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First Names and Ascribed Characteristics

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ABSTRACT

Experimental studies on (implicit) gender biases often deal with the problem of subtly revealing gender, yet without making the study's focus too salient. One prominent solution is to indicate gender through first names. While easy to apply, this method may be prone to confounds: first names may carry various perceptions beyond gender, such as age, socio-economic status, or other traits. We examine the relevance of potential confounds in a comprehensive survey experiment with 4,000 participants of a wide age range (between 18 and 65 years), each rating one of 20 common and timeless first names (10 male and 10 female) on 7 demographic, 9 labor-market relevant and 13 further personal characteristics. We demonstrate that first names actually evoke perceptions beyond gender and show that certain names are consistently and significantly perceived as more prosocial, assertive, or positive / negative than other common and timeless first names of the same gender. Our results send a clear message to experimental studies using first names to convey gender, namely to take into account the perceptions the selected names evoke beyond gender in order to avoid being misled by confounding perceptions. Our data set can serve as a valuable resource for future experimental studies, allowing researchers to choose names that evoke – among a wide age range of participants – similar or diverse associations across different characteristics.

1. Introduction

Experimental studies on gender attitudes often face the challenge of subtly indicating gender without revealing the study's focus. The literature offers a range of approaches: Some studies rely on physical appearance (e.g. [Reuben et al. 2012](#); [Reuben et al. 2014](#); [Buser et al. 2021](#)) or voice (e.g. [Bordalo et al. 2019](#); [Silva-Goncalves, van Veldhuizen 2020](#); [Erkal et al. 2023](#)), but at least physical appearance often conveys more information than just gender (e.g. [Azmat, Petrongolo 2014](#); [Balafoutas et al. 2023](#)), and both approaches are difficult to implement in online experiments. While the second obstacle can be circumvented by using photos (e.g. [Arai et al. 2021](#)), photos may still transmit unintended additional information (e.g. facial expression, friendliness, or age. For example, [Balafoutas et al. 2023](#) show that individuals are significantly better than chance at predicting the competitiveness of experimental participants just by looking at their photos). This may even happen with icons or avatars (e.g. [Gangadharan et al. 2016](#); [Ip et al. 2020](#); [Mengel 2020](#); [Cason et al. 2022](#); [Demiral, Mollerstrom 2024](#)). Alternatives like providing mini-CVs (e.g. [Arai et al. 2021](#); [Barron et al. 2022](#)) or profiles (e.g. [Petit 2007](#); [Shurchkov and van Geen, 2019](#); [Ifcher and Zarghamee, 2024](#)) may not suit the design of the experiment or take up too much time or space. Explicit gender revelation ([Coffman et al. 2021](#); [Delavande, Zafar 2019](#)), on the other

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hand, is straightforward but runs the risk of making the gender focus too apparent, potentially inducing demand effects.

A simpler method is to assign participants first names based on gender. This approach is commonly used in correspondence studies, where fictitious applications are sent out to employers or advertisers of vacant rooms, and names are varied to measure the call-back rates of applicants (e.g. [Petit 2007](#); [Azmat, Petrongolo 2014](#); [Adamovic, Leibbrandt 2022](#); [Kline et al. 2022](#); [Moritz et al. 2023](#)).¹ Names are also increasingly used to convey gender in laboratory or online experiments (e.g. [Knobloch-Westerwick et al. 2013](#); [Kuhn, Villeval 2015](#); [Özgümiş et al. 2020](#); [Chakraborty, Serra 2024](#)) or vignette studies. In these studies, typically, names are randomly sampled from a set of common names (of a specific age range, e.g. [Knobloch-Westerwick et al. 2013](#), [Kline et al. 2022](#), [Özgümiş et al. 2020](#)).²

First names, however, may evoke perceptions beyond gender, including age, attractiveness, socio-economic status or specific personality traits (e.g. [Crabtree et al. 2023](#), [Lockhart et al. 2023](#)). To avoid being misled by confounds, a clear picture of the names' associations is of utmost importance. Yet, this clear picture is missing. The few studies that focus on potential associations of first names employ rather low numbers of characteristics, names and study participants.³ We address this gap by presenting a comprehensive study with 4,000 study participants of a wide age range (18-65) from the US and the UK. Each participant rates one of 20 common and timeless first names on 7 demographic characteristics, 4 prosocial traits, 9 job-related competencies, 9 further personal traits and 4 additional questions on the names (detailed in [section 2](#)). The contribution of our paper is threefold:

- (1) We show that behavioral gender differences established in the literature (e.g., risk aversion, competitiveness, and overconfidence) extend to characteristics ascribed to male and female names, implying that behavioral differences are also expected by others.
- (2) We demonstrate that first names not only relate to gender, but that people have consistent, significantly different perceptions of first names of the same gender. Certain names have stable profiles of being perceived as more positive than others across various characteristics. Thus, researchers using first names to convey gender should be aware of these differences to avoid unwanted confounds.
- (3) We provide a data set of timeless and common first names with a comprehensive set of associations linked to them, as a valuable resource for future experimental studies. Researchers seeking names with specific ascribed characteristics or aiming for (dis-)similarity across characteristics can benefit from our dataset. While our study concentrates on popular, timeless names associated with white individuals, future research could identify associations for names from other ethnic backgrounds, geographical regions, or which are less common in society.

2. Materials and Methods

2.1. Pre-selection of names

We first carefully pre-selected ten male and ten female names based on five criteria: (1) *popularity in the US and UK* (where this study was conducted), (2) *timelessness*, (3) *a high probability of belonging to a white person*, (4) *no association with the British royal core family* (the Queen or successors to the throne), and (5) *clear gender indication (as either male or female)*. We applied these criteria to focus on names that are comparable at the offset and to minimize potential biases. Using popular names increases the chance that respondents know several people of this name and thus attribute “general” characteristics rather than those of a specific individual. Timeless names ensure that respondents in different age groups are comparably familiar with the names. Selecting names with a high probability of belonging to a white person aimed at avoiding unobserved ethnicity-related associations. Excluding royal family names aimed at preventing clear associations and biases tied to monarchy preferences. To achieve unique identification of gender, we used names that are unambiguously associated with either male or female gender.

To pre-select the names, we merged data on the top 100 names for boys and girls from the Social Security Administration (USA, 1975-2021) and the Office for National Statistics (UK, 1974-2017) with data on mortgage applications by [Tzioumis \(2018\)](#). We chose the respective time period for each country based on the availability of data and to obtain a list of names that are neither outdated nor too recent. All considered names were exclusively listed in either the male or female top 100 names by the mentioned sources, allowing clear gender attribution.

To ensure popularity, timelessness and a high probability of belonging to a white person, we computed an equally weighted score based on five criteria: Popularity was measured by counting how frequently a name appeared in the top 100 for the respective gender

¹ In a similar way, names are sometimes used to convey ethnicity, e.g. [Nunley et al. \(2011\)](#); [Moritz et al. \(2023\)](#); [Panjwani, Xiong \(2023\)](#).

² Some studies also use actual names rather than randomly assigned names to convey gender, e.g. [Hoffman, Coate \(2022\)](#), or to determine gender, e.g. [Ductor, Prummer \(2024\)](#).

³ For example, [Bapna and Ganco \(2021\)](#) ask 90 participants on MTurk to rate male and female names regarding trustworthiness, self-confidence, likeability and ethnicity. [Bertrand and Mullainathan \(2004\)](#) also examine the perceived ethnicity of names by asking 30 persons to assess features of a person with that name. [Campos-Mercade and Mengel \(2023\)](#) ask 217 subjects on Prolific for their perceptions of four female and male names regarding country of origin, ethnicity, religion, social class, intelligence, and likability. [Sidhu et al. \(2019\)](#) show that the mere sound of a name may affect ascribed emotionality, agreeableness, and conscientiousness. Studies on more characteristics exist for German names ([Rudolph et al. 2007](#); [Lütkenhöner 2011](#); [Nett et al. 2019](#)). An early study on English names by [Mehrabian \(2001\)](#) compares male and female names in terms of warmth, morality, and being successful, but does not measure differences between names of the same gender. [Crabtree et al. \(2023\)](#) use a large number of names and study participants, but names are rated only with regard to demographic characteristics.

in the US (1) and the UK (2) during the specified time periods. Timelessness was measured by the length of time a name appeared in the Top 100 in the US (3) or the UK (4) respectively (from the first to the last appearance), with a name considered most timeless if it has been in the top 100 for the entire period. The probability of belonging to a white person (5) relied on the percentage of people with a given name listed as white in the Tzioumis (2018) mortgage application dataset.

We converted the first four criteria into percentages by expressing each as fractions of their possible maximums, aligning them with the fifth criterion. We aggregated these five percentages into a score with equal weights of one fifth each and selected the names with the highest scores. Additionally, we excluded names that were either too recent (first appearing in the Top 100 after 1982), too outdated (not in the Top 100 after 2000), or names that belonged to current core members of the British royal family. Table 1 displays the final list of 20 names. Table B1 in Appendix B provides further details and the resulting score for each name.

2.2. Study Design

We ran a pre-registered between-subjects survey experiment (AsPredicted #102366). Each participant rated one randomly assigned name on various categories of characteristics, detailed in Table 2. The main part consisted of 22 ratings on a 7-point scale, ranging from 1 (*definitely not*) to 7 (*definitely yes*). The 22 ratings covered the four categories *prosocial traits* (4), *work-related competencies* (9), *assertive traits* (5) and *further personal traits* (4) and were presented in the form: [*name*, e.g. Anna] is [*characteristic*, e.g. trustworthy]. The exact wording can be found in Appendix A. To avoid sequence effects, the order of presentation was randomized: questions were grouped into blocks of three to four, with both the order of the blocks and the order of the characteristics within each block randomized. This was followed by seven demographic questions, which always appeared after the main section. This sequence ensured that participants focused on the other characteristics first, rather than forming a demographic profile in their minds first. Thereafter, we described the Stroop task (used for a different study) and asked participants to rate how successful a person with the given name would be at this task. We further asked whether participants would consider giving their child the name, whether they or any of their closest relatives / friends shared that name, and included a free-text question asking whether participants associated anything else with the name. Since this is an exploratory study, we did not pre-register any hypotheses. However, we did pre-register the selection procedure of the names used, the characteristics to be rated, the target sample size, any exclusion criteria and our intended analyses.⁴

2.3. Procedures

The survey was run in Qualtrics (Qualtrics, Provo, UT). Our analysis comprises data from 4,000 participants (200 per name) aged 18-65 (representing typical working age), recruited via Prolific (www.prolific.com) in July 2022.⁵ Our sample size was determined ex ante through a power test ($\alpha = 0.05$, $\beta = 0.8$), and allows us to detect even small effects (Cohen's $d < 0.3$). We ensured a balanced sample with respect to gender (50% female, 50% male), country of residence (50% UK, 50% USA) and age (1/3 each in the age groups 20-29, 30-39, 40-65). All participants had a Prolific approval rating of at least 95% and reported English as their first language. Our two pre-registered exclusion criteria were i) non-completion of the survey and ii) failure to correctly identify a female (male) name as most likely female (male).

The survey was advertised on Prolific as taking 5 minutes and participants received a fixed compensation of £ 0.75, equivalent to £ 9.00 per hour, which Prolific classified as “good”. Participants completed the survey faster than expected, with a median completion time of less than 4 minutes in most sessions, and rarely dropped out (drop-out rate: 2.9%).

2.4. Randomization

Table B2 in Appendix B summarizes the demographic characteristics of our 4,000 participants by randomly assigned name, showing that participants are evenly distributed across the 20 names in terms of gender, place of residence (US vs. UK), and age. Chi²-tests reveal no significant differences in participants' characteristics across the names, reinforcing our confidence that any observed differences in ratings are due to name-induced perceptions rather than differences in participant characteristics. Since the ratings of UK and US participants, male and female participants, and older and younger participants are very similar (Tables B4-B6 in Appendix B), we aggregate across the participants' place of residence, gender and age in our analyses.

3. Results

3.1. General gender differences

As a proof of concept and in line with our pre-registration, we first assess whether established gender differences reported in the literature are mirrored in our dataset. Table 3 presents the mean ratings for male and female names on a scale from 1 to 7, along with

⁴ These analyses are presented in Table 3, Figs. 1 and 2, the related Mann-Whitney tests, and Appendix C.

⁵ To obtain data from 4,000 participants, we needed to recruit 4,196 participants. Of these, 132 did not complete the study (i.e. they had either returned their submission or reached a time-out and were thus not paid and automatically resampled by Prolific). Furthermore, as pre-registered, we excluded 64 participants who did not identify the assigned name as most likely female (male).

Table 1
Selected names in alphabetic order.

| | |
|--------------|--|
| Female names | Anna, Emily, Julia, Katherine, Natalie, Rachel, Rebecca, Sarah, Samantha, Victoria |
| Male names | Christopher, Daniel, David, James, Joseph, Matthew, Michael, Nathan, Ryan, Thomas |

Table 2
Categories and characteristics.

| Category | Characteristics |
|---------------------------|---|
| Prosocial traits | trustworthy, altruistic ¹ , inequality averse ² , cooperative |
| Work-related competencies | skilled, a team player, hardworking, diligent, capable as a leader, competent, intelligent, reliable, ambitious |
| Assertive traits | confident, competitive, extrovert, overconfident ³ , willing to take risks |
| Further personal traits | honest, religious, patient, attractive |
| Demographics | gender, age, religious affiliation, ethnicity, socio-economic status, education level, political view |

¹ Measured as “altruistic / caring about others’ welfare”

² Measured as “concerned about inequality in society”

³ Measured as “overconfident / think they perform better than they do”

the difference between average ratings and Mann-Whitney tests on the differences (Anderson’s sharpened q-values to correct for multiple hypotheses testing). A positive difference indicates stronger association with male names, a negative difference indicates the opposite. The characteristics in the table are sorted from those most associated with male to those most associated with female names.

The first three characteristics – overconfidence, willingness to take risks and competitiveness – show significantly positive differences in ratings between male and female names. Male names are more strongly associated with these characteristics than female names, consistent with existing literature on gender differences in risk-taking and its consequences (e.g. Liu, Zuo 2019; Iriberrí & Rey-Biel 2021; van Veldhuizen 2022), performance under competition (e.g. Gneezy et al. 2003; Gneezy, Rusticchini 2004; Günther et al. 2010; Shurchkov 2012; Cai et al. 2019; Iriberrí & Rey-Biel 2019), opting into competitions and competitive fields (e.g. Niederle, Vesterlund 2007; Buser et al. 2017; Buser et al. 2022; Buser et al. 2023; Shastry & Shurchkov 2024), and (over-)confidence, for example when setting goals (e.g. Brandts et al. 2021; Cao et al. 2023; Demiral, Mollerstrom 2024), in regard to their performance (Niederle, Vesterlund 2007; Reuben et al. 2012; van Veldhuizen 2022; Demiral, Mollerstrom 2024; Exley, Nielsen 2024), or regarding their future job offers (Cortés et al. 2023).

The second group of characteristics – religiousness, capability as a leader, confidence and being skilled – shows no significant differences in ratings between male and female names. Thus, for two important work-related competencies, skill and capability as a leader, as well as the assertive trait confidence, participants do not expect any gender differences.

All other characteristics exhibit stronger associations with female names. The smallest and weakly significant differences are found for work-related competencies such as being ambitious, a team player, extroverted, hardworking, or competent. There appear to be some stereotypes in favor of women in regard to prosocial traits and characteristics associated with “being nice”, such as altruism, cooperativeness, reliability, or honesty. We find the strongest differences in attributions for inequality aversion and attractiveness. Many of these findings align with the evidence that women are more honest (Abeler et al. 2019), more altruistic (e.g. Eckel, Grossman 1998; Brañas-Garza et al. 2018), more cooperative (Ortmann, Tichy 1999), more inequality averse (Croson, Gneezy 2009) and more responsive to prosocial incentives (Cao et al. 2023) than men, and that women are also believed to be more inequality averse and generous than men (Exley et al. 2024). We thus find that many behavioral differences reported in the literature are reflected in how these traits are ascribed to female and male names. We also find that women are associated with “nicer” characteristics. As an exploratory robustness check, we rule out that this is driven by in-group bias among female participants in Table B7a in Appendix B. For most characteristics, difference-in-difference analyses detect that female and male participants do not significantly differ in their ratings regarding male and female names (and for some, male participants assign female names more positive characteristics than female participants, e.g. trustworthiness, intelligence, attractiveness and extroversion). We additionally assess in Table B7b whether different age groups of participants differ in their ratings regarding male and female names. By and large, there are no big differences.

