

BABY NAMES AUSTRALIA 2020





The Baby Names Australia Report 2020 is produced by:

McCrindle Research Pty Ltd

Suite 105, 29 Solent Circuit
Norwest NSW 2153
AUSTRALIA

mccrindle.com.au
info@mccrindle.com.au
+61 2 8824 3422

Authors: Ashley Fell
Contributing author: Mark McCrindle
Data visualisation and design: Ben Duffin
Title: The Baby Names Australia Report 2020
ISBN: 978-0-6486695-3-1
© McCrindle Research Pty Ltd 2020

This report is copyright. Fair dealing for the purpose of private study, research, criticism or review is permitted under the Copyright Act. In addition the Publisher grants permission to use images and content from this report for commercial and non-commercial purposes provided proper attribution is given such as 'The Baby Names Australia Report 2020' by Ashley Fell is used by permission McCrindle Research.

Contents

Executive Summary	04
Introducing Generation Alpha	05
Baby Names 2020	07
Charlotte and Oliver the most popular names for Gen Alpha	07
Seven boys' and six girls' names enter the Top 100	08
A botanical flare	08
Gendered names	09
The trending Gen Alpha baby names	10
More creativity, less convergence	11
The 100-year return	12
Celebrity influences	12
The influence of Biblical names	13
Colours and places	13
It's all in the ending (and the beginning)	14
Boy's names feature less syllables	14
Shorter names win out	14
60 years of change	15
The royal influence	16
Compared across Australia	17
How does Australia compare to the rest of the world?	18
Top 100 boys' names	19
Top 100 girls' names	20

Executive Summary

Each year Australia's states and territories publish the top names given to babies in the previous year. At McCrindle, we collate this data from the respective states and territories, analyse it, and uncover the nation-wide trends.

Analysing baby names at any point in history paints a fascinating picture of that era. The Builders generation (born before 1945) chose traditional names such as Peter, Paul, John, Karen, Jennifer or Sharon for their children. In the 1980s the Baby Boomers began drawing on baby name books for inspiration and trends. Meanwhile today's parents, the Millennials, are not only choosing new and different names, they are parenting a new and unique generation – Generation Alpha.

New names for a new generation: Generation Alpha

The year 2010 marked the beginning of not only a new decade, but a new generation. Children born in the last ten years are known as Generation Alpha – the most digital, global and visual generation on the planet. They are the children of the Millennials and will finish being born at the end of 2024. We gave this cohort the name Generation Alpha (of the Greek alphabet) because, being born entirely in the 21st Century, they are not a return to the old but the start of something new.

Parents opting for uniqueness

Parents of Gen Alpha (the Millennials) have more access to information than at any other time in history. Parents are inundated with options, research and meaning, all impacting the names they choose for their children.

Prior to the baby name books of the 80s, baby names were influenced by family and religious traditions. In recent years the internet has facilitated an explosion of blogs, websites and even baby naming apps. Baby name websites include not only baby name lists, but baby name search engines. It has never been easier to search the history of a prospective name and suitable sibling name options.

Trends impacting the naming choices of Millennial parents

The average first-time parents of today were born in or approaching the early 1990s. These parents are likely to have grown up with several classmates named Matthew, Chris, Sarah and Jessica. In today's digitally connected world, your name is more than what your teacher calls you. Your name is now your social media handle, your personal brand and your web domain.

For parents of Generation Alpha, there is a trend to name one's child something that won't end up as generic as SarahSmith205 on social media. But it is also a name that needs to carry this generation through a lifetime of multiple careers. There are many trends and considerations for today's parents when it comes to choosing a name for their Gen Alpha baby, with names for this generation considered digital real estate in an increasingly global era.





Introducing Generation Alpha

There is a generation that comprises more than one in seven residents, are influencing the purchasing power of their household and are key to the future, yet few people have heard of them. Within the next four years they will outnumber the Baby Boomers, and most of them will live to see the 22nd Century.

We're talking about Generation Alpha, the current generation of children who began being born in the year 2010. They are the children of the Millennials, and often the younger siblings of Generation Z. There are 3 million of them in Australia and more than 2.8 million are born globally every week. When they have all been born (2025) they will number almost 2 billion – the largest generation in the history of the world.

While they are currently the youngest generation, they have brand influence and purchasing power beyond their years. They shape the social media landscape, are the popular culture influencers and are the emerging consumers.

