

SHARK SURVEY

NOVEMBER/ DECEMBER 2019



R E S U L T S



Our survey was to gauge the public's perceptions of sharks and, depending on the results, get an idea of what we need to do to change this prior to the launch of SHARK ATTACK. This can then be compared to surveys done later into the campaign in the coming year.

Our target was South Africans as to not exclude or skew the data. If we targeted Ocean iMPact or WildOceans followers alone, then it would have been biased.

Over 700 people responded to the survey which is higher than the 500 mark we had set. We had thought the results would show that people are petrified of sharks, but it appears that more people than expected have a healthy respect for them.

As a result of this survey we have also gained over 600 email addresses to start and grow a database for the campaign.

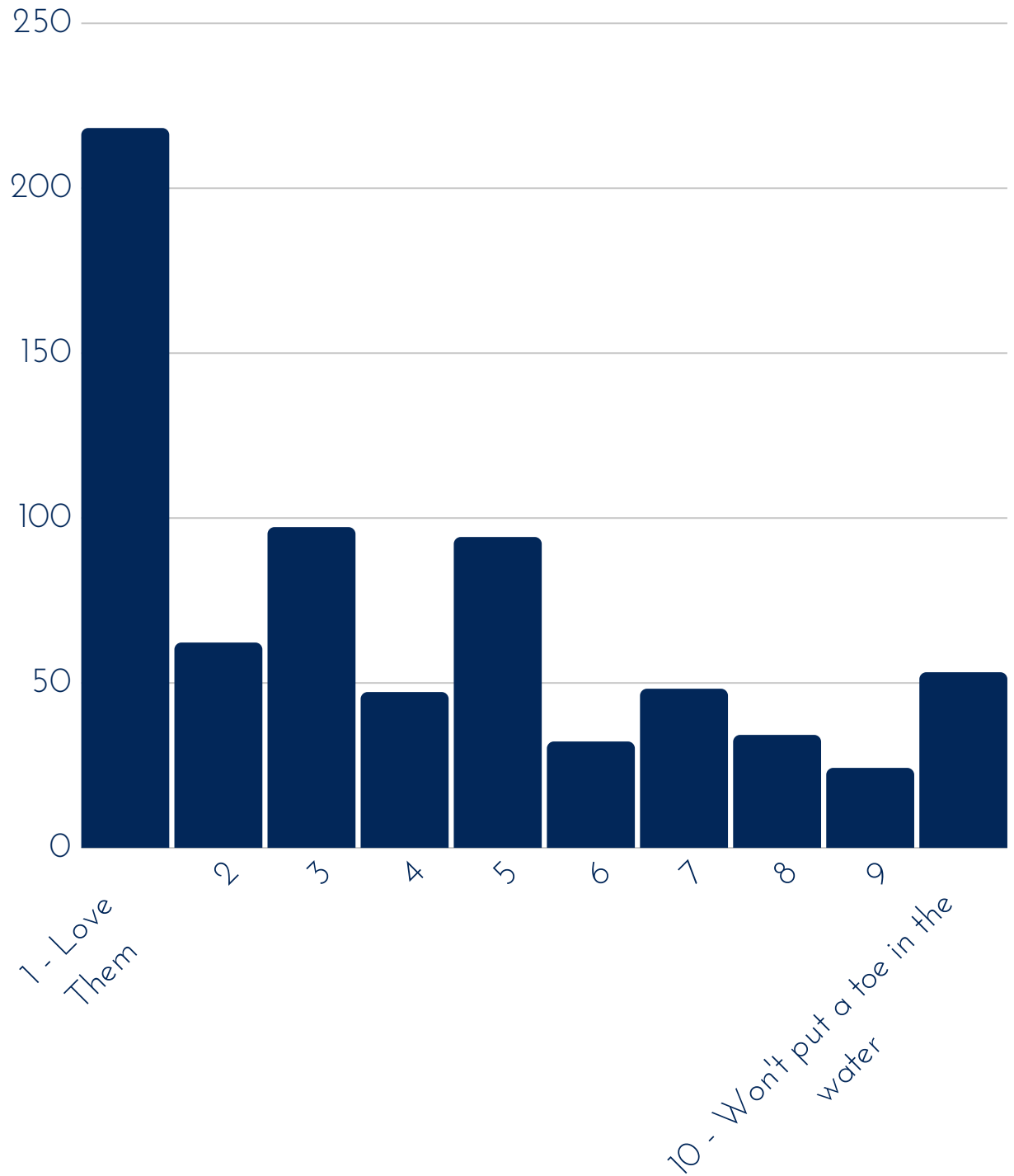
SHARK SURVEY

Question 1.

