

Which one of these components is the **least** important?

Set 1 of 10

Which one of these components is the **most** important?

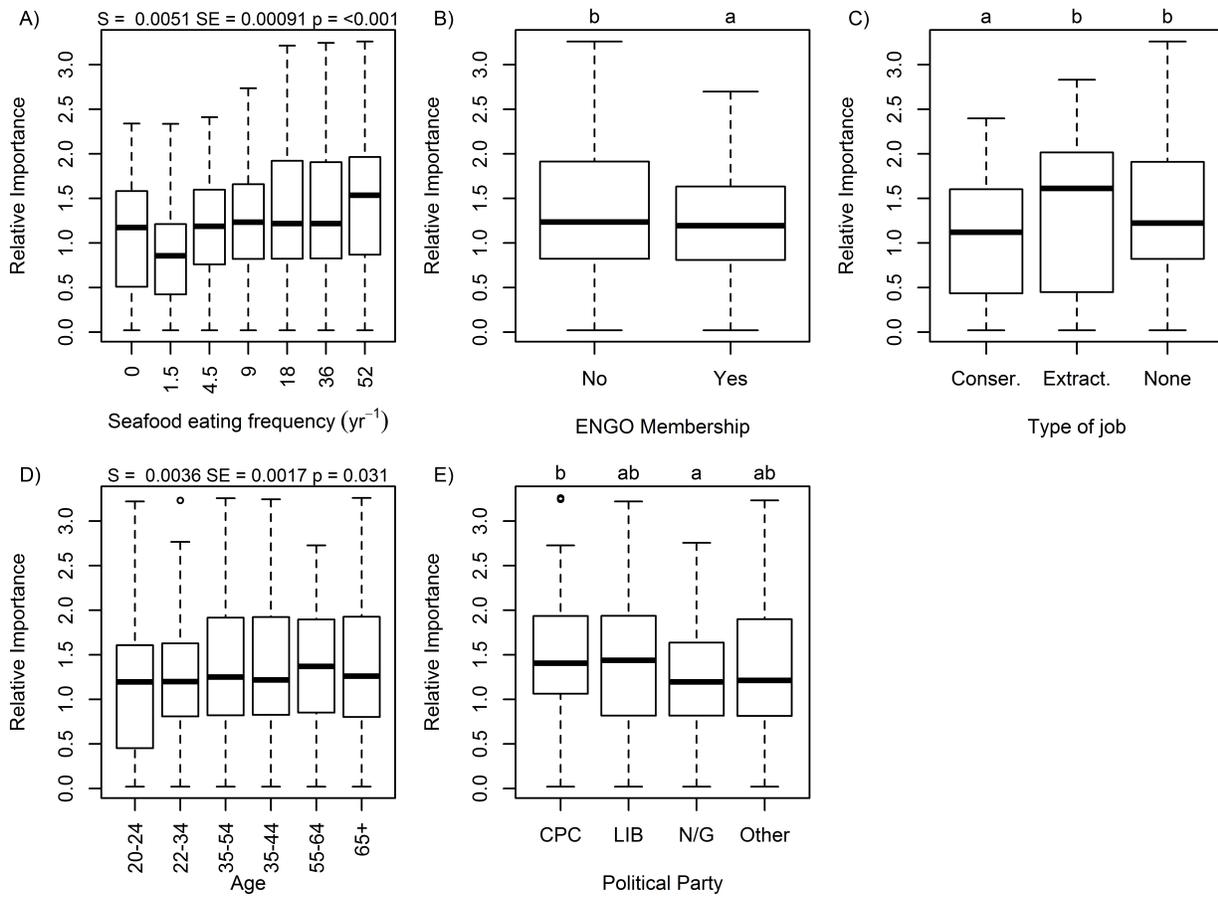
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	<b>Tourism and Recreation</b>	
	<b>Iconic Places and Species</b>	
	<b>Carbon Storage</b>	
	<b>Coastal Protection</b>	
	<b>Clean Water</b>	

