



2024 Annual Health Professional Survey Results

Research Objective

Understand thoughts and opinions of soy foods among health professionals.

Methodology

- 7-minute online survey among 734 health professionals, including 626 who opted in to receiving information from *Soy Connection* or affiliated partners and 108 Nurse Practitioners / Physician Associates from a health professionals panel.
- Field Dates: 6/4/24 – 7/21/24

Sample Sources

We used the following sources to gain participation:

- Soy Connection Subscribers, n=324
- Today's Dietitian, n=218
- Survey Healthcare Global = 108
- Geriatric Med, n=47
- Registered Dietitian SmartBrief, n=35
- Nurse Practitioner SmartBrief, n=2



Statistics & Tracking

This report will compare results from 2024 to 2023 and 2022.

All statistical differences are shown at the **95% confidence level**.

2024 results that are significantly greater/less than 2023 will be shown with colored arrows.

2024 results that are significantly greater/less than 2022 will be shown with outlined arrows.

Significance will be shown along with a legend on each slide, as seen below:

 /  Shows that 2024 is significantly greater/less than 2022

 /  Shows that 2024 is significantly greater/less than 2023



Executive Summary

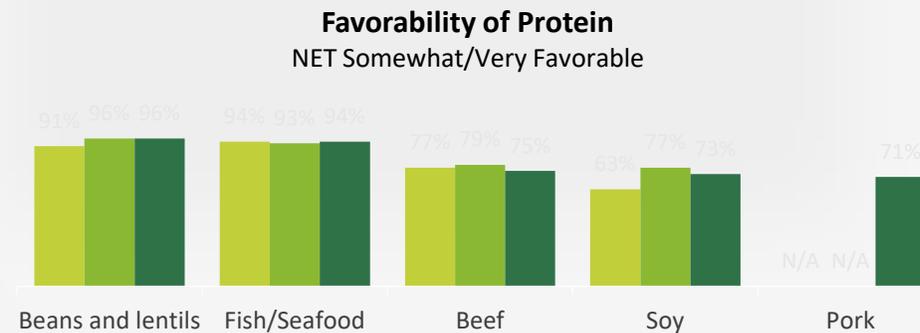
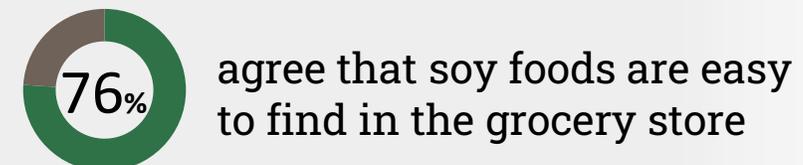
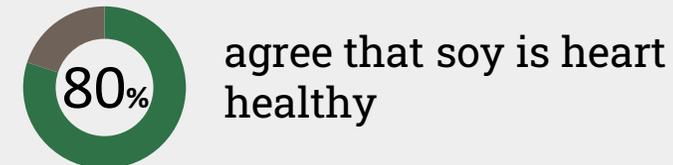
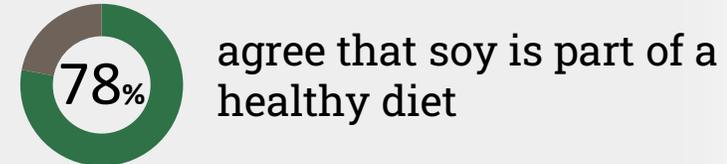
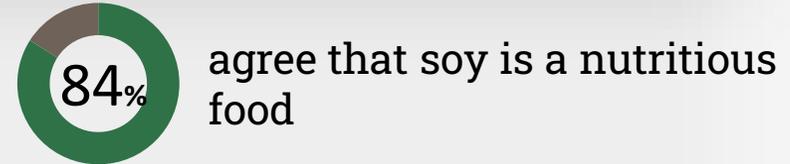
What do health professionals think of soy products?

1 Most health professionals consider soy as a nutritious food that is part of a healthy diet, heart healthy, and easy to find in the grocery store.

2 Awareness of the soy protein FDA authorized health claim has been trending upwards since 2023. However, soy is still regarded as a second-tier protein source, ranking alongside pork and falling behind seafood and beans.



Perceptions of Soy Products



What are the most salient concerns around soy?

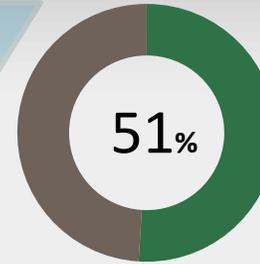
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Similar to last year, nearly half of professionals working directly with clients get approached at least sometimes with soy-related concerns, particularly around breast cancer. Discordantly, health professionals are most concerned with the genetic modification and allergenicity of soy.

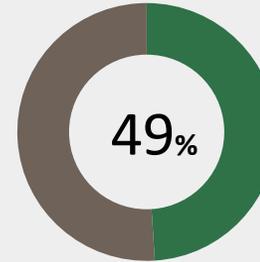
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Although the agreement that soy is safe and nutritious for women, men, and children is trending upwards, safety for infants is still debated.

Concerns about Soy Products



agree that genetic modification of soy is concerning



agree that soy is a serious allergen

Agreement that soy is safe and nutritious for...



77%
women



70%
children



77%
men



48%
infants

Who are *Soy Connection* readers and what is the value of the newsletter?

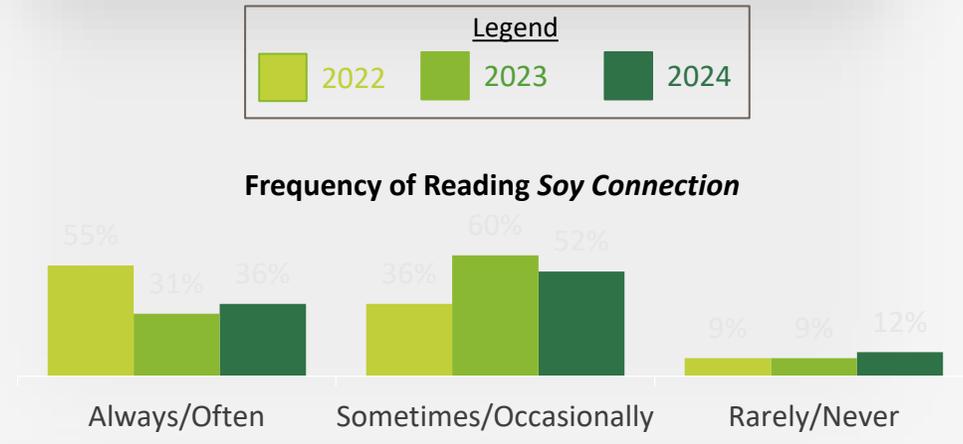
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For the past three years, *Soy Connection* has consistently maintained a strong readership of about a quarter of HPs. Newsletter recipients are reading the newsletter more often than in 2023, but still not as frequently as in 2022.

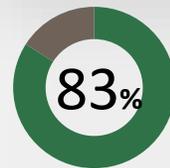
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Soy Connection is increasingly valued for its up-to-date information and its credibility. Nearly all recipients of the newsletter have utilized its information.

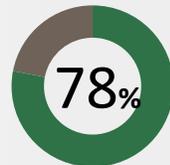
Soy Connection Readership



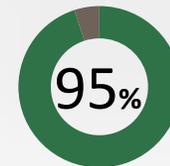
Soy Connection Value



say that the timely and up-to-date information is valuable to them



describe SCN as a credible source



have used information from SCN



Perceptions of Soy

Soy products continue to be viewed as second-tier protein sources. Favorability of soy-based burgers has declined to 2022 levels.

