

Annual Health Professional Survey 2026 Results

July 2026

Research for:





Overview

Background



Research Objectives

This research tracks how health and nutrition professionals understand, evaluate, and recommend soy amid evolving nutrition conversations, while also monitoring *Soy Connection* awareness and readership.

Methodology

Quantitative

7-minute online survey among 716 healthcare professionals

- Field Dates: 4/23/2026– 6/15/2026

Sample Sources

We used the following sources to gain participation:

- *Soy Connection* lists, n=165
- Today's Dietitian, n=186
- Registered Dietitian SmartBrief, n=190
- Nurse Practitioner SmartBrief, n=17
- Panel of RDNs and NP/PAs, n=158

Statistics and Tracking

This report will compare quantitative results from 2026 to 2025 and 2024. All statistical differences are shown at the **95% confidence level**.

2026 results that are significantly greater/less than 2025 will be shown with colored arrows.

2026 results that are significantly greater/less than 2024 will be shown with outlined arrows.

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

↑ / ↓ Shows that 2026 is significantly greater/less than 2024

↑ / ↓ Shows that 2026 is significantly greater/less than 2025

Executive Summary

How are health professionals' perceptions about soy changing?

- HCPs are becoming increasingly aware of soy's health profile, including for that of soybean oil.
- Although HCPs continue to prefer whole soy foods like edamame and tofu over other forms such as soy burgers, the message that most influences soy recommendations focuses on patients' alternative needs and access.
- While patient concerns remain rooted in breast cancer/hormone risk, HCPs are wary of pesticide residue on soy foods.

Perceptions of Soy

Agreement with Oil Statements

Net Somewhat/Strongly Agree

Plant-based cooking oils contribute to overall health	2024	2025	2026
Seed cooking oils like soybean, canola, sunflower, grapeseed, cottonseed, safflower, and corn contribute to overall health	N/A	77%	80%
Soybean oil is heart healthy	55%	59%	65%
Seed oils and plant-based oils refer to the same products	51%	56%	60%
	N/A	34%	41%

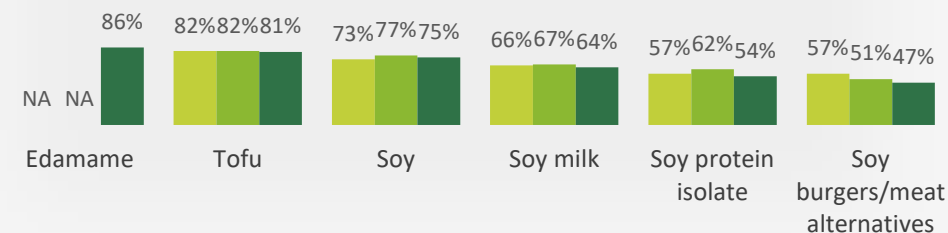
2024

2025

2026

Favorability of Protein

NET Somewhat/Very Favorable



Legend



2024



2025



2026

Executive Summary

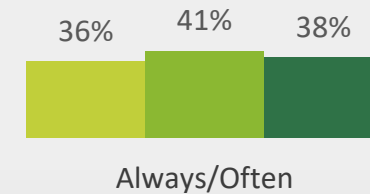
What features could further increase *Soy Connection* readership?

To build on the momentum of readership and info-sharing to clients, consider:

- Cross-promotion and third-party distribution from associations as well as on eatright.org and LinkedIn.
- More timely issues with shareable, patient-friendly content.
- Including more messages that are science-backed (i.e., large-scale studies, including randomized controlled trials) and organization-endorsed (i.e., recommendations from the AHA and WHO).

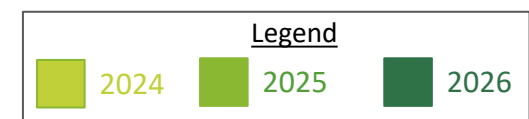
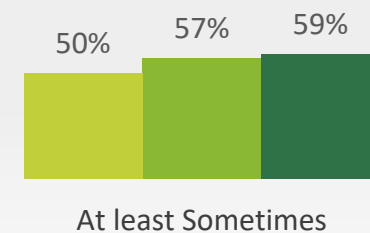
Soy Connection Readership

Frequency of Reading *Soy Connection*



Soy Connection Value

Frequency of Providing Information from *Soy Connection* to Clients



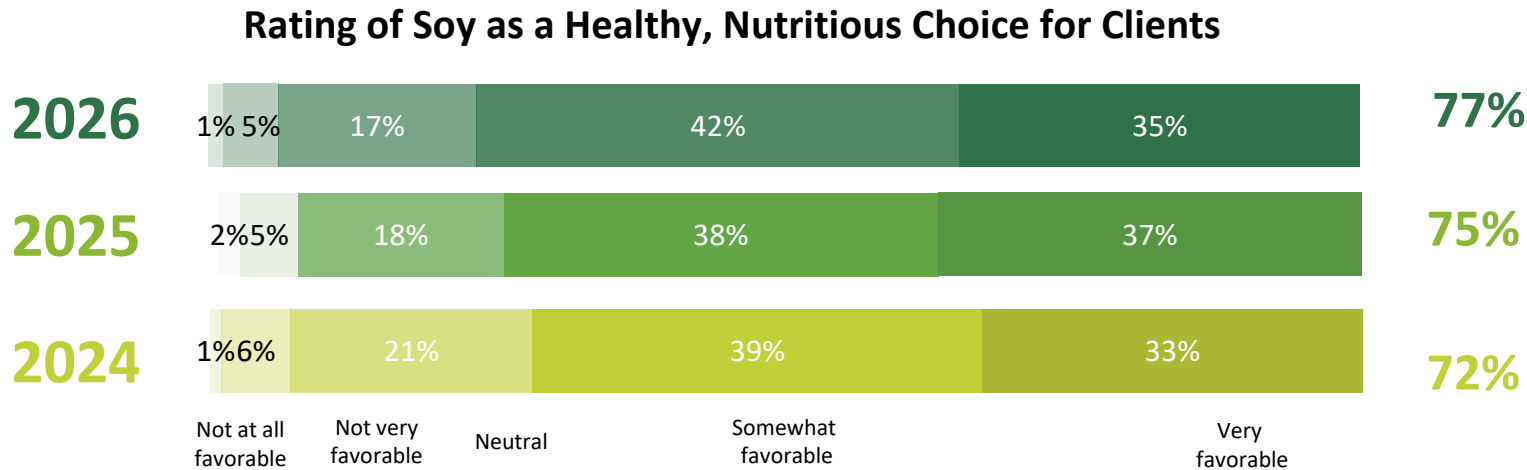
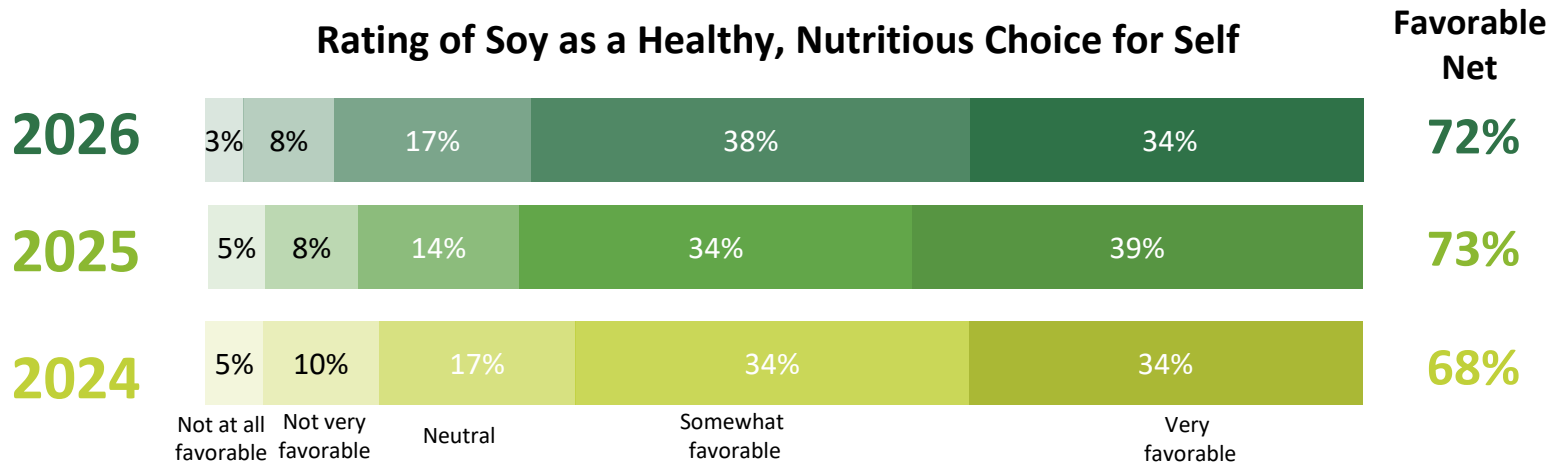


Detailed Findings



Soy Perceptions

HCPs’ views of soy as a healthy, nutritious choice remain strong, with favorability for clients reaching its highest in three years.



q6a: How favorably would you rate soy as a healthy, nutritional choice for yourself? Base: Total: HCPs: 2026=662; 2025=591; 2024: 683
q6b: How favorably would you rate soy as a healthy, nutritional choice for your clients? Base: Works with Clients: 2026: 581; 2025=505; 2024=582

Soy’s favorability as a protein source remains format-dependent: edamame debuts as a strong whole-food example, with nearly nine in ten professionals rating it favorably, while processed soy formats lose ground.



