Data Analysis Report: Name Popularity Trends and Celebrity Influence

Executive Summary: This report presents an analysis of name popularity trends across different generations based on Social Security Records. Additionally, we analyze the impact of celebrity influence on the popularity of certain names. The analysis includes identification of top names for each generation, trends in name popularity, and the influence of celebrities on these trends.

1.Introduction

This section provides the background the objectives of the analysis, highlighting the sources of data and the goals of the study.

- **Objective**: To identify the most popular names of each generation, observe popularity trends in each generation, and examine the influence of celebrity names on certain trends.
- **Data Source**: Social Security Records, Parents article on a year-by-year guide to different generations, Wikipedia and news articles.

2.Methodology

Outline the approach used for the analysis, including the data collection process, and the models or statistical methods applied.

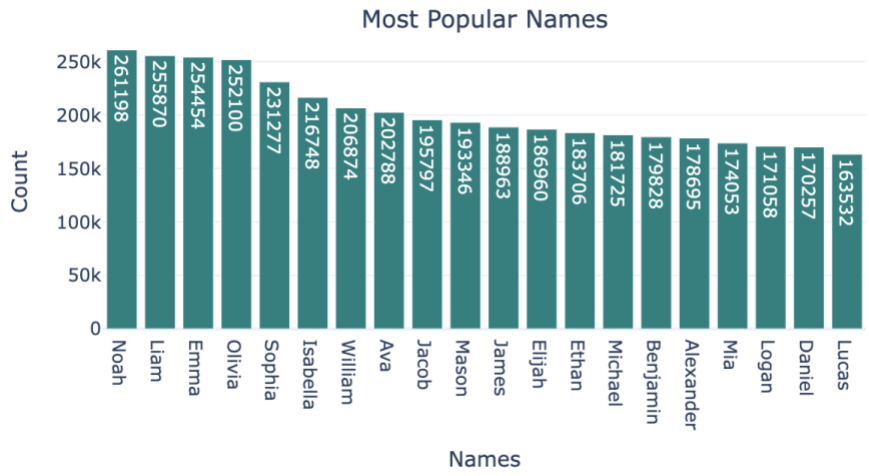
- **Data Collection**: Social Security Records for name popularity by year and gender.
- **Celebrity Influence**: Data on celebrity names and the years they became prominent.
- **Analysis Techniques**: Time-series analysis for trends, correlation analysis to assess the impact of celebrity names.

3.Analysis of Name Popularity by Generation

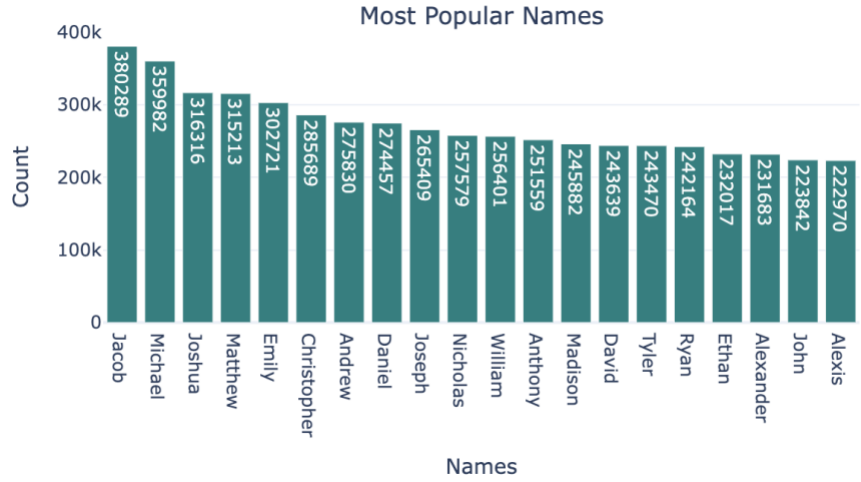
3.1 Overview of Popular Names by Generation

For Each Generation we show a bar chart with the most popular names and their corresponding usage.

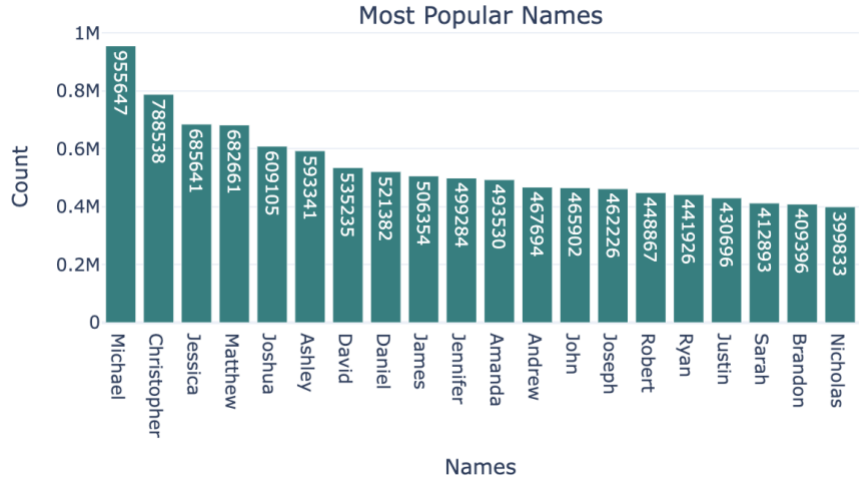
Generation Alpha (2010-2024):



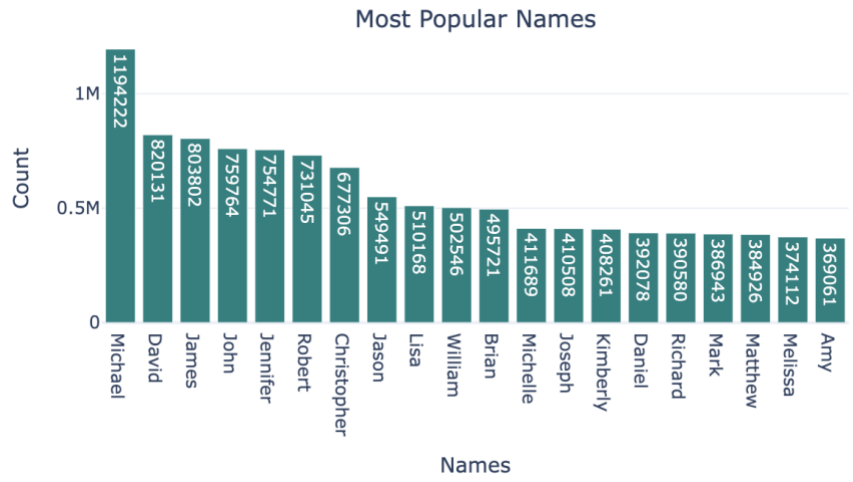
Generation Z (1997-2009):



