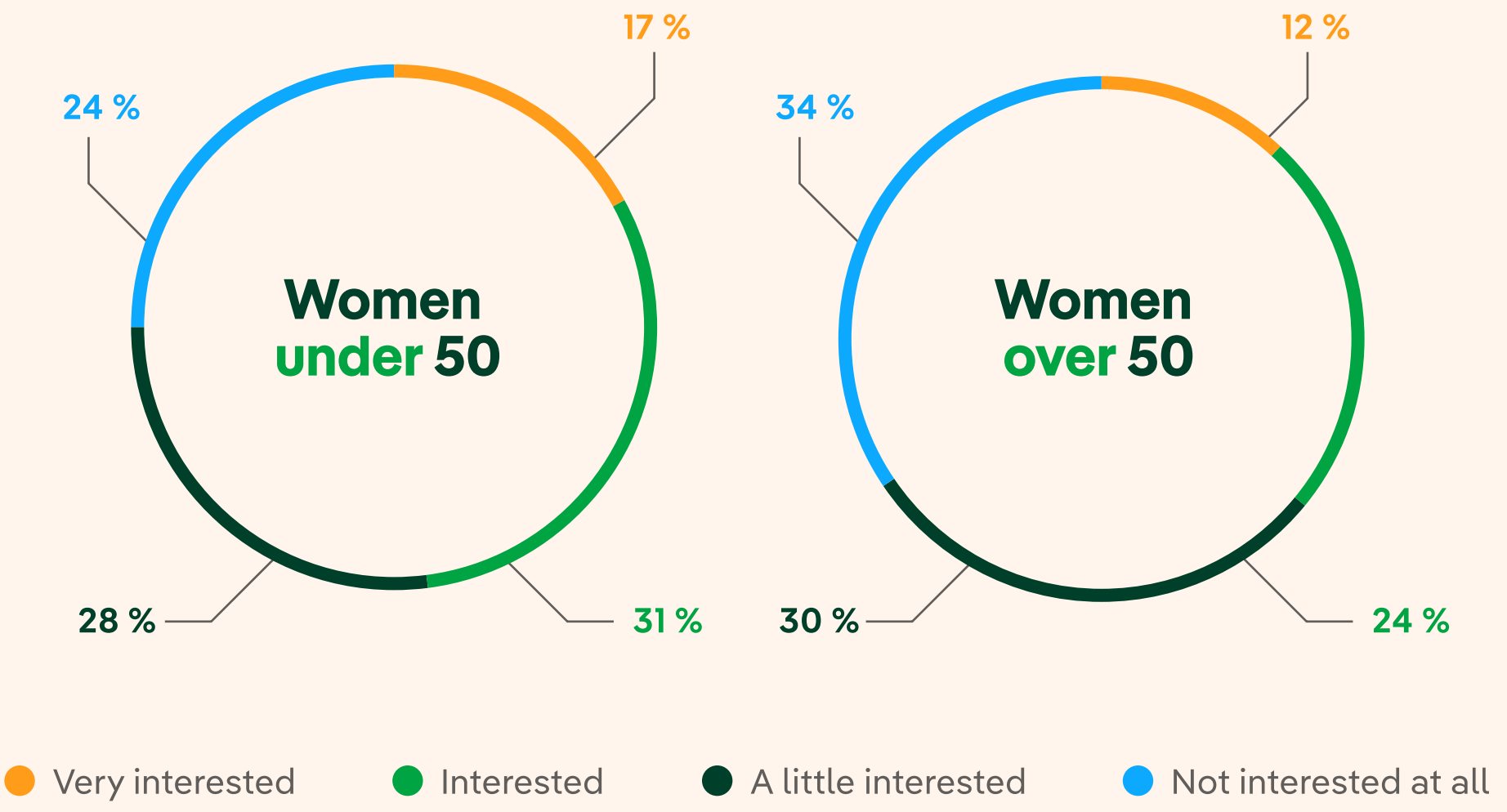
