

## Supplementary material

**TableS1.** Variables collected in survey used to describe the landscape references

Type	Factor	Levels
Pairwise comparisons of six different pictures	Dehesa / Montado _ Dehesa / Montado with pastures	1 to 9 (1 absolute preference of left side picture over right-side picture; 9 absolute preference of right-side picture over left side picture; 5 both pictures have the same preference level)
	Dehesa / Montado _ Traditional olive grove	
	Dehesa / Montado _ Mediterranean forest	
	Dehesa / Montado _ Rural Settlements	
	Dehesa / Montado _ Water bodies	
	Dehesa / Montado with pastures _ Traditional olive grove	
	Dehesa / Montado with pastures _ Mediterranean forest	
	Dehesa / Montado with pastures _ Rural Settlements	
	Dehesa / Montado with pastures _ Water bodies	
	Traditional olive grove _ Mediterranean forest	
	Traditional olive grove _ Rural Settlements	
	Traditional olive grove _ Water bodies	
	Mediterranean forest _ Rural Settlements	
	Mediterranean forest _ Water bodies	
	Rural Settlements _ Water bodies	
Level of landscape preference to touristic activities	Dehesa / Montado	Single choice
	Dehesa / Montado with pastures	
	Traditional olive grove	
	Mediterranean forest	
	Rural Settlements	
	Water bodies	
Socio-demographic variable	Gender	Male / Female
	Age	Numeric
	Study level	Basic studies, Medium studies, Graduated
	Place of residence	Rural area / Urban area
	Job	Multiple responses

**TableS2.** Preference matrix for the evaluation criteria.

Goal	Rivers and water bodies	Rural settlements	Forest and scrubland	Dehesa/montado	Dehesa/montado with stockbreeding	Trad. olive grove
Rivers and water bodies	1	0.11	0.50	0.14	0.13	0.20
Rural settlements	9.00	1	7.00	2.00	1.00	4.00
Forest and scrubland	2.00	0.14	1	0.20	0.17	0.33
Dehesa/montado	7.00	0.50	5.00	1	1	2.00
Dehesa/montado w/ stockbreeding	8.00	1.00	6.00	1.00	1.00	3.00
Trad. olive grove	5.00	0.25	3.00	0.50	0.33	1
Σ	32.00	3.00	22.50	4.84	3.63	10.53

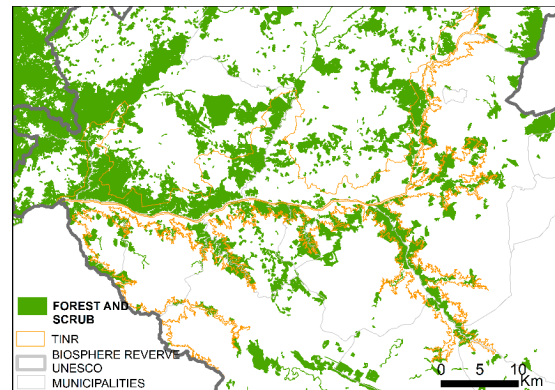
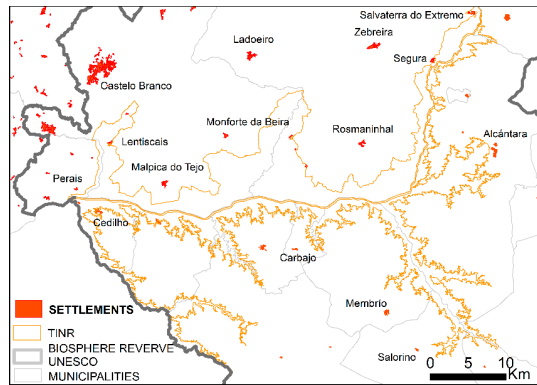
**Table S3.** Results of Chi-Square Contingency Table Analysis.

