

OpenVoiceNews U.K.

Transparent. Unbiased. Yours.

Name 'Keir' Falls Out of Favour as Public Sentiment Sours

July 31, 2025

– Categories: *Breaking News*



Not a single baby in the United Kingdom was named “Keir” in 2024, marking a complete drop in usage of the name, according to official records. The decline coincides with deepening public dissatisfaction with the direction of national politics and appears to reflect a wider cultural shift away from names perceived as politically charged.

Historically, baby name trends have mirrored public opinion, particularly during periods of national discontent. A 2016 study published in the *Journal of Applied Psychology* noted a

12% decline in baby names linked to political figures who fell out of favour, most notably after major scandals or divisive policy eras.

The disappearance of “Keir” from birth registrations is being interpreted by many as a symbolic rejection of leadership associated with growing public frustration. A July 2025 YouGov poll revealed that public confidence in current governance has reached historic lows, with approval ratings falling sharply over the past year.

Online responses have further underscored the public’s mood. A viral image of a suited figure sparked widespread mockery across X (formerly Twitter), where users linked the declining popularity of the name to what they see as ineffective political management. Similar discontent was captured in a 2024 Ipsos Mori survey, in which 58% of respondents expressed dissatisfaction with national leadership.

While the choice of a child’s name is personal, the sudden disappearance of “Keir” from use suggests a broader unwillingness among parents to associate their children with present-day political controversy. The name’s fall from favour highlights how cultural and political climates continue to shape personal decisions across the country.