boltchat **AI** | human**dot** plus

INSIDE THE GLP-1 MINDSET

What the Voice of the People and AI-Moderated Qualitative
Research Reveal About Human Transformation through GLP-1

Uniting two innovative techniques to Illuminate GLP-1's emotional underpinnings.

humandot plus

- ~7M digital peer-to-peer conversations
- 12-month observation period
- Capture attitudes, drivers, & barriers
- Drill into impact on life
- Map desires, emotions, and mindsets

boltchat AI

- 70 AI-Moderated Qualitative Interviews
- 50 Actively on GLP-1 Treatment
- 20 Who Recently Stopped Treatment
- 3 days in field
- Multimodal: Video, Voice, & Text Input
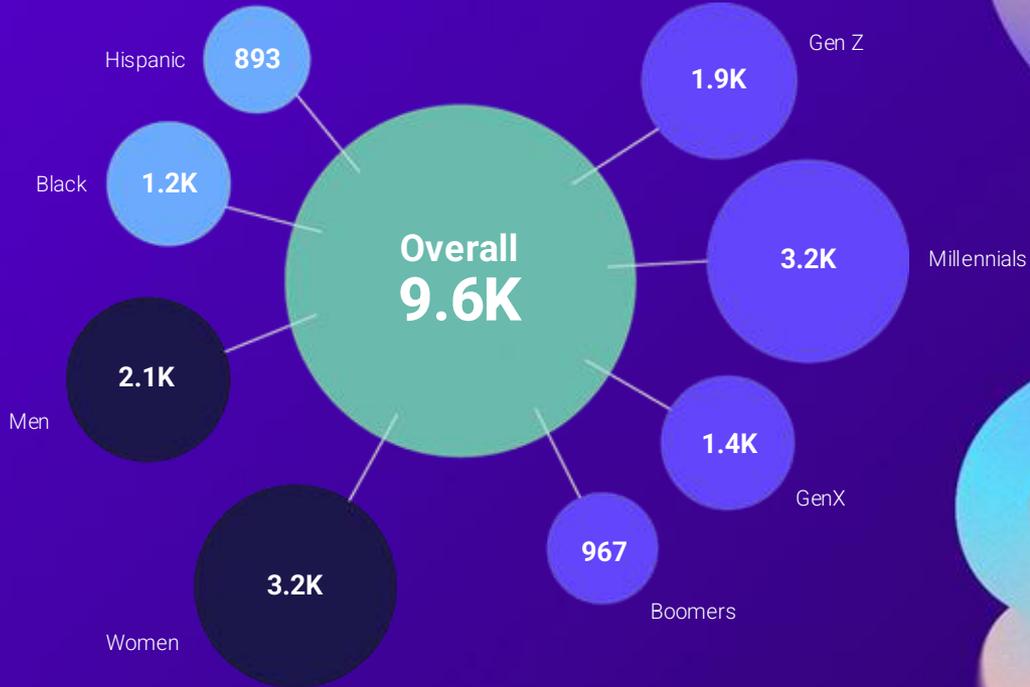- Representative US sample

ESOMAR member | AICPA SOC | SOC 2 TYPE II CERTIFIED | MRS Operations Awards 2025 Winner Best Online Qual | GREENBOOK DIRECTORY RECOMMENDED BY CLIENTS

Our Universe of Research about Serena Williams & Ro Campaign in 2026

Overall 9.6K

- Hispanic: 893
- Black: 1.2K
- Men: 2.1K
- Women: 3.2K
- Gen Z: 1.9K
- Millennials: 3.2K
- GenX: 1.4K
- Boomers: 967

Channel Profile

- 8% .... Comments
- **32%** .... **Message Boards**
- 19% .... Social Networks
- **29%** .... **Topical Sites**
- 7% .... Content Sharing
- 5% .... Blog

