



# WHO IS IN THE WAITING ROOM?



## The GP Waiting Room



**Over**  
**3.1 Million**  
**patients visit**  
**GPs each year**

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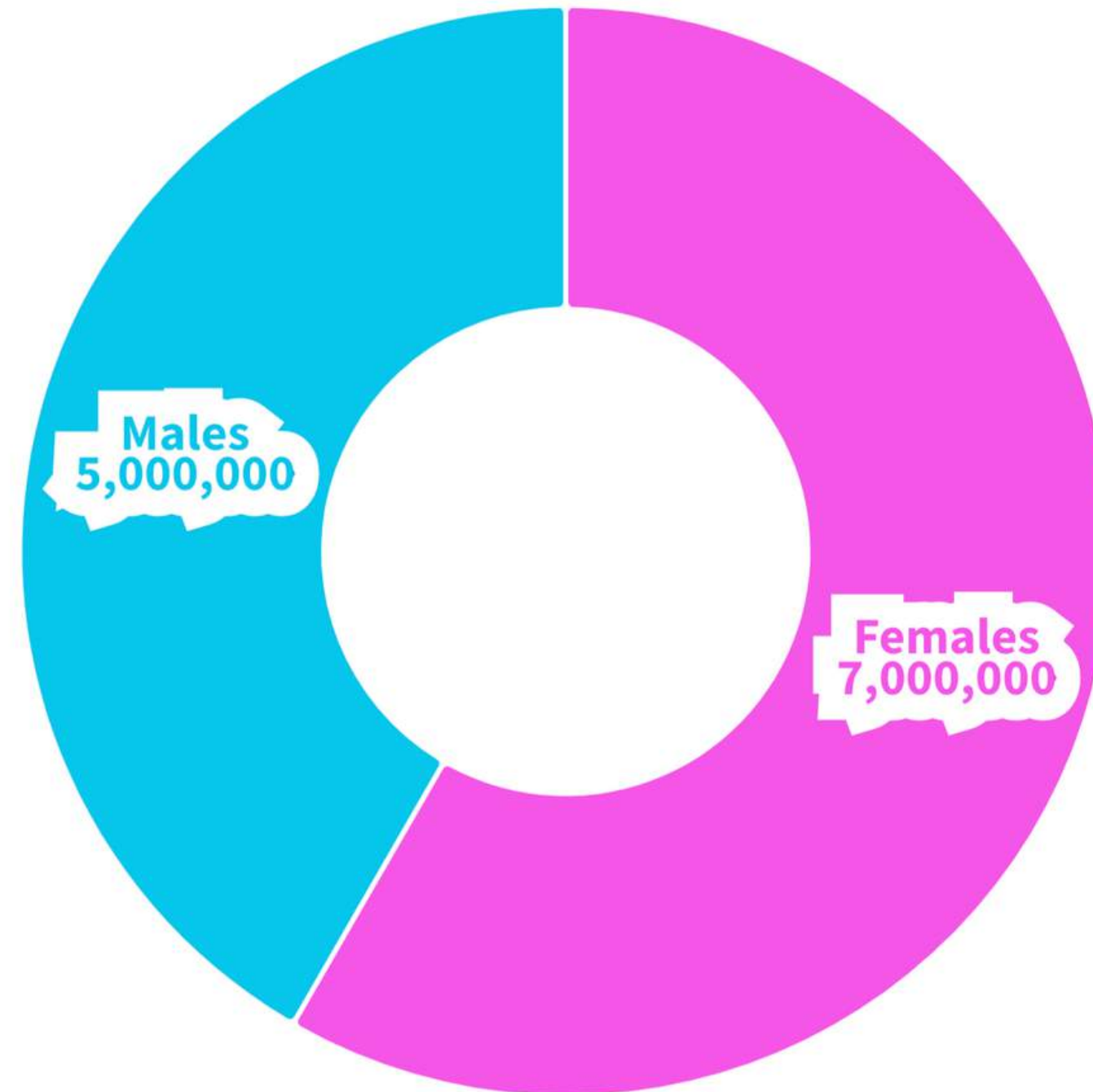
**They visit, on**  
**average**  
**3.8 times**

## The GP Waiting Room



They visit  
over  
**12 Million**  
times

Each year **FEMALES** account for over 7,000,000 visits and **MALES** over 5,000,000 visits



