



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

GLP-1 Insights

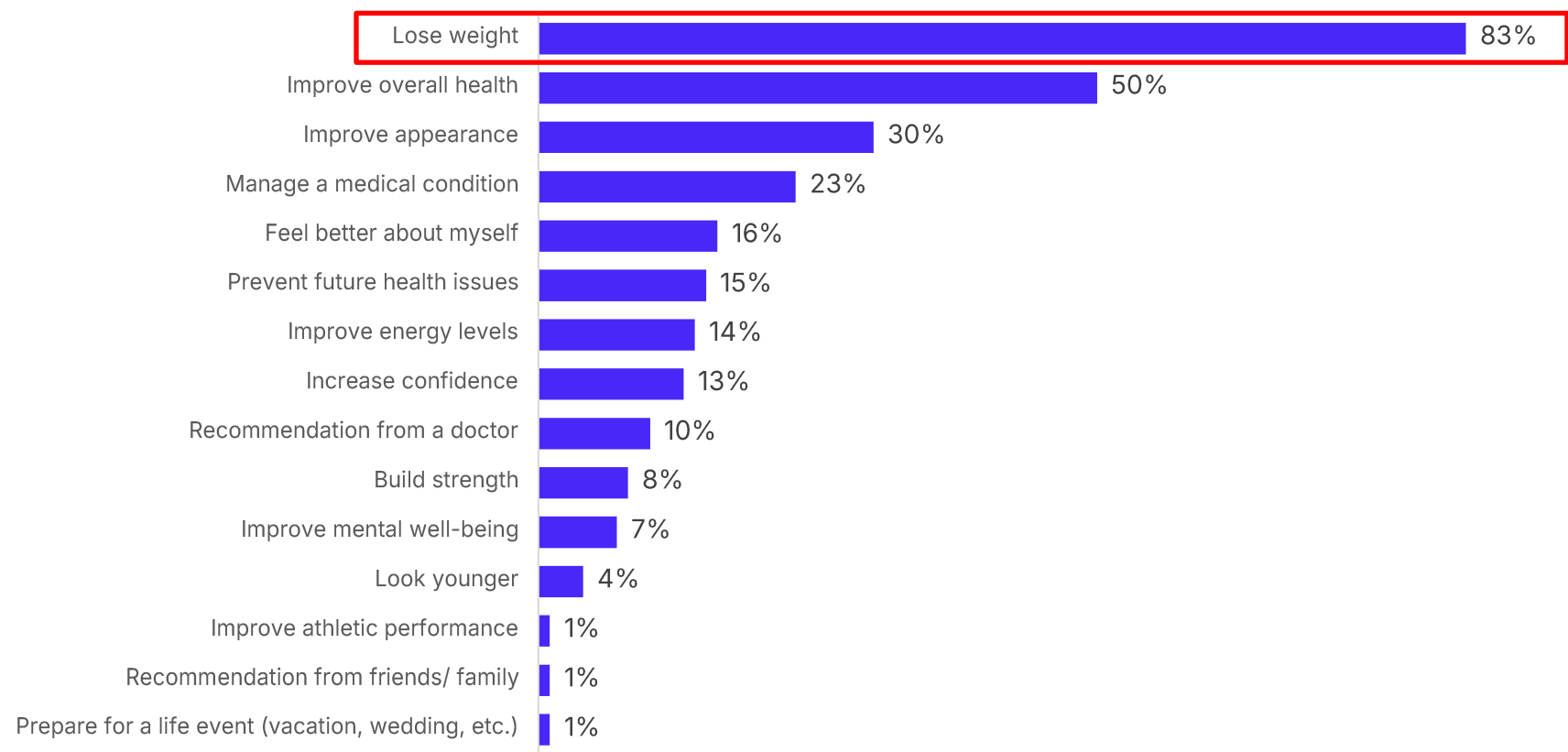
September 2026

Key Insights

- While interest in GLP-1 medications is high and consumers largely view them as an effective weight management tool, stigma remains a meaningful barrier to consideration and discussion. More than half of consumers agree there is stigma associated with using medication for weight loss.
- The combination of stigma, safety concerns, and an overwhelming number of options has made consumers cautious about openly seeking advice, resulting in lower reliance on recommendations from friends and family than on other provider selection factors.
- These findings suggest a significant opportunity for brands to create private, judgment-free environments where consumers can research, learn, and evaluate options without feeling exposed or scrutinized.
- Authentic education and real-world experiences can be particularly effective in this category. Consumers indicate strong reliance on trusted experts and healthcare professionals, while many also report that hearing real stories increases trust in a provider.
- For marketers, success may depend less on traditional word-of-mouth and more on trusted, low-pressure channels that deliver credible information, normalize the conversation, and help consumers make informed decisions with confidence and privacy.