Message Boards
reddit · glp1forum · patientslikeme Powered by Pulse Health

Topical Sites
People · WEIGHT WATCHERS · NEW YORK POST

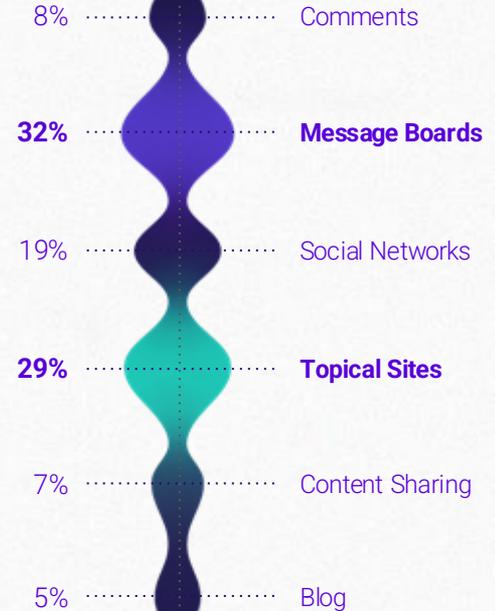Online public-domain conversations about Ro campaign with Serena Williams mined from Jan 1st 2026 to March 3rd 2026
*N values are based on number of conversations and not based on people.
**Segments are based on self-identification in conversations or on their public profile; overall segment includes non-identified conversations.
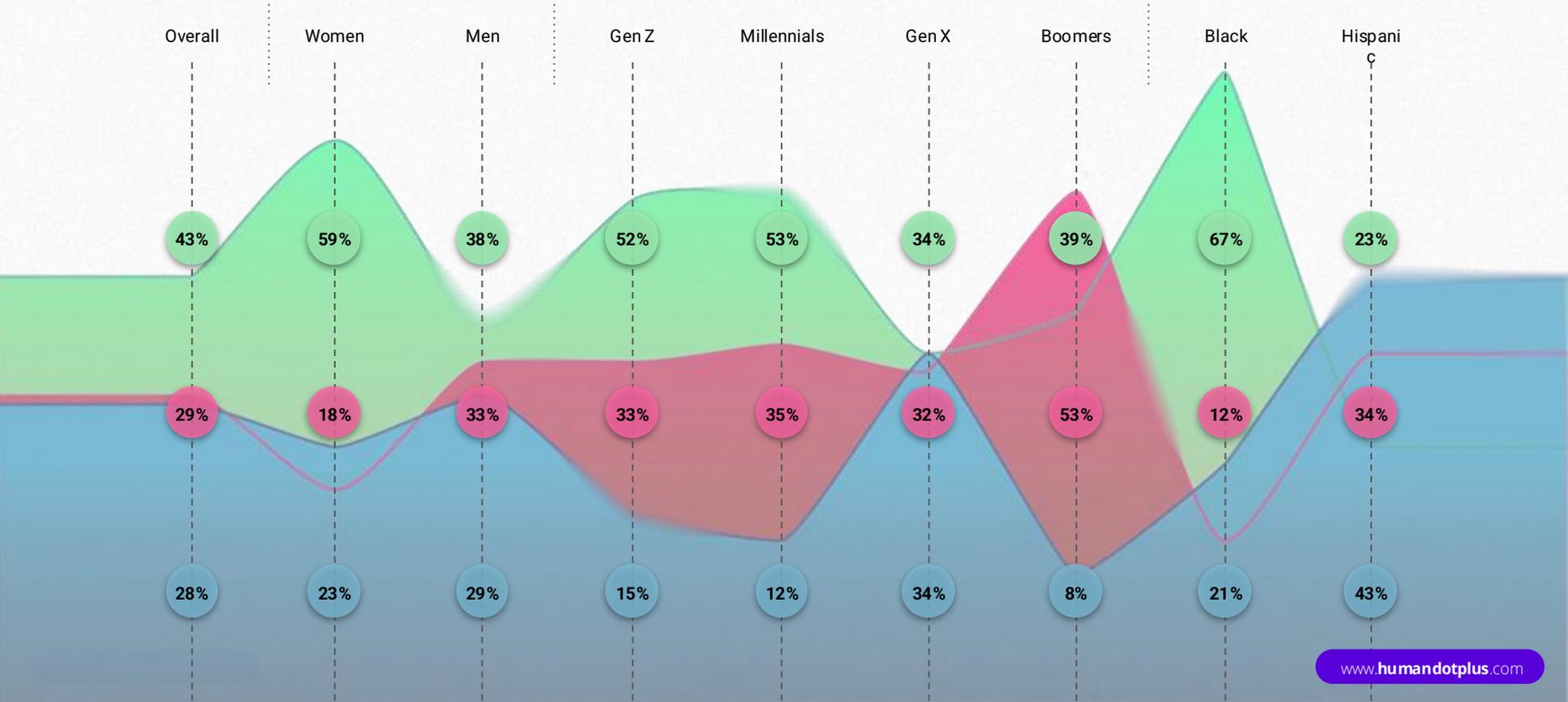
Sentiment Serena Williams & Ro Campaign

