

# Spotlight on Health: Social Feeds Outpace Medical Advice as Primary Source for GLP-1 Drug Information

## February 2026 AmeriSpeak Omnibus Survey

Funded and conducted by NORC at the University of Chicago

Interviews: February 19-23, 2026

1,073 adults

Margin of sampling error:  $\pm 4.1$  percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

NORCPH1. Have you ever...

[SELECT ALL THAT APPLY]

NORC 2/19-23/2026	Yes, in the last year	Yes, more than a year ago	No	DK	SKP/ REF
Been diagnosed with Type 1 diabetes?	1	1	96	*	1
Been diagnosed with Type 2 diabetes?	2	12	85	-	1
Been diagnosed with high blood pressure or hypertension?	7	27	66	-	1
Been told by a doctor that your body mass index (BMI) classifies you as “overweight” or “obese”?	14	27	59	-	1
Been treated badly by others due to your weight?	5	10	84	-	1
Considered getting bariatric (i.e., weight loss) surgery?	3	5	92	-	1
Had bariatric (i.e., weight loss) surgery?	*	3	95	-	1

N=1,073

**NORCPH2. GLP-1s are medications for diabetes, obesity, and weight-linked health conditions that often result in weight loss. Examples of GLP-1s include Ozempic, Wegovy, Trulicity, Mounjaro, Zepbound, Rybelsus, etc. Prior to this survey, had you ever...**

**2024 Question Wording: Over the last few years, a new class of drugs has gained popularity. These drugs are medications for type 2 diabetes, obesity, and weight-linked health conditions. They often result in weight loss. Medications with FDA approvals include Ozempic, Wegovy, Rybelsus, Zepbound, Victoza, Vyetta, Saxenda, Mounjaro, and Bydureon. Prior to this survey, had you ever...**

NORC		Yes	No	DK	SKP/ REF
Heard of any of these medications?	2/19-23/2026 (N=1,073)	82	18	-	*
	5/16-21/2024 (N=1,309)	70	29	*	1
Considered taking any of these medications because you wanted to lose weight?	2/19-23/2026 (N=1,073)	24	76	-	*
	5/16-21/2024 (N=1,309)	21	78	-	1
Considered taking any of these medications because you wanted to manage a health condition?	2/19-23/2026 (N=1,073)	16	84	-	*
	5/16-21/2024 (N=1,309)	15	83	-	1
Spoken with a doctor about taking any of these medications because you wanted to lose weight?	2/19-23/2026 (N=1,073)	16	83	-	*
	5/16-21/2024 (N=1,309)	12	87	-	1
Spoken with a doctor about taking any of these medications because you wanted to manage a health condition?	2/19-23/2026 (N=1,073)	13	86	-	1
	5/16-21/2024 (N=1,309)	12	87	-	1

**NORCPH3. If you were interested in trying GLP-1s, where would you go to find out more information?**

**[SELECT ALL THAT APPLY]**

	<b>NORC 2/19-23/2026</b>
Talk to a doctor or other trusted medical professional	85
Visit medical websites (for example, Mayo Clinic, Medline)	37
Read patient education materials from drug manufacturers	18
Consult with a pharmacist	15
Connect with patient support groups (either in-person or online)	7
Look for authentic experiences from patients on social media, online forums, or blogs (for example, Instagram, X, Reddit)	15
Speak to friends and family	21
AI (for example, ChatGPT, Gemini, etc.)	8
Other	3
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	3
<i>N=</i>	<i>1,073</i>

If yes in NORCPH2A

**NORCPH4. Sometimes people seek out information about medications (for example, starting a conversation with their doctor), and sometimes people receive information about medications by chance (for example, seeing ads or overhearing conversations). Which of the following sources have you used for information about GLP-1s?**

**[SELECT ALL THAT APPLY. IF NONE, SELECT “NOT APPLICABLE/NO INFORMATION”]**

NORC 2/19-23/2026	I learned by chance (i.e., I did not seek it out)	I intentionally looked for/sought information	Not applicable/No information	DK	SKP/REF
Information on social media (for example, TikTok, Facebook, X)	32	5	63	-	1
Online medical guidance (for example, Mayo Clinic, Medline)	16	18	66	-	1
Online, television, or print news outlets (for example, CNN, Fox News, New York Times)	39	6	54	-	1
Television programming other than the news (for example, a 60 Minutes profile)	25	4	71	*	1
Online forum (such as Reddit, Quora)	12	7	82	-	*
Family, friends, or acquaintances	30	15	56	-	1
Doctor or other trusted medical professional	15	22	63	-	1
AI (for example, ChatGPT, Gemini)	6	8	86	-	1

N=899

**NORCPH5. People have different perceptions of risk related to GLP-1 medications (for example, Ozempic, Wegovy, Mounjaro). Based on what you know right now, how risky do you consider these medications to be?**

**2024 Question Wording: People have different perceptions of risk related to these medications (e.g., Ozempic, Wegovy, Mounjaro). Based on what you know right now, how risky do you consider these medications to be for your health?**

	NORC 2/19-23/2026	NORC 5/16-21/2024
Extremely risky	8	15
Somewhat risky	34	25
A little risky	31	24
Not at all risky	6	6
DON'T KNOW	21	29
SKIPPED ON WEB/REFUSED	*	1
N=	1,073	1,309

**NORCPH6. Have you ever taken any GLP-1 medication?**

	NORC 2/19-23/2026
I am taking one of these medications now.	9
I have taken one of these medications in the past, but I am not taking them now.	5
I am not taking any of these medications now, and I have not taken them in the past.	84
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	1,073

If ever taken GLP-1 medication in NORCPH6

**NORCPH7. What forms of GLP-1 medications have you taken?**

**[SELECT ALL THAT APPLY]**

	NORC 2/19-23/2026
Weekly or daily injection	96
Oral tablet	7
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	165

