



Survey of Likely 2026 General Election Voters

National

June 30 – July 1, 2026 | n=1500 | $\pm 2.53\%$

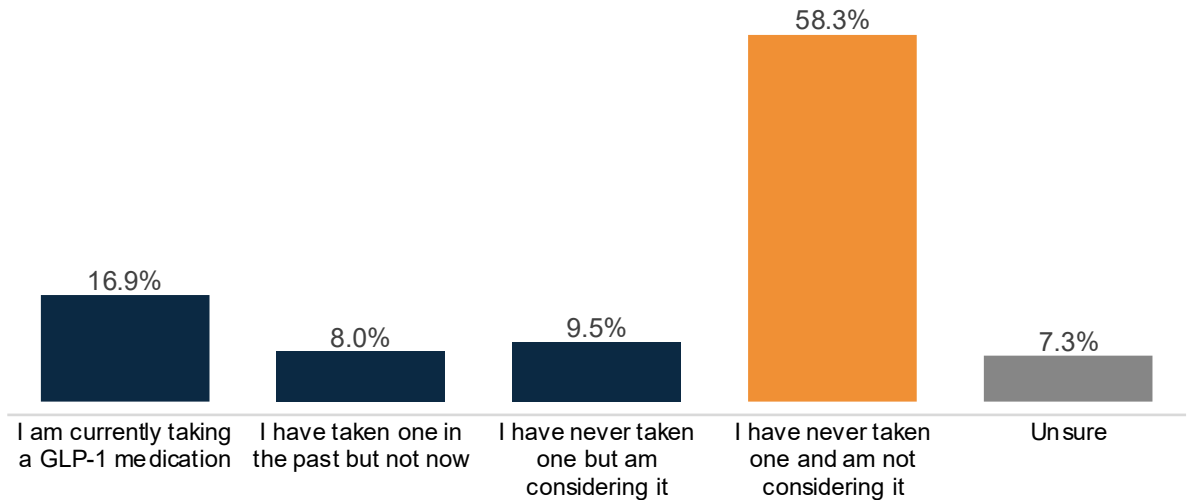
The GLP-1 Electorate

- GLP-1s crossed from pharmacy counter to voting bloc with 17% of likely voters currently taking one, 8% who have previously taken one and 10% who are considering – together a third (35%) of the electorate.
 - Usage climbs the income ladder, 20% of voters earning \$75k+ currently use versus 13% under \$75k. Republicans lead current usage 20% to 16% among Democrats.
 - 38% of women are GLP-1 interested, but men aren't far behind at 31%.
- Among users and considerers, 31% cite combined weight-and-health as their main reason for GLP-1 use. 30% say weight alone, 27% pick diabetes, and just 11% say heart disease.
 - Older voters mainly use them for medicinal reasons. 55+ cite diabetes at 36% - a 13-point-margin over those seeking to lose weight. Younger voters are the opposite choosing weight loss by 15 points over treating diabetes.
- Remove cost as a factor and combined weight-and-health jumps +6 points while weight-loss alone falls 4. Affordability is gating preventive use, not vanity use, which means companies should consider framing cheaper GLP-1s as preventive medicine.
- The electorate *claims* to manage weight through effort first with 60% saying they've tried diet and 58% exercise. 88% of GLP-1 triers report also having tried diet or exercise.
 - By comparison, No GLP-1 voters (never taken, not considering; 58% of electorate) are 18 points less likely to have tried diet or exercise to improve their health or lose weight

and 8 points more likely to have tried nothing listed – suggesting GLP-1s supplement effort rather than replacing it.

- Safety perceptions are all over the place at 36% safe, 31% dangerous, 33% unsure. Proximity is the divide with current users saying safe at +71 net while Non-GLP-1 users say dangerous by 24 points with 38% unsure.
 - Women see danger at 35% versus 27% of men despite being likelier users, so safety reassurance aimed at women is key.
- Moral judgment of GLP-1 users is nearly non-existent with 46% calling use a personal choice + 12% saying it's a smart, responsible choice. Just 32% say it's an easy way out or risky – mostly driven by Trump '24 voters (43%) and swing voters (36%).
- Medicare coverage of GLP-1s for weight loss wins at +45 net (65% support). Democrats +63, Republicans +30, seniors +52, and even GLP-1 No voters +27. Strong opposition peaks at 13% among self-identified “very conservative” voters, leaving fiscal hawks no base to mobilize.

