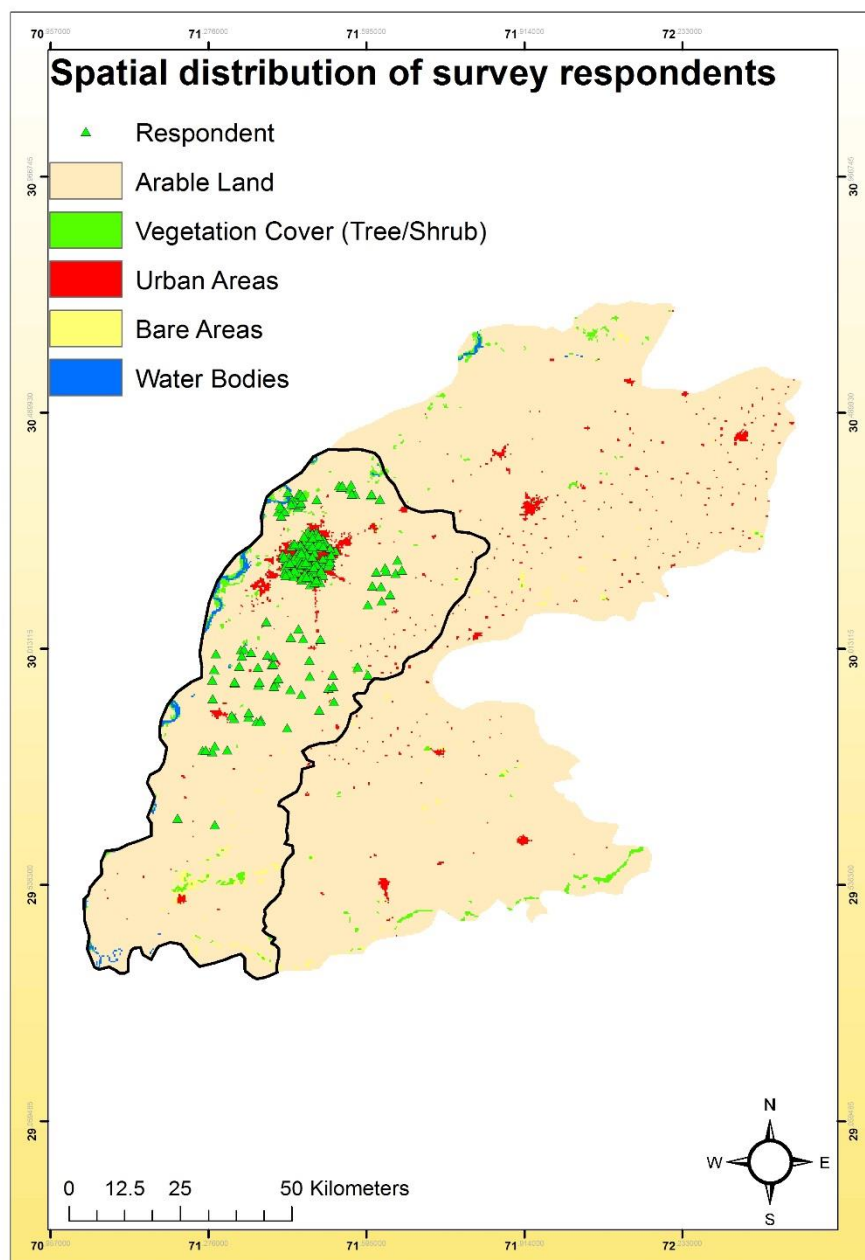


Supplementary Table S1. Reclassification of the European Space Agency (ESA) Land cover map for this study. Land cover classes shown in the same color were merged together for spatial analysis in this study.

