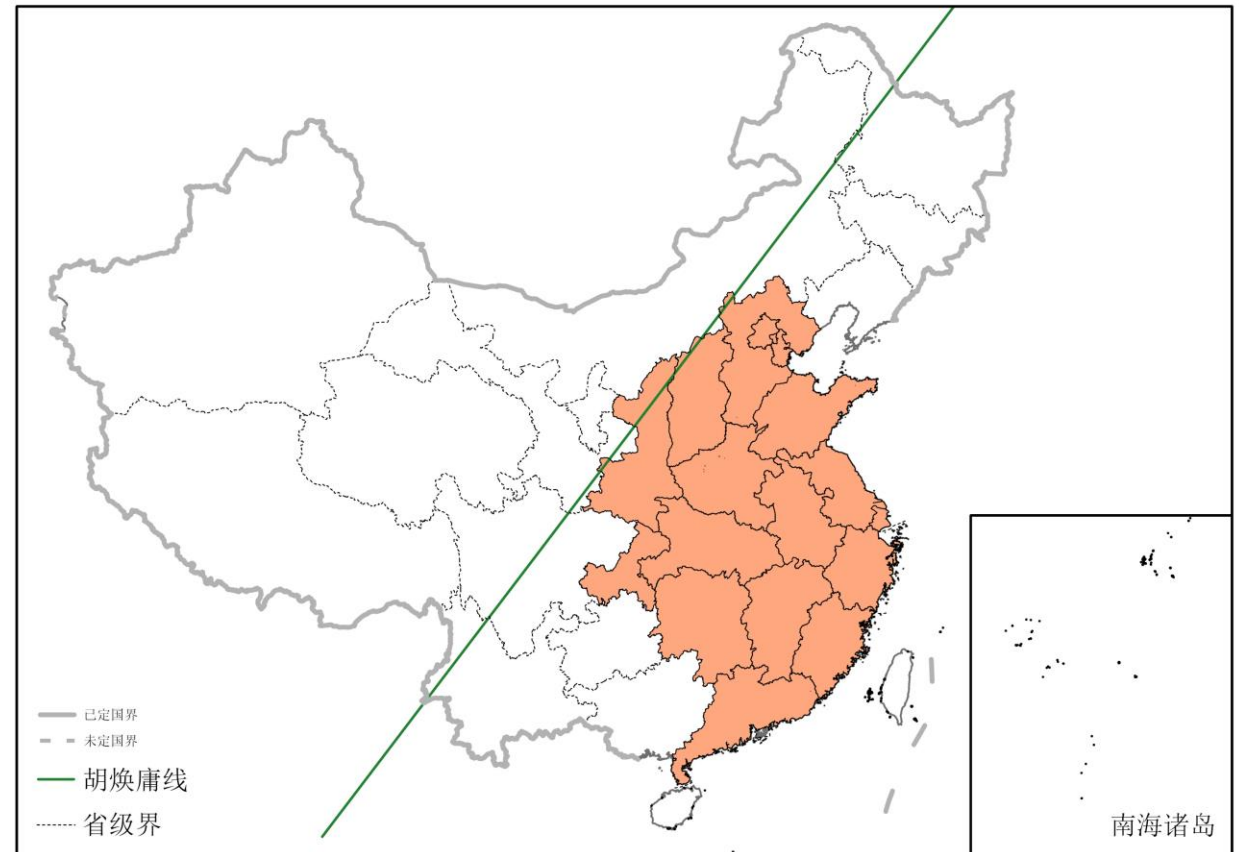


Data Collection

- 18个省/直辖市：
北京、上海、广东、浙江、江苏、
山东、河南、湖北、河北、福建、
安徽、广西、湖南、陕西、江西、
重庆、山西、天津。
- 7350 response, 7324 belongs to
the 18 province.
- 6520 persons for following
analysis



Result 1: Societal perceptions towards forest ecosystem service(FES) in China

您认为森林或公园带来的益处 *How important are the following benefits of forests to you?*

N=6520

FES items	Median	IQR	FES items	Median	IQR
Wood for timber	22	52	Education	68	43
Fuelwood	20	41	Recreation	79	35
Non-timber products	28	50	Aesthetics	80	34
Water and soil protection	77	41	Spiritual value	76	35
Air quality	85	33	Employment	59	46
Carbon storage	78	38	Habitat for plants and animals	71	45
Temperature reduction	78	36	Human health	85	30.25
Noise reduction	71	39	Natural hazard protection	68	46

