

Dads Remain Number One Hero for Kids

- But watch out as Ben 10 and Mummy are close behind! -

As families celebrate the 100th Father's Day this weekend, Dads across the country will be elated to learn that they, and not footballers or pop stars, are the number one hero for kids aged between five and seven for the second year running. The annual UK poll by The Children's Mutual has revealed that although Dads have topped the list of heroes, mums will be disappointed as they have fallen from the number two spot last year, to number three in 2010.

However if Dads want to top the list again next year, they can't afford to rest on their laurels just yet. They face strong competition from fictional characters such as Ben 10, Spiderman and Hannah Montana. Interestingly, there are four new entries in the top 10 this year, with teachers coming in at number five, the ever-popular Cheryl Cole at number six and Granddad at number nine. Those to fall out of favour in 2010's top 10 include Gabriella from High School Musical, Power Rangers, Dora the Explorer and Sporticus.

Children's Top 10 Heroes – 2010 Vs 2009

2010	2009
Daddy	Daddy
Ben 10	Mummy
Mummy	Ben 10
Hannah Montana	Spiderman
Teacher	Gabriella (High School Musical)
Cheryl Cole	Power Ranger
Spiderman	Hannah Montana
SpongeBob SquarePants	Dora the Explorer
Granddad	Doctor Who
Doctor Who	Sporticus

Tony Anderson, Marketing Director at The Children's Mutual, said: "Since last year, Dads have continued to inspire their children and have held on to the top spot to be their number one hero. Dads have beaten off stiff competition from great fictional characters such as Doctor Who and Ben 10 which is a huge achievement."

For more info see thechildrensmutual.co.uk or contact us . . .

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Although Mums and Dads feature high on the separate lists of heroes for boys and girls, other entries vary greatly. Action heroes such as Batman, Spiderman and Power Rangers are all admired by boys along with footballer Steven Gerrard (interestingly the only footballer to make the top ten). Extended family is a high priority for girls with both Granddad and Grandma making into the top 10. But popular female stars reign with Hannah Montana taking top spot, followed by Cheryl Cole at number four and Gabriella from High School Musical at number six.

2010 Top 10 Boys' and Girls' Heroes, according to The Children's Mutual:

BOYS	GIRLS
Ben 10	Hannah Montana
Daddy	Mummy
Mummy	Daddy
Spiderman	Cheryl Cole
Batman	Teacher
Doctor Who	Gabriella (High School Musical)
SpongeBob SquarePants	Granddad
Power Rangers	Brother
Steven Gerrard	Grandma
Super Mario	SpongeBob SquarePants

For further information on The Children's Mutual, please visit www.thechildrensmutual.co.uk

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Notes to editors

- The research from The Children's Mutual was undertaken by BDRG during March 2010 and polled 1200 parents of children aged between five and seven.
- The Children's Mutual has a large database of case studies available.
- David White, Chief Executive, and Tony Anderson, Marketing Director, The Children's Mutual are available for interviews.

About The Children's Mutual

- The Children's Mutual's mission is to help parents, grandparents, family and friends fulfil their hopes for today's children.
- The Children's Mutual specialises exclusively in family-focused finance products and is currently the choice of 1 in 3 parents for their child's Child Trust Fund, with nearly 825,000 accounts.
- The Children's Mutual has won The Moneyfacts Award for Best Child Trust Fund Provider every year since its 2006 launch and has been awarded the 2009 Best Children's Savings Provider by the Money Pages.
- The Children's Mutual has been focusing on family finance for nearly 130 years and a champion of children's savings for over a quarter of a century.