Positive   Negative   Neutral

	Overall	Women	Men	Gen Z	Millennials	Gen X	Boomers	Black	Hispanic
Positive	43%	59%	38%	52%	53%	34%	39%	67%	23%
Negative	29%	18%	33%	33%	35%	32%	53%	12%	34%
Neutral	28%	23%	29%	15%	12%	34%	8%	21%	43%

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What the data revealed:

1 Younger generations are redefining metabolic health

2 Affinity goes beyond representation

3 The physical transformation is an outcome, but the emotional transformation is the story

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GLP-1 Had It's Superbowl Moment

Instead of backlash...the ad increased legitimacy

Bolt Study participants reported greater trust and openness toward GLP-1s after seeing the ad

Celebrity Credibility Reduces Stigma
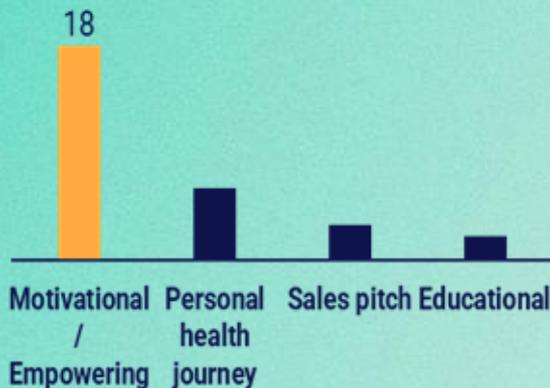
BEFORE watching

Expectations included...

Pharma sales pitch

Tone-deaf messaging

Questioning whether an athlete should promote it

AFTER watching

Most described it as...

18

Motivational / Empowering — Personal health journey — Sales pitch — Educational

WHAT CHANGED?

Serena reframed GLP-1 as:

➕ *A legitimate health intervention*

🚫 *Not a shortcut*

📍 *A path to improved health*

"I'm not sure an elite athlete is the right person to promote a quick-fix weight-loss drug?"

"If someone like Serena Williams is comfortable talking about it, it makes it seem less taboo."

"I didn't wait for my doctor to tell me—it's all over TikTok. You just figure it out."

GLP-1 has exploded into a cultural phenomenon, not just a medical conversation

Our Universe of Research

Overall 6.9M

693K Gen Z

1.3M Millennials

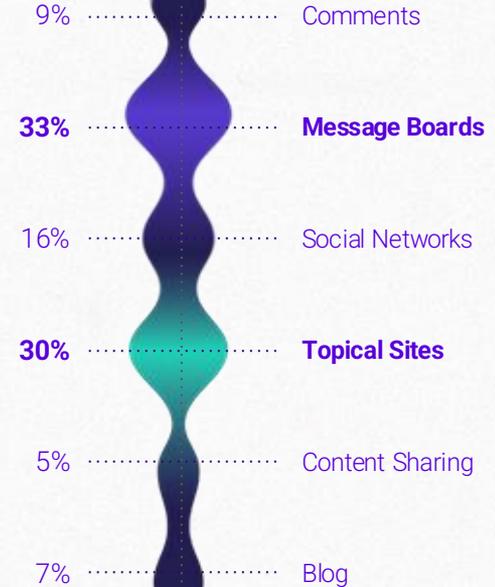1.2M Men

783K GenX

2.1M Women

283K Boomers

Online public-domain conversations about GLP-1 mined over the past 12 months, ending on October 14, 2025 in the US