**HELD FOR FUTURE RELEASE**

**NORCPH8. While taking a GLP-1 medication, has your libido increased, decreased, or have you not noticed a difference?**

**NORCPH8A. Which of the following, if any, are you currently experiencing?**

*If not currently taking GLP-1 medication in NORCPH6*

**NORCPH9. GLP-1 medications (for example, Ozempic, Wegovy, Mounjaro) can serve multiple functions. How interested would you be in taking these medications for any of the following reasons?**

NORC 2/19-23/2026	Very interested	Somewhat interested	Slightly interested	Not at all interested	Not applicable	DK	SKP/ REF
To lose weight	10	11	11	40	28	*	*
To manage a Type 1 diabetes diagnosis	3	5	3	37	50	*	*
To manage a Type 2 diabetes diagnosis	5	7	5	36	46	*	1
To improve other chronic health conditions (for example, blood pressure, cholesterol)	6	11	11	33	37	*	*
To manage pain	5	8	10	40	36	*	1
To manage a gambling addiction	1	3	1	46	48	*	1
To manage an alcohol addiction	2	3	5	44	45	*	1
To manage a marijuana/cannabis addiction	1	2	2	45	48	*	1
To manage a nicotine addiction	4	3	4	43	46	*	1
To manage an opioid addiction	2	2	2	45	50	*	*
To manage a caffeine addiction	1	2	5	48	44	*	*
To manage a shopping addiction	1	2	3	46	46	*	2

N=891

*If ever taken GLP-1 medication in NORCPH6*

**NORCPH10. Please select the reasons why you took or are currently taking a GLP-1 medication.**

**[SELECT ALL THAT APPLY]**

	NORC 2/19-23/2026
To lose weight	70
To manage a Type 1 diabetes diagnosis	4
To manage a Type 2 diabetes diagnosis	41
To improve other dimensions of your health (for example, blood pressure, cholesterol)	24
To manage pain	7
To manage a gambling addiction	1
To manage an alcohol addiction	3
To manage a marijuana/cannabis addiction	2
To manage a nicotine addiction	1
To manage an opioid addiction	3
To manage a caffeine addiction	-
To manage a shopping addiction	-
Other	2
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	165

**HL032. Are you now covered by any form of health insurance or health plan?**

	NORC 2/19-23/2026
Yes	84
No	12
DON'T KNOW	3
SKIPPED ON WEB/REFUSED	1
<i>N =</i>	<i>1,073</i>

*If yes in HL032*

**HL033. Which of the following is your main source of health insurance coverage?**

	NORC 2/19-23/2026
A plan through your employer	37
A plan through your spouse's employer	13
A plan you purchased yourself directly from an insurance company	4
Health insurance marketplace	3
Medicare	26
Medicaid	13
Some other source	5
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>947</i>

**AGE**

	NORC 2/19-23/2026
18-29	20
30-44	25
45-59	24
60+	31
<i>N</i> =	1,073

**SEX**

	NORC 2/19-23/2026
Male	49
Female	51
<i>N</i> =	1,073

**RACE/ETHNICITY**

	NORC 2/19-23/2026
White, non-Hispanic	60
Black, non-Hispanic	12
Hispanic	18
Other non-Hispanic	10
<i>N</i> =	1,073

**EDUCATION**

	<b>NORC</b> <b>2/19-23/2026</b>
High school graduate or equivalent or less than a high school diploma	37
Some college	26
Bachelor's degree or higher	36
<i>N</i> =	1,073

**HOUSEHOLD INCOME**

	<b>NORC</b> <b>2/19-23/2026</b>
Less than \$30,000	22
\$30,000 to under \$60,000	22
\$60,000 to under \$100,000	23
\$100,000 or more	33
<i>N</i> =	1,073

## Study Methodology

This survey was funded and conducted by NORC. The data were collected using the AmeriSpeak® Omnibus, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box-only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews were conducted in English, online and by phone, between February 19-23, 2026, with adults ages 18 and older. Respondents were offered a small monetary incentive for completing the survey. Panel members were randomly drawn from AmeriSpeak; , 1,073 adults completed the survey, including 994 online and 79 by phone. Panel members were invited by email or by phone from a NORC telephone interviewer.

Quality assurance checks were conducted to ensure data quality. In total, 87 interviews were removed for nonresponse to at least 50 percent of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

The margin of sampling error is  $\pm 4.1$  percentage points at the 95 percent confidence level. Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Once the sample was selected and fielded, and all the study data were collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2025 Current Population Survey. The weighted data reflect the U.S. population of adults ages 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at: <https://amerispeak.norc.org/about-amerispeak/panel-design.html>.

For additional information, please contact [info@norc.org](mailto:info@norc.org).

## About the NORC Spotlight on Health

NORC at the University of Chicago's Spotlight on Health is a series of quick-hitting national surveys on issues vital to health and well-being, conducted using AmeriSpeak's probability-based panels.

## NORC's Prevention and Health Promotion Expertise

NORC advances prevention and health promotion through rigorous research, innovative surveillance systems, and strategic program support. Our capabilities span national data systems such as the Vision and Eye Health Surveillance System, evaluation of chronic disease prevention initiatives, and implementation science to improve health outcomes. Leveraging advanced analytics, machine learning, and behavioral insights, including those from NORC's [Social Data Collaboratory](#), we help public health agencies and providers design evidence-based interventions, strengthen workforce capacity, and promote optimal access to care for all. From substance use prevention to cardiovascular health and aging research, NORC delivers actionable data and tailored solutions that make communities healthier. Learn more: [Prevention & Health Promotion | NORC at the University of Chicago](#)

## About NORC at the University of Chicago

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.