

Environmental Moral Exporting Measure

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Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

1. When I meet someone who doesn't share my views on environmental issues that are important to me, I take the time to explain my views in an effort to convince them that my views are worth living by.
2. I believe that my views on environmental issues are the types of views that the government should look to turn into federal and state policy.
3. If people disagree with me on environmental issues, then they are wrong and need to change their views.
4. I am willing to try to influence the behavior of my family and friends to more closely align with my own views on environmental issues.
5. People with different cultural backgrounds than I have should still take time to appreciate the views of people like me on environmental issues.
6. I try to set a good example of proper environmental behavior by engaging in environmental behaviors in front of people or in places where I know they will see that someone has engaged in the environmental behavior in that setting in the past.
7. I would take time to teach someone how to live their life in a way that is more consistent with my environmental views.

To compute the scale score, average all seven items.