Interest in GLP-1 is high, and for most consumers, sustainable weight loss is the most important outcome.

What are the main reasons you would use a GLP-1 medication?



94%

agree that GLP-1 medications can be an effective tool for weight management.

Yet, **consumers feel inundated with options**, making it difficult to know which is right for them.



There is skepticism around weight loss medication, encouraging consumers to lean on doctor recommendations.

Over half

agree there is a stigma around using medication for weight loss.

80%

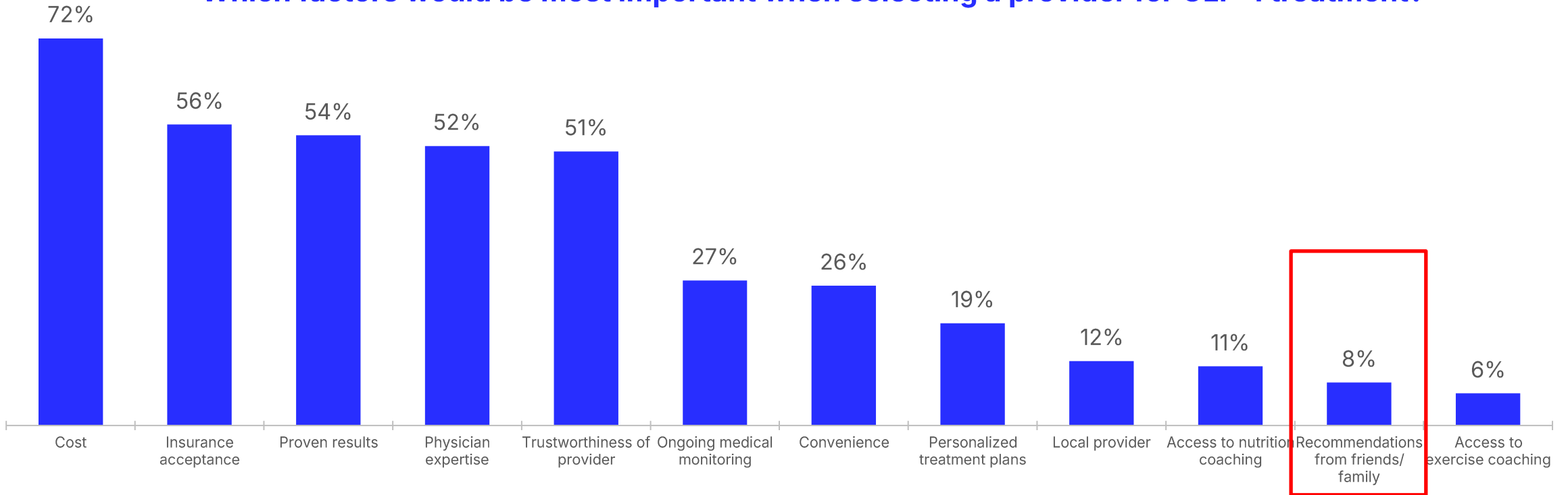
say that safety concerns would influence their decision in selecting a GLP-1 provider.

83%

would rely heavily on a doctor's recommendation before choosing a GLP-1 medication.

Perceived stigma around GLP-1 may reduce reliance on word-of-mouth recommendations; rather cost and results are cited as top factors for consideration

Which factors would be most important when selecting a provider for GLP-1 treatment?



Audio gives new and current GLP-1 users access to real stories, helping them feel more comfortable and informed when selecting a provider.

74%

agree that hearing real stories helps them trust a GLP-1 medication provider.

89%

agree that audio advertising encourages them to take some kind of action (i.e., visit a website).

7 in 10

A25-34 agree that their perception of a GLP-1 medication provider would be more favorable if a trusted radio personality or podcast host discussed it.

Radio reaches weight loss pursuers, with Adult Hits and Alternative top radio formats and Arts, Science, and Education top podcast genres.

Radio reaches over

83%

of weight loss pursuers.

Top Radio Formats

Adult Hits (115i)
Alternative (113i)
Pop Contemporary Hit Radio (111i)
Adult Contemporary (110i)

Top Podcast Genres

Arts (133i)
Science (131i)
Education (130i)
History (128i)
True Crime (128i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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Methodology

DATES OF FIELDING: September 2026

N = 777 A18+ currently considering, actively using, or interested in exploring GLP-1 medication in the next year