

## **NEW SURVEY UNCOVERS PROGRESS AND GAPS RELATING TO WOMEN IN SPORT IN IRELAND**

**49% say that they are more aware of women's sport in Ireland today compared to last year**

**55% agree that there is not enough coverage of female sports on television in Ireland**

**Over two-thirds of women consider themselves 'active'**

**Nearly a quarter of women who don't exercise would like to do more sports but don't know how to get involved**

**#supporthersport**

**Croke Park, 7<sup>th</sup> March 2017:** Almost three-quarters (73%) of Irish people have not attended a major women's sporting event in the last year, a new survey<sup>i</sup> by Liberty Insurance has found.

49% say they are more aware of women's sport in Ireland today compared with twelve months ago, though over half (55%) agree that there is not enough coverage of female sports on television in Ireland.

Katie Taylor is the nation's most admired female sporting personality, followed by former long distance runner Sonia O'Sullivan, and Rio 2016 sailing silver medallist and Liberty Insurance ambassador Annalise Murphy.

The survey was undertaken by Liberty Insurance ahead of the launch of its ambassador programme featuring experts from the world of elite sport, media and business to debate and discuss some of the key challenges facing women's sport and female athletes. The research was carried out by Kantar Millward Brown and Onside.

RTE broadcaster Joanne Cantwell will host a panel discussion with Annalise Murphy, as well as two-time Olympic pentathlon athlete Natalya Coyle, former Irish rugby player and WRWC 2017 ambassador Fiona Coghlan, and camogie all-star Mags D'Arcy.

Other contributors speaking at the event include Una May, Director of Participation and Ethics at the Irish Sports Council; Rob Hartnett, CEO of Sport for Business; and Deirdre Ashe of Liberty Insurance.

The survey revealed that Irish men are more active than Irish women; 67% of women consider themselves 'active' (versus 55% in 2015), while 70% of Irish men consider themselves active (versus 45% in 2015).

Nearly three-quarters (74%) of women aged 17-24 said they have little to no interest in sport. Interestingly 24% of women who don't exercise would like to do more sports but say they don't know how to get involved.

Other key findings include:

- 94% of women who play team sports agree it plays a big role in their lives
- 68% of people would like to see more women in coaching roles across women's sport in Ireland

- 43% are interested in the Women's Rugby World Cup
- Over 25% of people attended a Camogie or Ladies Gaelic Football Championship match in the last year
- 35% of women 25-34 not involved in team sports believe they are too old to participate
- TV viewership for male v female rugby last year was 41% versus 13%
- TV viewership for hurling v camogie last year was 26% versus 6%

Commenting ahead of the event, Deirdre Ashe, Director of Personal Lines, Liberty Insurance, said:

"We're delighted to be sharing these results today and shining a light on the area of women in sport in Ireland. Significant progress has been made over the last 18 months and the improvement in key markers like participation is encouraging.

Equally there is still a great deal to be done in terms of getting more women involved at a grassroots level in local clubs and teams. We are calling on all policy makers to take notice and drive change. Parents too have an important role to play in getting their children, and in particular their daughters, to take up and support sport.

We are privileged to have four wonderful ambassadors and role models to make our voice louder. Supporting the promotion of women in sport, advancing the cause of female athletes, and assisting in their preparation for participation on the national and international stage, be it in a sporting or leadership capacity, is important and aligns with our brand proposition of Insurance the Way it Should be."

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For further information and a copy of the '**Game of Two Halves**' report please contact [womeninsport@libertyinsurance.ie](mailto:womeninsport@libertyinsurance.ie)

**ENDS**

#### **Notes to editor**

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

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

Liberty Insurance is Proud Partner of the Camogie Association and sponsors the Liberty Insurance Camogie Championship and Liberty Insurance Camogie All Stars.

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

Liberty Mutual Insurance helps people preserve and protect what they earn, build, own and cherish. Keeping this promise means we are there when our policyholders throughout the world need us most.

In business since 1912, and headquartered in Boston, Mass., today Liberty Mutual is a diversified insurer with operations in 29 countries and economies around the world. We are



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the fifth largest property and casualty insurer in the U.S. based on 2015 direct written premium data as reported by the National Association of Insurance Commissioners. We also rank 73rd on the Fortune 100 list of largest corporations in the U.S. based on 2015 revenue. As of December 31, 2015, Liberty Mutual had \$37.6 billion in annual consolidated revenue.

Liberty employs more than 50,000 people in over 800 offices throughout the world. We offer a wide range of insurance products and services, including personal automobile, homeowners, accident & health, commercial automobile, general liability, property, surety, workers compensation, group disability, group life, specialty lines, reinsurance, individual life and annuity products.

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1. 'A **'Game of Two Halves'**, Kantar Millward Brown and Onside Marketing, commissioned by Liberty Insurance, involving a nationally representative online survey of 500 adults aged 17+ in the Republic of Ireland.