

TO: Interested Parties

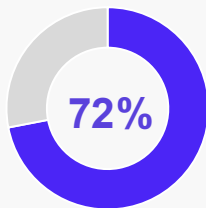
FR: Morning Consult

DT: August 2026

RE: Medicaid Coverage of FDA-Approved Obesity Medicines

Morning Consult conducted a survey on behalf of the Chronic Care Policy Alliance among 501 registered voters in Virginia. Virginia voters across party lines overwhelmingly view obesity as a serious chronic disease that deserves medical treatment, strongly support efforts to help eligible patients access FDA-approved obesity medicines, and believe Medicaid should play a role in protecting coverage. These attitudes translate into a meaningful political upside, with Virginia voters rewarding policymakers who support expanding access to obesity treatment.

Obesity is a Serious Problem

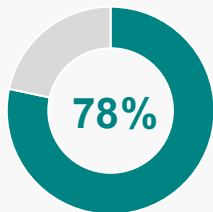


% Total problem (Very + Somewhat)

Obesity is a Major Public Health Concern

- Seven-in-ten Virginia voters (72%) see obesity as a serious problem in their state, with roughly one-quarter saying it is a *very serious issue*, and nearly two-thirds (64%) reporting a personal connection to obesity.
- Four-in-five Virginia voters (78%) agree obesity deserves the same coverage as other chronic diseases, with more than two-in-five strongly agreeing (46%).

Obesity is a Chronic Disease That Deserves the Same Coverage as Other Chronic Diseases

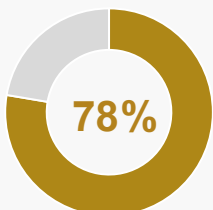


% Total agree (Strongly + Somewhat)

Voters Want Patients to Have Access to Treatment

- Most voters agree all residents, regardless of income or socioeconomic status, should have **equal access to obesity medicines** (78%) and believe **doctors should drive decision-making** (77%).
- Eight-in-ten Virginia voters (78%) are **deeply concerned that some patients are unable to access FDA-approved obesity treatments** their doctors recommend because their state Medicaid program does not cover them.
- Virginia voters are evenly split on whether obesity is a **chronic disease that should be treated with obesity medicines (52%)** or a matter of personal and lifestyle changes (48%).
- Virginia voters reject cost-based arguments against coverage. Three-in-five (60%) believe Medicaid coverage for obesity medicines is **an investment in long-term health** that prevents costly complications and reduces healthcare costs, rather than viewing medicines as too expensive for Medicaid to cover (22%).

All Residents Should Have Equal Access To Obesity Medicines



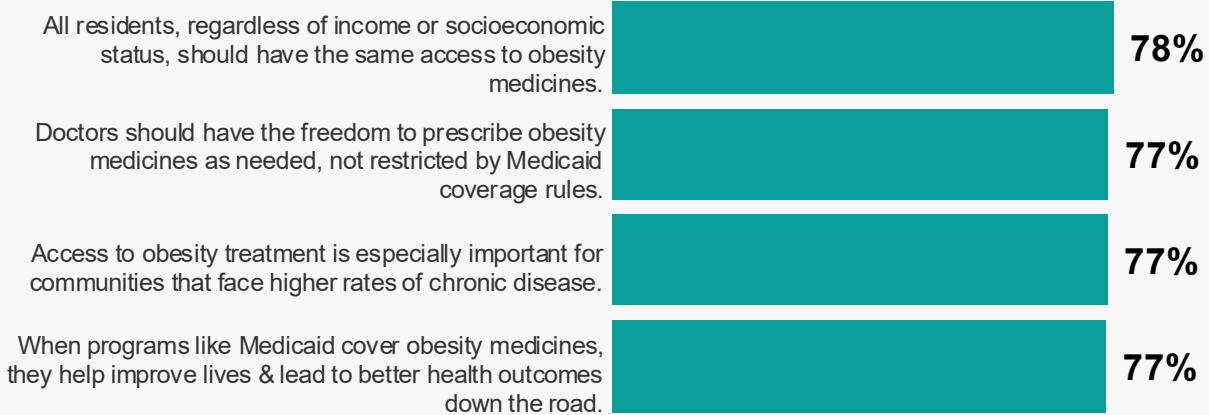
% Total agree (Strongly + Somewhat)



- Underscoring the importance of access, three-quarters of voters in Virginia (77%) recognize the **importance of obesity treatment for communities that face higher rates of chronic diseases** and agree that Medicaid **coverage of obesity medicines would help improve lives** and lead to better health outcomes (77%).

Virginia Voter Sentiment on Obesity Medicines

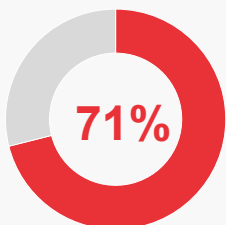
% Total Agree (Strongly + Somewhat)



Medicaid Has a Responsibility to Help Protect Access

- Most Virginia voters (74%) think it is **important for policymakers to protect access** to obesity medicines in their state.
- Most Virginia voters also **support policies that would broaden access for low-income patients** – including **establishing a program in their state** (74%) or **expanding Medicaid eligibility** (72%) – to ensure they have access to obesity medications.
- The majority of Virginia voters (68%) support **their state's Medicaid program protecting** FDA-approved obesity treatments for eligible patients.
 - Support for state Medicaid coverage of obesity treatments is strong across party, with majorities of Democrats (78%), Independents (69%), and Republicans (56%) in Virginia backing this coverage.

More Likely to Support Politicians Backing Medicaid Coverage



% More likely to support
(Much more + Somewhat more)

Virginia Voters Reward Policymakers Who Support Medicaid Coverage of Obesity Medicines

- 71% of Virginia voters say they are **more likely to support legislators who back Medicaid protecting obesity medicine coverage**, versus just 13% who say less likely.
 - Democrats (81%), Independents (72%), and Republicans (59%) in Virginia are more likely to support lawmakers who back Medicaid coverage of FDA-approved obesity medications.