



# Recent Trends and Statistics in relation to Parentline Call Data in 2024

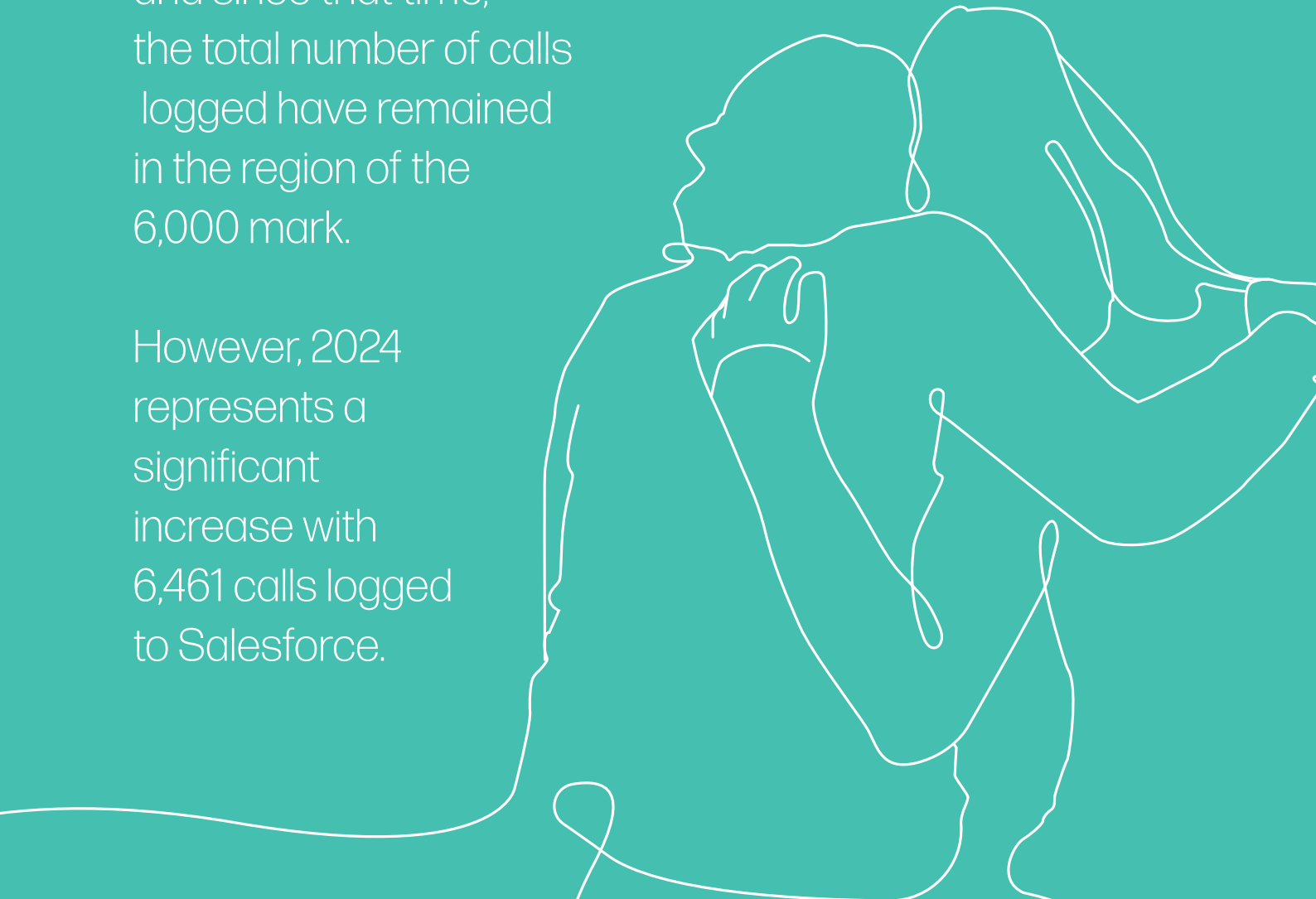


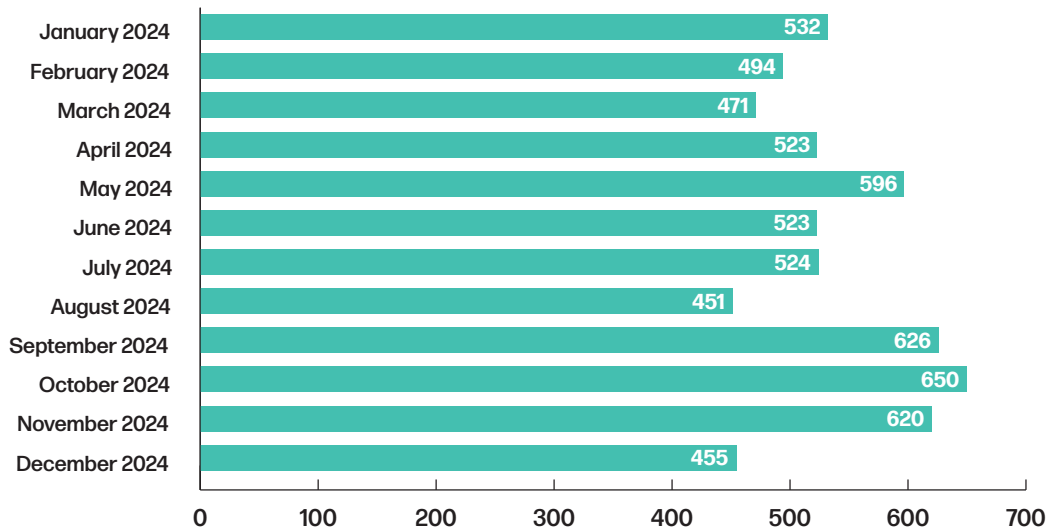
# Introduction

2024 was another record year for Parentline in terms of the total volume of calls made to the helpline service, with a total of 6,461 calls logged. This compares with a total of 6,147 calls made in 2023. This represents a 5 per cent increase on the previous year.