(in reference to a specific forest located on a map, Scale 0=Not important, 100=very much important)

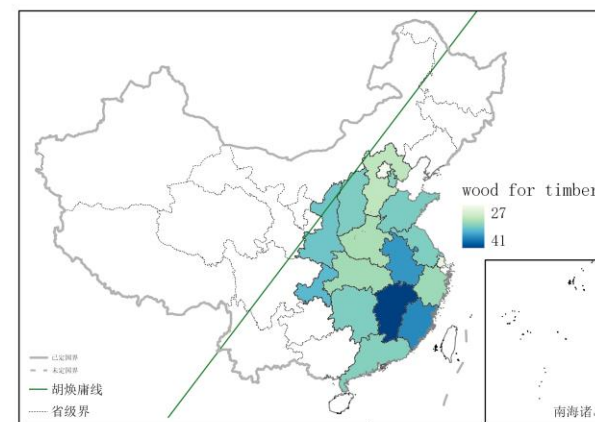
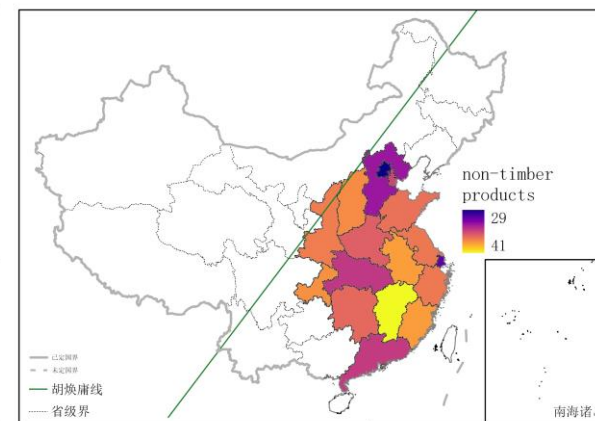
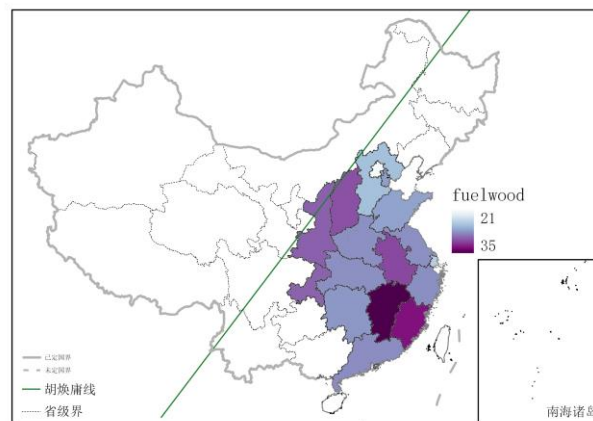


Result 2: Societal perceptions towards provisioning FES in China

— Comparison by province

中国不同省份对于森林或公园供给功能重要性的认识 N=6520

Wood for timber	广西、江西
Fuelwood	广西、江西
Non-timber products	广西、江西



(in reference to a specific forest located on a map, Scale 0=Not important, 100=very much important)

