



B A B Y N A M E S

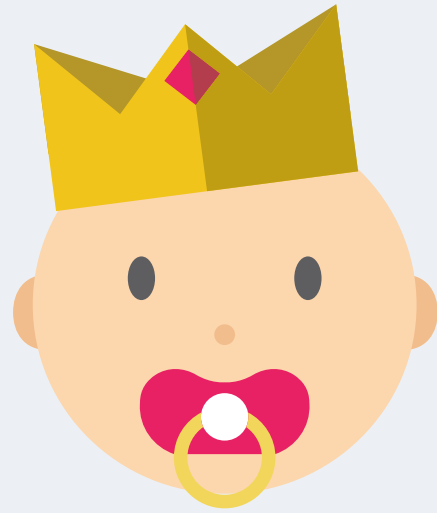
A U S T R A L I A 2 0 1 7

TRENDS & INSIGHTS

Around one in ten of Australia's 300,000 babies born in the last year were given one of the Top 10 baby names. There were 2,145 boys named **Oliver** and 1,817 girls named **Charlotte** last year.

BOYS	
1	Oliver
2	William
3	Jack
4	Noah
5	James
6	Thomas
7	Ethan
8	Lucas
9	Jackson/Jaxon/Jaxson
10	Lachlan

GIRLS	
1	Charlotte
2	Olivia
3	Mia
4	Ava
5	Amelia
6	Isla
7	Sophia / Sofia
8	Chloe
9	Grace
10	Emily



Charlotte maintains her reign as top girl baby name

Charlotte, with 1,817 occurrences is the top girl baby name in Australia for the second year in a row, exceeding **Olivia** – who held the top rank in 2014.

Oliver most popular in the states, Jack and William in the territories

Maintaining the top spot for three years in a row now is **Oliver**, having overtaken **Jack** and **William** which were first in 2011 and 2012-2013 respectively.

There were 449 more occurrences of **Oliver** than **William**, an increase on the margin of 421 from 2015.



TRENDS & INSIGHTS

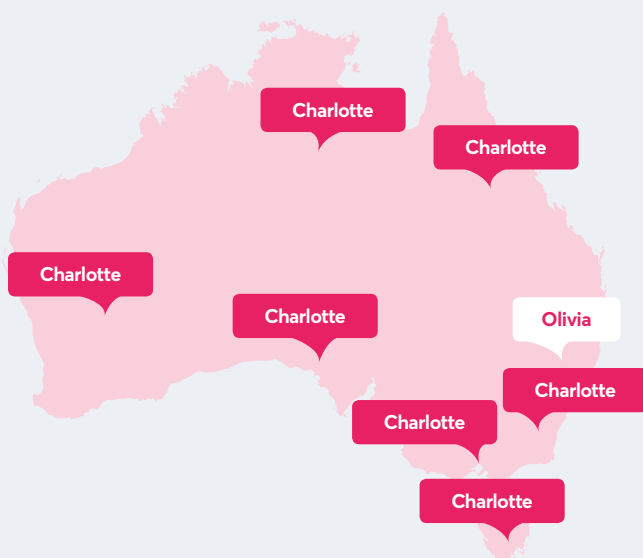
Australia – State verses State

Oliver topped the list in all states except WA, with **Jack** coming out on top in the Northern Territory and Western Australia. The Australian Capital Territory was the only state coming out with **William** as number one.

Jack was placed second in VIC and SA with **William** taking over the second spot in NSW, QLD and TAS. Within most of the states and territories **Oliver**, **William**, **Jack** and **Noah** feature in the top five names, with **Oliver** and **Jack** being the only names to feature in the top five across all states and territories.