# Frequency of FEMALE visits in last 12 months

**Age 15 - 24**

**4.2**

Times

**Age 15 - 34**

**5.0**

Times

**Age 35 - 44**

**3.4**

Times

**Age 45 - 54**

**4.3**

Times

**Age 55 - 64**

**4.0**

Times

**Age 65 - 74**

**4.6**

Times

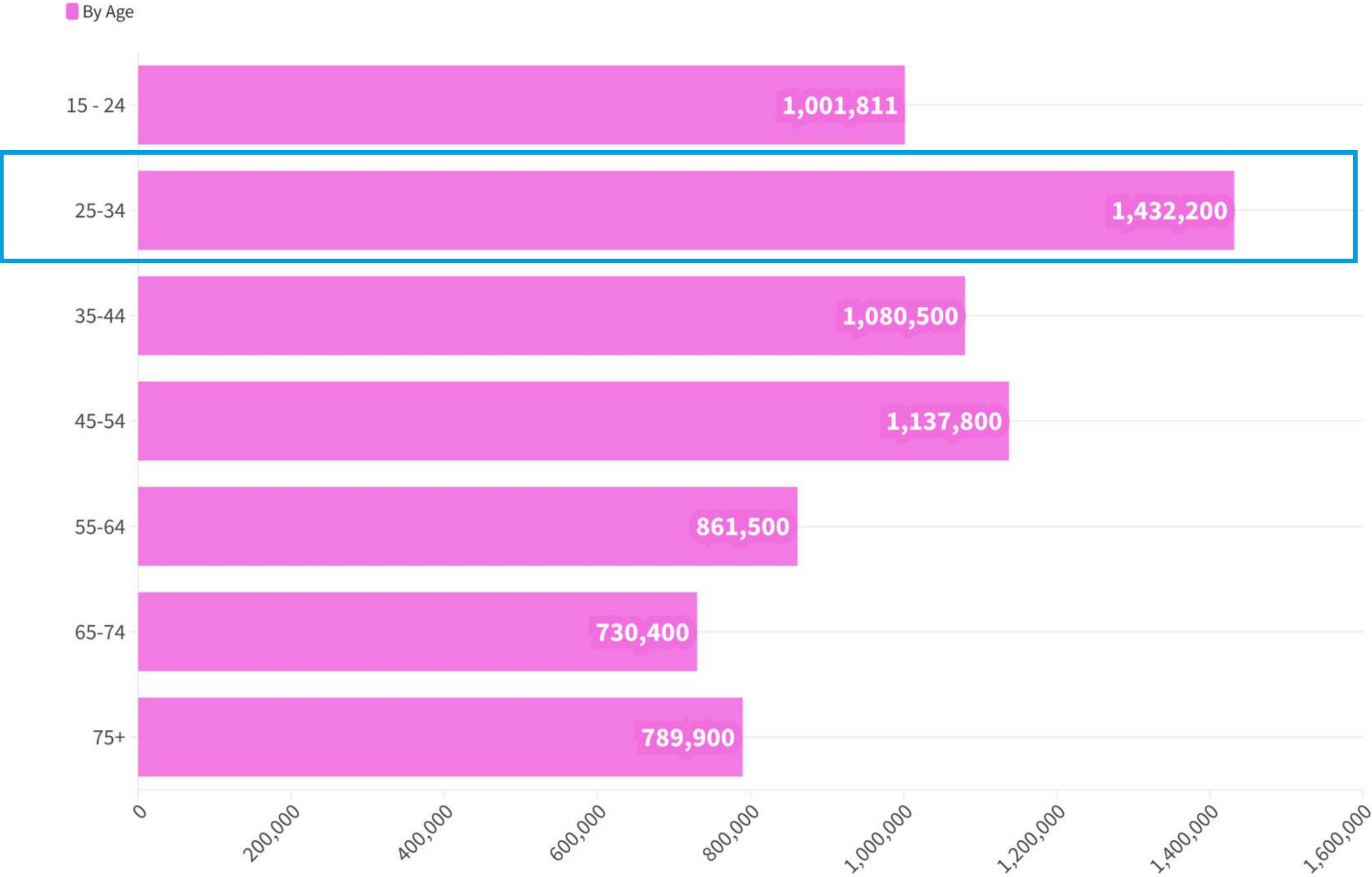
**Age 75+**

**6.2**

Times



# Number of FEMALE visits to GPs by age in last 12 months



# Frequency of **MALE** visits in last 12 months

**Age 15 - 24**

**1.8**  
Times

**Age 15 - 34**

**2.3**  
Times

**Age 35 - 44**

**2.9**  
Times

**Age 45 - 54**

**3.4**  
Times

