



# Survey on Seoul citizen's cognition of Biodiversity

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# Economic value of biodiversity

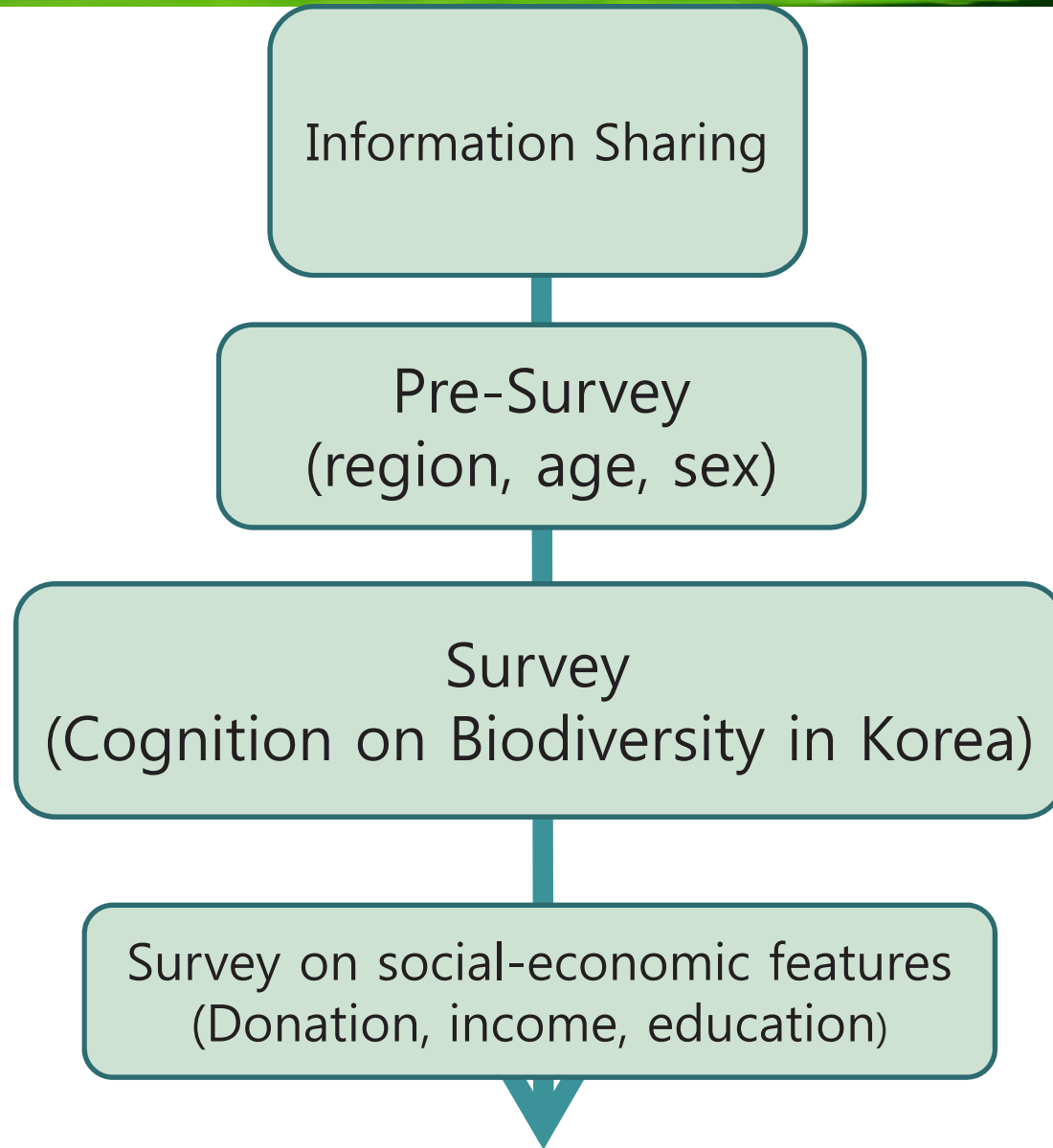
	Category 1	Category 2	Utility	Choice
Total economic value	Direct use	Consuming use	Commercial use	X
	Indirect use	Non-consuming use	Cultural, Aesthetic Value Recreation(tourism) Health Education Information	√
		Ecosystem service	Circulation of Nature Flood control Water quality control	√
	Nonuse	Choice value	Adaptation, Conservation of Ecosystem	√
		Conservation value	Culture, Heritage	√