RATE YOUR FEAR OF SHARKS FROM 1 - 10

Total Responses: 711

Average: 4



RATE YOUR FEAR OF SHARKS FROM 1 - 10

Question 1 of the survey asked people to rate their fear of sharks with 1 representing that they 'Love Them' and 10 being 'Won't put a toe in the water'.

Of the 711 responses, 218 people responded that they love them with only 53 saying they will not put a toe in the water. The next highest fear rating was 3, 97 people, and then 5, 94 people. 62 people answered 2, which is one below 'Love them' and the rest of the responses were pretty evenly spread out with under 50 people responding to each.

The average response was 4, which definitely indicates that people weigh on the side of loving them rather than fearing them.

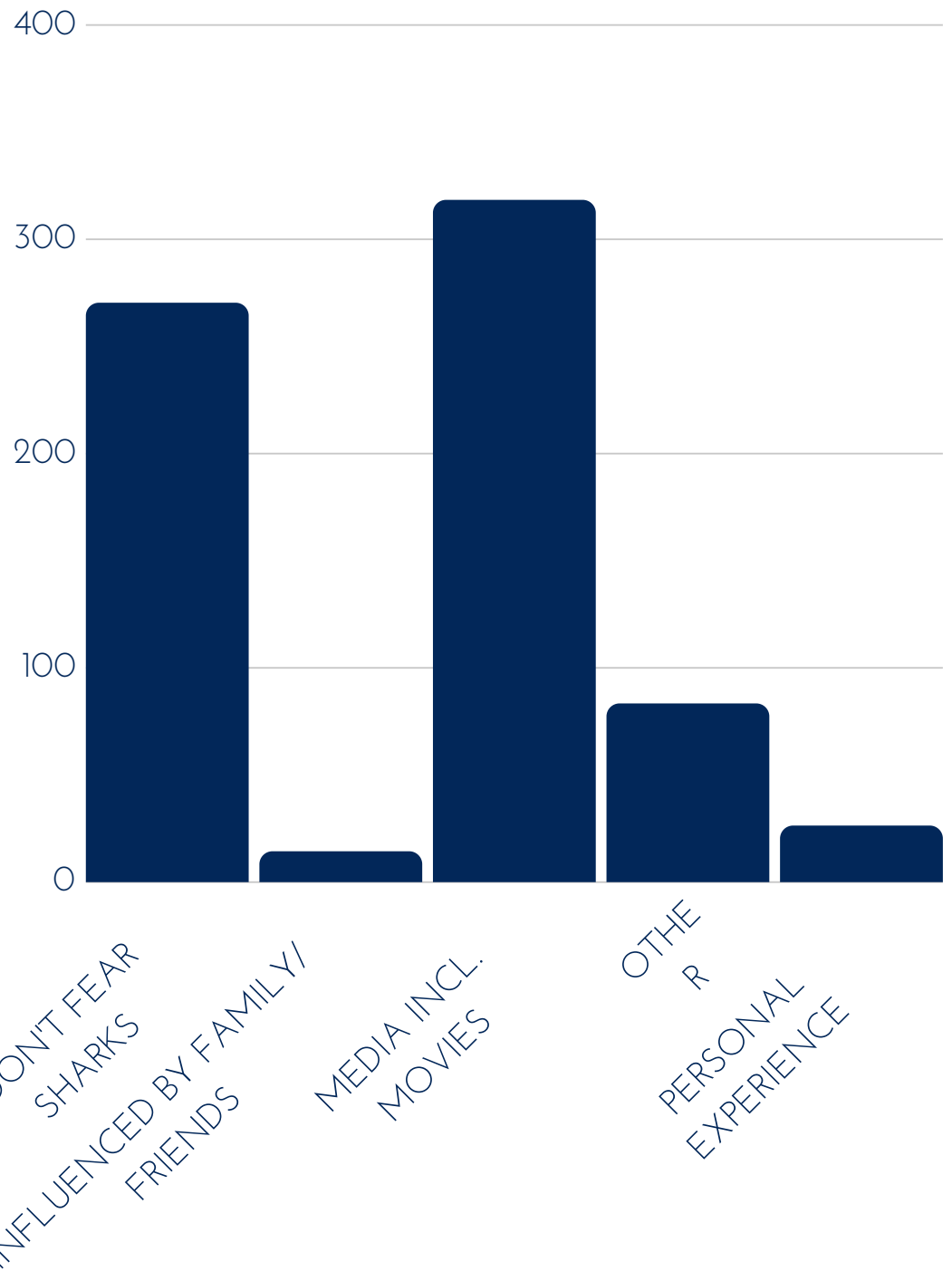
A few comments from those who clicked 'Won't put a toe in the water'

