

# Simsurveys

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## KFF GLP-1 Drug & Rx Medication Attitudes

Validation Study: Simulated Data vs. Published Results

Reference: Kaiser Family Foundation Health Tracking Poll (July 11–19, 2023)

Published: n = 1,327 US adults (probability-based panel) | Simulated: n = 1,327 simulated respondents (gen pop, untrained model)

February 22, 2026

# Executive Summary

This report presents a validation study comparing simulated survey data generated by Simsurveys against published results from the Kaiser Family Foundation's July 2023 Health Tracking Poll. The original poll surveyed 1,327 US adults via a nationally representative probability-based panel (online and telephone) between July 11–19, 2023. It is one of the most widely cited public surveys on GLP-1 weight loss drug awareness, pharmaceutical trust, prescription drug affordability, and cost-related medication non-adherence.

A subset of 20 questions was selected across five thematic clusters: Drug Awareness & Experience (2 questions), Willingness to Try (5 questions), Trust in Pharmaceutical Companies (5 questions), Affordability & Adherence (5 questions), and Insurance Coverage & Drug Pricing Perception (3 questions). Questions were selected to map directly to core pharma commercial research domains. All questions are single-select. Five questions use filtered bases (Q10 excludes current users; Q11a/Q11b/Q11c/Q12 are asked only of interested respondents).

Simsurveys generated 1,327 synthetic respondents using its untrained consumer simulation model with general population defaults — no targeting criteria, no custom demographic quotas, and no disease-specific training data. This represents the most conservative test of the platform's out-of-the-box capability for pharma commercial survey research.

Alignment is assessed using Kullback–Leibler (KL) Divergence, which measures distributional similarity between published and simulated response distributions. KL values below 0.05 indicate strong alignment; 0.05–0.15 moderate alignment; above 0.15 warrants review. The model achieves strong alignment on pharma trust questions, drug pricing perception, and route-of-administration tradeoffs.

Four systematic patterns emerge: (1) GLP-1 awareness inflation, likely temporal — the model reflects 2025-era awareness rather than July 2023 levels; (2) cost/adherence pessimism, where the model overestimates prescription affordability difficulties and non-adherence rates by 12–17 percentage points; (3) moderate pharma trust skepticism, with a consistent shift from "Somewhat" trust toward "Not too much"; and (4) near-perfect alignment on strong consensus items like drug cost unreasonableness (82% vs 82%) and pharma profit attribution (83% vs 78% major factor).

# KL Divergence Summary

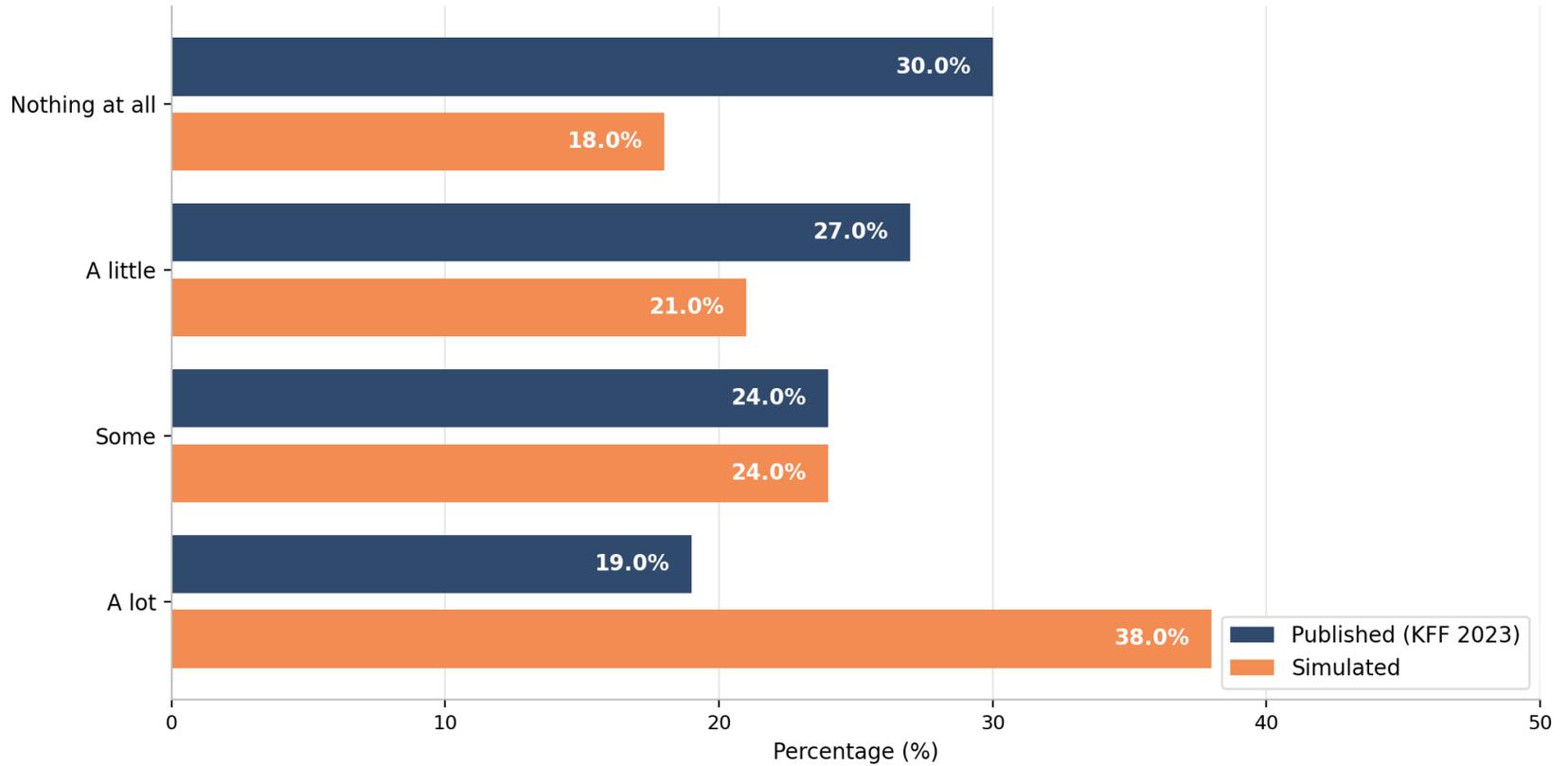
ID	Question	Cluster	KL Div	Status
Q8	How much have you heard about a new class of drugs being ...	Drug Awareness & Exper...	0.099	✓ Good
Q9	Are you currently or have you ever used a prescription dr...	Drug Awareness & Exper...	0.006	✓ Strong
Q10	If you heard that a prescription weight loss drug was saf...	Willingness to Try	0.035	✓ Strong
Q11a	How interested would you be if you had to administer it y...	Willingness to Try	0.004	✓ Strong
Q11b	How interested would you be if you could take it as a pill?	Willingness to Try	0.099	✓ Good
Q11c	How interested would you be if it was not covered by your...	Willingness to Try	0.015	✓ Strong
Q12	Would you still be interested if you may gain the weight ...	Willingness to Try	0.026	✓ Strong
Q3a	How much do you trust pharma companies to offer reliable ...	Trust in Pharma	0.041	✓ Strong
Q3b	How much do you trust pharma companies to offer reliable ...	Trust in Pharma	0.056	✓ Good
Q3c	How much do you trust pharma companies to develop new, ef...	Trust in Pharma	0.032	✓ Strong
Q3d	How much do you trust pharma companies to inform the publ...	Trust in Pharma	0.004	✓ Strong
Q3e	How much do you trust pharma companies to price their pro...	Trust in Pharma	0.016	✓ Strong
Q23	How easy or difficult is it for you to afford to pay for ...	Affordability & Adherence	0.077	✓ Good
Q24a	In the past 12 months, have you not filled a prescription...	Affordability & Adherence	0.053	✓ Good
Q24b	In the past 12 months, have you cut pills in half or skip...	Affordability & Adherence	0.045	✓ Strong
Q24c	In the past 12 months, have you taken an OTC drug instead...	Affordability & Adherence	0.067	✓ Good
RX	Do you currently take any prescription medicine, or not?	Affordability & Adherence	0.018	✓ Strong
Q13b	Should health insurance cover the cost of weight loss dru...	Insurance & Pricing	0.076	✓ Good
Q4	Do you think the cost of prescription drugs is reasonable...	Insurance & Pricing	0.000	✓ Strong
Q5c	Are pharma company profits a major factor, minor factor, ...	Insurance & Pricing	0.011	✓ Strong

**Average KL Divergence: 0.039 | Median: 0.033**

KL Divergence < 0.05 = strong | 0.05–0.15 = good | > 0.15 = review needed

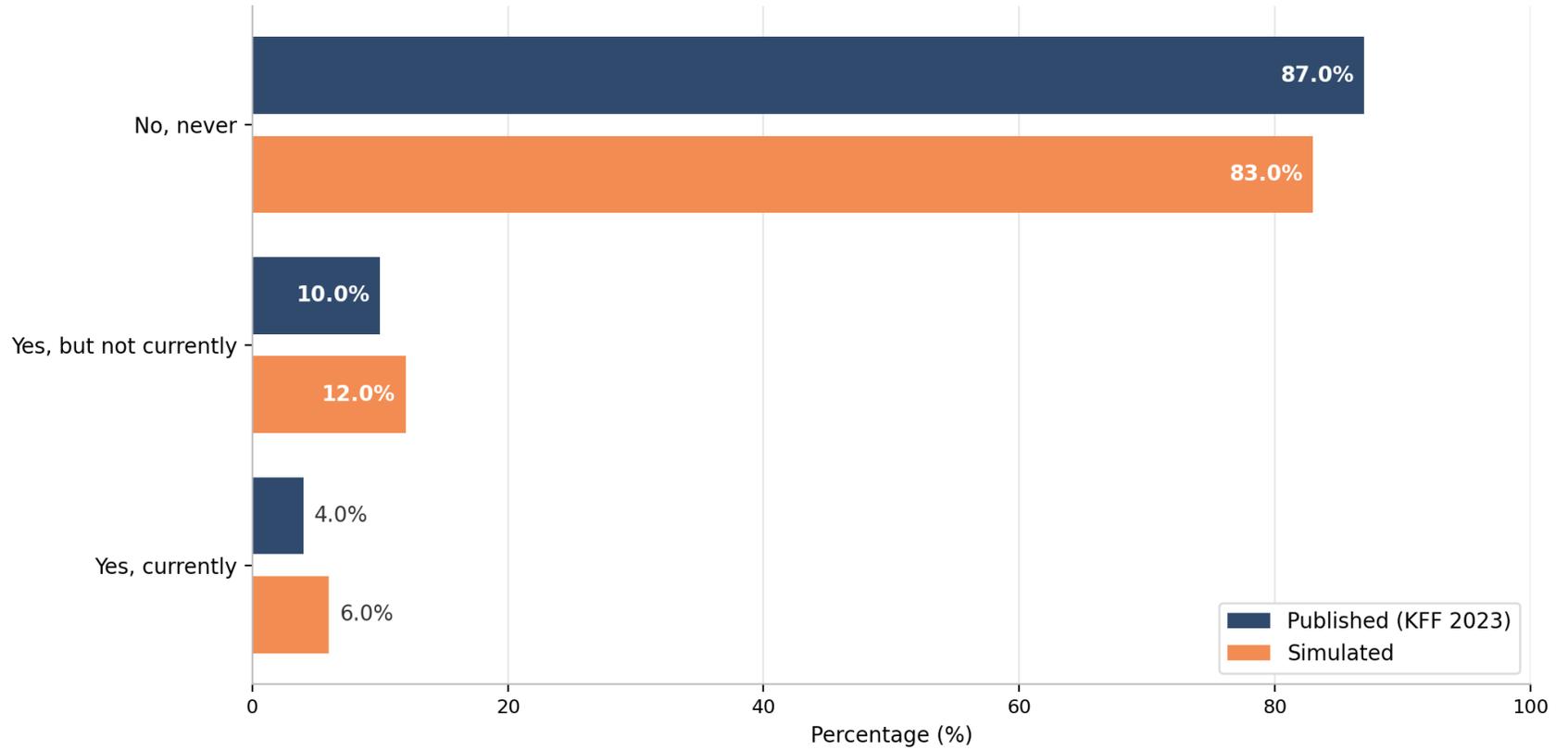
### How much have you heard about a new class of drugs being used for weight loss (Ozempic, Wegovy, Mounjaro)?