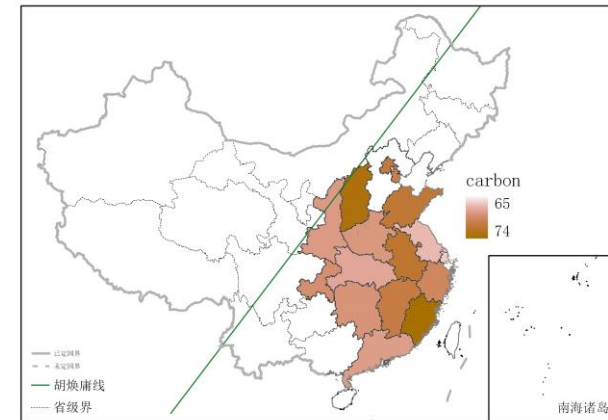
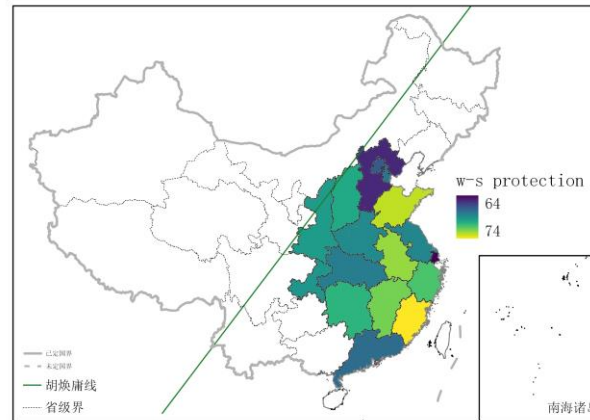
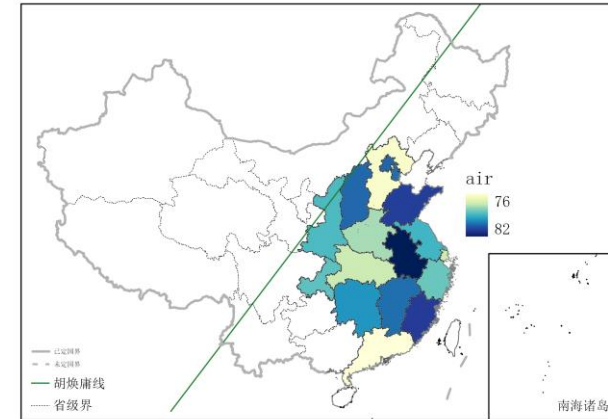
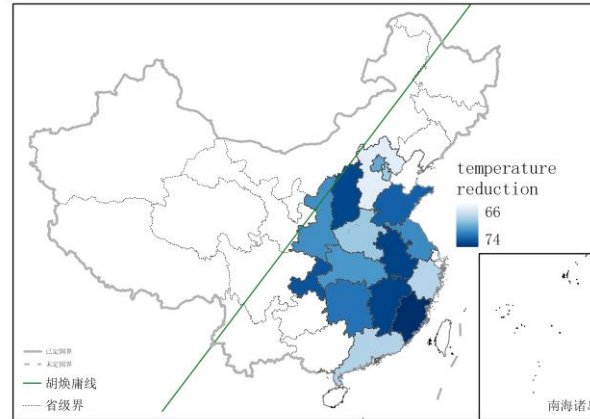


Result 2: Societal perceptions towards regulating FES in China

—Comparison by province

中国不同省份对于森林或公园调节功能重要性的认识 N=6520

Water and soil protection	山东、福建
Air quality	安徽、广西
Carbon storage	福建、山西
Temperature reduction	福建、安徽



(in reference to a specific forest located on a map, Scale 0=Not important, 100=very much important)

