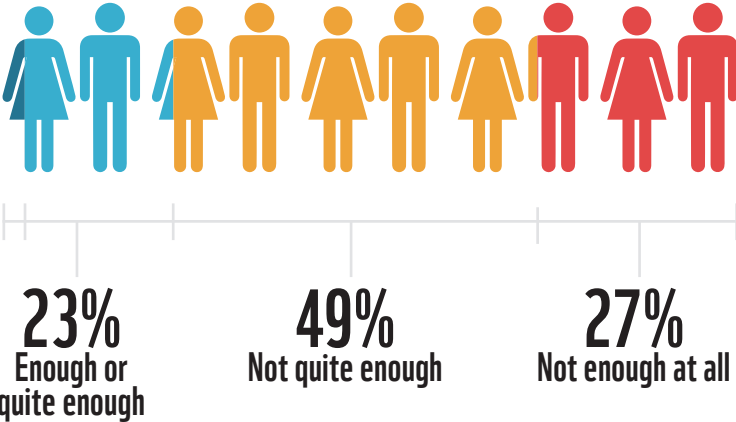
EVER HEARD OF ENVIRONMENTAL CONCERNS CAUSED BY CONSUMING SHARK FIN SOUP



GOVERNMENT WORK ON SHARK CONSERVATION

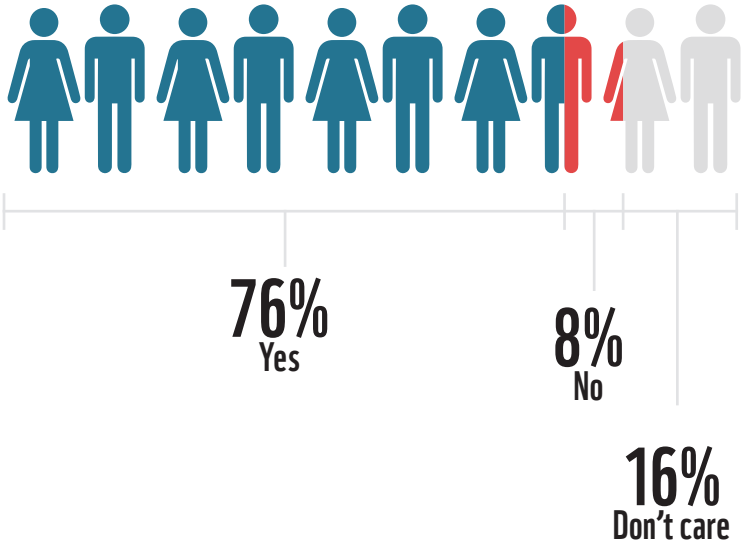


SUFFICIENCY OF GOVERNMENT’S WORK IN PROTECTING SHARKS FROM HUMAN CONSUMPTION



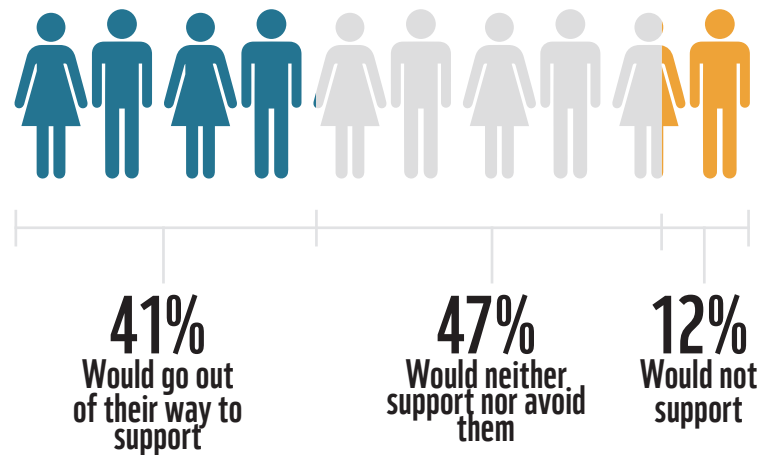
SUPPORTING GOVERNMENT LEGISLATION

WILLING TO SUPPORT GOVERNMENT LEGISLATION TO DECREASE CONSUMPTION AND TRADE OF SHARK FIN

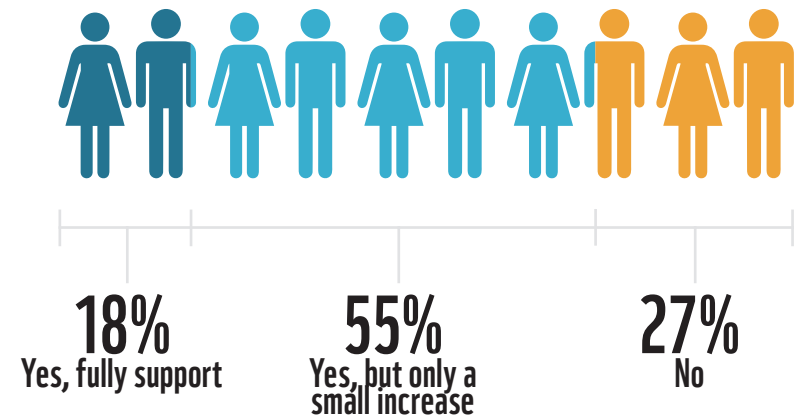


SHARK FIN SURVEY SINGAPORE

WILLING TO SUPPORT RESTAURANTS THAT SERVE RESPONSIBLY SOURCED AND SUSTAINABLE SEAFOOD



WILLINGNESS OF PAYING MORE FOR SEAFOOD THAT IS RESPONSIBLY AND SUSTAINABLY SOURCED



RESEARCH DESIGN



Objective

Aim to monitor the shark consumption and measure the effectiveness of the conservation program.



MARKET

Singapore



METHODOLOGY

15 minutes computer assisted telephone interviews for the general public aged 18-60. N=504



FIELDWORK

Period: 16 October - 19 November 2015

QUOTA OF GENERAL PUBLIC

The age and gender achieved for general public aged 18-60 is according to the distribution in the census.

	QUOTA (%)
Gender:	
Male	49%
Female	51%
Age:	
18-29	26%
30-44	38%
45-60	36%
Race:	
Chinese	76%
Malays	12%
Indian	9%
Others	3%

100%
RECYCLED**Why we are here**

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

wwf.sg

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