KL Divergence = 0.099



### Are you currently or have you ever used a prescription drug to lose weight?

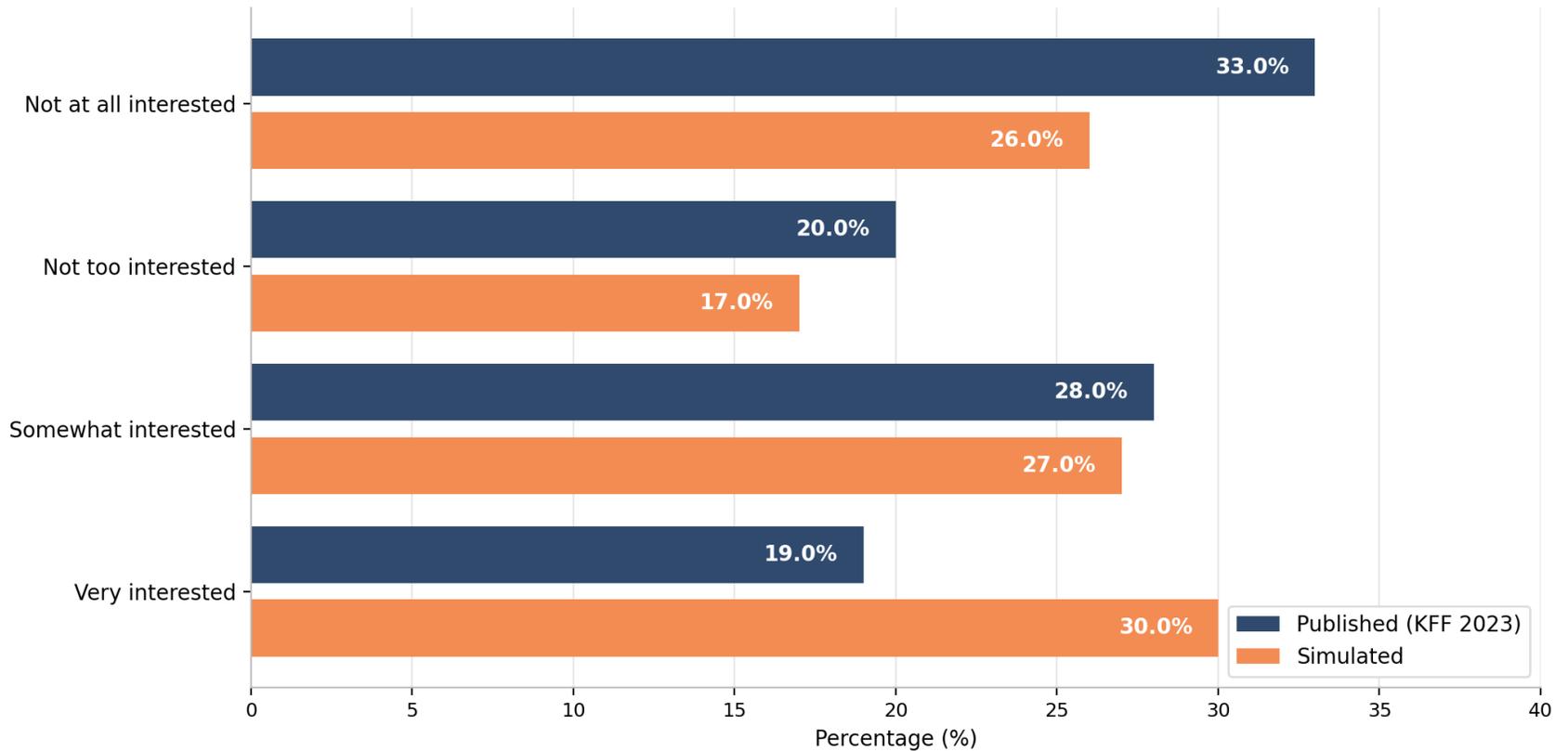
KL Divergence = 0.006



## If you heard that a prescription weight loss drug was safe and effective, how interested would you be?

Base: not currently taking weight loss drugs (live n=1,265; sim n=1,252)

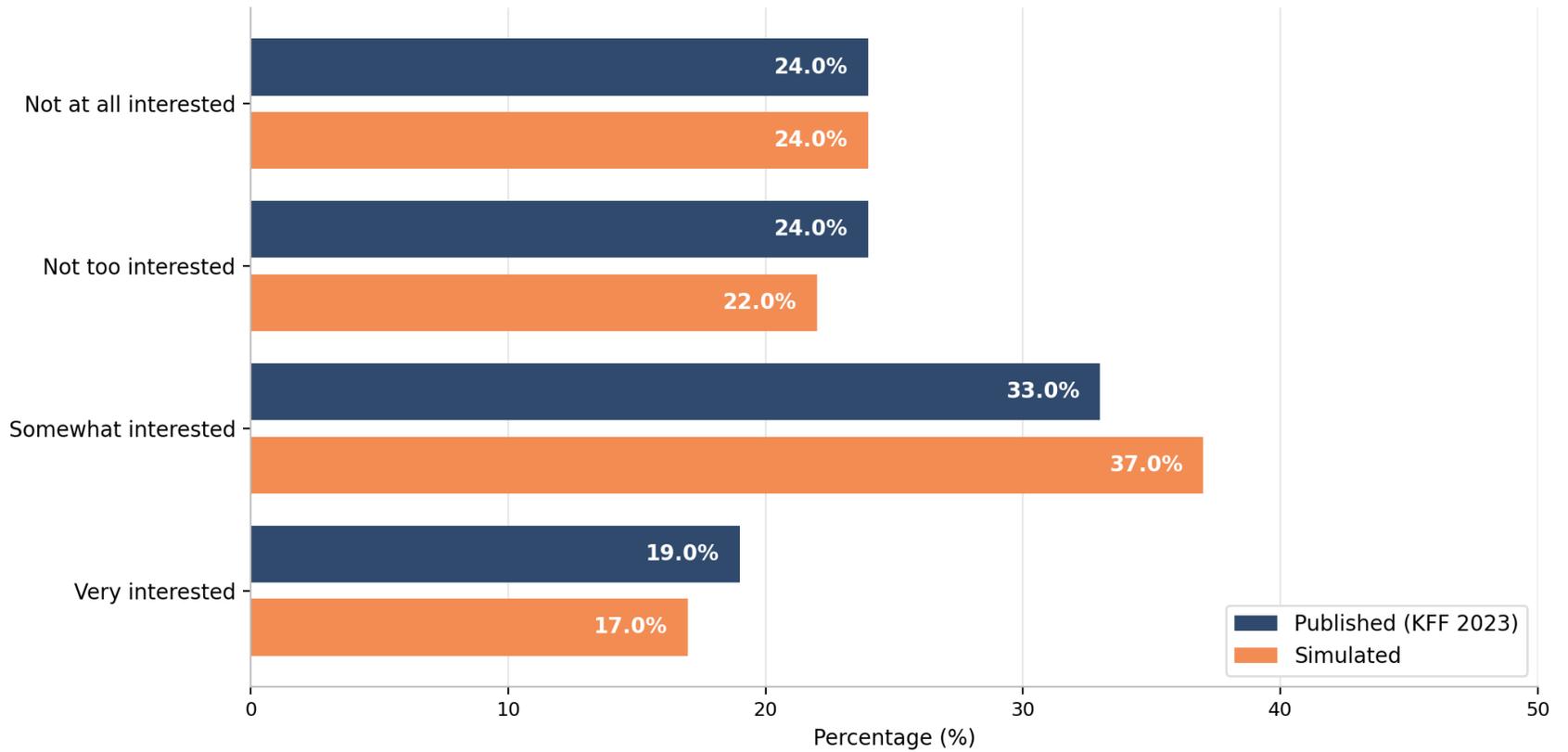
KL Divergence = 0.035



## How interested would you be if you had to administer it yourself as a weekly injection?

Base: interested in Q10 (live n=574; sim n=705)