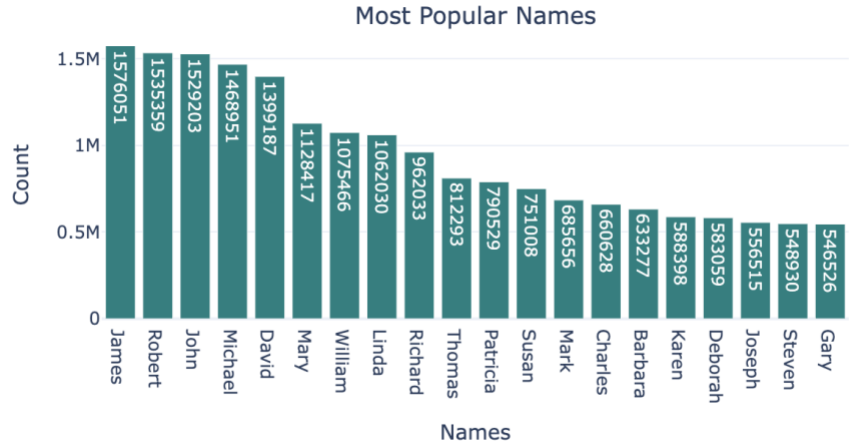
Millennial Generation (1981-1996):



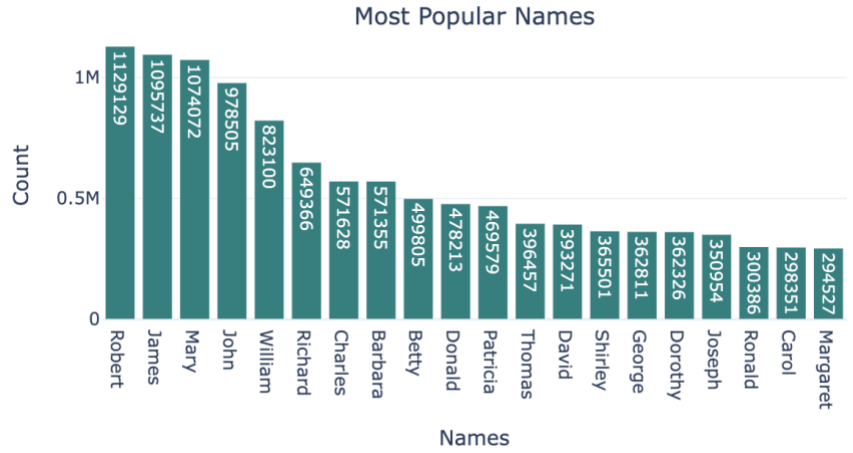
Generation X (1965-1980):



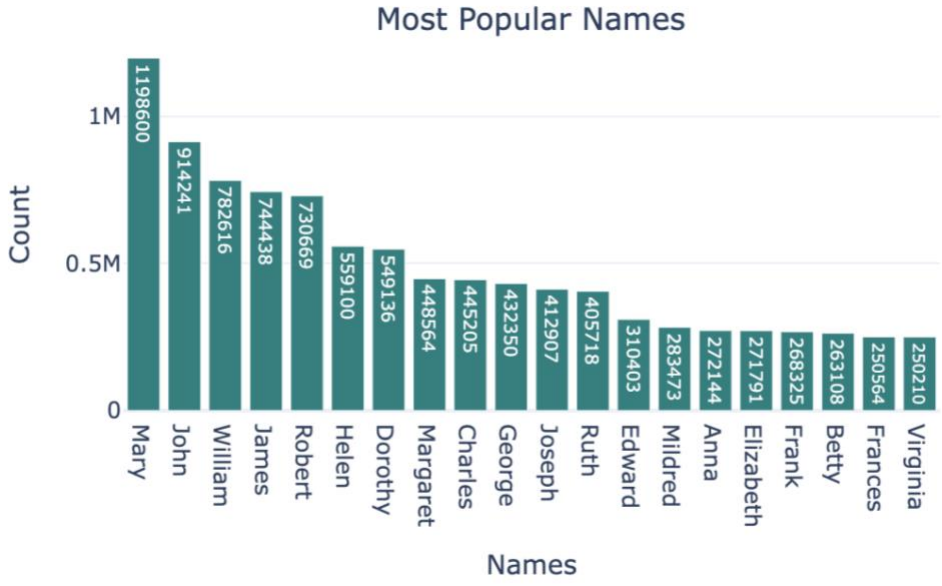
Baby Boom Generation (1946-1964):



The Silent Generation (1928-1945):



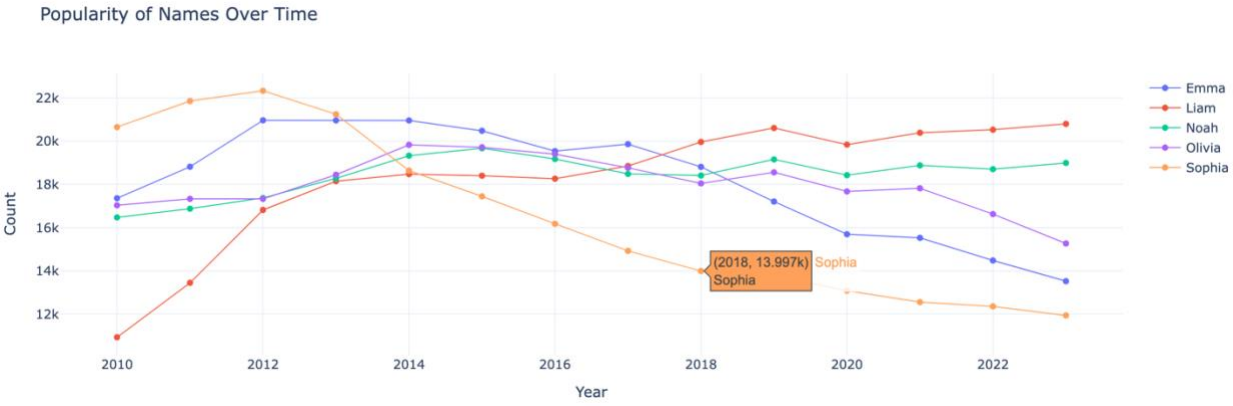
The Greatest Generation (1901-1927):



3.2 Popularity Trends Within a Generation

This section provides a detailed analysis of how the popularity of names evolved within each generation. It includes visualizations and a discussion on the trendlines for the five most popular names, showing how their popularity fluctuated over time.

