



BABY NAMES

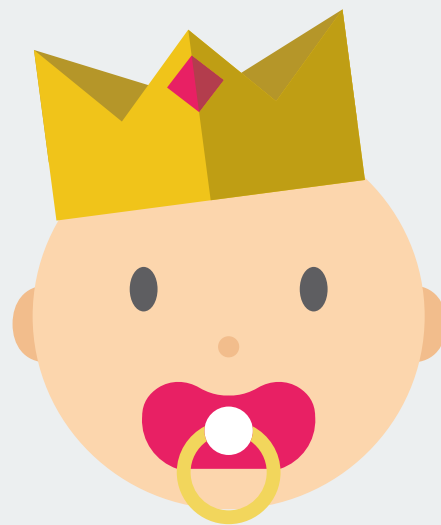
— AUSTRALIA 2016 —

TRENDS + INSIGHTS

AUSTRALIA 2016

Around 1 in 10 Australian babies last year were given one of the Top 10 baby names; a total of 28,640 out of the total Australian annual births of 298,200. There were 2,283 boys named **Oliver** and 1,737 girls named **Charlotte** last year.

BOYS	GIRLS
1 Oliver	1 Charlotte
2 William	2 Olivia
3 Jack	3 Amelia
4 Noah	4 Ava
5 Thomas	5 Mia
6 James	6 Sophia
7 Jackson / Jaxon	7 Chloe
8 Ethan	8 Emily
9 Lucas	9 Sophie
10 Lachlan	10 Grace



CHARLOTTE TAKES TOP SPOT AFTER OLIVIA'S 3 YEAR REIGN

Charlotte, with 1,737 occurrences is the top girl baby name in Australia for 2015, taking the top spot from **Olivia** which is now in 2nd place.

Olivia was the most popular girls' name in 2014 but has now fallen behind by 67 occurrences.

Charlotte was the most popular baby girls' name in almost every state while **Olivia** was top in VIC and WA.

OLIVER MOST POPULAR IN THE STATES BUT JACK MORE POPULAR IN THE TERRITORIES

Keeping the top spot from 2014 is **Oliver**, the top boy baby name in Australia for 2015 having overtaken **Jack** and **William** which were 1st in 2011 and 2012 respectively. Such was the popularity of Oliver, on average, 1 in every 65 boys was given this name.

Oliver was the top boys' name in all 6 states (NSW, VIC, QLD, SA, WA, TAS) while **Jack** was the top boy baby name in the Northern Territory.

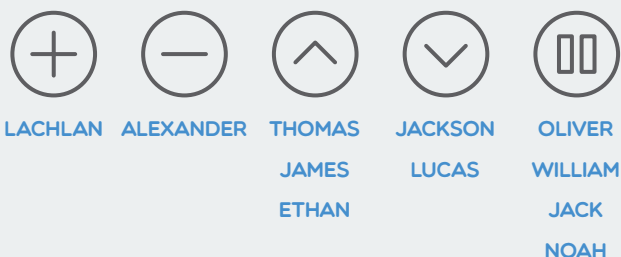
There were 421 more instances of **Oliver** than **William**, an increase on the margin of 191 from 2014. In 2015, there were 2,283 boys named **Oliver**, 1,862 named **William** and 1,802 named **Jack** which is a decrease for both **William** and **Jack** on 2014.



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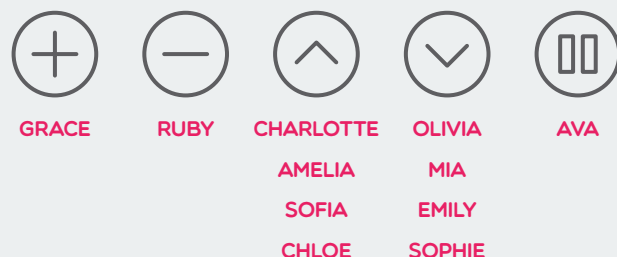
TOP 10 BOYS' NAME TRENDS & INSIGHTS



Oliver remains to be the top boy baby name of 2015, holding this position strongly since 2014.

9 out of the top 10 boys' names held onto their top 10 ranking with **Alexander** falling out of the top 10 to 15th place, with **Lachlan** (rank 10th) taking his spot. While none of top 4 names changed positions, **Jackson** dropped from 5th to 7th and **Thomas**, **James** and **Ethan** increased their rank within the top 10 names.

