

## **Environment Perceptions and Conservation Preferences along the Coatepec-La Antigua Watershed, México**

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**ABSTRACT** In order to obtain and compare social perceptions on natural resources in the watershed area of Coatepec - La Antigua, in central Veracruz, Mexico and to determine the significance that each landscape has for people, a method based on a picture enquiry was used to measure landscape perception. Additional questions assessed the importance of landscape meaning and functions and revealed differences in perception among 370 respondents. The results afford important insights into public perception. Coffee plantations, urban setting, farm and river landscapes were preferred over grasslands, corn plantation, forest and town landscapes. Respondents showed a predilection for managed or cultivated environments and urban settings over other natural landscapes. It is concluded that a differentiation in views of nature and landscape can be identified in the different groups of social actors regarding landscape.