It is important to understand the traits of Generation Alpha because they represent the future and provide a lens through which to look at the next decade and beyond. While Generation Alpha are currently our primary school students, by the end of the 2020s they will be moving into adulthood, the workforce and household formation, ready or not. If organisations want to not only exist in a decade's time, but thrive and flourish, then understanding Generation Alpha and the future they will be shaped in and contribute to, is imperative.

To find out more visit

generationalalpha.com

Why we named them Gen Alpha

Just over a decade ago, during research for Mark McCrindle's book *The ABC of XYZ: Understanding the Global Generations*, it became apparent that a new generation was about to commence and there was no name for them. Being a research agency with a keen interest in generational analysis, we decided to test a few names out with a survey of Australians. When we asked people what they thought the next generation should be called, a lot of people suggested Generation A, having come to the end of the alphabet with Generation Z. But Generation Alpha represent a whole new generation, entirely born in a new century. Going back to the beginning didn't feel right for this next generation.

Additionally, this was all taking place just after the Atlantic hurricane season of 2005, when there were so many storms that the normal alphabetic names had been used up and so for the first time, the Greek alphabet was used, starting with hurricane alpha and hurricane beta etc.

So in keeping with this scientific nomenclature of using the Greek alphabet in lieu of the Latin, and having worked our way through Generations X, Y and Z, we settled on the next cohort being Generation Alpha – not a return to the old, but the start of something new.

We have also found from our generational research that generic labels rather than descriptive ones are likely to last. Names like the Baby Boomers, which describe a unique demographic phenomenon at the birth of a generation, based on the timing when the leading edge were coming of age, are aberrations.

A label like Generation X, Generation Z or Generation Alpha provides a blank canvas on which a generation can create their own identity rather than have a descriptive label, relevant for just a segment of the cohort or for a period of time pinned on them. It's a whole new generation and a whole new millennium, in a whole new era. Hence Generation Alpha.

Shaped by technology

Generation Alpha is defined by technological devices like smartphones and tablets, video games, driverless trains, autonomous cars and smart speakers that speak back to you. This technology has only been developed within their generation and it is all they have ever known. It is also being taken up quicker than ever before. While radio took 38 years to reach 50 million users, the television took 13, the iPod just four, the internet three, Facebook just one and Pokémon Go phenomenon took just 19 days!

Coming of age in unprecedented times of change and rapid technological advancement, Generation Alpha is part of an unintentional global experiment where screens are placed in front of them from the youngest age as pacifiers, entertainers and educational aids. This great screen age which we are all living in has bigger impacts on the generation exposed to such screen saturation during their formative years. From shorter attention spans to the gamification of education, from increased digital literacy to impaired social formation, these times impact us all but transform those in their formative years.

Generation Alpha will be raised as "screenagers" to a greater extent than the fixed screens of the past could facilitate. For this reason, we also call them Generation Glass. It is almost impossible to pry Generation Alpha away from their devices, which have been prominent in their lives from the day they were born. Their exposure to technology during their formative years will have a great impact on their lives. They have been using these devices from before they could talk, so we are yet to see the impacts of their interaction with screens. There will certainly be some positives, but like any other generation, it will provide Generation Alpha with some unique challenges.



A positive outlook

The outlook for Generation Alpha is positive, even amidst so much change. We are talking about a generation that will live longer, work later, will be more formally educated, materially endowed and globally, will be the wealthiest generation to date. The youngest Generation Alpha's won't need a car or license when they hit adulthood, with public transport, Uber and driverless cars making these parts of modern life today obsolete.

While Generation Alpha will encounter a lot of change, it is important to remember that some timeless human needs do not change. Amidst all the change, Generation Alpha will still crave acceptance, community and belonging. These timeless human needs, while expressed differently over time, will be the key drivers for Generation Alpha and are important for leaders, organisations, parents and community groups to keep in mind as they lead Generation Alpha through the next decade and into adulthood.

Baby Names 2020

Charlotte and Oliver the most popular names for Gen Alpha

Charlotte

Charlotte, the name given to 1,609 Australian baby girls in 2019, has been a consistently popular baby name for Generation Alpha. Out of the last 10 years, Charlotte has been crowned the number one baby name for seven of those years, and has been the #1 girls' name each year since overtaking **Olivia** in 2015 (which uncoincidentally was the year that Princess Charlotte was born).

While Charlotte maintains her reign, the gap between the two most popular girls' names is closing. In 2018 there were 219 more Charlottes than Olivias, however in 2019 there was only 34 more Charlottes than Olivias. While in a slightly different order, the Top 10 girls' names have not changed in the past year.

