

United Soybean Board(USB) National Biobased Products Survey



Objective

To assess awareness of soy based products, purchasing dynamics, and opinion on relevant federal legislation among the American public.

Approach

NuStats conducted an online national survey of American consumers using a sophisticated, probability national sample of households. The sampling design and allocation of sample by geography resulted in a statistically reliable findings for all regions of the U.S.

Outcome

Accurate and reliable measures of public opinion on soy based products, the perceived attributes and benefits of these products, and purchasing dynamics related to them. Compared and/ or validated general opinion against findings from studies among producers and government purchases that NuStats had conducted in previous years for USB. The results have been used for promotional activities as well as for strategic planning within the industry.

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