

# OCEANA SHARK FINNING PERCEPTIONS SURVEY TOPLINE

NOVEMBER 20, 2020





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# METHODOLOGY

These are some of the findings of an Ipsos poll conducted between November 16-17, 2020 on behalf of Oceana. For this survey, a total sample of 1,310 adults age 18+ were interviewed online in English. The sample was comprised of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii and an oversample of 305 adults age 18+ who reside in the state of Florida. The sample includes 865 registered voters from all 50 states, 383 Floridians, and 327 registered voters in the state of Florida.

The sample for this study was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the national poll has a credibility interval of plus or minus 3.5 percentage points for all respondents and the oversample of Florida has a credibility interval of plus or minus 5.7 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). The national survey had a credibility interval adjusted for design effect of the following ( $n=1,005$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.0$  percentage points). The Florida survey had a credibility interval adjusted for design effect of the following ( $n= 383$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 7.2$  percentage points).

The poll also has a credibility interval plus or minus 3.8 percentage points for national registered voters and plus or minus 6.2 percentage points for registered voters in the state of Florida.

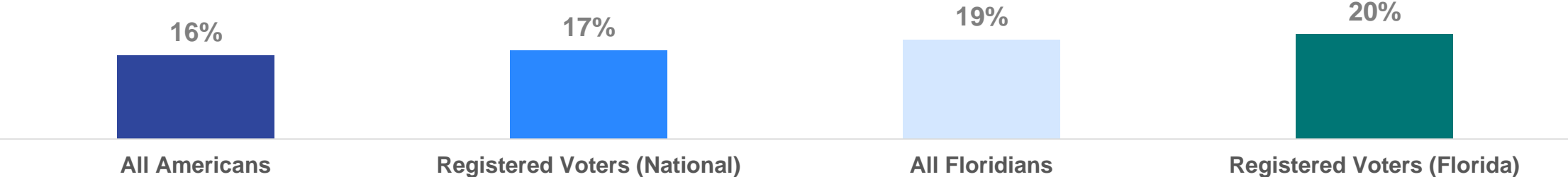
# FAMILIARITY WITH SHARK FINNING



# Familiarity with “Shark Finning”

How familiar are you with the term 'shark finning'?

**% Somewhat familiar / Very familiar**



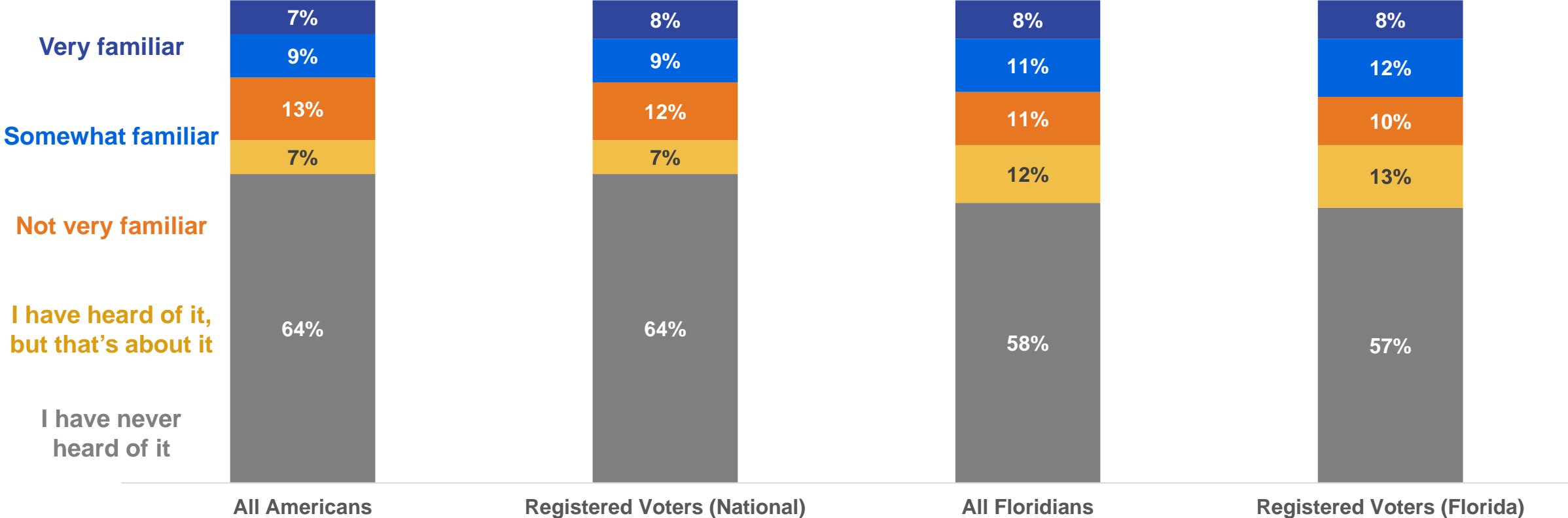
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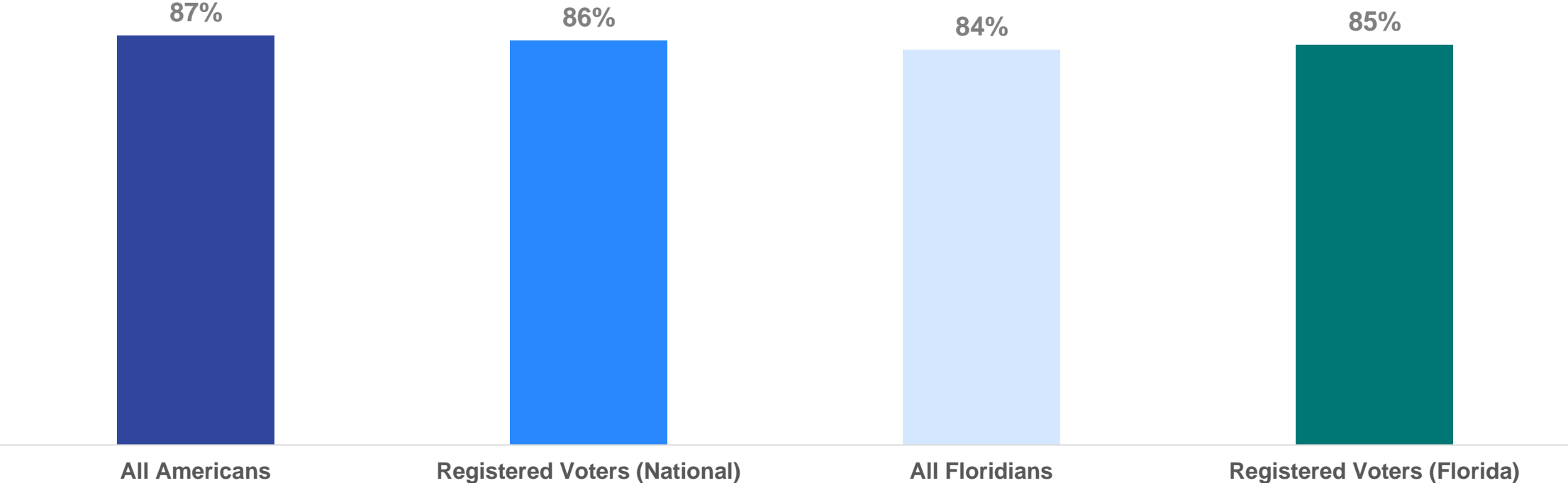
# PERCEPTIONS OF SHARK FINNING