- Everything in the media shows you how vicious sharks are
- Documentaries
- Movie 'Jaws'
- I have watched quite a few movies with sharks portrayed as violent killers.
- I respect their power and understand their place in the ecosystem. It is my respect for these creatures that makes me fear them. Also, the irrational fear of a shark in the swimming pool as a child made me fear the ocean
- They are huge, intimidating and I would not want to be in the water with one because even the small ones can cause grievous injury

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Question 2.

WHERE DO YOU BELIEVE YOUR FEAR OF SHARKS STEMS FROM?



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Not surprisingly, when asked where their fear of sharks stemmed from, we received a high number of responses. 318 people out of the 711 responded that the media, including movies, was where they were influenced. But still, followed closely behind with 270 people responding that they don't fear sharks. 26 people had a personal experience that resulted in a fear of sharks and 14 were influenced by family and or friends. Reading the comments from those that answered 'Other', 83 responses, the feeling is more respect for sharks and their environment rather than fear of the sharks themselves, and not necessarily a fear of sharks but of the ocean in general.

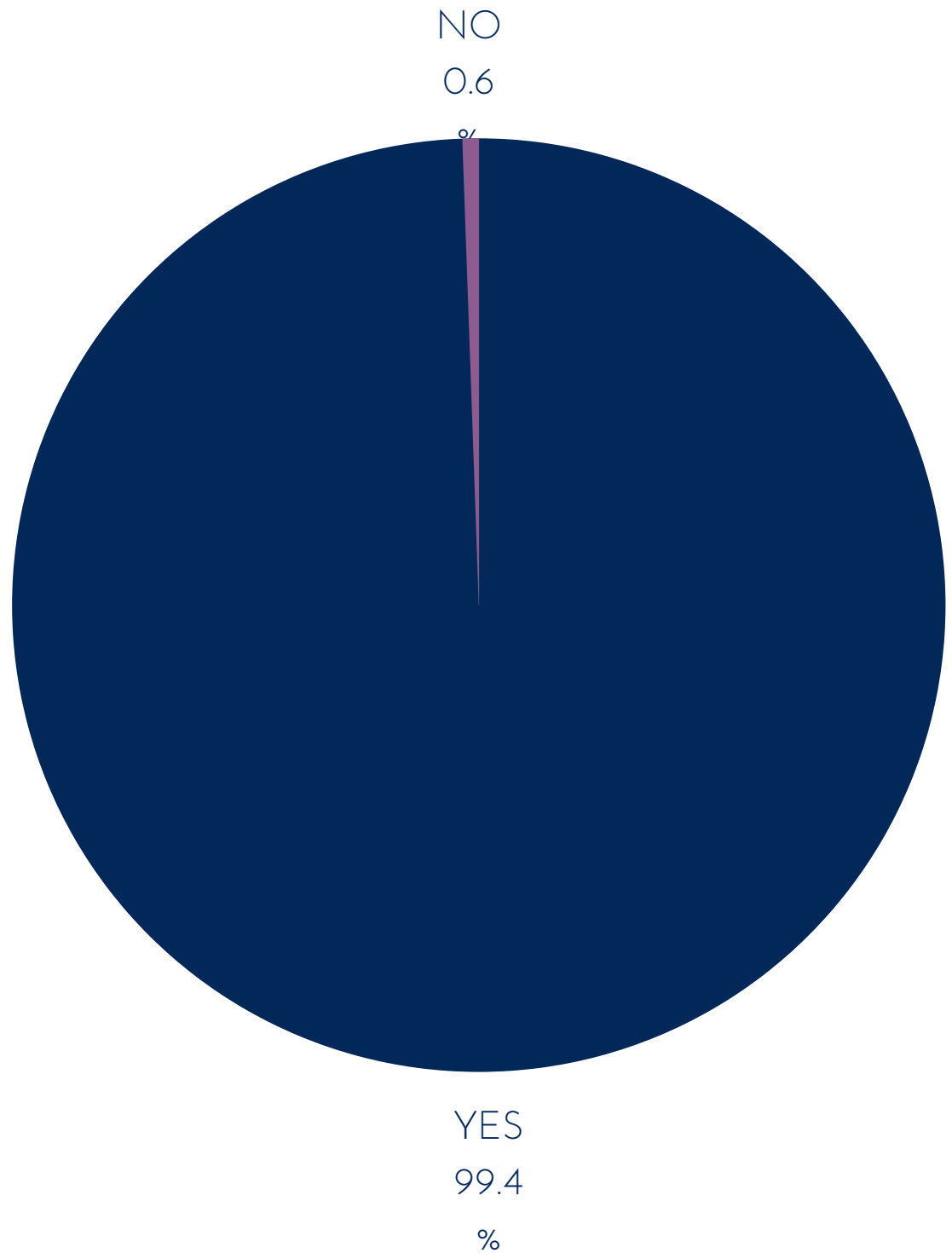
Comments from 'Other' responses:

1. Living in South Africa I have read too many stories of shark attacks. However, I also respect the fact that we are in their territory.
2. Being in their homeground when swimming
3. By fear, I mean respect that it is still a wild animal in its natural habitat.
4. Fear of unknown
5. I respect them like any wild predator animal. I don't fear them, but I won't swim in their territory either.
6. When in the sea, we are in their territory and domain. They have the advantage and are definitely fearsome!
7. I know what they can do and I respect them
