

# The Rise of the GLP-1 Era.

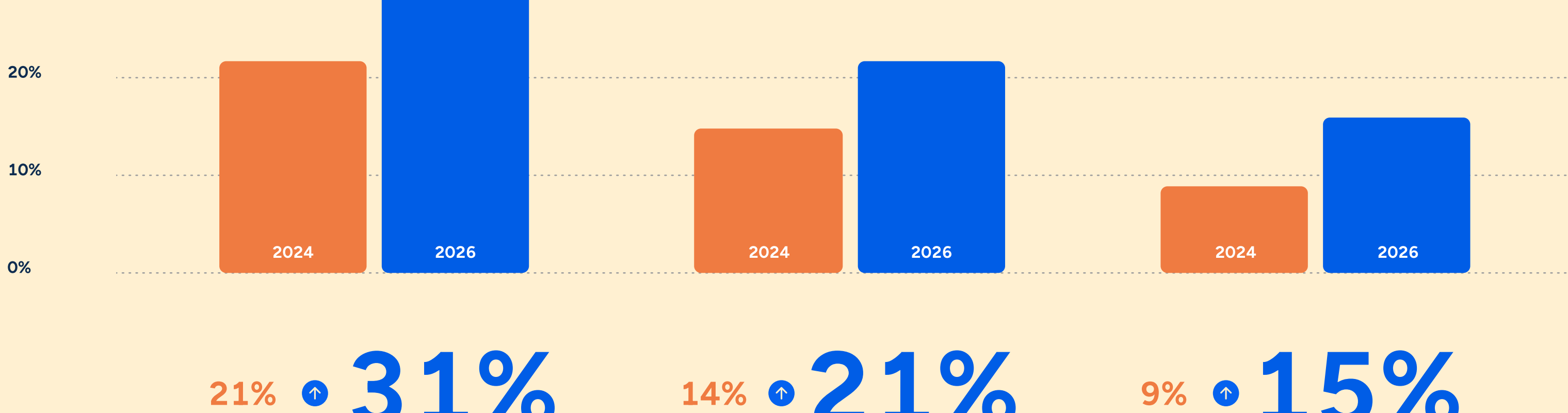
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## THE 2026 GLP-1 SNAPSHOT

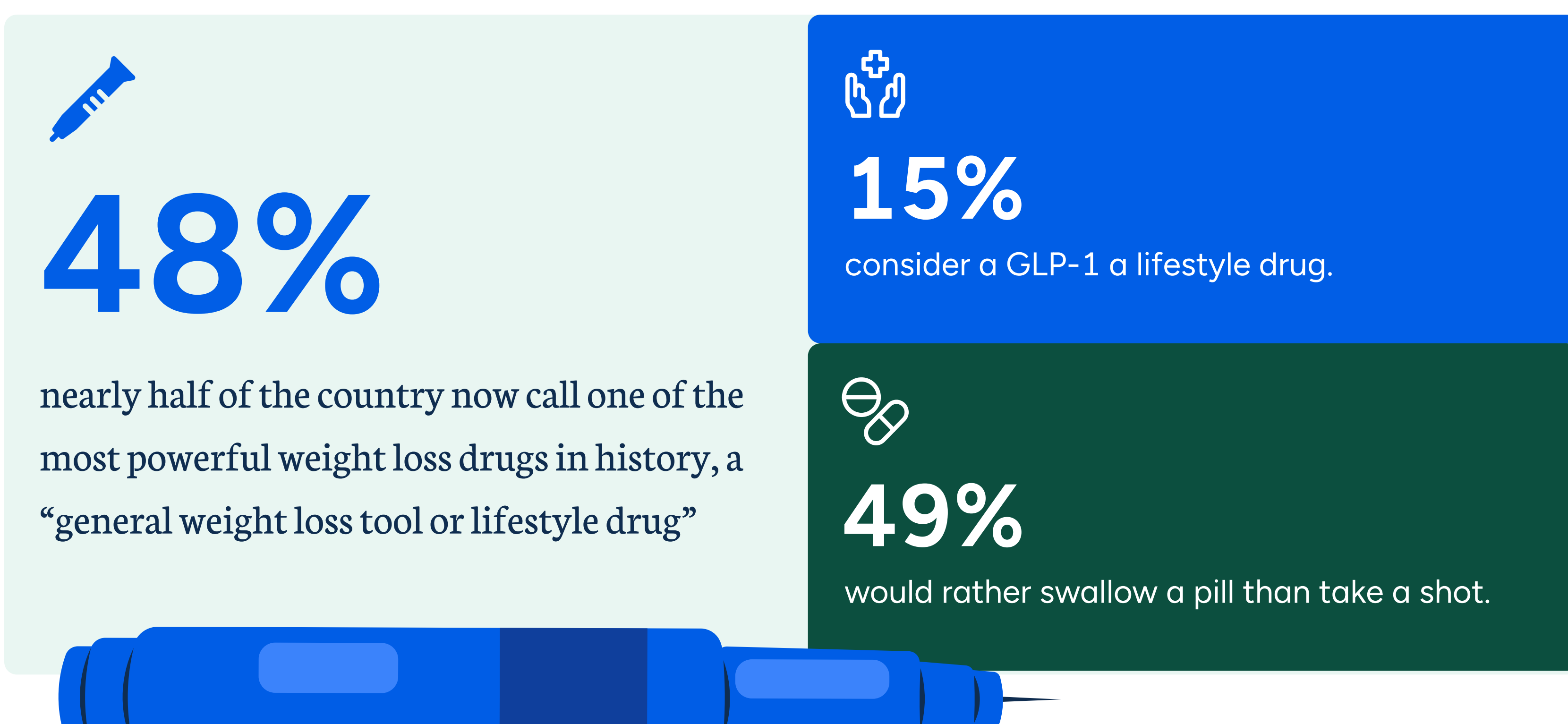
### GLP-1s have rapidly become one of the most paradigm-shifting treatments in health.