Favorability of Protein		2024	2025	2026
Net Somewhat/Very Favorable				
Beans and lentils		96%	96%	96%
Eggs		94%	94%	96%
Fish/Seafood		94%	94%	96%
Nuts and seeds		92%	93%	92%
Poultry		90%	91%	92%
Edamame		N/A	N/A	86%
Dairy products		82%	83%	85%
Nut butters		84%	84%	81%
Tofu		82%	82%	81%
Soy		73%	77%	75%
Beef		75%	76%	72%
Peas		66%	68%	72%
Whey		68%	72%	66%
Pork		71%	70%	66%
Soy milk		66%	67%	64%
Pea protein isolate		64%	64%	59%
Soy protein isolate		57%	62%	54%
Casein		50%	51%	52%
Soy burgers/soy-based meat alternatives		57%	51%	47%

↑ / ↓ Shows that 2026 is significantly greater/less than 2024

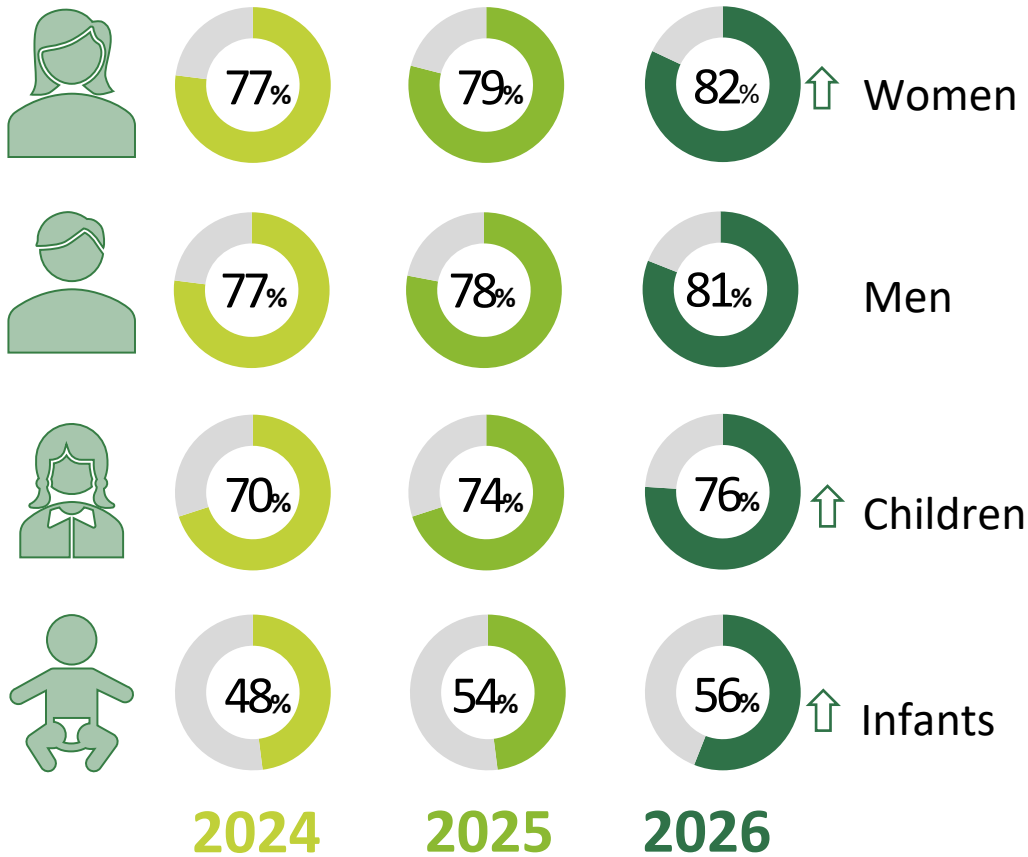
↑ / ↓ Shows that 2026 is significantly greater/less than 2025

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: 2026=662; 2025=591; 2024: 683

Soy continues to build 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

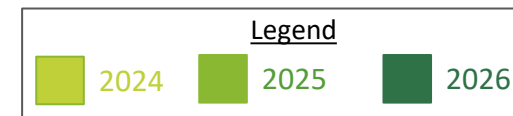


↑ / ↓ Shows that 2026 is significantly greater/less than 2024
↑ / ↓ Shows that 2026 is significantly greater/less than 2025

q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree Net Summary; Base: Total: HCPs: 2026=662; 2025=591; 2024: 683

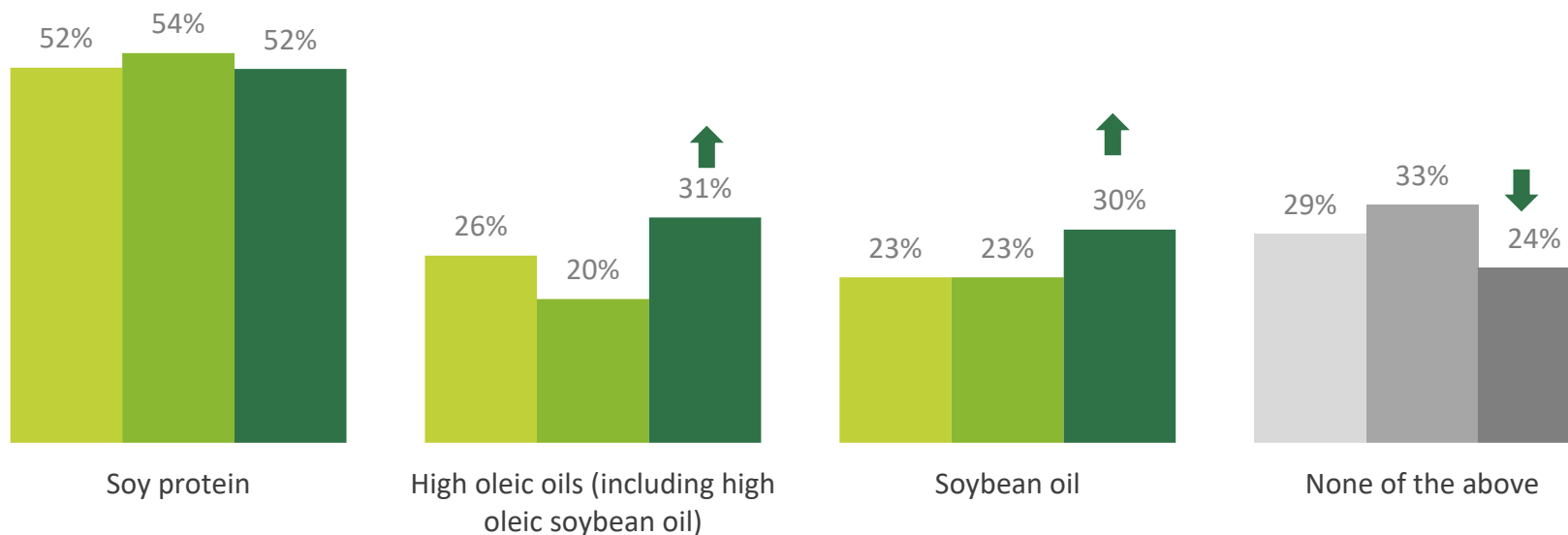
Awareness of FDA heart-health claims for soybean oil is gaining significant traction.

Perceived FDA Heart Health Claim for Soy Foods



↑ / ↓ Shows that 2026 is significantly greater/less than 2024

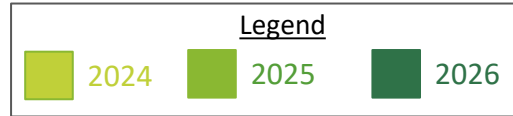
↑ / ↓ Shows that 2026 is significantly greater/less than 2025



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: 2026=662; 2025=591

2024 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

Soy's health narrative continues to gain ground, with stronger benefit associations and continued movement away from hormone and breast cancer myths.



Agreement with Soy Statements	2024	2025	2026
Net Somewhat/Strongly Agree			
Overall Soy Benefits			
Soy is a nutritious food	84%	83%	86%
Soy is a part of a healthy diet	78%	81%	84%
Soy is a high-quality protein	78%	81%	81%
Soy foods are easy to find in the grocery store	76%	77%	75%
Soy tastes good	62%	62%	63%
Soy's Impact on Health			
Soy protein is heart healthy	80%	81%	84%
Soy offers important health benefits	78%	81%	81%
Soy supports brain health and cognitive function	61%	64%	65%
Soy protein is comparable in quality to animal protein	61%	57%	63%
Soy supports bone health	56%	58%	62%
Consuming soy foods can improve skin health	33%	39%	38%
Soy negatively affects hormones	21%	20%	17%
Soy causes and/or increases the risk of breast cancer	14%	13%	12%

↑ / ↓ Shows that 2026 is significantly greater/less than 2024

↑ / ↓ Shows that 2026 is significantly greater/less than 2025



q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion.
 Agree Net Summary; Base: Total: HCPs: 2026=662; 2025=591; 2024: 683
 2026 addition: Thinking about soy's impact on health... and Thinking about soy overall...

Pesticide residue emerges as the lead soy production concern, with three in five HCPs expressing concern, ahead of GMO and sustainability issues.



Agreement with Soy Statements

Net Somewhat/Strongly Agree

	2024	2025	2026
Pesticide residues on soy foods are a concern to me	N/A	N/A	60%
Soybean farming practices make soy a sustainable food	48%	51%	49%
Genetic modification of soy is concerning to me	51%	51%	47%

q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree Net Summary

2026 addition: Thinking about how soy is produced...

Base: Total: HCPs: 2026: 662; 2025=591; 2024: 683

In Their Own Words:

"I think the biggest concern is the QUALITY of food. For example the practices in which it was grown. Pesticide, herbicides and contamination are big concerns."

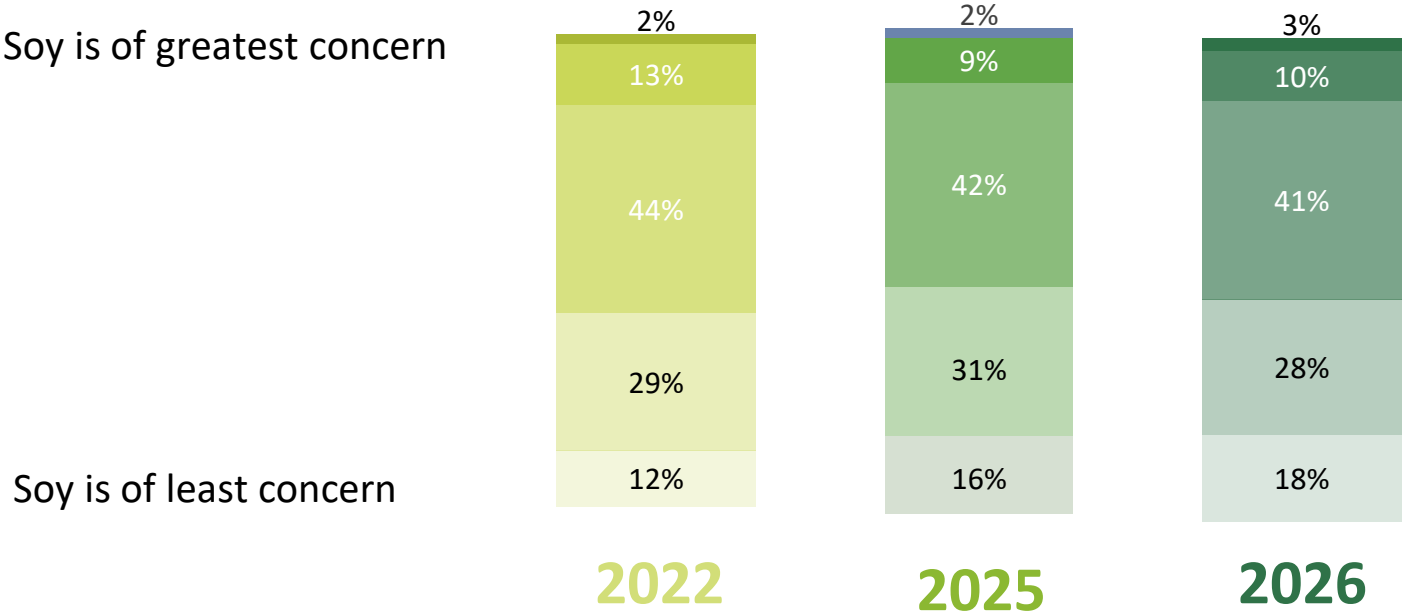
"Increased concern regarding pesticide residue left in soybean crops."