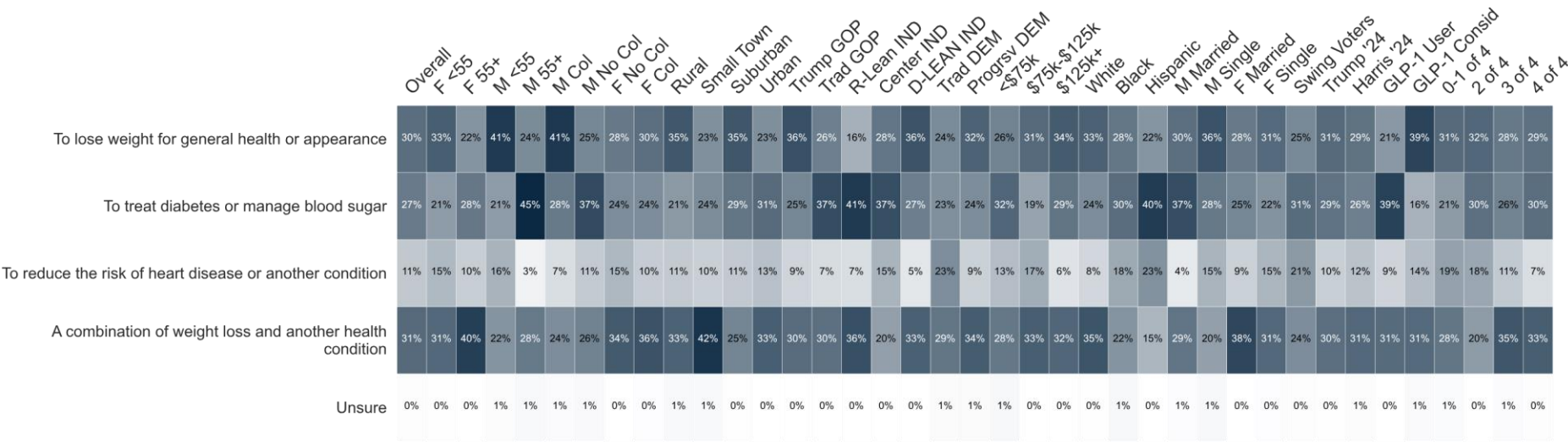
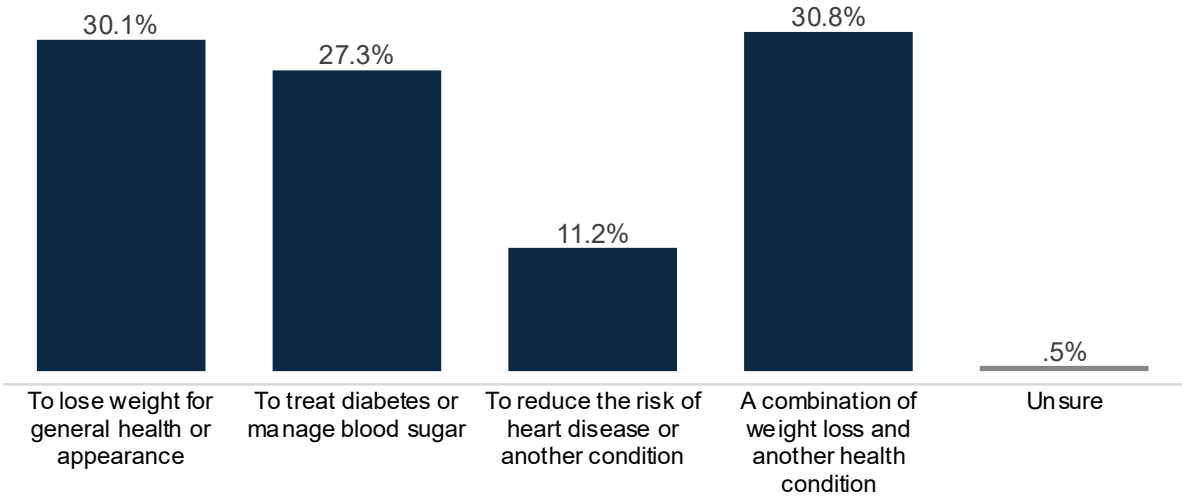
GLP-1 Usage



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-Lean IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	M Married	M Single	F Married	F Single	Swing Voters	Trump '24	Harris '24	0-1 of 4	2 of 4	3 of 4	4 of 4
I am currently taking a GLP-1 medication	17%	19%	16%	12%	20%	17%	15%	19%	17%	11%	18%	17%	20%	20%	20%	11%	14%	15%	15%	17%	13%	20%	21%	16%	19%	20%	18%	13%	18%	17%	14%	18%	17%	19%	16%	16%	17%
I have taken one in the past but not now	8%	12%	7%	8%	5%	6%	7%	9%	10%	11%	8%	8%	7%	11%	7%	6%	8%	8%	8%	7%	7%	8%	9%	8%	10%	8%	4%	11%	9%	9%	12%	9%	7%	9%	9%	15%	6%
I have never taken one but am considering it	10%	15%	8%	11%	5%	6%	9%	11%	12%	14%	9%	9%	9%	10%	6%	2%	10%	6%	14%	13%	11%	11%	8%	9%	17%	11%	6%	11%	11%	12%	9%	7%	12%	14%	9%	9%	8%
I have never taken one and am not considering it	58%	51%	61%	62%	60%	63%	59%	54%	59%	59%	58%	59%	57%	50%	62%	77%	55%	66%	53%	59%	60%	56%	56%	61%	44%	50%	62%	58%	55%	57%	55%	59%	58%	52%	56%	56%	61%
Unsure	7%	3%	8%	8%	10%	8%	11%	8%	3%	5%	7%	8%	7%	9%	5%	3%	12%	5%	9%	4%	9%	5%	6%	6%	10%	11%	10%	7%	6%	5%	10%	8%	6%	6%	9%	4%	8%

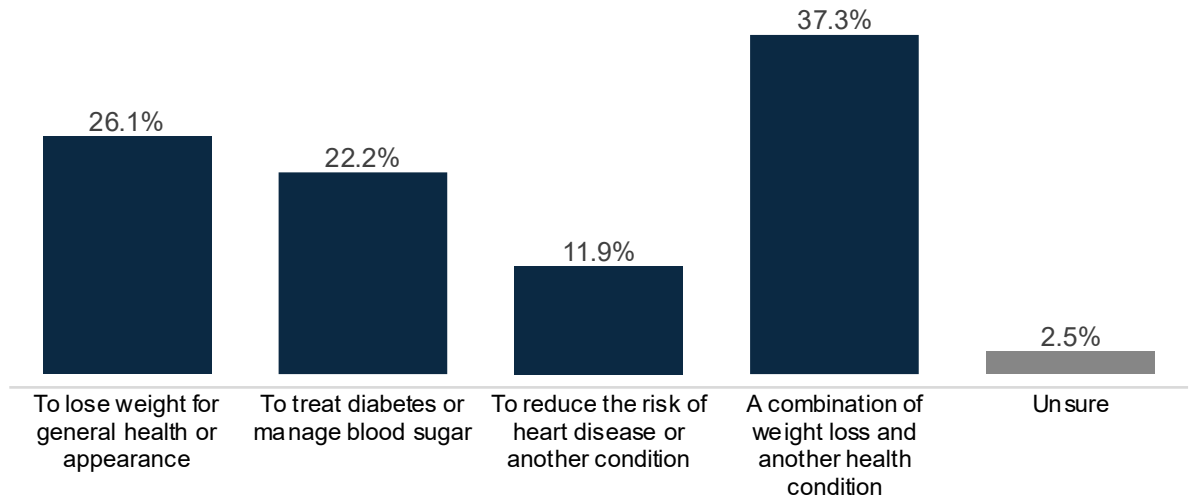
Which of the following best describes your experience with GLP-1 medications like Ozempic, Wegovy, Mounjaro, or Zepbound, used to treat weight loss and treat diabetes?