Over the past two years, GLP-1s have become a common topic of discussion far beyond clinical settings.



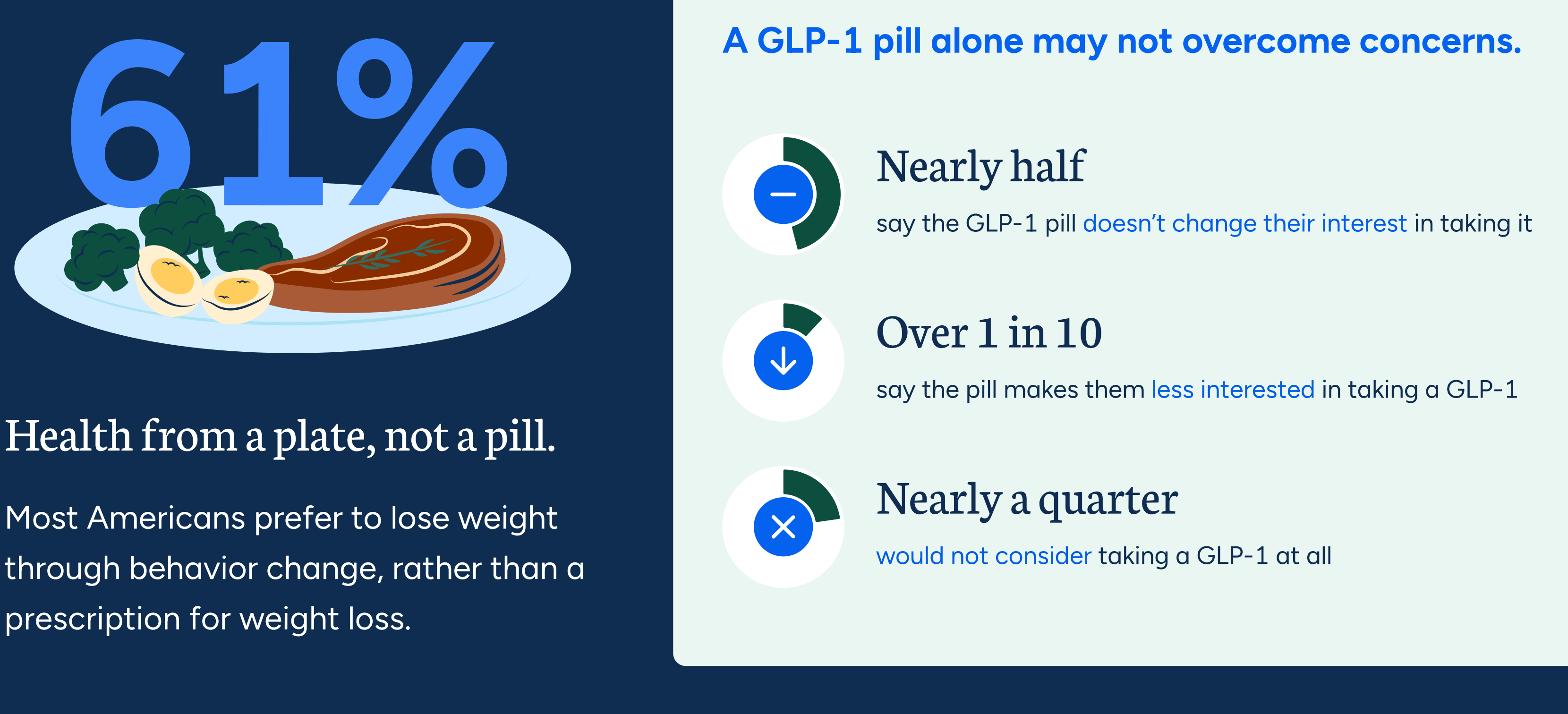
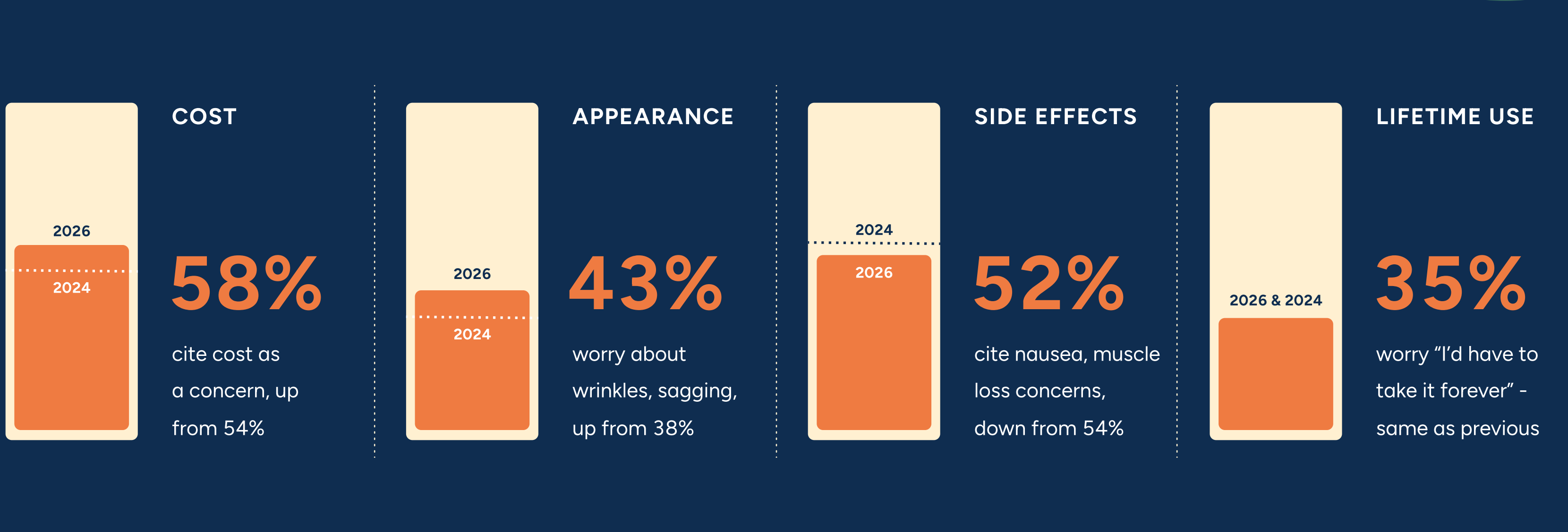
### The wellness-washing of a drug.

