



# 2022 Annual Health Professional Survey

SoyConnection  
Health & Nutrition News About Soy



# Key Findings

**90% of Health Professionals recommend soy to their clients (any frequency).**



■ Recommend Soy ■ Never Recommend Soy

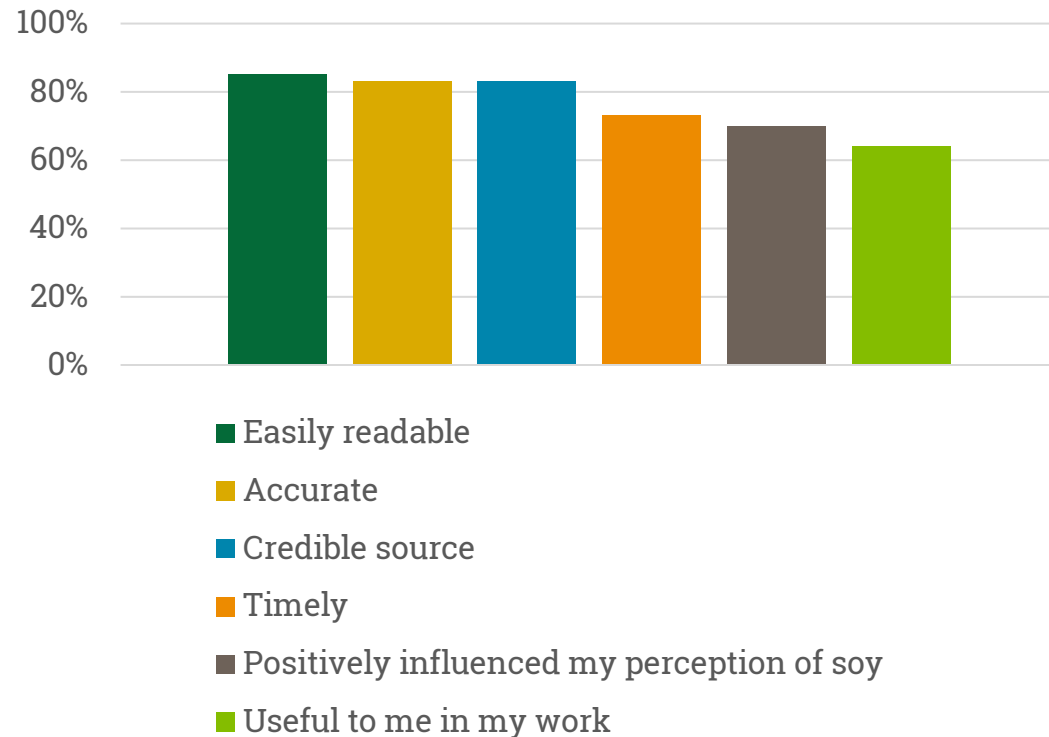
**64% of respondents view soy favorably.**



■ Favorable/Very Favorable ■ Neutral ■ Unfavorable/Very Unfavorable

# Key Findings

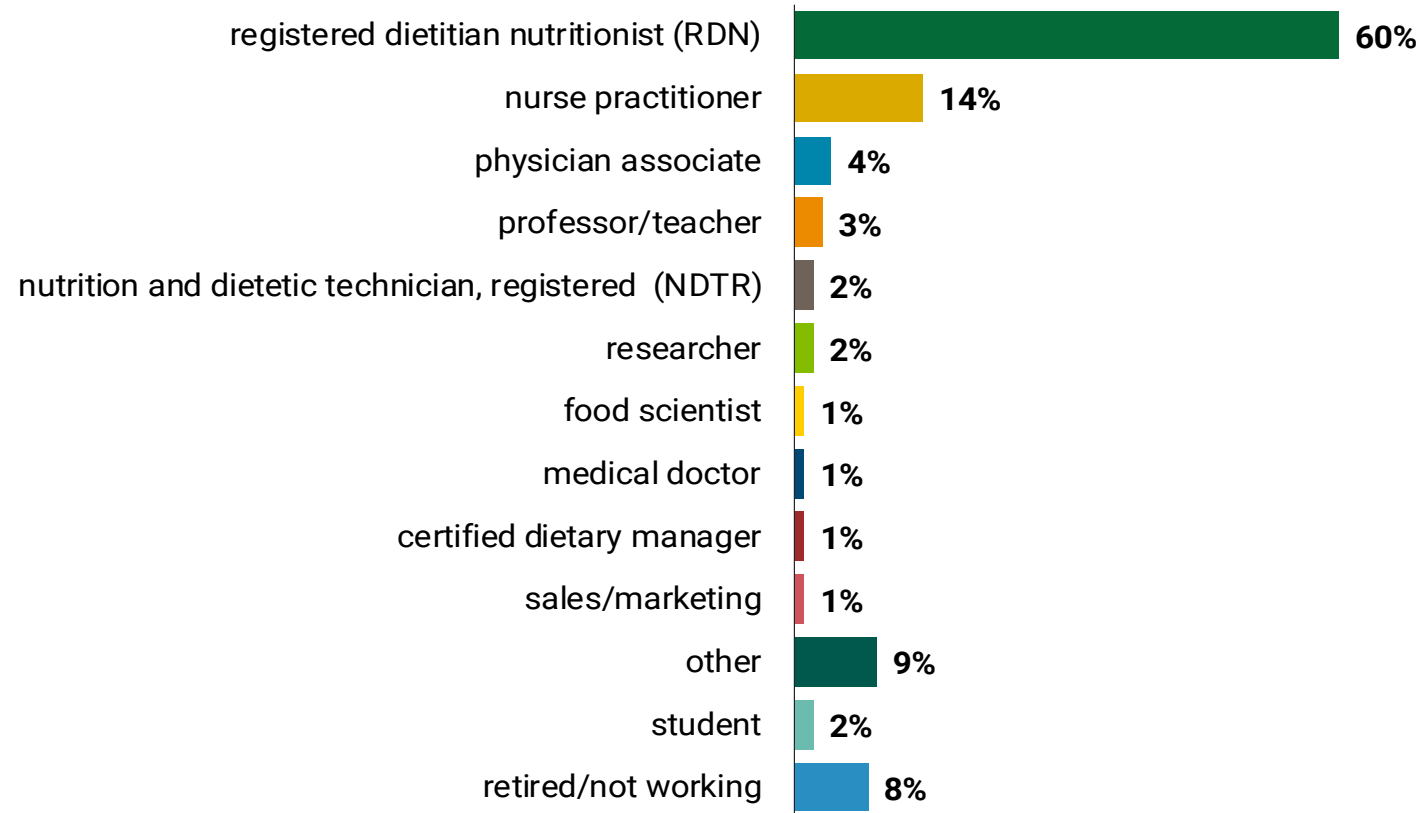
**At least two in three newsletter recipients (64%) agree with each of six positive statements about the newsletter.**



**At least 75% of recipients rated each of the four content types/features of *The Soy Connection* as valuable**

- ✓ Timely & up-to-date information
- ✓ Recipes, healthy handouts, & practical tips
- ✓ Free continuing education credits
- ✓ Research content

