

2025 Annual Health Professional Survey Results



Background

Topline Report Overview

Research Objective

Understand thoughts and opinions of soy foods among health professionals (HPs). This first phase is the quantitative topline report. The next phase is qualitative interviews, followed by a comprehensive report of the quant and qual insights.

Methodology

- 7-minute online survey among 643 health professionals
- Field Dates: 5/5/2025 – 7/9/2025

Sample Sources

We used the following sources to gain participation:

- Soy Connection lists, n=226
- Today's Dietitian, n=183
- Registered Dietitian SmartBrief, n=56
- Geriatric Med, n=50
- Nurse Practitioner SmartBrief, n=11
- NP/PA Panel, n=117



Statistics and Tracking

This report will compare results from 2025 to 2024 and 2023.

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

2025 results that are significantly greater/less than 2024 will be shown with colored arrows.

2025 results that are significantly greater/less than 2023 will be shown with outlined arrows.

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

 /  Shows that 2025 is significantly greater/less than 2023

 /  Shows that 2025 is significantly greater/less than 2024



Perceptions of Soy

Tofu and soy continue to be viewed as second-tier protein sources, while other soy products are less favorable even as soy protein isolate makes gains.

Favorability of Protein NET Somewhat/Very Favorable		2023	2024	2025
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: 2025=591; 2024=683	Beans and lentils	96%	96%	96%
	Fish/Seafood	93%	94%	94%
	Eggs	93%	94%	94%
	Nuts and seeds	91%	92%	93%
	Poultry	90%	90%	91%
	Nut butter	84%	84%	84%
	Dairy products	84%	82%	83%
	Tofu	82%	82%	82%
	Soy	77%	73%	77%
	Beef	79%	75%	76%
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	Whey	68%	68%	72%
	Pork	N/A	71%	70%
	Peas	71%	66%	68%
	Soy milk	68%	66%	67%
	Pea protein isolate	65%	64%	64%
	Soy protein isolate	59%	57%	62%
	Soy burgers/soy-based meat alternatives	63%	57%	51%
	Casein	54%	50%	51%
	Rice	29%	25%	25%



Shows that 2025 is significantly greater/less than 2023



Shows that 2025 is significantly greater/less than 2024

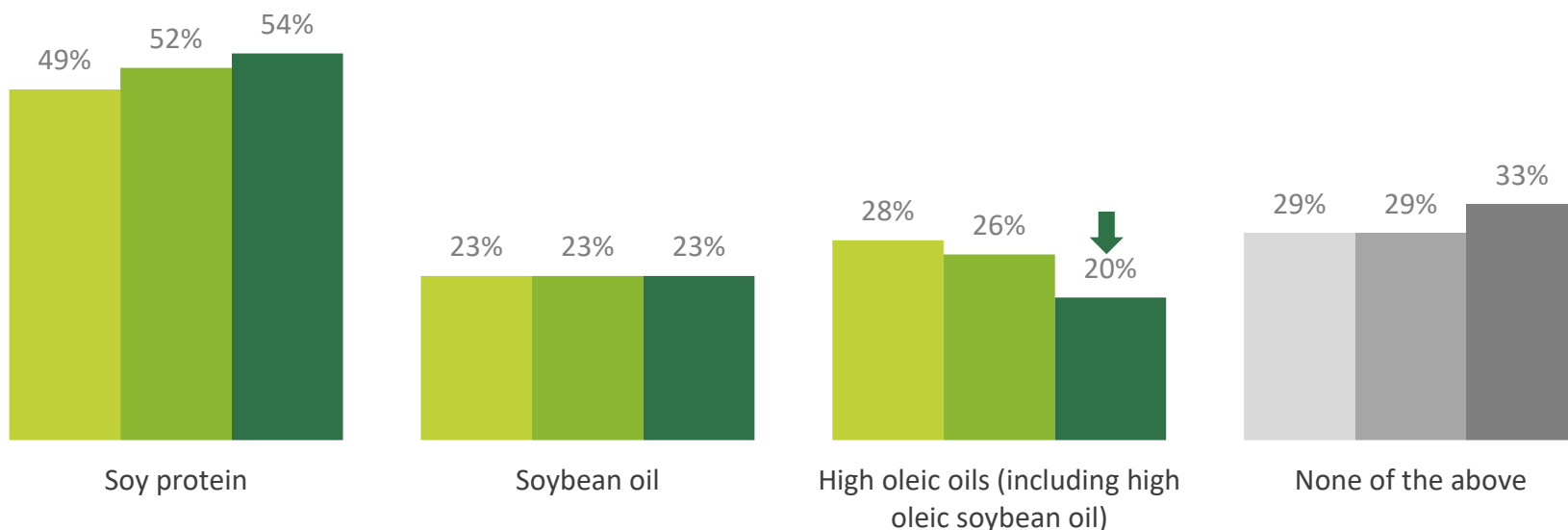
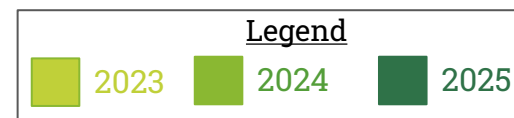


Awareness of soy protein's FDA-authorized health claim continues to trend upward while awareness for high oleic oils declines.

↑ / ↓
Shows that 2025 is significantly greater/less than 2023

↑ / ↓
Shows that 2025 is significantly greater/less than 2024

Perceived FDA Heart Health Claim for Soy Foods



q28: Which, if any, of the following soy foods currently have a qualified and/or authorized health claim from the U.S. Food and Drug Administration for their heart health benefits? Base: Total: HCPs: 2025=591

2024 and 2023 Question: 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

Soy affirmations generally hold steady. Greater affinity is shown to “plant-based” vs. “seed/soybean” oils as only a third agree the terms refer to the same products.

Agreement with Positive Soy Statements		2023	2024	2025
NET Somewhat/Strongly Agree				
	Soy is a nutritious food	82%	84%	83%
	Soy protein is heart healthy	N/A	80%	81%
	Soy is a high-quality protein	81%	78%	81%
	Soy offers important health benefits	78%	78%	81%
	Soy is a part of a healthy diet	N/A	78%	81%
	Soy foods are easy to find in the grocery store	N/A	76%	77%
	Plant-based cooking oils contribute to overall health	N/A	N/A	77%
	Soy is a food I recommend to my patients, clients, and others I advise	60%	63%	65%
	Soy supports brain health and cognitive function	N/A	61%	64%
	Soy tastes good	60%	62%	62%
	Seed cooking oils like soybean, canola, sunflower, grapeseed, cottonseed, safflower, and corn contribute to overall health	N/A	55%	59%
	Soy supports bone health	N/A	56%	58%
	Soy protein is comparable in quality to animal protein	N/A	61%	57%
	Soybean oil is heart healthy	N/A	51%	56%
	Soybean farming practices make soy a sustainable food	49%	48%	51%
	Consuming soy foods can improve skin health	N/A	33%	39%
	Seed oils and plant-based oils refer to the same products	N/A	N/A	34%