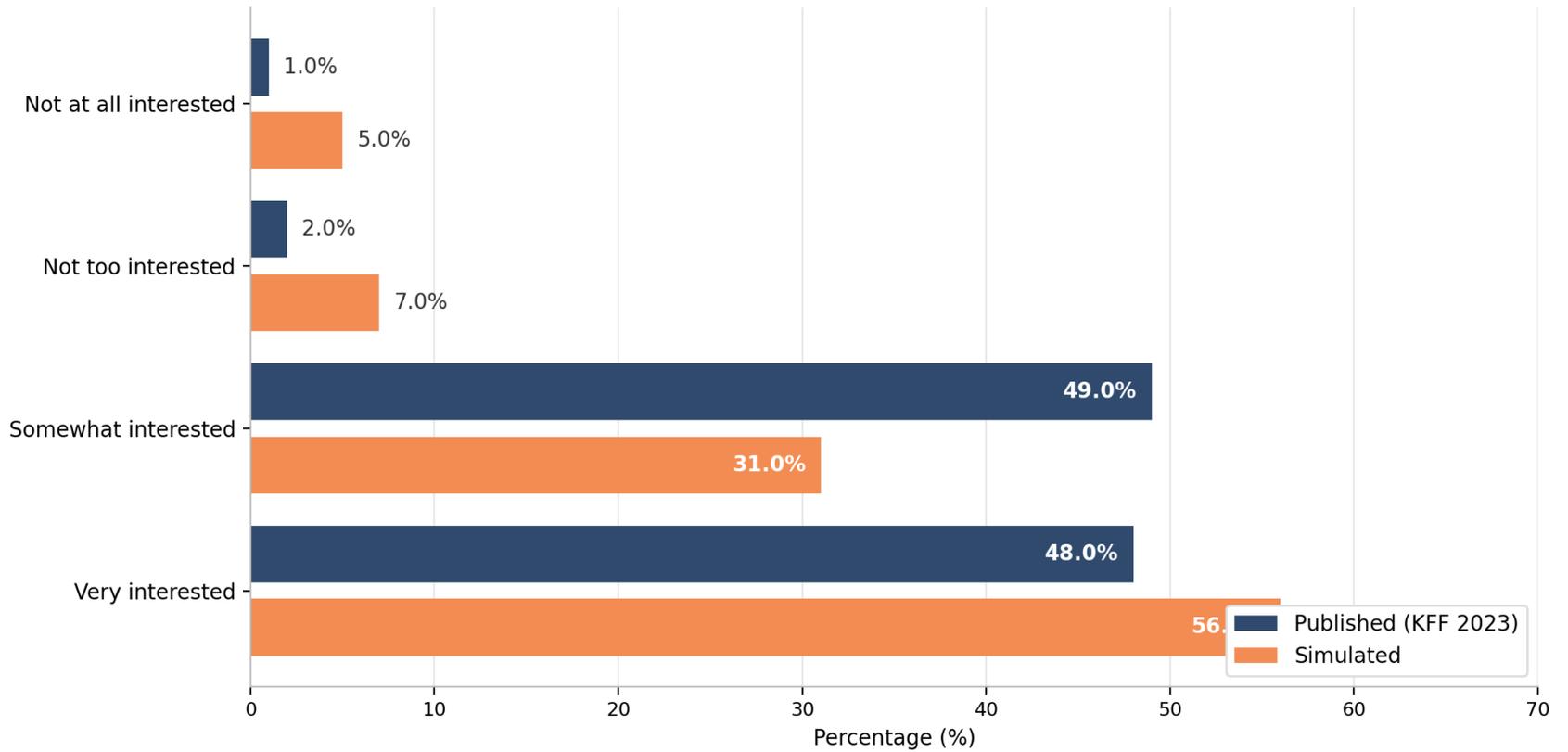
KL Divergence = 0.004



## How interested would you be if you could take it as a pill?

Base: interested in Q10 (live n=574; sim n=705)

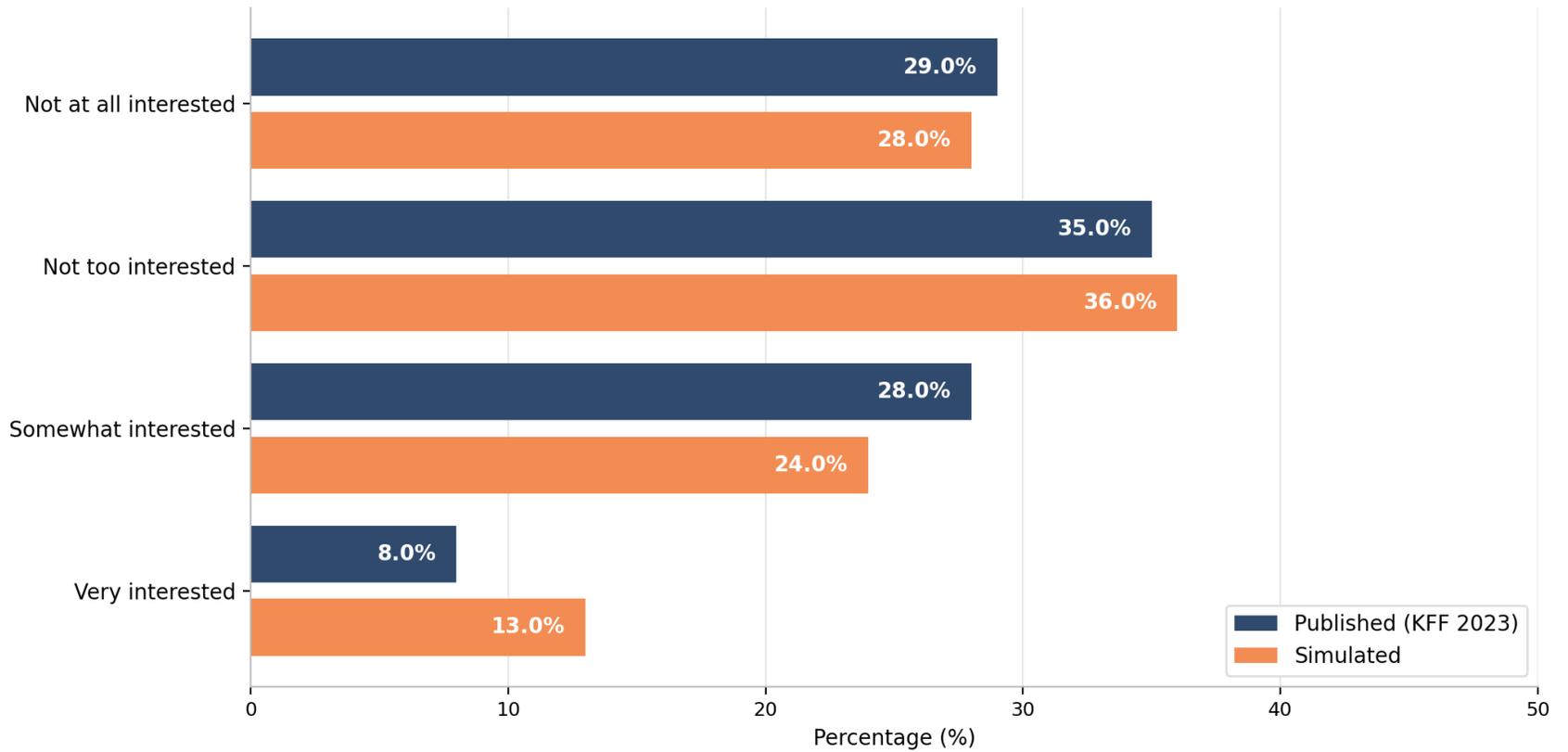
KL Divergence = 0.099



## How interested would you be if it was not covered by your insurance?

Base: interested in Q10 (live n=574; sim n=705)