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

1	Olivia	Charlotte	Charlotte	Charlotte	Charlotte	Charlotte	Charlotte	Charlotte
2	Charlotte	Olivia	Mia	Olivia	Ava	Ava	Emily	Amelia
3	Amelia	Mia	Olivia	Ava	Mia	Matilda	Ava	Ava
4	Ava	Amelia	Ava	Mia	Isla	Isla	Sophie	Zoe
5	Mia	Ava	Amelia	Amelia	Amelia	Grace	Amelia	Grace



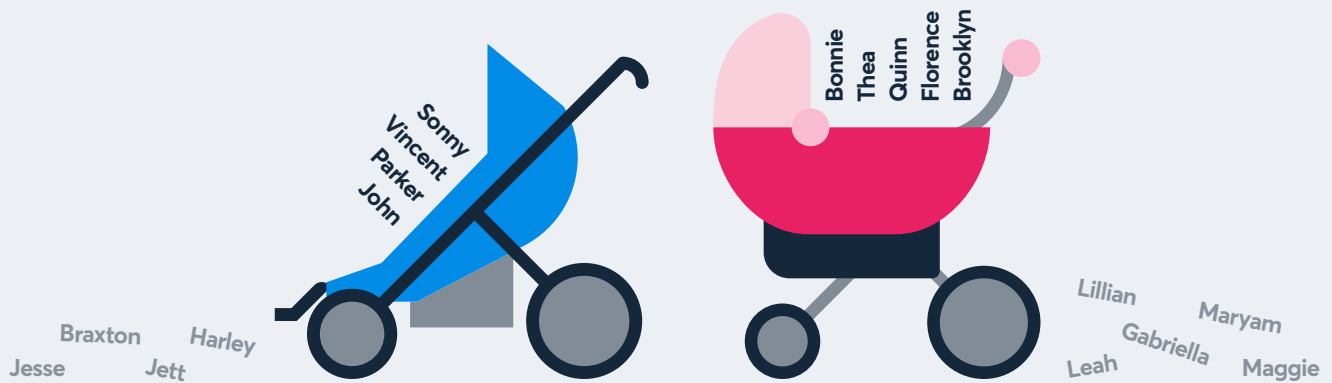
Charlotte topped the list in all states and territories except NSW, with **Olivia** toping the NSW list.

Within most of the states and territories **Charlotte**, **Ava**, **Mia** and **Amelia** feature in the top five names, with **Charlotte** and **Ava** being the only names to feature in the top five across all states and territories.

TRENDS & INSIGHTS

Four new boys' and five new girls' names enter the top 100

In 2016, four new boys' names and five new girls' names entered the top 100 list.



For boys, **Sonny** (84th) makes a first ever entrance into the Top 100 along with **Vincent** (99th) and **Parker** (100th). Meanwhile **John** (94th) makes a comeback- having been the number one name nationally throughout much of the 1930's and 1940's. These names enter at the expense of **Braxton**, **Jesse**, **Harley** and **Jett**.

These last three names (**Jesse**, **Harley** and **Jett**) only made an entrance into the Top 100 a year ago, and the fact that they are now out of the list shows there is no popularity trend with these names.