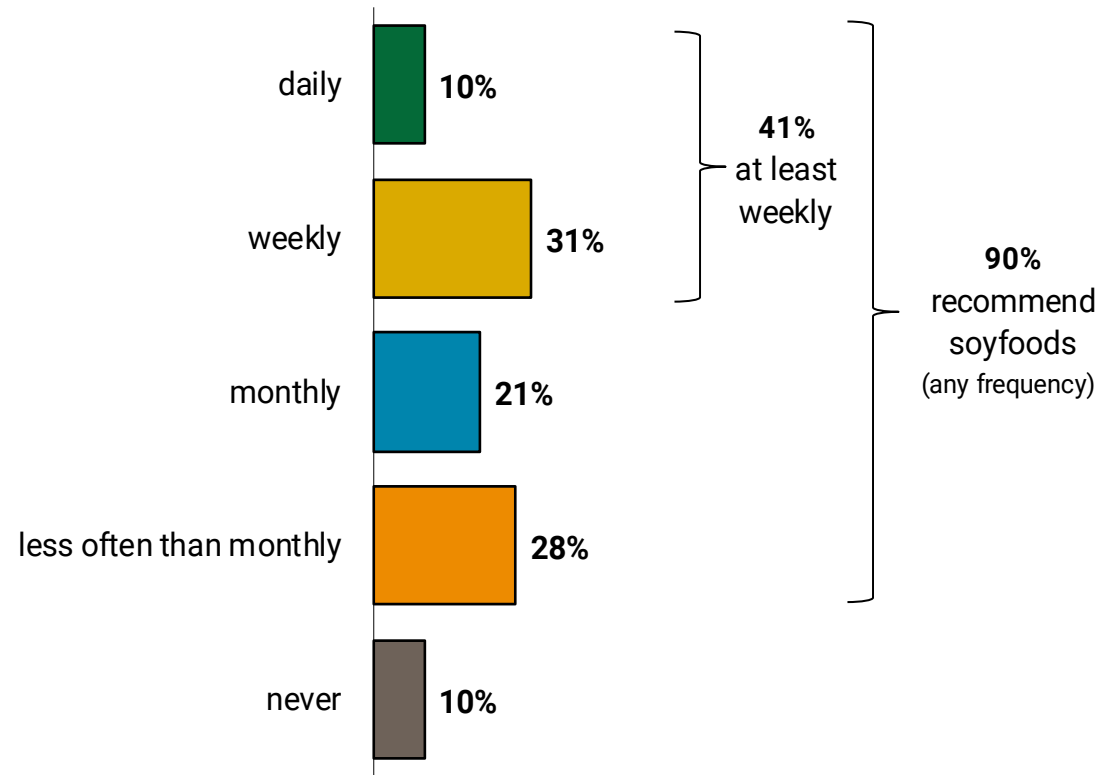
# 60% of all respondents are registered dietitian nutritionists. The remaining slides will be based down to those respondents who work in healthcare/nutrition.



What is your profession?

base: all 1,560 respondents (multiple answers)

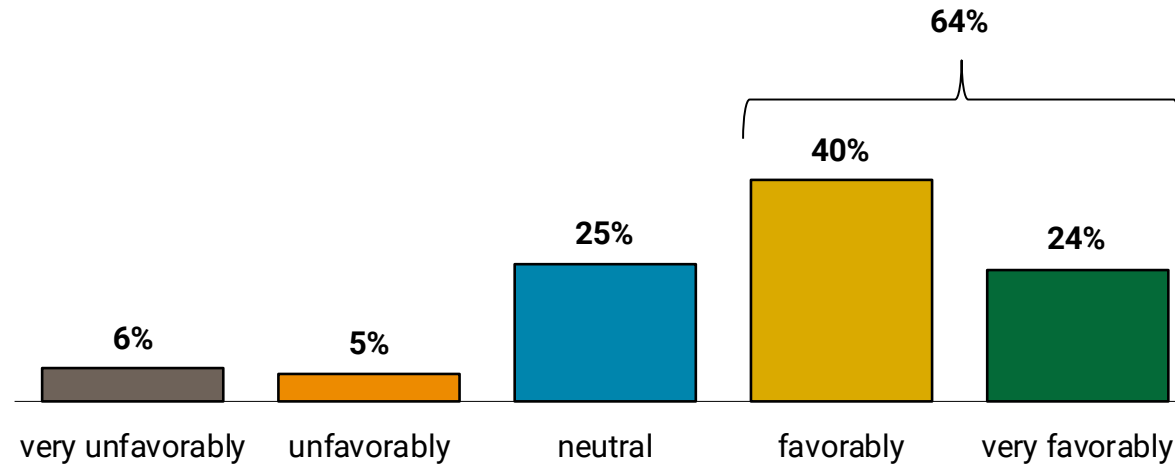
# A majority of respondents who work directly with patients and/or clients (90%) recommend soyfoods to them, including 41% who do so at least weekly.



How often do you recommend soyfoods and/or soy beverages to your patients and/or clients?

base: 1,106 respondents who work directly with patients and/or clients

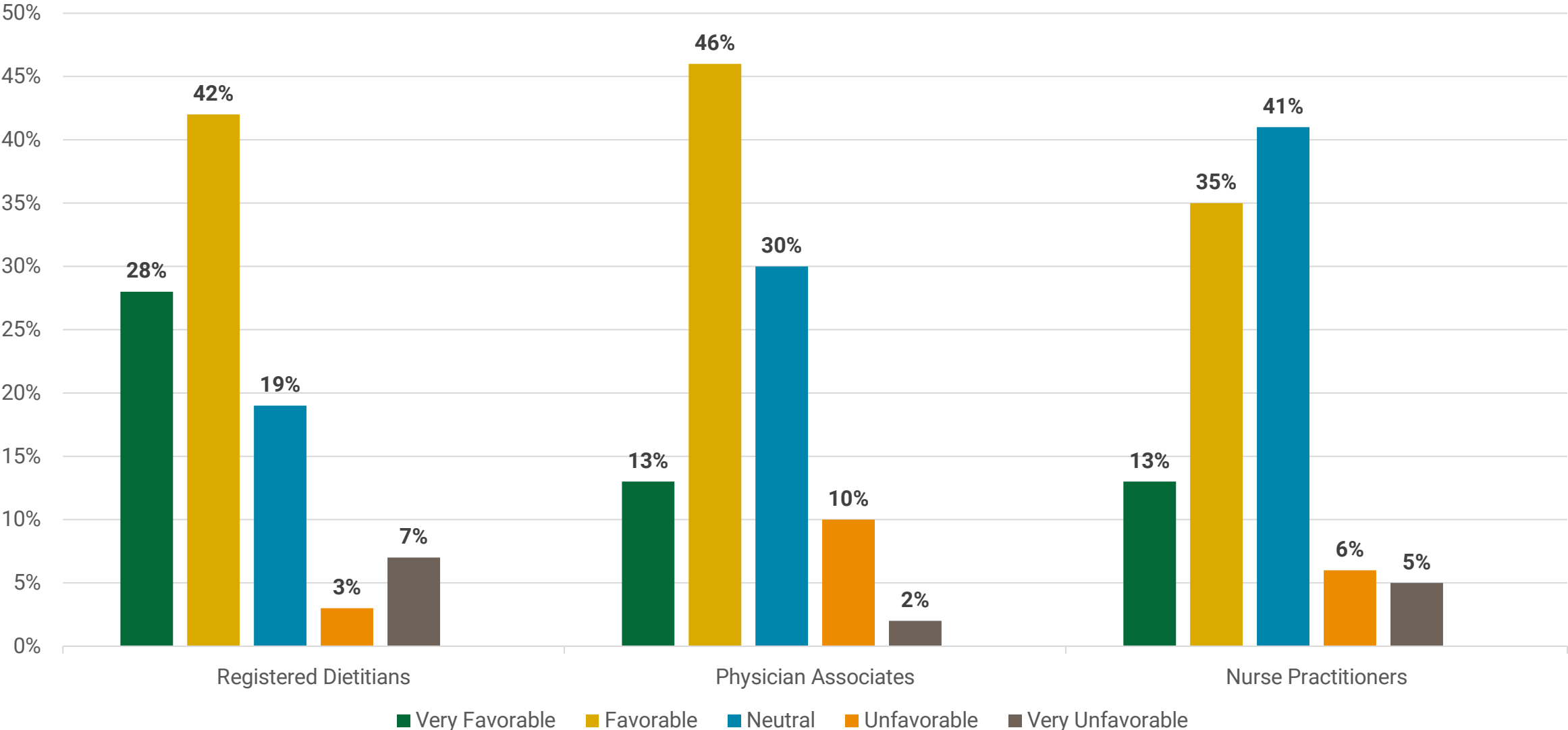
# Most respondents (64%) tend to view soy favorably as a nutritional choice for themselves and (if applicable) for their patients and/or clients.



