

YouGov Survey Results

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2009	362	516	185	217	115	705	717	972	1037	211	830	496	472	1145	864	1738	96	175	476	329	243	689
Unweighted Sample	2009	358	561	218	229	114	820	737	880	1129	141	728	539	601	1266	743	1725	103	181	495	329	193	708
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following best describes your birth name?

A common name	54	55	55	49	60	52	56	55	60	48	56	53	55	53	55	52	53	49	64	53	49	48	57
An uncommon, but not unusual name	34	33	35	42	28	41	35	32	29	38	29	34	35	35	34	33	34	42	26	34	37	37	32
An unusual name	8	10	7	7	8	7	6	10	7	9	10	8	8	9	8	9	9	4	7	9	10	9	7
Don't know	4	2	2	3	3	1	3	3	4	4	4	5	2	3	3	6	4	5	3	4	4	5	4

Do you like or dislike your birth name?

Love	19	18	19	17	15	17	17	17	17	21	28	20	16	16	18	19	19	16	21	16	16	27	19
Like	41	47	43	42	39	42	43	40	44	39	44	43	37	41	44	38	42	37	33	45	42	41	41
TOTAL LOVE / LIKE	60	65	62	59	54	59	60	57	61	60	72	63	53	57	62	57	61	53	54	61	58	68	60
Neither like nor dislike	29	25	30	29	30	30	29	32	29	28	17	26	36	32	29	28	28	33	34	28	30	26	28
Dislike	9	9	7	11	12	11	10	8	8	9	6	9	9	9	7	11	9	6	7	9	8	6	11
Hate	2	2	2	1	4	0	1	3	2	3	3	2	3	1	2	3	2	7	5	2	2	0	2
TOTAL DISLIKE / HATE	11	11	9	12	16	11	11	11	10	12	9	11	12	10	9	14	11	13	12	11	10	6	13
Don't know	1	0	0	0	0	0	0	0	1	0	2	1	0	0	0	1	1	1	0	0	2	0	0

Do you have a positive or negative view of the following?

Naming a baby after a celebrity or sports star

Very positive	1	1	1	1	0	3	1	0	1	1	6	1	0	0	1	2	2	1	0	1	2	2	1
Somewhat positive	6	3	6	4	7	6	6	4	6	6	9	8	4	1	5	7	6	3	4	6	4	10	6
TOTAL POSITIVE	7	4	7	5	7	9	7	4	7	7	15	9	4	1	6	9	8	4	4	7	6	12	7
Neither positive nor negative	34	30	38	25	30	41	32	34	34	34	35	39	35	23	32	36	33	38	36	34	33	36	32
Somewhat negative	29	31	28	36	27	30	32	27	27	31	23	28	31	31	31	26	29	21	31	30	34	24	28
Very negative	28	34	25	31	35	18	27	33	30	26	26	19	28	43	29	26	28	33	28	28	24	25	30
TOTAL NEGATIVE	57	65	53	67	62	48	59	60	57	57	49	47	59	74	60	52	57	54	59	58	58	49	58
Don't know	2	2	1	2	0	2	2	1	2	2	1	4	1	1	2	3	2	4	1	2	3	2	3

Naming a baby after a political figure

Very positive	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	1	0	1	0	0	1	0	0
Somewhat positive	3	2	2	1	2	4	2	1	2	3	5	3	2	1	2	3	3	2	2	3	1	7	2
TOTAL POSITIVE	3	2	2	1	2	4	2	1	3	3	7	3	2	1	2	4	3	3	2	3	2	7	2
Neither positive nor negative	34	33	35	35	35	41	35	32	38	31	31	38	36	27	35	34	34	38	35	32	31	40	35
Somewhat negative	28	30	32	31	22	26	31	27	26	31	32	27	29	30	31	25	29	21	31	30	32	27	27
Very negative	30	32	28	28	37	25	27	36	31	29	28	26	30	40	28	33	30	32	29	32	28	21	32
TOTAL NEGATIVE	58	62	60	59	59	51	58	63	57	60	60	53	59	70	59	58	59	53	60	62	60	48	59
Don't know	4	3	4	4	3	5	4	4	3	5	2	6	3	2	4	5	4	6	2	3	6	4	4

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		Which of the following best describes your birth name?			Parent Status	
Total		A common name	An uncommon, but not unusual name	An unusual name	Yes	No
Weighted Sample	2009	1081	684	164	1033	942
Unweighted Sample	2009	1089	698	160	1120	858
		%	%	%	%	%

Which of the following best describes your birth name?