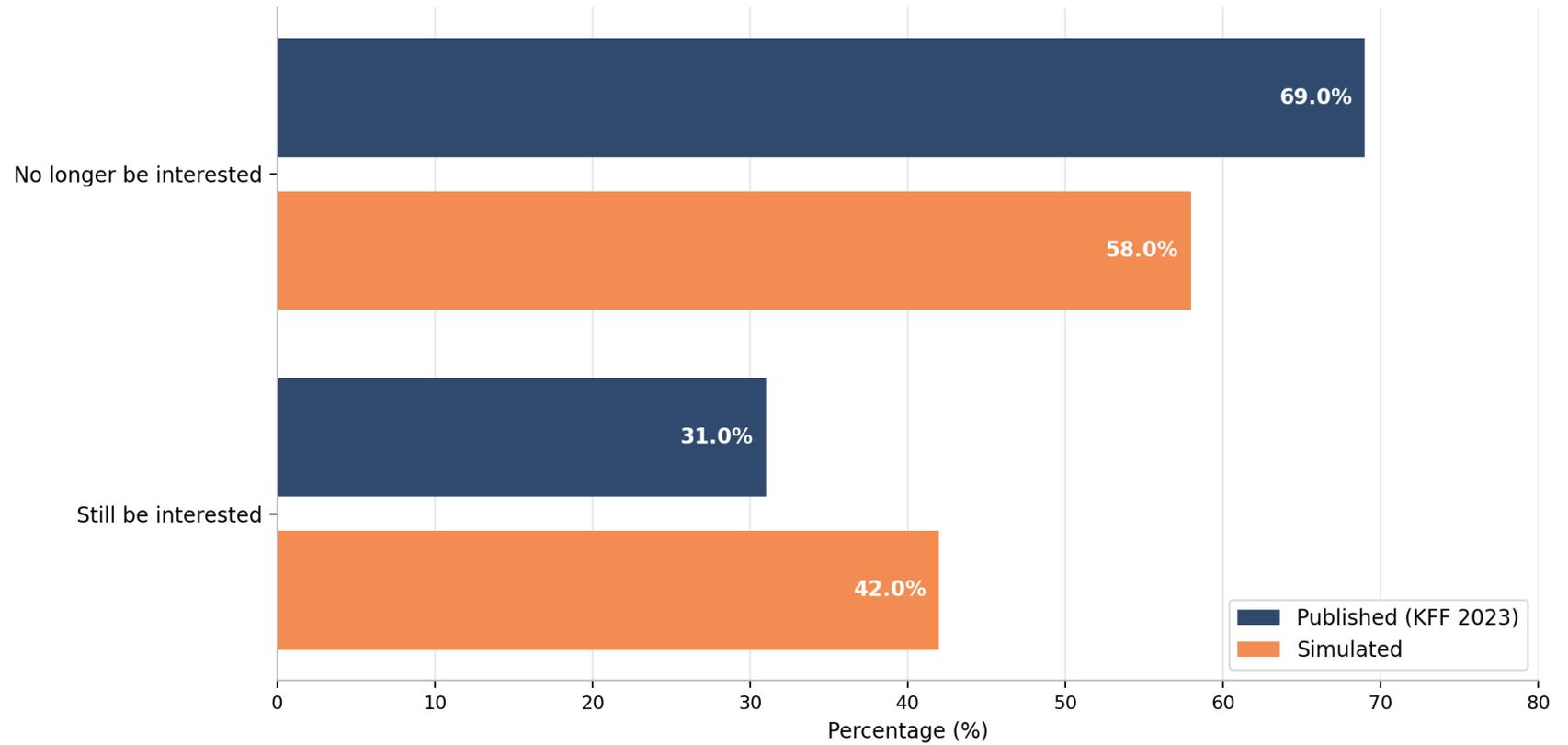
KL Divergence = 0.015



## Would you still be interested if you may gain the weight back after stopping?

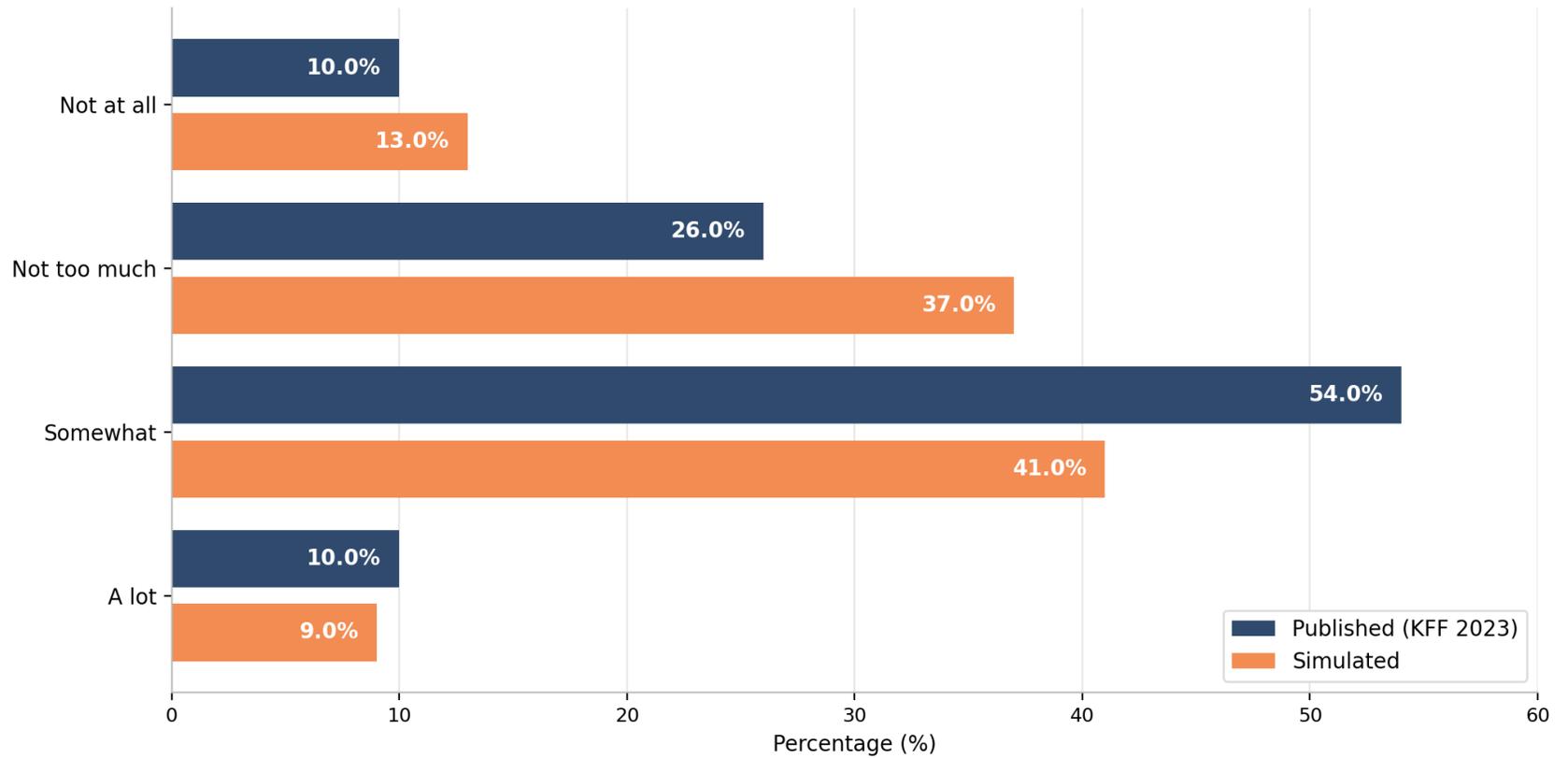
Base: interested in Q10 (live n=574; sim n=705)

KL Divergence = 0.026



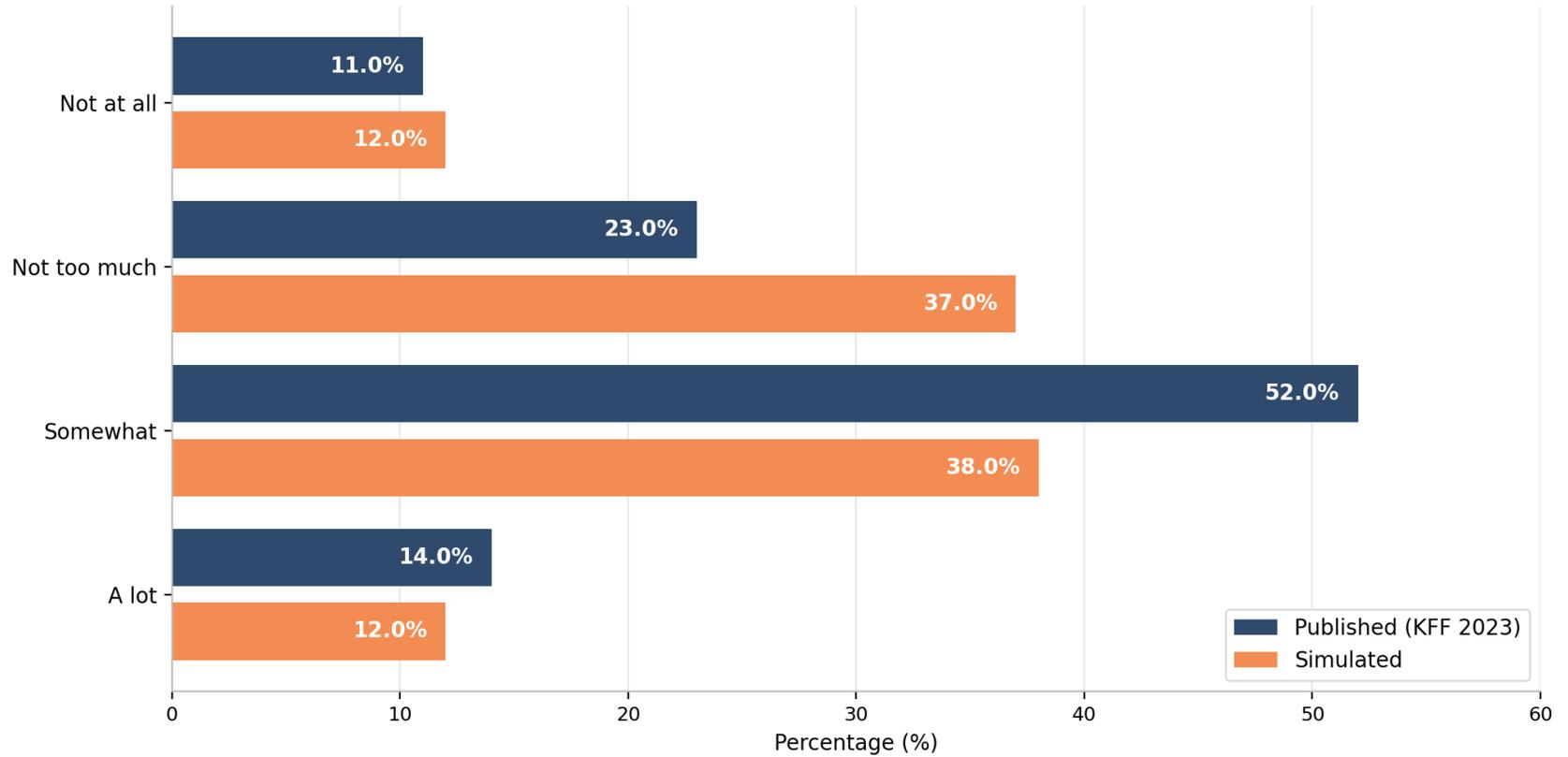
## How much do you trust pharma companies to offer reliable information about how well their drugs work?

KL Divergence = 0.041



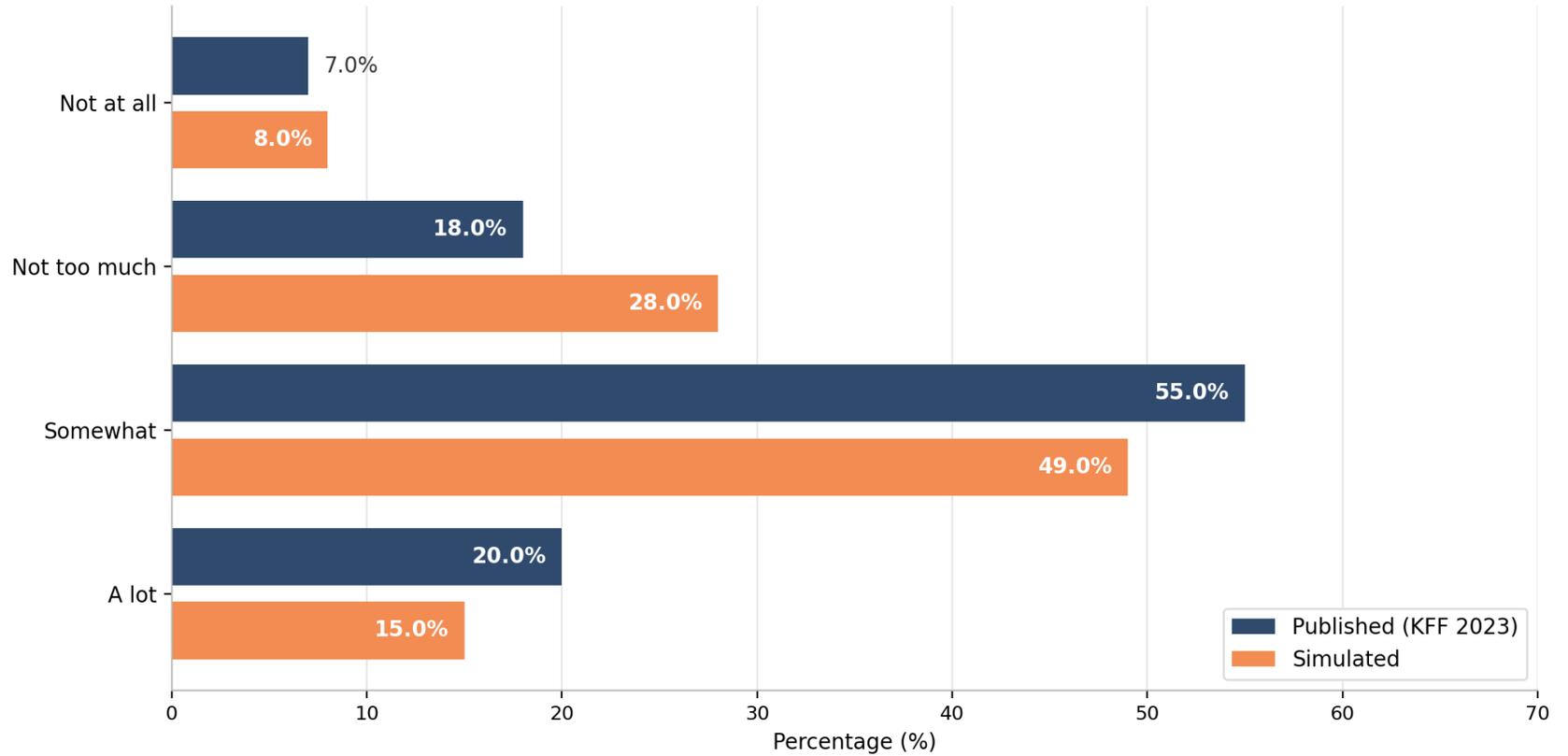
## How much do you trust pharma companies to offer reliable information about side effects and safety?

