There is a need for an increased adoption of environmentally sustainable practices in my field. 100 I'm not sure 9% Strongly disagree 18% 17% 17% Rather disagree 80 16% Rather agree Strongly agree 60 share % 48% 46% 53% 50% 40 20 30% 29% 25% 21% BB GenX GenY GenZ n = 36n = 108n = 171n = 40generation