GLP-1 Use Reason



What is the main reason you have taken or would consider taking a GLP-1 medication?

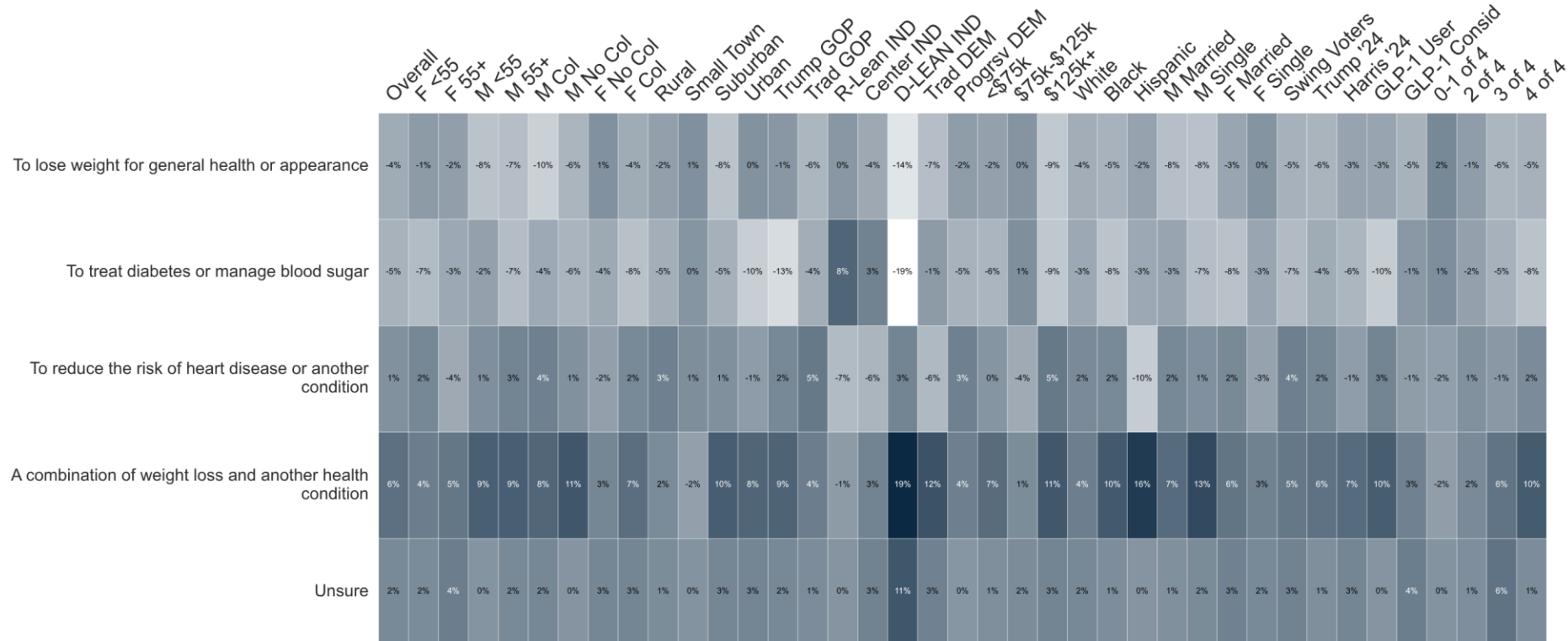
Would Take If Affordable



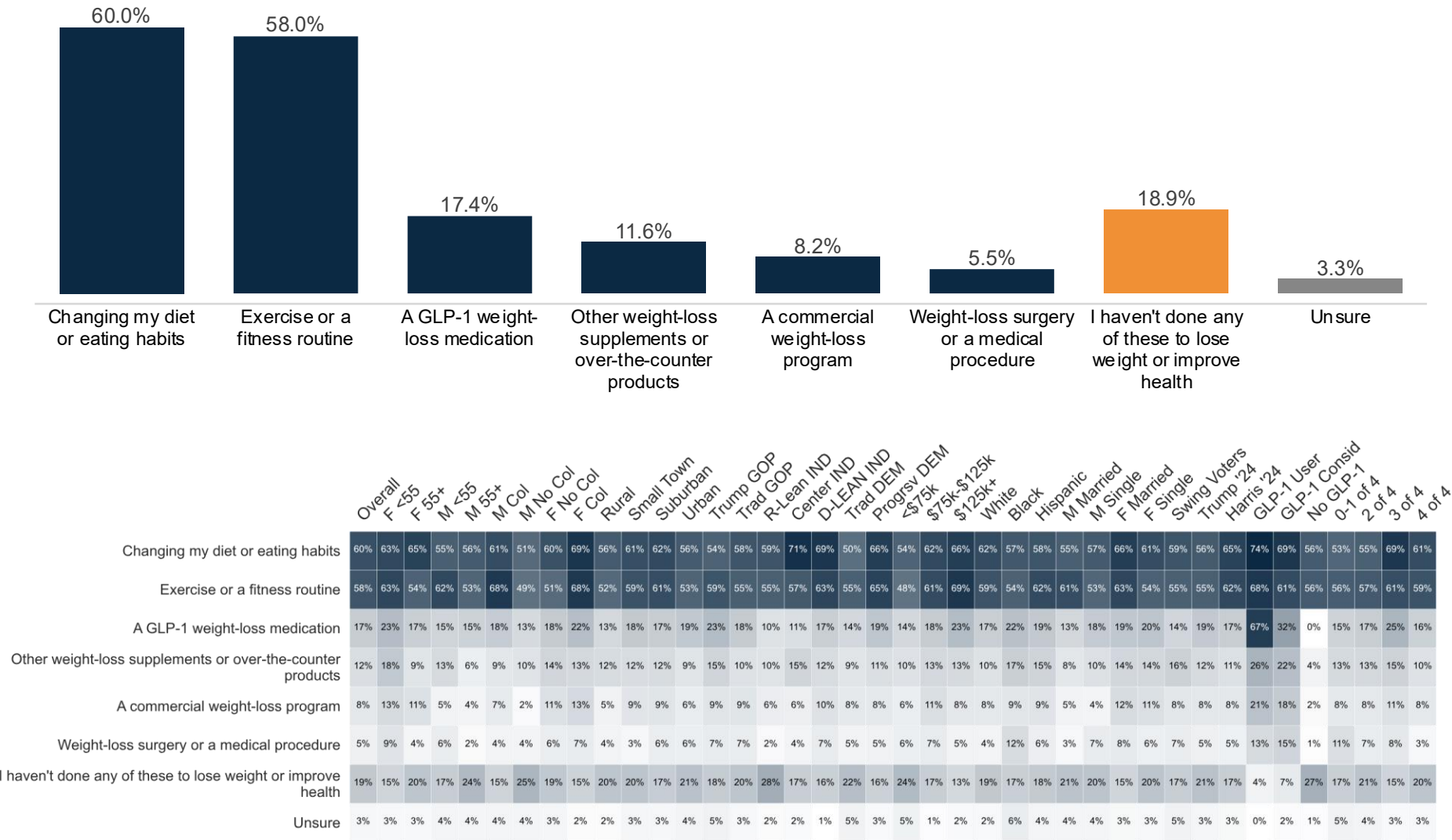
	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-LEAN IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	M Married	M Single	F Married	F Single	Swing Voters	Trump '24	Harris '24	GLP-1 User	GLP-1 Consid	0-1 of 4	2 of 4	3 of 4	4 of 4
To lose weight for general health or appearance	26%	32%	20%	33%	17%	31%	19%	28%	26%	33%	24%	27%	24%	35%	21%	16%	25%	22%	17%	31%	23%	31%	25%	28%	23%	20%	22%	28%	25%	31%	19%	25%	27%	18%	34%	33%	30%	22%	24%
To treat diabetes or manage blood sugar	22%	14%	24%	18%	37%	24%	32%	20%	16%	16%	24%	24%	21%	12%	32%	49%	40%	8%	22%	18%	26%	20%	20%	20%	22%	37%	34%	21%	17%	19%	24%	25%	21%	29%	15%	22%	28%	21%	22%
