

## Supplementary Material

**Tab. S1** - Sociodemographic characteristics of the sample.

Characteristic	Category	n	%
<b>Age</b>	Mean (SD)	50.98 (14.68)	—
	Range	18–89	—
<b>Age group (UNESCO)</b>	18–24	101	4.6
	25–34	261	11.9
	35–44	345	15.7
	45–54	503	22.9
	55–64	561	25.6
	65+	421	19.2
<b>Gender</b>	Women	1001	45.6
	Men	1192	54.4
<b>Educational level</b>	Middle school	105	4.8
	High school diploma	786	35.8
	Bachelor's/Master's degree	875	39.9
	Postgraduate specialization/PhD	230	10.5
	Elementary school	4	0.2
	Master (postgraduate)	193	8.8
<b>Marital status</b>	Single	515	23.5
	Married	1080	49.2
	Cohabiting	241	11.0
	In a relationship (non-cohabiting)	126	5.7
	Divorced/Separated	187	8.5
	Widowed	44	2.0
<b>Region of residence</b>	Lombardy	360	16.4
	Piedmont	309	14.1
	Lazio	203	9.3
	Puglia	200	9.1
	Tuscany	196	8.9
	Emilia-Romagna	112	5.1
	Veneto	125	5.7
	Calabria	113	5.2
	Abruzzo	48	2.2
	Friuli-Venezia Giulia	63	2.9
	Sardinia	75	3.4
	Sicily	50	2.3
	Marche	53	2.4
	Umbria	69	3.1
	Liguria	36	1.6
	Campania	65	3.0
Basilicata	33	1.5	
Molise	26	1.2	
Trentino-Alto Adige/Südtirol	45	2.1	

<b>Characteristic</b>	<b>Category</b>	<b>n</b>	<b>%</b>
<b>Geographical macro-area</b>	Valle d'Aosta	12	0.5
	North-West	717	32.7
	North-East	345	15.7
	Center	521	23.8
	South	485	22.1
	Islands	125	5.7
	<b>Employment status (reclassified)</b>	Full-time workers	1063
Self-employed / Entrepreneurs		330	15.0
Retirees		385	17.6
Part-time workers		147	6.7
Students & academic trainees		138	6.3
Homemakers		35	1.6
Unemployed		36	1.6
Apprentices / trainees		21	1.0
Other professions (<0.1% each)		<15	<1

**Tab. S2** - Perceived threats to forests by macro-area (frequencies and row percentages).

Threat	Macro-area	No	Yes	% Yes
<b>Climate crisis</b>	North-West	285	432	60.3%
	North-East	125	220	63.8%
	Centre	196	325	62.4%
	South	199	286	59.0%
	Islands	56	69	55.2%
	<b>TOTAL</b>		<b>861</b>	<b>1332</b>
<b>Drought</b>	North-West	389	328	45.7%
	North-East	183	162	47.0%
	Centre	262	259	49.7%
	South	241	244	50.3%
	Islands	52	73	58.4%
	<b>TOTAL</b>		<b>1127</b>	<b>1066</b>
<b>Excessive logging</b>	North-West	420	297	41.4%
	North-East	209	136	39.4%
	Centre	267	254	48.8%
	South	273	212	43.7%
	Islands	76	49	39.2%
	<b>TOTAL</b>		<b>1245</b>	<b>948</b>
<b>Illegal logging</b>	North-West	372	345	48.1%
	North-East	190	155	44.9%
	Centre	262	259	49.7%
	South	211	274	56.5%
	Islands	76	49	39.2%
	<b>TOTAL</b>		<b>1111</b>	<b>1082</b>
<b>Illegal dumping of waste</b>	North-West	215	502	70.0%
	North-East	151	194	56.2%
	Centre	162	359	68.9%
	South	127	358	73.8%
	Islands	44	81	64.8%
	<b>TOTAL</b>		<b>699</b>	<b>1494</b>
<b>Biodiversity loss</b>	North-West	379	338	47.1%
	North-East	194	151	43.8%
	Centre	286	235	45.1%
	South	262	223	46.0%
	Islands	69	56	44.8%
	<b>TOTAL</b>		<b>1190</b>	<b>1003</b>
<b>Hydrogeological instability</b>	North-West	374	343	47.8%
	North-East	199	146	42.3%
	Centre	262	259	49.7%
	South	276	209	43.1%
	Islands	66	59	47.2%
	<b>TOTAL</b>		<b>1177</b>	<b>1016</b>
<b>Forest fires</b>	North-West	220	497	69.3%
	North-East	114	231	67.0%

<b>Threat</b>	<b>Macro-area</b>	<b>No</b>	<b>Yes</b>	<b>% Yes</b>
	Centre	121	400	76.8%
	South	109	376	77.5%
	Islands	13	112	89.6%
	<b>TOTAL</b>	<b>577</b>	<b>1616</b>	<b>73.7%</b>
<b>Storms and insects</b>	North-West	531	186	25.9%
	North-East	244	101	29.3%
	Centre	390	131	25.1%
	South	387	98	20.2%
	Islands	99	26	20.8%
	<b>TOTAL</b>	<b>1651</b>	<b>542</b>	<b>24.7%</b>
	<b>Invasive alien species</b>	North-West	431	286
	North-East	231	114	33.0%
	Centre	348	173	33.2%
	South	342	143	29.5%
	Islands	81	44	35.2%
	<b>TOTAL</b>	<b>1433</b>	<b>760</b>	<b>34.7%</b>