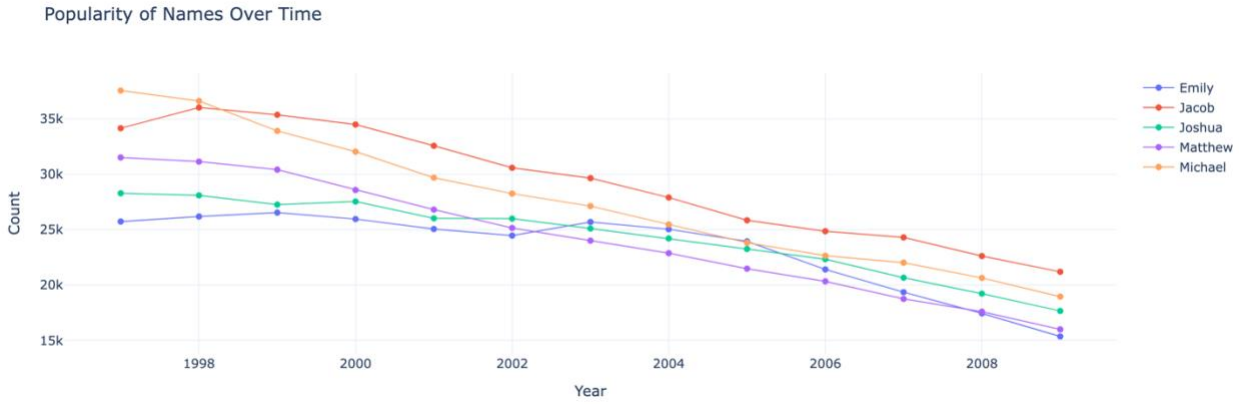
Generation Alpha (2010-2024):



Trend Analysis:

- **Sophia**: Peak popularity in 2012 as the most popular name in the year at 22,000 uses, followed by steady decline to the 5th most popular in 2015 were it remained until the end of the generation at 11,000 uses.
- **Liam**: Started 5th most popular, then surged to become the most popular in 2018, maintaining that position for the rest of the generation.

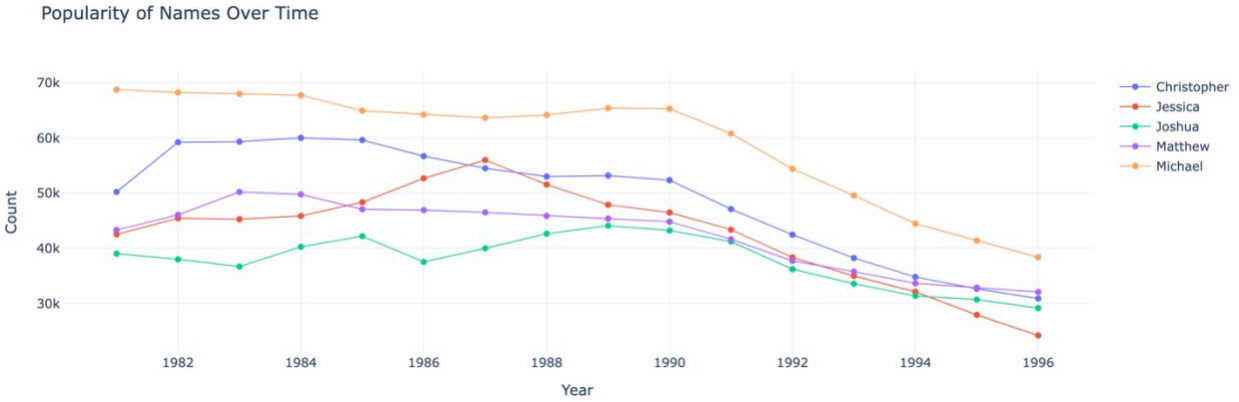
Generation Z (1997-2009):



Trend Analysis:

- **All Names**: All names in the top 5 rankings experienced a decline in usage throughout the generation, starting with an average of 31,000 uses at the beginning and decreasing to an average of 17,000 by the end.
- **Jacob**: Started as the second most popular in 1997 at 34,000 then rose to number one in 1999, and despite a decrease in usage, remained the most popular name through the rest of the generation ending with 21,000 uses in 2009.

Millennial Generation (1981-1996):



Trend Analysis:

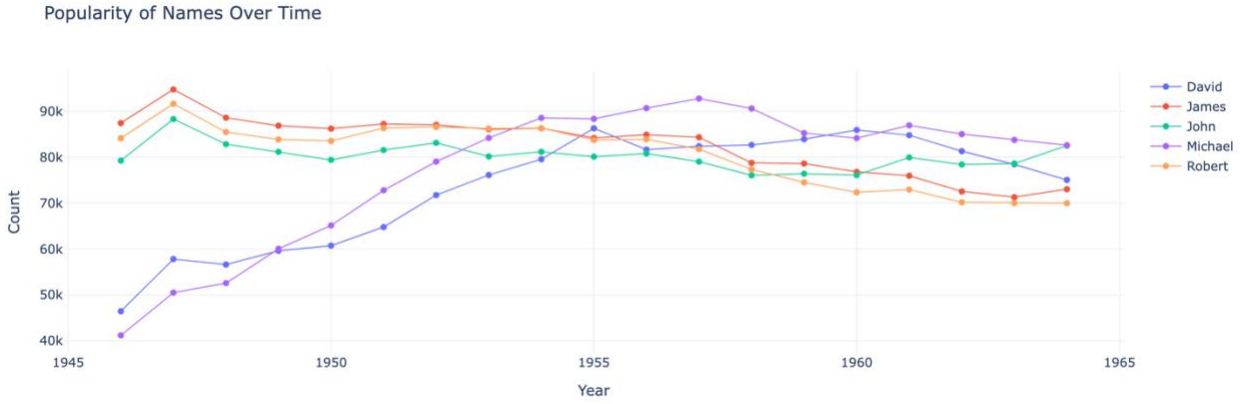
- **All Names**: All names in the top 5 rankings experienced a decline in usage throughout the generation, starting in 1990 and continuing until the end of the generation.
- **Michael**: Remained the most popular name throughout the generation, despite experiencing a steep decline in the last six years of the generation, losing about 27,000 uses during that period.

Generation X (1965-1980):

Trend Analysis:

- **Jennifer**: Started off as the least popular name among the top 5 at 15,000 occurrences before experiencing a steep rise, leading it to the second most popular name at the end of the generation with 58,000 uses.
- **John**: Started off as the second most popular name at the start of the generation, by 1971 it had become the least popular out of the top 5.