"I get more questions now about pesticide use and the safety of foods."

"[I want] manufacturing processes that are more transparent [and to know] the percentage of soy products produced that contain GMOs and/or residual pesticides."

The prevalence of soy as an allergen remains on HCPs’ radar as a lower-order concern compared to other major allergens.

Soy’s Ranking as an Allergen
compared to other “Big 9” allergens (e.g., peanuts, milk, wheat, sesame)

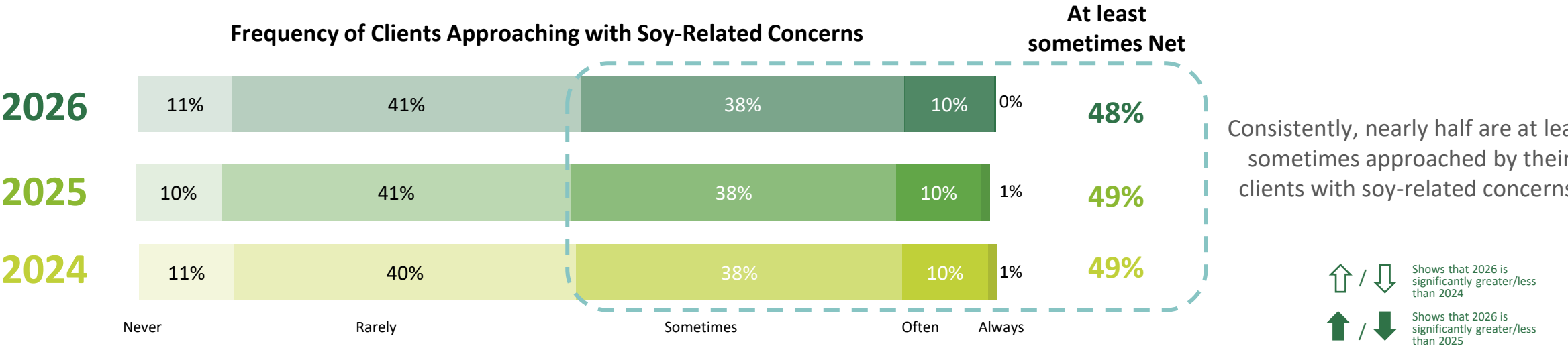
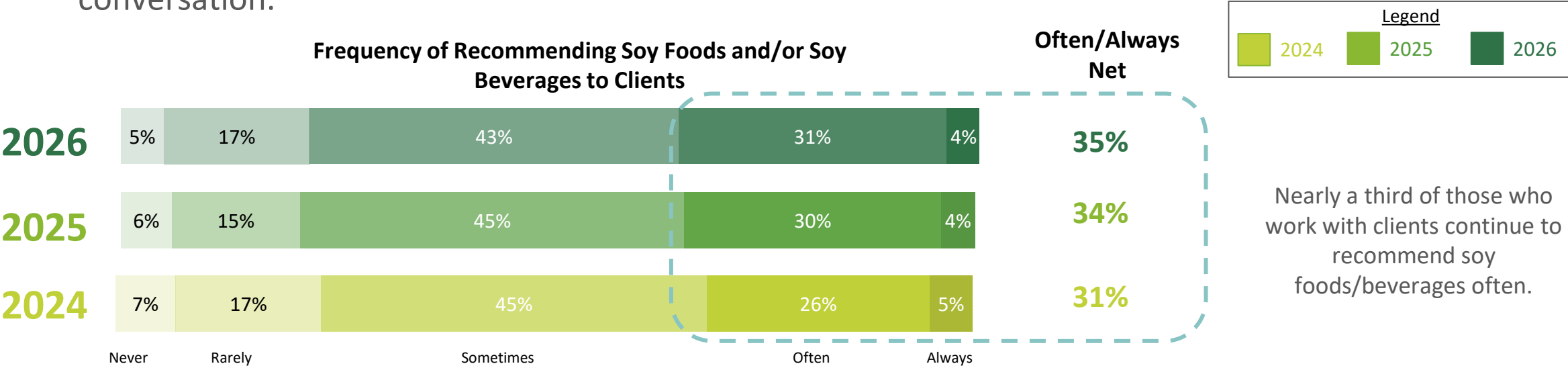


2025 and 2026: q9a: How do you rank the prevalence of soy as an allergen compared to other “Big 9” allergens (e.g., peanuts, milk, wheat, sesame)? Base: Total: HCPs: 2026=662; 2025=591

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 with 2022 due to change in question wording.

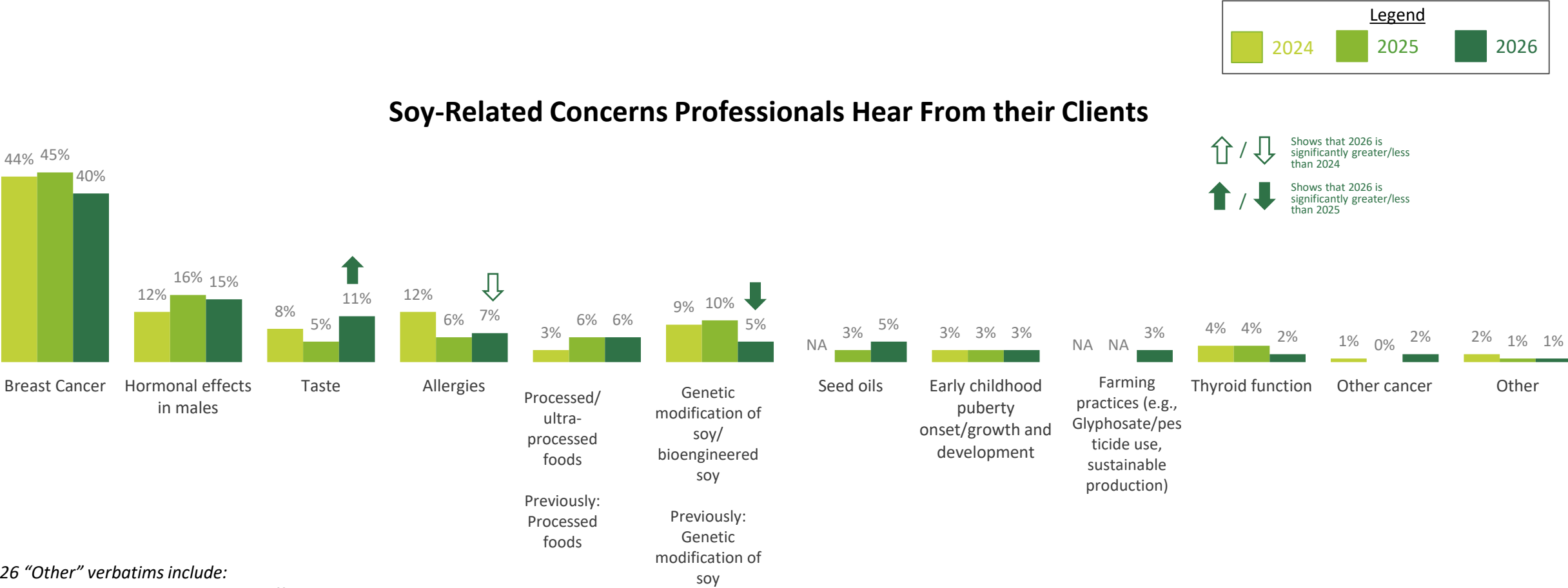
Soy makes small gains in recommendation, while client concerns remain a steady part of the conversation.



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: 2026: 581; 2025=505; 2024=582

Client concerns remain anchored in breast cancer.

Soy-Related Concerns Professionals Hear From their Clients



- 2026 “Other” verbatims include:
- Both breast cancer and hormonal effects in men
 - Hormones in general
 - Overall hormonal effects

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: 2026=281; 2025=250; 2024=284

Recommending and Communicating Soy's Value– In Their Own Words

*“**Breast cancer and soy foods** are still a concern that is brought up by the public, but that's not new. Flavor of soy foods are a barrier for adoption.”*

*“While **long-standing myths about hormonal disruption are being debunked** by stronger evidence, new considerations regarding food processing, climate impact, and specific, modernized applications are shaping recommendations.”*

*“People in certain social groups are increasingly choosing to use their diet for political messaging rather than truly thinking about the science and health effects in reality. I find it more important than ever to be socially adept in these areas to **help people separate political fashion from their actual health needs**. On another hand, we are talking and thinking about menopause care now. This is fantastic and **I'd love to see more information about how soy can help support menopausal women and breast cancer survivors** of all ages and sexes.”*

*“In recommending, we have to gain the patient willingness. **GMO, taste, texture, allergies, etc. affect patient choice**. These are all hard limitations to expect patient buy-in.”*

*“I'm not usually asked about soy oil specifically. I'm more often asked about the oil the patient and family use and if it's OK. About soy foods, **people often will eat tofu if it's in take-out food, but they're more reluctant to prepare it themselves**. As for soy meat alternatives, especially ground meat alternatives, **it all comes down to cost**, because they usually like the taste. Their kids are often getting some in their school meals, so it's not unfamiliar.”*