		Cases							
		Valid		Missing		Total			
	N	Percent	N	Percent	N	Percent			
Residence × PREF	174	100.00%	0	0	174	100.00%			
Sex × PREF	174	100.00%	0	0	174	100.00%			
Age × PREF	174	100.00%	0	0	174	100.00%			
Education al level × PREF	174	100.00%	0	0	174	100.00%			
Area of Residence × PREF									
		Landscape Preferences							
		Dehesa / Montado	Dehesa / Montado W/ Olive Groves	Forest and Scrub	Rural Settlements	Rivers and Water Bodies	Total		
Area of Residence	Rural	Count	16	12	6	19	25	10	88
		Row %	18.20%	13.60%	6.80%	21.60%	28.40%	11.40%	100.00%
		Column %	51.60%	80.00%	100.00%	63.30%	36.20%	43.50%	50.60%
		Total %	9.20%	6.90%	3.40%	10.90%	14.40%	5.70%	50.60%
	Urban	Count	15	3	0	11	44	13	86
		Row %	17.40%	3.50%	0.00%	12.80%	51.20%	15.10%	100.00%
		Column %	48.40%	20.00%	0.00%	36.70%	63.80%	56.50%	49.40%
		Total %	8.60%	1.70%	0.00%	6.30%	25.30%	7.50%	49.40%
Total	Count	31	15	6	30	69	23	174	
	Row %	17,8%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
	Column %	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
	Total %	1.80%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
Chi-Square Tests									
	Value		df		Asymptotic Sig. (2-tailed)				
Pearson Chi-Square	19.17		5		0.002				
Likelihood Ratio	21.96		5		0.001				
Linear-by-Linear Association	5,9		1		0.021				
N of Valid Cases	174								
Gender × PREF									

		Landscape Preferences							
		Dehesa / Montado	Dehesa / Montado W/ stokbreending	Olive Grove	Forest and Scrub	Rural Settlements	Rivers and Water Bodies	Total	
Residence	Woman	Count	16	7	3	12	35	9	82
		Row %	19.50%	8.50%	3.70%	14.60%	42.70%	11.00%	100.00%
		Column %	51.6	46.7	50	40	50.7	39.1	47.10%
		Total %	9.20%	4.00%	1.70%	6.90%	20.10%	5.20%	47.0%
	Man	Count	1	8	3	18	34	14	92
		Row %	16.30%	8.70%	3.30%	19.60%	37.00%	15.20%	100
		Column %	48.40%	53.30%	50.00%	60.00%	49.30%	60.90%	52.00%
		Total %	8.60%	4.60%	1.70%	10.30%	19.50%	8.00%	52.00%
Total	Count	31	15	6	30	69	23	174	
	Row %	17,8%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
	Column %	100,0%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
	Total %	17.80%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
Chi-Square Tests									
	Value			df				Asymptotic Sig. (2-tailed)	
Pearson Chi-Square	1.83			5				0.872	
Likelihood Ratio	1.84			5				0.871	
Linear-by-Linear Association	0.23			1				0.631	
N of Valid Cases	174								
Age × PREF									
		Landscape Preferences							
		Dehesa / Montado	Dehesa / Montado W/ stokbreending	Olive Grove	Forest and Scrub	Rural Settlements	Rivers and Water Bodies	Total	
Age	18-25	Count	9	1	0	0	2	1	13
		Row %	69.20%	7.70%	0.00%	0.00%	15.40%	7.70%	100.00%
		Column %	29.00%	6.70%	0.00%	0.00%	2.90%	4.30%	7.50%
		Total %	5.20%	0.60%	0.00%	0.00%	1.10%	0.60%	7.50%
	26-35	Count	5	2	1	1	13	5	27