↑ / ↓ Shows that 2024 is significantly greater/less than 2022

↑ / ↓ Shows that 2024 is significantly greater/less than 2023

q5: Please rate your personal opinion on each of the following foods or ingredients as a source of protein. Top 2 Summary (Somewhat/Very favorable) Base: Total HCPs: 2024=683

2023 Question: Please rate your opinion on each of the following foods or ingredients as a source of protein. Top 2 Summary (Somewhat/Very favorable) Base: Total HCPs: 2023=720

2022 Question: How favorably would you rate each of the following foods as a source of protein? Base: Total HCPs: 2022=1,409

Favorability of Protein NET Somewhat/Very Favorable	2022	2023	2024	
Beans and lentils	91%	96%	96%	↑
Fish/Seafood	94%	93%	94%	
Eggs	92%	93%	94%	
Nuts and seeds	79%	91%	92%	↑
Poultry	90%	90%	90%	
Nut butter	73%	84%	84%	↑
Dairy products	74%	84%	82%	↑
Tofu	75%	82%	82%	↑
Beef	77%	79%	75%	
Soy	63%	77%	73%	
Pork	N/A	N/A	71%	
Whey	59%	68%	68%	↑
Peas	47%	71%	66%	↓
Soy milk	54%	68%	66%	↑
Pea protein isolate	61%	65%	64%	
Soy-based burger	54%	63%	57%	↓
Soy protein isolate	53%	59%	57%	
Casein	49%	54%	50%	
Rice	15%	29%	25%	↑

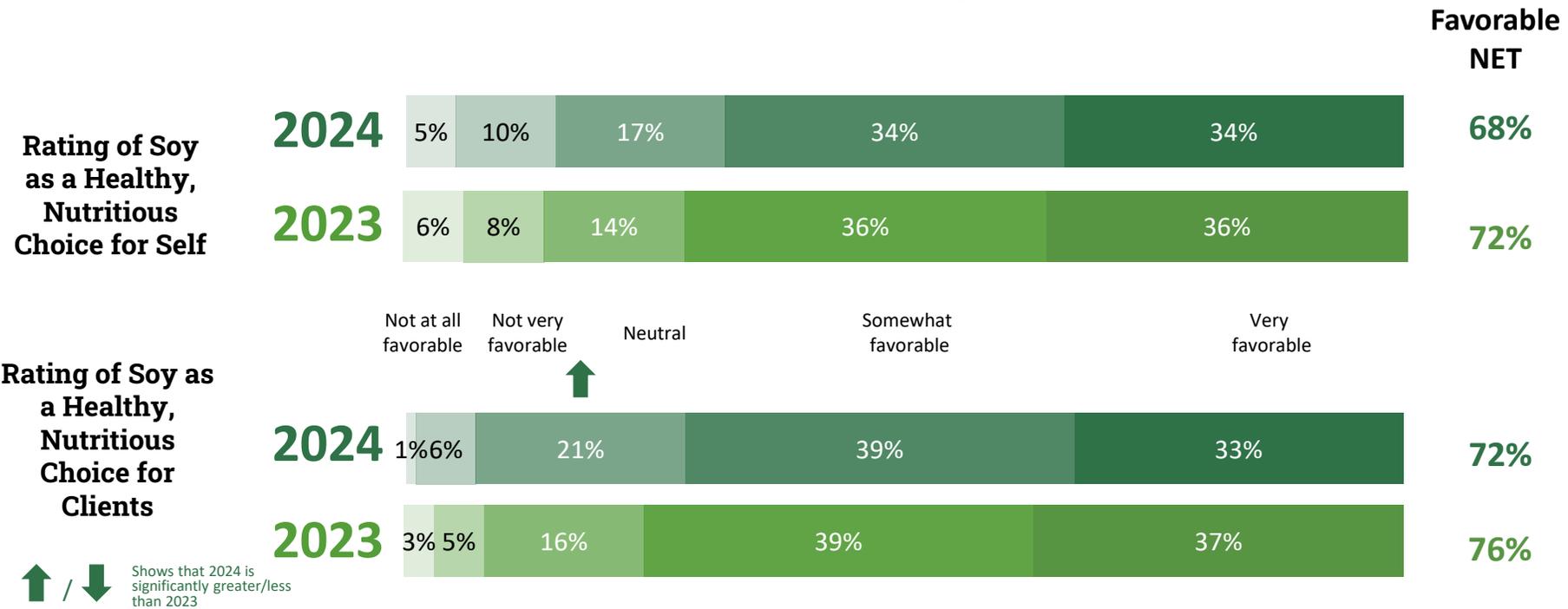
Consistent with last year, HPs believe soy is a nutritious, healthy, high-quality protein that offers important benefits.

Agreement with Positive Soy Statements NET Somewhat/Strongly Agree	2023	2024
Soy is a nutritious food	82%	84%
Soy protein is heart healthy	N/A	80%
Soy is a high-quality protein	81%	78%
Soy is a part of a healthy diet	N/A	78%
Soy offers important health benefits	78%	78%
Soy foods are easy to find in the grocery store	N/A	76%
Soy is a food I recommend to my patients, clients, and others I advise	60%	63%
Soy tastes good	60%	62%
Soy supports brain health and cognitive function	N/A	61%
Soy protein is comparable in quality to animal protein	N/A	61%
Soy supports bone health	N/A	56%
Seed cooking oils like soybean, canola, sunflower, grapeseed, cottonseed, safflower, and corn contribute to overall health	N/A	55%
Soybean oil is heart healthy	N/A	51%
Soybean farming practices make soy a sustainable food	49%	48%
Consuming soy foods can improve skin health	N/A	33%

Similar to 2023, professionals who have received *Soy Connection* are significantly more likely to agree with these positive statements v. those who have never received the newsletter.

q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree NET Summary; Base: Total: HCPs 2024: 683
2023 Question: Please rate your agreement or disagreement with the following statements. Agree NET Summary; Base: Total: HCPs 2023: 720

However, rating soy as a healthy, nutritious choice both for themselves and their clients is trending downward since 2023.



q6a: How favorably would you rate soy as a healthy, nutritional choice for yourself? Base: Total HCPs: 2024=683; 2023=720

q6b: How favorably would you rate soy as a healthy, nutritional choice for your clients? Base: Works with Clients: 2024=582; 2023=550

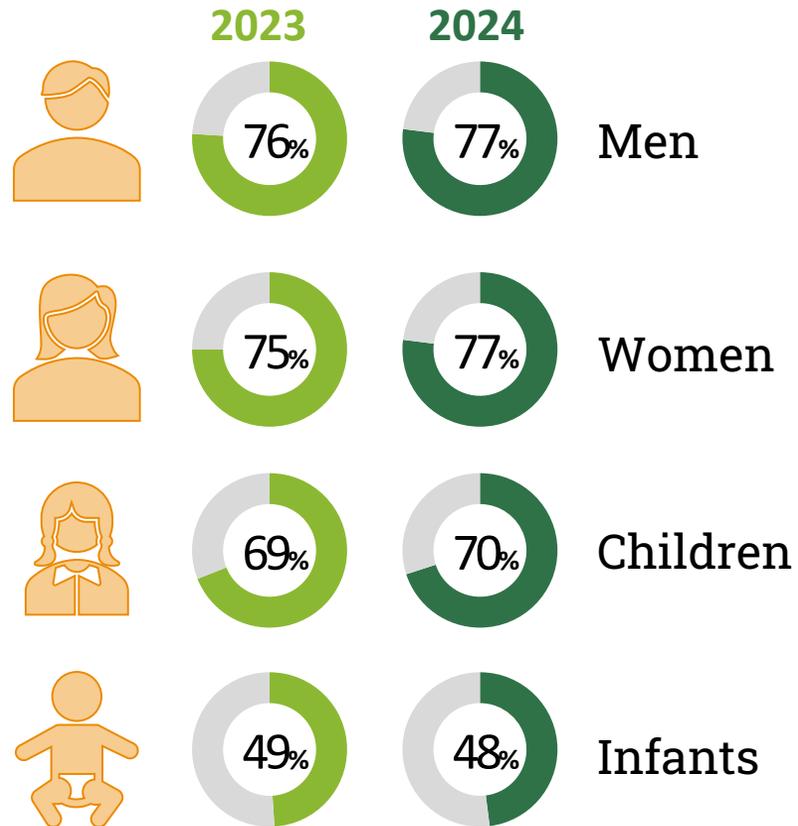
2022 Question: How favorably do you view soy as a healthy, nutritional choice for yourself and (if applicable) your patients and/or clients? Base: Total HCPs=1,409

2022 data are shown as a comparison though statistical tracking is unavailable due to significant change in question wording.

