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| **Top 10 Favourite Heroes** | **Top 10 Most Evil Villains** |
| Harry Potter (*Harry Potter* series) | Lord Voldemort (*Harry Potter* series) |
| Matilda Wormwood (*Matilda*) | Dolores Umbridge (*Harry Potter* series) |
| Hermione Granger (*Harry Potter* series) | Cruella de Vil (*The Hundred and One Dalmatians*) |
| Bilbo Baggins (*The Hobbit*) | The White Witch (*The Lion, The Witch and The Wardrobe*) |
| Lyra Belacqua (*His Dark Materials* series) | Miss Trunchbull (*Matilda*) |
| Jo March (*Little Women*) | Bellatrix Lestrange (*Harry Potter* series) |
| Katniss Everdeen (*The Hunger Games* series) | Bill Sikes (*Oliver Twist*) |
| Winnie-the-Pooh (*Winnie-the-Pooh*) | The Grand High Witch (*The Witches*) |
| Anne Shirley (*Anne of Green Gables*) | Count Olaf (*A Series of Unfortunate Events*) |
| Paddington Bear (*A Bear Called Paddington*) | Mrs Coulter (*His Dark Materials* series) |

**Top 10 Children’s Book Heroes chosen by gender**

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| **Women’s top 10** | **Men’s top 10** |
| Harry Potter (*Harry Potter* series) | Bilbo Baggins (*The Hobbit*) |
| Matilda Wormwood (*Matilda*) | Harry Potter (*Harry Potter* series) |
| Hermione Granger (*Harry Potter* series) | Matilda Wormwood (*Matilda*) |
| Lyra Belacqua (*His Dark Materials* series) | Charlie Bucket (*Charlie and the Chocolate Factory*) |
| Jo March (*Little Women*) | Paddington Bear (*A Bear Called Paddington*) |
| Katniss Everdeen (*The Hunger Games* series) | Lyra Belacqua (*His Dark Materials* series) |
| Bilbo Baggins (*The Hobbit*) | Hermione Granger (*Harry Potter* series) |
| Anne Shirley (*Anne of Green Gables*) | Fantastic Mr. Fox (*Fantastic Mr. Fox*) |
| Winnie-the-Pooh (*Winnie-the-Pooh*) | Katniss Everdeen (*The Hunger Games* series) |
| Paddington Bear (*A Bear Called Paddington*) | Alex Rider (*Alex Rider*series) |