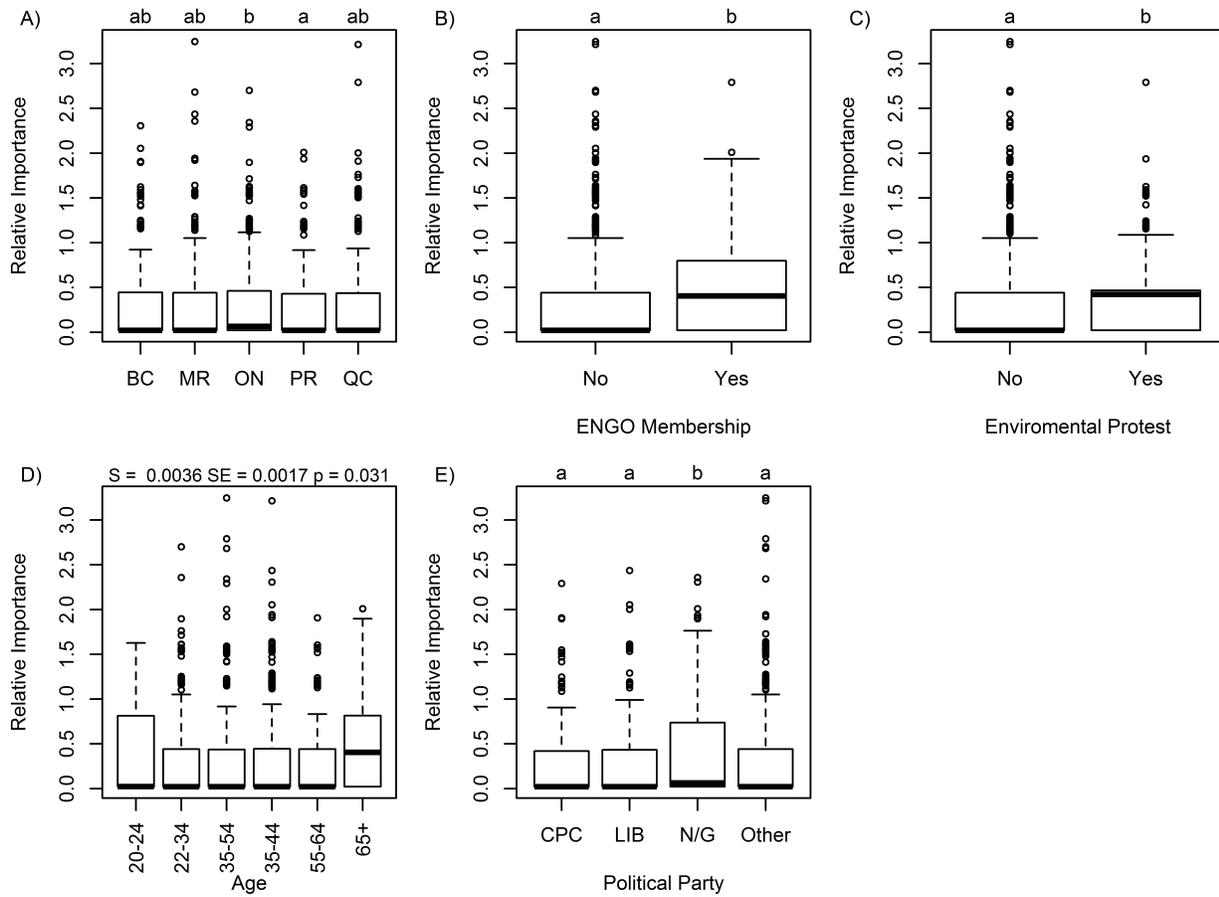
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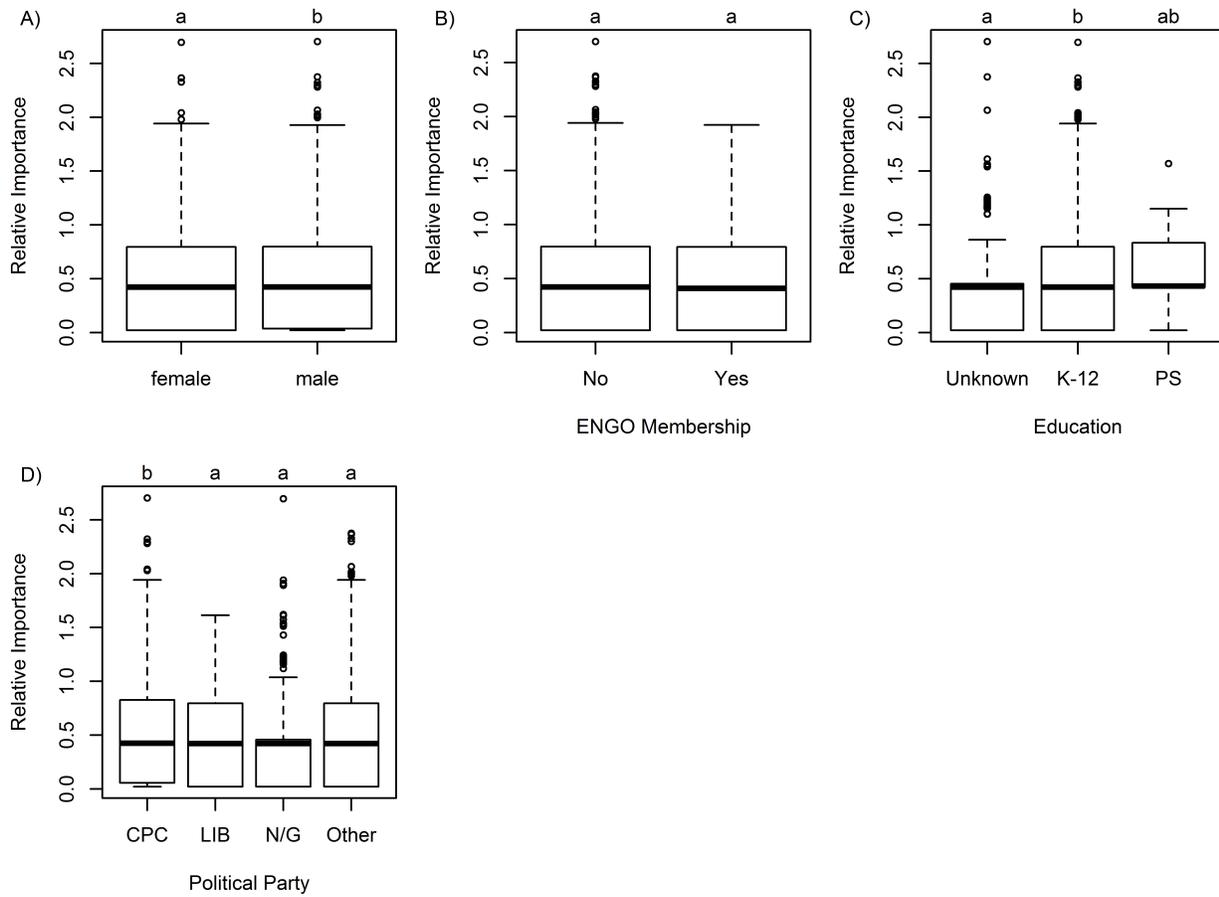
Figure S1 Example (Set 1) of best/worst question.