HPs are consistently less likely to agree that soy is a good fit for infants than for adults and children.

Agreement with “*Soy is a safe, nutritious food for...*”

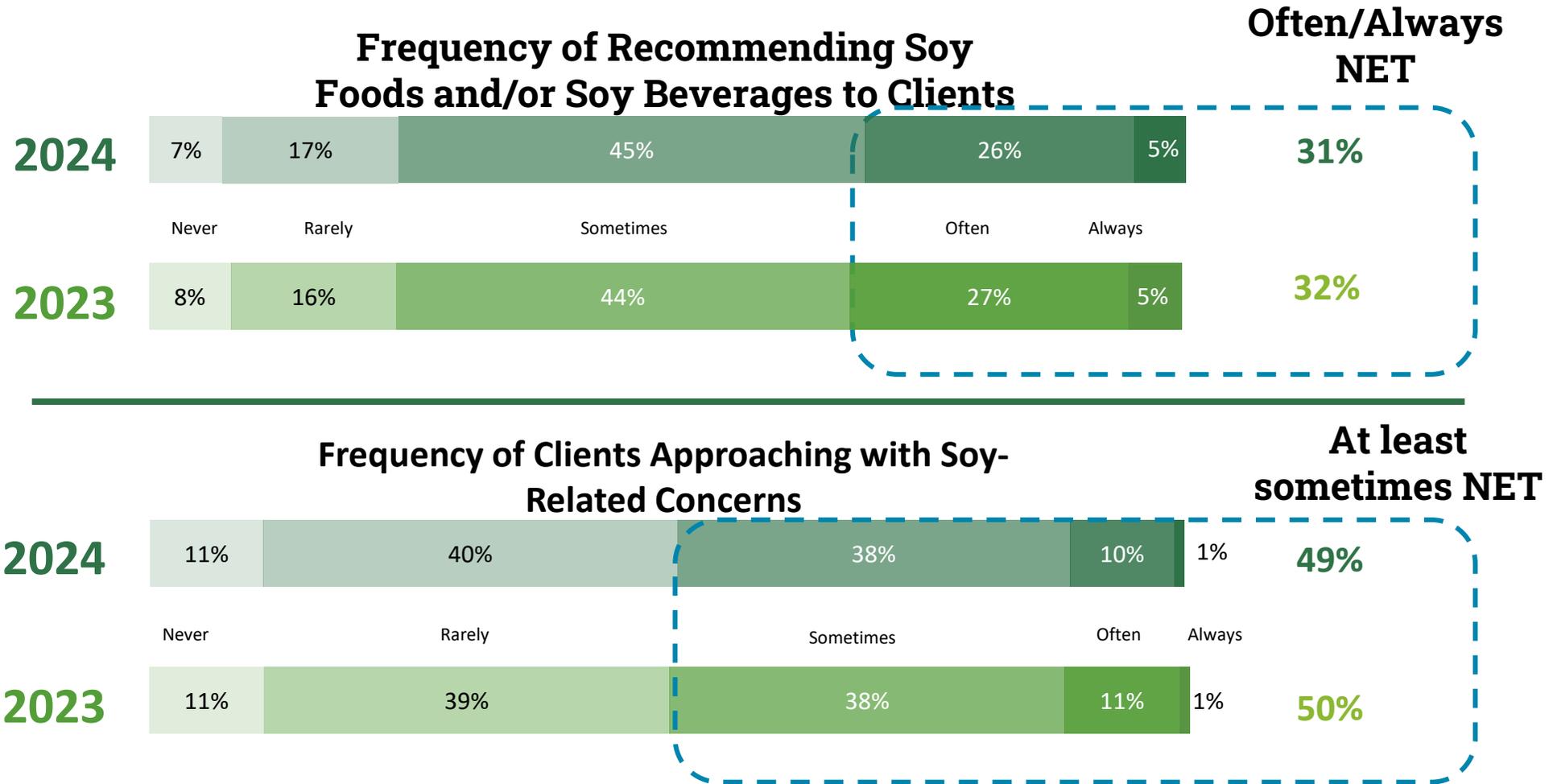
NET Somewhat/Strongly Agree



q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree NET Summary; Base: Total: HCPs 2024: 683

2023 Question: Please rate your agreement or disagreement with the following statements. Agree NET Summary; Base: Total: HCPs 2023: 720

Similar to last year, nearly a third of HPs who work with clients often recommend soy foods/beverages, and half are at least sometimes approached with soy-related concerns.



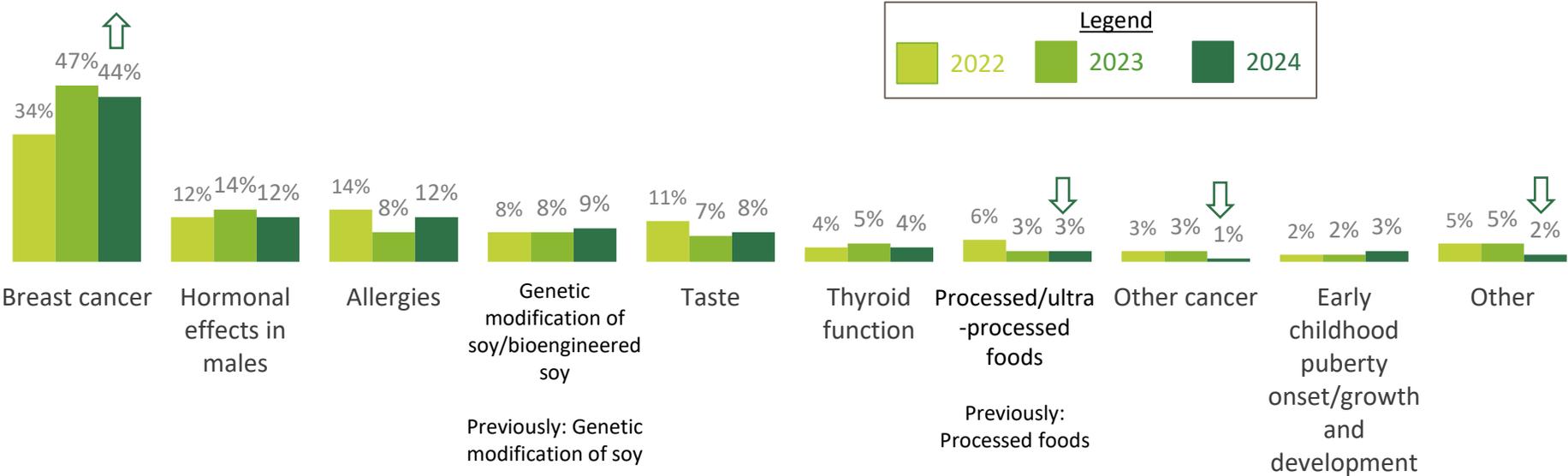
q9: How often do you recommend soy foods and/or soy beverages to your patients and/or clients?

q10: How often do patients and/or clients approach you with concerns relating to soy?

Base: Works with Clients: 2024=582; 2023=550

Breast cancer continues to be the top concern heard from clients.