Original ESA Land Cover Classes	Reclassified Land Cover Classes
10; Cropland	Arable Land
11; Herbaceous cover;255;255;100	
12; Tree or shrub cover;255;255;0	Vegetation cover (tree/shrub)
20; Cropland	
30; Mosaic cropland (>50%) / natural vegetation (tree	Urban Area
40; Mosaic natural vegetation (tree	
50; Tree cover	Bare Area
60; Tree cover	
70; Tree cover	Body of Water
100; Mosaic tree and shrub (>50%) / herbaceous cover (<50%);140;160;0	
110; Mosaic herbaceous cover (>50%) / tree and shrub (<50%);190;150;0	
120; Shrubland;150;100;0	
122; Shrubland deciduous;150;100;0	
130; Grassland;255;180;50	
150; Sparse vegetation (tree	
180; Shrub or herbaceous cover	
190 ;Urban areas;195;20;0	
200; Bare areas;255;245;215	
201; Consolidated bare areas;220;220;220	
202; Unconsolidated bare areas;255;245;215	
210; Water bodies;0;70;200	

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23 **Supplementary Figure S1.** Domicile location of respondents interviewed in the study area.



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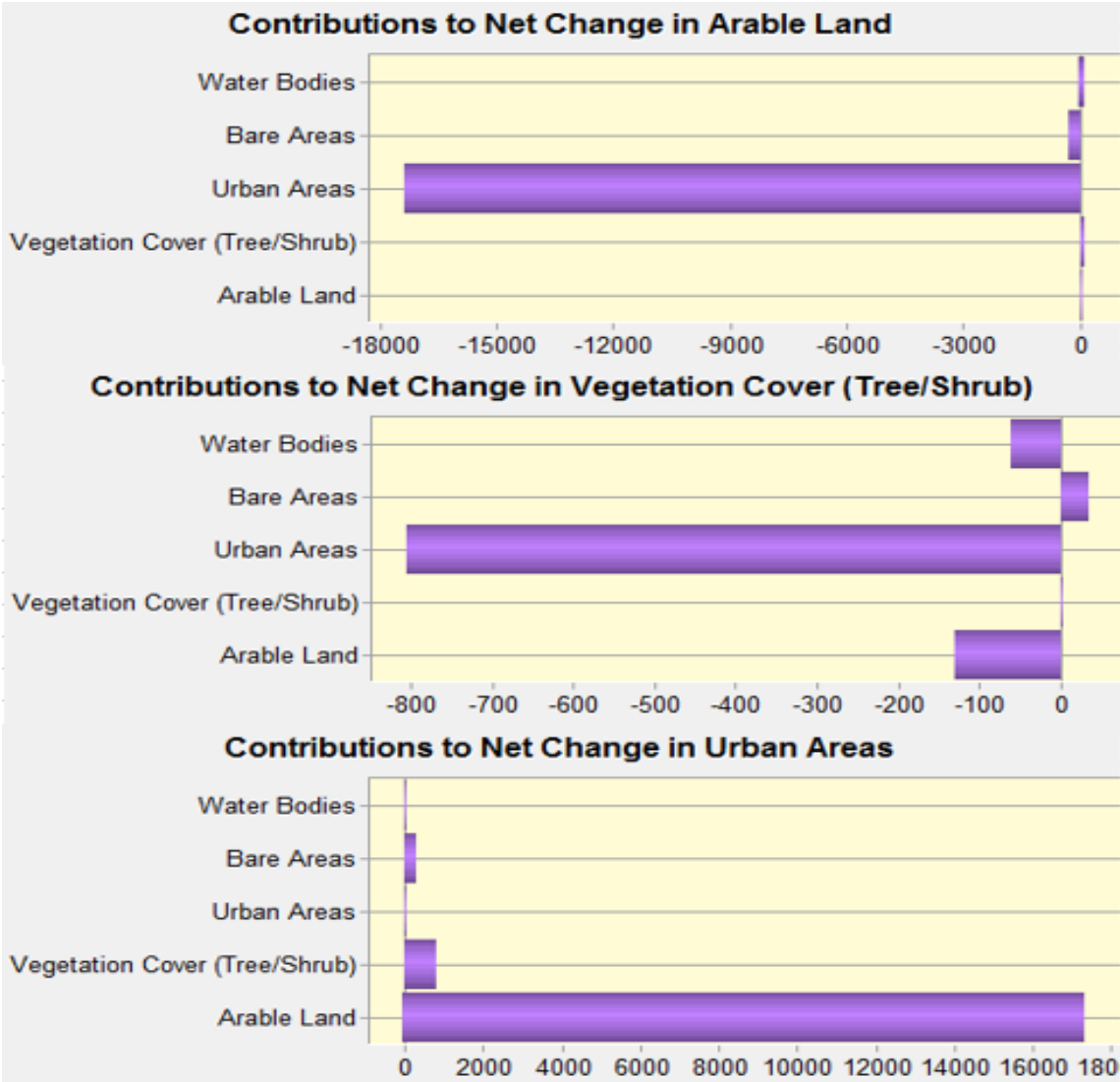
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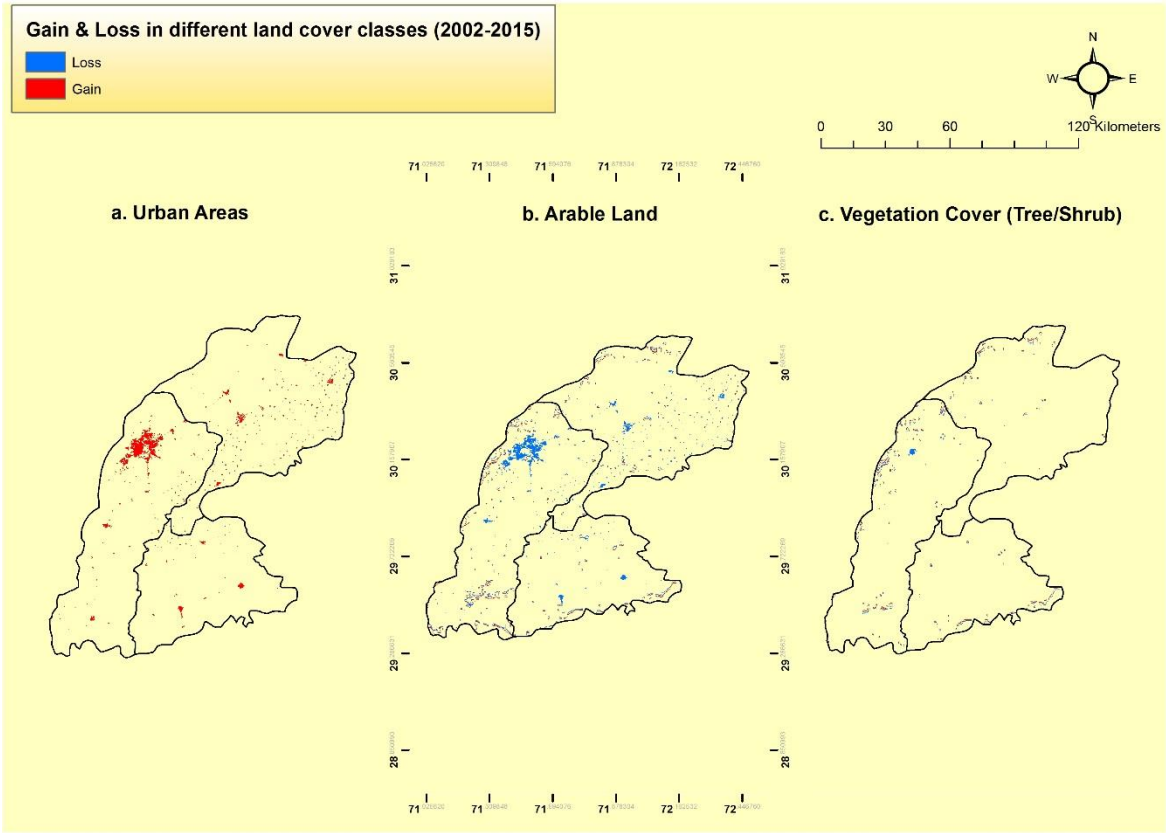
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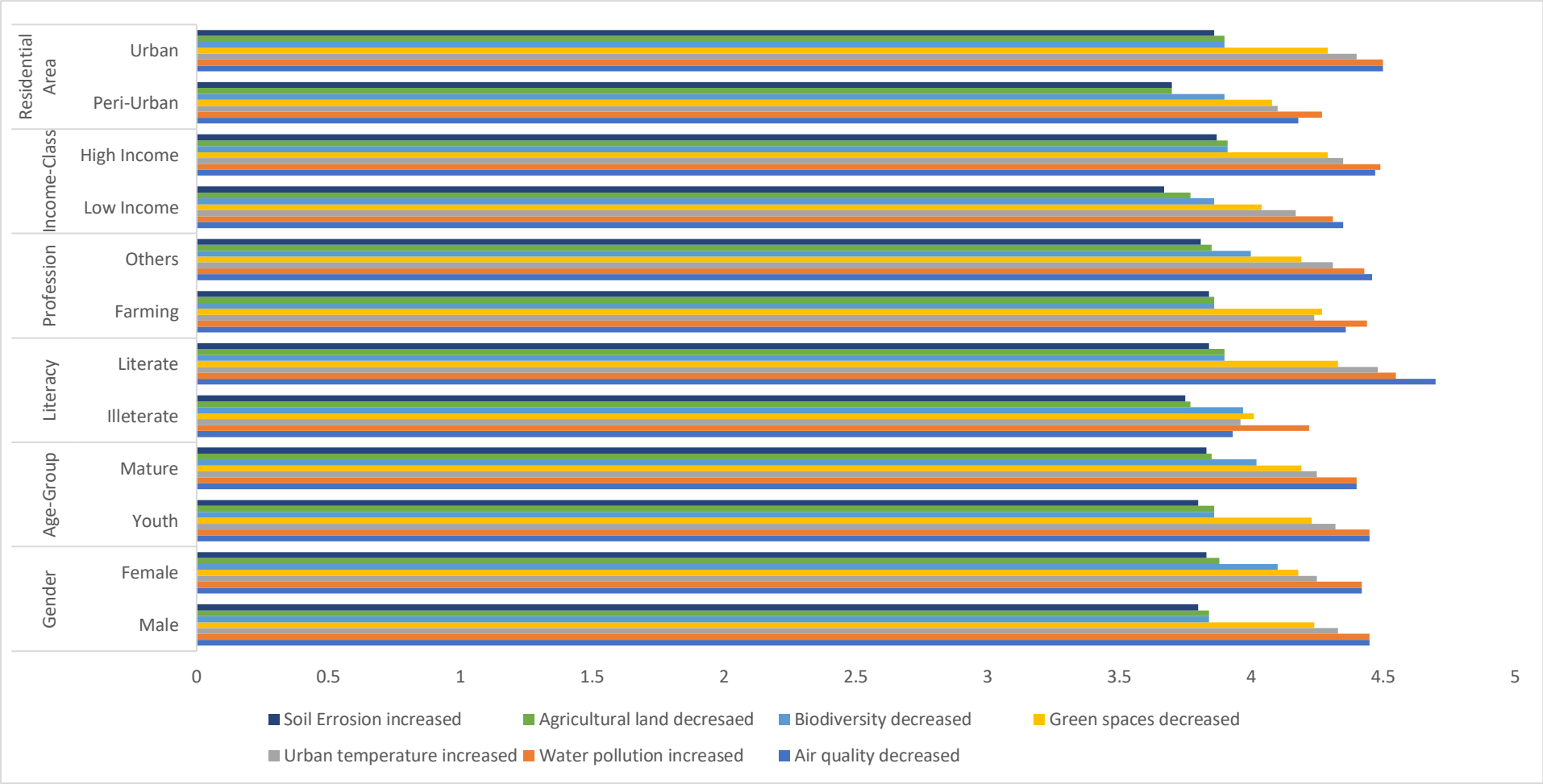
Supplementary Figure S2. Contribution to net change of land use observed in Multan region between 2002-2015(in hectares)



Supplementary Figure S3. Map of the study area showing gain/loss in the land area under the land cove classes, a) urban areas, b) arable land, and c) vegetation cover (tree/shrub) during 2002-2015.



88 **Figure S4.** Bar Chart showing mean responses within each demographic category to the questions on whether the respondents have observed changes in the
 89 ecosystem services in the study area.



92 **Figure S5.** Bar Chart showing mean responses within each demographic category to the questions on whether urban sprawl is responsible for changes in
 93 ecosystem services in the study area.

