16TH APRIL, 2015

SURVEY ON SHARK CONSUMPTION HABITS AND ATTITUDES IN HONG KONG

香港消費者對魚翅及鯊魚副產品 之消費習慣與態度研究

BLOOM Association (Hong Kong) in collaboration with
the Social Sciences Research Centre of The University of Hong Kong

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I. SELECTED DATA

In 2009, BLOOM commissioned the Social Sciences Research Centre of The University of Hong Kong (HKUSSRC) to carry out the survey on consumption habits of shark fins and shark-related products in Hong Kong. The study was the most comprehensive on the subject ever completed, wherein more than 1,000 interviews were conducted successfully.

In 2014, this study was replicated to measure and update any changes that may have arisen in these 5 years.

I. Frequency of eating shark cartilage products in the last 12-month period:

	2014	2009
About once a year	1.2%	1.0%
About 2 – 3 times a year	2.4%	2.3%
About 4 – 6 times a year	0.2%	1.0%
About 7 – 10 times a year	0.0%	0.4%
More than 10 times a year	0.9%	1.2%
Did not eat in the last 12 months	24.0%	15.3%
Never	71.3%	78.7%

II. Frequency of eating shark meat in the last 12-month period:

	2014	2009
About once a year	0.9%	1.1%
About 2 – 3 times a year	0.3%	1.4%
About 4 – 6 times a year	0.1%	0.2%
About 7 – 10 times a year	0.0%	0.1%
More than 10 times a year	0.3%	0.1%
Did not eat in the last 12 months	17.7%	15.6%
Never	80.7%	81.5%

III. Frequency of consuming shark oil capsules in the last 12-month period:

	2014	2009
About once a year	0.3%	0.5%
About 2 – 3 times a year	0.6%	0.4%
About 4 – 6 times a year	0.1%	0.2%
About 7 – 10 times a year	0.1%	0.1%
More than 10 times a year	1.9%	2.1%
Did not eat in the last 12 months	15.4%	9.3%
Never	81.6%	87.4%

IV. Frequency of eating shark fin soup at home in the last 12-month period:

	2014	2009
About once a year	2.8%	9.4%
About 2 – 3 times a year	3.1%	8.7%
About 4 – 6 times a year	0.5%	2.8%
About 7 – 10 times a year	0.3%	0.7%
More than 10 times a year	0.2%	0.9%
Did not eat in the last 12 months	25.9%	19.8%
Never	67.1%	57.8%

V. Frequency of eating shark fin soup in a restaurant in the last 12-month period:

	2014	2009
About once a year	15.2%	16.7%
About 2 – 3 times a year	20.9%	30.2%
About 4 – 6 times a year	5.1%	16.7%
About 7 – 10 times a year	0.7%	3.4%
More than 10 times a year	0.5%	3.4%
Did not eat in the last 12 months	44.3%	17.5%
Never	13.3%	12.2%

VI. Occasions in which shark fin soup in a restaurant is normally consumed in the last 12-month period:

	2014	2009
Wedding banquets	72.6%	90.9%
Birthday banquets	25.5%	58.4%
Family reunions	19.2%	43.0%
Lunar New Year	13.5%	37.9%
Corporate events	12.3%	30.6%
Festivals (e.g. Mid-Autumn)	11.9%	26.9%
Friends' gatherings	7.4%	25.8%
Don't know	1.0%	0.4%

VII. Acceptance of not including shark fin soup in a wedding banquet:

	2014	2009
Very acceptable	48.7%	19.6%
Acceptable	43.3%	58.8%
Not so acceptable	5.2%	16.5%
Not acceptable at all	2.7%	5.1%

VIII. Whether shark fin soup is usually ordered as part of a set menu or as a separate dish:

	2014	2009
As part of a set menu	72.1%	86.9%
As a separate dish	8.5%	9.0%
Half and half	1.7%	4.2%
Would not order shark fin in a restaurant	16.1%	N/A
Don't know	1.6%	N/A

IX. Frequency of consuming shark fin soup over the past 5 years:

	2014	2009
Increased a lot	0.1%	0.6%
Increased a little	0.3%	5.1%
Stayed the same	29.0%	58.1%
Decreased a little	12.2%	12.5%
Decreased a lot	40.9%	23.7%
Stopped eating	15.8%	N/A
Never eat	1.8%	N/A

X. Reasons for decreasing respondents' consumption of shark fin soup over the past 5 years:

	2014		2009	
	Yes	No	Yes	No
Environmental concerns	81.1%	17.7%	56.8%	43.2%
Cost of shark fin soup	23.5%	75.3%	36.9%	63.1%