Soy-Related Concerns Professionals Hear From their Clients



↑ / ↓ Shows that 2024 is significantly greater/less than 2022

2024 "Other" verbatims include:

- Glyphosate treatment
- Hormone effect for women and men trying to conceive
- Protein content

q11: Of these soy-related concerns, which one do your patients and/or clients ask you about most often? Base: Clients approach with soy concerns: 2024=284; 2023=279
 2022 Question: Of these soy-related concerns, which one are you most often asked about? Base: Clients approach with soy concerns; 2022=807

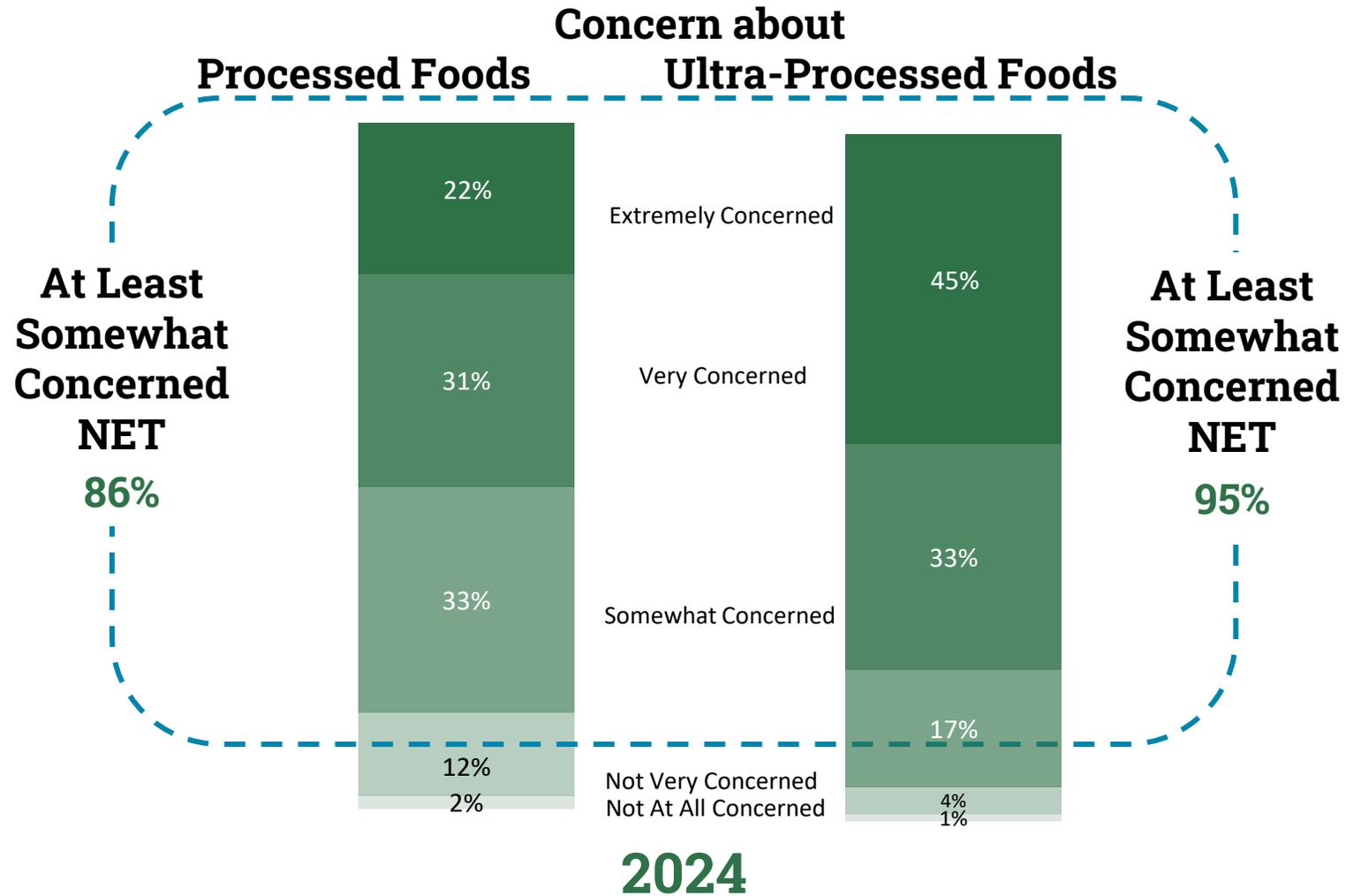
For nearly half, the genetic modification and allergenicity of soy remain top concerns.

Agreement with Negative Soy Statements NET Somewhat/Strongly Agree	2023	2024
Genetic modification of soy is concerning to me	48%	51%
Soy is a serious allergen	46%	49%
Soy negatively affects hormones	21%	21%
Soy causes and/or increases the risk of breast cancer	15%	14%

q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree NET Summary; Base: Total: HCPs 2024: 683

2023 Question: Please rate your agreement or disagreement with the following statements. Agree NET Summary; Base: Total: HCPs 2023: 720

Nearly all HPs are at least somewhat concerned about the issue of processed/ultra-processed foods.



q15: How concerned, if at all, are you about the issue of processed/ultra-processed foods? Base: Total HCPs: 2024=683

Soy milk and soy yogurt are regarded as less processed than previous years.

Processed Rating Ultra-Processed NET (4/5)	2022	2023	2024
Protein/nutrition bars	70%	72%	70%
Tortilla chips	66%	61%	53%
Soy burgers	53%	55%	53%
Soy yogurt	N/A	29%	24%
Hamburgers	32%	23%	21%
Soy milk	26%	25%	17%
Tofu	16%	14%	13%
Dairy yogurt	N/A	14%	13%
Cow's milk	22%	11%	10%
Nut butter	16%	10%	10%
Edamame	3%	3%	2%

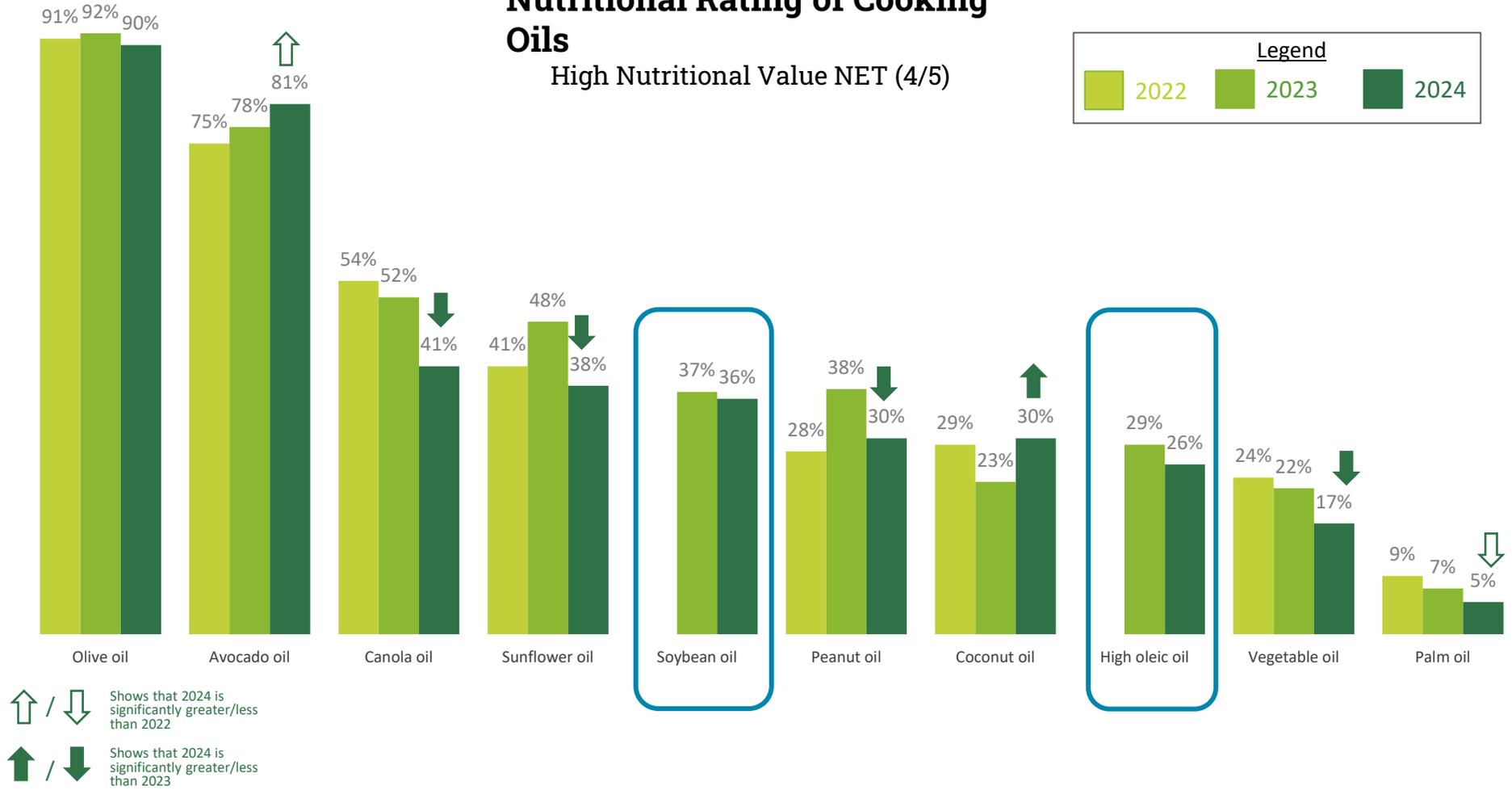
 /  Shows that 2024 is significantly greater/less than 2022
 /  Shows that 2024 is significantly greater/less than 2023

