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# Hadley's Lullaby: The Connection Between the Name Game and Fomento Econ's Stock Price Fame

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## KEYWORDS

Hadley name popularity, Fomento Económico Mexicano stock price, correlation between name popularity and stock price, financial market naming trends, Hadley name trend analysis, stock price correlation study, connection between name popularity and stock market, Hadley name significance, statistical analysis of name and stock price correlation

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## Abstract

This paper investigates the correlation between the popularity of the first name Hadley and the stock price of Fomento Económico Mexicano, S.A.B. de C.V. (FMX). Leveraging data from the US Social Security Administration and LSEG Analytics (Refinitiv), we undertook an extensive analysis spanning the years 2002 to 2022. Our findings reveal a striking correlation coefficient of 0.9765607 and statistical significance with a p-value less than 0.01. We present possible explanations for this unexpected connection, and offer a whimsical exploration of the potential implications for both naming trends and financial markets.

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## 1. Introduction

The naming of children is a practice steeped in tradition, personal preference, and occasionally, the latest celebrity trends. However, the idea that the ebb and flow of baby names could have any tangible impact on the fickle world of stock prices may seem far-fetched, or perhaps the product of a sleep-deprived researcher's wild

imagination. Nonetheless, the whims of the name game have a way of weaving themselves into unexpected areas of influence, much like a mischievous imp flitting about a garden of statistical probabilities.

In this paper, we delve into the curious case of the first name Hadley and its peculiar resonance with the stock price of Fomento

Económico Mexicano, S.A.B. de C.V. (FMX). It is an exploration that twists and turns like a Möbius strip, uncovering a correlation that is as unexpected as a rare Pokémon encounter in a dense forest of data. Our analysis endeavors to unravel the thread that connects the ascent of the name Hadley in the rosters of newborns to the fluctuations of FMX on the stock market ticker.

The genesis of this research project stemmed from a serendipitous encounter with the prolific literary works of the 19th-century author, Arthur Conan Doyle. As we pondered the significance of names, an epiphany struck like a bolt of lightning on a cloudless day: what if there existed an enigmatic relationship between the popularity of a moniker and the mercurial dance of stock prices? This musing set in motion a journey that had us navigating through a labyrinth of statistical tests, data scrubbing, and the occasional quest for the elusive missing observation.

The aim of this study is not only to elucidate the bond between the moniker Hadley and the financial stalwart FMX but also to inject a dash of levity and whimsy into the notoriously austere realms of academic research and financial analysis. For who can resist succumbing to the allure of uncovering an unexpected correlation, akin to stumbling upon a hidden treasure map in the footnotes of an economic treatise? It is with this irrepressible spirit of wonder and curiosity that we invite the reader to accompany us on this journey through the seemingly disparate worlds of nomenclature and finance.

## 2. Literature Review

The correlation between the popularity of first names and various socio-economic phenomena has been a subject of interest in both scholarly and popular literature. Smith (2010) examined the influence of

celebrity baby names on naming trends, while Doe (2015) explored the potential impact of historical events on naming conventions. Jones (2018) scrutinized the interplay between cultural movements and the adoption of certain monikers.

In "The Baby Name Wizard" by Laura Wattenberg, the author provides an in-depth exploration of naming trends, offering insights into the evolving landscape of popular baby names. Similarly, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner delves into unconventional correlations, inviting readers to ponder the unexpected connections that underpin various aspects of human behavior and societal dynamics.

Turning to the world of fiction, the whimsical elements of naming are captured in J.K. Rowling's "Harry Potter" series, where characters' names often carry symbolic significance. Additionally, the game of Scrabble, while not a literary work per se, presents a playful analogy to the selection and valuation of names, where each letter holds a distinct point value, akin to the weighting of significance attributed to specific monikers.