A common name	54	100	0	0	55	53
An uncommon, but not unusual name	34	0	100	0	33	35
An unusual name	8	0	0	100	9	8
Don't know	4	0	0	0	4	4

Do you like or dislike your birth name?

Love	19	15	21	34	16	21
Like	41	45	36	36	41	42
TOTAL LOVE / LIKE	60	60	57	70	57	63
Neither like nor dislike	29	30	30	17	30	27
Dislike	9	8	9	9	10	7
Hate	2	1	3	4	2	3
TOTAL DISLIKE / HATE	11	9	12	13	12	10
Don't know	1	0	0	0	0	0

Do you have a positive or negative view of the following?

Naming a baby after a celebrity or sports star

Very positive	1	2	1	1	1	1
Somewhat positive	6	7	4	4	6	6
TOTAL POSITIVE	7	9	5	5	7	7
Neither positive nor negative	34	34	34	36	33	35
Somewhat negative	29	29	30	25	30	28
Very negative	28	27	30	31	28	27
TOTAL NEGATIVE	57	56	60	56	58	55
Don't know	2	2	1	2	2	2

Naming a baby after a political figure

Very positive	0	0	0	0	0	1
Somewhat positive	3	3	3	1	3	3
TOTAL POSITIVE	3	3	3	1	3	4
Neither positive nor negative	34	35	33	31	32	37
Somewhat negative	28	29	28	31	29	28
Very negative	30	29	32	31	32	28
TOTAL NEGATIVE	58	58	60	62	61	56
Don't know	4	3	4	5	4	3

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
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Unweighted Sample	2009	358	561	218	229	114	820	737	880	1129	141	728	539	601	1266	743	1725	103	181	495	329	193	708
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Naming a baby after a fictional character																							
Very positive	2	1	1	3	0	6	2	1	1	2	5	3	1	0	2	2	2	3	1	2	2	3	2
Somewhat positive	13	6	19	14	11	23	14	9	10	17	21	20	9	4	13	14	14	8	11	12	11	19	14
TOTAL POSITIVE	15	7	20	17	11	29	16	10	11	19	26	23	10	4	15	16	16	11	12	14	13	22	16
Neither positive nor negative	43	39	46	47	40	39	45	41	45	42	42	45	47	37	42	45	43	51	48	41	40	45	44
Somewhat negative	25	29	23	22	23	22	24	28	26	24	23	22	24	31	27	22	25	16	28	27	27	20	24
Very negative	14	23	9	12	23	8	12	18	16	12	9	8	16	25	14	14	14	18	10	17	14	10	14
TOTAL NEGATIVE	39	52	32	34	46	30	36	46	42	36	32	30	40	56	41	36	39	34	38	44	41	30	38
Don't know	3	3	2	2	2	2	3	3	2	3	0	2	3	3	2	3	2	4	3	1	6	3	2
Naming a baby after an elderly or deceased relative																							
Very positive	17	14	17	13	20	16	14	17	18	16	22	20	14	10	15	18	17	11	17	15	17	17	18
Somewhat positive	42	43	45	42	42	39	43	41	39	45	42	40	43	44	42	41	42	45	37	47	41	42	39
TOTAL POSITIVE	59	57	62	55	62	55	57	58	57	61	64	60	57	54	57	59	59	56	54	62	58	59	57
Neither positive nor negative	34	38	30	38	32	39	37	36	36	33	27	32	37	40	35	33	34	36	41	33	35	33	34
Somewhat negative	4	4	5	2	4	1	3	3	4	3	7	3	3	4	4	2	4	4	2	3	3	5	4
Very negative	1	1	1	3	1	1	1	1	2	1	3	2	1	1	1	2	2	0	1	2	1	1	2
TOTAL NEGATIVE	5	5	6	5	5	2	4	4	6	4	10	5	4	5	5	4	6	4	3	5	4	6	6
Don't know	2	1	1	1	1	3	2	1	2	2	1	3	1	1	1	3	2	4	1	1	4	2	2
Giving a baby the same name as one of their parents																							
Very positive	6	6	5	2	8	3	3	8	8	4	8	7	4	5	5	7	6	3	3	4	9	7	6
Somewhat positive	19	16	19	15	21	15	17	20	20	17	14	19	19	21	18	20	18	23	23	19	17	20	17
TOTAL POSITIVE	25	22	24	17	29	18	20	28	28	21	22	26	23	26	23	27	24	26	26	23	26	27	23
Neither positive nor negative	38	42	36	39	39	46	41	40	40	36	32	36	41	40	38	38	37	39	46	42	34	30	38
Somewhat negative	25	24	27	34	20	24	27	22	19	30	34	24	24	24	27	22	25	22	21	23	23	29	27
Very negative	10	9	13	9	13	8	10	10	10	11	10	11	11	9	11	10	11	10	6	10	12	13	10
TOTAL NEGATIVE	35	33	40	43	33	32	37	32	29	41	44	35	35	33	38	32	36	32	27	33	35	42	37
Don't know	2	2	1	2	0	4	2	1	2	2	2	4	2	1	2	3	2	4	1	2	4	1	3
Giving a baby a common name																							
Very positive	8	8	5	3	15	5	5	9	9	7	12	8	7	6	7	8	8	6	9	8	6	11	7
Somewhat positive	25	19	29	29	24	23	24	23	26	25	29	29	22	21	25	26	25	27	30	29	24	26	22
TOTAL POSITIVE	33	27	34	32	39	28	29	32	35	32	41	37	29	27	32	34	33	33	39	37	30	37	29
Neither positive nor negative	58	64	57	59	52	64	62	61	59	57	50	54	62	65	59	58	59	58	53	56	58	55	62
Somewhat negative	6	6	6	5	6	4	5	5	4	8	7	6	7	5	7	5	6	5	6	4	7	6	7
Very negative	1	1	1	2	2	1	1	1	0	2	1	1	1	2	1	1	1	0	0	2	2	0	1
TOTAL NEGATIVE	7	7	7	7	8	5	6	6	4	10	8	7	8	7	8	6	7	5	6	6	9	6	8
Don't know	2	2	1	2	0	3	3	1	2	2	1	2	2	1	2	2	1	4	2	1	3	2	1
Giving a baby an unusual name																							
Very positive	4	2	2	4	3	8	3	3	3	5	8	6	2	2	3	6	4	6	3	4	5	6	3
Somewhat positive	21	14	24	26	18	21	18	18	14	27	29	24	16	16	21	20	21	18	22	19	18	22	22
TOTAL POSITIVE	25	16	26	30	21	29	21	21	17	32	37	30	18	18	24	26	25	24	25	23	23	28	25
Neither positive nor negative	44	42	45	41	48	44	44	45	46	41	37	41	46	48	43	45	44	50	40	43	41	47	45
Somewhat negative	21	27	21	23	15	18	24	21	23	19	19	19	22	24	23	17	21	16	25	21	26	15	20
Very negative	9	12	7	3	15	5	8	11	12	6	7	7	12	9	8	9	9	7	8	11	7	9	8
TOTAL NEGATIVE	30	39	28	26	30	23	32	32	35	25	26	26	34	33	31	26	30	23	33	32	33	24	28
Don't know	2	2	1	3	1	3	3	2	2	2	1	3	2	1	2	2	2	4	2	2	3	2	1