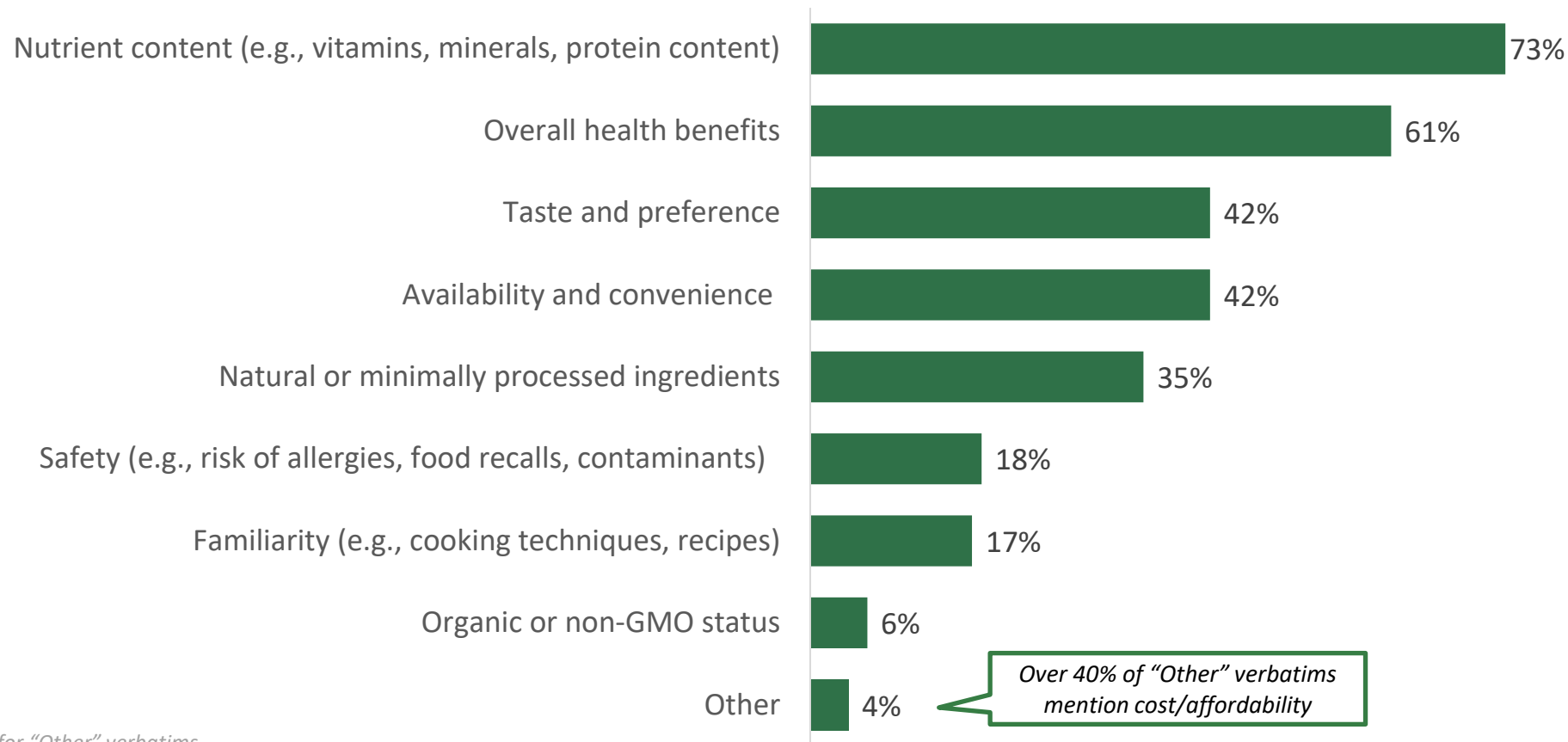
*“Depending on the population, I get questions about potential detrimental effects of intaking more soy foods. However, **the most common questions are still regarding taste** as soy is often used as a replacement for meat and it is not the same.”*

*“Recommending soy is **evolving from simply addressing hormonal myths** to navigating the nuances of whole vs. processed soy, sustainability, and functional health benefits.”*

*“When I am counseling individuals, I will recommend soy based on their current food knowledge and nutrition interest. Most lay public individuals want to have nothing to do with soy. I work with many low-income individuals that shop at Dollar General due to being in rural communities. **Soy is not an option they even consider, nor is it available.**”*

Of the listed options, nutrient content and overall health benefits factor most in HCPs' recommendations; one in three prioritize naturally or minimal processed ingredients.

Top Factors Driving Professional Food/Beverage Recommendations



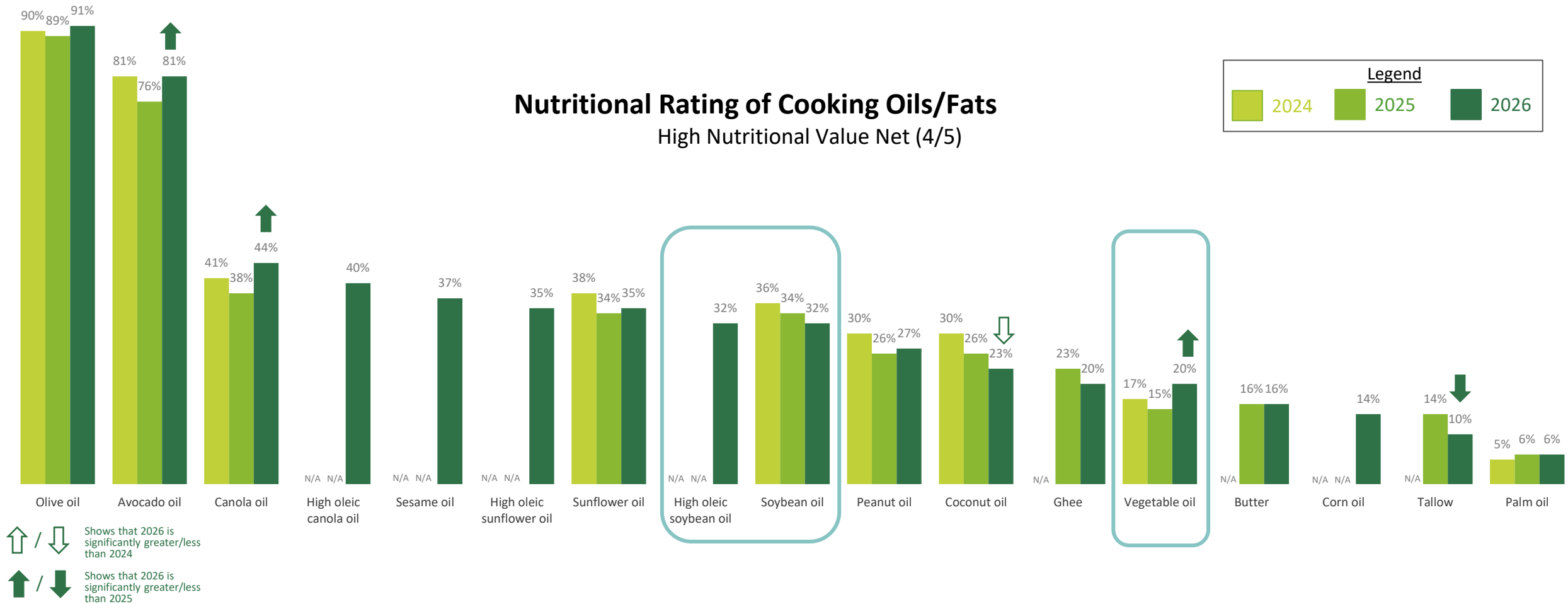
See slide notes for "Other" verbatims

q30: What factors do you prioritize most when making food and beverage recommendations? Please choose the three most important factors. Base: Total: HCPs: 2026=662



Seed Oil Perceptions & Messaging

Soybean oil (including high oleic) remains middle-tier in nutritional value.



q14: How would you rate the nutritional value of these cooking oils/fats? High Nutritional Value Net (4/5); Base: Total: HCPs: 2026=662; 2025=591; 2024=683

Plant-based oil sentiment continues to improve, suggesting HCPs may be increasingly separating evidence-based science from rampant seed oil misinformation.

Agreement with Oil Statements		2024	2025	2026	
Net Somewhat/Strongly Agree					
Plant-based cooking oils contribute to overall health		N/A	77%	80%	
Seed cooking oils like soybean, canola, sunflower, grapeseed, cottonseed, safflower, and corn contribute to overall health		55%	59%	65%	↑
Soybean oil is heart healthy		51%	56%	60%	↑
Seed oils and plant-based oils refer to the same products		N/A	34%	41%	↑



Shows that 2026 is significantly greater/less than 2024



Shows that 2026 is significantly greater/less than 2025



In Their Own Words:

“The fearmongering around seed oils by influencers is at an all-time high; however, it doesn’t change how I think about recommending them.”

“I do not use the term ‘seed oils’ as this is something influencers have latched onto and made a ‘unfavorable’ term. I refer to plant-based oils by their origin — soy, vegetable, etc.”

“[I want to know more about] social media and pushing back against misinformation or claims about seed oil health benefits. Knowing what to say — if what is being said is still correct/accurate.”

q7/q8: Please rate your agreement or disagreement with the following statements based on your professional opinion. Agree Net Summary
2026 addition: Thinking about soybean oil and other plant-based oils...
Base: Total: HCPs: 2026: 662; 2025=591; 2024: 683

Consistent with last year's research on message motivation, the Heart Smart and Science Backed messages remain the strongest for HCPs to use when communicating about seed oils.

