Table S3. Summary of the variables obtained from the questionnaire and used for the different analysis performed in the study.

Code of variable	Description	Type	Attributes	Analyses
Dependent variables				
Service	If respondent recognized ecosystems' capacity to provide services	Dummy	1: yes; 0: no	Logit Chi-squared
Serv_cat	Relative importance held to each of the services categories	Continuous		Kruskal-Wallis Mann-Whitney
Category of ecosystem services identified				
Prov	Category of ecosystem service	Nominal	Provisioning	Chi-squared
Reg	perceived as important by respondent		Regulating	
Cult			Cultural	
Particular ecosystem service identified as important				
	If respondent recognized ecosystems' capacity to provide...			
Agric	food from agriculture	Dummy	1: yes; 0: no	RDA*
Cattle	food from cattle	Dummy	1: yes; 0: no	RDA
Fishing	food through fishing and shellfishing activities	Dummy	1: yes; 0: no	RDA
Forest prod.	forest resources	Dummy	1: yes; 0: no	RDA
Micro-clima	micro-climate regulation	Dummy	1: yes; 0: no	RDA
Air purif.	air purification	Dummy	1: yes; 0: no	RDA
Water reg.	hydrological regulation and water depuration	Dummy	1: yes; 0: no	RDA
Soil form.	soil fertility and erosion control	Dummy	1: yes; 0: no	RDA
Tourism	nature tourism and ecotourism	Dummy	1: yes; 0: no	RDA
Aesthetic	aesthetic values from landscape enjoy	Dummy	1: yes; 0: no	RDA
Env. Educ.	possibility of environmental education	Dummy	1: yes; 0: no	RDA
LEK	local ecological knowledge and sense of place	Dummy	1: yes; 0: no	RDA
Rec. hunting	recreational hunting	Dummy	1: yes; 0: no	RDA
Existence value	Moral satisfaction obtained from protecting biodiversity[†]	Dummy	1: yes; 0: no	RDA
Independent variables				
Management strategy				
	If the sampling point is...			
National Park	inside borders of National Park (representing the highest level of protection)	Nominal		Kruskal-Wallis
Natural Park	inside borders of Natural Park (with medium level of protection)			RDA
Non-protected	outside PA[‡] (without protection)			

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[*] RDA = Redundancy analysis
[†] Adapted from [1]
[‡] PA = Protected Area

Environmental behaviour				
PAs	If respondent visited PAs during the previous year	Dummy	1: yes; 0: no	Logit Mann-Whitney RDA
Organization	If respondent held membership of environmental or social organization	Dummy	1: yes; 0: no	Logit Mann-Whitney RDA
Socio-demographic characteristics				
Place of residence	If respondents lived in a rural or urban municipality according to the definition of the Spanish Law for the Sustainable Development of the Rural Environment (Law 45/2007)	Nominal	Rural Urban	Mann-Whitney RDA
Education	Respondents' formal studies level	Ordinal	0: none; 1: primary; 2:secondary; 3: university	Logit Kruskal-Wallis
		Continuous	Ln (study level)	RDA
Age	Younger people (age < 30)	Dummy	1: yes; 0: no	Mann-Whitney
	Older people (age > 70)	Dummy	1: yes; 0: no	Mann-Whitney
	Respondent's age	Continuous	Ln (Age)	RDA
Gender		Nominal	Male Female	Logit Mann-Whitney RDA
Income	Monthly income of respondent	Continuous	Ln (monthly income)	RDA
Ecosystems[§]	If the sampling point is in or close to...			
Rivers and streams	Rivers and streams	Dummy	1: yes; 0: no	Chi-squared RDA
Wetlands	Wetlands	Dummy	1: yes; 0: no	Chi-squared RDA
Coastal	Coastal systems	Dummy	1: yes; 0: no	Chi-squared RDA
Mountains	Mountains (altitude ≥ 2000 m.a.s.l.)	Dummy	1: yes; 0: no	Chi-squared RDA
Forests	Forests	Dummy	1: yes; 0: no	Chi-squared RDA
Drylands	Drylands	Dummy	1: yes; 0: no	Chi-squared RDA
Agroecosystems	Agroecosystems	Dummy	1: yes; 0: no	Chi-squared RDA
Urban	Urban systems	Dummy	1: yes; 0: no	Chi-squared RDA

[§] Based on Millennium Ecosystem Assessment classification [2]

References

1. Kahneman D, Knetsch JL (1992) Valuing public goods: The purchase of moral satisfaction. Journal of Environmental Economics and Management 22: 57–70.

2. Millennium Ecosystem Assessment (MA) (2005) Ecosystems and Human Well-being: Synthesis. Washington, DC.: Island Press. 137 p.