There is a need for an increased adoption of environmentally sustainable practices in my field. 100 I'm not sure 8% Strongly disagree 16% 19% 17% Rather disagree 16% 80 Rather agree Strongly agree 60 percent % 53% 46% 49% 50% 40 20 28% 27% 25% 23% BB GenX GenY GenZ n = 32n = 101n = 155n = 37generation