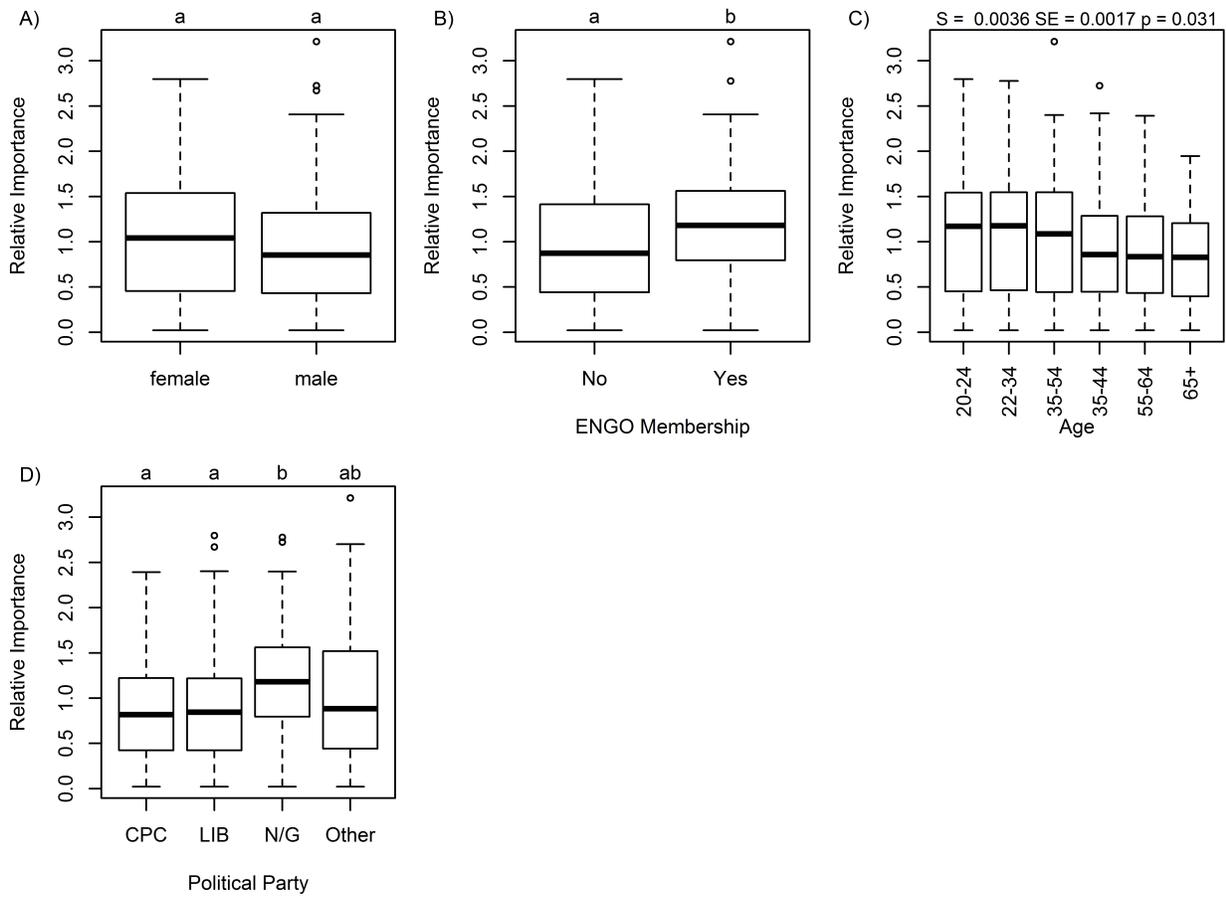
**Figure S2** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Food Provision. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



