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

- Male: 47%
- Female: 53%

AGE

- 18-24 years: 20%
- 25-34 years: 19%
- 35-50 years: 17%
- 51-60 years: 13%

ETHNICITY

- Chinese: 58%
- Malay: 73%
- India: 47%
- Others: 19%

MARITAL STATUS

- Single/Partnership: 58%
- Married: 41%

HIGHEST EDUCATION LEVEL

- Primary or below: 5%
- Secondary School: 14%
- Matriculation/Pre-University: 18%
- University: 40%
- Professional qualification: 9%

OCCUPATION

- Professional: 14%
- Managerial: 17%
- Executive: 8%
- Self-employed: 8%
- Blue-collar: 5%
- Other white-collar: 12%
- Student: 12%
- Housewife: 11%
- Retired: 2%

MONTHLY PERSONAL INCOME

- < SGD 1,000: 12%
- SGD 1,000 - 2,000: 10%
- SGD 2,001 - 3,000: 10%
- SGD 3,001 - 4,000: 8%
- SGD 4,001 - 5,000: 8%
- SGD 5,001 - 6,000: 8%
- SGD 6,001 - 10,000: 5%
- > SGD 10,001: 8%
- No Income: 1%

MONTHLY HOUSEHOLD INCOME

- < SGD 1,000: 3%
- SGD 1,000 - 2,000: 6%
- SGD 2,001 - 3,000: 7%
- SGD 3,001 - 4,000: 9%
- SGD 4,001 - 5,000: 8%
- SGD 5,001 - 6,000: 9%
- SGD 6,001 - 10,000: 17%
- > SGD 10,001: 19%
- No Income: 1%
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.

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

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

**PREFERRED ALTERNATIVE DISH**

- Double Boiled Soup: 75%
- Braised Soup: 57%
- Artificial / Vegetarian Shark Fin Soup: 43%
- Bird Nest: 6%

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

- Part Of A Set Menu: 77%
- Separate Dish: 16%
- Half / Half: 6%
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**

- 4% Increase
- 41% Remain the same
- 54% Decrease

**Change in Shark Fin Consumption - Next 12 Months**

- 7% Increase
- 51% Remain the same
- 41% Decrease

**Reasons for Decreasing Consumption of Shark Fin Soup**

- Shark protection gains more public concern: 53%
- Change of dining culture: 53%
- Environmental concerns: 44%
- Family / peer influence: 13%
- Cost of shark fin soup: 11%
- Health concerns: 9%

**Ever Heard of Environmental Concerns Caused by Consuming Shark Fin Soup**

- Yes: 81%
- No: 19%
GOVERNMENT WORK ON SHARK CONSERVATION

3/4 believe that the government is not doing enough to protect sharks

76% not enough

23% enough

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

23% Enough or quite enough

49% Not quite enough

27% Not enough at all

SUPPORTING GOVERNMENT LEGISLATION

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

76% Yes

8% No

16% Don’t care
SHARK FIN SURVEY
SINGAPORE

WILLING TO SUPPORT RESTAURANTS THAT SERVE RESPONSIBLY SOURCED AND SUSTAINABLE SEAFOOD

- 41% Would go out of their way to support
- 47% Would neither support nor avoid them
- 12% Would not support

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

- 18% Yes, fully support
- 55% Yes, but only a small increase
- 27% No

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.

<table>
<thead>
<tr>
<th>Gender</th>
<th>QUOTA (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>QUOTA (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>26%</td>
</tr>
<tr>
<td>30-44</td>
<td>38%</td>
</tr>
<tr>
<td>45-60</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th>QUOTA (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>76%</td>
</tr>
<tr>
<td>Malays</td>
<td>12%</td>
</tr>
<tr>
<td>Indian</td>
<td>9%</td>
</tr>
<tr>
<td>Others</td>
<td>3%</td>
</tr>
</tbody>
</table>
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