

## PRESS RELEASE

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### Nearly 2 in 3 (65%) adults in Ireland plan to cycle more in future – new Liberty research

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- Ahead of World Bike Day, the majority (72%) of road users want to see more cycle lanes, which are distinctly separated from roads
- Half of all people in Ireland (49%) feel that more cyclists on roads would be a positive development
- Almost 4 in 10 (37%) think greater investment is needed to tackle bike crime to encourage cycling
- Bike cover is included as standard in all Liberty home contents policies
- Liberty comment: *“Irish road users – whether they generally drive, cycle, do both, or do neither, would like to see more cyclists on our roads, which is good for the environment, has health benefits for society, and by reducing traffic volumes is good for motorists.”*

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DUBLIN, 31 May 2021

Ahead of World Bike Day (03 June), new research by Liberty Insurance shows that almost 2 in 3 adults in Ireland intend to cycle more in the future, while half – including motorists, cyclists and those who neither drive nor cycle – believe that more cyclists on our roads would be a positive development (49%).

This is more than twice the number who would like to see less cyclists on roads (23%).

Conducted among 1,000 adults, the survey identified strong support for cycling in Ireland, with more than six in ten Irish road users (61%) such as motorists and cyclists agreeing that cycling is more environmentally friendly, while 55% believe that cycling has health benefits for society.

Almost half of all survey respondents (45%) also identified that more cyclists on Irish roads has benefits for motorists by reducing traffic volumes.

#### Liberty Bicycle Cover

All Liberty Home Insurance contents policies cover bicycles as standard. Uniquely to the Irish market, this includes cover outside the home – once the bike is attended or locked.

Full details of Liberty’s home insurance contents cover, including cover for bicycles, can be found at: <https://www.libertyinsurance.ie/home-insurance>

#### Encouraging Cycling

The survey also asked respondents what measures could encourage people to take up cycling more regularly, with improvements to the cycle lane network deemed the most important. Cycle lanes distinctly separated from the road (72%), and a more comprehensive network of cycle lanes across Irish towns and cities (61%) were the most popular suggestions.

Half of all respondents (50%) believe safe cycling lessons should be added to the national education curriculum to encourage more people to take up cycling, while almost 1 in 4 (37%) believe that greater investment is needed to tackle bike crime, such as vandalism and robbery.

## **PRESS RELEASE**

**Stuart Trotter, Liberty's Ireland Country Manager, said:**

*"As we mark World Bike Day, this research shows that road users in Ireland – whether they generally drive, cycle, do both, or do neither, would like to see more cyclists on our roads.*

*Liberty's home contents insurance policies cover bicycles as standard, up to €600 per bike, subject to excess. Once your bike is not left unattended or unlocked, this cover also applies while your bike is outside the house. This unique offering underlines Liberty's commitment to putting people first and doing the right thing.*

**Roseanne Regan, Corporate Communications Manager for Ireland at Liberty, said:**

*"As our survey shows, the vast majority of people in Ireland believe cycling is beneficial to the environment, has health benefits for society, and by reducing traffic volumes, is good for motorists, and a large majority believe that more comprehensive and distinct cycle lanes would help to promote more cyclists on our roads.*

*Nevertheless, it is important that significant steps are taken to tackle bicycle theft and vandalism, with 37% of those we surveyed believing this would be an important factor in encouraging people to cycle more."*

**ENDS**

### **Research note**

Research commissioned by Liberty Insurance and carried out by Core Research as part of an online survey. 1,000 adults in Ireland from the age of 18 years old were interviewed as part of the nationally representative research between 23 September 2020 and 30 September 2020. Those surveyed included both drivers and cyclists, as well as those who use neither regularly.

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### **Notes to the editor**

#### **About Liberty Insurance**

Liberty Insurance provides car and home insurance to the Irish consumer market. The company operates from offices in Cavan and Dublin. Liberty Insurance is part of the Liberty Mutual Insurance Group.

#### **About Liberty Mutual Insurance**

At Liberty Mutual, we believe progress happens when people feel secure. By providing protection for the unexpected and delivering it with care, we help people embrace today and confidently pursue tomorrow.



## **PRESS RELEASE**

In business since 1912, and headquartered in Boston, today we are the sixth largest global property and casualty insurer based on 2019 gross written premium. We also rank 77th on the Fortune 100 list of largest corporations in the U.S. based on 2019 revenue. As of December 31, 2019, we had \$43.2 billion in annual consolidated revenue.

We employ over 45,000 people in 29 countries and economies around the world. We offer a wide range of insurance products and services, including personal automobile, homeowners, specialty lines, reinsurance, commercial multiple-peril, workers compensation, commercial automobile, general liability, surety, and commercial property.

# NEARLY 2 IN 3 ADULTS IN IRELAND PLAN TO CYCLE MORE IN FUTURE

NEW NATIONWIDE RESEARCH BY LIBERTY INSURANCE REVEALS IRELAND IS FACING A SURGE IN PEDAL POWER

49%

BELIEVE THAT MORE CYCLISTS ON OUR ROADS WOULD BE A POSITIVE DEVELOPMENT

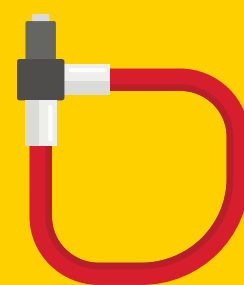
72%

OF ROAD USERS WANT TO SEE MORE CYCLE LANES, WHICH ARE DISTINCTLY SEPARATED FROM ROADS

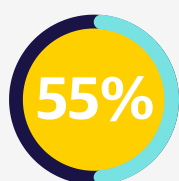


## SUSTAINABILITY SEEN AS A KEY BENEFIT OF SHARED ROADS

SIX IN TEN IRISH ROAD USERS (61%) SUCH AS MOTORISTS AND CYCLISTS AGREEING THAT CYCLING IS MORE ENVIRONMENTALLY FRIENDLY



AT LIBERTY, BECAUSE WE PRIDE OURSELVES ON RESPONDING TO THE NEEDS OF OUR CUSTOMERS, ALL LIBERTY HOME INSURANCE CONTENTS POLICIES COVER BICYCLES AS STANDARD UP TO €600 PER BIKE. UNIQUELY TO THE IRISH MARKET, THIS INCLUDES COVER OUTSIDE THE HOME - ONCE THE BIKE IS ATTENDED OR LOCKED.



BELIEVE CYCLING HAS HEALTH BENEFITS



WANT GREATER INVESTMENT IN FIGHTING BIKE CRIME



WANT BIKE SAFETY ON SCHOOL CIRRCUMLUMS

Liberty Insurance commissioned nationally representative research carried out by Core Research of 1,000 adults in Ireland from the age of 18 years old in September 2020. Bike cover subject to excess. Liberty Seguros, Compania de Seguros Y Reaseguros, S.A, trading as Liberty Insurance is authorised by the General Directorate of Insurance and Pension Funds in Spain and is regulated by the Central Bank of Ireland for conduct of business rules.