*N values are based on number of conversations and not based on people.
**Segments are based on self-identification in conversations or on their public profile; overall segment includes non-identified conversations.
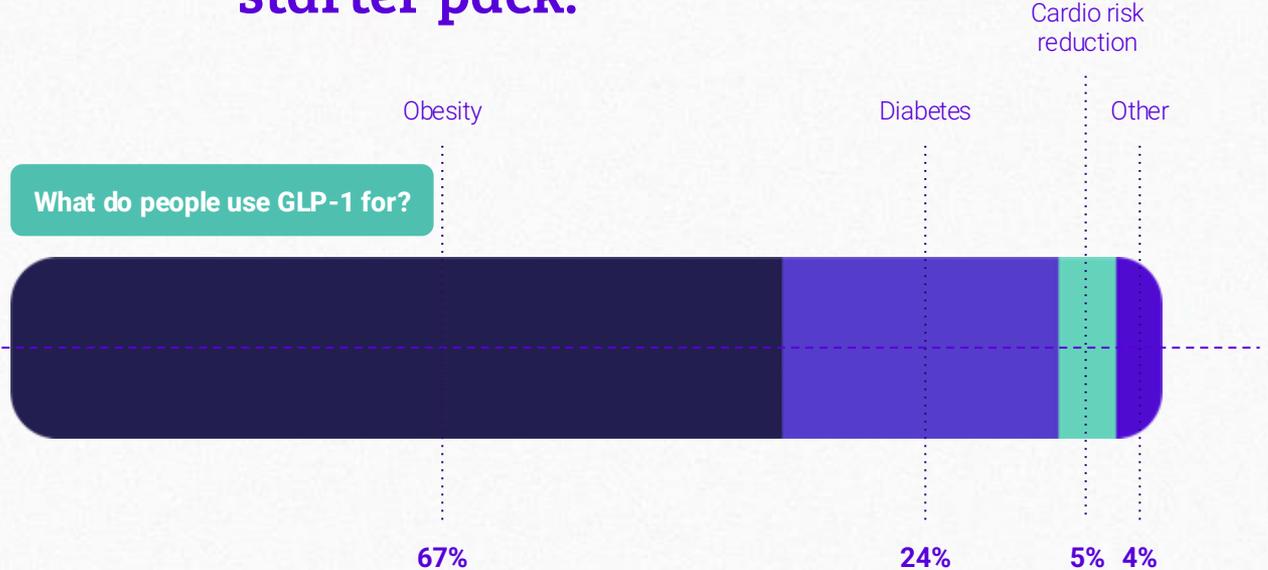
Channel Profile

9% .... Comments

33% .... **Message Boards**

16% .... Social Networks

30% .... **Topical Sites**

5% .... Content Sharing

7% .... Blog

Message Boards

reddit
glp1forum
diabetes daily

Topical Sites

Obesity
GLP1 Tribe
DIABETES

9% .... Comments

33% .... **Message Boards**

Social Networks

Topical Sites

Content Sharing

7% .... Blog

693k Gen Z

6.9M

783k Gen X

Men 1.2M

Women 2.1M

283K Boomers

"Everyone I know is either on Ozempic or talking about it. It's like the new CrossFit—people won't shut up about it."
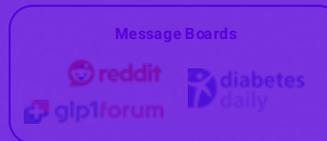
Message Boards
reddit   diabetes daily
glp1forum

Topical Sites
Obesity   GLP1 Tribe
DIABETES

Online public-domain conversations about GLP-1 mined over the past 12 months, ending on October 14, 2025 in the US
N values are based on number of conversations and not based on people.
**Segments are based on self-identification in conversations or on their public profile; overall segment includes non-identified conversations.*