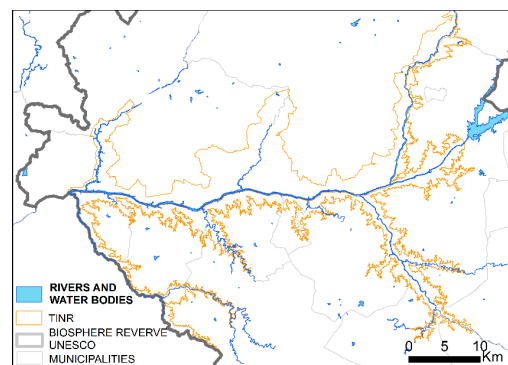
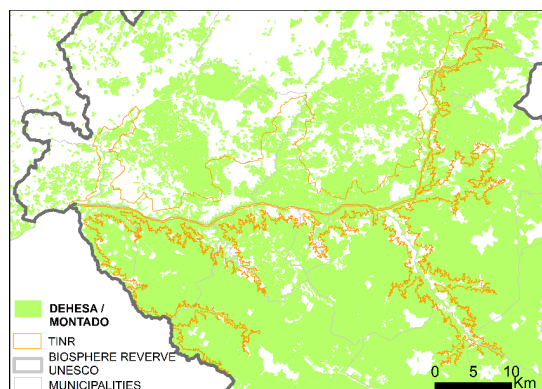
Total		Row %	18.50%	7.40%	3.70%	3.70%	48.10%	18.50%	100.00%
		Column %	16.10%	13.30%	16.70%	3.30%	18.80%	21.70%	15.50%
		Total %	2.90%	1.10%	0.60%	0.60%	7.50%	2.90%	15.50%
	36-45	Count	5	3	1	10	12	10	41
		Row %	12.20%	7.30%	2.40%	24.40%	29.30%	24.40%	100.00%
		Column %	16.10%	20.00%	16.70%	33.30%	17.40%	43,5%	23.60%
		Total %	2.90%	1.70%	0.60%	5.70%	6.90%	5,7%	23.60%
	46-55	Count	5	4	4	8	19	2	42
		Row %	11.90%	9.50%	9.50%	19.00%	45.20%	4.80%	100.00%
		Column %	16.10%	26.70%	66.70%	26.70%	27.50%	8.70%	24.10%
		Total %	2.90%	2.30%	2.30%	4.60%	10.90%	1.10%	24.10%
	56-65	Count	5	4	0	4	11	3	27
		Row %	18.50%	14.80%	0.00%	14.80%	40.70%	11.10%	100.00%
		Column %	16.10%	26.70%	0.00%	13.30%	15.90%	13.00%	15.50%
		Total %	2.90%	2.30%	0.00%	2.30%	6.30%	1.70%	15.50%
65	Count	2	1	0	7	12	2	24	
	Row %	8.30%	4.20%	0.00%	29.20%	50.00%	8.30%	100.00%	
	Column %	6.50%	6.70%	0.00%	23.30%	17.40%	8.70%	13.80%	
	Total %	1.10%	0.60%	0.00%	4.00%	6.90%	1.10%	13.80%	
	Count	31	15	6	30	69	23	174	
	Row %	17.80%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
	Column %	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
	Total %	17.80%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
Chi-Square Tests									
	Value			df		Asymptotic Sig. (2-tailed)			
Pearson Chi-Square	51.37			25		0.001			
Likelihood Ratio	48.08			25		0.004			
Linear-by-Linear Association	3.83			1		0.05			
N of Valid Cases	174								
Education level × PREF									

		Landscape Preferences							
		Dehesa / Montado	Dehesa / Montado W/ stokbreending	Olive Grove	Forest and Scrub	Rural Settlements	Rivers and Water Bodies	Total	
Education level	Elementary school	Count	0	0	0	4	2	0	6
		Row %	0.00%	0.00%	0.00%	66.70%	33.30%	0.00%	100.00%
		Column %	0.00%	0.00%	0.00%	13.30%	2.90%	0.00%	3.40%
		Total %	0.00%	0.00%	0.00%	23%	11%	0%	34%
	Middle school	Count	6	8	3	9	10	0	36
		Row %	16.70%	22.20%	8.30%	25.00%	27.80%	0.00%	100.00%
		Column %	19.40%	53.30%	50.00%	30.00%	14.50%	0.00%	20.70%
		Total %	3.40%	4.60%	1.70%	5.20%	5.70%	0.00%	20.70%
	High school or above	Count	25	7	3	17	57	23	132
		Row %	18.90%	5.30%	2.30%	12.90%	43.20%	17.40%	100.00%
		Column %	80.60%	46.70%	50.00%	56.70%	82.60%	100.00%	75.90%
		Total %	14.40%	4.00%	1.70%	9.80%	32.80%	13.20%	75.90%
Total	Count	31	15	6	30	69	23	174	
	Row %	17.80%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
	Column %	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
	Total %	17.80%	8.60%	3.40%	17.20%	39.70%	13.20%	100.00%	
Chi-Square Tests									
	Value	df			Asymptotic Sig. (2-tailed)				
Pearson Chi-Square	34.63	10			0				
Likelihood Ratio	35.59	10			0				
Linear-by-Linear Association	2.68	1			0.101				
N of Valid Cases	174								