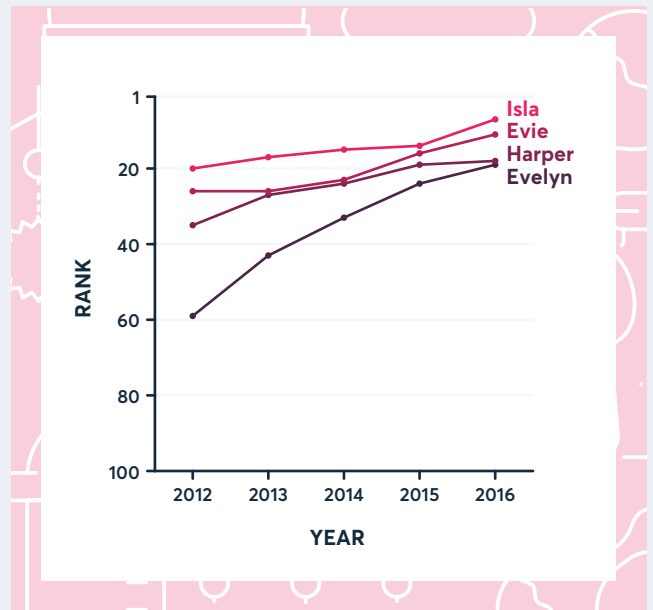
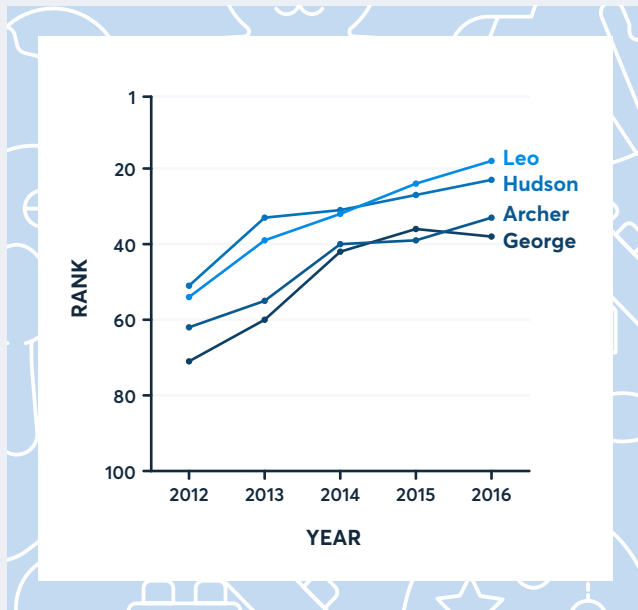
Braxton made a big entrance into the Top 100 in the 2012 data, debuting at 41st position. This came the year after the Home and Away character Darryl 'Brax' Braxton debuted on the show with obviously a big impact on baby naming trends. However, the name has been sliding since then, dropping slightly to 46th the following year, then down to 77 and hitting 83 a year ago and now is out of the Top 100.

For girls, names making the Top 100 for the first time include **Bonnie** (82nd), **Thea** (85th), **Quinn** (90th), **Florence** (97th) and **Brooklyn** (99th). These names enter at the expense of **Lillian**, **Leah**, **Gabriella**, **Maryam** and **Maggie**. These last four names only entered the Top 100 a year ago and so have not gained significant traction. However **Lillian** has hovered towards the bottom of the list the last four years but is now outside the Top 100.

TRENDS & INSIGHTS

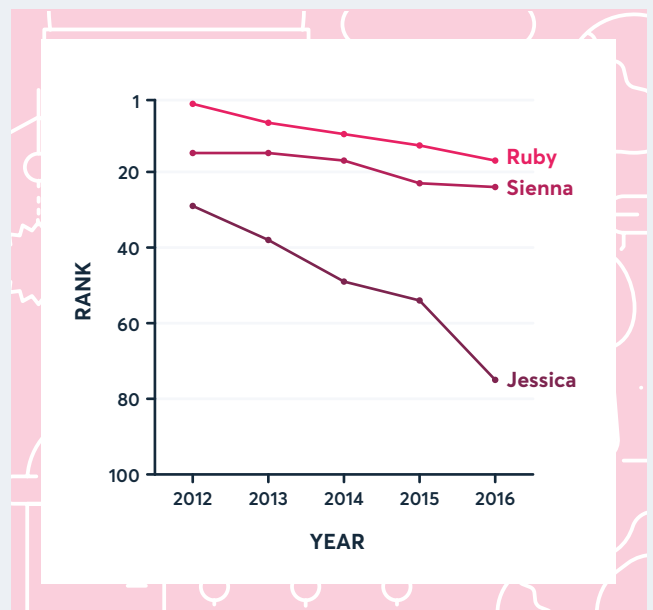
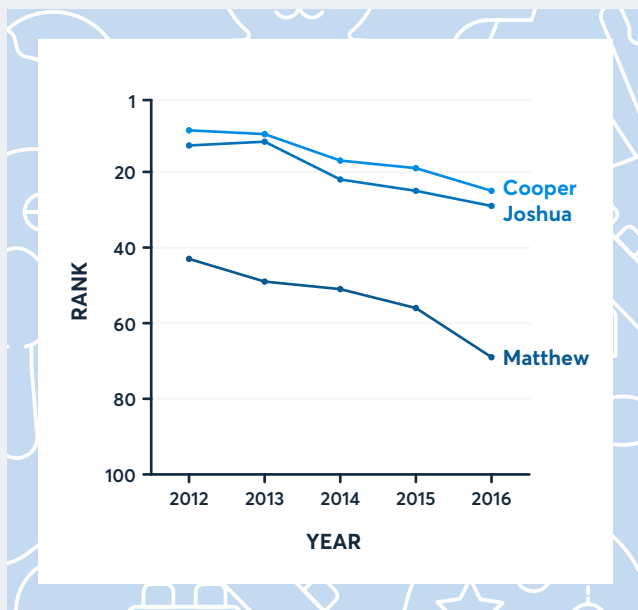
Five years of change: top trending names