KL Divergence = 0.056



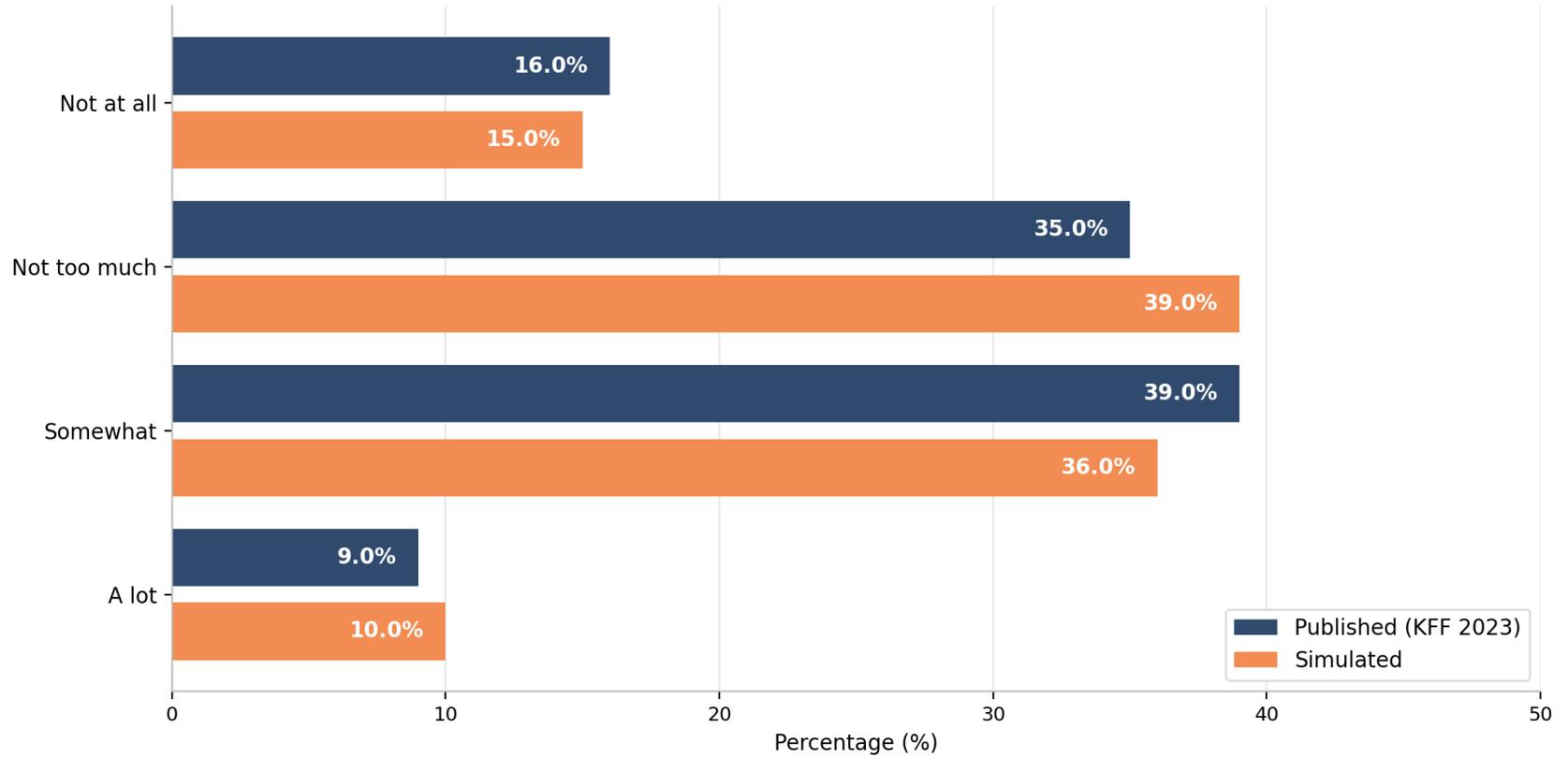
## How much do you trust pharma companies to develop new, effective drugs?

KL Divergence = 0.032



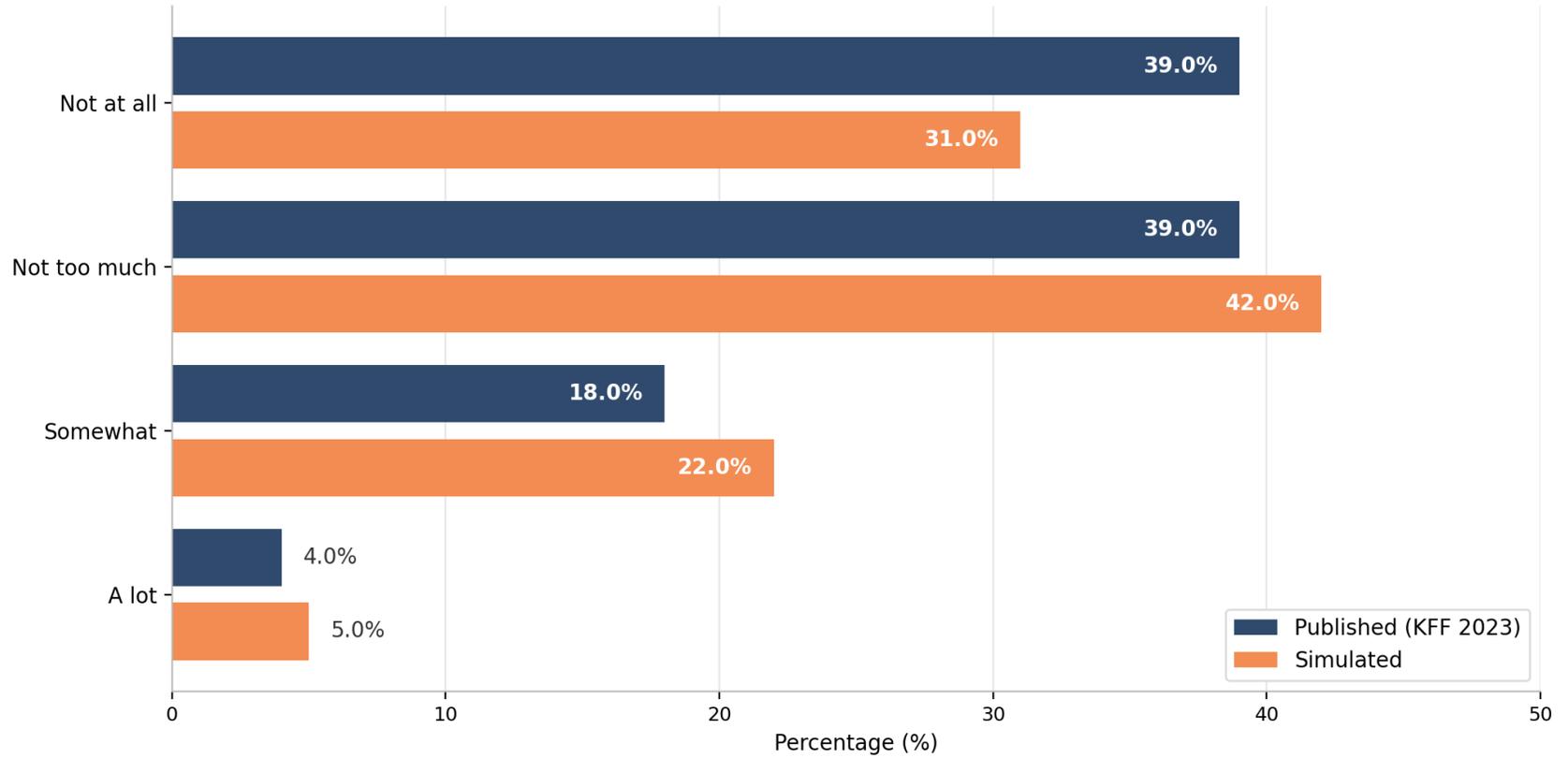
## How much do you trust pharma companies to inform the public quickly of safety concerns?

KL Divergence = 0.004



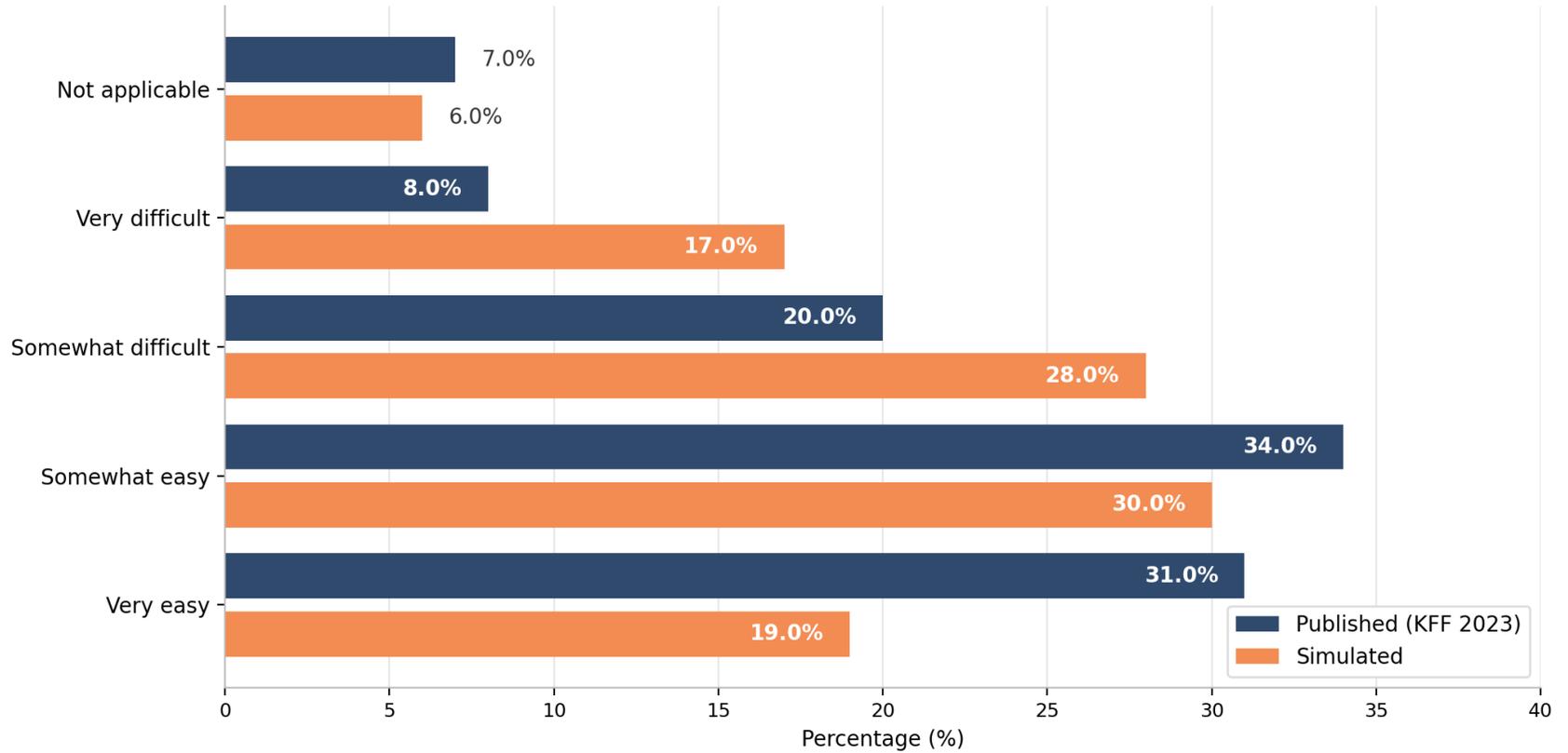
## How much do you trust pharma companies to price their products fairly?