# Perceptions of the practice of “shark finning”

As you may know, shark finning involves cutting off a shark’s fins while it is often alive and then discarding the shark back into the water, where it typically dies as a result of losing its fins. The fins are used for shark fin soup. Do you favor or oppose the practice of shark finning?

**% Oppose somewhat / Oppose strongly**



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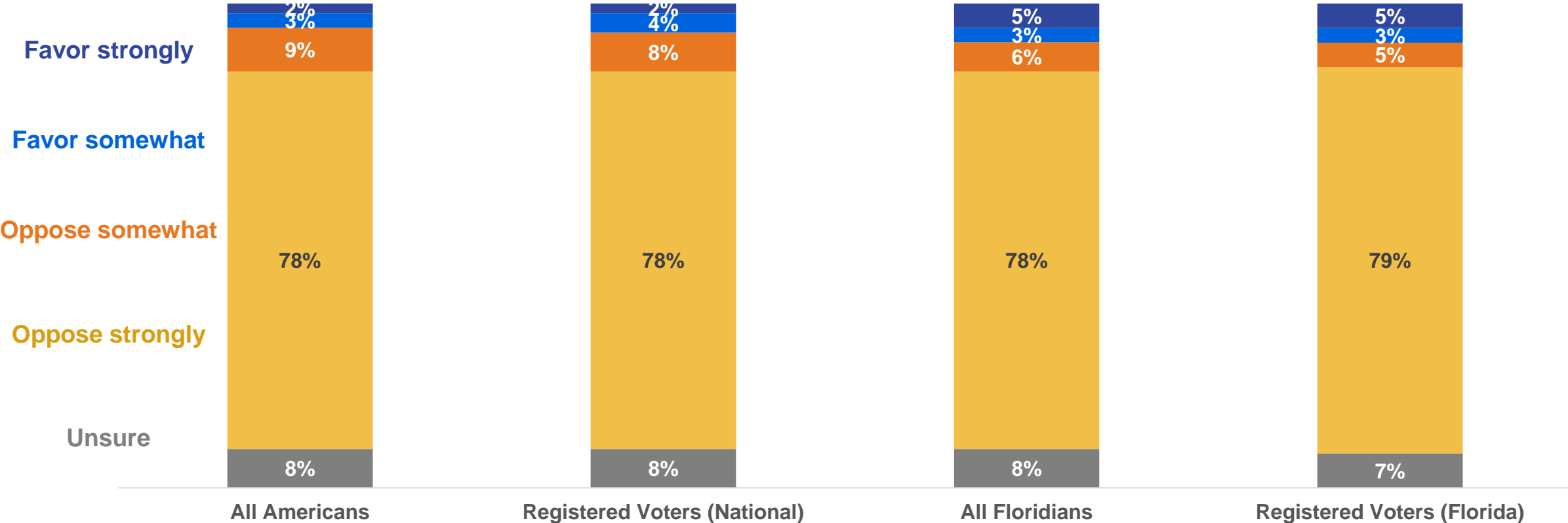