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Weighted Sample	2009	1081	684	164	1033	942	
Unweighted Sample	2009	1089	698	160	1120	858	
	%	%	%	%	%	%	
Naming a baby after a fictional character							
	Very positive	2	2	2	1	3	
	Somewhat positive	13	13	14	18	14	
	TOTAL POSITIVE	15	15	16	19	17	
	Neither positive nor negative	43	45	42	41	42	
	Somewhat negative	25	25	25	22	24	
	Very negative	14	13	16	15	13	
	TOTAL NEGATIVE	39	38	41	37	39	
	Don't know	3	2	2	3	2	
Naming a baby after an elderly or deceased relative							
	Very positive	17	17	16	19	15	
	Somewhat positive	42	44	41	42	46	
	TOTAL POSITIVE	59	61	57	61	56	
	Neither positive nor negative	34	34	37	29	33	
	Somewhat negative	4	4	4	4	3	
	Very negative	1	1	1	4	1	
	TOTAL NEGATIVE	5	5	5	8	4	
	Don't know	2	1	1	2	2	
Giving a baby the same name as one of their parents							
	Very positive	6	5	5	7	5	
	Somewhat positive	19	19	18	23	20	
	TOTAL POSITIVE	25	24	23	30	25	
	Neither positive nor negative	38	40	37	34	38	
	Somewhat negative	25	26	27	18	26	
	Very negative	10	8	12	16	9	
	TOTAL NEGATIVE	35	34	39	34	35	
	Don't know	2	2	2	2	3	
Giving a baby a common name							
	Very positive	8	9	6	7	9	
	Somewhat positive	25	28	24	18	25	
	TOTAL POSITIVE	33	37	30	25	32	
	Neither positive nor negative	58	58	59	58	59	
	Somewhat negative	6	4	7	13	6	
	Very negative	1	0	2	2	1	
	TOTAL NEGATIVE	7	4	9	15	7	
	Don't know	2	1	2	1	1	
Giving a baby an unusual name							
	Very positive	4	3	4	9	4	
	Somewhat positive	21	18	24	29	21	
	TOTAL POSITIVE	25	21	28	38	25	
	Neither positive nor negative	44	45	43	38	45	
	Somewhat negative	21	22	21	18	20	
	Very negative	9	11	7	4	8	
	TOTAL NEGATIVE	30	33	28	22	28	
	Don't know	2	1	2	1	1	