Shows that 2025 is significantly greater/less than 2023

Shows that 2025 is significantly greater/less than 2024

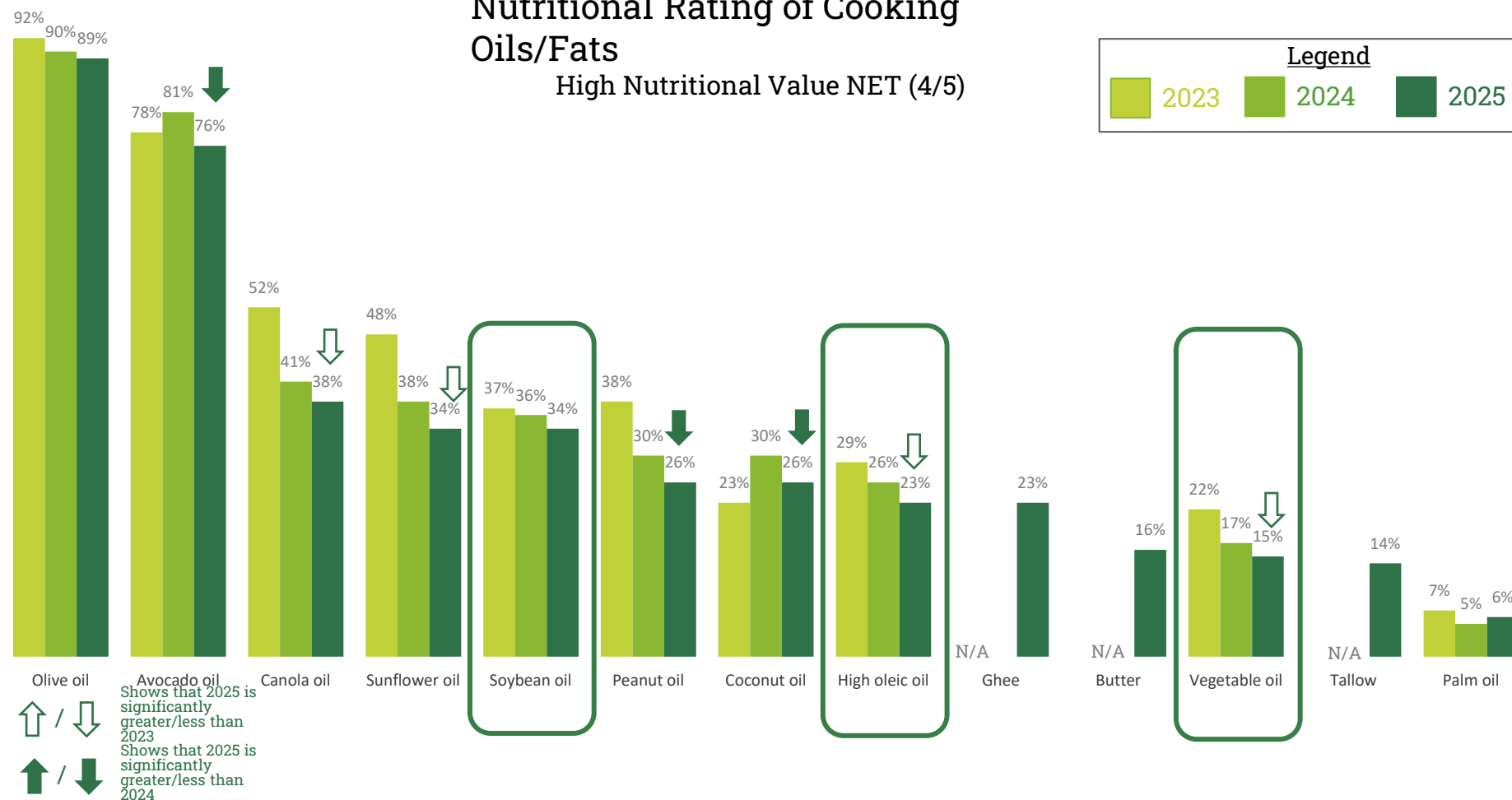
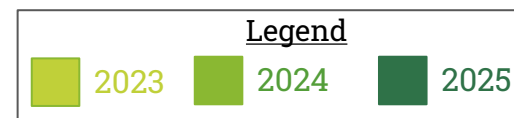


q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree NET Summary; Base: Total: HCPs: 2025=591; 2024: 683
2023 Question: Please rate your agreement or disagreement with the following statements. Agree NET Summary; Base: Total: HCPs 2023: 720

Soybean oil's nutritional value continues to rank in the middle compared to other cooking oils, though ratings are generally trending downward across the board.

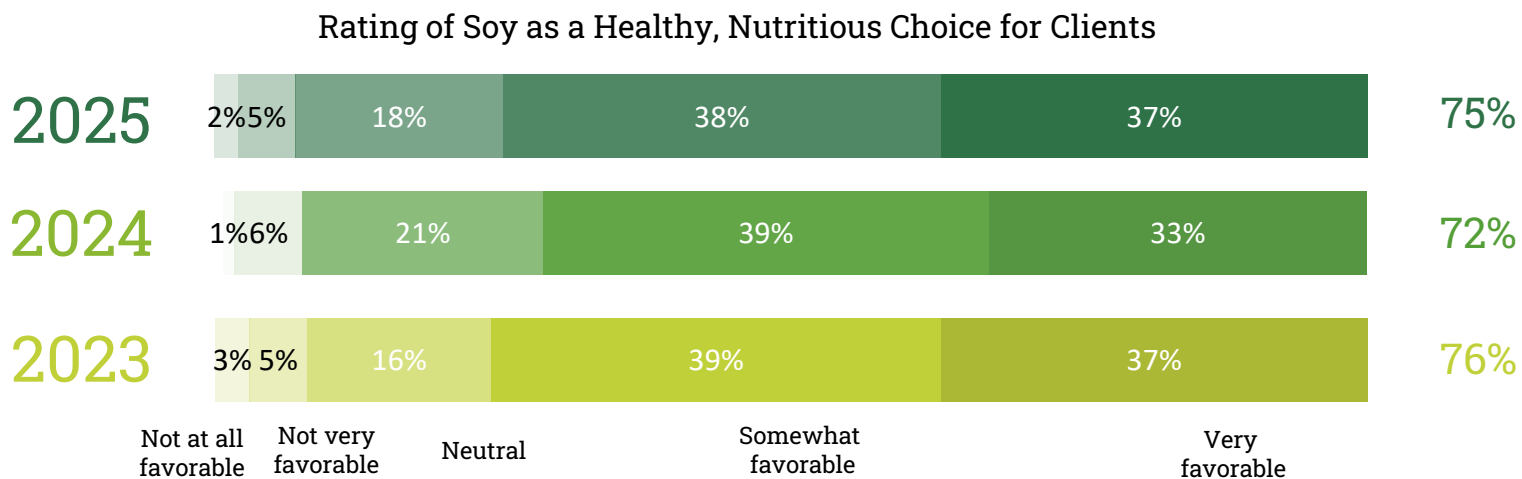
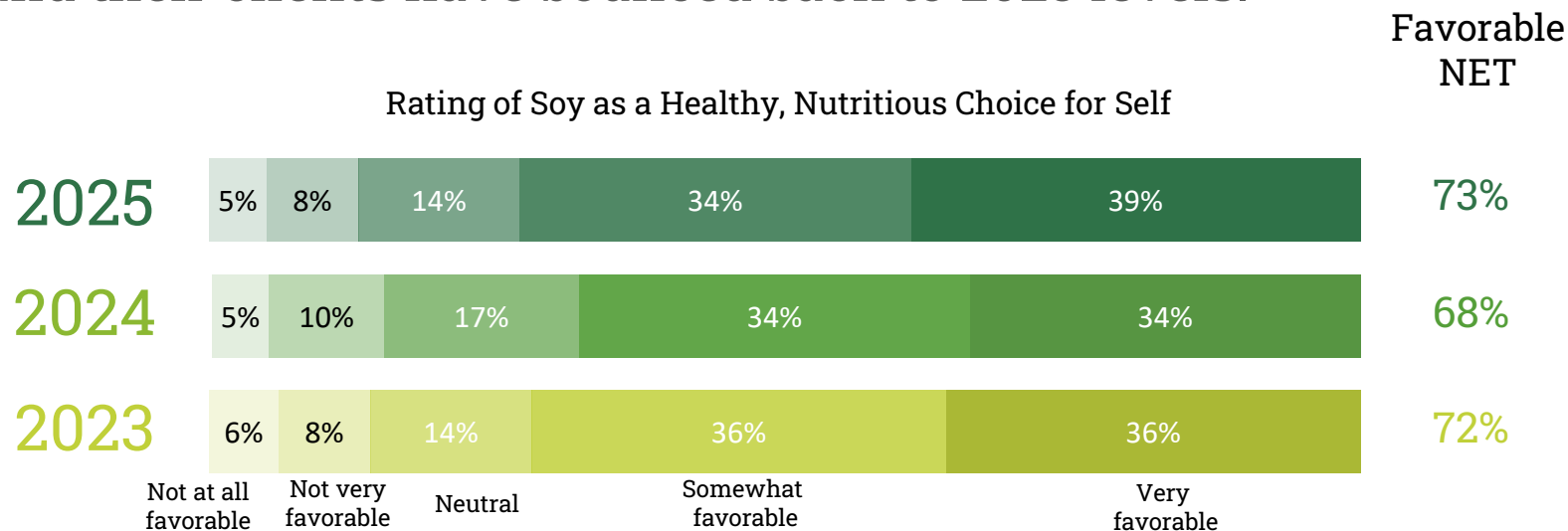
Nutritional Rating of Cooking Oils/Fats

High Nutritional Value NET (4/5)



q14: How would you rate the nutritional value of these cooking oils/fats? High Nutritional Value NET (4/5); Base: Total: HCPs: 2025=591; 2024=683; 2023=720

HPs' ratings of soy as a healthy, nutritious choice for themselves and their clients have bounced back to 2023 levels.