# Summary of survey

## ■ Summary of survey

- Date: 1/May/2014-16/May/2014
- Who: Seoul citizen 300
- Survey : face to face interview
- Institute of surveying: Korean Gallop
- Name of survey: Survey on non-market value of Korea's biodiversity

# Survey structure



# Information sharing

Definition of biodiversity

- Diversification of wild animals, plants, insects
- The variety of different living organisms within a particular area or habitat

Structure of Biodiversity

















1) Species of wildlife (Familiar/Endangered)  
(Harper and Hawksworth, 1995)

2) Habitat quality (Mountain, Wetland, countryside)  
(Arts et al. 1990)

















3) Ecosystem function or services(Direct/indirect)  
(Steneck and Dethier, 1994)



# Endangered Species in mountain habitat

















① 광릉요강꽃	② 죽백란	③ 털복주머니난	④ 장수하늘소
			
⑤ 대륙사슴	⑥ 반달가슴곰	⑦ 붉은 박쥐	⑧ 사향노루
			
⑨ 산양	⑩ 스라소니	⑪ 여우	⑫ 표범
			
⑬ 호랑이	⑭ 늑대	⑮ 크낙새	⑯ 산골뚝나비
			

# Endangered Species in grassland habitat

① 비바리뱀	② 산골뚝나비	③ 수염품덩이	④ 상재나비
			
⑤ 나도풍란	⑥ 만년콩	⑦ 섬개야광나무	⑧ 암매
			
⑨ 풍란	⑩ 한란	⑪ 느시	⑫ 단양쑥부쟁이
			
⑬ 독수리	⑭ 뜰부기	⑮ 무당새	⑯ 무산쇠족제비
			



















# Endangered Species in wetland habitat

① 넓적부리도요	② 노랑부리백노	③ 저어새	④ 참수리
			
⑤ 흰꼬리수리	⑥ 황새	⑦ 수달	⑧ 수원청개구리
			
⑨ 두드럭조개	⑩ 귀이빨대칭이	⑪ 청다리도요사촌	⑫ 남방방게
			
⑬ 붉은발말뚱게	⑭ 금개구리	⑮ 알락꼬리마도요	⑯ 흰발농게
			



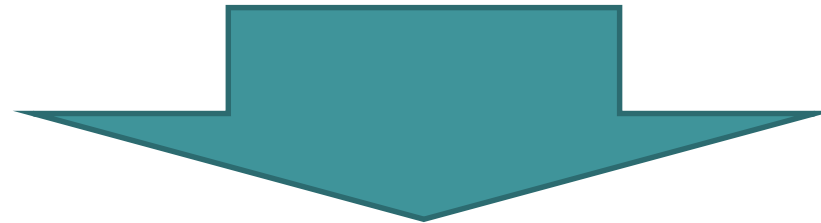
# Endangered Species in water habitat

① 귀이빨대칭이 	② 두드럭조개 	③ 수달 	④ 감돌고기 
⑤ 꼬치동자개 	⑥ 남방동사리 	⑦ 미호종개 	⑧ 얼룩새코미꾸리 
⑨ 여울마자 	⑩ 임신납자루 	⑪ 통사리 	⑫ 흰수마자 
⑬ 순채 	⑭ 깍저기 	⑮ 남생이 	⑯ 다목장어 

# Level of threat and its effect of biodiversity

Alternative of threat

- Expanding cropland
- Land development for cities and industries
- Indiscriminate harvesting



Effect of reduction of biodiversity

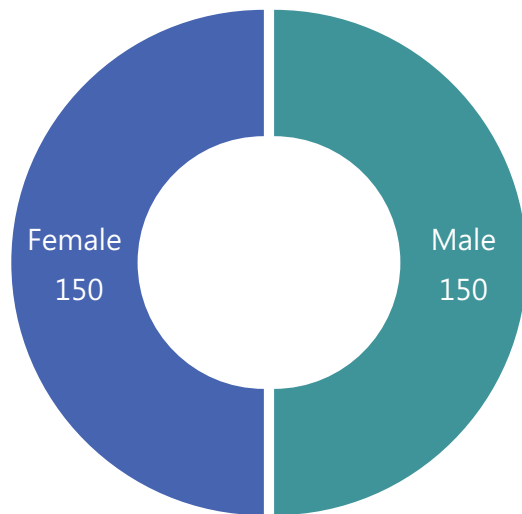
- Reduction of number of wildlife (familiar or endangered species)
- Reduction of habitat quality may cause degrading of biodiversity
- More frequent flood, degrading of water quality and air quality and acceleration of climate change