How favorably do you view soy as a healthy, nutritional choice for yourself and (if applicable) your patients and/or clients?

base: 1,409 respondents working in healthcare/nutrition

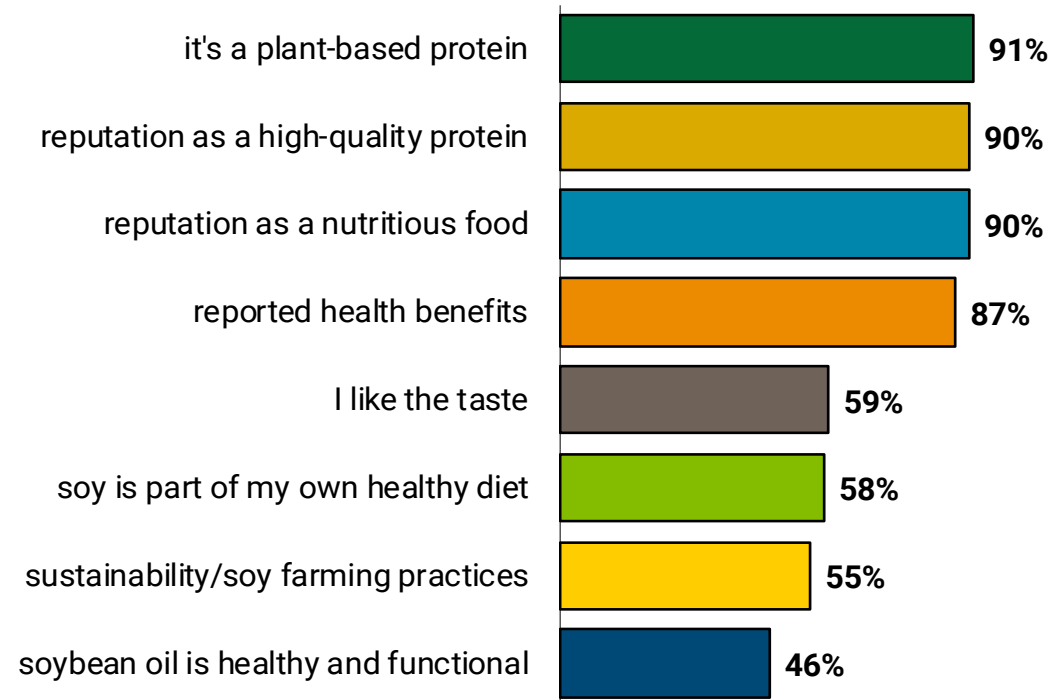
# Health Professionals' Perception of Soy



Source: 2022 Soy Connection Annual Health Professional Survey

# Those who view soy favorably are heavily influenced by its reported health benefits, and its reputation for being a nutritious food and a source of high-quality protein that is plant-based.

% rating each as influential\* in their view of soy as favorable



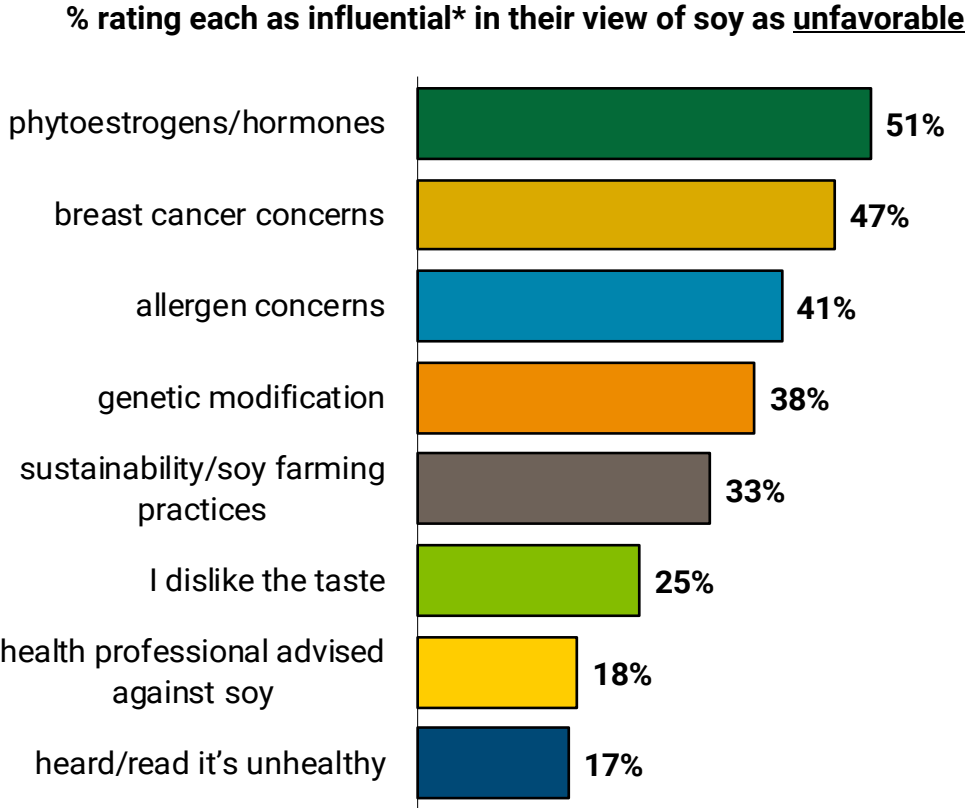
\*influential defined as a rating of 4 or 5 on a 5-point scale where 5=very influential and 1=not at all influential

How influential are each of the following in shaping your view of soy as "favorable"?

base: 892 respondents working in healthcare/nutrition who have a favorable or very favorable view of soy



# At least one-third who view soy unfavorably are influenced by the presence of phytoestrogen/hormones, breast cancer and allergen concerns, as well as genetic modification and soy farming practices.