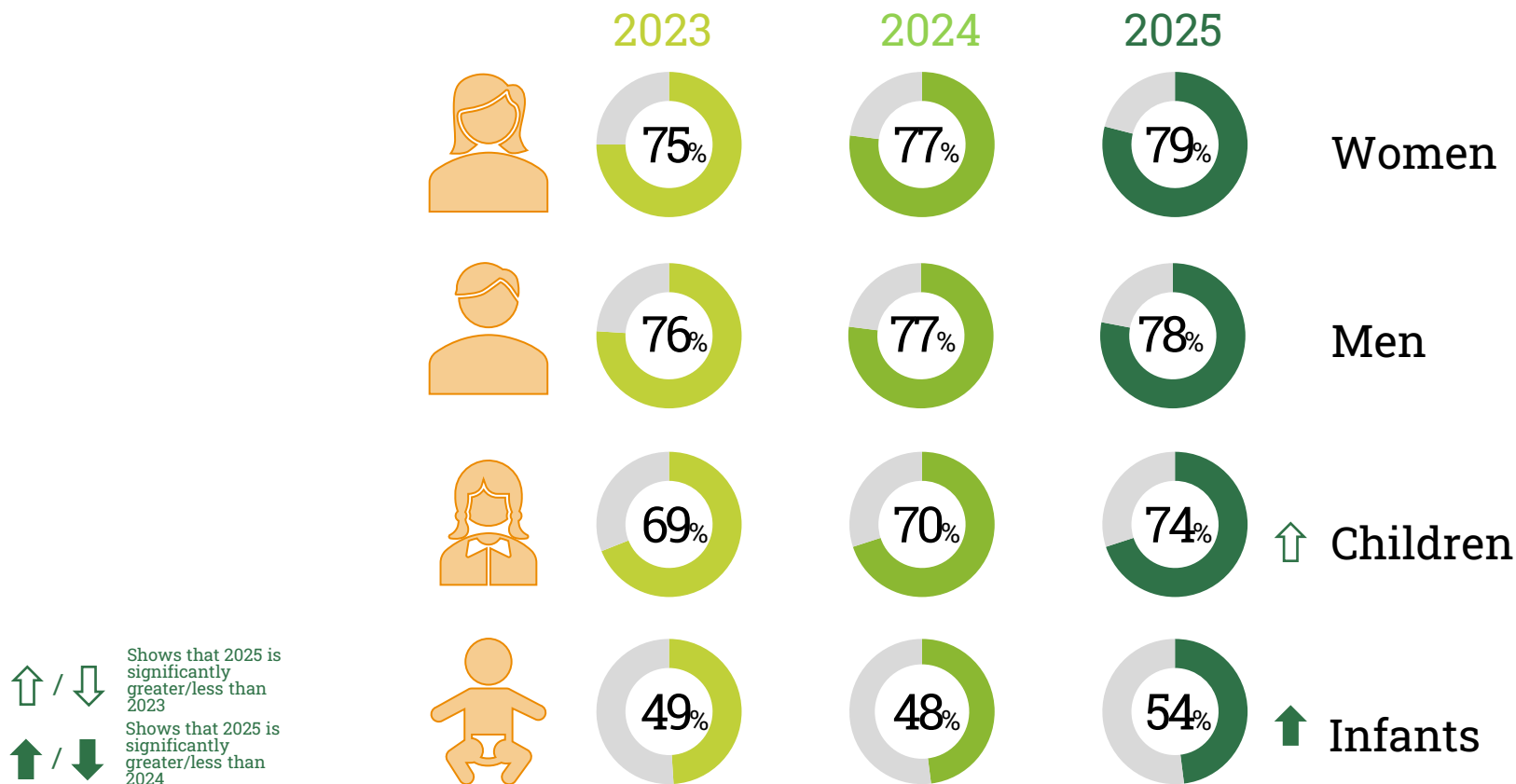
q6a: How favorably would you rate soy as a healthy, nutritional choice for yourself? Base: Total: HCPs: 2025=591; 2024=683; 2023=720

q6b: How favorably would you rate soy as a healthy, nutritional choice for your clients? Base: Works with Clients: 2025=505; 2024=582; 2023=550

Soy is building momentum as a safe, nutritious food for women, men, children, and (though less so) infants.

Agreement with "Soy is a safe, nutritious food for..."

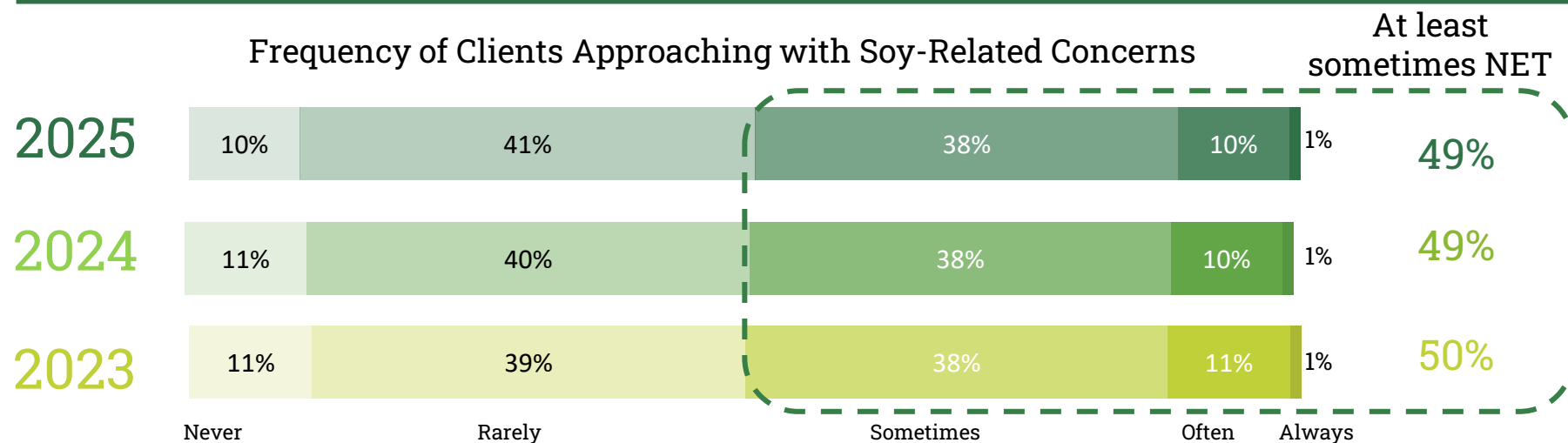
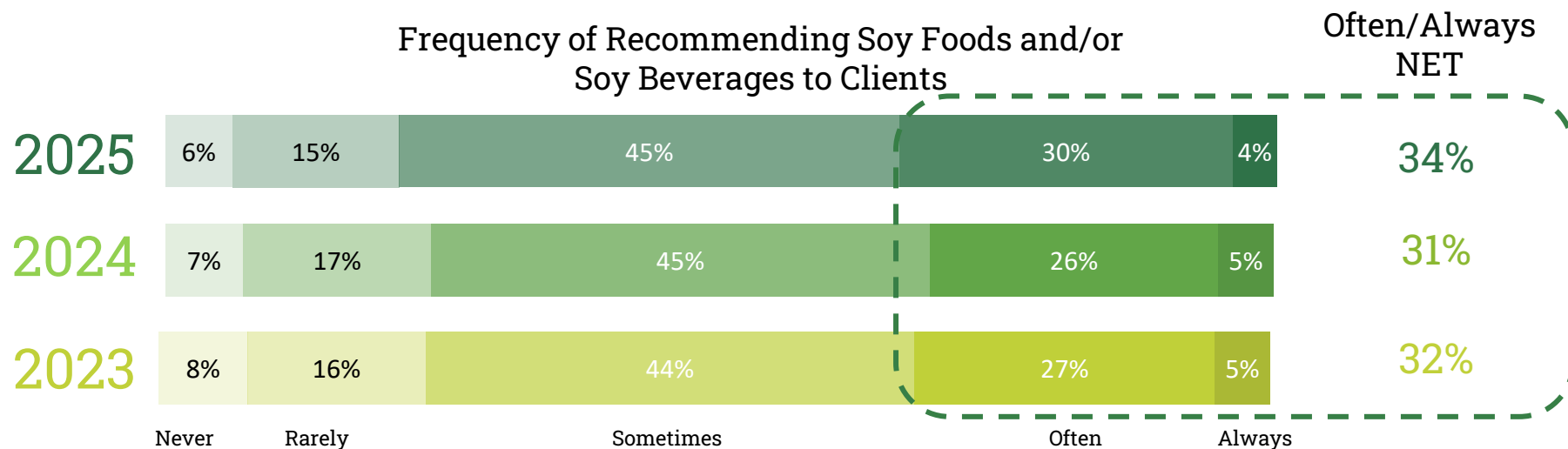
NET Somewhat/Strongly Agree



q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree NET Summary; Base: Total: HCPs: 2025=591; 2024: 683

