New York Toy Agency report of Baby Names

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To what degree do names persist into the future?

Figure 1 highlights how names tend to persist into the future by visually showing the longevity of naming trends by providing annual Spearman rank correlation results for each gender, as well as a general non-linear time trend. Through the social security records we find a general time trend that naming longevity tends to decrease year-on-year. Therefore this graph illustrates why the toy company must invest more in predicting baby names based on pop culture.

Interestedly, since the 1990s the Spearman rank correlation for boys has generally decreased while for girls it actually has generally increased.
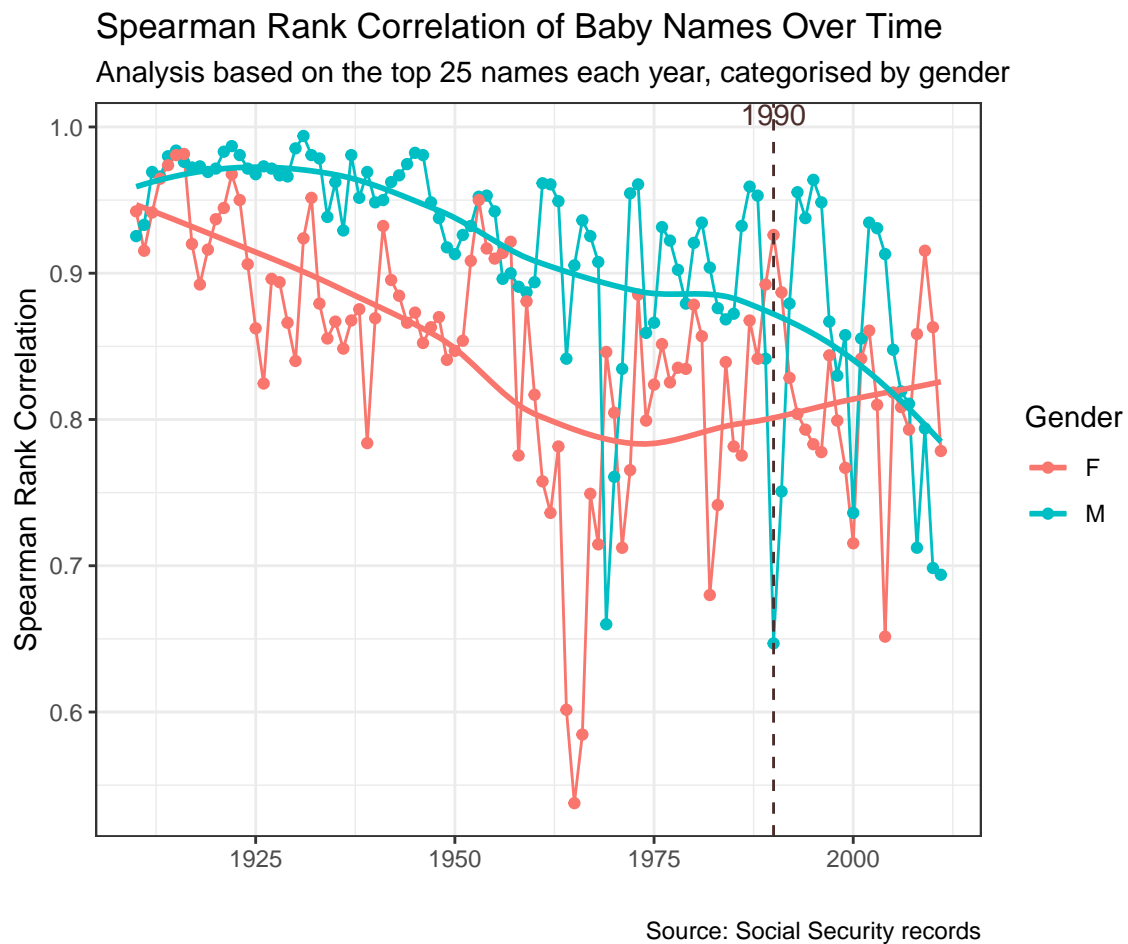

Figure 1: Spearman Correlation

Figure 2 shows time trends of select baby names and their popularity in the United States graphed against

the date. The 15 names selected were the 15 top names who experienced the biggest jump in name adoption. This growth rate of name adoption was calculated using the following formula:

$$\text{Growth Rate} = \left(\frac{\text{Total Count}_{\text{current}} - \text{Total Count}_{\text{previous}}}{\text{Total Count}_{\text{previous}}} \right) \times 100$$