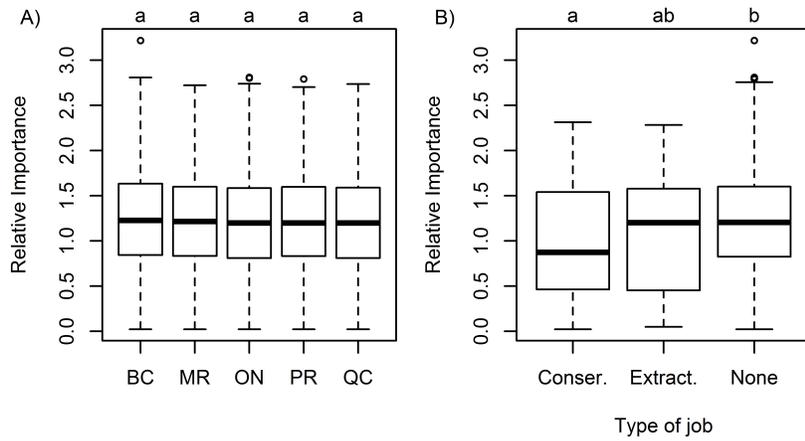
**Figure S3** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Aboriginal Needs. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



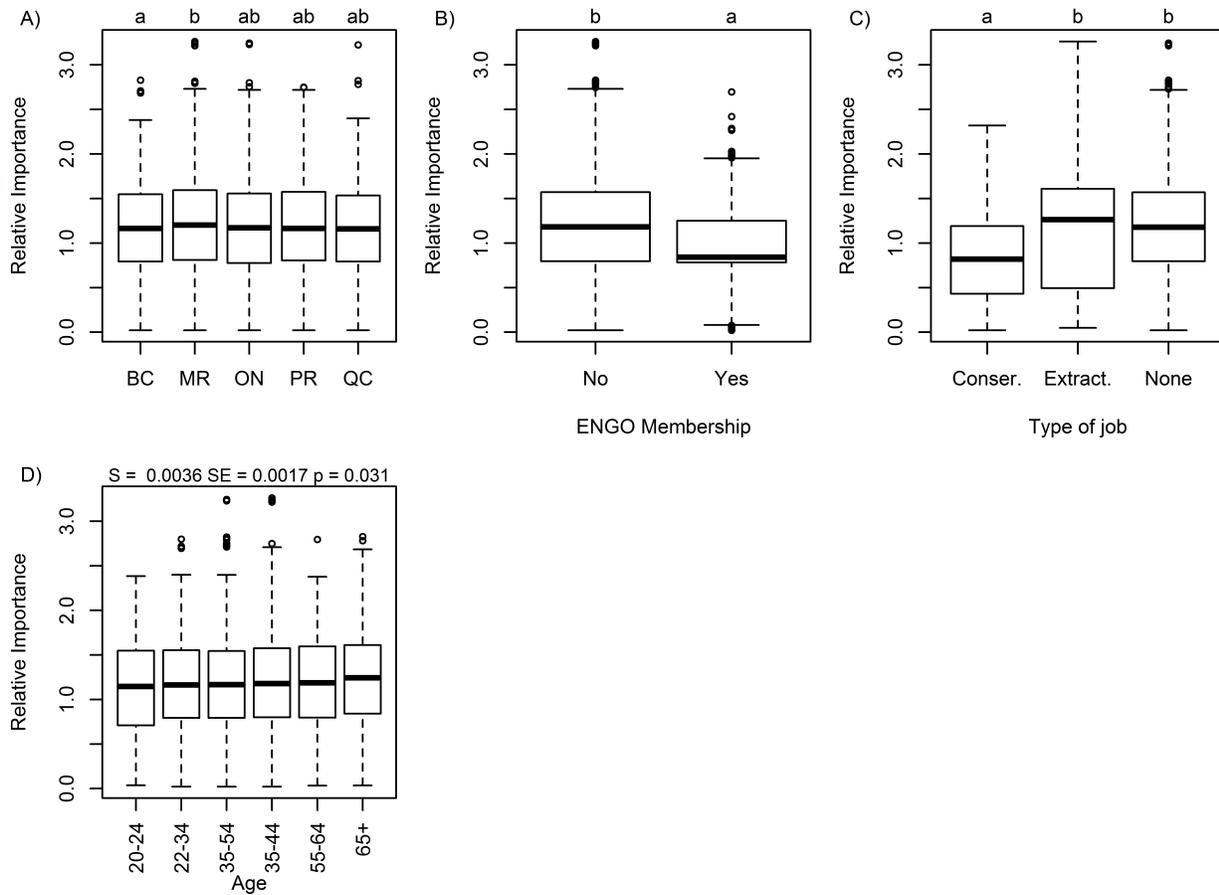
**Figure S4** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Natural Products. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



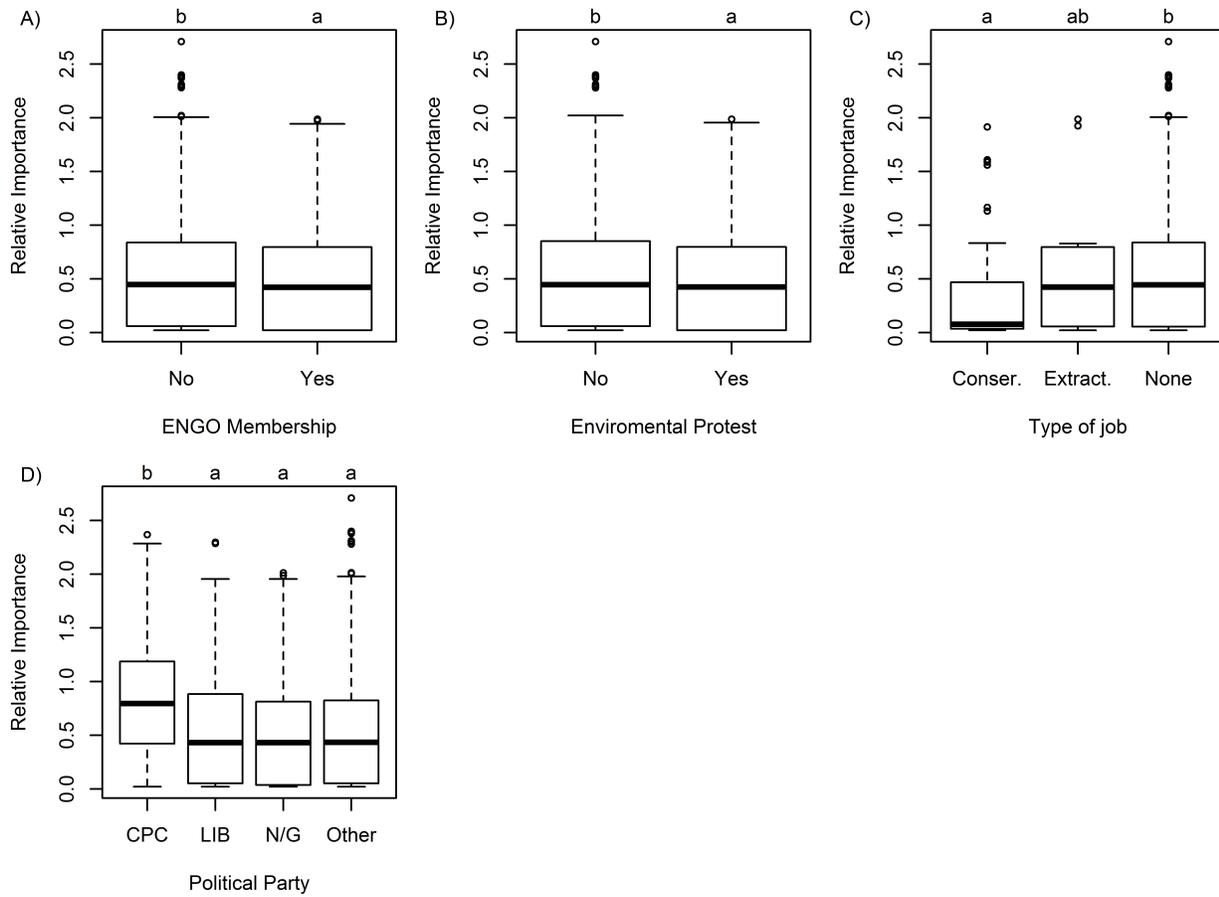
**Figure S5** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Carbon Storage. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