XI. Perception that sharks are threatened by human activities:

	2014
Strongly agree	51.3%
Somewhat agree	33.0%
Neither agree nor disagree	6.4%
Somewhat disagree	7.9%
Strongly disagree	1.5%

XII. Perception of shark population size:

	2014	2009
Growing	1.5%	1.5%
The same	5.0%	9.6%
Declining	93.5%	88.9%

XIII. Estimation of number of sharks killed last year (Globally):

	2014
10 or less	1.5%
11-50	0.6%
51-100	3.0%
101-500	4.0%
More than 500	90.9%

On average, 100 million sharks are killed by people each year.*

*estimated yearly average between 2000 – 2010
(Worm et al., 2013)

XIV. Estimation of number of people killed by sharks last year (Globally):

	2014
10 or less	34.9%
11-50	20.5%
51-100	19.7%
101-500	8.7%
More than 500	16.2%

On average, 10 people are killed by sharks each year.

(Bill Gates Research Team, 2014)

XV. Feelings about eating endangered fish:

	2014	2009
Very comfortable	1.3%	1.5%
A little comfortable	3.0%	2.1%
Neither comfortable nor uncomfortable	22.0%	29.9%
Not so comfortable	44.5%	38.9%
Not comfortable at all	29.3%	27.6%

XVI. Willingness to consume a threatened species:

	2014
Yes	6.1%
No	93.9%

XVII. Acceptability of HK government's decision not to consume certain marine species in official banquets due to sustainability issues (i.e. Bluefin tuna, all species of shark fin):

	2014
Very acceptable	53.4%
Acceptable	39.3%
Not so acceptable	5.0%
Not acceptable at all	2.2%

XVIII. Whether the HK government should prohibit the sale of products that involve killing endangered species:

	2014	2009
Yes	90.9%	87.9%
No	8.9%	12.1%
Half and half	0.2%	N/A

XIX. Perception that HK Government should do more to regulate the international shark-related trade:

	2014
Strongly agree	56.4%
Somewhat agree	35.1%
Neither agree nor disagree	2.7%
Somewhat disagree	4.5%
Strongly disagree	1.3%

XX. Perceived importance of various stakeholders for shark protection:

	2014			
	Government	General public	Food service industry	Environmental NGOs
Very important	57.3%	46.2%	34.0%	47.9%
Quite important	29.8%	37.2%	41.8%	38.5%
Half-half	8.6%	11.2%	12.5%	8.7%
Not so important	2.3%	3.6%	9.0%	3.1%
Not important at all	1.9%	1.7%	2.7%	1.8%

XXI. What the HK Government could do better:

	2014
Education and outreach to the public	84.5%
Support marine conservation research	75.4%
Promote sustainable seafood	69.1%
Control water pollution	66.9%
Fisheries management	65.7%
Control coastal development	61.6%

XXII. The most influential factor in getting the respondent to change behaviour on shark fin consumption:

	2014
Awareness campaign	29.9%
Viral media campaign	26.0%
Environmental NGOs	15.5%
Close family members	10.2%
Other reasons, e.g. academic research, celebrity	9.7%
Their own decision	8.8%

XXIII. Perceived risk of certain marine species dying out within the next 100 years:

				2014
	Some Shark species	Bluefin tuna	Humphead wrasse	Pandas
High	68.6%	70.1%	56.3%	28.0%
Moderate	26.0%	22.6%	32.3%	33.4%
Low	3.5%	5.7%	9.1%	30.6%
Negligible	1.8%	1.6%	2.3%	8.0%

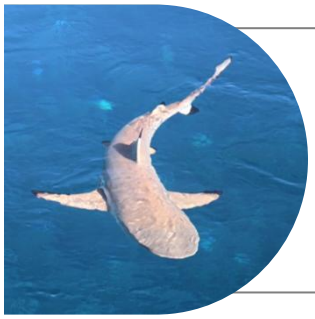
XXIV. Importance of healthy oceans to self:

	2014
Very important	65.8%
Quite important	24.3%
Half-half	8.5%
Quite unimportant	0.6%
Not important	0.7%

XXV. Whether the ocean has an unlimited supply of marine life:

	2014
Yes	25.0%
No	75.0%

II. SHARK FACTS



Sharks have been around for approximately **400 million years**, and have seen the rise and fall of dinosaurs.