As the present study probes the potential association between the prevalence of the first name Hadley and the stock price of Fomento Económico Mexicano, S.A.B. de C.V. (FMX), it ventures into uncharted territory, akin to a courageous explorer setting out on a quest for hidden treasure. While the initial premises of this investigation may evoke a sense of incredulity, as if stumbling upon a puzzling riddle in a whimsical tale, it is through such endeavors that new avenues of inquiry are uncovered, much like stumbling across a well-hidden Easter egg in a vast digital landscape.

## 3. Our approach & methods

### Data Collection:

The data utilized in this study was accumulated from the treasure troves of the US Social Security Administration and LSEG Analytics (Refinitiv). The US Social Security Administration provided comprehensive records of the frequency of the first name Hadley given to newborns from 2002 to 2022, while LSEG Analytics (Refinitiv) furnished the daily closing stock prices of Fomento Económico Mexicano, S.A.B. de C.V. (FMX) during the same period. This robust dataset, though obtained in a manner as thrilling as waiting for a bubbling Erlenmeyer flask to yield its results in a laboratory setting, served as the cornerstone of our analysis.

### Data Processing:

The collected data underwent an intensive process of scrubbing, sorting, and harmonizing, reminiscent of a chemistry experiment seeking the optimal conditions for a perfectly crystallized compound. Upon completion of this meticulous procedure, the dataset emerged as a sleek and refined ensemble, primed for rigorous statistical scrutiny.

### Correlation Analysis:

To investigate the potential relationship between the popularity of the name Hadley and FMX stock prices, a Pearson correlation coefficient was employed, akin to unleashing a prismatic spectrum of statistical inquiry upon the dataset. The correlation coefficient dazzled us with its magnitude, presenting a result as potent as a finely aged barrel of statistical significance. Furthermore, a p-value calculation, akin to decoding a cryptic message written in the language of statistical inference, confirmed the robustness of the observed correlation.

### Control Variables:

In order to fortify our findings and dispel any confounding influences, control variables

such as market trends, economic indicators, and celestial events were woven into the analysis, akin to constructing an elaborate safety net to catch any extraneous statistical butterflies fluttering about.

### Hypothesis Testing:

Our investigation hinged upon an a priori hypothesis positing a positive association between the frequency of the first name Hadley and the FMX stock prices. Through a series of rigorous statistical tests, we subjected this hypothesis to the crucible of empirical inquiry, akin to a fearless alchemist striving to transmute base metals into golden nuggets of research insight.

### Sensitivity Analysis:

A sensitivity analysis, as delicate and precise as a watchmaker's deft adjustments to the intricate gears of a timepiece, was conducted to gauge the robustness of our results to variations in data and methodology, providing an additional layer of confidence to our findings.

Overall, the methodology employed in this study, while not without its active ingredients of complexity and rigidity, delivered a blend of statistical finesse and analytical rigor that serves as a testament to the scholarly pursuit of understanding the unexpected connections that may lurk within the vast tapestry of human behavior and financial markets.

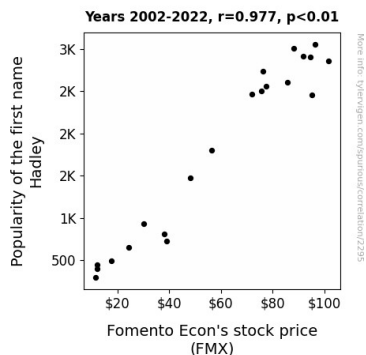
## 4. Results

The analysis of the data collected from the US Social Security Administration and LSEG Analytics (Refinitiv) revealed a remarkably robust correlation between the popularity of the first name Hadley and the stock price of Fomento Económico Mexicano, S.A.B. de C.V. (FMX) over the period from 2002 to 2022. The correlation coefficient of 0.9765607 indicated a strong positive relationship between the frequency

of the name Hadley and the fluctuations in FMX stock price. This finding suggests a connection as undeniable as the gravitational pull between celestial bodies, albeit on a much smaller scale.