A serious medical intervention is now considered a general weight loss tool.



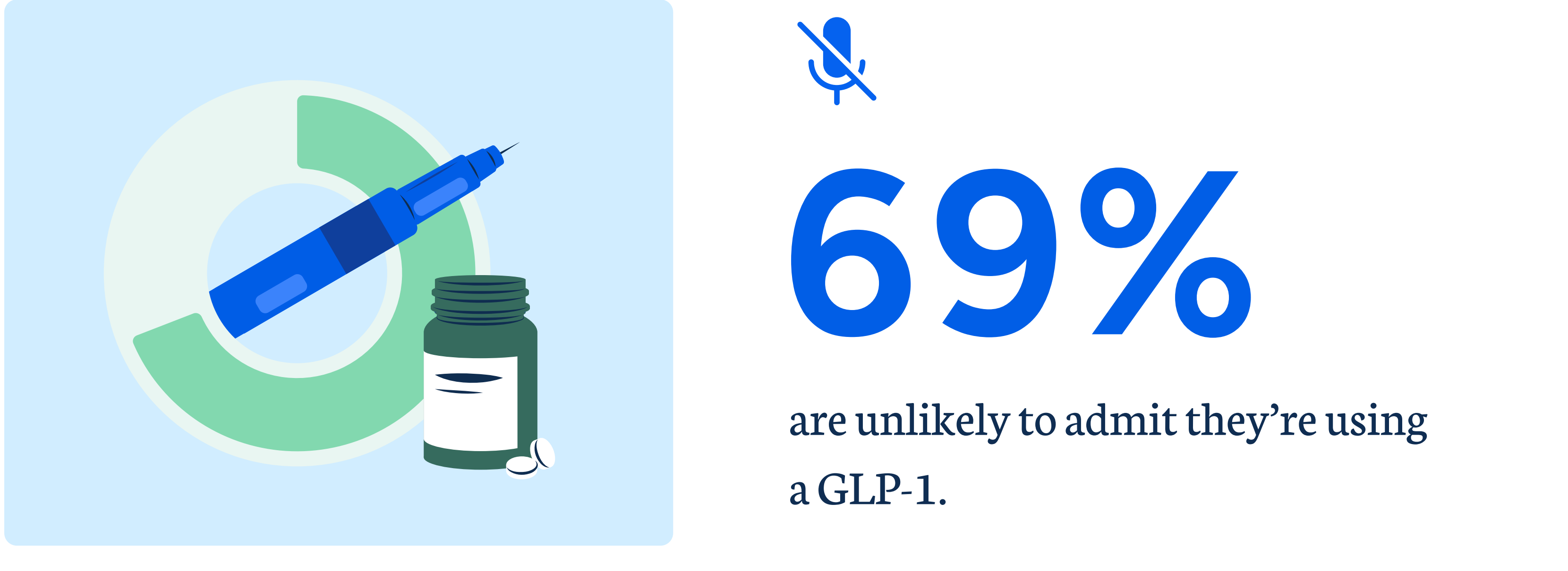
### Convenience isn't a cure-all.

As familiarity and convenience increase, so does anxiety around affordability and appearance.



