



nfpPublic Ireland

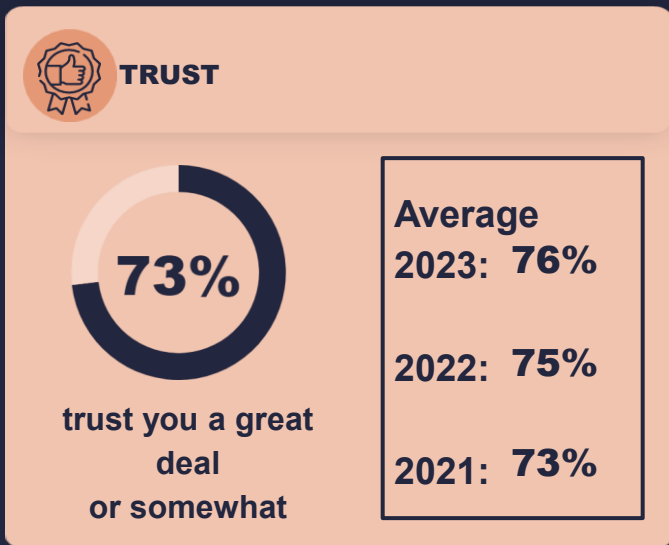
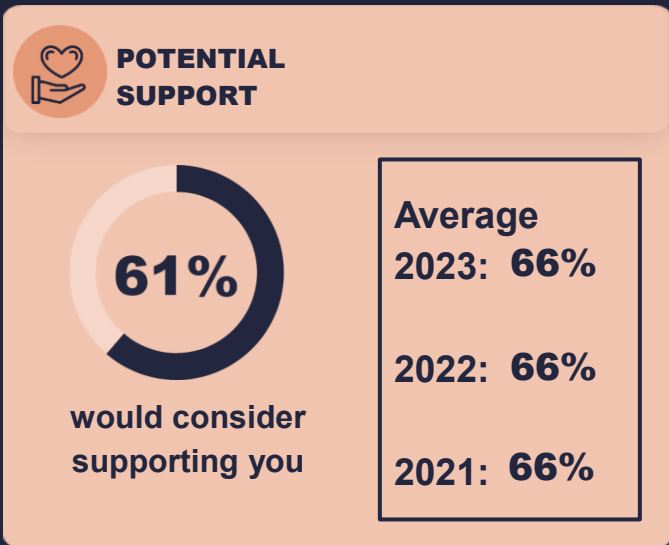
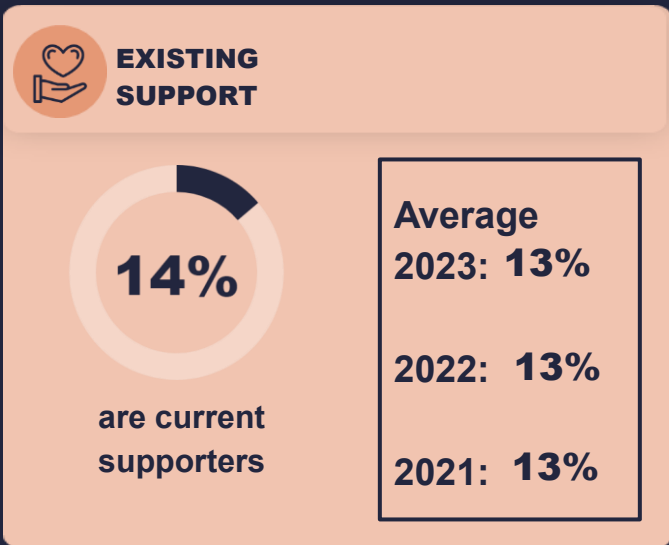
