



Men in the GP Waiting Room

Visit Numbers: 7.2 million GP visits by adult men each year in Ireland

Visit Reach: 74% of adult men visit a GP each year

Visit Share: Men account for 40% of all adult GP visits

Visit Frequency: Men visit a GP on average 3.4 times per year

Life Stages: Men attend GP practices across all life stages — seeking care for health concerns, managing ongoing conditions, attending routine checks, and addressing symptoms or conditions that are more prevalent in men as they move through midlife and later years.

What This Means: Men may be less likely to seek medical advice early and often delay discussing health concerns. When they do attend, they typically spend around 20 minutes in the waiting room, creating an opportunity for important messages on digital screens, brochure displays and posters to be noticed.

Trust Importance: Men are often less inclined to openly discuss health concerns and may look for answers privately online. As AI and digital tools are increasingly used for self-diagnosis, the role of trusted healthcare settings in presenting clear, credible information becomes even more important.