Understood Quick Insights Series

Navigating the news: Patterns of news consumption among women with ADHD

Understood.org strives to shape the world for difference so every individual can thrive. As part of our mission, we've been looking more closely at the unique experiences of women with ADHD — how their daily lives, challenges, and even media habits are shaped by the ways they think and learn.

In 2025, Understood's research team analyzed data from a large-scale mental health study conducted by F'inn, a strategic insights agency. We wanted to understand how women with ADHD consume news. What kinds of information do they look for, and how do they prefer to get it? Here, we share a few quick insights into how women with ADHD engage with news media.

Key insights

- Women with ADHD spend **significantly less time consuming news** across all formats — listening to, reading, and watching.
  - 77.5% of women with ADHD spend **three hours or less** per week on news consumption, compared to 66% of women without ADHD.
  - Only 22.5% of women with ADHD spend **four hours or more** per week on news, compared to 34% of women without ADHD.

- For many women with ADHD, **news consumption poses emotional challenges**. Over half (58%) avoid the news to protect themselves from stress, anxiety, or feeling down.

- Women with ADHD are **more likely to turn to TikTok as a news source**. Nearly 1 in 3 women with ADHD (31%) use TikTok for news, compared to 23% of women without ADHD.

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Implications

These insights reveal how ADHD can influence the way women engage with information and current events. The preference for short-form platforms like TikTok and the tendency to limit news exposure to protect emotional well-being suggest that traditional news formats may not align with the needs of women with ADHD.

To support women with ADHD in managing their emotional well-being, Understood and scientists from Northwestern University worked together to create **ADHD Unstuck**. This free, self-guided activity was designed to help women with ADHD make small changes that improve their mood. It's the first in a series of interventions we have in the works — designed for women with ADHD, by women with ADHD.

Connect with us

We're always looking to collaborate and partner with others on our research. Reach out to our team at **knowledge@understood.org** to learn more.

Methodology: Analysis of data from F'inn's self-funded, in-depth quantitative study of a sample of 2,774 adults and 226 teens conducted from January 2–11, 2023, to understand the mental health crisis in the U.S. The study examined key determinants of mental health within the U.S. population ages 13 and older. Age, gender, income, region, and race/ethnicity were balanced to ensure that results are nationally representative. This analysis focuses specifically on news consumption patterns among women with ADHD, based on a sample size of 151 respondents ages 15–77. The complete sample dataset has a margin of error of +/- 5% and the sample of women with ADHD has a margin of error of +/- 8%.