Some names have volatile popularity, with their rankings rising and falling quite quickly or unpredictably. Others however show a consistent trend, which gives a predictable indicator as to their future popularity. The following show the top four boys and girls names with the most consistent trend of rising popularity.



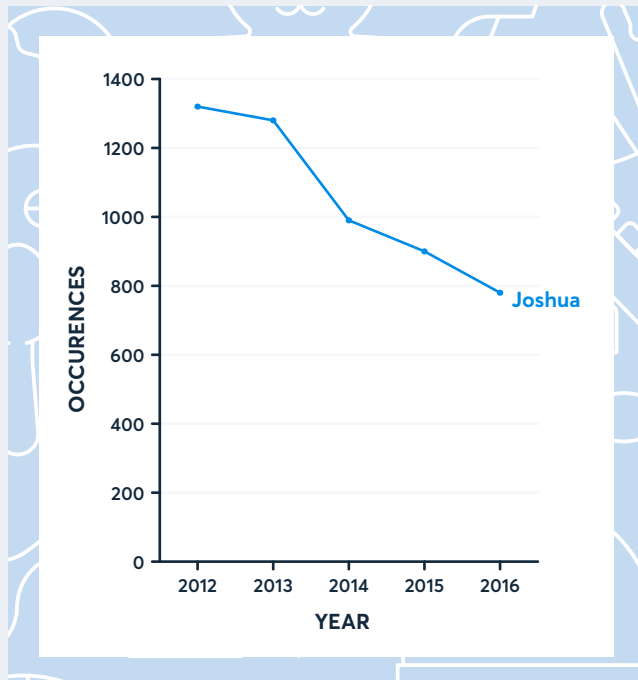
Most declining names

The following three boys and girls names show the clearest trend of declining popularity in Australia over the last half decade.