3.2. Perception of first names

Our primary aim is to study whether different first names evoke different perceptions of characteristics. In order to do so, we generate three variables that pool the characteristics within each of the three categories “prosocial traits”, “work-related competencies”, and “assertive traits” in Table 2 (since we are not interested in demographic characteristics and since the last category in Table 2, “further personal traits”, can be seen as a rather heterogeneous catch-all category, we focus on three of the five categories). Fig. 1 shows the average rating (y-axis) for each name in each of the three categories (x-axis). Each category has two columns, with the left column showing the average ratings for the ten male names (represented by circles), and the right column showing the ratings for the ten female names (represented by triangles). Given that possible ratings ran from 1 (definitely not) to 7 (definitely yes), a neutral rating would be given at 4.

Female names generally receive higher ratings for prosocial traits than male names ($q < 0.001$, MW-Test, Anderson’s sharpened q-values corrected for multiple hypothesis testing). This is also true if we exclude outliers in their gender like “Ryan”, “Nathan” and

Table 3
Gender differences in ascribed characteristics.

| Characteristic | Category | Avg. rating male names | Avg. rating female names | Difference | q-value MWU* |
|-----------------------|--------------|------------------------|--------------------------|------------|--------------|
| overconfident | assertive | 3.94 | 3.65 | 0.29 | <0.001 |
| willing to take risks | assertive | 4.43 | 4.23 | 0.20 | <0.001 |
| competitive | assertive | 4.60 | 4.41 | 0.19 | <0.001 |
| religious | other | 3.53 | 3.53 | 0.00 | 0.952 |
| capable leader | work-related | 4.51 | 4.52 | -0.01 | 0.81 |
| confident | assertive | 4.86 | 4.88 | -0.02 | 0.831 |
| skilled | work-related | 4.80 | 4.83 | -0.03 | 0.457 |
| ambitious | work-related | 4.68 | 4.76 | -0.08 | 0.083 |
| team player | work-related | 4.78 | 4.87 | -0.09 | 0.048 |
| extrovert | assertive | 4.60 | 4.70 | -0.10 | 0.07 |
| hardworking | work-related | 4.88 | 4.98 | -0.10 | 0.02 |
| competent | work-related | 4.91 | 5.02 | -0.11 | 0.018 |
| diligent | work-related | 4.71 | 4.85 | -0.14 | 0.002 |
| cooperative | prosocial | 4.8 | 4.95 | -0.15 | <0.001 |
| patient | other | 4.52 | 4.68 | -0.16 | <0.001 |
| intelligent | work-related | 4.83 | 5.01 | -0.18 | <0.001 |
| trustworthy | prosocial | 4.74 | 4.92 | -0.18 | <0.001 |
| honest | other | 4.79 | 4.98 | -0.19 | <0.001 |
| reliable | work-related | 4.80 | 5.00 | -0.20 | <0.001 |
| altruistic | prosocial | 4.53 | 4.83 | -0.30 | <0.001 |
| inequality averse | prosocial | 4.21 | 4.64 | -0.43 | <0.001 |
| attractive | other | 4.28 | 4.73 | -0.45 | <0.001 |
| N | | 1,999 | 2,001 | | |

* Wilcoxon-Mann-Whitney tests, corrected for multiple hypotheses testing (Anderson’s sharpened q-values, based on 295 tests (Anderson 2008)). We take a conservative approach and assume that, apart from the 22 tests conducted in this table and the 3 tests for gender differences for prosociality, work-related characteristics and assertiveness, each name is tested against each other name of the same gender for each of the characteristics prosociality, work-related characteristics and assertiveness.



Fig. 1. Average ratings regarding prosocial traits, work-related competencies and assertive traits.

“Anna”. The female name rated as least prosocial, “Rebecca”, is rated similarly to the most prosocial male name, “Joseph”. Gender differences in “work-related competencies” exhibit a significant difference favoring female names ($q=0.003$). For assertive traits, there is a significant gender difference ($q=0.029$), with male names being rated as more assertive than female names. This gap turns even

more significant when excluding outliers within names (“Ryan”, “Joseph”, “Victoria” and “Rachel”). These results emphasize gender-based variations in ascribed characteristics.

However, as outlined in our pre-registration, there may not only be differences between gender, but also between names within the same gender. “Ryan”, for example, is rated significantly more assertive than all other male names except “James” and “Michael”.⁶ “Joseph” is rated significantly less assertive than most other male names (all except Matthew, Thomas, Christopher and David).⁷ “Ryan” is also rated significantly less prosocial at a 5%-level than “Daniel”, “Joseph”, or “Thomas”. Among female names, “Victoria” is rated significantly more assertive than almost all other female names (all except Natalie, Rachel and Samantha).⁸ “Anna” is rated significantly more prosocial at a 5%-level compared to “Rebecca”, and significantly less assertive than many other female names.⁹

One might conjecture that names (whether consciously or unconsciously) evoke perceptions of socio-demographic characteristics and that these might mediate the effects of names on ascribed characteristics. By exclusively using names that are very popular and timeless and additionally are perceived to have a high probability of belonging to a white person, we tried to minimize the influence of socio-demographic characteristics as much as possible. We nonetheless test this in regressions (Appendix Tables B8a and B8b) with ascribed characteristics as the dependent variables and the names of each gender as independent variables. When we additionally include all of the elicited ascribed demographic characteristics (ascribed age, socioeconomic status, education, ethnicity and religion), the effects by and large do not change (neither in statistical significance nor in magnitude). The fact that the socio-demographic controls do not reduce the explanatory power of names speaks against strong influences of socio-demographic characteristics.¹⁰ We further test this by comparing our data to a recent study by Crabtree et al. (2023), which examines ascribed socioeconomic status for 60 different (either typically White or Asian) first names combined with 40 different (typically White or Asian) surnames. Among the first names included in our study, they analyze David, James, Michael, Thomas. Since we do not use last names in our study, we restrict our comparison to cases of “congruent” combinations of these four first names with typically White surnames. No significant differences are found between any two of these names in terms of ascribed income or educational level. This aligns with our findings, where none of the differences between these four names in terms of ascribed socioeconomic status or educational level are significant. These results collectively argue against the idea that perceptions of socio-demographic characteristics drive our findings.

As pre-registered, Fig. 2 provides the average ratings for each name and characteristic, underscoring the diverse perceptions associated with different names. First names, if used for conveying gender in experimental studies, should be carefully selected. For example, Ryan is often rated as more extreme than other male names (more confident, extrovert and risk-taking and less altruistic, diligent, honest, inequality-averse, patient and religious than other male names), while other male names are perceived as much more similar in terms of ascribed characteristics. Among the female names, Victoria stands out as more ambitious, attractive, competitive, confident, overconfident, and capable as a leader. The exact values for the average ratings by name and characteristic are summarized in Table B3a-b in Appendix B, along with demographic profiles per name in Appendix C.

Since Victoria stands out among female names, one might wonder whether Victoria could be perceived differently in the UK than in the US for historical reasons (e.g. associations with Queen Victoria). As a robustness check, we thus test for differences between the US and UK in perceptions of the name Victoria. With the exception of religiosity, UK participants’ ratings for the name Victoria do not significantly differ from US participants’ ratings for any of the characteristics. More generally, one might expect geographical differences in how names are perceived in the US and UK. We show in Table B4 in the Appendix that this is not the case.

To quantify the potential distortion resulting from the use of specific names, we provide some additional exploratory analyses. Tables B9a and B9b in Appendix B provides the deviation of each name’s rating from the mean rating of all names in a particular characteristic, expressed as percentages of standard deviations. For example, Ryan is rated 0.24 standard deviations more confident than the average of all male names, and 0.27 standard deviations less religious than the average of all male names. Victoria is rated, for example, 0.28 standard deviations more competitive and overconfident than the average of all female names. Note that Table B8 should be viewed as quantifying the degree of potential distortion. It should not be understood in a way that it can be used simply to correct for potential bias (e.g., by multiplying a value by its inverse).

Another interesting aspect is the degree of consensus in the participants’ ratings. In general, the consensus among our raters is quite high: If everyone were to rate at random, we would expect all 7 possible outcomes for each characteristic to be equally likely, resulting in a modal value chosen by about 14%. Yet, the modal value is always chosen by between 28% (competent, Natalie) and 57% (attractive, Nathan) of the participants – on average by 39%, which is much higher than 14% (see Tables B10a and B10b in Appendix B for details). To gain additional insights in the underlying distributions, we take a more refined look by examining the variances of the ratings. Fig. B11 in Appendix B shows the variances in the ratings by name and characteristic. These variances imply that there is a

⁶ The difference is significant at the 0.1% level compared to Joseph, at the 1%-level compared to Thomas, David, Matthew, and at the 5%-level compared to Christopher, Daniel and Nathan (all significance levels based on Anderson’s sharpened q-values).

⁷ The difference is significant at the 0.1% level compared to Ryan, and at the 5%-level compared to Daniel, James, Michael, and Nathan.

⁸ The difference is significant at the 0.1% level compared to Anna, at the 1%-level compared to Emily, and at the 5%-level compared to Katherine and Sarah.

⁹ The difference is significant at the 0.1% level compared to Rachel and Victoria, and at the 5%-level compared to Julia, Natalie, and Samantha.

¹⁰ One possible way to further test this mechanism would be to conduct experiments with a treatment in which participants receive additional sociodemographic characteristics along with the names. If this still results in significant differences between the names, it would ultimately prove that the effect is not mediated by perceived sociodemographic characteristics. Conducting such an experiment is beyond the scope of this paper, but it may be an interesting avenue for future research - particularly for studies using names that are not as popular, timeless, and associated with white individuals as the names in our study.

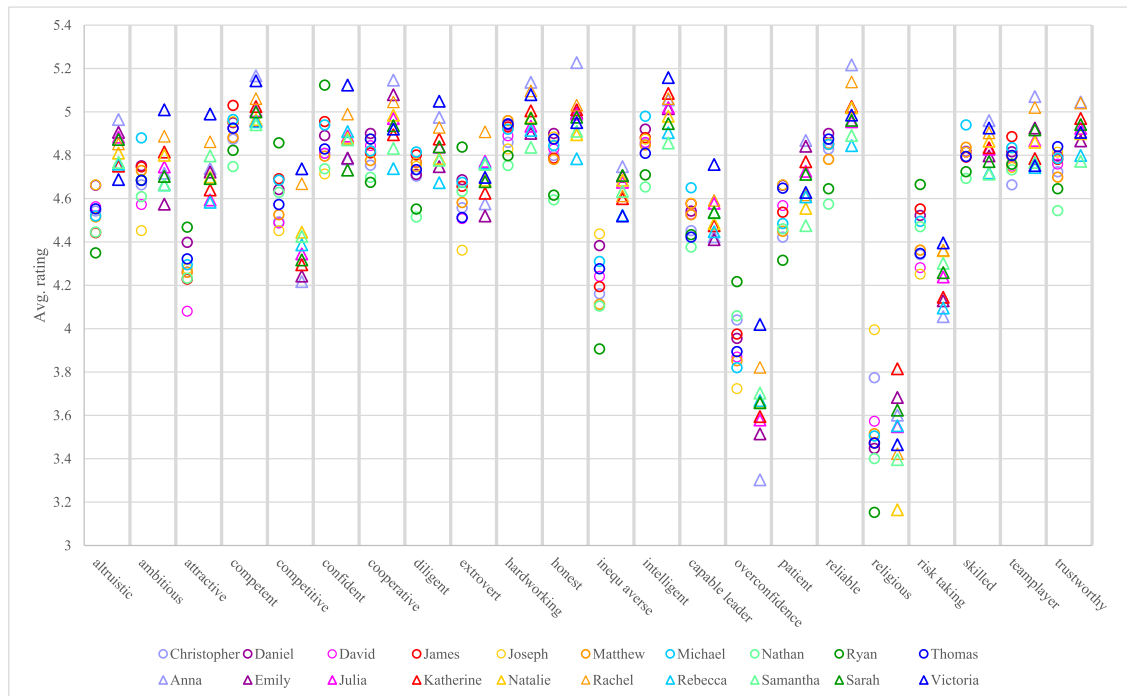


Fig. 2. Average ratings of first names by characteristics.

relatively high consensus for names such as Christopher, Joseph, Julia or Sarah. The most polarizing names comprise Michael, Ryan, Natalie and Rachel, and their variances are highly statistically different from the variances of names with high levels of consensus [t-tests, all p-values < 0.01]). Variances also vary with respect to the characteristics: For some characteristics, agreement seems to be rather high (e.g. for being cooperative or skilled), while for others the variances are generally much higher (e.g. being religious, overconfident or inequality averse).

4. Practical recommendations for researchers

Our findings suggest that names used to convey gender should be carefully selected. Researchers planning to use names to manipulate gender in experiments conducted in the US and/or UK can draw on our database and the following insights from our analyses.

As perceptions of names vary, researchers should take these differences in perceptions into account when selecting names for their study. If, for example, the research focus is on risk-taking and researchers want to account for the established gender differences in risk-taking, they should choose names that are rated close to the median for that particular characteristic. These would be Nathan and Matthew for male names, or Sarah and Julia for female names. If, on the other hand, researchers want to act against gender stereotypes in risk-taking, researchers could choose pairs of male and female names that are perceived to be quite similar, e.g. Matthew and Rachel, or Thomas and Natalie.

Consider overconfidence as another example. Again, male names are perceived to reflect much more overconfidence than female names. A researcher who wants to account for such expected gender differences in overconfidence should use names close to the median (Thomas / Daniel for male names, Sarah / Natalie for female names). A researcher who wants to abstract from and eliminate such expected gender differences in overconfidence should rather use pairs of names with similar levels of ascribed overconfidence, e.g. Rachel and Michael, or Joseph and Samantha.

If researchers do not want to base their selection of names on only one characteristic, but rather want to use names perceived as highly typical for their gender across multiple characteristics, they could apply the iterative elimination approach described in Grundmann et al. (2024):

1. Compute mean scores: For each characteristic of interest, calculate the mean score by gender.
2. Calculate deviation score: For each name, compute a deviation score as the sum of the squared differences from the gender mean for each characteristic of interest.
3. Eliminate names: Identify the name with the highest deviation score and eliminate it.
4. Repeat this process for the remaining names in subsequent iterations until the desired number of names is reached.

This approach ensures that in each iteration the name least representative of its gender (based on the selected characteristics) is

excluded, and that larger deviations from the mean receive more weight than smaller deviations. Furthermore, this iterative approach ensures that the remaining names are only compared to each other, avoiding comparisons with names deemed “irrelevant” due to their atypicality. Based on all the characteristics examined in this study, the three most typical male names are Matthew, James and Thomas, and the three most typical female names are Julia, Sarah and Katherine.

In any case, researchers who plan to conduct experiments in geographic regions other than the US and UK should at least run pilots to test the names to be used and ideally report the pilot results in their paper. They might also consider including relevant measures of participants’ ascribed characteristics as controls in their analysis. Researchers might also consider using a large selection of names, which may help mitigate the problem, but does not completely eliminate the need to carefully select the names used.

5. Discussion

We present findings from a comprehensive survey experiment with 4,000 participants, aged between 18 and 65, designed to uncover associations with 20 common and timeless first names of men and women. Our study is, to the best of our knowledge, the first to elicit associations with names for such a large array of characteristics and names. The important message of our study is that first names not only relate to gender, but that people have consistently and significantly different perceptions of common and timeless first names of the same gender. Researchers using first names to convey gender should be aware of these differences to avoid unwanted confounds. Our dataset can serve as a valuable resource for studies employing first names to convey gender. Researchers seeking names with specific ascribed characteristics or aiming for (dis-)similarity across characteristics can benefit from our dataset. While our study focuses on popular, timeless names associated with white individuals, future research could identify associations for first names from other ethnic backgrounds, geographic regions, or which are less common in society. Moreover, we focus on names that were popular and timeless over the last five decades. This of course may change in years from now and may invite a reevaluation. Future research could thus also examine the stability of these associations, say, 10 years from now.

