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| **Supplementary Table 1** Mean (standard error) for values shown in Figure 1. |
|  | Ushuaia | Argentina | International | All |
| Benefits | 60.9 (2.3) | 63.9 (2.2) | 57.3 (1.4) | 59.8 (1.1) |
| Threats | 48.3 (2.8) | 32.2 (2.1) | 36.2 (1.6) | 40.4 (1.2) |

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| **Supplementary Table 2** Mean (standard error) for values shown in Figure 2. |
|  | Ushuaia | Argentina | International |
| Intrinsic | 3.0 (0.1) | 3.2 (0.1) | 3.0 (0.1) |
| Instrumental | 1.7 (0.1) | 2.0 (0.1) | 1.7 (0.1) |
| Relational | 2.7 (0.1) | 2.7 (0.1) | 2.4 (0.1) |
| Biodiversity | 3.0 (0.1) | 3.2 (0.1) | 3.0 (0.1) |
| Water | 2.0 (0.1) | 2.5 (0.1) | 2.0 (0.2) |
| Human necesities | 1.1 (0.1) | 1.5 (0.1) | 1.2 (0.1) |
| Ecosystem regulation | 2.0 (0.1) | 2.4 (0.1) | 2.3 (0.2) |
| Observation | 3.5 (0.1) | 3.5 (0.1) | 3.6 (0.1) |
| Recreation | 2.7 (0.1) | 2.1 (0.1) | 2.3 (0.2) |
| History & culture | 2.8 (0.1) | 3.0 (0.1) | 2.6 (0.1) |
| Education & science | 2.7 (0.1) | 2.9 (0.1) | 2.5 (0.1) |
| Economy | 1.8 (0.1) | 1.5 (0.1) | 1.4 (0.1) |
| Local identity | 2.9 (0.1) | 2.7 (0.1) | 2.3 (0.1) |
| Spirituality | 2.3 (0.1) | 2.4 (0.1) | 2.4 (0.1) |
| Border protection | 1.8 (0.1) | 2.3 (0.1) | 1.2 (0.1) |
| Existence | 3.1 (0.1) | 3.2 (0.1) | 3.0 (0.1) |

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| **Supplementary Table 3** Mean (standard error) for values shown in Figure 3. |
|  | Ushuaia | Argentina | International |
| Tourists | 1.6 (0.1) | 1.5 (0.1) | 1.9 (0.1) |
| Climate change | 2.1 (0.1) | 2.1 (0.1) | 2.0 (0.2) |
| Urban expansion | 2.1 (0.1) | 1.5 (0.1) | 1.6 (0.1) |
| Trash | 2.6 (0.1) | 1.9 (0.1) | 1.9 (0.2) |
| Use by local residents | 1.9 (0.1) | 0.8 (0.1) | 0.8 (0.1) |
| Stray horses | 1.5 (0.1) | 0.6 (0.1) | 1.0 (0.1) |
| Stray dogs | 1.5 (0.1) | 0.7 (0.1) | 1.1 (0.1) |
| Dirt road | 2.5 (0.1) | 1.6 (0.1) | 1.8 (0.1) |
| Non-native species impacts | 2.3 (0.1) | 1.8 (0.1) | 1.9 (0.2) |