They are **inherently vulnerable to overfishing**, as they are:

- Long-lived
- Slow-growing
- Late to reach sexual maturity
- Have relatively few young

Research suggests that shark catches are **underreported**.

Scientists estimate that **human exploitation** has depleted large predatory fish communities by at least **90%** over the last **50 - 100 years.**

(Myers & Worm, 2005)

Of the shark species that could be assessed by the **International Union for the Conservation of Nature (IUCN) Red List of Threatened Species**:

73 are classified as **Critically Endangered, Endangered, or Vulnerable.**

A further **67** are at **risk of extinction** in the near future.

(IUCN, 2015)

Scientists estimate that the total global catch and mortality of sharks between 2000 and 2010 are approximately

100 million sharks per year

from reported and unreported landings, discards and shark finning.

(Worm et al., 2013)

10 people are killed by shark each year.

475 000 people are killed by people.

725 000 people are killed by mosquitoes.

Which is the deadliest animal on the planet?

(Bill Gates Research Team, 2014)

World without sharks?

Sharks as a group are important apex predators in the ecosystem. It is believed that shark play a unique role in regulating structure, function and resilience of marine communities.

Given their global, ecological significance, the full consequences of shark extinction cannot be known.

III. SPOTLIGHT ON HONG KONG SHARK FIN TRADE

Year	Total weight *Kilogram (kg)*	Total weight *Metric ton (mt)*
2012	8,254,332	**8254**
2013	5,390,122	**5390**
2014	5,746,460	**5746**

(HK Census & Statistics Department, 2015)

- Between 1998 and 2013, Hong Kong's shark fin trade was supplied by at least 130 countries/territories worldwide.
- In 2014, Spain was the top exporter of shark fin to Hong Kong. In all previous years, Spain had consistently represented 1/4 to 1/3 of Hong Kong's total shark fin imports.

DNA analysis has shown that approximately **40%** of the auctioned fin weight in the Hong Kong shark fin market comes from **14 shark species**, all of which have been assessed by the International Union for the Conservation of Nature (IUCN) Red List of Threatened Species:

Trade category in HK	Species name	IUCN Red List status
Ya Jian	Blue shark (*Prionace glauca*)	Near Threatened
Qing Lian	Shortfin mako shark (*Isurus oxyrinchus*)	**Vulnerable**
Wu Yang	Silky shark (*Carcharhinus falciformis*)	Near Threatened
Hai Hu	Dusky shark (*Carcharhinus obscurus*)	**Vulnerable**
Bai Qing	Sandbar shark (*Carcharhinus plumbeus*)	**Vulnerable**
Ruan Sha	Tiger shark (*Galeocerdo cuvier*)	Near Threatened
Chun Chi	Smooth & Scalloped hammerhead shark (*Sphyrna zygaena & S. lewini*)	**Vulnerable & Endangered**
Gu Pian	Great hammerhead shark (*Sphyrna mokarran*)	**Endangered**
Wu Gu	Thresher shark (all *Alopias* spp.)	**Vulnerable**
Sha Qing	Bull shark (*Carcharhinus leucas*)	Near Threatened
Liu Qiu	Oceanic whitetip shark (*Carcharhinus longimanus*)	**Vulnerable**

Least Concern → Near Threatened →
Vulnerable → Endangered → Critically Endangered →
Extinct in the Wild → Extinct

(Clarke et al., 2006)

IV. SPEAKERS' BIOGRAPHIES

Ms. Imogen Zethoven, Director of Global Shark Conservation, The Pew Charitable Trusts

Imogen Zethoven has over 25 years of experience working on environmental policy, law reform and campaigns. Before joining Pew, she worked for the World Wildlife Fund (WWF), helping to designate one-third of the Great Barrier Reef as a marine park closed to fishing. This action created the world's largest network of highly protected marine reserves. She later moved to Berlin to lead WWF's global climate change campaign, PowerSwitch!, which focused on the EU Emissions Trading Scheme.

Previously, Zethoven headed the Queensland Conservation Council, where she led a campaign to curb land clearing in Queensland that protected 4 million hectares (8.8 million acres) of endangered and vulnerable ecosystems. She has also worked as environmental advisor to the leader of the Australian Democrats in Canberra. Zethoven was an inaugural member of the Federal Environment Minister's statutory Biological Diversity Advisory Committee.

In 2006, Zethoven was made an Officer of the Order of Australia for service to conservation and the environment. In 2003, she was awarded a Centenary Medal for her service to conservation in Queensland. She holds an honors degree in English from Victoria University in Wellington, New Zealand, and a master's degree in environmental studies from the University of Adelaide.