# Perceptions of the practice of “shark finning”

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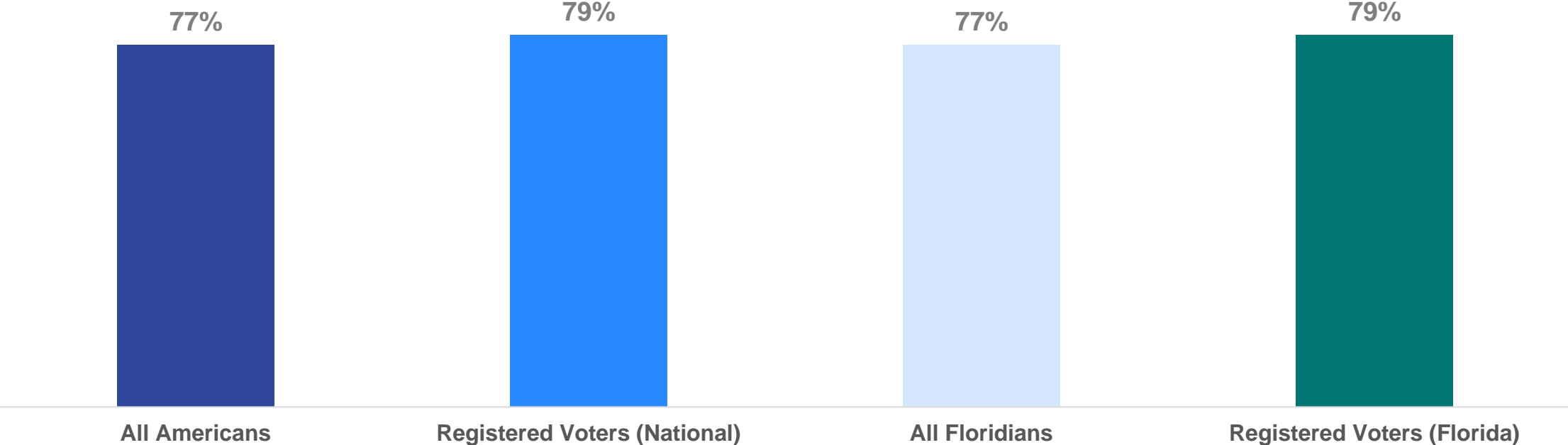




# Perceptions of Shark Fin Sales Elimination Act

Although shark finning is illegal in U.S. waters, fins can still be bought and sold throughout much of the United States. Currently, 13 states ban the sale or trade of most shark fins. The bi-partisan Shark Fin Sales Elimination Act would ban the sale or trade of shark fins throughout the United States. Would you favor or oppose this legislation?

**% Favor somewhat / Favor strongly**



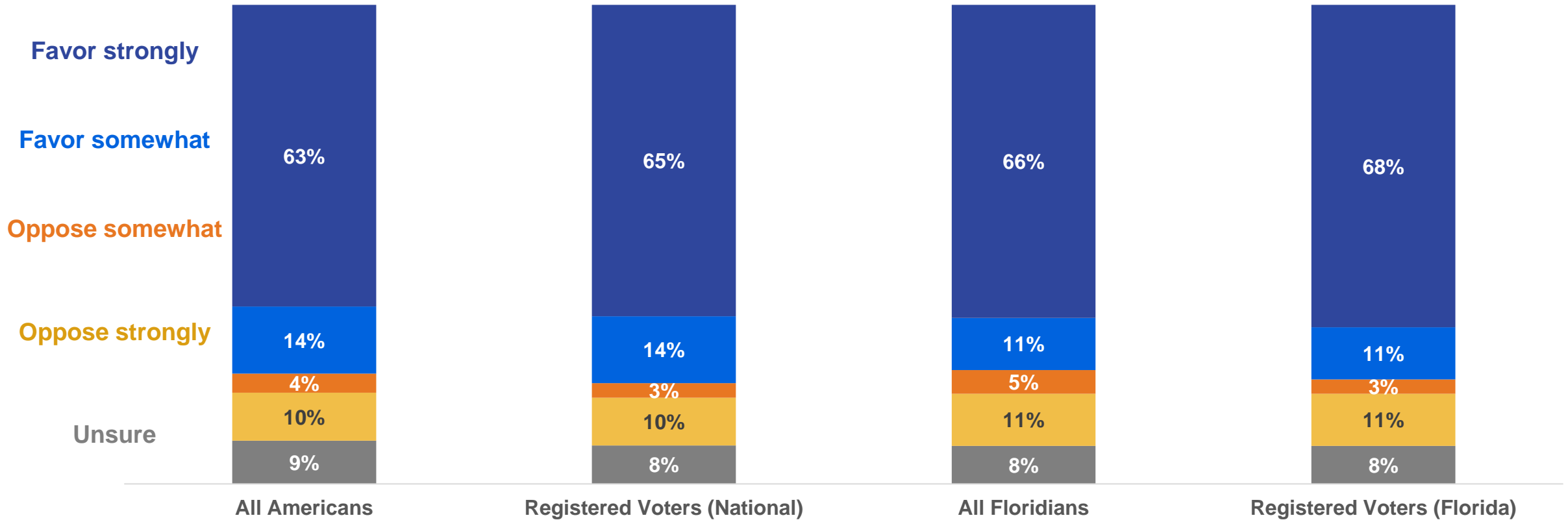
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# CONVINCING REASONS TO END THE SHARK FIN TRADE