q16: How would you classify the following foods in terms of processing? Ultra-Processed NET (4/5) Summary; Base: Total HCPs: 2024=683; 2023=720; 2022=1,409

Soybean oil's nutritional value continues to rank in the middle compared to other cooking oils.

Nutritional Rating of Cooking Oils

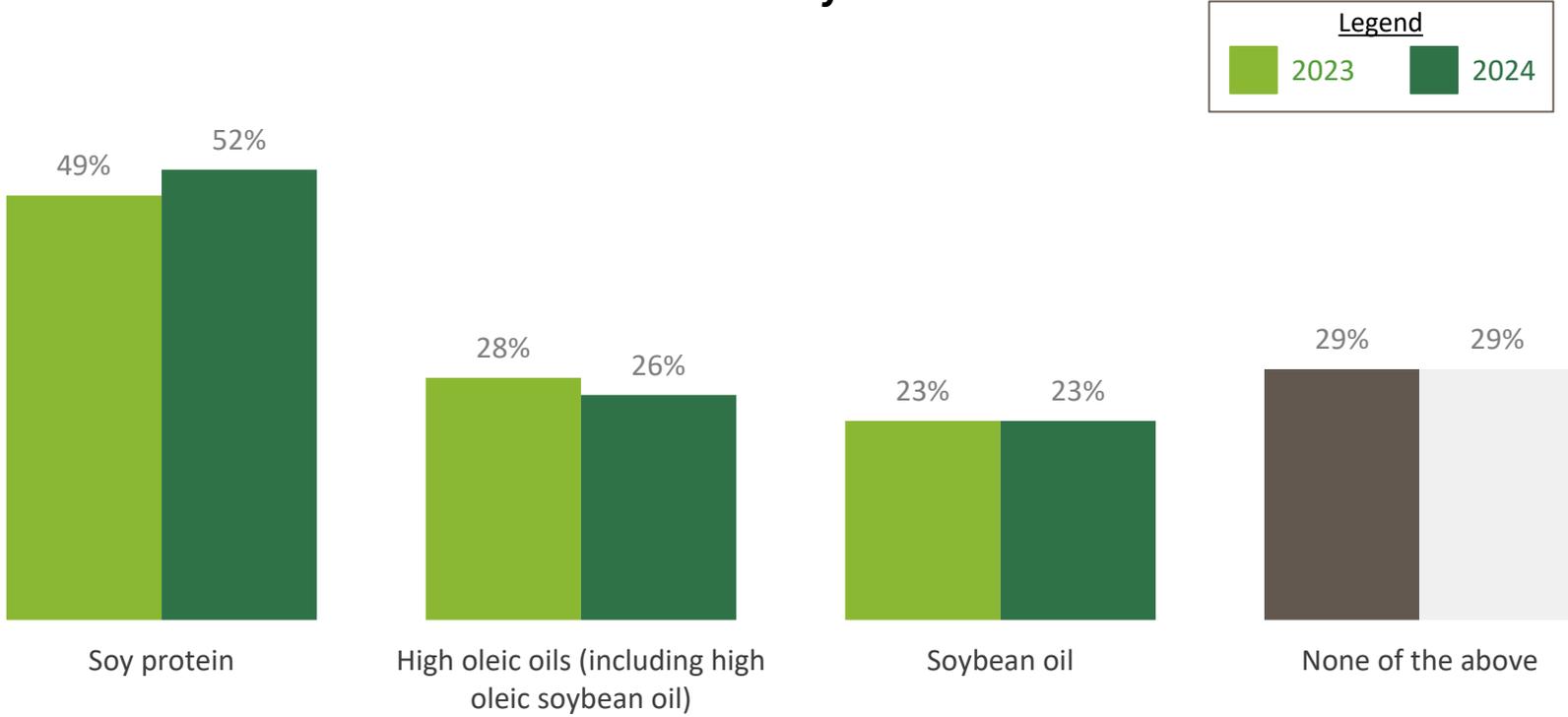
High Nutritional Value NET (4/5)



q14: How would you rate the nutritional value of these cooking oils? High Nutritional Value NET (4/5); Base: Total HCPs: 2024=683; 2023=720; 2022=1,409

The awareness of soy protein's FDA authorized health claim is trending upward since last year.

Perceived FDA Heart Health Claim for Soy Foods



q28: Which, if any, of the following soy foods currently have a health claim authorized by the U.S. Food and Drug Administration for their heart health benefits? Base: Total HCPs: 2024=683; 2023=720



SoyConnection Experience

The United Soybean Board's website is among the top three websites respondents are most likely to use for information about soy and nutrition.

Websites used as a Soy Resource	2022	2023	2024	
Eatright.org or eatrightpro.org (Academy of Nutrition and Dietetics)	69%	72%	66%	↓
Todaysdietitian.com (Today's Dietitian)	58%	68%	59%	↓
Soyconnection.com (United Soybean Board)	50%	44%	42%	↓
Nutritionfacts.org	28%	27%	33%	↑
Thesoyfoodscouncil.com (The Soyfoods Council)	20%	23%	19%	
Nutrition411.com	18%	21%	17%	
SNIGlobal.org or Thesoynutritioninstitute.com (Soy Nutrition Institute Global)	16%	10%	10%	↓
Other	6%	8%	6%	
None	7%	5%	7%	

↑ / ↓ Shows that 2024 is significantly greater/less than 2022

↑ / ↓ Shows that 2024 is significantly greater/less than 2023

2024 "Other" verbatims

include:

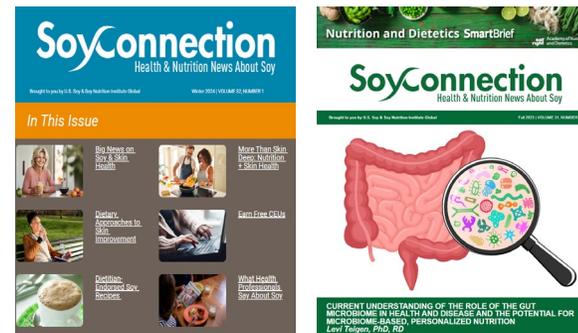
- AAP
- AICR
- FDA
- NIH
- Pun Med
- Up To Date
- Weston Price

q17: What websites are you (or would you be) most likely to use as a resource for information about soy and nutrition? Base: Total HCPs: 2024=683; 2023=720; 2022=1,409

...*Soy Connection* has held a stable readership at around a quarter of HPs throughout the past three years.

Familiarity with *Soy Connection*

	No, and I am <u>not</u> familiar with it	No, but I <u>am</u> familiar with it	Yes, I used to receive it, but no longer do	Yes, I currently receive it
2024	35% ↓	14%	27%	24%
2023	30%	16%	29%	25%
2022	34%	16%	28%	22%



↑ / ↓ Shows that 2024 is significantly greater/less than 2023

q15: Have you ever received the Soy Connection health and nutrition newsletter? This includes the e-newsletter, via email, or soyconnection.com. Base: Total HCPs: 2024=683

2023 and 2022 Question: Have you ever received the Soy Connection health and nutrition newsletter? Base: Total HCPs: 2023=720; 2022=1,409

Those reading the newsletter are doing so more often than in 2023.