**Age 55 - 64**

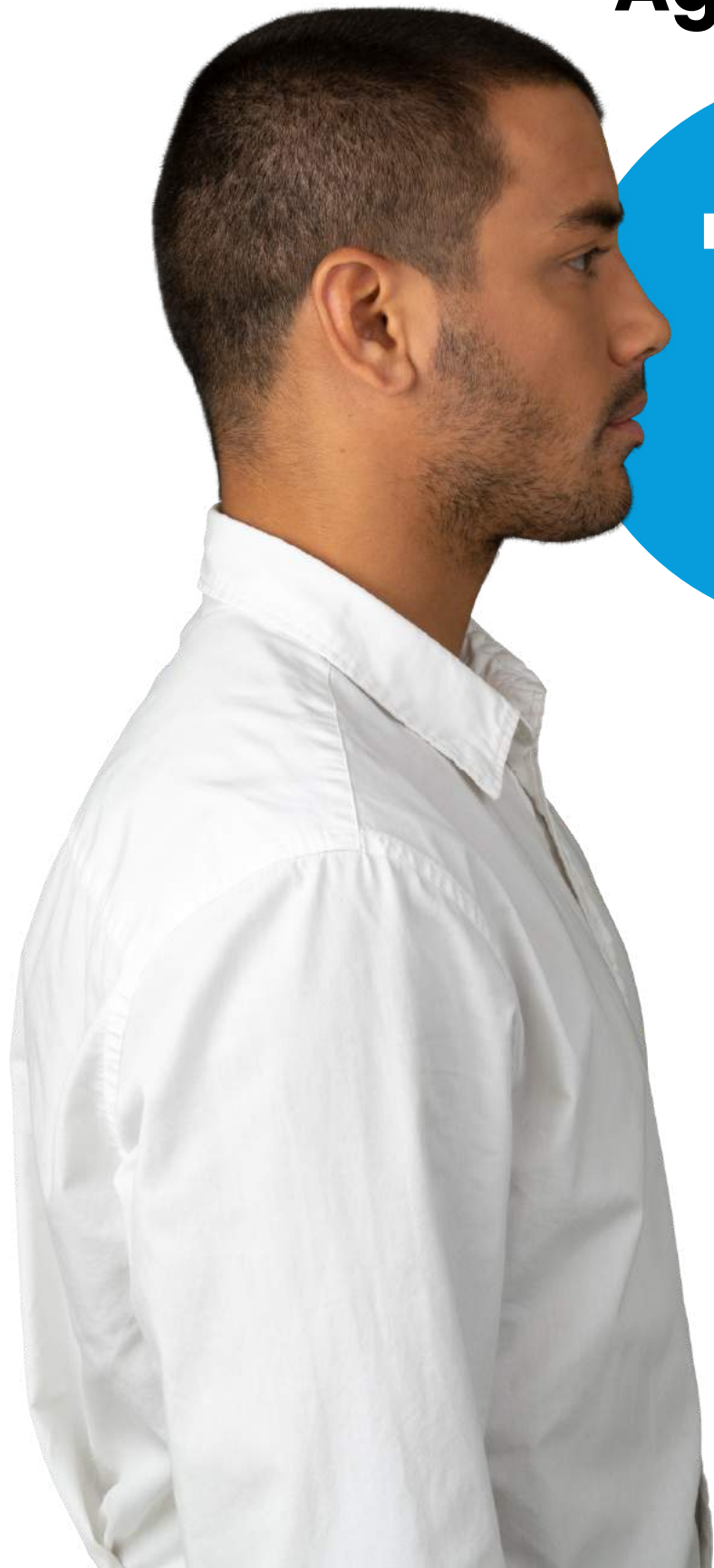
**4.1**  
Times

**Age 65 - 74**

**4.3**  
Times

**Age 75+**

**6.7**  
Times



# Number of **MALE** visits to GPs by age in last 12 months

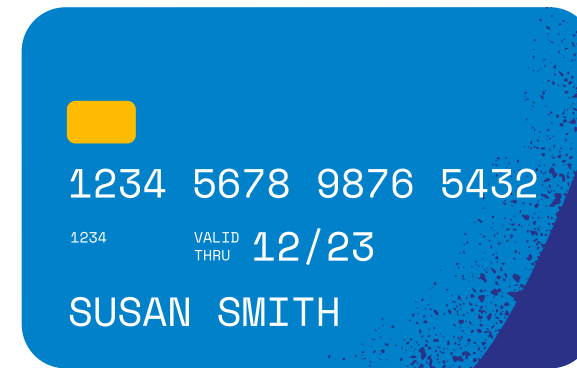




# Frequency of visits with and without medical card in last 12 months (male and female combined)



## Private Patient



2.9  
Times

## GP Visit Card



4.6  
Times

## Full Medical Card



5.6  
Times

# Ireland



## Contact us to book your campaign or for more details



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