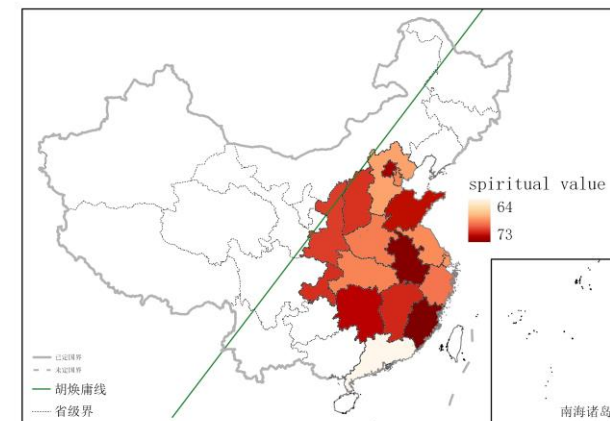
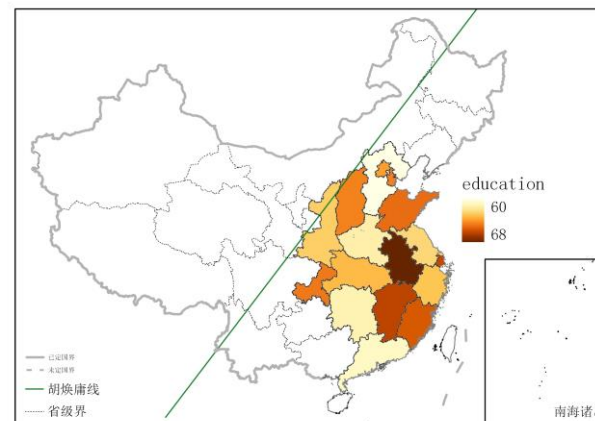
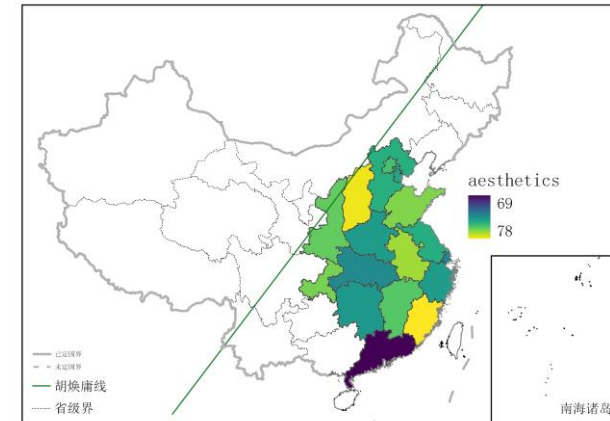
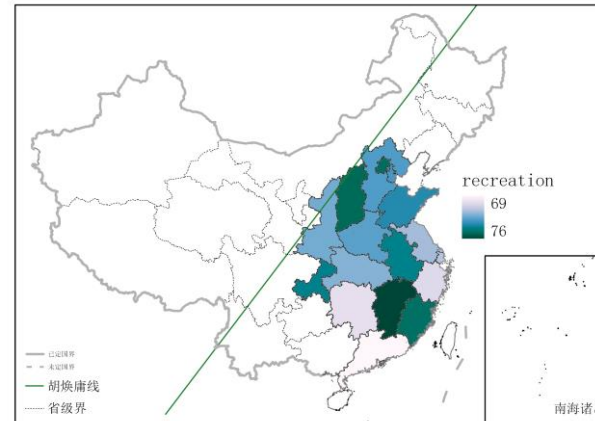


Result 4: Societal perceptions towards cultural FES in China

—Comparison by province

中国不同省份对于森林或公园文化功能重要性的认识 N=6520

Spiritual value	福建、安徽
Education	安徽、江西
Recreation	江西、山西
Aesthetics	福建、山西



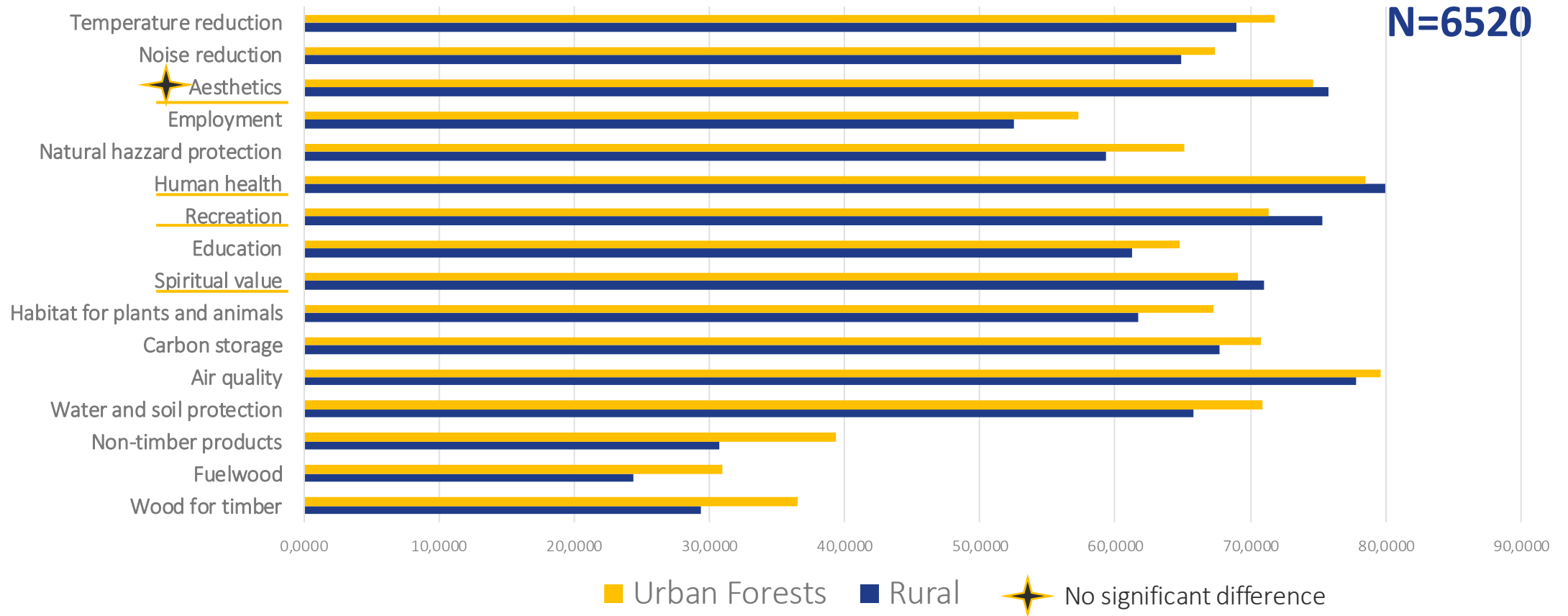
(in reference to a specific forest located on a map, Scale 0=Not important, 100=very much important)



