

Online appendix

Appendix A. Multiple Correspondence Analysis: description of the variables employed in the analysis. Percentage in brackets indicates the variance explained by the three axes. Homogenous perception indicates an attribution of benefits for agriculture, tourism and residents. Heterogenous perception indicates a differentiated attribution between the three socioeconomic sectors (i.e. benefit for one sector and disadvantages or indifference for the others).

Variable	Variable name	Acronyms	Variable categories	Axis1 (17.7%)	Axis2 (10.5%)	Axis3 (9.3%)
Areas of the CSA differentiated according to the residence main features of the landscape	Zone of residence	Comacchio	Comacchio (Comacchio municipality)	-0.32	-0.43	-0.15
		Po Delta	Po Delta (municipalities of Codigoro, Goro and Mesola)	0.30	0.13	0.79
		Rural wetlands	Rural wetlands (municipalities of Lagosanto, Jolanda di Savoia, Ostellato, Migliarino, Migliaro and Massa Fiscaglia)	0.07	0.32	-0.50
Dominant landscape features in the respondent's neighborhood	Place of living	Agriculture	Agriculture (close to rural element but no water elements)	0.44	0.77	-0.48
		Urban	Urban (close to urban center)	-0.20	-0.12	-0.29
		Water	Water (close to water elements)	0.31	-0.26	1.44
Water channels and ponds	Water channels	Channels	Homogenous perception	-0.41	0.01	0.07
			Heterogeneous perception	0.65	-0.02	-0.11
Waterfowl and waders	Waterfowl	Waterfowl	Homogenous perception	-0.58	0.47	0.29
			Heterogeneous perception	0.51	-0.41	-0.25
Wetlands and natural areas	Wetlands	Wetlands	Homogenous perception	-0.50	0.36	-0.27
			Heterogeneous perception	0.52	-0.37	0.28
Rice paddy fields and related fauna	Rice paddy fields	Rice	Homogenous perception	-0.48	0.67	0.74
			Heterogeneous perception	0.21	-0.29	-0.32
Areas of the Po Delta Natural Park	Protected areas	Park	Homogenous perception	-0.48	0.07	-0.15
			Heterogeneous perception	0.80	-0.12	0.25
Bicycle paths	Bicycle paths	BikePaths	Homogenous perception	-0.35	0.19	-0.07
			Heterogeneous perception	0.48	-0.26	0.09
Wine and typical food roads	Wine roads	WineRoad	Homogenous perception	-0.26	-0.32	0.02
			Heterogeneous perception	0.64	0.78	-0.04
Local food festivals	Local food festivals	Festivals	Homogenous perception	-0.18	-0.17	0.03
			Heterogeneous perception	1.17	1.13	-0.22
local PGIs and PDOs	Local food products	LocalFood	Homogenous perception	-0.26	-0.15	0.04
			Heterogeneous perception	1.25	0.73	-0.20

Appendix B. Chi-square test: Pearson residuals between observed and expected values.

Residuals	Place of living			Zone		
	Living close to rural areas	Living close to urban center	Living close to water element	Comacchio	Po Delta	Rural wetlands
Water channels						
Same perception attributed to agriculture, tourism and residents	-1.50	0.66	0.18	1.23	-1.11	-0.22
Presence of a differentiated perception attributed to agriculture, tourism and residents	1.90	-0.84	-0.23	-1.56	1.4	0.28
Waterfowl						
Same perception attributed to agriculture, tourism and residents	-0.37	0.24	-0.11	0.68	-0.47	-0.25
Presence of a differentiated perception attributed to agriculture, tourism and residents	0.34	-0.23	0.10	-0.63	0.43	0.24
Wetlands						
Same perception attributed to agriculture, tourism and residents	0.22	1.00	-2.07	0.29	-0.56	0.22
Presence of a differentiated perception attributed to agriculture, tourism and residents	-0.22	-1.02	2.11	-0.3	0.57	-0.22
Rice paddy fields						
Same perception attributed to agriculture, tourism and residents	-0.20	-0.35	0.84	-0.96	0.99	0.06
Presence of a differentiated perception attributed to agriculture, tourism and residents	0.13	0.23	-0.55	0.63	-0.65	-0.04
Protected areas						
Same perception attributed to agriculture, tourism and residents	-0.46	0.81	-1.08	0.76	-1.32	0.43
Presence of a differentiated perception attributed to agriculture, tourism and residents	0.60	-1.05	1.39	-0.98	1.69	-0.56
Bicycle paths						
Same perception attributed to agriculture, tourism and residents	0.14	0.09	-0.30	0.53	-0.22	-0.32
Presence of a differentiated perception attributed to agriculture, tourism and residents	-0.17	-0.10	0.35	-0.61	0.26	0.38
Wine roads						
Same perception attributed to agriculture, tourism and residents	-0.46	0.23	0.01	0.85	-0.5	-0.39
Presence of a differentiated perception attributed to agriculture, tourism and residents	0.72	-0.36	-0.01	-1.33	0.78	0.61
Food festivals						
Same perception attributed to agriculture, tourism and residents	-0.69	0.41	-0.11	0.39	-0.3	-0.12