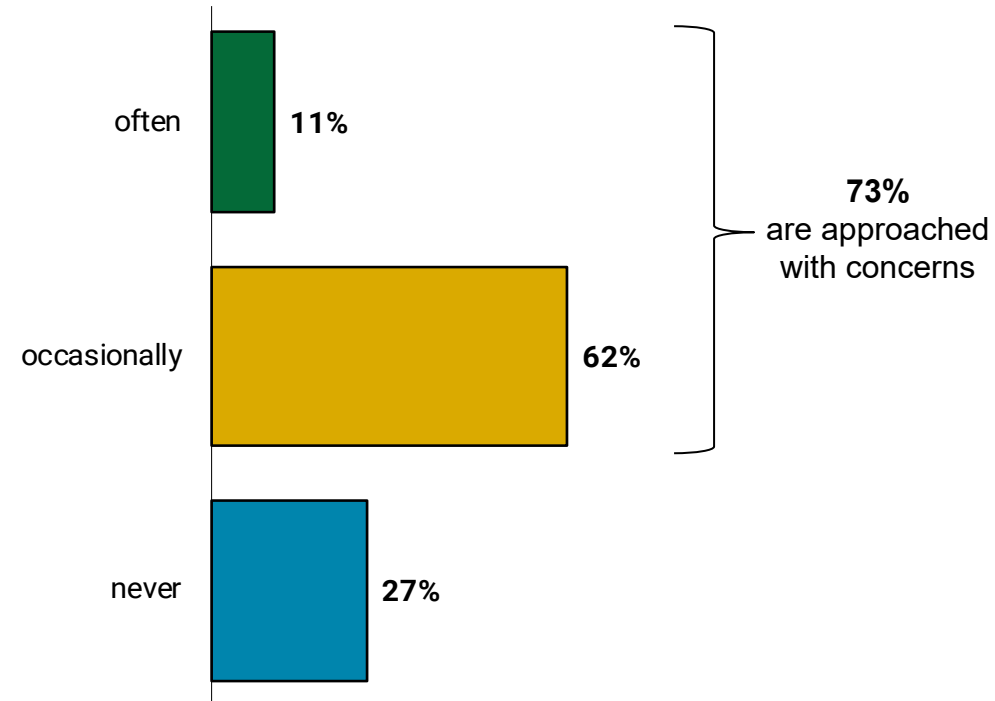


\*influential defined as a rating of 5=very influential and 1=not at all influential

How influential are each of the following in shaping your view of soy as "unfavorable"?

base: 160 respondents working in healthcare/nutrition who have an unfavorable or very unfavorable view of soy

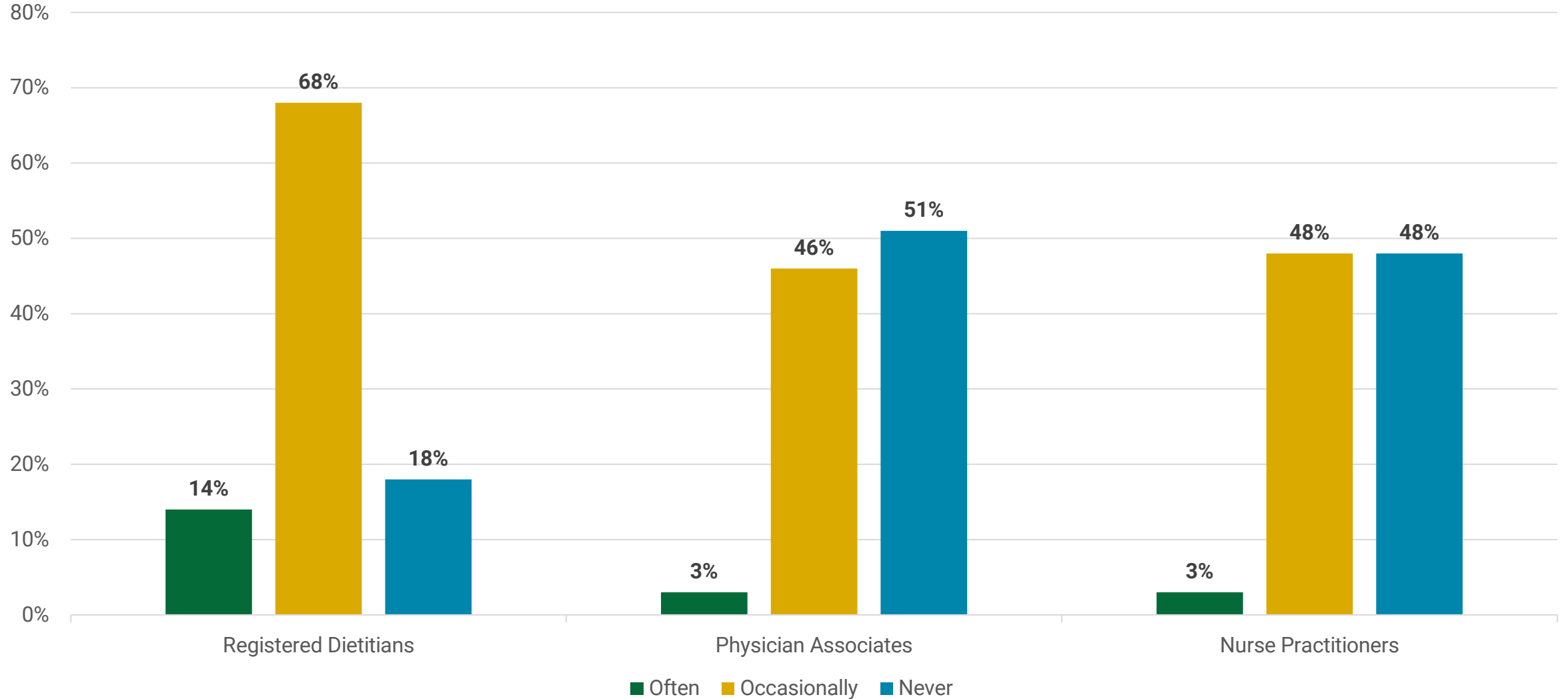
# 73% of respondents who work directly with patients and/or clients hear concerns from them relating to soy.



How often do patients and/or clients approach you with concerns relating to soy?

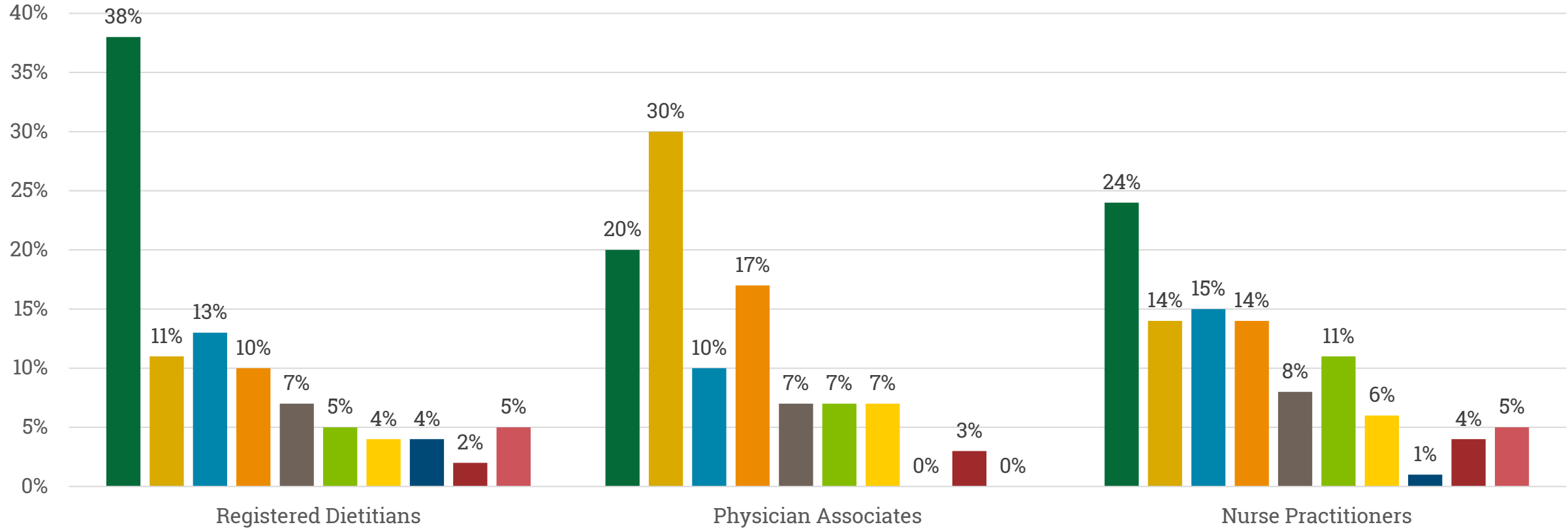
base: 1,106 respondents who work directly with patients and/or clients