Baby Boom Generation (1946-1964):



Trend Analysis:

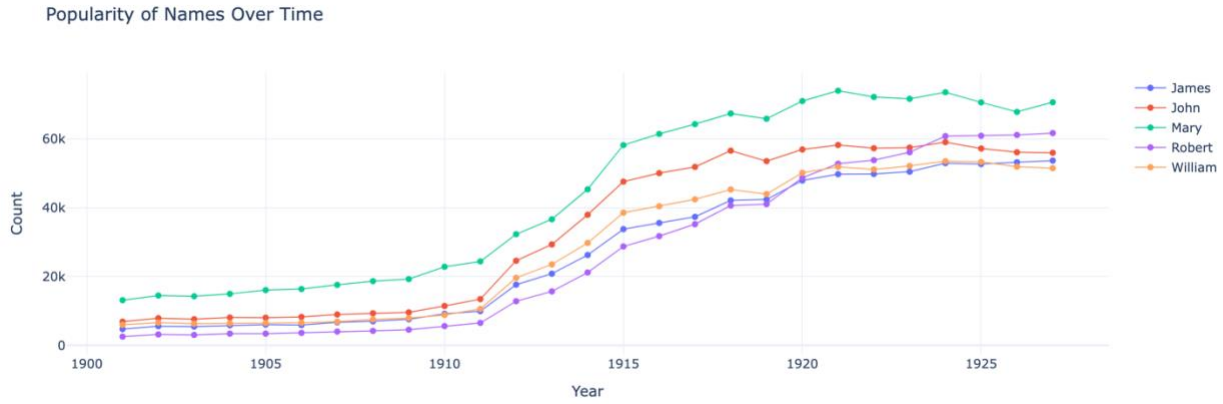
- **Michael**: Started as the least popular among the top 5 at 41,000 occurrences, rose to the most popular by the middle of the generation, briefly lost its top status for a year, then reclaimed and held it until the end at 82,000 uses.
- **David**: Started as the 4th most popular with 46,000 occurrences, gradually rose to briefly take the top spot towards the end, then declined to 3rd by the generations end at 75,000 uses.

The Silent Generation (1928-1945):

Trend Analysis:

- **All Names**: All names in the top 5 rankings experienced an increase from 1939, peaking around 1943, before declining for the remainder of the generation.
- **Mary**: Started as the most popular at 66,000 occurrences but gradually declined, reaching the 4th most popular name at 59,000 uses.

The Greatest Generation (1901-1927):



Trend Analysis:

- **All Names**: All names in the top 5 rankings experienced a slow gradual increase in the early years, followed by a steep rise from 1912 to 1915, and then a continued gradual increase for the rest of the generation.
- **Robert**: Started as the least popular among the top 5 at 2,543 occurrences but steadily rose to 2nd place by the end of the generation with 61,000 uses.

4.1 Overview of Celebrity Impact on certain name

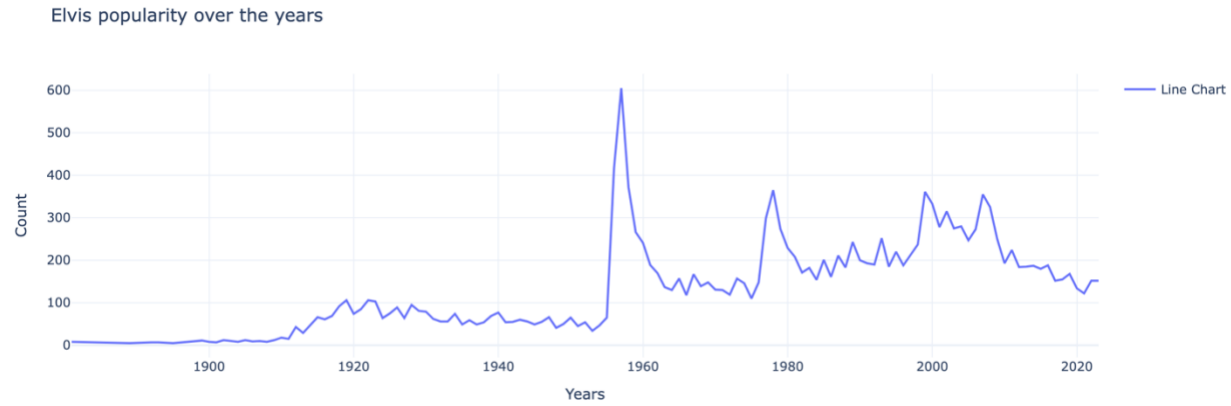
This section examines how the rise of celebrity culture has affected name popularity, with a focus on names that experienced spikes in popularity following celebrity influence.

- **Key Celebrities analyzed**: Elvis Presley, Franklin D Roosevelt, Mariah Carey.

4.2 Trend Lines for Celebrity-influenced Names

Here we provide trend lines showing the spikes in popularity for certain names after celebrities became widely known.

Elvis Presley:



Trend Analysis:

- From the trend line we can see that the occurrences of the name Elvis spiked in 1956 at 417 occurrences, compared to just 65 the year before. This surge aligns with the year Elvis Presley rose to fame, releasing his first major hits like *Heartbreak Hotel* and making his breakthrough in the music industry. This spike continued into 1957, reaching 605 occurrences, before experiencing a decline in the following years.

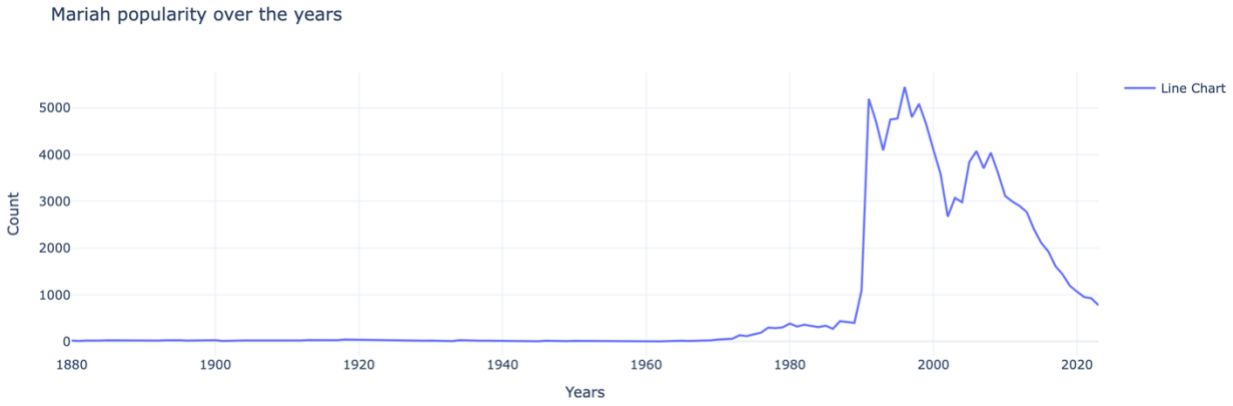
- Another noticeable peak appears in 1977, the year Elvis Presley passed away. His death led to a resurgence in interest and admiration for his legacy, which is reflected in the increased number of occurrences for the name Elvis. In 1976 there were 148 occurrences of the name Elvis, but following his death in 1977, the name saw a sharp rise to 299 occurrences that year. This trend continued, peaking at 365 occurrences in 1978 before eventually declining again.