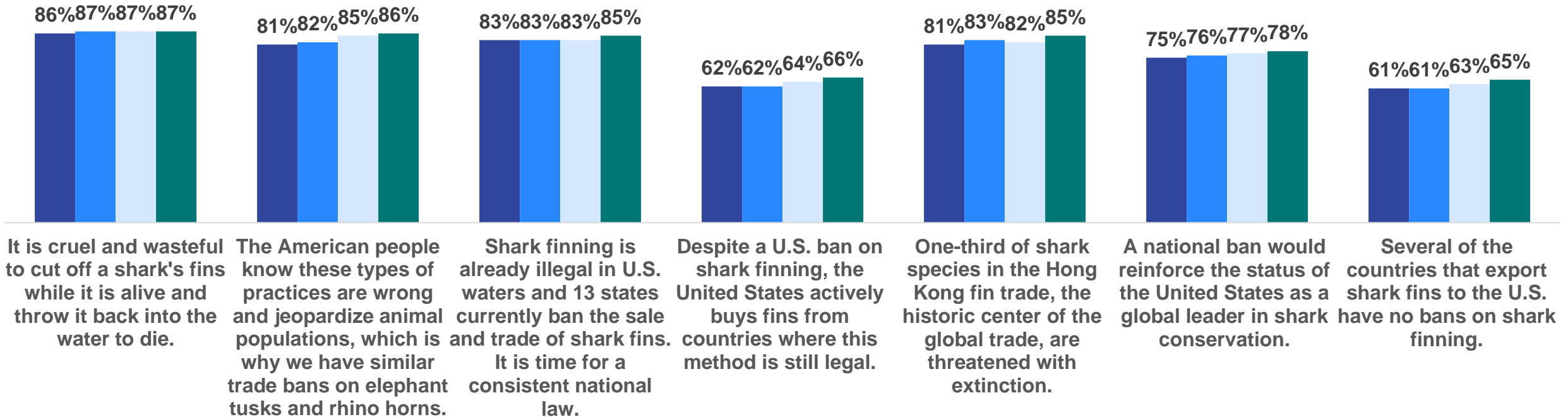


# Reasons Americans Find Convincing

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

## % Somewhat convincing / Very convincing

■ All Americans   ■ Registered Voters (National)   ■ All Floridians   ■ Registered Voters (Florida)



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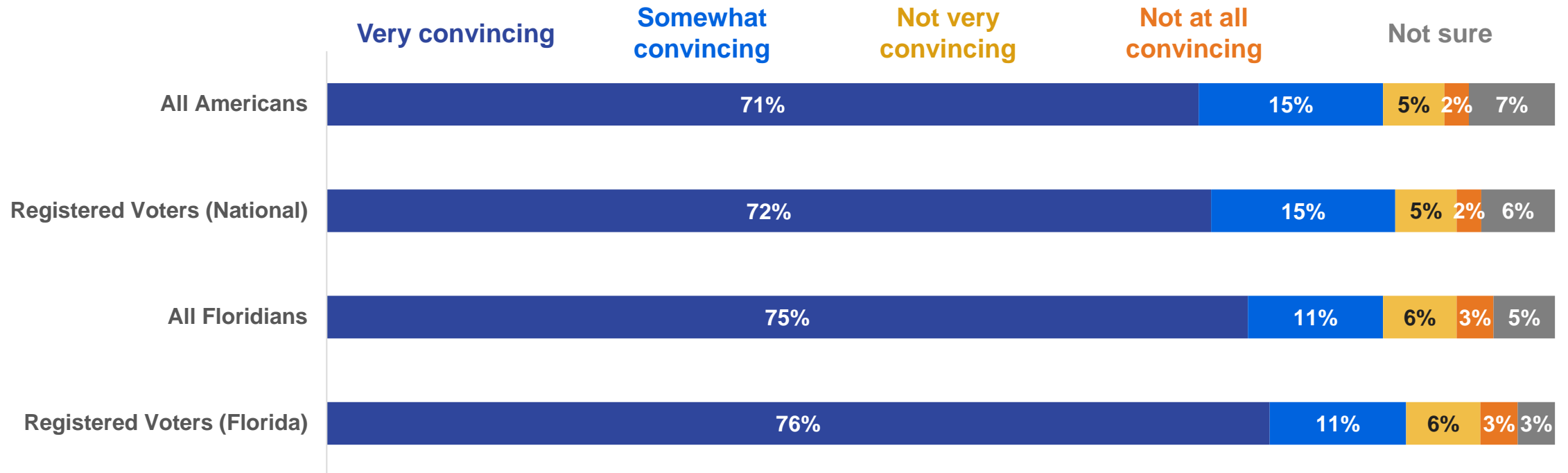




# “Cruel and Wasteful” Reasoning

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

*“It is cruel and wasteful to cut off a shark's fins while it is alive and throw it back into the water to die.”*