## How often do patients/clients approach health professionals with concerns relating to soy?



Source: 2022 Soy Connection Annual Health Professional Survey

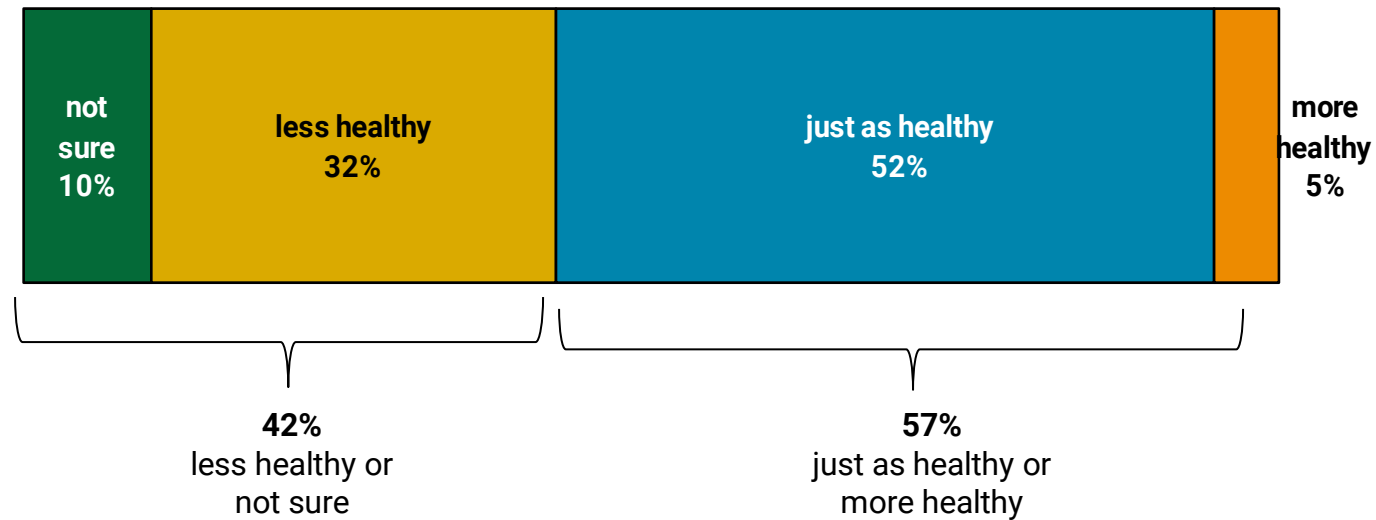
## Patient/Client Concerns About Soy



- Breast Cancer
- Hormonal Effects in Males
- Genetic Modification of Soy
- Thyroid Function
- Early Childhood Puberty Onset/Growth & Development

- Allergies
- Taste
- Processed Foods
- Other Cancer
- Other

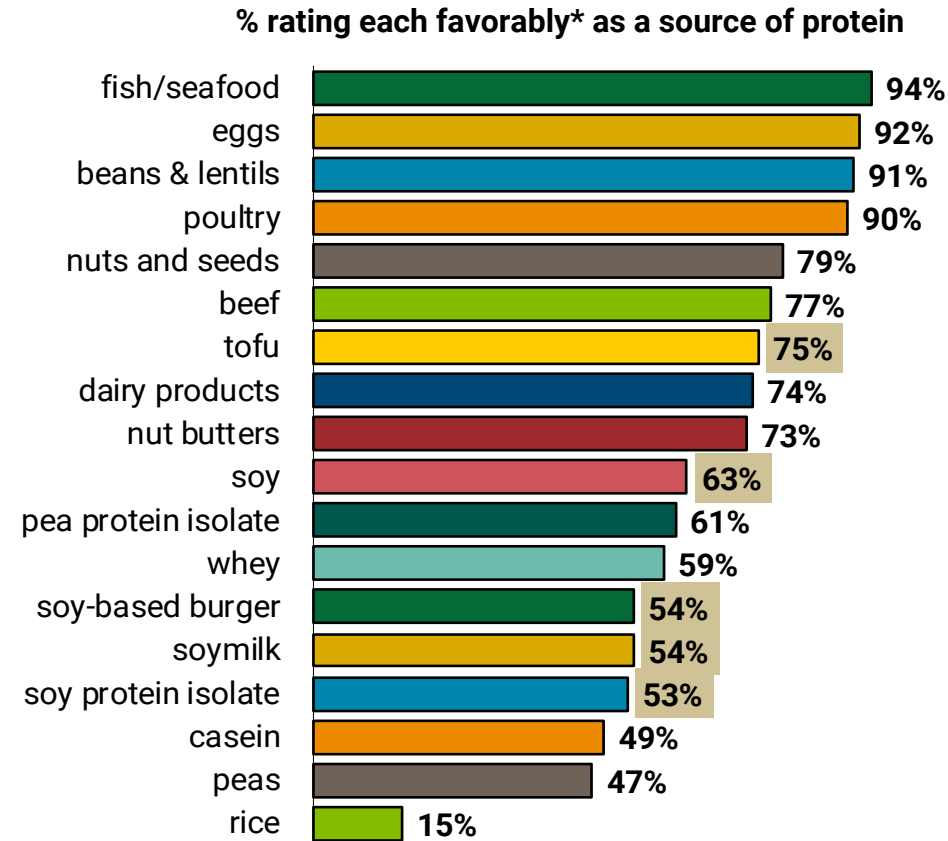
**When asked about their perception about soybean oil, 57% of respondents perceive it is just as healthy or more so than other cooking oils.**



Most vegetable oil is actually soybean oil. Do you believe soybean oil is more healthy, just as healthy, or less healthy than other cooking oils?

base: 1,409 respondents working in healthcare/nutrition

# Soyfoods and/or other soy applications were rated favorably as a source of protein by half to three-quarters of respondents.

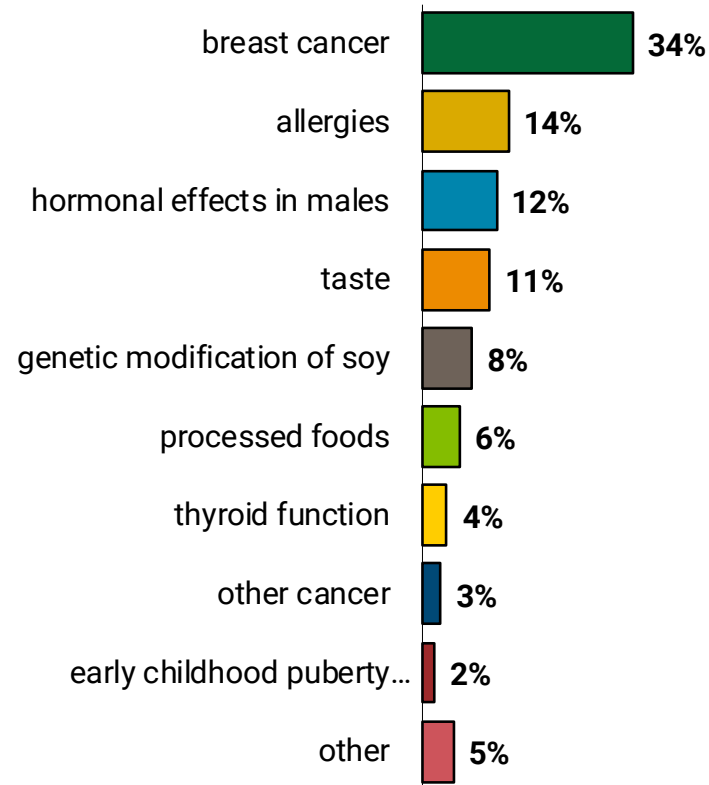


\*favorably defined as a rating of 4 or 5 on a 5-point scale where 5=very favorably and 1=very unfavorably

