

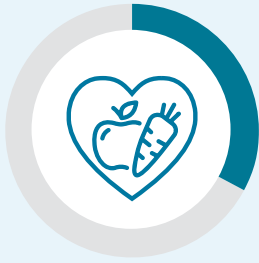


TOMORROW'S DIETITIAN

A FIRST LOOK AT GEN Z RDs.

Gen Z RDs defined as nutrition & dietetics students and newly credentialed RDs born 1997 to 2005

Ketchum surveyed 320+ dietitians to understand differences in motivations, preferences and behaviors of Gen Z RDs compared with other generations of nutrition professionals. We then hosted a panel discussion of six Gen Z RDs to help contextualize the survey data. While preliminary, there are important considerations for a wide range of professional settings.

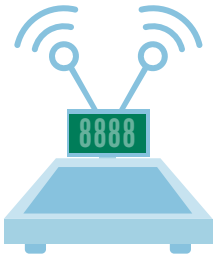


THEIR CAREER MOTIVATIONS ARE UNIQUELY PERSONAL

33% of Gen Z RDs and nutrition students say they came into the profession because they want to help others heal their relationships with food, significantly more than other generations of nutrition professionals. Relatedly, Gen Z RDs were also significantly more likely to have a history of disordered eating or an eating disorder, struggles with body image, or come into the profession because of a personal nutrition diagnosis.

WHAT THEY ARE LEAST INTERESTED IN IS MOST INTERESTING

Gen Z RDs are significantly more interested in Intuitive Eating, Sports Nutrition, Eating Disorders, and Digestive Disorders than other generations of nutrition professionals, reflective of what motivated their career path. They are significantly less interested in plant-based eating and culinary nutrition.

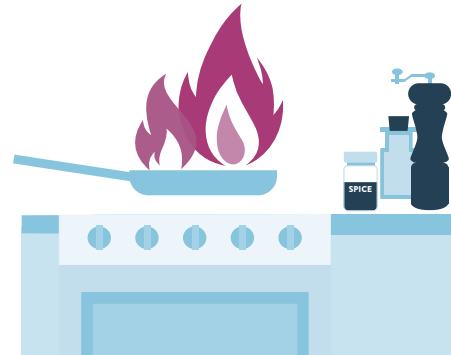


THEIR DIET CULTURE ANTENNAS ARE UP

While many Gen Z RDs are passionate about plant-based eating for sustainability reasons, they also see it being rooted in diet culture as many associate the term with clean eating, cleansing, or weight loss.

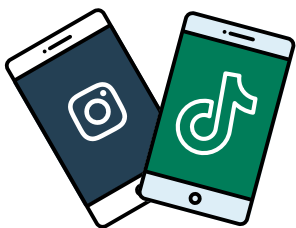
THEIR CULINARY SKILLZ ARE LACKING

Gen Z RDs don't feel equipped in the kitchen and largely did not learn culinary skills at home or in school. To them, a "recipe" means a convenient pairing or something that's easy and quick to assemble.



THERE ARE CONNOTATION NUANCES IN THEIR VERNACULAR

In addition to "plant-based" and "recipes," there are other terms that may mean something different to Gen Z RDs, and context is always important. For example, they would typically associate "guilt-free" with diet culture, but it could also be used to describe something that doesn't require a lot of time or money to prepare.



SOCIAL MEDIA IS THEIR PROFESSIONAL NEWS SOURCE

Gen Z RDs get their daily nutrition information from social media, significantly more than other generations. Instagram is the top channel by far (76%), followed by TikTok. They trust their professional organizations and associations, and those they follow on social media are often the conduit for this content.

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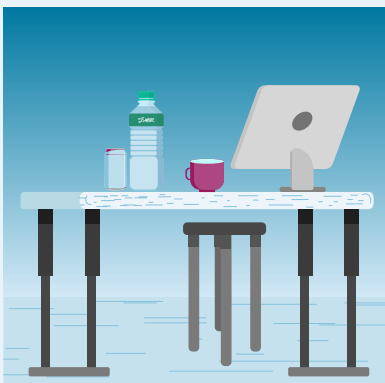


THEY CURATE THEIR OWN DIGITAL LIBRARIES

Gen Z RDs stay updated on nutrition research and hot topics through virtual educational sessions, social media, podcasts, documentaries, and video platforms. They may take screen shots of what is interesting to them and make an album on their phone, or put it on their Google drive to organize it. They aren't using their email inbox to organize information they receive, as previous generations of nutrition professionals may have preferred, and they aren't subscribing to e-newsletters as often, as it reminds them of school communications.

SCIENCE + EMOTION EARNS THEIR TRUST

Compared to other generations of nutrition professionals, Gen Z RDs are least likely to care if a food product, beverage or dietary supplement making claims about its impact on a health outcome has two scientific studies or more supporting the claims, and were significantly more likely to care if the claims are endorsed by a healthcare professional and if there was 3rd party testing/seal. Gen Z RDs are more likely than other generations to care if their own values are aligned with the mission of the brand, company or product and if they have an emotion connection or like how the company makes them feel about using their brand or products.

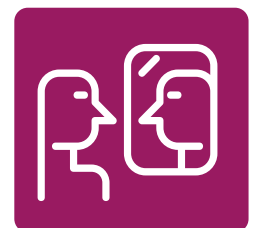


THEIR PROCLIVITY FOR ENTREPRENEURSHIP IS COMPLEX

Many Gen Z RDs are launching their own businesses, even as students, and especially during the pandemic. While at first glance, it may seem this generation prefers to start their professional careers as entrepreneurs, they actually crave stability and structure, with 49% preferring traditional full-time employment. But they feel like traditional entry-level jobs won't pay them/recognize them for what they perceive is their value or offer them the flexible schedule and hours they desire, so these digital natives seek out their own nutrition niche to offer as goods and services.

THEY DON'T ALWAYS FEEL AS CONFIDENT AS THEY APPEAR BEHIND SCREENS

64% of Gen Z RDs named managing feelings of imposter syndrome as the professional skill they want to learn most to advance in their careers. This was distantly followed by conflict resolution skills at 38% as the second most desired skill, which might be related to navigating nutrition & wellness perspectives different from their own. As it relates to nutrition-related skills, they are most interested in learning nutrition research and analysis — this is most likely driven by their desire to create real-time science-based social media content to combat misinformation and address nutrition hot topics.



Contact RDteam@ketchum.com to learn more.