KL Divergence = 0.016



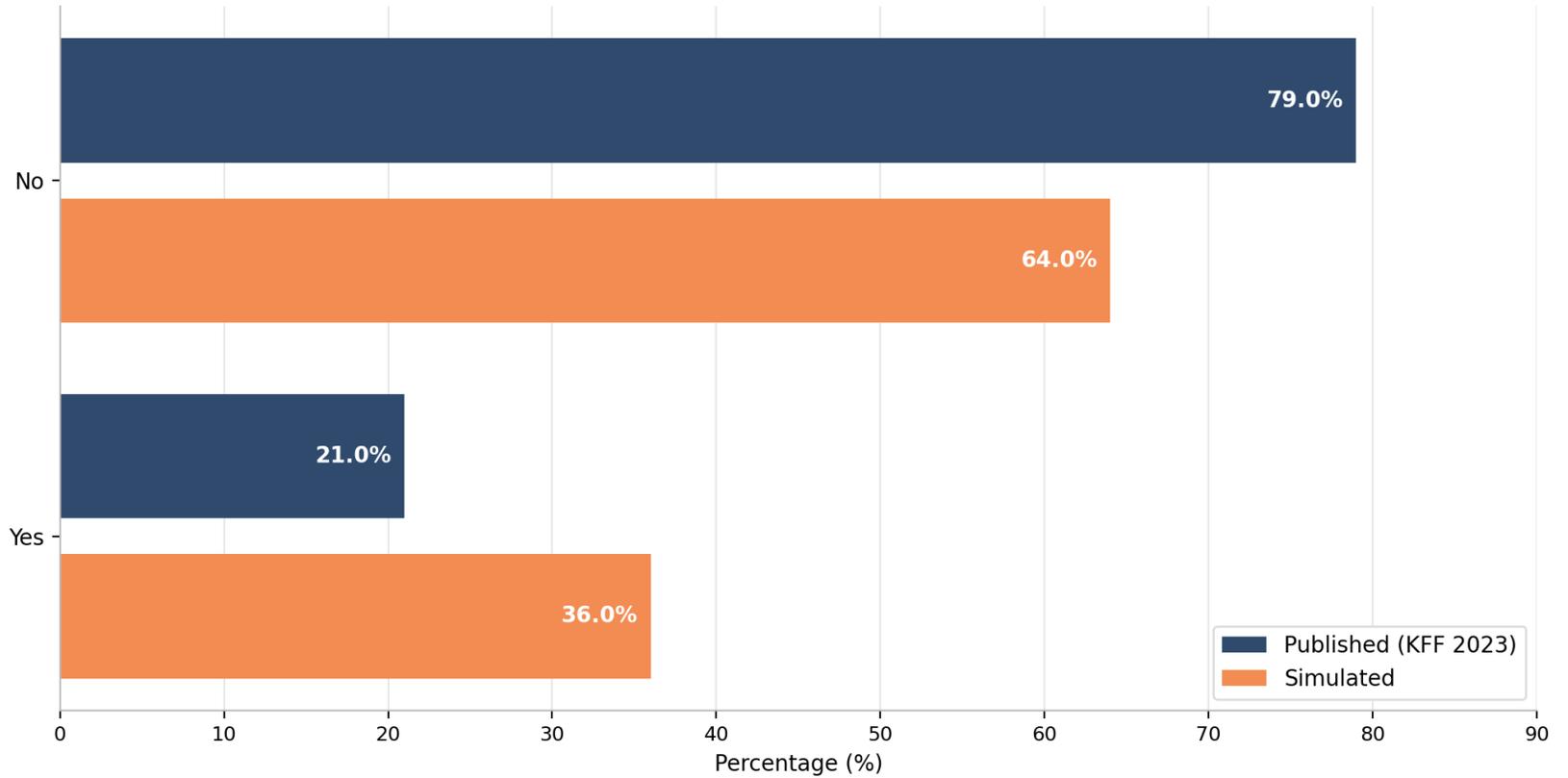
## How easy or difficult is it for you to afford to pay for prescription drugs?

KL Divergence = 0.077



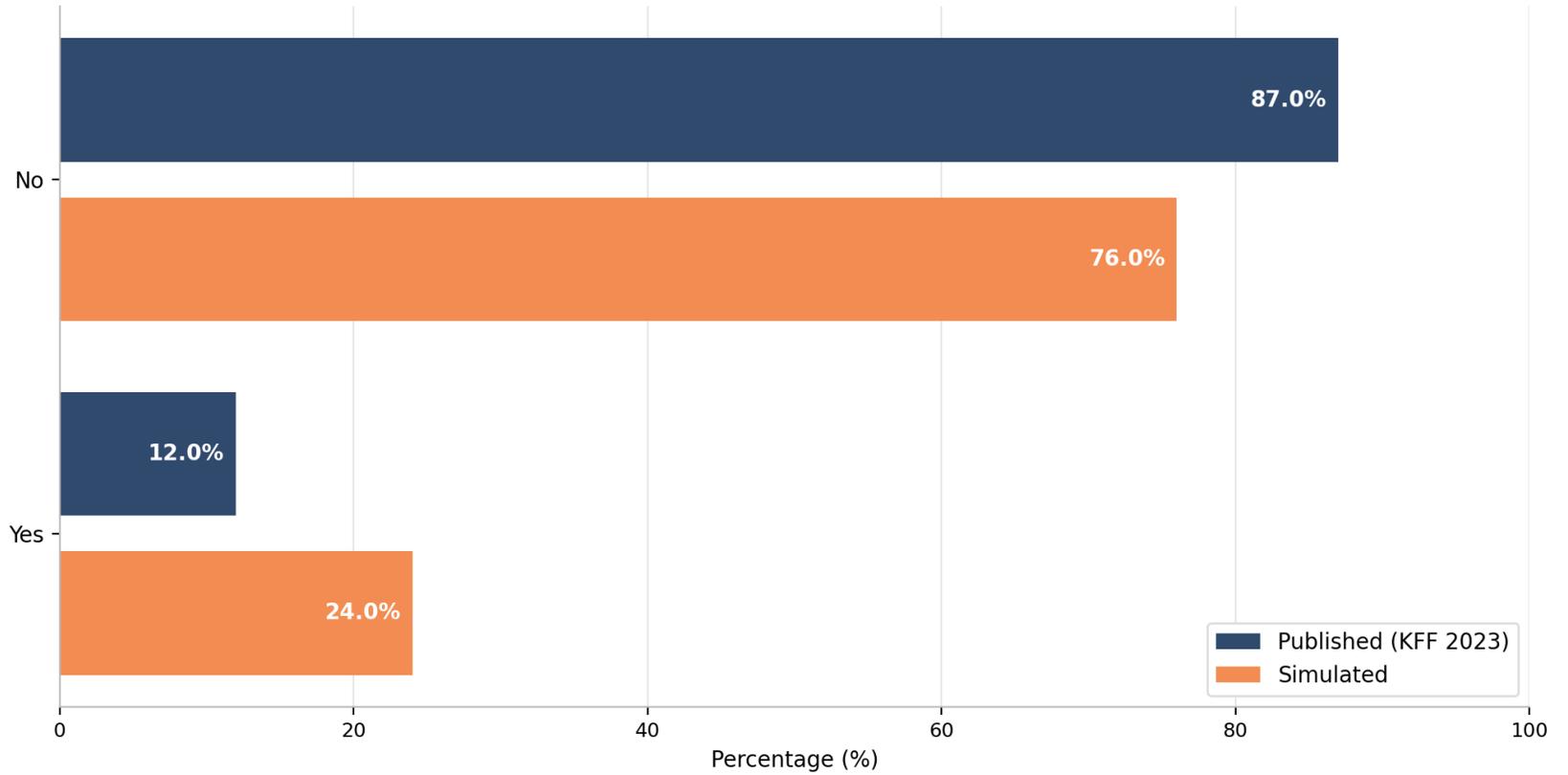
### In the past 12 months, have you not filled a prescription because of the cost?