To reduce the risk of heart disease or another condition	12%	17%	6%	17%	6%	10%	11%	13%	13%	14%	11%	12%	12%	11%	12%	0%	10%	8%	17%	13%	13%	13%	11%	10%	20%	13%	7%	16%	11%	13%	24%	12%	11%	12%	12%	17%	19%	10%	8%
A combination of weight loss and another health condition	37%	35%	45%	31%	37%	32%	37%	37%	43%	34%	40%	35%	41%	39%	34%	35%	23%	52%	40%	37%	35%	35%	42%	39%	32%	31%	36%	32%	44%	35%	29%	36%	39%	40%	34%	27%	22%	40%	43%
Unsure	3%	2%	4%	1%	3%	3%	1%	3%	3%	3%	1%	3%	3%	2%	1%	0%	3%	11%	4%	1%	2%	2%	3%	2%	3%	0%	1%	3%	3%	2%	4%	1%	3%	0%	5%	1%	1%	7%	2%

If GLP-1 medications were affordable and available to you, what is the main reason you would consider taking a GLP-1 medication?

Percent Change: GLP-1 Use Reason to Would Take If Affordable

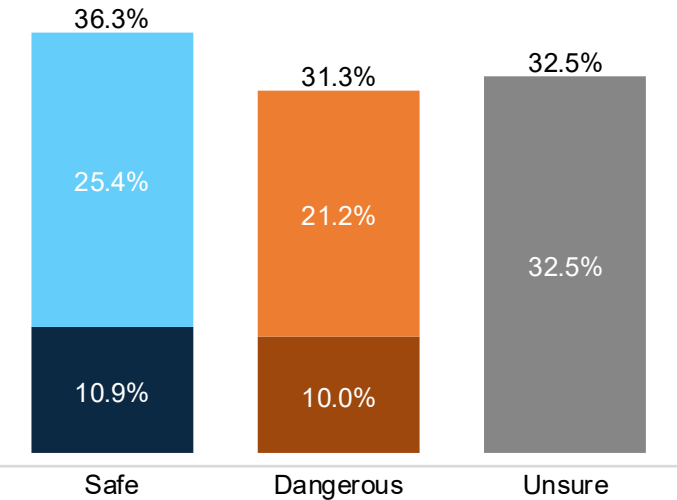


Weight Management Methods Tried



Which of the following have you tried in order to lose weight or improve your health in the past few years? Select all that apply.