# Policy options

Structure		Policy options
1	Avoiding reduction of wildlife	<ul style="list-style-type: none"><li>a. Avoiding reduction of familiar species of wildlife</li><li>b. Avoiding reduction of familiar and endangered species of wildlife</li><li>c. Recovery of endangered species of wildlife</li></ul>
2	Habitat Control	<ul style="list-style-type: none"><li>a. Avoiding Reduction of function of habitat</li><li>b. Recovery of habitat</li></ul>
3	Ecosystem Enhancement	<ul style="list-style-type: none"><li>a. Recovery of function of ecosystem directly impacting on human being</li><li>b. Recovery of function of ecosystem directly and indirectly impacting on human being</li></ul>

# Sex and age

[Sex]

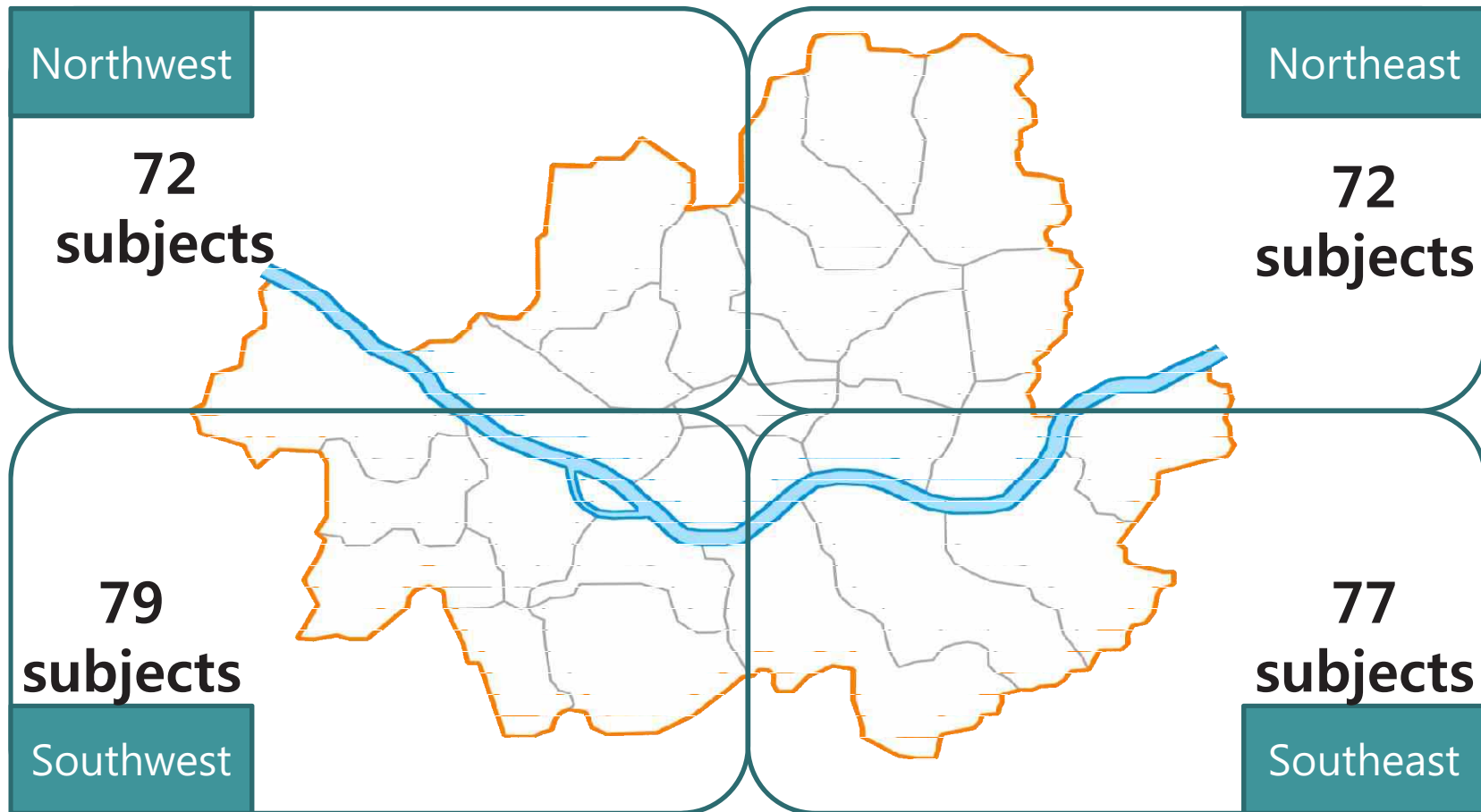


[Age]