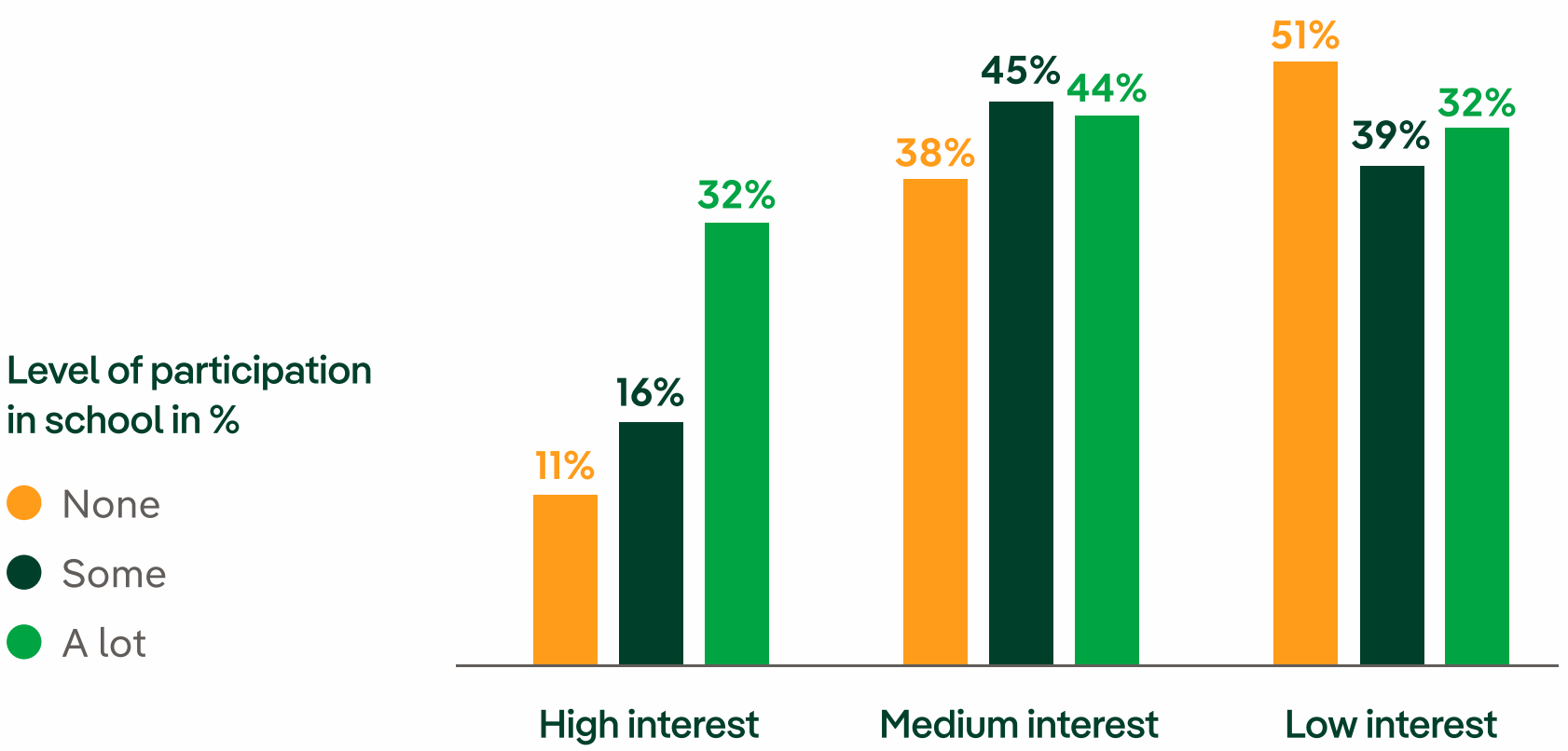