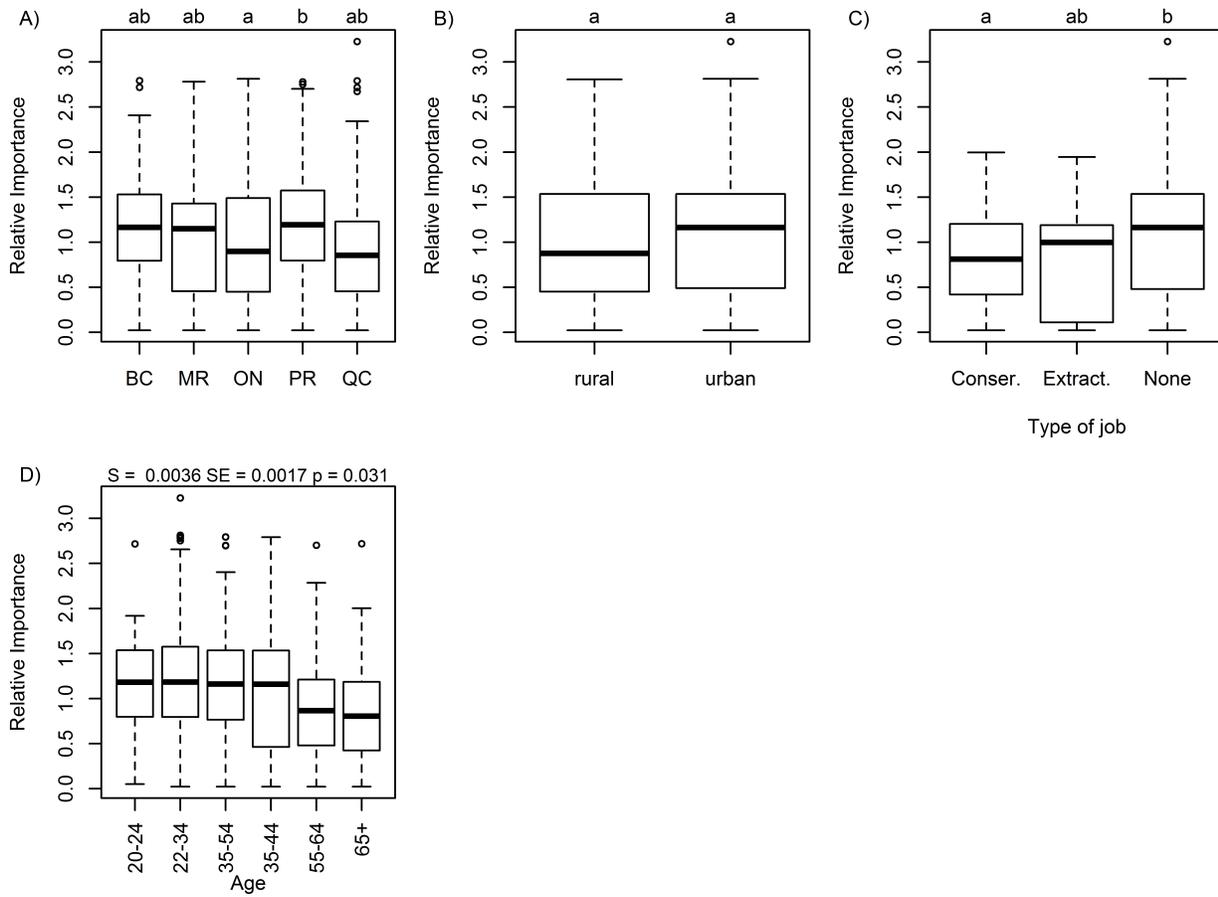
**Figure S6** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Coastal Protection. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