### America's Most Talked-About Drug Has a Secret.

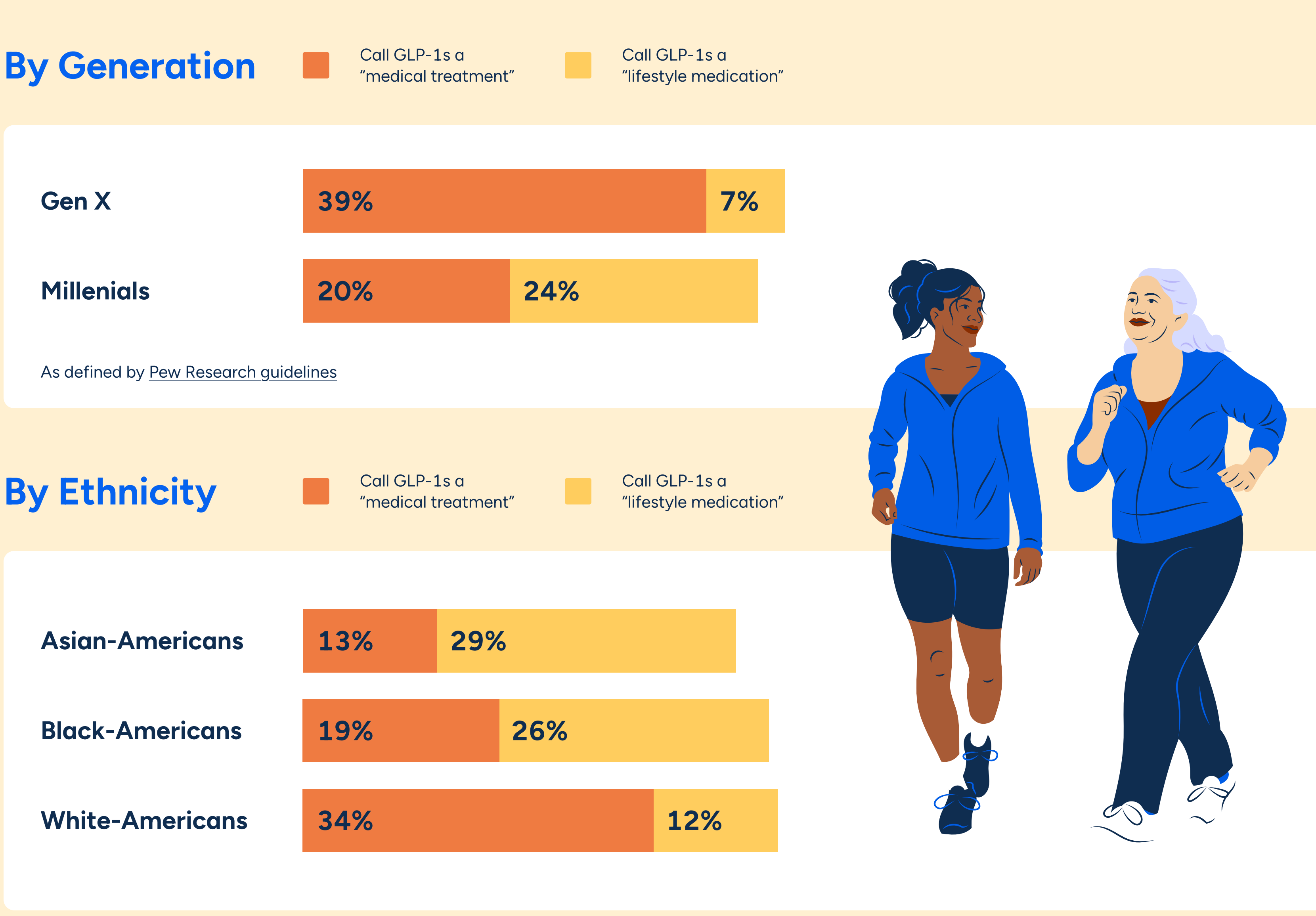
There is a surprising gap between public conversation and personal disclosure.