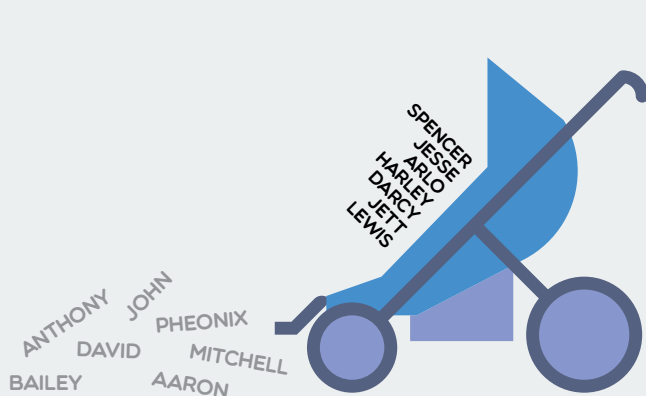
TOP 10 GIRLS' NAME TRENDS & INSIGHTS



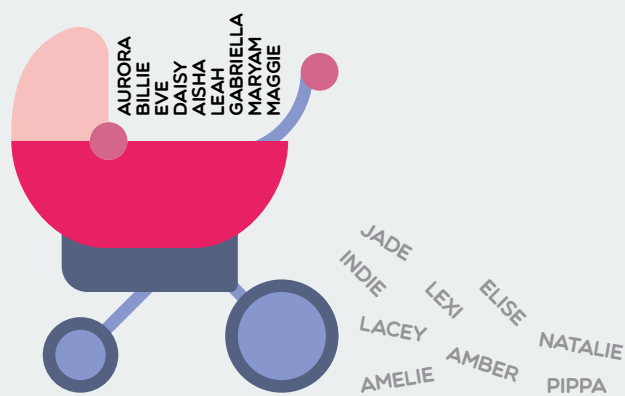
Most of the top 10 girls' names from 2014 have held on to a top 10 ranking in 2015 except for **Ruby** which has slipped out of the top 10 down to 13th place. In Ruby's place, **Grace** has reached top 10 status. **Charlotte**, **Amelia**, **Sophia** and **Chloe** all improved on their 2014 ranking with **Olivia**, **Mia**, **Emily**, **Sophie** and **Ruby** being the ones which have dropped. **Ava** was the only name to retain the same ranking.

7 NEW BOYS' AND 9 NEW GIRLS' NAMES ENTER THE TOP 100

In 2015, 7 new boys' names and 9 new girls' names have entered the top 100 list.



The names **Spencer**, **Jesse**, **Arlo**, **Harley**, **Darcy**, **Jett** and **Lewis** have entered the list for the boys' at the expense of **Bailey**, **Mitchell**, **David**, **Aaron**, **John**, **Phoenix** and **Anthony**.

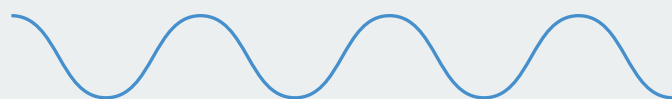


As for the girls; **Aurora**, **Billie**, **Eve**, **Daisy**, **Aisha**, **Leah**, **Gabriella**, **Maryam** and **Maggie** have entered the top 100 with; **Lexi**, **Jade**, **Indie**, **Pippa**, **Amelie**, **Amber**, **Elise**, **Natalie** and **Lacey** dropping out of the list.

TRENDS + INSIGHTS

AUSTRALIA 2016

SIGNIFICANT LEAPS + DECLINES



Within the boys' top 100 list, there are 8 names which have bettered their 2014 rank by 10 or more spots and 7 which have dropped 10 or more spots.

Harvey was the most improved boys' name, climbing 31 spots to 53rd followed by **Theodore**, up 30 spots to 66th. The biggest decline was **Caleb** who fell 20 spots to 87th.



In the Top 100 girls' names, there were only 5 names which gained 10 or more spots and also 5 who lost their rank by 10 or more. **Penelope** (62nd) and **Piper** (49th) both had the greatest increase, by 17 places.

Hayley saw the biggest drop, by 25 places to rank 94th, followed by **Bella** who dropped to 77th place by 20 ranks.