In our data, we first identify systematic differences between male and female names for well-documented characteristics such as inequality aversion, competitiveness, overconfidence, or willingness to take risks. This shows that people also expect these different behaviors from men and women in general and is in line with findings by [Exley et al. \(2024\)](#) for expectations regarding men’s and women’s social preferences, [Buser et al. \(2023\)](#) for expectations regarding men’s and women’s competitiveness, and [Exley & Nielsen \(2024\)](#) for expectations regarding men’s and women’s overconfidence. This suggests that names indeed capture gender-related stereotypes and that names, if carefully selected, are generally a good method to convey gender.

Second, we reveal significant variations in some ascribed characteristics within each gender. For example, “Anna” is associated consistently and significantly with greater prosocial traits (altruistic, trustworthy, or cooperative), honesty and reliability than other female names. “Victoria” is linked to energetic traits like ambition, attractiveness, competitiveness, (over-)confidence and leadership capability. Among male names, “Ryan” is perceived to be less altruistic, inequality averse, diligent, honest and reliable, and more competitive, (over-)confident, extrovert and risk-taking, while “Joseph” rather falls on the opposite end of these scales. Given the large discrepancies between names, we encourage researchers in particular with names with different ethnic or regional backgrounds to run pilots in which they elicit the participants’ perceptions of names and potentially use them as controls in their analysis.

In a recent study, [Kline et al. \(2022\)](#) randomly assigned first names to fictitious job applications to convey gender and race.¹¹ Notably, within their dataset, discernible variations in callback rates emerge among names of the same gender, previously categorized as “equally white”. For the names studied in both [Kline et al. \(2022\)](#) and our dataset (Emily, Rebecca, Sarah, Matthew, and Nathan), our study may provide an explanation for the different callback rates. In our dataset, Matthew is rated more favorably than Nathan on several labor-market relevant attributes: more competent, intelligent, reliable, ambitious, skilled, hardworking, diligent, and capable as a leader. The same is true for Sarah versus Rebecca. The observation in [Kline et al. \(2022\)](#) that applications with Matthew have higher callback rates than those with Nathan, and applications with Sarah have higher callback rates than those with Rebecca, suggests that our findings are also relevant to applicants’ success rates in labor markets. [Knobloch-Westerwick et al. \(2013\)](#) use, among others, the male names David, James, Joseph, and Matthew. They do not report the name-specific success rates, but the fact that in our data Joseph is rated much lower on most work-related competencies than most other male names could have influenced the results.

What are the drivers of the different perceptions of first names? As experimental variations to detect causality are not possible¹², we discuss a number of potential drivers. (1) Parents decide about the first names of their children. Different first name choices may correlate with differences in parental attributes such as genetic predisposition, wealth, education, or parenting approaches. By restricting our sample to timeless and common names, this explanation of parents’ influence does not seem to be too convincing. (2) The social environment may react to a person’s first name and it may well be that persons with rare or extraordinary names are exposed to higher social attention. Yet, for timeless and common names, differences in social attention or social interactions do not seem to be a very promising explanation for the observed differences. At the same time, recent evidence ([Zwebner et al. 2024](#)) suggests that individuals’ facial appearance may change to match their (Israeli) first name over time, making stereotypes attached to a name a self-fulfilling prophecy. A similar process could hold for behavior. (3) By using common and timeless names, we also aimed at avoiding

¹¹ There are many more correspondence studies in the literature published in the past 10 years that use first names to convey gender or ethnicity. But many of these studies were not conducted in English-speaking countries, used to few of “our” names, or did not make their data available to allow for a similar comparison – see [Table B12](#) in the Appendix for an overview.

¹² Our results should be viewed in the context of studies showing, for example, that certain visible facial characteristics can predict participants’ behavior in economic experiments (e.g. [Balafoutas et al. 2023](#)). Like these studies, we do not make causal claims.

people's associations with specific friends carrying these names as much as possible. Nonetheless, people may have shared associations with celebrities, movie characters, historical or biblical figures.

We asked ChatGPT about the associations that people may have with persons named as in our study with respect to the characteristics in our study. Furthermore, we asked ChatGPT about the potential reasons for the associations (see [Appendix D](#)). In addition to the causes discussed above, ChatGPT also offers linguistic and phonetic causes. Remarkably, the associations ChatGPT expects people to have significantly correlate with our findings (Spearman rank correlation $r=0.2916$, $p=0.001$ over all names and characteristics), although with some variation across names and characteristics (the figure in [Appendix D](#) shows the difference between our data and ChatGPT's expectations for all 20 names and in each of the three trait categories shown in [Fig. 1](#)). This may serve as another piece of evidence for the external validity of our results. Nonetheless, the causes for the associations seem to be multifaceted and subject to future research. Our present study lays the ground by uncovering that there are consistent and significantly different perceptions among common and timeless names of the same gender.

Internet sources

Social Security Administration of the United States: <https://www.ssa.gov/oact/babynames/index.html> (Last Accessed: Feb 18, 2024)

Office for National Statistics of the United Kingdom:
<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/livebirths/datasets/babynamesinenglandandwalesfrom1996> (Last Accessed: Feb 18, 2024)

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Declaration of competing interest

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Appendix

A. The questionnaire

Questions are displayed in blocks of three to four questions each. Question blocks were randomized at the individual level, as was the order of characteristics within each block. Only the demographic block always came after all other characteristics. Screenshots of the full questionnaire are provided below (with Rebecca as an example).

Welcome!

Before starting, please read the following. This is a study by researchers of the University of Cologne and the University of Passau. It should take around 5 minutes to complete and you will receive 0.75 pounds for your participation.

In this study, anonymized data on decisions you make will be collected. The data will be used for research purposes only. Anonymized data may be made available to other researchers. Your prolific ID is only recorded for purposes of payment. The dataset containing your prolific ID will be stored anonymously and in accordance with European data protection laws and will not be made available to others.

Your participation is voluntary and you can quit this study at any time and for any reason. Please note that you must complete the entire study to receive the payment.

To begin the study, please confirm that you have read these rules and consent to them.

I have read the rules and consent to them.

I do not consent to these rules and want to quit the study.

What is your Prolific ID?

Please note that this response should auto-fill with the correct ID.



Please picture a person you do not know, who is called **Rebecca**.

In the following survey, we would like to ask you about your expectations regarding **Rebecca**.

Please answer all questions on the following pages according to your own opinion. There are no right and wrong answers.



For each of the following characteristics, please respond on a scale from 1 (definitely not) to 7 (definitely yes), indicating your expectations about whether **Rebecca** is:

| | 1 (definitely not) | 2 | 3 | 4 | 5 | 6 | 7 (definitely yes) |
|------------------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Reliable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ambitious | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Extrovert / Communicative | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

For each of the following characteristics, please respond on a scale from 1 (definitely not) to 7 (definitely yes), indicating your expectations about whether **Rebecca** is:

| | 1 (definitely not) | 2 | 3 | 4 | 5 | 6 | 7 (definitely yes) |
|-------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Intelligent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Confident | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Competitive | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

For each of the following characteristics, please respond on a scale from 1 (definitely not) to 7 (definitely yes), indicating your expectations about whether **Rebecca** is:

| | 1 (definitely not) | 2 | 3 | 4 | 5 | 6 | 7 (definitely yes) |
|--|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Willing to take risks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Concerned about inequality in society | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cooperative | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

For each of the following characteristics, please respond on a scale from 1 (definitely not) to 7 (definitely yes), indicating your expectations about whether **Rebecca** is:

| | 1 (definitely not) | 2 | 3 | 4 | 5 | 6 | 7 (definitely yes) |
|---------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Hard working | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A team player | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Skilled | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

For each of the following characteristics, please respond on a scale from 1 (definitely not) to 7 (definitely yes), indicating your expectations about whether **Rebecca** is:

| | 1 (definitely not) | 2 | 3 | 4 | 5 | 6 | 7 (definitely yes) |
|---------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Diligent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Competent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Capable as a leader | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

For each of the following characteristics, please respond on a scale from 1 (definitely not) to 7 (definitely yes), indicating your expectations about whether **Rebecca** is:

| | 1 (definitely not) | 2 | 3 | 4 | 5 | 6 | 7 (definitely yes) |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Honest | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Attractive | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Religious | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Patient | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

For each of the following characteristics, please respond on a scale from 1 (definitely not) to 7 (definitely yes), indicating your expectations about whether **Rebecca** is:

| | 1 (definitely not) | 2 | 3 | 4 | 5 | 6 | 7 (definitely yes) |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Overconfident / think they perform better than they do | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Trustworthy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Altruistic / caring about others' welfare | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In political matters, people talk of “the left” and “the right”. How would you most likely place **Rebecca's** views on this scale?

Left Right

What is **Rebecca's** most likely gender?

Male

Female

Non-binary / third gender

What is **Rebecca's** most likely age?

20 or younger

21 - 30

31 - 40

41 - 50

51 - 60

61 or older

Could be any age

What is **Rebecca's** most likely religious affiliation?

Christian

Muslim

Jewish

Buddhist

Hindu

Other religion

Atheist

Could be any religion / not religious

What is **Rebecca's** most likely ethnicity?

White

Black (e.g. Black British, African American, Carribean)

American Native (e.g. American Indian, Alaska Native, Native Hawaiian)

Asian (e.g. East Asian, Indian, Pakistani)

Hispanic / Latino

Middle Eastern (e.g. Persian, Arabic)

Other or mixed

Not sure

What is **Rebecca's** most likely education level?

Less than high school

High school graduate

Some college

College graduate

Post-college education

People sometimes describe themselves as belonging to the working class, the middle class, or the upper or lower class. Which class does **Rebecca** most likely belong to?

Lower class

Working class

Lower middle class

Upper middle class

Upper class

We will now explain a task to you and would like to know how good you think **Rebecca** is at this task.

Task

- Players are shown one of eight words (yellow, blue, black, orange, pink, green, red, brown), and their task is to press the button of the color the word is written in (i.e. the font color).
- In the task, the word and the color in which the word is written do not always correspond.
- For example, a player might see the word **black**. In this case, their task is to press the **button named "orange"**, as the color in which the word is written is orange.
- If a player sees the word **pink**, their task is to press the **button named "blue"**, as the color in which the word is written is blue.
- Players have to identify **as many colors correctly as possible within 40 seconds**.

Below you can see a screenshot of the task. In this case, the player would have to press the **button named "yellow"**.



On a scale from "not at all successful" to "extremely successful", how successful do you expect **Rebecca** to be at this task (identifying as many colors correctly as possible within 40 seconds)?

not at all succesful extremely successful

Would you consider giving your child the name **Rebecca**?

definitively not definitively yes

Are you or any of your closest relatives or best friends called **Rebecca**?

Yes

No

Is there anything else you connect with **Rebecca** you would like to tell us?

What is your gender?

Female

Male

Other

I prefer not to say

What is your age?

Younger than 20

Between 20 and 29 years old

Between 30 and 39 years old

Between 40 and 49 years old

Between 50 and 59 years old

60 years or older

I prefer not to say



Thank you for your participation in this study!

Is there anything else you would like to tell us?



B. Further tables and graphics

Prior to 1996, the data for the UK were only collected every ten years (1974, 1984, 1994). From 1974 to 1995, we thus treated the data as if the names that were in the top 100 in that particular year had been in the top 100 for the entire decade. For example, if a name

occurred in the top 100 in 1984, we assumed it had been in the top 100 each year from 1980 to 1989. Table B1 provides the relevant date for our five criteria and the resulting scores.

Table B1
Preselection of First names.

| Name | times in Top 100 US | First time US | Last time US | times in Top 100 Britain | First time GB | Last time GB | Percentage listed as white | Score |
|-------------|------------------------|------------------|-----------------|-----------------------------|------------------|-----------------|-------------------------------|--------|
| Emily | 47 | 1975 | 2021 | 44 | 1974 | 2017 | 0.984 | 92.026 |
| Sarah | 47 | 1975 | 2021 | 43 | 1974 | 2016 | 0.979 | 93.969 |
| Anna | 47 | 1975 | 2021 | 44 | 1974 | 2017 | 0.970 | 84.762 |
| Victoria | 42 | 1976 | 2021 | 36 | 1974 | 2017 | 0.905 | 83.515 |
| Natalie | 46 | 1976 | 2021 | 29 | 1974 | 2002 | 0.835 | 89.747 |
| Samantha | 45 | 1976 | 2020 | 30 | 1974 | 2003 | 0.833 | 88.702 |
| Katherine | 42 | 1975 | 2016 | 30 | 1974 | 2003 | 0.819 | 94.252 |
| Rebecca | 32 | 1975 | 2006 | 38 | 1974 | 2011 | 0.806 | 94.052 |
| Rachel | 36 | 1975 | 2010 | 34 | 1974 | 2007 | 0.797 | 90.806 |
| Julia | 39 | 1981 | 2019 | 17 | 1974 | 2017 | 0.779 | 84.981 |
| Matthew | 47 | 1975 | 2021 | 44 | 1974 | 2017 | 0.994698 | 0.899 |
| Michael | 47 | 1975 | 2021 | 44 | 1974 | 2017 | 0.988726 | 0.893 |
| James | 47 | 1975 | 2021 | 44 | 1974 | 2017 | 0.988032 | 0.893 |
| Daniel | 47 | 1975 | 2021 | 44 | 1974 | 2017 | 0.980982 | 0.886 |
| David | 45 | 1976 | 2020 | 44 | 1974 | 2017 | 0.968595 | 0.873 |
| Joseph | 42 | 1975 | 2016 | 44 | 1974 | 2017 | 0.941725 | 0.846 |
| Ryan | 38 | 1979 | 2021 | 44 | 1974 | 2017 | 0.936171 | 0.841 |
| Christopher | 46 | 1976 | 2021 | 36 | 1974 | 2009 | 0.90785 | 0.817 |
| Nathan | 34 | 1975 | 2013 | 44 | 1974 | 2017 | 0.899256 | 0.804 |
| Thomas | 36 | 1975 | 2010 | 44 | 1974 | 2017 | 0.898217 | 0.803 |

Table B2
Average participants' characteristics across names.

| Name | N | Share Female | Mean Age | Share US |
|-------------|-------|--------------|----------|----------|
| Christopher | 199 | 0.49 | 36.83 | 0.50 |
| Daniel | 201 | 0.50 | 37.02 | 0.50 |
| David | 199 | 0.47 | 35.84 | 0.50 |
| James | 201 | 0.51 | 36.85 | 0.51 |
| Joseph | 199 | 0.48 | 36.99 | 0.50 |
| Matthew | 196 | 0.46 | 36.02 | 0.49 |
| Michael | 200 | 0.50 | 36.37 | 0.50 |
| Nathan | 202 | 0.47 | 36.70 | 0.50 |
| Ryan | 203 | 0.48 | 36.64 | 0.51 |
| Thomas | 199 | 0.49 | 37.27 | 0.50 |
| Anna | 198 | 0.49 | 36.80 | 0.51 |
| Emily | 202 | 0.49 | 36.23 | 0.50 |
| Julia | 197 | 0.49 | 36.50 | 0.49 |
| Katherine | 200 | 0.51 | 36.66 | 0.50 |
| Natalie | 200 | 0.49 | 36.25 | 0.49 |
| Rachel | 196 | 0.51 | 36.66 | 0.50 |
| Rebecca | 199 | 0.49 | 36.53 | 0.49 |
| Samantha | 202 | 0.49 | 36.90 | 0.50 |
| Sarah | 205 | 0.51 | 36.65 | 0.50 |
| Victoria | 202 | 0.49 | 36.57 | 0.50 |
| Total | 4,000 | 0.49 | 36.61 | 0.50 |

Table B3a
Average ratings by name for characteristics (Part 1).