KL Divergence = 0.053



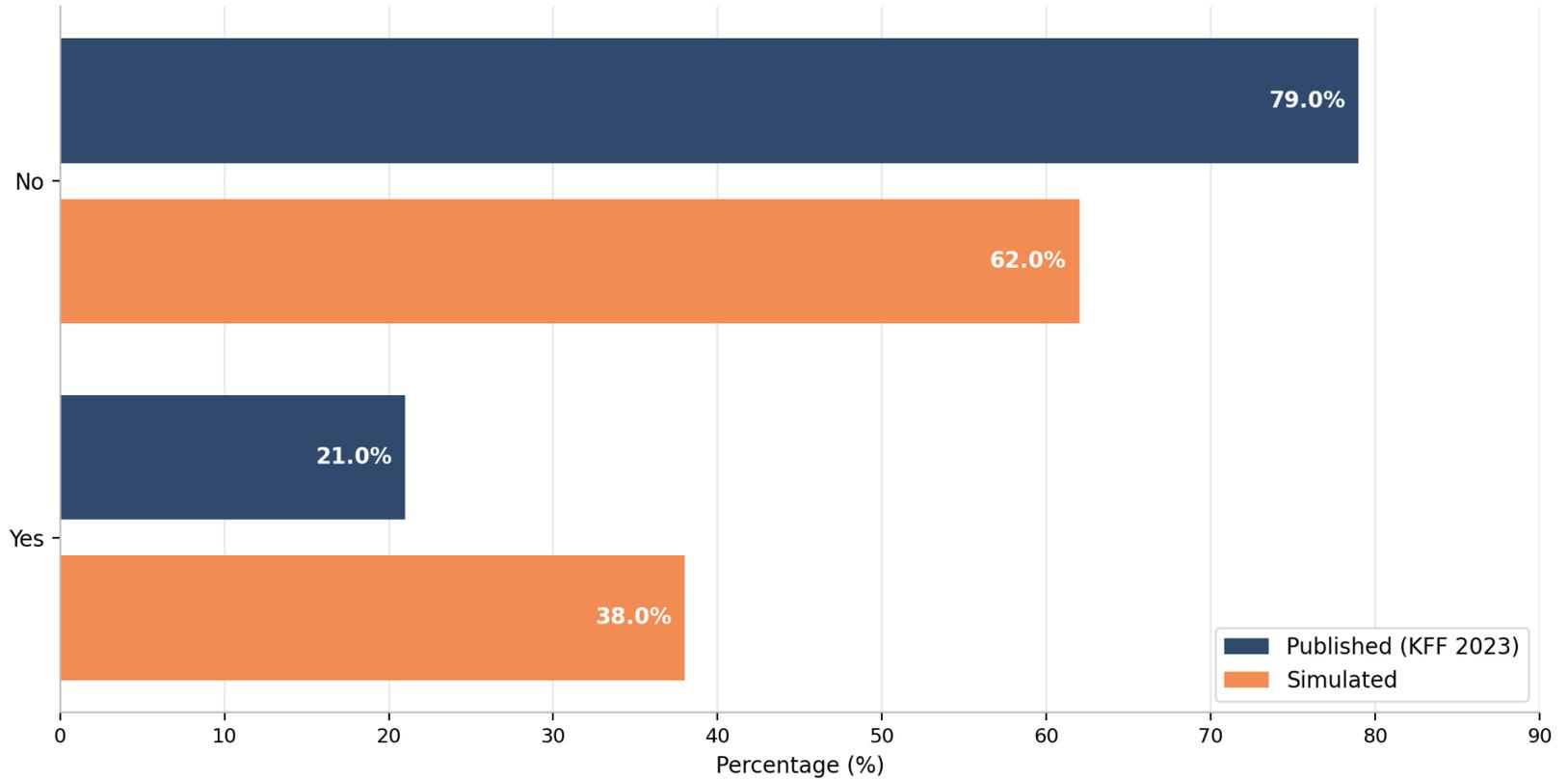
### In the past 12 months, have you cut pills in half or skipped doses because of the cost?

KL Divergence = 0.045



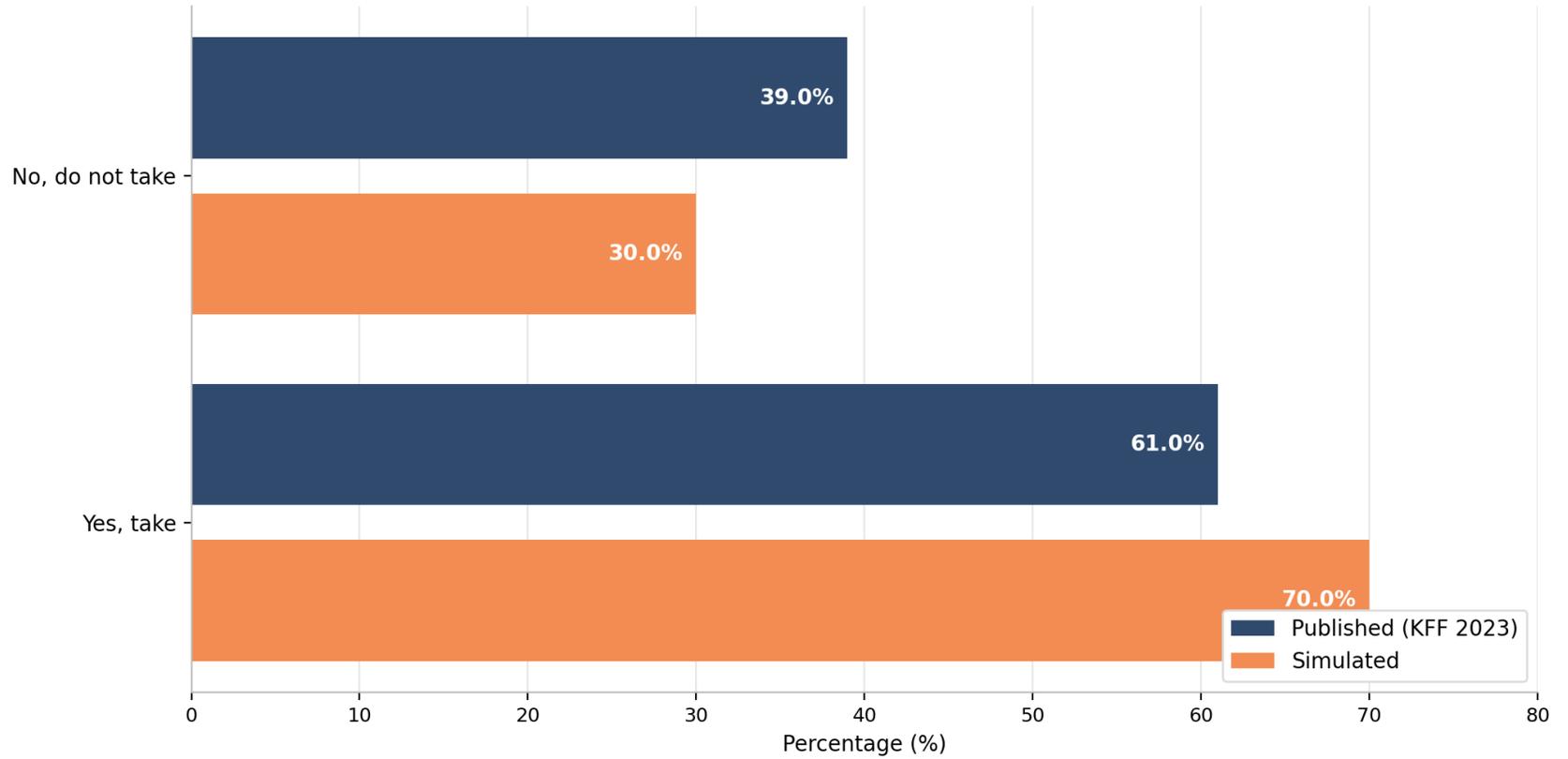
### In the past 12 months, have you taken an OTC drug instead of getting a prescription filled because of cost?

KL Divergence = 0.067



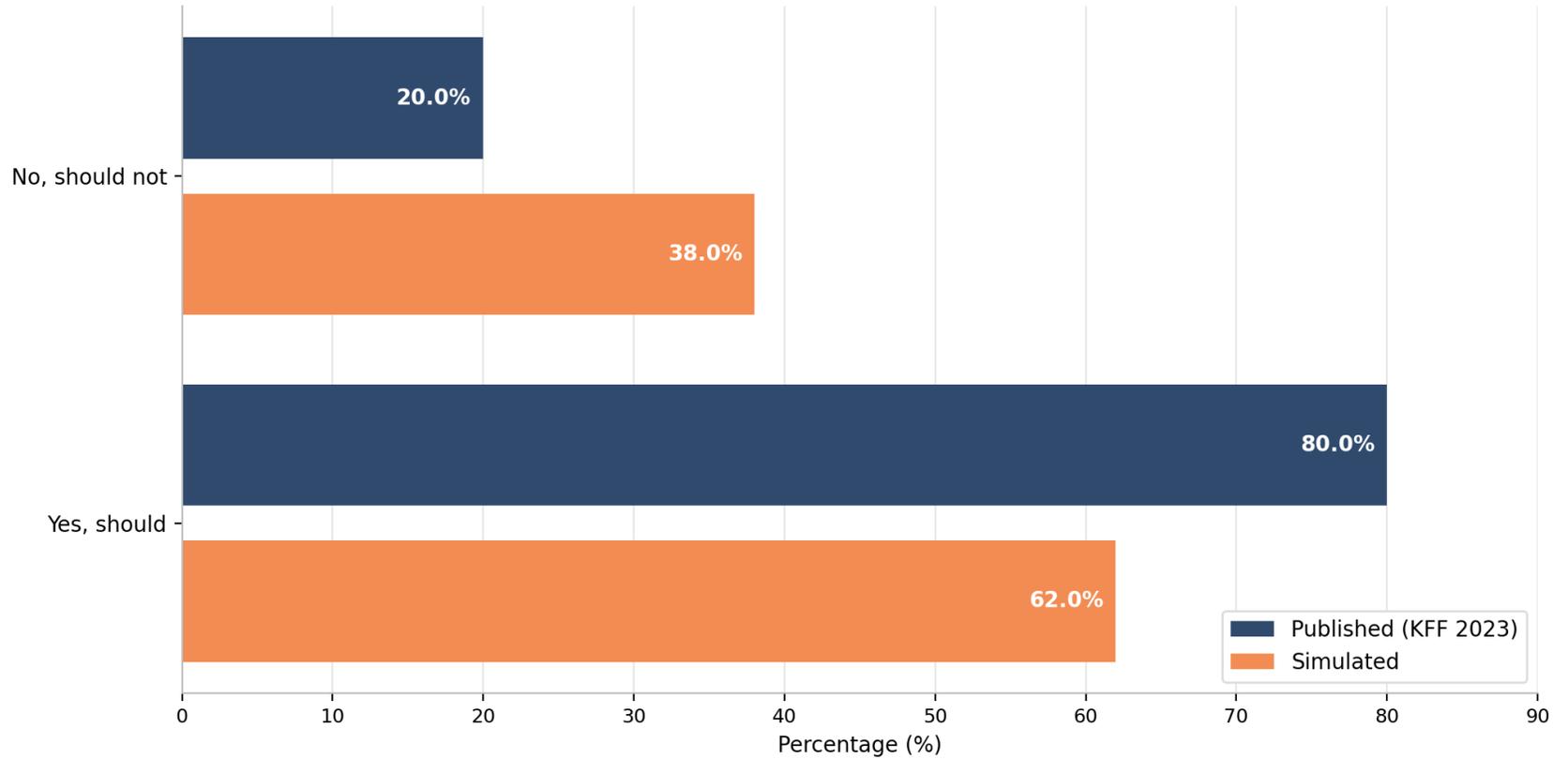
## Do you currently take any prescription medicine, or not?