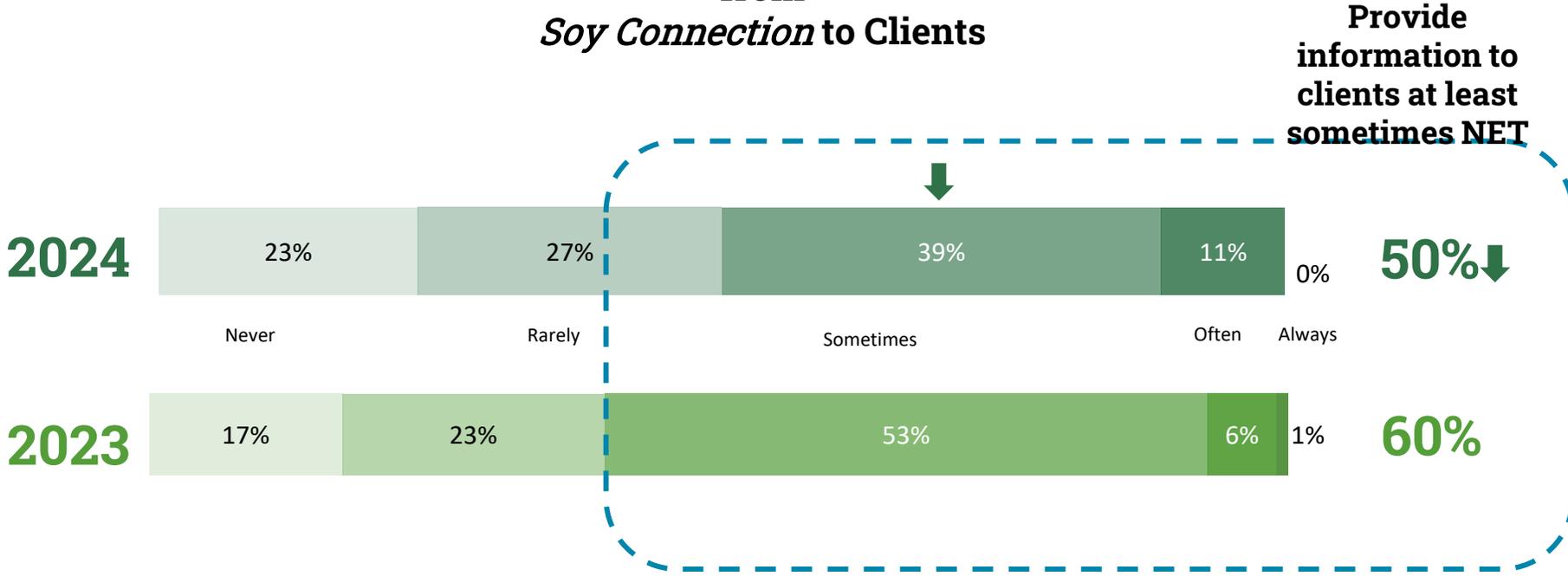
Frequency of Reading Soy Connection	2022	2023	2024	
Always/Often NET	55%	31%	36%	↓
<i>Always/Every Issue</i>	23%	11%	11%	↓
<i>Often</i>	32%	20%	25%	
Sometimes/Occasionally	36%	60%	52%	↑
Rarely/Never NET	9%	9%	12%	
<i>Rarely</i>	8%	7%	12%	
<i>Never</i>	1%	2%	0%	

↑ / ↓ Shows that 2024 is significantly greater/less than 2022

q19: How often do you read the Soy Connection newsletter? Base: Currently receives Soy Connection newsletter: 2024=161; 2023=180; 2022=309

Half of readers who work with clients share information from *Soy Connection*.

Frequency of Providing Information from *Soy Connection* to Clients

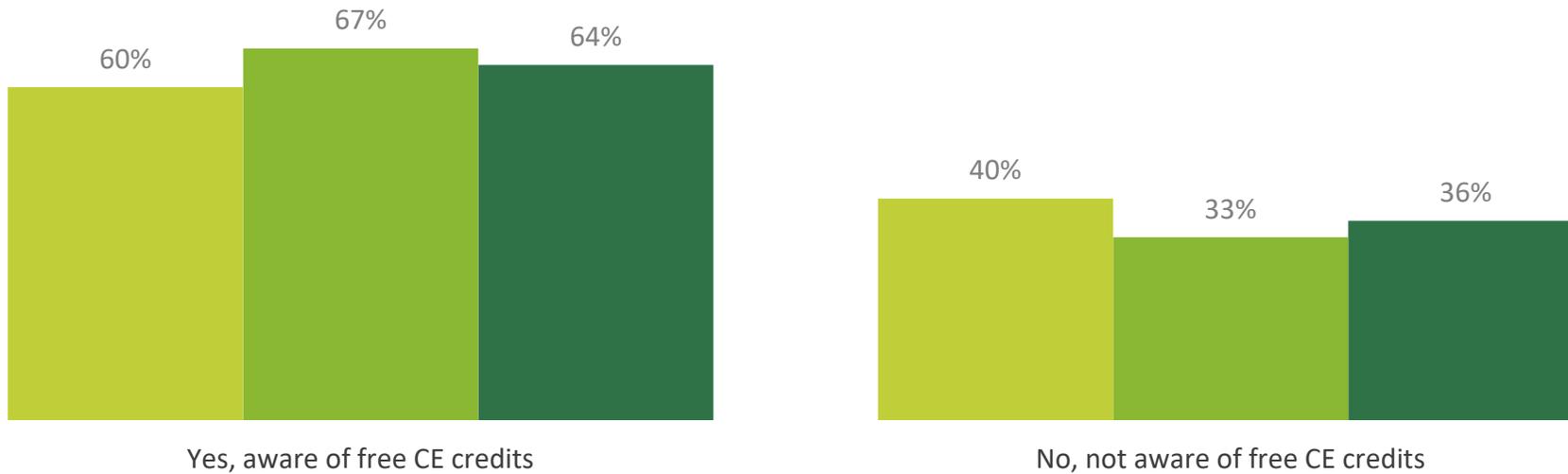
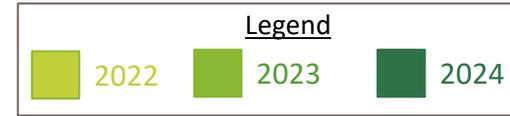


↑ / ↓ Shows that 2024 is significantly greater/less than 2023

q23: How often have you provided your patients and/or clients with information from the Soy Connection newsletter? Base: Works with clients and has ever received Soy Connection newsletter: 2024=128; 2023=142

Awareness of free continuing education credits is steady.

Awareness of Free CE Credits



q24: Prior to receiving this survey, were you aware that the Soy Connection newsletter provides free continuing education credits? Base: Familiar with Soy Connection newsletter: 2024=445; 2023=503; 2022=929

Consistent with previous years, readers primarily use *Soy Connection* for their own edification.