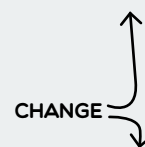
BIGGEST RISES

1	Harvey	+31
2	Theodore	+30
3	Nathaniel	+20
4	Beau	+19
5	Carter	+19
6	Maxwell	+15
7	Hugo	+13
8	Luca	+10



BIGGEST DECLINES

1	Caleb	-20
2	Toby	-14
3	Blake	-13
4	Jordan	-13
5	Zachary	-13
6	Hayden	-12



1	Penelope	+17
2	Piper	+17
3	Eleanor	+13
4	Frankie	+10
5	Mackenzie	+10

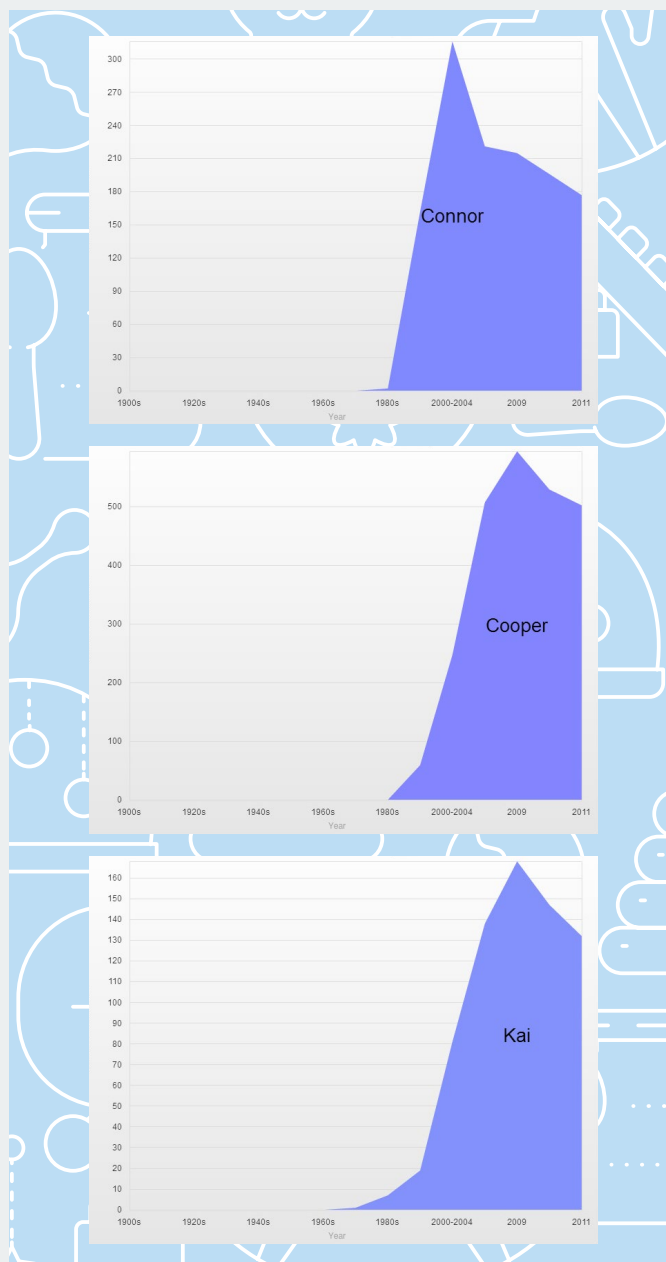
1	Hayley	-25
2	Bella	-20
3	Poppy	-15
4	Olive	-13
5	Aaliyah	-10

TRENDS + INSIGHTS

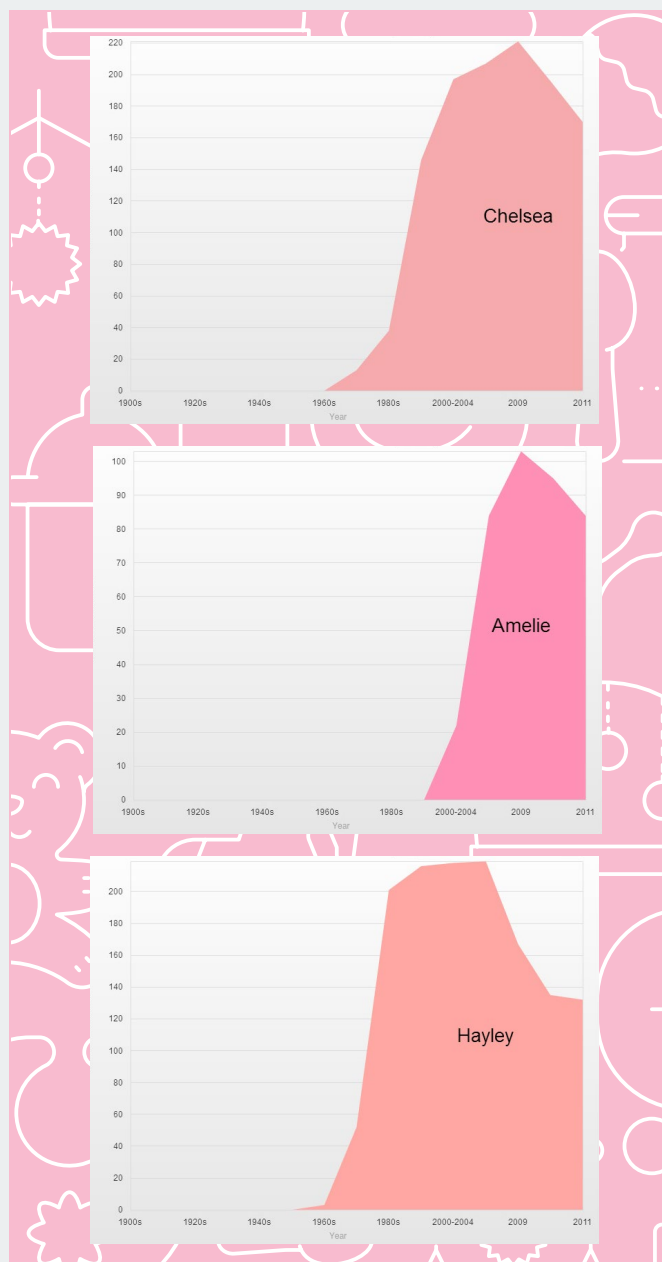
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PEAKED NAMES