Professor John Bacon-Shone, Director of the Social Sciences Research Centre of The University of Hong Kong

John Bacon-Shone is Associate Dean of Social Sciences, Director of the Social Sciences Research Centre and Professor at The University of Hong Kong. Previously, he served two terms as elected Dean of Social Sciences and was a member of the Statistics Department in The University of Hong Kong. John was educated at the University of Birmingham (PhD), University College London (MSc) and the University of Durham (BSc). He was headhunted to be a full-time Member of the Central Policy Unit of the Hong Kong SAR Government from 1998 to 2001. His current research interests encompass a wide range of topics including compositional data, gambling, immigration and population policy, privacy policy and telephone survey methodology.

John is an applied statistician with wide ranging methodological skills that he has applied to many research and policy questions during his 29 years in HKU. He designed the first computer-aided telephone interviewing system in Asia and currently has graduate students working on important issues in mobile phone survey methodology. He is Director of the Social Sciences Research Centre, which has built a reputation for high quality and innovative applied research for a wide range of government and NGO clients. He is currently chair of the Non-Clinical Human Research Ethics Committee of HKU.

Mr. Stanley Kwok Ho Shea, Chief Marine Programme Co-ordinator of BLOOM Association (Hong Kong)

Stan Shea is the most long-standing member of Bloom (Hong Kong). He has a BSc in Environmental Sciences from Oxford Brookes University and a Master's degree in Ecology and Biodiversity from The University of Hong Kong, in which he completed his research into butterflyfish communities in Hong Kong waters. Currently at Bloom, Stan is focused on the trade dynamics of marine products into and out of Hong Kong, including shark fin, other shark-related products, bêche-de-mer as used for food, and live reef food fish.

Aside from his reserach, Stan frequently engages with members of the public to reach a wider audience with education on marine conservation issues. To date, his seminar has reached over 8000 individuals in schools, hotels and other members of the corporate sector, and government officials. In 2014, Stan traveled to several of Hong Kong's marine products trading partners, including Indonesia, Thailand, Philippines, Sri Lanka Colombia and Palau, to interact with the local government and fishing communities and understand their struggle for sustainable fisheries. He hopes that Hong Kong may one day acheive sufficient regulation and enforcement in the trade of not only marine products, but all animal and natural resources, and that citizens may participate in their sustainable use.

Mr. Nelson Cho, Esteemed Wedding Planner and Director of Mr. Right Wedding & Event Ltd.

Nelson Cho has been deeply involved in Hong Kong's wedding planning industry for the past five years. He is the Chief Planner and Director of Mr. Right Wedding & Event Ltd, and has arranged over a hundred wedding ceremonies for couples of all backgrounds, including local celebrities. Four years ago, Nelson published Hong Kong's first smartphone app for wedding planning, and is currently the face of GP Wedding Academy's courses in wedding events management.

Throughout the years of his career, Nelson has observed notable changes in the role that shark fins play in wedding banquets, particularly changes in the provision of shark fin soup as a banquet dish in Hong Kong’s hotels. His expertise in the industry and wide clientele positions him as an enlightening source of insight into the preferences, concerns and demands of local brides and grooms.

V. ABOUT BLOOM

BLOOM is a non-profit organization dedicated to marine conservation that launched in Hong Kong on World Ocean Day, June 8th, 2009. Our principal areas of work are those issues that need urgent attention: **the protection of vulnerable species and habitats** – sharks and the deep sea – as well as **the promotion of small-scale sustainable fisheries,** and **the maintenance of fishermen's livelihoods**. We approach these issues across the following four axes of action: **raising awareness and increasing education**; **political & corporate advocacy**; **campaigning**; and **independent research**.

The BLOOM Hong Kong office was established after the creation of our Paris sister office in 2005. As a long-standing defender of biodiversity and an advocate for raising knowledge about vulnerable species and ecosystems, BLOOM sponsored the book THE DEEP (more than **150,000 copies** in **10 languages worldwide**) and co-produced the travelling exhibition THE DEEP (9 venues since 2007, more than one million visitors so far). Most recently on the display in Hangzhou, the exhibition started its China tour in Shanghai where it had close to **600,000** visitors. THE DEEP is the perfect platform for the dissemination of vital conservation messages. For the period 2007-2009, the **media impact** of the book and the exhibition combined is estimated at **136 million people**.

www.bloomassociation.org www.thedeepchinatour.com

VI. Contacts & Works Cited

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