

## Naked Ambition Rubs Off On Teen Girls

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GLAM: THE NEW ROLE MODELS

**T**HE naked ambition of Abi Titmuss, Jordan and Jodie Marsh has rubbed off on Britain's youth who would rather pose scantily-clad than enter a profession, a poll revealed today.

A staggering 63% of girls would rather be glamour models than nurses, doctors or teachers, according to the survey by mobile entertainment providers *www.thelab.tv*.

The findings have been blamed on the "endless media coverage" of women who become famous more for their physical attributes than talent or achievements.

Jordan and Titmuss were seen as role models by more 15 to 19-year-old girls than Harry Potter author JK Rowling and Germaine Greer.

The Lab spokesman Fraser Lewry said: "Teenagers are witnessing the likes of Abi Titmuss and Jodie Marsh gracing the covers of their favourite magazines every day, so it is hardly surprising that they want to follow in their footsteps.

"Taking your clothes off is now more lucrative than ever and teenagers see it as a great way of making money and becoming famous."

Of the nearly 1,000 girls surveyed, 63% found being a glamour model most appealing. A quarter thought being a lap dancer would be a good profession but just 3% picked the teaching profession.

Nearly half of those that took part saw Titmuss as a role model, compared to 33% for Jordan, 7% for Anita Roddick, 9% for JK Rowling and just 4% for Germaine Greer.

Asked what they would rather be famous for, 89% chose being recognised and a celebrity and 11% picked achievement with little recognition.