category	distribution
10 years	5
20 years	68
30 years	76
40 years	79
50 years	72



# Regional distribution



# Income distribution

Monthly average income(Korean won)		Distribution
1	Less than100	16
2	100-200	19
3	200-300	42
4	300-400	82
5	400-500	77
6	500-600	36
7	600-700	11
8	700-800	10
9	800-900	5
10	900 and over	2

# Occupation

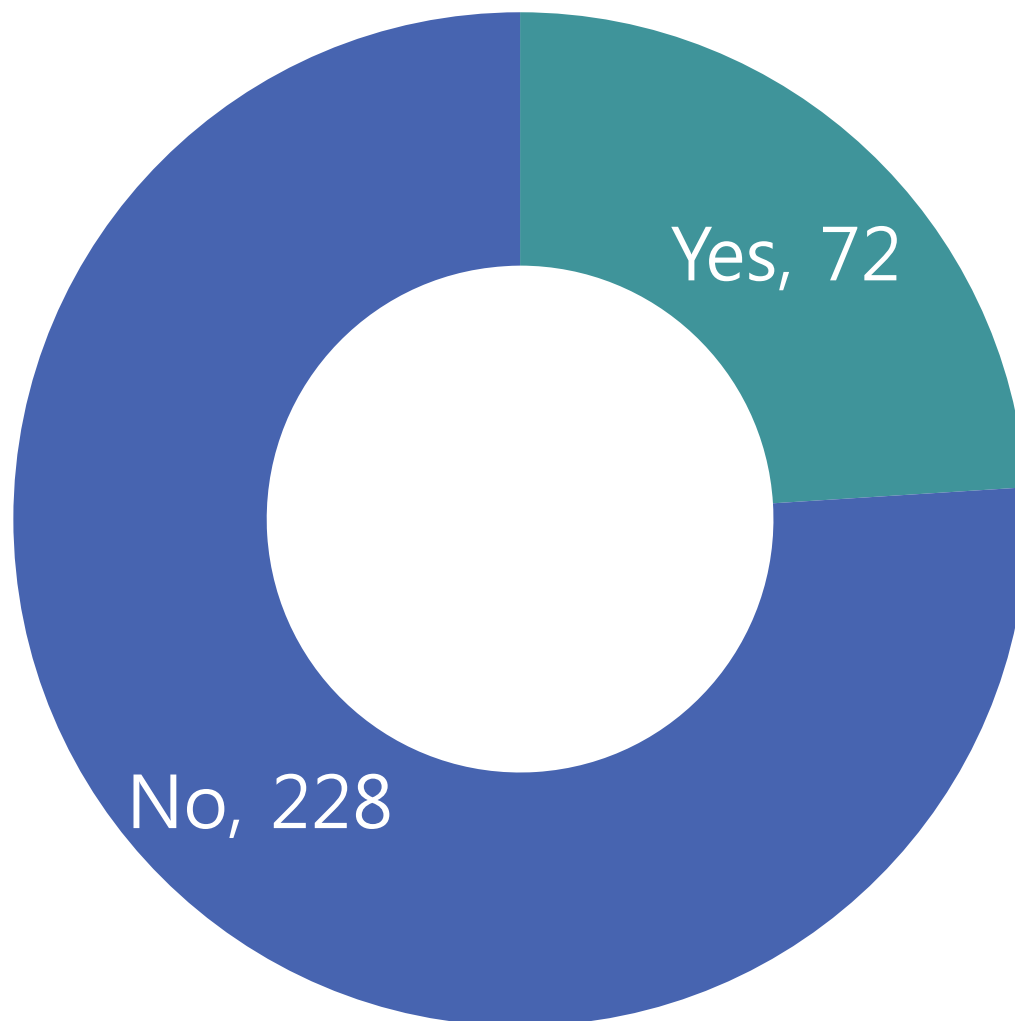
Category		Distribution
1	Professional	9
2	Management	5
3	Office	49
4	Sales service	53
5	Manufacturer	3
6	Self employed	83
7	Housekeeping	54
8	Students	41
9	Non employed	3