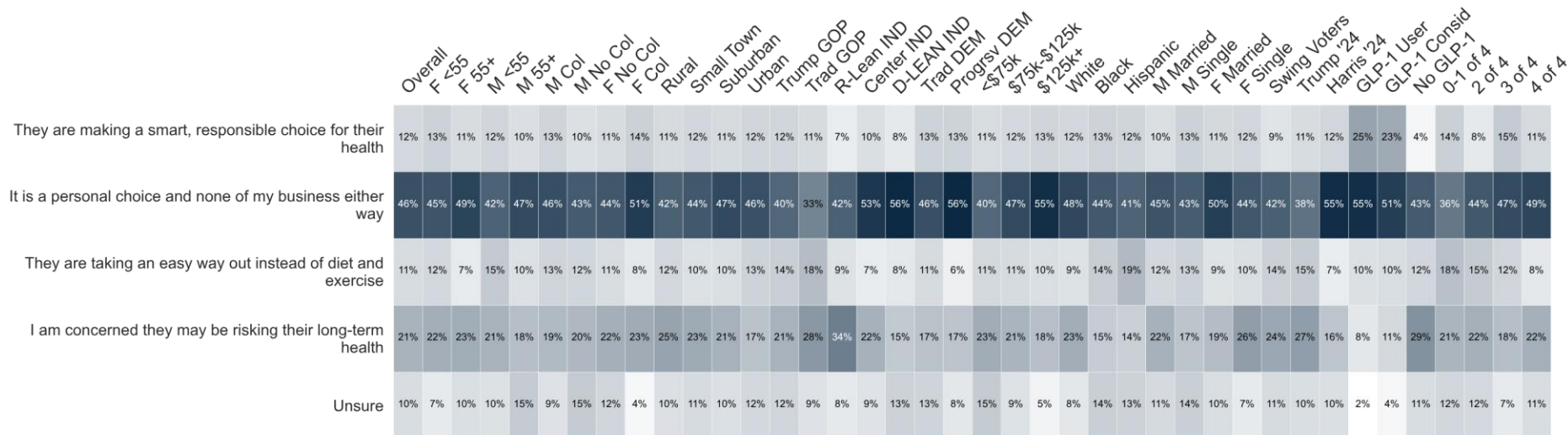
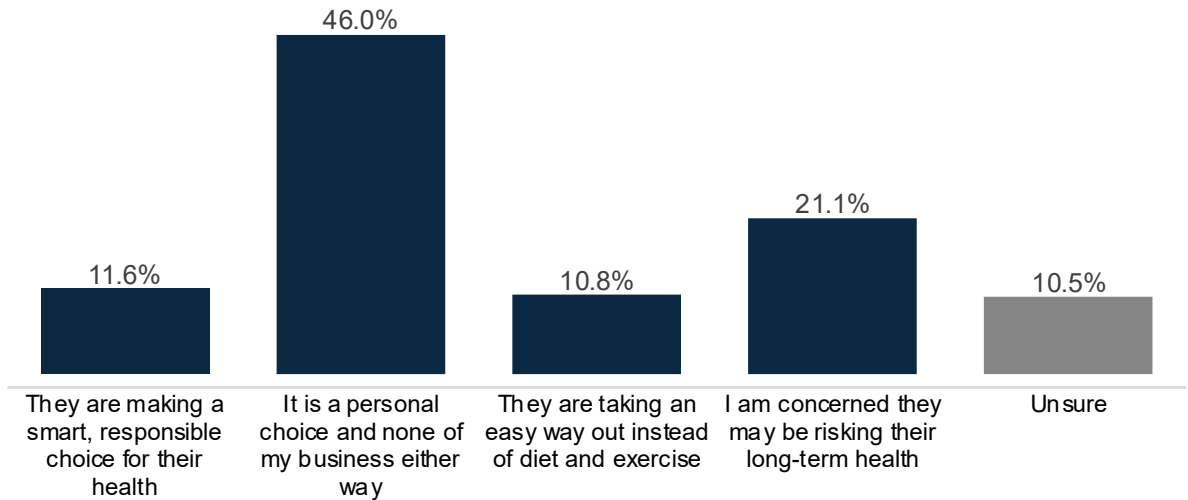
GLP-1 Long-Term Safety



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-LEAN IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	M Married	M Single	F Married	F Single	Swing Voters	Trump '24	Harris '24	GLP-1 User	GLP-1 Consid	No GLP-1	0-1 of 4	2 of 4	3 of 4	4 of 4
Safe Total	36%	41%	31%	39%	35%	45%	31%	32%	40%	28%	35%	37%	38%	35%	31%	23%	33%	34%	39%	45%	26%	39%	48%	37%	38%	39%	38%	36%	38%	33%	31%	31%	42%	79%	56%	19%	37%	32%	39%	36%
Dangerous Total	31%	36%	34%	30%	24%	25%	28%	37%	32%	38%	31%	28%	32%	40%	50%	35%	30%	26%	22%	35%	30%	27%	33%	27%	24%	28%	26%	34%	36%	36%	39%	23%	8%	25%	42%	37%	34%	31%	29%	
Very safe	11%	10%	9%	13%	12%	14%	11%	10%	9%	10%	9%	10%	13%	14%	10%	6%	9%	5%	14%	12%	9%	11%	14%	12%	14%	7%	12%	14%	10%	10%	6%	10%	12%	34%	15%	3%	11%	10%	13%	11%
Somewhat safe	25%	30%	22%	27%	23%	31%	19%	23%	30%	18%	25%	27%	25%	21%	21%	18%	24%	29%	25%	33%	17%	28%	34%	25%	23%	32%	26%	22%	28%	23%	25%	21%	30%	46%	42%	16%	26%	22%	26%	26%
Somewhat dangerous	21%	25%	23%	19%	17%	19%	17%	26%	22%	21%	21%	22%	19%	20%	26%	23%	27%	24%	22%	17%	22%	22%	19%	22%	19%	19%	19%	16%	23%	25%	26%	24%	19%	6%	23%	27%	25%	27%	22%	19%
Very dangerous	10%	11%	11%	11%	7%	6%	11%	11%	10%	17%	10%	9%	9%	12%	14%	27%	8%	6%	4%	5%	13%	8%	8%	10%	8%	5%	9%	10%	10%	11%	10%	15%	5%	2%	3%	15%	12%	7%	10%	10%
Unsure	32%	24%	35%	31%	41%	30%	41%	30%	28%	33%	34%	31%	34%	33%	29%	26%	32%	36%	35%	32%	39%	31%	25%	30%	35%	37%	34%	38%	28%	31%	33%	30%	34%	12%	18%	38%	27%	34%	29%	34%

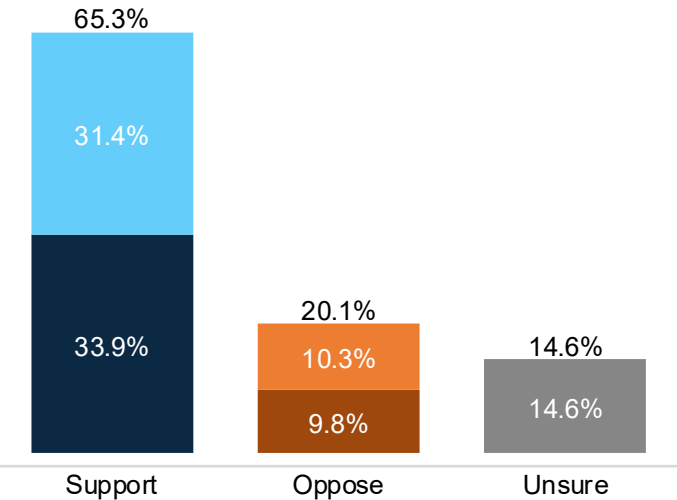
From what you know, how safe or dangerous do you believe GLP-1 medications are for a person's long-term health?

