

Recent Trends and Statistics in relation to Parentline Call Data in 2025

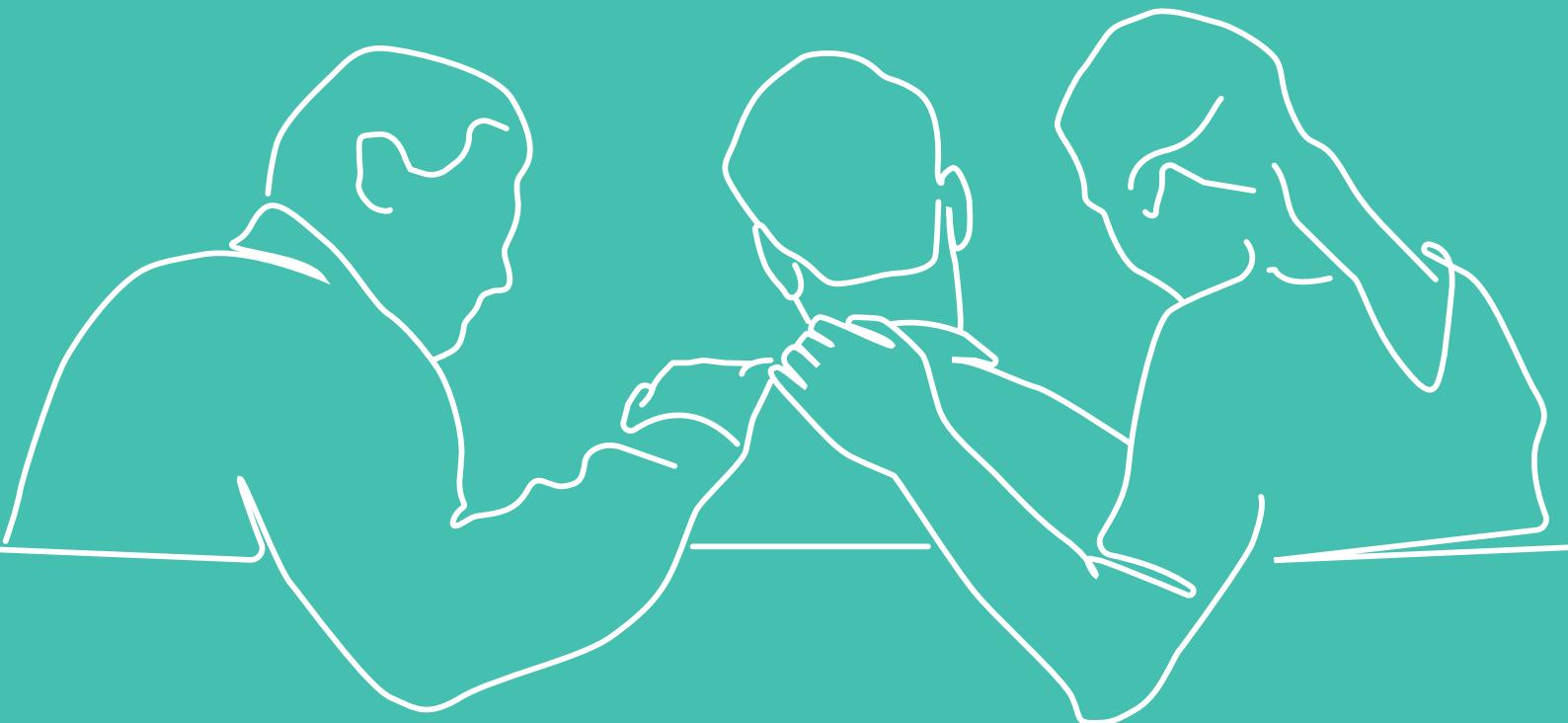


Introduction

2025 was another record year for Parentline in terms of the total volume of calls made to the helpline service, with a total of 7,022 calls logged. This compares with a total of 6,461 calls made in 2024. This represents a 9 per cent increase on the previous year.

