Phrases such as ‘THE FIRST WOMAN’ show women as ambitious and aspirational figures.

Mentions of WOMEN IN HISTORY have increased by 33% in 2018 from 2017 and are mentioned by both boys and girls.

The most significant increases are:

- EMMELINE PANKHURST 833%
- MARY ANNING 400%
- AMELIA EARHART 350%

‘THE FIRST WOMAN TO...’

VENTURE TO MARS
WIN THE NOBEL PRIZE
BE A PIRATE
CLIMB UP THIS MOUNTAIN
TRAVEL THROUGH TIME

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