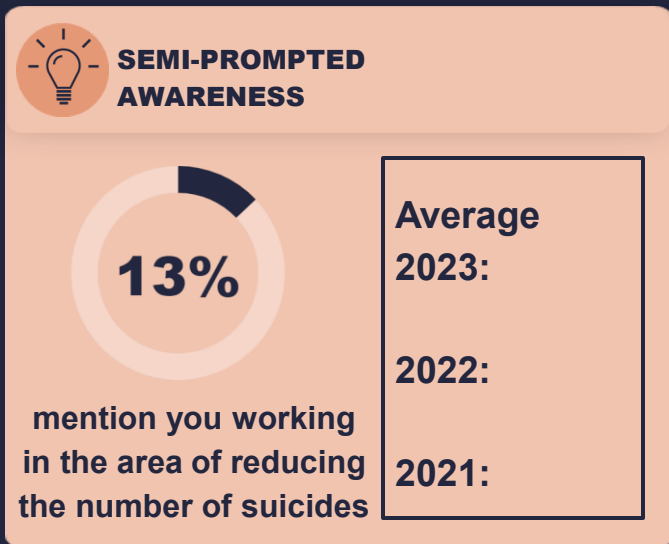
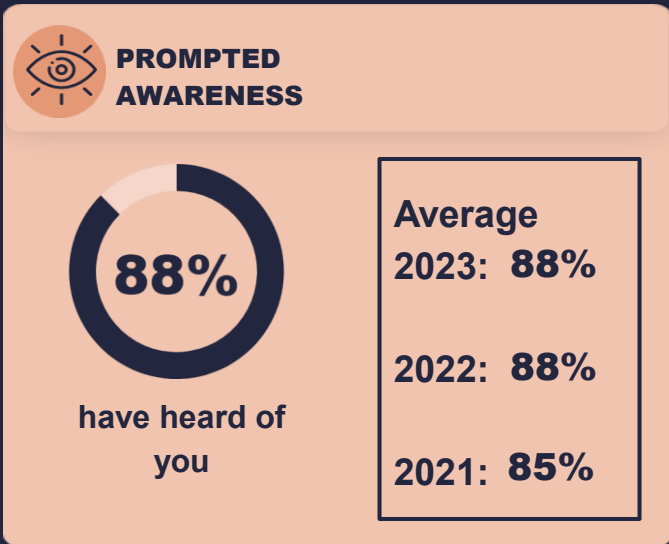
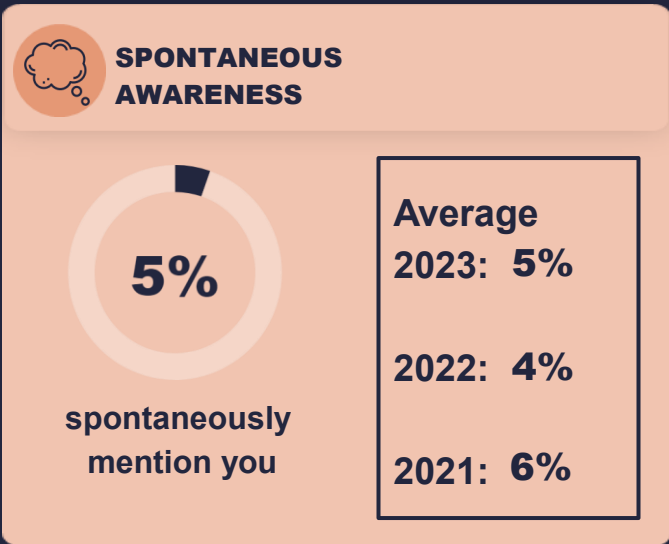
Samaritans Report
Spring 2024