Use of <i>Soy Connection</i> Information	2022	2023	2024
My own education and knowledge	82%	79%	84%
Continuing education credits	49%	42%	46%
Recommendations to clients and/or patients	36%	41%	38%
Research purposes	14%	13%	15%
Work within my company	5%	8%	5%
Work in the classroom	4%	5%	4%
Other	0%	2%	1%
Have not used the information	7%	6%	5%

2024 "Other" verbatims include:

- *Food prep/recipe info*
- *Social media*

q20: In what ways have you used information from the Soy Connection newsletter? Base: Ever received Soy Connection newsletter: 2024=347; 2023=386; 2022=701

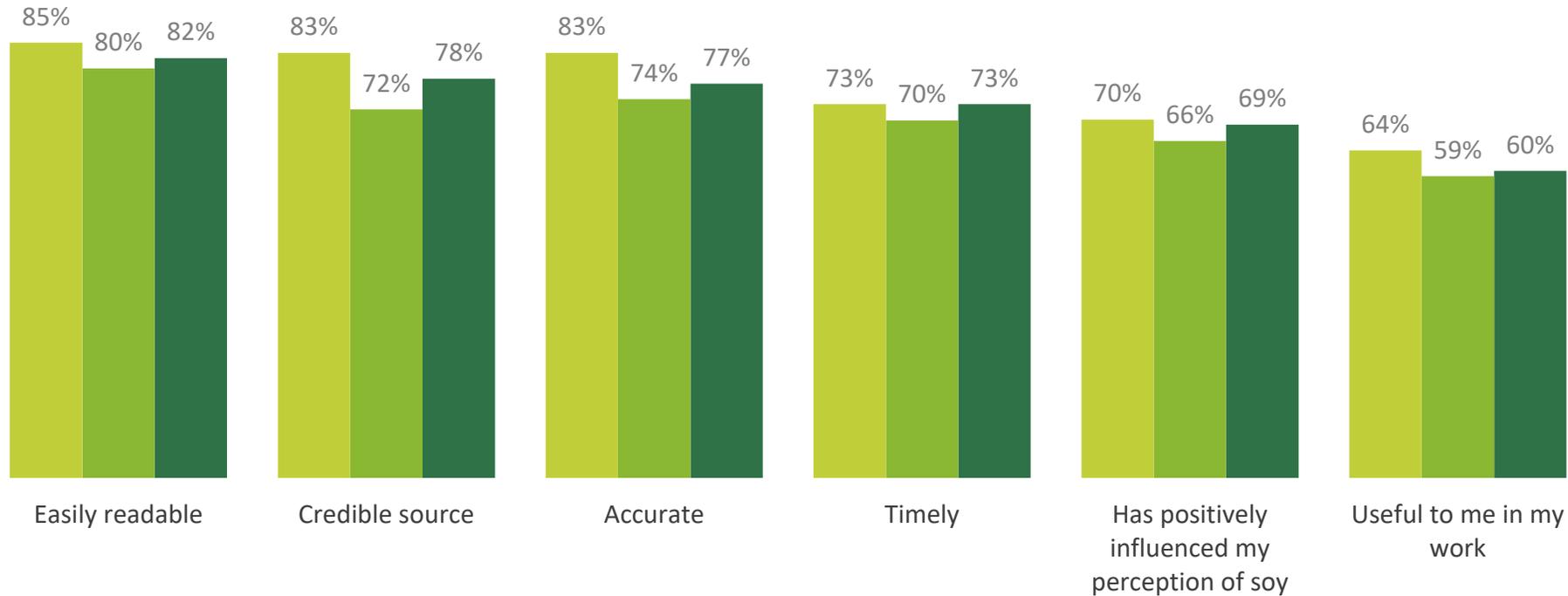
Timely, up-to-date information through *Soy Connection* continues to be highly revered by most professionals.

Value of <i>Soy Connection</i> Information Valuable NET (4/5)	2022	2023	2024
Timely and up-to-date information	84%	79%	83%
Free continuing education credits	77%	79%	79%
Research content	75%	77%	78%
Recipes, healthy handouts, and practical tips	77%	73%	73%

q21: How valuable to you are each of the following content types/features of the Soy Connection newsletter? Valuable NET (4/5) Base: Ever received Soy Connection newsletter: 2024=347; 2023=386; 2022=701

Perceptions about *Soy Connection* are directionally trending upward, rising towards 2022 levels.

**Attributes of *Soy Connection*
NET Describes (4/5)**



q22: Please rate how well each of the following attributes describes the Soy Connection newsletter. Describes NET (4/5)? Base: Ever received Soy Connection newsletter: 2024=347; 2023=386
 2022 Question: What is your level of agreement with each of the following statements about The Soy Connection newsletter? Agree NET (4/5)? Base: Ever received Soy Connection newsletter: 2022=701
 2022 data are shown as a comparison though statistical tracking is unavailable due to significant change in question wording.

Heart health and cognitive function continue to be key topics of interest for future issues, with even greater emphasis this year.

<i>Soy Connection</i> Future Topics of Interest Interested NET (4/5)	2022	2023	2024	
Heart Health	78%	73%	79%	↑
Cognitive function	78%	73%	79%	↑
Breast cancer	78%	68%	73%	↑
Microbiome	74%	67%	72%	↑
Processed/ultra-processed foods	62%	56%	72%	↑
Diabetes	70%	68%	71%	
Thyroid function	69%	66%	70%	
Endocrine disruptors	71%	66%	68%	
Hormone replacement therapy	64%	61%	65%	
Fats and oils	N/A	N/A	64%	
Glucagon-like peptide-1 receptor agonists (GLP-1 RAs)	N/A	N/A	63%	↑
Genetic modification	59%	53%	60%	
Supplements/soy protein	55%	58%	59%	
Sustainability	60%	54%	56%	↓
Allergenicity	65%	55%	55%	↓
Isoflavones	64%	53%	55%	
Sports nutrition	53%	51%	52%	
Pediatric nutrition	40%	39%	43%	
Other	N/A	33%	41%	

2024 "Other" verbatims include:

- *Autism And Disabilities*
- *Trypsin Inhibitors In Soy*
- *Eating Disorders*
- *Fertility, Menopause, And Maternal Nutrition*
- *Eye Health*
- *Geriatric Health And Aging*
- *Organic Vs. Non-organic*
- *Food Safety Handling*
- *Obesity And Weight Management*
- *Skin Health*

↑ / ↓ Shows that 2024 is significantly greater/less than 2022
 ↑ / ↓ Shows that 2024 is significantly greater/less than 2023

q25: How interested are you in reading about each of these topics relating to soy in future issues of the Soy Connection newsletter? Interested NET (4/5); Base: Total HCPs: 2024=683; 2023=720; 2022=1,409



Demographics

The inclusion of the NP/PA sample increased their representation in the survey. RDNs continue to be the main *Soy Connection* audience.

q1: What is your primary profession or role? Base: Total: 2024=734
 2023 and 2022 Question: What is your profession? Base: Total: 2023=798; 2022=1,560