Opinion of GLP-1 Users



When you think about people who use GLP-1 medications mainly to lose weight, which of the following is closest to your view?

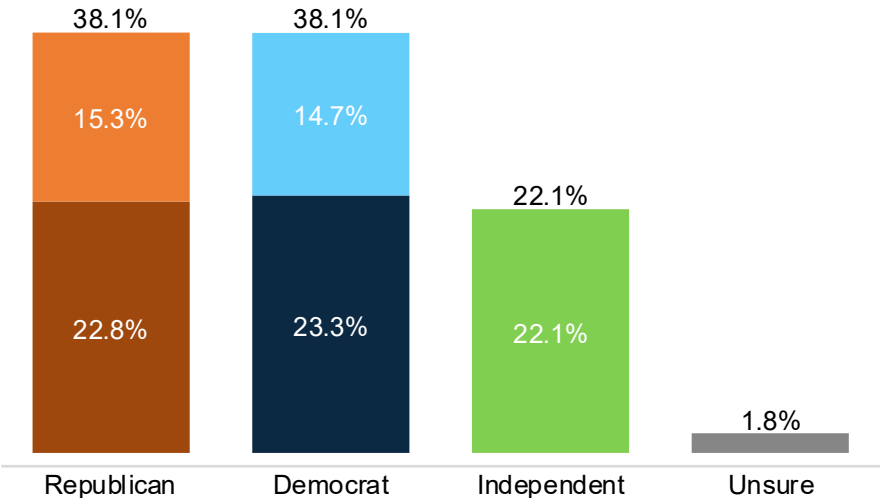
Medicare Cover GLP-1



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-LEAN IND	Trad DEM	Progrsy DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	M Married	M Single	F Married	F Single	Swing Voters	Trump '24	Harris '24	GLP-1 User	GLP-1 Consid	No GLP-1	0-1 of 4	2 of 4	3 of 4	4 of 4
Support Total	65%	66%	68%	59%	68%	70%	57%	62%	73%	64%	63%	65%	69%	61%	55%	49%	65%	73%	64%	81%	58%	68%	72%	66%	63%	67%	64%	62%	72%	62%	58%	57%	75%	90%	81%	54%	62%	54%	66%	68%
Oppose Total	20%	22%	14%	27%	18%	19%	26%	20%	16%	23%	21%	21%	15%	24%	31%	35%	19%	10%	18%	9%	22%	21%	18%	20%	19%	20%	22%	23%	17%	19%	27%	28%	12%	7%	13%	27%	25%	22%	22%	18%
Strongly support	34%	33%	40%	29%	33%	34%	29%	33%	40%	33%	31%	33%	39%	30%	21%	22%	31%	39%	33%	51%	29%	35%	40%	33%	37%	41%	31%	32%	40%	32%	22%	24%	45%	72%	42%	20%	26%	28%	35%	37%
Somewhat support	31%	33%	29%	30%	34%	36%	29%	29%	33%	31%	32%	32%	30%	31%	35%	27%	34%	35%	32%	31%	29%	32%	32%	33%	26%	27%	33%	30%	32%	30%	36%	33%	30%	18%	39%	35%	36%	27%	32%	31%
Somewhat oppose	10%	11%	6%	15%	9%	11%	13%	9%	9%	11%	9%	11%	9%	11%	16%	16%	6%	9%	10%	7%	10%	13%	9%	10%	11%	12%	13%	11%	8%	10%	16%	13%	7%	4%	9%	13%	14%	12%	11%	9%
Strongly oppose	10%	11%	8%	12%	9%	8%	13%	11%	7%	12%	12%	10%	6%	13%	15%	19%	13%	1%	8%	2%	12%	8%	9%	10%	8%	8%	9%	13%	9%	9%	11%	15%	5%	3%	4%	14%	11%	10%	11%	9%
Unsure	15%	12%	17%	14%	15%	11%	17%	18%	11%	14%	16%	14%	16%	13%	16%	16%	16%	16%	18%	10%	20%	11%	10%	14%	18%	13%	14%	15%	11%	19%	15%	15%	13%	3%	6%	18%	13%	23%	12%	14%

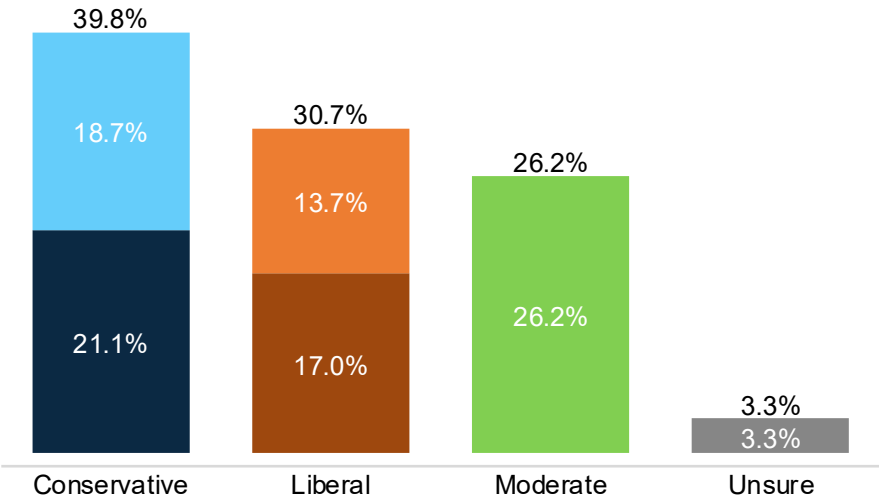
Do you support or oppose Medicare covering the cost of GLP-1 medications for weight loss for seniors who qualify?