A long-range analysis of call volumes handled at Parentline indicates that call volumes more than doubled during the period from 2019 (2980 calls) to 2021 and since that time, the total number of calls logged have remained in the region of the 6,000 mark.

However, 2025 represents a significant increase with 7,022 calls logged to Salesforce.



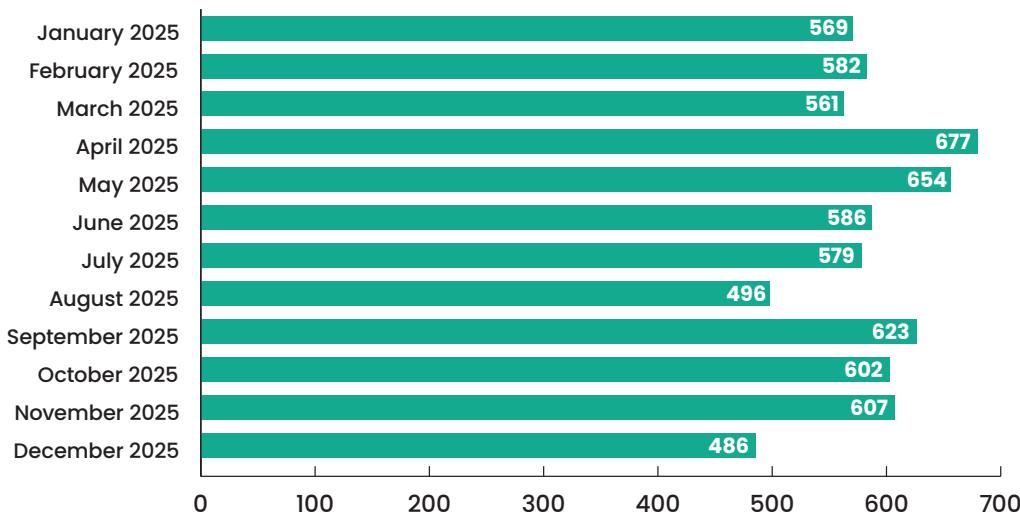
Helpline Calls by Month

April was the busiest month in 2025 with 677 calls followed by May (654 calls) and November (623 calls). This compares with the previous year when October was the busiest month with a total of 650 calls logged with September (626 calls) and November (620) being the second and third busiest months respectively.

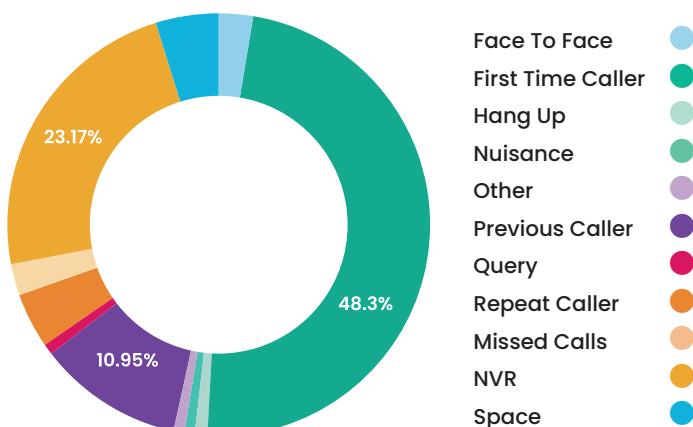
Calls to Parentline by Call Status and Call Type

The type of calls handled by the Parentline volunteers in 2025 was characterised by a predominance of first-time callers, accounting for 3,392 calls (48.3% of all calls) made which represents a significant increase on 2024 when 42% of all calls were from first time callers to the helplines.