Top 10 girls' names

Rank	Name	Occurrences
1	Charlotte	1,609
2	Olivia	1,575
3	Amelia	1,494
4	Isla	1,397
5	Mia	1,386
6	Ava	1,353
7	Grace	1,132
8	Willow	1,129
9	Harper	1,095
10	Chloe	1,038

Oliver

Oliver, the name given to 2,206 Australian baby boys in 2019, has also been consistently popular over the last decade, having enjoyed an uninterrupted seven years at the top spot since overtaking Jack as the #1 boys' name in 2013.

In 2019, **Noah** overtook **William** and **Jack** to become the second most popular boys' name, while **Charlie** has entered the Top 10 at the expense of the name **Liam**, which dropped to 11th place.

Top 10 boys' names

Rank	Name	Occurrences
1	Oliver	2,206
2	Noah	1,825
3	Jack	1,717
4	William	1,688
5	Leo	1,414
6	Lucas	1,348
7	Thomas	1,323
8	Henry	1,319
9	Charlie	1,197
10	James	1,176



Seven boys' and six girls' names enter the Top 100

The names **Ezra, Felix, Marcus, Fletcher, Ari, Aaron** and **Billy** have entered the list for the boys at the expense of **Toby, Nathan, Maxwell, Nicholas, Blake, Phoenix** and **Leonardo**.

→ Entered	Current Rank	← Exited	Previous Rank
Ezra	66	Toby	81
Felix	72	Nathan	84
Marcus	88	Maxwell	85
Fletcher	91	Nicholas	89
Ari	97	Blake	90
Aaron	98	Phoenix	93
Billy	100	Leonardo	96

As for the girls; **Sadie, Madeline, Riley, Peyton, Lilly** and **Rosie** have entered the Top 100 with; **Adeline, Eliza, Alyssa, Harlow, Hayley** and **Madeleine** dropping out of the list.

→ Entered	Current Rank	← Exited	Previous Rank
Sadie	65	Adeline	82
Madeline	80	Eliza	87
Riley	81	Alyssa	94
Peyton	89	Harlow	95
Lilly	96	Hayley	96
Rosie	98	Madeleine	97



A botanical flare

Parents continue to use the botanical theme as a source of naming. This can be seen in names like **Willow** (8th), **Ivy** (15th), **Lily** (22nd), **Violet** (39th), **Poppy** (43rd), **Daisy** (56th), **Jasmine** (60th), **Olive** (70th) and **Rose** (76th). Two of the six names that entered the Top 100 girls' list have a botanic theme – **Lilly** (96th) and **Rosie** (98th).

Of the top five girls' names that most significantly increased in popularity in the 2010s, three had a botanical theme. From 2010 to 2019, **Willow** increased 66 positions, now sitting at 8th position. **Violet** increased 53 positions (now at 39th position) and **Ivy** increased 52 positions (now at 15th position).

In contrast, no Top 100 boys' names have botanic influences.



Gendered names

Only two names in the Top 100 appear on both the girls' and boys' list in exactly the same spelling – **Charlie** (75th for girls and 9th for boys) and **Riley** (debuting on the girls' list in 2019 at 81st and sitting at 43rd on the boys' list).

While most names on the Top 100 are more distinctly boys' or girls' names, several girls' names from the Top 100 can be interchanged for boys' names. Some examples of these names include **Harper** (9th), **Frankie** (36th), **Mackenzie** (52nd) and **Peyton** (89th).

In similar fashion, parents are increasingly using popular boys' names when naming their daughters – names such as **Dylan**, **Jordan**, **Luca**, **Ashton**, **Kai**, **Bailey** and **Jesse**.

There are a number of names with female and male iterations:

Rank	Girls	Boys	Rank
2	Olivia	Oliver	1
82	Alexis	Alexander	12
25	Aria	Ari	97
66	Billie	Billy	100
75	Charlie	Charlie	9
37	Ellie	Eli	46
59	Harriet	Harry	23
81	Riley	Riley	43
100	Thea	Theo	79

The trending Gen Alpha baby names

In the last two years, the names making the biggest jump up the list are **Arthur**, climbing 23 places to 49th, and **Millie**, jumping 30 places to 69th.

In the last three years the crown for the hottest trending name goes to **Luna**. Luna entered the Top 100 for the first time in 2017, debuting at 83rd. Luna's popularity continues to grow, jumping 21 spots in 2018 to 62nd position and a further 30 spots to be ranked 49th most popular girls' name in 2019.