How favorably would you rate each of the following foods or ingredients as a source of protein?

base: 1,409 respondents working in healthcare/nutrition

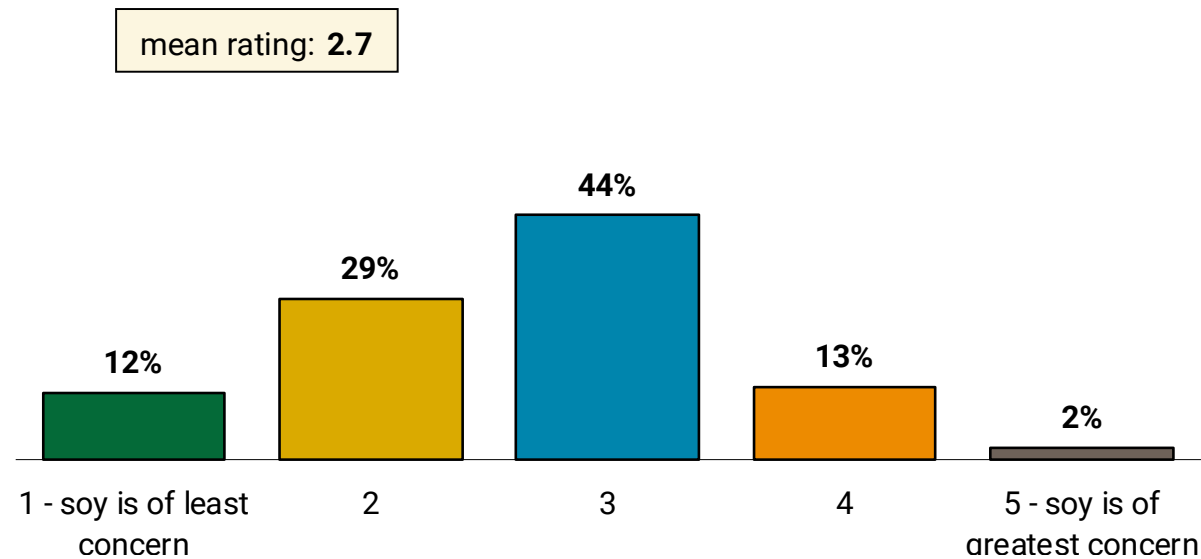
# Respondents who receive questions from their patients/clients about soy-related concerns are most often asked about soy's relation to breast cancer.



Of these soy-related concerns, which one do your patients and/or clients ask you about most often?

base: 807 respondents who work directly with patients and/or clients and who are approached with concerns related to soy

# Respondents rank soy as a moderate allergen concern compared to other “Big 9” allergens.

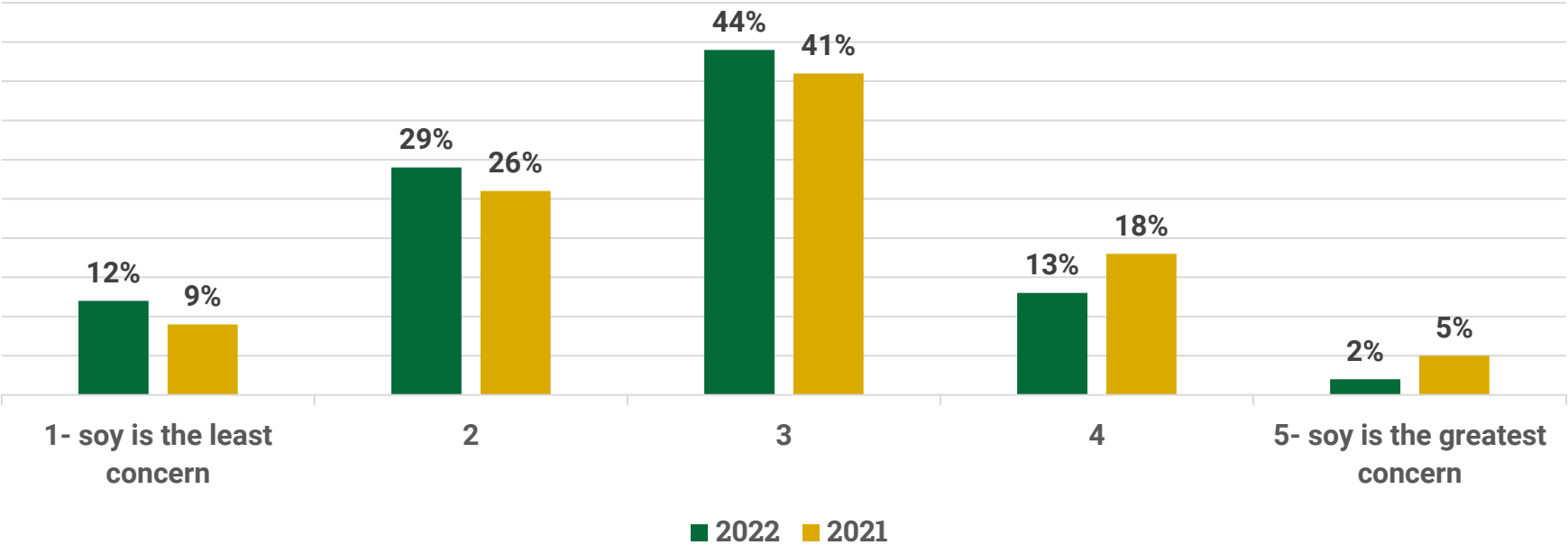


How do you rank soy as an allergen compared to other "Big 9" allergens (e.g., peanuts, milk, wheat, sesame)?