A number of the names which have dropped significantly have also been on the decline for a number of years, having reached peak popularity a few years back.



Some of the boys' peak names include **Connor**, which peaked in the early 2000s, **Cooper** (2009) and **Kai** (2009).



For girls, **Chelsea** (2009), **Amelie** (2009) and **Hayley** (2008) have peaked.

TRENDS + INSIGHTS

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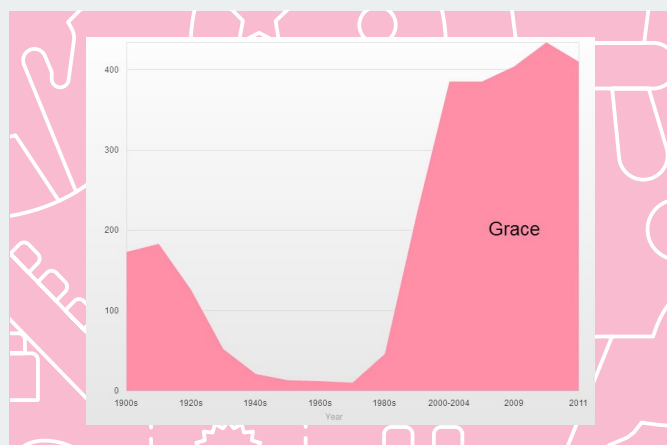
THE 'HUNDRED-YEAR RETURN'

Baby-naming in Australia is influenced by the traditional over the trendy.

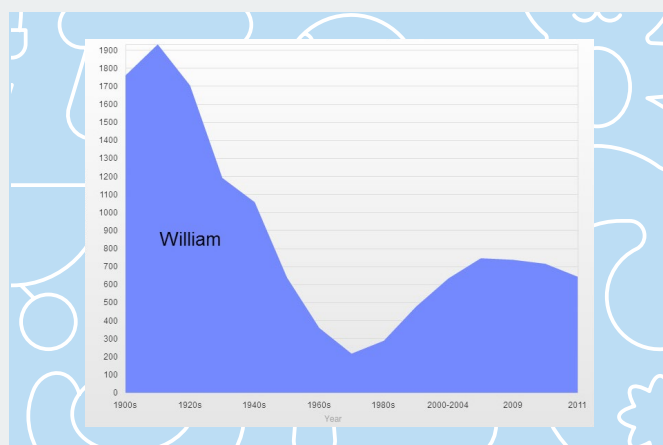
There is a 'Hundred-Year Return' theme taking place, with many of the top names of today also amongst the top names a century ago, while names of a few decades ago have fallen out of favour.

Many of today's most common baby names were popular in the early 20th century and have seen a significant resurgence in the early 21st century. This is illustrated by the NSW Government in an interactive baby names data visualisation.