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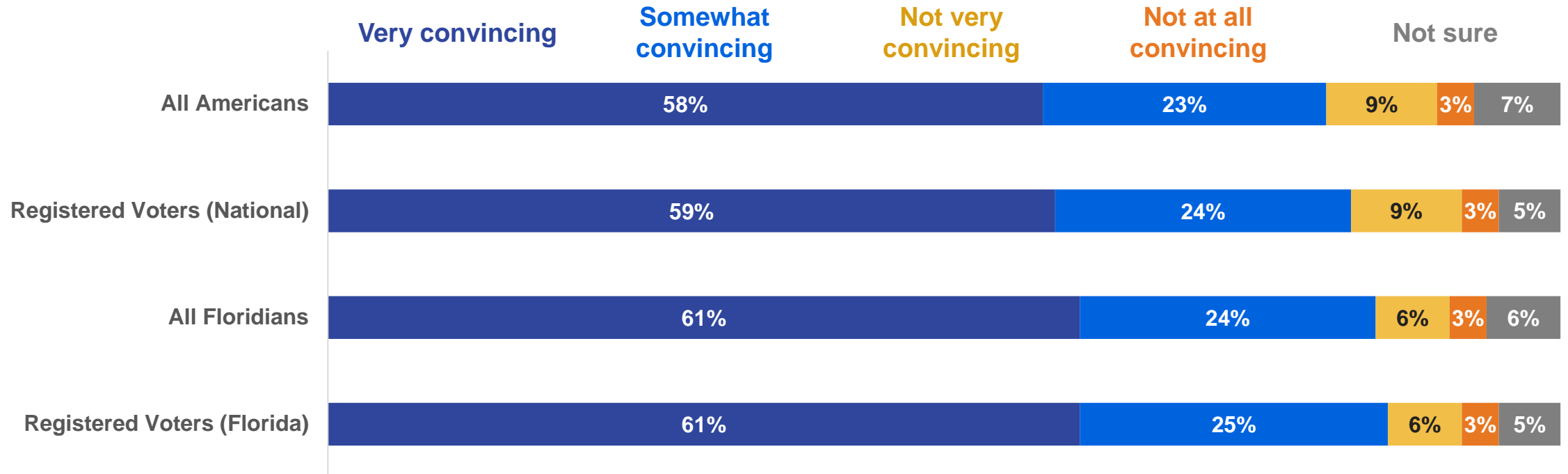




# “Practices are Wrong” Reasoning

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

*“The American people know these types of practices are wrong and jeopardize animal populations, which is why we have similar trade bans on elephant tusks and rhino horns.”*



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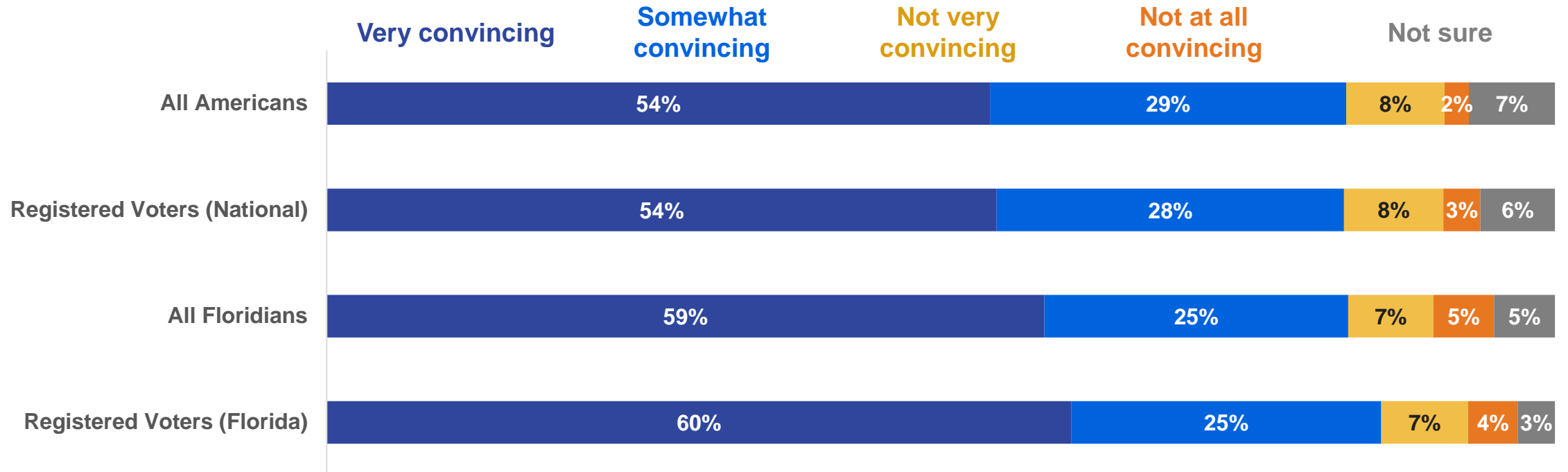




# “Consistent National Law” Reasoning

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

*“Shark finning is already illegal in U.S. waters and 13 states currently ban the sale and trade of shark fins. It is time for a consistent national law.”*