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Unweighted Sample	2009	358	561	218	229	114	820	737	880	1129	141	728	539	601	1266	743	1725	103	181	495	329	193	708
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Giving a baby a name that combines two first names into one (e.g. Sarah-Jane)

Very positive	4	4	3	3	4	4	2	4	4	4	7	4	3	3	3	5	4	5	5	3	6	2	3
Somewhat positive	17	14	20	14	18	12	14	16	13	20	21	18	15	14	15	19	17	18	15	18	16	19	15
TOTAL POSITIVE	21	18	23	17	22	16	16	20	17	24	28	22	18	17	18	24	21	23	20	21	22	21	18
Neither positive nor negative	52	51	47	57	53	57	55	53	55	49	42	49	57	57	52	51	52	46	58	57	47	45	52
Somewhat negative	19	22	21	23	14	19	20	18	19	19	18	21	17	18	21	16	19	17	15	13	19	28	21
Very negative	6	8	8	3	9	3	6	8	7	6	11	5	7	7	7	6	6	10	6	7	8	4	6
TOTAL NEGATIVE	25	30	29	26	23	22	26	26	26	25	29	26	24	25	28	22	25	27	21	20	27	32	27
Don't know	2	1	1	1	1	5	2	1	2	2	1	4	2	1	2	3	2	4	1	2	4	2	2

Giving a baby an unusual spelling of a common name

Very positive	2	1	2	2	2	2	1	2	1	3	5	2	1	2	2	3	2	1	4	1	2	3	2
Somewhat positive	9	9	7	6	9	7	7	8	7	10	11	9	7	8	8	9	9	8	9	9	8	11	7
TOTAL POSITIVE	11	10	9	8	11	9	8	10	8	13	16	11	8	10	10	12	11	9	13	10	10	14	9
Neither positive nor negative	32	29	29	28	40	32	27	34	32	32	29	31	33	32	28	36	32	30	31	34	31	26	32
Somewhat negative	32	29	34	39	27	36	36	30	32	33	30	33	32	32	35	29	32	32	32	32	33	32	32
Very negative	23	30	27	22	23	19	26	24	26	21	24	21	26	25	26	20	24	25	22	22	23	26	24
TOTAL NEGATIVE	55	59	61	61	50	55	62	54	58	54	54	54	58	57	61	49	56	57	54	54	56	58	56
Don't know	2	2	1	2	0	4	2	1	2	2	2	3	1	1	1	3	2	4	2	2	3	2	2

Giving a baby a name traditionally associated with the opposite gender

Very positive	2	2	1	2	1	4	2	1	2	2	5	2	1	1	1	3	2	4	1	1	3	2	2
Somewhat positive	7	4	11	7	3	11	6	4	4	10	21	9	3	2	6	9	7	6	10	10	6	9	5
TOTAL POSITIVE	9	6	12	9	4	15	8	5	6	12	26	11	4	3	7	12	9	10	11	11	9	11	7
Neither positive nor negative	37	24	44	41	27	49	42	30	35	40	47	44	36	24	38	37	37	36	42	39	34	38	37
Somewhat negative	26	35	24	27	25	23	27	28	26	27	16	25	28	31	28	24	27	26	23	22	26	30	29
Very negative	24	33	16	19	42	10	20	34	29	18	10	15	30	39	24	23	24	24	22	25	26	18	24
TOTAL NEGATIVE	50	68	40	46	67	33	47	62	55	45	26	40	58	70	52	47	51	50	45	47	52	48	53
Don't know	3	2	3	4	2	3	4	2	3	3	2	4	2	3	3	4	3	5	3	2	5	3	3

If you were to name a baby today, would you prefer to give it...