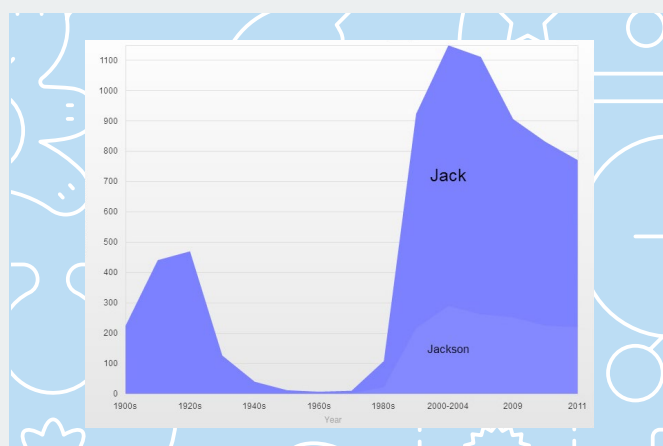
www.nsw.gov.au/about-nsw/popular-baby-names



Grace was a moderately popular girls' name at the turn of the 20th century, coming to a near decline from the 1910s to 1970s but climbing significantly in popularity since the 1980s.



William is an example of the 'hundred-year' return, having ranked 2nd overall in NSW in the 1910s and ranking in top place again in NSW from 2009 until 2015, when it ranked 2nd following Oliver.



Jack climbed up to 5th place in the 1920s before seeing a steep decline from the 1940s to 1970s, with a marked resurgence between the year 2000 and 2004.

TRENDS + INSIGHTS

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IT'S ALL IN THE ENDING (AND THE BEGINNING)

The rise of gentle, softer-sounding names for girls and firmer sounding names for boys is an ongoing trend with baby names in Australia.

95% of the girls' names (19) in the Top 20 list end with a vowel or 'y', with almost half (9) of these ending with the letter 'a', producing the gentle 'ah' finish. The only name in the Top 20 girls names that ends with a consonant is **Harper**.

On the boy's list, however, 95% of the top 20 names end with a consonant sound! 'N' is most popular ending consonant for 5 names in the Top 20, with just 3 names in the Top 20 boys' list – **Noah**, **Henry** and **Charlie** – featuring a soft ending and only **Charlie** ending with a vowel.

Additionally, popular girls' names are not only most likely to end in a vowel but to begin with one too. 21 of the top 50 girls' names begin in a vowel compared to just 10 of the top 50 boys' names.

BOYS' NAMES FEATURE LESS SYLLABLES

Parents are choosing longer, more flowing names for their daughters and shorter, more solid-sounding names for their sons.

A total of 11 girls' names have 4 syllables (**Olivia**, **Amelia**, **Isabella**, **Elizabeth**, **Indiana**, **Penelope**, **Ariana**, **Victoria**, **Alexandra**, **Emilia** and **Gabriella**) in them while only **Alexander** has 4 syllables in the boys' top 100 list.

Boys are almost three times as likely as girls to have a single-syllable name and girls are almost twice as likely to have three syllables in their names.

SHORTER NAMES WIN OUT

Jack (3rd) beats out **Jackson** (7th). **Archie** (32nd) beats **Archer** (39th) and **Max** (18th) is more popular than **Maxwell** (82nd). Even for girls currently **Lily** (11th) is more popular than **Lillian** (86th) and **Ella** (12th) outranks **Isabella** (15th) and **Isabelle** (25th).

SPELLING IT OUT

Not content in simply finding a distinctive name for their newborn, parents are often turning to the use of double letters, hyphens, or emphasised phonetic spellings to make their baby's name unique. In our Top 100 list, we have combined the occurrences of names which are phonetically identical but unique in their spelling.

Parents tend to take greater liberty in amending their baby girl's name than boy's name, featuring the following examples in the Top 100 list:

- **Sofia/Sophia** – 6th
- **Lily/Lilly** – 11th
- **Mila/Milla** – 36th
- **Madeleine/Madeline** – 53rd

The presence of double letters is also more frequent in popular girls' names, with 30 girls' names containing double letters compared to 13 boys' names in the Top 100.

Girls – **Charlotte**, **Lilly**, **Ella**, **Isabella**, **Scarlett**, **Maddison**, **Sienna**, **Isabelle**, **Emma**, **Hannah**, **Willow**, **Milla**, **Annabelle**, **Ellie**, **Summer**, **Savannah**, **Stella**, **Jessica**, **Holly**, **Anna**, **Addison**, **Poppy**, **Alyssa**, **Harriet**, **Bella**, **Molly**, **Billie**, **Lillian**, **Gabriella** and **Maggie**.

Boys – **William**, **Harrison**, **Cooper**, **Isaac**, **Harry**, **Flynn**, **Matthew**, **Connor**, **Finn**, **Muhammad**, **Maxwell**, **Jesse** and **Jett**

GENDERED NAMES TRIUMPH ONCE AGAIN

Only one name in the Top 100 appears on both the girls' and boys' list in its unchanged form – **Charlie** (12th on the boys' list and 72nd on the girls' list). **Charlie** is commonly considered to be interchangeable between the two sexes.