Franklin D Roosevelt:

Trend Analysis:

- From the trend line, we can see that the occurrences of the name Franklin spiked in 1932 at 2,754 occurrences, compared to just 1089 the year before. This surge aligns with the rise of Franklin D. Roosevelt, who was elected as the 32nd president of the United States in 1932 during the great depression. The spike continued into 1933, reaching 5,363 occurrences, the same year Roosevelt was inaugurated and launched his new deal policies. After this peak, the name Franklin experienced a decline.

Mariah Carey:



Trend Analysis:

- From the trend line, we can see that the occurrences of the name Mariah spiked in 1990 at 1,103 occurrences, compared to just 399 the year before. This surge coincides with the rise of Mariah Carey, who released her self-titled debut album in 1990, featuring hit songs like *Vision of Love* and *Love Takes Time*. The spike continued into 1991, reaching 5,192 occurrences, as her career gained momentum with the success of her album.

- After a brief dip, the name saw another increase in 1993 at 4,092 occurrences, aligning with her continued chart-topping success. The name reached its peak in 1996 at 5,446 occurrences, at a time when Mariah Carey was at the height of her career, with hits like *Always Be My Baby* and *One Sweet Day*.

- Following a gradual decline, the name Mariah saw another sharp rise in 2005, jumping to 3,840 occurrences form 2,982 the previous year. This resurgence aligns with Mariah Carey's massive comeback with *The Emancipation of Mimi*, featuring hit singles like *We Belong Together*, which dominated the charts and reestablished her as a global music icon.

5. Discussion

In this section, we analyze the results, providing interpretations and insights into the data.

5.1 The influence of Celebrity culture on Name Popularity

Celebrity culture plays a significant role in shaping name trends, as public figures influence societal preferences through their prominence in entertainment, politics and other fields. The impact can vary in intensity, timing and longevity depending on several factors including media exposure, cultural significance, to name a few.

Immediate spikes in Name popularity
When a celebrity rises to fame, their name can sometimes experience an immediate surge in popularity. This trend is particularly true for musicians, actors, and athletes who garner public attention through breakout performances, and awards.

- Example: Mariah Carey – The name spiked in the 1990s following the release of her debut album.

Posthumous Influence and Tributes
A celebrity's death can also lead to a renewed interest in their name, as fans pay tribute or seek to preserve their legacy.

- Example: Elvis Presley – Following his death in 1977, the name Elvis saw another spike as fans honored his memory.

Conclusion
Celebrity culture has a measurable impact on name popularity, with spikes often corresponding to major career moments, historical milestones, or personal tributes. While some names fade with time, others remain culturally significant long after the celebrity's peak. The power of media, nostalgia, and personal admiration ensures that celebrity-driven name trends will continue shaping naming conventions for generations to come.

5.2 Generational Trends in Naming Preferences

The Greatest Generation & The Silent Generation (1901-1945):
Naming characteristics:

- Preferred strong, timeless names with traditional significance.
- Many names were inspired by historical figures, presidents, and Monarchs.
- Common Male names: John, William, James, Robert.
- Common Female Name: Mary, Barbara, Dorothy, Margaret.

Baby Boomers (1946-1964):
Naming characteristics:

- Continued favoring traditional names but saw an introduction of softer, friendlier-sounding names.
- Influenced by Hollywood's Golden Age as well as rock and roll culture.
- Common Male names: Michael, John, James, Robert.
- Common Female Name: Mary, Linda, Patricia, Susan.

Generation X (1965-1980):
Naming characteristics:

- Slight shift towards more unique but still mainly recognizable names.
- More diversity in name selection due to growing diverse cultural movements.
- Influenced by Hollywood's Golden Age as well as rock and roll culture.
- Common Male names: Michael, John, James, Robert.
- Common Female Name: Mary, Linda, Patricia, Susan.

Millennials (1981-1996):
Naming characteristics:

- Greater preference for unique names, cultural diversity, and modern variations of traditional names.
- More influences from sports stars, musicians, and TV characters.
- Common Male names: Michael, Matthew, Joshua, David.
- Common Female Name: Jessica, Ashley, Jennifer, Sarah.

Generation Z & Generation Alpha (1997-2024):
Naming characteristics:

- Greater preference for individualistic names, short, and influenced by Technology and Pop culture.
- More influences from video games, celebrities, with a preference for shorter, unisex names.
- Common Male names: Jacob, Noah, Ethan, David.
- Common Female Name: Emma, Emily, Olivia, Isabella.

6. Conclusion

Summary of findings:

- Each generation has distinct naming preferences, with traditional names dominating earlier generations and more unique, globally influenced names becoming popular in recent years.

- Naming trends have shifted over time, moving from classic and timeless names to more personalized, pop-culture driven names. Modern generations favor shorter, unisex names.

- Celebrities play a significant role in shaping name trends, with spikes often occurring when a public figure rises to fame or experiences a major cultural moment.

Overall, naming conventions continue to evolve, reflecting societal values and media influence. As digital culture trends expand, future naming patterns will likely be more heavily influenced on social media influencers, fictional characters and emerging cultural icons.

