

Understood.org's 2024 Neurodiversity and the Holidays Survey

As we approach the 2024 winter holiday season, new research from Understood.org finds that the holidays present unique challenges for neurodivergent adults. What we've learned has exposed the need for support during one of the most stressful times of the year.



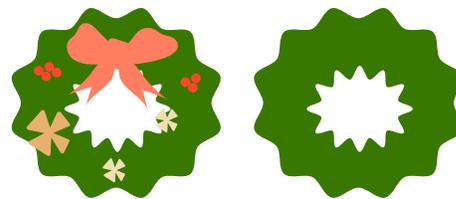
More than half of adults with ADHD say that it affects their ability to organize and **finish tasks (56%)** or **buy gifts on time (52%)**.



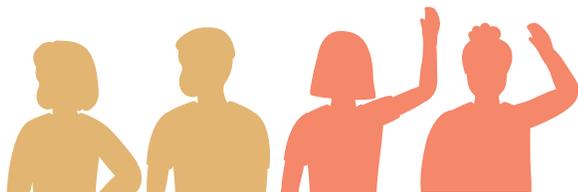
Half of adults with ADHD (**49%**) say that their ADHD impacts their **ability to buy their loved ones gifts**.



Many adults, both with and without learning and thinking differences, can use guidance when buying gifts for **neurodivergent friends/relatives (46%)** and **neurodivergent kids (55%)**.



Half of adults with learning and thinking differences say that their neurodivergence impacts their holiday season financially with **budgeting (52%)** and socially with **attending and participating in holiday events (52%)**.



Over half of all U.S. adults (**55%**) feel that the **stigma surrounding neurodiversity** is stronger than ever.

Conducted in October 2024 via The Harris Poll, Understood.org's 2024 Neurodiversity and the Holidays Survey surveyed 2,035 U.S. adults ages 18+, of whom 1,228 are adults with ADHD, 1,292 are adults who have learning and thinking differences, and 710 are parents of children under the age of 18.