Partisanship by Response



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	M Married	M Single	F Married	F Single	Swing Voters	Trump '24	Harris '24	GLP-1 User	GLP-1 Consid	No GLP-1	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican	38%	31%	34%	40%	49%	38%	50%	38%	26%	46%	49%	36%	30%	35%	45%	36%	43%	14%	31%	49%	37%	34%	31%	32%	78%	3%	45%	35%	37%	38%	43%	34%	38%
Independent	22%	18%	21%	28%	23%	27%	23%	19%	20%	20%	21%	24%	20%	22%	20%	23%	23%	17%	17%	25%	25%	20%	19%	41%	19%	21%	18%	18%	25%	27%	20%	27%	20%
Democrat	38%	50%	42%	30%	28%	33%	25%	41%	52%	33%	27%	39%	48%	41%	35%	38%	33%	64%	51%	24%	37%	44%	49%	21%	2%	75%	37%	45%	37%	33%	36%	35%	40%
Strongly Republican	23%	16%	23%	23%	29%	19%	33%	22%	16%	26%	28%	22%	19%	23%	25%	20%	26%	9%	17%	29%	22%	19%	20%	8%	48%	1%	32%	21%	21%	21%	23%	20%	24%
Mostly Republican	15%	14%	12%	16%	20%	19%	17%	15%	10%	20%	21%	14%	11%	12%	20%	16%	17%	5%	14%	20%	15%	15%	10%	24%	30%	2%	13%	14%	16%	17%	20%	15%	14%
Mostly Democratic	15%	20%	12%	15%	12%	15%	12%	16%	16%	14%	11%	15%	17%	16%	13%	16%	12%	27%	23%	11%	18%	14%	18%	16%	2%	27%	13%	18%	14%	19%	16%	17%	13%
Strongly Democratic	23%	30%	31%	15%	15%	18%	13%	25%	36%	19%	16%	24%	31%	26%	22%	22%	21%	38%	28%	14%	18%	30%	31%	4%	0%	48%	24%	27%	23%	14%	19%	19%	27%
Unsure	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	3%	1%	2%	1%	1%	2%	1%	5%	2%	2%	1%	2%	2%	6%	1%	1%	0%	2%	1%	3%	1%	3%	1%

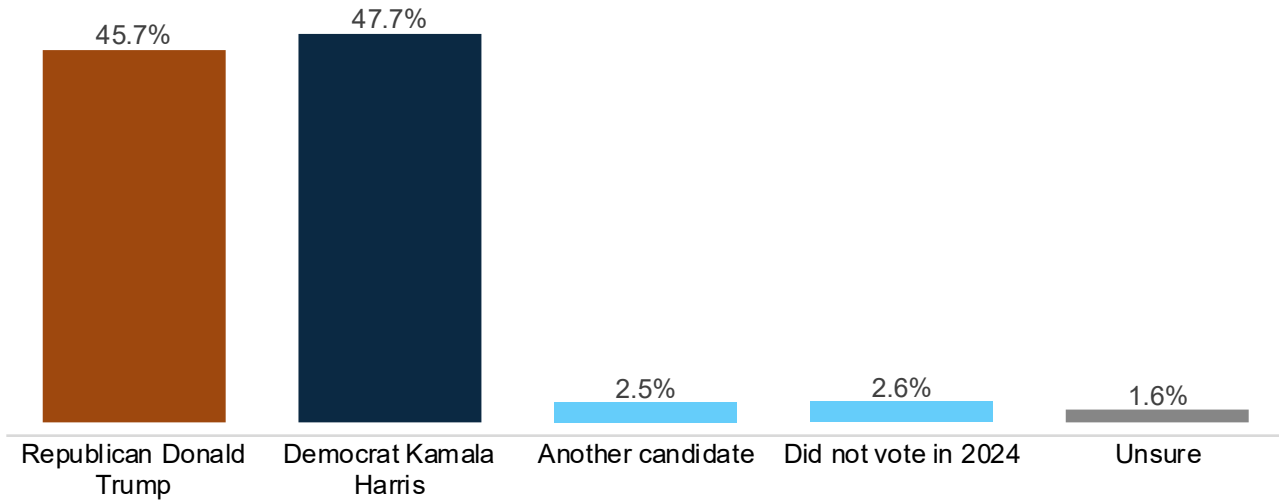
Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?



	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-LEAN IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	M Married	M Single	F Married	F Single	Swing Voters	Trump '24	Harris '24	GLP-1 User	GLP-1 No	GLP-1 Consid	0-1 of 4	2 of 4	3 of 4	4 of 4
Conservative	40%	30%	37%	39%	55%	41%	52%	35%	32%	47%	51%	39%	30%	80%	81%	65%	12%	5%	13%	6%	38%	45%	37%	44%	23%	30%	52%	40%	36%	32%	35%	75%	8%	41%	35%	42%	31%	42%	40%	42%
Liberal	31%	42%	29%	33%	18%	32%	20%	29%	44%	24%	22%	31%	41%	3%	3%	4%	12%	58%	36%	79%	30%	30%	32%	31%	30%	32%	22%	30%	33%	38%	19%	4%	58%	28%	34%	31%	29%	31%	28%	32%
Very conservative	21%	16%	20%	22%	27%	19%	30%	18%	18%	23%	28%	20%	18%	49%	43%	29%	1%	1%	6%	2%	22%	24%	17%	23%	9%	19%	26%	23%	20%	16%	10%	42%	3%	22%	21%	22%	14%	26%	19%	22%
Somewhat conservative	19%	14%	17%	16%	28%	23%	22%	17%	14%	24%	23%	19%	12%	31%	38%	36%	11%	4%	7%	4%	16%	21%	20%	21%	14%	11%	26%	16%	16%	15%	25%	33%	5%	19%	13%	20%	16%	16%	21%	19%
Moderate	26%	25%	30%	26%	24%	25%	24%	31%	23%	25%	24%	27%	27%	16%	15%	31%	72%	33%	47%	14%	27%	23%	28%	23%	39%	33%	23%	27%	28%	27%	40%	19%	31%	28%	29%	24%	36%	24%	27%	24%
Somewhat liberal	14%	17%	13%	13%	11%	17%	8%	13%	19%	11%	11%	15%	15%	1%	3%	2%	9%	27%	23%	28%	12%	14%	15%	14%	14%	14%	11%	13%	13%	18%	14%	2%	25%	12%	15%	14%	13%	16%	15%	13%
Very liberal	17%	25%	16%	20%	7%	14%	12%	16%	25%	12%	11%	16%	26%	2%	1%	1%	3%	31%	13%	51%	18%	16%	17%	17%	17%	19%	11%	17%	20%	20%	5%	1%	33%	17%	19%	17%	16%	16%	13%	18%
Unsure	3%	4%	4%	3%	3%	2%	4%	5%	2%	4%	3%	4%	2%	1%	1%	0%	4%	5%	3%	1%	4%	2%	3%	2%	7%	5%	2%	3%	3%	3%	6%	2%	3%	2%	2%	3%	5%	3%	5%	3%