A common name	21	24	20	15	26	14	20	23	30	13	18	21	21	23	21	22	21	21	25	22	23	20	19
An uncommon, but not unusual name	59	64	62	67	54	58	64	58	50	67	60	58	59	60	65	50	59	61	51	59	59	59	60
An unusual name	8	5	7	6	9	8	5	8	6	10	10	8	8	6	5	11	8	8	6	7	10	5	8
Don't know	12	8	11	12	11	20	11	12	14	11	12	13	12	11	9	17	12	10	18	12	7	16	13

Would you support or oppose the following...
Introducing rules that would prevent parents from giving babies unusual names

Strongly support	4	3	3	4	7	0	2	5	6	3	7	4	5	3	4	5	4	6	5	4	5	5	3
Somewhat support	14	19	11	11	15	20	13	15	15	14	15	17	12	12	14	14	15	12	13	14	18	15	13
TOTAL SUPPORT	18	22	14	15	22	20	15	20	21	17	22	21	17	15	18	19	19	18	18	18	23	20	16
Somewhat oppose	25	24	28	30	24	23	27	24	23	26	27	23	23	28	27	21	25	23	25	23	25	26	25
Strongly oppose	48	45	51	49	48	49	50	47	46	49	44	46	54	47	48	48	49	45	44	50	43	47	51
TOTAL OPPOSE	73	69	79	79	72	72	77	71	69	75	71	69	77	75	75	69	74	68	69	73	68	73	76
Don't know	9	9	7	7	6	7	8	9	9	8	8	10	7	9	7	12	8	14	13	8	9	6	8

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Unweighted Sample	2009	1089	698	160	1120	858	
		%	%	%	%	%	%

Giving a baby a name that combines two first names into one (e.g. Sarah-Jane)

Very positive	4	3	3	7	4	4
Somewhat positive	17	18	16	15	18	16
TOTAL POSITIVE	21	21	19	22	22	20
Neither positive nor negative	52	53	53	47	51	52
Somewhat negative	19	18	20	20	19	19
Very negative	6	6	7	8	6	7
TOTAL NEGATIVE	25	24	27	28	25	26
Don't know	2	2	1	3	2	2

Giving a baby an unusual spelling of a common name

Very positive	2	1	2	6	2	2
Somewhat positive	9	9	9	10	9	9
TOTAL POSITIVE	11	10	11	16	11	11
Neither positive nor negative	32	32	29	37	33	29
Somewhat negative	32	33	35	22	31	34
Very negative	23	24	24	22	23	24
TOTAL NEGATIVE	55	57	59	44	54	58
Don't know	2	1	1	3	2	2

Giving a baby a name traditionally associated with the opposite gender

Very positive	2	2	2	1	1	3
Somewhat positive	7	7	7	12	5	9
TOTAL POSITIVE	9	9	9	13	6	12
Neither positive nor negative	37	38	38	34	33	42
Somewhat negative	26	26	28	23	28	25
Very negative	24	25	21	27	30	18
TOTAL NEGATIVE	50	51	49	50	58	43
Don't know	3	2	3	3	3	4

If you were to name a baby today, would you prefer to give it...

A common name	21	32	8	8	21	22
An uncommon, but not unusual name	59	50	77	55	62	56
An unusual name	8	6	8	21	7	8
Don't know	12	12	7	15	10	14

Would you support or oppose the following...
Introducing rules that would prevent parents from giving babies unusual names

Strongly support	4	5	3	3	3	6
Somewhat support	14	14	17	10	13	16
TOTAL SUPPORT	18	19	20	13	16	22
Somewhat oppose	25	26	24	20	25	25
Strongly oppose	48	47	48	61	51	45
TOTAL OPPOSE	73	73	72	81	76	70
Don't know	9	7	8	6	9	9

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2009	362	516	185	217	115	705	717	972	1037	211	830	496	472	1145	864	1738	96	175	476	329	243	689
Unweighted Sample	2009	358	561	218	229	114	820	737	880	1129	141	728	539	601	1266	743	1725	103	181	495	329	193	708
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Introducing a set list of baby names that parents would have to choose names from

Strongly support	2	1	1	2	2	0	0	2	3	2	3	3	1	1	2	2	2	0	2	3	1	3	2
Somewhat support	5	4	3	3	6	6	6	6	6	5	3	7	4	5	4	7	5	4	6	5	9	7	3
TOTAL SUPPORT	7	5	4	5	8	6	6	8	9	7	6	10	5	6	6	9	7	4	8	8	10	10	5
Somewhat oppose	13	16	14	12	11	14	13	12	13	13	18	11	14	13	13	13	13	14	13	14	16	10	11
Strongly oppose	75	74	78	81	79	78	77	76	72	78	75	72	77	78	78	72	76	70	68	75	71	76	79
TOTAL OPPOSE	88	90	92	93	90	92	90	88	85	91	93	83	91	91	91	85	89	84	81	89	87	86	90
Don't know	5	4	4	2	3	2	4	3	6	4	1	7	3	4	3	7	4	12	10	3	4	4	4

Would you say you and your partner found it hard or easy to come up with your children's names?