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

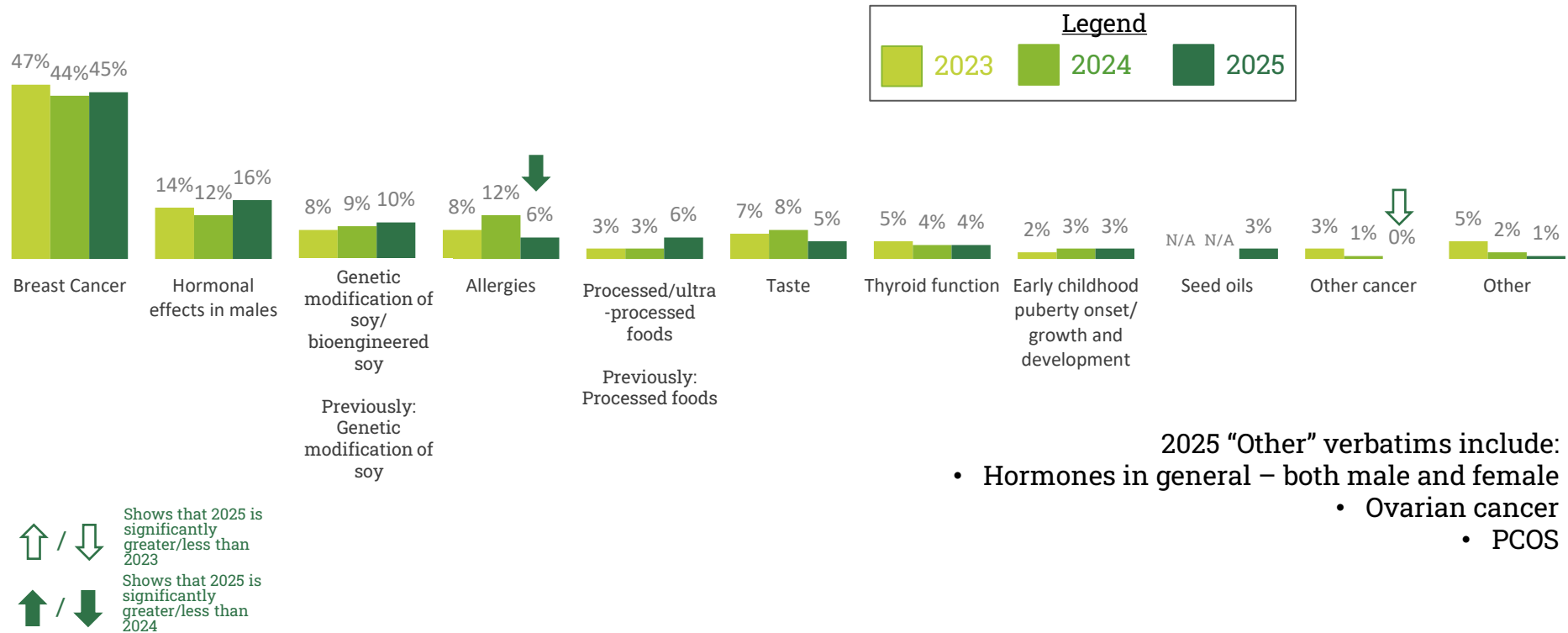
Roughly a third of those who work with clients continue to recommend soy foods/beverages often. Consistently, half are at least sometimes approached by their clients with soy-related concerns.



q9/q9b: 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: 2025=505; 2024=582; 2023=550

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

Soy-Related Concerns Professionals Hear From their Clients

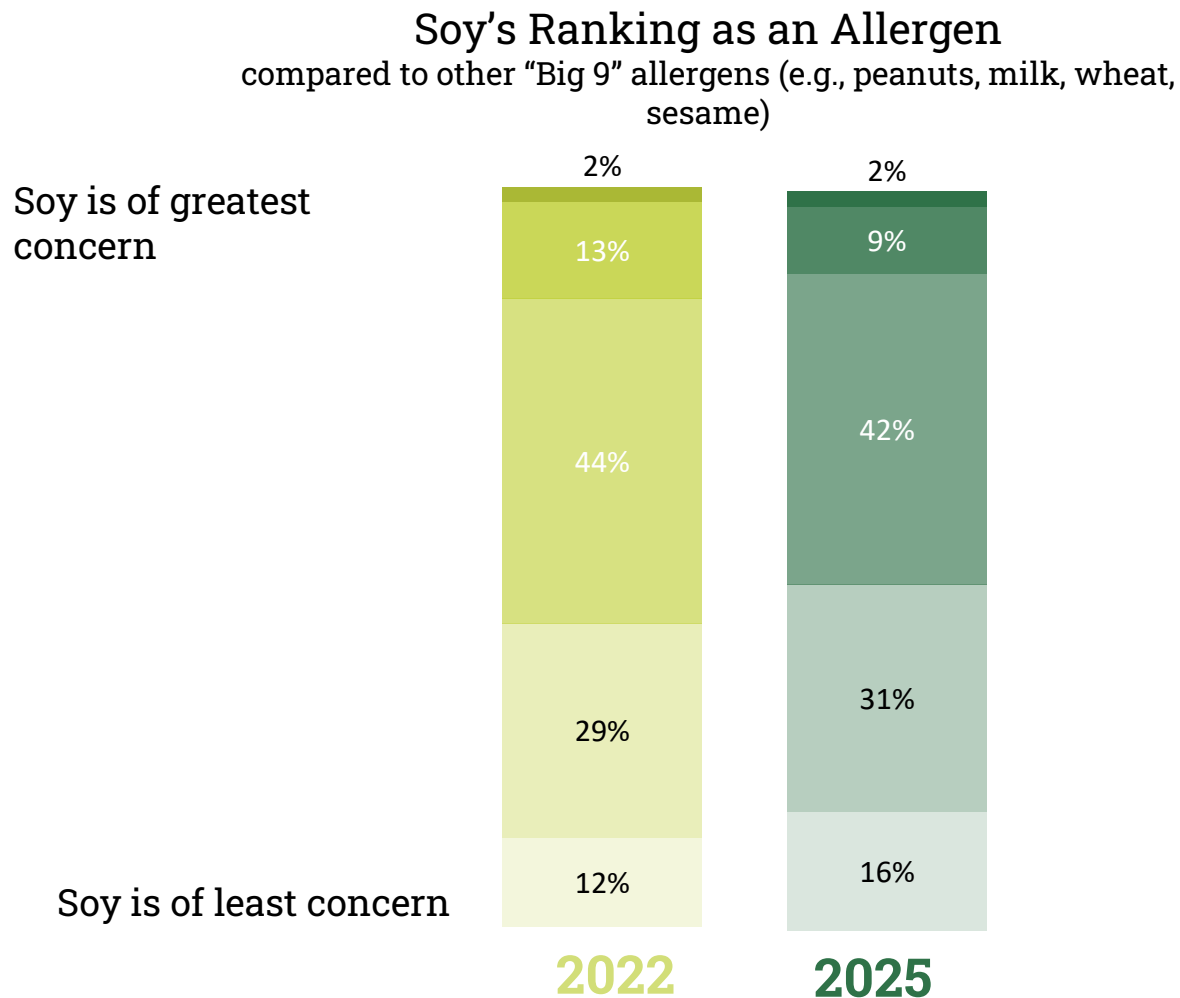


2025 “Other” verbatims include:

- Hormones in general – both male and female
 - Ovarian cancer
 - PCOS

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: 2025=250; 2024=284; 2023=279

Compared to the other “Big 9” allergens, soy is of low to moderate concern.



2025: q9a: How do you rank the prevalence of soy as an allergen compared to other “Big 9” allergens (e.g., peanuts, milk, wheat, sesame)? Base: Total HCPs=591

2022: q12: How do you rank soy as an allergen compared to other “Big 9” allergens (e.g., peanuts, milk, wheat, sesame)? Base: Total HCPs=1,409

Cannot be stats tested due to change in question wording.