Benefits for the local society attached to rural landscape

Residuals	Place of living			Zone		
	Living close to rural areas	Living close to urban center	Living close to water element	Comacchio	Po Delta	Rural wetlands
Presence of a differentiated perception attributed to agriculture, tourism and residents	1.78	-1.05	0.27	-1.01	0.78	0.3
PGIs and PDOs products						
Same perception attributed to agriculture, tourism and residents	-0.42	0.35	-0.25	0.18	0.19	-0.34
Presence of a differentiated perception attributed to agriculture, tourism and residents	0.94	-0.77	0.55	-0.39	-0.41	0.76

Appendix C. Chi-square test: perception of benefits for the different sectors vs. job sectors of the respondents. * = $p < 0.05$

		Job sector				
		Agro-food (%)	Tourism (%)	Retired (%)	Other (%)	
Water channels						
agricultural sector	disservice	0%	11%	4%	2%	X-squared = 6.6989, p-value = 0.3496
	indifferent	4%	11%	1%	3%	
	service	96%	78%	95%	95%	
tourism sector	disservice	17%	22%	13%	8%	X-squared = 7.4592, p-value = 0.2805
	indifferent	13%	11%	3%	8%	
	service	70%	67%	84%	85%	
residents	disservice	12%	22%	12%	15%	X-squared = 5.0155, p-value = 0.5418
	indifferent	12%	22%	6%	13%	
	service	75%	56%	82%	72%	
Waterfowl						
agricultural sector	disservice	12%	60%	28%	18%	X-squared = 11.385, p-value = 0.07719 ≈*
	indifferent	33%	0%	15%	19%	
	service	54%	40%	57%	63%	
tourism sector	disservice	0%	12%	1%	4%	X-squared = 5.7924, p-value = 0.4468
	indifferent	4%	0%	2%	5%	
	service	96%	88%	97%	91%	
residents	disservice	4%	12%	8%	6%	X-squared = 3.7889, p-value = 0.7052
	indifferent	22%	0%	13%	12%	
	service	74%	88%	79%	82%	

		Job sector				
		Agro-food (%)	Tourism (%)	Retired (%)	Other (%)	
Wetlands						
agricultural sector	disservice	50%	25%	13%	18%	X-squared = 14.446, p-value = 0.02503 *
	indifferent	9%	12%	16%	16%	
	service	41%	63%	71%	66%	
tourism sector	disservice	17%	11%	16%	12%	X-squared = 3.1761, p-value = 0.7864
	indifferent	0%	11%	4%	7%	
	service	83%	78%	80%	81%	
residents	disservice	29%	50%	17%	14%	X-squared = 10.486, p-value = 0.1056
	indifferent	4%	12%	11%	11%	
	service	67%	38%	72%	75%	
Rice paddy fields						
agricultural sector	disservice	8%	38%	18%	17%	X-squared = 6.9306, p-value = 0.3273
	indifferent	12%	24%	7%	12%	
	service	80%	38%	75%	71%	
tourism sector	disservice	18%	33%	36%	36%	X-squared = 3.2327, p-value = 0.7791
	indifferent	18%	22%	16%	17%	
	service	64%	45%	48%	47%	
residents	disservice	26%	56%	44%	44%	X-squared = 5.1087, p-value = 0.53
	indifferent	17%	22%	12%	16%	
	service	57%	22%	44%	40%	
Protected areas						
agricultural sector	disservice	14%	14%	6%	9%	X-squared = 2.5232, p-value = 0.8659
	indifferent	14%	0%	14%	11%	
	service	72%	86%	80%	80%	
tourism sector	disservice	4%	11%	2%	1%	X-squared = 9.3423, p-value = 0.1552
	indifferent	0%	0%	6%	2%	
	service	96%	89%	92%	97%	
residents	disservice	12%	0%	5%	6%	X-squared = 3.7388, p-value = 0.712
	indifferent	4%	0%	8%	7%	
	service	84%	100%	87%	87%	