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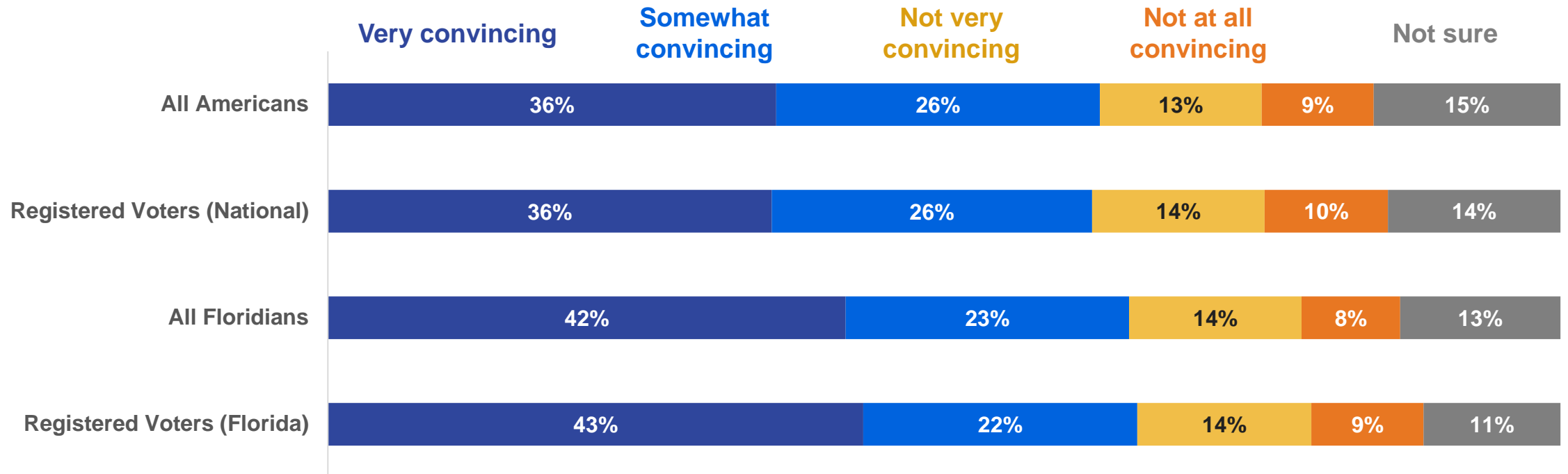




# “Despite Ban, U.S. Still Buys Fins” Reasoning

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

*“Despite a U.S. ban on shark finning, the United States actively buys fins from countries where this method is still legal.”*



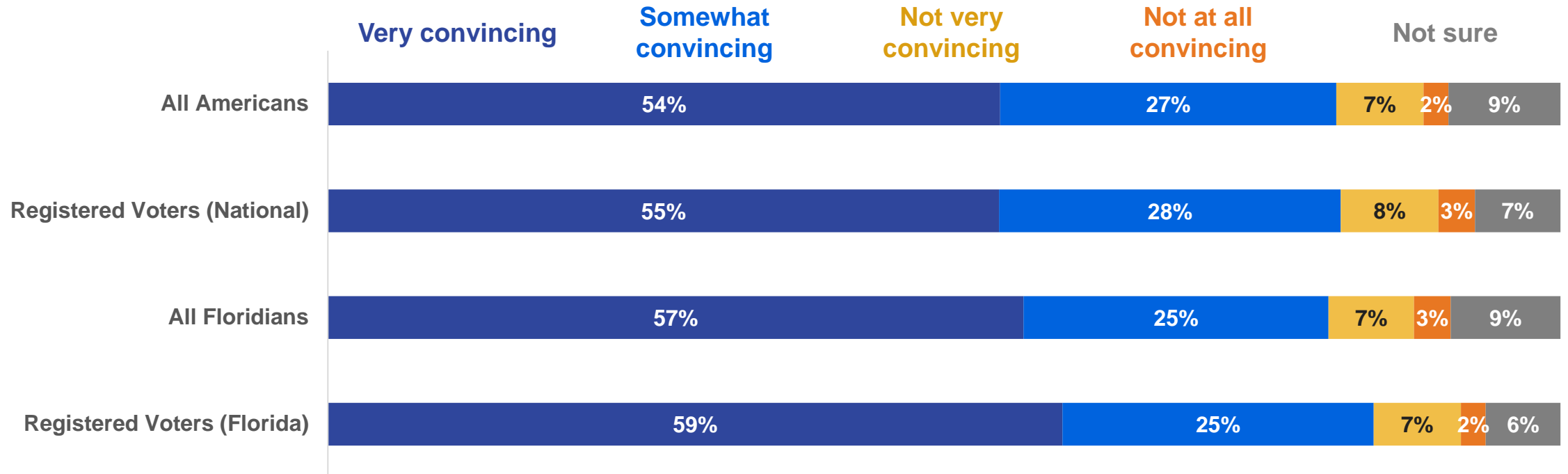
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# “Shark Species are Threatened with Extinction” Reasoning

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

*“One-third of shark species in the Hong Kong fin trade, the historic center of the global trade, are threatened with extinction.”*