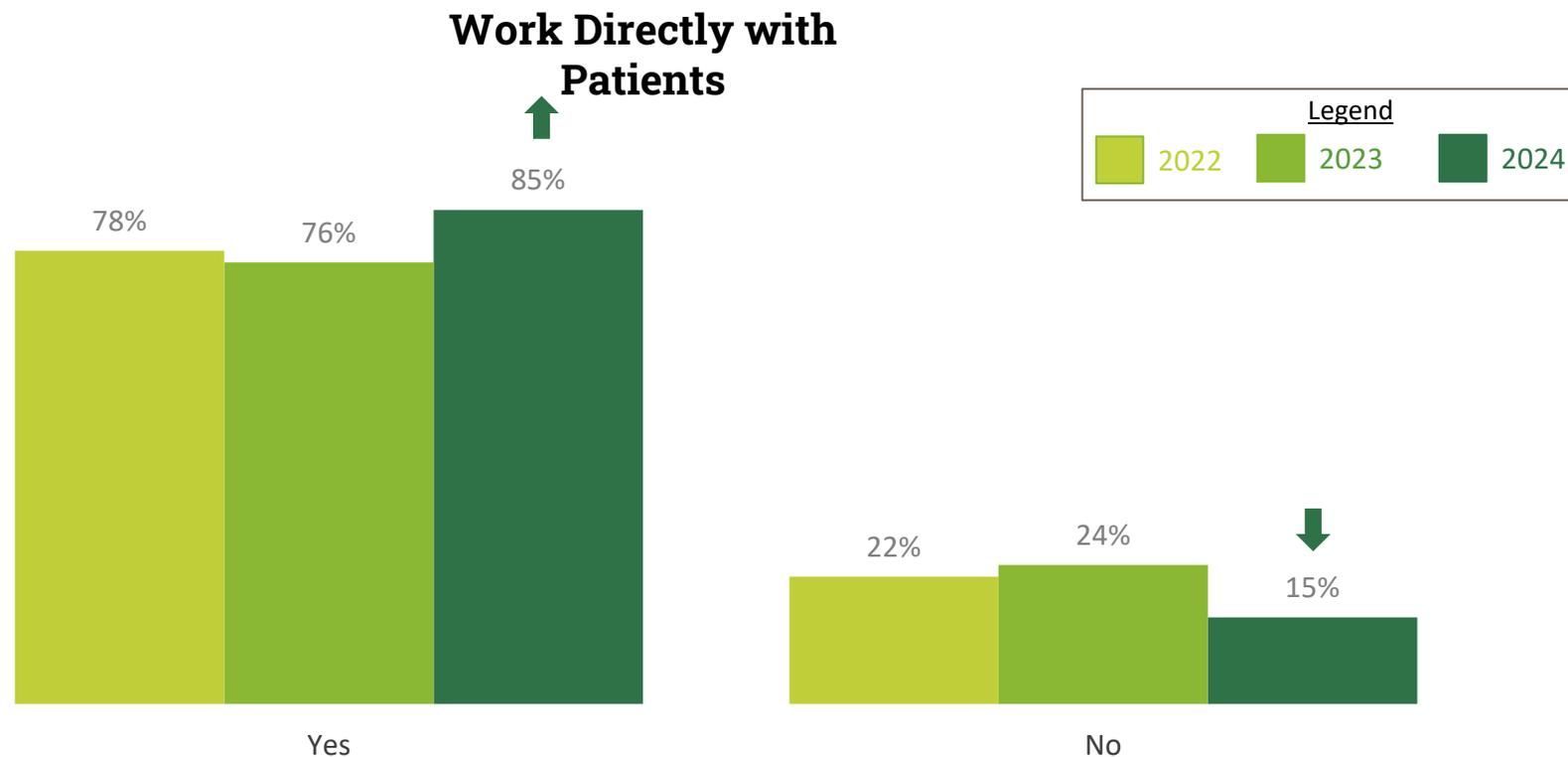
Professions	2022	2023	2024
Registered dietitian nutritionist	60%	67%	60%
Nurse practitioner	14%	3%	9%
Physician associate	4%	2%	9%
Nutrition and dietetic technician, registered	2%	4%	4%
Professor/teacher	3%	4%	3%
Certified dietary manager/Certified food protection professional	1%	1%	2%
Researcher	2%	2%	1%
Medical doctor/Physician	1%	1%	1%
Student	2%	1%	1%
Food scientist	1%	1%	0%
Sales/marketing	1%	1%	0%
Other	9%	12%	9%
Retired/not working	8%	9%	6%



- 2024 "Other" verbatims include:
- Administrator
 - Athletic Trainer
 - Child Nutrition Director
 - Diabetes Care And Education Specialist
 - Food Safety Auditor
 - Life Style Coach
 - Nonprofit Director
 - Nutrition Director
 - School Foods Services
 - Quality Review Specialist
 - Mental Health Therapist

 /  Shows that 2024 is significantly greater/less than 2022
  Shows that 2024 is significantly greater/less than 2023

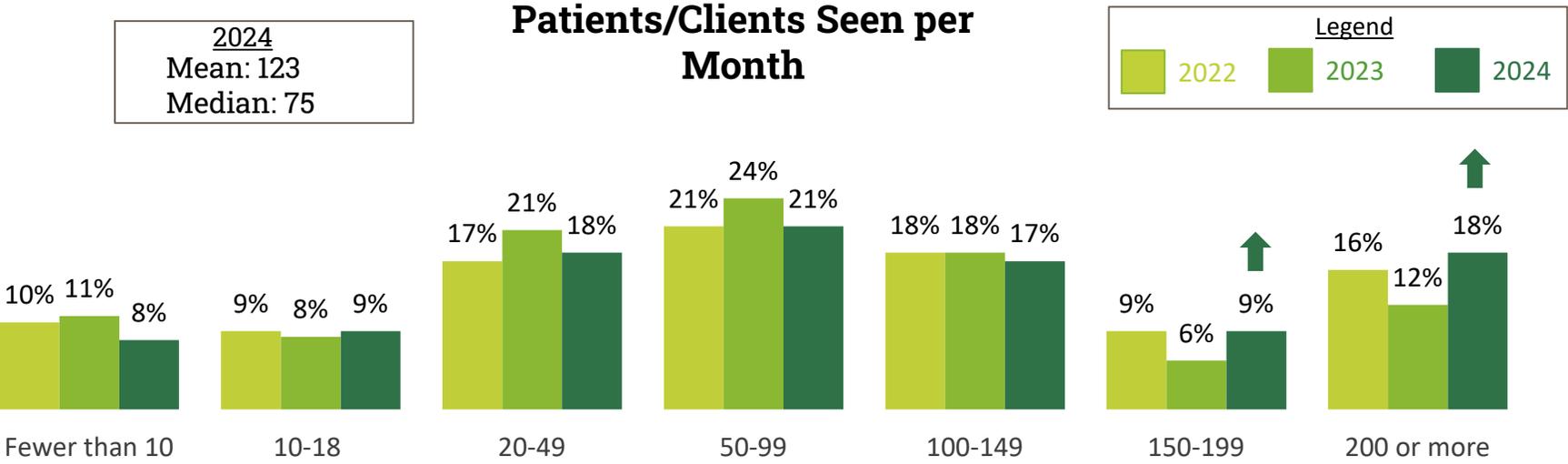
NP/PA inclusion also means significantly more respondents are working directly with clients this year.



↑ / ↓ Shows that 2024 is significantly greater/less than 2023

q2: Do you work directly with patients and/or clients either in person or virtually? Base: Total HCPs: 2024=683
2023 and 2022 Question: Do you work directly with patients and/or clients? Base: Total HCPs: 2023=720; 2022=1,409

The majority of HPs are typically seeing over 50 clients each month.



↑ / ↓ Shows that 2024 is significantly greater/less than 2023

q3: Approximately how many patients and/or clients do you work with in a typical month? Base: Work Directly with Clients: 2024=582; 2023=550; 2022=1,106

Consistently, more than two in five do not belong to any of the listed dietetic practice groups.

Dietetic Practice Groups Membership		2022	2023	2024
<p>2024 "Other" verbatims include:</p> <ul style="list-style-type: none"> Behavioral Health Nutrition Dietetics in Health Care Communities (DHCC) <ul style="list-style-type: none"> Hunger Environment & Nutrition Medical Nutrition Therapy <ul style="list-style-type: none"> Nutrition Entrepreneurs Oncology Nutrition Pediatric Nutrition Renal Nutrition <ul style="list-style-type: none"> Weight Management 	Diabetes	12%	12%	14%
	Healthy Aging	N/A	N/A	10%
	Cardiovascular Health and Well-being	N/A	8%	8%
	Clinical Nutrition Management	9%	7%	8%
	Women's Health	5%	3%	8%
	Food and Culinary Professionals	7%	7%	7%
	Dietitians in Integrative and Functional Medicine	7%	7%	6%
	Public Health/Community Nutrition	6%	7%	6%
	Nutrition Education for the Public	4%	6%	5%
	Vegetarian Nutrition	4%	5%	5%
	Sports and Human Performance Nutrition	N/A	6%	4%
	School Nutrition Services	7%	5%	4%
	Nutrition Educators of Health Professionals	N/A	N/A	4%
	Nutrition Entrepreneurs	N/A	N/A	4%
	Research	2%	4%	2%
Dietitians in Business and Communications	3%	3%	1%	
Other	20%	22%	15%	
None	45%	44%	44%	

 /  Shows that 2024 is significantly greater/less than 2022
 /  Shows that 2024 is significantly greater/less than 2023

q4: To which of the following dietetic practice groups do you belong? Base: Total HCPs: 2024=683; 2023=720; 2022=1,409



Questions?

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