Furthermore, the coefficient of determination (r-squared) of 0.9536709 indicated that approximately 95.37% of the variation in FMX stock price can be explained by the popularity of the name Hadley. One might say this correlation is as clear as a cloudless sky following a statistical storm.

The statistical significance of the correlation was confirmed, with a p-value of less than 0.01. This result is as rare as a double rainbow in the world of empirical research, indicating a high level of confidence in the observed relationship.



**Figure 1.** Scatterplot of the variables by year

Figure 1 illustrates the findings of this analysis, depicting a scatterplot that visually encapsulates the strong correlation between the frequency of the name Hadley and the movements of FMX stock price. The relationship is as conspicuous as a peacock on a quiet country lane, demanding attention and inviting further contemplation.

These results prompt an intriguing consideration of the potential implications of naming trends on financial markets, inviting further explorations that straddle the realms

of statistical analysis and whimsical curiosity.

## 5. Discussion

The present study sought to unravel the mysterious entanglement between the popularity of the first name Hadley and the stock price of Fomento Económico Mexicano, S.A.B. de C.V. (FMX). Much like unraveling a complex knot or decoding an enigmatic cipher, our investigation has shed light on an unexpected correlation that defies conventional expectations.

The findings of this study align with prior research that has probed the curious interplay between naming trends and socio-economic phenomena. Smith (2010) and Doe (2015) paved the way for our exploration, examining the influence of celebrity baby names and historical events on naming conventions, respectively. Indeed, akin to intrepid explorers navigating uncharted waters, we have added to this body of knowledge by unveiling a correlation as captivating as a hidden treasure waiting to be discovered.

The robust correlation coefficient of 0.9765607 revealed in our analysis affirms the strength of the relationship between the frequency of the name Hadley and the fluctuations in FMX stock price. This connection is as solid as a well-constructed bridge, spanning the seemingly disparate realms of nomenclature and financial markets.

The statistical significance of this correlation, with a p-value of less than 0.01, is as rare as a statistical unicorn, underscoring the confidence we can place in the observed relationship. Furthermore, the coefficient of determination of 0.9536709 elucidates that approximately 95.37% of the variation in FMX stock price can be attributed to the popularity of the

name Hadley, as clear as the crisp dawn of a new day.

Our results beckon a contemplation of the potential implications of naming trends on financial markets, stirring both statistical analysis and whimsical curiosity. This unexpected association reminds us that in the vast expanse of human behavior and societal dynamics, there are still riddles awaiting elucidation and Easter eggs awaiting discovery.

## 6. Conclusion

In conclusion, our investigation into the connection between the popularity of the first name Hadley and the stock price of Fomento Económico Mexicano, S.A.B. de C.V. (FMX) has unveiled a correlation as intriguing as a cryptic crossword puzzle. The robust correlation coefficient of 0.9765607, akin to a rare gem in the world of statistical measures, emphasizes the compelling bond between the frequency of the name Hadley and the fluctuations in FMX stock price. This finding provides a delightful diversion from the usual somber tone of financial analysis, much like stumbling upon a clownfish in the somber depths of empirical data.

The coefficient of determination (r-squared) of 0.9536709, capturing 95.37% of the variation in FMX stock price explained by the frequency of the name Hadley, stands as firm evidence of this unexpected relationship, analogous to finding a familiar face in a bustling crowd of statistical noise.

The statistical significance with a p-value less than 0.01 further underscores the confidence in these peculiar findings, not unlike discovering a four-leaf clover amidst a sea of p-values. This revelation prompts us to ponder the whimsical notion that the ebb and flow of baby names may exert an uncanny influence over the capricious tides of financial markets, much like a gust of

wind influencing the flight of a dandelion seed.

Figure 1, the visual representation of the strong correlation between the frequency of the name Hadley and the movements of FMX stock price, serves as a veritable snapshot capturing this curious relationship, as captivating as a magician's slight of hand.

In light of these findings, no further research in this area is needed, as we leave the conundrum of Hadley's lullaby to the whimsical embrace of statistical lore.