TRENDS & INSIGHTS

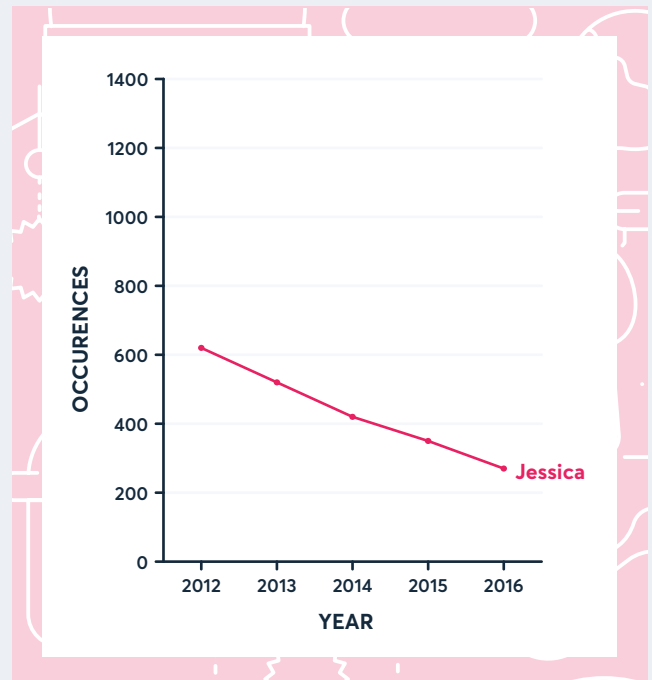
Top names in previous decades



Joshua was the most popular boys' name in Australia for almost a decade from the mid 1990's until 2003. Its reign at the top of the list is a feat unequalled even by **Jack** which replaced it as the top name in 2004 but only held an uninterrupted run for five years. Not since the dominance of **David** in the 1960's or **Michael** in the 1970's has a boys' name had such a run. However the decline in popularity of **Joshua** has been consistent since then, falling 15 places to 29th just in the last five years. 20 years ago there were four times as many babies given the name **Joshua** each year compared to today.

Peter was a top boys' name in the 1960's and the number one name in NSW in 1960 and 1961. Not only is it way out of the Top 100 today (at 159th), but for every boy named **Peter**, there are 100 named **Tyler** or **Arlo**.

Christopher is another name that has seen more popular times. It was in the Top 10 boys' names nationally throughout the 1970's and 1980's and was the number one name three decades ago in 1985 and 1986. However it has not been in the Top 100 since 2013 (when it was at 93rd) and last year there were 100 times as many boys named **Harrison** or **Hunter** as **Christopher**.



Jessica was Australia's most popular girls' name for an unprecedented 16 years out of the 18 years from 1984 to 2001 inclusive. By the mid 1990's, approximately one in every 30 girls born in Australia was named **Jessica** compared to just one in 85 today given the current top girls' name **Charlotte**. In just over a decade, **Jessica** dropped from first to 29th. In the five years since 2013, **Jessica** has dropped another 47 places to 75th. Based on the current trends, **Jessica** will be out of the Top 100 by 2020, less than 20 years after it was in top spot.

In most years of the 1980s and 1990s, **Amy** was a top 10 girls' name while today the name falls well outside the Top 100. Seemingly more unfamiliar names like **Willow** and **Harper** are more than 100 times as popular today as **Amy**.

TRENDS & INSIGHTS

Extinction and reinvention

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. **Donna** hit third on the list in 1965, but by 1983 had dropped off the Top 100 and has not been seen since. **Tracey** hit an all-time high of 10th position in 1970, but similarly dropped out of the Top 100 in 1984 and again has not seen any increase in popularity.