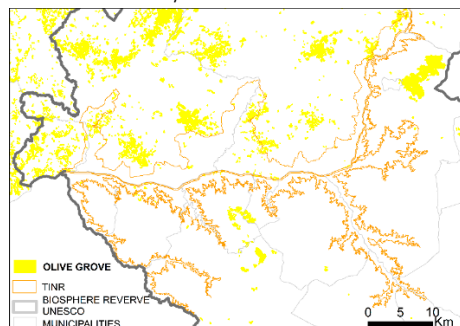
1º F - Rural settlements

4º D - Forest and scrub



2º A - Dehesa / Montado

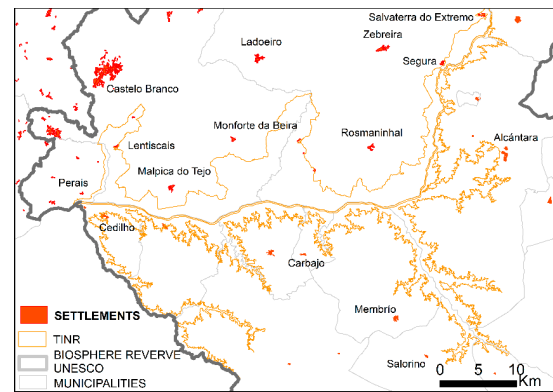
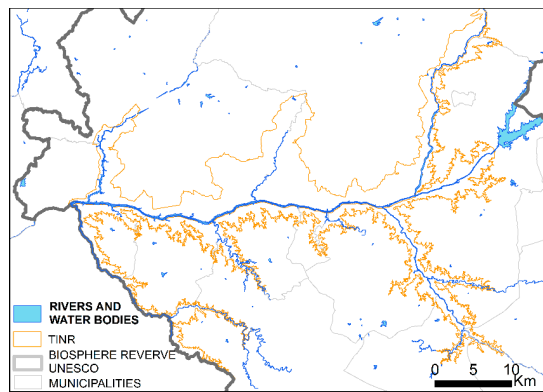
5º E - Rivers and water bodies



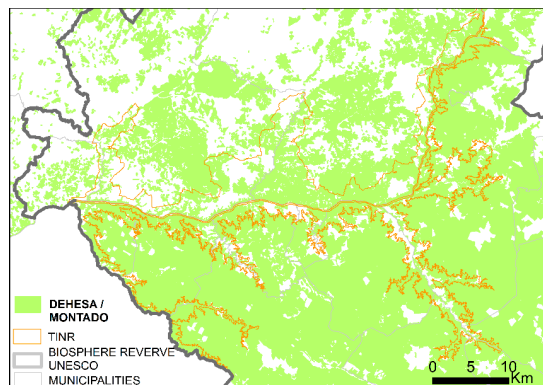
3º C - Olive Grove

Favorite landscape (pairwise comparison photo methodology)

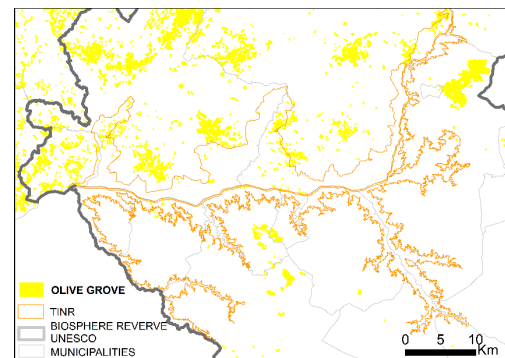
**Figure S1.** Landscape preferences by pairwise comparison and AHP methodology.



