



Women in the GP Waiting Room

Visit Numbers: 10.7 million GP visits by adult women each year in Ireland

Visit Reach: 86% of adult women visit a GP each year

Visit Share: Women account for 60% of all adult GP visits

Visit Frequency: Women visit a GP on average 4.8 times per year

Life Stages: Women attend GP practices across all life stages — family health, pregnancy and maternity care, preventative screening, ongoing health management, and often accompanying children, partners or older relatives.

What This Means: Women are a consistent presence in GP waiting rooms throughout the year. Seated for around 20 minutes on average, they are naturally attentive to information displayed on digital screens, brochure displays and posters.

Trust Importance: Women are ever-active in seeking health information for themselves and their families. As online advice and AI tools become more common sources of health information, the role of trusted healthcare environments in reinforcing clear, reliable guidance becomes increasingly important.