publicireland@nfpresearch.com



nfpPublic
Ireland
DASHBOARD

Brand measures



AD ATTRIBUTION

14%

Correctly attributed this ad:



(May 24)

AD ATTRIBUTION

12%

Correctly attributed this ad:



(May 24)

CAMPAIGN

35%

Correctly attributed this ad:

Samaritans Longest Night Campaign

(May 24)

ISSUES OF CONCERN

52%

Extremely or very concerned about:

Men are more than three times more likely to die by suicide than women

(May 24)

ISSUES OF CONCERN

62%

Extremely or very concerned about:

Suicide is the leading cause of death of young males aged under 25 in Ireland

(May 24)

ISSUES OF CONCERN

61%

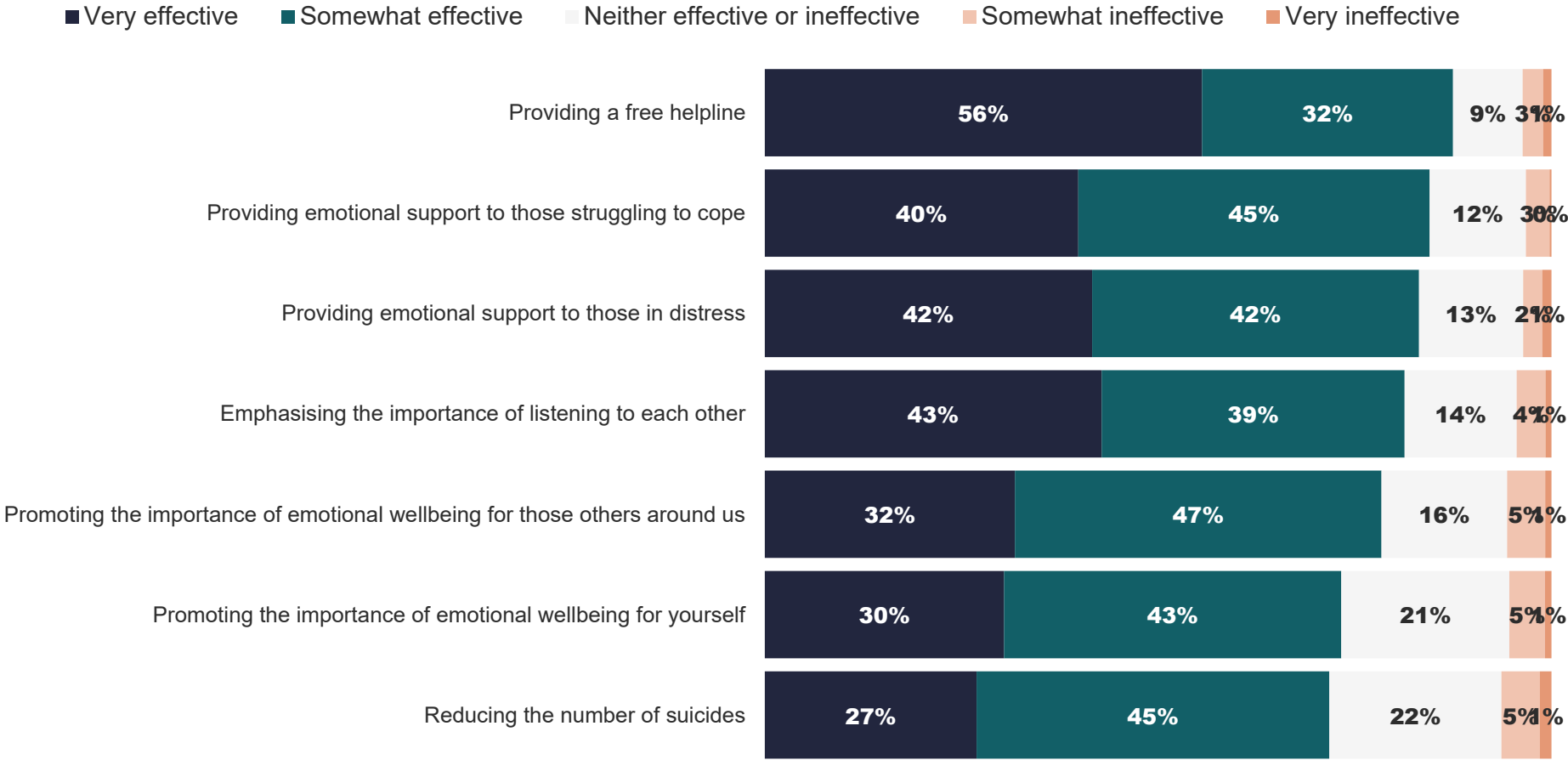
Extremely or very concerned about:

Almost four times more people die by suicide than in road traffic collisions in Ireland

(May 24)

Samaritans' effectiveness

"How effective do you think Samaritans are in the following areas of work:"