"I used to think this was for diabetics, but now my coworkers and I joke that it's part of the new 'wellness starter pack.'"
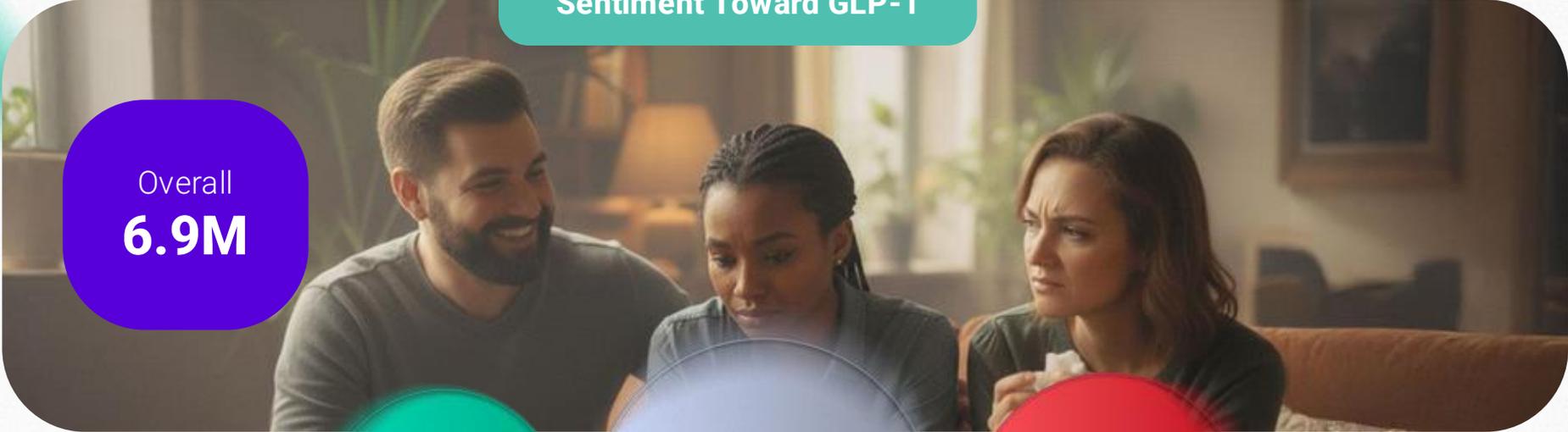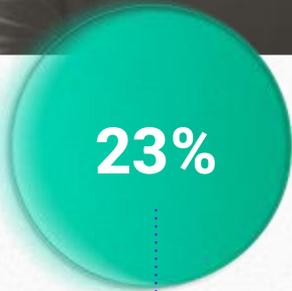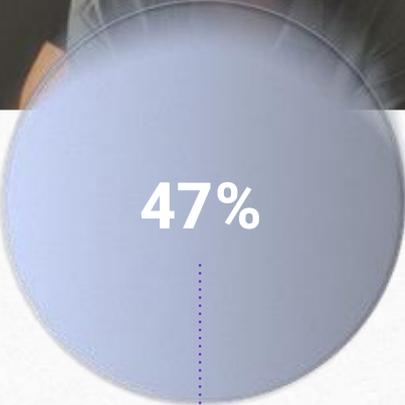
What do people use GLP-1 for?

Overall
198.4K

Obesity	Diabetes	Cardio risk reduction	Other
67%	24%	5%	4%

Sentiment Toward GLP-1

Overall
6.9M

23%
Positive

47%
Neutral

30%
Negative

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Massive Information Vacuum

"My doctor said one thing, Reddit said another, and I'm left guessing who's right."

Overall
6.9M

Drug Comparisons	Cost / Insurance	Prescription info	Dosage & Administration	Physical & Lifestyle Impact
35%	**21%**	**18%**	**14%**	**12%**

23% Positive

47% Neutral

30% Negative

Believers are True Believers

"It's not just the weight—it's how quiet my food thoughts are now."

Efficacy & physical improvement

Ease

Life Impact

57%

22%

21%

Sentiment Toward GLP-1

Overall
6.9/

23%

47%

30%

Positive

Neutral

Negative

The first transformation isn't physical... it's psychological

Physical changes evolve into a broader transformation of mental wellbeing and a positive sense of self.

"Please share an image that illustrates how you feel about yourself right now."
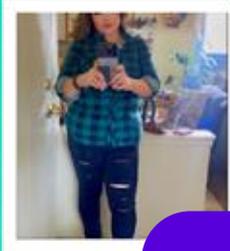
*"For once I'm not **thinking about food every second.**"*

*"It's not even the weight loss—it's the **relief from obsession.**"*

*"I didn't realize **how loud hunger was** until **it disappeared.**"*

SILENCE is the most common theme

For many users, the biggest change isn't weight – it's the disappearance of constant food thoughts.

"The noise in my head about food has stopped."

"My brain isn't encouraging me to snack between meals anymore."

"People call it cheating, but I call it finally being free from my own brain."
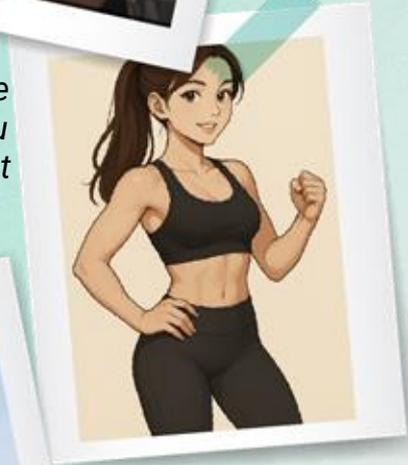
For the first time, they feel in control

Newfound control over body and mind creates a hopeful outlook for the future.

"I'm not just existing. *I'm living!*"

"I feel *in control.* For the first time, *food isn't controlling me.*"

"Please share an image that illustrates how you feel about yourself right now."