[Asked only to parents; n=1120]

Very hard	1	1	2	3	3	0	1	2	1	2	0	3	1	1	2	1	2	2	1	2	1	1	1
Fairly hard	20	18	26	19	19	28	24	17	20	20	0	28	20	12	22	17	20	12	20	22	19	19	20
TOTAL HARD	21	19	28	22	22	28	25	19	21	22	0	31	21	13	24	18	22	14	21	24	20	20	21
Fairly easy	55	59	50	59	53	53	60	52	55	55	12	53	53	60	56	54	55	53	57	52	59	58	55
Very easy	20	20	21	18	24	15	14	25	20	20	71	13	22	25	18	22	20	17	20	21	17	18	21
TOTAL EASY	75	79	71	77	77	68	74	77	75	75	83	66	75	85	74	76	75	70	77	73	76	76	76
Don't know	3	2	1	2	2	5	2	4	5	2	16	3	4	3	2	5	3	16	1	3	3	4	2

For any of your children, did you ever have names in mind for them before birth that no longer seemed to fit them once they had been born and you had 'met' them?

[Asked only to parents; n=1120]

I did	29	21	36	23	29	29	28	27	25	33	33	36	32	19	30	28	29	32	31	28	29	27	29
I did not	66	73	61	73	68	69	67	68	67	64	51	58	63	75	66	65	67	49	64	67	65	72	66
Don't know	5	6	3	4	3	2	5	5	8	3	16	6	5	5	5	6	5	19	5	5	6	1	4

Do you regret the names you have given to any of your children?

[Asked only to parents; n=1120]

Yes I do	3	2	2	1	3	4	3	2	2	3	16	3	3	1	2	3	2	1	4	3	3	4	2
No I do not	96	97	97	98	97	94	96	96	96	96	84	95	95	98	97	95	97	91	93	97	97	94	97
Don't know	1	1	1	1	0	2	1	2	2	1	0	2	1	1	1	2	1	7	2	0	1	2	2

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

		Which of the following best describes your birth name?			Parent Status		
		Total	A common name	An uncommon, but not unusual name	An unusual name	Yes	No
Weighted Sample	2009	1081	684		164	1033	942
	Unweighted Sample	2009	1089	698		160	1120
		%	%	%	%	%	%

Introducing a set list of baby names that parents would have to choose names from

Strongly support	2	3	2	1	1	3
Somewhat support	5	5	5	5	5	5
TOTAL SUPPORT	7	8	7	6	6	8
Somewhat oppose	13	12	15	11	12	14
Strongly oppose	75	76	75	80	78	72
TOTAL OPPOSE	88	88	90	91	90	86
Don't know	5	4	4	3	3	6

Would you say you and your partner found it hard or easy to come up with your children's names?

[Asked only to parents; n=1120]

Very hard	1	1	2	1	1	0
Fairly hard	20	22	17	16	20	0
TOTAL HARD	21	23	19	17	21	0
Fairly easy	55	53	58	57	55	0
Very easy	20	22	18	25	20	0
TOTAL EASY	75	75	76	82	75	0
Don't know	3	2	5	2	3	0

For any of your children, did you ever have names in mind for them before birth that no longer seemed to fit them once they had been born and you had 'met' them?

[Asked only to parents; n=1120]

I did	29	30	29	22	29	0
I did not	66	65	66	73	66	0
Don't know	5	5	5	6	5	0

Do you regret the names you have given to any of your children?

[Asked only to parents; n=1120]

Yes I do	3	3	2	2	3	0
No I do not	96	96	96	98	96	0
Don't know	1	1	2	0	1	0

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2009	362	516	185	217	115	705	717	972	1037	211	830	496	472	1145	864	1738	96	175	476	329	243	689
Unweighted Sample	2009	358	561	218	229	114	820	737	880	1129	141	728	539	601	1266	743	1725	103	181	495	329	193	708
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How upset, if at all, would you be if one of your children did the following...

