

# ADDITUDE READERSHIP

■ <b>Female</b> .....	91%
One or more children diagnosed with ADHD in HH.....	79%
One or more adults diagnosed with ADHD in HH.....	58%
One or more children diagnosed with learning disabilities in HH.....	31%
■ <b>Age</b>	
35–44.....	40%
45–54.....	32%
25–34.....	17%
■ <b>Median age of primary reader</b> .....	43
■ <b>Average no. of children in home:</b> 1.6 (all HHs), 1.9 (HHs with children)	
No. of children:	
1+.....	85%
2+.....	55%
3+.....	20%
■ <b>Average HH visits in past year to:</b>	
Psychiatrist.....	4.1
Psychologist.....	6.1
Pediatrician.....	3.3
Neurologist.....	0.6
■ <b>HH member has taken medication prescribed by a physician within past year for ADHD:</b> .....	89%
■ <b>HH member hired a coach or consultant for help in coping with ADHD in past year:</b> .....	13%
■ <b>ADHD first diagnosed:</b>	
Within past year.....	17.7%
1–2 years.....	18.4%
3–5 years.....	27.2%
6+ years.....	36.7%

\*Source: ADDitude subscriber survey, 2012