# Final education

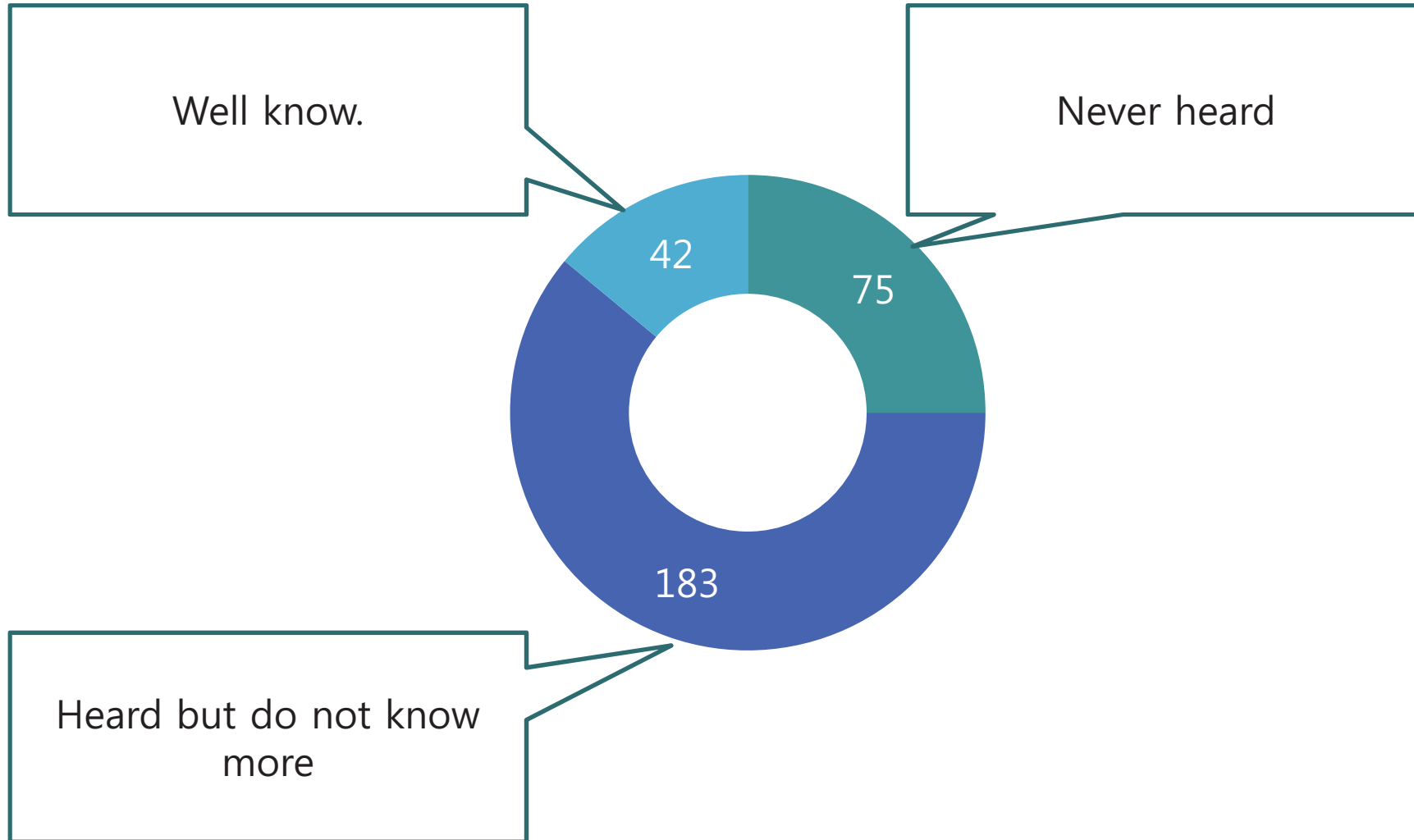
Category		Distribution
1	Less than Middle school	3
2	High school	109
3	Community college	51
4	Under graduate	131
5	Graduate and over	6