KL Divergence = 0.018



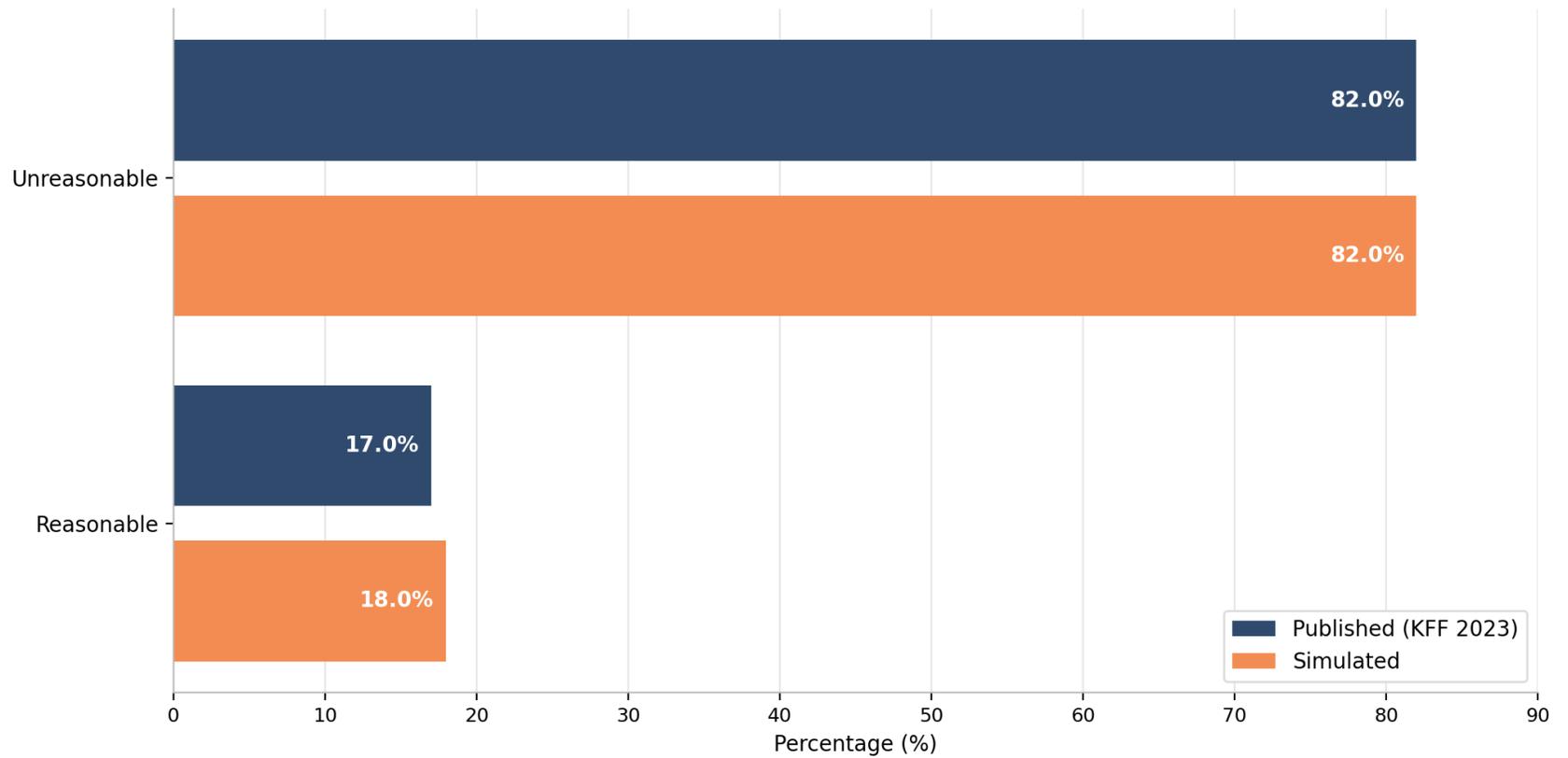
### Should health insurance cover the cost of weight loss drugs for adults diagnosed as overweight or obese?

KL Divergence = 0.076



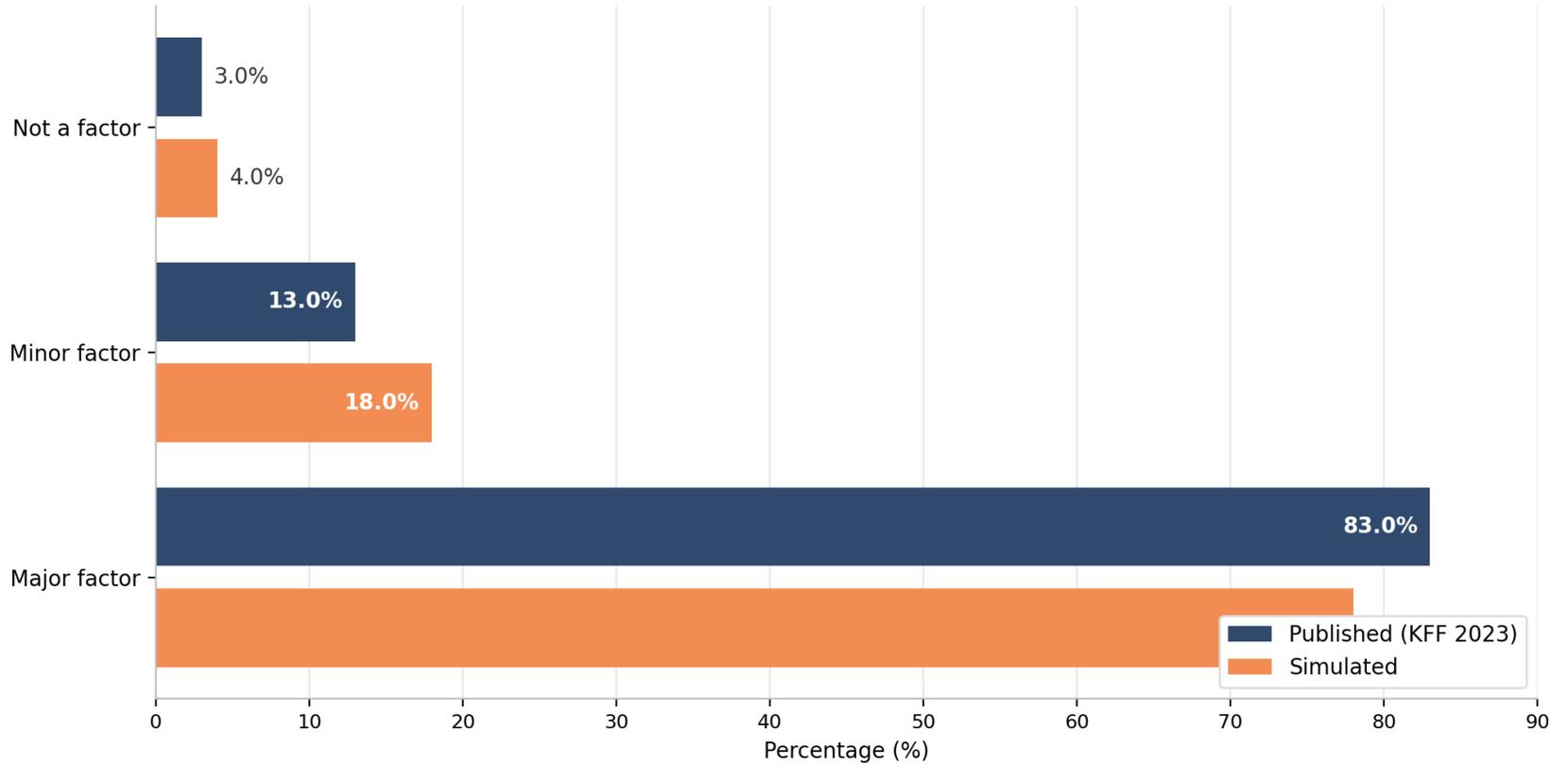
## Do you think the cost of prescription drugs is reasonable or unreasonable?

KL Divergence = 0.000



## Are pharma company profits a major factor, minor factor, or not a factor in prescription drug prices?

KL Divergence = 0.011



# Appendix: Survey Questions

**Q8: How much have you heard about a new class of drugs being used for weight loss (Ozempic, Wegovy, Mounjaro)?**

*Responses: A lot | Some | A little | Nothing at all*

**Q9: Are you currently or have you ever used a prescription drug to lose weight?**

*Responses: Yes, currently | Yes, but not currently | No, never*

**Q10: If you heard that a prescription weight loss drug was safe and effective, how interested would you be? [Base: not currently taking weight loss drugs (live n=1,265; sim n=1,252)]**

*Responses: Very interested | Somewhat interested | Not too interested | Not at all interested*

**Q11a: How interested would you be if you had to administer it yourself as a weekly injection? [Base: interested in Q10 (live n=574; sim n=705)]**

*Responses: Very interested | Somewhat interested | Not too interested | Not at all interested*

**Q11b: How interested would you be if you could take it as a pill? [Base: interested in Q10 (live n=574; sim n=705)]**

*Responses: Very interested | Somewhat interested | Not too interested | Not at all interested*

**Q11c: How interested would you be if it was not covered by your insurance? [Base: interested in Q10 (live n=574; sim n=705)]**

*Responses: Very interested | Somewhat interested | Not too interested | Not at all interested*

**Q12: Would you still be interested if you may gain the weight back after stopping? [Base: interested in Q10 (live n=574; sim n=705)]**

*Responses: Still be interested | No longer be interested*

**Q3a: How much do you trust pharma companies to offer reliable information about how well their drugs work?**

*Responses: A lot | Somewhat | Not too much | Not at all*

# Appendix: Survey Questions (continued)

**Q3b: How much do you trust pharma companies to offer reliable information about side effects and safety?**

*Responses: A lot | Somewhat | Not too much | Not at all*

**Q3c: How much do you trust pharma companies to develop new, effective drugs?**

*Responses: A lot | Somewhat | Not too much | Not at all*

**Q3d: How much do you trust pharma companies to inform the public quickly of safety concerns?**

*Responses: A lot | Somewhat | Not too much | Not at all*

**Q3e: How much do you trust pharma companies to price their products fairly?**

*Responses: A lot | Somewhat | Not too much | Not at all*

**Q23: How easy or difficult is it for you to afford to pay for prescription drugs?**

*Responses: Very easy | Somewhat easy | Somewhat difficult | Very difficult | Not applicable*

**Q24a: In the past 12 months, have you not filled a prescription because of the cost?**

*Responses: Yes | No*

**Q24b: In the past 12 months, have you cut pills in half or skipped doses because of the cost?**

*Responses: Yes | No*

**Q24c: In the past 12 months, have you taken an OTC drug instead of getting a prescription filled because of cost?**

*Responses: Yes | No*

# Appendix: Survey Questions (continued)

**RX: Do you currently take any prescription medicine, or not?**

*Responses: Yes, take | No, do not take*

**Q13b: Should health insurance cover the cost of weight loss drugs for adults diagnosed as overweight or obese?**

*Responses: Yes, should | No, should not*

**Q4: Do you think the cost of prescription drugs is reasonable or unreasonable?**

*Responses: Reasonable | Unreasonable*

**Q5c: Are pharma company profits a major factor, minor factor, or not a factor in prescription drug prices?**

*Responses: Major factor | Minor factor | Not a factor*