Understood Quick Insights Series

The power of podcasts: How podcasts are supporting women with ADHD

Understood.org works to empower people with learning and thinking differences, estimated at almost 70 million people in the United States. That includes 26 million women. As part of this effort, we offer the Understood Podcast Network. This collection of 12 ad-free shows explores the experiences of neurodivergent people. ADHD Aha! and MissUnderstood: The ADHD in Women Channel focus on women's experiences with ADHD.

In 2025, Understood.org, in partnership with Torrens University Australia, sought to examine how our podcasts focusing on women with ADHD affected listeners. Research has long overlooked women when it comes to ADHD. Their experiences, needs, and perspectives are often missing from the conversation.

Through this first-of-its-kind study, "Women With ADHD: The Power of Podcasts," we learned how podcasts hosted by and for women with ADHD can shape health literacy, self-perception, and thriving.

Why women with ADHD?

- ADHD research historically focuses on boys, leaving major gaps in understanding how ADHD affects women.
- ADHD diagnosis rates for women ages 23-49 nearly doubled between 2020 and 2022.
- An ADHD diagnosis is associated with having a lower quality of life.

Why podcasts?

- Podcasting has grown significantly in influence over the past two decades, becoming an increasingly important medium in the media landscape.
- Podcasts are a valuable tool for sharing health-related information in ways that are personal and accessible.
- Despite this, studies of podcast listener perspectives are rare, especially in the areas of condition management and thriving.

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Key insights

We surveyed 424 women with ADHD who listen to *ADHD Aha!* and *MissUnderstood*. Here's what they told us.

Our podcasts are trusted and valued.

- **93%** say the hosts provide them with high-quality information.
- **91%** would recommend these shows to someone they know.
- **More than 9 out of 10** say they trust these podcasts and their hosts to share accurate health information.

Our podcasts help women with ADHD better understand themselves.

- **95%** believe these podcasts helped them understand the ways their ADHD affects them.
- **94%** say that listening to these podcasts has had a positive impact on how they view themselves.
- **7 out of 10** say that, because of these podcasts, they no longer feel ashamed of the challenges they may face due to their ADHD.

Our podcasts create connection.

- **92%** say these podcasts help them feel more connected to other women with ADHD.
- **71%** say that these podcasts help improve their personal relationships.

Our podcasts support thriving, not just coping.

- **86%** say that listening to these podcasts has given them hope for their future.
- **85%** say that listening to these podcasts makes them feel more confident to navigate future challenges they may face because of their ADHD.
- **72%** say that these podcasts help them develop a sense of what makes their life meaningful.

Implications

These findings show that podcasts are more than entertainment for women with ADHD. They are trusted, effective tools for health information, identity-building, and connection.

By amplifying lived experiences with expert insights, podcasts can help women with ADHD thrive in ways traditional health information channels often overlook.

On the research side, we'll be publishing more of our insights and results from the second phase of this study. Stay tuned!

Connect with us

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

Methodology: This survey was conducted online internationally by Understood.org from March 12 to May 15, 2025, among 424 adults who identify as women ages 25+, of whom 384 have been diagnosed with ADHD and 40 have symptoms of ADHD. The sampling precision of the survey is measured by using a Bayesian credible interval. The full sample data has a 95% credible interval of approximately 45.7% to 54.3%, or about ±4.3 percentage points around the 50% estimate. The survey results will contribute to a broader ongoing international study being conducted by Understood.org in partnership with Torrens University Australia into women with ADHD and podcast listenership.

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