base: 1,409 respondents working in healthcare/nutrition

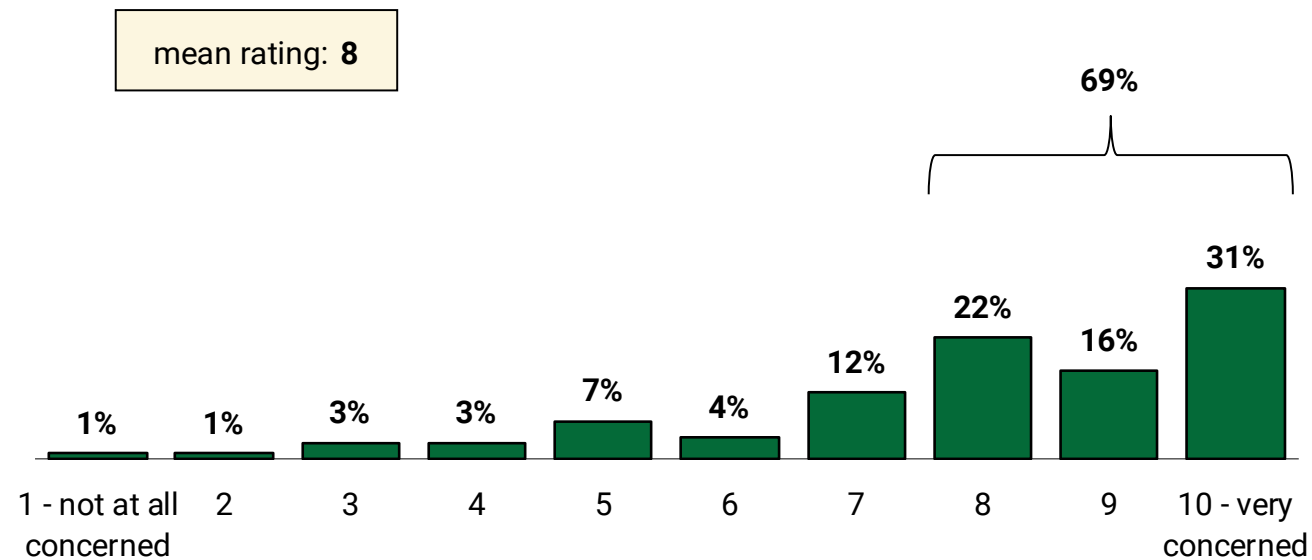


# How do health professionals rank soy as an allergen compared to other “Big 9” allergens?



Source: 2022 Soy Connection Annual Health Professional Survey

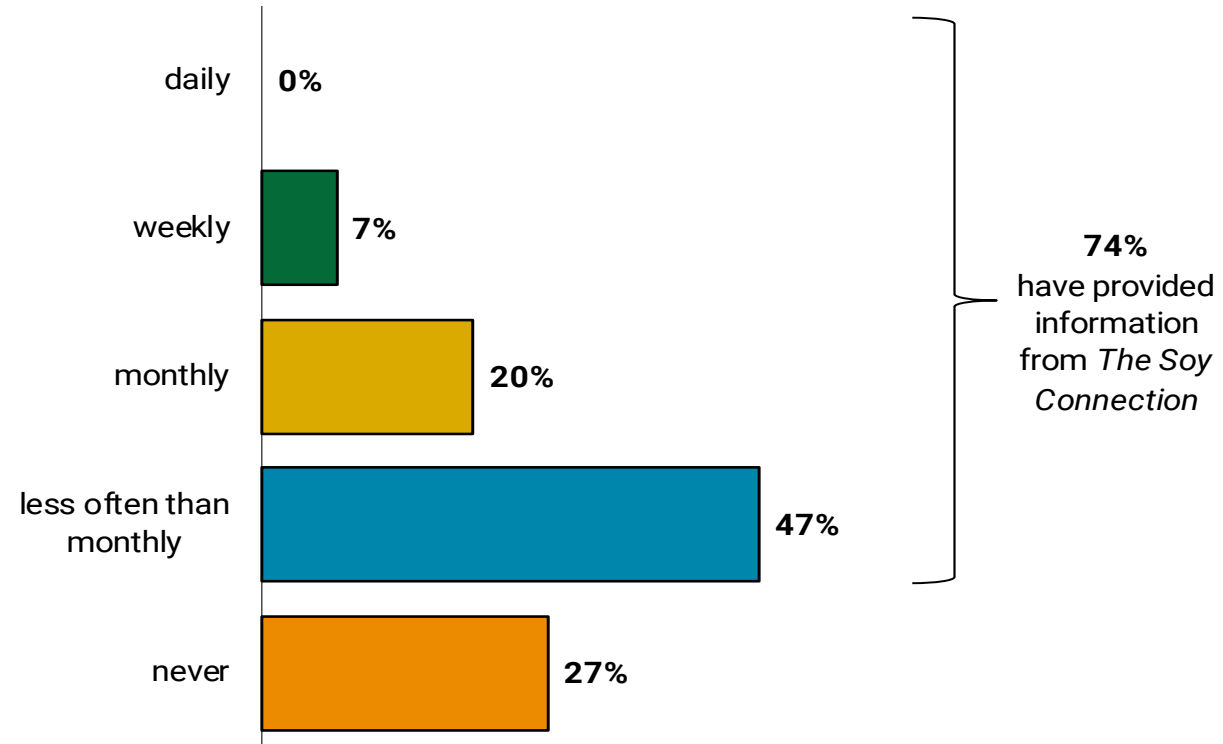
**Two in three respondents (69%) have a high level of concern about the issue of processed foods, including about one in three (31%) who are very concerned.**



How concerned are you about the issue of processed foods?

base: 1,409 respondents working in healthcare/nutrition

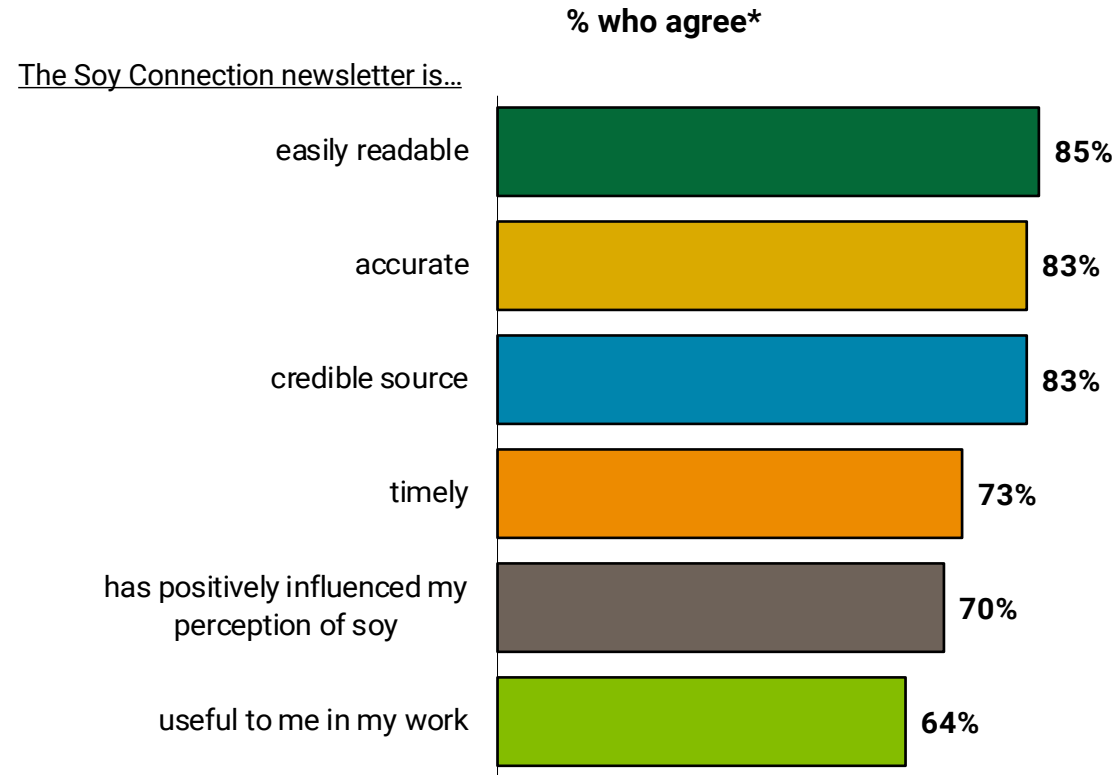
# A majority (74%) who work directly with patients/clients have provided them with information from the newsletter.