| | altruistic | ambitious | attractive | competent | competitive | confident | cooperative | diligent | extrovert | hardworking | honest |
|-------------|------------|-----------|------------|-----------|-------------|-----------|-------------|----------|-----------|-------------|--------|
| Christopher | 4.54 | 4.66 | 4.26 | 4.87 | 4.49 | 4.81 | 4.75 | 4.70 | 4.56 | 4.86 | 4.80 |
| Daniel | 4.66 | 4.75 | 4.40 | 4.95 | 4.64 | 4.89 | 4.90 | 4.71 | 4.69 | 4.94 | 4.90 |
| David | 4.56 | 4.57 | 4.08 | 4.92 | 4.49 | 4.81 | 4.84 | 4.77 | 4.51 | 4.89 | 4.83 |
| James | 4.44 | 4.75 | 4.23 | 5.03 | 4.69 | 4.96 | 4.81 | 4.80 | 4.66 | 4.93 | 4.79 |
| Joseph | 4.66 | 4.45 | 4.28 | 4.95 | 4.45 | 4.71 | 4.87 | 4.75 | 4.36 | 4.83 | 4.88 |
| Matthew | 4.52 | 4.73 | 4.26 | 4.88 | 4.53 | 4.80 | 4.78 | 4.77 | 4.58 | 4.96 | 4.78 |
| Michael | 4.52 | 4.88 | 4.30 | 4.97 | 4.69 | 4.94 | 4.82 | 4.82 | 4.68 | 4.92 | 4.85 |
| Nathan | 4.45 | 4.61 | 4.23 | 4.75 | 4.63 | 4.74 | 4.70 | 4.51 | 4.63 | 4.75 | 4.59 |
| Ryan | 4.35 | 4.68 | 4.47 | 4.82 | 4.86 | 5.12 | 4.67 | 4.55 | 4.84 | 4.80 | 4.62 |
| Thomas | 4.55 | 4.68 | 4.32 | 4.92 | 4.57 | 4.83 | 4.87 | 4.73 | 4.51 | 4.94 | 4.87 |
| Anna | 4.96 | 4.72 | 4.74 | 5.17 | 4.22 | 4.78 | 5.15 | 4.97 | 4.58 | 5.14 | 5.23 |

(continued on next page)

Table B3a (continued)

| | altruistic | ambitious | attractive | competent | competitive | confident | cooperative | diligent | extrovert | hardworking | honest |
|-----------|------------|-----------|------------|-----------|-------------|-----------|-------------|----------|-----------|-------------|--------|
| Emily | 4.91 | 4.57 | 4.72 | 4.96 | 4.24 | 4.79 | 5.08 | 4.75 | 4.52 | 4.90 | 5.00 |
| Julia | 4.88 | 4.75 | 4.59 | 5.01 | 4.35 | 4.89 | 4.97 | 4.84 | 4.77 | 4.93 | 4.99 |
| Katherine | 4.75 | 4.82 | 4.64 | 5.03 | 4.30 | 4.88 | 4.90 | 4.88 | 4.63 | 5.01 | 5.01 |
| Natalie | 4.81 | 4.80 | 4.70 | 4.97 | 4.45 | 4.88 | 4.99 | 4.79 | 4.69 | 4.98 | 4.90 |
| Rachel | 4.85 | 4.89 | 4.86 | 5.06 | 4.67 | 4.99 | 5.05 | 4.93 | 4.91 | 5.10 | 5.03 |
| Rebecca | 4.76 | 4.66 | 4.58 | 4.95 | 4.39 | 4.91 | 4.74 | 4.67 | 4.76 | 4.91 | 4.78 |
| Samantha | 4.77 | 4.66 | 4.80 | 4.94 | 4.43 | 4.87 | 4.83 | 4.78 | 4.76 | 4.84 | 4.91 |
| Sarah | 4.87 | 4.70 | 4.69 | 5.00 | 4.32 | 4.73 | 4.94 | 4.84 | 4.68 | 4.97 | 4.98 |
| Victoria | 4.69 | 5.01 | 4.99 | 5.14 | 4.74 | 5.12 | 4.92 | 5.05 | 4.70 | 5.08 | 4.95 |

Table B3b

Average ratings by name for characteristics (Part 2).

| | Inequ. Averse | intelligent | capable leader | overconfidence | patient | reliable | religious | risk taking | skilled | team player | trustworthy |
|-------------|---------------|-------------|----------------|----------------|---------|----------|-----------|-------------|---------|-------------|-------------|
| Christopher | 4.16 | 4.85 | 4.45 | 4.04 | 4.42 | 4.83 | 3.77 | 4.34 | 4.82 | 4.66 | 4.72 |
| Daniel | 4.38 | 4.92 | 4.54 | 3.96 | 4.66 | 4.90 | 3.45 | 4.52 | 4.82 | 4.82 | 4.80 |
| David | 4.24 | 4.86 | 4.53 | 3.87 | 4.57 | 4.85 | 3.57 | 4.28 | 4.81 | 4.75 | 4.76 |
| James | 4.19 | 4.88 | 4.58 | 3.98 | 4.54 | 4.85 | 3.47 | 4.55 | 4.79 | 4.89 | 4.78 |
| Joseph | 4.44 | 4.87 | 4.58 | 3.72 | 4.66 | 4.85 | 3.99 | 4.25 | 4.81 | 4.74 | 4.81 |
| Matthew | 4.11 | 4.85 | 4.53 | 3.85 | 4.45 | 4.78 | 3.52 | 4.36 | 4.84 | 4.80 | 4.70 |
| Michael | 4.31 | 4.98 | 4.65 | 3.82 | 4.49 | 4.85 | 3.51 | 4.50 | 4.94 | 4.84 | 4.79 |
| Nathan | 4.10 | 4.65 | 4.38 | 4.06 | 4.46 | 4.57 | 3.40 | 4.47 | 4.69 | 4.73 | 4.54 |
| Ryan | 3.91 | 4.71 | 4.43 | 4.22 | 4.32 | 4.65 | 3.15 | 4.67 | 4.72 | 4.76 | 4.65 |
| Thomas | 4.28 | 4.81 | 4.42 | 3.89 | 4.65 | 4.87 | 3.47 | 4.35 | 4.79 | 4.80 | 4.84 |
| Anna | 4.75 | 5.06 | 4.42 | 3.30 | 4.87 | 5.22 | 3.60 | 4.06 | 4.96 | 5.07 | 5.05 |
| Emily | 4.70 | 5.01 | 4.41 | 3.51 | 4.84 | 5.02 | 3.68 | 4.13 | 4.80 | 4.93 | 4.87 |
| Julia | 4.68 | 5.02 | 4.58 | 3.58 | 4.73 | 4.95 | 3.55 | 4.24 | 4.83 | 4.87 | 4.92 |
| Katherine | 4.60 | 5.09 | 4.48 | 3.60 | 4.77 | 5.03 | 3.82 | 4.15 | 4.84 | 4.79 | 4.97 |
| Natalie | 4.69 | 4.98 | 4.49 | 3.67 | 4.56 | 5.02 | 3.17 | 4.36 | 4.87 | 4.86 | 4.90 |
| Rachel | 4.61 | 5.06 | 4.59 | 3.82 | 4.62 | 5.14 | 3.42 | 4.36 | 4.90 | 5.02 | 5.04 |
| Rebecca | 4.52 | 4.90 | 4.45 | 3.67 | 4.61 | 4.84 | 3.55 | 4.10 | 4.72 | 4.74 | 4.80 |
| Samantha | 4.63 | 4.86 | 4.53 | 3.70 | 4.48 | 4.89 | 3.40 | 4.30 | 4.71 | 4.77 | 4.77 |
| Sarah | 4.71 | 4.95 | 4.54 | 3.66 | 4.71 | 4.96 | 3.62 | 4.26 | 4.77 | 4.92 | 4.94 |
| Victoria | 4.52 | 5.16 | 4.76 | 4.02 | 4.63 | 4.99 | 3.47 | 4.40 | 4.93 | 4.75 | 4.91 |

Table B4

Ratings for names in UK and US.

| | prosocial (US) | prosocial (UK) | work-related (US) | work-related (UK) | assertive (US) | assertive (UK) |
|-------------|----------------|----------------|-------------------|-------------------|----------------|----------------|
| Anna | 4.94 | 5.02 | 4.91 | 5.03 | 4.15 | 4.22 |
| Christopher | 4.55 | 4.54 | 4.74 | 4.75 | 4.54 | 4.36 |
| Daniel | 4.73 | 4.64 | 4.83 | 4.81 | 4.51 | 4.57 |
| David | 4.61 | 4.59 | 4.77 | 4.78 | 4.51 | 4.28+ |
| Emily | 4.85 | 4.93 | 4.84 | 4.80 | 4.34 | 4.14 |
| James | 4.51 | 4.61 | 4.86 | 4.81 | 4.66 | 4.47 |
| Joseph | 4.64 | 4.76 | 4.74 | 4.79 | 4.48 | 4.12*** |
| Julia | 4.92 | 4.81 | 4.81 | 4.91 | 4.34 | 4.39 |
| Katherine | 4.77 | 4.83 | 4.90 | 4.86 | 4.37 | 4.25 |
| Matthew | 4.43 | 4.62 | 4.75 | 4.83 | 4.46 | 4.39 |
| Michael | 4.76 | 4.46 | 5.00 | 4.74 | 4.62 | 4.43 |
| Natalie | 4.71 | 4.97+ | 4.76 | 4.95 | 4.44 | 4.37 |
| Nathan | 4.36 | 4.54 | 4.65 | 4.61 | 4.49 | 4.52 |
| Rachel | 4.70 | 5.07** | 4.86 | 5.07 | 4.49 | 4.61 |
| Rebecca | 4.73 | 4.68 | 4.77 | 4.75 | 4.37 | 4.36 |
| Ryan | 4.41 | 4.38 | 4.76 | 4.60 | 4.74 | 4.74 |
| Samantha | 4.77 | 4.74 | 4.83 | 4.72 | 4.45 | 4.38 |
| Sarah | 4.95 | 4.78 | 4.92 | 4.78 | 4.35 | 4.31 |
| Thomas | 4.58 | 4.69 | 4.75 | 4.81 | 4.47 | 4.39 |
| Victoria | 4.73 | 4.79 | 4.95 | 5.02 | 4.62 | 4.57 |

Note: + p<0.10, * p<0.05, ** p<0.01, *** p<0.001 (based on Mann-Whitney tests comparing the ratings for each name and group of characteristics between participants from the US and the UK)

Table B5

Ratings for names by male and female participants.

| | prosocial (male) | prosocial (female) | work-related (male) | work-related (female) | assertive (male) | assertive (female) |
|-------------|------------------|--------------------|---------------------|-----------------------|------------------|--------------------|
| Anna | 5.02 | 4.96 | 4.96 | 5.00+ | 4.30 | 4.08 |
| Christopher | 4.55 | 4.54 | 4.65 | 4.84 | 4.39 | 4.50 |

(continued on next page)

Table B5 (continued)

| | prosocial (male) | prosocial (female) | work-related (male) | work-related (female) | assertive (male) | assertive (female) |
|-----------|------------------|--------------------|---------------------|-----------------------|------------------|--------------------|
| Daniel | 4.64 | 4.74 | 4.82 | 4.82* | 4.58 | 4.52 |
| David | 4.53 | 4.72 | 4.64 | 4.97 | 4.43 | 4.35 |
| Emily | 4.91 | 4.89+ | 4.80 | 4.84 | 4.23 | 4.25 |
| James | 4.51 | 4.60 | 4.74 | 4.93 | 4.50 | 4.63 |
| Joseph | 4.56 | 4.83 | 4.67 | 4.87 | 4.31 | 4.32 |
| Julia | 4.94 | 4.78 | 4.77 | 4.95 | 4.34 | 4.36 |
| Katherine | 4.75 | 4.85 | 4.81 | 4.96 | 4.31 | 4.30 |
| Matthew | 4.48 | 4.59 | 4.76 | 4.84 | 4.39 | 4.47 |
| Michael | 4.65 | 4.57 | 4.91 | 4.83 | 4.56 | 4.49 |
| Natalie | 4.86 | 4.85 | 4.85 | 4.9 | 4.41 | 4.42 |
| Nathan | 4.41 | 4.49 | 4.55 | 4.72 | 4.46 | 4.58 |
| Rachel | 4.90 | 4.91 | 4.95 | 5.02 | 4.49 | 4.63 |
| Rebecca | 4.65 | 4.75 | 4.73 | 4.78 | 4.43 | 4.30 |
| Ryan | 4.36 | 4.43 | 4.61 | 4.77 | 4.69 | 4.80 |
| Samantha | 4.76 | 4.72 | 4.70 | 4.83 | 4.30 | 4.52 |
| Sarah | 4.91 | 4.81 | 4.79 | 4.90 | 4.31 | 4.38* |
| Thomas | 4.71 | 4.58 | 4.78 | 4.78 | 4.41 | 4.43 |
| Victoria | 4.72 | 4.8 | 4.87 | 5.11 | 4.48 | 4.71* |

Note: + $p < 0.10$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ (based on Mann-Whitney tests comparing the ratings for each name and group of characteristics between male and female participants)

Table B6a

Ratings for names by participants' age groups.

| | Prosocial young | Prosocial middle-aged | Prosocial older |
|-------------|-----------------|-----------------------|-----------------|
| Anna | 4.98 | 5.01 | 4.94 |
| Christopher | 4.57 | 4.56 | 4.51 |
| Daniel | 4.60 | 4.61 | 4.84** |
| David | 4.41 | 4.45 | 4.95 |
| Emily | 4.74 | 4.75 | 5.18 |
| James | 4.60 | 4.56 | 4.51 |
| Joseph | 4.63 | 4.74 | 4.72 |
| Julia | 4.82 | 4.76 | 5.01 |
| Katherine | 4.62 | 4.89 | 4.90+ |
| Matthew | 4.44 | 4.53 | 4.60 |
| Michael | 4.37 | 4.62 | 4.84 |
| Natalie | 4.67 | 4.97 | 4.9* |
| Nathan | 4.35 | 4.38 | 4.62 |
| Rachel | 4.77 | 4.87 | 5.02 |
| Rebecca | 4.73 | 4.74 | 4.64 |
| Ryan | 4.45 | 4.15 | 4.58 |
| Samantha | 4.73 | 4.74 | 4.78 |
| Sarah | 4.74 | 5.09 | 4.77 |
| Thomas | 4.47 | 4.62 | 4.81* |
| Victoria | 4.57 | 4.91 | 4.80 |

Table B6b

Ratings for names by participants' age groups.

| | Workrelated young | Workrelated middle-aged | Workrelated older |
|-------------|-------------------|-------------------------|-------------------|
| Anna | 5.06 | 4.91 | 4.93 |
| Christopher | 4.75 | 4.67 | 4.83 |
| Daniel | 4.70 | 4.74 | 5.00 |
| David | 4.68 | 4.66 | 4.98 |
| Emily | 4.64 | 4.76 | 5.05 |
| James | 4.84 | 4.82 | 4.84 |
| Joseph | 4.67 | 4.88 | 4.73* |
| Julia | 4.85 | 4.71 | 5.03 |
| Katherine | 4.73 | 4.96 | 4.95 |
| Matthew | 4.71 | 4.69 | 4.98 |
| Michael | 4.64 | 4.82 | 5.15 |
| Natalie | 4.75 | 5.05 | 4.79+ |
| Nathan | 4.51 | 4.60 | 4.77 |
| Rachel | 4.81 | 4.98 | 5.1 |
| Rebecca | 4.77 | 4.83 | 4.69 |
| Ryan | 4.61 | 4.59 | 4.84 |
| Samantha | 4.74 | 4.83 | 4.76 |
| Sarah | 4.82 | 4.95 | 4.78 |
| Thomas | 4.71 | 4.85 | 4.77 |
| Victoria | 4.84 | 5.05 | 5.06 |

Note: + $p < 0.10$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ (based on Kruskal-Wallis tests comparing the ratings for each name and group of characteristics between younger [20-29], middle-aged [30-39] and older [40-65] participants)

Table B6c
Ratings for names by participants' age groups.