Biggest rise 2018-2019

Name	Rank increase	Name	Rank increase
Arthur	↑ 23	Millie	↑ 30
Theo	↑ 20	Madeline	↑ 17
Beau	↑ 15	Heidi	↑ 15
Bodhi	↑ 14	Luna	↑ 13
Harvey	↑ 13	Bonnie	↑ 11

Biggest fall 2018-2019

Name	Rank decrease	Name	Rank decrease
Nate	↓ 29	Indiana	↓ 25
Luke	↓ 22	Madison	↓ 23
Tyler	↓ 17	Thea	↓ 23
Darcy	↓ 16	Rose	↓ 20
Dylan	↓ 12	Savannah	↓ 19

As we conclude the decade of the 2010s, we can see the names that have so far stood the test of time for Generation Alpha babies.

Since 2010, **Leo** jumped an incredible 86 positions to sit in 5th position.

George jumped 45 positions over the last decade, now in 33rd position. This could be attributed to Prince George's birth in 2013, who is third in line to the British throne.

Sofia rose 43 positions since 2010, now in 44th position. This could be attributed to Sofia Vergara, a famous American-Colombian actress whose popularity spiked when *Modern Family* first aired in September 2009.

Biggest rise 2010-2019

Name	Rank increase	Name	Rank increase
Leo	↑ 86	Willow	↑ 66
Hugo	↑ 53	Violet	↑ 60
Hunter	↑ 45	Ivy	↑ 52
George	↑ 45	Audrey	↑ 48
Elijah	↑ 45	Sofia	↑ 43

Biggest fall 2010-2019

Name	Rank decrease	Rank increase	Rank decrease
Jake	↓ 61	Chelsea	↓ 73
Luke	↓ 58	Madison	↓ 62
Tyler	↓ 58	Lilly	↓ 57
Matthew	↓ 48	Maddison	↓ 52
Dylan	↓ 45	Lara	↓ 44



More creativity, less convergence

The Top 10 names account for 25% of all the babies given a Top 100 name. This is lower than previous decades when there was greater convergence around fewer names. Parents today are less likely to name their child one of the top names as they select from a greater range of names.

Even though there are more births today than twenty years ago, the number of occurrences on the Top Baby Names list is less. As this NSW Births Registry data shows, today just one in 12 babies are given a Top 10 name (8.6%) compared to one in six (15.7%) twenty years ago.

Year	Top 10 occurrences (NSW)	Total births (NSW)	Top 10 names as % all births (NSW)
1999	13,632	86,784	15.7%
2019	8,563	99,026	8.6%

Year	Top 10 occurrences (AUS)	Top 10 names as % all births (AUS)	Top 100 names as % all births (AUS)
2012	32,064	10.4%	40.6%
2019	28,421	9.3%	38.2%

Our compilation of the national Top 100 baby names data shows the same trend of decreasing occurrences of Top 100 names even amidst strong birth numbers. Over the last seven years, the proportion of all newborns given a Top 10 name has dropped from more than 10% to just over 9%. Similarly, the Top 100 names account for 38.2% of all births, down from 40.6% in 2012.

This naming originality is even more evident amongst the naming of girls than boys. The Top boys' name **Oliver** (2,206 occurrences) has 37% more occurrences than the top girls' name, **Charlotte** (1,609).

The 100-year return

While there is a trend to opt for more unique names, traditional names are also popular among Generation Alpha babies and demonstrate the 100-year return trend. **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. Over the last five years it has been consistently rising in popularity and for two years now has been in the Top 10.

Charlotte is another example of a near extinct name that has had a significant resurgence. In 1989 it debuted back in the Top 100 for the first time in the modern era, at 86th, and by 2013 it achieved first position on the list, which it has retained for four of the last five years.

Jack, which has had more years at number one this century than any other boys' name, was not even in the Top 100 in 1985. It is an example of the 100-year return, having been the fifth most popular name in the 1920s, before its decline until recent years.

William has been the second most popular boys' name nationally for the last five years, a position that amazingly, it held for a similar period of time, exactly 100 years ago. It is a name that, while it declined in popularity through the 1940s, 50s and 60s, it never totally dropped off the list and the royal influence is such that its currently popularity will remain strong for some time.



Celebrity influences

Pop-culture influences play a role in the baby naming trends of Australian parents. From exposure to television, movies and social media, millennial parents are drawing inspiration from celebrities when it comes to naming their children.