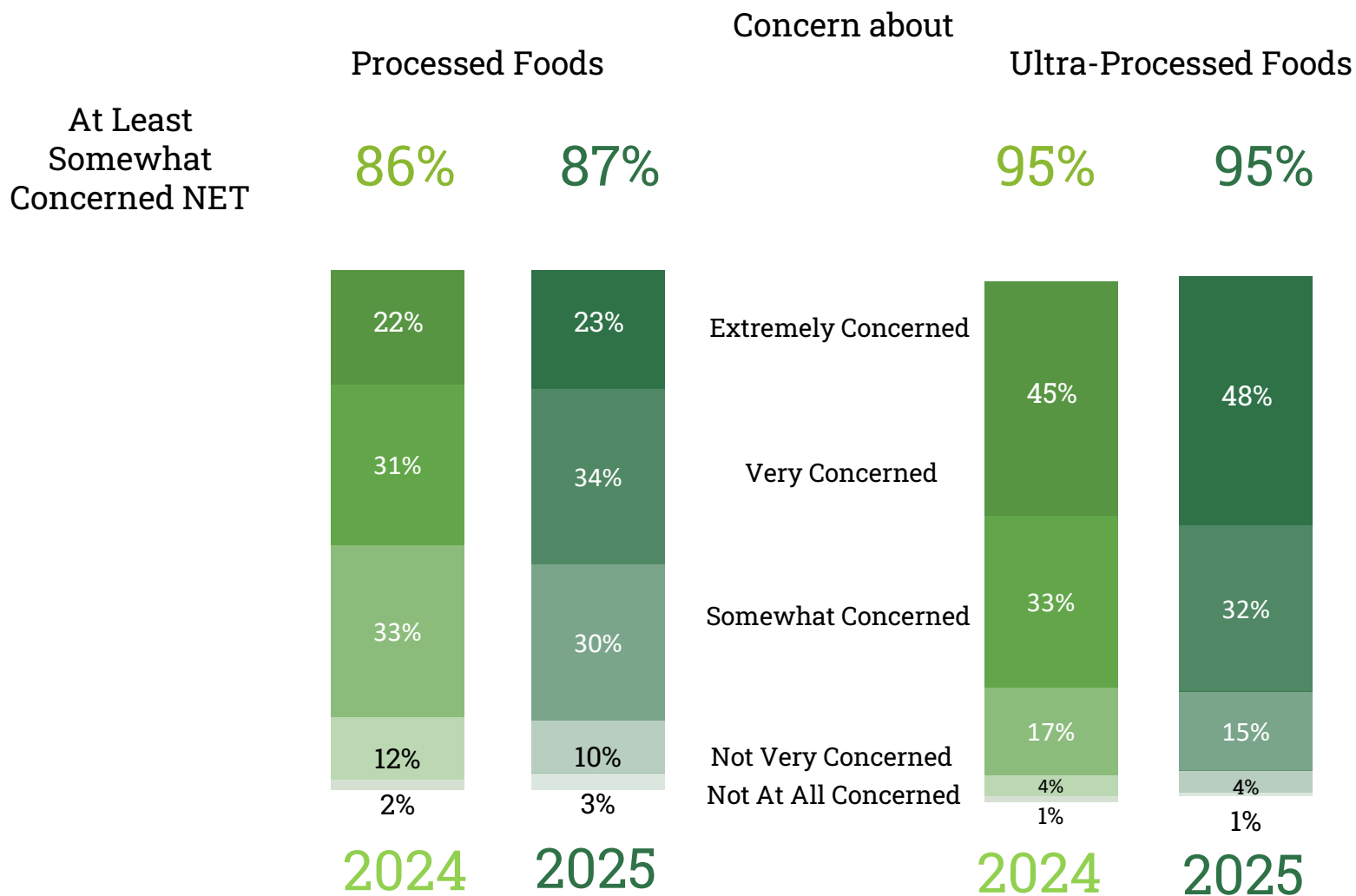
For half of the respondents, the genetic modification of soy remains a top concern.

Agreement with Negative Soy Statements NET Somewhat/Strongly Agree	2023	2024	2025
Genetic modification of soy is concerning to me	48%	51%	51%
Soy negatively affects hormones	21%	21%	20%
Soy causes and/or increases the risk of breast cancer	15%	14%	13%

q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree NET Summary; Base: Total: HCPs: 2025=591; 2024: 683

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





Processed/ultra-processed foods continue to be concerning for most HPs.



q15: How concerned, if at all, are you about the issue of processed/ultra-processed foods? Base: Total: HCPs: 2025=591; 2024: 683

Soy-based meat alternatives are regarded as more processed than previous years, while soy milk is less so.

Processed Rating Ultra-Processed/Most Processed NET (4/5)	2023	2024	2025	
Protein/nutrition bars	72%	70%	71%	
Soy burgers/Soy-based meat alternatives	55%	53%	65%	↑
Tortilla chips	61%	53%	58%	
Hamburgers	23%	21%	27%	↑
Soy yogurt	29%	24%	25%	
Soy milk	25%	17%	18%	↓
Tofu	14%	13%	14%	
Dairy yogurt	14%	13%	13%	
Cow's milk	11%	10%	11%	
Nut butter	10%	10%	10%	
Edamame	3%	2%	3%	

 /  Shows that 2025 is significantly greater/less than 2023
 /  Shows that 2025 is significantly greater/less than 2024

q16: How would you classify the following foods in terms of processing? Ultra-Processed/Most Processed NET (4/5) Summary; Base: Total: HCPs: 2025=591; 2024=683; 2023=720



SoyConnection Experience

Although the Soy Connection website continues to rank in the middle compared to other resources for soy-related information...

Websites used as a Soy Resource	2023	2024	2025	
Eatright.org or eatrightpro.org (Academy of Nutrition and Dietetics)	72%	66%	61%	↓
Todaysdietitian.com (Today's Dietitian)	68%	59%	55%	↓
PubMed	N/A	N/A	50%	
USDA's Dietary Guidelines for American's/ Myplate.gov	N/A	N/A	49%	
Soyconnection.com (United Soybean Board)	44%	42%	43%	
UpToDate	N/A	N/A	32%	
WebMD	N/A	N/A	30%	
Nutritionfacts.org	27%	33%	26%	↓
SNIGlobal.org or Thesoynutritioninstitute.com (Soy Nutrition Institute Global)	10%	10%	11%	
Other	8%	6%	2%	
None	5%	7%	2%	



Shows that 2025 is significantly greater/less than 2023



Shows that 2025 is significantly greater/less than 2024

2025 "Other" verbatims include:

- AI or ChatGPT
- ANFP
- Cleveland Clinic, Mayo Clinic
- American Cancer Society
- Functional nutrition experts

Cronometer

Dietitians

Greenmedinfo.com, childrenshealthdefense.org, naturalnews.com

Harvard, Stanford, UC Davis

Social media

PCRM.org

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: 2025=591; 2024=683; 2023=720

...Soy Connection readership has increased to a third of HPs.

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	
2025	30%	13%	23%	34%	↑
2024	35%	14%	27%	24%	
2023	30%	16%	29%	25%	

↑ / ↓ Shows that 2025 is significantly greater/less than 2023
 ↑ / ↓ Shows that 2025 is significantly greater/less than 2024



q15/q18: Have you ever received the Soy Connection health and nutrition newsletter? This includes the e-newsletter, via email, or soyconnection.com. Base: Total: HCPs: 2025=591; 2024=683

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

Furthermore, frequency of reading the newsletter is steadily increasing.

Frequency of Reading Soy Connection	2023	2024	2025	
Always/Often NET	31%	36%	41%	↑
Always/Every Issue	11%	11%	15%	
Often	20%	25%	26%	
Sometimes/Occasionally	60%	52%	49%	↓
Rarely/Never NET	9%	12%	10%	
Rarely	7%	12%	9%	
Never	2%	0%	1%	

↑ / ↓
Shows that 2025 is significantly greater/less than 2023

↑ / ↓
Shows that 2025 is significantly greater/less than 2024

q19: How often do you read the Soy Connection newsletter? Base: Currently receives Soy Connection newsletter: 2025=200; 2024=161; 2023=180

Sharing information from Soy Connection with clients has rebounded from last year's dip.