| | Assertive young | Assertive middle-aged | Assertive older |
|-------------|-----------------|-----------------------|-----------------|
| Anna | 4.39 | 4.06 | 4.11 |
| Christopher | 4.51 | 4.36 | 4.48 |
| Daniel | 4.50 | 4.42 | 4.69 |
| David | 4.53 | 4.44 | 4.20 |
| Emily | 4.13 | 4.27 | 4.31 |
| James | 4.51 | 4.49 | 4.70 |
| Joseph | 4.34 | 4.38 | 4.19 |
| Julia | 4.45 | 4.28 | 4.36 |
| Katherine | 4.23 | 4.43 | 4.26* |
| Matthew | 4.37 | 4.45 | 4.46 |
| Michael | 4.46 | 4.54 | 4.57+ |
| Natalie | 4.41 | 4.55 | 4.26 |
| Nathan | 4.58 | 4.42 | 4.52 |
| Rachel | 4.52 | 4.58 | 4.55 |
| Rebecca | 4.52 | 4.40 | 4.18+ |
| Ryan | 4.69 | 5.02 | 4.52 |
| Samantha | 4.38 | 4.37 | 4.49+ |
| Sarah | 4.29 | 4.41 | 4.29 |
| Thomas | 4.46 | 4.50 | 4.34 |
| Victoria | 4.69 | 4.56 | 4.54 |

Note: + $p < 0.10$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ (based on Kruskal-Wallis tests comparing the ratings for each name and group of characteristics between younger [20-29], middle-aged [30-39] and older [40-65] participants)

Table B7a
Ratings for male and female names by participants' gender.

| Characteristic | female participants (n=1959) | | male participants (n=1983) | | Diff-in-diff p-value |
|-----------------------|---|-------------|---|-------------|-------------------------|
| | Difference in ratings male – female names | MWU | Difference in ratings male – female names | MWU | |
| overconfident | 0.25 | $p < 0.001$ | 0.33 | $p < 0.001$ | $p = 0.340$ |
| willing to take risks | 0.17 | $p = 0.004$ | 0.23 | $p < 0.001$ | $p = 0.439$ |
| competitive | 0.15 | $p = 0.007$ | 0.25 | $p < 0.001$ | $p = 0.196$ |
| religious | -0.11 | $p = 0.107$ | 0.13 | $p = 0.064$ | $p = 0.008$ |
| capable leader | -0.06 | $p = 0.264$ | 0.04 | $p = 0.620$ | $p = 0.188$ |
| confident | 0.02 | $p = 0.549$ | -0.06 | $p = 0.187$ | $p = 0.276$ |
| skilled | 0.01 | $p = 0.917$ | -0.05 | $p = 0.122$ | $p = 0.454$ |
| ambitious | -0.09 | $p = 0.089$ | -0.07 | $p = 0.103$ | $p = 0.794$ |
| team player | -0.10 | $p = 0.114$ | -0.08 | $p = 0.042$ | $p = 0.853$ |
| extrovert | 0.00 | $p = 0.924$ | -0.18 | $p < 0.001$ | $p = 0.016$ |
| hardworking | -0.09 | $p = 0.093$ | -0.11 | $p = 0.010$ | $p = 0.736$ |
| competent | -0.10 | $p = 0.085$ | -0.12 | $p = 0.011$ | $p = 0.808$ |
| diligent | -0.14 | $p = 0.006$ | -0.12 | $p = 0.013$ | $p = 0.810$ |
| cooperative | -0.16 | $p = 0.002$ | -0.14 | $p = 0.002$ | $p = 0.748$ |
| patient | -0.14 | $p = 0.010$ | -0.18 | $p < 0.001$ | $p = 0.641$ |
| intelligent | -0.09 | $p = 0.115$ | -0.24 | $p < 0.001$ | $p = 0.028$ |
| trustworthy | -0.11 | $p = 0.048$ | -0.24 | $p < 0.001$ | $p = 0.074$ |
| honest | -0.13 | $p = 0.021$ | -0.24 | $p < 0.001$ | $p = 0.135$ |
| reliable | -0.17 | $p = 0.001$ | -0.24 | $p < 0.001$ | $p = 0.313$ |
| altruistic | -0.24 | $p < 0.001$ | -0.36 | $p < 0.001$ | $p = 0.108$ |
| inequality averse | -0.38 | $p < 0.001$ | -0.48 | $p < 0.001$ | $p = 0.207$ |
| attractive | -0.36 | $p < 0.001$ | -0.53 | $p < 0.001$ | $p = 0.019$ |

Table B7b
Ratings for male and female names by participants' age group.

| Characteristic | Young participants (20-29) | | Middle-aged participants (30-39) | | Older participants (40-65) | | Diff-in-diff | |
|----------------|--------------------------------------|-------------|--------------------------------------|-------------|--------------------------------------|-------------|--------------------------|-----------------------|
| | Diff. in ratings male – female names | MWU | Diff. in ratings male – female names | MWU | Diff. in ratings male – female names | MWU | Young vs. middle p-value | Young vs. old p-value |
| overconfident | 0.22 | $p = 0.002$ | 0.35 | $p < 0.001$ | 0.30 | $p < 0.001$ | $p = 0.217$ | $p = 0.414$ |
| risk | 0.21 | $p = 0.004$ | 0.20 | $p = 0.005$ | 0.18 | $p = 0.010$ | $p = 0.918$ | $p = 0.760$ |
| competitive | 0.19 | $p = 0.004$ | 0.17 | $p = 0.022$ | 0.22 | $p < 0.001$ | $p = 0.837$ | $p = 0.719$ |
| religious | 0.09 | $p = 0.491$ | -0.09 | $p = 0.365$ | 0.00 | $p = 0.801$ | $p = 0.110$ | $p = 0.425$ |

(continued on next page)

Table B7b (continued)

| Characteristic | Young participants (20-29) | | Middle-aged participants (30-39) | | Older participants (40-65) | | Diff-in-diff | |
|-------------------|--------------------------------------|---------|--------------------------------------|---------|--------------------------------------|---------|--------------------------|-----------------------|
| | Diff. in ratings male – female names | MWU | Diff. in ratings male – female names | MWU | Diff. in ratings male – female names | MWU | Young vs. middle p-value | Young vs. old p-value |
| confident | -0.02 | p=0.980 | -0.07 | p=0.241 | 0.02 | p=0.752 | p=0.516 | p=0.684 |
| capable leader | -0.02 | p=0.855 | -0.09 | p=0.147 | 0.06 | p=0.552 | p=0.472 | p=0.383 |
| team player | -0.04 | p=0.780 | -0.15 | p=0.005 | -0.09 | p=0.114 | p=0.214 | p=0.570 |
| skilled | -0.06 | p=0.314 | -0.07 | p=0.138 | 0.04 | p=0.718 | p=0.867 | p=0.248 |
| trustworthy | -0.11 | p=0.112 | -0.27 | p<0.001 | -0.16 | p=0.012 | p=0.078 | p=0.567 |
| hardworking | -0.11 | p=0.088 | -0.20 | p=0.001 | 0.00 | p=0.800 | p=0.313 | p=0.246 |
| extrovert | -0.13 | p=0.113 | -0.10 | p=0.080 | -0.06 | p=0.307 | p=0.773 | p=0.484 |
| honest | -0.13 | p=0.048 | -0.29 | p<0.001 | -0.14 | p=0.058 | p=0.074 | p=0.942 |
| patient | -0.13 | p=0.042 | -0.23 | p<0.001 | -0.11 | p=0.073 | p=0.254 | p=0.842 |
| cooperative | -0.14 | p=0.023 | -0.24 | p<0.001 | -0.07 | p=0.147 | p=0.247 | p=0.425 |
| competent | -0.14 | p=0.033 | -0.20 | p=0.001 | 0.00 | p=0.943 | p=0.523 | p=0.102 |
| ambitious | -0.16 | p=0.012 | -0.11 | p=0.063 | 0.03 | p=0.812 | p=0.582 | p=0.030 |
| diligent | -0.17 | p=0.011 | -0.21 | p<0.001 | -0.04 | p=0.472 | p=0.671 | p=0.120 |
| reliable | -0.19 | p=0.003 | -0.26 | p<0.001 | -0.16 | p=0.010 | p=0.437 | p=0.693 |
| intelligent | -0.19 | p=0.004 | -0.27 | p<0.001 | -0.05 | p=0.380 | p=0.389 | p=0.083 |
| altruistic | -0.22 | p=0.002 | -0.42 | p<0.001 | -0.26 | p<0.001 | p=0.027 | p=0.637 |
| attractive | -0.50 | p<0.001 | -0.46 | p<0.001 | -0.40 | p<0.001 | p=0.671 | p=0.254 |
| inequality averse | -0.51 | p<0.001 | -0.49 | p<0.001 | -0.29 | p<0.001 | p=0.800 | p=0.022 |

Table B8a

Regressions without and with controls for ascribed socioeconomic characteristics (male).

| | (1) prosocial | (2) prosocial | (3) work-related | (4) work-related | (5) assertive | (6) assertive |
|----------------|-------------------|-------------------|---------------------|---------------------|--------------------|--------------------|
| Christopher | 0.15 (0.10) | 0.13 (0.10) | 0.12 (0.09) | 0.07 (0.09) | -0.29*** (0.09) | -0.25*** (0.09) |
| Daniel | 0.29*** (0.10) | 0.25*** (0.10) | 0.19** (0.09) | 0.14 (0.09) | -0.20** (0.09) | -0.16* (0.08) |
| David | 0.21** (0.10) | 0.28*** (0.10) | 0.15 (0.09) | 0.17** (0.09) | -0.35*** (0.09) | -0.28*** (0.09) |
| James | 0.16 (0.10) | 0.14 (0.10) | 0.20** (0.09) | 0.14 (0.09) | -0.17** (0.09) | -0.16* (0.09) |
| Joseph | 0.30*** (0.10) | 0.26*** (0.10) | 0.13 (0.09) | 0.06 (0.09) | -0.44*** (0.09) | -0.41*** (0.09) |
| Matthew | 0.13 (0.10) | 0.13 (0.10) | 0.16* (0.09) | 0.13 (0.09) | -0.32*** (0.09) | -0.27*** (0.09) |
| Michael | 0.21** (0.10) | 0.25** (0.10) | 0.24*** (0.09) | 0.22*** (0.09) | -0.22** (0.09) | -0.19** (0.09) |
| Nathan | 0.05 (0.10) | 0.08 (0.10) | | | -0.23*** (0.09) | -0.20** (0.08) |
| Thomas | 0.24** (0.10) | 0.23** (0.10) | 0.15 (0.09) | 0.08 (0.09) | -0.31*** (0.09) | -0.32*** (0.09) |
| Ryan | | | 0.05 (0.09) | 0.02 (0.09) | | |
| Constant | 4.39*** (0.07) | 3.34*** (0.64) | 4.63*** (0.06) | 3.95*** (0.56) | 4.74*** (0.06) | 4.78*** (0.56) |
| Controls | No | Yes | No | Yes | No | Yes |
| Observations | 1999 | 1999 | 1999 | 1999 | 1999 | 1999 |
| R ² | 0.008 | 0.103 | 0.005 | 0.157 | 0.016 | 0.097 |

OLS regressions, standard errors in parentheses.

For each name and category, we use the most “extreme” name as the omitted reference category (i.e. the name that deviates most from the mean rating).

Controls: ascribed age, socioeconomic status, education, ethnicity and religion

* p<0.10, ** p<0.05, *** p<0.01

Table B8b

Regressions without and with controls for ascribed socioeconomic characteristics (female).

| | (1) prosocial | (2) prosocial | (3) work-related | (4) work-related | (5) assertive | (6) assertive |
|----------------|--------------------|-------------------|---------------------|---------------------|--------------------|--------------------|
| Emily | -0.09 (0.10) | -0.09 (0.10) | -0.17* (0.09) | -0.14 (0.09) | -0.36*** (0.08) | -0.28*** (0.08) |
| Julia | -0.11 (0.10) | -0.06 (0.10) | -0.12 (0.09) | -0.04 (0.09) | -0.23*** (0.08) | -0.12 (0.08) |
| Katherine | -0.17* (0.10) | -0.13 (0.10) | -0.10 (0.09) | -0.05 (0.09) | -0.29*** (0.08) | -0.20** (0.08) |
| Natalie | -0.13 (0.10) | -0.12 (0.10) | -0.13 (0.09) | -0.09 (0.09) | -0.19** (0.08) | -0.14* (0.08) |
| Rachel | -0.09 (0.10) | -0.07 (0.10) | -0.02 (0.09) | 0.02 (0.09) | -0.05 (0.08) | 0.01 (0.08) |
| Rebecca | -0.27*** (0.10) | -0.24** (0.10) | -0.22** (0.09) | -0.17* (0.09) | -0.23*** (0.08) | -0.15* (0.08) |
| Samantha | -0.22** (0.10) | -0.18* (0.10) | -0.21** (0.09) | -0.13 (0.09) | -0.18** (0.08) | -0.12 (0.08) |
| Sarah | -0.11 (0.10) | -0.05 (0.09) | -0.14 (0.09) | -0.04 (0.09) | -0.27*** (0.08) | -0.16* (0.08) |
| Victoria | -0.22** (0.10) | -0.21** (0.10) | | | | |
| Anna | | | -0.02 (0.09) | 0.01 (0.09) | -0.41*** (0.08) | -0.34*** (0.08) |
| Constant | 4.98*** (0.07) | 3.78*** (0.61) | 4.98*** (0.07) | 3.84*** (0.56) | 4.60*** (0.06) | 6.33*** (0.52) |
| Controls | No | Yes | No | Yes | No | Yes |
| Observations | 2001 | 2001 | 2001 | 2001 | 2001 | 2001 |
| R ² | 0.006 | 0.107 | 0.006 | 0.168 | 0.020 | 0.098 |

OLS regressions, standard errors in parentheses.

For each name and category, we use the most “extreme” name as the omitted reference category (i.e. the name that deviates most from the mean rating).

