

THE NAME EXPERIMENT

The following tables show the order of the 40 names used in the experiment, and the percentage of the public voting for each name, for success, luck and attraction.

Success

Name	%	Name	%
Elizabeth	11.6	James	13.0
Caroline	10.6	Richard	8.7
Helen	7.6	Michael	8.0
Olivia	7.0	William	6.9
Amanda	6.3	Andrew	6.4
Karen	5.5	Mark	5.9
Sarah	5.5	Robert	5.6
Rachel	5.4	David	5.4
Ann	5.0	John	4.8
Laura	4.4	George	4.7
Sophie	4.1	Paul	3.8
Jane	3.8	Chris	3.7
Heather	3.6	Peter	3.6
Grace	3.5	Jack	3.5
Emma	3.4	Thomas	3.4
Julie	3.1	Ian	3.1
Emily	2.8	Lewis	2.8
Katie	2.5	Stephen	2.4
Lucy	2.2	Ryan	1.9
Lisa	1.8	Brian	1.8

Luck

Name	%	Name	%
Lucy	12.0	Jack	15.5
Katie	11.8	Chris	6.7
Lisa	6.4	Ryan	5.9
Sophie	6.1	Peter	5.7
Emma	5.6	James	5.6
Julie	5.5	Stephen	5.4
Emily	5.4	Michael	5.3

Heather	5.3	Lewis	5.2
Rachel	5.2	David	5.1
Grace	5.0	Ian	4.8
Laura	4.5	Brian	4.6
Sarah	4.4	Mark	4.2
Amanda	3.8	Paul	3.6
Olivia	3.5	Robert	3.5
Jane	3.0	Andrew	3.4
Caroline	2.9	George	3.3
Karen	2.96	William	3.28
Ann	2.39	Richard	3.12
Elizabeth	2.31	Thomas	2.8
Helen	1.57	John	2.31

Attractiveness

Name	%	Name	%
Sophie	15.5	Ryan	11.6
Rachel	8.3	James	8.4
Olivia	8.1	Jack	7.3
Karen	8.0	Chris	6.7
Katie	7.7	Michael	6.6
Sarah	6.7	Lewis	6.3
Grace	5.8	Andrew	6.2
Emily	5.5	Mark	6.1
Amanda	5.4	David	6.0
Heather	5.2	Ian	4.6
Emma	4.8	Stephen	4.3
Lucy	4.8	William	3.8
Laura	4.0	Paul	3.2
Lisa	3.5	Brian	3.0
Julie	3.1	Robert	2.9
Caroline	2.9	Richard	2.8
Elizabeth	2.5	John	2.2
Helen	2.0	Peter	2.0
Jane	1.2	Thomas	1.3
Ann	.6	George	1.3