## STATISTICS BY DEMOGRAPHIC

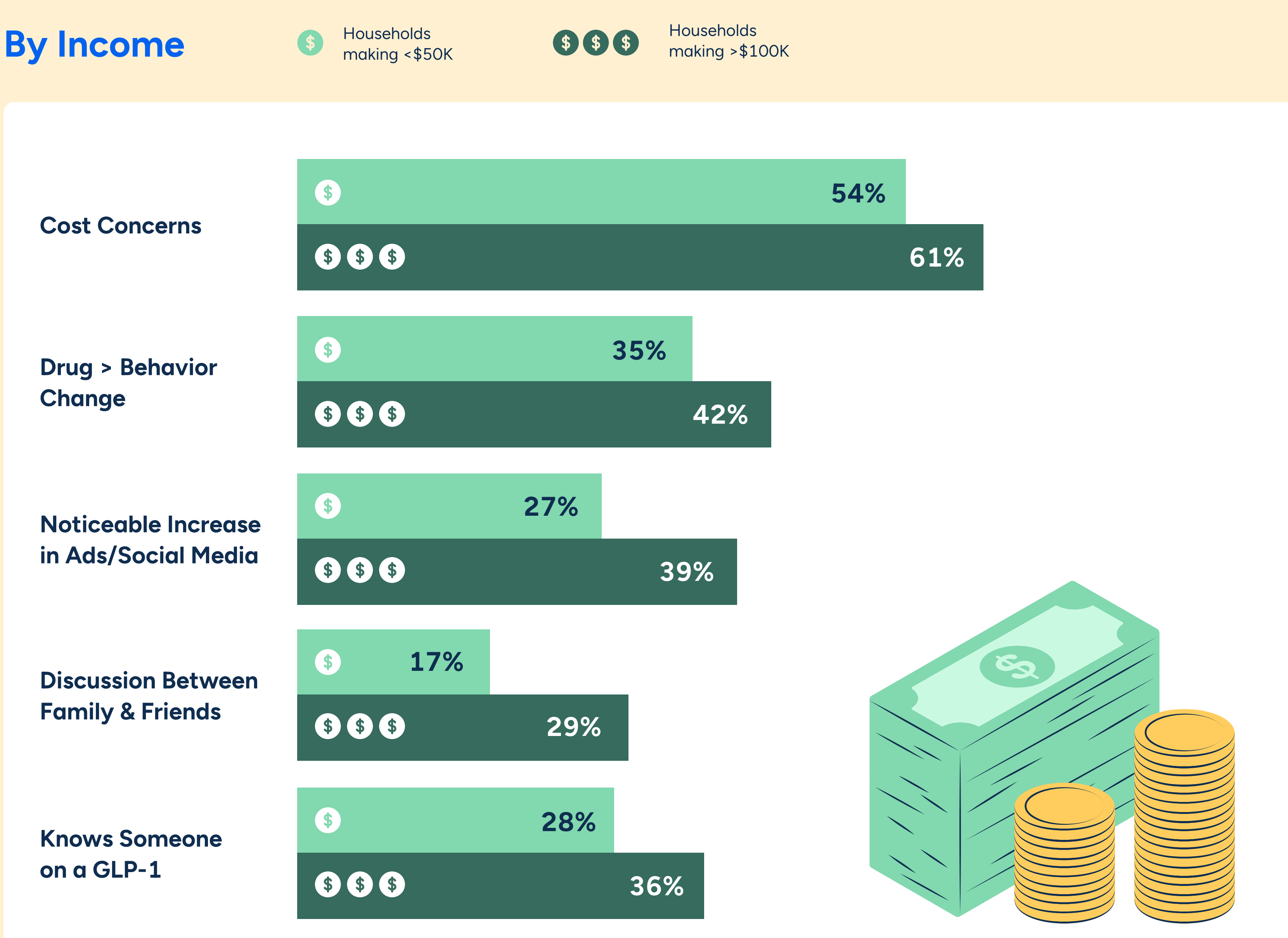
### Against the grain. Three groups that break ranks.

Three demographic snapshots with the most significant contrasts show how different access means different perceptions of GLP-1s.



Communities that have historically had limited access to metabolic care view GLP-1s as **lifestyle drugs** rather than medically necessary treatments.

White Americans and elder generations who over-index on chronic-care access, are more likely to encounter GLP-1s in a doctor's office and call it a **"medical treatment."**



Higher income means more ads, more conversations, and more willingness to swap behavior for a prescription. But cost still remains a major concern, despite household income.

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## Data & Methodology

The 2026 Virta Vitals report is based on a nationally representative online survey of 1,210 U.S. adults ages 18 and older, fielded April 10–12, 2026, by Researchscape International and weighted to reflect the U.S. adult population by age, gender, race/ethnicity, education, and region. Year-over-year comparisons are drawn from Virta Vitals I, fielded July 11–15, 2024, by Wakefield Research among 1,000 U.S. adults. For more information, view the full 2026 Virta Vitals report at: [virtahealth.com/2026-virta-vitals-report](https://virtahealth.com/2026-virta-vitals-report)