Controls: ascribed age, socioeconomic status, education, ethnicity and religion

* p<0.10, ** p<0.05, *** p<0.01

Table B9a

Deviations from gender mean rating as multiples of standard deviations (Part 1).

| name | altruistic | ambitious | attractive | competent | competitive | confident | cooperative | diligent | extrovert | hard working | honest |
|-------------|------------|-----------|------------|-----------|-------------|-----------|-------------|----------|-----------|--------------|--------|
| Christopher | 1.5% | -1.2% | -1.9% | -3.0% | -9.3% | -4.8% | -4.5% | -0.7% | -3.7% | -2.0% | 0.7% |
| Daniel | 11.7% | 6.6% | 10.4% | 3.9% | 3.1% | 2.7% | 9.0% | 0.1% | 7.2% | 5.1% | 9.4% |
| David | 3.2% | -9.3% | -18.2% | 1.5% | -9.7% | -4.8% | 3.8% | 5.2% | -8.0% | 0.7% | 3.3% |
| James | -7.1% | 6.1% | -4.8% | 11.0% | 7.2% | 8.7% | 0.8% | 8.1% | 4.7% | 4.3% | -0.4% |
| Joseph | 11.8% | -20.0% | -0.6% | 4.3% | -12.6% | -13.5% | 6.6% | 3.4% | -20.4% | -4.7% | 8.0% |
| Matthew | -0.9% | 4.6% | -2.0% | -2.2% | -6.5% | -6.0% | -2.5% | 4.9% | -1.7% | 6.8% | -0.8% |
| Michael | -0.5% | 18.0% | 1.1% | 5.2% | 6.7% | 7.3% | 1.6% | 9.4% | 6.2% | 3.4% | 4.6% |
| Nathan | -6.8% | -6.1% | -4.5% | -14.4% | 2.0% | -11.3% | -9.6% | -17.7% | 2.7% | -11.4% | -16.7% |
| Ryan | -15.1% | 0.7% | 16.7% | -7.6% | 20.9% | 24.1% | -11.7% | -14.4% | 20.1% | -7.4% | -14.8% |
| Thomas | 2.4% | 0.5% | 3.5% | 1.5% | -2.6% | -2.9% | 6.6% | 2.1% | -7.6% | 5.5% | 7.1% |
| Anna | 12.0% | -3.6% | 0.5% | 12.9% | -15.9% | -9.1% | 17.4% | 11.4% | -10.5% | 13.3% | 21.6% |
| Emily | 7.0% | -16.5% | -0.8% | -5.5% | -13.8% | -8.7% | 11.3% | -9.2% | -15.3% | -7.3% | 1.6% |
| Julia | 5.0% | -1.0% | -12.0% | -1.5% | -5.2% | 0.4% | 1.4% | -1.0% | 6.4% | -4.4% | 1.1% |
| Katherine | -6.5% | 5.2% | -8.0% | 0.3% | -9.4% | -0.4% | -5.4% | 2.4% | -6.3% | 1.8% | 2.9% |
| Natalie | -1.3% | 3.8% | -2.8% | -5.1% | 3.1% | -0.4% | 2.8% | -5.8% | -1.1% | -0.8% | -7.0% |
| Rachel | 2.3% | 11.7% | 11.3% | 3.5% | 21.7% | 9.5% | 8.3% | 7.3% | 18.1% | 9.8% | 4.7% |
| Rebecca | -5.7% | -8.5% | -12.9% | -6.0% | -1.7% | 2.3% | -19.6% | -15.9% | 5.7% | -6.1% | -16.6% |
| Samantha | -5.0% | -8.5% | 5.6% | -7.3% | 1.5% | -1.1% | -11.2% | -6.5% | 5.1% | -12.9% | -5.7% |
| Sarah | 4.1% | -5.0% | -3.4% | -2.0% | -7.6% | -13.6% | -1.6% | -0.9% | -1.7% | -1.2% | -0.1% |
| Victoria | -11.8% | 22.7% | 22.3% | 10.8% | 27.5% | 21.5% | -3.1% | 18.2% | 0.0% | 8.3% | -2.2% |

Table B9b

Deviations from gender mean rating as multiples of standard deviations (Part 2).

| name | Inequality averse | intelligent | leader | overconfident | patient | Reliable | religious | risk | skilled | teammaker | trustworthy |
|-------------|----------------------|-------------|--------|---------------|---------|----------|-----------|--------|---------|-----------|-------------|
| Christopher | -3.9% | 1.4% | -4.9% | 7.4% | -8.7% | 2.5% | 17.1% | -7.3% | 1.4% | -10.0% | -1.3% |
| Daniel | 13.1% | 7.4% | 3.0% | 1.0% | 12.4% | 8.7% | -5.8% | 7.7% | 1.1% | 3.3% | 4.9% |
| David | 2.2% | 1.9% | 1.7% | -5.4% | 4.1% | 4.6% | 3.0% | -12.2% | 0.9% | -2.5% | 1.7% |
| James | -1.4% | 3.8% | 6.0% | 2.5% | 1.5% | 4.3% | -4.0% | 10.1% | -1.2% | 9.4% | 3.6% |
| Joseph | 17.3% | 3.3% | 6.1% | -16.4% | 12.5% | 4.6% | 32.7% | -14.7% | 0.9% | -3.0% | 6.5% |
| Matthew | -7.7% | 0.8% | 1.5% | -6.7% | -6.3% | -1.8% | -1.0% | -5.6% | 3.0% | 1.6% | -3.4% |
| Michael | 7.5% | 12.9% | 12.4% | -9.1% | -3.1% | 4.3% | -1.7% | 5.4% | 12.5% | 5.0% | 4.0% |
| Nathan | -8.3% | -16.8% | -11.6% | 8.9% | -5.3% | -19.7% | -9.0% | 3.4% | -10.2% | -4.0% | -16.6% |
| Ryan | -23.5% | -11.7% | -6.5% | 20.7% | -18.0% | -13.5% | -26.5% | 19.4% | -7.3% | -1.7% | -7.9% |
| Thomas | 4.9% | -2.7% | -7.5% | -3.5% | 11.2% | 6.4% | -4.0% | -6.9% | -0.9% | 1.8% | 8.6% |
| Anna | 8.6% | 4.3% | -8.5% | -26.3% | 16.2% | 18.2% | 5.4% | -15.4% | 11.7% | 17.1% | 10.9% |
| Emily | 5.0% | 0.6% | -9.7% | -10.4% | 13.9% | 1.3% | 11.4% | -9.1% | -3.1% | 4.7% | -4.2% |
| Julia | 2.8% | 1.1% | 4.6% | -5.6% | 3.9% | -4.4% | 1.5% | 0.4% | -0.3% | -0.2% | 0.7% |
| Katherine | -3.3% | 7.0% | -4.2% | -4.4% | 7.7% | 1.7% | 21.1% | -7.7% | 0.4% | -7.3% | 4.5% |
| Natalie | 3.6% | -2.5% | -3.3% | 0.9% | -10.7% | 1.3% | -26.6% | 10.8% | 3.1% | -0.9% | -1.4% |
| Rachel | -2.3% | 4.8% | 5.8% | 12.7% | -5.4% | 11.4% | -7.6% | 11.0% | 6.6% | 12.8% | 10.5% |
| Rebecca | -9.6% | -9.3% | -6.6% | 1.1% | -6.2% | -13.8% | 1.8% | -11.9% | -10.2% | -10.9% | -9.9% |
| Samantha | -0.6% | -13.7% | 0.9% | 3.7% | -17.6% | -9.8% | -9.7% | 5.8% | -10.8% | -8.8% | -12.1% |
| Sarah | 5.4% | -5.6% | 1.1% | 0.4% | 2.8% | -3.8% | 7.1% | 2.1% | -5.5% | 4.0% | 2.1% |
| Victoria | -9.8% | 13.6% | 19.9% | 27.6% | -4.4% | -1.7% | -4.6% | 13.9% | 8.6% | -10.1% | -0.9% |

Table B10a

Share of participants choosing the modal answer (Part 1).

| name | altruistic | ambitious | attractive | competent | competitive | confident | cooperative | diligent | extrovert | hardworking | honest |
|-------------|------------|-----------|------------|-----------|-------------|-----------|-------------|----------|-----------|-------------|--------|
| Christopher | 43% | 46% | 57% | 41% | 48% | 39% | 41% | 45% | 42% | 40% | 42% |
| Daniel | 38% | 45% | 50% | 30% | 45% | 39% | 32% | 39% | 38% | 37% | 35% |
| David | 45% | 49% | 51% | 37% | 43% | 39% | 39% | 45% | 44% | 39% | 38% |
| James | 43% | 40% | 50% | 34% | 38% | 32% | 32% | 37% | 34% | 38% | 39% |
| Joseph | 42% | 52% | 53% | 38% | 43% | 41% | 35% | 43% | 48% | 38% | 35% |
| Matthew | 40% | 41% | 54% | 35% | 44% | 42% | 37% | 39% | 41% | 38% | 38% |
| Michael | 40% | 38% | 46% | 36% | 44% | 38% | 41% | 38% | 39% | 40% | 38% |
| Nathan | 45% | 48% | 57% | 41% | 45% | 38% | 41% | 44% | 45% | 46% | 46% |
| Ryan | 40% | 38% | 46% | 33% | 35% | 36% | 39% | 38% | 29% | 35% | 36% |
| Thomas | 42% | 38% | 52% | 32% | 37% | 34% | 35% | 35% | 42% | 35% | 34% |
| Anna | 31% | 39% | 45% | 32% | 40% | 38% | 31% | 36% | 36% | 33% | 29% |
| Emily | 33% | 41% | 41% | 33% | 42% | 39% | 29% | 39% | 39% | 35% | 33% |
| Julia | 38% | 39% | 49% | 35% | 45% | 38% | 36% | 43% | 37% | 37% | 35% |
| Katherine | 34% | 41% | 46% | 34% | 46% | 35% | 34% | 36% | 40% | 30% | 32% |
| Natalie | 36% | 40% | 41% | 28% | 44% | 34% | 32% | 35% | 42% | 34% | 36% |
| Rachel | 32% | 36% | 31% | 32% | 35% | 34% | 38% | 32% | 31% | 29% | 31% |
| Rebecca | 38% | 41% | 49% | 39% | 42% | 38% | 35% | 41% | 42% | 34% | 40% |
| Samantha | 40% | 46% | 45% | 38% | 52% | 42% | 37% | 40% | 40% | 42% | 39% |
| Sarah | 36% | 43% | 42% | 38% | 47% | 40% | 36% | 38% | 46% | 38% | 34% |
| Victoria | 38% | 36% | 31% | 33% | 34% | 30% | 37% | 35% | 35% | 33% | 35% |

Table B10b

Share of participants choosing the modal answer (Part 2).

| name | inequality averse | intelligent | leader | overconfident | patient | reliable | religious | risk | skilled | teammaker | trustworthy |
|-------------|----------------------|-------------|--------|---------------|---------|----------|-----------|------|---------|-----------|-------------|
| Christopher | 46% | 42% | 49% | 49% | 46% | 40% | 49% | 42% | 45% | 42% | 43% |
| Daniel | 41% | 33% | 45% | 37% | 41% | 36% | 39% | 44% | 35% | 32% | 32% |
| David | 41% | 40% | 45% | 41% | 47% | 41% | 45% | 46% | 42% | 40% | 41% |
| James | 43% | 35% | 44% | 36% | 39% | 35% | 42% | 42% | 37% | 39% | 37% |
| Joseph | 42% | 41% | 48% | 37% | 38% | 38% | 38% | 51% | 41% | 39% | 34% |
| Matthew | 42% | 38% | 43% | 38% | 41% | 35% | 37% | 46% | 44% | 41% | 38% |
| Michael | 41% | 37% | 44% | 41% | 39% | 40% | 35% | 47% | 43% | 37% | 40% |
| Nathan | 45% | 45% | 50% | 39% | 50% | 44% | 42% | 45% | 45% | 45% | 41% |
| Ryan | 36% | 37% | 41% | 31% | 40% | 40% | 30% | 34% | 42% | 34% | 34% |
| Thomas | 39% | 39% | 41% | 43% | 40% | 38% | 34% | 43% | 37% | 36% | 33% |
| Anna | 33% | 32% | 41% | 31% | 33% | 30% | 39% | 37% | 38% | 30% | 31% |
| Emily | 39% | 37% | 45% | 42% | 38% | 31% | 41% | 41% | 38% | 34% | 39% |
| Julia | 40% | 36% | 46% | 45% | 36% | 38% | 47% | 47% | 44% | 42% | 39% |
| Katherine | 37% | 32% | 47% | 37% | 39% | 35% | 42% | 44% | 38% | 32% | 31% |
| Natalie | 38% | 33% | 40% | 40% | 43% | 31% | 38% | 45% | 37% | 31% | 34% |
| Rachel | 35% | 31% | 34% | 32% | 32% | 29% | 36% | 34% | 31% | 31% | 29% |
| Rebecca | 46% | 37% | 45% | 37% | 39% | 37% | 40% | 47% | 39% | 37% | 37% |

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Table B10b (continued)

| name | inequality_averse | intelligent | leader | overconfident | patient | reliable | religious | risk | skilled | teampayer | trustworthy |
|----------|-------------------|-------------|--------|---------------|---------|----------|-----------|------|---------|-----------|-------------|
| Samantha | 38% | 45% | 51% | 41% | 50% | 39% | 39% | 43% | 45% | 39% | 41% |
| Sarah | 39% | 34% | 46% | 40% | 39% | 36% | 45% | 49% | 42% | 35% | 34% |
| Victoria | 37% | 31% | 38% | 33% | 38% | 34% | 39% | 39% | 34% | 39% | 34% |

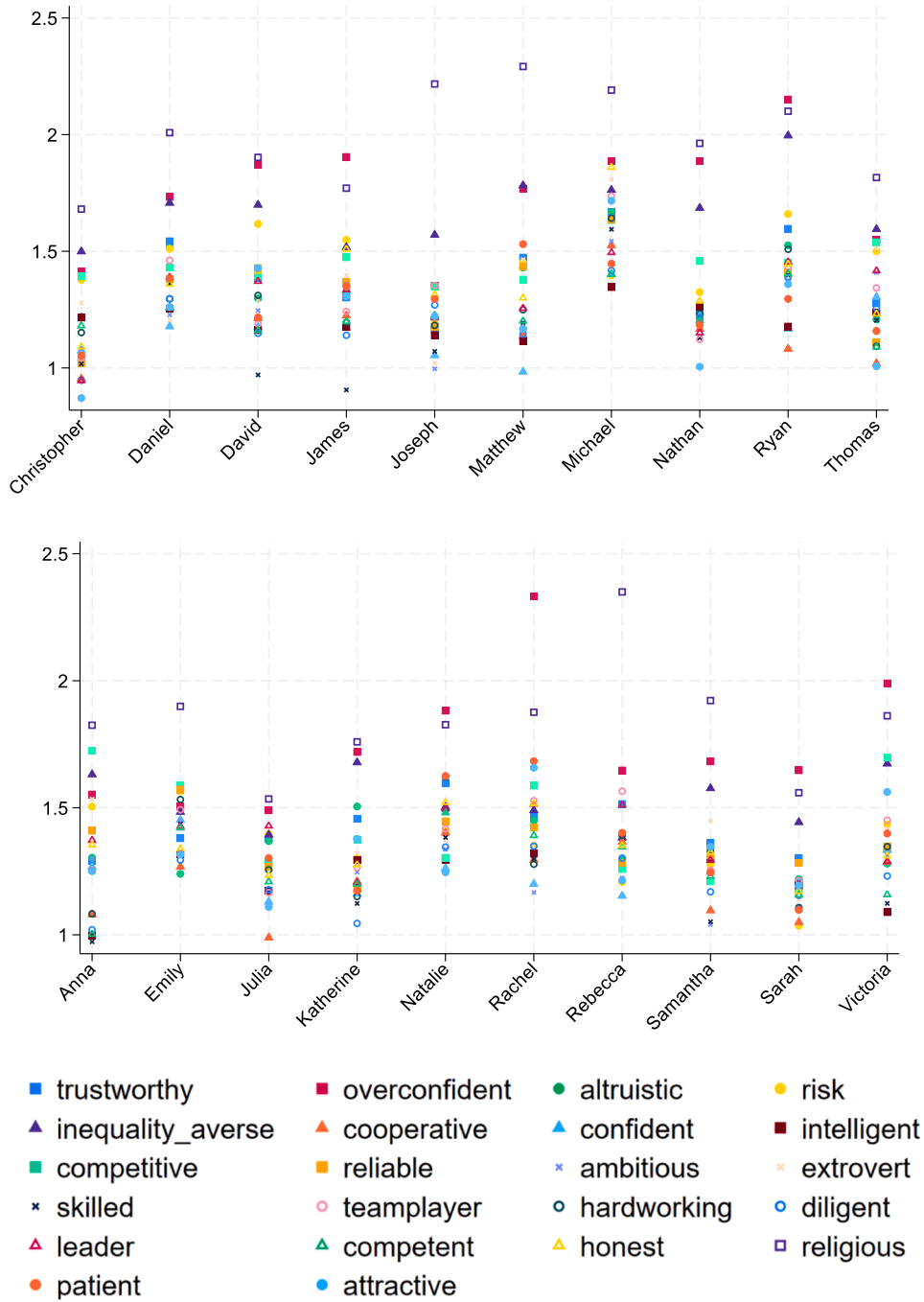


Fig. B11. Variances in ratings.