↑ / ↓ Shows that 2025 is significantly greater/less than 2023
 ↑ / ↓ Shows that 2025 is significantly greater/less than 2024

Frequency of Providing Information from Soy Connection to Clients

Provide information to clients at least sometimes NET

2025

14%

29%

44%

11%

2%

57%

2024

23%

27%

39%

11%

0%

50%

2023

17%

23%

53%

6%

1%

60%

Never

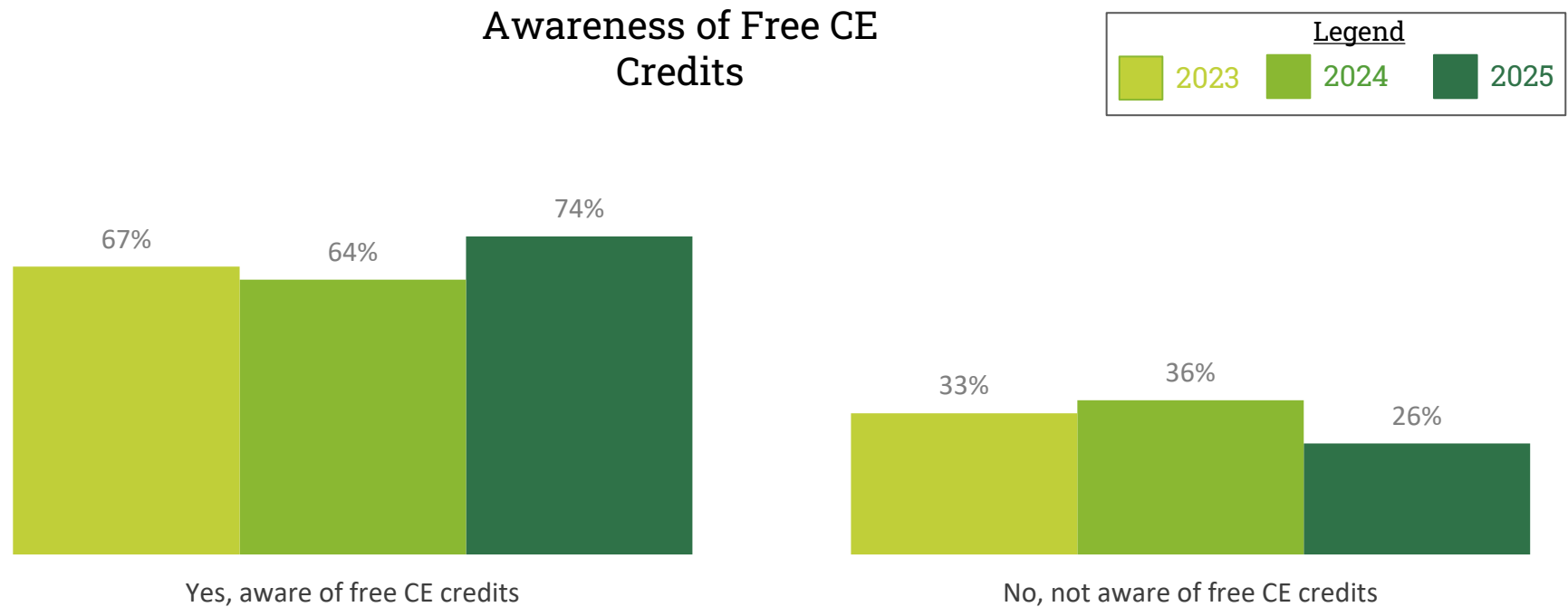
Rarely

Sometimes

Often Always

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: 2025=164; 2024=128; 2023=142

Three in four eligible HPs are aware of Soy Connection's free continuing education (CE) credits.



q24: Prior to receiving this survey, were you aware that the Soy Connection newsletter provides free continuing education credits?

2025 Base: Familiar with Soy Connection newsletter AND Qualifies for CECs: 2025=345

2024 and 2023 Base: Familiar with Soy Connection newsletter: 2024=445; 2023=503

Cannot be stats tested due to change in base.

Soy Connection's information is becoming increasingly useful, particularly for recommendations to patients.

Use of Soy Connection Information	2023	2024	2025
My own education and knowledge	79%	84%	83%
Recommendations to clients and/or patients	41%	38%	46%
Continuing education credits (in 2025, among those eligible; n=294)	42%	46%	45%
Research purposes	13%	15%	18%
Work within my company	8%	5%	11%
Work in the classroom	5%	4%	4%
Other	2%	1%	2%
Have not used the information	6%	5%	4%

2025 "Other" verbatims include:

- Recipes
- Recommendations to family/friends
- Share on social media
- Creating patient information videos
- Stay up to date if patients have questions



Shows that 2025 is significantly greater/less than 2023



Shows that 2025 is significantly greater/less than 2024

q20: In what ways have you used information from the Soy Connection newsletter? Base: Ever received Soy Connection newsletter: 2025=338; 2024=347; 2023=386

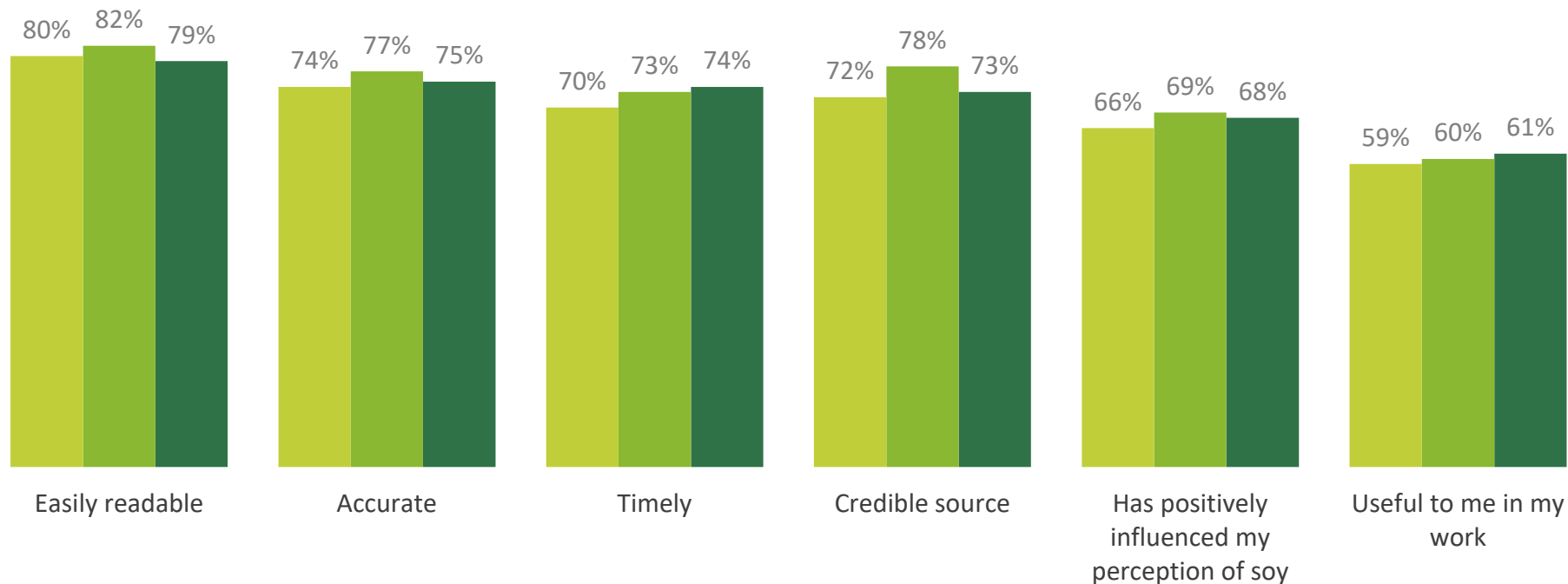
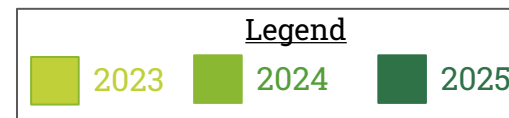
Timely, up-to-date information through Soy Connection continues to be most valuable.

Value of Soy Connection Information Valuable NET (4/5)	2023	2024	2025
Timely and up-to-date information	79%	83%	81%
Research content	77%	78%	76%
Free continuing education credits (in 2025, among those eligible; n=294)	79%	79%	76%
Recipes, healthy handouts, and practical tips	73%	73%	72%

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: 2025=338; 2024=347; 2023=386

Perceptions about Soy Connection are mainly stable though credibility has dipped directionally.

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: 2025=338; 2024=347; 2023=386

Heart health and cognitive function continue to be key topics of interest. Diabetes, processed foods, and GLP-1 RAs have increased in appeal.