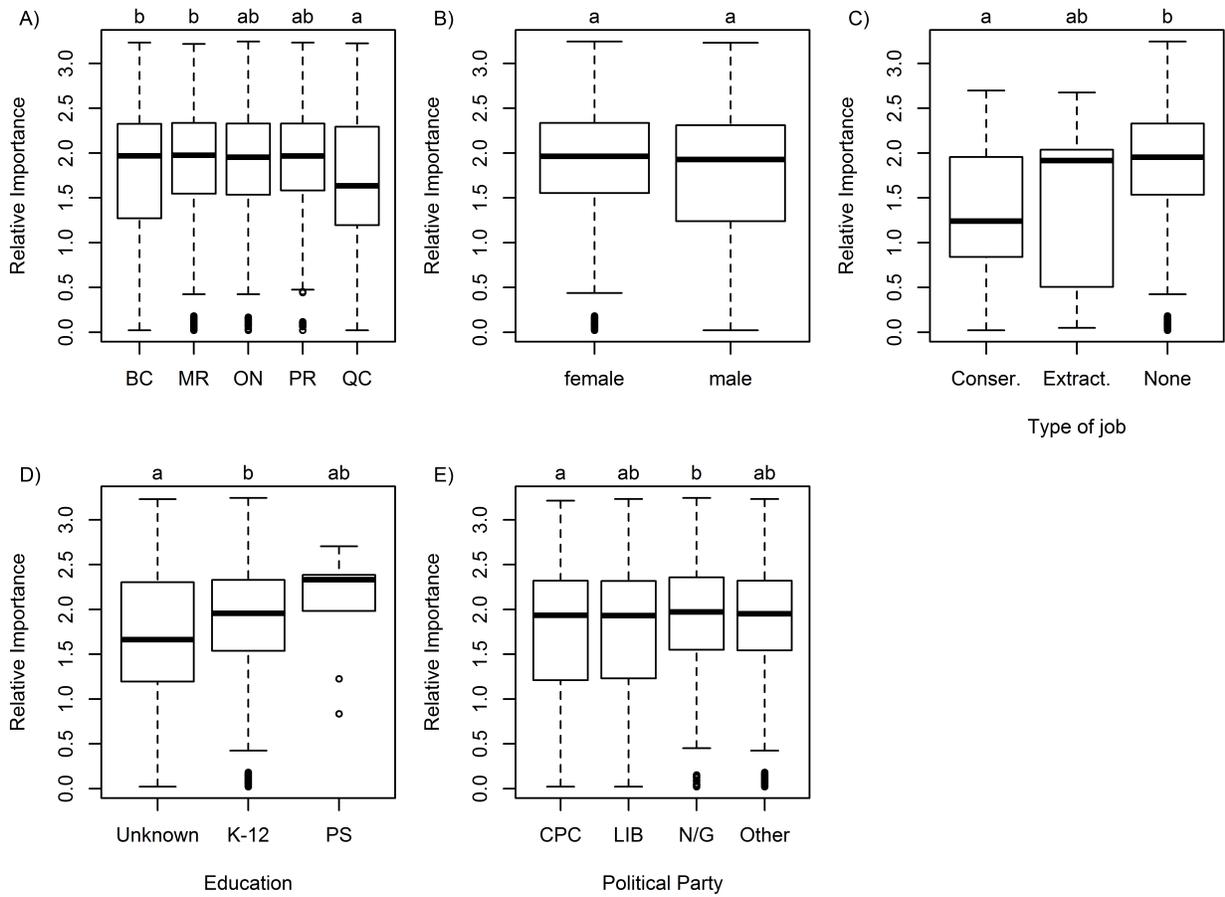
**Figure S7** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Coastal Livelihoods. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