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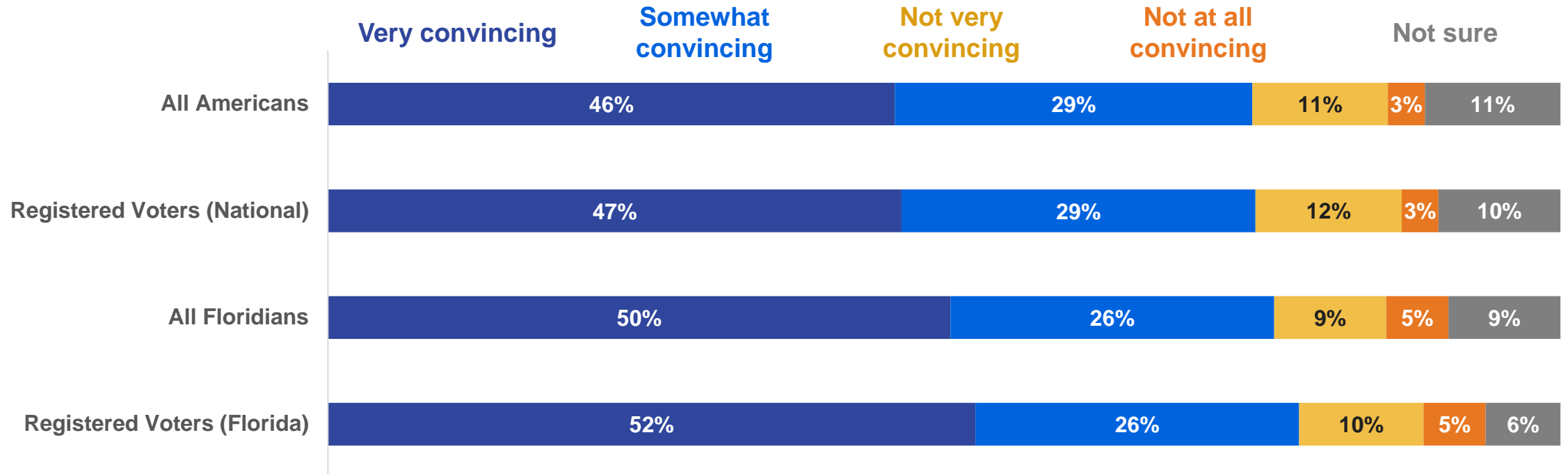




# “National Ban Bolster U.S. as Global Leader” Reasoning

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

*“A national ban would reinforce the status of the United States as a global leader in shark conservation.”*



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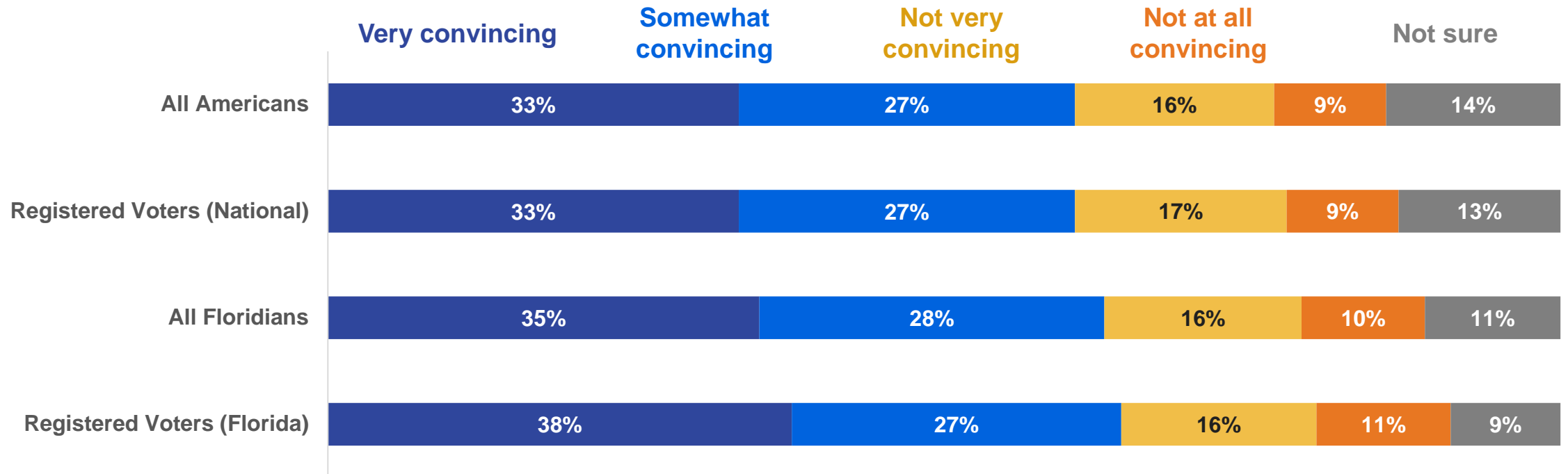




# “Many Countries Don’t Have Bans” Reasoning

Below are reasons that some people give in support of legislation banning the sale or trade of shark fins in the United States. Please indicate whether each is convincing to you personally as a reason to ban the sale or trade of shark fins in the U.S.