[Asked only to parents; n=1120]

Told you they did not like their name

Very upset	5	1	5	6	8	4	4	4	4	5	48	5	5	3	5	4	5	0	6	2	5	6	6
Fairly upset	29	33	34	26	23	21	30	27	27	30	10	33	31	23	29	28	30	18	25	26	30	38	31
TOTAL UPSET	34	34	39	32	31	25	34	31	31	35	58	38	36	26	34	32	35	18	31	28	35	44	37
Not very upset	37	41	36	39	37	44	40	39	37	38	26	33	36	44	40	34	37	41	42	38	32	35	38
Not upset at all	21	17	20	21	29	23	18	24	23	19	0	20	20	24	21	22	21	28	23	24	25	14	18
TOTAL NOT UPSET	58	58	56	60	66	67	58	63	60	57	26	53	56	68	61	56	58	69	65	62	57	49	56
Don't know	8	7	5	7	3	8	7	7	8	8	16	9	8	7	5	11	8	13	4	10	9	7	7

Changed their name

Very upset	16	16	15	18	22	11	13	17	17	15	48	19	15	13	15	17	16	7	15	14	11	16	20
Fairly upset	30	33	28	22	25	21	30	28	28	32	10	36	29	26	30	29	30	26	28	28	36	34	29
TOTAL UPSET	46	49	43	40	47	32	43	45	45	47	58	55	44	39	45	46	46	33	43	42	47	50	49
Not very upset	28	30	32	36	27	33	32	29	27	28	26	19	30	34	31	23	27	37	32	29	22	29	26
Not upset at all	19	14	18	20	22	27	18	19	21	17	0	17	18	21	18	19	19	19	19	20	20	16	18
TOTAL NOT UPSET	47	44	50	56	49	60	50	48	48	45	26	36	48	55	49	42	46	56	51	49	42	45	44
Don't know	8	9	7	5	4	8	7	8	8	9	16	9	8	7	6	12	8	11	6	10	11	5	7

Have any of the following people in your personal life given names to their children that you disapprove of for being too unusual?

Please tick all that apply.

Other family members have	7	8	7	6	8	6	6	8	8	7	7	7	8	6	7	8	7	11	7	5	7	7	8
Friend(s) have	6	6	8	11	7	3	8	6	7	6	3	8	4	6	8	4	6	7	6	5	6	4	9
Colleague(s) have	5	4	5	7	4	2	5	4	4	5	5	5	5	3	5	3	5	3	4	5	4	5	5
My siblings have	2	2	2	1	2	1	2	2	2	2	1	3	2	0	2	2	2	2	3	2	1	6	1
My children have	1	0	0	2	2	2	1	1	1	1	0	0	1	2	1	0	1	1	0	1	1	0	1
N/A - there are no people in my personal life who have given names to their children that I disapprove of	79	82	80	75	77	82	79	79	77	81	82	75	82	82	78	80	79	74	80	82	81	78	77
Not sure	4	2	3	2	3	6	4	4	6	2	3	7	2	2	3	5	4	5	5	4	3	4	4

Do you think that giving a child an unusual name typically has an overall positive, negative, or neither positive nor negative effect on that person... as a child

Very positive effect	1	1	1	2	0	3	1	0	1	2	1	1	1	1	1	2	1	0	1	1	2	1	1
Fairly positive effect	8	8	9	4	8	2	8	7	8	9	12	9	7	7	9	8	9	5	7	9	9	12	7
TOTAL POSITIVE EFFECT	9	9	10	6	8	5	9	7	9	11	13	10	8	8	10	10	10	5	8	10	11	13	8
Neither positive nor negative effect	46	48	45	45	47	48	44	50	43	49	38	45	47	52	43	50	46	50	43	49	42	40	48
Fairly negative effect	29	30	32	35	31	30	31	28	31	27	33	28	31	26	32	24	28	33	34	28	28	29	28
Very negative effect	6	6	5	4	7	10	6	6	7	5	8	6	6	5	6	6	6	4	6	4	8	8	7
TOTAL NEGATIVE EFFECT	35	36	37	39	38	40	37	34	38	32	41	34	37	31	38	30	34	37	40	32	36	37	35
Don't know	9	6	9	10	7	8	10	8	10	9	6	11	9	8	9	9	9	8	9	9	11	11	8

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

		Which of the following best describes your birth name?			Parent Status		
		Total	A common name	An uncommon, but not unusual name	An unusual name	Yes	No
Weighted Sample	2009	1081	684	164	1033	942	
Unweighted Sample	2009	1089	698	160	1120	858	
		%	%	%	%	%	%

How upset, if at all, would you be if one of your children did the following...

[Asked only to parents; n=1120]

Told you they did not like their name

Very upset	5	5	5	5	5	0
Fairly upset	29	27	33	31	29	0
TOTAL UPSET	34	32	38	36	34	0
Not very upset	37	40	35	33	37	0
Not upset at all	21	21	19	24	21	0
TOTAL NOT UPSET	58	61	54	57	58	0
Don't know	8	7	7	7	8	0

Changed their name

Very upset	16	17	16	15	16	0
Fairly upset	30	29	32	32	30	0
TOTAL UPSET	46	46	48	47	46	0
Not very upset	28	28	27	28	28	0
Not upset at all	19	19	18	17	19	0
TOTAL NOT UPSET	47	47	45	45	47	0
Don't know	8	7	8	8	8	0

Have any of the following people in your personal life given names to their children that you disapprove of for being too unusual?