8. I have no idea. Perhaps self-preservation, in the same way I fear a lion, leopard or other top predator.

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Question 3.

DO THE OCEANS NEED SHARKS?



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It is very encouraging that out of the 711 responses only 4 responses stated that the Oceans DO NOT need sharks. Three out of these four were influenced by the media and the fourth one stated 'Other' when asked where the fear stems from. Their comment was:

'Some shark species are harmless and some are not. There is nothing you can say that will convince me that Great Whites are cuddly, cute animals, because science, logic and reason suggest they are extremely dangerous.'

This respondent had a 10/10 (won't put a toe in the water) fear of sharks and the other 3 were, 7, 9 and 10, so also clearly erring on the side of fear.

Some further interesting comments from our survey

- I worked on long line vessels for almost 10 years and personally witnessed the culling / slaughtering of thousands upon thousands of sharks. 25 years later I deeply regret being a part of that.
- Am not utterly fearless, but more in awe of them and just a bit apprehensive if too many of them are very close..
- I have a fear of being out in the ocean and being pulled under by a shark
- Hearing stories of people surfing and getting bitten
- Do not fear them at all. Love interacting with sharks from Zambezi to Bronze Whalers
- From family members who all fear sharks
- Unpredictable
- I am a SCUBA diver, and I have dived with hundreds of sharks. Not one was the least interested in me.
- The media with the movies about man eating sharks allow people who watch it to develop fear of sharks instead of respect for these amazing predators
- Media has created a false depiction of shark nature in the oceans which as a consequence has created an irrational fear of sharks
- Fear of open water makes me paranoid that there might be sharks.