While all of the names except **Charlie** are most often distinctly boys' or girls' names, a number of girls' names from the Top 100 can be interchanged for boys' names – these include **Harper**, **Frankie**, and **Mackenzie**. In similar fashion, parents are increasingly using popular boys' names when naming their daughters – names such as **Riley**, **Jayden**, **Tyler**, **Leo**, **Dylan**, **Hayden**, **Jordan**, **Luca**, **Ashton**, **Kai**, **Bailey** and **Alex** are often used for girls.

TRENDS + INSIGHTS

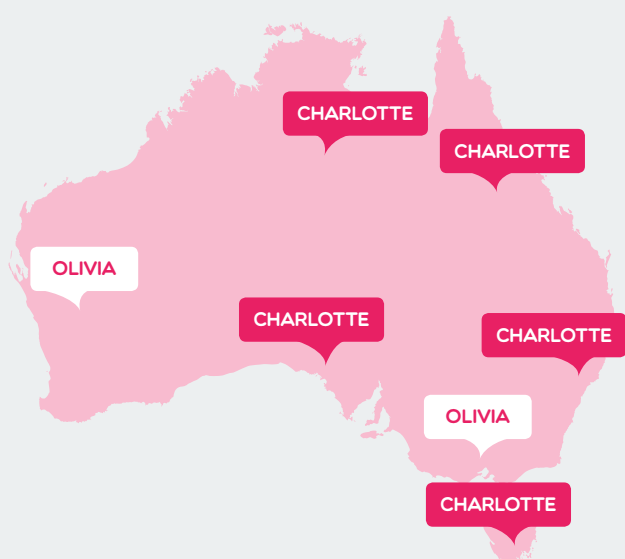
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AUSTRALIA – STATE VERSES STATE

Oliver topped the list in all 6 states with **Jack** coming out on top in the Northern Territory. **Jack** was placed 2nd in Victoria and Western Australia, with **William** taking over the 2nd spot in NSW, QLD, SA and TAS. Within most of the states and territories **Oliver**, **William**, **Jack** and **Noah** feature in the top 5 names, with **Jack** and **William** being the only names to feature in the top 5 across all states and territories.

Rank	NSW	VIC	QLD	SA	WA	TAS	NT
1	Oliver	Oliver	Oliver	Oliver	Oliver	Oliver	Jack
2	William	Jack	William	William	Jack	William	James
3	Jack	William	Jack	Jack	James	Charlie	William
4	Noah	Thomas	Noah	Noah	Noah	Jack	Thomas
5	James	Noah	Thomas	Charlie	William	Thomas	Levi

1	Charlotte	Olivia	Charlotte	Charlotte	Olivia	Charlotte	Charlotte
2	Olivia	Charlotte	Olivia	Amelia	Ava	Ella	Ava
3	Mia	Amelia	Amelia	Olivia	Charlotte	Amelia	Ella
4	Amelia	Ava	Ava	Ava	Mia	Mia	Emily
5	Ava	Mia	Mia	Scarlett	Isla	Sophie	Lucy



Olivia was placed 1st in 2 states; Victoria and Western Australia with **Charlotte** topping the list in 4 states and the Northern Territory as well. **Charlotte** was the only name to place in the top 5 across all states and territories.

TRENDS + INSIGHTS

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CELEBRITY INFLUENCES

Actors, actresses, sports and music stars continue to significantly influence the popularity of babies within Australia.

- **Penelope** (rising from 79th to 62nd) is one of the children of reality TV star Kourtney Kardashian (born 2012).
- **Harper** (rising from 24th to 19th) is the daughter of David and Victoria Beckham (2011).
- **Willow** (steady at 29th in 2014 and 30th in 2015) is the daughter of pop musician Pink (2011) and the name of Will Smith's 13-year-old daughter.
- **Noah** (remaining strong in 4th place) was born to Michael Bublé in 2013.
- **Elijah** (33rd) was chosen by Elton John for his second son in 2013 and **Lincoln** (rising to 48th from 46th) was born to actress Kristen Bell in 2013.
- **Olive** (89th) is the daughter of Drew Barrymore (2012).
- **Liam** (11th), **Harry** (29th) and **Louis** (73rd) are 3 of the 4 members of the popular boy band One Direction.
- **Ariana** (rising from 100th place to 73rd in 2014 and then to 67th in 2015) is the name of a popular pop singer, Ariana Grande.



Influences from popular culture are seen among Australia's most popular baby names, with characters such as **Emily** and **Jack** from the television series *Revenge* making it to the Top 10 list and **Braxton** from *Home and Away* in 83rd place.