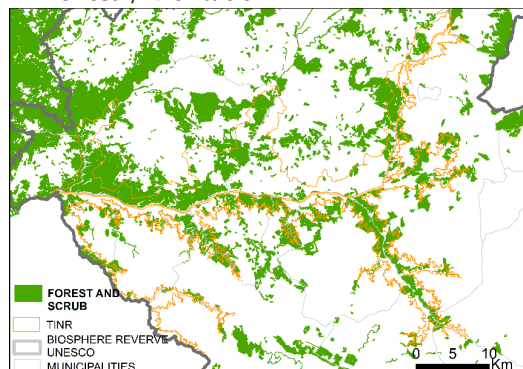
1º Rivers and water bodies



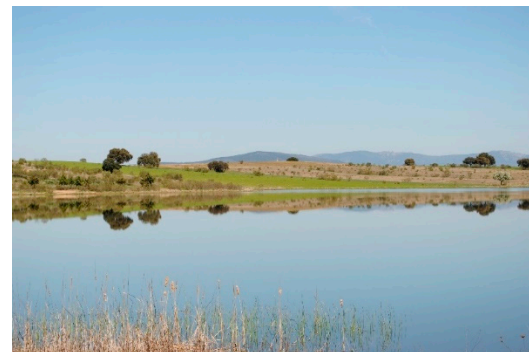
4º Rural settlements



2º Dehesa / Montado



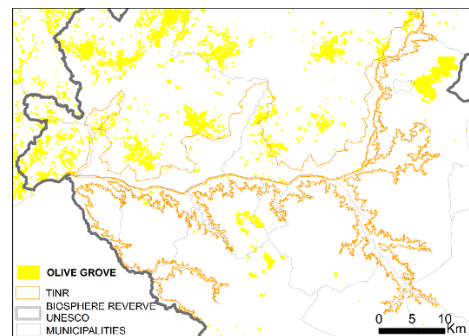
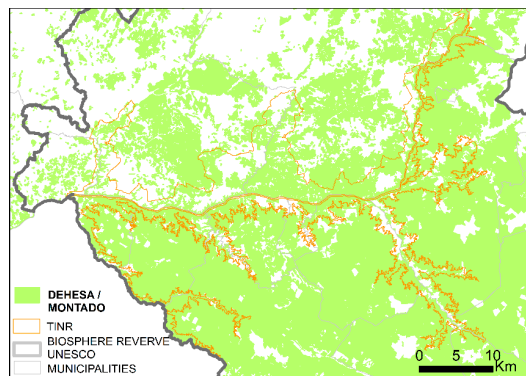
1º Olive Grove



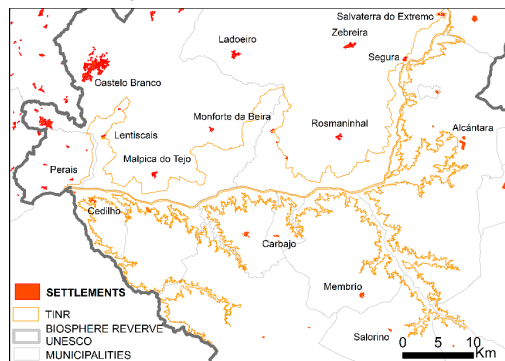
3º Forest and scrub

Favorite landscape (evaluation whitout photo methodology)

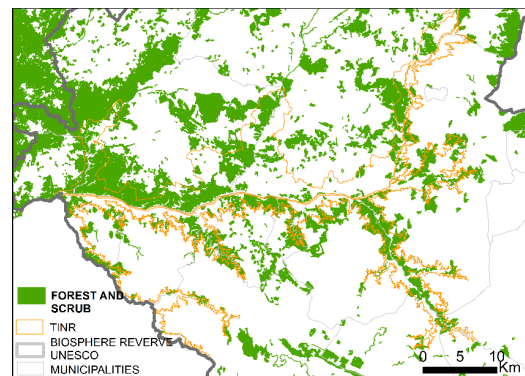
Figure S2. Ranking of landscape preferences evaluated without photo.



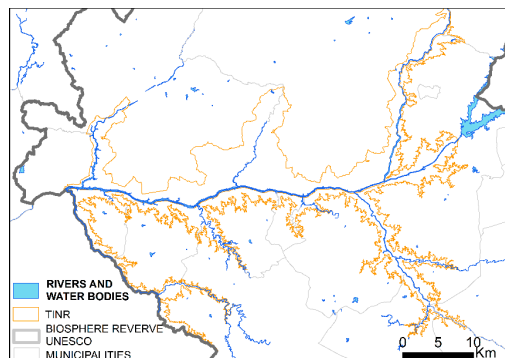
#### 1º Dehesa / Montado



#### 4º Olive Grove



#### 2º Rural settlements



#### 5º Forest and scrub



#### 5º Rivers and water bodies

Favorite landscape that conveys positive feelings)

Figure S3. Ranking of landscape that conveys positive feelings.