Table B12

Correspondence studies published 2014-2024 using first names.

| Author(s), Year | Country | Context | First names listed | No. of "our" names of same gender | Names also used in our study |
|---|---|-------------|--------------------|-----------------------------------|---|
| Chowdhury, Ooi, Slonim 2020 | Australia | Labor | yes | 6* | Daniel, David, James, Matthew, Michael, Thomas; Emily, Samantha, Sarah, Rachel, Rebecca |
| Melo, Pereira Rocha, Sigaud, Warren, Gaddis 2024 | USA | Education | yes | 4* | David, Matthew, Ryan, Thomas |
| Adamovic, Leibbrandt 2023 | Australia | Labor | yes | 3* | David, Matthew, Michael; Emily |
| Agan, Starr 2016 | USA | Labor | yes | 3* | Matthew, Ryan, Thomas |
| Kline, Rose, Walters 2022 | USA | Labor | yes | 3 | Matthew, Nathan; Emily, Rebecca, Sarah |
| Lancee 2019 | UK, Spain, Norway, Germany, Netherlands | Labor | yes | 2 | James, Matthew, Emily |
| Boyd-Swan, Herbst 2019 | USA | Labor | yes | 2 | Emily, Sarah |
| Leech, Shasanmi, Mitchell 2019 | USA | Health care | yes | 2 | Emily, Sara |
| Murchie, Pang 2018 | USA | Housing | yes | 2 | Katherine, Sarah |
| Pedulla 2016 | USA | Labor | yes | 2 | Matthew, Emily, Katherine |
| Pedulla 2018 | USA | Labor | yes | 2 | Matthew, Emily, Katherine |
| Phillips 2020 | USA | Labor | yes | 2 | Emily, Sarah, Matthew |
| Einstein, Glick 2016 | USA | Housing | yes | 1 | Emily |
| Ewens, Tomlin, Wang 2024 | USA | Housing | yes | 1 | Matthew |
| Hanson, Santas 2014 | USA | Housing | yes | 1 | Nathan |
| Kang, DeCelles, Tilcsik, Jun 2016 | USA | Labor | yes | 1 | James |
| Kirk, Rovira 2021 | USA | Labor | yes | 1 | Emily, Ryan |
| Leasure 2018 | USA | Labor | yes | 1 | Matthew |
| Murchie, Pang, Schwegmann 2021 | USA | Housing | yes | 1 | Emily |
| Rivera, Tilcsik 2016 | USA | Labor | yes | 1 | James, Julia |
| Schwegmann 2018 | USA | Housing | yes | 1 | Sarah |
| Carlsson, Eriksson 2015 | UK | Housing | yes | 0 | |
| Brown, Hilbig 2021 | USA | Education | yes | 0 | |
| Christensen, Sarmiento-Barbieri, Timmins 2022 | USA | Housing | yes | 0 | |
| Cui, Li, Zhang 2019 | USA | Housing | yes | 0 | |
| Darolia, Koedel, Martorell, Wilson, Perez-Arce 2015 | USA | Labor | yes | 0 | |
| Edelman, Luca, Svirsky 2017 | USA | Housing | yes | 0 | |
| Gaddis 2015 | USA | Labor | yes | 0 | |
| Gaddis, Crabtree, Holbein, Pfaff 2024 | USA | Education | yes | 0 | |
| Gaddis, Ghoshal 2015 | USA | Housing | yes | 0 | |
| Gorzig, Rho 2021 | USA | Labor | yes | 0 | |
| Gorzig, Rho 2022 | USA | Labor | yes | 0 | |
| Hanson 2017 | USA | Education | yes | 0 | |
| Hanson, Andrew 2017 | USA | Education | yes | 0 | |
| Kugelmass 2016 | USA | Health care | yes | 0 | |
| Leasure, Kaminski 2020 | USA | Labor | yes | 0 | |
| Leasure, Zhang 2020 | USA | Labor | yes | 0 | |
| Mobasser 2019 | USA | Labor | yes | 0 | |
| Nunley, Pugh, Romero, Seals 2015 | USA | Labor | yes | 0 | |
| Pedulla, Muñoz, Wullert, Dias 2021 | USA | Labor | yes | 0 | |
| Shin, Smith, Welch, Ezeofor 2016 | USA | Health care | yes | 0 | |
| Yemane 2020 | USA | Labor | yes | 0 | |
| Chowdhury, Klauzner, Slonim | Australia | Education | only examples | | |
| Sharma, Mitra, Stano 2015 | USA | Health care | only examples | | |
| Wisniewski, Walker 2020 | USA | Health care | only examples | | |
| Darolia, Koedel, Martorell, Wilson, Perez-Arce 2015 | USA | Labor | no | | |
| Decker, Ortiz, Spohn, Hedberg 2015 | USA | Labor | no | | |

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Table B12 (continued)

| Author(s), Year | Country | Context | First names listed | No. of "our" names of same gender | Names also used in our study |
|---|--|-------------|--------------------|-----------------------------------|------------------------------|
| Deming, Yuchtman, Abulafi, Goldin, Katz 2016 | USA | Labor | no | | |
| Fang, Guess, Humphreys 2018 | USA | Housing | no | | |
| Gaddis, DiRago, Ghoshal 2020 | USA | Housing | no | | |
| Lennon 2020 | USA | Labor | no | | |
| Philips 2017 | USA | Housing | no | | |
| Sharma, Tinkler, Mitra, Pal, Susu-Mago, Stano 2017 | USA | Health care | no | | |
| Tinkler, Sharma, Pal, Susu-Mago, Stano 2017 | USA | Health care | no | | |
| Wisniewski, Walker, Tinkler, Stano, Sharma 2021 | USA | Health care | no | | |
| Yavorsky 2019 | USA | Labor | no | | |
| Weichselbaumer 2017 | Austria | Labor | yes | | |
| Weichselbaumer, Riess 2024 | Austria | Housing | yes | | |
| Weichselbaumer, Schuster 2021 | Austria | Labor | yes | | |
| Baert, De Pauw, Deschacht 2016 | Belgium | Labor | yes | | |
| Bartos, Bauer, Chytilova, Matejka 2016 | Czech Republic, Germany | Housing | yes | | |
| Dahl, Krog 2018 | Denmark | Labor | yes | | |
| Öblom, Antfolk 2017 | Finland | Housing | yes | | |
| Acolin, Bostic, Painter 2016 | France | Housing | yes | | |
| Auspurg, Hinz, Schmid 2017 | Germany | Housing | partly | | |
| Dräger 2020 | Germany | Housing | yes | | |
| Mazziotta, Zerr, Rohmann 2017 | Germany | Housing | yes | | |
| Moritz, Manger 2022 | Germany | Housing | yes | | |
| Sawert 2020 | Germany | Housing | yes | | |
| Schneider et al. 2014 | Germany | Labor | yes | | |
| Björnsson, Kopsch, Zoega 2018 | Iceland | Housing | yes | | |
| Sansani 2019 | Israel | Housing | yes | | |
| Blommaert, Coenders, van Tubergen 2014 | Netherlands | Labor | yes | | |
| Midtboen 2014 | Norway | Labor | yes | | |
| Bosch, Carnero, Farré 2015 | Spain | Housing | yes | | |
| Arai, Bursell, Nekby 2016 | Sweden | Labor | yes | | |
| Carlsson, Eriksson 2014 | Sweden | Housing | yes | | |
| Molla, Rhawi, Lampi 2022 | Sweden | Housing | yes | | |
| Baert 2015 | Belgium | Labor | no | | |
| Heylen, van den Broeck 2015 | Belgium | Housing | no | | |
| van der Bracht, Conen, Van de Brutte 2014 | Belgium | Housing | no | | |
| Ahmad 2020 | Finland | Labor | no | | |
| Ahmad 2023 | Finland | Labor | no | | |
| Liebkind, Larja, Brylka 2016 | Finland | Labor | no | | |
| Bonnet, Laié, Safi, Wasmer 2015 | France | Housing | no | | |
| Asali, Pignatti, Skhirtladze 2018 | Georgia | Labor | no | | |
| Horr, Hunkler, Kroneberg 2018 | Germany | Housing | no | | |
| Moritz, Manger, Pull 2023 | Germany | Housing | no | | |
| Birkelund, Lancee, Larsen, Polavieja, Radl, Yemane 2022 | Germany, Netherlands, Spain, USA, Norway, UK | Labor | no | | |
| Gusciute, Mühlau, Leyte 2020 | Ireland | Housing | no | | |
| Gutfleisch 2022 | Luxembourg | Labor | no | | |
| Thijssen, Coenders, Lancee 2021 | Netherlands | Labor | no | | |
| Thijssen, Lancee, Veit, Lemane 2019 | Netherlands, Germany | Labor | no | | |
| Birkelund, Heggebo, Rogstad 2017 | Norway | Labor | no | | |
| Sacherova 2016 | Slovakia | Housing | no | | |
| Bursell 2014 | Sweden | Labor | no | | |

* Name-specific data not available online

C. Demographic Profiles for each of the 20 names

Our data allows us to form demographic profiles based on the perception of names. The profiles show the most frequently chosen ratings for each of the demographic characteristics (i.e. the modal choice), and the fraction of participants choosing the most frequent rating, thus showing how strong participants' agreement is for a specific choice of rating.

| Christopher | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 40.2 % |
| Religious affiliation | Christian | 51.3 % |
| Ethnicity | White | 82.4 % |
| Socio-economic status | Lower middle class | 49.3 % |
| Education level | College graduate | 55.3 % |
| Political view | 4 (1: left, 7: right) | 41.7 % |

| Daniel | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 48.3 % |
| Religious affiliation | Christian | 44.3 % |
| Ethnicity | White | 78.6 % |
| Socio-economic status | Lower middle class | 50.8 % |
| Education level | College graduate | 50.8 % |
| Political view | 4 (1: left, 7: right) | 39.3 % |

| David | | |
|-----------------------|------------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 31-40 | 32.7 % |
| Religious affiliation | Could be any / not religious | 45.2 % |
| Ethnicity | White | 84.9 % |
| Socio-economic status | Lower middle class | 50.3 % |
| Education level | College graduate | 49.3 % |
| Political view | 4 (1: left, 7: right) | 48.2 % |

| James | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 41.3 % |
| Religious affiliation | Christian | 47.3 % |
| Ethnicity | White | 80.6 % |
| Socio-economic status | Lower middle class | 50.8 % |
| Education level | College graduate | 55.2 % |
| Political view | 4 (1: left, 7: right) | 32.8 % |

| Joseph | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 35.7 % |
| Religious affiliation | Christian | 56.8 % |
| Ethnicity | White | 68.8 % |
| Socio-economic status | Lower middle class | 51.7 % |
| Education level | College graduate | 57.3 % |
| Political view | 4 (1: left, 7: right) | 37.2 % |

| Matthew | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 42.7 % |
| Religious affiliation | Christian | 50.0 % |
| Ethnicity | White | 83.7 % |
| Socio-economic status | Lower middle class | 56.6 % |
| Education level | College graduate | 52.6 % |
| Political view | 4 (1: left, 7: right) | 36.7 % |

| Michael | | |
|-----------------------|------------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 31-40 | 35.0 % |
| Religious affiliation | Could be any / not religious | 44.5 % |
| Ethnicity | White | 79.5 % |
| Socio-economic status | Lower middle class | 47.0 % |
| Education level | College graduate | 46.5 % |
| Political view | 4 (1: left, 7: right) | 38.0 % |

| Nathan | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 31-40 | 52.5 % |
| Religious affiliation | Christian | 42.6 % |
| Ethnicity | White | 76.7 % |
| Socio-economic status | Lower middle class | 44.1 % |
| Education level | College graduate | 48.0 % |
| Political view | 4 (1: left, 7: right) | 37.6 % |

| Ryan | | |
|-----------------------|------------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 60.6 % |
| Religious affiliation | Could be any / not religious | 45.9 % |
| Ethnicity | White | 85.2 % |
| Socio-economic status | Lower middle class | 38.4 % |
| Education level | College graduate | 45.3 % |
| Political view | 4 (1: left, 7: right) | 33.5 % |

| Thomas | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 44.2 % |
| Religious affiliation | Christian | 50.8 % |
| Ethnicity | White | 83.9 % |
| Socio-economic status | Lower middle class | 45.2 % |
| Education level | College graduate | 51.3 % |
| Political view | 4 (1: left, 7: right) | 39.7 % |

| Anna | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 48.5 % |
| Religious affiliation | Christian | 49.5 % |
| Ethnicity | White | 79.3 % |
| Socio-economic status | Lower middle class | 48.0 % |
| Education level | College graduate | 58.6 % |
| Political view | 4 (1: left, 7: right) | 35.7 % |

| Emily | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 64.9 % |
| Religious affiliation | Christian | 51.5 % |
| Ethnicity | White | 83.7 % |
| Socio-economic status | Lower middle class | 52.5 % |
| Education level | College graduate | 60.4 % |
| Political view | 4 (1: left, 7: right) | 39.1 % |

| Julia | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 / 31-40 | 34.0 % |
| Religious affiliation | Christian | 45.7 % |
| Ethnicity | White | 83.8 % |
| Socio-economic status | Lower middle class | 49.2 % |
| Education level | College graduate | 52.3 % |
| Political view | 4 (1: left, 7: right) | 32.0 % |

| Katherine | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 31-40 | 37.0 % |
| Religious affiliation | Christian | 46.5 % |
| Ethnicity | White | 85.5 % |
| Socio-economic status | Lower middle class | 45.0 % |
| Education level | College graduate | 56.5 % |
| Political view | 4 (1: left, 7: right) | 43.5 % |

| Natalie | | |
|-----------------------|------------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 58.5 % |
| Religious affiliation | Could be any / not religious | 42.5 % |
| Ethnicity | White | 81.5 % |
| Socio-economic status | Lower middle class | 51.0 % |
| Education level | College graduate | 54.5 % |
| Political view | 4 (1: left, 7: right) | 44.0 % |

| Rachel | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 49.5 % |
| Religious affiliation | Christian | 48.0 % |
| Ethnicity | White | 86.7 % |
| Socio-economic status | Lower middle class | 45.9 % |
| Education level | College graduate | 56.6 % |
| Political view | 4 (1: left, 7: right) | 33.2 % |

| Rebecca | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 47.7 % |
| Religious affiliation | Christian | 48.2 % |
| Ethnicity | White | 82.4 % |
| Socio-economic status | Lower middle class | 48.2 % |
| Education level | College graduate | 56.3 % |
| Political view | 4 (1: left, 7: right) | 37.2 % |

| Samantha | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 49.0 % |
| Religious affiliation | Christian | 44.1 % |
| Ethnicity | White | 78.7 % |
| Socio-economic status | Lower middle class | 46.5 % |
| Education level | College graduate | 54.5 % |
| Political view | 4 (1: left, 7: right) | 42.6 % |

| Sarah | | |
|-----------------------|-----------------------------|---|
| <i>Characteristic</i> | <i>Most frequent rating</i> | <i>Fraction choosing most frequent rating</i> |
| Age | 21-30 | 39.5 % |
| Religious affiliation | Christian | 43.9 % |
| Ethnicity | White | 79.5 % |
| Socio-economic status | Lower middle class | 57.1 % |
| Education level | College graduate | 53.2 % |
| Political view | 4 (1: left, 7: right) | 39.0 % |

| Victoria | | |
|-----------------------|-----------------------|--|
| Characteristic | Most frequent rating | Fraction choosing most frequent rating |
| Age | 21-30 | 41.1 % |
| Religious affiliation | Christian | 45.5 % |
| Ethnicity | White | 78.7 % |
| Socio-economic status | Upper middle class | 46.0 % |
| Education level | College graduate | 54.5 % |
| Political view | 4 (1: left, 7: right) | 36.1 % |

D. Explanations provided by ChatGPT

We first asked ChatGPT to provide potential explanations using the following prompt:

Prompt

In a study, subjects from the US and the UK were asked to rate certain first names (all timeless and very common names with a high probability of belonging to a person of white ethnicity) on various characteristics. The female first names were Anna, Emily, Julia, Katherine, Natalie, Rachel, Rebecca, Sarah, Samantha, Victoria and the male names Christopher, Daniel, David, James, Joseph, Matthew, Michael, Nathan, Ryan, Thomas. Each participant rated one randomly assigned name across various categories of characteristics. The main part consisted of 22 ratings on a 7-point scale, ranging from 1 (definitely not) to 7 (definitely yes). The 22 ratings covered the four categories prosocial traits (4), work-related competencies (9), assertive traits (5) and further personal traits (4) and were presented in the form: [name, e.g. Anna] is [characteristic, e.g. trustworthy].

The characteristics to rate were:

Prosocial traits: trustworthy, altruistic, inequality averse, cooperative

Work-related competencies: skilled, a team player, hardworking, diligent, capable as a leader, competent, intelligent, reliable, ambitious

Assertive traits: confident, competitive, extrovert, overconfident, willing to take risks

Further personal traits: honest, religious, patient, attractive

There were substantial differences in how people ascribed certain characteristics to specific names.