HELPLINE CALLS BY MONTH



CALLS TO PARENTLINE BY CALL STATUS AND CALL TYPE



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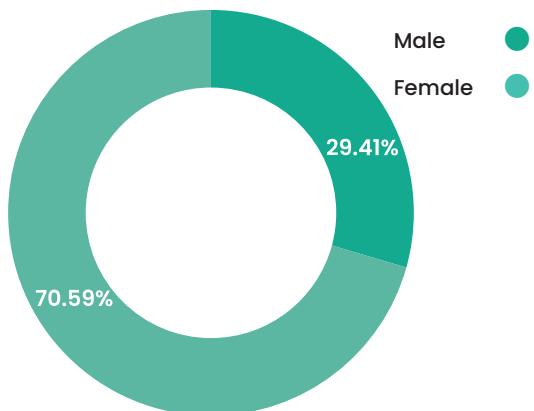
Profile of Callers to Parentline in 2025

The profile of callers to the helpline service during 2025 was characterised by a predominance of females over males (70.6% and 29.4% respectively) which reflects a longstanding pattern of a predominance of women callers over men. The figures represent a slight decrease in the numbers of dads calling Parentline from 32.75 of all calls in 2024.

The age profile of callers to Parentline in recent years has been typified by a predominance of callers in the 40 year 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 2025 typified this trend, with the predominant age category of callers being those in the 40- to 49-year-old cohort. These account for 46.35% per cent of the total.

Also of significance was the large increase in callers in their 30s which increased from 19.6% of the calls in 2024 to 31.92% which is a more than 50% increase in callers in the younger age group. Callers in their fifties constituted 16.98% of all calls.

CALLS BY GENDER (PARENT)



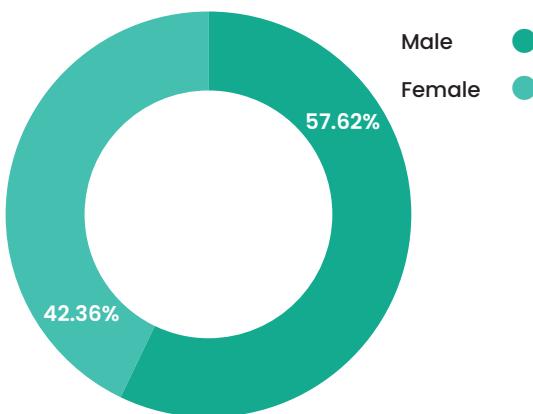
Profile of Children of Concern to Callers

Children of concern to callers were characterised in 2025 by a predominance of males (57.6% per cent) with females accounting for the remaining 42.4% per cent. This compares with males comprising 59 per cent of the share in 2024 with females accounting for 41 per cent. Therefore, between 2024 and 2025 there was a small decrease in the share of male children of concern to callers with a corresponding increase in females between the two years.

The age profile of the children of concern to those availing of the helpline service in 2025 was characterised by a predominance of teenagers aged between 13 and 17 years which reflects the pattern evident in recent years. There was an increase in the proportion of teenagers between 2024 and 2025, from 51 per cent to 55.6% of the total respectively.

There was also a marked decrease in the proportion of young adult children of concern to callers, from 14 per cent in 2024 to 7% in 2025. Conversely there was a large increase in the percentage share of pre-teen children (10 years to 12 years) from 16 per cent in 2024 to 24.3% in 2025

HELPLINE CALLS BY GENDER (CHILD)