**Tab. S3** - Information needs about forests by macro-area (frequencies and row percentages).

<b>Topic</b>	<b>Macro-areas</b>	<b>No</b>	<b>Yes</b>	<b>% Yes</b>
<b>Forests and health</b>	North-West	324	393	54.8%
	North-East	144	201	58.3%
	Centre	217	304	58.3%
	South	193	292	60.2%
	Islands	58	67	53.6%
<b>TOTAL</b>		936	1257	57.3%
<b>Wildfires and prevention</b>	North-West	464	253	35.3%
	North-East	224	121	35.1%
	Centre	297	224	43.0%
	South	278	207	42.7%
	Islands	52	73	58.4%
<b>TOTAL</b>		1315	878	40.0%
<b>Where forests are located</b>	North-West	372	345	48.1%
	North-East	207	138	40.0%
	Centre	280	241	46.3%
	South	282	203	41.9%
	Islands	77	48	38.4%
<b>TOTAL</b>		1218	975	44.5%
<b>Environmental crimes and damage</b>	North-West	505	212	29.6%
	North-East	248	97	28.1%
	Centre	341	180	34.5%
	South	312	173	35.7%
	Islands	83	42	33.6%
<b>TOTAL</b>		1489	704	32.1%
<b>Climate crisis</b>	North-West	367	350	48.8%
	North-East	165	180	52.2%
	Centre	242	279	53.6%
	South	231	254	52.4%
	Islands	68	57	45.6%
<b>TOTAL</b>		1073	1120	51.1%
<b>Forest management</b>	North-West	325	392	54.7%
	North-East	166	179	51.9%
	Centre	255	266	51.1%
	South	221	264	54.4%
	Islands	60	65	52.0%
<b>TOTAL</b>		1027	1166	53.2%
<b>Biodiversity and protected areas</b>	North-West	303	414	57.7%
	North-East	125	220	63.8%
	Centre	213	308	59.1%
	South	191	294	60.6%
	Islands	46	79	63.2%
<b>TOTAL</b>		878	1315	60.0%

**Tab. S4** - Information sources about forests by macro-area (frequencies and row percentages).

Information source	Macro-area	No	Yes	% Yes
<b>TV news</b>	North-West	651	66	9.2%
	North-East	317	28	8.1%
	Centre	470	51	9.8%
	South	435	50	10.3%
	Islands	112	13	10.4%
	<b>TOTAL</b>	<b>1985</b>	<b>208</b>	<b>9.5%</b>
<b>Documentaries</b>	North-West	233	484	67.5%
	North-East	140	205	59.4%
	Centre	172	349	67.0%
	South	167	318	65.6%
	Islands	56	69	55.2%
	<b>TOTAL</b>	<b>768</b>	<b>1425</b>	<b>65.0%</b>
<b>Scientific journals</b>	North-West	219	498	69.5%
	North-East	106	239	69.3%
	Centre	171	350	67.2%
	South	149	336	69.3%
	Islands	37	88	70.4%
	<b>TOTAL</b>	<b>682</b>	<b>1511</b>	<b>68.9%</b>
<b>Popular science magazines</b>	North-West	429	288	40.2%
	North-East	195	150	43.5%
	Centre	305	216	41.5%
	South	272	213	43.9%
	Islands	76	49	39.2%
	<b>TOTAL</b>	<b>1277</b>	<b>916</b>	<b>41.8%</b>
<b>Weekly/monthly magazines</b>	North-West	679	38	5.3%
	North-East	325	20	5.8%
	Centre	486	35	6.7%
	South	459	26	5.4%
	Islands	122	3	2.4%
	<b>TOTAL</b>	<b>2071</b>	<b>122</b>	<b>5.6%</b>
<b>Instagram / social media</b>	North-West	666	51	7.1%
	North-East	314	31	9.0%
	Centre	481	40	7.7%
	South	432	53	10.9%
	Islands	115	10	8.0%
	<b>TOTAL</b>	<b>2008</b>	<b>185</b>	<b>8.4%</b>
<b>Forestry corps / Carabinieri</b>	North-West	393	324	45.2%
	North-East	174	171	49.6%
	Centre	296	225	43.2%
	South	292	193	39.8%
	Islands	61	64	51.2%
	<b>TOTAL</b>	<b>1216</b>	<b>977</b>	<b>44.6%</b>
<b>National/regional parks</b>	North-West	206	511	71.3%
	North-East	113	232	67.2%

<b>Information source</b>	<b>Macro-area</b>	<b>No</b>	<b>Yes</b>	<b>% Yes</b>
	Centre	165	356	68.3%
	South	199	286	59.0%
	Islands	49	76	60.8%
	<b>TOTAL</b>	<b>732</b>	<b>1461</b>	<b>66.6%</b>
<b>Online forums</b>	North-West	667	50	7.0%
	North-East	324	21	6.1%
	Centre	484	37	7.1%
	South	460	25	5.2%
	Islands	112	13	10.4%
	<b>TOTAL</b>	<b>2047</b>	<b>146</b>	<b>6.7%</b>
<b>Environmental NGOs</b>	North-West	397	320	44.6%
	North-East	200	145	42.0%
	Centre	263	258	49.5%
	South	279	206	42.5%
	Islands	70	55	44.0%
<b>TOTAL</b>	<b>1209</b>	<b>984</b>	<b>44.9%</b>	
<b>Wood industry</b>	North-West	696	21	2.9%
	North-East	332	13	3.8%
	Centre	508	13	2.5%
	South	469	16	3.3%
	Islands	120	5	4.0%
	<b>TOTAL</b>	<b>2125</b>	<b>68</b>	<b>3.1%</b>
<b>Energy companies</b>	North-West	697	20	2.8%
	North-East	334	11	3.2%
	Centre	510	11	2.1%
	South	476	9	1.9%
	Islands	122	3	2.4%
	<b>TOTAL</b>	<b>2139</b>	<b>54</b>	<b>2.5%</b>