Celebrity	Rank	Change
Billie Eilish (singer)	66	0
Ariana Grande (singer)	85	↑ 1
Millie Bobby-Brown (actor)	69	↑ 30
Noah Centineo (actor)	4	↑ 2
Muhammad Ali (boxer, dec.)	68, 93	↑ 5, ↓ 6
Luke Perry (actor, dec.)	90	↓ 22
George Ezra (singer)	33, 66	↑ 1, debut



The influence of Biblical names

First names were traditionally called Christian names and for good reason – many given names had a Christian or Biblical reference. First names are now referred to as given names, because parents are influenced by many factors these days when it comes to baby names. Even though Christianity is still the dominant Australian religion, its cultural influence has waned.

Two decades ago, all five of the top five boys' names were Bible characters (**Joshua**, **Daniel**, **Matthew**, **James** and **Thomas**), and twelve of the Top 20 were from the Bible (which included **Benjamin**, **Luke**, **Nathan**, **Andrew**, **Alexander**, **Jacob** and **Samuel**). Today, just six of the Top 20 boys' names can be found in the Bible: (**Noah** (2nd), **Thomas** (7th), **James** (10th), **Alexander** (12th), **Elijah** (13th) and **Ethan** (14th). Over this same period of time, the proportion of the Top 20 girls' names that come from the Bible has similarly declined from three (**Sarah**, **Rebecca** and **Hannah**) 20 years ago to just one today (**Chloe**, 10th).

Colours and places

When it comes to baby girl names, parents are also drawing inspiration from colours, more so than places.

Colours

Colours	Rank	Change
Ruby	14	↑ 2
Scarlett	28	↑ 1
Hazel	33	↑ 5
Violet	39	-
Jasmine	60	↑ 3
Olive	70	↑ 9
Rose	76	↓ 20

Places

Places	Rank	Change
Georgia	24	↓ 4
Florence	46	↓ 1
Victoria	91	↓ 1
Madison	93	↓ 23
Chelsea	97	↓ 5
Indiana	99	↓ 25

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.

In the Top 20 list, 85% of the girl's names (17) end with a vowel or 'y' sound, with almost half (8) of these ending with the letter 'a', producing the gentle 'ah' finish. The only names in the Top 20 girls' names that end with a consonant are **Willow**, **Harper** and **Evelyn**.

On the boys' list, however, 80% of the Top 20 names end with a consonant sound! In the Top 20, just four names – **Leo**, **Henry**, **Charlie** and **Theodore** – end with a vowel or 'y'.

Popular girls' names are not only most likely to end in a vowel but they are most likely to begin with one too. Of the Top 50 girl's names, 22 begin in a vowel compared to just 12 of the Top 50 boy's 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 nine girls' names have four syllables (Olivia, Amelia, Isabella, Penelope, Emilia, Elizabeth, Ariana, Victoria and Indiana) in them, while only Alexander has four syllables in the boys' Top 100 list.

Girls are twice as likely to have three syllables in their name, and boys are more than three times as likely as girls to have a single-syllable name:

- Four names feature in the girls' list with a single syllable: **Grace** (7th), **Claire** (74th), **Rose** (76th), and **Quinn** (90th).
- 13 names feature in the boys' list with a single syllable: **Jack** (3rd), **James** (10th), **Max** (22nd), **George** (33rd), **Finn** (42nd), **Kai** (53rd), **Flynn** (59th), **Beau** (63rd), **Charles** (78th), **Jude** (84th), **Jake** (87th), **Luke** (90th) and **Nate** (96th).



Shorter names win out

Jack (3rd) beats out **Jackson** (45th). **Archie** (25th) beats **Archer** (27th) and **Max** (23rd) is more popular than Maxwell (which has fallen out of the Top 100 this year). Even for girls, currently **Ella** (11th) outranks **Isabella** (17th) and **Isabelle** (40th).

In true Aussie fashion, we are also seeing a trend of shortening names and adding an 'ie' on the end: **Rose** to **Rosie**, **Savannah** to **Sadie**, **Amelia** to **Millie**, **Isabella** to **Billie**, **Charlotte** to **Charlie**, **Elizabeth** to **Ellie** and **William** to **Billy**.

60 years of change

Baby name analysis tells a fascinating story about times in history. Below is analysis of the top baby names over twenty-year increments.