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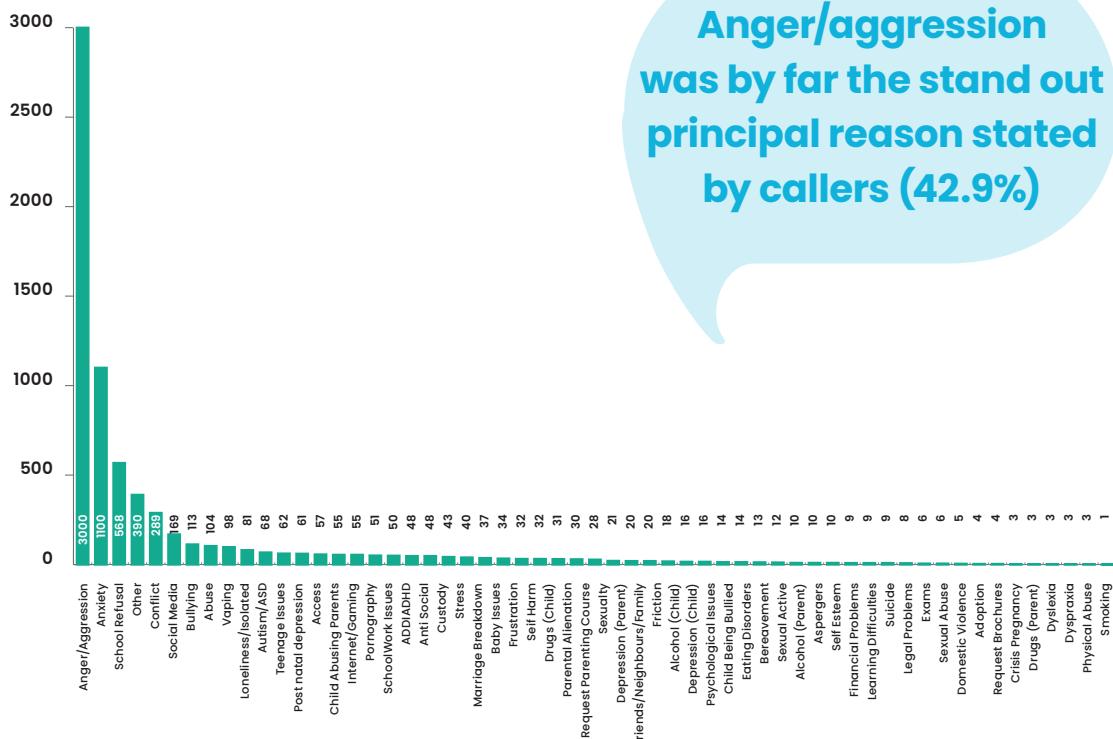
Principal Reason for Calls to Parentline

The issue of anger/aggression was by far the stand out principal reason stated by callers for their calls made to the helpline service in 2025 accounting for over two in five (42.9%) of all calls logged where a principal reason was stated. There were 3,008 calls on this issue. This is an increase from the 35% of callers stating anger and aggression as the main issue why they called Parentline in 2025.

There was also an increase in calls from parents stating anxiety as the issue why they were ringing Parentline in 2025. Calls on this issue went from 13% in 2024 to 15.23% in 2025 (1069 calls).

The other biggest reason for parents contacting the helpline was school refusal at 9% of all calls in 2025 which was a slight increase on calls on that issue in 2024 when it was 8% of all calls.

REASON FOR CALL 2025



Of note also was the increase in calls on social media which in 2025. In 2024 calls on social media and internet use represented 1.8% of all calls but this figure almost doubled in 2025 to 3.5% of all calls. This was more than ten times the number of calls on social media in 2023. Calls on Postnatal Depression in 2025 remained at just over 1%.

Region of Origin of Calls to Parentline

The geographical pattern of calls to Parentline in 2025 was marked by a clear predominance of callers from Dublin (Dublin city and the three surrounding counties of Fingal, South Dublin and Dun Laoghaire-Rathdown), accounting for 58.7% per cent of the regional share of calls in 2025. The other counties accounting for the largest volume of calls to the service in 2025 were Cork (13.41%), Galway, Donegal and Mayo.

Anger/aggression was by far the stand out principal reason stated by callers (42.9%)

Caller Feedback on our Helpline Service

Caller feedback on the advice and support provided to them by the helpline volunteers was overwhelmingly positive in nature, as with previous years where data has been examined. The majority of callers thanked the volunteers for their assistance (50 per cent of the total), with a further 17 per cent indicating that it was good to talk. 12 per cent of callers who gave feedback felt better after making their call with an additional 7.2 per cent saying that they would call again. In contrast, negative evaluation of the service by callers in 2025 was negligible, with only 0.3 per cent of the opinion that the call did not help them.

NonViolent Resistance Programmes

In 2025 there were 239 NonViolent Resistance (NVR) programmes given to parents all over Ireland. This was approximately the same as the numbers of programmes given to parents in 2024. 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.

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. 117 parents participated in Parentline SPACE programmes in 2025. This was an increase from 81 parents in 2024.