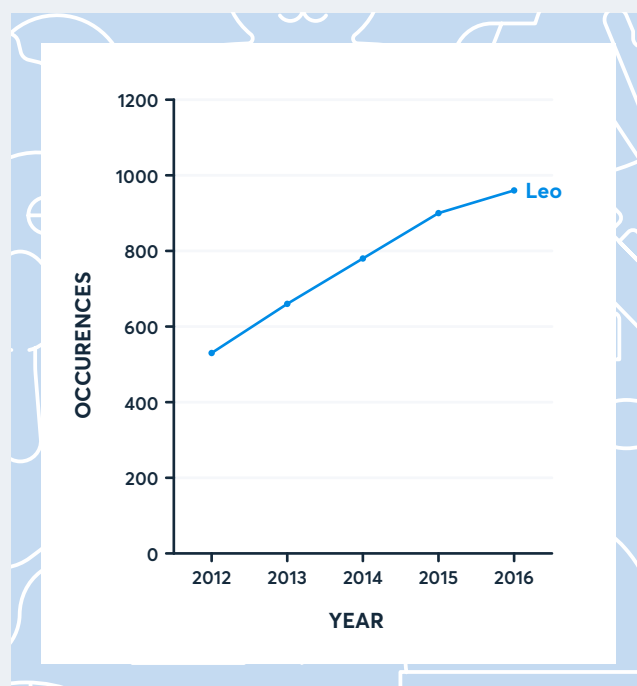
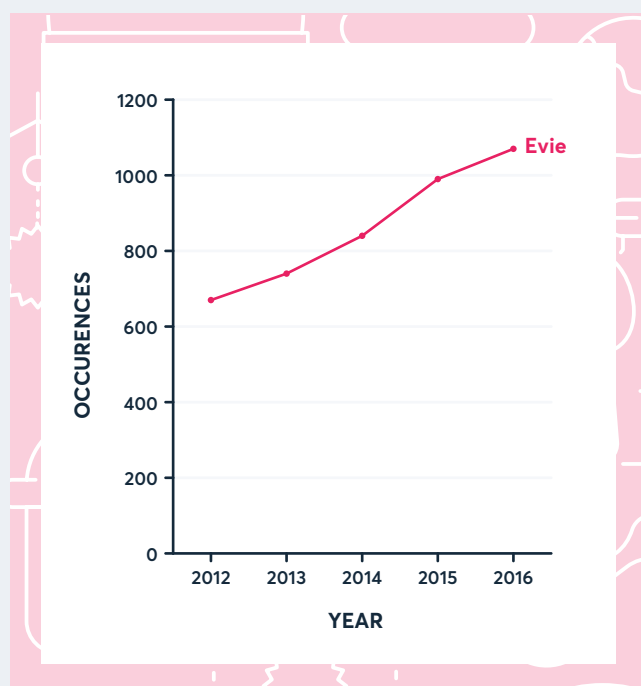
Grace was a moderately popular girls' name at the turn of the 20th century, coming to a near decline from the 1910s to 1970s but climbing significantly in popularity since the 1980s. Over the last five years it has been consistently rising in popularity and for two years now has been in the Top 10.

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.

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 it 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. **Craig** achieved even greater popularity in the 1960s, hitting an all-time high of eighth in 1969, but by 1992 was also out of the Top 100.

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.



TRENDS & INSIGHTS



On both lists

Charlie is the only name in both the Boys' (15th) and Girls' Top 100 (89th) in unchanged form.



Botanic themes

Girls' names are strongly influenced by all things botanical with examples being **Lily** (13th), **Ivy** (20th), **Willow** (27th), **Violet** (38th), **Jasmine** (46th), **Poppy** (52nd), **Rose** (76th), **Daisy** (79th) and **Olive** (81st). In contrast, no Top 100 boys' names have botanic influences.

Quirky

- **Adam** (79th) and **Eve** (93rd) and even **Eden** (78th) feature in the top 100
- There is a **Bonnie** (82nd) but no **Clyde**
- **Alice** (39th), **Cooper** (25th), **George** (38th), **Lucas** (8th), and **Hamish** (67th), **Blake** (66th) are just some of the celebrities to manage both names on the list. Hamish Blake manages not only both of his names but also has his wife (**Zoe** – 16th) and child (**Sonny** – 84th) in the Top 100
- **Muhammad** (80th) is on the rise (up from 88th last year) and for the first time, more popular than **Christian** (89th), which continues to decline (84th in 2016)
- There were more girls in NSW given the name **Victoria** (88) than in Victoria (77).

Beginnings and endings

Softer-sounding names for girls and firmer-sounding names for boys is an ongoing trend in Australian baby names. Not only do the girls' names have more syllables on average than the top boys' names, but they also are more likely to start and end with vowels compared to the boys where consonants dominate.

90% (18) of the Top 20 girls' baby names end in a vowel or 'y', with the two exceptions being **Harper** and **Evelyn**. On the contrary, just three names in the Top 20 boys baby names ends in a vowel or 'y' (**Henry**, **Charlie** and **Leo**).

