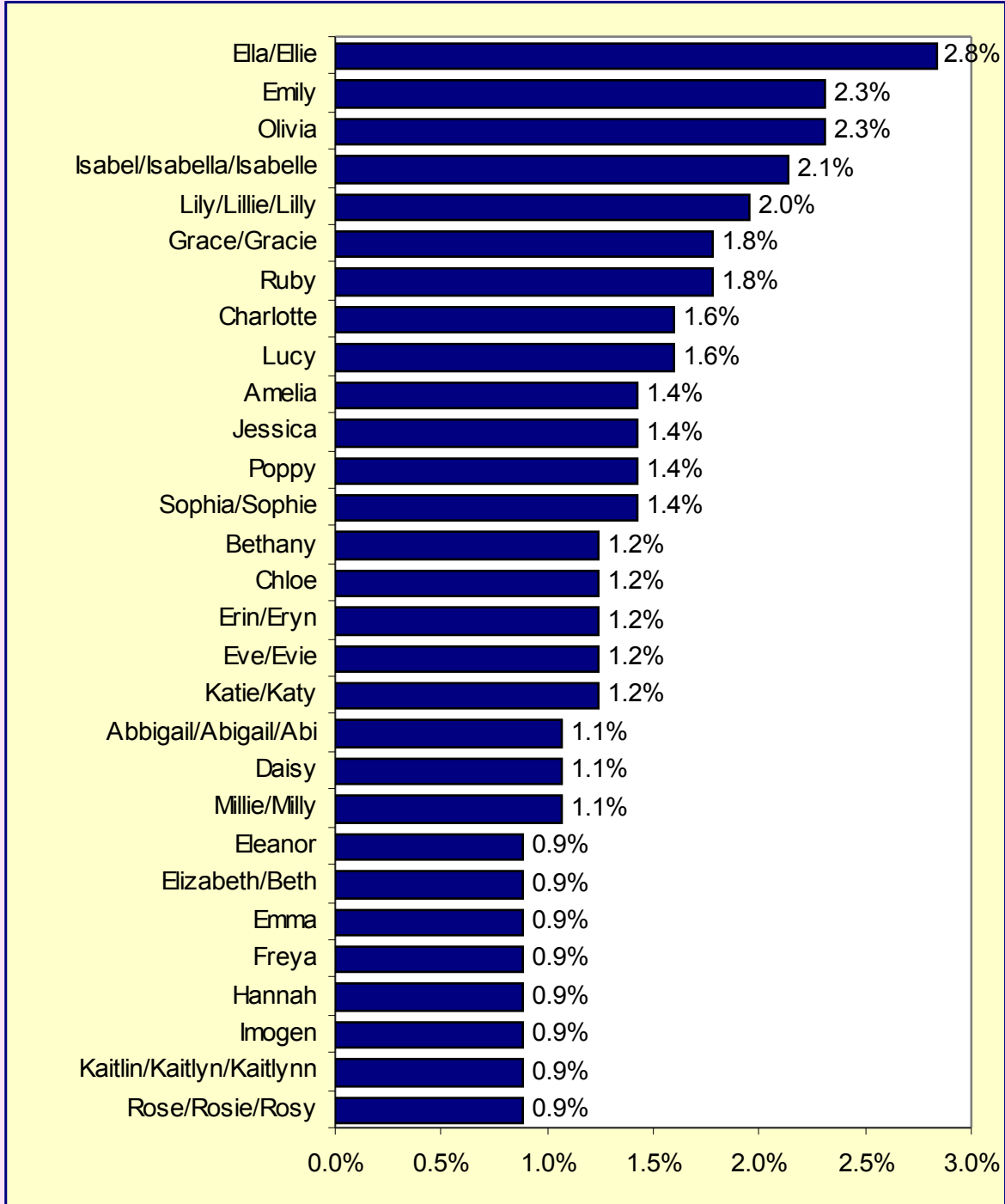


Survey Question:

“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 girls mums reported that they used 47 different names (compared with 36 per 100 baby boys).
- Top of the list was Ella/Ellie with approximately 1 in every 36 mums giving their baby girl this name.
- Ella is the 10th and Ellie the 11th most popular name for 2006 on the ONS (Office of National Statistics) lists, who analyse the name separately.
- The ONS reports that the three most popular UK girls names (derived from all registered births) in 2006 were Olivia, Grace and Jessica. Our survey suggests that whilst all three are in the top 10 still only Olivia is retaining its popularity. Our survey also indicates that Jessica, which has been in the ONS Top 5 for the last 5 years, will be out of the Top 5 in 2007.
- Other pointers to significant changes in popularity are:
 - Mia, in the ONS Top 20 for the last 5 years, only comes just within the Top 50 in our survey.
 - The popularity of Lily (and derivatives) looks like it continues to climb. 5th in our survey Lily has risen from 29th to 9th most popular name over the last 5 years on the ONS lists.
 - Poppy also looks to continue its rise, appearing =10th in our survey. Poppy has risen from 63rd to 30th in popularity over the last 5 years according to the ONS.

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