Likelihood To Use While Communicating About Seed Oils
Net Very/Somewhat Likely

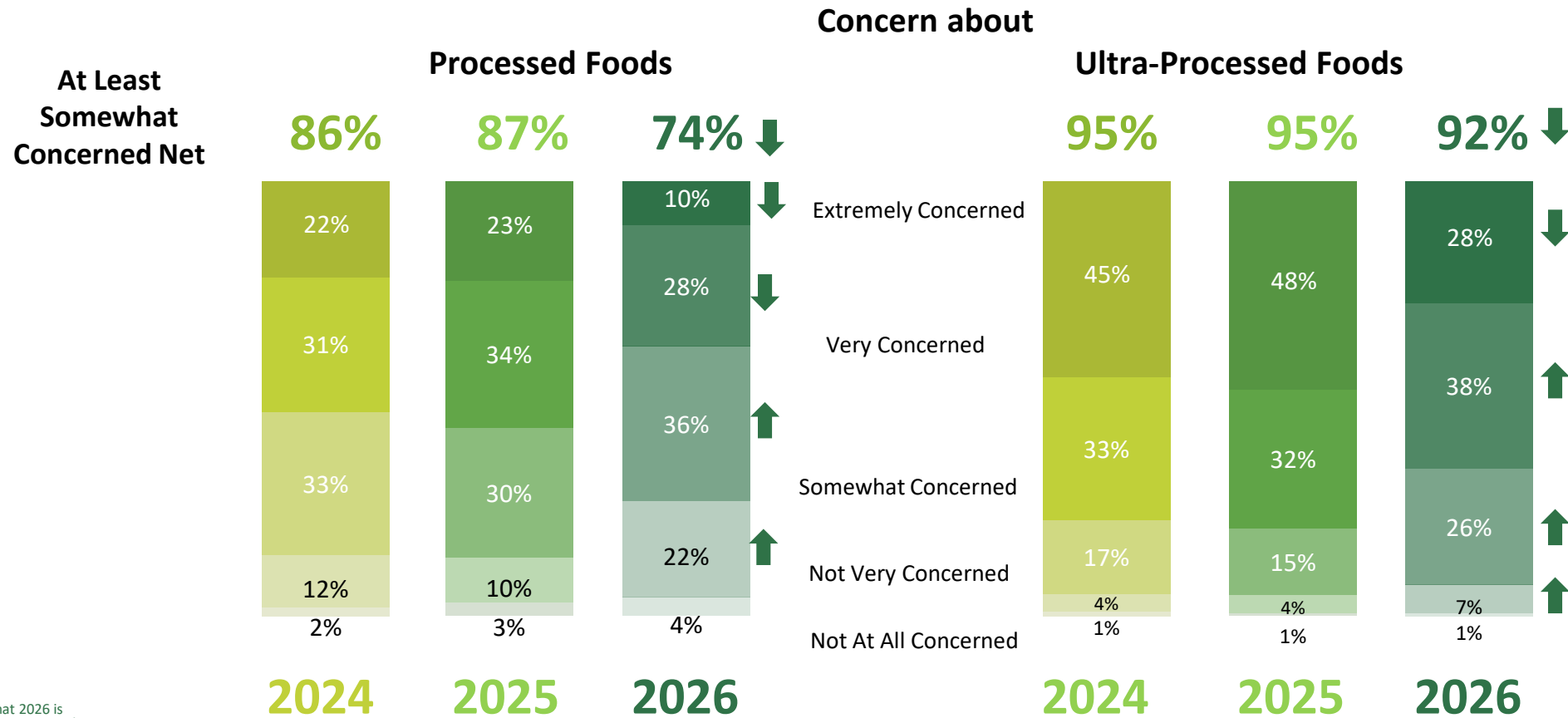
76%	[HEART SMART]	Seed oils are heart smart. Seed oils are recommended by the American Heart Association and World Health Organization as healthier options for cooking and food preparation. Seed oils contain unsaturated fats that help lower LDL (bad) cholesterol levels and reduce the risk of heart disease, the leading cause of death in the U.S.
	[SCIENCE BACKED]	Science backs seed oils. Numerous large-scale studies, including randomized controlled trials, show that replacing saturated fats with unsaturated fats from seed oils may lower the risk of cardiovascular disease. When consumed as part of a balanced diet, seed oils contribute to better long-term health outcomes.
62%	[HEALTH IMPACT MATTERS]	Impact on health, not how they're made. What matters most about seed oils is their impact on health, not how they're made. While seed oils must undergo processing to be made, what matters most is how consuming the oil affects our health. Research from American institutions including Harvard and Penn State shows seed oils can lower LDL cholesterol, reduce the risk of heart disease and type 2 diabetes, and may also benefit liver function and brain health, including reducing dementia risk.
60%	[SIMPLE PROCESS]	Seed oils are made through a simple process. Seed oils come from plants like soybeans, canola, and sunflowers. The seeds are cleaned, pressed, and refined into a neutral oil used in cooking and food production. This process—similar to how other vegetable oils are made—removes leftovers from the seeds while preserving the healthy unsaturated fats. The result is a shelf-stable, plant-based oil that's used every day in homes and restaurants across the country.
54%	[CORRELATION ≠ CAUSATION]	Correlation does not equal causation. Seed oils are a relatively modern addition to the diet, as their popularity began to increase in the 1960s. It is also true that the incidence of chronic diseases such as obesity and type 2 diabetes has increased markedly over the past 60 years. However, just because both of these things have occurred does not mean that one caused the other. Many things are correlated without any causal links (e.g., ice cream sales and shark attacks).

qm3: Now, I'd like to share some statements about seed oils. Which of the following, if any, are you most likely to use while communicating about seed oils? Base: Total: HCPs: 2026=662



UPF Perceptions & Messaging

Concern about processing remains high, but the intensity is easing, with significant declines in overall concern for processed and UPFs.



q15: How concerned, if at all, are you about the issue of processed/ultra-processed foods? Base: Total: HCPs: 2026=662; 2025=591; 2024=683

The strongest UPF message motivates soy recommendations by acknowledging patient needs and access.

Motivation to Use when Recommending Soy Foods/Beverages

Net Extremely/Very Motivating

60%	[ALTERNATIVES]	For some, soy-based and other plant-based alternatives provide the critical nutrition they need. These foods provide a way for people who are lactose intolerant, have food allergies, do not eat animal products, or have other dietary restrictions or preferences to get key nutrients. Access to these products enables consumers to meet their nutrition needs.
56%	[NUANCE IS NEEDED]	When considering the impact of food on our health, we need to focus on nutrient content. Defining the healthfulness of soy foods solely based on their level of processing is an overly simplistic approach that overlooks nutritional value and potential health benefits. Soy provides high-quality protein, unsaturated fats including omega-6 and omega-3 that support heart health, fiber, and key vitamins and minerals (including folate, potassium, and iron).
54%	[HEALTH BENEFITS]	Treating tofu, soymilk, and soy-based burgers the same as candy, chips, soda, and energy drinks doesn't make sense. Unlike many ultra-processed foods, soy foods can provide important nutrients like fiber, protein, potassium, and calcium. Not all processed foods should be lumped together.
46%	[FOCUS ON NUTRITION]	Modern, processed soy foods support positive health outcomes including promoting gains in muscle mass and strength, cardiovascular function, and normal growth and development. Foods impact health based on their nutrients, and soy-based meat and dairy alternatives and soy protein ingredients pack a nutritional punch.
40%	[LEVELS TO PROPROCESSING]	Foods that fall under the same level of processing classification can—and often do—affect health differently. While overall intake of foods commonly classified as ultra-processed has been linked to various adverse health outcomes, the primary drivers of these associations are subcategories of ultra-processed foods with low nutrient density and poor composition. Soy foods are a prime example of how modern food processing can deliver nutrient-dense options.

qm1: Next, I'd like to share some statements about soy that could serve as a resource when making food/beverage recommendations. As a reminder this survey is anonymous and confidential, and none of your personal information will be linked to your answers. How much, if at all, do the following messages motivate you to recommend soy foods and/or beverages? Base: Total: HCPs: 2026=662

Processing and Soy – In Their Own Words

*“Clinically, I find it **important to distinguish** minimally processed soy foods — tofu, edamame, tempeh, soy milk — from highly processed foods that happen to contain soy ingredients. I also think **patients increasingly want nuanced conversations around processing**, dietary patterns, and overall food quality rather than blanket “good” or “bad” messaging.”*

*“I'd love to have **more information on the differences between soy additives/preservatives versus whole soy foods** and their impacts on health.”*

*“Processing does not mean unhealthy, **processing is much more nuanced** than the current administration boils it down to.”*

*“The fear of processed foods and lumping them in as all unhealthy is leading me to gently suggest that people look at the nutrition label of products before they make a decision if it's good or bad. **If it contains a lot of protein, no cholesterol, and has high fiber, maybe it doesn't matter that it had to undergo some processing.** Look to see if it's nutrient dense to decide if you will eat it.”*

*“I'm concerned that soy is being considered a processed food and others are staying away from it... **we need to differentiate processed foods based on benefits.**”*

*“I am usually anti highly processed foods however in my mind soy is another category. Yes, I realized it is processed but not in the same way many unhealthy foods are. **It would be nice to be able to have a separate category for processed and healthy with all the talk of processed foods lately.** Honestly almost all foods in the grocery store are processed at some level. I think it's important to shape the definitions in a way that makes sense and does not cut out soy as if it were a bag of chips.”*

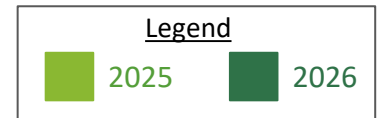
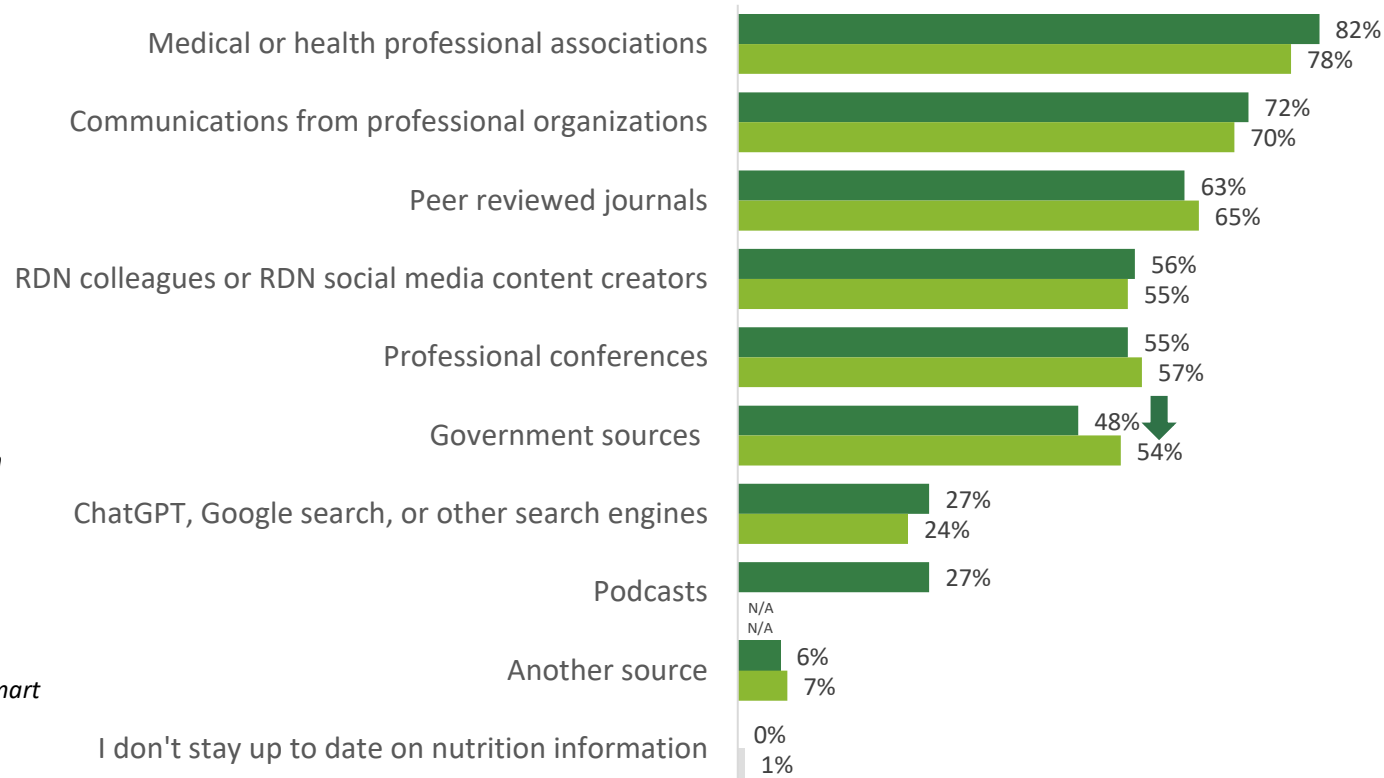
*“**Blanket labelling** foods as ‘ultra-processed’ is very **concerning**, especially for federally funded programs like School Nutrition.”*



SoyConnection & Communications

Professional organizations continue to lead as HCPs' top nutrition information sources, while government sources decline significantly from last year.