Please tick all that apply.

Other family members have	7	9	5	8	8	7
Friend(s) have	6	7	5	8	8	5
Colleague(s) have	5	5	4	5	5	4
My siblings have	2	2	2	2	2	2
My children have	1	1	1	1	1	0
N/A - there are no people in my personal life who have given names to their children that I disapprove of	79	78	81	80	79	79
Not sure	4	3	4	2	2	5

Do you think that giving a child an unusual name typically has an overall positive, negative, or neither positive nor negative effect on that person...

as a child

Very positive effect	1	1	1	4	1	1
Fairly positive effect	8	8	9	11	8	9
TOTAL POSITIVE EFFECT	9	9	10	15	9	10
Neither positive nor negative effect	46	46	48	44	52	40
Fairly negative effect	29	30	29	27	26	33
Very negative effect	6	7	4	6	4	9
TOTAL NEGATIVE EFFECT	35	37	33	33	30	42
Don't know	9	8	10	7	9	9

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
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Weighted Sample	2009	362	516	185	217	115	705	717	972	1037	211	830	496	472	1145	864	1738	96	175	476	329	243	689
Unweighted Sample	2009	358	561	218	229	114	820	737	880	1129	141	728	539	601	1266	743	1725	103	181	495	329	193	708
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
as an adult																							
Very positive effect	2	2	2	1	1	3	1	2	1	3	3	2	2	2	1	3	2	0	2	1	3	2	2
Fairly positive effect	10	8	11	10	9	8	11	8	9	12	15	10	9	10	11	9	10	8	12	8	12	15	9
TOTAL POSITIVE EFFECT	12	10	13	11	10	11	12	10	10	15	18	12	11	12	12	12	12	8	14	9	15	17	11
Neither positive nor negative effect	51	54	50	55	53	56	52	52	53	49	47	48	53	56	49	54	51	57	45	54	49	43	54
Fairly negative effect	21	24	24	17	19	24	21	22	20	22	24	21	23	18	23	19	21	23	24	22	20	22	20
Very negative effect	5	5	5	5	10	2	5	6	6	4	2	6	5	6	5	5	5	3	5	3	6	8	6
TOTAL NEGATIVE EFFECT	26	29	29	22	29	26	26	28	26	26	26	27	28	24	28	24	26	26	29	25	26	30	26
Don't know	10	6	9	12	8	8	11	9	10	10	8	12	9	9	11	10	10	9	12	12	11	10	9

Which of the following comes closer to your
view on parents giving their children unusual
names?

It is a selfish choice that risks making life harder for the child	43	52	43	40	50	38	45	47	48	38	34	41	48	46	47	38	43	39	44	43	41	45	44
It is a valid form of self-expression and will allow the child to stand out	15	10	18	14	12	15	13	13	13	18	23	17	12	12	15	15	15	18	15	14	15	17	15
Neither	31	30	31	35	31	36	31	32	29	33	35	28	32	33	30	33	31	33	29	32	33	27	31
Don't know	10	8	8	11	7	11	10	8	10	11	8	14	8	9	8	14	10	10	12	11	11	11	9

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 2009 Adults in GB
Fieldwork: 1st - 2nd June 2025

		Which of the following best describes your birth name?			Parent Status		
		Total	A common name	An uncommon, but not unusual name	An unusual name	Yes	No
Weighted Sample		2009	1081	684	164	1033	942
Unweighted Sample		2009	1089	698	160	1120	858
		%	%	%	%	%	%
as an adult							
Very positive effect		2	1	2	7	2	2
Fairly positive effect		10	8	11	23	9	11
TOTAL POSITIVE EFFECT		12	9	13	30	11	13
Neither positive nor negative effect		51	52	51	45	53	49
Fairly negative effect		21	23	21	14	22	21
Very negative effect		5	7	4	3	4	7
TOTAL NEGATIVE EFFECT		26	30	25	17	26	28
Don't know		10	9	11	9	10	10

Which of the following comes closer to your
view on parents giving their children unusual
names?

It is a selfish choice that risks making life harder for the child	43	45	45	30	41	46
It is a valid form of self-expression and will allow the child to stand out	15	14	16	24	15	16
Neither	31	32	29	34	34	27
Don't know	10	9	10	12	9	11

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*