People don't experience GLP-1s the same way

Health-First Pragmatist
driven by necessity…

Reborn Optimist
feeling liberated…

Goal-Oriented Strategist
focused on results…

"This isn't about weight, it's about managing my disease"

"My brain is finally quiet"
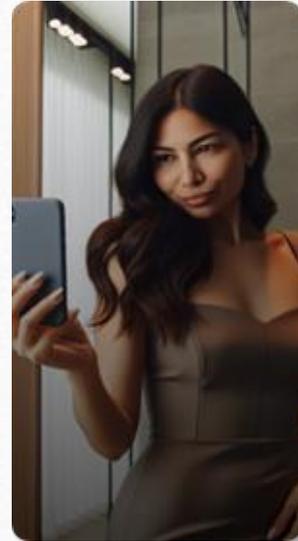
"This is a tool to get me where I want to be"

People are simultaneously hopeful for transformation and terrified it won't last.

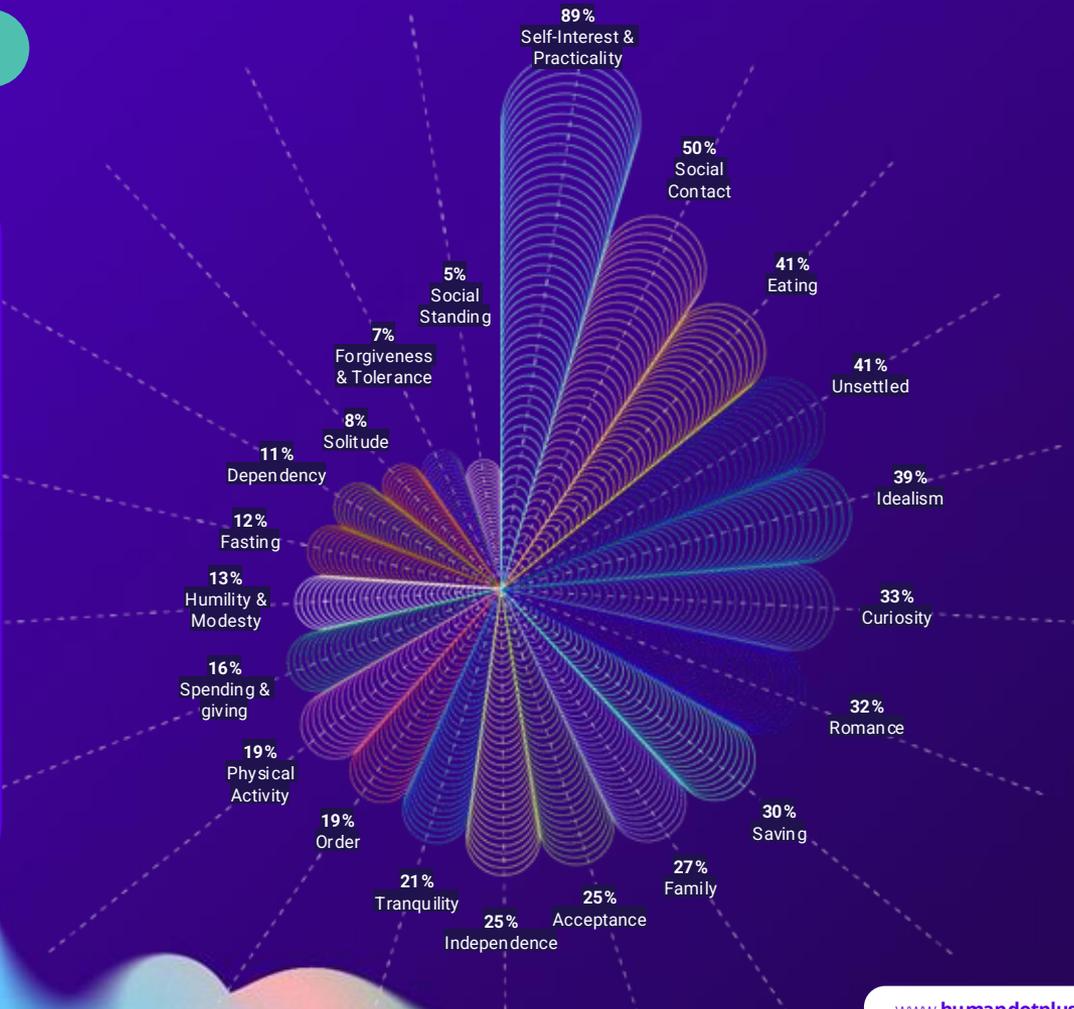*This isn't just about weight; it's about betting on a different future.*