Sources of Nutrition Information



↑ / ↓ Shows that 2026 is significantly greater/less than 2025

2026 "Another source" verbatims include:

- Book/Audiobook
- CEUs
- Courses, Webinars
- Eat Right Newsletter
- Industry Communications (IFIC, PepsiCo, Bell Institute, Etc.)
- Magazines-todays Dietitian
- Mayo Clinic
- News (E.G. NPR, NY Times)
- Nutrition & Dietetics Smartbrief
- Nutrition Action Health Letter, Today's Dietitian
- Open Evidence
- Consensus.ai
- Peers/Friends
- WFBP Vloggers
- School Nutrition Association
- Tik Tok
- Today's Dietitian And Nutrition And Dietetics Smart Brief
- University
- Up To Date; Doximity
- Webinar Presentations
- Work Seminars

q4b: Where do you turn to stay up to date about nutrition information? Base: Total: HCPs: 2026=662; 2025=591

Among the more than one in five professionals listening to podcasts to stay current on nutrition information, Sound Bites and Good Clean Nutrition lead the category.

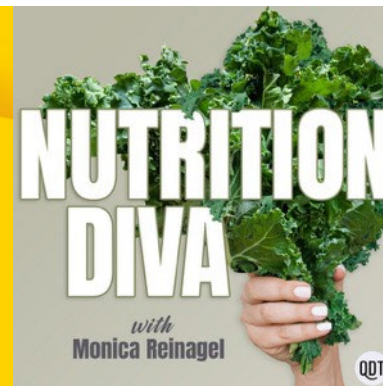
Listening is spread across peer-led nutrition education, brand-backed expert content, and trusted institutional sources.

Top podcasts:



q4c: You mentioned you turn to podcasts to stay up to date on nutrition information. Which specific podcasts do you turn to most often? Respondents Base: Stays up to date on nutrition information through podcasts=177

Second tier mentions:

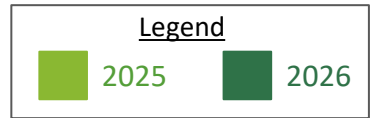
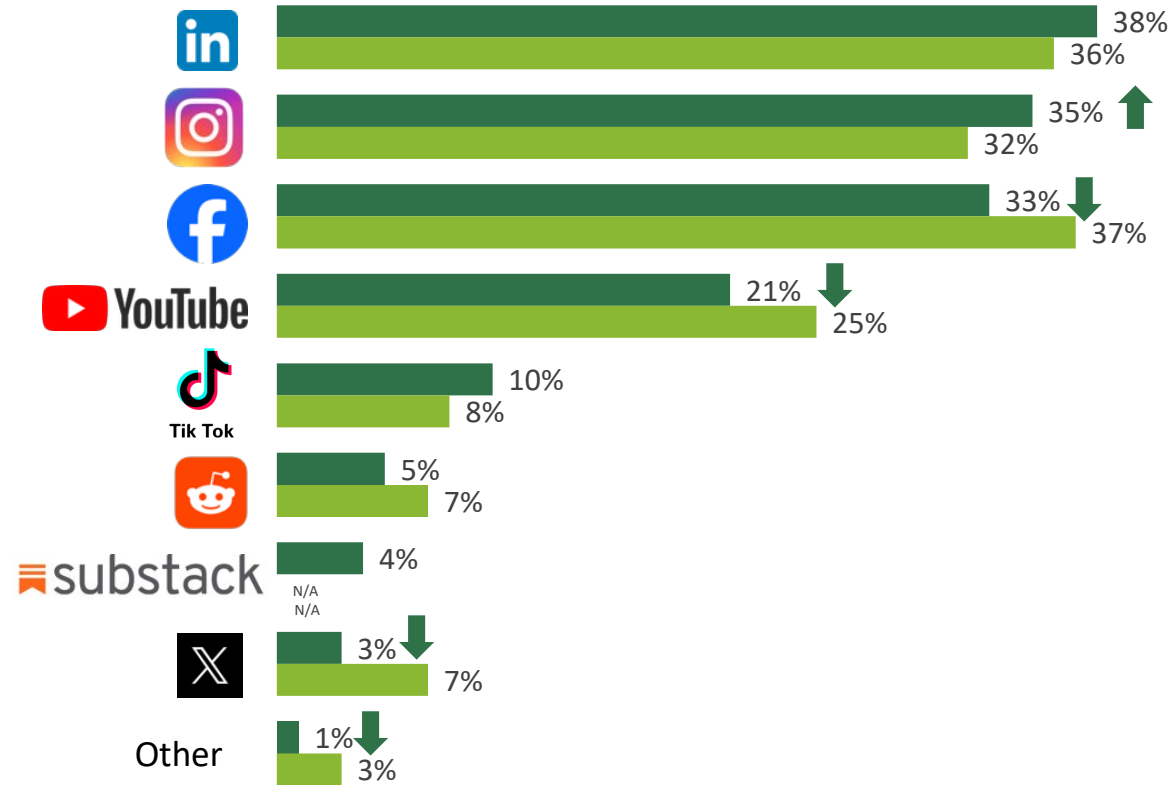


ADA's podcasts:



With about seven in ten HCPs using social media professionally, LinkedIn, Instagram, and Facebook remain the core platforms.

Social Media Platforms Used Professionally



2026 "Other" verbatims include:

- Doximity
- BlueSky
- Healthcasts
- Google
- Medium
- Occasionally AI

I don't use social media for professional purposes

Year	Percentage (%)
2025	28%
2026	29%

↑ / ↓ Shows that 2026 is significantly greater/less than 2025

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: 2026=662; 2025=591

Soy Connection maintains a consistent role in HCPs' soy information toolkit, with more than two in five using it as a resource.

Website(s) used as a Soy + Nutrition Resource	2024	2025	2026	
Eatright.org or eatrightpro.org (Academy of Nutrition and Dietetics)	66%	61%	67%	↑
Todaysdietitian.com (Today's Dietitian)	59%	55%	60%	↑
PubMed	N/A	50%	50%	
Soyconnection.com (Soy Connection by United Soybean Board)	42%	43%	42%	
USDA's Dietary Guidelines for American's/Myplate.gov	N/A	49%	41%	↓
UpToDate	N/A	32%	29%	↓
Nutritionfacts.org	33%	26%	26%	↓
WebMD	N/A	30%	25%	↓
SNIGlobal.org or Thesoynutritioninstitute.com (Soy Nutrition Institute Global)	10%	11%	13%	
Other	6%	2%	4%	
None	7%	2%	1%	↓

 /  Shows that 2026 is significantly greater/less than 2024
 /  Shows that 2026 is significantly greater/less than 2025

2026 "Other" verbatims include:

- ChatGPT
- Cochrane and evidence-based clinical practice guidelines produced with transparency and minimized bias by credible health professional societies/associations
- Google
- Harvard Health and Extension resources
- Health Grades, Harvard Chan Nutrition newsletter
- Healthline.com
- Heart Health, Cardio disease options
- IFIC
- Medscape
- Open Evidence
- The Atlantic or New York Times news publications
- Other scientific journals like Journal of Renal Nutrition, etc.
- Perplexity
- Social media
- The Physicians Committee for Responsible Medicine
- Vegetarian Resource Group

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: 2026=662; 2025=591; 2024=683

Current Soy Connection subscription dips slightly after last year's gains.

Familiarity with Soy Connection

	No, and I am <u>not</u> familiar with it	No, but <u>I am</u> familiar with it	Yes, I used to receive it, but no longer do	Yes, I currently receive it	
2026	30%	15%	25%	30%	↑
2025	30%	13%	23%	34%	
2024	35%	14%	27%	24%	

↑ / ↓ Shows that 2026 is significantly greater/less than 2024

↑ / ↓ Shows that 2026 is significantly greater/less than 2025

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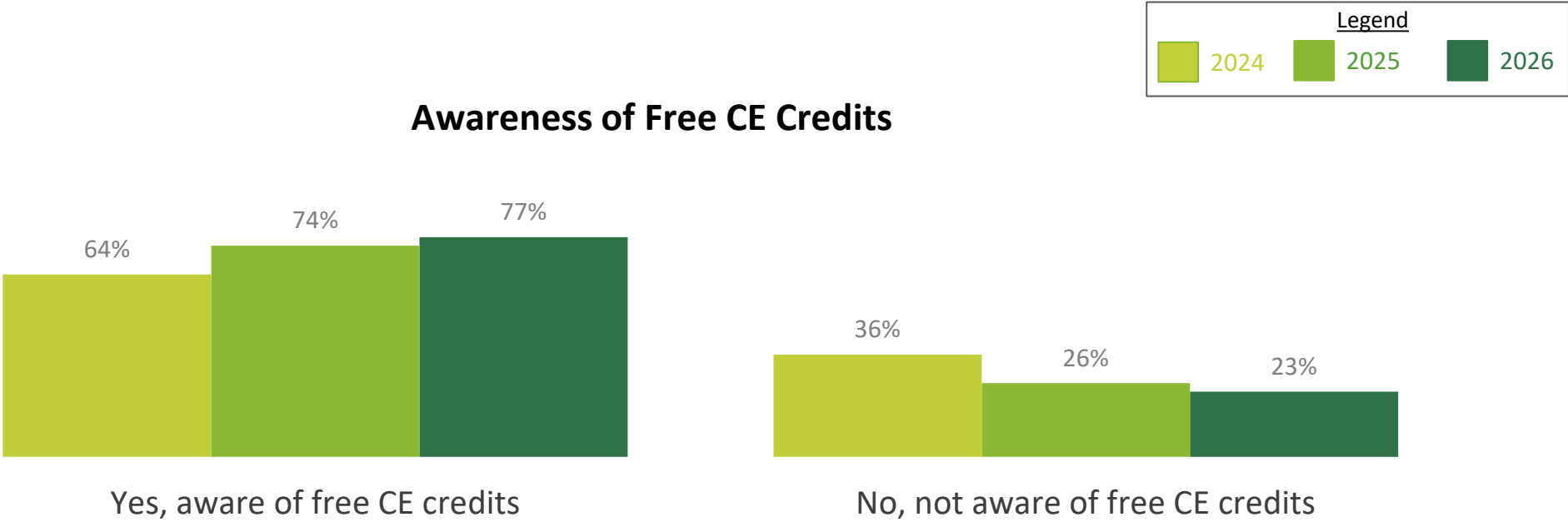
q15/q18: Have you ever received the Soy Connection health and nutrition newsletter? This includes the e-newsletter, via email, or soyconnection.com. Base: Total: HCPs: 2026=662; 2025=591; 2024=683

Among subscribers, readership remains engaged, with nearly two in five HCPs continuing to read it frequently.