How often have you provided your patients and/or clients with information from The Soy Connection newsletter?

base: 523 respondents working in healthcare/nutrition directly with patients and/or clients and currently receive The Soy Connection newsletter or used to

# ***The Soy Connection* is held in high regard. At least two in three recipients (64%) agree with each of six positive statements about the newsletter.**

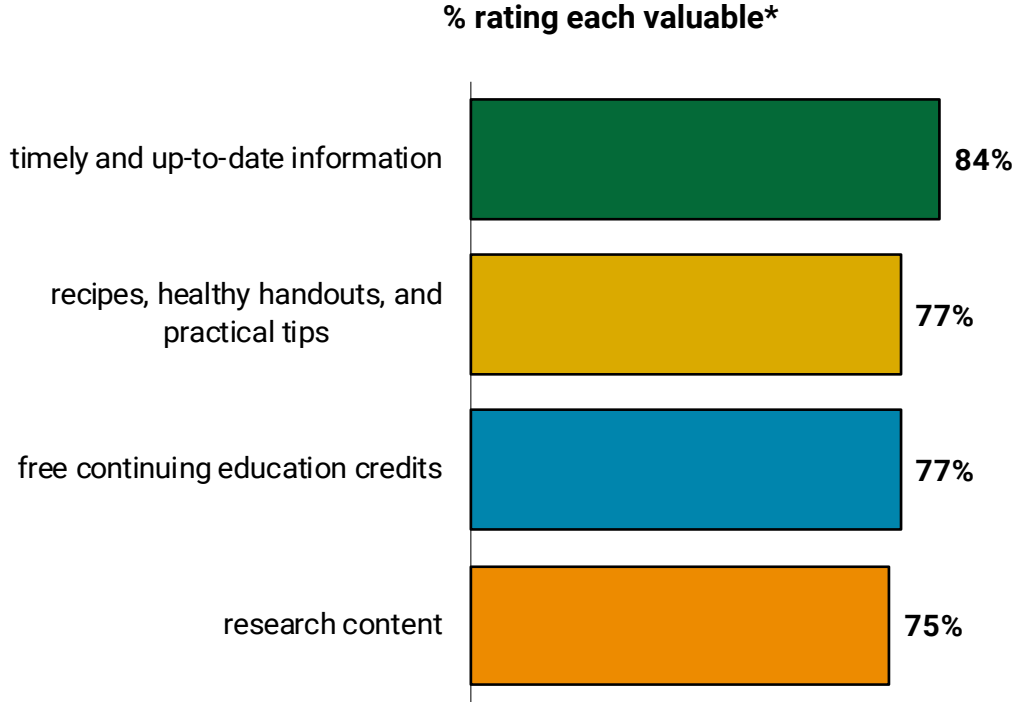


\*agree defined as a rating of +1 or +2 on a 5-point scale where +2=strongly agree and -2=strongly disagree

What is your level of agreement with each of the following statements about The Soy Connection newsletter?

base: 701 respondents working in healthcare/nutrition who currently receive the Soy Connection newsletter or used to

# At least three in four (75%) of recipients rated each of the four content types/features of *The Soy Connection* as valuable.

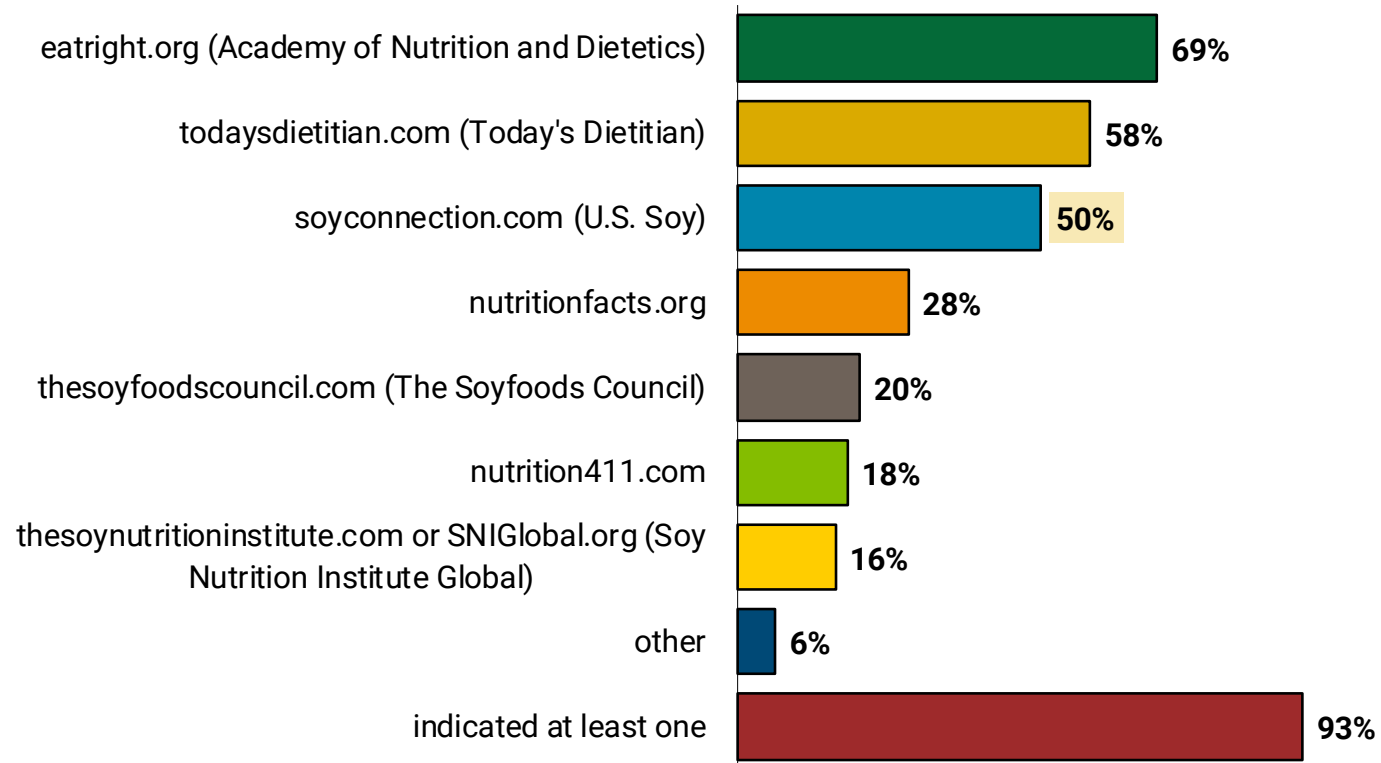


\*valuable defined as a rating of 4 or 5 on a 5-point scale where 5=very valuable and 1=not at all valuable

How valuable to you are each of the following content types/features of The Soy Connection newsletter?

base: 701 respondents working in healthcare/nutrition who currently receive the Soy Connection newsletter or used to

# U.S. Soy's website (SoyConnection.com) is among the top three websites respondents are most likely to use for information about soy and nutrition.



What websites are you (or would you be) most likely to use as a resource for information about soy and nutrition?

base: 1,409 respondents working in healthcare/nutrition (multiple answers)



# Questions?

Contact Katherine Drury at [Katherine@communiqueinc.com](mailto:Katherine@communiqueinc.com)

SoyConnection  
Health & Nutrition News About Soy

SOY

# Survey Info

- Each year, Soy Connection distributes a survey to health professionals to gauge their opinions on soy and other food-related issues and gather their feedback on the Soy Connection Newsletter.
- The Soy Connection Annual Health Professional Survey is a blind survey created by the Soy Connection team and distributed by ReadEx, a nationally recognized independent research company.
- The 2022 survey was distributed from July 19, 2022, to August 11, 2022 through four emails to the *Soy Connection*/Communique sample sent by ReadEx, one email deployed by *Today's Dietitian*, one email deployed by American Academy of Nurse Practitioners *SmartBrief*, and one email distributed to the American Academy of Physician Associates membership.
- We received a total of 1,560 responses, 1,409 of which identified as healthcare/nutrition professionals. This is a 25% increase from 2021.