

# Girls want to be married, boys just want to be rich

By Daily Telegraph Reporter

GIRLS want to be famous and happily married, according to a study highlighting the unoriginal ambitions of today's young people.

Boys would most like to be rich when they grow up, the poll found.

The study of 1,800 children aged seven to 12 found that being famous was the top ambition for girls (21 per cent).

A happy marriage (17 per cent) came second for girls, with becoming a sportsman second choice for boys (13 per cent). Success in business took third place for both sexes (15 per cent for girls and 12 per cent for boys).

The *X Factor* judge Cheryl Cole was the woman most girls looked up to, taking nearly half (44 per cent) of the vote, followed by the actress Emma Watson (10 per cent) and JK Rowling (eight per cent).

For boys, the comedian Harry Hill was the most popular role model (25 per cent), ahead of David Beckham (23 per

of financial hardship as children become aware of economic conditions through media exposure and changes to their family budget and lifestyle, from reduced pocket money to fewer holidays.

"Striving for wealth and fame is a coping tactic for children and a means to increase their feeling of family security."

Emma Prosser, editor of *Go Girl*, said: "Celebrities are hugely influential and loved by our readers. This study not only highlights the impact they have on children who aspire to be like them but also how external factors, such as the recession, have shaped their dreams for the future."



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cent) and Lewis Hamilton (10 per cent). Both Simon Cowell and Lord Sugar made appearances in the top ten of role models for girls and boys, the survey for the magazines *Toxic* and *Go Girl* found.

Rebekah Fensome, a child psychologist, said: "Research shows that money and success are key motivators for children, particularly boys.

"This is likely to increase during times