JOY
ANTICIPATION
TRUST
ANTIPATHY
SURPRISE
ANGER
SADNESS
FEAR

83%
15%
22%
39%
50%
15%
67%
65%

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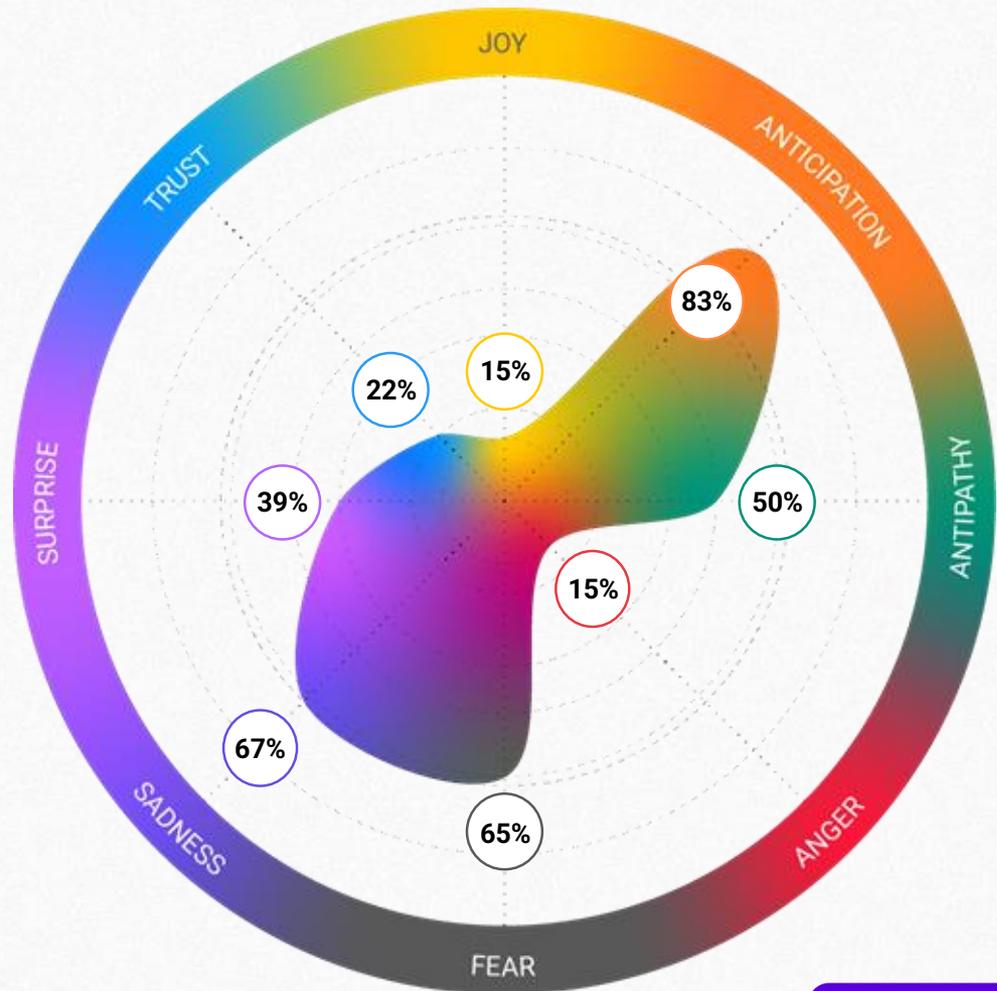
Desires Map for GLP-1 N= 4.4M

A social revolution disguised as a medical treatment

People are not looking for a drug, they are looking for a life rewrite

89% Self-Interest & Practicality
50% Social Contact
41% Eating
41% Unsettled
39% Idealism
33% Curiosity
32% Romance
30% Saving
27% Family
25% Acceptance
25% Independence
21% Tranquility
19% Order
19% Physical Activity
16% Spending & giving
13% Humility & Modesty
12% Fasting
11% Dependency
8% Solitude
7% Forgiveness & Tolerance
5% Social Standing

This is just the beginning
Stay connected with us

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bolt

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Thank You!