Percentage of women's interest in sport across two generations

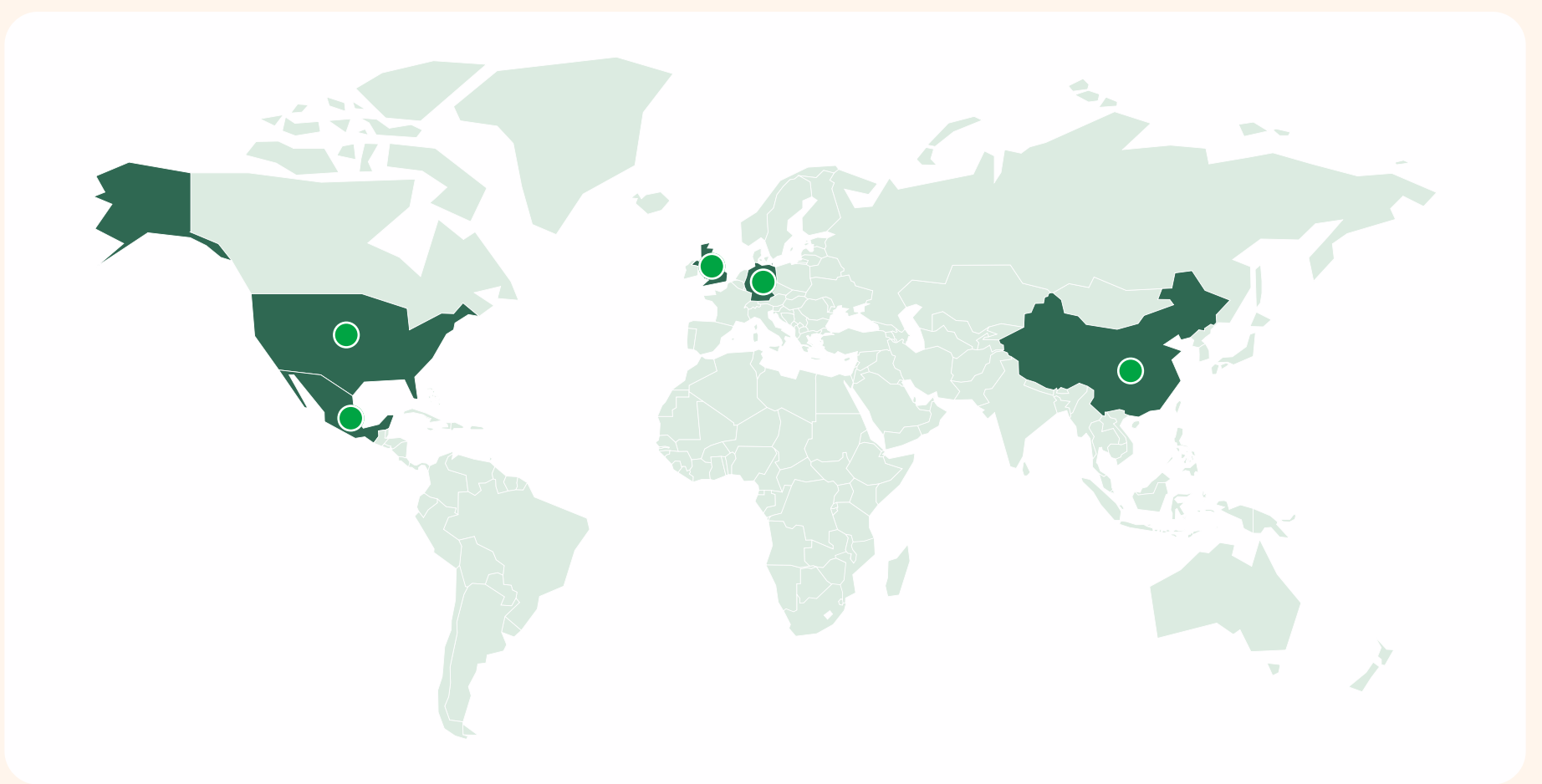


Interest in sports now

Women who participated a lot in sports at school are three times more likely to be very interested in sports throughout their life.



Percentage of men and women who sometimes or regularly watch specific sports during their respective on-seasons



Country	Women	Rank	Men
United Kingdom	Tennis 68%	1	85% Football
	Football 66%	2	58% Tennis
	Athletics 61%	3	56% Motorsport
Germany	Football 58%	1	90% Football
	Athletics 51%	2	66% Motorsport
	Motorsport 47%	3	53% Athletics
Mexico	Football 82%	1	91% Football
	Figure skating 72%	2	72% American football
	Basketball 61%	3	70% Basketball
United States	American football 77%	1	89% American football
	Baseball 56%	2	70% Baseball
	Basketball 54%	3	68% Basketball
China	Badminton 91%	1	88% Basketball
	Basketball 80%	2	86% Badminton
	Tennis 78%	3	76% Tennis

Source: Women and Sport Report from Repucom.