Half of the Top 20 girls' names also begins with a vowel (**Olivia**, **Ava**, **Amelia**, **Isla**, **Emily**, **Evie**, **Ella**, **Isabella**, **Evelyn** and **Ivy**), compared to just three of the Top 20 boys names (**Oliver**, **Ethan** and **Alexander**).



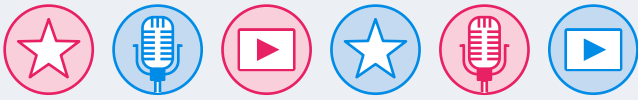
Spelling it out

Creative spelling of baby names is also a current trend. The use of double letters, hyphens or emphasised phonetic spellings are often used by Australian parents in the endeavour of being unique. In our Top 100, we have combined the occurrences of names which are phonetically identical but unique in their spelling.

These names include:

- **Jackson/Jaxon/Jaxson** – 9th
- **Sophia/Sofia** – 7th
- **Lily/Lilly** – 13th
- **Isabelle/Isabel** – 25th
- **Maddison/Madison** – 26th
- **Mila/Milla** – 34th
- **Madeleine/Madeline** – 48th

TRENDS & INSIGHTS



Celebrity influences

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

- **Penelope** (rising from 62nd to 54th) is one of the children of reality TV star Kourtney Kardashian (born in 2012)
- **Theodore** (Rising from 66th to 51st) is the son of Ivanka Trump (daughter of President Donald Trump) and Jared Kushner born in 2016
- **Billie** (rising from 82nd in 2016 to 67th in 2017) is the daughter of famous AFL player, Chris Judd and Wife, Rebecca Judd
- **Willow** (steady at 27th and 30th in 2016) is the daughter of pop musician Pink (2011) and the name of Will Smith's daughter
- **Noah** (remaining strong in 4th place) was born to Michael Bublé in 2013
- **Elijah** (31st) was chosen by Elton John for his second son in 2013 and Lincoln (rising to 44th from 48th) was born to actress Kristen Bell in 2013
- **Olive** (81st) is the daughter of Drew Barrymore (2012)
- **Liam** (14th), **Harry** (28th) and **Louis** (62nd) are 3 of the 4 members of the former boy band One Direction.

From Christian names to given 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 twenty were from the Bible (which included **Benjamin, Luke, Nathan, Andrew, Alexander, Jacob** and **Samuel**). Today, just six of the top twenty boys' names can be found in the Bible (**Noah, James, Thomas, Ethan, Alexander** and **Samuel**).

Over this same period of time, the proportion of girls' names that come from the Bible has similarly declined from three (**Sarah, Rebecca** and **Hannah**) twenty years ago to just one today (**Chloe**).



A royal influence

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

The younger generation of the Royal family have resonated with their contemporary generation Y's in Australia who are now also in their family forming life-stage. The births of Prince George and Princess Charlotte have contributed to the popularity of these names. Like **George's** rank which increased from 71st in 2012 to 38th in 2016, in 2015 we saw the name **Charlotte** overtake **Olivia** as the nation's most popular baby girl name. **Charlotte** is once again the top baby girl name for 2016.

In addition to **George** and **Charlotte**, other well-known royal names that feature in the Top 100 include **William, Henry, Edward, Charles, Elizabeth, Alexandra** and **Victoria**.