Popular movies such as **Noah** (2014) also feature in some of today's Top 10 names.



PLACE NAMES

Place names are still a source of inspiration and while Australian places are rising the ranks, many (such as **Bronte**, **Avalon**, **Brighton** and **Arcadia**) are yet to enter the Top 100, and others like **Adelaide** are now out of the Top 100.

Indeed **Maddison** (22nd) outranks **Victoria** (81st) and **Georgia** (28th) and **Indiana** (56th) are ahead of **Eden** (69th).

For boys overseas locations still dominate with **Austin** (62nd) and **Jordan** (67th) outranking Australian locations (with the exception of **Hunter**, 28th).



RELIGIOUS INFLUENCES REMAIN STRONG AND ONGOING

While Australia has seen an increase of baby names that are creatively spelled and pronounced, the Top 100 list also shows a strong pull towards more traditional names with Biblical origins, especially in the boys' list.

1 in every 4 boys' names (25) in the Top 100 list are derived from the Bible, including four of the Top 10 names – **Noah** (4th), **Thomas** (5th), **James** (6th) and **Ethan** (8th). Less common Biblical names such as **Caleb**, **Eli**, **Levi**, **Nathaniel**, **Felix**, **Jesse**, **Abigail**, **Phoebe**, and **Chloe** are also present on the list.

The following Biblical names have increased in popularity since 2013: **Thomas** (5th up from 6th) and **Levi** (22nd up from 28th).

Arabic names also feature on the list, with **Layla** at 35th (down from 32nd in 2014) and **Ali** dropped to 93rd place (down from 87th in 2014). **Muhammad** remained around the same rank as the previous year (90th), sitting in 88th spot in 2015.

TRENDS + INSIGHTS

AUSTRALIA 2016

A ROYAL INFLUENCE

The original category of celebrities – the royals – have not only captured the loyalty and affections of modern Australians but continue to significantly influence their choice in baby names.

Prince William's popularity first placed **William** in the Top 10 in 2001 and the name's popularity has grown significantly since then. In 2011, the year of the royal wedding, William became the most popular boy's name Australia-wide and maintained this position until 2012 when Oliver took the top spot.

The birth of Prince George (George Alexander Louis) in July 2013 has positively impacted the use of **George** by Australian parents, increasing George's rank from 71st in 2012 to 60th in 2013, 42nd in 2014 and now 36th in 2015 – its highest ranking since the 1950s.

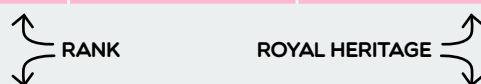
Despite having only influenced parents for a period of less than 18 months to the end of the 2014 calendar year, the number of baby boys named George has dramatically increased, from 364 in 2012 to 696 in 2015.

Queen Elizabeth	Elizabeth Alexandra Mary
Prince of Wales	Charles Phillip Arthur George
Princess Anne	Anne Elizabeth Alice Louise
Prince Andrew	Andrew Albert Christian Edward
Prince Edward	Edward Antony Richard Louis
Prince William	William Arthur Philip Louis
Duchess of Cambridge	Catherine Elizabeth
Prince Harry	Henry Charles Albert David
Prince George	George Alexander Louis
Princess Beatrice	Beatrice Elizabeth Mary
Princess Eugenie	Eugenie Victoria Helena

GEORGE AND CHARLOTTE; A ROYAL INFLUENCE

The birth of the Royal Princess in May 2014 (Charlotte Elizabeth Diana) has also contributed to the royal baby name trend. Like George's rank, which increased from 71st in 2012 to 36th in 2015, in 2015 we saw the name **Charlotte** gain 1st position, taking the top spot from Olivia in 2014.

1	Charlotte	Prince Charles
51	Elizabeth	Queen Elizabeth
72	Charlie (Charles)	Prince Charles
84	Alexandra	Princess Alexandra
81	Victoria	Queen Victoria



2	William	Prince William
13	Henry	King Henry I - VII
36	George	King George I - VII
48	Edward	Prince Edward
76	Charles	Prince Charles

17 OF 21 CURRENT ROYAL NAMES ARE TOP BABY NAMES TOO

Of the 21 members of the current British royal family, 17 have names which are in the Top 100 lists. Indeed the number of royal names in the Top 100 is an indication of the influence the British royals still have on baby naming trends, and this trend is looking strong, particularly with the influence of the next generation of royals.



