

This issue: adult ADHD

What's on the minds of men & women trying to "adult" with ADHD...

Welcome to the **premiere issue** of **All About ADHD**, where we will look at what real people with ADHD are focused on. Yes, we used the word focus! Millions of people are living with ADHD, which means if you are one of those people, you are never alone. And this publication is for you!

“ADHDers” are actively talking about ADHD, searching for answers, and sharing personal experiences every day.

Our goal is to shine a light on the ADHD community conversation. What are the everyday challenges? What information or resources are people seeking? What is the community sharing and celebrating? Social media community can offer support on the ADHD journey.

By observing thousands of websites, recent social media mentions, and Google search activity to see what bubbles to the top, we can paint an authentic picture of what is needed/meaningful to real people living with ADHD.

▶ Check out the last page for future topics!

We hope you enjoy this issue.
Happy reading!
-Your Editorial Team



What's inside...

Abbreviations: ADHD, attention-deficit/hyperactivity disorder; AI, artificial intelligence.



Nearly 5% of adults in the US are living with ADHD—**that's 10 million diagnosed adults!**

#ADHD
40 billion historic views on TikTok

200% increase in adult ADHD searches in the last 5 years

Adult ADHD is on the rise...

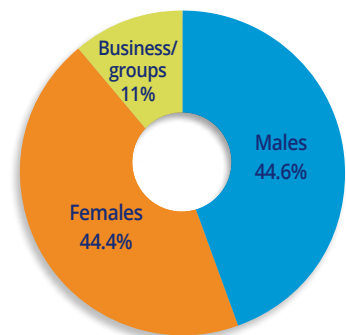
While the rate of diagnosis of adult ADHD is lower than it is for children, it nearly doubled for adults between 2020 and 2022, **fueled largely by adult women**. It's true, men and women with ADHD are equally active online.

But this is where "all things equal" ends:

- ADHD is surging in adult women
- It's changing the ADHD landscape and the conversation

Read on to see what is similar and what is different for women and men with ADHD.

...men & women are neck & neck posting about it!



Social media posts about ADHD, analyzed using an AI algorithm

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Hot topics: Trending, timely topics in the world of adult ADHD



Hacks: People with ADHD share life hacks to inspire, inform, and help other community members



Humor: The ADHD community is funny, sharing memes and poking fun at common ADHD struggles

Hot topics

Searches for "women ADHD" have increased 700% in 5 years

COVID-19, coupled with the rise of social media channels like TikTok where people are describing their ADHD, has fueled an interest in adult ADHD.

These events were a catalyst in particular for women 20 years of age and older, who have been coming forward in need of answers in staggering numbers.

Women with ADHD have gone undiagnosed or underdiagnosed for decades. Experts highlight a long history of therapists, parents, and teachers overlooking symptoms in young girls. Realizing that something is not right, **women are voraciously searching for answers.**

Top 10 internet searches on women and ADHD

- What is female ADHD?
- How many females have ADHD?
- Do females get ADHD?
- Is ADHD different in females?
- What does female ADHD look like?
- How to add women's health in Samsung Health.
- Why is it harder to diagnose females with ADHD?
- How to tell if a woman has ADHD.
- How to love an ADHD woman.
- How to deal with ADHD as a woman.

"Women ADHD" Searches up 7X
"Adult ADHD" Searches up 2X

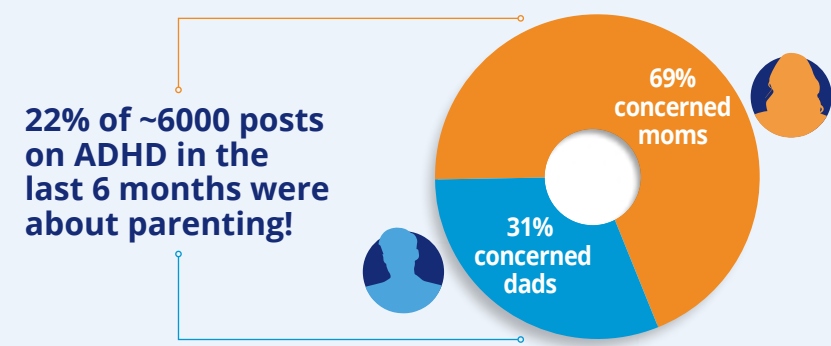
"ADHD parenting" searches have doubled in the last 5 years

Both men and women have a lot of questions around parenting and ADHD.

The vast majority of these parents posts (nearly 70%) are coming from moms.

Is this one of the contributing factors to more women seeking a diagnosis of adult ADHD?

- Do they recognize their children's symptoms in themselves?
- Is the stress of parenting a child with ADHD contributing to feeling overwhelmed or unable to manage daily activities?



► More on moms & ADHD in our next issue...

SHE SAYS

"I need to know more about my ADHD."

3X the number of posts related to topics specific to female ADHD:

- societal perceptions
- challenges with diagnosis
- symptom appearance
- treatment needs

Her symptoms: Less obvious, impacting the woman herself

CHRONICALLY DISORGANIZED

overwhelmed

EXHIBITING LOW SELF-ESTEEM

unable to manage daily activities/chores

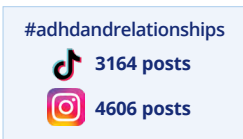
Exhibiting poor time management/chronic lateness

HE SAYS

"I need relationship help."

Men post more frequently than women on topics related to family and relationships:

- family dynamics
- parenting
- interpersonal relationships (spousal and others)



His symptoms: Typically externalized, impacting those around him

careless mistakes

sloppiness

trouble listening

PROCRASTINATION

restlessness

forgetting appointments

misplacing things constantly

inability to contain frustration

disorganization

excessive talking

Both share personal stories & anecdotes about living with ADHD

On women's minds, but not in the top 10 for men, is **holiday stress**. This is an area we will explore in much greater detail in our fall issue when we look at seasonal ADHD topics.

HIS & HER Hacks (thanks TikTok! 🎵)

Write it down—it will help you remember!

- Take baby steps—yes, getting out of bed is a positive step!
- White noise machines can be your friend when it comes to getting to sleep.
- Earplugs or noise-cancelling headphones may quickly become one of your go-to distraction reducers.
- "Momentum surf" to get things done: start with something easy, get your rhythm, and move on to harder things.

Humor Helps!

Living with ADHD is not easy. And while ADHD impacts everyone in a very personal way, the ADHD community connects and shares through humor and poking fun at the very things that can make each day a challenge.

Adults often describe ADHD in colorful ways; for example:

- "Fireworks of ideas exploding"
- "Bees in my brain"
- "Hamster wheel you can't get off"

"Good evening, fellow ADHD heads. Where are we losing our debit cards today?"

~5K retweets ~30K likes

Abbreviation: COVID-19, novel coronavirus 19.

We hope you enjoyed this issue on adult ADHD—
"His & Hers"

ALL ABOUT



What's next?

Future issues will dive into topics such as:

- ▶ Parenting
- ▶ Back to school
- ▶ Summertime
- ▶ Holidays

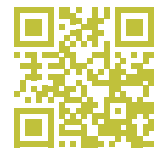
Yours to explore:



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more real ADHD
stories.



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ready to consider a
treatment option.



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