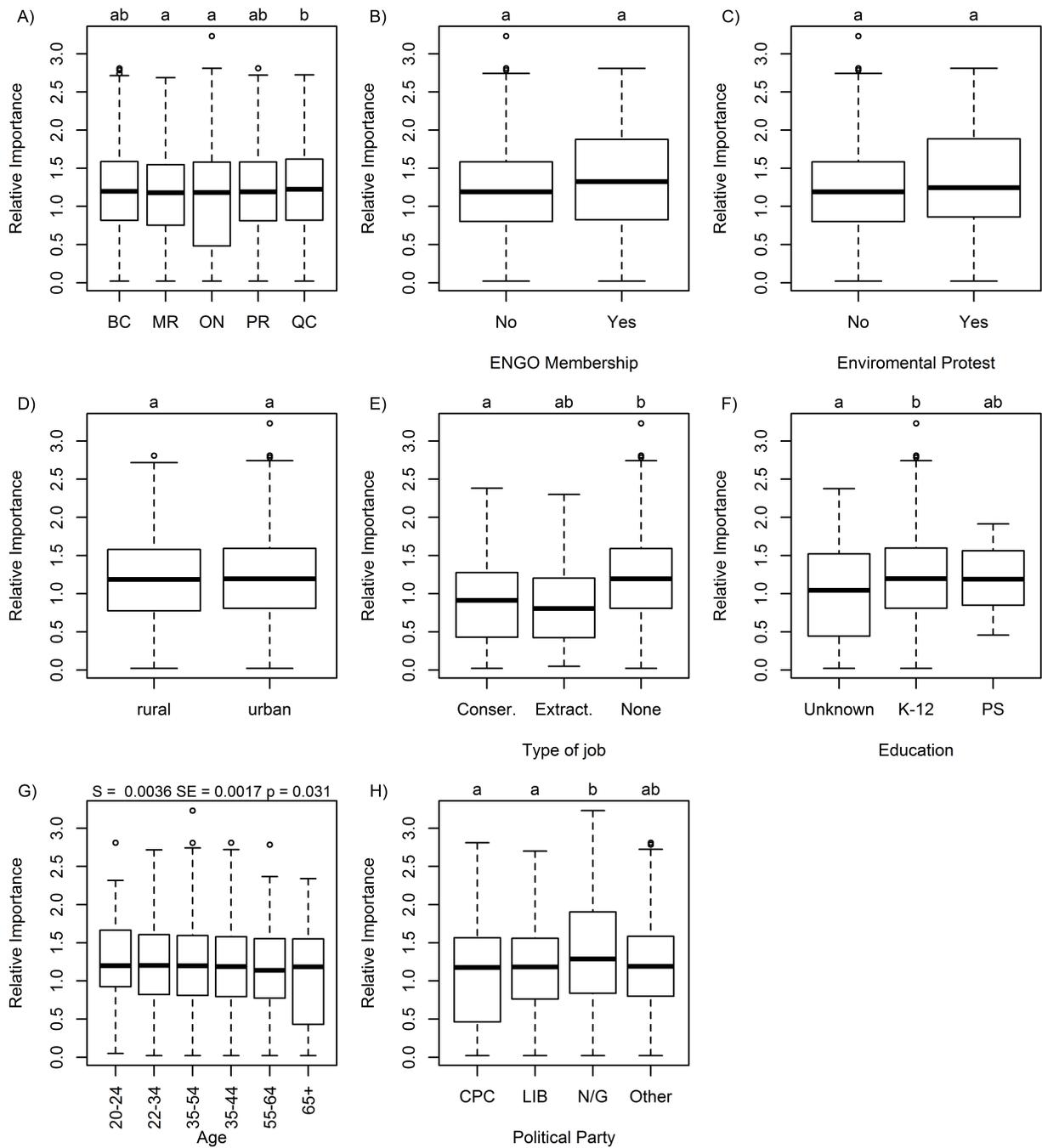
**Figure S8** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Tourism & Recreation. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



**Figure S9** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Iconic Species & Places. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



**Figure S10** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Clean Waters. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.



**Figure S11** Relative importance of all demographic and attitudinal variables that have a significant effect on relative importance of Biodiversity. The thick horizontal bars represent medians, the bottom and top of the boxes are the first and third quartile values, respectively, and the whiskers, minimum and maximum values.