Rank	1950s Boomers	1970s Gen X	1990s Gen Y/Z	2010s Gen Alpha	1950s Boomers	1970s Gen X	1990s Gen Y/Z	2010s Gen Alpha
1	John	Matthew	Matthew	Oliver	Susan	Michelle	Jessica	Charlotte
2	Peter	Andrew	Daniel	William	Margaret	Catherine	Sarah	Olivia
3	Michael	David	Michael	Jack	Anne	Kylie	Emma	Mia
4	David	Michael	Thomas	Noah	Elizabeth	Nicole	Lauren	Amelia
5	Robert	Paul	Benjamin	Thomas	Christine	Rebecca	Rebecca	Ava
6	Stephen	Adam	James	James	Jennifer	Melissa	Ashleigh	Chloe
7	Paul	Christopher	Samuel	Lucas	Judith	Lisa	Amy	Emily
8	Phillip	Daniel	Nicholas	Ethan	Patricia	Belinda	Emily	Sophie
9	Christopher	Mark	Joshua	Lachlan	Catherine	Rachel	Kate	Ruby
10	Ian	Scott	Christopher	Liam	Helen	Sarah	Katherine	Grace

Throughout the 1960s, **Sharon** was a Top 10 name, even becoming the second most popular name for two years in the mid-1960s. However, by the late 1970s the name had dropped towards the end of the list and has not appeared in the Top 100 since 1983. **Kylie** followed a similar path, and even got to first position on the girls' list in 1973, but has not been in the Top 100 since 1990.

Throughout the 1960s, **Wayne** was a Top 20 name, but the 1970s saw it decline and by 1987 it was out of the Top 100 and is currently in the extinct zone. **Darren** rose to prominence over a similar period and reached 10th on the list in 1966 and while the name lasted in the Top 100 a little longer, by 1990 he also had disappeared. **Brett** was also a Top 20 through most of the 1960s, declined in popularity through the 1970s and 80s and last appeared in the Top 100 in 1992.

Jessica was Australia's most popular girls' name for 16 years from the mid 1980s to the early 2000s. In the mid 1990s, approximately one in every 30 girls born in Australia was named Jessica. Less than 20 years after it was at number one, Jessica did not even make it into the Top 100 in 2019.

From the mid 1990s until 2003, **Joshua** was the most popular boys' name in Australia. Not since the dominance of **David** in the 1960s or **Michael** in the 1970s has a boy name had such a popular run. However, since then, the popularity of Joshua has been consistently falling. In 2019, Joshua was ranked 39th.



The royal influence

The British Royal Family continue to capture the hearts of Australians. From the moment Kate Middleton stepped out of the carriage on her wedding day onto the steps of Westminster Abbey, the 'Kate effect' was born.

Beyond Kate, the extended royal family are not just influencing the fashion and hairstyle choices of modern Australians, but also their choice of baby names.

Prince George (born 2013) and Princess Charlotte (born 2015) have significantly contributed to the popularity of these names.

In the five years since Prince George was born, **George's** rank in the baby name list jumped 37 places. George now sits at 33rd position.

When Princess **Charlotte** was born in 2015, her name overtook **Olivia** as the most popular baby name, it has remained undefeated to this day.

Unsurprisingly, since the birth of Prince **Louis** in 2018, his name has gained a boost in popularity. Louis has jumped 25 places since 2017, now at 48th position.

Similarly, the name **Archie** has been rising in popularity, and has climbed the ranks by four positions since the Birth of Archie Harrison Mountbatten-Windsor in May 2019.

Royal	Rank	Change since 2018
Charlotte	1	-
William	4	↓ 1
Harry	23	↓ 7
Archie	25	↑ 4
George	33	↑ 1
Louis	48	↑ 11
Elizabeth	55	↓ 2
Charles	78	↓ 4

Compared across Australia



Oliver topped the boys' list across Australia again in 2019. The only exception is in Western Australia, where Jack took first place. The top five boy names were more varied across the states and territories in 2019. **George** and **Charlie** only appeared in the top five in Tasmania. **Lucas** only appeared in the top five in the Western Australian top five, while **Michael** and **Liam** only appeared in the top five in the Northern Territory.



The top five girl names were not as varied as the boys' names in 2019, but a big difference is that **Charlotte** only topped the list on two of the eight states and territories, compared to five the year before. **Willow** topped the Tasmania list and featured in the top five in Queensland, while the only other variation is the name **Evie** which also features in the Tasmanian top five.