*“Several of the countries that export shark fins to the U.S. have no bans on shark finning.”*



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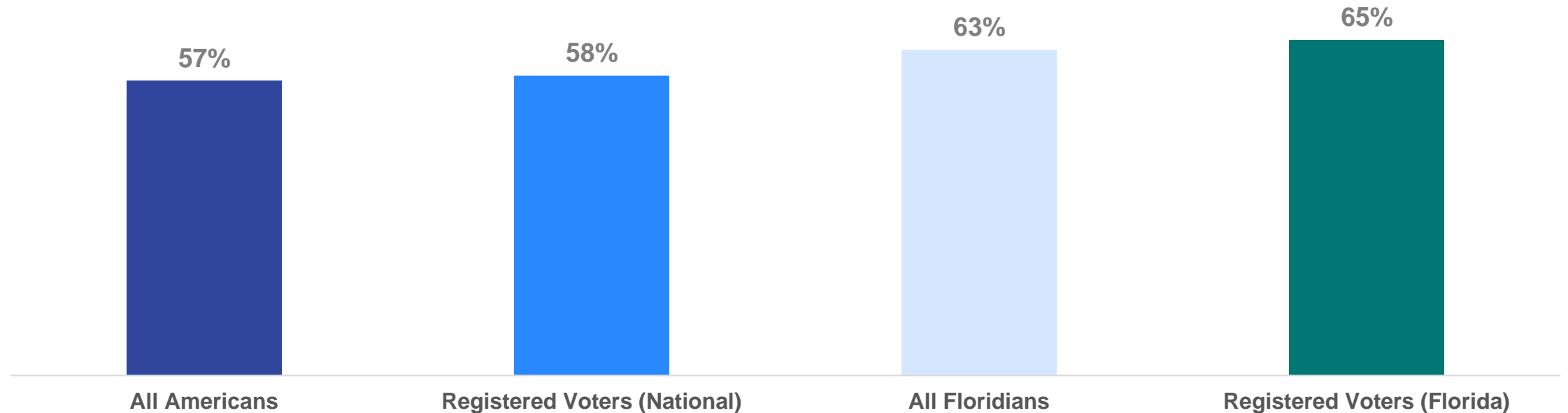
# IMPACT OF ANTI-SHARK FINNING LEGISLATION ON VOTERS' DECISIONS



# Impact of Shark Fins Sales Elimination Act on Voters' Decisions

Taking into account everything you know about sharking finning, would you be more or less likely to vote for a political candidate who supports the bi-partisan Shark Fin Sales Elimination Act?

**% Somewhat more likely / Much more likely**

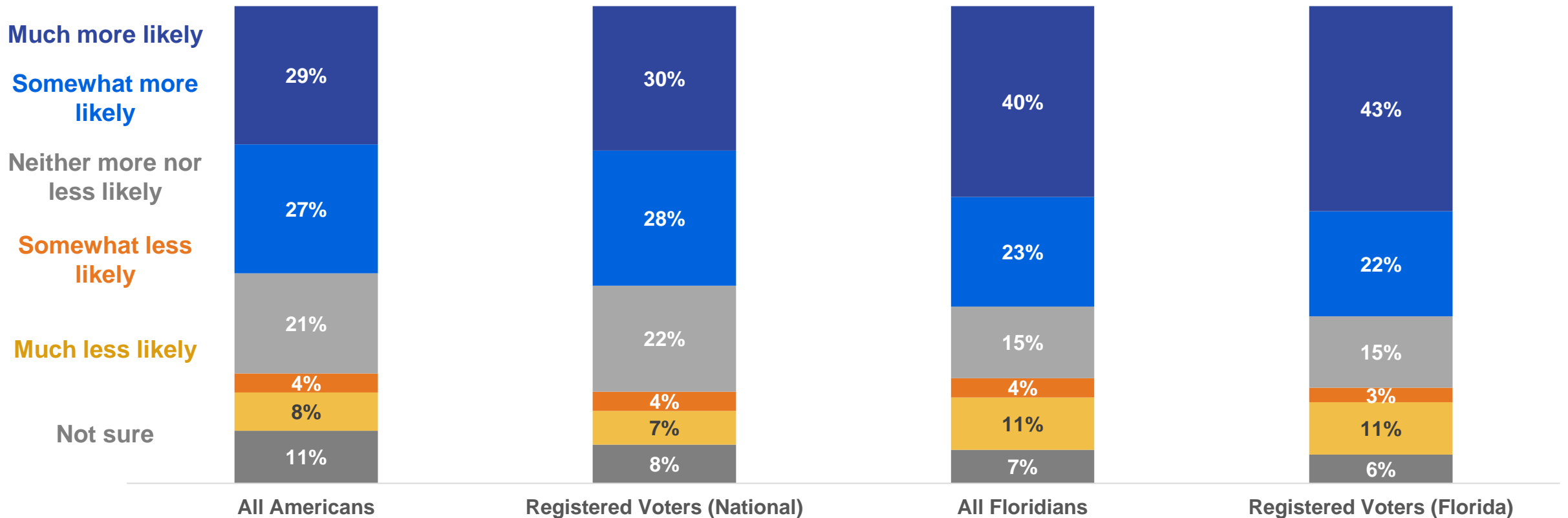


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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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# Game Changers

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**