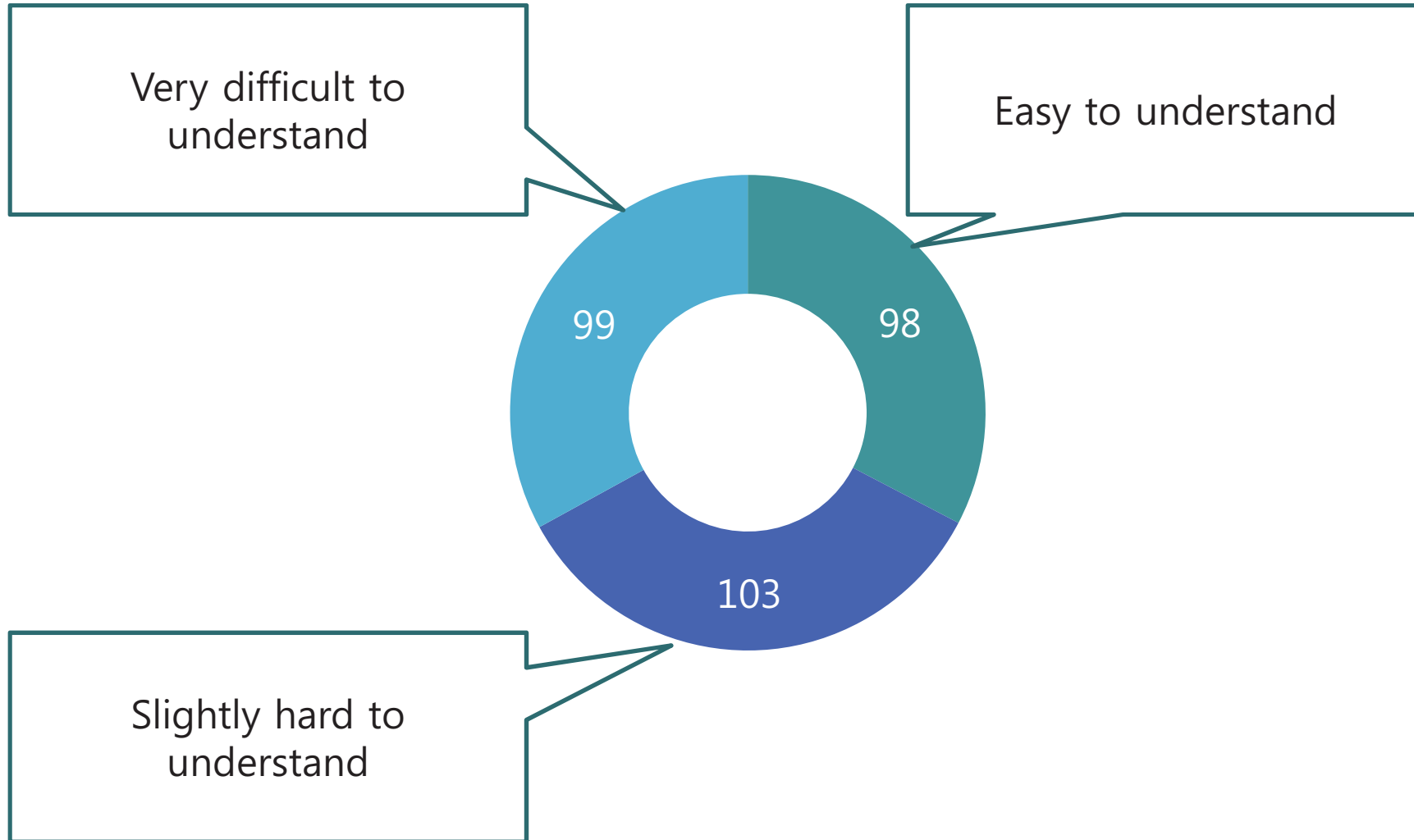
# Donation



# Prior Knowledge on biodiversity



# How easy to understand term "biodiversity"



# Prior knowledge on nonmarket value of biodiversity

## [Answer on recognition of nonmarket value of biodiversity]

		No	Yes
1	Aesthetic Value	265	35
2	Mental stability value	283	17
3	Education value	281	19
4	Maintaining ecosystem	279	21
5	Reducing climate change & Conservation of air & water quality	292	8
6	Moral value	285	15
7	Stewardship value	290	10



마스터 제목 스타일 편집

Thanks for  
attention