Top boys' names by state

Rank	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
1	Oliver	Oliver	Oliver	Oliver	Jack	Oliver	Oliver	Oliver
2	Noah	Jack	William	Leo	Noah	George	William	Noah
3	William	Noah	Noah	William	Oliver	Charlie	Michael	Henry
4	Jack	William	Jack	Jack	Lucas	Leo	Jack	William
5	Leo	Thomas	Henry	Noah	Leo	Henry	Liam	Jack

Top girls' names by state

Rank	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
1	Charlotte	Olivia	Olivia	Charlotte	Olivia	Willow	Grace	Amelia
2	Olivia	Mia	Charlotte	Ava	Isla	Charlotte	Mia	Grace
3	Amelia	Charlotte	Amelia	Olivia	Charlotte	Ava	Olivia	Isla
4	Mia	Amelia	Willow	Grace	Ava	Amelia	Charlotte	Charlotte
5	Isla	Isla	Ava	Amelia	Amelia	Evie	Isla	Olivia



How does Australia compare to the rest of the world?

Top names globally

#	Australia	NZ	USA	UK	Canada	Australia	NZ	USA	UK	Canada
1	Oliver	Oliver	Liam	Oliver	Jackson	Charlotte	Amelia	Olivia	Olivia	Sophia
2	Noah	Noah	Noah	George	Noah	Olivia	Charlotte	Ava	Amelia	Olivia
3	Jack	Leo	William	Harry	Liam	Amelia	Isla	Isabella	Ava	Emma
4	William	Jack	James	Noah	Lucas	Isla	Olivia	Sophia	Isla	Amelia
5	Leo	Lucas	Oliver	Jack	Benjamin	Mia	Ruby	Charlotte	Emily	Aria

When comparing the top five Australian baby names with other English-speaking countries, there are many similarities. This highlights the global nature of baby name trends, fitting for a global generation – Generation Alpha.

While there are similarities, the only names that feature on all lists are **Olivia** and **Noah**. **Mia** is unique to the Australian top five, while **Ruby** is unique to the New Zealand top five, **Isabella** to the USA top five, **Emily** to the UK top five and **Emma** and **Aria** to the Canadian top five.

For the boys, **James** only features in the USA top five while the royal influence of **George** and **Harry** are unique to the UK top five, and **Jackson** and **Benjamin** are unique to the Canadian top five list.

The Australian top five list is most like the New Zealand list. Four out of the top five girls' and boys' names feature on both the Australian and New Zealand lists.

Top 100 boys' names

Change in rank
from previous year
↓

Occurrences
↓

1	Oliver	0	2,206	26	Isaac	+1	831	51	Jaxon	-4	549	76	Owen	-6	315
2	Noah	+2	1,825	27	Archer	-2	789	52	Carter	0	540	77	Adam	-2	309
3	Jack	+1	1,717	28	Lachlan	-5	779	53	Kai	0	539	78	Charles	-4	307
4	William	+1	1,688	29	Cooper	-3	763	54	Jasper	+2	537	79	Theo	+20	286
5	Leo	+2	1,414	30	Samuel	-2	762	55	Patrick	-9	505	80	Tyler	-17	274
6	Lucas	+2	1,348	31	Luca	+12	762	56	Jayden	+4	502	81	Dylan	-12	268
7	Thomas	+1	1,323	32	Xavier	-2	729	57	Michael	+4	495	82	Darcy	-16	261
8	Henry	-3	1,319	33	George	+1	725	58	Jordan	-1	495	83	Gabriel	+5	258
9	Charlie	+5	1,197	34	Jacob	-2	716	59	Flynn	+5	480	84	Jude	+11	244
10	James	+1	1,176	35	Arlo	+4	710	60	Connor	-9	477	85	Leon	+6	239
11	Liam	+1	1,117	36	Benjamin	-3	692	61	Austin	-6	471	86	Bodhi	+14	223
12	Alexander	+1	1,059	37	Sebastian	+1	688	62	Joseph	-8	460	87	Jake	-1	220
13	Elijah	+6	1,055	38	Ryan	-3	648	63	Beau	+15	427	88	Marcus	+	220
14	Ethan	-3	1,049	39	Joshua	-3	633	64	Aiden	-2	417	89	Ryder	+5	219
15	Harrison	-3	1,013	40	Logan	-9	619	65	Angus	0	395	90	Luke	-22	219
16	Hudson	+2	998	41	Lincoln	-1	612	66	Ezra	+	376	91	Fletcher	+	215
17	Oscar	+5	992	42	Finn	-1	604	67	Ashton	-9	367	92	Caleb	-9	214
18	Mason	-3	977	43	Riley	+5	602	68	Muhammad	+5	365	93	Ali	-6	212
19	Theodore	+5	960	44	Hugo	0	594	69	Zachary	+7	352	94	Christian	-2	211
20	Hunter	-3	927	45	Jackson	-3	574	70	Spencer	+7	339	95	Parker	+3	210
21	Levi	-1	908	46	Eli	+3	570	71	Matthew	0	332	96	Nate	-29	209
22	Max	-1	895	47	Edward	-2	569	72	Felix	+	332	97	Ari	+	209
23	Harry	-7	884	48	Louis	+11	557	73	Sonny	+7	328	98	Aaron	+	200
24	Harvey	+13	877	49	Arthur	+23	550	74	Hamish	+5	324	99	Vincent	-2	193
25	Archie	+4	869	50	Daniel	0	549	75	Asher	+7	322	100	Billy	+	189

