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Neurodiversity

Understanding the largest
target audience you've never
considered

Presenters



Justine Bassman
Strategy & Insights

Corporate researcher & strategist, made the switch to nonprofit



Eleni Matheou
Qual & Product UXR

Mixed methods researcher for brand and agency, leads Qual for us & our partners



Shalini Suresh
Quant & Impact

Epidemiologist, focus on nonprofit impact and pursuing Doctorate in Public Health

Agenda

Neurodiversity 101

Getting on the same page

Size & buying power

Importance of the neurodivergent population

From “buzzword” to action

On your brand & in your research

Commit!

Specific & simple actions you can take

Questions



Neurodiversity 101



**Neurodiversity
is as natural and
essential as
biodiversity is
to
the planet.**

Source: [Psychology Today](#)



Neurodiversity is a viewpoint that brain differences are normal, rather than deficits.

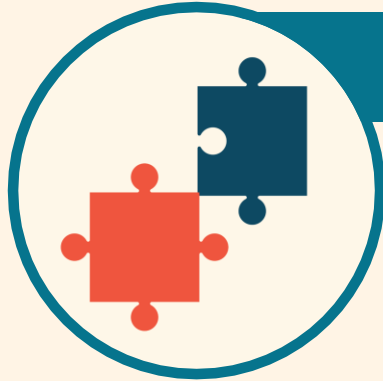


Neurodiversity refers to the variation and diversity of brain wiring.



Neurodiversity includes learning and thinking differences like ADHD, dyslexia and autism spectrum disorder.

Understood's digital resources focus on “learning & thinking differences”



Knowledge

5k articles, podcast network, self-guided therapy, and AI-powered resources



Expertise

From education, mental health, and more

Serving parents & individuals at scale, at no cost

An invisible challenge that is misunderstood

~60%

go undiagnosed

- < 1/3 of employees disclose or seek support
- Girls under-diagnosed 1:3 vs boys

Millions of Americans who could be thriving if given the right supports

Size & buying power

1 in 5

people in the U.S.
learn and think
differently



This population is sizable & has buying power

40MM

adults in the US have
LTDs

\$1.2T

in disposable income

BUT

We're not considering
them...in innovation or
research!

Designing for difference is a win for ALL consumers



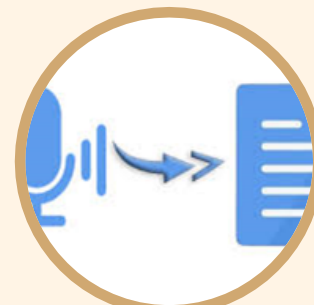
Tagless T-shirts

- Who likes an itchy label?



Closed Captions

- 70% of Gen Z watch TV with subtitles!



Text & Listen Tools

- Speech to text
- Changeable text size
- Listen at 2x

Thinking differently leads to innovation



Companies already know this from a hiring perspective...
but very few are applying this to research



From “buzzword” to action

Research with those who learn & think differently leads to human-centered insights

Research Design

Start with better inputs

- Get upfront feedback on your survey or guide
- Ensure broad understanding...and get better data

Innovation

Solve their challenges...
solve for all

- Online banking
- Life & home organization
- Etc

Advertising

Build with this audience
in mind

- Get to clear & concise messaging

Commit

YOU can enable more individuals to thrive

With Children

Give benefit of the doubt:

- 1 in 3 parents attribute educational challenges to laziness
- Girls and children of color are most misdiagnosed

With Women

See the bigger picture:

- Often **misdiagnosed** as mental health conditions
- Women over 40 stood almost no chance of being diagnosed with ADHD as a child

With Coworkers

- **Speak up:** Lacking positive role models and awareness of options/pathways
- **Advocate:** Start an ERG, ask for accommodations for all, new DEIB hiring practices

Let's collaborate!

Include Them

Add a disability Q to your surveys, including LTDs

We can do the heavy lifting to uncover new insights & co-promote

New data fuels our mission!

Equity in Research

Guardrails on how to make all research you do inclusive from the start

Consulting Partner

Bring us on to consult with your clients.

On anything from strategy to guiding compassionate quant and qual with this audience

“Lived Experience”

Library

AI-powered bot that scrapes hundreds of interviews and posts of LTDers to reveal sticky insights in all aspects of life

Qual moderators on staff

Wrap-up

See the size & buying power

40MM adults in the U.S. with \$1.2T in spending

The value

Neurodivergent consumers bring new perspective to your research, brands & talent

Commit

Include in your next project, partner with us...and advocate!

Questions?

U.org fact sheets & more



Let's connect! Email us at knowledge@understood.org