

APPENDIX 1. Description of the variables used in the study.

<i>Quantitative variables</i>	<i>Type</i>	<i>Attributes</i>		<i>Mean</i>	<i>Std. deviation</i>
<i>Education Level</i>	ordinal	1 primary; 2 secondary; 3 university		2.083	0.834
<i>Visit frequency</i>	ordinal	0 never; 1 yearly; 2 monthly; 3 weekly		1.374	0.795
<i>Environmental reader</i>	ordinal	0 never; 1 yearly; 2 monthly; 3 weekly		0.754	0.956
<i>Age</i>	continuous	ln(age)		3.551	0.395
<i>Qualitative variables</i>	<i>Type</i>	<i>Categories</i>	<i>Attributes</i>	<i>Frequency</i>	<i>Percentage (%)</i>
<i>La Mancha residents</i>	binary	0	Not resident in La Mancha cropland cultural landscape	277	88
		1	Resident in La Mancha cropland cultural landscape	37	12
<i>Serranía residents</i>	binary	0	Not resident in Cuenca pine forest cultural landscape	185	59
		1	Resident in Cuenca pine forest cultural landscape	129	41
<i>Degree of rurality of respondents</i>	categorical	Rural	Less than 2.000 inhabitants	103	33
		Semirural	Between 2.000 and 30.000inhabitants	56	18
		Urban	More than 30.000 inhabitants	155	49
<i>Feeling of being rural</i>	binary	0	The informant does not feel that they have a rural lifestyle and worldview	97	31
		1	The informant feels that they have a rural lifestyle and worldview	217	69
<i>Experience with transhumance</i>	binary	0	The informant does not report previous experience with transhumance or herders	202	64
		1	The informant reports previous experience with transhumance or herders	112	36
<i>Gender</i>	categorical	Male		176	56
		Female		138	44
<i>Formal environmental education</i>	binary	0	The informant was not formally educated and/or trained in environmental sciences or arts and crafts	235	75
		1	The informant was formally educated and/or trained in environmental sciences	79	25
<i>Herders</i>	binary	0	The informant does not work as a pastoralist	260	83
		1	The informant works as a pastoralist	54	17
<i>Farmers</i>	binary	0	The informant does not work as peasant or farmer	250	80
		1	The informant works as peasant or farmer	64	20
<i>Drove road preference</i>	binary	0	The informant chose the image without a drove road	152	48
		1	The informant chose the image with a drove road	162	52