Top 100 girls' names

Change in rank
from previous year
↓

Occurrences
↓

1	Charlotte	0	1,609	26	Mila	0	707	51	Freya	+9	411	76	Rose	-20	274
2	Olivia	0	1,575	27	Georgia	-4	683	52	Mackenzie	+2	407	77	Maddison	-6	273
3	Amelia	0	1,494	28	Scarlett	+1	672	53	Maya	+5	404	78	Heidi	+15	253
4	Isla	+2	1,397	29	Audrey	+6	651	54	Ayla	+5	396	79	Eden	+2	244
5	Mia	0	1,386	30	Abigail	+3	644	55	Elizabeth	-2	379	80	Madeline	+	226
6	Ava	-2	1,353	31	Hannah	-4	632	56	Daisy	-9	377	81	Riley	+	216
7	Grace	0	1,132	32	Zara	+1	630	57	Stella	-15	369	82	Alexis	-13	207
8	Willow	+2	1,129	33	Hazel	+5	620	58	Summer	+6	366	83	Anna	-10	200
9	Harper	-1	1,095	34	Layla	-4	619	59	Harriet	+6	366	84	Lara	+5	199
10	Chloe	-1	1,038	35	Emma	-1	536	60	Jasmine	+3	359	85	Ariana	+1	195
11	Ella	+1	1,004	36	Frankie	+8	532	61	Imogen	0	346	86	Elena	-6	181
12	Matilda	+1	979	37	Ellie	+3	531	62	Piper	-7	340	87	Aaliyah	+4	177
13	Sophie	+2	976	38	Alice	-2	530	63	Sarah	+9	336	88	Bella	-5	175
14	Ruby	+2	963	39	Violet	0	528	64	Lola	+4	335	89	Peyton	-1	173
15	Ivy	+3	946	40	Isabelle	-8	521	65	Sadie	+	335	90	Quinn	-12	168
16	Zoe	-5	943	41	Eva	-4	513	66	Billie	0	322	91	Victoria	-1	166
17	Isabella	0	918	42	Elsie	+6	487	67	Phoebe	-10	314	92	Clara	+8	162
18	Evie	+1	872	43	Poppy	-2	473	68	Eloise	+7	314	93	Madison	-23	155
19	Evelyn	+1	853	44	Sofia	+2	473	69	Millie	+30	304	94	Addison	-6	153
20	Sophia	+1	817	45	Penelope	+6	457	70	Olive	+9	304	95	Pippa	+3	153
21	Emily	-7	808	46	Florence	-1	456	71	Savannah	-19	298	96	Lilly	+	151
22	Lily	0	790	47	Eleanor	+3	444	72	Annabelle	-5	295	97	Chelsea	-5	149
23	Lucy	+2	762	48	Emilia	-5	428	73	Bonnie	+11	291	98	Rosie	+	149
24	Sienna	+4	748	49	Luna	+13	422	74	Claire	+2	288	99	Indiana	-25	147
25	Aria	-1	714	50	Aurora	-1	420	75	Charlie	+10	279	100	Thea	-23	139

To learn more about Generation Alpha, including:

- How they became named Generation Alpha
- The defining traits of this newest generation
- How to lead, parent and engage this emerging generation
- The future of Gen Alpha as consumers, students and workers

See all our latest research at

generationalalpha.com

Get in touch

Phone +61 2 8824 3422

Web mccrindle.com.au

Email info@mccrindle.com.au

Address Suite 105, 29 Solent Circuit
Norwest, NSW 2153

 [mccrindleresearch](https://www.facebook.com/mccrindleresearch)

 [mccrindle_](https://twitter.com/mccrindle_)

 [mccrindleresearch](https://www.instagram.com/mccrindleresearch)

 [mccrindle](https://www.linkedin.com/company/mccrindle)

mccrindle