Frequency of Reading <i>Soy Connection</i>	2024	2025	2026
Always/Often Net	36%	41%	38%
<i>Always/Every Issue</i>	11%	15%	11%
<i>Often</i>	25%	26%	27%
Sometimes/Occasionally	52%	49%	52%
Rarely/Never Net	12%	10%	10%
<i>Rarely</i>	12%	9%	10%
<i>Never</i>	0%	1%	0%

q19: How often do you read the *Soy Connection* newsletter? Base: Currently receives *Soy Connection* newsletter: 2026=202; 2025=200; 2024=161

Awareness of *Soy Connection's* free CE credits continues to build.



q24: Prior to receiving this survey, were you aware that the Soy Connection newsletter provides free continuing education credits?
2026 and 2025 Base: Familiar with *Soy Connection* newsletter AND Qualifies for CECs: 2026=418; 2025=345
2024 Base: Familiar with *Soy Connection* newsletter: 2024=445

Cannot be stats tested due to change in base.

In line with previous years, education remains *Soy Connection's* primary use.

Use of <i>Soy Connection</i> Information	Legend		
	2024	2025	2026
My own education and knowledge	84%	83%	78%
Continuing education credits	46%	45%	48%
Recommendations to clients and/or patients	38%	46%	43%
Research purposes	15%	18%	10%
Work within my company	5%	11%	7%
Work in the classroom	4%	4%	4%
Other	1%	2%	1%
Have not used the information	5%	4%	7%

2026 "Other" verbatims include:

- Continuing Medical Education (CME) credits
- podcasts and writing blogs

↑ / ↓ Shows that 2026 is significantly greater/less than 2024
 ↑ / ↓ Shows that 2026 is significantly greater/less than 2025

q20: In what ways have you used information from the *Soy Connection* newsletter? Base: Ever received *Soy Connection* newsletter: 2026=366; 2025=338; 2024=347

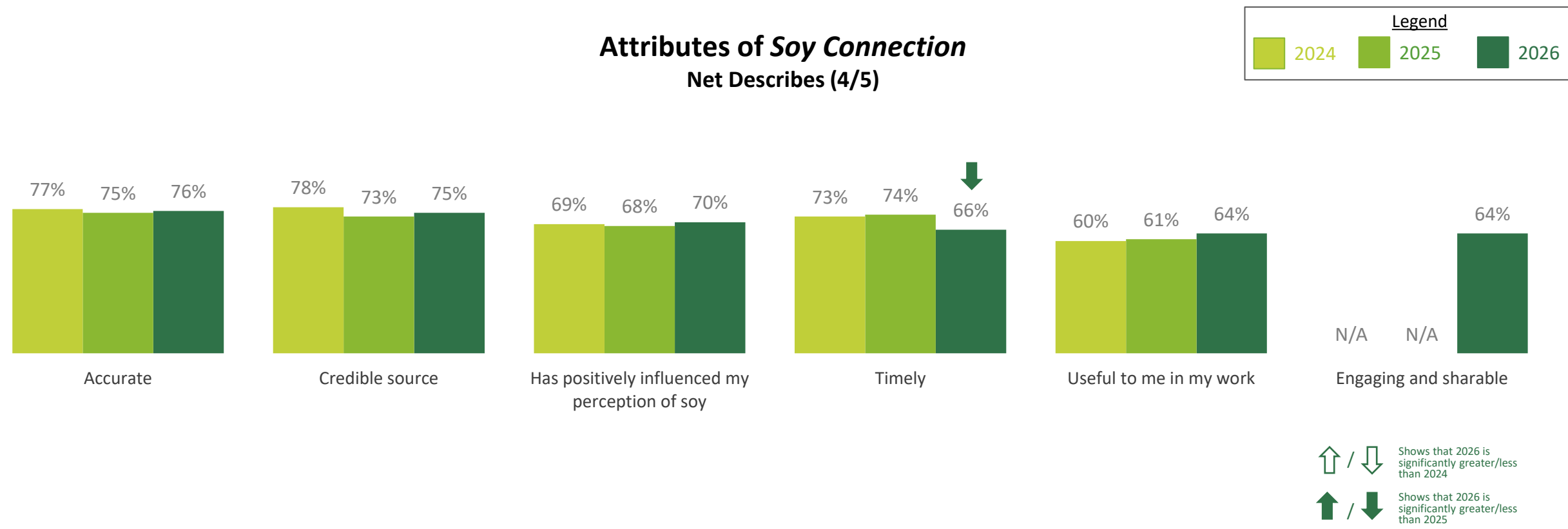
Timely information and CE credits continue to be most valuable. More than half of HCPs value third-party distribution.

Value of <i>Soy Connection</i> Aspects	2024	2025	2026
Valuable Net (4/5)			
Timely and up-to-date information	83%	81%	84%
Free continuing education credits	79%	76%	82%
Research content	78%	76%	77%
Recipes and patient handouts	73%	72%	70%
Previously: Recipes, healthy handouts, and practical tips			
Counseling tips	N/A	N/A	61%
Receiving the newsletter through a third party	N/A	N/A	52%
(e.g., American Academy of Nurse Practitioners SmartBrief, American Chiropractic Association (ACA), or Academy of Nutrition and Dietetics Smartbrief)			
Accessing the newsletter in audio format	N/A	N/A	25%

q21: How valuable to you are each of the following [2024 and 2025: content types/features] [2026: aspects] of the *Soy Connection* newsletter? Valuable Net (4/5)

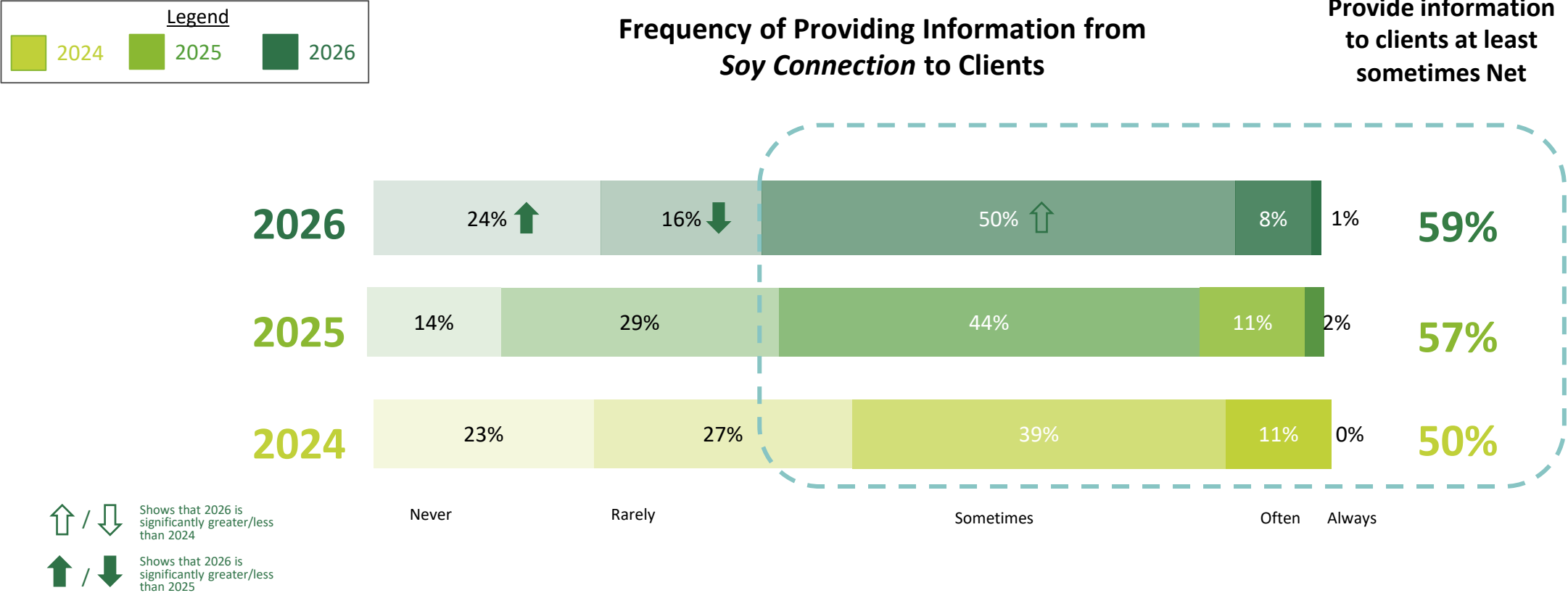
Base: Ever received *Soy Connection* newsletter: 2026: 366; 2025=338; 2024=347

Though timeliness has dipped, three in four HCPs see *Soy Connection* as accurate and credible.



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: 2026=366; 2025=338; 2024=347

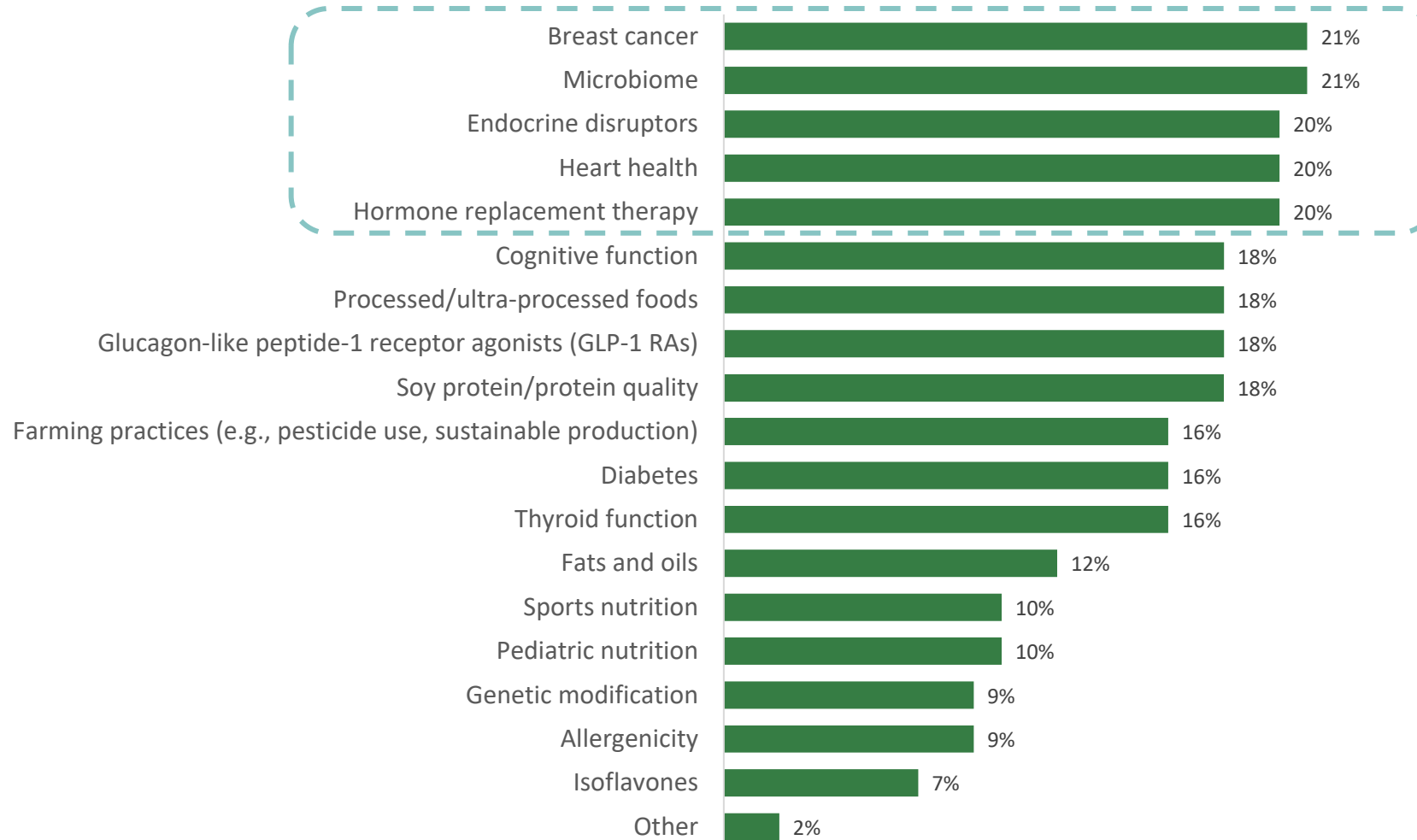
HCPs are sharing *Soy Connection* information with clients more so than in prior years, signaling growing practical value of the newsletter.



q23: How often have you provided your patients and/or clients with information from the *Soy Connection* newsletter?
Base: Works with clients and currently receives *Soy Connection* newsletter: 2026=172; 2025=164; 2024=128

HCPs are most interested in soy content related to breast cancer, microbiome, hormones, and heart health.