Result 5: Societal perceptions towards forests in China

—Comparison rural vs. urban forests

中国公众对于城-乡森林或公园生态服务功能重要性认识的差异



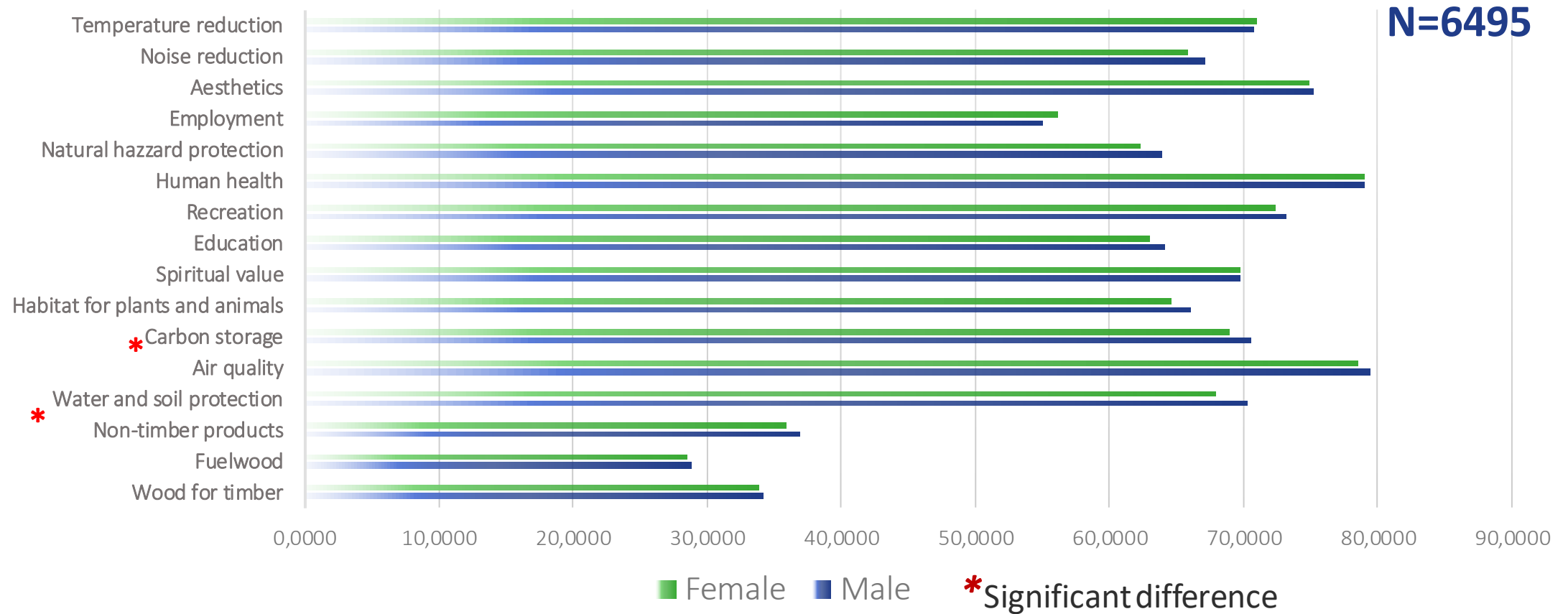
(in reference to a specific forest located on a map, Scale 0=Not important, 100=very much important)