Soy Connection Future Topics of Interest

Interested NET (4/5)

	2023	2024	2025
Heart Health	73%	79%	77%
Cognitive function	73%	79%	76%
Diabetes	68%	71%	73%
Breast cancer	68%	73%	71%
Microbiome	67%	72%	70%
Processed/ultra-processed foods	56%	72%	70%
Glucagon-like peptide-1 receptor agonists (GLP-1 RAs)	N/A	63%	70%
Thyroid function	66%	70%	69%
Endocrine disruptors	66%	68%	67%
Fats and oils	N/A	64%	65%
Hormone replacement therapy	61%	65%	64%
Supplements/soy protein	58%	59%	60%
Allergenicity	55%	55%	57%
Genetic modification	53%	60%	56%
Sustainability	54%	56%	56%
Isoflavones	53%	55%	55%
Sports nutrition	51%	52%	54%
Pediatric nutrition	39%	43%	43%
Other	33%	41%	41%

2025 "Other" verbatims include:

- Weight management
- Phytoestrogens
- Accessibility to underserved communities
- ADD
- Aging/Alzheimer's
- Brain/bone health
- Balanced evidence about safety of GMO rather than hype
- Comparison to: beans/legumes; nondairy milks; animal protein
- Genetic modification
- Geriatric health
- Renal nutrition
- Effects on substance abuse and behavioral health
- Fertility
- Menopause



Shows that 2025 is significantly greater/less than 2023



Shows that 2025 is significantly greater/less than 2024

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: 2025=591; 2024=683; 2023=720



Demographics

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

Professions	2023	2024	2025
Registered dietitian nutritionist	67%	60%	56%
Nurse practitioner	3%	9%	13%
Physician associate	2%	9%	10%
Nutrition and dietetic technician, registered	4%	4%	4%
Professor/teacher	4%	3%	3%
Researcher	2%	1%	2%
Certified dietary manager/Certified food protection professional	1%	2%	1%
Medical doctor/Physician	1%	1%	0%
Student	1%	1%	0%
Food scientist	1%	0%	0%
Sales/marketing	1%	0%	0%
Other	12%	9%	8%
Retired/not working	9%	6%	8%



2025 "Other" verbatims include:

- Psychologist
- Registered Nurse
- Administrative
- Benefits Coordinator
- Cafeteria Manager
- Food Service Director/Worker
- Geriatric Care Manager/Social Worker
- Medical Social Worker
- Nutritionist
- Certified Diabetes Care And Education Specialist
- Procurement for food service
- WIC Director



Shows that 2025 is significantly greater/less than 2023

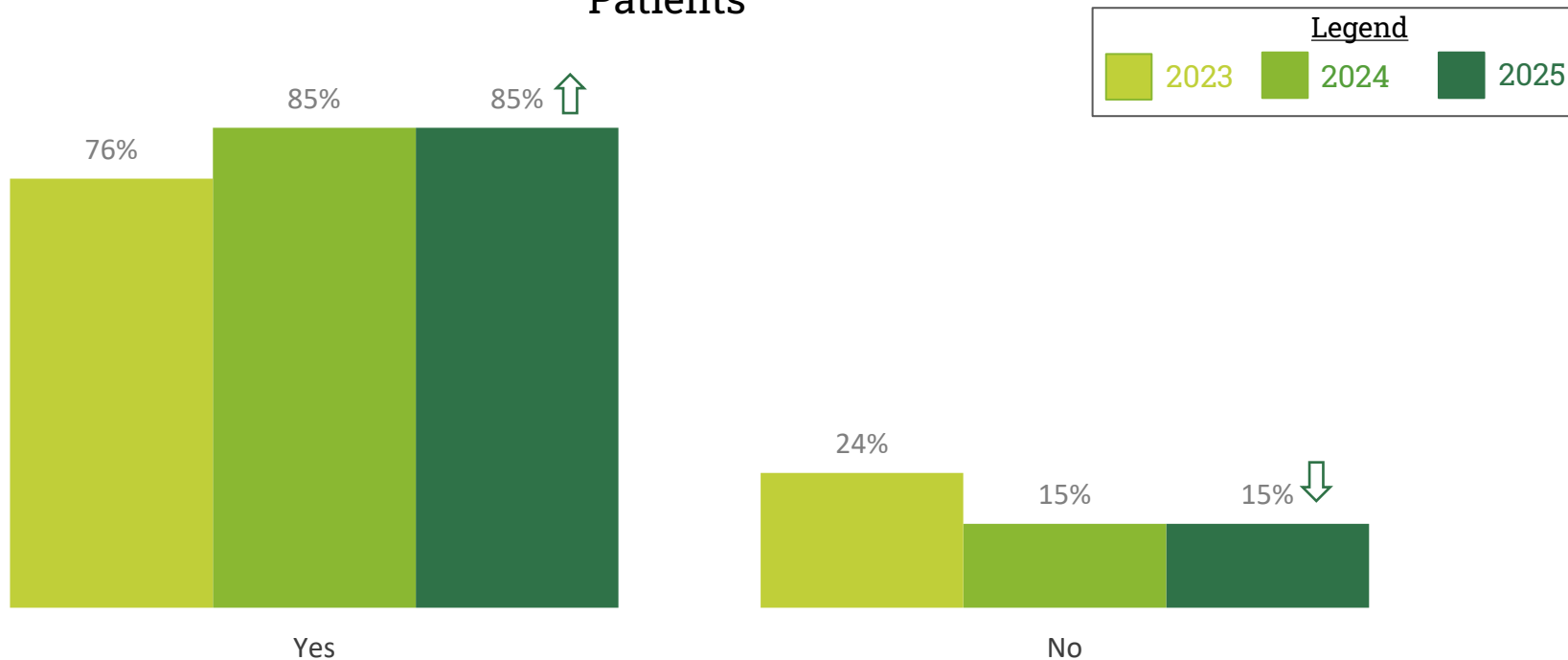


Shows that 2025 is significantly greater/less than 2024

q1: What is your primary profession or role? Base: Total: 2025=643; 2024=734
2023 Question: What is your profession? Base: Total: 2023=798

NP/PA inclusion increases the proportion of those working directly with clients vs. 2023.

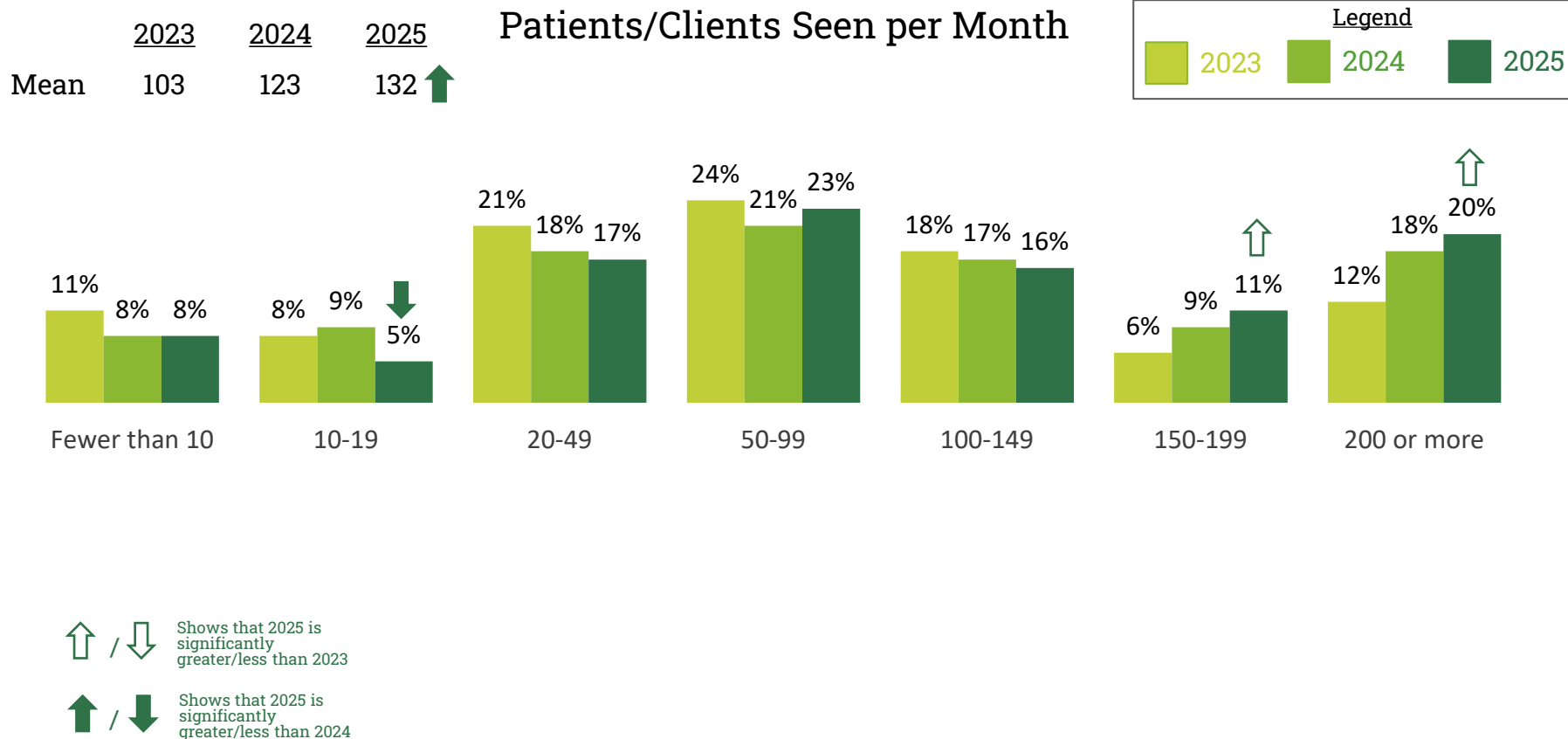
Work Directly with Patients



Shows that 2025 is significantly greater/less than 2023

q2: Do you work directly with patients and/or clients either in person or virtually? Base: Total: HCPs: 2025=591; 2024=683
2023 Question: Do you work directly with patients and/or clients? Base: Total HCPs: 2023=720