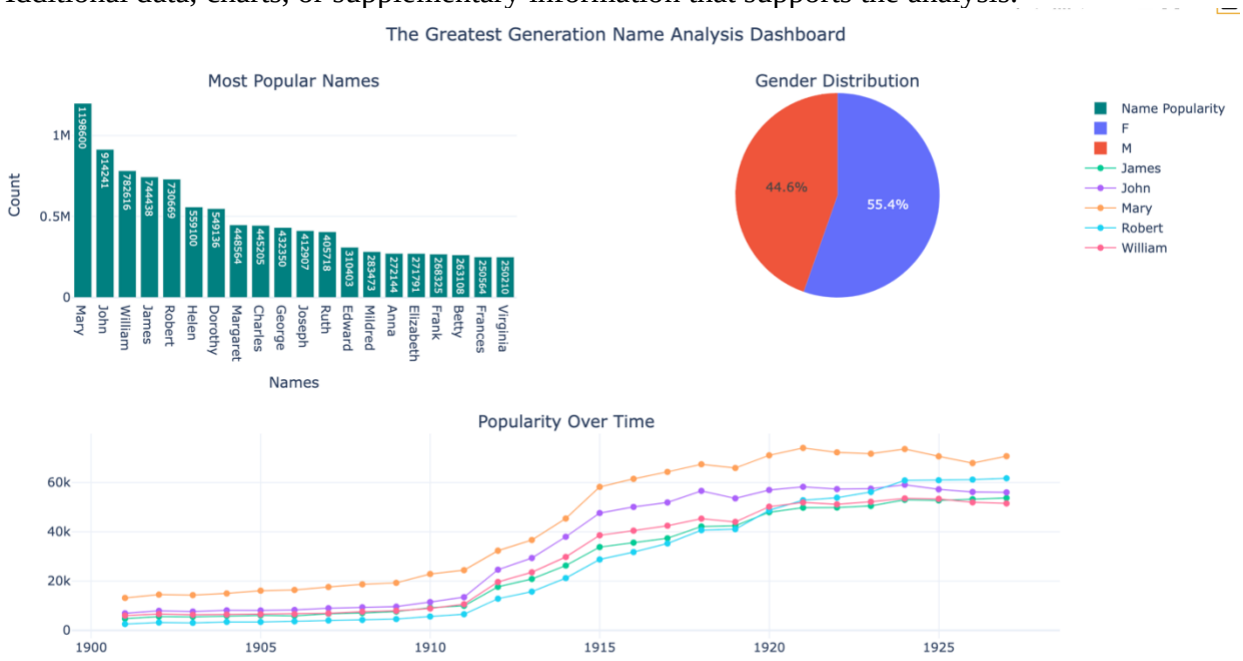
7. Recommendations

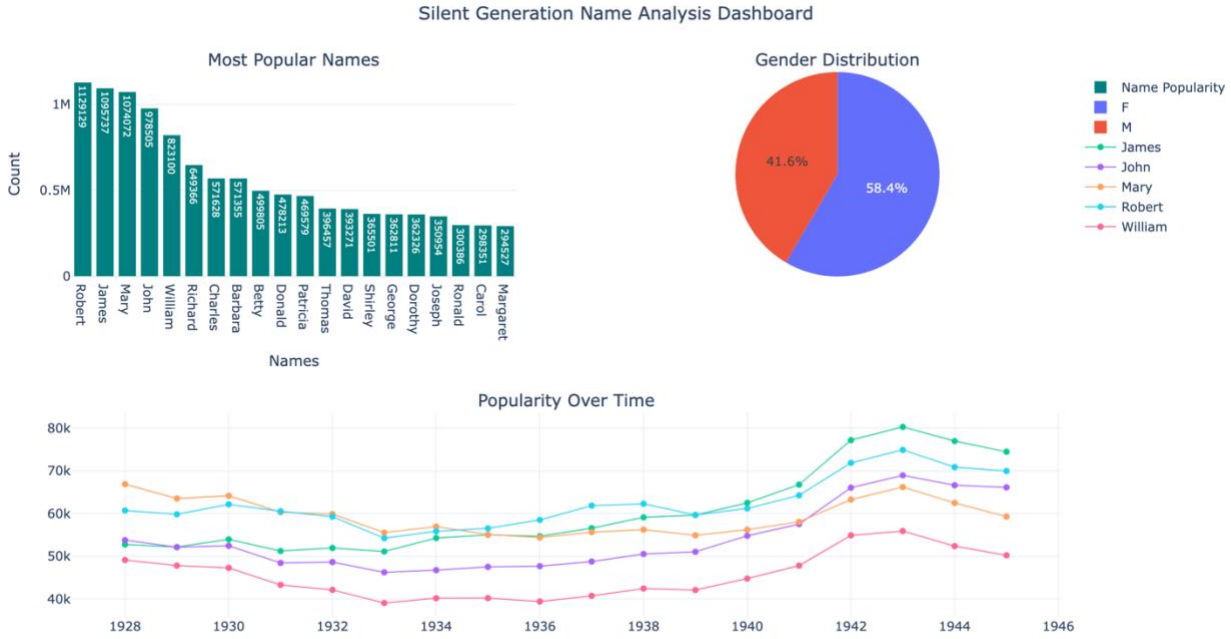
Further Research: Investigating the regional influence of names to understand cultural preferences or the impact social media has on modern naming trends.

Marketers and Brand Strategist: Use naming trends to tailor products and services for different generational demographics.

8. Appendices

Additional data, charts, or supplementary information that supports the analysis.

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362811
362326
350954
300386
298351
294527
Robert
James
Mary
John
William
Richard
Charles
Barbara
Betty
Donald
Patricia
Thomas
David
Shirley
George
Dorothy
Joseph
Ronald
Carol
Margaret
Names
Gender Distribution
41.6%
58.4%
Name Popularity
F
M
James
John
Mary
Robert
William
Popularity Over Time
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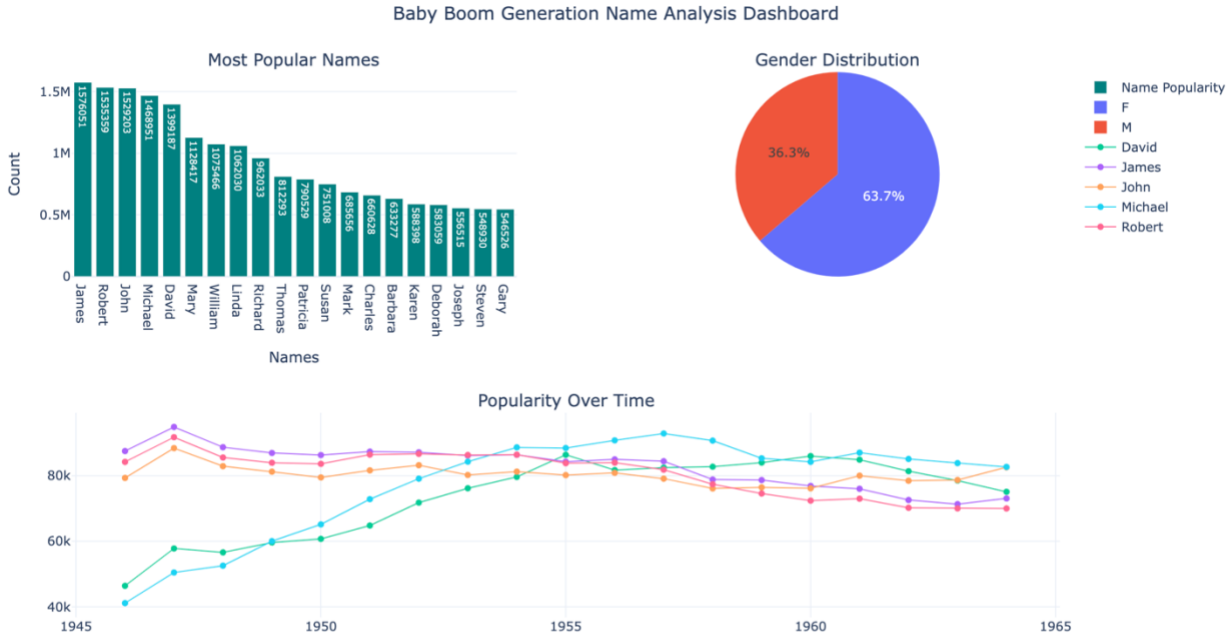
70k
60k
50k
40k
1928
1930
1932
1934
1936
1938
1940
1942
1944
1946