Interestingly, my older supervisor correctly remembered the name fad from the "Where the Heart Is" craze, As in 1974, there was a notable spike in the number of little girls being named Katina. This should help the toy company
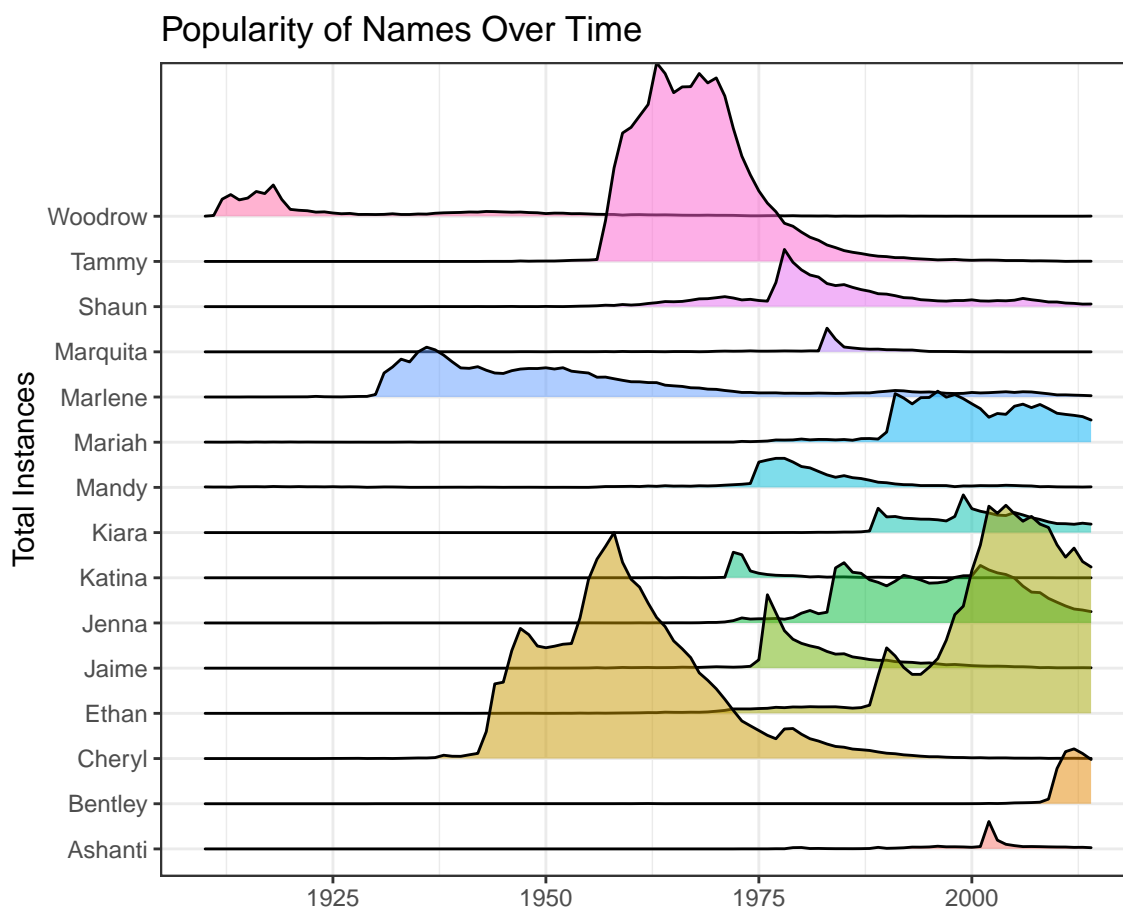

Figure 2: Biggest Year-on-Year growth for Baby Names

The table below See if any of these other names could have come from fad from the music industry. However how are these names founds. The 2002 spike and 2010 spike for Bentley

date	rank	song	artist	last-week	peak-rank	weeks-on-board	Name
2009-12-26	52	I Wanna Make You Close Your Eyes	Dierks Bentley	52	52	11	Bentley
2001-12-29	7	Always On Time	Ja Rule Featuring Ashanti	9	7	7	Ashanti