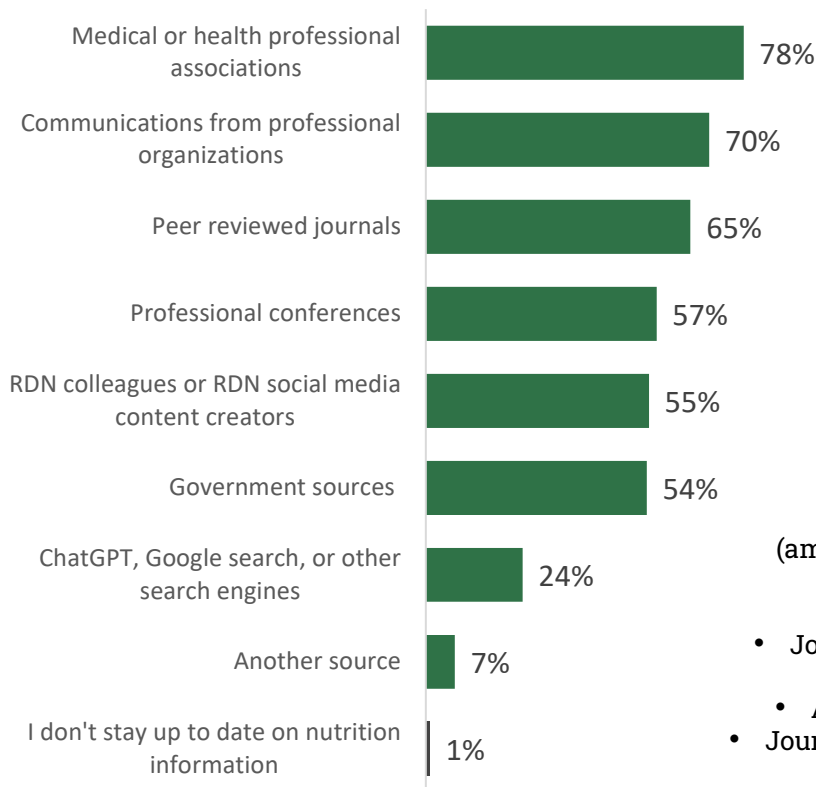
HPs' monthly case loads are increasing.



q3: Approximately how many patients and/or clients do you work with in a typical month? Base: Work Directly with Clients: 2025= 505; 2024=582; 2023=550

Nearly all professionals are staying up to date on nutrition information, relying primarily on professional associations.

Sources of Nutrition Information



2025 "Another source" verbatims include:

- Books, studies referenced on podcasts/Substack
- Continuing Education courses
- Functional nutrition coaches on social media
- Nutrition podcasts
- Podcasts of those on the cutting edge of medicine/nutrition
- Select reputable professionals on YouTube and LinkedIn
- Webinars

Top Mentioned Peer-Reviewed Journals
(among those who use them to stay up to date on nutrition)

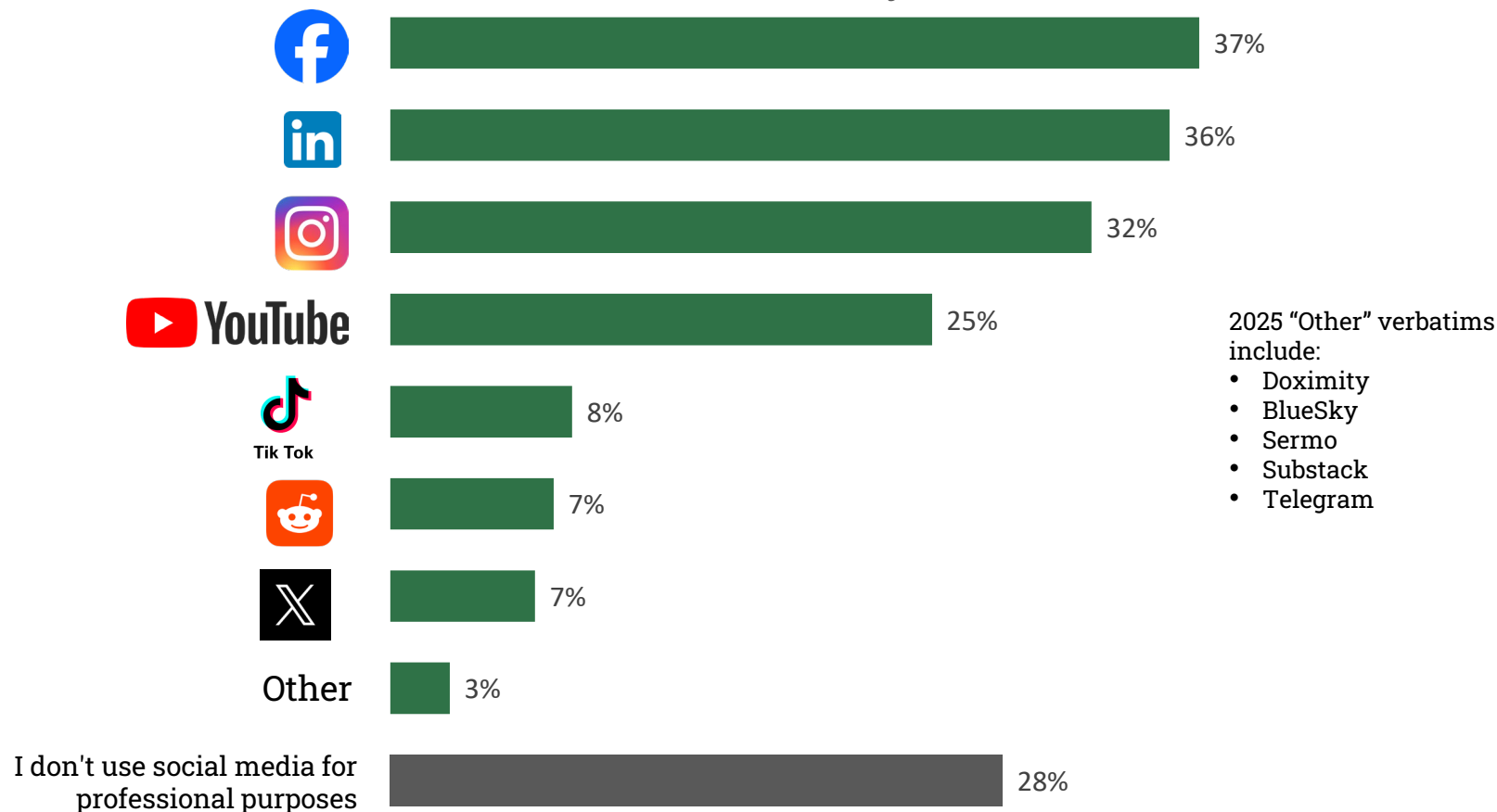
- Journal of the Academy of Nutrition and Dietetics (JAND)
- American Journal of Clinical Nutrition (AJCN)
- Journal of the American Medical Association (JAMA)
 - Today's Dietitian
- The New England Journal of Medicine (NEJM)

q4b: Where do you turn to stay up to date about nutrition information? Base: Total: HCPs: 2025=591

q4c: You mentioned you turn to peer-reviewed journals to stay up to date on nutrition information. Which specific peer-reviewed journals do you turn to most often? Base: Turns to peer-reviewed journals to stay up to date on nutrition information: 2025=385. Respondents could write up to three answers.

More than a quarter of HPs don't use social media professionally; those who do prefer Facebook, LinkedIn, and Instagram, followed closely by YouTube.

Social Media Platforms Used Professionally



q4d: Which social media platforms, if any, do you use most often for professional reasons, whether to view content, share your own or engage with others?
Base: Total: HCPs: 2025=591

Questions?

Contact Patty McClain at
patty@communicque.com