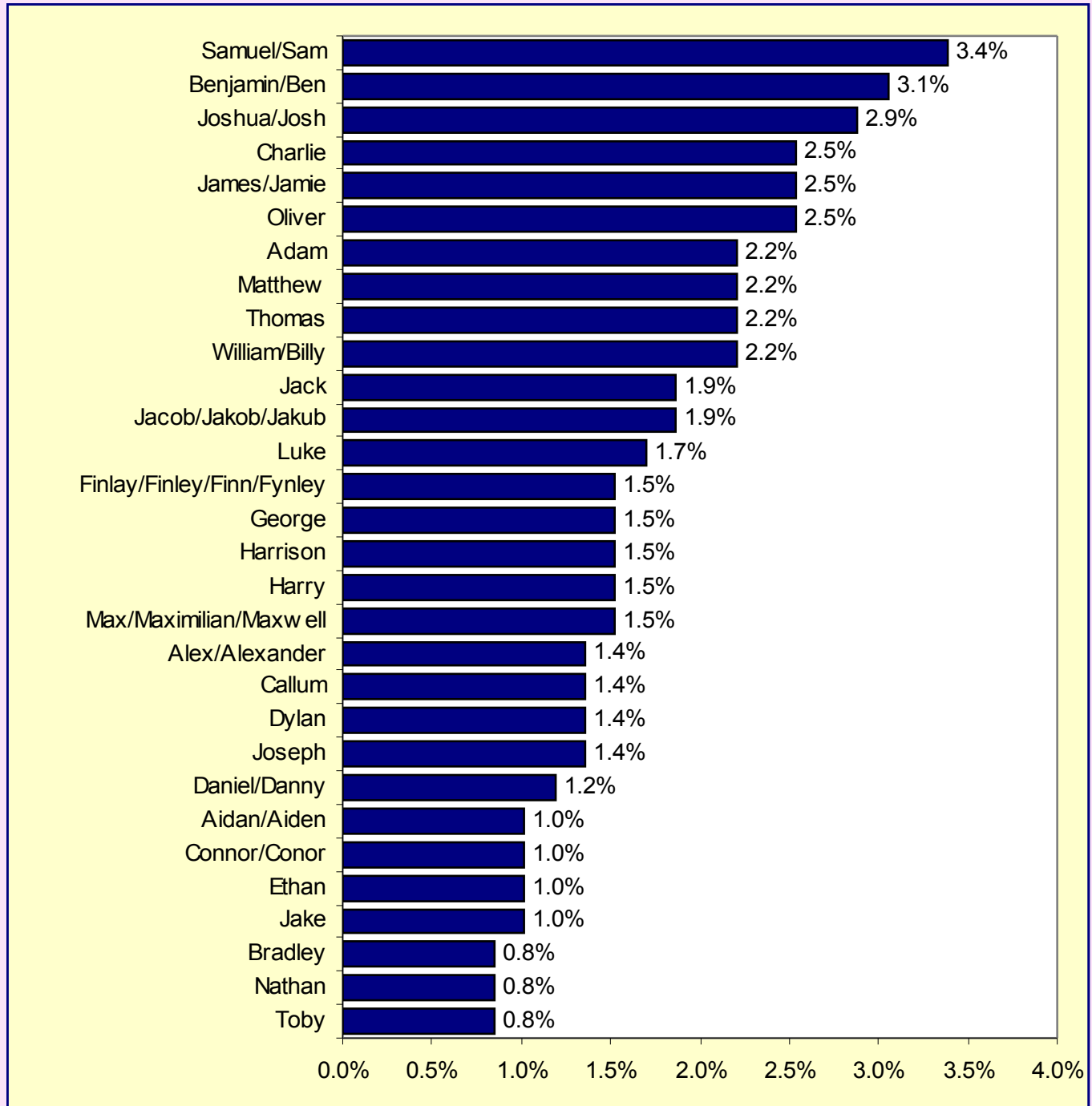


Survey Question:

“What first name (or name you wanted your baby to be known by) did you give your baby?”

The “Top 30” most popular answers are:



Info on the survey:

- We surveyed over 1000 mums in 2007 (approximately 1.4% of all women who will give birth in the UK within any one year) with a child aged between 0 and 1 to find out what the most popular baby names were at the moment.
- For every 100 baby boys mums reported that they used 36 different names (compared with 47 per 100 baby girls).
- Top of the list was Sam/Samuel with approximately 1 in every 30 mums giving their baby boy this name.
- Sam is the 8th most popular name for 2006 on the ONS (Office of National Statistics) lists, so our survey suggests that its popularity is on the increase.
- For the last 5 years the ONS reports that the three most popular UK boys names (derived from all registered births) are Jack, Thomas and Joshua. Our survey suggests that whilst all three are in the top 11 still Jack and Thomas are now less popular with mums. However Joshua is still as popular as ever.
- Other pointers to significant changes in popularity are:
 - Adam – 7th most popular in our survey but outside the ONS lists Top 20 for the last three years.
 - Harry - =14th in our survey was 5th in the ONS list for 2006. The popularity of Harry has been strongly linked with the Harry Potter films and Prince Harry with the name only appearing in the ONS top 10 in the last two years. Our survey suggests the popularity of the name Harry is on the decrease again!
 - Daniel, consistently in the ONS Top 10 (but shown as decreasing in popularity between 2004 and 2006), only appears at number 23 in our list.

| Useful Links (see the 'more info' tab for all links) | |
|--|--|
| Link Type | Website Address |
| Most popular boys names 2002-2006 | www.statistics.gov.uk/specials/babiesnames_boys.asp |

| Survey Stats | |
|-------------------------|-------------------------------------|
| Date of survey | March 2007 |
| Number of mums surveyed | 1143 |
| Type of mums surveyed | All with a child aged 0-1 years old |