Baby Boom Generation Name Analysis Dashboard
Most Popular Names
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666028
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Charles
Barbara
Karen
Deborah
Joseph
Steven
Gary
Names
Gender Distribution
36.3%
63.7%
Name Popularity
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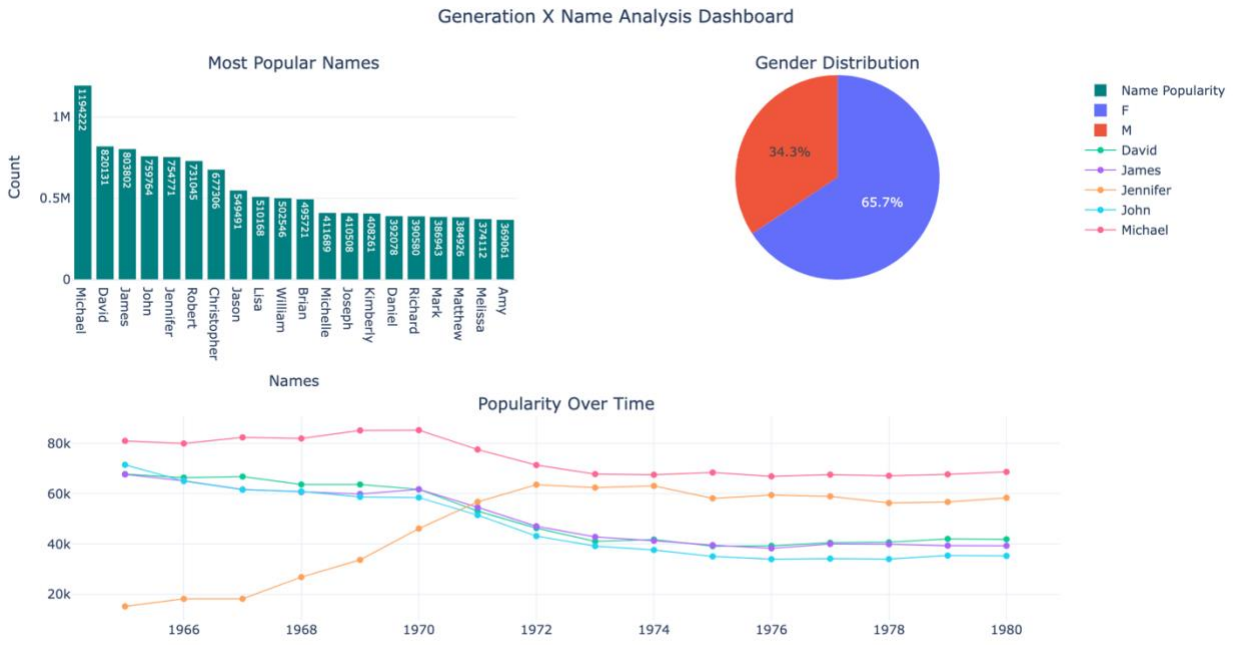
M
David
James
John
Michael
Robert
Popularity Over Time
80k
60k
40k
1945
1950
1955
1960
1965


Generation X Name Analysis Dashboard
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495721
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410508
408261
392078
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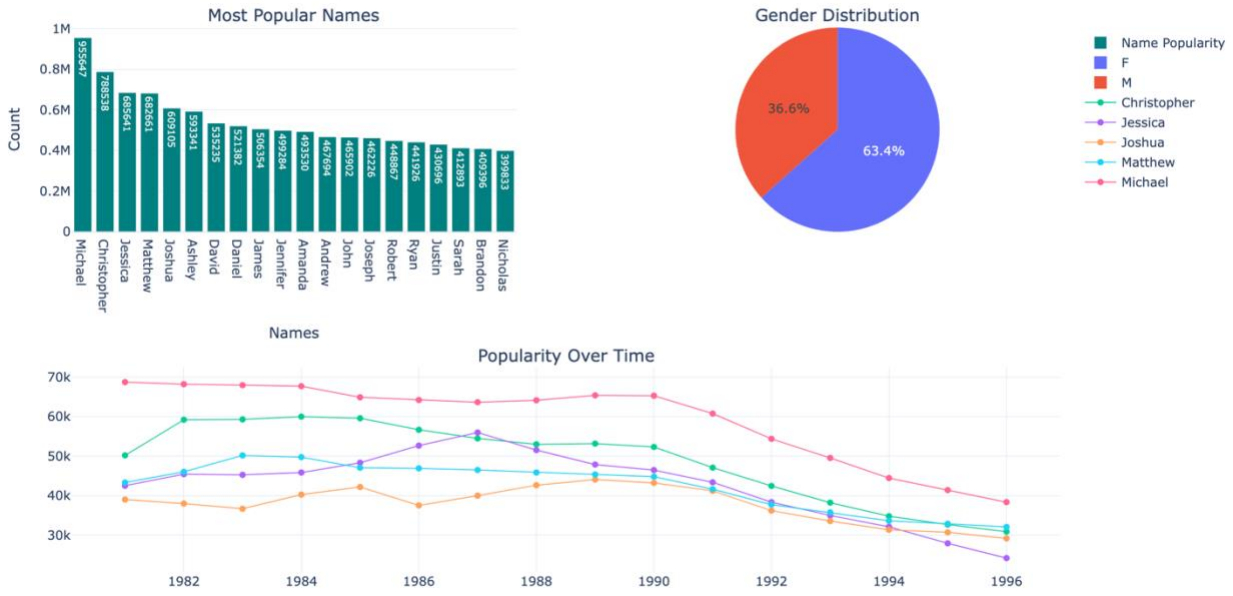
386543
384926
374112
369061
Michael
David
James
John
Jennifer
Robert
Christopher
Jason
Lisa
William
Brian
Michelle
Joseph
Kimberly
Daniel
Richard
Mark
Matthew
Melissa
Amy
Names
Gender Distribution
34.3%
65.7%
Name Popularity
F
M
David
James
Jennifer
John
Michael
Popularity Over Time
80k
60k
40k
20k
1966
1968
1970
1972
1974
1976
1978
1980