A long-range analysis of call volumes handled at Parentline indicates that call volumes doubled during the period from 2019 (2,980 calls) to 2021 and since that time, the total number of calls logged have remained in the region of the 6,000 mark.

However, 2024 represents a significant increase with 6,461 calls logged to Salesforce.





CALLERS BY MONTH IN 2024

## Helpline Calls by Month

October was the busiest month in 2024 with 650 calls followed by September (626 calls) and November (620 calls).

This compares with the previous year when January was the busiest month with a total of 627 calls logged with March (623 calls) and May (594) being the second and third busiest months respectively.

## Calls to Parentline by Call Status and Call Type

In relation to the status of calls handled by the helpline volunteers in 2024, the majority of calls were inbound with 3,816 calls received. This compares to a figure of 3,253 calls received in 2023, representing a 16 per cent increase in calls of this category. There were 922 outbound calls made by the volunteers in 2024. 721 calls were diverted to the answering machine in 2024 compared to 829 calls in 2023, representing a 12% per cent decrease.

The type of calls handled by the Parentline volunteers in 2024 was characterised by a predominance of first-time callers, accounting for 2,711 calls (42% or all calls) made which represents a significant increase on 2023 when one third of all calls were from first time callers to the helplines.

Of significant note is a major decline in the number of hang-ups between 2023 and 2024, decreasing from 93 in 2023 to 67 in 2024. There had been 344 hang ups in 2022. This annual decline in hang ups is a clear reflection in the continuing success of effective call management strategy first implemented by Parentline in 2021.

Previous callers to the service accounted for 638 calls in 2024 which is approximately the same as the corresponding figure of 633 for 2023 with missed calls accounting for 235 calls in 2024 in comparison to 369 the previous year. This 37% decline in missed calls is another very positive indication of how well calls are being managed and received.

**one third of all calls were from first time callers to the helplines**

## Profile of Callers to Parentline in 2024

The profile of callers to the helpline service during 2024 was characterised by a predominance of females over males (67.3% and 32.7% respectively) which reflects a longstanding pattern of a predominance of women callers over men. However, there was a very notable increase in the proportion of male callers between 2023 and 2024, increasing from 23.5% to 32.7%. This is a 40% increase in the numbers of dads calling Parentline.

The age profile of callers to Parentline in recent years has been typified by a predominance of callers in the 40 to 49 year old and 50 to 59 year old categories with a smaller proportion of callers aged in their 30s and those aged 60 and over. This is a clear reflection of the predominance of teenagers as the child of concern to callers to the service and also the increasing age of marriage and childbearing among the Irish population in recent decades.

Callers during 2024 typified this trend, with the predominant age category of callers being those in the 40 to 49 year old cohort. These account for 51 per cent of the total. Callers in their 30s represented 19.6% of the calls and callers in their fifties were 20.6% of all calls.

## Profile of Children of Concern to Callers

Children of concern to callers were characterised in 2024 by a predominance of males (59 per cent) with females accounting for the remaining 41 per cent. This compares with males comprising 56 per cent of the share in 2023 with females accounting for 44 per cent. Therefore, between 2023 and 2024 there was a small increase in the share of male children of concern to callers with a corresponding decrease in females between the two years.

The age profile of the children of concern to those availing of the helpline service in 2024 was characterised by a predominance of teenagers aged between 13 and 17 years which reflects the pattern evident in recent years. There was a slight decrease in the proportion of teenagers between 2023 and 2024, from 53 per cent to 51% of the total respectively.

There was also a slight decrease in the proportion of young adult children of concern to callers, from 18 per cent in 2023 to 14% in 2024. Conversely there was an increase in the percentage share of pre-teen children (10 years to 12 years) from 10 per cent in 2023 to 16% in 2024

**There is a 40% increase in the numbers of dads calling Parentline.**





## NonViolent Resistance Programmes

In 2024 there were 256 NonViolent Resistance (NVR) programmes given to parents all over Ireland in 2024. This was an increase of almost 10% on the numbers of programmes given to parents in 2023. The NVR programme is offered to parents who are dealing with the issue of child to parent violence and other aggressive behaviours which make the parent fearful of their own child in their own home.

**256 NonViolent Resistance (NVR) programmes given to parents all over Ireland in 2024**

## Supportive Parenting for Anxious Childhood Emotions (SPACE) Programmes

In 2024 Parentline rolled out its first SPACE programme for parent dealing with the issue of children and young adolescent dealing with anxiety. the programme is to support parents and give them the skills and tools to help their child to overcome anxiety and OCD and related problems. It focusses on changes that parents can make to their own behaviours and in their response to their child. It guides parents on reducing the accommodations they have been making to the child symptoms. Parentline offers the SPACE programme in group zoom sessions and is a two to five session programme. 84 parents participated in Parentline SPACE programmes in 2024.







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