***Soy Connection* Future Topics of Interest**



2026 “Other” verbatims include:

- Blood Pressure
- Contrast Between Processed (Soy Protein Isolates, Textured Vegetable Protein, Soybean Oil) And Whole Soy Foods (Tofu, Tempeh, Edamame)
- Geriatric Nutrition
- Health Impact Of Childhood And Adolescent Soy Consumption
- Hormone Disruptions
- Overall Impact Of Soy On Health
- Role In The Diet Of Older Adults
- Soy Use In Renal Patients
- Use In Chronic Kidney Disease
- Various Disabilities
- Migraines

2026 Question: q25: Which of the following soy-related topics would you be most interested in reading about in future issues of the *Soy Connection* newsletter? Respondents could select up to three answers. Base: Total: HCPs: 2026=662



Demographics

The inclusion of the RDN sample gives the 2026 survey a stronger nutrition-specialist representation.



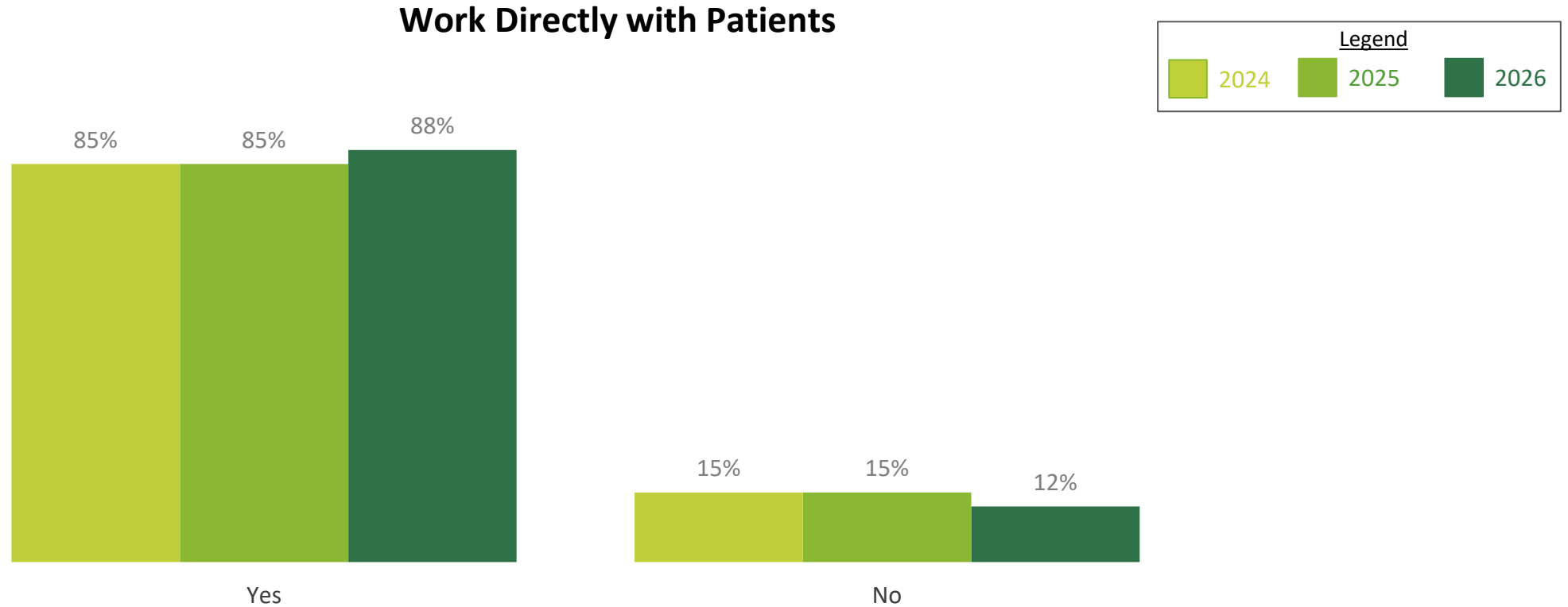
Professions	2024	2025	2026	
Registered dietitian nutritionist	60%	56%	68%	↑
Nurse practitioner	9%	13%	8%	↓
Physician associate	9%	10%	7%	↓
Nutrition and dietetic technician, registered	4%	4%	5%	
Professor/teacher	3%	3%	2%	
Researcher	1%	2%	2%	
Certified dietary manager/Certified food protection professional	2%	1%	1%	
Student	1%	0%	1%	
Sales/marketing	0%	0%	1%	
Medical doctor/Physician	1%	0%	0%	
Food scientist	0%	0%	0%	
Other	9%	8%	5%	↓
Retired/not working	6%	8%	7%	

/ Shows that 2026 is significantly greater/less than 2024
 / Shows that 2026 is significantly greater/less than 2025

- 2026 “Other” verbatims include:
- Benefits Coordinator
 - Business Owner
 - Cafeteria Manager
 - Certified Diabetes Care And Education Specialist
 - Certified Health Coach
 - Consulting LTC Facility On Nutrition
 - Culinary Assistant
 - Customer Success Manager
 - Evidence-based Medicine And Systematic Review Consultant
 - Extension Agent
 - Food Service Director For Schools
 - Health And Wellness Program Coord.
 - Health Facility Surveyor
 - Horticulturist
 - International Board Certified Lactation Consultant
 - Manager Clinical Operations
 - Medical Office Assistant
 - Naturopathic Doctor
 - Nutrition Counselor
 - Pharmacist, CDCES
 - Registered Nurse
 - School Nutrition Coordinator/Menu Planner
 - Swim Coach
 - Social Worker
 - WIC Nutrition Educator

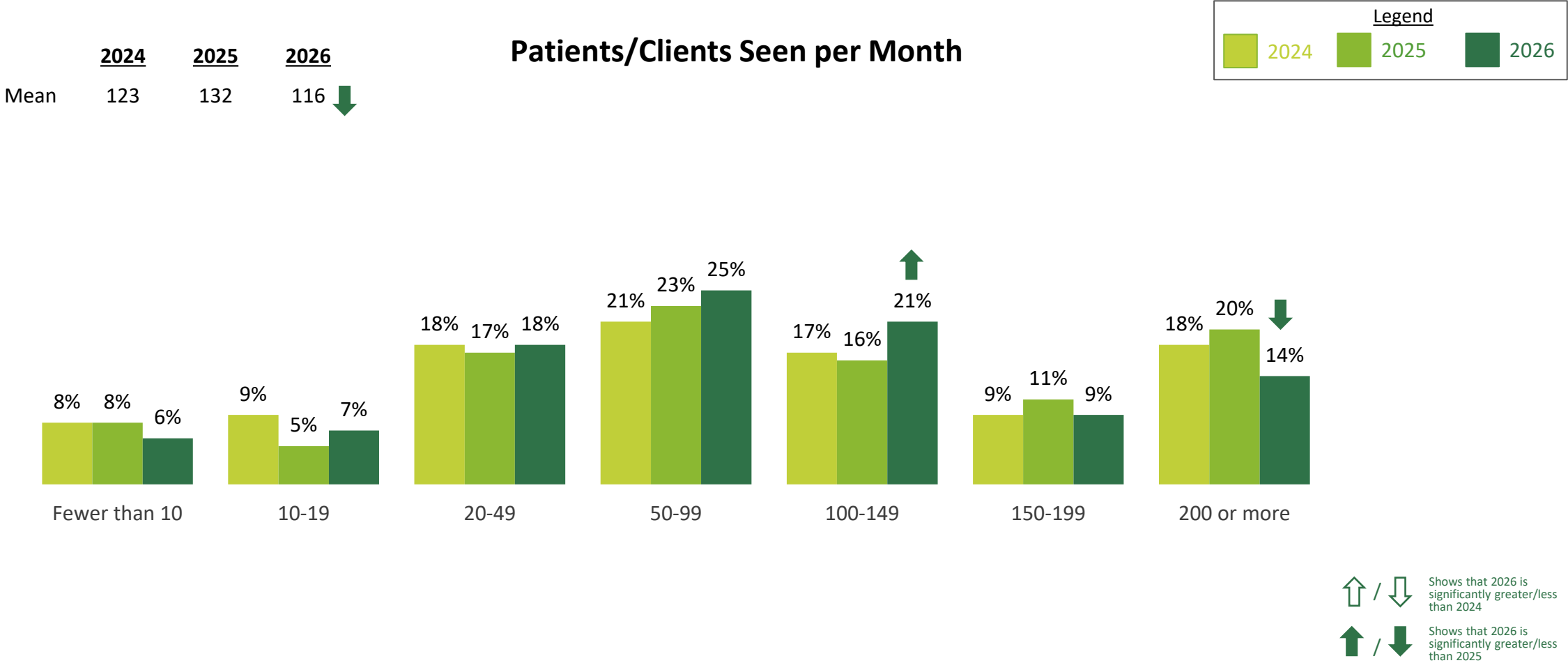
q1: What is your primary profession or role? Base: Total: 2026: 716; 2025=643; 2024=734

Nearly nine in ten professionals work directly with patients/clients.



q2: Do you work directly with patients and/or clients either in person or virtually? Base: Total: HCPs: 2026: 662; 2025=591; 2024=683

On average, professionals work with about 100 patients in a month.



q3: Approximately how many patients and/or clients do you work with in a typical month? Base: Work Directly with Clients: 2026=581; 2025= 505; 2024=582