Millenial Generation Name Analysis Dashboard
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0.4M
0.2M
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Joshua
Ashley
David
Daniel
James
Jennifer
Amanda
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John
Joseph
Robert
Ryan
Justin
Sarah
Brandon
Nicholas
Names
Gender Distribution
36.6%
63.4%
Name Popularity
F
M
Christopher
Jessica
Joshua
Matthew
Michael
Popularity Over Time
70k
60k
50k
40k
30k
1982
1984
1986
1988
1990
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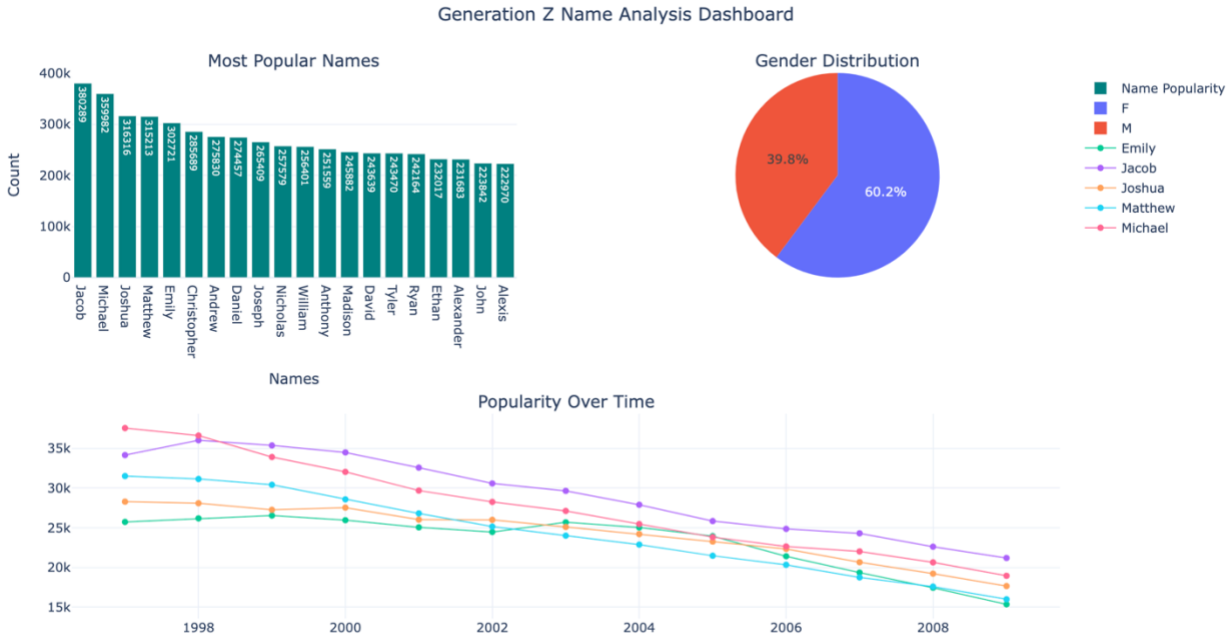
1994
1996


Generation Z Name Analysis Dashboard
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200k
100k
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251559
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232017
231683
223842
222970
Jacob
Michael
Joshua
Matthew
Emily
Christopher
Andrew
Daniel
Joseph
Nicholas
William
Anthony
Madison
David
Tyler
Ryan
Ethan
Alexander
John
Alexis
Names
Gender Distribution
39.8%
60.2%
Name Popularity
F
M
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Matthew
Michael
Popularity Over Time
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25k
20k
15k
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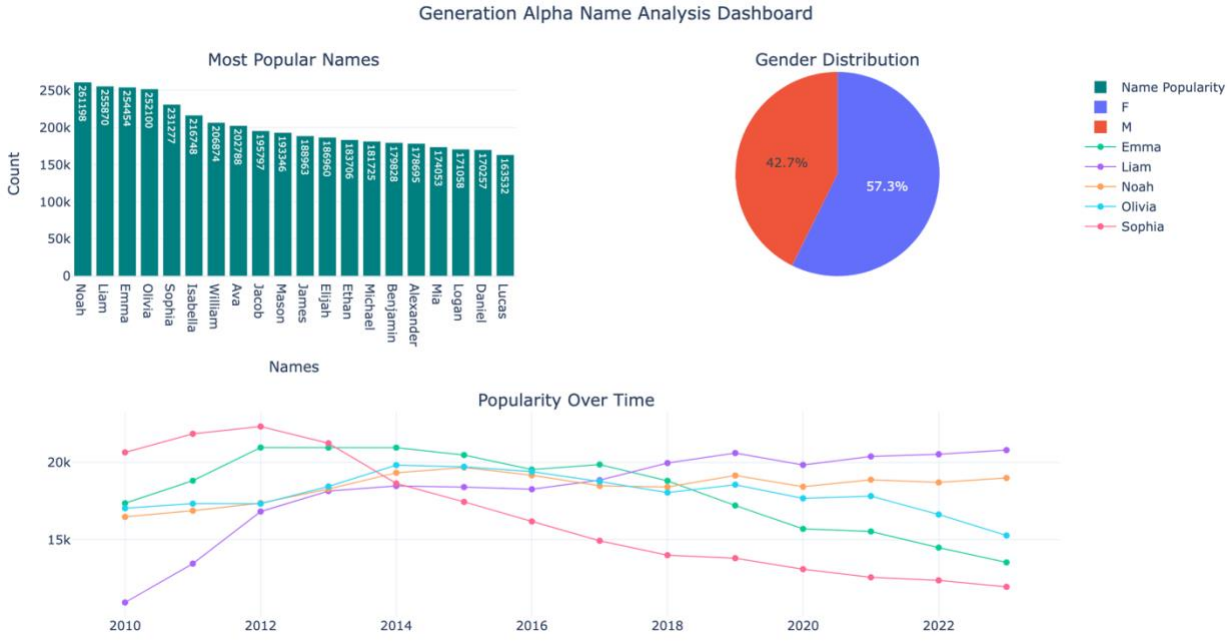
2000
2002
2004
2006
2008


Generation Alpha Name Analysis Dashboard
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200k
150k
100k
50k
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174053
171058
170257
163532
Noah
Liam
Emma
Olivia
Sophia
Isabella
William
Ava
Jacob
Mason
James
Elijah
Ethan
Michael
Benjamin
Alexander
Mia
Logan
Daniel
Lucas
Names
Gender Distribution
42.7%
57.3%
Name Popularity
F
M
Emma
Liam
Noah
Olivia
Sophia
Popularity Over Time
20k
15k
2010
2012
2014
2016
2018
2020
2022

9. References

List of the sources of data and any relevant literature used in the report.

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