TOP 100 BOYS' NAMES

Occurances

1	Oliver	2145	26	Oscar	842	52	Arlo	492	78	Caleb	330
2	William	1696	27	Levi	836	53	Jordan	490	79	Adam	321
3	Jack	1662	28	Harry	786	54	Hugo	485	80	Muhammad	320
4	Noah	1439	29	Joshua	781	55	Luca	482	81	Toby	313
5	James	1269	30	Xavier	777	56	Connor	480	82	Nathaniel	311
6	Thomas	1254	31	Elijah	763	57	Kai	474	83	Felix	295
7	Ethan	1193	32	Ryan	726	58	Michael	470	84	Sonny	270
8	Lucas	1148	33	Archer	700	59	Zachary	470	85	Nathan	249
9	Jackson/ Jaxon/ Jaxson	1087	34	Archie	691	60	Austin	442	86	Ryder	247
10	Lachlan	1022	35	Riley	662	61	Angus	440	87	Darcy	246
11	Mason	1019	36	Sebastian	653	62	Louis	438	88	Dominic	243
12	Alexander	1017	37	Harvey	652	63	Ashton	434	89	Christian	237
13	Henry	1012	38	George	634	64	Joseph	429	90	Spencer	234
14	Liam	992	39	Daniel	618	65	Luke	402	91	Fletcher	221
15	Charlie	991	40	Jayden	601	66	Blake	398	92	Gabriel	215
16	Max	983	41	Logan	584	67	Hamish	392	93	Ali	206
17	Harrison	964	42	Patrick	579	68	Owen	391	94	John	193
18	Leo	961	43	Finn	568	69	Matthew	391	95	Lewis	193
19	Samuel	929	44	Lincoln	561	70	Beau	386	96	Maxwell	182
20	Hunter	894	45	Flynn	549	71	Nicholas	383	97	Marcus	180
21	Jacob	866	46	Nate	540	72	Dylan	374	98	Hayden	169
22	Isaac	860	47	Eli	537	73	Chase	368	99	Vincent	164
23	Hudson	854	48	Edward	520	74	Jake	366	100	Parker	153
24	Benjamin	851	49	Tyler	508	75	Carter	354			
25	Cooper	849	50	Aiden	507	76	Jasper	350			
			51	Theodore	502	77	Charles	336			

TOP 100 GIRLS' NAMES

Occurances

1	Charlotte	1817	26	Maddison/ Madison	723	51	Maya	356	77	Aurora	268
2	Olivia	1632	27	Willow	713	52	Poppy	350	78	Eden	261
3	Mia	1401	28	Georgia	698	53	Phoebe	349	79	Daisy	239
4	Ava	1397	29	Aria	659	54	Penelope	349	80	Ariana	224
5	Amelia	1375	30	Emma	649	55	Frankie	343	81	Olive	219
6	Isla	1203	31	Zara	641	56	Sarah	334	82	Bonnie	210
7	Sophia/ Sofia	1163	32	Hannah	634	57	Eleanor	333	83	Alyssa	203
8	Chloe	1115	33	Eva	620	58	Hazel	326	84	Hayley	198
9	Grace	1082	34	Mila/Milla	610	59	Summer	325	85	Thea	195
10	Emily	1076	35	Layla	554	60	Emilia	321	86	Victoria	187
11	Evie	1072	36	Abigail	551	61	Chelsea	315	87	Holly	185
12	Sophie	1032	37	Audrey	531	62	Addison	314	88	Aaliyah	180
13	Lily/Lilly	1017	38	Violet	463	63	Anna	305	89	Charlie	176
14	Ella	977	39	Alice	439	64	Harriet	298	90	Quinn	174
15	Isabella	953	40	Piper	434	65	Claire	297	91	Molly	162
16	Zoe	951	41	Savannah	407	66	Indiana	294	92	Heidi	158
17	Ruby	937	42	Ellie	406	67	Billie	288	93	Eve	148
18	Harper	935	43	Annabelle	398	68	Eloise	288	94	Aisha	143
19	Evelyn	919	44	Stella	392	69	Ayla	286	95	Lara	141
20	Ivy	890	45	Imogen	392	70	Bella	283	96	Peyton	138
21	Matilda	866	46	Jasmine	388	71	Paige	279	97	Florence	119
22	Scarlett	786	47	Mackenzie	376	72	Lola	277	98	Alexandra	108
23	Lucy	778	48	Madeleine/ Madeline	373	73	Elsie	272	99	Brooklyn	98
24	Sienna	761	49	Elizabeth	363	74	Eliza	271	100	Sadie	97
25	Isabelle/ Isabel	760	50	Alexis	356	75	Jessica	269			
						76	Rose	269			