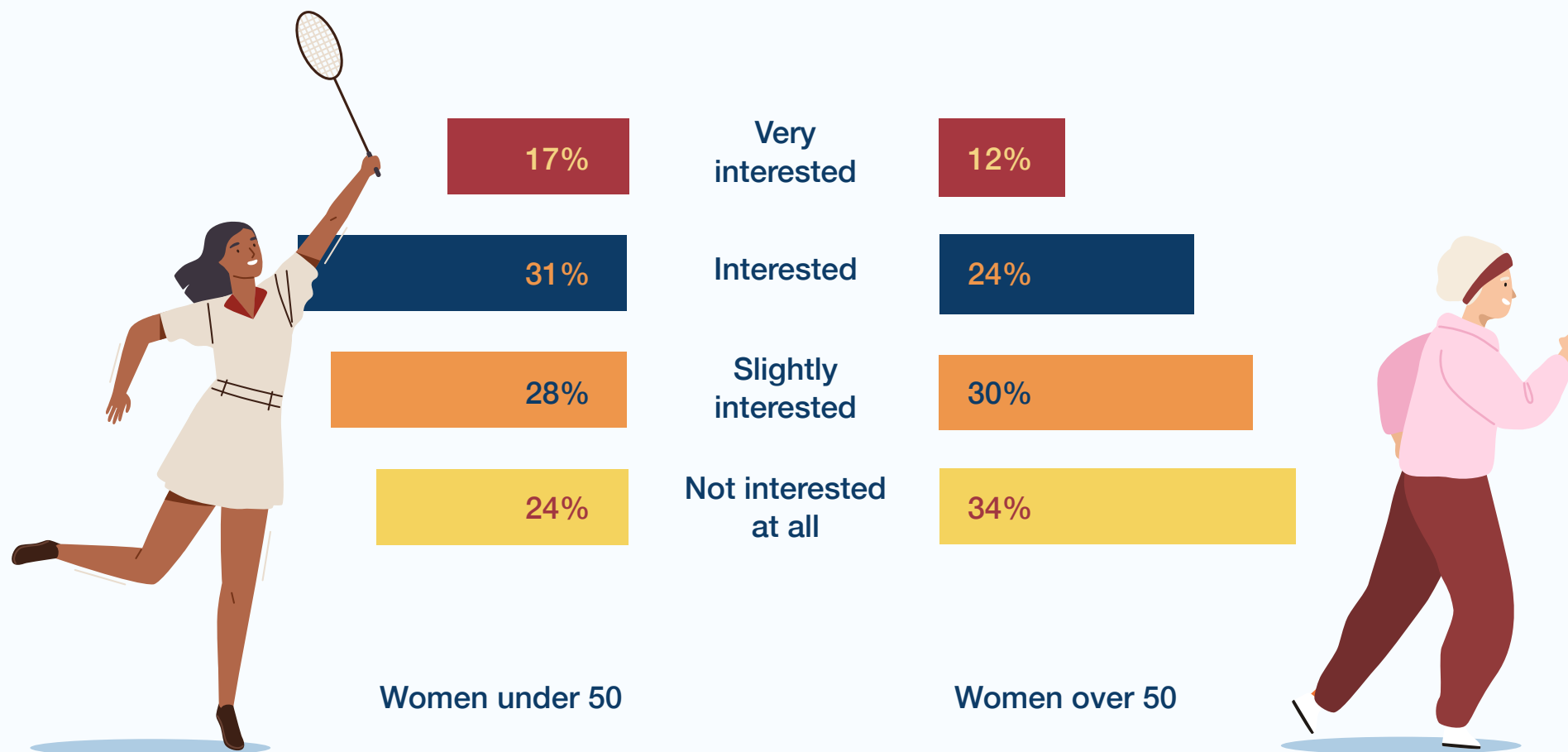


# The increase in the interest of women in sport

The presence of female athletes in important positions in sport has done nothing but grow over the last 50 years and as a consequence interest in sport among women has grown significantly.



Source: Nielsen