Result 6: Societal perceptions towards forests in China

—Comparison by gender

中国公众对于森林或公园生态服务功能重要性认识的性别差异



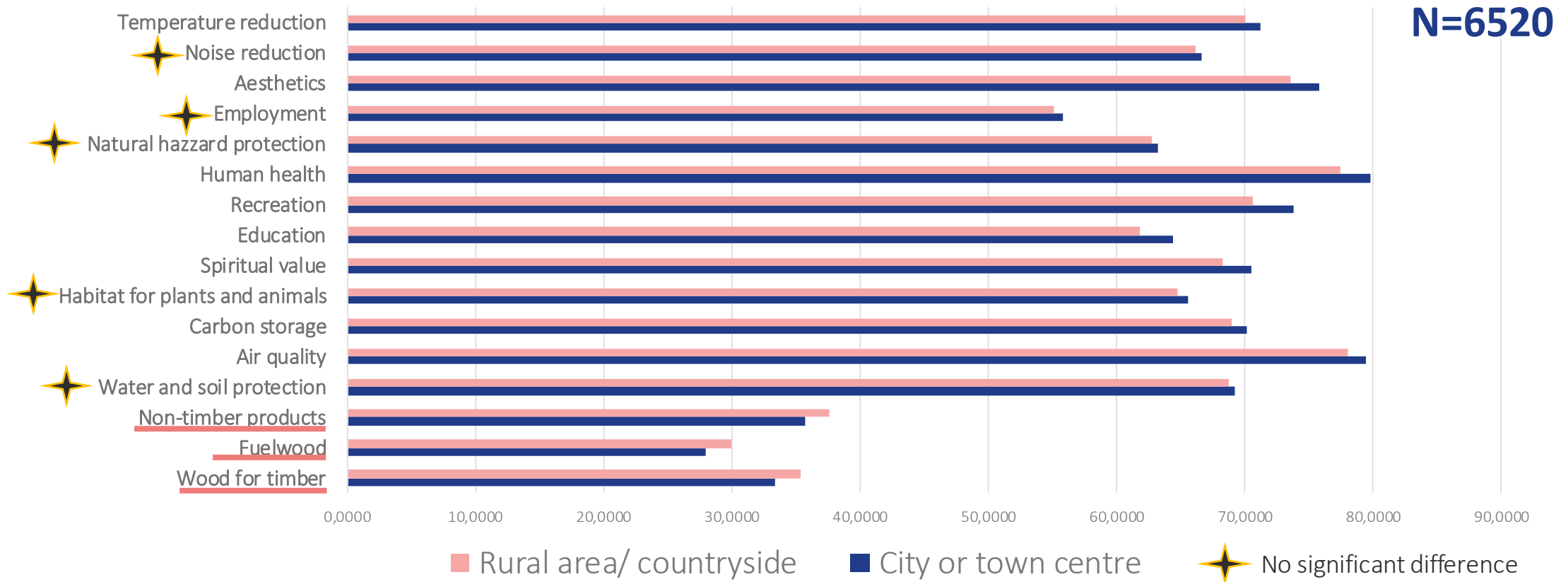
(in reference to a specific forest located on a map, Scale 0=Not important, 100=very much important)



Result 7: Societal perceptions towards forests in China

—Comparison by place of residence

不同居住地的中国公众对于森林或公园生态服务功能重要性认识的差异



(in reference to a specific forest located on a map, Scale 0=Not important, 100=very much important)



Summary

- The same with European Countries, higher demand for regulating and cultural FES compared to provisioning FES.
- Demand towards FES regionally diverse within 18 provinces, deeper analysis is needed.
- FES shows more strong differences between type of forest, and the place of residence compared to the gender.



Future work

- EU-CN data pre-processing
- Comparison analysis
- Deep analysis regarding the differences between EU and China
- Mapping