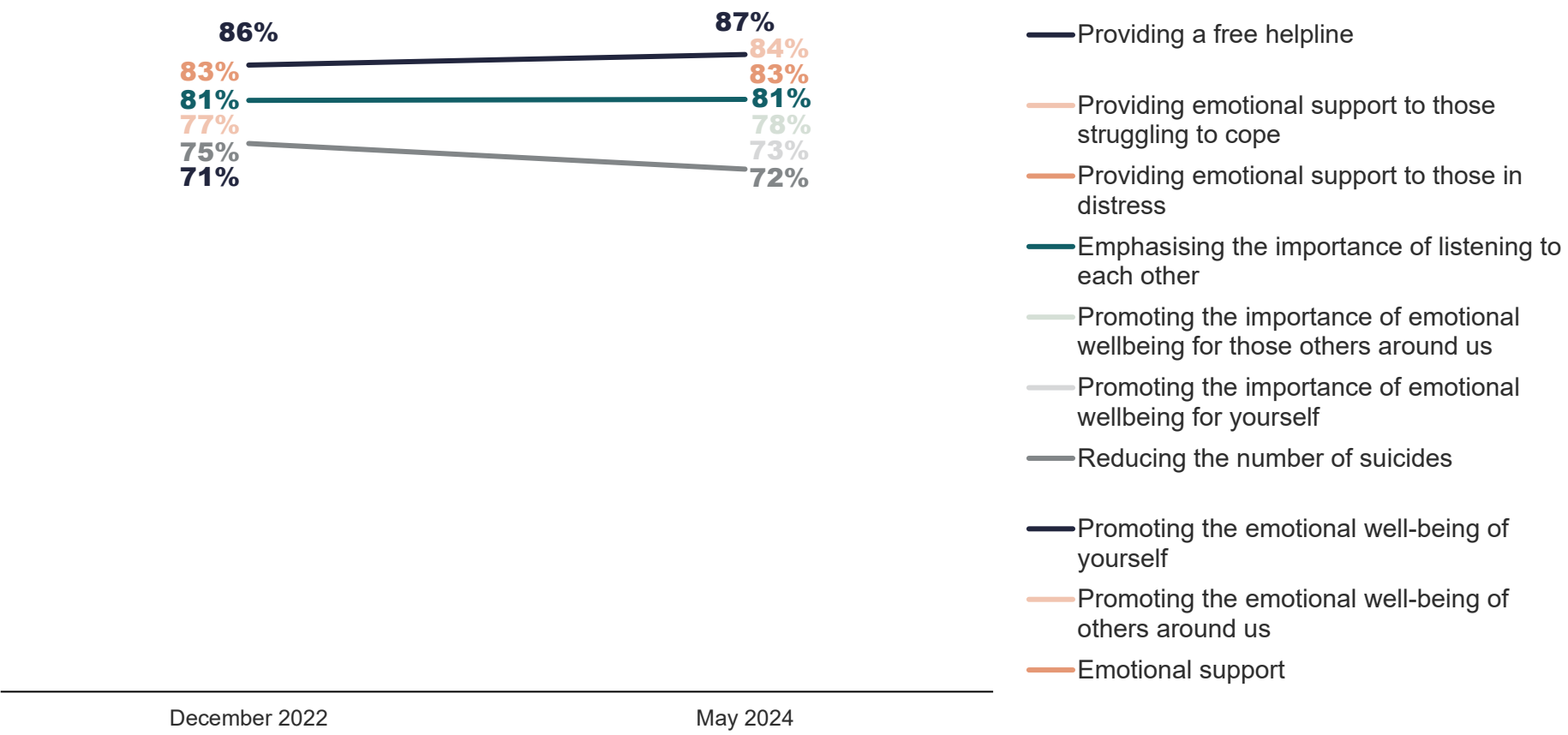


Source: nfpPublic Ireland May 2024 | Base: 882 respondents 16+, Ireland

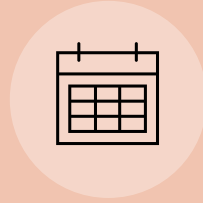
Samaritans' effectiveness

"How effective do you think Samaritans are in the following areas of work:"

Very effective + Somewhat effective



nfpPublic Ireland Methodology



Dates

8th May – 5th June 2024



Sample

A nationally representative sample of 1,000 adults, 16+ in the Republic of Ireland



Methodology

Online Survey



Fieldwork

Fieldwork carried out for nfpResearch by Dynata

Other Useful Links

The following links may be useful:



- Samaritans Ireland webpage(s): www.samaritans.ie
- Samaritans Ireland Impact Reports: <https://www.samaritans.org/ireland/samaritans-ireland/samaritans-ireland-impact-reports/>
- Samaritans Ireland research: Understanding Our Callers (2025): <https://www.samaritans.org/ireland/about-samaritans/research-policy-ireland/in-their-words-understanding-our-callers/> (Highlights on next slide)
- Samaritans Ireland social media: @SamaritansIRL

Please note, if logging on from NI/UK you may be redirected to the wider Samaritans webpages and reports. Email Sarah Stack on s.stack@samaritans.org for any reports before September 15th.

‘Samaritans’ (not Samaritans Ireland) is always used in all public facing awareness campaigns.

Highlights from Samaritans' caller research



Oifig Náisiúnta an FSS um Fhéinmharú a Chosc
HSE National Office for Suicide Prevention

Research: Understanding our callers

Caller satisfaction

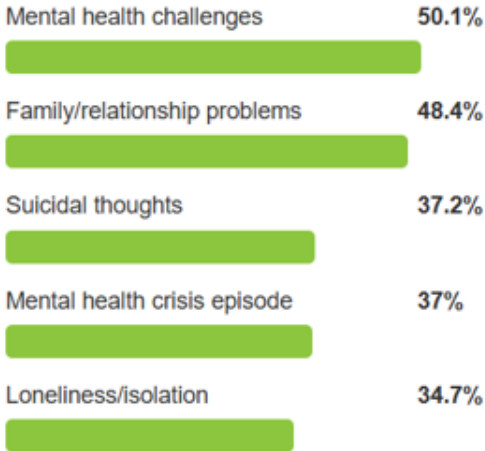
- 84%** of callers feel we provide a **safe space**
- 79%** of callers feel **genuinely listened to**
- 100%** of daily/weekly callers report feeling listened to

Who took part



- 395 Callers
- 126 Signposted others
- 65 Knew someone who used service

Caller concerns



56% of people said Samaritans was their only form of support



Call free day or night 116 123