**Supplementary Material II:** Messages and independent variables. To accentuate the message frames, bolding was used in presentation of messages to highlight the particular frame (adapted from Dean et al. 2019).

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| Control |
| The Ningaloo Coast World Heritage Area includes one of the longest near-shore reefs in the world and an extensive karst system and network of underground caves and water courses. However, a number of issues threaten the health of this area including climate change, increased fishing pressure, increased shipping and a growing impact from tourism. Protecting the Ningaloo Coast World Heritage Area involves managing human impacts in the region. |
| Environmental Message |
| **Ningaloo Coast – a unique ecosystem**  The Ningaloo Coast World Heritage Area includes one of the longest near-shore reefs in the world and an extensive karst system and network of underground caves and water courses. **The marine environment supports annual gatherings of whale sharks and other marine species including of sea turtles, whales and manta rays. The terrestrial part of the site features subterranean water bodies with a substantial network of caves, conduits, and groundwater streams that support a variety of rare species.** However, a number of issues threaten the health of this area including climate change, increased fishing pressure, increased shipping and a growing impact from tourism. Protecting the Ningaloo Coast World Heritage Area involves managing human impacts in the region, **but doing so ensures a healthy environment for the species in the region that depend on them.** |
| Environmental Message – Moral Language |
| **Ningaloo Coast – a safe haven for nature**  The Ningaloo Coast World Heritage Area includes one of the longest near-shore reefs in the world and an extensive karst system and network of underground caves and water courses. **Threatened, endangered, vulnerable and unique species like whalesharks, various sea turtles and blind gudgeon live in, or visit, the region.** However, a number of issues threaten the health of this area including climate change, increased fishing pressure, increased shipping and a growing impact from tourism, **causing harm to these species and the habitats upon which they depend.** Protecting the Ningaloo Coast World Heritage Area involves managing human impacts in the region. **Cherishing this unique and untainted ecosystem will allow it to thrive into the future.** |
| Economic Message |
| **Ningaloo Coast – a hub of activity**  The Ningaloo Coast World Heritage Area includes one of the longest near-shore reefs in the world and an extensive karst system and network of underground caves and water courses. **Local communities are heavily reliant on tourism in the region, with annual expenditure from tourists into the local economy well in excess of $100million per year.** **The Ningaloo region is also a key service point for offshore oil and gas development and exploration along the west Australian coastline which creates and supports jobs in the region.** However, a number of issues threaten the health of this area including climate change, increased fishing pressure, increased shipping and a growing impact from tourism. Protecting the Ningaloo Coast World Heritage Area involves managing human impacts in the region, **but doing so is necessary to ensure the long term economic growth of the region and the residents that call it home.** |
| Lifestyle (social) message |
| **Ningaloo Coast – a place to enjoy**  The Ningaloo Coast World Heritage Area includes one of the longest near-shore reefs in the world and an extensive karst system and network of underground caves and water courses. **These spaces provide opportunities for recreation and relaxation for residents and visitors alike.** However, a number of issues threaten the health of this area including climate change, increased fishing pressure, increased shipping and a growing impact from tourism, **impacting the quality of recreational activities such as fishing and snorkelling in the region.** Protecting the Ningaloo Coast World Heritage Area involves managing human impacts in the region. **This will ensure that the recreational value and lifestyle provided by the Ningaloo Coast is maintained in the future.** |