TOP 100 BOYS' NAMES

AUSTRALIA 2016

↓ OCCURANCES

1	Oliver	2283	26	Oscar	882	51	Connor	495	76	Charles	290
2	William	1862	27	Hudson	879	52	Aiden	491	77	Owen	278
3	Jack	1802	28	Hunter	879	53	Harvey	490	78	Hayden	276
4	Noah	1484	29	Harry	835	54	Finn	485	79	Carter	272
5	Thomas	1404	30	Ryan	821	55	Jake	477	80	Nathaniel	267
6	James	1334	31	Xavier	821	56	Matthew	471	81	Jasper	258
7	Jackson/ Jaxon	1257	32	Archie	778	57	Luke	440	82	Maxwell	253
8	Ethan	1247	33	Elijah	739	58	Blake	434	83	Braxton	243
9	Lucas	1243	34	Logan	712	59	Dylan	429	84	Christian	240
10	Lachlan	1084	35	Riley	712	60	Joseph	411	85	Dominic	229
11	Liam	1076	36	George	696	61	Beau	409	86	Gabriel	217
12	Charlie	1075	37	Sebastian	673	62	Austin	406	87	Caleb	209
13	Henry	1062	38	Daniel	671	63	Ashton	400	88	Muhammad	204
14	Mason	1058	39	Archer	670	64	Angus	395	89	Toby	196
15	Alexander	1049	40	Patrick	617	65	Chase	387	90	Felix	195
16	Harrison	1048	41	Tyler	604	66	Theodore	384	91	Marcus	188
17	Samuel	1008	42	Nate	597	67	Jordan	383	92	Spencer	186
18	Max	1000	43	Jayden	572	68	Zachary	380	93	Ali	185
19	Cooper	979	44	Eli	558	69	Kai	373	94	Jesse	172
20	Isaac	956	45	Flynn	547	70	Hamish	367	95	Arlo	171
21	Jacob	919	46	Lincoln	532	71	Nicholas	342	96	Harley	170
22	Levi	914	47	Michael	510	72	Nathan	336	97	Darcy	168
23	Benjamin	912	48	Edward	508	73	Louis	333	98	Jett	165
24	Leo	902	49	Luca	504	74	Ryder	313	99	Fletcher	162
25	Joshua	897	50	Hugo	502	75	Adam	293	100	Lewis	156

TOP 100 GIRLS' NAMES

AUSTRALIA 2016

↓ OCCURANCES

1	Charlotte	1737	26	Lucy	756	51	Elizabeth	373	76	Rose	223
2	Olivia	1670	27	Emma	748	52	Maya	370	77	Bella	221
3	Amelia	1441	28	Georgia	707	53	Madeleine / Madeleine	355	78	Aurora	220
4	Ava	1434	29	Hannah	685	54	Jessica	346	79	Molly	215
5	Mia	1387	30	Willow	675	55	Phoebe	329	80	Eliza	203
6	Sophia	1298	31	Zara	655	56	Indiana	311	81	Victoria	201
7	Chloe	1214	32	Eva	643	57	Holly	309	82	Billie	199
8	Emily	1187	33	Abigail	589	58	Anna	298	83	Hazel	179
9	Sophie	1150	34	Aria	575	59	Lola	294	84	Alexandra	152
10	Grace	1122	35	Layla	573	60	Addison	293	85	Lara	151
11	Lily / Lilly	1066	36	Mila / Milla	572	61	Paige	293	86	Lillian	150
12	Ella	1059	37	Alice	496	62	Penelope	293	87	Eve	147
13	Ruby	1042	38	Imogen	473	63	Poppy	290	88	Daisy	144
14	Isla	1027	39	Violet	468	64	Chelsea	284	89	Olive	144
15	Isabella	1025	40	Audrey	461	65	Alyssa	277	90	Emilia	143
16	Evie	989	41	Annabelle	459	66	Claire	274	91	Aisha	140
17	Zoe	977	42	Jasmine	445	67	Ariana	259	92	Heidi	140
18	Matilda	955	43	Ellie	417	68	Frankie	254	93	Aaliyah	126
19	Harper	910	44	Alexis	414	69	Eden	251	94	Hayley	120
20	Ivy	904	45	Summer	413	70	Ayla	250	95	Peyton	91
21	Scarlett	904	46	Mackenzie	412	71	Eleanor	240	96	Leah	85
22	Maddison / Madison	852	47	Savannah	408	72	Charlie	237	97	Gabriella	79
23	Sienna	831	48	Stella	400	73	Eloise	227	98	Maryam	76
24	Evelyn	790	49	Piper	383	74	Elsie	227	99	Sadie	72
25	Isabelle	772	50	Sarah	374	75	Harriet	226	100	Maggie	61