What could be the causes for the different characteristics ascribed by participants to certain names?

Answer provided by ChatGPT

"The different characteristics ascribed by participants to certain names can be attributed to several causes: 1. **Cultural and Historical Associations**

- **Historical Figures:** Names associated with prominent historical figures tend to carry the traits of those individuals. For instance, "Victoria" is often seen as a capable leader due to Queen Victoria's legacy.

- **Biblical Figures:** Many names have biblical origins and are associated with the characteristics of those figures. For example, "David" is often seen as trustworthy and competent, reflecting the traits of King David in the Bible.

2. Popular Culture and Media Influence

- **Celebrities:** Names of well-known celebrities can influence perceptions. For example, "Ryan" might be seen as confident and competitive due to the public persona of celebrities like Ryan Reynolds.

- **Fictional Characters:** Names that are popular in movies, books, and TV shows can shape perceptions. For instance, "Anna" from Disney's "Frozen" may contribute to the name being viewed as patient and reliable.

3. Phonetic and Linguistic Factors

- **Sound and Structure:** The phonetic qualities of a name can influence perception. For example, names with strong consonant sounds may be perceived as more assertive or competent.

- **Length and Simplicity:** Shorter, simpler names like "Anna" or "James" may be seen as more approachable and reliable due to ease of pronunciation and familiarity.

4. Societal and Demographic Trends

- **Generational Preferences:** Names popular in certain generations can carry the values and traits admired during that time. For instance, "Michael" has been a consistently popular name and might be seen as dependable and hardworking.

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- **Cultural Background:** Names common in particular cultures may be associated with the traits valued in those cultures. For example, "Katherine" may be seen as intelligent and capable due to its association with educated and influential women in history.

5. Personal Experiences and Anecdotal Evidence

- **Personal Encounters:** Individual experiences with people bearing certain names can influence perceptions. If someone knows a diligent and hardworking Emily, they might generalize those traits to all Emilys.
- **Anecdotal Patterns:** Over time, people may develop associations based on recurring characteristics they observe in individuals with specific names.

6. Sociolinguistic Stereotypes

- **Name Stereotypes:** Certain names may carry stereotypes based on societal norms and expectations. For example, "Joseph" might be associated with honesty and intelligence due to traditional views and stories.
- **Gender Norms:** Gender expectations can also play a role. For instance, female names might be more closely associated with traits like kindness and patience, while male names might be linked to leadership and competitiveness.

7. Media Representation and Frequency

- **Media Portrayal:** The way names are represented in the media can significantly influence public perception. Positive or negative portrayals of characters with specific names can lead to generalized traits being ascribed to those names.
- **Name Popularity:** The frequency of a name's use in society can also affect its associated characteristics. More common names may have a broader range of associated traits due to diverse individuals bearing those names.

Examples:

- **Christopher:** Often seen as competent and religious due to associations with historical and biblical figures like Saint Christopher.
- **Julia:** Associated with intelligence and competence, likely influenced by public figures like Julia Child and historical patterns of educated individuals named Julia.
- **Rachel:** Viewed as intelligent and trustworthy, reflecting the biblical Rachel and cultural depictions in media.

These causes combine to form a complex web of influences that shape how participants ascribe characteristics to certain names."

Since we ruled out some of these explanations by design (*Societal and Demographic Trends* by using very common and timeless names; *Personal Experiences and Anecdotal Evidence* by using very common names and having 200 participants per name), we asked ChatGPT about potential associations and explanations for the remaining factors using the following prompt:

Prompt

Please provide a table in which you provide potential explanations for the substantial differences in the ratings of names. Please provide one line per name and indicate in separate columns (1) what cultural and historical associations (historical figures / biblical figures) people may have in mind and how this might impact their ratings (on which characteristics the respective name could score particularly high or low in comparison to the other names of the same gender), (2) how popular culture and media influence (celebrities, fictional characters from popular books, movies and TV shows) may affect their ratings (3) how phonetic and linguistic factors may affect ratings (sound, structure, length and simplicity and how this would result in particularly high or low ratings in certain characteristics), (4) which sociolinguistic stereotypes may play a role, and (5) which of the provided explanations you consider most salient and relevant in how participants would rate the name. Please provide for each explanation also an example, what this would imply for the ratings in comparison to the other names of the same gender (e.g. particularly high score in categories X, Y, Z; particularly low score in categories A, B, C)

The answer of ChatGPT is summarized in the following table:

| Name | Cultural and Historical Associations | Popular Culture and Media Influence | Phonetic and Linguistic Factors | Sociolinguistic Stereotypes | Most Salient |
|------|---|---|--|--|--------------------------------------|
| Anna | Biblical figure (mother of Mary); historical queens and saints. High in prosocial traits, honest | Anna from "Frozen"; Anna Karenina. High in attractiveness, cooperative | Short, simple, classic sound; often seen as elegant and timeless. High in honest, trustworthy | Associated with being nurturing and kind. High in altruistic, inequality averse | Cultural and Historical Associations |

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| Name | Cultural and Historical Associations | Popular Culture and Media Influence | Phonetic and Linguistic Factors | Sociolinguistic Stereotypes | Most Salient |
|-------------|---|--|---|---|--------------------------------------|
| Emily | Famous poets (Emily Dickinson); common in Victorian era. High in intelligent, skilled | Emily from "Friends"; "Emily in Paris". High in attractive, confident | Soft, melodious sound; commonly used. High in diligent, patient | Seen as friendly and approachable. High in team player, cooperative | Popular Culture and Media Influence |
| Julia | Roman historical roots (Julius Caesar); Saint Julia. High in competent, intelligent | Julia Roberts; Julia Child. High in ambitious, skilled | Strong yet soft sound; classic and sophisticated. High in reliable, diligent | Perceived as intelligent and cultured. High in hardworking, capable as a leader | Cultural and Historical Associations |
| Katherine | Historical figures (Catherine the Great); various saints. High in authoritative, competent | Katherine Heigl; Catherine from "Wuthering Heights". High in extrovert, overconfident | Strong, classic sound; variations (Catherine, Katherine) add versatility. High in reliable, intelligent | Seen as authoritative and competent. High in ambitious, competitive | Cultural and Historical Associations |
| Natalie | Derived from Latin "natalis" (birth); Saint Natalie. High in altruistic, cooperative | Natalie Portman. High in attractive, diligent | Elegant, slightly exotic sound. High in intelligent, reliable | Associated with being graceful and sophisticated. High in honest, inequality averse | Popular Culture and Media Influence |
| Rachel | Biblical figure (wife of Jacob); popular in medieval times. High in reliable, trustworthy | Rachel from "Friends". High in cooperative, team player | Smooth, simple sound. High in diligent, reliable | Seen as reliable and down-to-earth. High in hardworking, honest | Popular Culture and Media Influence |
| Rebecca | Biblical figure (wife of Isaac); common in English history. High in trustworthy, competent | Rebecca from "Rebecca" (Daphne du Maurier); Rebecca Hall. High in intelligent, ambitious | Strong, traditional sound. High in reliable, diligent | Perceived as trustworthy and diligent. High in hardworking, capable as a leader | Cultural and Historical Associations |
| Sarah | Biblical figure (wife of Abraham); very common in many cultures. High in altruistic, honest | Sarah Jessica Parker; Sarah from "Terminator". High in attractive, confident | Soft, simple sound; very common and versatile. High in cooperative, trustworthy | Associated with being kind and gentle. High in inequality averse, patient | Cultural and Historical Associations |
| Samantha | Relatively modern name; no significant historical figures. High in confident, extrovert | Samantha from "Sex and the City"; "Bewitched". High in attractive, overconfident | Longer, rhythmic sound; modern feel. High in intelligent, confident | Seen as confident and outgoing. High in willing to take risks, competitive | Popular Culture and Media Influence |
| Victoria | Queen Victoria; historical connotations of royalty and power. High in authoritative, ambitious | Victoria Beckham; various fictional queens. High in attractive, confident | Strong, regal sound. High in competent, capable as a leader | Associated with being authoritative and ambitious. High in willing to take risks, competitive | Cultural and Historical Associations |
| Christopher | Saint Christopher (patron saint of travelers); historical explorers. High in reliable, trustworthy | Christopher Columbus; Chris Hemsworth. High in confident, capable as a leader | Long, classic sound; common diminutives (Chris). High in hardworking, intelligent | Seen as reliable and strong. High in competent, ambitious | Cultural and Historical Associations |
| Daniel | Biblical figure (Daniel in the lion's den); common throughout history. High in intelligent, trustworthy | Daniel Radcliffe; Daniel Craig. High in confident, skilled | Strong, classic sound. High in diligent, reliable | Perceived as intelligent and dependable. High in capable as a leader, hardworking | Cultural and Historical Associations |
| David | Biblical king; significant historical and cultural figure. High in charismatic, authoritative | David Beckham; David Bowie. High in confident, skilled | Strong, traditional sound. High in competent, reliable | Seen as charismatic and confident. High in competitive, willing to take risks | Cultural and Historical Associations |
| James | Biblical apostle; numerous historical kings. High in competent, reliable | James Bond; James Franco. High in confident, skilled | Short, strong sound; very common and versatile. High in hardworking, diligent | Associated with being competent and reliable. High in capable as a leader, intelligent | Cultural and Historical Associations |
| Joseph | Biblical figure (husband of Mary); common in various cultures. High in hardworking, trustworthy | Joseph Gordon-Levitt; Joe Biden. High in diligent, reliable | Strong, traditional sound; common diminutive (Joe). High in honest, cooperative | Seen as hardworking and trustworthy. High in skilled, competent | Cultural and Historical Associations |
| Matthew | Biblical apostle; common in English-speaking countries. High in friendly, dependable | Matt Damon; Matthew McConaughey. High in confident, skilled | Soft, traditional sound; common diminutive (Matt). High in diligent, reliable | Perceived as friendly and dependable. High in team player, cooperative | Cultural and Historical Associations |
| Michael | Archangel Michael (biblical); common throughout history. High in strong, authoritative | Michael Jackson; Michael Jordan. High in confident, skilled | Strong, classic sound; very common. High in diligent, hardworking | Seen as strong and authoritative. High in capable as a leader, competitive | Cultural and Historical Associations |

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| Name | Cultural and Historical Associations | Popular Culture and Media Influence | Phonetic and Linguistic Factors | Sociolinguistic Stereotypes | Most Salient |
|--------|---|---|--|--|--------------------------------------|
| Nathan | Biblical prophet; less common historically. High in intelligent, trustworthy | Nathan Fillion; Nathan from "One Tree Hill". High in confident, skilled | Smooth, modern sound; less common than other biblical names. High in reliable, competent | Perceived as intelligent and trustworthy. High in hardworking, diligent | Popular Culture and Media Influence |
| Ryan | Relatively modern name; no significant historical figures. High in confident, extrovert | Ryan Reynolds; Ryan Gosling. High in attractive, willing to take risks | Short, modern sound; popular in recent decades. High in skilled, competitive | Seen as confident and approachable. High in team player, cooperative | Popular Culture and Media Influence |
| Thomas | Biblical apostle; numerous historical figures. High in intelligent, reliable | Thomas Edison; Tom Hanks. High in skilled, confident | Strong, classic sound; common diminutive (Tom). High in diligent, hardworking | Associated with being intelligent and reliable. High in competent, capable as a leader | Cultural and Historical Associations |

Last, we asked ChatGPT to predict our participants' ratings using the following prompt:

Prompt:

Please provide a table in which you predict for each name and characteristic the score how people would rate it on average (on a 7-point scale, with 200 participants per name providing ratings). When predicting the score, please take into account which historical, cultural or phonetic / linguistic reasons people might have, or which associations people might have in mind (public figures / politicians / stars, movie, tv series or book characters, biblical figures, historic personalities etc).

We ran multiple runs in ChatGPT to examine whether the predictions in multiple runs would be very different. The results were always very similar, with correlations between 0.75 and 0.85 between runs. While the entire table with all predictions would be too long to present here, we compared the ratings by ChatGPT to the ratings of our participants. The following figure presents the differences between the ratings by ChatGPT (from the first of all runs) and our participants' mean ratings, using the same categories as in Fig. 1.

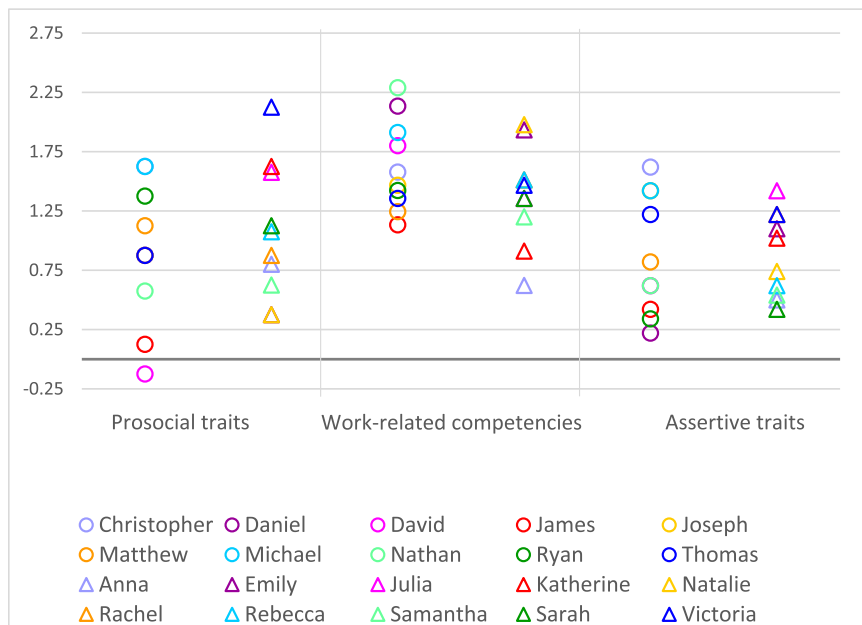


Fig. D1. Differences between the ratings by ChatGPT and our participants' mean ratings.

One can see that, on average, ChatGPT rated all names higher in all categories than our participants (with the exception of "David" in prosocial traits). For some names and categories, ChatGPT's ratings are very close to the ones by our participants (e.g. "James", "David", "Rachel" and "Emily" in prosocial traits, or "Daniel", "Ryan", "James", or "Sarah" in assertive traits). In others, there were large discrepancies (e.g. "Victoria", which ChatGPT rated much higher in prosocial traits than our participants, or "Nathan" and "Daniel", for which ChatGPT predicted much higher work-related competencies than our participants). Overall, ChatGPT's predictions correlated well with our data (Spearman rank correlation $r=0.2916$, $p=0.001$ over all names and characteristics).

In addition to the table with the ratings, ChatGPT provided a paragraph on its considerations, which are presented below.

Considerations by ChatGPT

1. **Historical and Biblical Influence:** Names like Anna, Katherine, Sarah, David, Joseph, and Matthew have strong historical and biblical associations, which might result in high rankings for traits like trustworthy, religious, and honest.
 2. **Pop Culture Influence:** Names such as Emily, Julia, and Michael are commonly associated with celebrities or popular characters in media, potentially leading to higher ratings in categories like attractive, intelligent, and extrovert.
 3. **Phonetic and Linguistic Perceptions:** Names that are phonetically softer or more melodic (e.g., Anna, Julia, Emily) might be perceived more positively in prosocial traits, while names with harder consonants (e.g., Katherine, Victoria) might be seen as more assertive and competent.
 4. **General Societal Perceptions:** Names like James and Victoria, which have regal or classical associations, might be rated higher in characteristics like capable as a leader and ambitious.
 5. **Stereotypes:** Gender-specific stereotypes can influence traits like confidence, competitiveness, and leadership abilities. Male names might score higher on confidence and leadership, while female names might be rated higher on cooperation and patience.”
-

Data availability

The datasets and do-files are available on x-econ.org (<http://x-econ.org/xecon/#!VerifyLink/84a4f4d1-572f-4deb-999b-cca0c1f5374f>)

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