And thinking about your views toward politics and government, would you say you are...

2024 Retro Ballot

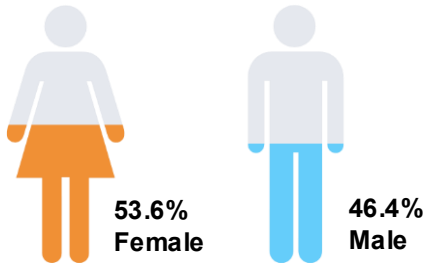


	Overall	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Rural	Small Town	Suburban	Urban	Trump GOP	Trad GOP	R-Lean IND	Center IND	D-LEAN IND	Trad DEM	Progrsv DEM	<\$75k	\$75k-\$125k	\$125k+	White	Black	Hispanic	M Married	M Single	F Married	F Single	Swing Voters	GLP-1 User	GLP-1 Consid	No GLP-1	0-1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	46%	34%	41%	51%	59%	47%	62%	42%	32%	51%	58%	45%	35%	97%	91%	81%	34%	4%	2%	2%	44%	49%	45%	52%	15%	39%	59%	49%	42%	33%	50%	48%	41%	46%	43%	49%	49%	45%
Democrat Kamala Harris	48%	57%	55%	40%	37%	47%	30%	50%	63%	40%	34%	50%	57%	1%	4%	9%	51%	80%	93%	95%	49%	46%	48%	43%	73%	53%	36%	43%	54%	59%	34%	49%	51%	47%	38%	47%	45%	51%
Another candidate	2%	3%	1%	4%	2%	3%	3%	2%	2%	4%	3%	2%	2%	1%	2%	6%	6%	8%	1%	0%	2%	3%	3%	2%	5%	2%	3%	3%	2%	2%	7%	1%	3%	3%	3%	1%	3%	2%
Did not vote in 2024	3%	4%	1%	4%	1%	1%	4%	4%	1%	3%	3%	2%	4%	1%	2%	2%	5%	7%	3%	2%	3%	1%	3%	2%	4%	4%	1%	5%	1%	4%	6%	2%	3%	2%	14%	2%	0%	0%
Unsure	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	3%	1%	1%	0%	1%	2%	4%	1%	1%	0%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	4%	0%	2%	1%	2%	1%	3%	1%

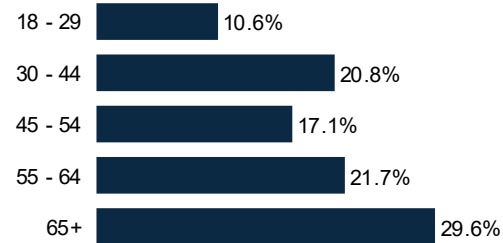
Thinking back, who did you vote for in the 2024 election for President?

Demographics

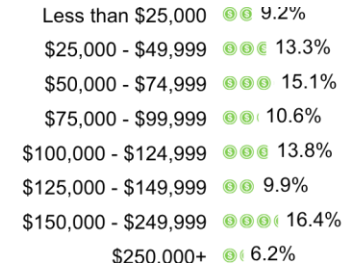
Sex



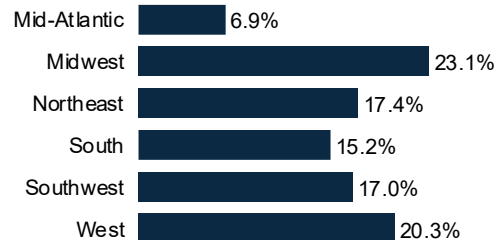
Age Range



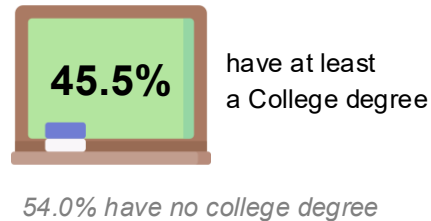
Household Income



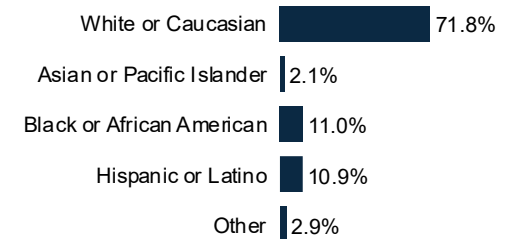
Geo - Region



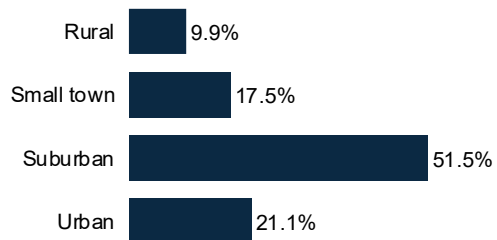
Education



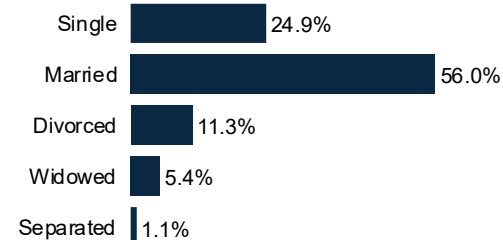
Race/Ethnicity



Community Type



Marital Status



General Election X of 4

